



Metro

Board Report

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

File #: 2022-0599, **File Type:** Oral Report / Presentation

Agenda Number:

**2028 OLYMPICS COMMITTEE
SEPTEMBER 14, 2022**

SUBJECT: SPORTS AND ENTERTAINMENT INTEGRATED TICKETING PROGRAM

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Sports and Entertainment Integrated Ticketing Program.

EQUITY PLATFORM

This program provides an affordable transportation option for residents to experience local sporting and entertainment events. Promotional efforts for this program will be produced in multiple languages.

ATTACHMENT

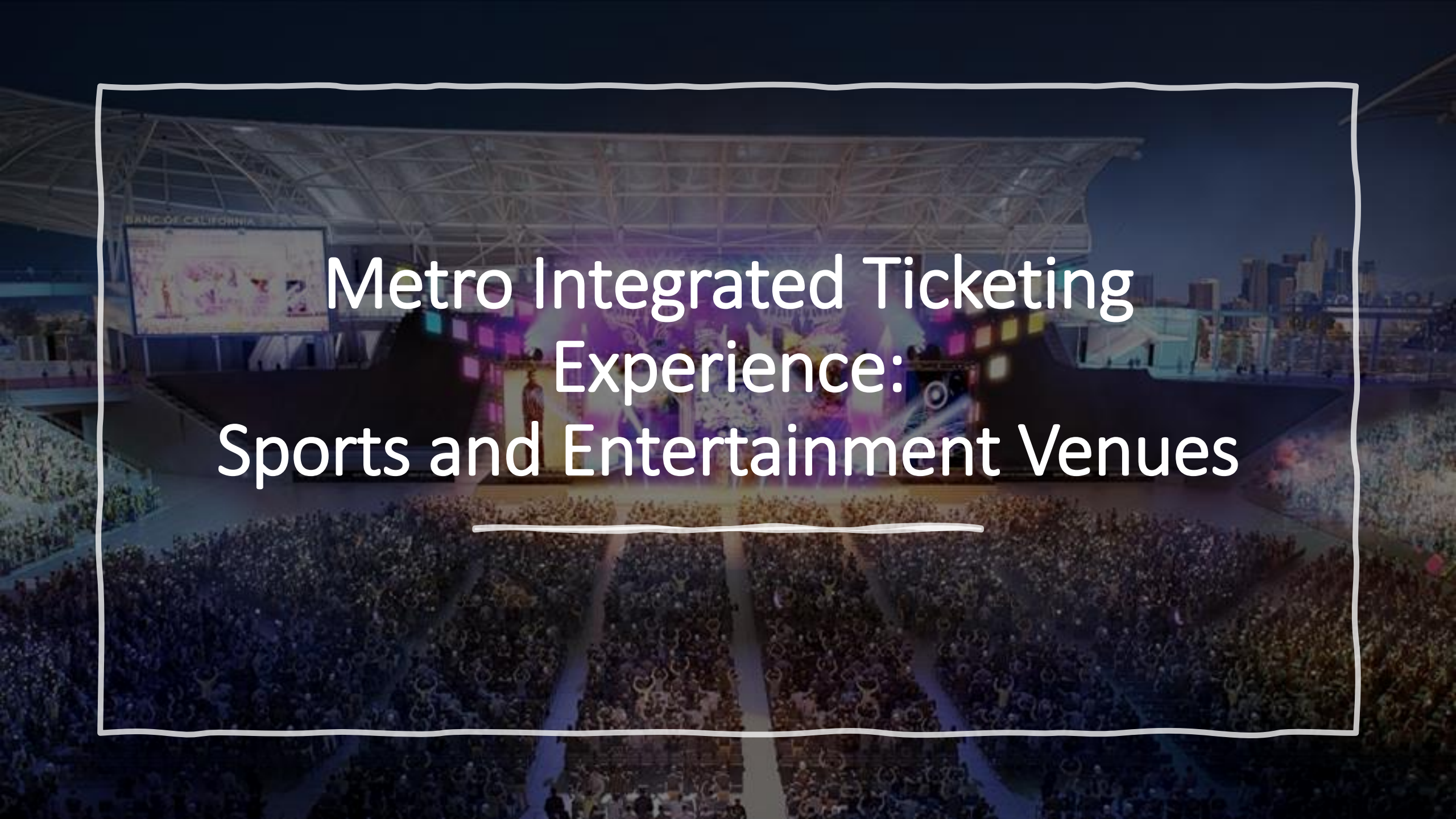
Attachment A - Sports and Entertainment Integrated Ticketing Program

Prepared by: Monica Bouldin, Senior Executive Officer, Program Management, (213) 922-4081

Reviewed by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-4060.

A handwritten signature in black ink, appearing to read 'Steph N. Wiggins', written over a horizontal line.

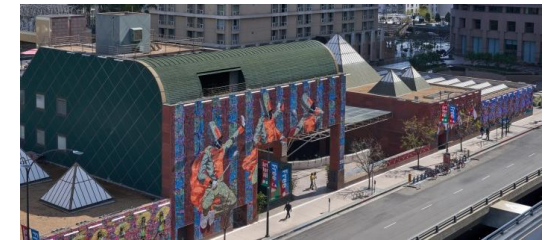
Stephanie N. Wiggins
Chief Executive Officer

A wide-angle, high-angle shot of a large crowd of people seated in a stadium at night. The stadium's roof is visible, and a city skyline is in the background. The text is overlaid on the center of the image.

Metro Integrated Ticketing Experience: Sports and Entertainment Venues

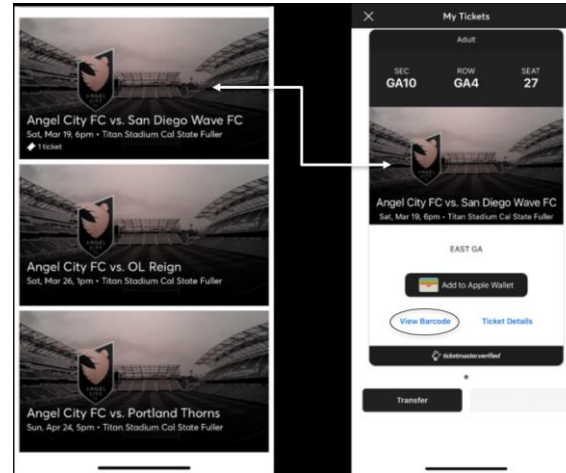
Background

- Metro wants to ensure a car-free Olympics by getting people used to taking transit to sports and entertainment venues now.
- Metro is exploring the development of integrated ticket experience with sports and entertainment venues that allows attendees to purchase Metro tickets when they buy their event tickets
- Integrated tickets will encourage people to take Metro to their favorite sports and entertainment venues around the Regional Connector in DTLA including the Music Center, the Broad Museum, Walt Disney Concert Hall, Colburn Center and MOCA and others.
- Implementing this program now, allows Metro to fine tune the ticketing experience prior to World Cup Finals in 2026, Olympics and Paralympics in 2028



Background: Current Partner Ticketing Options

- Partners and consumers are excited about integrated ticketing for major events.
- Metro currently partners with numerous sports teams, including Angel City FC and LA Kings, to cross-promote going Metro to games at the Banc of California Stadium and Crypto.com Arena.
- In April and May 2022, we did a 'trial run' with these two sports teams and they paid for all TAP redemptions.
 - 227 redemptions for LA Kings games
 - 326 redemptions for Angel City Football Club games
- The LA Kings would like to add a \$3.50 (stored value on TAP) transportation fee to all tickets. We are working with TAP and LA Kings to see if this can be accomplished for the upcoming 2022/2023 season.



M LA Metro @metrolosangeles · May 11
Go Metro to see if the @LAKings can seal the deal vs Edmonton in Game 6 on Thursday. And this: the Kings are purchasing TAP fares for ticket buyers to **playoff** games. More at mtro.la/YXIo50J4y1g



7:04



Beat the traffic and #GoMetro to the game for free this weekend.

#AngelCityFC 🐦 | @metrolosangeles



LA Metro and Angel City FC

Recommendation: One Day EZ Transit Pass

- Develop a one-day EZ Transit Pass to be sold as an integrated transit ticket option for sporting events and concerts
 - Event attendees that purchase their tickets will receive a link to the TAP app and code that will load a One Day EZ Transit Pass
- Current planning stages:
 - Concurrently, meet with sports teams and entertainment venues to learn more about their ticketing systems and our Muni partners to gauge their interest in participating in this effort (30 days)
 - Based on this research, develop a scope of work for integrated ticketing program (60 days)
 - Develop, test and launch integrated ticketing program with a small group of partners to ensure the best customer experience (4-6 months)
 - Rollout the ticketing experience to a broader list of partners



Next Steps

- The TAP team will conduct outreach to Muni partners over the next 30 days to gauge their interest in participating in this program
- Sports and Entertainment Team will conduct outreach to current sport teams and entertainment partners to gauge interest and get an understanding of how their ticketing systems work to inform the development of the integrated ticket engine
- Share regular progress reports

