



Board Report

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

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Chief Executive Officer

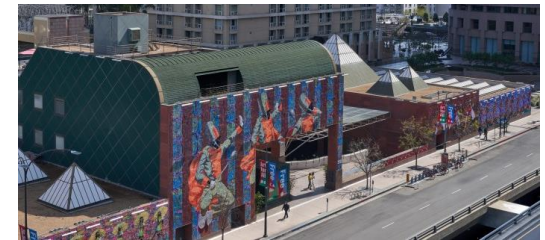


# Metro Integrated Ticketing Experience: Sports and Entertainment Venues

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# 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



**MARK YOUR CALENDAR**

**OLYMPIC OPENING CEREMONY**  
**JULY 14 2028**

**PARALYMPIC OPENING CEREMONY**  
**AUG 15 2028**

**LOS ANGELES COLISEUM**

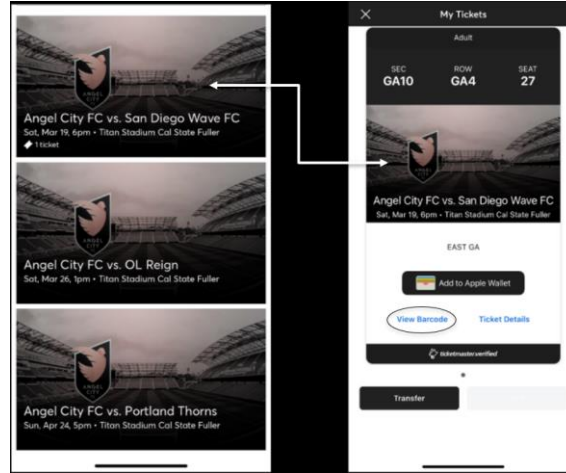
**LA 28 28**

The graphic features a blue background with white text. On the right, there is a photograph of the Los Angeles Coliseum with the Olympic rings logo on its facade. The text 'MARK YOUR CALENDAR' is prominently displayed at the top. Below it, two columns of text provide the dates for the Olympic and Paralympic opening ceremonies. The LA 28 28 logo is in the top right corner.



# 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 [metro.la/YXIo50J4y1g](https://metro.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

