



Metro

Board Report

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Agenda Number: 6.

AD HOC 2028 OLYMPIC & PARALYMPIC GAMES COMMITTEE SEPTEMBER 20, 2023

SUBJECT: SPECIAL EVENT SERVICE LESSONS LEARNED

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

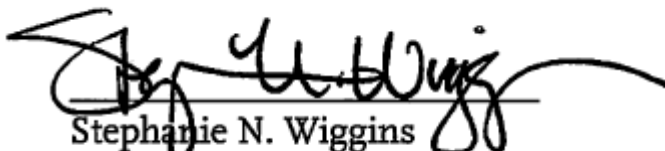
RECEIVE oral report on the special event service: Taylor Swift ERAS Tour 2023 that took place for six nights at SoFi Stadium, a designated venue for the 2028 Olympic Games.

EQUITY PLATFORM

Operations collaborates with the Office of Equity and Race and Customer Experience to identify and mitigate any concerns to ensure equitable outcomes relative to service.

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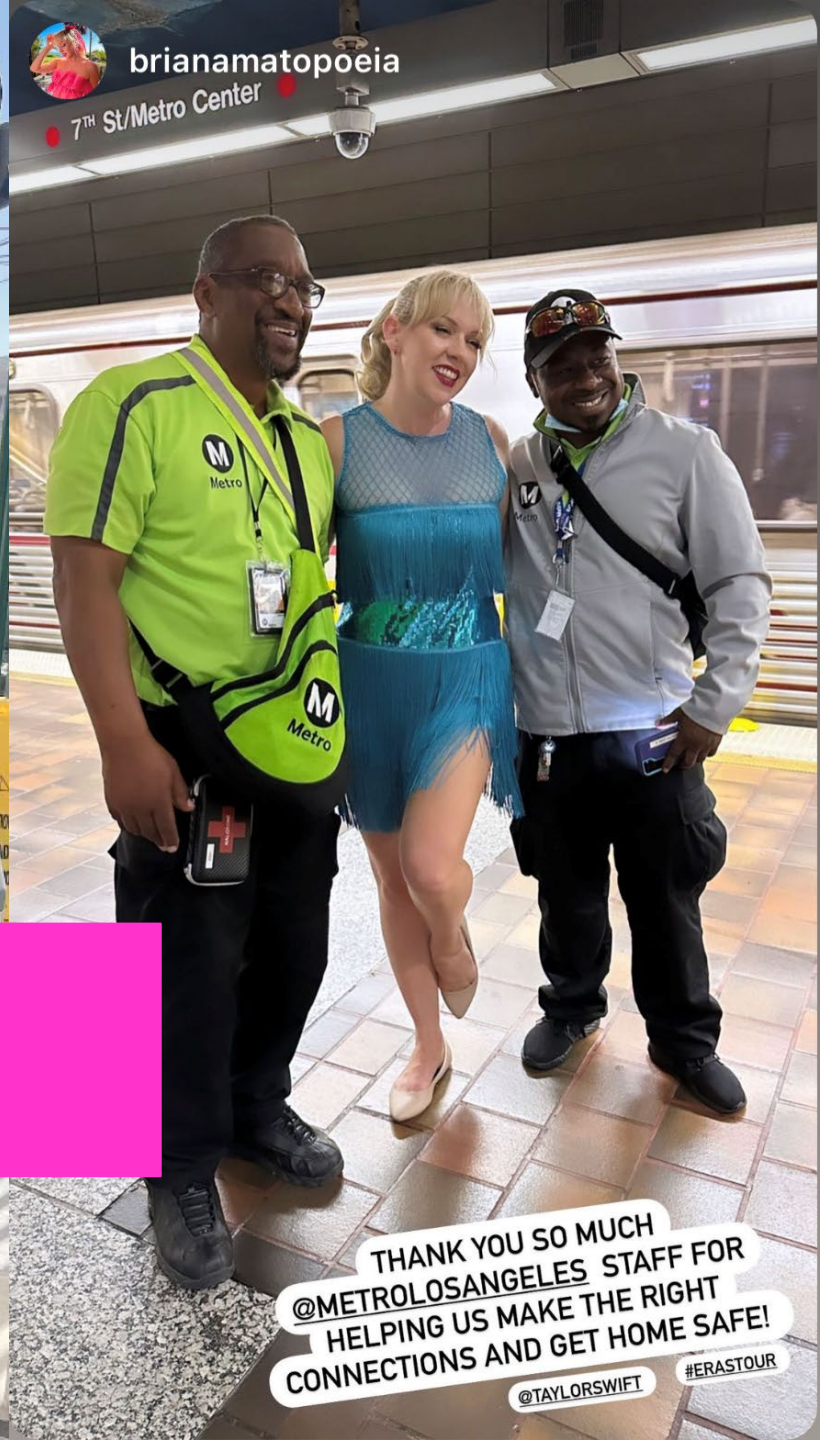
Speak Now/Taylor's Station



Special Event Service Lessons Learned



Metro



brianamatopoeia
7th St/Metro Center

THANK YOU SO MUCH
@METROLOSANGELES STAFF FOR
HELPING US MAKE THE RIGHT
CONNECTIONS AND GET HOME SAFE!
#ERASTOUR
@TAYLORSWIFT

A photograph of Taylor Swift performing on stage. She is wearing a white, sleeveless, backless dress with a full skirt and is holding a blue acoustic guitar. She is smiling and looking upwards. The background is dark with many small, out-of-focus lights in various colors (blue, purple, green, red).

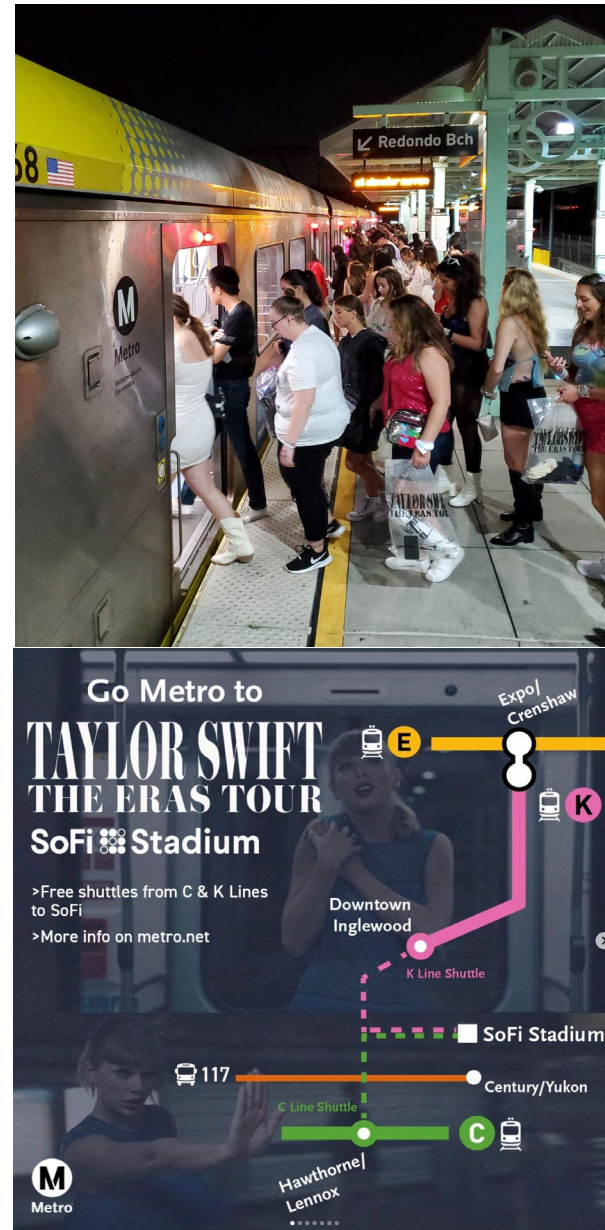
The Opportunity: Taylor Swift | The Eras Tour at SoFi Stadium

- Build upon lessons learned from Superbowl special service
- Taylor Swift's Eras Tour 2023 took place at SoFi Stadium for an unprecedented 6 nights
- Estimated Attendance: 60,000 each night plus additional crowds outside the stadium
- Doors opened at: 4:30 pm. Event end time 11:45 pm
- Transit in Chicago, Atlanta, Philadelphia, etc. saw a significant ridership boost from their Taylor Swift Concerts.
- **Target ridership:** 5,000 riders per night or 8% of the crowd

Why Taylor?

The Conditions Were Right For Us to Deliver Excellent Customer Experience

- Experience of other US cities showing high transit system usage by "Swifties" gave Metro the confidence that a market existed for high volumes of riders to choose Metro for their travel to the concerts if we let them know we were ready to assist.
- SoFi Stadium has a 50K minimum attendee requirement to open their parking lots for the City of Inglewood shuttle service (The Eras Tour had an attendance of 60K+ per night).
- If the City of Inglewood activates their shuttles, they also create the priority bus access on Arbor Vitae to/from SoFi stadium that allow Metro buses fast access for expedited service to transit patrons.
- Metro has two high-capacity rail lines (C and K) in proximity to SoFi Stadium, with connections across the broader Metro rail network across LA County. These are designed for high volume usage. Surrounding Metro rail stations in proximity to SoFi Stadium offer over 5,400 parking spaces.
- Metro's bus team has plenty of experience successfully shuttling thousands of customers between our rail network and SoFi Stadium (2 seasons of NFL, 2022 Super Bowl, 2023 College Football Championship).
- This is great experience for future events coming to LA such as World Cup. LA28 etc.



What We Did: Taylor Swift Special Service Activation

Operations Overview:

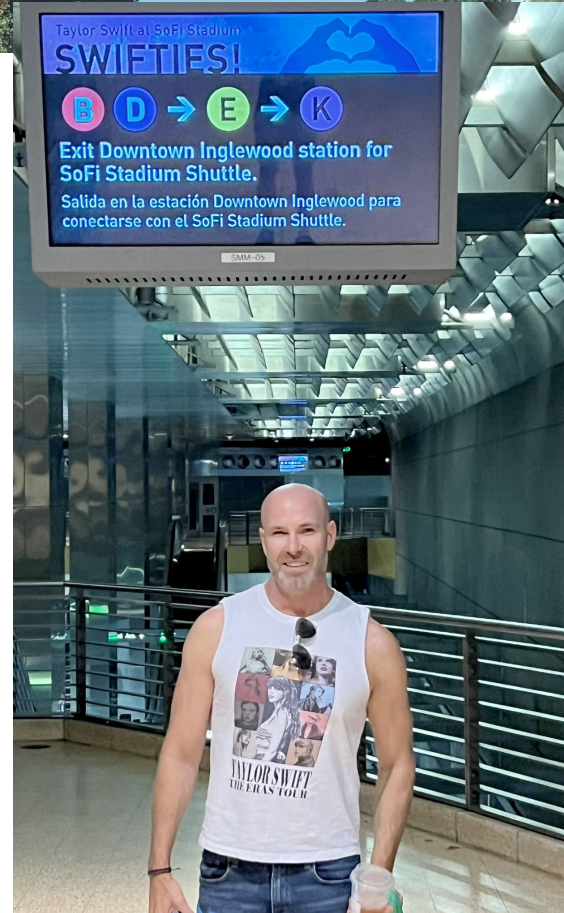
- Bus/shuttle services connecting Metro Rail to SoFi Stadium
 - C and K Lines - Serve rail riders and station parking
- Supplementary bus service for LAX area hotels guests, parking lots and airline passengers
- Expanded late night rail service frequency and span (all lines)
Operated from 3:30 pm – 6:30 pm (3 hours) pre-event and 11:45 pm – 1:15 am (90 min.) post event

Signage and Wayfinding:

- Provided temporary directional signage and shuttle signage
- Two Station Takeovers at Downtown Inglewood and Hawthorne

Public Safety:

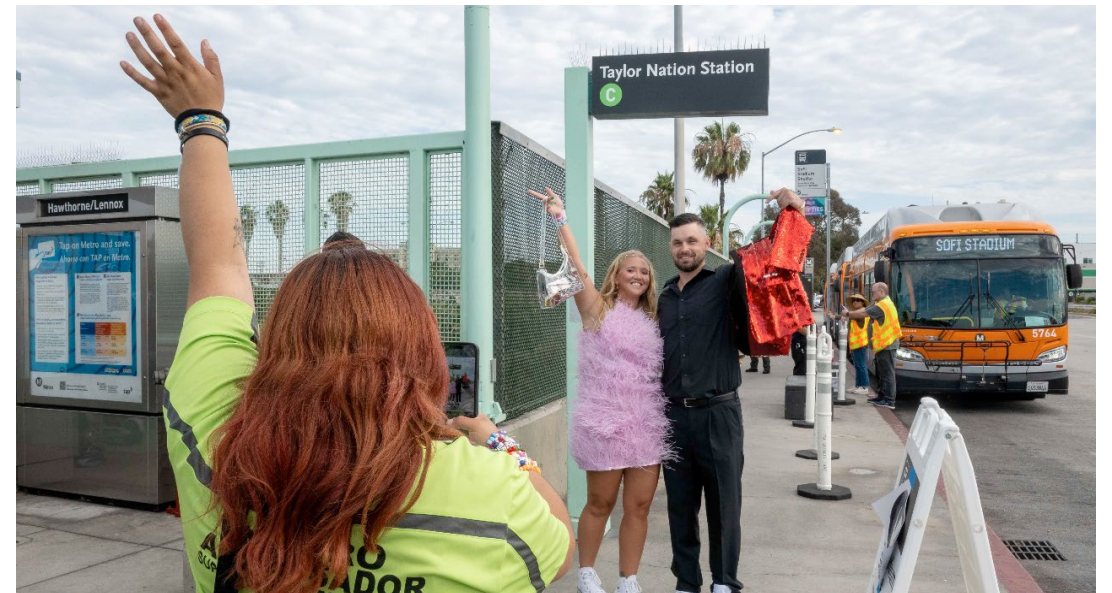
- Additional roving and stationary patrols for Metro Ambassadors and TSOs, law enforcement, and contract security
- Recruited more than 100 Metro staff for crowd control and customer service at key transfer stations



The Results:

Enhanced Service Plan Resulted in Major Ridership Increase

- **+25% Ridership Increase:**
 - SoFi Stadium Express **shuttles** carried over **30,000** additional boardings and over **180,000** boardings on rail and bus over the six nights.
 - Newly opened **K Line** saw **+250%** ridership increase, or nearly **5,000 extra boardings each night**
 - **C Line** saw **+35%** ridership increase, or 6,000 extra boardings each night
 - **A & E Lines** saw nearly **+20%** increase with nearly **15,000** extra boardings each night



Operations: Criteria Considerations for Future Events at SoFi

Taking transit to Sofi offers a more dependable, attractive, and efficient option compared to driving.

Transit Demand Assessment

- Evaluation of anticipated attendance and transit usage: Ensure that transit usage meets the minimum threshold required to justify supplemental shuttle services.
- Simultaneous events in the vicinity (The Forum)
- Geographical origins of event attendees where transit services can replace the need for driving (Ticket sales data)

Transit Support Assessment

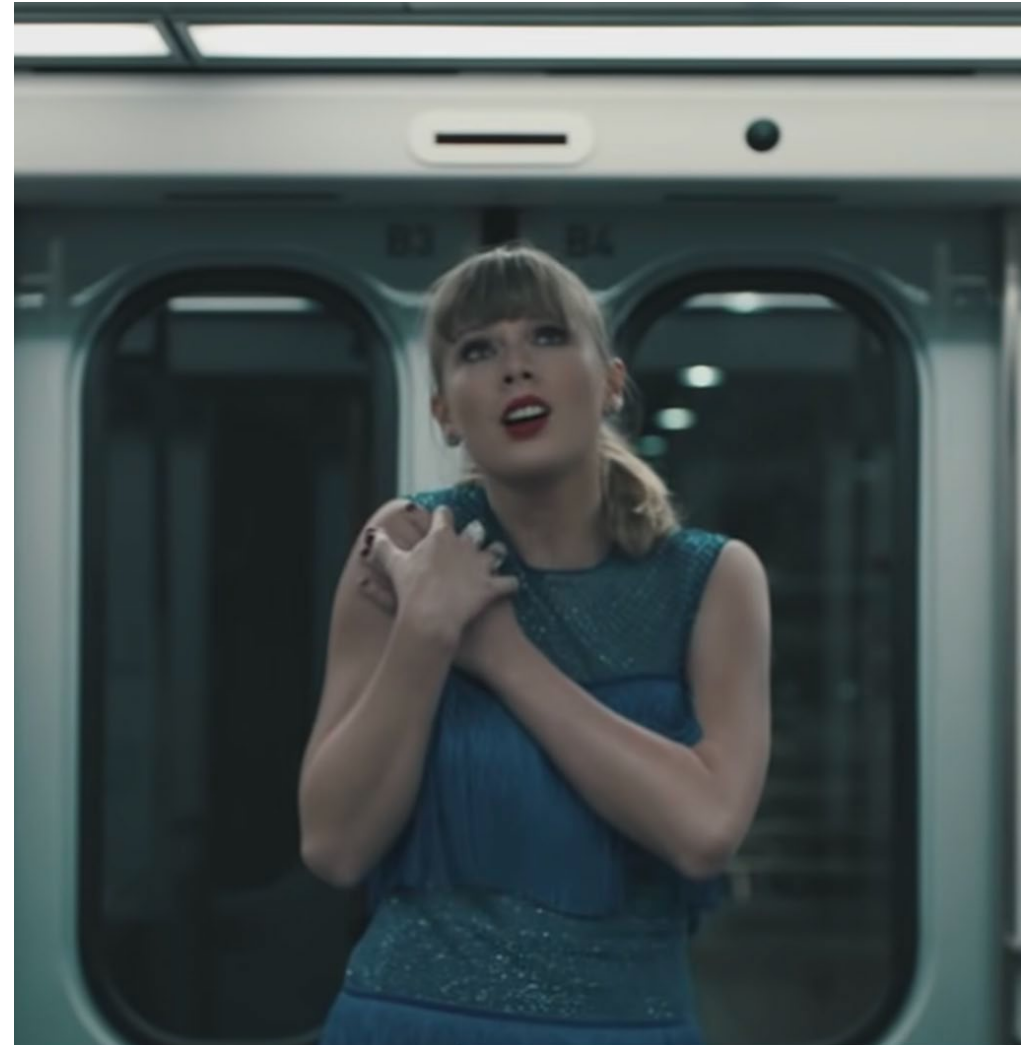
- Availability of an on-site staging area, separate from SoFi Stadium location
- Availability of traffic control measures and transit prioritization to establish transit as a more attractive and competitive alternative to driving
- Availability of operation staff to ensure dependable transit services, prioritize customer safety, and offer support (bus and train operators, crowd control ambassadors, and security resources)

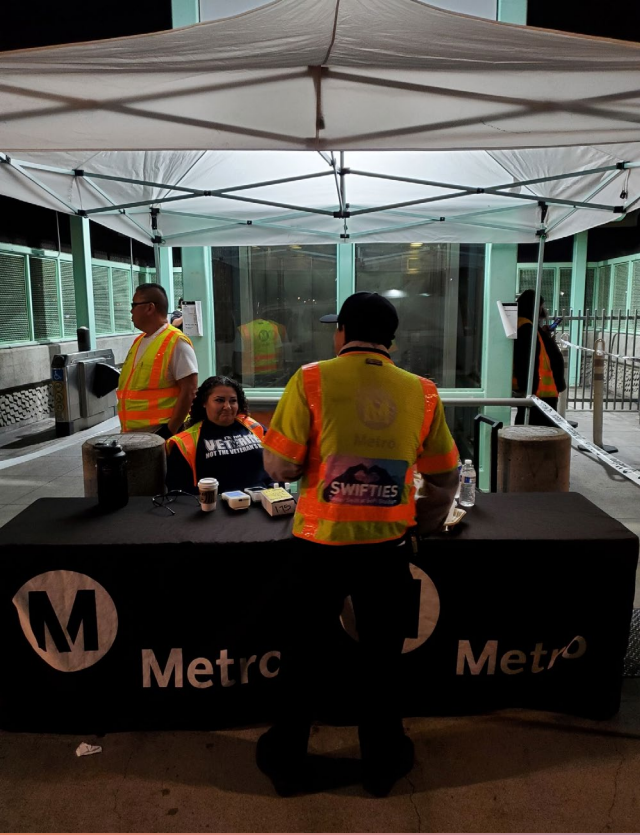
The inability to meet these thresholds makes it difficult for Metro to operate this shuttle service



CX Key Learnings for Special Event Service

- Use visual, audio, and other queues to inform riders of their station/shuttle origin at the station, shuttle zone, and on-vehicle
- Encourage riders to prepare their fare media: re-load, pre-load, or download app
- More information, wayfinding, and location identifiers needed on the SoFi property. Many fans coming out of the stadium looking for various shuttle and bus stop, Uber/Lyft, etc.
- All shuttle operators within ITF need to be identified
- Be flexible and willing to adapt to dynamic conditions
 - Unexpected traffic disruptions
 - Unexpected changes to traffic control patterns and staffing
 - Changed event finish time with limited notice





THANK YOU