

**Board Report**

File #: 2026-0009, **File Type:** Oral Report / Presentation**Agenda Number:** 29.

**OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
FEBRUARY 19, 2026****SUBJECT: STATION ACTIVATION QUARTERLY UPDATE****ACTION: RECEIVE ORAL REPORT****RECOMMENDATION**

RECEIVE oral report that provides an update on Metro's efforts to launch a comprehensive Station Activation Program.

ISSUE

Station activation plays a critical role in creating stations that feel safe, welcoming, and connected to the communities Metro serves, particularly as Metro continues to expand ridership. When stations appear inactive or disconnected from surrounding activity, customers may perceive them as unsafe. As a result, station activation is a core element of Metro's customer experience, safety, and community engagement strategies.

At its February 2025 meeting, the Board approved Motion 29 by Directors Yaroslavsky, Bass, Dupont-Walker, Sandoval, and Mitchell (Attachment A). In response to the Motion, staff have provided a status update on the development of a comprehensive, systemwide approach to station activation that will inform planning for upcoming rail openings and guide future station improvements.

This report summarizes several key initiatives currently underway, including a program framework to define station activations, establish vision and goals, and identify gaps in Metro's current station activation efforts. This report also presents several new test cases for station activation efforts, next steps for the D (Purple) Line Extension, and World Cup Station Activations. Collectively, these efforts build on lessons learned from existing activation initiatives and establish a clear path forward for making Metro stations vibrant, welcoming, and safe spaces for all riders.

Public safety research consistently demonstrates that open, active environments with high visibility improve perceptions of safety and support natural surveillance. Activities such as cafés, kiosks, and markets help ensure public spaces remain vibrant and well-used throughout the day. Metro's care-based approach to station activation responds directly to the needs of transit riders and nearby communities, reinforcing safety, enhancing the customer experience, and supporting increased ridership.

EQUITY PLATFORM

Station activation advances Metro's equity goals by promoting inclusive access, visibility, and a sense of belonging across the diverse communities Metro serves. By intentionally activating stations, particularly in historically underserved neighborhoods, Metro helps create public spaces that reflect local culture, respond to community needs, and foster feelings of safety, dignity, and connection. These efforts strengthen trust and deepen relationships between Metro and the communities it serves, ensuring stations function as welcoming and supportive spaces for all riders. Partnerships with Community-Based Organizations (CBOs) are central to this approach.

Through open-air markets, educational programming, community events, and small business and workforce development initiatives, station activation supports a people-centered transit experience while strengthening the local creative economy. These partnerships also help build CBO capacity and address the long-term impacts of historical disinvestment by expanding opportunities for micro-entrepreneurs and small businesses to participate in and benefit from Metro's station environments.

At this stage, specific locations for future activations have not yet been finalized. As part of the program's next steps, Metro will establish an equity evaluation framework grounded in Metro's Equity Platform (2018) and informed by lessons learned from pilot activations. This framework will help prioritize activations in communities with higher concentrations of transit-dependent riders, including lower-income households, communities of color, and areas with higher rates of car-free or car-limited households. Progress on the equity evaluation framework will be shared in a future quarterly report.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through investment activities that will improve Metro's customer experience, safety, and community engagement strategies and further encourage transit ridership, ridesharing, and active transportation. Metro's board adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

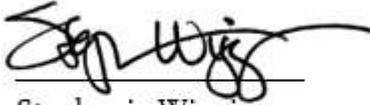
*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

ATTACHMENT

Attachment A - Board Motion 29

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Chief Executive Officer



Board Report

File #: 2025-0217, **File Type:** Motion / Motion Response

Agenda Number: 29.

REVISED
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
MARCH 20, 2025

Motion by:

DIRECTORS YAROSLAVSKY, BASS, DUPONT-WALKER, SANDOVAL AND MITCHELL

Station Activation

Station activation is a means for expanding public safety by actively inviting more people into station areas. When rail stations feel empty, riders express feeling unsafe. As Metro embarks on the project of opening eight new rail stations during 2025, the opportunity to use new station openings as tools to both enhance public safety and increase ridership has never been greater.

Station activation is an essential tool to help Metro achieve its core function of providing world-class transit that recovers pre-COVID ridership rates. Station openings are important milestones to influence travel behavior of existing riders and potential new riders.

Rarely does such an opportunity arise to revisit tools that could make Metro stations cherished community spaces, in addition to access to mobility. The opening of these new stations should also provide Metro an opportunity to reflect on other recent rail station openings, extract key lessons, and apply those lessons learned to the 2025 rail station openings.

Metro has engaged in ad-hoc and microentrepreneurship focused activations to enliven stations. In 2022, Metro, through the leadership of Director Mitchell, held a pop-up station activation day at the Compton Station. Metro, in partnership with Supervisor Solis, Mayor Bass, and Councilmember Hernandez, are in the process of re-launching the marketplace at Westlake MacArthur Park as part of the station re-imagining process. These past and ongoing activities have established a solid foundation from which Metro can begin a more comprehensive and systemic approach to activation stations in an effort to enhance public safety and customer experience.

As new rail station openings draw nearer, Metro will be engaging neighboring residents and businesses to introduce the community to the new rail stations' look and feel, including safety and security measures and public art installations. Those engagements will also be opportunities for partnerships to deploy transportation demand management strategies, such as enrolling companies into the various employer transit pass programs offered by Metro.

SUBJECT: STATION ACTIVATION MOTION

RECOMMENDATION

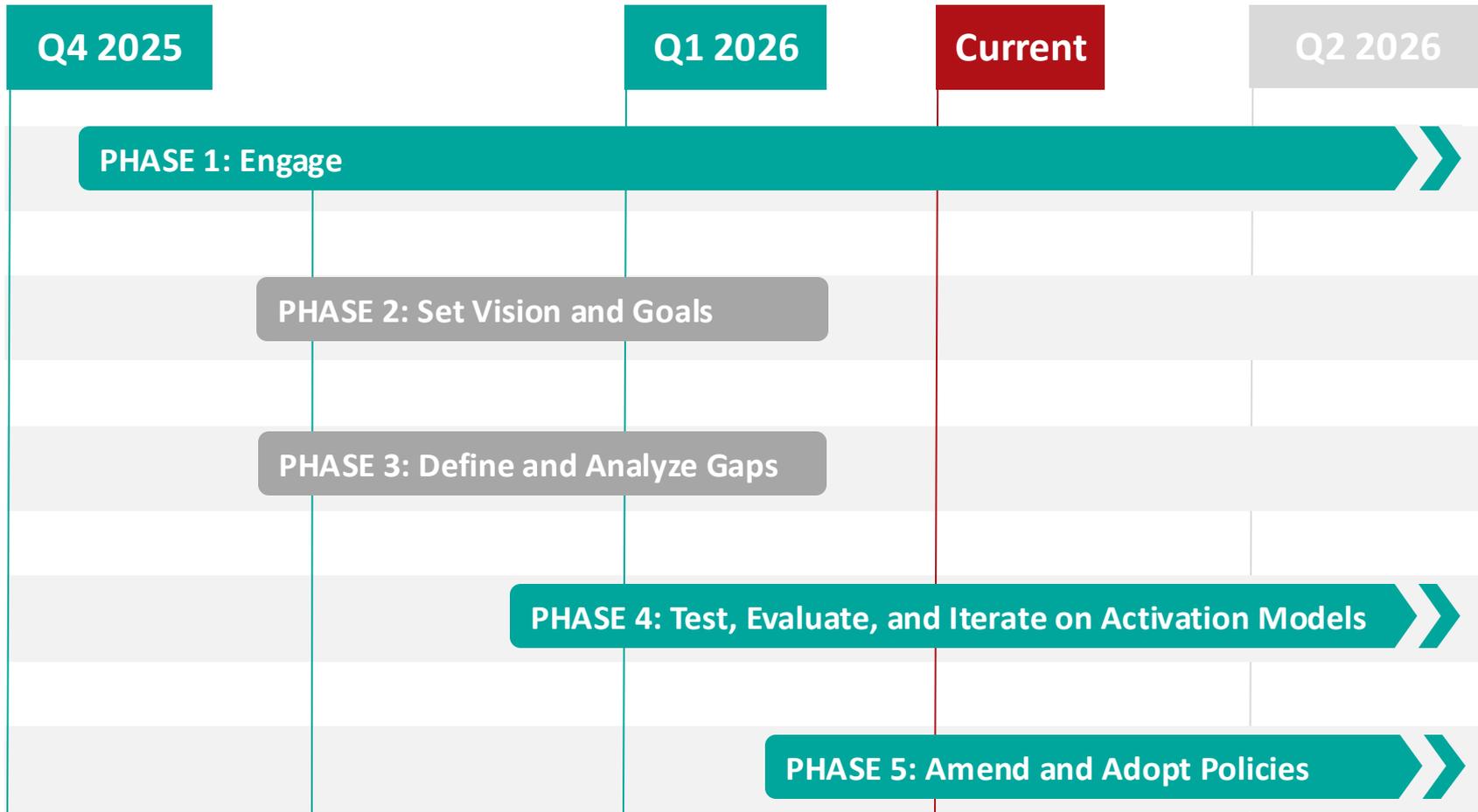
APPROVE Motion by Yaroslavsky, Bass, Dupont-Walker, Sandoval and Mitchell that the Board direct the Chief Executive Officer to:

- A. Create a pilot station activation program to help Metro reimagine and determine how to elevate the experience of our transit riders and the surrounding communities, using tools like farmers markets, cultural programming, vending, and community events and report back in 3 months on the progress. The plan should also identify a rapid deployment that can support Purple Line Extension Section 1 station openings;
- B. Open TAP Card art contest for the new stations, time permitting;
- C. Explore TAP ticket integration art entertainment venues and cultural centers near stations, such as, but not limited to, the El Rey Theater, Pomona Fairplex, LACMA, and the Petersen Museum, building off of the successful Hollywood Bowl pilot; and
- D. Report back on the progress of the actions above on a quarterly basis to the Operations, Safety, and Customer Experience Committee, including progress on the Visionary Seed Fund station activation program at Leimert Park Station, Willowbrook/Rosa Parks Station, and Westlake/MacArthur Park Station.



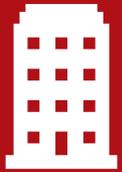
Station Activation Program

Strategic Approach



Metro[®]

Phase 1: Engagement



100+
Metro Staff

*22 divisions
represented*



400+
Local Businesses

*Including 60 coffee
vendors*



Local
Governments
and COGs

*Engagement to
cities on
partnership
agreements*



CBOs and BIDs

*Database survey
underway*



Peer Agencies

*Ongoing
knowledge
exchange*



Phase 2: Program Vision & Goals

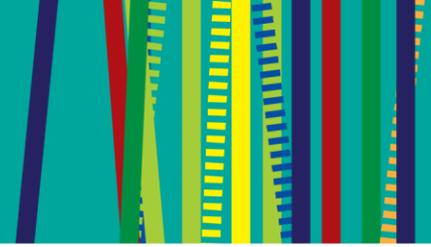
VISION: All Metro-owned stations are activated daily to enhance safety, foster a welcoming environment, and better serve surrounding communities.

GOALS

- Improve *safety* through positive presence
- Enhance the customer *experience* and increase *ridership*
- Form partnerships with *small businesses* and local *organizations*
- Identify culturally relevant efforts to transform transit spaces into *community destinations*
- Deliver activations *efficiently and equitably* while expanding sustainable *revenue opportunities*.



Phase 3: Activation Typologies



Activity Type	Level 1: Passive	Level 2: Programmed	Level 3: Multi-Layered
Commercial	Food cart, vending machine	Vendor markets	<p>Multi-layered activations often combine several types of activities.</p> <p>E.G. Markets at Metro community events and Multi-vendor food event with performance, large screening, resource fair, or festival-style atmosphere</p>
Audience-Based	Installations, buskers	Performances, movie screenings	
Interactive/ Participatory	Photo ops, interactive installation, health kiosk	Workshop, fitness class, sponsored activity or giveaway	
Informational	Brochure display, tabling	Resource fair	
Place-Based	Self-guided QR code tour	Guided tours	
Advertising	Wrapped stations	Station takeovers	

Gap Analysis

Established	Emergent	Ad hoc
<ul style="list-style-type: none">• Art Installations• Hosted Art Performances	<ul style="list-style-type: none">• Food carts• Vending Machines• Movie Screenings• Vendor Markets• Resource fairs• Multi-layered• Guided Tours	<ul style="list-style-type: none">• Buskers• Photo ops• Interactive Installations• Health Kiosks• Brochure Displays• Self-guided/QR Code Tours• Workshops• Fitness Classes• Sponsored giveaways

Agency-Wide Activations in Q4

Markets at Metro



Metro Art



Parade Activations



LAFC Fan Ride



Test Cases and Early Wins

BUNGU LA FEST



Photos: Paper Plant Co.

CONCESSIONS



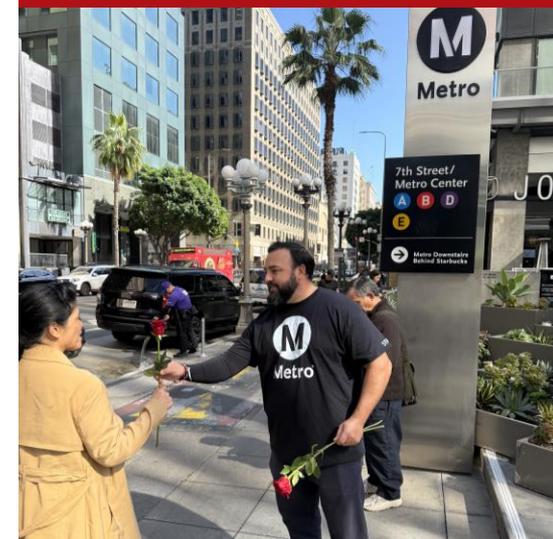
909 MARKETS



TRANSIT EQUITY DAY



FLOWERS ON FLOWER



What's Next

- Full Day Station Activations During World Cup - (15)
- Coffee Carts at D-Line Stations - (3)
- Concession Permits at up to 10 Stations by Q2 of 2026
- Farmers Market Expansions
- Updates to Policies and Practices