



Metro™

September 5, 2012

South Coast Air Quality Management District
21865 Copley Drive
Diamond Bar, CA 91765

RE: Final Report MSRC Contract MS11004

Executive Summary:

The Los Angeles County Metropolitan Transportation Authority (Metro) has provided bus service between Union Station and Dodger Stadium since 2010. In 2011, the Dodger Stadium Express was implemented in accordance with MSRC Contract MS11004, again with the objective of reducing emissions from automobile trips and overall vehicle miles traveled.

The Dodger Stadium Express bus service carried nearly 116,500 passengers between March 28, 2011 and September 22, 2011. Patron surveys conducted by Metro staff found that 80 percent of the customers used transit from their place of origin to get to Union Station and catch the Dodger Stadium Express, taking advantage of the regional transit network to get from their home or work to the games. An estimated 50 percent of transit riders to the games used Metro Rail and another 31 percent took Metrolink or Amtrak, with the remainder riding buses to Union Station.

Metro also provided the Dodger Stadium Express bus service schedule and map on the Google Transit trip planner for customers to easily access online. The web service is ADA compliant and provided in more than 30 languages. It was updated with stop locations for the blind and visually impaired.

As a result, the Dodger Stadium Express was very successful, carrying nearly 116,500 passengers and reducing more than 98,500 vehicle trips and about 1.9 million vehicle miles traveled.

Discussion:

In pursuit of a greener Los Angeles, the emission reductions achieved by the Dodger Stadium Express not only take into account the fleet of natural gas-fueled buses used for the new service but also trip origins of passengers based on survey data collected by Metro of Dodger Stadium Express patrons on August 31, 2011. (See enclosed maps.)

The service bussed sports fans from throughout Los Angeles and other counties such as Orange, Riverside, San Bernardino and Ventura. Some fans came from as far away as Santa Barbara, San Diego and even Hawaii. Riders conveniently connected to other transit providers in the region through Union Station.

The Dodger Stadium Express operated from Union Station at Patsaouras Plaza to Dodger Stadium, home to the LA Dodgers major league baseball team, located just north of Downtown Los Angeles. It is bound by the communities of Solano Canyon, Echo Park, Chinatown, and Elysian Park. The occupancy capacity of Dodger Stadium is 56,000, and the parking lot capacity is 20,000.

One of the major arterials to Dodger Stadium is Sunset Boulevard. Sunset Blvd is the main collector street that connects with Elysian Park Ave., to the Dodger Stadium main gate. Average weekday PM peak hour LOS on Sunset Blvd. is level D (V/C = 0.879). LADOT has surveyed Sunset Blvd. on game day, and the LOS is level F (V/C = 1.56), which represents a total gridlock situation.

By reducing the number of automobile trips and vehicles miles traveled in gridlock traffic congestion, the following are quantified emission benefits attributable to the Metro Dodger Stadium Express during the 2010 season based on CARB standards:

	2010
Automobile Trips Eliminated or Substantially Reduced	77,571 trips
Automobile VMT Eliminated:	1,372,427 miles
Emission Reductions Attributable to 2010 Dodger Express Service:	
Reactive Organic Gases (ROG):	0.473 ton
Oxides of Nitrogen (NO _x):	0.503 ton
Carbon Monoxide (CO):	5.531 tons
Particulate Matter (PM ₁₀):	0.303 ton
Particulate Matter (PM _{2.5}):	0.075 ton

During the 2011 season, the number of patrons using transit to arrive at Union Station increased by 27.3%. Therefore, emission benefits increased in 2011 as follows:

	2011
Automobile Trips Eliminated or Substantially Reduced	98,515 trips
Automobile VMT Eliminated:	1,917,281 miles
Emission Reductions Attributable to 2011 Dodger Express Service:	
Reactive Organic Gases (ROG):	0.602 ton
Oxides of Nitrogen (NO _x):	0.640 ton
Carbon Monoxide (CO):	7.041 tons
Particulate Matter (PM ₁₀):	0.386 ton
Particulate Matter (PM _{2.5}):	0.095 ton

Prior to each game, Dodger management provides Metro staff with an anticipated attendance level based on current ticket sales and last years attendance. The number of buses used for the service varies based on the estimated attendance number. A minimum of seven buses were used for each game but as many as 16 have been in service on sold-out games.

Beginning two hours prior to the game start, the buses operated approximately every 10 minutes until the end of the third inning. During the game, buses were stored at the drop off location. Buses returned patrons to Union Station on an as-needed basis during the game. Once the game was over, buses departed when full, and returned back to Dodger Stadium for another trip. Service remained operating up to 45 minutes after the game ended.

Metro and contract operator staff were available at each game. A transit supervisor was located at Union Station and Dodger Stadium, and via two way radio, monitor and control service levels to ensure that patrons have ample service with a short wait time. Metro staff assisted with crowd control and safety at each location.

Connectivity with other public transit service

The Dodger Stadium Express begins on the Patsaouras Transit Plaza, located behind Union Station. Metro, Foothill Transit, OCTA, Santa Clarita Transit, LADOT, Big Blue Bus, LAX Fly Away, and Torrance Transit serve the Union Station area. This area includes the Patsaouras Transit Plaza (15 lines), intersection of Cesar E. Chavez and Vignes St. (nine lines), El Monte Busway and Alameda St. (five lines) and Alameda and Main Streets (two lines). Union Station is also served by Metrolink, Amtrak, and Metro Rail Red and Gold Lines.

Advertising, marketing and outreach

In cooperation and coordination with the Dodgers organization, the advertising, marketing and outreach and promotional campaign included newspaper, radio, and television ads promoting the service, encouraging the use of public transportation between home, work and the stadium to reduce air pollution, and calling attention to air quality efforts and clean transportation supported and funded by the MSRC. Among the efforts, 30-second video spots were aired on Transit TV and DodgerVision. Electronic signage on Metro properties and at Dodger Stadium promoted the service, along with Metro and Dodger websites. Promotional materials were available in multiple languages, including printed brochures, take-ones, seat drops onboard buses. The information highlighted free fares to passengers and a wide range of connections to the Dodger Stadium Express, including Metro and municipal bus services, Metro Rail, Metrolink and Amtrak.

Program Continuation Plan

As Dodger games draw both a large in-person audience and extensive attention throughout the County, it may be possible to solicit corporate sponsors to fund operation of the Dodger Stadium Express in the future. Metro therefore will approach the Dodgers sponsorship sales team as well as other professional advertising sales organizations such as the Dodgers Radio Network and CBS Outdoor to explore their interest in working cooperatively to attract future sponsors for the service. Such an effort would entail developing appropriate sales materials, identifying and approaching potential sponsors, tailoring the sponsorship package for each prospect as necessary, and working to close deals with sponsors to underwrite the season's service in part or in total.

The debut of the Dodger Stadium Express for the first time during the FY2009-10 baseball season helped to establish a baseline of success that may generate future ridership, corporate sponsorship and other strategic partnerships. Outreach to the local community and baseball fans through various marketing,

media, and publicity campaigns helped to widely promote the bus service and established a greater awareness of transit services to sports fans throughout the region.



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Prepared by Service Planning & Scheduling Department (September 2011)

