

Los Angeles County Metropolitan Transportation Authority

Final Report: MSRC Contract MS14001

Dodger Stadium Express 2013-2014 Seasons

Prepared for the Mobile Source Air Pollution Review Committee
(MSRC) under the AB 2766 Discretionary Fund Work Program

April 16, 2018



Metro

Los Angeles County
Metropolitan Transportation Authority

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Acknowledgments

The Los Angeles County Metropolitan Transportation Authority (Metro), in cooperation with the Los Angeles Department of Transportation (LADOT), the Southern California Regional Rail Authority (Metrolink), and the Los Angeles Dodgers, has provided bus service between Union Station and Dodger Stadium since 2010. Beginning in 2012, the Dodger Stadium Express (DSE) has been implemented with funding assistance from the Mobile Source Air Pollution Reduction Review Committee (MSRC) Major Event Center Transportation Program, with the objective of reducing emissions from automobile trips and overall vehicle miles traveled.

In 2013, the City of Los Angeles, implemented a bus only lane along Sunset Blvd. to the stadium to further alleviate traffic congestion throughout the downtown corridor. This allowed for Metro and LADOT to partner and utilize the bus lane during games days to expedite buses into and out of Dodger Stadium. Subsequently Metro, obtained assistance through the existing Metro law enforcement contract with the Los Angeles Sheriff's Department to provide dedicated personnel to patrol the bus lane and enforce the vehicle code prohibiting vehicles from traveling in the bus lane during the designated hours. This provided DSE with a method to expedite travel for an efficient movement of buses as well as safety and security.

Key Personnel

Robert Holland – Metro – Executive Director, Transportation
Cathy Rosas, Metro - Project Manager
Renata Simrl, LA Dodgers Senior Vice President, External Community Affairs
Aram Sahakian, LADOT – Director of Transportation

Organizations

Los Angeles County Metropolitan Transportation Authority
Los Angeles Department of Transportation
Southern California Regional Rail Authority
Los Angeles Dodgers
Los Angeles Sheriff Department

This report was submitted in fulfillment of Contract MS14001 and Dodger Stadium Express by the Los Angeles County Metropolitan Authority under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of October 4, 2014.

The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Review Committee (MSRC) or the South Coast Air Quality Management District (9SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

Project Description & Work Performed

Dodger Stadium, home to the Los Angeles Dodgers Major League Baseball (MLB) team, is a sporting event venue located just north of Downtown Los Angeles. It is bordered by the communities of Solano Canyon, Echo Park, Chinatown, and Elysian Park. The maximum occupancy of Dodger Stadium is 56,000. The parking lot capacity is 20,000.

During each MLB season the stadium hosts near capacity crowds, with Dodger Stadium holding multiple records for the highest attendance in a season for approximately 82 scheduled home games and up to 10 post-season playoff games which are supported by the Dodger Stadium Express (DSE) service.

DSE service is used to mitigate the total gridlock situation encountered by attendees travelling to the stadium via Sunset Blvd. Sunset Blvd. is the main collector street that connects Vin Scully Ave. to the Dodger Stadium main gate. Average weekday PM peak hour LOS on Sunset Blvd. is level D ($V/C = 0.879$). The Los Angeles Department of Transportation (LADOT) has surveyed Sunset Blvd. on a game day, and the LOS is level F ($V/C = 1.56$).

For this contract period, the 2013 season opened on March 29, 2013 and the 2014 season opened on March 27, 2014. A total of 162 home games were serviced, plus an additional seven (7) post season games during this contract period. For both seasons, Dodgers were successful in attaining playoff status and entering the post season. Unfortunately, each season concluded without advancing to World Series status.

DSE service was also provided for two additional events that occurred during this contract period. The first was a hockey game held at Dodger stadium on January 25, 2014 and the second a concert on August 10, 2014 featuring Sir Paul McCartney. Both special events attracted significant crowds.

The DSE route begins at Union Station at the Patsaouras Transit Plaza. Buses depart from a loading area which is signed specifically for the service. Signage is also posted throughout Union Station including; the main lobby at the Alameda St., the entrance to the Metro Gold Line interface at Tracks 1 & 2, along the Metro Red Line platform, at the various parking levels, and on way finding kiosks.

After departing Patsaouras Transit Plaza, the route proceeds west on Vignes Street to Cesar Chavez, then west on Cesar Chavez stopping to pick up patrons at Cesar

Chavez Ave/ Broadway St., proceeding west on Sunset Blvd, the route turns north on Vin Scully Ave. For faster entry into the stadium, the bus route utilizes the guard shack lane for express lane entry.

In order to ease the flow of traffic, LADOT engineers install cones demarking the bus lane and separating travel from the regular flow of traffic. Only buses are permitted to travel in the westbound direction between four (4) pm and seven (7) pm. The parking enforcement personnel post signage extending parking restrictions to eight (8) pm. LADOT also uses traffic enforcement officers for ticketing and towing vehicles that violate the posted parking restrictions. Once the inbound movement has completed, the coning is removed at eight (8) pm. Typically, afternoon and evening games only require parking restrictions on the westbound side. On game days that have an early start time; LADOT makes adjustments on parking restriction times that affect both the westbound and eastbound directions. The program includes law enforcement personnel assisting in “clearing” the lanes throughout the inbound process.

Once inside Dodger Stadium, the route bears to the left utilizing a one-way inner ring roadway and proceeds to a specific alighting and boarding area at Lot G. The bus then continues on the one-way inner ring roadway to Lot P, at the upper deck level. This was a second stop implemented in 2014 to provide quick and easy access for upper deck/reserve deck fans to alight and board. Bus staging is also provided during the game, and allows for quick re-boarding for trips departing to Union Station. The return route during the game follows the same alignment as the trips to Dodger Stadium. The service from both lots travels out of Gate A (main gate on Vin Scully Drive) and travels along Cesar Chavez (stopping at Main St.) to Union Station.

Dodger fans holding pre-purchased tickets may ride to the stadium at no charge. Fans without game tickets may pay the regular Metro fare, or use other Metro prepaid media (day pass, weekly pass, monthly pass) to travel to the stadium.

Prior to each homestand, Dodger management provides Metro staff with an anticipated attendance level based on current ticket sales and projections based on a variety of factors. The number of buses used for the service varies based on an estimated attendance number. A minimum of seven (7) buses will be deployed for each game.

Beginning 90-120 minutes prior to the game start, buses operate on a “load-and-go” basis or every 10 minutes until the end of the second inning. Throughout the game, buses may travel between the stadium and stop approximately every 30 minutes from the third inning through the end of the seventh inning, at which time the frequency increases to 15-20 minutes. Buses are staged at the stadium to facilitate post game movement. Once the game is over, service is provided on a “load-and-go” basis. Buses travel to Union Station and return back to Dodger Stadium for additional trips. The service continues operating up to 45 minutes after the game has ended. Oftentimes, Dodgers will host special events at the Stadium (i.e. movie night, children running the bases, fireworks, etc.), service will continue to operate up to 20 minutes post special event or 45 minutes after the game has ended, whichever is greater.

Metrolink offers special train service on the Orange County line from Oceanside to Union Station when the Dodgers play against cross-town opponents, the Los Angeles Angels of Anaheim at Dodger Stadium. Metrolink trains depart from Union Station to Oceanside one hour after the last pitch.

Problems Encountered

Since 2010, the Dodger organization and Metro have worked diligently to provide alternative public transit that has been focused on providing choices to the public to travel to Dodger Stadium for Major League baseball games and special events. We've incorporated walking and bicycle paths through major traffic points as options to driving in congested peak traffic times. Both organizations are committed to work cooperatively to develop sustainable operating plans for future events at Dodger Stadium.

DSE was designed to be located at Patsaouras Plaza however; the location at the Plaza has presented several difficulties. Line queuing was extremely difficult and as ridership increased, space became a significant issue. Metro also experienced several complaints from daily commuters on the crowding and inability to get through to continue their route of travel into Union Station. In the 2015 season, Metro will explore ways to relocate the service to the West Portal of Union Station.

The dedicated lane initially was implemented without law enforcement personnel to monitor compliance. It was discovered that without law enforcement present, vehicles continued to enter the bus only lane and impact travel for the service. Under these two seasons, their presence has greatly improved travel times.

Emissions Benefits

New Flyer 40-foot low-floor buses were used for the event service. Each bus seats 38 passengers and accommodates an additional 17 standees (145% capacity). In addition, these buses are ADA compliant and can accommodate two (2) wheelchairs. The New Flyer bus is powered by a Compressed Natural Gas (CNG) Cummins ISL-G 320 8.9L engine.

Sunset Blvd. is the main collector street that connects Vin Scully Ave. to the Dodger Stadium main gate. Average weekday PM peak hour LOS on Sunset Blvd. is level D ($V/C = 0.879$). The Los Angeles Department of Transportation (LADOT) has surveyed Sunset Blvd. on a game day, and the LOS is level F ($V/C = 1.56$).

Further reducing emission is the fact that the start point for the service is Union Station. Thirty-one (31) bus lines and five (5) rail lines serve Union Station including: Metro, Foothill Transit, OCTA, Santa Clarita Transit, LADOT, Big Blue Bus, LAX Fly Away, and Torrance Transit. This area includes the Patsaouras Transit Plaza (15 lines), intersection of Cesar E. Chavez and Vignes St. (9 lines), El Monte Busway and

Alameda St. (5 lines) and Alameda and Main Streets (2 lines). Union Station also is served by Metrolink, Amtrak, and Metro Rail Red, Purple and Gold Lines.

During the 2013 and 2014 baseball seasons, the DSE bus service carried 397,000 passengers. In addition, this service effectively reduced approximately 70,000 car trips and 3.88 million miles traveled. The majority of passengers that rode the DSE used public transportation to connect to this service at Union Station. Some fans came from as far away as Santa Barbara, San Diego, San Francisco, and the Central California region, including Modesto, Stockton, San Luis Obispo and Sacramento.

Metro staff has found that baseball fans are using transit more than ever to access the games. In 2010, 122,273 passengers rode the DSE to Dodger Stadium. By 2014, the passenger count increased to 210,677. This is a 72.3% increase over five-year timeframe.

Estimated Emissions Reduction from 2013 and 2014 Dodger Stadium Express

Pollutant	2013 Tons Reduced	2014 Tons Reduced
ROG	0.19	0.22
NOx	0.18	0.21
CO	0.51	0.6
PM2.5	0.15	0.18

Photographs & Outreach

The DSE marketing campaign was coordinated between Metro and the Dodgers marketing staff. The objective of the campaign was to attract ridership, encourage the use of public transportation, and reduce air pollution by calling attention to air quality efforts and clean transportation funding.

The marketing campaigns focused on several key messages:

- Using the DSE to improve air quality and enjoy the trip rather than being a driver fighting traffic
- Union Station offers a wide range of connections to the DSE including Metro and municipal bus services, Metro Rail, Metrolink, and Amtrak
- Service is available for all pre-season and regular season Dodger home games
- Free fare Service is made possible by the MSRC

Several tactics were used to reach existing and non-existing riders through onboard materials, press events, advertising also with in-stadium advertising and social media.

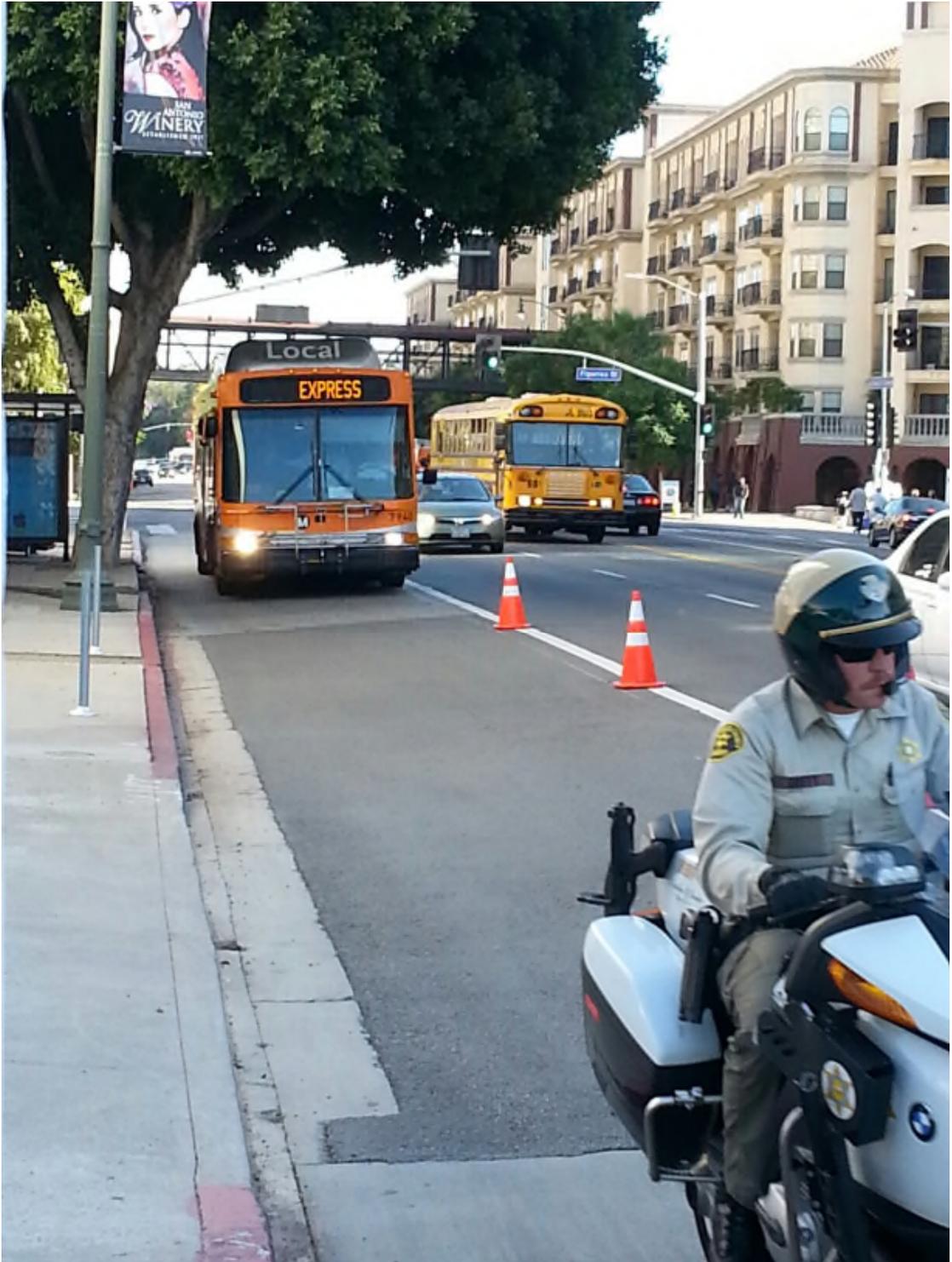
- Take-One – Distributed to riders onboard all buses with full details on stops and schedule (English & Spanish)
- Bus Car Card – Posted on all Metro buses promoting service (English & Spanish); supply to LADOT for possible posting on their buses as well as printed and supplied to Torrance Transit, Norwalk Transit, and GTrans (Gardena) for posting on their buses.
- Rail Poster – Posted on all Metro Rail cars promoting service
- Metro Insider – Item on service in monthly on-board publication (English & Spanish) 2-3 times during the season; also to include clean air factoids
- Metro Briefs Print Ads – Item in ongoing community newspaper ads promoting service (multiple languages) 2-3 times during the season
- Metro Briefs Radio Spots – Traffic radio spots promoting service 2 times during the season
- Telephone Messages on Hold – Announcement promoting service (English & Spanish) throughout the season
- Website and Banner Ad – Promotional banner on metro.net and go511.com homepage linking to complete service information; include link to Dodger site
- Social Media – Postings on Facebook, The Source, Twitter, and Instagram throughout the season
- Union Station banners – Wayfinding banners directing riders to service inside Red/Purple Line station and Gold Line station, floor decals and additional signage throughout Union Station
- Chinatown Station Backlit Ad – Ad in map case showing walking route from station to Dodger Stadium
- Introductory press event at start of season
- Five South Bay Backlit Ads- posted at Rosecrans Station, Slauson Station, Manchester Station, Harbor Gateway Transit Center and Harbor Gateway Freeway Station
- Ad posted to East Portal Info Tower at Union Station
- Ad posted to 3rd floor kiosk and screens at Metro HQ
- Transit Passenger Information System (TPIS) Advertisements – throughout the entire season
- DSE equipment for queue lines during season
- One (1) (15 second live or 30-second pre-recorded) spot surrounding the games on KLAC (English) and KTNQ (Spanish) radio broadcasts of Dodger games throughout the pre- and regular game season. This could include spots in-game and as well as within surrounding pre-post programming.
- DSE promotional copy to run on ticker during Sports Network Los Angeles (SNLA) broadcasts
- Ad in “Dodgers Insider” 13 issues/12,000 issues per homestand from April-September
- 1 dedicated ad in the newspaper (LA Newspaper Group) about the service in April
- Small callouts about the service in select ads promoting homestands during the season in the Los Angeles Times and LA Newspaper Group

- DodgerVision at least once per game: pre-in-or postgame
- Detailed information of the service on the transportation page of Dodgers.com
- Placement on Dodgers.com homepage, with a click through to transit information
- Mention in e-blasts to ticket holders 2-3 times per season.
- Mention in Homestand reminder e-mails sent to individual ticket purchases holders several days prior to each game
- Supergraphics on the bus vehicles to help identify service
- Press conference at location to be named promoting the service; the MSRC and Metro will participate in the press event and other introductory activities
- MSRC Night at Dodger Stadium on a date to be determined that includes an MSRC board member throwing out the first pitch as scheduling permits.
- Promote DSE on will call envelopes
- Inclusion of DSE schedule and Metro connections on group sales mailing
- Inclusion of DSE schedule and Metro connections at Dodger Stadium Guest Services locations and Ticket Windows
- DSE line queuing barriers at two stops within the Stadium

Photos and News Clips

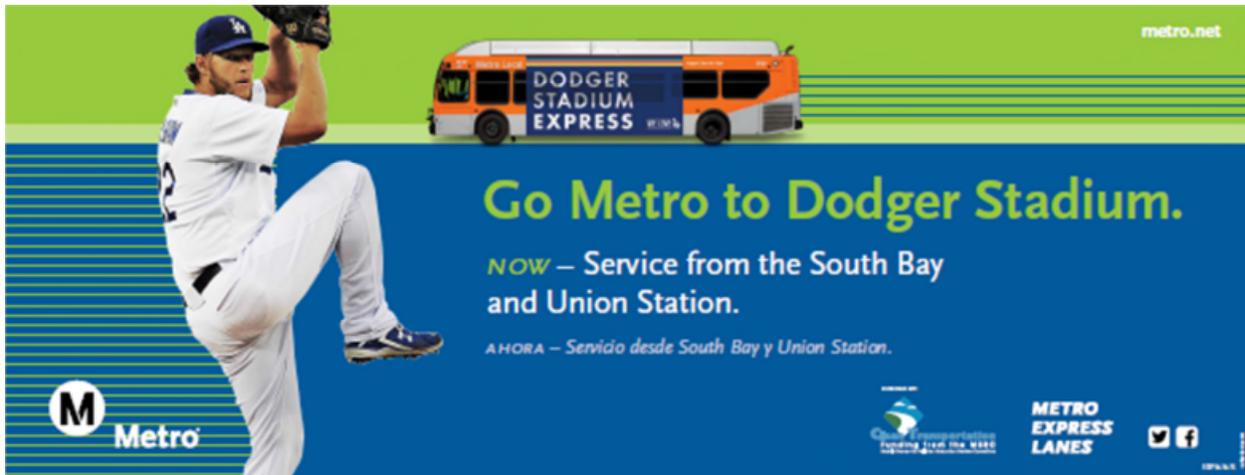












Dodger Stadium Express gears up for the 2014 season

BY [ANNA CHEN](#) , [MARCH 24, 2014](#)

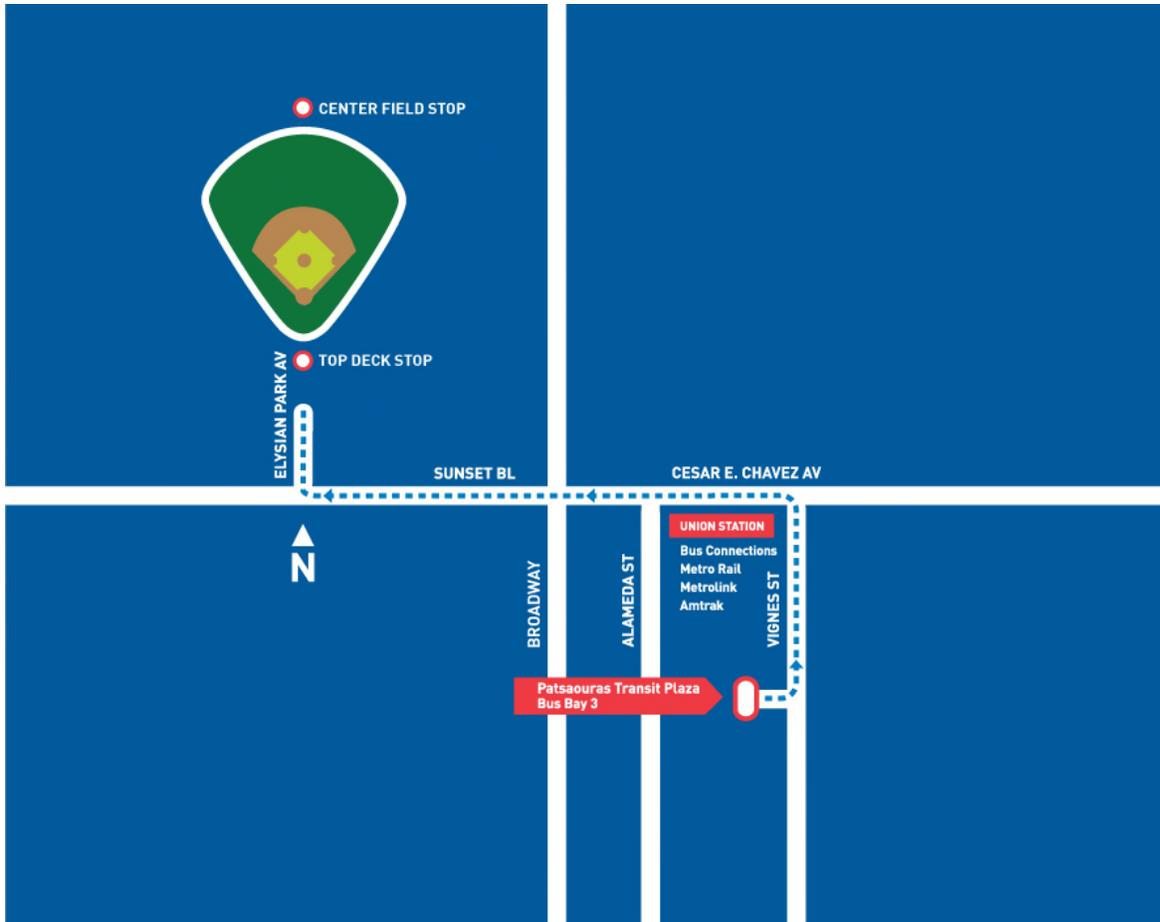


The days are getting longer and the weather is getting warmer, which means it's almost time for baseball season! The [Dodgers](#) have returned from Australia for a pre-season game versus the Angels on Thursday, March 27, and the Dodger Stadium Express will be ready to go for game time.

The Dodger Stadium Express runs between Los Angeles Union Station and Dodger Stadium and is free to those holding game tickets. The details for [Dodger Stadium Express](#) service:

- Board the Dodger Stadium Express at Bus Bay 3 of the Patsaouras Transit Plaza at Union Station.
- Service leaves Union Station every 5-10 minutes, starting 90 minutes before game time through the 3rd inning for all home games. We recommend arriving early; crowds are heaviest near game time.

- Your Dodger ticket is good on game day for the Dodger Stadium Express fare; otherwise, regular Metro fares apply.
- **NEW for 2014:** You can exit inside Dodger Stadium at one of two stops – behind Center Field and at the Top Deck. Service will pick up at the same stops after the game.
- Return service runs until 45 minutes after the final out.
- A second dedicated bus lane will be in place along Sunset Blvd. to allow for quicker departure of buses.



Metrolink is also getting into the swing of things with [special train service](#) on the Orange County Line from Oceanside to Union Station for the March 27 and 28 games as the Dodgers play against cross-town opponents, the Los Angeles Angels of Anaheim. The cost to ride the train is \$7 round trip.

Keep reading after the jump for the official press release from Metro:

For the fifth year in a row, Metro will offer Dodger Stadium Express bus service from Union Station in downtown Los Angeles to Dodger Stadium beginning on Thursday, March 27 & 28 for the Dodgers/Angels exhibition games and throughout the 2014 regular season under a two year grant

approved last year by the Mobile Source Air Pollution Reduction Review Committee (MSRC). The Dodgers' 2014 season kicks off on Opening Day against the San Francisco Giants on Friday, April 4.

"We are ecstatic to be once again offering this service to the people of Los Angeles County and beyond," said Metro Board Chair and Lakewood City Council member Diane DuBois. "In past years, fans from all over have taken advantage of this great service by leaving their cars and SUV's at home and choosing Metro as their Dodger game day transit provider."

A two-year grant of over \$1.1 million (\$1,169,000) was awarded to Metro by the MSRC last year to fund the operation of the Dodger Stadium Express service for both the 2013 and 2014 Dodgers baseball seasons. The funding is made in support of clean fuel transit service to link Union Station to Dodger Stadium. The MSRC awards funding within the South Coast Air Basin from a portion of the vehicle registration fee set aside for mobile source projects that result in emission reductions.

Last year the Dodger Stadium Express bus service transported over 186,000 fans. During the 2012 season, the Dodger Stadium Express service transported nearly 136,000 Dodger fans. A 2013 Metro riders' survey showed that more than 75 percent of customers used public transportation from their place of origin to Union Station to connect with the Dodger Stadium Express, taking advantage of the regional rail and bus network to get from their home or work to the games. An estimated 96 percent of transit riders to the games used Metro Rail or Metro buses, with the remaining transit riders taking Metrolink to Union Station. The survey also revealed that 46 percent of the Dodger Stadium Express passengers are repeat customers.

Funding under the MSRC grant will be used to offset the cost of fares on the Dodger Stadium Express bus service for passengers possessing a Dodger ticket. Service will be provided starting 90 minutes prior to the beginning of the games and will end 45 minutes after the end of the game.

"Improving air quality and reducing congestion, our Express bus service provides fans from across the county with a convenient, safe and low-cost way to attend a Dodger game without having to fight traffic or spend money on gas," said Metro Board member and LA County Supervisor Michael D. Antonovich, a South Coast Air Quality Management District representative on the MSRC. "It's a big win for Dodger fans and a homerun for our region."

The Dodger Stadium Express will begin at Union Station picking up Dodger fans at the Patsaouras Bus Plaza adjacent to the east portal of Union Station and continue to Dodger Stadium via Sunset Blvd. and Cesar Chavez Avenue.

Last year, the Dodger Stadium Express bus service included a dedicated bus lane on Sunset Boulevard to Dodger Stadium where traffic congestion is expected to be heaviest along the route. Thanks in part to funding from the grant, Metro is partnering with the Los Angeles Department of Transportation (LADOT) for traffic mitigation support that will help expedite trips to and from the games. This year a second dedicated bus lane along Sunset Blvd. leaving Dodger Stadium will be put into place to allow a quicker departure of buses.

New to the service this year is the installation of radios on board the dedicated fleet of Metro buses (12) so that Dodger fans using the service can enjoy listening to Dodger baseball when traveling to and from the stadium. Service will be provided every 10 minutes prior to the start of the game and run approximately every 30 minutes throughout the game. Also new this year will be two drop-off points within Dodger Stadium. One behind left/center field and a new stop on the upper parking deck near Lot P. This will enable Dodger fans two different drop-off and pick-up points within Dodger Stadium for faster service. Metro will deploy state-of-the-art 40-foot clean burning compressed natural gas (CNG) buses. Dodger game day tickets will be honored as fare payment to ride the bus service. Those without a ticket will pay regular one way fare of \$1.50.

The Los Angeles Dodgers are working closely with Metro to ensure a high level of awareness for this service to Dodger Stadium and plan to continue to promote the service to fans during each game. The Dodger Stadium Express bus service will be provided by Veolia Transportation under contract to Metro.

"We're thrilled to join Metro in offering the Dodger Stadium Express for yet another exciting season of Dodger baseball," said Dodger Senior Vice President of External Affairs Renata Simril. "It is a highly anticipated year with the largest season seat base in decades making this offering more important than ever."

Patrons are encouraged to use the many transportation alternatives that serve Union Station that will connect them to the Dodger Stadium Express. Metro operates the Metro Gold Line from East Los Angeles to Pasadena, the Metro Red/Purple subway lines from Wilshire/Western and North Hollywood to downtown and the Metro Green Line between Norwalk and El Segundo intersects with the Metro Blue Line operating between Long Beach and downtown Los Angeles as well as the newly opened Expo Line from Culver City on the Westside to downtown Los Angeles.

In addition, Metrolink this year will operate special game day service to the Rail Series. As the Dodgers face the Los Angeles Angels of Anaheim on

March 27 & 28 and August 4 & 5, fans will be able to take Metrolink Train 609 or 689 on the Orange County Line. The Rail Series special train will depart L.A. Union Station one hour after the end of the game.

Fans can also take regular service on Metrolink's San Bernardino Line throughout the season to the Dodger Stadium Express bus service. Trains leave Los Angeles Union Station as late as 11 p.m. weekdays, 11:30 p.m. on Saturdays and 9 p.m. on Sundays. For exact schedules and departure times, visit www.metrolinktrains.com.

"Metrolink is excited to partner with the folks from Metro and the Mobile Source Air Pollution Reduction Review Committee to provide the special trains for fans to attend Dodger games," said Metrolink Board Chair and Highland Mayor Pro Tem Larry McCallon. "In addition to the special trains from Orange County, I know people from the Inland Empire have historically taken Metrolink to Union Station and jumped on the Dodger Stadium Express shuttle to enjoy a game. I certainly plan on trying to make that trip this season to cheer on the Dodgers."

"The MSRC is pleased to provide a fifth year of Clean Transportation Funding for the Dodger Stadium Express because it helps further our mission to improve air quality for all Southern Californians," said Greg Pettis, Chair of the Mobile Source Air Pollution Reduction Review Committee (MSRC). "Taking Dodger fans out of their cars and getting them onto public transportation reduced congestion around the stadium for everyone, which helps to reduce air pollution from idling traffic. Plus, riding on CNG buses in dedicated bus lanes makes it a faster and cleaner ride to the game."

During its 23-year history, MSRC has removed 20 million pounds of harmful pollutants from the air by funding projects designed to reduce air pollution from mobile sources such as cars, trucks and buses. MSRC has distributed more than \$290 million to local governments, transit agencies and private businesses throughout the south coast basin.

Metro operates many bus and rail lines that serve Union Station along with Metrolink and Amtrak where patrons can easily transfer to the Dodger Stadium Express. For specific route and schedule information visit www.metro.net or call 323.GO.METRO (323.466.3876)

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Metrolink News

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Metrolink's Rail Series, Metro's Dodger Stadium Express Bus Service set to run during 2014 Dodger Games

Monday March 24, 2014

LOS ANGELES Metrolink is partnering with Metro to provide special train service to the Los Angeles Dodgers versus Los Angeles Angels of Anaheim interleague play on March 27 & 28 and August 4 & 5 at Dodger Stadium. This is the second year the special Rail Series train service will be offered through a special grant from the Mobile Source Air Pollution Reduction Review Committee (MSRC).

Special \$7 round-trip tickets can be purchased the day of game at the ticket machines along the Orange County Line. Fans attending one of the Rail Series games will board Metrolink Orange County Line train 609 or 689 to Los Angeles Union Station. From Union Station, fans will board the Dodger Stadium Express shuttle to Dodger Stadium at no additional cost. Following the game, fans will ride the Dodger Stadium Express back to Union Station to board the special Metrolink train making all station stops, except Commerce, back to Oceanside. The Rail Series special train will depart L.A. Union Station one hour after the end of the game.

Fans can also take regular service on Metrolink's San Bernardino Line throughout the season to the Dodger Stadium Express bus service. Trains leave Los Angeles Union Station as late as 11 p.m. weekdays, 11:30 p.m. on Saturdays and 9 p.m. on Sundays. For exact schedules and departure times, visit www.metrolinktrains.com.

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This is the fifth year in a row Metro is offering the Dodger Stadium Express bus service from Union Station to Dodger Stadium. The Dodgers™ 2014 season kicks off on Opening Day against the San Francisco Giants on Friday, April 4.

We are ecstatic to be once again offering this service to the people of Los Angeles County and beyond said Metro Board Chair and Lakewood City Council member Diane DuBois. In past years, fans from all over have taken advantage of this great service by leaving their cars and SUVs at home and choosing Metro as their Dodger game day transit provider.

A two-year grant of more than \$1.1 million (\$1,169,000) was awarded to Metro by the MSRC last year to fund the operation of the Dodger Stadium Express service for both the 2013 and 2014 Dodgers baseball seasons. The funding is made in support of clean fuel transit service to link Union Station to Dodger Stadium. The MSRC awards funding within the South Coast Air Basin from a portion of the vehicle registration fee set aside for mobile source projects that result in emission reductions.

Last year, the Dodger Stadium Express bus service transported more than 186,000 fans. During the 2012 season the Dodger Stadium Express service transported nearly 136,000 Dodger fans. A 2013 Metro rider's survey showed that more than 75 percent of customers used public transportation from their place of origin to Union Station to connect with the Dodger Stadium Express, taking advantage of the regional rail and bus network to get from their home or place of employment to the games. An estimated 96 percent of transit riders to the games used Metro Rail or Metro buses, with the remaining transit riders taking Metrolink to Union Station. The survey also revealed that 46 percent of the Dodger Stadium Express passengers are repeat customers.

Funding under the MSRC grant will be used to offset the cost of fares on the Dodger Stadium Express bus service for passengers possessing a Dodger ticket. Service will be provided starting 90 minutes prior to the beginning of the games and will end 45 minutes after the end of the game.

Improving air quality and reducing congestion, our Express bus service provides fans from across the county with a convenient, safe and low-cost way to attend a Dodger game without having to fight traffic or spend money on gas said Metro Board member and LA County Supervisor Michael D. Antonovich, a South Coast Air Quality Management District representative on the MSRC. a big win for Dodger fans and a homerun for our region.

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with the Los Angeles Department of Transportation (LADOT) for traffic mitigation support that will help expedite trips to and from the games. This year a second dedicated bus lane along Sunset Blvd. leaving Dodger Stadium will be put into place to allow a quicker departure of buses.

New to the service this year is the installation of radios on board the dedicated fleet of Metro buses (12) so that Dodger fans using the service can enjoy listening to Dodger baseball when traveling to and from the stadium. Service will be provided every 10 minutes prior to the start of the game and run approximately every 30 minutes throughout the game. Also new this year will be two drop-off points within Dodger Stadium. One behind left/center field and a new stop on the upper parking deck near Lot P. This will enable Dodger fans two different drop-off and pick-up points within Dodger Stadium for faster service. Metro will deploy state-of-the-art 40-foot clean burning compressed natural gas (CNG) buses. Dodger game day tickets will be honored as fare payment to ride the bus service. Those without a ticket will pay regular one way fare of \$1.50.

During its 23-year history, MSRC has removed 20 million pounds of harmful pollutants from the air by funding projects designed to reduce air pollution from mobile sources such as cars, trucks and buses. MSRC has distributed more than \$290 million to local governments, transit agencies and private businesses throughout the south coast basin.

For additional details on the service and train schedules, please visit www.metrolinktrains.com.

ABOUT METROLINK (www.metrolinktrains.com)

Metrolink is Southern California's regional commuter rail service in its 21st year of operation. The Southern California Regional Rail Authority (SCRRA), a joint powers authority made up of an 11-member board representing the transportation commissions of Los Angeles, Orange, Riverside, San Bernardino and Ventura counties, governs the service. Metrolink operates over seven routes through a six-county, 512 route-mile network. Metrolink is the third largest commuter rail agency in the United States based on directional route miles and the eighth largest based on annual ridership.

###



Metro's Union Station to Dodger Stadium bus service set to roll again

KABC

The Dodger Stadium Express bus service will once again shuttle fans from Union Station to the stadium this season.

March 24, 2014 12:00:00 AM PDT

LOS ANGELES --

For the fifth consecutive year, Metro will offer baseball fans express bus service from Union Station in downtown Los Angeles to Dodger Stadium.

Service will begin on Thursday, March 27 and 28 as the Dodgers host the Angels for the first two exhibition games of the "Freeway Series" and continue throughout the season under a two-year grant approved last year by the Mobile Source Air Pollution Reduction Review Committee (MSRC).

The Dodgers 2014 home opener will be against the San Francisco Giants on Friday, April 4.

Dodger Stadium Express uses a dedicated bus lane on Sunset Boulevard to Dodger Stadium where traffic is expected to be heaviest.

Service will be provided starting 90 minutes prior to the beginning of the games and will end 45 minutes after the end of the games.

"We are ecstatic to be once again offering this service to the people of Los Angeles County and beyond," said Metro Board Chair and Lakewood City Council member Diane DuBois. "In past years, fans from all over have taken advantage of this great service by leaving their cars and SUV's at home and choosing Metro as their Dodger game-day transit provider."

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E-alerts

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Dodgers Add New Runs To Dodger Stadium Express

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As the opening of the 2013 Los Angeles Dodgers baseball season approaches, fans will have more ways to get to the game.

County Supervisor Michael Antonovich joined Dodger and Metrolink officials in a news conference this morning to announce the start of the Dodger Stadium Express bus service on Friday for the Dodgers/Angels exhibition game.

Dodger Stadium Express is a complimentary shuttle service from Union Station in downtown Los Angeles to Dodger Stadium that runs on select game days.

This year, for the first time, the Dodger Stadium Express bus service will include a dedicated bus lane on Sunset Boulevard from Union Station to Elysian Park Avenue. Dodger game day tickets will be honored as payment to ride the bus service. The shuttle will operate 90 minutes before the game and 45 minutes after the game starting Friday.

Regular season service for the Stadium Express will begin Monday, April 1, for the Dodgers' home opener against the San Francisco Giants.

KHTS AM 1220 will again be broadcasting Dodger games this season.

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Summary and Conclusions

In pursuit of a greener Los Angeles the Dodger Stadium Express bussed sports fans from throughout Los Angeles and other counties, some from as far away as Santa Barbara, San Diego, San Francisco, and the Central California region from Union Station to Dodger Stadium for Dodgers home games, play-off games, and special events.

Dodger fans often utilize Sunset Boulevard which experiences total gridlock situations which were eased by the implementation of DSE and the supporting bus only lanes monitored by LADOT and LAPD.

The number of buses used for the service varies based on the estimated attendance number with a minimum of eight (8) buses used for each game beginning 90 minutes 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 to monitor and control service levels via two way radio to ensure that patrons have ample service with a short wait time. Metro staff assisted with crowd control and safety at each location.

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 has continued to 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.

Since emission tracking began in 2012, through the 2014 season, reductions have been seen in all pollutant categories for which data is available for a total reduction of 9.51 tons of pollutants.

Pollutant	Tons Reduced
ROG	0.93
NOx	0.95
CO	7.22
PM2.5	0.41
Total	9.51

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.