

Los Angeles County Metropolitan Transportation Authority

Final Report: MSRC Contract MS16001

Dodger Stadium Express 2015- 2016 Seasons

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

June 20, 2018



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 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.

Through these partnerships and more Dodger Stadium Express (DSE) reached the milestone of carrying its one-millionth rider during the 2016 season.

Key Personnel

Robert Holland – Metro – Senior Executive Director, Transportation

Cathy Rosas, Metro - Project Manager

Naomi Rodriguez, 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 MS16001 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 20, 2016.

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 the 164 regular season home games and 7 post season games. Both seasons saw especially large crowds to as the Dodgers clenched their third and fourth consecutive National League West Division Championship titles.

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

The 2015 season opened April 4th and the 2016 season opened March 31st. A total of 82 regular season games were played with 3 post season home games. A total of 220,034 fans were transported during the 2015 season. The 2016 season opened on March 31, 2016 with a total of 82 home games and 5 post season home games. Dodgers were successful in attaining playoff status both seasons. In addition to the games, DSE service was provided for one special event, a concert with AC/DC performing on September 28, 2015, with a total of 3792 passengers transported.

With the growing popularity of the service, Metro evaluated relocating the loading zone to the West side of Union Station to provide increased space, reduce the impact to commuters, and access to various vendors through Union Station. A noise test was conducted to determine if the noise levels of the buses would create a negative impact to the residents of the Mozaic Apartments located near the station. The test concluded that the buses operated quieter than the surrounding ambient noise of Los Angeles and the noise of the bells from the Metro Gold Line.

The Union Station property management team agreed to allow DSE to relocate to the West side. Our stop was located on the south side near the Metropolitan Water District building adjacent to the Fred Harvey Room. The Union Station plan had a project that would be converting the Fred Harvey Room to a restaurant and it was anticipated that many of the fans would patronize the restaurant. The construction for the restaurant was delayed until late 2018, at which time it was necessary to relocate the stop to the north side of the station near the Mozaic apartments due to a fire of the structure above the stop.

Fans board on the north side of Union Station, near Mozaic apartments, and the route proceeds out the station onto Cesar Chavez Ave. Buses stop to board 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.

Dodger Stadium Express signage is 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.

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 approximately eight (8) pm. Typically, afternoon and evening games only require parking restrictions on the westbound side. On game days with an early start time; Metro and 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. The return route during the game follows the same alignment as the trips to Dodger Stadium. The return route is modified once the game ends to provide quicker return service back to Union Station by using two exit routes to reduce travel times. The service from Lot G exits out of Gate E (near the 110 freeway), and travels through Chinatown to Union Station. The service from Lot P travels out of Gate A (main gate on Vin Scully Drive) and travels along Cesar Chavez to Union Station. These two options reduce the amount of time fans are in transit.

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 game, 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 each game.

Beginning 90 minutes prior to the game start, buses operate on a “load-and-go” basis until the end of the second inning. During the game, buses are stored at the drop off location. Buses will return patrons to Union Station 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. 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 as necessary. The service continues operating up to 45 minutes after the game has ended. Several times throughout the season special events are held post-game at the Stadium (i.e. movie night, children running the bases, fireworks, etc.), in these cases the service continues 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.

During this period, Metro and Dodgers coordinated an MSRC/Metro night to promote the partnerships established and educate fans on the benefits of using public transportation to get to the game. Metro provided a link for fans to obtain a special event ticket that included a free t-shirt and a retired number pin series (#53 Don Drysdale) presented by 76. MSRC participated by throwing out a ceremonial first pitch to a high attendance game.

Metro also conducted a fan survey that collected 140 surveys of fans in attendance for two different games riding the Dodger Stadium Express (attachment #1), each survey yielded similar data. The results were as follows:

- 59% were first time riders (many first time Dodger game attendees)
- Almost all planned on using the shuttle roundtrip
- Main method of learning about the service –
 - 30% Word of mouth
 - 27% Dodgers.com
 - 24% Metro.net
- Point of Origin
 - Survey #1 - 50% from Home Survey #2 – 75% from Home
 - Survey #1 – 25% from Hotel Survey #2 – 9% from Hotel
- Likelihood to Use Service Again –
 - Survey #1 – 4.2 out of 5
 - Survey #2 – 4.5 out of 5
- Transportation to Stop
 - Survey #1 – The majority used public transportation.
 - Survey #2 – The majority drove to the station.
- Ethnicity
 - While close to each other, Survey #2 had a higher percentage of Hispanic users than Survey #1 with the percentage of Caucasian users (49%).
- Age – Average age was slightly lower on survey #2, attributable to a Boy Scout group included in the survey.
- Improvements –
 - Start service earlier

- Longer bus only lanes
- Too crowded – More buses/bigger buses
- Exit issues – More organized/dedicated bus route for exit/longer stop time (45 mins not enough)/ pick up out of the stadium avoiding traffic
- Additional pick up and drop off locations (upper deck)
- Better signage (especially for Union Station parking)
- Other – Shade, seating, allow alcoholic beverages

Problems Encountered

DSE was originally designed and operated from Union Station's Patsaouras Plaza however; the location at the Plaza 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 was able to relocate the service to the West Portal of Union Station along Alameda. As Metro Transit Security was readily available to assist with unruly fans or conflicts at the Plaza but was not available at another location it became necessary to request Transit Security at the new location. A request is submitted for each homestand to assign two (2) officers to maintain a presence from the beginning of service through the bottom of the second inning. At which time inbound service is reduced significantly and buses run every 30 minutes. This reduction is due to the decrease in passenger boardings. The officers assist with enforcement and in maintaining a safe environment for families and fans to enjoy. They are often called upon to direct fans that are intoxicated or drinking on the property.

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.

Metro and its partners will continue to meet to discuss problems and potential solutions.

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 2015 and 2016 baseball seasons the DSE bus service carried 461,700 passengers, including the millionth rider to use the service. In addition, this service effectively reduced approximately 230,858 car trips and 4.38 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 2016, this number increased to 241,682. This is 97.6% increase over six-year timeframe.

Estimated Emissions Reduction from 2015 and 2016 Dodger Stadium Express

Pollutant	2015 Tons Reduced	2016 Tons Reduced
ROG	0.23	0.25
NOx	0.22	0.24
CO	0.64	0.72
PM2.5	0.18	0.2

Photographs & Outreach

The DSE marketing campaign was coordinated between Metro and the Dodgers marketing staff. The objective of the outreach was to attract ridership to Dodger home games on the MSRC-funded service between Union Station and Dodger Stadium while encouraging use of public transportation between home and the stadium to 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 applies
- Service is made possible by the MSRC

Several tactics were used to reach existing and non-existing riders through onboard materials, press events, advertisement 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



metro.net/dodgers

A promotional graphic for the Dodger Stadium Express bus service. It features a blue and orange bus with 'DODGER STADIUM EXPRESS' and 'WE LOVE LA' written on its side. Five baseball players in white uniforms are standing on top of the bus, holding bats and celebrating. The background is dark with vertical light streaks.

PLAYOFFS, BABY!

Go Metro to Dodger Stadium, with service from the South Bay and Union Station.



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LOCAL NEWS

Dodgers Stadium Express bus from Union Station is free to ticket-holders

Game-day ticket-holders can ride the Dodgers Stadium Express bus free from Union station. (File photo by John McCoy/Los Angeles Daily News)

By **CITY NEWS SERVICE** |

PUBLISHED: March 31, 2016 at 9:35 am |

LOS ANGELES — For the seventh year, baseball fans will have the option of taking a shuttle bus from Union Station to games at Dodger Stadium, beginning with tonight’s exhibition game against the Los Angeles Angels of Anaheim.

Meanwhile, fans in the South Bay will be able to catch a shuttle from the Harbor Gateway Transit Center, with the buses taking advantage of the Metro Express Lanes along the Harbor (110) Freeway to reach Dodger Stadium, according to Metro.

The Dodger Stadium Express bus is free for people with game-day tickets. It will start running from Union Station 90 minutes before the first pitch and continue for 45 minutes after games, according to Metro. Buses will run roughly every 10 minutes.

The Harbor Gateway service will begin starting two hours before game time, and also end 45 minutes after the game. Those shuttles will run about every 20 minutes.

More than 245,000 fans took the Dodger Stadium Express from Union Station last year, up from 216,000 in 2014.

The fares of ticket-holding fans are covered under a grant from the Mobile Source Air Pollution Reduction Review Committee. Funding for the Harbor Gateway service is provided by Metro’s ExpressLanes Net Toll Reinvestment Grant Program.

The pickup spot for the Union Station shuttle will be at the front of the station near the taxi zone adjacent to Alameda Street. It will have two drop-off points — one behind left/center field and the other at the Top Deck.

The Harbor Gateway shuttle will drop passengers behind right field.

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BUS



Metro

L.A. Metro Honors Millionth Rider on Dodger Stadium Express Bus Service

SOURCE: LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (METRO) JUN 21, 2016



The Lukes Family and Metro's Deputy CEO Stephanie Wiggins.

Photo credit: Los Angeles County Metropolitan Transportation Authority (Metro)

The one-millionth rider to use the popular Dodger Stadium Express bus service from Union Station in downtown Los Angeles to Dodger Stadium boarded the express bus last night to watch the Washington Nationals play the Dodgers.

Metro staff members were on hand at Union Station as the Lukes family from Temecula was honored as being the one-millionth to use the service. The family of four — Mike and Kumi Lukes and their two children, Sean and Sophie — were presented with a large Dodger Stadium Express “Golden Ticket” and a one-month TAP pass to use on any Metro operated bus and train service. In addition, the Dodgers honored them with tickets to a future Dodger game, meal vouchers, a Dodger gift bag. Sean, 11, was also given the opportunity to throw the first pitch at the game last night.

“The last time I went to a Dodgers game, I was seven-years-old,” said Mike Lukes. “There was definitely no Dodger Stadium Express then. We decided to take the bus because I heard it was convenient and easier than parking at the stadium, and now my family and I have this amazing experience we’ll be able to remember forever.”

The Lukes family actually drove up from Temecula to Claremont and then took a Metrolink train to Union Station to transfer to the Dodger Stadium Express bus service and on to Dodger Stadium for the game.

The Dodger Stadium Express bus service transported more than 220,000 fans during the 2015 season — up from 216,000 fans in 2014. So far this season, over 85,000 have taken advantage of the service.

Metro also offers the Dodger Stadium Express service from the Harbor Gateway Transit Center serving the South Bay area with buses using the Metro ExpressLanes along the 110 freeway.

The service is funded with a grant approved by the Mobile Source Air Pollution Reduction Review Committee (MSRC). The MSRC awards funding within the South Coast Air Basin from a portion of the vehicle registration fees set aside for projects that help reduce vehicle emissions. Funding for the service from the Harbor Gateway Transit Center is being provided by Metro's ExpressLanes Net Toll Reinvestment Grant Program.

The Dodger Stadium Express is free for passengers with a game ticket. Those without a game day ticket will pay regular one way fares of \$1.75 from Union Station and \$2.50 from Harbor Gateway Transit Center.

Service from Union Station begins 90 minutes prior to the game and runs until 45 minutes after the game ends. Buses depart from the Alameda Street side of the station near the taxi zone. Passengers are let off and picked up at one of two stops, either behind Center Field or at the Top Deck.

Service from the Harbor Gateway Transit Center can be found at Bay 9 and begins two hours before game time and ends 45 minutes after the game concludes. The pickup and drop off zone at Dodger Stadium is behind right field.

The Los Angeles Dodgers work closely with Metro to ensure a high level of awareness for this service to Dodger Stadium and to continue to promote the service to fans during each game.

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 Azusa, the Metro Red/Purple subway lines from Wilshire/Western and North Hollywood to downtown L.A. The Metro Green Line between Norwalk and El Segundo intersects with the Metro Blue Line that runs between Long Beach and downtown Los Angeles, as well as the Expo Line from Santa Monica to downtown Los Angeles. The Harbor Gateway Transit Center is served by several Metro bus lines, including the Metro Silver Line. Torrance Transit also provides service to and from Harbor Gateway.

Metro To Kick Off Dodger Stadium Express Service For 2015 Season

March 26, 2015 at 11:25 am

Filed Under: [Dodgers](#), [Express](#), [Game](#), [Metro](#), [Stadium](#), [traffic](#)



LOS ANGELES (CBSLA.com) — Looking to avoid Stadium Way on gameday?

Fans looking to make it to any Dodgers home game this season can start taking the Dodger Stadium Express beginning with the April 4 exhibition game against the Los Angeles Angels of Anaheim.

The express bus service from Union Station in downtown Los Angeles to Dodger Stadium will continue through the entire 2015 season.

Fans with Dodger tickets will be able to use the service – which will provide a vast network of buses and trains coming into Union Station, including additional late-night service on three of its popular lines – about 90 minutes prior to the beginning of the games until about 45 minutes after the game.

There's even an option for fans in the South Bay: the Dodger Stadium Express South Bay will provide service from the Harbor Gateway Transit Center starting two hours before game time and every 15 minutes thereafter.

Los Angeles County Supervisor and Metro Board Chairman Don Knabe said wherever you're coming from, taking the Dodger Stadium Express just makes sense.

"We encourage fans to take advantage of public throughout the season to save time and money," said Knabe.

Last year more than 122,000 fans rode the express, according to officials.

Don't miss out on MSRC/Metro night at Dodger Stadium!

Wednesday, August 31, 2016

If you cannot view HTML in your email, [click here](#).



MSRC/Metro Night at Dodger Stadium is right around the corner. Don't miss out and join us on Wednesday, September 7th, as the Dodgers battle the Arizona Diamondbacks! Nothing else builds stronger work and personal relationships than eating a Dodger Dog and watching the "Boys in Blue" play.

The special event ticket package includes your ticket, Metro activations, entertainment and the opportunity for a pre-game centerfield recognition for those that purchase tickets through this [link](#). Fans will also receive a Retired Numbers Pin Series: #53 Don Drysdale Presented by: 76 (while supplies last).

Go Metro to the Game

Hit a homerun and beat traffic and Go Dodger Stadium Express to the game! You can connect with the Stadium Express at Union Station or at one of five transitway stations in the South Bay. As always, the Dodger Stadium Express service from Union Station and the South Bay are free with a game-day ticket. [Click here](#) for Dodger Stadium Express information.

The Dodger Stadium Express is a joint demonstration project made possible by Clean Transportation Funding from the Mobile Source Air Pollution Reduction Review Committee and Metro ExpressLanes. By using the Stadium Express, you're helping to bring cleaner air to our community by reducing traffic in the LA area.

Ridership

2015 Monthly Totals	
0	March
38,320	April
37,342	May
27,044	June
33,371	July
34,933	August
26,587	September

2016 Monthly Totals	
1,521	March
37,087	April
29,937	May
31,463	June
36,995	July
42,898	August
37,730	September

7,791	October
205,388	Regular Season
14,646	Post Season
220,034	TOTAL

0	October
217,631	Regular Season
24,051	Post Season
241,682	TOTAL

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 LASD.

The number of buses used for the service varied based on the estimated attendance number with a minimum of seven (7) 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 games, 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 or 20 minutes after a special event at the Stadium.

Metro and contract operator personnel 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 2016 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	1.41
NOx	1.41
CO	8.58
PM2.5	0.79
Total	12.19

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.

Metro, Dodgers, LADOT, LAPD and the many Dodger fans would like to express our appreciation to MSRC for providing a service that is beneficial to the environment and the local communities. We look forward to a continued relationship in the spirit of mutual partnerships.

ATTACHMENT #1

**DODGERS EXPRESS BUS SHUTTLE
RIDER SURVEY #1**

Total Surveys: 140 surveys collected on 5 different inbound buses

Date: Friday, August 23rd against Boston

Total attendance: 47,853

Bus in: 1576

Bus out: 1255

Survey conducted between 4:30 pm and 6:30 pm

- **59% were first time riders** (for many, it was also their first Dodger game)
- Almost all planned on using the shuttle roundtrip (only a few people said they were meeting people at the game)
- Main ways they learned about the shuttle (could pick more than one):
 - o Word of mouth (30%)
 - o Dodgers.com (27%)
 - o Metro.net (24%)
- **Point of Origin:**
 - o About half of respondents were coming from home, about ¼ from a hotel, and the rest from work or other locations
- **Transportation – (to union station)**
 - o Automobile 39
 - o Bike 3
 - o Blue Line 11
 - o Bus 12
 - o Expo Line 7
 - o Foothill Transit 1
 - o Gold Line (East LA) – 10
 - o Gold Line (Pasadena) – 10
 - o Orange Line / Red Line – 7 (*note some users circled red line only – those were added to red line below*)
 - o Other – 5
 - o Purple Line – 7
 - o Red Line – 37
 - o Silver Line – 4
 - o Taxi – 3
 - o Train - MetroLink – 5
 - o Train - Amtrak – 2
 - o Walk- 18
- 88% said they were likely or very likely to use the shuttle again (average likelihood was a 4.2 out of 5)

- 91% said they were either likely or very likely to recommend the shuttle (average was 4.6 out of 5)

- **Improvements? (in order of # times mentioned/referenced)**
 - Start service earlier prior to game time
 - Still too much traffic – Longer bus only lanes, better enforcement of no cars
 - Too crowded - More buses / bigger buses
 - Exit issues - More organized/dedicated bus route for exit/later stop time (45 mins not enough)/pick up out of the stadium avoiding traffic
 - Additional pick up and drop off locations (top of the park mentioned multiple times)
 - Better signage (especially for parking at Union Station)
 - Other – Shade, seating, allow beer

**DODGERS EXPRESS BUS SHUTTLE
RIDER SURVEY #2**

Same for both:

- **About 59% were first time riders** (for many, it was also their first Dodger game)
- Almost all planned on using the shuttle roundtrip (only a few people said they were meeting people at the game)
- Main ways they learned about the shuttle (could pick more than one):
 - o Word of mouth (30%)
 - o Dodgers.com (27%)
 - o Metro.net (24%)
- Likelihood to Recommend: 4.6 out of 5
- Location distribution same across both surveys (slightly higher # on Field in Survey 2 than Survey 1)

Different:

Point of Origin:

- Survey 1: 50% from home, 25% from hotel, rest from work/other locations
- Survey 2: 74% from home, 9% from hotel, rest from work/other (including a set of Boy Scouts from a campground, next time we need to address how to handle minors)

Likelihood to Use Again:

- Survey 1: 4.2 out of 5
- Survey 2: 4.5 out of 5

Transportation:

- More people drove than anything else on Survey 2 whereas in Survey 1 it was more spread out among buses and the Red Line. Very few walkers in Survey set 2 and equal numbers for MetroLink on both surveys

Ethnicity:

- While close to each other, Survey 2 had a higher percentage of Hispanic users than Survey 1, but were about equivalent with the percentage of Caucasian users (49%)

Age:

- Age average was slightly lower on Survey 2, attributable to the Boy Scout group included in the survey