

Los Angeles County Metropolitan Transportation Authority

Final Report: MSRC Contract MS21004

Dodger Stadium Express 2021 and 2022 Seasons

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

May 2023



Metro

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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), 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.

The 2021 and 2022 seasons marked the fourth and fifth year, respectively, that Metro worked with its newest partner, Los Angeles Police Department (LAPD). This season saw continued improvement in efficiency and expediency through continuous communication and strategic planning between Metro, LAPD, and the rest of the agencies that contributed to making this project a success.

Key Personnel

Conan Cheung – Metro, Chief Operations Officer
Sandra Solis – Metro, Director
George del Valle – Metro, Project Contact
Naomi Rodriguez – LA Dodgers, Senior Vice President, External Community Affairs
Lupe Sandoval – LADOT, Director of Transportation
Blake Chow – LAPD, Deputy Chief, Transit Services Bureau

Organizations

Los Angeles County Metropolitan Transportation Authority
Los Angeles Department of Transportation
Los Angeles Dodgers
Los Angeles Police Department

This report is submitted in fulfillment of Contract MS21004 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 12, 2022.

The statement and conclusions in this report are those of the contractor and not necessarily those of the MSRC or the South Coast Air Quality Management District (SCAQMD). 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 and Work Performed

Dodger Stadium, home to the Los Angeles Dodgers, Major League Baseball (MLB) team, is a sporting event venue located 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 has 17,300 designated stalls.

The Dodger Stadium Express (DSE) service supports approximately 82 scheduled home games and up to 10 post-season playoff games. Dodgers fans ride the system at no charge as the prime means of transportation to the stadium.

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

The 2020 MLB baseball season was unique in that it began right as COVID-19 began to spread in the United States. Due to spread of the virus and the related gathering restrictions, the MLB 2020 baseball season began in July. Even upon resuming the season, fans were prohibited from attending any games at Dodger Stadium. The DSE did not run during the 2020 season. The 2021 MLB baseball season saw the return of fans to the stadium. It opened on April 9, 2021, and only 11,000 fans were allowed to attend as opposed to the sell-out crowd the DSE has enjoyed in prior seasons. By May 27th, the maximum capacity was increased to 18,000 fans, and by June 15th, all attendance restrictions were lifted. No pre-season games were attended by fans in 2021, however, eighty-one (81) home games and an additional six (6) postseason games were serviced. As a result of the pandemic and related closures, restrictions, and overall public sentiment toward gathering in large crowds, Dodger Stadium did not host as many events at or near capacity during the 2021 season. The 2022 season opened on April 14, 2022, and saw an increase in near-capacity and at-capacity games. Two (2) pre-season games, eighty-one regular season games, two (2) post-season games, and three All-Star Game events were serviced during the 2022 season. The Dodgers were successful in attaining playoff status and entered both the 2021 and 2022 postseasons. Since the DSE service was implemented, the Dodgers have now successfully advanced to the post-season the last ten seasons.

The DSE route begins at the southwest area of Union Station. Buses depart from a loading area which has signage and crowd-control barriers 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, various parking levels, and on wayfinding kiosks.

After departing Union Station, the route proceeds west on Cesar Chavez Ave., stopping to pick up patrons on Cesar Chavez Ave under the Hills St. overpass, proceeding west on Sunset Blvd, and finally the route turns north on Vin Scully Ave. For faster entry into the stadium, the bus route utilizes the east most guard shack lane for express entry.

To ease the flow of traffic, and expedite bus travel times, LADOT engineers install cones demarking the bus lane and separating bus travel from the regular flow of traffic. Only buses and bicycles are permitted to travel in the westbound direction between four 4:00 p.m. and 7:00 p.m. The parking enforcement personnel post signage extending parking restrictions to 8:00 p.m. allowing for extended lane access. LADOT also uses traffic enforcement officers for ticketing and towing vehicles that violate the posted parking restrictions. Once the inbound movement has been completed, at approximately 8:00 p.m., the coning is removed. Typically, afternoon and evening games only require parking restrictions on the westbound side. LADOT adjusts parking restriction times that affect both the westbound and eastbound directions for game days with early start times. The program includes law enforcement officers assisting in “clearing” the lanes throughout the inbound process. With the extension of the “Bus and Bike Only” status of Cesar Chavez Ave between Alameda St and Grand Ave, the DSE now travels primarily through some form of bus only lane (only the portion of the bus only lane between Figueroa St and Vin Scully Ave implements traffic cones, extended parking restrictions, law enforcement, and Traffic Control Officers.

Once inside Dodger Stadium, the route proceeds to the left. The route utilizes a one-way inner ring roadway and proceeds to a specific alighting and boarding area at Lot G. The bus continues a one-way inner ring roadway to Lot P, located at the upper deck level. The second stop was 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 back to Union Station. The return route during the game follows the same alignment as the trips to Dodger Stadium. The service from both locations travel out Gate A (main gate on Vin Scully Drive) and along Cesar Chavez, stopping at Main St. and again at Alameda St. The Alameda St. stop was implemented in 2017 as a request from passengers wishing to exit sooner than arriving at the Union Station final stop.

Prior to each homestand, Dodger parking management provided Metro staff with the anticipated attendance level based on current ticket sales and projections. The number of buses used for the service varied based on an estimated attendance number. A minimum of seven (7) buses were deployed for each game.

Beginning 90-120 minutes prior to the game start, buses operate on a “load-and-go” basis or approximately 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 leaving the Lot G loading area exit through the “110 Freeway Gate,” expediting their exit from the stadium thereby reducing

their overall travel time. Buses travel to Union Station and return to Dodger Stadium for additional trips. The service continues operating up to 45 minutes after the game has ended. Oftentimes, the Dodgers will host special events at the Stadium (i.e. movie night, children running the bases, fireworks, etc.). The DSE service continues to operate up to 20 minutes post special event or 45 minutes after the game has ended, whichever is later.

Problems Encountered

Since 2010, the Dodgers organization and Metro have worked diligently to provide alternative public transit. The efforts have focused on providing choices to the public to travel to Dodger Stadium for Major League Baseball games and special events. Walking and bicycle paths have been incorporated through major traffic points as alternatives to driving in congested peak traffic times. Both organizations are committed to working cooperatively to develop sustainable operating plans for future events at Dodger Stadium.

The increase in the public's usage of rideshare companies (Uber, Lyft, etc.) has resulted in an increased influx of cars at Dodger Stadium's Sunset Gate. Due to the nature of their business, they do not purchase parking and therefore must enter using the same lane as the DSE. This creates a "bottleneck" for both inbound and outbound service and increases trip times for DSE passengers. Dodger Transportation Management and staff have made several adjustments to their system to accommodate rideshare. Some of the adjustments include relocating rideshare to a parking lot prior to the main entrance, reroute rideshare vehicle exit to avoid U-turns and delays caused by outbound traffic during inbound movement, etc.

Outbound service continues to be affected by the rapid saturation of surface streets surrounding the stadium at the end of events. This oversaturation impedes the buses' ability to exit the stadium and return to complete additional trips. This pattern occasionally creates a momentary lapse in service after highly attended events that last approximately 15 minutes on average.

Emissions Benefits

Twelve 2008 NABI 45-foot low-floor buses were used for the event service. Each bus seats 46 passengers and accommodates an additional 21 standees (145% capacity). In addition, these buses are ADA compliant and can accommodate two (2) wheelchairs. The NABI bus is powered by a Compressed Natural Gas (CNG) Cummins L9N 320 8.9L engine.

Another factor in reducing emissions is the fact that the starting point for the service is Los Angeles Union Station. This location serves as the hub for thirty-one (31) bus lines and five (5) rail lines 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 2021 baseball season, the DSE bus service carried approximately 119,586 passengers. In addition, this service effectively reduced approximately 59,793 car trips and 1,136,067 million miles traveled. During the 2022 baseball season, the DSE bus service carried approximately 273,258 passengers. In addition, this service effectively reduced approximately 136,629 car trips and 2,595,951 million miles traveled. Most passengers that rode the DSE used public transportation to connect to this service at Union Station. Some fans came from as far as Santa Barbara, San Diego, San Francisco, and the Central California region, including Modesto, Stockton, San Luis Obispo, and Sacramento.

During the 2021 and 2022 seasons, Metro staff was able to observe the transition from a service few wanted to use because of Covid-related concerns to a heavily used service, once more. By the end of the 2022, the DSE had moved approximately 273,258 passengers. That is almost 89% of pre-Covid ridership levels. When you take into consideration that 2021 had four (4) more post-season games (total of six (6)) than 2022 did (total of two (2)), the growth is even more rapid. The DSE is on-track to meet or surpass its pre-Covid ridership levels by next year.

Photographs & Outreach

The DSE marketing campaign was coordinated between Metro and the Dodgers marketing staff. The objective continues to be to increase awareness of the benefits of using the service and 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. The continued goal is the reduction of air pollution by calling attention to air quality efforts and clean transportation funding.

The DSE marketing campaign focused on several key messages:

- Use 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 techniques were used to reach new riders and maintain existing ones through onboard materials, press events, promoting 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); supplied to LADOT, Torrance Transit, Norwalk Transit, and GTrans (Gardena) for possible posting on their buses as well as printed material for distribution
- Rail Poster – Posted on all Metro Rail cars promoting service

- 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

These items listed were implemented throughout the year on the following schedule of publication:

March 2021

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 772
- Metro Dodger Stadium Express Opening Day Blog Posts (The Source + El Pasajero)
 - Blog posts promoted via Metro Facebook Page
- Promo on Metro website (metro.net)
 - Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
 - Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
 - Distributed on buses and trains system wide, quantity: 75,525
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Promos on all Red and Purple Line rail station monitors
 - The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Dodger Stadium Express Vinyl Banner (4-Color, 512" wide x 40" high)
 - Installed at Union Station East Portal
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
 - Installed one on the elevator at the Gold Line Exit

- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

April 2021

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 1,572
- Promo on Metro website (metro.net)
 - Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
 - Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
 - Distributed on buses and trains system wide, quantity: 62,175
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Promos on all Red and Purple Line rail station monitors
 - The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Dodger Stadium Express Vinyl Banner (4-Color, 512" wide x 40" high)
 - Installed at Union Station East Portal
- Union Station Wayfinding Decals (30" x 40")

- Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
- Installed one on the elevator at the Gold Line Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

May 2021

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 2,393
- Promo on Metro website (metro.net)
 - Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
 - Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
 - Distributed on buses and trains system wide, quantity: 62,175
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Promos on all Red and Purple Line rail station monitors
 - The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Dodger Stadium Express Vinyl Banner (4-Color, 512" wide x 40" high)
 - Installed at Union Station East Portal

- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
 - Installed one on the elevator at the Gold Line Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

June 2021

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 1,759
- Promo on Metro website (metro.net)
 - Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
 - Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
 - Distributed on buses and trains system wide, quantity: 62,175
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Promos on all Red and Purple Line rail station monitors
 - The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location

- Dodger Stadium Express Vinyl Banner (4-Color, 512" wide x 40" high)
 - Installed at Union Station East Portal
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
 - Installed one on the elevator at the Gold Line Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

July 2021

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 2,147
- Promo on Metro website (metro.net)
 - Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
 - Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
 - Distributed on buses and trains system wide, quantity: 62,175
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Promos on all Red and Purple Line rail station monitors
 - The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)

- Installed at Union Station bus berth location
- Dodger Stadium Express Vinyl Banner (4-Color, 512” wide x 40” high)
 - Installed at Union Station East Portal
- Union Station Wayfinding Decals (30” x 40”)
 - Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
 - Installed one on the elevator at the Gold Line Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

August 2021

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 2,489
- Metro Dodger Stadium Express “Playoff Preview” Blog Post (The Source)
 - Blog posts promoted via Metro Facebook Page
- Promo on Metro website (metro.net)
 - Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
 - Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
 - Distributed on buses and trains system wide, quantity: 62,175
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit

- Promos on all Red and Purple Line rail station monitors
 - The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Dodger Stadium Express Vinyl Banner (4-Color, 512" wide x 40" high)
 - Installed at Union Station East Portal
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
 - Installed one on the elevator at the Gold Line Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

September 2021

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 1,462
- Promo on Metro website (metro.net)
 - Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
 - Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
 - Distributed on buses and trains system wide, quantity: 62,175
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor

- The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Promos on all Red and Purple Line rail station monitors
- The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)
- Installed at Union Station bus berth location
- Dodger Stadium Express Vinyl Banner (4-Color, 512" wide x 40" high)
- Installed at Union Station East Portal
- Union Station Wayfinding Decals (30" x 40")
- Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
- Installed one on the elevator at the Gold Line Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
- Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
- Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
- Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
- Ad in map case showing Dodger Stadium Express boarding

October 2021 (Playoffs)

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
- Pageviews: 716
- Promo on Metro website (metro.net)
- Web banner ad on Metro home page linked to the Dodger Stadium Express webpage.
- Dodger Stadium Express Rail Posters (4-Color, English/Spanish)
- Installed system wide
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
- Installed system wide and on all Dodger Stadium Express buses
- Dodgers Stadium Express Take One Brochure (4-Color, 5-Panels, English/Spanish)
- Distributed on buses and trains system wide, quantity: 62,175
- Dodger Stadium Express Ad for Metro 3rd floor video wall

- Viewed by Metro employees and the public
- Wayfinding on Red Line East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Promos on all Red and Purple Line rail station monitors
 - The ad runs 6 times per hour, 24 hours a day and 7 days a week
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Dodger Stadium Express Vinyl Banner (4-Color, 512” wide x 40” high)
 - Installed at Union Station East Portal
- Union Station Wayfinding Decals (30” x 40”)
 - Installed throughout the platform and mezzanine levels of the Red/Purple Line at Union Station
 - Installed one on the elevator at the Gold Line Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro Silver Line Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

Below are assets that the Dodgers provided during the 2021 season:

Dodgers:

- Ad in “Dodgers Insider”
- Distributed (for sale) in Dodger Stadium
- Video spot on “DodgerVision” at least once per game (pre-game)
- Dodger Stadium Express webpage on Dodgers website
 (<https://www.mlb.com/dodgers/ballpark/transportation/dodger-stadium-express>)
- Dodger Stadium Express “super graphics” displayed on ten (10) Metro buses to help identify the service

April 2022

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
- Pageviews: 17,053

- Metro Dodger Stadium Express Opening Day Blog Posts (The Source + El Pasajero)
 - Blog posts promoted via Metro Facebook Page
- Dodger Stadium Express Social Media Posts
 - Facebook, Instagram, Twitter
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system-wide (~2500 buses) and on all Dodger Stadium Express buses
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Dodger Stadium Express Ad for Informational Tower at Union Station
 - Animated digital ad located at Union Station East
- Wayfinding on B Line (Red) East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the B (Red)/D (Purple) Line at Union Station
 - Installed one on the elevator at the L Line (Gold) Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro J Line (Silver) Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

May 2022

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 16,683
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system-wide (~2500 buses) and on all Dodger Stadium Express buses

- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Dodger Stadium Express Ad for Informational Tower at Union Station
 - Animated digital ad located at Union Station East
- Wayfinding on B Line (Red) East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the B (Red)/D (Purple) Line at Union Station
 - Installed one on the elevator at the L Line (Gold) Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro J Line (Silver) Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

June 2022

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 16,683
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system-wide (~2500 buses) and on all Dodger Stadium Express buses
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system-wide (~2500 buses) and on all Dodger Stadium Express buses
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Dodger Stadium Express Ad for Informational Tower at Union Station
 - Animated digital ad located at Union Station East

- Wayfinding on B Line (Red) East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the B (Red)/D (Purple) Line at Union Station
 - Installed one on the elevator at the L Line (Gold) Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro J Line (Silver) Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

July 2022

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 31,703
- Metro Dodger Stadium Express All-Star Week Blog Posts (The Source + El Pasajero)
 - Blog posts promoted via Metro Facebook Page
- Dodger Stadium Express All-Star Week Social Media Posts
 - Facebook, Instagram, Twitter
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system wide and on all Dodger Stadium Express buses
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Dodger Stadium Express Ad for Informational Tower at Union Station
 - Animated digital ad located at Union Station East
- Wayfinding on B Line (Red) East Portal Exit rail station monitor

- The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the B (Red)/D (Purple) Line at Union Station
 - Installed one on the elevator at the L Line (Gold) Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Backlit ads at Metro J Line (Silver) Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

August 2022

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 19,028
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system-wide (~2500 buses) and on all Dodger Stadium Express buses
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Dodger Stadium Express Ad for Informational Tower at Union Station
 - Animated digital ad located at Union Station East
- Wayfinding on B Line (Red) East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the B (Red)/D (Purple) Line at Union Station
 - Installed one on the elevator at the L Line (Gold) Exit
- Dodger Stadium Express Wayfinding Stanchion Signs

- Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro J Line (Silver) Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

September 2022

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 20,787
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system-wide (~2500 buses) and on all Dodger Stadium Express buses
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Dodger Stadium Express Ad for Informational Tower at Union Station
 - Animated digital ad located at Union Station East
- Wayfinding on B Line (Red) East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the B (Red)/D (Purple) Line at Union Station
 - Installed one on the elevator at the L Line (Gold) Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro J Line (Silver) Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)

- Chinatown backlit ad
- Ad in map case showing Dodger Stadium Express boarding

October 2022 (Playoffs)

Metro:

- Metro Dodger Stadium Express webpage (metro.net/dodgers)
 - Pageviews: 11,027
- Metro Dodger Stadium Express MLB Playoffs Blog Post (The Source)
 - Blog posts promoted via Metro Facebook Page
- Dodger Stadium Express MLB Playoffs Social Media Posts
 - Facebook, Instagram, Twitter
- Dodger Stadium Express Bus Car Cards (4-Color, English/Spanish)
 - Installed system-wide (~2500 buses) and on all Dodger Stadium Express buses
- Dodger Stadium Express Ad for Metro 3rd floor video wall
 - Viewed by Metro employees and the public
- Dodger Stadium Express Ad for Informational Tower at Union Station
 - Animated digital ad located at Union Station East
- Wayfinding on B Line (Red) East Portal Exit rail station monitor
 - The ad runs continuously for 4 hours during game time, starting 2 ½ hours before game time and up to 90 minutes after game time on one unit
- Dodger Stadium Express Bus Berth Sign (2-Color)
 - Installed at Union Station bus berth location
- Union Station Wayfinding Decals (30" x 40")
 - Installed throughout the platform and mezzanine levels of the B (Red)/D (Purple) Line at Union Station
 - Installed one on the elevator at the L Line (Gold) Exit
- Dodger Stadium Express Wayfinding Stanchion Signs
 - Installed in the East Portal and Alameda ends of Union Station
- Dodger Stadium Express Directional Floor Graphic Decals
 - Installed in the Union Station Passageway
- Backlit ads at Metro J Line (Silver) Stations
 - Ads in map cases showing Dodger Stadium Express boarding locations (Harbor Gateway Transit Center, Rosecrans Station, Harbor Freeway Station, Manchester Station, Slauson Station)
- Chinatown backlit ad
 - Ad in map case showing Dodger Stadium Express boarding

Below are assets that the Dodgers offer us all season:

Dodgers:

- Ad in “Dodgers Insider”
 - Distributed (for sale) in Dodgers Stadium
- Video spot on DodgerVision at least once per game (pre-game)
- Dodger Stadium Express webpage on Dodgers website (<https://www.mlb.com/dodgers/ballpark/transportation/dodger-stadium-express>)
- Dodger Stadium Express supergraphics displayed on ten (10) Metro buses to help identify the service

Photos



Marketing image of 2021 DSE super king ad super imposed on a 40-foot New Flyer Bus (not the same bus style used for the service).



Marketing image of 2022 DSE super king ad super imposed on a 40-foot New Flyer Bus (not the same bus style used for the service).



DSE buses lined up for service in front of the southwest corner of Union Station (2021 Season).