

Los Angeles County Metropolitan Transportation Authority

Final Report: MSRC Contract MS18001

Dodger Stadium Express 2017 Season

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

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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 2017, Metro welcomed its newest partner, the Los Angeles Police Department. During this period, Metro transitioned to a new law enforcement contract that provided for LAPD to provide monitoring for the dedicated lane. The benefit for this project encouraged improved communication with existing law enforcement services already in play around Dodger Stadium.

Key Personnel

James Gallagher – Metro – Chief Operations Officer

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Organizations

Los Angeles County Metropolitan Transportation Authority

Los Angeles Department of Transportation

Southern California Regional Rail Authority

Los Angeles Dodgers

Los Angeles Police Department

This report was submitted in fulfillment of Contract MS18001 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 November 1, 2017.

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 (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 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 57,100 (when standing room tickets are sold). The parking lot capacity is approximately 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 Level of Service (LOS) on Sunset Blvd. is level D (Volume-to-Capacity Ratio (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 2017 season opened on April 3, 2017. A total of 81 home games were serviced, plus an additional eight (8) postseason games, during this contract period. Dodgers were successful in attaining playoff status and entering the post season in the 2017 season. The Los Angeles Dodgers successfully advanced to the first MLB World Series to occur in Los Angeles, Ca since this service was initiated. The series advanced to a complete seven-game series in where the Dodgers were defeated by the Houston Astros.

DSE service was also provided for two additional events that occurred during this contract period. The first was a Billy Joel concert, held at Dodger Stadium on May 13, 2017, and the second a two-day concert on July 15 & 16, 2017, featuring Fleetwood Mac, Journey, Earth, Wind and Fire, and others. Both special events attracted significant crowds.

The DSE route begins at the northwest area of Union Station. 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 wayfinding kiosks.

After departing Union Station, the route proceeds west on Cesar Chavez, stopping to pick up patrons on Cesar Chavez Ave under the Hills St overpass, 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 been completed, at around 8pm, the coning is removed. Typically, afternoon and evening games only require parking restrictions on the westbound side. On game days with 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. and again at Alameda St (added 2017 as requested by passengers wishing to exit sooner than arriving at the loading area)) 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, etc.) to travel to the stadium.

Prior to each homestand, Dodger management provided 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 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 passenger loading area adjacent to Lot G 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 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 their 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 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 (e.g.: 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 have to enter using the same lane as the DSE. This creates a "bottleneck" and increases trip times for DSE passengers. Dodger Transportation Manager and staff have made several adjustments to their system in order to accommodate rideshare, including relocating them to a parking lot prior to the gate to decrease the time they block the entry lane, reroute rideshare vehicle exit so as to avoid U-turns and delays caused by outbound traffic during inbound movement, etc.

Emissions Benefits

2013 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.

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 2017 baseball season, the DSE bus service carried approximately 278,600 passengers. In addition, this service effectively reduced approximately 139,312 car trips and 2,646,919 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 2014, 210,677 passengers rode the DSE to Dodger Stadium. By 2017, the passenger count increased to 278,623. This is a 32% increase over a three-year timeframe.

Estimated Emissions Reduction from 2017 Dodger Stadium Express

Pollutant	2017 Tons Reduced
ROG	0.29
NOx	0.28
CO	0.87
PM2.5	0.23

Photographs & Outreach

The DSE marketing campaign was coordinated between Metro and the Dodgers marketing staff. With the objective of attracting 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:

- 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 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

- 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 queueing barriers at two stops within the Stadium

Photos and News Clips



Go Metro and take the Dodger Stadium Express to the World Series!

BY [STEVE HYMON](#) , OCTOBER 20, 2017



The Metro Rail system along with Metrolink commuter rail service and Amtrak. Click to see larger.

The 2017 World Series, after five heart-stopping and improbable games, will likely go down in the history books as one of the best ever. We literally can't even imagine what's in store for Game 6 (other than the outcome: an Astros loss) and Game 7.

Metro's Dodger Stadium Express will be providing free service to game ticket holders to all World Series games from both Union Station and the Harbor Gateway Transit Center in the South Bay.

Crowds and traffic will be huge for both games. Tuesday, of course, is also Halloween — traditionally a big ridership night for Metro. So there should be plenty of traffic on local streets. Due to huge crowds for the game and L.A. traffic, we encourage everyone to arrive early!

Also, this: the Union Station garage is expected to fill for both games. The last spaces were gobbled up about 3 p.m. for last week's games and will likely go even earlier for Games 6 and 7. Either arrive at Union Station early in the day or consider taking transit to Union Station, with the Gold Line and the Red/Purple Line subway being good options.

The Dodger bus details:

From Union Station:

- Board near on the Alameda Street side of Union Station — if coming from inside the station, go through the front door and turn left.
- Service leaves Union Station every 10 minutes, starting three hours before game time through the third inning for all home games.
- 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.
- Please be in line for a bus within 45 minutes of the game ending.

Union Station is the primary transit hub for the region and is served by the Metro Red/Purple Line subway, the Metro Gold Line, the Silver Line, numerous Metro Bus lines, [Amtrak](#) and [Metrolink](#). Please click here for [Metro maps and timetables](#) of every rail and bus line. You can also use [Trip Planner](#) or [Google Transit](#) to find routes and connections. Parking is available at Union Station for \$8.

There are signs throughout Union Station pointing the way to the Dodger Stadium Express. We also suspect there will be a lot of people next Tuesday wearing blue jerseys and walking in the same direction.

From the South Bay:

- Board the Dodger Stadium Express at any of the following stations along the 110 freeway: Slauson, Manchester, Harbor Freeway, Rosecrans or Harbor Gateway Transit Center (Bay 9).
- Buses run every 20 minutes starting two hours before game time, with the last bus leaving Harbor Gateway Transit Center at game time.
- You'll be dropped off behind Right Field. Service back to the South Bay will pick up at the same stop after the game.
- Return service begins after the end of the seventh inning. Please be in line for a bus within 45 minutes of the game ending.

Harbor Gateway Transit Center is also served by several Metro bus lines, the [Metro Silver Line](#) and [Torrance Transit](#). Free parking is available although may be limited if the lot fills.

As we mentioned above, rides on the Dodger Stadium Express are free to those holding game tickets. Regular Metro fares apply on all other connecting bus and rail service — the regular adult fare is \$1.75 with a TAP card, which are available from TAP vending machines at all Metro Rail and Orange Line stations and at Harbor Gateway and El Monte Station (how to pay fare is here).

Here is a map of the Dodger Stadium Express service:



For those who don't mind a little fall weather exercise, you can also walk to Dodger Stadium from the Gold Line Chinatown Station:

And if you're driving to downtown L.A.: Beat traffic on the 10 and 110 freeways with Metro ExpressLanes. They're toll-free for carpools, vanpools and motorcycles; solo drivers can use them too, by paying a toll. All users except motorcycles need a FasTrak® transponder. Learn more at metroexpresslanes.net. And finally this fun fact: since moving to L.A., the Dodgers have appeared in the World Series in 1959 (win), '63 (win), '65 (win), '66, '74, '77, '78, '81 (win) and '88 (win) but only clinched a Series victory once at home and that was in 1963 in the second season playing at Dodger Stadium.

Dodger Stadium Express service is provided to all home games under a grant from the Mobile Source Air Pollution Reduction Review Committee (MSRC). The MSRC awards funding within the South Coast Air Basin from a portion of the state vehicle registration fee set aside for mobile source projects that result in emission reductions from cars and trucks. Funding for the Harbor Gateway Transit Center service is being provided by Metro's ExpressLanes Net Toll Reinvestment Grant Program.

Agregue Dodger Stadium Express en su alineación.

Puede viajar en Metro a Dodger Stadium haciendo conexión con el Stadium Express en dos prácticas ubicaciones – Union Station o el South Bay. ¡Y su boleto para los Dodgers sirve para su tarifa!

Union Station es servida por muchas líneas de autobús de Metro y municipales, las líneas Red, Purple y Gold de Metro Rail, así como Metrolink y Amtrak. Harbor Gateway Transit Center en el South Bay, también cuenta con el servicio de varias líneas de autobús de Metro, Metro Silver Line y Torrance Transit. Es fácil dejar su auto en casa y conectarse con el Dodger Stadium Express.

Para planear la mejor ruta, llame al 323.466.3876 o use el Trip Planner en metro.net.

- > Su boleto para los Dodgers sirve solamente como la tarifa del boleto para el Dodger Stadium Express en el día del partido; las tarifas regulares aplican en todos los demás servicios de conexión de autobuses y trenes.
- > Le sugerimos llegar temprano. Las multitudes son más pesadas cerca de la hora del partido.
- > Para el horario de partidos, visite metro.net/dodgers.

DÍA DEL PARTIDO

Consejos



DESDE UNION STATION

- > Aborde cerca de la zona de descargo de pasajero/área de valet en frente de los apartamaentos Mozaic.
- > Los autobuses salen cada 10 minutos, empezando 90 minutos antes del partido hasta el fin de la segunda entrada para todos los partidos.
- > Puede bajar en una de dos paradas – atrás de **Center Field** o en **Top Deck**. El servicio de regreso lo recogerá en las mismas paradas después del partido.
- > El servicio de regreso se extiende hasta 45 minutos después del último out o 20 minutos después de las actividades después del partido.

DESDE SOUTH BAY

- > Aborde en cualquiera de las siguientes estaciones: Slauson, Manchester, Harbor Freeway, Rosecrans, o Harbor Gateway Transit Center (plataforma 9).
- > Los autobuses salen cada 20 minutos, empezando 2 horas antes del partido, el último autobús sale de Harbor Gateway Transit Center al iniciar el partido.
- > Se le llevará hasta atrás de **Right Field**. El servicio de regreso hacia el South Bay le recogerá en la misma parada después del partido.
- > El servicio de regreso empieza después de la séptima entrada y se extiende hasta 45 minutos después del último out, o 20 minutos después de las actividades después del partido.

FINANCIADO POR



FINANCIADO POR

METRO EXPRESSLANES

Elija su ruta a Dodger Stadium.



metro.net/dodgers

Go Metro to Dodger Stadium.

Service from the South Bay and Union Station.



Metro

Put Metro's Dodger Stadium Express in your line-up.

Go Metro to Dodger Stadium by connecting with the Stadium Express at two convenient locations – Union Station or the South Bay. And your Dodger ticket is good for the fare!

Union Station is served by many Metro and municipal bus lines, and Metro Rail's Red, Purple and Gold Lines, as well as Metrolink and Amtrak. Harbor Gateway Transit Center in the South Bay, is also served by several Metro bus lines, the Metro Silver Line and Torrance Transit. So, it's easy to leave your car at home and connect with the Dodger Stadium Express.

To plan the route that's best for you, call 323.GO.METRO or use the Trip Planner at metro.net.

- > Your Dodger ticket is good for the Dodger Stadium Express fare only; regular fares apply on all other connecting bus and rail service.
- > Arrive early; crowds are heaviest near game time.
- > See metro.net/dodgers for game schedule.

GAME DAY

Tips



FROM UNION STATION

- > **New location!** Board near the passenger drop-off/valet area near the Mozaic Apts.
- > Buses run every 10 minutes, starting 90 minutes before game time through the end of the 2nd inning for all home games.
- > You can exit at one of two stops – behind **Center Field** or at the **Top Deck**. Service back to Union Station will pick up at the same stops after the game.
- > Return service ends 45 minutes after the final out or 20 minutes after post-game events.

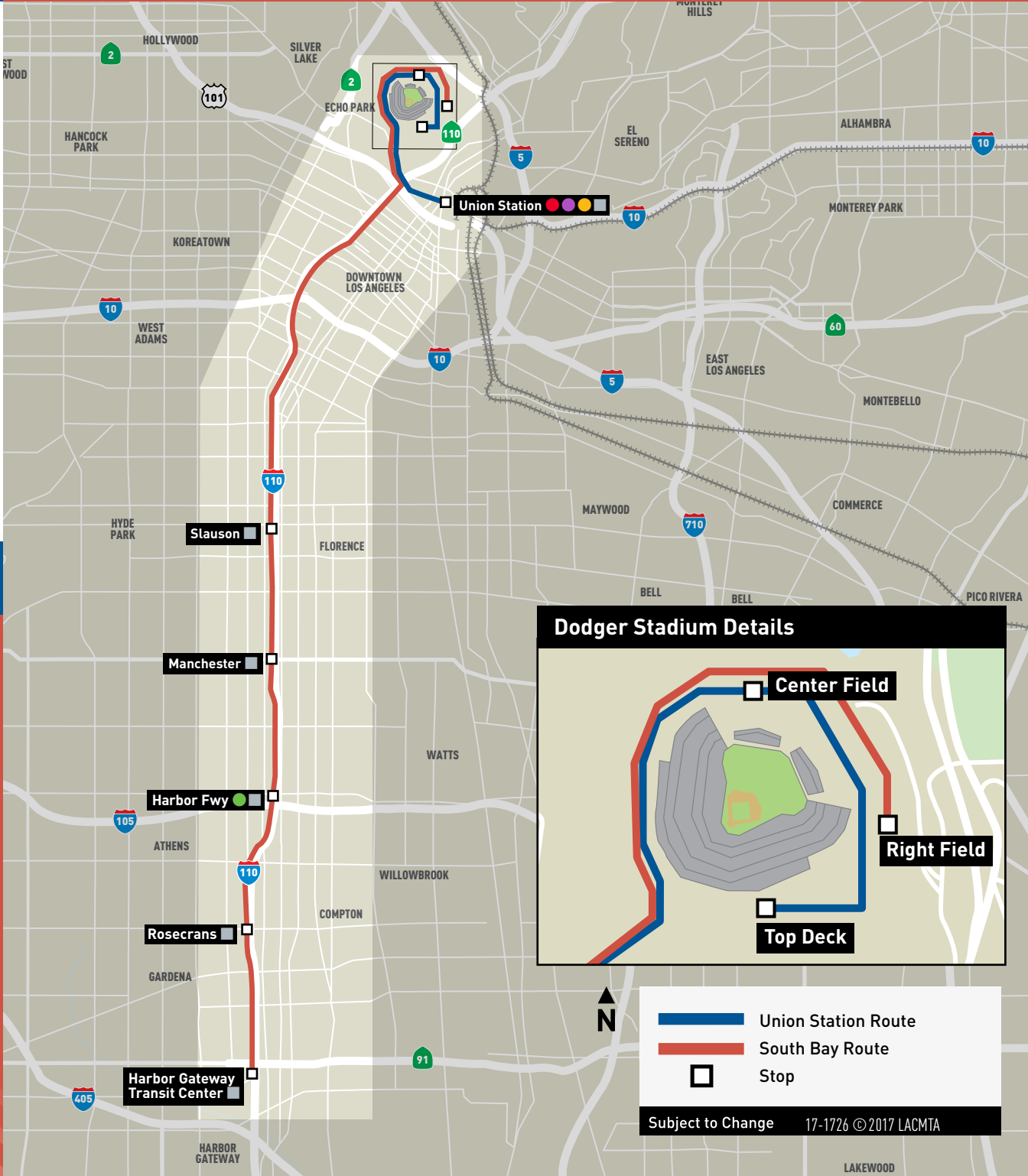
FROM THE SOUTH BAY

- > Board at any of the following stations: Slauson, Manchester, Harbor Freeway, Rosecrans, or Harbor Gateway Transit Center (Bay 9).
- > Buses run every 20 minutes starting two hours before game time, with the last bus leaving Harbor Gateway Transit Center at game time.
- > You'll be dropped off behind **Right Field**. Service back to the South Bay will pick up at the same stop after the game.
- > Return service begins after the end of the 7th inning and ends 45 minutes after the final out, or 20 minutes after post-game events.

FUNDED BY

METRO EXPRESSLANES

Choose your route to Dodger Stadium.



- Union Station Route
- South Bay Route
- Stop

Subject to Change 17-1726 © 2017 LACMTA

¡Viaje en Metro a Dodger Stadium!

Servicio desde el South Bay y Union Station.



Metro

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GO METRO TO THE WORLD SERIES™

Service to Dodger Stadium from
Union Station and the South Bay.



*Servicio desde Union Station
y el South Bay.*



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