



GAMES TDM RESOURCE GUIDE



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Games TDM Resource Guide

Purpose of the Games TDM Resource Guide

As part of the development of a regionwide Games transportation demand management (TDM) plan, the Games Mobility Executives (GME) TDM Subcommittee is creating resources to support local jurisdictions and partner stakeholders with TDM implementation. As part of this effort, subcommittee members developed this Games TDM Resource Guide to help agencies and organizations develop TDM approaches for mega-events like the 2028 Olympic and Paralympic Games (LA28 Games or Games). The guide is intended to serve as a starting point, outlining strategies that are well-suited to mega-events, while accounting for varying levels of capacity and organizing options based on scalability and cost.

Specifically, the intent of the guide is to:

- Provide context on the Games and describe the role of SCAG and the GME in coordinating the development and implementation of a regionwide TDM strategy.
- Assist local jurisdictions in identifying existing resources and pinpointing resource gaps.
- Highlight key TDM categories with potential strategies and case studies to help partners tailor efforts to large-scale events.
- Compile existing and planned resources that can be leveraged to enhance and support ongoing local TDM initiatives.

The GME TDM Subcommittee may apply updates to this resource guide as planning efforts continue to advance and updated or new information is generated or shared.

Overview of the LA28 Olympic and Paralympic Games

The 2028 Olympic and Paralympic Games will be held in Los Angeles and the region at large from July 14 to 30 and August 15 to 27, 2028, respectively. The LA28 Games will mark the third time Los Angeles hosts the Olympic Games, previously hosted in 1932 and 1984, and its first time hosting the Paralympic Games. The Games will be both exciting and impactful for the entire region and particularly for transportation networks. The LA28 Games will host approximately 10 to 15 million spectators and 11,000 athletes competing in 36 sports across 351 events, while the Paralympic Games will host around 2.5 million spectators and 4,400 athletes competing in 22 sports. LA28 has confirmed over [40 venues](#) for the Games,



Source: Photograph: Richard Vogel/AP

some of which will be reused for the Paralympic Games, and has published the Olympic Games schedule by [day](#), [session](#), and [event](#), and the Paralympic Games schedule by [day](#), [session](#), and [event](#). While the second Olympic Games ticket drop closed on August 20, additional Olympic Games tickets will become available on a first-come, first-served basis in 2027. LA28 will also launch the first ticket drop for the Paralympic Games and the official ticket resale platform in 2027. LA28 has shared that, following the second ticket drop, over six million tickets were sold. During the first ticket drop, ninety-five percent (95%) of all tickets priced under \$100 during the LA & OKC Locals Presale, including roughly 500,000 \$28 tickets, were sold. With more than 12 million ticket registrations, LA28 has described the 2028 Games as the most in-demand ticketed event in Olympic history. To learn about future ticket opportunities, sign up for the [LA28 newsletter](#).

People from across the region may be traveling to the Games themselves, either as spectators, volunteers, or workers at the Games, and goods will need to be delivered to the venues. Everyone else will still need to carry on with their lives while the Games are occurring. As such, mobility across the region will be a major challenge, requiring extensive and advanced planning.

To support the successful delivery of the Games, the City of Los Angeles entered into the [Host City Contract](#) with the International Olympic Committee (IOC) and the Los Angeles Organizing Committee for the 2028 Olympic and Paralympic Games (LA28) in September 2017. This agreement outlines the core responsibilities of the City and LA28 in planning, organizing, financing, and delivering the LA28 Games. This foundational agreement was supplemented in December 2021 through the execution of the [Games Agreement between the City and LA28](#), which further clarifies key roles and responsibilities. Most recently, the City of LA and LA28 have advanced the [Enhanced City Resources Master Agreement](#) (Item 3), which establishes the framework for the provision and reimbursement of enhanced City services needed to support the Games and informs the development of venue-specific Venue Services Agreements. Several other venue cities have also executed Games Agreements with LA28 that establish the framework for their roles and responsibilities in hosting the Games. See the agreements in the Resources section below for more details.

Games Mobility Planning and Regional Coordination

To address the transportation demands of this large-scale event, the Games Agreement established the Games Mobility Executives (GME), a coordinating body composed of key transportation agencies and stakeholders, including LA28, the City of Los Angeles Mayor's Office, the Los Angeles County Metropolitan Transportation Authority (LA Metro), the Southern California Regional Rail Authority (SCRRA or Metrolink), the California Department of Transportation (Caltrans), the Los Angeles Department of Transportation (LADOT), Southern California Association of Governments (SCAG), and the Orange County Transportation Authority (OCTA). The GME is tasked with planning and coordinating mobility for the LA28 Games. Table 1 outlines the list of GME Subcommittees and associated lead agencies.

Table 1: GME Subcommittees

GME Subcommittee	GME Lead Agency
Accessibility	City of Los Angeles
Communications and Outreach	LA28, SCAG
Countywide Bus Only Lanes	LA Metro
First/Last Mile and Open Streets	LADOT, LA Metro
Games Enhanced Transit Service (GETS)	LA Metro
Games Route Network (GRN) / Integrated Traffic Management	Caltrans
Heat	LA Metro
Key Stations / LRT Improvements	LA Metro
Mapping	LA28
Mobility Hubs	LA Metro
Modeling	LA Metro
Passenger and Freight Transportation Demand Management	SCAG
Regional Rail	Metrolink
Wayfinding	LA Metro

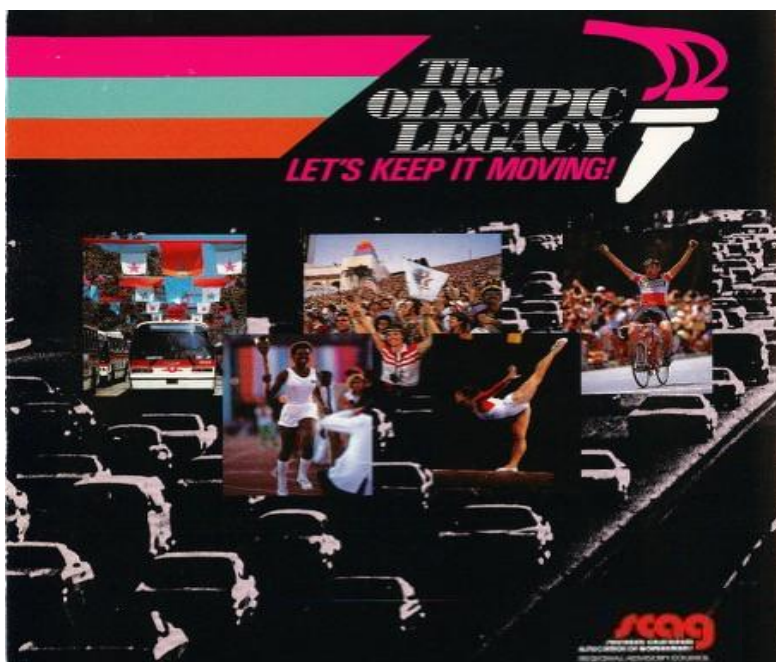
The GME, along with key stakeholders, are currently working with partners from across the region to develop a comprehensive transportation and mobility strategy for the Games. There is an expressed goal to develop a “transit first” Games, and partners are being engaged around a variety of areas including transportation demand management. Though there are plans for transportation projects to address the immediate needs of the Games, other projects are being conceived of as “legacy” projects - projects that are more enduring and will provide benefits to regional stakeholders long after the Games have concluded. These transportation projects are aiming to permanently alter the way that people interact with and utilize the region’s transportation systems, on a large scale.



Source: [TDM advertisement from Paris 2024 Olympic and Paralympic Games](#)

LA28 GME TDM Subcommittee's Regional TDM Strategy

To achieve the Games' transit-first goal, the LA28 GME TDM Subcommittee, with SCAG as the project manager, is leading efforts on a regional approach to TDM. The regional TDM strategy includes a set of policies, projects, and programs to be implemented by LA28, transportation agencies, and local jurisdictions to facilitate travel to Games venues and major destinations. The strategy includes the promotion of transit use and sustainable first/last mile transportation solutions. The TDM strategy also entails working with businesses and freight operators to continue to operate effectively during the Games while minimizing impacts on the roadways. The TDM strategy also addresses the travel needs of everyone else in the region who will need to carry on with their normal routines while the Games are occurring.



Source: SCAG. SCAG authored an [Olympic Impact Report](#) in 1985 analyzing the effectiveness of transportation demand management strategies used in the 1984 Olympic Games.

REGIONAL CONVENINGS AND PARTNERSHIPS (2025-2028)

To ensure seamless coordination of Games-related TDM initiatives, the GME TDM Subcommittee is leading efforts to plan, develop, and implement TDM strategies in collaboration with a broad range of regional agencies and stakeholder partners. Given the scale and complexity of creating a regional TDM strategy for the Games, there is a critical need to engage a diverse and expansive set of stakeholders through outreach efforts.

Stakeholder outreach and engagement efforts include:

- **Regional TDM Forums** – Quarterly Regional TDM Forums – one focused on passenger TDM and another on freight TDM – hosted by SCAG to engage a broad group of stakeholders to support alignment on shared goals, regional coordination, and knowledge exchange.
- **GME TDM and Communications and Outreach Subcommittee Meetings** – Monthly TDM and Communications and Outreach Subcommittee meetings under the GME partnership to support the planning, funding advocacy, and implementation of regional passenger and freight TDM strategies.
- **One-on-One Meetings** – Individual meetings with stakeholders to gain detailed insights into local TDM efforts, including best practices, lessons learned, and areas in need of support.
- **Surveys** – In 2024, SCAG distributed a regionwide survey to public agencies and private partners to assess current TDM practices, identify challenges, highlight innovative approaches, and understand support needs across the region. SCAG and GME partners may continue to conduct surveys as needed throughout the planning process to capture input from a wide range of stakeholders to ensure the regional TDM strategy is informed by diverse perspectives and experiences.

2028 GAMES REGIONAL TDM STRATEGIC PLAN (2025-2026)

In coordination with regional partners, SCAG developed the [2028 Games Regional TDM Strategic Plan](#) (“Strategic Plan”) to guide the coordinated planning, implementation, and evaluation of TDM strategies in advance of and during the Games, while advancing long-term regional mobility goals and legacy outcomes. The Strategic Plan establishes a shared vision, goals, programmatic categories, priority strategies, implementation pathways, partnership approaches, and performance metrics for TDM activities related to the 2028 Games. The plan includes both SCAG and partner-led initiatives and supports coordinated planning and deployment of TDM strategies to manage travel demand for residents, businesses, commuters, freight industry partners, visitors, and Games spectators during the Games period. The Strategic Plan is available on SCAG’s [Games Mobility Program website](#).

The Strategic Plan builds upon prior regional planning and coordination efforts led by SCAG and regional partners. As a precursor to this effort, SCAG, alongside GME partners and other stakeholders, developed the [2028 Games Regional TDM Approach](#) (“Regional Approach”), which established the foundational vision, goals, programmatic categories, and implementation framework for regional TDM coordination. The Regional Approach was approved by SCAG’s Transportation Committee in April 2026 and SCAG’s Regional Council in May 2026. The Strategic Plan also builds upon and aligns with SCAG’s broader [Games Mobility Program](#), [TDM Strategic Plan](#), [Connect SoCal 2024](#), and other regional initiatives and plans such as [LA Metro’s TDM Plan](#) and [OCTA’s TDM Plan](#).

GAMES TDM TOOLBOX (2025-2026)

In 2019, SCAG adopted the region’s first [TDM Strategic Plan](#), which identifies TDM policies and programs that increase the efficiency of the transportation system and reduce VMT and emissions through shifting modes of travel and enhancing operational efficiency to alleviate congestion for passenger commutes and goods movement.¹ The plan was developed through a region-wide collaborative effort involving diverse stakeholders from the public, non-profit, and private sectors, and is an important greenhouse gas reduction strategy included within SCAG’s long-range plan, [Connect SoCal](#).

Following completion of the Strategic Plan, SCAG will develop a Games TDM Toolbox to support local TDM implementation. The toolbox will translate the regional strategy into practical, Games-specific guidance, with high-impact TDM strategies tailored to the unique travel demands, operational conditions, and mobility needs of the 2028 Games. Resources will be tailored to different audiences, including local jurisdictions, employers, Transportation Management Associations and Organizations (TMAs/TMOs), and freight stakeholders, and will highlight best practices, implementation considerations, potential VMT and trip reduction benefits, key partners, costs, and relevant case studies to support implementation in the lead-up to and during the Games.

¹ SCAG updated its TDM Toolbox in 2024 as part of the development of the [Congestion Management Technical Report](#).

TDM PROJECTS (2026-2028)

SCAG, in consultation with the GME and other partners, will identify and support TDM project implementation in advance of and during the Games. During the selection process, SCAG will consider projects that can serve as a legacy of the Games, those that are more enduring and will provide benefits to residents for years long after the Games have concluded. These projects will deliver on four programmatic categories outlined in the Strategic Plan:

- **Regional Communications and Outreach**
 - Develop and coordinate regional communications, messaging, and stakeholder engagement to help residents, businesses, employees, visitors, and partners prepare for Games-time transportation conditions.
- **Regional Wayfinding**
 - Improve the traveler experience through coordinated physical and digital wayfinding, traveler information, and volunteer and ambassador programs.
- **Mobility and Access Programs**
 - Support programs and services that make it easier for people and goods to move efficiently throughout the region before and during the Games.
- **Regulatory and Operational Policies**
 - Advance operational strategies and policies that improve transportation system efficiency, manage demand, and support reliable movement of people and goods during the Games.

MARKETING, COMMUNICATIONS, AND OUTREACH STRATEGY (2026-2028)

Marketing and awareness campaigns are essential tools for managing travel behavior during mega events like the Games. As co-lead of the GME Communications and Outreach Subcommittee alongside LA28, SCAG is working with GME agencies and regional partners to advance a coordinated regional marketing, communications, and outreach strategy that supports Games mobility objectives and implementation of the Strategic Plan. The strategy includes four core elements:

- **Regional Communications Campaign**
 - Provide coordinated, audience-specific messaging that helps travelers understand transportation options, anticipated impacts, and actions they can take to support regional mobility before and during the Games
- **Partner Information Hub**
 - Provide communications materials, messaging guidance, implementation resources, and toolkits that partners can adapt and use to support Games-related communications and outreach efforts.
- **Regional Travel Information Resources**
 - Provide travelers, businesses, freight stakeholders, and visitors with transportation information, trip-planning resources, venue access guidance, and traveler updates before and during the Games.
- **Direct Outreach and Engagement**
 - Support targeted engagement with key audiences, including residents, employers, businesses, freight stakeholders, educational institutions, and community organizations to prepare for Games-time travel and implementation of TDM strategies.

To support delivery of the strategy, SCAG is developing a marketing, communications, and outreach plan that will serve as the framework for implementation and is anticipated to be completed by the end of 2026.

TDM Resource Guide Categories

Community Activation

While the City of Los Angeles is the official host city, the Games and their impact will affect the greater region. An estimated 10 to 15 million tickets are expected to be sold, drawing more than three million unique spectators and approximately 50,000 key constituents, including athletes, officials, and media. The LA28 Games present a transformative opportunity to generate economic benefits and uplift communities throughout the region.

The general public and visitors are more likely to embrace the once-in-a-lifetime opportunity of the Games when supported by well-planned communication and engagement efforts that capture their imagination. Local jurisdictions can use this moment to engage, excite, and inspire their communities and visitors, showcasing the distinct character of their cities and elevating local businesses in the process. Local programming can range from hosting fan zones and hospitality houses to promoting local businesses and events and encouraging more informal gatherings. Local programming efforts not only expand access to the Games for those unable to attend Games events, but also function as TDM strategies by encouraging more localized travel. Below are examples of opportunities for communities and residents to celebrate the Games at the local level, along with associated resource needs and case studies to support implementation. A list of planned community activations during the 2028 Games can be found in the Resources section.

FAN ZONE SITE

The 2024 Paris Olympic and Paralympic Games showcased the impact of “fan zones” as a powerful tool for community engagement. These spaces, over 40 in the Paris area and 180 across France, offered live event screenings, cultural programming, and sports activities, creating an inclusive and celebratory environment that connected residents and visitors to the Games beyond the official venues. Fan zones helped bridge the gap between stadiums and local neighborhoods, fostering pride and excitement while promoting cultural exchange and education. Implementing similar fan zones throughout the region for the Games would enhance accessibility, allow more locals to participate in the Games experience, and strengthen community spirit across the region. As part of its Celebrate Two Eight platform, LA28 released a non-binding [interest form](#) for parties interested in hosting fan zones. The Celebrate Two Eight platform is LA28’s liaison for assisting unofficial and official fan activations



Source: Ville de Paris

throughout the US during the Games. LA28 plans to share licensing, wayfinding, and branding guidance with local jurisdictions through this channel. Additional guidelines and details on the official application process are anticipated to be released in 2026.

Resource Needs

Resource needs vary depending on the scale, duration, and complexity of the fan zone. Large-scale, multi-day activations with extensive programming and street closures will require significantly more resources than smaller-scale events held in existing public spaces with limited programming. Key cost considerations include:

- **Labor Costs:** Includes staffing for planning, event management, traffic control, on-site operations, public safety (e.g., police, fire, EMS), sanitation, and crowd management. May also include volunteer coordination.
- **Material and Equipment Costs:** Covers temporary infrastructure and amenities such as large video screens, sound systems, portable restrooms, lighting, tents/shade structures, fencing, stages, seating, and temporary bollards/barriers for security.
- **Communications and Outreach:** Costs for marketing, signage, digital communications, multilingual outreach, and wayfinding materials to promote the event and direct visitors.
- **Transportation Costs:** Costs to facilitate travel to the event, such as shuttle services, reserved parking lots, first/last mile improvements.
- **Permit Costs:** Includes street closure permits, event or special-use permits, insurance coverage, and other permit fees required to host the event.

Existing/Planned Resources

- [LA Metro's Fan Zones Program](#) – LA Metro is coordinating with LA County departments to identify potential fan zones for the 2028 Games.
- [LA County's 88 for 28 Framework](#) – LA County has launched the 88 for 28 initiative to convene cities in LA County to create a regional approach for the 2028 Games. Identifying and supporting fan zones is a key component of the initiative.
- **LA28 Fan Zone Support** – LA28 is developing resources and guidelines to support local jurisdictions and community groups in hosting fan zones. LA28 recently published a preliminary interest form, as linked previously, for the Celebrate Two Eight program. Through this program, local jurisdictions and other organizations throughout the nation will gain access to LA28 resources including a detailed toolkit, official brand guidelines, and technical assistance.
- **SCAG's Games Community Hubs Toolkit** - SCAG is developing a Community Hubs Toolkit to provide cities and counties with guidance and planning resources to create a network of fan hubs and celebration sites across the SCAG region. SCAG will also identify and implement pilot projects to test activations, with a focus on communities that are not in close proximity to Games venues.

Case Studies

- [Culver City Fan Zone](#) (pg. 10)– Culver City’s City Council approved entering into a Memorandum of Agreement with the New Zealand Olympic Committee to collaborate on creating a fan zone. Fan zone activities would be open and free to the general public and include large viewing screens for public screening of Olympic events. Culver City is also exploring a partnership with the Afro Village Consortium to produce an Africa House at Media Park.
- [FIFA 26 and LASEC Official Fan Festival and Fan Zones](#) – FIFA and the Los Angeles Sports and Entertainment Commission (LASEC) offered an official Fan Festival at the LA Memorial Coliseum from June 11 -15, 2026 and ten official Fan Zones throughout LA County. The complete list of World Cup 26 Fan Zones is included in the press release linked above.
- [2024 Paris Games Fan Zones](#) – The City of Paris established fan zones throughout the city, offering large screens for viewing the Games along with free food and entertainment for residents and tourists.
- [City of LA Kick It in the Park Events](#) – During the summer of 2026, the City of LA offered more than 100 free watch parties at 18 city-owned parks. In addition to live match screenings, some events also featured free PlayLA soccer clinics for youth, family fun zones, and resource tables with City departments and community organizations. The website also featured information on transit-first travel to events, demonstrating how digital event communications can encourage and support more sustainable travel choices.

OPEN STREETS EVENT



Source: [CicLAvia](#)

Open Streets initiatives temporarily close streets to vehicular traffic, transforming them into active public spaces for pedestrians, cyclists, and other non-motorized users. These events foster community engagement, spotlight local businesses, and can contribute to a vibrant Games atmosphere. They also promote sustainable transportation by encouraging walking, biking, and public transit use. Open Streets events can also be paired with fan zones to enhance mobility, alleviate crowding, and support local activation efforts.

Resource Needs and Support

Similar to fan zones, resource needs for Open Streets events vary depending on the event's scale and complexity. Key cost considerations include:

- **Labor Costs:** Includes staffing for planning, event management, traffic control, on-site operations, public safety (e.g., police, fire, EMS), sanitation, and crowd management. May also include volunteer coordination.
- **Material and Equipment Costs:** Covers temporary infrastructure and amenities such as portable restrooms, tents/shade structures, fencing, stages, seating, and temporary bollards/barriers for security.
- **Permit Costs:** Includes street closure permits, event or special-use permits, insurance coverage, and other permit fees required to host the event.
- **Communications and Outreach:** Costs for marketing, signage, digital communications, multilingual outreach, and wayfinding materials to promote the event and direct visitors.

Existing/Planned Resources

- [LA Metro's Open and Slow Streets Grant Program](#) – LA Metro administers an Open Streets grant program to support Open Streets events across LA County. LA Metro released Open and Slow Streets Cycle 6 and 7, which will run from January 1, 2026, to December 31, 2029. The new cycle provided \$10 million for Open and Slow Streets events in Los Angeles County with a special focus on the 2026 FIFA World Cup and 2028 Olympics and Paralympic Games major events. In addition to those selected events, LA Metro board plans to allocate an additional [\\$1 million](#) to support waitlisted and new events taking place between September 2026 and March 2028.
- [LA Metro and LADOT First/Last Mile and Open Streets Events Regional Kit of Parts](#) – LA Metro and LADOT are developing a regional kit of parts to guide the design and implementation of temporary street activations. While focused on improving access to venues, the kit can also be adapted by non-venue cities planning Open Streets events.
- [SCAG's Go Human Kit of Parts](#) – SCAG's Go Human Kit of Parts Lending Library provides pop-up materials to temporarily demonstrate potential and planned street design treatments and safety infrastructure to create safer and more inviting public spaces. During the 2026 FIFA World Cup, the Kit of Parts was used as part of Pico Rivera's World Spirit Festival and open streets event.

Case Studies

- [CicLAvia](#) – Inspired by Latin America's ciclovías, CicLAvia was launched in 2010 through a collaboration between volunteers, the LA Mayor's Office, and LADOT. Held approximately eight times a year, each event opens a different street route to the public, selected based on factors such as population density, transit access, commercial corridors, and proximity to key destinations. Local businesses often offer promotions to coincide with the event, and activity hubs along the routes feature food trucks, entertainment, and family-friendly programming.
- [Pedestrianizing Roadways for the 2028 Games](#) – SCAG and LADOT were awarded Safe Streets and Roads for All (SS4A) grant funding to pilot car-free demonstrations to improve safety and active transportation connections on roadways near Games venues.
- [City of Duarte's Go Human Demonstration](#) – Duarte, in partnership with SCAG, hosted a Go Human activation to showcase potential infrastructure treatments, such as an artistic crosswalk, a pedestrian refuge island, separated bike lane, and a parklet. The demonstration took place during the City's summer concert series.

HOSPITALITY HOUSES / TRAINING SITES

An Olympic Hospitality House is a dedicated space established by participating countries, National Olympic Committees (NOCs) or National Paralympic Committees (NPCs), sponsors, or organizations during the Games to celebrate national culture, support athletes, and engage with fans and international guests. These houses serve as cultural hubs, offering a mix of entertainment, food, live event screenings, and networking opportunities.

Each house reflects its country's unique identity, often showcasing music, cuisine, art, and traditions, while also acting as a home base for athletes, officials, and VIPs. Some hospitality houses are open to the public, while others require invitations and require the purchase of access passes. They play a key role in enhancing the spectator experience and fostering cultural exchange during the Games.

Local jurisdictions can also explore partnerships with NOCs/NPCs to serve as training sites for athletes in advance of the Games. While distinct from a Hospitality House, these sites similarly require collaboration with NOCs/NPCs and offer opportunities to provide local programming and stimulate economic activity. This is also a great way to create comprehensive programming around the Games, allowing cities to host events not only during the Games, but also beforehand through training camps. Individual venues interested in becoming a pre-Games training location can fill out this [interest form](#).



Source: NurPhoto/NurPhoto via Getty Images – Team USA House at the Paris Olympics.

Resource Needs

Resource needs for hosting a Hospitality House or training sites depend on the scale and formality of the space and event. Official houses and training sites typically require partnerships with NOCs or NPCs, including formal agreements between jurisdictions and NOCs/NPCs that outline roles, responsibilities, and funding requirements. Given the complexity of coordinating with a National Olympic or Paralympic Committee, cities interested in hosting a Hospitality House or training sites are encouraged to initiate engagement with these organizations as early as possible. Several cities have already begun forming partnerships, as highlighted in the “Case Studies” section below.

Alternatively, jurisdictions can host fan zones with country-specific programming. These informal activations, which may not require formal NOC/NPC agreements, can be led by cities or community organizations. Fan zones and Open Streets events can also complement Hospitality Houses by extending programming into the broader public realm.

Existing/Planned Resources

- Paris 2024 Games Hospitality Houses Overview – This [Medium article](#) provides a comprehensive list of Hospitality Houses at the Paris 2024 Games, including locations, programming, operating hours, and access requirements.
- NOCs, NPCs, or Associations of National Olympic Committees (ANOCs) – Contact NOCs, NPCs, or ANOCs, which maintain ongoing engagement with NOCs/NPCs, directly to explore opportunities to host a Hospitality House in your jurisdiction.
- Local Partnerships – Partner with local cultural institutions, business improvement districts (BIDs), tourism boards, or community organizations to co-develop programming aligned with NOC/NPC interests. See the “Partnerships” section for guidance on identifying and structuring these collaborations.

Case Studies

[Several cities and communities](#) across the region are already partnering with NOCs to host Hospitality Houses and related programming. Examples include:

- [Culver City](#) – Partnering with the New Zealand Olympic Committee to host a combined Hospitality House and fan zone open to the public (pg. 10). The City is also exploring a partnership with the [Afro Village Consortium](#).
- [San Pedro \(City of Los Angeles, CD15\)](#) - Entered into a Memorandum of Understanding with the Croatian Olympic Committee to host the Croatia House.
- [Mission Viejo](#) – Partnering with the Netherlands Olympic Committee to host athlete training sites in advance of the Games.
- [West Hollywood](#) – Committed \$1 million to the Out Athlete Fund to host a Pride House for 17 days in West Hollywood Park, a space dedicated to LGBTQ+ athletes, fans, and allies during large-scale international sporting events.
- [Santa Monica](#) – The French National Olympic and Sport Committee (CNOSF) will operate “Club France” during the Olympics at the Annenberg Community Beach House following the signing of a Letter of Intent. Santa Monica is also finalizing a proposal for a Santa Monica Nations Village and international broadcast hub at Crescent Bay Park and Lot 4 South with LOIDL LLC (dba Hochsitz).

- Long Beach – Three National Olympic Committees have announced their Country Houses will be located within Long Beach during the Games, including [Greece](#), [Denmark](#), and [Ireland](#). Long Beach also published a [Local Business Interest Form](#) to gather information on local businesses interested in activating their space during the Games. The City of Long Beach also launched a [community survey](#) to identify priorities and concerns the City should incorporate into its plans and preparations. The survey is open for responses until September 30, 2026.
- [Venice](#) – Brisbane 2032's Australia House will be located at Venice Beach on Windward Avenue for the Olympic and Paralympic Games.

BRAND HOUSES

Similar to Hospitality Houses, Brand Houses are dedicated spaces hosted by major brands to celebrate culture, foster international relations, and engage with athletes, dignitaries, media, and the public. Brand houses offer companies a high-profile platform to activate their sponsorships through immersive experiences, product showcases, and curated events that draw global attention. These venues attract significant foot traffic, generate international media coverage, and contribute to the local economy through tourism, hospitality, and event-related spending.

Resource Needs

Resource needs to host a Brand House depend on the scale of the house. Resource considerations include staff time and labor costs associated with planning and managing the event, site preparation, wayfinding, safety and security, communications and outreach, and logistics and operations. Cities can also enter into agreements with brands to share costs associated with creating and hosting Brand Houses. When beginning the planning process, cities and brands must follow IOC and LA28 marketing and sponsorship guidelines.

Existing/Planned Resources

- Public-private Partnerships – Cities can explore cost sharing agreements with brands, as well as with BIDs, tourism bureaus, venues.

Case Studies

- [2024 Paris Games Brand Houses](#) – Several brand houses were featured during the 2024 Paris Games, with some supported and promoted by various National Olympic Committees.
- [2026 Milan Games Brand Houses](#) – Several brand houses and fan activations were featured during the 2026 Milan Games. Most were housed within the main fan zone.
- [Santa Monica](#) – Santa Monica hosted the 2026 Michelob ULTRA Pitchside Club on Santa Monica Pier with live match viewing, interactive soccer-inspired games, and appearances from special guests for 21+ fans.

VOLUNTEER PROGRAM

Volunteers (e.g., fan zone volunteers, transit ambassadors) can enhance the Games experience and provide real-time guidance and support to visitors and residents. Paris effectively utilized 50,000 volunteers for the 2024 Games to provide on-the-ground wayfinding assistance, helping to reduce traveler confusion and anxiety. A team of 5,000 volunteers, easily identifiable in Games-branded attire, was stationed at key transit hubs to assist spectators. These volunteers also provided multilingual support, ensuring responsiveness to an international audience.

LA28, City of LA, and other GME partners will launch volunteer programs to support the Games. It is anticipated that LA28 will recruit approximately 60,000 volunteers, while the City of LA anticipates engaging around 20,000 volunteers. In addition, transit operators may recruit volunteers to support initiatives such as transit ambassador programs. Local jurisdictions can also recruit volunteers to support Games-related activities in their cities, such as fan zones, hospitality houses, or other public events.



Source: [Transit ambassador from 2012 London Olympic and Paralympic Games](#)

Resource Needs

Resource needs for establishing a volunteer program vary based on the scale of the program and deployment goals. Key cost considerations include:

- Labor Costs – Staff costs to oversee program development and recruitment, training, scheduling, and daily coordination
- Volunteer Support – Items to support volunteers during shifts, such as transit passes, meals, water, and other amenities
- Uniforms – Easily identifiable vests, shirts, hats, and/or name badges
- Training and Onboarding – Development and delivery of training on customer service, accessibility, transit/event information, and Games-specific details
- Equipment – Toolkits, mobile devices or tablets, and scheduling toolkits

While programs may rely on volunteers, local jurisdictions may consider assigning existing staff as ambassadors to supplement volunteer efforts, especially at high-priority locations.

Local jurisdictions hosting Games-related events can implement more cost-effective volunteer programs by leveraging existing efforts led by city departments, such as Parks and Recreation Departments, as well as partnering with local community organizations, schools, and service clubs. These partnerships can help reduce recruitment and training costs while tapping into community-based networks that are already experienced in running volunteer programs and event planning.

Existing/Planned Resources

- [LA28 Volunteer Program](#) – LA28 launched a volunteer program, seeking additional support for verifying athletes and media accreditation, transportation logistics, event support, and spectator and wayfinding support, among other tasks. LA28 launched the [application portal](#) for community members to apply to be one of 60,000 Games-time volunteers. Volunteers must be at least 18 years of age when applying, be proficient in English, be available for at least 10 non-consecutive shifts during the Olympic or Paralympic Games, and be located within one of the Games locations, including Oklahoma City and the Football Host Cities.
- [City of LA Volunteer Program](#) – The City of LA Mayor’s Office launched Shine LA, which is a city-wide initiative to revitalize neighborhoods to prepare for the 2028 Games and other upcoming mega-events.
- Transit Ambassadors – Transit agencies across the region that will play a key role in transporting spectators, visitors, and residents will likely build on existing transit ambassador and volunteer programs to support the Games, such as [LA Metro’s Ambassador Program](#).

Case Studies

- 2024 Paris Games – As noted above, Paris Olympic and Paralympic Organizing Committee and the City of Paris successfully implemented a volunteer program with 50,000 total volunteers. The Olympic and Paralympic Committee recruited 45,000 volunteers, and the City of Paris recruited 5,000 volunteers. The volunteers were deployed throughout the city and at Games venues and helped welcome, guide and inform visitors.
- [2026 FIFA World Cup LA Metro Values in Practice \(MVP\) Program \(pg. 12 of the presentation\)](#) – LA Metro trained and reassigned employees to assist with customer service at key event locations during game days. The program focuses on delivering safety, customer service, disability awareness & sensitivity, and human trafficking protection.

SHOWCASING LOCAL CULTURE AND BUSINESS

Local jurisdictions can take advantage of the Games to highlight local businesses and promote the unique character of their communities to encourage tourism and drive economic growth. Cities can work together with BIDs, tourism bureaus, and chambers of commerce to develop marketing materials and incentives to encourage residents and visitors to explore and shop locally.

Another way to highlight a community’s distinct identity while supporting local economic growth is through participation in [LA28’s Cultural Olympiad](#). The Cultural Olympiad will highlight and expand access to the region’s rich cultural landscape, celebrating diverse voices and the bold artistic history of the region. The event will feature original artistic content and programs across a wide range of mediums. The program will be staged in the year preceding and during the Games and will feature an educational component for students across the region.

Resource Needs

Local business, arts, and culture promotion can be supported through strong partnerships and targeted marketing. Key needs include:

- Coordinating with local business organizations (e.g., BIDs, chambers of commerce) and cultural institutions (e.g., theaters, museums, schools, and universities)
- Designing and distributing promotional materials (e.g., maps, discount cards, branded signage)
- Leveraging existing events, such as summer concert series, movie nights, and farmers markets, enhancing them with Games-related branding to create low-cost, high-impact community activations

Existing/Planned Resources

- Partnerships – Cities can work with BIDs, tourism bureaus, and chambers of commerce to co-develop marketing materials, cross-promotions, and “shop local” campaigns tied to the Games.
- Event Integration – Existing community programming (e.g., outdoor movies, art walks, festivals) can be reframed as Games activations to celebrate local culture and encourage foot traffic to commercial areas.
- Cultural Olympiad – LA28 will work closely with the City and County of Los Angeles to organize the Cultural Olympiad. Information on the City of LA’s efforts can be found [here](#), and on the County of LA’s [here](#).

Case Studies

- [City of West Hollywood’s Creative Triennium](#) – West Hollywood created a three-year strategic framework to guide the City’s cultural programming in the lead up to the 2028 Games.
- [City of Ontario Hospitality and Tourism Resources](#) – Ontario has developed a webpage and supporting materials that highlight major projects and the city’s proximity to key regional destinations and amenities. The City also produced an [informational handout](#) showcasing how Ontario is planning for continued growth in anticipation of the 2028 Games.
- [Greater Ontario California \(GOCAL\) Games Business Strategy](#) (pg. 111) – GOCAL, the official destination marketing organization for Ontario and Rancho Cucamonga, developed a business strategy to attract pre-Games training agreements with National Olympic and Paralympic Committees, local community activations, and other sanctioned athletic events.
- [City of Pasadena Tournament of Roses Guide](#) – While not Games related, Pasadena’s collaboration with the Pasadena Convention & Visitors Bureau to promote local hotels, restaurants, and retail during the Rose Parade and Rose Bowl serves as a useful example.
- [City of Long Beach’s Bicycle-Friendly Business District \(BFBD\)](#) – Long Beach was the first city in America to launch a BFBD program in 2011. The City launched this two-year experimental pilot program to help increase short distance bicycle trips within the city limits and create a “bike-local, shop-local” connection.
- [LA Metro’s Eat Shop Play \(ESP\) Program](#) – LA Metro’s ESP Program focuses on supporting businesses near LA Metro construction projects, offering businesses free digital marketing courses and promotes visibility and exposure through LA Metro’s marketing campaigns.

Marketing, Communications, and Outreach

A comprehensive and coordinated marketing, communications, and outreach effort is a foundational component of an effective TDM strategy, particularly in the context of mega-events like the Games. They effectively inform spectators, residents, and commuters about the transportation impacts of the Games and promote available alternatives to single-occupancy vehicle (SOV) travel. Beyond guiding passenger travel, communication channels also inform goods movement operators and businesses of impacts to key freight corridors, local logistics operations, and last mile delivery connection to and around venue locations. These campaigns are especially valuable due to their scalability, cost flexibility, and ability to target specific audiences.

To begin developing communications campaigns, it's important to identify target audiences, objectives of the campaign, and communication channels. The table below provides an overview of key Games audiences, objectives of a communications campaign, and suggested communication channels.



Source: [TDM Advertisement from London 2012 Olympic and Paralympic Games](#)

Table 2: Games Communications Planning Overview

Audience	Objectives	Communications Channels
Spectators/Tourists	• Educate on and promote use of local transit and multi-modal options • Provide real-time transit updates and event info • Highlight local businesses and city attractions • Keep informed on last-mile approaches to venues and community activations	• City/organization website • Social media • Wayfinding • Travel guides and brochures • Newsletters • Out-of-home advertising (e.g., billboards, digital displays) • Trip planners (e.g., LA28 Trip Planning app, LA Metro trip planner, Google Maps, Waze, etc.)
Games Workforce	• Provide real-time transit updates • Promote alternatives to personal auto travel, such as public transit, the Games Enhanced Transit Service (GETS), carpooling, and vanpooling • Keep informed on last-mile approaches to venues	• Trip planners (e.g., LA28 Trip Planning app, LA Metro trip planner, Google Maps, Waze, etc.) • LA28 website and employee newsletters • City/County newsletters and social media • Caltrans message boards • Transit websites/apps – brochures on buses, QR codes • Wayfinding
Businesses	• Keep informed on transportation impacts • Promote commuter benefits, telework options, and alternatives to personal auto-travel • Promote engagement opportunities, such as fan zones	• City/organization website • Social media • Chambers of Commerce and Business Improvement Districts • TMAs/TMOs • Fact sheets
Commuters	• Provide real-time transit updates • Promote commuter benefits, telework options, and alternatives to personal auto-travel • Highlight campaigns to encourage multi-modal or car-free travel	• TMAs/TMOs • Employee newsletters • City/County newsletters and social media • Caltrans message boards • Transit websites/apps – brochures on buses, QR codes • Out-of-home advertising (e.g., billboards, digital displays) • Trip planners (e.g., LA28 Trip Planning app, LA Metro trip planner, Google Maps, Waze, etc.)

Audience	Objectives	Communications Channels
Residents	• Provide real-time transit updates • Encourage and highlight incentives for alternative models of travel to reduce peak congestion • Provide early notice on street closures, parking restrictions, and neighborhood events	• City websites, newsletters, social media, Nextdoor, outreach events (festivals with booths), direct emails • Out-of-home advertising (e.g., billboards, digital displays) • Trip planners (e.g., LA28 Trip Planning app, LA Metro trip planner, Google Maps, Waze, etc.)

It is also important for local jurisdictions to think through which communications will be more city-focused and will require more local input, and which communications will be more region-wide and that will be led by LA28, GME partners, and other stakeholders. Local communication efforts include:

- Highlighting impact of the Games on local travel, such as road closures, transit service modifications, and parking restrictions.
- Educating on and promoting the use of local transit and multi-modal options, such as travel guides that highlight local transit and micromobility options and available transit incentives.
- Promoting available commuter benefit services to encourage businesses to implement telework policies and encourage more sustainable modes of commuting.
- Showcasing local businesses, local events and programming, such as fan zones, hospitality houses, or open streets events.
- Updating digital resources and materials with the latest information on local policies and requirements, wayfinding, and other resources.

As noted above, SCAG, alongside members of the GME TDM and Communications and Outreach Subcommittees and other key partners, will develop and implement a comprehensive TDM marketing, communications, and outreach strategy to support coordinated regional messaging and provide partners with resources to advance TDM implementation. A marketing, communications, and outreach plan will be completed by the end of 2026 to guide implementation of the following key elements:

- **Regional Communications Campaign** to provide coordinated, audience-specific messaging that helps travelers understand transportation options, anticipated impacts, and actions they can take to support regional mobility before and during the Games. Campaign development will continue through 2026 and 2027, followed by broader deployment and scaling in advance of and during the Games.
- **Partner Information Hub** to provide communications materials, messaging guidance, implementation resources, and toolkits that partner agencies can adapt and deploy through their own communications and outreach channels. The Hub will be developed in 2027 and serve as a centralized resource for partners as regional communications efforts ramp up toward the Games.
- **Regional Travel Information Web Presence** to provide residents, commuters, businesses, freight stakeholders, and visitors with transportation information, trip-planning resources, venue access guidance,

and traveler updates before and during the Games. An initial web presence will launch in early 2027 and will continue to be developed and expanded as the Games approach and more detailed transportation and venue access information becomes available. The web presence will serve as a central source of Games-related travel information and support consistent information across regional and partner channels.

- **Direct Outreach and Engagement** to support targeted engagement with key audiences, including residents, employers, businesses, freight stakeholders, educational institutions, and community organizations. Outreach will begin in advance of the Games and scale as Games-time transportation information becomes available, helping priority audiences prepare for travel impacts and identify opportunities to implement TDM strategies.

Partner agencies will play an important role in extending the reach of these efforts through their existing communications and engagement channels. Resources and updates will be shared through the Partner Information Hub, regional forums, and other ongoing engagement opportunities to support coordinated regional and local implementation.

To help local jurisdictions identify existing communication channels that can be leveraged for the Games, and the intended audiences for each, the table below is provided as a planning tool. As the table is completed, consider any communication gaps, such as underserved audiences or limited resources for certain channels.

The following two tables are left blank to fill in with your organization's audience and resources as well as current partners and partnership opportunities.

Table 3: List of Communications Channels

Channel Type	Audience (e.g., residents, visitors, businesses)	Communication Resource
DIGITAL		
Websites		
Digital Apps		
Social Media		
Newsletters/Emails		
PHYSICAL		
Signage		
Brochures		
IN-PERSON		
Outreach Events		
Ambassadors/Volunteers		
MEDIA		
Press Releases		
TV Ads		
Radio Ads		

Partnerships

Planning for the Games - from launching communications campaigns to advancing ATP and first/last mile improvements - is a cross-cutting effort that requires close coordination between public agencies and private partners. These partners can play a vital role in co-developing and co-implementing programs, providing technical expertise, and serving as valuable resources throughout the planning and implementation process.

To support local jurisdictions in identifying key partners and potential collaboration opportunities, the table below is provided as a brainstorming tool. Additional sections of this guide, such as “Community Activation” and “TDM Strategies,” highlight potential partners that can inform and support the completion of this table.

Table 4: List of Stakeholder Groups

Stakeholder Group	List of Current or Potential Partners	Partnership Opportunities
Municipalities		
Transit Agencies		
CTCs		
Councils of Governments		
CBOs		
Transportation Management Associations/Organizations		
Private Employers		
Business Improvement Districts (BIDs)		
Tourism Bureaus		
Chambers of Commerce		
Airports		
Transportation Network Companies/Rideshare		
Delivery Network Companies and Logistics Providers		

TDM Strategies

As the region prepares to host the 2028 Olympic and Paralympic Games, it is essential to support programs and projects that maximize efficient mobility and minimize disruptions for residents, businesses, and visitors. Both research and real-world experience have shown that a robust TDM program is critical for managing the surge in travel demand associated with mega events, particularly in already congested urban regions.

In these high-demand contexts, TDM strategies are key to reducing the number of vehicles on the road while expanding access to a diverse range of travel options. For the Games, the most effective strategies have focused on shifting the mode and timing of travel, and critically, reducing background or base load demand to make room for the additional trips generated by spectators, athletes, staff, and media. While the GME is leading systemwide improvements, local jurisdictions will likely experience direct impacts and are essential partners in delivering localized TDM efforts.

As noted above, SCAG developed a [TDM Toolbox](#) as part of its TDM Strategic Plan, which was recently refreshed in 2024 in the [Congestion Management Technical Report](#). The toolbox is meant to function as a guide for TDM professionals and practitioners that can be applied across the SCAG region. This can serve as an immediate resource to assist local jurisdictions and practitioners in local TDM implementation. Building on this foundation and the 2028 Games Regional TDM Strategic Plan, SCAG is developing a new Games TDM Toolbox in 2026. The Toolbox will include strategies tailored to the unique travel demands and operating conditions of the 2028 Games for a variety of audiences, including local jurisdictions, employers, businesses, TMAs/TMOs, and freight stakeholders. Designed as a practical and actionable resource, the toolbox will provide guidance, best practices, implementation considerations, and examples to help partners select and deploy TDM strategies that respond to their specific needs in the lead-up to and during the Games. Updates will be provided on [SCAG's website](#).

To complement the TDM Toolbox, an [appendix](#) to the TDM Resource Guide has been developed to outline key TDM strategies tailored to the unique demands of mega-events. The strategies are drawn from SCAG's TDM Toolbox, and serve as an interim resource until the Games TDM Toolbox is developed. Updates will be posted on [SCAG's website](#).



Source: *Wayfinding from 2024 Paris Olympic and Paralympic Games*



Source: *Metro Mobility Hub Design Concept*

Policies

Regulatory and operational policies reduce demand on roadways through widespread, impactful changes, such as halting roadway construction during critical periods, implementing traffic management policies, and incentivizing or mandating telework, staggered shifts, or similar workplace strategies across the region. Venue area parking and curb management strategies are equally important to avoid local congestion, improve last mile goods delivery, and support Games operations by facilitating seamless travel experiences for all travelers

Regulatory and operational policies help manage the interaction between Games trips and background trips. They can reduce unnecessary vehicle travel, protect high-priority routes, support GRN operations, manage parking and curb access, control Transportation Network Company (TNC) activity, preserve local access, and reduce conflicts between passenger and freight movements.

Key policy areas include:

- **Parking Management and Pricing Policies:** Parking pricing, including at GETS park-and-ride facilities, venue-adjacent parking restrictions, residential permit parking, and event parking management strategies.
- **Curb Management Policies:** Loading zones, passenger pick-up and drop-off areas, commercial loading, and curb allocation strategies.
- **TNC Policies:** Designated pick-up/dropoff locations, geofencing, and operational requirements for rideshare services.
- **Micromobility Policies:** Parking, staging, fleet management, and operating requirements for shared bicycles and scooters, as well as cargo bikes and delivery robots.
- **Commute Reduction Policies:** Telework, flexible work schedules, compressed work weeks, and other employer-based travel demand management strategies.
- **Freight Access and Delivery Policies:** Delivery windows, consolidation/staging, truck parking, loading requirements, access restrictions, microhubs and other measures that support efficient goods movement during the Games. Some of these strategies overlap with Mobility and Access Programs as policies that impact both operations and access across the region.

SCAG will support regional policy coordination and alignment efforts by facilitating information sharing and stakeholder meetings, developing guidance focused on key policy areas, and highlighting opportunities for alignment.

While near-term Games planning will focus on policies and operational measures that can be implemented within the remaining timeframe, the Games also provide an opportunity to advance longer-term TDM policy goals that can extend beyond 2028. One such opportunity is the adoption or strengthening of local TDM ordinances. TDM ordinances seek to reduce vehicle miles traveled (VMT) by requiring developers to implement targeted strategies that support more sustainable transportation choices for tenants, employees, residents, and visitors. TDM ordinances can also apply to employers, requiring employers of certain sizes to implement TDM strategies to promote a shift to more sustainable modes of transportation. Though TDM ordinances typically require a longer timeframe to develop and secure support for, they are an enduring approach, laying the groundwork for lasting behavioral shifts and more equitable, multimodal communities. A TDM ordinance checklist is included as an [appendix](#) to support the review of existing ordinances or the development of new ones. The checklist summarizes

best practices, highlights relevant case studies, and provides a template ordinance that can be adapted to meet local needs.

World Cup Takeaways

The recent FIFA World Cup 26 provided an important opportunity to test and demonstrate major-event mobility strategies ahead of the 2028 Games. Across eight matches, LA Metro in partnership with the region's transportation agencies deployed the World Cup GETS – a supplemental bus service to support World Cup travel – wayfinding, integrated fare payment, communications and marketing, and other strategies to support travel and activate communities throughout the region. LA Metro CEO Stephanie Wiggins [documented Metro's efforts](#) throughout the tournament, and Metro's customer experience survey found that roughly seven out of 10 World Cup GETS riders were very satisfied with the service.

The World Cup also provided valuable insights that can help strengthen planning for 2028, including opportunities to further improve transit reliability, regional coordination, and consistent wayfinding across participating agencies. Local jurisdictions can draw from these experiences, as well as examples of fan zones, open streets, and other community activations, as they plan for the Games. SCAG is also conducting an economic and community impact assessment to identify additional lessons and opportunities to inform Games planning and will present on key findings at [SCAG's Annual Economic Summit](#), held in conjunction with its Regional Council meeting in December.

The following information provides an overview of World Cup-related events and services.

- **Transit Agency Report-Backs** – Metro's staff presented key takeaways and lessons learned from the World Cup at the September [Special Board](#) meeting. OCTA staff shared results from the agency's two shuttle routes from ARTIC and the Newport Beach Transit Center at the [September Board](#) meeting. Finally, Metrolink staff summarized the agency's enhanced service and marketing campaign at the [September Board](#) meeting.
- **Fan Zones** – FIFA and LASEC hosted 10 official [fan zones](#) and one official fan festival throughout Los Angeles County for the World Cup during summer 2026. These fan zone sites accompanied the Fan Festival which took place at the LA Memorial Coliseum from June 11 – 15 from 12 PM – 6 PM. [LA County](#) also cohosted unofficial fan zones with local jurisdictions.
- **Open Streets Events** - LA Metro's Board approved the [Open & Slow Streets Grant Program Cycles 6 and 7 awards](#) in December 2025 with several activations taking place during the World Cup. The link above highlights the approved projects.
- **Supplemental Transit Services** – LA Metro, in partnership with several sub-regional transit agencies, provided supplemental transit services to Los Angeles Stadium in Inglewood. Overall ridership on this World Cup GETS system reached [212,865 rides](#). The highest ridership originated from Union Station at 36,768 total rides and the hotels and parking near LAX at 29,681 rides. Metro is taking this into account when planning for the distribution of service for the 2028 Games. Rides on the supplemental system cost \$1.75 one way or \$3.50 round trip and payments were accepted via TAP cards or contactless credit and debit fare payment (open loop payment). As the tournament progressed and word of mouth spread, ridership on the GETS system increased. Match 1 on June 12 saw the lowest GETS ridership at 18,551, while match 7 on July 2 saw the highest GETS ridership at 30,144 and 49,000 total transit rides. Metrolink also offered supplemental service for the World Cup to the tune of 48 additional trips.

- **Transit Discounts and Integrated Payments** – LOSSAN, which operates the Amtrak Pacific Surfliner corridor, offered [20 percent off](#) all trips taken between May 1 and July 15, 2026. LOSSAN also provided travel times, in the link above, on the Pacific Surfliner and accompanying transfers to SoFi Stadium from various origins and highlighted fan zones and local activations near train stations. LA Metro also launched Open Payment – which allows riders to tap a credit or debit card to pay for transit – in late May 2026. On the day of the seventh match in Los Angeles, LA Metro hit 500,000 credit/debit taps. Open Payment usage was 92% higher on match days.

Table 6: World Cup Resources

Category	Agency	Resource
World Cup Toolkits	FIFA and LASEC	Activation Toolkit
	LA Metro	Ready, Set, Go Playbook
		World Cup Enhanced Service Regional Transit Provider Toolkit
		2026 First/Last Mile & Mobility Hubs Temporary & Quick Build Toolkit
World Cup Takeaways	LA Metro	Special Board Report
	OCTA	Board Report
	Metrolink	Board Report (Item 13C)

Contacts

For questions regarding the work of the GME TDM and Communications and Outreach Subcommittees, contact Courtney Aguirre, SCAG Manager of Mobility Planning and Goods Movement, aguirre@scag.ca.gov, and Turner Lott, SCAG Senior Regional Planner, lott@scag.ca.gov.

For questions regarding LA28’s transportation planning, contact Nick Efron, LA28 Public Transportation Senior Manager, nick.efron@la28.org.

Resources

The following agencies have launched dedicated Games websites that can serve as ongoing references.

GME Agencies		Partner Agencies	
• LA28	• City of Carson	• City of West Hollywood	
• LA Metro	• City of Long Beach	• LA County	
• SCAG	• City of Pico Rivera	• Visit California	
• Metrolink			
• City of LA			

Additionally, the following resources can guide local jurisdictions through the development and implementation of TDM strategies. SCAG’s current TDM resources cover the basics of TDM and as noted earlier, are being updated to address mega-events, while LA Metro’s current TDM Strategy incorporates initiatives geared toward the 2028 Olympic and Paralympic Games. This section also includes future resources, including Games-related resources, that local jurisdictions can take advantage of once developed.

Table 7: LA28 Governance Documents / Strategic Plans

Category	Agency	Resource
LA28 Governance Documents / Strategic Plans	IOC / City of LA / LA28	Host City Contract
	LA28 / City of LA	Games Agreement
	City of LA	Executive Directive No. 16 Draft Enhanced City Resources Master Agreement (Item 3)
	LA Metro	Mobility Concept Plan
	SCAG	Games Mobility Framework Games TDM Strategic Plan
	County of LA	88 for 28
	Long Beach	Games Agreement Games Strategic Plan
	San Fernando Valley Council of Governments (SFVCOG)	Games Strategic Plan
	LA28	LA28 Key Resources
		Look of the Games
		Cultural Olympiad
	LA Metro / LA28	Memorandum of Understanding
	City of Carson	Games Agreement
	City of Inglewood	Games Agreement
	City of Anaheim	Games Agreement
	City of Pomona	Games Agreement
	City of Arcadia	Games Agreement

Table 8: TDM Plans, Programs, and Policies

Category	Agency	Resource
TDM Plans / Programs	SCAG	TDM Strategic Plan TDM Toolbox
	LA Metro	2025 TDM Strategy Framework July 2026 TDM Strategy Implementation Update
	OCTA	TDM Plan
	City of LA	VMT Calculator Calculator User Guide LADOT Games Transportation Plan
	City of Santa Monica	TDM Resources
	San Diego Association of Governments (SANDAG)	Sustainable Transportation Services Program
	LA Metro	Ready, SETGO: Special Event Transportation Industry Playbook
TDM Ordinances	City of Burbank	TDM Ordinance
	City of Glendale	TDM Ordinance
	City of LA	TDM Ordinance
	City of Pasadena	TDM Ordinance
	City of Santa Monica	TDM Ordinance
	City of West Hollywood	TDM Ordinance
Transportation Management Associations / Organizations (TMAs/TMOs)	Burbank TMO	Ridematching
	FASTLinkDTLA	Ridematching/Shuttle Service
	Go Glendale!	Ridematching
	GoSaMo TMO	Ridematching
	GoWeHo	Technical Assistance/Marketing and Outreach
	IE Commuter	Ridematching
	Iride Inglewood	Employee Shuttle
	Playa District Commute	Ridematching
	Playa Vista Compass	Ridematching
	Warner Center TMO	Ridematching

Table 9: Regional Services, Resources, and Case Studies

Category	Agency	Resource
County Transportation Commissions Services	LA Metro	Commuter Services
	Orange County Transportation Authority (OCTA)	Rideshare Program
	Riverside County Transportation Commission (RCTC)	Commuter Services
	San Bernardino County Transportation Authority (SBCTA)	Commuter Services
	Ventura County Transportation Commission (VCTC)	Rideshare Program
First Last Mile & Open Streets / Fan Zones	LA Metro	Fan Zones Program Open and Slow Streets Grant Program Cycle 6 and 7 Recommendations (Item 6) First/Last Mile and Mobility Hubs Kit of Parts Toolkit
	LADOT / LA Metro	FLM Planning Principles Checklist
	Culver City	Fan Zone Council Report
	National Association of City Transportation Officials (NACTO)	Temporary Street Closures Guide
	LA28	Celebrate Two Eight Preliminary Interest Form
Mobility Hubs	SCAG	Mobility Hub Design and Implementation Guide
	LADOT	Mobility Hubs Readers Guide
Quick-Builds	SCAG	Go Human Kit of Parts
	CalBike	Quick-Build Guide
Hospitality / Brand Houses & Training Sites	LA28	Pre-Games Training Site Interest Form and FAQ
	City of Mission Viejo	Netherlands Partnership
	City of Santa Monica	Club France National House (pg. 10) Brand House Partnership
	City of West Hollywood	Pride House Partnership
	City of LA	San Pedro Croatia House Memorandum of Understanding
	City of Long Beach	Greece House Announcement Denmark House Announcement Ireland House Announcement

Table 10: Future Resources

Category	Agency	Resource	Anticipated Release
TDM Toolkits / Resource Guides	SCAG	2028 Games TDM Toolbox	2026
	LA Metro	TDM Resource Guide	2026
Fan Zones / Community Hubs	LA28	Celebrate Two-Eight Guidelines	2026
	SCAG	Community Hubs Toolkit	2026
Mobility Hubs	LA Metro	Games Mobility Hubs Kit of Parts	2026
Communications Campaign	SCAG	Games-related Communications Campaign Materials and Templates	2026 – 2027
Pilot Programs	LA Metro	TDM Incentives	2026 – 2027
TMA / TMO Support	SCAG	Technical Assistance, Capacity Building Support, and Implementation Resources	2026 – 2027
Wayfinding	LA28 / GME Partners	Games Wayfinding Toolkit	2026 - 2027

Table 11: Planned LA28 Games Community Activations

Type of Activation	Agency	Event Name	Location	Dates
Fan Festival	Pico Rivera	Celebrate Here	Sports Arena, Whittier Blvd, Smith Park and Mines Ave	2028
Open Streets Event	LA Metro & Partner Cities	LA Metro's Open and Slow Streets Grant Recipients	Various locations	TBD
Hospitality or Brand House	Santa Monica	Club France and Broadcast Center	Annenburg Community Beach House	Olympic and Paralympic Games
	Culver City	New Zealand House	Culver Hotel, Town Plaza, and Culver Steps	Olympic Games
		Afro House	Media Village	TBD
	Long Beach	Ireland House	Ovation Square	Olympic Games
		Greece House	TBD	TBD
		Denmark House	Westin Long Beach	TBD
	Los Angeles	Croatia House	San Pedro	Olympic and Paralympic Games
	West Hollywood	Pride House	The Abbey	TBD

