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**EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
FEBRUARY 15, 2007**

SUBJECT: LOS ANGELES MARATHON SERVICE

**ACTION: AUTHORIZE INCREASED SERVICE ON MARATHON DAY AND AMEND
THE FY07 BUDGET**

RECOMMENDATION

- A. Authorize the Chief Executive Officer to provide increased bus and rail service and supervision, as well as free fares for 25,000 runners, on Sunday, March 4, 2007, the day of the City of Los Angeles Marathon.
- B. Amend the FY07 budget to add up to \$300,000 of expenses to the Enterprise Fund budget to be funded with Proposition C40% fund balance.

ISSUE

The annual City of Los Angeles Marathon is an all-day event that prompts street closures through the County along a 26.2-mile route. These street closures typically necessitate extensive detours and re-routing of more than 40 Metro bus lines.

For 2007, the Marathon is using a new course. In previous years, the course formed a loop with both the start and finish lines located on Figueroa Street in Downtown Los Angeles. For 2007, a point-to-point course is being used; the race starts adjacent to Metro's Universal City Station in North Hollywood, and ends adjacent to the 7th Street/Metro Center Station in Downtown.

This new course has three significant effects on Metro service:

1. The number of Metro bus routes that need to be re-routed will nearly double, increasing to 79;
2. The 25,000 registered Marathon runners will be asked to park in lots either at the finish line and ride Metro Rail back to the start, or in lots near the starting line and ride Metro Rail back from the finish after the race.
3. The route will intersect the Red Line at numerous points, encouraging spectators to follow the runners' progress by making numerous trips on the Red Line.

Accommodating the demands that will be placed on the bus and rail system that day will require greatly increased frequency and capacity in rail service, extra security, extra coordination and on-street transit supervision, customer notifications and extra staff to assist riders at rail stations and bus transfer points. The unbudgeted costs for these services, detailed in Attachment A, total nearly \$300,000.

Metro has historically made service accommodations for the annual event and Marathon participants have been provided free access to Metro services. The new route requires additional service modifications and personnel requirements and it is anticipated that many more participants will rely on Metro to navigate the course.

Runners wearing the official Marathon bib in past years have been permitted to ride the Metro bus and rail system free on marathon day, mainly to provide a means of getting back for those who have been unable to complete the race. Staff estimates the typical number of runners who actually use the system has been in the hundreds. The change in course this year may generate as many as 25,000 runners on the Red Line.

Marathon organizers have already promoted use of Metro to the event and (based on past practices) have notified participants that service will be free for them. Additionally, Metro has a long history of making accommodations for local and regional on-street events.

Given the new Marathon course, the City of Los Angeles has asked Metro to extend its free-ride offer for one more year for Marathon participants with the understanding that a future funding agreement can be reached that is more revenue-neutral in out years.

This request for funding authorization is coming forward at this time because in prior Board cycles Metro staff believed an agreement was pending and Marathon organizers believed the previous policy of free service for participants would be continued regardless of Marathon routing.

OPTIONS

The option is to run normal Sunday service on marathon day and provide normal levels of supervision and security. This is neither recommended nor realistic due to road closures and projected customer impacts.

FINANCIAL IMPACT

A budget amendment is required to add the additional costs and the money to pay for the additional costs to the FY07 budget. Proposition C 40% discretionary funds are proposed to pay for this expense with no fair share appropriation for the municipal operators.

Metro should benefit from increased revenue from spectator ridership. Free fares for runners are not revenue we would typically receive.

NEXT STEPS

Staff will work with the Marathon organizers on coordination of transit service as well as cross-promotional opportunities to encourage future ridership through exposure to Metro on marathon day. Staff also will develop extensive advance notifications for bus riders regarding route detours and alternatives on that day.

ATTACHMENT

Attachment A: Breakdown of Added Costs for L.A. Marathon



Matt Raymond
Chief Communications Officer



Roger Snoble
Chief Executive Officer

**ESTIMATED COSTS
DEPLOYMENT FOR LA MARATHON**

Labor costs	Department	Item	2006 Costs	2007 Costs	Additional Information
	Bus Operations				
		Transit Ops Supervisor overtime	22,000	29,250	49 worked in 06, 65 projected for 07
		Field Equipment Tech overtime	1,350	1,800	3 worked in 06, 4 projected for 07
		Extra hours of bus service			Insufficient data for cost projection. No projected increase over 06
		Expenses associated with isolation of Division 1	TBD		New expense, no basis for cost projection. All pullout and pullin times will increase, all reliefs will require an additional bus.
	Rail Operations				
		Extra hours of rail service	0	81,000	Calculation based on 270 hours extra service above normal Sunday service level at app 300 per revenue service hour.
		Rail TOS overtime	0	6,750	15 Rail TOS
	LASD				
		Deputies' overtime		17,000	LASD did not provide manpower numbers
	Metro Security				
		Officers' overtime		22,080	Metro Security did not provide manpower numbers
	Customer Info				
		Metro employees drawn from all departments for one-on-one customer assistance at bus/rail hubs	0	15,000	New expense, estimate based on 50 employees (10 -15 per location) at average \$300/day
Information and outreach					
	For public				
		Production of Transit TV spots	0	5,000	New expense cost TBD
		Production and printing of 100,000 service change notices		10,000	No projected increase over 06
		Printing of 20,000 seat drops	0		New expense costs TBD
		Signage for bus stops			# of affected stops approximately doubled TBD
	LA Marathon Expo March 2-3	Metro volunteers, booth signage, information kiosks	0	2,000	New expense more employees and booth enhancements; Expo attracts 80,000 people

