

GOING TO THE HOLLYWOOD BOWL THIS SUMMER JUST GOT EASIER WITH LA METRO BEHIND THE WHEEL

Missy Colman May 14, 2024

LA Metro Launches Integrated Ticketing Pilot Program with Los Angeles Philharmonic Association for 2024 Hollywood Bowl Summer Season

Getting stuck in parking lots can diminish the live music going experience, but the Los Angeles County Metropolitan Transportation Authority (Metro) and the Los Angeles Philharmonic Association are orchestrating a way to make public transportation easier than ever with its first integrated ticketing pilot program.

For the 2024 Hollywood Bowl summer concert season, music fans can purchase a GoMetro Round-Trip Pass for \$3.50 valid on a Metro bus and train. Concertgoers can purchase Metro transit passes as part of their event ticket transaction, resulting in one transaction, but two digital tickets: an event ticket and transit pass. This pilot program is being funded through a \$2 million Strengthening Mobility and Revolutionizing Transportation (SMART) competitive grant award from the U.S. Department of Transportation (USDOT). The SMART program's goal is to conduct demonstration projects focused on advanced smart community technologies and systems to improve transportation efficiency and safety.

"The Hollywood Bowl is a treasured venue for visitors from all over the Los Angeles region and beyond, and Metro is taking action to make it more accessible and more cost-friendly to travel to and from the Bowl this summer," said Karen Bass, L.A. City Mayor and Metro Board Chair. "As we continue to prepare the region to welcome major sporting events in the coming years, partnerships like Metro and the Los Angeles Philharmonic Association will help serve locals and visitors alike as they travel to famous destinations throughout Los Angeles. We thank the U.S. Department of Transportation for helping fund this exciting pilot program."

Along with traffic headaches, expensive parking prices at the lots and at off-site locations in and around the Hollywood Bowl during the summer concert season, the lack of parking spaces can be stressful. This season, with reduced parking capacity at the Hollywood Bowl, attendees can choose among several convenient ways to get to the Bowl, including the Bowl Shuttles and Park & Ride options. Going Metro will help take the ease and pressure from having to search for a parking spot and driving in areas with a high volume of traffic.

“Metro wants to be your ride – your first choice in transportation, no matter where you need to go around L.A. County. This integrated ticketing pilot program will help Hollywood Bowl concertgoers avoid the stress and expense of parking and traffic and go Metro for a clean, safe, efficient, and environmentally friendly way to get to the venue.” said Metro CEO Stephanie Wiggins. “This initiative is part of our strategy to build Metro’s capacity to serve more large-scale entertainment and sporting events, including the upcoming 2026 FIFA World Cup, 2027 Super Bowl and of course the 2028 Olympic and Paralympic Games. We look forward to welcoming more Hollywood Bowl concertgoers onto Metro and making it their preferred choice for transportation to concerts and special events.”

Metro will provide QR codes as the digital transit pass for attendees who choose to bundle them with a concert ticket for more than 70 Hollywood Bowl shows this summer. This is the same technology used by Metrolink to deliver digital tickets that riders can use to transfer from Metrolink onto Metro services. When QR code readers are not available, Metro personnel including fare checkers and bus operators have been trained to visually identify and accept the digital ticket.

Los Angeles Philharmonic Interim CEO Daniel Song said, “In recent years, we have noticed a considerable uptick in alternative ridership to the Hollywood Bowl. These changes were created to help meet this demand and reinforce the message that using public transportation, like Metro, is one of the easiest ways to get to and from the Hollywood Bowl. We want our guests to spend less time waiting in transit and our neighbors to experience as little disruption from vehicles as possible.”

Concertgoers who purchase a Metro ticket can ride the Hollywood Bowl shuttle from the B Line at the Hollywood/Highland Station for free beginning two and a half hours before show time.

Additional trip planning information is available at metro.net/hollywoodbowl.

About Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) is building the most ambitious transportation infrastructure program in the United States and is working to greatly improve mobility through its Vision 2028 Plan. Metro is the lead transportation planning and funding agency for L.A. County and carries nearly 900,000 boardings daily on a fleet of 2,200 low-emission buses and six rail lines.

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About LA Phil

Under the leadership of Music & Artistic Director [Gustavo Dudamel](#), the [LA Phil](#) offers live performances, media initiatives and learning programs that inspire and strengthen communities in Los Angeles and beyond. The Los Angeles Philharmonic orchestra is the foundation of the LA Phil’s offerings, which also include a multi-genre, multidisciplinary presenting program and such youth development programs as [YOLA](#)(Youth Orchestra

Los Angeles). Performances are offered on three historic stages—[Walt Disney Concert Hall](#), the [Hollywood Bowl](#) and [The Ford](#)—as well as through a variety of media platforms. In all its endeavors, the LA Phil seeks to enrich the lives of individuals and communities through musical, artistic and learning experiences that resonate in our world today.