



The Road to LA28: A Regional TDM Strategy

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Games Facts

5M
UNIQUE ATTENDEES

12-15M
TICKETED FANS

60+
SPORTS

80+
VENUES

800+
EVENTS

206
NATIONS AND
TERRITORIES
REPRESENTED

2028 Olympic Games

Opening Ceremony: July 14, 2028

Closing Ceremony: July 30, 2028

2028 Paralympic Games

Opening Ceremony: August 15, 2028

Closing Ceremony: August 27, 2028

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Trestles Beach Zone

LA28's surfing competitions will be hosted at Trestles Beach.

- 48 Athletes, 4 Days of Competition, 5 Days of Contingency

Olympic Official Activity Period					Trestles Beach Olympic Competition Period				
Olympic Village Opening /Closing	Athlete Training Period	Opening /Closing Ceremonies	Competition Period	Paralympic Transition	Day 1 Sat. Jul 15	Day 2 Sun. Jul 16	Day 3 Mon. Jul 17	Day 4 Tue. Jul 18*	Day 5- Day 9 Jul 19-Jul 23
Jul 6 – Aug 8	Jul 7 – 29	Jul 14 –30	Jul 12-Aug 30		7a-4:30p	7a-4:30p	7a-4:30p	7a-5:30p	Contingency

*Medal Event

San Clemente to Trestle Beach

- Key Transit/Rail Connections:
 - LOSSAN Rail: Santa Fe Depot to San Clemente Station
 - Direct via Amtrak; Transfer via Coaster
 - Local Bus 395: Oceanside Transit Center to Camp San Onofre
- Nearby Goods Movement Facilities:
 - Oceanside NCTD Railyard
 - San Onofre Commercial Vehicle Enforcement Facility
 - 180,000 commercial vehicles per month
 - Aliso Creek Rest Area
 - 27 parking spaces



Source: 2025 Regional Transportation Network Map; Freight Portal Map, SANDAG

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Outreach and Engagement: Games Mobility Executives

- SCAG is a member of the Games Mobility Executives (GME)
 - ✓ Plan for mobility and transportation for the 2028 Games
- Other members include Caltrans; LA Mayor's Office; LA28; LADOT; Metro; and Metrolink

GME Subcommittees	Lead Agency
Games Enhanced Transit Service (GETS)	Metro
Games Route Network (GRN) / Traffic Management	Caltrans
Mobility Hubs	Metro
Countywide Bus Only Lanes	Metro
First/Last Mile & Open Streets	LADOT
Key Stations / LRT Improvements	Metro
Transportation Demand Management	SCAG
Universal and Inclusive Design	LA Mayor's Office
Regional Rail	Metrolink
Wayfinding	Metro
Heat	Metro
Communication and Outreach	LA28

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SCAG's Games Mobility Program

GUIDING PRINCIPLES. Values guiding the program.

GOAL

Southern California will showcase our thriving communities, support local businesses, and invest in the transportation improvements, programs, and policies necessary to leave a lasting legacy in our region.

OBJECTIVES

1. Optimize investment in legacy infrastructure.
2. Accelerate innovation through pilots.
3. Foster alignment of policies and programs to manage demand for the LA28 Games and beyond.
4. Showcase communities to support local placemaking and community development opportunities associated with the games.



Regional TDM Strategy – Passenger and Freight



Regional Convenings and Partnerships

- Monthly GME TDM Subcommittee Meetings
- Quarterly Passenger & Freight TDM Forums



TDM Initiation Plan and Implementation Roadmap

- Program Framework and Timeline
- Games Travel Demand Model



Regionwide Games TDM Resources

- Games TDM Resource Guide
- Updated TDM Toolbox



Pilot and Permanent Projects

- Potential Projects: Wayfinding, Off-Peak Deliveries, Incentives
- Ongoing Evaluation and Refinement



Communications Campaign

- Information Hub with Partner Agencies
- Public Awareness Campaign



Outreach and Engagement: Regional Passenger and Freight TDM Forums

Forum Purpose



Serve as an advisory group



Promote coordination across jurisdictions and sectors



Leverage existing resources and identify new resources



Ensure alignment with local/regional/state goals



Prioritize ongoing evaluation and refinement

Meeting Structure

- Currently held on a quarterly basis
- Conducted in a hybrid format

Meeting Composition

- GME TDM Subcommittee
- Venue Cities
- Venue-adjacent Cities
- State/Regional Government
- CTCs
- Seaports
- Transit Providers
- Transportation Management Associations (TMAs)
- Airports
- Universities
- Tourism Bureaus
- Freight Industry and Business Organizations

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Outreach and Engagement: 1/1 Stakeholder Meetings

Venue Cities

Arcadia
Anaheim
Carson
Industry*
Inglewood
Long Beach
Pasadena
Pomona
San Clemente
South El Monte

Non-venue Cities

Beverly Hills
Burbank
Culver City
Mission Viejo
Pico Rivera
Santa Monica
West
Hollywood

Regional Agencies

LA County
Long Beach
Transit
OCTA
RCTC
GCCOG
SANDAG / NCTD /
SDMTS
SBCCOG
SBCTA
SCAQMD
SFVCOG
SGVCOG
VCTC
WRCOG
WSCCOG
LOSSAN/Amtrak
Torrance Transit

TMAs/TMOs

Anaheim
Transportation
Network
Burbank TMO
Fastlink DTLA
IE Commuter
Playa District
Commuter
Playa Vista
Compass
Santa Monica
TMO
Warner Connects
GoWeHo
Go Glendale

Universities

CSUDH
CSULB
UCLA
USC*

Airports & Ports

Hollywood
Burbank
John Wayne
Long Beach
LAWA
Ontario
Palm Springs
Port of LA
Port of LB

Freight Industry & Businesses

J.B. Hunt
Sysco Corporation
CEVA Logistics
Knight-swift Trans
Amazon
FedEx
UPS
SHIPIT Logistics
Denso
Uber Freight
Pacific Mountain
Logistics
Walmart
Prologis
Home Depot
Electreon
California Trucking
Association

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Outreach and Engagement: Established Forums

- Regional Council and Transportation Committee
- Regional Planning Working Groups. For example:
 - Regional Transit Technical Advisory Committee
 - Aviation Technical Advisory Committee
 - Safe and Active Streets Working Group
- Councils of Government convenings (e.g., SGVCOG Ad Hoc Olympic Committee)
- I-15 Economic Development Collaborative
- SANDAG Committees (e.g., Borders Committee)



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Potential Passenger TDM Strategies and Projects



Wayfinding



Communications



Pop-up Installations



Incentives



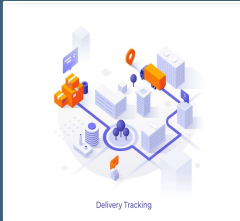
Last Mile Connections

Key Considerations

- Effectiveness
- Scalability/Flexibility
- Feasibility/Cost
- Legacy

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Potential Freight TDM Strategies and Projects



Re-Routing Deliveries



Off-Peak Deliveries



Order Consolidation



Alternative Modes



Labor Scheduling



Synchronization with Ports



Communications

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Regionwide Games TDM Resources



Updated TDM Toolbox



Games TDM Resource Guide



Outreach to Businesses/Employers



Communication Resources

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Games Community Activations



Fan Fests



Open Streets Events



Hospitality/Brand Houses



Volunteer Program



Cultural Olympiad

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Quick-Build Transportation Safety Projects

Quick-builds create traffic safety improvements using durable, cost-effective material that can be adapted with community feedback. Upcoming projects selected through active transportation call for projects support LA28 Games by improving connectivity to transit and increasing capacity for pedestrian activity near venues.



Roundabout



Pedestrian Enhancements



Protected Bike Lane



Artistic Curb Extensions



Open Streets

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Slide 15

Ev1 [@Turner Lott] to Scott's comment on fan fests, could we use this slide to talk about it? Maybe we add a few bullets on how local jurisdictions can learn more about fan fests or examples of workstreams some cities are leading?

Emerald vela, 2026-01-08T17:09:20.243

Community Hubs

- SCAG is currently in the final steps of bringing on a consultant to develop a **local activation toolkit** with a focus on:
 - Local guidance and planning resources
 - Reducing vehicular travel
 - Supports broader transportation demand Management (TDM)
- Identify and **implement pilot projects** (Locations TBD)
- Develop a **place-based approach** to community hub and fan zone activation
- **Support the long-term benefits and legacy** of the Games in local communities



Parking lot conversions (Milan, Italy)



2024 Olympic Fan Zone (Paris, France)

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

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SCAG's Games Mobility Program Timeline



SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

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THANK YOU!

For more information, please visit:

<https://scag.ca.gov/LA28>