

FINANCE AND BUDGET COMMITTEE

January 15, 2014

MOTION BY DIRECTORS YAROSLAVSKY AND NAJARIAN

UCLA USC COMMEMORATIVE TAP CARDS

Los Angeles is home to two of the finest football teams in the nation – the UCLA Bruins and the USC Trojans. Every year during the fall, between 70,000 - 80,000 fans pack the Rose Bowl in Pasadena and the Coliseum in Exposition Park to see their favorite team play. Metro is able to provide direct service to the game via Expo Light Rail Line with stops at USC and Exposition Park, and via the Gold Line with numerous stops in Pasadena with shuttles to the Rose Bowl. Record numbers of patrons use these two lines to get to the game on time, avoiding traffic snarls and parking headaches.

Even though taking these rail lines is convenient, often there are long queues to buy TAP cards and get onto the platform. In order to make it more convenient for fans to get to the game, ticket holders who purchase their tickets through the respective university, should be able to purchase a loaded TAP card with each ticket and/or for the number of games they will be attending. The TAP card itself can be a commemorative card with the school logo whether it be the UCLA Bruins or the USC Trojans. Having these cards pre-bought and ready to use on game day will make the whole experience not only more enjoyable, but convenient, efficient and hassle-free.

WE, THEREFORE, MOVE that MTA work with both UCLA and USC to develop commemorative TAP cards that can be purchased loaded and ready to use when a ticket(s) is bought through the university.

WE FURTHER MOVE that these cards be ready to purchase in time for the fall 2014 football season and that the option be available for other athletic events.