



Update on Planning Los Angeles 2028 Olympic and Paralympic Games

April 16, 2025





Background

- On March 20, the City, the Rose Bowl, and LA28 reached agreement on a Games Agreement
- The Games Agreement establishes Pasadena as a venue city and the Rose Bowl as the venue for Olympic soccer
- Planning for the 2028 Games has already begun



Transportation

Transportation

- Games Mobility Executives (GME) Regional Transportation Assembly
- DOT staff participates in the following subcommittees:
 - > Games Route Network (Caltrans)
 - > Mobility Hubs (Metro)
 - > First/Last Mile Improvements and Open Streets (LADOT)
 - > Travel Demand Management and Universal Basic Mobility (SCAG)
- Collaborated with Metro to identify High-Value Corridor for First/Last-Mile Improvements from Memorial Park Station to the Rose Bowl.
 - > Grant application has been submitted in pursuit of funding for outreach, design, and construction
- Continue to seek funding independently or through partnerships with Metro



Visitor Planning

Visitor Planning

- Agreements are in place with a number of Pasadena hotel properties and discussions are ongoing with others to provide accommodations for LA28 stakeholders
- Stakeholder site visits are expected to take place later this year in anticipation of stakeholders being assigned to hotels in 2026.
- The PCOC has positioned the Pasadena Convention Center and Civic Auditorium as an ideal location for activations and other non-competition events



Economic Development

Economic Development

- EconDev staff has engaged several cities (Culver City, LA, Arcadia, Long Beach) to explore potential partnerships and strategies related to the Games
- In the summer of 2025, EconDev will host a workshop focused on contracting preparedness, the goal of which will be to provide general procurement guidance, along with specialized tips to enhance their competitiveness in RFP applications for major sporting event opportunities.
- Partnerships/Initiatives
 - > Visit Pasadena – considering tourist guides, watch parties, and special events
 - > Shop Local - partnerships with local businesses to encourage residents and visitors to shop locally during the Olympics.
 - > Pasadena Small Business Development Center (SBDC) – free one-on-one advising for businesses



Public Safety

- 2028 Games Executive Steering Committee
 - > Meeting on a regular basis to discuss a variety of security related matters pertaining to the Games
- Participating in Major Special Events Training Exercises
- Opportunities to Observe and Draw Lessons from Other International Sporting Events
 - > 2025 FIFA Club World Cup
 - > 2026 FIFA World Cup



Energy Planning

Energy Planning

- Games Energy Council
 - > Established to facilitate joint planning and information sharing across stakeholder agencies and organizations
 - > Ensure the delivery of reliable, resilient, and secure energy for the Games
 - > Maximize the use of renewable energy while promoting sustainable energy practices
 - > Support policies and investments for grid infrastructure enhancements
 - > Advise on tradeoffs to optimize for cost and sustainability



Business Planning

Business Planning

- Normal and Customary Services Plan
 - > October 1, 2025
- Enhanced City Master Resources Agreement
 - > October 1, 2026
- Venue Use Agreement
 - > December 31, 2026
- Venue Services Agreement
 - > October 1, 2027



Other Activities

Other Planning Activities

- Establishment of City-wide planning group to include City departments and operating companies
 - > Share information and remain in close coordination with planning initiatives
 - > May expand to include additional stakeholders as the Games approach
- Early discussions between City staff and cultural arts leaders in the community about ensuring that local arts groups are represented in Games related arts programming



Questions & Discussion