

CONNECT SOCIAL

The 2024–2050 Regional Transportation Plan/Sustainable Communities Strategy
of the Southern California Association of Governments

Travel & Tourism

TECHNICAL REPORT

DRAFT | NOVEMBER 2, 2023



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1. BACKGROUND: METROPOLITAN PLANNING ORGANIZATIONS (MPOS) AND TOURISM (FEDERAL PLANNING FACTOR)

The United States Code of Federal Regulations (CFR) maintains that the metropolitan transportation planning process provide for the consideration and implementation of projects, strategies, and services that address various planning factors, including enhancing travel and tourism. See 23 C.F.R Part 450.306. MPOs, including SCAG, provide for the “consideration and implementation of projects, strategies, and services” that enhance travel and tourism in their continuous, cooperative, and comprehensive metropolitan transportation planning processes. The metropolitan planning processes for MPOs culminate in regional transportation plans. As part of the metropolitan transportation planning process, SCAG updates the Regional Transportation Plan/Sustainable Communities Strategy (Connect SoCal) on a quadrennial basis.

Connect SoCal 2024 includes a Travel and Tourism Technical Report. To address the CFR directive for the “continuous, cooperative, and comprehensive” provision for the consideration and implementation of “projects, strategies, and services” that enhance travel and tourism, the Connect SoCal 2024 update highlights various attractions, events, efforts, initiatives and agencies in the SCAG region.

2. INTRODUCTION: TRAVEL AND TOURISM IN THE SCAG REGION

2.1 SUMMARY/OVERVIEW OF ATTRACTIONS, LOCATIONS, AND EVENTS, IN THE SCAG REGION (DETAILED IN SECTION 3).

The SCAG region is a diverse and dynamic region with numerous natural, historical, and cultural sites, and annual traditions and events. As a large area with much to experience, travel and tourism is not limited to those visiting from outside but also includes people traveling within the region. The SCAG region can accommodate travelers seeking months long experiences to locals venturing out on day trips. Whether visiting the oldest studio backlot in the United States, “going to Disneyland”, or surfing at some of the most famous beach breaks in the world, there is no shortage of places to visit in the SCAG region. In addition to great locations and places to visit, the SCAG region also plays host to world renowned concerts, festivals, and sporting events.

Some of the tourist and travel highlights in the SCAG region include:

- Venice Beach (Venice Beach): The Venice Beach Boardwalk stretches over two miles and hosts hundreds of street vendors and performers along with numerous privately owned restaurants and food venues.
- The Wedge at Newport Beach (Newport Beach): The Wedge is a wave break spot known for its large waves, which makes it a popular spot for surfing and bodysurfing.
- Lake Arrowhead (San Bernardino County): A mountain resort.
- Coachella Valley Music and Arts Festival (Indio): An annual music and arts festival held at the Empire Polo Club in Indio, California, in the Coachella Valley in the Colorado Desert.
- The Salton Sea (Imperial and Riverside County): The Salton Sea is a shallow, saline lake located in the California desert.
- Disneyland Resort (Anaheim): Opened in 1955, Disneyland is the only theme park designed and constructed under the direct supervision of Walt Disney.

- Universal Studios Hollywood (Los Angeles): Universal Studios Hollywood is a film studio and theme park in the San Fernando Valley area of Los Angeles County.
- Rose Bowl Game and Rose Parade (Pasadena): The Rose Bowl Game is an annual American college football bowl game played at the Rose Bowl in Pasadena, CA, usually on Jan. 1, New Year's Day.

Figure 1. Disneyland Resort



Source: Unsplash - Travis Gergen, (2017)

2.2. ECONOMIC IMPACT OF TOURISM ON THE SCAG REGION

Tourism is a significant economic driver in the SCAG region. Between the good weather and numerous cultural, historical, natural, and entertainment locations and events, the SCAG region is a draw to travelers from around the state, country, and world. Moreover, due to the size of the region and variety of places to visit and things to do, much of the traveler spending is generated by people living within the region.

The travel and tourism industry generates revenue for businesses, tax revenue for the state and local governments, and provides employment to hundreds of thousands of people in the SCAG region. According to the Visit California 2021 Report, The Economic Impact of Travel, travel spending in the SCAG region totaled approximately \$46 billion, of which about \$41 billion was from people visiting from outside the region. Moreover, travel and tourism in the region employed approximately 426,600 people who earned over \$21 billion in wages. Finally, travel and tourism generated approximately \$5 billion in local and state tax revenue.

Table 1. Economic Impact of Tourism on SCAG Region (2021)

County	Travel Spending						
	Total (Billions)	Visitor (Billions)	Employment	Earnings (Billions)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Imperial	\$0.43	\$0.41	3,650	\$0.11	\$14	\$23	\$37
Los Angeles	\$19.60	\$16.30	182,520	\$12.10	\$1,259	\$998	\$2,257
Orange	\$10.70	\$9.70	95,670	\$4.30	\$517.00	\$448.00	\$965
Riverside	\$8.60	\$8.30	80,570	\$2.70	\$317	\$410	\$727
San Bernardino	\$5.20	\$4.70	50,060	\$1.70	\$166	\$254	\$420
Ventura	\$1.60	\$1.40	14,190	\$0.52	\$59.00	\$84.00	\$143
Total	\$46.13	\$40.81	426,660	\$21.43	\$2,332.00	\$2,217.00	\$4,549.00

Source: *The Economic Impact of Travel (Visit California, 2021)*

2.3 IMPACT OF COVID-19 ON TRAVEL INDUSTRY

While all sectors of the U.S. economy were hit hard by the COVID-19 pandemic in 2020, the travel industry was hit especially hard. Due to health concerns, economic instability, and travel and safety restrictions, there was a significant reduction in the demand for tourism and travel services nationwide. In 2020, total travel output decreased by 48 percent or \$525 billion, compared to 2019 levels. However, starting in mid to late 2020 and continuing since, travel activity began to recover. By the end of 2021, travel output increased by 48 percent, or \$268 billion, compared to 2020 levels. However, an additional \$256 billion is needed to reach 2019 travel output levels¹. Nevertheless, travel and tourism are recovering nationwide and within the SCAG region.

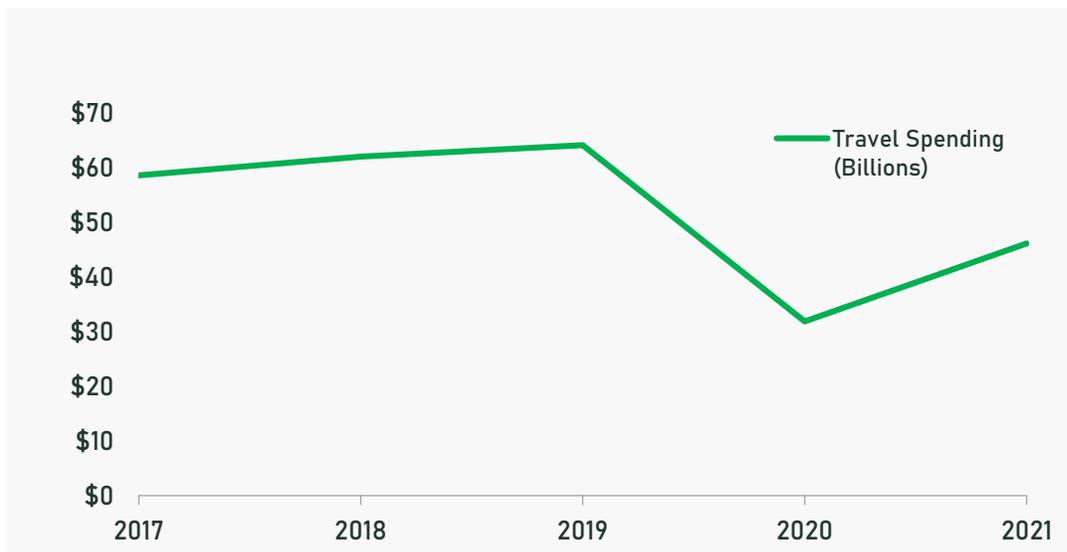
Similar to what has occurred nationally, travel and tourism in the SCAG region was impacted by the COVID-19 pandemic. From 2019 to 2020, after the onset of the COVID-19 Pandemic, travel spending in the region went down by 50 percent. However, much like the rest of the nation, tourism in the SCAG region began to recover towards the end of 2020. By 2021, travel spending in the region had grown by 45 percent versus 2020, and travel spending had recovered to being only 28 percent below 2019 levels in 2021 versus being 50 percent below 2019 levels in 2020². It should be noted that the “Nike Swoosh” recovery pattern observed for travel spending in the region is similar to what was observed for air passenger demand in the region. Furthermore, as is the case with air passenger travel, tourism and travel spending in the SCAG region should return to 2019 levels by 2024 and 2025.

Table 2. Travel Spending in the SCAG Region (2017 to 2021) (In Billions)

County	2017	2018	2019	2020	2021
Imperial	\$0.38	\$0.42	\$0.44	\$0.29	\$0.43
Los Angeles	\$29.80	\$31.90	\$32.70	\$13.20	\$19.60
Orange	\$13.80	\$14.20	\$14.50	\$6.80	\$10.70
Riverside	\$7.90	\$8.40	\$9.00	\$6.50	\$8.60
San Bernardino	\$5.00	\$5.30	\$5.70	\$4.10	\$5.20
Ventura	\$1.70	\$1.80	\$1.80	\$1.00	\$1.60
Total	\$58.58	\$62.02	\$64.14	\$31.89	\$46.13

Source: *The Economic Impact of Travel (Visit California, 2021)*

Figure 2. Total Travel Spending in the SCAG (2017 to 2021) (In Billions) (Graph of Total Spending from Table 2).



Source: *The Economic Impact of Travel (Visiting California, 2021)*

Based on the rate of recovery from the COVID-19 pandemic, one can conclude that the SCAG region has a strong and resilient tourist industry. Part of the strength are the many notable natural, historic, and cultural landmarks, locations, and events that are uniquely associated with the SCAG region. Another aspect of the strength of the region’s tourist services is the many agencies working to foster, advance, and promote tourism in the region.

2.4 FEDERAL, STATE, COUNTY, AND LOCAL, AGENCIES CHARGED WITH PROMOTING AND FACILITATING TOURISM IN THE REGION

Critical to the health and resilience of the tourist industry and travel services in the SCAG region are the numerous state, county and local, agencies promoting and facilitating tourism. Below is a list of some of

the city, county, state and federal agencies, and non-profit organizations, working on tourism in the region.

- National Travel and Tourism Office (NTTO)
- National Park Service (Oversees National Parks and Monuments)
- Visit California (State of California) (Broken Down by Regions and Counties)
- Los Angeles City Tourism Department (CTD) (City of Los Angeles)
- City of Los Angeles Tourism Master Plan (City of Los Angeles)
- City of Los Angeles Department of Parks and Recreation (City of Los Angeles)
- Los Angeles County Parks and Recreation (Los Angeles County)
- Imperial Valley Joint Chambers of Commerce (Brawley, Calexico, and Holtville)
- Imperial County Department of Public Works—County Parks (Imperial County)
- LA Tourism (Discover Los Angeles): Los Angeles Tourism and Convention Board (City of Los Angeles)
- OC Parks (Orange County Parks)
- Ventura County Coast (Cities of Camarillo, Oxnard, Ventura, and Port Hueneme)
- Ventura Visitors and Convention Bureau (Ventura County)
- Ventura County Parks Department (Ventura County)
- Visit Anaheim (City of Anaheim and Orange County)
- Pasadena Convention and Visitors Bureau (City of Pasadena).
- San Bernardino County Economic Development: Travel and Tourism (San Bernardino County)
- San Bernardino County Regional Parks (San Bernardino County)
- RivCo NOW: Visitors (Riverside County)
- RivCO Parks (Riverside County Parks)

3. SCAG REGION TOURISM: ATTRACTIONS, LOCATIONS, AND EVENTS

Given the enormity of the SCAG region, tourism in the SCAG region can be broken down into year-round tourism and attractions, including natural attractions and historical locations, and special and seasonal events.

Disclaimer: the following lists of travel and tourist destinations are not intended to be comprehensive but rather illustrative and to highlight the exemplary locations and experiences in the SCAG region.

3.1 YEAR-ROUND TOURISM AND ATTRACTIONS

Figure 3. Mount San Jacinto



Source: Unsplash – Marsela Sulku (2020)

3.1.1 NATURAL ATTRACTIONS, PARKS, AND ACTIVITIES (E.G., MOUNTAINS, BEACHES, HIKING)

Below is a list of some of the most popular and visited natural attractions in the SCAG region, with brief descriptions and interesting facts for select destinations. Many of the region's natural destinations are National Parks and Monuments, California State Parks, or local parks. In addition to being places of recreation, a good number of our lands are sacred and cultural sites for our indigenous peoples.

- Anza-Borrego State Park (Imperial and Riverside Counties): Named after 18th century Spanish explorer Juan Bautista de Anza and Borrego, a Spanish word for sheep, Anza-Borrego State Park is the largest state park in California. Anza-Borrego is also a Native American historic site.

Archeologists have found indications of human life going back almost 6,000 years. Across all 600,000 acres of the state park's land, visitors can find murals and indicators of native tribes who once called the desert home.

- Newport Beach (Newport Beach): Includes more than eight miles of beaches that stretch from the Santa Ana River jetty to the Crystal Cove State Park.
- Amboy Crater (Amboy): Amboy Crater, National Park, formed of ash and cinders, is 250 feet high and 1,500 feet in diameter. The site offers picnic tables, restroom facilities, hiking trail to the rim with rest stations along the way, and an ADA ramada overlook for viewing.
- Santa Monica Beach (Santa Monica): Santa Monica State Beach is a California State Park located along the Pacific Coast Highway (PCH).
- Malibu Beach (Malibu Beach): With 21 miles of coastline, much of which is viewable as you travel along PCH, Malibu has many beautiful beaches. In addition to public access ways to many of the private beaches, there are several popular public beaches owned and operated by the Los Angeles County Department of Beaches and Harbors or California Department of Parks and Recreation (State Parks).
- Hermosa Beach (Hermosa Beach): Hermosa Beach has almost 2 miles of ocean frontage with 94 acres of public beach and is one of the most popular beaches in Los Angeles County due to the excellent surf, good swimming areas, and the various volleyball nets along the sand.
- Pu'éska Mountain (Temecula): Wexéwxi Pu'éska, commonly known as Pu'éska Mountain, is one of the most sacred places in the Luiseño religion.
- Joshua Tree National Park (Riverside and San Bernardino Counties): Originally declared a national monument in 1936, Joshua Tree, named after the Joshua Trees native to the Mojave Desert, became a national park in 1994.
- Big Bear Lake (Big Bear): Big Bear Lake, at seven miles long and one mile at its widest, is Southern California's largest recreation lake.
- Cave of Munits, Upper Las Virgenes Canyon Open Space Preserve (Ventura County): Home to a powerful shaman, who was murdered after he himself murdered the son of a powerful chief, the Cave of Munits is of important value to the people of the Chumash tribe. The significance of the Cave of Munits has to do with its surroundings as much as it has to do with the cave itself. Facing it is Kas'elew, also known as Castle Peak. The peak and its surroundings were of great importance to the Chumash people. Within the Chumash territory, the peak is one of nine alignment points that maintain balance in the natural world, and accordingly, it was a place of ceremonial importance.
- Lake Arrowhead (San Bernardino County): A mountain resort, Lake Arrowhead features countless outdoor recreational activities such as hiking, backpacking, bicycling, water and snow skiing, fishing, and much more.
- Mount Wilson (Los Angeles County): Mount Wilson is a peak in the San Gabriel Mountains where the Mount Wilson Observatory is located.
- Griffith Park (Los Feliz): Griffith Park is one of the largest municipal parks with urban wilderness areas in the United States. Situated in the eastern Santa Monica Mountain range, the Park's elevations range from 384 to 1,625 feet above sea level.
- The Salton Sea (Imperial and Riverside County): The Salton Sea is a shallow, saline lake located in the California desert. Both the Salton Sea State Recreation Area and the Sonny Bono Salton Sea National Wildlife Refuge are located on its shores.
- San Gorgonio Mountain (San Bernardino County): Also known as Mount San Gorgonio or Old Greyback, at 11,503 feet, San Gorgonio Mountain is the highest peak in Southern California. San Gorgonio Mountain is part of the Sand to Snow National Monument and managed by the San Bernardino National Forest.

- San Jacinto Mountain (Riverside County): Also known as Mount San Jacinto, San Jacinto Mountain State Park is one of the most topographically prominent peaks in the United States.

3.1.2 CULTURAL AND HISTORICAL LOCATIONS AND ATTRACTIONS (E.G., HOLLYWOOD, OLD TOWN TUSTIN), AND MUSEUMS

Due to its rich and diverse history, there are countless cultural and historical destinations scattered throughout the SCAG region.

- Los Angeles Natural History Museum (Los Angeles): The Natural History Museum of Los Angeles County is the largest natural and historical museum in the western United States.[3] Its collections include nearly 35 million specimens and artifacts and cover 4.5 billion years of history.
- Olvera Street (Los Angeles): Also known as Calle Olvera or Placita Olvera, Olvera Street is a historic street in downtown Los Angeles. Olvera Street is part of the El Pueblo de Los Angeles Historic Monument, the area that has been the main square of the City of Los Angeles since the early 1820s, when California was still part of Mexico.
- Bower's Museum (Santa Ana): The Bowers Museum is an art museum located in Santa Ana, California. Its permanent collection features pre-Columbian Mesoamerica and Native American art, the art of Asia, Africa, and Oceania, and California plein-air painting
- Griffith Park Observatory (Los Feliz): The Observatory is a public facility owned and operated by the City of Los Angeles Department of Recreation and Parks. Located in the middle of Griffith Park, the 67,000 square-foot building is one of the most popular informal education facilities in the United States and the most-visited public observatory in the world (with 1.6 million visitors a year).
- Chinatown Los Angeles (Los Angeles): Located in Downtown Los Angeles, California, Chinatown is a neighborhood that became a commercial center for Chinese and other Asian businesses in Central Los Angeles in 1938. The area includes restaurants, shops, and art galleries.
- Queen Mary (Long Beach): The Queen Mary is a retired British ocean liner moored in Long Beach Harbor. In addition to serving as a hotel, the Queen Mary also offers numerous historical displays and tours, and hosts events throughout the year.
- Chumash Indian Museum (Thousand Oaks): Located in the site of a former Chumash village known as Sap'wi (meaning "House of the Deer") in Oakbrook Regional Park, the Chumash Indian Museum is a Native American Interpretive Center. The Chumash Indian Museum is home to a replica of a Chumash village and thousand-year-old Chumash pictographs.
- Southern California Railway Museum (Perris): Formerly known as the Orange Empire Railway Museum, the Southern California Railway Museum is a railroad museum located in Perris, CA. Visitors can ride streetcars, interurban electric cars, and trains on the museum railway, and view the collection of more than 200 streetcars and railway vehicles.
- Huntington Library, Art Museum, and Botanical Gardens (San Marino): Known as the Huntington, the library is a collections-based educational and research institutions located in San Marino, CA. In addition to the library, The Huntington houses an extensive collection of European and American art, and the property also has approximately 120 acres of specialized botanical landscaped gardens.
- Heritage Square Museum (Los Angeles): Located in the Montecito Heights neighborhood of Los Angeles, the Heritage Square Museum is a living history museum that explores the settlement and development of Southern California from the Civil War to the early 20th Century, offering visitors a look into the everyday lives of Southern Californians at the close of the 19th Century.

- Little Tokyo (Los Angeles): Also known as the Little Tokyo Historic District, Little Tokyo is the largest and most populous of the three official Japantowns in the United States, all of which are in California (the other two are Japantown, San Francisco and Japantown, San Jose). Founded in the early 20th century, Little Tokyo is home to many noted Japanese restaurants, stores, and Buddhist temples.
- Santa Monica Pier (Santa Monica): Featured in countless movies and television programs, and once the site of one of the largest amusement piers in the nation, Santa Monica Pier
- Balboa Island Fun Zone (Newport Beach): Located on the Balboa Peninsula in the City of Newport Beach, is one of Southern California's oldest coastal amusement areas.
- The Mission Inn Hotel and Spa (Riverside): Framed by its breathtaking Spanish Mission-style architecture, The Mission Inn Hotel & Spa is a National Historic Landmark and member of the prestigious Historic Hotels of America.
- Mission San Juan Capistrano (San Juan Capistrano): Founded on Nov. 1, 1776, Mission San Juan Capistrano is a historic landmark and museum.
- Grauman's Chinese Theatre (Hollywood): Now known as the TCL Chinese Theatre, Grauman's Chinese Theatre is a movie palace on the historic Hollywood Walk of Fame.
- Musso and Frank Grill (Hollywood): Opened in 1919 by entrepreneur Frank Toulet, Musso and Frank Grill is the oldest restaurant in Hollywood.

Figure 4. Mission Inn Hotel and Spa



Source: Shutterstock – Prada Brown (2019)

3.1.3 ACADEMIC INSTITUTIONS

The SCAG region is home to some of the most academically esteemed and world-renowned universities in the world. In addition to being places of academic learning and research, the region's academic institutions make for great travel destinations as they host libraries, collections, and events, and are often noted for their architecture and gardens.

- California State (Cal State) University (Los Angeles, Long Beach, and Pomona): Three of the 23 Cal State University campuses are in the SCAG region, Cal State Los Angeles, Cal State Long Beach, and Cal Poly Pomona. The Cal State is a public university system in California.
- California Institute of Technology (Caltech) (Pasadena): Caltech is a private research university in Pasadena, CA, which is responsible for many modern scientific advancements.
- Claremont Colleges (Claremont): The Claremont Colleges includes five undergraduate liberal arts colleges and two graduate institutions: Pomona College, Claremont Graduate University, Scripps College, Claremont McKenna College, Harvey Mudd College, Pitzer College and Keck Graduate Institute. Located on contiguous campuses in the City of Claremont, each institution has its own student body, faculty, governance, curricular emphasis, culture, and mission.
- Occidental College (Los Angeles): Founded in 1887, Occidental College is a private liberal arts college in Los Angeles, CA.
- University of California (UC) (Irvine, Riverside, and Los Angeles): Three of the ten University of California campuses are in the SCAG region, UC Irvine, UC Riverside, and UC Los Angeles. The UC is a public land-grant research university system in California.
- University of Southern California (USC) (Los Angeles): Founded in 1880, USC is a private research university in Los Angeles, CA.

3.1.4 THEME PARKS AND MOVIE STUDIES (OPEN TO THE PUBLIC)

Southern California and the SCAG region are perhaps most associated with entertainment and the entertainment industry. Thus, it should come as no surprise that some of the most popular destinations in the region are theme parks and movie studios.

- Disneyland Resort (Anaheim): Opened in 1955, Disneyland is the only theme park designed and constructed under the direct supervision of Walt Disney. Some of the rides and attractions at Disneyland include The Haunted Mansion, Star Wars Galaxy Edge, and It's a Small World.
- Knott's Berry Farm (Buena Park): Beginning as a roadside berry stand in 1923, Knott's Berry Farm is known as "America's First Theme Park". Knott's is noted for its old west themed Ghost Town area and for annual festivals and events, including the Boysenberry Festival and Knott's Scary Farm.
- Universal Studios Hollywood (Los Angeles): Universal Studios Hollywood is a film studio and theme park in the San Fernando Valley area of Los Angeles County. Founded in 1912, Universal Studios is the oldest movie studio in the United States, which is still actively producing films.
- Six Flags Magic Mountain (Valencia): Opened in 1971 and formerly known as Magic Mountain, Six Flags Magic Mountain is a 209-acre amusement park located in Valencia, CA, 35 miles northwest of downtown Los Angeles. Noted for its rollercoasters, some of Magic Mountain's most popular attractions include Goliath, Revolution, and Twisted Colossus. The park has appeared in various movies and television shows over the years, including Kiss Meets the Phantom of the Park and Rollercoaster.

- Warner Brothers Studios (Burbank): Founded in 1923 by four brothers, Harry, Albert, Sam, and Jack Warner, Warner Brothers Studios is a film and entertainment studio that hosts a studio tour. The Warner Brothers Studio Tour includes popular sets from television shows and movies, such as, Friends, Casablanca, E.R., and Spiderman.
- Paramount Studios (Hollywood): Founded in 1916, Paramount Studios is the fifth oldest film studio in the world, after Gaumont Film Company (1895), Pathe (1896), Nordisk Film Company (1906), and Universal Studios (1912). The Paramount Studio Tour features cart tours of its historic and active backlot sets and prop warehouses.

Figure 5. Universal Studios Hollywood



Source: Unsplash – Marti Sotto (2018)

3.1.5 ATHLETIC STADIUMS, CONCERT VENUES, AND THEATERS (PERFORMANCE)

The SCAG region is home to some of the most famous sporting and live event venues in the world. Numerous professional and collegiate sports teams' home fields and courts are in the region. Moreover, the various arenas and theaters in the region host concerts, plays, and performances year-round.

- Angel Stadium (Anaheim): Since its opening in 1966, Angel Stadium of Anaheim is the home baseball park of Major League Baseball's (MLB) the Los Angeles Angels of Anaheim.

- Dodger Stadium (Los Angeles): Located in the Elysian Park neighborhood of Los Angeles and opened in 1962, Dodger Stadium is the home stadium of the MLB Los Angeles Dodgers.
- Rose Bowl (Pasadena): Opened in 1922, the Rose Bowl is an outdoor athletic and entertainment stadium located in Pasadena, CA. The Rose Bowl has hosted the National Football League Super Bowl five times, Olympic events in 1932 and 1984, and numerous concerts and festivals over the years. Perhaps most famous for the annual New Year's Day Rose Bowl Game, the Rose Bowl was homefield to the Los Angeles Aztecs and Major League Soccer's (MLS) the Los Angeles Galaxy soccer clubs and is the current homefield for the UCLA Bruins football team.
- Memorial Coliseum (Los Angeles): A multi-purpose stadium and designated National Historic Landmark, the Los Angeles Memorial Coliseum has hosted the Summer Olympics in 1932, 1984, and 2028. The Coliseum has served as the home stadium for the National Football League's (NFL) Rams and Raiders and is the current homefield for the USC Trojans.
- BMO Stadium (Los Angeles): Formerly Banc of California Stadium, BMO Stadium is a soccer-specific stadium in the Exposition Park neighborhood of Los Angeles, CA. It is the home of MLS Los Angeles FC and the National Women's Soccer League's Angel City FC.
- SoFi Stadium (Los Angeles): SoFi Stadium is a 70,240-seat sports and entertainment indoor stadium in the Los Angeles suburb of Inglewood, CA. SoFi is the home stadium for the NFL Rams and Chargers.
- Honda Center (Anaheim): Opened in 1993 and formerly known as The Pond, the Honda Center is an indoor arena located in Anaheim, CA. The arena is home to the Anaheim Ducks of the National Hockey League (NHL).
- Crypto.com Arena (Los Angeles): Formerly known as the Staples Center, the Crypto.com Arena is a multi-purpose indoor arena in Downtown Los Angeles. Located in the L.A. Live entertainment business district, the Crypto.com Arena is the homecourt for the National Basketball Association (NBA) Lakers and the home ice for the NHL Kings.
- Pantages Theater (Hollywood): Located on the famous corner of Hollywood and Vine, the Pantages Theater opened on June 4, 1930. Over the years, the Pantages Theater has hosted numerous musicals and plays, and from 1949 to 1959 was the home of the Academy Award Ceremonies.
- Toyota Arena (Ontario): Opened on Oct. 18, 2008, the Toyota Arena is a multi-purpose arena in Ontario, CA. The arena hosts local sporting events and concerts and is suitable for indoor events, including basketball, ice hockey, ice shows, boxing, graduation ceremonies and concerts.
- Microsoft Theater (Los Angeles): Formerly known as the Nokia Theatre, the Microsoft Theater is a music and theater venue in downtown Los Angeles, CA, at the L.A. Live entertainment business district. The theater opened in 2007 and was rebranded as the Microsoft Theater after Microsoft acquired the theater in 2014.
- Kia Forum (Los Angeles): The Kia Forum is a multi-purpose indoor arena in Inglewood, CA, located north of SoFi Stadium and the Hollywood Park Casino, and approximately 3 miles east of the Los Angeles International Airport. Although associated mostly for concerts in its current form, as the Great Western Forum, the arena hosted the NBA Lakers and NHL Kings from the late 1960s until the late 1990s.
- Glen Helen Amphitheater (San Bernardino): The Glen Helen Amphitheater is a 65,000-capacity amphitheater located in the hills of Glen Helen Regional Park in San Bernardino, CA. It is the largest outdoor music venue in the United States
- Yost Theater (Santa Ana): The Yost Theater is a concert and events venue in Santa Ana, CA. It is listed on the National Register of Historic Places and is located in Santa Ana's Downtown Historic District. The Yost Theater first opened as the Auditorium Theater in 1913.

- Intuit Dome (Los Angeles): Opened in 2024 and located in the suburb of Inglewood, CA, the Intuit Dome is an indoor arena. Located south of SoFi Stadium, the Intuit Dome is the home for the NBA Clippers.

Figure 6. Rose Bowl



Source: iStock – Takako Phillips (2021)

3.1.6 CONVENTION CENTERS AND MEETING PLANNING

Due in part to its mild weather and numerous attractions, the SCAG region is a popular location for conventions. Therefore, there are numerous convention centers and exhibition spaces located throughout the region. Below are just some of the convention centers in the SCAG region:

- Los Angeles Convention Center (Los Angeles): Opened in 1971 and then expanded in 1981, 1993, and 1997, the Los Angeles Convention Center hosts multiple annual conventions and is often used as a filming location for television shows and movies.
- Anaheim Convention Center (Anaheim): Opened in 1967 and located across from the Disneyland Resort, the Anaheim Convention Center is the largest exhibition facility on the West Coast of the United States.
- Long Beach Convention and Entertainment Center (Long Beach): The Long Beach Convention and Entertainment Center is a convention center located in Long Beach, California. Built on the former site of the Long Beach Municipal Auditorium, the venue is composed of the Long Beach Convention Center, Long Beach Arena, and the Long Beach Performing Arts Center. It is served by the 1st Street station of Los Angeles Metro Rail.

- Ontario Convention Center (Ontario): Located just two miles from the Ontario International Airport with access to a variety of hotel and dining options within walking distance, the Ontario Convention Center offers more than 225,000 square feet of column-free exhibit and meeting space. The Ontario Convention Center is frequently used by filmmakers as an onsite location for movies and commercials.
- Pasadena Convention Center (Pasadena): The Pasadena Convention Center is a conference and event complex located in Pasadena. Over the years, the venue has hosted numerous events, including the Daytime Emmy Awards, the NAACP Image Awards, and annual graduation ceremonies. The Pasadena Civic Auditorium, the original building at the location, was built in 1931. During the 1970s, the Pasadena Center was built around the historic auditorium. The Pasadena Center added a Conference Center Building with meeting rooms, an exhibit hall, and ballroom building with spaces to accommodate trade shows and large banquets.
- Riverside Convention Center (Riverside): Located in downtown Riverside, the Riverside Convention Center hosts conventions, home and garden shows, conferences, meetings, and weddings.

3.1.7 SHOPPING CENTERS AND MALLS

Figure 7. Cabazon Outlets



Source: Shutterstock – The Image Party (2022)

The SCAG region is home to numerous shopping centers, factory outlet malls, and indoor and outdoor malls. Some of the shopping centers have appeared in movies and television shows. Below is a list of some of the shopping centers and malls in the SCAG region.

- Camarillo Premium Outlets (Camarillo): As one of the largest outlet malls in the region with over 160 stores, the Camarillo Premium Outlets is a popular destination for locals and visitors.

- Beverly Center (Beverly Hills): The Beverly Center is an eight-story shopping mall located at the edge of Beverly Hills and West Hollywood. Anchor tenants include Bloomingdale's and Macy's, and a Macy's men's store. The mall's six-story series of escalators offer visitors views of the Hollywood Hills, Downtown Los Angeles, and Los Angeles Westside.
- Fashion Island (Newport Beach): Opened in 1967 by The Irvine Company as the anchor to their master-planned Newport Center district, Fashion Island is an outdoor shopping mall anchored by Bloomingdale's, Macy's, Neiman Marcus, and Nordstrom.
- Cabazon Outlets (Cabazon): Located between Palm Springs and Los Angeles, the Cabazon Outlets offers a unique desert landscape shopping experience nestled between the Santa Rosa and San Gorgonio Mountain Range. The 65,000 square foot retail shopping center features 18 specialty retailers in an open-air environment. Over 15 million shoppers visit every year. The architectural focal point of the center is a copper-clad Florentine dome.
- Imperial Valley Mall (El Centro): Located in the southernmost part of California and the SCAG region, the Imperial Valley Mall features more than 100 dining and shopping choices including PacSun, Dillards, Forever 21, and Express.
- Ontario Mills (Ontario): Ontario Mills is a shopping and factory outlet mall located in Ontario, CA. Some of the mall's major tenants include Off 5th Saks Fifth Avenue, H&M, Skechers Factory Store, Nike Factory Store, Forever 21, Nordstrom Rack, Uniqlo, AMC Theatres, Dave & Buster's, and the Ontario IMPROV comedy club.

3.2. SPECIAL AND SEASONAL EVENTS

3.2.1 ANNUAL CELEBRATIONS AND SPORTING EVENTS.

Due in part to its rich culture and history, and ideal year-round weather, the SCAG region is host to several annual events and celebrations, and major sporting events. Below are examples of some of the larger annual traditions in the region. It should be noted that there are countless annual celebrations occurring in the communities and neighborhoods in the SCAG region.

- 2028 Summer Olympics (Los Angeles and SCAG region): The 2028 Summer Olympics, officially known as the Games of the XXXIV Olympiad, and commonly known as Los Angeles 2028 or LA28, is an upcoming international multi-sport event scheduled to take place from July 14 to July 30, 2028. Although Los Angeles is the official host, events will be held throughout the entire SCAG region.
- FIFA World Cup 2026 (Los Angeles and SCAG region): The 2026 FIFA World Cup will be the 23rd FIFA World Cup, the quadrennial international men's soccer championship contested by the national teams of the member associations of FIFA. FIFA has selected SoFi Stadium and the Los Angeles region as one of the 16 cities to host matches for the 2026 FIFA World Cup. Although SoFi Stadium and Los Angeles has been selected as the host, World Cup related events will be occurring throughout the SCAG region.
- Rose Bowl Game and Rose Parade (Pasadena): The Rose Bowl Game is an annual American college football bowl game played at the Rose Bowl in Pasadena, CA, usually on Jan. 1, New Year's Day. Traditionally, the game would involve the winners of the PAC 10 (now PAC 12) and Big 10 (now B1G) college football conferences playing against each other. The corresponding Rose Parade, also known as the Tournament of Roses Parade, is an annual parade held along Colorado

and Orange Grove Boulevards in Pasadena, California. On years when New Year's Day falls on a Sunday, the Rose Bowl Game and Rose Parade are held on the following Monday.

- Los Angeles Marathon (Los Angeles): The Los Angeles Marathon is an annual full marathon typically held each spring in Los Angeles, California, since 1986.
- El Centro Air Show (El Centro): The annual air show is held at the Naval Air Facility El Centro (NAF El Centro), which is located approximately six miles northwest of the City of El Centro. As the winter home of the U.S. Navy Flight Demonstration Squadron, the NAF El Centro historically kicks off the Blue Angels' traveling air show season.
- CicLAvia (Los Angeles): Three to four times a year, the streets of select neighborhoods in Los Angeles are closed exclusively for bike and pedestrian traffic. Free to the public, the purpose of the CicLAvia events is to connect communities in Los Angeles and encourage walking and greater bicycle use.
- Winter Holidays (SCAG region): Due to the relatively mild winters, there are many outdoor winter holiday parades, street fairs, and parties throughout the SCAG region. Whether at business districts such as L.A. Live or historic Downtown Riverside, or at theme parks such as Disneyland and Magic Mountain, winter is a good time to visit the SCAG region.
- Fourth of July (SCAG region): The summer is an especially popular period to visit the SCAG region, with the Fourth of July being one of the most popular times to visit due to the numerous events and celebrations. Firework shows are planned at many of the sporting venues, theme parks, and municipal parks in the region. Of note are the firework shows at Dodger Stadium and Disneyland.
- The Acura Grand Prix of Long Beach (Long Beach): The Acura Grand Prix of Long Beach is an annual IndyCar Series race held on a street circuit in downtown Long Beach, CA. Starting in 1975 as a Formula 5000 race and a Formula One event in 1976, the Long Beach Grand Prix is the longest running major street race held in North America.

Figure 8. Blue Angels at NAF El Centro



Source: *Unsplash – Kelley Ashbrook (2021)*

3.2.2 FAIRS, EXPOS AND MUSIC FESTIVALS

Given the diversity of culture, people, and interests, and the long association with entertainment and popular culture, it should not come as a surprise that the SCAG region plays host many annual fair, expos, and cultural and musical festivals.

Figure 9. Art Installations at the Coachella Valley Music and Arts Festival



Source: Unsplash – Andrew Ruiz (2017)

- Coachella Valley Music and Arts Festival (Indio): An annual music and arts festival held at the Empire Polo Club in Indio, California, in the Coachella Valley in the Colorado Desert. Over the years, numerous famous artists, including Prince, Depeche Mode, Billie Eilish, and Radiohead, have performed at the festival.
- Los Angeles Comic Con (Los Angeles): The Los Angeles Comic Con is a three-day multi-genre convention held annually in downtown Los Angeles.
- Renaissance Pleasure Faire of Southern California (Irwindale): First staged in the spring of 1963, the Renaissance Pleasure Faire of Southern California is an annual outdoor gathering that aims to recreate the English Renaissance for the amusement of its guests.
- Los Angeles County Fair (Pomona): First held in 1922, the Los Angeles County Fair is an annual county fair held in Pomona.
- Orange County Fair (OC Fair) (Costa Mesa): The OC Fair is a 23-day annual fair that is held every summer at the Orange County Fair & Event Center in Costa Mesa.
- Los Angeles Times Festival of Books (Los Angeles): The Los Angeles Times Festival of Books is a free, public festival celebrating the written word. It is the largest book festival in the United States, annually drawing approximately 150,000 attendees.
- Stagecoach Festival (Indio): The Stagecoach Festival is an annual outdoor country music festival held annually at the Empire Polo Club in Indio.

- Ohana Music Festival (Dana Point): The three-day festival, which takes place at Doheny State Beach in Dana Point, was co-founded in 2016 by Pearl Jam singer/guitarist Eddie Vedder, who grew up nearby in North County San Diego.

4. TRAVEL AND TOURISM: TRANSPORTATION AND MOBILITY

Critical to travel and tourism is the multimodal transportation system that serves people traveling to, from and within the SCAG region. The region includes multiple passenger air, sea and rail ports. Some of the travel destinations are supported by multiple transportation modes. However, it should be noted that special events add additional stress to an already impacted system, emphasizing the importance of additional programs and projects to accommodate these outstanding circumstances. Finally, due to upcoming major events, such as the 2028 Olympics and Paralympics, and the ever-changing and growing region, there are various programs and projects in place to address these future travel and tourism transportation needs.

4.1. QUICK OVERVIEW OF TRANSPORTATION FACILITIES IN THE SIX-COUNTY SCAG REGION

Visitors and tourists can travel to, from, and within, the SCAG region via air travel, rail, bus, personal automobile, and ship. Moreover, many of the airports, train stations and ports in the region are also historical and cultural landmarks. The following are some of the air, rail and seaports used by travelers to and within the SCAG region.

4.1.1 EIGHT COMMERCIAL SERVICE AIRPORTS WITH SCHEDULED PASSENGER FLIGHTS:

Currently, there are eight airports in the SCAG region providing scheduled commercial passenger flights. Visitors can arrive to the region, and in some instances travel within the region, from these airports.

- Hollywood Burbank Airport (BUR) (Burbank)
- Imperial County Airport (IPL) (Imperial)
- John Wayne Airport (SNA) (Santa Ana)
- Long Beach Airport (LGB) (Long Beach)
- Los Angeles International Airport (LAX) (Los Angeles)
- Ontario International Airport (ONT) (Ontario)
- Palm Springs International Airport (PSP) (Palm Springs)
- San Bernardino International Airport (SBD) (San Bernardino)

Besides bringing travelers to the region, the above airports are tourist destinations themselves. Of note, architecture and historic building enthusiasts might find the terminal at LGB and the old terminal at BUR of special interest. The international terminal at SBD has been featured in several movies including *The Terminal*, starring Tom Hanks. Finally, LAX has recently upgraded its international terminal to include several restaurants and retail outlets.

Figure 10. Los Angeles International Airport



Source: iStock – Shaan Mojo/MojoStudio (2017)

4.1.2 SELECT RELIEVER AIRPORTS (FOR INTRAREGIONAL PASSENGER TRAVEL)

In addition to the commercial service airports, there are over 30 general aviation and reliever airports in the region that offer air taxi services, business jets, and private charter flights. The following are some of the general and reliever airports in the SCAG region:

- Barstow-Daggett Airport (DAG) (Barstow)
- Camarillo Airport (CMA) (Camarillo)
- Chino Airport (CNO) (Chino)
- Oxnard Airport (OXR) (Oxnard)
- Palmdale Regional Airport (PMD) (Palmdale)
- March Inland Port (RIV) (Riverside)
- Southern California Logistics Airport (VCV) (Victorville)
- Van Nuys Airport (VNY) (Van Nuys)
- Whiteman Airport (WHP) (Los Angeles)
- Woodley Airport (CPM) (Compton)

Travelers and tourists in the region have the option to explore the services provided by private charter flights. Whether flying to Catalina Island, admiring the Pacific Ocean, or viewing areas of the Mojave Desert inaccessible to day hikers, charter flights are available for tourists and travelers in the region. Evo, Monarch, and Stratos are just some of the private jet charters operating in Southern California. It should be noted that although aircraft emissions are not part of SCAG's GHG reduction targets, the California Air

Resources Board (CARB) and the South Coast Air Quality Management District (AQMD) monitor aircraft emissions and work with the airports to reduce ground support equipment and vehicle emissions. Furthermore, although electric aircraft are being developed for shorter range flights, few are online or readily available. Thus, while private aircraft are a travel option to various destinations, they might not always be the most environmentally friendly in terms of emissions and noise, nor the most affordable for most travelers.

4.1.3 SELECT PASSENGER RAIL AND TRANSIT STATIONS

In addition to being stops for the Amtrak and Metrolink passenger rail systems, and transit networks throughout the region, many of the train and intermodal stations in the SCAG region are also tourist attractions, whether due to their designations as historic landmarks, interesting design, or locations in city centers. The following are just some of the notable rail stations in the region:

Figure 11. Anaheim Regional Transportation Intermodal Center (ARTIC)



Source: iStock – Greg Hadel/HadelProductions (2022)

- Anaheim Regional Transportation Intermodal Center (ARTIC) (Anaheim)
- Harvey House Rail Depot (Barstow)
- Burbank Airport-South Station (Burbank)
- Camarillo Train Station (Camarillo)
- Fullerton Station (Fullerton)

- Glendale Train Station (Glendale)
- Hollywood and Highland Metro Station (Hollywood)
- Irvine Train Station (Irvine)
- Los Angeles Union Station (Los Angeles)
- Ontario Station (Ontario)
- Pomona Regional Transit Center (Pomona)
- Riverside Downtown Train Station (Riverside)
- Redlands Transit Village (Redlands)
- San Bernardino Depot Train Station (San Bernardino)
- Santa Ana Regional Transportation Center (SARTC) (Santa Ana)

The train stations in the region offer numerous opportunities for sightseeing and education. For instance, the Route 66 Mother Road Museum is located right next to the Harvey House Rail Depot in Barstow. Architecture and movie aficionados might consider a visit to the SARTC in Santa Ana. With its Spanish style architecture, fountains, and ceramic roof tiles, the SARTC is notable for its appearance in the closing scenes of *Rain Man*, starring Dustin Hoffman and Tom Cruise. People visiting or traveling within the SCAG region should consider utilizing and visiting the numerous train and intermodal stations.

4.1.4 SELECT PORTS OF CALL (PASSENGER) (DOES NOT INCLUDE CONTAINER PORTS) AND HARBORS.

Some travelers arrive and depart from the SCAG region through our seaports and harbors. The seafaring passengers in the region might travel to Mexico or as far as Alaska, or just might be visiting one of the local Channel Islands. The following are some of the largest ports of call and harbors in the SCAG Region:

- King Harbor Marina (Redondo Beach)
- Long Beach Cruise Terminal (Long Beach Harbor) (Long Beach)
- Newport Harbor (Newport Beach)
- Ventura Harbor (Ventura)
- World Cruise Center at the Port of Los Angeles (US LAX) (Los Angeles Harbor).

In addition to being ports of call, the seaports and harbors in the region are often tourist destinations in and of themselves. Of note, the Port of Los Angeles often appeared on the television show, *The Love Boat*. Finally, seaports and harbors are often located next to or near other tourist destinations, such as Ports O' Call Village in San Pedro, and the Redondo Beach Pier in Redondo Beach.

4.2 MULTIMODAL CONNECTIONS TO TRAVEL DESTINATIONS AND EVENTS.

Several travel and tourist destinations in the SCAG region already benefit from being connected to multiple transportation modes. Here are a few examples highlighting the multimodal options to some of the region's many notable locations.

- Universal Studios Hollywood (Los Angeles): Universal Studios Hollywood is accessible via the 101, 134 and 210 freeways, and has a dedicated Metro B (formerly Red) Line stop with Universal providing a complimentary shuttle from the Metro stop to the theme park and CityWalk shopping, dining and entertainment district.

- Angel Stadium (Anaheim): Located off the 57 freeway, Angel Stadium is in proximity to the 5 freeway and is served by the Metrolink Angel Stadium Station, which is located in the parking lot of the ballpark.
- Olvera Street and Chinatown (Los Angeles): Olvera Street and Chinatown are located off the 110, 101, and 10 freeways, and are walking distance from Los Angeles Union Station, which is served by Amtrak, Metrolink, and the Metro B, D (formerly Purple) and L (formerly Gold) lines.,
- Exposition Park (Los Angeles): The E (formerly Expo) Line Exposition Park Station connects visitors to the Natural History Museum, Memorial Coliseum, Museum of Science and Industry, Lucas Museum of Narrative Art and the University of Southern California
- Fashion Island (Newport Beach): It should be noted that while other travel and tourist locations might not have rail options, many are served by bus lines. For instance, although Fashion Island in Newport Beach is bordered by Jamboree Road, MacArthur Boulevard and the Pacific Coast Highway and may appear to be accessible exclusively by private vehicle, the Orange County Transportation Authority lines 55 and 57 have multiple stops along Newport Center, which borders Fashion Island

In addition to the above examples, which highlight transit and passenger rail, there are other transportation options to travel destinations and special events in the SCAG region, including on-call services for first and last-mile connections. Flexibility and adaptability are critical for mobility and accessibility to the travel and tourist destinations in the SCAG region. Of note, many jurisdictions and agencies have begun to offer supplementary services for special events.

4.3 TRANSPORTATION PROGRAMS FOR SPECIAL EVENTS

Special events are an important part of our lives. Regardless of setting, whether urban, suburban or rural, people travel to and attend sporting, entertainment and cultural events across the nation and around the world. Moreover, having a variety of events and experiences to choose from is counted among the benefits and prestige of living in large metropolitan areas, such as the SCAG region. However, the increased traffic caused by these events often results in congestion and street closures. Planned special events are often more difficult for drivers, freight movers and transportation planners to work around than usual weekday traffic patterns. As the number of these events increases and multiple events occur simultaneously, the impacts escalate ever more rapidly.

Planned special events generate substantial revenues but also incur large costs to private industry and government entities, including expenses associated with crowding and traffic congestion. However, little is known about the number of these events, their economic significance or the impact they have on traffic congestion. Nevertheless, local, county, regional and state agencies must plan for, adapt to and address the impacts of special events on our transportation system.

Below are some examples of various jurisdictions and agencies working to mitigate the transportation impacts of special events.

- Rose Bowl Shuttle Service (Pasadena): Foothill Transit offers special and free shuttle service for most events occurring at the Rose Bowl and select events at the Brookside Golf Course, including UCLA football games, concerts, festivals, soccer exhibitions and the annual Rose Bowl Game. The shuttle is located at the Parsons Building on Fair Oaks and Walnut, just a few blocks away from the Metro Memorial Park Station.

- **Dodger Stadium Express (Los Angeles):** The Metro Dodgers Stadium Express provides free transport to people traveling to Dodger Stadium on gamedays from Union Station and any of the following stations (Slauson, Manchester, Harbor Freeway, Rosecrans or Harbor Gateway Transit Center) in the Los Angeles South Bay. Union Station is served by many Metro and municipal bus lines, the Metro J Line, and Metro Rail's A, B, and D lines, as well as Metrolink and Amtrak.
- **Ride the OC Bus to the OC Fair (Orange County):** The Orange County Transportation Authority (OCTA) offers a bus service to the Orange County Fair known as the OC Fair Express. The OCTA OC Fair Express serves the following cities, Anaheim, Fullerton, Laguna Niguel, Orange, Santa Ana, Huntington Beach, Irvine and Laguna Hills.
- **Coachella Any Line Shuttle (Indio):** The Coachella Any Line Shuttle service offers a safe, comfortable and environmentally conscious transportation alternative. For the 2024 Coachella Music Festival, the round-trip Any Line Shuttle service departed from local hotels between noon and 8:00 PM on each show day and offered return service each night from the festival until 60 minutes after the last performance.
- **Hollywood Bowl Park and Ride (Los Angeles and Ventura County):** The Hollywood Bowl Park and Ride service provides roundtrip shuttle service on the days of concerts and events. Shuttle lot and park and ride locations include Burbank, the Los Angeles Zoo, Ventura, Hollywood and Highland, Arcadia, Rowland Heights, Chatsworth, Santa Monica, Culver City, Sherman Oaks, Downey, Torrance, East Los Angeles, West Hollywood, El Monte, Westwood, Lakewood, Willowbrook and Pasadena.
- **SoFi Stadium Shuttle (Inglewood):** Los Angeles Metro offers a shuttle that operates between the Hawthorne/Lennox C Line Station and SoFi Stadium during Rams and Chargers pre, regular and post-season NFL games. The SoFi Shuttle will likely be in operation during the 2026 FIFA World Cup Games.

Transportation programs for special events are constantly evolving and subject to change. In some instances, jurisdictions and agencies are looking at more permanent mobility options, such as the Inglewood Transit Connector, which would pick up the services currently provided by the SoFi Stadium Shuttle on game days.

4.4 FUTURE TRAVEL AND EVENT TRANSPORTATION PLANNING

The SCAG region multimodal transportation system is constantly evolving and adapting to changes in the region, including developments in travel, tourism and special events. To address the growth and evolution of the region, including its destinations, experiences and special events, the various jurisdictions and agencies in the region have developed transportation initiatives. The following projects and programs highlight some of the efforts to address the potential impacts to our transportation system caused by upcoming events and the ongoing growth and changes to the travel destinations in the region.

- **Inglewood Transit Connector Project (Inglewood):** The proposed 1.6 mile fully elevated and automated transit system will connect the Downtown Inglewood K Line Metro Station to the Kia Forum, SoFi Stadium, Hollywood Park Casino and Intuit Dome. Managed by the Inglewood Transit Connector Joint Powers Authority, which is a partnership between the City of Inglewood, Los Angeles County Metro and the County of Los Angeles, the goal is to have the Connector completed by the 2028 Summer Olympics.
- **Twenty-Eight by '28 (Los Angeles):** Twenty-Eight by '28 is an initiative established by former Los Angeles Mayor Eric Garcetti for the City of Los Angeles to complete 28 transportation

infrastructure projects before the start of the 2028 Summer Olympics and 2028 Summer Paralympics. The City of Los Angeles will be working in partnership with LA28 and Los Angeles Metro (please see below).

- LA28 2028 Summer Olympics and Paralympic Transportation Plan (Los Angeles): The 2028 Summer Olympics and Paralympics planning committee, LA28, working in partnership with LADOT, Metro and Caltrans, has developed an LA 28 Games transportation plan. The LA28 Games transportation plan will aim to move athletes and fans effectively and efficiently to training and competition, while keeping LA residents moving reliably through the region. The Los Angeles region has extensive experience implementing strategic travel-demand management plans, regularly managing road closures and traffic control during major events such as the Oscars, Grammys and LA Marathon
- Los Angeles Metro, 2028 Games Mobility Concept Plan (MCP) (Los Angeles County): Los Angeles Metro, in partnership with Metrolink, Caltrans, the City of LA, LA28, the ports, railroads, LADOT and other local agencies, is developing projects (e.g., mobility hubs, first/last mile efforts, bus only lanes) in advance of the 2028 Olympic Games. To address the transportation needs of the 2028 Summer Olympics, the Metro Board's Olympics Committee staff developed a list of projects as part of the 2028 Games MCP that will link competition venues scattered throughout the region via transit and active transportation corridors. The list of projects falls into the following categories: adding capacity at key transit stations and transit system bottlenecks; expanding bus-only lanes on major arterial streets countywide; investments in zero-emission infrastructure; optimizing access to major venues and activity centers; and planning and designing activities for these projects. Initially a "wish" list of 209 projects, Metro narrowed down the list to 15 projects and programs in June 2023. Some of the projects in the MCP include regional mobility hubs, transit to first/last mile, Universal Basic Mobility and the Inglewood Transit Coordinator. For mobility hubs, the Olympic-related hubs represent a subset of Metro's larger mobility hubs effort. In 2023, Metro developed designs and implementation strategies for four mobility hubs falling across the different typologies—Central, Venue, Neighborhood/Equity, and Supplemental Bus. Metro plans to provide implementation guidance to local jurisdictions for the other mobility hubs, for example by suggesting grants, stakeholder coordination, and timelines. With respect to planning for first/last mile efforts, Metro has selected 10 corridors to design and plans to work with local jurisdictions to identify what elements to implement. Through the end of 2023, Metro crafted an implementation plan for these corridors.
- Federal Highway Administration (FHWA) and California Department of Transportation (Caltrans) Recreational Trails Program (RTP) (California): The RTP, which provides funds annually to develop non-motorized recreational trails and trails-related facilities, is administered on the federal level by the FHWA and on the state level by the California Department of Parks and Recreation (DPR), Office of Grants and Local Services (OGALS), and Caltrans Active Transportation Program (ATP). Recently, the RTP was expanded to include transportation alternatives, such as pedestrian and bicycle facilities. The Bipartisan Infrastructure Law of 2021 (BIL) reauthorized the RTP from Federal Fiscal Years (FFY) 2022 through FFY 2026 as a set-aside from the Transportation Alternatives Set-Aside under the Surface Transportation Block Grant (STBG).⁴

5. NEXT STEPS

The following are next steps to address the 23 C.F.R. Part 450.306 directive for the “continuous, cooperative, and comprehensive” provision for the consideration and implementation of “projects, strategies, and services” that enhance travel and tourism:

5.1 HIGHLIGHT TOURISM AND ATTRACTIONS IN THE REGION: VISITOR INFORMATION AND COMMUNICATIONS

In addition to Connect SoCal 2024, SCAG will continue highlighting travel and tourism in the region in future Connect SoCal updates and other SCAG projects and publications. The SCAG region is constantly evolving and adapting to environmental, social, economic and cultural changes. As a result, it is important to document and note the changes in travel and tourism in the SCAG region on an ongoing basis. SCAG will continue to include travel and tourism as part of future Connect SoCal updates, as well as work with travel, tourism and transportation agencies and organizations to spotlight the dynamic travel and tourist destinations, activities, and industries in the region.

5.2 CONSULTATION AND COLLABORATION BETWEEN STATE AND LOCAL AGENCIES CHARGED WITH PROMOTING TOURISM (AND TRANSPORTATION)

As part of SCAG’s ongoing role in regional collaborative planning, SCAG can facilitate coordination and cooperation between the state, county and city, agencies responsible for promoting tourism and transportation in the region. SCAG can correspond and communicate, and initiate, organize, and convene meetings, with the travel and tourism agencies. The regional collaboration will focus on various aspects of travel and tourism, including the following:

5.2.1 DESTINATION STEWARDSHIP, DEVELOPMENT, AND PROGRAMMING

To maintain a healthy and vibrant regional travel and tourist industry, it is critical that the experiences and destinations are adaptable and reflect the cultural vitality of the region, which requires that the various agencies tasked with the stewardship, development and programming of the notable destinations and activities in the SCAG region work collaboratively across jurisdictional boundaries. First, the travel and tourist experience at the various natural, historical, and cultural destinations, and events, in the region must be nurtured, maintained, developed and promoted on an ongoing basis. It is important that the visitors’ experiences evolve and adapt, and most importantly, do not diminish or deteriorate, over time. This includes caring for, preserving, and when necessary, upgrading, the locations, and altering the programming for events, as needed. Of particular importance is being respectful of the cultural and spiritual significance of many of the region’s travel destinations. The traveler and tourist experience in the region must adapt to reflect cultural and social changes, while being mindful of its historic appeal. Most destinations should have multimodal travel options. Furthermore, the travel, tourism, and park, agencies must develop strong working relationships in anticipation of potential risks and hazards ranging from wildfires, floods, to security threats. Finally, there should be affordable and publicly accessible experiences for all. In large and diverse regions such as the SCAG region, the impacts and appeal of travel and tourism

are not isolated to specific locations but rather go beyond city and county borders. The resilience and adaptability of the region's travel and tourist destinations is dependent on interagency collaboration and communication.

Visitors traveling to or within the SCAG region want the "Southern Californian" experience. Therefore, the state, county, and local agencies and entities charged with caring for and promoting these natural, cultural, and historical locations and events must not only be mindful of what is happening locally but regionally as well. SCAG can play a role in fostering this regional collaboration, whether it is through information sharing or facilitating communication between the jurisdictions and agencies. Of note, SCAG has developed broader agency Implementation Strategies for Connect SoCal 2024, including, transit and multimodal integration, equitable engagement, natural and agricultural lands preservation, climate resilience and tourism, which emphasize partnerships, fostering engagement opportunities, inclusion of cultural and racial/ethnic groups, supporting and complementing the efforts of implementation agencies, and interagency coordination. The "next steps" to "enhance travel and tourism" in the SCAG region build off the Connect SoCal 2024 Implementation Strategies.

5.2.2 VISITOR ACCOMMODATIONS, CLIMATE PREPARATION, MOBILITY, ACCESS AND RESEARCH

ENHANCED VISITOR ACCOMMODATIONS

A significant aspect of the SCAG region's appeal to travelers is the high caliber of hotels, resorts, facilities and amenities available to its visitors. Therefore, it is important that the accommodations and services in the region maintain, and even advance, this high standard. Moreover, it is critical that there are affordable and accessible visitor accommodations available to travelers. Although SCAG does not have oversight to mandate resort and hotel standards, the state, county, and local tourism agencies in the region are mindful of their importance to fostering a positive experience obtainable to all travelers.

RESILIENCE AND PREPARATION FOR CLIMATE CHANGE

The travel destinations and events throughout the SCAG region must prepare for the impacts of climate change, including floods, wildfires and droughts. Much of the travel and tourism climate change resiliency planning in the SCAG region is focused on public lands and national parks and occurs on the federal and state level. The Sustainable Operations and Maintenance Branch (SOMB) of the NPS Park Facility Management Division (PFMD) ensures that parks and national monuments consider climate change and plan for climate resiliency. On the state level, the California Natural Resources Agency has developed a Natural and Working Lands Climate Smart Strategy. Although the resilience planning for the private and more commercially oriented tourist destinations is not as clear or established, emergency operations and planning are factored into the planning and management of the region's theme parks, music and sporting venues, commercial districts and large-scale events. Resilience and the planning for climate change will be a part of the ongoing dialogue and collaboration between SCAG and the region's travel and tourism agencies and organizations, and parks and recreation agencies.

HIGHLIGHT THE MULTIPLE MODES THAT SERVE THE TRAVEL AND TOURIST DESTINATIONS IN THE SCAG REGION

The tourist industry in the region is dependent on the transportation infrastructure, which includes the airports, seaports, train stations, rail and transit lines, and roads. As part of SCAG's emerging and ongoing work in travel and tourism, it is important to emphasize that many of the destinations in the region are served concurrently by many of these modes. Some travel destinations in the region benefit from being connected to multiple transportation modes. (Please see subsection 4.2. Multimodal connections to travel destinations and events.) However, awareness of these multimodal options and choices is often low, with most visitors opting to use private automobiles over transit and rail options. By highlighting some of these alternatives in Connect SoCal 2024 and in future efforts, travelers may become aware transportation options that are more environmentally friendly, less costly and stressful, than driving in private vehicles.

HIGHLIGHT AND PROMOTE THE NEED TO DEVELOP MULTIMODAL OPTIONS TO TRAVEL DESTINATIONS

Despite the numerous examples of travel and tourist destinations being served by multiple travel modes, there are also many that need modal enhancements and options. For instance, many of the city, state and national parks in the region are accessible only by private vehicles. Other travel destinations could improve accessibility with additional modal infrastructure. For instance, although Disneyland is located immediately off the 5 freeway, is close to the 91 and 57 freeways, is a few miles away from the Anaheim Regional Transportation Intermodal Center (ARTIC), and is served by Anaheim Regional Transportation buses, the resort would benefit from a rail, monorail, or new technology (e.g., AAM) connection to the ARTIC. Many of the travel and tourist destinations in the SCAG region would benefit from transportation infrastructure enhancements.

COLLABORATE WITH PARTNER AGENCIES TO FACILITATE UPGRADED AND WELL-MAINTAINED TRAVEL INFRASTRUCTURE

One thing that SCAG has done and will continue doing is supporting the maintenance and development of the regional surface transportation system, including access to the airports, seaports and train stations, through its long-range planning. Moreover, the counties and cities in the region are regularly planning and developing the transportation infrastructure, including for travel and tourism. For instance, the Twenty-eight by '28 initiative is a plan set forth by former City of Los Angeles Mayor Eric Garcetti and the 2028 Games Mobility Concept Plan (MCP) has been developed by Los Angeles Metro. The Twenty-Eight by '28 initiative is to complete 28 transportation infrastructure projects and the 2028 Games MCP is to develop transportation programs and projects in preparation of the 2028 Summer Olympics and Paralympics (Please see subsection, 4.4 Future Travel and Event Transportation Planning). Some of the projects include the Los Angeles River Bicycle Path and the LAX Metro Connector Station. Moreover, although these efforts are targeted for the 2028 Games, they will benefit mobility in general, including to other travel destinations and special events. For instance, although the 2026 FIFA World Cup is not specifically mentioned in the Twenty-Eight by '28 initiative nor the Metro 2028 Games MCP, many of the projects and programs underway for the 2028 Games will facilitate travel for the 2026 FIFA World Cup.

Collaborating with transportation and parks and recreation agencies, and travel organizations, benefits not only connectivity to travel destinations and special events, but mobility in the region in general. Although MPOs do not have jurisdiction over airport planning, operations and development, MPOs, including SCAG, can support and complement the redevelopment and upgrades of airports in the region,

particularly if it relates to improved airport landside ground access. Hollywood Burbank Airport, Long Beach Airport, LAX and Ontario International Airport are in the process or have recently undergone terminal and airport facility upgrades, which should improve the traveler and tourist experience, and are featured in the Connect SoCal 2024 Aviation and Airport Ground Access Technical Report.

COLLABORATE WITH MULTIPLE AGENCIES ACROSS LEVELS OF GOVERNMENT

SCAG will work with the local departments of transportation, county transportation commissions, parks and recreations agencies, travel and tourism agencies, National Park Service (NPS), Caltrans, the Bureau of Land Management (BLM), the Federal Aviation Administration (FAA), the Federal Transit Administration (FTA) and the Federal Highway Administration (FHWA) to facilitate multimodal transportation infrastructure development and maintenance to and from the SCAG region's travel and tourist destinations and events. Of particular focus will be collaborating with the federal land management agencies, such as NPS, BLM and Bureau of Indian Affairs (BIA), which are not regular partners with SCAG but share a mutual interest in promoting and fostering travel and tourism. Upgrading the transportation infrastructure to the SCAG region's travel destinations will require the collaboration of multiple agencies across policy and planning areas (e.g., transportation, land management, tourism) and jurisdictions.

REDUCE PRIVATE VEHICLE USAGE

SCAG can play a role in encouraging the reduced usage of cars by visitors to, and travelers within, the region by working with the county transportation commissions, local transportation agencies, local and county tourist agencies, Visit California, and Caltrans, to spotlight alternative transportation options, including mass transit, light-rail, passenger rail, subways and active transportation. Part of this will involve promoting the passenger rail and transit agencies within the region, including Amtrak, Arrow, Metrolink, and Metro. Another potential aspect to this strategy would be an integrated fare system across rail and transit in the region (e.g., reciprocity between Amtrak, Metrolink, Metro, LADOT, Big Blue Bus, Foothill Transit). Ultimately, the transportation agencies would have to see the benefits of an integrated fare system and make it happen. Another potential area for collaboration with partner agencies is developing data, including mapping data, which observes behaviors of travelers and tourists, including modal choice and modal options to travel destinations. Cross-jurisdictional and interagency collaboration will be critical to encouraging travelers in the region to consider alternative means of travel besides private automobiles. SCAG can play a role in promoting that coordination and cooperation.

ENSURE ACCESSIBILITY TO THE SCAG REGION'S TRAVEL DESTINATIONS AND EXPERIENCES FOR ALL PEOPLE

The region's travel destinations and celebrations must be accessible for all and be respectful of the cultural needs of the diverse peoples of our region, nation, and world. Whether this is making sure that people with special needs can experience and access our region's many locales and events, safeguarding public lands and spaces for all people, or protecting the sacred spaces and places of our Indigenous peoples, there is much that can be done to promote travel and tourism in the region. For instance, the California Coast Commission (CCC) includes "maximizing public access and recreation for all" as one of its goals in the 2021-2025 CCC Final Strategic Plan. SCAG can play an instrumental role in our region by bringing together and collaborating with the agencies and organizations tasked with stewarding the travel destinations and experiences in our region, including the local, county and state parks and transportation agencies, the local tribes, CCC, NPS, BLM, BIA, FAA, FTA and FHWA.

COLLABORATIVE TRAVEL AND TOURISM DATA AND INFORMATION SHARING, RESEARCH AND ANALYSES

Critical to long-term travel and tourism planning is the availability of data and information. However, much of the data required is not collected, and it is not completely clear as to what information has been collected and by whom. While organizations such as Visit California do an excellent job of gathering data on the economic impacts of tourism, much of the data, including mapping for accessibility and mobility to travel destinations is not readily available. Furthermore, there appears to be limited data on the motives behind travel, including why people make certain modal choices (e.g., private auto, air travel) to get to their destinations. Going forward, it will be critical that the agencies and jurisdictions tasked with promoting and facilitating travel, tourism, transportation, and parks and recreation in the SCAG region work together. Coordination and communication will be critical for effective information and data collection and sharing. SCAG can and will play a facilitative role in this interagency collaboration.

¹ Visit California (Prepared by Dean Runyan Associates) (April 2022). *The Economic Impact of Travel in California: 2021 State, Regional, and County Impacts.*

² Visit California (Prepared by Dean Runyan Associates) (April 2022). *The Economic Impact of Travel in California: 2021 State, Regional, and County Impacts.*

³ FHWA. (2008). *Planned Special Events – Economic Role and Congestion Effects*

⁴ California Department of Parks and Recreation (2023). *Recreational Trails Program (RTP) Non-Motorized.*





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