



Event Integrated Ticketing Platform

Los Angeles County Metropolitan Transportation Authority

PROJECT PARTNERS

Masabi
LA Philharmonic



Metro



PROJECT CHALLENGE

The Event Integrated Ticketing Platform (the “Integration Project”) is a proposal to integrate transit trip-planning with the event ticketing process. The Integration Project is an adaptable web platform that can be integrated with ticket vendors and appointment booking websites to allow for transit-to-event information and pass purchase as an option when buying tickets for an event. The goal is to nudge (or incentivize) LA County residents by the improved streamlined transit purchasing and potentially planning when they buy a ticket to the event and then trying transit for the first time or returning to transit (possibly after being away from it due to COVID-19) when taking it to an event.

IMPACT

The project is countywide and can be used by any eventgoer at partner venues and ticketed events. The technology will lessen the barrier for transit use as a potential option for people purchasing tickets for events. We will first test the event and transit ticket integration experience with the LA Phil for the 70 event Hollywood Bowl Summer 2024 season.

CURRENT STATE OF THE ISSUE

We are looking to grow awareness of the availability to take transit to an event, to provide improved customer experience for existing and new riders and to grow ridership by providing an integrated event and transit ticket buying experience.

POLICY QUESTIONS

Does an integrated purchase of an event and transit ticket act as an incentive to take transit? Does an integrated purchase of an event and transit ticket increase awareness of transit as a viable way to access a venue versus driving a personal auto. Does the marketing campaign designed to elevate the new ticket purchase integration grow awareness of transit as a viable way to access an event venue and or drive ridership in other ways? What else beyond ticket purchase integration is needed to nudge drivers to switch to transit for an event?

STAGE 1 OUTCOMES

1. Implementation and launch of the test event and transit ticket purchase integration. The launch occurred on May 7, 2024 with LA Phil for 70 Hollywood Bowl shows for the summer season. 2. Tickets purchased through the ticketing integration technology. Successful use of the tickets (measured by open rate on the QR ticket and the scanning of tickets at readers on transit). 3. Increased ridership on Metro transit at the venue station(s) measured by fare media data (TAP data). 4. Increased awareness of Metro transit as a viable way to get to an event instead of driving a personal auto.

STAGE 2 VISION

A big picture outcome of phase 1 is we would like to grow LA Metro’s understanding how big a role payment/purchase integration impacts traveler behavior and understand what other customer experience improvements may need to be made to complete the trip process. We envision Phase 2 responding to the big picture of customer experience utilizing some or all of the following elements; 1. payment integration with QR codes (or similar technology), 2. leveraging open loop technology that will be implemented for 2026, 3. Integrating principles of mode choice and subsidies from our Mobility Wallets and 4. Leveraging our ongoing Metro app consolidation effort to incorporate improvement in wayfinding mapping and trip planning.