The Road to LA28: A Regional TDM Strategy

June 4, 2026

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The SCAG Region

6
COUNTIES

16
TRIBAL GOVERNMENTS

191
CITIES

18.7M
RESIDENTS

38,618
SQUARE MILES

$1.6T
REGIONAL GDP

15th
LARGEST ECONOMY WORLDWIDE

47.6%
OF STATE POPULATION

Games Legacy for the Region

We already live the legacy of two previous Olympic Games.

The LA28 Games are an opportunity to create a new legacy for the region.

Olympic Village

Sports, Parks, and Play

A New Legacy

Games Facts

5M
UNIQUE ATTENDEES

12-15M
TICKETED FANS

59
SPORTS

40+
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

Football (Soccer) - Preliminary Stages

NEW YORK ZONE
New York Stadium - New York, New York

COLUMBUS ZONE
Columbus Stadium - Columbus, Ohio

ST. LOUIS ZONE
St. Louis Stadium - St. Louis, Missouri

NASHVILLE ZONE
Nashville Stadium - Nashville, Tennessee

SAN JOSÉ ZONE
San José Stadium - San José, California

SAN DIEGO ZONE
San Diego Stadium - San Diego, California

OKC ZONE
OKC Softball Park
Softball
OKC Whitewater Center
Canoe Slalom

To Be Confirmed
Athletics (Race Walk), Athletics (Marathon - Finish), Cycling Road (Road Race - Finish), Cycling Road (Time Trial)

*Opening Ceremony - Celebration - LA Memorial Coliseum

Valley Complexes 1-4
3x3 Basketball
BMX Freestyle
BMX Racing
Modern Pentathlon
Skateboarding (Park)
Skateboarding (Street)
VALLEY ZONE

BUR Airport

PASADENA ZONE

LOS ANGELES COUNTY

Comcast Squash Center at Universal Studios
Squash
UNIVERSAL CITY ZONE

Rose Bowl Stadium
Football (Soccer) - Final Stages

DTLA Arena
Artistic Gymnastics
Boxing - Final Stages
Trampoline Gymnastics

Rose Bowl Aquatics Center
Diving

Santa Anita Park
Equestrian
ARCADIA ZONE

POMONA ZONE

Fairgrounds Cricket Stadium
Cricket

LA Convention Center Halls 1-3
Fencing
Judo
Table Tennis
Taekwondo
Wrestling
DTLA ZONE

Dodger Stadium
Baseball

RIVIERA ZONE

Riviera Country Club
Golf

Peacock Theater
Boxing - Preliminary Stages
Weightlifting

WHITTIER NARROWS ZONE

Whittier Narrows Clay Shooting Center
Shooting (Shotgun)

CITY OF INDUSTRY ZONE

Industry Hills MTB Course
Mountain Bike

LA Memorial Coliseum
Athletics (Track & Field)
Opening* and Closing Ceremonies

Galen Center
Badminton
Rhythmic Gymnastics

Exposition Park Stadium
Flag Football
Lacrosse
EXPOSITION PARK ZONE

Venice Beach Boardwalk
Athletics (Marathon - Start)
Cycling Road (Road Race - Start)
VENICE ZONE

Venice Beach
Triathlon

INGLEWOOD ZONE

LAX Airport

2028 Stadium
Swimming
Opening Ceremony

Intuit Dome
Basketball

Carson Field
Hockey
CARSON ZONE

Carson Stadium
Archery
Rugby Sevens

Carson Velodrome
Cycling Track

Carson Courts
Tennis

LGB Airport

ANAHEIM ZONE

Honda Center
Volleyball

Belmont Shore
Open Water Swimming
Rowing Coastal Beach Sprints
Sailing (Windsurfing & Kite)

LONG BEACH ZONE

Long Beach Arena
Handball

Long Beach Target Shooting Hall
Shooting (Rifle & Pistol)

Marine Stadium
Canoe Sprint
Rowing

ORANGE COUNTY

PORT OF LOS ANGELES ZONE

Port of Los Angeles
Sailing (Dinghy, Skiff & Multihull)

Long Beach Aquatics Center
Artistic Swimming
Water Polo

Alamitos Beach Stadium
Beach Volleyball

Long Beach Climbing Theater
Climbing

SNA Airport

TRESTLES BEACH ZONE

Trestles State Beach
Surfing

LA28 OLYMPIC GAMES MAP

As of March 17th, 2026 - All names and venues subject to change.

Games Mobility Executives (GME)

- Leads mobility projects and initiatives that advance:
  - economic opportunity,
  - sustainability,
  - accessibility, and
  - legacy planning.
- SCAG leads the **Transportation Demand Management (TDM)** subcommittee.

Mobility Planning for the Games

Games Family *Athletes, Media Personnel, Dignitaries*	Games Spectators & Workforce	Residents, Commuters, Businesses
LA28 Leads	GME Leads	GME Leads/Supports

GME Workstreams

Games Enhanced Transit Service (GETS)

Games Route Network (GRN)

Transportation Demand Management (TDM)

Mobility Hubs

Regional Rail

Wayfinding

Heat

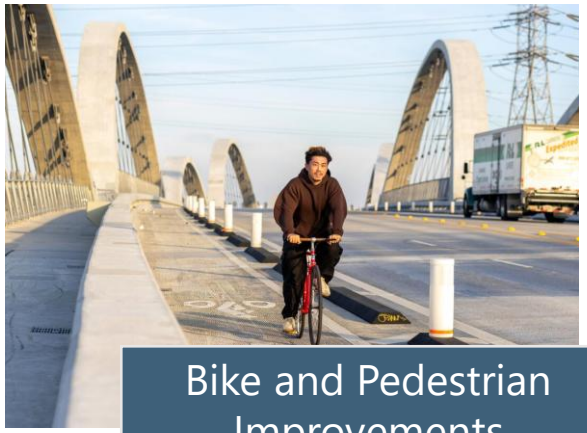
Accessibility

Passenger TDM

- Strategies aimed at reducing the demand for roadway travel particularly in single occupancy vehicles (SOVs) by promoting efficient transportation options, such as biking, walking, taking transit, carpooling, or vanpooling and encouraging off-peak travel or trip reduction strategies like telework.

Wayfinding

Communications



Bike and Pedestrian Improvements

TDM begins with the purchase of a ticket - whether it's for a flight, a game, or a train.
The journey is shaped by the information we provide from that very first step.

Freight TDM

- Freight TDM strategies will be focused on reducing the effect of event-related congestion on local logistics operations, as well as employing strategies to reduce the effects of last-mile delivery on access to and around venue locations.
- Opportunity to test and implement strategies to proactively account for disruptions to freight operations, namely logistics needs supporting the events themselves all the while maintaining supply chain fluidity across SCAG's six-county region.

Last Mile Delivery	Warehousing, Manufacturing, Distribution	Freight Rail System	Intermodal Facilities	Event Staging

Vision and Goals

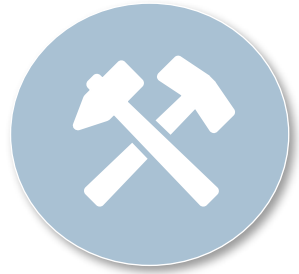
Deliver a connected, safe, and reliable travel experience for everyone during the Games, while laying the foundation for a lasting mobility legacy

15%
reduction in background travel

Regional TDM Strategy – Passenger and Freight

Regional Convenings and Partnerships

TDM Strategic Plan



Regionwide Resources

TDM Project Support

Communications & Outreach Plan

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

TDM Programmatic Categories

COMMUNICATIONS & OUTREACH

- Regionwide communications campaign
- Targeted outreach to key audiences
- Information hub with resources and toolkits

REGIONAL WAYFINDING

- Coordinated and consistent physical wayfinding
- Trip planning tools
- Transportation volunteers and ambassadors

MOBILITY ENHANCEMENTS & PROGRAMS

- Expanded transit and shared mobility options
- Incentives and rewards programs
- Freight and last-mile delivery solutions

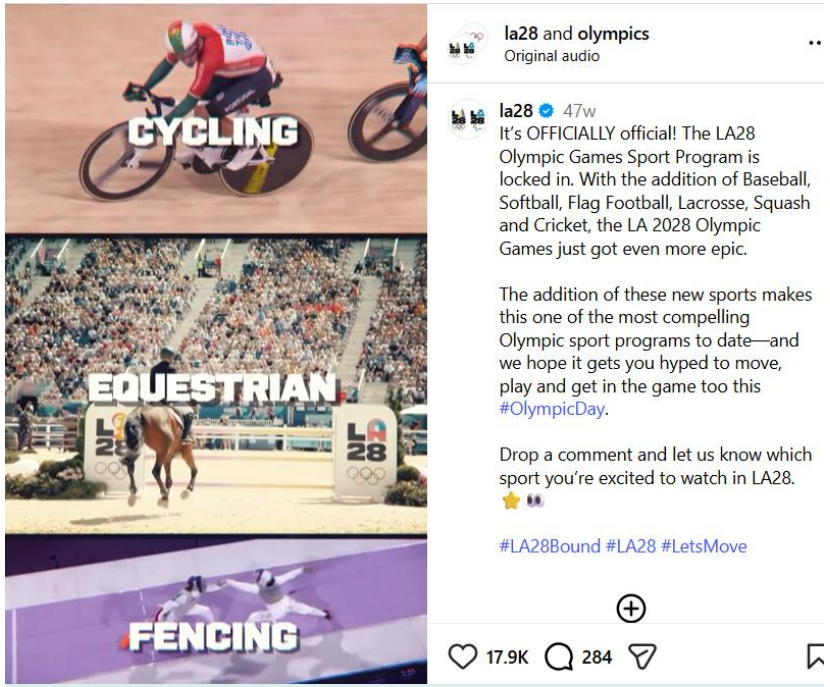
POLICIES

- Parking and curb management
- Truck and night/overnight delivery ordinances
- Employer Commute Policy

Regional Outreach and Communications

Regionwide communications, outreach, and traveler information efforts to support informed travel decisions.

Direct Outreach



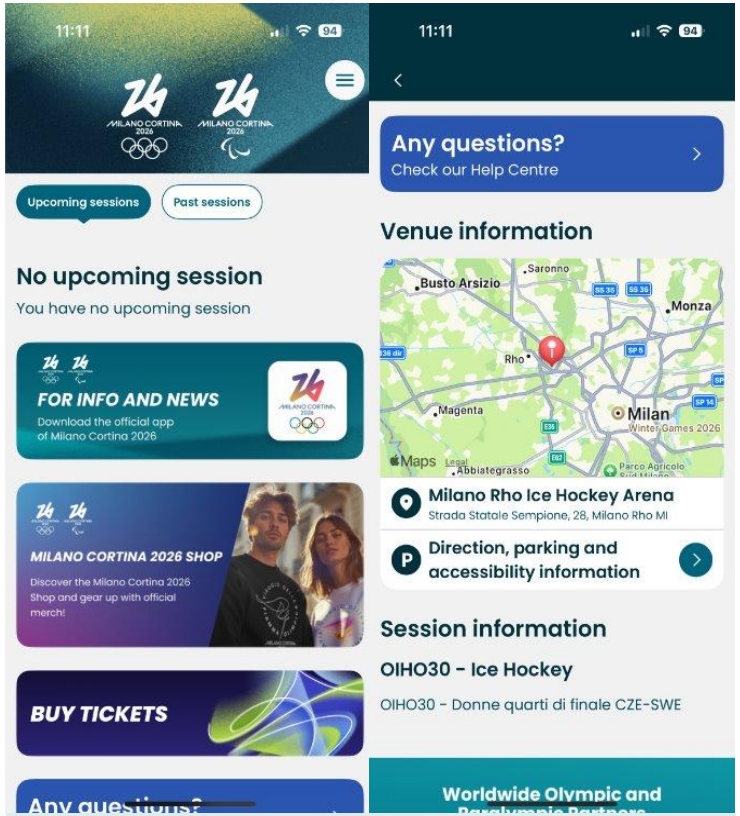
Advertising Campaign

Resource Hub

Regional Wayfinding

Coordinated physical and digital wayfinding systems and transit ambassadors that help travelers navigate region and access venues and key destinations.

Physical Wayfinding



Digital Wayfinding

Wayfinding Volunteers

Mobility and Access Programs

Programs and operational strategies that bridge gaps in multimodal travel options, enhance operational efficiency, and encourage mode shift.

Supplemental Service

Games Route Network

First/Last Mile Connectivity

Regulatory and Operational Policies

Policies and operational strategies that manage travel demand, curb space, and goods movement to maintain safe and reliable operations during the Games.

Freight Off-Peak Delivery and Rerouting

TNC Policies

Network Operations, Curb, and Parking Management

Games TDM Strategy Timeline

2026

Plan & Engage

- TDM Strategic Plan
- TDM Toolbox
- Project Selection
- TMA/TMO, freight industry and businesses
- Communications Resource Hub

2027

Deploy & Support

- Project Implementation and Evaluation
- Regionwide TDM Resources
- Communications Campaign Deployment
- TMA/TMO and Freight Industry Support

2028

Expand & Evaluate

- Expansion of Projects
- Ongoing Communications Campaign Deployment
- Ongoing TMA/TMO Support
- Games TDM Legacy Evaluation Report

THANK YOU!

For more information, please visit:

https://scag.ca.gov/LA28