

88 for 28: Creating a Regional Approach for the 2028 Olympic and Paralympic Games

In the summer of 2028, Los Angeles will welcome the world for the Olympic and Paralympic Games (Games) where the best athletes from around the world will compete on the biggest stage in sports. The LA28 Games will mark the third time Los Angeles has hosted the Olympic Games, previously hosted in 1984 and 1932, and its first time to host the Paralympic Games. The City of Los Angeles holds the bid for the 2028 Games and the contract with LA28, which is a private nonprofit entity that serves as the organizing committee for the Games. The sport competitions will utilize venues throughout the Los Angeles region, including in the Cities of Carson, Inglewood, and Long Beach, to name a few. In the months ahead, LA28 will announce additional venue assignments in the City of Los Angeles and elsewhere, including new sports that were added since LA28's original 2017 Bid Plan.

While the City of Los Angeles is the official host, the Games and their impact will likely affect the entirety of Los Angeles County (County). In anticipation of this, the Los Angeles County Board of Supervisors (Board) has taken several steps to prepare for the

MOTION

SOLIS _____

MITCHELL _____

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Games. In July 2023, the Board adopted a motion co-authored by Supervisors Solis and Hahn entitled "[Preparing Los Angeles County in Advance of the 2026 Men's FIFA World Cup and 2028 Olympic and Paralympic Games](#)", which resulted in the creation of an inter-departmental working group to prepare for the Games. More recently, the Board adopted a motion co-authored by Supervisors Mitchell and Solis entitled, "[Ensuring Readiness for the 2028 Olympic and Paralympic Games](#)", which directed the Chief Executive Officer (CEO) to enter into an agreement with a consultant to conduct an economic impact and opportunity analysis of the 2028 Olympic and Paralympic Games on the Los Angeles regional economy. In addition, the Department of Arts and Culture, in collaboration with City of Los Angeles' Department of Cultural Affairs (DCA) and LA28, is leading LA Region Cultural Sector Convening Sessions to share information on Games and further engage arts and cultural partners in program and strategy development for the Cultural Olympiad.

The 2024 Paris Olympic and Paralympic Games provided an opportunity to observe and incorporate best practices into planning for the 2028 Games in Los Angeles. One of the most successful components of the Paris Games were the "Fan Zones" in and around Paris, which helped bridge the gap between the towns and stadiums, creating connections between culture, sport, and education. The 2024 Games offered over 40 such sites within the greater Paris area, and 180 across the whole of France. These "Fan Zones" created a festive atmosphere in which people could watch the sports competitions and participate in sport and cultural workshops and activities in their own communities. Establishing Fan Zones in cities throughout the County would help provide access to viewing these events and build a stronger sense of community amongst Angelenos.

~~Simultaneously, the Los Angeles County Metropolitan Transportation Authority (LA Metro) is focused on delivering key transportation projects and programs that will connect the region for the Games. Metro's Concept Mobility Plan includes the implementation of mobility hubs, which are places where multiple modes of transportation: bus/rail, active transportation and micromobility, services, retails, housing, with other amenities and automobiles are seamlessly integrated into an active transit-oriented community. There is a need for cities to enhance connections between venues, tourist destinations, and major transit stations with first/last mile improvements and complete streets treatments. Cities have the potential to leverage their transit resources and provide multimodal connectivity and connect people to Metro's transit network, venues, and cultural sites.~~

Moreover, while the Olympics and Paralympics are among the world's largest, most visible public events, they also bringing significant economic, organizational, cultural, and social benefits, they also bring significant financial, logistical, and security challenges. Many of the events related to the Games will not solely be held within the City's limits but will also take place across Los Angeles County. Because of the regional activity, the Games present an opportunity for local cities and the County to work collaboratively, prepare for the potential impacts of such a large-scale event, and plan for legacy projects and initiatives. Furthermore, with 88 cities and approximately 140 unincorporated areas, the County is also home to over 10 million people representing 144 countries and 225 languages. In fact, the County's Department of Parks and Recreation (DPR) currently holds quarterly convenings with the parks and community services departments from all 88 cities to foster greater alignment and regional coordination. This coordination has shown that the County, therefore, is uniquely positioned to convene local

municipalities to develop a regional approach and coordinate planning efforts to ensure the Games are inclusive and reflect our vibrant diversity as we not only welcome the world to Los Angeles, but also bring Angelenos together.

I, THEREFORE, MOVE, that the Board of Supervisors direct the Chief Executive Officer (CEO), in coordination with the Department of Parks and Recreation (DPR), to:
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1. Convene representatives from the 88 cities, as well as unincorporated communities, in the County, in collaboration with relevant County departments, to coordinate and support planning efforts, at a minimum, on a quarterly basis effective January 1, 2025. Topics of the convenings should include but are not limited to: arts and culture, ~~transportation~~, legislative advocacy, safety, sustainability, the identification of potential practice and training facilities for teams, and fan zones (planning and locations). Existing convenings the County holds with cities should be used as appropriate.
2. ~~Request~~ Consult LA Metro and LA28 participate to identify opportunities for coordination and participation in the convenings for the purpose of information sharing in the convenings, as needed.
3. Report back on a quarterly basis, in writing, on the summary of the convenings with recommendations including but not limited to funding needs.

I, FURTHER, MOVE that the Board of Supervisors ~~direct the CEO, in coordination with DPR, to:~~

4. 4. Develop a landing page on the County-wide website to host up-to-date information on the Games, a directory of key contacts for cities and other partners to access, and a catalog of available practice and training facilities as identified by the cities and the County for teams. The webpage should also include best practices, lessons learned, and any other materials offered by the Olympics and Paralympic Summit held by the Mayor's office which can assist our cities with developing activities to engage the public in the Olympics Games.

2. a. Upon the completion of the catalogue of training and practice facilities, develop a marketing plan, in collaboration with the Board of Supervisors Executive Office, Office of Protocol, to promote sites to countries through local Consulates, with information to meet the needs of their teams. Each identified facility should include details on the sport-use, facility type, location, point of contact, capacity, hours of availability, accessibility features, reservation or permitting requirements, and any other additional information.

5. Report back in 45 days with recommendations to establish a County Olympics team for coordinating and executing all County-related Olympic and Paralympic activities including all previous Board directives. The recommendations should include the role of such a team beyond the Olympics/Paralympics, such as major sporting events, and the report should include costs, staffing options, contracting, funding and appropriate placement.

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