



2028 Summer Olympic and Paralympic Games Support

March 6, 2026

WWW.SCAG.CA.GOV

The SCAG Region

6

COUNTIES

16

TRIBAL
GOVERNMENTS

191

CITIES

18.8M

RESIDENTS



38,618

SQUARE MILES

\$1.6T

REGIONAL GDP

15th

LARGEST
ECONOMY
WORLDWIDE

47.6%

OF STATE
POPULATION

Key Games Facts

Category	1984 LA Olympics	2024 Paris Games	LA28 Games ¹
Number of Sports	23	54	59
Number of Events	221	878	903
Number of Athletes	6,829	15,114	~15,598
Number of Countries	140	204	~200
Number of Spectators ²	~5.7 million	12.1 million	~20 million
Mascot	Sam the Eagle	The Phryges	TBD
Population ³	~13.7 million	12.2 million (Île-de-France)	~18.8 million

1. Projections for 2028; Olympic & Paralympic Games

2. Includes both venue and viewing festival spectators

3. Population: Paris Games = Paris Region; LA Games = SCAG region. OECD, <https://data-viewer.oecd.org/?chartId=77f73892-b018-487a-bee0-f8bbdfc0d3da>

What is the GME?

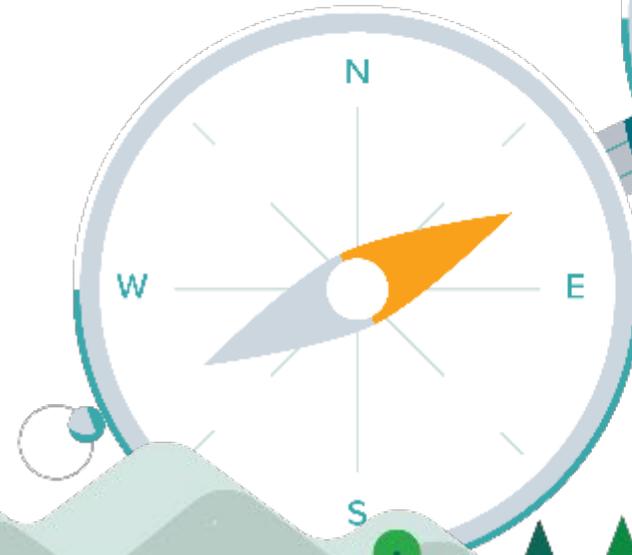
SCAG is part of a group collectively known as the Games Mobility Executives, or GME, which is working to develop mobility plans and pursue funding in coordination with LA28 to support transportation improvements for the region in preparation for the 2028 Summer Olympic and Paralympic Games.

SCAG leads the GME transportation demand management (TDM) subcommittee.



A Framework for SCAG's Games Mobility Program

The Games Program Development Framework directs staff work in support of the LA28 Games and its legacy, with guidance from the Regional Council and policy committees.



Guiding Principles: Values Guiding the Program

Mobility

Create more access to more choices for transportation.

Community

Support opportunities for communities and local businesses to benefit from the games and its legacy.

Environment

Increase the resilience of people, places, and infrastructure.

Economy

Expand access to economic opportunity for local businesses and residents while mitigating potential negative impact.

Strengthen Existing Regional Partnerships and Explore New Ones

Leverage New Technologies

Prioritize Regional Connectivity and Geographic Representation

Program Development Framework

GUIDING PRINCIPLES. Values guiding the program.

GOAL

Southern California will showcase our thriving communities, support local businesses, and invest in the transportation improvements, programs, and policies necessary to leave a lasting legacy in our region.

OBJECTIVES

1. Optimize investment in legacy infrastructure.
2. Accelerate innovation through pilots.
3. Foster alignment of policies and programs to manage demand for the LA28 Games and beyond.
4. Showcase communities to support local placemaking and community development opportunities associated with the games.

Objective 1: Optimize investment in legacy infrastructure



SCAG-Funded Projects



Grant Support



Advocacy

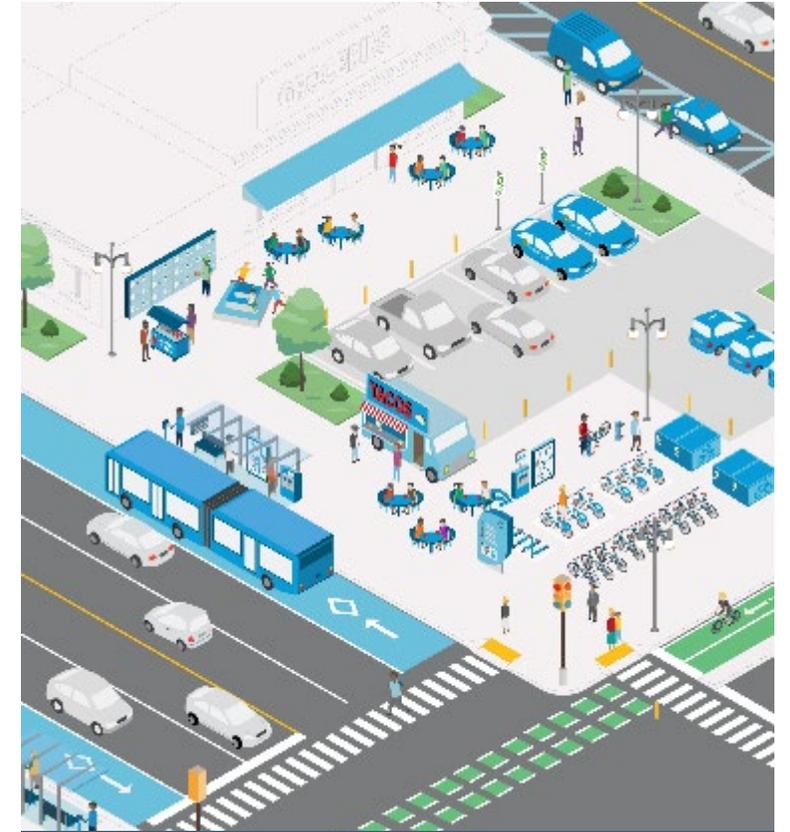
Objective 2: Accelerate innovation through pilots



Open Loop Payments



Quick-Build Infrastructure



Mobility Hubs

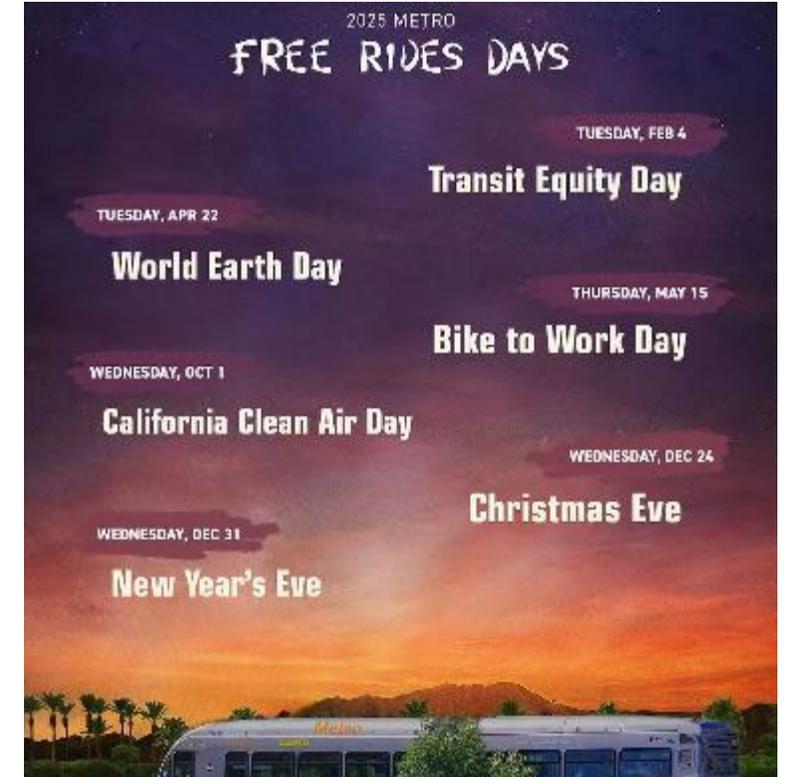
Objective 3: Foster alignment of policies and programs to manage demand for the games and beyond



**Passenger TDM:
Wayfinding Kit of Parts**



**Freight TDM:
Off-Peak Delivery & Re-Routing**



**Passenger TDM:
Marketing Campaigns & Incentives**

Objective 4: Showcase communities



Community Hubs



Pedestrianizing Roadways

Passenger TDM

- SCAG is coordinating efforts across partner agencies to develop a regionwide TDM strategy.
- The strategy will address mobility for Games venues, key destinations, and the daily routines for residents, workers, and businesses.



Freight TDM

- To prepare for the LA28 Games, SCAG is leading the region's first Freight TDM Plan.
- This plan will identify strategies to support freight operators and local businesses to mitigate disruptions to existing supply chain freight flows and address freight traffic needs serving venues.



Quick-Build Transportation Safety Projects

Quick-builds create traffic safety improvements using durable, cost-effective materials that can be adapted with community feedback. Upcoming projects in support LA28 Games by improving connectivity to transit and increasing capacity for pedestrian activity near venues.



Roundabout



Pedestrian Enhancements



Protected Bike Lane



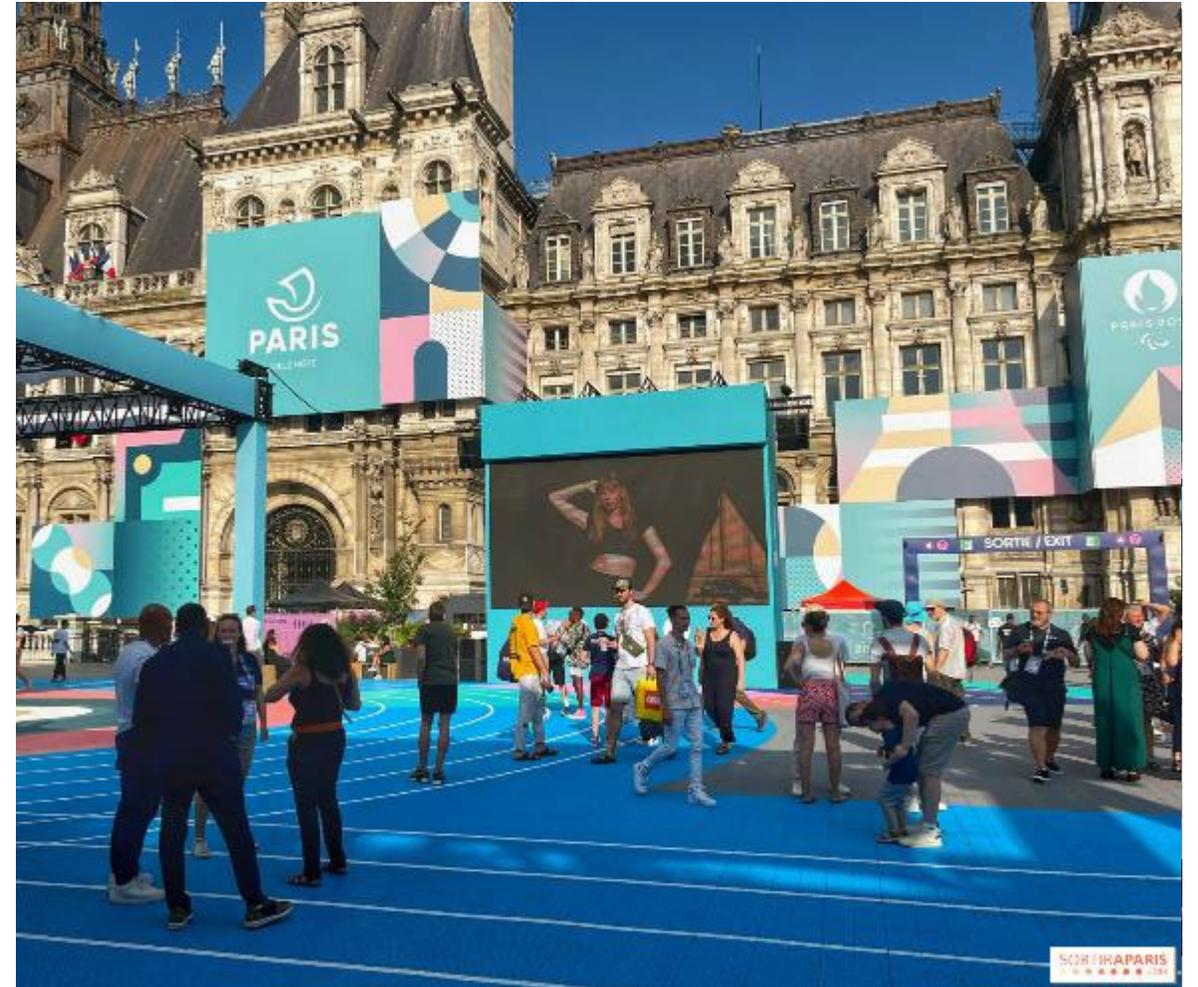
Artistic Curb Extensions



Open Streets

Community Hubs

- Local jurisdictions can activate public spaces to celebrate regional mega-events and local programs.
- SCAG's work includes:
 - Community Hubs Toolkit
 - Outreach and Engagement
 - Community Hub Activation Sites
 - Implementation Support



What Does Success Look Like?

- Effectively supporting projects that carry out framework objectives.
- Meeting passenger and freight transportation needs during the LA28 Games.
- Lasting improvements to the transportation system in the SCAG region.





THANK YOU!

For more information, please visit:

scag.ca.gov