



CITY OF POMONA COUNCIL REPORT

March 16, 2026

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Ata Khan, Deputy Director of Economic and Business Affairs

**SUBJECT: APPROVAL OF AGREEMENT BETWEEN CITY OF POMONA AND
LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION
AUTHORITY (LACMTA) FOR STATION ACTIVATION OF
POMONA NORTH A LINE STATION**

RECOMMENDATION:

It is recommended that the City Council take the following actions:

1. Discuss and provide recommendations to Staff on activation types that can be incorporated into Exhibit A – Description of Activations (Attachment No. 1) in Agreement.
2. Approve Agreement between the City of Pomona and LACMTA and authorize City Manager to execute in substantial form inclusive of completing necessary exhibits and activation details. (Attachment No. 1)

EXECUTIVE SUMMARY:

On October 17, 2025, the Los Angeles County Metropolitan Transportation Authority (LACMTA) officially opened the Pomona North Station on the A Line. Since that opening, the Office of Economic and Business Affairs (OEBA) has worked with LACMTA's Station Activation team to develop a shared plan to enable the City to facilitate activations at the station to increase activity and ridership. LACMTA and the City have developed a Station Activation Agreement to guide this activation. The agreement covers the calendar year of 2026, with an option to renew and extend.

FISCAL IMPACT:

There is no fiscal impact to the City by taking this action.

DISCUSSION:

In February 2025, the Los Angeles County Metropolitan Transportation Authority (LACMTA) established a pilot program entitled “Station Activation Program” to foster community engagement and support local entrepreneurship by allowing use of its stations by third parties for public special events and other activities. This approach is consistent with the City’s own approach towards economic and business affairs and its Art in Public Places Program.

With the opening of the Pomona North Station on October 17, 2025, the City and LACMTA have worked towards a Station Activation Agreement that would enable the City to serve as a lead to facilitate multiple activations year-round at the Station. On October 27, 2025, the City’s Cultural Arts Commission approved up to \$50,000 from the Public Art Fund towards public art activations at the Pomona North Station.

The Station Activation Agreement (Attachment No. 2) reflects a collaborative approach between the City and LACMTA to establish a clear, predictable, and nimble framework to deploy activations. It includes the following notable provisions:

1. **Right of Entry.** A right of entry permit will be the mechanism to enable the City to activate.
2. **3-Day Notification.** LACMTA will require three-day notice prior to an activation, which is a reduced amount of time that enables the City to deploy activations on short notice.
3. **Fee Waiver.** LACMTA LA will waive all standard permit fees for each activation.
4. **Umbrella Responsibility.** The City may bring in local businesses, non-profits, other public agencies as part of a City-led activation, which further streamlines the activation process and eliminates redundant permitting.
5. **Security.** LACMTA will provide transit ambassador and security as needed for activations.
6. **Maintenance.** LACMTA will provide facilities maintenance, trash removal, power washing, upon request.
7. **Marketing and Promotion.** LACMTA will grant the City the ability to use their logo for marketing and promotion of activations and collaborative social media posts.
8. **Exhibits.** The Station Activation Agreement includes a series of four exhibits that further outline the description of activations, request for special event form, right of entry permit and indemnity agreement, and insurance requirements.

Exhibit A of the Station Activation Agreement is a summary sheet to be provided by the City to LACMTA identifying potential activations. Staff has identified multiple activations and is seeking additional Council input on additional ideas that can be incorporated into the final document. Some of these activations include:

1. Routine tabling at the station platform for information sharing by the City, grant partners, community and non-profit organizations.
2. Public art exhibitions that can include temporary art exhibits, live paintings, performances, busking, art fairs, art walks, and other artist-driven activities.
3. Local business activation including: vending, night markets, and semi-regular concessions.
4. Thematic based activations, such as station takeovers in conjunction with upcoming FIFA watch parties at the Fairplex, Cultural Olympiad and LA28 cricket-related activations, and other regional events.

LACMTA has tested activations over the past three months with three night markets between December and February led by the 909 Night Market, which takes place in the station parking lot at Garey and Grevalia Street. These activations serve as a pilot study that will be useful to refine the strategy for successful activations in the future.

Prepared by:



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Deputy Director of Economic and Business Affairs

ATTACHMENT(S):

Attachment No. 1 – Agreement between City of Pomona and LACMTA for Station Activation