



April 14, 1998

Los Angeles County
Metropolitan
Transportation
Authority

One Gateway Plaza
Los Angeles, CA
90012

SLC
213.922.6000

TO: BOARD OF DIRECTORS

**FROM: JAMES L. de la LOZA, EXECUTIVE OFFICER
REGIONAL TRANSPORTATION PLANNING &
DEVELOPMENT** *James L. de la Loza*

**SUBJECT: HOLLYWOOD BOWL PARK AND RIDE
TRANSPORTATION PROGRAM**

ISSUE

This is to provide a status report on the Hollywood Bowl's 1997 Park and Ride Transportation Program and to indicate measures that are being taken to increase the cost effectiveness of the 1998 Park and Ride Program.

BACKGROUND

At its March 1997 meeting, the MTA Board directed staff to provide on-going dedicated funding of \$522,000 annually for the County of Los Angeles sponsored Hollywood Bowl Park and Ride Transportation Program. In addition, the Board asked staff to work with the County and the Philharmonic Association to reduce operator costs and institute measures to increase revenues. At that time, staff indicated that they would provide a status report to the Board after the conclusion of the 1997 Bowl season indicating lot closures or relocations for the 1998 Bowl season, if any. MTA staff will also continue to review the performance of the Park and Ride program after each season and report back to the Board.

Staff has evaluated the performance of the 1997 Park and Ride Program as shown in Attachment A. In the March 1997 Board report, staff suggested that an efficiency standard of \$4.00 maximum subsidy per passenger be applied to evaluate the performance of the 1997 season Park and Ride Program. At its October 1997 meeting, the Board adopted a maximum subsidy standard of \$5.00 per passenger for Call for Projects shuttles. To be consistent with this more recent Board action, staff has used a \$5.00 per passenger standard to evaluate the Hollywood Bowl Park and Ride program.

As shown in Attachment A, the overall average of the 1997 Hollywood Bowl Park and Ride Program is under the \$5.00 subsidy per passenger standard. Five

individual lots, however, did not meet the \$5.00 subsidy standard. These five lots are:

- Carson, (service began in 1996)
- Culver City, (service began in 1997)
- East Los Angeles, (service began in 1995)
- El Monte, (service began in 1974); and
- Downey, (service began in 1974, but was moved to a new location in 1997)

After discussions with representatives from the County and the Philharmonic, the County has agreed to try and relocate the existing park and ride service provided at the East Los Angeles Courts Building to East Los Angeles College (ELAC). ELAC is a well-known community hub, is easily accessible from the Pomona Freeway (Route 60), and has good signage. ELAC has agreed to provide parking for Hollywood Bowl users, however, negotiations regarding a charge for lot usage have not been finalized. If a satisfactory agreement cannot be reached, the County intends to keep the lot at its existing location. The existing East Los Angeles lot has only been open three years and has steadily increased in ridership.

The other four lots will remain at their current locations with the following actions to improve efficiency:

At the *El Monte* location, the Philharmonic has agreed to provide a security guard during the hours of operation for the Hollywood Bowl Park and Ride Lot program at no cost to the MTA. The County of Los Angeles has agreed to install more signs. Staff expects the improved signage and security to help overcome the problems currently being experienced at the El Monte location.

For the *Carson* lot, the County has indicated that they will redirect overflow customers from the highly utilized Torrance lot four miles east to the Carson lot. The *Culver City* lot was brand new this season and the *Downey* lot was at a new location. With continued marketing of these new locations, ridership is expected to increase in 1998. The status for all lots is summarized in Attachment A.

Prepared by: JOEL BRYANT, PROJECT MANAGER, WESTSIDE AREA

Attachment:

1. Attachment A - Performance Data from the 1997 Hollywood Bowl Park and Ride Program

CC: Julian Burke
Sharon Landers
Allan Lipsky

Hollywood Bowl Park and Ride Program
Preliminary Performance Data From the 1997 Summer Season

Sup. Dist.	Park-N-Ride Lot	Operator	FY	Riders (two-way trips)	Cost			Subsidy per Rider	Riders per Bus	Farebox Recovery	1998 Season Adjustments
					Total	Farebox	Net				
LOTS WITH PER RIDER SUBSIDY EXCEEDING \$5.00											
1	East Los Angeles	Foothill	1997	1922	\$25,650	\$4,805	\$20,845	\$10.85	14	19%	If an agreement is reached, relocate service to East L.A. College for increased visibility and marketability. ELAC is a well-known community hub, and lot signage is good.
			1996	1631	\$25,290	\$4,078	\$21,213	\$13.01	15	16%	
2	Culver City	Culver City	1997	1,578	\$18,600	\$3,945	\$14,655	\$9.29	12	21%	Remain in same location; 1997 was first summer season of service. An additional season is recommended to establish passenger base.
			1996	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
2	Carson	Carson	1997	645	\$6,797	\$1,613	\$5,185	\$8.04	8	24%	Remain in same location; Per passenger subsidy decreased significantly between '96 and '97 due to a lower hourly operating cost which resulted from Carson Transit using smaller buses. In order to further increase performance, attempt will be made in '98 to capture overflow riders from Torrance lot, thereby further increasing lot efficiency.
			1996	454	\$10,424	\$1,135	\$9,289	\$20.46	6	11%	
1	El Monte	Foothill	1997	2,668	\$25,662	\$6,670	\$18,992	\$7.12	19	26%	Remain in same location with improved signage & security provided by the Philharmonic and L.A. County to increase ridership and lot performance.
			1996	2,647	\$22,656	\$6,618	\$16,039	\$6.06	21	29%	
4	Downey	TranConcepts	1997	2,055	\$19,521	\$5,138	\$14,383	\$7.00	13	26%	Remain in same location; First year at new location. An additional season is recommended to establish passenger base. The subsidy per passenger in 1997 decreased because new operator was used with a lower hourly operating cost.
			1996	1,957	\$22,656	\$4,893	\$17,764	\$9.08	15	22%	

Hollywood Bowl Park and Ride Program
Preliminary Performance Data From the 1997 Summer Season

Sup. Dist.	Park-N-Ride Lot	Operator	FY	Riders (two-way trips)	Cost			Subsidy per Rider	Riders per Bus	Farebox Recovery	1998 Season Adjustments
					Total	Farebox	Net				
LOTS WITH PER RIDER SUBSIDY LESS THAN \$5.00											
3	Santa Monica	Santa Monica	1997	5,687	\$41,315	\$14,218	\$27,098	\$4.76	24	34%	remain in same location
			1996	5,566	\$36,645	\$13,915	\$22,730	\$4.08	27	38%	
5	Arcadia	Foothill	1997	7,907	\$54,823	\$19,768	\$35,056	\$4.43	26	36%	remain in same location
			1996	8,812	\$54,162	\$22,030	\$32,132	\$3.65	29	41%	
4	Westchester	Santa Monica	1997	9,167	\$56,924	\$22,918	\$34,007	\$3.71	31	40%	remain in same location
			1996	9,834	\$56,460	\$24,585	\$31,875	\$3.24	34	44%	
4	Lakewood	MTA	1997	15,863	\$97,780	\$39,658	\$58,123	\$3.66	33	41%	remain in same location
			1996	8,290	\$49,473	\$20,725	\$28,748	\$3.47	28	42%	
4	Torrance	MTA	1997	30,590	\$185,700	\$76,475	\$109,225	\$3.57	34	41%	remain in same location
			1996	30,284	\$180,474	\$75,710	\$104,764	\$3.46	35	42%	
3	Westwood	MTA	1997	28,470	\$169,220	\$71,175	\$98,045	\$3.44	31	42%	remain in same location
			1996	28,821	\$184,488	\$72,053	\$112,436	\$3.90	31	39%	
3	Chatsworth	MTA	1997	20,171	\$116,480	\$50,428	\$66,053	\$3.27	28	43%	remain in same location
			1996	19,847	\$122,418	\$49,618	\$72,801	\$3.67	32	41%	
5	Pasadena	Foothill	1997	20,236	\$115,081	\$50,590	\$64,491	\$3.19	27	44%	remain in same location
			1996	19,588	\$96,111	\$48,970	\$47,141	\$2.41	31	51%	
3	Sherman Oaks	MTA	1997	11,392	\$62,170	\$28,480	\$33,690	\$2.96	27	46%	remain in same location
			1996	10,807	\$56,586	\$27,018	\$29,569	\$2.74	30	48%	
Total for All Lots											
			1997	158,351	\$995,723	\$395,878	\$599,846	\$3.79 avg	28 avg	40%	
			1996	151,768	\$944,071	\$379,420	\$565,786	\$3.73 avg	30 avg	40%	