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Los Angeles County  
Metropolitan  
Transportation  
Authority

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## BOARD RECOMMENDATION

HOLLYWOOD CONSTRUCTION IMPACT PROGRAM  
HOLLYWOOD BLVD. TROLLEY PILOT PROJECT  
CONTRACT NO. CR061  
RECOMMENDATION FOR AWARD

The RCC Board approved staff's recommendation.



OCTOBER 13, 1994

MEMO TO: RCC BOARD MEMBERS - 10/17/94 MEETING

FROM: JOHN J. ADAMS

SUBJECT: HOLLYWOOD CONSTRUCTION IMPACT PROGRAM  
HOLLYWOOD BLVD. TROLLEY PILOT PROJECT  
CONTRACT NO. CR061  
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**ISSUE**

The Hollywood community is presently undergoing Metro Rail construction at Hollywood/Vine and Hollywood/Western locations with the Hollywood/Highland Station scheduled to begin construction in 1995.

In the spirit of mitigating the construction impacts, such as the parking loss along Hollywood Boulevard, and revitalizing Hollywood Boulevard by attracting shoppers and visitors to the area, the MTA staff has reviewed and concurred with a request by Councilmember Jackie Goldberg for the provision of a Hollywood Boulevard Trolley Pilot Project to provide a shuttle service to transport tourists and shoppers along Hollywood Boulevard. This is one aspect of the Hollywood Construction Impact Program (see Exhibit 1) developed by the MTA to address construction impacts.

This trolley will transport people for a nominal fare of twenty-five cents along Hollywood Blvd. between La Brea and Western/Harvard (See Exhibit 2 for designated route).

**RECOMMENDATION**

- That the RCC Board recommend that the MTA Board award Contract No. CR061 with ATE Management for a period of approximately ninety days for the not-to-exceed amount of \$165,620 which includes the original negotiated amount of \$150,564 plus the 10% contingency amount of \$15,056, per Attachment A.
- That RCC Board approve the advertisement and issuance of a Request for Proposal for the long term provision of a trolley-bus or shuttle service along Hollywood Boulevard for one year with options for one year extensions until Metro Rail construction in the

Hollywood area is complete. Options would not be exercised without MTA Board approval and only after a thorough evaluation by MTA staff illustrates that the project serves a useful purpose.

### **ALTERNATIVES CONSIDERED**

- 1) No service. This alternative would not address the potential negative impact that Metro Rail construction might have on the Hollywood business community.
- 2) Initiate a Trolley Pilot Project starting November 1, 1994, to mitigate the construction impact during the Holiday shopping season. MTA will establish a short term lease with an outside vendor capable of providing a trolley or a trolley-like vehicle that includes operational and maintenance services starting November 1, 1994.
- 3) Concurrent with the establishment of the short-term pilot project, MTA Contracts Department will pursue a long-term lease with an outside vendor capable of providing trolley-like vehicle that includes operational and maintenance services. The long term lease will include an option to renew for a maximum of two years. A number of transit providers, such as LADOT, City of West Hollywood, City of Torrance MAX Commuter Bus Service, and other private firms have indicated an interest in the long-term leasing arrangement.

### **BACKGROUND**

#### *Justification*

The most negative impact that Metro Rail construction activities might have on the Hollywood community is a decrease in the number of pedestrians, tourists, and local shoppers that could be dissuaded from shopping along Hollywood Boulevard. The Hollywood business community has stated that their holiday sales season begins around November 1, 1994 and that businesses in that area earn anywhere from 30% to 75% of total annual revenue during this period. A potential decrease in the number of pedestrian shoppers that might be caused by construction could have an impact on many of Hollywood's businesses. A shuttle service could reduce that impact by increasing accessibility to Hollywood Blvd. shopping opportunities.

Trolley projects have been successful in boosting shopping along traffic laden boulevards throughout the Los Angeles area. The Cities of El Monte, Whittier, San Pedro, and Santa Barbara have utilized a trolley service to facilitate shopping for both tourists and local shoppers. There is a proven appeal to shoppers about the ability to

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easily board a low cost shuttle that has a simple and reliable schedule. Not having to worry about a schedule, knowing that the shuttle service merely travels up and down a certain boulevard, and being able to catch it regularly at 15 to 30 minute intervals attracts shoppers that would otherwise not shop in the area because of traffic and their discomfort or unfamiliarity utilizing traditional public transportation.

*Procurement Process*

A request for quote was issued on 10/11/94 to six firms known for their expertise in providing transit service. The request for quote instructed interested firms to analyze the scope of work and a map, both prepared by Local Government and Public Affairs staff, and to provide pricing information for 15 minute headways along the designated route.

On 10/12/94 proposals were received from ATE, Mayflower, Diversified Paratransit, and Dave Transportation. Proposals were evaluated by RCC Contracts. Below is a summary of findings.

	<b>ATE Mgt.</b>	<b>Dave Trans.</b>	<b>Diversified</b>	<b>Mayflower</b>
Start Date	11/1/94	11/1/94	11/1/94	11/1/94
Equipment Type	1991 Metrotrans Classic	1991 Gillig Spirit	1988 Elderado MSTs	1992 Goshen
Passenger Capacity	19	25	28	27
15 Minute Headway Total Cost*	\$150,564	\$150,300	\$166,361	\$204,860
30 Minute Headway Total Cost*	\$89,517	\$86,700	\$103,675	\$141,573

\* Total Cost is based upon provision of ninety (90) days of service. Service hours shall be 11 a.m. to 11 p.m., seven days a week. The total cost also includes the cost for applying a wrap-around decal and removing it upon conclusion of the 90 day period.

### *Analysis*

The three most important components of the MTA analysis of the above proposals was each firm's availability to provide equipment to support the desired start date of November 1, 1994, the proposed price and the ability to meet the desired headway.

Dave Transportation provided the most competitive price for both 15 and 30 minute headways. However, the four vehicles they have proposed to use may not be readily available. The vehicles they have proposed to utilize are MTA-owned, but are operated by MAX, a public entity representing the City of Torrance and other South Bay communities.

ATE provided the second most competitive price for both headways and have vehicles readily available.

Diversified provided the third most competitive price, but has proposed to use vehicles that they may not be available for the duration of the interim project, especially if they are awarded a contract in the near future by another agency for a similar service.

Mayflower provided the highest priced proposal, but also proposed to use three busses to meet a 15 minute headway while the other firms proposed two. Mayflower also proposed to utilize two busses to meet a 30 minute headway, while the remaining firms proposed one. Mayflower's vehicles are immediately available, although they require the MTA to provide vault/fareboxes.

Following staff's review of the proposals received, staff confirmed with all firms that the number of vehicles proposed would meet the desired headway. All firms verified their ability to meet the headway. It should be noted that three of the four firms proposed to meet the 15 minute headway using two vehicles and one spare. The recommended proposer, ATE Management, confirmed that, based upon their experience operating other service in the Hollywood area, they would be able to obtain the desired headway with two vehicles and one spare.

### **M/W/DBE PARTICIPATION**

Due to the lack of subcontracting opportunities, this service was exempted from a Minority/Woman-Owned Participation Goal.

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**IMPACT ON BUDGET**

None. The funds for this action are available within the overall HCIP budget approved in April of 1993 and the current MTA Board approved 1994 fiscal year HCIP budget. Also, the fares collected from this service will be returned to the MTA HCIP budget.

Prepared By:



KURT A. MEIERS  
Acting, Manager of Contracts  
Consultant Services

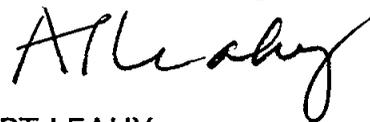


JOHN J. ADAMS  
Interim Executive Officer  
Rail Construction Program

Concur:



JOEL SANDBERG  
Vice-President/Project Manager  
Metro Red Line Segment 2



ART LEAHY  
Executive Officer  
Operations

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ATTACHMENT A  
 ATE MANAGEMENT  
 CONTRACT NO. CR061

CONTRACT HISTORY			CONTINGENCY STATUS		
1	Contract Award Value	\$150,564.00	6	Board Approved Contract Contingency	\$15,056.00
2	Changes Approved to Date	\$0.00	7	Changes Approved to Date(Contingency Used)	\$0.00
3	Current Contract Value (1 + 2)	\$150,564.00	8	Current Remaining Contingency (6 - 7)	\$15,056.00
4	Expected Changes	\$0.00	9	Expected Changes (Same as No.4)	\$0.00
5	Estimated Total Contract Value(3 + 4)	\$150,564.00		Requested Additional Increase (9 - 8)	\$0.00

## EXHIBIT 1

### HCIP Background

The Hollywood Construction Impact Program (HCIP) was approved by the RCC Board in December, 1992 and approved by the MTA Board in April, 1993. The (HCIP) was developed by the RCC to specifically address rail construction impacts in the Hollywood community. The program is intended to assure the greatest possible access to Hollywood Boulevard during construction, promote activities celebrating Hollywood Boulevard, and include an aggressive public information program designed to keep the community, businesses and visitors aware of the construction activities

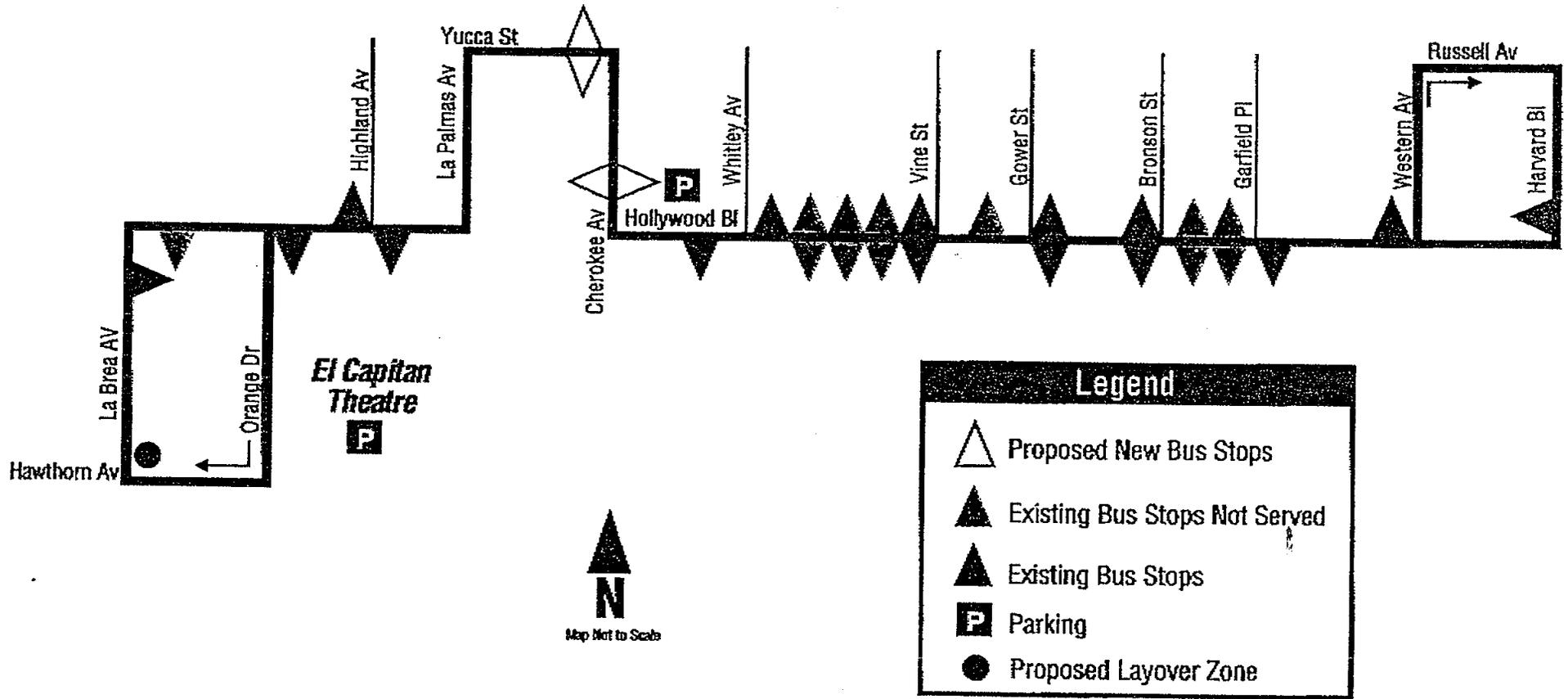
The former LACTC established the HCIP to monitor the implementation of the construction impact mitigation program. The Citizen's Committee for Metro Rail Construction (CCMC), a citizen's committee, was created to monitor the mitigation program. The CCMC provided recommendations for the expenditure of non-construction mitigation dollars as outlined in the HCIP. The CCMC was deactivated at the behest of Council Member Jackie Goldberg and approved by the MTA Board in June, 1994.

During the remainder of 1994, the MTA has continued to implement the action items previously identified by the community. Since July, 1994, MTA along with Council Member Jackie Goldberg are working to implement the following:

- A three month security pilot program for the three proposed stations on Hollywood Boulevard began April 1, 1994. Subsequently, a long term joint security program with the CRA has been approved and will be implemented September 1, 1994..
- A parking program that provides two hours of free parking at the Cherokee-Whitley Parking Lot off Hollywood Blvd., and initiation of a multi media advertising program.
- A marketing plan that will promote Hollywood tourism and businesses during construction.
- Increased lighting and tree planting landscaping plans are being implemented with the approval of the Bureau of Street Maintenance, and in conjunction with the City of L.A..
- A summer banner program that promotes cultural non-profit organizations with a "Places To Go" theme.
- A lighting program that increases the wattage of street lights of the side streets around the construction sites
- A marketing research RFP that will assist in the development of a long term marketing strategy.
- Funding 13 blocks on Hollywood Blvd. for the Adopt-A-Block cleaning program.
- Brought Circus Vargas back to Hollywood by assisting with the location rental and coordinated an event for the Groundbreaking Ceremony at the Hollywood/Western Station

# Proposed Hollywood Blvd. Trolley Shuttle

Scheduling and Operations Planning Department  
MTA Operations  
Revised October, 1994



\* Note: Route subject to modifications due to Metrorail Construction