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26  
May 16, 1997

TO: BOARD OF DIRECTORS

FROM: LINDA BOHLINGER  
INTERIM CHIEF EXECUTIVE OFFICER

*Linda Bohlinger*

SUBJECT: VERMONT AVENUE EXPERIMENTAL SHUTTLE SERVICE

**RECOMMENDATION**

Authorize the operation of an experimental special shuttle service as an enhancement to the MTA's service on Vermont Avenue, between Slauson Avenue and 120<sup>th</sup> Street, effective June 29, 1997.

**ORGANIZATIONAL IMPACT**

This project is proposed as a New Service Demonstration consistent with the requirements of the Consent Decree.

**BUDGET IMPACT**

It is proposed that this service be funded through the New Service Demonstration Program required by the Consent Decree. This experimental service is estimated to range between \$58,000 and \$65,000 per month in FY 1997-98, and would be funded as part of the \$8.2 million annual budget proposed for contract services in the New Service Demonstration Program for FY 1997-98.

As the Joint Working Group has not achieved a consensus on the inclusion of specific services in the Demonstration Program, it is possible that other funds may be required to operate this service. Should that occur, staff will recommend alternatives.

**ALTERNATIVES CONSIDERED**

Other actions may impact the operation of the recommended service. The Mid-Cities Transit Restructuring Study is not yet completed, the Joint Working Group has not yet reached a consensus on the specifics of the Consent Decree's New Service Demonstration Program, and a Smart Shuttle demonstration is planned for later this year in the area of the recommended service. Deferring the service is not recommended because each of these projects may require significant time which would delay providing an identified need for community service in the area.

**BACKGROUND**

At the April 23, 1997 Board of Directors meeting, staff was requested to develop a demonstration shuttle service designed to provide neighborhood and customer-oriented transit service to the community adjacent to MTA Line 204 (Vermont Avenue).

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Consistent with this request, staff recommends the operation of a flexible checkpoint deviation service designed to provide community transportation within two defined service areas, as shown in the attachment. Passengers may board and alight at any of the identified checkpoints. In addition, passengers may also request to be discharged at any location within the service area. The service will also be designed to allow residents to telephone in pickup requests from locations within the service area. Service would initially be provided seven days a week at a 30 minute service frequency between the hours of 6 AM and 6 PM on weekdays, and 8 AM and 6 PM on weekends.

This checkpoint deviation service is proposed to operate on an interim basis until the beginning of the South Central Los Angeles Smart Shuttle Demonstration project. This project is scheduled for selection of an operator by the Los Angeles City Council in May, 1997. If approved, it is staff's intent, in cooperation with LADOT, to use the City's service provider to operate the checkpoint deviation service until the start of the Smart Shuttle demonstration service in October, 1997. Otherwise, an MTA contractor will be used on an interim basis. Staff has been working with LADOT staff to ensure a service identity, fare structure and operating plan consistent with plans for the Smart Shuttle Demonstration. In October, 1997, the checkpoint deviation service would be integrated into the Smart Shuttle Demonstration.

It is recommended that this service be established as a New Service Demonstration as described by the Consent Decree. The recommended checkpoint deviation service, and the Smart Shuttle demonstration project, both respond to criteria established in the Consent Decree by increasing access to neighborhood shopping areas, medical facilities and regional transit services. Implementation of this service is consistent with the initial findings of the on-going Mid-Cities Bus Transit Restructuring Study.

The estimated cost of directly funding the checkpoint deviation service for the period of July-September 1997 depends on the service provider used. Operation of the checkpoint deviation service for the period of July-September 1997 could range from \$174,000 using the City's service provider to \$260,000 using an MTA-contracted service provider. Staff will work with LADOT staff to integrate the Smart Shuttle with the recommended service. Some augmentation of the City's funding may be required, and will be determined in subsequent discussions with LADOT staff.

A comprehensive marketing program will be developed to encourage use of the service which will identify activity centers, bus routes and transit stations served by the experimental service, as well as giving a full explanation of how this new type of service operates. The marketing plan will be consistent with the planned Smart Shuttle marketing program.

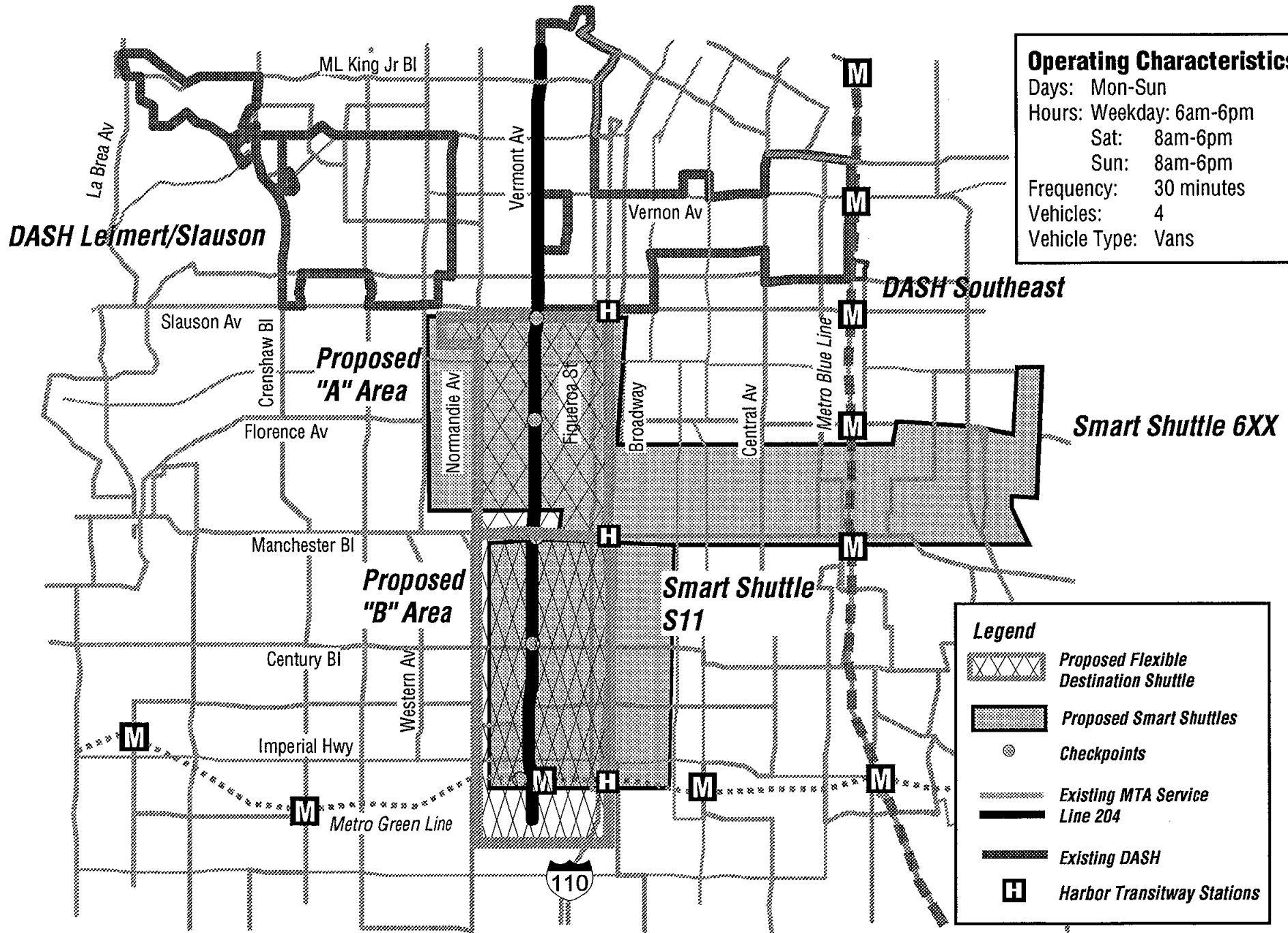
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**JAMES L. de la LOZA, Executive Officer**  
**Regional Transportation Planning and Development**

# Vermont Av - Proposed Checkpoint Deviation Services








**Operating Characteristics**  
 Days: Mon-Sun  
 Hours: Weekday: 6am-6pm  
           Sat: 8am-6pm  
           Sun: 8am-6pm  
 Frequency: 30 minutes  
 Vehicles: 4  
 Vehicle Type: Vans

**Legend**

- Proposed Flexible Destination Shuttle
- Proposed Smart Shuttles
- Checkpoints
- Existing MTA Service
- Line 204
- Existing DASH
- Harbor Transitway Stations

# Existing & Proposed Services in Vermont Av. Corridor

**Legend**

-  Proposed Fixed Route
-  Proposed Flexible Destination Shuttle
-  Existing MTA Service
-  Existing DASH & Line 608
-  Harbor Transitway Stations

