COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"Enriching Lives"

JAMES A. NOYES, Director

900 SOUTH FREMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331
Telephone: (626) 458-5100
www.ladpw.org

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

November 20, 2003

IN REPLY PLEASE REFER TO FILE: PD-5

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

2004 HOLLYWOOD BOWL PARK-AND-RIDE AND SHUTTLE PROGRAM
ALL SUPERVISORIAL DISTRICTS
3 VOTES

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the continuation of the park-and-ride and shuttle program to provide service from 15 park-and-ride lots and 4 shuttle lots to the Hollywood Bowl for the 2004 Hollywood Bowl Summer season.

2. Authorize the Director of Public Works, or his designee, to disburse Proposition A Local Return Top-of-Pot Transit funds, available in the Transit Enterprise Fund, for the program costs not financed by the Los Angeles County Metropolitan Transportation Authority and farebox revenue.

3. Authorize the Director of Public Works, or his designee, to negotiate the necessary agreements with various municipal bus operators to provide service for the park-and-ride lots.

4. Authorize the Director of Public Works, or his designee, to negotiate and award contracts to independent bus operators, which are determined to be the most qualified, responsible proposers for the park-and-ride lots.

5. Authorize the Director of Public Works, or his designee, to negotiate an agreement with the Los Angeles Philharmonic Association for partial financing of the service for the shuttle lots and for operation of the park-and-ride lots in the event the regular bus operator(s) fail to deliver service.

6. Instruct the Director of Public Works, or his designee, to sign the necessary agreements after County Counsel has reviewed and approved as to form.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of this recommended action is to approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide public transportation to the 2004 Hollywood Bowl Summer season performances. The Los Angeles Philharmonic Association will continue their marketing campaign to promote the park-and-ride program and encourage the prepurchase of ride tickets.

Your Board previously approved programs to provide public transportation from local shuttle lots and outlying park-and-ride lots throughout the County to the Hollywood Bowl performances during the past 30 summer bowl seasons. The park-and-ride and shuttle programs have been extremely successful transporting approximately 26 percent of the 2003 Bowl season attendees to this special event center.

Implementation of Strategic Plan Goals

This action meets the County's Strategic Plan Goal of Service Excellence as it provides services to the public in a responsive manner and allows our residents to enjoy the arts. Providing these services improves the mobility of the patrons and decreases the congestion in the vicinity of the Bowl. It further meets the County's Strategic Plan for Fiscal Responsibility by operating as a public-private partnership.

FISCAL IMPACT/FINANCING

The estimated cost to provide the service for the 2004 summer season in excess of farebox revenue is $1,164,000, which includes $999,000 for the park-and-ride, $105,000 for the shuttle, and $60,000 for County staff support. This estimate also includes contingency for additional events.

In March 1997, the Los Angeles County Metropolitan Transportation Authority (MTA) approved ongoing dedicated funding for the park-and-ride services in the amount of $522,000 annually. These funds will be used to offset the park-and-ride program operating cost. Accordingly, the net cost to the County is estimated to be $642,000, which will be financed by Proposition A Local Return Top-of-Pot Transit funds, available in the Transit Enterprise Fund, administered by Public Works.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The program will operate between June and October 2004 from the proposed 15 park-and-ride and 4 shuttle lot locations indicated below. The park-and-ride and shuttle lots may include, but are not limited to, the following locations.

Park-and-Ride Lots

Arcadia	Arcadia Park, 405 South Santa Anita Avenue, south of Huntington Drive
Chatsworth	Chatsworth Metrolink Station, 21510 Devonshire Street
Carson	Carson Civic Center, 801 Carson Street, off Desford Street
Culver City	Culver City Civic Center, Culver Boulevard at Duquesne Avenue
Downey	Downey, Metro Green Line Station, southern park-and-ride lot, Lakewood Boulevard at the Century Freeway (I-105)
East Los Angeles	East Los Angeles College, Weingart Stadium parking lot (corner of Floral Drive and Bleakwood Avenue)
El Monte	MTA El Monte Bus Terminal, Santa Anita Avenue at Ramona Boulevard
Lakewood	Lakewood Center Mall, Lakewood Boulevard and Candlewood Street, parking area is off Candlewood and Graywood Avenue
Pasadena	Pasadena public parking lot, 199 North Garfield Avenue, off Ramona Street
Rowland Heights	Schabarum Regional Park, 17250 East Colima Road
Santa Monica	Madison Campus, Santa Monica College, 1310 11th Street (corner of 11th Street and Santa Monica Boulevard). Bus stop on Santa Monica Boulevard.
Sherman Oaks	Westfield Shoppingtown Fashion Square in Sherman Oaks, 14006 Riverside Drive. Parking lot is located off Woodman Avenue. Entrance to lot is off Riverside Drive.
Torrance	Wilson Community Park, 2000 North Crenshaw Boulevard
Westchester	Restaurant Parking, 6212 West Manchester Avenue
Westwood	Federal Building, 11000 Wilshire Boulevard, entrance off\ Veteran Avenue

Shuttle Lots

LA Zoo Lot	5333 Zoo Drive, Section "C" of LA Zoo parking lot
Ventura Boulevard	Park-and-ride lot, north side of Ventura Boulevard between Vineland Avenue and Lankershim Boulevard
Ventura Lot Annex	10601 Ventura Boulevard
Hollywood/Highland	6801 Hollywood Boulevard

The various operators may include, but are not limited to, the City of Carson, Culver City Municipal Bus Lines, Foothill Transit, MTA, Santa Monica Municipal Bus Lines, and All City Bus Lines. The agreements will be approved as to form by County Counsel prior to submittal to the Director of Public Works, or his designee, for signature. The agreements will be submitted to the Director of Public Works, or his designee, for signature before the term of service begins.

Each park-and-ride and shuttle lot location will be protected by a uniformed Los Angeles Philharmonic Association guard dispatcher and there will be no charge for patron parking at these lots, except Hollywood and Highland. The Los Angeles Philharmonic Association will obtain approval of the property owners at each location to operate the park-and-ride and shuttle service from their lots. Should a lot location become unavailable for use, the Los Angeles Philharmonic Association may arrange for an alternate site. As in past years, the bus operators serving each lot will provide the necessary liability insurance to "hold harmless" the property owners of the park-and-ride and shuttle lots. The fare structure for the express park-and-ride program from the distant park-and-ride lots will remain at $2.50 per person each way. The fare structure for the shuttle program from the four nearby shuttle lots will remain at $3.00 per round trip.

ENVIRONMENTAL DOCUMENTATION

On December 19, 2000, Synopsis 67, your Board found that the park-and-ride and shuttle services are discretionary projects that are statutorily exempt from the California Environmental Quality Act pursuant to Public Resources Code 21080(b) (10).

IMPACT ON CURRENT SERVICES (OR PROJECTS)

This action provides for continuation of the current service.

CONCLUSION

Upon approval, please return two approved copies of this letter to Public Works.

Respectfully submitted,

J. M. Alexander

JAMES A. NOYES
Director of Public Works

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cc: Chief Administrative Office
County Counsel