



**COUNTY OF LOS ANGELES**  
**DEPARTMENT OF PUBLIC WORKS**

*"To Enrich Lives Through Effective and Caring Service"*

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**GAIL FARBER, Director**

January 24, 2012

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

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

5 January 24, 2012

*Sachi A. Hamai*  
SACHI A. HAMAI  
EXECUTIVE OFFICER

Dear Supervisors:

**2012 HOLLYWOOD BOWL PARK-AND-RIDE AND SHUTTLE PROGRAM  
FARE INCREASE FOR PARK-AND-RIDE SERVICE  
FARE INCREASE FOR SHUTTLE SERVICE AND PROGRAM APPROVAL  
(ALL SUPERVISORIAL DISTRICTS)  
(3 VOTES)**

**SUBJECT**

This action is to approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide service from park-and-ride lots and shuttle lots to the Hollywood Bowl for the 2012 season and to approve a fare increase for the users of the park-and-ride and shuttle services.

**IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING,**

1. Find that this activity is statutorily exempt from the provisions of the California Environmental Quality Act.
2. Approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide bus service from park-and-ride lots and shuttle lots to the Hollywood Bowl for the 2012 Hollywood Bowl summer season at an estimated cost of \$2,206,000, with the County's share of the cost estimated to be \$378,000.
3. Approve a fare increase for the park-and-ride service commencing with the 2012 season. The fare for patrons who prepurchase bus tickets will remain at \$5.00 per person for a roundtrip. The fare for patrons without prepurchased tickets will increase from \$8.00 to \$10.00 per person for a roundtrip.

4. Approve a fare increase for the shuttle service from \$4.00 to \$5.00 per roundtrip to the Hollywood Bowl commencing with the 2012 season.
5. Authorize the Director of Public Works or her designee to negotiate and award contracts to independent bus operators that are determined to be the most qualified, responsible proposers for the park-and-ride lots.
6. Authorize the Director of Public Works or her designee to negotiate the necessary agreements with various municipal bus operators to provide service for the park-and-ride lots.
7. Approve a County contribution equal to 56 percent of the net cost of the park-a-ride service, estimated to be \$273,000.
8. Authorize the Director of Public Works or her designee to execute an agreement with the Los Angeles Philharmonic Association to provide buses for the distant park-and-ride lots in the event a contracted bus operator fails to deliver service; and to contribute to the County of Los Angeles 44 percent of the net cost of the park-and-ride service, estimated to be \$211,000; and for the County of Los Angeles to contribute \$105,000 toward the cost of the shuttle service.
9. Instruct the Director of Public Works or her designee to sign the necessary agreements after County Counsel has reviewed and approved as to form.

#### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The purpose of the recommended action is to approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program (Program) to provide public transportation to the 2012 Hollywood Bowl summer season performances and to approve the implementation of fare increases for the park-and-ride and shuttle services. The Los Angeles Philharmonic Association will continue their marketing campaign to promote the Program and encourage the prepurchase of park-and-ride and shuttle tickets.

Your Board has previously approved providing public transportation from outlying park-and-ride lots throughout the County of Los Angeles (County) and local shuttle lots to the Hollywood Bowl performances during the past 38 summer seasons. The Program has been highly successful, transporting approximately 31 percent of the 2011 Hollywood Bowl season attendees to this special event center.

The last fare increase your Board approved for the park-and-ride service was in 2009. Since that time, the cost to provide the service has increased. The fare for patrons with prepurchased park-and-ride tickets will remain at \$5.00 per person for a roundtrip. The fare for patrons paying with cash at a park-and-ride lot will increase from \$8.00 to \$10.00 per person for a roundtrip.

The last fare increase your Board approved for the shuttle service was in 2009. Since that time, the cost to provide the shuttle service has increased. The roundtrip fare for the shuttle service will increase from \$4.00 to \$5.00 per person.

#### **Implementation of Strategic Plan Goals**

The Countywide Strategic Plan directs the provisions of Operational Effectiveness (Goal 1) and Community and Municipal Services (Goal 3). This Program 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 traffic congestion in the vicinity of the Hollywood Bowl. This Program is a public-private partnership, which enables the County to provide these services in a cost-effective manner.

### **FISCAL IMPACT/FINANCING**

There will be no impact to the County General Fund.

The cost of the Program, including contingency for additional events, is estimated to be \$2,206,000. This amount includes \$2,101,000 for the express park-and-ride service and \$105,000 for the shuttle service.

In March 1997, the Los Angeles County Metropolitan Transportation Authority (LACMTA) approved ongoing dedicated funding for the Program in the amount of \$522,000. In June 2007, LACMTA approved an increase in this annual funding to \$847,000. This funding, along with the anticipated farebox revenue of \$770,000 and an estimated contribution of \$211,000 by the Los Angeles Philharmonic Association, will reduce the County's share of the cost of the Program to \$378,000, which will be financed from the Top-of-Pot allocation of the County's Proposition A Local Return Transit Program. Funding for this Program will be included in the Fiscal Year 2012-13 Transit Enterprise Fund Budget administered by Public Works.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

The 2012 Program will operate between June and September 2012. The park-and-ride and shuttle lots may include, but are not limited to, the proposed park-and-ride lots and shuttle lots indicated on the enclosed list.

The various operators providing bus service from the park-and-ride lots may include, but are not limited to, Big Blue Bus; Finish Line; SLR; Transit Systems Unlimited, Inc.; and TourCoach Charter. The agreements with these operators will be approved as to form by County Counsel prior to submittal to the Director of Public Works or her designee for signature.

Each park-and-ride lot 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 at the Hollywood and Highland Lots. The Los Angeles Philharmonic Association will obtain approval from the property owners at each lot to operate the park-and-ride and/or shuttle services from their lot. 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 lots and shuttle lots, the Los Angeles Philharmonic Association, County, its Special Districts, Elected Officials, Officers, Agents, Employees, and Volunteers.

On December 15, 2009, Agenda Item No. 48, your Board approved a motion requesting an annual update regarding progress with using clean diesel or alternative-fuel buses to provide the Hollywood Bowl Park-and-Ride service. In response to this request, Public Works requires potential bidders and awardees of the park-and-ride service to complete and submit the Statewide Heavy Duty Truck & Bus Fleet Calculator form. This form is available on the California Air Resources Board (CARB) website and once completed, indicates if a contractor has complied with CARB regulations for lowering emissions. For the 2011 season, all contractors complied with CARB regulations.

In accordance with Section 66018 of the California Government Code, after a public hearing your Board may approve the implementation of an increase in the fares for park-and-ride and shuttle services. The fare for the park-and-ride service from the outlying park-and-ride lots will remain at \$5.00 per person for a roundtrip for pre-purchased ticket holders and increase from \$8.00 to \$10.00 per roundtrip for patrons paying cash at the park-and-ride lots. The fare structure for the shuttle service from the four nearby shuttle lots will increase from \$4.00 to \$5.00 per roundtrip.

**ENVIRONMENTAL DOCUMENTATION**

The proposed activity is statutorily exempt from the provisions of the California Environmental Quality Act pursuant to Section 21080(b)(10) of the Public Resources Code. This exemption provides for the implementation of passenger or commuter transit services.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

These actions provide for the continuation of the current service.

**CONCLUSION**

Please return one adopted copy of this letter to the Department of Public Works, Programs Development Division.

Respectfully submitted,



GAIL FARBER

Director

GF:JTW:yr

Enclosures

c: Chief Executive Office (Rita Robinson)  
County Counsel  
Executive Office

## **PARK-AND-RIDE AND SHUTTLE LOT LOCATIONS**

The park-and-ride lots and shuttle lots may include, but are not limited to, the following locations:

### Park-and-Ride Lots

Lot 1	Sherman Oaks	Westfield Fashion Square 14006 Riverside Drive Sherman Oaks
Lot 2	Westwood	Federal Building 11000 Wilshire Boulevard Westwood
Lot 3	Chatsworth	Chatsworth Metrolink Station 21510 Devonshire Street Chatsworth
Lot 4	Westchester	Westchester Shopping Center 6212 West Manchester Avenue Westchester
Lot 5	Pasadena	Pasadena Public Parking Lot Marengo Avenue and Ramona Street Pasadena
Lot 6	El Monte	El Monte Bus Terminal 3501 Santa Anita Avenue El Monte
Lot 7	Torrance	Wilson Community Park 2000 North Crenshaw Boulevard Torrance
Lot 8	Santa Monica	Santa Monica Department of Motor Vehicles 2235 Colorado Avenue Santa Monica
Lot 9	East Los Angeles	East Los Angeles College Weingart Stadium Parking Lot 1301 Avenida Cesar Chavez East Los Angeles

Lot 10 Lakewood	Lakewood Center Mall 500 Lakewood Center Mall Lakewood
Lot 11 Downey	Downey Metro Green Line Station South Parking Lot 12801 Lakewood Boulevard Downey
Lot 12 Culver City	Ince Public Parking Lot Washington Boulevard Culver City
Lot 13 Arcadia	Arcadia Park 405 South Santa Anita Avenue Arcadia
Lot 14 Rowland Heights	Schabarum Regional Park 17250 East Colima Road Rowland Heights

Shuttle Lots

Los Angeles Zoo Lot	5333 Zoo Drive Section "C" Los Angeles
Hollywood and Highland Lot	6801 Hollywood Boulevard Los Angeles
Ventura Lot	10801 Ventura Boulevard Los Angeles
Ventura Annex Lot	10601 Ventura Boulevard Los Angeles