



**PUBLIC REQUEST TO ADDRESS
THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, CALIFORNIA**

MEMBERS OF THE BOARD

HILDA L. SOLIS
HOLLY J. MITCHELL
LINDSEY P. HORVATH
JANICE HAHN
KATHRYN BARGER

Correspondence Received

The following individuals submitted comments on agenda item:				
Agenda #	Relate To	Position	Name	Comments
39.		Oppose	Monisha Parker	<p>Dear Board of Supervisors,</p> <p>I hope this letter finds you well. I am writing to address an important matter concerning the Hollywood Bowl Park-and-Ride and Shuttle Program. In light of recent discussions surrounding transportation accessibility, I believe there is a critical need to enhance the affordability of this essential service for our community.</p> <p>To achieve a more sustainable and user-friendly program, I propose a combination of strategic planning, community engagement, and effective financial management. Here are several strategies that the Department of Public Works could consider:</p> <ol style="list-style-type: none"> 1. Implement Discount Programs <ul style="list-style-type: none"> • Early Bird Discounts: Lower rates for patrons reserving services in advance can encourage early bookings. • Group Rates: Offering discounts for groups will support carpool initiatives and foster community interaction. • Loyalty Programs: Establishing rewards for frequent users can enhance customer retention and satisfaction. 2. Sponsorship and Partnerships <ul style="list-style-type: none"> • Corporate Sponsorships: Collaborating with local businesses for sponsorship opportunities can provide vital funding in exchange for visibility. • Collaboration with Local Communities: Joining forces with neighboring municipalities to share resources and costs will bolster service impact. 3. Utilize Technology <ul style="list-style-type: none"> • Mobile App for Booking: A user-friendly app that facilitates reservations could streamline the process while offering app-exclusive discounts. • Dynamic Pricing: Implementing a dynamic pricing model based on demand will allow for lower costs during less busy times, maximizing usage. 4. Public Awareness and Marketing <ul style="list-style-type: none"> • Promote Accessibility: Utilize social media, flyers, and community events to enhance awareness of the program and its discounted options. • Community Engagement: Creating forums for community feedback will ensure that the program is responsive to diverse user needs. 5. Cost Management <ul style="list-style-type: none"> • Operational Efficiency: A thorough review of operational costs can help identify savings through optimized routes and schedules. • Utilizing Volunteers: Involving local volunteers can decrease staffing costs and engage community members more directly in the program.

As of: 10/23/2024 9:00:10 AM

				<p>6. Adjust Operational Hours</p> <ul style="list-style-type: none"> • Flexible Schedules: Matching shuttle operations more closely with event times can reduce unnecessary operational costs. <p>7. Tiered Pricing Structures</p> <ul style="list-style-type: none"> • Pricing Bands: Developing tiered pricing based on location or event type can offer more affordable transportation options for all attendees. <p>8. Feedback Mechanisms</p> <ul style="list-style-type: none"> • Surveys and Feedback: Regularly collecting user feedback will help in identifying improvement areas, ensuring continued relevance and affordability. <p>9. Explore Grant Opportunities</p> <ul style="list-style-type: none"> • Government Grants: Pursuing state or federal grants aimed at improving public transportation could provide additional funding sources. <p>10. Local Fundraising</p> <ul style="list-style-type: none"> • Community Fundraisers: Organizing events to raise funds for the program will directly contribute to lowering user fees. <p>In conclusion, adopting a holistic approach that emphasizes affordability, sustainability, and community engagement will significantly enhance the Hollywood Bowl Park-and-Ride and Shuttle Program's accessibility and ensure its long-term viability. I urge the Board to consider these strategies and engage with stakeholders to address community needs effectively.</p> <p>Thank you for your attention to this essential initiative. Sincerely, Monisha Parker</p>
		Item Total	1	
Grand Total			1	