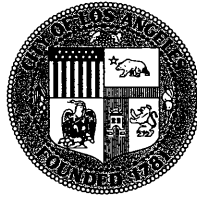


FRANK T. MARTINEZ  
City Clerk

KAREN E. KALFAYAN  
Executive Officer

When making inquiries  
relative to this matter  
refer to File No.

CITY OF LOS ANGELES  
CALIFORNIA



ANTONIO R. VILLARAIGOSA  
MAYOR

Office of the  
**CITY CLERK**  
Council and Public Services  
Room 395, City Hall  
Los Angeles, CA 90012  
Council File Information - (213) 978-1043  
General Information - (213) 978-1133  
Fax: (213) 978-1040

CLAUDIA M. DUNN  
Chief, Council and Public Services Division  
[www.cityclerk.lacity.org](http://www.cityclerk.lacity.org)

07-0508

November 2, 2007

Office of the Mayor  
Councilmember Greuel  
Councilmember Perry  
Councilmember LaBonge  
City Administrative Officer  
Chief Legislative Analyst  
Department of Transportation  
Board of Transportation Commissioners

Los Angeles County Metropolitan  
Transportation Authority  
Attn: Art Henry  
One Gateway Plaza  
Los Angeles, CA 90012

RE: MAXIMIZING MASS TRANSIT USAGE FOR SPECIAL EVENTS AND IMPROVING THE UTILIZATION  
OF PUBLIC TRANSPORTATION FROM THE OUTLYING AREAS OF THE CITY TO SPECIAL EVENTS  
IN DOWNTOWN LOS ANGELES

At the meeting of the Council held October 31, 2007, the following action was taken:

Attached report adopted .....  
Attached motion ( ) adopted .....  
Attached resolution adopted .....  
Ordinance adopted .....  
FORTHWITH .....  
Motion adopted to approve committee report recommendation(s) ..... X .....

*Frank T. Martinez*

City Clerk  
kw

TO THE COUNCIL OF THE  
CITY OF LOS ANGELES

Your

TRANSPORTATION COMMITTEE

reports as follows:

TRANSPORTATION COMMITTEE REPORT relative to maximizing mass transit usage for special events and improving the utilization of public transportation from the outlying areas of the City to special events in Downtown Los Angeles.

Recommendations for Council action:

1. RECEIVE and FILE the September 21, 2007 Department of Transportation (DOT) report relative to maximizing mass transit usage for special events and improving the utilization of public transportation from the outlying areas of the City to special events in Downtown Los Angeles, inasmuch as this report is for information only and no Council action is required.
2. DIRECT the DOT and the task force previously established by Council action on May 22, 2007 to continue to work on developing suggestions to improve the utilization of public transportation from the outlying areas of the City to special events in Downtown Los Angeles to include:
  - a. Potential public-private partnerships
  - b. Reexamination of existing routes and transit assets
  - c. Suggestions for new improved transit service
3. DIRECT the DOT to pursue efforts to secure marketing/survey information from the Los Angeles Music Center relative to the locations of their patrons.

Fiscal Impact Statement: Neither the City Administrative Officer (CAO) nor the Chief Legislative Analyst (CLA) has completed a financial analysis of this report.

Summary:

On May 22, 2007, Council established a task force to address potential strategies for maximizing mass transit usage for special events with the task force to be composed of representatives from the DOT, Los Angeles County Metropolitan Transportation Authority (MTA) and special event venues in Downtown Los Angeles such as The Music Center, Disney Hall, and Staples Center. Additionally, Council also directed the task force to report to Council in 60 days with suggestions to improve the utilization of public transportation from the outlying areas of the City to special events in Downtown Los Angeles to include:

- a. Potential public-private partnerships
- b. Reexamination of existing routes and transit assets

c. Suggestions for new improved transit service

At its meeting on October 24, 2007, your Committee considered a September 21, 2007 DOT report relative to maximizing mass transit usage for special events and improving the utilization of public transportation from the outlying areas of the City to special events in Downtown Los Angeles that was prepared in response to the above Council directions. According to the DOT, public-private partnerships appear to offer the best prospects for maximizing transit usage for special events Downtown, either through the provision of charter-type bus service or through the provision of shuttle services within the Downtown that are complementary to existing bus and rail service. In the intermediate term, both the Expo Line light rail project (by connecting Culver City and Downtown) and the Grand Avenue Project (by improving walkability) offer the prospect of making public transit a far more attractive option for Downtown arts/entertainment patrons who reside on the Westside or in the West Valley.

The DOT then provided an overview of existing routes and transit assets. In particular, the DOT noted that the current scheduling and routing of limited stop public transit services into and out of the Downtown is such that the journey to and from work is the trip type which is best served. Thus, during the weekday evening peak period there is substantially more bus service to exit the Downtown than to bring riders from the Westside and the West San Fernando Valley into the Downtown. During this peak period, the various bus operations which serve the Downtown tend to be at full deployment with extremely limited resources for any additional redeployment.

The DOT then stated that the Metrorail (and busway) services, on the other hand, provide frequent bi-directional service throughout the evening peak period and remain in service until past midnight. For arts patrons coming from these outlying areas into the Downtown, however, peak period headways are far from the sole consideration. As the number of transfers multiply, the attractiveness of the transit mode diminishes; also, during the hours after 7:00 PM bus service becomes less frequent and routing may be modified (e.g. "short runs" are inserted, as a response to lower ridership). Arts patrons from the Westside or West Valley seeking a "one seat" transit ride, or at the very least a trip with a single transfer, into Downtown in the early weekday evening currently have very limited options.

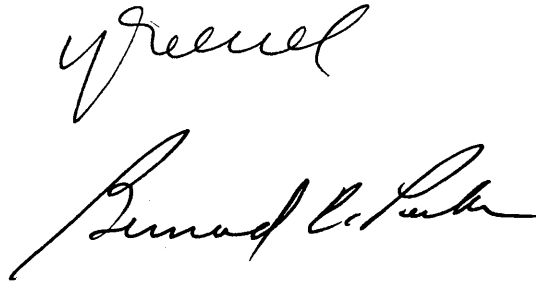
The DOT then provided a number of suggestions for improved transit service. However, the DOT also noted that in the short term there are no additional resources to deploy in terms of fixed route bus services due to peak period conditions and funding constraints. In the intermediate term, the Expo Line light rail could prove to be a very attractive alternative for the Westside. Its westernmost stations (for the first phase, scheduled to begin operation in 2010) will be Washington/National in Culver City, and the Downtown terminal will be the 7th Street Metro Center (it also offers a connection to the Red Line/Purple Line to continue on to First/Hill Streets. The estimated travel time from Washington/National to the 7th Street Metro Center is 30 minutes. The current design indicates that public parking will be available at the Washington/National and La Cienega stations.

After further consideration and having provided an opportunity for public comment, the Committee moved to receive and file the September 21, 2007 DOT report, inasmuch as this report is for information only no Council action is required. Additionally, the Committee recommended directing the DOT and the task force to continue their efforts to develop suggestions to improve the utilization of public transportation from the outlying areas of the City to special events in Downtown Los Angeles. Finally, the Committee recommended directing the DOT to pursue efforts to obtain

marketing and survey date in regard to its customers. This matter is now forwarded to the Council for its consideration.

Respectfully submitted,

TRANSPORTATION COMMITTEE

Two handwritten signatures are present. The first signature, 'ygreuel', is in cursive and appears to be a stylized representation of 'Greuel'. The second signature, 'Bernard C. Parker', is also in cursive and is more legible.

<u>MEMBER</u>	<u>VOTE</u>
GREUEL:	YES
PARKS:	YES
LABONGE:	ABSENT
ALARCÓN:	ABSENT
ROSENDAHL:	YES

ARL  
#070508a.wpd  
10/25/07

**ADOPTED**  
MOTION ADOPTED TO APPROVE COMMITTEE REPORT RECOMMENDATION  
OCT 31 2007

**LOS ANGELES CITY COUNCIL**