

EVALUATION OF LINE 603

"The Starshuttle"

Planning Department
Southern California Rapid Transit District
December 1980

EVALUATION OF LINE 603 - "THE STARSHUTTLE"

SUMMARY

At the request of members and representatives of the Hollywood Community and with full funding provided by the City of Los Angeles, the RTD introduced a minibus service in the Hollywood area. This service was designed to aid in the revitalization plans for the area and was initiated on December 8, 1979 in order to serve the extra activity of the holiday season. It was to continue for seven months, after which the service would have been evaluated and either continued or terminated. However, very low patronage caused the project to lose support, and it was discontinued after just 1½ months. Service was ended effective January 21, 1980.

Three main reasons have been developed to explain the low ridership experienced:

- Available and low-cost parking supply in the service area;
- Abundant existing transit service along Starshuttle route; and
- Insufficient lead time for marketing.

Recommendations have been made which may be applied to the planning and implementation of future special service shuttles like the Starshuttle. They are:

- Include as part of any project feasibility analysis, an estimate (quantitative or subjective) of the level of patronage to be expected; this is in addition to projected costs.
- Adequate funding and lead time be given to the Marketing Department for these services so that these special promotional requirements will not cause delays in other marketing programs.
- Once the decision has been made to start-up these projects (especially those funded by outside agencies/firms), the approval should be based upon some firm funding commitment/assurance that they will continue to be operated for a specified period of time.

BACKGROUND

First mention of a minibus service to the Hollywood area appeared in December 1977, in an RTD study entitled, "Report on Possible Future Minibus Service". Although potential service to the Hollywood area was looked at, it was not included as one of the 59 routes recommended to be implemented in the RTD service area (given available funds).

However, the Los Angeles City Planning Department prepared a report in 1979 which mentioned the need for a minibus circulation service to help stimulate redevelopment of the Hollywood area, operating over different service hours and meeting the needs of different market segments (see Map 1). The daytime route would meet the needs of local transit dependent riders: senior citizens, students and local shoppers. At night, another routing would provide service from parking lots to entertainment centers.

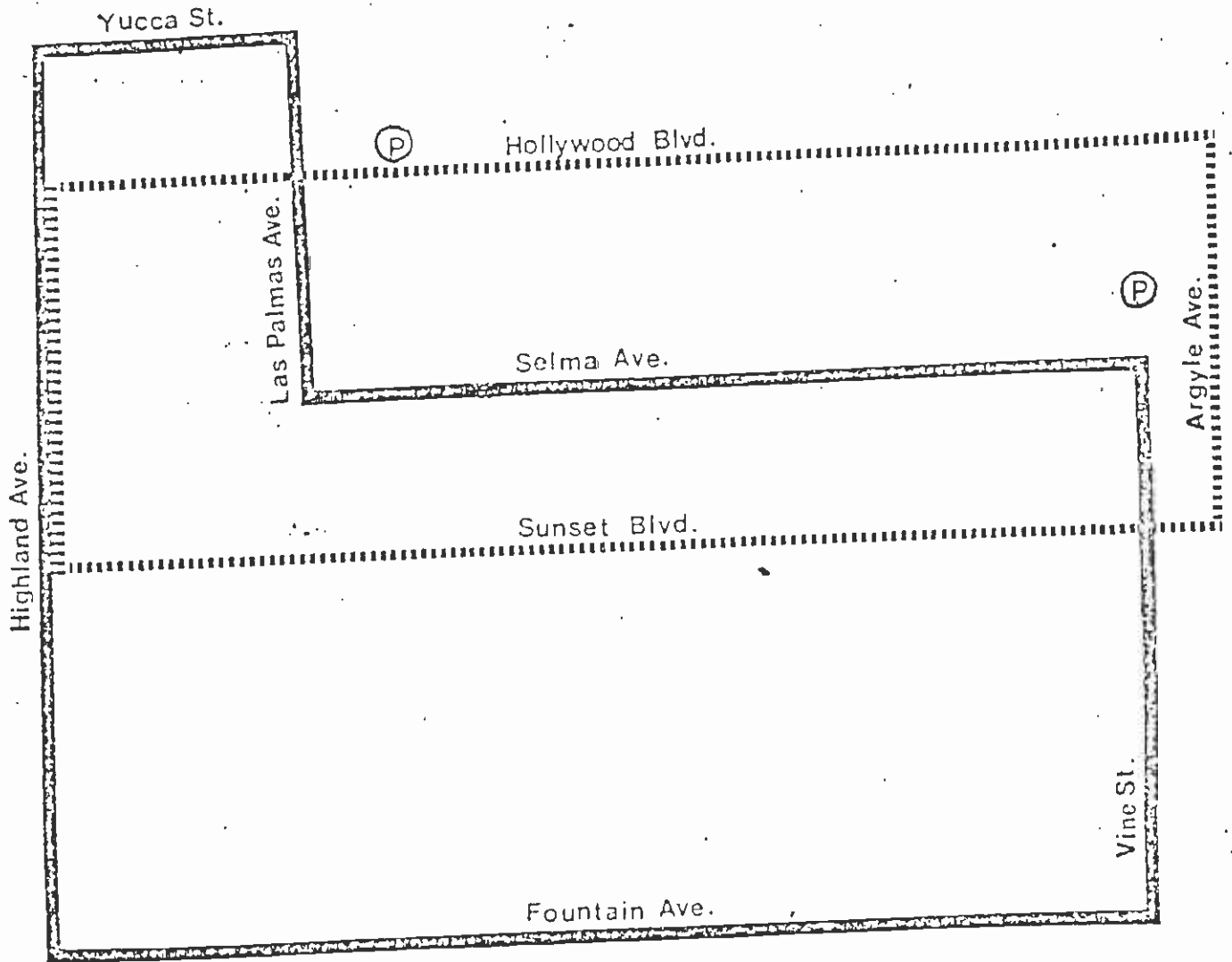
At the request of an RTD Director, the SCRTD Planning Department prepared an analysis of the costs providing alternative minibus operations within this area. In coordination with the City of Los Angeles and the Hollywood Community, a recommended routing was developed. The result was the one-route structure shown on Map 2. Along with the free parking provided at the Hollywood Bowl, the route was designed to provide a local circulation service to the shops, restaurants, and theaters in and around Hollywood Boulevard. The routing was supported by the District's Board members and also had the unanimous approval of the Executive Committees of the Hollywood Revitalization Committee and of the Hollywood Chamber of Commerce.

On October 25, 1979, the full RTD Board of Directors approved implementation of the service, contingent upon full funding from outside sources. The Los Angeles City Council voted on November 9, 1979 to pay for all costs above what was collected in fares. The contract between the City and the RTD for provision of service was fully-executed by December 8, 1979.

The Hollywood Minibus began service on Saturday, December 8, with funding approved for seven months (until June 30, 1980). It was formally designated Line 603 and called the Starshuttle.

However, disappointing patronage levels caused the City to request termination of the service on January 17, 1980 (see Appendix C). The Starshuttle made its last run on Saturday, January 19, 1980, after 43 days of service.

MAP 1
Hollywood Center
(New)



Daytime Route
Evening Route

Not drawn to scale

ROUTE DESCRIPTION

Map 2 shows the Starshuttle route. Beginning at the layover area at El Centro Avenue, north of Sunset Boulevard, the route proceeded to Sunset Boulevard, to Vine Street, to Hollywood Boulevard, to Highland Avenue, to Odin Street, to the Hollywood Bowl east parking lot, to Odin Street, to Highland Avenue, to Hollywood Boulevard, to Vine Street, to Selma Avenue and back to El Centro Avenue. The total round trip route length was 3.4 miles. Existing bus stops on Hollywood Boulevard were used, along with new stops at Hollywood Bowl, at Selma Avenue and Vine Street (farside), and El Centro north of Sunset. No stops were provided along Highland Avenue. Three buses were required to maintain service at 12-15 minute headways. The service operated from 10:00 a.m. until midnight, seven days a week.

SPECIAL FEATURES

The Hollywood Starshuttle employed several special features that were introduced and were being used on the other minibuses services in Westwood and downtown. As with the Westwood Minibus (Line 205), ample free parking was provided for bus patrons. Like the Downtown Minibus (Line 202), the fare charged was 20¢; also, a free ride program sponsored by local merchants was instituted for customers who made a minimum purchase. The vehicles used for the Starshuttle were slightly larger than the other lines' minibuses but were painted in a similar special paint scheme to make them easily distinguishable from the regular District service in the area.

EXISTING SERVICE

The regular RTD service in the area is quite extensive. Map 3 shows the bus lines which duplicated parts of the Starshuttle routes, as well as their headways and communities served.

The existing service on Hollywood Boulevard between Vine and Highland which duplicates the main portion of the Starshuttle route is remarkable. Seven bus routes serve this area directly from such places as Culver City, Beverly Hills, West Hollywood, Downtown Los Angeles, South Bay, Inglewood, Marina Del Rey, North Hollywood, Van Nuys, Glendale, Pasadena and Woodland Hills.

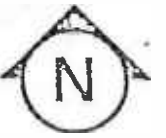
PATRONAGE

The biggest story regarding the Hollywood Starshuttle was its lack of patronage. Patronage counts were based on several data sources; on-board surveys (conducted December 21-22, 1979 and January 4-5, 1980), as well as fare and ticket revenue reports. These figures led to an overall average of 94 passengers per day (see Table 1). Considering that the three

HOLLYWOOD BOWL

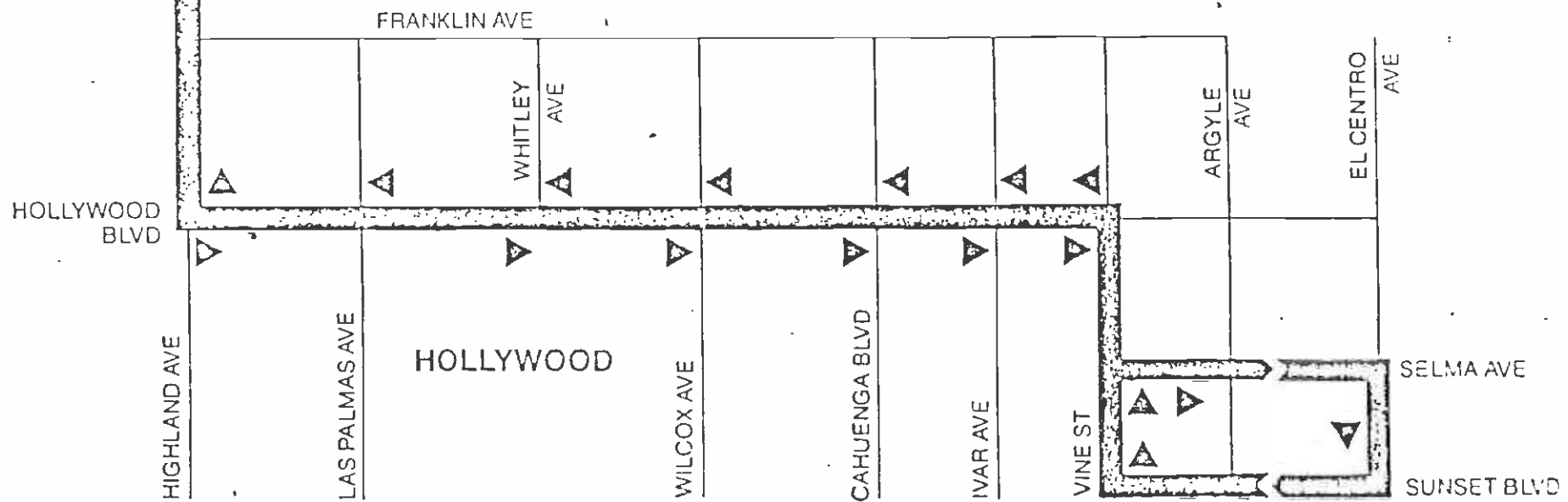
ODIN ST

Hollywood ☆ Shuttle Service

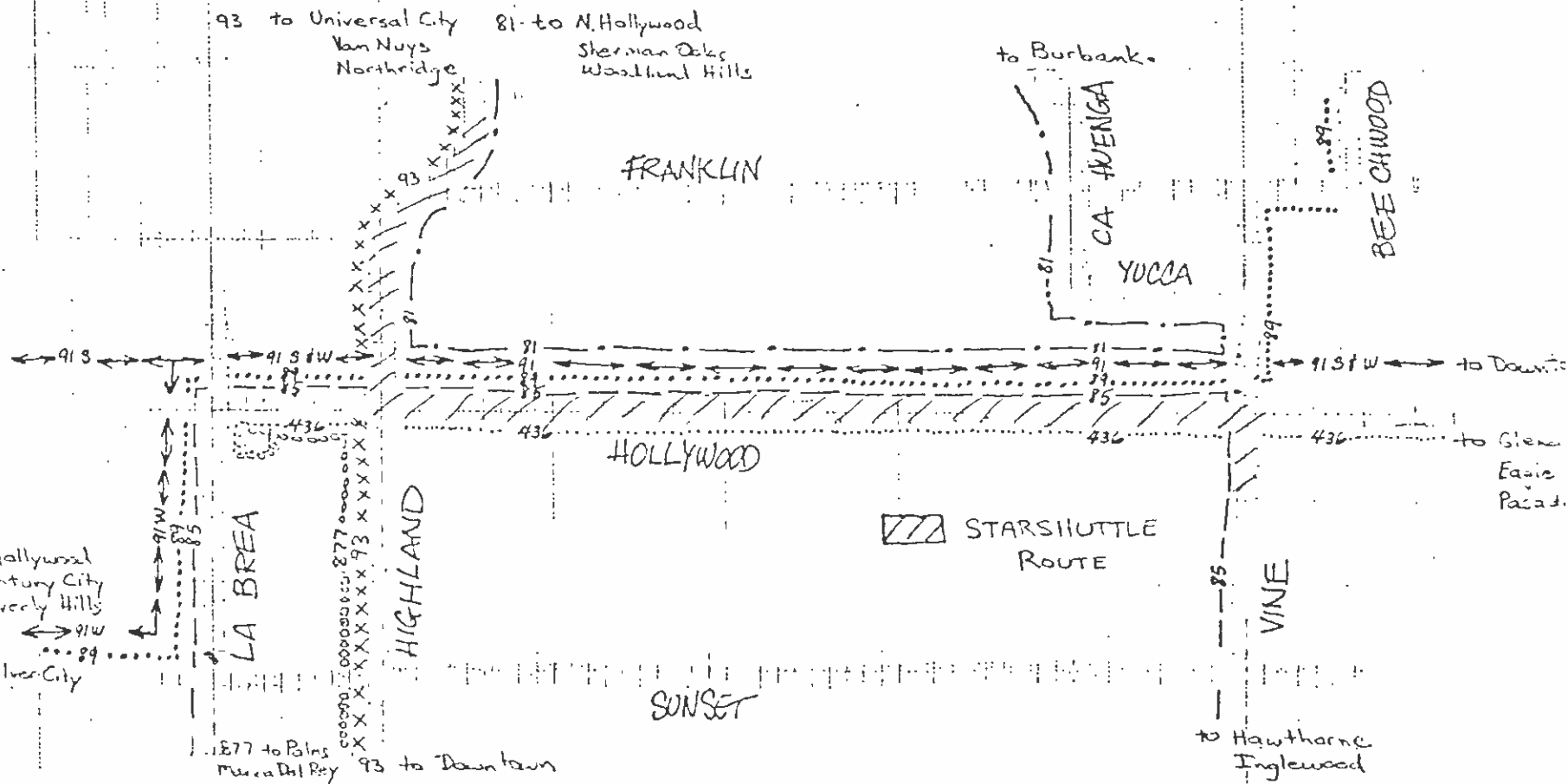


HOLLYWOOD BOWL'S EAST PARKING LOT

MAP 2



MAP 3. SCRTO SERVICE (HOLLYWOOD BLVD: HIGHLAND AVE TO VINE ST.) OCTOBER, 1979



LINE#	APPROXIMATE HEADWAYS on HOLLYWOOD BLVD.									
	WEEKDAY				SATURDAY			SUNDAY		
	MIDDAY	PM PEAK	EVENING (9 PM)	LAST TRIP (APPROX)	MIDDAY	EVENING (7 PM)	LAST TRIP (APPROX)	MIDDAY	EVENING (7 PM)	LAST TRIP (APPROX)
81	20	15-20	60	12:20 - 1:00 AM	22	58	12:20 - 1:00 AM	22	58	12:20 - 1:00 AM
85	10-15	7-12	20	1:30 - 2:00 AM	20	20	1:30 - 2:00 AM	20	20	1:30 - 2:00 AM
89	8	7	20	12:30 AM	8-10	20	12:30 AM	10	20	8:50 - 9:20 AM
91	10	4-6	15-20	4:30 AM	8-10	20	4:30 AM	10	20	4:30 AM
436	15	15	30	1:00 - 1:30 AM	15	30	1:00 - 1:30 AM	20	30	1:00 - 1:30 AM
Tot. Buses/Hr	25	34	13		23	12		21	12	

buses used on the Starshuttle route made 71 round trips per day, this means that, on average, each round trip carried less than two people. Appendix A lists the daily ridership for the entire period of service.

TABLE 1
AVERAGE DAILY PATRONAGE

Before Christmas	112
After Christmas	83
Overall Average	94

Independent of the boarding counts, the drivers were asked to record numbers of passengers boarding and alighting at the Hollywood Bowl parking lot. This was requested to obtain some idea of how well the park/ride aspect of the project was working. Table 2 summarizes the relative use of this parking facility as compared to total trips taken on the Starshuttle. Note that trips to/from Hollywood Bowl accounted for almost the entire difference between pre- and post-Christmas ridership, as other trips gained slightly. This may indicate that once the Christmas rush was over, people felt that there was ample parking in the immediate area. On the other hand, it may be that people tried the service and found it to be inconvenient.

TABLE 2
HOLLYWOOD BOWL TRIPS

	<u>Total Trips</u>	<u>Avg. Trips To/From Bowl</u>	<u>Avg. Daily Trips Not To/ From Bowl</u>
Before Christmas	112	73 (65%)	39 (35%)
After Christmas	<u>83</u>	<u>29</u> (35%)	<u>54</u> (65%)
Change	(-29)	(-44)	+15

Further breakdown of boardings was conducted to determine ridership trends by time of day. Table 3 shows the results of this analysis. Generally, a pattern of declining ridership for the service developed for the late afternoon and evening periods. When Hollywood Bowl riders were looked at separately, a similar pattern is observed. This indicates that the major reason for the loss in the line's ridership was a reduction in the use of the Hollywood Bowl parking lot in the afternoon and evening.

Perhaps stores were not open as late and thus fewer trips were made, or people going to restaurants and shows did not find the service useful.

TABLE 3
BOARDINGS BY TIME OF THE DAY

	<u>10:00-2:00</u>	<u>2:00-6:00</u>	<u>6:00-Midnight</u>	<u>TOTAL</u>
All Trips Approximated*				
Before Christmas	25 (22%)	50 (42%)	40 (35%)	115
After Christmas	30 (35%)	35 (41%)	20 (24%)	85

* Based upon on-board surveys.

	<u>10:00-2:00</u>	<u>2:00-6:00</u>	<u>6:00-Midnight</u>	<u>TOTAL</u>
Hollywood Bowl Trips				
Before Christmas	12 (17%)	27 (38%)	34 (45%)	73
After Christmas	11 (38%)	11 (38%)	7 (24%)	29

Table 4 shows average daily patronage by day of the week. For the most part, an average of about 80 people rode on weekdays and 100 on weekends. The high figure for Tuesday was due to an extremely high ridership on New Years' Day. It is interesting to note that Friday ridership was not significantly higher than the other weekdays.

TABLE 4
AVERAGE PATRONAGE BY DAY OF THE WEEK

	<u>Sun.</u>	<u>Mon.</u>	<u>Tues.</u>	<u>Wed.</u>	<u>Thur.</u>	<u>Fri.</u>	<u>Sat.</u>
All Trips	102	82	114	87	73	87	112
Hollywood Bowl Trips	50	43	43	34	34	41	51

The free ticket for minimum purchase promotion did not generate many riders. Only a total of 40 tickets were collected on the Starshuttle -- an average of less than one per day (see Table 5).

TABLE 5
TICKET COLLECTION

Before Christmas	17 days	22 tickets
After Christmas	<u>26 days</u>	<u>18 tickets</u>
TOTAL	43 day	40 tickets

Finally, it must be mentioned that, prior to the start of service, no patronage estimates were requested or generated. The promoters of the service concept believed that there was sufficient demand to start the service. The focus at the early stage was thus centered upon the cost of the operation.

COST

The daily cost of the service to the City was estimated to run about \$1,300. The actual cost turned out to have been slightly less, about \$1,160/day.

Revenue per day, with an average of 94 passengers paying 20¢ was about \$19. Thus the farebox ratio, that proportion of the operating costs covered by fares, was 1½%. The cost per passenger was \$12.88; the subsidy was \$12.68 per passenger.

These figures can be compared with those of the Westwood Minibus and Downtown Minibus. The Westwood Minibus, which operates on Friday evening and all day Saturday, has a farebox ratio of about 5% both days. Its cost per passenger is about \$1.95 with a subsidy per passenger of \$1.85. There was no time of day of the week during which the Starshuttle approached this low a cost per passenger (on the day of the highest revenue, the Starshuttle still cost \$6 per person). The Downtown Minibus is even more cost-efficient. Its farebox ratio in Fiscal Year 1979-80 has been 28%, while its cost per passenger has been around 66¢.

TABLE 6
COMPARISON OF THE HOLLYWOOD,
WESTWOOD & DOWNTOWN MINIBUSES

	<u>Farebox Ratio</u>	<u>Cost Per Passenger</u>	<u>Subsidy Per Passenger</u>
Hollywood	1.5%	\$12.88	\$12.68
Westwood	5.0%	1.95	1.85
Downtown	28.0%	.66	.46

REASONS FOR LOW RIDERSHIP

Available and Low Cost Parking Supply

In designing the route to include the Hollywood Bowl parking lot, a lack of parking in the Hollywood area was assumed to exist. However, it appears that parking is readily available. Shortages do occur but only at times of particularly high activity. This is supported in part by the drop in use of the Hollywood Bowl lot after Christmas, when the shopping rush and the major new movie releases had subsided (see Table 2).

Further evidence of parking being available in the area may be found in a parking survey being conducted by a consulting firm for the City Traffic Department.¹ Over 6,000 spaces have been counted which are available to the public in the area bounded by La Brea, Franklin, Vine and Selma. In general, the occupancy rate is less than 75%, although some specific areas are occasionally filled to capacity.

The most common auto parking rate is 50¢ per 20 minutes (with \$1.50 to \$3.00 maximum). This cost would thus have been greater than the round trip fare for one passenger had the Starshuttle been used to and from the free parking area. However, if it is assumed that people usually drive to this area in groups rather than individually, it can be concluded that the net auto parking cost per passenger is not much more than that for the round trip fare.

This fact, coupled with the added convenience of not having to wait for a bus, combined to continue favoring this option as a preferred alternative and thus resulted in the relative non-use of the Starshuttle by this market segment.

Part of the experience of visiting Hollywood may be in walking and/or driving along Hollywood Boulevard. This reason may also have contributed to the lack of the Starshuttle's attractiveness to the auto passenger segment.

Abundant Existing Transit Service

Although apparently lacking in appeal to auto drivers, the Starshuttle may have been an alternative for transit riders, as its fare was below that of RTD buses. However, a person who would have been inclined to take a bus would probably be riding into the Hollywood area from a point outside the community. As indicated by Map 3, many areas of the region have direct service down Hollywood Boulevard. Therefore, most people could use their original bus to travel into the area and would not need to use the Starshuttle.

¹Preliminary data from this study received through correspondence with Jack Greenspan of Linscott, Law & Greenspan, Inc. Engineers (See Appendix D).

In addition, the regular District service was probably an effective competitor with the Starshuttle along Hollywood Boulevard alone. A total of about 25 full-size buses/hour travelled down Hollywood Boulevard during the day and 13 buses/hour at night.

Consequently, people who simply wanted to travel along the Starshuttle route from Vine to Highland would see, on average, five RTD buses going to their destination before the Starshuttle arrived.

Insufficient Lead Time for Marketing

The marketing effort for the Starshuttle was extraordinarily high. A major marketing campaign was developed and implemented in a relatively short period of time by the District's Marketing and Communications staff (see Appendix B).

Activities included:

- A special painting and custom exterior decal application on Starshuttle vehicles.
- Parade and news conference to "kick-off" service.
- Designing and printing of special brochures, rider bulletins, maps, store window posters, bus stop signs, etc.
- Cooperative promotion of service with Warner Bros. Studios, through endorsement by celebrities and giving away of free movie tickets to "Star Trek" and "Going in Style".
- Cooperative promotion of service with merchants in community through institution of a free ride-for-minimum purchase program.
- Newspaper advertisement campaign.

The activities were planned and executed on a rush basis, requiring an excessive amount of staff time, and resulted in delays of other marketing programs.

STUDIED ALTERNATIVES TO IMPROVE PATRONAGE/SERVICE

In an effort to improve the situation, District staff evaluated the service and studied alternatives which would increase and/or reduce the cost of operation. This analysis looked at the following fare/service options:

- Restricting the hours of operation to those that were most productive.

- Changing the fare structure to either reduce the cash fare rate or to develop some procedure whereby passes and transfers would be honored.
- Rerouting the service to eliminate little-patronized segments.

The analysis was completed in early January 1980. However, the service was cancelled prior to the possible implementation of any changes.

CONCLUSION

Although many factors contributed to the service's lack of patronage, it was the resultant non-use of the Starshuttle that apparently caused its termination. The City felt that due to the low ridership, the amount it was subsidizing per rider was too high. At the same time, negative publicity was being generated by the news media which centered upon how little the service was being used (see Appendix C).

The Hollywood Community, as stated, was initially totally supportive of the Starshuttle. However, as merchants and Hollywood Community/Business groups began to notice that the Starshuttle was not attracting many new patrons, and was not stimulating much added commercial business, their enthusiasm for the project began to slacken. Toward the end, little if any formal support for the shuttle could be obtained from either the Hollywood Revitalization Committee or the Hollywood Chamber of Commerce, the two groups who initially advocated the service.

RECOMMENDATIONS

A few recommendations may be helpful in preventing a repeat of the Starshuttle experience. First, patronage should have been estimated prior to implementation. A study of the available parking and existing transit service could have revealed the low ridership potential of the line. Although the project may have appeared not to be cost-effective from a transportation perspective, the City or locality may have still wished to support it as a public service (providing increased access to the area for certain groups; indicating City support for revitalization plans; other benefits). However, without patronage estimates, an informed decision regarding potential benefits could not have been made.

Viewed in terms of dollars and cents, the early cancellation of the service can be interpreted as an attempt by the District and City to cut losses, given the initial very poor showing of this experimental service. Looked at in another way, however, the early cancellation places both the City and the District in a negative light. The early termination of this

project reinforces the feeling that either it was inadequately planned or that responsible staffs were not sufficiently equipped to handle the tasks. Clearly, the media chose to view and to publicize the experimental service in this context. In fact, attention by the media quickly turned the project into a "cause celebre", and it achieved considerable notoriety throughout the region (see Appendix C).

To the District, the early failure of the project can be viewed as an indication that the staff was not carrying out one of its functions, that of advising interested parties of the feasibility of requested services. Although RTD did develop cost estimates (as requested) and even though patronage was not asked for, a more complete and professional analysis might have included both.

The marketing effort for the Starshuttle was considerable. As mentioned, the staff time and resources needed to market this service resulted in delays of other marketing programs. Because of limited staff resources and the large number of District services, programs and activities requiring Marketing and Communications Section's support, it is suggested that in future projects like the Starshuttle, the Marketing Department be provided with adequate funding and lead time.

The Marketing Department's effort would have been more effective had it been given more lead time. The necessity of starting the service before the end of the Christmas season allowed the Marketing Department little advance notice to inform people of the Starshuttle service. If more people had known about the service earlier, its full ridership potential might have been reached sooner. Also, if the Christmas shopping season was the target period, the service should probably have begun around Thanksgiving, the traditional start of the Season's shopping rush.

Finally, once the service had been started, the project's sponsors (including indirectly the Hollywood Community) should have allowed sufficient time for ridership to reach its potential. It is easy to see how merchants, expecting a windfall of customers, would have been disappointed at the initial ridership reports and would have lost their enthusiasm for the service. It is also easy to see that the City would have felt very concerned not only at the initial low ridership figures, but also at the poor publicity which the media was directing towards the service. However, had they given continued support for the service (either orally or in writing) during this initial period it would have been more likely that the service would have continued (at least until the end of the demonstration period).

APPENDIX A
Daily Ridership

	<u>Sun.</u>	<u>Mon.</u>	<u>Tue.</u>	<u>Wed.</u>	<u>Thur.</u>	<u>Fri.</u>	<u>Sat.</u>
12/8/79							164
12/9-12/15	190	79	179	80	106	112	134
12/16-12/22	82	72	95	102	93	82	120
12/23-12/29	102	112	112	75	51	80	112
12/30-1/5/80	110	112	202	133	71	73	92
1/6-1/12	82	68	42	55	51	72	88
1/13-1/19	44	51	57	77	65	102	76

APPENDIX B

ADVERTISING AND PROMOTION CAMPAIGN HOLLYWOOD STAR SHUTTLE

The following advertising and promotion activities were undertaken in support of the Hollywood Star Shuttle:

- o Cooperative promotion organized and implemented with merchants along route, who give away Star Shuttle tickets with minimum purchase. All merchants along route contacted by an RTD representative. To date, 34 merchants have purchased approximately \$750 in tickets.
- o Prepared, printed and distributed 30,000 "take-ones" containing map, schedule and fare information and list of participating merchants. Distributed aboard seven lines in Hollywood area, at RTD Customer Service Centers, participating merchants and local theaters.
- o Prepared, printed and distributed approximately 200 "Ask Me About Bus 2 Us" buttons to be worn by employees of participating merchants.
- o Designed and printed 50 counter cards for distribution to participating merchants, notifying customers of special offer.
- o Designed and printed 200 16" x 24" posters for display by merchants, showing map and fare and schedule information.
- o Designed and printed colorful banners for display on shuttle bus exteriors, identifying service.
- o Designed and printed bulkhead cards for placement aboard shuttle bus interiors, featuring map and schedule and fare information.
- o To "kick off" service, organized parade and news conference on Dec. 8, featuring local officials and celebrities.
- o Designed, prepared and placed newspaper ad entitled "Meet Hollywood's Newest Star." Full-page version appeared in Hollywood Independent, 1/4-page in Los Angeles Times.
- o Designed and printed new service bus stop signs, displaying map and schedule information.

- o Organized and implemented promotion with Hollywood Boys Club and Mann's Chinese Theater. Members of club transported aboard shuttle bus to theater for free showing of "Star Trek" and autograph session with George Takei.
- o Developed and implemented cooperative promotion with Warner Bros., including:
 - Phantom bus rider boarding RTD buses to give away 1500 tickets to movie "Going In Style."
 - Two interior car cards announcing promotion placed on all RTD buses.
 - Exterior of shuttle buses painted with special design, featuring "Going By Bus Is Going In Style" theme.
 - Large banners placed across Hollywood Blvd. with same theme.
 - Shrouds placed over all Star Shuttle stops, featuring same theme.
- o Designed and printed "free parking" sign for placement at Hollywood Bowl parking lot.
- o Prepared and distributed various press releases, resulting in print and electronic coverage.

The following advertising and promotion activities in support of the Hollywood Star Shuttle are presently in progress:

- o Redesign of poster to feature "free parking" designation.
- o Redesign of counter card to feature picture of shuttle bus for easy identification.
- o Design and printing of controltac signs for placement on shuttle bus exteriors, to prominently identify service.
- o Design and printing of table tents to notify patrons of area restaurants of availability of service.
- o Reprinting of "take-one" for additional distribution.
- o Additional contact with merchants to encourage participation in cooperative promotion.

12/11/79

IN AN EFFORT TO IMPROVE CIRCULATION IN THE HOLLYWOOD BUSINESS DISTRICT, THE COUNCIL ON NOVEMBER 8, 1979 ADOPTED A MOTION TO PROVIDE A PILOT MINIBUS PROGRAM IN THE HOLLYWOOD AREA.

MINI BUSES HAVE BEEN IN OPERATION IN HOLLYWOOD COMMENCING ON DECEMBER 8, 1979 TO THE PRESENT.

MINI BUS SERVICE HAS BEEN PROVIDED BETWEEN THE HOURS OF 10 A.M. AND MIDNIGHT ON A 10-MINUTE HEADWAY BASIS.

THE DEPARTMENT OF TRANSPORTATION AND THE SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT HAVE MONITORED THE OPERATION OF THE PILOT PROJECT.

PATRONAGE OF THE HOLLYWOOD MINI BUS HAS BEEN EXTREMELY DISAPPOINTING RESULTING IN A VERY POOR COST EFFECTIVENESS.

THE HOLLYWOOD CHAMBER OF COMMERCE AND THE CITY DEPARTMENT OF TRANSPORTATION HAVE RECOMMENDED THAT THE PILOT PROJECT BE TERMINATED.

THE AGREEMENT BETWEEN THE CITY AND THE SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT PROVIDES FOR A 30-DAY CANCELLATION NOTICE AT ANY TIME DURING THE LIFE OF THE AGREEMENT.

I THEREFORE MOVE THAT THE GENERAL MANAGER OF THE DEPARTMENT OF TRANSPORTATION BE INSTRUCTED TO IMMEDIATELY GIVE THE REQUIRED WRITTEN NOTICE OF TERMINATION OF CITY CONTRACT NO. 51223 RELATING TO THE HOLLYWOOD MINI BUS SYSTEM TO THE SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT EFFECTIVE THIRTY (30) DAYS THEREAFTER, PURSUANT TO SECTION 9 OF SAID CONTRACT.

PRESENTED BY _____

PEGGY STEVENSON

COUNCILWOMAN, 13TH DISTRICT

SECONDED BY _____

PAT RUSSELL

COUNCILWOMAN, 6TH DISTRICT

DIO
VIDEO
REPORTING
SERVICES

APPENDIX C

CLIENT R.T.D.
PGM News
DATE 12/13/79
TIME 10:37 PM
STN KHJ TV, CH. 9

ATTN: Mike Barnes

T/D: 12/17/79

KIM SINGER: Cal Trans is holding a hearing to determine whether the County acted properly in choosing the Wilshire Corridor for a proposed subway route. Some opponents of the Wilshire route are charging that there was not enough public input into the decision. One of those is state Senator David Roberti, who outlined his objections.

SHIL DAVIDOW: I would say there was a little bit of squeaky wheel getting the grease here definitely. As you probably know, the Chamber has been very involved working on the subway line, and we have our own opinions on that, maybe slightly different than the R.T.D. Some people have suggested that this was a payoff by the R.T.D. to keep us happy. I don't know if it was specifically that, but in any event this came on fairly quickly and we were happy to get it.

UNIDENTIFIED: Granted, the service just started last week, the end of last week. I noticed several buses this morning and nobody riding. What's the problem?

DAVIDOW: I think the problem right now is just getting the people in the community aware of the service.

NATHAN ROBERTS: Well, what you have just seen is not the story that Kim introduced. What you have just seen was something called the Star Shuttle. It runs every 10 to 15 minutes from 10 a.m. to midnight in Hollywood. The ride costs 20¢. You can pick it up free at the Hollywood Bowl, the new service inaugurated late last week. Thus far, it has gotten anything but star treatment from the public, as you may have noticed in our film there, even though you had no warning it was coming. The public had no warning about the Star Shuttle, and they are staying away in droves, folks, and that was Shil Davidow of the Hollywood Chamber of Commerce explaining just how the Star Shuttle came about.

You are probably, if you are still with us on all of this, wondering how much does it all cost. Well, one report says it costs \$230,000 to set up and maintain that Star Shuttle, and let me be perfectly clear about whose money that is. That's ours.

AUDIO
VIDEO
REPORTING
SERVICES

CLIENT RTD
 PGM Perspective
 DATE 12/13/79
 TIME 4:44 PM
 STN KNXT TV CH 2

ATTN: Mike Barnes

T/D. 12/17/79

CONNIE CHUNG: Locally, our Bill Stout has found another way taxpayer's money may be wasted, a quarter of a million dollars in six months, and it's city money, and that's the subject of Bill's "Perspective" tonight, from the streets of Hollywood.

BILL STOUT: If you really want to be off by yourself, away from the crowds, no other people around, "alone with your thoughts, I can let you in on a secret; ride the newest shuttle bus service of the RTD.

It's called the Star Shuttle, between the Hollywood Bowl and Sunset and Vine, mostly along Hollywood Boulevard. Almost nobody knows it exists. Oh, the RTD does, of course, and the Hollywood Chamber of Commerce and six bus drivers a day, but almost nobody else. One driver told us she had three passengers yesterday -- three in eight hours of driving.

Joe Swift, at the wheel here, has been a little busier, but not much.

JOE SWIFT: On an average day I've averaged about eight to twelve people and that is considered busy. Now, today, for some strange reason, I haven't quite picked up that many, and as a whole, this is more or less like a vacation to me.

STOUT: Doesn't it get awfully lonely, really?

SWIFT: Oh, at times, but I try not to think about it, really.

STOUT: The Star Shuttle runs from 10:00 am to midnight, seven days a week, 20¢ a ride and you can park free at Hollywood Bowl, in this lot. So far today, early afternoon, no one has, and no one has gotten on the bus either, except us.

So, you may wonder what all this costs and who pays for it.

Well, it began this week and runs through next June, \$28,000, from City of L.A. parking meter money. Hollywood business people hope it'll catch on, of course, and do them some good, but if the present number of riders doubles and then doubles again, it'll still lose more than a quarter of a million dollars.

You must admit, it's a different way to be alone. Imagine, solitary splendor, on the RTD, and no matter how few people use the Star Shuttle you know whose really being taken for a ride, don't you? That's right, all of us!

LINSCOTT, LAW & GREENSPAN, INC., ENGINEERS
TRANSPORTATION TRAFFIC PARKING CIVIL ENGINEERING
3405 PERSHING DRIVE, PLAYA DEL REY, CALIFORNIA 90291 TELEPHONE 213-821-3457

June 11, 1980

Mr. Anthony Palmere
RTD Planning
425 South Main Street
Los Angeles, CA 90013

Subject: Hollywood CBD Parking

Dear Mr. Palmere:

In response to your request, we have researched our Hollywood Parking Study Inventory with respect to off-street and curb parking along Hollywood Boulevard.


The area which we researched is one block in depth for the portion of the Hollywood CBD bounded by La Brea on the west, Franklin-Yucca on the north, Gower on the east, and Selma-Hawthorn on the south. We also compiled data for a somewhat shorter area with an easterly boundary at Vine. Only those parking spaces available to the public have been included in the following tabulation. Three categories are shown, General Public (in which parking is available for a fee), private customer only parking, and curb spaces. The figures shown represent conditions as they existed February 1979, when the parking inventory was conducted.

AREA	GENERAL PUBLIC	CUSTOMER ONLY	CURB SPACE	TOTAL
36 Block Area La Brea to Gower	5443	788	1172	7402
28 Block Area La Brea to Vine	4601	528	891	6020

With respect to your question relative to parking fees, we have reviewed our February, 1979, field parking inventory notes. A \$0.50 per 20 minute rate was the most commonly used, with maximums generally varying from \$1.50 to \$3.00 depending on location.

I hope this meets with your needs.

Very truly yours,


J.M. GREENSPAN, P.E.
Vice President

JMG/jvt
cf: Mr. Guy Inkel
Off-Street Parking Division, LADOT

ACKNOWLEDGMENTS

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