

**OPERATIONS COMMITTEE
JULY 20, 2006****SUBJECT: SHUTTLE BUS SERVICE TO DODGER STADIUM****ACTION: RECEIVE AND FILE****RECOMMENDATION**

Receive and file report on feasibility of providing bus shuttle service to Dodger Stadium during the 2006 baseball season.

ISSUE

At its March 23, 2006 meeting, the Board of Directors requested staff to prepare information on the potential operation of shuttle service from Metro Rail stations to Dodger Stadium for the remainder of the 2006 season. The Board also requested that staff consider opportunities to serve other sports and entertainment venues from Metro Rail stations, and to review opportunities for sponsorship to subsidize the operating costs of these services.

DISCUSSION

Section 2.16 of the Metro Transit Service Policy defines the agency's role with regard to providing special event service. The policy is designed to prevent violations of the Federal charter bus regulations and states that such services should be provided only when the following conditions are met: it will not interfere with our regular operation; the operation fits within the scope of regular Metro Bus operations (e.g. fares, span and routing); the service is provided on a full cost recovery basis, and there are no available or interested private operators.

Additionally, as has been reported to the Board, Metro continues to experience a severe shortage of bus operators, affecting our regular bus service. Metro is unable to directly operate any shuttle service to Dodger Stadium. Such service would need to be operated by a private contractor.

History of Dodger Stadium Shuttles

Seasonal service to Dodger Stadium with a premium fare existed from 1962 through 1994 via Line 635 between Downtown Los Angeles and Dodger Stadium. This service was discontinued in 1994 due to budgetary constraints and low ridership.

During the 2004 season, the Dodgers provided contractor-operated service to Dodger Stadium for Friday night games. Service operated every 15-minutes from Patsaouras Plaza with a roundtrip fare of \$2.00. LADOT provided traffic control by establishing a temporary bus lane in the center of Sunset Blvd., as well as traffic control officers. This traffic control assisted in expediting bus operations into and out of the stadium.

In discussions with Dodger representatives, they indicated that due to low ridership (approximately 400 passengers per game) and high operating costs, they would not continue to sponsor this service. The Dodgers have indicated to staff that this remains their position today.

Contractor-Operated Dodger Stadium Shuttle Options

Metro staff evaluated three options for the operation of shuttle services operating to Dodger Stadium. Option 1 was a shuttle from Patsaouras Plaza. Option 2 was for two services, one from Patsaouras Plaza, and another from the Chinatown Metro Gold Line Station. Option 3 was for three services, one from Patsaouras Plaza, a second from the Chinatown Metro Gold Line Station, and a third service starting at 7th and Flower Metro Blue Line Station. The operating plans assumed service operated every 12-minutes from Patsaouras Plaza, every 10-minutes from Chinatown, and 15-minutes from 7th and Flower Metro Blue Line Station. The operating plan also assumes traffic control, as did the previous shuttle service operated by the Dodgers, and that service would operate for all home games during an entire season.

Based on these service assumptions, the estimated annual cost for a contractor-operated shuttle for a full season range from a low of \$251,100 under Option 1 to a high of \$494,000 under Option 3 (Attachment A). If passenger fares were established at a rate to ensure full cost recovery for the shuttle service, it would require a fare of between \$6.78 and \$10.33 per roundtrip, depending on the option.

As Dodger games draw both a large in-person audience and extensive attention throughout the County, it may be possible to solicit corporate sponsors to fund operation of a Dodger shuttle. Success in this endeavor would require an aggressive and cooperative effort between Metro, the Dodgers' corporate sponsorship unit and the contracted operator of the service.

It should be noted that Metro has no cash sponsors for any programs or services; in fact, Metro tends to be seen as potential cash sponsor for other organizations, and is frequently solicited as such. While Communications develops cross-promotions with area attractions (current programs include promotions with the LA Avengers arena football team and the Chivas USA soccer team), these are cooperative trades only and involve no cash. Therefore seeking cash sponsors would be a totally new endeavor for Metro.

Service to Other Area Sports and Entertainment Venues

Staff also reviewed the potential for shuttle service from Metro rail stations to other area sports and entertainment venues. In most cases, the major sporting and entertainment venues are located along existing public transit routes operated by Metro and/or other municipal operators. However, direct service does not presently exist between the Metro Gold

Line and the Rose Bowl. It is possible that if funding opportunities are identified for Dodger Stadium shuttle service, they could similarly be used to underwrite the cost of service to the Rose Bowl.


NEXT STEPS

Staff is unable to provide shuttle service for the Dodger 2006 baseball season. At Board direction, staff will coordinate with LADOT, the Dodgers and potential corporate sponsors to discuss funding and sponsorship plans for service to Dodger Stadium that could be implemented in future seasons. Staff will also contact Rose Bowl officials to discuss future funding and sponsorship opportunities.

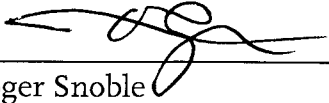
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ATTACHMENTS

A. Operating Costs and Subsidy Requirements



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DODGER STADIUM SHUTTLE ESTIMATED OPERATING COSTS AND SUBSIDY REQUIREMENTS

Option 1 - From Patsaouras Plaza to Dodger Stadium

Frequency	Cost Per Game	Annual Costs*	Daily Projected Boarding**	Annual projected Boarding	Annual Revenue at \$4 Roundtrip	Required Annual Subsidy
From Patsaouras Plaza	Every 12 Minutes	\$1,500	300	24,300	97,200	
Traffic Control		\$121,500				
		\$1,600				
Total		\$251,100	300	24,300	\$97,200	\$153,900

Option 2 - From Patsaouras Plaza and Chinatown to Dodger Stadium

Frequency	Cost Per Game	Annual Costs	Daily Projected Boarding	Annual projected Boarding	Annual Revenue at \$4 Roundtrip	Required Annual Subsidy
From Patsaouras Plaza	Every 12 Minutes	\$1,500	300	24,300	97,200	
From Chinatown Gold Line Station	Every 10 Minutes	\$1,500	360	29,160	116,640	
Traffic Control		\$121,500				
		\$1,600				
Total		\$372,600	660	53,460	\$213,840	\$158,760

Option 3 - From Patsaouras Plaza, Chinatown and 7th Metro Station to Dodger Stadium

Frequency	Cost Per Game	Annual Costs	Daily Projected Boarding	Annual projected Boarding	Annual Revenue at \$4 Roundtrip	Required Annual Subsidy
From Patsaouras Plaza	Every 12 Minutes	\$1,500	300	24,300	97,200	
From Chinatown Gold Line Station	Every 10 Minutes	\$1,500	360	29,160	116,640	
From 7th and Flower Metro Station	Every 15 Minutes	\$1,500	240	19,440	77,760	
Traffic Control		\$129,600				
		\$1,600				
Total		\$494,100	900	72,900	\$291,600	\$202,500

Shuttle Bus Service to Dodger Stadium

* 81 games per year was assumed

** 30 boardings per trip in 2 hours span was assumed