

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT
 PROPOSED WORK OUTLINE FOR COORDINATION
 OF 1984 OLYMPICS TRANSPORTATION SERVICES

PHASE	FAMILY	NON-FAMILY
<p style="text-align: center;">I STRATEGIC PLANNING</p>	<p>A. Inventory Data</p> <ol style="list-style-type: none"> 1. Literature review 2. Site-specific information <ol style="list-style-type: none"> a. Venue (location, capacity, schedule of events, number of participants per venue, etc.) b. Transportation data (access routes, existing transportation facilities, street capacities) 3. "Family" <ol style="list-style-type: none"> a. Number of participants b. Number of officials c. Number of media d. Breakdown by Olympic Village, team size, etc. 4. Transportation providers <ol style="list-style-type: none"> a. Public (fleet size, number available for Olympics) b. Private (fleet size) c. Other transportation agencies (Caltrans, cities) 5. Data from previous Olympic sites (Munich, Montreal, Mexico City) <ol style="list-style-type: none"> a. Who were the coordinators, actors b. Institutional arrangements c. Extent of planning study d. Funding to conduct study/implement services 	<p>A. Inventory Data</p> <ol style="list-style-type: none"> 1. Literature review 2. Site-specific information <ol style="list-style-type: none"> a. Venue location b. Transportation data c. Major hotel sites/capacities d. Existing park/ride sites/capacities 3. "Non-Family" <ol style="list-style-type: none"> a. Number of out-of-town tourists b. Number of in-town tourists c. Breakdown by hotel and by venue 4. Transportation providers <ol style="list-style-type: none"> a. Public (fleet size, number available for Olympics) b. Private (fleet size) c. Other transportation agencies (Caltrans, cities) 5. Data from previous Olympic sites <ol style="list-style-type: none"> a-i. Same as a-i for "family" j. Public information programs k. Fare options <ol style="list-style-type: none"> 1. Modal split by venue m. Problem encountered

PHASE	FAMILY	NON-FAMILY
<p>I (Cont'd.)</p>	<p>e. Issues, policies f. Scheduling, dispatching programs g. Preferential transportation facilities/sites h. Extent of public carrier involvement i. Other</p> <p>B. Determine Family Trip Types to be Served</p> <p>1. Participants</p> <p>a. Pick-up and delivery from airport Olympic villages (1 origin to 2 destinations) b. Transportation between Villages and practice/competition sites (2 origins to many destinations) c. Pick-up and delivery to airport from Villages (2 origins to 1 destination) d. Other scheduled trips (banquets, etc.) e. Other non-scheduled trips (emergencies, etc.)</p> <p>2. Officials</p> <p>a-e. Same as a-e above f. Transportation between hotels and venues (many origins to many destinations) g. Transportation between hotels and Villages (many origins to 2 destinations) h. Other</p>	<p>B. Determine General Public Trip Types to be Served</p> <p>1. Out-of-Town tourists</p> <p>a. Transportation between site of entry (airport, harbor, train station) and hotel (many origins to many destinations) b. Transportation between hotel and venues (many origins to many destinations) c. Transportation between hotel and site of departure (many origins to many destinations) d. Sightseeing tours (many origins to many destinations) e. Transportation between venues (many origins to many destinations) f. Other</p> <p>2. In-town tourists</p> <p>a. Transportation between transportation centers and venues (many origins to many destinations)</p>

PHASE	FAMILY	NON-FAMILY
<p>I (Cont'd)</p>	<p>3. Media</p> <ul style="list-style-type: none"> a. Pick-up and delivery between airport and hotels (one origin to many destinations) b. Transportation between hotels and Convention Center (many origins to 1 destination) c. Transportation between Convention Center and venues (1 origin to many destinations) d. Transportation between Convention Center and Villages (1 origin to 2 destinations) <p>C. Determine and analyze issues, policies, constraints to service for family</p> <ul style="list-style-type: none"> 1. Time-related 2. Ridership mix 3. Ridership eligibility requirements 4. Uses of public/private carriers 5. Institutional arrangements 6. Other 	<ul style="list-style-type: none"> b. Transportation between venues (many origins to many destinations) c. Sightseeing tours (many origins to many destinations) d. Other <p>C. Determine issues, policies, constraints to non-family service</p> <ul style="list-style-type: none"> 1. Fare collection 2. Time-related 3. Uses of public/private carriers 4. Use of buses from other transit properties 5. Institutional arrangements 6. Other

PHASE	FAMILY	NON-FAMILY
<p>I (Cont'd)</p>	<p>D. Develop Strategies to Address Family Trips</p> <ol style="list-style-type: none"> 1. Low service levels 2. Medium service levels 3. High service levels <p>E. Evaluate Strategies and Develop Recommendation</p> <ol style="list-style-type: none"> 1. Develop estimates of required manpower, equipment, physical transportation facilities, costs for each service option 2. Develop major procedural, institutional, policy changes needed to implement each strategy 3. Determine effectiveness of each strategy 4. Develop recommended strategy(ies) to serve this market segment 	<p>D. Develop Strategies to Address Non-Family Trips</p> <ol style="list-style-type: none"> 1. Out-of-town tourists <ol style="list-style-type: none"> a. Status quo b. Low-level service improvements c. Medium-level service improvements d. High-level service improvements e. Other strategies/concepts <ol style="list-style-type: none"> 1) Fare setting and coordination concepts 2) Marketing/public information programs 2. In-town tourists <ol style="list-style-type: none"> a-e. Same as above <p>E. Evaluate Strategies and Develop Recommendations</p> <ol style="list-style-type: none"> 1. Out-of-town tourists <ol style="list-style-type: none"> a. Develop estimates of required manpower, equipment, physical transportation facilities, costs for each service option b. Develop major procedural, institutional policy changes needed to implement each strategy c. Determine effectiveness of each strategy d. Develop recommended strategy to serve this market segment e. Estimate revenues generated by fare alternatives

PHASE	FAMILY	NON-FAMILY
<p>I (Cont'd)</p>	<p>F. Prepare a Plan of Recommended Strategies</p> <p>G. Develop Organizational Structure to Coordinate/Implement Services</p> <ol style="list-style-type: none"> 1. Role and responsibility of private providers 2. Role and responsibility of public providers 3. Future role and responsibility of coordinator <p>H. Submit Recommended Strategies, Plan and Organizational Structure to LAOOC for Approval</p> <p>I. Prepare Detailed Coordinator's Work Programs and Budgets for Phases II and III and Submit to LAOOC for Approval</p>	<ol style="list-style-type: none"> 2. In-town tourists <ol style="list-style-type: none"> a. Develop estimates of required manpower, equipment, physical transportation facilities, costs, for each service option b. Develop major procedural, institutional, policy changes needed to implement each strategy c. Determine effectiveness of each strategy d. Develop recommended strategy to serve this market segment e. Estimate revenues generated by fare alternatives <p>F. Prepare a Plan of Recommended Strategies</p> <p>G. Develop Organizational Structure to Coordinate/Implement Services</p> <ol style="list-style-type: none"> 1. Role and responsibility of private providers 2. Role and responsibility of public providers 3. Future role and responsibility of coordinator <p>H. Submit Recommended Strategies, Plan and Organizational Structure to LAOOC for Approval</p> <p>I. Prepare Detailed Coordinator's Work Programs and Budgets for Phases II and III and Submit to LAOOC for Approval</p>

PHASE	FAMILY	NON-FAMILY
<p>II OPERATIONS PLANNING</p>	<p>A. Develop List of Elements to be Included in Operations Plan Including:</p> <ol style="list-style-type: none"> 1. Schedules 2. Dispatching 3. Safety/security 4. Preferential parking; access at/to/from venues or Convention Center 5. Coordination of day-to-day operations (bus radio frequencies, on-site supervision, exchanging of buses in case of breakdown) 6. Marketing 7. Contract administration <p>B. Prepare Recommended Operation Plans and Costs for Each Element and Submit to LAOOC for Approval</p>	<p>A. Develop List of Elements to be Included in Operations Plan Including:</p> <ol style="list-style-type: none"> 1-7. Same as 1-7 for family 8. Coordination of fare system 9. Coordination of marketing/ticket sales/public information/tickets/passes/etc. 10. Obtaining needed park/ride lots 11. Translators, tour guides, etc. <p>B. Prepare Recommended Plans and Costs for Each Element and Submit to LAOOC for Approval</p>
<p>III PLAN REFINEMENT AND SELECTION OF PROVIDERS</p>	<p>A. Plan Refinement</p> <ol style="list-style-type: none"> 1. Modify Operation or Strategies Plans as conditions warrant 2. Submit to LAOOC for approval <p>B. Prepare Detailed Coordinator's Work Programs and Budgets for Phases IV and V and Submit to LAOOC for Approval</p>	<p>A. Plan Refinement</p> <ol style="list-style-type: none"> 1. Modify Operation or Strategies Plans as conditions warrant 2. Submit to LAOOC for approval <p>B. Prepared Detailed Coordinator's Work Programs and Budgets for Phases IV and V and Submit to LAOOC for Approval</p>

PHASE	FAMILY	NON-FAMILY
<p>III (Cont'd)</p>	<p>C. Selection of Providers</p> <ol style="list-style-type: none"> 1. Maintain a listing of interested public/private providers <ol style="list-style-type: none"> a. Equipment/manpower 2. Negotiate and sign contracts <ol style="list-style-type: none"> a. Determine rates b. Negotiate for services c. Negotiate for needed facilities (parking sites, capital projects) d. Administer signing of contracts on behalf of LAOOC <p>D. Develop Techniques and Procedures for Monitoring, Evaluating Operation</p>	<p>C. Selection of Providers</p> <ol style="list-style-type: none"> 1. Maintain a listing of interested public/private providers <ol style="list-style-type: none"> a. Equipment/manpower b. Tour guides/interpreters c. Sales outlets d. Park/ride lots 2. Negotiate and sign contracts <ol style="list-style-type: none"> a. Determine and sign contracts b. Negotiate for services c. Negotiate for needed facilities (Shopping Centers, other park/ride lots) d. Administer signing of contracts on behalf of LAOOC <p>D. Develop Techniques and Procedures for Monitoring, Evaluating Operation</p>
<p>IV IMPLEMENTATION</p>	<ol style="list-style-type: none"> A. Monitor operation B. Coordinate operation C. Oversee dispatching activities D. Formulate day-to-day and on-the-spot changes E. Collection of data 	<p>A. Same as A-E for Family</p>

PHASE	FAMILY	NON-FAMILY
<p>V POST-EVALUATION</p>	<p>A. Gather Data on Actual Operation of Olympics Transportation Services</p> <p>B. Analyze Data and Develop Recommendations for Future Olympics</p> <p>C. Prepare Final Report and Submit to LAOOC</p>	<p>A. Gather Data on Actual Operation of Olympics Transportation Services</p> <p>B. Analyze Data and Develop Recommendations for:</p> <ol style="list-style-type: none"> 1. Future Olympics 2. Future Los Angeles special events 3. Transportation system management study <p>C. Prepare Final Report and Submit to:</p> <ol style="list-style-type: none"> 1. LAOOC 2. Providers 3. Others