

**CITY OF LOS ANGELES**  
**INTER-DEPARTMENTAL CORRESPONDENCE**

Date: January 14, 2009

To: The Honorable City Council  
C/o City Clerk, Room 395, City Hall  
Attention: Wendy Greuel, Chair  
Transportation Committee

From:   
Rita L. Robinson, General Manager  
Department of Transportation

**SUBJECT: UPDATE ON DODGER STADIUM SHUTTLE SERVICE FOR THE 2009  
BASEBALL SEASON (CF 07-3988)**

The Department of Transportation (LADOT) has conducted a number of meetings with representatives of the Los Angeles Dodgers and other affected stakeholders to discuss potential plans to operate a public transit shuttle bus service to Dodger Stadium for the 2009 baseball season. The Department operated a successful pilot service to Dodger Stadium for the last two months of the 2008 baseball season and the playoffs. This pilot service, which cost approximately \$150,000, was funded entirely by the City of Los Angeles.

Funding for the 2009 season remains a major issue, with cost estimates for potential service options ranging from approximately \$380,000 to more than \$600,000. The Dodgers have reiterated their position from last season that they are not willing to fund the cost of the service, stating that it should be the public sector's responsibility. The City's current financial shortfall presents a significant challenge to funding for this service. Representatives from the Los Angeles County Metropolitan Transportation Authority (MTA) have also cited financial conditions as a reason why they cannot help fund the service. The Department has engaged in recent discussions with the Dodgers about pursuing potential private sector sponsorships to help fund the cost of the service.

**RECOMMENDATION**

That the Council:

RECEIVE AND FILE this report, as it is for informational purposes only and no action is required.

TRANSPORTATION

JAN 21 2009

## **BACKGROUND**

The Transportation Committee, at its meeting on November 21, 2008, considered the Department's report dated October 7, 2008 (attached) that provided an update on the Dodger Stadium shuttle service for the 2008 baseball season. The Department reported that the shuttle service, which operated for the last two months of the 2008 baseball season (32 home games) and five playoff games, carried an average of 704 riders and 1,408 one-way passenger trips per game. These figures far exceeded the approximate 400 riders per game served when the Dodgers contracted for the service during the 2004 season.

The total cost to the City to operate the shuttle service for a portion of the 2008 baseball season was approximately \$150,000, which is significantly higher than the original cost estimate provided to the City Council of \$70,000. The cost overruns were the result of the need to increase the number of buses in operation to accommodate the greater-than-expected passenger demand and the additional five playoff games. The City assumed the entire cost to operate the service in 2008. The Dodgers declined to fund any portion of the cost to operate the service in 2008. However, the Dodgers did take on a primary role in marketing the service to its customers.

At its November 21, 2008 meeting, the Transportation Committee directed the Department to report back by the end of January 2009 with a status report on the Dodger shuttle for the 2009 season, including a response from the Dodgers concerning their willingness to fund the cost of the service for the 2009 season. The Committee also asked for the Dodgers' response to funding the additional \$80,000 that the City spent above the original \$70,000 budget for the 2008 season. Given the City's well documented financial shortfalls, the Committee expressed the strong opinion that the City should not operate any new transit service such as the Dodgers shuttle without outside funding. Department staff concurred and cited two recent examples of public/private partnerships where expanded DASH Downtown and MTA Red Line transit service was implemented during the 2008 holiday season with 100 percent funding provided by the private sector.

## **DISCUSSION**

The Department conducted several meetings with key stakeholders, including the Dodgers, MTA, CD 1, CD 13, and the contracted charter bus operator of the service (Transit Systems), to discuss plans for the operation of the Dodger shuttle during the 2009 baseball season. The issues that have been discussed include alternative service routing options, fares, bus advertising, advanced ticketing, estimated service costs, and funding options. While these discussions are ongoing, the funding of the service is clearly the major challenge that needs to be addressed. The Dodgers, while praising the

success of the pilot service in 2008, continue to maintain that they will not fund the cost of the service for the 2009 season. The Department has cited the need for the Dodgers and/or private sponsor(s) to pay for the service given the City's significant projected shortfalls in its General Fund and the local Proposition A Fund. The MTA, like the City, is also facing significant financial shortfalls and has indicated that it cannot help fund the cost of the service. The Dodgers have also declined to pay the approximate \$80,000 cost overrun for the 2008 season.

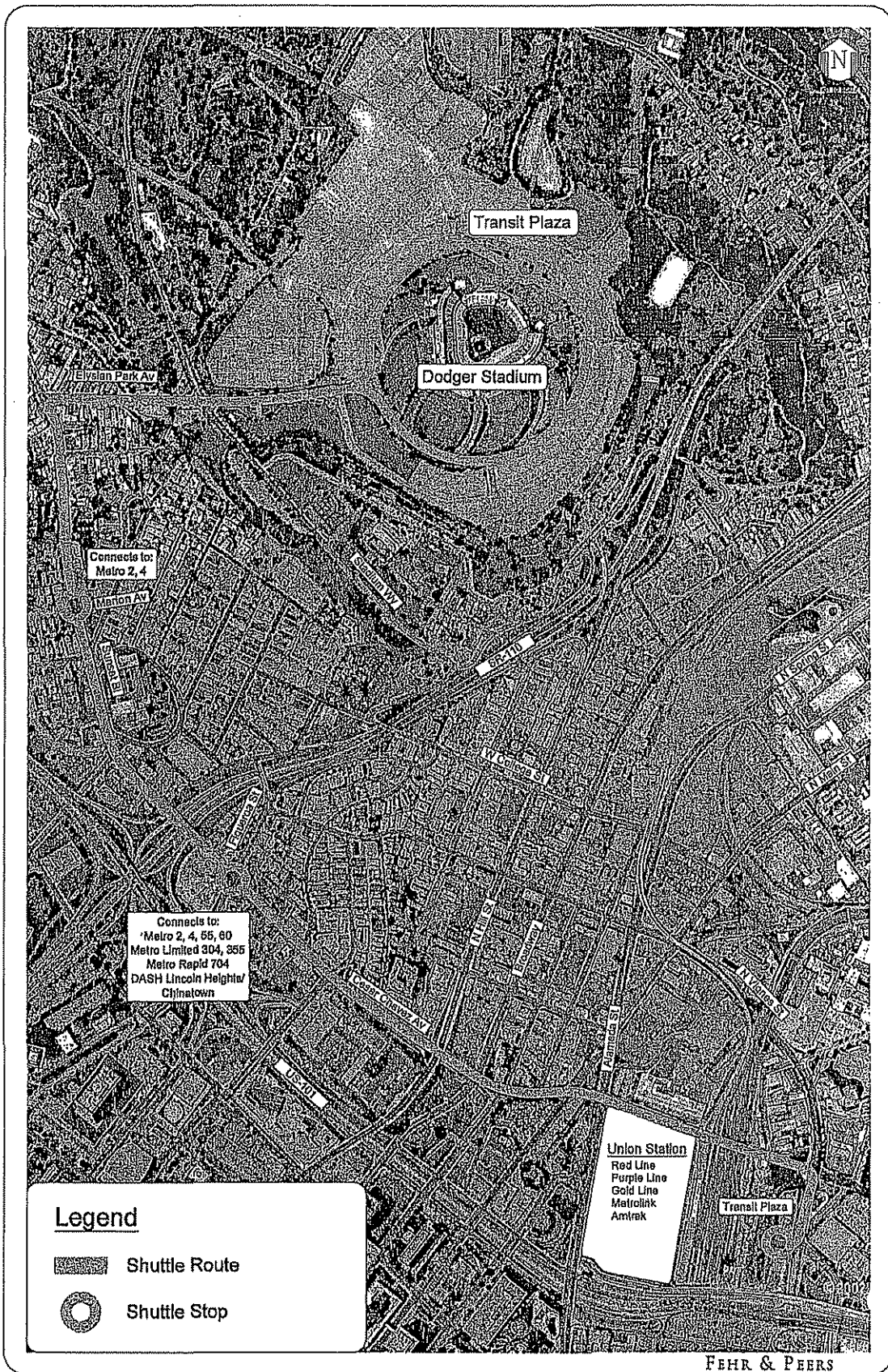
The Department estimates that providing the shuttle service for the entire 2009 baseball (regular) season, at a level that is comparable to the 2008 service that operated between Union Station and Dodger Stadium, would result in a total cost of approximately \$383,000. An alternative service scenario suggested by the Dodgers, with an increased level of service coverage, would cost an estimated \$630,000. The Department estimates that charging a passenger fare of \$1 to \$3 per roundtrip could help to reduce the net cost of the service by approximately \$50,000 to \$120,000; however, a substantial subsidy would still be required. There is also a shared concern on the part of the Dodgers and the Department that charging a fare may significantly reduce the demand for the shuttle service, especially given the short trip length between Union Station and Dodger Stadium.

The Department has recently initiated discussions with the Dodgers about pursuing potential private sponsorships to help pay for the cost of the shuttle during the 2009 season. In June 2008, the Dodgers assured the Transportation Committee that they would seek revenue generating opportunities from their sponsors and other third party advertisers if the pilot program is continued for the 2009 season. This approach may be the only viable approach to funding the service given the Dodgers' position against paying for the service directly. The Department, with the assistance of its transit marketing consultant (Ilium), has identified an initial list of potential private sponsors and has engaged the Dodgers in discussions on proposed promotional opportunities (to be provided jointly by the Dodgers and LADOT) to enhance the value of the potential sponsorship(s). These discussions between the Dodgers, prospective sponsors and the Department are ongoing.

### **IMPACT ON THE BUDGET**

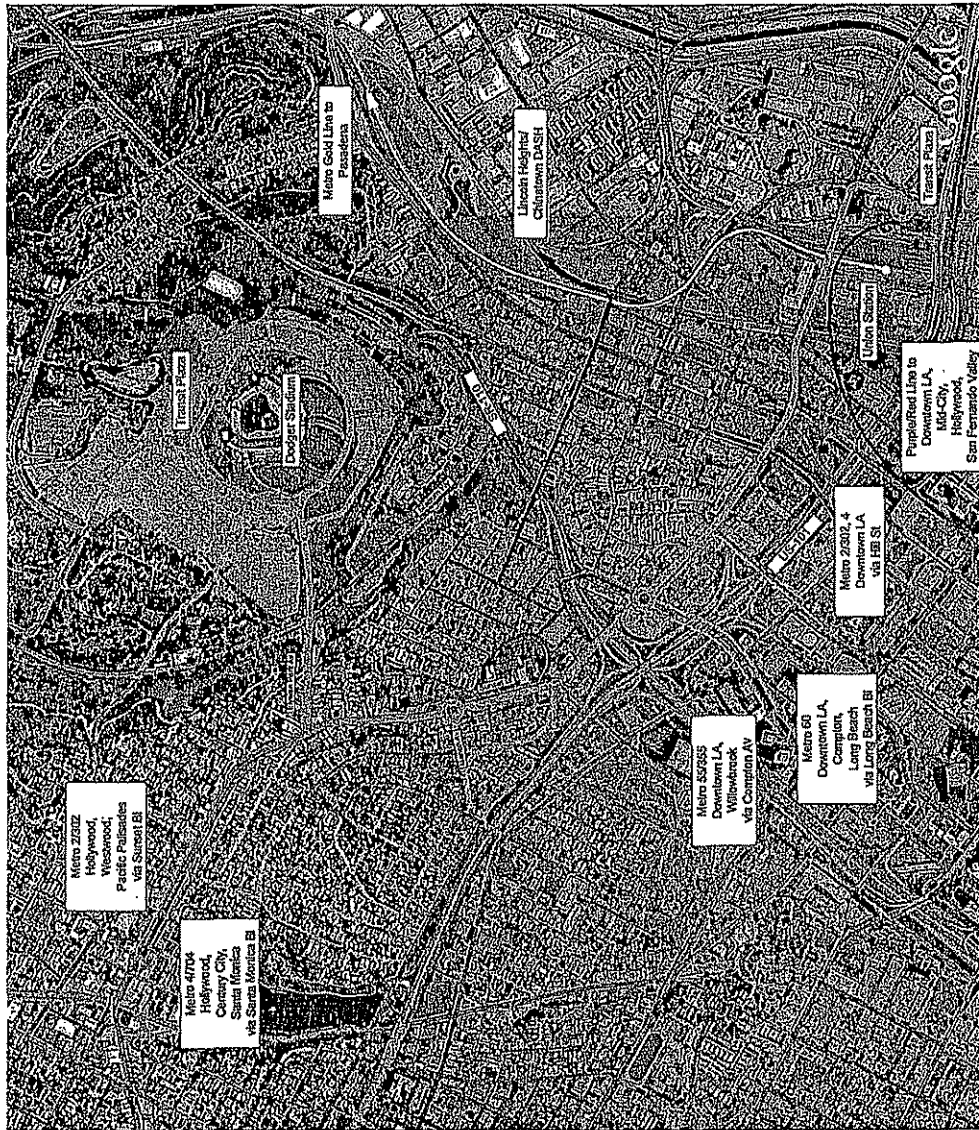
This report is informational only. Therefore, there is no impact on the Budget.

Attachment



FEHR & PEERS  
KARU ASSOCIATES

FIGURE 1  
UNION STATION/SUNSET PRE-GAME ROUTE



MetroLink/Amtrak to  
Oxnard,  
Ventura,  
Northridge,  
Santa Clarita

MetroLink/Amtrak to  
San Bernardino

MetroLink/Amtrak to  
Riverside

MetroLink/Amtrak to  
Orange County

**Legend**

- Proposed Shuttle Route
- Shuttle Stop
- Metro Bus Service
- LADOT DASH Service
- Metro Gold Line
- Metro Red/Purple Line
- Metrolink/Amtrak Service

**FEHR & PEERS**  
**KAKI/ASSOCIATES**

**FIGURE 2**  
**REGIONAL TRANSIT ACCESS TO DODGER STADIUM SHUTTLE**