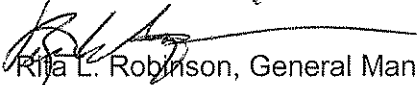


**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

Date: October 7, 2008

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

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

**SUBJECT: UPDATE ON DODGER STADIUM SHUTTLE SERVICE FOR THE 2008  
BASEBALL SEASON (CF 07-3988)**

The purpose of this report is to brief the Transportation Committee concerning the performance of the Dodger Stadium Shuttle (Dodger Trolley) service operated by the Department of Transportation (LADOT) during the recently completed 2008 regular baseball season. In summary, the Department and the Los Angeles Dodgers consider the pilot shuttle service to be a success, with ridership figures that exceeded most expectations. However, it should be noted that, due to the popularity of the service, additional buses were required to meet ridership demand resulting in costs to the City that exceeded the original cost estimate. As the Dodgers are currently in the playoffs, the Department will continue to operate the shuttle service for all home playoff games.

**RECOMMENDATION**

That the Council:

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

**BACKGROUND**

The Transportation Committee, at its meeting on June 25, 2008, considered the Department's report (dated June 2, 2008) concerning the proposed operation of a shuttle bus service to Dodger Stadium. The proposed shuttle bus route, which was designed to operate between Dodger Stadium and Union Station with intermediate stops on Sunset Boulevard/Cesar Chavez Avenue (see attached Figures 1 and 2), was developed by LADOT in conjunction with other task force stakeholders including representatives of the Dodgers, Metro, CD 1 and CD 13. It was anticipated that the proposed shuttle service would operate with five buses at an estimated frequency of 8-10 minutes. The estimated one-way travel time between Union Station and Dodger Stadium was approximately 16-19 minutes. Less time was required from the two intermediate stops to the stadium.

The Department determined that, if directed to operate the shuttle, it would be most appropriate to utilize an operator through LADOT's Charter Bus Program. In addition to lower estimated

OCT 10 2008  
TRANSPORTATION

CDs 1 + 13

operating costs, utilizing charter buses would avoid potential violations of the new Federal Transit Administration (FTA) regulations that restrict transit agencies receiving Federal transit funds from competing with private charter bus companies.

The proposed service was presented to the Committee as a potential pilot project that would operate for all home games for the remainder of the 2008 baseball season, effective July 25, 2008 (32 home games). The pilot was intended to evaluate the ridership demand and cost-effectiveness of the service and to assist in determining whether the service should be continued for the 2009 season. Given the limited duration of the service and the fact that the charter buses are not equipped with fare boxes, the task force recommended that the service be offered for free during the remainder of the 2008 season in order to encourage ridership.

The Department estimated that the total cost to operate the proposed shuttle service would be \$70,000 for the remainder of the 2008 season. As part of the ongoing task force discussions, the Dodgers indicated that they were not interested in sharing the cost to operate the shuttle service with the City. The Dodgers' representative expressed the opinion that it would be more appropriate for the public sector to fund the cost for such a service. The Department did explore the possibility of using bus advertising revenues to help fund the cost of the service. However, due to the lateness of the baseball season, representatives from the Dodgers and the Department's bus advertising contractor (Titan World Wide) both indicated that it would be best to consider bus advertising revenues for the 2009 season.

The Transportation Committee expressed concern that City funds would be used to pay for the cost of the service at a time when the City is facing a forecasted shortfall in its local Proposition A transit funds. The Department also shared this concern. The Committee again asked the Dodgers representative if they would be willing to help fund the cost of the service. The Dodgers declined, but assured the Committee that if this pilot program is continued for the 2009 baseball season, they would seek revenue generating opportunities from its sponsors and other third party advertisers. The City Council, at its meeting on June 27, 2008, authorized the Department to implement the Dodgers Shuttle service for the remainder of the 2008 baseball season.

## **DISCUSSION**

LADOT and the Dodgers consider the Dodgers Shuttle to be a success based on the ridership figures for the 2008 season. The shuttle operated for the remaining 32 home games of the season, with the last home game held on September 25, 2008. As indicated in the table below, the service carried over 45,000 one-way passenger boardings, or 22,500 riders. The average ridership per game was 1,408 one-way boardings, or 704 riders. These figures far exceeded the approximate 400 riders per game served when the Dodgers contracted for the operation of a shuttle service from Union Station during the 2004 baseball season. The 2004 service only operated for home games on Friday nights and charged a fare of \$3 (round trip). The 2004 service also featured an exclusive bus lane on Sunset Boulevard provided by LADOT. The higher cost of gasoline, increased parking costs at Dodger Stadium and the free shuttle fare are among the factors that the Department believes contributed to higher ridership during the 2008 season relative to the 2004 season.

Dodger Shuttle Ridership 2008 Season\*

	One-Way Boardings	Total Riders
Per Game (avg.)	1,408	704
Total	45,063	22,532

\* 32 home games

Based on the higher-than-estimated ridership, the Department's contracted charter bus operator (Transit Systems) needed to operate more than the five (5) buses anticipated for the service. While the number of buses varied based on the anticipated game attendance, there was a need to operate an average of nine (9) buses per game. As a result, the actual cost to operate the service for the remainder of the 2008 season was greater than anticipated. The actual cost to operate the service for the 2008 season was approximately \$120,000, or \$3,750 per game. This compares to an original estimate of \$70,000 for the rest of the season, or \$2,188 per game. As the Department is continuing to operate the service while the Dodgers remain in the playoffs, the actual cost for the 2008 season is expected to increase. The Department anticipates that it has sufficient contingency funds in its Charter Bus Program account to cover the cost for this season including the playoffs.

Next Steps

The Department intends to meet with the Dodgers and the rest of the task force in the near future to begin discussions concerning the potential provision of service for the 2009 baseball season. The issue of who will be the operator of the service, whether it is LADOT, the Dodgers, or Metro, will be a topic of discussion. The provision of funding by one or more of the task force members will also be discussed, as will the introduction of a passenger fare and the potential for obtaining bus advertising revenues to help pay for the service.

It should be noted that the Department's existing Charter Bus Program contracts (five year terms) expire on December 31, 2008. The Department has submitted a separate report to the Mayor and Council to award new contracts. Due to the rising costs to operate transit service over the past few years, the proposed new charter bus rates are significantly higher than the current year rates. The Department estimates that the gross cost to operate the Dodger Shuttle service using its Charter Bus Program during the full 2009 baseball season would be approximately \$380,000.

**IMPACT ON THE BUDGET**

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

Attachments

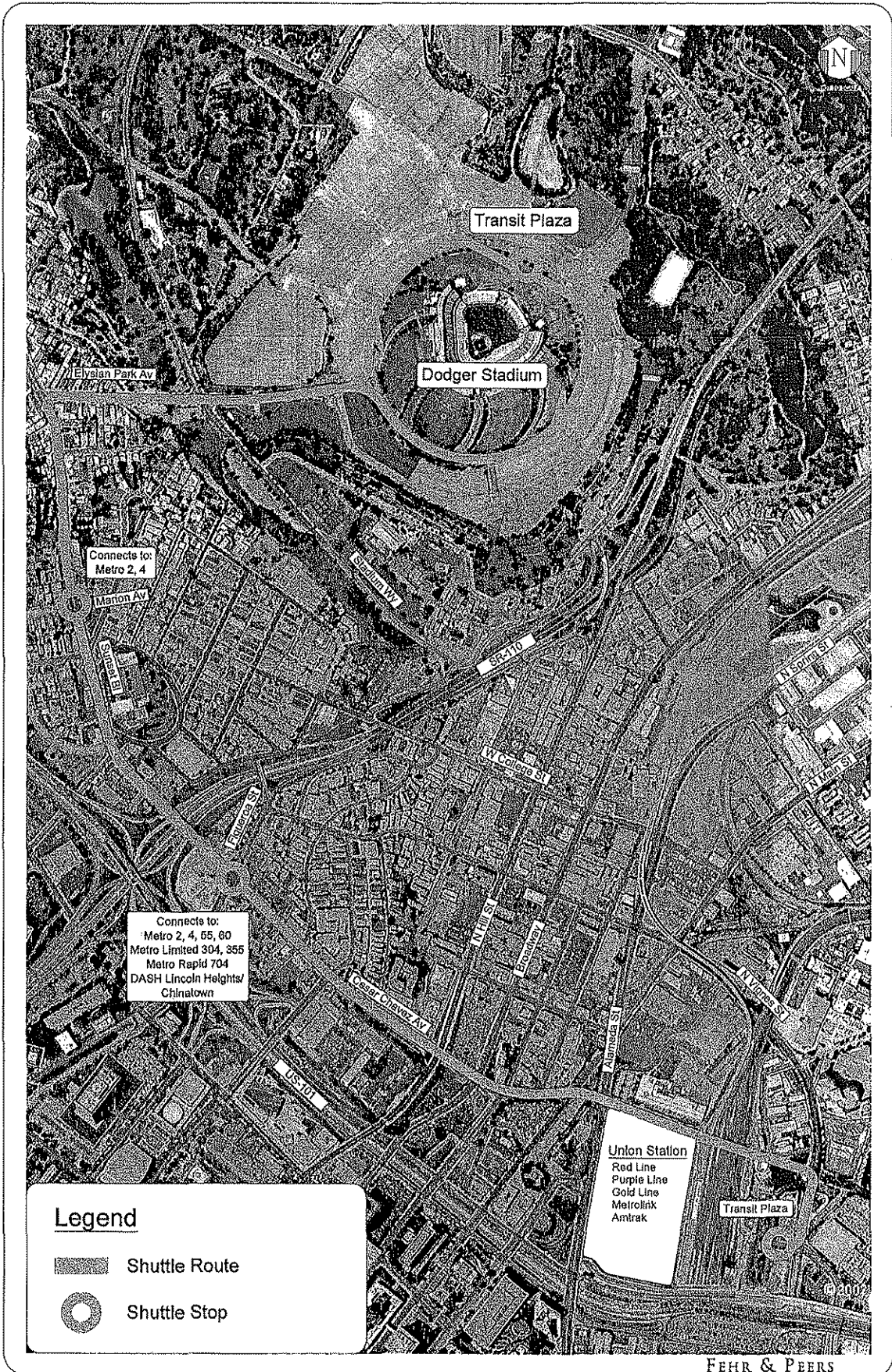
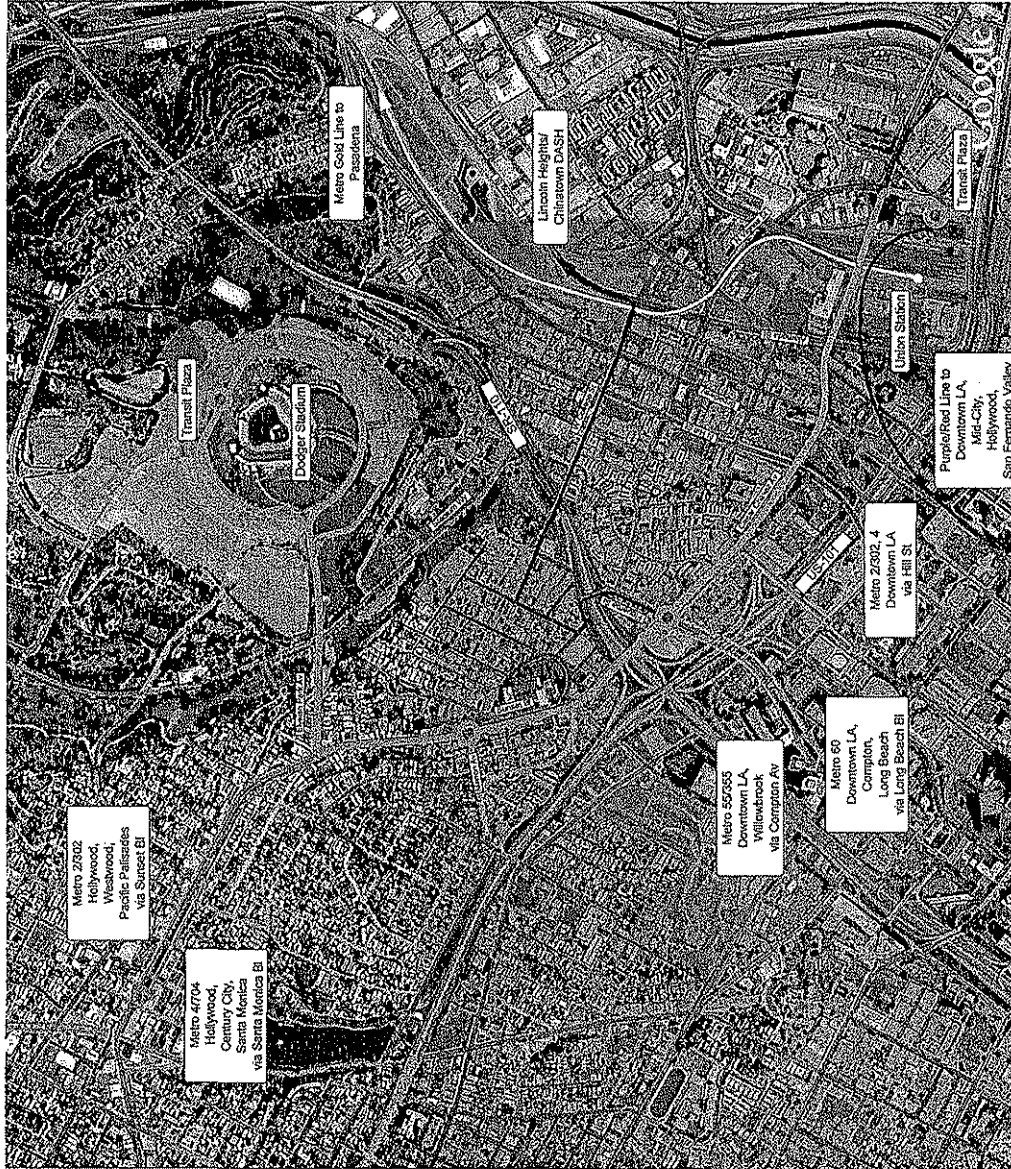


FIGURE 1  
UNION STATION/SUNSET PRE-GAME ROUTE



**Legend**

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

- Metrolink/Amtrak to Concord, Ventura, Northridge, Santa Clarita
- Metrolink/Amtrak to San Bernardino
- Metrolink/Amtrak to Riverside
- Metrolink/Amtrak to Orange County

**FEHR & PEERS**  
KAKAWASSOCIATES

FIGURE 2  
REGIONAL TRANSIT ACCESS TO DODGER STADIUM SHUTTLE