

TRADE, TRAVEL, AND TOURISM COMMITTEE REPORT relative to improving the Los Angeles World Airports (LAWA) Los Angeles International Airport (LAX) FlyAway Bus Program.

Recommendation for Council action, pursuant to Motion (Bonin – Buscaino – Blumenfield – Koretz):

DIRECT LAWA to report relative to the status of the LAX FlyAway Bus Program, including an analysis of the following recommendations for improvements:

- a. Reliability: ten-minute headways or better for all current FlyAway lines, and contractual protocols for expanding FlyAway service on-demand when buses fill to capacity.
- b. Affordability: five-dollar flat fare for all FlyAway Program trips, free transfers to regional bus/rail, reduced taxi and Transportation Network Company fares for customers traveling to/from non-Central Terminal Area (CTA) FlyAway pick up locations.
- c. Sustainability: cleaner FlyAway vehicles, LAWA financial incentives and staff assistance for capital and operations for biodiesel, compressed natural gas and zero-emissions vehicles like battery electric and fuel cell-powered vehicles.
- d. Customer-Centric: online and mobile ticket purchasing, integrations with payment services like ApplePay; responsive capacity planning ensuring FlyAway customers are not left stranded when vehicles reach capacity; real-time occupancy reporting; real-time next bus arrival notifications via dynamic digital signage, mobile text alerts, and, via global positioning services like Google Maps.
- e. Future Growth: contractually-based fiscal incentives for FlyAway providers to maximize ridership and minimize customers left at the curb; incentive and compensation to advertise; bonuses to meet occupancy targets and expand service; bonuses to try new service routes; and, penalties for customers reporting being left at the curb due to insufficient bus capacity.
- f. Flexibility: the future contract should be flexible, and allow incremental revision or additional service scope as-needed; LAWA should provide a cost-benefit analysis to supplying FlyAway buses in-house via purchased or leased vehicles similar to the LAX-it program.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

## SUMMARY

On February 28, 2020, Council considered Motion (Bonin – Buscaino – Blumenfield – Koretz) relative to improving LAWA's FlyAway Bus Program. Motion states the FlyAway Bus Program has four service routes: Van Nuys, Hollywood, Union Station, and Long Beach, to and from the CTA at LAX. The FlyAway Program was created to reduce airport traffic congestion and air pollution and provides an alternative to passengers to access the airport.

Motion goes on to state that LAWA recently implemented LAX-it to reduce traffic and free up curb space in the CTA while contractors build the Automated People Mover, an elevated tram connecting the airport to Metro's growing rail network. LAX-it has prioritized high occupancy shuttles and FlyAway buses in the inner lanes of the arrivals level, providing the public with more convenient ways to get to LAX via transit.

Motion further states that though airport transit is improving and the Crenshaw Line will be operational later this year, much more can and should be done to reduce traffic and emissions by continuing to prioritize bus and shuttle service to LAX. According to Motion movers, FlyAway service should expand to achieve these goals as Angelenos shift from car to transit and improve the reliability and quality of their travel experience at the world's fourth busiest airport. Later this year, LAWA will release an updated Request for Proposals (RFP) for potential future FlyAway service providers. Motion movers believe it is vital that this RFP prioritizes more reliable, affordable, sustainable, and customer-centric service for current and future passengers and employees at LAX, regardless of profitability.

Motion recommends that LAWA report relative to the FlyAway Bus Program, specifically its reliability, affordability, sustainability, customer service orientation, and its future growth. Council referred Motion to the Trade, Travel, and Tourism Committee for consideration.

At its meeting held December 1, 2020, the Trade, Travel, and Tourism Committee discussed this matter with LAWA staff. LAWA staff responded to Motion's request for an analysis of the FlyAway Bus Program and its potential for improvement. Under consideration are new customer service enhancements such as loyalty rewards and discounted fares, first and last mile service connections, contactless payment options, and advance reservation options. The Department is also considering new or modified routes and the use of virtual stops to better serve passengers. Results from a recent Request for Information will be incorporated into the RFP to be released by the end of December, 2020, for the new program contract.

Committee members expressed support for the program and urged LAWA staff to examine free transfers to other area public transit systems, and fare reduction. It was suggested that contracts for on-demand service require the use of green vehicles, the fingerprinting and background checks of drivers, and service accessibility for passengers with disabilities. The Trade, Travel, and Tourism Committee recommended that Council approve Motion's recommendation.

Respectfully Submitted,

TRADE, TRAVEL, AND TOURISM COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
BUSCAINO:	YES
BONIN:	YES

KREKORIAN: YES

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**-NOT OFFICIAL UNTIL COUNCIL ACTS-**