

TRANSIT SYSTEMS UNLIMITED INC. AND THE LOS ANGELES PHILHARMONIC
ASSOCIATION

Hollywood Bowl Higher Frequency Shuttle

Contract Number MS 14005

Mr. Maurice Vanegas for Transit Systems

11/10/2015

Acknowledgements

This project could not have been possible without the 100% support of the Los Angeles Philharmonic Association and the staff at the Hollywood Bowl. The dedication of the Hollywood Bowl organization to mass transportation is unparalleled and the years have proven the program to be reliable and a major reason why Hollywood Bowl patrons continue to use it year after year. The report would also like to acknowledge Transit Systems Unlimited, Inc. The company took a major leap of faith in the use of alternative fuels that has proven to be indispensable in the company doing its part to clean the air and to make an effort to lower green house gases. Special thank to Mrs. Melissa Moore of Transit Systems for having the courage to interrupt patrons experience for a brief moment to gather data. Special thank to Stephanie Dionisio of Transit Systems for putting all the data together. Last but not least, special thanks to all those individuals that came before this contract to realize that cleaning the emissions of vehicles has been a worthy goal. Without the tireless efforts of so many unnamed individuals, the success of this program would be nonexistent.

This report was submitted in fulfillment of MS 14005 and the Hollywood Bowl Higher Frequency Shuttle by Transit Systems Unlimited, Inc. under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of 9/27/2015.

The statement and conclusions in this report are those of the contraction and not necessarily those of the Mobile Source Air Pollution Review Committee (MSRC) or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

Project Description and Work Performed

The Hollywood Bowl Higher Frequency Shuttle program originated with the belief that if there were more frequent departures from the Hollywood Bowl Shuttle lots, that more people would be attracted to the service. The thesis, like in every transportation endeavor, is that the proposed service has to be convenient for the customer. While the program was equally promoted by letting potential customers know that the buses would be powered by natural gas, it just would not have been enough. This assumption turned out to be true in fact as very few people took notice of the buses running on natural gas. The majority of the people, close to 100%, volunteered that it was because the program would rely on more frequent departures that they would take it again. Please see the surveys attached.

The prior conditions of the shuttle service can be seeing below.

Shuttle Lot	Existing Departure Frequency	Proposed Departure Frequency
Ventura Lot	10 minutes	5 minutes
Ventura Annex	15 minutes	10 minutes
Zoo Lot	15 minutes	10 minutes
Hollywood and Highland	20 minutes	10 minutes

As it can be seeing, a 20 minute wait is not a good way to advertise a system that promotes convenience. On the other hand, the Hollywood Bowl organization has to be a good steward of the money allotted to the program and be financially efficient. This is where the perfect opportunity presented itself; the Hollywood Bowl's shuttle system was in need to bridge the funding so that the program could be more attractive to the patron while at the same time make a push for cleaner buses and not have it cost more to the organization. It is well documented that passenger revenue never accounts for more than 30% of the cost of bus transportation service so the funding to support the Higher Frequency Shuttle Service was an incredible success for the Hollywood Bowl as a venue to begin supporting alternative powered buses and for the patron with more convenient departure times. Incredibly, not only did Transit Systems commit to operate the eight buses with alternative fuel but the entire fleet as well. This is why as many as 26 buses on sold out nights were natural gas for the 2015 summer season. This means that the emission savings were not only applicable to the increase in ridership but to the entire ridership for 2015 and 75% of the ridership for 2014.

Problems Encountered

There were no problems encountered for the first season of operation which was the 2014 Hollywood Bowl season. The shuttle increase in ridership was a whopping 16.151%. Since Transit Systems was gearing to provide this service for the 2013 Hollywood Bowl season, the 2014 Hollywood Bowl season had service to the shuttle lots with a lot more buses than the 8 committed to run on natural gas. In fact, the fleet size at the beginning of the 2014 season numbered 40 CNG buses. The current CNG fleet size is 68 with only 5 diesels left that will be retired in the next two years. Please see document "TSUI - Letter - Cynthia Ravenstein - 10-16-2014 - Survey Summary" attached for further statistics.

There was one problem for the 2015 Hollywood Bowl season. The shuttle ridership from 2014 to 2015 decreased by 3.884%. This could be largely attributed to the level of marketing for season 2015. The one major difference was that for the 2014 season, Transit Systems was able to create a commercial and run it on Transit TV. [This is the commercial.](#) There are 1 million boardings per day and the commercial ran once an hour three days a week from the beginning of June through the end of September 2014. It is the opinion of this reporter that many people were reached that already rely on mass transportation and took the promotion seriously. Sadly, Transit TV ceased to operate January 31, 2015 so Transit Systems was unable to use the medium again to promote the Higher Frequency Shuttle.

Overall the program was a great success. The second year showed a glimpse of where further efforts could be targeted, but the overall trend was 11.640% up from 2013 to 2015. This information and supporting statistics can be found on the document "TSUI - Letter - Cynthia Ravenstein - 10-30-2015 - Survey Summary" that is attached.

Emission Benefits

Photographs and Outreach

The biggest success story was the commercial that ran on Transit TV. [This is the commercial.](#) From there, the Hollywood Bowl has a very popular website and the program was marketed there as well. [This is the link to the Hollywood Bowl Higher Frequency Shuttle website.](#) The next step was to reach season holders through the brochures that get mailed out in March and April. Additionally, there were the take-one baby pamphlets that also promoted the shuttle service. There were the show promotions that were periodically sent out before and during the season that would also have the Higher Frequency Shuttle information. Like every progressive venue, the Hollywood Bowl has a Twitter, Facebook, and Instagram accounts that were often used. However, the biggest show of force to lower green house gases were the buses themselves. Imagine 26 buses along with the additional park and ride buses that Transit Systems operates at the Hollywood Bowl all running on natural gas. It was beautiful !



1242 - Passenger-Front View



1242 - Driver Side View



1246 - Exiting the Hollywood Bowl



1224 - Arriving at the Hollywood Bowl



1237 - At the Ventura Lot

Summary and Conclusions

The Hollywood Bowl Higher Frequency Shuttle Service was an overwhelming success. Throughout the operation of this program, everyone felt that they were doing something good. Transit Systems management, even though financially constrained, did its part to aggressively put in service more CNG buses. The operators took care of the buses and showed pride in the efforts to lower green house gases. The Transit Systems maintenance staff bought into the program and sacrificed themselves to the learning of how to maintain a different type of bus. The same could be said for the Los Angeles Philharmonic and the management at the Hollywood Bowl. Not only was there a significant increase in the shuttle ridership, but overall goal to lower emissions extended more than just the number of riders that were increased. The lowering of green house gases were a lot more significant because all the buses during the 2015 season were natural gas and all the ridership was exposed to this goal. i would like to see this partnership continue and for the Hollywood Bowl to create a full time employment that engages customers every show of their season with information about how the patrons are contributing to the lowering of green house gases when taking the Higher Frequency Shuttle buses.

Transit Systems Unlimited, Inc.

8976 Laurel Canyon Blvd.

Sun Valley 91352

Phone 818-504-7270

Fax 818-504-6403

January 17, 2014

Mrs. Cynthia Ravenstein
MSRC: Contracts Administrator
S.C.A.Q.M.D.
21865 Copley Drive
Diamond Bar, California 91765

Dear Mrs. Ravenstein:

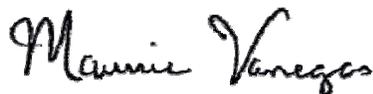
Per your e-mail on 9-11-2013, please find below the table of information you were requesting. I did send the insurance information back in September and it is attached for your convenience.

	Maximum AB 2766 Discretionary Funds Payable Under This Contract	Co-Funding/Season	Total Project Cost
Task 1	\$0.00	\$132,600.00	\$265,200.00
Task 2	\$0.00	\$164,000.00	\$328,000.00
Task 3	\$515,200.00	\$0.00	\$515,200.00
Task 4	\$0.00	\$7,500.00	\$15,000.00
Task 5	\$0.00	\$10,000.00	\$20,000.00
Totals	\$515,200.00	\$314,100.00	\$1,143,400.00

In getting the information above, Transit Systems and the Hollywood Bowl met to discuss the Promotion and Outreach section of the grant. Please find attached the plan as well as pictures of the take-one flyers and a scan of the same.

Please let me know if I can be of further assistance.

Sincerely,



Mr. Maurice Vanegas
President
Transit Systems Unlimited, Inc.

Park & Ride/Shuttle Initiative

Direct Mail

- New Acquisition brochure – incl. Park & Ride(P&R)/Shuttle info with list of cities – Qty: 257,000
- 5 or More brochure – incl. P&R/Shuttle info with list of cities – Qty: 637,000
- Subscriber Guide – incl. P&R/Shuttle mention and map of cities – Qty: 9,000
- Getting to the Bowl brochure – detailed P&R/Shuttle info with locations, number of departures, ride time, etc – Qty: 9,000
- Classic Nights brochure – incl. transportation info with url and app mention – Qty: 50,000

Advertising

- Print ads - transportation message incorporated in most newspaper and magazine ads throughout entire season (March –September)
 - Los Angeles Times (Sunday) every week during season
 - LA Weekly (Thursdays) frequently throughout season
 - Korea Times (Saturday), Daily News (Sunday) frequently throughout season
- Classical Nights brochure – inserted in NY Times (LA home delivery) – Qty: 50,000
- Radio support (ongoing public service announcements on multiple commercial radio stations – KTWV, KOST, KBIG, etc. - throughout season)

Digital

- Hollywood Bowl app – with detailed P&R/Shuttle info – Downloads: 99,600
- HollywoodBowl.com/GettingThere – encourages P&R/Shuttle as a transportation option with detailed location information, mapping, and fees - Page views: 206,833 (May – September 2013)
- HollywoodBowl.com event pages – include link to transportation page (incl. P&R/Shuttle) – Total visits: 1,572,366 (May-September 2013)
- Presence on the HollywoodBowl.com home page throughout the season, heavier presence early on
- Occasional posts on social media: Facebook (232,000 likes), Twitter (53,500 followers), Instagram (1,335 followers)
- METRO - Transit TV - 1.1 Million Bus Riders Per Weekday - 16 week campaign starting July 1, 2014. This campaign will be run by Transit Systems on the Transit TV network.

Promotional Support

- Include P&R/Shuttle detail in select promotional programs (partner websites, etc.)
- Work with Global Inheritance to offer incentives to those who use alternative transportation to the Bowl
- Baby Book (pocket calendar) - incl. P&R/Shuttle info with list of cities – Qty: 250,000
 - Distributed throughout Southern California:
 - Promotional partners
 - Grocery chains (Ralph's, Gelson's, Bristol Farms)
 - Theatre chains (Laemmle, Mann, Pacific)
 - Shopping Centers (Hollywood & Highland, The Grove)
 - Radio station street teams
 - Bookstores, coffeehouses, etc.
- Getting to the Bowl brochure - to be distributed at all Hollywood Bowl events, in single ticket envelopes (mailed from box office), partner festivals, etc. – Qty: 33,000
- Flyers - transportation message incorporated in flyers (space permitting) throughout season (June – September)

On-site

- Distribution of P&R/Shuttle brochure

TOTAL VALUE: \$164,000



Hollywood Bowl Take One Flyer

Is this your first time taking the Hollywood Bowl Shuttle?							
Yes	420						4100
No	3680						

How did you hear about it?							
Hollywood Bowl	174						
Advertisement	55						
Referral	10						
Other	122						

Did you drive to this lot?							
Yes	3431						
No	669						

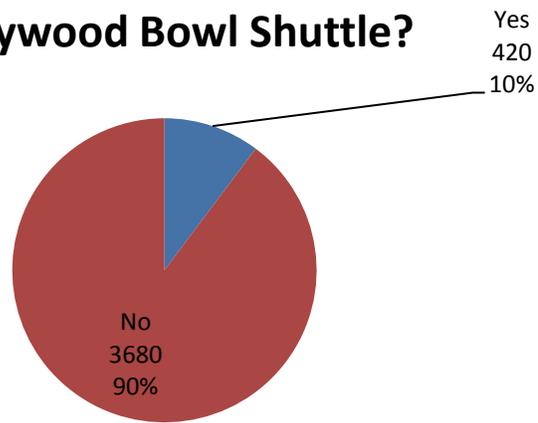
If you did not drive to this lot, which other mode of transportation did you use?							
Bus	429						
Train	173						
Walk	59						
Other	71						

How many people are in your party?							
1	222						
2	1659						
3	821						
4	947						
5	208						
6	112						
7	44						
8	25						
9	2						
10 or more	41						

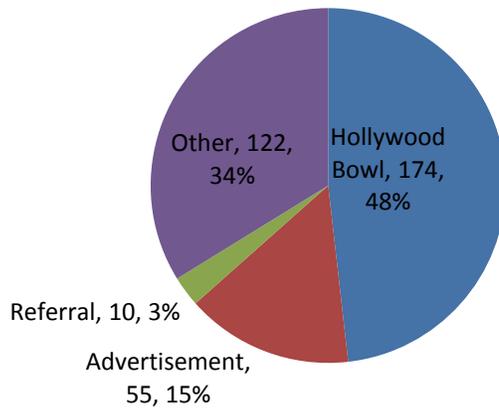
Did you all leave from the same location?							
Yes	3982						
No	118						

Are higher frequency departures a reason why you would use the service again?							
Yes	3867						
No	1						

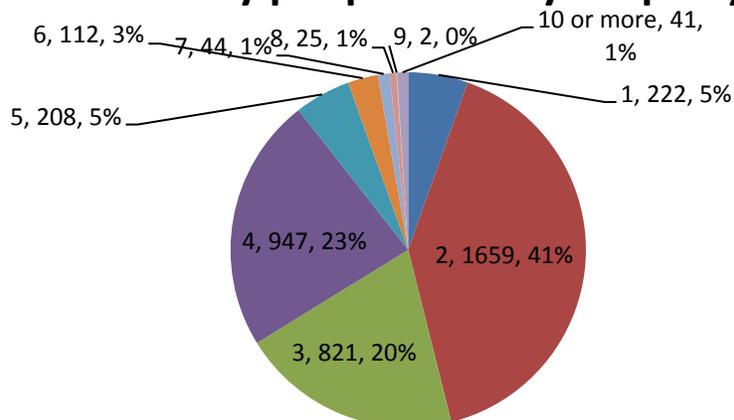
Is this your first time taking the Hollywood Bowl Shuttle?



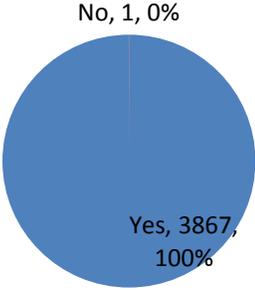
How did you hear about it?



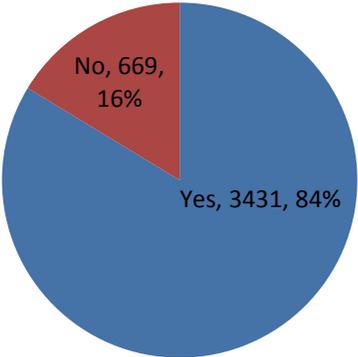
How many people are in your party?



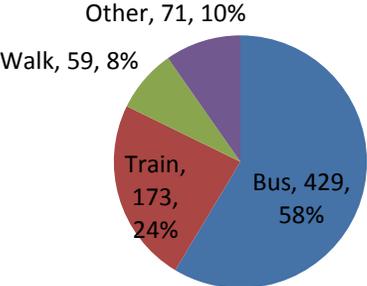
Are higher frequency departures a reason why you would use the service again?



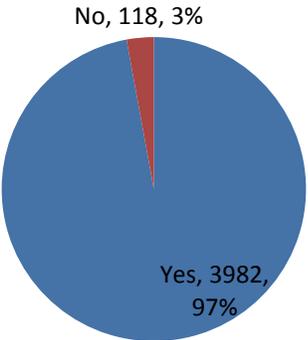
Did you drive to this lot?



If you did not drive to this lot, which other mode of transportation did you use?



Did you all leave from the same location?



**HOLLYWOOD BOWL SHUTTLES
 2012 REPORT
 PERCENTAGE OF RIDERSHIP TO ATTENDANCE - SEASON**

	2013	2012	2011
VENTURA		5.07%	5.58%
VENTURA ANNEX		1.30%	1.35%
H & H		2.41%	2.62%
LA ZOO		3.98%	3.61%
TOTAL	0.00%	12.76%	13.15%
ATTENDANCE			
	SEASON		
	SHOWS	696,462	683,856
		69	70
			68



2010	2009
-------------	-------------

6.18%	5.07%
-------	-------

1.73%	1.26%
-------	-------

2.98%	1.61%
-------	-------

0.00%	4.45%
-------	-------

10.88%	12.39%
--------	--------

693,460	695,967
70	72

Transit Systems Unlimited, Inc.

8976 Laurel Canyon Blvd.

Sun Valley 91352

Phone 818-504-7270

Fax 818-504-6403

October 30, 2015

Mrs. Cynthia Ravenstein
MSRC: Contracts Administrator
21865 Copley Drive
Diamond Bar, California 91765

Re: MS 14005

Dear Mrs. Ravenstein:

Please find attached the results of our surveys. The data was gathered by sending a Transit Systems employee to one shuttle location per night. The data taker was dispatched an average of three to four events per week to gather data in regards to the shuttle operation and the New Higher Frequency Shuttle program. Each night, they would go to a different lot, and this year, we were able to cover 42 of the 70 events and gather 4830 individual responses. The responses were mainly gathered during the inbound with the minority gathered during the outbound. The following are interpretations gathered from the surveys and actual ridership reports.

The results of the 2015 Higher Frequency Shuttle program are slightly trending to the negative from the 2014 season with a decrease of 3.884%, but still trending to the positive from the 2013 season with an increase of 11.640%. The lot that was responsible for most of the decrease from 2014 to 2015 is the Ventura Lot. There were a number of factors that contributed to this decrease that have nothing to do with the operation but more with the location of the lot. The first issue is that this past summer was the beginning of the widening of the 101 FWY from the 134 FWY to the Barham exit. Due to the proximity to the construction, the lot was used as staging area for construction vehicles diminishing the available number of parking spaces. The second issue is the increase of METRO commuters using the lot to park the car and ride the train. The drawback of this situation is that when Bowl patrons begin arriving to the lot, the commuters have not returned to pick up their cars. This creates a diminishing number of parking spots that are available. The best use of this lot is for a multilevel parking structure to service the many needs of the area and a plan that should be considered immediately by parties that should include the South Coast Air Quality Management District. Another data point that can also explain the decreasing of ridership is, "Is this your first time taking the Hollywood Bowl Shuttle?" Last year this number was at 10% and this year the number was at 7%. I believe that the advertising was not as robust this year as the year before. This year, the majority of the advertising was done through brochures while last year there was a commercial on Transit TV that promoted the higher frequency program to an audience of commuters, a population that is most likely to try another mass transportation program. Sadly, this means of advertising was not available this year. I believe to correct the small negative trend, a more proactive approach to advertise the program needs to be employed. I would recommend a partnership with METRO to add a

brochure to the buses that showcases the higher frequency shuttle program of the Hollywood Bowl.

The most impressive data point from the first season continues for the second year and that is the answer to the question, "Are higher frequency departures a reason why you would use the service again?" The answer to this question remains at 100%. The answer to this question was also very high on the previous survey and certainly an area where advertising can be focused to keep those riding aware of the higher frequency program and the desired results to lower green house gases.

For the second year, Transit Systems made the commitment to not only operate the 8 sponsored buses with natural gas but the entire shuttle fleet. This commitment was met as all the buses operated for the 2015 shuttle season were CNG. Additionally, there was an influx of buses that were powered by 2010 and newer Cummins 8.9L ISL G engines to address the concern to further lower green house gases. Moreover, while the numbers were down from the 2014 season as it pertains to the Philharmonic season, the numbers are way up for the entire Hollywood Bowl season. The total number of riders is 124,000 and counting. This represents a huge increase year over year; and because the buses used were powered by natural gas, the numbers should be included in the tally of emissions saved.

In conclusion, the higher frequency shuttle program should continue to be supported. While there was a negative trend from last year, the program is still trending higher from the origination. Two, there are additional benefits to the lowering of the green house gases by the higher frequency shuttle program. From the ongoing total ridership report "Shuttle Ridership Report 2015", there are 124,099 boardings so this means that the program indirectly benefited from an additional 37,358 which translates to 43.068% $(124,099 - 86,741) / 86,741$ of the riders for the Philharmonic season. This ongoing ridership includes the many lease events that the Hollywood Bowl is having this season. Three, it is a venue that serves many types of interests and therefore brings a higher percentage of the population to expose them to the use of alternatively powered buses. For example, a sports center venue will only bring people that are interested in the sport. The Hollywood Bowl however will bring Kayne West aficionados, B-52s aficionados, Rachmaninoff aficionados, etc. It is plain to see that the awareness of alternative fueled buses is introduced to a higher percentage of the population. I am excited to see what the third year data reveals.

Let me know if I can be of further assistance.

Respectfully yours,

A handwritten signature in black ink that reads "Maurice Vanegas". The signature is written in a cursive, flowing style.

Maurice Vanegas
President
Transit Systems Unlimited, Inc.

Date Collected	Shuttle Lot	Is this your first time taking the Hollywood Bowl Shuttle?	How did you hear about it?	For tonight's show, which zip code did your trip originate?	Did you drive to this lot?	If you did not drive to this lot, which other mode of transportation did you use?
6/20/2015	LA Zoo	No		90065	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90063	Yes	
6/20/2015	LA Zoo	Yes	Hollywood Bowl	90033	No	Other
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90032	Yes	
6/20/2015	LA Zoo	No		91030	Yes	
6/20/2015	LA Zoo	No		90042	Yes	
6/20/2015	LA Zoo	No		90065	Yes	
6/20/2015	LA Zoo	No		90039	Yes	
6/20/2015	LA Zoo	No		90026	Yes	
6/20/2015	LA Zoo	No		90012	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90012	Yes	
6/20/2015	LA Zoo	No		90033	Yes	
6/20/2015	LA Zoo	No		90063	Yes	
6/20/2015	LA Zoo	No		91803	Yes	
6/20/2015	LA Zoo	No		91030	Yes	
6/20/2015	LA Zoo	No		90042	Yes	
6/20/2015	LA Zoo	No		90065	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90012	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90032	Yes	
6/20/2015	LA Zoo	No		90033	Yes	
6/20/2015	LA Zoo	No		90063	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	Yes	Hollywood Bowl	90012	No	Other
6/20/2015	LA Zoo	No		90065	Yes	
6/20/2015	LA Zoo	No		90042	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90032	Yes	
6/20/2015	LA Zoo	No		90031	Yes	
6/20/2015	LA Zoo	No		90033	Yes	
6/20/2015	LA Zoo	Yes	Hollywood Bowl	90063	Yes	
6/20/2015	LA Zoo	No		91754	Yes	
6/20/2015	LA Zoo	No		91803	Yes	
6/20/2015	LA Zoo	No		91030	Yes	
6/20/2015	LA Zoo	No		90032	Yes	
6/20/2015	LA Zoo	No		90031	Yes	

6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	No		90029	Yes
6/20/2015	LA Zoo	No		90065	Yes
6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	Yes	Hollywood Bowl	90039	Yes
6/20/2015	LA Zoo	No		90027	Yes
6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	No		90031	Yes
6/20/2015	LA Zoo	No		90012	Yes
6/20/2015	LA Zoo	No		90026	Yes
6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	No		90027	Yes
6/20/2015	LA Zoo	Yes	Advertisement	91205	Yes
6/20/2015	LA Zoo	No		90065	Yes
6/20/2015	LA Zoo	No		91203	Yes
6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	No		91506	Yes
6/20/2015	LA Zoo	No		90027	Yes
6/20/2015	LA Zoo	No		91203	Yes
6/20/2015	LA Zoo	No		91205	Yes
6/20/2015	LA Zoo	No		90065	Yes
6/20/2015	LA Zoo	No		91207	Yes
6/20/2015	LA Zoo	No		91506	Yes
6/20/2015	LA Zoo	No		91202	Yes
6/20/2015	LA Zoo	No		91203	Yes
6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	No		90065	Yes
6/20/2015	LA Zoo	No		91205	Yes
6/20/2015	LA Zoo	No		91506	Yes
6/20/2015	LA Zoo	No		90027	Yes
6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	No		91203	Yes
6/20/2015	LA Zoo	No		91207	Yes
6/20/2015	LA Zoo	No		91506	Yes
6/20/2015	LA Zoo	No		91505	Yes
6/20/2015	LA Zoo	No		90038	Yes
6/20/2015	LA Zoo	No		91202	Yes
6/20/2015	LA Zoo	No		91203	Yes
6/20/2015	LA Zoo	No		90039	Yes
6/20/2015	LA Zoo	Yes	Hollywood Bowl	91504	Yes
6/20/2015	LA Zoo	Yes	Hollywood Bowl	90065	Yes

How many people are in your party?	Did you all leave from the same location?	Are higher frequency departures a reason why you would use the service again?
3	Yes	Yes
2	Yes	Yes
5	No	Yes
1	Yes	Yes
6	No	Yes
4	No	Yes
3	Yes	Yes
2	Yes	Yes
2	Yes	Yes
2	Yes	Yes
4	Yes	Yes
1	Yes	Yes
3	Yes	Yes
4	Yes	Yes
6	No	Yes
2	Yes	Yes
2	Yes	Yes
5	No	Yes
1	Yes	Yes
2	Yes	Yes
2	Yes	Yes
3	Yes	Yes
2	Yes	Yes
4	No	Yes
4	Yes	Yes
2	Yes	Yes
2	Yes	Yes
5	Yes	Yes
2	Yes	Yes
3	Yes	Yes
5	No	Yes
2	Yes	Yes
6	No	Yes
4	Yes	Yes
1	Yes	Yes
2	Yes	Yes
2	Yes	Yes

Is this your first time taking the Hollywood Bowl Shuttle?			
Yes	7		
No	75		

How did you hear about it?			
Hollywood Bowl	6		
Advertisement	1		
Referral	0		
Other	0		

Did you drive to this lot?			
Yes	80		
No	2		

If you did not drive to this lot, which other mode of transport did you use?			
Bus	0		
Train	0		
Walk	0		
Other	2		

How many people are in your party?			
1	6		
2	44		
3	8		
4	15		
5	5		
6	4		
7	0		
8	0		
9	0		
10 or more	0		

Did you all leave from the same location?			
Yes	68		
No	14		

Are higher frequency departures a reason why you would use the service again?			
Yes	82		
No	0		

2	Yes	Yes
3	No	Yes
2	Yes	Yes
6	No	Yes
2	Yes	Yes
2	Yes	Yes
1	Yes	Yes
4	Yes	Yes
2	Yes	Yes
2	Yes	Yes
4	Yes	Yes
2	Yes	Yes
2	Yes	Yes
4	Yes	Yes
4	Yes	Yes
1	Yes	Yes
2	Yes	Yes
2	Yes	Yes
3	No	Yes
4	Yes	Yes
2	Yes	Yes
2	Yes	Yes
4	Yes	Yes
2	Yes	Yes
2	Yes	Yes
4	Yes	Yes
4	No	Yes
2	Yes	Yes
2	Yes	Yes
3	No	Yes
5	No	Yes
2	Yes	Yes
4	Yes	Yes
2	Yes	Yes
2	Yes	Yes
2	Yes	Yes

Title?			

Transportation did you use?			

Would use the service again?			

**HOLLYWOOD BOWL SHUTTLES
2013 REPORT
RIDERSHIP - SEASON**

		2015	2015 - All Events
VENTURA		34,491	48,305
VENTURA ANNEX		8,588	13,468
H & H		14,568	22,722
LA ZOO		29,094	39,604
TOTAL		86,741	124,099
ATTENDANCE			
	SEASON	732,851	1,029,175
	SHOWS	70	92