

TRANSIT SYSTEMS UNLIMITED INC. AND THE LOS ANGELES PHILHARMONIC
ASSOCIATION

Hollywood Bowl Union Station Shuttle

Contract Number MS 16084

Mr. Maurice Vanegas for Transit Systems

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Prepared for the Mobile Source Air Pollution Review Committee (MSRC) under the AB 2766
Discretionary Fund Work Program.

Acknowledgements

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This report was submitted in fulfillment of MS 16084 and the Hollywood Bowl Union Station 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 9/30/2017.

The statement and conclusions in this report are those of the contractor 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 Union Station Shuttle program originated with the belief that a central location that was well know and immediately connected to rail servicing much of the Los Angeles County would be a worthy addition to the already extremely successful Hollywood Bowl Park and Ride program. Like in every transportation endeavor, the proposed service has to be convenient for the customer. We have all been witness to the new construction of the downtown area populated by young professionals that are more likely to take mass transportation according to [a report prepared by APTA](#). The location together with the ease of the route and comfortable buses would be a convenient way for those living in the area along with those that live near rail but were not serviced already by a Hollywood Bowl Park and Ride to use the new service. It is understood that the Hollywood Bowl over the years, a mood that is changing as of the writing of this report, was used more by the 45 - 64 and 65+ age groups. Targeting a location that resonated with the favorable beliefs of Millennials would be a win for ridership and a win for attendance increase.

Transit Systems at the direction of the Hollywood Bowl operated 6 buses for 2016 at 15 minute intervals and 5 buses for 2017 at 20 minute intervals from Union Station to the Hollywood Bowl. During 2017, high attended events or sold out performances, the service did use 6 buses.

Shuttle Lot	Service To Commence 2.5 Hours Prior To Show Start	Proposed Departure Frequency
Union Station Shuttle	8:00P.M. Show 5:30 P.M. Start 7:30P.M. Show 5:00 P.M. Start 7:00P.M. Show 4:30 P.M. Start	10 minutes

The program was designed to have 8 buses every ten minutes. The change between the proposed plan and the actual plan was motivated by lack of use. While it is understood that convenience has to be a factor, having empty buses circle around a heavy traffic area unnecessarily would go against the mission of lowering green house gases. The decision to lower the bus count but have personal that would monitor customer behavior was a balance that gave the program a chance to succeed, keep the mission of lowering green house gases in mind, and be good stewards of public provided monies. The result is that the program used \$396,930.00 of the \$565,600.00 allotted for the program. The bad news is that while we

experienced a 40% increase in ridership between the 2016 and 2017 season, the Los Angeles Philharmonic chose to end the pilot program.

Problems Encountered

The main problem over the two years at Union Station was the jumping around the facility to operate the shuttle. During the 2016 Hollywood Bowl season, the Union Station pickup was at the top of the facility next to the train tracks. During the 2017 Hollywood Bowl season, the Union Station pickup was at birth 9 of Patsouras Plaza. This lack of consistency hurt forming a stable following. Below are the ridership totals for the Hollywood Bowl Shuttle Program.

	2017	2017	2016	2016
VENTURA	6.94%	53986.00	7.20%	54151.00
VENTURA ANNEX	1.62%	12611.00	1.90%	14776.31
HOLLYWOOD/HIGHLAND	2.56%	19885.00	3.26%	25349.57
ZOO	6.66%	51825.00	6.50%	50561.63
UNION STATION	0.27%	2095.00	0.19%	1496.14
TOTAL	17.78%	140402.00	18.85%	146334.66

ATTENDANCE

SEASON	777,926	0	752,376	0
SHOWS	73	0	71	0

Hollywood Bowl Shuttle Figures for 2016 and 2017

There were only two lots that experienced an increase in an overall decline of ridership year over year. Those two were the Zoo Lot and the Union Station Lot. The Union Station Shuttle

increased a whopping 40% but the numbers were low on a nightly basis. Unfortunately, the park and ride program has suffered due to the increase use of ridesharing programs. These programs are creating more traffic as empty cars come into an already congested area and they create more accidents since most of the drivers are motivated to make rapid lane changes and are not used to the flow of a venue. Over the last two seasons at the Hollywood Bowl, Transit Systems has been a victim of at least 7 incidents involving a ride share provider.

The overall potential of the location to transport patrons to the Hollywood Bowl remains. It is central. The immediate area has a growing population that not only lives there but works there. The route is as safe as it can possible get. To this day, Caltrans/METRO have not opened the Vignes Street entrance to the 101 North, but when they do, it will be the most convenient route of any of the shuttle and park and ride lots the Hollywood Bowl has. One turn to the freeway from Patsouras Plaza and one exit to the Bus Island of the Hollywood Bowl. It is my hope that this location is revisited.

Emission Benefits

Photographs and Outreach

The Hollywood Bowl has a very popular website and the program was marketed there. The Union Station Shuttle was marketed to season holders through the brochures that get mailed out in March and April of each year. 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 Union Station Shuttle information. Like every progressive venue, the Hollywood Bowl has a Twitter, Facebook, and Instagram accounts that were often used to urge patrons to use "Park and Ride" lots.



1267 - Interior View from Front



2267 - Side View from Front



1269 - Passenger Side View



1246 - Exiting the Hollywood Bowl



1224 - Arriving at the Hollywood Bowl



1267 - ADA Ramp Deployed

Summary and Conclusions

The Hollywood Bowl Union Station Shuttle Service is a service that has to be revisited in the near future when construction in the Union Station area is completed. It needs to be revisited when the Vignes entrance to the 101 FWY northbound is opened. There is significant population growth in the downtown area that make the use of this location convenient for use even more so than taking the Red Line to the Hollywood and Highland Shuttle. The major advantage is to the proximity to rail and other mass transportation services that all connect at Union Station.