

City of Culver City, California  
**City Council Agenda Item Report**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                                                                                                   |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------|--|
| Meeting Date: 05/22/06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  | Item Number: <u>PH-1</u>                                                                          |  |
| <b>AGENDA ITEM: A Public Hearing to Consider Proposed Service Changes to Culver CityBus</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                                                                   |  |
| Contact Person/Dept.:<br>Samantha M. Blackshire                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  | Phone Number:<br>310-253-6535                                                                     |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>                 |  |
| Public Hearing: <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| <p>Public Notification:</p> <p>Culver CityBus commenced a public notification process pursuant to Los Angeles County Metropolitan Transportation Authority (METRO) service change guidelines on March 23, 2006. Our outreach efforts to obtain public input consisted of two public meetings that were held on April 25, 2006 (2 p.m. &amp; 7 p.m.) in addition to accepting comments via e-mail, voice mail, and regular mail. Interested parties were able to request additional information via mail. A total of 15 information packets were mailed. Notification of the public meetings and the proposed service changes was made by mail (to all Culver City residents), through in-bus advertising (including take-one flyers and transit cards), on the Culver CityBus website (<a href="http://www.culvercitybus.com">www.culvercitybus.com</a>), and in the Culver City News (a local newspaper). Service change flyers were also delivered to the Culver City Senior Center.</p> <p>The notification process was started over thirty (30) days prior to the public meeting and over ninety (90) days prior to the proposed service change implementation date. Notification was also mailed to the four transit properties which share Culver CityBus' service area. These transit properties are: Metro, Santa Monica's Big Blue Bus, Los Angeles Department of Transportation (LADOT), and Torrance Transit.</p> <p>Notification of the public hearing at the May 22<sup>nd</sup> City Council meeting was made in the May 11<sup>th</sup> and 18<sup>th</sup> Culver City News, through in-bus advertising (transit cards), and on the Culver CityBus website.</p> |  |                                                                                                   |  |
| Department Approval:<br>Steve Cunningham (05/11/06)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  | CAO Approval:<br>Jerry B. Fulwood (05/18/06)                                                      |  |
| City Controller Approval:<br>Marlee Chang (05/16/06)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                                                                                                   |  |
| <p><b><u>RECOMMENDATION:</u></b></p> <ol style="list-style-type: none"><li>1. That Council approve all Culver CityBus proposed service changes.</li><li>2. That Council schedule the changes to Lines 4, 5 and 7 for a June 26, 2006 implementation and Line 3 changes for a September, 2006 implementation.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                                                                                   |  |

City of Culver City, California  
**City Council Agenda Item Report**

**PROCEDURE:**

1. Mayor seeks motion from Council to receive and file the affidavits of mailing, publication and posting of notices, and correspondence received in response to the public hearing notices.
2. Mayor calls for a staff report and/or poses questions to staff as desired.
3. Mayor opens the public hearing.
4. Mayor seeks motion to close the City Council public hearing after all audience testimony has been presented.
5. City Council discusses the item and arrives at its decisions.

**BACKGROUND:**

From time to time, Culver CityBus modifies its service to adjust to changes in travel patterns and traffic levels caused by land-use changes, population shifts, and infrastructure improvements both within and outside of its service area. Culver CityBus also considers route modifications to improve passenger experience, remove service duplication, and increase ridership and farebox revenues. Some recent service changes include:

- In January, 2002, Line 6 was extended from the LAX Transit Center to the Metro Green Line Station to offer a direct transfer to and from the regional light rail system. At the same time, Line 6 was also rerouted to the newly constructed Howard Hughes Center to provide access to retail and office space.
- In January, 2006, Lines 2 & 4 were truncated to provide direct access to Fox Hills Mall. Shortening each line in an area that was already covered by Line 3 resulted in improved on-time performance, guaranteed layover/recovery time for operators, and increased ridership.

In order to achieve the goals discussed above and build upon successful changes already implemented, staff is recommending a new set of service changes.

To summarize briefly, the proposed service changes include launching a new route (**Line 7**), substantially reducing service (**Line 5**), route realignment (**Lines 3 & 4**), and reducing service frequency during unproductive periods (**Line 3**).

City of Culver City, California  
**City Council Agenda Item Report**

Culver CityBus' proposed new route, Line 7, was planned in concurrence with METRO, which is discontinuing two segments of its existing Line 220. Line 7 assumes the discontinued central segment of Line 220 with minor modifications. METRO will continue to operate the northernmost portion of Line 220 and plans to establish a connection and transfer point at Venice and Culver Boulevards with the proposed Line 7.

The following are descriptions of the proposed service changes by line number:

**Line 1**

- No changes at this time.

**Line 2**

- No changes at this time.

**Line 3**

- **Weekday Service:** Reduce midday service frequency from 20 minute to 30 minute headways between 9:30 a.m. and 2 p.m.
- **Sat/Sun/Holiday Route:** Run service along Jefferson and Sepulveda Boulevards between West LA College and Fox Hills Mall. This route realignment replaces service on Overland Avenue between the West LA College and the Fox Hills Mall. (This portion of the route would mimic Line 4 weekday service between West LA College and Fox Hills Mall).
- **Sun/Holiday Service:** Reduce Sunday/Holiday service frequency from 30 minutes to 40 minute headways all day.

**Line 4**

- **Route:** Run service along Fairfax Avenue, La Cienega Boulevard, Rodeo Road, and Jefferson Boulevard between the West LA Transit Center and Jefferson Boulevard and Duquesne Avenue. This route realignment replaces service along Washington Boulevard and Duquesne Avenue, thus eliminating duplication with Line 1. This new route structure retains service to Rodeo Road and La Cienega Boulevard, which is currently served by Line 5.
- **Service:** Schedule would undergo only minor modifications. Span of service would remain the same.

**Line 5**

City of Culver City, California  
**City Council Agenda Item Report**

- **Service:** Discontinue service except for one AM Westbound and two PM Eastbound runs. This route will only operate when Culver City schools are in session.
- **Route:** Will not operate west of the Culver City schools complex. The first PM eastbound run will begin at the Culver City schools complex and the second PM run will begin at Washington and Inglewood Boulevards.

**Line 6**

- No changes at this time

**Line 7**

- **Summary:** The proposed Culver CityBus Line 7 is a new route that will replace a discontinued section of Metro Line 220 scheduled for truncation on June 25, 2006. Line 7 will offer transit service between Culver City and Marina Del Rey. Service runs Monday through Saturday on 40 minute headways from approximately 6 a.m. to 7 p.m.
- **Route:** Culver CityBus Line 7 assumes a segment of the existing Metro Line 220 route that is scheduled for discontinuation on June 25, 2006. Metro Line 220 has been broken into three segments:
  - o *Northern* – West Hollywood to Venice and Culver Boulevards.
  - o *Central* – Venice and Culver Boulevards to Fisherman's Village in Marina Del Rey
  - o *Southern* – Fisherman's Village in Marina Del Rey to LAX

Metro will continue to operate the Northern segment but is discontinuing the Central and Southern segments. Culver CityBus will assume the Central segment that primarily travels along Culver Boulevard with minor modifications (see attachment 1d.):

- o The Eastern terminus will be Venice and Culver Boulevards in the City of Los Angeles. This will also be the transfer point for Culver CityBus Line 7 and Metro Line 220. Passengers can also transfer to Metro Line 33/333 & Santa Monica's Big Blue Bus Line 12 at this terminus location.
- o The Western terminus will be Fisherman's Village in Marina Del Rey. Where Metro Line 220 travels along Mindanao Way into the Marina, Culver CityBus Line 7 will turn off Mindanao Way at Glencoe Avenue. The route will then travel along Maxella Avenue to provide improved access to the Villa Marina Marketplace. Culver

City of Culver City, California  
**City Council Agenda Item Report**

CityBus Line 7 will connect with Santa Monica's Big Blue Bus Line 3 & Rapid 3 at Lincoln Boulevard and Maxella Avenue in Marina Del Rey before continuing to Fisherman's Village.

- **Service:** Culver CityBus Line 7 will improve on Metro Line 220 hourly headways by offering service every 40 minutes in each direction. Service will begin at 6 a.m. and conclude at 7 p.m. weekdays and Saturday. Service will not be offered on Sundays or major holidays at time of implementation.

### **DISCUSSION**

The primary goals staff hopes to achieve as a result of these changes are increased ridership and farebox revenue in addition to an improved passenger experience. By focusing on minimizing the operation of nearly empty buses, resources can be allocated to higher demand areas which will result in increased revenue, ridership, and greater customer satisfaction. However, while the proposed changes have been designed to maximize benefits and minimize impacts, it is inevitable with any changes to a fixed route operating system that adverse effects will be experienced by certain individuals. The following is staff's approximation of the impacts, both positive and negative, that would likely occur as a result of the proposed service changes:

#### **Line 3**

##### *Route Modification*

The portion of Jefferson Blvd. between Overland Ave. and Sepulveda Blvd. has developed over recent years into a major trip generator. Businesses such as Target, Bed, Bath & Beyond, and Ross attract thousands of customers on a daily basis and provide substantial retail employment opportunities. Therefore, Culver CityBus should provide enhanced service to this corridor. Staff investigated the possibility of rerouting Line 3 along this corridor Monday through Sunday but concluded that first experimenting with weekend service only would be a good indicator of ridership potential. The data show weekend ridership along Overland Ave. between West LA College and the Fox Hills Mall to be marginal and staff has concluded that this route change could be implemented with minimal impact.

| <b>Line 3</b>                              |      |
|--------------------------------------------|------|
| <b>Overland Ave. between WLAC and FHM*</b> |      |
| Avg. # boardings/run                       | 0.14 |
| Avg. # alightings/run                      | 0.27 |
| Avg. boardings & alightings/run            | 0.21 |

**City of Culver City, California**  
**City Council Agenda Item Report**

|                                          |      |
|------------------------------------------|------|
| Avg. # passengers impacted/weekend day** | 14   |
| Total boardings/weekend day              | 1186 |
| Impacted passengers as % of total        | 1.2% |

\*Data collected for 37 runs (NB & SB) between 7/1/04 and 3/15/06

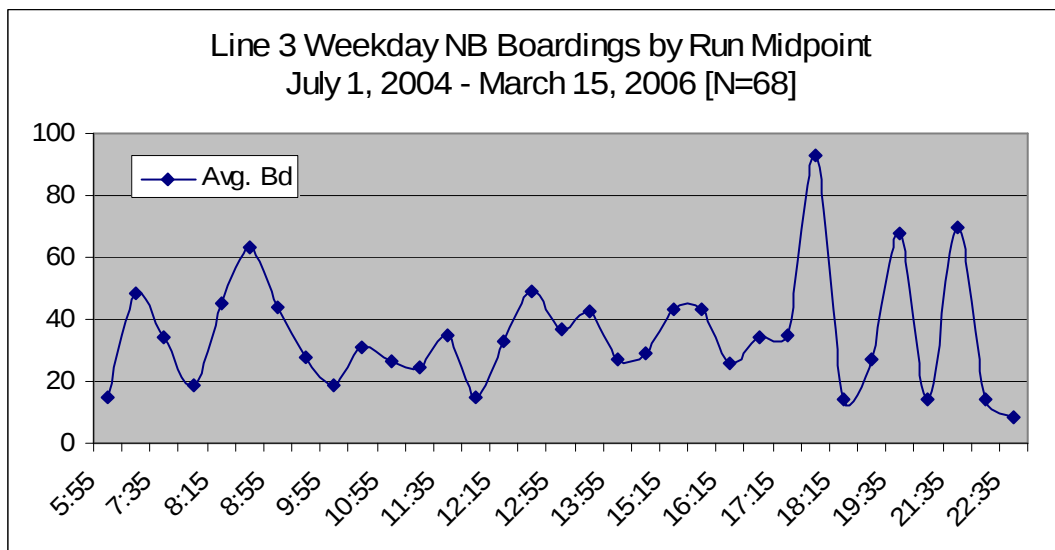
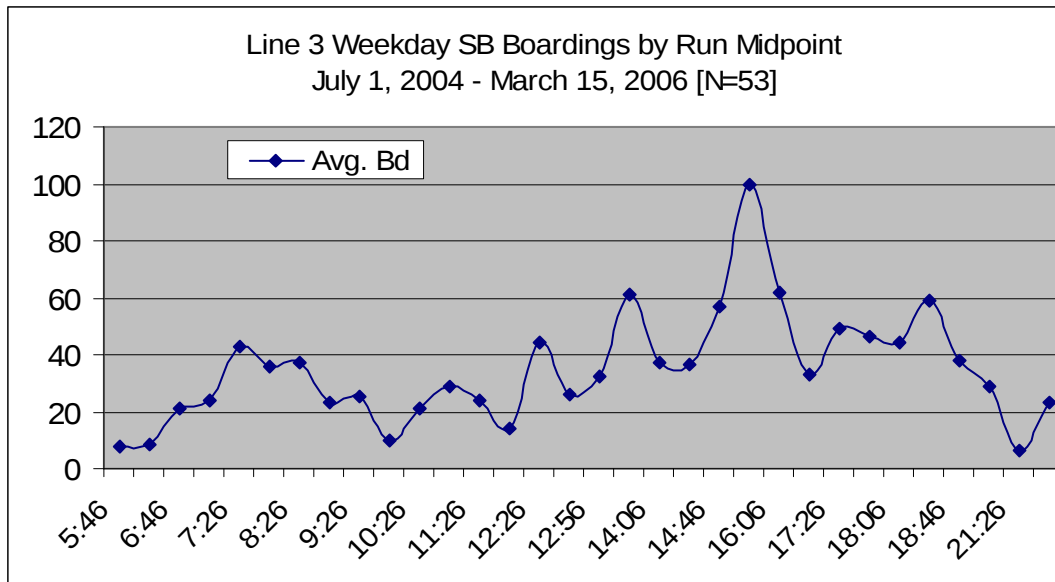
\*\*= average boardings & alightings \* total daily (67) weekend runs

The route modification, if implemented would inconvenience passengers marginally – just 1.2% of ridership on an average weekend day utilizes the Overland route between West LA College and Fox Hills Mall Transit Center. The potential benefits of offering weekend service to major trip generators along the Jefferson/Sepulveda corridor West LA College and Fox Hills Mall Transit Center outweigh the costs of inconveniencing a very small number of passengers.

*Service Modification*

The data below describes Line 3 weekday ridership based on time of day. The purpose of these graphs is to help determine whether a reduction in service during non-peak times is justified, from 20 minute headways to 30 minutes. Data was collected from line count surveys between July 1, 2004 & March 15, 2006. Each data point represents total average boardings for a given run time based on the number of line counts. Note: A single data point may represent just one line count. Weekday ridership shows afternoon peaking southbound and morning and afternoon peaking northbound. However, ridership is shown to be relatively steady all day long, yet that does not justify the same level of service during the peak and all other times of the day. The identifiable lull southbound is between approximately 9 a.m. and 1 p.m. and between 9:30 a.m. and 1 p.m. northbound. Culver CityBus' proposed scheduling calls for a reduction in service between approximately 9:30a and 2p.

**City of Culver City, California**  
**City Council Agenda Item Report**



Our recommendation for the reduction in Sunday service frequency stems from an analysis of Saturday versus Sunday ridership. Looking at farebox figures, average Sunday ridership is approximately 68% of Saturday ridership (Jan – June, 2005). Staff does not believe identical service over the weekend is justified if there are only 7 riders on Sunday for every 10 on Saturday. Thus, a reduction in service frequency from 30 minute to 40 minute headways on Sunday should cause minimal inconvenience.

**City of Culver City, California**  
**City Council Agenda Item Report**

**Line 4**

Another concern of staff was service duplication. Line 4 duplicates Line 1 service along Washington between Duquesne Ave and the West LA Transit Center. Since Line 4 operates on 60 minute headways there is little utilization of the route for origins and destinations along Washington Blvd. Instead, passengers opt for Line 1 which operates on 15 minute headways. By removing Line 4 along Washington Blvd. the opportunity exists to reroute Line 4 along Fairfax Ave./La Cienega Blvd./Rodeo Rd. This routing change ensures Culver CityBus service at the intersection of Rodeo Rd. and La Cienega Blvd., reduces travel time between the West LA Transit Center and West LA College, and provide access to trip generators along the La Cienega corridor, including Target.

| Line 4                                      |      |     |
|---------------------------------------------|------|-----|
| Duquesne Ave. between Culver and Jefferson* |      |     |
|                                             | Offs | Ons |
| Segment Ridership                           | 9    | 8   |
| Total Ridership                             | 310  | 302 |
| % total                                     | 3%   | 3%  |
| Segment total ons/offs                      | 17   |     |
| Total ridership                             | 612  |     |
| Segment total percent                       | 3%   |     |

\*Data obtained from 2004 Line by Line Survey

**Line 5**

Due to the considerable service reduction being proposed for Line 5, it has the potential to inconvenience the greatest number of passengers. However, the proposed Line 7 would duplicate most of Line 5 service, including all service on Braddock. Line 7 would operate on Culver Blvd. two blocks north of Braddock Dr. We focused our attention on the service area that would not be covered by Line 7 – mainly the Higuera St. corridor where service would be severely reduced to one AM and two PM trips. The graphs below show the number of total passengers per trip and those that would be “inconvenienced” without Line 5 service.

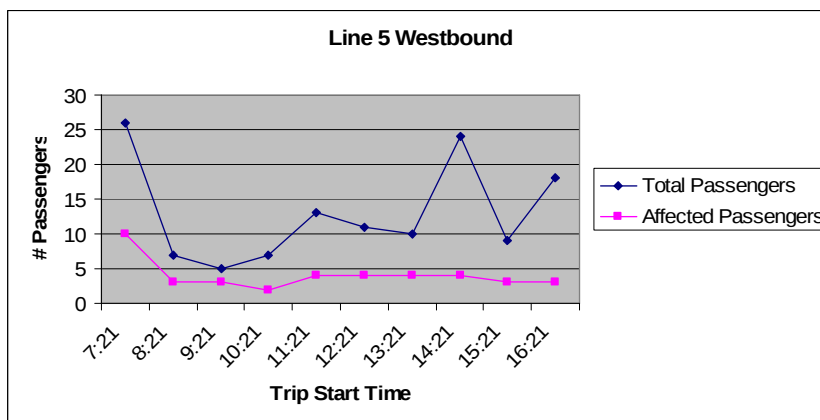
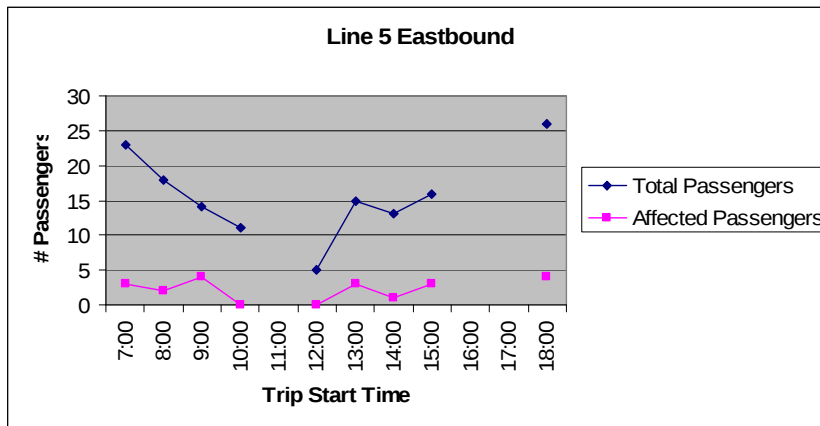
We defined an “inconvenienced passenger” as one who began or ended their trip between La Cienega/Rodeo and Higuera/Helms westbound, and between Higuera/Helms and Rodeo/La Cienega eastbound. The westbound section includes 7 stops and the eastbound section includes 4 stops. If the changes are implemented, other than the Rodeo/La Cienega stop, service would not be

City of Culver City, California  
**City Council Agenda Item Report**

provided to these sections (except for school trippers). Data was collected for 33 runs (WB & EB) between 7/1/04 and 3/15/06. According to the data, only a small number of passengers would be inconvenienced:

- Two (2) eastbound passengers would be inconvenienced per run. Each run has an average of 16 passengers.
- Four (4) westbound passengers would be inconvenienced per run. Each run has an average of 15 passengers.

Since the westbound section has more stops this may explain the difference in inconvenience rates.



- Since Culver CityBus will continue to operate Line 5 school trippers (that anyone can ride), staff believes the true number of impacted individuals resulting from a Line 5 service reduction will be lower than the data above suggest.

**City of Culver City, California**  
**City Council Agenda Item Report**

**Line 7**

Since Line 7 would be a new Culver CityBus route, no negative impacts have been assumed. Staff expects Line 7 to capture all existing Metro Line 220 ridership, a majority of Line 5 ridership, and a smaller fraction of Line 1 ridership due to Culver Boulevard's vicinity to Washington Boulevard. Additionally, staff expects ridership to increase above and beyond Metro Line 220 due to the lower fare (relative to Metro) and improved access to Marina Del Rey, including the Villa Marina Marketplace and Santa Monica's Big Blue Bus Line 3/Rapid 3.

Taking into account the entire Culver CityBus system, the set of proposed changes would remove bus service from only a very small part of the existing system. Access to nearly all current service areas could be achieved by transfer if the proposed changes are implemented. Specifically, service would be eliminated only on Duquesne Avenue between Culver and Jefferson Boulevards (Line 4) and on Overland Avenue between West LA College and Fox Hills Mall (Line 3, Weekends Only). Service would be severely reduced on Higuera Avenue between Washington and Jefferson Boulevards and in the Blair Hills (Line 5). All of these route segments generate marginal ridership as demonstrated above.

**Public Notification and Outreach**

After an extensive public notification and outreach period where individuals were invited to comment on the changes through email, voice mail, and regular mail, a total of 22 comments (see attachments 2a. – 2c.) were received. Additionally, questions and comments were recorded at the two public meetings hosted by Steve Cunningham, Transportation Director. Nineteen individuals attended the 2 p.m. meeting and nine attended the 7 p.m. meeting. Both meetings were held on April 25, 2006 in the Mike Balkman Council Chambers. Attendees received more information on the proposed changes, asked questions, and provided comment.

The majority of the comments received opposed the proposed changes. Some individuals opposed the reduction in service on Line 5 to one AM westbound and two PM eastbound trips. Others opposed the Line 4 route change, which included concerns over loss of service on Duquesne Avenue and the rerouting away from downtown Culver City. Others opposed the Line 3 route change, including one who thought the change would cause confusion among riders. Some opposed the Line 3 service reduction proposal.

A smaller number of individuals submitted comments in support of part or all of the changes being proposed. The bulk of these comments supported the new Line 7. Others supported the route changes to Line 4. One supported the route changes to Line 3. In addition, many comments received offered ideas for improving Culver

City of Culver City, California  
**City Council Agenda Item Report**

CityBus service, such as routing Line 7 into Playa Vista or running Line 4 every 30 minutes that are beyond the scope of the changes currently being proposed.

**FISCAL ANALYSIS:**

The Culver City Transportation Department fully expects to be able to operate the additional service within its current and future budgets. These service changes have no effect on the General Fund and will not have a substantive effect on the Transportation Enterprise Fund in Fiscal Year 2007. The Department will not be requesting funding for additional operators in the upcoming FY 07 budget and can fund additional operating costs (labor, fuel, maintenance, etc.) out of current funding sources.

In addition, staff is working with Metro staff to allow the Transportation Department to receive regional funding for Line 7 immediately instead of waiting two years, which is the current policy. It should be noted that no additional capital (fixed) costs will be needed to operate Line 7 – the increase will be in operating (marginal) costs only.

**ATTACHMENTS:**

1. Maps of the proposed service changes
  - a. Line 3
  - b. Line 4
  - c. Line 5
  - d. Line 7
2. Public Comment
  - a. Comments received via email
  - b. Comments received via voice mail
  - c. Comments received via regular mail
3. Comments from the April 25, 2006 Public Outreach Meetings
  - a. 2 p.m.
  - b. 7 p.m.

City of Culver City, California  
**City Council Agenda Item Report**

**MOTION:**

That the City Council:

1. Approve the Culver CityBus proposed service changes;
2. Authorize a June 26, 2006 implementation date for the service changes to Lines 4, 5, and 7;
3. Authorize a September 2006 implementation date for the service changes to Line 3.