

REPORT OF GENERAL MANAGER

APPROVED

NO. 06-294

DATE October 4, 2006

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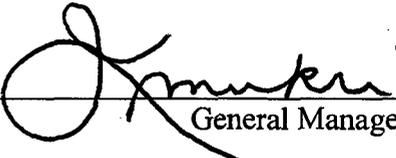
BOARD OF RECREATION
and PARK COMMISSIONERS

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH OBSERVATORY - VISITOR ACCESS PROGRAM AND AMENDMENT TO SCHEDULE OF RATES AND FEES

J. Combs _____	J. Kolb _____
F. Mok _____	S. Huntley _____
K. Regan _____	H. Fujita _____
*B. Jensen _____	M. Shull _____



General Manager

Approved *w/ amendment* Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board approve the Visitor Access Program providing free access to a discrete number of daily visitors, and an amendment to the schedule of Rates and Fees to establish a tiered pricing structure for the timed reservation and shuttle program for the Griffith Observatory, as outlined in the body of this report, to be effective immediately.

SUMMARY:

Planning for reopening of Griffith Observatory included a study and analysis of visitor patterns in order to develop a program that would maximize the public's interest in seeing the new Observatory, while preventing long waits and overcrowding. The program developed principally features use of a timed reservation system and shuttle access from one of two remote locations. Visitors arriving on their own, such as by hiking or on bicycle, will be admitted ~~free~~ up to a daily number equal to those who could be accommodated if normal parking were available at the Observatory. It is anticipated that the number of ~~free admissions~~ could be up to 1,320 per day. The total number available each day will be dependent on the operating hours of Griffith Observatory and parking requirements for other events in Griffith Park.

not be charged a fee

Persons who would not be charged a fee

On August 9, 2006, the Board approved an initial flat charge concept of \$5.50 per person for a timed reservation and ticket for the shuttle to and from the Observatory. This pricing scenario contemplated that timed reservations and shuttle for all persons, including children and seniors, would be the same. In finalizing the visitor access planning, efforts have been made to analyze

REPORT OF GENERAL MANAGER

PG. 2

NO. 06-294

the likely proportion of children, senior, and adult visitors, and to establish differential pricing that is comparable to typical practices at both entertainment facilities and cultural institutions. In general terms, the ratio of adults to children is about 3 to 1. The Department's goal is to keep the overall expected charges in the range only of recovering costs for operating the timed reservation and shuttle program. The proposed prices are:

GRIFFITH OBSERVATORY VISITORS USING SHUTTLE:

General: \$8.00

Children ages 5-12: \$4.00

Seniors age 60 and over: \$4.00

Children age 4 and under: Free

VISITORS NOT USING SHUTTLE:

Free (up to 1,320 per day, timed entry only)

FISCAL IMPACT STATEMENT:

The adjusted pricing schedule is intended to retain the Boards previously approved cost neutral, cost recovery approach for visitor access. All charges made for the Observatory timed reservation and shuttle service will be used to reimburse actual costs of the contracts providing timed entry reservation services and shuttle services.

Report prepared by Linda J. Barth, Observatory Reopening Project Manager