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CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS

April 23, 2014

TO: BOARD OF RECREATION AND PARK COMMISSIONERS

FROM:

MICHAEL A. SHULL

General Manager

SUBJECT: PROMOTIONAL LAUNCH OF PILOT SHUTTLE PROGRAM FOR HOLLYWOOD SIGN VIEWING AND ACCESS TO GRIFFITH OBSERVATORY AND GRIFFITH PARK HIKING TRAILS

In collaboration with the office of Councilmember Tom LaBonge, Council District 4, the Department is embarking on a three (3) month pilot program that will offer a nominally-priced weekend shuttle service to the general public from the Greek Theatre parking lot to stops in Griffith Park for Hollywood Sign viewing and hiking access, as well as a stop at the Griffith Observatory. Conducting this pilot program will provide factual information about public demand that can inform future plans for effective visitor transit programs in Griffith Park.

The primary aim of this pilot shuttle program is to afford people prime viewing access to the Hollywood Sign for photography, which may divert visitors from the Beachwood Canyon and Hollywoodland communities where vehicles clog streets with great impacts to the immediate community. This experiment in shuttle service will take visitors to a turnout on Mount Hollywood Drive, which is otherwise closed to personal vehicles, and which offers a viewing area of the Hollywood Sign. In addition to the Sign viewing or trail access, the route of the shuttle will include a stop at the Griffith Observatory, allowing Observatory visitors to avoid the limited parking and the long walks up and down hills to their cars.

As currently planned, the pilot shuttle program will pick up passengers from the parking lot of the Greek Theatre on weekends only and selected holidays, from May 3, 2014, through July 27, 2014. The cost for all riders, with unlimited on-and-off privileges on the day of purchase, will be \$7.00. Riders age 2 and under are free. No money will be exchanged on-site for the shuttle. Riders may purchase tickets in advance on-line 24 hours a day, 7 days a week through a custom website, [www.spplus.com](http://www.spplus.com) or they can use their smart phones for immediate purchase of same-day tickets if they are in the Park and decide to take the shuttle. Depending on the schedule of Greek Theatre's shows, the shuttle will generally loop continuously from as early as 10:00 a.m. with the last shuttle pickup as late as 4:00 p.m. on show nights, and as late as 6:00 p.m. on non-show nights.

This pilot program will utilize the services of the SP+ Corporation (formerly, Standard Parking), with their Click-and-Ride website, and Empire Transportation, Inc., for the shuttles. The shuttles are air conditioned and are able to carry twenty-one (21) passengers. These vendors are under

contract with Nederlander Concerts to provide parking and shuttle services for the Greek Theatre's 2014 season. They are familiar with the Greek Theatre parking lots and routes around the theatre and can readily coordinate shuttle service timing with event parking needs on dates when the Greek Theatre presents shows. For this test program, the Department will pay no fees to SP+ or Empire for the services; the ticket cost of \$7.00 paid by riders will fully fund the services. A Right-of-Entry permit will be issued to Empire Transportation by the Department of Recreation and Parks to authorize the shuttle route.

Broad marketing of this pilot shuttle program is vital to obtain adequate visitor interest so that we can glean feedback for future transit planning. Accordingly, the Department has aggressive plans to promote the service which includes:

- Sending out press releases during each trial month.
- Pitching information on the shuttle service to media outlets to gain media coverage in local newspapers.
- Sharing information and the ticket link with Council District offices, Neighborhood Councils, Department partners and support groups, and the LA Tourism communication team to cross promote and spread the word.
- Posting information and links on Facebook and the Department's website, [www.laparks.org](http://www.laparks.org)

The Department and the Councilmember are enthusiastic about this pilot program and pleased that the opportunity could come together quickly to launch this spring. The fee is nominal and having exclusive access to areas of Griffith Park is convenient for our visitors. Staff will provide results of this pilot experiment to the Board and make specific recommendations if continuation of the shuttle program is warranted.

This report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch and Joe Salaices, Superintendent of Recreation and Parks Operation - Griffith Region.