

Venice Beach Shuttle



Business Plan

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Mission Statement

- ▼ The Venice Beach Shuttle mission is to move tourists and residents through Venice Beach by reducing traffic congestion and therefore optimizing opportunities for commerce by access and convenience for all.





The Venice Beach Shuttle Team



- ✔ The overseers of this service will be a cooperative team of key Los Angeles City Departments and Neighborhood Volunteers:
- ✔ The Grass Roots Venice Neighborhood Council, Ad Hoc Parking Committee
- ✔ The Los Angeles City Council District 11 Field Deputy and office.
- ✔ The City of Los Angeles Department of Transportation (DOT) Regional Transit Division



VB Shuttle Business Plan Summary

Needs Assessment: Venice Beach Traffic Mobility: Past, Present, & Future:

- The traffic congestion in Venice is due primarily to the lack of adequate public transportation, years of neglected traffic planning for Venice Beach as a high density residential community with an ever increasing popularity as an international tourist destination.
- Venice Beach has become the Number 2 tourist destination in Southern California, only 2nd in popularity to Disneyland. (Some surveys show Venice as Number 1.)
- An average summer weekend yields approximately 350,000 visitors to Venice Beach.
- Residents and Tourists currently compete for an extremely limited number of street parking spaces to avoid costly beach parking fees ranging from \$6.50 during off peak hours to \$20.00-\$25.00 dollars during peak hours and holidays.
- A Venice Beach Shuttle service will greatly reduce the traffic congestion in Venice, by moving tourists from outlying parking lots, particularly the Santa Monica State Beach Parking Lot that has approximately 3,700 parking spaces, is under utilized and is located at the north end of Ocean Front Walk.





Opportunities for Venice Beach: Shuttle Creates a Win-Win Situation for All

- ✔ Creating Opportunities to Meet Transit Needs:
 - Benefits to Tourists: The Venice Beach Shuttle will be a cost effective way for tourists to move from one end of the beach to the other, over a 2 ½ mile spread between the north and south beach areas.
 - Commerce: Venice Beach Businesses benefit from the mobility of tourists throughout Venice, including the Abbot Kinney Blvd. Business District.
 - Residents: Locals benefit by being able to patronize local businesses and restaurants without getting into their cars.
 - Environment: Less traffic congestion means healthier air quality.





The Venice Beach Shuttle Service Concept

- ▼ The key strategy for the Venice Beach Shuttle is to create a micro-managed transit service that makes sense for the community of which it serves.





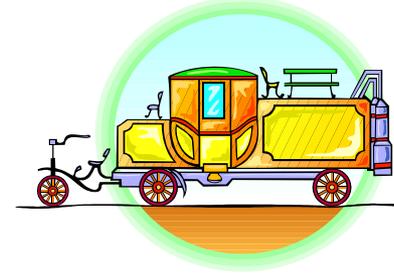
Existing Transportation System in Venice

- Currently, the MTA and Santa Monica Big Blue Bus run through Venice, but on routes that are indirect, infrequent, not running at weekend peak need hours, don't connect to beach parking lots and are not user-friendly.
- The current DASH Shuttle runs from a distant parking lot in Marina Del Rey off the 90 freeway to Windward Ave in Venice, but is disconnected to major parking lots and typical tourist routes and transit needs.
- The proposed Venice Beach Shuttle will utilize a strategic route in Venice that will maximize tourist and resident mobility throughout the Venice community.





The Venice Beach Shuttle Goals & Objectives



- ✓ The Shuttle Five-Year Goals:
 - The primary objective is to reduce traffic congestion by getting tourists to and from the Santa Monica State Beach lot, encouraging residents to stay out of their cars by using the shuttle for short-run transit, to increase commerce along the Abbot Kinney business corridor and along the entire Shuttle route.
 - The second objective is to have the Shuttle financially sustain itself by corporate sponsorship and advertising.

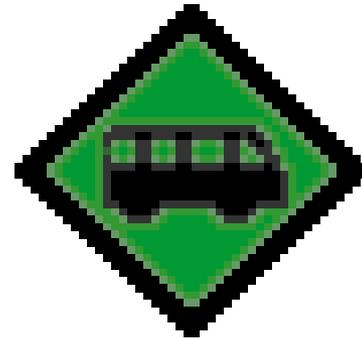


Proposed VB Shuttle Route

- ✓ **Shuttle Route, Thumbnail Mileage Count and Trip Time Estimate:**

Barnard Way: Santa Monica State Beach Parking Lot Adjacent to Navy St.; to Venice Beach Speedway or Pacific to Windward; to Speedway or Pacific to Washington; to Washington and Abbot Kinney Blvd; to Abbot Kinney Blvd. and Venice Blvd.; to Abbot Kinney Blvd. and Main St.; then return to Barnard Way or Navy St.

- ✓ **Approximately 4.3 Miles**
- ✓ **Trip Time: 15 minutes off peak**





VB Shuttle Resource Requirements



- ✔ Operating Needs:
 - A Shuttle Bus that is user-friendly, much like the Trolley Car Buses used in downtown LA.
 - Bus Drivers provided by DOT
 - Signage in and near bus stops
 - On-going promotion
- ✔ Financial Requirements
 - Funding from outside sources, commercial sponsors, advertisers and more.



Shuttle Financial Plan

Cost Estimates:

✔ Perfect-World-Scenario:
Using one shuttle:

✔ Fridays: 12n to 10pm,
Saturdays: 12n to 10pm
and Sundays: 12n to 7pm.

✔ Total: 27 hours at \$55.
per hour = \$1485. per
weekend per shuttle bus.

✔ Beginning on Memorial
Day Weekend running 14
consecutive weekends thru
Labor Day in September =
\$20,790., summer, 2004.



✔ Pilot Program, Cost Saving
Scenario: Using one shuttle:

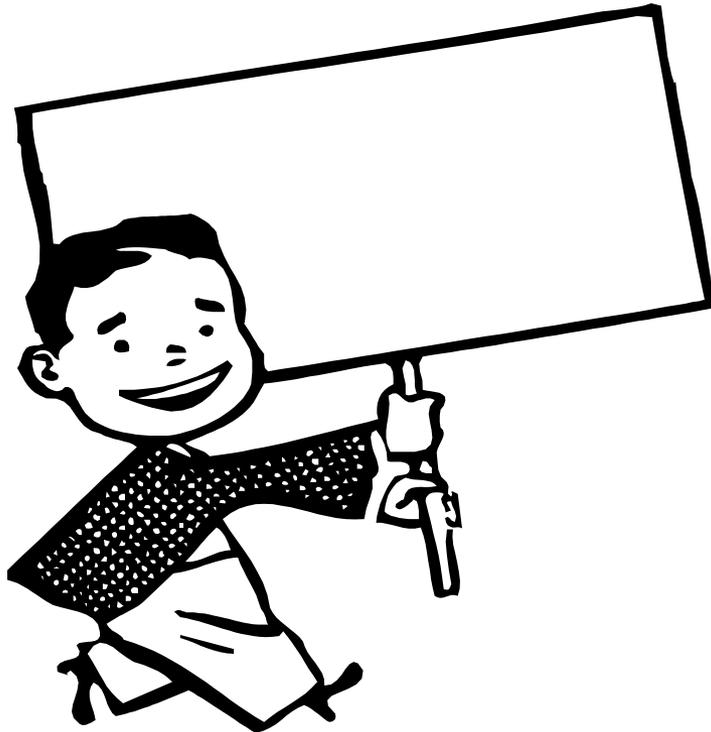
✔ Saturdays: 12n to 8pm and
Sundays: 12n to 7pm
(accounting for longer day-
light hours during the
summer.)

✔ Total: 15 hours at \$55. per
hour operating cost = \$825.
per weekend per shuttle bus.

✔ Beginning on Memorial Day
Weekend running 14
consecutive weekends thru
Labor Day in September =
\$11,055., summer, 2004.



Funding Sources aka "YOUR NAME HERE!"



- ✔ *What Company Wouldn't Want Their Name to Be Displayed All Over the Most Popular Tourist Destination in California?*
- ✔ Main Funding from Key Advertisers and Sponsorships
- ✔ Abbot Kinney Businesses and Restaurants
- ✔ Washington Blvd. Businesses and Restaurants
- ✔ Ocean Front Walk (Boardwalk) Businesses and Restaurants
- ✔ Corporate Sponsors such as Nike, Addidas, Gatorade, Coppertone, Hotels; Restaurants; Athletic Organizations, Gyms, Watersport Companies, Bathing Suit and Sports Clothes Manufacturers; Magazines; Movie and Event Companies.



Where Are We At Now?

Key Issues:

▼ Now

- DOT will supply the bus and driver at the cost of \$55. per hour
- Increased Public Awareness
- We Need Funding
- We are currently soliciting funding sources

▼ Long term

- Ridership!
- On-going Corporate Sponsorship.
- Partnering Sponsorship with DOT.





Risks? Possibly. But, Oh, The Rewards Are Sweet!

✓ Risks

- Possible lack of ridership due to poorly outlined routes; inflexibility of program; infrequent schedule; poor signage; lack of publicity; lack of adequate funding

✓ Addressing risks

- Several programs need to be addressed simultaneously: Publicity and Promotion; Signage and Funding
- Route success needs to be reviewed bi-weekly and by rider survey
- Funding needs to be in place before the second season

✓ Rewards

- When the Shuttle is successful, it will be a win-win situation for all; decreased traffic congestion; increased tourist and resident mobility; increased benefit to commerce; less pollution; and parking mitigation to appease Coastal Commission requirements.

