



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** May 23, 2013  
**To:** Honorable Mayor & City Council  
**From:** Nancy Hunt-Coffey, Assistant Director of Community Services  
**Subject:** Elimination of regular shuttle between Roxbury Community Center and La Cienega Community Center and the Library and initiate greater usage of Dial-a-Ride service

**Attachments:** 1. Daily Usage Matrix Senior Shuttle

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### INTRODUCTION

In preparation for the upcoming construction of the new Roxbury Community Center, all senior programs were transitioned to other City recreation sites. In an effort to encourage continued participation in the programs, a complimentary shuttle service for seniors was scheduled utilizing the Beverly Hills Shuttle fleet. After the first few weeks, we have determined ridership on the shuttle that has been running from Roxbury Community Center to La Cienega Community Center and the Library has dwindled dramatically since the shuttle first began running on Monday, April 29, 2013. Some days there have been zero riders. As a result, staff recommends that dedicated shuttle service cease, and ridership be folded into the regular Dial-a-Ride service which will not only save money but will also restore the backup Dial-a-Ride shuttle.

### DISCUSSION

Usage of the shuttle designed to bring seniors from Roxbury to La Cienega and the Library appears to be rapidly dwindling. The following is a summary of one-way trips to date<sup>1</sup>:

		ROXBURY	LA CIENEGA	TENNIS CT	LIBRARY
WEEK 1	APRIL 29-MAY 3	19	21	0	0
WEEK 2	MAY 6-10	7	4	0	1
WEEK 3	MAY 13-17	3	5	0	1
<b>TOTAL ONE-WAY BOARDING</b>		<b>29</b>	<b>30</b>	<b>0</b>	<b>2</b>

61

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<sup>1</sup> Attachment 1: Daily Usage Matrix Senior Shuttle

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The data represents the number one-way boardings at the four designated City sites, thus the number of passengers is approximately half the total boarding assuming round-trip service. The pick-ups were primarily at Roxbury Park and La Cienega Park, with zero boardings at the La Cienega Tennis Center and two at the Beverly Hills Library.

A total of 61 one-way trips were recorded as of Tuesday, May 14, 2013. Based on information recorded on the Daily Manifest Trip Sheets, specifically location and boarding times, the 61 one-way trips represent approximately 36 passengers. Staff cannot determine whether the passengers are the same/repeat persons using the service.

Staff presented the ridership data and costs to the Active Adult Club on Monday May 13 where there were approximately 70 people in attendance. Through informal surveying of the seniors, it appears that most of the Active Adult Club members either drive themselves or are driven by a caregiver to La Cienega Community Center.

As a result of low ridership, staff recommends the following:

- Discontinue the **regular** shuttle service as of May 31, 2013.
- Encourage seniors who are Beverly Hills residents to use Dial-a-Ride which offers curb-to-curb service anywhere in Beverly Hills as well as scheduled medical trips to specific destinations outside of the City borders.
- Propose to Active Adult Club members who are Los Angeles residents that they provide their names to Recreation & Parks staff, and offer to pick them up via Dial-a-Ride in front of Roxbury for transport to La Cienega or the Library only. This way staff can be assured that these are members of the Active Adult Club and that they are only being taken to Roxbury and La Cienega parks. These pickups and drop offs can then be worked into the routine Dial-a-Ride service.

The advantage of this approach is that it reestablishes a backup shuttle which can be used in the event that a Dial-a-Ride shuttle or the Beverly Hills Trolley breaks down.

### **FISCAL IMPACT**

The Roxbury Senior shuttle service to La Cienega Park as detailed previously to City Council costs approximately \$5,000 per month. These costs for this trial phase have been taken out of Community Services Department budget savings for fiscal year 2012-13. With the elimination of the regular shuttle, the proposed one time enhancement for \$60,000 for fiscal year 2013-14 can be removed from consideration by the City Council.

### **RECOMMENDATION**

That the regular shuttle service between Roxbury Community Center and La Cienega Community Center and the Library be eliminated and folded into the routine Dial-a-Ride service.

  
Nancy Hunt-Coffey  
Approved By

# **Attachment 1**

**DAILY USAGE MATRIX  
SENIOR SHUTTLE**

The following is a summary of one-way trips to date:

		<b>ROXBURY</b>	<b>LA CIENEGA</b>	<b>TENNIS CT</b>	<b>LIBRARY</b>
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