



CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: September 17, 2007
To: Honorable Mayor & City Council
From: Aaron Kunz, Deputy Director of Transportation
Subject: DISCONTINUATION OF THE CITY PARKING SHUTTLE

INTRODUCTION

Since 1985, the City has provided a transit service called the "Parking Shuttle." The service circulates between the Crescent Drive parking facility and Wilshire Boulevard Department Stores. Due to extremely low ridership and high cost to provide the parking shuttle, staff recommends discontinuing the service.

DISCUSSION

Currently the Parking Shuttle only serves approximately eight to ten passengers trips a day or approximately 2,500 trips annually. The annual operation of this service costs the City approximately \$27,000 or approximately \$10.80 per passenger trip. The shuttles were originally intended to promote the sale of monthly parking at the Crescent Drive parking structures. However, there is little need to promote the sale of monthly parking as monthly parking inventory is completely sold out and have waiting lists for up to a year. Additionally, most existing riders are within reasonable walking distance to their work location.

Staff presented the proposal to discontinue the parking shuttle to the City Council/Traffic & Parking Commission Liaison Committee on June 20, 2007. The Liaison Committee agreed that based on the costs and low ridership it would be appropriate to discontinue the parking shuttle service. Staff plans to provide posted notice in the shuttles three weeks in advance discontinuing the service in November 2007.

Staff will provide an analysis of options for future shuttle services, including a Beverly Hills/Century City shuttle to the City Council/Traffic & Parking Commission Liaison Committee.

