



Information Item

Date: January 31, 2014

To: Mayor and City Council
From: David Martin, Director of Planning and Community Development
Subject: Establishment of LAX FlyAway Stop in Santa Monica

Introduction

The City of Santa Monica was approached in early 2013 by Los Angeles World Airports (LAWA) staff regarding locating a new stop for the LAX FlyAway service in Santa Monica. The LAX FlyAway is a direct bus that serves various locations throughout Los Angeles and Orange Counties, providing direct service to/from Los Angeles International Airport (LAX). LAWA staff indicate that the City of Santa Monica has the second highest number of airport patrons in terms of origins for travel at LAX in all of Los Angeles and Orange Counties, as shown in Attachment A. Approximately 2% of all passengers at Los Angeles International Airport begin their trip in Santa Monica, and of that 2%, approximately 65% begin their trip from a hotel in Santa Monica.

Background

As part of LAWA's effort to mitigate traffic, remote locations were identified within 10-30 miles from LAX that are capable of generating a sufficient number of passengers for shuttle service. The sites are favorable to both air passengers and airport employees. LAWA believes the Santa Monica location can generate a sufficient number of airport passengers and employees to accomplish their goals for the program. An air passenger study completed by LAWA in 2011 indicates the Santa Monica area generates one of the greatest number of air passengers to LAX in the region, second only to concentration of hotels in the area immediately surrounding LAX. LAWA anticipates running 18 trips daily between LAX and Santa Monica.

Discussion

In early 2013 staff from the Planning and Community Development Department and Big Blue Bus worked together to identify an optimal location for the proposed LAX FlyAway stop. Although the Big Blue Bus currently serves LAX via Line 3 and Rapid 3 (having limited service hours), BBB staff do not foresee the LAX FlyAway service having a significant impact on Line 3 ridership.

The proposed location for the new LAX FlyAway stop is on Main Street adjacent to the Civic Auditorium. Since this stop will primarily be serving LAX patrons who originate from Santa Monica, the location of this proposed stop is not designed to accommodate long-term parking patrons at the adjacent Civic Center parking lot. Current regulations prohibit parking in the Civic Center parking lot for more than 72 hours. Furthermore, all advertising materials for the proposed new Santa Monica stop will indicate short-term parking only.

Site Selection

The selection formula which identified the location on Main Street adjacent to the Civic Auditorium was largely based on five factors:

- 1. Traffic infrastructure accessibility*

The roadway at the selected site is capable of safely accommodating the proposed Flyaway vehicle while parked at the curb while not impeding current traffic flow.

- 2. Available waiting/pickup area*

The civic center parking lot provides a safe pick-up/drop off area for those accessing the Flyaway, again without significantly affecting current traffic flow.

3. *Proximity to lodging*

The location has excellent proximity to several hotels and the downtown area which are destination points within Santa Monica.

4. *Access to regional public transit*

The Big Blue Bus has existing transit service located less than 100 yards away and, in the near future, the Expo Line extension will be located less than a half-mile away. This transit linkage between Santa Monica, LAX and the region should not only encourage tourism within Santa Monica but also could act as a viable transit option from LAX to other stops along the Exposition Line such as the 17th Street and Bergamot Stations.

5. *Ease of access to the airport.*

The proposed location provides quick access for the Flyaway vehicles to the 10 freeway allowing them to continue on to LAX via the 405 freeway. Alternatively, when surface street traffic is light or freeway traffic is particularly heavy, Lincoln Boulevard can provide an alternative route to LAX.

Signage

Wayfinding signage has also been proposed by LAWA, in order to direct patrons to the LAX FlyAway stop. The proposed signage conforms to the California Manual on Uniform Traffic Control Devices, and LAWA would pay for all costs associated with sign manufacture, delivery, and installation. Signs would be placed in the immediate proximity of the proposed stop location.

Potential Parking Impacts

Given the proximity of the new stop to the Civic Center Parking lot, Planning and Community Development and Finance Department staff recognize that there may be a potential for increased parking demand due to the new LAX FlyAway service. Staff are

committed to monitoring potential changes in parking utilization once the new LAX FlyAway service is operational. Given the variety of options for travel to/from LAX in Santa Monica (e.g., Big Blue Bus, taxi, shuttles, rental cars) and the high percentage of hotel guests who arrive in Santa Monica without a car, staff believe that the LAX FlyAway service will provide an additional alternative for LAX access that will not result in significant increased parking demands at the Civic Center Parking lot.

Furthermore, all advertising material for the new service will indicate short-term parking only at the Civic Center Lot. This is consistent with the City's current policy of primarily supporting short-term parking needs in City-owned facilities to serve local patrons and visitors. Staff does not recommend any changes to policies now. There may be a need to revisit policies related to long-term parking in the future, at which time staff will seek Council input.

Prepared By: Sam Morrissey, P.E., City Traffic Engineer

Attachment A

Originating Passengers – ZIP Codes with Highest Concentration of Passengers

Location	ZIP Code	Origins (%)	Purpose (%)		Start Trip (%)		Transportation to LAX (%)			
			Vacation	Business	Home ¹	Hotel	Car	Shuttle ²	Taxi	Rental
1 LAX	90045	6.69	38.4	45.3	13.6	82.0	19.1	27.5	8.5	16.7
2 Santa Monica	90404	2.39	57.7	23.8	28.1	65.3	23.6	10.5	23.9	36.0
3 Hollywood	90028	2.07	55.6	23.0	23.8	71.7	25.5	22.6	15.0	28.0
4 West LA	90025	1.76	32.4	24.2	50.4	43.9	43.4	13.5	13.6	18.4
5 Long Beach	90802	1.60	41.0	35.2	28.0	40.5	27.5	29.4	8.1	22.5
6 Beverly Hills	90210	1.59	39.5	32.7	33.6	61.4	34.1	9.1	20.0	27.7
7 Downtown	90013	1.50	20.8	53.6	19.8	73.4	20.8	21.2	29.5	17.9
8 West LA	90024 ³	1.03	28.0	31.5	54.6	25.9	39.2	18.9	15.4	9.1
9 Disneyland	92802	0.79	63.3	23.0	9.2	22.9	12.8	52.3	2.8	26.6

¹ Home and another person's home

² Shuttle includes private shuttles, shared shuttles, and scheduled bus/vans.

³ 12.4% of passengers originating from Zip Code 90024 used the Westwood Flyaway.

Source: Los Angeles World Airports