



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Liza Tamura, City Clerk
Ariana Kennedy, Management Analyst

DATE: November 1, 2011

SUBJECT: Consideration of a Request to Appropriate \$20,000 for the Continued Operation of the Ocean Express Shuttle

RECOMMENDATION:

Staff recommends that the City Council appropriate \$20,000 towards the operating costs of the Ocean Express shuttle.

FISCAL IMPLICATION:

Prior to 2009, the City's contribution to the Ocean Express shuttle was taken from the City Council's Contingency Fund. In 2009, City Council authorized funding the Ocean Express shuttle from Proposition A funds at \$20,000 annually. There are sufficient funds budgeted in the Fiscal Year 2011-2012 budget to utilize Proposition A funds for this expenditure.

BACKGROUND:

In October 2002, Gateway to L.A. (a property-based Business Improvement District which includes a number of hotels along Century Boulevard) set-up a shuttle program in Manhattan Beach called the Ocean Express. The shuttle service began with three hotel stops and one drop-off point (at the Pier). Since that time, four additional hotel stops have been added as well as a stop at the Manhattan Village Shopping Center and Plaza El Segundo. Ridership has continually increased; the shuttle averages 6,700 passengers a month during the summer and 5,300 passengers a month during the winter. Since its launch the shuttle has brought over 472,000 people to Manhattan Beach without increased traffic or parking. Ridership data is attached (Attachment A).

At the May 17, 2011, City Council meeting, the funding for the Ocean Express shuttle was discussed and City Council decided to review the shuttle proposal at a later date. The minutes of the May 17, 2011 meeting are attached (Attachment B).

DISCUSSION:

As is detailed in the May 2011 request for funding (Attachment C), in addition to funding from the City of Manhattan Beach, Gateway to L.A. receives \$8,000 annually from the Manhattan Beach Downtown Business and Professional Association; \$18,000 from the Manhattan Village Shopping Center; \$150,000 annually from the Gateway to L.A. Business Improvement District; and \$350,000 in annual ticket sales. The City of El Segundo does not contribute to the shuttle service (Attachment E). The current annual operating

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budget is \$540,000. Manhattan Beach support of the Ocean Express from 2004-2011 is detailed in the chart below.

Contributor	2004	2005	2006	2007	2008	2009	2010	2011
City of MB	0	0	20,000	10,000	10,000	20,000	20,000	
DBPA	0	10,400	8,800	10,000	10,000	10,000	10,000	8,000
Manhattan Village	1,000	2,000	3,800	4,700	10,000	10,000	10,000	18,000
Chamber of Commerce	0	0	2,500	2,500	5,000	0	0	0
North End BID	5,000	0	0	0	0	0	0	0

A recent 10% decrease in ridership, assessments not being paid, and increase in fuel prices, has left a projected shortfall of \$65,000 in the Gateway to L.A. budget. This forced the Ocean Express to run the shuttle once an hour, instead of twice an hour. The Gateway to L.A. Board of Directors is hopeful the ridership numbers will increase and plan to reassess during the first quarter of 2012. The updated schedule, that began October 1, 2011, (Attachment D).

At the May 17, 2011, City Council meeting several questions were raised:

- will the shuttle pay for itself at some point?
- is there a way to study the actual impact that the shuttle has on the City?
- why stop at Plaza El Segundo when El Segundo is not paying?
- when will Gateway to L.A. transition to clean energy vehicles?
- detailed history and future of the shuttle.

Gateway to L.A. has provided responses which are attached (Attachment E).

A detailed ridership survey, conducted by Gateway to L.A. in July 2010, highlights why passengers came to Manhattan Beach and how much money they spent. The average amount spent was \$111; the survey is attached (Attachment F).

CONCLUSION:

Since the shuttle brings passengers to Manhattan Beach and is supported by the Manhattan Beach businesses, staff recommends that the City Council appropriate \$20,000 for the Ocean Express shuttle. If the City Council should decide not to fund the Ocean Express shuttle, Gateway to L.A. would likely change the stop in downtown Manhattan Beach to 15th Street and Highland Avenue for the remainder of the Fiscal Year and begin service to Venice Beach/Abbot Kinney, and the Westfield Shopping Center in Culver City. At the end of the Fiscal Year Gateway to L.A. would then reassess the routes for the following year.

Attached:

- A. Manhattan Beach Ridership Data
- B. Minutes of the May 17, 2011 City Council Meeting
- C. Gateway to L.A. Request for Funding (May 2011)
- D. Ocean Express Shuttle Schedule (October 2011)
- E. Gateway to L.A. Responses to Questions Raised by City Council at the May 17, 2011 Meeting
- F. Ocean Express Survey – July/August 2010
- G. Letter of Support from Maureen McBride, Owner of Tabula Rasa

Ridership Totals for Ocean Express in Manhattan Beach

	Downtown	Village SC	Plaza El Segundo	Yearly Totals
2002	990			990
2003	12,141	6,759		18,829
2004	25,257	21,402		42,495
2005	60,787	29,287		49,322
2006	45,478	27,624		56,254
2007	51,199	29,151		64,690
2008	63,497	37,119	3,663	79,501
2009	59,501	28,771	6,787	74,639
2010	59,069	27,065	6,628	70,837
2011	34,824	14,764	3,781	53,369
Total	412,743	221,942	20,859	510,926

*2011 data is January - July

ATTACHMENT

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The following individuals spoke on this item:

- **Ed Caprielian, No Address Provided**
- **Viet Ngo, No Address Provided**

MOTION: Mayor Pro Tem Tell moved to approve continuing the minutes of the May 11, 2011 Special Closed Session Meeting to the June 7, 2011 City Council meeting. The motion was seconded by Councilmember Powell and passed by the following roll call vote:

Ayes: Powell, Lesser, Tell and Mayor Montgomery.
Noes: None.
Absent: Howorth.

05/17/11-6. Consideration of Contract with Jenkins and Hogin, LLP for Legal Advice and Assistance (\$195 Per Hour) and Ratification of Expenditures Totaling \$9,738

A member of the audience pulled this item from the Consent Calendar for Council discussion.

The following individuals spoke on this item:

- **Ed Caprielian, No Address Provided**
- **Gerry O’Conner, No Address Provided**
- **Viet Ngo, No Address Provided**

Council held a brief discussion regarding the City Manager’s \$20,000 contract approval limit and why Interim City Attorney Dolley did not “approve as to form” the proposed contract.

MOTION: Councilmember Powell moved to retroactively approve the \$9,738; cap further payments to Jenkins and Hogin, LLP at \$20,000 going forward; and to require that the contract with Jenkins and Hogin, LLP be “approve as to form” form the current City Attorney. The motion was seconded by Mayor Pro Tem Tell and passed by the following roll call vote:

Ayes: Powell, Lesser, Tell and Mayor Montgomery.
Noes: None.
Absent: Howorth.

05/17/11-7. Consideration of a Request for Continued Funding From Gateway to Los Angeles for the Operation of the Ocean Express

A member of the audience pulled this item from the Consent Calendar for Council discussion.

The following individual spoke on this item:

- **Ed Caprielian, No Address Provided**

Councilmember Lesser questioned whether this item had to be approved this evening or whether it could be discussed during the upcoming budget meetings.

Council concurred that it would be more appropriate to address this item as part of the budget during the Proposition A Fund review.

MOTION: Mayor Pro Tem Tell moved to continue this item to the Adjourned Regular Budget Study Session Meeting on May 24th, 2011. The motion was seconded by Councilmember Powell and passed by the following roll call vote:

Ayes: Powell, Lesser, Tell and Mayor Montgomery.
Noes: None.
Absent: Howorth.

05/17/11-14. Consideration of Adoption of Annual Investment Policy

A member of the audience pulled this item from the Consent Calendar for Council discussion.

The following individual spoke on this item:

- **Ed Caprielian, No Address Provided**

MOTION: Mayor Pro Tem Tell moved to approve the adoption of the Annual Investment Policy. The motion was seconded by Councilmember Powell and passed by the following roll call vote:

Ayes: Powell, Lesser, Tell and Mayor Montgomery.
Noes: None.
Absent: Howorth.

05/17/11-19. Accept a Donation of \$9,488.22 from Private Donors for the Marine Park Commemorative Wall Project and Approve an Allocation from the Public Arts Trust Fund of \$10,925.28

In response to Mayor Montgomery's question as to whether this project qualifies for Public Art Trust Fund dollars, Parks and Recreation Director Richard Gill confirmed that it does qualify and that the project should be completed by August of this year.

Council discussed the history of this project and the process for using the Public Art Trust Funds.

Councilmember Lesser stated that he is in favor of this project going forward, however, requested that in the future the Council review the Public Art Trust Fund budget, guidelines for distribution, the process that typically should be followed, and what other projects are waiting to be funded.

MOTION: Councilmember Powell moved to approve accepting a donation of 9,488.22 from private donors for the Marine Park Commemorative Wall Project and approved an allocation of \$10,925.28 from the Public Arts Trust Fund. The motion was seconded by Mayor Pro Tem Tell and passed by the following roll call vote:

Ayes: Powell, Lesser, Tell and Mayor Montgomery.
Noes: None.
Absent: Howorth.



Request for Support for Ocean Express Service

Gateway to L.A. Business Improvement District, located directly adjacent to Los Angeles International Airport, represents 13 hotels, a dozen office buildings and other small businesses. These Century Boulevard-based businesses provide the highest concentration of hotel rooms in Los Angeles and employment to 14,000 workers.

Since 2002, Gateway to L.A. has been operating a shuttle service taking hotel guests and area workers to the dining, shopping and leisure activities in the City of Manhattan Beach. This is a private operation for the purpose of providing our visitors and workers easy and inexpensive transportation to the beach, restaurants and shopping. This service is operated in co-operation with the Manhattan Beach Downtown Association, Manhattan Village Shopping Center, Manhattan Beach Chamber of Commerce, and the City of Manhattan Beach, delivering riders to the heart of Manhattan Beach's Downtown area where they spend millions each year shopping and dining at Manhattan Beach businesses. In fact, surveys consistently show that the average rider spends \$60 dollars per visit or a staggering \$5 million dollars per year. These customers often arrive in the L.A. area without transportation and find their way to Manhattan Beach to support the local economy thanks strictly to the Gateway to L.A. shuttle. Operating two 32-passenger vehicles running 11 hours a day, more than 472,000 riders have used the shuttle to go to and from stops at 10th St. and Manhattan Avenue (downtown) and the Manhattan Village Shopping Center. The shuttle averages 6,700 passengers per month in the summer and 5,300 monthly riders during the winter months.

The SCAQMD has rated our service as effective Green Transit. We eliminated 70,837 auto trips and 574,567 miles through our last year of service, which represents the elimination of 630,000 pounds of carbon dioxide emissions.

Gateway to L.A. is requesting an extension of the annual contribution from the City of Manhattan Beach based on our current level of ridership, riders' spending levels and our commitment to operating an environmentally friendly service. Our current annual budget is \$540,000. We are in the process of renewing the operating contract through June of 2012 at which time we anticipate an increase of 15%.

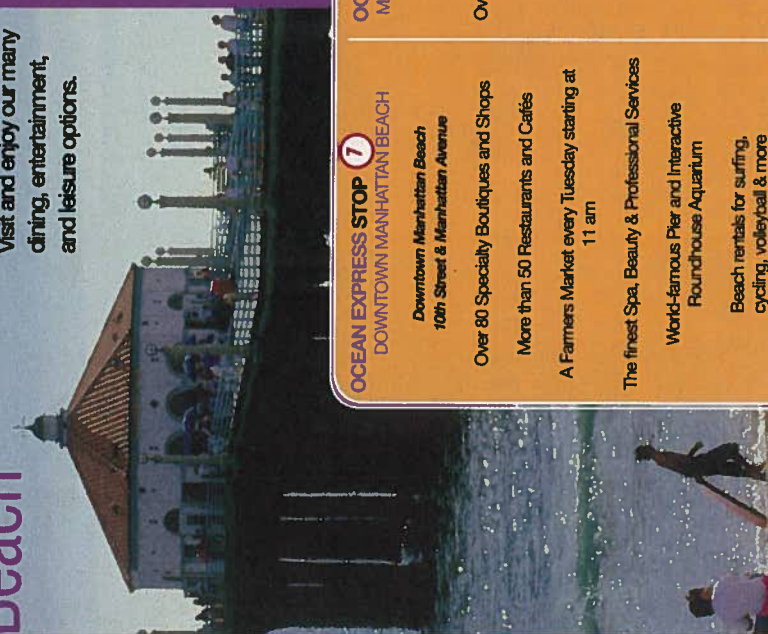
• Gateway to L.A.	\$150,000
• Ticket Sales	\$350,000
• City of Manhattan Beach	\$ 20,000
• MB Downtown Assoc.	\$ 10,000
• MB Village Shopping Center	<u>\$ 10,000</u>
	\$540,000

We are requesting a contribution of \$20,000 per year from the City of Manhattan Beach starting July 2011 through July 2015.



Visit Manhattan Beach

Take advantage of the trolley service available through Gateway to LA. Visit and enjoy our many dining, entertainment, and leisure options.



OCEAN EXPRESS



LEGEND
 - Scenic route
 - Express route
 - Trolley stop
 - End of route

STOPS
 1 1249 West Century Blvd.
 2 Century Blvd and Concourse Way
 3 3157 West Century Blvd.
 4 Century Blvd and Airport Blvd
 5 Century Blvd and Avion Blvd
 6 Century Blvd and Vicksburg Drive
 7 Century Blvd and Beach Pier
 8 Manhattan Village Shopping Center
 9 Plaza El Segundo

Ocean Express trolley service to Manhattan Beach for anyone who visits or works in the airport business district.



Scheduled Pickup Times

Seating is limited - not intended for groups.

	1	2	3	4	5	6	7	8	9								
5249 West Century Boulevard	9:00 am 10:00 am 11:00 am 12:00 pm 1:00 pm 2:00 pm 3:00 pm 4:00 pm 5:00 pm 6:00 pm 7:00 pm 8:00 pm	Century Concourse Way	9:02 am 10:02 am 11:02 am 12:02 pm 1:02 pm 2:02 pm 3:02 pm 4:02 pm 5:02 pm 6:02 pm 7:02 pm 8:02 pm	5757 West Century Boulevard	9:04 am 10:04 am 11:04 am 12:04 pm 1:04 pm 2:04 pm 3:04 pm 4:04 pm 5:04 pm 6:04 pm 7:04 pm 8:04 pm	Century Boulevard and Airport Boulevard	9:06 am 10:06 am 11:06 am 12:06 pm 1:06 pm 2:06 pm 3:06 pm 4:06 pm 5:06 pm 6:06 pm 7:06 pm 8:06 pm	Century Boulevard and Avion Boulevard	9:08 am 10:08 am 11:08 am 12:08 pm 1:08 pm 2:08 pm 3:08 pm 4:08 pm 5:08 pm 6:08 pm 7:08 pm 8:08 pm	Century Blvd and Vicksburg Drive	9:10 am 10:10 am 11:10 am 12:10 pm 1:10 pm 2:10 pm 3:10 pm 4:10 pm 5:10 pm 6:10 pm 7:10 pm 8:10 pm	Manhattan Beach Pier Downtown	9:30 am 10:30 am 11:30 am 12:30 pm 1:30 pm 2:30 pm 3:30 pm 4:30 pm 5:30 pm 6:30 pm 7:30 pm 8:30 pm	Manhattan Village Shopping Center	9:40 am 10:40 am 11:40 am 12:40 pm 1:40 pm 2:40 pm 3:40 pm 4:40 pm 5:40 pm 6:40 pm 7:40 pm 8:40 pm	Plaza El Segundo	9:45 am 10:45 am 11:45 am 12:45 pm 1:45 pm 2:45 pm 3:45 pm 4:45 pm 5:45 pm 6:45 pm 7:45 pm 8:45 pm

Trolley runs 7 days a week

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The Veggie Grill

Vicara Aveda

www.plazaelsegundo.com • 310.647.2431

ATTACHMENT
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Gateway to L.A.

Welcome to Los Angeles! During your stay with us, we hope you take advantage of the many dining, entertainment and sightseeing options available through Gateway to L.A.

Gateway to L.A. is a dynamic business improvement district created by the hotels, office buildings, parking facilities and airport-related services near LAX. With our Ocean Express trolley service to nearby Manhattan Beach, we work to enhance the quality of your visit to the vibrant Century Boulevard corridor.

Enjoy your stay in the Gateway to L.A.!

For more information about OceanExpress, call 818.310.3105

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printed May 2010

Ocean Express Trolley Schedule



- Ocean Express Trolley to Manhattan Beach
- Please ask Hotel Front Desk or Concierge for tickets (free for children 5 and under)

GATEWAY TO **LA** AIRPORT BUSINESS DISTRICT
www.gatewaytol.a.org

**Will the trolley pay for itself at some point?**

The Ocean Express is likely to always be subsidized as Gateway to L.A. wants to keep it reasonably priced for our hotel guests.

The nominal annual contribution from Manhattan Beach is a token of partnership and will be requested as long as the service operates to Manhattan Beach.

Is there a way to study the actual impact the trolley has on the City (sales tax, etc)?

In July 2010, Gateway to L.A. commissioned a survey. See results attached (Attachment E). If Manhattan Beach would like to fund a survey, we would be glad to commission another survey.

Why the stop in Plaza El Segundo when El Segundo is not paying?

- *PES made a significant contribution to be added to the route. Unfortunately, the number of passengers utilizing PES never materialized.*
- *Hotel guests ask to go to restaurants at PES.*
- *PES is on the route and a convenient stop.*
- *Gateway has a substantial amount of collateral marketing materials on hand that promote PES. To remove PES from the route would render the marketing materials useless and incur additional expenses to produce new materials.*

When will Gateway to L.A. transition to clean energy vehicles?

- *The current trolleys were retrofitted in 2008 with Diesel Exhaust Reduction Devices provided through a grant (Carl Moyer) from the SCAQMD. The grant requires the devices to be checked by SCAQMD on a quarterly basis. The operator is in compliance with requirements of the grant and the trolleys meet all environmental codes.*
- *It is Gateway to L.A.'s goal to transition to clean energy vehicles. In the 1st Qtr. Of 2011, we sought bids to change the service to clean energy vehicles (new or used). The result of the bids projected a 30% - 40% increase in costs to change the type of vehicles. Gateway to L.A. operates on a fixed budget that was set in 2005. An increase of 30% - 40% is not feasible with our current budget.*
- *Gateway to L.A. continues to seek grant funding for the purchase of 2-3 new, clean energy vehicles. We have asked Manhattan Beach to partner with Gateway on grant applications to expand the grant opportunities. However, Manhattan Beach has declined assistance.*

What's the history and where does the future of the trolley lie?

The Ocean Express shuttle service has been extremely successful in terms of number of riders served and achieving our goal of giving our hotel guests convenient and economical access to the beach, dining and shopping. We are committed to improving the service as funds allow.

As the success of the service has reached other cities and shopping areas, we have received requests to add additional destinations to the route. The city of Los Angeles is actively lobbying Gateway to L.A. to keep the tax dollars in the City of Los Angeles. While Manhattan Beach is a convenient and scenic destination for our guests, we will always consider new destinations based on tourism demand, convenience, and the opportunity of partnership offered.

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?				\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach	Other				
1	x	x	x	bike	50.00	excellent	business	Great service and convenient
2	x		x	surf	75.00	excellent	pleasure	
3	x	x	x		35.00	excellent	business	I use the express almost every week. Sometimes I bring my family or business associates.
4	x	x	x		10.00	excellent	pleasure	(2 day layover) It makes a short stay/transit in L.A. very pleasant and easy. LAX is the worst airport I have ever been to, in terms of shopping, eating or comfortable Ares, so this service is an excellent alternative.
5			x		0.00	good	pleasure	
6	x				300.00	excellent	pleasure	
7	x	x	x		200.00	good	combination	They are inconsistent on routes
8		x	b		10.00	excellent	combination	This trolley service is a positive asset to visitors.
9		x	x		50.00	good	business	
10			x		0.00	good	pleasure	
11		x			28.00	excellent	combination	Nice request service. Thanks!
12		x	x		10.00	excellent	pleasure	Great - nice and convenient. Thanks for having this service!
13		x			50.00	excellent	business	Great service.
14		x	x		10.00	excellent	combination	This was my first time. I stay at the Sheraton a lot and like to get away. I will go again.
15	x	x			60.00	good	pleasure	Trolley is good - a few extra stops near other shops would be grand. Keep up the good work.
16		x			20.00	excellent	business	
17	x				100.00	good	business	Very convenient. Thanks!!!
18				walk	50.00	good	business	
19			x		200.00	excellent	pleasure	
20	x				50.00	good	business	
21	x	x			300.00	good	business	Great service. Not very punctual . . .but that's ok.
22		x		bike ride	28.00	x	business	Great service! I always take advantage of the Ocean Express every layover I have at LAX.
23	x	x	x		500.00	good	combination	Great city, great people. I love the hospitality and service.

ATTACHMENT
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**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?				\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach	Other				
24	x	x			700.00	excellent	combination	Great way to get around.
25		x	x		150.00	excellent	pleasure	
26		x	x		15.00	good	pleasure	The trolley is very convenient.
27		x	x		20.00	good	pleasure	Good experience - would come again when visiting the USA
28			x		0.00	good	combination	
29			x		10.00	good	business	
30	x			walk	125.00	good	business	
31	x	x			100.00	excellent	business	
32	x	x	x		50.00	excellent	combination	
33	x	x			50.00	excellent	pleasure	
34	x	x			80.00	excellent	pleasure	
35			x		30.00	excellent	business	
36		x			80.00	good	business	Good service.
37	x		x		70.00	excellent	pleasure	Looking forward to coming back.
38	x	x	x		50.00	excellent	combination	Keep it going - love it!
39		x	x		40.00	excellent	pleasure	Convenient and inexpensive. Great when we had a layover.
40			x		15.00	good	pleasure	Very clean place!
41		x	x		35.00	excellent	pleasure	Very nice service!!
42			x	sightseeing	10.00	excellent	pleasure	
43	x	x			30.00	good	combination	Trolley doesn't always run on time.
44			x		35.00	good	pleasure	
45	x	x	x		100.00	excellent	pleasure	Great & convenient.
46				trolley ride	0.00	excellent	combination	Will take it next time.
47		x	x		30.00	excellent	business	
48	x		x		10.00	excellent	business	
49	x	x			200.00	good	pleasure	Nice to have trolley available. Could be more punctual.
50	x	x	x		200.00	good	business	Late sometimes. The seats hurt my back :(
51		x	x		250.00	good	combination	One late bus (45 min.). Keep the trolley running.
52	x	x	x		50.00	good	lay over stop	1st trolley was late. Good service at a good price.

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?			\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach				
53		x	x	10.00	excellent	combination	I've used the shuttle almost every day for a week - couldn't have done it w/o the shuttle!
54		x		20.00	excellent	business	A good enhancement to the community!
55		x	x	20.00	good	business	Seats could have cushions/padded.
56	x	x	x	150.00	excellent	pleasure	OMG! Easy :) Everyone is so happy- we will be using this service for 4 days.
57	x	x	x	500.00	excellent	pleasure	
58	x			50.00	excellent	business	A very good service and not expensive.
59	x			1,500.00	excellent	business	I loved Manhattan.
60		x		50.00	excellent	combination	
61	x			500.00	good	combination	
62		x	x	20.00	excellent	combination	Excellent value. Would not have made the trip without the trolley.
63		x	x	40.00	excellent	pleasure	
64	x	x	x	200.00	excellent	pleasure	
65	x	x	x	250.00	excellent	pleasure	Bell Desk told me. Excellent service.
66	x	x	x	150.00	good	combination	I would like the trolley to go back to the beach from the shopping center instead of going the whole loop.
67	x	x	x	70.00	excellent	pleasure	Great ride
68	x	x	x	200.00	excellent	pleasure	Great bus driver - very helpful.
69	x	x	walk	78.00	excellent	pleasure	The trolley ride was a nice choice for an easy day trip.
70			x	10.00	x	pleasure	Friendly service :)
71	x	x	x	100.00	excellent	pleasure	Would not have experienced this otherwise.
72	x	x	x	200.00	excellent	combination	
73	x	x		146.00	excellent	pleasure	Very good idea - great service.
74	x	x		75.00	excellent	pleasure	
75	x			40.00	excellent	pleasure	
76		x	x	60.00	good	pleasure	I love the trolley.
77	x	x	x	50.00	excellent	combination	Keep it running!
78			x	10.00	excellent	pleasure	Enjoyed our stay.
79		x	x	0.00	excellent	pleasure	Excellent service.
80		x	x	20.00	excellent	pleasure	Excellent tourism service.

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?			\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach				
81				0.00	good	pleasure	
82			x	10.00	good	pleasure	It is an easy way to get around. I like it a lot!
83	x	x	x	50.00	good	business	
84	x	x	x	35.00	excellent	combination	Very important service for airport hotel stay :(
85	x			200.00	excellent	pleasure	
86		x	x	50.00	excellent	business	
87	x	x	x	200.00	excellent	pleasure	
88	x		x	25.00	excellent	combination	Excellent service. Makes touring easy.
89		x		200.00	excellent	pleasure	
90	x			0.00	good	pleasure	Bus was 15 minutes late.
91	x			100.00	excellent	business	The bus is excellent. It comes on time twice thanks.
92	x			250.00	excellent	pleasure	This is my first time for using this service, but is excellent. Thank you.
93		x		80.00	excellent	combination	
94	x	x	x	250.00	excellent	combination	Transportation is great. We don't worry about parking.
95		x		30.00	excellent	combination	
96	x	x	x	0.00	excellent	business	
97			x	0.00	excellent	pleasure	Use shuttle to tour beach and malls.
98	x			400.00	excellent	pleasure	
99			x	5.00	good	pleasure	
100	x	x	x	150.00	good	business	I wish the service continues and also wish new routes if possible. Thank you.
101			x	2.00	good	pleasure	Layover.
102		x		2.53	excellent	business	
103			x	195.00	excellent	combination	Great job!
104		x	x	175.00	excellent	combination	Overnight work with the airline.
105			x	100.00	excellent	combination	
106			x	200.00	excellent	pleasure	Great
107	x			100.00	excellent	combination	Thank you.
108		x	x	15.00	excellent	business	Keep it running! We love the service. Thank you. Alaska Flt. Crew
109	x		x	25.00	excellent	pleasure	
110	x		x	150.00	excellent	business	This is my first time so I don't have much to say but until now is good!

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?			\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach / Other				
111	x		x	0.00	good	business	Thanks
112			surf	45.00	good	business	
113	x	x		120.00	good	business	It was a great way to spend my day@ Thanks for the trolley! I wouldn't have been able to afford a cab.:(
114	x	x		350.00	excellent	pleasure	Good service. Great "fill in" before flight.
115	x	x		40.00	excellent	combination	
116	x	x		200.00	excellent	pleasure	Excellent Ocean Express service - I would return if I knew it was going to continue.
117		x		50.00	good	pleasure	
118	x			40.00	good	pleasure	
119	x	x		115.00	excellent	pleasure	
120	e		bike ride	60.00	excellent	pleasure	The Ocean Express was very accommodating g! 4-Stars
121	x			30.00	excellent	combination	
122		x		20.00	excellent	business	
123	x	x		100.00	excellent	pleasure	
124	x	x		1,000.00	excellent	pleasure	
125	x	x		130.00	excellent	combination	Great service. I really love the trolley or I would be stuck at our hotel.
126	x			2,000.00	excellent	pleasure	Great service. Would not visit Manhattan Beach without the trolley.
127	x	x		30.00	excellent	business	
128	x			0.00	good	business	Uncomfortable seats
129		x	walk	12.00	excellent	business	
130	x	x		150.00	excellent	business	Keep the trolley going!
131	x	x		300.00	good	pleasure	
132			walk	40.00	good	combination	
133		x	walk	20.00	excellent	pleasure	
134	x	x		140.00	excellent	business	Love it! It's great - keep it going.
135				20.00	excellent	pleasure	
136				0.00	excellent	business	
137	x	x		35.00	excellent	business	Love the service! :)
138			run	0.00	excellent	business	
139		x		11.00	excellent	pleasure	

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?			\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach / Other				
140		x		35.00	good	pleasure	Seats are too hard.
141		x		15.00	good	pleasure	
142		x	x	25.00	good	pleasure	
143	x		x	10.00	excellent	pleasure	Very good
144	x			30.00	good	combination	
145	x	x	x	40.00	excellent	combination	
146		x	x	85.00	excellent	combination	
147	x	x	x	200.00	excellent	pleasure	A well run and excellent thing to do for the airport hotel.
148	x	x	x	70.00	excellent	pleasure	Our daughter told us of the tour - she was right - it is a great service.
149			walk	6.00	excellent	combination	We were happy to find out of the express - easy and fair price instead of rental car.
150	x	x	exercise	30.00	good	business	
151		x	x	25.00	excellent	business	Great service
152		x		60.00	good	pleasure	Running a bit late!
153	x	x		210.00	excellent	business	Great service - love it - usually go to the beach.
154	x		x	200.00	good	combination	
155			burn time	20.00	good	neither	My flight left me.
156		x		75.00	good	pleasure	Very convenient
157	x	x	x	40.00	good	combination	
158		x		100.00	excellent	business	It is a very good service and for us the tourist is a great way to go and shop. The drivers are great!!
159			x	4.00	excellent	business	
160	x		x	70.00	excellent	pleasure	Great, affordable service. Please keep it going!
161	x		x	0.00	excellent	pleasure	The service was great.
162			baby-family	500.00	excellent	pleasure	Great service :)
163	x	x		50.00	excellent	pleasure	
164		x	x	40.00	excellent	pleasure	
165	x	x	x	20.00	excellent	pleasure	Wait for flight overseas
166			x	0.00	excellent	pleasure	
167	x		x	0.00	excellent	business	
168			got wet	0.00	excellent	business	

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?			\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach Other				
169			x	20.00	good	pleasure	
170		x		50.00	excellent	combination	
171	x			1,800.00	good	pleasure	Busses run late!
172			x	0.00	excellent	pleasure	Brilliant idea - great bargain. Sightseeing element very good also as well as shopping.
173	x			100.00	excellent	pleasure	
174	x			100.00	excellent	combination	
175			x	0.00	excellent	combination	
176	x	x		100.00	excellent	pleasure	All good! Thanks.
177	x	x		60.00	excellent	pleasure	
178	x		x	80.00	excellent	pleasure	
179		x	x	30.00	good	pleasure	
180			x	10.00	good	pleasure	
181		x		100.00	excellent	business	
182		x		100.00	good	business	
183		x		100.00	excellent	business	
184			x	8.00	good	pleasure	
185		x		-	good	business	
186			x	80.00	excellent	pleasure	
187		x		60.00	good	business	The bus was late!
188			x	50.00	good	pleasure	
189			x	35.00	excellent	pleasure	
190		x		100.00	good	pleasure	Very friendly and helpful people.
191	x			30.00	excellent	pleasure	
192			spa	150.00	good	business	
193	x	x		200.00	excellent	pleasure	
194	x	x	x	100.00	excellent	pleasure	Thanks for showing us and taking us around your beautiful city :)
195	x	x	x	30.00	good	pleasure	
196	x	x		50.00	excellent	pleasure	Valuable addition to the area, perfect anti-dote to flying and airline terminals. Advertise it more.

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?			\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach				
197	x			100.00	excellent	business	Everything ok
198	x	x	x	200.00	excellent	business	Love it!
199	x			30.00	excellent	pleasure	
200			x	6.00	excellent	combination	
201		x		100.00	good	pleasure	
202			x	10.00	good	pleasure	Late
203				0.00	other	pleasure	Waiting 40 minutes
204	x		x	50.00	good	pleasure	
205			x	0.00	good	business	Airport layover. Missed business trip - otherwise good.
206			x	20.00	good	business	
207				18.50	good	business	
208			x	30.00	good	pleasure	
209		x	x	80.00	good	pleasure	
210	x	x		200.00	excellent	pleasure	
211	x	x	x	0.00	excellent	pleasure	Great thanks.
212				30.00	excellent	business	
213	x			200.00	excellent	business	I like all the drivers.
214	x	x		1,000.00	excellent	business	
215				0.00	good	business	
216	x	x	x	200.00	excellent	combination	Its great to have the service from the airport hotels - United Airlines
217		x		150.00	excellent	pleasure	
218			x	20.00	excellent	pleasure	
219			x	20.00	excellent	combination	
220			x	20.00	good	business	okay
221		x		30.00	excellent	business	
222		x		30.00	excellent	business	
223		x	x	30.00	excellent	pleasure	We think Los Angeles is beautiful as their people.
224	x	x	x	150.00	excellent	combination	Excellent service for visitors.
225	x			5.00	excellent	pleasure	Enjoyed the ride.
226	x	x		183.00	excellent	pleasure	Love your service.

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?				\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Eat	Beach	Other				
227		x	x		20.00	excellent	pleasure	
228	x				20.00	excellent	pleasure	
229	x	x	x		35.00	excellent	combination	Thanks
230	x	x	x		18.00	excellent	business	I'm a flight attendant and ride this trolley very frequently. Please keep it running!
231			look around		40.00	excellent	business	
232		x	walk		4.00	excellent	combination	
233					0.00	excellent	transit	
234	x	x			30.00	excellent	business	
235		x	x		85.00	excellent	business	
236	x	x	x		20.00	good	business	I have used the shuttle multiple times and more often than not the shuttle is behind schedule but very useful and otherwise efficient. But no more raising the cost of the shuttle. Please.
237	x	x			20.00	excellent	business	Love the trolley!
238		x	x		16.00	excellent	combination	
239	x	x	x		43.00	excellent	business	
240	x				1,500.00	excellent	pleasure	Please (call out) stop at the mall rather than just say stop number, I waited for bus to stop and it never did. Met another passenger and we have a date tonight :)
241		x	x		10.00	excellent	business	Fight attendants use the shuttle all the time on layovers!
242	x	x	x		65.00	excellent	combination	Very friendly surveyor also!
243			x		0.00	excellent	pleasure	
244			four		100.00	good	pleasure	
245	x	x			40.00	excellent	business	The bus trolley had a terrible squeaky noise. Also the driver used his cell phone to much on August 10th; 6:00 pm - 10 pm.
246	x		x		35.00	excellent	pleasure	
247	x				300.00	poor	transit	Bus sign (replacement bus) not clearly visible; looking for trolley. Otherwise great idea. Recorded commentary a little low in volume.
248	x	x	x		20.00	excellent	pleasure	
249	x				10.00	excellent	business	
250		x	x		40.00	excellent	pleasure	Good service to keep running.
251		x			17.00	good	pleasure	

**Gateway to LA
Ocean Express Survey
July - August 2010**

	What did you do in Manhattan Beach?			\$ Spent	Ocean Express Rating	Visit Purpose	Comments
	Shop	Beach	Other				
252			took photos	0.00	excellent	pleasure	Tourist
				28,151.03			Avg. \$111



ATTACHMENT

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Date: October 26, 2011

To: Mayor Nick Tell
Mayor Pro Tem Wayne Powell
Amy Howorth
Richard Montgomery
David Lesser
Dave Carmany
Mary Ann Varni

From: Maureen McBride, Owner

Re: Ocean Express

I want to express to you how important the Ocean Express Trolley is to our downtown business community and ask that you continue to support Gateway to LA. Each year the trolley carries close to 60,000 visitors to our downtown area. These visitors are able to enjoy our beach and landmarks as well as dine in our restaurants and shop in our stores.

When we introduced the trolley years ago, we had several goals in mind. One was to expose our downtown restaurants and shops to families, business travelers, flight crews, and vacationers visiting or traveling through Los Angeles. Without the trolley, these folks typically headed north to Santa Monica or Beverly Hills, completely bypassing Manhattan Beach. Another was to curb the amount fuel emissions and parking of rental cars/taxi's bringing these folks south, especially during the summer months when parking is particularly challenging. When we partnered with you, the Chamber of Commerce and Manhattan Village Mall, we created a valuable marketing tool highlighting Manhattan Beach to the hotels along the LAX corridor. This has created a significant and positive relationship with the concierges and we continue to host events with them to showcase our spectacular downtown. The more visitors we have, the more opportunity we have to grow our businesses and we all know that dollars spent here in our city stay in our city!

The location of the drop off was also strategically planned so that we offer valuable exposure to concentrated areas of downtown. By choosing the drop off on Manhattan Avenue, we insured that visitors enjoy all the shops and restaurants along this corridor in addition to the natural flow of foot traffic on Manhattan Beach Blvd. and Highland Avenue.

In closing, Ocean Express is a win, win for all of us. Of the 70,000-75000 total riders on Ocean Express each year, our downtown location welcomes more than 80% of these visitors. While it is difficult to quote an actual dollar amount that these visitors are spending in our downtown community, we have to believe the value of having these visitors is significant. I frequently see business travelers and flight crews over and over again throughout the year. Vacationers with a layover are experiencing our city and are more likely to plan a destination visit after enjoying their day-stay here. The trolley is a great bonus to our city. To loose it would be a great loss for all of us.