

Council Meeting of  
April 28, 2009

Honorable Mayor and Members  
Of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Transit - Concur City Manager's submittal to the Los Angeles Metropolitan Transportation Authority (Metro) 2009 Call For Projects Grant Application.**

**Expenditure: None**

**RECOMMENDATION:**

Recommendation of the Transit Director that City Council concur with the City Manager's submittal of the Transit Department's Los Angeles Metropolitan Transportation Authority (Metro) 2009 Call For Projects Grant Application.

**FUNDING:**

No funding is being requested at this time.

**BACKGROUND/ ANALYSIS:**

The Los Angeles County Metropolitan Transportation Authority (Metro) issues a bi-annual Call for Projects for public agencies that provide transportation facilities or services with Los Angeles County. Metro allocates state and federal funds for eligible projects within various modal categories, including Transit Capital, Transportation Demand Management and Pedestrian and Transportation enhancements. The Call for Projects program is a competitive process that distributes discretionary capital transportation funds to regionally significant projects.

Local jurisdictions, transit operators, and other public agencies are eligible to submit applications proposing projects for funding. Metro will review, rank and approve eligible projects which will then become part of the five-year program of projects scheduled for implementation in Los Angeles County. Metro placed a deadline of April 24, 2009 for all application. Due to the deadline and urgency of the matter, the city manger approved the submittal of the application on April 23, 2009. The item is being brought to your honorable body for concurrence as quickly as was possible to do so.

The University of California, Los Angeles' (UCLA) Transportation Department approached the Torrance Transit Department about applying to the Call as co-

sponsors in a demonstration project.

Known as the “Blue and Gold Express!” this two-year demonstration project would be a limited stop, subscription based service that would originate in the South Bay and alight passengers at UCLA and the Century City area.

Patterned after an express bus service, the “Blue and Gold Express!” would be a subscription based service for 100 passengers, meaning only 100 passes will be sold per quarter. The targeted audience for this project is UCLA students, UCLA faculty/staff, and business people who travel from the South Bay to the Westwood/Century City area on a daily basis.

Operating Monday through Friday during morning and afternoon peak hours, four leased CNG buses would board passengers at the Del Amo Mall and Columbia Regional Park before commuting up the 405 Freeway using the High Occupancy Vehicle Lanes. The first alighting stop would be at UCLA’s Lot #32, where departing passengers can walk to the UCLA campus, utilize the UCLA Shuttle Service, or access other transit services offered by other public transit agencies. (Lot #32 also happens to be a Fly-Away Park and Ride stop for Los Angeles International Airport.) The service would then continue to drop off passengers until reaching its final alighting stop at the Westfield Century City Mall. The afternoon peak service would travel this same route in reverse.

To operate this demonstration project, UCLA and Torrance Transit have submitted a joint application to the Call, requesting funding in the amount of \$1,182,284. If funded, a local match of 21% (or \$314,266) is required, of which Transit is committed to provide \$157,133. Transit believes it can cover a portion of this local match through fare revenue recovery (approximately \$34,000). Both UCLA and Torrance Transit have agreed to share all costs and revenues for this project equally. Quarterly passes for the subscription service will be sold at both the UCLA campus and the West Annex Transit Store at City Hall. The actual price of the pass has not been determined at this time, but, staff projects that it will be approximately \$170 to \$190 per quarter (\$57 to \$64 per month). As an added incentive, UCLA is reviewing the possibility of subsidizing at least 50% of the pass fee for students.

At this time, because this is a short-term demonstration project that is limited to 100 passengers per day, only individuals who purchase a quarterly pass will be able to utilize the service. However, should the project prove to be highly successful and demand for its service increases, fareboxes can be quickly installed in each vehicle to allow for “casual riders” who wish to utilize the service.

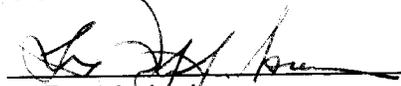
The goal of the project is to raise public awareness about the benefits of public transportation, support the region’s efforts to reduce Greenhouse Gases (GHG), address congestion mitigation by reducing single-occupancy vehicle traffic and reduce fuel consumption by promoting multi-modal commuting alternatives.

In late September 2009, Metro is tentatively scheduled to adopt the Call for Projects. At that time, staff will know if we were successful or not with our grant application. If we are fortunate to obtain grant(s), staff will return to your Honorable Body for acceptance of the grant as well as approval to commence operation of the project.

Respectfully submitted,

  
\_\_\_\_\_  
Kim Turner  
Transit Director

CONCUR:

  
\_\_\_\_\_  
LeRoy J. Jackson  
City Manager

Attachments:

A) 2009 Call for Projects Application – submitted by Torrance Transit System and the University of California, Los Angeles.



Los Angeles County Metropolitan Transportation Authority  
 2009 Call for Projects  
**PROJECT FUNDING APPLICATION**

<b>Metro Use Only</b> Project # _____ Mode: _____ Area: _____
--

**NOTE TO APPLICANT:** Each individual project must be submitted as one application. A complete application consists of three parts: I-General, II-Financial, and III-Modal. Two (2) hard copies and one (1) CD-R or DVD of a complete application are required. Do not submit spiral or machine-bound applications. Project Study Reports (PSR), Project Study Reports/Project Development Support (PSR/PDS) or a Project Study Report Equivalent (PSRE) (whichever is applicable), plans, brochures, or other literature will not be accepted in lieu of a completed Metro application. All questions must be answered.

*Prior to filling out this application, be sure to review the Call for Projects "New and Important Program Requirements" found on page 2 of this Application Package.*

## PART I - GENERAL PROJECT INFORMATION

1. **PROJECT TITLE** (Do not exceed 60 characters, including spaces - for use on all Metro summary listings):

**UCLA Blue & Gold Express!**

2. **PROJECT APPLICANT:** **City of Torrance - Transit Department**  
 Lead Agency  
**20500 Madrona Avenue**  
**Torrance CA, 90503**

Contact Person Name & Title: **Kim Turner, Transit Director**

Phone #: **310 618-6266** and Fax #: **310 618-6229**

e-mail: **kturner@torrnet.com**

\* Please note that the designated "Contact Person" is the only contact point for all Call for Projects communications from Metro. All Metro correspondence, questions, inquiries soliciting clarification of information contained in applications, etc., will be directed to the identified contact person. Therefore, if the above designated contact person no longer functions in this capacity (i.e., vacation, illness, etc.), it is the responsibility of the project applicant to contact both the modal lead and overall leads (see page 19) with the newly designated person who will function as the liaison between Metro and the Project Applicant.

(continued on next page)

3. MODAL CATEGORY (select ONE only and include Part III of application beginning on page indicated):

- |                                     |   |              |          |    |          |
|-------------------------------------|---|--------------|----------|----|----------|
| <input type="checkbox"/>            | Regional Surface Transportation Improvements    | Priority No. | __       | of | __       |
| <input type="checkbox"/>            | Signal Synchronization & Bus Speed Improvements | Priority No. | __       | of | __       |
| <input checked="" type="checkbox"/> | Transportation Demand Management                | Priority No. | <u>1</u> | of | <u>1</u> |
| <input type="checkbox"/>            | Bikeway Improvements                            | Priority No. | __       | of | __       |
| <input type="checkbox"/>            | Pedestrian Improvements                         | Priority No. | __       | of | __       |
| <input type="checkbox"/>            | Transit Capital                                 | Priority No. | __       | of | __       |
| <input type="checkbox"/>            | Transportation Enhancement Activities           | Priority No. | __       | of | __       |

If this application is part of a multi-modal application, and separate applications are being submitted in other modal categories, please indicate below by checking which mode(s).

- Regional Surface Transportation Improvements
- Signal Synchronization & Bus Speed Improvements
- Transportation Demand Management
- Bikeway Improvements
- Pedestrian Improvements
- Transit Capital
- Transportation Enhancement Activities

4. PROJECT DESCRIPTION SUMMARY (Do not exceed 180 characters, including spaces - for use on all Metro agenda items and reports):

UCLA and the Torrance Transit System are partnering to create a two year demonstration project to promote transit ridership via a rapid bus service - the "Blue & Gold Express".

5. PROJECT LOCATION & LIMITS OR SERVICE AREA

Originating in Torrance with two boarding locations (the Del Amo Fashion Center and Columbia Park) the rapid bus service will travel up the 405 Freeway and alight passengers at locations in Century City and near the UCLA Campus. This carefully planned project does not replicate any existing service or infringe upon fixed bus routes offered by other Transit agencies in the Westwood and Century City area.

6. **TOTAL PROJECT EXPENSES:** \$1,496,550  
(From Part II, Line 17 - In FY 2008-09 whole dollars)

7. **TOTAL FUNDING REQUEST:** \$1,182,284  
(From Part II, Line 38 - In FY 2008-09 whole dollars)

8. **FEDERAL TRANSPORTATION IMPROVEMENT PROGRAM (FTIP) QUESTIONS:**

- Has this project or any component of it previously received funding from previous Metro Calls for Projects (CFP)?  Yes  No
- If yes, what is the CFP Number ID #?
- Has this project or any component of it previously received funding from Federal Earmarks or State Earmarks?  Yes  No
- If yes, what is the Earmark ID #?
- Is the project in the 2008 Regional Transportation Improvement Program (RTIP)?  Yes  No
- If yes, what is the RTIP ID #?

9. **PROJECT READINESS**

As indicated under the New Program Requirements of this 2009 Call for Projects Application Package, "Project Readiness" will be a factor in determining whether a project application continues through the Metro Call for Projects evaluation process. It is important that applicants provide accurate and complete information in this section. Should a project applicant be awarded funds in the 2009 Call for Projects, during the subsequent Recertification process for the first year of funding, Metro staff may contact the successful project sponsor to determine whether the project is ready to enter into an MOU or LOA with Metro. Should a project **not** be ready it could result in the project being cancelled by Metro. It is, therefore, important that applicants carefully evaluate project readiness prior to applying in the Call.

**Provide any evidence that project funding will result in a timely completion including the following information:**

- Describe how the schedule provided is realistic to enable project completion based on the years funding is requested in the Part II Project Financial Plan of this application, and is consistent with the above schedule and Metro's or the State/Federal Lapsing Policies (See Appendix C).

The Blue & Gold express is a two year demonstration project designed to promote the usage of public transit and increase public awareness of its benefits to the region and environment. The funding requested is to develop a rapid (subscription based) bus service that originates in the South Bay, travels north on the 405 Freeway, and terminates in the Century City area near the UCLA campus. If funded, the project can be implemented as quickly as Fall of 2009, and operate until Fall of 2011. Developed in partnership by UCLA and the Torrance Transit System (TTS), both agencies have envisioned a three phase project that could grow into an ongoing rapid service.

Phase One is the demonstration portion of this project, with the goal being to attract riders and promote the usage of public transit. Phases Two and Three will be for the

(continued on next page)

expansion and enhancement of the service - and its evolution from a demonstration project to a standing rapid service.

Patrons of the service will be UCLA students, faculty and business travelers wishing to avoid Single Occupancy Vehicle (SOV) commuting from the South Bay region of Los Angeles to the Century City area.

- List all owners of the right-of-way where the project is to be constructed. Are there any future plans for the right-of-way that might affect the project?

None.

- Does the project require the use of a Metro-owned right-of-way? If so, the project applicant should coordinate with Metro's Real Estate Department if the project is either adjacent to Metro property or requires a license for its use from Metro. The project applicant should not assume that funding for the project will include approval by Metro's Real Estate Department for any license. The cost of any alterations to the Metro right-of-way to make it usable for a project, including relocations, removal of existing structures or loss of existing revenue generators, will be the responsibility of the project

No.

- Identify all other agencies or organizations that are active participants in this project. Indicate how their involvement is required in order to implement this project. List the names and phone numbers (if possible) of representatives from these agencies. "Letters of support" should be included with the application package; not mailed separately to

The University of California Los Angeles (UCLA) and the Torrance Transit System are co-sponsoring this project.

Project Sponsor/Partner:  
 Torrance Transit System  
 20500 Madrona Avenue  
 Torrance, CA 90503  
 Contact: Kim Turner, Transit Director  
 Phone: (310) 618-6266

Project Sponsor/Partner:  
 UCLA Transportation Services  
 555 Westwood Plaza, Suite 100  
 Los Angeles, CA 90095  
 Contact: Renee A. Fortier, Director of Transportation  
 Phone: (310) 206-6317

- Are there any adjacent jurisdictions, agencies, property owners, etc., who would be impacted by the proposed project? If yes, please list and describe outreach efforts, dates, participants and any results/issues that could impact the project's schedule.

No.

(continued on next page)

PROJECT READINESS continued next page

(continued on next page)

- Indicate the proposed project schedule below by filling in estimated (or already completed) dates for the project activities listed below. Please indicate any milestones that are complete or in progress.

Activity	Date
Feasibility Study	
Operation Plan	
Start of Environmental Documentation	
Community Meetings or Other Forums (please list below)	
<hr/>	
Torrance City Council	8/4/2009
Draft Environmental Document	
Final Environmental Document	
Governing Board Approval (please provide name of governing board below)	
<hr/>	
Begin Design Engineering	
Completion of Plans, Specifications, and Estimates	
Start of Right-of-Way-Acquisition	
Right-of-Way Certification	
Ready to Advertise	7/1/2009
Start of Construction (Contract Award)	
Project Completion	12/31/2011
Other	

## PART II - PROJECT FINANCIAL PLAN (ATTACH)

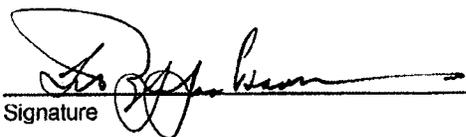
Complete and attach the financial plan for the project, pages 33-35. Clearly identify all funding sources as either COMMITTED or UNCOMMITTED. Project Applicants should note that if their application is awarded funding, all local match funding will be escalated accordingly and considered committed. All figures must reflect FY 2008-09 whole dollars

The amount of local funds available through the 2009 Call for Projects will be limited. Therefore, federal and state funds represent the majority of the available funding.

A person duly authorized to sign for the organization (city manager, general manager, executive director, or high-ranking officer) must sign below:

Notwithstanding my declared Local Match, as indicated in Part II-Project Financial Plan of this application, I understand that I will be required to submit additional hard match if awarded federal and state funding in future years.

I certify that this project is not the full responsibility of a developer.

  
\_\_\_\_\_  
Signature

23 April 2009  
\_\_\_\_\_  
Date

City Manager  
\_\_\_\_\_  
Title

**PART II: PROJECT FINANCIAL PLAN**

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY

2009 CALL FOR PROJECTS

Project Title: UCLA Blue & Gold Express!

Project Sponsor: City of Torrance - Transit Department

**1. PROJECT FINANCIAL EXPENSES**

NOTE: INDICATE ALL AMOUNTS IN FY 2008-09 WHOLE DOLLARS. METRO WILL ESCALATE ACCORDINGLY

PROJECT EXPENSES *	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	TOTAL
<b>CAPITAL EXPENSES</b>						
1 Design and P&E						
2 Construction						
3 Construction Engineering						
4 Right-of-Way Acquisition or Lease						
5 Equipment Purchase or Lease (e.g. computer)						
6 Vehicle Purchase or Lease	360,000	360,000	0	0	0	720,000
<b>OPERATING EXPENSES</b>						
7 Administration/Management	74,500	76,735	0	0	0	151,235
8 Operating Costs	230,820	237,745	0	0	0	468,565
9 Maintenance	36,000	36,000	0	0	0	72,000
10 Marketing	5,000	5,000	0	0	0	10,000
<b>OTHER (specify)</b>						
11 Fuel	25,000	25,750	0	0	0	50,750
12 Insurance	12,000	12,000	0	0	0	24,000
13						
14						
15						
16						
<b>17 TOTAL PROJECT EXPENSES</b>	<b>743,320</b>	<b>753,230</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,496,550</b>

\* List only expenses to be incurred in the completion of the Scope of Services of the project for which you are applying for funding. Expense categories are not applicable for all projects. Project management/administration expenses are capped at a maximum of 10% of total project cost.

PLEASE INDICATE THE AMOUNT AND YEARS IF YOU WILL REQUIRE ADDITIONAL FUNDING IN LATER YEARS FOR THIS PROJECT.

**PART II: PROJECT FINANCIAL PLAN**

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY  
 2009 CALL FOR PROJECTS

Project Title: UCLA Blue & Gold Express!  
 Project Sponsor: City of Torrance - Transit Department

**2. PROJECT FUNDING SOURCES**

**NOTE: INDICATE ALL AMOUNTS IN FY 2008-09 WHOLE DOLLARS. METRO WILL ESCALATE ACCORDINGLY**

ALL EXISTING PROJECT FUNDING SOURCES* [OTHER THAN FUNDING REQUESTED UNDER THIS CALL FOR PROJECTS]	Indicate if Committed or Uncommitted	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	TOTAL
18 FEDERAL MONETARY (Specify)							
19 Local Match to Federal Monetary							
20 FEDERAL MONETARY (Specify)							
21 Local Match to Federal Monetary							
22							
23 STATE MONETARY (Specify)							
24 Local Match to State Monetary							
25 STATE MONETARY (specify)							
26 Local Match to State Monetary							
27							
28 LOCAL MONETARY (specify)**							
29 UCLA & TTS Local Funding Match	Committed	157,133	157,133	0	0	0	314,266
30 In-Kind (Specify)							
31							
32 OTHER (specify)							
33							
<b>34 TOTAL EXISTING FUNDING SOURCES AND LOCAL MATCH</b> [OTHER THAN FUNDING REQUESTED UNDER THIS CALL FOR PROJECTS]		157,133	157,133	0	0	0	314,266

\* List only funding for expenses to be incurred in the completion of the Scope of Work of the project for which you are applying for funding. Do not include funding obtained in previous Metro Call for Projects. Funding categories are not applicable for all projects.

\*\* If Metro assigns Federal funds to the project, the local match must be at least 11.47% of the Amount Requested.

**PART II: PROJECT FINANCIAL PLAN**

LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY  
 2009 CALL FOR PROJECTS

Project Title: UCLA Blue & Gold Express!  
 Project Sponsor: City of Torrance - Transit Department

**2. PROJECT FINANCIAL SUMMARY**

**NOTE: INDICATE ALL AMOUNTS IN FY 2008-09 WHOLE DOLLARS. METRO WILL ESCALATE ACCORDINGLY**

PROJECT FINANCIAL SUMMARY		FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	TOTAL
35	Total Project Expenses (line 17)	743,320	753,230	0	0	0	1,496,550
36	Total Project Funding (Line 34)	157,133	157,133	0	0	0	314,266
[OTHER THAN FUNDING REQUESTED UNDER THIS CALL FOR PROJECTS]							
37	Total Project Funding Shortfall (Line 35 minus Line 36) [There must be a shortfall for a project to be eligible for funding under this Call for Projects]	586,187.00	596,097.00	0.00	0.00	0.00	1,182,284

**PROJECT FUNDING REQUEST**

TOTAL PROJECT FUNDING REQUESTED UNDER THIS CALL FOR PROJECTS [THIS IS THE AMOUNT REQUIRED TO OFFSET THE SHORTFALL ON LINE 37 FOR WHICH FUNDING IS REQUESTED. DO NOT SPECIFY FUNDING SOURCE]		FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	TOTAL
		586,187.00	596,097.00	0.00	0.00	0.00	1,182,284

**PART III - MODAL CATEGORY INFORMATION (ATTACH)**

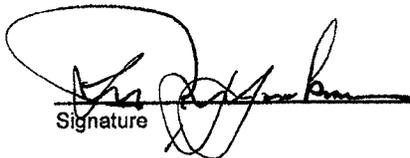
Complete and attach the project information applicable to the modal category selected in Question No. 3 (Page 28).

**CERTIFICATION:**

A person duly authorized to sign for the organization (city manager, general manager, executive director, or high-ranking officer) must sign and certify the application.

The applicant is responsible for meeting the terms and conditions of Metro Board project approval. This includes the local match requirements and project scope as approved by the Board upon adoption of the 2009 Call for Projects. Applicants should be aware that the scope approved by the Metro Board may differ from that contained in the original application and that Metro may place stipulations on the project as a condition of approval. These will be noted in the standard Memorandum of Understanding (MOU), Letter of Agreement (LOA), State Transportation Improvement Program (STIP) LOA, or Transit LOA.

I attest to the fact that the data submitted herein is true and accurate to the best of my knowledge, and that the project will be designed, operated, and maintained to maximize safety.

 \_\_\_\_\_  
Signature Date 23 April 2009

 \_\_\_\_\_  
Title

Co-applicants: (If applicable)

 \_\_\_\_\_  
Signature/Title Date 4/22/09

\_\_\_\_\_  
Signature/Title Date

**PART III**  
**TRANSPORTATION DEMAND**  
**MANAGEMENT**

**PART III - TRANSPORTATION DEMAND MANAGEMENT - TDM**

**Project Title:** UCLA Blue & Gold Express!

**Project Applicant:** Kim Turner

**PROJECT TYPE:**

- Technology and/or Innovation
- Ridesharing Incentive
- Parking Management Programs
- Transportation Facilities Amenities
- Commuter Service Centers
- New and Unique Demonstration
- Other

**PROJECT DESCRIPTION AND LOCATION:** On two pages or less, please:

- 1) Provide a specific description of the project for which funding is requested. Describe the components of the proposed work, project background and history. Include any backup documents necessary to the description provided.

The Project is intended to attract regional riders from the Southbay who can park and ride, and then take Transit directly to work or, as needed, connect to their destination using the rich transit offerings on the Wilshire Corridor. If funded, the partners in this project will purchase or lease four (4) Cutaway Compressed Natural Gas (CNG) Buses with a seating capacity of about 24 passengers. These buses will be equipped with WiFi capability, and each seat will have a fold down tray to accommodate a laptop computer, or to allow the passenger to work, study or attend to other matters while commuting.

The service will operate during the AM and PM Peak Hours. Originating at the Del Amo Mall in the South Bay, subscribers to the "Blue & Gold Express" can board one of four (4) Buses that will begin service at 6:30 a.m. There will be a second pick up point at Columbia Regional Park in North Torrance. The service will then travel up the 405 Freeway and alight passengers at two locations in Century City and near the UCLA Campus. PM peak service will travel the same route in reverse. This project does not replicate any existing service or infringe upon fixed bus routes offered by other Transit agencies in the Century City area. UCLA and TTS believes this will appeal to our target audience of UCLA students and faculty, and other business professionals traveling to the Century City area. The "Blue & Gold Express" will begin as a subscription based service during this demonstration portion of the project. As the ridership grows and the service gains popularity, UFS Genfare Fareboxes can be installed to accommodate cash paying customers and EZ pass patrons.

Both UCLA and TTS understand and support the region's efforts to alleviate traffic congestion, lower emissions/greenhouse gases, and reduce overall fuel consumption. The "Blue & Gold Express" demonstration project can achieve this.

- 2) Note the exact project location, length and geometrics. Include map showing location of proposed project.
  - a) Identify the jurisdiction(s) in which project is located.

The City of Torrance and the Century City/UCLA Campus area.

- b) Describe the specific work to be constructed and/or installed by the proposed project

The service will operate during AM and PM Peak Hours. Originating at the Del Amo Mall in the South Bay, subscribers to the "Blue & Gold Express" service can board one of four buses that will be in service beginning at 6:30 a.m. (the second vehicle in the service will pick up from the same location at 7:00 a.m., with each additional vehicle departing in 30 minute intervals). From the Del Amo Mall, the next stop would be Columbia Park in North Torrance where additional riders of the service can also board.

The service would then travel up the 405 Freeway utilizing the High Occupancy Vehicle Lanes with no additional stops until reaching the LAX Fly Away Bus Stop on Kinross Avenue in front of the UCLA Parking Structure 32. From here, riders can then access other public transit services, utilize the UCLA Campus Shuttle, or simply walk to their final destination if it happens to be the UCLA campus (namely UCLA students and faculty members).

To reduce operating costs and deadhead miles to the vehicles, both rapid buses would then lay over until the PM peak in which they would return to the South Bay, utilizing the same route. Professional bus operators from TTS will drive the buses in this service. While the vehicles are on layover at the campus, the operators can utilize either the UCLA Vanpool service or a TTS relief vehicle to return to the TTS Transit Yard before returning in the afternoon to perform the PM service.

- c) Identify any transit facilities (transit centers, park/ride lots, bus stops, etc.) that are included in the proposed work.

A Transit HUB, a large regional park, a large mall and a LAX Fly Away Bus Stop have been identified as boarding and alighting locations for this project.

Del Amo Fashion Center  
Torrance, CA 90503

Columbia Park  
4045 190th Street  
Torrance, CA 90503

LAX Fly Away Bus Stop  
Westwood Station  
Westwood, CA 90095

Westfield Century City Shopping Center  
10250 Santa Monica Blvd.  
Los Angeles CA 90067

- d) If applicable, provide photograph of location (a Google Earth version)
- e) Attach a project map in color identifying (i.e., clearly labeling) the project's location and limits, and the activity centers and transit facilities it serves. The map should be legible and to scale and must include the name of the sponsoring agency and project. More than one map is allowed.
- 3) Note the anticipated project start date and duration.

If funded the project can begin operation as quickly as Fall Semester of 2009. As this is demonstration project that may grow into a full fledged rapid service, this initial phase is designed to operate until Fall of 2011. At that time, both UCLA and TTS will evaluate the overall success of the project and determine what enhancements and expansions to the service needed to continue its success.

## Call for Projects Application

Part III - TDM

- 4) Elaborate on the specific use for which the funds are requested (i.e., overall program development/project design and/or construction).

The majority of the funds requested for this project (85%) will be utilized for its daily operation and maintenance costs, along with bus operator salaries and other operating costs such as the leasing of the vehicles. Administrative Costs and Fees will be minimal (15%) and will be use for planning and reporting purposes.

- 5) Discuss how this project complies with pertinent state and local plans, including your agency's General Plan, Capital Improvement Plan and/or Circulation/Transportation Element. Please include copy or link to the section that relates to proposed project submitted or links.

The "Blue and Gold Express" reflects UCLA's and TTS' commitment to provide safe and efficient access and mobility in an environmentally responsible manner. This guiding policies are set forth within the University's Long Range Development Plan, its Transportation Demand Management Plan, and most recently, the campus Climate Action Plan.

The Climate Action Plan commits UCLA to reduce its drive-alone mode share to 50% and the Plan contains new initiatives to reduce greenhouse gas (GHG) mobile source emissions. (These are provided in the attached table.) In addition, the University maintains a voluntary, daily vehicle trip cap with the City of Los Angeles, which seeks to limit the number of vehicles entering and exiting campus each day.

- 6) Identify potential environmental issues and type of anticipated environmental processing:

- a) Discuss potential adverse impacts that would affect the viability of alternatives?

**None.**

- b) If applicable, describe any environmental documentation to be completed (or already complete) under the requirements of both CEQA and NEPA.

**Not applicable.**

- c) Identify any permits or additional studies that may be or were required.

**None.**

- d) Identify any existing known hazardous waste sites within, or immediately adjacent to, the proposed project location.

**None.**

- 7) List other agencies, organizations, stakeholders, community organizations, or neighborhood councils providing financial or other support to the project and describe involvement. Please provide evidence of support such as letters and agendas used for outreach meetings informing the public of the intent of the proposed project.

Call for Projects Application

Part III - TDM

The University of California Los Angeles (UCLA) and the Torrance Transit System are co-sponsoring this project.

Project Sponsor/Partner:

Torrance Transit System

20500 Madrona Avenue

Torrance, CA 90503

Contact: Kim Turner, Transit Director

Phone: (310) 618-6266

Project Sponsor/Partner:

UCLA Transportation Services

555 Westwood Plaza, Suite 100

Los Angeles, CA 90095

Contact: Renee A. Fortier, Director of Transportation

Phone: (310) 206-6317

Project Title: **UCLA Blue & Gold Express!**  
(from Part I, Question I)

Answers must be provided to all of the items listed below. Items that do not apply to the project should be answered as being non-applicable along with an explanation as to why they do not apply to the project. Failure to provide the requested information may result in an incomplete PSRE and project disqualification.

**1. REGIONAL SIGNIFICANCE AND INTERMODAL INTEGRATION** On one page or less, entitled "Project Significance and Inter-modal Integration" (Up to 30 points):

- a) Describe how the project supports the goals and objectives in Metro's adopted 2001 Long Range Transportation Plan (LRTP) as outlined in the Objective Section of this modal application. Identify where the project is listed in the LRTP (if applicable). (up to 3 points)

There is increased recognition in regional planning that we must make innovations within our existing transportation systems. Attracting new riders to transit and making transit more convenient and accessible is an important contribution to the region, and to congestion relief overall.

The demonstration project will create a positive impact on the congested corridor along the 405 freeway and, the Wilshire Boulevard and Santa Monica Boulevard interchanges. The reduction in vehicle trips along this congested corridor provides direct support for the Congestion Management Plan Network. The UCLA/Westwood community will also benefit from the reduction in vehicles traveling through the area each day.

- b) Discuss the project's benefit to regional trip generators and/or regional activity centers. (Up to 7 points)

There are approximately 1,184 UCLA employees who live within the Torrance area and the vast majority of them drive alone. Further, there are many additional commuters from the South Bay who drive to Century City and Westwood. For these commuters, there is no viable transit alternative and even time-shifting is not viable since the 405 Freeway is heavily congested throughout the day. The demonstration project will provide an opportunity for these many SOV commuters to "try transit" as well as experience faster, more convenient, and more reliable travel times since the commuter bus will utilize new HOV lanes on the 405 Freeway.

- c) Note whether the project is part of a Metro, SCAG, AQMD or other multijurisdictional plan? (Up to 5 points)

The "Blue & Gold Express" is a partnership between the City of Torrance and UCLA, and also Century City. These three entities are working together on this plan to reduce both regional congestion and mobile source emissions, the latter effort enabled with clean-fuel CNG transit.

- d) Explain how the project will promote intermodal integration. (Up to 15 points)

The "Blue and Gold Express" joins an increasingly large Westside intermodal network at the intersection of Wilshire-Kinross-Veteran Avenues and it adds a critically needed "hub spoke" from the South Bay. For riders journeying to Century City, the project will enhance their current master planning effort called the "Greening of Century City", which focuses on providing pedestrian connectivity and enhancing non-SOV modes of travel.

The Express Service will interconnect with transit routes provided by Metro, Santa Monica Big Blue Bus, Culver CityBus, the LAX Flyaway and Amtrak bus. The de facto Westwood transit hub provides many amenities for commuters, including UCLA's Campus Express transit service throughout Westwood, thirteen ZipCars within Westwood and the UCLA campus, bicycle racks and lockers adjacent to the bus stop, and in the near future, a bicycle rental hub. Many so-called "last mile of travel" needs are accommodated at this location.

The benefits are both immediate and longer term. As this project matures, it will likely demonstrate significant demand for public transit service from the South Bay to the Westside. It is perceived that the project will be the first steps towards more permanent transit service in the 405 corridor, perhaps foreshadowing the need for rail service along it. The project will also improve service to the de facto intermodal hub in Westwood, and initiate connectivity to the likely future station site for the Westside Subway.

**2. PROJECT NEED AND BENEFIT TO TRANSPORTATION SYSTEM** Please discuss in a section entitled "Need for Project and Benefit to the Transportation System" (Up to 30 points):

- a) Why is the project needed? What problem or issue will it solve? Please provide information on needs analysis performed to date. (Up to 9 points)

The project provides significant benefits to those who live in the South Bay and work on the Westside. The 405 Freeway is heavily congested and solo drivers face significant congestion and delay both in the AM and PM periods. Not only will the service allow improved travel times, it will begin to reduce Westside traffic and establish an alternative mode connection where there is currently no Commuter Express style service. A latent benefit is that it may also improve ground travel time to LAX and other major attractors, if there is a small reduction in 405 traffic congestion.

- b) Describe what long term value the project will produce and its benefit to improving mobility. Are there funding commitments and/or policies for sustaining the project after the Metro grant period? (Up to 4 points)

This project is intended to jump-start other Commuter Express services. The goal is to reach SOV (single occupancy vehicle) commuters who are amenable to public transportation by offering them an equally or faster travel time, convenient access, and new WiFi service that allows them to do work en route. This transit demonstration project has the potential to be very successful, and ultimately, even be replaced by light-rail service from the South Bay to Westwood.

- c) How will the project reduce the number of vehicle trips, vehicle miles traveled, and vehicular emissions? Clearly document your methodology for projecting trips, VMT or emissions reductions. (Up to 6 points)

UCLA has run a number of calculations of VMT reductions and GHG savings. We have calculated these using different participation rates (see attached table). For example, if just 10% of the UCLA employees in the South Bay use transit, we estimate that it will reduce 441 metric tons of GHG per year trips per day. On an annual basis, it will reduce VMT travelled by 1,001,920. If 15% of the eligible employees use the Blue and Gold Express there will be a savings of 644 metric tons of GHG and 1,462,480 VMT.

- d) How does this project modify travel choices/times in your community and reduce travel from peak to non-peak periods? (Up to 6 points)

The Blue and Gold Express will reduce the number of single-occupant vehicle trips taken during peak hours. In addition, we anticipate that midday trips will be reduced because commuters who use the Blue and Gold Express will not be bringing a vehicle to Westwood. They will be able, however, to use the many alternative mode offerings in Westwood for local trips, and these include Zipcar, bicycle loaners, and the Campus Express shuttle.

- e) Describe how the project increases transit usage in your community. (Up to 5 points)

UCLA currently has an employee transit share of 14%, which is about 50% higher than regional transit mode share. The UCLA transit mode share has grown from about 9% in 2000, due to an ambitious program to recruit new riders, offer them TAP cards and other convenient fare options, and most importantly, make their travel affordable. Currently, all registered UCLA students and employee riders receive a 50% or more subsidy on their transit trips. This subsidy makes transit a preferred choice for all UCLA commuters. UCLA also continues to recruit new riders by offering free transit trials and customized, GIS based transit marketing.

**3. LOCAL MATCH (Up to 10 points)**

Must be consistent with Part II: Table 3 of the Project Financial Plan Summary.

a) Minimum Hard Match (0 points)	<u>299310</u>	<u>20</u> %
b) Hard Overmatch:	<u>14956</u>	<u>1</u> %
c) In-kind Overmatch:	<u>0</u>	<u>0</u> %
d) Total local match commitment a + b + c = d	<u>314,266</u>	<u>21</u> %

\* Meets Local Match Requirement (0 Points)

\* Exceeds Local Match Requirement (up to 10 points)

Number of points is based on percentage of overmatch. Applicants who provide a 50% match will receive the full 10 points.

**4. COST EFFECTIVENESS (Up to 10 points)**

- a) Metro staff will assess the project's cost effectiveness based on its demonstrated ability to meet the perceived regional mobility benefit in relationship to the total cost of the project. (Up to 5 points)

A considerably amount of time and effort has gone into the development of this project, and both UCLA and TTS are confident that all aspects of the project were developed with the most cost effective approach to create a reliable, efficient and needed service for transit patrons. The most desired boarding and alighting locations, as well as the route that the service would utilize, were carefully reviewed and planned to assure that commuter needs were addressed, and that the service would compliment (not compete against or replicate) existing transit services.

- b) Provide a detailed project budget for project planning, start-up, construction, operation/marketing and other project elements. Please use Attachment 1 to indicate the staff positions dedicated to the proposed project and the applicable hourly rate charges. (Up to 5 points)

Attachment 1 is a detailed budget for this project.

## 5. LAND USE AND ENVIRONMENTAL COMPATIBILITY/SUSTAINABILITY POLICIES

(Up to 20 points)

Proposed projects that fall into the following areas will receive higher points in this category if they demonstrate the following by providing a copy of the section or a link to the required documents pertaining to the question:

- a) Describe how your jurisdiction's local land use policies support and maximize the effectiveness of this project/program. Is it in an existing or proposed Transit Oriented Development consistent with the Transit Village Development Planning Act of 1994? (see web link below) (Up to 10 points)

[http://ceres.ca.gov/planning/pzd/2000/pzd2000\\_web/pzd2000\\_plan3.html#anchor685734](http://ceres.ca.gov/planning/pzd/2000/pzd2000_web/pzd2000_plan3.html#anchor685734)

Westwood/Wilshire has the second highest density of residences and employment in Los Angeles area, next to downtown. There is a tremendous need to increase commuter access to the area and also to reduce vehicle trips. UCLA recently completed a Workforce Housing Master Plan and, not surprisingly, one of the significant findings was the difficult jobs/housing balance on the Westside. While the demonstration project cannot correct this, there is such a large concentration of UCLA employees in Torrance that we expect to show the value of identifying and providing a "commuter-centric" transit service. Using GIS we have found that many of the Torrance users are proximate to the transit stops, and can walk or use bicycles to access them. The transit stops encompass, within one-quarter of a mile, many apartments, different housing types, and commercial properties. We anticipate that Transit riders will be able to reduce their need for chained trips in their automobiles.

- b) Is the proposed project part of the General Plan or/and the Circulation/Transportation Element? Describe if the proposed project is in the Capital Improvement Plan. (Up to 5 points)

UCLA has community members that travel to the campus from the entire LA Basin, but it has targeted the South Bay because this area has particularly large numbers of SOV drivers. There are currently limited alternative transportation options from there, as noted in UCLA's 2009 Transportation Goals and Objectives. UCLA currently operates five or six vanpools from the South Bay but is simply unable to meet the growing demand for alternative transportation from this region. Over the long term, commuter buses more efficiently meet the significant demand from the South Bay to Westwood.

- c) List any sustainability or related recycling, emission reduction, greenhouse gas (GHG) emissions, or resource conservation policies/programs that have been formally adopted, or are under consideration, by your jurisdiction's/agency's governing body. Please provide detail on these policies and actions which can include, but are not limited to, policies contained in local planning documents, development agreements, or other local legislative actions. (Up to 5 points)

The demonstration project is also congruent with the University Climate Action Plan which derives its focus from two policy sources: the University of California Office of the President and the American College and University Presidents Climate Commitment. The policies generally align with the better-known greenhouse gas reduction legislation AB32 of the State of California, and it requires reductions in greenhouse gas emissions by milestone years (2014 and 2020) that bring GHG emissions to levels below the benchmark years of 2000 and 1990, respectively. The UCLA Climate Action Plan was approved in December 2008 and includes numerous mobile source greenhouse gas emission reduction initiatives. These initiatives include reducing SOV mode share to 50%, among others and a much higher use of clean fuel vehicles. The CNG buses used in the demonstration are congruent with the greenhouse gas initiatives.

PSR EQUIVALENT SIGNATURE

Approved and Certified by Local Agency:


23 April 2009  
 \_\_\_\_\_  
 Agency Chief Executive (i.e. Mayor, City Manager, CEO, CAO, Pres Dir  
 City Eng. Gen. Mgr. or equivalent) DATE

This Project Study Report Equivalent has been prepared under the direction of the following staff authorized by the sponsoring agency to sign for the work. The person signing below attests to and certifies the technical information contained therein and the engineering data if appropriate, upon which the recommendations, conclusions, and decisions are based.

\_\_\_\_\_  
*authorized staff*
DATE

If applicable, California PE Stamp and Lic #

ATTACHMENT B  
LOS ANGELES COUNTY REGIONAL ITS ARCHITECTURE  
CONSISTENCY

This form should be completed and executed for all ITS Projects or Projects with ITS elements.

1. Name of Sponsoring Agency.
2. Contact Name:
3. Contact Phone:
4. Contact Email:
5. Project Description:
  
6. Identify the ITS elements being implemented and the relevant National Architecture User Service(s) (see Attachment A in Appendix E).
  
7. Outline the concept of operations for the project.
  
8. Identify participating agencies' roles and responsibilities

Call for Projects Application

Part III - TDM

By signing and self-certifying this form, the agency commits itself to following the ITS requirements listed below during project design and implementation. Please be advised that your project may be subject to further review and documentation by FHWA or FTA during project design and implementation phases:

Perform a lifecycle analysis for the ITS project elements and incorporate these costs into the Operations and Maintenance Plan as part of the system engineering process.

Maintain and operate the system according to the recommendations of the Operations and Maintenance Plan upon project completion.

Use the systems engineering process and document the system engineering steps, and

Use the Los Angeles County Regional ITS Architecture interface standards, if required, and conform to the regional configuration management process.

Signature:

\_\_\_\_\_ Agency Representative

Date \_\_\_\_\_

Estimated Project Management Manpower Table Attachment 1A - Program Operations & Maintenance

Project Task	Title: Bus Operator Rate: \$39.05 /hr x 4		Title: Maintenance Staff Rate: \$55.00 /hr x 1		Staff Title: Rate: /hr		Total Hours
	# of Hours	Cost	# of Hours	Cost	# of Hours	Cost	
Task 1	Operate daily service - Transport Patrons		Oversee Vehicle Upkeep and Preventive Maintenance				
1.1							
1.2							
Task 2			Make necessary vehicle repairs				
2.1							
2.2							
etc.			Fuel Vehicles				
Total	12,000	\$468,565	400 hours	\$22,000			12,400

- Proposed rates will be evaluated according to "reasonable & customary" rates per task.
- Approval will be based on Metro's discretion and project sponsor's acknowledgment.

\* - Please note that all salary/hourly rates listed above are composites and include employee benefits.

\*\* - The staff salaries listed here are for Program Operation and Maintenance Services. Program Administration is on the following page.

Estimated Project Management Manpower Table Attachment 1B - Program Administration

Project Task	Title: Director Rate: \$72.11 /hr x 1			Title: Project Staff Rate: \$57.69 /hr x 2			Title: Marketing Analyst Rate: \$35.00 /hr x 1			Title: Intern Rate: \$13.00 /hr x 1		
	# of Hours	Cost		# of Hours	Cost		# of Hours	Cost		# of Hours	Cost	Total Hours
Task 1												
1.1												
1.2												
Task 2												
2.1												
2.2												
etc.												
Total	300	\$21,633		800	\$92,304		800	\$28,000	715	\$9,298		2,615

- Proposed rates will be evaluated according to "reasonable & customary" rates per task.
- Approval will be based on Metro's discretion and project sponsor's acknowledgment.

\* - Please note that all salary/hourly rates listed above are composites and include employee benefits.

\*\* - The staff salaries listed here are for Program Administration. Program Operations and Maintenance is on the preceding page.

# Potential Market for Torrance-UCLA Transit Services and Environmental Benefits

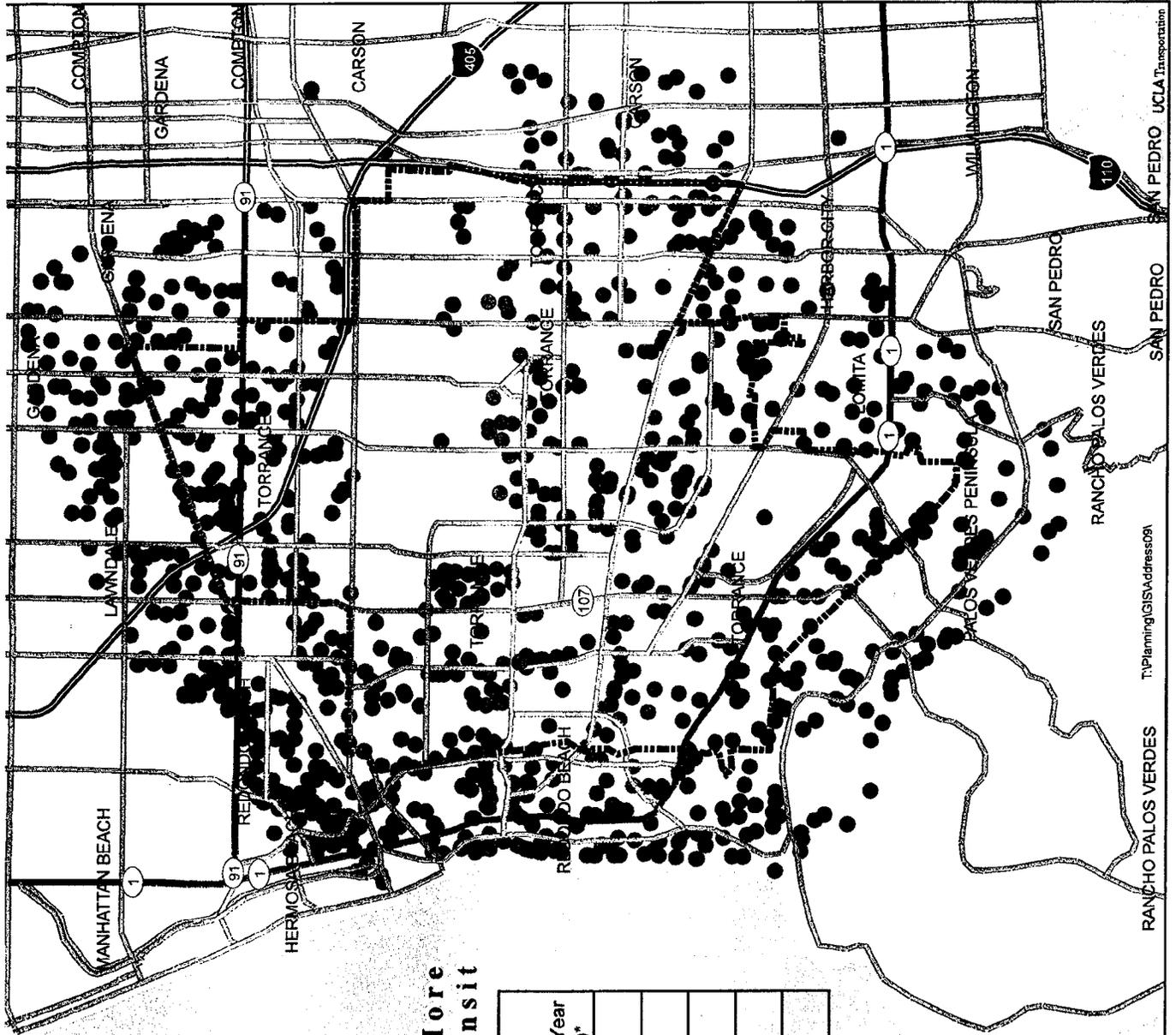
## UCLA Employees Currently Residing in Torrance

	Count	%
Total employees living in or within 1 miles from Torrance	1184	100.0%
Driving	508	42.9%
Public Transit	3	0.3%
Carpool	25	2.1%
Vanpool	52	4.4%
Unknown	596	50.3%

## Environmental Benefits If More Employees Commute by Transit

	Count	%	GHG Emission Reduction Per Year (In Metric Tons)*
Employees currently using transit	3	0.30%	10.7
If 5% more employees using transit	62	5.30%	220.7
If 10% more employees using transit	124	10.30%	441.3
If 15% more employees using transit	181	15.30%	644.2
If 20% more employees using transit	240	20.30%	854.2

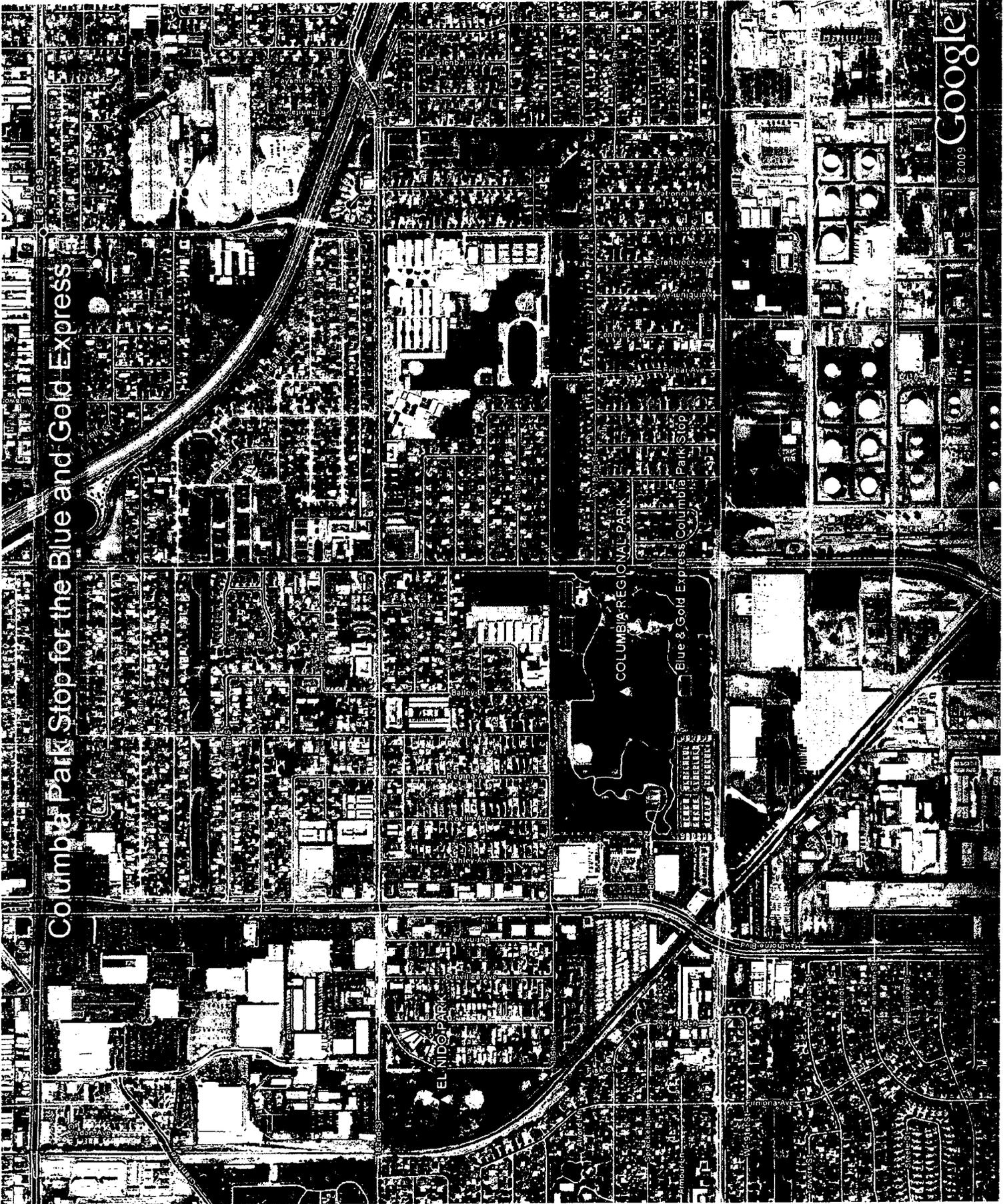
\* Assume: a) One-way commute distance is 20 miles;  
 b) All commuters solo drive with a car of 20 MPG;  
 c) Commuters work 202 days per year;  
 d) A gallon of gasoline gives out 8.81kg of CO2 after burning



T:\Planning\GIS\Address091

UCLA Transportation





UCLA/Westwood Stop for the Blue and Gold Express

