

Improving LADOT DASH Service in South Park ***South Park BID White Paper***

Introduction and Summary

The South Park neighborhood of Downtown Los Angeles currently has little LADOT DASH service. As LADOT reevaluates the service system-wide, the rapidly growing South Park neighborhood should be considered for additional stops and lines, while the entire system would benefit from longer hours and increased marketing.

THE ISSUE: A Growing Urban Neighborhood Without Enough Transit

Downtown Los Angeles is currently experiencing unprecedented growth across residential, office, commercial, and entertainment sectors. The South Park neighborhood, located in the southwest corner of Downtown LA, is the nexus of the present development boom, with over 20 projects slated for construction and eight under construction as of Spring 2015. South Park is also one of the city's largest economic drivers, serving both the Sports & Entertainment district and a quickly growing residential population.

As new development comes in to South Park, public parking availability is decreasing while density increases. An excellent problem to have in an increasingly urban and sustainable neighborhood, it still poses the question of how the populace will circulate through the Downtown LA area and get to key destinations, many of which are in South Park. Residents and tourists alike need access to reliable public transit that serves a 24/7 downtown, especially if we hope to stem and decrease car traffic, and increase the pedestrian-friendly nature of the community.

THE SOLUTION: Increased Service & Marketing

With LADOT now undergoing a process to reevaluate all bus routes, including the DASH system, the South Park neighborhood and its growth necessitate close consideration and increased service.

Based on public community meetings and staff recommendations, the South Park Business Improvement District requests that LADOT considers the following changes to the DASH system:

Increase Service Times

- Increase times of service in evenings past 6 PM
 - Prioritize Thursdays, Fridays and Saturdays
- Increase all lines to include weekends

- Increase bus reliability and frequency during non-rush hours
- Increase bus capacity and frequency during rush hours

Broaden Destinations & Access

- Increase east-west connectivity across Downtown LA, particularly on:
 - Olympic Blvd.
 - Pico Blvd.
 - 12th St.
- Take advantage of faster traffic on one-way streets, such as Grand Ave. and Flower St.
- Connect more locations throughout Downtown LA to the LA Convention Center and L.A. LIVE to serve tourism, and retain visitors in the Downtown area
- Focus on destination connectivity, bringing routes from South Park to the following places:
 - Music Center
 - Disney Concert Hall
 - City Hall
 - Union Station
 - Arts District
 - Historic Core
 - 7th St. business corridor

Escalate Marketing & Connectivity

- Utilize existing localized organizations (BIDs, Neighborhood Councils, Council Districts, etc.) to convey basic information and keep locals informed
- Continue real-time bus information, and consider building into stops
- Continue physical stop updates, which make locations increasingly more clear
- Connect with community organizations on social media, and cross-promote businesses, organizations, and specials along routes

The South Park community is thrilled that LADOT is reevaluating their bus lines, and looks forward to bus services with the new growth of Downtown LA in mind. The South Park BID is eager to help facilitate this process in the local community, and provide outreach support to LADOT during this process and into the future.

About the South Park Business Improvement District

The South Park Business Improvement District is a non-profit created by local property owners in 2005 to provide services to the South Park community in Downtown Los Angeles. With a core function of delivering safety and maintenance to the district, the South Park BID also offers district

identity, marketing, business attraction, and advocacy services for the community at large. The BID also focuses on improving the built environment, initiating projects to fix the sidewalks, plant new street trees, install public art, build a parklet, and activate the alleys. For more information, please visit www.southpark.la.