Hi Tracy -

I cannot attend the city strategic planning meeting Wednesday but would like the following read into the public comments correspondence please. Thanks!

Dear City Council:

I would like to respectfully request that city transportation be given strategic priority for the next fiscal year in El Segundo.

With the addition of many businesses within El Segundo as well as new/improved youth sports facilities east of Sepulveda (Campus El Segundo, Wisburn Pool, and Toyota Sports Center), we have seen increased traffic, parking problems, and the need to move our non-driving public to further recesses of the city. Further, with decreasing ridership and increasing staffing problems, our lunchtime shuttle and dial-a-ride service levels have experienced declining reliability (which perpetuates further decreased ridership).

Our existing public transportation system does not serve the growing needs of at least three important constituencies:

1) Youth who are old enough to move around unsupervised but who can’t drive themselves to a) youth sports during the mid-afternoon and evening hours (Some of whom have working parents unavailable to drive during the work day) b) the middle school (For those who live too far to walk)
2) Seniors who can no longer drive or prefer not to throughout the day when needed (without scheduling in advance and often without the flexibility of getting the times they need)
3) Adults who prefer not to drive within the city (Maybe due to parking issues, traffic, health/wellness or environmental compassion.)

Further, the city has invested in a large stock of transportation assets as well as a maintenance facility, which may be sub-optimally utilized and which may not be the most up-to-date, flexible, environmentally-friendly options available.

Some ideas I think the city should investigate include:

Short term
- expand existing shuttle service (hours and routes) in El Segundo to include sports facilities east of Sepulveda (Campus, Wiseburn pool, Toyota Sports Center.)
- expand shuttle service (hours and routes) in El Segundo to include middle school
- improve dial-a-ride scheduling and same-day availability
-increase staff pay rate

Long-term
-replace existing assets with more diversity (cleaner air vehicles, smaller vehicles that don’t need class B license, smaller vehicles to match capacity with ridership) OR outsource/privatize city transportation to achieve city goals
-consider soliciting business sponsorship / selling ads (especially to advertise downtown businesses) to engage better ridership as well as improve financial opportunity

Improving city transportation options could have the following positive impacts:
-increased rec card renewal compliance
-reduced traffic at Maple, Marisposa, and Grand Ave
-reduced parking impact at Campus, Wiseburn Pool, and Toyota Sports Center
-reduced pollution and road wear
-increased participation in youth after-school activities
-increased ridership overall (due to increased awareness of shuttle) and thus increased pedestrian foot traffic
-improved asset utilization on existing fleet AND/OR improved financial efficiency of city transportation spending
-improved ability to attract staff, staff morale & retention

My second recommendation is that the city convene a transportation task force or committee to oversee transportation.

Currently, transportation is managed by the Jocelyn Center under the Recreation and Parks Department and the assets are managed by the Public Works Department. I believe, for this reason, the strategic future of our city transportation is not being given sufficient attention to keep up with the changing opportunities or challenges faced by our city. Traffic, parking, environmental concerns, and changing transportation technologies, not to mention the coming Olympics and growing airport are all having significant impacts on the strategic direction our city transportation should take and there doesn’t seem to be a sufficient level of accountability or oversight available.

One thought is to start with a task force to form a vision for the future and address short-term needs. This task force could ultimately serve as the foundation for a committee to manage the implementation of a strategic plan over time. There are a number of constituencies with potential for input into this process - I recommend the city include representatives from these groups in the planning process:

-Youth Sports groups
-Seniors
-Environmental Committee
-Technology Committee
-Business / Chamber of Commerce
-Planning Committee
-Public Works
-Parks and Recreation Department Staff

I am available and willing to help with this initiative.

Kind regards,

Kelly Watson, Resident