

# Sun and Sand: Summer Beach Shuttles

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# Key Presentation Take-Aways

- Think carefully about your *target* market
- Engage stakeholders
- Use professional judgment/rules of thumb *from similar services* to estimate ridership
- Identify your *best option for success* and implement this
- Be open to subsequent changes

# The Gold Standard



# Laguna Beach Summer Festival Trolley

- Summer Arts Festival
- One road connecting to I-405
- Parking next to impossible





# Summer Festival Trolley



**Save Time & Save Money**  
IT'S FUN! OPEN AIR TROLLEYS  
MAKE THE MOST OF YOUR VISIT  
PARK AT LOTS 15-19 AND TAKE THE FREE TROLLEY!

15	MISSION HOSPITAL LOTS • 31872 COAST HIGHWAY \$5 after 5 PM Mon - Fri, and all day Sat and Sun • 314 spaces
16	ACT V PARKING LOT • 1900 LAGUNA CANYON ROAD \$7 All Day, Mon-Fri • \$10 all day, on weekends and holiday • 239 spaces
17	LAGUNA COLLEGE OF ART + DESIGN • 2222 LAGUNA CANYON ROAD \$5 all day, Sat and Sun only • 154 spaces
18	PAVILIONS/BOAT CANYON LOT • 600 N. COAST HIGHWAY FREE PARKING • 50 spaces
19	SUMMER BREEZE PARKING LOT • SR-1331-405 AT LIMESTONE FREE PARKING, Sat and Sun only • 100+ spaces
1	BROADWAY LOT • 226 BROADWAY STREET \$3.75 per hour, 3 hour limit; No limit after 5 PM • 26 spaces
2	PEPPERTREE LOT • 322 FOREST AVENUE \$3.75 per hour, 3 hour limit; No limit after 5 PM • 38 spaces
3	OCEAN AVENUE WEST LOT B • 243 OCEAN AVENUE \$3.75 per hour, 3 hour limit; No limit after 5 PM • 24 spaces
4	OCEAN AVENUE WEST LOT A • 225 OCEAN AVENUE \$3.75 per hour, 3 hour limit; No limit after 5 PM • 18 spaces
5	MERMAID LOT • 348 GLENNEYRE STREET \$3.75 per hour, 3 hour limit; No limit after 5 PM • 15 spaces
6	GLENNEYRE STREET STRUCTURE • 501 GLENNEYRE STREET \$3.75 per hour, 3 hour limit; No limit after 5 PM • 215 spaces
7	TREASURE ISLAND SURFACE LOT • 30801 COAST HIGHWAY \$1.50 per hour, 3 hour limit • 31 spaces
8	TREASURE ISLAND GARAGE LOT • 30993 COAST HIGHWAY \$1.50 per hour, 3 hour limit • 39 spaces
9	FRED LANG PARK LOT • 21540 WESLEY DRIVE \$1.50 per hour, 3 hour limit • 29 spaces
10	LAGUNA CANYON ROAD LOT • 725 LAGUNA CANYON ROAD \$20 all day on weekends, holidays and weekdays after 5 PM, \$15 at all other times • 167 spaces
11	FOREST/LAGUNA CANYON LOT • 551 FOREST AVENUE \$20 all day on weekends, holidays and weekdays after 5 PM, \$15 at all other times • 167 spaces
12	LUMBERYARD LOT • 521 FOREST AVENUE \$20 all day on weekends, holidays and weekdays after 5 PM, \$15 at all other times • 167 spaces
13	LAGUNA BEACH COMMUNITY AND SUSI Q CENTER • 380 3RD STREET \$5 after 5 PM Mon-Fri and all day Sat-Sun • 72 spaces
14	HAGAN PLACE STRUCTURE • 480 MERMAID STREET \$5 after 5 PM Mon-Fri and all day Sat-Sun • 25 spaces
20	SEA COVE LOT • 31681 COAST HIGHWAY Free Parking; three hour limit • 10 spaces





# Summer Festival Trolley Ridership

- 2002: 257,000 all summer (71% Canyon)
- 2017: 56,000 per week (50%+ South)

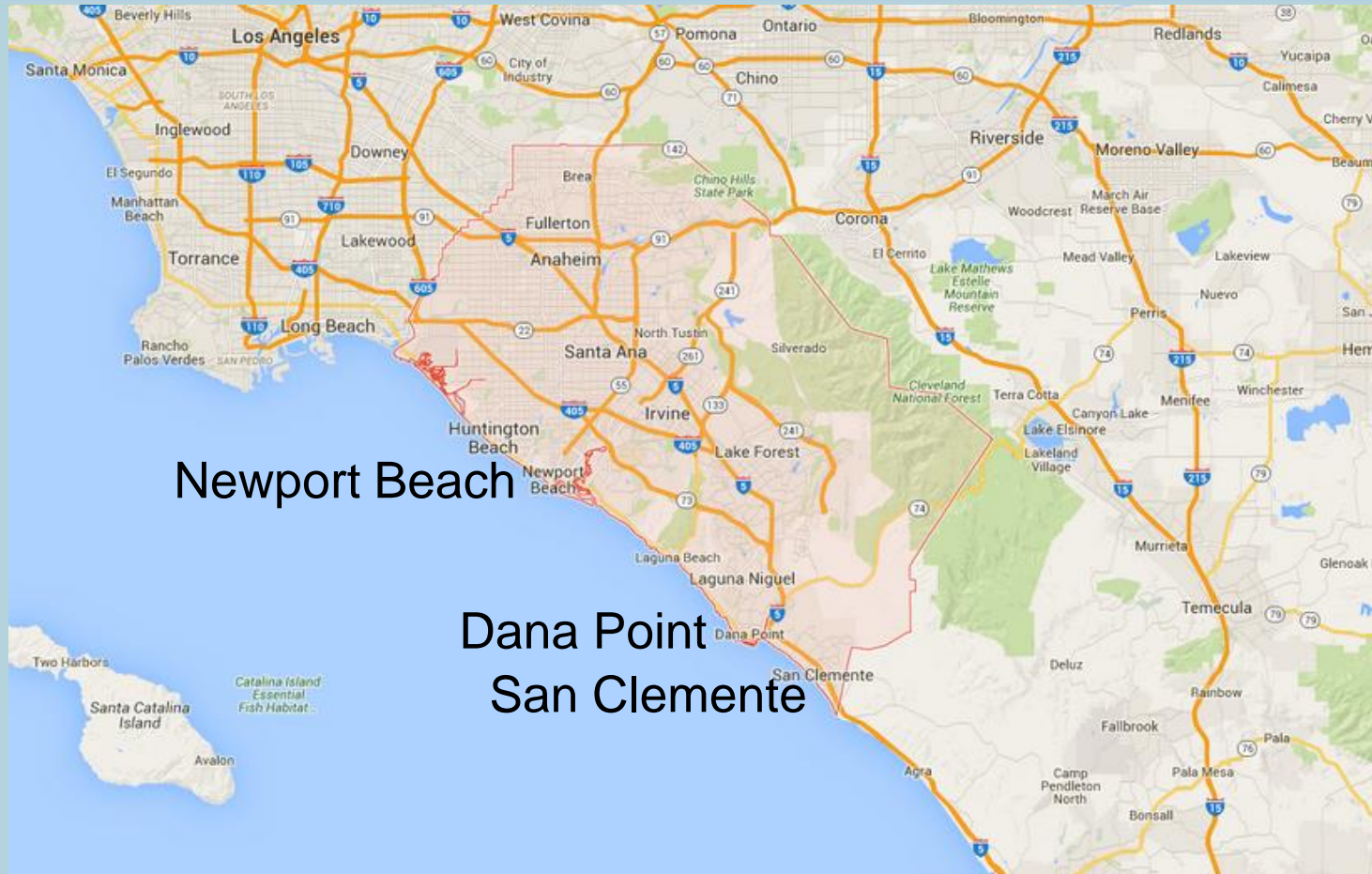


# Everyplace is Not Laguna, but...

- OCTA Project V
  - Community Based Transit Circulators Program
  - Up to \$20 M available
  - Performance standards (10 pp/rev hr)
- A tale of three cities



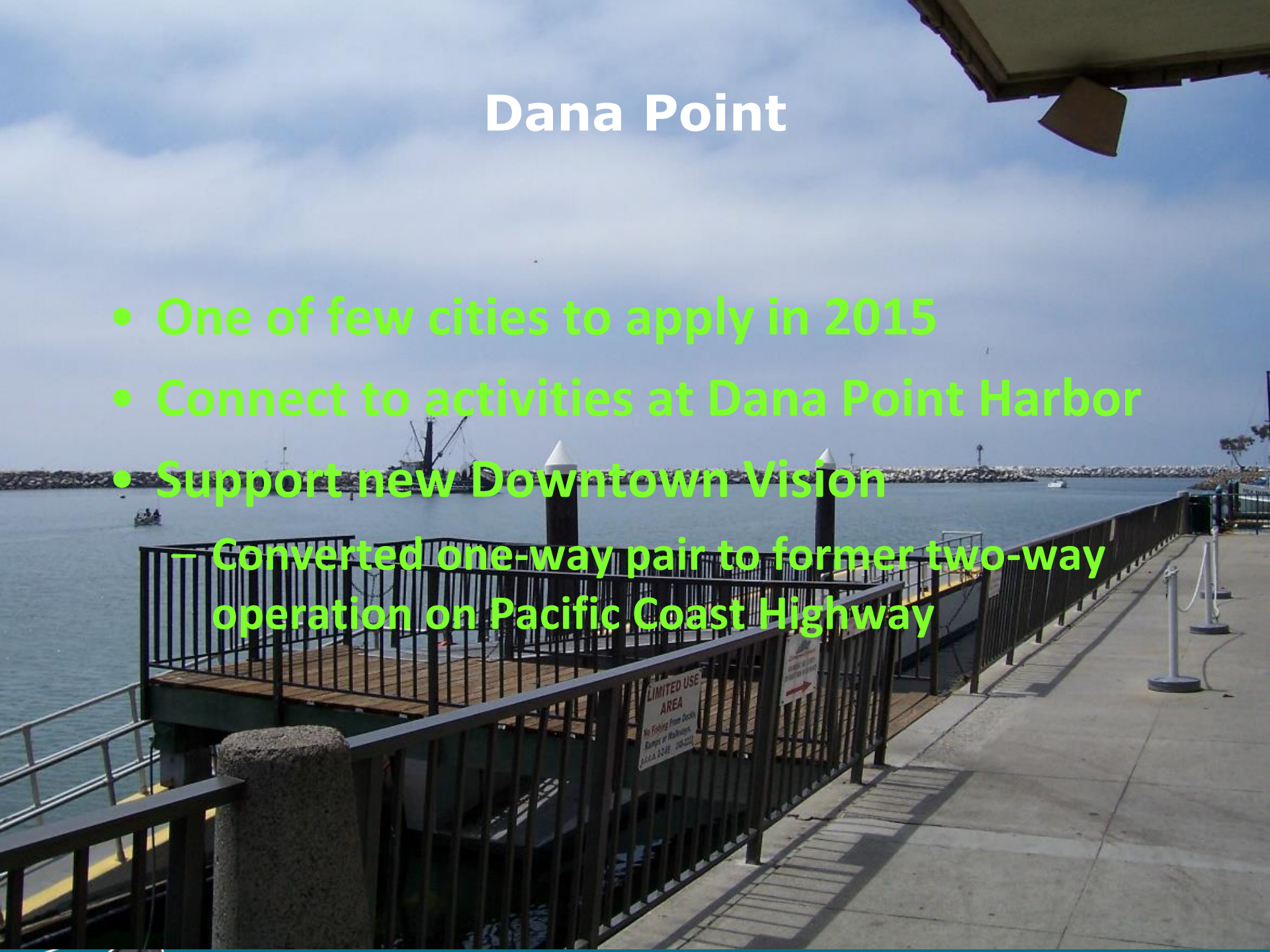
# Three Trolley Cities





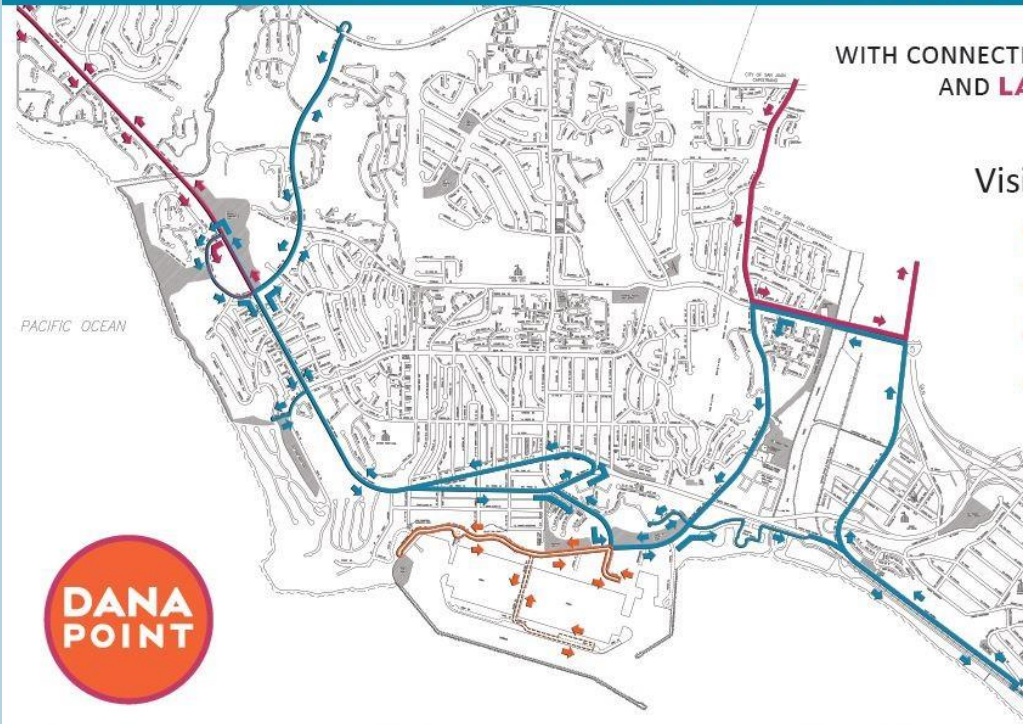
# Dana Point

- One of few cities to apply in 2015
- Connect to activities at Dana Point Harbor
- Support new Downtown Vision
  - Converted one-way pair to former two-way operation on Pacific Coast Highway



# Dana Point Trolley

## FREE TROLLEY - SUMMER 2017



WITH CONNECTIONS TO **SAN JUAN CAPISTRANO**  
AND **LAGUNA BEACH** TROLLEYS!

Visit **DPTROLLEY.COM** for:

- List of Trolley Stops
- Live Trolley Tracker
- App Download
- Route Information

WE WANT TO HEAR FROM YOU!

Tag your social media posts with:

 #dptrolley



**A PLACE TO PLAY**



# Dana Point Ridership

- Summer 2015: 46,157 (F-S-S)
- Summer 2016: 109,821 (7 days)





# San Clemente

- First city to think about a trolley
- “Park once” concept with new mall opening
- 2016: resident survey and stakeholder interviews
- 2017: trolley began operation



# San Clemente Trolley





# San Clemente Year 1

- Ridership not available yet
- City Council added \$\$ for:
  - Thursday service
  - Purchase of open-air trolleys





# Newport Beach

- Summer traffic/parking issues
- Study with extensive stakeholder input
- Previous efforts at a trolley failed
  - Underfunded
  - Insufficient marketing
- Skepticism, especially among general public



# Why Previous Efforts Failed



Data USGS  
© 2015 Google  
Data CSUMB SFML, CA OPC

# Toward a Balboa Peninsula Shuttle

- Who is the market?
  - Day visitors
  - Vacationers
  - Residents



# Toward a Balboa Peninsula Shuttle

- Who is the market?
  - **Day visitors**
- What will encourage them to ride?
  - **Frequent**
  - **Free**
  - **Fun**
  - **Easy**

# Intercept Parking Location



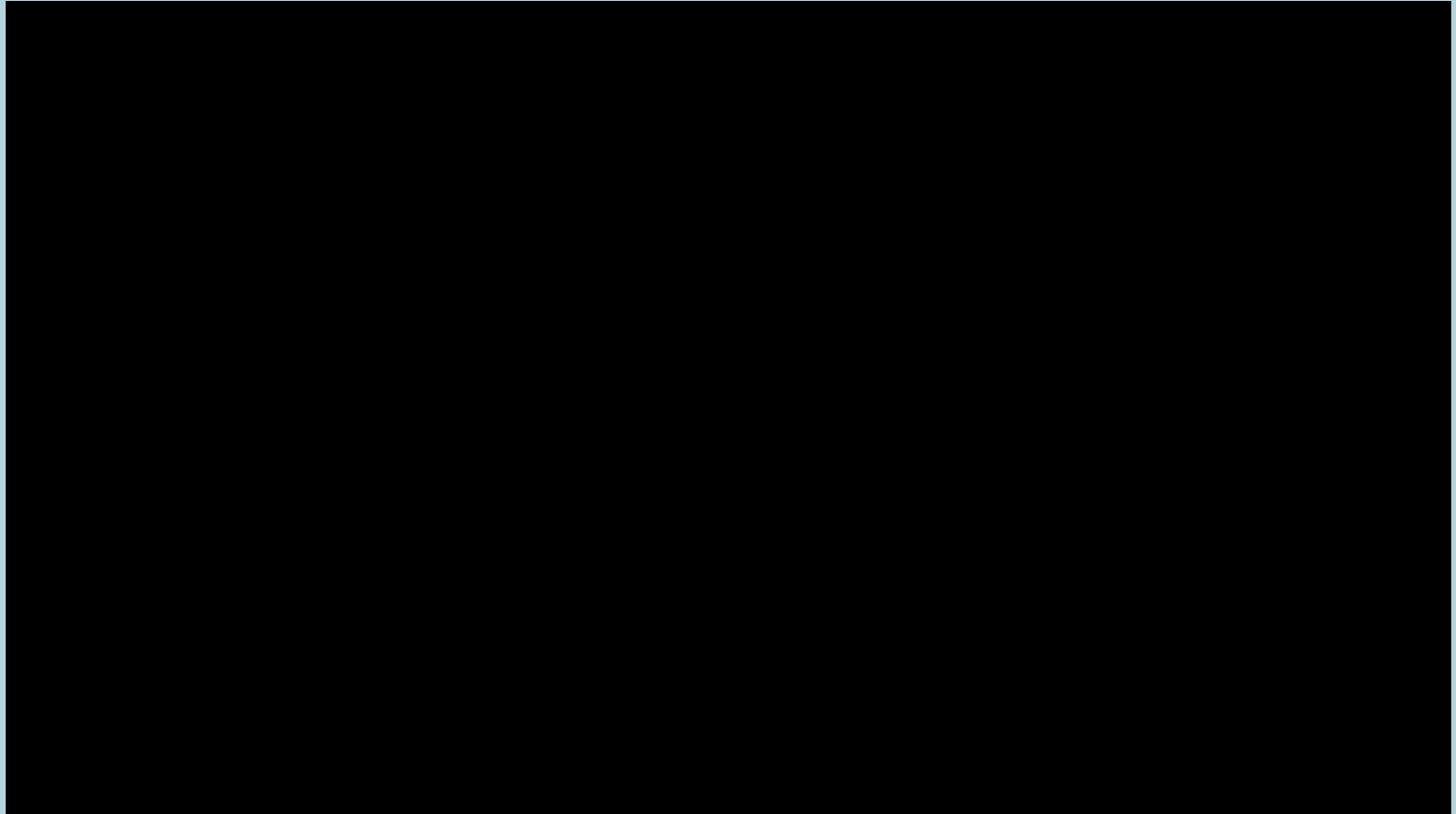


# Trolley Route

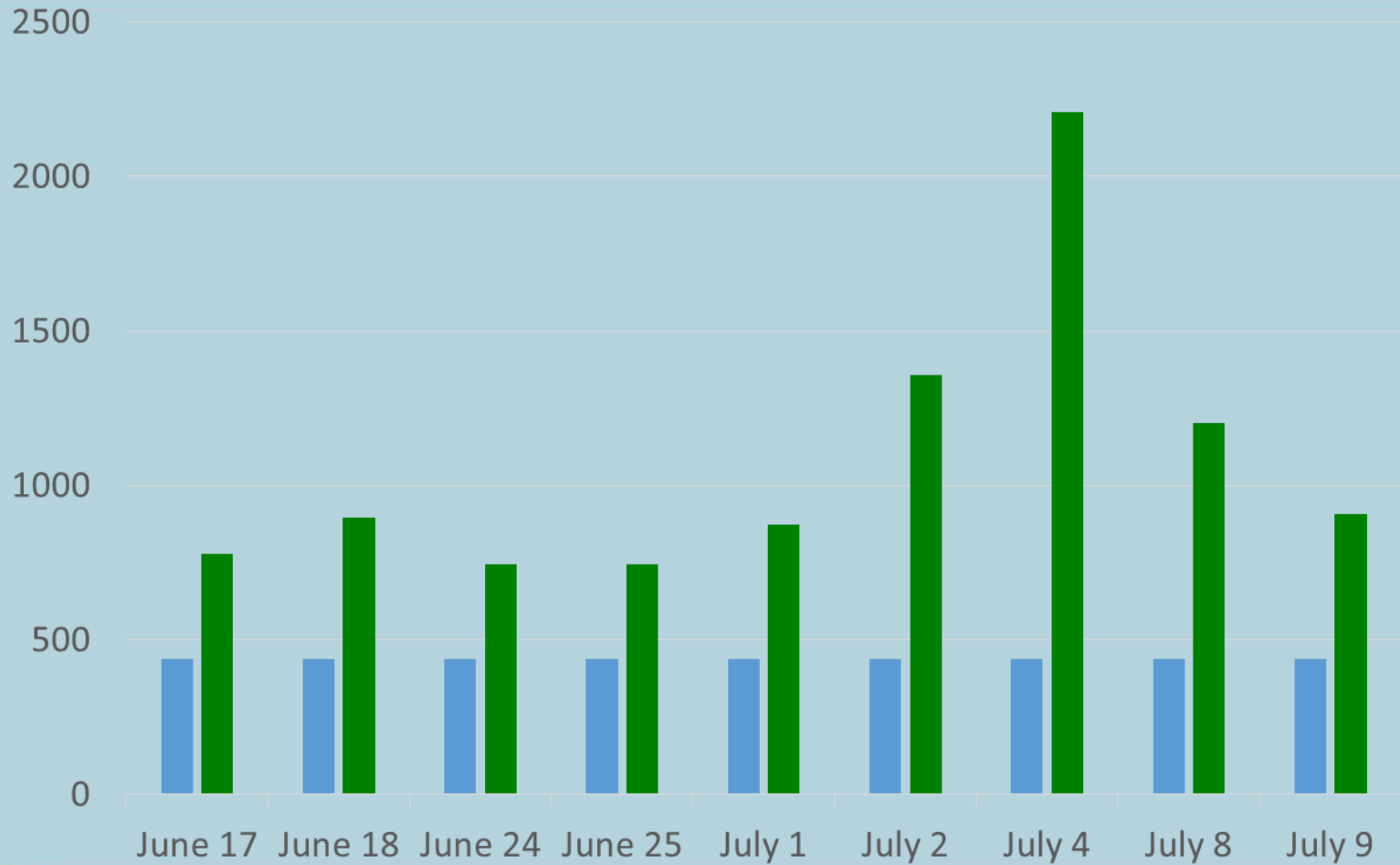




# Trolley video



# Ridership





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