



CITY OF
EL SEGUNDO

El Segundo Beach Shuttle



Beach Shuttle - History

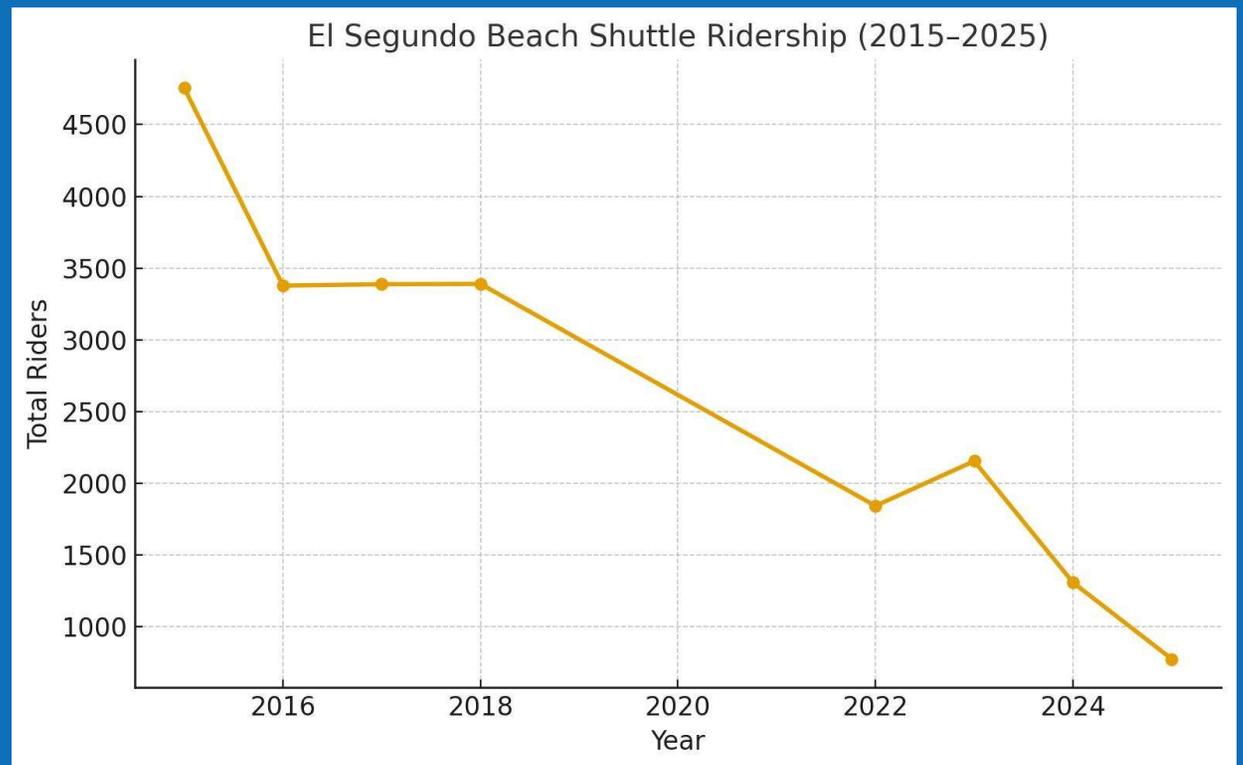
- The City of El Segundo began operating the Beach Shuttle in June 1985 and has offered the service every summer since. The program provides residents with seasonal transportation to El Porto Beach during El Segundo Unified School District's Spring Break and again during Summer Break (June – August). The shuttle operates Monday through Saturday, 11:00 a.m. – 4:30 p.m., with six designated residential pick-up/drop-off locations.
- Due to stricter commercial licensing requirements and staffing shortages, the City transitioned shuttle operations to an outside vendor beginning in 2022. Following a Request for Proposals, the City contracted with Swoop.



Beach Shuttle Ridership

Ridership has declined significantly since before the pandemic, despite stable operations and consistent fare structure:

- 2015: 4,756 riders
- 2016: 3,378 riders
- 2017: 3,388 riders
- 2018: 3,390 riders
- 2022: 1,843 riders
- 2023: 2,155 riders
- 2024: 1,309 riders
- 2025: 776 riders





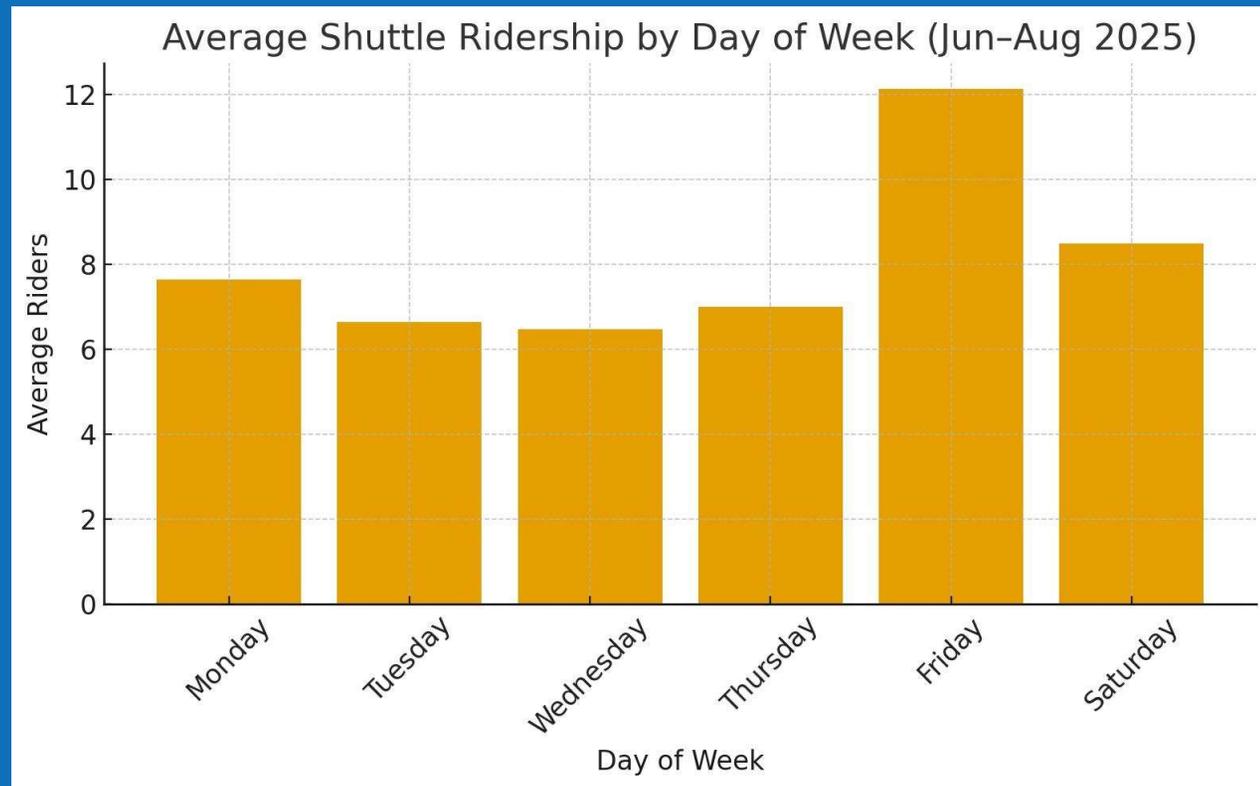
Beach Shuttle Ridership

Center Street & Richmond were the most popular pick-up locations.

Most riders used the shuttle before 12:30pm or after 2:30pm.

Average Daily Riders:

- Monday – 7.65
- Tuesday – 6.65
- Wednesday – 6.47
- Thursday – 7.00
- Friday – 12.14
- Saturday – 8.50





Survey Insights

- Shift to other modes of transportation:
 - More residents use e-bikes or other modes of transportation
 - E-bikes were described as easier, faster and more convenient allowing people to travel on their own schedule
- 57% stated they were “very likely” to use in the future, actual ridership numbers do not support this.
- 42% stated they used the shuttle in the past but do not utilize the service anymore, 26% stated they have never used the shuttle.
- Survey shows residents prefer personal, flexible options over fixed-route transit.



Discussion & Recommendations

As ridership has declined, the cost per passenger has increased, raising concerns about fiscal efficiency. Continuing to operate the shuttle would require an ongoing subsidy that is no longer proportional to its community impact. The total cost to operate the beach shuttle service for the 2025 summer was approximately \$83,220.

Given these factors, staff recommends discontinuing the Beach Shuttle program after the 2025 season. The City may reallocate resources to alternative mobility and recreation initiatives that align more closely with current resident demand and other community transportation priorities.

Sunset the Beach Shuttle as ridership and community demand continues to decline, reallocating funds to other recreation or transportation initiatives.



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Thank you &
Questions/Comments