

ORIGINAL

Decision 93546 SEP 15 1981

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of STARLINE SIGHTSEEING)
TOURS, INC., a California corporation,)
for authority to extend its service to)
points in the City of Los Angeles,)
Los Angeles County, to the Cities)
of Buena Park and Anaheim in Orange)
County, and the Cities of San Diego)
and San Ysidro in San Diego County,)
and to modify the restriction as to)
size of vehicles.)

Application 60234
(Filed January 29, 1981)

James H. Lyons, Attorney at Law, for
applicant.
Knapp, Grossman & Marsh, by Warren N.
Grossman, Attorney at Law, for The
Gray Line Tours Company, protestant.
K. D. Walpert, for the Department of
Transportation, City of Los Angeles,
interested party.

O P I N I O N

Public hearing was held before Administrative Law Judge Norman Haley at Los Angeles on April 22, 23, 24, and May 7, 1981. The matter was submitted on June 19, 1981, the due date for concurrent briefs.

Testifying on behalf of applicant (Starline) were Vahid Sapir, president of Starline; Richard A. Bertagna, president of Audio in Motion; and 15 witnesses representing tour companies and related organizations, hotels, and public attractions.

Testifying on behalf of protestant (Gray Line) were Charles Boyton, executive vice president and general manager; John Sheriff, director of financial planning; Joan Johnson, manager of agency sales; and John Vornholt, sales representative.

Testifying on behalf of the Department of Transportation, City of Los Angeles (Los Angeles) was Thomas Conner, transportation engineer.

Presentation of Starline

Following is a summary of Starline's presentation:

1. Starline was incorporated in 1971 under the name of Bud's Limousine Service, Inc. The name was changed to Starline in 1973. Starline provides charter-party services and certain common carrier sightseeing services.
2. Starline is authorized to operate a sightseeing service by limousine not to exceed 11-passenger capacity, exclusive of driver, in certain portions of Los Angeles and the City of Beverly Hills (Beverly Hills), as set forth in Decision (D.) 82203 (1973).
3. Starline requests authority to establish certain tours of (a) Los Angeles; (b) Knott's Berry Farm and Movieland Wax Museum in Buena Park; (c) Disneyland in Anaheim; (d) the City of San Diego (San Diego); and (e) San Ysidro, the southernmost part of San Diego at the international border. The proposed tours would originate at 6933 Hollywood Boulevard, Hollywood (part of Los Angeles). Pickups for the tours would be within the service area established by D.82203.

4. Starline also requests that the restriction of 11 passengers per vehicle imposed by D.84340 (1975) be lifted with respect to all tours, except Tour 1 in Beverly Hills. That city continues to maintain a vehicle-size limitation. Starline intends to continue using the same maxivans it presently uses on its tour to the stars' homes in Los Angeles and Beverly Hills. However, it seeks authority to carry 14 passengers in lieu of its present limitation of 11 passengers. Starline's 14-passenger maxivans are permitted on the streets of Beverly Hills.
5. Starline desires to have the 11-passenger pickup restriction lifted so that it can use full-size buses as well as vans. This would enable it to pick up more people at a time from the pickup areas.
6. Starline's Tour 3 from Hollywood to Universal Studios has experienced increased patronage to the extent that the company proposes to use buses up to 49-passenger capacity in place of vans. The larger buses also would be used on the proposed new tours.
7. Starline now has about 27 buses that vary in size from 41 to 53 passengers, plus 12 maxivans (Exhibit E to the application).
8. Starline has received an allocation of 10 new buses from Motor Coach Industries. It purchases used buses as needed.
9. There has been substantial demand for the sought tours from patrons who have taken Starline's existing tours to (1) Beverly Hills, Hollywood, Bel Air, and Holmby Hills, (2) Universal Studios, and (3) a combination of (1) and (2). Assertedly, many patrons come back and ask for additional tours. Starline has no other tours and refers people to Gray Line.

10. There has been demand from individual foreigners who request tours narrated in certain foreign languages.
11. Starline has received numerous requests from wholesale and retail tour operators, as well as from various hotels and motels in the Hollywood area, to institute the proposed tour services.
12. Large tour wholesalers and retailers overseas, who regularly use Starline's charter services, have many foreign individuals and small groups of foreign-speaking individuals that need tours narrated in their native languages but who, by themselves, cannot afford to charter a bus or van with a bilingual guide.
13. Starline proposes to equip individual seats in 15 buses with airplane-type multichannel sound systems so that passengers can plug in headsets (earphones), dial the necessary channel, and listen to tour narrations in English or any one of seven other languages, as their needs may require. The bus driver would be provided with either a miniature speaker or would use an earphone in one ear to monitor the tape. When he approaches or reaches a point of interest, he would depress a button to start the tape. When the message is completed, the tape would stop automatically. When using the tape, the driver would be relieved from doing any narrations himself. Assertedly, no other carrier in the Los Angeles area offers the multilanguage tape service. The cost to equip each bus would be about \$7,000.

14. All of the 15 witnesses representing tour companies and related organizations, hotels, and public attractions supported the application because the additional tours and the multilanguage tape narrations would be beneficial to their patrons and would help increase their businesses.
15. Starline does not desire to be restricted to multilanguage tape narrations. It proposes to have drivers narrate the proposed tours when there are full loads of people speaking one language.
16. Starline does not and would not make automatic pickups. Patrons would be picked up on-call from hotels and motels in Hollywood and downtown Los Angeles and taken to Hollywood where Starline's present tours start at the Chinese Theater.
17. About 85% of Starline's pickups are from 10 hotels in the Hollywood area.
18. The proposed time schedules in Exhibit D to the application were established to meet the requests of agents and the needs of prospective patrons.
19. Starline believes that buses are permitted by Los Angeles to stop 15 to 20 minutes in front of the Chinese Theater before 4 p.m. as long as they are loading or unloading.
20. Starline is negotiating for off-street facilities for interchange of passengers between pickup and delivery vehicles and line-haul vehicles. It is planned initially that interchange will take place on Hollywood Boulevard or on Orchid Avenue or Orange Drive where there assertedly is 20-minute parking. Initially, there would be no station facilities for passengers.
21. The main purpose of the proposed tour to San Ysidro is to permit patrons to visit Tijuana, Mexico.

22. At San Ysidro, patrons would walk across the international border and, on their own, take Mexican transportation to downtown Tijuana. Starline would give its patrons tourist information and a telephone number to call in case of emergencies. It also would inform the patrons what they must have by way of identification, passports, visas, etc. Starline does not plan to escort its patrons while in Mexico.
23. The main purpose of the San Diego tour is to visit Sea World and the San Diego Zoo.
24. Starline's balance sheet as of July 31, 1980 shows total assets of \$609,347 and total stockholders' equity of \$224,254 (Exhibit 8).
25. Starline's income statement for the year ended July 31, 1980 shows income from tours, charters, and souvenirs of \$1,418,874, total expenses of \$1,342,044, net income from operations of \$76,830, and retained earnings of \$173,654 (Exhibit 9).
26. In 1971 Starline's gross sales (charter and common carrier) were about \$9,000. This compares to the figure of \$1,418,874 shown in Exhibit 9 for the year ended July 31, 1980. Revenue has grown much more recently than in the past.
27. Exhibit 10 is Starline's projected profit and loss statement for a year. It projects additional total revenue of \$1,048,667 to be derived from the proposed tours, a figure which includes \$33,417 in commissions earned from the various attractions included in the tours. Exhibit 10 projects total expenses for the year of \$971,603 which, when deducted from the total revenue projected, would yield a pretax profit of approximately \$75,000 attributable to the proposed tours.

Presentation of Gray Line

Following is a summary of Gray Line's presentation:

1. Gray Line, under certificates granted to it by the Commission, is authorized, among other things, to conduct sightseeing tours from the Los Angeles area to various points of interest in the city and to Disneyland, Knott's Berry Farm, and Movieland Wax Museum, and points of interest in San Diego, including Sea World and the San Diego Zoo. Its Los Angeles pick-up authority is coextensive with Starline's.
2. Gray Line holds authority from the Interstate Commerce Commission (ICC) to operate from the Los Angeles area to the Mexican border at San Ysidro, in connection with movements to the City of Tijuana, Mexico. Gray Line uses this certificate to provide a tour from Los Angeles with its buses going directly into downtown Tijuana which is several miles from the border. Gray Line provides tour guides to supervise and assist passengers while they are in Mexico. This clearly is superior to Starline's proposal which does not include any accompaniment of passengers while in Mexico.
3. Gray Line is currently offering Los Angeles area sightseeing tours with live narrations conducted in four foreign languages (French, German, Spanish, or Japanese). Assertedly, Starline's proposal to render multilingual tape narrations in the course of its tours does not serve to distinguish Starline's proposed tours from Gray Line's. Gray Line does not offer foreign-language tours to such attractions as Knott's Berry Farm, Movieland Wax Museum, Disneyland, Sea World, San Diego Zoo, or Tijuana, Mexico.

4. Gray Line has tried tape-narrated tours in the past without success because (a) they do not permit the type of interplay between narrator and passenger which is essential to a successful sightseeing tour operation, and (b) they do not address the problem of what to do with passengers (particularly foreign-speaking) when they get off the bus to visit points of interest along the tour route. This problem was characterized as particularly acute in reference to tours which stop at such major attractions as Knott's Berry Farm, Movieland Wax Museum, Universal Studios, and Tijuana. Starline's tour patrons, once they leave the bus, would be left to their own devices, without anyone to attend to their needs or help them communicate. Tape-narrated tours would either be clearly inferior to the foreign-language tours now offered by Gray Line, or would be of no value to the foreign tourist. Each passenger has special needs and interests which cannot be accommodated by a taped lecture.
5. On Starline's longer proposed tours the routes would be primarily along freeways and there would be little worthwhile to narrate on tape in any language.
6. Starline's proposed Los Angeles City Tour is similar to Gray Line's Tours 1 and 8 which are all-day and half-day tours, respectively.
7. Gray Line conducts tours from Los Angeles to Knott's Berry Farm (Tour 19) and to Movieland Wax Museum (Tour 24), as well as six different tours from the Los Angeles area to Disneyland (Tours 14, 15, 16, 17, 18, and 28), all as reflected on Exhibit 12. Gray Line also offers three tours to San Diego. One tour is to the city, one to Sea World, and one to the San Diego Zoo.

8. Starline's proposal to combine Sea World and the San Diego Zoo in a single tour is totally unrealistic because there is simply not enough time to do what is proposed. Starline proposes a visit of about two and one-half hours at the San Diego Zoo, which assertedly cannot be seen in less than three or three and one-half hours. Starline's proposal to spend three hours at Sea World does not, in Gray Line's estimation, provide sufficient time to see the attractions there. Starline's assumption that it can conduct such a tour without making any stops is unrealistic. The approximate round-trip distance for Starline's proposed combination tour to Sea World and the San Diego Zoo is 275 miles. A bus making that long a trip must make some stops to accommodate its passengers, other than at the attractions themselves.
9. Two of Gray Line's witnesses observed some of Starline's tours in progress and called Starline for pickups at certain relatively distant hotels, within its authorized pickup area, in Los Angeles and Beverly Hills. Starline was found to be accepting and carrying more than 11 passengers per vehicle which is the limit in its certificate. Starline was not willing to pick up single passengers at the Ramada Inn at 1600 North Vermont, at the Los Angeles Biltmore, or at the Bonaventure Hotel in downtown Los Angeles. Starline does not usually pick up less than four or five persons outside of the Hollywood area. Such persons would have to come on their own to the Chinese Theater in Hollywood where the tours start.

10. Gray Line picks up passengers at hotels and motels throughout its authorized pickup territory, regardless of the number of passengers requesting to be picked up at a given location. Gray Line automatically picks up passengers at certain hotels every day. The hotels at which Gray Line performs automatic pickups, including hotels in downtown Los Angeles, Hollywood, and the west side, are shown in Exhibit 16.
11. Gray Line's Exhibit 17 is its fleet roster which shows that at the present time it has 167 buses which it uses in its sightseeing tour operations. Gray Line has approximately 450 employees, 250 of whom operate out of the Los Angeles area. Gray Line's corporate headquarters and its operational headquarters are located in downtown Los Angeles. This latter consists of a terminal, maintenance and repair shops, and a parking area large enough to accommodate Gray Line's entire fleet. Gray Line has, in addition, other terminal facilities located near the Los Angeles International Airport and Dodger Stadium, in Anaheim, in San Diego, and in Palm Springs.
12. Gray Line concludes from analyses of Starline's financial exhibits, including both its current statements and its pro forma statement, that the proposed operations would not be economically viable. Starline would have about \$269,000 in cash available for debt service during the first year of operations during which time it proposes to acquire at least 10 additional MC-9 buses. At \$120,000 per bus, Starline would incur an additional \$1.2 million indebtedness. This figure, when added to Starline's current debt of \$300,000, would yield a total indebtedness of \$1.5 million. Amortized over an eight-year period using today's best prime rate, the debt service per year would be \$357,000 which would be \$90,000 less than the cash available to service the debt. Thus, the operation would be technically bankrupt upon receipt of the

first few buses. The application should be denied because Starline has failed to demonstrate that it is financially and operationally fit to perform under the requested authority.

13. Gray Line's Exhibit 18 details the financial impact on Gray Line, assuming a 20% passenger diversion by Starline. The exhibit shows that given a 20% passenger diversion, and assuming Gray Line's historical ratio of 90% adult and 10% child ridership, Gray Line would experience a net revenue loss of \$209,985 resulting from certification of Starline to offer the proposed tours. This represents a 9% decrease in gross income.
14. The estimate of 20% passenger diversion was based on Gray Line's recent experience when this Commission authorized two additional carriers, Orange Coast Sightseeing Company, by D.90936 (1979), and The Coordinators, by D.92401 (1980), to offer tours competitive with Gray Line's Tour 205 from the Anaheim area to Universal Studios. Exhibit 19 shows that a competitive tour instituted by Orange Coast Sightseeing Company during the middle of 1980 caused Gray Line an 18% decrease in ridership on its Tour 205 during January 1981, as compared with an 8.1% increase in the patronage of its other tours originating in the Anaheim area. During February 1981, a second competitive tour instituted that same month by The Coordinators caused Gray Line a 44.6% decline in patronage of its Tour 205, as compared with a 0.5% increase in the patronage of its other tours. By the end of March 1981, Gray Line had experienced a 60.8% decrease in the number of passengers taking its Tour 205, as compared with a 23.7% decrease in

the patronage of its other tours. The discrepancy can be attributed only to the presence of two additional carriers serving the same market, and suggests that the assumption of a 20% passenger diversion to Starline is a reasonable one.

15. Gray Line's Exhibit 20 shows the amount by which Gray Line would be required to raise fares were this Commission to grant the requested authority. The 70,777 figure, representing the total number of passengers Gray Line now carries per year on its sight-seeing tours which are comparable to Starline's proposed tours, is derived from Exhibit 18. A 20% diversion to Starline would result in 14,156 fewer passengers, or a reduction in ridership from 70,777 to 56,621. The net revenue loss would be \$209,985. \$209,985 divided by 56,621 passengers yields a net revenue loss per passenger of \$3.71. The current average fare per passenger is \$14.83. Thus, were this Commission to grant the requested authority, Gray Line would be required to raise its fares by 25% just to maintain its current pretax profit levels.
16. The sole feature which distinguishes Starline's proposed tours from Gray Line's is the proposal to offer taped narrations in a variety of languages, including English, in lieu of live narrations conducted by drivers or tour guides. Starline has failed to demonstrate that tape-narrated tours would fulfill a public need that is not presently being met by existing carriers. Starline has failed to demonstrate that its proposed tours would serve the public convenience and necessity, either under the general provisions of Public Utilities (PU) Code Section 1031 or under the more restrictive provisions of PU Code Section 1032. However, if the Commission is disposed to grant

the application, it should restrict Starline to the rendition of tours featuring taped narrations only. It should also include in the certificate a provision restricting the scope of Starline's pickup authority to the area presently being served.

Presentation of Los Angeles

Following is a summary of Los Angeles' presentation:

1. Los Angeles objects to the granting of the application because Starline has failed to secure off-street parking, and would use valuable congested public street space to conduct its business.
2. Los Angeles points out that Starline has at least 27 buses that vary in size from 41 to 53 passengers, and approximately 12 maxivans. It plans to acquire at least 10 more large buses. Existing buses depart from the Chinese Theater for presently authorized tours. The vehicles currently used to pick up for the sightseeing tours from the various hotels to take passengers to the Chinese Theater are 14-passenger vans. About five to seven minutes are required for the passenger interchange. Starline proposes to substitute full-size buses for pickup, delivery, and line haul. Starline's president does not know the parking restrictions at the curb in front of the Chinese Theater (citing transcript 87).
3. If the requested authority is granted, the large buses will pick up passengers at the hotels and take them to the Chinese Theater, where passengers will transfer to other buses. The time required to transfer 53 passengers will greatly exceed the five to seven minutes needed for the 14-passenger vans. This passenger interchange would occur on Hollywood Boulevard or on Orchid Avenue and/or Orange Drive where Starline mistakenly believes there is a 20-minute stop allowed. Starline does not propose

any station facilities, so all passengers would wait on the public sidewalk for their tours to begin.

4. Los Angeles' transportation engineer testified that Starline cannot legally use the curb space as stated in the application (at 6933 Hollywood Boulevard) because that is a Southern California Rapid Transit District (SCRTD) red curb bus stop. East of the SCRTD bus zone is an area marked "n/o parking anytime; tow away no stopping 4 to 6". It would not be feasible for Starline to operate scheduled buses from Hollywood Boulevard in the vicinity of the Chinese Theater due to the high demand for use of curb space and because of the amount of traffic using Hollywood Boulevard.
5. The sightseeing bus zones on Orange Drive and Orchid Avenue are signed "b/uses may stand not to exceed 15 minutes". Current high demand for the use of these zones makes it infeasible for Starline to add scheduled tour buses to these spaces. There is a high demand for all types of parking in the Hollywood area as well as a demand for the street to move traffic. Hollywood Boulevard is especially congested.
6. Even though stopping of any vehicle is prohibited on Hollywood Boulevard between 4 p.m. and 6 p.m., Starline proposes that certain of its tours return to the Chinese Theater during these hours. The buses would stand on Hollywood Boulevard while passengers are disembarking. Hotel delivery buses would also stand in the prohibited area while passengers are boarding. The following tours would encounter this illegality:

Tour 6, depart Hollywood 2 p.m., approximately 4 hours duration
Tour 7, depart Hollywood 10 a.m., approximately 7 hours duration
Tour 8, depart Hollywood 10 a.m., approximately 8 hours duration

Discussion

The record is clear that the 11 passenger per vehicle limitation now imposed upon Starline should be removed generally, and that Starline should be permitted to operate vehicles with a maximum carrying capacity of 14 passengers along routes where city ordinances have such limitations. Starline's common carrier operations have grown. It requires use of full-size buses to improve its current common carrier services and for its proposed new services.

Starline proposes to install in 15 of its full-size tour buses a tape system where the narration can be delivered simultaneously in a variety of languages, including English. This is the principal feature which distinguishes Starline's proposed tours from Gray Line's. Starline's proposed service with taped narrations in a variety of languages would fulfill a public need that existing carriers are either unwilling or unable to satisfy. Individuals and small groups of persons speaking only foreign languages obviously would be benefited in varying degrees, depending on the nature of the tours. This would be true even if the patrons receive no narrations in languages they understand while they are away from the bus visiting an attraction.

Large groups of persons speaking at least one foreign language in common now can be served either by Starline or Gray Line charters or charters of other carriers with live narrations. Gray Line also provides common carrier service to certain attractions with live narrations conducted either in French, German, Spanish, or Japanese. Otherwise, Gray Line's tours are narrated live in English. The record does not show that there currently is any need for Starline to provide new common carrier tours with live narrations to points already served by Gray Line. Furthermore,

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the record is convincing that a complete duplication of Gray Line's tours would divert about 20% of Gray Line's business from those tours and make them unprofitable without substantial rate increases of about 25%.

Starline proposes to end its bus trip to San Ysidro on the United States side of the international border. Starline would have its patrons, who are United States citizens and aliens, enter Mexico on their own and tour Tijuana as individuals or in small groups, without providing any tour guide or escort. They would be expected to take local Mexican transportation into downtown Tijuana or elsewhere. Starline would give taped instructions to its patrons before leaving the bus, along with written instructions and advice, concerning passports, visas, etc., and what to expect and see. A telephone number would be furnished so that patrons could call in case of emergency.

The ICC regulates Gray Line's tours where that company operates buses across the Mexican border into downtown Tijuana. The ICC does not regulate the type of tour proposed by Starline where the buses would remain in the United States. Under the circumstances, we will grant Starline's request for a San Ysidro tour.

Los Angeles is opposed to the application because it would bring more full-size buses to load and unload at the curb on Hollywood Boulevard in front of and near the Chinese Theater, as well as on certain side streets where there now is inadequate curb space and heavy traffic congestion. Starline has not been obeying all of the parking restrictions now posted by Los Angeles. Starline has no off-street terminal in Hollywood where patrons can assemble by themselves or transfer from pickup vehicles to line-haul vehicles and return to pickup vehicles. Starline is negotiating for off-street parking facilities for interchange of passengers. It has been our policy to conform bus certification to city ordinances and requirements, such as vehicle-size limitations, pickup restrictions at Los Angeles International Airport, etc. We will condition the sought authority upon Starline's compliance with all of Los Angeles' requirements relative to parking and use of streets.

Findings of Fact

1. Starline is a charter-party carrier and a common carrier passenger stage corporation performing certain sight-seeing tours.
2. Starline is seeking to expand its fixed route common carrier sightseeing operations by (1) having the restriction of 11 passengers per vehicle removed from line-haul and pickup authorities generally; (2) increasing from 11 to 14 the number

of passengers which may be carried along routes where city ordinances have 14-passenger vehicle limitations; and (3) establishing certain new tours in territory already served by Gray Line.

3. Starline's common carrier business has increased to the point where it needs to operate full-size buses on its tours (except where prohibited by city ordinances) and for pickup services.

4. A substantial portion of Starline's patrons does not speak English.

5. The public, including aliens and United States citizens, need the sought tours narrated in a variety of foreign languages.

6. Starline proposes to satisfy the need for tours narrated in a variety of languages by equipping individual seats in 15 buses with airplane-type multichannel sound systems so that passengers can plug in headsets (earphones), dial the necessary channel, and listen to tour narrations in English or any one of seven other languages, as their needs may require. Starline proposes to provide live narrations for tours where full loads of people speak one language.

7. The feature which distinguishes Starline's proposed new tours from Gray Line's existing tours is the proposal to offer taped narrations in a variety of languages, including English, in lieu of live narrations conducted by drivers or tour guides. Starline has demonstrated that tape-narrated tours would fulfill a public need that is not presently being met by existing carriers.

8. Starline's financial evidence is not convincing that the proposed operations, by themselves, would be profitable initially. However, Starline may be able to rely on the success of its charter operations and otherwise engage in innovative financing sufficient to at least commence the proposed operations.

9. Starline has the ability and experience to perform the proposed operations.

10. Starline starts the line-haul portions of its tours at the Chinese Theater in Hollywood.

11. Starline does not provide pickup service for single individuals or small groups at all large hotels within the boundaries of its pickup territory. Persons located at certain hotels must arrange to get to the Chinese Theater on their own.

12. Starline's proposed San Ysidro tour is in the public interest.

13. Starline does not obey all of the current parking regulations of Los Angeles at the curb in front of and near the Chinese Theater and on nearby side streets.

14. Los Angeles objects to the granting of the application because (1) Starline has not yet secured off-street parking; (2) it would bring more large buses to the area of the Chinese Theater; (3) at least three of the proposed schedules would cause Starline to violate parking regulations; and (4) it otherwise would use valuable congested public street space to conduct its business.

15. Starline's proposed service will take some business from Gray Line.

16. The evidence does not show that the sought authority would impair the ability of Gray Line to continue to provide service to its customers.

17. Public convenience and necessity require that Starline be authorized to provide additional common carrier passenger stage sightseeing service as set forth in the following order.

18. It can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

Conclusions of Law

1. The application should be granted as set forth in the following order because public convenience and necessity have been demonstrated, and since there is a demonstrated need for the service the following order should be effective today.

2. The tours proposed by Starline with taped narrations in various languages are sufficiently different from those offered in the same areas by Gray Line to render inapplicable the competitive clause of PU Code Section 1032.

3. Starline should be required to perform pickup service at points generally throughout its pickup territory, or seek authority to restrict the size of its pickup territory to include only those areas it proposes to actually serve.

4. The authority should be conditioned upon Starline's observing all parking and other regulations of Los Angeles on Hollywood Boulevard, Orchid Avenue, Orange Drive, and elsewhere in the city.

Only the amount paid to the State for operative rights may be used in rate fixing. The State may grant any number of rights and may cancel or modify the monopoly feature of these rights at any time.

O R D E R

IT IS ORDERED that:

1. A certificate of public convenience and necessity is granted to Starline Sightseeing Tours, Inc., a corporation, authorizing it to operate as a passenger stage corporation, as defined in PU Code Section 226, between the points and over the routes set forth below to transport persons and baggage.

2. Appendix A of D.84340, as amended, is further amended by incorporating Third Revised Page 2 and First Revised Page 3, attached, in cancellation of Second Revised Page 2 and Original Page 3; and incorporating Original Page 7 and Original Page 8.

3. Applicant shall:

- a. Perform pickup service at points generally throughout its pickup territory, or seek authority to restrict the size of its pickup territory to include only those areas it proposes to actually serve.
- b. Observe all parking and traffic regulations of the City of Los Angeles on Hollywood Boulevard, Orchid Avenue, Orange Drive, and elsewhere in the city.
- c. File a written acceptance of this certificate within 30 days after this order is effective. ✓
- d. Establish the authorized service and file tariffs and timetables within 120 days after this order is effective. ✓

- h e.N State in its tariffs and timetables when service will start; allow at least 10 days' notice to the Commission; and make timetables and tariffs effective 10 or more days after this order is effective.
- u f.S. Comply with General Order Series 79, 98, 101, and 104, and the California Highway Patrol safety rules.
- re g.N Maintain accounting records in conformity with the Uniform System of Accounts.

This order is effective today.

Dated SEP 15 1981 at San Francisco, California.

James E. Boyer
President
Richard D. ...
...
...
Commissioners

SECTION 1. GENERAL AUTHORIZATIONS, RESTRICTIONS, LIMITATIONS,
AND SPECIFICATIONS.

Starline Sightseeing Tours, Inc., by the certificate of public convenience and necessity granted by the decision noted in the margin, is authorized to transport passengers for sightseeing purposes commencing at 6933 Hollywood Boulevard, through certain sections of the County of Los Angeles and the Cities of Los Angeles and Beverly Hills. *Also, between Los Angeles, on the one hand, Buena Park, Anaheim, and San Diego and San Ysidro, on the other hand, returning to 6933 Hollywood Boulevard, over and along the route described, subject to the following conditions and restrictions:

- (a) When route descriptions are given in one direction they apply to operations in either direction unless otherwise indicated.
- (b) Service shall be limited to the transportation of round-trip passengers, originating at 6933 Hollywood Boulevard only.
- * (c) Vehicles, not exceeding 14-passenger seating capacity, exclusive of driver, shall be used along routes where city ordinances have such limitations.
- (d) Service shall be operated on a regularly scheduled basis subject to a minimum of three adult passengers. Persons making a reservation before the day of a tour shall be given 12 hours' notice before a tour is canceled due to lack of patronage on a tour. Persons making a reservation on the day of a tour shall be notified of a cancellation as expeditiously as possible. Patrons shall be offered a full refund of all fares paid for a canceled tour.

Issued by California Public Utilities Commission.

*Amended by Decision 93546, Application 60234.

T/am/jn *

Appendix A
(Dec. 84340)

STARLINE SIGHTSEEING TOURS, INC.
(PSC-857)

First Revised Page 3
Cancels
Original Page 3

SECTION 1. GENERAL AUTHORIZATIONS, RESTRICTIONS, LIMITATIONS,
AND SPECIFICATIONS. (Continued)

- (e) Starline Sightseeing Tours, Inc. shall be restricted from adding to the number of limousine schedules for its Universal City nightclub and dinner tours without further order of the Commission. Maximum schedules shall be as follows:

Universal Studio Tours

Six round trips per day during summer season and two round trips per day for the rest of the year.

Busch Gardens Tours

Two daily round trips (except on Christmas and New Year's Day).

Night Club and Dinner Tours

One daily night club tour - One daily dinner tour.

- *(f) Starline Sightseeing Tours, Inc., shall observe all parking and traffic regulations of the City of Los Angeles on Hollywood Boulevard, Orchid Avenue, Orange Drive, and elsewhere in the city.
- *(g) Starline Sightseeing Tours, Inc., shall utilize multi-channel sound systems and provide multi-language tape narration on the following tours:

Knott's Berry Farm Tour
Movieland Wax Museum Tour
Disneyland Tour
San Diego City Tour
San Ysidro Tour

Issued by California Public Utilities Commission

*Added by Decision 93546, Application 60234.

SECTION 3. ROUTE DESCRIPTIONS (Cont.)

Los Angeles City Tour

Commencing at 6933 Hollywood Boulevard, Hollywood, City of Los Angeles, California, then easterly on Hollywood Boulevard, northerly on Highland viewing the Hollywood Bowl, thence south on the Hollywood Freeway and along appropriate city streets visiting such points of interest as: Old Plaza Church, Olvera Street, Union Station, Pico House, Japanese Village Plaza, New Otani Hotel, Civic Center, Music Center, World Trade Center, Bonaventure Hotel, Atlantic Richfield Plaza, Central Library, New United California Bank, St. Paul's Cathedral, Ambassador Hotel, Miracle Mile, Los Angeles County Art Museum, La Brea Tar Pits, Farmers Market, Sunset Strip, and Chinese Theatre. Stops will be made at Olvera Street, La Brea Tar Pits, Farmers Market, and Chinese Theatre. Thence, return by way of the most appropriate routes to the point of beginning.

Knott's Berry Farm - Movieland Wax Museum Tour

Commencing at 6933 Hollywood Boulevard, Hollywood, City of Los Angeles, California, thence along the most appropriate and convenient routes to Knott's Berry Farm, thence to Movieland Wax Museum, thence, returning by way of the most appropriate routes to the point of beginning.

Disneyland Tour

Commencing at 6933 Hollywood Boulevard, Hollywood, City of Los Angeles, California, thence along the most appropriate and convenient routes to Disneyland in the City of Anaheim, Orange County, California, thence, returning by way of the most appropriate routes to the point of beginning.

SECTION 3. ROUTE DESCRIPTIONS. (Cont.)

San Diego City Tour

Commencing at 6933 Hollywood Boulevard, Hollywood, City of Los Angeles, California, thence along the most appropriate and convenient routes to the City of San Diego County, California, visiting Sea World, the San Diego Zoo, touring the City of San Diego, thence, returning by way of the most convenient and appropriate routes to Hollywood, Los Angeles.

San Ysidro Tour

Commencing at 6933 Hollywood Boulevard, Hollywood, City of Los Angeles, California, thence by way of the most appropriate and convenient route to San Ysidro, San Diego County California, viewing sights along the way, thence, returning by way of the most convenient and appropriate routes to Hollywood, Los Angeles.