

**City of Culver City, California
Agenda Item Report**

Meeting Date: 12/10/2012		Item Number: A-4	
CITY COUNCIL AGENDA ITEM: (1) Approval of Pilot Circulator Service Serving the Culver City Exposition Light Rail Station, the Hayden Tract, and Downtown Culver City; and (2) Approval of a Request for Proposals Related to Such Service.			
Contact Person/Dept.: Diana Chang/Transportation		Phone Number:(310) 253-6566	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Agenda and Meetings – City Council (12/07/12); Downtown Business Association (12/05/12)			
Department Approval: Art Ida (11/28/12)		City Attorney Approval: Carol A. Schwab (by H. Baker) (12/06/12)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (12/06/12)		City Manager Approval: John M. Nachbar (12/07/12)	
<u>RECOMMENDATION:</u> Staff recommends that the City Council approve an Exposition Light Rail Station Pilot Circulator Service (EXPO Pilot Circulator) that would transport persons between the Hayden Tract and Downtown Culver City with service to the Culver City Station and direct the City Manager to prepare and release a request for proposals (RFP) related thereto. <u>BACKGROUND/ DISCUSSION:</u> With conceptual support of the Downtown Business Association (DBA), the City Council unanimously approved a professional services agreement with NBS (a consulting firm which specializes in Special Financing Districts – SFD's) on April 11, 2011 and directed staff to explore the concept of a shuttle connecting Culver City Station, Downtown Culver City, and the Hayden Tract the associated costs, and various financing mechanisms for those costs. Staff from the City Manager's Office, the Transportation Department, the Public Works Department, the Finance Department, and the Community Development Department has been working with NBS to develop the preliminary data on the circulator service. In light of the recent feedback from the City Manager indicating that the SFD financing option is not feasible at this point, and in effort to implement the circulator service at a faster timeframe while allowing more time to identify/create a sustainable financing option for the service, staff evaluated the Transportation Department funding and forecasted expenditures for the current fiscal year and is presenting to the City Council a proposal to fund, using transportation funds, a			

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lunch-time EXPO Pilot Circulator for a period of nine (9) months, during which staff will evaluate the program performance and report the results of the evaluation to the City Council.

If approved by the City Council, the EXPO Pilot Circulator will consist of the following:

1. Provide service connecting Culver City downtown, the Exposition Light Rail Culver City Station, and Hayden Tract (Attachment 1);
2. Operate with approximately 15-minute headway during the hours of 11am to 3pm (4 hours per day) on weekdays;
3. Contract with a private transportation company for the operations, with service and contract monitored and managed by the Transportation Department;
4. Utilize contractor-provided shuttle buses that will be specially-wrapped for branding purposes; and,
5. Utilize existing stops (no stop improvements required).

The proposed EXPO Pilot Circulator scenario aligns with the initial scenario proposed by the DBA and, as noted above, would allow the City to implement the service with a faster timeframe, provide a chance for the City and the DBA to evaluate the efficacy of such service and, if the service is successful, provide time to secure sustainable financial resource for a longer-term service.

FISCAL ANALYSIS:

The estimated total cost for the EXPO Pilot Shuttle is approximately \$200,000. This estimated cost could be funded through the Transportation Department's existing funding from a non-General Fund source.

The use of transportation funding is feasible based on the assumption that the cost of the EXPO Pilot Circulator does not exceed \$200,000. Should the cost of the service exceed \$200,000, additional funding source(s) will need to be identified.

In addition, should the EXPO Pilot Circulator become a success, a sustainable financial resource will need to be identified in order to fund the service beyond the 9-month pilot period.

ATTACHMENT:

1. Proposed EXPO Pilot Circulator Route Map.

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MOTIONS:

That the City Council:

1. Approve the concept of the proposed EXPO Pilot Circulator Service;
2. Authorize the City Manager to release an RFP in the first quarter of 2013 for the EXPO Pilot Circulator Service; and,
3. Direct the City Manager to return with the results of the RFP at a future City Council meeting..