

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

Meeting Date: 07/22/2013		Item Number: A-1	
CITY COUNCIL AGENDA ITEM: 1) Consideration of the Exposition Light Rail Station Pilot Circulator Service; 2) (If Desired) Approval of a Professional Services Agreement with Transportation Concepts for the Operation of the Exposition Light Rail Station Pilot Circulator Service in an Amount Not-to-Exceed \$197,731 (with an Option to Extend the Contract for One Year with an Additional Two-Year Extension in an Amount Not-to-Exceed \$268,507 Per Year); and 3) Direction to the City Manager Related to Scheduling an Evaluation of the Pilot Program after Six Months of Operation.			
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 (07/16/13)			
Department Approval: Art Ida (07/09/13)		City Attorney Approval: Carol A. Schwab (by H. Baker) (07/16/13)	
Chief Financial Officer Approval: Jeff Muir (07/16/13)		City Manager Approval: John M. Nachbar (07/16/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council 1) consider the Exposition Light Rail Station Pilot Circulator Service (EXPO Pilot Circulator); 2) (if desired) approve a professional services agreement with Transportation Concepts for the operation of the EXPO Pilot Circulator in an amount not-to-exceed \$197,731 (with an option to extend the contract for one year with an additional two-year extension in an amount not-to-exceed \$268,507 per year); and 3) Direction to the City Manager related to scheduling an evaluation of the pilot program after six months of operation. <u>BACKGROUND:</u> The EXPO Pilot Circulator is a 9-month (36-week) pilot service that would transport persons between the Hayden Tract and Downtown Culver City with service to the Culver City Station. With conceptual support of the Downtown Business Association (DBA), the City Council unanimously approved a contract with NBS (a consulting firm which specializes in Special Financing Districts – SFD's) on April 11, 2011 and directed the City Manager to explore the Shuttle concept (connecting Culver City Station, Downtown Culver City, and the Hayden Tract) and an associated SFD in more depth.			

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Staff from the City Manager's Office, the Transportation Department, the Public Works Department, the Finance Department, and the Community Development Department worked with NBS to develop the preliminary data on a conceptual circulator service. In December 2012, in light of the feedback from the City Manager indicating that the SFD financing option was not feasible at that point, staff pursued a different concept. The new concept could be implemented within a faster timeframe as a pilot program, allow for an evaluation of the pilot program, and also allow more time to identify/create a sustainable financing option for the service. Staff proposed the City Council consider a lunch-time EXPO Pilot Circulator for a period of nine (9) months with funding from the Transportation Fund, during which period staff will evaluate the program performance and report the results of the evaluation to the City Council.

On December 10, 2012, the City Council conceptually approved the EXPO Pilot Circulator consisting of the following:

1. Provide service connecting Culver City downtown, the Exposition Light Rail Culver City Station, and Hayden Tract;
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 bus stops (no bus stop improvements required).

DISCUSSION:

In response to the City Council's feedback at the December 10, 2012 meeting, staff added one new stop (on Hayden Avenue at National Boulevard) and one existing stop (on Higuera Street at Eastham Drive) in the Hayden Tract to the proposed EXPO Pilot Circulator route (Attachment 1).

On February 25, 2013, staff released a Request for Proposals (RFP) related to the EXPO Pilot Circulator service. Proposals were due on March 28, 2013. Three transportation companies submitted proposals. After careful evaluation of the proposals, Transportation staff determined that Transportation Concepts' (TC) proposal showed that they are the best qualified firm to provide the EXPO Pilot Circulator Service.

The RFP requested two cost proposal scenarios:

Scenario 1: Two vehicles operating simultaneously (with vehicles arriving approximately every ten to twelve minutes depending on traffic); and;

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Scenario 2: Three vehicles operating simultaneously (with vehicles arriving approximately every six to eight minutes depending on traffic).

In an effort to minimize passenger wait time, staff recommends Scenario 2. TC will provide a fleet of CNG-powered shuttle buses (Attachment 2) that will provide seating for 22 passengers plus the driver. The shuttle buses are ADA-compliant.

At the end of the 36-week pilot period, the City has the option to extend the contract with TC for one year with an additional two-year extension.

To promote the EXPO Pilot Circulator service, staff hired a marketing company to design/create special service branding and to conduct outreach to the DBA and major Hayden Tract employers to promote the service. As part of the shuttle branding/marketing effort, unique branding bus wraps will be installed on the shuttle buses, street light pole banners will be produced and installed along the proposed route, and special shuttle stop signs and other promotional materials will also be produced and installed or distributed.

On May 29, 2013, staff received feedback from DBA representatives, including a request for one additional stop on eastbound National Boulevard at Eastham Drive in the Hayden Tract area. Staff has evaluated the request and determined that this location is not feasible for a bus stop due to traffic safety considerations. Therefore, staff does not recommend the addition of such a stop.

At a May 8, 2013 meeting with some Hayden Tract business owners regarding parking and fiber issues, the business owners expressed a lack of support for the EXPO Pilot Circulator and expressed doubts as to how much the shuttle will be used by Hayden Tract area employees. The business owners voiced some interest in a commuter-type shuttle, and staff is currently looking into extending the City's existing fixed-route service to the Hayden Tract to accommodate this demand. Staff is also looking into marketing/promoting the existing fixed-route service to encourage people to use the public transit service that Culver CityBus offers.

Six Month Evaluation of Pilot Program

Should the City Council determine to move forward with the EXPO Pilot Circulator, within 30 days after six months of operations, staff will present an evaluation of the program to the City Council. At that time, the City Council can consider the evaluation and provide further direction to staff related to the continuation of the circulator service upon expiration of the nine-month pilot program, including non-transportation department funding sources for such continued operations.

FISCAL ANALYSIS:

Should the City Council determine to approve the contract, Transportation funds will be used for the EXPO Pilot Circulator. Under TC's proposal, Scenario 1 (ten to

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twelve minute headway) will cost \$142,550, and Scenario 2 (six to eight minute headway) will cost \$197,731. Staff recommends Scenario 2.

Should the City elect to extend the contract with TC after the pilot service period, Scenario 1 (ten to twelve minute headway) will cost \$193,291 per year and Scenario 2 (six to eight minute headway) will cost \$268,507 per year.

ATTACHMENTS:

- Attachment 1 – Proposed EXPO Pilot Circulator Map
- Attachment 2 – Example of Proposed CNG-Powered Shuttle Buses

MOTIONS:

That the City Council:

1. Consider the Proposed Expo Pilot Circulator and (if desired) direct the City Manager to move forward with one of the following options:

- 1) Option 1: Proposed EXPO Pilot Circulator
- 2) Option 2: Not move forward with the Expo Pilot Circulator

If Option 1 is chosen:

2. Approve a professional services agreement with Transportation Concepts for the operation of the EXPO Pilot Circulator in an amount not-to-exceed \$197,731 (Scenario 2), with an option to extend the contract for one year with an additional two-year extension in an amount not-to-exceed \$268,507 per year; and,
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City; and,
5. (If Desired) Direct the City Manager to return to the City Council within 30 days after six months of operation of the EXPO Pilot Circulator with an evaluation of the program.