

To: Administration and Finance Committee

Date: December 30, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Shadelands Shuttle Route Fare Subsidy

Summary

The Shadelands Business owners have successfully formed a public benefit improvement district (PBID) and will begin collecting fees for projects January 1st 2015. One of the top priorities of the PBID board was to fund a direct shuttle from Shadelands to BART. Last year Route #7 was realigned to provide more direct and frequent service from Shadelands to BART as recommended in the Adaptive Service Plan. In November the PBID board authorized the Chamber to execute an agreement on their behalf to fund the fares on Route #7. This is the same type of arrangement we have with the City of Walnut Creek for Route #4 and Route #5.

Fare Subsidy Amount

The amount of the fare subsidy was calculated based on a productivity of 10 passengers per hour and an average fare of \$1.40 per passenger. Currently the route is only carrying 8 passengers per hour.

$10 \text{ pass/RHr} \times 20.5 \text{ RHr/Day} \times 255 \text{ days/yr} \times \$1.40 \text{ per pass} = \$73,185$

Agreement

The agreement attached is based on the agreement executed with the City of Walnut Creek for similar services. The Shadelands PBID Board has expressed an interest in wrapping the buses used on the shuttle and the cost for that (\$6,000 per bus) has been included as an option. In addition they are interested in equipping the buses with WiFi and that option has been included as well.

The Chamber of Commerce for the City of Walnut Creek is acting and the financial management entity for the PBID at this point and the agreement will be executed with them.

Next Steps

The agreement needs to be reviewed by the Chamber attorney then a start date determined. They are anxious to begin, and it will be possible to initiate free service on Route #7 mid driver bid.