

To: Board of Directors

Date: January 8, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

Subject: Shadelands Shuttle Route Fare Subsidy

Summary

The Shadelands property 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 Walnut Creek Chamber to execute an agreement on their behalf to fund the fares for all riders on the 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.

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

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.

Recommendation

The Administration and Finance Committee recommends that the Board approve resolution 2015-020 authorizing the General Manager to enter into an agreement with the Walnut Creek Chamber for fare subsidy of Route #7. The Walnut Creek Chamber who is acting as the financial administrator for the PBID at this point. A draft agreement has been reviewed by County Connection attorneys but is currently being reviewed by the Chamber. Once the contract is executed, free service can begin.

RESOLUTION NO. 2015 - 020

**BOARD OF DIRECTORS, CENTRAL CONTRA COSTA TRANSIT AUTHORITY
STATE OF CALIFORNIA**

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**AUTHORIZING EXECUTION OF
THE SHADELANDS FARE REIMBURSEMENT AGREEMENT FOR ROUTE 7
SERVICE**

WHEREAS, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (hereinafter "Member Jurisdictions") have formed the Central Contra Costa Transit Authority ("CCCTA"), a joint exercise of powers agency created under California Government Code Section 6500 *et seq.*, for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions;

WHEREAS, CCCTA engaged a consultant to conduct an Adaptive Service Analysis Plan to evaluate and develop recommendations for maximizing the effectiveness of its public transit service;

WHEREAS, the Adaptive Service Analysis Plan was adopted by the Board of Directors in December 2013, and staff was directed to proceed with soliciting public input and conduct further analysis to implement service changes recommended by the Plan, which included modifications to Route 7;

WHEREAS, in April 2014, following consideration of public comment, the Board of Directors authorized implementation of the recommended changes to Route 7 that includes more frequent and direct service from the Shadelands Business Park to the Pleasant Hill BART station;

WHEREAS, in August 2014, in accordance with state law procedures, the City of Walnut Creek formed the Shadelands Property and Business Improvement District (PBID), to fund various services and programs to benefit the Shadelands Business Park;

WHEREAS, the PBID board of directors has authorized contributing a fare subsidy for Route 7 to promote public transit service between the Shadelands Business Park and BART;

WHEREAS, the Administration & Finance Committee has recommended that the Board of Directors authorize the General Manager to enter into an agreement with the Walnut Creek Chamber of Commerce as the authorized agent of the PBID, to specify the terms and conditions for the PBID fare subsidy for Route 7 service.

NOW, THEREFORE, BE IT RESOLVED that the Central Contra Costa Transit Authority Board of Directors hereby authorizes the General Manager to execute the Shadelands Fare Reimbursement Agreement with the Walnut Creek Chamber of Commerce, in a form approved by Legal Counsel, whereby the Walnut Creek Chamber of Commerce, on behalf of the Shadelands PBID, will contribute a fare subsidy for the Route 7 service, estimated at \$73,200 annually.

Regularly passed and adopted this 15th day of January 2015, by the following vote:

AYES:

NOES:

ABSTENTIONS:

ABSENT:

A.G. Dessayer, Chair, Board of Directors

ATTEST:

Lathina Hill, Clerk to the Board