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DEPARTMENT OF
PUBLIC WORKS

TECHNICAL SERVICES DIVISION
FUNDING AND PRIORITIES

CITY OF SACRAMENTO
CALIFORNIA

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SACRAMENTO, CA
95814-2702

916-264-5521
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February 5, 1998

APPROVED
BY THE CITY COUNCIL

FEB 17 1998

OFFICE OF THE
CITY CLERK

as amended

City Council
Sacramento, California

Honorable Members in Session:

**SUBJECT: DOWNTOWN SHUTTLE – APPROVAL OF PROPOSAL TO EXPAND SERVICE
AND APPROPRIATE FUNDS**

LOCATION AND COUNCIL DISTRICT:

Downtown, Midtown, Old Sacramento and Point West Hotels. Council Districts 1, 2 and 3.

RECOMMENDATION:

This report recommends that the City Council adopt the resolution which:

- Approves a proposal to expand bus service to the Point West Hotels, and Old Sacramento. See Attachments B and C for service routes.
- Authorizes the City Manager to forward this report to Regional Transit (RT) requesting that the RT Board consider and approve the City's proposal.
- Authorizes the City Manager to enter into agreements to receive funding for the bus service expansion.

CONTACT PERSON: Tim Mar, Funding and Priorities Specialist, 264-5521
Barbara Bonebrake, Downtown Department Manager, 264-7733

FOR COUNCIL MEETING OF: February 17, 1998

SUMMARY:

The main points of the shuttle proposal are as follows:

1. Request that Regional Transit beginning on April 5, 1998 expand their current bus service on J and L Streets to provide service into Old Sacramento. (Attachment C).
2. Request that Regional Transit beginning on April 5, 1998, operate a shuttle service between the Point West Hotels and the Convention Center five (5) days a week and six (6) times a day. (Attachment B).
3. Request that the existing K Street Shuttle end service on April 4, 1998, and commence items 1 and 2 on April 5, 1998.
4. Staff is recommending that \$75,000 plus \$10,000 for marketing is contributed towards the first year of service. Community Center Fund and Point West Hotels/Arden Fair Mall, Old Sacramento Association, Midtown Business Association and Downtown Partnership would share the contribution. The Community Center Fund contribution is \$50,000. Staff is in the process of obtaining written agreements with private partners to cover the additional \$35,000 cost. Many verbal agreements have been given.

BACKGROUND INFORMATION:

On June 18, 1997, the City Council requested a report back on how to implement a shuttle service, which would connect Downtown, Old Sacramento, Midtown businesses, the Convention Center, Crocker Art Museum and Point West Hotels. The City Council agreed to contribute up to \$100,000 from the Community Center Fund towards the operation of the shuttle.

Since September 1997, a committee comprised of City and Regional Transit staff and businesses has evaluated options to expand the existing K Street shuttle, which operates between the Convention Center and Old Sacramento. The committee has determined that a separate shuttle service, which would provide service to Old Sacramento, Crocker Art Museum, Downtown, Midtown and Point West Hotels, would cost approximately \$710,000 annually. The working group realized this cost was prohibitive and instead looked at expanding and marketing existing bus service to meet our goals.

Annually, Regional Transit budgets funding to expand service. Our proposal requests that Regional Transit expands service of the No. 30 bus line, which currently operates on J and L Streets between 5th Street and CSUS, into Old Sacramento and the Crocker Art Museum. Additionally, our proposal requests that Regional Transit establishes a new bus service between the Point West Hotels and the Convention Center. Regional Transit staff has indicated it will recommend at their February 23rd board meeting against adding service to the Crocker Art Museum because it will require an additional bus at a cost of \$250,000.

The committee has already commenced work on a marketing plan for the new service. The busses will be painted a distinctive color and the service promoted throughout the service area.

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The long-term goal is to establish a dedicated shuttle service for the Downtown/Midtown/Old Sacramento/Crocker Art Museum and Point West hotel areas. The committee will continue working toward this goal.

FINANCIAL CONSIDERATIONS:

The City Council, at its June 24, 1997, meeting authorized "up to \$100,000 from Community Center Funds towards an expanded shuttle system that includes Midtown and Point West" by Resolution No. 97-379.

The annual project cost is \$85,000 for the: 1) implementation of a new shuttle service between the Point West Hotels and the Sacramento Convention Center and, 2) marketing the overall new Downtown-Midtown Shuttle service. Funding of \$50,000 from the Convention Center Fund, \$25,000 from the Point West Hotels/Arden Fair Mall, and up to \$10,000 from the Downtown-Midtown/Old Sacramento is available. The cost to operate the shuttle between the Point West Hotels and Convention Center is \$75,000.

ENVIRONMENTAL CONSIDERATIONS:

Expansion of bus service is exempt from review under the California Environmental Quality Act (CEQA).

POLICY CONSIDERATIONS:

The implementation of a hotel shuttle system is consistent with the City Council direction to access to and from the Point West hotel area to the Midtown and Downtown area.

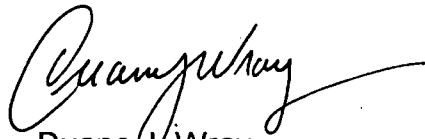
City Council
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In June 1997, the City Council approved borrowing up to \$12 million from the Risk Management Fund to fund the projected shortfall in the Community Center Fund over the next six years. The \$50,000 commitment to the shuttle system may result in increase indebtedness to the Risk Management Fund.

MBE/WBE EFFORTS:

Not Applicable.

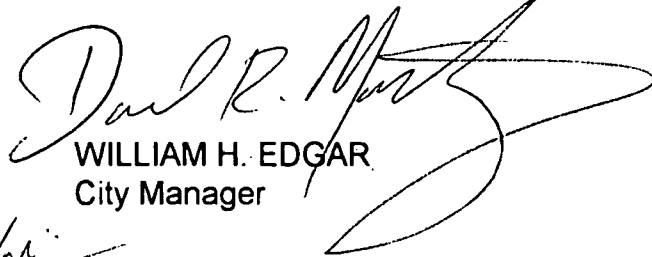
Respectfully submitted,



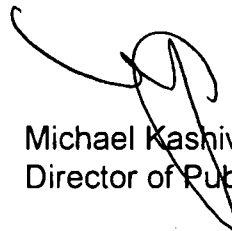
Duane J. Wray
Technical Services Manager

RECOMMENDATION APPROVED:

Approved:



WILLIAM H. EDGAR
City Manager

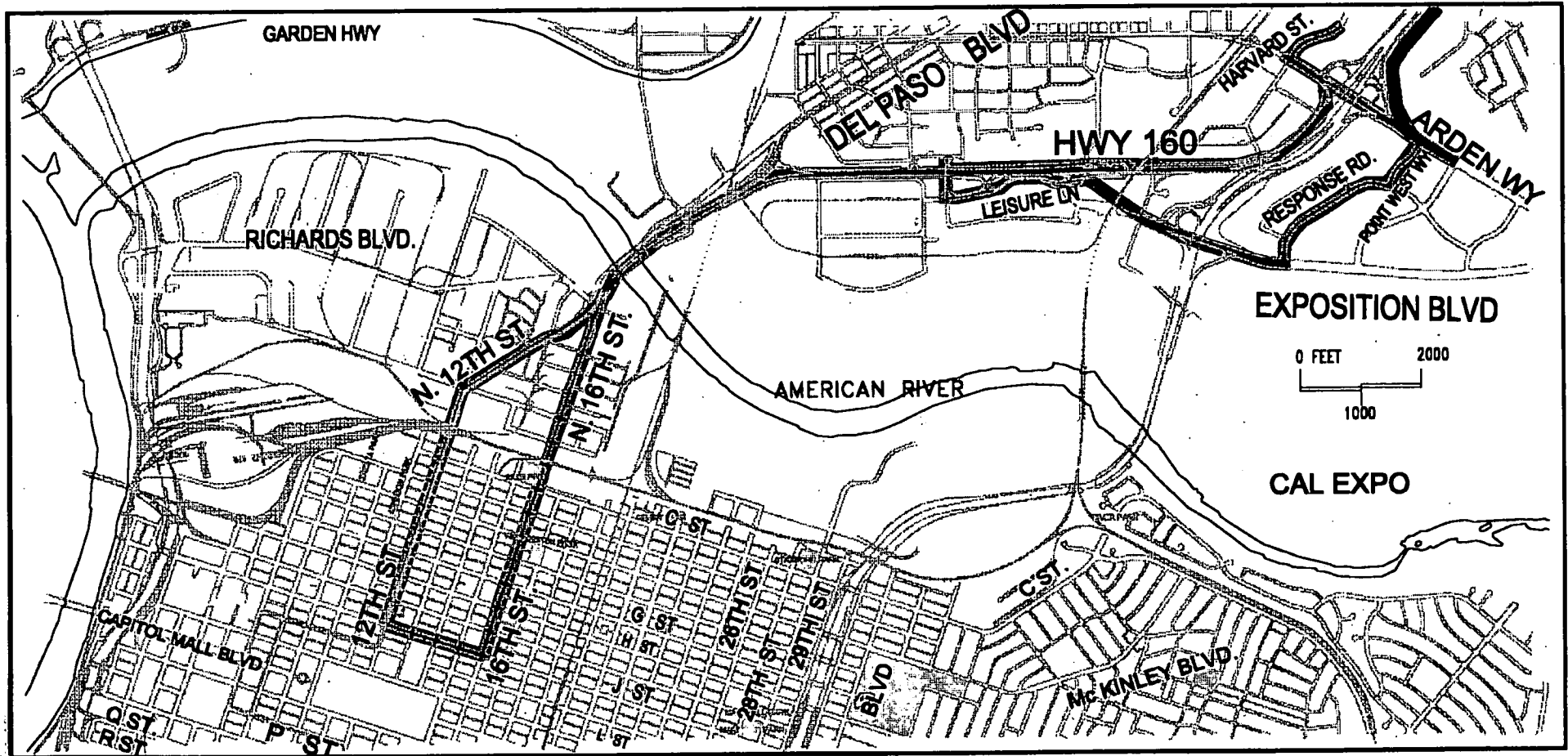


Michael Kashiwagi
Director of Public Works

for:

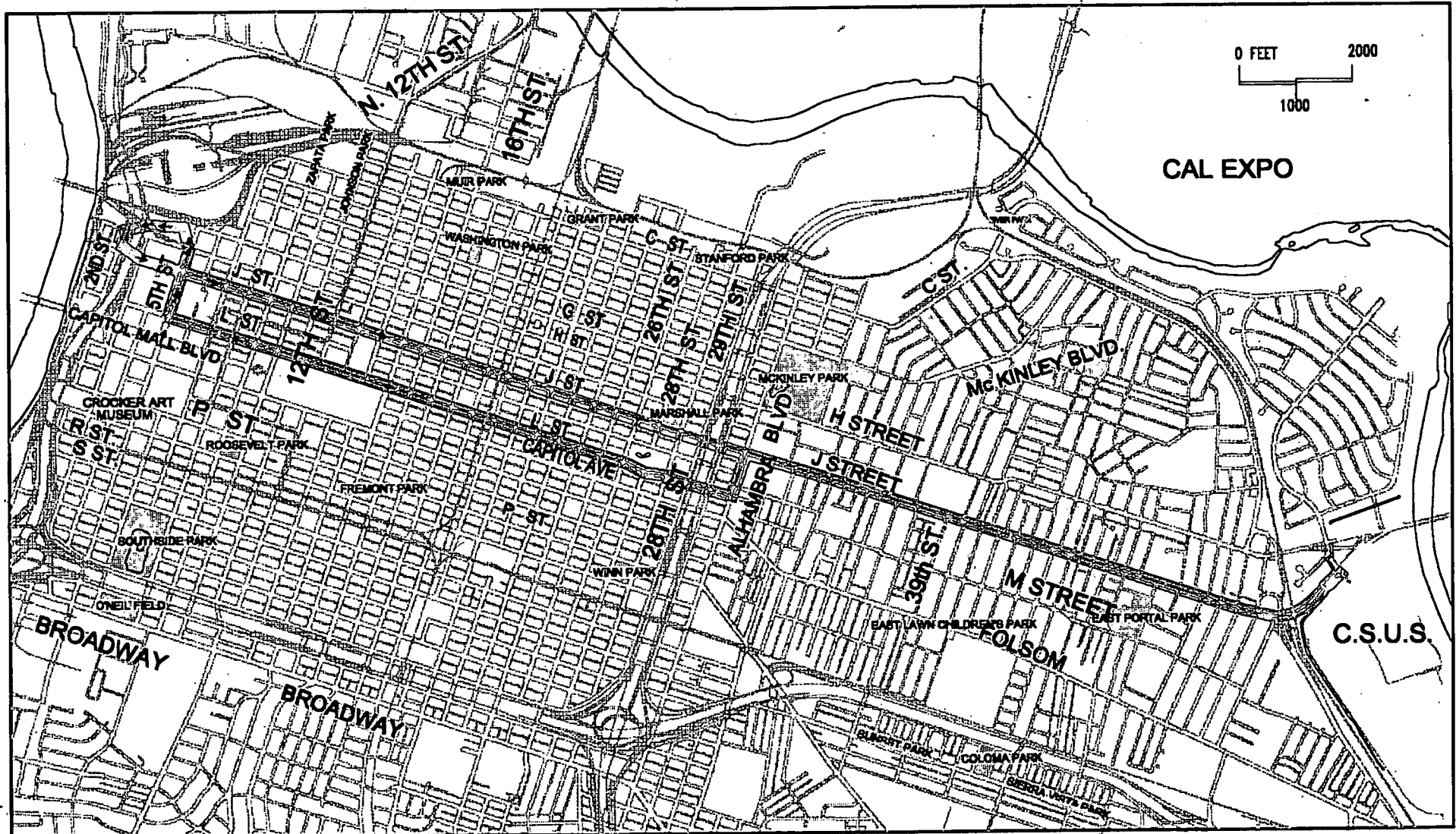
ATTACHMENT B

SHUTTLE ROUTE POINT WEST HOTEL CONVENTION CENTER SERVICE



ATTACHMENT C

SHUTTLE ROUTE DOWNTOWN SERVICE



A M E N D E D

RESOLUTION NO. 98-057

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION APPROVING THE POINT WEST HOTELS TO
CONVENTION CENTER SHUTTLE**

THE CITY COUNCIL OF THE CITY OF SACRAMENTO RESOLVES:

1. That the Point West Hotels to Convention Center shuttle is hereby approved.
2. That the one-year shuttle will commence operations on April 6, 1998.
3. That \$75,000 in Convention Center funds will fund the one-year service.
4. That the Point West Hotels will contribute \$5,000 to Regional Transit to market the shuttle and perform additional in kind marketing at a cost of \$7,500.
5. That the City Manager is authorized to enter into funding agreements with individual parties to fund the Point West Hotel to Convention Center shuttle and Downtown shuttle.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

as amended **APPROVED**
BY THE CITY COUNCIL

RESOLUTION NO. 98-057

FEB 17 1998

ADOPTED BY THE SACRAMENTO CITY COUNCIL

OFFICE OF THE
CITY CLERK

ON DATE OF _____

**RESOLUTION APPROVING A PROPOSAL TO EXPAND
THE DOWNTOWN SHUTTLE AND APPROPRIATION OF FUNDS**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

1. That the City Manager is authorized to forward this report to Regional Transit which requests that Regional Transit expand bus service to Old Sacramento and Point West Hotels/Arden Fair Mall.
2. That the City Manager is authorized to enter into funding agreements with individual parties to fund the expansion of the Downtown Shuttle and collect the funds and transmit them to Regional Transit.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____



February 13, 1998

Mayor Joe Serna, Jr.
City of Sacramento
915 I Street, Room 205
Sacramento, CA 95814

Re: Downtown Shuttle Program

Dear Mayor Joe Serna Jr.,

The Downtown Sacramento Partnership (DSP) has been involved in the formation of the Downtown and Point West Shuttle programs, which is an agenda item at the February 17, 1998, City Council meeting. Unfortunately, the DSP Board of Directors will not be able to take a formal position on this issue prior to its presentation at City Council. Discussion of the Downtown Shuttle is on the agenda for the next Board of Directors meeting which will be held on February 18th. City and Regional Transit staff will present the project to the Board and make a request for shuttle marketing funds at this point in time.

We would like City Council to begin discussions on the Downtown Shuttle program, but request that a vote be withheld until our Board of Directors has had the opportunity to hear the presentation.

The Point West Shuttle connecting the Convention Center and Point West hotels is an effort which would greatly benefit those parties involved and we encourage you to move forward. We would like to see the Downtown Plaza/K Street Mall, Old Sacramento, State Capitol and other points of interest downtown included as this project evolves. These are significant destinations within downtown and deserving of future consideration.

The DSP is supportive of the concept of a Downtown Shuttle and would like to continue to work toward the goal of having a unique shuttle program service downtown. However, the discussion process is still underway and a vote on the Shuttle program at this time, we feel, is premature. Please feel free to call me with any questions or comments.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Ault".

Michael Ault
Executive Director

c: Sacramento City Council Members
DSP Board of Directors

RECEIVED
MAYOR/COUNCIL OFFICE
CITY OF SACRAMENTO

1998 FEB 13 P 12:38

9.1

APPROVED
BY THE CITY COUNCIL

FEB 17 1998

OFFICE OF THE
CITY CLERK



Resolution

of the City Council

Libraries For Our Future Got Hours! Got Books! Celebration February 17-21, 1998

WHEREAS, the Libraries for Our Future Citizens' Committee, under the able and enlightened leadership of Helen Yee and whose members resided in both the City and County of Sacramento, mounted a successful effort to place Measure P on the November 1996 ballot in support of city libraries (and Measure D in support of county libraries); and

WHEREAS, the Libraries for Our Future Citizens' Committee, with extraordinary commitment and financial support from the Sacramento Public Library Foundation and from the Friends of the Sacramento Public Library and the Affiliate Friends and with assistance from dedicated library staff, did achieve support for the measure from city and county elected officials and from the Library Authority Board; funding for the campaign; and the formation of a cadre of volunteers who campaigned tirelessly on behalf of the measure; and

WHEREAS, the Libraries for Our Future Citizens' Committee is especially grateful for a leadership contribution from U.S. Bank, whose generous previous gifts opened the Central Library on Sundays for two years, and from a very special private citizen who wishes to remain anonymous; and

WHEREAS, Mayor Joe Serna, Jr. and the Sacramento City Council members Heather Fargo, Rob Kerth, Steve Cohn, Jimmie Yee, Deborah Ortiz, Darrell Steinberg, Robbie Waters, and the late Samuel Pannell had the vision, the foresight, and the best interest of its citizens at heart when they voted unanimously to place Measure P on the city ballot for a majority vote; and

WHEREAS, the successful passage of Measure P now insures that city residents will, for the next ten years, benefit from more open hours, more new books, and new technology in eight city neighborhood library branches; and

WHEREAS, all city residents are invited to visit their library branch during this special week to enjoy the hospitality of city branch open houses, to be enchanted by a rich array of programs for families and adults, and to discover the rich treasures that their public library has to offer.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and the Council of the City of Sacramento, that we do hereby recognize the week of February 17-21 as the official "Got Hours!, Got Books!" celebration week to thank city residents who voted to support Measure P.

ISSUED: This 17th Day of February 1998.

JOE SERNA, JR., MAYOR

HEATHER FARGO, DISTRICT ONE

ROBERT KERTH, DISTRICT TWO

STEVE COHN, DISTRICT THREE

JIMMIE YEE, DISTRICT FOUR

LAUREN R. HAMMOND, DISTRICT FIVE

DARRELL STEINBERG, DISTRICT SIX

ROBBIE WATERS, DISTRICT SEVEN

VALERIE BURROWES, CITY CLERK