



APPROVED
JUL 18 2000
OFFICE OF THE
CITY CLERK

1.6

DOWNTOWN
DEPARTMENT

PARKING LOT ADMINISTRATION

CITY OF SACRAMENTO
CALIFORNIA

AG 2000-101
June 30, 2000

312 K STREET
SACRAMENTO, CA
95814-3329

PH: 916-264-5110
FAX: 916-264-5115

City Council
Sacramento, California

SUBJECT: SACRAMENTO RIVER CATS BASEBALL CLUB, LLC SHUTTLE

LOCATION: Council District 1

RECOMMENDATION:

This report recommends that the City Council approve the attached resolution authorizing the City Manager to:

- Enter a one-year agreement with Sacramento Regional Transit to reimburse them for a portion of the direct costs related to operating the Raley Field shuttle.
- Appropriate funds for the shuttle from Parking Fund (412).

CONTACT PERSON: Mark S. Miller, Parking Operations Manager, 264-7610
Thomas V. Lee, Deputy City Manager, 264-8888

FOR COUNCIL MEETING OF: July 18, 2000

SUMMARY:

Subject to City Council approval, the City of Sacramento will enter a one-year agreement with Sacramento Regional Transit to reimburse them for the operation of the Raley Field Shuttle. The City Manager has been authorized to enter into an agreement with the Sacramento River Cats Baseball Club, LLC for reimbursement of funds for the operation of the Raley Field Shuttle, however, Sacramento River Cats are not providing the shuttle service the City is financially supporting, therefore, it is recommended that the City Manager be given authorization to enter into a one-year agreement directly with the Regional Transit.

BACKGROUND:

- On April 18th, 2000, City Council approved 1/3 funding of a shuttle system to and from Raley Field from Downtown Sacramento. This action is recommended so that the contract for provision of the shuttle can be concluded directly between Regional Transit and the City of Sacramento rather than between the City and River City Cats as originally approved. This change will simplify reporting and other elements of the arrangement.
- The shuttle is to be operated by Regional Transit and funded equally by the Sacramento River Cats Baseball, LLC, Regional Transit, and the City of Sacramento. The shuttle will provide service to Raley Field stadium for 90 minutes before and 30 minutes after game times and then 60 minutes prior to anticipated game end and until crowds are dispersed after games. The shuttle would utilize existing bus stops along N Street, 8th Street, L Street and Capitol Mall and pick up and drop off at five minute intervals.
- Initially, Regional Transit staff estimated the cost of this shuttle to be \$103,000 for the first season, from May-August 2000. This estimate has since been increased to \$113,703. The Transportation and Parking Management Program for Raley Field prepared for the Sacramento River Cats Baseball Club, LLC by their consultants indicates that a shuttle program as described above is sufficient to meet their needs. The Raley Field Shuttle will be equally funded by the City of Sacramento, Regional Transit, and River City Cats Baseball Club, LLC.
- April 18th, 2000, Council authorized the City Manager to:
 - "Enter a one-year agreement with Sacramento River Cats Baseball Club, LLC to reimburse them for a portion of the direct cost related to operating the proposed Raley Field Shuttle."
 - "Appropriate funds not to exceed \$34,333 from the Parking Fund (412) for the Shuttle."
 - "Encourage staff to work with the City of Sacramento, City of West Sacramento, Sacramento River Cats Baseball Club, LLC, Regional Transit and the River City Regional Stadium Financing Authority to establish and monitor benchmarks that measure the ridership and "success" of the shuttle service."
- City Council direction to enter into an agreement between City of Sacramento and Sacramento Regional Transit would supercede and replace earlier City Council direction, increasing cost by \$3,568 and increases the frequency of service and number of busses during peak ridership periods.

FINANCIAL CONSIDERATIONS:

Estimated cost of operating the Raley Field Shuttle is \$113,703 with participation of three (3) financial partners (Regional Transit, Sacramento River Cats Baseball Club, LLC and the City of Sacramento). Funding from the City of Sacramento would not exceed \$37,901.

Funds for this activity will be paid from the Parking Enterprise Fund. Increased parking activity attributable to River City Cats baseball games will generate revenues partially offsetting costs.

ENVIRONMENTAL CONSIDERATIONS:

A Negative Declaration was adopted for this project by the Lead Agency (City of West Sacramento). This action will assist the City of West Sacramento in implementing the mitigation measures identified for this project.

POLICY CONSIDERATIONS:

In April 1995, the Redevelopment Agency of the City of Sacramento and the Redevelopment Agency of the City of West Sacramento adopted Joint Riverfront Master Plans as the overall vision for the development and enhancement of the Sacramento River. The proposed project will accomplish several of the established goals of the Joint Riverfront Master Plans, including:

- Establish the riverfront area as an active, vibrant, urban district and public precinct
- Emphasize pedestrian orientation, amenities and scale
- Provide for visitor and community serving uses and amenities
- Provide for uses and amenities that complement uses and amenities in the area

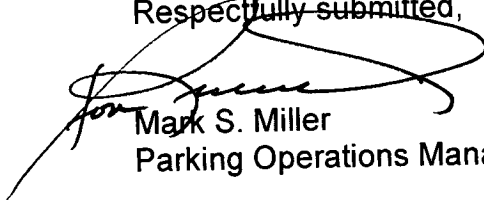
Although Raley Field was not included specifically in the Joint Riverfront Master Plans, the proposed project is seen as a catalyst project to increase local patronage of Old Sacramento and the Waterfront.

Staff recommends that data be gathered regularly during this first season in order to design a shuttle route, schedule, and fee structure for 2001 that will create a self-supporting shuttle.

ESBD CONSIDERATIONS:

This proposal is based on estimates solicited by the Sacramento River Cats Baseball Club, LLC from Regional Transit. Therefore, no ESBD considerations are applicable.

Respectfully submitted,




Mark S. Miller
Parking Operations Manager

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

APPROVED:



RICHARD RAMIREZ
Deputy City Manager

APPROVED
JUL 18 2000
OFFICE OF THE
CITY CLERK

RESOLUTION NO. 2000-424

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**SACRAMENTO RIVER CATS
BASEBALL CLUB, LLC SHUTTLE
AN AGREEMENT BETWEEN CITY OF SACRAMENTO
AND SACRAMENTO REGIONAL TRANSIT FOR
REIMBURSEMENT OF FUNDS**

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

1. Enter a one-year agreement with Sacramento Regional Transit to reimburse them for a portion of the direct costs related to operating the proposed Raley Field shuttle.
2. Appropriate funds not to exceed \$37,901 from the Parking Fund (412) for the shuttle.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____



1.6
1.19

DOWNTOWN
DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

312 K STREET
SACRAMENTO, CA
95814-3329

PARKING LOT ADMINISTRATION

June 9, 2000

T: 916-264-5110
X: 916-264-5115

CONTINUED
FROM June 20, 2000
TO July 18, 2000

City Council
Sacramento, California

SUBJECT: SACRAMENTO RIVER CATS BASEBALL CLUB, LLC SHUTTLE

LOCATION: Council District 1

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CONTACT PERSON: Mark S. Miller, Parking Operations Manager, 264-7610

FOR COUNCIL MEETING OF: June 20, 2000

SUMMARY:

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- City Council direction to enter into an agreement between City of Sacramento and Sacramento Regional Transit would supercede and replace earlier City Council direction and involves no changes in cost or services.

FINANCIAL CONSIDERATIONS:

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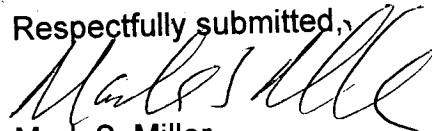
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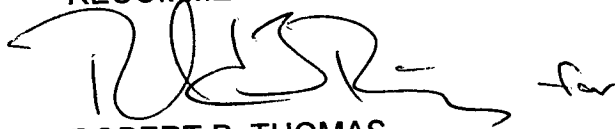
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Respectfully submitted,



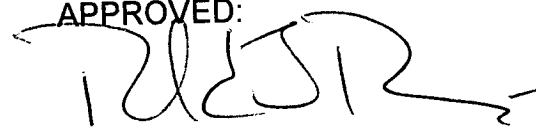
Mark S. Miller
Parking Operations Manager

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

APPROVED:



RICHARD RAMIREZ
Deputy City Manager

RESOLUTION NO. _____

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

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BASEBALL CLUB, LLC SHUTTLE**

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