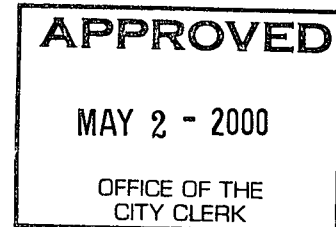


DOWNTOWN AND REGIONAL  
ENTERPRISE DEPARTMENT

1.9

April 4, 2000

City Council  
Sacramento, CA



Honorable Members in Session:

**SUBJECT: Downtown Area Shuttle (DASH) – Request by Point West Transportation Management Association (TMA) to Fund a Feasibility Study for a Shuttle System of the Point West Area .**

**LOCATION/COUNCIL DISTRICT:** Council District 1,2

**RECOMMENDATION:**

This report recommends that the City Council approve the attached resolution which:

- Approves allocation of \$6,200 to the Point West TMA for a portion of the cost to conduct a shuttle feasibility study of the Point West area from funds available within the Convention Center Fund.
- Directs staff to report back with the findings of the Point West TMA's feasibility study.

**CONTACT PERSON:** Michelle Nelson, Senior Management Analyst, 264-7064  
Wendy Saunders, Downtown Manager, 264-8196

**FOR COUNCIL MEETING OF:** May 2, 2000

**SUMMARY:**

This Council item is a report back with recommendation for allocation of available Convention Center funds resulting from the termination of the Point West DASH Shuttle. This report recommends that the City contribute \$6,200 to the Point West TMA toward the cost of a feasibility study for a shuttle system in the Point West Area. Point West TMA members will fund the balance of the \$8,600 feasibility study.

*Building on Our History - Creating The Place to Be.*

## **BACKGROUND INFORMATION**

- In February 1998, City Council approved the Point West DASH which was to provide the means to bring tourists and conventioners staying at Point West hotels to the Convention Center and to make connections via the Downtown DASH to restaurants and tourist attraction in downtown, midtown and Old Sacramento.
- On November 23, 1999, City Council approved discontinuation of the Point West DASH effective January 1, 2000 due to low ridership and discontentment among Downtown and Point West stakeholder groups over the route and the benefits of the service.
- Spearheaded by the Point West Transportation Management Association (TMA), stakeholders including, Cal Expo, Arden Fair Mall, Point West hotels and businesses and have met over the last few months to develop a strategy to address their on-going needs for shared transportation and tourism marketing of the Point West area.

### ***Point West Proposal***

- The Point West area contains over half of the city's hotel rooms and has many unique attractions and visitor destinations, including the State Fair, Waterworld, Paradise Island, Arden Fair Mall/Nordstroms and hundreds of shops and restaurants.
- The Point West TMA, on behalf of its member organizations, proposes to conduct a Feasibility Study of a shuttle service in and around the Point West Area. The feasibility study is outlined in the following four-step process:
  - 1) Research and survey of the effectiveness of existing modes of transportation in and around the Point West area; establishment of transportation goals among Point West stakeholders.
  - 2) Research of other cities' shuttle systems and service providers
  - 3) One-day workshop with guests speakers with nationwide shuttle experience (participation by North and South Natomas TMA);
  - 4) Conclusions and final recommendations, including a draft budget and business plan
- Should the finding of the Feasibility Study show cause for taking action on a new shuttle approach, the TMA will prepare a Business and Marketing Plan at the expense of its stakeholders and prepare a formal proposal to other public and private funding sources.

## **FINANCIAL CONSIDERATIONS:**

A budget for the proposed feasibility study is shown in Attachment 1. The total budget for the feasibility study is \$8,600.

The Point West TMA is requesting that funding in the amount of \$6,200 available in the Convention Center Fund be allocated toward the Point West shuttle feasibility study. Point West Stakeholders would fund the balance of the cost for the study.

**ENVIRONMENTAL CONSIDERATIONS:**

Approval to participate in funding the proposed feasibility study does not require environmental review or documentation.

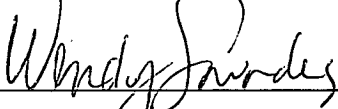
**ESBD CONSIDERATIONS:**

There are no ESBD considerations associated with the approval of funding for the proposed feasibility study.

**POLICY CONSIDERATIONS:**

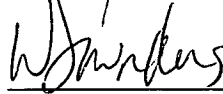
Funding of a feasibility study of the transportation system in the Point West area is consistent with policy that supports efforts to enhance tourism throughout the City, thereby increasing sales tax and Transient Occupancy Tax revenue.

Respectfully Submitted,



WENDY S. SAUNDERS  
Development Manager

APPROVED:



for ANDREW J. PLESCIA  
Economic Development Department Director

RECOMMENDATION APPROVED:



hr ROBERT P. THOMAS  
City Manager

APPROVED:



THOMAS V. LEE  
Deputy City Manager

ATTACHMENT 1

**POINT WEST SHUTTLE FEASIBILITY STUDY**

**Proposed Budget**

Consultant Services	\$4,050
Research/goal setting	
Meeting facilitation	
Preparation of final report	
Meeting facilities/AV Equipment Rental	\$1,150
Guest Speakers (3)	\$3,400
Travel/Accomodations	
<b>Total</b>	<b>\$8,600</b>

**RESOLUTION NO.** 2000-190

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

RESOLUTION APPROVING FUNDING FOR  
POINT WEST SHUTTLE FEASIBILITY STUDY



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

1. Allocation of \$6,200 to the Point West TMA for a portion of the cost to conduct a shuttle feasibility study of the Point West area from funds available within the Convention Center Fund.
2. Staff is directed to report back with the findings of the Point West TMA's feasibility study.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

---

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_