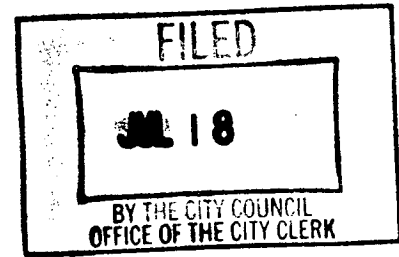


DOWNTOWN AND REGIONAL
ENTERPRISE DEPARTMENT



July 7, 2000

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: MID-SEASON REPORT BACK ON RIVER CATS BASEBALL SHUTTLE
RIDERSHIP

LOCATION/COUNCIL DISTRICT: Council District 1

RECOMMENDATION: This is a report back for City Council information only.

CONTACT PERSON: Elizabeth J. Cook, Senior Project Manager, 264-1931

FOR COUNCIL MEETING OF: July 18, 2000

SUMMARY:

This report provides mid-season ridership information on the Sacramento River Cats' Baseball Club Shuttle. The Shuttle carries baseball fans to and from downtown Sacramento and Thomas P. Raley Field in West Sacramento before, during and after River Cats Baseball games. The City of Sacramento is a financial participant for the first year of shuttle operation, along with Regional Transit and the Sacramento River Cats Baseball Club, LLC.

BACKGROUND:

The 10,000+ seat, Triple A baseball stadium, Thomas P. Raley Field, is a cornerstone project for the redevelopment of the West Sacramento waterfront. The City of West Sacramento and the Sacramento River Cats Baseball Club identified and improved over three thousand parking spaces in West Sacramento prior to the opening of the stadium. However, because of the stadium's proximity to Downtown Sacramento, it was assumed that many fans would choose to park in the City of Sacramento in order to take advantage of related events and/or restaurants before and after baseball games. In early 2000, in an effort to provide a higher level of service to their fans, the Sacramento River Cats organization requested that Regional Transit provide a shuttle proposal.

On April 18, 2000, the Sacramento City Council approved financial participation in the proposed shuttle service to provide buses at 5-minute intervals for 90 minutes around the start of the games and until necessary, approximately 30 minutes following games.

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The service has proven to be popular with fans, resulting in full buses to and from the games. Ridership has exceeded expectations. To relieve buses with standing loads prior to the start of the games, RT staff added an additional bus beginning on May 16, 2000. Also, service has been enhanced to include a bus that is available throughout the games for fans that plan or unexpectedly need to return to Sacramento.

Ridership counts have been gathered since the shuttle began operations on Opening Day, May 15, 2000. At City Council's request, these counts are provided in this mid-season report. (Due to limitations of data gathering equipment these counts are in general under-estimates of the actual ridership counts.)

Date	Game Time	Pre-game Ridership	Post-game Ridership	Total Ridership
May 15, 2000	7:05 PM	960	914	1,874
May 16, 2000	7:05 PM	796	847	1,643
May 17, 2000	7:05 PM	604	650	1,254
May 18, 2000	7:05 PM	716	716	1,432
May 19, 2000	7:05 PM	1,040	957	1,997
May 20, 2000	7:05 PM	1,045	1,027	2,072
May 21, 2000	7:05 PM	805	1,038	1,843
May 22, 2000	7:05 PM	883	684	1,567
May 27, 2000	7:05 PM	1,233	1,475	2,708
May 28, 2000	1:05 PM	805	1,244	2,049
May 29, 2000	1:05 PM	865	754	1,619
May 30, 2000	7:05 PM	579	658	1,237
May 31, 2000	12:15 PM	439	589	1,028
June 5, 2000	7:05 PM	745	760	1505
June 6, 2000	7:05 PM	683	722	1,405
June 7, 2000	12:15 PM	493	481	974
June 8, 2000	7:05 PM	832	155	987

June 9, 2000	7:05 PM	1,032	877	1,909
June 10, 2000	7:05 PM	704	863	1,567
June 11, 2000	1:05 PM	274	509	783
June 12, 2000	7:05 PM	318	392	710
June 22, 2000	7:05 PM	810	801	1,611
June 23, 2000	7:05 PM	691	854	1,545
June 24, 2000	7:05 PM	778	935	1,713
June 25, 2000	7:05 PM	829	697	1,526
Grand Total		16,979	15,770	32,749

This data will be analyzed at the conclusion of the season along with Raley Field attendance records and responses to a customer survey planned for later in the season. The conclusions will be utilized in planning for shuttle service routes, expenses, and service enhancements for the 2001 Season.

FINANCIAL CONSIDERATIONS: This report has no financial implications.

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 project accomplishes 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

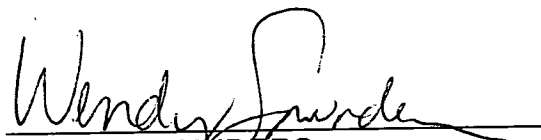
Although Raley Field was not included specifically in the Joint Riverfront Master Plans, the proposed project is seen as a catalyst project to increase local patronage of Old Sacramento and the Waterfront.

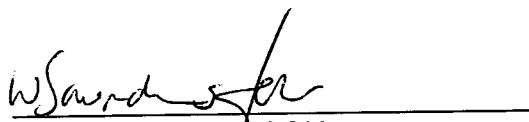
Staff will continue to work with Regional Transit and the Sacramento River Cats Baseball Club to gather data during this first season in order to design a shuttle route, schedule, and possible fee structure for 2001. The shuttle will ideally meet not only the needs of the baseball fans but also downtown Sacramento businesses that can benefit from this influx of people to downtown (restaurants, private parking garages, retail store, and other family-oriented entertainment areas like Old Sacramento and the Crocker Art Museum).

ESBD CONSIDERATIONS: No ESBD considerations are applicable.

Respectfully submitted,

APPROVED:


WENDY SAUNDERS
Downtown Development Group Manager


ANDREW J. PLEŠCIA
Economic Development Department
Director

RECOMMENDATION APPROVED:


ROBERT P. THOMAS
City Manager