

APPROVED
BY THE CITY COUNCIL

MAR 30 1999

OFFICE OF THE
CITY CLERK



4.5

DEPARTMENT OF
PUBLIC WORKS

TECHNICAL SERVICES DIVISION
FUNDING AND PRIORITIES

CITY OF SACRAMENTO
CALIFORNIA

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CC99-152
AG99-005
AG99-066

March 16, 1999

City Council
Sacramento, California

Honorable Members in Session:

**SUBJECT: DOWNTOWN AREA SHUTTLES (DASH) – APPROVAL TO CONTINUE SERVICE
AND APPROPRIATE FUNDS**

LOCATION AND COUNCIL DISTRICT:

Downtown, Midtown, Old Sacramento, and Arden/Point West Area. Council Districts 1, 2, 3.

RECOMMENDATION:

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

- Approves continuation of the Downtown Area Shuttles (DASH) to April 1, 2001 with revisions to the Point West Hotel DASH shuttle schedule and route.
- Authorizes the City Manager to forward this report to Regional Transit (RT) requesting that the RT Board approve the continuation in service.
- Authorizes the City Manager to enter into agreements to receive funding from private entities for the continuation of the shuttle service.
- Appropriates funds from the Community Center Fund (419-710-7012-4999) to the Downtown Area Shuttles Project.
- Directs staff to determine benchmarks that measure success of the DASH service.

CONTACT PERSONS: Angie Louie, Senior Engineer, 264-7921
Barbara Bonebrake, Downtown Department Manager, 264-7733

FOR COUNCIL MEETING OF: March 30, 1999

SUMMARY:

On April 7, 1998, Regional Transit began operation of a two-part, downtown area shuttle (DASH) service to serve the downtown and Point West hotel areas. The goal of the Downtown DASH and the Hotel DASH is to provide access to the Downtown and Midtown areas for individuals staying at hotels in the Arden/Point West areas. The shuttle service was funded by the Community Center Fund and DASH stakeholders (Downtown/Midtown Associations and Point West interests) for one year and is scheduled to end on April 4, 1999. During the inaugural year of the DASH service, the Downtown DASH did well but the Hotel DASH ridership was low. While the Hotel DASH ridership did not meet expectations, staff and DASH stakeholders concur that the Hotel DASH service has merit for visitors and enhances sales efforts. Staff recommends that the DASH shuttle service continue to April 1, 2001, with modifications to the Hotel DASH based on riders' and stakeholders' input for better access to tourist stops. Staff also recommends that continuation of the DASH be funded by the Community Center Fund with contributions from DASH stakeholders. Staff will report back to Council once benchmarks to measure success of the DASH shuttle service have been determined.

COMMITTEE/COMMISSION ACTION:

None.

BACKGROUND INFORMATION:

On February 17, 1998, the City Council approved the implementation of a new, two-part Downtown Area Shuttle (DASH) service, which connects Downtown, Old Sacramento, Midtown businesses, the Convention Center, Crocker Art Museum and Point West hotels.

The first shuttle, called the Hotel DASH, currently provides free, year round bus service five (5) days a week (Tuesday through Saturday), six (6) trips a day from Point West area hotels and Arden Fair Mall to the Convention Center. Additionally, two of the six trips each day continue from the Convention Center to the Downtown Plaza (7th and K Streets) (see Attachment A).

The second shuttle, called the Downtown DASH, is an extension of the existing Regional Transit (RT) Route 30, which provides 15-minute service throughout Downtown and Midtown along J and L Streets, serving Old Sacramento, California State University of Sacramento (CSUS) and points in between. The Downtown DASH costs passengers \$0.50 each time they ride within the Central City any time of the day, seven (7) days a week (see Attachment A).

Between January to March 1999, the DASH committee, comprised of City staff, RT staff, Sacramento Visitor's and Convention Bureau representatives, Midtown and Point West stakeholders, met to discuss the future of the DASH shuttles, specifically the Hotel DASH, which is funded through April 4, 1999. RT staff provided daily Hotel DASH ridership numbers based on bus drivers' tally of fare paying or non-fare paying passengers. The passenger boarding count data did not provide information to understand the way riders were using the Hotel DASH, so the committee elected to conduct a ridership survey and a Point West hotel stakeholders survey to obtain additional feedback on the Hotel DASH shuttle service.

Ridership Survey

A survey of the riders was conducted on board the Hotel DASH on Friday, February 12, and Saturday, February 13, and a total of 25 surveys were completed. The survey revealed that most people were either attending a convention or accompanying someone attending a convention. On-time service and the manner of the drivers rated high. Old Sacramento was mentioned as a desired location; but it appeared that riders did not realize that by transferring to the Downtown DASH, they could reach Old Sacramento. Peak travel time appeared to be late afternoon with very little use in the early morning hours.

Point West Hotel Stakeholders Surveys

The Point West Area Transportation Management Association (TMA) surveyed all Point West hotel bell captains and sales managers (Doubletree, Heritage, Hilton, Red Lion/Sacramento Inn, Radisson), as well as Cal Expo and Arden Fair in February 1999. The survey conducted for the Point West hotel sales managers revealed that availability of a shuttle service is a positive marketing tool in booking large groups, and DASH information is frequently included in the hotels' sales efforts. The Point West hotel bell captains' survey showed that hotel guests frequently go to the Arden Fair Mall and Old Sacramento, and the transportation demand is greatest from 4-6 p.m.

Proposed Revisions to Hotel DASH

Subsequent to these surveys, the DASH committee met to discuss program recommendations. In response to survey data, the Hotel DASH might be more effective as a "tourist oriented" shuttle with consistent and convenient access to tourist stops such as Old Sacramento, Sutter's Fort, Crocker Art Museum, and Midtown restaurants. The Hotel DASH would target those travelers accompanying someone to a convention, while complementing the convention aspect by including Convention Center stops. Despite lower than expected ridership numbers, continuation of the Hotel DASH service for a period of two (2) years is recommended for consistency in serving visitors and for enhancing sales efforts.

After discussing a number of scenarios, and based on the survey data collected, the committee agreed that the proposed revised Hotel DASH route will still provide free, year round service five times a week (Tuesday through Saturday); but now includes, in addition to the Arden Fair Mall stops from the Point West hotels to Cal Expo, Sutter's Fort, Midtown, Convention Center, Downtown Plaza, Crocker Art Museum, and Old Sacramento, five trips a day, with some in the evening hours (see Attachment B).

Staff Recommendation

Staff recommends that the DASH shuttle service be continued to April 1, 2001, with no changes to the Downtown DASH and with revisions to the Hotel DASH to better target use by tourists for access from the Point West hotels to local points of interest, shopping, and midtown dining. Staff will also work with the DASH committee to determine benchmarks that would measure success of the Hotel DASH service.

Upon City Council approval, the DASH shuttle service will continue to operate under the current routes without disruption after the April 4, 1999 end of service date, with the new Hotel DASH changes effective in May 1999. RT will provide revised schedules and marketing materials announcing the route and schedule changes.

FINANCIAL CONSIDERATIONS:

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

The annual cost to operate the current Hotel DASH shuttle is \$75,000. The one-time marketing materials for the overall DASH service were paid for by contributions from five (5) Point West hotels, the Downtown Partnership and the Midtown Business Association.

The annual cost to operate the revised Hotel DASH shuttle is \$100,000 due to the increased number of stops and time extension into the evening hours. The Downtown DASH will continue to be funded through RT's existing revenues. Funding for the revised Hotel DASH is proposed as follows:

Community Center Fund:	\$ 85,000
Contributions from Stakeholders: (Point West Hotels/Arden Fair Mall, Cal Expo, Midtown/Old Sacramento/Downtown)	<u>\$ 15,000</u>
TOTAL:	\$100,000

To help offset costs, the DASH committee may consider the possibility of charging a small fare to ride the Hotel DASH shuttle.

ENVIRONMENTAL CONSIDERATIONS:

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

City Council
Downtown Area Shuttles (DASH)
March 17, 1999

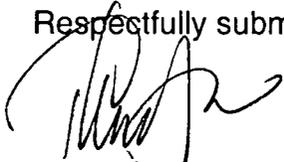
POLICY CONSIDERATIONS:

A hotel shuttle service is consistent with the City Council direction to provide access to and from the Point West hotel area to the Midtown and Downtown Area. 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 Community Center Fund is performing well, however, it will still require borrowing, hopefully, at a lesser amount than the original \$12 million over six years. It is anticipated we will borrow between six and eight million in the same time period.

ESBD CONSIDERATIONS:

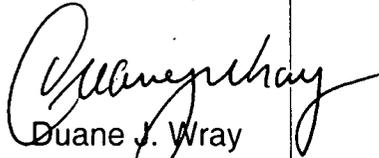
Not applicable. No goods or services are being procured as a result of the actions in this report.

Respectfully submitted,



Barbara E. Bonebrake
Downtown Department Manager

Respectfully submitted,



Duane J. Wray
Technical Services Manager

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

Approved:



Michael Kashwagi
Director of Public Works

Approved:



Thomas V. Lee
Deputy City Manager

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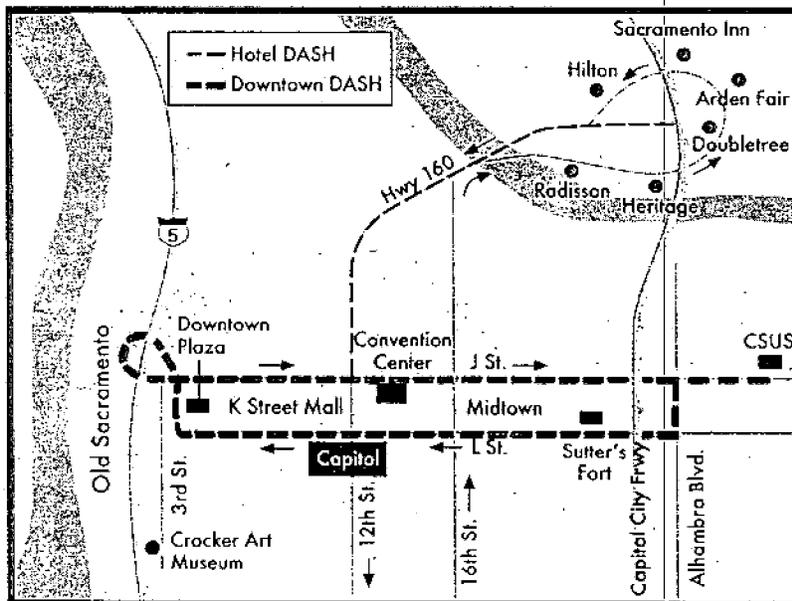
PICK UP TIMES

FREE HOTEL DASH										
	Downtown Plaza	Convention Center	Radisson Hotel	Heritage Hotel	Doubletree Hotel	Arden Fair Mall	Sacramento Inn	Hilton Hotel	Convention Center	Downtown Plaza
	LV	LV	LV	LV	LV	LV	LV	ARR	ARR	
am		6:45	6:49	6:55		7:02	7:08	7:23		
	7:35	7:45	7:49	7:55		8:02	8:08	8:23		
	9:35	9:45	9:49	9:55	9:59	10:02	10:08	10:23	10:30	
pm	2:26	2:35	2:45	2:49	2:55	2:59	3:02	3:08	3:23	
	4:35	4:45	4:49	4:55	4:59	5:02	5:08	5:23		
	5:35	5:45	5:49	5:55	5:59	6:02	6:08	6:23		

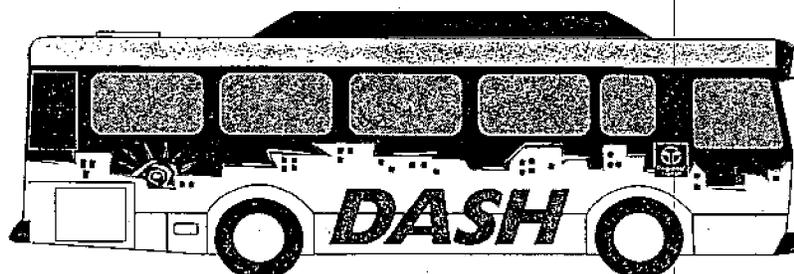
ALL BUSES ARE LIFT-EQUIPPED

50¢ DOWNTOWN DASH

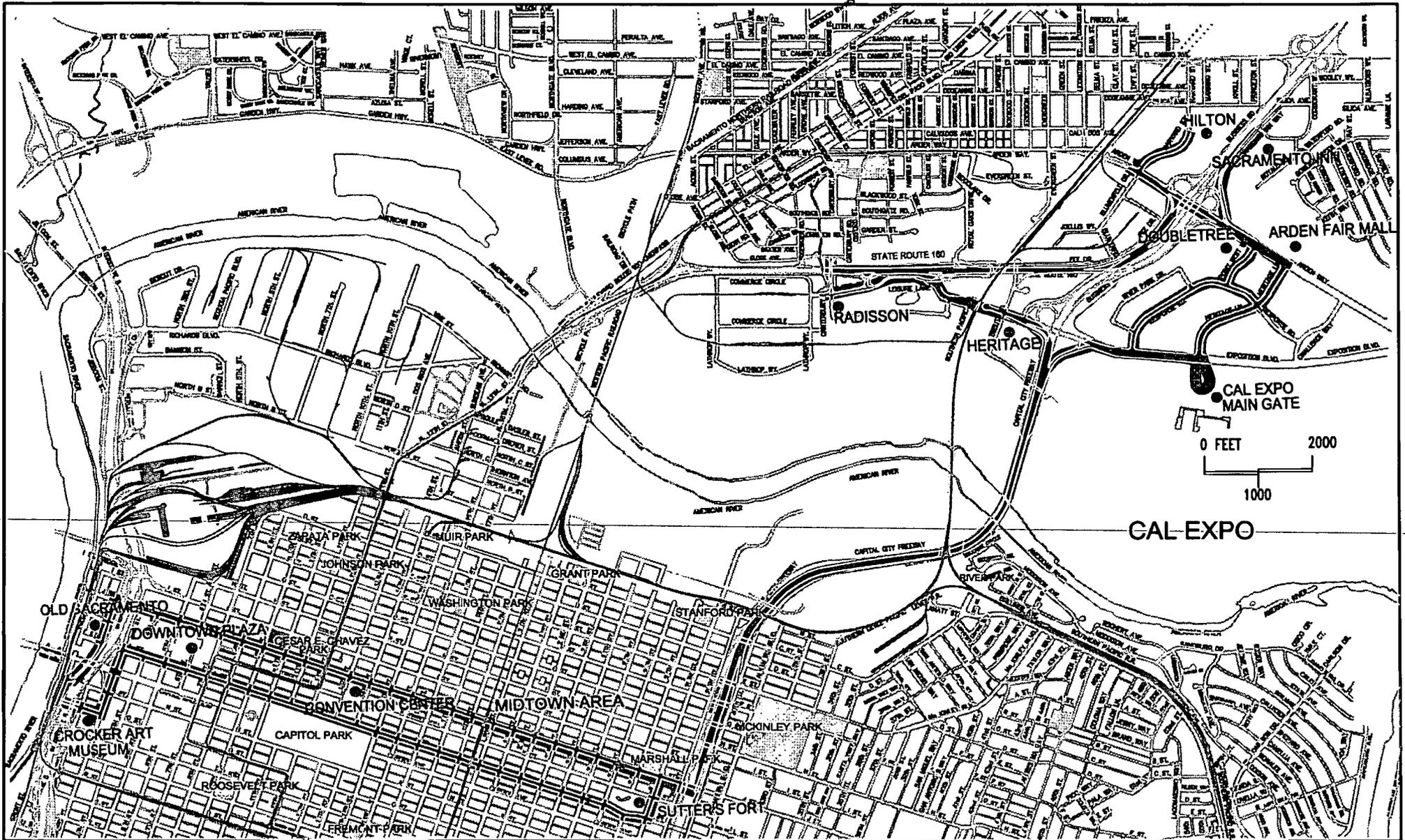
- 15-minute weekday service
- Walk to L St. to board DASH Shuttle to Downtown and Old Sacramento
- Stay on J St. for Midtown, Sutter's Fort & CSUS



Make the Connection!



REVISED HOTEL DASH ROUTE



ATTACHMENT B

REVISED

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION APPROVING CONTINUATION OF THE DOWNTOWN
AREA SHUTTLES (DASH) AND APPROPRIATION OF FUNDS**

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

1. That the Downtown Area Shuttles (Downtown and Hotel DASH) service is hereby intended to be continued and the Hotel DASH funded two (2) years until April 1, 2001; however, subject to assessment of the Hotel DASH at the end of the first year, funding may or may not be continued to operate the Hotel DASH through the second year; and,
2. That the City Manager forward this report to Regional Transit (RT) requesting that the RT Board approve the continuation in service; and
3. That the City Manager is authorized to enter into funding agreements with individual parties to fund the continuation of the Downtown Area Shuttle service, collect the funds, and transmit them to Regional Transit; and
4. That funds from the Community Center Fund (419-710-7012-4999) be appropriated in the amount of \$85,000 to the Downtown Area Shuttle Project; and
5. That staff is directed to determine benchmarks that measure success of the DASH service and report back to the Council at the midyear 99/00 budget review.
6. That staff report back to the Council on an annual basis on the progress of the DASH service.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

99-152
needs to
be amended

RESOLUTION NO.

**ADOPTED BY THE CITY COUNCIL
ON DATE OF _____**

**RESOLUTION APPROVING CONTINUATION OF THE
DOWNTOWN AREA SHUTTLES (DASH) AND APPROPRIATION OF FUNDS**

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

1. That the Downtown Area Shuttle (Downtown and Hotel DASH) service is hereby continued until April 1, 2001; and
2. That the City Manager forward this report to Regional Transit (RT) requesting that the RT Board approve the continuation in service; and
3. That the City Manager is authorized to enter into funding agreements with individual parties to fund the continuation of the Downtown Area Shuttle service, collect the funds, and transmit them to Regional Transit; and
4. That funds from the Community Center Fund (419-710-7012-4999) be appropriated in the amount of \$85,000 to the Downtown Area Shuttle Project; and
5. That staff is directed to determine benchmarks that measure success of the DASH service.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____
DATE ADOPTED: _____