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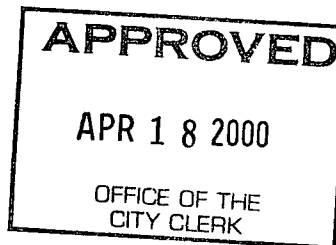
ECONOMIC DEVELOPMENT
DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

1030 15TH STREET
SUITE 250
SACRAMENTO, CA
95814-4009

PH 916-264-7223
FAX 916-264-8161

April 7, 2000



City Council
Sacramento, California

SUBJECT: SACRAMENTO RIVER CATS BASEBALL CLUB, LLC SHUTTLE –
Consideration of financial support for shuttle services in the City of
Sacramento

LOCATION/COUNCIL DISTRICT: Council District 1

RECOMMENDATION:

This report recommends that Council approve one of the attached resolutions
authorizing the City Manager to:

- Enter a one-year agreement with the Sacramento River Cats Baseball Club LLC to reimburse them for a portion of the direct costs related to operating the proposed Raley Field shuttle.
- Appropriate funds for the shuttle from the Parking Fund (412).
- 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.

CONTACT PERSON: Elizabeth J. Cook, Senior Project Manager, 264-1931
Mark Miller, Parking Operations Manager, 264-7610

FOR COUNCIL MEETING OF: April 18, 2000

SUMMARY:

This report provides information on a proposed shuttle to carry baseball fans to and from downtown Sacramento and Raley Field in West Sacramento and recommends limited City financial participation for the first year of shuttle operation.

BACKGROUND:

In 1996, the City of West Sacramento began working with the River City Baseball Association to construct a Triple-A baseball stadium for the Sacramento Region. The 10,000+-seat stadium, now known as the Thomas P. Raley Field, is a cornerstone project for the redevelopment of the West Sacramento waterfront. Funding for the stadium is the result of a partnership, River City Regional Stadium Financing Authority, between the then-River City Baseball Association, Sacramento County, Yolo County and the City of West Sacramento.

The City of West Sacramento and the now established Sacramento River Cats Baseball Club LLC have been working for months to provide as much parking as possible contiguous to the stadium. The Sacramento River Cats Baseball Club LLC has identified over three thousand potential parking spaces. However, as of the date this report was written, no applications for the required special use permits have been filed with the City of West Sacramento.

The Sacramento River Cats Baseball Club LLC have been working directly with the City of Sacramento to determine the number of parking spaces within walking distance of the stadium that are generally under-utilized during scheduled game times. Assuming a minimum of 3,000 parking spaces are provided contiguous to the Raley Field, staff anticipates that there are generally sufficient on and off-street spaces within walking distance of Raley Field to meet this new demand except during peak-use and special events.

Given the stadium's proximity to Downtown Sacramento, many fans may choose to park in the City of Sacramento and walk to the stadium in order to take advantage of related events and/or restaurants in Sacramento before and after baseball games.

In February, the Sacramento River Cats Baseball Club LLC approached Regional Transit to draft a route and estimate the cost for a shuttle system to and from Raley Field from Downtown Sacramento. The Regional Transit staff recommended that the Sacramento River Cats Baseball Club LLC, provide a system of 3-5 full-size buses, with 7 minutes between pickups at existing bus stops along N Street, 8th Street, L Street and Capitol Mall. The shuttle system would provide service to the stadium for 90 minutes before/30 minutes after game times and then 60 minutes prior to anticipated game end and until crowds are dispersed after games

Regional Transit staff estimated the cost of this shuttle to be \$75,000 for this first season from May 2000–August 2000 (Exhibit B – Baseball Schedule). 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. However, the Sacramento River Cats Baseball Club LLC has indicated a strong preference for a more frequent shuttle service. Therefore, staff is presenting two options for funding consideration. (Exhibit A – Shuttle Route and Estimated Shuttle Schedule/Capacity)

Option 1 – Approximately 7 minutes between buses

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 \$25,000.

Option 2 – Approximately 5 minutes between buses

Option 2 is estimated to cost \$103,000. 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 \$34,333.

The Sacramento River Cats Baseball Club LLC has approached several potential funding partners for the shuttle. To date, they have only secured significant interest from the City of Sacramento and Regional Transit. The Sacramento River Cats Baseball Club LLC would also be a funding partner. Regional Transit has not completed their review process but anticipate doing so by April 25th.

Additionally, the Sacramento River Cats Baseball Club LLC has indicated that for “sold-out” baseball games, concerts, etc they may like to advertise specific parking garages in the City of Sacramento. The City of Sacramento has identified two parking garages (Garage H and Garage I), often under-utilized after 6 p.m., where staff and security could be provided at a set rate per vehicle as overflow parking for sold out events. These garages could provide up to 2,000 additional parking spaces. We will continue to work closely with the Sacramento River Cats Baseball Club LLC on this issue. It is unclear if the Sacramento River Cats Baseball Club LLC will pay Regional Transit to provide a shuttle service for non-baseball events, but the proposed shuttle route is within two blocks of Garage H and I.

There are many potential impacts and opportunities for the City of Sacramento related to the opening of Raley Field. The opening of Raley Field will increase the use of our downtown restaurants, shops, parking facilities, streets and waterfront amenities. Staff from city departments including: Economic Development, Public Works, Police, Neighborhoods Planning and Development Services, and Parking Services have been working through an extensive list of issues so that we can provide the best possible experience to baseball fans that spend time in our city. Our list of issues primarily includes: On- and Off- Street Parking, Vehicle Traffic Assistance, Pedestrian Traffic Assistance, Public Safety, Public Relations and the proposed shuttle.

Also included in our coordination meetings are representatives of the Downtown Sacramento Partnership, Old Sacramento Management Board and the Sacramento Metro Chamber of Commerce. Several staff members are also participating in the City of West Sacramento’s coordination meetings with the Sacramento River Cats Baseball Club LLC, Caltrans, California Highway Patrol, Regional Transit and various West Sacramento departments.

FINANCIAL CONSIDERATIONS:

Regional Transit staff has recommended to the Sacramento River Cats Baseball Club LLC a shuttle route and schedule that will cost approximately \$75,000 (Exhibit B). Therefore, city staff is recommending Option 1 below:

Option 1 – Approximately 7 minutes between buses

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 \$25,000.

Option 2 - Aproximately 5 minutes between buses

As noted in the body of the report, the Sacramento River Cats Baseball Club LLC has indicated their preference for a more frequent shuttle service (Exhibit B). Option 2 is estimated to cost \$103,000. 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 \$34,333.

It is anticipated that if the Sacramento River Cats Baseball Club LLC fails to obtain final approval from all the financial partners identified above, they would either locate additional partners or support a larger share of the shuttle cost.

Also, to help offset costs, Regional Transit staff suggests that fares could be charged to recover some portion of the cost.

Funds for this activity will be paid from the Parking Enterprise Fund.

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,

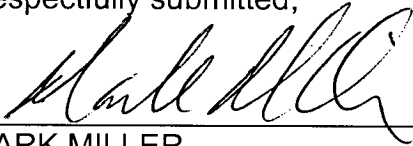
SACRAMENTO RIVER CATS BASEBALL CLUB, LLC SHUTTLE – Consideration of financial support for shuttle services in the City of Sacramento.

the proposed project is seen as a catalyst project to increase local patronage of Old Sacramento and the Waterfront. The Shuttle may be a complement to a number of improvements under construction or recently completed on the Waterfront including the Visitor Boat Docks, the Promenade, and the Embassy Suites Waterfront Hotel.

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. 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: 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 MILLER
Parking Operations Manager

APPROVED:



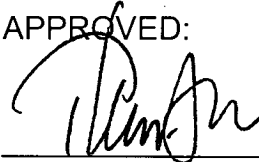
ANDREW J. PLESCIA
Economic Development Department
Director

RECOMMENDATION APPROVED:



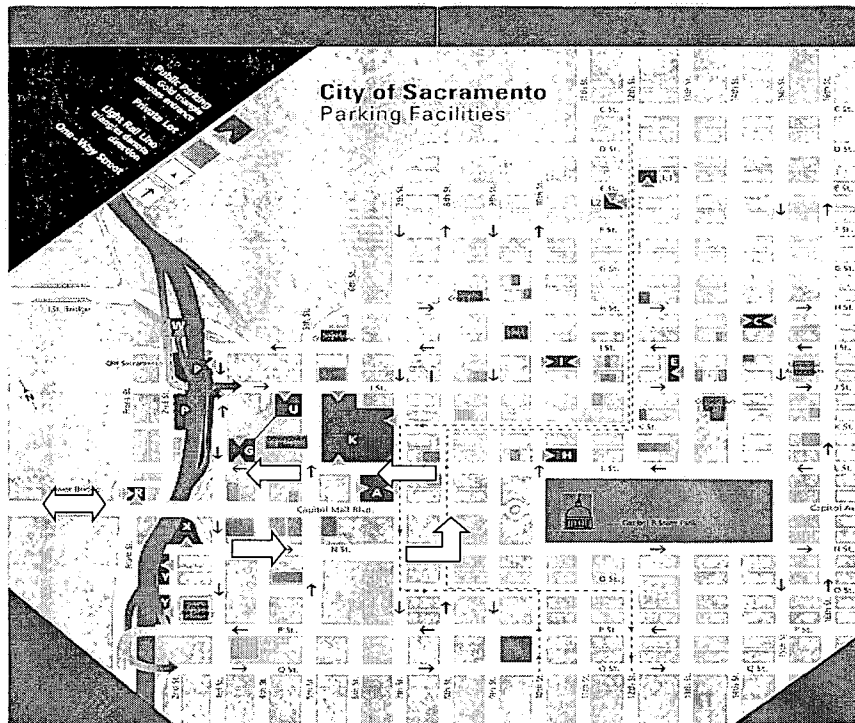
ROBERT P. THOMAS
City Manager

APPROVED:



THOMAS V. LEE
Deputy City Manager

EXHIBIT A
Shuttle Route and Estimated Shuttle Schedule/Capacity



Raley Field Shuttle Service Cost (source: Regional Transit February 14, 2000 Issue Paper)

OPTION 1 – Approximately 7 minutes between buses.

Pre-game – Three buses in operation WB via L, EB via N, turn at 8th
 Begin about 1.5 hours before game until .5 hours after start. Transports approximately 990 fans.

Buses	Hours	Vehicle Hours	\$/game	Season Total (71 games)
3	2.5	7.5	\$450	\$32,000

Post Game – Five buses in place for end of game. But, since 2-hour guarantee, have 1-2 business in operation approximately 1 hour prior to end of game and until crowd dispersed.

Buses	Hours	Vehicle Hours	\$/game	Season Total (71 games)
5	2	10	\$600	\$43,000

Total Estimated Direct Costs **\$75,000**

OPTION 2 – Approximately 5 minutes between buses

Pre-game – Four buses in operation WB via L, EB via N, turn at 8th.
 Begin about 1.5 hours before game until .5 hours after start. Transports approximately 1,490 fans.

Buses	Hours	Vehicle Hours	\$/game	Season Total (71 games)
4	2.5	10	\$600	\$43,000

Post Game – Seven buses in place for end of game. But, since 2-hour guarantee, have 1-2 business in operation approximately 1 hour prior to end of game, until crowd dispersed.

Buses	Hours	Vehicle Hours	\$/game	Season Total (71 games)
7	2	14	\$840	\$60,000

Total Estimated Direct Costs **\$103,000**

EXHIBIT B
Baseball Schedule

Home Games only.

Please note that game times may change.
Last Updated: February 28, 2000

<u>DAY</u>	<u>DATE</u>	<u>OPPONENT</u>	<u>TIME</u>
Monday	May 15, 2000	EDMONTON	7:05
Tuesday	May 16, 2000	EDMONTON	7:05
Wednesday	May 17, 2000	EDMONTON	7:05
Thursday	May 18, 2000	EDMONTON	7:05
Friday	May 19, 2000	FRESNO	7:05
Saturday	May 20, 2000	FRESNO	7:05
Sunday	May 21, 2000	FRESNO	1:05
Monday	May 22, 2000	FRESNO	7:05
Saturday	May 27, 2000	TACOMA	7:05
Sunday	May 28, 2000	TACOMA	1:05
Monday	May 29, 2000	TACOMA	1:05
Tuesday	May 30, 2000	TACOMA	7:05
Wednesday	May 31, 2000	TACOMA	12:15
Monday	June 5, 2000	CALGARY	7:05
Tuesday	June 6, 2000	CALGARY	7:05
Wednesday	June 7, 2000	CALGARY(Doubleheader)	12:15
Thursday	June 8, 2000	CALGARY	7:05
Friday	June 9, 2000	EDMONTON	7:05
Saturday	June 10, 2000	EDMONTON	7:05
Sunday	June 11, 2000	EDMONTON	1:05
Monday	June 12, 2000	EDMONTON	7:05
Thursday	June 22, 2000	LAS VEGAS	7:05
Friday	June 23, 2000	LAS VEGAS	7:05
Saturday	June 24, 2000	LAS VEGAS	7:05
Sunday	June 25, 2000	LAS VEGAS	7:05
Tuesday	July 4, 2000	TACOMA	7:05

Wednesday	July 5, 2000	TACOMA	7:05
Thursday	July 6, 2000	TACOMA	7:05
Friday	July 7, 2000	SALT LAKE	7:05
Saturday	July 8, 2000	SALT LAKE	7:05
Sunday	July 9, 2000	SALT LAKE	7:05
Thursday	July 13, 2000	FRESNO	7:05
Friday	July 14, 2000	FRESNO	7:05
Saturday	July 15, 2000	FRESNO	7:05
Sunday	July 16, 2000	FRESNO	7:05
Friday	July 21, 2000	NASHVILLE	7:05
Saturday	July 22, 2000	NASHVILLE	7:05
Sunday	July 23, 2000	NASHVILLE	7:05
Monday	July 24, 2000	NASHVILLE	7:05
Wednesday	July 26, 2000	IOWA	7:05
Thursday	July 27, 2000	IOWA	7:05
Friday	July 28, 2000	IOWA	7:05
Saturday	July 29, 2000	IOWA	7:05
Thursday	August 3, 2000	TUCSON	7:05
Friday	August 4, 2000	TUCSON	7:05
Saturday	August 5, 2000	TUCSON	7:05
Sunday	August 6, 2000	TUCSON	7:05
Monday	August 7, 2000	MEMPHIS	7:05
Tuesday	August 8, 2000	MEMPHIS	7:05
Wednesday	August 9, 2000	MEMPHIS	7:05
Thursday	August 10, 2000	MEMPHIS	7:05
Tuesday	August 15, 2000	SALT LAKE	7:05
Wednesday	August 16, 2000	SALT LAKE	7:05
Thursday	August 17, 2000	SALT LAKE	7:05
Friday	August 18, 2000	SALT LAKE	7:05
Saturday	August 19, 2000	OMAHA	7:05
Sunday	August 20, 2000	OMAHA	7:05
Monday	August 21, 2000	OMAHA	7:05
Tuesday	August 22, 2000	OMAHA	12:15

Thursday	August 24, 2000	LAS VEGAS	7:05
Friday	August 25, 2000	LAS VEGAS	7:05
Saturday	August 26, 2000	LAS VEGAS	7:05
Sunday	August 27, 2000	LAS VEGAS	7:05
Monday	August 28, 2000	TUCSON	7:05
Tuesday	August 29, 2000	TUCSON	7:05
Wednesday	August 30, 2000	TUCSON	7:05
Thursday	August 31, 2000	TUCSON	7:05

RESOLUTION NO. 2000-16

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

APPROVED
APR 18 2000
OFFICE OF THE
CITY CLERK

**SACRAMENTO RIVER CATS BASEBALL CLUB, LLC SHUTTLE -
CONSIDERATION OF FINANCIAL SUPPORT FOR SHUTTLE SERVICES
IN THE CITY OF SACRAMENTO**

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

The City Manager is authorized to:

1. Enter a one-year agreement with the Sacramento River Cats Baseball Club LLC to reimburse them for a portion of the direct costs related to operating the proposed Raley Field shuttle.
2. Appropriate funds not to exceed \$25,000 from the Parking Fund (412) for the Shuttle.
3. 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.

MAYOR

ATTEST:

FOR CITY CLERK USE ONLY

RESOLUTION NO. _____

DATE ADOPTED: _____

RESOLUTION NO. 2000-167

ADOPTED BY THE SACRAMENTO CITY COUNCIL



ON DATE OF _____

**SACRAMENTO RIVER CATS BASEBALL CLUB, LLC SHUTTLE –
CONSIDERATION OF FINANCIAL SUPPORT FOR SHUTTLE SERVICES
IN THE CITY OF SACRAMENTO**

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

The City Manager is authorized to:

1. Enter a one-year agreement with the Sacramento River Cats Baseball Club LLC to reimburse them for a portion of the direct costs related to operating the proposed Raley Field shuttle.
2. Appropriate funds not to exceed \$34,333 from the Parking Fund (412) for the Shuttle.
3. 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.

MAYOR

ATTEST:

FOR CITY CLERK USE ONLY

RESOLUTION NO. _____

DATE ADOPTED: _____



April 18, 2000

Mayor and Council
City of Sacramento
City Hall
Sacramento, CA 95814

Dear Mayor and Council:

The Sacramento River Cats are excited to have the City of Sacramento working to be at the plate in Raley Field. Raley Field is now a regional asset designed to bring all communities together. We look forward to contributing to a greater unification of West Sacramento and the City of Sacramento.

We appreciate the Council's willingness to join the River Cats and Regional Transit's efforts in providing a shuttle for patrons of the City of Sacramento's parking garages, as well as the downtown restaurants and retail shops, to achieve more convenient access to the ballpark. We would also like to enter into a parking relationship similar to the relationships established with various other landowners in West Sacramento and look forward to having those discussions with the Council in the very near future.

As you may know, the River Cats are playing their very first scheduled "home game" tonight at Network Associates Coliseum in Oakland. We would have liked to meet in person with you to answer any questions you may have regarding Raley Field, but hope you understand our conflict. We look forward to working with the council to address all issues pertaining to the opening of Raley Field and appreciate your support of option two of the Raley Field shuttle as presented in the staff report. Go River Cats!

Best Regards,

A handwritten signature in black ink, appearing to read "Art Savage", is written over a thin horizontal line.

Art Savage
President and CEO
Sacramento River Cats Baseball Club