





City of Long Beach
Working Together to Serve

Date: July 2, 2019

To: Honorable Mayor and Members of the City Council

From: Councilwoman Suzie Price, Third District 
Councilwoman Jeannine Pearce, Second District 

Subject: Request for Report on the Feasibility of a Free Shuttle Service

RECOMMENDATION

The City Council is directing the City Manager to work with staff in Economic Development and Public Works to assess the feasibility of developing a public/private partnership to fund an electric shuttle service or free ride program to transport people from 2nd Street (Belmont Shore) to 2nd Street and Pacific Coast Highway (2nd and PCH) and to Alamitos Bay Landing.

City staff will work with the council office to identify stakeholders and host initial meetings to discuss program scope including: program cost, possible transportation routes and service day and time schedules, and the necessity of way-finding signage to enhance safety and mobility throughout the area.

City staff will conduct any other necessary meetings in order to be able to provide recommendations to the Belmont Shore Parking Commission, and the City Council on the feasibility of a mobility and signage program.

DISCUSSION

The South East area of Long Beach is preparing significant improvements in development, recreation, retail and dining opportunities along 2nd Street, Marina Drive, and Pacific Coast Highway. These changes present new opportunities for enhanced mobility options throughout the area. Therefore, it would be in the City's best interests to evaluate the feasibility of developing shuttle service or other free ride program to maximize efficiency in transporting people through these areas.

This matter has been reviewed by Budget Manager Grace H. Yoon on June 25, 2019.

FISCAL IMPACT

This recommendation requests the City Manager to work with the Economic Development Department and the Public Works Department to assess the



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feasibility of developing a public/private partnership to fund an electric shuttle service or free ride program and to provide recommendations to the Belmont Shore Parking Commission and the City Council on the feasibility of a mobility and signage program. The implementation of this recommendation is anticipated to result in a minimal impact to staff hours beyond normal budgeted scope of duties and a minimal impact on City Council priorities.