



February 21, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute an agreement (Agreement) and all necessary documents with the Long Beach Public Transportation Company for the purpose of initiating a trial Belmont Shore Employee Rider Pass Program to provide valid transit access to all eligible persons employed by Belmont Shore businesses on all established Long Beach Transit bus service routes between May 25, 2012 and September 3, 2012. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) and the Belmont Shore Parking Advisory Commission (BSPAC) have long been exploring ways to mitigate parking challenges for residents, as well as for customers shopping in Belmont Shore. One consideration would be to utilize a shuttle service for employees of businesses in Belmont Shore. As a potential solution, the Long Beach Public Transportation Company (LBT) proposed a cost-sharing Belmont Shore Employee Rider Pass Program (Program) that would make use of the existing LBT bus services for employees of Belmont Shore businesses.

LBT proposed a three-month trial Program offering a rate of \$0.50 per ride, which would be \$0.36 less than the average 30-day pass rate of \$0.86 per ride. LBT anticipates ridership of 500 employees per month, which equates to \$15,000 per month ($\0.50×2 trips per day \times 30 days \times 500 participants) and the cost to the BSBA/BSPAC would be capped at \$15,000 per month. At full fare, a ridership of 500 employees would translate to approximately \$25,800 per month.

This Program would allow employees of Belmont Shore businesses unlimited rides on all LBT bus routes seven days per week. In addition, the BSBA/BSPAC would only be responsible for paying for employees who take advantage of the Program. LBT is willing to pay up to \$2,500 to support a mutually agreed upon marketing program, as well as cover the cost of printing Belmont Shore Employee custom bus passes.

On May 19, 2011, the Belmont Shore Parking and Business Improvement Area Advisory Commission, by unanimous vote, approved the proposed three-month trial Program. In order to implement this Program, Ordinance ORD-08-0012 of the Long Beach Municipal Code, that expands the uses of the Belmont Shore Parking Meter Revenue Fund, needed to be amended to allow for funding by the BSPAC. On

December 13, 2011, the Long Beach City Council approved the amendment of ORD-08-0012. Implementation of this Program is scheduled for the summer months of 2012.

The purpose of this Agreement is to provide valid transit access to all eligible employees on all established LBT bus service routes between May 25, 2012 and September 3, 2012. If this trial Program demonstrates measurable improvement in available parking for residents as well as shoppers, it will be recommended that continuation of this Program be considered at a time when success is evident.

This letter was reviewed by Deputy City Attorney Linda Trang on January 25, 2012 and by Budget Management Officer Victoria Bell on February 1, 2012.

TIMING CONSIDERATIONS

City Council action is requested on February 21, 2012 in order to expedite the implementation and marketing of the trial Belmont Shore Employee Rider Pass Program.

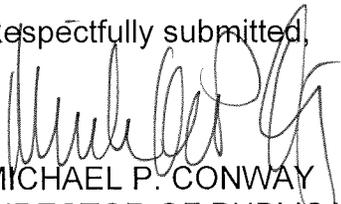
FISCAL IMPACT

Funding for the three-month trial Belmont Shore Employee Rider Pass Program of \$15,000, is appropriated in the Belmont Shore Parking Meter Funds (SR136) in the Department of Public Works (PW). There is no fiscal impact to the General Fund and no local job impact associated with the recommendation.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

MPC:VRG:jsf
02.21.12 Belmont Shore Employee Rider Pass Program v4

APPROVED:



PATRICK H. WEST
CITY MANAGER