



CITY OF LONG BEACH

PUBLIC WORKS DEPARTMENT

ASSET MANAGEMENT BUREAU, 333 W. OCEAN BLVD., LONG BEACH, CA 90802

PH: 562 570-3863 FX: 562 570-6380

November 15, 2012

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA COMMISSION MEMBERS

City of Long Beach
California

REFERENCE: 12-041BS

RECOMMENDATION: Recommendation to approve the agreement with the Long Beach Transit (LBT) to provide Belmont Shore employees with sponsored boarding on all LBT buses between February 28, 2013 and February 28, 2014.

DISCUSSION

The Belmont Shore Business Association (BSBA) and the Belmont Shore Parking and Business Improvement Area Advisory Commission (BSPBIAAC) have been exploring ways to mitigate parking challenges for residents, as well as for customers shopping in Belmont Shore. A recently established trial program, the Belmont Shore Employee Rider Pass Program (Program), makes use of the existing Long Beach Transit (LBT) bus services for employees of Belmont Shore businesses. This bus pass allows unlimited rides on all LBT bus routes seven days per week for employees of Belmont Shore businesses who take advantage of the Program.

In accordance with City Council approval on February 21, 2012, Long Beach Transit launched a three-month trial Program for the period of May 25, 2012 through September 3, 2012, offering a rate of \$0.50 per ride, which was reduced from their average 30-day pass rate of \$0.86 per ride. LBT anticipated ridership of 500 employees per month, but the cost to the BSBA/BSPBIAAC was capped at \$15,000 per month. At full fare, a ridership of 500 employees would translate to approximately \$25,800 per month.

As a result of the initial success of the Program, on July 24, 2012 the City Council approved a six-month extension of the trial Program in order to gather more data for considering a long-term extension of the Program. Based on most current data (see below), it is recommended that the Commission approve a long-term extension of the agreement with LBT to provide bus services for Belmont Shore employees, and request that City Council also approve this extension.

For the period of February 28, 2013 through February 28, 2014 LBT is proposing a rate of \$0.55 per ride with a payment cap of \$15,000 per month to reimburse LBT for passenger fares. For this proposed 12 month period, total expense to support this Program would not exceed \$180,000.

All ridership data indicates that this trial Program has succeeded in making available a significant number of parking spaces that employees would have ordinarily occupied. The Belmont Shore Business Association has conducted a survey of employees, and the LBT has created status reports that quantify the ridership results. These reports, and analysis of the results, will be made available.

RECOMMENDATION

Approve recommendation.