



CITY OF LONG BEACH

PUBLIC WORKS DEPARTMENT

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June 21, 2012

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA COMMISSION MEMBERS

City of Long Beach
California

REFERENCE: 12-018BS

RECOMMENDATION: Recommendation to extend the Long Beach Transit Belmont Shore Employee Rider trial program for an additional six (6) months.

DISCUSSION

The Belmont Shore Business Association (BSBA) and the Belmont Shore Parking Advisory Commission (BSPAC) have been exploring ways to mitigate parking challenges for customers shopping in Belmont Shore as well as residents. As a potential solution, the Long Beach Transit (LBT) proposed a cost-sharing Program that would make use of their existing bus services for employees of Belmont Shore businesses.

Long Beach Transit proposed a three-month trial Program offering a rate of \$0.50 per ride, which would be 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/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 bus pass will allow employees of Belmont Shore businesses unlimited rides on all LBT bus routes seven days per week. Plus, the BSBA/BSPAC will only be responsible for paying for employees who take advantage of the program. In addition, 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.

In order to implement this pilot program Ordinance ORD-08-0012 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. At the February 21, 2012 meeting the City Council voted unanimously to approve an agreement with the LBT to implement the trial program for the period of May 25, 2012 through September 3, 2012.

As of June 7, 2012 the most current data indicates the following:

- Businesses participating in the Program: 97
- Bus passes distributed: 854
- May 25 – June 5: 3,177 boardings & 169 unique riders

Prior to committing to long-term funding, more data is necessary to analyze the success of this Program. City staff recommends that the Commission advise the City Council to consider extending the Trial Program for an additional six (6) months to allow further analysis. If it is determined that this bus pass Program has sufficiently increased the number of parking spaces available for Belmont Shore shoppers, then the City staff recommends the Commission request that City Council approve long-term funding of the Program.

RECOMMENDATION

Approve recommendation.