

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: YURI KOSLEN, TRANSIT PLANNER
TRANSPORTATION AND PUBLIC WORKS DEPARTMENT
SUBJECT: GENERAL SERVICES AGREEMENT WITH MV PUBLIC
TRANSPORTATION, INC. FOR PILOT PARKSMART SERVICE
TO CONNECT DOWNTOWN SMART STATION AND RAILROAD
SQUARE WITH DOWNTOWN AND CITY PARKING GARAGES
AND AMENDMENT TO FISCAL YEAR 2017-18 BUDGET
AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department and the Transportation and Public Works Department that the Council, by resolution, 1) approve a General Services Agreement for a pilot SMART parking shuttle, called PARKSMART, with MV Public Transportation, Inc. for an amount not to exceed \$180,000 for one-year with two one-year options to extend; and 2) amend the fiscal year (FY) 2017-18 adopted budget within the Parking Fund to appropriate \$151,000 for the parking shuttle.

EXECUTIVE SUMMARY

The City Council directed staff to develop a plan to provide a connection between the Santa Rosa Downtown SMART Station and parking garages in the downtown. Staff developed a proposal for a Pilot shuttle, released a Request of Proposal and is now seeking Council approval to award the contract and amend the FY 2017-18 adopted budget within the Parking Fund to appropriate funds for this Pilot program.

BACKGROUND

The City Council expressed interest in a circulator shuttle that would link Railroad Square and the Downtown SMART Station with Courthouse Square and the City's downtown parking garages.

With the implementation of the CityBus upgrade in May 2017, there are about 20 trips per hour (10 trips each direction) operating from the Transit Mall to within one block of Railroad Square and the Downtown SMART Station. Additionally, CityBus has 15-

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minute service on B Street passing the City's parking Garage 1 (located at 521 7th Street).

The ideal situation for SMART riders seeking parking options, would be to have the parking adjacent to or very near the SMART station. Business owners in Railroad Square and residents in the neighborhoods have expressed concern that SMART riders will drive to the Station and park in the spaces needed for customers of the Railroad Square businesses or on the residential streets surrounding the Station.

The City of Santa Rosa Parking Division commissioned a Santa Rosa Citywide Progressive Parking Management Strategy study that looked specifically at the impacts of parking in Railroad Square and the greater downtown Santa Rosa area. The study looked at current conditions and found that currently "the Railroad Square focus area provides an excess of parking". But with the start of SMART, the study found that parking demand within a close proximity of the station will increase. The study identified a low SMART ridership demand scenario, where parking in close proximity to Railroad Square would still be able to meet the parking demand, but the study also evaluated a peak SMART ridership demand scenario where the parking demand in the Railroad Square area will exceed the supply. The study concluded that "a watch-and-wait approach to the SMART ridership levels, circulator effectiveness, and the ability of the parking policies recommended as part of this plan is appropriate" as an approach to address parking needs in the Railroad Square area.

At Council's direction and as recommended in the study, the Purchasing Division conducted an RFP process. The procurement will be funded by the Parking Fund and managed by the Transit Division.

SMART started full service on August 25, 2017.

PRIOR CITY COUNCIL REVIEW

A City Council Study Session on the Downtown Shuttle was conducted on May 3, 2016. A City Council Study Session on the Progressive Parking Strategies and Railroad Square Parking Management Plan was conducted on March 14, 2017.

ANALYSIS

Staff propose operating the pilot PARKSMART service Monday thru Friday twice an hour on a coordinated schedule with the train, that would allow commuters to park at Garage 1 or 12 or ride CityBus, then ride the PARKSMART shuttle to catch the SMART train. Staff propose operating the PARKSMART service as free to all riders to encourage usage. The PARKSMART service hours would start at 4:15 AM and operate thru the morning commute meeting seven (7) southbound trains and four (4) northbound trains until 9:05 AM. Noon PARKSMART service would start back up to meet the two noon hour trains. Then PARKSMART would serve the afternoon commute, starting at

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3:15 PM thru 9:35 PM, meeting six (6) southbound trains and nine (9) northbound trains.

Staff propose starting the PARKSMART pilot service by providing these 12.5 revenue hours daily. The Transit Division will monitor the PARKSMART service and make service adjustments based on the analysis of ridership by trip and by stop. Staff will be prepared to add or subtract PARKSMART service within the first 2-4 months or at whatever point it is clear that there is underutilized service or not enough service.

In order for this program to be successful, marketing and other ancillary costs will need to be incurred as well. Staff is recommending amending the budget to include additional appropriations in the Parking Fund of \$10,000 to provide for these needs. The additional \$141,000 in Parking Funds being appropriated is to cover the Agreement for the remaining portion of this fiscal year. The balance of funds for the Agreement will be appropriated with the FY 2018-19 budget.

Funds for this Pilot program were not included in the FY 2017-18 adopted budget and need to be appropriated. There are sufficient funds available in the unassigned fund balance within the Parking Fund to fund this Pilot program.

FISCAL IMPACT

The funding for this Pilot program will be provided by the Finance Department's Parking Fund. For a one year contract at 12.5 revenue hours per day, the expected cost of the contract will be \$180,000. The FY 2017-18 adopted budget within the Parking Fund does not include this Pilot program requiring an amendment to appropriations for FY 2017-18 in the amount of \$151,000. All funding for the Pilot program is from the Parking Fund, and there is no impact to the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 in that the program will utilize existing transit facilities with negligible expansion of use.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Agreement and Request for Proposals 17-31 Shuttle Services from SMART to Parking with Exhibit A and B
- Attachment 2 – Proposed PARKSMART pamphlet with route and schedule
- Resolution

CONTACT

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