

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: The Honorable City Council

FROM: Michael Atkin, Recreation/Community Services Manager ~~HA~~

DATE: February 7, 2008 (Meeting of February 20, 2008)

SUBJECT: Consider Increasing Moorpark Beach Bus Fare

BACKGROUND AND DISCUSSION

Council is being asked to consider increasing the Moorpark Beach Bus fare from \$1.00 for a one-way trip to \$3.00 for a round-trip. Since 2001, the Moorpark Beach Bus has provided round-trip transportation to Zuma Beach in Malibu from four bus stops in Moorpark (City Hall, Arroyo Vista Recreation Center, Peach Hill Park, and Campus Canyon Park) during the summer months. In recent years, the Beach Bus has been operational two days per week (Tuesdays and Thursdays). There are two trips to Zuma beach each day. The first bus pick up (currently at Campus Canyon School) is at 9:00 a.m. arriving Zuma Beach at 10:30 a.m. A second trip has a first pick up at 11:40 a.m. arriving at Zuma Beach at 1:10 p.m. Return trips to Moorpark are at 2:30 p.m. and 5:00 p.m. with drop off at the last stop on the route (currently Peach Hill Park) at 4:00 p.m. and 6:30 p.m.

From the inception of this program, the beach bus has been funded using the City's Local Transportation Development Act (TDA) and bus fares. It was initially established as a pilot program and as a result, the Council intentionally set the fare low (\$1.00 one-way) to encourage ridership. A one-way trip on the City's fixed route system is also \$1.00 one-way. The Beach Bus has moved past the "pilot" stage and has established a strong ridership. Staff believes that it is appropriate to increase the fare to \$3.00 for a round-trip. The annual cost of providing Beach Bus service has increased from approximately \$8,000 in the program's first year to approximately \$13,229 in calendar year 2007 (June, July and August). Between calendar year 2006 and 2007, operational costs increased 6.8 percent. The City is currently soliciting competitive cost proposal for Beach Bus and excursion services, therefore we do not have a fixed price as of yet. However, if the City experiences a similar cost increase in 2008, operational cost will be approximately \$14,129. In calendar year 2007, the Beach Bus generated approximately \$3,077 in bus fares. As stated above, the fares are used to off-set operational costs. The remaining costs are funded by the City's Local TDA Funds, which also supports the City's fixed route bus system, paratransit, senior dial-a-ride, Metrolink Station maintenance, and street

maintenance. Given the price of gas and the cost of providing the City's various transportation systems, staff believes the proposed \$3.00 round trip fare to Zuma Beach very reasonable.

Staff also recommends that due to the fact that the majority of riders (approximately 98%) use the bus on a round-trip basis, collecting a round-trip fare upfront (on the outbound trip) will simplify the cash handling process. It will also allow the drivers to deposit the fare money with the City the same day it is collected. Since the drivers currently collect return trip fares, they cannot deposit the fare collected for the last inbound trip until the following day since the bus does not arrive back a City Hall until after hours.

FISCAL IMPACT

It is estimated that \$1.00 per round-trip fare increase will generate an additional \$1,600.00 which will be used to offset operating costs.

STAFF RECOMMENDATION (ROLL CALL VOTE REQUIRED)

Approve beach bus fare increase from \$1.00 one-way to \$3.00 round-trip.