

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Dave Klotzle, City Engineer/Public Works Director 
Prepared by: Shaun Kroes, Senior Management Analyst 

DATE: April 24, 2013 (CC Meeting of 05/15/13)

SUBJECT: Consider 2013 Moorpark Beach Bus and Summer Youth Bus Pass Programs

BACKGROUND/DISCUSSION

The 2012 Moorpark Beach Bus program concluded on August 16, 2012. A summary of last year's program is attached. The 2013 Moorpark Beach Bus program is scheduled to begin June 18, 2013 and end August 15, 2013, providing 26 days of public transit services to Zuma Beach. The Moorpark Beach Bus normally provides 10 weeks of service; however, this year Moorpark Unified School District does not end until Wednesday, June 12, 2013 and begins again Wednesday, August 21, 2013. Based upon the school schedule staff is recommending only nine weeks of service in 2013.

As mentioned in Attachment 1, the City will continue not to require that passengers provide a photo identification to board the bus. The Moorpark Beach Bus is funded with Transportation Development Act (TDA) funds, and is considered a general public transportation program. Consequently, the City does not have the ability to enforce the photo identification requirement. In the past, passengers who did not have photo identification at the time of boarding the bus were not refused service. It is possible, however, that the posted requirement deterred some potential passengers from using the service because they did not have identification.

In 2009, the City implemented a new "Buy Three, Get One Free" Beach Bus pass program. The program has continued since then. There are two types of "Buy Three, Get One Free" Beach Bus passes. The first is for students/adults and costs \$15.00. The second is for seniors/disabled and costs \$6.00. The Summer Youth Bus Pass sells for \$15.00 per pass and is available for any passenger between the ages of 6 and 20. The Summer Youth Bus

Pass will provide unlimited ridership on Moorpark City Transit Route 1 and Route 2 from June 1 through September 6, 2013.

The proposed Beach Bus and Summer Youth Bus Pass programs for Summer 2013 are detailed below:

1. The Beach Bus will provide two trips per day, Tuesday through Thursday for nine weeks during the summer (June 18, 2013 through August 15, 2013).
2. Continue not to have the tripper bus service for days when passenger demand exceeds capacity.
3. Beach Bus will start its pick up and drop off at Campus Canyon School and continue to Peach Hill Park.
4. Maintain Beach Bus fare at \$5.00 round trip for students/adults.
5. Maintain Beach Bus fare at \$2.00 round trip for seniors/disabled.
6. Passengers five and under ride for free (must be accompanied by parent, guardian, or responsible person aged sixteen or older).
7. Passengers will be given wrist bands for their return trips. Passengers who use the first trip to Zuma Beach will be required to use the first return trip from Zuma Beach. Passengers who use the second trip to Zuma Beach will be required to use the second return trip from Zuma Beach. This will prevent passenger overflow concerns and ensure that everyone who traveled to the beach will be able to return to Moorpark.
8. Continue the "Buy Three, Get One Free" Beach Bus program.
9. Continue the Summer Youth Bus Pass program.
10. Discontinue the photo identification requirement.

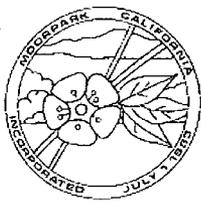
FISCAL IMPACT

The City awarded a three-year agreement for services with Student Transportation of America (STA) for bus excursions, including the Beach Bus on May 4, 2011. The 2013 rates are \$359.50 for the first five hours of service, then an additional \$52.00 per hour for each additional hour. The estimated cost to operate the Beach Bus for 2013 is \$18,000.00. In 2012, the City collected \$5,954.00 in fares. In 2013, an estimated \$5,300.00 in fares is anticipated for collection, for an estimated net cost of \$12,700.00. As in previous years, the \$12,700.00 will be funded from the City's TDA funds. Sufficient TDA funds have been budgeted for this purpose. TDA funds not spent on transit projects are spent on streets and roads projects.

STAFF RECOMMENDATION

Approve the proposed 2013 Moorpark Beach Bus and Summer Youth Bus Pass Programs.

Attachment: Beach Bus 2012 Summary



Public Works Department

MEMORANDUM

TO: Dave Klotzle, City Engineer/Public Works Director

FROM: Shaun Kroes, Senior Management Analyst

DATE: October 2, 2012

SUBJECT: Beach Bus 2012 Summary

The 2012 Summer Beach Bus service began June 12, 2012 and concluded on August 16, 2012. The City provided two trips per day, three days of the week, Tuesday through Thursday. Passengers were instructed that the trip they took to Zuma Beach determined their return trip. Passengers who used Trip 1 to Zuma Beach were required to use Trip 3 to return to Moorpark. Passengers who used Trip 2 to Zuma Beach were required to use Trip 4 to return to Moorpark. If the driver determined that he had enough capacity, passengers were permitted to switch their return trip.

The Beach Bus performed two roundtrips between Moorpark and Zuma Beach for 29 days (July 4 was a holiday). Numbers used on this report are for Summer 2012 (June – August). Technically, June 2012 is part of FY 2011/12, and any income and costs would be attributed to that fiscal year.

Ridership

Table 1: Beach Bus Season 2012 and 2011 Comparison

Summer Beach Bus						
2012	Days	Total Round Trips	Average Ridership	Days Prior Year	Total Round Trips Prior Year	Average Ridership
June 2012	9	508	56	9	413	46
July 2012	12	531	44	12	566	47
August 2012	8	330	41	9	471	52
	29	1,369	47	30	1,450	48

Table 1 above compares Summer 2012's ridership to Summer 2011's ridership. During 2012, there were 1,369 roundtrips between Moorpark and Zuma Beach. This is a 5.59% decrease over last season, when 1,450 roundtrips were provided. During Summer 2012 the Beach Bus ran 29 days, one day less than 2011.

Table 2: 2001 - 2012 Beach Bus Passengers

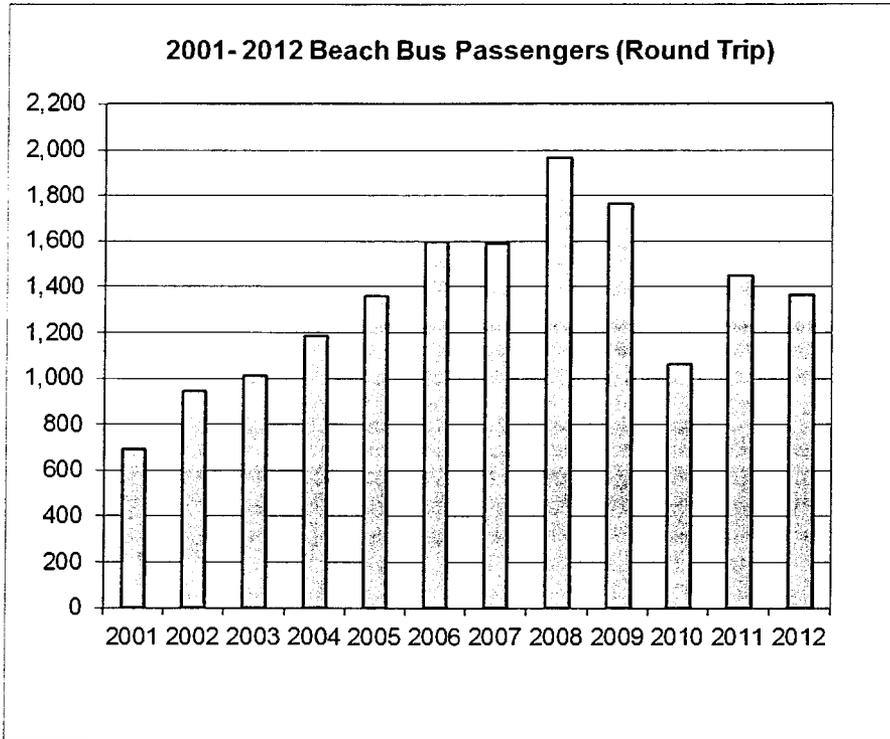


Table 2 above shows the Beach Bus ridership since the Beach Bus began in 2001. There has been a 98.69% increase in ridership since 2001. During Summer 2001, there were 689 roundtrips. Since 2001 the Beach Bus has evolved. In 2001 and 2002 the Beach Bus provided one round trip to and from Zuma Beach on Tuesdays and Thursdays. In 2003 the City increased the number of trips to two round trips per day, and began going to San Buenaventura Beach on Thursdays. Beginning in 2004, the City decided to do two roundtrips to Zuma Beach on Tuesdays and Thursdays. The City decided to stop going to San Buenaventura Beach after 2003 because ridership decreased on Thursdays, with passengers citing that San Buenaventura was colder than Zuma, and too rocky to enjoy the beach. After returning to Zuma Beach, ridership increased and the City received positive feedback from passengers. The City increased the number of days of service in 2009 to meet the anticipated demand in service. The previous year, there were frequent days when passenger demand exceeded capacity. When possible, the City provided a tripper bus to meet the demand. The extra days of service were intended to eliminate the need for a tripper bus. Although the tripper bus was not needed in 2009, there was an overall decrease in ridership. This could have been from a number of factors, including the cooler temperatures experienced during several days of service in 2009 compared to 2008; the increase in fare in 2009 to previous years; the extra rules including pre-determined trips that may have dissuaded passengers from using the Beach Bus; and alternative summer plans for passengers as a result of the Moorpark Unified School District's decreased summer school program.

In 2010, the City decreased the number of days of service from four days per week to three days per week. Again, the City saw a decrease in ridership. This is attributed to the decrease in days of service and the cooler summer that was experienced in 2010 compared to other years. In 2012, the City removed the photo ID requirement. Generally, public transit services do not require photo ID to use the service; consequently, the requirement was removed.

Program Cost

In 2012, the City collected \$5,954.00 in fares, compared to \$6,593.00 collected in 2011, a decrease of 9.69%. The Beach Bus Program cost \$15,613.76 this year. This is an 11.50% decrease compared to 2011, when the program cost \$17,642.50. The overall farebox ratio for 2012 was 38.13%, compared to 37.37% in 2011.

Bus Incidents

There were no incidents on the Moorpark Beach Bus in 2012.

Bus Stops

In 2011, the City replaced the Civic Center Beach Bus stop with two new stops. The first was located on High Street across the street from the Metrolink Station. The second stop was at Poindexter Park. The Civic Center bus stop was removed out of concerns of continuing the 3-point turn with a 40-foot school bus. All 2011 Beach Bus stops were again used in 2012. The Poindexter Park bus stop was the least popular bus stop, followed by the High Street bus stop. The ranking of total number of passengers boarding from each bus stop was Arroyo Vista Recreation Center (397); Campus Canyon School (315) Peach Hill Park (269); High Street (260); and, Poindexter Park (128).

Summer Bus Passes

In 2009, the City implemented a new "Buy Three, Get One Free" Beach Bus pass program. The program has continued since then. In 2012, the City sold 41 Beach Bus Passes for \$615 in Beach Bus passes, compared to 20 Beach Bus Passes for \$273 in 2011. There are two types of "Buy Three, Get One Free" Beach Bus passes. The first is for students/adults and costs \$15.00. The second is for seniors/disabled and costs \$6.00. The Summer Youth Bus Pass sells for \$15.00 per pass and is available for any passenger between the ages of 6 and 20. The Summer Youth Bus Pass provided unlimited ridership on Moorpark City Transit Route 1 and Route 2 from June 1 through September 7, 2012. The City sold 15 Summer Youth Bus Passes in 2012, compared to 13 Summer Youth Bus Passes in 2011.

Summer 2013 Preparation

Based upon the ridership in 2012, it is recommended that the 2013 Moorpark Beach Bus program continue in the same manner as 2012.

The following program features are proposed for 2013:

1. Continue the Beach Bus Service with two trips per day, Tuesday through Thursday for ten weeks during the summer.
2. Continue not to have the tripper bus service.
3. Beach Bus will start its pick up and drop off at Campus Canyon School and continue to Peach Hill Park.
4. Maintain Beach Bus fare at \$5.00 round trip for students/adults.
5. Maintain Beach Bus fare at \$2.00 round trip for seniors/disabled.
6. Fares will remain free for passengers five and under.
7. Passengers will be given wrist bands for their return trips. Passengers who use the first trip to Zuma Beach will be required to use the first return trip from Zuma Beach. Passengers who use the second trip to Zuma Beach will be required to use the second return trip from Zuma Beach. This will prevent passenger overflow concerns and ensure that everyone who traveled to the beach will be able to return to Moorpark.
8. No photo identification requirement for passengers.
9. Continue the "Buy Three, Get One Free" Beach Bus Pass program.
10. Continue the Summer Youth Bus Pass program.

C: Steven Kueny, City Manager