

**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 3, 2015 (CC Meeting of 04/15/15)

**SUBJECT:** Consider 2015 Moorpark Beach Bus and Summer Youth Bus Pass Programs, and Amendment No. 1 to Agreement with Durham School Services, L.P. for Bus Excursion and Charter Services

**SUMMARY**

On June 2, 2014, the City Council approved entering into a three (3) year Agreement with Durham School Services, L.P. (Durham) for Bus Excursion and Charter Services, including the Moorpark Beach Bus, Camp Moorpark and Adventure Camp. Staff is presenting City Council with a request from Durham to amend their Agreement to include the ability to charge an additional one quarter of one percent (0.25%) Public Utilities Commission (PUC) fee that Durham did not include in their original proposal. The proposed PUC fee is estimated to cost the City approximately \$80.00 per year. The City Council is also requested to approve the 2015 Summer Beach Bus Program as detailed in the staff report below.

**BACKGROUND/DISCUSSION**

The 2014 Moorpark Beach Bus program concluded on August 14, 2014. A summary of last year's program is attached (Attachment 1). The 2015 Moorpark Beach Bus program is scheduled to begin June 16, 2015 and end August 14, 2015, providing 27 days of public transit services to Zuma Beach.

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 were two types of "Buy Three, Get One Free" Beach Bus passes. The first was for students/adults and cost \$15.00. The second was for seniors/disabled and cost \$6.00. Based upon lack of use (in 2014, the City only sold 2 Beach Bus passes), City staff is recommending discontinuing the "Buy Three, Get One Free" Beach Bus passes.

Although staff is recommending discontinuing the "Buy Three, Get One Free" Beach Bus passes, The Summer Youth Bus Pass is proposed to continue. 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 provides unlimited ridership on Moorpark City Transit Route 1 and Route 2 from June 1 through September 4, 2015.

The proposed Beach Bus and Summer Youth Bus Pass programs for Summer 2015 are detailed below:

1. The Beach Bus will provide two trips per day, Tuesday through Thursday for nine weeks during the summer (June 16, 2015 through August 14, 2015).
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. Discontinue the "Buy Three, Get One Free" Beach Bus program.
9. Continue the Summer Youth Bus Pass program.

In addition to the proposed 2015 Beach Bus Program described above, City Council is also asked to consider Amendment No. 1 to the Agreement (Attachment 2). In 2014, during the first year of service, it was brought to City staff's attention that Durham did not include the Public Utilities Commission (PUC) fee of one quarter of one percent (0.25%) charged to revenue collected from passenger carriers. Staff informed Durham then that Durham could not charge the PUC fee in 2014; however, the City would consider the request for the remaining two (2) years of service.

### **FISCAL IMPACT**

The City awarded a three-year agreement for services with Durham School Services, L.P. (Durham) for bus excursions, including the Beach Bus on June 2, 2014. The 2015 rates are \$364.14 for the first five hours of service, then an additional \$52.02 per hour for each additional hour. The estimated cost to operate the Beach Bus, including the addition of the new PUC fee for 2015 is \$18,500.00. In 2014, the City collected \$4,316.25 in fares. In 2015, an estimated \$4,300.00 in fares is anticipated for collection, for an estimated net cost of \$14,200.00. As in previous years, the \$14,200.00 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.

In 2014, Camp Moorpark and Adventure Camp bus costs were \$15,533.58. The additional PUC fee of 0.25% would be less than a \$40.00 per season cost increase. Bus costs for Camp Moorpark and Adventure Camp are funded by camp registration fees.

### **STAFF RECOMMENDATION**

1. Approve the proposed 2015 Moorpark Beach Bus and Summer Youth Bus Pass Programs.
2. Authorize the City Manager to sign Amendment No. 1 to the Agreement with Durham School Services, L.P. for Bus Excursion and Charter Services, subject to final language approval by the City Manager.

#### Attachments:

1. Beach Bus 2014 Summary
2. Amendment No. 1



# Public Works Department

Attachment 1

## MEMORANDUM

**TO:** Dave Klotzle, City Engineer/Public Works Director  
**FROM:** Shaun Kroes, Senior Management Analyst   
**DATE:** October 10, 2014  
**SUBJECT:** Beach Bus 2014 Summary

The 2014 Summer Beach Bus service began June 17, 2014, and concluded on August 14, 2014. 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 she had enough capacity, passengers were permitted to switch their return trip.

The Beach Bus performed two roundtrips between Moorpark and Zuma Beach for 27 days. Numbers used on this report are for Summer 2014 (June – August). Technically, June 2014 is part of FY 2013/14, and any income and costs would be attributed to that fiscal year.

### Ridership

**Table 1: Beach Bus Season 2014 and 2013 Comparison**

Summer Beach Bus						
2014	Days	Total Round Trips	Average Ridership	Days Prior Year	Total Round Trips Prior Year	Average Ridership Prior Year
June 2014	6	246	41	6	218	36
July 2014	15	492	33	13	506	39
August 2014	6	121	20	7	175	25
	27	859	32	26	899	35

Table 1 above compares Summer 2014's ridership to Summer 2013's ridership. During 2014, there were 859 roundtrips between Moorpark and Zuma Beach. This is a 4.45% decrease over last season, when 899 roundtrips were provided. During Summer 2014 the Beach Bus ran 27 days, one day less than 2013. The average number of round trips that occurred in 2014 decreased 8.57% (from 35 round trips per day to 32 round trips per day).

Table 2: 2001 - 2014 Beach Bus Passengers

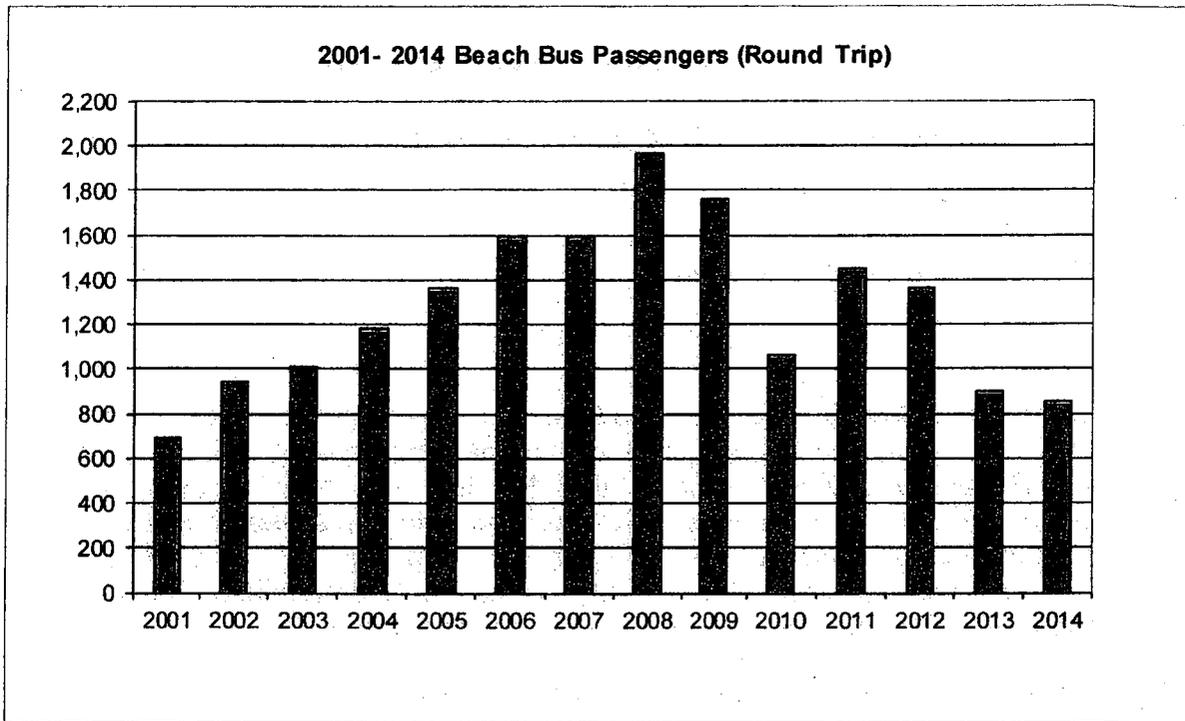


Table 2 above shows the Beach Bus ridership since the Beach Bus began in 2001. Ridership peaked in 2008, with 1,967 round trips provided. This was a 185.49% increase in ridership compared to 689 round trips in 2001. Ridership in 2014 was 24.67% higher than when the program began in 2001. The 2014 ridership was the second lowest ridership in all 14 years of the Beach Bus service.

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. In 2013, the City of Thousand Oaks implemented a Beach Bus program, similar to the City of Moorpark's. Thousand Oaks staff reported nearly 500 round trips provided in 2013 and 1,040 round trips provided in 2014. It is possible that Thousand Oaks passengers who would have normally used Moorpark's service began using Thousand Oaks' service. Based upon a survey performed by Thousand Oaks on its Beach Bus service, it did not appear as though any Moorpark passengers were traveling to Thousand Oaks to use its Beach Bus service.

### **Program Cost**

In 2014, the City collected \$4,316.25 in fares (including Beach Bus passes), compared to \$4,290.50 in fares (including Beach Bus passes) collected in 2013. This is less than a 1.00% increase in revenue between 2013 and 2014. The Beach Bus Program cost \$16,684.24 which included \$16,434.24 in contract expenses and an additional \$250.00 for the Beach Bus Use Permit (from Los Angeles County). This is a 2.72% increase in cost compared to \$16,242 in 2013. The overall farebox ratio for 2014 was 25.87%, compared to 26.42% in 2013.

### **Bus Incidents**

There were no incidents on the Moorpark Beach Bus in 2014.

### **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 2014, the City sold 2 Beach Bus Passes for \$30.00. In 2013, the City sold 10 Beach Bus Passes for \$141 compared to 41 Beach Bus Passes for \$615 in 2012. 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 5, 2014. The City sold 14 Summer Youth Bus Passes in 2014, compared to 10 Summer Youth Bus Passes in 2013 and 15 Summer Youth Bus Passes in 2012.

**Summer 2015 Preparation**

Based upon the decreasing ridership over the past couple of years, staff is currently evaluating potential changes to the Moorpark Beach Bus program for 2015. Specific items being evaluated are indicated in Table 3 below.

**Table 3: Program Evaluation**

<b>Current Program</b>	<b>Potential Adjustments</b>
Two trips per day, Tuesday – Thursday, for 10 weeks during the summer.	Reduce to two trips per day, Tuesday and Thursday only (no Wednesday service).
Passengers 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.	Remove this requirement. Use a tripper bus if needed to return all passengers back to Moorpark in the evening.
Current bus stops; Campus Canyon School, High Street, Poindexter Park, Arroyo Vista Recreation Center, Peach Hill Park	Reduce the number of bus stops in order to reduce the amount of time that the bus spends in Moorpark in order to get to the Beach faster.
"Buy Three, Get One Free" Program	Eliminate the program (cost to produce the passes exceeds the revenue generated).

New recommendations will be presented to the City Manager and City Council for consideration in February 2015 in preparation for the 2015 Beach Bus program.

C: Steven Kueny, City Manager

**AMENDMENT NO. 1  
TO AGREEMENT BETWEEN THE CITY OF MOORPARK AND  
DURHAM SCHOOL SERVICES, L.P. FOR BUS EXCURSION AND CHARTER  
SERVICES**

This Amendment No. 1 to the Agreement between the City of Moorpark, a municipal corporation ("City"), and Durham School Services, L.P., a limited partnership ("Contractor"), for Bus Excursion and Charter Services ("Agreement"), is made and entered into the \_\_\_ day of \_\_\_\_\_, 201\_\_.

**RECITALS**

WHEREAS, on June 2, 2015, the City and Contractor entered into an Agreement to have the Contractor provide Moorpark Beach Bus, Camp Moorpark and Adventure Camp, and Active Adult Center bus excursion and charter services; and

WHEREAS, the City and Contractor now desire to amend the Agreement to increase the compensation for services to be performed by Contractor to permit Contractor to charge a Public Utilities Commission Fee, and document said agreement to amend by jointly approving Amendment No. 1 to the Agreement.

**NOW, THEREFORE, it is mutually agreed by and between the parties to the Agreement as follows:**

I. Section 4, Compensation, is amended by replacing the first paragraph of Section 4 in its entirety as follows:

"Compensation for services to be performed by the Contractor shall not exceed the daily rate submitted in the Contractor's Cost Proposal Form in Appendix B without additional authorization by the City. Contractor shall be permitted to include a Public Utilities Commission Fee of one quarter of one percent (0.25%) of the daily rate submitted in Appendix B. Services shall be billed in accordance with Contractor's proposal as it is accepted by the City. The City shall only pay for services actually rendered. Services rendered shall specifically exclude time for travel to and from the Contractor's storage facility and downtime for road assistance."

II. Remaining Provisions:

Except as revised by this Amendment No. 1, all of the provisions of the Agreement shall remain in full force and effect.

In Witness Whereof, the parties hereto have caused this Agreement to be executed the day and year first above written.

CITY OF MOORPARK

DURHAM SCHOOL SERVICES, L.P.

By: \_\_\_\_\_

By: \_\_\_\_\_

Steven Kueny, City Manager

David A. Duke, Chief Executive Officer

Attest:

\_\_\_\_\_  
Maureen Benson, City Clerk