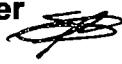


**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Sean Corrigan, City Engineer/Public Works Director 
Prepared by: Shaun Kroes, Program Manager 

DATE: March 7, 2016 (CC Meeting of 03/16/16)

SUBJECT: Consider 2016 Moorpark Beach Bus and Summer Youth Bus Pass Programs

BACKGROUND AND DISCUSSION

The 2015 Moorpark Beach Bus program concluded on August 13, 2015. Table 1 below details the ridership for 2015, compared to 2014.

Table 1: Beach Bus Season 2015 and 2014 Comparison

Summer Beach Bus						
2015	Days	Total Round Trips	Average Ridership	Days Prior Year	Total Round Trips Prior Year	Average Ridership Prior Year
June 2015	7	298	43	6	246	41
July 2015	14	436	31	15	492	33
August 2015	6	172	29	6	121	20
	27	906	34	27	859	32

Ridership in 2015 increased 5.47% compared to ridership in 2014. The number of round trips provided per day increased from 32 trips per day in 2014 to 34 trips per day in 2015. At this time, no changes are recommended for the 2016 Beach Bus program. The City's contract with Durham School Services expires at the end of 2016. Staff will explore potential changes to the Beach Bus program prior to going out to bid for new services in 2017.

Another program that the City offers in the summer is the Summer Youth Bus Pass. 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 the first Friday of September. The proposed coverage days for the 2016 Summer Youth Bus Pass are June

1, 2016 – September 2, 2016. The Summer Youth Bus Pass cannot be used on the Beach Bus.

The proposed Beach Bus and Summer Youth Bus Pass programs for Summer 2016 are detailed below:

1. The Beach Bus will provide two trips per day, Tuesday through Thursday for nine weeks during the summer (June 14, 2016 through August 11, 2016).
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. The “Buy Three, Get One Free” Beach Bus program will remain discontinued.
9. Continue the Summer Youth Bus Pass program.

FISCAL IMPACT

The City awarded a three-year agreement for services with Durham School Services for bus excursions, including the Beach Bus on June 2, 2014. The 2016 rates are \$364.14 for the first five hours of service, then an additional \$53.06 per hour for each additional hour. The 2015 program cost approximately \$16,847.75. In 2015, the City collected \$4,329.00 in fares, making a 25.69% farebox ratio. 2016 program costs are estimated to be \$17,500.00, with \$4,500.00 in fares collected, for an estimated net cost of \$13,000.00. As in previous years, the \$13,000.00 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 2016 Moorpark Beach Bus and Summer Youth Bus Pass Programs.