



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager 

FROM: Bruce Moe, Finance Director 

DATE: June 1, 2010

SUBJECT: Continuation of Discussion of FY 2010-2011 Proposed Operating Budget and Fiscal Year 2011-2015 Capital Improvement Project Plan

RECOMMENDATION:

Staff recommends that the City Council discuss and approve the FY 2010-2011 proposed Operating Budget and FY 2011-2015 Capital Improvement Project (CIP) plan. A public hearing is scheduled for June 15, 2010 to adopt the budget and CIP.

FISCAL IMPLICATION:

The General Fund deficit in the Proposed Budget as presented was \$2,046,536. Several modifications to the General Fund (listed below) have added \$69,879 in additional expenditures, bringing the revised imbalance to \$2,116,415. Staff recommendations to close the gap are included later in this report.

DISCUSSION:

The City Council received the FY 2010-2011 Proposed Budget and FY 2011-2015 Capital Improvement Plan on May 18th. Subsequent budget study sessions were held at which time each department presented their program budgets. City Council expressed their opinions and provided staff with direction which resulted in the proposed balanced budget. At this time, the City Council should consider the recommendations and direct any further changes to be made so that the final budget may be adopted at the June 15th Council meeting.

FY 2010-2011 Operating Budget

The General Fund budget as proposed included a \$2,046,536 shortfall. After completing the study sessions, there are a few modifications that need to be incorporated into the final budget, which affect expenditures and/or fund balances:

1. The Parks & Recreation budget needs to be increased by \$24,037 to provide for the re-opening of Sand Dune. This funding will come from the General Fund and will provide for the part time staffing required to operate the reservation system. A pricing methodology has yet to be determined. When it is, the associated revenues will be computed.

2. After further review of the Streetscape component of the Street Lighting and Landscaping Fund we have determined that labor hours for this purpose should be reduced by ½ full time employee. This resource is more accurately apportioned to the General Fund (Streets) and Refuse programs. This results in a reduction of charges to (and subsidy of) the Street Lighting and Landscaping Fund of \$39,688, a corresponding increase in General Fund expenditures of \$30,872 and an increase in Refuse Fund expenses of \$8,816.
3. The City Council’s Conferences and Meetings (#5204) line item was incorrectly budgeted at \$13,195. The correct amount is \$28,165, an increase of \$14,970 in General Fund expenditures. This change fully reinstates the Council’s travel budget prior to any decisions the Council may make with regard to this line item. The City Council may wish to review the conferences and meetings budget and make changes.

The revised General Fund budget before accepting any recommended strategies to close the deficit is as follows:

| | <u>Original</u> | <u>Revised</u> | <u>Difference</u> |
|--------------|---------------------|---------------------|-------------------|
| Revenues | \$49,274,023 | \$49,274,023 | \$-0- |
| Expenditures | <u>\$51,320,559</u> | <u>\$51,390,438</u> | <u>\$69,879</u> |
| Deficit | \$ 2,046,536 | \$ 2,116,415 | \$69,879 |

Staff originally recommended a number of measures to close the deficit. Those recommendations have been updated after the budget study sessions to reflect comments from the Council. The following recommendations completely close the deficit and allow for a slight budget surplus of \$23,795.

| <u>Deficit Reduction Recommendations</u> | <u>Amount</u> |
|---|------------------|
| ● Reduce Charge-outs from Insurance Fund (General Fund Portion) | \$ 720,000 |
| ● Suspend Charges for Fleet Fund Rentals (General Fund portion) | 606,330 |
| ● Reduce Salaries/Benefits to Reflect Vacancies | 400,000 |
| ● Reduce Charge-outs from I.S. Fund (General Fund portion) | 265,000 |
| New ● Prepayment of CalPERS Contributions for FY 10-11 (General Fund Portion Only) | 80,000 |
| ● Reduce Landscape "Extra" Service Levels by 30% | 25,000 |
| ● Reduce Janitorial Service in Select Facilities | 18,000 |
| ● Suspend Council-Manager Team Building | 11,000 |
| ● Remove Payphones at several locations | 5,880 |
| ● Eliminate Table for Ed. Foundation Wine Auction | 5,000 |
| ● Eliminate Council Membership in National League of Cities | 4,000 |
| Total of Recommendations | \$ 2,140,210 |

Council may elect to accept these recommendations, make modifications to the list, or suggest new alternatives with which to balance the FY 2010-2011 budget. However, in order to adopt the budget at the June 15th meeting, the Council needs to provide final direction this evening so that the required resolutions and schedules may be prepared.

Proposition "A"

The FY 09-10 budget projected a deficit of \$121,236, with \$132,288 in fund balance at year end. Staff has since projected the year-end deficit (expenditures in excess of revenues) to be approximately \$215,800 (see below). Revenues are falling short of expectation, primarily due to the decline in transit sales tax of \$67,500 (-13%) year-over-year.

In addition to the current year deficit, the expected starting fund balance for FY 09-10 was incorrectly estimated at \$253,524 in April 2009. This exceeded by \$69,365¹ the actual starting fund balance on July 1, 2009 (\$184,159). Additionally, it appears as though current year expenditures will exceed budget estimates by \$48,403. There is insufficient fund balance on which to rely upon to cover the current year deficit. As a result, we are estimating the need for a current year subsidy of \$31,641. This may be accomplished with available funds in either the Measure "R" fund (\$230,000 of unreserved fund balance) or unreserved General Fund (\$2.27 million). A budget adjustment to correct this situation will be included in the June 15th Council action items once Council directs the source of funds. See Attachment "A" for a list of permissible uses of Measure "R" and Proposition "A" funds.

| Proposition "A" | 2008 | 2009 | 2010 Budget | 2010 Projected |
|------------------------|-------------|-------------|--------------------|-----------------------|
| Beginning Fund Balance | \$ 406,444 | \$ 326,645 | \$ 253,524 | \$ 184,159 |
| Revenues | \$ 628,643 | \$ 598,709 | \$ 531,361 | \$ 485,200 |
| Expenditures | \$(708,442) | \$(741,195) | \$(652,597) | \$(701,000) |
| Net | \$ (79,799) | \$(142,486) | \$ (121,236) | \$ (215,800) |
| Ending Fund Balance | \$ 326,645 | \$ 184,159 | \$ 132,288 | \$ (31,641) |

For FY 2010-2011, the Proposition "A" program has a projected deficit of \$141,822. During the May 25th budget study session, staff presented a number of options to close the deficit in this operation:

¹ While it is difficult to pinpoint the variance one year later, staff believes it may be related to the incorrect expectation that the most recent Dial-A-Ride bus purchase was to be fully grant funded. In actuality, the City paid \$56,000 of the total \$98,000 cost.

| <u>Service Level Change</u> | <u>Amount</u> |
|--|-----------------|
| Discontinue weekend service | \$ 36,059 |
| Reduce weekday service hours | \$ 23,101 |
| Reduce the use of taxicab vouchers | \$ 2,000 |
| Eliminate bus subsidies | \$ 8,000 |
| Reduce bus excursions (FY 2011 amount) | \$ 22,000 |
| Fund commuter pay program from AB2766 | \$ 12,000 |
| Reduce part time driver staffing (Monday only) | <u>\$ 9,676</u> |
| Subtotal of cost reductions | \$113,836 |

Two revenue enhancements were also presented:

| | |
|--------------------------------------|----------------------|
| Increase Dial-A-Ride fares | \$ 4,200 |
| Sell advertising on bus exteriors | <u>\$ 10,000</u> |
| Subtotal of revenue enhancements | \$ 16,200 |
| Total deficit reduction | <u>\$130,036</u> |

The City Council requested more information on service levels, costs, rider statistics, etc. While more information will be provided in the near future, staff has provided a 2008 Analysis and review report on the Dial-A-Ride service (see Attachment “B”). Further, Council asked that input from the Senior Advisory Committee be factored into decisions on efficiencies and services. Council also requested more information on the use of Proposition “A” funds to subsidize general bus excursions and tours, which has been provided in Attachment “C.”

With regard to Proposition “A” funded programs, staff recommends that the City Council:

1. Eliminate the subsidy for general bus excursions and tours and require those participants to fund the full cost of transportation (currently the transportation is provided at no cost and would add an estimated \$15 to \$20 per participant). This will reduce Proposition “A” expenditures by an estimated \$22,000 in FY 2010-2011. Summer bus trip programs have already been advertised at the reduce rate including transportation therefore the subsidies will continue until fall. Future savings will be \$50,000 per year for the full year.
2. Eliminate the City’s Rideshare program subsidy from Proposition “A” and transfer those expenditures to the AB2766 (Clean Air) Fund (moneys are available for this purpose). This eliminates \$12,000 from the program.
3. Increase fares from 25 cents to 50 cents for in-town trips, and \$.50 to \$1.00 for out of town trips. This adds \$4,200 in new revenue.
4. Continue to sell bus passes but eliminate the subsidies thereby saving \$8,000 per year.
5. For the remaining deficit of \$95,622, provide a subsidy from either the General Fund or

Measure “R” funds until more in-depth analysis and discussion can be held with the stakeholders.

Staff requests that the City Council provide direction on these recommendations to facilitate budget adoption on June 15, 2010.

Open Issues from Budget Study Sessions

During budget deliberations the City Council requested additional information on a number of items and issues. The following sections provide responses and status of each issue.

Council Conferences and Meetings

As requested, the table below lists the conferences that City Councilmembers have attended in previous years and shows the cost allocated for all five Councilmembers to attend versus the cost for two attendees. In previous years, some of these conferences have been attended by all five Councilmembers; however, in the last year, fewer than five have typically attended. This trend is reflected in the actual dollars spent (not budgeted dollars) in recent years. The actual dollars spent in 06-07 was \$44,283, in 07-08 was \$52,929, and in 08-09 was \$31,504. In addition to the conferences listed in this table, this budget line item is also used for the US Mayors Conference and some local meetings such as the Chamber of Commerce Installation Dinner, Medal of Valor Luncheon and Lifeguard Medal of Honor Dinner. Should the City Council decide to limit the number of attendees to the conferences listed below to the Mayor and one other delegate, the potential budgeted savings would be approximately \$20,190.

City Council Conferences Budget 100-11-011-5204

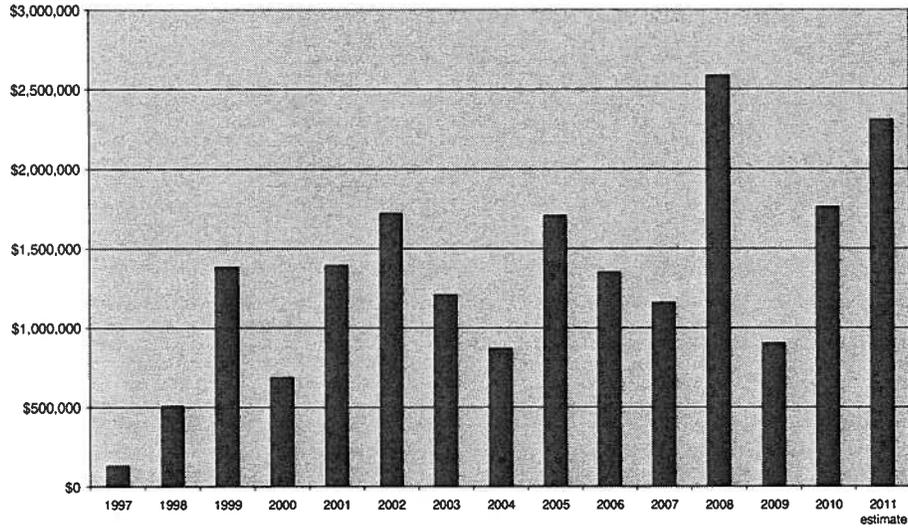
| | Conference/ | Cost for 5 | Cost for 2 |
|---|--------------------------------------|-------------------|-------------------|
| 1 | ICA Winter & Summer Conferences | 12,500 | 5,000 |
| 2 | League Annual Conference | 7,000 | 2,800 |
| 3 | National League of Cities Conference | 14,150 | 5,660 |
| | Total | \$33,650 | \$13,460 |

Insurance Fund Information

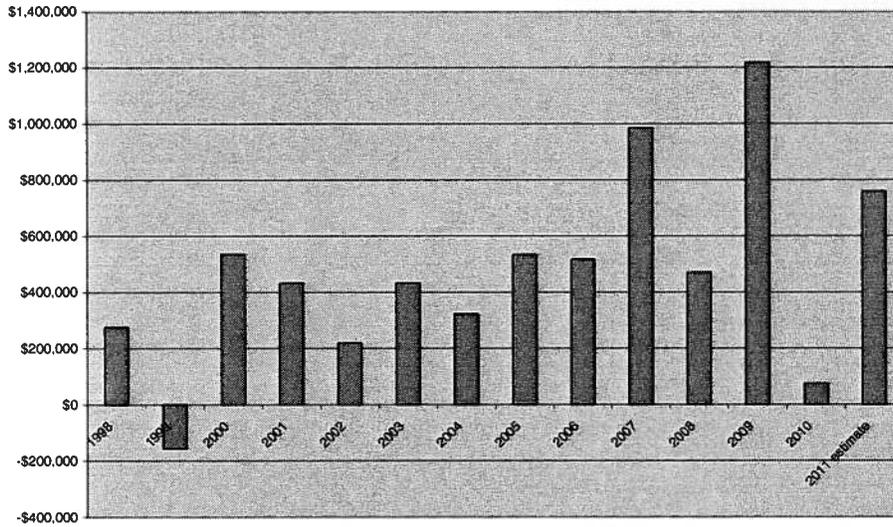
One of the City Council’s options for solving the General Fund deficit is a reduction in charge-outs to using departments for insurance claims (both Workers’ Compensation and Liability). The fund has approximately \$3.8 million in reserves, which is above the \$2 million in working capital set forth in the Council’s financial policies. While claims activity is highly unpredictable, staff has recommended that the fund may be drawn down to \$3 million. We believe this still leaves sufficient reserves without excessive risk.

The following chart and statistics illustrate the inconsistent activity within Workers’ Compensation and Liability claims:

**City of Manhattan Beach
Workers Comp**



**City of Manhattan Beach
Liability**



The City is self insured for claims in Workers' Compensation and Liability up to the self insured retention (SIR, or deductible) which is \$750,000 for Workers' Compensation and \$500,000 for Liability claims.

By way of history, the \$2 million financial policy limit has been breached in six of the last nine years, requiring a transfer from the General Fund ranging from \$18,000 to \$1.57 million.

| <u>Year</u> | <u>General Fund Support</u> |
|-------------|-----------------------------|
| 2009 | \$-0- |
| 2008 | \$18,017 |
| 2007 | \$1,343,904 |
| 2006 | \$-0- |
| 2005 | \$355,000 |
| 2004 | \$-0- |
| 2003 | \$426,436 |
| 2002 | \$1,569,311 |
| 2001 | \$429,227 |

The \$2 million policy reserve level has been in place for at least the past 10 years. Given the increase in medical expenses during that time, plus the potential for just two or three cases to significantly impact reserves due to the level of SIR's, staff believes that the \$2 million policy level should be revisited by the Finance Subcommittee for a possible adjustment. However, given the recent experience and availability of what appear at this time to be excess reserves in the Insurance Fund, staff also recommends that charge-outs be reduced on a one-time basis to take advantage of the surplus to close the General Fund deficit. The final result will be a \$3 million reserve in the Insurance Fund, \$1 million more than the current policy level.

Building Activity Information

The City Council requested information related to the number of plan checks, permits and the counter customer activity (see Attachment "D"). The information shows a 6.5% to 15.8% increase in the number of plan checks and permits from last budget year to this budget year, with new residential being the lowest increase and remodels being the highest increase. However, the budget revenue data (pages 4 and 5 Proposed FY 2010-2011 Operating Budget) shows that plan check and permit fees are expected to decrease during the same time period. So, although there is an increase in activity level there is a decrease in revenues largely due to the increase in remodels, which bring in lower fees, and decrease in new residential and commercial construction.

The data also shows that there has been a 78% reduction (by volume) in the number of plan checks that are being sent to the City's contract plan checker, Melad and Associates. Typically the less complex residential and commercial plan checks are done in-house and the specialized buildings and equipment are sent to Melad. Performing more of the plan checks in-house has put additional work on staff and has extended the time to complete plan checks from 3-4 weeks to 6-8 weeks.

With regard to counter customer activity, we did not compile our counter activity last year, but current data shows an average of over 1,150 customers assisted monthly at the Community Development counter for an average of 56 daily customers that signed up on our counter log sheets. Most of the other south bay cities indicated that they don't keep statistics on counter

customers, but an informal estimate indicated that they assist less than half the number that we serve.

Community Development Council Work Plan Items

Information on the Community Development Department Work Plan items, excluding traffic, are attached to this report (Attachment "E"). The Environmental Task Force (ETF) Green Zoning Amendments, including solar, wind, water conserving landscaping and irrigation, green roofs, and stormwater retention, are the first Work Plan priority. These items are scheduled for Planning Commission review next month. The other Work Plan items are prioritized as follows: 1- Sepulveda Corridor- reviewing and updating Guidelines and Zoning requirements; 2- Tree Ordinance- evaluating options for flexibility; 3- Administrative Flexibility- reviewing possibilities for greater administrative flexibility for minor development standard deviations on private and public property; and 4- Open Space- studying requirements for residential open space. The City Council and the Planning Commission held a joint meeting in February 2010 and discussed all of the Work Plan items and the items are scheduled to be initiated in the priority listed above.

Other Council-Requested Information

Issue: Mayor Ward inquired about how the Human Resources department selects and utilizes labor relations attorneys, and if a list of qualified firms is maintained.

Status: A list will be created for future use.

Issue: Elimination of the employee flu shots for \$3,000 - Councilmember Tell asked staff to look into obtaining insurance reimbursement as a way to offset the cost of the program.

Status: Staff is reviewing the issue and will report back.

Issue: Councilmember Tell requested that staff consider a policy regarding field maintenance and how the funds contributed by various user groups are factored into the overall maintenance of the fields. A consistent approach is needed.

Status: In progress.

Issue: Councilmember Tell requested that the projected \$500,000 expenditure savings citywide in the General Fund in FY 2009-2010 be listed by department and provided to the Council.

Status: The analysis is being performed and will be provided at the June 1st Council meeting.

Issue: Councilmember Tell requested that the source of funds for the Streetscape program reflect the direct use of General funds, as opposed to the current method of transferring in the funds and showing the entire funding source as the Street Lighting and Landscape Fund.

Status: The Adopted Budget will reflect the change.

Issue: Councilmember Tell requested that staff review options for paying off the existing water and wastewater bonds given the current high rates being paid on the debt.

Status: Staff will review this issue and report to the Finance Subcommittee in early summer.

Issue: Councilmember Powell requested the total cost of the City's graffiti removal program.

Status: Those costs are just now being accumulated through new software and will be provided in the future.

Issue: Councilmember Cohen requested that the City Council's conferences and meetings line item budget be reviewed, and that details and cost be provided that would reflect a maximum of two Councilmembers attending the major conferences (the voting member and the alternate).

Status: Information has been provided within this report.

Issue: Councilmember Cohen suggested that the City should reduce giveaways such as bags and promotional items in the spirit of generating less waste as well as saving money. Mayor Ward agreed with this approach and echoed the overall message of using less.

Status: Staff will adopt this approach going forward.

Issue: Councilmember Tell discussed setting an overall dollar target for reductions in the Management Services budget, with staff to suggest specific cuts to achieve that goal. The dollar target was not set.

Status: Awaiting further direction from the Council.

Issue: Councilmember Tell requested that a comparison of the number of permits issued last year and the estimated number of permits to be issued in the new year be provided as an activity indicator. The same indicator is to be provided for Plan Check activity.

Status: Information has been provided within this report. See Attachment "D."

Issue: Councilmembers Powell and Tell requested that future budgets include estimated full year expenditures for each category (e.g., Salaries and Benefits, Materials and Services, etc.) in each program budget.

Status: Those figures will be included in the Proposed FY 2011-2012 budget.

Issue: Mayor Ward asked that more information be provided on the three-year vehicle replacement schedule for the front line ambulances to determine if a five year average replacement schedule would suffice, thereby reducing costs.

Status: The Fire Department has reviewed this issue and believes that the front line ambulance replacement schedule may *temporarily* be delayed without affecting service levels. However, as a rule, they do not believe extending the service routinely is in the City's best interest given the nature of the use of the vehicles.

Issue: Councilmember Cohen asked for a breakdown of salary and benefits for all departments. Councilmember Tell asked that the previous ten year history of the departments' budgets including headcount be updated to reflect the adopted budget from FY 2009-2010 and the proposed budget for FY 2010-2011.

Status: That information is being updated and will be provided at the June 1st meeting.

Issue: Mayor Pro-Tem Montgomery asked for a listing of FTE's by department.

Status: Please see page 143 of the Proposed Budget for this information.

Issue: Mayor Ward asked that staff submit an analysis of bringing the class registration software back "in-house" as opposed to the hosted solution currently utilized.

Status: The change from in-house to a hosted solution was approved by the City Council in October 2008. The relevant staff report has been included as Attachment "F." Staff continues to believe that the hosted solution benefits outweigh the in-house solution in terms of after-hours technical support, infrastructure needs and customer convenience.

Issue: Councilmember Cohen said she is not in favor of cutting Concerts in the Park. Mayor Ward echoed that sentiment and asked staff to determine if other funding sources may be available.

Status: Staff will continue to actively pursue funding options for the Concerts in the Park series.

Issue: Councilmember Tell asked that staff develop a type of "scorecard" to ensure that classes are break-even.

Status: The class listings stating profitability for the past three years will be provided at the June 1st Council meeting.

Issue: Council requested that an analysis of the uses of Measure “R” and Proposition “A” transportation funds be provided to the City Council as a basis for discussing the Proposition “A” shortfall in FY 2009-2010 and FY 2010-2011.

Status: Information has been provided with this report. See Attachment “A.”

Issue: Council requested that a utilization report and the cost per person of bus excursions be calculated and provided, along with the resident versus non-resident fees.

Status: The information is included with this report as Attachment “C.”

Issue: Councilmember Tell requested an analysis of basic Dial-A-Ride services, how the trips are utilized, if there are more efficiencies to be obtained, and ways to cut costs.

Status: A report will be produced and submitted to the City Council at a later date.

Issue: Mayor Pro Tem Montgomery asked that staff look into the recent grant that Hermosa Beach received for the construction of a new senior center, and look for similar grant opportunities to fund older adult activities.

Status: Staff is reviewing and will report back.

Issue: Council asked that staff review the options for opening the OASIS center on Sundays, including the cost to staff, or the option of using volunteers to staff it with the attendant simply opening and closing the facility.

Status: The additional cost of providing staff on Sundays for five hours per week is \$2,842 per year. However, staff has concerns in the areas of security and liability. A review of these concerns with the City Attorney and Human resources departments is underway. Staff will report back to the Council.

Issue: Mayor Pro Tem Montgomery requested that staff look into negotiating lower bank fees

Status: Staff will review and report back.

Parks & Recreation Revenue Generating Accounts

The spreadsheet distributed at the May 25th budget study session erroneously presented a projected loss of \$42,683 for Arts/Education classes. Attachment “G” presents the correct information that is consistent with the budgeted revenues and expenditures for FY 2010-2011, which indicates an estimated loss of \$2,683 for those classes.

Capital Improvement Plan

As a result of the study session dedicated to the review of the FY 2011-2015 Capital Improvement Plan, the City Council indicated that the general capital improvements funded through the CIP Fund should be delayed until a broader discussion of facility needs may be held. As a result, FY 2010-2011 capital improvements will include no funding for the projects listed in the CIP Fund pending the outcome of future discussions and direction from the Council. However, upon adoption of the budget and five year CIP, all projects in other funds, including water, wastewater, parking, etc. will be funded with authorization to proceed as planned.

CONCLUSION:

Staff recommends that the City Council approve the proposed FY 2010-2011 budget so that adoption may occur at the June 15th meeting. A list of recommendations has been provided for both the General Fund and Proposition "A" deficits for Council consideration.

Looking at the General Fund five year forecast (provided at the May 18th meeting) additional deficit years are ahead. Staff recommends that the Finance Subcommittee be assigned the task of developing over the next year long range strategies for the City's fiscal sustainability with the goal of preparing the City for what appears to be continued difficult times.

The public hearing on the budget is scheduled for June 15th, 2010.

Attachments:

- A. Measure "R" and Proposition "A" permissible uses
- B. City Council Dial-A-Ride Report from February 2008
- C. Parks & Recreation Bus Trip Data for FY 2009-2010
- D. Community Development Building Activity Chart
- E. Community Development Council Work Plan Items
- F. City Council Report Awarding Active Net Class Registration Contract
- G. Revised Parks & Recreation Revenue Generating Account Listing for FY 2010-2011

Measure "R"

- ½ cent sales tax
- Categories of uses include:
 - Public transit services – fixed route; paratransit; flexible destination
 - Street repair and maintenance
 - Bike and bus lanes
 - Signal synchronization
 - Traffic control measures
 - Taxi coupons
 - Fare subsidies
 - Capital equipment for transportation

Proposition "A"

- ½ cent sales tax
- Categories of uses include:
 - Fixed route and paratransit systems
 - Transportation systems management
 - Bus lanes
 - Signal modifications for bus traffic
 - Transit security
 - Fare subsidy
 - Marketing
 - Transportation demand management
 - Vanpools



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Aldinger and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Parks and Recreation Director
Eve Kelso, Recreation Services Manager

DATE: February 19, 2008

SUBJECT: Analysis and Review of the Dial-A-Ride Program and Alternate Forms of Transportation for Older Adults

RECOMMENDATION:

Staff recommends that the City Council discuss the City's Dial-A-Ride transportation program and alternate forms of transportation for Older Adults and provide direction.

FISCAL IMPLICATION:

There is no fiscal implication to this report. The Dial-A-Ride transportation program is supported 100% through Proposition A, L.A. County transit tax. Refer to attachment A for a Financial Analysis of the Proposition A budget.

BACKGROUND:

As part of the City of Manhattan Beach City Council work plan 2007-2008, City Council requested an analysis and review of the Dial-A-Ride program and alternate forms of transportation for Older Adults.

The City of Manhattan Beach Dial-A-Ride program has been in existence since 1976. Dial-A-Ride service is available to all Manhattan Beach residents who are 55 years of age or older, or have a disability. People with temporary disabilities may also qualify. The Dial-A-Ride program is funded entirely by Proposition A transportation funds (L.A. County half-cent transit sales tax) and bus fares.

Dial-A-Ride is a Paratransit transportation service that is curb-to-curb, and often door-to-door. Transportation service is available anywhere in Manhattan Beach seven days a week from 9 am to 4 pm; and to medical facilities, Monday through Friday, in Hermosa Beach, Redondo Beach and Torrance. The Fare is 25 cents each way inside Manhattan Beach and 50 cents each way outside the city.

In addition to paratransit programs, like Dial-A-Ride, there are alternatives for Senior transportation that other cities utilize. These include cab transportation, volunteer transportation,

a combination of a Paratransit Program and cab transportation, and, regionally, ACCESS services is available for individuals with ADA qualified disabilities.

DISCUSSION:

Comparison of Transportation Options for Older Adults

1. Paratransit Program

Among the area cities who provide a paratransit program, there are some similarities and differences in the service delivery. Some cities provide the service in-house and others contract out. The basic premise of the service is that riders call to book their rides within the service hours and service area set by each city. All cities provide either curb to curb or door to door service within their own city, some cities extend their boundaries to include neighboring cities, and most programs offer trips to satellite locations, primarily medical facilities. In most cities, riders can call several days in advance to book their ride. Same day rides are less likely to be accommodated. The cost is typically very low, from free to \$1 a ride. *(See Attachment A for a comparison of area cities and the transportation that they provide.)*

2. Cab service

Some area cities contract with cab companies to offer cab service to their older adult or disabled residents by selling coupons at discounted rates to residents. There are similarities and differences in each city's delivery of this service. In some cities, there are set service areas where cab coupons are valid. In other cities, coupons may be used for a certain number of miles or to a certain boundary and then riders pay out of pocket for the remaining distance. All cities have limits on the quantity of coupons available to each rider. Customers call the cab dispatcher directly to set up their rides. The cost is typically \$1-\$8 a trip for the passenger. *(See Attachment A for a comparison of area cities and the transportation that they provide.)*

3. Combination of Paratransit Program and cab service

Some cities offer a combination of a Paratransit Program and cab coupons for their senior and disabled population. In addition to a city's Paratransit Program, older adults can purchase a limited amount of cab coupons for their general use. Cities that offer both programs are generally more restrictive and conservative with each component due primarily to costs, as opposed to cities that offer only cab service or a Paratransit program. The cost for paratransit is typically very low, from free to \$1 a ride and the cost for a cab is typically \$1 to \$8 a trip for the passenger. There are limits on the quantity of cab coupons even more so for this program. *(See Attachment A for a comparison of area cities and the transportation that they provide.)*

4. Volunteer Driver transportation program

Some counties do not receive the same funding as LA County for use towards transportation programs, so they have set up volunteer driver programs to help meet the needs of older adults. Staff visited two programs in San Diego County to learn about Volunteer Driver transportation programs. Volunteers use their own vehicles to provide rides to older adults to and from medical appointments or for errands. Additionally, several non-profit organizations

use volunteer driver programs to assist older adults. Some of the cities/ organizations who use this type of program are listed below:

- Encinitas and numerous other cities in San Diego County
- Beverly Foundation, Shepherd Center and other non-profit organizations
- Beach Cities Health District

5. ACCESS Paratransit Service

In addition to services offered by individual cities, people who meet ADA eligibility criteria and are transportationally disabled, qualify for ACCESS services administered by Los Angeles County. ACCESS Services is an Americans with Disabilities Act mandated public transportation service for people unable to independently use the bus or light rail services in Los Angeles County. This is curb to curb transportation service for people of all ages with qualifying disabilities only. Riders call in to schedule their rides the day before their trip request. Most older adults are not eligible for ACCESS Services. Customer fares range from \$1.80 to \$2.70 for a one-way trip.

Below are the pros and cons of the aforementioned forms of transportation.

Paratransit Program:

Pros

- Customers get to personally know all drivers
- With internal staff or contractors dedicated to your city, it is easier to immediately address complaints and compliments
- Drivers and Dispatchers are trained extensively to work with older adults and people with disabilities
- Customers feel comfortable asking for help
- Drivers assist customers to board the bus
- Drivers help with walkers, canes and wheelchairs
- Drivers provide general assistance for older adults

Cons

- Because it is a first come, first serve program, same day ride requests cannot always be accommodated. When same day ride requests are accommodated, customers may not receive their first choice of travel time
- The service hours are limited
- The wait time after medical appointments, outside of the city, for some riders is inconvenient
- Customers often do not know how long their medical appointment will last, making it difficult to pre-schedule a ride home
- Customers sometimes want to travel early in the morning or late in the evening
- It is a shared ride service

Cab service

Pros

- Less expensive option than paratransit programs on a trip by trip basis
- Same day calls will be accommodated
- 24 hour service is available
- No shared rides, therefore, trip time from Point A to Point B is shorter

Cons

- More difficult to control costs and fraud over time (example: In Carson, costs jumped from \$250,000 to \$500,000 in two years; West Hollywood also indicated large cost increases over a short period of time)
- The City of Redondo Beach discontinued their cab program in their FY 2005-2006 for the following reasons:
 - Costs escalated from \$23,000 to \$80,000 in one year when Redondo Beach's contract with the City of Torrance Dial A Lift changed to cabs. The projected cost for the next year for 120 people was \$338,700. The program was discontinued prior to this second increase
 - People were selling cab coupons to other individuals for \$5.00, when they were purchased for \$1.00
 - People were found to use 40 tickets a month, even though there was a limit of 16 a month per person
 - City staff found that when customers died, others used their cab coupons
- In West Hollywood, fraud exists in a number of ways including customers selling cab coupons to ineligible people, and customers selling coupons to cab drivers for cash
- With most cities who provide cab only service, customers are provided only a limited amount of ride coupons each month due to the cost of the program. In the City of Torrance, some rides require two tickets, so potentially, customers may receive fewer than 8 round trips a month and there is no other transportation available for them.
- More difficult for City staff to address specific complaints, especially regarding customer service
- Cab drivers are prohibited by company policy to physically assist customers to get in and out of vehicles
- Cab drivers are prohibited by company policy to assist customers with their walkers, canes, groceries or anything beyond the curb
- Cab drivers are independent contractors who bid on trips that come through dispatch. Because cabs are not dedicated to particular cities, short trips are not always bid on, therefore if no cab is available, older adults are often left stranded, especially on weekends (*feedback from City of Carson and West Hollywood*)
- The dispatcher for the contract cab company may be located out of the area (for the City of Carson's cab program, the dispatcher is located in Utah, which makes older adults uneasy when they are trying to explain their location)
- You never know who the driver will be
- Some customers have indicated that the cab drivers take the long way to the customer's destination on purpose
- Some of the cab drivers are rude to the older adults and have even yelled at them (*feedback from City of Carson and Redondo Beach*). Managers at various cities have indicated that this may be due to the short ride requests or the fact that people using the coupons often do not tip
- Some customers have difficulty communicating with drivers and dispatchers due to language barriers
- Some of the cabs are dirty

Volunteer Driver Transportation Program

Pros

- Close relationship between volunteer and customer
- Volunteer may have plenty of time to spend with individuals and even accompany the customer to their medical appointment
- There is potentially no wait time for the customer after their medical appointment

Cons

- Though done successfully with Beach Cities Health District, the City of Encinitas, and several other non-profit organizations, the City of Manhattan Beach Risk Manager recommends against this plan due to several inherent risks associated including:
 - City exposure to accidents, incidents and lawsuits
 - Other challenges to implementing this program include the fact that the volunteer would probably need to increase insurance coverage and assume greater liability
- A comprehensive volunteer program such as this may require additional staff hours

City of Manhattan Beach Dial-A-Ride Service

As stated earlier, Dial-A-Ride is a Paratransit program that is curb to curb, and often door to door seven days a week from 9am-4pm. There are 812 registered customers. It is estimated that approximately 150 of these customers ride on a weekly basis and another 200 ride at least monthly. Customers register for Dial-A-Ride service by calling the dispatcher and answering a few questions for the database.

The Dial-A-Ride office is located on the corner of 15th St. and Valley Drive in the post office building. There is one operator/ dispatcher on duty at a time. To schedule a ride, customers may call the Dial-A-Ride office seven days a week between 8 am and 5 pm to make their ride request(s). Dial-A-Ride is a first come, first serve program. Rides may be scheduled up to seven days in advance. It is possible to call for a ride on the same day, but the earlier a customer calls, the more likely they are to get the times they want to travel.

There are four vehicles in the Dial-A-Ride fleet—three buses and one van that are used Monday-Friday. One bus is used on the weekends. Monday through Friday, one bus is dedicated to rides to medical facilities outside of the city and one bus is dedicated to rides in Manhattan Beach. The third bus is scheduled as needed for rides inside and outside the city. Most rides are individually requested and are provided as a demand response service. Additionally, several consolidated trips are set up for destinations outside the city. There are set days and times for trips to the Del Amo Mall, South Bay Galleria, Plaza El Segundo, the 99 Cent Store, Costco, Torrance Promenade and Oceangate Shopping Center. Transportation is also coordinated with the Older Adults Program to ensure transportation for special events and to provide the transportation needed for short trips planned by the Older Adults Program during and after service hours such as Movies in Oasis, Senior Health Fair, Flu Shot Clinic, and trips to lunch, shopping, etc.

As a small city, we are fortunate to be able to offer this service in-house. There are some qualities unique to City of Manhattan Beach Dial-A-Ride program that are highlighted below:

- Drivers are paid near the top of the range for bus drivers, leading to zero turnover of full time staff and very low turnover of part time staff.
- All drivers have over 10 years of driving experience, with Class B licenses

- Drivers and Dispatchers are trained extensively. For the City of Manhattan Beach, training includes:
 - Drivers' training- Behind the wheel. (Over the past six years, drivers participated twice in a state bus competition called a "Roadeo" and have qualified in the top four each time)
 - Drivers' training- written
 - Proper wheelchair securment, maneuvering
 - Sensitivity Training
 - CPR/ First Aid
 - Americans with Disabilities Act training
 - Crisis Prevention and Intervention
 - Team Building
 - Daily Meetings to discuss special customer circumstances, needs, changes in ability
- Drivers physically assist older adults from their door to the bus, including assisting with walkers, wheelchairs, groceries and bags (most cities offer a curb to curb service only)
- Drivers will get off of the bus and look for customers at medical facilities when they are not at their scheduled pick-up location, or drivers will come back to pick up customers later, or drivers will talk with customers to ensure they have a way to get home or drivers will give customers emergency cab coupons for their ride home. Staff currently purchases \$400 a year in cab coupons for emergencies.
- Drivers and Dispatchers assist in many ways with customers who are memory impaired, or who have increasing medical needs, including regular contact with family members and making referrals to Beach Cities Health District.
- Drivers stop on the way home from the doctor to allow a customer to pick up their prescription at the pharmacy.
- Drivers take customers their personal items that they left on the bus
- The City of Manhattan Beach provides a special shopping shuttle for Manhattan Senior Villas residents twice a week
- Dial-A-Ride completes an annual, voluntary report and participates in an audit for the National Transit Database through the Metropolitan Transit Authority for additional funding and to improve accountability.
- Over time, the City of Manhattan Beach Dial-A-Ride program has created relationships with businesses and doctors' offices in the community, which has led to enhanced communication between customers, drivers and businesses.
- Buses are always clean and are maintained by the bus drivers.

Because of the enhanced customer service as stated above, our costs per trip are higher than most cities; rides often take an additional five or ten minutes per trip compared with a typical curb to curb program. *(See Attachment A for a comparison of costs to area cities).*

A recent Dial-A-Ride customer satisfaction survey was completed. 812 surveys were mailed out and 190 surveys were returned. As a result of the survey, 97% of customers indicated that drivers are always or often courteous and helpful. 94% of customers indicated that drivers are always or often on time for pick ups. And, 94% of customers indicated that dispatch staff is always or often courteous and helpful.

Areas that were also positive, but could use improvement are as follows. 81% of customers

indicated that they can always or often schedule a ride when they need one, however, 19% showed more difficulty in this area. 73% indicated that the wait time after medical appointments is reasonable and 27% showed this as a more difficult area.

(For complete results of the Customer Satisfaction Survey, please refer to Attachment C).

CONCLUSION:

A comparison study was made by staff of the transportation systems available to older adults in twelve communities. Findings indicate that on a trip by trip basis, cab service is often the least expensive method of providing service. However, in the long run, as stated earlier, costs have risen dramatically in the cities that did not limit the cab service. Also, the customer service advantage of our Dial-A-Ride program far exceeds that of a cab service.

Dial-A-Ride has been able to respond to the unique size and culture of our community and takes pride in meeting the transportation needs of the City's older adult population. Over the years, it has developed into a program that strives to address the social service needs of its customers while meeting their transportation needs and helping them maintain their independence. Staff recommends that we keep the existing Dial-A-Ride service, and supplement it with a taxi or volunteer driver program.

As stated in Attachment B, there is an excess of approximately \$38,000 per year in the Proposition A transportation fund. The current Dial-A-Ride service can be expanded by adding either a supplemental cab service or volunteer driver program to improve customer service for same day ride requests, after-hours ride requests and return trips from medical appointments. There are several options for implementing a supplemental program; staff recommends three possible options, which are discussed below.

1. 2/3 reimbursement for same day ride requests, combined with cab coupons for return trips after medical appointments
2. Sale of cab coupons to residents at a reduced rate
3. Volunteer driver program

If City Council wants to expand to cab service, staff recommends that the City partially reimburse customers (example: pay 2/3 of the cost) for cabs used when Dial-A-Ride service is unavailable. For same day ride requests, customers would first call the Dial-A-Ride office to try and schedule their ride. If space is unavailable, the dispatcher will document the ride request, and inform the customer that if they use a cab for this trip, the City of Manhattan Beach will reimburse them for 2/3 of the fare. The customer will need to submit their receipt to the City of Manhattan Beach and will receive their reimbursement check by mail. This method of reimbursement would help improve transportation service in the city, while allowing the City to control the cost of the program and control fraud. The current Dial-A-Ride boundaries would apply to this program, however, requests for rides outside of the service area could be considered and approved on a trip by trip basis, as determined by the Supervisor, for medical or other critical appointments. If a dollar limit was set for this program, then once the budget was used up, customers would be notified that no additional money is available for reimbursements until the following year. The problem with this model is twofold. Some older adults may not have enough money on hand to pay for a round trip cab ride in the first place. Also, requesting, saving and submitting receipts may be problematic for some older adults.

In regards to return trips after medical appointments, drivers could provide customers with cab coupons for the customer's return trip if there was a question of an unreasonable wait time after their medical appointment. This method for program expansion, along with 2/3 reimbursement for same day rides, as opposed to the sale of cab coupons, would allow staff to better manage costs and it would limit the opportunity for fraud.

The City could also choose the option to sell a limited number of cab coupons to older adults at a discounted rate, however, some other cities utilizing this type of program have experienced rising costs and problems with fraud. If parameters are not put on the sale of cab coupons, there is the potential for costs to rise uncontrollably within the City of Manhattan Beach as has been the experience of several nearby cities. Parameters could be set for this type of program. A limited number of coupons could be sold at a discounted rate (example: customers would pay \$8 for \$24 of taxi coupons) to residents until the budget runs out. The eligibility age could also be raised to limit the number of people eligible for this program. If the age limit was set at 65, the current number of residents is 3500, in comparison to 7000, who are 55 and over.

A third option for supplementing the current Dial-A-Ride program is to create a volunteer driver program. Because of concerns with liability, the recommended way of setting this up would be to contract with an outside organization, such as Beach Cities Health District to provide this service. In discussions with Beach Cities Health District, the City of Manhattan Beach could utilize the Proposition A surplus of \$38,000 to help pay for staff to set up this program for the City of Manhattan Beach Older Adults. Volunteers would be paired with older adults to provide rides when Dial-A-Ride service was unavailable or when someone could use the help of a volunteer to stay with them during their medical appointment. This program, especially at its inception would not guarantee a ride under all circumstances. It would, however, offer a customer and senior friendly program.

Please note that City Council has also expressed an interest in the past about creating a fixed route shuttle service connecting City parks and facilities (library), shopping centers, the beach, senior housing facilities... In tonight's discussion, if City Council should discuss the need to expand the existing Dial-A-Ride program to include cab service or a volunteer program, a discussion should also take place in light of the fact that council has expressed an interest in expanding transportation to include a fixed route shuttle system in the future, which would also use Proposition A funding.

Attachment A

Comparison of Paratransit and Cab programs by City, service days and hours, ages served, cost to customer, number of trips per year, and cost to city per trip and mile

| City | Type of Transportation Service Offered | Days and Hours | Ages Served | Cost to Customer | Number of Trips per year | Cost to city per trip (2006 audited statistics) | Cost to city per passenger mile (2006 audited statistics) |
|-------------------------|---|--|--------------------|--|--|--|--|
| City of Manhattan Beach | Paratransit Program | 7 days a week 9am-4pm | 55 and over | 25 cents in MB 50 cents outside of MB | 9,142 | \$37.71 | \$10.83 |
| City of El Segundo | Paratransit Program | M- Sa 8:50 am-3pm | 60 and over | Free | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database |
| City of Redondo Beach | Paratransit Program | Su-Th 6am-9pm F,Sa 6am-10pm | 62 and over | \$1.00 | 16,979 | \$21.90 | \$6.16 |
| City of Lawndale | Paratransit Program | M-F 8am-4pm | 55 and over | Free | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database |
| City of Hawthorne | Paratransit Program | M-F 8:30am-5:30pm; Sa,Su 9:30am - 5pm | 60 and over | 50 cents | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database |
| City of Santa Monica | Paratransit Program | M-F 8am-6pm; Sa 9am-3pm; | 60 and over | 50 cents | City does not submit data to the National | City does not submit data to the National | City does not submit data to the National |

| | | Su 8am-1pm | | | Transit Database | Transit Database | Transit Database |
|------------------------|--|---|---|---|---|---|--|
| City | Type of Transportation Service Offered | Service Days and Hours | Ages Served | Cost to Customer | Number of Trips per year | Cost to city per trip (2006 audited statistics) | Cost to city per passenger mile (2006 audited statistics) |
| City of Torrance | Cab Coupons | 7 days a week 24 hours a day | 65 and over | \$1.00-\$5.00 a ride within \$13.00 distance | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database |
| City of Carson | Cab Coupons | 7 days a week 24 hrs/ day | 65 and over | \$1.00 | 52,664 | \$10.19 | \$2.13 |
| City of Malibu | Cab Coupons | M-F 8am-4pm | 55 and over | \$1.00 | 4,748 | \$21.90 | \$1.59 |
| City of Hermosa Beach | Paratransit Program and cab coupons | Paratransit 6 am-9pm S-Th and 6 am-10pm F,S Taxi is 24 hrs/day | 62 and over | Paratransit \$1.00 Taxi \$1.00 | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database | City does not submit data to the National Transit Database |
| City of West Hollywood | Paratransit Program and cab coupons | Paratransit M-F 8:30am-4:30pm Taxi 24 hrs/day | 60 and over 65 and over for Taxi | Free Paratransit Taxi \$8.00 for \$24.00 in taxi coupons | 21,787 60,093 | \$50.93 Paratransit \$ 5.76 Taxi | \$6.93 Paratransit \$1.93 Taxi |
| City of Beverly Hills | Paratransit Program and cab coupons | Paratransit M-F 9am-3:30pm Taxi is 24 hours | 62 and over | Free Paratransit Taxi \$6.00 for \$24.00 taxi coupons | Paratransit does not submit data to the National Transit Database | Paratransit does not submit data to the National Transit Database \$ 6.58 Taxi | Paratransit does not submit data to the National Transit Database \$2.31 Taxi |

- *Costs per trip and costs per passenger mile are affected by a number of variables including driver salaries, amount of farebox revenue brought in by each city and level of customer service provided.*

- *Our current City of Manhattan Beach Dial-A-Ride audited data shows that the number of trips provided last fiscal year('06-'07) increased by over 600 trips, and in the current fiscal year, our data shows that Dial-A-Ride provided 5,749 trips in the first six months, thus projecting an additional increase of over 1,500 trips in the current fiscal year.*

Attachment B

Financial Analysis of the Proposition A Budget (Summary of last years expenditures and revenues).

Annual Expenditures

- FY 2006-2007
 - \$389,711 Dial-A-Ride
 - \$80,000 Beach Cities Transit
 - \$10,000 Ocean Express
 - \$61,727 Recreational and Senior Bus Trips
 - \$8,864 Student Bus Pass Subsidies
 - \$550,302 TOTAL Prop A Budget 2006-2007

Annual Revenues

- FY 2006-2007
 - \$589,751 from transit sales tax
 - \$9,994 from NTD (National Transit Database) reporting
 - \$3,653 from Dial-A-Ride fares
 - \$3,287 from bus pass subsidies
 - \$606,685 TOTAL Revenues Prop A Budget 2006-2007

- Surplus from FY 2006-2007 = \$56,383
- Average annual surplus (Revenues/ Expenditures) from the past five years, not including vehicle purchases, other capital purchases, Beach Cities transit funds or Prop A dollars sold for General Fund dollars= \$108,620/ year
- According the vehicle replacement plan, the projected amount needed to save annually towards new bus purchases over the next ten years, keeping in mind CNG conversions and hybrid options = \$70,250/ year
- This makes the Actual Surplus of Prop A funds approximately \$38,000 / year

| Manhattan Beach Recreational Bus Trips, Fiscal Year 2009-2010 | | | | | | | | |
|--|---------------------|-------------------------------|--------------------|-------------------|--------------------|------------------------|-------------------------|-----------------------------|
| (230-14-091-5224) | | | Cost funded | | | | | |
| Youth or Adult Trip | Date of Trip | Trip/Destination Name | from Prop A | # Enrolled | # Residents | # Non Residents | Cost to Resident | Cost to Non-Resident |
| | July | | | | | | | |
| Youth Trip | 7/30/2009 | Mulligans | 1298 | 75 | 49 | 26 | \$40 | \$40 |
| Teen Trip | 6/30/2009 | Mulligans | 649 | 19 | 14 | 5 | \$30 | \$30 |
| Jr. Guard Trip | 7/1/2009 | * Hermosa Beach Pier | 569 | | | | | |
| Youth Trip | 7/2/2009 | Disneyland | 1898 | 60 | 40 | 20 | \$70 | \$70 |
| Senior/ Family Trip | 7/4/2009 | Hollywood Bowl | 660 | 43 | 40 | 3 | \$50 | \$56 |
| Youth Trip | 7/7/2009 | Playground Program Shuttle | 729 | | | | | |
| Teen Trip | 7/9/2009 | Six Flags Magic Mountain | 949 | 21 | 19 | 2 | \$40 | \$40 |
| Youth Trip | 7/9/2009 | Knotts Berry Farm | 1898 | 76 | 43 | 33 | \$40 | \$40 |
| Teen Trip | 7/30/2009 | Knotts Berry Farm | | 19 | 13 | 6 | \$40 | \$40 |
| Youth Trip | 7/14/2009 | **Playground Program Shuttle | 729 | | | | | |
| Jr. Guard Trip | 7/15/2009 | * Raging Waters Water Park | 949 | | | | | |
| Youth Trip | 7/16/2009 | Knotts Soak City | 1898 | 80 | 48 | 32 | \$40 | \$40 |
| Teen Trip | 7/16/2009 | Aquarium of the Pacific | 749 | 16 | 12 | 4 | \$40 | \$40 |
| Youth Trip | 7/21/2009 | ** Playground Program Shuttle | 729 | | | | | |
| Jr. Guard Trip | 7/22/2009 | * Leeward Sailing Center | 569 | | | | | |
| Youth Trip | 7/23/2009 | Universal Studios | 1898 | 80 | 48 | 32 | \$60 | \$60 |
| Senior/ Family Trip | 7/23/2009 | Catalina Trip | 949 | 43 | 34 | 9 | \$50 | \$50 |
| Youth Trip | 7/28/2009 | ** Playground Program Shuttle | 729 | | | | | |
| Jr. Guard Trip | 7/29/2009 | * Hermosa Beach Pier | 569 | | | | | |
| | August | | | | | | | |
| Teen Trip | 8/5/09-8/7/09 | Dohney Camping Trip | 1007.41 | 22 | 14 | 8 | \$50 | \$50 |
| Youth Trip | 8/6/2009 | Science Center / IMAX | 1534 | 79 | 53 | 26 | \$40 | \$40 |
| Youth Trip | 8/6/2009 | Tennis Classic | 755 | | | | | |
| Jr. Guard Trip | 8/12/2009 | * Raging Waters | 949 | | | | | |
| Teen Trip | 8/13/2009 | Disneyland | 949 | 24 | 19 | 5 | \$60 | \$60 |
| Jr. Guard Trip | 8/19/2009 | * Leeward Sailing Center | 569 | | | | | |
| Senior/ Family Trip | 8/19/2009 | Del Mar Racetrack | 525 | 45 | 34 | 11 | \$31 | \$37 |
| Senior/ Family Trip | 8/29/2009 | L.A.C.M.A. | 690 | 29 | 17 | 12 | \$59.40 | \$66 |

* Jr. Guard Program Class - The class fee includes this trip.

** Playground/REC program (Marine/LOP) - The fee for the summer program includes this trip.

*** Our youth and teen trips do not have a price differential for residents/non residents because the price difference occurs when they sign up for the summer playground/teen program.

ATTACHED "C"

Manhattan Beach Recreational Bus Trips, Fiscal Year 2009-2010

| <i>Youth or Adult Trip</i> | <i>Date of Trip</i> | <i>Trip/Destination Name</i> | <i>from Prop A</i> | <i># Enrolled</i> | <i># Residents</i> | <i># Non Residents</i> | <i>Cost to Resident</i> | <i>Cost to Non-Resident</i> |
|----------------------------|---------------------|------------------------------|--------------------|-------------------|--------------------|------------------------|-------------------------|-----------------------------|
| September | | | | | | | | |
| Senior/ Family Trip | 9/14/2009 | Sony Pictures Studios | 660 | 17 | 16 | 1 | \$50.40 | \$56 |
| Senior/ Family Trip | 9/15/2009 | Aquarium of the Pacific | 675 | 52 | 47 | 5 | FREE | FREE |
| October | | | | | | | | |
| Senior/ Family Trip | 10/8/2009 | Historic Gaslamp Quarter | 525 | 18 | 8 | 10 | \$61.20 | \$68.00 |
| Senior/ Family Trip | 10/28/2009 | Plum Tree Inn | 595 | 26 | 19 | 7 | \$29 | \$31 |
| November | | | | | | | | |
| Senior/ Family Trip | 11/6/2009 | Backstage Pass | 710 | 24 | 12 | 12 | \$61.20 | \$68 |
| Senior/ Family Trip | 11/10/2009 | Frank Lloyd Wright Tour | 770 | 46 | 30 | 16 | \$41.40 | \$46.00 |
| December | | | | | | | | |
| Senior/ Family Trip | 12/16/2009 | Victorian Holiday | 955 | 54 | 35 | 19 | \$76.50 | \$80 |
| January | | | | | | | | |
| Senior/ Family Trip | 1/1/2010 | Rose Parade | 3000 | 90 | 36 | 54 | \$80 | \$88 |
| Teen Trip | 1/9/2010 | Big Bear Mountain Resort | 1895 | 21 | 19 | 2 | \$85 | \$85 |
| Senior/ Family Trip | 1/25/2010 | Benihana | 595 | 49 | 37 | 12 | \$18 | \$20 |
| Teen Trip | 1/30/2010 | Big Bear Mountain Resort | 1895 | 39 | 39 | 0 | \$85 | |
| February | | | | | | | | |
| Teen Trip | 2/6/2010 | Big Bear Mountain Resort | 1895 | 18 | 15 | 3 | \$85 | \$85 |
| Senior/ Family Trip | 2/27/2010 | Haugh Playhouse | 835 | 24 | 15 | 9 | \$55 | \$62 |
| March | | | | | | | | |
| Teen Trip | 3/6/2010 | Big Bear Mountain Resort | 1895 | 34 | 26 | 8 | \$85 | |
| Senior/ Family Trip | 3/11/2010 | Santa Anita Racetrack | 875 | 45 | 36 | 9 | \$28 | \$31.11 |
| Teen Trip | 3/13/2010 | Big Bear Mountain Resort | 1895 | 15 | 10 | 5 | \$85 | |
| | | | \$45,066.41 | | | | | |

* Jr. Guard Program Class - The class fee includes this trip.

** Playground/REC program (Marine/LOP) - The fee for the summer program includes this trip.

*** Our youth and teen trips do not have a price differential for residents/non residents because the price difference occurs when they sign up for the summer playground/teen program.

**COMMUNITY DEVELOPMENT DEPARTMENT
PLAN CHECKS AND PERMITS**

| MEASURED ACTIVITY (Total number) | 2008/2009 | 2009/2010 | 2009/2010 | FY08 vs FY09 |
|---|-----------|-----------------|--------------------|--------------|
| | ACTUAL | 10 Month ACTUAL | 12 Month PROJECTED | % CHANGE |
| PLAN CHECK APPLICATIONS | 933 | 871 | 1045 * | + 12.0% |
| ISSUED PERMITS | 1076 | 1037 | 1244 | + 15.6% |
| NEW RESIDENTIAL PERMITS | 46 | 41 | 49 | + 6.5% |
| REMODEL PERMITS- RESIDENTIAL & COMMERCIAL | 1028 | 992 | 1190 | + 15.8% |

| | | | | |
|-------------------------------------|-----|----|----|--------|
| *MELAD & ASSOC. CONTRACT PLAN CHECK | 197 | 36 | 43 | -78.2% |
|-------------------------------------|-----|----|----|--------|

| COUNTER CUSTOMER ACTIVITY 6/1/09 – 04/30/10- (11 months) | | |
|---|-----------------|---------------------|
| TOTAL NO. OF PEOPLE SIGNED IN | MONTHLY AVERAGE | AVERAGE NO. PER DAY |
| 12,662 | 1,151 | 56 |

CITY OF MANHATTAN BEACH
CITY COUNCIL'S
2009-2010 WORK PLAN

Adopted by the City Council
on November 3, 2009

Community Development Items (Excluding Traffic)
Updated on 5/27/10 and Prioritized

CARRY OVER ITEMS:

1. Green Building Standards and Landscaping (No. 2 and 6)

Staff will present options to City Council for consideration and further direction regarding sustainable building requirements for residential, commercial and civic buildings. Staff will present an evaluation of the various rating programs such as LEED and Build It Green and invite representatives of those agencies to present to City Council. The presentation will also include ways to increase landscaping and softscape and to minimize hardscape within residential, commercial and public properties. This will be studied in conjunction with the Storm Water Retention item.

Status: The Green Building Subcommittee of the Environmental Task Force (ETF) presented final recommendations regarding a Green Building Rating Program to Council on July 7, 2009. At that meeting, City Council approved these sustainable building standards, focusing on LEED standards for commercial and civic construction. The Subcommittee then presented recommendations regarding residential energy efficiency and comprehensive sustainable measures to the City Council on March 16, 2010. City Council approved the ETF recommendations, and directed staff to prepare amendments to the Municipal Code. The amendments will address all of the ETF Green Zoning recommendations, including solar, wind, water conserving landscaping and irrigation, green roofs, and stormwater retention. Green Building amendments will include water efficient plumbing, energy efficient lighting, appliances, equipment and structures, and waste reduction. Draft ordinances to incorporate the measures into the Municipal Code are scheduled for presentation to the Planning Commission in summer 2010, (for the Zoning Code amendments), and then to the City Council for their review of all measures.

NEW ITEMS:

1. Sepulveda Corridor (No. 1)

City Council will review the Sepulveda Development Guidelines and Zoning Requirements and consider encouraging certain types of commercial development along the corridor. The review will consider parking requirements, building height requirements, streetscape and beautification strategies, opportunities for a BID, ways to facilitate development on combined parcels and identify the types of businesses the City would like to encourage. If changes are determined to be needed they will be processed through the Planning Commission and then to the City Council.

Status: The City Council and Planning Commission held a joint meeting in February 2010 and discussed the Work Plan items. Due to limited staff resources, further work on this Work Plan item has not been initiated.

**CITY OF MANHATTAN BEACH
CITY COUNCIL'S
2009-2010 WORK PLAN**

2. Tree Ordinance (No. 6)

Staff will study the Tree Ordinance and make recommendations to make it more flexible, allowing residents the option of replacing trees if it is determined not to be an appropriate tree for its location or if a resident meets other City environmental objectives. Staff will also address the City's tree canopy and recommend a strategy for protecting and promoting it with appropriate species. Staff will provide information regarding private liability for damage caused by protected trees. The findings and recommendations will be presented to the City Council for feedback and direction prior to being presented to the Planning Commission.

Status: The City Council and Planning Commission held a joint meeting in February 2010 and discussed the Work Plan items. Due to limited staff resources, further work on this Work Plan item has not been initiated.

3. Planning Administrative Flexibility (No. 10)

Staff will study and recommend amendments to our code to provide greater administrative flexibility over minor construction on public and private property. The study will include an appropriate notification and approval process. The findings and recommendations will be presented to the Planning Commission for construction on private property and to the Parking and Public Improvements Commission for construction on public property, and then to the City Council for final decision.

Status: The City Council and Planning Commission held a joint meeting in February 2010 and discussed the Work Plan items. Due to limited staff resources, further work on this Work Plan item has not been initiated.

4. Definition of Open Space (No. 23)

Staff will study and make recommendations regarding the definition of open space as it applies to construction of residential development. Staff will address the purpose and intent of the requirement and how it is interpreted and applied. The findings and recommendations will be represented to the Planning Commission and City Council for final approval.

Status: The City Council and Planning Commission held a joint meeting in February 2010 and discussed the Work Plan items. Due to limited staff resources, further work on this Work Plan item has not been initiated.



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director
Gina Allen, Recreation Services Manager

DATE: October 7, 2008

SUBJECT: Consideration of a Two Year Contract with Active Network to Provide Online Parks and Recreation Class and Facility Reservation Services (Estimated Annual Cost of \$65,300).

RECOMMENDATION:

Staff recommends that the City Council: a) waive formal bidding, b) approve a two-year contract with Active Network to provide online Parks and Recreation class and facility reservation services (Estimated Annual Cost of \$65,300) and c) authorize the City Manager to negotiate and execute contract extensions at the end of the initial two-year contract period on a year-to-year basis.

FISCAL IMPLICATION:

Staff and The Active Network representatives estimate that it will take 84 hours to train staff at a cost of \$11,300.00. These funds are already budgeted in the Parks and Recreation Department.

In addition to the training fee stated above, the Department estimates it will save approximately \$42,761.57 by transitioning from the existing Class system to Active Network. Below are charts for the current Class and the proposed ActiveNet software applications.

| <u>Cost Comparison</u> | <u>Class (Current Solution)</u> | <u>Active (Proposed Solution)</u> |
|--------------------------------------|---------------------------------|-----------------------------------|
| Annual Technical Support/Verisign | \$ 12,000 | Included |
| Periodic Upgrades (Average per Year) | 5,000 | Included |
| Per Transaction Fees | - | \$ 15,354 |
| Credit Card Processing Fees | 39,239 | 48,730 |
| Annual Infrastructure (Servers) | 7,351 | N/A |
| Annual Point of Sale Module Fee | 1,875 | 1,200 |
| Total Estimated Annual Cost | \$ 65,465 | \$ 65,284 |

BACKGROUND:

For the past 12 years, the Parks and Recreation Department has used the Class software application for all of the department's class registrations and facility reservations. Class is an application that resides on City servers which involves annual maintenance fees, per computer licensing fees, server replacement and application upgrade fees. At the time of purchase, Class was the premier registration application. Four years ago, Active Network purchased Class and several other registration management software companies. With the advancement of technology, the Class application has become inadequate for the department's needs, especially with the Council's recent approval of a Credit Card convenience fee. Class is unable to accommodate the City's decision of passing on convenience fees to registrants.

With these requirements in mind, it has been determined that the best possible course of action for the City would be to pursue to Active Network's fully hosted Recreation application, ActiveNet.

DISCUSSION:

ActiveNet has similar functionality to Class and has the same core modules, however, offers technology that can better manage the City's needs. The vendor will remain The Active Network and we will keep the same Account and Support Manager. Based on these reasons, the purchase of ActiveNet is considered a technology upgrade.

ActiveNet is a full-featured management solution, designed to give the City secure, on-demand access to our organization's data from any computer with an Internet connection. The Active Network (TAN) hosts and manages our data securely, off-premise, using the latest technology infrastructure. This will allow the City to avoid major upfront investments in computer hardware upgrades, software licenses and web servers. There is no ongoing software maintenance or technical support fees associated with ActiveNet.

With their flexible transaction-based pricing model, our only upfront costs are for consulting services. ActiveNet helps organizations streamline operations through automated reports, financial integration and scalability.

Some of the benefits of this solution include:

- Remote web-based access, anytime
- Low upfront costs
- No license or maintenance fees
- Infrastructure fully maintained
- Quick implementation updates
- Customer-driven development
- Unlimited number of licenses and workstations that have access to the system.

The transition to ActiveNet will also allow the City to expand Parks and Recreation operations to include Point of Sale without making a significant investment in software and services. If we stay with Class, Point of Sale across the Parks and Recreation Department will cost in the excess of \$10,000. ActiveNet Point-of-Sale is fast, easy and flexible. It streamlines payment processing

and order tracking in a variety of POS environments.

The Parks and Recreation staff, Finance, Information Systems and Active Network had a live web meeting to review all of capabilities ActiveNet. It assured staff that ActiveNet will meet staff needs and service the department better than Class. The Parks and Recreation Department can improve customer service, reduce cash handling errors, and increase labor efficiency.

CONCLUSION:

Staff believes there are clear advantages switching from the Class application to ActiveNet as stated in the report. Because of the advantages of ActiveNet and the fact that there is no start up fees other than training, staff recommends approving the upgrade.

ALTERNATIVES:

There are no alternatives that meet the City's needs as effectively as ActiveNet. Therefore, staff believes the only alternative would be to stay with Class.

**City of Manhattan Beach
Parks & Recreation - Revenue Generating Accounts
FY 2010-2011 Budget**

| Group # | Activity | Gross Revenue | | Total Expenses - Include FTE | | Profit/(Loss) | | 2009 Actuals | | |
|---------|------------------------------|--------------------|--------------------|------------------------------|--------------------|------------------|------------------|--------------------|--------------------|------------------|
| | | 10-11 Budget | 09-10 Budget | 10-11 Budget | 09-10 Budget | 10-11 Budget | 09-10 Budget | Rev | Exp | P/Loss |
| 14025 | Special Activities Classes | \$393,577 | \$436,888 | \$326,590 | \$378,626 | \$66,987 | \$58,262 | \$282,236 | \$272,728 | \$9,508 |
| 14026 | Special Events | 200,456 | 66,850 | 225,516 | 47,069 | (25,060) | 19,781 | 71,025 | 66,514 | 4,511 |
| 14027 | Tennis Operations | 146,555 | 129,255 | 122,914 | 130,134 | 23,641 | (879) | 116,141 | 95,051 | 21,090 |
| 14028 | Facility & Park Reservations | 263,587 | 275,970 | 152,230 | 157,860 | 111,357 | 118,110 | 228,520 | 146,498 | 82,022 |
| 14034 | Arts/Education Classes | 301,850 | 349,210 | 260,428 | 319,446 | 41,422 | 29,764 | 266,232 | 268,915 | (2,683) |
| 14035 | Arts Festival | - | - | - | - | - | - | 14,655 | 22,585 | (7,930) |
| 14036 | Concerts in the Park | 10,000 | 10,000 | 38,754 | 37,929 | (28,754) | (27,929) | 11,934 | 26,504 | (14,570) |
| 14041 | Sports Leagues | 620,450 | 372,690 | 366,230 | 252,508 | 254,220 | 120,182 | 352,238 | 255,445 | 96,793 |
| 14042 | Sports Classes | 559,872 | 518,768 | 451,278 | 480,195 | 108,594 | 38,573 | 561,363 | 459,682 | 101,681 |
| 14043 | Swimming Classes | 417,000 | 350,526 | 444,714 | 380,459 | (27,714) | (29,933) | 370,333 | 378,569 | (8,236) |
| 14061 | Older Adults | 62,000 | 61,880 | 64,851 | 59,473 | (2,851) | 2,407 | 49,153 | 61,926 | (12,773) |
| | TOTAL | \$2,975,347 | \$2,572,037 | \$2,453,505 | \$2,243,699 | \$521,842 | \$328,338 | \$2,323,830 | \$2,054,419 | \$269,411 |

