

Agenda Item #: _____



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: ^{DC} David N. Carmany, City Manager

FROM: Jim Arndt, Director of Public Works *JAA*
 Richard Gill, Director of Parks and Recreation *RJG*
 Vince Mastrosimone, Senior Management Analyst *VM*

DATE: December 6, 2011

SUBJECT: Provide Direction to Staff Regarding the Establishment of a Fixed Route Trolley System

RECOMMENDATION:

Staff respectfully recommends that the City Council provide direction to staff on the establishment of a fixed route trolley system.

FISCAL IMPLICATION:

The Manhattan Beach Trolley Feasibility Study, prepared by Rural Transit Consultants in 2010, provides two estimated costs for this program. Staff has not verified these cost estimates. The full-time service that would run 10 hours a day, seven days per week, and 360 days per year is estimated to cost \$360,160 per year. The extended full-time service running 14 hours a day, seven days per week, and 360 days per year is estimated to cost \$437,160 per year. See page 18 of the Feasibility Study for a detailed breakdown.

The cost estimate does not include vehicle acquisition costs for 2-3 vehicles. Depending on vehicle age, mileage and condition, the costs for used trolleys are estimated at \$45,000 to \$65,000 each. These cost estimates may be modified based on further investigation as outlined herein. Other City costs include but are not limited to space for vehicle storage, office space, administrative staff time, installation of amenities at bus stops and on-going maintenance and cleaning of these amenities.

If the City Council chooses to provide a trolley system, a dedicated revenue source with which to fund the operation will need to be determined. Measure R transportation funds have been discussed in the past as a possible source. For fiscal year 2011-2012, Measure R is expected to generate \$279,100 in revenue, with a year end fund balance projected to be \$343,840 (the year-end balance assumes the expenditure of \$400,000 in budgeted street repairs this year which are on-hold pending further Council discussion of pavement materials). Estimated costs for annual trolley operations and City costs could exceed the annual Measure R revenues by \$150,000 to \$250,000 per year.

BACKGROUND:

This item was before the City Council on April 20, 2010 at which time the City Council accepted the presentation of the Manhattan Beach Trolley Feasibility Study and directed staff to prepare a detailed budget assessment along with a Request for Proposal (RFP) for Council review. On September 20, 2011, the City Council affirmed this project as a carry-over item in the 2011-2012 Work Plan.

DISCUSSION:

Staff has met to discuss proceeding with this project as directed. There are several unresolved issues which should be addressed before proceeding. These issues include:

- The feasibility study identifies two options for routes but no decision has been made as to the preferred route.
- The feasibility study suggests half-hour headways but this is an important part of the service that should be confirmed before issuing an RFP
- The feasibility study provides only anecdotal information about actual need or demand for this service. Staff believes a ridership base needs to be better identified before going forward
- Hours of operation are not established
- The proposal for Trolley Service has not been publically vetted sufficiently in keeping with open government principles
- Full program funding needs to be identified for on-going operations
- Vehicle storage
- Contract administration

In 2010, as directed by the City Council, staff initiated development of a Request for Proposal (RFP). The draft RFP is attached for your perusal. Staff would like to provide potential proposers with more detail than what is contained in the draft. To do that, decisions are needed with regard to:

- Contract administration/customer service responsibilities
- Route selection
- Detailed information on stop locations
- Bus stop maintenance
- Required bus stop amenities and maintenance thereof
- Vehicle storage and daily maintenance
- Vehicle ownership
- Hours of operation to meet needs of potential riders
- Requirements of the funding source

Assuming for discussion purposes that the cost estimates for providing this service are valid, no on-going funding source has been identified. This service is not budgeted in the FY 2011-2012 budget. Ongoing funding is a critical issue that needs resolution before proceeding. This could be part of the FY 2012-2013 budget process

While Measure R Transportation funds have been identified as a possible revenue source for this service, there are other competing uses for those funds. For example, transportation services funded by Proposition A (Dial-A-Ride, Ocean Express, Beach Cities Transit, etc.) are currently

insufficient to fund those services, and are supplemented with the purchase of other agencies' Proposition A funds at a discount. Measure R funds may be used for those purposes.

Street improvements also are an eligible expenditure for Measure R Local Return Funds. Eligible street improvements include street resurfacing, pothole repairs, sidewalk and pedestrian improvements and traffic signal improvements. Currently the City receives approximately \$1,440,000 in funding for street improvements from outside sources.

Based on the City's pavement inspection and analysis, there is a current annual deficiency of \$1,080,000 through 2015 and \$700,000 thereafter when Prop C funds are no longer needed for the Sepulveda Bridge Widening project. The Measure R funds would reduce further the annual deficiency by \$279,000 per year.

CONCLUSION:

To move forward, staff suggests that the City Council confirm support for this program by identifying funding and have staff prepare an RFP based on program selection and investigation of operational issues.

- Attachments:
- A. April 20, 2010 Staff Report
 - B. Manhattan Beach Trolley Feasibility Study, 2010
 - C. Excerpts from Council Meeting Minutes 01/03/2006, 03/07/2006, 06/20/2006, 12/02/2008, and 04/20/2010
 - D. Draft Request for Proposal



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager

FROM: Lindy Coe-Juell, Assistant to the City Manager

DATE: April 20, 2010

SUBJECT: Presentation of the Manhattan Beach Trolley Feasibility Study Prepared by Rural Transit Consultants

RECOMMENDATION:

Staff recommends that the City Council accept the presentation and provide direction to staff to table the issue until a later time or to prepare a detailed budget assessment and RFP for review.

BACKGROUND:

In December 2008, the City Council authorized a contract for a trolley feasibility study with Greg Meeks of Rural Transit Consultants. Through his work with other beach cities in California and Florida, Mr. Meeks has experience in establishing trolley and transit systems for small communities. This experience was attractive for the City of Manhattan Beach because the relatively small scale of a potential trolley system within our City was the primary concern cited by vendors that declined to bid on a proposal for service released in 2006.

DISCUSSION:

During the last year, Mr. Meeks met with community stakeholders, City staff and the Council subcommittee of Mayor Pro Tem Richard Montgomery and Councilmember Nick Tell to gather information and direction for developing and refining the attached feasibility study. In summary, Mr. Meeks found that a 30-minute route meeting the need for convenient transit connectivity within the City is feasible with a two-vehicle system. He will present the detailed findings of the feasibility study this evening including the needs assessment, suggested routes, vehicle recommendations and cost projections.

FISCAL IMPACT:

Feasibility Report Cost Projections

Per the feasibility report, the cost projection for the service of two trolleys (10 hours per day, 360 days per year) is \$360,160. The costs associated with this projection would be adjusted depending on the ultimate level of service desired and stipulated through a Request for Proposal (RFP). The example provided through this projection is the potential to add or subtract service at \$50 per hour. This cost projection includes salaries, benefits, program materials, insurance, fleet maintenance and fuel. Under this cost scenario, the City would be required to provide office space and secured vehicle parking.

The City would also be responsible for securing two trolley vehicles. Used trolleys are available to lease for \$12-15,000 per vehicle per year or for purchase at \$50-80,000 per vehicle. An idea considered during discussions for this study was to lease the trolleys initially while establishing a successful system and then apply for grant funding to eventually purchase new vehicles.

The total annual cost projection for a basic full time two-trolley system is approximately \$390,000 (\$360,000 operating costs + \$30,000 vehicle lease costs). There are also soft costs to consider such as staff time for contract management, the provision of office space, vehicle storage, and maintenance of stops (benches, trash pick-up, cleanup, etc.).

Measure R

The source of new funding that has been identified for a potential trolley service is Measure R. Measure R is a 1/2 cent sales tax that LA County voters approved in November 2008 for transportation purposes. The City of Manhattan Beach will receive \$180,000 of Measure R funds in FY 09-10 and is scheduled to receive approximately \$320,000 in FY 10-11. Depending on the level of service (hours of operation) selected, Measure R may not meet the annual cost demands of a trolley system and would need to be subsidized by the General Fund.

As the City Council discusses how to direct use of the Measure R funds, several competing needs that would qualify for Measure R funding, including programs funded by Prop A and our Pavement Management Plan, should be considered. A more detailed budget analysis could be prepared if the City Council provides that direction. The following basic information is provided for context.

Proposition "A" transportation revenues are based on a half-cent sales tax in Los Angeles County, which is then distributed on a per capita basis. For Fiscal Year 2009-2010, we had expected to receive \$531,361 in revenues. However, due to the economic recession, revenues are trending 24% below budget. Additionally, because we have been in a deficit situation for the past several years by adding new programs and services without increased revenues, we have been spending down available fund balance. By the end of this fiscal year, we project that we will have exhausted our Proposition "A" resources and may not have sufficient funds to cover current year programs (we may be approximately \$13,000 short). As a result, we may no longer be able to support activities, such as Dial-A-Ride, Beach Cities Transit and Ocean Express, at their current levels without new revenue sources. Measure "R," which may be used for Dial-A-Ride purposes, may be needed to support these existing programs as they stand.

Measure R funds can also be used for street and road purposes. Current funding available to the City for street and road purposes includes Gas Tax, Proposition 42, Proposition C and Safetea-Lu funds totaling approximately \$1,465,000 per year with approximately \$1,100,000 used for pavement work and approximately \$365,000 dedicated to concrete improvements. The Public Works Department maintains a Pavement Management Program (PMP) to monitor pavement condition and to plan pavement rehabilitation and maintenance. Based on the analysis conducted through the PMP, the City should be investing approximately \$1,500,000 annually in pavement rehabilitation projects to maintain pavement condition at its current level. Adding \$320,000 in Measure R funds would bring the amount available for pavement projects to approximately \$1,420,000 annually. This additional investment would allow the City to maintain pavement at nearly its current condition.

CONCLUSION:

Staff recommends that the City Council accept the presentation of the Manhattan Beach Trolley Feasibility Study and provide direction to staff on the desired steps forward. Should the City Council choose to move forward with developing a community trolley system, staff recommends developing a detailed budget assessment of available funding and competing needs for Council review. City Council would also need to discuss and select service options (hours of operation and route selection) and direct staff to develop a Request for Proposal based on those selections that would include ADA compliance analysis of the proposed stops.

ATTACHMENT: Manhattan Beach Trolley Feasibility Study

CC: Bruce Moe, Finance Director
Jim Arndt, Public Works Director
Richard Gill, Parks & Recreation Director

2010

Rural Transit
Consultants

Greg Meeks



[MANHATTAN BEACH TROLLEY FEASIBILITY STUDY]

“If I were emperor, I would put the pedal to the floor on energy efficiency and conservation.” - Steven Chu, Nobel laureate and President Obama’s Energy Secretary

Manhattan Beach Trolley Feasibility Study ~ Summer 2010

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i. Executive Summary

Objective:

Rural Transit Consultants (RTC) has worked closely with City of Manhattan Beach Staff, key stakeholders and local residents to study the feasibility of establishing an efficient, green trolley system to service the city. Since the mid 1980's the City of Manhattan Beach has attempted to initiate a community transit service. These efforts culminated in two requests for bid with no response. Redondo Beach (using Beach City Transit) and LA Metro provide connections to neighboring communities but the principal desire for transit *within* the Manhattan Beach community remains unfulfilled.

A needs assessment was completed asking two questions:

1. What are the most important transit needs of the community?
2. Can a trolley system be established meeting those needs, while using a fun, fast and free transportation service?

Route possibilities were analyzed with input received from the community. Each route was repeatedly driven and timed with vehicle headways (frequency of service) evaluated for potential stop sites. Suitable vehicles were researched to find used trolleys that are robust, quiet, environmentally efficient, affordable and available. The possibility of incorporating limited transportation to and from the Middle School was also discussed throughout the process. Capital and operating costs with options for different levels of service, timetables and route maps are projected in this report.

Key points in the report are summarized as follows:

Needs Assessment: The needs assessment questions identified current needs for community connectivity, particularly for residents living east of Sepulveda to access the beach and west village shopping community. Safe transportation for young people to the beach and schools was another identified gap. The key informants included staff, stakeholders and individual residents. This input helped shape conclusions developed in the feasibility study. Ridership estimates are provided from cities of similar size.

Routes, Times and Schedules: The two-trolley system is presented with two options, full time service and extended full time. The feasibility was based upon a ten hour-a -day service, with the potential to add or subtract service at \$50 per hour. Two

options are offered for the North route and one for the South route. In all three options, 18-23 Flag Stops are provided, including one central transfer point. Beach City Transit and Metro service are also accessible through downtown stops.

Vehicle Recommendation: The feasibility study recommends the use of theme vehicles, based upon previous experience with other beach cities. It has been found that trolley vehicles result in higher ridership, because of their enticement for fun.

Different types of trolleys were examined for the following requirements: robust, quiet, environmentally efficient, affordable, and available. Two trolleys were identified that meet these requirements, and are described in the study listing advantages and disadvantages. Opportunities were identified for long-term purchase of new vehicles, as outlined elsewhere in the study.

Cost Projection: Two cost projections were developed. The 1st option is for full service, 10 hours a day 360 days per year (7200 vehicle hours). The 2nd option is for extended full time service, 14 hours per day 360 days per year (10,192 vehicle hours).

The annualized cost per option is shown below:

- \$366,160 Option 1 (Full time)
- \$437,160.00 Option 2 (Extended Full time)

A two-trolley system with 30-minute headways meeting most of the identified needs of transport within Manhattan Beach has been found feasible within funding parameters currently available to the city.

Grant Opportunities: This report describes some future grant opportunities and mitigation for environmental impact fees. Measure R is a recommended new resource that could immediately fund a new trolley system.

Action Plan: The study outlines the required steps needed to initiate community transit service. These include:

- Choosing routes and schedule
- Level of service
- Selection of vehicle
- Considering start date.

The City Council and staff inquired about the possibility of a summer or fall 2010 start of the trolley system based upon the outcome of the feasibility study. Several options including summer-fall service do appear feasible within existing Manhattan Beach resources. Rural Transit Consultants may consider starting the system for summer-fall 2010 service within an RFP process. This project has evolved over the past year and changes will need to be applied where appropriate.

I. Needs Assessment

The central theme of the needs assessment asks these two questions:

- 1) What are the most important transit needs within the four square miles of Manhattan Beach?
- 2) Can a trolley system be established meeting those needs in a fun, fast and free environment that is cost-effective and environmentally efficient?

These two questions were asked to Manhattan Beach city Staff, key stakeholders and local residents.

City Staff:

RTC spent a full day early in the study assessing current transit needs, city budget limitations, past trolley attempts, city capabilities and the process needed to identify key stakeholders.

The staff expressed the unified transit need of east –west transportation covering the majority of the city with 30-minute headways. The safety of young people crossing Sepulveda and the desire of adults living on the east side to take the trolley to town were taken into account. The general opinion gleaned from staff investigations as far back as 2005 showed that a transit service could help reduce traffic congestion and parking problems primarily in the downtown and beach areas. It was recommended that a creative financial search be undertaken to find possible funding sources that would be supplemental to the existing city budget.

Unsuccessful attempts of initiating fixed route transit

Input was given regarding the discontinued service in the 1980s and the City's failed attempts to initiate a fixed route service since. RTC's approach in addressing this problem focuses on finding positive characteristics in other beach cities that have established a successful fixed route service. The first common characteristic established is that of listening to the needs of the community to inform the service plan. Many cities that have unsuccessful transit systems have never taken the time to listen to the broad-based needs of their community. This type of attitude often separates a successful system from a failing one. Having the ability to adjust and change a system as the community changes is also a recognized key to successful fixed route transit.

Once a community has a good idea of their community needs, planners need to think like a rider. Cities with successful transit have incorporated a *rider's*

thinking to inform what they put on the road. The concept expressed in this study of establishing a *fun, fast and free* system is the result of this attention to detail. These three adjectives summarize important characteristics found in other successful systems.

Fun. A theme vehicle like a trolley has proven in similar communities to generate the excitement, purpose and vision needed for the initial transit start-up phase. Theme vehicles have also been found to attract more riders.

Fast. Ensuring that a trolley doesn't take too long to complete its route is also a proven characteristic in successful systems. The 30-minute route (or headway) has been found to be the *minimum level* of service needed in establishing a benchmark for consistent high ridership.

Free. Cities have found that offering public transit for free or for a minimal cost provides the encouragement needed to use the system.

City capabilities

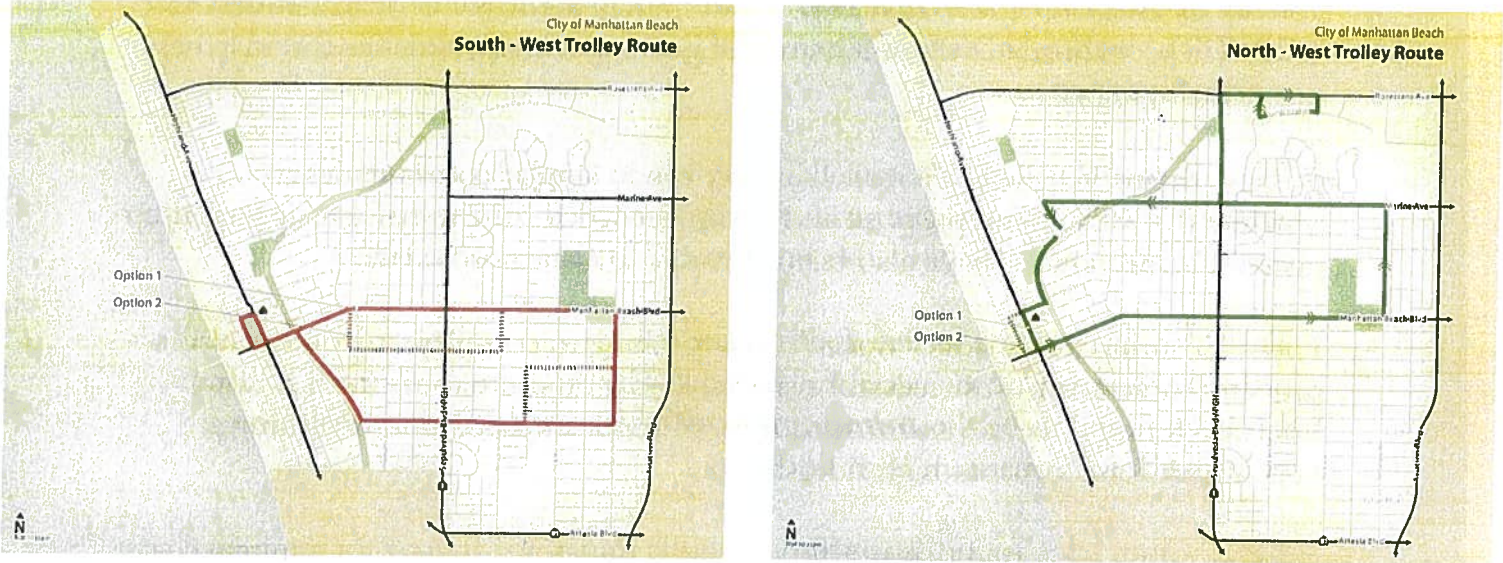
When addressing the feasibility of fixed route transit in a community, the physical capabilities of the city act as a compass for contractors interested in bidding on the system. The city's ability to provide office space, secured parking for vehicles and a refueling source greatly reduces the costs of the system when privatized. Although Manhattan Beach could possibly provide these described services, it would not be easily done. These questions will need additional research if such a partnership were crafted with a private transportation contractor.

The process needed for identifying key stakeholders

City Staff was very helpful in identifying the key stakeholders in the community and those with valuable input to the feasibility of the system, as well as verbalizing community transit needs. The following stakeholder organizations were selected and meetings scheduled: The Chamber of Commerce, the Downtown Business and Professional Association, the Downtown Business Improvement District, hotels, Middle Schools and the PTA.

With the input received from staff two basic transit needs emerged. Manhattan Beach has established a need for transit service from the east to west with 30-minute headways. RTC established a basic backbone for two routes serving both the east and west sides of Sepulveda, and stretching north and south to the limits of 30-minute headways (see Figure 1.1). These routes would be adjusted as stakeholders and residents provided input.

(Figure 1.1)



Key Stakeholders:

The meetings with key stakeholders showed excitement generated by planning a sound transit system. Needs were expressed by the following groups:

The Chamber of Commerce

The Chamber expressed the need for service in the North West section of town to and from the major hotels. They hoped that service would be year round with late night service on weekends and holidays.

The Downtown Business and Professional Association

The representatives for this organization expressed the need of regular service to Manhattan Village Mall, the beach and downtown. Concern was expressed regarding funding sources and whether contributions would be needed from their members.

The Downtown Business and Improvement District

Comments were strongly positive, and encouragement was expressed for implementing this long-anticipated service. The need was voiced for trolley service as close to the pier as possible. The possibility of young people being able to use the trolleys on weekends and throughout the summer was stated as a positive note in support of service. The need for late night service on weekends and holidays was reinforced, as was the concern about funding sources.

Hotels

The response from the hotels was less than enthusiastic, with concern centered on cost rather than service. The extra work in stretching the route so that the majority of the hotels could be serviced is a reality. However, the trade-off in service level is considerable if service to the hotels is offered because the resulting routing change would lessen the quality of service to the rest of the community by four blocks. The maps in Chapter 2 illustrate both system options, clarifying this difference between the routes. The route without service to the hotels produces a quality of service of a maximum of eight blocks walking distance to stops. The route including the hotels extends the maximum of eight blocks to twelve.

The Middle School and the PTA

RTC was asked to investigate the feasibility of additional trolley service to and from the Middle School. The need is great with many students needing transportation. RTC found the need unreasonable to meet at this time because of logistics and limited vehicle capacity.

Input from Local Residents:

During the time I spent in Manhattan Beach conducting this study I had the opportunity to speak with local residents (see Figure 1.2). Most of their comments were positive in hearing about the possibility of a trolley system serving the city. I have included some of these comments.

A Young Couple Living on 32nd

“We live on 32nd with only offsite parking for our two vehicles. Oftentimes, when returning to our apartment, parking is difficult and in the summer months almost impossible. I can see that our life would change with the proposed trolley system running close by our apartment. We wouldn’t need to use our cars when going in to town or to the beach to surf.”

Two College Students Living Close to the Middle School

“We would ride the trolley downtown for dinner and night life on the weekends if it ran late. We have a hard time finding parking.”

A Young Professional Couple Living near the High School

“We would use the trolley to ride into downtown and the beach on weekends and at night. Parking for us is difficult”.

A Middle School Student Living on 41st Street

“I would like to ride the trolley to the Manhattan Village Mall and back on weekends and to the beach in the summer.”

Professional Couple on 16th Street

“If the route and times work for us we would ride the system. We are part of the Professional Beach Volleyball team and see the need for public transit during the tournaments to get to the beach.”

The Mothers of Six High School Students

“We transport our children to and from the high school with difficulty. We usually schedule our pick-up two to three blocks away. We need help.”

The Mothers of Twelve Middle School Students

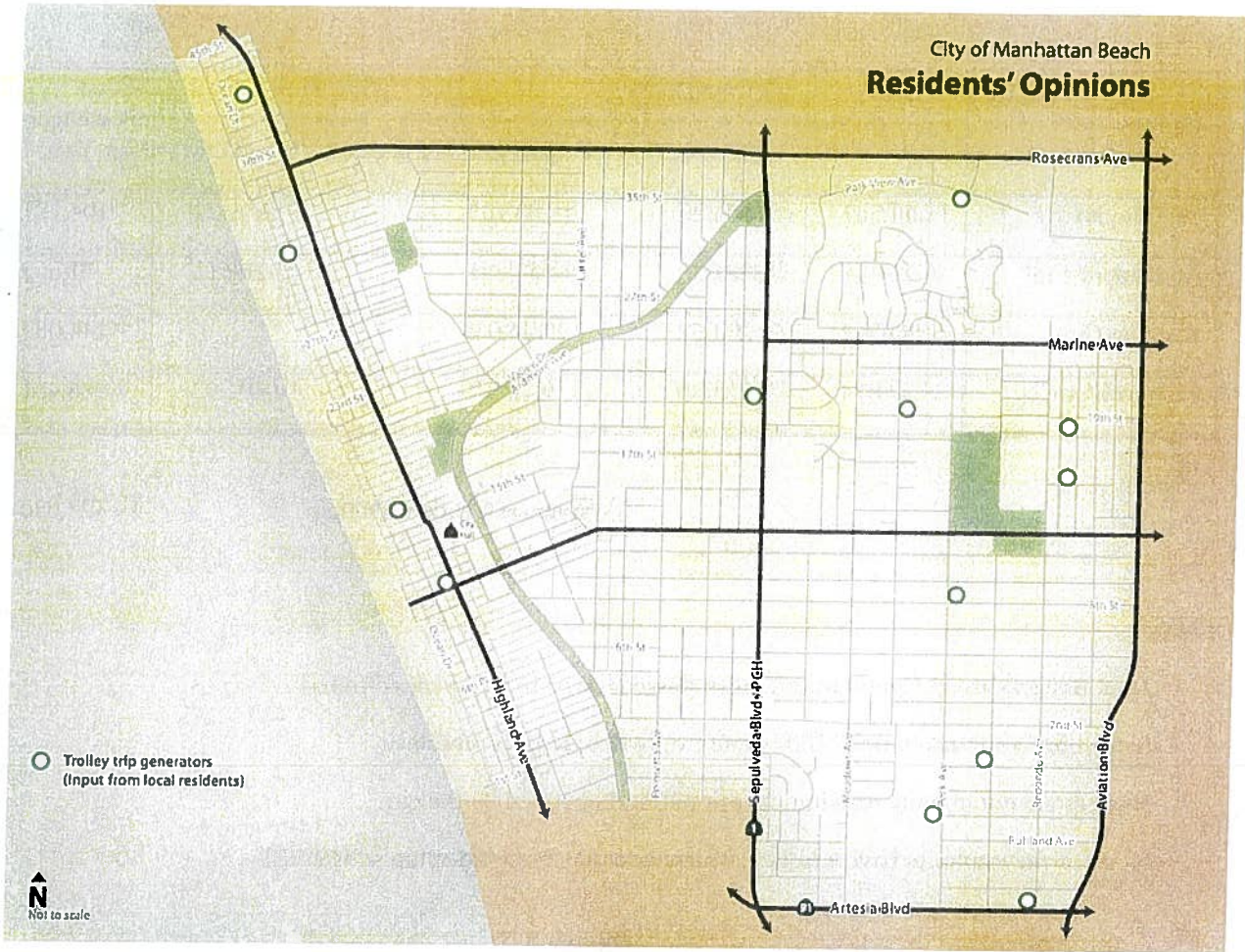
“We are all part of established carpools for transporting our children to and from school. Any service that might help reduce the number of vehicles, we are for.”

A Waitress serving Two Blocks from the Pier

“If there was offsite parking for workers at the beach and the trolley regularly picked up there I wouldn’t have to park in the downtown residential neighborhood.”

Needs Expressed From Past Visitors of Local Hotels

This need was expressed by visitors staying in Manhattan Beach. “Is there any transportation to the Downtown Beach Area?”



(Figure 1.2)

Estimate of Ridership:

It is important to gauge the extent of potential ridership as a prerequisite to designing a system that can accommodate the need without undue cost. A standard way to estimate ridership is to examine past ridership in similar communities that have a community transit system.

Ridership will vary with a number of factors. The type of vehicle seems to strongly influence this, as more people will ride a trolley than a standard transit coach. A free trolley will be more attractive than one with a fare, and frequency of service also affects ridership.

The chart below (figure 1.3) has been developed from the State Controller's Report for 2006 (ridership statistics) and Census counts/projections (population).

Incorporated City Name	Census Population 4-1-2000	Population Estimate 7-1-2007	Fixed Route Passengers/year	Demand Responsive Passengers/Year	Total Passengers per Year
Beaumont City	11,567	30,220	83,703	20,424	104,127
Atascadero City	26,411	28,008	44,891	26,611	71,502
Banning City	23,562	29,062	146,089	—	146,089
Paso Robles City	24,374	28,639	176,279	10,202	186,481

Average Yearly Ridership 127,050

Notes:

- Total passengers are Community Transit passengers, on City operated transit
- Ridership figures taken from 2007 State Controllers Report on transit
- Services are community transit, not regional, and operated by the city.
- None of the examples have a trolley, which would increase ridership substantially

(Figure 1.3)

It should be noted that these are mature systems, and Manhattan Beach will develop such numbers only after several years of operation. The curve for new ridership growth is typically negatively accelerated; that is, growth is relatively fast for the first year, slowing more and more as the system becomes fully known in the community.

A two-trolley system has adequate capacity to handle the projected ridership of 127,000.

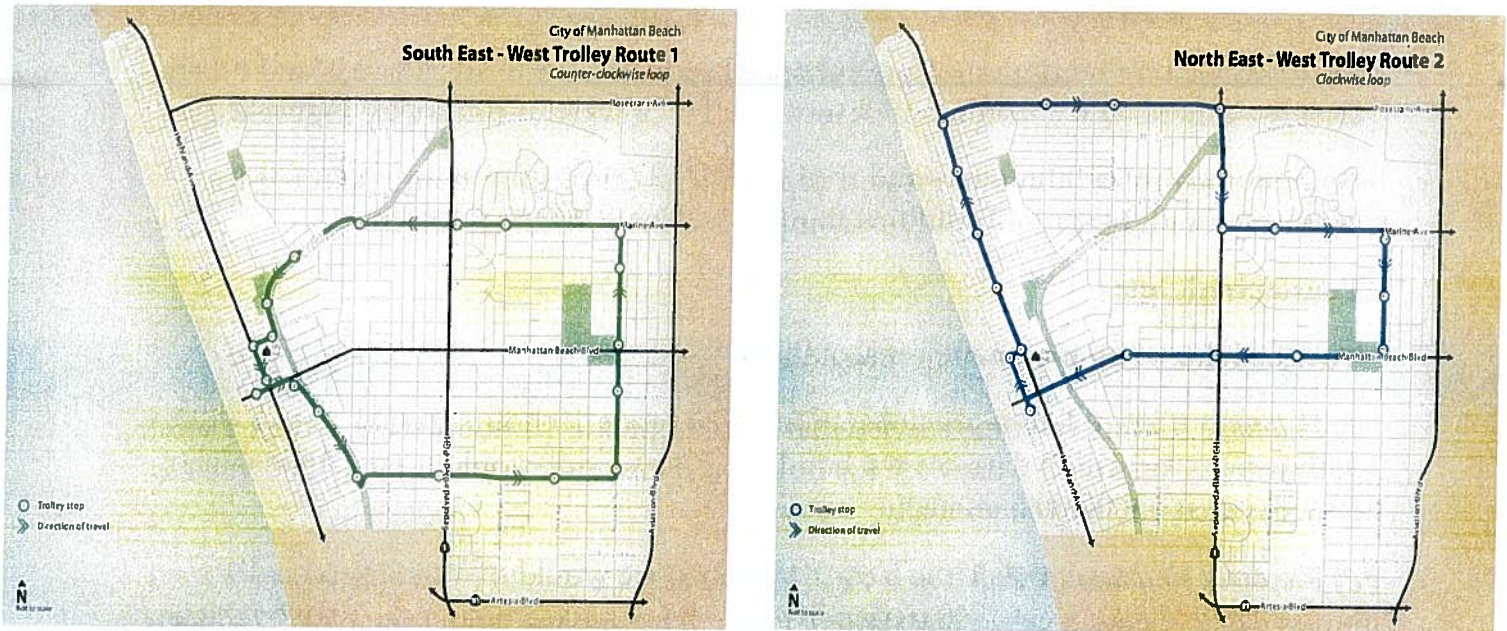
II. Routes, Times, and Schedules

Overview:

The community input gathered in this study has helped the development of route options and recommendations for a two-trolley system with 30-minute headways, serving 18-23 pick-up points 10-14 hours daily. This study has found that a trolley system operating one vehicle would be deficient in meeting the needs of the community and would leave parts of the city without service. Two plans of service are presented in this chapter with maps.

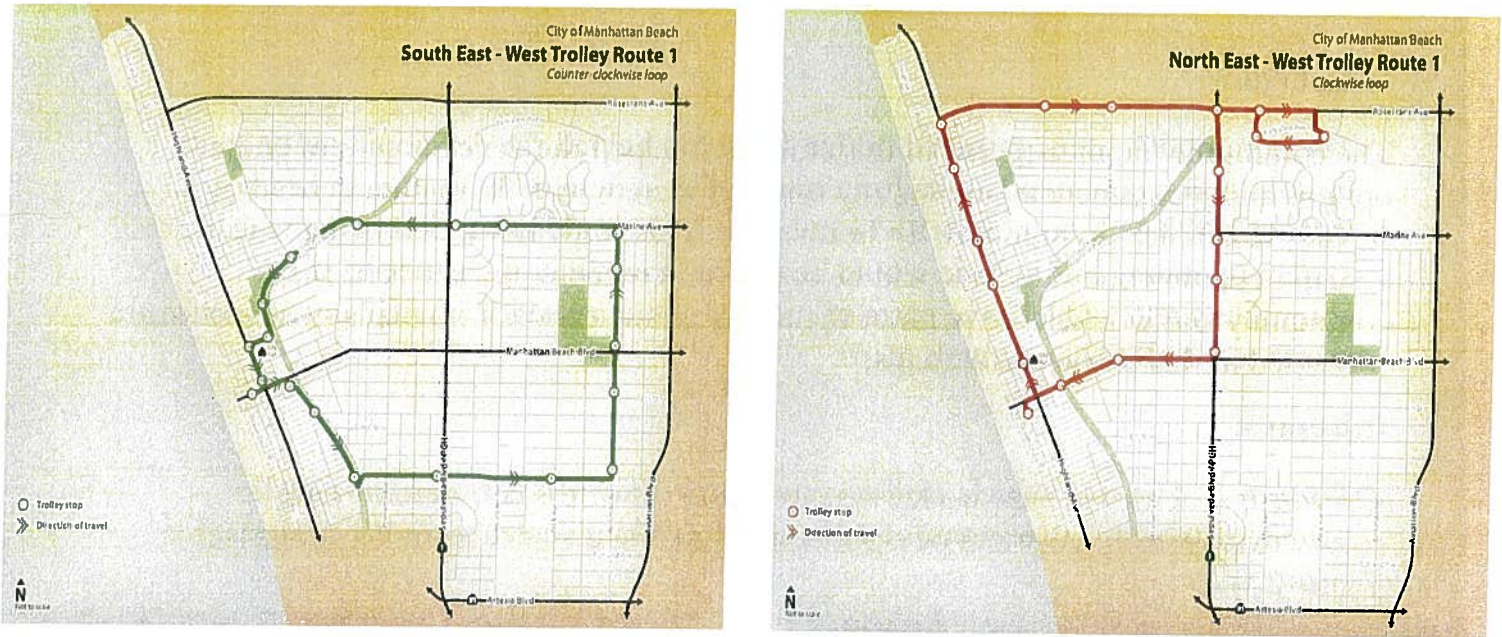
Routes:

Option 1: The two vehicle trolley system presented offers community-wide connectivity with a maximum of eight blocks walking distance to trolley stops (see Figure 2.1).



(Figure 2.1 – Option 1)

(Figure 2.2 – Option 2)



Option 2: A second option offers enhanced service to most local hotels and North East Rosecrans with a maximum of a twelve-block walk to riders (see Figure 2.2).

Both options offer 30-minute round trips with 18-23 pick-up points selected for convenience and location. Additional input is needed for final selection.

Yearly Schedules:

Two schedules of operation are presented:

1) *Full time:* Offers full time service that would operate 10 hours daily, 7 days a week 360 days per year with 5 days off for holidays. This service would total 7200 vehicle hours and cost \$360,160 annually.

2) *Extended Full time:* A Full Time Year Round service would offer full service 14 hours a day, 7 days a week, 360 days per year. This service would total 10192 vehicle hours and cost \$437,160.00.00 annually.

Both levels of service will offer a Central Transfer Point located at 11th and Manhattan Avenue for all trolley routes. Metro and Beach Cities Transit routes will also be accessible through downtown stops.

Manhattan Village Senior Villas

Through the process of routing the Trolley System additional needs were expressed.

The residents living at the Mahattan Village Senior Villas inquired regarding the possibility of extending the east leg of the proposed North Route. This extension would require lengthening the route at Rosecrans through Sepulveda to the Senior Villas and returning back with a left turn at Rosecrans on to Sepulveda. This deviation would add between 5-7 minutes to an already tight scheduel. RTC is recommending that if this option is added two limitations be imposed.

- 1) Service to the Senior Villas be offered *hourly* rather than on the half hour between the hours of 10A.M. and 4P.M.
- 2) Teaming with the Dial-A-Ride System when ever possible. Establishing a weekly stradegy with Dial-A-Ride could also be a possibility.

This addition could also be incorporated on *as needed* basis through calling in to dispatch and relayed to the driver.

III. Vehicle Recommendations

Overview:

The selection of the right type of vehicle can increase the chances of success for a new public transit system, increasing usage as a key to reducing our carbon footprint and returning to a Clean Air mandate. The cities that have been successful in attracting riders have demonstrated established patterns for success. The first important characteristic in other successful systems is making the ride fun. I made an important observation while watching the trolley system I set up in Cambria, California, during its first week of operation. The bright red and green trolley approached a stop where a young couple with a little boy was walking by. As soon as he saw the trolley he pointed to it and said, "I want to ride!" This little boy's reaction captures the excitement of both young and old when they see a trolley pull up to a stop. A sure way to create an initial incentive to use public transportation is to design the system around theme vehicles, which offer a Disneylandesque experience.

For this study, we established five critical characteristics for a theme vehicle to fit the unique needs of a beach city like Manhattan Beach. These characteristics were then used as criteria for selecting possible vehicles.

The characteristics are as follows:

1. Robust: The weight capacity of a trolley governs the system's effectiveness in transporting a minimum of forty-five riders at any given time. Trolleys built upon a robust chassis will ensure the two-trolley system has the ability to cope with maximum capacity during peak usage. Therefore, few riders will be turned away and overall ridership will increase. The strength of the chassis also increases vehicle life.

2. Quiet: Most critics of public transportation have two complaints: the noise and the smell. Finding a balance between these two objections can be challenging. Many of the environmentally efficient vehicles like Compressed Natural Gas and Clean Diesel have been perceived as relatively noisy. The old standard gas vehicles are quiet but not as clean. Through our search we have found both types on the used trolley market. The selection of the fuel and vehicle type should be based on the priorities of the city.

3. Environmentally Efficient: It is important to remember that all successful public transit is inherently environmentally efficient. For every automobile left at home our carbon footprint is reduced and we have cleaner air. The type of fuel used, however, determines the level of efficiency. If hybrids are not to be considered, natural gas is the next most environmentally efficient fuel. Clean diesel has a strong reputation across the United States as an acceptable second to natural gas, while gasoline powered vehicles are less environmentally efficient. The option of securing a used hybrid vehicle is nonexistent at this time; however, grant possibilities do exist and should be considered as part of the city's long-term transit plan.

4. Affordable: For the purposes of this study, an affordable vehicle is defined as a used trolley in good mechanical condition, costing less than \$60 thousand with less than \$20 thousand needed for refurbishment. When implementing a new transit system, used vehicles serve as a cushion to more expensive, newer vehicles and the wait time needed for their procurement. The grant process for a new vehicle can often take 18 to 24 months, even after the grant has been approved. Used vehicles provide a city with an opportunity for the immediate start-up of a system, needing up to 50% less in initial capital investment.

5. Available: Our definition of available incorporates all of the aforementioned characteristics with a purchase-refurbishment turn-around time of 60 days or less. This report identifies two available cost effective robust trolleys: one fuel-efficient and the other quiet.

Vehicle Descriptions:

The blue trolley (see Figure 3.1, below) is a 45-passenger Supreme rear engine 250 combination CNG/Diesel, manufactured in 2002. Six of these trolleys are available from a Central Florida trolley system. The vehicles are on the high side of mileage with 300,000 + miles, and will need refurbishing. They have oak interior with

(Figure 3.1 – Blue CNG/diesel trolley interior and exterior)



Brass-trimmed seats and are fully enclosed with wheelchair lifts in the front door steps. The asking price is \$65,000 per vehicle, with a possible reduction for the purchase of two. The primary advantage is in cleaner exhaust, with the tradeoff being noisier operation.

The red/green trolley (see Figure 3.2, below) is a 45-passenger Specialty front engine V10 Ford gasoline-powered vehicle with only 23,000 miles on it, manufactured in 2003. The body style is half open with roll-down transparent curtains for winter protection that can be removed in the summer. The interior comes equipped with oak seats and brass-trimmed handrails. This vehicle needs no refurbishment and is ready to be put into service. The asking price is \$48,000 and the trolleys are located in California. The primary advantage is quieter operation, with the trade off being a higher level of tailpipe emissions.



(Figure 3.2 – Red/green V10 gasoline trolley interior and exterior)

IV. Cost Projections

The cost projections for the Full time Service as well as the Extended Full time Service are detailed below.

Costing For Manhattan Beach Trolley System

		Two Full Time Trolleys 10 hrs 360 Days 7200 Veh. Hrs.	Two Full Time Trolleys 14 hrs. 360 Days 10,052 Veh. Hrs.
4101	Salaries & Allowances Dial-A-Ride		
	<i>Salaries & Allowances Trolley System</i>	\$ 88,800.00	\$ 123,432.00
4103	Part Time Salaries		
	<i>Part Time Salaries Trolley System</i>	\$ 73,635.90	\$ 73,635.90
	<i>Over Time Regular Trolley System</i>		
4201	Group Medical Dial-A-Ride		
	<i>Group Medical Trolley System</i>	\$ 8,200.00	\$ 11,398.00
	<i>Workers Compensation Trolley System</i>	\$ 8,103.00	\$ 11,263.00
	Total Salaries & Benefits	\$ 178,738.90	\$ 219,728.90
5201	Office Supplies	\$ 1,295.00	\$ 1,295.00
5205	Training/Safety	\$ 6,659.00	\$ 6,659.00
5206	Uniforms/Safety Equipment	\$ 1,554.00	\$ 1,554.00
5207	Advertising	\$ 12,000.00	\$ 12,000.00
5208	Postage	\$ 600.00	\$ 600.00
5217	Special Deptmental Supplies/Signage		
5218	Recruitment Costs		
5225	<i>Printing & Marketing Material Trolley</i>	\$ 5,000.00	\$ 5,000.00
5501	Telephone/Communication Equipment	\$ 4,000.00	\$ 4,000.00
	Total Materials & Supplies	\$ 31,108.00	\$ 31,108.00
5631	Insurance Allocation	\$ 21,000.00	\$ 30,000.00
5642	Fleet Maintenance	\$ 27,750.00	\$ 40,237.50
	<i>Fuel</i>	\$ 48,085.20	\$ 66,838.42
	Total Internal Services	\$ 96,835.20	\$ 137,075.92
	Profit %	\$ 55,977.90	\$ 49,251.18
	Total Expenditures	\$ 360,160.00	\$ 437,160.00

V. Potential Transit Funding Sources

Overview:

Transit funding in the Los Angeles region is complex, with many sources and many restrictions on potential use. The typical use categories of *Capital* and *Operations* define a simple way to view the needs of an emerging new system, but even operational funding may have many varieties. For example, funding may be restricted to services for a particular type of rider, such as an elderly person, disabled resident or public school student. The type of funding will also dictate the set of regulations to be applied to the system. For example, federal funding will require all bus purchases to follow Buy America policies and to have been tested for safety at a unique bus testing facility in Altoona, Pennsylvania. While the funding environment is not a simple one, it is likewise rich in opportunities to match and package multiple funding streams to complete a planned service expansion.

RTC has looked over the many grant funding sources and highlighted the following as possible future sources for Green Trolley Service.

American Recovery and Rehabilitation Act of 2009

The American Recovery and Rehabilitation Act of 2009 (ARRA) has added incentives to spur transportation development, particularly for uses such as transit that will contribute to cleaner air. Most of the transit capital funding has flowed through existing channels, using FTA 5307 formula funding to spur transit expansion. While these funding may not be immediately available to Manhattan Beach, due to projects not being in the regional plans, opportunities nonetheless exist throughout the process. The Environmental Protection Agency is looking to improve diesel emissions, and the City of Manhattan Beach will receive a formula grant that must be spent soon on ways to improve the environment. Certainly transit capital projects would score well in these and other stimulus packages.

VI. Action Plan

Next Steps for Planning and Implementing Community Transit:

- 1. Choose Service Options.** A number of alternative service routes have been developed, each with a balance between areas to be served, level of service to be provided and cost. Fares can be set at a number of levels, from free to a single set fee or a fee structure that charges less for local residents. Choice of the “best fit” option will allow for more certainty in projected costs and benefits.
- 2. Seek/commit Funding for Capital and Operations.** Possible funding opportunities have been presented, and a package approach has been suggested.
- 3. Identify and Act on Opportunity Targets.** Sensitivity to the financial needs of a transit network can help identify funding resources that are within the usual transit funding network, as well as those that are typically not applied to transit. Examples of each of these are shown below to illustrate the principle.

Proposition R Funding

The success of Proposition R in November 2008 means Manhattan Beach will have an additional \$360 thousand per year for transportation improvements. A portion or all of this could be dedicated to paying for the operating costs of a community transit system such as the Manhattan Beach Trolley.

Proposition A Funding

The current senior Dial-a-Ride (DAR) service of Manhattan Beach is subsidized with a portion of Proposition M funding. The implementation of a complimentary trolley service should divert ridership, reducing costs and allowing the redirection of a portion of this funding to the trolley service. Moreover, an economy of scale will result as Manhattan Beach expands and diversifies its transit service, reducing the cost per passenger.

Mitigation Fee Revenues

As any new development occurs in Manhattan Beach, the city has an opportunity to assess and provide mitigation for environmental impacts the project causes. Increased traffic is almost always involved, and capital/operational funding for transit can result. For example, a mid-Coast golf course expansion in Santa Barbara County resulted in the addition of one dollar to each green fee for traffic mitigation, to pay for transit/vanpool services to offset increased congestion. Over time, this has proved to be a steady and reliable source of scarce operating funding for alternative transportation.

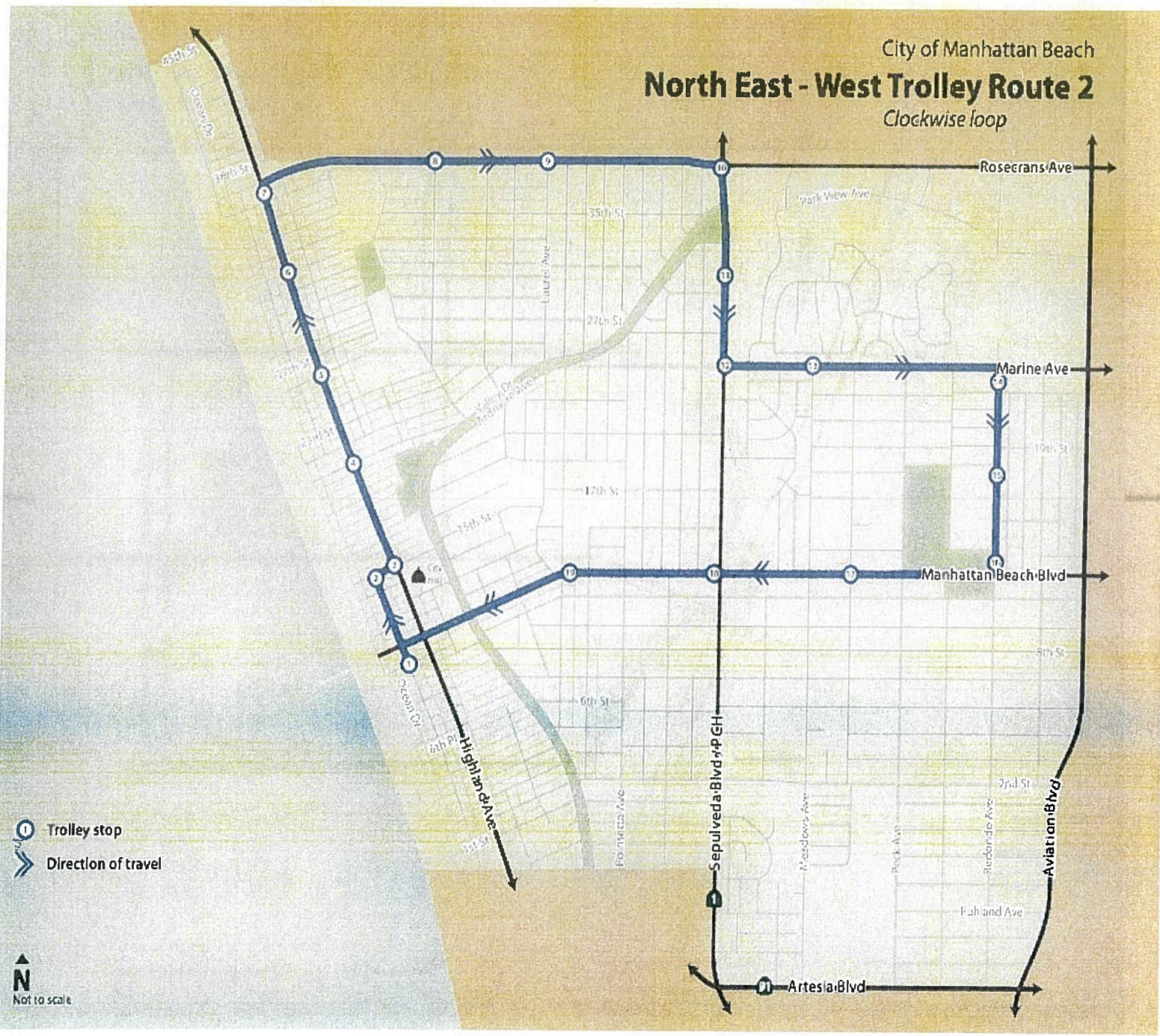
- 4. Consider Expanding Current Contract with RTC.** Rural Transit Consultants have a business plan that allows for initial start-up of operations, running and refining the system for 18 months as it helps the City find a long-term contractor through a bid process. This could be done, if the City chooses, by expanding the current contract and sole sourcing an 18-month operating contract to RTC as a uniquely qualified agency. As several past bid requests have not yielded a bidder, this approach should be considered. If this is not possible then Manhattan Beach should prepare for an RFP while searching for appropriate vehicles.



In the long run, Manhattan Beach should contract for services and competitively re-bid the contract every 3 to 5 years.

Concluding Statement:

This study has shown that a need exists in the City of Manhattan Beach for community transit, with strong support for a trolley system that serves major attractions in the city. Attention directed at improving the environment with a green transit service was also expressed. A series of service options have been developed for City review, with full routing plans and costing information. Each of the options is feasible to fully fund within existing Measure revenues, although grant opportunities also have been identified to reduce overall costs further. The options are practical and biddable, with Rural Transit Consultants offering a Turn Key service approach that could be operational by summer 2010.

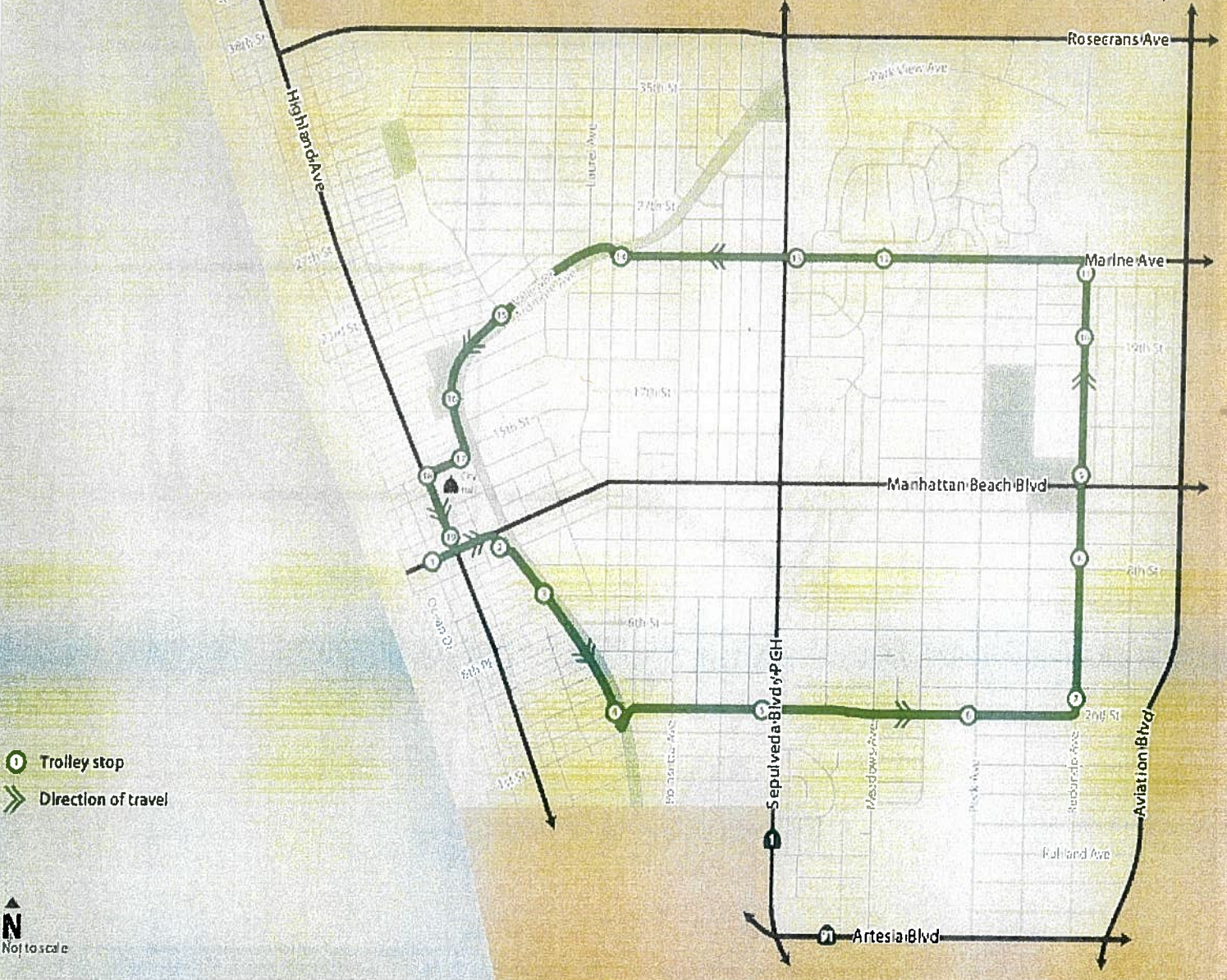
City of Manhattan Beach
North East - West Trolley Route 2
Clockwise loop



 Trolley stop
 Direction of travel

 N
 Not to scale

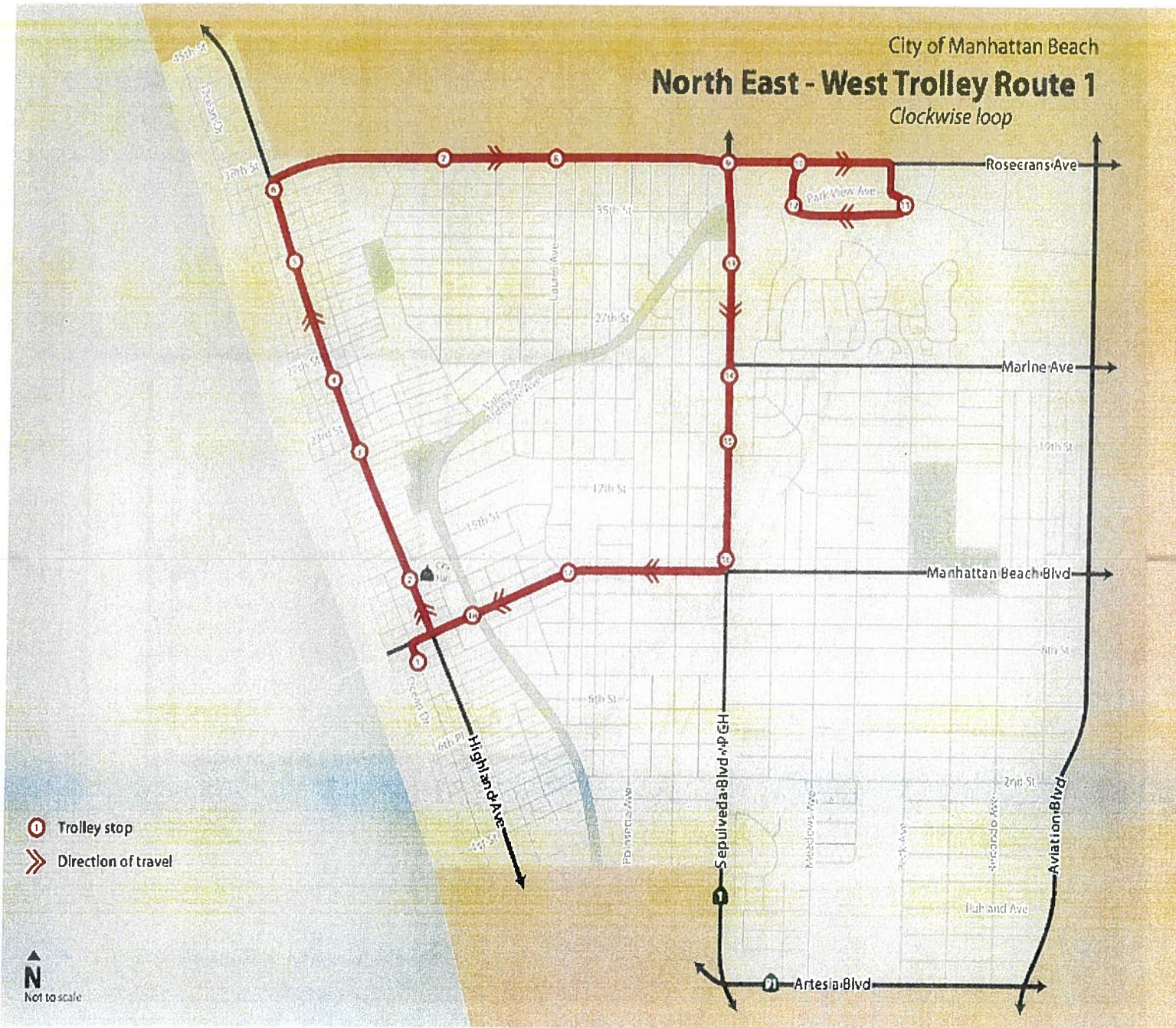
City of Manhattan Beach
South East - West Trolley Route 1
Counter-clockwise loop



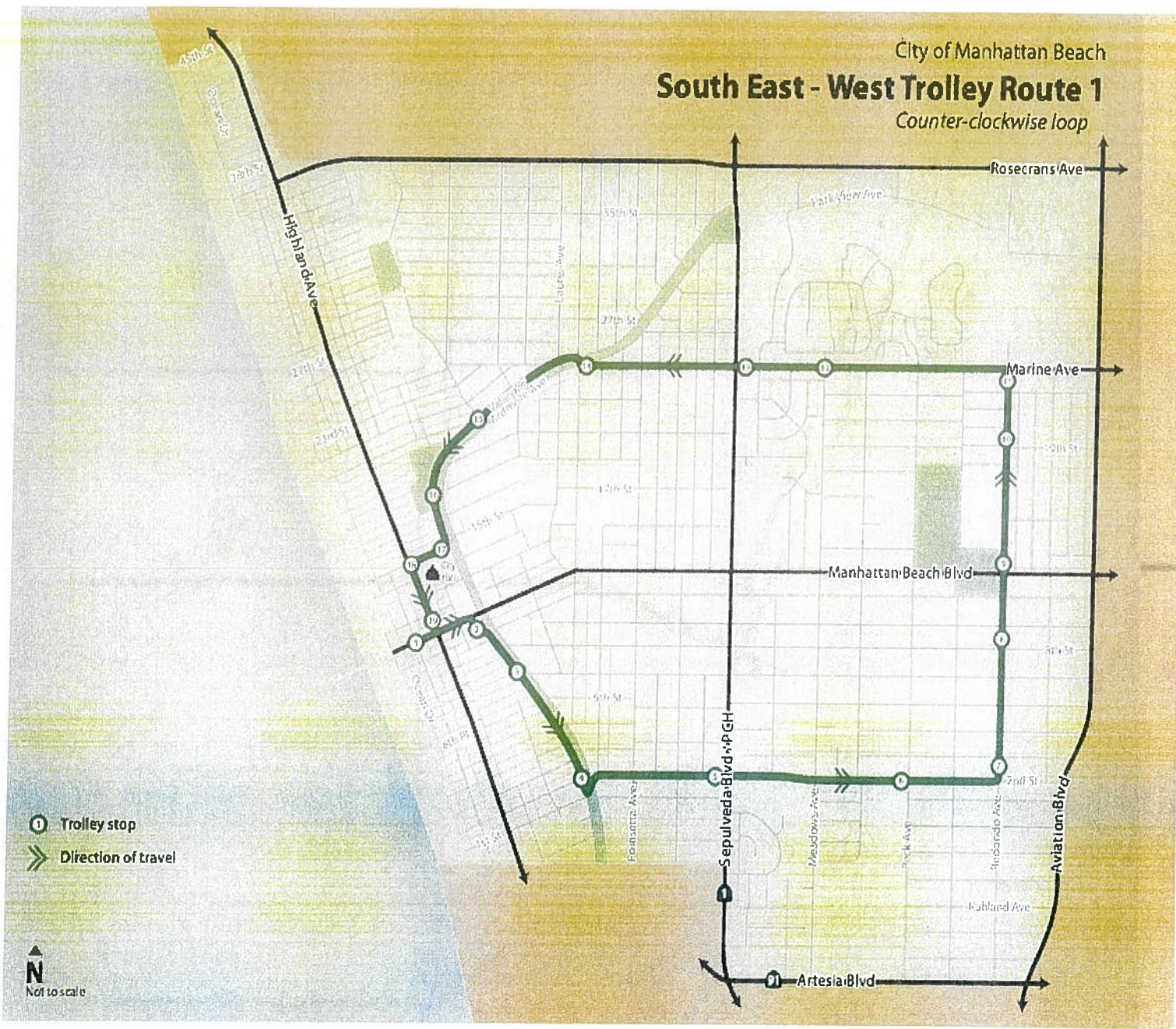
City of Manhattan Beach

North East - West Trolley Route 1

Clockwise loop



City of Manhattan Beach
South East - West Trolley Route 1
Counter-clockwise loop



emphasized that all City parking meters are cash key ready; that staff recommends a phased approach that would include the larger capital costs in the next budget process; and that staff will continue to work with the COC and DMBBPA to promote the use of cash keys.

Council held discussion with Finance Director Moe regarding tracking of cash keys, other possible distribution locations, using the cash keys as give-a-ways, the cost and capabilities of vending machines for cash keys and appropriating the necessary money from the Parking Fund.

There was no public comment on this item.

Following additional discussion Council concurred to direct staff to implement Phase I of the Marketing Plan and to bring the issue back to Council for approval once staff has determined the appropriate location(s) and whether one machine can provide both services (dispensing and charging or the keys).

01/03/06

05/1101.15-13 Consideration of a Request for Proposals for Providing a Fixed Route Weekend and Summer Public Trolley Service

City Manager Geoff Dolan introduced this item explaining that Council was intrigued by the initial presentation and directed Staff to develop a Request for Proposal (RFP).

Management Analyst Rob Osborne addressed Council reviewing the details of the RFP including that the service would only be in operation during the summer and weekends and that the hours would be from 11:00 a.m. to 7:00 p.m. He explained that an outside operator would probably need to be brought on board; that some operators may not be interested due to the seasonal nature of the service; that only one vehicle would be used; that a one loop route would be approximately 45 minutes long; and that additional buses could be added. He pointed out that some potential operators, using grant fund monies, may have to charge a fee to qualify and that while customization is available, it would add to the cost. In conclusion, Management Analyst Osborne reported that Staff's next step is to release the RFP, review the bids that come in and then bring the results back before the Council.

Council held discussion with Management Analyst Osborne after Councilmember Fahey informed Council that a similar service was provided by the City in the mid 1980s and that the service was not very successful. Council continued to discuss the possible route through the City, the possibility of adding additional vehicles to make it more convenient; the issue of reserve vehicles including the possibility of using the Dial-A-Ride bus as a backup; and whether a minimum fare amount is required of those potential operators using grant funds.

Council concurred to add the requirement that an alternative fuel vehicle be used in the RFP.

The following individuals spoke in this item:

- Esther Besbris, 2nd Street
- Patrick McBride, 5th Street and Peck Avenue
- Gary Osterhout, 500 Block of 31st Street
- Bill Victor, No Address Provided

Councilmember Aldinger stressed that his intention of the service was to improve the quality of life for residents and to provide a method for residents to get back and forth, across Sepulveda Boulevard, to the downtown area without having to drive and find a parking place. Expressing concern that the part-time October through May operating hours may not generate enough use, Councilmember Aldinger suggested either making it a summer only service with hours beginning at 8:30 or 9:00 a.m. or providing the service on a daily basis to help kids get to school. Commenting that it could be a big mistake to ignore history, Councilmember Fahey stressed the

need to talk to past Councilmembers and residents and find out why the previous transportation service failed; that, realistically, more than one bus would be needed; that she is strongly opposed to the idea of the City providing transportation service for children to get to school, citing liability and scheduling issues; and that residents should be surveyed to find out whether there is an interest in the service.

Asserting that his intention for the service was for residents, not commercial ventures, Councilmember Montgomery emphasized that, as a former east side resident, he is interested in a service allowing residents to get from the east side of town to the beach area; that further research needs to be conducted regarding what happened with the previous transportation service and that the schedule, number of vehicles and route need to be decided first before any money is spent.

Mayor Pro Tem Tell suggested broadening the RFP to encompass suggestions from other successful operators and stated that it sounds like the previous service's mistake was that of a convenience issue, which could be solved, but will cost more money. Mayor Pro Tem Tell voiced support to go forward with the RFP (with the understanding of all the associated issues); bring it back for public input; and then survey residents once it is more specifically defined.

Mayor Ward observed that it appears that the Council has concurred to gather additional information while still going forward with the RFP which will include some additional specifics; and then, at that point, possibly a survey will need to be conducted to provide more information. He voiced his concern regarding the City's prior transportation service, stating that he was not aware that the City had attempted it before, and that he would like to have all the specifics on why it was not successful. He also concurred that his intention was to transport residents, not visitors, to and from the downtown and beach; agreed with Councilmember Aldinger that the shuttle should start earlier; and agreed with Councilmember Fahey that the service should not include transporting students to school. In conclusion, Mayor Ward, with Council consensus, directed staff to issue the RFP and return to Council for additional discussion after they have been reviewed.

Following brief Council discussion regarding whether or not to include the Saturday and Sunday service during the non-summer months, City Manager Dolan suggested that the RFP include a separate bid for both and a per-hour quote in case the program is expanded in the future.

Councilmember Fahey also added that if kids are part of the target ridership, scheduling would need to be readdressed due to the fact that the Manhattan Beach Unified School District will be changing the start date and some vacation dates for school next year.

Councilmember Montgomery requested clarification that a low emission vehicle would be required in the RFP to which Management Analyst Osborne answered that it would.

In response to Councilmember Aldinger's comment that he would like to have the service in place by June, Mayor Ward stressed that while he would also like for the service to be in place by June, the City owes it to the residents to research this issue, not hurry the process along and not be pressured to start by a specific date.

Acknowledging that he and the current Council were not with the City of Manhattan Beach in the mid 1980s, City Manager Dolan appealed to the public for anyone having any information on the previous trolley system to contact City Hall.

ITEMS REMOVED FROM THE CONSENT CALENDAR

Councilmember Fahey agreed with one member of the public that there are some intersections that are a problem but she does not believe this is the solution to the problem. She added that there are no statistics to justify the cameras and that the residents are not asking for it.

Councilmember Aldinger stated that he is more open to this type of enforcement on Sepulveda Boulevard than Councilmember Fahey, stating his belief that anything that can be done to improve safety would be a good thing.

Mayor Ward pointed out that CALTRANS would have to approve any cameras installed on Sepulveda Boulevard.

Mayor Pro Tem Tell agreed that there is no justification for cameras at this time and noted that it may detract from neighborhood enforcement due to the requirement for an officer to review the citations.

Councilmember Montgomery pointed out that 32 traffic collisions are only the reported ones and that this only affects residents who break the law. He asked whether a survey could be taken, without choosing a vendor, in order to show what the need is, and agreed that losing an officer to be on the desk is a no-win situation.

Mayor Ward stated that he does not support the program in Manhattan Beach or any other city, finding it to be over-intrusive. He pointed out that, given the City's statistics, it could increase congestion and cause rear-end collisions and that he does not see any benefit from this program.

City Manager Dolan stated that this was only brought before Council as a Work Plan item and he has clear direction that this item will not move forward.

03/07/06

05/1101.15-13 Status Report Regarding Implementation of a Fixed Route Weekend and Summer Trolley Service

City Manager Geoff Dolan introduced Management Analyst Rob Osborne, who addressed Council regarding the Fixed Route Weekend and Summer Trolley Service. He reported that a Request For Proposals (RFP) was sent out to a list of vendors in February and, unfortunately, no proposals were received. He explained that the reasons given by vendors for not responding included: the project is too small; the program is seen as experimental in nature; vendors don't see long-term profits; the seasonal nature poses scheduling problems; vendors prefer using their standard fleet vehicles rather than customized buses; and bad timing. He noted that a couple of vendors have indicated some interest in discussing what might be done to make it feasible for both sides. Management Analyst Osborne reviewed background information from the previous attempt at a trolley system in 1986 noting that the biggest problem was operator reliability and problems with scheduling leading to distrust among potential users which lead to ridership problems which caused the discontinuance after six months.

In response to Mayor Pro Tem Tell's inquiry regarding the companies that indicated they would be interested in working with the City, Management Analyst Osborne stated that they would be interested in presenting what might work for them to see if that would fit the City's needs.

The following individuals spoke on this item:

- Gary Osterhout, 500 Block of 31st Street
- Yuri Gurvich, No Address Provided
- Viet Ngo, No Address Provided
- Bill Victor, No Address Provided

Mayor Pro Tem Tell pointed out that there are a lot of complaints about congestion and

expressed his support of doing something about it. He suggested reaching out to those interested in running a trolley system to see what they would be willing to do, then go out to residents and see if it is something they want.

Councilmember Aldinger stated that he envisions something like they have in Mammoth, where they have a shuttle because of the lack of parking near the slopes. He expressed support of using the system during the school year and continuing to refine the system until it will work.

Councilmember Fahey stated that since some of the vendors are willing to work with the City, she suggested forming a subcommittee of Council and staff to find out whether or not the community would use it.

Councilmember Montgomery suggested keeping it simple, with routes in two directions for the purpose of moving people across Sepulveda Boulevard.

City Manager Dolan clarified that staff will ask one or two of the best vendors for a proposal of what they would charge for the service and attempt to convince them to set-up a program for the City.

Following some discussion regarding at what point Council should become involved in the process, City Manager Dolan agreed to include Councilmember Fahey and Mayor Pro Tem Tell in the discussions with vendors.

Mayor Ward concurred that this is a program worth pursuing in order to relieve some of the traffic congestion.

06/0307.14 Consideration of an Ordinance Clarifying Business License Tax Sections 6.01.010 and 6.01.020 of the Manhattan Beach Municipal Code

Commenting that there is no staff presentation on this item, City Manager Geoff Dolan offered to answer any questions.

Hearing none, the following action was taken.

City Attorney Wadden read aloud the title of Ordinance No. 2083.

The following individual spoke on this item:

- **Bill Victor, No Address Provided**

In response to **Mr. Victor's** comment, Mayor Ward read from the staff report explaining that the ordinance incorporates the personal liability of owners of corporations.

MOTION: Councilmember Aldinger moved to waive further reading and introduce Ordinance No. 2083. The motion was seconded by Councilmember Montgomery and passed by the following unanimous roll call vote:

Ayes: Aldinger, Montgomery, Fahey, Tell and Mayor Ward.
Noes: None.
Absent: None.
Abstain: None.

ITEMS REMOVED FROM THE CONSENT CALENDAR

Community Facility Strategic Plan for the City of Manhattan Beach related to the members of the design team, the scope of the project, program outreach, and process and product. Stating that he and Steve Johnson have been in business for over 30 years and that in the past 15 years they have worked on over 30 plans for local municipalities, he related that the company is comprised of architects and planners who perform the full spectrum of community buildings. Mr. Favaro discussed the full scope of the project reporting that they plan on beginning work at Live Oak Park and Manhattan Heights and that other possible projects include working with the Manhattan Beach School District on the Begg Pool and basketball courts; Peck Avenue maintenance facility; and the Ladera School site. He stated that in order to facilitate such projects, listening to what the community wants by discussing the plan with various community groups and other outreach programs are critical. He added that inclusive in these discussions, MDA Johnson Favaro will also be meeting with the Parks and Recreation Department, Community Development Department, Fire and Police Departments and the City's Facilities Operations and Maintenance Departments. Mr. Favaro presented a framework for the project schedule and the various phases for the project, as well as a detailed needs assessment and the documentation required. In conclusion, he discussed potential project costs; the development of an inventory of the highest priorities of the City; option development; and long-term planning.

The following individuals spoke on this item:

- Viet Ngo, No Address Provided
- Patrick McBride, 5th Street & Peck Avenue

After further discussion, all Council expressed their enthusiasm for this project, and agreed that it will be a great investment for the City.

Councilmember Aldinger noted the attributes of MDA Johnson Favaro as being both an architectural as well as planning firm.

Mayor Pro Tem Tell added that the vendor's experience is a huge asset to the City and applauded the proposed integration with the School District.

Councilmember Fahey questioned whether there was a possibility of creating a bike path that would run from east to west across the City and was enthusiastic about coordinating with the School District's 7-11 Committee.

Councilmember Montgomery reiterated the enthusiasm of the other Councilmembers and praised the qualifications and experience of the vendors.

Mayor Ward added that although he initially had reservations with the proposed project, he now agrees that this will be a good project for the City.

MOTION: Councilmember Fahey moved to accept the presentation from MDA Johnson Favaro; approve authorizing the City Manager to enter into an agreement with MDA Johnson Favaro for \$385,000 plus an additional not-to-exceed \$85,000 for reimbursable expenses; and appropriate \$230,000 from General Fund Reserves for this project. The motion was seconded by Councilmember Aldinger and passed by the following unanimous roll call vote:

Ayes: Aldinger, Montgomery, Fahey, Tell and Mayor Ward.
Noes: None.
Absent: None.
Abstain: None.

05/1101.15-20 Status Report Regarding Implementation of a Fixed Route Weekend and Summer Trolley Service

City Council Meeting Minutes of June 20, 2006

06/20/06

Management Analyst Rob Osborne reported that in March 2006, staff reported to Council that no proposals were received in response to a Request for Proposals for a trolley service issued by the City. The Council appointed a subcommittee, including Councilmember Montgomery and Mayor Pro Tem Tell, to meet with potential vendors to attempt to define a shuttle system that would be of interest to operators and meet the City's objectives. The subcommittee concluded that the **Beach Cities Transit (BCT)** would be the most likely candidate to provide a shuttle system that would meet the needs of the City at a manageable cost. In June, **Terisa Price** of **BCT** had planned to present a detailed proposal for providing a fixed-route service in Manhattan Beach; however, after reporting to the sub-committee that the Metropolitan Transit Authority (MTA) announced that it will be discontinuing the 125 and 126 bus lines in addition to the 439 line, she requested more time to evaluate the impacts and opportunities of providing replacements for all three MTA lines.

The following individuals spoke on this item:

- **Patrick McBride, 5th Street & Peck Avenue**
- **Viet Ngo, No Address Provided**

Council accepted the presentation of the status report.

06/0620.21 Discussion of the City Council's 2005-2007 Work Plan

City Manager Geoff Dolan reported that on June 24, 2005, the City Council held a special session and developed a list of priorities to be addressed over the next two years. On May 5, 2006 the City Council held a mid-term review of the Work Plan and acknowledged some items as completed, some as in progress, and others that were yet to be initiated. The Council also added several new items to be addressed during the coming year. City Manager Dolan provided a brief summary and background information on the following Work Plan items (not in priority order):

Review the City Logo
Trolley Service
Review & Discuss Council Assignments and Roles
Develop & Adopt a Set of City Council "Norms"
Partnership with Schools
Mansionization
Technology Enhancements
Traffic
Minimize Stormwater Run-Off
Library Purchase
Utility Underground Project
Develop Strand Alcove Guidelines
Police & Fire Facility
City Entryway
Historic Preservation Ordinance
Franchise Issues
Collective Bargaining Agreements
Continue Hometown Security Issues
Downtown Parking Issues
Capital Improvement Plan
Community Facility Strategic Plan

In response to Mayor Montgomery's question regarding the model for the cash key component, Maintenance Superintendent Juan Price explained that **Duncan Solutions** is designing a model to accommodate the Cities request and that the City hopes to have a prototype in January.

MOTION: Mayor Pro Tem Cohen moved to adopt Resolution No. 6166 to accept grant monies from Supplemental Law Enforcement Services Fund (SLESF), appropriate SLESF grant funds and accrued interest for proposed expenditures; award RFP #727-08 to Duncan Solutions for the purchase of Sixteen Automated Handheld Ticket Writing Devices in the amount of \$99,861.14; authorize the City Manager to execute the purchase of the remaining equipment within the subject staff report to fully expend the remaining SLESF grant funds and accrued interest (approximately \$7,000). The motion was seconded by Councilmember Tell and passed by the following unanimous roll call vote.

Ayes: Ward, Tell, Cohen and Mayor Montgomery.
Noes: Aldinger.
Abstain: None.
Absent: None.

RESOLUTION NO. 6166

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DECLARING ITS INTENT TO ACCEPT A STATE GRANT UNDER THE CITIZEN'S OPTION FOR PUBLIC SAFETY AND THE STATE LAW ENFORCEMENT SUPPLEMENTAL GRANT PROGRAM FOR FISCAL YEARS 2007 AND 2008 AND AUTHORIZE THE EXPENDITURE OF THESE GRANT FUNDS FOR THE FOLLOWING EQUIPMENT: AUTOMATED HANDHELD PARKING CITATION WRITERS AND MOBILE DATA COMPUTERS

GENERAL BUSINESS

12/02/08
12/02/08-18. Authorize a Contract with Rural Transit Consultants for a Trolley System Assessment

Assistant to the City Manager Lindy Coe-Juell reviewed that a transportation system, such as a trolley, has been an item of interest to the City Council for a number of years. She explained that staff recently met with **Greg Meeks of Rural Transit Consultants** (who was introduced to them through the work he has contributed to the Ocean Express) and that he has developed transportation "turn key" operations for other beach cities similar in size to Manhattan Beach with a satisfactory track record. Based on references from other cities, staff asked him to submit a formal proposal and on November 5, 2008, staff and the Council Sub-Committee (consisting of Mayor Montgomery and Councilmember Tell) reviewed **Mr. Meeks'** proposal. She reported that his proposal includes: a needs assessment determined by meetings with the Council Sub-Committee, Staff and Stakeholders; detailed routes and schedules; a vehicle needs assessment with an emphasis on "green" transit; a detailed maintenance and safety program; and job costing for the City to run the operation over the next five years including an analysis of grant possibilities. Assistant to the City Manager Coe-Juell conveyed that if the Council agrees to move forward with his proposal, it would be possible to have a trolley system in place by late summer of 2009.

Councilmember Tell expanded further on the need for the City to develop a transit system that would transport individuals from the east side of town to the west, reduce traffic congestion in the downtown area, deliver people from hotels to the shopping area, and provide transportation for middle school kids to school. He affirmed that the money requested would be spent on **Mr. Meeks'** proposal, addressing each of these issues and more.

A lengthy discussion ensued among Council and **Mr. Meeks** with Council reiterating the positive impact a trolley would have on the environment as well as the major stake holders in the City. **Mr. Meeks** affirmed the services his company offers including the turn-key trolley package and connectivity in smaller cities and emphasized that his company can provide web site promotion, marketing and design throughout the community. The discussion also included previous studies the City had performed in 2005 and 2006 to initiate a trolley in the City. **Mr. Meeks** assured Council that he will reconcile the results from past studies with the work he would do.

Councilmembers Tell and Ward pointed out that when the City last went to bid for a trolley system, no responses were received for a turn-key operation.

The discussion with **Mr. Meeks** continued with emphasis on ridership; how many passengers would be needed per day for the trolley to be successful; whether it would be a summer-only service, and whether it would include seniors and school kids during the school year. Council questioned the chances of the trolley becoming a success during these trying economic times and further discussed the annual cost to the City. **Mr. Meeks** voiced his opinion that the City could easily get 100-150 riders per day year round. He also stated that there are a number of state and federal environmental agencies that have grants available for programs such as these, and his company would assist in grant applications.

In response to Mayor Montgomery's question about the possibility of tapping into the School Transportation Fund if the trolleys were used to transfer middle school students, **Mr. Meeks** agreed to look into the use of school funds.

The following individual spoke on this item:

- **Patrick McBride, 5th Street and Peck Avenue**
- **Sean Green, No Address Provided**
- **Helen Duncan, Executive Director, Manhattan Beach Chamber of Commerce**
- **Don Gould, Los Angeles County Librarian**
- **Barrett Patel, Manhattan Beach Lodging Association**
- **Mike Zislis, President, Manhattan Beach Downtown Business Association**
- **Kathleen Paralusz, No Address Provided**

MOTION: Councilmember Ward moved to approve a contract for \$27,000 with Rural Transit Consultants for a Trolley System Assessment. The motion was seconded by Councilmember Aldinger.

Mayor Pro Tem Cohen voiced her concern about an unbiased proposal being presented but is confident that the sub-committee will be objective. She also stated that she is not opposed to extending the cost to riders.

Councilmember Tell expressed his faith in **Mr. Meeks** based on his track record with other beach cities and stated that he would like to see what he proposes before deciding on ridership.

Councilmember Aldinger was pleased with the idea of the City becoming more "green" and added that he would like to have a five year plan, starting on a smaller scale and increasing as the need demands.

Councilmember Ward expressed his opinion that a trolley system would be an asset to the City.

Mayor Montgomery, as a member of the sub-committee, shared how impressed he was with what Mr. Meeks has brought to the committee thus far. He supported the fact that the trolley system is environmentally friendly and will be tailored to the specific needs of the City.

Mayor Montgomery called for a vote.

MOTION: Councilmember Ward moved to approve a contract with Rural Transit Consultants for a Trolley System Assessment in an amount not-to-exceed \$27,000 and appropriate the subject amount from the City Council Contingency Fund. The motion was seconded by Councilmember Aldinger and passed by the following unanimous roll call vote.

Ayes: Ward, Tell, Aldinger, Cohen and Mayor Montgomery.
Noes: None.
Abstain: None.
Absent: None.

RECESS AND RECONVENE

At 8:32 p.m. the Council recessed and reconvened at 8:50 p.m. with all Councilmembers present.

12/02/08-19. Consideration of an Appeal of a Planning Commission Denial of a Sign Exception Regarding the Installation of Two Ground Based Electronic Changeable Copy Signs Totaling 648 Square Feet of Area at the Manhattan Beach Studios Facility at 1600 Rosecrans Avenue

Associate Planner Eric Haaland presented changes on the proposed sign exemption from Raleigh Studios appealing the denial of their original proposal by the Manhattan Beach Planning Commission. He explained that the Planning Commission agreed to consider a scaled-down version of the original sign exemption request which included the following: a reduced sign height from 18.5 feet to 15.5 feet; a 324 square-foot cabinet; still text and images - no video; and content consisting of a business identification, community events and third party advertising.

Council asked a number of questions of Associate Planner Haaland regarding the existing Sign Ordinance; the type of advertising that would be allowed; the Cities ability to limit sign content; the use of similar signage throughout the City as well as other Beach Cities; the specifics of the Raleigh Studios lot; if the new sign would require the removal of any of the palm trees; and the difference between a monument sign and a pole sign.

City Attorney Robert Wadden clarified that there is no regulation that permits the City to censor content on the sign.

Associate Planner Haaland explained the following code specifications needed for a Sign Exemption: changeable copy; total sign area exceeding the allowable 670 square feet; sign face greater than 150 square feet; off-premise advertising (billboard); and that clearly the sign specs that Raleigh Studios is proposing, fall into that category. Associate Planner Haaland went on to explain that Raleigh Studios consider themselves a unique business in the City, which should allow for an exception; emphasized that the lot that the studio occupies is very long and narrow with little

City Council Meeting Minutes of December 2, 2008

Ayes: Tell, Powell, Cohen and Montgomery.
Noes: None.
Abstain: None.
Absent: Mayor Ward.

04/20/10-17. Consideration of a Municipal Climate Action Plan for the City of Manhattan Beach

Interim City Manager Richard Thompson introduced the subject item and Environmental Programs Manager Sona Kalapura provided the staff presentation.

The following individuals spoke on this item:

- **Peter DeMarla, No Address Provided**
- **Lillian Light, No Address Provided**
- **Bill Victor, Property Owner**

MOTION: Councilmember Cohen moved to adopt the Climate Action Plan, which represents a guideline of possible programs to reduce the City's energy consumption and carbon footprint. The motion was seconded by Councilmember Powell and passed by the following roll call vote:

Ayes: Tell, Powell, Cohen and Montgomery.
Noes: None.
Abstain: None.
Absent: Mayor Ward.

4/20/10

4/20/10-18. Presentation of the Manhattan Beach Trolley Feasibility Study Prepared by Rural Transit Consultants

Mayor Pro Tem Montgomery introduced the subject item, Assistant to the City Manager Lindy Coe-Juell provided the staff presentation and **Greg Meeks of Rural Transit Consultants** provided a PowerPoint presentation.

AT 8:14 P.M. MAYOR WARD RETURNED TO THE DAIS.

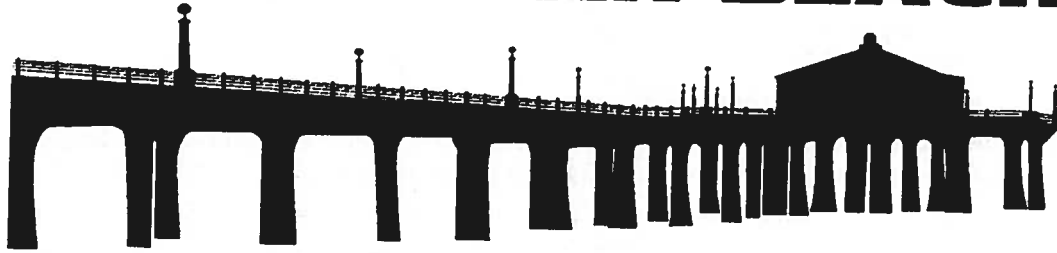
The following individuals spoke on this item:

- **Richard Zeif, No Address Provided**
- **Patrick McBride, 5th Street and Peck Avenue**
- **Baden Mansfield, No Address Provided**

MOTION: Councilmember Cohen moved to accept the presentation and directed staff to prepare a detailed budget assessment along with a Request for Proposal (RFP) for Council review. The motion was seconded by Councilmember Powell and passed by the following unanimous roll call vote:

Ayes: Tell, Powell, Cohen, Montgomery and Mayor Ward.
Noes: None.
Abstain: None.
Absent: None.

MANHATTAN BEACH



FIXED ROUTE TROLLEY SERVICE REQUEST FOR PROPOSALS

Introduction

The City of Manhattan Beach invites proposals from qualified transportation vendors to provide a two-vehicle fixed route trolley system covering the majority of the city with 30-minute headways. The City is interested in offering this service year round from 10:00am to 8:00pm, seven days per week—with the possibility of extended weekend evening hours and extended weekday morning hours during the school year.

Proposal Due Date

Proposals must be received by **x time on x date** in the Office of the City Clerk. Late proposals will not be accepted. Proposals shall be in the form specified in the "Proposal Form and Content" section of the RFP.

Office of the City Clerk
Manhattan Beach City Hall
1400 Highland Avenue
Manhattan Beach, CA 90266

For information regarding this RFP, please contact...

Background

The City of Manhattan Beach has a population of approximately 34,000 and is located 3 miles south of the Los Angeles International Airport with a total land area of 3.88 square miles. About half of that land area is residential and there is an abundance of park land and recreational space with the most famous landmark being the Manhattan Beach Pier and Roundhouse. Manhattan Beach also has a wide array of restaurants, shops, and boutiques found throughout the downtown and north end business districts, the Manhattan Village Mall and lining the streets of Sepulveda and Rosecrans.

LA Metro and the Beach Cities Transit bus operations provide connections to neighboring communities and the greater Los Angeles area and the City offers a popular Dial-a-Ride program. However, there remains an unfulfilled desire to provide transit service within the city for the general population. The City is interested in offering a fixed route trolley service that would offer a safe, convenient, and environmentally friendly transit option connecting all areas

of the community. It is envisioned that this service would be used for transportation to and from the beach as well as for dining and shopping and perhaps by middle and high school students as an alternative way to get to and from school.

The City worked with a transportation consultant that conducted a trolley service feasibility study, which culminated in a final report in April 2010. The consultant found it would be possible to provide trolley service covering the majority of the city with two trolleys running 30-minute routes. Two route options were developed (see maps below). Both are projected to meet the 30-minute round trip goal and have 18-23 pick-up points. Option 1 offers a maximum of eight blocks walking distance to trolley stops for all residential areas. Option 2 offers enhanced service to most local hotels and Rosecrans with a maximum of a twelve-block walk to riders.

Figure 1: Maps Depicting Route Option 1

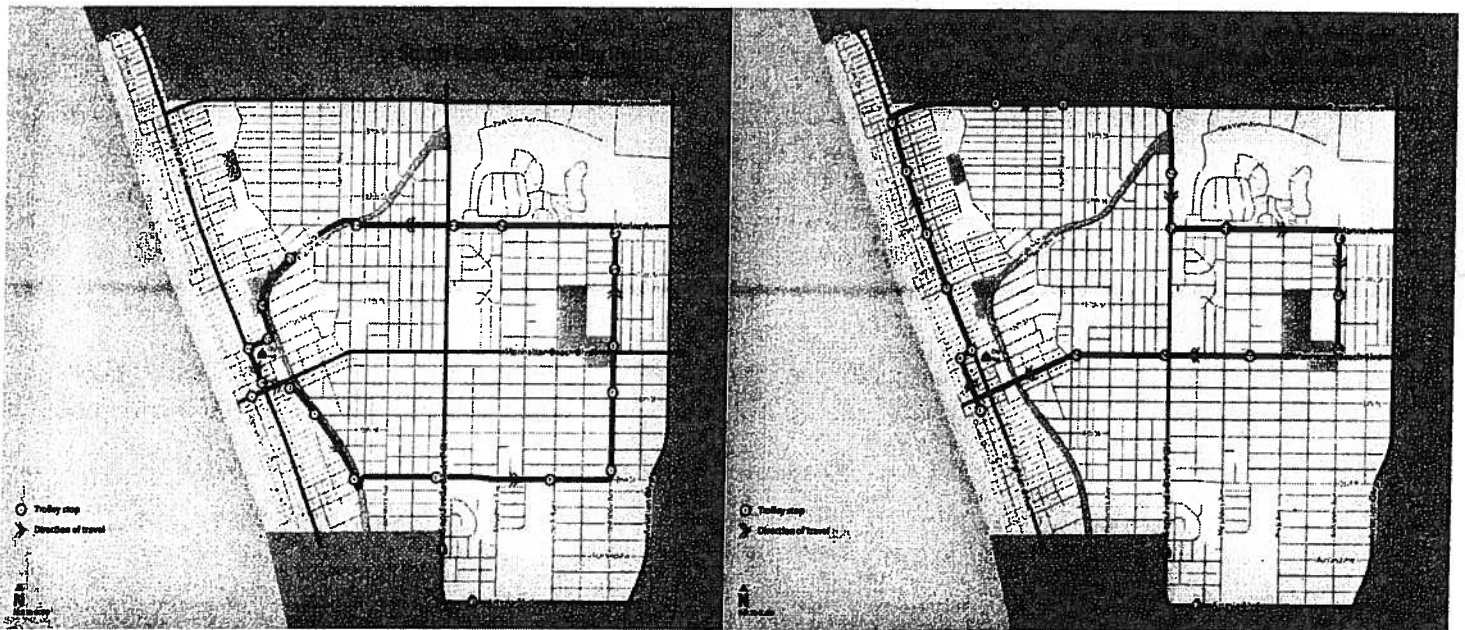
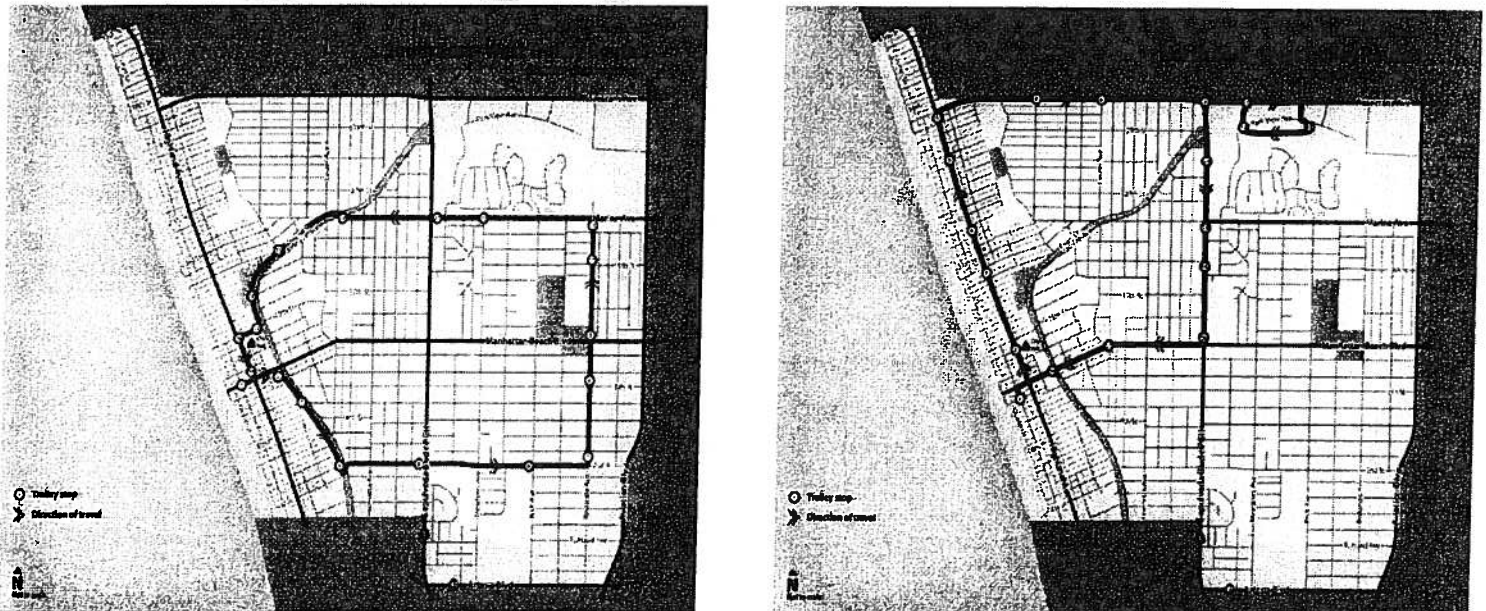


Figure 2: Maps Depicting Route Option 2



Scope of Services

The selected contractor will provide, manage and operate a two-vehicle fixed route public trolley service within Manhattan Beach. The proposed year-round hours of operation are 10:00am to 8:00pm, 7 days per week. The City will work with the selected vendor to determine the actual hours of operation as a part of the contract negotiation. Services required for this requested proposal include:

Evaluate Proposed Routes and Describe Required Infrastructure

- Evaluate the proposed route options for timing and ease of the trolley circulation.
- Evaluate the proposed stops and describe any enhancements that would be required for the stop locations to be functional and ADA compliant, including concrete pads to accommodate the weight of the trolleys, benches, trash receptacles, and any necessary alteration of current street parking.
- Determine the need for trolley signage, location of signs and a design for the signs.
- Determine the need for, and placement of, posted trolley schedules.

Operations Plan

Describe the specific administrative, staffing and operational support required to provide the requested trolley service including, but not limited to:

- Administration, including the contractor's oversight and management approach and any support that will be required of city staff.
- Identify specific individuals from your firm and subcontractors who will be working on the project (project manager, technical support, community interface, trolley operators, etc.). Provide an hourly rate for project team members.
- Describe the credential, selection process and training requirements for trolley operators.
- Identify a plan for vehicle storage, fueling and time required to get the vehicles from storage to the service route.
- Describe the plan for the availability of a back-up vehicle.
- Describe a community outreach and marketing plan for the trolley service.

Vehicle Specifications

- Determine and identify vehicles that will serve the needs of the trolley system in Manhattan Beach including the ability to accommodate bike and surfboard racks.
- More than one vehicle recommendation may be made. The city is interested in options that are environmentally friendly.
- Vehicle design features: color, graphics, safety and handicapped access equipment, etc.
- Identify specific ongoing maintenance requirements including cleaning.

Cost Proposal

- Develop detailed cost estimates for the procurement of the trolley vehicles including any required conversion costs and options to purchase or lease.
- Develop detailed cost estimates for vehicle storage and ongoing maintenance.
- Develop a cost estimate for the annual operating expense for the trolley service detailing salaries, any employee benefit costs, all required supplies (including signage), uniforms, training, insurance, fuel, etc.
- Include a proposed hourly operation fee to be implemented in the event that the City decides to expand the service hours.

Projected Ridership and Data Collection

- Estimate projected ridership trends for the first five years of operation and beyond. Describe what factors and information form the basis of the projection.
- Propose criteria and measurements for successful trolley service operation.
- Describe a plan for data collection (including ridership numbers and feedback), reporting and accounting.

Grant Funding Opportunities

Describe any grant funding opportunities for vehicle acquisition costs and ongoing operating expenses that are specifically relevant to Manhattan Beach.

Schedule

Develop a project schedule for implementing the desired trolley service in Manhattan Beach including critical milestones, timelines, completion dates, etc.

Proposal Form and Content

An original proposal and two copies should be submitted in typed, unbound form with double-sided printing. Please submit the proposal package in a sealed envelope that is clearly marked Manhattan Beach Trolley Service Proposal. Proposals must be received by **x time on x date** in the Office of the City Clerk. Late proposals will not be accepted.

The proposal should contain the following elements:

Cover Letter

A cover letter not to exceed two pages in length should summarize the key elements of the bidder's proposal including cost and a description of your understanding of the service to be provided. An individual authorized to negotiate a potential contract should sign the cover letter and it should indicate the address and telephone number of the bidder's office closest to Manhattan Beach.

Scope of Services

The proposal should describe in detail all aspects of the scope of services listed within this request for proposal.

Statement of Qualifications and Related Experience

The proposal should include a statement of qualifications and a section describing recent, directly related experience. Include on the listing the name of the client, description of service provided, primary client contact and telephone number, and dates of service. At least three references should be included. The City of Manhattan Beach reserves the right to contact any of the organizations or individuals listed or others that may stem from the inquiry.

Evaluation and Selection

The proposals will be evaluated for factors including the vendor's experience and capability, operational approach, staffing model, cost and the ability to work cooperatively and creatively with the community, City Council and City Staff. The evaluation committee will be selected by

the City Manager. In connection with its evaluation, the committee may invite one or more of the vendors to make a presentation.

Following the proposal review and any interviews requested by the evaluation committee, a contract will be negotiated for the trolley service with the vendor that has presented the proposal, which in the judgment of the evaluation committee, will best accomplish the desired result.

The information provided by the vendor will serve as the basis for negotiation. If an agreement is not reached, negotiations will be terminated and may then be undertaken with the second choice. When an agreement is reached, a contract for the work will be prepared for consideration by the City Council. This contract would be considered at a regular meeting of the City Council and is subject to public review and comment.

Schedule

The following schedule has been established by the City of Manhattan Beach for the selection of a Trolley Service Provider:

Proposals Due:

Committee Evaluation:

Interview of Selected Vendors:

Contract Negotiation:

Notification to Vendors:

Consideration by City Council:

Contact Person

TBD

1400 Highland Avenue

Manhattan Beach, CA 90266

Email:

Phone: