

Proposed 2010 Council Study Issue

DPW09-08 Downtown to Moffett Industrial Park Shuttle Bus Feasibility Study

Lead Department Public Works

Element or Sub-element Land Use and Transportation Element

New or Previous Previous

Status Pending **History** 1 year ago Deferred 2 years ago None

1. What are the key elements of the issue? What precipitated it?

This study would examine the costs and benefits of establishing a shuttle bus service between the Moffett Industrial Park and downtown Sunnyvale. This study would be conducted by City staff using available information and referencing past studies.

2. How does this relate to the General Plan or existing City Policy?

C3.5 - Support a variety of transportation modes.

3. Origin of issue

Council Member(s) Whittum, Spitaleri
General Plan
City Staff
Public
Board or Commission none

4. Multiple Year Project? No Planned Completion Year 2010

5. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No
Does this issue require review by a Board/Commission? No
If so, which?
Is a Council Study Session anticipated? No
What is the public participation process?
City Council hearing.

6. Cost of Study

Operating Budget Program covering costs
Project Budget covering costs
Budget modification \$ amount needed for study
Explain below what the additional funding will be used for

7. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range \$101K - \$500K

Operating expenditure range

\$101K - \$500K

New revenues/savings range

None

Explain impact briefly

Capital expenditures would be for purchase of buses and supporting equipment. Operating expenditures would be for driver salaries, fuel, and vehicle maintenance.

8. Staff Recommendation

Staff Recommendation Against Study

If 'For Study' or 'Against Study', explain

This issue has been studied twice within the past fifteen years by the City, and the Santa Clara Valley Transportation Authority has also studied this corridor as recently as 2008. These studies concluded that ridership would be low and a service would not be cost effective. A service would require a significant ongoing subsidy by the City. Further, there are existing services provided by the VTA and private business which would be duplicated by a City shuttle service. Employers in the area currently provide passes for free transit rides on the VTA service as well. The level of demand, even with free passes, does not warrant any increased service level according to VTA's studies. The City's study of this specific service, while conducted several years ago, found that some employers in the area do not wish to encourage their employees to leave the area during the lunch hour; this philosophy may still be supported by area employers as evidenced by the provision of on-site dining facilities at several of the area campuses.

9. Estimated consultant hours for completion of the study issue

Managers

Role	Manager	Hours
Lead	Witthaus, Jack	Mgr CY1: 50 Mgr CY2: 0 Staff CY1: 100 Staff CY2: 0

Total Hours CY1: 150

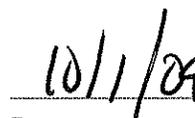
Total Hours CY2: 0

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

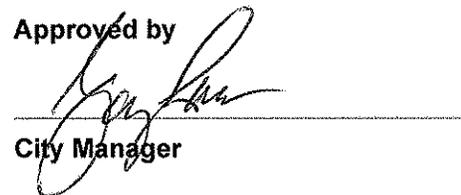


Department Director



Date

Approved by



City Manager



Date

Addendum

A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank
	Rank	Rank
	1 year ago	2 years ago
Arts Commission		
Bicycle and Pedestrian Advisory Committee		
Board of Building Code Appeals		
Board of Library Trustees		
Child Care Advisory Board		
Heritage Preservation Commission		
Housing and Human Services Commission		
Parks and Recreation Commission		
Personnel Board		
Planning Commission		

Board or Commission ranking comments

B. Council

Council Rank (no rank yet)
Start Date (blank)
Work Plan Review Date (blank)
Study Session Date (blank)
RTC Date (blank)
Actual Complete Date (blank)
Staff Contact