

REPORT TO CITY COUNCIL

DATE: JUNE 8, 2005

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: DALE SUMERSILLE, RECREATION MANAGER

SUBJECT: 2005 SUMMER BEACH BUS AGREEMENT WITH DURHAM SCHOOL SERVICES

Using Proposition A funds, the Department of Community Services has been operating the Summer Beach Bus Program since 1985. Each summer, the bus travels to Zuma Beach through Las Virgenes/Malibu Canyon from the end of June through the end of August. The overall service is extended to Leo Carrillo twice a day to accommodate the California State Jr. Lifeguard Program. The total ridership increased from 5,770 in 2003 to 6,239 in 2004, the Summer Beach Bus continues to be a successful program with all populations.

The proposed program will require \$40,000 in Los Angeles County Metropolitan Transportation Authority (LACMTA) Proposition A funds. This matches the amount budgeted for last year's 2004 Summer Beach Bus Program.

The proposed agreement has been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

Staff recommends the approval of the attached agreement, between the City and Durham School Services, for the operation of a Summer Beach Bus Service, including the following recommendations for the 2005 Summer Beach Bus Program:

1. Beginning the Summer Beach Bus Program on the first Monday after school ends. The program will begin Monday, June 20 and end on Friday, August 19, 2005.
2. The elimination of Saturday service due to low ridership.
3. Continuing to meet with Durham School Services to discuss communication with drivers in emergency situations (i.e., having cell phones on each bus, etc.) and to ensure that there are "teen tolerant" drivers on the Beach Bus.
4. Continuing to keep the fare at \$1.00 each way.
5. Continuing marketing the Summer Beach Bus Program (i.e., flyers through local high schools, ads in newspapers, radio & cable station advertisements, etc.).

Attachments: Agreement with Exhibit A - 2005 Summer Beach Bus Schedule