

GO LOCAL

PROJECT CONCEPT FINAL REPORT OUTLINE

1. Summary of Project
2. Study Questions
3. Methodology Used
4. Results
5. Findings
6. Next Steps

Return to: Jeanne Spinner-La Mar, Manager, Local Initiatives
550 South Main Street
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PROJECT CONCEPT FINAL REPORT

1. SUMMARY OF PROJECT

The City of Aliso Viejo has been interested in establishing a shuttle bus system since its incorporation in 2001. Aliso Viejo City Council directed Staff to implement a shuttle bus system which would provide connections to Aliso Viejo Town Center. Developing office, commercial, and residential space with increasing employment opportunities in the general vicinity of Town Center now make provision of a shuttle bus service more feasible.

When OCTA announced the 'Go Local' program City Council directed staff to pursue the program. The City developed a concept for a shuttle bus service which provides shuttle bus linkage between Aliso Viejo Town Center and the Laguna Niguel Metrolink Station in the morning and afternoon weekday peak commuter periods with a connection to SOKA University; and nearby employment and business centers for lunchtime business traffic.

The City envisions two-25 passenger buses operating on a Monday through Friday schedule with 5 morning round trips and 4 afternoon round trips from a transit center in Aliso Viejo Town Center to the Laguna Niguel Metrolink Station. The buses would be used to provide 5 round trips between the Town Center and employers and other businesses within a 2 mile radius of the Town Center.

The transit center is planned to have some amenities for passengers such as a shade structure, decorative paving, benches, signage, and trash receptacles. The transit center is envisioned to have park and ride spaces in Aliso Viejo Town Center.

It appears that the shuttle bus service will have broad enough appeal to support significant ridership.

2. STUDY QUESTIONS

The City of Aliso Viejo had several basic questions which needed to be addressed to determine if a shuttle bus system would be beneficial to the area. The seven basic questions are as follows:

1. Is there benefit to developing a shuttle bus service which links Town Center to a Metrolink Station?
2. Which Metrolink Station (Laguna Niguel or Irvine) should be the point of linkage for a shuttle bus service?
3. Could the shuttle bus service support the City's desire to be a walkable City?
4. Would there be significant ridership to use a proposed Metrolink connection to Aliso Viejo Town Center and nearby businesses?
5. Could a schedule be developed to accomplish service objectives?
6. Could the shuttle buses generate revenue?
7. Could the shuttle bus system be operated with a sustainable cost structure?

These seven questions were used as the basis for developing the Step One study methodology, which is outlined in Section 3 of this report. The findings regarding each of the seven questions are reported in Section 5 of this report.

3. METHODOLOGY USED

The methodology used in Step One to study the preliminary feasibilities of the City of Aliso Viejo shuttle bus service was a two level approach; a conceptual review and more detailed analysis. The following documents that methodology.

Level 1 was a conceptual review of how a shuttle bus system would connect to Metrolink services and support and serve the needs of the Aliso Viejo Town Center. As part of Level 1 a study outline for Level Two was prepared.

Level 2 was a more detailed analysis of potential shuttle bus services using the following work tasks.

- Task 1 Conduct interviews with potential shuttle users to determine level of interest in a shuttle bus service.
- Task 2 Survey employers to determine support and likely interest in shuttle bus services to their facilities.
- Task 3 Survey service providers (i.e. restaurants, bookstores, fitness facilities) to determine support and likely interest in shuttle bus services to their facilities.
- Task 4 Survey SOKA University to determine potential usage and support for a shuttle bus service.
- Task 5 Analyze results of Steps 1 through 4 and develop overall estimates of ridership and potential shuttle bus stops.
- Task 6 Develop specific routing for shuttle bus service.
- Task 7 Compute travel time for specific bus routes.
- Task 8 Determine needs for rolling stock and infrastructure.
- Task 9 Develop preliminary capital and operating costs for the proposed shuttle bus service;
- Task 10 Prepare a final report for City Council approval and presentation to OCTA.

4. RESULTS

The results of the Step One study are organized in the following paragraphs based on the OCTA Board Approved Evaluation Criteria of fiscal considerations, community factors and transportation benefit.

Criterion 1 Local Jurisdiction Funding Commitments

- The City Council of the City of Aliso Viejo has authorized a local match of \$25,000 for Step Two funding anticipated to be \$250,000. City Council authorization is attached. (Attachment A – Minute order-certified minutes of Council adoption of this report and local matching funds.)

Criterion 2 Proven Ability to Attract Other Financial Partners

- The following private entities along the proposed shuttle bus routes have provided letters of support including agreements to entertain a cost-sharing program. The letters are attached as Appendix A.
 1. Marriott Renaissance Hotel/Club Sport
 2. SOKA University
 3. Parker Properties
 4. Stadium Brewery
- In addition, several other businesses with more than 2,000 employees have expressed support for employee programs to use the shuttle bus program, including:
 - Pacific Life
 - Valeant Pharmaceuticals
 - Safeco Insurance
 - Lennar Homes
 - Tech Space
 - Q Logic
 - Pacific Shore Funding
 - UTS Global
 - Buy.com
 - Lowes
 - Manner Care Health Services
- Local matching funds available to the City of Aliso Viejo include approximately \$60,000/year from AQMD for congestion management could be committed to operating the shuttle bus service. When combined with potential levels of private funding from employers and businesses along the route, the expected local match would be approximately 22-30% of the annual operating cost of the shuttle bus service.
- As a part of the Step Two work program, the City will develop a ridesharing program for the shuttle bus service and seek to obtain memorandum of understanding from the private businesses who have expressed support for the service.

Criterion 3 Proximity to Jobs and Population Centers

- The City's General Plan adopted in 2003 includes a community overlay district covering Town Center. This overlay district was put in place to allow densification of the Town Center. As a result of a development agreement with the owners of the northern portion of Town Center, the approved specific plan has an additional 225,000 square feet of commercial space combined with 140 residential units. This land use pattern is supportive of transit service connection to Metrolink.
- As part of siting a shuttle bus transit center within Town Center, the City desires to develop a park and ride facility in conjunction with the shuttle bus service.
- It is projected as part of Step One work that 47,124 passengers/year will use the shuttle bus to travel from the Laguna Niguel Metrolink Station to Aliso Viejo Town Center and nearby businesses. The projected peak hour travel time between the Metrolink Station and Town Center is 20 minutes.

This is an increase of 160 riders per day.

Criterion 4 Regional Benefit

- The proposed shuttle bus service is intended to primarily serve the City of Aliso Viejo. Due to the transportation system layout, only State Route 73 (The San Joaquin Hills Tollroad) provides direct regional connection into and through Aliso Viejo, and therefore, it is not reasonable to serve other cities with this shuttle bus service.
- This shuttle bus service will serve a large and vibrant regional employment and activity center, Aliso Viejo Town Center. The Town Center currently contains the second busiest theater in South Orange County plus numerous other businesses. The northern most one third of the center is currently undergoing construction projects which will eventually add 225,000 square feet of commercial space plus 140 residential units and a 1,000 space parking structure.
- As was discussed in Criterion 2, The City has received 4 letters from private companies who have expressed interest in supporting the shuttle bus service through encouraging employee usage and perhaps providing financial support. In addition 11 other private companies have verbally expressed interest. The City will pursue memorandum of understanding with these companies during Step Two.

Criterion 5 Ease and Simplicity of Connections

- The proposed shuttle bus system is an extremely simple connection to the Metrolink Station. The shuttle buses are proposed to stop at the Metrolink Station and Town Center with one trip to SOKA University in the a.m. peak and one trip in the p.m. peak. There are no transfers anticipated.

- It is proposed that the shuttle buses will use the drop off/pick-up area at the Metrolink Station.
- Currently there is no fare proposed for the shuttle bus service. That situation will be studied in Step Two and again after the service begins. If fare collections are warranted the fares will be integrated with Metrolink fares to encourage Metrolink riders to use the shuttle buses.

Criterion 6 Cost Efficiency

- The total cost per rider is estimated to be \$15.53 per trip.
- The Measure M cost per rider is estimated to be \$12.13 per trip.
- The total cost per passenger mile is estimated to be \$0.42.
- Private investment per passenger mile is estimated to be \$0.03.
- Non-transit funding per passenger mile is estimated to be \$0.06.

Criterion 7 Traffic Congestion Relief

- The projected number of new transit riders per year is 47,124 riders/year.
- The estimated reduction in daily vehicle miles of travel is 2,896 miles/day.
- The projected first year ridership is 47,124 passengers.
- An OCTA signal synchronization has just been completed on Pacific Park/Oso Parkway which is the principle street used to connect to Metrolink.

Criterion 8 Right-of-Way Availability

- No right-of-way acquisition is deemed necessary for the initial operations.

Criterion 9 Sound Long-Term Operating Plan

- Conceptually, the 5 year operating plan is for the City to purchase 2 new buses and contract out all operations and maintenance.
- At start up it is anticipated that there will not be fares charged for ridership.
- It is anticipated that 5 year funding will be as follows:
 - OCTA Capital and Operating Grants = \$2,859,000
 - City of Aliso Viejo Funding = \$350,000
 - Private Support = \$450,000
 - Total 5 Year Funding = \$3,659,000
- As was discussed in Criterion 2, The City has received 4 letters from private companies who have expressed interest in supporting the shuttle bus service through encouraging employee usage and perhaps providing financial support. In

addition 11 other private companies have verbally expressed interest. The City will pursue memorandum of understanding with these companies during Step Two.

Criterion 10 Compatible and Approved Land Use

- The shuttle bus service provides valuable support to the commercial mixed uses found throughout the Town Center by removing automobile traffic. In addition, the shuttle bus service supports Aliso Viejo's goal of being a walkable community. The City had identified a network of 4 pedestrian trails which interconnect at Town Center.

The shuttle bus service will allow an alternative for pedestrians navigating very steep grades which separate the Town Center core business area from the major employers. The shuttle is envisioned to allow pedestrians to walk down to Town Center and ride up to their places of employment.

- Each of the shuttle bus stops in the Town Center will be co-located with one of the major trails within the City of Aliso Viejo's Trail Master Plan making pedestrian friendly access to the shuttle an integral part of the community layout.
- See Criterion 2 for letters of support.

Criterion 11 Project Readiness

- The proposed shuttle bus service can be operational within 6 months of receiving OCTA Capital and Operating Funds. Acquisition of buses is estimated to require 6 months and can begin after OCTA approval of Step Two and funding approval. Contractor selection and transit center construction can occur simultaneously with rolling stock acquisition.

Criterion 12 Safe and Modern Technologies

- The rolling stock although not yet identified will be specified to be fully equipped with state-of-the-art safety equipment.
- Since the buses will be of standard manufacture, reliability will be one of the prime factors in selection.

5. FINDINGS

Based on the work tasks performed as part of Step One, the City of Aliso Viejo believes that the study questions documented in Part 2 of this final report have been answered. Each question posed and the City’s findings follow.

Question 1. Is there benefit to developing a shuttle bus service which links Town Center to a Metrolink Station?

Findings: There are numerous benefits to the proposed shuttle bus service. The benefits are as follows:

- Significant projected ridership – first year 47,000 riders.
- Significant reduction in vehicle miles of travel – 2,896 miles/day.
- Significant initial support from employers and businesses within the Town Center area.
- Significant contribution to making Aliso Viejo a walkable community.
- Significant reduction in the need for fossil fuels.
- Significant reduction in air pollution.
- Significant increase in the use of Metrolink by Aliso Viejo residents.
- Significant support for the land uses found in Town Center.

Question 2. Which Metrolink Station should be the point of linkage for a shuttle bus service?

Finding: The Laguna Niguel Metrolink Station should be the point of linkage for the shuttle bus service due to shorter travel times and less traffic congestion along the proposed routes.

Question 3. Could the shuttle bus service support the City’s desire to be a walkable City?

Finding: The shuttle bus service will support the City’s desire to be a walkable city by providing a transit link in the heart of the commercial center of the city, encouraging multiple purpose trips, accessing the City’s master trail system, and negating some of the steep grades that would-be pedestrians may not want to tackle.

Question 4. Would there be significant ridership to use a proposed Metrolink connection supplemented by service around Aliso Viejo Town Center?

Finding: Based on surveys of employers, employees, commercial service providers, and current Metrolink users first year ridership is projected to be over 47,000 riders. This is a significant ridership amounting to a 34% load factor for the shuttle buses.

Question 5. Could a schedule be developed to accomplish service objectives?

Finding: A schedule composed of 5 morning and 4 afternoon peak round trips between Town Center and Metrolink combined with 5 circuits of a lunchtime service is workable in terms of providing an acceptable level of service for potential riders.

Question 6. Could the shuttle bus generate revenue?

Finding: Based on strong support expressed by major employers and commercial service providers, the City believes that approximately 10% of the annual operating costs can be generated through memorandum of understandings with private businesses.

Question 7. Could the shuttle bus service be operated with a sustainable cost structure?

Finding: The total 5 year cost estimate for operating two-25 passenger shuttle buses is calculated to be \$3,659,000. This would be a sustainable cost structure assuming that OCTA and other agency grant money is available to fund 70-78% of the capital and operating costs of the service.

Based on the positive findings for each of the seven study questions, the City of Aliso Viejo intends to pursue the planning design, and implementation of a shuttle bus service which would link Aliso Viejo Town Center and Laguna Niguel Metrolink Station in the a.m. and p.m. commuter peaks and provide additional service between employers and service companies in the vicinity of Town Center.

6. NEXT STEPS

Aliso Viejo's Step Two

The City of Aliso Viejo wishes to pursue the implementation of a shuttle bus service to connect the Aliso Viejo Town Center with the Laguna Niguel Metrolink Station and employers and services around the Town Center. Step Two will be to fully develop the findings and concept developed in Step One into the final documents necessary to implement a shuttle bus service. The actions necessary to pursue this project will include the following activities:

- A. Environmental clearance.
- B. Final design of bus routes, schedules, and operations including revisiting the original operating assumptions.
- C. Final design of bus stops.
- D. In depth analysis of financial needs and final determination of rolling stock acquisition.
- E. Preparation of specifications and bid documents for rolling stock.
- F. Preparation of specifications and bid documents for operating contractor.
- G. Final design of advertising/publicity campaign including branding for shuttle bus services.
- H. Preparation/negotiations of memorandum of understanding with companies for financial/rideshare support.
- I. Preparation of Final Budget and cash flow analysis.
- J. Preparation of Grant Application for OCTA Funding for Capital acquisition and operating costs.

Staff, Responses and Time

The City of Aliso Viejo proposed to engage several consultants to assist in the development of Step Two documentation. Those consultants would be:

- An environmental consultant to prepare proper environmental clearance documents.
- A transit consultant to prepare final designs of routing, schedules, and operations; to prepare specifications for transit operations contracts; and to prepare grant applications for funding of the shuttle bus service.
- An equipment specialist to prepare equipment specifications and bid documents.
- An engineering consultant to prepare designs for bus stops.
- A marketing consultant to prepare an advertising/publicity campaign.

City staff will manage the consultants and negotiate memorandum of understanding with private companies for financial/rideshare support of the shuttle bus service.

The time line for Step Two is shown in the figure which follows.

The estimated costs for each of the activities and the total estimated cost of Step Two is shown in the table which follows.

TIMELINE FOR STEP TWO

Activity	MONTHS																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
A. Preparation of Environmental Clearance Documents				—	—	—												
B. Design of Routes, Schedules, and Operations	—	—	—	—														
C. Design of Bus Stops			—	—	—													
D. Specifications for Rolling Stock		—	—	—	—	—												
E. Specifications for Operations Contractor			—	—	—	—	—											
F. Design of Advertising/Publicity Campaign		—	—	—	—	—	—	—										
G. Financial Analysis					—	—	—	—	—	—								
H. Memorandum of Understanding						—	—	—	—	—	—	—	—	—	—	—	—	—
I. Grant Application									—	—	—	—	—	—	—	—	—	—

* Assume notice of Step Two funding availability

**STEP TWO ESTIMATED
TOTAL COSTS**

	<u>Total Cost of Activity</u>
A. Environmental Clearance	\$10,000
B. Final Design of Routes, Schedules, and Operations	\$16,000
C. Final Design of Bus Stops	\$12,000
D. Analysis of Financial Needs	\$20,000
E. Preparation of Specifications for Rolling Stock	\$20,000
F. Preparation of Specifications for Operating Contractor	\$25,000
G. Design of Marketing/Publicity Campaign Including Branding	\$75,000
H. Preparation/Negotiation of Memorandum of Understanding	\$37,000
I. Preparation of Final Budget and Cash Flow	\$13,000
J. Preparation of Grant Application for Funding of Capital and Operating Costs	\$22,000

Total Step Two Activities = \$250,000

Expected Determination as a Result of Step Two Findings

The City of Aliso Viejo expects to determine that the proposed shuttle bus service is feasible and able to be fully implemented. The activities in Step Two will prepare the detailed plans necessary to move forward with acquisition of capital equipment and hiring a contract operator for the shuttle bus service. Also, Step Two activities will confirm support from private companies around the shuttle bus operations areas and will fully vet the expected financial and ride share support of the shuttle bus service.

Budget

As shown in the previous table, the estimated budget for Step Two of the development of the shuttle bus service is \$250,000. The City of Aliso Viejo plans to contribute 10% of this budget from local funds. The City's share of the budget will be equally made up of AQMD congestion funding and other currently budgeted City funds.

APPENDIX A

Letters of Support:

1. Marriott Renaissance Hotel/Club Sport
2. SOKA University
3. Parker Properties
4. Stadium Brewery



RECEIVED
AUG 05 2008
PW/ENG DEPARTMENT

July 31, 2008

Mr. John Whitman
City Engineer
City of Aliso Viejo
12 Journey, Suite 100
Aliso Viejo, Ca 92656

Dear Mr. Whitman:

The Renaissance ClubSport Aliso Viejo is in full support of the City of Aliso Viejo's "Go Local" transportation project. It is our request to be one of the pick up and drop off locations along the proposed route that will provide our hotel guests and club members a convenient transportation option within the city.

We look forward to working with the City of Aliso Viejo and the Orange County Transportation Authority in support of this proposal. The Renaissance ClubSport will entertain the possibility of a future cost-sharing program if it would benefit our guests, members, and staff.

Sincerely

Derek Ellis
General Manager

Cc: Mark Pulone, City Manager



Soka University of America

1 University Drive / Aliso Viejo, California 92656-8081 / Telephone 949 480-4000 / Fax 949 480-4001 / www.soka.edu

April 23, 2008

RECEIVED

APR 29 2008

CITY OF ALISO VIEJO

The Honorable Phillip Tsunoda
Member, City Council
City of Aliso Viejo
12 Journey, Suite 100
Aliso Viejo, CA 92656-5335



Dear Council Member Tsunoda:

Thank you for our recent conversation regarding Soka University's desire to be included in a transportation route with Aliso Viejo Town Center and the Laguna Niguel Metrolink Station.

On behalf of Soka University, we are pleased to offer our support of the City of Aliso Viejo's Go Local project. The project will support the use of the Aliso Viejo Town Center by providing a direct transit link between the Town Center and the Laguna Niguel Metrolink Station allowing combination trips for work, recreation, culture and shopping.

We also respectfully request that Soka University, which currently has 400 students and 180 employees, be part of the City's Go Local transportation route. Adding the university as part of the Go Local route will be extremely beneficial to our students and employees who can be expected to take more advantage of Metrolink ridership opportunities. It should also benefit the Town Center businesses with more frequent visits.

We look forward to working with the City of Aliso Viejo and the Orange County Transportation Authority in support of this proposal.

Sincerely,

Archibald E. Asawa
Vice President for Finance and Administration & CFO

C: Aliso Viejo City Council Members
✓ Mark Pulone, City Manager
John Whitman, City Engineer



August 1, 2008

Mr. John Whitman
City of Aliso Viejo
12 Journey, Suite 100
Aliso Viejo, CA 92656

Re: Proposed Town Center Shuttle

Dear John:

I understand that the City is pursuing the shuttle project for the Town Center and is seeking funding assistance from the OCTA. As you know, we here at Parker Properties have been a proponent of such a service for years. We see great benefit to the community and certainly to all of those who work for the many companies located within Summit Office Campus. Not only will the service be convenient for those who wish to visit the various retail and restaurant establishments in the Town Center during the work day, but it will also help to remove significant traffic from the streets and provide environmental relief due to reduced emissions.

I know that various companies have indicated to the City that they would support such a shuttle system and encourage their employees to use it on a regular basis. As the developer of Summit Office Campus, we would also encourage all of our current and future tenants to make use of it and would even consider providing some level of financial support as well.

Please keep me posted as to the progress of the program. We are fully in support and stand by all of your efforts.

Best Regards,

A handwritten signature in black ink, appearing to read "Lee R. Redmond III". The signature is written in a cursive style with a large initial "L" and "R".

Lee R. Redmond III
CEO
Parker Properties LLC



To: John Whitman
City of Aliso Viejo

The Stadium Brewing Company supports the **Go Local Program**; we feel a local shuttle/bus program in Aliso Viejo would benefit business. We would also consider a potential cost-sharing program with the city of Aliso Viejo. I whole heartedly hope that the OCTA supports the city of Aliso Viejo in pursuing a local shuttle program.

Thanks again,

A handwritten signature in black ink, appearing to read "Eric J. Kozak", written over a horizontal line.

Eric J. Kozak
General Manager
Stadium Brewing Company