



City of Lake Forest

Transit Needs Assessment Study

Submitted By:

S THE SOLIS GROUP

234 N. El Molino Avenue
Suite 202
Pasadena
California
91101

Telephone: (626) 685-6989
Fax: (626) 685-6985

PP&A

Patti Post & Associates

1014 Bienvenida Avenue
Pacific Palisades
California
90272

Telephone: (310) 230-4400
Fax: (310) 230-4480

OCTA

GO LOCAL PROGRAM

FINAL REPORT

Demand Responsive Shuttle



**CITY OF LAKE FOREST
OCTA Go Local Program
Final Report**

Table of Contents

1.	Summary of Project	2
2.	Study Questions.....	4
3.	Methodology Used	5
4.	Findings / Proposed Project Concept	6
	▶ Commuter Shuttle to Metrolink & Northern Lake Forest	6
5.	Results	10
6.	Next Steps	14
	▶ Table 1. Proposed Budget For Go Local Step Two Work.....	16

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

1. SUMMARY OF PROJECT

In August 2007, the City of Lake Forest (City) and the City of Laguna Hills executed a Partnering Agreement to conduct a Transit Needs Assessment Study (Study) under the auspices of the OCTA Go Local Program. The City of Lake Forest served as the lead city to administer the study. The scope of the Transit Needs Assessment Study included:

- Identifying existing transit services and facilities available to local residents and businesses;
- Conducting public outreach with residents, commuters, and business with respect to transit demand, as well as soliciting input from stakeholder groups including major Homeowners Associations and the Chamber of Commerce;
- Recommending improvements that will improve the use of transit to access Metrolink stations.

Existing transit services and unmet transit needs were evaluated in order to develop a local vision for future projects and services that would be useful to the City. The Transit Needs Assessment Study emphasized connections to Metrolink while also encompassing a larger vision for transit improvements to make those connections to Metrolink more attractive and accessible.

The Study was conducted in several stages (tasks):

- Task 1: Study existing transit service conditions, obtain background information, and refine the scope of the project
- ▶ *Focused on obtaining background information and existing transit data; researched and catalogued existing transit services available to Lake Forest including bus routes, taxi vouchers, public information programs, employer pass programs and park and ride facilities; serves as a snapshot of existing conditions and transit services available today within the cities of Lake Forest.*
- Task 2: Perform public outreach, including identifying and surveying stakeholders, which included city residents, business representatives, and representatives of City destinations;
- ▶ *The Study Team conducted stakeholder outreach in order to assess perceptions of unmet transit needs in the City of Lake Forest among resident, business, and city destination stakeholder groups. Toward this end, a series of focus group meetings were held with the aforementioned stakeholder groups.*

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

- Task 3: Identify and evaluate potential transit service options that meet the identified needs;
- ▶ *As a result of the findings that derived from Task 1 and Task 2, the Study Team proposed a transit service option that was the most viable option for the City to pursue based upon the study analysis.*
- Task 4: Evaluate the likely costs of the service options identified in Task 3;
- ▶ *The Study Team evaluated the likely costs associated with the proposed transit service option.*
- Task 5: Evaluate potential funding sources available to assist with the cost of new service setup and operations; and
- ▶ *Task 5 details applicable funding sources, including those at the county, state, and federal levels. It also provides some guidance as to the applicability of each source to our project, as well as the steps required to establish eligibility and apply for funds.*
- Task 6: Collect and report on findings.
- ▶ *This report, the OCTA Go Local Program Final Report, serves as the Task 6 deliverable.*

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

2. STUDY QUESTIONS

The Study was designed to address the following areas:

1. Examine transit needs/opportunities within the City of Lake Forest

What existing transit service and infrastructure exists within the City? What travel patterns do residents, employees, and people traveling to City destinations use? What transit service improvements do stakeholders desire?

2. Identify necessary Metrolink connections

How do Metrolink riders currently get to and from the train stations from the City of Lake Forest? What connections are needed to enable Metrolink riders to use public transit to access the stations?

3. Focus on transit links/improvements that are needed to reach underserved areas

What are the local destinations that need transit service (Northern Lake Forest employment areas, shopping centers, population centers, new developments, city service locations, recreational areas)? How could transit serve them better?

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

3. METHODOLOGY

The Transit Needs Assessment Study focused on assessing transit demand from stakeholder groups within the City of Lake Forest. The primary stakeholder groups were identified as follows:

- City residents
- Employees, customers, and clients of city businesses
- Management of businesses
- Management and patrons of city destinations (such as major shopping destinations, medical facilities, City Hall, libraries, and recreational facilities)

Members from these groups were recruited to participate in a series of focus group meetings designed to solicit input about transit demand and perceptions of unmet transit needs within the City. Three focus group meetings were held in Lake Forest during October 2007: one meeting each for City residents, business, and destination stakeholder groups. Participants were recruited through a variety of approaches, such as mail, phone, flyers, newspaper advertisement, advertisement at Metrolink stations, city- and AQMD-provided lists of employers, and Yellow Page listings.

Questionnaires were distributed to attendees at each focus group meeting and other interested stakeholders, containing questions about personal transit experiences and perceptions, and suggested recommendations for city-initiated transit improvements. Supplementary questions were added for the business and destination meetings, focusing specifically on how transit serves employees, customers, clients, and visitors traveling to and from city businesses or destinations.

The results of the focus group discussions were compiled into a narrative, and combined with the quantitative results from the questionnaires to give the fullest possible picture of transit demand within the City. The combined results provided qualitative indicators of ridership demand to and from the Metrolink stations.

Based on input received from the outreach effort and City staff, transit service options were developed. The menu of transit service options to improve the connections to Metrolink were provided to the City, and with consultation from the Study Team, the City expressed its preference to further evaluate the viability of implementing two projects for Go Local Step Two consideration. A Park & Ride Metrolink Shuttle, developed as a joint project with the City of Laguna Hills, is discussed in a separate Final Report. This report focuses on the following Lake Forest project:

► ***A Commuter Shuttle to Metrolink & Northern Lake Forest***

A demand-responsive shuttle service between the Irvine Metrolink Station and employment centers in northern Lake Forest, serving commuters working in that business center area.

The proposed transit service option became the basis of the findings presented in Section 5 of this report.

Deleted: Final Draft: 0

Deleted: 11



4. FINDINGS / PROPOSED PROJECT CONCEPT

A review of existing transit services indicated that current transit routes do not sufficiently connect Lake Forest to Metrolink stations or coordinate with the Metrolink train schedules. The Lake Forest Transit Needs Assessment analysis indicates the most support for the transit service recommendation identified below. It is worthy to note that the City of Lake Forest is proposing by separate submittal a partnership with the City of Laguna Hills for a proposed Park & Ride Metrolink Shuttle Service and remains open to the potential of other partnerships with the cities of Mission Viejo and Rancho Santa Margarita for a fixed route service that will fill the gaps in transit service.

- ▶ **COMMUTER SERVICE TO NORTHERN LAKE FOREST:** A demand-responsive shuttle service between the Irvine Metrolink Station and employment centers in northern Lake Forest, serving commuters working in that business center area.

4.1 TARGET MARKET

The Commuter Shuttle option would provide demand-responsive service for commuters arriving at the Irvine Metrolink Station on weekday morning trains destined for the employment areas in northern Lake Forest and will provide return service during the afternoon rush hours.

4.2 SERVICE

Small shuttle vehicles would meet designated trains and take commuters to their places of employment in Lake Forest. Some accommodation must be made for people with disabilities

Metrolink changes its train schedules twice a year, in the fall and in the spring. Although SCRRA has announced its intent to expand Metrolink commuter train service, it is not possible to predict future train schedules. Currently, Metrolink runs five southbound trains that stop at Irvine between 6:00 am and 9:00 am on weekdays. There are also seven northbound trains that stop at that station during those hours.

According to the latest data available from Metrolink, on an average weekday 44 people alight from southbound trains at Irvine between 6:00 am and 9:00 am destined for places in Lake Forest. It is not easy or convenient to travel from the Irvine Metrolink station to the employment areas of Lake Forest. How many people would make the trip if it were more attractive is not known at this time. Although not everyone will be headed for the target areas or will be interested in taking transit, two vehicles should be deployed to meet each train, at least initially. At the station with the assistance of the drivers, passengers would divide

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

themselves into two groups according to their destination. That way, people would get the most direct and least time-consuming trip.

The distance from the Irvine Station to the furthest employment area in the Lake Forest area of Portola Hills is about seven miles. That trip would take at least 15 minutes in the lightest traffic conditions plus any time needed to drop-off other passengers on the way. Though heavier traffic and passenger drop-offs would delay the shuttle trip, we anticipate maximum travel time to be significantly less than existing OCTA bus service, which requires transferring buses and walking from the bus stop to the place of employment. With some trains only 25 or 30 minutes apart, it will not be possible to meet all morning rush hour trains with one set of two vehicles; however, it would be possible to serve all five of the current morning rush hour arrivals with two sets of vehicles (a total of four vehicles). Alternatively, the service could meet only three of the morning rush hour trains.

For morning trips people would simply show up at the pick-up location within the Irvine Metrolink Station. For return trips, patrons could book an afternoon ride with the driver during the morning trip or could make a shuttle reservation by telephone or an on-line service.

Studies of other comparable services show that a nominal fare could be charged, but it is likely that the fares would not cover the cost of the service. Some employers might be willing to contribute to the service for their employees; this will be explored further during Step Two of the Go Local Process.

4.3 EMPLOYMENT AREAS TO BE SERVED

The Commuter Shuttle service proposes to service the following employment areas within the City of Lake Forest:

- Portola Hills business area (Ellipse, Definition and Icon)
- Foothill Ranch business area (Portola Parkway, Towne Centre Drive and adjacent streets)
- Northern Lake Forest business area (Commercentre Drive, Dimension Drive and adjacent streets)

4.4 INSTITUTIONAL ARRANGEMENTS

The City of Irvine owns and operates the Irvine Transportation Center, which is where the Irvine Metrolink station is located. Therefore, permission from the City of Irvine will be needed in order to use bus loading zones to pick-up and drop-off patrons at the station. The City of Irvine has provided a letter of support for this project.

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

4.5 OPERATIONS

It is the intention of the City to utilize the services of a vehicle contractor for vehicle operational purposes. The contractor can also provide the vehicles. As noted above, to provide the shortest trips the service should be operated with small vehicles. These could be provided by local taxi companies or by a firm with vans, such as an airport shuttle company.

Payment for taxis would likely be based on mileage at the regular or a discounted rate, whatever is legally allowed and negotiated between the parties. Shuttle companies might charge by the trip or by the hour. Based upon the results that derive from Step Two of the Go Local study process, the City may decide to charge a nominal fare for the shuttle service, but the fares would most likely not cover the total cost of the service.

Posted signs and city publications would show the shuttle service's operational schedule.

4.6 COST

As noted in the previous section, it is unknown whether the proposed project would be operated via taxi or shuttle van. However, for cost discussion purposes, preliminary estimates using current taxi rates are provided below.

Assumptions:

- To start, the service would have two taxis meet four morning trains and three afternoon trains
- Trips would average 7 miles
- At current taxi rates, the fare for a 7-mile trip is about \$20

7 trips per day x 2 vehicles x \$20 per trip x 255 days per year = \$71,400

This amount does not include any City staff time needed to work with employers, oversee the program or conduct marketing activities. Depending on ridership, the number of vehicles deployed or trains served could be changed. Some train arrivals will be more popular than others, so it may be possible to choose a smaller number of trains to meet. By gauging the interest in different train arrivals, the service will try to meet the most popular trains to maximize efficiency.

The City can control costs by limiting the number of train arrivals met. As the service becomes known and its existence generates new riders, the City can expand it to meet additional trains.

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

The operating costs may be partially off-set by any fares collected and contributions obtained from local employers interested in rideshare programs for their employees; this option will be further evaluated in Step Two of the Go Local Process.

4.7 ADVANTAGES OF THIS OPTION

The most successful rail feeder services run between the destination station and places of employment. It is easy to follow the logic of individual decisions:

- Rail commuters generally have long trips
- They are time-sensitive
- Most people alighting from a train do not have personal transportation to get to their ultimate destination

A demand-responsive mode would be the best way to provide a Metrolink feeder service between the Irvine Station and employment areas in the north of the City. To be successful, this service must be predictable and reliable. That means operating on schedule even if there are no passengers. The City must continue the service for at least six months so people can learn about it and get used to it. Ridership will be light at first but may build over time. If the City obtains the support of the City's largest employers, this program has an excellent chance of success.

POTENTIAL PARTNERSHIPS

The City of Lake Forest intends to approach major employers in the northern part of the city to solicit partnerships to support a Metrolink feeder service. Preliminary discussions with key employers suggest there is interest. There is also the potential of partnering with the five business-oriented hotels in the business park area that already operate a van or shuttle service.

Deleted: Final Draft: 0

Deleted: 11



5. RESULTS

The results of our Transit Needs Assessment Study are presented herein against the Go Local Program Evaluation Criteria provided by OCTA.

1. LOCAL JURISDICTION FUNDING COMMITMENTS

The City of Lake Forest is willing to invest City resources to further refine its proposed project concept (Commuter Shuttle to Metrolink & Northern Lake Forest) in Step Two of the Go Local process. The City understands that OCTA expects it to provide a 10% match for this effort.

2. PROVEN ABILITY TO ATTRACT OTHER FUNDING PARTNERS

As part of Go Local's Step Two process, the City of Lake Forest will approach local employers to solicit partnerships to support a Metrolink feeder service going to and from Lake Forest's employment center hub in the northern part of the City. Many large employers have rideshare efforts and may be interested in participating. Preliminary discussions with key employers suggest there is interest. There is also the potential of partnering with the five business-oriented hotels in the business park area that already operate a van or shuttle service.

3. PROXIMITY TO JOBS AND POPULATION CENTERS

Based upon the Study Team's research, with respect to the proposed Commuter Shuttle Project, 20 of Lake Forest's 53 employers with at least 100 employees lie within a 1 mile-by-2 mile strip of land in the Foothill Ranch region. This is a dense, compact region of businesses that could be served efficiently by the proposed project. Currently, OCTA does not offer direct bus service from either of the two closest Metrolink stations (Irvine or Laguna Niguel) to this business area. Metrolink riders using existing OCTA bus service to connect to their place of employment in the business area must transfer buses, adding to travel time.

4. REGIONAL BENEFITS

The City's proposed project will serve the City of Lake Forest, with service originating in the City of Irvine. The Project will effectively deliver Metrolink riders to their employment destinations using convenient locally-oriented transit. Given the compactness of the intended service area, the proposed Project should be able to deliver riders directly to their places of employment. This, in addition to the proposed transit services' ability to use convenient loading areas closer to the Metrolink station train-boarding areas (in

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

comparison to where the parking spaces are located), will make the service time very competitive with the option of driving the same route.

The City of Lake Forest could pursue agreements with local employers to support the project, which would be a cooperative ridership program. Many of the large employers draw their employees from throughout the region. Providing a transit service between the Metrolink station and the places of employment will give those employees a convenient way to commute without driving. As part of Go Local's Step Two process, the City will research rideshare benefits provided by the employers or others, such as a Guaranteed Ride Home Program, to increase the attractiveness of using a transit service in lieu of driving to work.

5. EASE AND SIMPLICITY OF CONNECTIONS

The proposed transit Project will close gaps in existing transit services to the Irvine Metrolink station. Currently, no OCTA lines travel directly to the Irvine Metrolink station from any point within ½ mile of the commerce and employment centers served by the proposed Project; Metrolink riders in this area need to transfer buses to reach the Irvine Station. Therefore, the Lake Forest Commuter Shuttle will create new transit connections at all stops along its planned route.

Connections will be simple; the vehicles will use existing transfer locations at the Irvine Transit Center/Metrolink station, and travel directly to places of employment. For the return trip, the Lake Forest Project will be demand-responsive, either through phone reservation or sign-up during the morning trip.

In addition, as part of Go Local's Step Two process, the City will work to establish a transfer agreement with Metrolink to simplify and streamline fare payment. Metrolink's standard transfer agreement allows riders holding valid Metrolink passes or tickets to ride feeder services without paying an additional fare. The City would carry the passengers to or from the Metrolink Station and later invoice Metrolink, which would reimburse the City for ½ of the uncollected fares.

6. COST-EFFECTIVENESS

Although there is no ridership projections at this time, which makes it impossible to estimate the cost per new passenger or per passenger mile, costs should be similar to other feeder projects using small vehicles and should be lower than the average cost per passenger for OCTA. Based upon potential ridership, the proposed Commuter Shuttle Project may be cost-effective. The Go Local Step Two study will enable the City to confirm its cost-effectiveness.

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

During the initial period of operation, the operations contractor will provide the transit service vehicles, which will require no initial capital investment on behalf of the City. After a cost-benefit analysis has been performed and if the service proves to be a success, the City can determine to purchase vehicles or continue to have their contractor provide them. The potential of charging a fare to patrons and of financial participation from major employers could also serve to mitigate the City's cost of operations. This potential will be explored as part of the Step Two analysis.

7. TRAFFIC CONGESTION RELIEF

The Commuter Shuttle Project will contribute to the reduction of congestion near the Irvine Metrolink station and on the major regional corridors, as commuters elect to take Metrolink instead of driving directly to work from surrounding cities.

Ridership projections are not available at this time, as some riders will be existing Metrolink users and others will be new to the system.

The Commuter Shuttle Project will deliver and pick up passengers within the station, close to the boarding platform; transit riders will therefore have priority access to the station compared to drivers, who will have to search and find a place to park and walk some distance to the boarding area. This Project should reduce vehicle-miles-traveled and congestion in the station area by eliminating the mileage within the parking area as patrons search for parking.

8. RIGHT-OF-WAY AVAILABILITY

The proposed project uses existing public rights-of-way; therefore, it does not require the acquisition of a right-of-way.

9. SOUND LONG-TERM OPERATING PLAN

As part of Step Two, a long-term operating plan will be developed for the City's proposed transit project, as more project details must be developed to understand ridership base and costs. Then, fares can be set, sponsors can be recruited and future funding sources identified and pursued.

10. COMPATIBLE AND APPROVED LAND USE

The Commuter Shuttle Project will enhance the ability of transportation and land use to work together by creating opportunities for access to Metrolink without the use of individual automobiles. The Project does not require any zone change or General Plan amendment. It is consistent with the Circulation and Land Use Elements of the City's General Plan.

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

The Project will serve existing land uses. Therefore, it will not create new land uses or transit facilities. The project will make pedestrian connectivity easier by delivering passengers close to the Metrolink train boarding areas thus eliminating the need for people to walk throughout the parking area or station to gain access to the trains.

The City of Irvine, which operates the Irvine Transportation Center, has provided a letter of support for this project.

11. PROJECT READINESS

The Project can be ready to as soon as Step Two analysis is complete, ridership demand is confirmed, potential corporate partners are identified, and funding is available. In Step Two, the Project will be refined. Once funding for operations is secured, the City can engage contractors, implement its marketing plans and begin service in a very short time.

No right-of-way is needed, and the operations contractor will provide the vehicles. Thus, the project will be ready to be implemented fairly quickly.

12. SAFE AND MODERN TECHNOLOGIES

No new, untested technologies will be used in the proposed Project. Everything has been utilized before on other projects and found to be reliable. There is no risk to public safety.

Technology that enhances the appeal of the Project without adding undue cost will be evaluated for inclusion. For example, tracking technology to allow riders to get up-to-the-minute departure information on their computers or PDA's will be considered.

Deleted: Final Draft: 0

Deleted: 11



6. NEXT STEPS

The proposed demand-responsive Commuter Shuttle Project to Metrolink & Northern Lake Forest can be ready to go quickly, but some further planning and data collection does need to be done. The next steps required to further define the proposed Commuter Shuttle Project to the point where it can be easily implemented is provided below in the following task phases. The goal is to phase the additional steps to ensure ridership demand and operations cost feasibility prior to committing funds for detailed route planning, securing contracts with potential operators, and developing a marketing plan. The steps identified below are provided for informational purposes. The cities understand that OCTA may take the lead in retaining consultants for the analyses that will be required for Step Two. Additionally, we provided an estimate of approximate costs to refine the project concept in Step Two.

A. IDENTIFY POTENTIAL TRANSIT USERS

Since the proposed demand-responsive Commuter Shuttle Project will be closely targeted to employees working in northern Lake Forest, it will be important to conduct outreach to the businesses in that region. The City of Lake Forest (or consultants) will contact employers to determine who would be the most appropriate person, such as rideshare coordinators or human resources personnel, to help notify employees of this service. With their cooperation and permission, interested employees can be identified and necessary information gathered such as the starting and ending times of their workdays.

B. DETERMINE OPERATING PARAMETERS

The Commuter Shuttle is intended to operate during commuter hours, approximately 6:00 am to 9:00 am and 4:00 pm to 7:00 pm. When exactly it runs will be determined by the work schedules of interested riders. Since one vehicle will not be able to travel back and forth quickly enough to meet every train, more than one vehicle will likely be required if riders wish to meet consecutive trains.

C. DECISION POINT

After completing Task A & Task B noted above, the City will review information collected to determine if there are enough potential riders/users to justify the cost of the service. If the cost/benefit analysis shows that the project is viable, the City will proceed with the below-stated tasks.

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest

OCTA Go Local Program

Final Report – Demand Responsive Shuttle

D. OPERATIONS CONTRACTOR

As the service will be operated by an outside agency, the process of selecting a service operator will be required. The City will approach local taxi and van service contractors to determine their interest. The City will draft a Request for Proposals, if appropriate, and make such choices with potential operators as to what sort of communication and reservation system they can provide to make the service as convenient as possible. Finally, the City will then draft and finalize a contract with the service provider that is ultimately chosen via the RFP process.

E. SET A FARE

An appropriate fare will have to be decided upon that helps offset the cost of the system without dissuading potential riders. Efficiency and convenience will also be considerations here; for example, allowing passengers to pay online or selling a monthly pass. Ideally, transfer arrangements would be made with Metrolink so that riders do not have to pay once upon boarding the shuttle and then again to board the train.

F. STATION ACCESS

The Irvine Transportation Center is owned by the City of Irvine. The City of Lake Forest will have to make the proper institutional arrangements with Irvine so that the shuttle can use the existing transportation loading areas.

G. LONG-TERM OPERATIONS PLAN

The City would like to take the appropriate steps early on to make sure that the service is sustainable for the future, as well as flexible enough to take into account such factors as changes in demand and expanded Metrolink schedules. When securing support from local business, the city will seek the kind of partnerships that will last beyond the start-up phase. Furthermore, the City will be conscious of which funding sources are intended only for capital costs and which can be used for operations.

This program will provide a convenient way for commuters to take public transit between the Irvine Metrolink station and employers in northern Lake Forest.

OCTA has not yet determined what funding they will devote to projects developed through Go Local. After OCTA decides on its role and level of funding, the City will understand the potential funding gap better. During Step Two, the City will explore funding options to secure a stable funding source for this program. To that end it will

Deleted: Final Draft: 0

Deleted: 11



City of Lake Forest
OCTA Go Local Program
Final Report – Demand Responsive Shuttle

work with employers who benefit from the program and others to secure the needed funding.

H. DEVELOP A MARKETING PLAN

A key to the success of the Commuter Shuttle service will be public perception and awareness of its existence. It will have to be marketed widely in such a way that both residents and employees are aware of its existence and consider it a convenient and reliable way to get to Metrolink.

I. PROPOSED STEP TWO BUDGET FOR NORTHERN LAKE FOREST METROLINK SHUTTLE:

Table 1 (below) shows a proposed consultant budget to conduct Go Local Step Two work identified in items A through G above.

Table 1. Proposed Budget for Go Local Step Two Work Commuter Shuttle to Metrolink & Northern Lake Forest		
Task Description	Total Hours	Consultant Fee
a. Identify Potential Transit Users	185	29,600
b. Determine Operating Parameters	72	11,500
d. Operations Contractor	59	9,500
e. Set Fare	42	6,700
f. Station Access	36	5,700
g. Long-term Operations Plan	111	17,700
h. Develop a Marketing Plan	27	4,300
Total Hours	531	
Total Fee (Average Rate: \$160 per hour):		\$85,000
Direct Costs/Expenses - mileage, production, delivery, etc.		\$5,000
City Staff / Legal Services		\$10,000
TOTAL FEE:		\$100,000.00

Deleted: Final Draft: 0
 Deleted: 11