CITY OF WEST SACRAMENTO
REGULAR MEETING OF THE TRANSPORTATION, MOBILITY & INFRASTRUCTURE COMMISSION
MAY 7, 2018 AGENDA

Alex Hirsch, Chair

Christopher Ralston, Vice-Chair
Ioannis Kazanis, Commissioner
Teresita Sablan, Commissioner

Steve Peterson, Commissioner
Leonard Johnson, Commissioner
Vince Wetzel, Commissioner
Dean Haakenson, Alternate Commissioner

Denix Anbiah, Director, Public Works Department
Gary Predoehl, Engineering and Transportation Manager
Jason McCoy, Supervising Transportation Planner

6:00 PM Pledge of Allegiance

Anyone wishing to address the Commission should fill out the Request to Speak form and present it to the Clerk prior to the completion of staff presentation.

If you need special assistance to participate in this meeting, please contact the Public Works Department, (916) 617-4850. Notification of at least 48 hours prior to the meeting will assist staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting. Assisted listening devices are available at this meeting.

GENERAL ADMINISTRATION FUNCTION – PART I

1A. **PRESENTATIONS BY THE PUBLIC ON MATTERS NOT ON THE AGENDA WITHIN THE JURISDICTION OF THE COMMISSION**
The Commission is prohibited by law from discussing issues not on the agenda brought to them at this time.

1B. **COMMISSIONER COMMUNICATIONS**

PRESENTATIONS

NONE

CONSENT AGENDA

2. **CONSIDERATION OF APPROVAL OF THE MINUTES OF THE MARCH 5, 2018, TRANSPORTATION, MOBILITY & INFRASTRUCTURE COMMISSION MEETING (SCHMIDT)**

REGULAR AGENDA

3. **PRESENTATION AND DISCUSSION OF BRIDGE DISTRICT PARKING POLICIES AND PARKING METER UTILIZATION (JACOBSON/BLUMBERG)**

Comment:
Bridge District parking policies are intended to transition a large portion of the parking demand to shared public resources through implementation of demand management measures and unbundling parking from development. This report is intended to update the Transportation and Mobility and Infrastructure Commission on the implementation of parking policies in the Bridge District.

Recommendation
Staff respectfully recommends that the Commission receive a presentation on Bridge District parking policies and program including parking meter usage.

4. **UPDATE ON THE PILOT ON-DEMAND RIDESHARE SERVICE (STRAND)**

Comment: The Pilot On-Demand Rideshare service is an innovative public transportation model being tested by the City as an early action item of the broader Mobility Action Plan (MAP). On January 17, 2018, the City Council elected to award a contract to Nomad Transit LLC, a wholly-owned subsidiary of Via Transportation Inc., to assist with the planning, marketing, launch, operation, maintenance and performance evaluation of the service. The Pilot will operate for one (1) full year using a fleet of dedicated, co-branded Mercedes Benz Metris vans to provide on-demand share rides anywhere in the City for a flat fare. Per City Council direction, staff will provide ongoing project updates and opportunities for feedback at regularly scheduled TMI Commission and City Council meetings for the life of the Pilot.

Recommendation: Staff respectfully recommends that the TMI Commission receive the provided informational update on the Pilot On-Demand Rideshare service.

GENERAL ADMINISTRATION FUNCTION – PART II

5. A. Transportation, Mobility & Infrastructure Commission Calendar – A special meeting is scheduled for Monday, June 4, 2018.
B. Reports from City Staff
C. Future Agenda Item Requests by the Transportation, Mobility & Infrastructure Commission
D. Adjourn

THE MEETING WILL BE HELD AT CITY HALL, COUNCIL CHAMBERS, 1110 WEST CAPITOL AVE., WEST SACRAMENTO, CA.

I, Jennifer Schmidt, Commission Clerk, declare under penalty of perjury that the foregoing agenda for the May 7, 2018, special meeting of the Transportation, Mobility & Infrastructure Commission was posted on Wednesday, May 2, 2018, in the office of the City Clerk, 1110 West Capitol Ave., West Sacramento, CA, and was available for public review.

Jennifer Schmidt

Jennifer Schmidt, Commission Clerk

All public materials related to an item on this agenda submitted to the Transportation, Mobility & Infrastructure Commission after distribution of the agenda packet are available for public inspection in the Public Works Office at 1110 West Capitol Avenue during normal business hours. Any document provided at the meeting by staff will also be available to the public. Any document provided at the meeting by the public will be available the next business day following the meeting.

The Transportation, Mobility & Infrastructure Commission meetings are broadcast live on AT&T Channel 99 and Wave Cable Channel 20. This meeting will be repeated the following day on Tuesday at 12:00 p.m. and the following Friday at 7:00 p.m. The agenda and agenda reports are also available on the City's website at www.cityofwestsacramento.org.

ITEM # 2

DRAFT

REGULAR MEETING OF THE CITY OF WEST SACRAMENTO TRANSPORTATION, MOBILITY & INFRASTRUCTURE COMMISSION

March 5, 2018
Minutes

The regular meeting was called to order at 6:00 p.m. in the Council Chambers, 1110 West Capitol Avenue, West Sacramento, California. Commissioner Peterson and Commissioner Johnson were absent and all other Commissioners were present. Chair Hirsch presided.

The Pledge of Allegiance was led by Commissioner Sablan.

Entry No. 1
Heard the General Administration Function – Part I as follows:

There were no presentations by the public on matters not on the agenda.

Commissioner Communications: Commissioner Ralston requested the traffic light at Jefferson and the South Linden loop at the Tower Mart be placed on a work order list. On most weekends the traffic light gets frozen on red lights frequently. Commissioner Haakenson mentioned a Sacramento Bee article on Caltrans' need to replace bridges along the I-5 corridor and how a citizen suggested moving the I-5 further west and out of the downtown Sacramento area at the same time.

Entry 2
Approved the minutes of the February 5, 2018, meeting of the Transportation, Mobility & Infrastructure Commission.

MOTION: Ralston. SECOND: Sablan. AYES: Kazanis, Hirsch, Wetzel, Haakenson.

NOES: None. ABSTAIN: None. ABSENT: Peterson, Johnson.

Entry 3
Item #8 was heard prior to Item #3 at the request of staff. Heard the Consideration of an Agreement with Electric Scooter Operator LimeBike. Commissioners provided feedback.

Motion to recommend this item move to City Council.

MOTION: Wetzel. SECOND: Kazanis. AYES: Sablan, Hirsch, Haakenson.

NOES: Ralston. ABSTAIN: None. ABSENT: Peterson, Johnson.

Entry 4
Heard the presentation on the Update on the Pioneer Bluff and Stone Lock Reuse Master Plan: Mobility Network and Infrastructure Policy Considerations. Commissioners provided comments.

Motion to amend plan to capture any encroachments made on the City's property in the past and to include all of the Commission's comments when this item is presented to City Council.

MOTION: Hirsch. SECOND: Ralston. AYES: Sablan, Wetzel, Kazanis, Haakenson.

NOES: None. ABSTAIN: None. ABSENT: Peterson, Johnson.

Entry 5
Heard the Traffic Committee Quarterly Project Recommendation Report. Commissioners provided feedback.

Motion to recommend that Commission comments be forwarded with the addition that additional funding be acquired to expedite deferred non-funded maintenance projects for Industrial Boulevard, Southport Parkway and Jefferson Boulevard.

MOTION: Ralston. SECOND: Wetzel. AYES: Sablan, Hirsch, Haakenson Kazanis.

NOES: None. ABSTAIN: None. ABSENT: Peterson, Johnson.

Entry 6
Heard the Application to Join the Transportation for America (T4America) Smart Cities Collaborative and Appropriation of $10,000 in Measure E Funds for Program Expenses.

Motion on a recommendation to City Council to approve staff's request for an appropriation of $10,000 in Measure E (Smart City) funds to cover the City's Smart Cities Collaborative membership and related expenses for FY 2018-19.

MOTION: Wetzel. SECOND: Ralston. AYES: Sablan, Hirsch, Haakenson Kazanis

NOES: None. ABSTAIN: None. ABSENT: Peterson, Johnson.

Entry 7
Heard the Workshop on the West Sacramento/Via On-Demand Rideshare Pilot.

Motion to recommend staff's recommendation to City Council, inclusive of all comments presented, with Option 2 "Bridge" branding as the preferred design.

MOTION: Wetzel. SECOND: Ralston. AYES: Sablan, Hirsch, Haakenson Kazanis.

NOES: None. ABSTAIN: None. ABSENT: Peterson, Johnson.

Entry 8
Heard the Workshop on the 2018 Bicycle, Pedestrian, and Trails Master Plan. The Commission reviewed and provided comments.

Entry 9
Heard the General Administration Function – Part 2 as follows:

The next regular meeting of the Transportation, Mobility and Infrastructure Commission will be on Monday, May 7, 2018.

Reports from City staff: Economic Development staff will present a requested item by the Commission on parking utilization at the May 7, 2018, Commission meeting.

There were no future item requests.

Motion to adjourn:

MOTION: Ralston. SECOND: Haakenson. AYES: Kazanis, Hirsch Wetzel, Sablan.

NOES: None. ABSTAIN: None. ABSENT: Peterson, Johnson.

The meeting adjourned at 8:58 p.m.

Jennifer Schmidt, Commission Clerk

Minutes approved as presented by a majority vote of the Commission on May 7, 2018.

Jennifer Schmidt. Commission Clerk

TRANSPORTATION, MOBILITY & INFRASTRUCTURE COMMISSION **AGENDA REPORT**

MEETING DATE: May 7, 2018	**ITEM # 3**
SUBJECT: **PRESENTATION AND DISCUSSION OF BRIDGE DISTRICT PARKING POLICIES AND PARKING METER UTILIZATION**	
INITIATED OR REQUESTED BY: **[X] Commission [ ] Staff** **[ ] Other**	**REPORT COORDINATED OR PREPARED BY:** Katy Jacobson, Community Investment Manager Aaron Laurel, Economic Development & Housing Director
ATTACHMENT [ ] Yes [X] No	**[X] Information [ ] Direction [ ] Action**

OBJECTIVE

The purpose of this report is to present information and facilitate a discussion of the Transportation, Mobility and Infrastructure Commission about the role of parking management in the Bridge District, a transit-oriented development area.

RECOMMENDED ACTION

Staff respectfully recommends that the Commission receive a presentation on the Bridge District parking policies and program including parking meter usage.

BACKGROUND

The Bridge District is critical to the development of West Sacramento's urban core. When completed, the Bridge District is projected to include 9.6 million square feet of dense compact mixed use private development and multiple public facilities serving regional and local interests. It will accommodate multiple forms of transportation including streetcar, provide for increased walkability, implement Blueprint Principles in a highly visible fashion, and meet the goals and objectives of the Infill Infrastructure Grant Program funds. To achieve this dense development pattern, the provision and management of parking must be treated as a key element of vehicular circulation.

The Bridge District Specific Plan circulation element enacted the Comprehensive Parking Program prepared by Wilbur Smith Associates, which was approved by Council in January 2009. The Parking Program is an element of the City's overall strategy to realize compact, mixed-use, walkable, and transit-oriented development in the Riverfront Districts and Central Business District. The Bridge District Specific plan (adopted in 1993 and updated in 2009) includes:

- Density requirements and incentives associated with a streetcar system
- Unbundling a portion of parking and parking cost from development
- Public and private commitments for provision and financing of shared parking facilities
- Private and public requirements to transition to shared public parking resources during the different phases of development
- Established policies for the provision and management of parking facilities including demand management mechanisms
- Measures to ensure that parking resources in the Bridge District do not serve downtown commuters and Old Sacramento

Long term, the Parking Program envisions a blend of exclusive use privately provided parking along with publicly controlled facilities that serve multiple developments in the District. The basic premise of the implementation strategy is that a core or basic amount of parking will be publicly financed and operated for shared uses. A minimum of one space per thousand square feet of commercial space is required with 50% of the cost assigned to the public and 50% assigned to private development. The Parking Program requires the City to take an active role in managing parking at each phase of development to influence parking demand.

City zoning was modified in 2012 to incorporate urban parking standards that provide for a portion of parking to be unbundled from the project, pursuant to both the 2009 Bridge District Specific Plan, Volume 3, Section 8 Action Plan and Bridge District development agreements that the City executed with property owners. The 2014 Plan CIP included financing to construct on-street parking resources to support the early feasibility of urban scale residential construction.

The Parking Program components include the creation of a parking or management authority to oversee finance, and manage parking including shared parking requirements, enforcement, financing of public parking lots and structures, land use zoning, on-street parking permits, and demand management.

In 2016, Council determined that unrestricted on-street parking was not meeting the policies of the Bridge District Specific Plan to manage demand and protect on-street resources for short term uses. In 2016, the City Council took actions to:

- Terminate the residential parking permit program in the Bridge District;
- Eliminate the unrestricted on-street daytime residential parking; and
- Increase the off-street parking supply by building a surface lot at 5th and Bridge Street.

In December 2016, City Council conducted a workshop on the installation of parking meters in the City and supported staff's recommendation to purchase Pay and Display parking meters, similar to the technology used by the City of Sacramento, for the Bridge District. The City contracted with the City of Sacramento to perform parking enforcement services in the urban core in November 2015. This contract provides Sacramento with 50% of the net parking fine revenues (net the DMV add-on share) in exchange for its services.

On February 15, 2017, Council adopted ordinance 17-1, amending Municipal Code Section 10.04.060(A) and Chapter 10.24, concerning parking and adding Chapter 10.26 concerning parking meters. Parking meters were installed in the summer of 2017. The Bridge District parking program includes the following key elements:

- The use of "pay by plate" technology for both on street and off street public parking facilities;
- Adoption of the "2+ Zone" for on street parking, where parking rates increase after the first two hours;
- Establishment of the City's first public parking facility with 255 spaces in a surface lot at 5th and Bridge streets;
- Allowing only limited on-street parking for residents of the Habitat Apartments for residents who purchase a monthly permit at the 5th and Bridge street lot;
- Creation of an online payment website for purchasing monthly permits and visitor passes.

Revenue from meters and enforcement is one of various sources of funding that contributes to the management, enforcement, and capital costs of shared parking resources. In the Bridge District, parking in-lieu fees will be charged and Infrastructure Financing District 1 revenue is committed to financing the public share of the shared spaces. Other revenue includes Community Facilities District 27, parking fee and enforcement revenue, and proposed parking in-lieu fees paid by new development (these fees have not been enacted yet).

Time period-based pricing for on street parking is intended to encourage commuters and residents to use the shared parking lots (which will transition to structures) and allow the most convenient on-street spaces to be available for short term use. Rates for surface lots and garages must be high enough to make alternative modes of transportation competitive and encourage walking, biking, ride share, and transit trips, yet not so high as to push parking on to local and nearby streets. A special event rate is in effect on dates of Rivercats home games, so that the City's lot and on street metered parking are costlier than the Rivercat's managed parking lots.

ANALYSIS

While the new parking program is intended to create a management tool that mirrors those of Downtown Sacramento's urban core and Midtown areas, establishment of paid parking is just the beginning of what the City hopes will some day be a "parking enterprise" that includes more Bridge District public parking facilities. In addition, staff anticipates extending paid parking to portions of the Washington Neighborhood and Central Business District. Ultimately, revenues generated by a parking district should be able to support operating expenses and new capital investments.

A price-based approach to managing parking is key to accommodating projected growth in the areas targeted for dense urban development. The policy directive to construct at urban densities in the riverfront districts will require structured parking. Parking revenues are key to supporting the development costs, which particularly in the early phases of build out cannot be fully supported by the private sector.

The following shows the cash flow for the first 10-months of the City's parking fund:

Parking Fund Cash Flow – Total for 10 months

		June 2017-March 2018	Comment
Operating Revenues			
Parking permits		$ 86,270	Bridge District/Washington Neighborhood
Parking fines		$ 43,305	Rivercats Lease
Other revenue		$ 2,310	Net of contractor fees
	Subtotal:	**$129,575**	
Operating Expenses			
Administration		$ 8,119	Merchant fees
Maintenance		$ 16,331	Parking lot only
Utilities		$ 1,710	PG&E/Water
	Subtotal:	**$26,161**	
Operating Surplus/Deficit:		**$103,414**	

Environmental Considerations
The Bridge District Specific Plan Environmental Impact report was prepared in March 2009, circulated and certified by the City Council in November 2009.

Commission Recommendation
The Wilbur Smith Parking Program and Bridge District Specific Plan recommendations were presented to the Planning Commission in 2009 and were supported by the Commission.

Strategic Plan Integration
The Bridge District Parking Program supports Principal B Riverfront a Regional Destination, Principle C-Strong Diverse Local Economy and Principle E-Vibrant Neighborhoods.

Alternatives
Receive this report and provide comments related to the management and oversight of parking in the Bridge District.

Coordination and Review
This report was coordinated with the Finance and Public Works Department. The Policies discussed were developed by Economic Development and Community Development and are also provided in Development Agreements in the District.

Budget/Cost Impact
There is no funding impact of this report

ATTACHMENT
None

TRANSPORTATION, MOBILITY & INFRASTRUCTURE COMMISSION **AGENDA REPORT**

MEETING DATE: May 7, 2018	**ITEM # 4**
SUBJECT: **UPDATE ON THE PILOT ON-DEMAND RIDESHARE SERVICE**	
INITIATED OR REQUESTED BY: [ ] Commission [X] Staff [ ] Other	**REPORT COORDINATED OR PREPARED BY:** Sarah Strand, Assistant Transportation Planner Denix Anbiah, Director Public Works Department
ATTACHMENT [X] Yes [ ] No	[X] Information [ ] Direction [ ] Action

OBJECTIVE
The purpose of this report is to provide the Transportation, Mobility and Infrastructure (TMI) Commission an update on West Sacramento On-Demand Rideshare Pilot.

RECOMMENDED ACTION
Staff respectfully recommends that the TMI Commission receive the provided informational update on the Pilot On-Demand Rideshare service.

BACKGROUND
The Pilot On-Demand Rideshare service is an innovative public transportation model being tested by the City as an early action item of the broader Mobility Action Plan (MAP). On January 17, 2018, the City Council elected to award a contract to Nomad Transit LLC, a wholly-owned subsidiary of Via Transportation Inc., to assist with the planning, marketing, launch, operation, maintenance and performance evaluation of the service.

The Pilot will operate citywide for one (1) full year using a fleet of dedicated, co-branded Mercedes Benz Metris vans to provide on-demand share rides anywhere in the City for a flat fare. Ongoing performance monitoring and data collection will be leveraged to inform broader transportation planning considerations, including opportunities to optimize fixed route bus service and increase mobility for underserved communities. Throughout the life of the Pilot service, service parameters such as fares, hours of operation, or service area may be modified to better meet demands.

On January 17th, City Council directed staff to return monthly with project updates, including proposed service modifications, data on service performance and ridership, as well as higher-level policy considerations to ensure ample opportunity for Council members to provide input on the project. At the end of the one (1) year Pilot term, a final performance evaluation report will be compiled by the UC Berkeley Transportation Sustainability Research Center and will be presented for Council's consideration. City Council may elect to continue the service, contingent on performance and cost to sustain the program. As such, staff will provide ongoing project updates and opportunities for feedback at regularly scheduled TMI meetings, as well.

On March 5th, staff presented to the TMI Commission in advance of a City Council workshop to solicit feedback on key features of the service. Key feedback recorded by staff and conveyed to the City Council on the Pilot project included:

- Community partnerships could include promotions and outreach with Raley Field, Chambers of Commerce, BBCAN, River City High School, and State workers.
- Monitor demand and customer service to consider expanding Late-Night Service, Special Events Service, and/or consider expanding to one or more drop-off points in Downtown Sacramento during the Pilot to accommodate demand outside the City of West Sacramento.
- Option 2 "Bridge" branding was preferred by Commissioners that commented on the design, but expressed that the redundancy of two bridges in both the City logo and the large Bridge graphic should be avoided. As a result, the city logo "bridge" was removed, limiting the graphic in Option 2 to the larger "bridge" over the side-rear of the vehicle for City Council's consideration on March 21st.
    - Ensure that vehicle design conveys the message that the Pilot is a City endorsed and funded program.
- Continue exploring opportunities to link multi-modal trips (i.e. - add bike racks, partner with Bike Share).

- Make sure to do ample outreach to older adult community and consider translating materials to other languages (including Russian and Spanish) where feasible.

On March 21st, City Council approved the suite of service parameters proposed by staff for the launch of service on May 14, 2018. Since then, staff has been working closely with Via to take the steps necessary to deploy the service. The analysis below addresses action taken relating to TMI Commissioner feedback provided on March 5th, as well as work completed to date on the Pilot On-Demand Rideshare service.

ANALYSIS

Per Commissioner feedback, staff has taken the following actions to address their comments:

- Staff initiated contact with most community partners recommended by TMI Commissioners, including Raley Field, the Chambers of Commerce, BBCAN, and major employers. Staff is currently coordinating internally on the most appropriate approach to marketing to youth riders, given additional community concerns related to safety and security.
- Staff will continue to work closely with the Via team to monitor user feedback and report back on trends if demand becomes apparent for expanded service.
- Despite stated preference from the TMI Commission, the "Bridge" branding option for the vehicles was not recommended to City Council by staff because it would need to eliminate the Tower Bridge graphic from the City's logo to avoid redundancy (as pointed out by the TMI Commissioners) which resulted in the service appearing less official. Following internal consultation with other City departments, Staff ultimately recommended the Golden "Swoosh" branding design, which was approved by City Council.
    - There was consensus among staff that the recommended design is eye-catching, yet retains the official City logo signaling to users that the service is a public transportation option supported by City funds, which was also emphasized as an important message by the TMI Commission.
- Staff is continuing to explore opportunities to encourage linked multi-modal trips.
- A small group of key stakeholders were convened in April to discuss a Comprehensive Senior Outreach strategy, including representation from AARP and BBCAN to ensure that sufficient outreach is done with the older adult community. Materials will be translated, where feasible.

The Pilot is currently in Phase 1. This phase is focused on establishing the new service on the ground in West Sacramento, including the localization and customization of Via's proprietary technology allowing it to operate on the local roadway network. This phase also includes coordinated outreach to key businesses and stakeholders, driver acquisition, procurement of Wheelchair Accessible Vehicle (WAV) services, vehicle delivery and branding, and preliminary development of a comprehensive marketing plan.

Significant progress has been made by the project team to prepare for the May 14th Launch event. Attachment 1 provides an updated overview of the 2018 Council & Commission schedule for West Sacramento's Via On-Demand Rideshare Pilot, including key meetings and reporting milestones. This schedule is subject to minor deviations and/or additional direction from the City Council. Staff will continue returning regularly to provide project updates and allow for additional opportunities to workshop potential policy implications of the service in greater depths as data from the operational Pilot service is available.

Recruitment of Drivers & Local Field Manager

In mid-April, a driver recruitment webpage and job-listings were posted by Via. Driver recruitment, selection and on-boarding continued through the month of April and into early May. Per state regulations and as contractually bound, background checks and screenings are conducted for all driver partners. In addition, the Via team hired a full-time Local Field Manager to manage the drivers and day-to-day operations of West Sacramento's service. The project team met with the California Fuel Cell Partnership on April 27, 2018, to discuss an agreement to store the Metris fleet in their secure facility at 3300 Industrial Boulevard for a nominal fee. The parking facility has an existing automatic gate entrance, lighting, ample parking capacity, and a security camera. An additional benefit is high-visibility of the parked vehicles from Highway 80, which will support marketing efforts. The agreement would also provide office space for Via's full-time Local Field Manager.

Fleet Vehicles & Wheelchair Accessible Service

The Metris fleet was delivered the week of April 23rd and began getting wrapped with the approved co-branding the same week. The vehicles were also outfitted with all necessary software and hardware required for drivers to operate on the Via platform. Staff coordinated with Via to help inform the technology localization & back-end systems setup by reviewing and providing feedback on neighborhood zones that will be utilized for reporting on the technology platform. The zones will be adapted as demand is collected and will be used to disaggregate demand data into more granular sections of the City and will inform supply-side decision made by the Via team

as demand patterns emerge over time. The Via team will be conducting field tests with the vans through early May up to the day of launch.

Under the terms of this contract, Via was committed to developing a solution to accommodate people in wheelchairs. Although a subcontract with Yellow Cab had been presented as a likely option early on, staff strongly advocated for the Via team to explore the feasibility of retrofitting one of the Metris vans, instead. As a result, the Via team was able to promote the concept to their strategic partner, Mercedes Benz, who agreed to retrofit one of the donated Metris vans to be wheelchair accessible. This means that WAV users will now receive a similar experience when catching a ride on the Via/West Sac On-Demand platform as other users. The retrofitted WAV Metris will be delivered at the beginning of June. Staff will be closely monitoring the demand for WAV rides and will provide reports on usage data to the TMI Commission post-launch.

Lastly, Via submitted an application to the Electrify America program requesting funds to purchase additional electric vehicles to deploy as part of the West Sacramento On-Demand fleet. As of the end of April, an announcement has not been made regarding funding awards.

Marketing, Outreach & Events

A draft marketing plan was developed by Via outlining a broad framework for the types of outreach proposed for the pre- and post- launch phases. Staff is working on developing a more comprehensive marketing plan that will include targeted outreach to the business community and major employers, a robust online and social media presence, and hands-on education and encouragement events with the senior community. A suite of marketing collateral is being developed collaboratively to create a "toolkit" of messaging and graphics that can be shared with businesses and other local agencies or organizations who are able to help spread the word on the service to their communities (i.e. CalSTRS, Chamber, BBCAN, etc.). Promotional flyers, how-to videos, FAQs, and other ad-based marketing will be more heavily deployed after the service is launched so that potential users are able to download and try the service out immediately after hearing about it. Webpages will be available on both the City's and Via's website by the time the service is launched.

Staff began coordinating with the Economic Development Team to identify major employers for outreach. In addition, the Chamber of Commerce has requested that staff present on the service at one of their monthly luncheons. The December edition of the Chamber's magazine will be focused on Transportation, and will likely feature the new service, as well. Early conversations with Raley Field, who was considered a prime promotional opportunity, have revealed that Lyft already has an exclusive sponsorship deal precluding the City's Via On-Demand service from being promoted at the stadium. However, a Raley Field representative stated that other partnership opportunities may still exist, which staff will further explore.

Separately, a small group of stakeholders was convened to discuss a Senior Outreach Strategy, including staff from the City Manager's Office and representatives from BBCAN and AARP. AARP will be sending information about the service out to all West Sacramento members by email, and will also promote the service on their Facebook page. BBCAN will be helping staff to raise awareness and educate community members about how to use the service, as well.

Staff has continued ongoing coordination with YCTD to develop a promotions strategy that encourages user of the new Pilot service to transfer to Yolobus when it makes sense. A limited number of vouchers providing a free bus ride will be available to anyone who takes a ride on the Via/West Sac On-Demand service. In addition, staff has been coordinating with YCTD to identify advertisement space at various bus stop locations. Ads of various sizes will be located at bus stops throughout the City, as well as at the Transit Center. Staff will continue to coordinate with Yolobus to track impacts of the voucher program and consider additional partnership opportunities.

Staff also attended multiple events to begin spreading the word about the Pilot service, including Earth Day (April 21st), the State of the City Address (May 3rd), and the Senior Resource Fair (May 4th). Staff will continue to leverage existing events over the next year as opportunities to promote the new service.

Launch Event

A major press event will be held at 10:00 a.m. on Monday, May 14th, at the corner of Riverfront Street and Ballpark Drive, to kick-off West Sacramento's Via On-Demand rideshare service. Mayor Cabaldon will speak along with project partners from Via and SACOG (to be confirmed). Demonstration rides will be available in the new Metris fleet along Riverfront Street. Along with major news outlets, the City Council, Commissioners, and partners from around the region are invited to celebrate the debut of the City's new public transportation service, including YCTD, UC Berkeley, BBCAN, AARP, Los Rios Community College, Chamber of Commerce, and others.

At launch, rides will be available citywide for $3.50 a seat, but with slightly limited hours, operating Monday through Friday, 7:00 a.m. to 7:00 p.m. and Saturdays from 9:00 a.m. to 7:00 p.m. to start. The service is not proposed to operate on Sundays and Holidays at this time. Based on experience in other cities, the Via team hypothesizes that demand will be greatest during weekday commuting hours, but will retain the flexibility to modify hours of operation to be highly demand responsive. By late June, the project team anticipates expanding service hours to Monday through Friday from 7:00 a.m. to 10:00 p.m., and Saturday from 9:00 a.m. to 10:00 p.m. However, these may be modified based on actual demand and user feedback during the first month or two of service, or to accommodate additional City direction.

Challenges/Barriers
Mercedes Benz informed the Via team that the delivery of the WAV retro-fitted Metris van will be delayed until June 1, 2018. This means that wheelchair accessible rides will not be available for approximately the first two (2) weeks of service. Staff met with key advocates for senior and mobility limited residents to discuss this minor set-back, including representatives from AARP and BBCAN to consider whether an interim WAV solution would be required during the 2 week delay. Potential solutions that were considered included pursuing a subcontract with Yellow Cab to provide subsidized rides at the same price as the Pilot service, or to try and locate an acceptable vehicle available for a short term rental. However, due to concerns about the time and complexity involved with executing a subcontract, and insurance and liability issues with using a rented vehicle to provide a service, a consensus decision was reached to not provide WAV rides until the retrofitted Metris arrives. Senior advocates advised staff to clearly communicate this delay in marketing and outreach. Additional outreach will be done to announce the availability of WAV rides when the vehicle arrives in June.

Overview of Ridership Data, Trends & Customer Feedback
Not applicable at this time.

Proposed/Implemented Service Modifications
Not applicable at this time.

Environmental Considerations
On January 17, 2018, the City Council approved a Categorical Exemption for this project under Class 6, Guidelines Section 15306 (Information Collection) of CEQA since the Pilot will focus on data collection, research and evaluation activities which do not result in a serious or major disturbance to an environmental resource and will inform the City's consideration of approving and funding the service for additional years. A Notice of Exemption has been submitted to the County Clerk's Office.

Strategic Plan Integration
This project advances the Strategic Plan Management Agenda item, "Mobility Action Plan."

Alternatives
1) Accept this informational item about the Pilot On-Demand Rideshare service.
2) Elect not to accept this informational item at this time and postpone to a subsequent meeting.

Coordination and Review
This report was prepared by the Traffic and Transportation Division of the Public Works Department in coordination with the Via Transportation, Inc. project team. Marketing and outreach strategies have been developed in coordination with the Communications and Media Division of the City Manager's Office.

Budget/Cost Impact
This project has an approved budget of $749,000 funded by a $149,999 SACOG TDM Innovation Grant and a Council allocation of $599,001 from using local Transportation Development Act (TDA) funds [a combination of State Transit Assistance (STA) and Local Transportation Funds (LTF)]. No additional budget impact is associated with this informational update.

ATTACHMENT(S)
1) Updated 2018 Council & Commission Schedule Overview – On-Demand Rideshare Pilot

2018 COUNCIL & COMMISSION SCHEDULE OVERVIEW
WEST SACRAMENTO ON-DEMAND RIDESHARE PILOT

PROJECT PHASE	STARTING	ENDING
CONTRACTING & NEGOTIATIONS	10/01/2017	01/05/2018
CITY CONTRACT EXECUTED	01/08/2018	01/17/2018
SACOG GRANT AGMNT	12/05/2017	02/23/2018
PHASE 1 PRELIMINARY WORK	02/13/2018	05/13/2018
PHASE 2 INITIAL LAUNCH*	05/14/2018	06/15/2018
PHASE 3 FULL LAUNCH**	06/25/2018	05/14/2019

REPORTING MILESTONES	TMI	COUNCIL
QUARTERLY REPORT #1	09/10/2018	09/19/2018
QUARTERLY REPORT #2	12/2018	12/05/2018
QUARTERLY REPORT #3	03/2019	03/2019
FINAL PERFORMANCE REPORT	08/2019	08/2019

TMI Commission Meeting

Council Meeting (Regular Update)

Council Meeting (Workshop)

JANUARY						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

City Holidays/Closures

**Initial Launch will operate with slightly limited hours*

***Full Launch will have more expanded hours*

ATTACHMENT 1