



Source: Public Works *Joh*

Agenda Item No: REP 72-13

To: City Council
From: City Manager and Staff *MM*

Council Meeting Date: May 20, 2013

Re: Authorizing Free FastCAT Service and Temporary Route Alterations to Promote and Market the FastCAT Route during the Art in the Park Festival

EXECUTIVE SUMMARY:

Staff has prepared for Council consideration a report authorizing Columbia Transit to offer free rides on FastCAT during the Art in the Park Festival to be held on June 1st and 2nd, as well as make temporary route alterations during this weekend.

DISCUSSION:

Staff has received a request to provide free rides during the Art in the Park Festival on June 1-2, 2013, along with temporary route changes as indicated on the attached map. The free rides would promote the FastCAT route and its features; including fast, convenient service, and GPS tracking via web and mobile applications. This would be similar in nature to the promotion conducted during the True/False Film Festival in February 2013. However, the primary difference between the two events is cost. The True/False event occurred during the academic school year, and as such there were no additional costs as one bus on the route was simply deviating from the normal routing.

For the Art In the Park festival, the FastCAT route is on an academic break schedule. This means that only one bus operates on Saturdays, and there is no service on Sundays. In order to accommodate this event, Transit would need to add a bus on Saturday and Sunday to accommodate the deviation, and not displace regular riders. The cost to provide service for the two days would be \$469.

FISCAL IMPACT:

The expense to operate the route would be \$469. As far as fare revenue, the fiscal impact is unknown since there is no baseline for service for this time frame; however, the impact is expected to be negligible. Pass sales would not be negatively impacted by this event.

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

Expand the public transit system, and identify and fill in existing gaps in that system to include longer hours of service, more frequent service, and greater coverage of the city

SUGGESTED COUNCIL ACTIONS:

If Council is willing to approve the request for free rides during the Art in the Park Festival, direct staff to market the proposed "free service" period and temporary route adjustment.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?	No	Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	Yes
One Time	\$469.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	13.4.4
Operating/ Ongoing	\$0.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	

Art in the Park

Festival Dates: Saturday, June 1, 2013 • 10am-5pm
Sunday, June 2, 2013 • 10am-4pm

FastCAT will arrive at the stop every 30 minutes on the hour and half hour.

