

COUNCIL AGENDA: MAY 7, 2013

SUBJECT: AUTHORIZE STAFF TO OPERATE SHUTTLE SERVICE TO THE PORTERVILLE FAIR

SOURCE: Public Works Department - Transit

COMMENT: In May 2011, the Porterville Fair opened in its new location, located on Teapot Dome west of the airport. Currently, Porterville Transit does not operate in this area and in an effort to improve mobility options and reduce congestion, Council authorized staff to operate a shuttle route from the downtown Transit Center to the Porterville Fairgrounds each year since opening.

Last year, the transit division operated a shuttle for two days, Friday and Saturday, and transported a total of 66 passengers. This year, staff is requesting authorization to operate the shuttle route from the downtown Transit Center to the Porterville Fairgrounds for five days, May 15 - 19, 2013, to allow the general public access to events throughout the week.

The Porterville Fair shuttle would operate during normal operating hours, beginning Wednesday, May 15 from 7:00 a.m. to 7:00 p.m. and Saturday from 9:00 a.m. to 5:00 p.m. (no Sunday Transit services). The Porterville Fair Shuttle would operate every 40 minutes from the Transit Center.

Staff estimates that the shuttle service will cost approximately \$1,800 to operate this route for the five days. Porterville Transit will charge its normal passenger rate of \$1.50 to help offset the cost of operations.

RECOMMENDATION: That City Council authorize staff to operate one (1) shuttle bus to the Porterville Fairgrounds.

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