

**STAFF REPORT
City of Lancaster**

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04/24/12
MVB

Date: April 24, 2012

To: Mayor Parris and City Council Members

From: Brenda Gamlowski, Management Analyst II

Subject: **Appropriate Prop. A Funds for Demonstration BLVD Shuttle Project**

Recommendation:

Appropriate \$30,000.00 of Proposition A funding to Account No. 207-4714-271 for a Demonstration BLVD Shuttle Project and authorize staff to sign a contract with Antelope Valley Airport Express to provide this service.

Fiscal Impact:

The City intends to spend up to \$30,000.00 of Proposition A funding for a demonstration BLVD Shuttle Project. The City has already received approval from the Metropolitan Transportation Authority to use Proposition A funds for this purpose.

Summary:

The City would like to demonstrate the effect of offering a complimentary shuttle service from Destination Lancaster hotels to the BLVD. Hotel guests will be provided a comfortable and convenient ride, free of charge, to Antelope Valley's newest destination where they can shop, dine, and enjoy Lancaster's hot spots and entertainment. When they have had their fill, they can then return on the shuttle to their hotel safely and conveniently. This program is yet another creative effort to entice visitors to the area, expand Lancaster's tax base and bolster local business.

A Request for Proposal was conducted last year for a BLVD trolley/shuttle service. Since then, staff has worked with both Antelope Valley Transit Authority (AVTA) and Antelope Valley Airport Express. While AVTA can provide this service, it is at a much higher rate than Antelope Valley Airport Express. Staff recommends Antelope Valley Airport Express since they offer similar door to door services and are able to provide this service for a much reduced rate.

After consulting with hotel managers to determine the best timing for this demonstration and the best hours to accommodate their guests, the following schedule has been established. The demonstration shuttle service will begin the first weekend in May and end July 15th operating Tuesday through Friday, 6pm until 11pm and Saturday from 11am until 11pm. This will capture three weekends of Soccer tournament guests in May, the first few months of the summer concert series on the BLVD, and some families on summer vacations. The hours of operation during the week will also accommodate the after hours business crowds that use our hotels year round.

Staff will continue to work with Antelope Valley Airport Express, the Destination Lancaster hotels and the BLVD businesses throughout this project for marketing and to ensure a successful demonstration.