



**DATE:** August 25, 2017  
**TO:** Board of Directors  
**FROM:** Barrow Emerson, Planning and Development Manager  
**SUBJECT: CONSIDERATION OF ISSUING TWO FORMAL REQUESTS FOR PROPOSALS FOR A DOWNTOWN SANTA CRUZ TRANSIT OPERATIONS ANALYSIS AND PACIFIC STATION RECONFIGURATION LAYOUT CONCEPTS**

## **I. RECOMMENDED ACTION**

**That the Board of Directors authorize the Purchasing Manager to issue two formal Requests for Proposals for a Downtown Santa Cruz Transit Operations Analysis and Pacific Station Reconfiguration Layout Concepts**

## **II. SUMMARY**

- The Santa Cruz Metropolitan Transit District (METRO) requires the services of transportation operations and planning consultants and facility layout designers to prepare an analysis of METRO downtown Santa Cruz operations and to prepare layout concepts for reconfigurations of Pacific Station.
- These two planning exercises will provide valuable input to the ongoing METRO and City of Santa Cruz (City) planning for the future of METRO operations in downtown Santa Cruz.
- Staff is recommending the issuance of two formal Requests for Proposals for a Downtown Santa Cruz Transit Operations Analysis and Pacific Station Reconfiguration Layout Concepts.
- The Capital Projects Committee recommends that the City of Santa Cruz contribute 50 percent (\$25,000) of the cost of the METRO downtown Santa Cruz Operations Analysis. METRO will fund the \$30,000 for the cost of the layout concepts for the reconfigurations of Pacific Station from its Federal Transit Administration (FTA) grant.

## **III. DISCUSSION/BACKGROUND**

METRO and the City of Santa Cruz have been working together since 2001 to identify the best long term plan for METRO operations in downtown Santa Cruz including both services and facilities.

Redevelopment of the Pacific Station site has been discussed as there are rehabilitation activities under consideration by METRO and there are City interests in urban revitalization in downtown Santa Cruz. As part of this planning,

METRO would like to have alternative layout concepts prepared for Pacific Station. These would include adjacent property under the control of the City of Santa Cruz and evaluate the feasibility of current and future Operations requirements.

The goal of these layout concepts is to determine how many bus bays and their circulation network along with supporting METRO services (including Customer Services, Bus Operator break room, Security office and other services) can be fit on the site under various layout concepts.

METRO is also interested in the efficient operation of the bus system in downtown. An analysis of our operating protocols could identify opportunities for operating efficiencies and improved customer convenience. Among the topics to be analyzed are:

- Are there other efficient and effective ways to distribute downtown bus bays other than in a hub in a service oriented, cost-effective manner?
- Are METRO's assumptions for current and future bay requirements relatively accurate? This question also includes the potential opportunities presented by the introduction of Automatic Vehicle Locator (AVL) technology in terms of reducing bus bay requirements and enhancing customer convenience.

Part of this analysis will be consideration of recent technology advances in operating fleet management and customer communications, including real time bus arrival information. METRO has identified a number of features of our current operating protocol which it would like analyzed in the context of how these features are performed at other transit districts around the country.

Staff is recommending the issuance of two formal Requests for Proposals for a Downtown Santa Cruz Transit Operations Analysis and Pacific Station Reconfiguration Layout Concepts.

It is planned that over the six-month project duration, the METRO Capital Projects Standing Committee will receive interim status reports as the work progresses culminating with formal presentations of the final product to the full METRO Board and the Santa Cruz City Council.

At the August 15<sup>th</sup> Capital Projects Standing Committee meeting, the Committee recommended that the City of Santa Cruz contribute 50 percent (\$25,000) of the cost of the METRO downtown Santa Cruz operations analysis.

METRO will fund the \$30,000 for the cost of the layout concepts for the reconfiguration of Pacific Station from its Federal Transit Administration (FTA) grant.

#### IV. FINANCIAL CONSIDERATIONS/IMPACT

##### History of Pacific Station Financial Expenditures

Provided in Table 1 is the financial history of expenditures on the downtown METRO Pacific Station.

Table 1

Pacific Station	Bus Bays	METRO	State	Federal	Total
New Transit Center	14				
Property acquisition (1980)		182,822	808,224		991,046
Construction (1984)		546,382	1,779,905		2,326,287
Greyhound Property (2010)	11				
Land/improvements		85,575	884,000	1,457,667	2,427,242
Environmental remediation		125,000	375,000		500,000
Transit Center Transit Oriented Development					
Design concepts (2013-16) *		182,636		**730,544	913,180
				<b>Total</b>	<b>7,157,755</b>
* Excludes METRO and City labor costs					
** FTA 5309					

METRO acquired the original 912 and 920 Pacific Avenue parcels in the 1980 for \$991,046 and constructed the current station (bus tarmac and building) in 1984 for approximately \$2.3 million. After years of leasing bus bays from Greyhound, in 2010 METRO purchased the property for approximately \$2.4 million.

Between 2013 and 2016 METRO, in conjunction with the City of Santa Cruz, \$913,180 was spent creating development concepts. The result of this work was a concept that included residential, parking, commercial, and retail space stacked over a bus station. The cost estimate for building this concept was approximately \$100,000,000, including a \$20,000,000 METRO cost for the bus facility. The \$100,000,000 cost was beyond market value and grant opportunities were limited, with typical local match requirements beyond METRO's capacity as well.

This action will authorize the initiation of a procurement estimated to result in two contracts with a total value of approximately \$80,000 over their anticipated six month life.

The \$50,000 in funding for the analysis of downtown Santa Cruz bus operations does not qualify for use of either the Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) or FTA 5309 funding and will be shared equally with the City of Santa Cruz, with METRO's \$25,000 share coming from the Planning Department Professional/ Technical Services (503031) budget .

The layout concepts to be developed for a reconfigured Pacific Station will be funded with \$30,000 from the METRO FTA 5309 grant within the FY18 Capital Budget.

If there are further required consultant activities, the two parities will continue to share the costs.

## **V. ALTERNATIVES CONSIDERED**

If METRO does not pursue these consultant engagements, METRO would not be able to use the information requested to make important decisions about the future of METRO operations in downtown Santa Cruz. This alternative is not recommended.

## **VI. ATTACHMENTS**

**Attachment A:** Scope of Work for Pacific Station Reconfiguration of Bus Bays and Ancillary Facilities Layout Concepts

**Attachment B:** Scope of Work for Downtown Santa Cruz Transit Operations Analysis

Prepared By: Barrow Emerson, Planning & Development Manager