

Date: September 10, 2009

Subject: Mid-Day Contra Costa Centre-Pleasant Hill Pilot Shuttle

Summary: As you may remember, TRANSPAC previously approved allocation of the 2009/10 TRANSPAC/TRANSPLAN Measure J Commute Alternatives funding in November 2009. 511 Contra Costa staff is proposing to use some of these funds to support a mid-day shuttle van service from the Contra Costa Centre area to two shopping locations in downtown Pleasant Hill.

The collaborative proposal includes:

- The new shuttle route would use an existing Centre van which is currently not used mid-day. It would make four trips between the hours of 10:30 a.m. and 2:30 p.m., three days per week, from October through December.
- 511 Contra Costa would pay for the gas and the driver's time (estimated to be \$12,000-\$13,000)
- The Centre would provide the van and the insurance
- City of Pleasant Hill merchants would offer discounts to encourage Centre employees to enjoy its downtown during the lunch hour(s), using the shuttle instead of their personal cars for mid-day errands.

Recommendation: Concur with the use of TRANSPAC/TRANSPLAN Measure J Commute Alternative funds of up to \$13,000 in support of this pilot shuttle project. Should this service prove to be successful, TFCA or other funds would be sought to provide service in 2010.

Background:

Over the last several months 511 Contra Costa staff has been working collaboratively with the City of Pleasant Hill to determine how to attract more employees from the Pleasant Hill BART station area to the Crescent Drive area of downtown Pleasant Hill for lunch and to shop mid-day. At this same time, Contra Costa Centre was exploring ways of providing mid-day shuttle service from the Centre to the Kohl's shopping area in Pleasant Hill. (Historically the Centre has run a successful private mid-day shuttle to the Countrywood shopping center in Walnut Creek. That shuttle service would continue.)

Among other options explored was County Connection service from the Centre to the two shopping locations. County Connection service unfortunately does not run often enough, (one hour headways mid-day), nor with as many stops as desired at the Centre or at the City's shopping areas.

511 CC met with staff from the City and the Centre to determine whether there might be a way to arrange for mid-day service which would serve both the Kohl's shopping area and the Crescent Drive area of downtown Pleasant Hill from the Centre. This service would provide downtown access to BART commuters working at the Centre, while also offering those who drive to the Centre in cars a "greener" option of getting downtown.

Finally, this pilot project could provide valuable information to the pending Caltrans grant to conduct a feasibility study for permanent service to the City's downtown.