

STAFF REPORT



MEETING DATE:	June 19, 2018
SUBJECT:	Whiskeytown Beach Bus Update and Direction to Staff
AGENDA ITEM:	5-9
STAFF CONTACT:	Keith Williams, AICP, Associate Transportation Planner

STAFF RECOMMENDATION:

It is recommended that the Board of Directors receive an update on the Whiskeytown Beach Bus service and provide additional direction to staff in light of new park entry fee requirements for bus patrons.

DISCUSSION:

SRTA and RABA staff postponed launching the 2018 Beach Bus to Whiskeytown National Recreation Area (Whiskeytown) so that the three agencies may find a way to accommodate new entrance fee requirements for individuals entering the Recreation Area by public transportation, bicycle, or on foot. One of the main benefits of the Beach Bus is its affordability, so that residents of all income levels may enjoy access to nearby wilderness and water recreation opportunities. New entry fee requirements will discourage use of both the Beach Bus and the park. More specifically, the Whiskeytown Park fee structure makes it cheaper for multiple people to arrive by a private car instead of a public bus. Cars are charged a flat rate of \$20 whereas the Beach Bus will be charged \$10 for each individual.

To minimize the cost and encourage more riders, SRTA staff recommends the following approach:

1. Passengers who purchase a \$10 entrance fee for the week receive a \$0.75 discount for each Beach Bus ride that week.
2. Passengers who purchase a \$40 annual Whiskeytown pass or \$80 Interagency (Parks) pass ride the Beach Bus cost-free for the 2018 season and enjoy 12 months of access to Whiskeytown and Lassen National Parks and all National Parks respectively.

While this approach reduces fare revenue, discounted and complimentary rides to Whiskeytown with the purchase of park passes gives the public a reason to try the Beach Bus, much like the method used for RABA's Crosstown Express.

OTHER AGENCY INVOLVEMENT:

SRTA, RABA, and Whiskeytown staff coordinated on potential solutions to offer the Beach Bus service.

FISCAL IMPACT:

Fare revenue for the Beach Bus in 2017 totaled \$1,080, while the service cost totaled \$20,216. Free and reduced fares are projected to have an impact of about \$1,000; however, because the service has been delayed, the project can still proceed within the \$25,000 budget allocated by the board for the summer season.

A blue ink signature, appearing to read "D. Little", is written over a horizontal line.

Daniel S. Little, AICP, Executive Director

Attachment: Beach Bus Savings

Beach Bus Savings with Purchase of \$40 Annual Park Pass (Valid for up to four people in party)

	1 Whiskey visit/week	1 Whiskey visit/week for 4 Weeks	1 Whiskey visit/week for 8 Weeks	1 Whiskey visit/week for 13 Weeks
RABA one-way trips	2	8	16	26
RABA fare (\$1.50) for one person	\$ 3	\$ 12	\$ 24	\$ 39
Fares for two people	\$ 6	\$ 24	\$ 48	\$ 78
Fares for three people	\$ 9	\$ 36	\$ 72	\$ 117