



Rose Bowl Operating Company

July 15, 2010

TO: Rose Bowl Operating Company
FROM: Darryl Dunn, General Manager
SUBJECT: Foothill Transit Event Shuttle Bus Service Agreement

RECOMMENDATION:

It is recommended that the Rose Bowl Operating Company (RBOC):

1. Authorize the General Manager to enter into an agreement with Foothill Transit to provide buses and drivers to transport patrons to and from the Parsons Corporation parking lot, and other parking locations as may be designated by the General Manager, to the Rose Bowl Stadium for Major Events. The selection was made as a result of a recent competitive selection process. Competitive bidding was not required pursuant to City Charter section 1002(H), contracts with other governmental entities or their contractors for labor, material, supplies or services; and
2. Find that the proposed agreement with Foothill Transit to provide shuttle service for the Rose Bowl Stadium is exempt from the California Environmental Quality Act (CEQA per Section 15301, Existing Facilities).

BACKGROUND:

On August 5, 2004, Foothill Transit was awarded a three-year contract to provide shuttle bus service for Rose Bowl events and several annual extensions were granted concluding with the recent agreement expiration on June 30, 2010.

Shuttle bus service to and from the Rose Bowl Stadium is required for UCLA Football Games and for the annual Rose Bowl Game. This season, the Rose Bowl Stadium will host six UCLA football games from September to December, along with the annual Rose Bowl Game on January 1, 2011.

On June 23, 2010 a Request for Proposals (RFP) for Event Shuttle Service was published in the Star News, and on the RBOC and City Websites. RFP packets were sent directly to seven firms. Pursuant to Federal Regulations 49 CFR section 604.9 a charter provider

who is a recipient of federal funding may provide charter service on its own initiative, or at the request of a third party, if no registered charter provider responds to the recipient's notice for the requested service within 14 calendar days for charter service requested to be provided in 30 days or more. Proposals were required to be submitted no later than noon on July 9, 2010. One addendum was issued on July 6, 2010, clarifying that the types of vehicles used must comply with Pasadena Municipal Code section 3.32.300, requiring the RBOC to use clean air, non diesel buses for its contracted shuttle services to the maximum extent permitted by law. One service provider, Transit Systems Unlimited, responded to the notice; however, they withdrew their bid on the basis that their company could not provide the required level of service. Foothill Transit, the shuttle service incumbent, submitted a proposal to provide the service at the conclusion of the notice period.

It is recommended that the RBOC authorize the General Manager to enter into an agreement with Foothill Transit for a proposed term of five years with two one-year extensions at the discretion of the General Manager. Under the proposed agreement, all vehicles provided will be 2002 or newer model year, 40-foot Compressed Natural Gas (CNG) transit buses, able to carry 41 seated passengers. Fifty transit buses, on average, are required for each of the Major Events. All buses will be ADA compliant.

ENVIRONMENTAL REVIEW:

The proposed agreement has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt pursuant to Section 15301, Existing Facilities. This exemption allows for the permitting, maintenance, licensing, etc. of facilities where there is negligible or no expansion of the use. The agreement will not change the number or types of events or the location of parking. There is no change in the shuttle operations that result in new construction or an expansion of the Rose Bowl use.

FISCAL IMPACT:

Based on a sample cost matrix of seven (7) UCLA games per season, the fiscal impact would be approximately \$177,000 per season before UCLA's 50% reimbursement of the total (\$88,500) for a net cost to the RBOC of approximately \$85,000 annually. The Rose Bowl will also be holding an international soccer match on August 7, 2010, which will require shuttle service, at a cost to the RBOC of approximately \$28,000. Additional costs may be incurred in the event that the Rose Bowl holds a Major Event not yet scheduled that requires shuttle service. Any fee increases during the agreement will be based on cost of fuel and/or CPI increases.

Respectfully submitted,

Darryl Dunn
General Manager