

Agenda Item: 4.b

Meeting Date: July 12, 2022

MEMORANDUM

To: City Commission

Date: 2022-06-24

From: George Kinney

Subject: Update and discussion related to the Downtown Looper Business Plan Initiative (BPI)

Presenter(s): George Kinney and Jennifer Bramley

Recommend: Informational with Commission feedback/direction

Epic Goal(s): Epic! Goal 1. Create a vibrant, cultural experience that touches the lives of our community and visitors.

Boards & Committees: N/A

Budget Impact: See Attached BPI with description

Past Action: The Looper BPI was initially included in the FY 22 City budget as an unfunded initiative

Next Action: Budget adoption and Request for Proposal

Attachments: [A. FY23 BPI - Looper](#),

Background: The City anticipates working with a transportation provider in an effort to address mobility issues and alleviate parking and traffic concerns. Specifically, the City intends to initiate a downtown looper service or services. This plan initiative assumes a first year 6-month pilot project fully funded by ARPA funding. Successive years show anticipated reductions assuming sponsorships are acquired and the pilot is successful. The pilot planning effort

would provide for a fixed-route loop combined with on-demand vehicles and including ADA-accessible vehicle(s). Pilot surveys and app data would be analyzed to assure the most optimum service and routes should a program be adopted long-term.

Program goals would include, but not be limited to, identifying the most efficient route(s) and desired headways, refining long-term operational costs, identifying partnership and funding opportunities, and estimating income and expenses.