

CITY OF DANA POINT
AGENDA REPORT

Reviewed By:	
DH	___
CM	_x_
CA	___

DATE: MAY 26, 2004

TO: CITY MANAGER/HONORABLE MAYOR AND CITY COUNCIL

FROM: KEVIN EVANS, RECREATION MANAGER

**SUBJECT: REQUEST FUND SUPPORT TO UNDERWRITE THE COST OF
THE SHUTTLE SERVICE OPERATION DURING THE 4th OF
JULY FIREWORKS EVENT**

RECOMMENDED ACTION:

That the City Council approve the request from the Dana Point Harbor Association to provide funding in the amount of \$7,500 cost to provide additional shuttle service for the 2004 Fourth of July Fireworks event.

ISSUES:

On May 14, 2004, a letter was received from the Dana Point Harbor Association (DPHA) notifying the City that the Association would not be able to provide the funds to sponsor the shuttle service for the 2004 Fourth of July Fireworks event. The DPHA submitted a request to the City to provide \$7,500 cover the cost of nine shuttle buses and a security service from 10 a.m. to 12:00 a.m. on Sunday July 4, 2004.

BACKGROUND:

For the past fifteen years, the City of Dana Point has sponsored a Fourth of July aerial show for residents and visitors to enjoy. As a result of the event's success, over 150,000 people travel to the City to view the extravaganza. With the growing number of attendees, the City works in a collaborative effort with local organizations to maximize attendance and insure public safety.

Since 1996, the DPHA has coordinated a shuttle service to help move visitors around the harbor in a safe and organized manner. In 1999, the DPHA expanded the service to include the pick-up and drop-off at Dana Hills High School. As part of the DPHA's contribution to the fireworks event, the cost for the shuttle buses and the administrative costs were underwritten by the association. From 1999, when three buses provided the necessary shuttle

assistance to visitors for the fireworks show, officials from the DPHA anticipate the need for nine buses, in staggered shifts, running from 10:00 a.m. to midnight.

With the early closure of the parking lots at Doheny State Beach and the harbor, it has been necessary to provide an alternate means of safe transportation to and from the event during the afternoon and evening hours. The shuttle service has provided a beneficial service to residents and guests of Dana Point for the 4th of July Fireworks Show. The shuttle service has evolved into a popular way to access the Harbor without having to fight traffic. From a public safety standpoint, the shuttle service relived a tremendous amount of congestion that would otherwise tax our Deputies that are providing traffic as well as crowd control.

DISCUSSION:

The Dana Point Fireworks show has grown to become the largest single-day event sponsored by the City. In order to maximize attendance and insure public safety, the City coordinates with the Orange County Sheriff's Department and local business associations to move safely over 150,000 visitors to and from the event. With the early closures of Doheny State Beach and Dana Point Harbor, residential neighborhoods become impacted from visitors looking for places to park that is within walking distance to the beach.

To meet the demand for alternative parking, the Dana Point Harbor Association sponsored a shuttle service program from Dana Hills High School to Harbor Drive. The program encourages visitors to park at the high school and ride the bus to and from the harbor. Since the programs inception, the demand for a shuttle service has tripled from two buses in 1990 to six in 2003. Officials from the Harbor Association are predicting a larger attendance crowd this year due to the three-day weekend with 4th of July falling on Sunday. To handle the anticipated impact of visitors to Dana Point, the Association has reserved eight buses to serve the public from 10:00 a.m. until midnight on the 4th of July. With the extended hours of operation, the increase in buses and the addition of a private security service, the Harbor Association anticipates a cost of \$7,500 to fund the shuttle service.

FISCAL IMPACT:

To fund this request, funds are available under the Non-Departmental, Reserve for Service Enhancement account.

ALTERNATIVE ACTION:

- 1) Other action as directed by City Council.

ACTION DOCUMENTS:

PAGE

None

SUPPORTING DOCUMENTS:

PAGE

None