



2025 Capitola Summer Shuttle Service

**City Council
May 8, 2025**

2025 Capitola Summer Shuttle Background



Free shuttle offers weekend and holiday service between the Village Parking Lot and Capitola Village



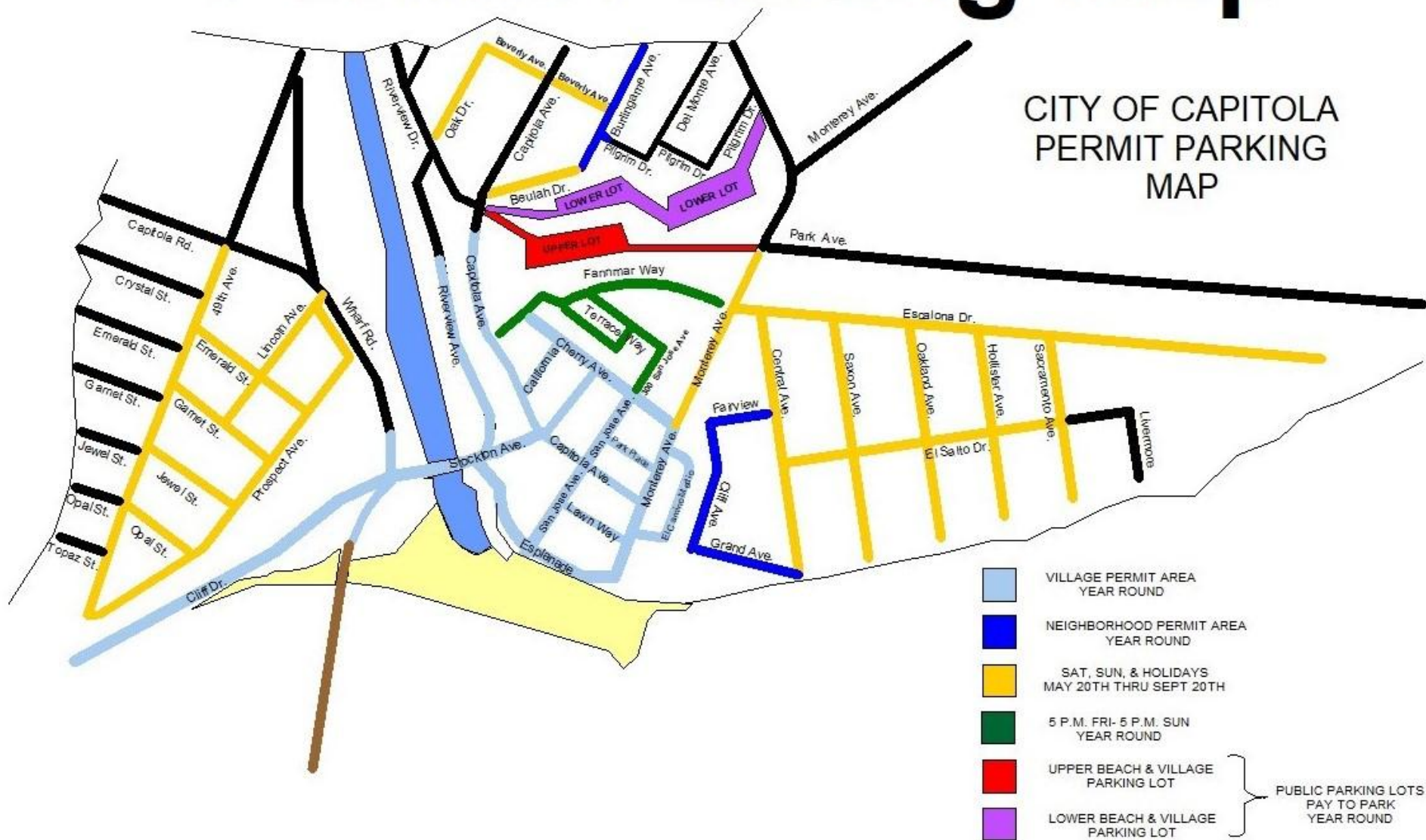
Required by Coastal Commission to maintain Neighborhood Parking Permit



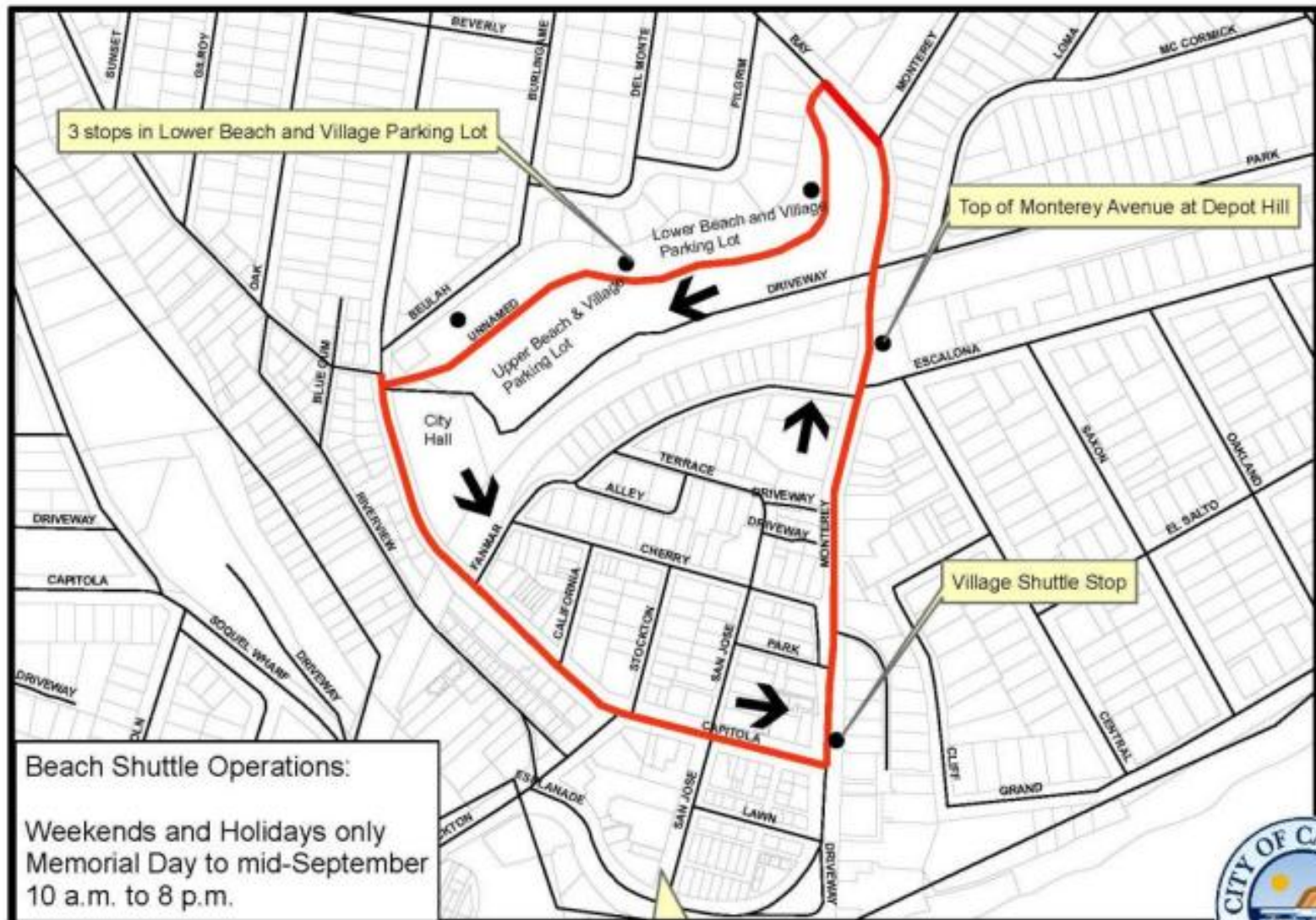
“Residential permit parking shall be in effect only during shuttle hours of operation... If shuttle service is suspended, the permit parking program shall also be suspended.”
— LCP Policy I.1.c.4–5



City Of Capitola Permit Parking Map



Beach Shuttle Route



Legend

- Shuttle Route selection
— Streets



2025 Capitola Summer Shuttle Procurement Process



MV Transportation

- Awarded multi-year contract in 2020
- Held a larger contract with MST in Seaside
- Gave notice in March 2025—no contract extension

2025 Solicitation

- Truncated timeline
- Proposals were solicited from local providers
- Limited vendors due to size, timeline, and capacity constraints
- Community Bridges submitted a qualified proposal

2025 Capitola Summer Shuttle

Community Bridges



Watsonville-based Nonprofit

- 50 years of experience
- Transportation and social services throughout Santa Cruz County



Lift Line Division

- Service for vulnerable populations
- Seasonal transit needs
- City of Santa Cruz special events



LIFT LINE

COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD



Providing 60,000 door-to-door rides a year to seniors and people with disabilities; allowing these Central Coast residents to maintain their health and independence through accessible transportation



Shuttle Signage

- **Shuttle Bus Signs**
 - Two 72" x 24" signs per vehicle
 - Text: "Capitola Shuttle"
- **Optional City Branding**
 - City may supply decals or skins for added visibility
 - Must be removable/reusable
- **Advertising**
 - Exterior ads currently on shuttles may remain
 - No interior ads



2025 Capitola Summer Shuttle

Fiscal Impact



Total Cost

- Estimated \$89,100 for 2025 season
- FY 24/25 and 25/26 DPW operating budget

Estimated Hours

- 390 for standard service
- 60 for special events
- Hourly Rate \$198 per shuttle
 - Covers all operational costs

Contract Extension

- Option to renew for additional season with a CPI rate adjustment

Recommendation

Authorize the City Manager to execute a one-year contract with Community Bridges for the 2025 Summer Shuttle Service in an amount not to exceed \$89,100, with an option to extend for one additional season.

