

Capitola City Council

Agenda Report



Meeting: May 8, 2025

From: Public Works Department

Subject: Award of Contract for 2025 Capitola Summer Shuttle Service

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

Background: The Capitola Summer Shuttle has served as a key seasonal transit service since 2004, helping to reduce vehicle congestion in Capitola Village by providing weekend and holiday shuttle service from peripheral parking areas to the beach area. This service is tied to the City's Local Coastal Program and is required by the Coastal Commission to implement neighborhood parking permits in some areas.

Historically operated by MV Transportation, the service has been maintained through multi-year contracts. The shuttle was suspended in 2020 and 2021 due to the COVID-19 Pandemic, then resumed in 2022.

In March 2025, MV Transportation informed staff they would not be providing service for the upcoming summer season. Given the proximity to the start of operations, staff followed California Contracting Code allowances for informal procurement under \$100,000 and solicited proposals from local transportation providers.

A qualified proposal was received from Community Bridges, a nonprofit based in Watsonville, California.

Discussion: Community Bridges, through its Lift Line transportation division, is proposed as the operator for the 2025 Capitola Summer Shuttle. Based in Watsonville, Community Bridges is a nonprofit organization with nearly five decades of experience delivering transportation and social services throughout Santa Cruz County. Lift Line currently manages a variety of transit programs, including paratransit and special event shuttles, and provides service for the City of Santa Cruz.

The proposed shuttle service includes weekend and holiday operations from Memorial Day weekend through mid-September, running from 10:00 a.m. to 8:00 p.m. The agreement also includes additional service for major events, such as the Capitola Car Show and the Art & Wine Festival, with extended hours and additional buses as needed. All vehicles will be ADA-compliant, with a minimum seating capacity of sixteen passengers and one wheelchair space.

Community Bridges will dispatch all vehicles from its Lift Line facility on Ohlone Parkway in Watsonville. Their operations team, led by experienced program managers and driver supervisors, will oversee scheduling, compliance, driver supervision, and customer service. The proposal includes real-time dispatch capabilities, weekly ridership reporting, and adherence to safety and accessibility standards.

Fiscal Impact: The all-inclusive rate of \$198 per hour covers all operational costs, including driver wages and benefits, vehicle maintenance, fuel, insurance, dispatching, and administrative oversight. The contract allows for an optional CPI-based rate adjustment if extended into 2026. Funds for the shuttle service are included in the Public Works Department FY 2024–25 operating budget.

Attachments: Shuttle Service Contract

Report Prepared By: Jessica Kahn, Public Works Director

Reviewed By: Julia Gautho, City Clerk; Samantha Zutler, City Attorney

Approved By: Jamie Goldstein, City Manager