



Date: April 8, 2025

Honorable Mayor and Council Members:

Author and title: Danielle McHugh, Transportation Program Analyst

Title: **Approval of Five-Year On-Call Contract for Event Shuttles with Vail Corporation (DBA Northstar California Resort)**

Jen Callaway, Town Manager

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**Recommended Action:** Town Council authorize the Town Manager to enter into a five-year (5) on-call contract for event shuttles and as needed transit operations with The Vail Corporation (DBA Northstar California Resort) approved as to form by the Town Attorney.

**Discussion:** The Town has been operating shuttles for community events, specifically Truckee Thursdays and 4<sup>th</sup> of July events, for many years. These shuttles, which provide a convenient alternative transportation option, are well-received by the community and are highly utilized, helping to reduce traffic congestion and GHG emissions as well as the strain on parking capacity during these high-demand times while also supporting economic vitality.

In December 2024, Staff solicited a Request for Proposals (RFP) for “Event Shuttles and On-Call Transit Operations” (Five-Year Contract) as the current five-year (5) year contract was set to expire. Staff received three (3) proposals from the following transit contractors: Swoop, My Ride Charters, and Northstar California Resort Transportation Department. Staff reviewed each proposal, and though both Swoop and My Ride Charters met the qualifications sought in the RFP, staff identified Northstar as the most qualified due to their unique understanding of our community needs and operating environment. As the current incumbent on the existing five-year (5) contract, Northstar’s team of highly skilled and knowledgeable operations supervisors are familiar with local routes and the unique challenges and requirements of events in Truckee. In addition to the experience and understanding that Northstar provides, they also had the most competitive cost proposal at \$165 per hour, compared to Swoop’s cost of \$209 per hour plus an additional \$80 per hour for the on-site supervisor and My Ride Charter’s cost of \$372.96 per hour.

As such, Staff recommends entering into a five-year (5) contract with Northstar to provide Truckee Thursdays, 4<sup>th</sup> of July Parade, and 4<sup>th</sup> of July Fireworks event shuttles, as well as have the ability to quickly engage this contractor for additional on-call operations. Shuttle operations related to any additional services and/or events would be brought before the Town Council for consideration and budget approval.

**Priority:**

<input type="checkbox"/> Enhanced Communication	<input checked="" type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input checked="" type="checkbox"/> Core Service

**Fiscal Impact:** With a minimum of 346 hours of service expected in each fiscal year (264 hours for eight (8) Truckee Thursdays events, 36 hours for the 4<sup>th</sup> of July Parade event, and 46 hours for the 4<sup>th</sup> of July Fireworks event), the first year of the contract will cost approximately \$57,090. Staff

recommends adding a contingency of 25 hours per year to allow for minor adjustments to service, amounting to an additional \$4,125 for a total not to exceed amount of \$61,215 in FY2025/26. The contract will include a clause that the contractor(s)' revenue service hourly rate will increase annually by the San Francisco/Oakland Consumer Price Index as published by the Bureau of Labor Statistics not to exceed three percent (3.0%) per year. This expense is included in the Transit Operating Budget and will be funded through local transportation funds, such as CFDs or Gray's Crossing Contributions, as well as Transportation Development Act funds.

**Public Communication:** The RFP solicitation was posted on the Town website in December 2024. No other public communication has occurred outside of this Staff Report and associated agenda.

**Attachments:**

Attachment A: Northstar Proposal