



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 13, 2016

TO: Mayor and Councilmembers

FROM: Business Services Division, Waterfront Department

SUBJECT: Sole Source Purchase Order With Metropolitan Transit District For Cruise Ship Shuttles

RECOMMENDATION:

That Council waive the formal bid procedure as authorized by Municipal Code Section 4.52.070 (k), and authorize the General Services Manager to issue a sole source purchase order in the amount of \$120,000 to Metropolitan Transit District for Cruise Ship Shuttle Service.

DISCUSSION:

Cruise ships have regularly visited Santa Barbara since 2009. These cruise ships frequent Santa Barbara primarily during non-peak business seasons between April and May and again in late-September through November. The typical route for cruise ships varies between four-day California getaways to ten-night cruises from Vancouver, Canada. Cruise ship visits have proven to be an important component of our local business economy. The ship visits continue to receive strong support from the Santa Barbara Chamber of Commerce, Visit Santa Barbara and Downtown Santa Barbara.

Though not a standard cruise ship port with a dedicated terminal, Santa Barbara receives continued praise from cruise ship passengers and cruise ship operators for the consistent organization and hospitality shown to passengers departing the ship and visiting our shoreside hospitality tent. The hospitality tent, coordinated by the Waterfront Department, is a collaborative effort that includes Visit Santa Barbara, Downtown Santa Barbara and the Chamber of the Santa Barbara Region.

From the hospitality tent, passengers board shuttles to various land-based excursions or board MTD shuttles that provide regular routes throughout the Waterfront and downtown. MTD has worked with the Waterfront Department since 2010 to provide this extra service. The recommendation for a sole source purchase order reflects the fact that MTD is the only transportation service allowed to make prescribed stops throughout the Waterfront and Downtown. MTD adds up to four shuttles per cruise ship in order to

accommodate the influx of passengers. Each MTD shuttle operates along the prescribed MTD stops for 8 hours.

BUDGET/FINANCIAL INFORMATION:

Metropolitan Transit District currently charges the Waterfront Department \$4,184 per cruise ship visit to provide the additional shuttle service. For Fiscal Year 2017, MTD proposes a total fee of \$117,150 for 28 anticipated cruise ships. Staff has included an additional \$2,850 in case of any unforeseen shuttle needs for a total purchase order amount of \$120,000.

These costs are charged to the Waterfront Department's Property Management Account as Special Supplies and Expenses and are directly offset by cruise ship revenue received for the particular ship that required the MTD shuttle service. Therefore, the Waterfront is only charged if a cruise ship visits Santa Barbara and MTD shuttle service was provided.

PREPARED BY: Brian J. Bosse, Waterfront Business Manager

SUBMITTED BY: Scott Riedman, Waterfront Director

APPROVED BY: City Administrator's Office