



Albemarle County

Legislation Text

File #: 20-244, **Version:** 1

AGENDA DATE: 4/1/2020

TITLE:

Woolen Mills Shuttle Bus Service Agreement

SUBJECT/PROPOSAL/REQUEST: Approve a Shuttle Bus Service Agreement between JAUNT, the County, WillowTree, and Woolen Mills, LLC, to satisfy the public transit element arising out of the First Amended Economic Opportunity Performance Agreement between the County, the EDA, and Woolen Mills, LLC.

ITEM TYPE: Consent Action Item

STAFF CONTACT(S): Richardson, Walker, Kamptner, DeLoria, Johnson, Newberry, Catlin

PRESENTER (S): N/A

LEGAL REVIEW: Yes

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: Albemarle County partnered with the Commonwealth of Virginia to support a project at the Woolen Mills site for the relocation and expansion of WillowTree, Inc. to become the anchor tenant in a redeveloped corporate campus. Albemarle County also expressed an interest in supporting the provision of a bus shuttle service connecting the Woolen Mills campus and Downtown Charlottesville parking facilities. The County expressed a willingness to contribute up to \$40,000 for four years to support the service, which will allow WillowTree employees and patrons of the campus businesses to park and ride from downtown. Woolen Mills and WillowTree will also contribute financial support for five years. JAUNT will provide the service and integrate on-demand elements.

STRATEGIC PLAN: Mission: To enhance the well-being and quality of life for all citizens through the provision of the highest level of public service consistent with the prudent use of public funds.

DISCUSSION: On September 12, 2018, the Board authorized the County Executive to execute a performance agreement with Woolen Mills, LLC and the Albemarle County Economic Development Authority on behalf of the County regarding the \$1 million infrastructure investment associated with this project. The Board approved an amended agreement on October 15, 2019, extending the deadline for completion of certain public elements (Attachment A). This agreement acknowledged the possibility the parties and WillowTree would enter into transit partnership: Woolen Mills "shall pay a maximum of forty thousand dollars (\$40,000.00) to the County to fulfill the first year of a five-year County obligation to fund a transit service to the Property to the extent such payment is required by a future three party agreement between WillowTree, Inc., the Company, and the County."

The Economic Development Office, OMB, Finance, and the County Executive's Office worked with WillowTree, Woolen Mills, and JAUNT to design and implement a bus shuttle service between Downtown Charlottesville and the new WillowTree offices in the Woolen Mills section of the County. (Attachment B). This

service will serve WillowTree employees as well as members of the public wishing to take advantage of the Woolen Mills amenities, which will include event spaces, a restaurant and brewery, RTF trail access, and access to the Rivanna River.

The proposal obligates the parties for five years. In the first year, Woolen Mills will contribute \$80,000 and WillowTree will contribute \$40,000. In second through fifth years, the County, Woolen Mills, and WillowTree will each contribute \$40,000 per year. The County's total maximum contribution towards this transit project will be \$160,000, which has been reserved in the Economic Development Fund's Investment Pool.

The justification for the County financially supporting this transit service is as follows:

- Consistent with Comp Plan in areas of transportation;
- Supports redevelopment, placemaking, and economic development;
- Catalyzes business development and vibrancy in a unique economic corridor;
- Activates the Rivanna River corridor and connects local recreational and entertainment assets; and
- Stimulates and supports economic growth and diversification.

BUDGET IMPACT: No budget impact in the first year. Up to \$160,000 total in the second through fifth years.

RECOMMENDATION:

Staff recommends that the Board adopt the attached Resolution (**Attachment C**) to approve the Shuttle Bus Service Agreement and to authorize the County Executive to sign the Agreement on behalf of Albemarle County once it has been approved as to substance and form by the County Attorney.

ATTACHMENTS:

A - First Amended Agreement dated 10/31/19

B - Proposed Shuttle Bus Service Agreement

C - Resolution