



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#15-1013**

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**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** August 18, 2015

**TITLE:** Motion Approving Modifications to the Uptown Link Transit Route

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**Recommendation**

It is recommended that the City Commission approve the route modifications (Exhibits 1 and 2) to the Uptown Link transit route operated by the Sun Trolley.

**Background**

The Uptown Link is a mid-day bus service that circulates from the Cypress Creek Tri-Rail station with the goal to create a link for commuters, students, employees, and visitors in the Uptown Fort Lauderdale area to surrounding restaurants, shops, the Fort Lauderdale Executive Airport, and other destinations. The route is funded through a transit corridor grant provided by the Florida Department of Transportation (FDOT).

Ridership on the route began in March 2014, and to date, has not met expectations even with the change of service provider from the South Florida Regional Transportation Authority (SFRTA) to the Downtown Fort Lauderdale Transportation Management Association (TMA) that occurred in April of 2015. Ridership for the first three quarters of fiscal year (FY) 2015 has averaged 1.9 passengers per hour (PPH).

FDOT expects minimum ridership levels for a new transit route to reach 5.0 PPH after an 18 month period of service, which will be October 2015 for the Uptown Link. Per the grant agreement, if the required grant objectives are met, including the expected PPH, the service will be eligible for additional years of grant funding.

Efforts between the City, TMA, and FDOT staff have been underway to explore the reasons for low ridership, which include lack of marketing and inefficiencies in the route itself. It has been determined that the merging of the two routes in the Uptown Link into one route, serving the core area, will create significant efficiencies for the service. This alteration will reduce the headways from approximately 30 minutes to eight minutes, making the route easier to use for short trips within the core area. It is also proposed to reduce the daily hours of service from 10:00am-3:00pm to 11:00am-3:00pm to concentrate efforts to gain ridership during lunch and early afternoon.

Exhibits 1 and 2 illustrate the proposed route map and timetable for the new service, which would be effective on September 1, 2015.

As this change in the route affects 25% or more of the route, the City must hold a public hearing pursuant to the United States Code.

**Resource Impact**

There is no fiscal impact associated with this action. Funding for this service is provided by a transit corridor grant from FDOT. The City received two years of funding in the amount of \$181,773 per year, and expects to request an extension to use the funds beyond the end of the current agreement which is December 31, 2015. There is zero net cost to the City for this service because 100% of the operating costs are reimbursable through the FDOT grant.

<i>Funds will be available as of July 31, 2015</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	AMOUNT
129-GTRAMUPTWN14-D479	FDOT TRANSIT CORRIDOR-UPTOWN	FDOT TRANSPORTATION	\$363,546	\$181,624	\$181,624
				<b>TOTAL</b>	<b>\$181,624</b>

**Strategic Connection**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Infrastructure Cylinder of Excellence, specifically advancing:

- Goal 1: Be a pedestrian friendly, multi-modal city.
- Objective 1: Improve transportation options and reduce congestion by working with agency partners.
- Initiative 6: Partner with agencies and businesses to increase commuter car-pooling and to incentivize and encourage mass transit use.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Connected*.

**Attachments:**

- Exhibit 1 - Proposed Route Map
- Exhibit 2 - Proposed Timetable
- Exhibit 3 - Existing Map & Timetable
- Exhibit 4 - Envision Uptown Support Letter
- Exhibit 5 - Public Hearing Notice

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