



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

#14-1010

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

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

DATE: October 7, 2014

TITLE: Public Hearing – Introduction of new Downtown Fort Lauderdale
Transportation Management Association Riverwalk Water Trolley service
pilot program

Recommendation

It is recommended that the City Commission approve changes in the Downtown Fort Lauderdale Transportation Management Association's (TMA) service with the introduction of a one-year Riverwalk Water Trolley pilot program.

Background

Pursuant to Section 2.6 of the City-County Interlocal Agreement (ILA) and Title 49 of the United States Code (U.S.C.) 5307(c)(1)(I), the City must hold a public hearing prior to establishing a new transit route.

The TMA, on behalf of the City, will be piloting a route for a "Riverwalk Water Trolley" service to be operated along the New River in Downtown Fort Lauderdale. The TMA provides multiple transportation programs besides operating as a Transit Agency for the City's Community Bus program. A proposal was brought forward to the TMA Executive Board at its meeting of July 23, 2014 and it was approved the Riverwalk Water Trolley service.

The proposed route (**Exhibit 1**) would be along the New River in Downtown Fort Lauderdale with the following anticipated six stops on both banks of the river between Esplanade Park and the Himmarshee Canal:

- Broward Center for the Performing Arts
- Riverfront Plaza
- New River Yacht Club
- Downtowner Saloon
- Smoker Park
- Laura Ward Park/Cheesecake Factory

Each of the proposed six stops chosen has good dockage and are ADA compliant.

The Riverwalk Water Trolley plans to operate seven days a week with 48-passenger electric-diesel vessels--at the cost of approximately \$40 per hour, estimated \$150,000 annually. The water trolley will stop at locations on both sides of the New River, but it has not been determined at this time if the route will be operated in a loop format or alternating north and south banks as it traverses the river.

The Riverwalk Water Trolley will only operate in the downtown area and enable people to cross the New River for business, restaurants and shopping without walking across one of the bridges. An illustration of the proposed route map and the anticipated vessel is attached. City staff, Riverwalk staff and the TMA have been developing a marketing plan that will include both a soft and a hard launch.

If approved, the Water Trolley service could begin as soon as October 8, 2014 with a soft launch.

Resource Impact

There will be a fiscal impact to the City of an estimate of \$150,000 that is in the approved FY2015 budget

<i>Funds available as of 10.1.14</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Object Code)	AVAILABLE BALANCE (Object Code)	PURCHASE AMOUNT
001-TAM040106-4299	Transportation Community Bus	Other Operating Exp/ Other Contributions	\$513,805	\$513,805	\$150,000
PURCHASE TOTAL ►					\$150,000

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 1: Strategically route and expand the Sun Trolley as an overall complement to upcoming major transportation projects.

Initiative 6: Partner with agencies and businesses to increase commuter car-

pooling and to incentivize and encourage mass transit use.

Objective 2: Integrate transportation land use and planning to create a walkable and bikeable community.

Initiative 5: Construct ADA accessible transit stops.

Initiative 6: Develop and implement the Connectivity Master Plan to improve accessibility

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

Associated CAM:

14-0900 City-TMA Interlocal Agreement for Community Bus

Attachment:

Exhibit 1 Proposed TMA Water Trolley Map and Vessel

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Department Director: Diana Alarcon, Transportation and Mobility