


Fort Lauderdale Beach Business Improvement District (BBID)

GRANT FUNDING APPLICATION FY 2023 PROJECTS, SERVICES, AND INFRASTRUCTURE IMPROVEMENTS


GENERAL INFORMATION

1. Name of project: LauderGO! Microtransit Pilot –Extension to end of Fiscal Year
2. Applicant's business name: Lisa Marie Glover Department: Transportation and Mobility 
3. Amount requested: \$ 19,000

☒ One time request ☐ Multi-year/continuous

4. If this is a multi-year or continuous funding request, describe the need per year/period.

5. Describe in detail what the funding will be used for:

Transportation and Mobility currently has a microtransit on-demand pilot which scheduled to end in early March but has been extended until the end of Fiscal Year 2023. Along with the on-demand we also have a fixed route microtransit on-demand route that travels to the parking lots around the beach area. This pilot is yielding good ridership in the Downtown, Beach, Historic Dorsey Riverbend, Flagler Village, and Las Olas areas. The funding request is to assist with funding the pilot to the end of Fiscal Year 2023 (September 30, 2023) 

6. Provide your contact information:

Name: Lisa Marie Glover
Office Phone: 954-828-4698
Cell Phone: 954-732-9852
E-mail: lglover@fortlauderdale.gov
Title and role in this project: Transportation Division Manager

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SECTION 1: PROJECT INFORMATION

7. Describe the project in detail. Explain how the project improves services and contributes to enhanced visitors experience to the Fort Lauderdale beach area.

This project provides an on-demand door-to-door service for visitors to the Beach, Downtown, Flagler Village, Historic Dorsey Riverbend and Las Olas areas. The City of Fort Lauderdale, in partnership with Circuit, introduced the Micro Mover – a FREE, convenient, and sustainable mobility option to help residents and visitors get around Downtown, Historic Dorsey Riverbend, Flagler Village, Las Olas, and the Beach.

There are two areas of operations:

On-Demand rides in the Downtown Service area (that includes the Flagler Village, Historic Dorsey Riverbend, Beach and Las Olas), and

Fixed –loop on-demand route in the Beach Service that services the city-owned parking facilities around the beach

For complete reply, see attachment A. 

8. What is the location of the project? Provide address and attach location map or site plan.

Please see attached map

9. List date(s) associated with the project:

Service start up August 2022

Request is to assist with funding to extend services to the end of fiscal year 2023 (October 31, 2023)

10. List hours of operation:

Downtown On-Demand Service:

Service Hours: Sunday to Thursday, 10 a.m. to 8 p.m.

Friday and Saturday, 10 a.m. to 11 p.m.

Beach Fixed-Loop Service

For complete reply, see attachment A. 

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11. Describe what measurable outcomes will be used to evaluate the success of this project.

The performance measurements we are reviewing include:

Ridership Type

Cost per passenger

Cost per hour

Average Wait Time

Total Unique or shared-ride passenger boardings

Trips per day and week

Peaks and valleys during span of service

Average wait Time (Arrival time with in minutes of request)

Origins and destinations by location

Trips per key destination

12. Explain in detail the positive economic impact the proposed project will have for the BBID and the businesses located within the district. Indicate how it is consistent with the legislative determination of special benefit found in Ordinance C-06-34, Section 1.04.

This alternative transportation mode affords it ridership door-to-door service to cultural, restaurants, the beach and other sites in the service area, thus reducing the congestion along area roadways. The project will increase commerce, increase the number of visitors and provide a clean, safe, and environmentally friendly form of alternative transportation in the service area. The vehicles used are all electric powered.

Resident(s), Visitor(s), and Tourist(s) can move around the service area without having to drive their vehicles.



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SECTION 2: BUDGET INFORMATION

13. Complete the project budget for FY 2023.

Name of Project:	LauderGO! Microtransit Pilot –Extension to end of Fiscal Year	
Applicant Name:	Lisa Marie Glover	
BBID Funding Request :		\$ 19,000
DO NOT INCLUDE REQUESTED FUNDING FROM BBID BELOW		
Revenue – Specify:		Projected \$ Amount
This is a free service to the City of Fort Lauderdale residents, tourists, and visitors		
Total Revenue		\$ 0
Percent of Revenue Covered by BBID		0%
Expenses – Specify:		Projected \$ Amount
Cost of current alternative transportation service which brings residents, visitors, and tourist to enjoy the beach, area hotels, surrounding communities, and businesses Downtown (12 months); Beach (12 months);Sistrunk (6.5 months)		\$ 770,000
Services until the end of fiscal year 2023 – City Expenses		
Total Expenditures		\$ 770,000
Percent of Expenses Covered by BBID		2%
Net Profit/Loss		



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SECTION 3: OTHER IMPORTANT CONSIDERATIONS

14. Describe if there are other important considerations or factors about the project that are not included in previous sections of the application.

The City's General Fund and Parking Fund pays of service. This request is for funding to assist in extending the service until the end of FY 2023. The addition of this funding will be added to the operating budget.

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CHECKLIST

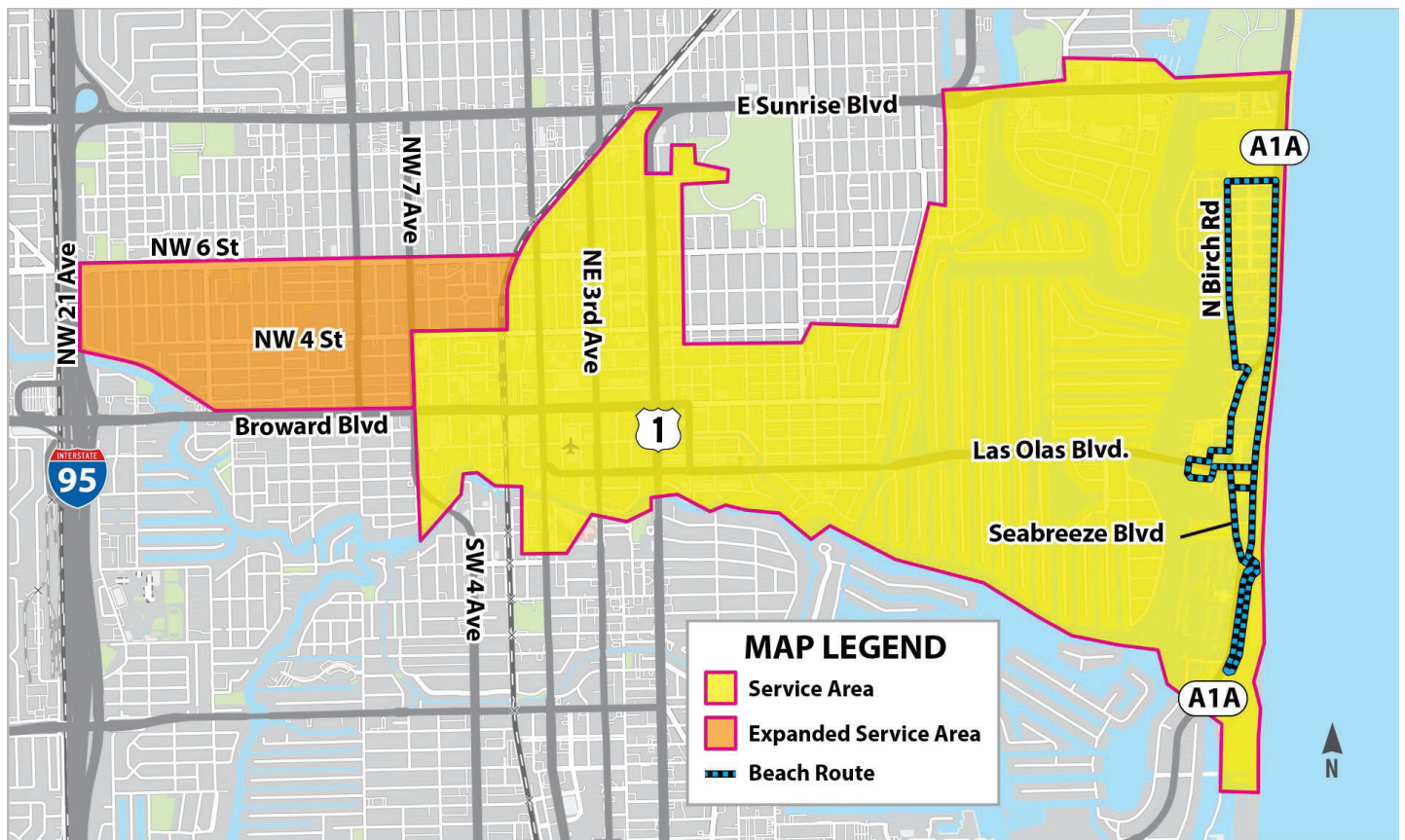
- ☒ I will conduct a presentation detailing the project and funding request to the BBID Advisory Committee.
- ☒ If the BBID Advisory Committee recommends approval of funding I will attend the scheduled City Commission meeting where this item will be reviewed to answer questions the Commission may have.
- ☒ If the City Commission approves BBID funding and after a project is completed, I will provide a post-project financial and outcomes recap report to the BBID Advisory Committee upon request from the Committee. If it is a multi-year project, annual financial and outcome reports will be presented to the BBID Advisory Committee upon request from the Committee.
- ☒ Location map or site plan is attached.

BBID Funding History
(for BBID staff use only)

**Contact information for inquiries and
submittal of application:**

City of Fort Lauderdale
Ingrid Kindbom, BBID Program Manager
Phone: 954.828.6178
Email: ikindbom@fortlauderdale.gov

No previous funding provided by
the BBID



Downtown, Las Olas, Historic Dorsey Riverbend, Flagler Village, and the Beach

Attachment A.

Question 7- Complete Reply:

The Downtown Service Area - Riders can use the "Ride Circuit" app to request a ride anywhere within the service area:

Key Destinations include:

Cultural and Entertainment Hubs: MASS District , The Parker Playhouse, Broward Center for Performing Arts , Riverwalk Fort Lauderdale, and Himmarshee Historic District

Transit Links: Brightline, Broward County Transit, LauderGO! Community Shuttle (Free), and LauderGO! Water Trolley(Free), and Water Taxi.

Local Hotels, Restaurants, and More: Along Las Olas Blvd., Along A1A - Fort Lauderdale Beach, and Galleria Mall

Beach Area Parking

Fixed-loop Service! Riders can catch a shuttle at one of the designated stops along this fixed route. The stops are parking lots where passengers can park their own cars and then catch a free ride to locations within the service area.

Designated Stops at Parking Facilities

Fort Lauderdale Beach Park (646 S Fort Lauderdale Beach Blvd., Fort Lauderdale, FL 33316)

Las Olas Garage (200 Las Olas Cir., Fort Lauderdale, FL 33316)

North Beach Village Parking Lot (700 N Fort Lauderdale Beach, FL 33304)

Pick-up/ Drop-off Locations

Las Olas Oceanside Park (3000 E Las Olas Blvd., Fort Lauderdale, FL 33316)

Adjacent to Beach Place (17 S Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33316)

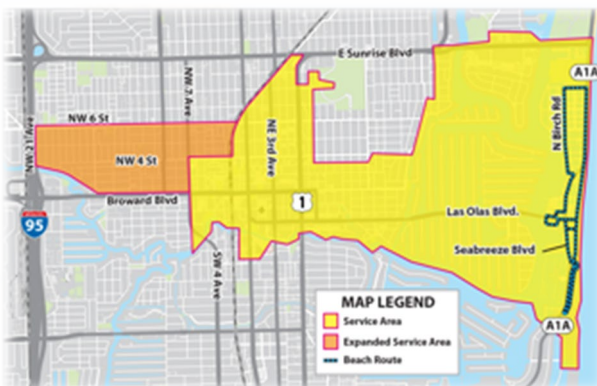
Question 10 – Complete Reply:

Beach Fixed-Loop Service:

Service Hours: 10 a.m. to 7 p.m. daily

	FY23 Pilot Program
General Fund Allocation:	\$570,000
Parking Fund Allocation:	\$200,000
Service Area:	<ul style="list-style-type: none"> • Downtown (12 months) • Beach (12 months) • Sistrunk (6.5 months)* • Galt (5 months)**
Vehicles in Service:	9 vehicles***
Weekly Operating Hours:	665 HOURS / WEEK

City Funded Pilot Program



10,667

Rides in Fort Lauderdale

22,352

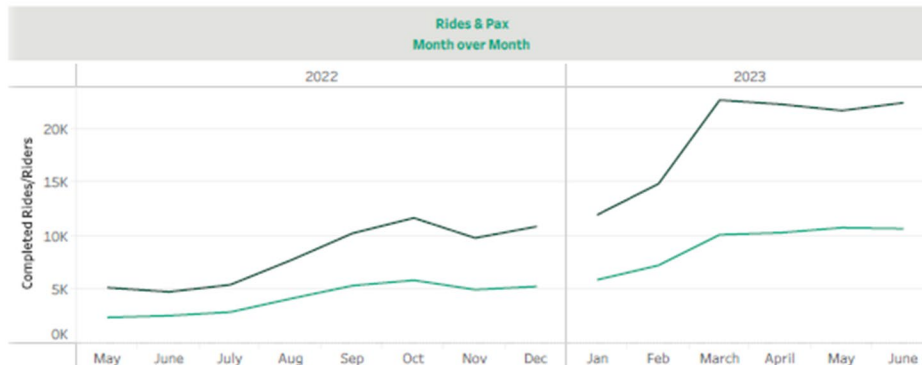
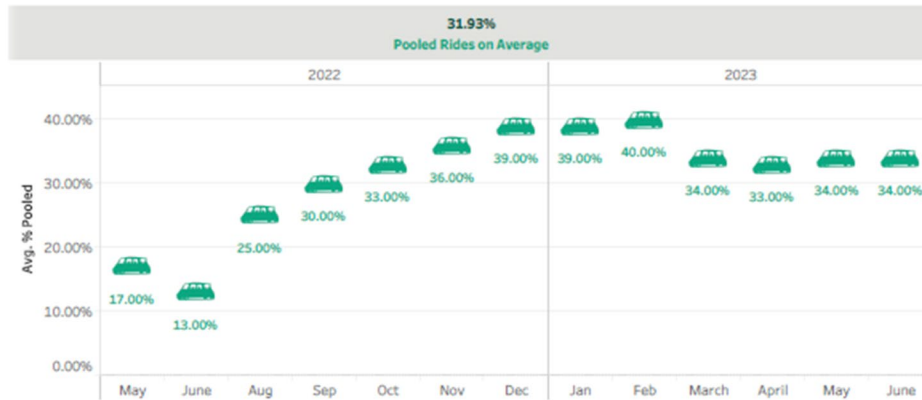
Riders in Fort Lauderdale

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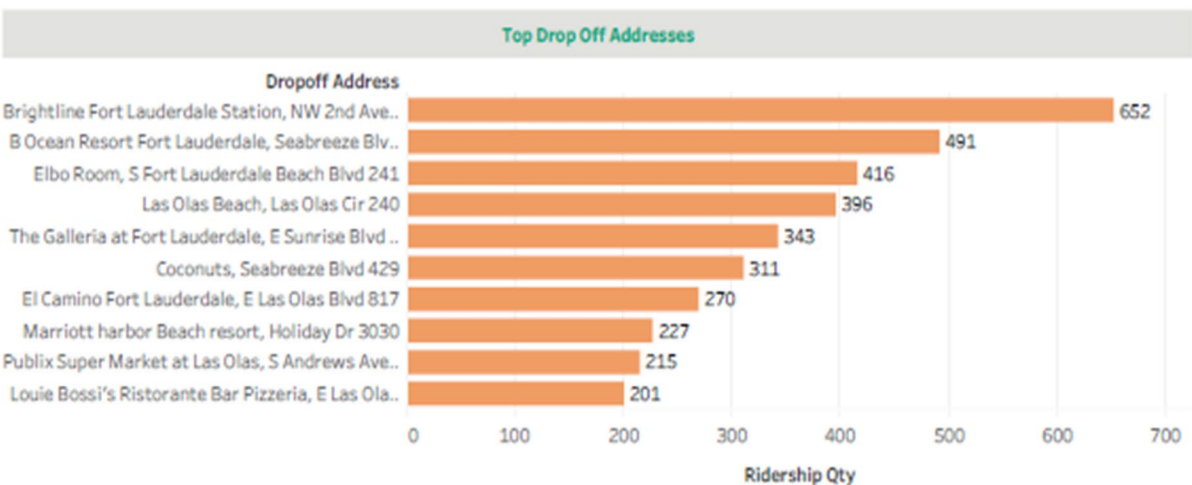
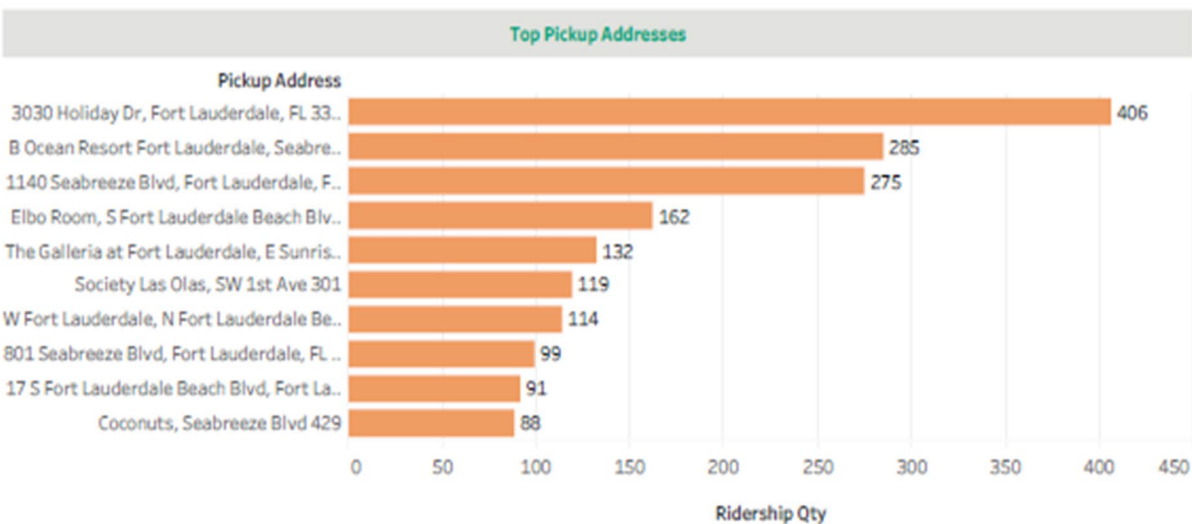
Average Wait Time

4.809

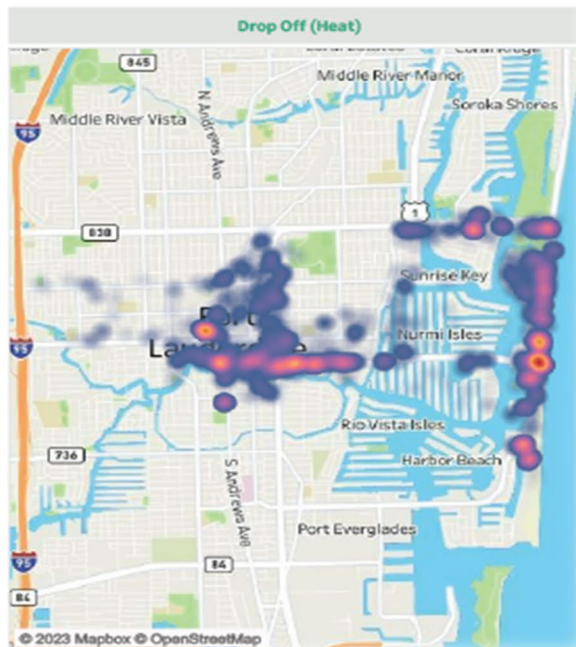
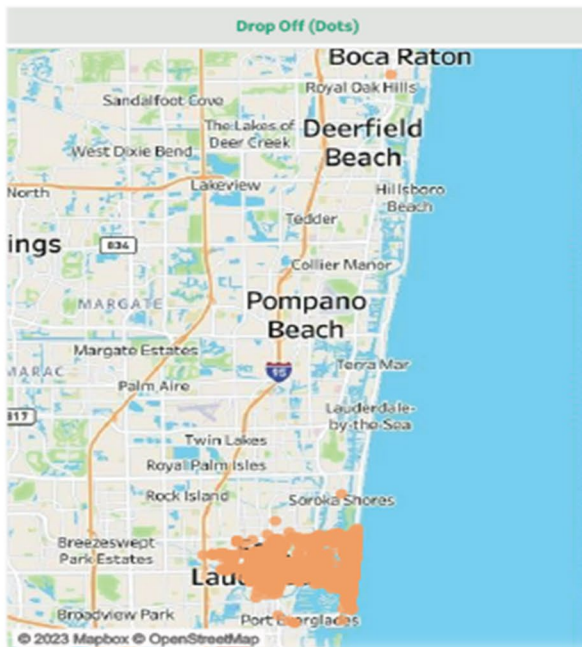
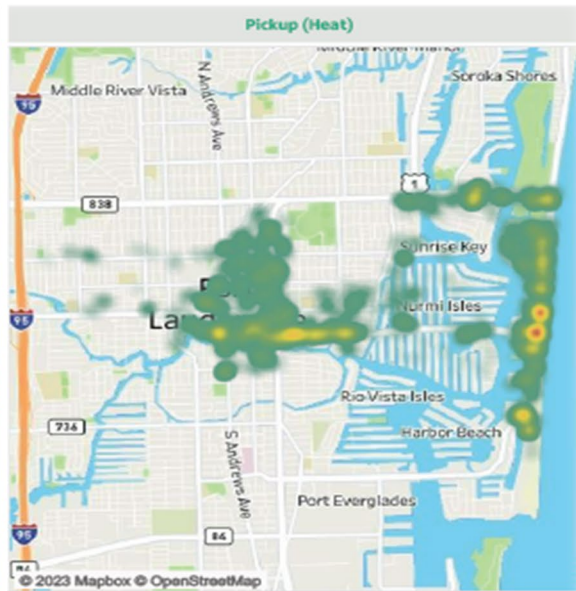
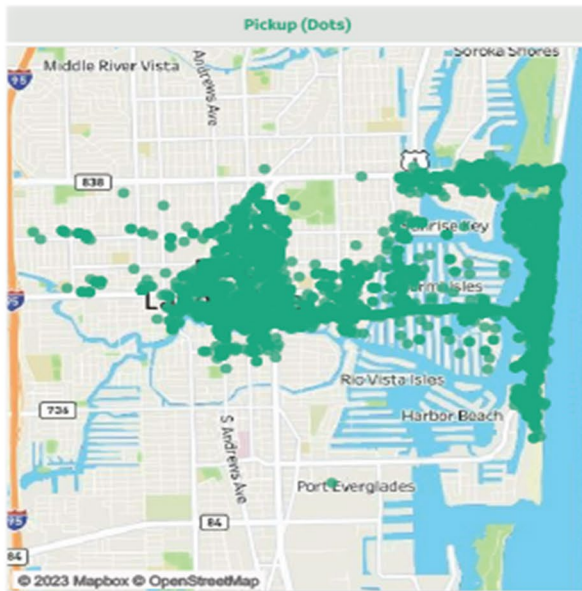
Average Driver Rating



Monthly Statistics on Ridership



Top Pickup and Drop off Locations



Pickup and Drop Off Dots and Heat Map