



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#15-0145

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

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

DATE: February 17, 2015

TITLE: Extension of Interlocal Agreement with the South Florida Regional
Transportation Authority for the Uptown Link Community Bus Service

Recommendation

It is recommended that the City Commission approve a one-year extension of the South Florida Regional Transportation Authority (SFRTA) Interlocal Agreement (ILA) to March 1, 2016 for the Uptown Link Community Bus services.

Background

The City of Fort Lauderdale and the SFRTA have entered into an Interlocal Agreement to operate the Uptown Link. The base term of the agreement is for one year commencing on March 1, 2014 with an option of three one-year extensions.

The Uptown Link route is a mid-day bus service that circulates from the Cypress Creek Tri-Rail station and surrounding restaurants, shops, educational campuses, the Fort Lauderdale Executive Airport, and other destinations with the goal to create a link for neighbors, commuters, students, employees, and visitors in the Uptown Fort Lauderdale area. The Uptown Link route started on March 17, 2014 and the SFRTA has provided the operation of the service in the inaugural year using their vehicles.

Ridership for the first-quarter of FY15 averaged 456 passengers per month compared to 323 passengers per month during the first six months of service. The route experienced its highest ridership at 520 passengers per month in October following a promotional campaign, which included providing riders with coupons from Cypress Creek area restaurants. A second promotional campaign is planned for February. Staff will continue working with stakeholders on marketing efforts to increase ridership.

Funding for this route has been provided by an \$181,773 Transit Corridor grant from the Florida Department of Transportation (FDOT), which the City Commission accepted at its November 19, 2013 meeting and a second year of funding was approved on December 2, 2014.

Resource Impact

There is no net fiscal impact to the City with this action.

Strategic Connections:

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.

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

Attachments:

Exhibit 1 – City/SFRTA Agreement

Exhibit 2 – Uptown Link Route Map and Timetable

Exhibit 3 – Addendum

Prepared by: Kevin C. Walford, Transportation Planner

Department Director: Diana Alarcon, Transportation and Mobility