



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

16-0945

TO: Honorable Mayor & Members
Fort Lauderdale City Commission

FROM: Lee Feldman, City Manager

DATE: September 7, 2016

TITLE: Public Hearing – Elimination of the Sun Trolley Uptown Link Route

Recommendation

It is recommended that the City Commission approve a motion for the elimination of the Sun Trolley Uptown Link community bus route on September 30, 2016.

Background

On March 17, 2014 the City, along with the Florida Department of Transportation (FDOT), South Florida Regional Transportation Authority (SFRTA), Envision Uptown and South Florida Commuter Services introduced a pilot project for a mid-day bus service circulating from the Cypress Creek Tri-Rail train station in an effort to better serve the Uptown Fort Lauderdale community and support transit use in this area. The pilot project was 100% funded through an FDOT Transit Corridor grant for up to a three-year trial period.

When a new route is started, ridership generally takes time to grow through marketing and awareness efforts with potential riders so that they are able to get used to having this new transportation option. Unfortunately, following the significant marketing efforts, as well as efforts to make the route more efficient to meet the needs of the potential riders in this area, ridership on the Uptown Link remained consistently low.

FDOT requires that a transit route meets a minimum threshold of 5.0 passengers per hour (PPH) to consider a pilot new route successful and worthy of continued funding. The partners on this pilot route worked together in an attempt to increase ridership over the past two years including moving operations management of the route from the SFRTA to the Downtown Fort Lauderdale Transportation Management Association (TMA), on April 1, 2015, in an effort to improve brand recognition with Sun Trolley consistent vehicles. Several marketing campaigns were launched to attract riders, but they did not increase ridership to the required level. In the 28 months of service from March 2014 through June 2016, the route has carried a total of 10,671 riders in its history at an average of 2.0 PPH.

After discussions with the grantor, it was determined that the best course of action is to discontinue the route at the end of this fiscal year, prior to the end of the funding period. This will leave \$43,958.67 in grant funds remaining. These funds are restricted to the Uptown Link new service; therefore, the grant will be closed out by the City and FDOT without any penalty to the City.

The TMA Board voted to support the discontinuation of the Uptown Link at its meeting of July 27, 2016.

The final day of service on the route will be Friday, September 30, 2016.

Resource Impact

Approximately \$43,959 in funding remaining in the grant agreement will be surrendered when this route is discontinued and upon approval of the Consolidated Budget Amendment CAM (#16-1028).

Un-appropriate:

Funds available as of August 30, 2016					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
129-GTRANUPTWN14-D479	FDOT Transit Corridor - Uptown	Intergovernmental Revenue/FL Dept. of Transportation	\$545,319.00	\$220,671.00	(\$43,958.67)
APPROPRIATION TOTAL →					(\$43,958.67)

Un-appropriate:

ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
129-GTRANUPTWN14-3299	FDOT Transit Corridor - Uptown	Services & Materials / Other Services	\$545,319.00	\$43,252.91	(\$43,958.67)
APPROPRIATION TOTAL →					(\$43,958.67)

Strategic Connections:

This item advances the *Press Play Fort Lauderdale Strategic Plan 2018*, 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.

Related Items

#16-1028 Consolidated Budget Amendment

Attachments

Exhibit 1 – Uptown Link Map & Schedule

Exhibit 2 - Uptown Link Ridership Graphs

Exhibit 3 – Marketing Efforts

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