



# **Jolley Trolley Coastal Route Funding Agreement**

Jolley Trolley Funding Partners  
Clearwater Downtown Development Board  
September 8, 2020

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida

# PSTA's Jolley Trolley Fixed Route

PSTA contracts with a private operator to provide trolley services to north county communities including Clearwater Beach.

## North Beach Route

- 30 minute service along Mandalay Ave., the marina and Island Estates

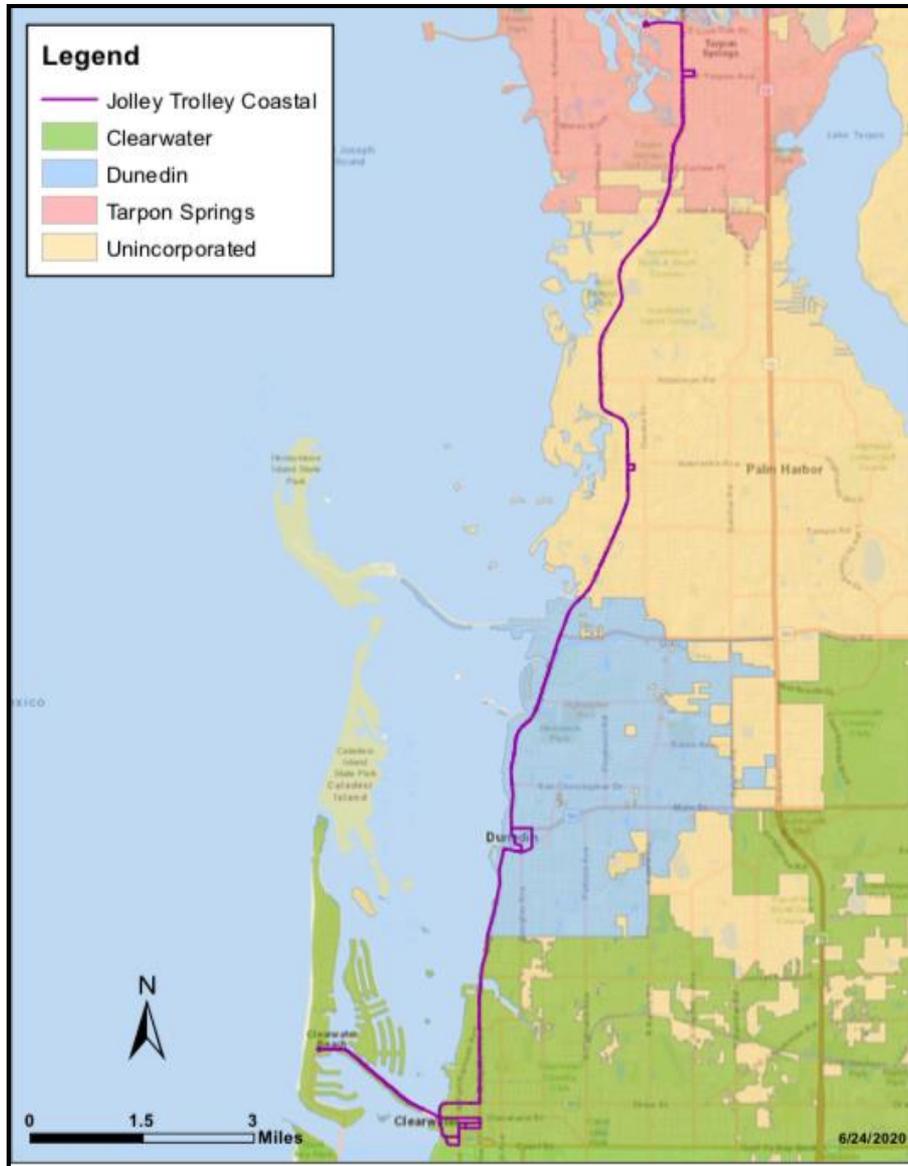
## South Beach Route

30 minute service from Sand Key along Gulfview Blvd., the marina and downtown Clearwater (Park Street Terminal)

## Coastal Route

- Operates hourly service daily between Clearwater Beach (roundabout) and the Tarpon Springs Sponge Docks
  - *Very* popular route during Spring Break

# PSTA's Jolley Trolley Coastal Route



## Downtown Clearwater

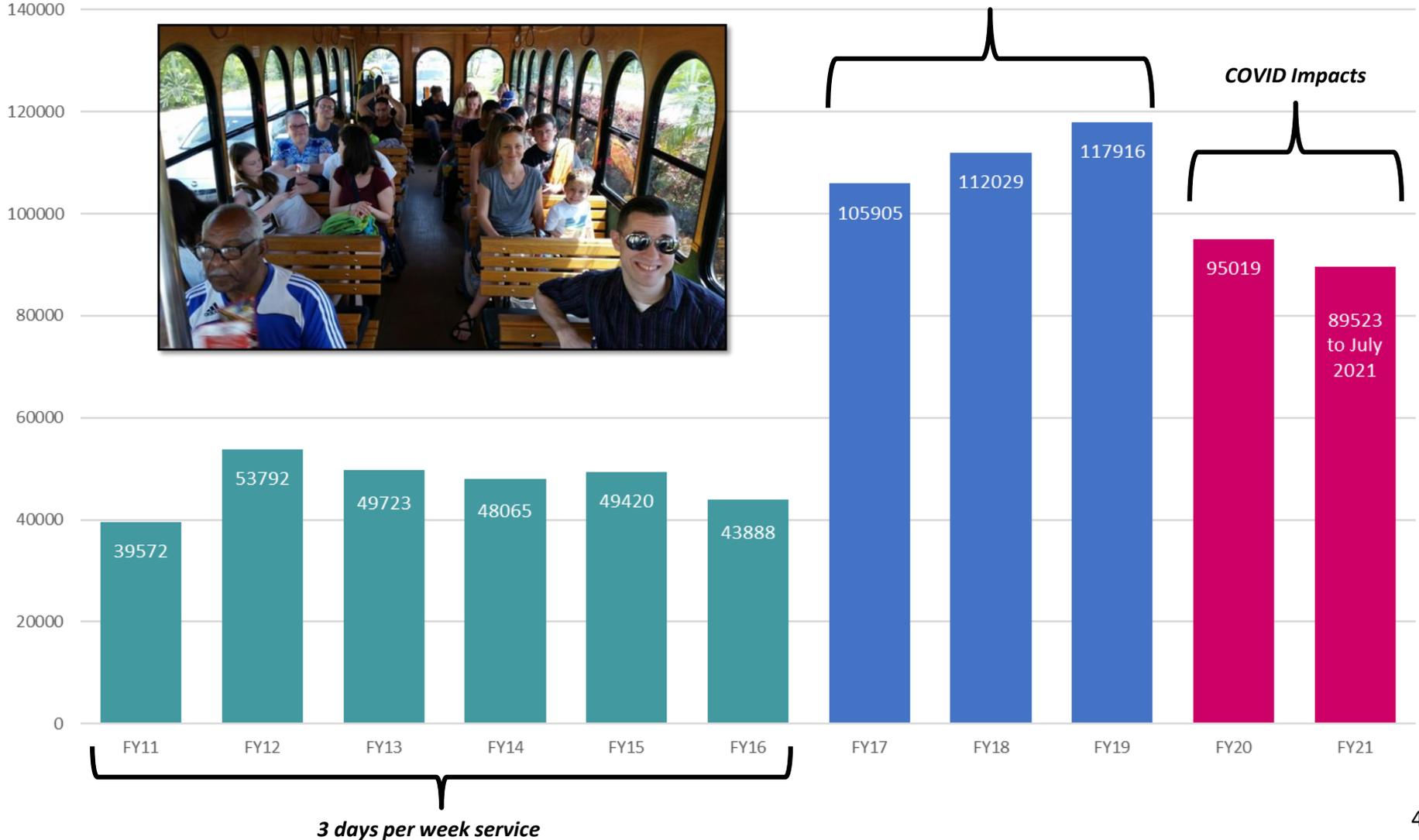


# PSTA's Jolley Trolley Coastal Route

- November 2010
  - New service connecting Island Estates, downtown Clearwater, Dunedin, Palm Harbor & Tarpon Springs (F-Su only)
  - Partner Costs shared 50/50 with PSTA after FDOT grant
- October 2016 (FY17)
  - Route expanded to 7-day/week service w/ change to Route 66
- Summer 2017
  - Operator Jolley Trolley of Clearwater selected for new contract
- February 2018
  - Opening of Clearwater Beach Transit Center North
  - One-seat ride between the Sponge Docks and Clearwater Beach
  - Island Estates now served by North Beach Route
- February 2019
  - Opening of Clearwater Beach Transit Center South (at Marina)
  - Installation of Automatic Passenger Counters on trolleys

# Ridership Trends

## Jolley Trolley Coastal Route Ridership



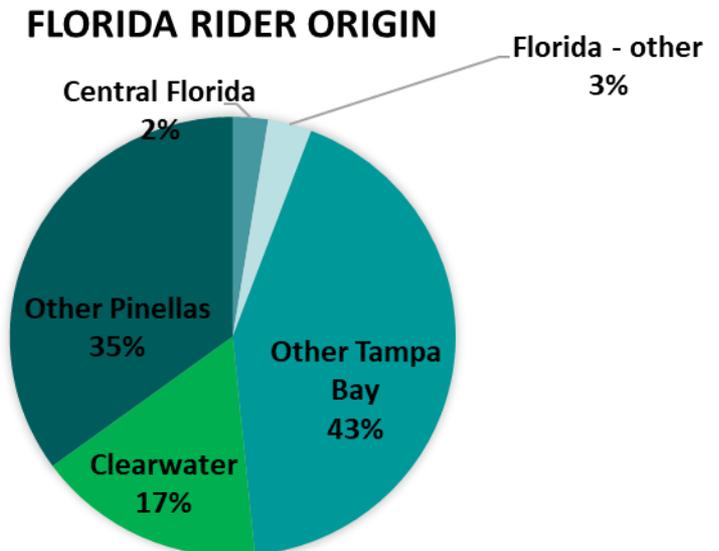
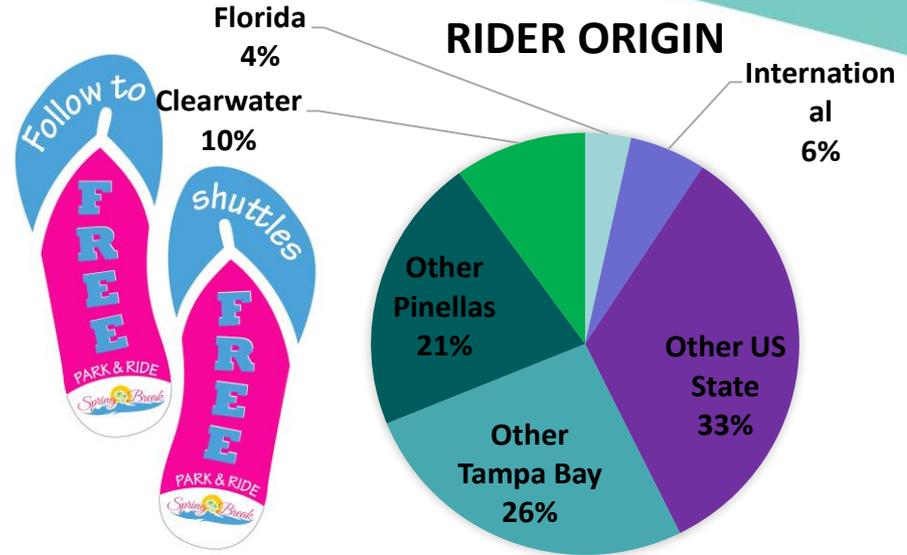
# Spring Break Promotional Service

- Annual partnership with City of Clearwater began in 2017
- Cross promotion with beach/downtown restaurants and attractions including Sugar Sand Festival
- Builds community awareness of PSTA services and value
- Develops and deepens relationships with business community
- Unfortunately cancelled in 2020 and not planned in due to COVID-19 pandemic



# Spring Break 2019 Promotional Features

- Increasing signage entering downtown Clearwater
- Sidewalk decals, including in downtown
- Promoted downtown and beach restaurants for social media giveaways
- Weekend staffing for busy weekends
- Survey of riders



# Social Media Marketing 2019



View Insights

Promote



72 views · Liked by bradmillerpsta and thejolleytrolley

ridepsta #FunFactFriday: Look for these signs, decals, trolleys and buses to make it EASY to Park & Ride #FREE to #ClearwaterBeach for #SpringBreak! 🚌👓🌞🚌 #ModernTransit #SpringBreak2019 #FridayFeeling #FridayThoughts #transit #clearwaterflorida #LoveFL #Florida #Beachlife #weekend #weekendvibes

MARCH 22



Park & Ride for FREE to Clearwater Beach for #SpringBreak2019 March 1-April 30. For more information visit: [PSTA.net/springbreak](http://PSTA.net/springbreak) #ModernTransit \* Spring Break service sponsored by the City of Clearwater.



WWW.PSTA.NET  
Spring Break Park & Ride

Learn More

32 10 Comments 39 Shares 9.2K Views

Comment Share



Check out our week 4 giveaway! Like this post for your chance to win a \$30 gift card to Clear Sky Cafe. Winner will be chosen 3/25/2019. For more info and rules visit: [PSTA.net/contest](http://PSTA.net/contest) 🍷👉🌴 #SpringBreak #ModernTransit



Pinellas Suncoast Transit Authority  
Government Organization

Learn More

183 32 Comments 19 Shares



Fun Fact Friday: It's back! Spring Break 2019 service begins today! Park FREE and ride FREE to Clearwater Beach March 1 - April 30! For more information visit: [PSTA.net/springbreak](http://PSTA.net/springbreak). #SpringBreak #ModernTransit

\*Spring Break service sponsored by City of Clearwater Government.



11 27 Shares 1.2K Views



# Social Media Results 2019

- 4,119 Engagements
- 18,872 Impressions
- 49,938 Reach



## Gift Card Promo

- 8 Giveaways
- 2,780 Engagements
- 17,244 Reach
- Spend \$350 on Advertising



# Spring Break 2019 Ridership Results

## Beach System Ridership for March and April

- 2018: 204,000
- 2019: 229,000
- **12% increase**

## Promotional Location Boardings

- 2018: 26,000 over 10 weeks
- 2019: 32,000 over 8 weeks
- **23% increase overall**
- **56% increase on weekly average**



# FY22 Coastal Route Agreement

- FY2022 Funding Allocations (Net Fare and Advertising)**

– The Clearwater Downtown Development Board	\$18,465 (1.4%)
– City of Dunedin	\$47,870 (3.7%)
– City of Tarpon Springs	\$47,870 (3.7%)
– Pinellas County (Palm Harbor)	\$45,590 (3.7%)
– PSTA	\$1,142,079 (87.6%)

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**Total:** \$1,304,172 (100%)

- Considers contract rate of cost per revenue hour
- PSTA takes risk of farebox recovery including fare reductions or suspension
- Follows multi-year funding agreement agreed escalation of 5%
- Includes special Park and Ride promotions
  - Spring Break and Blue Jays
  - No cost to Coastal Route partners
- New multi-year agreement to begin FY23

# Clearwater Multimodal Transit Center



# Support for Ferry Services

