



Downtown to Beach Park & Ride Transit options January 2016

Project Concept:

Provide for public transit options to divert beach visitors to park downtown and take a trolley / ferry to the beach for their visit instead of driving to the beach. This could be accomplished during peak periods like Spring Break, Holidays and summer which would typically occur on weekends and during high tourist timeframes. The goal would be to provide a park and ride alternative in downtown to the traffic and parking problems at the beach and to enhance the visitor experience. This new capability would utilize current parking lots in downtown Clearwater that are mostly unused during these periods and use the existing Jolley Trolley vehicles and Clearwater Ferry boats to implement the transit to the beach. Ultimately later phases of this project would include providing for a dedicated transit vehicle lane across the Memorial Bridge and Causeway.

Proposal Benefits:

This proposal would alleviate significant vehicles from crossing the bridge, reduce the beach parking demand, increase the number of visitors in the downtown Clearwater area, and provide alternative (fun) transit to the beach and maximize the visitor experience.

Help prevent traffic gridlock during peak periods.

Reduce law enforcement man hours involve in traffic control

Increase awareness of the downtown Cleveland District businesses, Coachman Park and Marina

Service could be used during events and holidays as well to provide park & ride options

Show that Clearwater City Government is responsive to local residents concerns about the traffic created from an over the top successful beach master plan.

Project phase 1 could be implemented in 2016 to meet the Spring Break season

Utilizes native Clearwater businesses to provide the service

Project features - phase 1.

- Utilize existing parking lots that are mostly vacant on weekends and weekdays in downtown
 - County parking garage at foot of bridge
 - City Hall lower parking
 - Harborview / Marina parking
 - City garage Garden street
 - City Park street garage
- Provide temporary signage and message boards on SR 60 / Court Street to offer reduced / free park and ride options and directions to divert visitors to the parking areas. (If the scarce beach

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parking is \$30 - \$50 / day and the downtown parking was much less / free, drivers sitting in stop and go traffic would be more inclined to park & ride)

- Jolley Trolley to provide a dedicated parking to beach express route service at frequent enough intervals to manage the demand. Trolleys would stop at each parking area and the marina and then head directly to the beach to drop off at the marina parking lot (and/or limited other stops north / south beach)
- Clearwater Ferry could also provide transit alternative to get to the beach
- Visitors could choose to ride the Trolley or take the Ferry
- Develop a phone app that visitors could download to guide them to parking lots and show the Trolley route, stops and location of the Trolley (add to the current Jolley Trolley app)

Project Funding:

Phase 1: Funding would be essential and need to be provided for the transit partners delivering the vehicles from downtown to the beach as dedicated vehicles would be required for this service. There would not be any funding required for the parking areas other than the provision for temporary signage to guide visitors to the parking lots. Since this service is related to peak beach visitor periods of spring break (March and April), weekends on the summer months, Christmas / New Years, and others funding would only be necessary during these time frames.

Future Phases: Future options for increasing the level of this service would require increased level of funding as there would be some construction required to provide the dedicated transit lane service over the Memorial Bridge and Causeway and potentially additional transit vehicles to handle demand. It is our understanding that the MPO Transit Alternatives Study in 2010 identified the following capabilities:

- Memorial Causeway Bridge was designed with capabilities of being reconfigured to support Bus Rapid Transit dedicated lanes.
- Memorial Causeway is wide enough to support addition of a dedicated transit / emergency vehicle transit lane on the south side.
- The small bridge to Clearwater Beach is configured to support police / emergency vehicles and could support the Trolley service temporarily with some reconfiguration required at the exit of the bridge in the Marina parking lot area

Transit Partners:



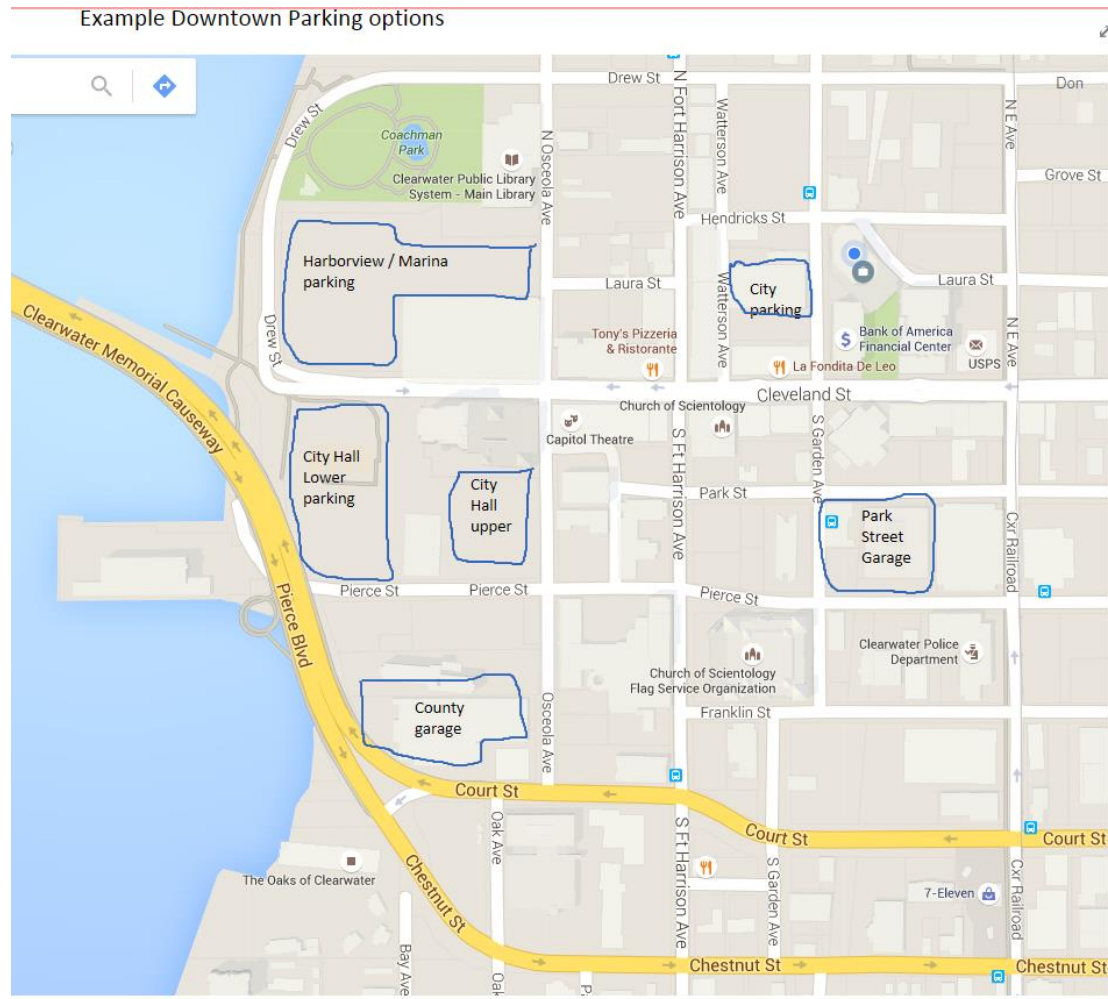
For additional information please contact:

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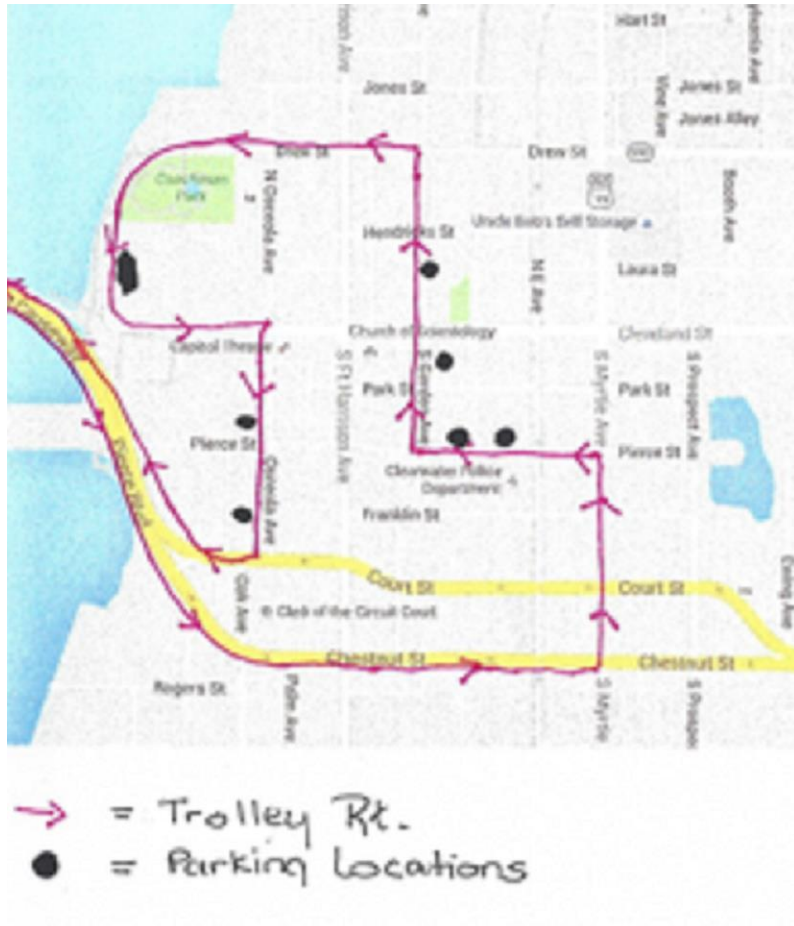
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Possible surface parking lot options in downtown Clearwater



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Trolley Route and Parking possibilities



Downtown Clearwater Park and Ride Shuttle Route definition

Proposal considerations would include as many of the following downtown parking facilities as allowable for public usage:

- ❖ Parking Facilities across from Police Dept. on Pierce St. (640 and Lot #23 on Pierce)
- ❖ Parking Facility on Garden Ave. and Park St. (SunTrust/Atrium)
- ❖ Parking Facility at 28 N. Garden Ave. (in front of Clearwater Towers)
- ❖ Parking Areas at Coachman (lower Harborview Center)
- ❖ Parking Areas at 112 S. Osceola (City Hall)
- ❖ County Parking Garage (Trolley Stop must be on Osceola, north of Court St.)



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Tentative Route would be a loop beginning in Downtown Clearwater as follows:

Westbound on Pierce St. (640 and Lot#23 on Pierce)

Right on Garden Ave., stopping at Garden and Park St. (SunTrust/Atrium)

Continue north on Garden, stopping at 28 N. Garden Ave. (in front of Clearwater Towers)

Left on Drew St.

Looping down and around Coachman Park and Marina with drop off for the Ferry passengers

Up and right on Osceola (stopping at 2 locations)

Right on Court St.

Over the bridge, west on the causeway

South from the round-about to Pier 60

*Trolley then circles out and heads north to round-about

East on the causeway and over the bridge toward downtown Clearwater.

Continue east on Chestnut

Left on Myrtle

Left on Pierce and continue loop.



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Project implementation specifics and service definition:

- Creates a new dedicated Trolley route exclusively for downtown park & ride to beach service while providing for Ferry transit option
- Scalable - Frequency of service – every ½ hour or ¼ hour as needed (2 – 4 Trolleys)
- No capital investment needed for 2016 to implement – vehicles available (availability will vary during spring and summer due to prior scheduling)
- Proposed Operating Schedule for 2016 Spring & Summer – 96 days
 - Hours from 10:00 am to 8:00 pm
 - 7 day a week service during Spring Break – March & April
 - Weekend service during summer months – May, June, July & August
 - Service during summer holiday weekends
- Ferry service alternative available for discounted rate

Project implementation proposed budget:

- Cost per Trolley per hour - \$60.75 (Preferred partner rate and current city rate)
- Service period for 2016 of 96 days at 10 hours per day = 960 hours
- Budgeting for average of 3 Trolleys in service for 96 days = \$174,960 (\$58,320 / Trolley for the 96 days - Service frequency of Trolleys can be adjusted and phased in based upon expected demand. Assuming that 2 – 4 vehicles will be in operation an average of 3 is used. * holiday rates would be higher)
- Budgeting Clearwater Ferry for 96 days at 10 hours per day = \$38,400 (Ferry would accept the discounted rate @ \$2 / passenger and be reimbursed by the City. Estimated using 20 passengers per hour as an estimated average)
- Temporary Message Boards – estimated cost 6 for 6 months @ \$1,000 each - \$36,000
- App development for the parking map & directions / JT route - \$5,000

Estimated Budget for 2016 Spring and Summer season - \$250,000 to \$300,000

If implemented, this park & ride service could also be used for the larger Events in the downtown and beach to help people get to/from the remote parking.