



LEAVE YOUR CAR WHERE YOU ARE...RIDE THE JOLLEY TROLLEY™

Jolley Trolley 2015 Business Plans

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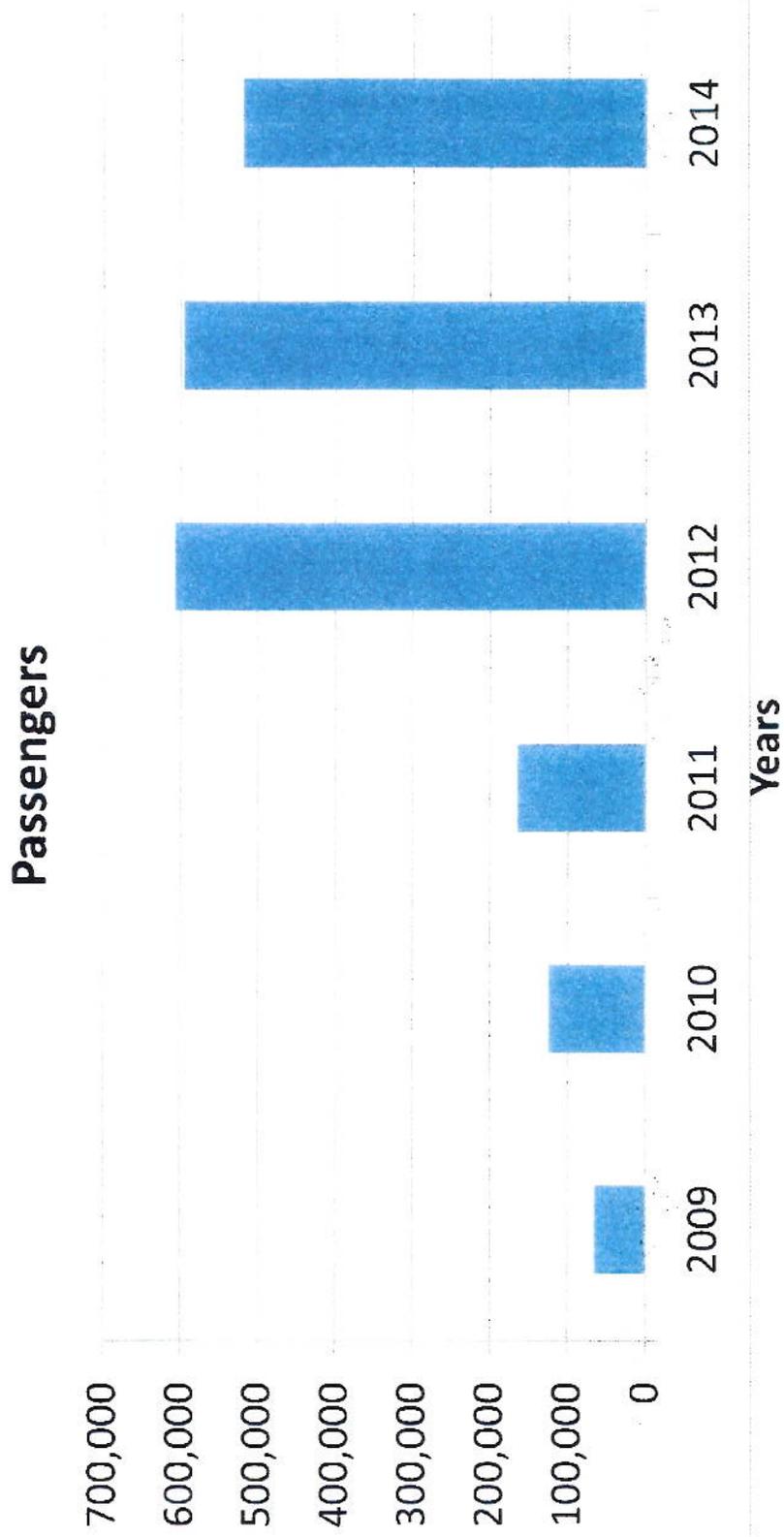


Fiscal 2014 Accomplishments

1. Training - The majority of our drivers have been cross trained on all routes, thus increasing their overall asset to Jolley Trolley and themselves.
 - a. Updated our Anti-Drug and Alcohol policy and have insured that all employees are knowledgeable.
2. Branding and Signage - We replaced 100% of our Jolley Trolley "STOP" signs in the third quarter. Based on a suggestion from one our drivers, destination cities are now indicated on those route stop signs that run north and south. Our driver's state that many tourists are directionally challenged, especially on the Coastal Route. This will make taking the trolley even that much easier! These signs reflect the Jolley Trolley brand that is becoming ubiquitous from Clearwater Beach to Tarpon Springs. In addition, each sign now displays the QR codes (Apple and Android) for tracking the trolleys.
3. Fleet Expansion - We added an additional new trolley to our fleet this year. Air Conditioned Trolley #20 entered service in March. We also placed a deposit on an open trolley, Trolley #21, in April with an expected delivery date of December 2014. Our new purchases have been entered into with the goal of retiring some of our older units. Based on business demands we have not been able to retire any units and are currently running 19 units on a consistent basis.
**Note: Due to the superstitious nature of the number 13, we elected not to utilize this number. So while we have Trolley #20 in service, we truly only have 19 trolleys.*
4. Charters - Our charter business continues to be strong with an increase of 9% over last year. We credit much of our growth to word of mouth referrals and wedding websites, especially Wedding Wire. The money from charters flows directly into refurbishing our existing equipment and purchasing newer equipment. We do not seek government money for the purchase of equipment.
5. Route Expansion - On February 1, 2014 we added an additional route, connecting Safety Harbor and Westfield Mall to the Coastal Route on weekends. This route connects through Dunedin.

Ridership Results

Ridership decreased 13% to 520,000, FY2014 vs. FY2013, due to Clearwater Marine Aquarium being closed for Dolphin Tale 2 filming. Clearwater Beach had a healthy 5.2% ridership increase.





Fiscal 2015 Initiatives and Plans

1. Expansion of Route – We are anxiously waiting to see what Greenlight Pinellas will mean for the Jolley Trolley. While the Greenlight Pinellas literature produced by PSTA highlights a “trolley” route along with Jolley Trolley’s new service into Safety Harbor, we have not been invited to be part of the “spreading the message”. It has been implied by PSTA that we will have the opportunity to bid on our current routes should the referendum be passed.
2. Advertising – We are in discussions with a Clearwater Beach business to “wrap” one or two of our trolleys below the windows with their company brand and logo. This will have a significant impact on our advertising revenues.
 - a. We have announced an advertising campaign that will kick off this fall called “Twice as Nice”. Employees who send in qualified sales leads that result in a contract being signed will get a commission. That commission will double if they get a second or a third lead. We hope that this creates some fun and healthy competition that brings more advertising to the trolleys.
3. Training – A Driver Handbook will be developed in 2015. This will insure more uniformity and understanding of the driving position.
4. Succession Planning – An ongoing initiative of the Jolley Trolley is to attract employees that see the Jolley Trolley as a career, rather than just a job. This has been a primary focus of our Board and an area that stays front of mind as we train/develop existing employees and add new employees to our organization.
5. Maintain our Capital Expenditure Strategy

In 2009, the Jolley Trolley had a very aged fleet, with the average age being 11 years old and 250,000 miles per vehicle. We currently have a fleet of 19 trolleys with an average age of 8.9 years and 185,314 miles. Our continued refurbishment of our older trolleys keeps our average constant. Without the continued addition of new vehicles to our fleet and the eventual retirement of some of our older vehicles it will be difficult to improve on the average age. The continued addition of new vehicles to our fleet is a must for this Fiscal Year and in subsequent years.

Fiscal 2015

Beach Route Plan	2014				2015				FY 2015		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		Jun	Jul

Revenue & Support

City of Clearwater	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$13,620	\$163,443
In Kind - Staging	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
PSTA	\$15,170	\$15,163	\$15,163	\$15,163	\$15,163	\$15,163	\$15,163	\$15,163	\$15,163	\$15,163	\$15,163	\$15,163	\$181,963
Total Support	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$30,283	\$363,406
Fares	\$9,675	\$9,100	\$8,300	\$8,000	\$12,737	\$19,415	\$19,330	\$14,800	\$12,000	\$12,300	\$9,250	\$8,300	\$143,207
Advertising - Trolley	\$9,200	\$9,200	\$9,086	\$9,250	\$9,250	\$9,250	\$9,250	\$9,300	\$9,300	\$9,300	\$9,300	\$9,300	\$110,986

Total Revenues	\$18,875	\$18,300	\$17,386	\$17,250	\$21,987	\$28,665	\$28,580	\$24,100	\$21,300	\$21,600	\$18,550	\$17,600	\$254,193
Grand Total Rev./Sup.	\$49,168	\$48,583	\$47,669	\$47,533	\$52,270	\$58,948	\$58,863	\$54,383	\$51,583	\$51,883	\$48,833	\$47,883	\$617,599

Expenses

Driver Wages	\$9,342	\$9,231	\$9,057	\$9,031	\$9,931	\$11,200	\$11,184	\$10,333	\$9,801	\$9,858	\$9,278	\$9,098	\$117,344
Clerical Wages	\$2,213	\$2,186	\$2,145	\$2,139	\$2,352	\$2,653	\$2,649	\$2,447	\$2,321	\$2,335	\$2,197	\$2,155	\$27,792
Maintenance Wages	\$3,933	\$3,887	\$3,814	\$3,803	\$4,182	\$4,716	\$4,709	\$4,351	\$4,127	\$4,151	\$3,907	\$3,831	\$49,408
Administrative Salaries	\$3,442	\$3,401	\$3,337	\$3,327	\$3,659	\$4,126	\$4,120	\$3,807	\$3,611	\$3,632	\$3,418	\$3,352	\$43,232
Employer Tax Expense	\$1,795	\$1,681	\$1,708	\$1,642	\$1,790	\$2,022	\$2,071	\$1,938	\$1,890	\$1,956	\$1,724	\$1,642	\$21,870
Workers Comp. Ins.	\$900	\$900	\$900	\$1,200	\$1,200	\$1,200	\$1,320	\$1,320	\$1,320	\$1,320	\$1,320	\$1,320	\$14,220
State Unemploy. Ins.	\$473	\$468	\$459	\$458	\$503	\$567	\$567	\$523	\$496	\$499	\$470	\$461	\$5,944
Other Personnel Costs	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Subtotals	\$23,098	\$22,763	\$22,419	\$22,600	\$24,617	\$27,484	\$27,620	\$25,720	\$24,566	\$24,750	\$23,315	\$22,858	\$291,810

Parts/Main.	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Insurance	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300	\$3,500	\$3,500	\$3,500	\$3,500	\$40,400
Fuel	\$9,708	\$9,433	\$9,456	\$9,454	\$9,645	\$12,167	\$12,141	\$11,449	\$10,500	\$10,361	\$9,954	\$9,656	\$123,924

Marketing/Office Items	\$5,800	\$5,800	\$5,800	\$5,800	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$28,800
Utilities	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$7,790
Rent - Shop	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$9,000
Rent - Office	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,325	\$1,325	\$1,325	\$15,675
Equipment Rental	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$8,400
Professional Fees	\$500	\$500	\$500	\$1,000	\$7,500	\$500	\$5,000	\$400	\$400	\$400	\$400	\$400	\$18,500
Interest	\$400	\$400	\$400	\$400	\$400	\$400	\$450	\$450	\$450	\$450	\$450	\$450	\$4,800
Other Taxes	\$450	\$450	\$450	\$450	\$450	\$450	\$350	\$350	\$350	\$350	\$350	\$350	\$4,300
Miscellaneous	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,200

Subtotals	\$28,908	\$31,183	\$30,706	\$29,154	\$30,295	\$25,817	\$30,741	\$24,599	\$23,850	\$24,186	\$23,329	\$23,021	\$323,789
Total Expenses	\$52,006	\$53,946	\$53,125	\$51,754	\$54,912	\$53,301	\$58,361	\$50,319	\$48,416	\$48,936	\$46,644	\$45,879	\$617,599

Net Asset Change	-\$2,838	-\$5,363	-\$5,456	-\$4,221	-\$2,642	\$5,647	\$502	\$4,064	\$3,167	\$2,947	\$2,189	\$2,004	\$0
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Forecasted Jolley Trolley Funding – FY 2015

August 21, 2014

Beach Route

Projected Expense	\$596,697
Self-Funded %	<u>42.6%</u>
Left to Fund	\$342,504

<u>Public Funding</u>	<u>Cash</u>	<u>In Kind</u>	<u>Total</u>	
City of Clearwater	\$163,443	\$18,000	\$181,443	Lease of staging/parking facility
PSTA -- Beach	\$168,443			Half of projected "Left to Fund"
PSTA – CMA	\$13,520		\$181,963	

This represents no increase (Beach) in cash funding from PSTA and no funding increase in cash from the City of Clearwater. PSTA has agreed to fund an additional 4% for the CMA Route, bringing the total to \$13,520. Clearwater has agreed to provide the staging/parking facility (\$18,000) which will be spread to all four routes in expense models.

City of Clearwater Funding History

Fiscal Year		
2007	\$281,220	
2008	\$150,000	
2009	\$150,000	
2010	\$150,000	
2011	\$150,000	
2012	\$163,443	
2013	\$163,443	
2014	\$163,443	
2015	\$163,443	

Fiscal 2015

Coastal Route 2014 2015

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep FY 2015

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Revenue & Support

Support:
City of Clearwater \$296 \$296 \$296 \$296 \$296 \$296 \$296 \$296 \$296 \$296 \$295 \$295 \$3,550

Coastal Partners \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$8,929 \$107,149

PSTA \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$10,784 \$129,405

Total Support \$20,010 \$20,009 \$20,009 \$20,009 \$20,009 \$20,009 \$20,009 \$20,009 \$20,009 \$20,009 \$20,008 \$20,004 \$240,104

Fares \$4,550 \$3,300 \$4,300 \$4,050 \$6,100 \$9,400 \$6,450 \$6,250 \$4,900 \$5,100 \$4,850 \$4,550 \$63,800

Advertising - Trolley \$2,400 \$2,400 \$2,400 \$2,500 \$2,500 \$2,500 \$2,600 \$2,600 \$2,600 \$2,700 \$2,700 \$2,700 \$30,600

Total Revenues \$6,950 \$5,700 \$6,700 \$6,550 \$8,600 \$11,900 \$9,050 \$8,850 \$7,500 \$7,800 \$7,550 \$7,250 \$94,400

Grand Total Rev./Sup. \$25,960 \$25,710 \$26,709 \$26,559 \$28,609 \$31,909 \$29,059 \$28,859 \$27,509 \$27,809 \$27,558 \$27,254 \$334,504

Expenses

Driver Wages \$4,966 \$4,965 \$4,465 \$5,061 \$4,988 \$5,226 \$4,732 \$5,394 \$4,247 \$4,983 \$4,985 \$4,277 \$56,309

Clerical Wages \$2,110 \$2,110 \$2,178 \$2,743 \$2,269 \$2,740 \$2,898 \$2,324 \$2,324 \$2,920 \$2,321 \$2,328 \$29,285

Maintenance Wages \$2,426 \$2,314 \$2,404 \$2,390 \$2,575 \$2,872 \$2,615 \$2,597 \$2,476 \$2,503 \$2,480 \$2,453 \$30,105

Administrative Salaries \$2,157 \$2,057 \$2,137 \$2,125 \$2,289 \$2,553 \$2,325 \$2,309 \$2,201 \$2,225 \$2,205 \$2,180 \$26,780

Employer Tax Expense \$1,017 \$995 \$973 \$1,072 \$1,054 \$1,165 \$1,094 \$1,098 \$979 \$1,099 \$1,043 \$1,099 \$12,566

Workers Comp. Ins. \$800 \$800 \$800 \$800 \$800 \$800 \$800 \$800 \$800 \$800 \$800 \$800 \$9,600

State Unemploy. Ins. \$292 \$286 \$280 \$308 \$303 \$335 \$314 \$316 \$281 \$316 \$300 \$281 \$3,611

Other Personnel Costs \$500 \$500 \$500 \$500 \$500 \$500 \$500 \$500 \$500 \$500 \$500 \$500 \$6,000

Subtotals \$14,298 \$14,016 \$13,736 \$14,999 \$14,778 \$16,190 \$15,278 \$15,338 \$13,807 \$15,345 \$14,634 \$13,797 \$176,217

Parts/Main \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$3,000 \$36,000

Insurance \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$24,000

Fuel \$5,708 \$5,000 \$5,074 \$5,174 \$4,731 \$5,600 \$5,426 \$5,425 \$4,976 \$5,049 \$5,201 \$5,201 \$62,565

Depreciation \$2,000 \$2,000 \$2,000 \$2,000 \$300 \$300 \$300 \$300 \$300 \$300 \$300 \$300 \$3,000

Marketing/Office Items \$400 \$400 \$400 \$400 \$400 \$400 \$400 \$400 \$400 \$400 \$400 \$400 \$4,800

Utilities \$450 \$450 \$450 \$450 \$450 \$450 \$450 \$450 \$450 \$450 \$450 \$450 \$5,400

Rent - Shop \$600 \$600 \$600 \$600 \$600 \$600 \$600 \$600 \$600 \$600 \$600 \$600 \$7,200

Rent - Office \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$2,400

Equipment Rental \$260 \$260 \$260 \$260 \$260 \$260 \$260 \$260 \$260 \$260 \$260 \$260 \$3,120

Professional Fees \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$2,400

Interest \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$2,400

Other Taxes \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$200 \$2,400

Miscellaneous \$14,818 \$14,110 \$14,184 \$14,284 \$12,141 \$13,010 \$12,836 \$12,835 \$12,386 \$12,459 \$12,611 \$12,611 \$156,285

Subtotals \$29,116 \$28,126 \$27,920 \$29,283 \$26,919 \$29,200 \$28,114 \$28,173 \$26,193 \$27,804 \$27,245 \$26,408 \$334,502

Total Expenses \$2,156 \$2,416 \$2,724 \$2,724 \$1,690 \$2,709 \$945 \$886 \$1,316 \$5 \$313 \$846 \$2

Net Asset Change

**Proposed Jolley Trolley Funding Request with Additional Holiday Service
Coastal Route
FY 2015**

FY 2015 Forecast

Operating Expenses

	Notes
Annual Operating Hours	1 5,564
Additional Holiday Hours	2 224
Total Hours	5,788
Operating Cost/Hour	\$57.43
Total Operating Cost	\$332,405

Operating Revenues

Farebox and Advertising Funding	3 (\$92,301)
Total Contribution Requirement	\$240,104
Less: FDOT Service Development Grant	0
Total Partner Contribution Requirement	\$240,104

Proposed Funding Allocations

<u>Funding Partner</u>	<u>FY 2015 Proposed</u>	<u>% of Total</u>
PSTA	\$129,405	53.9%
City of Clearwater	\$3,550	1.5%
Dunedin	32,643	13.6%
Pinellas County	32,643	13.6%
Tarpon Springs	32,643	13.6%
Clearwater DDB	9,220	3.8%
Total	\$240,104	100%

Notes

1. Annual Operating Hours are the same as they were in FY 2014.
2. Additional Proposed Holiday Hours for New Year's Eve, New Year's Day, Mardi Gras, St. Patrick's Day, Cinco de Mayo, Memorial Day and Labor Day.
3. Assumed 22% farebox recovery and 6% advertising of total operating cost (no advertising assumed for additional Holidays).

Pinellas Suncoast Transit Authority
 FY 2015 Proposed Budget
 Jolley Trolley Coastal Route
 June 26, 2014

Funding History

	FY 2011 Per Original Contract	FY 2011 Per Amended Contract	FY 2012 Per Contract	FY 2013 Per Contract	FY 2014 Per Contract	FY 2015 Proposed Per Request
Grant	\$0	\$41,456	\$91,238	\$91,238	\$11,606	\$0
PSTA	94,802	73,330	74,014	64,549	117,799	129,405
City of Clearwater	0	0	0	0	3,550	3,550
Dunedin	26,712	20,660	15,738	18,443	32,643	32,643
Pinellas County	26,712	20,660	15,738	18,443	32,643	32,643
Tarpon Springs	26,712	20,660	15,738	18,443	32,643	32,643
Clearwater DDB	14,667	11,345	7,870	9,220	9,220	9,220
Total	\$189,605	\$188,112	\$220,336	\$220,336	\$240,104	\$240,104

FY 2011 vs. FY 2015 Comparison

	FY 2011 Per Original Contract	FY 2015 Proposed Per Request	Increase Per Proposed
PSTA	94,802	129,405	34,603
City of Clearwater	0	3,550	3,550
Dunedin	26,712	32,643	5,931
Pinellas County	26,712	32,643	5,931
Tarpon Springs	26,712	32,643	5,931
Clearwater DDB	14,667	9,220	-5,447
Total	\$189,605	\$240,104	\$50,499