



MEMORANDUM

TO: Mayor and City Council
FROM: William Horne, City Manager
DATE: February 16, 2016
RE: Trolley and Ferry – Beach Transit

BACKGROUND: On Friday, February 12, 2016, having heard from the Greater Clearwater Chamber of Commerce (Chamber), Jolley Trolley and the Clearwater Ferry, City Council asked staff to meet with the interested parties and provide recommendations for beach transit during the 2016 spring break period. The City Attorney and Assistant City Manager met with representatives of the three parties on Tuesday, February 16, 2016 and offer the following information and recommendations.

DISCUSSION:

Jolley Trolley After further review of available resources and scheduled commitments, Jolley Trolley has pulled their proposal to provide a spring break looper service (looper) for this year. There are 13 days within the 8-week spring break period for which they have committed charters that would preclude their ability to run the looper as proposed last week.

Instead, Jolley Trolley proposes a pilot looper service for the 6-week summer peak season running from May 28, 2016 (Memorial Day) to July 4, 2016 (Independence Day). The pilot would operate the same schedule, 10 am – 8 pm, daily, and route as reflected in last week's backup materials. Based on the proposed service duration of 6 weeks,

After discussion with Jolley Trolley, they have agreed to collect a \$1 fare per passenger over age of 6 for the summer looper. Passes will be honored with no additional fare and the City will receive no credit for pass riders. Jolley Trolley will operate a minimum of 2 trolleys with the ability to add a third if ridership demands. At the end of each day, the \$1 fares will be accounted and credited toward the \$60.75 hourly rate per trolley. Because they will be collecting a fare, Jolley Trolley is requesting a weekly administrative fee of \$50.

Including the administrative fee, the maximum not to exceed cost to the City will be \$77,760, comprised of \$77,460 (\$25,820/trolley for 3 trolleys/42 days) and \$300 (\$50/week/6 weeks).

Clearwater Ferry The Clearwater Ferry (Ferry) remains available to support spring break and/or a 6-week pilot summer service. Either consideration has an estimated not-to-exceed cost based upon a maximum of 65 passengers/30 minutes from 10 am – 8 pm. If the City were to subsidize the \$3 fare by \$1 per fare (\$1,300/day) the not-to-exceed amount for the 8-week spring break period would be \$79,300 and for the 6-week pilot summer service would be \$54,600.

RECOMMENDATIONS:

1. Negotiate an amendment to the City of Clearwater/Jolley Trolley Agreement for a not-to-exceed cost subsidy of \$77,760 with Jolley Trolley for a 6-week summer pilot, beginning May 28, 2016 and ending July 4, 2016.
2. Negotiate an agreement with Clearwater Ferry for a not-to-exceed subsidy of \$54,600, equal to \$1 per fare or \$1,300/day for a 6-week summer pilot, beginning May 28, 2016 and ending July 4, 2016.

If City Council concurs with Recommendations #1 and #2, staff will return with the agreements for approval and a recommended budget amendment to fund the subsidies.

3. Authorize an agreement with Clearwater Ferry for a not-to-exceed subsidy of \$79,300, equal to \$1 per fare or \$1,300/day for the 8-week spring break period, beginning March 1, 2016 and ending April 30, 2016; and authorize the appropriate officials to execute an agreement on behalf of the City. If approved, authorize budget amendment in the amount of \$79,300 from General Fund Reserves to fund the subsidy.

If City Council concurs with Recommendation #3, staff will bring the agreement back to ratify and confirm the action.

4. As proposed by the Chamber, if Council approves these recommendations, staff will use our variable message boards to encourage visitors to park and ride the Ferry during spring break and both the Jolley Trolley and Ferry during the summer pilot. Staff will also provide promotion of both the spring and summer park and ride alternatives through our normal public communications.