

JOLLEY TROLLEY SYSTEM GRANT FUNDING AGREEMENT

This Jolley Trolley System Funding Agreement is made and entered into this 5th day of ~~September~~ ^{October}, 2015, between the City of Clearwater, hereinafter referred to as the ("City") and the JOLLEY TROLLEY TRANSPORTATION OF CLEARWATER, INC., a Florida non-profit corporation, hereinafter referred to as the ("Corporation").

ARTICLE I. TERM

The term of this agreement shall be for a period of one (1) year commencing on October 1, 2015 and continuing through September 30, 2016, (the "Termination Date"), subject to annual budgetary appropriation approved by the Clearwater City Council, unless earlier terminated under the terms of this agreement.

ARTICLE II. RESPONSIBILITIES OF THE CORPORATION

- 1) **Services to be Provided.** The Corporation shall provide the transportation services to promote tourism described as trolley service on Clearwater Beach, Island Estates and Sand Key (Beach Route) and the Coastal Route, both described in Exhibit A.
- 2) **Transportation Pick-ups.** (a) Beach Route: The Corporation shall provide scheduled transportation pick-ups which will be no more than 30 minutes apart (conditions permitting), as described in Exhibit A. (b) Coastal Route: The Corporation shall provide scheduled transportation pick-ups which will be no more than 60 minutes apart (conditions permitting), as described in Exhibit A.
- 3) **Posted Route Schedules.** The Corporation shall provide posted route times at selected pick-up locations listing scheduled pick-up times, in conjunction with the Pinellas Suncoast Transit Authority (PSTA).
- 4) **Scheduled Reports of Activities.** The Corporation shall furnish the City with IRS Forms 990 and 990T certified by independent Certified Public Accountant within 90 days of the end of the fiscal year to the Economic Development and Housing Director. The financial report is to set forth the total cost of operations provided, and the detailed account of operational costs funded in part by the City. The Corporation will also provide quarterly reports of activities including: high level financials, ridership numbers, accident frequency, and on-time adherence to schedule for both the Beach and Coastal Routes.
- 5) **Use and Disposition of Funds Received.** Funds received by the Corporation from the City shall be used towards the payment of expenses attendant to the operation of the Trolley System.
- 6) **Creation, Use and Maintenances of Financial Records.**
 - a) **Creation of Records.** The Corporation shall create, maintain and make accessible to authorized City representatives such financial and accounting records, books, documents, policies, practices and procedures necessary to reflect fully the financial activities of the Corporation. Such records shall be available and accessible at all times for inspection, review or audit by authorized City personnel, and shall be made available in accordance with Chapter 119, Florida Statutes (Public Records) and other applicable law.
 - b) **Use of Records.** The Corporation shall produce such reports and analyses that may be required by the City and other duly authorized agencies to document the proper and prudent stewardship and use of the monies received through this agreement.

- c) **Maintenance of Driver's Log and Check Point System.** The Corporation agrees to maintain a driver's log and a check point system to document compliance with the agreed upon schedule. Changes to these attached schedules are at the discretion of the Corporation Board of Directors, but will be submitted to the City at least two weeks prior to implementation. Any change, or series of changes, which will cause more than a 25% reduction in the routes may, at the discretion of the City Council, be considered a failure to adhere to the terms of the contract and may be grounds for reducing the funding commitment or may be considered cause for termination of the contract.
 - d) **Maintenance of Records.** All records created hereby are to be retained and maintained for a period not less than five (5) years from the close of the applicable fiscal year.
- 7) **Non-discrimination.** Notwithstanding any other provision of this agreement, the Corporation for itself, agents and representatives, as part of the consideration for this agreement does covenant and agree that:
 - a) **No Exclusion from Use.** No person shall be excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in the operation of this program on the grounds of race, color, religion, sex, handicap, age or national origin.
 - b) **No Exclusion from Hire.** In the management, operation, or provision of the program activities authorized and enabled by this agreement, no person shall be excluded from participation in or denied the benefits of or otherwise be subject to discrimination on the grounds of, or otherwise be subjected to discrimination on the grounds of race, color, religion, sex, handicap, age, or national origin, except that age may be taken into consideration to the extent that the age of an employee is a bona fide occupational qualification, as permitted by law.
 - c) **Inclusion in Subcontracts.** The Corporation agrees to include the requirement to adhere to Title VI and Title VII of the Civil Rights Act of 1964 in all approved subcontracts.
 - d) **Breach of Non-discrimination Covenants.** In the event of conclusive evidence of a breach of any of the above non-discrimination covenants, the City shall have the right to terminate this agreement immediately.
- 8) **Liability and Indemnification.** The Corporation shall act as an independent contractor and agrees to assume all risks of providing the program activities and services herein agreed and all liability therefore, and shall defend, indemnify, and hold harmless the City, its officers, agents, and employees from and against any and all claims of loss, liability and damages of whatever nature, to persons and property, including, without limiting the generality of the foregoing, death of any person and loss of the use of any property, except claims arising from the negligence of the City or City's agents or employees. This includes, but is not limited to, matters arising out of or claimed to have been caused by or in any manner related to the Corporation's activities or those of any approved or unapproved invitee, contractor, subcontractor, or other person approved, authorized, or permitted by the Corporation whether or not based on negligence. Nothing herein shall be construed as consent by the City to be sued by third parties, or as a waiver or modification of the provisions or limits of Section 768.28, Florida Statutes or the Doctrine of Sovereign Immunity.
- 9) **Compliance with Laws.** Corporation shall comply with all federal, state, county and local laws, rules and regulations applicable to the operation of the vehicles. If it is ever determined that this Agreement violates any federal, state, county or local laws, rules or regulations, then Corporation shall comply in a timely manner or City may terminate.

- 10) **Corporation's Role in the Development and Revitalization of Clearwater Beach.** It is contemplated by the Parties hereto that in consideration for the funding provided by the City, the Corporation's role in providing trolley service shall be promoted as a tourist amenity and enhancement in furtherance of the development and revitalization of Clearwater Beach. To that end, the Corporation agrees to cooperate and work with City staff to develop the Corporation's role as integral to such revitalization and development and as a catalyst for tourism. In addition, the Coastal Route is intended to link the tourism activities on Clearwater Beach with those of Downtown Clearwater.

ARTICLE III. RESPONSIBILITIES OF THE CITY

- 1) **Funds for Operations.** The City, subject to annual City Council approval, agrees to fund in part the operational costs incurred in providing the activities and services authorized by this agreement as follows:
- An annual amount of \$175,897 for providing trolley service on Clearwater Beach, Island Estates and Sand Key, based upon the Corporation meeting the route schedule attached as Exhibit A.
 - An annual amount of \$3,881 for the Coastal Route, contingent upon PSTA match of \$3,881 and Downtown Development Board contribution of \$9,220.
 - Payable in equal payments of 1/12 per month per fiscal year.

ARTICLE IV. DISCLAIMER OF WARRANTIES

This Agreement constitutes the entire Agreement of the parties on the subject hereof and may not be changed, modified or discharged except by written Amendment duly executed by both parties. No representations or warranties by either party shall be binding unless expressed herein or in a duly executed Amendment hereof.

ARTICLE V. TERMINATION

- 1) **For Cause.** Failure to adhere to any of the provisions of this Agreement in material respect shall constitute cause for termination. Either party may terminate this Agreement for cause by giving the other party sixty (60) days notice of termination. If the default is not cured within the sixty (60) day period following receipt of notice, this Agreement shall terminate on the sixty-first (61st) day.
- 2) **Disposition of Fund Monies.** In the event of termination for any reason, monies made available to the Corporation but not expended in accordance with this Agreement shall be returned to the City within 30 days of demand.

ARTICLE VI. NOTICE

Any notice required or permitted to be given by the provisions of this Agreement shall be conclusively deemed to have been received by a party hereto on the date it is hand delivered to such party at the address indicated below (or at such other address as such party shall specify to the other party in writing), or if sent by registered or certified mail (postage prepaid), on the fifth (5th) business day after the day on which such notice is mailed and properly addressed.

1) If to Corporation, addressed to: Jolley Trolley Transportation of Clearwater, Inc.
483 Mandalay Avenue, Suite 213
Clearwater, FL 33767

2) If to City, addressed to: City Manager
P. O. Box 4748
Clearwater, FL 33758-4748

With copies to:

City Attorney
P. O. Box 4748
Clearwater, FL 33758-4748

Economic Development and Housing Director
P.O. Box 4748
Clearwater, FL 33758-4748

ARTICLE VII. EFFECTIVE DATE

The effective date of this Agreement shall be as of the date written below.

IN WITNESS WHEREOF, the parties hereto have set their hands and seals this 5th day of October, 2015.

Countersigned:

-georien cretekos
George N. Cretekos
Mayor

CITY OF CLEARWATER, FLORIDA

William B. Horne II
William B. Horne II
City Manager

Approved as to form:

Sandra Mabony for
Pam Akin
City Attorney Pam Akin

Attest:

Winnie Sprague
For: Rosemarie Call, MPA, QMC
City Clerk

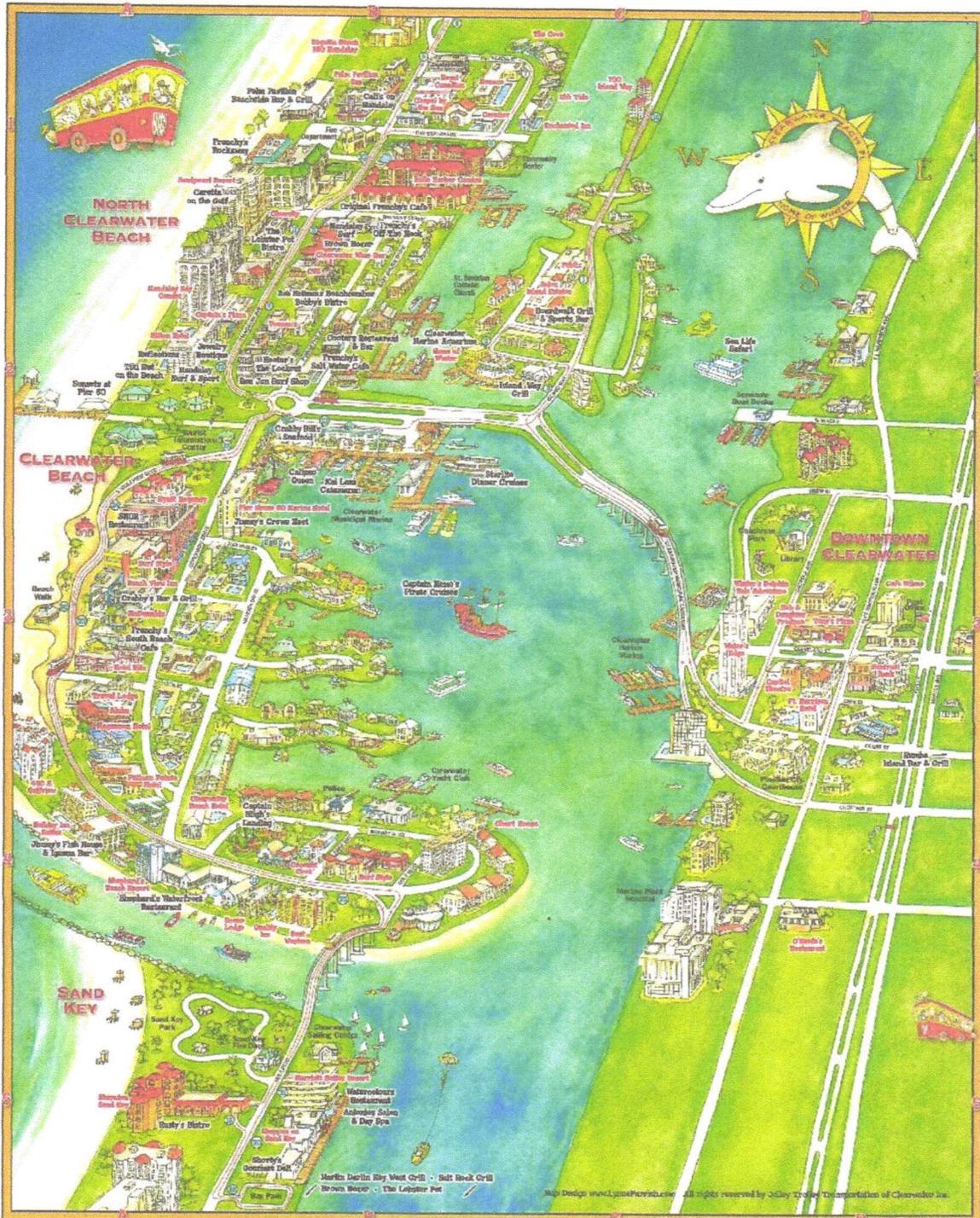


JOLLEY TROLLEY TRANSPORTATION
OF CLEARWATER, INC.

By: Rosemary Windsor
Rosemary Windsor
Executive Director

Attest:

Deborah Jones



Map Design: www.mapsofamerica.com. All rights reserved by Jolley Travel, a subsidiary of Clearwater Inc.

727-445-1200
 info@clearwaterjolleytrolley.com

THE JOLLEY TROLLEY ROUTE SCHEDULE



NORTH BEACH ROUTE

STOP #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
LOCATION	Publix	Aquarium	Island Way Grill	Beachcomber	Brown Boxer	Recreation Ctr.	Acacia St.	860 Mandalay	Acacia Circle	Rockaway	Lobster Pot	Hilton	Marina	700 Island Way	Publix
AM	10:00	10:02	10:03	10:07	10:09	10:10	10:13	10:15	10:17	10:19	10:20	10:22	10:24	10:26	10:30
	10:30	10:32	10:33	10:37	10:39	10:40	10:43	10:45	10:47	10:49	10:50	10:52	10:54	10:56	11:03
	11:00	11:02	11:03	11:07	11:09	11:10	11:13	11:15	11:17	11:19	11:20	11:22	11:24	11:26	11:30
	11:30	11:32	11:33	11:37	11:39	11:40	11:43	11:45	11:47	11:49	11:50	11:52	11:54	11:56	12:03
PM	12:00	12:02	12:03	12:07	12:09	12:10	12:13	12:15	12:17	12:19	12:20	12:22	12:24	12:26	12:30
	12:30	12:32	12:33	12:37	12:39	12:40	12:43	12:45	12:47	12:49	12:50	12:52	12:54	12:56	1:03
	1:00	1:02	1:03	1:07	1:09	1:10	1:13	1:15	1:17	1:19	1:20	1:22	1:24	1:26	1:30
	1:30	1:32	1:33	1:37	1:39	1:40	1:43	1:45	1:47	1:49	1:50	1:52	1:54	1:56	2:03
	2:00	2:02	2:03	2:07	2:09	2:10	2:13	2:15	2:17	2:19	2:20	2:22	2:24	2:26	2:30

Continues every 30 minutes all day until 10:00pm Sunday through Thursday and until 12:00 midnight on Fridays and Saturdays

SOUTH BEACH ROUTE

STOP #	1	2	3	15	16	17	18	19	20	21	22	23	24	13	1
LOCATION	Publix	Aquarium	Island Way Grill	Pier 60	Beach Walk	Shepherd's	Sheraton	Bay Park	Shoppes	Marriott	Surf Style	Crabby Bill's	Hyatt	Marina	Publix
AM	10:00	10:02	10:03	10:06	10:09	10:10	10:13	10:15	10:17	10:19	10:20	10:22	10:24	10:26	10:30
	10:30	10:32	10:33	10:36	10:39	10:40	10:43	10:45	10:47	10:49	10:50	10:52	10:54	10:56	11:00
	11:00	11:02	11:03	11:06	11:09	11:10	11:13	11:15	11:17	11:19	11:20	11:22	11:24	11:26	11:30
	11:30	11:32	11:33	11:36	11:39	11:40	11:43	11:45	11:47	11:49	11:50	11:52	11:54	11:56	12:00
PM	12:00	12:02	12:03	12:06	12:09	12:10	12:13	12:15	12:17	12:19	12:20	12:22	12:24	12:26	12:30
	12:30	12:32	12:33	12:36	12:39	12:40	12:43	12:45	12:47	12:49	12:50	12:52	12:54	12:56	1:00
	1:00	1:02	1:03	1:06	1:09	1:10	1:13	1:15	1:17	1:19	1:20	1:22	1:24	1:26	1:30
	1:30	1:32	1:33	1:36	1:39	1:40	1:43	1:45	1:47	1:49	1:50	1:52	1:54	1:56	2:00
	2:00	2:02	2:03	2:06	2:09	2:10	2:13	2:15	2:17	2:19	2:20	2:22	2:24	2:26	2:30

Continues every 30 minutes all day until 10:00pm Sunday through Thursday and until 12:00 midnight on Fridays and Saturdays

Jolley Trolley Fare Structure

	FARE	REDUCED (SENIOR/DISABLED)
Regular Cash Fare (per ride)	\$ 2.00	\$ 1.00
* BEST VALUE *		
Unlimited Daily Pass (end of day)	\$ 4.50	\$ 2.25
Weekly Pass (7 days)	\$20.00	N/A
Monthly Pass (31 days)	\$65.00	\$35.00

Exact change required. Tickets & passes can be purchased from the Jolley Trolley drivers.

All fare classifications are valid on Jolley Trolley and PSTA system wide. Children 5 and under are free. Passes are interchangeable between service providers. PSTA routes 100x and 300x are \$3.00. All pass sales are final; non-transferable, non-refundable. If not responsible for lost or damaged passes. Reduced fares require government Medicare or PSTA issued photo ID.

COVER PHOTO CREDIT: ROGER SLATER, CCS PHOTOGRAPHY

WWW.CCSPHOTOGRAPHY.NET - 727.517.5689

CLEARWATER BEACH MAP & GUIDE PRODUCED BY:
 LDR MARKETING

CHARTER THE JOLLEY TROLLEY!

- Corporate Outings
- Weddings & Parties
- Event Shuttles
- Bar Hopping

For information call
727-445-1200 or
 info@clearwaterjolleytrolley.com



Photo: Roger Slater, CCS Photography

Be sure to visit these Clearwater Beach favorites

- Pier 60 Sunsets** — 1000 ft. pier with evening family entertainment, playgrounds, live music
- Beach Walk** — Clearwater's newest boardwalk with artistic touches, spectacular sand surf
- The Marina** — Fishing, rental boats, jet skis, dinner cruises, restaurants, stores and more
- The Sailing Center** — Families learn to sail, boating safety classes, and sailboat rentals
- Coachman Park and Marina** — Library, pier, marina and many city events performed here

The Jolley Trolley is the perfect way to enjoy sightseeing and shopping without the stress of finding your way around town, parking, and traffic jams. Enjoy stops in each of these towns:

Tarpon Springs

Tarpon Springs is two cities in one. The Historic Downtown, with its 1900's train depot, is Tarpon's art and antique district. The Sponge Docks brought Greek Spongers in 1905 and is still a working port with sponge and fishing boats, shops and the best in Greek dining.

Palm Harbor

Welcome to Palm Harbor! Stop and experience our downtown area, home to many historic buildings such as the Rhea Sutton White Chapel. Come and enjoy great food, unique shopping, fun festivals and events held on Florida Avenue and at "Pop" Stansell Park, lively night life, and entertainment. Visit Palm Harbor Chamber of Commerce or Old Palm Harbor Main Street for information.

Dunedin

Visit quaint, active Dunedin and enjoy unique shopping and delicious dining, nightlife, great beaches, and fun special events - several that celebrate the city's Scottish ancestry. Plus there's Toronto/Dunedin Blue Jays baseball, a beautiful marina, historical museum, golf, art, and more!

Downtown Clearwater

Downtown Clearwater's Cleveland Street District offers an art-filled streetscape overlooking Clearwater Harbor's Memorial Causeway Bridge. Enjoy restaurants and live entertainment at the Historic Capitol Theatre. Every Wednesday from October to May find produce at the Farmer's Market and a monthly Friday festival and events that attract crowds for free music and fun!

Clearwater Beach

Visit 3 miles of powdery, white, sugar sand and endless sunshine. Enjoy daily festivals at Sunsets at Pier 60 and free weekend movies. Marina, jet skis, dolphin boat tours, fishing and more. See Clearwater Marine Aquarium, home of Winter the Dolphin. Beach lodging, resorts, spas, restaurants, night life and World Famous Grouper sandwiches. Come take a walk and enjoy special events along our fabulous new Beach Walk.

Fares

(Exact change required)

Regular All Day Pass \$4.50

Reduced All Day Pass \$2.25*

Regular Cash \$2.00 each way

Reduced Cash \$1.00 each way*

Youth Cash \$1.25 each way*

Adult Student Cash \$1.25 each way*

Transfer FREE to & from PSTA

PSTA GO Cards are also accepted.

*Reduced fare is offered to Seniors 65 and older with government-issued photo ID that shows age or Pinellas Suncoast Transit Authority (PSTA) ID card; Medicare cardholders (show original card); and Disabled citizens with PSTA ID card. Youth 18 and younger must show government-issued photo ID that shows age, school photo ID, or PSTA ID card. Adult Students must show PSTA ID Card.

NOTE: Fares are subject to change.

Service Hours

North and South Clearwater Beach service runs once every half hour, every day, Monday through Sunday.

Service to downtown Dunedin, downtown Palm Harbor, and downtown Tarpon Springs service runs once an hour on Friday, Saturday, and Sunday ONLY.

Connecting

The Jolley Trolley service is operated in two parts. One route circles Clearwater Beach while the other goes to the mainland from Island Estates Publix to serve downtown Dunedin, Palm Harbor, and Tarpon Springs.

The trolleys connect at Island Estates Publix.

To make transferring easier, we suggest that you purchase a One-Day Unlimited Ride pass from the driver.

Jolley Trolley

Effective 10-6-13

Clearwater Beach

Bay Park
Sheraton Sand Key
Shephard's
Clearwater Marina
Crabby Bill's
Beach Walk
Pier 60
Clearwater Marine Aquarium
Publix
Island Estates Plaza
Frenchy's Rockaway Grill
880 Mandalay Ave

Downtown Clearwater, Dunedin, Palm Harbor, Tarpon Springs

Island Estates Plaza
Downtown Clearwater
Downtown Dunedin
Downtown Palm Harbor
Downtown Tarpon Springs
Tarpon Springs Sponge Docks

Service operated by
Clearwater Jolley Trolley
483 Mandalay Ave, Ste 213
Clearwater, FL 33767
(727) 445-1200
www.clearwaterjolleytrolley.com

The Jolley Trolley appreciates the community support and financial assistance provided by the Pinellas Suncoast Transit Authority, the City of Clearwater, the Clearwater Downtown Development Board, the City of Dunedin, Pinellas County, and the City of Tarpon Springs.



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Printed materials designed by the PSTA Marketing Department

North & South Clearwater Beach

Runs Every Half Hour
Monday through Sunday

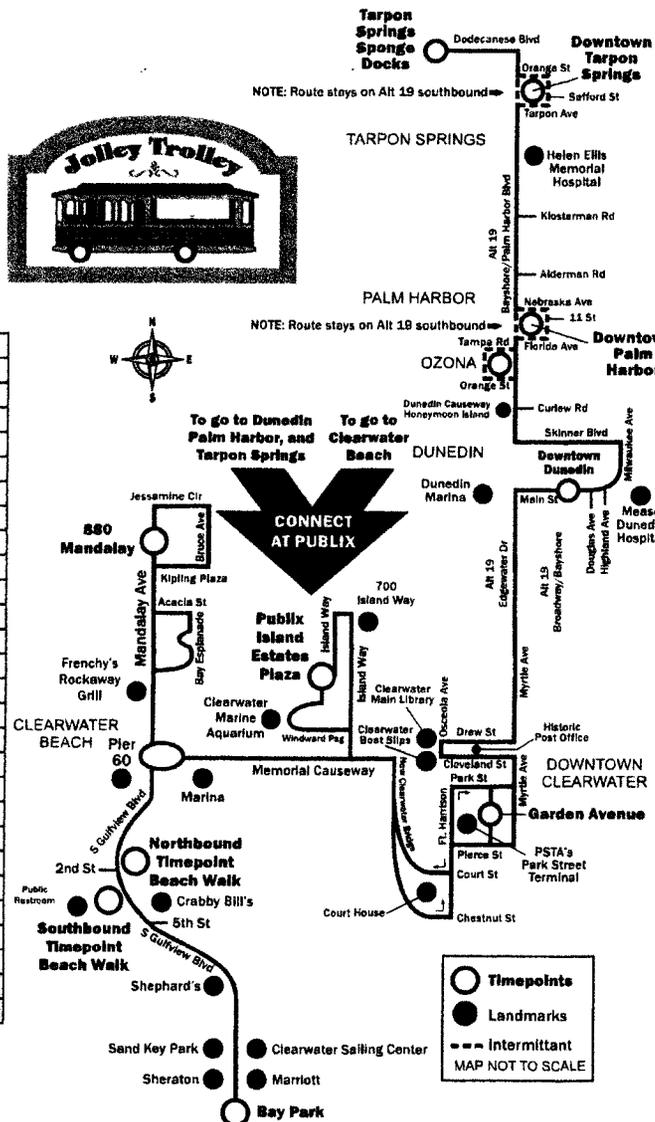


Bay Park	North Bound Beach Walk	Island Estates Publix	880 Mandalay	Island Estates Publix	South Bound Beach Walk	Bay Park
-	-	-	-	10:00	10:08	10:15
10:15 AM	10:23	10:30	10:45	11:00	11:08	11:15
10:45	10:53	11:00	11:15	11:30	11:38	11:45
11:15	11:23	11:30	11:45	12:00	12:08	12:15
11:45	11:53	12:00	12:15	12:30	12:38	12:45
12:15 PM	12:23	12:30	12:45	1:00	1:08	1:15
12:45	12:53	1:00	1:15	1:30	1:38	1:45
1:15	1:23	1:30	1:45	2:00	2:08	2:15
1:45	1:53	2:00	2:15	2:30	2:38	2:45
2:15	2:23	2:30	2:45	3:00	3:08	3:15
2:45	2:53	3:00	3:15	3:30	3:38	3:45
3:15	3:23	3:30	3:45	4:00	4:08	4:15
3:45	3:53	4:00	4:15	4:30	4:38	4:45
4:15	4:23	4:30	4:45	5:00	5:08	5:15
4:45	4:53	5:00	5:15	5:30	5:38	5:45
5:15	5:23	5:30	5:45	6:00	6:08	6:15
5:45	5:53	6:00	6:15	6:30	6:38	6:45
6:15	6:23	6:30	6:45	7:00	7:08	7:15
6:45	6:53	7:00	7:15	7:30	7:38	7:45
7:15	7:23	7:30	7:45	8:00	8:08	8:15
7:45	7:53	8:00	8:15	8:30	8:38	8:45
8:15	8:23	8:30	8:45	9:00	9:08	9:15
8:45	8:53	9:00	9:15	9:30	9:38	9:45
9:15	9:23	9:30	9:45	10:00	10:08	10:15
9:45	9:53	10:00	10:15	10:30	10:38	10:45
10:15	10:23	10:30	10:45	11:00	11:08	11:15
10:45	10:53	11:00	11:15	11:30	-	-

Wheelchair service provided on all trips.

These trips operate on Friday and Saturday only.

Times shown are scheduled but may vary due to weather, traffic, or other unforeseen events.



Downtown Clearwater, Dunedin, Ozona, Palm Harbor, and Tarpon Springs

Runs Once an Hour
Friday, Saturday, and Sunday ONLY

Island Estates Publix	Garden Avenue Clearwater	Downtown Dunedin	Downtown Palm Harbor	Downtown Tarpon Springs	Tarpon Springs Sponge Docks	Downtown Dunedin	Garden Avenue Clearwater	Island Estates Publix
-	-	10:00	10:10	10:25	10:30	11:00	11:23	11:30
10:30 AM	10:37	11:00	11:10	11:25	11:30	12:00	12:23	12:30
11:30	11:37	12:00	12:10	12:25	12:30	1:00	1:23	1:30
12:30 PM	12:37	1:00	1:10	1:25	1:30	2:00	2:23	2:30
1:30	1:37	2:00	2:10	2:25	2:30	3:00	3:23	3:30
2:30	2:37	3:00	3:10	3:25	3:30*	4:00	4:23	4:30
3:30	3:37	4:00*	4:10	4:25	4:30*	5:00	5:23	5:30
4:30	4:37	5:00*	5:10	5:25	5:30*	6:00	6:23	6:30
5:30	5:37	6:00*	6:10	6:25	6:30*	7:00	7:23	7:30
6:30	6:37	7:00*	7:10	7:25	7:30*	8:00	8:23	8:30
7:30	7:37	8:00*	8:10	8:25	8:30*	9:00	9:23	9:30
8:30	8:37	9:00*	9:10	9:25	9:30*	10:00	10:23	10:30
9:30	9:37	10:00*	10:10	10:25	10:30*	11:00	11:23	11:30
10:30	10:37	11:00*	11:10	11:25	11:30*	12:00	-	-
11:30	11:37	12:00*	-	-	-	-	-	-

Wheelchair service provided on all trips.

* These trips service OZONA Friday Only. Saturday and Sunday all trips serve OZONA.

These trips operate on Friday and Saturday only.

NOTE: The Trolley serves Tarpon Ave, Safford St, and Orange St in Tarpon Springs and Florida Ave, 11th Street and Nebraska Ave, in Palm Harbor Northbound only. The Southbound trolleys stay on Alt. 19. Times shown are scheduled but may vary due to weather, traffic, or other unforeseen events.

There are several stops along the route. Jolley Trolley bus stop signs are located right below PSTA bus and/or trolley stop signs. Riders may transfer for free between the two services, just ask the driver for a transfer.

Jolley Trolley fares are the same as PSTA, and Jolley Trolley passes are valid on PSTA.

To learn more, call the Jolley Trolley at (727) 445-1200.



The Trolley will operate on these non-Friday, Saturday and Sunday Holidays: New Year's Eve, New Year's Day, St. Patrick's Day, Mardi Gras, Cinco DeMayo, Memorial Day, and Labor Day.

Effective 10-06-13

SUBJECT/RECOMMENDATION:

..Title

Approve a one-year Grant Funding Agreement, in the amount of \$179,778 between Jolley Trolley Transportation of Clearwater, Inc. and the City of Clearwater for the operation of transportation and trolley service on Clearwater Beach, Island Estates and Sand Key (Beach Route) and the Coastal Route, and authorize the appropriate officials to execute same.

..Body

SUMMARY:

The Jolley Trolley Transportation of Clearwater, Inc. (Jolley Trolley) has been operating trolley service throughout the Clearwater Beach, Island Estates, and Sand Key areas since 1982. The non-profit's mission is to reduce congestion and improve mobility in this area for both tourists and residents. In addition, the Jolley Trolley has become a tourist venue that differentiates Clearwater Beach from other beaches in the area. The Jolley Trolley expects to transport over 200,000 passengers for FY 2015-16, not including Clearwater Marine Aquarium passengers.

This fiscal year, the Jolley Trolley had 825,000 riders, a 58% increase in ridership due to the Clearwater Marine Aquarium. Clearwater Beach had a healthy 5.3% ridership increase. The Jolley Trolley currently has a fleet of 23 trolleys with an average age of 8.5 years.

The Jolley Trolley accomplishments for FY 2014-15 are:

- Increased beach route ridership by 5.3% over prior year;
- Added four new trolleys to the fleet;
- Revised Coastal Map and Guide to include Safety Harbor, currently distributing 60,000 copies. The Jolley Trolley Clearwater Map continues to be the #1 map used by concierges on the beach; and
- Re-certified all drivers on ADA sensitivity and hands-on training was provided on proper loading of wheel chairs and safety tie downs.

Jolley Trolley's overall plans for FY 2015-16 include:

- Will begin enhancement of the Jolley Trolley's technology;
- Advertising program will be evaluated to see what changes or modifications will need to be made for today's advertiser;
- A new website will be rolled-out in the first quarter;
- Offices will relocate to the North Myrtle Avenue location for cost savings in rent and all employees will now be located in one spot;
- Succession Planning continues to attract employees that see the Jolley Trolley as a career, rather than just a job; and
- Will continue to maintain the Jolley Trolley's Capital Expenditure Strategy that allows for the continued refurbishment of the fleet of trolleys.

Beach Route

Historically, the City has supported the Beach Route which connects Clearwater Beach, Sand Key, and Island Estates. The City's contribution to this route last year was \$163,443. The Jolley

Trolley expense forecast for FY 2015-16 for the Beach Route is \$628,171. PSTA matches the City of Clearwater's contributions (both grant funding and in-kind services with its lease on Myrtle) at \$190,201. Fares cover 23% of total revenue with advertising covering 19% of revenue.

PSTA has agreed to increase their contribution for the CMA route by 5.8%, bringing the total to \$14,304 for FY 15-16. The City of Clearwater has agreed to provide the staging/parking facility (\$18,000) which will be spread to all four routes in expense models.

The \$179,778 represents a 7.6% overall increase; the first increase since FY 11-12. This represents an hourly cost increase of 5.8% from the previous \$57.43. Also, the total hours of 9,608 include a projected decrease of 782 hours compared to FY 14-15 due to efficiencies. FY 16-17 is planned with a capped increase of 3%.

Coastal Route

Five years ago, the Jolley Trolley began the Coastal Route that starts at Island Estates and progresses through Downtown Clearwater, into Dunedin, Palm Harbor and ends in Tarpon Springs. The route travels only on Friday, Saturday and Sunday and takes approximately one hour to make the Island Estates to Tarpon Springs trip. Last year, a route to Safety Harbor through Westfield Countryside Mall was added as well.

When the Downtown Development Board (DDB) could not cover the increase in the cost for the Coastal Route, the PSTA proposed that if the DDB's contribution could remain constant at \$9,220, the PSTA would match the \$3,881 difference if the City of Clearwater contributed the remaining \$3,881 to make up the full \$16,982 contribution to the Clearwater portion of the route. The city agreed and this agreement reflects the same commitment as last year.

The Coastal Route has become an important component of providing additional options to tourists staying on the Beach and connecting them to Downtown as well as other Pinellas County locations.

The Jolley Trolley expense forecast for the Coastal Route is \$339,631. The City's contribution is approximately 1.6%. Fares cover approximately 24% and advertising covers 6%. The other coastal partners cover \$33,963 each to the route. PSTA's portion is \$122,752.

Contract Terms

The term of the agreement is for one year. The Economic Development and Housing Department administers the agreement. The attached Jolley Trolley's Business Plan covers the proposed revenues and expenditures for the fiscal year for both the Beach Route and the Coastal Route.

As part of this agreement, the Jolley Trolley will prepare a quarterly report that tracks high-level financials, ridership numbers, accident frequency, and on-time adherence to schedule. The City will use these items as a measure of performance.

\$179,778 has been budgeted in the Parking Fund's FY15-16 operating budget to fund this agreement.

APPROPRIATION CODE AND AMOUNT:

0435-01333-558200-545-000-0000 - \$179,778

USE OF RESERVE FUNDS:

N/A