

# Spring Break Mobility Program

*Moving People by  
Land and Sea*



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH



100 S. Myrtle Ave. | Clearwater, FL 33756  
[www.myclearwater.com](http://www.myclearwater.com)



# 2019 Spring Break



# SPRING BREAK 2019

## Overview

- March 1, 2019 – April 30, 2019
- Transportation Partners:
  - PSTA
  - Jolley Trolley
  - Clearwater Ferry

**People took a total of 54,391 trips on the trolley or ferry, and not in cars.**



# SPRING BREAK 2019

## PSTA 2019 Program

- Park & Ride free at Former City Hall
- Board & Ride free at Clearwater Beach Transit Center and Marina Stop
- Sidewalk directional decals
- Social media marketing with gift card giveaways
- Promotional partnerships and coordination with businesses



For more information visit [PSTA.net/springbreak](http://PSTA.net/springbreak) or call the PSTA InfoLine at (727) 540-1900



# SPRING BREAK 2019

## Clearwater Ferry 2019 Program

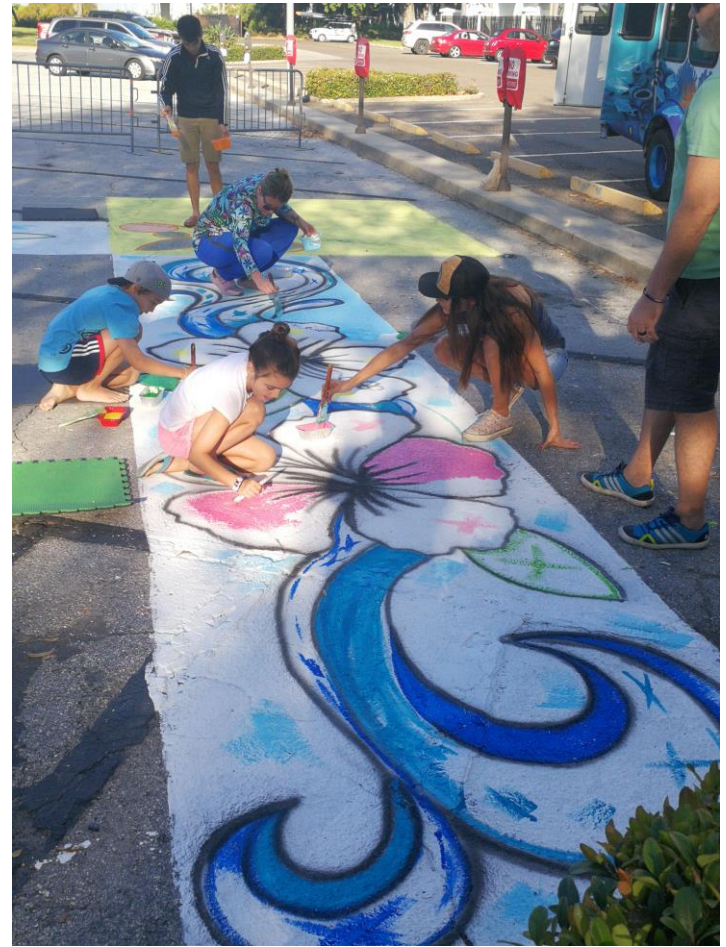
- Additional vessels added on weekends to improve service for high volume days
  - 1 additional vessel in March
  - 2 additional vessels in April



# SPRING BREAK 2019

## City 2019 Program Changes

- Increased city funding of trolley service: \$66,354 to \$96,364
- City-funded supplemental ferry service on weekends: \$10,000
- Event shortened from 10 weeks to 8 weeks
- Reduced free stop locations from 4 to 3 due to Harborview demolition
- Park & Ride directional signage added as part of traffic control signage



## City 2019 Program Changes

- Created city “Parklet” at former City Hall
  - Public Engagement
  - Placemaking/Interactive Art
  - Event Marketing
- Provided shaded seating for people waiting for trolley.



### 3-D Art at Parklet

## New Beach Marina Stop

- Added new Marina Stop for better access and circulation





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## PSTA 2019 Event Ridership

- March: 10,526
- April: 21,931

## Ridership: 2018 vs 2019

- 2018: 26,000 over 10 weeks
- 2019: 32,457 over 8 weeks
- 23% overall increase
- 56% per week increase

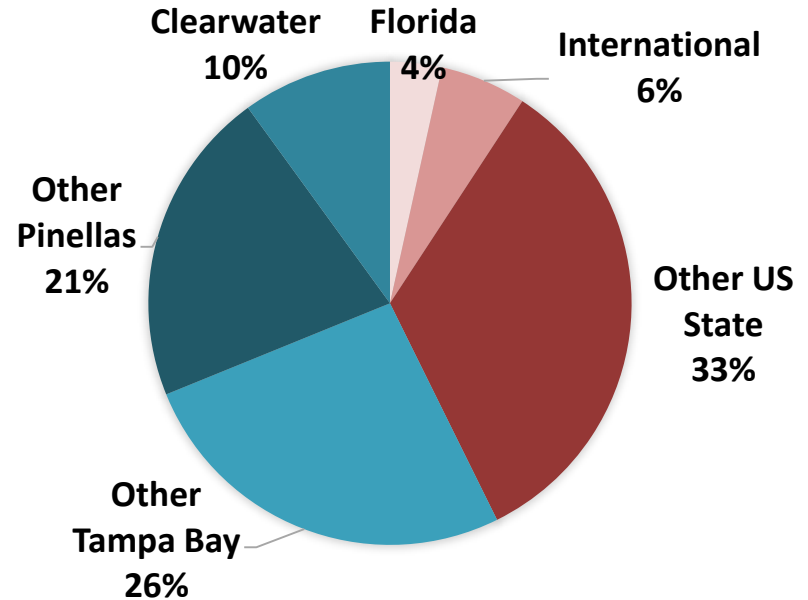


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## PSTA Rider Survey Results

- 260 surveys; rated 4.7 out of 5
- 61% of all riders - Florida
- 57% of Florida riders - Tampa Bay
- 33% of all riders - Out of state
- How riders found free service:
  - Signage (43%)
  - Word of Mouth (17%)
  - Online, Non-Social Media (16%)
  - Social Media (11%)

## Where did riders come from?



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## Ferry 2019 Ridership

- March: 12,717
- April: 18,691

## Ridership: 2018 vs 2019

- 2018: 25,133 (March & April)
- 2019: 31,408 (March & April)
- 25% overall increase



### Ideas and Challenges from Spring Break Partners

- Create a single unified signage plan
- Develop a parking plan that includes Imagine Clearwater construction that will reduce available parking
- Explore a Pier 60 stop and service from Sand Key Park
- Add volunteers/ambassadors (Chambers, Bright Futures) at key areas
- Improve information and maps at stops to identify directions to key locations and to business services
- Provide Transit Signal Priority at Osceola Ave. and Court St.
- Remove signage immediately after promotion ends

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## QUESTIONS?

