



*Leave your car where you are... Ride The Jolley Trolley!™*

## **Jolley Trolley Beach Express Pilot Program**

**May 27 – July 4, 2016**

### **Mission**

To alleviate traffic congestion from downtown Clearwater to Clearwater Beach by offering two express options to and from Clearwater Beach.

### **Overview**

In response to the lack of available beach parking and bumper-to-bumper traffic on the Memorial Causeway Bridge, the City of Clearwater approved a spring/early summer pilot program. The pilot program incorporated both the Jolley Trolley and Clearwater Ferry. The City provided a \$1.00 subsidy, per rider, for each ferry rider between the hours of 10:00am and 8:00pm. The program began on March 1, 2016 and concluded on July 4, 2016.

The Jolley Trolley pilot program ran from May 27 – July 4, 2016. The City of Clearwater approved the use of dedicated trolleys, to be used a cumulative maximum of 42 hours per day, Friday – Sunday and holiday Mondays. These trolleys ran a set route to maximize downtown Clearwater parking garages and Harborview Marina with an express shuttle to lot #43 on Clearwater Beach. In total, there were 6 parking garages, Harborview Marina and Lot #43 on the beach. Parking was free at all lots on Saturdays, Sundays and holiday Mondays. The cost per passenger, 6 years of age and older, was \$1.00. As a courtesy, PSTA and Jolley Trolley passes were also honored.

### **Results**

**Cost** -We operated a total of 562.76 hours over 20 days. The cost was \$34,602.39 minus the \$1.00 fares collected at \$550.00 for a net of \$34,052.39(Attachment A). With the addition of \$300.00 for administrative fees, the total cost to the City was \$34,352.29.

**Ridership** – Total ridership for on the Beach Express was 749 passengers. All garages/lots had passenger activity with Lot #43 being the heaviest at 349 passengers followed by Harborview Marina at 208 (Attachment B). We felt that Harborview Marina came in the second highest as a result of anytime free unlimited parking and the message boards emphasizing this location over no other. Coachman Park was inaccessible to the trolleys during Pierce Street Market on June 11<sup>th</sup> and the entire weekend of 4<sup>th</sup> of July.

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## Summary & Recommendations

The Jolley Trolley came into the Pilot Program in Phase II. Phase I garnered press and public - relations activities that did not continue into Phase II.

### On weekend 1, Memorial Day:

- Lot #43 (our beach drop off location) was closed to us. City parking enforcement said that they knew nothing about the Beach Express from the City. I notified Police Chief Slaughter who communicated this on our behalf and got the lot open
- no communication from the City that they were not going to change the solar message boards to reflect both the trolley and ferry. We were told after the holiday that since we were only running weekends that the decision had been made NOT to add the trolley. Several strategically positioned signs remained Phase I status quo, solely advertising the ferry and Harborview Marina; a select few did show the trolley option
- no additional City signage was installed anywhere on the route reflecting the trolley
- no city press announcement during Phase II of the program

### The Jolley Trolley took it upon themselves to:

- create/add the Express Route to our GPS app and website
- have a banner ad on all of our GPS routes that broadcasted the Express Route
- publicized the route inside all trolleys
- send out an email blast to Clearwater Beach hotels and restaurants announcing the Express Route
- exercised every opportunity to spread news of the route by word by mouth
- "Jolley Trolley Stop Signs" provided for all garage/lot sign poles by Jolley Trolley

### In order for the Beach Express to be successful, a joint marketing plan would need to be agreed upon and implemented:

- press announcements and/or PSA's provided by the City
- all message boards to reflect trolley and ferry
- additional street signage provided by city
- marketing piece jointly created with distribution by all parties
- duration of the Express Route to exceed 20 days; knowledge and consistency breeds ridership. Just as people were becoming aware of the route, it was ending

The Jolley Trolley appreciates being given the opportunity to be a part of this pilot program. As the City of Clearwater continues to look at both short term (BRT, ferry) and long term traffic congestion/parking solutions (gondola, elevated), we feel there will always be a need for some degree of trolley/bus shuttling. In addition, visitors and locals alike will be seeking multiple alternatives, not just one "silver bullet". We are excited about the future of our community and look forward to being part of the transportation solution.

Note: All backup documentation available upon request