



Jolley Trolley Coastal Route Funding Agreement

Jolley Trolley Funding Partners
Clearwater Downtown Development Board
September 8, 2020

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida

PSTA's Jolley Trolley Fixed Route

PSTA contracts with a private operator to provide trolley services to north county communities including Clearwater Beach.

North Beach Route

- 30 minute service along Mandalay Ave., the marina and Island Estates

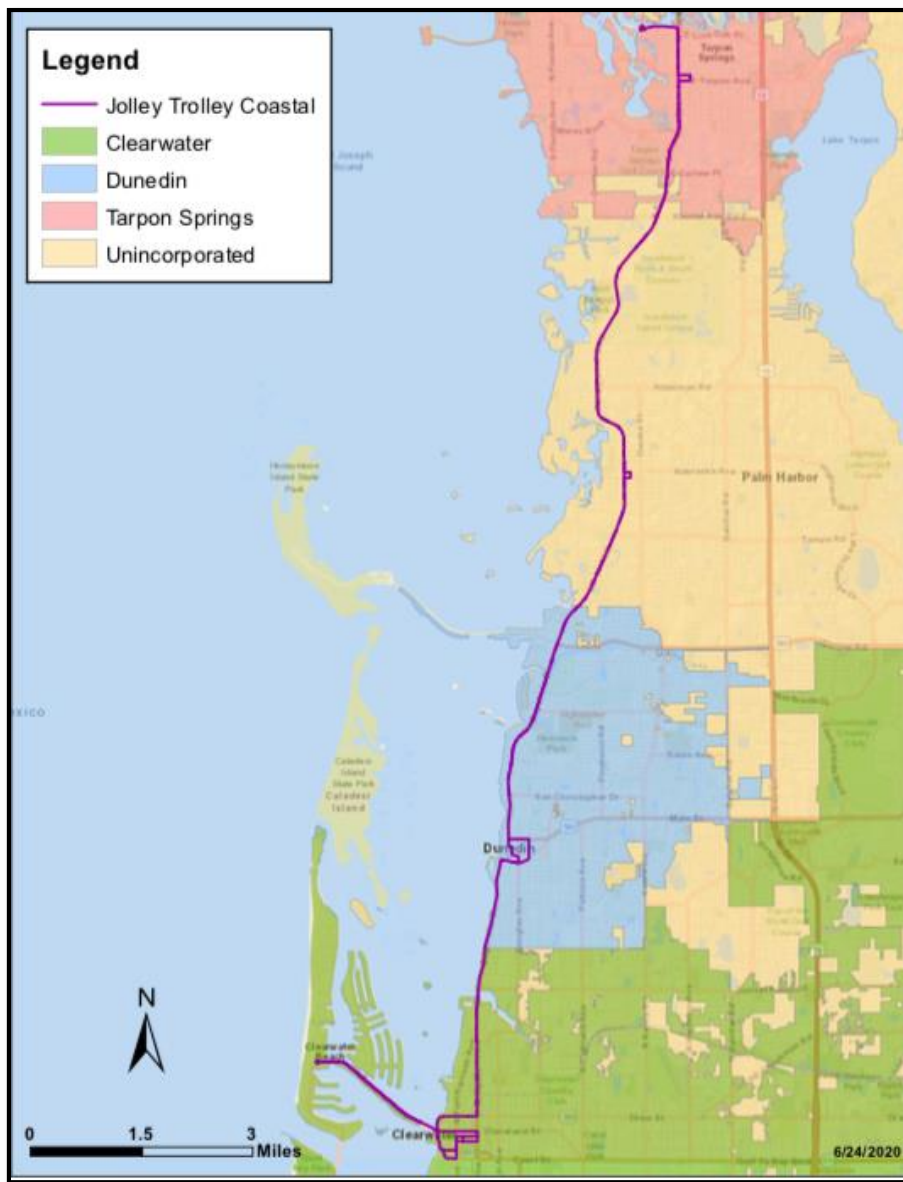
South Beach Route

30 minute service from Sand Key along Gulfview Blvd., the marina and downtown Clearwater (Park Street Terminal)

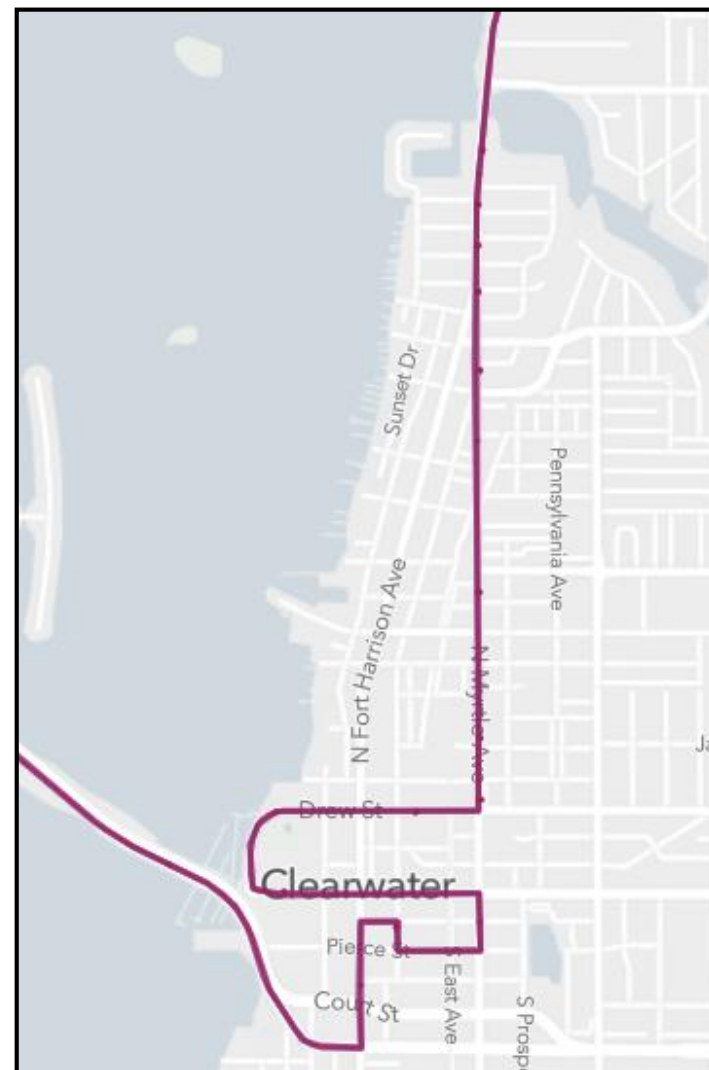
Coastal Route

- Operates hourly service daily between Clearwater Beach (roundabout) and the Tarpon Springs Sponge Docks
 - *Very* popular route during Spring Break

PSTA's Jolley Trolley Coastal Route



Downtown Clearwater

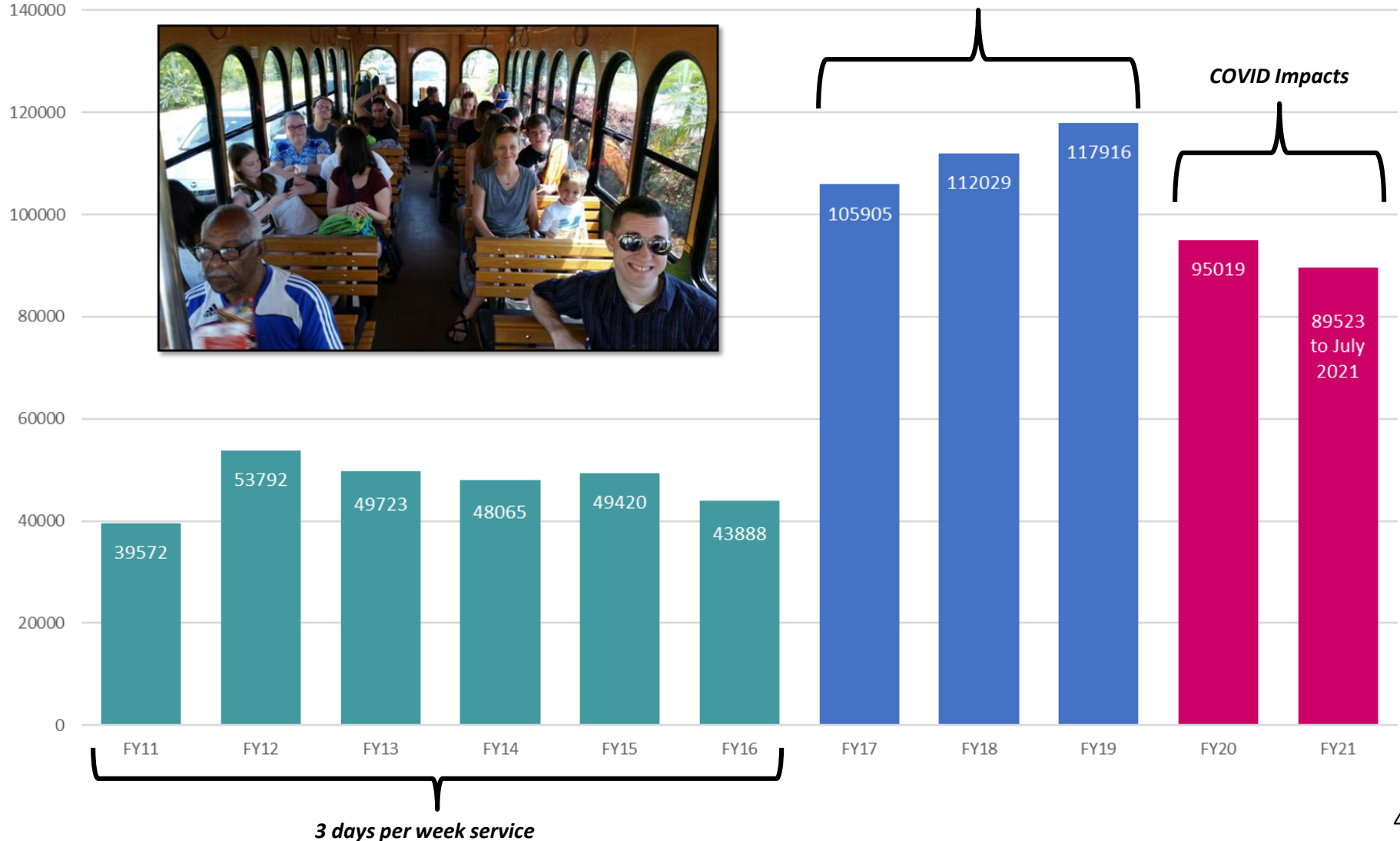


PSTA's Jolley Trolley Coastal Route

- November 2010
 - New service connecting Island Estates, downtown Clearwater, Dunedin, Palm Harbor & Tarpon Springs (F-Su only)
 - Partner Costs shared 50/50 with PSTA after FDOT grant
- October 2016 (FY17)
 - Route expanded to 7-day/week service w/ change to Route 66
- Summer 2017
 - Operator Jolley Trolley of Clearwater selected for new contract
- February 2018
 - Opening of Clearwater Beach Transit Center North
 - One-seat ride between the Sponge Docks and Clearwater Beach
 - Island Estates now served by North Beach Route
- February 2019
 - Opening of Clearwater Beach Transit Center South (at Marina)
 - Installation of Automatic Passenger Counters on trolleys

Ridership Trends

Jolley Trolley Coastal Route Ridership



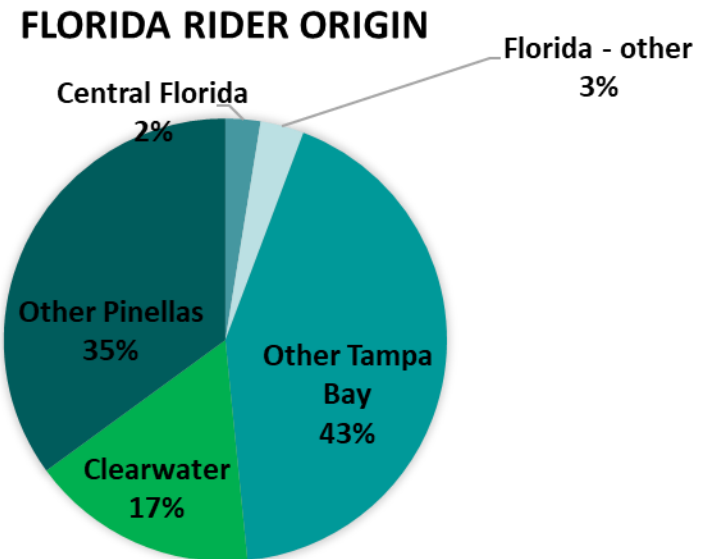
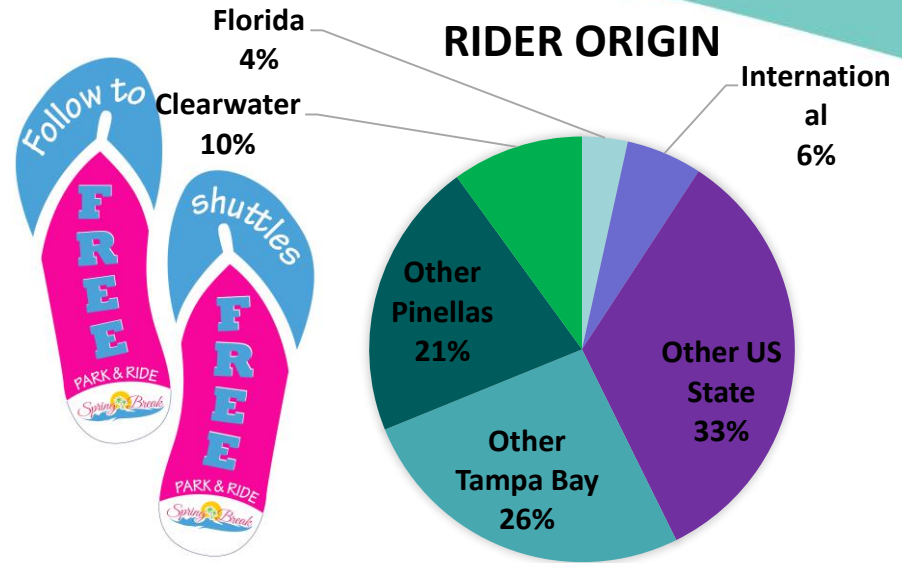
Spring Break Promotional Service

- Annual partnership with City of Clearwater began in 2017
- Cross promotion with beach/downtown restaurants and attractions including Sugar Sand Festival
- Builds community awareness of PSTA services and value
- Develops and deepens relationships with business community
- Unfortunately cancelled in 2020 and not planned in due to COVID-19 pandemic



Spring Break 2019 Promotional Features

- Increasing signage entering downtown Clearwater
- Sidewalk decals, including in downtown
- Promoted downtown and beach restaurants for social media giveaways
- Weekend staffing for busy weekends
- Survey of riders



Social Media Marketing 2019

ridepsta
Clearwater Beach



View Insights

Promote



72 views · Liked by bradmillerpsta and thejolleytrolley

ridepsta #FunFactFriday: Look for these signs, decals, trolleys and buses to make it EASY to Park & Ride #FREE to #ClearwaterBeach for #SpringBreak! 🚌🌴🌊🌴🌊
#ModernTransit #SpringBreak2019 #FridayFeeling
#FridayThoughts #transit #clearwaterflorida #LoveFL
#Florida #Beachlife #weekend #weekendvibes

MARCH 22



Pinellas Suncoast Transit Authority
March 1 · 🌐

Park & Ride for FREE to Clearwater Beach for #SpringBreak2019 March 1-April 30. For more information visit: PSTA.net/springbreak #ModernTransit
* Spring Break service sponsored by the City of Clearwater.



WWW.PSTA.NET
Spring Break Park & Ride

Learn More

👍❤️👤 32 10 Comments 39 Shares 9.2K Views 🌐

Comment

🔗 Share

Pinellas Suncoast Transit Authority
March 20 · 🌐

Check out our week 4 giveaway! Like this post for your chance to win a \$30 gift card to Clear Sky Cafe. Winner will be chosen 3/25/2019. For more info and rules visit: PSTA.net/contest 🎉🌴🌊🌴🌊 #SpringBreak #ModernTransit



Pinellas Suncoast Transit Authority
Government Organization

Learn More

👍❤️ 183 32 Comments 19 Shares 🌐

Pinellas Suncoast Transit Authority
March 1 · 🌐

Fun Fact Friday: It's back! Spring Break 2019 service begins today! Park FREE and ride FREE to Clearwater Beach March 1 - April 30! For more information visit: PSTA.net/springbreak #SpringBreak #ModernTransit

*Spring Break service sponsored by City of Clearwater Government.



👍❤️ 11 27 Shares 1.2K Views 🌐



Social Media Results 2019

- 4,119 Engagements
- 18,872 Impressions
- 49,938 Reach



Gift Card Promo

- 8 Giveaways
- 2,780 Engagements
- 17,244 Reach
- Spend \$350 on Advertising



Spring Break 2019 Ridership Results

Beach System Ridership for March and April

- 2018: 204,000
- 2019: 229,000
- **12% increase**

Promotional Location Boardings

- 2018: 26,000 over 10 weeks
- 2019: 32,000 over 8 weeks
- **23% increase overall**
- **56% increase on weekly average**



FY22 Coastal Route Agreement

- FY2022 Funding Allocations (Net Fare and Advertising)**

– The Clearwater Downtown Development Board	\$18,465 (1.4%)
– City of Dunedin	\$47,870 (3.7%)
– City of Tarpon Springs	\$47,870 (3.7%)
– Pinellas County (Palm Harbor)	\$45,590 (3.7%)
– PSTA	\$1,142,079 (87.6%)

Total: \$1,304,172 (100%)

- Considers contract rate of cost per revenue hour
- PSTA takes risk of farebox recovery including fare reductions or suspension
- Follows multi-year funding agreement agreed escalation of 5%
- Includes special Park and Ride promotions
 - Spring Break and Blue Jays
 - No cost to Coastal Route partners
- New multi-year agreement to begin FY23

Clearwater Multimodal Transit Center



Support for Ferry Services

