



Legislation Details (With Text)

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Title: Presentation of the 2019 Spring Break free park and ride program.

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| 8/12/2019 | 1 | Council Work Session | | |

SUBJECT/RECOMMENDATION:

Presentation of the 2019 Spring Break free park and ride program.

SUMMARY:

The City Council, recognizing the economic importance of providing efficient travel choices to Clearwater Beach during the height of the spring break tourist season in March and April, subsidized additional PSTA/Jolley Trolley vehicles between Downtown and Clearwater Beach as part of the free park and ride Spring Break program. The free ride locations were at the former city hall, the Clearwater Beach transit center on the north side of the Memorial Causeway, and at the relocated transit stop at the city marina at Clearwater Beach. PSTA received \$96,364 from the city to provide additional trolleys serving these three locations to help avoid delays in pick up times (headways).

The city also provided \$10,000 to the Clearwater Ferry to support on-time service between Downtown and the city marina at Clearwater Beach during March and April. The Clearwater Ferry used the money to pay for additional vessels during the most congested travel days. The goals for subsidizing both travel options were to minimize waiting times for riders and improve their overall experience. Lack of delay should also increase ridership and goodwill. Rider comments, staff reviews, and ridership totals compared with last year show that the program successfully achieved these goals.

Two major changes in scheduling during the Spring Break event occurred in 2019. The length of the Spring Break free park and ride event was shortened from ten weeks to eight weeks, March 1 through April 30. Also, the Sugar Sands Festival adjusted their event to include three weekends, instead of two as in previous years.

The presentation will provide an overview of the 2019 event and PSTA's and the Clearwater Ferry's programs, a review of the outcomes of the program, and suggested changes to improve the program should the city decide to participate next year or in the future.