



Legislation Text

File #: ID#19-5541, Version: 1

SUBJECT/RECOMMENDATION:

Approve a funding agreement between the City of Clearwater and the Pinellas Suncoast Transit Authority (PSTA) to provide enhanced Jolley Trolley service during Spring Break period of March 1, 2019 through April 30, 2019, with the City contributing a lump sum not to exceed \$96,394 and authorize the appropriate officials to execute same.

SUMMARY:

Alternatives for traveling to Clearwater Beach during the Spring Break season are critical to the economic vitality of Clearwater and our tourism industry. The City and PSTA propose utilizing the City Hall parking lot and two other lots adjacent to City Hall as park and ride lots for the 66-day period commencing March 1, 2019, through April 30, 2019. City Hall parking meters will be suspended during this period. Instead of driving, users will have the option of taking the free Trolley services to and from the Beach or paying to ride the Clearwater Ferry Taxi Service. The Trolley service will be free only for people who board the trolley at the City Hall park and ride site, at the Clearwater Beach Transit Station on the north side of Memorial Causeway, or at the Clearwater Beach Municipal Marina designated pick up location.

PSTA currently provides regular service on several routes between Downtown and Clearwater Beach, as well as north and south along the Beach. PSTA operates the Suncoast Beach Trolley which runs from Downtown Clearwater south to St. Pete Beach, and has an agreement with the Jolley Trolley to operate a Beach circulator (North and South Beach routes), as well as the Coastal route connecting to Tarpon Springs. As part of this agreement, PSTA developed a service plan that will increase the number of vehicles serving the Beach during the Spring Break season, especially on the weekend periods from Friday through Sunday during spring break periods for local school districts and during the three weekends of the Sugar Sands Festival.

The proposed agreement sets forth the City's commitment to contribute a lump sum not to exceed \$96,394 towards PSTA's additional financial obligations, including PSTA's agreement with the Jolley Trolley to provide enhanced service on its Beach circulator routes during the Spring Break season.

Riders will have significantly shorter wait times this season with additional plug-in vehicles to maintain the service headway at 15-minute intervals at the City Hall lot. The free park and ride service is planned to start at 10:00 AM and end at the regular close of service (approximately 10:00 PM Sunday-Thursday and 12:00 AM Friday/Saturday). The City and PSTA have developed a marketing plan that includes a media campaign and promotional components. Directional signs for park and ride locations and Dynamic Message Signs will also be deployed. Coordination with, and information about, other transportation alternatives such as the Clearwater Ferry will be included in the materials developed.

APPROPRIATION CODE AND AMOUNT:

A first quarter budget amendment will increase cost code 4351333-581000, Payment to Agencies, by \$96,394 to fund this contract. This increase will be funded with available Parking operating revenues.