City of Stuart Tram/ Transportation Network Company Business Plan

City of Stuart Commission Meeting
December 10, 2018

MARTIN MPO | Stuart TRAM STOP

MARLIN

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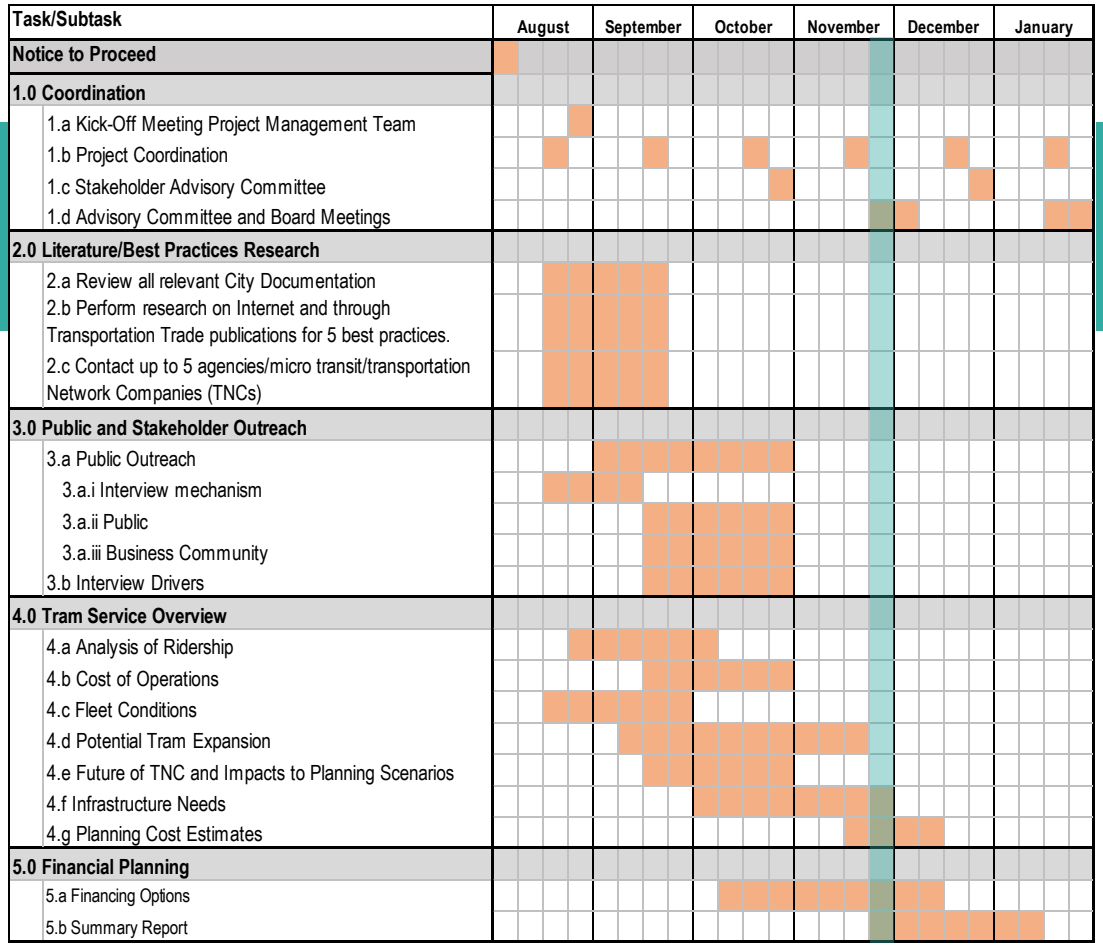




Scope of Project

- Evaluate the current downtown tram system
- Build a **5-year business plan**
  - Coordination
  - Best Practices/ Literature Review
  - Public Outreach
  - Tram Service Analysis
  - Financial Planning

Schedule


Task/Subtask
August
September
October
November
December
January
Notice to Proceed
1.0 Coordination
1.a Kick-Off Meeting Project Management Team
1.b Project Coordination
1.c Stakeholder Advisory Committee
1.d Advisory Committee and Board Meetings
2.0 Literature/Best Practices Research
2.a Review all relevant City Documentation
2.b Perform research on Internet and through Transportation Trade publications for 5 best practices.
2.c Contact up to 5 agencies/micro transit/transportation Network Companies (TNCs)
3.0 Public and Stakeholder Outreach
3.a Public Outreach
3.a.i Interview mechanism
3.a.ii Public
3.a.iii Business Community
3.b Interview Drivers
4.0 Tram Service Overview
4.a Analysis of Ridership
4.b Cost of Operations
4.c Fleet Conditions
4.d Potential Tram Expansion
4.e Future of TNC and Impacts to Planning Scenarios
4.f Infrastructure Needs
4.g Planning Cost Estimates
5.0 Financial Planning
5.a Financing Options
5.b Summary Report

Tram Route



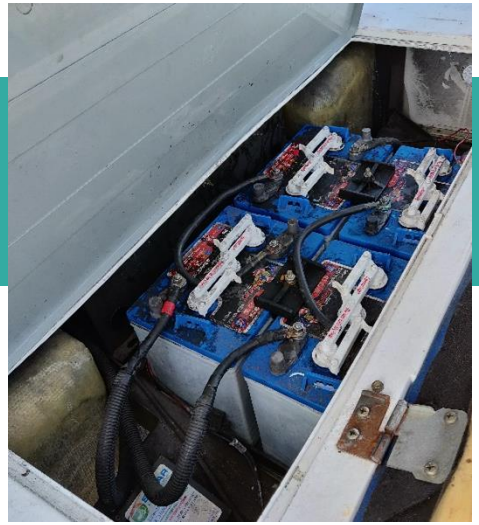
Source: City of Stuart Public Works Department

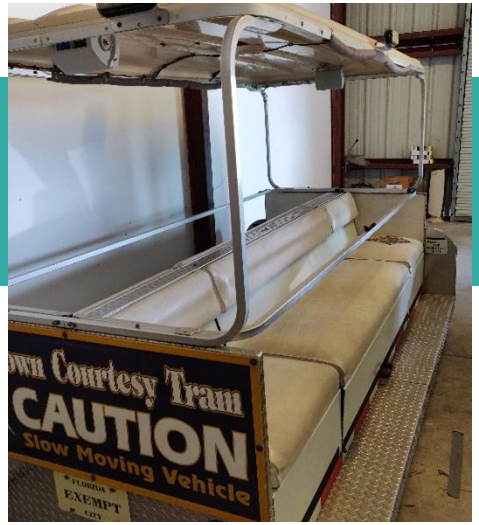
Vehicles

UNIT #	VEHICLE DESCIPTION	PASSENGER CAPACITY	WHEELCHAIR RAMP	OPERATING SYSTEM	OPERATING VOLTAGE	MILEAGE/ HRS	VEHICLE CONDITION	EXPECTED REMAINING YEARS*
MTS1	2007 Club Car	10	Yes	Gas	N/A	12,204 hours	Good	1
MTS2	2012 Moto Electric	11	Yes	Electric	72v	95,144 miles	Good	4
MTS3	2014 Moto Electric	15	No	Electric	72v	45,523 miles	Good	6
MTS4	2016 Moto Electric	11	Yes	Electric	72v	33,947 miles	Good	8
MTS5	2016 Moto Electric	11	Yes	Electric	72v	32,222 miles	Good	8
MTS6	2017 Moto Electric	23	No	Electric	72v	9,590 miles	Good	9
Trailer		10						

Expected Vehicle Lifespan : 10 Years*

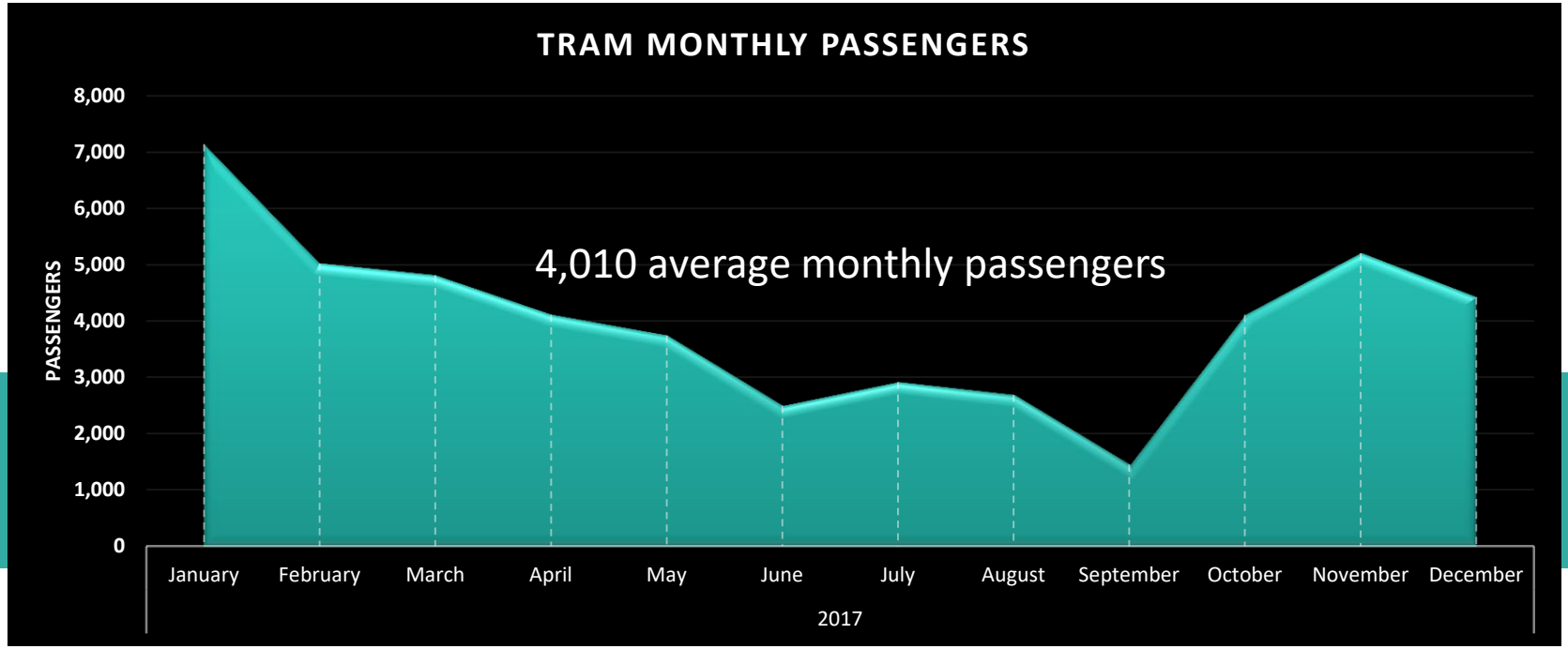






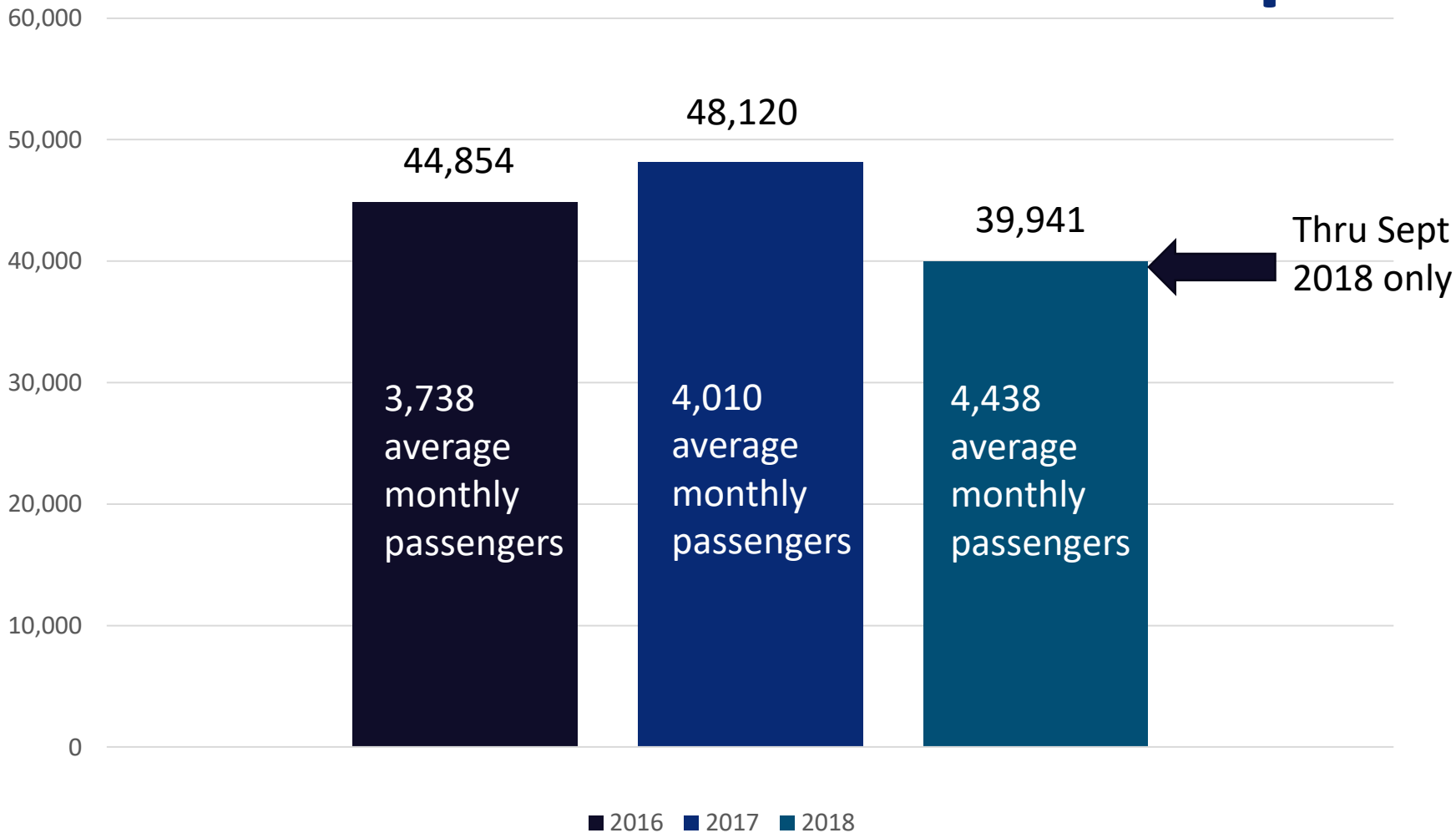


2017 Monthly Ridership

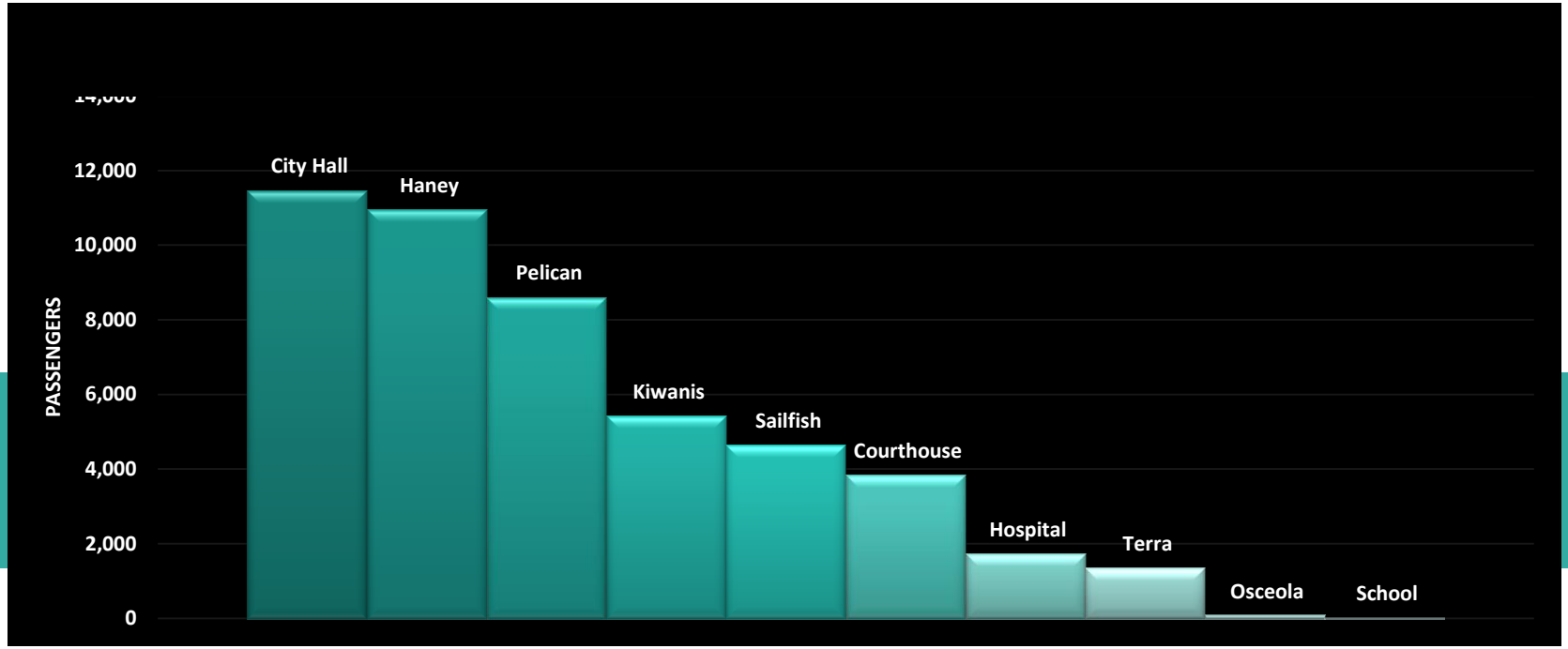


Source: City of Stuart Public Works Department

2016-2018 Annual Ridership



2017 Passengers Per Stop



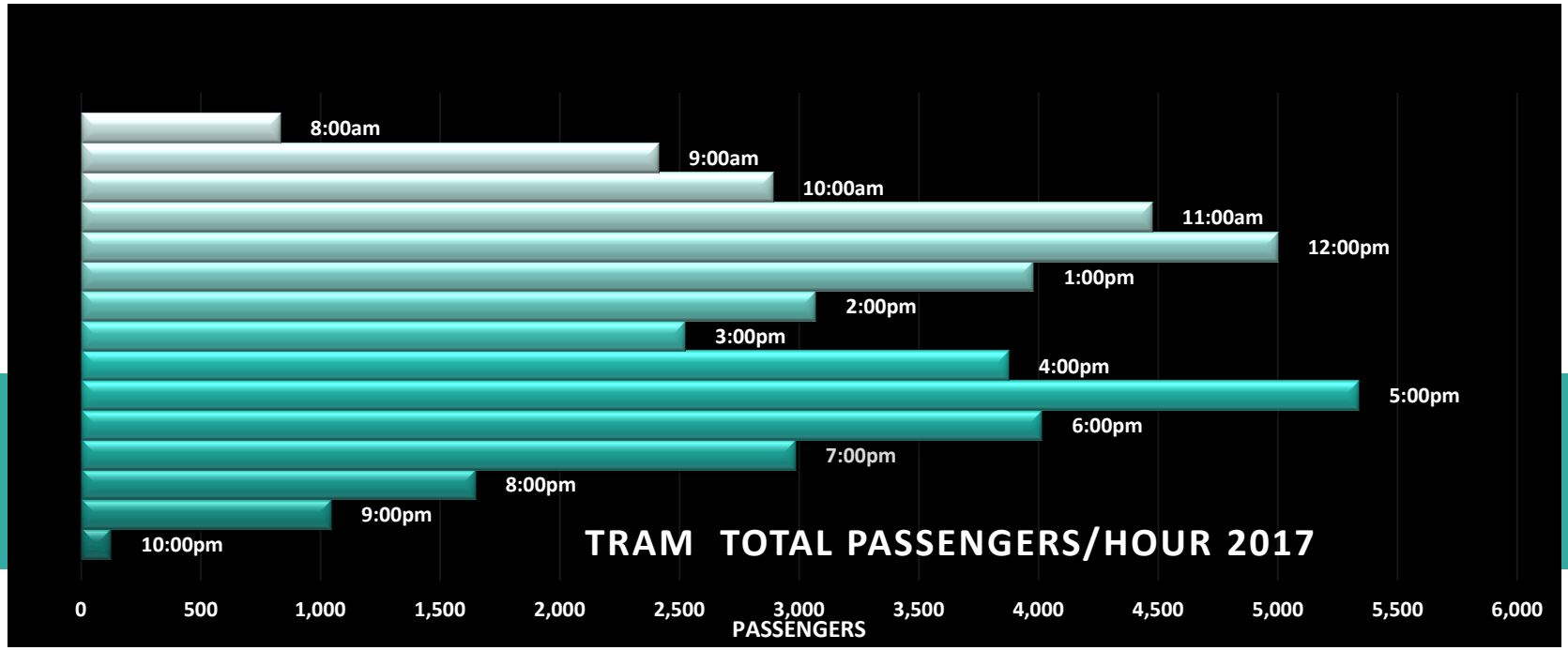
Source: City of Stuart Public Works Department

2017 Ridership



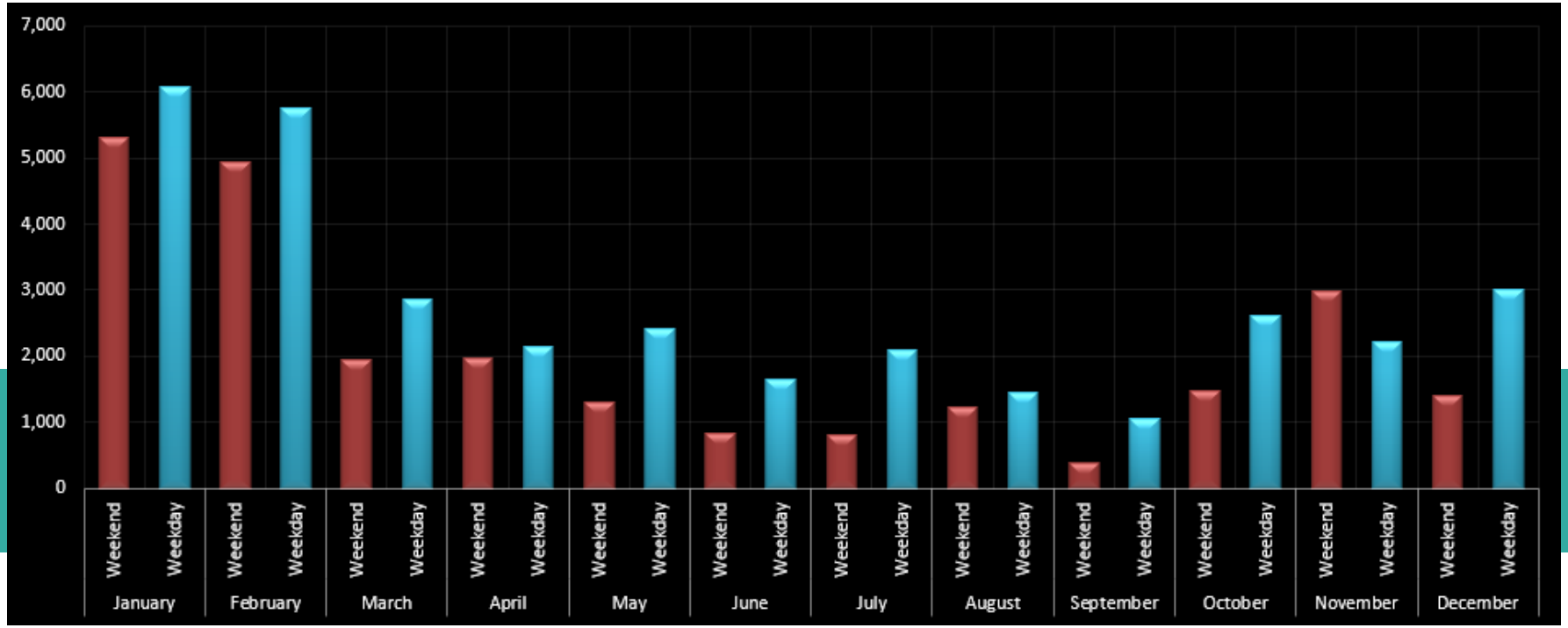
Source: Martin County and City of Stuart Public Works Department

2017 Passengers Per Hour



Source: City of Stuart Public Works Department

2017 Weekday/Weekend Passengers



Source: City of Stuart Public Works Department

Top 10 ridership days in 2017

DATE/EVENT	TOTAL DAY
Sunday, January 15, 2017 Boat Show	1,364
Friday, January 13, 2017 Boat Show	1,299
Saturday, January 14, 2017 Boat Show	1,251
Saturday, November 4, 2017 Air Show	1,112
Tuesday, October 31, 2017 Halloween	1,020
Saturday, March 4, 2017 Jensen Beach Book Event	631
Saturday, February 25, 2017 Arts Fest	579
Saturday, August 19, 2017 Dancing in the Street	549
Tuesday, December 19, 2017 Memorial Event	483
Friday, November 3, 2017 Air Show	470
Total	**8,758**

Tram Budget

	2017	2018	2019
Personal Services	$136,882	$150,279	$150,964
Operating Expenses	$10,864	$31,093	$29,805
Capital Outlay	$29,943	$0	$35,000
Total	**$177,689**	**$181,372**	**$215,769**

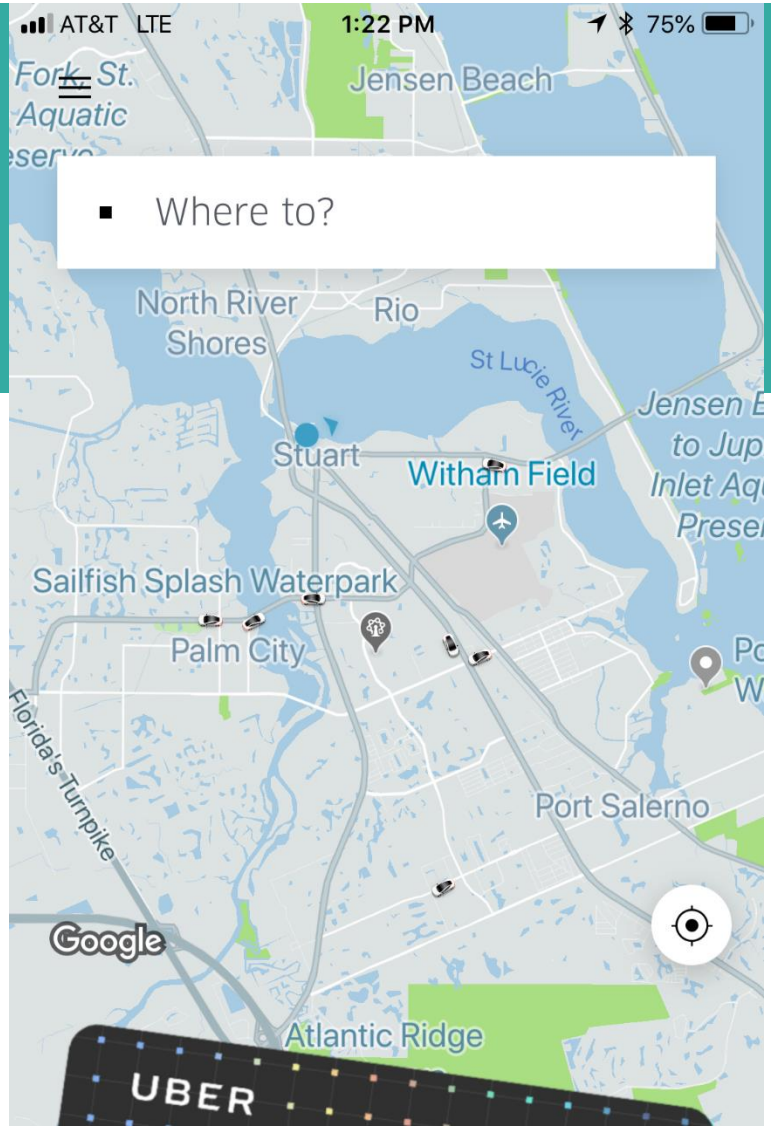
Source: City of Stuart Public Works Department

2017 In Review

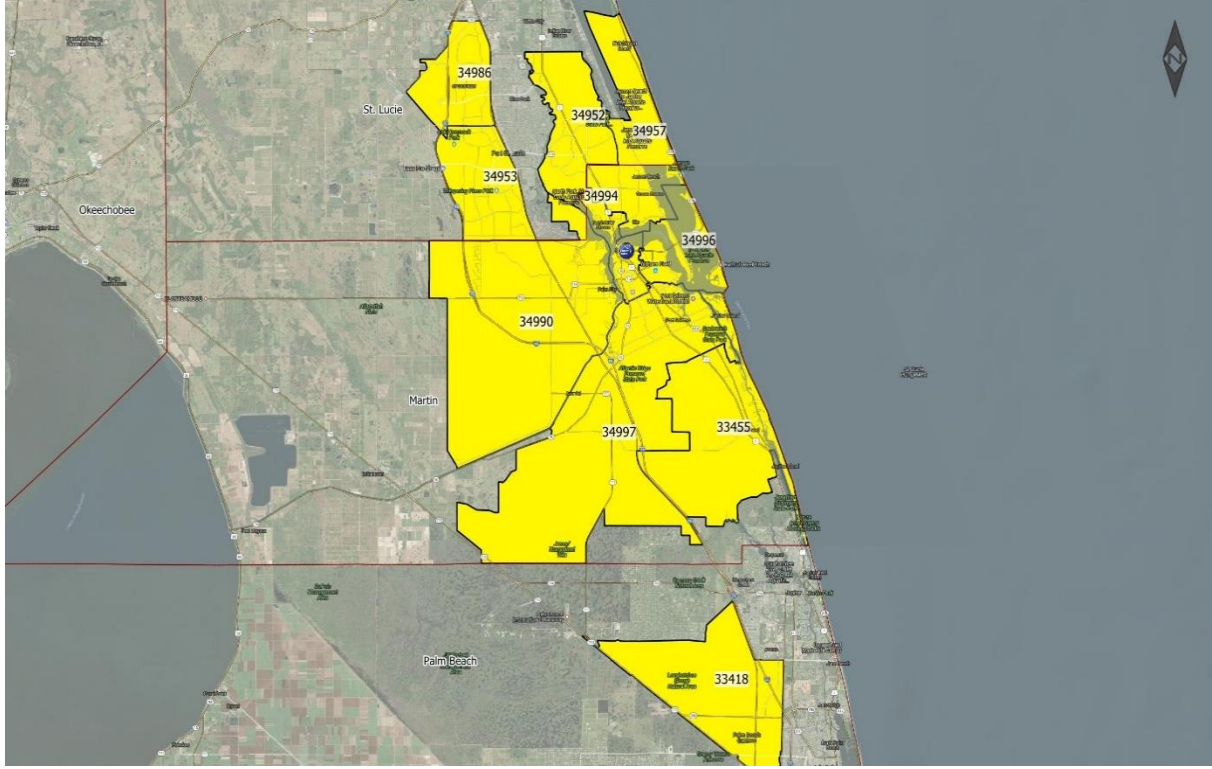
Hours/Year	4,420
Total Passengers/Year	48,120
Operating Expense/Hour	$33.43
Passengers/Hour	11

Transportation Network Companies (TNCs)

- TNCs (Uber, Lyft) are available in Stuart
- Site observations suggest low TNC usage in downtown Stuart
- Did not observe circulating TNC drivers or double-parked TNC drivers, which would indicate potential concerns about TNCs contributing to congestion or mis-using parking and curb space











Surveys

GREEN MARKET

Sunday, October 14, 2018

47 responses

Hear What People Say

I parked illegally.

Would love to know more about it and would rather not drive.

I like the Tram for when my parents visit.

Where do I park to take the Tram?

Driver super nice and helpful.

I biked from my house and didn't know about the Tram.

Rode first time today, had to park far away.

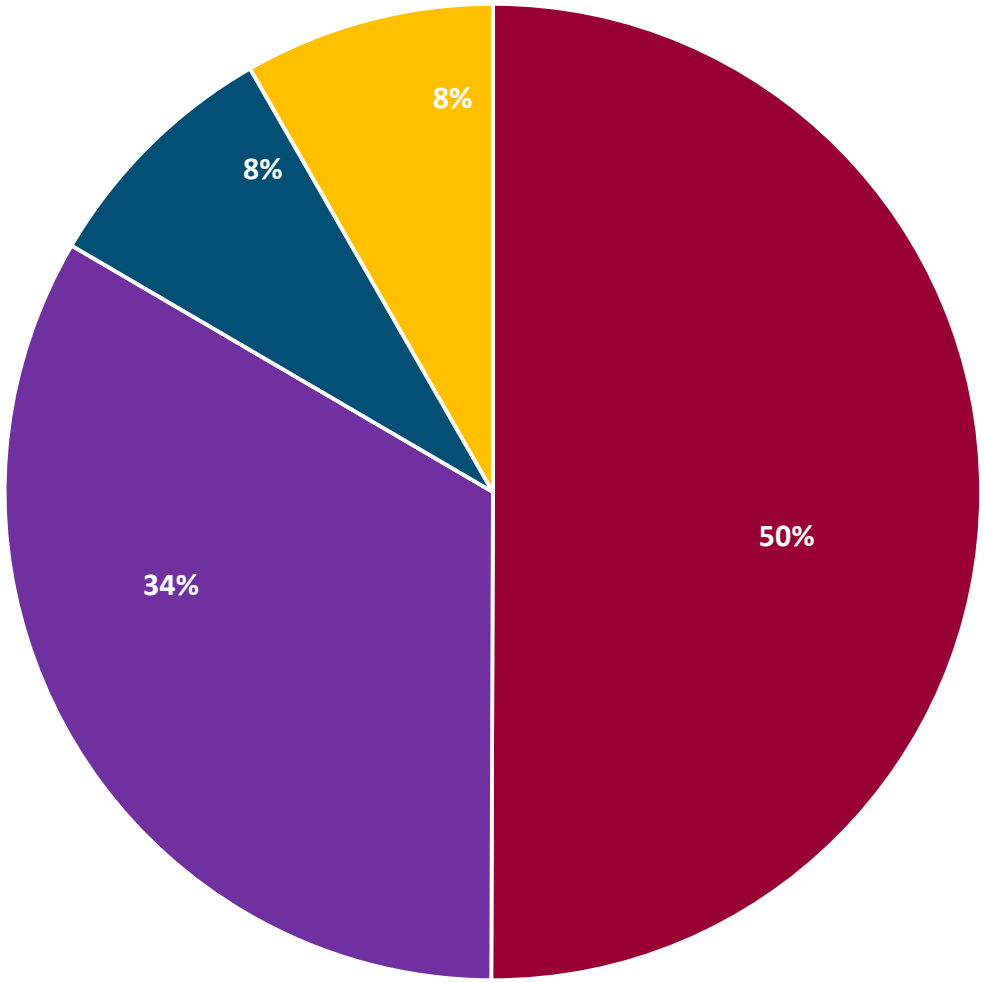
I would take the Tram but I don't know where it goes or where it picks up.

Should expand area of service.

I drove 30 minutes so I wanted to walk.

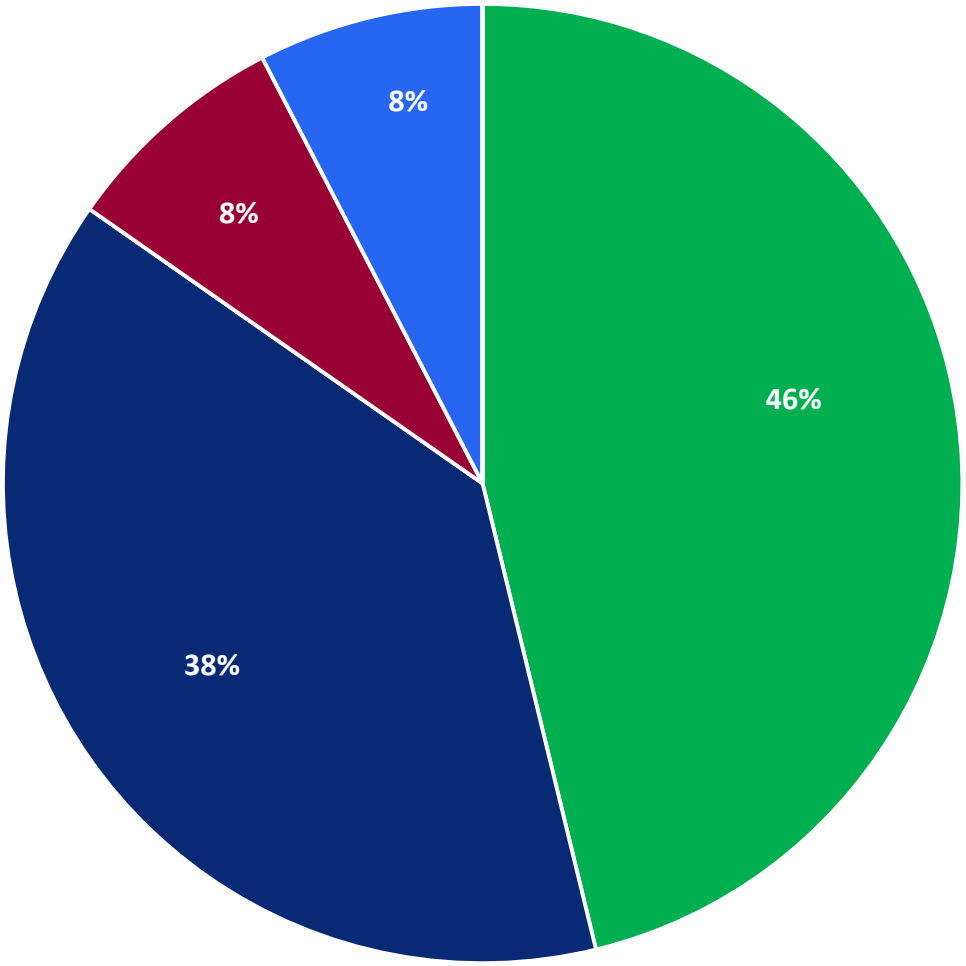
I caught the Tram today when the driver asked if I wanted a ride and I was tired.

What is the purpose of your ride on the Tram?



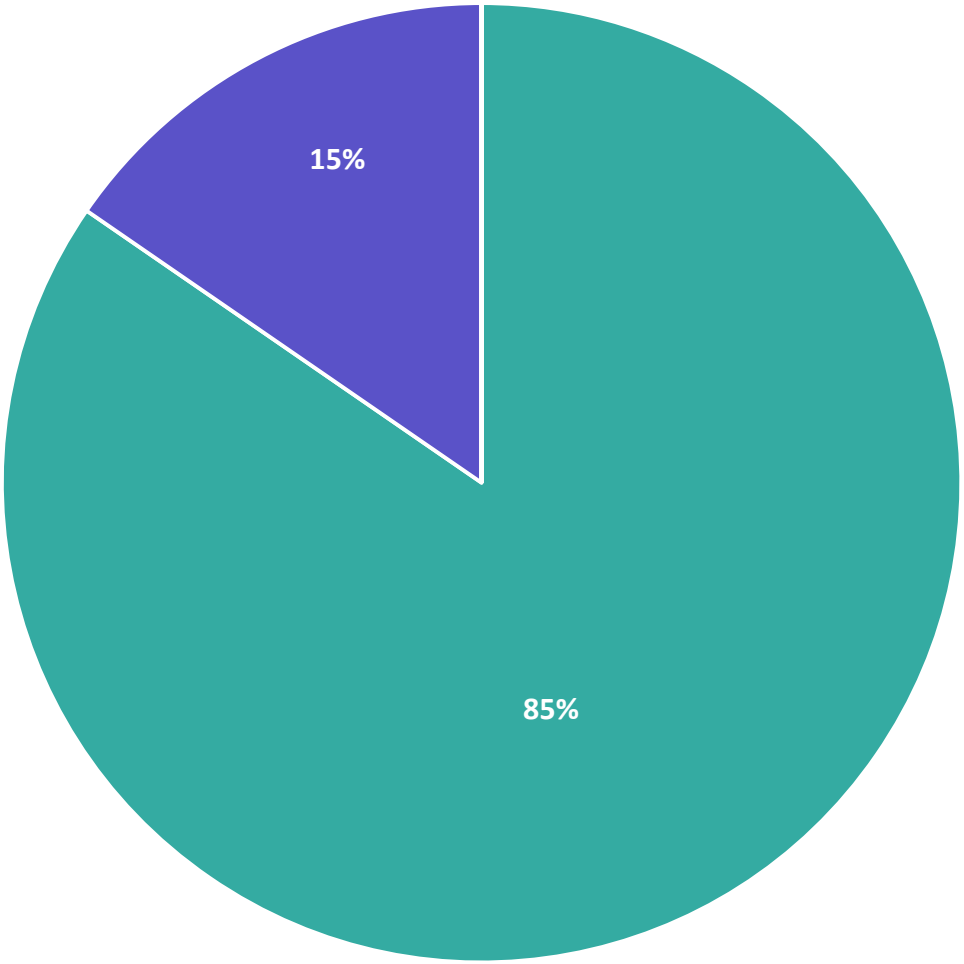
- Connect to/from parking
- Enjoy a ride
- Travel across downtown
- Travel through area because it is convenient
- Connect to/from home or office

If the Stuart Tram were not available, how would you make this trip?



- Walk or Bike
- Drive alone
- Try to park closer
- Would not make the trip
- On-demand Transportation (i.e. Uber/Lyft)
- Carpool

How did you learn about the Stuart Tram?



- Spotted on the street
- Referral/Word of Mouth
- Phone APP
- Website
- Advertisement
- Social Media (Facebook, Instagram, Twitter, Snapchat, YouTube)

STEP ON BOARD WITH US!

Downtown Stuart Tram Routes





TRAMS RUN ON A CONTINUOUS ROUTE STOPPING AT EACH ▲ APPROXIMATELY TEN MINUTES APART, THE RED AND BLUE ROUTES BEGIN AT THE TRANSFER POINT OF HANEY CIRCLE

TRAM CONTACT NUMBER: 772-260-0126 or 772-284-3490

DOWNTOWN TRAM SCHEDULE

SUNDAY	9AM-6PM
MONDAY	8AM-8PM
TUESDAY	8AM-8PM
WEDNESDAY	8AM-8PM
THURSDAY	8AM-10PM
FRIDAY	8AM-10PM
SATURDAY	8AM-10PM

Opportunities & Challenges



- **Routes**
  - New routes/scheduling
  - Crossing state roadways
- **Funding**
  - Event fees (Boatshow, etc.)
  - Advertising on Trams
  - Parking fees
  - Privatization
- **Marketing**

Similar Services

COMPANY	CITY	PUBLIC/PRIVATE
The Swoop Ride	Miami Beach	Private
Round the Town	Boca Raton	Private
Freebee	Miami-Dade	Private
The Free Ride	Multiple	Private
Jonny's Original Free Ride	Siesta Key	Private
Downtowner	Multiple	Private
Wilton Drive Shuttle*	Wilton Manors	Public
All shuttle services are free to use		

*Limited hours of operation







Next steps

- Build a 5-year and 10-year business plan
- Complete second survey day in season
- Future of TNCs and Impacts
- Infrastructure Needs
- Planning Cost Estimates
- Financing Options

DATE	MEETING
February 2019	MPO Advisory Committees
February 2019	City of Stuart Commission
February 2019	MPO Board



THANK YOU

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