City of Stuart Tram Business Plan

City of Stuart
Commission Meeting

March 11, 2019

MARTIN MPO Metropolitan Planning Organization

Stuart TRAM STOP

MARLIN

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WHY?

the

SUCCESS

of the Tram

WHAT'S NEXT





the FDOT Grant is

EXPIRING

Business Plan for Tram

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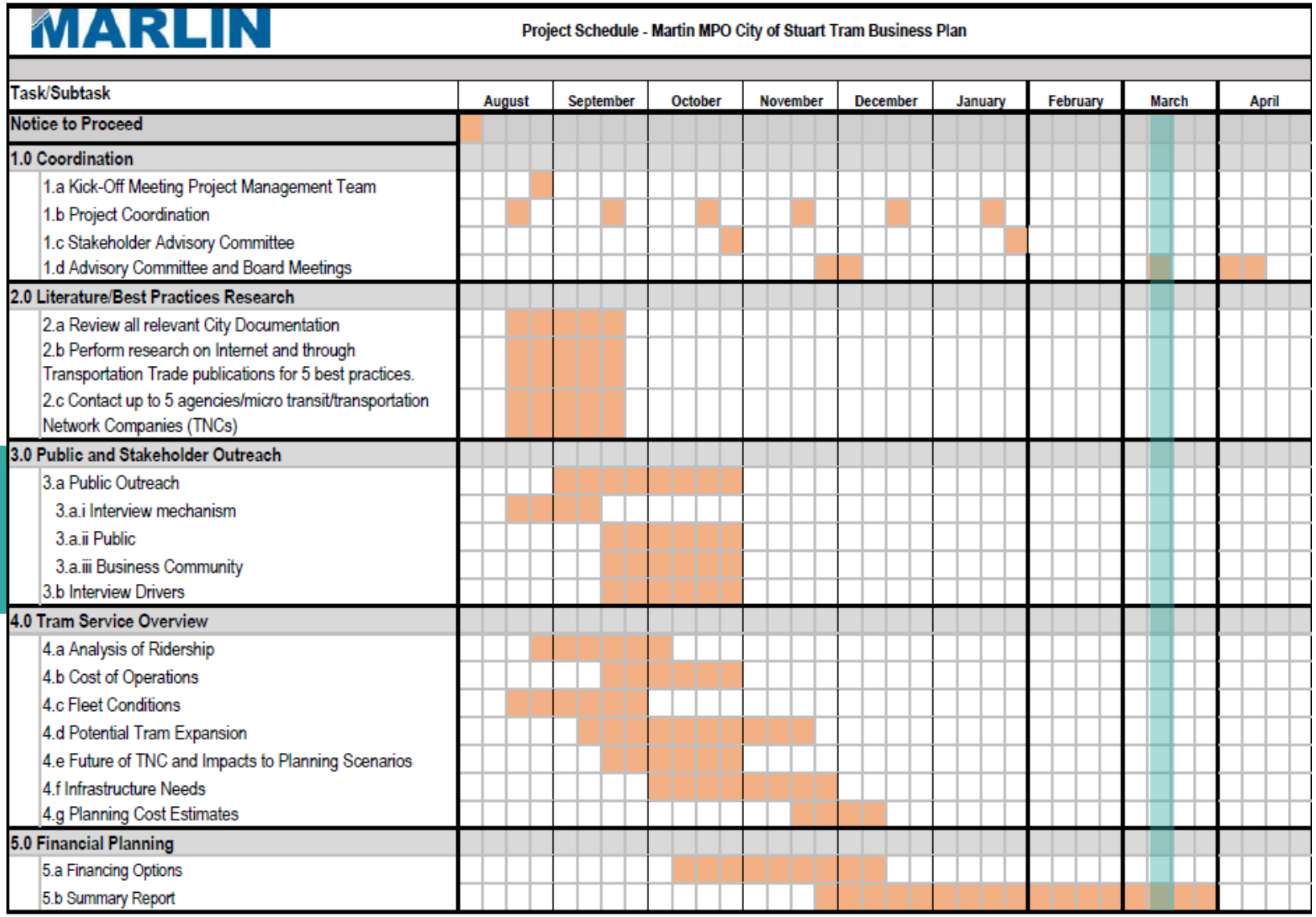
5-Year Funding Outlook

1. **Review Existing Conditions**
2. **Talk to Stakeholders**
3. **Best Practices in Other Places/New Ideas**
4. **5-Year Financial Plan/Budget**
5. **Identify Existing Funding Sources**
   - Are they feasible long-term?
6. **Identify New Funding Sources/Partnerships**
   - Do they mesh with local values?

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Schedule

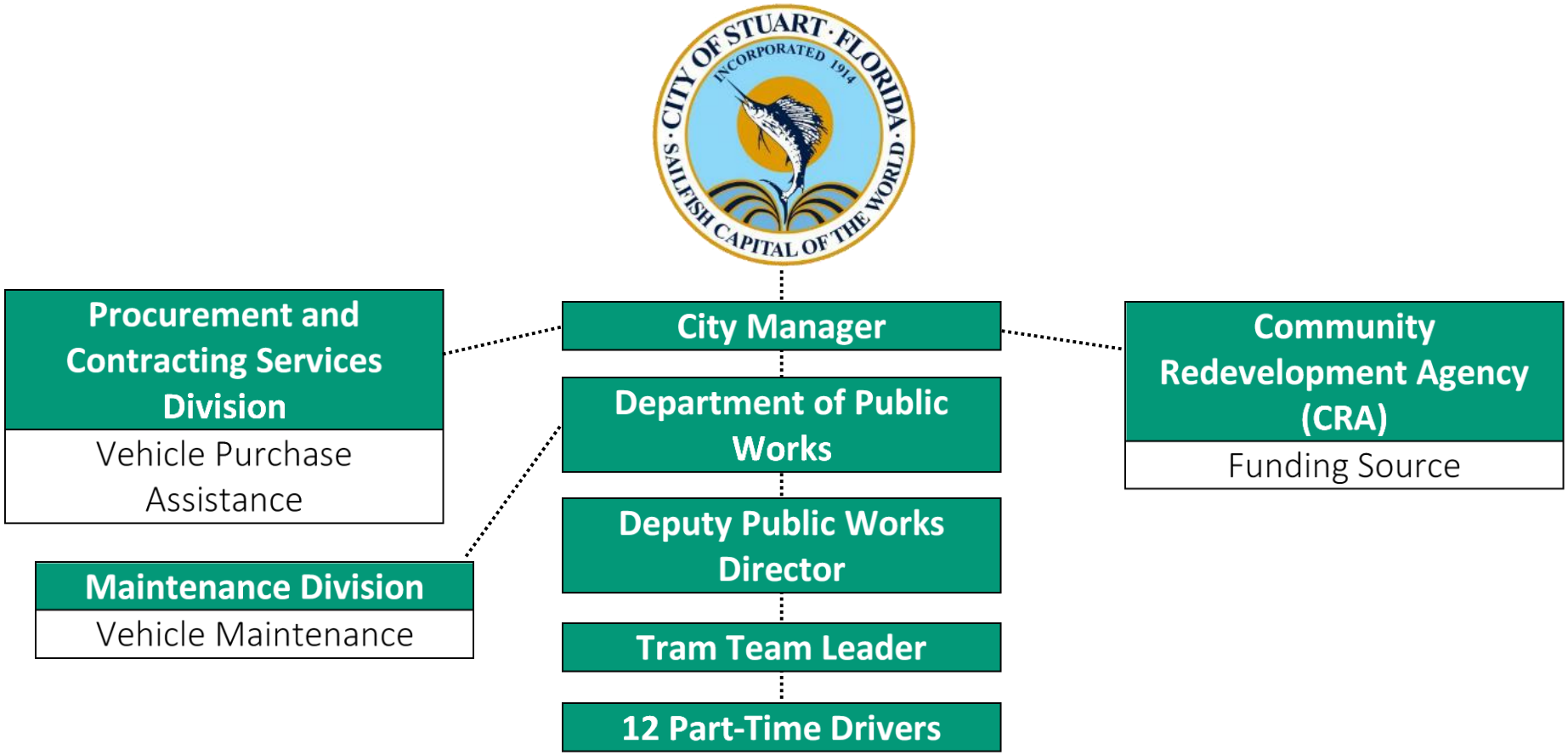


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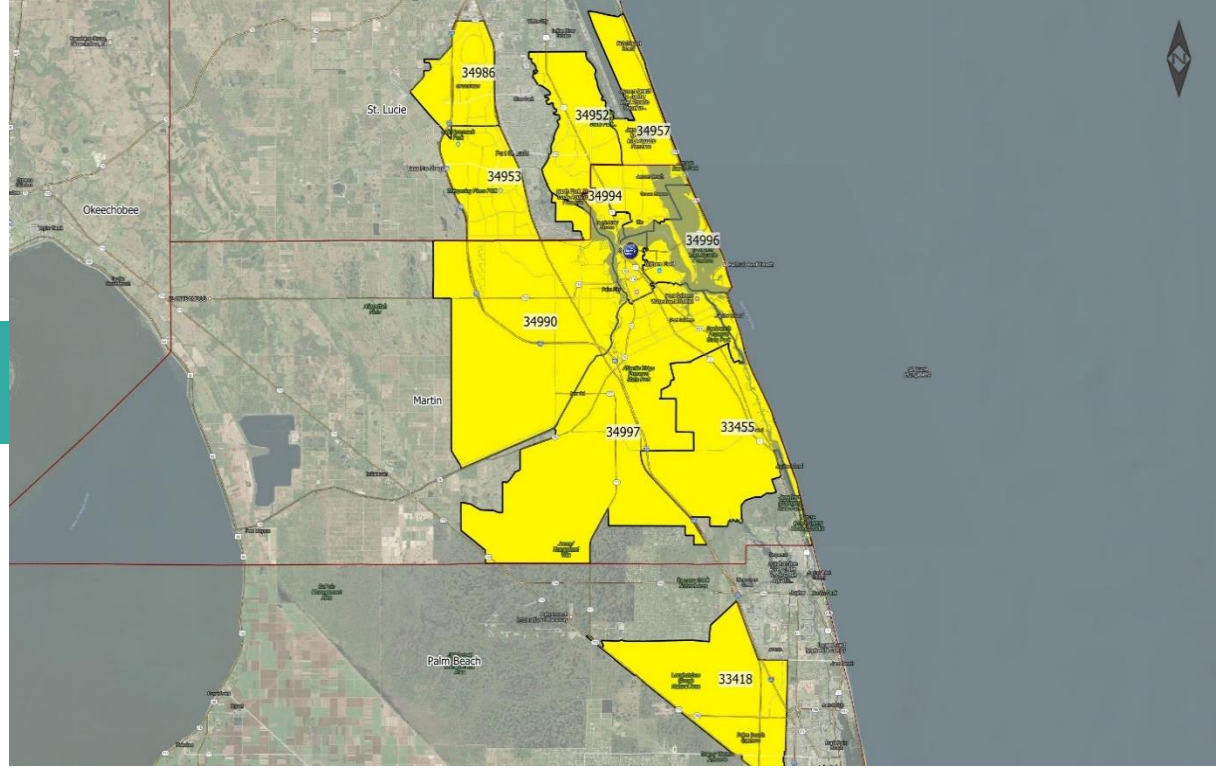
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City of Stuart Tram

Organizational Chart











Surveys

81 Surveys

Survey **Highlights**

- Almost **90%** of those surveyed had **learned about the Tram through spotting it** on the street
- **65%** of those surveyed **had driven themselves** and parked locally before riding the Tram
- **29%** of riders said their purpose **on the Tram was to enjoy a ride**
- If the Tram were not available, **67%** said they **would have walked or biked**

Survey **Highlights (cont.)**

- **98%** of those surveyed were **satisfied with the service and reliability** of the Tram
- **76%** would **like to see the Tram expanded**
- **0%** surveyed **used the mobile app**
- **5%** said they **make the trip Downtown because of the Tram**

Interviews & **Site Visits**





TERRA FERMATA



MUST
BOUTIQUE





bite squad

St.Mary's
EPISCOPAL CHURCH







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Case **Studies**



Sarasota, FL - iRide



Tampa, FL - **Downtowner**



Park City, UT – Main Street Trolley



Miami, FL - Freebee



San Diego, CA - FRED



Coral Gables, FL - Freebee

Microtransit **Case Studies**

SERVICE	LOCATION	DESCRIPTION	PUBLIC/ PRIVATE
Main Street Trolley	Park City, UT	Replica trolley bus.	Public
iRide/Gotcha	Sarasota	Electric golf carts.	PPP/ Private
Freebee	Miami-Dade	Electric golf carts with mini TVs.	PPP/ Private
Downtowner	Tampa	Electric golf carts.	PPP
eShuttle	Austin, TX	Electric golf carts.	PPP
FRED	San Diego, CA	Electric golf carts.	PPP
E-FROGS	Dallas, TX	Electric golf carts.	Private

Case Study **Findings**

- **Driver tips will** not provide substantial funds
- Subsidies likely to be necessary to **kick off service expansion**
- **On-vehicle ads**
  - Likely to be more prominent as ad portion of the budget increases
  - Maximizing ad revenue likely to require maximizing amount of ad space
  - Could be paired with stop branding, giveaways, and promotions

Case Study **Findings (cont.)**

- **Specialized tours** as revenue source and a visitor-friendly amenity
- **Environmental agencies** as sources of grant funding
- **Web sites** and other information sources must be **kept up-to-date**
- Budgeting should consider **publicizing/marketing** the service
- Vehicles not in service might be parked in visible locations for **marketing**

Transportation Network **Companies (TNCs)**

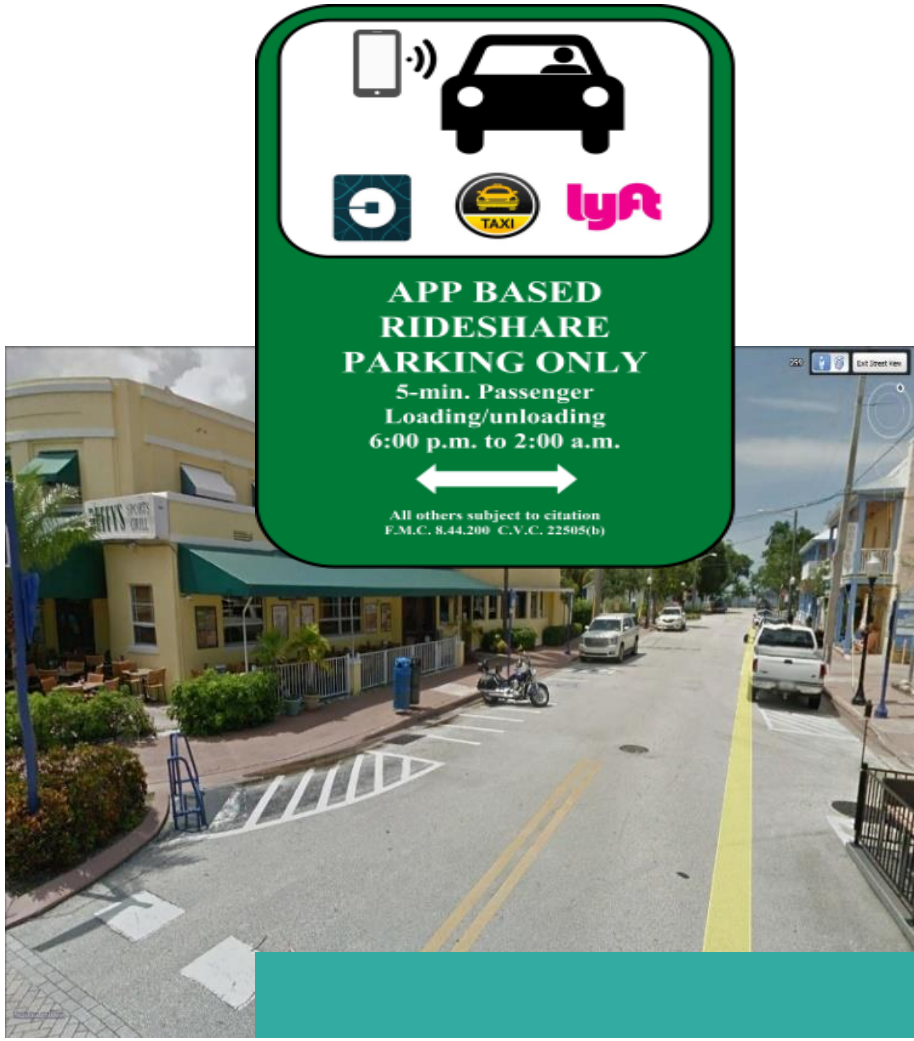
- **TNCs available in Stuart**
  - Lyft
  - Uber
- **Stuart in Lyft's Port St. Lucie coverage area**
- **Stuart in Uber's Miami & South Florida coverage area**



TNC Planning **Considerations**

- **Designated TNC pickup/dropoff areas (curbside management)**
  - Aide transfers between TNCs and transit
  - Keep TNCs from blocking bike lanes, parking spaces and loading areas

Note: Designated TNC pickup/dropoff areas with short time restrictions might create a situation in which TNC drivers drive around while waiting for trips, contributing to traffic congestion.



Existing **Service**



Source: City of Stuart Public Works Department

Infrastructure







Tram Goal **Statement:**

Continue to Plan, Operate and Maintain *the Downtown Stuart Tram consistent with a* ***Vision of enhanced mobility and economic development*** *for the Downtown Stuart Area*

Tram Objectives **(FYs 2019-2025)**

- Improve tram **reliability, efficiency and effectiveness**
- **Assure fiscal stability** through five (5) year budgeting
- Create a **distinct and recognizable brand** for the Tram
- Seek out and **apply for grants** and private sector participation
- **Increase transit ridership levels** by capturing traditional and new transportation markets
- Continue **intergovernmental coordination** with regional transportation authorities and the private sector to foster strong partnerships

Tram Objectives **(FYs 2019-2025)**

2019

- **Continue operations**
- Staff **roles & responsibilities**
- **Fulfill FDOT Grant** – new vehicle
- **Market** service
- Utilize **5-year financial tool**
- Seek **additional funding**

2019

2020-2021

- Accrue **new funds**
- Coordinate with the CRA on **parking infrastructure**
- **Apply & implement** FDOT Grant
- Research **new vehicle types**
- Utilize & **adjust 5-year plan**

2022-2025

- **Vehicle replacements**
- Apply for **FDOT Grants**
- Implement **expanded service**
- Construct **new shelters**
- Continue to **plan for the future**

2025

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Funding Sources: **Existing and Potential***

- **CRA** ($100,000 per year with 3.5% annual growth)
- **FDOT Service Development Grant** (new service only at 50% match)
- **Vehicle and Shelter Ads** ($7,900 annually)
- **Fees for Special Events** ($3,000 annually)
- **FDOT Intermodal Grant** (intermodal shelter purchases at 50% match)
- **Parking Fees** ($80,000 annually)

**estimates*

Alternative **Cost Analysis**

ALT #	SCENARIO*	2017**	2018**	2019**	2020	2021	2022	2023	2024	2025
	TOTAL ANNUAL COSTS									
1	MICRO-TRANSIT EXISTING SERVICE LEVEL	$ 192,676	$ 181,372	$ 216,771	$ 185,456	$ 189,105	$ 232,635	$ 196,685	$ 241,911	$ 204,509
2	MICRO-TRANSIT EXISTING SERVICE LEVEL with STOP INFRASTRUCTURE NEW SHELTER 2021, 2023, 2025					$ 203,460	$ 232,635	$ 208,499	$ 241,911	$ 216,800
3	MICRO-TRANSIT 2023 EXPANDED SERVICE LEVEL with STOP INFRASTRUCTURE NEW SHELTERS 2021, 2023, 2025							$ 286,211	$ 279,886	$ 250,913
ANNUAL COSTS TO IMPLEMENT ALL ALTERNATIVES		$ 192,676	$ 181,372	$ 216,771	$ 185,456	$ 203,460	$ 232,635	$ 286,211	$ 279,886	$ 250,913
	POTENTIAL REVENUES BASED ON EXISTING SERVICE, SHELTER IMPROVEMENTS 2021, 2023, 2025 AND 2023 EXPANSION OF SERVICE									
REVENUE SOURCES										
	CRA Funding*****	$ 100,000	$ 100,000	$ 100,000	$ 103,500	$ 107,123	$ 110,872	$ 114,752	$ 118,769	$ 122,926
	FDOT Service Development Grant	$ 96,000	$ 96,000	$ 90,000	$ -	$ -	$ -	$ 44,763	$ 18,987	$ 23,202
	On vehicles ad - ($200/4 weeks)*****				$ 5,200	$ 5,518	$ 5,629	$ 8,612	$ 8,784	$ 8,843
	Shelter Ads Existing, 1 New in 2021, 2023, 2025 ($200/4 Weeks)****				$ 2,705	$ 2,759	$ 5,573	$ 5,685	$ 8,669	$ 8,843
	Fees for Special Events ($15/tram/hour)				$ 4,500	$ 4,590	$ 4,682	$ 4,775	$ 4,871	$ 4,968
	FDOT Intermodal Grant					$ 11,355	$ -	$ 11,814	$ -	$ 12,291
	Parking Fees ($1/hour)***					$ 40,000	$ 50,000	$ 60,000	$ 80,000	$ 80,000
SUBTOTAL POTENTIAL REVENUE		$ 196,000	$ 196,000	$ 190,000	$ 115,905	$ 171,345	$ 176,756	$ 250,401	$ 240,080	$ 261,072
NEEDED FUNDS TO SUPPORT ALL ALTERNATIVES		$3,324	$14,628	-$26,771	-$69,550	-$32,116	-$55,879	-$35,810	-$39,806	$10,159

* All numbers based on 2018 dollars and a 2%/year inflation factor

** 2017 - 2019 City of Stuart Budget

*** 2018 Parking Study estimated $80,000 to $120,000

**** www.bluemedia.com/bus-advertising

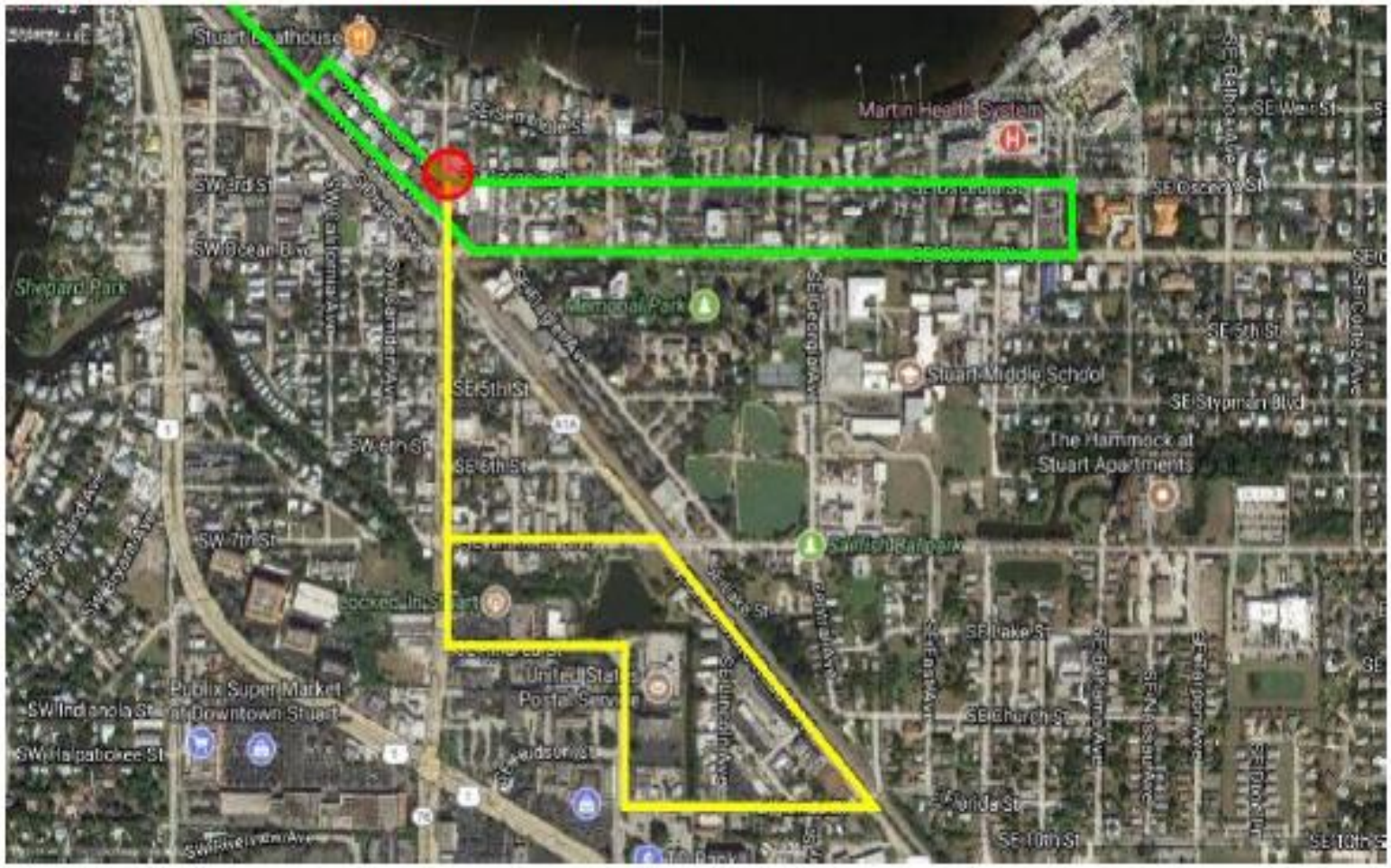
***** Municipal CRA Historic Taxable Value Annual Growth 2002 - 2018 = 3.5%

March **2019**


1. Haney Circle (Colorado/Osceola)
2. Kindred Street
3. Kiwanis Park-n-Ride
4. 6th Street
5. Martin County Courthouse
6. Osceola Park-n-Ride
7. Flagler Park
8. City Hall/Colorado
9. Sailfish Park-n-Ride
10. Sailor's Return (after 3 pm only*)
11. Akron Ave./W. Ocean Ave. (until 5 pm only)**
STEP ON BOARD WITH US!
Downtown Stuart Tram Route
Downtown Tram Schedule
Sunday 9am-5pm
Monday 8am-8pm
Tuesday 8am-8pm
Wednesday 8am-8pm
Thursday 8am-8pm
Friday 8am-10pm
Saturday 9am-10pm
Red Route
Blue Route
SW FLAGLER AVE
SE SEMINOLE ST
SW OSCEOLA ST
SE DIXIE HWY
OSCEOLA PARK N' RIDE
St. Lucie River
MARTIN MEMORIAL MEDICAL CENTER
SE OSCEOLA ST
SE RIVERSIDE DR
SE DOMINI AVE
SE HOSPITAL AVE
SE DENVER AVE
SE DETROIT AVE
SE FLORIDA AVE
SE ILLONIS AVE
SAILOR'S RETURN
SW JOAN JEFFERSON WAY
SW ALBANY AVE
SW CALIFORNIA AVE
W OCEAN AVE
SE OCEAN BLVD
COURTHOUSE
SCHOOL BOARD
MARTY STOP
ST. MARY'S EPISCOPAL CHURCH
SHEPPARD PARK
SW AKRON AVE
SW 5TH AVE
SW FEDERAL HWY
SE 5TH ST
SE STYPMANN BLVD
SE 6TH ST
S COLORADO AVE
SE KINDRED ST

FY 2023

Exhibit 12: Proposed Downtown Stuart Tram Route Modifications



Source: Walker Consultants and Google Earth 2018

Next **Steps**

DATE	MEETING
April 1	MPO Joint Advisory Committee • Citizens' Advisory Committee • Bicycle & Pedestrian Advisory Committee • Technical Advisory Committee
April 15	MPO Board



THANK **YOU**

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