



Jolley Trolley Coastal Route Funding Agreement

Jolley Trolley Funding Partners
Dunedin City Commission
August 2018

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

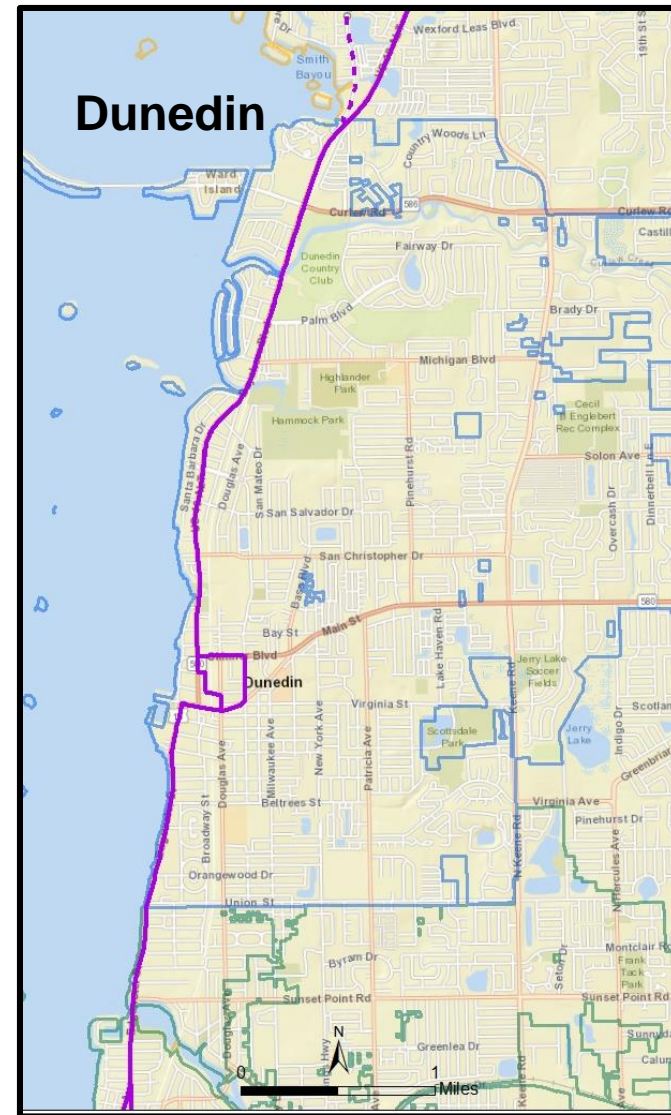
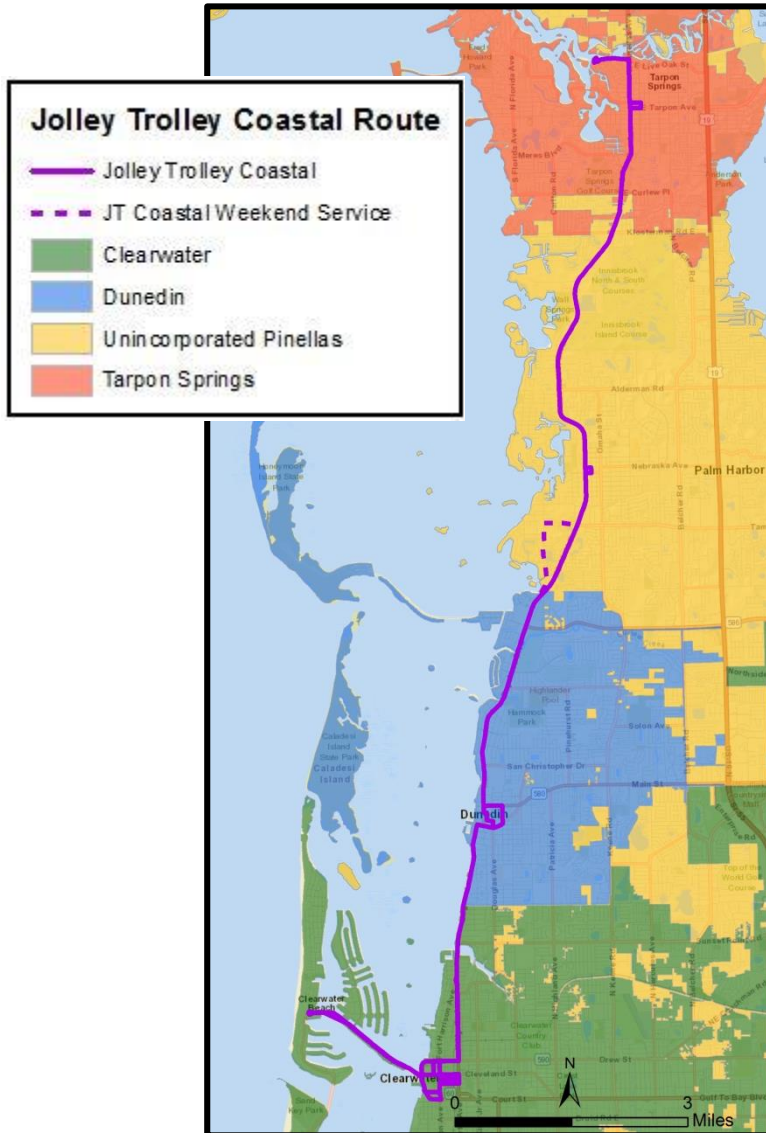
Spring Break 2018



PSTA's Jolley Trolley Coastal Route

- November 2010
 - New service connecting Island Estates, downtown Clearwater, Dunedin, Palm Harbor & Tarpon Springs
 - Friday, Saturday & Sunday 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
 - One-seat ride between the Sponge Docks and Clearwater Beach
 - Island Estates now served by North Beach Route

PSTA's Jolley Trolley Coastal Route



FY16 Coastal Route Agreement

- **FY2016 Funding Allocations (Net Fares and Advertising Estimate)**

– City of Clearwater	\$3,881 (1.6%)
– Clearwater Downtown Development Board*	\$9,220 (3.9%)
– City of Dunedin	\$33,963 (14.3%)
– City of Tarpon Springs	\$33,963 (14.3%)
– Pinellas County (Palm Harbor)	\$33,963 (14.3%)
– PSTA	\$122,752 (51.6%)

Total: \$237,742 (100%)

*DDB Contribution held stable from FY15 supplemented by City of Clearwater and PSTA to make up their 7.15% share (after grants and farebox)

FY17 Coastal Route Agreement

- FY2017 Funding Allocations (Net Fare and Advertising)**

– Clearwater Downtown Development Board	\$13,520 (1.7%)
– City of Dunedin	\$35,049 (4.4%)
– City of Tarpon Springs	\$35,049 (4.4%)
– Pinellas County (Palm Harbor)	\$35,049 (4.4%)
– PSTA	\$685,621 (85.2%)

Total: \$804,286 (100%)

- Partner contributions based on % of 3 day service
- DDB assumed contribution from City of Clearwater
- Service increased to 7 days/ week
- PSTA added special Park and Ride promotions
 - Blue Jays and Spring Break
 - No cost to Coastal Route partners



FY18 Coastal Route Agreement

- FY2018 Funding Allocations (Net Fare and Advertising)**

– The Clearwater Downtown Development Board	\$14,466 (1.4%)
– City of Dunedin	\$37,502 (3.5%)
– City of Tarpon Springs	\$37,502 (3.5%)
– Pinellas County (Palm Harbor)	\$37,502 (3.5%)
– PSTA	\$932,808 (88%)

Total: \$1,059,780 (100%)

- NEW Trolley Contract FY18-FY22
- 20% increase contracted cost per Revenue Hour
- PSTA limited partners escalation to 7%
- PSTA added special Park and Ride promotions
 - Blue Jays and Spring Break
 - No cost to Coastal Route partners



FY19 PROPOSED Coastal Route Agreement

- FY2019 Funding Allocations (Net Fare and Advertising)**

– The Clearwater Downtown Development Board	\$15,951 (1.4%)
– City of Dunedin	\$41,352 (3.5%)
– City of Tarpon Springs	\$41,352 (3.5%)
– Pinellas County (Palm Harbor)	\$41,352 (3.5%)
– PSTA	\$1,028,563 (88%)

Total: \$1,168,569 (100%)

- Maintain funding share percentages net farebox
- 10% increase over FY2018
 - Annual escalation in contract cost per Revenue Hour
 - Decrease in Farebox Recovery
- Propose escalation clause for FY20, FY21, FY22 – limit partner escalation to 5%

Discussion

