



CROSS-BAY FERRY

St. Petersburg to Tampa 2.0

2018-2019 season



st.petersburg
www.stpete.org

BACKGROUND

The original Cross-Bay Ferry pilot project was a collaborative experiment undertaken by the Cities of St. Petersburg and Tampa, and the Counties of Pinellas and Hillsborough.

The pilot was initiated to help determine whether passenger ferry service could be sustained in the future as a viable, regional transportation option.



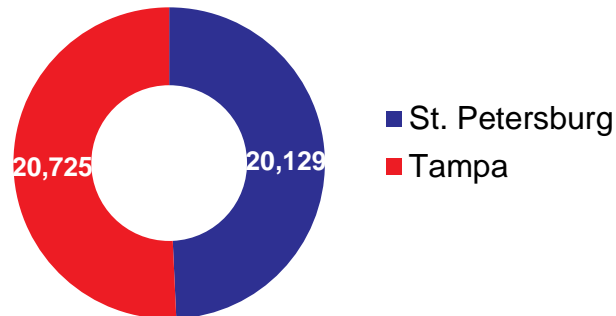
ROUTE AND DOCKING POINTS



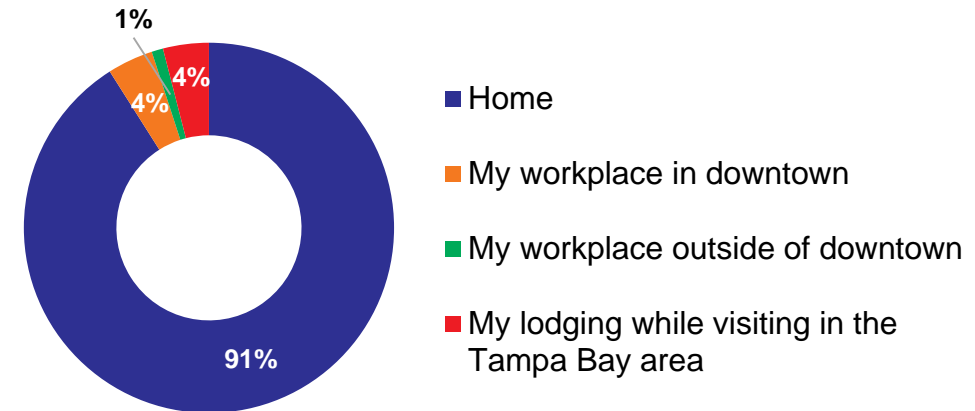
WHERE DID THE PASSENGERS COME FROM?

- The split by departure city was roughly even at 50% for both St. Petersburg and Tampa
- 90% of the passengers identified themselves as Tampa Bay residents
- People from 72% of all Pinellas and Hillsborough County zip codes have used the Ferry

Passengers by Departure City



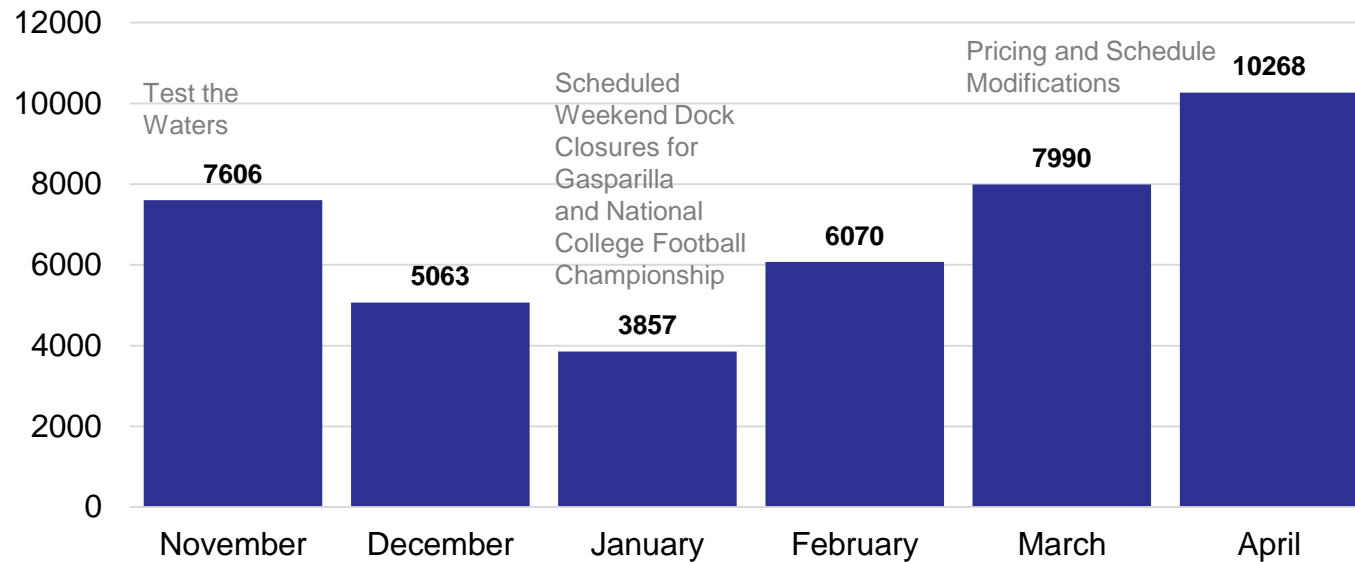
Trip Origin Location



HOW MANY PASSENGERS?

Over 40,000 passengers used the ferry between November 2016 through April 2017. Highest paid ridership occurred in April 2017 with 10,268 passengers.

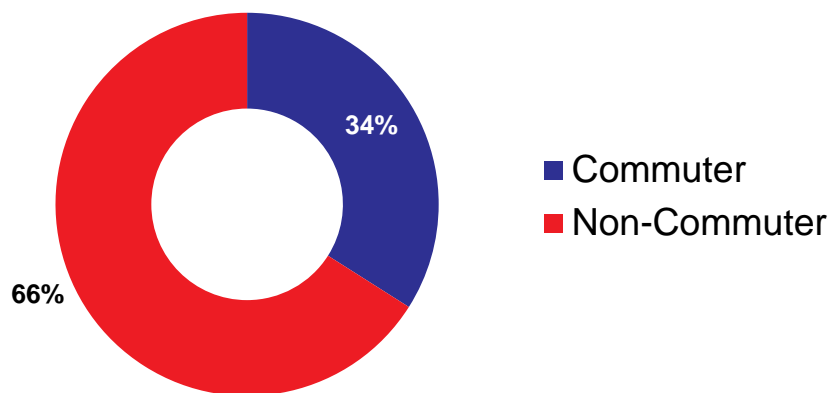
Total Passengers



WHAT TYPES OF PASSENGERS?

Approximately 2/3 of the passengers were considered non-commuters (weekend service riders), while 1/3 of the passengers were considered commuters (weekday service riders).

Passenger Type



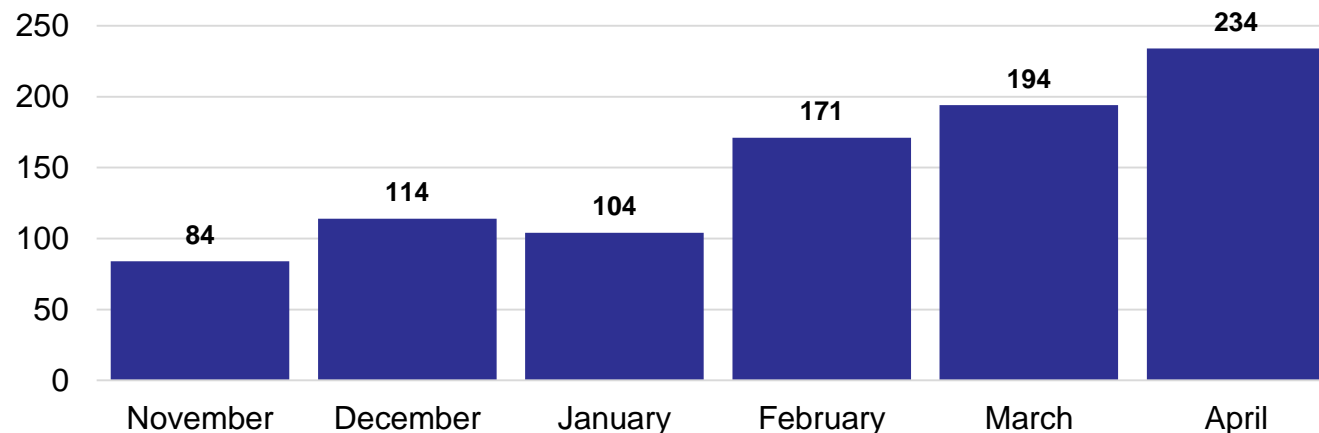
WERE BICYCLES BROUGHT ON BOARD?

The total number of bicycles brought on board between November 2016 and April 2017 was just over 900, with fairly steady month-over-month increases.

The most bicycles brought on board occurred in April with 234.

Bikes brought on board were personally-owned bikes, as bike share was available in St. Petersburg and Tampa.

Bicycles on Board

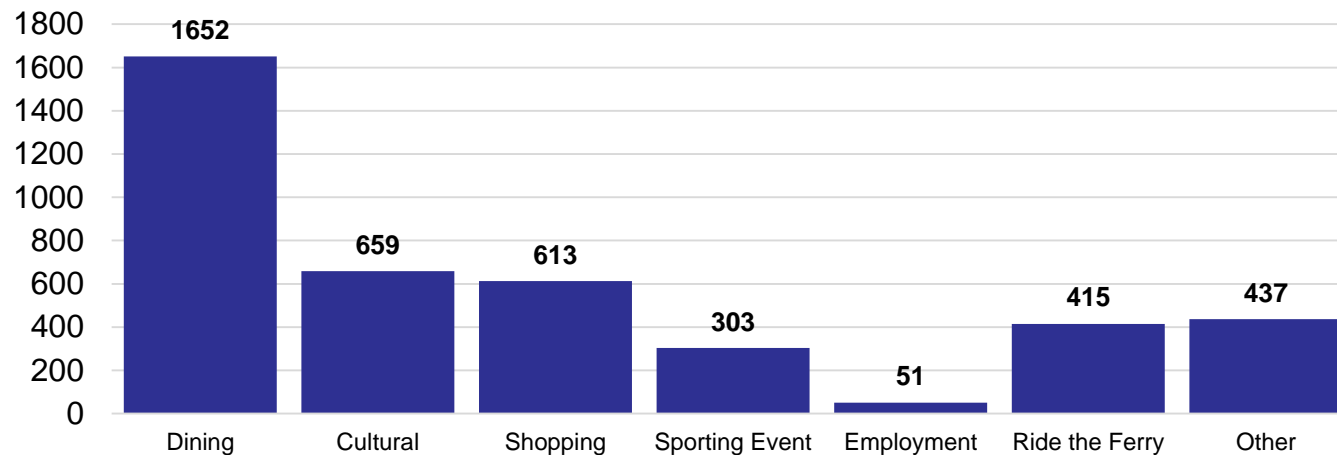


WHAT DID PEOPLE DO WHILE AT THEIR DESTINATION?

Passengers surveyed indicated that they participated in the following activities while at their destination

- 75% dined, 30% went to museums, 28% shopped, and 14% went to a sporting event.
- 19% said they rode the ferry as a ride, meaning there were riding the ferry purely for entertainment value.

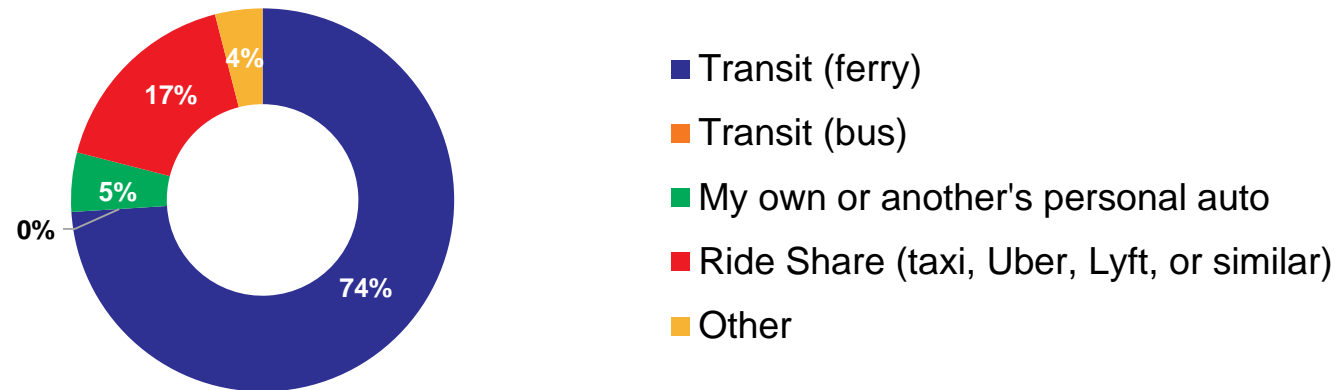
Activities at Destination



HOW DID PEOPLE RETURN TO THEIR PLACE OF ORIGIN?

For the return trip, almost 75% of passengers returned via the ferry, with 17% using a ride share option (taxi, Uber, Lyft, etc.)

Return Trip Mode

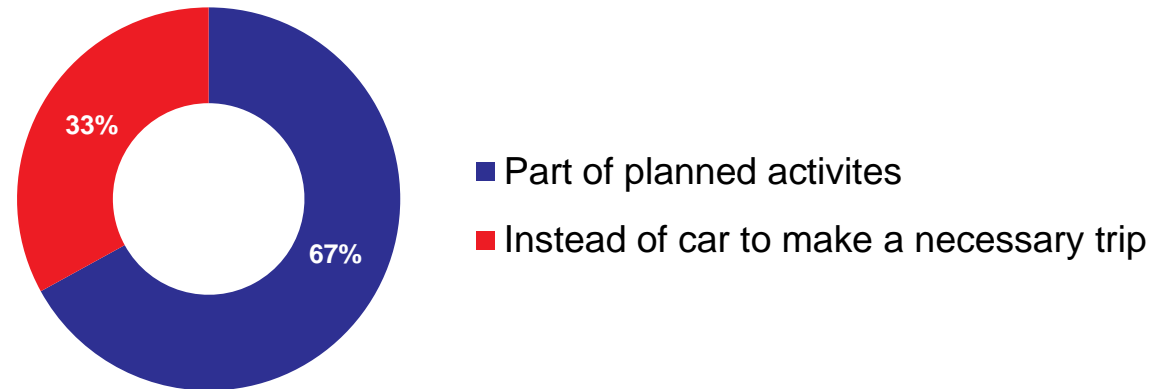


WHY DID PEOPLE RIDE THE FERRY?

Approximately 2/3 of survey respondents stated that their trip was induced by the transportation mode, and may not have taken place without the ferry service.

Approximately 1/3 indicated that they used the ferry **INSTEAD** of their car to make a trip that was previously planned.

Trip Purpose – Induced vs. Replacement Trips



FERRY'S IMPACT ON LOCAL BUSINESSES

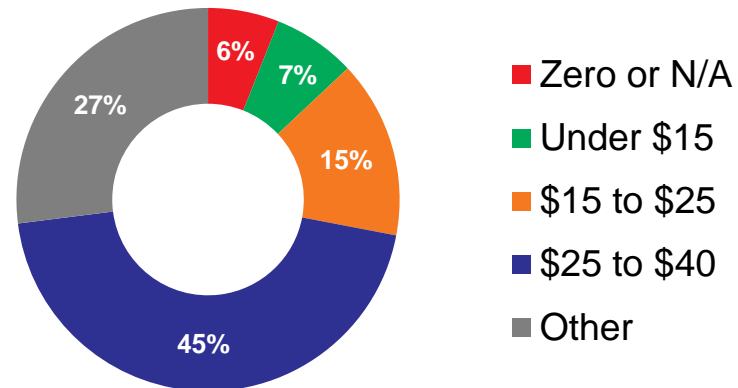
Sixty percent of the passengers surveyed indicated that they spent between \$15 and \$40 per person once at their destination.

For more than **30%** of passengers surveyed, the average amount they indicated was spent at their destination was approximately **\$100** per person.

Therefore, the average spent by survey respondents was just over **\$40** per person.

When we extrapolate for the total number of passengers between November 2016 and April 2017, it equates to a potential of **\$1,600,000** in sales to the local economies.

Estimated Amount Spent per Person while at Destination



HOW DOES THE FERRY COMPARE WITH...?

Similar, established waterborne transportation service

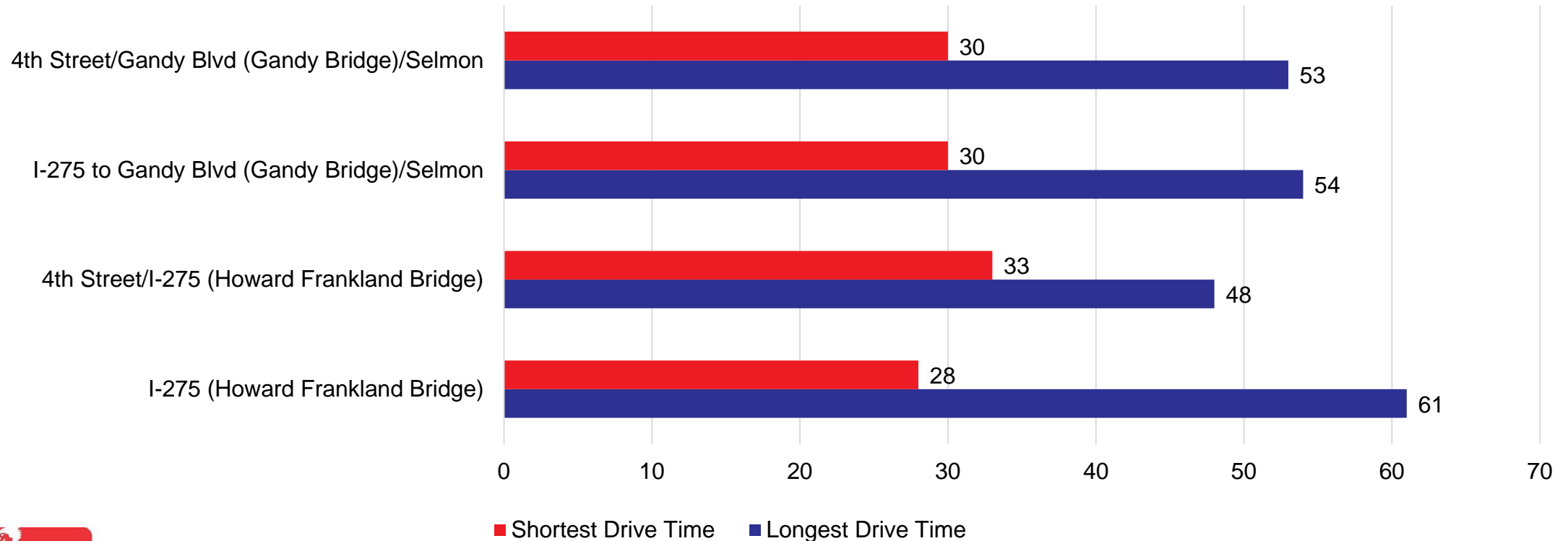
	King County Ferry	Cross-Bay Ferry
Operating Expense per Passenger Mile	\$2.12	\$1.05
Farebox Recovery Ratio	35%	41%

Local surface transit operations

	PSTA	HART	Cross-Bay Ferry
Operating Expense per Passenger Mile	\$0.89	\$0.90	\$1.05
Farebox Recovery Ratio	24%	24%	41%

TRAVEL TIMES – HOW DOES THE FERRY COMPARE?

Alternate Corridors Recorded Travel Times – January and February 2017

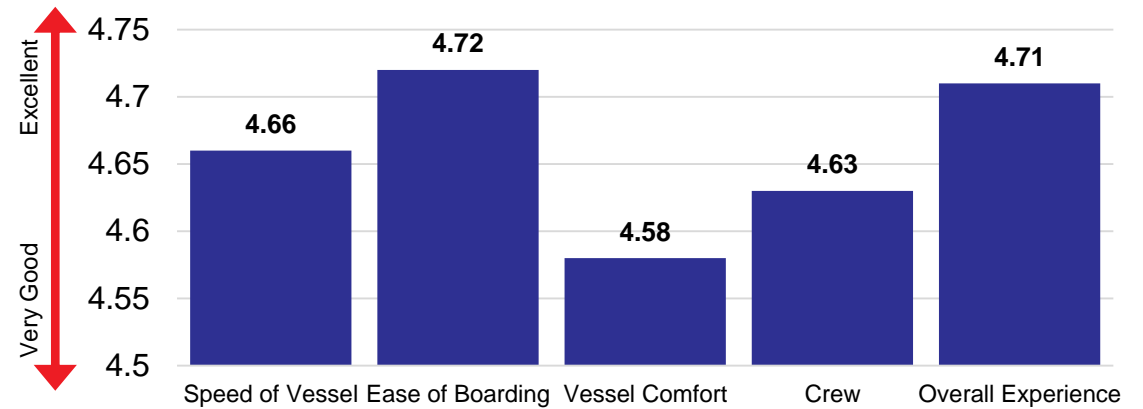


WHAT DID WE LEARN FROM THIS PILOT PROJECT?

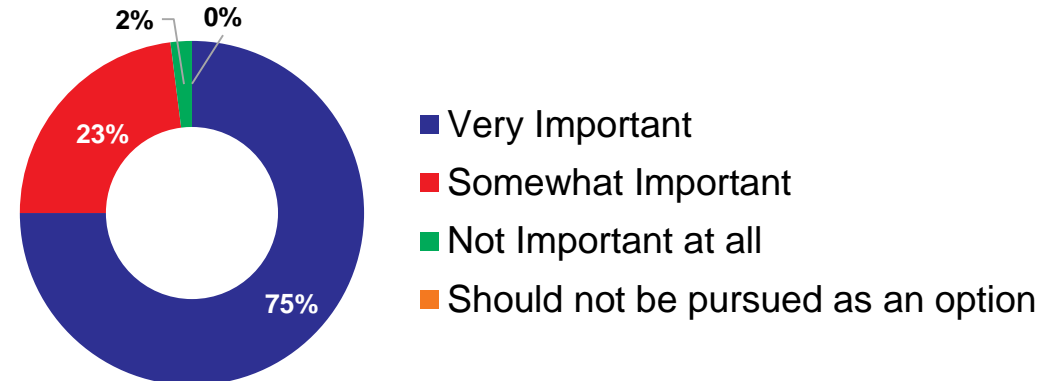
Passenger surveys and operational data tell us that

- There is a demand for ferry service in Tampa Bay
- Commuter service is viable at the right price
- Farebox recovery can be higher than traditional surface transit service
- There is an identifiable economic impact to this form of transportation
- That people enjoy and are proud of this service

Trip Experience Weighted Average



Importance of Regional Passenger Ferry System Development



NOW WHAT?

Hillsborough County continues to pursue permanent ferry service which would serve commuters from South Hillsborough County to MacDill during the day, and could serve downtown St. Petersburg to downtown Tampa on nights and weekends.

While this is being pursued, a seasonal service between downtown St. Petersburg and downtown Tampa can once again be put into operation, provided there is regional support from the four partners:

- **St. Petersburg**
- **Tampa**
- **Pinellas County**
- **Hillsborough County**



WHAT IS THE COST FOR THE REGIONAL PARTNERS TO START UP SEASONAL SERVICE?

The City of St. Petersburg has gone out to RFP, and as a result of that process, has selected HMS to be the operator of the service. HMS was the operator for the Pilot study.

For the six (6) month seasonal operation of the service, a maximum of \$150,000 is being requested of each of the regional partners. This amount is significantly lower than was requested of each partner for the Ferry Pilot (each regional partner was required to contribute \$350,000 to the Ferry Pilot).

The contract will once again set benchmarks which, if reached, will provide for a return of investment on an equal share, to each of the regional partners.

The City of St. Petersburg will be required to notify HMS by August 1, 2018 if it intends on moving forward with an agreement in order for the vessel to be secured for this coming November season.

