



MIAMI BEACH

RECEIVED

2014 MAR -6 PM 1:36

LETTER TO COMMISSION

CITY CLERK'S OFFICE

076-2014

TO: Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: March 5, 2014

SUBJECT: **ALTON-WEST TROLLEY SERVICE UPDATE**

The purpose of this Letter to Commission is to provide a status on the performance of the Alton-West Trolley Service through its first month. As you are aware, at the December 11, 2013 City Commission meeting, the Administration was directed to develop a plan to mitigate the impacts being experienced by business owners on Alton Road and West Avenue due to the roadway construction. One of the actions identified at the Commission meeting was the immediate implementation of a transit circulator loop along Alton Road and West Avenue in an effort to help mitigate the loss of parking, improve mobility, and promote economic development along the corridors. The Administration expedited the planning and procurement of the service; and, as a result, the Alton-West Trolley Service began operating on February 3, 2014.

In its first month, the Alton-West Trolley Service registered a cumulative ridership of 16,009 passengers. More importantly, ridership figures reflect a significant growth in ridership from the first week (1,098 passengers) to the fourth week (5,227 passengers) and the service is currently attracting over 700 passengers per day.

To promote the use of the Alton-West Trolley Service, a "next-bus" mobile application has been developed by TSO Mobile. The mobile application provides real-time tracking information via an interactive map and trolley arrival information. Real-time information is a valuable tool for Alton Road and West Avenue business patrons who wish to plan their trips on the Alton-West Trolley. The application is currently available for download on Apple and Android phones under the name TSO Miami Beach Trolley.

Additionally, Transportation staff is sporadically riding the trolley in order to evaluate quality of service and on-time performance and provide feedback to the operator on a continuous basis.

The Administration will continue to provide periodic updates to the City Commission on the Alton-West Trolley service. Please feel free to contact me if you have any questions or concerns.

[Handwritten initials]
KGB/ETC/JRG/JFD