

SARASOTA COUNTY GOVERNMENT

Sarasota County Area Transit

TO: Sarasota County Commission
THROUGH: Thomas A. Harmer, County Administrator
FROM: Robert R. Lewis, Interim Director, Sarasota County Area Transit Department
DATE: October 6, 2014
SUBJECT: Item 2F: Update on Sarasota County Area Transit Services

RECOMMENDED MOTION(S) OR ACTION(S):

To consider a presentation on an update of the Longboat Key services provided by Sarasota County Area Transit (SCAT).

BACKGROUND:

Manatee County Area Transit (MCAT) and Sarasota County Area Transit (SCAT) offer coordinated transit service on Longboat Key between Coquina Beach on Anna Maria Island and downtown City of Sarasota. MCAT and SCAT each operate one vehicle on the coordinated route. Transit vehicles along the Longboat Key route run Monday through Sunday, 5:30 am – 8 pm, every 60 minutes.

The following table shows the distribution of ridership in July on SCAT and MCAT vehicles for years 2011 through 2014. For July 2014, total MCAT and SCAT average daily ridership on the Longboat Key route was an average 181 trips per day. Total ridership represents virtually no change from prior years.

| LONGBOAT KEY ROUTE AVERAGE DAILY RIDERSHIP COMPARISON | | | |
|--|--------------|-------------|-------------|
| | TOTAL | SCAT | MCAT |
| July 2011 | 207 | 110 | 97 |
| July 2012 | 182 | 93 | 89 |
| July 2013 | 181 | 92 | 89 |
| July 2014 | 181 | 98 | 83 |

In July 2014, SCAT unveiled a comprehensive marketing campaign for the Longboat Key route and all its island transit services that include a unique island look wrap for SCAT hybrid buses that operate on Lido Key, Siesta Key, St. Armands Key, and Longboat Key. SCAT also is reaching out with the following to provide information on the Longboat Key Trolley and schedules for residents and tourists:

- 1) Anna Maria Island
- 2) Local hotels
- 3) Local businesses
- 4) Longboat Key Chamber of Commerce
- 5) Longboat Key rental agencies to advertise SCAT on their websites
- 6) Neighborhood Associations

SCAT operates its portion of the Longboat Key route through general fund and farebox revenues. In 2013, the average SCAT farebox recovery for the route was 8%. The average farebox recovery for July

2014 is slightly up at 13%. Based on FY 2013 National Transit Database (NTD) cost per revenue hour data, Sarasota County's portion of the FY 2014 expense is projected to be approximately \$420,000. The funds continue to be budgeted as part of the approved FY 2015 budget adopted by the Board in September 2014.

Route Performance

In 2013, the SCAT portion of the Longboat route had an average of 6.4 trips per revenue hour and is projected to be approximately the same in FY 2014. Within the SCAT system, the Longboat Key route is one of SCAT's lower performing routes in terms of ridership and revenue. Compared to other SCAT island routes (Lido Key, with 13.3 trips per revenue hour and Siesta Key, with 14.9 trips per revenue hour) the Longboat Key route has fewer passenger trips per hour. The route does however perform comparably to some other similar routes, such as SCAT's Route 13 on the island of Venice, which averaged 6.8 trips per revenue hour in 2013. The attached table of SCAT Fixed Route Statistics for FY 2013 provides a comparison of all SCAT routes.

SCAT continues to monitor opportunities to collaborate to improve route performance for the Longboat Key route. The Town of Longboat Key is developing a zoning overlay district for a Town Center in the Bay Isles area (mid-key). It is anticipated that future development in this area could result in increased demand for public transit services. The Town is also experiencing renewed residential and tourism construction, with an expansion to the Hilton Beach Resort, the anticipated major expansion of the Longboat Key Club (south-key) and the likely future redevelopment of The Colony Beach and Tennis Resort (mid-key) property into tourism and residential uses. In addition, the Town is exploring methods for increasing functionality of Gulf of Mexico Drive for pedestrians and motorists. Potential modifications could also include improvements to transit service locations.

Comprehensive Operations Analysis

In August 2014, the Sarasota County Board of County Commissioners authorized a Comprehensive Operations Analysis (COA) for SCAT fixed route services. The COA is an in-depth study of a transit system designed to identify strengths and weaknesses and recommendations for improvement. The COA will provide a strategic approach to transit system planning and support related capital projects for the system. Data collection and analysis will begin by the end of 2014 and a complete COA report is anticipated by mid-2015. The COA will include a route-by-route analysis based on ridecheck along with a market assessment of routes in order to provide a comprehensive review of current fixed route operations and opportunities to enhance the delivery of these services in a cost effective manner.

ATTACHMENTS:

SCAT Fixed Route Statistics FY 2013
Longboat Key Transit Services Presentation

SCAT Fixed Route Statistics FY 2013

| Route | Total Passengers | Passengers per Revenue Hour | Passengers per Day | Farebox Recovery |
|--------------------------------|------------------|-----------------------------|--------------------|------------------|
| #1 Fruitville | 142,400 | 12.3 | 462 | 11% |
| #2 Cocoanut Avenue | 99,519 | 19.9 | 323 | 14% |
| #3 Pinecraft | 57,162 | 16.0 | 186 | 13% |
| #4 Lido | 46,852 | 13.3 | 152 | 13% |
| #5 Osprey-Swift | 84,986 | 10.7 | 276 | 9% |
| #6 Beneva | 382,243 | 20.3 | 1,065 | 19% |
| #7 Newtown-NE | 94,179 | 18.4 | 262 | 13% |
| #8 Newtown-301 | 90,732 | 18.9 | 253 | 15% |
| #9 North Port | 120,564 | 14.4 | 391 | 14% |
| #11 Siesta Key | 124,866 | 14.9 | 405 | 15% |
| #12 North Lockwood | 252,925 | 26.0 | 705 | 21% |
| #13 Venice | 55,158 | 6.8 | 181 | 6% |
| #14 Bee Ridge | 113,474 | 22.0 | 368 | 21% |
| #15 Cattleman | 126,197 | 10.2 | 410 | 10% |
| #16 Englewood | 62,449 | 7.7 | 203 | 8% |
| #17 Trail | 485,866 | 17.5 | 1,577 | 16% |
| #18 Longboat | 33,655 | 6.4 | 94 | 8% |
| #20/29 Toledo/Glenallen | 26,340 | 6.5 | 86 | 7% |
| #40 Webber Limited | 36,075 | 4.5 | 117 | 3% |
| #71 Booker | 576 | 1.0 | 3 | 1% |
| #99 Palmetto | 305,282 | 24.9 | 991 | 17% |
| #215 Cocoanut-University | 6,780 | 10.3 | 133 | 8% |
| #1411 Lake Sarasota-Siesta Key | 14,035 | 11.0 | 275 | 11% |
| #1713 Trail-Jacaranda | 34,480 | 16.0 | 676 | 15% |
| #9S North Port Sunday | 3,228 | 8.0 | 63 | 13% |
| #90X North Port-Venice Express | 2,026 | 1.2 | 11 | 4% |
| #100X North Port Express | 26,885 | 8.5 | 100 | 34% |
| Totals | 2,828,931 | 15.1 | 7,880 | 14% |

Notes: Routes 18 and 99 statistics exclude the MCAT ridership and fares; Routes 215, 1411, 1713 and 9S are Sunday only service; Farebox Recovery based on FY2013 fares collected divided by FY2012 operating costs per route (FY2012 per revenue hour operating costs - \$72.46)

Sarasota County Area Transit

Town of Longboat Key Commission
and Sarasota County Commissioners
Joint Meeting
October 6, 2014

Route 18 Map



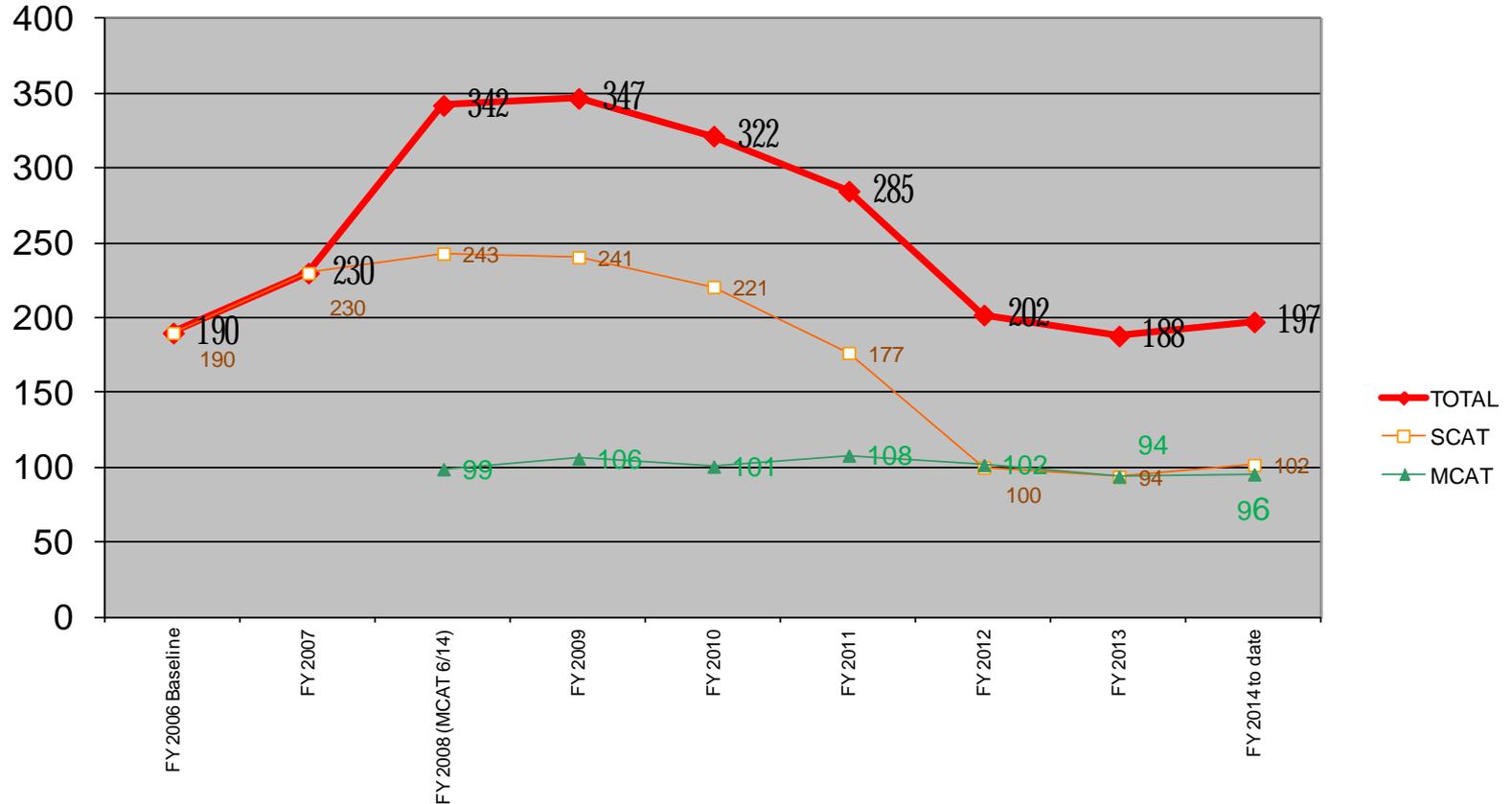
We'll take you there!



Monday - Saturday
 (except major holidays)
 Effective July 12, 2014

Total MCAT and SCAT Ridership Trends

Longboat Key Route - Average Daily Ridership



Monthly Ridership and Cumulative Totals

Monthly and cumulative totals by fiscal year (October - September)

| | Monthly 2010-11 | Cumulative 2010-11 | Monthly 2011-12 | Cumulative 2011-12 | Monthly 2012-13 | Cumulative 2012-13 | Monthly 2013-14 | Cumulative 2013-14 |
|--------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|
| Oct | 9,958 | 9,958 | 5,751 | 5,751 | 4,828 | 4,828 | 5,246 | 5,246 |
| Nov | 9,588 | 19,546 | 6,145 | 11,896 | 5,193 | 10,021 | 5,768 | 11,014 |
| Dec | 8,351 | 27,897 | 5,691 | 17,587 | 5,347 | 15,368 | 5,221 | 16,235 |
| Jan | 9,781 | 37,678 | 6,917 | 24,504 | 6,620 | 21,988 | 6,037 | 22,272 |
| Feb | 10,625 | 48,303 | 7,506 | 32,010 | 6,796 | 28,784 | 6,398 | 28,670 |
| Mar | 9,610 | 57,913 | 6,948 | 38,958 | 7,296 | 36,080 | 6,792 | 35,462 |
| Apr | 7,028 | 64,941 | 7,169 | 46,127 | 6,274 | 42,354 | 6,292 | 41,754 |
| May | 6,091 | 71,032 | 5,548 | 51,675 | 5,329 | 47,683 | 5,334 | 47,088 |
| Jun | 6,154 | 77,186 | 5,577 | 57,252 | 5,141 | 52,824 | 4,958 | 52,046 |
| Jul | 6,157 | 83,343 | 5,449 | 62,701 | 5,442 | 58,266 | 5,423 | 57,469 |
| Aug | 5,421 | 88,764 | 4,800 | 67,501 | 4,973 | 63,239 | -- | -- |
| Sep | 4,444 | 93,208 | 4,247 | 71,748 | 4,177 | 67,416 | -- | -- |
| Total | 93,208 | 93,208 | 71,748 | 71,748 | 67,416 | 67,416 | -- | -- |

Outreach for Longboat Key route:

- Anna Maria island
- Local hotels
- Local businesses
- Longboat Key Chamber of Commerce
- Longboat Key rental agencies to advertise SCAT on their websites
- Neighborhood Associations

- Authorized preparation of a Comprehensive Organization Analysis (COA)
- Underway for SCAT Fixed Route
 - Strategic Approach to Transit System Planning
 - Program of Supportive Capital Projects

Thank you.