

M E M O R A N D U M

TO: Tom Harmer, Town Manager
FROM: Isaac Brownman, Public Works Director
DATE: May 22, 2019
SUBJECT: Barrier Island Public Transit

Recommended Action

None, for informational purposes only.

Background

The Town of Longboat Key embraces specific Core Values one of which includes the Transit Value and Goal:

8. The Town will pursue long-term **transit system** solutions that provide reasonable travel options within the Town and off-island for residents, visitors, businesses and the local workforce, while maintaining and improving **traffic circulation**.

Currently, SCAT provides daily service from Downtown Sarasota to Bay Isles Parkway (Publix shelter) known as Route 18. Discussions in 2018-2019 with SCAT include a potential reduction in Route 18 service (morning and evening only) supplemented with a seasonal "Island Circulator," which would run from Lido Key to Bay Isles Parkway (Publix shelter) after morning peak and before the evening peak times. Low ridership and County General Fund savings are the rationale for this change in service. Route 4 is planned to continue from the Downtown Transfer Station to St. Armands Key.

Prior to 2017, MCAT offered daily service from Coquina Beach to Bay Isles Parkway (Publix shelter) which also functioned as a transfer point with SCAT. In April 2017, MCAT offered the Longboat Key Shuttle: a reservation-based, on demand curb-to-curb service. The shuttle runs Monday-Friday 6 AM to 8 PM, and reservations are required by 5 PM the day before. The rationale for this change in service was due to low ridership.

The Town's vision for transit on Longboat Key includes the development of a single, unified consistent transit solution for Longboat Key in a manner that can help promote and enhance in-season ridership. As such, the Town continues to discuss options with SCAT and MCAT to support this vision. City and Town staff have been involved in discussions with SCAT. A unified Longboat Key solution connecting to St. Armands Key and points beyond would provide a greater community benefit while aligning with the Town's Core Values.

The Longboat Key solution may include a seasonal "island circulator" that extends South to Lido Key, as proposed by Sarasota County. The preferred equipment for such a solution would be of a style that is more amenable to increased ridership (such as a trolley or smaller vehicle).

The Town encourages continued coordination between Town staff, the City, SCAT and MCAT to support developing a single, unified, consistent transit solution for Longboat Key in a manner that can help promote and enhance in-season ridership community-wide.

Attachments

Barrier Island Public Transit Presentation



Barrier Island Public Transit

Joint Meeting Between the
Town of Longboat Key and City of Sarasota
June 13, 2019



“SCAT”



“MCAT”

&

On Longboat Key



Town Adopted Core Values

TRANSIT VALUE/GOAL:

8. The Town will pursue long-term ***transit system*** solutions that provide reasonable travel options within the Town and off-island for residents, visitors, businesses and the local workforce, while maintaining and improving ***traffic circulation***.

- **The Transit Goal does not act in isolation; it combines with the vision, mission and other goals to support Longboat Key as a premier residential and visitor destination.**
- **Other related goals include: Integrated commercial centers, providing an appealing and accessible GMD corridor, enhanced access to on-island recreational opportunities, etc.**



Current Level of Service

- **SCAT Current**
- Route 18 - Daily (hourly) service
Downtown Sarasota to Bay Isles Parkway (Publix)
- Route 4 - Daily (hourly) service from Downtown
Sarasota to Lido Key
- **SCAT Proposed 2019 Modification**
- Reduction in Route 18 service to morning and evening
supplemented with an “Island Circulator” during
season.
- Circulator - Lido Key to Bay Isles Parkway (Publix)
- ***Rationale for service change: Low ridership, General
Fund savings.***



Current Level of Service Cont.

MCAT Pre-2017

- Daily service from Coquina Beach to Bay Isles Parkway (Publix)
- Hourly Service
- Functioned as a transfer point with SCAT



MCAT Post-2017

- Longboat Key Shuttle
- Service area: Coquina Beach to Bay Isles Parkway
- Reservation-based (day prior), on demand curb-to-curb service

** Rationale for service change: Low ridership*



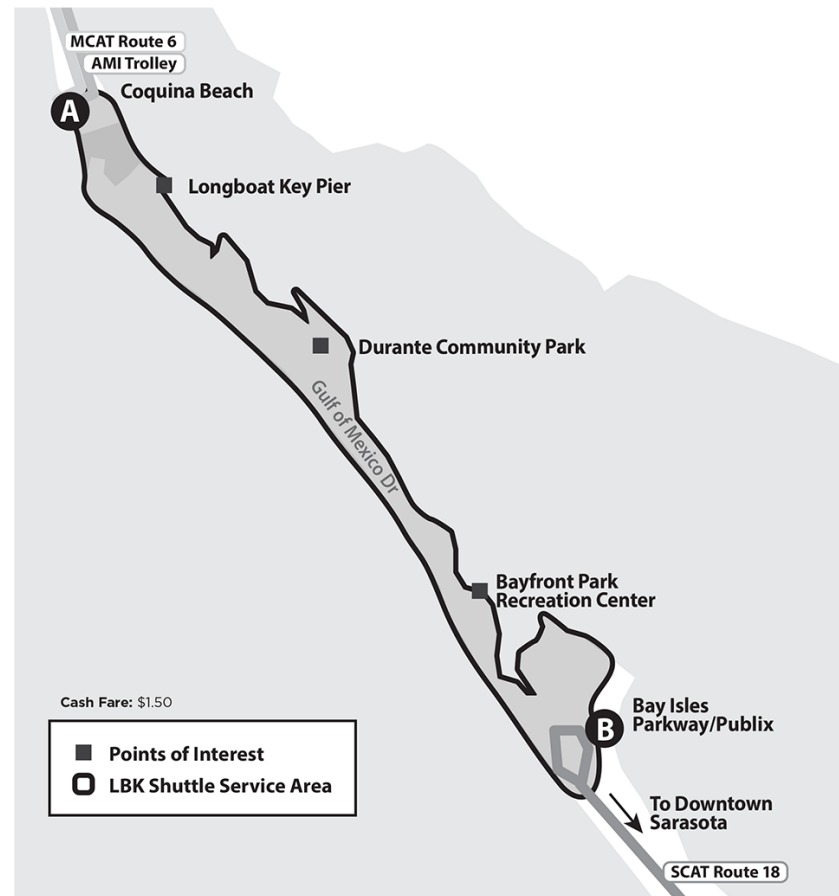


Longboat Key Shuttle

- Transfer required: Coquina Beach (MCAT Route 6 & AMI Trolley) & Bay Isles Shopping Center (SCAT Route 18)
- Monday-Sunday 6 AM to 8 PM
- Reservation required by 5 PM the day before
- Subscription service available
- Cash Fare: \$1.50
- All MCAT & SCAT passes accepted
- Pre-paid fare option available

SHUTTLE: Longboat Key • Monday - Sunday

Holiday Schedule : Fixed Route and Longboat Key services are not available on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.





Longboat Key Goal

The provision of *“...long-term **transit system** solutions that provide reasonable travel options within the Town and off-island for residents, visitors, businesses and the local workforce...”*

Achieve Town Goal includes:

A single, unified, consistent service across the island.

This may include a seasonal “island circulator” using smaller vehicle equipment and a service frequency that encourages ridership.



Equipment Examples





Equipment Examples Cont.



Current SCAT consideration for “Island Circulator”



Other News & Information

Article: The Verge, By Andrew J. Hawkins Jan. 31, 2019:

“Uber just added public transportation to its app”

Starting with Denver, Uber aims to become a one-stop shop for all modes of transportation



- App will list available Transit options
- Other MCAT/SCAT App options to locate transit vehicle, provide run times, etc.



Next Steps

Continued coordination between the Town, the City, SCAT and MCAT to support developing a single, unified, consistent transit solution for Longboat Key in a manner that can help promote and enhance in-season ridership community-wide.

Thank you!

End of Agenda Item