



# MIAMI BEACH

411-2014

## LETTER TO COMMISSION

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TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: December 11, 2014

SUBJECT: **ART FAIR SHUTTLES RIDERSHIP**

The purpose of this Letter to Commission is to provide a status update regarding the ridership of the Art Fair shuttles that the City provided as one of the various mitigation tools used during Art Basel in order to improve mobility and promote the use of alternate modes of transportation.

As you may be aware, two (2) free shuttle routes operated in the City from Wednesday December 3, 2014 to Sunday December 7, 2014 from 11:00AM to 10:00PM, except Sunday (11:00AM to 8:00PM). One route provided a connection between art fairs in Midtown, Wynwood and Design District in Miami, and Art Basel at the Miami Beach Convention Center. The other route provided a connection between the art fairs in North Beach, Mid Beach and South Beach, including a stop at the Convention Center and a transfer at the intersection of Royal Palm Avenue and 41<sup>st</sup> Street. The service consisted of four (4) vehicles in operation on each route and a frequency of approximately 30 minutes. The shuttle service was funded by the City as part of the special event services recently added in Amendment No.2 to the agreement between the City and Limousines of South Florida, Inc., for citywide trolley services.

In order to maintain the headways, the right shoulder of the Julia Tuttle Causeway was reserved by means of barrels/cones as a dedicated transit lane that shuttles could use to by-pass traffic as necessary. Police officers and a stationary tow-truck were present to ensure the efficient and safe operation of the shuttles within the shoulder and assist vehicles in distress.

The attached ridership report indicates that nearly 5,000 passengers used the shuttle service over the 5-day period of Art shows. Assuming an average vehicle occupancy of 1.4 persons per car based on historical data, we can estimate that approximately 3,600 vehicles were not in circulation due to the shuttle service. This is the equivalent to more than two times the maximum capacity of our largest parking facility, the 17 Street Garage which has capacity for 1,460 vehicles. The most heavily used route was the Midtown Miami-Miami Beach Convention Center loop, with nearly sixty (60) percent of the total ridership.

It is important to note that the shuttle service was partially disrupted on Friday evening and on Sunday evening due to protests in City of Miami and the closures of various roads by police as a result of the protests, including the Julia Tuttle Causeway.

Please feel free to contact me should you have any questions.

Attachment: Ridership Report

KGB/JRG/JFG

F:\TRAN\ALL\Transportation\LTC – Special Event Shuttle Ridership – Art Basel

# SPECIAL EVENT SHUTTLE - ART BASEL

Attachment

|                           | Daily Ridership |         |           |          |        |          |        |        | Total Ridership |
|---------------------------|-----------------|---------|-----------|----------|--------|----------|--------|--------|-----------------|
|                           | 1-Dec           | 2-Dec   | 3-Dec     | 4-Dec    | 5-Dec  | 6-Dec    | 7-Dec  | 8-Dec  |                 |
|                           | Monday          | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Monday |                 |
| MIDTOWN-CONV. CENTER LOOP | -               | -       | 115       | 510      | 491    | 1,032    | 978    | -      | 3,126           |
| MIAMI BEACH ART FAIR LOOP | -               | -       | 168       | 168      | 356    | 924      | 257    | -      | 1,873           |

Cummulative Ridership

4,999

