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LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: May 6, 2015
SUBJECT: **MIAMI BEACH TROLLEY AND MIAMI-DADE TRANSIT CIRCULATOR RIDERSHIP REPORT (FY2015 – 2ND QUARTER)**

The purpose of this Letter to Commission is to report ridership figures for the City of Miami Beach Trolley System and Miami-Dade Transit (MDT) Circulators during the second quarter of Fiscal Year 2015, from January 1 to March 31, 2015.

As illustrated in the attached ridership report (Attachment A), the North Beach Loop and the Alton-West Loop observed an average daily ridership of 1,778 and 1,063, respectively, during this quarter (approximately 256,000 passengers total during the 3-month period). These figures represent an increase in ridership of 26% in North Beach and 9% in South Beach with respect to the first quarter of this Fiscal Year. Overall, to date, more than half a million passengers have been transported by the City's trolley system during FY2015.

In addition to the City's trolley system, MDT operates two (2) circulator routes entirely within City boundaries (the South Beach Local (SBL) and Route 115/117). The daily average ridership for this quarter for the SBL and Route 115/117, were 3,145 and 606, respectively (Attachment A). These figures were based on the month of January alone as ridership for the months of February and March has not been published by MDT. A revised average will be provided as part of the 3rd Quarter Ridership Report to be submitted as a Letter to Commission in July 2015. Ridership information for the City's trolley system and the County's SBL and Routes 115/117 for previous Fiscal Years has been included in Attachment B.

During this quarter, the City also operated three (3) special event routes at no cost to users to improve mobility during the City's Centennial Celebration on March 26th. In total, the shuttle service transported more than 7,000 passengers on that day. One of the routes providing service during the Centennial Celebration provided a direct connection to water taxi service at the Miami Beach Marina. According to the operator of the water taxi service, Water Taxi Miami, Inc., 450 passengers used the water taxi service to connect between Bayfront Park in Miami and the Miami Beach Marina and transferred onto the City's free shuttle service to attend the Centennial Celebration. If a vehicle occupancy factor of 1.4 for special events is applied, we can translate the overall Centennial Shuttle ridership to approximately 5,000 vehicles that avoided the street network surrounding the event due to the free shuttle service provided by the City.

Please feel free to contact me if you have any questions or concerns.

Attachments:

- A: Trolley and Circulator Ridership Report (FY2015 – 2nd Quarter)
- B: Trolley and Circulator Ridership Comparison Report (% Change)

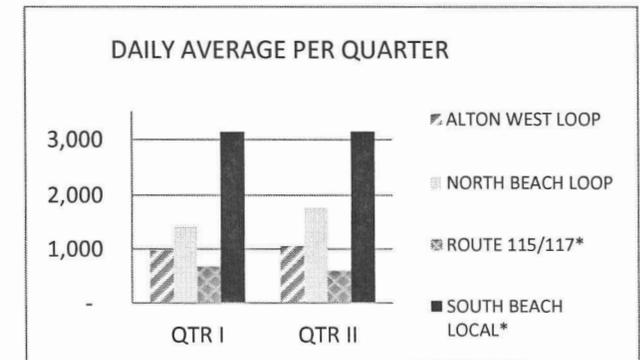
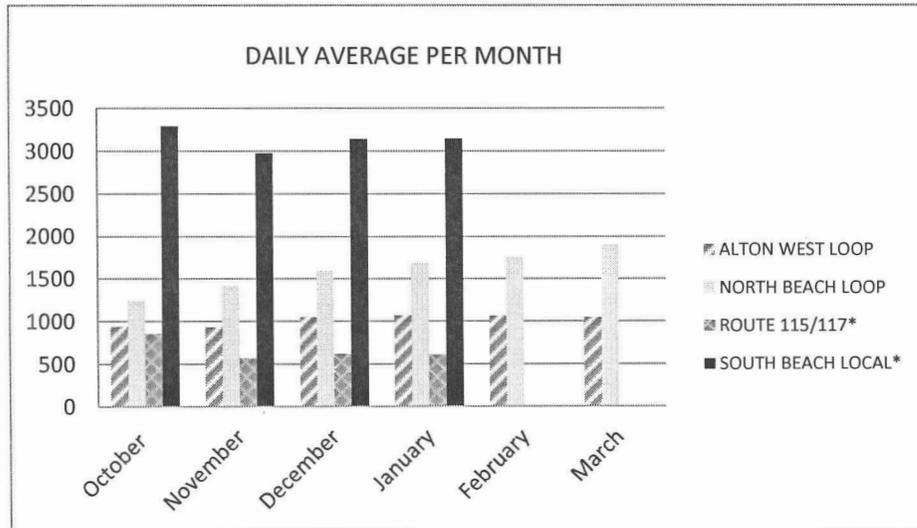

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FY2015 RIDERSHIP REPORT

	DAILY AVERAGE PER MONTH					
	QTR I			QTR II		
	October	November	December	January	February	March
ALTON WEST LOOP	940	931	1,051	1,075	1,068	1,046
NORTH BEACH LOOP	1,235	1,418	1,585	1,686	1,751	1,896
SUBTOTAL	2,175	2,349	2,636	2,762	2,819	2,942
SOUTH BEACH LOCAL*	3,288	2,976	3,142	3,145		
ROUTE 115/117*	856	570	621	606		
SUBTOTAL	4,144	3,546	3,763	3,751	-	-
TOTAL CITYWIDE	6,319	5,895	6,399	6,513	2,819	2,942

	DAILY AVERAGE PER QUARTER	
	QTR I	QTR II
ALTON WEST LOOP	974	1,063
NORTH BEACH LOOP	1,413	1,778
SOUTH BEACH LOCAL*	3,135	3,145
ROUTE 115/117*	682	606

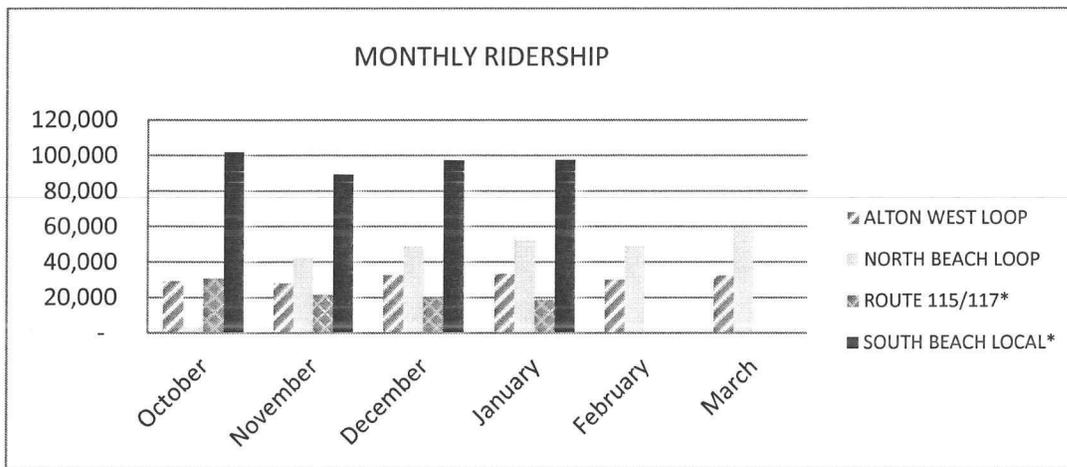


*February/March ridership not yet published by MDT

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FY2015 RIDERSHIP REPORT

	MONTHLY RIDERSHIP					
	QTR I			QTR II		
	October	November	December	January	February	March
ALTON WEST LOOP	29,160	27,912	32,570	33,331	29,902	32,413
NORTH BEACH LOOP	3,705	42,551	49,122	52,278	49,020	58,790
<i>SUBTOTAL</i>	32,865	70,463	81,692	85,609	78,922	91,203
SOUTH BEACH LOCAL*	101,914	89,271	97,376	97,480		
ROUTE 115/117*	30,669	21,466	19,251	18,774		
<i>SUBTOTAL</i>	132,583	110,737	116,627	116,254	-	-
<i>TOTAL CITYWIDE</i>	165,448	181,200	198,319	201,863	78,922	91,203



*February/March ridership
not yet published by MDT

CIRCULATORS RIDERSHIP (% CHANGE)

			FY2015	FY2014	% Change*
Alton-West Trolley	Quarter 1	October	29,160	N/A	
		November	27,912	N/A	
		December	32,570	N/A	
	Quarterly Total		89,642	-	N/A
	Quarter 2	January	33,331	N/A	
		February	29,902	17,623	
		March	32,413	24,399	
	Quarterly Total		95,646	42,022	N/A
	Quarter 3	April		25,954	
		May		29,984	
		June		32,769	
	Quarterly Total			88,707	N/A
	Quarter 4	July		28,346	
August			28,323		
September			26,532		
Quarterly Total			83,201	N/A	
Yearly Total			185,288	213,930	
North Beach Trolley	Quarter 1	October	3,705	N/A	
		November	42,551	N/A	
		December	49,122	N/A	
	Quarterly Total		95,378	-	N/A
	Quarter 2	January	52,278	N/A	
		February	49,020	N/A	
		March	58,790	N/A	
	Quarterly Total		160,088	-	N/A
	Quarter 3	April		N/A	
		May		N/A	
		June		N/A	
	Quarterly Total			-	N/A
	Quarter 4	July		N/A	
August			N/A		
September			N/A		
Quarterly Total			-	N/A	
Yearly Total			255,466	-	

*With respect to previous year.

CIRCULATORS RIDERSHIP (% CHANGE)

			FY2015	FY2014	FY2013	FY2012	% Change*
SOUTH BEACH LOCAL	Quarter 1	October	101,914	114,037	120,127	129,443	
		November	89,271	103,363	115,609	128,727	
		December	97,376	107,172	110,258	124,541	
	Quarterly Total		288,561	324,572	345,994	382,711	-12%
	Quarter 2	January	97,480	101,064	117,354	127,809	
		February		92,925	110,858	125,111	
		March		96,812	114,579	130,926	
	Quarterly Total			290,801	342,791	383,846	N/A
	Quarter 3	April		96,371	100,218	120,683	
		May		102,220	101,181	116,184	
		June		97,250	102,528	116,068	
	Quarterly Total			295,841	303,927	352,935	N/A
	Quarter 4	July		105,915	99,746	126,036	
August			108,677	111,885	125,589		
September			96,357	104,957	117,341		
Quarterly Total			310,949	316,588	368,966	N/A	
Yearly Total			1,222,163	1,309,300	1,488,458		
Route 115/117	Quarter 1	October	30,669	26,978	29,249	27,784	
		November	21,466	23,530	26,570	28,049	
		December	19,251	24,555	27,155	27,183	
	Quarterly Total		71,386	75,063	82,974	83,016	-5%
	Quarter 2	January	18,774	25,908	28,173	27,339	
		February		25,770	26,487	28,040	
		March		26,959	29,137	30,271	
	Quarterly Total			78,637	83,797	85,650	N/A
	Quarter 3	April		27,785	27,735	27,542	
		May		26,693	27,706	28,587	
		June		24,477	24,250	27,140	
	Quarterly Total			78,955	79,691	83,269	N/A
	Quarter 4	July		25,183	25,354	27,004	
August			25,279	26,171	27,652		
September			25,664	24,703	26,052		
Quarterly Total			76,126	76,228	80,708	N/A	
Yearly Total			308,781	322,690	332,643		

*With respect to previous year.