



## **Proposal of Water Taxi Service for discussion item before the Committee in mid-December**

Water Taxi Miami has been operating since November 2016 at the Purdy Avenue dock location, during which time we have encountered adverse operating conditions. The first month in operation, the East Venetian bridge was under construction and thus we were not able to begin operations until the first week of December 2016. In addition, Water Taxi Miami has been competing with service from illegal charter operators that are docking at the Purdy Avenue dock, and who are not authorized by or under contract with the city of Miami Beach.

Water Taxi Miami has tried the entire year to adjust the pilot program, but the necessary steps were not implemented by the City of Miami Beach to help make the service more affordable. The main purpose of the Water Taxi pilot program was to identify necessary changes and adjust the operation until it works and is successful. After one year, we come to the same conclusion as Mayor Philip Levine: Without significant subsidy, Water Taxi will not be a success like the Trolley system. Further, the service should target regular workday commuters, who need service daily and during times that match with typical work schedules.

We propose a new and revised Water Taxi program with the following operational specifications:

- Water Taxi Miami would provide Water Taxi service from 6 am to 9 pm on weekdays (15 hours a day), and from 9 am to 9 pm on weekends.
- The route would go from Purdy Avenue Dock to Sea Isle Marina (Omni) to Bayside Marketplace, and service would run every 30 minutes with one vessel, or every 15 minutes with two vessels.
- Operating cost would be \$125 per hour per vessel. The operator, Water Taxi Miami, will supply the vessels.
- If the city wants the program to offer larger, more luxury vessels with A/C, then the city would provide the vessels. In that case, Water Taxi Miami would charge a lower hourly rate, to be determined based on the vessel size and other costs such as insurance, docking fees and maintenance fees.
- During the first year, Miami Beach residents would travel for FREE (like the trolley buses).
- A second option is to charge riders a small fee of \$2, and use this revenue to offset the city's subsidy.
- A marketing campaign should directly target residents who are most likely to explore waterborne service as a public transportation alternative.

### **Untapped Commuter Demand**

We believe there is untapped commuter demand for waterborne transportation, if done right. Currently, nearly 14,000 commuters take buses to and from Miami Beach every weekday on bus routes that overlap with the Water Taxi service stops, and more than 91,000 private cars transit across the McArthur Causeway and the Venetian Causeway every day.



The Metrobus routes that partially overlap with the stop sites serviced by Water Taxi Miami are shown in the table below. If Water Taxi Miami were to capture as little as 1% of that bus commuter market (.01), the Company could be transporting an average of 138 passengers a day, and that doesn't include weekends. The intention of Water Taxi is not to reduce bus ridership, but to provide a viable alternative to private car and to expand options for those who already use public transportation. To that end, residents who already rely on public transportation are a logical initial target market for the waterborne service.

Metrobus Route	Avg. Weekday	Avg. Saturday	Avg. Sunday	Total Monthly	Route Summary
119 Route S	10,150	8,083	7,762	284,296	Downtown Miami - Omni - McArthur Cwy - Miami Beach - So Beach - Lincoln Rd - Collins Av - 129th St. Cwy - Aventura Mall <b>Overlapping Water Taxi Stops:</b> <ul style="list-style-type: none"><li>Sea Isle Marina (Omni)</li><li>Purdy Avenue Dock</li><li>Chopin Plaza (Bayside)</li></ul>
103 Route C	2,813	2,588	1,832	78,595	Downtown Miami - Omni - McArthur Cwy - So Beach - Collins Av /41st St - Mt. Sinai Hospital <b>Overlapping Water Taxi Stop:</b> <ul style="list-style-type: none"><li>Chopin Plaza (Bayside)</li><li>Sea Isle Marina (Omni)</li><li>Purdy Avenue Dock</li></ul>
113 Route M	763	513	425	20,208	Civic Center - Jackson Hosp - Cedars - VA Hosp - Omni - McArthur Cwy - So Beach - Lincoln Rd - Collins Av/41st St - Mt. Sinai Hospital <b>Overlapping Water Taxi Stop:</b> <ul style="list-style-type: none"><li>Sea Isle Marina (Omni)</li><li>Purdy Avenue Dock</li></ul>
101 Route A	101	41	30	2,432	NE 17th Terr/Bisc - Omni - Venetian Cwy - Lincoln Rd - So Beach <b>Overlapping Water Taxi Stops:</b> <ul style="list-style-type: none"><li>Sea Isle Marina (Omni)</li><li>Purdy Avenue Dock</li></ul>
<b>TOTAL</b>	<b>13,827</b>	<b>11,225</b>	<b>10,049</b>	<b>385,531</b>	



In addition to Metrobus users who would gravitate toward a waterborne alternative, the goal of waterborne transportation is to make itself viable and attractive for a portion of the daily commuters who drive their private cars across the causeways that connect the mainland with Miami Beach and other municipalities across Biscayne Bay. The average daily traffic on each of the two causeways that are relevant to the proposed Water Taxi route are shown in the table below. If Water Taxi were to service as little as one-half percent (.005) of this car-commute market, the Company could be transporting an average of 457 passengers a day, or 3,199 a week (assuming one person per car).

Causeway	Average Daily Traffic
MacArthur Causeway	87,500
Venetian Causeway	3,900
<b>TOTAL</b>	<b>91,400</b>