

**Miami Beach and Miami-Dade Department of Transportation and Public Works  
Beach Express North Bus Express Rapid Transit (BERT) Demonstration Project**

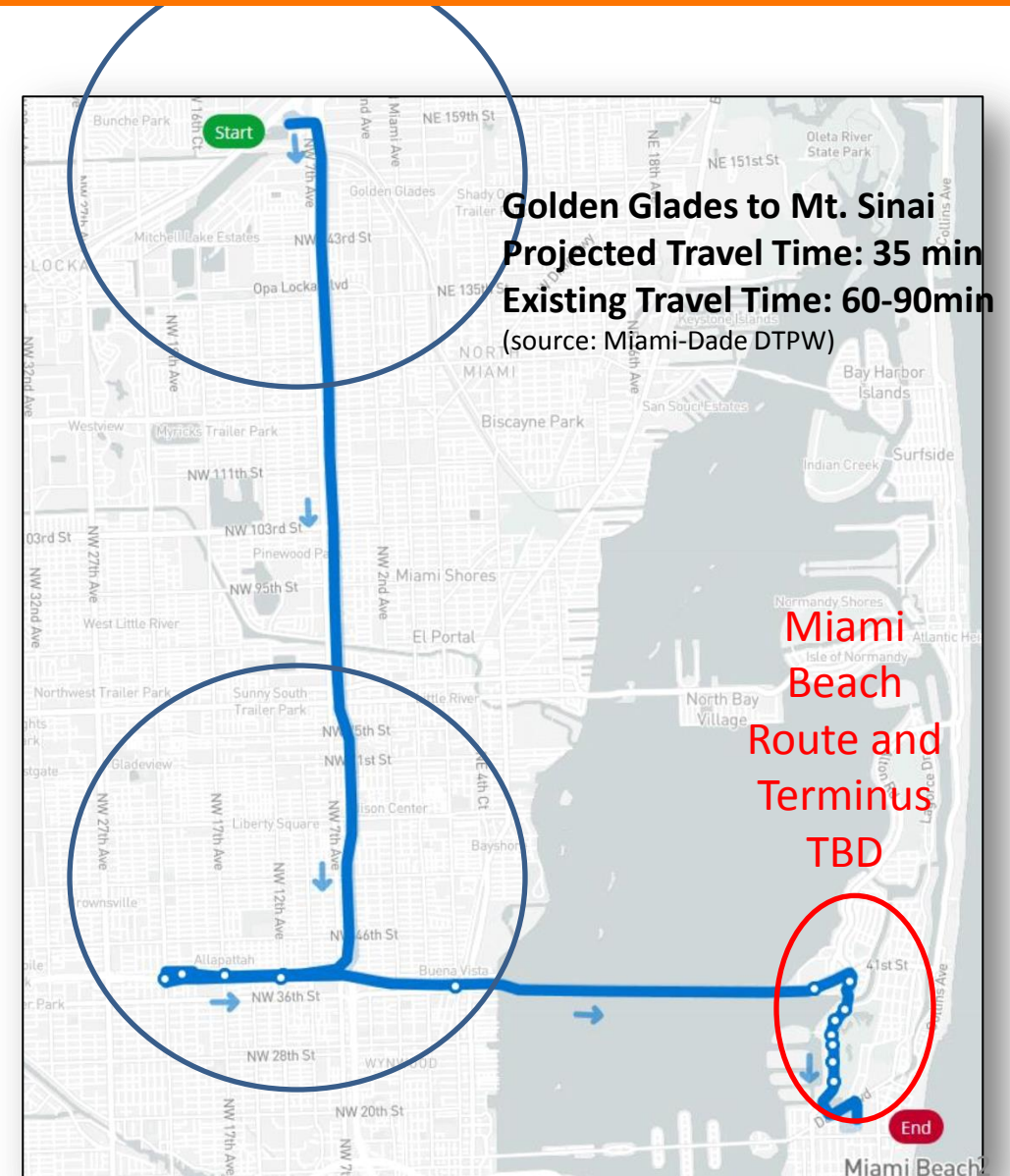


**Presentation to Finance and Citywide Projects Committee  
June 29, 2018**

# SMART Demonstration Project Grant

## MIAMI-DADE COUNTY PROPOSED ROUTE

- Miami-Dade Transportation Planning Organization (TPO) issued call for demonstration grants that promote transit in support of the Miami-Dade County's Strategic Miami Area Rapid Transit (SMART) plan
- City Commission authorized an application to the Demonstration Program on May 16, 2018.
- Miami-Dade County Proposed BERT route
  - Golden Glades Intermodal Facility to
  - Earlington Heights Metrorail Station to
  - Miami Beach
- Major driver of route development was Mount Sinai hospital employment patterns
- Route is subject to refinement on Miami Beach based on additional market evaluation
- The application was submitted on May 21, 2018.
- Award is expected at the June 21, 2018 TPO meeting.



# SMART Demonstration Project Grant

## TARGET MARKETS Recommended Route on Miami Beach

Criteria	Miami Beach	Mt. Sinai	Collins Ave 30th to 50th	Collins Ave 17th to 30th	South Beach	Entertainment District	RDA	Convention Center
High Number of Employees	52,734	3,321	6,064	8,496	33,464	6,444	4,868	2,016
High Employees/Sq. Mile	7,533	36,900	24,256	33,984	17,249	28,388	11,321	2,016
Potential Choice Riders- GG	M	M	M	L	M	M	M	M
Potential Choice Riders- EH	M	M	M	H	M	M	H	H
Square Miles	7	0.09	0.25	0.25	1.94	0.227	0.43	1

Based upon Miami Beach employment data, a high ridership route would serve Mount Sinai Medical Center, continue east along 41<sup>st</sup> Street, and serve the hotel and entertainment destinations along Collins Avenue to the City Center vicinity.

Revised route on Miami Beach supported by NCAC and TPBPFC

# SMART Demonstration Project Grant

## Participation in Operating and Capital Costs

Annual Operating Cost		
Total	Miami Beach	TPO
\$3,440,000.00	\$1,720,000.00	\$1,720,000.00

Three Year Operating Cost		
Total	Miami Beach	TPO
\$10,320,000.00	\$5,160,000.00	\$5,160,000.00

**Miami-Dade County Contribution: \$9.5 M capital soft match for purchase of new buses for Beach Express North BERT service.**

# SMART Demonstration Project Grant

## Sources of City Funds

Resolution No. 2017-29939 allocated \$36 million for Transportation Projects:

- \$10 million in Resort tax for tourism eligible projects.
- \$21 million in City Center Redevelopment(RDA) Non-Tax Increment Funding which is limited in use to within the RDA.
- \$5 million in Concurrency Mitigation Funding that can be used anywhere in Miami Beach to reduce traffic congestion.

These are all considered one-time (non-recurring) sources of funds.

Resolution No. 2006-26341 states that one-time sources of funds can only be used for one-time (non-recurring) expenditures

- Capital projects and demonstration projects can be considered one-time uses of funds

On May 16, 2018, the Commission endorsed using the \$5 million in Concurrency Mitigation Funds for the Beach Express North BERT demonstration project and authorized the application submittal.

The additional \$160,000 would need to be funded from the Transportation Department Operating Budget in Year 3 of the demonstration project grant.

# SMART Demonstration Project Grant

## Proposed Business Plan Proven Keys to Success

### Proven Keys to Success

Successful public transit systems have a number of characteristics in common. Applying these concepts to the proposed Beach Express North BERT service will be the keys to short-term and long-term success.

### Characteristics of Successful Routes Include :

- Comfortable, reliable vehicles with unique branding and technology amenities.
- Easily accessible information about the service route and schedule changes/problems.
- Drivers trained to provide courteous customer service.
- Convenient and comfortable stop locations.
- An experienced service provider.
- Hearing the voice of the customer throughout (including the use of facebook, twitter, etc.)
- Exclusive lanes of travel to avoid traffic congestion. **Operation on the outside shoulders of the Julia Tuttle Causeway is critical to this service.**

# SMART Demonstration Project Grant

## Proposed Business Plan Performance Metrics

### **Performance Metrics**

Successful public transit systems also adopt performance metrics to evaluate performance. Adopting performance metrics for the proposed Beach Express North BERT service is important.

### **Proposed Performance Metrics Include:**

- Mode shift (i.e. number of new transit riders)
- Total ridership on route
- On-time performance
- Mystery rider evaluations of customer service, comfort, convenience, cleanliness, etc.

**Operation of the service in Years 2 and 3 will be subject to successful performance metrics in the prior year.**

# New CNG Buses



8

# SMART Demonstration Project Grant

## Proposed Business Plan Role and Responsibilities

### City of Miami Beach

- Provide \$1,720,000 annually for up to the three (3) year life of the Beach Express North Demonstration Project.
- Provide a City Commission resolution supporting temporary discontinuation of the Julia Tuttle Causeway bicycle lanes in order to provide the Beach Express North BERT Demonstration Service.
- Promote the service (e.g. multi-lingual marketing materials, full use of services offered by the Miami Beach Communications Department, utilization of the services offered by South Florida Commuter Services as well as Greater Miami Convention and Visitors Bureau).

# SMART Demonstration Project Grant

## Proposed Business Plan Role and Responsibilities

### **Miami-Dade County**

- Provide new Compressed Natural Gas (CNG) and branded buses for the duration of the Beach Express North BERT Demonstration Service (estimated at \$9.5 million).
- Operate the Beach Express North BERT Demonstration Service for up to the three (3) year life of the demonstration project.

# SMART Demonstration Project Grant

## Proposed Business Plan Role and Responsibilities

### **Miami-Dade County (continued)**

- If the Beach Express North BERT Demonstration Service is deemed successful, work with FDOT to identify funding for the continuation of the BERT service.
- Provide service that includes technology and amenities, including, but not limited to, On-board Wi-Fi, transit signal priority, GPS, Automatic Passenger Counters, mobile applications for Android and IOS phones providing real-time “Next Bus Arrival” and Rider Alert information, and digital “Next Bus Arrival” signs at major stops/transfer points.
- Promote the service (e.g. multi-lingual marketing materials, full use of services and resources offered by Miami-Dade County and City of Miami Beach Communication Departments, utilization of the services of South Florida Commuter Services as well as Greater Miami Convention and Visitors Bureau).

# SMART Demonstration Project Grant

## Proposed Business Plan Roles and Responsibilities

### **Miami-Dade County Transportation Planning Organization**

- Provide \$1,720,000 annually for up to the three (3) year life of the Beach Express North Demonstration Project through the SMART Demonstration Project Grant Program.
- Coordinate with Miami –Dade County to provide continued funding if the demonstration project is a success

# SMART Demonstration Project Grant

## Proposed Business Plan Roles and Responsibilities

### Florida Department of Transportation

- Remove the rumble strips on the outer shoulders of the Julia Tuttle Causeway by the end of calendar year 2018 in order to provide a smooth surface for bus-on-shoulder operation.
- Allow bus-on-shoulder operation on the outside shoulder of the Julia Tuttle Causeway until the inside shoulder is improved to allow bus operation.
- Expedite the construction of the improvements to the inside shoulders and restriping the Julia Tuttle Causeway in a 1-2 year timeframe in order to allow bus operation on the inside shoulders as early as possible during the 3-year Beach Express North BERT Demonstration Service.
- If the Beach Express North BERT Demonstration Service is deemed successful, work with Miami-Dade County Department of Transportation and Public Works to identify funding for the continuation of the Beach Express North BERT Demonstration Service.

# SMART Demonstration Project Grant

## NEXT STEPS

- Approval of interim use of the outside shoulder of the Julia Tuttle Causeway.
- If the interim use of the outside shoulder is approved, the next steps include:
  - Conduct outreach and refine route with Miami-Dade County.
  - Review and approval of the SMART Demonstration Project grant application.
  - Develop marketing and implementation Strategy for the new service.
  - Finalize Interlocal Agreement and associated Beach Express North BERT Business Plan with Miami-Dade County, including route and performance measures.
- If the interim use of the outside shoulder is not approved:
  - The Administration and Miami-Dade County recommend deferral of the grant application.
  - The Administration and Miami-Dade County would work to modify the existing Airport Express (Route 150) to serve Mount Sinai and the hotel and economic activity centers along Collins Avenue.

# SMART Demonstration Project Grant

## Committee Endorsements

### Endorsement by the Transportation, Parking and Bicycle-Pedestrian Facilities Committee (TPBPFC) :

- On May 14, 2018, the TPBPFC passed a motion supporting the SMART Demonstration Program application for the Beach Express North BERT 3-year demonstration service on the Julia Tuttle Causeway.
- On June 11, 2018, the TPBPFC discussed the Beach Express North BERT Pilot Program and with the recommendation that the pilot program go across the Julia Tuttle Causeway, make a stop at Mt. Sinai, go east on 41<sup>st</sup> to Collins Ave, go north to 44<sup>th</sup> Street, and then south on Indian Creek Drive; route should go as far as 23<sup>rd</sup> Street and Collins Avenue.
- On June 20, 2018, the Neighborhood and Community Affairs Committee discussed this item. They supported the Administration's recommended route along 41<sup>st</sup> Street and Collins Avenue and draft Business Plan outline, and passed a motion recommending that the Business Plan include the following: 1) conducting annual evaluations of the Beach Express North BERT Demonstration Service with an exit strategy for underperformance, 2) obtaining input from the hotel industry, 3) charging a standard (non-premium) fare for the BERT Demonstration Service, and 4) providing ample opportunities for customer feedback.

# SMART Demonstration Project Grant

## Direction Needed

- FCWPC Endorsement of the Business Plan Outline for staff to negotiate with the Transportation Planning Organization and Miami-Dade County