

TRANSIT CORRIDOR GRANT APPLICATION TO THE DEPARTMENT OF TRANSPORTATION (“DOT”)

CITY OF POMPANO BEACH, FLORIDA

Grant Applicant: The City of Pompano Beach, 100 West Atlantic Boulevard, Pompano Beach, FL 33060 (“City”)

Grant Contact: Greg Harrison, City Manager, greg.harrison@copbfl.com; 954-786-4601 and Suzette Sibble, Assistant City Manager and Project Manager of Transit Project, suzette.sibble@copbfl.com, 954-786-4606.

Grant Coordinator: Jayne Pietrowski, AICP, Senior Transit Coordinator, Office of Modal Development, District 4 Office, 3400 West Commercial Boulevard, Ft. Lauderdale, FL 33309; nancy.weizman@dot.state.fl.us; 954-777-4661.

Purpose: The Service Development Program Grant is designed to aid in the development of new or innovative techniques or measures to improve or expand public transit services to area constituents. The City’s objective in developing its new transit program is to improve and expand transit services and ultimately relieve congestion on a major roadway, West and East Atlantic Boulevard, generally running from Powerline Road to the Atlantic Ocean where East Atlantic Boulevard connects with North Ocean Boulevard (A1A) in Pompano Beach, Florida. A secondary transit corridor, A1A is also part of the project for relief of traffic congestion. The transit program contemplated is one that provides transit to visitors, residents and working employees to and from park and ride locations located within the City to their desired destinations such as the place of the riders’ employment, the riders’ recreational destination such as the beaches along the Atlantic Ocean, and to other major recreational amenities, such as the Pompano Beach Cultural Center on Atlantic Boulevard and The Isle Casino off Powerline Road. The City would also be implementing an on-demand service to residents and visitors, whereby services could be demanded for pick-up directly from a residence for transport to and from area restaurants and other amenities. The grant would offset operational expenses expected to be incurred by the City, which includes providing small and medium sized transit vehicles (6 to 12 passengers) that the City would lease from a private vendor. Park and Ride locations would also be provided by the City at various locations in the City. It is expected that the system would improve traffic congestion on West Atlantic and East Atlantic Boulevard, as well as on A1A along the beach. The use of grant funds could also be utilized to offset the program’s operational costs, as well as potentially the acquisition, leasing and development of park and ride lots. The program is a short haul transit program, the riders of which would alternatively drive on local arterial roads such Atlantic Boulevard, as well as A1A.

Eligible Recipient: The City of Pompano Beach, a municipality in the State of Florida, is an eligible recipient.

Eligible Costs: Funding for up to fifty percent (50%) of the operating costs expected to be incurred during the initial three (3) year period of the program. It is anticipated that the proposed transit service will be free of charge to the public. There would be charges in some of the park and ride parking lots, including an hourly or daily charge or monthly fee. However, the parking charges will be used to offset the cost of renting several of the park and ride lots, and in many cases the City will be required to share revenue generated in those lots with the lot owners for leased lots. Net revenues generated would be utilized to cover the costs associated with the leasing, maintaining and operating of these park and ride lots in the City.

Background of Redevelopment in the City: The City has been undergoing, since 2010, significant redevelopment, including both public redevelopment projects, as well as numerous private sector projects. Some of the public projects include the redevelopment of its \$15.0 million beachfront improvements in 2013, reshaping the dunes, adding a major boardwalk and recreational areas, a new Pompano Beach Boulevard with on-street parking, a new \$12.0 million fishing pier damaged by Hurricane Wilma, a new 625 space public parking garage at the Pier, a \$5.0 million rebuilding of Briny Avenue into an amazing shared-street of automobiles, pedestrians and bicycles, lane-elimination and beautification of East Atlantic Boulevard (a joint venture with FDOT) and a joint venture with Broward County to build an award winning design of a regional Library together with a new state-of-the-art Cultural Center being operated by the City. In addition, the City's project to beautify the East Atlantic Blvd. Bridge with FDOT was recently completed.

This major public sector investment has gained the attention of the private sector. The first major development (Pompano Fishing Village) in Pompano Beach is on a 4 acre site owned by the City at the Pier fronting the Atlantic Ocean and the new Pier Garage, where new restaurants located on the beach were constructed (Beach House opened in 2018 and Oceanic will open in 2019) and a new set of retail stores, including Alvin's Island, a beach ware department store and eateries (Kilwins, Burger Fi, Cannoli Kitchen) and a twin Hilton Hotel are all under construction. Additional development planned for the Pier redevelopment site will also include an event/venue facility which is expected to generate large numbers to the barrier island. Other activity in the City that is most encouraging is the development of market-rate apartment/condo projects; the Avery completed recently on North US1 at NE 4th Street, the Fairfield under construction on North US1 at NE 6th Street, and the proposed 10-story high rise in Old Pompano two blocks north of East Atlantic Boulevard. The Koi, on Atlantic Boulevard, a 49-unit townhouse project has been completed and under construction to open in 2020 is a 230 unit rental apartment building, which is another phase of that project. In addition, a 70-unit twenty story condominium high rise (Sabbia Beach) is being completed on the beach and a second major development will commence sometime in 2020. The Isle Casino property west of Interstate 95 (over 200 acres) was recently sold to a joint venture including El Dorado Resorts (Las Vegas) and major plans are underway to construct a new multi-story parking garage, hotels, residential, office and retail uses, and a 10-acre golf driving range and entertainment center operated by TopGolf.

As a result of the redevelopment in the last ten years, the result has been increased traffic and a dramatic increase in demand for parking. Parking and transporting employees to work is a major

subject of this grant application and providing a means to park and work is an essential ingredient to successful economic development initiatives. It is anticipated that once the Pompano Fishing Village is completed on the barrier island, it will produce over 500 employees. A second reason for the grant is that visitors and residents are coming to Pompano Beach for living and recreation; the City needs a mode of transporting those consumers to their desired recreational destination, whether it be the beaches, beachfront restaurants, the Cultural Center or the Isle Casino development, which will generate additional traffic congestion. The City is actively trying to plan to alleviate traffic congestion along its major transit corridors.

Description of Proposed Transit and Route Stops: Please refer to **Exhibit A** for a map illustrating both existing and future park and ride lots and destination stops for the system.

The major purpose of the transit system is to reduce the traffic caused by service workers driving to work and to assist them to find affordable parking. A secondary objective is to provide convenient and dependable service to major points of entertainment and recreation, such as Pompano Beach's public beaches and surrounding amenities and to reduce traffic in driving to and from those destinations. The program will commence moderately with at least four transit vehicles such as a 6-passenger short haul vehicle and a 9-12 passenger vehicle for longer hauls. Both systems would work hand in hand during peak demand. Mobility hubs will be established at several points in the City where passengers may drive to and park or walk and bike to and ride to a destination such as a place of employment. As the system is introduced and the public becomes more aware of the opportunity (using marketing to advertise the system), it is expected that more vehicles and routes will be established. Therefore, the City requests an initial funding of \$236,000 for the first year of operation, increasing annually as operations is expanded. Over a three-year period, the grant would need to assist the City with approximately \$832,000. The City will match with an additional \$832,000. There may be some shared revenue from advertising on the side of transport vehicles, but those revenues will be expended entirely on marketing the program to attract riders. Please review below a summary cash flow of operations over the next three years.

Estimated Cash Flow:

Hours of Operation	9:00 A.M - 10:00 PM
Frequency	15 minutes peak - 30 minutes off peak

Years 2 & 3

	Monday through Sunday
Hours of Operation	9:00 A.M. - 12:00 A.M
Frequency	15 minutes peak - 30 minutes off peak

Estimated Cost

Year of Operation	Estimated Operational Expenses	50% Match Request (FDOT)
Year 1 - FY 2020-2021	\$472,000	\$236,000
Year 2 - FY 2021 - 2022)	\$587,102	\$293,551
Year 3 - FY 2022-2023)	\$604,715	\$302,358
Years 1 through 3 (Total)	\$1,663,817	\$831,909