

Pricing

The anticipated rates for riders of the water taxi service were evaluated in several different ways. Our plan was to make sure the price point of each ticket was acceptable and affordable to every customer. We also needed the price point to help our service to be sustainable for the long haul. Below is a breakdown of the anticipated ticket pricing. When analyzing and adjusting ticket pricing, we looked at current running water taxis throughout the state of Florida* to ensure our proposed pricing would be in line with other similar service providers:

Local Ticket Pricing

Adult - \$ 20.00

Children - \$ 12.00

Pompano Beach Residents (Identification required at time of purchase) \$15.00

Military/LEO/Seniors - \$ 15.00

Annual Passes - \$ 200

Group Rates (price subject to group size and negotiated at time of purchase)

Each ticket allows unlimited boarding all day from any stop

Please confirm the following (numbers are just guesses):

*Note (most of the following are based around a "Tour" not a "Taxi" service):

Below are prices charged in other Cities for similar water taxi service:

Fort Lauderdale - \$26.00

Jacksonville - \$20.00 (all day) - \$10.00 one-way

Jupiter – starts at \$32.00

Tampa - \$20.00

Miami - \$15.00 (one-way) - \$30.00 (round trip) – Yellow Route

\$20.00 (one-way) - \$40.00 (round trip) – Green Route