

# Transportation Coordination Team

## Potential New Revenues for Transit FY26

### Budget Approved:

- ✓ Special Events Surge Pricing: \$166,500 November
  - Currently 27 days over 7 events (MLK, Presidents, Memorial, Independence, Labor, Fantasy Fest, NYE). Based on NYE, \$9,250 per day per event = \$249K
  - Adding new dates: Mile 0 Fights (1), Seafood Festival(2), Conch Republic Days(5), Songwriters Festival(5), Pride Week(9), Just a Few Friends (4), Boat Races(8). Total of 34 dates = \$314K. Can be approved at City Managers level.
- ✓ Increase Parking Citations: \$210,000 November
  - Extra fee specifically for Transit. Currently has \$5 for crossing guards.
  - \$10 per citation for transit x 21,000 citations: \$210K

### In Motion:

- Directional Signage for Park N Ride \$172,876 November
  - Updated signage on Elizabeth signage increased monthly revenue from \$1K to \$20K. (1576%)
  - A 5% bump to Park N Ride is worth \$57K. Used 15% to be conservative.
- Park N Ride Bus Parking \$50,000 December
  - 6-Midnight charge for regular parking.
- Inside Bus Advertising \$72,000 December
  - New contract, efforts underway.
- Park N Ride Advertising: \$12,500 December
  - Researching.
- WiFi Advertising inside buses: \$912 December
  - Discussing with current provider.
  - 5 cents per WiFi connection. (Avg of 822 daily riders = 6% wifi use)
  - Current Wifi users/day: 50 x 365 days x 5 cents = 912.50

**Estimated Subtotal: \$ 684,101**

### Other expected increases without estimates

- Tap to Pay: Will be live in March. More direct money vs daily pass should yield incremental revenue.
- Conch Connect shutdown: City transit is already showing an uptick in passengers.

### Unconfirmed Ideas:

- Increase Disembarkation Fees \$138,000
  - Last City Commission record: Sept 2024 using Res 23-279 Compliant Ship Fee schedule.
  - 2023 schedule set rate at \$13 with annual CPI increase & sets staff initiated updates every Nov 1.
  - FY24 rate at 13.45. Will need to set new rate within coming months.
  - \$1 per person added to disembarkation yields \$138K.
  - Commissioner Kaufman has asked for a legal review of how disembarkation is set.
- Parking: back to one-hour increments: City Manager memo.

### **Long-Term Strategies**

- Increase WiFi offerings (Bus stops)
- Update Bus Shelter Advertising
- Speed Cameras in School Zones
- Red Light Cameras
- Digital wayfinding advertising on Duval Street, Mallory Square, parking lots and garages, hotel lobbies
- Revisit Parking Leases
- Revisit In Lieu Policies
- Lobby to allow Bus Wrap Advertising
- Lobby for TDC Funding
- TriRail Membership
- More EV Public Chargers

### **Decrease Expenditures:**

- Route Efficiencies: By End of Calendar year.
  - Procuring Remix software to help find efficiencies.
- Increase Hybrid and Electric Busses
  - Applied for 4 hybrid busses grant.
- Partner with Transportation Network Companies
  - Long term solution. Can explore this year, ready by April.