### **CITY OF FORT LAUDERDALE**

### BEACH REDEVELOPMENT BOARD April 16, 2018

### 2:30 p.m.

### **CITY HALL**

### 100 NORTH ANDREWS AVENUE 8<sup>th</sup> FLOOR COMMISSION CONFERENCE ROOM FORT LAUDERDALE, FLORIDA 33301

I.	Call to Order & Determination of Quorum	Ina Lee Chair
II.	<ul><li>Approval of BRB Minutes</li><li>February 19, 2018</li></ul>	Ina Lee Chair
III.	Beach Boys Plaza Inc. Project Presentation	Courtney Crush Crush Law, P.A.
IV.	Ferris Wheel Concept/Project	Thomas Green CRA Project Manager
V.	Funding Request FY 2019 Sun Trolley (Beach Route)	Alan Budde Transportation & Mobility
VI.	Communication to City Commission	Donald Morris, AICP Beach CRA Manager
VII.	Old/New Business <ul> <li>Beach Projects Update</li> </ul>	Donald Morris, AICP

### Our next regular meeting will be on May 21, 2018

### Purpose:

To implement a revitalization plan and to cause to be prepared a community redevelopment plan for the Central Beach Redevelopment Area subject to the approval of the City Commission and to recommend actions to be taken by the City Commission to implement the community redevelopment plan.

### Note:

Two or more City Commissioners and/or Advisory Board members may be present at this meeting. If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you. Thank you.

### Central Beach Area Redevelopment Plan Goals:

- Eliminate the conditions of blight that are currently found in the area.
- Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.
- Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.
- Maintain public access to the beach and Intracoastal Waterway.
- Provide for resiliency of the public infrastructure in response to impacts of climate change and sea-level rise.

### Central beach Redevelopment Plan Objectives:

- Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.
- Make Fort Lauderdale Beach an integral part of the City for use by local residents.
- Improve the transportation and mobility options within and through the Central Beach area to include bicycles, pedestrians, transit, micro-transit, water-taxi, automobiles and other alternatives.
- Create and enhance a positive visual and physical environment of the Central Beach.
- Provide for an active pedestrian environment throughout the Central Beach area, particularly between the Intracoastal Waterway and the Beach.
- Improve inadequate public infrastructure for resiliency in response to the anticipated impacts of climate change and sea-level rise.

City of Fort Lauderdale, Florida. 2017. *Beach Redevelopment Plan – Modified and Restated May 16, 2017.* Section 1.1.4 Redevelopment Goals, Objectives and Policies, pg.9-11.

City of Fort Lauderdale Community Redevelopment Agency Webpage: <a href="http://www.fortlauderdale.gov/home/showdocument?id=25303">http://www.fortlauderdale.gov/home/showdocument?id=25303</a>



### DRAFT BEACH REDEVELOPMENT BOARD 100 NORTH ANDREWS AVENUE 8<sup>th</sup> FLOOR CONFERENCE ROOM FORT LAUDERDALE, FL 3330 Monday, February 19, 2018, 2:30 P.M.

MEMBERS	FEB 2018/JAN 2019 REGULAR MTGS			SPECIAL MTGS	
	Present		Absent	Present	Absent
Ina Lee, Chair	Р	1	0	0	0
Thomas B. McManus, VC	А	0	1	0	0
Jason Hughes	Р	1	0	0	0
Abby Laughlin	Р	1	0	0	0
Christian Luz	Р	1	0	0	0
Andy Mitchell, Jr.	А	0	1	0	0
Tim Schiavone	Р	1	0	0	0
Shirley Smith	Р	1	0	0	0
Aiton Yaari	А	0	1	0	0

### <u>Staff</u>

Don Morris, Beach CRA Manager Lizeth DeTorres, Administrative Aide Jeffery Davis, Assistant Parking Services Manager Sandy Leonard, Fleet Program Manager Michael Mitchel, Prototype

### I. Call to Order and Determination of Quorum – Ina Lee

Chair Lee called the meeting to order at 2:30 p.m.

### **Quorum Requirement**

As of this date there were 9 appointed members to the Board, which means 5 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

### II. Approval of BRB Minutes

### • January 22, 2018

**Motion** made by Ms. Smith, seconded by Mr. Schiavone, to approve the minutes of the January 22, 2018, meeting as presented. In a voice vote, the motion passed unanimously (6-0).

# III. Las Olas Beach Park Project Update - Vincent Collins, Skanska, Project Manager

Mr. Collins gave a PowerPoint presentation, highlighting the following:

- Project team, overview and schedule
- Outreach office
- Garage construction procedure (requiring road closure for safety)
- Road closures
- Festival Street construction sequence
- Access to the beach will require crossing from north/south to go east/west on Las Olas
- They will close Las Olas Boulevard but leave the sidewalk open
  - 17 weeks of construction
- Fifth Street will be temporarily two-way
- The date of March 26 was selected for relocation of the trees because it is the end of the root-pruning period

Ms. Laughlin asked where the relocated trees would go. Mr. Morris answered that the Northwest CRA is going to pay for their relocation and replanting on Sistrunk Boulevard. They first looked at somewhere within the CRA and on the Barrier Island to put the trees, but could not find anyplace. Some trees that had been planted on Sistrunk Boulevard for the Sistrunk Streetscape project had died, so there was the opportunity there. Mr. Morris said they are not re-using the trees from Las Olas because the new trees will have a two-year guarantee.

Mr. Morris said they would not use the trees on the boardwalk next to the Venetian because they are going to use landscaping that has a guarantee.

In response to a question from Mr. Luz, Mr. Collins stated that the foundations on the garage are started, and the first concrete pour will be on the next day.

### III. Beach Tram Purchase Proposal - Jeff Davis, Transportation & Mobility

Mr. Morris recalled they will be purchasing trams as part of the garage project to transport people from the garage to the new Oceanside Plaza property. There is \$350,000 in the project budget for the trams.

Mr. Davis introduced Sandy Leonard, Lead Program Manager for the Public Works Sustainability Division. They gave a PowerPoint presentation, showing the trams and trailer and their specifications. In response to a question, he said they could not be converted to electric. Mr. Davis said they have two trams and one trailer.

Mr. Schiavone asked if they could change over to propane easily, and Mr. Leonard said it was hard to find a place on the side for the tank.

Mr. Hughes inquired if there would be enough room for people and their beach equipment; Mr. Leonard said there is extra storage and said the seats can fold up and

down if they are not in use. Chair Lee emphasized the importance of that issue. Mr. Davis commented that each trailer has a storage room in the back. Eighteen people can sit in the trailer.

Mr. Leonard said they have extra tires for each vehicle, and they will consider other parts as they progress.

Chair Lee recommended that Mr. Leonard and Mr. Davis attend a Friday Night Sound Waves to get an accurate idea of the pedestrian traffic with their children and beach "stuff." Mr. Morris pointed out that they had showed the BRB the traffic pattern when they initially thought about getting the trams. However, he said that until the Oceanside lot is built, they would not be used as intended.

Chair Lee wanted to see test drives. Mr. Hughes suggesting renting a golf cart and doing a trial to see how long it takes, etc. Mr. Davis stated they will staff the drivers and they should be able to do a trial run; if not, they could do it with golf carts.

Ms. Smith asked where the trams/trailers would be parked and if they need three of them. Mr. Davis replied they would stay at the garage in a dedicated spot.

Mr. Morris stated that they are piggybacking on another contract for the purchase; they do not need to go out to bid - they just need a recommendation from the BRB and approval from the CRA Board of Directors for purchase.

St. Petersburg is using a similar system, although the use for this one will be unique as it services a specific area, the beach.

Mr. Schiavone asked about the turning radius and if they have the opportunity to test drive the tram before they buy it. Mr. Leonard did not know the approximate turning radius, but they were considering the turning radius in the garage. He did not foresee a problem until perhaps they get to the second or third trailer.

Mr. Davis stated they will begin service by the time the Las Olas garage is open. They may have to redirect the route that is supposed to go through the Oceanside lot until it is complete. Mr. Morris added that the trams need to stay within the CRA boundaries since they are being purchased with CRA dollars.

Regarding the look of the trams, Mr. Davis said they are going to assemble a committee to create an attractive design.

Chair Lee requested an update on the project at every meeting and she asked that they inform the BRB when they will do a test drive. She also wanted a representative from the board to serve on the design committee.

**Motion** made by Mr. Schiavone, seconded by Mr. Luz, to recommend going forward with the \$300,000 to purchase the tram as described by Jeff Davis. In a voice vote, the motion passed unanimously (6-0).

### V. Bahia Mar FIND Grant Match - Jonathan Luscomb, Marine Facilities

Mr. Morris reminded the board that Mr. Luscomb presented a proposal for the BRB last year to match the funding part for a Find grant application and the board did not recommend moving forward with it. Now there is a different proposal that Mr. Luscomb will present.

Mr. Luscomb said that after they presented to the BRB last year, they applied for a grant with the Florida Inland Navigation District (FIND) to assist Bahia Mar in dredging access to the new channel, which is 17 feet deep. They provided \$2 million and there is a required grant match of \$880,000.

Mr. Luscomb began a PowerPoint presentation. He said the City does not want to participate with Bahia Mar in dredging the "yellow zone." That area is City-owned property leased to Bahia Mar. The City wants Bahia Mar to do it on their own, provide the monies allowing them access to the grant (the match), and the Marine Facilities would facilitate their access to the grant. The rest of the land (shown in green) is public land. The City wants to split it into two projects with Bahia Mar doing the yellow area and the City doing the green area.

Mr. Luscomb said the green area is about three times as large as the yellow area. FIND will give the City \$1.7 million, and the City and the CRA's share would be \$567,000 for the grant match. The internal project management engineering fees would be included in that, for a total of \$344,000. They are asking the CRA for \$900,000 to do the project.

Mr. Morris did not think the CRA had \$900,000; if they do the \$344,000, he would have to take that from DC Alexander Park. Last time, the concept included both the Bahia Mar side and the City side. This time, they are asking for help in funding the work in the public, submerged land (the green area).

Mr. Morris continued that in order to fund this, the CRA would have to "move money." They would take money from DC Alexander Park and from the Beach Wayfinding Signage project temporarily so they could fund the \$567,000. However, he said he does not have the funds to move the additional \$344,000. He stated that if they do a recommendation, it should only be for the \$567,000.

Mr. Luscomb advised he has an agenda item going to the City Commission; by splitting the project into two sections, they will determine how deep it needs to be made from the channel to get into Bahia Mar. He said he did not think they would have to go as deep as 17 feet and would not need as much money to do the job.

Chair Lee did not understand why the money had to come out of CRA funds when there are other sources. Mr. Morris replied that the CRA recommended funding that was currently in the project. Mr. Luscomb said that the last time they met, there was an amount of money left over from Design and Permitting, which amounted to \$300,000. However, Mr. Morris said that at the end of each year, if there is money left over in the operating budget, they have to move it to either a project pay, off debt, or return it to the taxing authorities. Originally they were going to move the money to Bahia Mar, but the CRA Board did not want to do that - they wanted to move it to DC Alexander Park. Over \$500,000 was moved to DC Alexander Park, and part of that (\$125,000) will be funding the first phase of the design, which goes before the City Commission on Tuesday.

Mr. Morris continued, noting they believed there was enough money left over in the DC Alexander project to fund the first and second phase. Mr. Morris verified that the money needed at this point for FIND would be \$567,000, and since there are three years to do the work, they can figure out later on where they get the rest of the money.

Mr. Morris clarified that they would move the money - it will stay in the project - and the money that was moved would be replenished out of next year's TIF. The important factor for Mr. Luscomb is the \$567,000, so that he can show FIND that they are providing the grant match before the deadline of March 31, 2018.

Mr. Morris advised they are going to the City Commission/CRA Board on the next day for approval of \$125,000 for Phase One of DC Alexander Park (that will fund 15% design concepts plus an order of magnitude cost estimate and several other items such as soil surveys). Phase One will be a four to five-month process. Once that part is done, the matter comes back to the BRB for a recommendation to the City Commission/CRA Board, and then they will decide whether to move ahead with Phase Two.

Mr. Morris thought the question would be whether it is better to use the money today to do the dredging or let the money sit in the DC Alexander Park project.

Mr. Luz asked if there were any other anticipated funding requests, and Mr. Morris replied that the four major projects are the only ones anticipated. If additional funding were to become available, they might look at other projects.

In response to a question from Mr. Luz, Mr. Morris said that the reason for the dredging is to allow larger boats to get to the marinas (like an off-ramp on a freeway). There is a section in the CRA Plan that addresses marina development. Mr. Luscomb could not find any direct impacts to the CRA, but he spoke about the economic impact of miniyachts in the Tri-County area. Chair Lee did not see that the spending from the yacht visitors would take place in the CRA.

In response to a question, Mr. Morris advised that if the BRB does not recommend approval of the matter, it would go before the CRA Board of Commissioners with a negative recommendation. Mr. Morris thought that the last time, when the BRB did not approve it, it was because of economic impact and whether it should be a CRA activity. Mr. Hughes thought they had to catch up with the rest of the area insofar as the marina goes. Ms. Laughlin said she considers dredging to be infrastructure, and the CRA is allowed to fund infrastructure.

Ms. Laughlin asked why they could not borrow from the fund for the Aquatics Center, and Mr. Morris explained they cannot, because he does not know what it is going to cost. DC Alexander Park, however, is a "future cost," and the CRA can adjust its expectations for it. Mr. Morris referred to the second to the last page of a handout, showing the dollars and where they are.

**Motion** made by Mr. Schiavone, seconded by Mr. Hughes, that the portion of the dredging that is required that is publicly owned be approved with the CRA dollars that can be shifted.

Mr. Morris said it is submerged land owned by the State.

Chair Lee asked if it was clear on the motion that the CRA will be reimbursed for the funds. Mr. Hughes said he made the motion based on the understanding that the dollars would be replenished in the next fiscal year.

Mr. Schiavone restated his motion: that the BRB approve the \$567,000 to the publicly owned land that needs to be dredged with the understanding that the dollars will be replenished to the project that it is being borrowed from. Mr. Hughes seconded the motion. In a voice vote, the motion passed unanimously (6-0).

### VI. COMMUNICATION TO CITY COMMISSION

Chair Lee recalled that their last Communication was going before the City Commission on the next day, and she encouraged board members to attend the meeting.

Mr. Morris read the motion from the previous minutes, noting that they are asking that they still get the TIF from the City to fund the CRA to allow them to continue working on the projects through completion. Chair Lee added that it is critical that the CRA be able to continue until the projects are done.

Mr. Morris clarified that there are currently four projects underway, totaling approximately \$75 million. The projects are supposed to be completed in September of 2020, but it would be desirable to have a cushion.

### VII. Old/New Business

Mr. Morris said he would be saying a few words on behalf of the board at the services for Judith Scher. He asked members to send him anything they would like to be included.

### • Visual Timeline of Projects Update

Mr. Morris said the timeline could be complex or simple. He referred to the page in the backup showing the project schedules. He wanted to include the current status on the timeline.

Chair Lee asked for an update on Bokampers. Mr. Morris said the reason they stopped construction is because they have an issue with FEMA. They have a building that does not meet FEMA requirements; if an improvement is made in excess of 50% of the value of the building, the entire building has to brought up to current FEMA requirements. Bokampers is trying to decide how to go forward.

There was a discussion about construction Las Olas Ocean Resort Hotel. Ms. Laughlin said the sidewalks need to be opened.

In response to a question from Ms. Laughlin, Mr. Morris said that bids are due on the Aquatics Center on February 23, 2018. They still have to go through the procurement process.

### • Communication to City Commission (previously addressed)

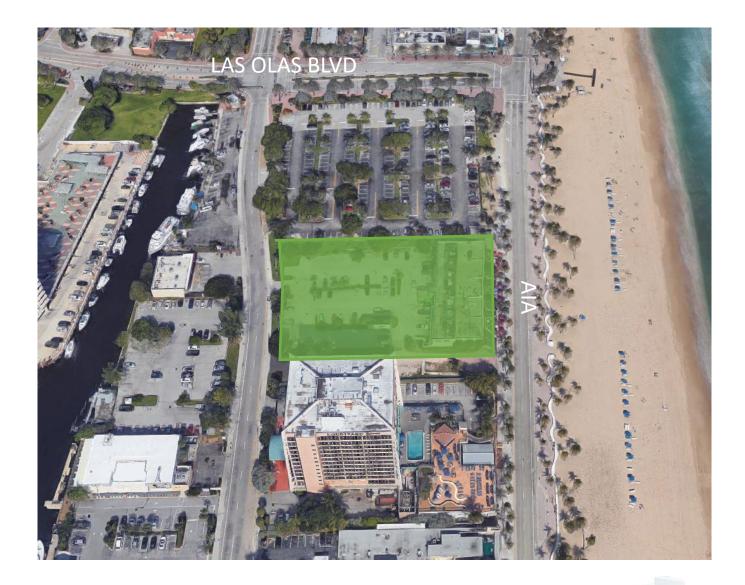
Upon motion duly made and seconded, the meeting was adjourned at 3:56 p.m.

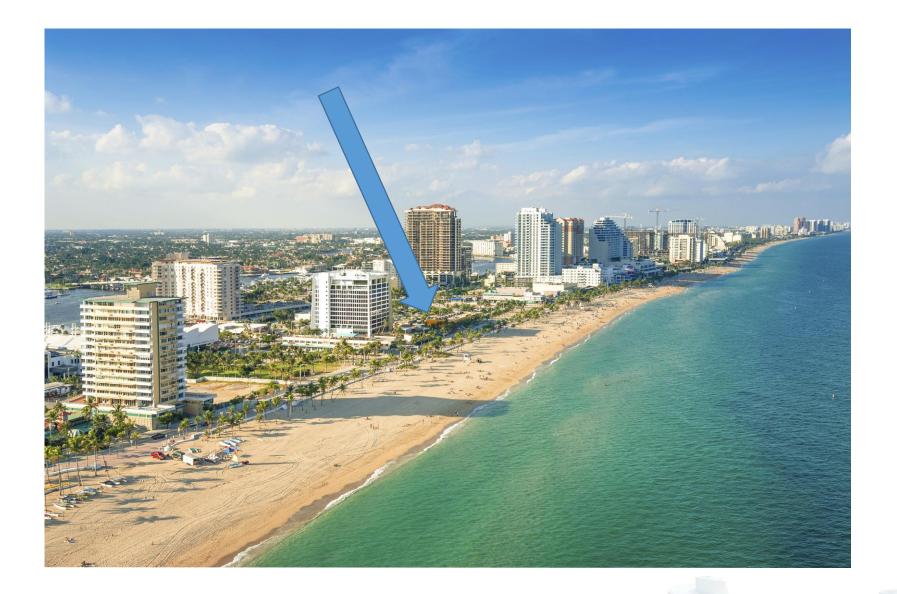
[Minutes transcribed by J. Rubin, Prototype, Inc.]

<u>Attachments</u>: PowerPoint on Las Olas Beach Park - Vincent Collins PowerPoint on Beach Tram Proposal - Jeff Davis PowerPoint on Bahia Mar Find Grant Proposal - Jonathan Luscomb Handout - Donald Morris Project Schedules - Donald Morris

# 401 S Fort Lauderdale Beach Blvd.







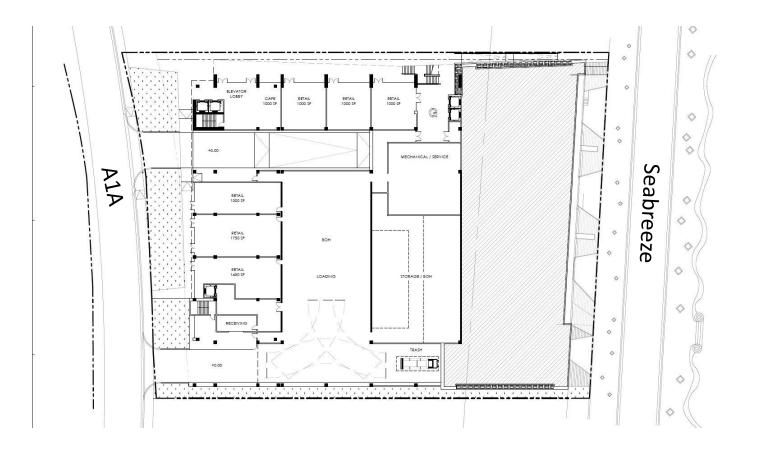
Page 12 of 56



Phase

Page 14 of 56

4.16.2018 BRB Regular Meeting



Page 15 of 56





Page 16 of 56







Page 18 of 56

Phase II



4.16.2018 BRB Regular Meeting



Page 20 of 56



Page 21 of 56

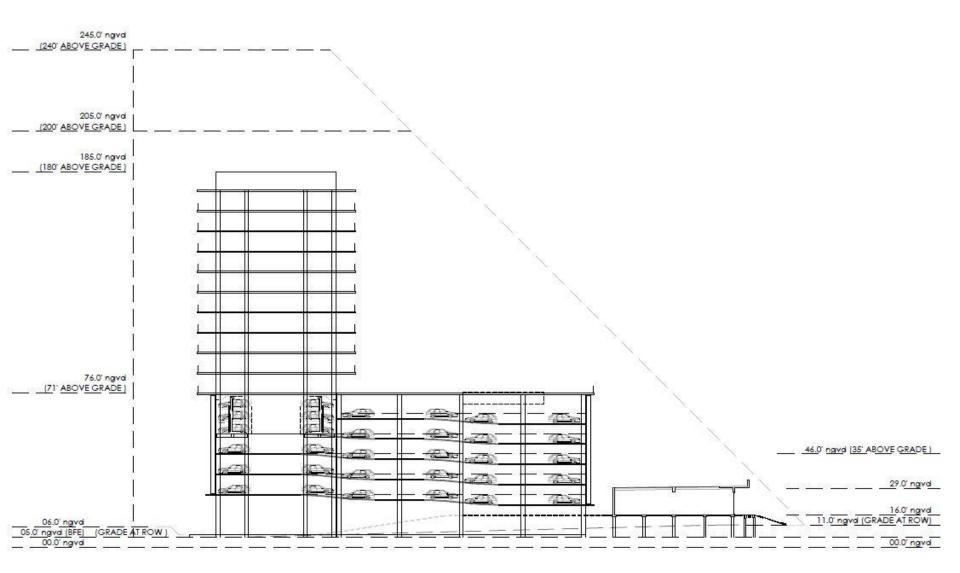




Page 22 of 56





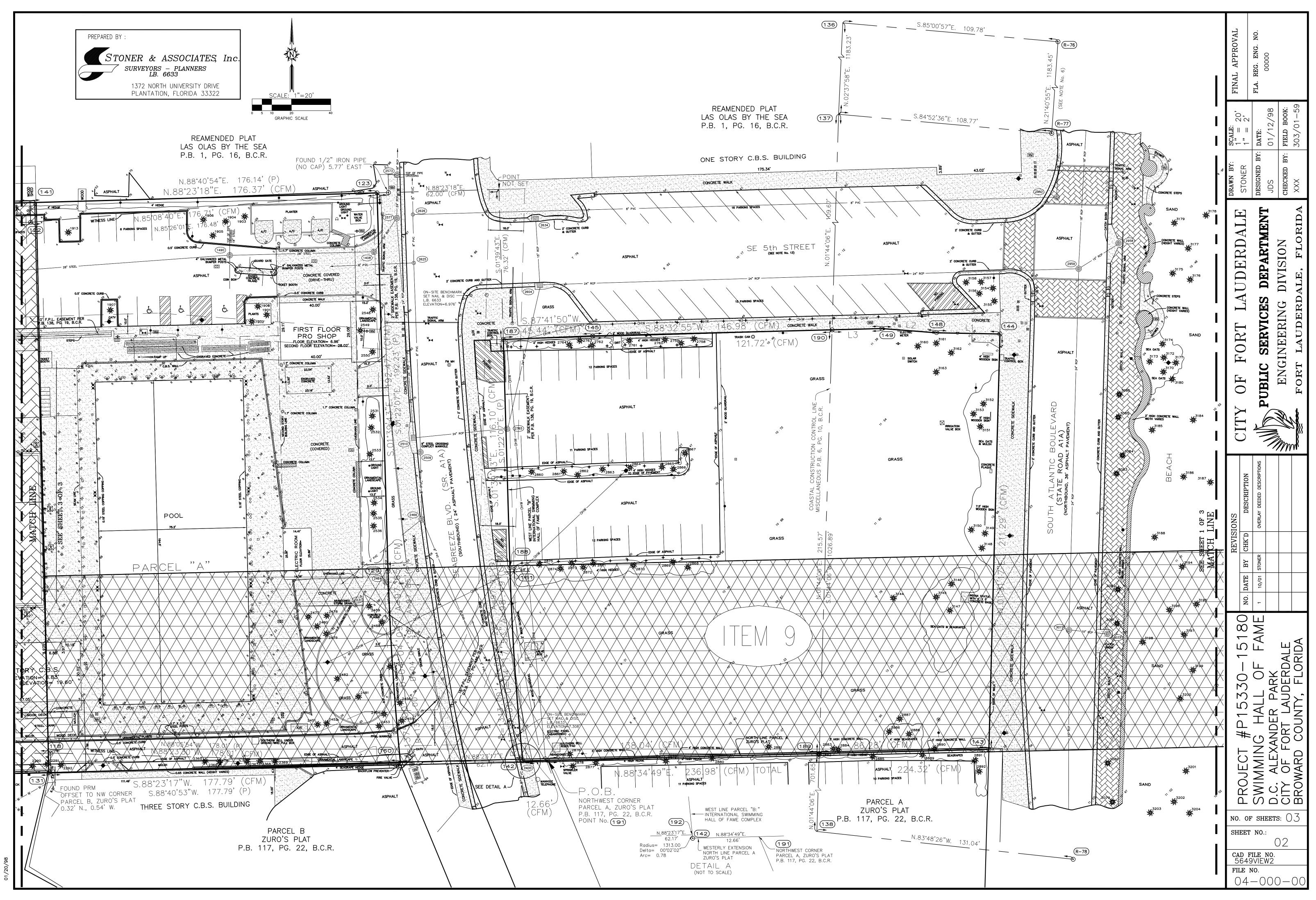












## DC ALEXANDER PARK FERRIS WHEEL CONCEPT

- CITY ISSUED A REQUEST FOR LETTERS OF INTEREST FOR COMPANIES CAPABLE OF BEARING FULL RESPONSIBILITY OF FINANCING, CONSTRUCTING, OPERATING, AND MAINTAINING AN ICONIC FERRIS WHEEL AT DC ALEXANDER PARK
- TWO FIRMS SUBMITTED A LETTER OF INTEREST
- BOTH FIRMS ARE PROPOSING A FERRIS WHEEL THAT IS NEARLY 200 FEET HIGH, WITH CLIMATE CONTROLLED GONDOLAS, LIGHTING, AND OFFERING VIEWS OF CITY AND BEACHES
- SEEKING RECOMMENDATION FROM BEACH REDEVELOPMENT BOARD FOR CONCEPT APPROVAL
- NEXT STEP TO REPORT RECOMMENDATION TO COMMISSION AT MAY 1, 2018 AGENDA AND GET DIRECTION TO ISSUE A SOLICITATION TO THE TWO FIRMS





## BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

### SPONSORSHIP GRANT APPLICATION

### (1) Name of Program:

Sun Trolley Beach Link & Las Olas Link

### (2) Name of Applicant, and corporate/legal name of company:

Transportation & Mobility Department (for the TMA Sun Trolley)

## (3) Location of Program (must be located within the CRA boundaries) – Please provide location map:

Both Sun Trolley routes operate within the Beach CRA geographical boundaries as they traverse the barrier island from the Galleria Mall to the north and 17<sup>th</sup>. Street Causeway to the south with a connection to Las Olas Boulevard. Please see the attached map.

### (4) **Date**(s) of Program:

Fiscal Year 2018-19 from October 1, 2018 to September 30, 2019

### (5) Hours of Operation:

Beach Link:Seven days a week from 9:30am to 6:30pmLas Olas Link:Fridays thru Mondays from 9:30am to 6:30pm

### (6) Proposed Activities Planned:

Daily community bus service provided by the Sun Trolley

### (7) Total Cost:

\$193,868 within the Beach CRA jurisdiction

### (8) Revenue Sources (other than amount requested from CRA):

City, Broward County, Fare Box, Private Sponsorships, Charter Revenues, and other grant funding.

### (9) Amount Requested from CRA:

\$193,868 the same as FY18

## (10) Provide a detailed marketing plan that explains how the proposed program will be marketed/advertised. Attach a narrative, if necessary.

In 2017, the City and TMA adopted a Transit Master Plan, analyzing each route in the system, to guide short term and long range development of the system.

During 2018-2019, a series of workshops and outreach activities will be held focusing on the Beach Link and Las Olas Link. Better access to the Beach was one of the most requested connections identified via surveys, and the routes will be analyzed to determine if improvements can be made to better connect central neighborhoods to the beach area via direct trolley service. Additionally, staff will analyze operational hours to determine if evening hours during certain days of the week are feasible.

The distinctive red and yellow trolleys are widely recognized by many locals and visitors, however, surveys have revealed that many people have trouble understanding the routes and using the wave and ride system. During 2018, the City will apply for federal funding to implement a new bus stop program to establish physical bus stops with signage, including co-located stops at Broward County Transit bus stops and new stops. The new bus stop program is expected to provide much needed clarity for riders, similar to trolley systems in West Palm Beach, Miami Beach, and other regional destinations.

With the opening of the new Fort Lauderdale Brightline station in January, the City and TMA are working to provide seamless access to the beach for new visitors by extending the Las Olas Link route to directly serve the station and aligning schedules to meet arriving trains. In partnership with local stakeholders, outreach events will be held to educate visitors and locals on the new service as a car-free gateway to the beach.

Also, in 2018 the City plans to complete the purchase of 14 new trolleys using federal funding assistance. The new trolleys will include up to date amenities such as digital screens that can promote events and offer ad space to local businesses. Additionally, the new trolleys will have electronic fareboxes in anticipation of rolling out a mobile ticketing program, allowing seamless integration into the cashless economy and attracting new riders.

Finally, the City and TMA plan to rebrand the current paper schedules to serve as brochures advertising amenities and attractions that riders might be interested in along the route.

(11) CRA event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

The long-term vision of the program is to become self-sustaining. The City and TMA is undertaking the following initiatives with the goal of self-sustainability at the forefront:

- a. Exploration of increased fares and fares on routes that are currently free;
- b. Trolley charters for private events;
- c. Increased private sponsorships, assisting local partners to promote their products with trolley wraps, brochures, and digital screens on new trolleys; and,
- d. By purchasing new trolleys, the system will be able to achieve additional operational savings of costs incurred through leasing the fleet which will allow provision of the same level of service on a leaner budget
- (12) Explain in detail how the proposed program meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:

### Goals

a. Eliminate the conditions of blight that are currently found in the area.

The Sun Trolley provides access for service workers living throughout the South Florida region to connect to jobs in the Central Beach area. Also, the Sun Trolley provides connection from the Central Beach area for neighbors to get to educational opportunities and basic services throughout Fort Lauderdale and further into the South Florida region via its broader connections to Tri-Rail and Broward County Transit routes.

b. Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of touristrelated facilities and activities.

The Sun Trolley's Beach and Las Olas Links provide direct connections for tourists to and from Fort Lauderdale Beach, Las Olas, and 17<sup>th</sup> Street Causeway.. The trolley can be likened to an ambassador for the Central Beach area, inviting visitors and residents to enjoy events happening in the area and to take advantage of the natural resources of the beach and Intracoastal Waterway.

c. Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.

The Sun Trolley contributes to the image of the Central Beach area as a worldclass destination. The shiny red and yellow trolleys are known as something that one must do when visiting Fort Lauderdale, not only to take advantage of the transportation, but simply as an opportunity to sightsee. Here is a typical example of the type of review received on Trip Advisor about the Sun Trolley experience:



Cheap but fun!



over Las Olas.



🕩 Thank Marinochka23

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC



### Reviewed 4 days ago

Deborah A Boston, Massachusetts Sun Trolley has Expanded Routes The Trolley has more routes and better connections than when I last visited. It is very economical and a great way to get to the beach and many other places of interest. It does not run frequently but fine for vacationers who are on a... More Ask Deborah A about Sun Trolley I Thank Deborah A This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

You only pay \$1 per ride and \$3 for a day, but it covers good distance along the beach and



ouisville

Kentucky

### Reviewed 3 weeks ago 🛛 via mobile

### Cheap and easy

One dollar will get you a long way on this beach transport. Much easier than driving and looking for parking.





This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

d. Maintain public access to the beach and Intracoastal Waterway.

Operating from 17<sup>th</sup> Street Causeway in the south to Commercial Blvd in the north along A1A, as well as traversing Las Olas Blvd, the three Sun Trolley routes servicing this area provide direct access to the beach and Intracoastal Waterway. The Beach and Las Olas Links are only \$1 per ride, or \$3 for an all

day pass. The low cost for accessing the natural assets of the Central Beach area are often cited by customers as the best thing about Sun Trolley service.

### **Objectives**

a. Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.

The classic and nostalgic look of the trolleys reflect the first class service that visitors can receive at every single "touch point" they experience as soon as they land at FLL. The drivers receive intensive customer service training so that visitors receive the high quality of service they expect as a visitor. Further, the call center is staffed by City of Fort Lauderdale employees who are fully vested in the success of the city and provide neighbors and visitors with world-class service on each and every phone call they receive.

b. Make Fort Lauderdale Beach an integral part of the beach for use by local residents.

The trolley attracts local residents from all parts of the county by providing convenient access to local park-and-ride lots. Instead of having to battle beach traffic, neighbors living in the western bedroom communities are invited and encouraged to travel east, park in a city lot, and take the trolley for a fun and convenient ride to the beach.

c. Improve the circulation for autos, bicycles, and pedestrians within and throughout the Central Beach Area.

The Sun Trolley does its part to reduce traffic congestion and contribute towards the continuous flow of traffic by moving hundreds of thousands of riders out of cars every year. The beach corridor is especially prone to traffic congestion, which directly affects the economic potential of the Central Beach area. We need people to be able to be out of their cars and spending money, not stuck in traffic waiting to get to the beach. Being a high-occupancy vehicle with capacity for 30 guests, each Sun Trolley is the antidote to traffic congestion in the Central Beach neighborhood.

d. Create and enhance a positive visual and physical image of the Central Beach.

The recognizable red and yellow Sun Trolleys provides a beautiful backdrop to the Central Beach area aesthetic landscape. The trolleys contribute to the image of the beach that visitors remember long after they have left. The vibe of the trolley vehicles is superior to that of other vehicles, as they are inviting and customers want to ride them simply to have the experience.

e. Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach. With connections to park and ride opportunities in the downtown core, the Sun Trolley service encourages beach visitors to travel to the beach without their cars. The trolley vehicles have bike racks so that riders can easily travel by bike once they get to the beach and can explore the entire area from the beach to the Intracoastal. Applicant Signature

Date

The Beach Community Redevelopment Agency Grant Application is used to determine whether a proposal meets the goals and objectives of the Beach CRA. The funding approval is a multi-step process. An application must first be reviewed and approved by the Beach Redevelopment Board (BRB), then by CRA Commission Board. A completed application must be submitted 90 days prior to the event date. Furthermore, applicant understands and agree to the following:

### APPLICANT CHECKLIST

- □ Answer all questions throughly *If additional space is needed, add narrative in sparate pages and reference the item number being answered.*
- □ Submit completed application to CRA Staff 2 weeks prior to the next available regular BRB meeting.
  - Provide additional information as requested by staff in a timely manner.
  - Notify the Beach CRA Staff if any changes that affects content of application.
- □ Prepare a 6-10 minute presentation to the BRB Board
  - If providing Handout bring 10 copies to the meeting
  - o If providing Powerpoint No more than 7 slides
  - Send e- copy of PPT to Lizeth DeTorres
  - Bring electronic copy of all backup materials to the meeting on a USB flash drive.
- □ If approved, applicant must attend scheduled CRA Board of Commissioners Meeting for your item.

### FUNDING PROCESS

- 1. Payments from the Beach CRA are made as per the guidelines set forth by the City of Fort Lauderdale.
- 2. All invoices must include paid expenses to date and will be paid within 30-45 days of invoice date.
- 3. Upon approval by the BRB, a request will be sent to the CRA Board of Commissioners for final approval. Once approved, the City's procurement department will provide Applicant with a purchase order number for invoice submissions.
- 4. If approved and applicant is a new vendor with the City, applicant will need to complete and submit to procurment department a new vendor application form and a completed W9. Both forms are available upon request from Beach CRA staff, it is the applicants responsibility to inform staff if they are a new vendor and need procurement forms.
- 5. If approved, applicant will provide the BRB with a post event financial overview within 60 days of the event. Staff will follow up and inform you with the date, time and meeting location to provide the board an update.

### **BEACH CRA STAFF CONTACT INFORMATION**

Lizeth DeTorres	CRA Administrative Aide	LDeTorres@fortlauderdale.gov (954) 828-4526
Cija Omengebar	CRA Project Coordinator	COmengebar@fortlauderdale.gov (954) 828-4776

- (1) Name of Event/Project or Proposal:
- Sun Trolley Beach Link & Las Olas Link
- (2) Name of Applicant, and corporate/legal name of company:

Transportation & Mobility Department (for the TMA Sun Trolley)

(3) Location of Event (must be located within the CRA boundaries) – Please provide location map:

Both Sun Trolley routes operate within the Beach CRA geographical boundaries as they traverse the barrier island from the Galleria Mall to the north and 17th Street Causeway to the south with a connection to Las Olas Boulevard. Please see the attached map.

- (4) List all the dates associated with this event:
  - a. Set-up date(s): Fiscal Year 2018-19 from October 1, 2018 to September 30, 2019
  - **b.** Event date(s):
  - c. Break-down date(s):
- (5) Hours of Operation: Beach Link: Seven days a week from 9:30am to 6:30pm Las Olas Link: Fridays thru Mondays from 9:30am to 6:30pm
- (6) Proposed Activities Planned:

Daily community bus service provided by the Sun Trolley

- (7) Projected attendance:
- (8) Cost to attendees: \$1 per ride, \$0.50 discount fare for seniors and ADA riders
- (9) Total Cost of Event: \$193,868 within the Beach CRA jurisdiction
- (10) List other Revenue Sources (other than amount requested from CRA) and the amounts requested/committed:

City, Broward County, Fare Box, Private Sponsorships, Charter Revenues, and other grant funding.

(11) Amount Requested from CRA:

\$193,868 the same as FY18

(12) Indicate what the requested amount will be used for:

The funds will go only towards operational and maintenance costs for the two routes

(13) Provide a detailed marketing plan that explains how the proposed event will be marketed/advertised. Attach a narrative, if necessary.

In 2017, the City and TMA adopted a Transit Master Plan, analyzing each route in the system, to guide short term and long range development of the system.

During 2018-2019, a series of workshops and outreach activities will be held focusing on the Beach Link and Las Olas Link. Better access to the Beach was one of the most requested connections identified via surveys, and the routes will be analyzed to determine if improvements can be made to better connect central neighborhoods to the beach area via direct trolley service. Additionally, staff will analyze operational hours to determine if evening hours during certain days of the week are feasible.

The distinctive red and yellow trolleys are widely recognized by many locals and visitors, however, surveys have revealed that many people have trouble understanding the routes and using the wave and ride system. During 2018, the City will apply for federal funding to implement a new bus stop program to establish physical bus stops with signage, including co-located stops at Broward County Transit bus stops and new stops. The new bus stop program is expected to provide much needed clarity for riders, similar to trolley systems in West Palm Beach, Miami Beach, and other regional destinations.

With the opening of the new Fort Lauderdale Brightline station in January, the City and TMA are working to provide seamless access to the beach for new visitors by extending the Las Olas Link route to directly serve the station and aligning schedules to meet arriving trains. In partnership with local stakeholders, outreach events will be held to educate visitors and locals on the new service as a car-free gateway to the beach.

Also, in 2018 the City plans to complete the purchase of 14 new trolleys using federal funding assistance. The new trolleys will include up to date amenities such as digital screens that can promote events and offer ad space to local businesses. Additionally, the new trolleys will have electronic fareboxes in anticipation of rolling out a mobile ticketing program, allowing seamless integration into the cashless economy and attracting new riders.

Finally, the City and TMA plan to rebrand the current paper schedules to serve as brochures advertising amenities and attractions that riders might be interested in along the route.

(14) CRA funding, if approved, shall only be "seed" money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

The long-term vision of the program is to become self-sustaining. The City and TMA is undertaking the following initiatives with the goal of selfsustainability at the forefront:

a. Exploration of increased fares and fares on routes that are currently free;

b. Trolley charters for private events;

c. Increased private sponsorships, assisting local partners to promote their products with trolley wraps, brochures, and digital screens on new trolleys; and,

d. By purchasing new trolleys, the system will be able to achieve additional operational savings of costs incurred through leasing the fleet which will allow provision of the same level of service on a leaner budget

(15) Explain in detail how the proposed event meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:

### <u>Goals</u>

- a. Eliminate the conditions of blight that are currently found in the area.
- b. Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.
- c. Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.
- d. Maintain public access to the beach and Intracoastal Waterway.

### **Objectives**

- a. Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.
- b. Make Fort Lauderdale Beach an integral part of the beach for use by local residents.
- c. Improve the circulation for autos, bicycles, and pedestrians within and throughout the Central Beach Area.
- d. Create and enhance a positive visual and physical image of the Central Beach
- e. Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach.

## **APPLICANT'S CONTACT INFORMATION:**

PHYSICAL ADDRESS: 290 NE 3<sup>RD</sup> AVE

FORT LAUDERDALE, FL

**ZIP CODE:** 33301

**OFFICE PHONE:** 954 -828 -5217

**CELL PHONE:** 202-510-7732

EMAIL ADDRESS: ABUDDE@FORTLAUDERDALE.GOV

ALAN BUDDE

**APPLICANT FULL NAME (PRINT)** 

### APPLICANT SIGNATURE

### DEPARTMENT OF TRANSPORTATION & MOBILITY

### TRANSPORTATOIN PLANNER

COMPANY/ORGANIZATION, TITLE 4/6/18

DATE SIGNED

- By signing, applicant affirms commitment to only use public funds towards cost of City Services associated with the event, project or proposal. Disbursement of funds require receipts and/or invoices of services rendered and require CRA Finance approval on documents submitted to justify release of funds. Any balances remaining will return to the CRA.
- Note, if approved for funding, applicant is expected to provide supporting document on what funds were committed for.

### Memorandum # 18-48

DATE: April 06, 2018

TO: Donald Morris, Beach CRA Manager

FROM: Diana W. Alarcon, Director

SUBJECT: Funding Request for Sun Trolley Beach and Las Olas Link routes in the amount of \$193,868 for Fiscal Year 2018-19

The City requests the Beach Community Redevelopment Agency (BCRA) continue to support the Sun Trolley operations and maintenance in the amount of \$193,868 for the Beach Link and Las Olas Link routes for the upcoming 2018-19 fiscal year. Although the costs have increased, the City and TMA will not ask for additional funding over 2017-2018 levels. The total amount includes \$157,816 for the Beach Link and \$36,052 for the Las Olas Link.

							TMA
	TOTAL		TOTAL	CRA	ALLOCATION		FUNDING
	OPER	ATING COSTS	MILEAGE	MILEAGE	RATE	COST	REQUEST
Beach Link	\$	722,813					
BCT Community Bus (\$15/hr)	\$	147,420					
FDOT JPA (admin)	\$	-					
TOTAL BEACH LINK	\$	575,393	10.38	3.10	30%	\$ 172,618	\$157,816
Las Olas Link	\$	277,300					
BCT Community Bus (\$15/hr)	\$	56,160					
FDOT JPA <mark>(</mark> admin)	\$	12,500					
TOTAL LAS OLAS LINK	\$	208,640	8.70	1.64	19%	\$ 39,433	\$ 36,052

Operating costs for the Sun Trolley has increased based on the need to lease vehicles in the short term to address the aging trolley fleet. The hourly rate has increased to \$60.61. This cost includes vehicle operations and maintenance only. Additionally the total operating cost submitted includes an estimated portion of fuel cost for the route. No administrative costs were included.

This funding request is based on the percentage that each route operates within the boundaries of the Beach CRA. The amount of funding was determined by taking the operating cost after grant funding has been allocated and taking the percentage of that remaining cost. Planned extension of the route 0.5 miles to connect to the new Fort Lauderdale Brightline station will result in a reduced Las Olas Link percentage of 18.9%.

Additionally, with the exhaustion of the FDOT Service Development Grant for the Beach Link, the Beach CRA rate will be applied to a slightly larger total operational cost, however, the funding request will be proportionally reduced to match the FY18 allocation.

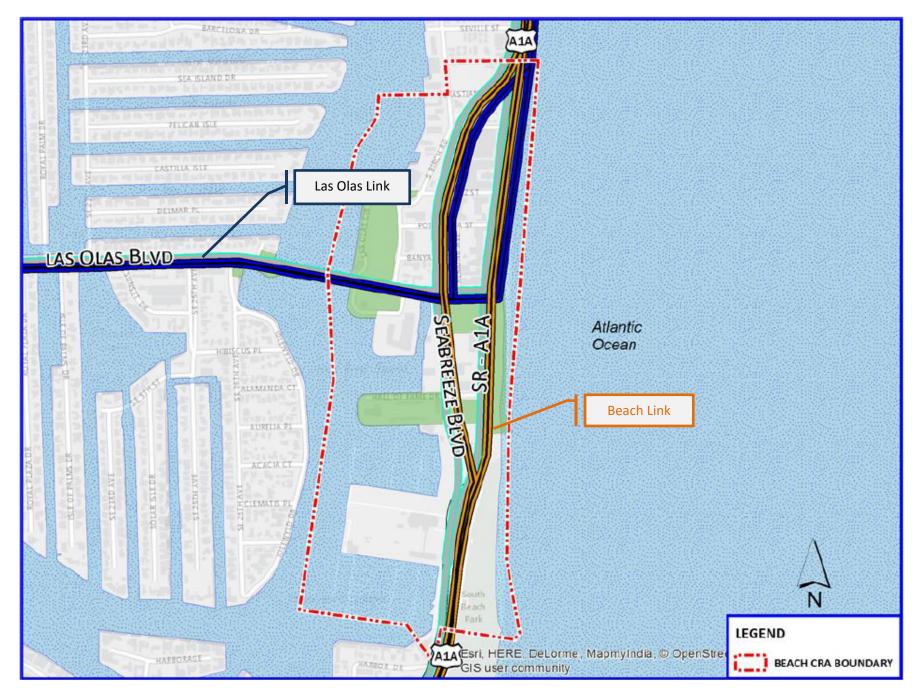
Both routes transport residents and visitors to the dining and entertainment areas of our City. The hours of the Beach Link are 9:30am to 6:30pm (7 days a week) and on the Las Olas Link are 9:30am to 6:30pm (Friday thru Monday). The routes provided service to 154,446 passengers in the 2015-16 fiscal year (FY16) and 103,187 passengers in 2016-2017 (FY17). Ridership on these two routes for the past two years has been affected due to a slower than normal tourist season in FY16 and continuing vehicle availability due to mechanical issues. The Beach Link continues to carry the highest number of passengers in the Sun Trolley system. However, ridership on each route has outperformed FY17 during every month of FY18 (except Las Olas for Oct 2017) and is on track to hit 90% of FY16 ridership during this year.

Please let me know if you have any questions.

Attachments:

- 1. BRAB Grant Application Form
- 2. Funding Charts, Ridership Graphs, and Route Overlay Maps
- 3. Sun Trolley Routes within the Beach CRA

# Sun Trolley Routes within the Beach CRA

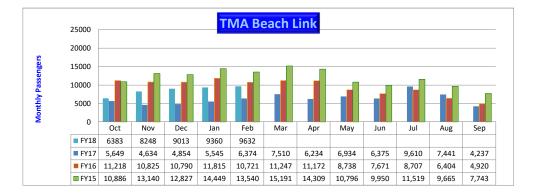


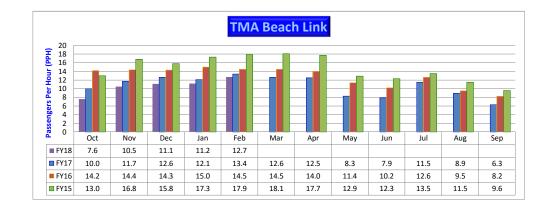
#### Beach Link

	FY18	FY17	FY16	FY15
Oct	6383	5,649	11,218	10,886
Nov	8248	4,634	10,825	13,140
Dec	9013	4,854	10,790	12,827
Jan	9360	5,545	11,815	14,449
Feb	9632	6,374	10,721	13,540
Mar		7,510	11,247	15,191
Apr		6,234	11,172	14,309
May		6,934	8,738	10,796
Jun		6,375	7,671	9,950
Jul		9,610	8,707	11,519
Aug		7,441	6,404	9,665
Sep		4,237	4,920	7,743
Total	42,636	75,397	114,228	144,015

### Beach Link

	FY18	FY17	FY16	FY15	BCT MIN
Oct	7.6	10.0	14.2	13.0	7.1
Nov	10.5	11.7	14.4	16.8	7.1
Dec	11.1	12.6	14.3	15.8	7.1
Jan	11.2	12.1	15.0	17.3	7.1
Feb	12.7	13.4	14.5	17.9	7.1
Mar		12.6	14.5	18.1	7.1
Apr		12.5	14.0	17.7	7.1
May		8.3	11.4	12.9	7.1
Jun		7.9	10.2	12.3	7.1
Jul		11.5	12.6	13.5	7.1
Aug		8.9	9.5	11.5	7.1
Sep		6.3	8.2	9.6	7.1



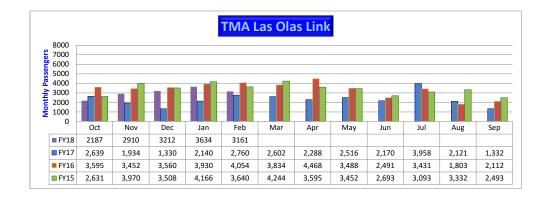


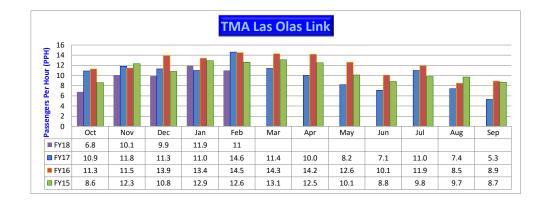
#### Las Olas Link

	FY18	FY17	FY16	FY15
Oct	2187	2,639	3,595	2,631
Nov	2910	1,934	3,452	3,970
Dec	3212	1,330	3,560	3,508
Jan	3634	2,140	3,930	4,166
Feb	3161	2,760	4,054	3,640
Mar		2,602	3,834	4,244
Apr		2,288	4,468	3,595
May		2,516	3,488	3,452
Jun		2,170	2,491	2,693
Jul		3,958	3,431	3,093
Aug		2,121	1,803	3,332
Sep		1,332	2,112	2,493
Total	15,104	27,790	40,218	40,817

### Las Olas Link

	FY18	FY17	FY16	FY15	BCT MIN
Oct	6.8	10.9	11.3	8.6	7.1
Nov	10.1	11.8	11.5	12.3	7.1
Dec	9.9	11.3	13.9	10.8	7.1
Jan	11.9	11.0	13.4	12.9	7.1
Feb	11	14.6	14.5	12.6	7.1
Mar		11.4	14.3	13.1	7.1
Apr		10.0	14.2	12.5	7.1
May		8.2	12.6	10.1	7.1
Jun		7.1	10.1	8.8	7.1
Jul		11.0	11.9	9.8	7.1
Aug		7.4	8.5	9.7	7.1
Sep		5.3	8.9	8.7	7.1







### CITY OF FORT LAUDERDALE City Commission Agenda Memo CONFERENCE MEETING

TO:	Honorable Mayor & Members of the Fort Lauderdale City Commission
FROM:	Lee R. Feldman, ICMA-CM, City Manager
DATE:	April 3, 2018
TITLE:	Central Beach Master Plan Public Improvement Projects Update

The purpose of this memorandum is to provide updates on Las Olas Boulevard Corridor Improvement Project, the State Road (SR) A1A Beach Streetscape Improvement Project, Las Olas Marina Expansion Project, DC Alexander Park Project, and Aquatics Center Renovation Project. There are 29 months remaining before the Beach Community Redevelopment Area (CRA) sunsets on September 30, 2020.

### Las Olas Boulevard Corridor Improvement Project

Skanska USA Building, Inc. has finished installation of the parking garage pile caps, and the precast panels, beams, and tees for the garage have been constructed and are being shipped to the project site. The precast erection of the garage has started with construction beginning on the west end of the site, and progressing east. (See Exhibit I). Root pruning of the Medjool Date Palm Trees on Las Olas Boulevard has occurred in anticipation of relocating the trees and in preparation to begin work on the Las Olas Boulevard sidewalk, which is scheduled to begin the first week of April. There will be required lane closures on Las Olas Boulevard associated with the sidewalk work that will remain in place until the sidewalks are finished. The Skanska outreach team has met with staff, condo associations, businesses, and advisory boards to inform them of the upcoming work on Las Olas Boulevard and associated lane closures.

### SR A1A Beach Streetscape Improvement Project

Staff and the design team met on January 17, 2018 to review additional security enhancements for the project, including traffic-rated bollards and security cameras. Staff also met with the design consultants to review the design and to discuss ways to work around conflicts with existing utilities. A major goal of this project is to consolidate above ground appurtenances (signs and light poles) and landscaping currently in the sidewalk and move them closer to the curb line to increase pedestrian flow and improve safety. An existing 12-inch watermain is currently located under the sidewalk in the same location where the new landscaping and light poles are proposed. This watermain is required for redundancy in the water system and cannot be relocated into the roadway pursuant to Florida Department of Transportation (FDOT) requirements. As a result, staff is reviewing possible design and construction alternatives that will not conflict with the watermain while

still maintaining the integrity of the design. These design and construction alternatives will be presented to the Beach Redevelopment Board (BRB) for recommendation to the CRA Board of Commissioners and the City Commission.

Design work for new pedestrian lighting improvements along the west side of SR A1A is currently underway. The new pedestrian light poles will be located north of the CRA boundary and span from Alhambra Street to Sunrise Boulevard. Since the poles are outside of the CRA, the design is funded by the Beach Business Improvement District (BID with the construction being funded by a \$1.57 Million FDOT Joint Participation Agreement (JPA) Grant. Staff will submit 50% design plans to FDOT by late April 2018.

### Las Olas Marina Expansion Project

The City Commission approved the final lease agreement on July 11, 2017 with Suntex Marina Investors LLC (Suntex). Suntex has begun permit submittals for the dredged portion of the project and finalized the site plan for the upland improvements. Suntex has also submitted plans to the City's Design Review Committee (DRC) for approval.

### DC Alexander Park Project

On February 20, 2018 the City Commission approved a consultant agreement with Keith and Associates, Inc. for design of DC Alexander Park. A Notice to Proceed has been issued to the consultants with 15% conceptual drawings and cost estimates estimated to be completed in four (4) months. Staff will present the conceptual design and cost estimates to the BRB and Parks, Recreation and Beaches Board (Parks Board) for recommendation to the CRA Board of Commissioners and the City Commission. If the CRA Board and City Commission approve moving forward with the designs, a second task order will be issued for 30% design plans (DRC-level designs).

In addition to the agreement with Keith and Associates, Inc., staff is investigating the feasibility of installing a Ferris wheel in the park. On February 15, 2018 the City issued a Request for Information (RFI) to identify potential companies that are capable of bearing the full responsibility of financing, constructing, operating and maintaining an iconic Ferris wheel at DC Alexander Park. On March 2, 2018 the RFI closed with two firms expressing interest in providing a Ferris wheel. Staff presented the Ferris wheel concept to the Parks Board on March 28, 2018 and will present to the BRB on April 16, 2018. These recommendations will be presented to the City Commission on May 1, 2018. If the City Commission approves moving forward, a solicitation for interested firms to finance, construct, operate and maintain a Ferris wheel will be prepared, or pursue other options as directed by the City Commission.

## Aquatics Center Renovation Project

The City received two (2) Request for Proposal (RFP) responses for the renovation of the Aquatics Center. The RFP requested a Guaranteed Maximum Price (GMP) to design and renovate the Aquatics Center. Both RFP responses included a GMP that well-exceeded the City's budget of \$20 Million. On March 8, 2018 staff and the City's design consultant met to discuss opportunities to reduce the project cost while still maintaining the integrity of the design.

Possible areas where cost reductions may be achieved include revisions to the site plan and to contracts and procurement, reductions in scope, possible value engineering options, and refining site logistics. These changes to the project will be captured in revised drawings and in the project narrative, and will be provided to both proposers for a best and final offer (BAFO).

### Attachment(s)

Exhibit 1 – Progress Photographs

Prepared by: Thomas Green, Beach CRA

Department Director: Donald Morris, AICP, Beach CRA

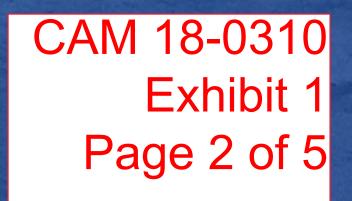




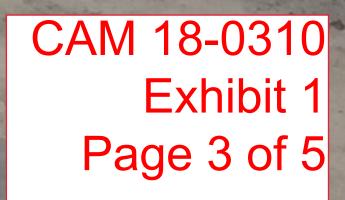
Las Olas Boulevard Corridor Improvements





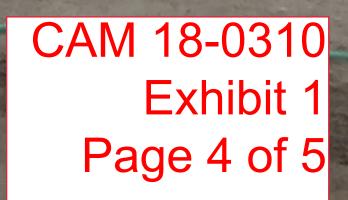






Page 53 of 56

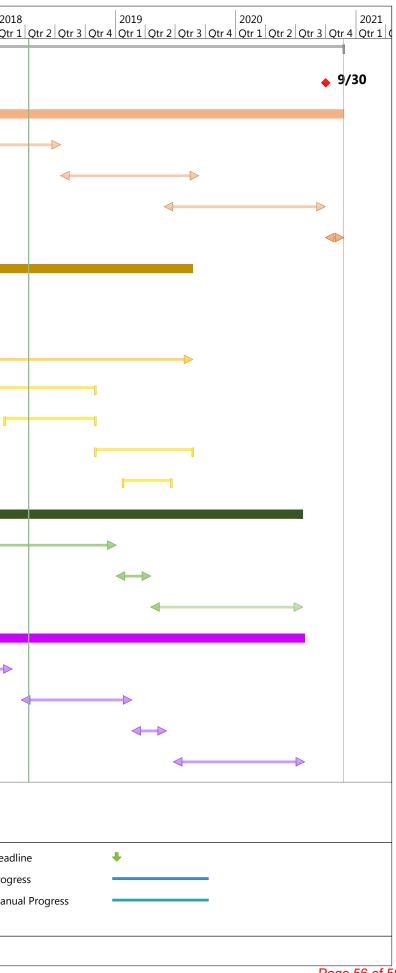




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0		Node	Task Name	Duration	Start	Finish	2015 Otr 1 Otr	2016 2 Qtr 3 Qtr 4 Qtr 1 Qtr 2 Qtr 3 Qtr	2017 4 Otr 1 Otr 2 Otr 3	2013 3 Otr 4 Otr 3
1			Master CRA Schedule.rev3	1424 day	/Thu 6/11/15	Tue 11/24/20				
		-5	CRA DEADLINE	0 days	Wed 9/30/20	Wed 9/30/20				
2	•	-5	1. Aquatic Center Renovation	790 days	Wed 11/15/17	' Tue 11/24/20				
3		-5	2.2.1 Procurement	175 days	Wed 11/15/17	7 Tue 7/17/18				
9		4	2.2.2 Design	300 days	Wed 7/18/18	Tue 9/10/19				
24		4	2.2.3 Construction	350 days	Wed 5/29/19	Tue 9/29/20				
32		4	2.2.5 Punch List	40 days	Wed 9/30/20	Tue 11/24/20				
34		÷	2 Las Olas Corridor Improvement	885 days	Mon 4/4/16	Fri 8/23/19				
35		-	3.1 Design	260 days	Mon 4/4/16	Fri 3/31/17		<b>↓</b>		
41	•	-5	3.2 Construction	580 days	Mon 6/5/17	Fri 8/23/19				
42	•	-5	3.2.1 Parking Garage	368 days	Mon 6/5/17	Wed 10/31/18				
47	•	-5	3.2.2 Las Olas Blvd Improvement	198 days	Mon 1/29/18	Wed 10/31/18				1
51	•	-5	3.2.3 Oceanside Park	212 days	Thu 11/1/18	Fri 8/23/19				
60		-5	3.2.4 South Intracoastal	105 days	Thu 1/24/19	Wed 6/19/19				
66		4	3 A1A Streetscape Improvement	1335 days	sThu 6/11/15	Wed 7/22/20				
67		-5	4.1 Design	930 days	Thu 6/11/15	Wed 1/2/19		4		
71		-5	4.2 Construction Procurement	75 days	Thu 1/3/19	Wed 4/17/19				
75		4	4.2 Construction	330 days	Thu 4/18/19	Wed 7/22/20				
82		4	4 DC Alexander Park	771 days	Tue 8/15/17	Tue 7/28/20			-	
83	•	4	5.1 Design Procurement	136 days	Tue 8/15/17	Tue 2/20/18			4	>
89	•	4	5.2 Design	240 days	Wed 3/21/18	Tue 2/19/19				
101	-	4	5.3 Construction Procurement	75 days	Wed 2/20/19	Tue 6/4/19				
105	•	4	5.4 Construction	285 days	Wed 6/26/19	Tue 7/28/20				



Page 56 of 56