



**AGENDA
COMMITTEE OF THE WHOLE WORKSHOP
BOARD OF COUNTY COMMISSIONERS**

**Board Chambers
Suite 100
Escambia County Governmental Complex
221 Palafox Place**

**August 12, 2010
9:00 a.m.**

Notice: This meeting is televised live on Cox Cable 98 and recorded for rebroadcast on the same channel.

1. Call to Order

(PLEASE TURN YOUR CELL PHONE TO THE SILENCE OR OFF SETTING.)

2. Was the meeting properly advertised?
3. Chamber Recovery Committee (For Discussion No Backup)
(Larry Newsom – 10 min)
 - A. Discussion
 - B. Board direction
4. Rural Work Program
(Mary Beth Washnock, Senior Planner, TPO – 15 min)
 - A. Discussion
 - B. Board direction
5. Reinstatement of Citizens Academy (REFERRED FROM 5/27/2010 C/W) (For Discussion No Backup)
(Sonya Daniel / Keith Wilkins – 10 min)
 - A. Discussion
 - B. Board direction
6. Inmate Labor Policy
(Alison Rogers – 15 min)
 - A. Discussion
 - B. Board direction

7. Mooring Ordinance (For Discussion No Backup)
(Keith Wilkins – 15 min)
 - A. Discussion
 - B. Board direction

8. Waiver of Fees Policy for Use of the Civic Center and Discussion on Scheduling Policy (REFERRED FROM 6/10/2010 C/W) (For Discussion No Backup)
(Keith Wilkins – 15 min)
 - A. Discussion
 - B. Board direction

9. Escambia County Area Transit Ten Year Transportation Development Plan
(Marilyn Wesley / Ken Gordon – 15 min)
 - A. Discussion
 - B. Board direction

10. Rebanding of the Communications System (For Discussion No Backup)
(Michael Weaver – 15 min)
 - A. Discussion
 - B. Board direction

11. Adjourn



West Florida
**Regional
Planning
Council**

Cindy Frakes, Chair
J. D. Smith, Vice-Chair

Terry A. Joseph, Executive Director

May 18, 2009

Mr. Larry Newsom, Acting County Administrator
Escambia County Board of County Commissioners
P.O. Box 1591
Pensacola, FL 32591-1591

Dear Mr. Newsom:

RE: Rural Work Program Liaison

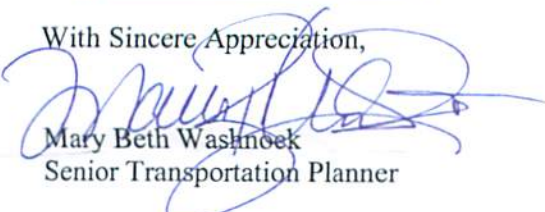
I would like to request an opportunity to address the Escambia County Commission at the July 15, 2010 meeting. The purpose is to discuss rural area projects in the Florida Department of Transportation (FDOT) Five Year Work Program for FY2011-2015, and receive input on rural area priorities for the FY2012-2016 Five Year Work Program, which will become effective July 1, 2011.

The West Florida Regional Planning Council (WFRPC), under a Joint Participation Agreement (JPA) with FDOT, serves as the Department's liaison with the six counties (or portion of counties) in our area not represented by a Transportation Planning Organization (TPO). An informational brochure highlighting these counties is enclosed.

As Program Liaison, I request that you provide written comments regarding priorities or any other transportation concern that should be reported to FDOT staff. Written comments are needed by August 13, 2010.

Please confirm that this item will appear on your July 15, 2010 agenda. You may reach me at marybeth.washnock@wfrpc.org or 850-332-7976 x 228. Thank you for your assistance.

With Sincere Appreciation,



Mary Beth Washnock
Senior Transportation Planner

Attachment: Informational Brochure

Copy to: Glenda Duncan, FDOT
Tommy Brown, Escambia County Engineering
Joy D. Blackmon, P.E., County Engineer / Asst. County Administrator
Shirley Gafford, Escambia County Agenda Liaison

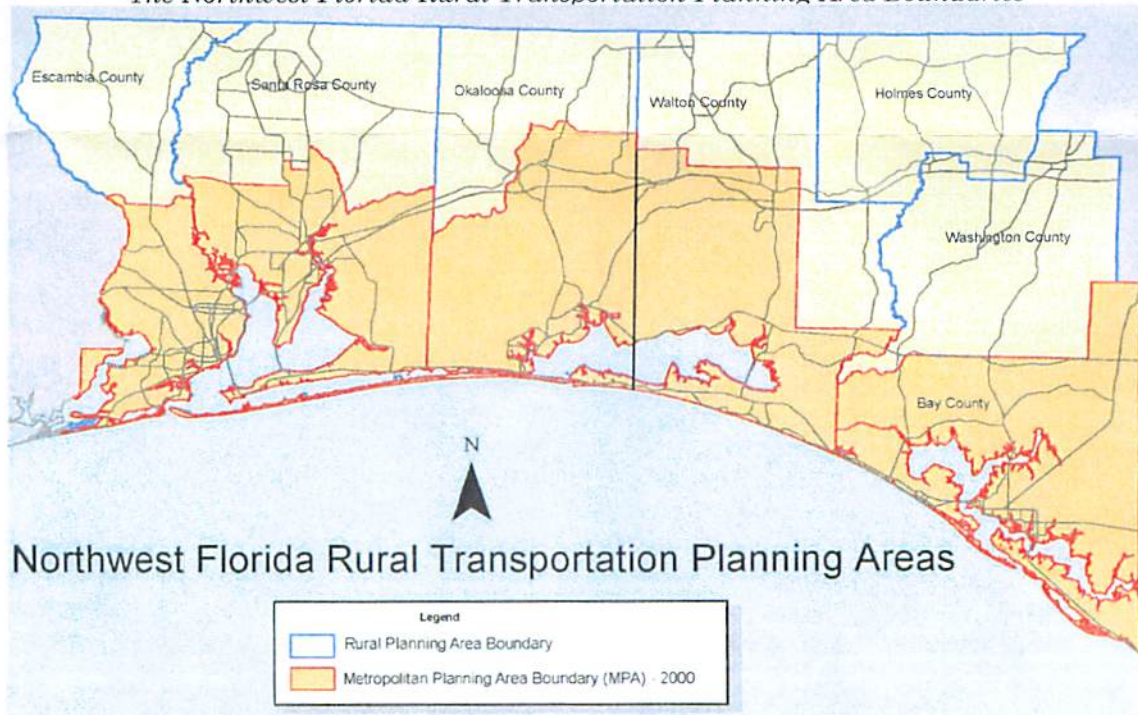
Rural Work Program Liaison

A partnership



The West Florida Regional Planning Council (WFRPC) is serving as a liaison between the State of Florida's Department of Transportation (FDOT) and the Counties (or portion of counties) not represented by a Transportation Planning Organization (TPO), to receive input into the Department's Five Year Work Program.

The Northwest Florida Rural Transportation Planning Area Boundaries



The Rural Work Program Liaison:

- *Receives input and comments from rural areas of Escambia, Holmes, Okaloosa, Santa Rosa, Walton and Washington Counties*
- *Communicates comments from each County back to the FDOT District 3 Work Program Staff*
- *Distributes information about funding programs and eligibility*



4081 E. Olive Road, Suite A
Pensacola, FL 32514

For more information contact
Mary Beth Washnock
Phone: 850-332-7976 x 228
Marybeth.washnock@wfrpc.org

The mission of the West Florida Regional Planning Council is to provide professional planning, coordinating, and advisory services to local governments, state, and federal agencies and the public in order to preserve and enhance quality of life in Northwest Florida.

**PENSACOLA URBANIZED AREA/
ESCAMBIA COUNTY**

**TEN YEAR
TRANSIT DEVELOPMENT PLAN (TDP)**

UPDATE JULY 2010

PREPARED FOR

**THE ESCAMBIA COUNTY BOARD OF COUNTY
COMMISSIONERS**

**FLORIDA – ALABAMA
TRANSPORTATION PLANNING ORGANIZATION
and the**

FLORIDA DEPARTMENT OF TRANSPORTATION

BY

ESCAMBIA COUNTY AREA TRANSIT (ECAT)

** Marks changes implemented in 2009/2010

UPDATE OF IMPROVEMENTS IMPLEMENTED BY ECAT SINCE 2006 - 2010

Information in this Update is provided in the format recommended by Chapter 14-73.

A. Past Year's accomplishments compared to original implementation program.

The original TDP plan recommended the implementation of the COA study in regards to the route restructuring and transit transfer center development during the first two years. The route restructuring has been completed, however numerous difficulties have been experienced. Service delays, caused by passenger confusion and heavy traffic on some routes, resulted in numerous passenger complaints to ECAT and the County Commissioners. This resulted in various fix attempts, including adding additional buses to several routes. This unfortunately resulted in cost over runs and additional complaints. Additionally, transfer facility amenities were not in place causing more passenger complaints. The second year, FY07, began to see some improvements. Passengers regained confidence in the system as the BCC and City funded the transit budget for a satisfactory service level, and riders began to see improvements in service reliability. A Citizen's Advisory Committee (CAC) was formed by the BCC and tasked with the responsibilities to recommend a desired service level, improvements and a dedicated funding source. The report was presented to ECAT in 2008. In the report many ideas for dedicated funding were found, but only a gas tax seemed viable. **Since 2010, ECAT has worked toward reaching the goals present in the TDP and has made major improvements in reaching those goals.

B. Analysis of any discrepancies between the plan and its implementation for the past year and steps that will be taken to attain original goals and objectives.

Implementation was delayed due to several factors, including a rush to implement the plan. Transfer facilities were not provided any lead-time, therefore all have been delayed. A real problem involves the Westside Transfer Facility. The originally envisioned sites have proven to be unsatisfactory or too expensive. Also, ECAT does not use the Westside Transfer Facility because it is not conducive to the radial/grid service currently implemented at ECAT. ECAT is in the process of a land use agreement with PJC and the stop has been moved to

Underwood from College Blvd. The Downtown Transfer Facility was installed in 2008 with the use of a COA-Shelter. In January 2008 ECAT instituted a fare increase and started major revisions to its route structure. Also in January Route 61 was eliminated due to fiscal constraints but re-implemented in May 2008. In May 2008, route revisions continued and finished with a significant number of route changes in October 2008. Also with the route restructuring a bus stop overhaul took place in which signage positions and locale were examined and changed if needed.

C. Any revisions to the implementation for the coming year.

**Plans for FY11 are currently dependent on the proposed County Mass Transit Budget. The County is currently predicting a severe shortfall, and all departments have submitted a budget at reduced FY11 levels, with some adjustments to the route structure. ECAT has submitted projects to FDOT under the Service Development projects to help ECAT financially to reach the goals stated in the TDP. Starting in FY10 ECAT will be working with the West Florida Regional Planning council to conduct a major update to the TDP, which could include new goals.

Revised implementation program for the tenth year.

**Starting in FY10 ECAT will be working with the West Florida Regional Planning council to conduct a major update to the TDP, which could include new goals.

D. Added recommendations for the new tenth year of the updated plan.

**Starting in FY10 ECAT will be working with the West Florida Regional Planning council to conduct a major update to the TDP, which could include new goals.

E. A revised financial plan.

See attached.

F. A revised list of projects or services needed to meet the goals and objectives.

The current financial constraints preclude an intelligent revision of the goals and objectives at this time.

TRANSIT STRATEGIC INITIATIVES

(These correlate with recommendations submitted in the TDP)

1. Implement recommendations of the Comprehensive Operational Analysis (COA) (Goal 1, Initiative A)

Implementation of COA recommended Phase One of the restructuring began in March 2006, with Phase Two scheduled in June-August time frame, however this was delayed and was integrated with the Phase 3 changes in February 2007. Numerous problems were encountered: i.e. late runs due to heavy ridership on some routes, passenger confusion with schedules and connections, and transfer facility problems. Almost all routes experienced difficulties. The original COA restructured service was not very popular with local government, riders, and ECAT staff; however, adjustments to ECAT's routes has resulted in improved service and a decline in passenger complaints. These revisions started in January 2008 and were concluded in October 2008.

2. Develop transit centers on Mobile Highway, Cordova Mall, and Target on Nine Mile Road (Goal 1, Initiative D)

Permanent shelters for Downtown have been setup and Pensacola Junior College is in the process of a land-use agreement with ECAT. There is no longer a transfer center on the Westside of Pensacola. Installation of benches, shelters and other amenities will be scheduled as ridership patterns are determined and funding is available. ECAT has moved out of Cordova Mall due to increased complaints from mall management about transit buses entering the mall. Currently ECAT is partnering with other county organizations for bus shelter funding assistance.

3. Develop transit corridors based on ridership intensity (Goal 1, Initiative C)

This is also an initiative to be implemented in years 2 through 6 and will be evaluated as soon as ridership patterns are determined on the revised service routes.

4. Eliminate clockwise/counterclockwise route configurations in favor of bi-directional routes (Goal 1, Initiative D)

The only route currently running clockwise/counterclockwise is Route 58. **On July 11, 2010 ECAT split route 58 into two routes using the same resources. There is no longer a clockwise/counter clockwise configuration on this route.

5. Initiate new service to Perdido Key via the west transit center at Mobile Highway (Goal 1, Initiative E)

On May 22, 2009 ECAT implemented the Perdido Key Express. Although ridership is low, ECAT is hopeful through marketing ventures the ridership will increase. Currently the route runs along Perdido Key and connects with Target/Walmart on Gulf Beach Highway and Sorrento Road. At this locale, riders can transfer to Route 58, which will bring them into the downtown transfer center.

6. Initiate new service to Milton via the north transit center at Target on Nine Mile road (Goal 1, Initiative F)

Although the high fuel cost has resulted in increased interest in this initiative, fiscal constraints have slowed ECAT's implementation of this service. **Planning is currently in progress to implement some service through the JARC and New Freedom FTA programs. ECAT is also involved in the TPO's Long Range Transportation Plan which shows express service to and from Milton.

7. Establish a transit hub in Navarre to connect Escambia residents with Navarre as well as connect with Okaloosa County Transit (OCT) (Goal 1, Initiative G)

Although the high fuel cost has resulted in increased interest in this initiative, fiscal constraints will probably delay serious consideration of the service for several years. When all parties are ready, the most likely segment to develop first will be the segment between Navarre and the military bases in Okaloosa County. The Base Realignment Committee of 2005 (BRAC 2005) actions will bring additional military and civilian personnel to Okaloosa and eastern Santa Rosa County. US 98 is already congested. If congestion persists or increases, transit service may become a more favorable option for travel from the Navarre hub to the east. Eventually, service is expected to expand from the Navarre hub to the west. **ECAT is also involved in the TPO's Long Range Transportation Plan which shows express service to and from Navarre.

8. Establish future transit service to the west including Innerarity Point and Lillian, AL (Goal 1, Initiative H)

Although marketing efforts were made with great support from the TPO, ridership was very low and eventually the service was terminated. **The Perdido Key Express now services Innerarity Point.

9. Enhance service between Pensacola, Gulf Breeze, and the Pensacola Beaches (Goal 1, Initiative I)

**ECAT currently runs Route 61, which begins at the ECAT transfer center and runs through Gulf Breeze to Pensacola Beach. The route is scheduled for two runs a day, one in the morning and one in the afternoon. This route connects with the Downtown Transfer Center, Park-n-Trolley lot, Gulf Breeze Hospital, and the Pensacola Beach Boardwalk. On May 29, 2010 ECAT implemented the "Beach Jumper" which is an express service from Downtown Pensacola to Pensacola Beach. This Service has limited stops in Gulf Breeze.

9. Expand service on Pensacola Beach to 7 days during high tourist season (Goal 1, Initiative J)

Pensacola Beach Trolleys currently run three days a week: Friday, Saturday, and Sunday; mid-May through Labor Day. Fiscal constraints and concern for the need of the service are the major reason for not pursuing further advancements.

10. As fixed-route expands, initiate paratransit feeder services to the main regional transit centers (Goal 2, initiative A)

This initiative will be evaluated after all restructured route service is complete and a thorough analysis of the recommendation is complete.

12. Provide a network of reasonable transit and paratransit connections to Santa Rosa County (Goal 2, Initiative B)

Although the high fuel cost has resulted in increased interest in this initiative, fiscal constraints will probably delay serious consideration of the service for several years. Discussions concerning this service are ongoing between ECAT, West Florida Regional Planning Council, and the Florida-Alabama Transit Planning Organization staffs. The success of the park and ride lot at Avalon Boulevard and I-10 shows that Santa Rosa commuters are ready to consider other travel options. Building on the Transit Feasibility Study completed in 2008, efforts should continue to plan and implement express routes between Santa Rosa park and ride lots and Pensacola. Paratransit service could also be planned to connect to

express pick up points. **A new park and ride lot has been constructed on Scenic Highway to help commuters with access to and from Santa Rosa County. ECAT provided its bus dimensions and input to FDOT in the planning process of the park and ride. ECAT is also involved in the TPO's Long Range Transportation Plan, which shows express service to and from Milton.

13. Encourage those paratransit passengers whose origins and destinations are equally accessible through use of ECAT to use fixed-route service instead of paratransit (Goal 2, Initiative C).

This is an ongoing project and is constantly being reviewed by ECAT and the CTC staffs. The program continues to show significant results. **ECAT has applied through the West Florida Regional Planning council for New Freedom funds. With these funds ECAT has plans to create a Mobility Manager position who will help ADA persons who use transit or paratransit services.

14. Create a communications program. (Goal 3, initiative A)

Fiscal constraints have slowed implementation of this initiative.

15. Intensify marketing efforts to one-car households. (Goal 3, Initiative B)

Fiscal constraints have slowed implementation of marketing efforts.

16. Intensify marketing efforts to military personnel. (Goal 3, Initiative C)

Discussions are ongoing between the ECAT Marketing Director and representatives of several military organizations; i.e. The Naval Air Station, Naval Air Technical Training Center and Marine Aviation Training Support Group 21. All units are interested in increased service, however funding constraints are a prime consideration at this time. ECAT has used combined efforts with Pensacola NAS to market to military personnel.

**On May 29, 2010 ECAT implemented an express service from Pensacola NAS to Cordova Mall. ECAT considers this route a success due to the high number of passengers.

17. Intensify marketing efforts to seniors. (Goal 3, Initiative D)

**ECAT has applied through the West Florida Regional Planning council for New Freedom funds. With these funds ECAT has plans to create a

Mobility Manager position who will help ADA persons who use transit or paratransit services.

18. Intensify marketing efforts to employers and employees (Goal 3, Initiative E)

This initiative is being evaluated and is beginning to generate more interest with County staff. **ECAT is also in the process of meeting with various employers such as Pensacola NAS and Navy Federal Credit Union.

19. Engage ECAT riders with significant public involvement initiatives for new service changes as recommended by the COA (Goal 3, Initiative F)

Presentations and information are provided at many community events during the year, such as the Senior Expo, the Family Expo, Chamber of Commerce, mall events, University of West Florida and Pensacola Junior College orientation, local service and business clubs, and neighborhood meetings.

20. Procure automatic passenger counters (APCs) for 10 percent of ECAT fleet (Goal 3, Initiative G)

**ECAT is currently looking at purchasing 10 APC on the Fiscal Year 2010 5307 Grant.

21. Create web-based sales of transit passes and other fare media (Goal 3, Initiative H)

In the summer of 2008, ECAT instituted the use of credit cards online and at the ECAT offices and ECAT transfer center.

22. Procure a web-based trip planning system (Goal 3. Initiative I)

Project on hold. GPS and manpower constraints.

23. Farebox Recovery Ratio. (HB 985 New Requirement)

**ECAT ridership/ revenue decreased after Hurricane IVAN hit in September 2004 due to extensive hurricane damage resulting in required relocation of many citizens, and loss of normal employment opportunities. The situation was further exacerbated by a 50% fare increase that was

scheduled for January 2005. Ridership decreased from 1,596,038 in FY04, to 1,215,737 in FY05, to 1,182,084 in FY06, and to 1,017,408 in FY07 before beginning to increase in FY08 to 1,054,637. FY08 revenues versus operating costs for fixed route service calculated to a Farebox Recovery Ratio of 20.9%, then for FY09 Farebox Recovery Ratio improved to 22.7%, and FY10 Farebox Recovery ratio is projected to end at 23.3%.

Recent increases in ridership has resulted from a comprehensive marketing strategy implemented in an effort to expand awareness and as an incentive to increase ridership and farebox revenues, tightly controlled and managed budgets and costs, and service development projects such as a West Side route, a Perdido Key route, and recently instituted Pensacola Beach jumper and Navy base express routes. Recent months in 2010 have reflected increases over the same periods in 2009 of between 9% and 12%. Currently planned route additions and further enhancements to existing routes to be implemented in 2010 are expected to contribute to improved ridership and farebox recovery for the remainder of 2010 and into 2011.

NOTE:

Escambia County experienced severe budgetary constraints for FY09-FY10, and the ECAT Mass Transit Budget could be again required to maintain current levels of service in FY11 with local Escambia County contribution not increased over what was authorized for FY10 - even in the face of decreased grant funding, potential decreases in advertising revenue, and the continued absence of financial contribution support from the City of Pensacola. If that flat contribution funding ensues, ECAT may need to curtail new and enhanced service plans or have to cut service.