PENSACOLA BEACH
SANTA ROSA ISLAND AUTHORITY

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W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: January 24, 2011

RE: Minutes of January 21, 2011 Trolley Sub - Committee Meeting

A Trolley Sub - Committee Meeting was held on Thursday, January 21, 2011 at 10:00 a.m. Mr. Dave Pavlock, Chairman, called the Meeting to order.

Committee Members that were present are as follows:

- Mr. Dave Pavlock
- Ms. Lila Cox
- Ms. Sharon Hollar in place of Mr. Nathan Hollar
- Mr. Jeff Elbert
- Ms. Judi Purcell
- Charlene Meyer

Mr. Bob West, SRIA Public Safety Director and Ms Jayne Bell, SRIA Administration Director also were in attendance.

The Sub – Committee reviewed the minutes from the previous meeting and listed the items in order of most effective and highest impact to increase ridership. All of the Sub – Committee members agreed that better signage, advertisement, possibly fewer stops with more consistent routes and times and additional days and hours of operation were areas that needed to be focused on.

Mr. Gordon, ECAT, recommended against open air trolleys because they create a maintenance issue. He stated that the air conditioners burn up and corrosion from the environment.

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Mr. Theo Lettman, ECAT, Director of Transportation wished to inform the Sub Committee that the cost to lease new trolleys would be approximately $5,500.00 per month and the cost to purchase new trolleys $400,000.00 per Trolley. He also stated that the "next bus" application was very expensive.

Mr. Pavlock stated that ECAT was favorable regarding having music on the trolleys. He also asked ECAT representatives what the cost would be for re figuration of the current trolleys (Paint or vinyl wraps). He suggested something that clearly stated "free trolley"

Ms. Cox stated that she had been on a trolley committee last year for the Pensacola Beach Chamber and had ridden the current routes. She felt there were some stops that should be eliminated and would encourage prioritizing the stops for better utilization.

Ms. Beverly McCay was ill and unable to attend the meeting but emailed the results of her survey from other Hoteliers and Rental Agencies regarding what they would be willing and able to do as far as funding, advertisement ect... for Trolley's. Mr. Pavlock read her findings aloud to the other Sub – Committee members for their review.

It was discussed that each stop must be ADA compliant because they are located on State roads also that an increase to the current $100,000.00 SRIA budget for trolleys would require a budget amendment from Escambia County.

Mr. Pavlock asked Mr. West and Ms. Cox meet together to go over the current routes and stops and determine which stops should be eliminated and which stops benches should be placed and report back to the Sub – Committee.

A lengthy discussion followed

The Trolley Sub - Committee agreed the next meeting would take place on Thursday, February 3rd, 2011 at 10:00 a.m. and the focus would be 1) the Cost of two (2) trolleys running seven (7) days per week from 10:00 a.m. to midnight. 2) Identifying major stops and areas that can support benches and additional signage. 3) Identifying all pull offs 4) the cost of the "Next Bus" program.

There being no further business, the meeting was adjourned.

W. A. "Buck" Lee
Executive Director

WAL:mb

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