



## **LAKE MARY CITY COMMISSION**

**Lake Mary City Hall  
100 N. Country Club Road**

### **WORK SESSION**

**THURSDAY, APRIL 07, 2016 6:00 PM**

#### **1. Items for Consideration**

##### **A. Mobility Alternatives**

#### **2. THE ORDER OF ITEMS ON THIS AGENDA IS SUBJECT TO CHANGE**

**Per the direction of the City Commission on December 7, 1989, this meeting will not extend beyond 11:00 P. M. unless there is unanimous consent of the Commission to extend the meeting.**

**PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY ADA COORDINATOR AT LEAST 48 HOURS IN ADVANCE OF THE MEETING AT (407) 585-1424.**

**If a person decides to appeal any decision made by this Commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may 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. Per State Statute 286.0105.**

**NOTE: If the Commission is holding a meeting/work session prior to the regular meeting, they will adjourn immediately following the meeting/work session to have dinner in the Conference Room. The regular meeting will begin at 7:00 P. M. or as soon thereafter as possible.**



## MEMORANDUM

DATE: April 7, 2016

TO: Mayor and City Commission

FROM: Tom Tomerlin, Economic Development Manager

VIA: Jackie Sova, City Manager

SUBJECT: Mobility Alternatives

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### **BACKGROUND:**

Mobility throughout the City of Lake Mary is an item in need of continuous planning and investment. The SunRail Commuter Rail system began regular service in May 2014, and this new transportation mode has already had a transformational effect on the City. This is evidenced by new transit-oriented development occurring adjacent to the SunRail Station stop. Additionally, the Lake Mary SunRail stop has consistently achieved the highest ridership numbers among the four Seminole County station stops. Despite this success, the City must continue to refine and grow our transit options.

The need to further develop and strengthen a local feeder service for SunRail is an important goal. Furthermore, the ability to better connect all of the City's activity centers with mobility options should help the local economy and contribute to the quality of life.

In this regard, the City has implemented the following:

- Recognizing that Lake Mary's primary employment base is spatially associated with the Interstate 4 area, the City adopted the Agency Vanpool Grant Program in April 2014. This grant program is intended to encourage employer participation in the LYNX Agency Vanpool program. This matching grant offsets half of the lease payment associated with a rental. To date, no employers have sought this grant despite significant outreach efforts by the City and FDOT's ReThink service.
- The City continues to work with regional bus service provider, Lynx. The Link 45 bus route is the primary line traversing the City and servicing the Lake Mary SunRail stop. The City has persistently encouraged Lynx to extend Link 45

northward of its current terminus at the Seminole State College at Heathrow campus. Finally, it appears Lynx will be considering this adjustment at its April 2016, Board meeting.

- The City has adopted a transit-oriented design (TOD) master plan for the area surrounding the SunRail Station stop. This plan enables development to occur at a density and intensity supportive of transit.

While this represents good progress, the purpose of this work session is to discuss new mobility programs.

### **DISCUSSION:**

New programs that address mobility have recently gained traction in Central Florida. More specifically, the following options will be presented and discussed at the work session:

- Commuter Vanpool Program. Consider extending the City's Agency Vanpool grant to the regular Commuter Vanpool administered by Lynx.
- The City of Altamonte Springs - Uber Subsidy Pilot Program. Consider a piggyback contract (interlocal agreement) onto this first in the nation one-year pilot program.
- Bike Share Program. Consider the feasibility of this option as both a recreation and mobility program for the City.

### **RECOMMENDATION:**

That the Mayor and City Commission provide feedback on how to proceed with the three new mobility options presented in the work session. Specific direction is needed regarding an interlocal agreement between the City of Lake Mary and Altamonte Springs for implementation of a one-year subsidy pilot program with Uber.

Direct staff to prepare appropriate follow-up action to implement Commission direction.

### **ATTACHMENTS:**

- PowerPoint Slideshow on Mobility Options

# City of Lake Mary Mobility Work Session

April 7, 2016



## Outline

- Update on Current Initiatives
  - TOD Plan (e.g., Station House)
  - Agency Vanpool Grant
  - Lynx Cooperation
- New (Potential) Initiatives
  - Commuter Vanpool
  - Uber Subsidy - Altamonte Pilot Project
  - Bike Share Program



# TOD Plan



# Agency Vanpool Grant



## ARE YOU READY FOR SUNRAIL?

HOW WILL YOUR EMPLOYEES GET TO AND FROM THE LAKE MARY STATION STOP?

**New Vanpool grant offered by City of Lake Mary!**  
The City of Lake Mary's VanPool Grant is a pilot program designed to help facilitate the movement of employees to and from the Lake Mary SunRail Station Stop located at 2200 W. Lake Mary Boulevard. The program provides a matching grant subsidy to help offset the monthly lease cost associated with the LYNX Agency VanPool Program.

**Qualifications**  
An Agency (i.e., business) must be within the City of Lake Mary, and provide a connection to the Lake Mary Station Stop.

**Funding Level**  
The Lake Mary VanPool Grant provides lease/rent assistance on behalf of qualifying employers up to one-half of the monthly lease payment for an Agency Van. The funding is provided for up to twelve (12) consecutive months. The maximum total subsidy per business is \$4,140.

### How the Agency VanPool works

An organization or business leases a van from LYNX® to provide transportation to employees or clients.



Call LYNX at 407-843-POOL [www.golynx.com/riding-lynx-van-pool.stml](http://www.golynx.com/riding-lynx-van-pool.stml)

Riding SunRail and participating in the VanPool will:

Give transportation options to your employees

Provide door-to-door service

Help reduce traffic on area streets

Be an added benefit in your recruiting efforts

### FOR MORE INFORMATION CONTACT:

Tom Tannen  
tomert@lakemaryfl.com  
407-583-1426

City of Lake Mary  
100 N. Country Club Road  
Lake Mary, FL 32746

## VanPool with LYNX®

### How the Agency VanPool works

An organization or business leases a van from LYNX® to provide transportation to employees or clients.

#### Lease Includes

- ✓ Vehicle
- ✓ Maintenance
- ✓ Insurance
- ✓ Month-to-Month agreement (no long term contracts)
- ✓ Routes and frequency are determined by agency leasing vehicle
- ✓ Agency pays for fuel cost and provides their own driver (one or multiple)

#### Benefits

- No capital cost to purchase vehicle
- Wear-and-tear included in lease
- Program covers all maintenance costs
- Insurance is included
- Great benefit for employees
- Direct route/door-to-door service option

#### Pricing and Sizes

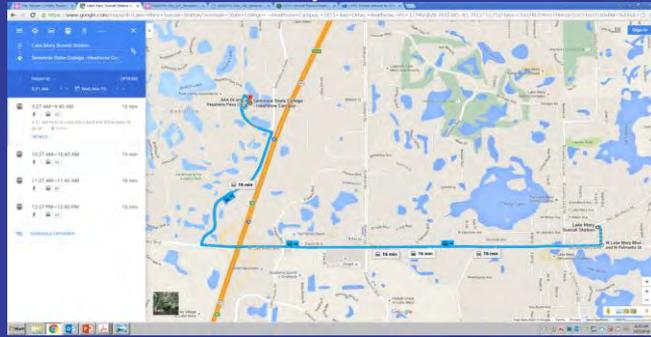
- 7 passenger
- 10 passenger
- 12 passenger
- 15 passenger

**\$690**

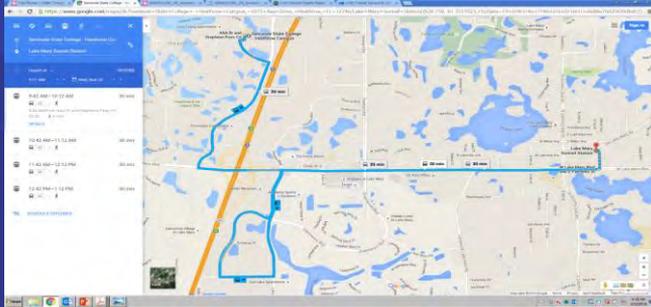
for more info call  
**[407] 843-POOL**

### Lynx 45

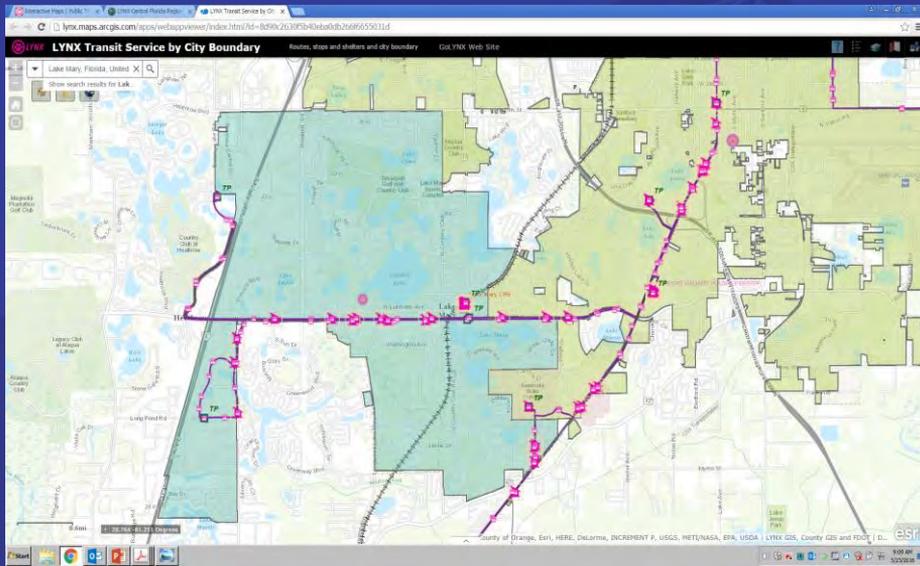
Westbound



Eastbound



### Lynx 45



# Lynx 45 Adjustment

- LYNX has proposed making system-wide efficiencies effective April 24, 2016.
- **The LYNX Board of Directors (BOD) will vote on the service change proposal at their 1 p.m. April 14 meeting in the LYNX Central Station 2nd Floor Board Room.**
- **Link 45 Service Change** – Lake Mary (Seminole County) – Service will be extended north on International Parkway to H.E. Thomas Jr. Parkway. Minor schedule adjustments.



## Dominant Commuter Transportation Modes --Walking and Biking Excluded-- D=Destination

### One Mode ☺

- Car → D (dominant pattern)
- Bus → D
- Sunrail → D (Station House)
- Uber → D
- Vanpool → D

### Two Mode ☺

- Car → Sunrail → D
- Bus → Sunrail → D
- Car → Vanpool → D (common Vanpool pattern)
- Sunrail → Bus → D (Station House)
- Sunrail → Vanpool → D (LM Vanpool)
- Sunrail → Uber → D
- Uber → Sunrail → D

### Three Mode ☺

- Car → Sunrail → Bus → D
- Car → Sunrail → Vanpool → D (LM Vanpool)
- Car → Sunrail → Uber → D (Uber Subsidy)
- Bus → Sunrail → Bus → D
- Uber → Sunrail → Uber → D



# Regular Commuter Vanpool

**Share the Ride –  
Join a Vanpool**



**What's a vanpool?**

A vanpool is a group of people who commute to work together on a regular basis, using a vehicle leased through a transit agency or private provider.

Vanpools can be good options for commuters who:

- ▶ Have at least a 30 minute drive to work
- ▶ Travel more than 25 miles one-way to work
- ▶ Have a constant work schedule
- ▶ Want to save money
- ▶ Are interested in decreasing their carbon footprint

Typically, one person is the "primary driver" and gets to take the van home. The vanpool group works out the schedule and agrees on a route.

**What does it cost?**

The monthly fee is determined by the vehicle size, monthly mileage and vehicle amenities. It covers maintenance, insurance, roadside assistance and administrative costs, but doesn't include gas or tolls. These expenses are divided among participating riders or paid for by their employers.

**Why would I want to vanpool?**

- ▶ Participants see an average yearly savings of \$5,000, compared to driving alone.
- ▶ You'll be able to sleep, read or relax during your commute.
- ▶ One vanpool removes as many as 14 vehicles from the road—and their emissions from the air.

**reThink**

Learn more: Visit [reThinkYourCommute.com](http://reThinkYourCommute.com) or call 1.866.610.RIDE (7433).

facebook.com/reThinkYourCommute    twitter.com/reThink\_CFL

**LYNX**

**VanPool**  
with LYNX®

**What is VanPool?**

VanPool is a great option to connect employees to their workplaces from home or a SunRail Station.

**How does VanPool work?**

- ▶ A group of 4 to 15 people commute together on a regular basis
- ▶ One primary driver and at least one alternate
- ▶ Group determines daily schedule & route

**Benefits:**

- ▶ Save time and money
- ▶ Enjoy a stress free commute
- ▶ Decrease carbon dioxide emissions
- ▶ Reduce wear and tear on your personal vehicle



**VanPool Features:**

Luxurious, well-equipped commuter vehicles complete with Florida auto liability insurance, scheduled preventive maintenance and repairs (including tires) and a fuel card.

**Prices:**

- ▶ 7-8 Passenger Traverse: \$490
- ▶ 10 Passenger Van: \$510
- ▶ 12 Passenger Van: \$540
- ▶ Agency Van: \$690



for more info call  
**(407) 843-POOL**

## Commuter Vanpool

- The monthly fee includes maintenance and insurance.
- A volunteer driver(s) from amongst the group drives the van.
- The fees are typically split evenly among riders and drivers.
- The lease for the commuter vanpool allows for one round-trip, typically to work and back home.
- The "one round-trip" limit is what keeps the insurance rate lower than the agency model.



## Incentivizing the Commuter Vanpool Program

### Challenges

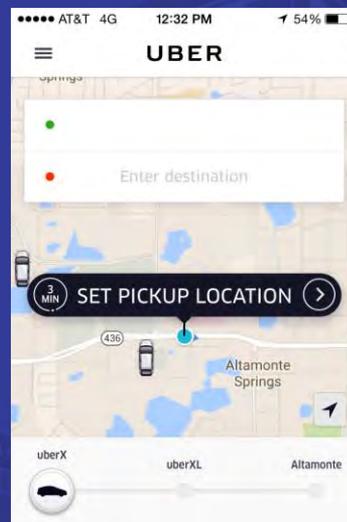
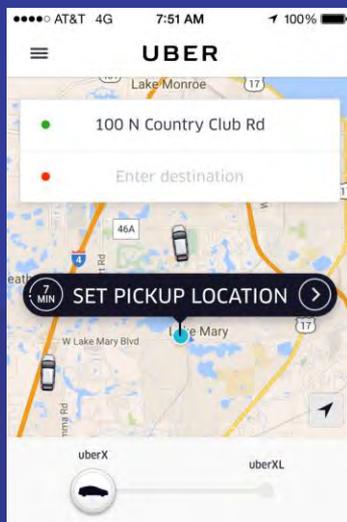
- leased to group of commuters
  - Not tied to employer
- Van likely spends:
  - day in parking lot of employer,
  - night in someone's driveway or commuter lot
- One round trip

### Considerations

- Some riders (e.g., half) must be Lake Mary Residents
- The Van must travel to a Lake Mary Employer
- Sunrail?

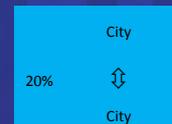
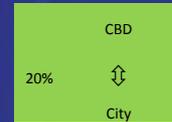
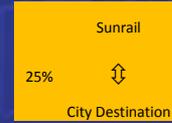


## Altamonte's Uber Pilot Program



## The Uber Subsidy (20-25% subsidy of first \$25)

- City pays 25% of ride when:
  - Trip begins/ends at Sunrail Station, and
  - Trip begins/ends somewhere Citywide
- City pays 20% of ride when:
  - Trip begins/ends at CBD, and
  - Trip begins/ends somewhere Citywide
- City pays 20% of ride when:
  - Trip begins and ends somewhere Citywide



## Altamonte Springs Program

### Potential Benefits

- Vehicle Miles Traveled
- Congestion Management
- Additional 'SunRail Feeder' and 'Last Mile Provider'

*To be determined at end of Pilot*

### Details

- City invoiced monthly by Uber
- Anonymized monitoring reports (trips, duration, distance, fares)
- Interlocal Agreement being drafted by Altamonte Springs for Piggy-Back
- Program also includes incentive for Vehicle for Hire Businesses equal to the cost of their BTR



Subsidy projection is based on the average trips inside of each City over the past three months with the same subsidy rates/amounts if you piggy-backed on AS contract

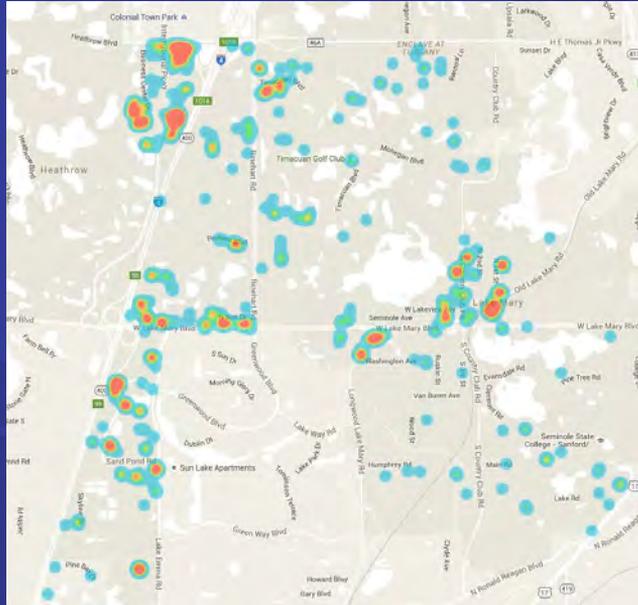
City	Average Subsidy per Month based on the average over the past 3 months	Cost of Subsidy for one year pilot	If ridership DOUBLED during the pilot	Note
Casselberry	\$ 570.00	\$ 6,840.00	\$ 13,680.00	
Lake Mary	\$ 375.00	\$ 4,500.00	\$ 9,000.00	
Longwood	\$ 265.00	\$ 3,180.00	\$ 6,360.00	
Oviedo	\$ 450.00	\$ 5,400.00	\$ 10,800.00	
Sanford	\$ 3,000.00	\$ 36,000.00	\$ 72,000.00	The airport is a generator
Winter Springs	\$ 240.00	\$ 2,880.00	\$ 5,760.00	



### POTENTIAL ANNUAL SUBSIDY AMOUNT ACCORDING TO RIDERSHIP GROWTH



# Uber Heat Map



# Bike Share

A screenshot of the Orlando Bike Share website. The page features the "Juice" logo and the tagline "200 BIKES. ENDLESS POSSIBILITIES!". The main heading is "Quick+Easy". Below this, a list of four steps describes the process: 1. Reserve on web/mobile, 2. Check out a bike, 3. Enjoy your ride, and 4. Return at your convenience. There are two prominent buttons: "HOW IT WORKS" and "BECOME A MEMBER". The background of the page shows a woman in a blue graduation gown looking at her phone. An orange bike with a "Juice" logo and a QR code is shown in the bottom left corner. The browser address bar shows the URL "https://orlando.socialbicycles.com/#how-it-works".

# Potential Bike Share Stations

