



PENSACOLA BEACH

SANTA ROSA ISLAND AUTHORITY

Board Members:

Elwyn Guernsey
Chairman

Dave Pavlock
Vice-Chairman

Vernon Prather
Secretary/Treasurer

Thomas Campanella
Acting Secretary/Treasurer

Fred Gant
Tammy Bohannon

W. A. "Buck" Lee
Executive Director

MEMORANDUM

TO: Authority Members

FROM: Executive Director

DATE: March 1, 2011

RE: Minutes of February 25, 2011 Trolley Sub - Committee Meeting

A Trolley Sub - Committee Meeting was held on Thursday, February 25, 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
- Mr. Nathan Hollar
- Ms. Beverly McCay
- Ms. Judi Purcell
- Mr. Jeff Elbert

Ms. Charlene Meyer was not able to attend the meeting.

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

Mr. Pavlock stated that he would like to follow the agenda for the meeting and began the discussion with the actual cost per hour per Trolley through ECAT is \$53.00 to \$56.00 per hour currently, a private Company.

Item # 1 - Expanding of days:

Mr. Pavlock asked for ideas from the Sub Committee members regarding times and days of the week for to expand the Trolley service.

Trolley Sub – Committee Minutes
February 25, 2011

Mr. Elbert stated that he believed it is important for the trolley to run 7 days a week during the “season”, 4p.m. to midnight.

Additional discussion followed.

Upon motion of Mr. Jeff Elbert, and seconded by Ms. Beverly McCay, the Sub – Committee recommended approval for the trolleys to run from 10:00 a.m. to 10:00 p.m. every day from the Monday before Memorial Day weekend through the second Sunday in August; and 10:00 a.m. to 10:00 p.m. on weekends only from the second Monday in August through Labor Day. (6-0)

Mr. Pavlock requested that ECAT provide a cost estimate for the new hours.

Item # 2 – Existing Routes:

Ms. Cox stated that she had done quite a bit of research and would like to propose having three trolley stations which would consist of a structure/ gazebo, bike racks, and benches. She suggested having two (2) on Via De Luna, a) the last parking lot before Portofino on the North side and b) the old Circle K property that is currently owned by the SRIA and one (1) on Ft. Pickens at the entrance of Villa Sabine near the cross.

A brief discussion followed including liability issue if trolley stops where there is no stop.

Mr. Pavlock stated that he would like to see informative signage at the trolley stops.

Mr. Hollar stated that he would not be in favor of a “big city” look for signage.

Ms. McCay suggested a tiki type of design, possibly a totem pole with tropical colors and incorporate the look in the marketing.

Ms. Tonya Ellis, Escambia County Transportation, explained to the Committee that any esthetic theme must meet D.O.T. requirements for signage and a central station would also have to be ADA compliant.

Ms. McKay stated that Ft. Pickens was not designed for trolley stops and turn off's for trolleys.

Additional discussion followed including Ms. Cox stating that she would like to see a stop between Margaritaville and Holiday Inn Express.

Item # 3 – Core Loop:

Mr. Pavlock asked that with the route undetermined, could ECAT provide a smaller trolley to serve a core area loop from hotel to hotel and if it could be used for a test run on a weekend.

Trolley Sub – Committee Minutes
February 25, 2011

Mr. Ted Woolcot, ECAT Director of Safety/Operations, stated that the smallest trolley available currently is used at UWF and has the capacity for 18-22 passengers and they could possibly make the arrangements to have it on the beach for a test but the turning radius would still be a problem.

Ms. McCay stated that there was not a core area loop in 1998 – 2003 when there was triple digit ridership of the trolleys.

Mr. Pavlock stated that the Core loop was a great idea but it was not designed for trolley's and suggested that it put on hold at this time..

The secondary items on the agenda were discussed including marketing and the Next Bus application.

Mr. Samuel Fleming and Mr. Grant Corbin representing Dynamic Apogees Solutions gave a power point presentation regarding the next bus application and explained in detail the technology involved and the effectiveness of the program.

Mr. Fleming explained the process by which the user can access information on where the trolley is and how long before it gets to the stop by using their smart phone. Also the user can obtain additional information such as restaurants and shopping with this application.

Mr. Pavlock asked what the fee would be and Mr. Fleming responded that the initial installation would be from 8 to \$10,000.00, which included GPS, wifi, labor and development of the software; and a 2 to \$300.00 monthly fee for onsite support.

A lengthy discussion followed

Bob West stated that this should be a cooperative/ collaborative effort with the Chamber.

The Trolley Sub - Committee agreed the next meeting would take place on Thursday, March 3, 2011 at 10:00 a.m. and the focus would be the preparation of a report for presentation at the March 23, 2011 SRIA Committee meeting.

There being no further business, the meeting was adjourned.



W. A. "Buck" Lee
Executive Director

WAL:mb