

City of Coral Gables City Commission Meeting
Agenda Item G-3
September 10, 2019
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Pat Keon
Commissioner Michael Mena
Commissioner Jorge Fors

City Staff

City Manager, Peter Iglesias
City Attorney, Miriam Ramos
City Clerk, Billy Urquia
Parking Director, Kevin Kinney

Public Speaker(s)

Mark Trowbridge
Mya Sampson
Nora Viñas

Agenda Item G-3 [11:50 a.m.]

A discussion regarding the Coral Gables trolley and potential funding mechanisms to extend its hours of operation to include weekends.
(Sponsored by Vice Mayor Lago)

Mayor Valdes-Fauli: G-3, the Gables trolley.

Vice Mayor Lago: Thank you, Mayor. Before you -- I know we had a pretty long discussion at the last Commission meeting in regards to this. And I just wanted to go over a few -- just really quickly and rehash just some quick points that I think are important that we need to consider if we're going to make this decision today. I think that we need to always remember what an important role the downtown plays in regards to the overall vitality of the City of Coral Gables. We get about -- over 40 percent -- around 40 percent or so of our tax base comes from the Central Business District. And I want to make sure -- and the reason why I'm bringing this up is because it's woven into not only our downtown and the vitality of our downtown and the viability of our downtown, but also into our strategic focus and our strategic plan for 2020 and 2022. Because if you look at it, for example -- I'm not sure if many of you had the chance to review this in detail. But if you look at it in reference to the customer-focused excellence, one of the main points that they mention is improved mobility and transportation safety and pedestrian experience throughout the city. One of the points, the sub-points is increased utilization rate of non-private-owned vehicle modes of transportation by six percent by 2022. Another point is decreasing the vehicle trips within the city annually by 4.75 to 2022. So, the goal is by expansion of the trolley is hopefully people will use it and we won't have -- we'll, hopefully, reduce the influx of over 700,000 cars that drive through our city on a daily basis. Also, we -- you know, ensuring the increased satisfaction with the city transit service is around 95 percent, and to have it very satisfied by 2020. So, this is examples of -- that's already within our strategic plan and these are a few points that I think are important. And we need to be also cognizant of the fact that we have the second-lowest millage rate in Miami-Dade County for a full-service city and that can be attributed to our downtown and the tax dollars that come directly from our downtown. So, I want to make sure that we do everything -- and I wish Mark would have stayed here. I know he had to step out. But I want to make sure that everybody always keeps it in consideration because we talk about the residents. And I know that we want to make sure public safety is our number-one priority, as it always is, but we need to do everything in our power to make sure that our downtown is taken care of. So...

Mayor Valdes-Fauli: Thank you.

Vice Mayor Lago: You want to talk a little bit about the financing that we're considering that requires Commission action?

City Manager Iglesias: We -- Vice Mayor, we have a -- in our current mobility fee, we have \$114,000.

Vice Mayor Lago: Yep.

City Manager Iglesias: Parking, it will take about three months to implement this, so the cost will not be for the first year, 260. It will be about \$195,000 because of the implementation period. So, 194 minus 114 is \$81,000. We do have some funding that we could obtain the \$81,000 from. If -- this could also -- this first year could be a year for a trial period and see how this works out from -- as a pilot program. If we do have the actual usage, then we can continue it. If we don't have the usage, then we can not move forward. It does -- the actual cost of it per year after that first year will be 200 -- approximately \$260,000...

Vice Mayor Lago: So, I don't...

City Manager Iglesias: Per year.

Vice Mayor Lago: And I think that's a great point. I mean, I think there's a compromise to be had here. We can do this as a pilot program, and if the numbers are truly what we expect them to be and people are using it and we have more influx coming to the downtown area and people are enjoying the downtown and the trolley facilitates that transportation back and forth -- because since we put it on and since I mentioned it in my newsletter, I've been forwarding you emails of not only individuals who use the trolley, but more importantly, residents that live within the city who say that this mode of transportation on a Saturday will bring some value to the downtown. I don't know how...

Mayor Valdes-Fauli: I...

Vice Mayor Lago: I wanted to put it on just so my colleagues -- we could have a discussion and see if we can come to an agreement.

Mayor Valdes-Fauli: I'm all for having a pilot program, but I'm not sure that it'll bring -- you know, part of my argument has always been the value of downtown for us and how...

Vice Mayor Lago: Of course.

Mayor Valdes-Fauli: It pays for 40-some percent of our budget.

Vice Mayor Lago: You brought the trolley. You brought the trolley to the City of Coral Gables.

Mayor Valdes-Fauli: I brought the trolley to Coral Gables, but I would like to have a pilot program and see how much it's going to be used.

Vice Mayor Lago: Perfect.

Mayor Valdes-Fauli: Because it is a significant expenditure. And for us to have it for three people to ride it is not worth it. And if we could have it for a certain period of time, three months, six months after implementation, then we'll look at it again.

Commissioner Keon: I agree with the Mayor. What is the total cost, did you say?

City Manager Iglesias: The cost for implementation, it would be 260 -- it would be 75 percent. It'll be nine months, of \$260,000...

Commissioner Keon: If we were to do this...

City Manager Iglesias: It'll be \$195,000.

Commissioner Keon: On a regular basis, if we were just to...

Vice Mayor Lago: 260.

Commissioner Keon: Implement this...

City Manager Iglesias: 260.

Vice Mayor Lago: A year for Saturday service. That's what the cost would be.

Commissioner Keon: \$260,000...

City Manager Iglesias: Yes.

Commissioner Keon: A year.

City Manager Iglesias: For a four-trolley Saturday service.

Commissioner Keon: Yeah, that's a -- yeah. And I'd rather see you do it as a pilot project because I think it is a lot of money that we are expending not necessarily based on any facts or anything else. It's just supposition that it would improve or would include whatever. So, I don't want to make that allocation or that decision until we have facts.

Mayor Valdes-Fauli: Have facts.

Commissioner Keon: In which to deal with. So -- I mean, I know we have -- you know, we do have the mobility fees, but if we implement this, the problem is that this is a fixed reoccurring cost to the City, and the mobility fee is not a -- we -- it is based on...

Vice Mayor Lago: It's not a reoccurring revenue.

Commissioner Keon: Construction, so it's not a...

Vice Mayor Lago: A reoccurring revenue stream.

Commissioner Keon: It's not a revenue stream that we can depend on or what the number is annually. So, we really don't know. That's a -- you know, that's not a given what that revenue stream is, but we'll know what the expenditure -- so we have...

Mayor Valdes-Fauli: We have two people...

Commissioner Keon: A better one, I'd rather us...

Vice Mayor Lago: Can I...

Commissioner Keon: See that too.

Vice Mayor Lago: Can I add some...

Commissioner Keon: So...

Vice Mayor Lago: Comment to Commissioner...

Commissioner Keon: I agree with...

Vice Mayor Lago: Keon?

Commissioner Keon: I agree with you.

Vice Mayor Lago: I don't have an issue with it being a pilot program. That's the whole point. Let's see if it works. If it doesn't work, then we -- we continue going back to the way we were as only one of the few cities in Miami-Dade County that doesn't offer the service on Saturdays, which I think is perfectly fine. If it doesn't work, I wouldn't want to spend money, especially hard-earned money in the city for something that doesn't work. My goal is to continue to give the downtown legs, to make sure that, again, that grows and that continues. Forty percent of our tax base, so just remember that. But Commissioner Keon made a very good -- a very interesting comment. She said there's no facts. Can you go over some of the facts?

Parking Director Kinney: Well...

Vice Mayor Lago: Because I think that's a strong statement to say...

Parking Director Kinney: I absolutely...

Vice Mayor Lago: There's no facts.

Parking Director Kinney: Agree. And I can give you some examples of how we've preceded before and proven things before we commit ourselves long-term.

Vice Mayor Lago: We have a study.

Parking Director Kinney: But...

Vice Mayor Lago: We have a study that we did.

Parking Director Kinney: Yeah, and I'll get to -- I actually have a PowerPoint, but based on the conversation, I think I'll just talk about a couple of specific points. One is funding. Right now, we get 2 million -- these are round numbers -- \$2 million a year. That's the City's share of the CITT. We're required by that grant of money to spend 20 percent of it on transit. And we get to spend 80 percent on whatever the budget and the Commission agrees to, so that 80 percent could be sidewalks, could be repaving, could be a number of transportation-related issues. But to date, I would say for the last four years, 100 percent of...

Commissioner Keon: Right.

Parking Director Kinney: CITT funds has gone to transit-related...

Commissioner Keon: So, we know that there are no other available funds for expansion because we're already at a hundred...

Parking Director Kinney: Outside of general fund.

Commissioner Keon: Percent, yeah. So, we know...

Parking Director Kinney: Outside of general fund.

Commissioner Keon: We're at a hundred percent.

Parking Director Kinney: Well, we also...

Commissioner Keon: Okay.

Parking Director Kinney: Know that historically CITT funds have been growing between three and six percent annually for our share. Now, our Vice Mayor Lago mentioned the 2013 study. In the 2013 study, there was a laundry list of improvements that were proposed. We have been adding -- we have been enhancing, expanding the trolley system based on those recommendations. It's just that we -- every year, the money we have, we do whatever we can.

Vice Mayor Lago: Only go so far.

Parking Director Kinney: Yeah. But we do know that moving into the future, based on past developments, there's going to be growth in that. And I will tell you weekend service and longer hours were two of the top requests from all of the surveys in the 2013 study. But I do think it's important - because that's just six years ago -- to let you guys know the things that you've approved in the past six years that are enhancements. The -- number one, in 2014, we increased the number of trolleys on the route to reduce headways. And just so -- I go into the Coral Gables Trolley app, I look at the northbound route for Miracle Mile, I see in the next 28 minutes, there are five trolleys that are going to go by the northbound stop on Miracle Mile. Well, the next one is in less than two minutes, so that's about seven-minute headways. That was a specific improvement that was recommended and requested by everybody. Seven-minute headways, you're not going to find another system in Miami-Dade County that has that kind of service. The second, as some of you may remember, McFarlane Homestead. We did the Grand Avenue extension...

Vice Mayor Lago: Extension.

Parking Director Kinney: To McFarlane Homestead. That was in 2015. That was something that we developed and implemented as part of the 2013 study. The next was the implementation of a real-time app for ridership. That's why I can tell you -- we can push any stop on the route and it will tell you when the next five trolleys are going to be there. The fourth is we expanded in 2017 to include municipal holidays. Now, there's three holidays that we knew there would be no traffic. We don't provide service on those three holidays. The -- if we look at kind of Martin Luther King

Day, President's Day, Veteran's Day, Black Friday, we do get a little bit of data. If you average those four, we're a little over 2,500 passengers a day. Now, we know from parking that our Saturday traffic is about 93 percent of what our typical weekday traffic is. It does go down a little bit, but most of the loss on Saturdays is from the big office buildings on Alhambra. The actual traffic into Coral Gables is pretty close to what it is on weekdays.

Vice Mayor Lago: I think that's a good point to mention because one of the things that -- when you talk about those three holidays where we have about 2,500 riders, we're not going out of our way to tell people that the trolleys are working. So, there's a lot of people that, again, for example, one of the points that Transit Alliance made to me was nobody knows that the City offers that service on holidays. Nobody knows -- they just already...

Parking Director Kinney: Yeah.

Vice Mayor Lago: Believe, okay, listen, the City of Coral Gables doesn't offer holiday service or weekend service. So, if we want to get to the City of Coral Gables and enjoy downtown, we've got to drive there or walk.

Parking Director Kinney: Yeah.

Vice Mayor Lago: Many people are not walking in this scorching -- in this heat. But at the end of the day, I think it's an option that the facts are simple. The facts are there. If you want to know the facts, read the 2014 (sic) study. The 2014 (sic) study says that there's already a need and this is a step in the right direction. Like you said, the CITT, what we talk about and the TPO, 20 percent of the monies from the half-penny are being used. We've exhausted those monies.

Parking Director Kinney: Right.

Vice Mayor Lago: Do I want to use general funds? No. I would love to just only use the half-penny. But if we want to continue to grow our downtown and we want to continue to keep that resource alive and well, we need to give them as much options and as much opportunities as possible.

Parking Director Kinney: And I do think this gives us an opportunity to prove that there's a...

Vice Mayor Lago: Yeah.

Parking Director Kinney: Market there.

Vice Mayor Lago: And if it doesn't work, we take a step back.

Parking Director Kinney: And I don't mean to speak for Mark or Taci, but I will say, in the 2013 study, the business community did support the idea of later hours and Saturday service, but those weren't the only things they supported. And some of the things that we have done are also things that they supported.

Commissioner Keon: Yeah. I can see a real need for the later hours because I think people would stay downtown after work. And you know, as long as they could commute back to the Metrorail, if that's how they arrived here. If they come to work in the morning on the Metrorail and then take the trolley into the city, I think it would -- I -- I think that's a big bonus...

Vice Mayor Lago: Yeah.

Commissioner Keon: To increase the hours to like 10 o'clock. And I also think it really helps with service workers and people in the downtown that are servicing restaurants and entertainment...

Parking Director Kinney: Right.

Commissioner Keon: And other things. It gives them an opportunity, a means to move. So, what I'm asking is in the study that you're looking at, are you both increasing the hours to 10, or are you just doing weekends? What are we doing?

Parking Director Kinney: Right now, we're just talking about adding Saturdays at our current schedule.

Vice Mayor Lago: The cost -- would you like to go over what the cost to increase to 10 o'clock would be?

Parking Director Kinney: The cost to...

Vice Mayor Lago: Which you gave us...

Parking Director Kinney: Go to 10 o'clock...

Vice Mayor Lago: Last -- you gave us...

Parking Director Kinney: Six days a week...

Vice Mayor Lago: Two weeks ago.

Parking Director Kinney: Would essentially be another 250...

Vice Mayor Lago: Yeah.

Parking Director Kinney: \$260,000.

Vice Mayor Lago: Significant.

Commissioner Keon: Right. But so, I -- you know what I -- so, when we're looking at -- I mean, you'll figure it out based on the information you get. So, if I'm choosing between what do I do, what do I study and you have a pilot program that looks at, you know, just the weekends, when do you do the pilot program that looks at going to 10? And so, how do you prioritize what is the better investment...

Vice Mayor Lago: Well, they did.

Commissioner Keon: In the City?

Vice Mayor Lago: They did. They asked ridership, and ridership -- basically, their number -- their two top responses were?

Parking Director Kinney: The number-one response was weekend service.

Vice Mayor Lago: There you go.

Parking Director Kinney: The number two response was later hours. So...

Vice Mayor Lago: So, the number one...

Commissioner Keon: And I'd like to see...

Vice Mayor Lago: In that order.

Commissioner Keon: How that -- I mean, that was a question, and I'd like to see how that bears out in actual use. And so, you know, what is the best service that we invest in if -- you know, if we can do both, it's fine. If we don't have the dollars to do both, where do we start? That's all I'm asking.

Vice Mayor Lago: If -- I've been working on this for some time now. So, first off, what I recommend is you read the 2014 (sic) study. You'll get more of an idea of where we stand, and I think it's important that you read that. And the second thing I need you to read is the strategic plan for 2020 to 2022. When your own strategic plan for 2020-2022 highlights clearly increasing the utilization route of non-privatized owned vehicles, again, you're sending a clear message that you want to extend the trolley. You're not going to extend the Metrorail, are you? That's not part of our jurisdiction. But just read those two studies and you'll get more of an idea of where we stand. And now, in reference to the issue of the weekends, the weekends and the issue of potentially offering a later option, I'm in favor of both, if we could find the money. But the mobility fee is a piece of legislation that I brought. So, a portion of that money that's going to go is going to pay for this nine-month study. And if it works, it works. If it doesn't work, then we could find something else for that money.

Mayor Valdes-Fauli: That's...

Vice Mayor Lago: And we could take a step back.

Mayor Valdes-Fauli: That's the issue that's before us now...

Vice Mayor Lago: But if I just may...

Mayor Valdes-Fauli: Saturday.

Vice Mayor Lago: If I just may -- may just finish one more comment.

Mayor Valdes-Fauli: Yes, please.

Vice Mayor Lago: When you have the BID that's in favor of this, I want to have Mark also give his comments in regards -- I know that he hasn't gotten formal approval from the entire Chamber, but I want to know what the business community, their opinion of this option -- of this pilot program, this nine-month pilot program.

Mark Trowbridge: And Kevin, remind me, in terms of the survey, was that done in the 2013 or is that a newer...

Parking Director Kinney: Yes.

Vice Mayor Lago: Yes.

Parking Director Kinney: I would...

Vice Mayor Lago: Which is only -- again, service has only gone up since then.

Parking Director Kinney: I would just say if we're just looking at numbers, the biggest bang for the buck would be Saturday service because the peak is always going to be during the daytime.

Commissioner Keon: Okay.

Vice Mayor Lago: But to understand that, you have to read the study. That's the whole point. And there's a lot of other -- there's a lot of dynamics at play and I think it's critical to read that study, if you haven't read it already.

Mayor Valdes-Fauli: Will you make a motion that we...

Commissioner Keon: But are we going...

Mayor Valdes-Fauli: Increase Saturday...

Vice Mayor Lago: I want Mark...

Mayor Valdes-Fauli: Starting temporarily?

Commissioner Keon: Is it only Saturday or is it Saturday...

Mayor Valdes-Fauli: No, no.

Commissioner Keon: And Sunday?

Mayor Valdes-Fauli: Saturday, Saturday.

Vice Mayor Lago: Saturday only.

Commissioner Keon: Saturday only.

Vice Mayor Lago: Mark, can you give us...

Mayor Valdes-Fauli: That's the issue before us.

Mr. Trowbridge: Just briefly. And when we were here a couple weeks ago, we spoke on the same opportunity. You know, I think much of the data that is in the survey still works today. I think Saturday is a great way to pilot and see what happens with that. I'm always confident that you all will look at that, you know, very diligently and come back. And if you have to find additional

monies, I do think just knowing what the cycle is -- we mostly talk about Monday through Friday, but our service workers probably are the most that would use that, even Monday through Friday. I think Saturday is a huge dividend for them. I remember sitting down and talking with a consultant about the study. We obviously had some priorities. Weekends was number one for us, and then a lunchtime kind of loop, which I think has been replaced with other types of modes of transportation, more specifically, the FreeBee. And the FreeBee, as you know, still runs later than the trolley does. So, within a certain area, that can pick up some of that later in the evening after the trolley ceases. But the Saturday I think is going to give us a pretty good indication not only on the ridership numbers, but in the, you know, anecdotal data that we can gather on folks using that.

Vice Mayor Lago: And may I just add one point? Just one point in regards to funding for the future. Again, I want to be very, very clear. I am not in favor of any advertising on the exterior of the trolley. I think that sets us apart from other municipalities. But maybe some tastefully done advertising in the interiors of the trolleys that's not visible from the outside. Now, I think that could offset the cost and pay significant dividends. I just want to be clear because we want to deal in facts. We don't want to deal outside of facts.

Mayor Valdes-Fauli: Okay.

Vice Mayor Lago: I want to be -- we want to talk about maybe we could find some monies. There's a lot of businesses and we could keep it local. We can keep it local to our businesses who want to get exposure to over 1.2 million people that ride our trolley on a yearly basis. So, it may not...

Mayor Valdes-Fauli: Okay.

Vice Mayor Lago: Be visible from the street, it may not be visible from the windows. It could be done -- something done tastefully in the interior of the cab which then could help us subsidize the additional services. What do you...

Mayor Valdes-Fauli: Thank you.

Vice Mayor Lago: Think, Mark?

Mr. Trowbridge: Either way. We should be messaging inside the trolleys.

Vice Mayor Lago: Agreed.

Mr. Trowbridge: We'll be able to turn them into a revenue opportunity.

Vice Mayor Lago: Let's do it.

Mr. Trowbridge: And that's a perfect place for us to be messaging on other issues, including what we just talked about a few minutes ago.

Vice Mayor Lago: Can we -- before we move on to the next thing and we allow -- the Mayor allows the two individuals to speak, can I get consensus from my colleagues that we direct staff to -- just to look at this in a tasteful manner.

Mr. Trowbridge: It's worked well with...

Vice Mayor Lago: That's within the...

Mr. Trowbridge: The FreeBee...

Vice Mayor Lago: Guidelines...

Mr. Trowbridge: Vice Mayor.

Vice Mayor Lago: Of Coral Gables. What?

Mr. Trowbridge: It worked well with the FreeBee, Vice Mayor.

Vice Mayor Lago: No, I know, I know.

Mr. Trowbridge: So...

Vice Mayor Lago: But I want to -- I don't want it just to get -- I want it to be a mandate from the Commission. Commissioner Fors, do you agree or do you have...

Commissioner Fors: I think it's a good idea.

Vice Mayor Lago: Commissioner Keon?

Commissioner Keon: Yeah. No, no, no.

City Attorney Ramos: So, this was just a discussion item. Do you want us to -- do you want to vote today to...

Vice Mayor Lago: I do.

City Attorney Ramos: Direct the Manager to institute a pilot program for a period of time to be funded from a particular source or do you want to bring it back in October?

Vice Mayor Lago: That's the first issue that I'd like to take care of today. The second one is the issue of advertising within...

City Attorney Ramos: That can be included in the...

Vice Mayor Lago: Cab of the trolley...

City Attorney Ramos: Same resolution.

Vice Mayor Lago: In a tasteful manner, where it's not visible from...

Mayor Valdes-Fauli: Okay.

Vice Mayor Lago: The exterior.

Mayor Valdes-Fauli: We have two people that wish to speak before we proceed to where we are. Two people from the Transit Alliance, Mya Sampson and Nora Viñas. And if you are brief, I would very much appreciate it.

Mya Sampson: Of course.

Mayor Valdes-Fauli: Because we've discussed this.

Ms. Sampson: Good afternoon. My name is Mya Sampson, 169 East Flagler Street, City of Miami. I'm the campaign organizer with the Transit Alliance. I was here with our director, Az, on August 27. We discussed residents in Coral Gables, as you mentioned. A lot of service sector workers do use the trolley and would like Saturday trolley service. Nora and I are here today to sort of pad on a bit more context into this project, so -- by contextualizing within the strategic plan. The Coral Gables 2020-2022 strategic plan aligns with the proposal to extend trolley hours to operations to include weekends. The extended weekend hours will help Coral Gables uphold the City's values of "delivering balanced and exceptional service considering all interests, residents, businesses and workforce, being fair and equitable." Extending trolley hours can help the City

meet their strategic plan's goal to improve mobility, enhance its position as a premier destination and increase workforce satisfaction in order to provide exceptional services that meet or exceed the requirements and expectations of our community.

Nora Viñas: Good afternoon. Nora Viñas, 169 East Flagler Street. I'm the public affairs associate at Transit Alliance. The Coral Gables Trolley is an established and trusted service with a growing need to extend the hours of operation because it serves both residential and commercial use. Extended weekend service hours will provide residents with a reliable seven-day-a-week transit service and provide service workers with a consistent seven-day service to travel to their jobs. Extending hours of operations to include weekends can help the City accomplish its 2020-2022 goals, increased utilization rate of non-privately-owned vehicles mode of transportation by six...

Mayor Valdes-Fauli: We have...

Ms. Viñas: Percent...

Mayor Valdes-Fauli: We agree with you. That's what we've been discussing for the last half an hour. Anything new?

Ms. Viñas: No.

Mayor Valdes-Fauli: Because we agree with you.

Ms. Viñas: Okay.

Ms. Sampson: We're in agreement and we're looking forward to expanded...

Mayor Valdes-Fauli: Thank you very much.

Ms. Sampson: Sunday service as well.

Ms. Viñas: Yes.

Ms. Sampson: We just had some facts from the strategic...

Mayor Valdes-Fauli: No, no. We agree.

Vice Mayor Lago: We've -- you've done enough legwork already and we're grateful. Thank you.

Mayor Valdes-Fauli: Thank you very much.

Ms. Sampson: We're happy to also promote Saturday service on our social media as well.

Vice Mayor Lago: That'd be great.

Mayor Valdes-Fauli: Great.

Ms. Sampson: Great.

Ms. Viñas: Wonderful.

Mayor Valdes-Fauli: Thank you.

Vice Mayor Lago: So moved.

Mayor Valdes-Fauli: Alright.

Commissioner Mena: I just have...

Mayor Valdes-Fauli: Second?

Commissioner Keon: But wait.

Vice Mayor Lago: Oh, I'm sorry. Mena, I apologize, Commissioner.

City Attorney Ramos: I'm sorry. Hold on.

Mayor Valdes-Fauli: What?

Vice Mayor Lago: Go ahead.

City Attorney Ramos: What are we moving? A resolution directing the City Manager to...

Vice Mayor Lago: We're not moving anything. Commissioner Mena has some comments.

Commissioner Mena: I just had a couple questions.

Mayor Valdes-Fauli: Okay.

Commissioner Mena: On the mobility fees that we're tapping into, \$114,000, I think it's important -- what else could we use those fees on and what else have we historically used them on?

City Manager Iglesias: We could use those fees for traffic calming, for crosswalks, for sidewalks.

Commissioner Mena: Have we done that in the past or what...

City Manager Iglesias: This is a new impact fee that we did recently, and we did change the impact fees and added this mobility fee.

Commissioner Mena: So, we haven't actually tapped into that yet?

City Manager Iglesias: This is a new fee. This is a new fee.

Commissioner Mena: Okay. The other question I had that I asked in my pre-agenda I guess is for Kevin. Is there -- and I may have mentioned this at the last meeting. Is there a more efficient way to operate on Saturday that would help with the cost? In other words...

Parking Director Kinney: The 260...

Commissioner Mena: Do you need the same headways that you need during the week when I assume you have more people?

Parking Director Kinney: Absolutely not.

Commissioner Mena: Right.

Parking Director Kinney: We're proposing starting Saturday service with four trolleys rather than six on Ponce...

Commissioner Mena: That's factored...

Parking Director Kinney: Which would be...

Commissioner Mena: Into the 260?

Parking Director Kinney: Yes. That would be 15-minute headways, essentially, rather than what I showed on the app was seven or eight minutes.

Commissioner Mena: Are there -- I guess since we're doing this as a pilot, we'll get this type of information as part of the pilot. But do you know now or anticipate on a Saturday is there like peak times? Is there like a time of day where you can take -- have even less trolleys on the road? Does it make sense to do that?

Parking Director Kinney: Right now, I would be a little hesitant to go any greater than the 15-minute headways. If early mornings is really slow, then yes, I may delay...

Commissioner Mena: Start later.

Parking Director Kinney: Start one or two of the trolleys later. But I want to make sure I'm covering particularly the service workers, so they have reliable ways to get to their job. But essentially, the 260 is essentially three components. One is for four trolleys. Actually, it winds up being five trolleys because we have to cover Grand Avenue also. For five trolleys for the hours of operation, it's going to cost me \$150,000 just to pay the drivers. Then there's a second component, which is the fuel. And the third component is we will have -- and one of the reasons for the implementation phase is Fleet Services is telling me they need time to hire a mechanic to work Saturdays. So, that's the biggest cost, other than just paying drivers to drive the trolleys is the Fleet Services component. Between the fuel and Fleet Services, we have \$110,000. So, there's really -- even if I was able to reduce a few hours, we're talking about...

Commissioner Mena: Yeah.

Parking Director Kinney: A small number.

Commissioner Mena: Right. Have you -- and the last question, to the point that Vice Mayor Lago made, have you previously evaluated the advertising options and what sort of...

Parking Director Kinney: We actually had an advertising service once that operated in the trolleys with electronic screens. That company went out of business and we were having a hard time getting our share of the money out of the process. At that point, it didn't seem sustainable. I've talked to a few other entities along the way, but we have not spoken with anybody for probably two or three years. So, I will probably get together with Economic Development and they have contacts in the PR business that we could talk to a couple of firms...

Commissioner Mena: Do you have an idea from...

Parking Director Kinney: About the interest.

Commissioner Mena: Do you have an idea from that experience, setting aside the specific issues you had with that vendor and the inability to collect monies...

Parking Director Kinney: We were getting a few thousand dollars a month.

Commissioner Mena: But do you have any idea how much you were supposed to be getting?

Parking Director Kinney: Well, it was based on what they could sell. And based on what they were selling, our share was supposed to be in the two -- some years, it was supposed to be up -- closer to \$5,000, but we were essentially getting a few thousand dollars a month.

Vice Mayor Lago: I think it's worth exploring.

Parking Director Kinney: Yeah, if...

Vice Mayor Lago: And I mean, if we...

Parking Director Kinney: There's somebody who can manage the system -- the issue is that the City's really not in the business of managing advertising.

Commissioner Mena: Yeah. That's what you get a vendor for all that.

Parking Director Kinney: Yeah.

Commissioner Mena: I think even if it was, frankly, it ended up being cost neutral, I think it would be a good thing for us to be able to promote things, like what Mark was mentioning earlier. If we can...

Parking Director Kinney: Yes.

Commissioner Mena: Generate revenue, then...

Parking Director Kinney: Well, I recently...

Commissioner Mena: That's great.

Parking Director Kinney: Had a conversation with our City Clerk's Office about advertising the passport office. I haven't told them how much I'm going to charge them yet, though.

Vice Mayor Lago: Yeah. You got your first customer, you know. Now, 1.2 million people that like to know how to get their passports in a much more easy fashion.

Mayor Valdes-Fauli: Okay. We have a motion on the floor. Will you call the roll, please?

Commissioner Mena: How long is the time...

City Attorney Ramos: Sir, there's no motion.

Commissioner Mena: There's no motion. Yeah, what's the motion?

Commissioner Keon: There is no motion. If...

City Attorney Ramos: Motion is for what?

Mayor Valdes-Fauli: Make a motion.

Vice Mayor Lago: Okay, so -- Commissioner Keon, you had a few comments.

Commissioner Keon: No. I just had a question for Kevin. If you find because of -- there's so much less traffic on Saturday along Ponce than there is during the week. So, if the trolley has the ability to move along more quickly, can you reduce the headway to 10 minutes, or do you need more trolleys to do that? Is that part of the equation?

Parking Director Kinney: Well...

Commissioner Keon: Is the time in traffic...

Parking Director Kinney: Right now...

Commissioner Keon: Or not?

Parking Director Kinney: We kind of...

Commissioner Mena: (INAUDIBLE).

Parking Director Kinney: Plan on a round trip being one hour.

Commissioner Keon: Okay. Right.

Parking Director Kinney: You are correct, though, especially in the morning on Saturday.

Commissioner Keon: There's nobody on Ponce.

Commissioner Mena: There's nobody on the road.

Parking Director Kinney: It could go along pretty quickly.

Commissioner Keon: Right. So, do -- if we do a study, if you find that the reduction in time to do the loop is less than the hour, will you have -- can you shorten the headways?

Parking Director Kinney: Yes.

Commissioner Keon: With the same number of trolleys, you could shorten the headway, right?

Parking Director Kinney: Yeah. For example, what might happen is a standard loop on a Saturday would be 50 minutes instead of 60 minutes.

Commissioner Keon: Right.

Parking Director Kinney: So, then all of a sudden, the headways, instead of being 15 minutes would be 12 minutes or...

Commissioner Keon: Okay, yeah.

Parking Director Kinney: A little over 12.

Commissioner Keon: I think 15 minutes is kind of a long headway. That's why if you could get it closer to 10, it would be a much better service.

Parking Director Kinney: Yes.

Commissioner Keon: Okay.

Parking Director Kinney: I agree.

Commissioner Keon: But you have the ability to do that while you're in process. You don't have to wait until it's over.

Parking Director Kinney: Right.

Commissioner Keon: You can do that if you can -- if you see that the numbers are what they're turning out to be.

Parking Director Kinney: If they're sitting for 15 minutes at Douglas Station, they meet their schedule, then I just say no.

Commissioner Keon: You could just move it.

Parking Director Kinney: You sit there for five minutes...

Commissioner Keon: Okay.

Parking Director Kinney: And leave...

Commissioner Keon: Okay.

Parking Director Kinney: Early.

Commissioner Keon: Thank you.

Mayor Valdes-Fauli: Okay. We need a motion, please.

Vice Mayor Lago: Okay, so...

Mayor Valdes-Fauli: Charitable person, make a motion.

Vice Mayor Lago: So, my motion is for Saturday trolley service with as significantly reduced headways as possible that make sense, as per Commissioner Keon's comments; for a nine-month period to be a test pilot, where there be enough flexibility that we could adjust as required, along with the analysis of possibilities of finding -- maybe going to an RFP, RFQ for advertising companies or some sort of entity to help us with interior advertising in a tasteful fashion.

City Attorney Ramos: And funding for the nine-month period.

Vice Mayor Lago: Funding for a nine-month period come from the mobility impact fee, a portion of -- I think it's \$120,000, you said?

City Manager Iglesias: \$114,000 from...

Vice Mayor Lago: \$114,000.

City Manager Iglesias: Mobility impact fee and \$81,000 from the general fund.

Commissioner Mena: But that's the full cost -- was for how long was it?

Vice Mayor Lago: It's for nine months.

City Manager Iglesias: It's 195 for nine months.

Vice Mayor Lago: It's for nine months. That's what I said, nine months.

Commissioner Keon: Okay.

Mayor Valdes-Fauli: Is there a second?

Commissioner Keon: I'll second it.

Mayor Valdes-Fauli: Will you call the roll, please?

Commissioner Fors: Yes.

Commissioner Keon: Yes.

Vice Mayor Lago: Yes.

Commissioner Mena: Yes.

Mayor Valdes-Fauli: Yes.

(Vote: 5-0)

Vice Mayor Lago: Thank you for your support. I have a feeling that in nine months or in a year when we come back, this is going...

Mayor Valdes-Fauli: Right.

Vice Mayor Lago: To pay such significant dividends for the downtown. I really need the Transit Alliance to step up and make sure we get this everywhere and, you know, City staff to push this so people -- so that we have no other option but to find the money to make sure that this continues. Thank you.