

CITY OF CORAL SPRINGS, FLORIDA

CITY COMMISSION & COMMUNITY REDEVELOPMENT BOARD JOINT WORKSHOP

Wednesday, March 30, 2022

5:00 PM

Center for the Arts, Rooms A & B

2855 Coral Springs Drive

Call to Order

Moment of Silence

Pledge of Allegiance

Joint Workshop Portion

1. **Cornerstone Update Presentation - Julie Krolak**
2. **Ride Share Pilot – Alex Falcone**

Commission Communications

Adjournment

There is no public comment during Workshop meetings. Residents planning to attend the meeting who need special assistance must notify the Office of the City Clerk at 954-344-1065 no later than 24 hours preceding the meeting.

Summary Sheet

Agenda Item:

Meeting Date: March 30, 2022

Subject: Cornerstone Update Presentation - Julie Krolak

Placement: Joint Workshop Portion

Summary Sheet

Agenda Item:

Meeting Date: March 30, 2022

Subject: Ride Share Pilot – Alex Falcone

Placement: Joint Workshop Portion

Attachments: [Ride Share Presentation](#)

City of Coral Springs Rideshare Program



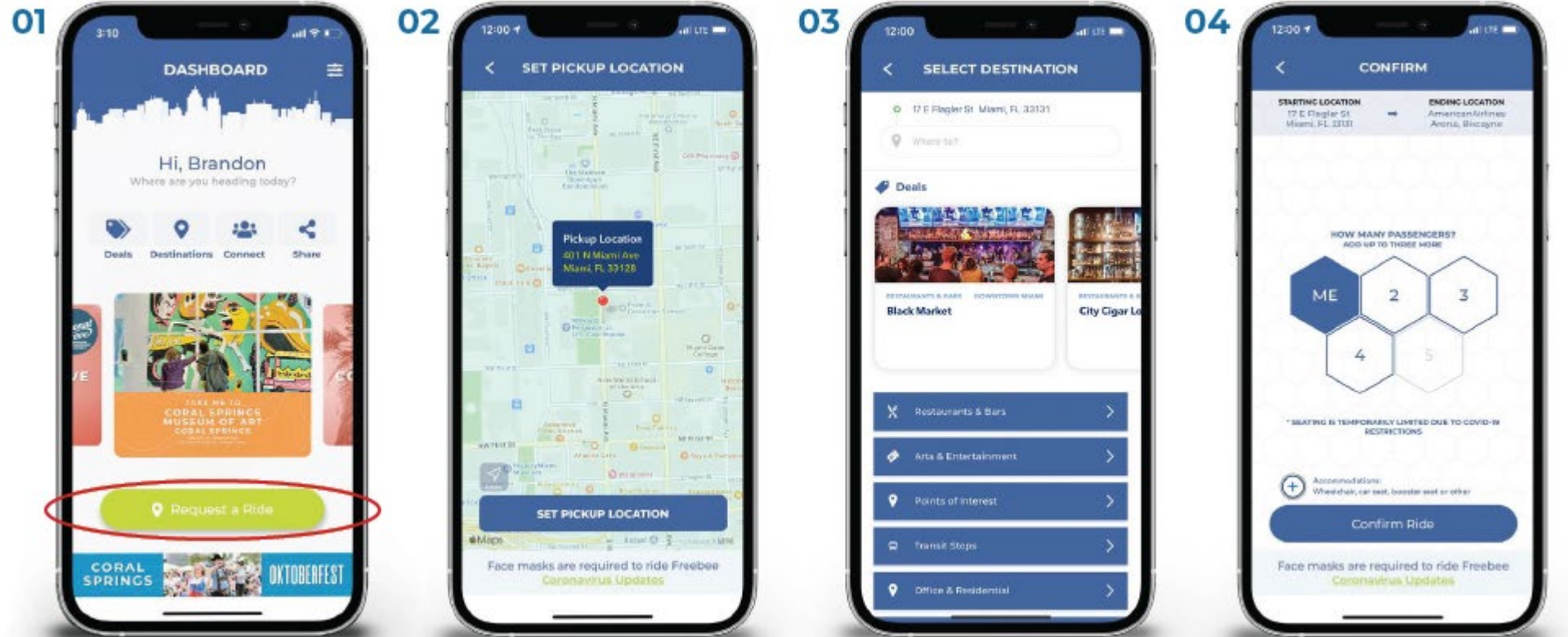
Overview of Rideshare Concept

What is Rideshare?

- Rideshare programs focus on delivering first and last mile transportation to targeted geographic areas (downtown)
- The Rideshare program will provide Free, on-demand, transportation to and from our downtown
- Improves access to urban areas while alleviating parking issues



How do I get a ride?



Benefits of Rideshare

Why should we implement a program?

- Rideshare is an economic development tool that will improve access to our downtown
- Reduces the utilization of single-occupancy vehicles on the road
- Reduces emissions through the utilization of 100% electric vehicles



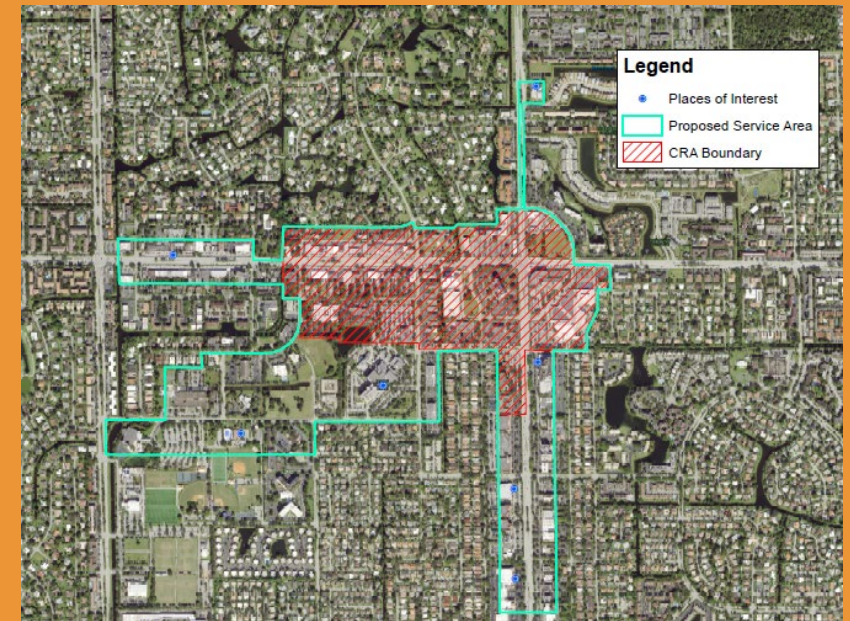
Target Demographics

Who uses rideshare?

- Rideshare is an equitable form of transportation that is available to all ages, socio-economic groups, and provides access for all of our residents to enjoy downtown.



Proposed Service Area (rides start and end in this area)



How does Rideshare meet our strategic vision?

- City Goals:
 - A Thriving, Resilient Business Community
 - An Attractive Community
- CRA Master Plan:
 - Redevelopment goal 3.8 to create a Downtown Community Trolley

CORAL SPRINGS



STRATEGIC PLAN • 2022



Costs of Implementation

How much will it cost to operate ?

- Approximately \$31.68 an hour to operate two vehicles
- Comparable programs have budgeted \$322,000 annually for service
- Realized costs have dropped to \$100,000 and \$0 for some programs



Costs can be offset with advertising and partnerships



Possible Funding Models



City/Grant Funding

Coral Gables Model

- City assumes full cost
- No restrictions on service area
- Vehicles branded with City imagery



CRA Funding

Delray Beach Model

- CRA allocates funding for program
- Service area restricted to the CRA
- Vehicles branded with CRA/City imagery



Advertisements/Partnerships

Ft. Lauderdale Model

- Costs of program offset through advertisements
 - No restrictions on service area
- Vehicles branded with advertisements

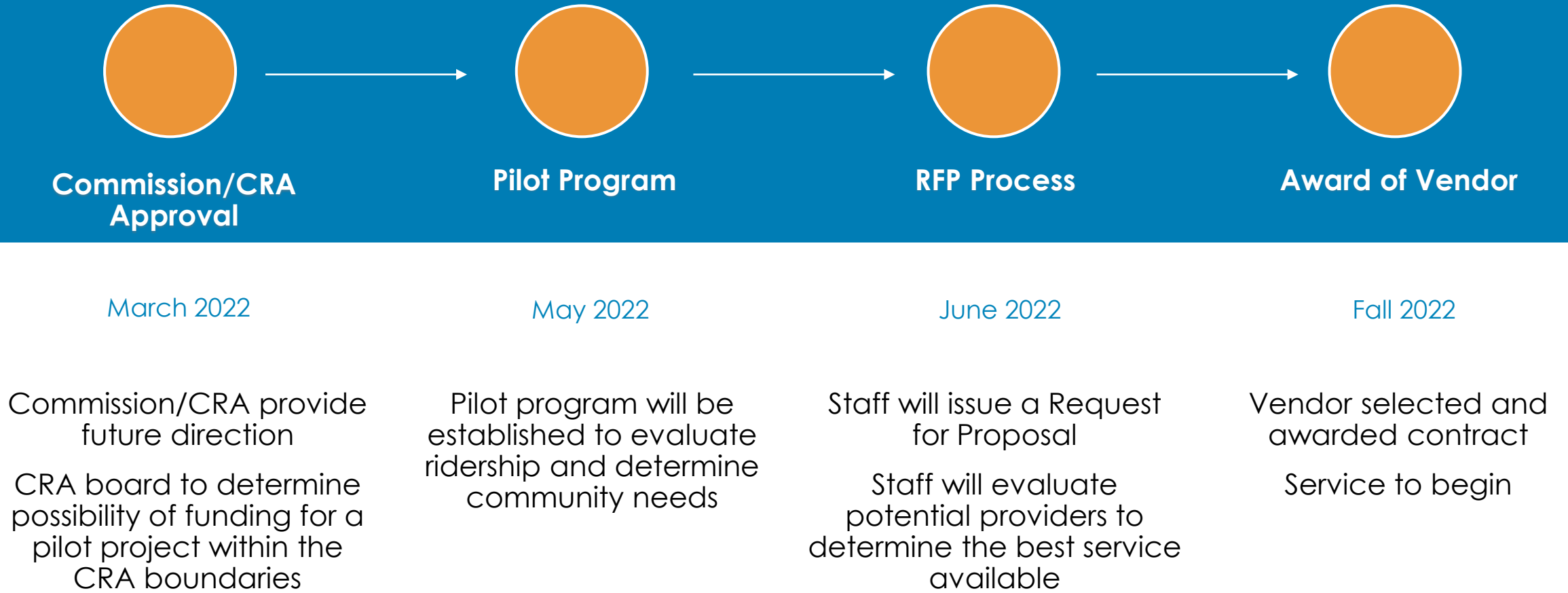
Rideshare Pilot Program

How do we implement this?

- Request to fund a pilot program during the following events:
 - Mother's Day Shopping event - May 1st
 - Bites and Sips – May 6th



Implementation Plan for the Rideshare Program



Decision Items

1. Request to proceed with solicitation of vendors for the rideshare program within the City.
2. Request \$2,500 to fund pilot program during upcoming events.
3. Request \$100,000 in CRA funding for first year (FY 23) program.



Questions and Discussion

