

COMMISSION WORKSHOP

Tuesday, May 12, 2009

9:00 a.m. – 12:00 p.m.

AGENDA

- 1. Approval of the April 30, 2009 Workshop Minutes**
- 2. Community Redevelopment Agency**
 - a. CRA Master Plan Update**
 - b. Downtown Parking Study**
- 3. Economic Strategic Plan**

Item 2b
5/12/09

WORKSHOP MEMORANDUM

DATE: May 4, 2009
TO: City Commission
FROM: Robert C. Ironsmith, Director of Economic & Housing Development
THRU: Rob DiSpirito, City Manager *RCD*
SUBJECT: DOWNTOWN PARKING STUDY
ITEM 2B

RCD

The Community Redevelopment Agency (CRA) was established on May 12, 1988. Since that time, the downtown district has been very successful, and has grown along with our population. The Main Street area of the CRD is very active on a daily basis and especially during the many special events that occur in the downtown (Arts & Crafts Festivals, St. Patty's Day, Wines the Blues, etc.).

Through the CRA Advisory Committee, Staff was directed to determine the parking needs of the downtown area. Due to the mixture of retail, restaurants, office space and residential use, it was determined a parking availability study of the downtown was needed.

In January of this year, RFP-09-886 was sent out to bid for a consultant to perform a downtown parking study. After review and selection, Base Consultants, P.A. was hired.

The scope of services as listed on the RFP include:

- Determination of existing downtown parking, including on-street parking, lots, and leased parking
- Create an analysis of parking needs over time (5, 10, 20 years)
- Identify possible future parking locations
- Provide analysis of possible incentives related to reduced parking requirements that would stimulate economic redevelopment
- Analyze possibility for alternative modes of transportation
- Prepare recommendations on wayfinding directional signage

DOWNTOWN PARKING STUDY

ITEM 2B

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In March of this year, initial meetings were held with staff members from Engineering, Planning, and Base Consultants, P.A. The Consultants also met with the City Manager, Assistant City Manager and me, and reviewed a parking questionnaire they had prepared to survey residents and businesses utilizing the downtown.

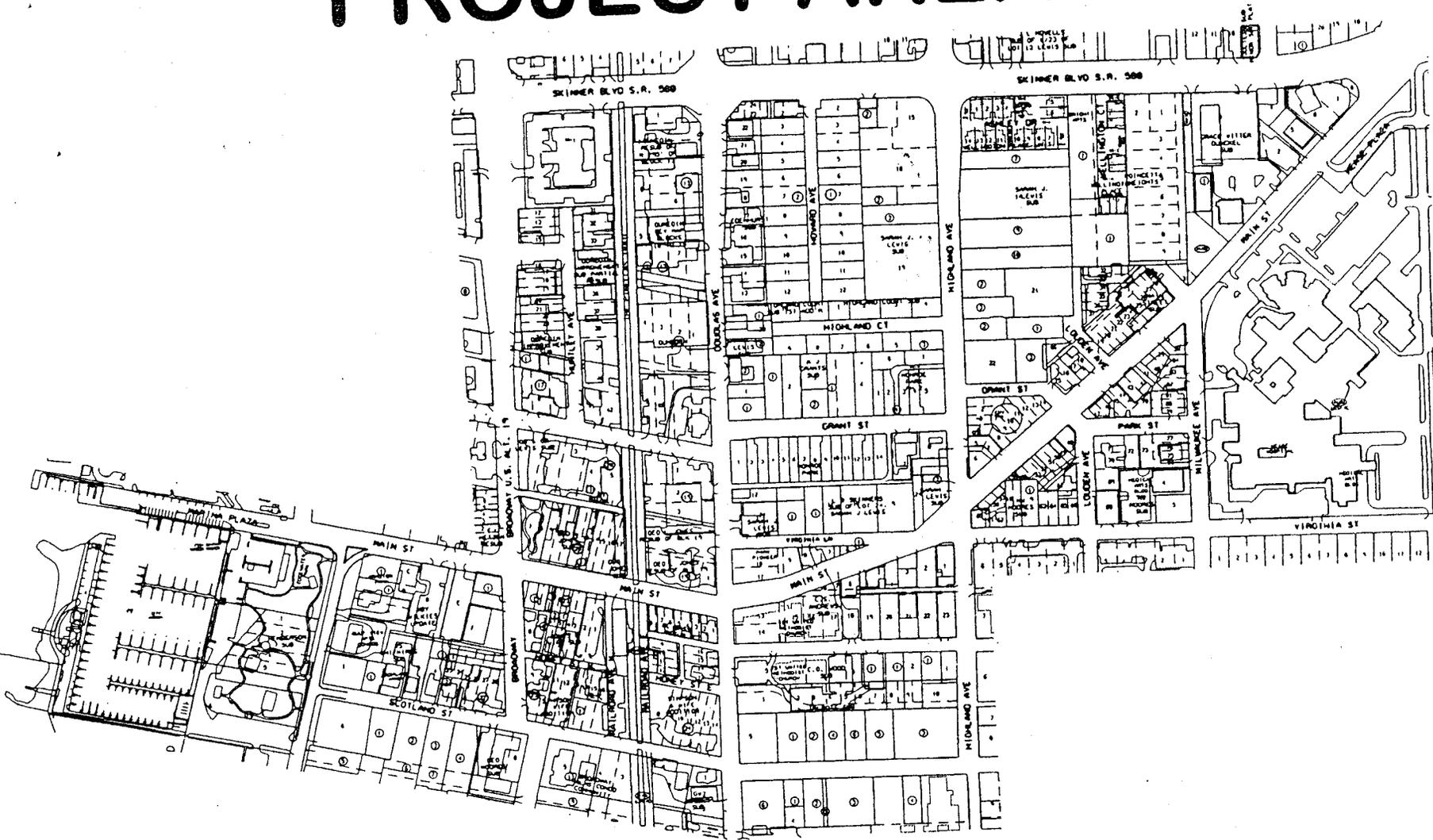
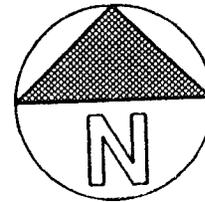
On March 20th, we held a Roundtable meeting with stakeholders, City residents, City staff and committee members, and City Commissioners. The theme of this meeting was "Share in the Vision" of downtown Dunedin. At that meeting the Update of the CRA Master Plan was discussed, as well as the Downtown Parking Study. Parking Consultant Laura Barbero-Buffo was introduced and participants were encouraged to take the upcoming parking survey on our City's website. Please note there is still additional time for the public to complete the parking survey at www.dunedingov.com.

At this time, Base Consultants, P.A. is proceeding with the Downtown Parking Study with periodic meetings and communication with CRA Staff. Ms. Barbero-Buffo will be making a presentation to the May 12th Workshop with their preliminary findings to date.

Attachments:

- (1) Parking Analysis Project Area Map
- (2) Base Consultants Parking Study Scope Review
- (3) Presentation Summary by Base Consultants, P.A.

PARKING ANALYSIS PROJECT AREA





DUNEDIN CRA PARKING STUDY SCOPE REVIEW



1.0 Define Understanding of Study Expectations, Scope of Services and Deliverables.

- 1.1 Hold meetings with City and CRA to finalize scope of services and understanding of study objectives.
- 1.2 Identify required data, point of contact and sources of Client and other consultant supplied information.
- 1.3 Coordinate with City and CRA on the expectations of the study to ensure that it meets stated goals and objectives.
- 1.4 Review existing relevant data from any previous visioning, redevelopment plan, corridor studies and parking and traffic studies.

2.0 Field Surveys and Collection of Data

- 2.1 BASE Consultants team will field collect (block by block) all necessary data and land/parking use characteristics to formulate assessment of existing and future conditions.
- 2.2 In addition to land use/parking use characteristics, pedestrian facilities, transit facilities, key destinations, circulation and wayfinding facilities/opportunities shall be documented.
- 2.3 Coordinate with City and CRA staff on amount and frequency of sampling necessary to form accurate estimates of land uses and parking characteristics.
- 2.4 Conduct citizen advisory board interviews and/or open houses to gain knowledge of conditions, issues and/or needs related to parking in Main Street, Redevelopment District and the Pinellas Trail. BASE Consultants is aware of the City's commitment to community involvement in your past visioning exercises and corridor studies and will maintain this commitment during the parking study process.

3.0 Parking Needs Assessment

- 3.1 Assess existing parking demands (using new and previously collected data), on a block-by-block basis and identify both shortages and overages in parking supply and utilization. Findings shall be presented in written, tabular and graphical format.
- 3.2 Prepare parking demand ratios for the existing or planned uses within the study area. These ratios shall be the basis for establishing future parking demands and shall be the beginning point for which modeling of deductions for shared parking, mass transit, car-pooling, adjacent supply and other parking synergies shall be applied. Demand ratios shall be generated for all categories of users with major categories including office, retail, restaurant and night club, and culture venues:
- 3.3 Estimates shall incorporate published design criteria, i.e., The Urban Land Institute's *Shared Parking*, and The Institute of Transportation Engineers' *Trip Generation* shall be used, but also Consultant's own empirical data as well as consideration for local influences that affect parking demand.



DUNEDIN CRA PARKING STUDY SCOPE REVIEW



- 3.4 Develop or adopt an existing projected land use/development plan. Specific developments already approved and under construction and other projects as well as those in the planning stages will be included.
- 3.5 Parking demands created by anticipated redevelopment within and adjacent to the study area will be projected for a planning horizon designated by the City and CRA. New demands generated by each redevelopment project will be estimated using parking demand factors developed from the building surveys conducted previously. These demands will be assigned to blocks in which the redevelopment occurs. In blocks where the parking demand exceeds parking supply, the excess demand will be distributed to adjacent blocks where surplus parking exists within acceptable walking distance parameters, as recommended by shared parking principles.

4.0 Preparation of Supply Options

- 4.1 Identify a range of parking supply options and potential parking sites. Alternatives may include, but not be limited to:
- Expansion of existing public facilities.
 - Adjustments to on-street parking supply.
 - Expanded areas for on-street implementation.
 - Providing new surface lots.
 - Providing new parking garages.
 - Potential for integration with inter-modal transportation facilities.
 - Flexible parking requirements.
 - Shared parking opportunities.
 - Employee/employer parking guidelines/requirements.
- 4.2 Each of the options for increased parking supply will be evaluated using criteria established by BASE Consultants, City and CRA. Criteria will include but not be limited to the following:
- Site/facility capacity and efficiencies.
 - Location vs. need.
 - Parcel ownership/acquisition requirements.
 - Access/traffic impacts.
 - Pedestrian accessibility.
 - Transit accessibility.
 - Cost.
 - Compatibility with surrounding environment.
 - Capacity to serve parking needs of proposed community projects.

5.0 Alternative Transportation Assessment

In addition to the parking assessment and recommendations, BASE Consultants shall perform an analysis and make recommendations regarding the following alternative transportation modes within the Dunedin Community Redevelopment District.

- Golf carts
- Pedestrian and bicycle use



DUNEDIN CRA PARKING STUDY SCOPE REVIEW



- Trolley/tram

6.0 Parking Administration Review

- 6.1 Provide recommendations and evaluation for Operations Plan for the City/CRA parking facilities (including on-street parking). The Operations Plan will include recommendations for management of new facilities, as well as the most appropriate methods for operation of existing facilities.
- 6.2 Preparation of recommendations for improved technologies in "smart" and multi-space meters and enforcement systems.
- 6.3 Provide comparisons to on-street operations of similar cities and descriptions of incentive programs used.

7.0 Develop New Parking Design Standards

BASE Consultants shall prepare design standards for the provision of parking solutions within the Dunedin Community Redevelopment District. The standards shall include shared parking principles, provide direction and ordinance language for flexible parking requirements and provide guidance to enhancing the pedestrian-friendly quality of Main Street and the Dunedin Community Redevelopment District.

8.0 Preparation of Parking Implementation Plan

BASED Consultants shall combine the above items into a draft Parking Implementation Plan. We will then hold a meeting with City/CRA to review Parking Implementation Plan as well as parking study findings.

9.0 Final Presentation and Follow-Up

- 9.1 Upon receipt of comments from the City/CRA, Consultant will incorporate necessary items and submit revised submission to City for final approval. Once final approval is received, the Consultant shall prepare a final report for distribution. Copies will be distributed in both hard and electronic format with quantities as requested by the City.
- 9.2 Formal presentations of the findings and recommendations of the Parking Implementation Plan shall be provided at a CRA meeting. Presentations shall be made using Microsoft PowerPoint® and shall have information presented in written, tabular and graphics format. The presentations will be tailored specifically for the audience to be presented to.

City Commission Workshop Parking Study Update

Outline

1. Aerial view of downtown parking scope
2. First formal downtown parking needs analysis
3. Impressions of downtown
4. Initial SWOT analysis of Downtown parking
5. Community input
 - a. Stakeholders meeting, March 20
 - b. Parking survey
 - c. Various organizations contacted for survey input: Chamber of Commerce, Downtown Merchants, etc.
6. Initial findings
 - a. Green Market
 - b. Saturday afternoon
 - c. Cinco De Mayo
7. Wayfinding system
8. Parking opportunities
9. Alternative transportation initial findings
10. Commission Input
11. Scheduling
 - a. Final survey results to be tabulated in July
 - b. Draft study to be complete in August
 - c. Final report to be complete in September

DUNEDIN PARKING STUDY

Community Redevelopment Agency Meeting
Work Status Update
May 12, 2009



Parking Study Scope



- Parking inventory and occupancy surveys
- Community survey
- Parking needs assessment
- Supply options
- Alternative transportation assessment
- Wayfinding recommendations
- Parking standards review and recommendations

Dunedin Parking Study May 12, 2009

Existing Parking Facilities



- All parking is currently within 5 minute walk of Downtown



Dunedin Parking Study

May 12, 2009

Impressions of Downtown Dunedin



- Insufficient signage to parking areas
- Insufficient signage at parking lots
- Loudon and Church lots underutilized
- Short commercial corridor (Main Street from Milwaukee Avenue to Edgewater Drive – half a mile)
- No bicycleways other than the Pinellas Trail
- No streetscaping connections to residential areas



Dunedin Parking Study

May 12, 2009

SWOT Analysis



Strengths

- Parking available < 5 minute walk
- Vibrant Downtown
- Strong Merchants Association
- Walkable Downtown

Weaknesses

- Insufficient signage to parking
- Not enough Special Events parking

Dunedin Parking Study

May 12, 2009

SWOT Analysis



Opportunities

- Existing private parking
- Louden lot re-striping
- 200 Main St.

Threats

- Cars encroaching into residential neighborhoods
- Cars parked on private lots without authorization

Dunedin Parking Study

May 12, 2009

Community Input



- CRA Roundtable 3/20
- Parking survey open until 6/30
<http://www.zoomerang.com/Survey/?p=WEB228ZMUT9Y3Y>



DUNEDIN COMMUNITY REDEVELOPMENT DISTRICT PARKING STUDY QUESTIONNAIRE

Questions marked with an asterisk (*) are mandatory.

1 * Are you a resident of the City of Dunedin?

Yes No

2 Do you own a business in the City of Dunedin?

Yes No

3 * How often do you visit the Downtown area?

- One to two times per week
- Three to four times per week
- Five to seven times per week
- Other, please specify



Dunedin Parking Study

May 12, 2009

Initial Findings



- Green Market – 70% utilization
- Saturday @ 2:00 p.m. – 55% utilization
- Cinco de Mayo – 100% utilization



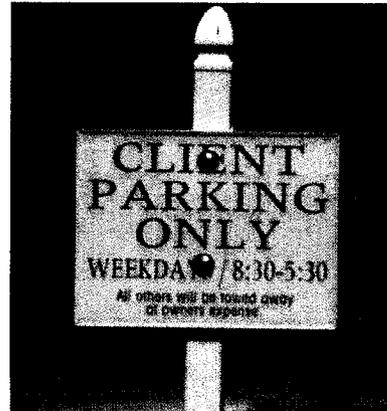
Dunedin Parking Study

May 12, 2009

Parking Opportunities



- Public-private partnerships to increase supply
- Create special event parking procedures



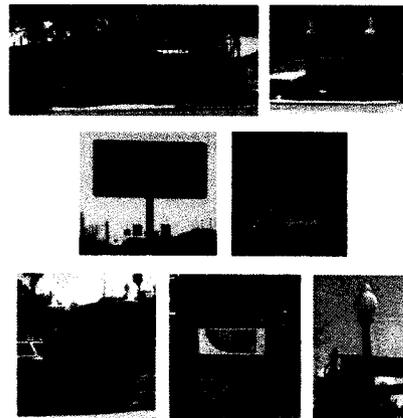
Dunedin Parking Study

May 12, 2009

Wayfinding



- Visitors need to be able to identify the wayfinding signage system
- Wayfinding signage system may include:
 - Gateway
 - Vehicular Directional
 - Parking Directional
 - Pedestrian Directional
- City has some components of this wayfinding system



Dunedin Parking Study

May 12, 2009

Wayfinding



Dunedin Parking Study

May 12, 2009

Wayfinding



- City needs to create a more comprehensive and decorative wayfinding signage system:
 - Branding
 - Signage
- Create a memorable experience and establish a unique sense of place



Dunedin Parking Study

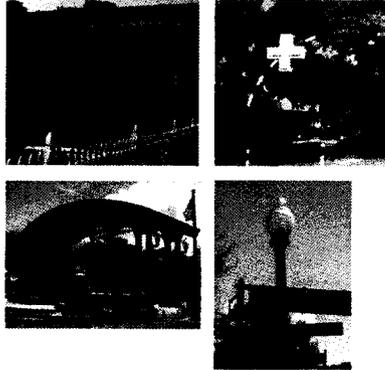
May 12, 2009

Wayfinding



Branding

- Develop a Downtown logo and branding statement
 - What differentiates this community from the rest of the pack?
 - What we want people to think and feel about this place?
 - In the end, what's the single point you want your audience to walk away with?
- Develop standard colors, typeface and graphics



Dunedin Parking Study

May 12, 2009

Wayfinding



Signage

- Incorporate the branding
- Provide more informative vehicular directional signs to public facilities at key decision points



Dunedin Parking Study

May 12, 2009

Wayfinding



Signage

- Develop parking directional signs



Dunedin Parking Study

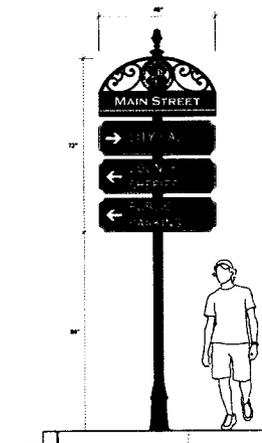
May 12, 2009

Wayfinding



Signage

- Enhance pedestrian directional signs by coordinating the color scheme of the merchant directory sign
- Consolidate several directional signs to one pole at key decision points to reduce visual clutter



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION



- Bicycles
- Walking
- Golf Carts
- Electric Personal Assistive Mobility Device (Segways)
- Bicycle Rickshaws



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION



Bicycles

- Pinellas Trail helped spur the local businesses and in creating a bicycle friendly Downtown
- There are no other bicycle lanes within the City
- City working with FDOT to provide grade separated bicycle lanes along Skinner Road connecting to the Pinellas Trail



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Walking



- Decorative streetscape and the local businesses helped contribute to a pedestrian friendly Downtown
- City has plans for sidewalk improvements
- Need to enhance pedestrian connectivity along the adjacent streets
- Provide secondary streetscape treatment

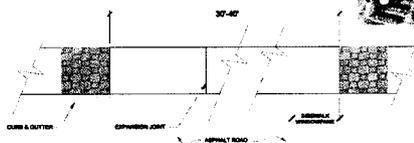
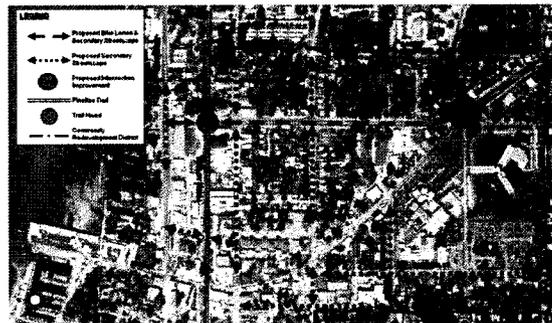


Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Bicycleways & Pedestrianways



Dunedin Parking Study

May 12, 2009

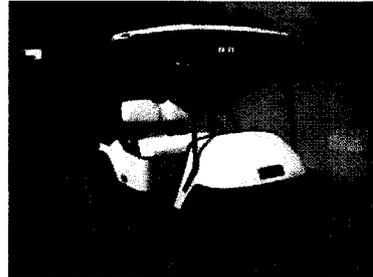
ALTERNATIVE TRANSPORTATION

Golf Carts



Key Characteristics

- Capable of reaching 25 mph
- Travel 30-40 miles before recharging
- No built-in safety features (seat-belts, rearview mirrors, headlights, etc.)



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Golf Carts



Safety Concerns

- Less time for automobiles to see and react to the slower, smaller golf carts
- No lights, turn signals or rear view mirrors make them more prone to accidents



Dunedin Parking Study

May 12, 2009

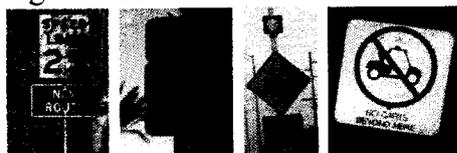
ALTERNATIVE TRANSPORTATION

Golf Carts



Regulations

- *Florida Statute 316.212* allows local governments to regulate golf carts on local roads
- Local municipalities may address safety requirements, roadway regulations and enforcement



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Golf Carts



Pros

- Energy-efficient and pollution-free form of transportation
- Convenient for users to run day to day errands, if permitted citywide on designated roads

Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Golf Carts



Cons

- Not convenient for users to run day to day errands, if limited to the Downtown District
- If permitted only in the Downtown District:
 - Not convenient for users to transport their golf carts
 - Limited to golf cart rentals
 - Not practical to travel due to the short commercial corridor
- Potential for traffic congestion
- Allocate special parking areas
- Additional operating cost for the City to regulate golf carts
- May lose the ambience of the “*Best Walking Town in America*”

Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Electric Personal Assistive Mobility Device



Key Characteristics

- Electronically propelled two-wheeled device
- Designed to transport one person with a maximum speed of less than 20 mph
- Travel 20 miles before charging



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION



Electric Personal Assistive Mobility Device

Safety Concerns

- High speed (20 mph) may pose danger to the users and pedestrians
- Mechanical failure may prevent them from being operated in a safe manner



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION



Electric Personal Assistive Mobility Device

Regulations

- *Florida Statue 316.2068* permits EPAMD:
 - On a road or street – 25 mph or less
 - On marked bicycle path
 - On any street or road where bicycles are permitted
 - At Intersections
 - On sidewalks (yields the R.O.W. and gives an audible signal before passing a pedestrian)
- Local governments may prohibit the operation of EPAMD on any road, street, or bicycle path in the interest of safety



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Electric Personal Assistive Mobility Device



Pros

- Energy-efficient and pollution-free form of transportation
- Improve tourism by having tours for sightseeing opportunities

Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Electric Personal Assistive Mobility Device



Cons

- Safety of the users
- Sidewalk riding may conflict with pedestrians due to the narrow sidewalks
- Allocate special parking areas and potential electrical recharge stations
- May lose the ambience of the "*Best Walking Town in America*"

Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Golf Carts & EPAMD's



- Golf carts and EPAMD's are limited to roadways with a speed limit of 25 mph or less



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Key Characteristics

- Human-powered, equipped with one or more seats for carrying passengers in addition to the driver



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Safety Concerns

- Could pose a life safety hazard on the road due to automobile collisions
- May cause traffic congestion by taking up an entire lane of roadway



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Regulations

- Allowed in any place that permits bicycles, except on sidewalks if used for faring passengers
- Local municipalities may have to address safety requirements, regulations and enforcement



Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Pros

- Energy-efficient and pollution-free form of transportation
- Reliable transportation to fare passengers
- Slow pace allows for sightseeing opportunities

Dunedin Parking Study

May 12, 2009

ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Cons

- Safety concerns for the driver and passengers
- Potential for traffic congestion - limited to non-rush hours
- Take up parking spaces while waiting for a fare
- Additional operating cost for the City to register, inspect and regulate rickshaws

Dunedin Parking Study

May 12, 2009

Next Steps



- Tabulate survey results
- Finalize parking needs assessment and supply options
- Provide parking recommendations
- Recommend a wayfinding signage system
- Propose recommendations for alternative transportation:
 - Improve bicycle and pedestrian connectivity
 - Potential regulations to permit golf carts, EPAMD's and bicycle rickshaws

Dunedin Parking Study

May 12, 2009

Schedule



- Final Community survey results – July
- Draft report – August
- Final report - September

Dunedin Parking Study

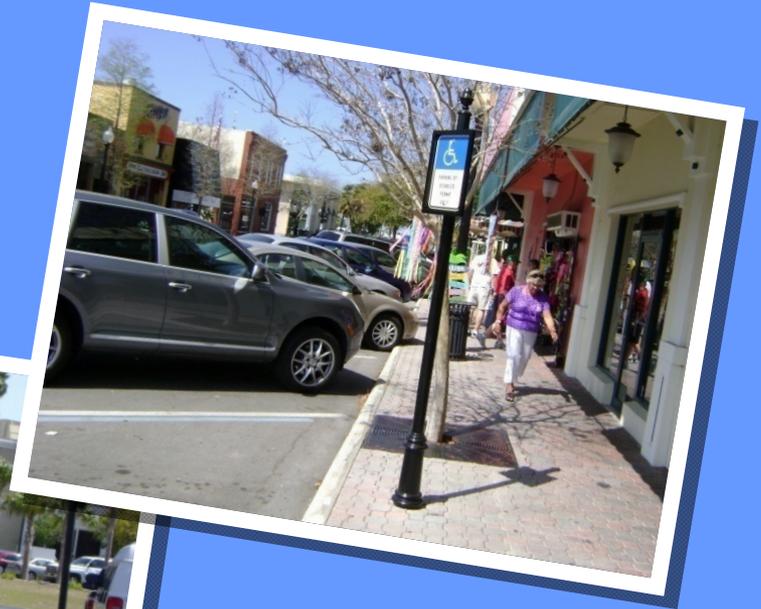
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DUNEDIN PARKING STUDY

Community Redevelopment Agency Meeting

Work Status Update

May 12, 2009





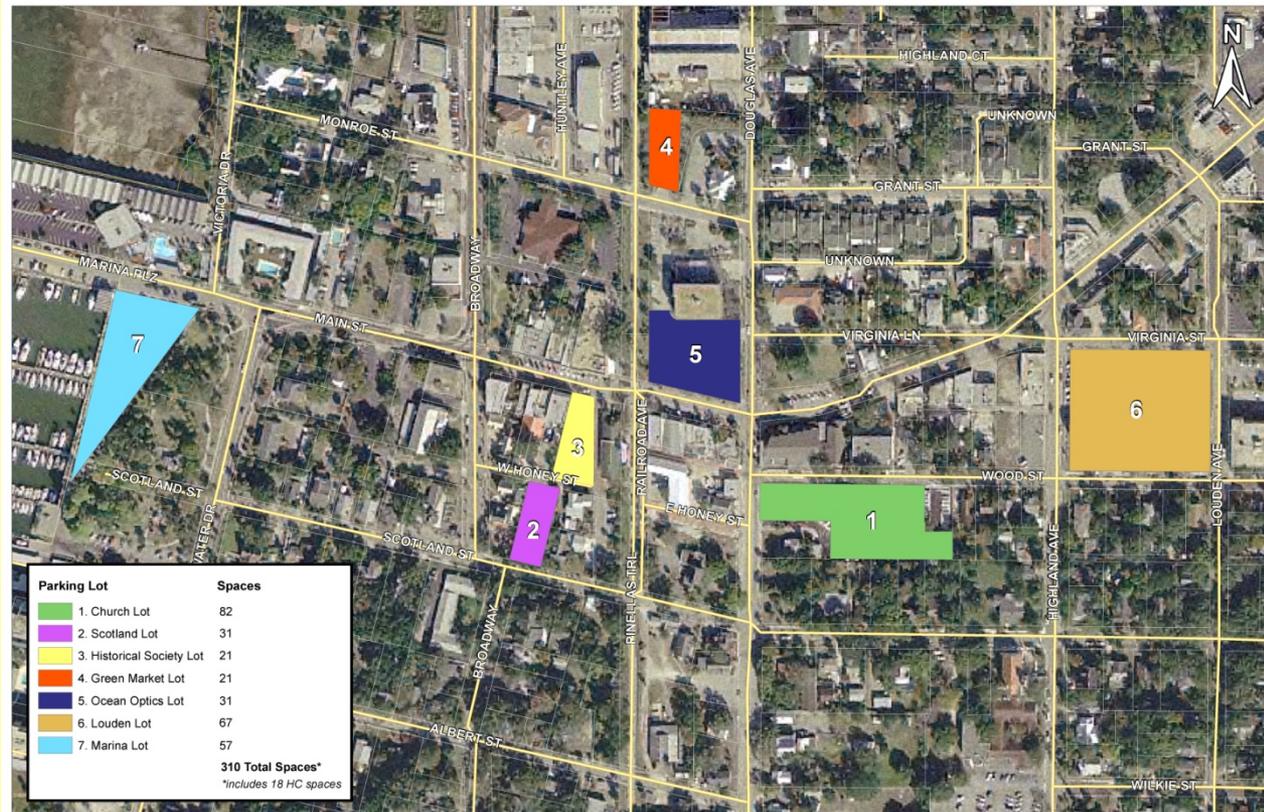
Parking Study Scope

- Parking inventory and occupancy surveys
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- Supply options
- Alternative transportation assessment
- Wayfinding recommendations
- Parking standards review and recommendations

Existing Parking Facilities



- All parking is currently within 5 minute walk of Downtown



Impressions of Downtown Dunedin



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(Main Street from Milwaukee Avenue to Edgewater Drive – half a mile)
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SWOT Analysis



Strengths

- Parking available < 5 minute walk
- Vibrant Downtown
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- Walkable Downtown

Weaknesses

- Insufficient signage to parking
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SWOT Analysis



Opportunities

- Existing private parking
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Threats

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Community Input



- CRA Roundtable 3/20
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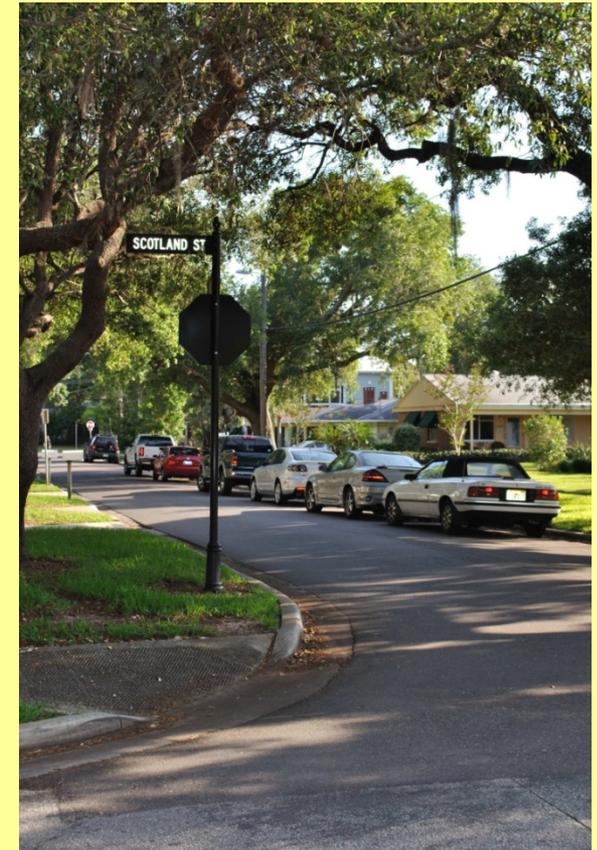
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Parking Opportunities



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Wayfinding



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- Wayfinding signage system may include:
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Wayfinding



Wayfinding



- City needs to create a more comprehensive and decorative wayfinding signage system:
 - Branding
 - Signage
- Create a memorable experience and establish a unique sense of place



Wayfinding



Branding

- Develop a Downtown logo and branding statement
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Wayfinding



Signage

- Incorporate the branding
- Provide more informative vehicular directional signs to public facilities at key decision points



Wayfinding



Signage

- Develop parking directional signs

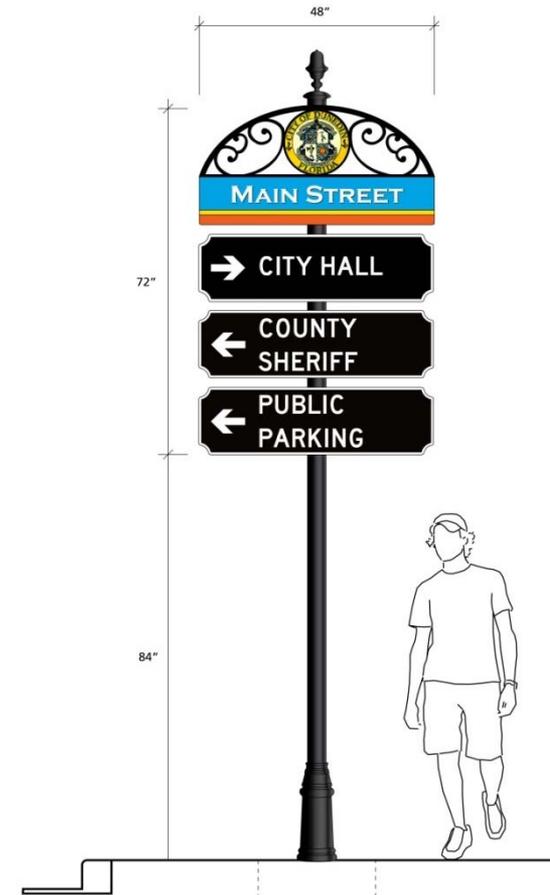


Wayfinding



Signage

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ALTERNATIVE TRANSPORTATION



- Bicycles
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ALTERNATIVE TRANSPORTATION

Bicycles



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ALTERNATIVE TRANSPORTATION

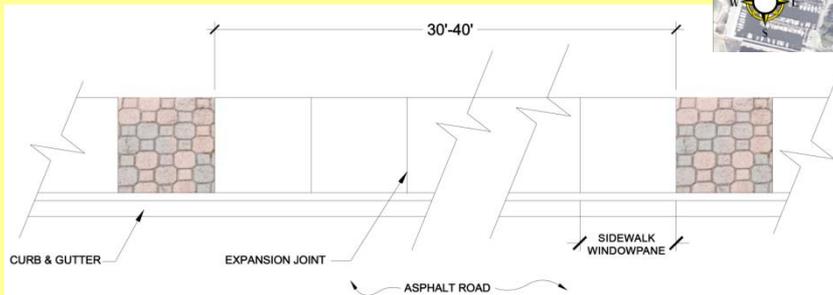
Walking



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ALTERNATIVE TRANSPORTATION Bicycleways & Pedestrianways



ALTERNATIVE TRANSPORTATION

Golf Carts



Key Characteristics

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ALTERNATIVE TRANSPORTATION

Golf Carts



Safety Concerns

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ALTERNATIVE TRANSPORTATION

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Regulations

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ALTERNATIVE TRANSPORTATION

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ALTERNATIVE TRANSPORTATION

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Electric Personal Assistive Mobility Device



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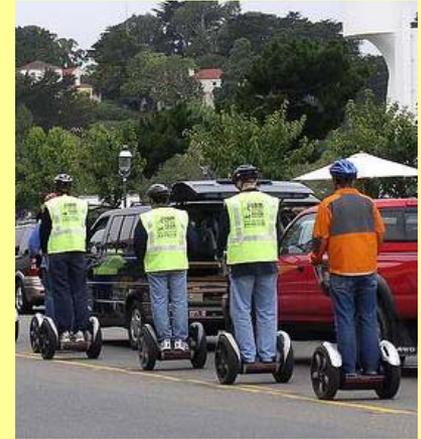
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 - At Intersections
 - On sidewalks (yields the R.O.W. and gives an audible signal before passing a pedestrian)
- Local governments may prohibit the operation of EPAMD on any road, street, or bicycle path in the interest of safety



ALTERNATIVE TRANSPORTATION

Electric Personal Assistive Mobility Device



Pros

- Energy-efficient and pollution-free form of transportation
- Improve tourism by having tours for sightseeing opportunities

ALTERNATIVE TRANSPORTATION

Electric Personal Assistive Mobility Device



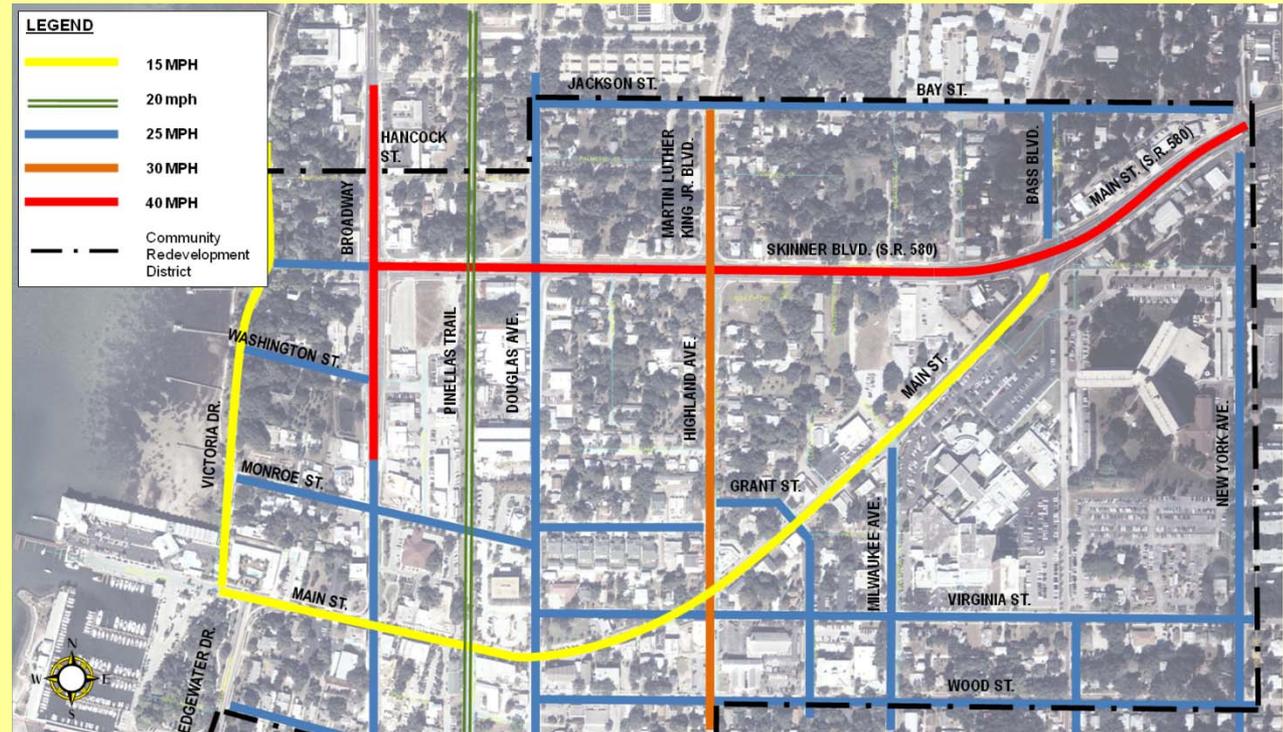
Cons

- Safety of the users
- Sidewalk riding may conflict with pedestrians due to the narrow sidewalks
- Allocate special parking areas and potential electrical recharge stations
- May lose the ambience of the “*Best Walking Town in America*”

ALTERNATIVE TRANSPORTATION Golf Carts & EPAMD's



- Golf carts and EPAMD's are limited to roadways with a speed limit of 25 mph or less



ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Key Characteristics

- Human-powered, equipped with one or more seats for carrying passengers in addition to the driver



ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Safety Concerns

- Could pose a life safety hazard on the road due to automobile collisions
- May cause traffic congestion by taking up an entire lane of roadway



ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Regulations

- Allowed in any place that permits bicycles, except on sidewalks if used for carrying passengers
- Local municipalities may have to address safety requirements, regulations and enforcement



ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Pros

- Energy-efficient and pollution-free form of transportation
- Reliable transportation to fare passengers
- Slow pace allows for sightseeing opportunities

ALTERNATIVE TRANSPORTATION

Bicycle Rickshaws



Cons

- Safety concerns for the driver and passengers
- Potential for traffic congestion - limited to non-rush hours
- Take up parking spaces while waiting for a fare
- Additional operating cost for the City to register, inspect and regulate rickshaws



Next Steps

- Tabulate survey results
- Finalize parking needs assessment and supply options
- Provide parking recommendations
- Recommend a wayfinding signage system
- Propose recommendations for alternative transportation:
 - Improve bicycle and pedestrian connectivity
 - Potential regulations to permit golf carts, EPAMD's and bicycle rickshaws

Schedule



- Final Community survey results – July
- Draft report – August
- Final report - September