



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Integrated Transit Smartphone App Development & Implementation

2. **Senate Sponsor:** Jeff Brandes

3. **Date of Submission:** 12/11/2017

4. **Project/Program Description:**

Develop integrated real time trip planning and mobile fare payment app that works across all transit modes in the Tampa Bay region.

5. **State Agency Contacted?** No

a. If yes, which state agency?

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?
Department of Transportation

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

| Amount Requested for Operations | Amount Requested for Fixed Capital Outlay | Total Amount of Requested State Funds |
|---------------------------------|---|---------------------------------------|
| 475,000 | | 475,000 |

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

| Type | Amount | Percent |
|--|--------|---------|
| Federal | 0 | 0.0% |
| State (excluding the amount of this request) | 0 | 0.0% |
| Local | 0 | 0.0% |
| Other | 0 | 0.0% |
| TOTAL | 0 | 0.0 % |

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 475,000

9. **Previous Year Funding Details:**

- Has funding been provided in a previous state budget for this activity? No
- In the previous 5 fiscal years, how many years was funding provided? (Optional)
- What is the most recent fiscal year the project was funded?
- Were the funds provided in the most recent fiscal year subsequently vetoed?
- Complete the following Worksheet.



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| | | | |
|-------------------------------|---|--|---|
| FY: | Input Prior FY Appropriation for this project for FY 2017-18 (If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.) | | |
| Column: | A | B | C |
| Funds Description: | Prior Year Recurring Funds * | Prior Year Nonrecurring Funds * | Total Funds Appropriated (Column A + Column B) |
| Input Amounts: | | | |

10. Is future-year funding likely to be requested?

No

11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?

Provide a singular secure and reliable multimodal trip planning, real time information and mobile payment application for the Tampa Bay region. Modes to be included: Bus, streetcar, ferry, trolley, bike share, TNC (Uber, Lyft). Integrated app would build on existing regional fare collection system and be an investment in Automated Vehicle Locator (AVL)/Real Time systems.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?

Procure automated vehicle locator (AVL) equipment for contracted service providers (Clearwater Ferry, Downtown Looper, etc.); develop an Application Program Interface to integrate fare collection technology (developer: Bytemark) into trip planning app, and conduct a public education and informational campaign.

c. How will the funds be expended?

| Spending Category | Description | Amount |
|--|-------------|--------|
| Administrative Costs | | |
| <input type="checkbox"/> Executive Director/Project Head Salary and Benefits | | |
| <input type="checkbox"/> Other Salary and Benefits | | |
| <input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other | | |
| <input type="checkbox"/> Consultants/Contracted Services/Study | | |
| Operational Costs | | |



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| | | |
|---|--|---------|
| <input type="checkbox"/> Salary and Benefits | | |
| <input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other | 1) AVL equipment purchase, installation & deployment 2) API installation & deployment | 400,000 |
| <input checked="" type="checkbox"/> Consultants/Contracted Services/Study | Public information & education | 75,000 |
| Fixed Capital Construction/Major Renovation | | |
| <input type="checkbox"/> Construction/Renovation/Land/Planning Engineering | | |
| TOTAL | | 475,000 |

d. What are the direct services to be provided to citizens by the appropriations project?

Citizens will have access to an integrated app that will expand mobile payment options and display real time information. In addition, the app will integrate non-bus modes (e.g. Uber, Lyft, Coast bike share, Clearwater Ferry, etc.) into the app's trip planning and mobile payment functions.

e. Who is the target population served by this project? How many individuals are expected to be served?

Initially, transit users, including 1 million Pinellas County residents and 6.3 million annual Pinellas County tourists, can utilize the app's integrated functionality. Once all other Tampa Bay area counties integrate into the system (Hillsborough, Pasco, Hernando and Sarasota), this will target all transit among 3 million area residents.

f. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

Reduce wait and travel times, increase multimodal trip sharing, mitigate traffic congestion, and generate additional data to enhance regional planning. The open source nature of development will allow other modes and agencies to participate in the future. Data generated from app development will be used to track ridership and travel time trends.

g. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Reimbursement of appropriated funds to the state.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

a. Name: Brad Miller



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- b. Organization:** Pinellas Suncoast Transit Authority
- c. Email:** bmiller@psta.net
- d. Phone Number:** (727)540-1807

14. Recipient Contact Information:

- a. Organization:** Pinellas Suncoast Transit Authority
- b. County:** Pinellas
- c. Organization Type:**
 - ☐ For Profit
 - ☐ Non Profit 501(c) (3)
 - ☐ Non Profit 501(c) (4)
 - ☒ Local Entity
 - ☐ University or College
 - ☐ Other (Please specify)
- d. Contact Name:** Brad Miller
- e. E-mail Address:** bmiller@psta.net
- f. Phone Number:** (727)540-1807

15. If there is a registered lobbyist, fill out the lobbyist information below.

- a. Name:** Ron Pierce
- b. Firm:** RSA Consulting Group, LLC
- c. Email:** ron@rsaconsultingllc.com
- d. Phone Number:** (813)777-5578