

EXECUTIVE SUMMARY

Town of Medley

Transit Circulator Services Implementation Study

Project Overview

This study has been prepared to evaluate the feasibility of implementing a transit circulator system within the Town of Medley, Florida (Town). The Town is located in the heart of the highly urbanized, industrial area of north-central Miami-Dade County, Florida (County). The Town occupies approximately 3,845 acres of land. According to the 2000 Census, 1098 individuals call the Town their home; however, approximately 40,000 commuters travel to work in the Town daily. The Town has experienced a substantial increase in commercial and industrial developments which will result in the creation of new jobs which will directly translate to an increase in industrial and commuter traffic.

The transit circulator system evaluated during this study targeted parts of the community that are not being properly served by the County transit system. This study had the following objectives:

- Evaluate existing public transportation system(s) deficiencies;
- Determine existing and potential future public transportation needs;
- Recommend transit circulator system(s) and implementation strategy;
- Provide a preliminary cost estimate and potential funding sources.

Existing Conditions

Based on the Town's Comprehensive Plan 1994-2000, the predominant land use within the Town is industrial (75%) with some small residential spots (1%), located mostly east of the Palmetto Expressway/SR-826, and commercial establishments. A review of the future land use for the Town of Medley shows minimal change from the current land use.

Currently there are a total of eight transit routes that operate in the Town. The Town also receives urban area transit through Miami-Dade Transit (MDT), in the form of a regular fixed-route service that connects to the Palmetto Metrorail Station with other centers of activities and services outside Medley. However, these routes do not service the residential area of Medley. Therefore, the proposed transit circulator service should link the Town's traffic generators (Palmetto Metrorail Station, the Tobie Wilson Park, the Town's Town Hall, BJ's and Wal-Mart) as well as regional generators that will be linked by the circulator via Miami-Dade Metrorail.

Demographic Characteristics

The following are the most relevant demographic characteristics of the Town according to the 2000 census data:

- Population density 290.7 persons/mile;
- 363 total households;
- 72 percent of the population is Hispanic or Latino;
- 15.6 percent of the people is older than 65 years old;
- Median household income is \$23,167;
- 14.3 percent of the families live below the poverty level;
- Two percent of the workers use public transportation;
- 16.2 percent of the housing units do not have a vehicle;

Evaluation of Survey Data

Business and residential areas within the Town were surveyed to determine the percentage of people that are likely to use the circulator service and the areas that they would prefer to be serviced. The survey responses will help identify the potential user's needs. The results of the survey are the following:

- 27% of the business' employees will use the trolley/bus during the day either to get to their work or to reach other destinations.
- 92% of the Town's residents would use the trolley/bus for their daily activities;
- 100% of the Town's residents of the respondents indicated that they would rather use the new/proposed service to connect to the metrorail or bus service instead of driving;
- The residents have a need of circulator service within the Town and its surroundings;
- Residents prefer using a circulator service over driving.

Circulator Service Feasibility

A review of the socioeconomic characteristics of the Town showed the following:

- The Town's low household income (\$23,167 per year) classifies the area as a high prospective for transit demand;
- The large percentage of elderly in the Town (15.6%) represents potential circulator system users;
- 22.1 percent of the Town's residents are disabled and of this only 4.6 percent are currently employed; therefore, they may be potential users of the proposed transit circulator service;
- The Town has 62 housing units without a vehicle. Those housing units lacking automobile ownership have a high tendency to use the proposed transit circulator service;
- None of the eight routes that operate across the Town provide service to the residential area. A resident from the Medley Trailer Park must walk an undesirable distance of approximately 7 blocks to get to the route;
- There is local support for transit circulator service in the Town. Residents surveyed indicated that they are willing to use the service once implemented for their daily activities.

Circulator Feasibility Scorecard

The feasibility score for the Town is 55. This score indicates that the service may or may not be feasible. Factors that do affect the potential for successful service negatively is the low density per square mile with the Town.

Transit Circulator Recommendations

The transit service characteristics in the following table were considered:

Characteristic	Recommendation
Route Alignment	The route will: 1. link key generators in the Town; 2. give residents the opportunity for better mobility both within and outside the Ton; and, 3. maximize efficiencies associated with linkages to Miami-Dade Transit, Palmetto Metrorail Station, and other municipal transit services.
Vehicle Type	20 foot commercial cut away bus such as an Eldorado, Aerolite or a Goshen Coach Pacer capable of seating 8 to 12 passengers with 2 alternate wheelchair positions.
Headways	60 minutes at a travel speed of 10 MPH with a total length of 6.5 miles.
Hours of Operation	6:00 am to 6:00 pm
Required Personnel Time	60 person-hours
Service Promotion	Brochures, Town website. Promotion at resident club meetings and Town events. Advertisement by direct mailing.

In addition to personnel to operate fleet vehicles, the proposed circulator system would require administrative support in the amount of a part-time person and a fleet mechanic and executive support. Capital funds may be required to purchase the vehicles or the Town could lease vehicles.

Preliminary Cost Estimate

Option	Description	Annual Cost (First Year)
A	Operated by the Town of Medley	\$105,000
B	Private Operator	\$120,000
C	Operated by Miami-Dade Transit	\$260,000
D	Joint Service with Miami Springs	PTP funds for 3 years

Funding Sources

The primary funding source for this would be the Town’s general fund supplemented by People Transportation Tax (PTP) funds. The Town of Medley can annually anticipate receiving approximately \$37,400 (projected in 2007 dollars). Of this, a minimum of 20 percent (or \$7,500) must be spent on transit service while the remainder can go for a variety of transportation enhancement projects. There are other funding sources available, including fares. The Town has the option to charge fares. If a minimum of four riders per hour were to use the service, approximately \$12,500 would be raised (assuming 3,064 hours and a fare of \$1.00).

Next Phase

The Town is limited by the amount of capital funds available to fund a circulator exclusively for the Town. It would prefer to proceed with a joint-use circulator with neighboring municipalities that would operate on a limited, but scheduled basis. In discussions between the Town and the City of Miami Springs, this option des appear to be feasible but further coordination is still required. The Town and the City of Miami Springs would need to enter into a Joint Participation Agreement for the circulator approved by the two City Councils.

Conclusion

From an economic or use point of view, it does not appear feasible for the Town to operate its own circulator bus or route. However, the Town is still interested in exploring a joint participation with neighboring municipalities which will help make a circulator route more viable.