



November 12, 2015

Mr. Pio Ieraci, President

Mr. Eric Berkowitz, Vice President

The Galt Mile Community Association
3415 Galt Ocean Drive, #135
Fort Lauderdale, Florida 33308

RE: PROPOSED SUN TROLLEY GALT LINK MODIFICATIONS

Dear Sirs,

On behalf of the Downtown Fort Lauderdale Transportation Management Association (TMA), I am writing to request your support to modify the Sun Trolley Galt Link route to more aptly accommodate the residents living along Galt Ocean Mile.

I first met with you in January 2015 to discuss the route and its apparently dwindling usage along the US1 leg that serves Holy Cross and Imperial Point Hospitals. Since that first meeting, our team has taken a comprehensive approach by viewing ridership trends at a microscopic level and executing a community outreach program to understand our neighbors' transportation needs.

The results of these efforts indicate the following:

- *Over the last two years, an average of 73 passengers per month boarded at Imperial Point Hospital out of 3,306 total average boardings; this represents only 2.2% of the ridership share*
- *Over the last four years, an average of 34 passengers per month boarded at Holy Cross Hospital out of 3,487 total average boardings; this represents only 2.8% of the ridership share*
- *78.7% of survey respondents indicated they would use the service more frequently if the route were extended north into Lauderdale-By-The-Sea.*

Based on these results, our team is proposing that the US1 leg to the hospitals be eliminated and the route be extended northward to Lauderdale-By-The-Sea. These proposed modifications have been approved by the Lauderdale-By-The-Sea Town Council and the TMA Executive Board of Directors. The next step will occur on Tuesday, November 17th when the City of Fort Lauderdale Commission will hold a public hearing on the matter.

If these changes take effect, our team will engage the Florida Department of Transportation's Commuter Services Program to assist customers currently using the US1 leg in learning about their alternative options available. Note that Broward County Transit and the Pelican Hopper both currently provide service to the two hospital facilities.

We would welcome the kind rallying for these changes by the Galt Mile Community Association in advance of the public hearing via a letter of support. Our role is to understand the changing needs of our customers and to apply a nimble approach to continue meeting their needs. Ridership being one of the key performance measures to diagnose the health of a route, we believe the above modifications will result in a significantly net positive gain in ridership usage by the residents living in your community.

If you have any questions or concerns, you may reach me directly at rchiarelli@suntrolley.com or (954) 494-9680.

Thank you sincerely for your consideration,

Robyn Chiarelli, Executive Director

cc: Commissioner Bruce G. Roberts, City of Fort Lauderdale
Robbi Uptegrove, Assistant to Commissioner Roberts
Diana Alarcon, City of Fort Lauderdale Transportation and Mobility Director
Karen Mendrala, City of Fort Lauderdale Principal Planner
Kevin Walford, City of Fort Lauderdale Transportation Planner
Alan Hooper, TMA Executive Board Chair

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