

[www.Altamonte.org](http://www.Altamonte.org)

**WHERE  
INSPIRATION  
SPARKS  
INNOVATION**

# THE CITY OF ALTAMONTE SPRINGS

Located in Seminole County, Florida, just north of Orlando, Altamonte Springs is a recognized leader in the region, state and nation for its innovation, fiscal responsibility and progressive ideas. The City is completely debt free and maintains one of the lowest tax rates in Florida. From forward-thinking and proactive initiatives to an evolving business climate and environmentally friendly projects, Altamonte Springs has set an example for other municipalities by striving to work beyond the typical constraints of local government.



## CITY DEMOGRAPHICS

- Year of Incorporation: 1920
- City Area: 9.667 Square Miles
- Employees: 431
- Government: Commission & Strong City Manager
- Population (2017 BEBR):
  - City: 44,482
  - County: 454,757
- Current Millage Rates:
  - City Millage Rate (3.1)
  - Seminole Co. Fire/Rescue MSTU Rate (2.7649)
- Residential Information:
  - Single-Family Parcels: 7,392
  - Single-Family Residential Subdivisions: 137
  - Multifamily Units: 17,110
  - Multifamily Communities: 97
- Utilities: A regional utility serving approximately 120,000 utility customers, many in other cities and unincorporated Seminole and Orange Counties. Services include residential garbage collection, waste recycling, water, reclaimed water, sewer and stormwater management.

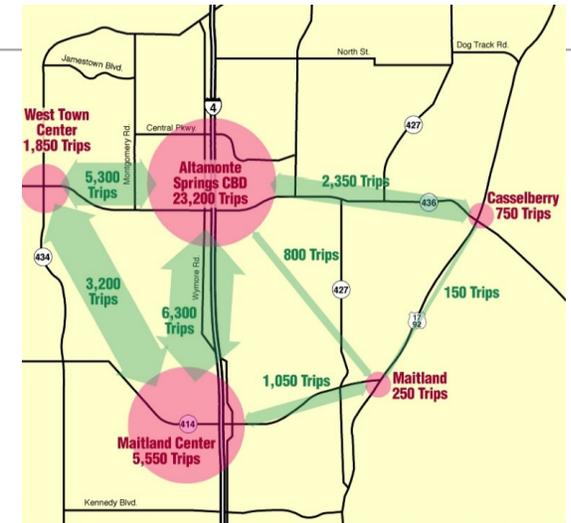
The City has a perfect blend of community spirit and bustling activities that help create a wholesome environment for residents and visitors alike. Residential tree-lined streets and beautiful, natural parks reflect the charming and unique character of what locals call home. Not to mention, the City's robust events program is the most exciting in the region. Altamonte Springs' programs infuse into our community a sense of excitement and entertainment, while enriching its diverse social fabric.

City leadership, staff, residents and local businesses share a vision of making Altamonte Springs the best place in Central Florida to live, work, raise a family, earn a degree, seek medical care and build a business.



# EARLY TRANSIT DEVELOPMENT

- The City initiated an effort to focus on convenience vs. infrastructure. The City believed early on that the future is software driven based on convenience for the user.
- In 1999, Congressman John Mica secured a federal appropriation which became the North Orange / South Seminole ITS Enhanced Circulator Project.
- The project was to provide demand-response, on-demand rides scheduled by phone, kiosk or computer to destinations or activity centers.
- In 2000, the FlexBRT Real-Time Dynamically Routed Concept was developed by the City.



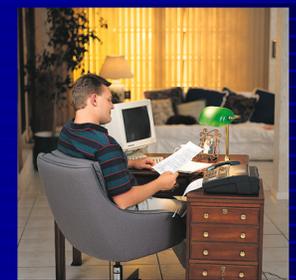
What are we trying to achieve?

## Easy To Use And Understand

Touch Screen Kiosks  
at Stations

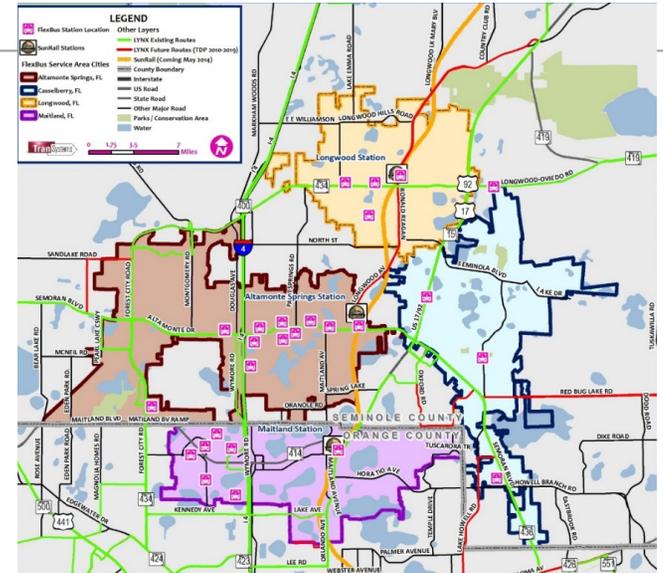
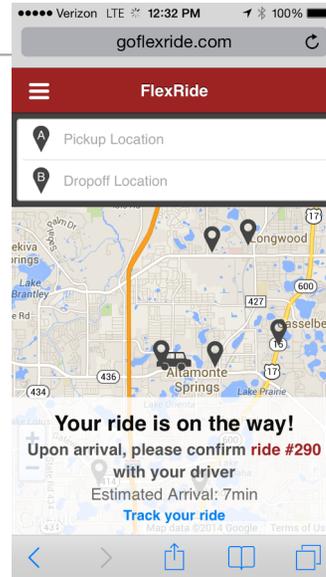


Internet Access from  
Home/Office



North Orange / South Seminole ITS Enhanced Circulator Feasibility Study

# THE FLEXBUS PROJECT



**2004-2007**

FDOT funded PD&E study; system and operations plan finalized

**2010**

LYNX secured \$3.5 million in FTA grants to put FlexBus in operation by LYNX

**2014**

FlexBus demo was ran for 60 days in April and May

**2015**

LYNX pulled the funding, the project was put on hold

## ALTAMONTE SPRINGS UBER PILOT

After LYNX pulled funding, problems remained but demand response transportation was still seen as worthy to evaluate. The City approached Uber with a radical idea-have a private company provide a convenient mobility option vs. an infrastructure option that the local bus system couldn't. In March 2016, the first U.S. inter-city public-private partnership with Uber was executed.

*"By creating innovative projects like this, we can better serve our residents through direct incentives and find viable, cost-effective mobility solutions for Central Florida. By thinking outside the box and going that extra mile for our communities, we have developed a solid model that can act as a framework for future transportation models around the nation."*

—Frank Martz, City Manager

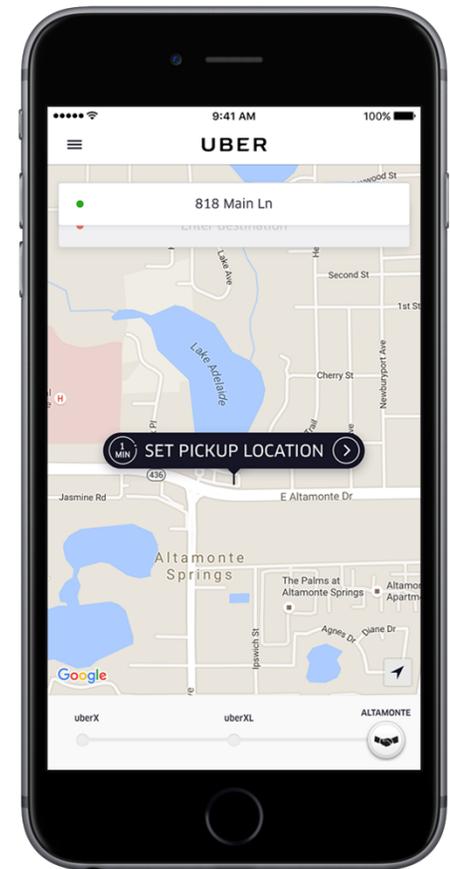


UBER

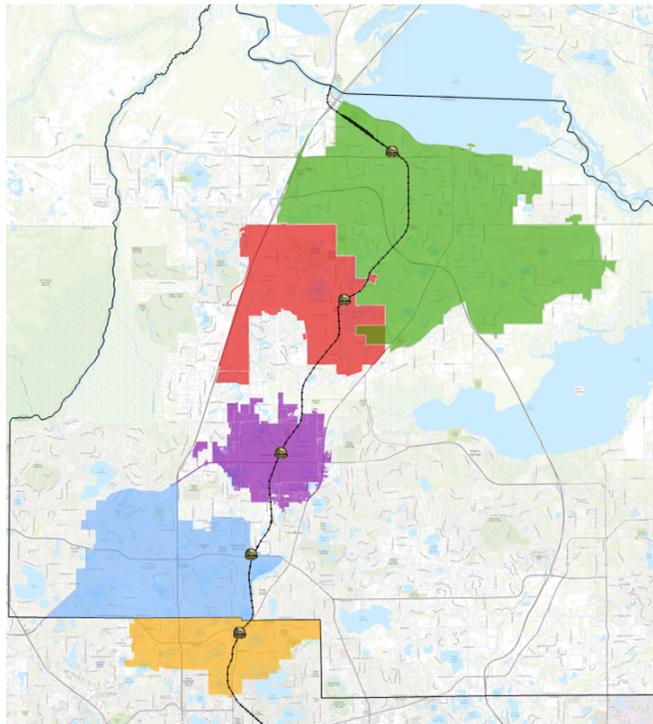


# ALTAMONTE SPRINGS UBER PILOT

- Program offered 20% off all Uber trips starting and ending within the city limits. It offered 25% off trips starting or ending at the Altamonte Springs SunRail station
- Initial program goals:
  - Help alleviate future traffic congestion by promoting ride-sharing and creating a mode shift
  - Improve connectivity to regional transit
  - Recognize that people use their smart phones for various uses (shopping, online dating, etc) and try to include transit as another use as well.
  - Offer flexible transportation options.
  - Assess ways technology and ride-sharing could be utilized to meet future transportation needs.
  - Encourage and teach a mode shift for citizens.



# 5 CITIES EXPANDED UBER PILOT



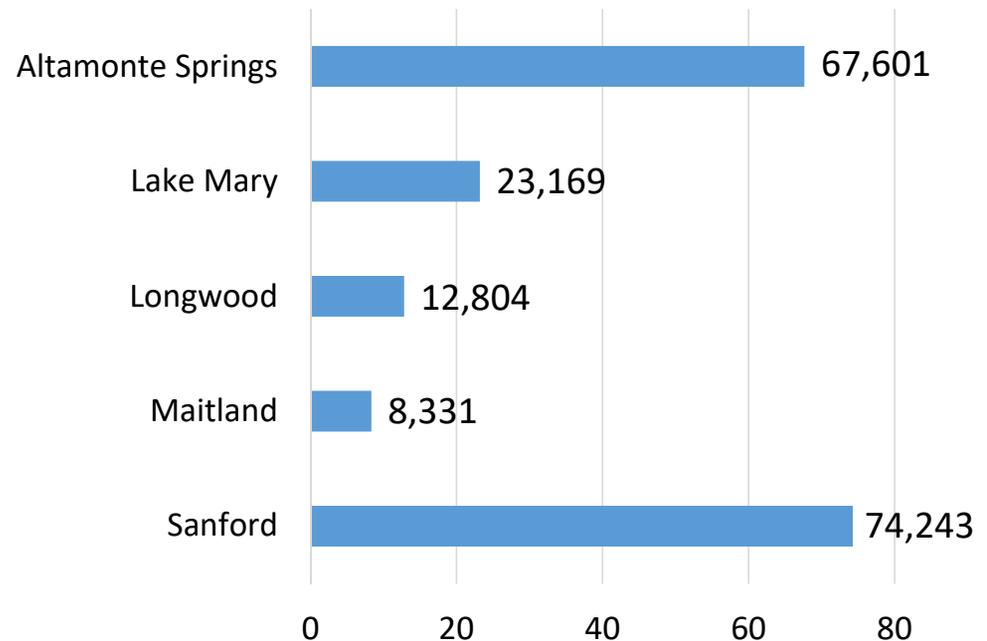
- An interlocal agreement was executed in May 2016 between the 5 Cities which created the Municipal Mobility Working Group (MMWG) and expanded the Uber pilot program to all 5 Cities.
- The pilot was expanded in August 2017 to include Intercity trips between the 5 Cities (referred to as phase 2 of the pilot).
- The pilot program ended in July 2018.



# UBER PILOT RESULTS

- In the first year (July 2016 to July 2017), a combined total of \$63,770.71 was spent between the five cities, representing a 74% increase in Uber trips.
- During Phase 2 (August 2017 to July 2018), more than 185,000 trips took place with a cost of over \$330,000.

PHASE 2 TRIPS (In Thousands)



# UBER PILOT RESULTS



“We have been extremely encouraged by the pilots developed in the cities of Altamonte Springs, Lake Mary, Longwood, Maitland and Sanford these last two years. The success of this program, by offering residents and visitors a future with less congestion, less individual car use, more shared rides, and more multimodal trips, has allowed for a new way of inter-city movement.”

–Kasra Moshkani  
*Uber Southeast General Manager*

# COST OF UBER PILOT VS. PUBLIC TRANSPORTATION



UBER



- The 5 Cities paid about \$330,000 for 12 months of phase 2 which resulted in 186,000 trips averaging about \$1.77 per trip.
- A new 40-foot CNG LYNX bus costs approximately \$900,000 for purchase, delivery, customization and to operate a LYNX bus on a typical route for one year.
- LYNX had a total of about 26 million passenger trips in FY2017. The FY2018 operating budget is \$133 million which yields an average of about \$5.11 per trip.
- The pilot does not replace traditional public transportation but it creates another convenient option which encourages mode shift.

# RIDERSHIP OF UBER PILOT VS. SUNRAIL



UBER



- During Phase 2 (August 2017 to July 2018), more than 185,000 trips took place in the 5 Cities with a cost of over \$330,000.
- During a 10-month period (July 2017 to April 2018), SunRail ridership at the 5 stations that were part of the Uber Pilot was 236,446. For 12-months (similar to phase 2 of the pilot), it is equivalent to a ridership of about 284,000.
- The 12 month cost of the Uber pilot for the 5 Cities was \$330,000.
- The overall cost of SunRail for phase 1 (total costs less revenues) is about 30 million per year. These 5 stations represent about 41% of the total system ridership for an equivalent annual cost of about \$12.5 million per year.
- Again, the pilot does not replace commuter rail but it creates another convenient option which encourages mode shift.

## WHAT'S NEXT?

- MMWG Cities are currently evaluating program expansion.
- Work with developers to incorporate ride share drop off and pick up locations in new site plan designs.
- The City is researching connected and autonomous vehicles and how they could affect this program moving forward.
- Explore higher discounts for pooling programs such as UberPool which could encourage overall roadway vehicle reduction.



uberPOOL  
Share your ride and save



# QUESTIONS?

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