



Board of County Commissioners
December 1, 2021 - Joint Meeting of the County Commissioners and
Longboat Key Commissioners

SUBJECT

MANATEE COUNTY AREA TRANSIT (MCAT) LONGBOAT KEY (LBK) SHUTTLE SERVICES

Category

REGULAR

Briefings

None

Contact and/or Presenter Information

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Jonathan Roberson, Transit Planning Section Manager, Manatee County,
Jonathan.Roberson@mymanatee.org, (941) 747-8621 x7622

Action Requested

Presentation/Discussion Only

Enabling/Regulating Authority

Chapter 341, Florida Statutes; Rule 41-2, Florida Administrative Code; Comprehensive Plan 6.0
Mass Transit Element; Chapter 53 of Title 49, United States Code; The Fixing America's Surface
Transportation (FAST) Act

Background Discussion

The LBK Shuttle is a Mobility OnDemand (MOD) service that operates from 6:00am to 8:00pm
seven days a week, with a service area connecting Coquina Beach and Bay Isles.

The LBK utilizes next-day scheduling for trip reservations, and reservations are needed by
5:00pm the day before service is desired.

The LBK Shuttle provides daily service to/from the Coquina Beach transfer point, providing connections to/from MCAT Route 6 and the Anna Maria Island (AMI) Trolley fixed route/fixed schedule services.

The LBK Shuttle also provides inter-county connectivity with Sarasota County Area Transit (SCAT) services at Bay Isles.

The fare structure for the LBK Shuttle is the same as the MCAT fixed route system, and all valid MCAT and SCAT bus pass options are honored. The MCAT mobile ticketing option is a valid fare option and passengers can also establish pre-paid fare accounts.

Commuters can provide their work schedule in advance, and benefit from subscription services for repetitive trips, rather than calling every day for a trip reservation.

Walk-up services are also available for passengers to utilize, in combination with pre-scheduled trips.

Attorney Review

Not Reviewed (Utilizes exact document or procedure approved within the last 18 months)

Instructions to Board Records

N/A

Cost and Funds Source Account Number and Name

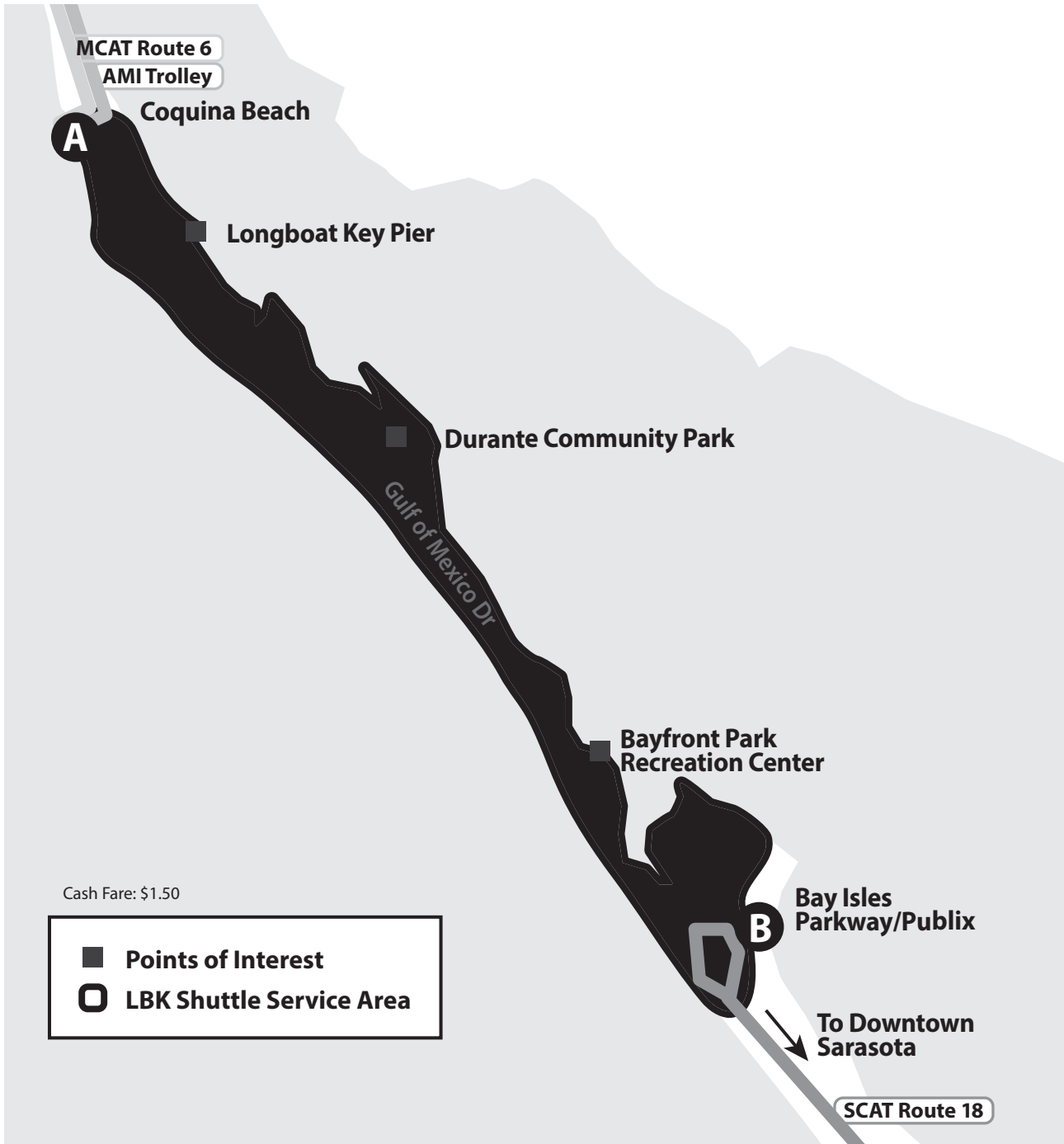
N/A

Amount and Frequency of Recurring Costs

Operating funds are budgeted for FY 2021-2022.

SHUTTLE: Longboat Key • Monday - Sunday

Holiday Schedule : Fixed Route and Longboat Key services are not available on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.



Hours Of Service

Longboat Key Shuttle services are available Monday – Sunday, 6 a.m. to 8 p.m.

Fare Information

- The Longboat Key Shuttle cash fare is \$1.50 for each ride.
- All valid MCAT and SCAT fixed route bus passes are accepted on the Shuttle.
- A Pre-paid Fare program is available for the ease of buying a pre-set number of Longboat Key Shuttle trips. The Pre-paid account can be established in advance and then replenished as desired.

For detailed information on MCAT routes and fares, please visit www.mymanatee.org/mcat

How To Use The Shuttle Service

- Trip reservations are required.
- To make a one-way or round-trip reservation, call 941-748-2317: Monday - Friday 8:00am - 5:00pm
- All Shuttle trips serve destinations within the defined Longboat Key service area.
- For your convenience, pre-registration is recommended; however, not required. Seasonal residents and visitors are encouraged to register in advance.
- Reservations for service are required by 5:00 p.m. the day before service is desired.
- Plan to use the Shuttle regularly? Subscription service is available.
- Walk-up service is available at designated bus stops when a shuttle vehicle is already in operation. The driver will drop you off at:
 - Coquina Beach: Connects with MCAT Route 6 and AMI Trolley
 - Shoppes of Bay Isles: Connects with SCAT Route 18 with service to Downtown Sarasota
 - Designated bus stops along Gulf Drive within the defined Longboat Key service area
- Longboat Key Shuttle services include accommodations for bikes and is accessible for people using wheelchairs or other mobility devices.
- Please note use of a bike or mobility aid when scheduling a shuttle ride.

Some Rules Apply

Our mission is to provide convenient, on-time and accessible transit service to our community. To do so, we have a few rules. People who book a reservation and do not arrive for their trip or do not cancel their reservation at least two hours in advance will be considered a “no-show.” Customers who receive three no-shows in any 30-day period may be suspended from Longboat Key Shuttle service. However, these customers may continue to use walk-up service when available.

Fare Card Outlets

MCAT Sales and Information Offices/Transfer Stations, and Park and Rides

Downtown Bradenton, 601 13th Street West, Bradenton, The Downtown Station is located on 13th St. W. between 8th Ave. and 6th Ave.
M-F, 7:00 a.m. - 6:00 p.m.

DeSoto Station, 820 301 Boulevard West, Bradenton, The DeSoto Station is located on the corner of 9th St. W. and 301 Blvd. next to the Manatee County Sheriff's Office and across from DeSoto Square Mall. The station has a park and ride lot with 27 dedicated parking spaces for park and ride customers.
M-F, 12:30 p.m. - 4:00 p.m.

Palmetto Station, 1802 8th Avenue West, Palmetto, The Palmetto Station is located on the corner of Business 41 and 19th Street. The station has a secured park and ride lot for park and ride customers.
Sales and Information offices hours subject to change. Please, no bills over \$20.



Goodwill Store, 3465 Cortez Rd W, Bradenton
Discount Fare Cards not available.

Goodwill Store, 2715 51st Ave East, Bradenton
Discount Fare Cards not available.

Goodwill Store, 8750 State Road 70, Bradenton
Discount Fare Cards not available.



MCAT

LBK SHUTTLE

Longboat Key Monday - Sunday

Effective Date: December 5, 2020



SERVING
Coquina Beach
Bay Isles Parkway

CONNECTING
Anna Maria Island Trolley
MCAT Route 6
SCAT Route 18

Contact Us:

Rider Information (941) 748-2317
Text Telephone (TDD) (941) 747-7868

Manatee County Area Transit
www.mymanatee.org/mcat
Manatee County Transit Fleet Facility
2411 Tallevast Road
Sarasota, FL 34243



 [facebook.com/ridemcat](https://www.facebook.com/ridemcat)
 Ride with Us - MCAT

Serving Beautiful Longboat Key

The Longboat Key Shuttle is on-demand / call ahead service within a defined area serving Longboat Key residents and visitors. The Shuttle is a new service, designed specifically for residents, visitors and those who work on the Island. Enjoy ease of travel throughout the Island with convenient connections to Anna Maria Island (AMI) and mainland destinations via stops at Coquina Beach and Bay Isles.

MCAT Rider Responsibilities

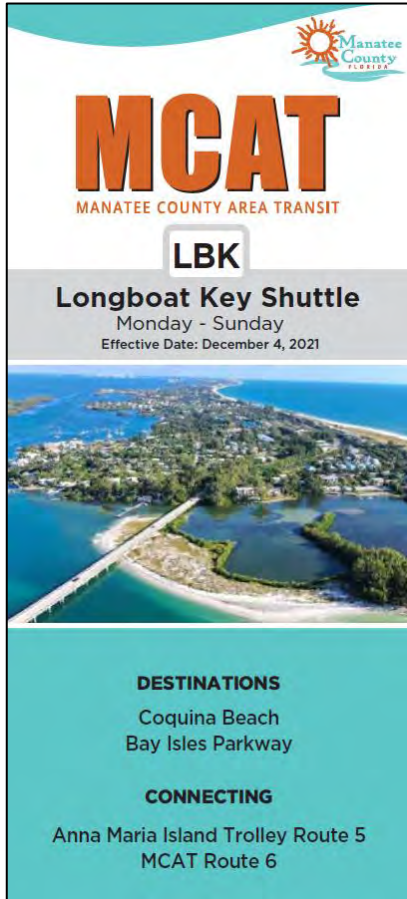
To provide a quiet, comfortable transportation service, all passengers are expected to comply with certain rules. Failure to follow these rules may result in the police being called, the passenger being asked to leave the bus or bus stop area, and/or the passenger receiving a trespass order from the bus or bus stop area. Refusing to leave the bus or bus stop area when asked makes the person subject to arrest for trespass pursuant to Florida Statute § 810.08. Shirts and shoes are required on all vehicles.


Prohibited on all MCAT buses for safety and courtesy:

- No open food or drink containers.
- No smoking, including electronic cigarettes.
- No weapons.
- No profanity or loud talking.
- No flammable or explosive material.
- No playing personal electronics without personal headphones.
- No alcoholic beverages.
- No electric bikes or scooters.
- No personal items (including strollers) allowed that will block bus aisles.


All Manatee County Area Transit vehicles and facilities are monitored by MCAT, 24 hours 7 days a week using electronic surveillance system and security personnel.

Manatee County Area Transit (MCAT) Long Boat Key Shuttle Update




MCAT
MANATEE COUNTY AREA TRANSIT

LBK
Longboat Key Shuttle
Monday - Sunday
Effective Date: December 4, 2021



DESTINATIONS
Coquina Beach
Bay Isles Parkway

CONNECTING
Anna Maria Island Trolley Route 5
MCAT Route 6

**Joint Meeting of County
Commissioners and Longboat
Key Commissioners
December 1, 2021**



LBK Service History



- MCAT launched the LBK Shuttle service as a pilot project on April 15th, 2017, as part of the *Fixed Route Optimization and Restructuring Plan* approved by the Manatee County Board of County Commissioners (BCC) in July of 2016.
- As part of this route optimization and restructuring process, the LBK Shuttle as a Mobility-on-Demand (MOD) concept replacing a former fixed route trolley service on Long Boat Key that was underperforming (i.e., consistently exhibited low ridership).



LBK Service Characteristics

- In operations since April of 2017.
- Monday-Sunday service, from 6:00 AM to 8:00 pm.
- Fare is \$1.50 per trip.
- Trip reservations are required. Customers have until 5:00 pm the previous day to book their trip.
- Subscriptions are available for frequent bookings/trips, especially for work-based trips.
- LBK shuttle connects to MCAT's Anna Maria Island (AMI) Trolley and Route 6-Cortez Rd. corridor at Coquina Beach, and Sarasota County Area Transit (SCAT) Mobility-on-Demand service at Bay Isles Shopping Center.
- A pre-paid fare program is available for the ease of buying a pre-set number of trips. A pre-paid account can be established and replenished as desired.
- With pre-paid fares, cash is not required for the passenger fare.
- All LBK Shuttle customers have access to MCAT's Interactive Voice Response (IVR) system, which provides up-to-date phone, text, and email alerts for pre-scheduled trips, trip cancellations, and real-time status updates.



LBK Ridership



	2017-18	2018-19	2019-20	2020-21
Oct	181	219	353	75
Nov	230	256	316	108
Dec	189	308	400	375
Jan	246	432	548	199
Feb	224	382	591	437
Mar	250	563	471	653
Apr	183	531	11	579
May	208	507	0	503
Jun	216	617	48	498
Jul	196	767	129	423
Aug	173	402	146	299
Sep	180	333	93	128
Total	2,476	5,317	3,106	4,277

- LBK ridership averages between 10 and 20 trips daily which validates the County's effort to scale service to demand on Longboat Key. LBK ridership for 2017-2021 demonstrates that:
 - Ridership increased 115% from 2018 to 2019.
 - Demand continued to grow into 2020, was slowed by the COVID-19 pandemic, and is now on track to surpass historic monthly and annual highs.



LBK Success Stories

- **Work-Based Trips:** Many service workers utilize subscription trips and are travelling to/from the Coquina Transfer Point on AMI to/from the Zota Resort & Bay Isles Shopping Center.
- **Regional Connectivity:** The LBK shuttle provides “feeder” service for service workers travelling for work purposes to/from Manatee County, via MCAT Route 6-Cortez Rd. or the AMI Trolley.
- **Customer-Friendly Technologies:** IVR provides instant messaging that is beneficial for LBK riders and MCAT customer service staff, mobile ticketing is also available.
- **Equitable/Affordable Fare:** Equitable and affordable bus fares (\$1.50 a trip and honor of bus pass transfers to/from SCAT and MCAT fixed route buses) remain available to customers.
- **Safe and Compliant Vehicles and Operators:** All MCAT vehicles and operators remain FTA and FDOT-compliant for ADA (wheelchair) accessibility, annual safety and security inspections and upgrades, regular maintenance, regular operator training and refresher training, drug/alcohol random testing, medical exams, etc.
- **Operating Efficiencies:** One MCAT Operator is programmed for the LBK Shuttle as opposed to three with the previous LBK Trolley service; an optimal resource allocation that adjusts to demand.

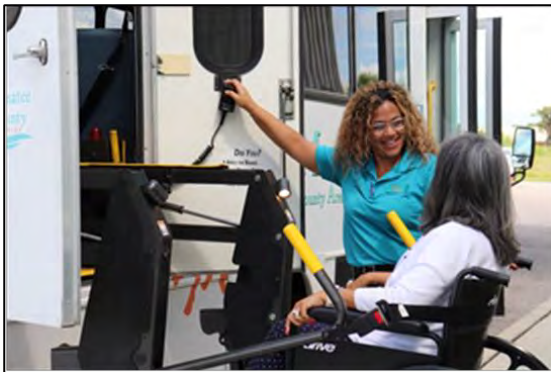


A graphic for MCAT (Manatee County Area Transit) Manatee County, FL. It includes the text "Pay for your MCAT fare quickly and easily with your phone using the Token Transit service!" and "AVAILABLE IN THESE POPULAR APPS". Below this are five app icons: Get Google Pay, Get Transit app, Get Token Transit, Get Blastmap, and Get Moovit.



LBK: Key Lessons Learned

- **Essential Mobility Services for Workers:** Service workers are the most common users of the LBK Shuttle, it is not uncommon for 8-10 customers to board at one time for shifts at ZOTA.
- **Efficient:** LBK vehicle is active daily, delivering scheduled trips and accepting walk-ons, ensuring vehicles are never idle.
- **Customer-Focused Service:** Affordable \$1.50 fare, instant messaging, mobile ticketing, subscription services, wheelchair-accessible vehicles, on-site customer service staff, familiar drivers.
- **Service Model is Portable to Other Parts of Manatee County:** The MCAT “team” offers similar service in the Port Manatee area and is considering piloting similar services in eastern Manatee County.



THANK YOU!

