



Florida Department of Transportation

3400 West Commercial Boulevard
Fort Lauderdale, FL 33309

RICK SCOTT
GOVERNOR

MIKE DEW
SECRETARY

April 5, 2018

Barney McCoy
Transit Director, Service and Capital Planning
Broward County Transit
One North University Drive
Suite 3100A
Plantation, FL 33324

Dear Mr. McCoy

This is a formal request to eliminate Express Bus route 107 due to non-performance as stated in Exhibit A Page 4 Section 8.1 of the of the Joint Participation Agreement Dated September 10, 2015 which was signed by Department of Transportation and Broward County BOCC.

Route 107 services the residents of Pembroke Pines and Hollywood and was one of the initial routes for the 95 Express bus services. Ridership has continued to decline over the past several years due to several factors:

- With the closure of the Miramar Town Center Express routes, a new route began at Perry Airport which is 1.5 miles away from Pembroke Commons (the origin of Route 107).
- The Hollywood Hills Plaza stop is competing with the Sheridan Street park-and-ride stop by Miami-Dade Transit's I-95 express route to the Miami Health District, which did not exist when Route 107 service began.
- Route 107 travel time is longer than the other two routes due to the number of stop lights on Pines/Hollywood Blvd prior to I-95 entrance. At peak hour in the morning (7:15 am), Route 107 takes 1 hour, 20 minutes from Pembroke Commons, while the Perry Route 108 takes fifty-five minutes (7:00 am). On average, it takes about 3 to 4 minutes from Pembroke Common to Perry Airport and 5 to 6 minutes from Hollywood Hills Plaza to Sheridan Street Park-and-Ride. See diagrams on Attachments A & B with this letter.

Mr. Barney McCoy
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The average daily ridership trend is as followed:

- Ridership peaked in August 2015 with an average daily ridership of 248 passengers (See Attachment C).
- Average daily ridership for 2017 had an average daily ridership of 170 passengers (See Attachment C).
- November 2017 was the lowest ridership month since inception except for September 2017 (Hurricane Irma).
- See ridership trend from October 2014 to October 2017 in Attachment C.

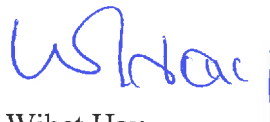
To boost ridership the department asked South Florida Commuter Services and Broward County Transit to develop a marketing campaign to target residents in the zip codes surrounding Pembroke Commons and the Hollywood Hills Plaza. The campaign ran from early October 2017 through November 2017. Efforts included the following:

- Direct Mail Mailer to 32,082 households.
- Print Ads - 6 week run – ½ page print ads in community newspapers.
- Geo-targeted banner ads on SunSentinel.com (Pembroke Pines/Hollywood commuters 5 am-11 pm).
- Example of printed add and direct mailer cards can be found on Attachments D & E.

Ridership counts for Pembroke Commons were conducted by South Florida Commuter Services on (3) separate days: January 9, 2018, February 20, 2018 and February 28, 2018 to allow marketing efforts to make an impact. The results are provided in Attachment F, which shows the morning ridership counts for each trip.

If you would like to go over details I would be happy to sit down to discuss moving forward.

Sincerely



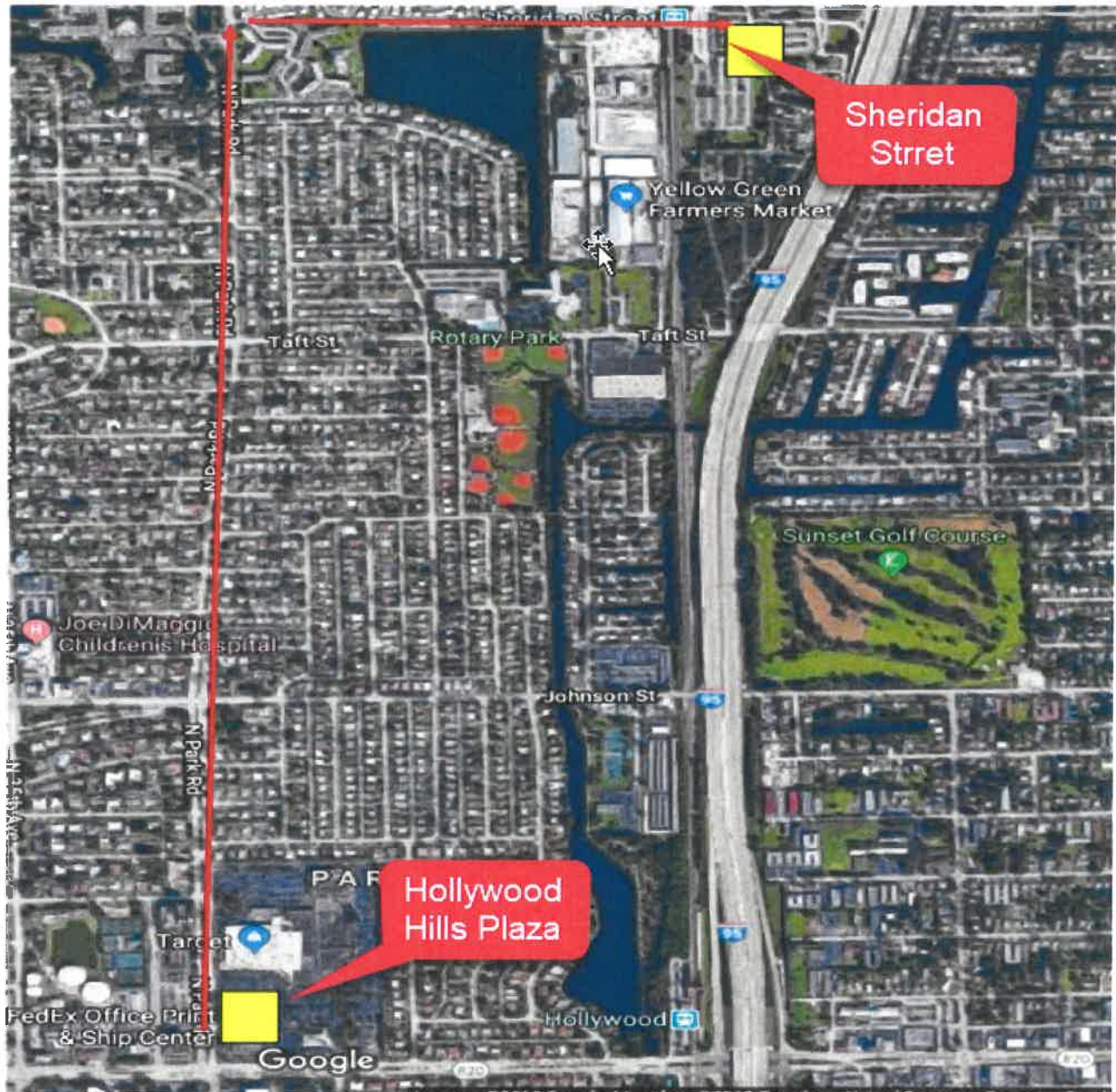
Wibet Hay,
FDOT Express Bus Project Manager

ATTACHMENT A



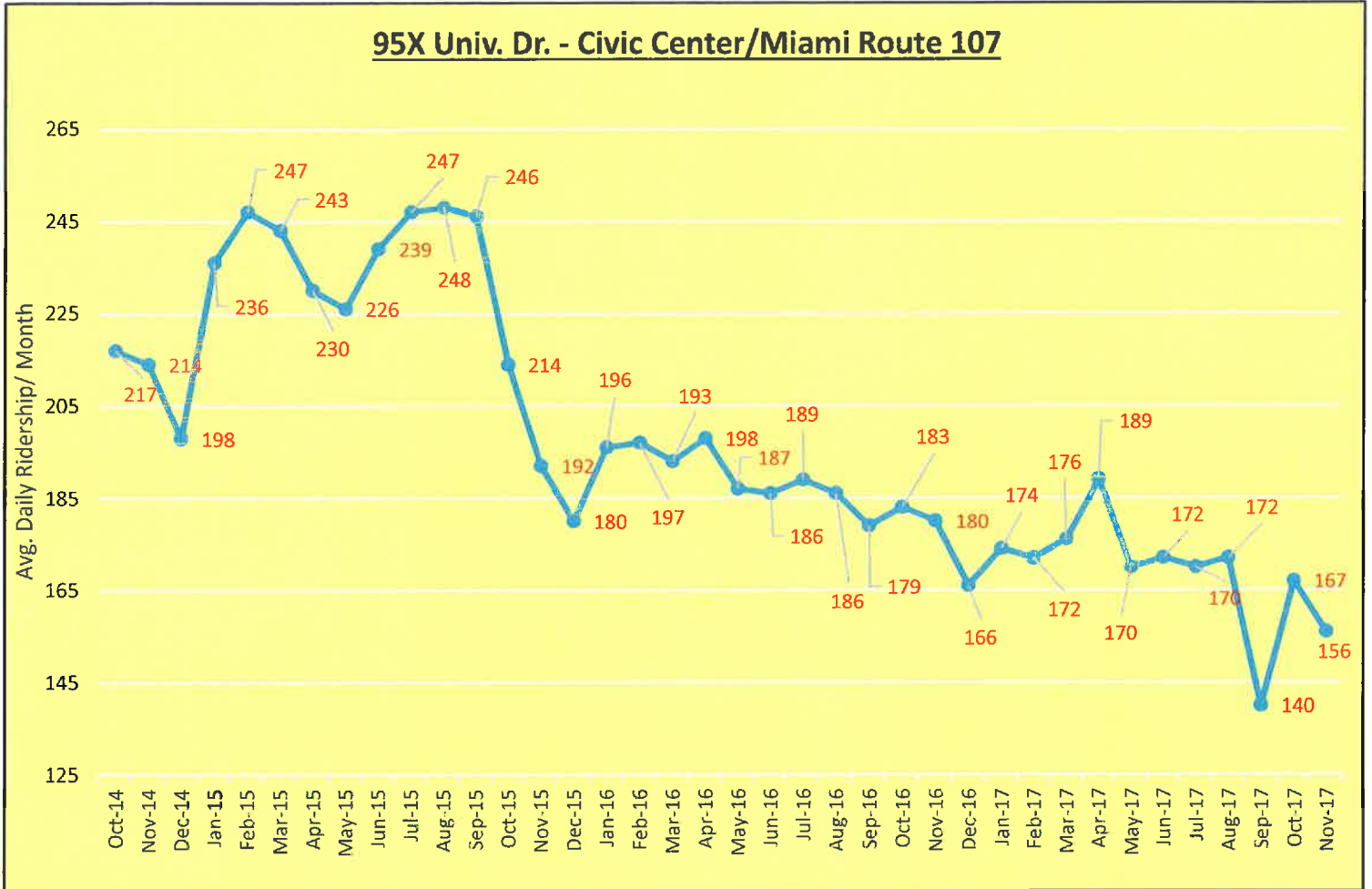
Pembroke Commons to Perry Airport Park and Ride 3 to 4 minute's drive

ATTACHMENT B



Hollywood Hills Plaza to the Sheridan Street Park and Ride 5 to 6 minute's drive

ATTACHMENT C



Ridership Trend from October 2014 thru October 2017

ATTACHMENT D

Your eRide is waiting.

Take the less stress 95 Express bus!

**BCT 95 Express Hollywood Route 107
Pembroke Pines / Hollywood
To Downtown Miami**

Our riders enjoy:

- Comfortable, clean, air-conditioned buses
- Convenient drop-off and pick-up times
- Wheelchair accessibility
- Easy-to-use bike racks

For additional information, call 954-357-8400
Hearing-speech impaired/TTY 954-357-8302

Visit www.95express.com to learn more about other convenient routes.

BROWARD COUNTY
Transit

FDOF

Printed Ad

ATTACHMENT E

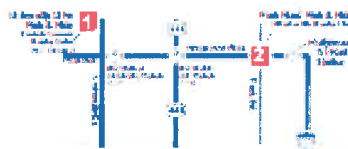
Your ride is waiting.

Take the less stress **95 Express bus!**

BCT 95 Express Hollywood Route 107

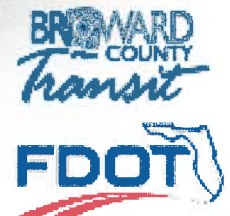
Pembroke Pines / Hollywood

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Hearing-impaired/TTY 954-357-8302 For more information, call 954-357-8400

Direct Mailer

ATTACHMENT F

Route 107 Ridership Counts								
Tuesday, 1/9/2018	5:15 AM	5:45 AM	6:15 AM	6:45 AM	7:15 AM	7:45 AM	8:20 AM	Total
Pembroke Commons	1	2	3	4	2	1	2	15
	5:32 AM	6:02 AM	6:32 AM	7:02 AM	7:33 AM	8:04 AM	8:39 AM	
Hollywood Hills Plaza	3	2	5	6	7	4	2	29
Total	4	4	8	10	9	5	4	44
Tuesday, 2/20/2018	5:15 AM	5:45 AM	6:15 AM	6:45 AM	7:15 AM	7:45 AM	8:20 AM	Total
Pembroke Commons	0	1	3	4	3	0	2	13
	5:32 AM	6:02 AM	6:32 AM	7:02 AM	7:33 AM	8:04 AM	8:39 AM	
Hollywood Hills Plaza	2	4	3	5	4	2	2	22
Total	2	5	6	9	7	2	4	35
Wednesday, 2/28/2018	5:15 AM	5:45 AM	6:15 AM	6:45 AM	7:15 AM	7:45 AM	8:20 AM	Total
Pembroke Commons	1	2	2	4	2	3	2	16
	5:32 AM	6:02 AM	6:32 AM	7:02 AM	7:33 AM	8:04 AM	8:39 AM	
Hollywood Hills Plaza	3	6	6	7	6	2	2	32
Total	4	8	8	11	8	5	4	48