



**AGENDA  
COMMITTEE OF THE WHOLE WORKSHOP  
BOARD OF COUNTY COMMISSIONERS**

**Board Chambers  
Suite 100  
Escambia County Governmental Complex  
221 Palafox Place**

**August 12, 2010  
9:00 a.m.**

**Notice: This meeting is televised live on Cox Cable 98 and recorded for rebroadcast on the same channel.**

1. Call to Order

**(PLEASE TURN YOUR CELL PHONE TO THE SILENCE OR OFF SETTING.)**

2. Was the meeting properly advertised?
3. Chamber Recovery Committee (For Discussion No Backup)  
(Larry Newsom – 10 min)
  - A. Discussion
  - B. Board direction
4. Rural Work Program  
(Mary Beth Washnock, Senior Planner, TPO – 15 min)
  - A. Discussion
  - B. Board direction
5. Reinstatement of Citizens Academy (REFERRED FROM 5/27/2010 C/W) (For Discussion No Backup)  
(Sonya Daniel / Keith Wilkins – 10 min)
  - A. Discussion
  - B. Board direction
6. Inmate Labor Policy  
(Alison Rogers – 15 min)
  - A. Discussion
  - B. Board direction

7. Mooring Ordinance (For Discussion No Backup)  
(Keith Wilkins – 15 min)
  - A. Discussion
  - B. Board direction
  
8. Waiver of Fees Policy for Use of the Civic Center and Discussion on Scheduling Policy (REFERRED FROM 6/10/2010 C/W) (For Discussion No Backup)  
(Keith Wilkins – 15 min)
  - A. Discussion
  - B. Board direction
  
9. Escambia County Area Transit Ten Year Transportation Development Plan  
(Marilyn Wesley / Ken Gordon – 15 min)
  - A. Discussion
  - B. Board direction
  
10. Rebanding of the Communications System (For Discussion No Backup)  
(Michael Weaver – 15 min)
  - A. Discussion
  - B. Board direction
  
11. Adjourn



West Florida  
**Regional  
Planning  
Council**

Cindy Frakes, Chair  
J. D. Smith, Vice-Chair

Terry A. Joseph, Executive Director

May 18, 2009

Mr. Larry Newsom, Acting County Administrator  
Escambia County Board of County Commissioners  
P.O. Box 1591  
Pensacola, FL 32591-1591

Dear Mr. Newsom:

**RE: Rural Work Program Liaison**

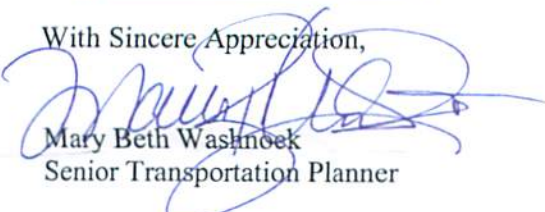
I would like to request an opportunity to address the Escambia County Commission at the July 15, 2010 meeting. The purpose is to discuss rural area projects in the Florida Department of Transportation (FDOT) Five Year Work Program for FY2011-2015, and receive input on rural area priorities for the FY2012-2016 Five Year Work Program, which will become effective July 1, 2011.

The West Florida Regional Planning Council (WFRPC), under a Joint Participation Agreement (JPA) with FDOT, serves as the Department's liaison with the six counties (or portion of counties) in our area not represented by a Transportation Planning Organization (TPO). An informational brochure highlighting these counties is enclosed.

As Program Liaison, I request that you provide written comments regarding priorities or any other transportation concern that should be reported to FDOT staff. Written comments are needed by August 13, 2010.

Please confirm that this item will appear on your July 15, 2010 agenda. You may reach me at [marybeth.washnock@wfrpc.org](mailto:marybeth.washnock@wfrpc.org) or 850-332-7976 x 228. Thank you for your assistance.

With Sincere Appreciation,



Mary Beth Washnock  
Senior Transportation Planner

Attachment: Informational Brochure

Copy to: Glenda Duncan, FDOT  
Tommy Brown, Escambia County Engineering  
Joy D. Blackmon, P.E., County Engineer / Asst. County Administrator  
Shirley Gafford, Escambia County Agenda Liaison

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

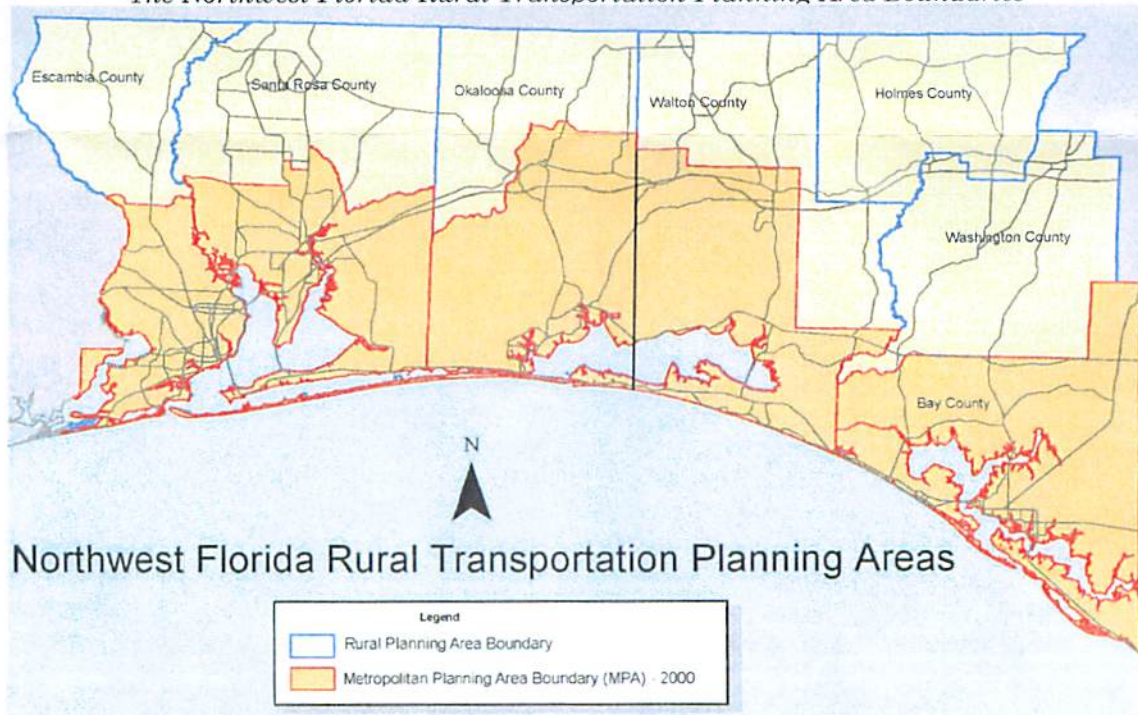
# Rural Work Program Liaison

*A partnership*



The West Florida Regional Planning Council (WFRPC) is serving as a liaison between the State of Florida's Department of Transportation (FDOT) and the Counties (or portion of counties) not represented by a Transportation Planning Organization (TPO), to receive input into the Department's Five Year Work Program.

*The Northwest Florida Rural Transportation Planning Area Boundaries*



*The Rural Work Program Liaison:*

- *Receives input and comments from rural areas of Escambia, Holmes, Okaloosa, Santa Rosa, Walton and Washington Counties*
- *Communicates comments from each County back to the FDOT District 3 Work Program Staff*
- *Distributes information about funding programs and eligibility*



4081 E. Olive Road, Suite A  
Pensacola, FL 32514

For more information contact  
Mary Beth Washnock  
Phone: 850-332-7976 x 228  
Marybeth.washnock@wfrpc.org

*The mission of the West Florida Regional Planning Council is to provide professional planning, coordinating, and advisory services to local governments, state, and federal agencies and the public in order to preserve and enhance quality of life in Northwest Florida.*

**CHAPTER 8 PART 5**

**EFFECTIVE: June 1, 2010**

**Escambia County  
Road Prison**

**Approved By: Jeff Bohannon**

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**STANDARD OPERATING PROCEDURES**

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**TOPIC:** Admission, Classification and Release

**SUBJECT:** Use of Inmate Labor

**APPLICABILITY:** All Escambia County Road Prison personnel, Road Prison inmates, and Escambia County personnel.

**REFERENCES:** Florida Model Jail Standards 9.05 as modified, County Ethics Code, §112.313(6), Fla. Stat. (2009)

**POLICY:** Inmates assigned to Road Prison shall be utilized by County bureaus and divisions in furtherance of a public purpose. Inmates shall be under the care, control, custody and supervision of the Road Prison but may only perform those tasks and work assigned to them by the Superintendent or his designee or by the County Administrator or his designee.

**I. PROCEDURE**

- A. Inmates may only be required to work for the County or municipal agencies to the benefit of the County or municipality. It is the intent of Road Prison to encourage the use of inmates in vocational and productive work programs which will benefit the inmate(s) and the County or other municipality.
- B. Inmates may voluntarily work for charitable or nonprofit organizations under the following conditions:
  - 1. They shall be supervised by an employee of the Road Prison;
  - 2. The work shall have the prior written approval of the Superintendent and County Administrator;
  - 3. No monetary remuneration may be made to the inmate or to the Road Prison for the work.
- C. No person other than the Road Prison Superintendent or County Administrator may utilize or assign inmates for work.

EFFECTIVE: June 1, 2010

Escambia County  
Road Prison

Approved By: Jeff Bohannon

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**STANDARD OPERATING PROCEDURES**

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**TOPIC:** Admission, Classification and Release

**SUBJECT:** Sale of Inmate Produced Items

**APPLICABILITY:** Escambia County Road Prison personnel and Escambia County personnel.

**REFERENCES:** George Stone Vocational School Operating Procedures, Cooperative Agreement between School District and Escambia County; National Institute of Corrections, County Ethics Code, §112.313(6), Fla. Stat. (2009), 18 U.S.C. § 1761.

**POLICY:** The training of inmates through George Stone Vocational School (George Stone) in several disciplines, such as horticulture, welding, carpentry and plumbing provides inmates the means of returning to society as productive, law abiding citizens. Because the School District provides instructors to give this training and receives Occupational Credit Points (OCP), the proceeds from the sale of inmate produced items will help the School District defray its expenses to continue its beneficial relationship with inmates. However, the County's Ethics Code must be vigilantly applied so as to prevent any perceived abuse of power and to promote the independence, impartiality and responsibility of County employees to the people being served: inmates and citizens alike.

**I. PROCEDURE**

- A. Documentation of Sale. County shall use the forms supplied by George Stone to collect and account for the proceeds of sale of items. All proceeds shall be delivered to appropriate George Stone representatives by the close of the next business day from the day that the sale took place. Upon delivery, County shall obtain from George Stone a signed written receipt for all proceeds of sales.
- B. Work Sales.
  - 1. George Stone uses a Training Job Order to generate documentation for the processing of items for sale.
  - 2. The Road Prison shall comply with Training Job Orders without proof of residence which originate from Federal, State and Local Governmental agencies, public schools, public and private institutions of higher learning, public hospitals and clinics, Florida Constitutional Officers, and not-for-profit

corporations which are exempt from taxation pursuant to § 501(c)(3) of the Internal Revenue Code. As to members of the general public and County employees, Road Prison will comply with Training Job Orders originating from these individuals only upon presentation and proof of Florida residence such as a current driver's license, voter's registration card, or other equivalent document. As to agricultural commodities, proof of Florida residence is not necessary.

3. The Road Prison reserves the right to refuse to fill a Training Job Order even if George Stone has agreed to fill the order.

C. Prices for Items.

1. Sale prices shall be set at a sum determined by George Stone. In no event, shall sales price be set at a sum which unfairly competes with the private sector for similar items. Prices set by George Stone may reflect the reduced costs of manufacture or horticulture achieved by inmates.
2. George Stone shall collect all sales tax and remit to the Department of Revenue as appropriate.

D. Receipt of Cash and Checks from Sales.

1. General Public and Employees must pay sales tax on each sale.
2. Road Prison employees accepting cash or checks shall follow Clerk of the Circuit Court and Comptroller Policy No. T011 concerning Cash Collection Deposits, Receipts and Change Funds, a copy of which is attached, as an appropriate guideline for accepting cash and checks from sales for remitting to George Stone.
3. BCC Policy entitled "Worthless Check Processing Procedure, dated July 18, 2002, shall be followed in the event of a worthless check being passed.



**POLICY AND PROCEDURE MANUAL**  
**CLERK OF THE CIRCUIT COURT & COMPTROLLER**  
**FINANCE DEPARTMENT**  
**ESCAMBIA COUNTY, FLORIDA**

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<b>SECTION:</b>	Treasury	<b>POLICY NO.:</b> T 011
<b>SUBJECT:</b>	Cash Collection Deposits, Receipts, and Change Fund	
<b>EFFECTIVE DATE:</b>	10/30/2007	<b>SUPERCEDES:</b> 08/05/2003
<b>APPROVED BY:</b>	<i>Patricia L. Sheldon</i>	<b>DATE:</b> 10/30/07

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**Background:** The Clerk & Comptroller's Finance Department is responsible for receipting and depositing monies on behalf of the Escambia County Board of County Commissioners (BOCC). The BOCC has several checking accounts (Master Clearing, Flex, SHIP, and M&A).

**Purpose/Intent:** To establish procedures for depositing/receipting monies and maintaining a change fund.

**Procedure: Receipting Mail:** Incoming mail (either from the US Post Office or Interdepartmental) is received and clocked in the day it is received by the student and/or specific personnel (other than cashier position) assigned this responsibility in the Treasury Division. Once mail is clocked in and sorted, the mail is distributed to the appropriate personnel (i.e., incoming checks and monies are given to the cashier, incoming department reports are given to the clerk responsible for processing these reports, etc.).

**Receipting Monies: Deposits** - Once cashier is given the mail (whether U.S. Mail or interdepartmental), the checks and/or cash is reviewed and processed. The cashier reviews the checks received (making sure that check is made payable to the BOCC, is signed, dated, and made out for the correct amount of money). If a check is received for the Clerk or Tax Collector, then the check is forwarded to the correct office or department. The cashier endorses the back of the check(s) and writes a deposit slip<sup>1</sup> (in triplicate). The cashier keeps one copy (the yellow copy) of the deposit slip and sends the other two copies (white and pink) to the bank with the cash and check(s). The cashier also reviews the backup information that is provided with the check to ensure that the monies are deposited into the appropriate checking account. If no paperwork is provided with the check, the cashier contacts the appropriate BOCC department or Finance staff (Treasury [Grants] Division, Disbursements/Contracts Division, or the Administrator for Financial Services) to ensure monies are deposited into the correct account and that any fund/account information and backup information is obtained to provide corresponding backup to the deposit. In the case of redeposit, the cashier writes up the deposit slip in quadruplicate (one yellow copy

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<sup>1</sup> BOCC departments use deposit slips. The Finance cashier is responsible for providing these deposit slips to the BOCC departments upon request and is also responsible for ordering more deposit slips when supply runs low.

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**SECTION:** Treasury **POLICY NO.:** T 011  
**SUBJECT:** Cash Collection Deposits, Receipts, and Change Fund (Continued)  
**EFFECTIVE DATE:** 10/30/2007 **SUPERCEDES:** 08/05/2003

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is retained by cashier, white and pink copies are sent to the bank, and the second yellow copy is sent to the BOCC department). After deposit slip and a receipt is written up for the deposit, the check(s)/cash and deposit slip is put into the bank bag for the daily pickup by Loomis Fargo and kept locked in a drawer at the cashier's desk). At a specific time, the cashier prepares the daily bank deposit bag for pickup by Loomis Fargo. The cashier must run two tapes of all monies to be deposited for that day, one tape is run from actual deposits of monies and the other tape is run from the receipts written for the deposits. After making sure both tapes are reconciled, the cashier gives the bank bag and the associated receipts to the Treasury Accountant to reconcile the daily deposit amount. The Treasury Accountant reviews each check for endorsements and compares to the receipt and accompanying backup. Once that review is completed, the Accountant then runs two tapes to verify amount of daily deposit. The tapes are run using the actual deposits and the other tape is run using the receipts. The Accountant initials and dates the tapes; one tape is kept in the Treasury Division and the other tape is given back to the cashier to be sent in the deposit bag to the bank. During the time that the bank bag is in the possession of the Accountant, the bank bag and associated receipts are locked until the cashier is given back possession of the bank bag and associated receipts. The cashier then reviews the Accountant's tape to make sure that the amounts are the same in comparison to the cashier's tapes. Once the daily deposit bag has been reconciled by both the cashier and the Treasury Accountant, the cashier writes the total amount of the daily deposit on the outside of the bank bag and other information needed for the deposit. The cashier must also notate the number of the bank bag and the amount of the deposit in the Loomis Fargo's logbook. After notating all necessary information, the cashier will tear off the bank bag's deposit strip (includes the number of the bank bag, the date of deposit, the amount of currency, coinage, and checks, and the total amount of the deposit), and seal the bank bag. The deposit bag's strip is stapled to the yellow deposit slips and the tapes that were run by the cashier. When Loomis Fargo's staff arrives to pick up the daily deposit bag, the Loomis Fargo's staff member must sign the logbook (after verifying the amount of the deposit in the logbook and bag number agrees with the amount written on the bank bag). The monies receipted after the cut off time are kept locked up in the cash box. At the end of the day, the cash box is locked in the safe.

At no time will the cashier void a deposit. Any reversals or voids of deposits must be approved by the Supervisor before action is taken to void.

Receipts of large dollar checks (e.g., greater than \$300,000) should be prepared for deposit right away. A staff member or the student should take the large dollar check to the bank by 11:00 am so as to get same day credit rather than waiting to put the deposit in the Loomis Fargo's pick up.

Receipts – Cash receipts are numbered automatically in the eFinPlus accounting system. Staff enter cash receipts in the system, print out a copy of the receipt, and attach the receipt to the backup. Pre-numbered receipt books are used to receipt monies received by the BOCC Departments<sup>2</sup>. The cashier makes sure that there is accompanying paperwork for backup of the deposit (as stated before, if no paperwork is received, the cashier will contact the BOCC department or Finance staff to obtain the backup information). The receipt printed from the system will include the date, amount of the deposit, the name of the person or company sending the payment, description of deposit (i.e., mobile home license

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<sup>2</sup> Receipt books are utilized by BOCC departments. The receipt book numbers are kept in a logbook, and are signed for and checked out in groups of five books. The logbook and some receipt books are kept locked within the Treasury area. The remaining receipt book supply is locked away in another location.

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**SECTION:** Treasury **POLICY NO.:** T 011  
**SUBJECT:** Cash Collection Deposits, Receipts, and Change Fund (Continued)  
**EFFECTIVE DATE:** 10/30/2007 **SUPERCEDES:** 08/05/2003

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fees, monthly lease payment, etc.), and the check number of monies received. After the daily deposit bag and corresponding receipts have been reconciled, the cashier gives the receipts and paperwork to the Treasury clerk responsible for inputting daily deposit receipts. For further information on Cash Receipts, please review the Treasury (T 009) Policy in the Finance Department's Policy and Procedure Manual.

**Cash Box and Change Fund** – The cash box holds two locking bags for two separate change funds. Each change fund bag holds \$100.00 (currency and coins). One bag is for the use of the cashier and the second bag is for the cashier's back up (Treasury staff). The change fund bags and any checks/cash that is being held are locked up in the cash box and the cash box is stored in the safe at the end of each workday. The Treasury Accountant retrieves the cash box every morning for the cashier. The cashier removes the change fund bag that is her responsibility and any checks/cash received the day before to be put in the current day's daily bank deposit bag. Once the checks and change fund bag are removed from the cash box, the cash box is relocked and stored in the cashier's work area for the day. The cashier has the key to the change fund bag (the other change fund bag has a different key and is held by the Treasury staff back up for the cashier). Treasury staff members must count their change fund at the end of each day to assure that the balance remains at \$100.00 for each of the change funds. In the case where the cashier is on extended leave, the change fund is counted to and signed for by the Treasury Accountant.

The Treasury Supervisor or Administrator for Financial Services will periodically open and count the cash in the change fund to be sure that the \$100.00 change fund is in tact, and check that the cashier is tracking the funds.

Each cashier will be required to read and sign the Clerk of the Circuit Court's Cashiering Policy. See Exhibit A.

**Escambia County  
Clerk of the Circuit Court  
Cashiering Policy**

The purpose of this form is to acknowledge awareness of the Clerk of the Circuit Court's responsibility for the custody of public funds and to list certain responsibilities required of employees handling public monies (cash, check or other legal tender) or other monies on behalf of the Clerk of the Circuit Court in the performance of their job duties.

This policy sets forth the following responsibilities and acknowledgments:

1. All money handled in the performance of your job duties is public money for which the Clerk of the Circuit Court is responsible and established procedures will be followed for the proper handling of public money in your custody.
2. Adequate training will be provided on the departmental procedures for the handling and custody of public money before assuming such responsibilities.
3. You are solely responsible for the proper use and safekeeping of all money received by you. You will not disclose any code and password you have which permits access to an automated cashiering system. You must keep your cash drawer key in your possession at all times. You are required to log out of all computer programs when on break, lunch, or leave the office for any reason.
4. You may not borrow from any money taken into your custody.
5. You may not cash any personal checks from the money in your custody.
6. You will assist in the research of any overages or shortages of money for which you are responsible. Repeated occurrences of cash overages or shortages will result in disciplinary action or termination of employment.
7. All shortages of \$5 or more will result in an investigation to be performed by the department supervisor. Results of the investigation and the disciplinary action taken are to be documented and copied to the Administrator for Human Resources.
8. Misuse or theft of money may result in termination of your employment.
9. Money in your custody is subject to random or unannounced counts by the Clerk's auditors or other authorized staff.

I have read the Clerk's Cashiering Policy and have agreed to abide by its provisions and uphold its policies.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Department

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Exhibit A**

**PENSACOLA URBANIZED AREA/  
ESCAMBIA COUNTY**

**TEN YEAR  
TRANSIT DEVELOPMENT PLAN (TDP)**

**UPDATE JULY 2010**

**PREPARED FOR**

**THE ESCAMBIA COUNTY BOARD OF COUNTY  
COMMISSIONERS**

**FLORIDA – ALABAMA  
TRANSPORTATION PLANNING ORGANIZATION  
and the**

**FLORIDA DEPARTMENT OF TRANSPORTATION**

**BY**

**ESCAMBIA COUNTY AREA TRANSIT (ECAT)**

\*\* Marks changes implemented in 2009/2010

## **UPDATE OF IMPROVEMENTS IMPLEMENTED BY ECAT SINCE 2006 - 2010**

Information in this Update is provided in the format recommended by Chapter 14-73.

### **A. Past Year's accomplishments compared to original implementation program.**

The original TDP plan recommended the implementation of the COA study in regards to the route restructuring and transit transfer center development during the first two years. The route restructuring has been completed, however numerous difficulties have been experienced. Service delays, caused by passenger confusion and heavy traffic on some routes, resulted in numerous passenger complaints to ECAT and the County Commissioners. This resulted in various fix attempts, including adding additional buses to several routes. This unfortunately resulted in cost over runs and additional complaints. Additionally, transfer facility amenities were not in place causing more passenger complaints. The second year, FY07, began to see some improvements. Passengers regained confidence in the system as the BCC and City funded the transit budget for a satisfactory service level, and riders began to see improvements in service reliability. A Citizen's Advisory Committee (CAC) was formed by the BCC and tasked with the responsibilities to recommend a desired service level, improvements and a dedicated funding source. The report was presented to ECAT in 2008. In the report many ideas for dedicated funding were found, but only a gas tax seemed viable. \*\*Since 2010, ECAT has worked toward reaching the goals present in the TDP and has made major improvements in reaching those goals.

### **B. Analysis of any discrepancies between the plan and its implementation for the past year and steps that will be taken to attain original goals and objectives.**

Implementation was delayed due to several factors, including a rush to implement the plan. Transfer facilities were not provided any lead-time, therefore all have been delayed. A real problem involves the Westside Transfer Facility. The originally envisioned sites have proven to be unsatisfactory or too expensive. Also, ECAT does not use the Westside Transfer Facility because it is not conducive to the radial/grid service currently implemented at ECAT. ECAT is in the process of a land use agreement with PJC and the stop has been moved to

Underwood from College Blvd. The Downtown Transfer Facility was installed in 2008 with the use of a COA-Shelter. In January 2008 ECAT instituted a fare increase and started major revisions to its route structure. Also in January Route 61 was eliminated due to fiscal constraints but re-implemented in May 2008. In May 2008, route revisions continued and finished with a significant number of route changes in October 2008. Also with the route restructuring a bus stop overhaul took place in which signage positions and locale were examined and changed if needed.

**C. Any revisions to the implementation for the coming year.**

\*\*Plans for FY11 are currently dependent on the proposed County Mass Transit Budget. The County is currently predicting a severe shortfall, and all departments have submitted a budget at reduced FY11 levels, with some adjustments to the route structure. ECAT has submitted projects to FDOT under the Service Development projects to help ECAT financially to reach the goals stated in the TDP. Starting in FY10 ECAT will be working with the West Florida Regional Planning council to conduct a major update to the TDP, which could include new goals.

**Revised implementation program for the tenth year.**

\*\*Starting in FY10 ECAT will be working with the West Florida Regional Planning council to conduct a major update to the TDP, which could include new goals.

**D. Added recommendations for the new tenth year of the updated plan.**

\*\*Starting in FY10 ECAT will be working with the West Florida Regional Planning council to conduct a major update to the TDP, which could include new goals.

**E. A revised financial plan.**

See attached.

**F. A revised list of projects or services needed to meet the goals and objectives.**

The current financial constraints preclude an intelligent revision of the goals and objectives at this time.

## **TRANSIT STRATEGIC INITIATIVES**

**(These correlate with recommendations submitted in the TDP)**

### **1. Implement recommendations of the Comprehensive Operational Analysis (COA) (Goal 1, Initiative A)**

Implementation of COA recommended Phase One of the restructuring began in March 2006, with Phase Two scheduled in June-August time frame, however this was delayed and was integrated with the Phase 3 changes in February 2007. Numerous problems were encountered: i.e. late runs due to heavy ridership on some routes, passenger confusion with schedules and connections, and transfer facility problems. Almost all routes experienced difficulties. The original COA restructured service was not very popular with local government, riders, and ECAT staff; however, adjustments to ECAT's routes has resulted in improved service and a decline in passenger complaints. These revisions started in January 2008 and were concluded in October 2008.

### **2. Develop transit centers on Mobile Highway, Cordova Mall, and Target on Nine Mile Road (Goal 1, Initiative D)**

Permanent shelters for Downtown have been setup and Pensacola Junior College is in the process of a land-use agreement with ECAT. There is no longer a transfer center on the Westside of Pensacola. Installation of benches, shelters and other amenities will be scheduled as ridership patterns are determined and funding is available. ECAT has moved out of Cordova Mall due to increased complaints from mall management about transit buses entering the mall. Currently ECAT is partnering with other county organizations for bus shelter funding assistance.

### **3. Develop transit corridors based on ridership intensity (Goal 1, Initiative C)**

This is also an initiative to be implemented in years 2 through 6 and will be evaluated as soon as ridership patterns are determined on the revised service routes.

### **4. Eliminate clockwise/counterclockwise route configurations in favor of bi-directional routes (Goal 1, Initiative D)**

The only route currently running clockwise/counterclockwise is Route 58. \*\*On July 11, 2010 ECAT split route 58 into two routes using the same resources. There is no longer a clockwise/counter clockwise configuration on this route.

**5. Initiate new service to Perdido Key via the west transit center at Mobile Highway (Goal 1, Initiative E)**

On May 22, 2009 ECAT implemented the Perdido Key Express. Although ridership is low, ECAT is hopeful through marketing ventures the ridership will increase. Currently the route runs along Perdido Key and connects with Target/Walmart on Gulf Beach Highway and Sorrento Road. At this locale, riders can transfer to Route 58, which will bring them into the downtown transfer center.

**6. Initiate new service to Milton via the north transit center at Target on Nine Mile road (Goal 1, Initiative F)**

Although the high fuel cost has resulted in increased interest in this initiative, fiscal constraints have slowed ECAT's implementation of this service. \*\*Planning is currently in progress to implement some service through the JARC and New Freedom FTA programs. ECAT is also involved in the TPO's Long Range Transportation Plan which shows express service to and from Milton.

**7. Establish a transit hub in Navarre to connect Escambia residents with Navarre as well as connect with Okaloosa County Transit (OCT) (Goal 1, Initiative G)**

Although the high fuel cost has resulted in increased interest in this initiative, fiscal constraints will probably delay serious consideration of the service for several years. When all parties are ready, the most likely segment to develop first will be the segment between Navarre and the military bases in Okaloosa County. The Base Realignment Committee of 2005 (BRAC 2005) actions will bring additional military and civilian personnel to Okaloosa and eastern Santa Rosa County. US 98 is already congested. If congestion persists or increases, transit service may become a more favorable option for travel from the Navarre hub to the east. Eventually, service is expected to expand from the Navarre hub to the west. \*\*ECAT is also involved in the TPO's Long Range Transportation Plan which shows express service to and from Navarre.

**8. Establish future transit service to the west including Innerarity Point and Lillian, AL (Goal 1, Initiative H)**

Although marketing efforts were made with great support from the TPO, ridership was very low and eventually the service was terminated. \*\*The Perdido Key Express now services Innerarity Point.

**9. Enhance service between Pensacola, Gulf Breeze, and the Pensacola Beaches (Goal 1, Initiative I)**

\*\*ECAT currently runs Route 61, which begins at the ECAT transfer center and runs through Gulf Breeze to Pensacola Beach. The route is scheduled for two runs a day, one in the morning and one in the afternoon. This route connects with the Downtown Transfer Center, Park-n-Trolley lot, Gulf Breeze Hospital, and the Pensacola Beach Boardwalk. On May 29, 2010 ECAT implemented the "Beach Jumper" which is an express service from Downtown Pensacola to Pensacola Beach. This Service has limited stops in Gulf Breeze.

**9. Expand service on Pensacola Beach to 7 days during high tourist season (Goal 1, Initiative J)**

Pensacola Beach Trolleys currently run three days a week: Friday, Saturday, and Sunday; mid-May through Labor Day. Fiscal constraints and concern for the need of the service are the major reason for not pursuing further advancements.

**10. As fixed-route expands, initiate paratransit feeder services to the main regional transit centers (Goal 2, initiative A)**

This initiative will be evaluated after all restructured route service is complete and a thorough analysis of the recommendation is complete.

**12. Provide a network of reasonable transit and paratransit connections to Santa Rosa County (Goal 2, Initiative B)**

Although the high fuel cost has resulted in increased interest in this initiative, fiscal constraints will probably delay serious consideration of the service for several years. Discussions concerning this service are ongoing between ECAT, West Florida Regional Planning Council, and the Florida-Alabama Transit Planning Organization staffs. The success of the park and ride lot at Avalon Boulevard and I-10 shows that Santa Rosa commuters are ready to consider other travel options. Building on the Transit Feasibility Study completed in 2008, efforts should continue to plan and implement express routes between Santa Rosa park and ride lots and Pensacola. Paratransit service could also be planned to connect to

express pick up points. \*\*A new park and ride lot has been constructed on Scenic Highway to help commuters with access to and from Santa Rosa County. ECAT provided its bus dimensions and input to FDOT in the planning process of the park and ride. ECAT is also involved in the TPO's Long Range Transportation Plan, which shows express service to and from Milton.

**13. Encourage those paratransit passengers whose origins and destinations are equally accessible through use of ECAT to use fixed-route service instead of paratransit (Goal 2, Initiative C).**

This is an ongoing project and is constantly being reviewed by ECAT and the CTC staffs. The program continues to show significant results. \*\*ECAT has applied through the West Florida Regional Planning council for New Freedom funds. With these funds ECAT has plans to create a Mobility Manager position who will help ADA persons who use transit or paratransit services.

**14. Create a communications program. (Goal 3, initiative A)**

Fiscal constraints have slowed implementation of this initiative.

**15. Intensify marketing efforts to one-car households. (Goal 3, Initiative B)**

Fiscal constraints have slowed implementation of marketing efforts.

**16. Intensify marketing efforts to military personnel. (Goal 3, Initiative C)**

Discussions are ongoing between the ECAT Marketing Director and representatives of several military organizations; i.e. The Naval Air Station, Naval Air Technical Training Center and Marine Aviation Training Support Group 21. All units are interested in increased service, however funding constraints are a prime consideration at this time. ECAT has used combined efforts with Pensacola NAS to market to military personnel.

\*\*On May 29, 2010 ECAT implemented an express service from Pensacola NAS to Cordova Mall. ECAT considers this route a success due to the high number of passengers.

**17. Intensify marketing efforts to seniors. (Goal 3, Initiative D)**

\*\*ECAT has applied through the West Florida Regional Planning council for New Freedom funds. With these funds ECAT has plans to create a

Mobility Manager position who will help ADA persons who use transit or paratransit services.

**18. Intensify marketing efforts to employers and employees (Goal 3, Initiative E)**

This initiative is being evaluated and is beginning to generate more interest with County staff. \*\*ECAT is also in the process of meeting with various employers such as Pensacola NAS and Navy Federal Credit Union.

**19. Engage ECAT riders with significant public involvement initiatives for new service changes as recommended by the COA (Goal 3, Initiative F)**

Presentations and information are provided at many community events during the year, such as the Senior Expo, the Family Expo, Chamber of Commerce, mall events, University of West Florida and Pensacola Junior College orientation, local service and business clubs, and neighborhood meetings.

**20. Procure automatic passenger counters (APCs) for 10 percent of ECAT fleet (Goal 3, Initiative G)**

\*\*ECAT is currently looking at purchasing 10 APC on the Fiscal Year 2010 5307 Grant.

**21. Create web-based sales of transit passes and other fare media (Goal 3, Initiative H)**

In the summer of 2008, ECAT instituted the use of credit cards online and at the ECAT offices and ECAT transfer center.

**22. Procure a web-based trip planning system (Goal 3. Initiative I)**

Project on hold. GPS and manpower constraints.

**23. Farebox Recovery Ratio. (HB 985 New Requirement)**

\*\*ECAT ridership/ revenue decreased after Hurricane IVAN hit in September 2004 due to extensive hurricane damage resulting in required relocation of many citizens, and loss of normal employment opportunities. The situation was further exacerbated by a 50% fare increase that was

scheduled for January 2005. Ridership decreased from 1,596,038 in FY04, to 1,215,737 in FY05, to 1,182,084 in FY06, and to 1,017,408 in FY07 before beginning to increase in FY08 to 1,054,637. FY08 revenues versus operating costs for fixed route service calculated to a Farebox Recovery Ratio of 20.9%, then for FY09 Farebox Recovery Ratio improved to 22.7%, and FY10 Farebox Recovery ratio is projected to end at 23.3%.

Recent increases in ridership has resulted from a comprehensive marketing strategy implemented in an effort to expand awareness and as an incentive to increase ridership and farebox revenues, tightly controlled and managed budgets and costs, and service development projects such as a West Side route, a Perdido Key route, and recently instituted Pensacola Beach jumper and Navy base express routes. Recent months in 2010 have reflected increases over the same periods in 2009 of between 9% and 12%. Currently planned route additions and further enhancements to existing routes to be implemented in 2010 are expected to contribute to improved ridership and farebox recovery for the remainder of 2010 and into 2011.

**NOTE:**

Escambia County experienced severe budgetary constraints for FY09-FY10, and the ECAT Mass Transit Budget could be again required to maintain current levels of service in FY11 with local Escambia County contribution not increased over what was authorized for FY10 - even in the face of decreased grant funding, potential decreases in advertising revenue, and the continued absence of financial contribution support from the City of Pensacola. If that flat contribution funding ensues, ECAT may need to curtail new and enhanced service plans or have to cut service.