

DISTRICT SIX
SERVICE DEVELOPEMENT GRANT APPLICATION

NAME OF APPLICANT: City of Doral

APPLICANT'S EMAIL: Edna.Sibila@Cityofdoral.com

AGENCY NAME: City of Doral

ADDRESS: 8401 NW 53 Terrace

CITY, STATE, ZIP: Doral, FL 33166

REQUEST INFORMATION:

PHASE TYPE (CAPITAL OR OPERATING): OPERATING

FUND REQUEST AMOUNTS FOR FISCAL YEAR 2026:

STATE: \$418,363.40

LOCAL: \$418,363.40

PROJECT TOTAL: \$836,726.80

PROJECT DESCRIPTION

PROJECT TITLE: CITY OF DORAL ON-DEMAND TRANSIT SERVICE

1. PROVIDE AN IN-DEPTH PROJECT DESCRIPTION OF THE PROJECT. DESCRIBE THE ACTIVITIES, SERVICES OR PRODUCTS TO BE FUNDED BY THIS REQUEST AS WELL AS WHY ASSISTANCE IS BEING REQUESTED.

The City of Doral Public Works Department continually exploring ways to provide alternative modes of transportation options to its residents, employees, and visitors as a means to improve mobility and reduce congestion. The City of Doral currently offers two (2) On-Demand Transit services with Freebee; both services are provided with electric vehicles. The first services the general public and the coverage includes the commercial and residential areas along NW 87th Avenue and NW 79th Avenue between NW 58th Street and NW 25th Street, which includes Downtown Doral and CityPlace. The second service serves the City's Senior 65+ population and provides service to/from place of residency to medical facilities, pharmacies, groceries, government facilities, and other retail locations.

The On-Demand Transit service provides first-last-mile connectivity that has assisted with getting vehicles off the road and makes the City a community where you can live, work, and play without the use of a personal vehicle. The current On-Demand Transit service provides an economic development tool that has been designed to physically drive traffic to local businesses and promote these businesses throughout the community.

The City plans to increase its existing On-Demand Transit service by increasing the fleet to expand the service coverage area and reduce service wait times. This proposed service increase will decrease congestion by increasing resident accessibility and ultimately reducing the dependency of personal vehicles on the City's roadway network. Currently the City offers 70-hours a week service Monday through Sunday via three (3) electric vehicles in the Downtown Doral area and 40-

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hours a week service Monday through Friday via two (2) electric vehicles for the Senior 65+ On-Demand Transit service. The City is proposing to increase the general On-Demand Transit service coverage area by increasing the electric vehicles from three (3) to four (4), while maintaining the 70-hours a week service Monday through Sunday. For the Senior 65+ On-Demand Transit service, the City is proposing to increase the number of electric vehicles from two (2) to three (3) and increasing the service to 50-hours a week service Monday through Sunday

The general On-Demand Transit service has an hourly rate of \$33.58 for 70-hours per week and the Senior 65+ has an hourly rate of \$44.59 for 50-hours per week. Therefore, the estimated annual cost for four (4) vehicles servicing the general public for 70-hours per week and three (3) vehicles servicing the Seniors 65+ for 50-hours per week will be \$836,726.80.

2. IS THIS PROJECT CONSISTENT, TO THE MAXIMUM EXTENT POSSIBLE, WITH LOCAL COMPREHENSIVE PLANS AND LONG-RANGE TRANSPORTATION PLAN (LRTP)? Yes

IF YES, PROVIDE A LIST OF COMPREHENSIVE PLANS WHERE THE PROJECT IS CITED, DETAILING PAGE NUMBER.

The adopted Miami-Dade 2045 Long Range Transportation Plan provides in the shared mobility section that connectivity has an effect on health and quality of life, as it is the center to an efficient transportation system. The ability to access healthcare services, employment, and educational centers from residential areas quickly and easily through multiple modes promotes a better quality of life. One of the primary goals to address connectivity is the first-last-mile connections to and from destinations. This provides a seamless transition from one place to another through the multiple modes.

The City of Doral is currently working on its five (5) year Transportation Master Plan and Updating the City Smart Plan Coordination Study that will be incorporating the different modes of transit that can be offered in the city to assist people with the use of public transportation and the first-last-mile service.

3. IS THIS PROJECT IN A TRANSIT DEVELOPMENT PLAN OR FORMAL STUDY?

IF SO, WHICH ONE(S): In October 2019, the City adopted the Citywide Parking Study. The Citywide Parking Study was performed to understand how the current and future parking demand can be managed to maximize the use of public parking. During the analysis, the City analyzed the On-Demand Transit service the city was offering at that time as a pilot program. The study recommended that the city provide the On-Demand Transit service beyond the initial pilot program and extend service hours and service days to assist with providing alternative transportation options that would assist with the parking demand within the City's Downtown area.

Additionally, in November 2019, the City adopted the Doral Trolley/SMART Plan Coordination Study. The Doral Trolley/SMART Plan Coordination Study which would implement new transit hubs, shorter routes, and future connection opportunities with the transit service provided by Miami-Dade County Department of Transportation and Public Works, including potential future SMART Plan corridors (East-West Corridor, Flagler Corridor, NW Miami-Dade Express, Florida's Turnpike Express) as well as the County's Better Bus Project Bus Routes. The Doral Trolley/SMART Plan Coordination Study also provides additional recommendations including continuing and expanding the City's On-Demand Transit service to complement the City's Trolley service.

4. WHEN IS THE EXPECTED START DATE OF THE SERVICE?

The City's current On-Demand Transit service contract is set to expire in November 2024. The City is in the process of developing a Request for Proposals (RFP) for the On-Demand Transit Service with an anticipated date of award to begin in November 2024.

5. IS THIS THE FIRST, SECOND OR THIRD YEAR OF SERVICE?

The City of Doral On-Demand Transit service started as a six (6) month pilot program on April 1, 2019. Since then, the City has expanded the general On-Demand Transit service for the Downtown Doral area since November 1, 2019. The general On-Demand Transit service in the City of Doral is in its fourth (4) year of service. The City commenced the 65+ Senior service as a six (6) month pilot program on April 15, 2024.

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6. HOW DOES PROJECT FACILITATE THE INTERMODAL OR MULTI-MODAL MOVEMENT OF PEOPLE AND GOODS?

The expansion of the On-Demand Transit service in the City of Doral will greatly facilitate intermodal/multi-modal movement of people and goods by providing flexible, efficient and seamless connections between the different modes of transportation offered within the City limits. The On-Demand Transit service provides the bridge in the gap between the traditional fixed-route (Trolley) public transportation stops and citizens final destination without the need of using a personal vehicle. The On-Demand Transit service operates dynamically based on the current demand which provides users with flexibility when planning their trips to and from. Additionally, the On-Demand Transit service allows for a straightforward integration into the existing transportation infrastructure without the need for modifications. Lastly, the On-Demand Transit service improves accessibility for individuals with mobility challenges or limited access to transportation options by offering a door-to-door service that can be accommodated to their needs.

7. DESCRIBE THE IMPACT OF THE PROJECT TO OVERALL TRANSPORTATION SYSTEM.

The On-Demand Transit service has several positive impacts on the overall transportation system. First, the On-Demand Transit service reduces congestion by offering an alternative to personal vehicles, especially for short trips or in areas that have limited parking accessibility. By reducing the traffic congestion within the City's network, people experience a smoother traffic flow and shorter travel times. Since the On-Demand Transit service allows for the optimization of the vehicle routes and schedules based on real time demand, it provides a more efficient use of the transportation resources. Additionally, the On-Demand Transit service provides mobility options to people who may not have access to private vehicles or the City's fixed-route public transportation. This service assists with connectivity with addressing the first-last-mile problem experienced by users of the public transportation network. Lastly, the On-Demand Transit service contributes to the sustainability goals by promoting the use of an all-electric fleet and the use of shared mobility which will reduce the environmental impact of transportation.

8. DESCRIBE THE SIGNIFICANCE OF THE PROJECT TO THE LOCAL AREA.

The On-Demand Transit Service improves the access to transportation to local residents by providing a transportation service option that is flexible and convenient to the areas where the City's fixed-route (Trolley) transit system may be limited or unavailable. By providing and expanding the City's On-Demand Transit service, the City provides the people an alternative to personal vehicles which may potentially alleviate traffic congestion on local roads and highways. This will lead to smooth traffic flow and shorter commutes. Also, the On-Demand Transit service will address the issues experienced by people of the first-last-mile when using public transportation. This will provide seamless connectivity between residential areas; transit stops and popular destinations within the city which will help local businesses.

9. DESCRIBE THE CONDITION OF THE EXISTING FACILITY (IF APPLICABLE).

The City of Doral currently provides two On-Demand Transit service models within City limits. The City provides an on-demand service that covers the City of Doral Downtown, businesses and entertainment areas with the use of three (3) Tesla Model X vehicles that operate Monday through Sunday. The city also launched on April 15, 2024, a six (6) month On-Demand Transit service pilot program for Seniors 65+ that provides door-to-door service to 28 destinations assigned by the City within the City limits. This service operates Monday through Friday with a future weekend expansion with the use of two (2) Tesla Model X vehicles. The five (5) On-Demand Transit service vehicles are stored at City facilities.

10. INCLUDE ANY ADDITIONAL JUSTIFICATION.

PUBLIC TRANSIT PROJECT INFORMATION (ONLY)

1. IF THIS IS A PUBLIC TRANSIT PROJECT, IS IT LISTED IN MOST RECENT TRANSIT DEVELOPMENT PLAN?

This is a public transit project. The City of Doral is currently working on our five (5) year Transportation Master Plan and Updating the City Smart Plan Coordination Study that will be incorporating the different modes of transit that can be offered in the city to assist people with the use of public transportation and the first-last-mile service.

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2. IS THIS PROJECT ROUTE-RELATED?

THIS SERVICE IS: The City's On-Demand Transit currently operates in a set service area but offers flexibility as to which routes the vehicle takes to accommodate the passenger request.

3. WILL THIS PROJECT HAVE BUS RAPID TRANSIT ELEMENTS? No

TYPES OF BUS RAPID TRANSIT ELEMENTS:

Running Ways:	Type: N/A
Stations:	Type: N/A
Fare Collection:	Type: N/A
Vehicles:	Type: N/A
Route Structure and Schedule:	Type: N/A
Advanced Technology:	Type: N/A
Signal Priority:	Type: N/A

4. WILL SERVICE BE PROVIDED ON TRANSIT EMPHASIS CORRIDOR: No

CORRIDOR NAME:

EXPECTED # OF TRIPS: EXPECTED HEADWAYS: EXPECTED PEAK TIMES:

5. DOES THIS PROJECT HAVE LOCAL SUPPORT?

The On-Demand Transit Service has local support for the City's Elected Officials. Also, the City currently receives Surtax Funds from the People Transportation Plan (PTP) for the Downtown Area On-Demand Transit service.

6. WILL THE PROJECT PROVIDE REGIONAL OR LOCAL SERVICE?

The On-Demand Transit Service for the City of Doral is designed to provide door-to-door On-Demand Service. The service operates within a defined service zone within the City limits. It provides flexible transportation options for residents and visitors since it grants access to local businesses, schools, health facilities and many other set destinations within the service area. The On-Demand Transit service improves the areas where there is limited access to public transportation and allows for the first-last-mile with the City's fixed-route service (Trolley).

7. LIST EXPECTED PROJECT TARGET GOALS AND HOW THEY WILL BE MONITORED.

The City's target goals with the On-Demand Transit service are to enhance overall mobility by providing residents with additional transportation options. This includes improving access to jobs, education facilities, local businesses, health facilities and other essential services for all residents and visitors without the need to use a personal vehicle. The On-Demand Transit service will assist the City to alleviate traffic congestion and reduce the environmental impact of transportation. On-Demand Transit allows us to achieve this goal by encouraging people to shift from single-occupancy vehicles by promoting shared rides. These goals would be monitored by the On-Demand Transit service provider dashboards that gives access to daily ridership, heat map of most visited places and provide wait times for each ride to allow the City to analyze and customize as needed.

8. LIST POTENTIAL TRIP GENERATORS, ACTIVITY CENTERS TO BE SERVED AND EXPECTED RIDERSHIP.

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TRIP GENERATORS	MAJOR ACTIVITY CENTERS	EXPECTED RIDERSHIP
City's Public facilities (Including parks) Schools Grocery stores Pharmacies Medical facilities Restaurants Residential areas Local Businesses	Downtown Doral CityPlace	1st SIX MONTHS: Average of 18,000 Rides 1st YEAR: Average of 40,000 Rides

9. DESCRIBE MARKETING STRATEGIES FOR PROJECTED SERVICE.

The City Marketing Strategies for the On-Demand Transit service is identifying key demographics and target them with tailored advertising campaigns which may include digital ads of the City Social Media platforms, search engines and relevant websites that may assist with letting people know of the service. Also, the City promotes the On-Demand Transit service through educational campaigns and community events that would benefit from the use of this service. The current On-Demand Transit service the City offers works through a mobile app and in the mobile-app, it provides promotions to local business which encourages people to visit.