



BOARD OF DIRECTORS MEETING

Wednesday, November 15, 2017, 2:30 p.m.

1201 E. 7th Avenue, 3rd Floor

Florida Conference Room

Information not viewable is available upon request - phone: 813-384-6552

or e-mail: petitL@gohart.org

MISSION STATEMENT

Tampa Historic Streetcar, Inc. (THS) will offer a dynamic new component to Tampa's transportation system by providing attractive, reliable, comfortable, convenient, and safe streetcar service to local residents and visitors alike.

MEETING AGENDA

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES

- a. Regular Board of Directors Meeting Minutes ~ October 18, 2017 1-1

PUBLIC INPUT ON AGENDA ITEMS

2. STREETCAR SYSTEM PERFORMANCE REPORT FOR OCTOBER 2017 2-1

Brian Allan, HART Director of Streetcar Operations

LEGAL AND LEGISLATIVE REPORTS verbal

THS General Counsel

- a. Direct Media Contract Renewal/Amendment

- b. Birney Contract Update

CHAIR'S REPORT

Michael English, THS President/Chair

Update on the Streetcar Extension Study

Overview:

Staff from HDR will provide an update on the status of the Streetcar Extension Study.

HART CHIEF EXECUTIVE OFFICER'S REPORT verbal

Katharine Eagan, AICP, HART Chief Executive Officer

3. DIRECT MEDIA USA SALES ACTIVITY UPDATE 3-1

Laurie Gage, Direct Media USA

4. COMPLIANCE REPORTS (REVIEW AND FILE)

- a. Marketing Report for October 2017 5-1

Steve Rosenstock, HART Sr. Manager of Marketing Services

- b. Ridership, Fare, Special and Extra Services Reports for October 2017 5-4

Jeffrey C. Seward, HART Chief Financial Officer

OLD BUSINESS

NEW BUSINESS

ADJOURNMENT



TAMPA HISTORIC STREETCAR, INC.
Regular Board of Directors Meeting
Wednesday, October 18, 2017 at 2:30 p.m.
HART Administrative Office
1201 E. 7th Avenue, 3rd Floor
Florida Conference Room
Tampa, FL 33605

Board Members Present..... (6)

Michael English, President
Mickey Jacob, Secretary/Treasurer
Abbey Dohring Ahern, Vice President
Rick Hamilton
Councilmember Mike Suarez

Board Members Absent..... (2)

Bob McDonough
Wallace Bowers

HART - Staff Members Present

Brian Allen
Danielle Arthur
Sylvia Berrien
Christina Buchanan
Ruthie Reyes Burckard
Lucien Campillo
Katharine Eagan
Emmanuel Nunez
Lena Petit
Steve Rosenstock
Marco Sandusky
Jeff Seward
Carla Williams

Others Present

David Smolker, THS General Counsel
Uyen Le, City of Tampa
Shaun Drinkard, Tampa Downtown Partnership
Laurie Gage, Direct Media

Sign-in sheets are attached.

CALL TO ORDER

The meeting was called to order at 2:34 p.m. by President Michael English.

PLEDGE OF ALLEGIANCE

Pledge of Allegiance followed.

APPROVAL OF MINUTES

Director Suarez moved and Director Dohring Ahern seconded approval of the September 20, 2017 regular Board of Director meeting minutes. All Board members present voted aye. The motion carried unanimously.

PUBLIC COMMENT ON AGENDA ITEMS (3 MINUTES PER SPEAKER)

No one signed up to speak.

STREETCAR PERFORMANCE REPORT

Mr. Brian Allan, Director of Streetcar Operations, presented the Streetcar Performance Report.

President English asked about the cause of the delay in restarting service after Hurricane Irma.

Mr. Allan reported it was due to required inspections.

President English asked about the other missed trips for call outs.

Mr. Allan explained call outs occur when employees call out sick, and this caused some missed pull-outs.

Ms. Eagan noted that this is a reason for continuing the cross-training program as HART bus operators will be able to assist staffing streetcar runs.

President English inquired about the delayed trips.

Mr. Allan stated there were CSX issues and the repairs took longer than anticipated.

Director Jacob commented that he finds the level of motor vehicle operator error amazing as he has directly observed drivers downtown turn right in front of the streetcar without looking. He stated that the infrequency of accidents is remarkable and a testament to the skills of the motorperson.

GENERAL COUNSEL'S REPORT

Mr. David Smolker, THS General Counsel, reported that the Birney agreement is in process and expected to be included in November.

CHAIR'S REPORT

President English had nothing to report.

DIRECT MEDIA USA SALES ACTIVITY UPDATE

Laurie Gage, Direct Media, reported that the Lightning wrap was installed and Miller-Coors are anticipated to extend their contract. She added that Direct Media donated banners for Streetcar Fest.

HART CHIEF EXECUTIVE OFFICER'S REPORT

Ms. Eagan reported that Director Jacob will no longer be a Board member and recognized him for his contributions to THS.

Director Jacob thanked the Board for the acknowledgement and stated that he will continue to be an advocate for the streetcar. He indicated that he will continue to be vocal regarding transit and he is excited to have the opportunity to support transit from a different perspective.

Ms. Eagan invited Ms. Ruthie Reyes Burckard, HART Chief Operating Officer, to discuss a meeting that she recently attended.

Ms. Reyes Burckard reported that she and HART staff met with SPP Partners regarding the hotel being built on Old Waters Street to discuss the potential impacts to the streetcar line in terms of both operating and safety. She indicated that there will be a redesign of the road which may affect some structures and it will include a roundabout valet so arms or gate crossings are being

explored. Ms. Reyes Burckard added that staff will be involved throughout the planning process to discuss safety considerations, and that these discussions could also lead to opportunities to work with the firm to help them bring their employees to the site via implementing earlier service. She advised that she will discuss the possibility of SPP Partners giving a presentation at a future Board meeting.

Director Dohring Ahern remarked it is wonderful that SPP is embracing the community and engaging the streetcar.

Ms. Eagan reported that staff and she are scheduled to meet with the new DOT Secretary for District 7 to discuss how DOT can help the streetcar.

President English reported that there is another workshop on the extension study next week.

Director Suarez stated that he saw a preliminary report and that they will be at the City Council meeting that day to present.

DISCUSSION ITEM

Proposal for Winter Village Express

Shaun Drinkard, Tampa Downtown Partnership, discussed the proposal for the Winter Village Express. Winter Village was a branding effort to enhance the holiday experience throughout Downtown Tampa and the surrounding neighborhoods. The addition of the Winter Village Express this year helps accomplish the goal of connecting numerous neighborhoods.

Ms. Eagan explained that President English and she met with the Downtown Partnership and the contributions listed as THS reflect the absorption of the difference between regular service costs and the charter rate.

President English added that THS is able to make a significant contribution without donating funds.

Director Suarez asked what the cost will be.

Mr. Drinkard reported the fare will be five dollars per person.

Director Suarez inquired what the estimated revenue will be.

Mr. Drinkard stated \$5,000 total is anticipated.

Director Dohring Ahern thanked Mr. Drinkard and Downtown Partnership for continuing to expand boundaries.

President English suggested that marketing services create a nice graphic for distribution to those in the THS contact list as they have created some very good announcements in the past.

Director Jacob reported that the Winter Village is Mr. Drinkard's project and thanked him for working tirelessly on it. He stated this is a good opportunity to expand Winter Village and create a new experience.

Director Jacob moved and Director Suarez seconded a motion to support the proposal for the Winter Village Express. All Board members present voted aye. The motion carried unanimously.

President English asked Steve Rosenstock, HART Sr. Manager of Marketing Services, to discuss the marketing program for free Saturdays.

Mr. Rosenstock review the ridership numbers for the first two weeks and outlined the current efforts including social media posts/engagements and press releases as well as coordination with external organizations. He noted that there have been two complaints received from patrons who paid before realizing that the fare is free and suggested putting a sticker detailing the free fares on the TVM directly above where money is inserted.

Director Jacob suggested sending an invitation for Free Saturday to the CRAs who provided funding as a way to acknowledge their contributions and say thank you.

Director Dohring Ahern stated that she received a thank you card from Carla Williams, HART Manager of Community Relations.

COMPLIANCE REPORTS (REVIEW AND FILE)

The following reports were presented to the Board:

- THS Marketing Reports for September 2017, submitted by Steve Rosenstock, HART
- Ridership, Fare, Special and Extra Services Reports for September 2017, submitted by Jeffrey C. Seward, HART
- COT Financial Statements

PUBLIC INPUT

No one signed up to address the THS Board of Directors.

OLD BUSINESS

Mr. Seward invited Mr. Daniel Rodriguez, Project Manager, to provide an update on installing ATMs at streetcar stops.

Mr. Rodriguez reported that he and the vendors met with the City previously to ascertain expectations and that the vendor tried to model the permit application to be similar to the TVMs. He stated that the city had some concerns regarding structural requirements as well as aesthetics. Mr. Rodriguez indicated that the ATMs will be ADA compliant and will likely be installed behind the TVM, although the vendor will be the sole permittee and is currently working on drawings.

President English commented that he is glad to hear that the project is moving forward.

NEW BUSINESS

There was no new business.

ADJOURNMENT

The meeting adjourned at 3:12 p.m.

ATTEST:

Michael English, President/Chair
THS Board of Directors

Mickey Jacob, Secretary-Treasurer
THS Board of Directors

David Smolker
THS Board General Counsel



STAFF, VISITORS AND MEDIA

REGULAR BOARD OF DIRECTORS MEETING

OCTOBER 18, 2017

NAME	ADDRESS <i>*If Hart Employee – please write “Employee”</i>	PHONE NUMBER
Danielle Arthur	Employee	6517
Christina Buchanan	Employee	6575
Lena Petit	Employee	6552
Brian Allan	Employee	6614
Uyen Le	COT	274-7275
Shaun Drinkard	Tampa Downtown Partnership	221-3686
Sylvia Berrien	Employee	6625
Lucien Campillo	employee	6482
Dan Rodriguez	Employee	6438
Steve Rosenstock	employee	6597
Emmanuel Nunez	HART	6434
Jeff Seward	The CFO	
Carla Williams	HART	6596



STREETCAR SYSTEM PERFORMANCE REPORT FOR OCTOBER 2017

MISSED TRIPS

The TECO Line Streetcar System delivered 99.56% of the contracted 2,163 trips for October. The 9.5 reported missed trips were due to mechanical issues and the October 28 crossing accident.

ON-TIME DEPARTURES

In October, there was one reported late departure with an on-time performance of 99.95%.

ACCIDENTS

There was one reported accident in October. On October 28, car #429 was involved in a grade crossing accident at the terminal drive at Channelside Drive. Car #429 was travelling southbound past the Florida Aquarium when a van traveling northbound turned into the streetcar damaging the front right step. There were no injuries, and the driver of the van was cited for failure to yield the right of way to the streetcar.

INCIDENTS

On October 25, a small sinkhole was discovered near the CSX interlocking. Two streetcars were moved south of the washout and a split service was run using a bus bridge to connect the two downtown cars with the single car operating in Ybor. The hole was repaired, and normal operations were resumed at 3:00 p.m. on October 27.

SPECIAL SERVICE

In October, the streetcar provided extra service on October 21 for Streetcar Fest, October 12 and 26 for Lightning games, and October 19 for the Bruno Mars concert.

COMPONENT PERFORMANCE

- Trackway and Interlocking Report – All trackway inspections/maintenance were completed as scheduled. The trackway and CSX Interlocking are inspected every morning by HART personnel.
- Overhead Catenary System Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 39 wheelchair boardings with no reported problems.
- Substations – All monthly service was completed as scheduled.

VEHICLE MAINTENANCE

All maintenance on the streetcars is current.

Service	Performed in October
A	13

Prepared by: Brian Allan, Director of Streetcar Operations

Reviewed by: Ruthie Reyes Burckard, Chief Operating Officer

Approved by: Katharine Eagan, AICP, Chief Executive Officer



DIRECT MEDIA USA SALES ACTIVITY UPDATE

The purpose of this report is to inform the THS Board of Directors of the cumulative total of advertising space sold, sponsorships obtained, and the amounts paid to Direct Media USA and THS as stated in Section 8 (c) of the existing agreement.

DISCUSSION

New Business (October 2017)

There was no new business.

Year-to-Date*

Month-to-Date Oct., 2017	THS Revenue (60%)	Direct Media Revenue (40%)	Amount Paid to THS, Inc.	Amount Paid to Direct Media
August 2017 – July 2018 6th year of contract	\$10,440. revenue from August-July media sales Rev. Earned through October	\$6,960. revenue from August-July media sales Rev. Earned through October	\$19,440. During the period of 8/1/17-7/31/18 payments through October	\$12,960. During the period of 8/1/17-7/31/18 payments through October

**Based on the THS, Inc. /Direct Media USA Contract Year, August – July. The amounts between Revenue and amount paid will not match due to payment schedule.*

RECOMMENDATION

Receive and file as an information item.

Prepared by: Mark Geden, Partner, Direct Media USA

Attachment: THS Sales report for 5th year starting August 1, 2016

Direct Media USA

OUT-OF-HOME ADVERTISING SINCE 1992

Monthly Sales Report												September 17-18		
Tampa Historic Streetcar Sales														
	Inventory	Aug. 17	Sept. 17	Oct. 17	Nov. 17	Dec. 17	Jan. 18	Feb. 18	Mar. 18	Apr. 18	May. 18	June. 18	July. 18	Totals
MillerCoors Tampa - 7406	full wrap trolleys	\$ 2,900.00	\$ 2,900.00	\$ 2,900.00	\$ 2,900.00	\$ 2,900.00								\$ 14,500.00
MillerCoors Tampa - 7407	full wrap trolleys	\$ 2,900.00	\$ 2,900.00	\$ 2,900.00	\$ 2,900.00	\$ 2,900.00								\$ 14,500.00
Tampa Bay Lighting -9195	1 wrap trolley 2 trolley toppers			\$ 3,240.00	\$ 3,240.00									\$ 6,480.00
Tampa Historic Streetcar Sales													\$ 35,480.00	
Tampa Historic Streetcar Percentage 60%													\$ 21,288.00	
DM Percentage 40%													\$ 14,192.00	
Sales Revenue Payments														
Tampa Historic Streetcar														
	Inventory	Aug. 17	Sept. 17	Oct. 17	Nov. 17	Dec. 17	Jan. 18	Feb. 18	Mar. 18	Apr. 18	May. 18	June. 18	July. 18	Totals
MillerCoors Tampa - 7406 2016-17	full wrap trolleys	\$ 1,740.00	\$ 1,740.00											\$ 3,480.00
MillerCoors Tampa - 7407 2016-17	full wrap trolleys	\$ 1,740.00	\$ 1,740.00											\$ 3,480.00
Red Bull - 8303 2016-17	2 full wrap trolleys	\$ 5,400.00												\$ 5,400.00
Hillborough Community College - 8871 16-17	full wrap trolley	\$ 1,800.00	\$ 1,800.00											\$ 3,600.00
MillerCoors Tampa - 7406 2017-18	full wrap trolleys			\$ 1,740.00	\$ 1,740.00									\$ 3,480.00
MillerCoors Tampa - 7407 2017-18	full wrap trolleys			\$ 1,740.00	\$ 1,740.00									\$ 3,480.00
Total THS Payments													\$ 22,920.00	
DM Percentage Revenue													\$ 12,960.00	
Red Font is what is being paid this report														
Bold Black font is what has been paid														
Any questions please email Mark Geden at markgeden@directmediausa.com														

COMPLIANCE REPORT

THS Marketing Services Report for October 2017

Streetcar Extended Hours for Amalie Arena Events



Fourth Friday

During the May 17, THS Board of Directors Meeting, the Board voted to participate in the Tampa Downtown Partnership Fourth Friday events by extending free fares from 7PM until end of service by showing the motorpersons a wristband. Advertising included social media, HART website and a press release. Downtown Partnership and Ybor Chamber continue to support with e-newsletters.



Ridership:

Date	# 4 th Friday Trips	Total Trips	% of Total Trips
June 23	103	701	15%
July 28	321	1,123	29%
August 25	32	343	9%
September 22	52	590	9%
October 27	15	474	3%
Total To date	523	3,231	18%



Streetcar Live

This monthly concert series on the Streetcar resumed September 2.



Ybor Saturday Market Promotion

As in past years, the Streetcar offered free trips with a purchase at the Ybor City Saturday Market. This year, they are being offered for July 29-October 15. Two hundred free passes were provided to the Saturday Market. A total of 43 have been redeemed to date through the end of the program.

Streetcar Fest

Ridership

Day/Date	# of Trips	+/- (-) vs. Previous Year	% Increase (decrease) vs. Previous Year
Sat. Oct. 21, 2017	8,202	(1,121)	(12%)
Sat. Oct. 22, 2016*	9,323		

*Pumpkin Patch and Cup Cake Festival was on same day in 2016.

Marketing Activities

- Newspaper: Tampa Bay Times, La Gaceta and Florida Sentinel Bulletin
- Radio: iHeart Media, WMTX-FM 100.7 Hot Contemporary Music & IMTX (streaming), WFUS-FM 103.5 #1 Country Station & IFUS (streaming).
- Digital Advertising: Google Targeted Ads and IHeart Radio Mobile Ads.

Targeting:

Location: Hillsborough County

Audience: Active Adults

Target Demographics: M/F 18-49

Platform/Device (approximate): 20% PC, 80% Mobile

Behavioral Interests: Sports fans, pop music fans, TV drama fans, TV comedy fans, dining out enthusiast, celebrity and fashion interests, gourmet cuisine enthusiast, social media enthusiast, movie lovers, concert lovers, baby care, sports enthusiast, football and hockey fans, watersports and beach enthusiast, homeowners, travel enthusiast, visit news and informational websites, pop culture and additional categories.

- Reach: 500,000 users
- Impression goal: 750,000
- Front and back panel of one Streetcar
- Annunciator on buses through Commuter Advertising (English and Spanish)
- Flyer for Community Relations and on board buses
- Banners (on each station stop) donated by Direct Media USA and Roadsigns, Inc.
- Streetcar Fest Poster (for retail store windows)
- goHART.org website on promotional carousel
- TECOLineStreetcar.org website
- Streetcar Fest Activities and Special Offers Guide





Free Fares on Saturdays (October 7, 2017 – September 29, 2018)

Marketing Activities

Signage for Free Fares include:

- Stickers on TVMs
- Signage on all Station Stops
- Banners on all Station Stops (in-process)
- Front and back panel advertising on one Streetcar (in-process)
- Interior cards (in-process)
- HART E-Mail Signature Block (October). 33,000+ first generation emails.
- HART and TECO Line Streetcar Websites



Free Streetcar Saturday Service October 2017- September 2018 Comparison to Previous Year						
FY2018 Dates Ridership		FY2017 Dates Ridership		Difference vs. 2017	Percentage change vs. 2017	Comment
10/07/17	1701	10/08/16	1536	165	11%	Streetcar Fest
10/14/17	2779	10/15/16	1636	1143	70%	
10/21/17*	8226	10/22/16	9323	-1097	-12%	
10/28/17	2175	10/29/16	2021	154	8%	
Total	6655	Total	5220	1435	27%	

*Not included in total due to special event with free fares skewing the actual free fare numbers.

THS Marketing Collateral and Graphic Support - October 2017

- Free Trips on the Streetcar Every Saturday Material - Web Cube, HART Web Ad, Signature Block, Streetcar End Wraps, Ybor Wall Kiosk, Web Mast, TVM Stickers, Interior Cards, Motorpersons Key Notice, 11x17 Station Kiosks
- Streetcar Fest Materials - Activities & Special Offers Brochure, Front and Back of Vehicle Panel Wrap Art, THS Site Web Mast, Facebook Cover Photo, Signature Block, iHeart Media Web Ads, TampaBay.com Web Ads, Newsprint Ads: LaGaceta-Florida Sentinel-Tampa Bay Times-Tampa Bay Times Weekend, Thank You to Sponsors Table Display
- Streetcar Live October 2017 - Facebook Cover Photo, Interior Cards

Prepared by: Steve Rosenstock, Sr. Manager of Marketing Services
Reviewed by: Lena Petit, Director of Executive Office & Board Support
Approved by: Katharine Eagan, AICP, Chief Executive Officer



COMPLIANCE REPORT

Ridership and Fares for October 2017

	MONTH-TO-DATE COMPARISON				YEAR-TO-DATE COMPARISON			
	October 2017	October 2016	MTD Variance	MTD % Variance	YTD Actual FY2018	YTD Actual FY2017	YTD Variance	YTD % Variance
Total Ridership	26,861	30,092	(3,231)	(10.7)%	26,861	30,092	(3,231)	(10.7)%
Fare Card Ridership Percentage	73.8%	82.0%	(8.2)%	(10.0)%	73.8%	82.0%	(8.2)%	(10.0)%
Farebox Revenue	\$7,037	\$7,178	\$(141)	(2.0)%	\$7,037	\$7,178	\$(141)	(2.0)%
Fare Card Sales	\$20,051	\$33,661	\$(13,610)	(40.4)%	\$20,051	\$33,661	\$(13,611)	(40.4)%
Reimbursable Rides	\$92	\$210	\$(118)	(56.2)%	\$92	\$210	\$(118)	(56.2)%
Total Revenue	\$27,180	\$41,049	\$(13,869)	(33.8)%	\$27,180	\$41,049	\$(13,869)	(33.8)%
Average Fare	\$1.01	\$1.36	\$(0.35)	(25.7)%	\$1.01	\$1.36	\$(0.35)	(25.7)%

Month-to-Date Comparison: for the October month-end, revenue was down by \$13,869 or 33.8% and ridership was down 3,231 trips or 10.7% when compared to the same period in FY2017.

Prepared by: Joan Brown, HART Director of Financial Operations

Reviewed by: Jeffrey C. Seward, HART Chief Financial Officer

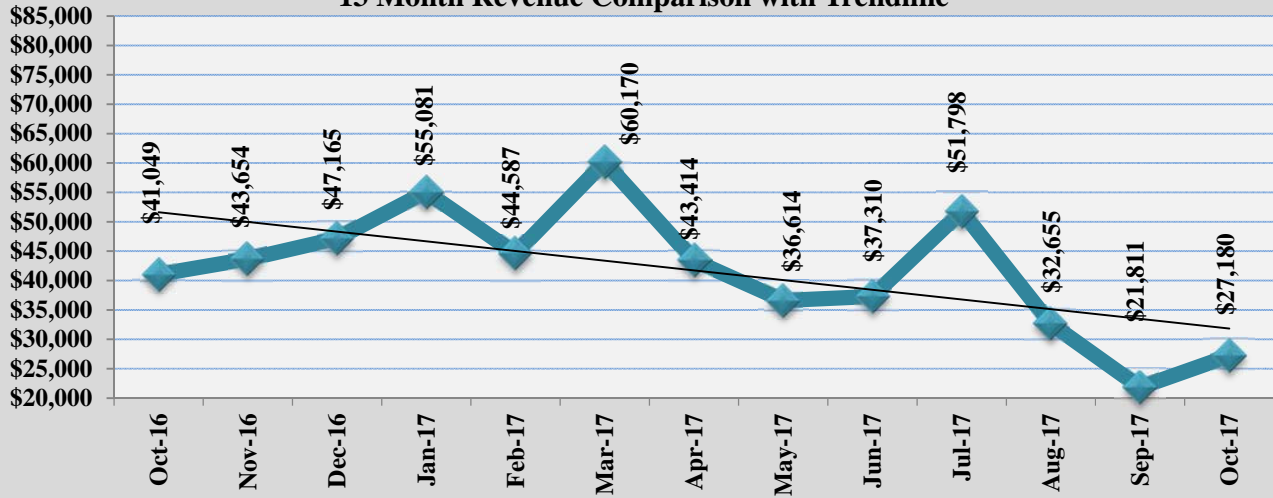
Approved by: Katharine Eagan, AICP, HART Chief Executive Officer

Attachments:

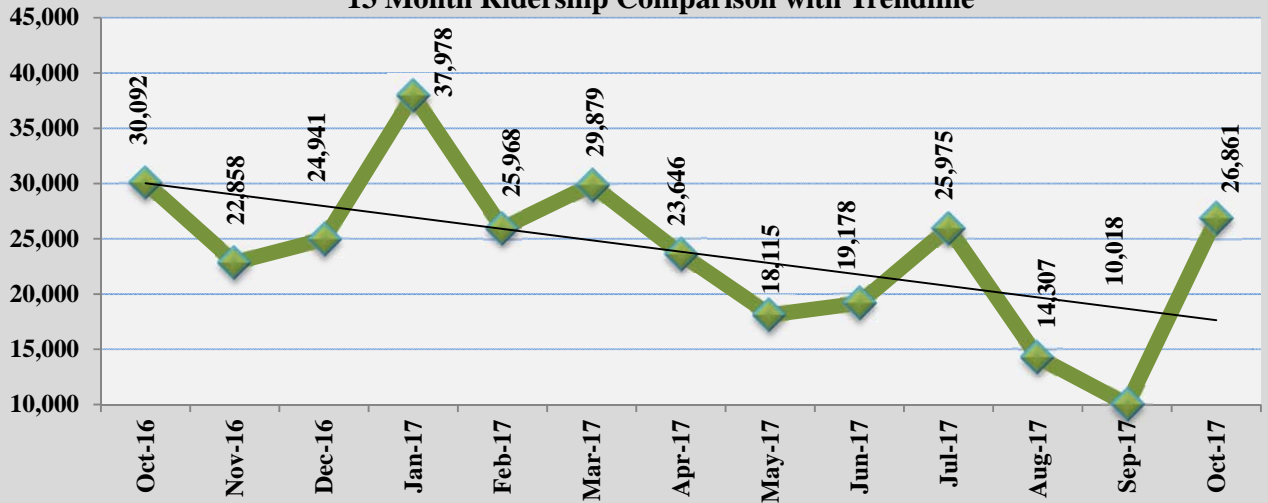
- I. Revenue and Ridership Charts
- II. Ridership by Fare Category

HART - TAMPA HISTORIC STREETCAR REVENUE & RIDERSHIP

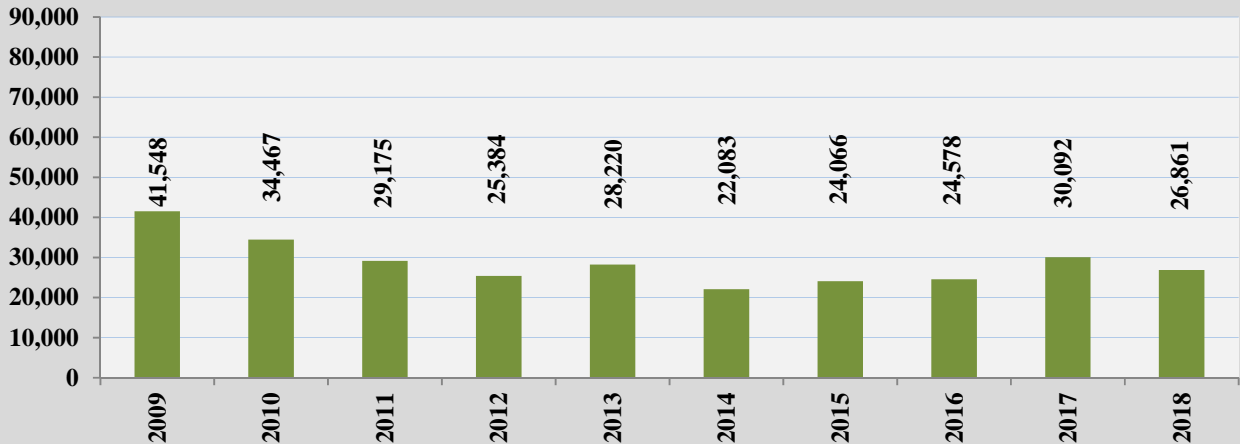
13 Month Revenue Comparison with Trendline



13 Month Ridership Comparison with Trendline



The Month of October - Fiscal Year 2009 - 2018 (10 Years)



Streetcar Ridership by Fare Category for October 2017

Ridership Type	Cash Fare Rides	One Day & One Day Discount Pass Purchased on the Streetcar	One Day Fare Card Used on the Streetcar Purchased Earlier	Already a Pass Rider	Family One Day Pass	Other	One Trip Adult Fare Card	31 Day Bus Fare Card Used on the Streetcar	Passport Used on the Streetcar	One Trip Discount Fare Card	Visitor's 3 Day Fare Card Used on the Streetcar	Streetcar Assessment 20 Ride Fare Card (Revenue returned to THS at point-of-sale)	Streetcar Annual Fare Card (Revenue returned to THS at point-of-sale)	Special Promos, Children, All Exceptions and After Midnight, Non-Paying Patrons	Totals
Discount Streetcar	168	325	627	756	125					159	0				2,160
Streetcar Local		960	3,695	1,195	0					0					5,850
Local Streetcar	486						949								1,435
One Day Local Bus Fare Card			539				0		6	0					545
Bus Fare Card		0	0			0	83			0					83
Other Streetcar		0	0								71	145	20	16,552	16,788
Totals	654	1,285	4,861	1,951	125	0	949	83	6	159	71	145	20	16,552	26,861

Streetcar Cash Fare Calculation for October 2017

Ridership Type	Cash Fare Rides	Fare Rate	Calculated Farebox Revenue	One Day Pass Purchased	Fare Rate	Calculated Farebox Revenue	One Day/Express Disc Pass Purchased	Fare Rate	Calculated Farebox Revenue	Special Events and Other Farebox Revenue	Calculated Farebox Revenue	Total Calculated Farebox Revenue	Actual Farebox Revenues Collected	Excess Farebox Revenues Collected
Discount Streetcar	168	\$1.25	\$210.00	325	\$2.50	\$812.50						\$1,022.50		
1 Way Fare // 1 Day Pass	486	\$2.50	\$1,215.00	960	\$5.00	\$4,800.00						\$6,015.00		
Other -Express	0			0	\$6.00	\$0.00	0	\$3.00	\$0.00	\$0.00		\$0.00		
Totals	654		\$1,425.00	1,285		\$5,612.50	0		\$0.00	\$0.00		\$7,037.50	\$7,036.96	(\$0.54)

Full Fares \$6,014.46

Streetcar Pass Sales

Pass Type	Quantity Sold	Purchase Price	Total Sales	Percent of Sales
Annual Pass	0	\$200.00	\$0.00	0.00%
20-Ride Assessment	2	\$25.00	\$50.00	0.25%
20-Ride Assessment: Outlets	32	\$25.00	\$800.00	3.98%
20-Ride Assessment: Transit store	2	\$25.00	\$50.00	0.25%
Family Discount Pass: TVM	106	\$12.50	\$1,325.00	6.59%
3-Day Visitor Unlimited: TVM	18	\$11.75	\$211.50	1.05%
3-Day Visitor Discount: TVM & Pass Sales	0	\$5.50	\$0.00	0.00%
1 Day Pass	5	\$5.00	\$25.00	0.12%
1 Day Pass: Outlets	64	\$5.00	\$320.00	1.59%
1 Day Pass: Transit Store	0	\$5.00	\$0.00	0.00%
1 Day Pass: TVM & Mobile Sales	2,473	\$5.00	\$12,365.00	61.47%
1 Day Discount Pass	2	\$2.50	\$5.00	0.02%
1 Day Discount Pass: Outlets	49	\$2.50	\$122.50	0.61%
1 Day Discount Pass: Transit Store	0	\$2.50	\$0.00	0.00%
1 Day Discount Pass: TVM & Mobile Sales	303	\$2.50	\$757.50	3.77%
One Trip Adult Pass - TVM only	1,311	\$2.50	\$3,277.50	16.29%
One Trip Discount Pass - TVM only	186	\$1.25	\$232.50	1.16%
Flamingo 1 Day Pass	0	\$5.00	\$463.00	2.30%
Flamingo Family Pass	0	\$12.50	\$110.00	0.55%
Total	4,553		\$20,114.50	100.00%

Streetcar Reimbursable Rides

Pass Type	Quantity Used	Price	Total Reimbursement
31-Day Unlimited	83	\$1.11	\$92.13
Total			\$92.13

	Purchased on Streetcar	Purchased at TVM	Grand Totals
1 Day Pass Sales	960	2,473	3,433
	27.96%	72.04%	100.00%
1 Day Disc. Pass Sales	325	303	628
	51.75%	48.25%	100.00%

Fare Revenue Returned to THS

Fare Revenue by Type	
Farebox	\$7,036.96
Pass Sales	\$20,114.50
Sales Discounts	(\$63.91)
Reimbursable Rides	\$92.13
Total	\$27,179.68

Average Fare Per Passenger

Current month	\$1.01
Year to date	\$1.01
Total trips using passes	36%

*Discounts are for seniors age 65 or older, youths age 17 or younger, those on Medicare or with disabilities.