

# **Operating Budget Initiatives**

**Councilman Rich Blonna**

**7/22/24**

## Initiative Summary

<b>Initiative # 1 FY2025 Winter Season Trolley Pilot Program</b>	\$206,480.00
<b>Initiative # 2 Creation of Open Space Preservation Fund</b>	\$200,000.00
<b>Initiative # 3 FY 2025-26 RFQ for a Grant-Writing Firm</b>	\$150,000.00
<b>Initiative # 4 Building Services Permit Clerk II</b>	\$ 61,556.00

**Funding Source Initiatives # 1-3** – These three initiatives will be funded through a transfer of existing funds from the \$666,000.00 in the Reserve Account that was earmarked for a matching grant associated with the Median Reconstruction Project that was vetoed by the Governor.

These initiatives are one-time expenditures and will not result in a recurring expense for the city or an increase in the millage rate.

**Funding Source for Initiative # 4** – This initiative is the midpoint salary for the position and will be funded through a transfer of funds from the Project Manager, Fleet and Facilities position (salary range \$80,099 - \$124,154.00). This is an ongoing staff position but replaces a more expensive existing FTE.

This initiative will not result in an increase in the millage rate.

**Initiative # 1 FY2025 Winter Season Trolley Pilot Program** \$206,480.00

**Key Takeaways from Stakeholder Meetings and Email Exchanges:**

- Negotiate a better hourly rate with CAT.
- Two Trolleys provide optimal service.
- Two overlapping schedules 9:00am-7:00pm and 11:00am–9:00pm.
- Focus route from Olde Marco to Caxambas Park.\*
- Have the business community contribute advertising costs.
- Pick catchy name (Island Breeze Trolley, Marco Cat, Marco Mover, Island Trolley).

**Final Negotiation with CAT:**

- CAT was able to provide a better rate (\$116.00/hour instead of original \$121.00/hr).
- Only one Trolley available (Naples Tourism Board secured other Trolley).
- Fare revenue cannot be used to offset hourly rate.
- FY2025 Advertising rates cannot be used to offset hourly rate (FY 2026?).

**Estimated Pilot Program Costs**

	<b>Original</b>	<b>Revised (1 Trolley &amp; 1 Bus) 1 Trolley</b>	
Hourly rate	\$122.00	\$116.00 (5% less)	\$116.00
Hours/Day	20 (2 x 10)	20 (2x10)	12(1 x12)
Total Days	89	89	89
Total Hours	1,780	1,780	1,068
<b>Total Cost</b>	<b>\$217,160.00</b>	<b>\$206,480.00</b>	<b>\$123,888.00</b>

**Anticipated Offsets to Final Cost**

<b>1 Trolley &amp; 1 Bus</b>	\$217,160.00
- CAT lower rate	\$ 10,680.00
- Advertising Revenue	\$ 6,450.00 **
- Fares	\$ 12,000.00 ***
- Total	\$ 29,130.00

Unfortunately, CAT administrative policies do not allow for the use of advertising and fare revenue to reduce the overall service cost related to a specific route or service. All advertising and fare revenues go into CAT's general fund and are applied to the total operating costs for entire county.

In FY 2026 Marco Island would be able to submit a joint FDOT Grant Application with CAT to seek additional funds to reduce the cost of service. CAT advertising policies might also change.

**\*Trolley Stops (southbound from Edington Pl)**

1. Edington Circle
2. Corner Lee and Bald Eagle
3. Bald Eagle across from Rose Marina
4. Corner of Bald Eagle and Collier Blvd.
5. Collier Blvd at Esplanade
6. Collier Blvd. at Joey's/Doreen's
7. Collier Blvd at Residents Beach
8. Collier Blvd at Madeira Public Beach Access
9. Collier Blvd at Winterberry Public Beach Access
10. Collier Blvd across from Turtle lot
11. Collier Blvd at South Beach Public Beach Access
12. Caxambas Park

**Trolley Stops (northbound from Caxambas Park)**

1. Caxambas Park
2. Collier Blvd at South Beach corner Swallow
3. Collier Blvd. at Turtle Lot
4. Collier Blvd at corner Winterberry
5. Collier Blvd at Marriott Parking Lot
6. Collier Blvd at corner Maple Ave
7. Collier Blvd at corner San Marco Road
8. Collier Blvd. at Joey's/Doreen's
9. Veteran's Park at Park Avenue circle
10. Corner of Bald Eagle and Collier Blvd.
11. Bald Eagle at Rose Marina
12. Corner Lee and Bald Eagle

**\*\* Current Advertising Rates**

<b>Interior Ads</b>	<b>Ad Size</b>	<b>Rate</b>	<b>One Month</b>	<b>Three Months</b>
14 spaces available	11 inches X 25 inches	\$50 per month	\$ 700.00	\$ 2,100.00
<b>Interior Video Board</b>	<b>Ad View Length</b>	<b>Rate</b>	<b>One Month</b>	<b>Three Months</b>
? spaces available	7 seconds	\$125 per month	\$ 125.00	\$ 375.00
? spaces available	15 seconds	\$250 per month	\$ 250.00	\$ 750.00

<b>Ad Revenue Opportunity*</b>
<b>\$ 3,225.00</b>

**\*\*\* Current Fare Estimated Revenue**

1 Trolley & 1 Bus = 6,000 trips x \$2.00/trip (based on Naples 3,000 trips for I Trolley).

**Initiative # 2 Creation of Open Space Preservation Fund****\$200,000.00****Introduction:**

At the 4/22/24 City Council Meeting I presented a paper entitled, “ A Two-Step Plan for Preserving More Open Space and Enhancing the City’s Parks and Recreation Programs”. The call to action was having the City Council approve two items to be included as City Council Initiatives. The two items were:

1. Creating an Open Space Preservation Fund.
2. Creating an RFQ for a grant-writing firm specializing in obtaining Open Space Preservation and Parks and Recreation grants.

I was told to bring back cost estimates and funding sources information to be presented during the City’s Budget Meetings.

**Revision**

Rather than create a new fund I suggest transferring the \$200,000.00 to the Marco Island Community Parks Foundation Inc to be held in reserve for use in obtaining a matching grant for acquisition of Open Space or Parks and Recreation Programs.

The original intention of this fund was to set aside funds that could be used to obtain a matching grant to purchase the WISC property at 507 Inlet Drive. After the Operating Budget Meeting the Council directed me to ask the WISC Investment Property LLC to reconsider re-submitting their property for acquisition by Conservation Collier. I spoke with a representative of WISC Investment Property LLC and she agreed to resubmit their property to Conservation Collier.

If the re-submission is not accepted by Conservation Collier or the BCC the \$200,000.00 could be used by our Grant Writing Consultant (Initiative # 3) to seek a matching grant to acquire it.

If that fails, the \$200,000.00 could be returned to the city’s reserves or used by the Marco Island Community Parks Foundation Inc for enhancements to our parks or additional programming.

**Initiative # 3 Creating an RFQ for a Grant-Writing Firm****\$150,000.00**

During the City Council Meeting of 4/22/24 it was agreed than creating a new FTE Grant Writer position it would be better to consider using a consulting firm that specializes in obtaining grants related to acquiring or enhancing open space or parkland.

As per the suggestion of Vice Chair Brechnitz, I am proposing that we ask the staff to write an RFQ for a two-year contract (FY2025 , FY2026) with a grant-writing firm specializing in obtaining grants related to Open Space Preservation and Parks and Recreation acquisitions and improvements.

**Initiative # 4 Building Services Permitting Clerk****\$61,556.00**

Three different groups recommend the creation of an “Ombudsman”, “Lead Person”, or “Point Person” to handle first-time applicants for building permits. The City Manager’s Builders Roundtable group, the Plante Moran Consulting group, and The Ad Hoc Business Development and Redevelopment Advisory Committee all recommend creating this position.

Plante Moran recommends the position to increase efficiency and "1<sup>st</sup> pass success" (having an applicant successfully navigate the permitting process without having to make multiple visits). All three groups view it as a way to minimize logjams in the permitting process, especially as it relates to people unfamiliar with doing business with the City of Marco Island.

I recommend funding this position by eliminating the "Project Manager" position from the Fleet and Facilities Dept. and transferring the position's salary (salary range \$80,099 - \$124,154.00) to the Building Department for the Permit Clerk II position (salary range \$48,279 - \$74,832).