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Survey Results Confirm Overwhelming Public Support For Rubber Tire Trolley Service Throughout Downtown Miami

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More than 70% of respondents favor public transit initiative along Biscayne-Brickell Corridor

MIAMI, FL – June 2, 2009 – A proposal to introduce a rubber tire trolley service along Downtown Miami’s Biscayne Boulevard-Brickell Avenue corridor has widespread support among area stakeholders, according to a survey conducted by the Miami Downtown Development Authority (DDA). Seventy-one percent of the nearly 600 respondents who took part in the online survey believe “there is a need for a Downtown trolley along Biscayne Boulevard and Brickell Avenue,” and 79% anticipate utilizing the service once it is implemented.

The survey also uncovered the following statistics:

- 21% of survey respondents claimed public transit as their primary method of transportation
- 49% would ride the trolley during normal business hours; 56% during lunchtime; and 58% to-and-from special events
- 67% favor extending a Biscayne-Brickell trolley to connect to Miami’s Midtown and Design Districts

“The public has voiced its support for a rubber tire trolley along Downtown Miami’s waterfront by a more than two-to-one margin,” said Alyce Robertson, Executive Director of the Miami Downtown Development Authority. “This trolley would will vastly enhance interconnectivity throughout Downtown and help reduce road congestion and air pollution, contributing to the sustainable growth of our entire region.”

The Brickell-Biscayne corridor rubber tire trolley proposal calls for a route linking Miami’s Central Business District, Arts and Entertainment District, and Brickell Financial District. The trolley would stop at key destinations including American Airlines Arena, Mary Brickell Village, Bayfront Park, the Adrienne Arsht Center for the Performing Arts, the future Museum Park, major residential and commercial buildings, as well as Metrorail and Metromover stations along the route.



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Javier A. Betancourt, the Miami DDA's Manager for Urban Planning and Transportation, believes the rubber tire trolley will complement Downtown Miami's existing transit infrastructure. "The number of people who

live, work, and visit Downtown Miami is growing at an exponential rate. More than 30,000 people reside here and another 190,000 commute in each day for work, making Downtown the largest employment center in the State. The rubber tire trolley will support Metrorail and Metromover services by providing riders 'door-to-door' service to popular destinations throughout the district," said Mr. Betancourt.



Under the Miami DDA's plan, start-up costs for the trolley system – estimated at between \$650,000 and \$1 million – would be funded in large part by funds allocated to the City of Miami through the American Recovery and Reinvestment Act of 2009, also known as the federal stimulus package. Operation and Maintenance costs would be funded by the combination of a Florida Department of Transportation grant and a one-half-percent transit surtax. The trolley would be operated through a third-party vendor.

About the Miami Downtown Development Authority

The Miami Downtown Development Authority (DDA) is committed to improving the quality of life for businesses, employees, residents, and visitors in downtown Miami. As an independent agency of the City of Miami, the Miami DDA supports business growth, infrastructure improvements, and services for Downtown Miami residents and stakeholders. In addition to its programs and initiatives, the Miami DDA is partnering with the City and other government entities to strengthen Downtown Miami's position as an international center for commerce, culture, and tourism. Through its DWNTWN campaign, which sponsors programs such as free outdoor concerts and special networking events, the Miami DDA drives consumers young and old to the region with the goal of supporting existing businesses and transforming Downtown Miami into a thriving, 24-7 urban epicenter. The organization is governed by a 15-member board comprised of three public appointees and 12 downtown property owners, residents and/or workers. For more information about the Miami DDA and Downtown Miami, please visit www.MiamiDDA.com