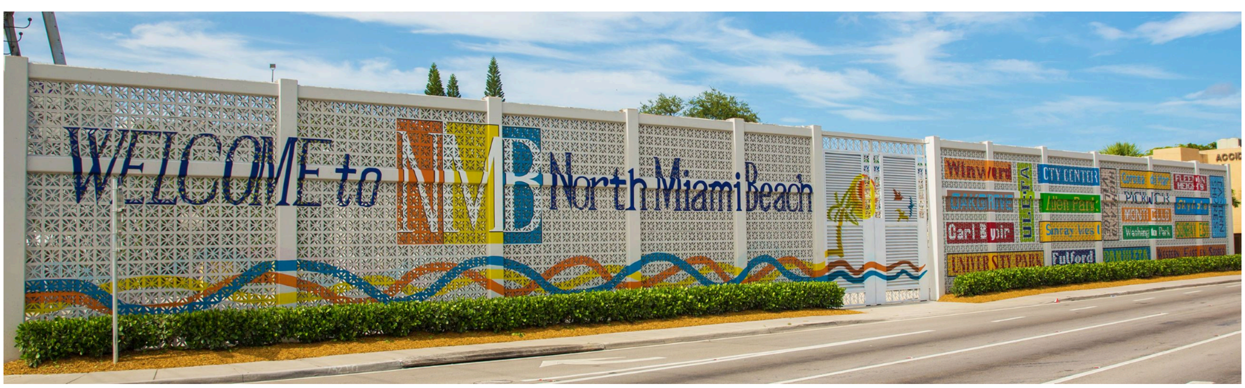
City of North Miami Beach
NMB Community Bus Service- NMB Line

ACTION REQUESTED

Staff is requesting the City Commission to approve service changes to the NMB Line and to extend the Operations and Maintenance agreement with ProTransportation, Inc. dba ProKel Mobility (Hereinafter referred as "ProKel Mobility") for an additional five years with two, one-year renewal options beginning April 30, 2025.

BACKGROUND

In 2020, the City of North Miami Beach awarded a contract to ProKel Mobility to provide Operations and Maintenance services for North Miami Beach Line - Community Bus Service. The agreement was awarded for an initial term of October 2020 to April 2023 with the right to extend the agreement for two, one-year periods.

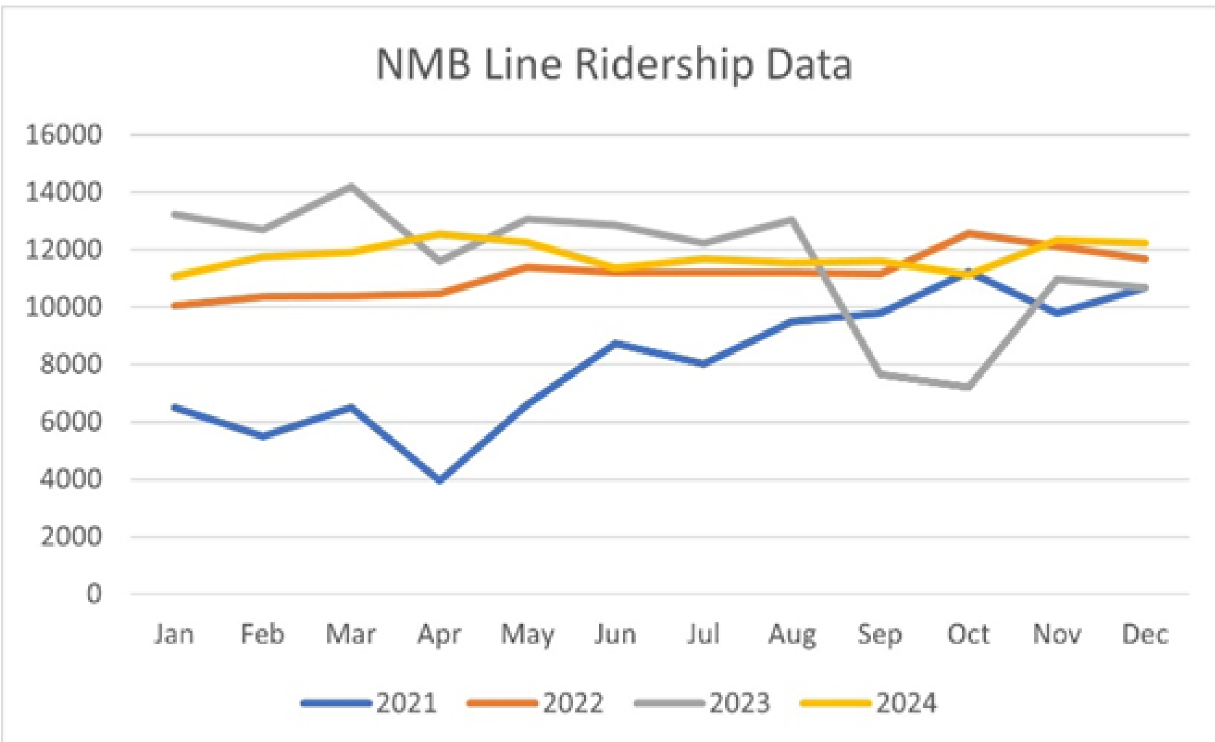


The City of North Miami Beach offers complimentary transportation to its residents through a network of Trolleys. This system comprises five unique routes, each serviced by six designated trolleys, tailored to cater to specific key locations and diverse areas within the city. The BeeLine is operated by ProKel Mobility Monday through Saturday from 07:30 AM to 07:30 PM.

The service is made possible by the transportation surtax provided to municipalities. North Miami Beach began the service in April 2017, consisting of three (3) routes (A, B, C) that operate Monday through Saturday. The trolleys are free to the public and connect with the shuttle service provided by both the City of North Miami and the City of Sunny Isles Beach. Riders enjoy an air-conditioned ride with free Wi-Fi onboard to major destinations throughout the city. The “old town” style trolley vehicles feature multiple surveillance cameras for rider safety, as well as real-time arrival updates through the “NMB Transit APP.” All vehicles are fully compliant with the Americans with Disabilities Act (ADA) requirements. On April 6, 2020, the city began service for Routes D1 and D2, and on October 24, 2022, Route E was added.

EVALUATION OF EXISTING CONDITIONS

A Route Optimization Study (ROS) was conducted to determine the effectiveness of the current route structure. The review of existing conditions confirmed that the trolley ridership remains at very low levels when compared to other transit services.



Year	2021	2022	2023	2024
Ridership	96,732	133,831	139,474	143,443

2024 Ridership

Route	A	B	C	D1	D2	E
2024 Month Ridership (Avg)	2,070.80	2,235.60	2,050.00	1,654.80	1,559.00	2,383.40
2024 Daily Ridership (Avg)	82.83	89.42	82.00	66.19	62.36	95.34
2024 Hourly Ridership (Avg)	6.90	7.45	6.83	5.52	5.20	7.94
2024 Total System Ridership (Monthy Avg)	11,953.60					
2024 Estimated Annual System Ridership	143,443.20					

It is important to note that the Miami-Dade County Better Bus Network was introduced in late 2023. This full bus network redesign made significant changes to the alignment and frequencies through its network. Among the changes, the areas formerly served by routes E, H and 75, are now served by one frequent route running every 15 minutes within the boundaries of the city. Both Route 9 and Route 9A now run at a 20-minute frequency within the city boundaries, providing North Miami Beach residents with easy access to frequent transit service.

In addition, Miami-Dade County offers fare programs for low-income transit riders, including the Commuter-Reduced Fare EASY Card and the Mobility EASY Card.

RECOMMENDATIONS

Through completion of the various work tasks from the ROS‑specific objectives and strategies were developed that fit within NMB's existing Mission and Goals. These objectives are as follows:

1. Boost ridership through consideration of various service provision enhancements such as improved frequencies, new service opportunities, maximizing transfer opportunities and identifying route realignment needs.
2. Consider cost saving measures that could allow financial resources to be available for potential service enhancements, such as bus realignment measures that eliminate duplicative service and optimization of interlines.
3. Identify potential strategies that could enhance public awareness, such as marketing and promotional activities.

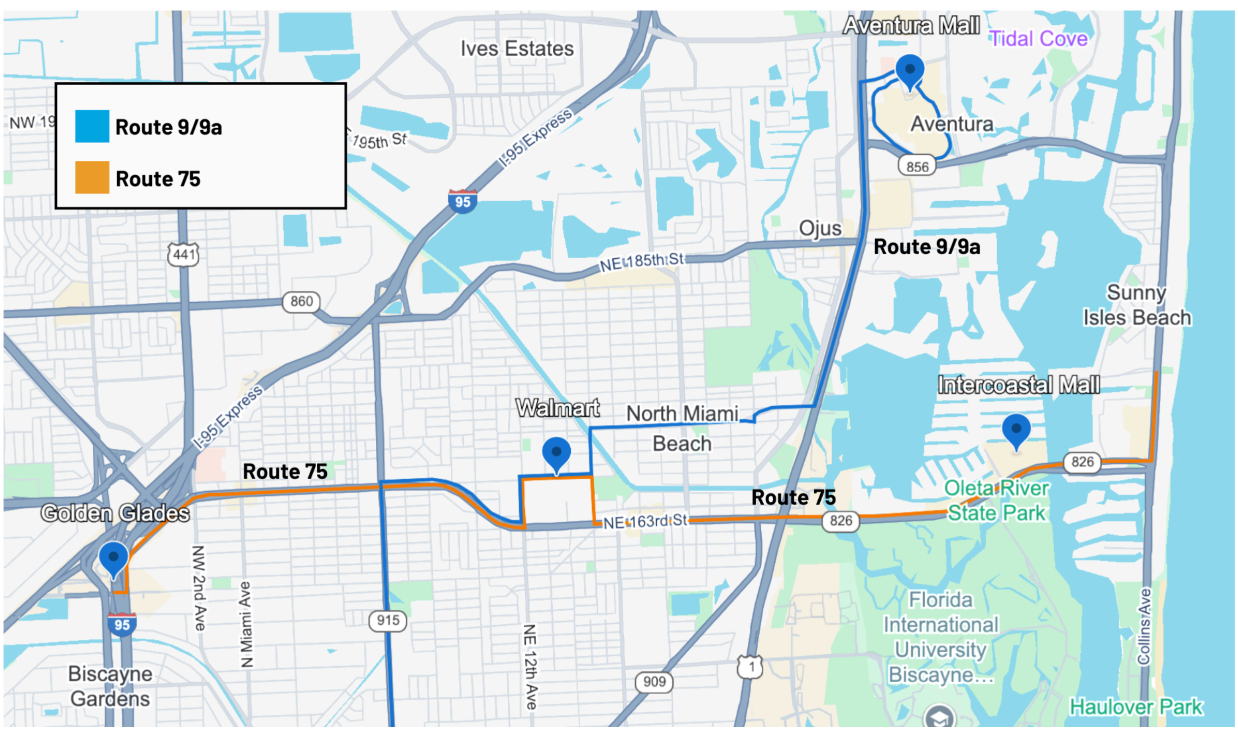
This section presents recommendations for Near‑Term and Short‑Range service changes/ enhancements for the North Miami Beach Community Bus Service. These recommendations were prepared based on findings from the ROS.

Recommendation Summary

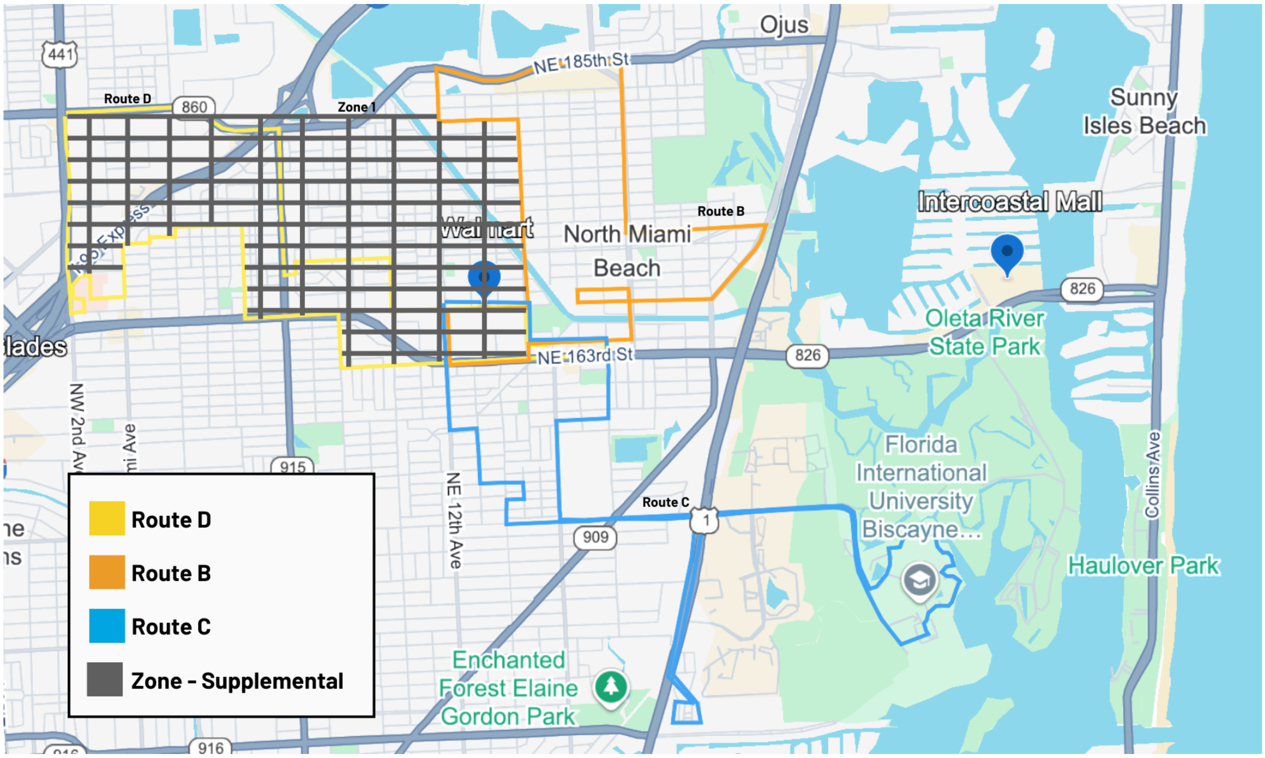
Route	Current Headways	Proposed Change	Alternative Service
A	90 Minutes	Eliminate Route	MDT Route 75
B	75 Minutes	Improving Headway to 45 min.	
C	62 Minutes	Improving Headway to 45 min.	
D1	62 Minutes	Improving Headway to 45 min.	Expand route to Golden Glades
D2	62 Minutes	Eliminate Route	Introducing Supplemental Service
E	120 Minutes	Eliminate Route	MDT Route 9-9A

Eliminate both Route E (Aventura Mall/Glades) and Route A (Intercostal Mall), as both routes are currently served by the Miami-Dade Transit Metrobus system. In addition, it is proposed to eliminate one bus on Route D-2, extend Route D-1 by 1.5 miles to provide service to Golden Glades, and introduce one supplemental service utilizing two electric sedans/SUVs to supplement the current demand on Route D. The ROS has identified low-performing bus stops that will be eliminated, which will allow for reducing headways from 62 minutes to 45 minutes. We also propose that the contractor replace three of the current trolleys supplied by the city.

North Miami Beach Proposed Routes



Miami-Dade Transit Metrobus Routes



BUS ROUTE FREQUENCIES/ HEADWAYS

In the last few years, expanding high-frequency transit service has become a hot topic at transit agencies across the country, and for good reasons: research shows that frequent service is one of the best ways to keep riders of public transit, well, riding public transit.

Bus route frequency is simply the number of buses that operate in a certain time period. For example, a bus route comes six times an hour to a particular stop. So that's a frequency of six an hour. Simple math would suggest that the headway is ten minutes between each bus, though of course it is not that easy. Congestion, accidents, and unfavorable traffic lights can all be factors in warping headway times. And in the end, this decreases service quality.

ProKel Mobility proposes the following strategies in order to improve bus headway:

1	**Bus stops will be designed so that buses spend less time "stopped".**
2	**Balancing bus stops means spacing them out carefully along a route to minimize the overlap between bus stops that are too close together, while leaving no area unserved. To be sure, bunching up stops increases the length of the trip for everyone. Stop-start driving prevents buses from picking up pace and distributes passengers inefficiently.**
3	**On the other hand, balancing bus stops reduces operating costs, freeing up funds and room for other things.**
4	**Protransportation proposes to eliminate, relocate or consolidate bus stops identified by the ROS for each bus route to reduce headways to 45 minutes.**

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- On the other hand, balancing bus stops reduces operating costs, freeing up funds and room for other things.
- ProKel Mobility proposes to eliminate, relocate or consolidate bus stops identified by the ROS for each bus route to improve headways to 45 minutes.

Route	Number of Stops	Avg. Time per Stop	Total Time	Proposed # Stops	Proposed Avg. Time per Stop	Proposed Total Time
A	14	6.4 Minutes	90 Minutes	0	0	0
B	18	4.1 Minutes	75 Minutes	11	4.0	45 Minutes
C	18	3.4 Minutes	62 Minutes	14	3.2	45 Minutes
D1	17	3.6 Minutes	62 Minutes	13	3.4	45 Minutes
D2	17	3.6 Minutes	62 Minutes	0	0	0
E	7	17.1 Minutes	120 Minutes	0	0	0

VEHICLE REPLACEMENT PLAN

The Short-Range Plan recommendation will reflect a significant decrease in city capital cost. Short-Range Plan addresses service needs identified in the ROS planning analysis and needs.

Protransportation's Replacement plan

1. Economic life expectancy of each vehicle
2. Maintenance and operating cost history
3. Utilization of the vehicle
4. Current and anticipated availability of capital replacement funds

Vehicle Replacement Plan - NMB provides 5 trolleys to ProKel Mobility to operate the Community Bus service.

ProKel Mobility follows federal vehicle replacement recommendations. The recommendations are designed to ensure the timely and efficient replacement of vehicles and financial planning.

ProKel Mobility's Replacement plan is based on four (4) main factors:

- ❖ Economic life expectancy of each vehicle

- ❖ Maintenance and operating cost history
- ❖ Utilization of the vehicle
- ❖ Current and anticipated availability of capital replacement funds.

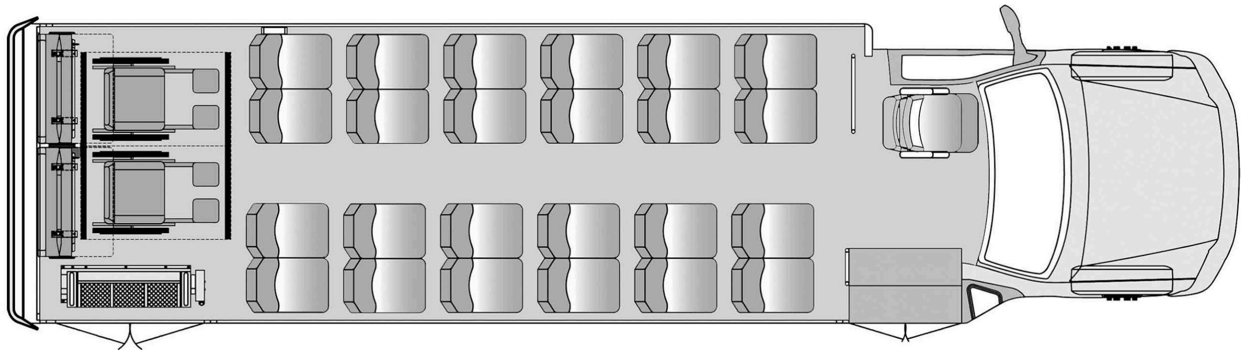
Vehicle Replacement Standards

Type of Vehicle	Recommended Years	Recommended Miles
Transit Bus	12 Yrs.	300,000
Transit Van (Wheelchair Accessible)	8 Yrs.	250,000
Vans	8 Yrs.	250,000

As you can see from the graph below, three of the 5 Trolleys will reach their useful life shortly, which will need the investment of City capital resources to procure the replacements.

Vehicle #	Year	Make	Model	MN#	Mileage	Tag Number	No. PAX	W/C
712	2017	Freightliner	Supreme Classic Trolley	4.IZADEDUH-C.22372	228,749	XES-339	22	2
713	2017	Freightliner	Supreme Classic Trolley	4.IZADEDUH-C.22372	280,702	City 135392	22	2
714	2017	Freightliner	Supreme Classic Trolley	4.IZADEDUH-C.22373	265,821	City 213283	22	2
715	2020	Freightliner	Supreme Classic Trolley	4.IZADEDUH-C.2325	129,066	XH-5-203	22	2
716	2020	Freightliner	Supreme Classic Trolley	4.IZADEDUH-C.2325	129,600	XH-5-204	22	2

ProKel Mobility proposes purchasing and replacing the three vehicles (one each year starting in 2026) with Ford F550 StarCraft XL 26-passenger vehicles. The proposed vehicles are ideal for providing space for advertising, offering the city a source of income that will help reduce the subsidy cost. ProKel Mobility. will seek to generate revenue from the sale of advertising on the buses, with the revenue from the sales being shared with the city. This approach aims to avoid duplication of efforts by ensuring that the purchase of new buses is coordinated with the city's transportation goals and needs.



In addition, ProKel Mobility will provide the electric vehicle proposed for the on-demand service.

ADVERTISING REVENUES

ProKel Mobility shall sell space on the exterior or interior of the vehicles for the display of commercial advertising (“Advertisement Sales”). ProKel Mobility, upon request, will provide the City with copies of executed Advertisement Sales contracts.

Net Advertising Revenue shall be divided equally between ProKel Mobility and City, with each party entitled to 50% of Net Advertising Revenue. ProKel Mobility will credit City for its share of the advertising revenue split, generated and received by ProKel Mobility, in the form of a service credit on the next payment that is due.

Net Advertising Revenue means the gross advertising revenue received less than all costs, including, but not limited to advertising design, production costs, installation and removal costs, incurred by ProKel Mobility in connection with providing Advertisement Sales.

ProKel Mobility estimates advertising revenue to the city in the amount of $25,000-$36,000 annually. These projections are an estimate based on the market conditions in the North Miami Beach area and past revenue averages. We will collaborate with local business groups and the Chamber to enhance advertising opportunities. ProKel Mobility recommends providing the city with a quarterly check. The city will have the ability to apply the revenue for any purpose designated by the commission.

RIDERSHIP GROWTH STRATEGY

ProKel Mobility is proposing a ridership growth strategy that will provide a consistent, long-term, program of providing priorities for, and investing in, existing transit services using proven technologies and operating strategies. ProKel Mobility believes that the plan will offer the greatest likelihood of achieving sustained increases in transit ridership.

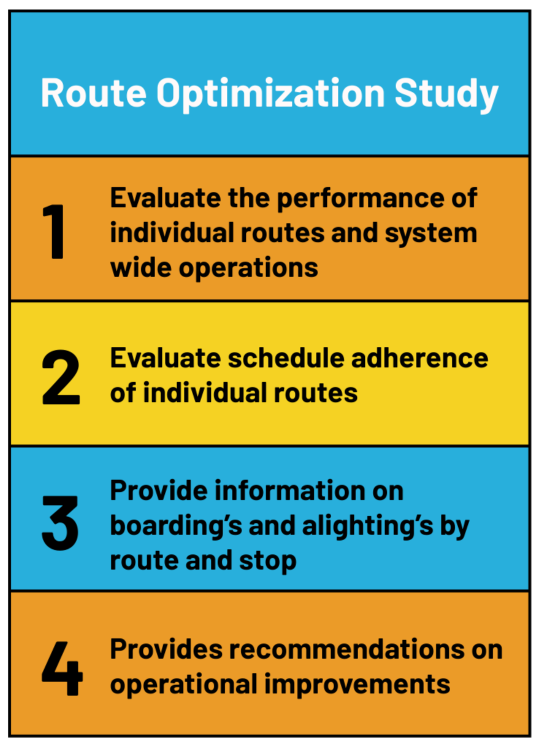
The ridership growth strategy presented here will build upon the investments the City of North Miami Beach has made in the last few years and provide a realistic program that will attract new riders and support the City's vision for a transit-oriented development. The strategy is critical to ensure that current bus services are in line with the mission and goals of the city, which will provide for a much higher probability of success in terms of actually attracting new riders to transit in the next decade.

The ridership growth plan builds on the following three strategic areas:

- Move passengers faster, more reliably
- Make taking public transit more attractive
- Innovation for the Future

Move Passengers Faster, More Reliably

As stated earlier, a Route Optimization Study was completed, which included a review of all routes, starting with routes that have been identified as underperforming or identified to have service issues. The result of the ROS is the basis for recommendations set forth in this document.



Summary of Route Optimization Study:

- Evaluate the performance of individual routes and system wide operations.
- Evaluate schedule adherence of individual routes.
- Provide information on boarding's and alighting's
by route and stop.
- Provides recommendations on operational improvements.

Make Taking Public Transit More Attractive

Marketing - Transit agencies across the country are met with numerous challenges in attaining their annual goals of ridership retention and growth. Furthermore, increasing the ridership overall calls for key changes that support the community's ongoing needs and activities.

ProKel Mobility together with the City of North Miami Beach will deploy a marketing plan that incorporates various advertising, public relations, customer communications, media placement, grass roots and outreach strategies to achieve four specific goals.

The core within the strategies of these goals is to saturate the community with information and knowledge about the services that the city offers and to encourage non-riders to become riders. Although each of our non-riders has a different situation for not using the services, it has been proven that the best recruitment is through brand reiteration and information retention. The guiding principle of this plan is to promote a holistic approach to our marketing, education, communications and promotions activities

Community Outreach - Community meetings and customer feedback both provide an opportunity for the ProKel Mobility management team to cooperatively monitor and improve transit services. ProKel Mobility is committed to delivering high quality service to the City of North Miami Beach and the local management team is committed to listening to its passengers and the community at large and sharing feedback with the city. Our experience has shown that being open to customer feedback and listening to the public will result in transit services being more tailored to the needs of the community at large. Partnerships with the community reach beyond the passenger, and ProKel Mobility seeks to include government leaders and representatives in the community.

Michael Joseph, Esq. — Mayor | Lynn Su — Vice Mayor - Group 7 | Jay Chernoff — Commissioner - Group 2 | Daniela Jean — Commissioner - Group 3 | Fortuna Smukler — Commissioner - Group 4 | McKenzie Fleurimond — Commissioner - Group 5 | Phyllis Smith — Commissioner - Group 6

ProKel Mobility is committed to holding information and workgroup sessions with its internal workforce, including but not limited to its supervisors, operators and mechanics. These meetings are designed to promote direct feedback from the front-line employees on the local management team. In these partnering meetings the local management team is committed to listening to its front-line employees and evaluating ideas to improve the operation of community bus transportation.

The opportunity to provide feedback, collect ideas, and collaborate does not stop at the facility door. Rather, our approach is to widen the communication channels between the City of North Miami Beach staff, the ProKel Mobility local management team, and the community at large.

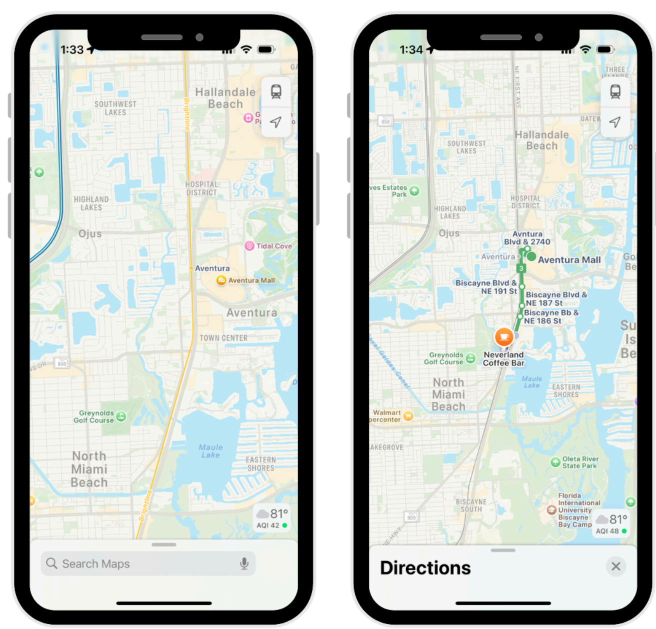
ProKel Mobility will work with the city to develop avenues to increase public outreach in collaboration with community partners like senior groups, community centers, libraries and schools. To the greatest extent possible, outreach efforts will be designed to provide information to the public on proposed route changes and to gather information that will enhance public transportation in North Miami Beach. The public outreach plan for each activity will detail specific activities to be undertaken and could include the following efforts to ensure maximum participation:

Open Houses **Listening Sessions** **Roundtables**

Public outreach efforts should have two main goals, to inform the public, which consists of providing information and outreach to the public and to receive input, which provides an opportunity for the public to provide comments.

To receive effective input from the community, it is important that the public have an understanding of the issues that surround transportation in the service area, the programs, projects and the policies of NMB Line. The purpose of the proposed outreach program is to provide the public with that understanding and to allow for informed input from the public.

Innovation for the Future - The future is now! ProKel Mobility will deploy a best-in-class, hybrid transit technology platform to support the North Miami Beach Fixed-Route and Supplement Service. The approach uniquely combines real-time microtransit optimization with fixed-route coordination, enabling a seamless multimodal rider experience that addresses underutilized transit segments while increasing cost efficiency and rider satisfaction.



At the heart of our strategy is a targeted, zone-based microtransit overlay—starting with Zone 1—to replace and supplement select low-performing fixed routes. This dynamic supplemental service layer will serve all key destinations previously covered by the deprecated route, ensuring no gaps in coverage while offering a significantly more flexible and rider-responsive service. By reallocating resources from underperforming routes to dynamic, demand-based microtransit, we expect to achieve notable cost savings while improving overall system performance. While six stops in ***Route D*** will be eliminated, the supplemental Zone will be able to supplement by providing equitable and reliable transportation to those previous fixed-stop locations.

Multimodal Integration Platform

Our technology suite features the ProKel Mobility's Rider app and web portal that fully integrates all modes of transportation within North Miami Beach, including:

1	**Existing North Miami Beach fixed-route services operated by Protransportation**
2	**Miami-Dade County bus routes and regional transit options**
3	**Protransportation's dynamic supplemental services offering**

- Existing North Miami Beach fixed-route services operated by ProKel Mobility
- Miami-Dade County bus routes and regional transit options
- ProKel Mobility's dynamic supplemental services offering

This ensures that riders experience a unified interface for planning trips, booking rides, viewing schedules, receiving real-time updates, and paying fares—no matter the mode. Riders can seamlessly navigate between fixed-route and on-demand services, increasing adoption and accessibility.

A Technology-Enabled Vision for North Miami Beach

With ProKel Mobility's hybrid model and platform, North Miami Beach is poised to:

1	**Retire underperforming fixed routes while maintaining access to all affected destinations through the addition of the first- and last-mile service.**
2	**Increase rider satisfaction through flexible, multimodal journey planning and real-time service visibility.**
3	**Deliver better service at a lower cost, reallocating funds from inefficient operations to scalable, rider-centric innovations.**

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- Increase rider satisfaction through flexible, multimodal journey planning and real-time service visibility.
- Deliver better service at a lower cost, reallocating funds from inefficient operations to scalable, rider-centric innovations.

The proposed platform has been battle-tested in similar environments and will provide the City of North Miami Beach with the tools it needs to operate a modern, integrated, and resilient public transportation system.

FISCAL IMPACT

Funds in the amount of $1,922,088 (operating) are budgeted and available for the current FY2025 Community Bus Service contract with ProKel Mobility. In addition, the replacement cost of city owned vehicles is approximately $1,107,898.00 with 3 vehicles needing replacement within the next three years- with a replacement value of $664,739.00

Below we have provided pricing based on the proposed service change "Recommendations" section. The proposed service changes would reduce the service cost by a total of $1,164,739.00 over the proposed 5-year contract extension. The budgeted FY2025 expenditure does not include any capital expenditures from the city. The proposed YR 1 expenditure includes ProKel Mobility purchasing of vehicles and shifting the burden of replacement of the vehicles from the city to ProKel Mobility.

FY2025 Expenditures	Annual Total
Total for All Route	$1,922,088.00

Proposed Service Changes (YR 1)	
Proposed Expenditures	**Annual Total**
Total for All Route	$1,822,087.57

Operations Cost Savings	($100,000.00)
Capital Cost Savings	($664,739.00)
Total Cost Savings (5 years)	($1,164,739.00)

RECOMMENDATION

Staff recommends the City Commission to approve service changes to the NMB Line and to extend the Operations and Maintenance agreement with ProKel Mobility for an additional five years with two, one-year renewal options beginning April 30, 2025.

Furthermore, Staff is modifying the payment method to include a month fixed cost payment and a variable rate. This will allow the contractor to recover for fixed costs in the event that the number of service hours is reduced or increased. This payment method protects both the Contractor and the City. (see payment schedule below)

Monthly Fixed + Variable Hourly Rate - Year 1	
Monthly Fixed Cost Rate	**$61,370**
Variable Rate per Hour	**$57.99**
Total Annual Price	**$1,822,088**
❖ **Year 2-5, will be negotiated between City Staff and Contractor**	