



# AGENDA ITEM REQUEST FORM

Item No. 3h

**Public Information Officer**

Department Submitting Request

**Steve d'Oliveira**

Dept Head's Signature

*STEVE*

**REGULAR**  
**COMMISSION MTG**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

**ROUNDTABLE**  
**MEETING**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

- April 27, 2011
- May 24, 2011
- June 28, 2011
- July 26, 2011

- April 15 (5:00 pm)
- May 13 (5:00 pm)
- June 10 (5:00 pm)
- July 15 (5:00 pm)

- April 12, 2011
- May 10, 2011
- June 14, 2011
- July 12, 2011

- April 1 (5:00 pm)
- April 29 (5:00 pm)
- June 3 (5:00 pm)
- July 1 (5:00 pm)

\*Subject to Change

- |                                       |   |                                       |                                       |
|---------------------------------------|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Presentation | <input checked="" type="checkbox"/> Reports | <input type="checkbox"/> Consent      | <input type="checkbox"/> Ordinance    |
| <input type="checkbox"/> Resolution   | <input type="checkbox"/> Quasi Judicial     | <input type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

**SUBJECT TITLE:** Pelican Hopper Survey

**EXPLANATION:** The Town completed its survey on adding a Pelican Hopper stop at Imperial Point Medical Center in Fort Lauderdale. The Town surveyed residents, shuttle riders and Imperial Point Medical Center employees in February and March (the hospital e-mailed a flyer to its workers; we did not receive any responses). If the Town Commission desires to add a new shuttle stop at IPMC, the next step would be for the Town to make a formal request to Broward County Transit.

**RECOMMENDATION:** Staff is seeking direction from the Town Commission on how it wishes to proceed.

**EXHIBITS:** Memo dated April 4, 2011 from Public Information Officer Steve d'Oliveira.

Reviewed by Town Attorney  
 Yes  No

Town Manager Initials CH

**Town of Lauderdale-By-The-Sea  
4501 Ocean Drive  
Lauderdale-By-The-Sea, Florida 33308-3610**

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## Memorandum

**Date:** April 4, 2011  
**To:** Connie Hoffmann, Town Manager ✓  
**From:** Steve d'Oliveira, Public Information Officer   
**Subject:** Pelican Hopper Survey Results

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The Town surveyed residents, Pelican Hopper riders and Imperial Point Medical Center workers in March to determine if there was interest in adding a Pelican Hopper stop at the Fort Lauderdale medical facility. Notices were placed on Channel 78 and the Web site. The hospital also e-mailed a flyer to its employees.

The Town received responses from three residents in favor. One worked as a nurse at IPMC. The other two were an elderly couple who no longer drive.

We did not receive any responses from the e-mail that Imperial sent to its employees. A hospital administrator said most IMPC workers must report to work at 7AM, two hours before the Pelican Hopper even begins operating.

Twenty two Pelican Hopper riders favored adding an IPMC stop, indicating they would ride the shuttle more. Fifteen shuttle riders said they would not use it more.

If the Town Commission decides to add Imperial Point as a stop, we will need to submit a formal request to Broward County Transit. To keep a shuttle round trip from becoming too long, BCT will examine the shuttle's current stops and likely recommend that another stop on the Pelican Hopper's route be eliminated.