



September 23, 2016

NOTICE TO THE PUBLIC

TO: Gavin Meshad, Chair  
Martin Rappaport, Board Member  
Michael Valentino, Board Member

Notice is hereby given that the St. Armands "BID" Board of Directors shall meet on Tuesday, October 11, 2016, at 8:30 a.m., in Conference Room 109, City Hall, 1565 First Street, Sarasota, Florida to address the following items: Item No. I. Approval Re: Minutes of the St. Armands BID Regular Meeting of Tuesday, September 06, 2016 Item No. III. Approval Re: Outstanding invoices; Item No. IV. Report Re: Police Report; Item No. V. Report Re: Monthly Code Compliance Update; Item No. VI. Report Re: St. Armands Circle Association (SACA); VII. Old Business RE: Update on Parking Garage; and any other matters that may come before the Body; VIII. New Business

If a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

David W. Boswell, CPPO, CPPB, SPSM  
Purchasing General Manager

c: City Commission  
Thomas Barwin, City Manager  
Marlon C. J. Brown, Deputy City Manager  
Robert M. Fournier, City Attorney  
Michael Connolly, Deputy City Attorney  
Karen D. McGowan, Deputy City Auditor and Clerk  
John Lege, Finance Director  
Commission Reporter, City Auditor and Clerk's Office  
Jan Thornburg, Public Information Officer  
Diana Corrigan, St. Armands Circle Association  
Eric Seace, St. Armands Circle Association  
Hugh Fiore Jr., St. Armands Residence Association  
John Nopper, Government Access, Program Coordinator  
Chief Bernadette DiPino, Police Department  
Pamela M. Nadalini, City Auditor and Clerk  
File

# ST. ARMANDS BID AGENDA

MEETING OF THE BOARD OF DIRECTORS

October 11, 2016

CITY HALL  
1565 First Street

Room 109  
08:30 A.M.

PAGE 1

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**NOTES:**

**CALL MEETING TO ORDER**

- I.** Approval Re: Minutes of the September 6, 2016 Meeting of the St. Armands BID Board of Directors - Gavin Meshad, Chairman
- II.** Citizens Input: Maximum of 15 minutes total with a maximum of 3 minutes per person
- III.** Approval Re: Outstanding invoices - Gavin Meshad, Chairman
- IV.** Report Re: Police Report from Police Officer McKeon
- V.** Report Re: Monthly Code Compliance Update from Code Compliance Coordinator Burleson
- VI.** Report Re: St. Armands Circle Association (SACA) Diana Corrigan, Executive Director

**OLD BUSINESS:**

- VII.** Update on Parking Garage – Marty Rappaport, Co-Chairman

**NEW BUSINESS:**

- VIII.** Presentation by FDOT – Alex Davis-Shaw

Next Meeting November 8, 2016

**ADJOURN.**

## **St. Armands BID Backup**

- I. Regular Reports
  - a. Approval of Minutes
  - b. Outstanding Invoices
  - c. Police Report
  - d. Code Report
  - e. St. Armands Circle Association Report
- II. Old Business
  - a. Update on Parking Garage
- III. New Business
  - a. Presentation by FDOT

**Regular Reports**

**Approval of Minutes**

# St Armand's BID Board Meeting

## Minutes

September 6, 2016

Present: Martin Rappaport, Gavin Meshad, Diana Corrigan, Carlos Marmolejos (acting city liaison for David Boswell), Lawrence Burleson, Kevin Bales, Cheri Mckeon, Bill Carmen, & David Conway

### OLD BUSINESS:

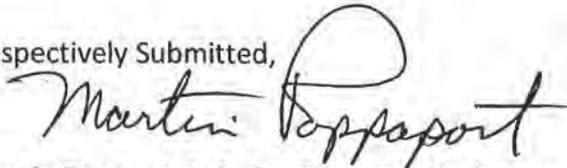
- Minutes of July 12, 2016 were with a correction in the last paragraph changing Tuesday, August 8, 2016 to reflect the correct day **Monday**, August 8, 2016.
- William Carmen spoke under citizen's input expressing his concern as to the delay by Sarasota Police to respond to a call concerning a theft.
- Board approved payment to Norton, Hammersley et al for legal fees, and reimbursement to SACA for special events (see attached).
- Police officer McKeon reported two residential or commercial burglaries and one auto theft occurred during the past month on St Armand's. She provided the board with a summary pertaining to Shoplifting on S.A. Circle (see attached).
- Lawrence Burleson (code compliance) indicated there were no violations this past month.
- Diana Corrigan reported that the city postponed the start of the alleyway improvement project behind the NW Quadrant due to the weather and rescheduled the project to commence on September 6, 2016. Diana informed the group and complimented Wells Fargo for organizing volunteers to help clean up debris on St Armands Circle.  
Diana indicated that the garbage cans have not been maintained as promised by the city. Diana also indicated that there were areas on the sidewalks that were in disrepair and a potential pedestrian safety hazard exposing the city to a possible legal expenses should a claim be submitted. Carlos agreed to bring this to the city's attention. Diana brought to the City's attention that there were three outstanding invoices that needed to be rolled over into the next fiscal year (see attached)
- Marty Rappaport provided update on progress of S.A. garage project indicating that the judge approved the Bond Validation on August 15, 2016. He also stressed the importance of obtaining bids for the placement of restroom facilities on each of the spokes instead of placing the restrooms in the future garage making it more convenient to shoppers instead of a single location within the garage. Marty asked Carlos Marmolejos to follow through on this with the appropriate city staff and report back to the group at the next board meeting. Marty indicated that he would be meeting with Marlon Brown and other city staff with regards to the possibility of obtaining an agreement whereby the BID would take over the S.A. landscaping maintenance in the future.

**NEWBUSINESS:**

- Marty Rappaport indicated that a small group met on Friday morning, July 8<sup>th</sup>, to make a quick and casual evaluation of the current state of landscaping. Candie Pedersen (supervisor of city landscaping) indicated that the city would forward to Grants Gardens the landscaping plans pertaining to the four medians so that Grants Gardens could recommend what work is necessary for the city to perform to bring these area back to a high quality. Due to lack of proper maintenance by the City and/or their contractors, these medians have deteriorated considerably. Hopefully Candie Pederson and Grants Gardens will be able to make a presentation at our August or September Board meeting.

There being no further business, the meeting was adjourned. The next meeting shall be held on Tuesday, October 11, 2016 in Room #109

Respectively Submitted,

A handwritten signature in cursive script that reads "Martin Rappaport". The signature is written in black ink and is positioned to the right of the typed name.

Martin Rappaport, Acting Secretary in absence of Michael Valentino, Secty

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**OLD BUSINESS:**

- VII. Update on Parking Garage – Marty Rappaport, Co-Chairman

**NEW BUSINESS:**

**VIII.**

Next Meeting October 11, 2016

**ADJOURN.**

# St Armand's BID Board Meeting

## Minutes

July 12, 2016

Present: Martin Rappaport, Gavin Meshad, Dliana Corrigan, Carlos Marmolejos (acting city liason for David Boswell), Lawrence Burleson, Kevin Bales, Scot McDonald, Bill Carmen

### OLD BUSINESS:

- Minutes of May 10, 2016 were accepted.
- No citizen input
- Board approved payment to Norton, Hammersley et al for legal fees (see attached)
- Police officer McKeon emailed Police report indicating police activity past month.
- Lawrence Burleson (code compliance) indicated there were mostly violations in relation to "A-frames signs" see report attached.
- Diana Corrigan reported that the city will be removing trees in the alleyway behind the NW Quadrant (see diagram attached) allowing for additional parking spaces and will be eliminating one parking space to allow for better access to alleyway for waste management and deliveries. City expects to have this complete by the end of August.

Diana indicated that the garbage cans have not been maintained as promised by the city. Diana also indicated that there were areas on the sidewalks that were in disrepair and a potential pedestrian safety hazard exposing the city to a possible legal expenses should a claim be submitted. Carlos agreed to bring this to the city's attention.

- Marty Rappaport provided update on progress of S.A. garage project.

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- Marty Rappaport indicated that a small group met on Friday morning, July 8<sup>th</sup>, to make a quick and casual evaluation of the current state of landscaping. Candie Pdedrsen (supervisor of city landscaping) indicated that the city would forward to Grants Gardens the landscaping plans pertaining to the four medians so that Grants Gardens could recommend what work is necessary for the city to perform to bring these area back to a high quality. Due to lack of proper maintenance by the City and/or their contractors, these medians have deteriorated considerably. Hopefully Candie Pederson and Grants Gardens will be able to make a presentation at our August or September Board meeting.

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Respectively Submitted,

Martin Rappaport, Acting Secretary in absence of Michael Valentino, Secty

BID

Sept ~~04~~ 6, 2016

Attendance

- Martin Pappasart
- CARLOS MARY NEJES
- Lawrence Ruffess
- Gavin Mastaf
- Dean [unclear]
- Wanda L. Carver [unclear]
- Danil Conway
- KEVIN BALKS
- Cheri McKeon Sarasota P.D.

①

Subj: **BID minutes 7-12-16**  
Date: 7/16/2016 12:55:33 P.M. Eastern Daylight Time  
From: [RAPPMAR@aol.com](mailto:RAPPMAR@aol.com)  
To: [carlos.marmolejos@sarasotagov.com](mailto:carlos.marmolejos@sarasotagov.com)

**Carlos:** I had emailed David Boswell the minutes together with the attachments. It was returned stating David will not be back until 7/22/16. Please **note** change of next board meeting for public notice etc. Any questions feel free to contact me 941-346-1931.

Marty Rappaport

"Attached please find minutes from the BID Board meeting July 12, 2016. Please note for Public Notice: The next meeting has been changed from Tuesday, August 9, 2016 to **Monday, August 8, 2016**. to be held in City Hall room #109."

Marty Rappaport, acting sect'y in absence of Michael Valentino

 PLEASE NOTP  
emzi! TO CARLOS

Subj: **BID Minutes July 12, 2016**  
Date: 7/16/2016 12:48:22 P.M. Eastern Daylight Time  
From: [RAPPMAR@aol.com](mailto:RAPPMAR@aol.com)  
To: [david.boswell@sarasotagov.com](mailto:david.boswell@sarasotagov.com), [barney.kavanagh@sarasotagov.co](mailto:barney.kavanagh@sarasotagov.co),  
[karen.mcgowan@sarasotagov.com](mailto:karen.mcgowan@sarasotagov.com)

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City Hall room #109.

Marty Rappaport, acting sect'y in absence of Michael Valentino

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Respectively Submitted,

Martin Rappaport, Acting Secretary in absence of Michael Valentino, Secty

# ST. ARMANDS SPECIAL BUSINESS NEIGHBORHOOD IMPROVEMENT DISTRICT

Purchase Order Authorization and Invoice Payment Approval Request  
For Board of Directors Meeting Held

COPY

Sept 13, 2016

At the above meeting, the following new PURCHASE ORDERS (POs) were authorized to be issued and/or INVOICES were authorized to be paid, as indicated below:

1.	VENDOR (For issuance of PO, include brief description of goods/services)	ISSUE New PO	Existing PO #	PAY on	
				New/Existing PO #	Pay by EV
	Norton, Hammerley et al	\$		Pd Twice (\$?)	\$ 3472.58
2.	SACA Bright Hse Summer	\$		\$	\$
3.	{ WUSF 2nd Pymt	\$	3068.50	622337	
	{ SACA Summer Radio Campaign	\$		\$	\$
4.	SACA Summer TV Campaign	\$	4200.00	622334	
5.	{ WUSF 1st Invoice	\$	4777.00	622339	
	{ SACA Summer Radio	\$		\$	\$
6.		\$	3140.00	622334	
7.		\$		\$	\$
8.		\$		\$	\$
9.		\$		\$	\$
10.		\$		\$	\$

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## Shoplifting on St. Armands Circle!

### What would you do?

- 1) Call 911, The Sarasota Police Department,
- 2) Provide the name of the store, phone number, and numerical street address on St. Armands Circle.
- 3) Answer all of the dispatcher's questions.
- 4) When the dispatcher has finished, ask for their name and record it and the time in a small notebook.
- 5) Wait for the dispatcher to hang up FIRST, before you hang-up.
- 6) Try to remember what the shoplifter(s) looked like and what he/she/they were wearing.
- 7) Report shoplifting incident to the St. Armand' Circle Association @ 941-388-1554.

### Statistics

The number of people in the United States who Shoplift?	27,000,000
The number shoplifters who have been caught?	10,000,000
Odds of shoplifters getting caught.	1 in 48
Age categories of shoplifters.	
Kids	25%
Teens	55%
All others	20%
Planned Incidents	72%
Kids that know other kids who shoplift:	89%
Odds of shoplifters caught turned over to Law Enforcement:	1 in 2
Professional Shoplifters as a percentage of those who shoplift:	3%
Percentage of shoplifters who say it is hard to stop shoplifting:	45%
Amount of Merchandise stolen every year:	\$13B (Thirteen Billion)
Median Value Shoplifted:	\$37.50
Odds of Women Shoplifting more than men:	more than 4 to 1

- Source: National Retail Security Survey, Transylvania University Study NASP

### How to prevent shoplifting.

- 1) Hire great people
- 2) Greet every customer and make eye contact
- 3) Have, Use and publicize use of Surveillance equipment/Video Cameras.
- 4) Analyze data. What happened? How did it happen?
- 5) Get entire staff involved
- 6) Use cutting edge technology, ie RFID and tracking tags.

### What to do during a robbery.

- 1) Stay Calm
- 2) Try to relax your muscles, Visualize something peaceful.
- 3) Don't Move, Stay Still.
- 4) Staying Calm will keep you safe.
- 5) Cooperate
- 6) Ask for Clarification in the right way
- 7) Take right actions
- 8) Speak Directly when requested
- 9) Do not fight robber or offer resistance
- 10) Immediately after a robbery occurs, take notes of as much detail as you can, call police, close business & lock doors

3A

Subj: **FW: St Armands Bond Validation Hearing**  
 Date: 8/5/2016 11:39:09 A.M. Eastern Daylight Time  
 From: [Martin.Rappaport@sarasotagov.com](mailto:Martin.Rappaport@sarasotagov.com)  
 To: [rappmar@aol.com](mailto:rappmar@aol.com)

**From:** John Lege  
**Sent:** Friday, August 5, 2016 11:39:20 AM (UTC-05:00) Eastern Time (US & Canada)  
**To:** Marlon Brown; Mark Lyons; RAPPMAR@aol.com; Martin Rappaport; Mike Connolly; David Boswell  
**Cc:** Thomas Barwin; Chris Roe (croe@bmlaw.com); Duane D. Draper  
**Subject:** St Armands Bond Validation Hearing

FYI – The Bond Validation Hearing for St. Armands will be held on Monday, August 15<sup>th</sup> at 2:00 pm. As you will recall, if the City receives a positive outcome from the hearing, there can be no future legal challenges to the bond issue or special assessments. I will keep you posted on the outcome of the hearing. At this point, we are not aware of any filings to indicate a legal challenge. However, the affected property owners still have the opportunity to speak at the hearing.

Thanks,  
 John

**John Lege**, CGFO, CPFO  
 Finance Director



1565 1<sup>st</sup> Street  
 Sarasota, Florida 34236  
 Tele. (941) 954-4104  
 Fax (941) 954-4189  
[John.Lege@sarasotagov.com](mailto:John.Lege@sarasotagov.com)

Saved  
 3-4 miles

**Financial Administration Department – “Where Everybody Counts”**

Please consider the environment before printing this e-mail.

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing. E-mail messages sent or received by City of Sarasota officials and employees in connection with official City business are public records subject to disclosure under the Florida Public Records Act.

Friday, August 05, 2016 AOL: RAPPMAR

Subj: **Fwd: Checking on new P.O.'s**  
 Date: 8/2/2016 2:38:51 P.M. Eastern Daylight Time  
 From: [starmandscircleassoc@gmail.com](mailto:starmandscircleassoc@gmail.com)  
 To: [rappmar@aol.com](mailto:rappmar@aol.com)

F.Y.I.

----- Forwarded message -----

From: **Diana Corrigan** <[starmandscircleassoc@gmail.com](mailto:starmandscircleassoc@gmail.com)>  
 Date: Tue, Aug 2, 2016 at 2:37 PM  
 Subject: Checking on new P.O.'s  
 To: David Boswell <[David.Boswell@sarasotagov.com](mailto:David.Boswell@sarasotagov.com)>

David,

Following up on our phone conversation yesterday afternoon in regards to the status of the 3 items that were submitted, to create new purchase orders, at the July 12th meeting of the BID.

They are:	WUSF Public Media	14 week promotional radio spots	\$14,900.00
?	Bright House	12 week t.v. promotion	\$7,978.10
?	Comcast Spotlight	15 week t.v. promotion	\$15,051.00

I have sent, as attachments, copies of the originals which I submitted on July 12th, to the representative from the Purchasing Department who attended the meeting in your absence.

As I shared with you, I am now receiving invoices for payment and I can't submit to the BID at the August 9th meeting for reimbursement without the P.O.'s.

Thanks for your help.

Diana

--  
 Diana M Corrigan  
 Executive Director  
 St. Armands Circle Association  
 941-388-1554 phone  
 941-388-2855 fax  
[starmandscircleassoc@gmail.com](mailto:starmandscircleassoc@gmail.com)

--  
 Diana M Corrigan  
 Executive Director  
 St. Armands Circle Association  
 941-388-1554 phone  
 941-388-2855 fax  
[starmandscircleassoc@gmail.com](mailto:starmandscircleassoc@gmail.com)

Tuesday, August 02, 2016 AOL: RAPPMAR

Shops & Restaurants  
GET OUT OF THE BOX  
GET INTO THE CIRCLE

INVOICE

Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242

Invoice No. 000954WUSF  
Date 7/8/16  
Event: Summer Radio Promotional Campaign on WUSF & WSMR Public Radio  
Vendor# 40053  
P.O. #

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Total Cost of 14 week, promotional radio spots  
(promotional spots to run from 5/30/16 - 9/30/16) \$14,900.00

Paid to Date:

Balance Due

\$0.00

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Payment due upon receipt  
Please return one copy with your remittance

Thank you

St. Armands Circle Association  
300 Madison Drive • Suite 201 • Sarasota • Florida 34236  
(941)388-1554 • fax (941)388-2855 • email dir@starmandscircleassoc.com

ADVERTISER	St. Armand's Circle Association
CONTRACT DESCRIPTION	
ADV. CONTACT & TITLE	Diana Corrigan, Executive Dir.
ADDRESS	300 Madison Drive
CITY/ST/ZIP	Sarasota FL 34236
TELEPHONE	941-388-2855
FAX	
EMAIL	<a href="mailto:artemis.starmands@juno.com">artemis.starmands@juno.com</a>
WEBSITE	
AGENCY	N/A
ADDRESS	
CITY/ST/ZIP	
TELEPHONE	
CONTRACT START DATE	5/30/2016
CONTRACT END DATE	9/30/2016

WUSF REP	Scot Kaufman		Contract #	
	Media Sales Manager		Digital Contract #	
PHONE	813-974-8667	FAX	813-974-4806	
EMAIL	<a href="mailto:skaufman@wusf.org">skaufman@wusf.org</a>		PRGID, Category	Shopping
SPOT TYPE	<input checked="" type="checkbox"/> UW	<input type="checkbox"/> NPA	<input type="checkbox"/> PROMOS	
PLATFORM	<input checked="" type="checkbox"/> FM 89.1 WSMR	<input type="checkbox"/> WUSF-TV 16.1	<input type="checkbox"/> WUSF TV 16.4	
	<input type="checkbox"/> FM 89.7 WUSF	<input type="checkbox"/> WUSF-TV 16.2	<input type="checkbox"/> Combo 89.1/89.7 FM	
	<input type="checkbox"/> Digital	<input type="checkbox"/> WUSF-TV 16.3	<input type="checkbox"/> Production	
BILLING	<input type="checkbox"/> Agency	<input type="checkbox"/> Notarized scripts	<input type="checkbox"/> Affidavit Billing	
	<input checked="" type="checkbox"/> Cash	<input type="checkbox"/> Trade		
AGENCY RATE	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No		
BILL CALENDAR	<input checked="" type="checkbox"/> Broadcast	<input type="checkbox"/> Calendar		
	<input checked="" type="checkbox"/> Rate Per Spot	<input type="checkbox"/> Monthly Rate \$ _____		
	<input type="checkbox"/> Other _____			
BUSINESS TYPE	<input type="checkbox"/> NEW		<input checked="" type="checkbox"/> RENEW	

LINE	START DATE	END DATE	LNG	DAYTIME/PROGRAM	BROADCAST PATTERN							SPOTS /WK	# WKS	TOTAL SPOTS	RATE	Total
					M	T	W	TH	F	S	S					
1	05/30/16	06/05/16	15	Best Classic	Y	Y	Y	Y	Y	Y	Y	18	1	18	30.00	540.00
2	06/06/16	09/30/16	15	Best Classic	Y	Y	Y	Y	Y	Y	18	17	306	30.00	9,180.00	
3																
4	05/30/16	06/05/16	15	Total Classic	Y	Y	Y	Y	Y	Y	4	1	4	20.00	80.00	
5	06/06/16	09/30/16	15	Total Classic	Y	Y	Y	Y	Y	Y	15	17	255	20.00	5,100.00	
6																
7	05/30/16	06/05/16	15	Total Classic	Y	Y	Y	Y	Y	Y	1	1	1		Bonus	
8	06/06/16	09/30/16	15	Total Classic	Y	Y	Y	Y	Y	Y	4	17	68		Bonus	
9																
10																
11																
12																

FM/TV GROSS TOTAL	652	\$14,900.00
DIGITAL TOTAL		
PRODUCTION FEE		
CONTRACT SUB-TOTAL		\$14,900.00
LESS AGENCY FEE		
NET TOTAL		\$14,900.00

COMMENTS/SPECIAL INSTRUCTIONS and TRADE DESCRIPTION: *Please get last week off - Friday, 8/30/16*

CLIENT: *Diana Corrigan* SIGNATURE 5/24/16 DATE

WUSF reserves the right to preempt underwriting and NPA schedules in case of emergency. 30 days written notice required for cancellation.

WUSF SALES REP: \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

WUSF GM OR DIR OF BUS. & FINANCE: \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

HOPE & REFRESHMENT  
GET OUT OF THE BOX  
GET INTO THE CIRCLE

*Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242*

*Invoice No. 000507Comp  
Date 7/8/16  
Promotion: Comcast Spotlight Summer Promotional Campaign  
Vendor# 40053  
P.O.#*

---

<i>Total Cost of 15 week promotion</i>	<i>\$15,051.00</i>
<i>T.V. promotion 6/27/16 - 9/25/16 (Sarasota Market)</i>	

*Paid to Date:*

*Payment Due*

*\$0.00*

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*Payment due upon receipt  
Please return one copy with your remittance*

*Thank you*

St. Armands Circle Association  
300 Madison Drive • Suite 201 • Sarasota • Florida 34236  
(941)388-1554 • fax (941)388-2855 • email dir@starmandscircleassoc.com

# VIEW Report

6/1/2016 9:04AM

St Armands Summer 2016 prime

Tampa-St. Pete (Sarasota) Jun15 C-DMA Nielsen Live+7

Client:

AE: James Maslen

Buyer:

Asst: Andrew Figuero

Advertiser:

Phone: 941 504 5906

Product:

Lengths: 30

Sched Dates: 06/27/16 - 09/25/16

Dayparts: PT ; RT

Email: james\_maslen@cable.comcast.com



## Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
07/2016	\$5,017	319
08/2016	\$5,017	319
09/2016	\$5,017	319
<b>Total</b>	<b>\$15,051</b>	<b>957</b>

This report has been prepared using STRATA NuMath research.  
 STRATA NuMath and report designs Copyright ©2016 Sirata Marketing, Inc. 312-222-1555  
 Nielsen Audience Estimates Copyright ©2016 The Nielsen Company, used under license, all rights reserved

Adjustments: Network Insertability and Network Carriage have been factored into calculations.  
 Tampa-St. Pete (Sarasota) Jun15 C-DMA Nielsen Live+7  
 Cable Zones: Comcast, North Sarasota  
 Tampa-St. Pete (Sarasota) Jun15 C-DMA Nielsen Live+7  
 Cable Zones: Comcast, South Sarasota  
 Tampa-St. Pete (Sarasota) Jun15 C-DMA Nielsen Live+7  
 Cable Zones: Comcast, Sarasota Interactive

Tampa-St. Pete (Sarasota) Jun15 C-DMA Nielsen Live+7  
 IFXN, unrated station

» Estimate information indicated has been supplied by the user.

Client Signature

*James Maslen*  
 Executive Director

Date

6/1/16



# LOCAL WEATHER: MANATEE



## A Medallion Bay News 9 Sponsorship

Monday - Sunday 7a, 1p, 7p, 11p Sponsorship Billboards

Reach your target market with *Klystron 9 Local Weather*. Using Klystron technology, the most powerful, highest resolution broadcast weather radar in the world, Bay News 9 meteorologists are able to tell viewers a storm is coming, how big the storm is AND in what direction it is traveling!



### Sponsorship Includes:

**28** :10 Sponsorship Billboards Every Week  
"Brought to you by **St. Armands Circle**"

**34** :30 Commercials Every Week

**Includes an average of 8,000**  
On Line Banner Ad Impressions Weekly

**4 Week Month**  
112 Billboards  
136 :30 Commercials on Bay News 9  
40,000 Online Banner Ads  
Mo. Investment: \$2,888 Gross **\$2,454.80 Net**

**5 Week Month Investment (July)**

140 :10 Billboards  
170 :30 Commercials on Bay News 9  
50,000 Online Banner Ads  
Mo. Investment: \$3,610 Gross **\$3,068.50 Net**

Starts July 1st Running  
Through September 30th 2016

Total 3 Month Investment: \$7,978.10 Net

Bay News 9 Sponsorship packages are limited and based upon a "first come first serve" basis. If this specific package is taken prior to Commitment, an alternative sponsorship package will be offered if available.

Accepted By: *Quinn Lawrence*

Date: 5/31/16

Weekly  
:30 Commercial Schedule

M-F 5a-9a	3
M-F 9a-4p	7
M-F 4p-6p	2
M-Su 6p-8p	2
M-Su 8p-11p	4
M-Su 11p-Mid	1
Sa-Su 6a-12n	2
Sa-Su 12n-6p	2
M-Su 12m-5a	5
M-Su 6a-Mid	6

Non Pre-Emptible  
In 2016!



# Outstanding Invoices



**Shops & Restaurants**

GET OUT OF THE BOX  
GET INTO THE CIRCLE

*INVOICE*

*Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242*

*Invoice No. 000479E.M.  
Date 10/1/2016  
Vendor# 40053  
Expense Voucher*

---

<i>November 2016 Event Marketing ("St. Armands Fall Art Festival")</i>	<i>\$1445.00</i>
--	------------------

*Paid to Date:*

<i>Reimbursement for 50% of additional November Event Marketing (per new City resolution to commence January 1, 2012)</i>	<i>\$722.50</i>
---	-----------------

<i>Payment Due Upon Receipt</i>	<i>\$722.50</i>
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*Payment Due Upon Receipt  
Please return one copy with your remittance  
Thank you*



# City of Sarasota Parks & Urban Spaces Reservation Form & License Agreement

This agreement is between the **St. Armands Circle Association** (Sponsor) & City of Sarasota.

Dated the 2<sup>nd</sup> December, 2015.

**RESERVATION: ST. ARMANDS FALL ART FESTIVAL & SIDEWALK SALE**

**Date & Location: NOVEMBER 11-13, 2016 ST. ARMANDS CIRCLE PARK & S. BLVD. OF THE PRESIDENTS**

Park/Urban Space with Address

**Reservation Fee: CK#8645 12-23-09 CR033181**

**Due Date:**

If you wish to hold a specific date and location for an event. You must return this form along with the non-refundable \$500.00 reservation fee no later than 30 days after requesting the Reservation. The Reservation Fee can be transferred to the Event Deposit upon receipt of your completed application. If this document and payment is not received, your date and location will come available on a First Come, First Serve basis.

## LICENSE AGREEMENT:

**Term: NOVEMBER 11-13, 2016**

Event Date(s)

**USE:** The premises shall not be used for any illegal purposes and shall be used only as authorized and in accordance with the City of Sarasota rules, regulations, and ordinances.

**DEFAULT:** It is understood that the Sponsor has agreed to carefully supervise this activity. Should any damage occur, the Sponsor will be held financially responsible to the City of Sarasota. If the sponsor fails to pay any charges or fee when due, or if the sponsor fails to comply with the provisions of this agreement, then the agreement may be terminated and remedies available under Florida Law may be pursued.

**General Information:** 8000 ART FESTIVAL  
Maximum Attendance & Misc. Notes

**Event Deposit: ROLLING DEPOSIT** 11.9/19/16  
#10403  
\$1445.00 **Due Date:**

**Usage Fee: \$1,445.00** **Due Date: 09-11-16**

Make Check(s) payable to: City of Sarasota

Due on or before above date.

- 1.) Not-for-Profit Articles of Incorporation & IRS 501(c) 3 Tax Exempt Certificates must accompany payment for Not-for-Profit Sponsors.
- 2.) Solicitation of Contributions Act Registration Number & Letter from the Florida Department of Agriculture & Consumer Services must accompany this Agreement if Contributions or Donations are being solicited at the Event Location.

**INDEMNIFICATION:** Sponsor agrees to indemnify and save harmless City of Sarasota against any and all claims by or on behalf of any person or legal entity arising from the Sponsor's use of the premises, the conduct of the Sponsor's business or from any activity permitted by the Sponsor in or about the premises, and will further indemnify and save the City harmless against the performance of any agreement on the Sponsor's part, or arising from any act of negligence of the Sponsor, or any of Sponsor's agents, contractors, employees or licensees, and from and against all costs, attorney's fees, expenses and liabilities incurred in or about any claim or proceeding brought thereon, all to the extent of the City's liability under general law, if any. Evidence of appropriate insurance coverage will be required.

**CANCELLATIONS & REFUNDS:** Cancellations 30 days or more prior to event—Full refund minus the \$500.00 Reservation Fee. No Refund for cancellations less than 30 days prior to event.

**Sponsor:**

By: St. Bernard's Girls Soccer

Signature: Debra M. [unclear] Exec Director

Address: 300 Madison Dr. Suite 201  
Sarasota, FL 34236

Phone: 941-388-1554

Email: artemis.starmandsejuno.com

Date: 12/2/15

**City of Sarasota:**

Prepared by Toni Welicki, Event Staff

\_\_\_\_\_  
Deborah Perez, Auditorium Manager

\_\_\_\_\_  
Todd Kucharski, General Manager

Date: \_\_\_\_\_

(941) 954-4165 #6  
toni.welicki@sarasotagov.com

ST ARMANDS CIRCLE ASSOC INC  
300 MADISON DR STE 201  
SARASOTA, FL 34236-1300

DATE 9/19/12

10403  
63-751/631 11169  
2827308603250

PAY TO THE ORDER OF

*Cathy DeLorenzo*  
*DeLorenzo's Furniture & Interiors*

\$ 1445.00  
DOLLARS



Wells Fargo Bank, N.A.  
Florida  
wellsfargo.com

FOR DEPOSIT ONLY  
*11/18 - 11/3/12*  
*Pub Ledger - Nov. Dist.*

*[Signature]*  
ATP

⑆0000010403⑆ ⑆063107513⑆ 2827308603250⑆



GET OUT OF THE BOX  
GET INTO THE CIRCLE

INVOICE

Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242

Invoice No. 000478E.M.  
Date 10/1/2016  
Vendor# 40053  
Expense Voucher

---

November 2016 Event Marketing ("Ferrari's on the Circle")	\$415.00
--	----------

Paid to Date:

Reimbursement for 50% of additional November Event Marketing (per new City resolution to commence January 1, 2012)	\$207.50
---	----------

Payment Due Upon Receipt	\$207.50
	=====
	=====

Payment Due Upon Receipt  
Please return one copy with your remittance  
Thank you



# City of Sarasota Parks & Urban Spaces Reservation Form & License Agreement

This agreement is between the **ST. ARMANDS CIRCLE ASSOCIATION** (Sponsor) & City of Sarasota.

Dated the 9<sup>TH</sup> December, 2015.

## RESERVATION: FERRARI'S ON THE CIRCLE

Date & Location: NOVEMBER 5, 2016 ST. ARMANDS CIRCLE PARK

Park/Urban Space with Address

Reservation Fee: CK#8645 12-23-09 CR033181

Due Date: \_\_\_\_\_

If you wish to hold a specific date and location for an event. You must return this form along with the non-refundable \$500.00 reservation fee no later than 30 days after requesting the Reservation. The Reservation Fee can be transferred to the Event Deposit upon receipt of your completed application. If this document and payment is not received, your date and location will come available on a First Come, First Serve basis.

## LICENSE AGREEMENT:

Term: NOVEMBER 5, 2016

Event Date(s)

USE: The premises shall not be used for any illegal purposes and shall be used only as authorized and in accordance with the City of Sarasota rules, regulations, and ordinances.

DEFAULT: It is understood that the Sponsor has agreed to carefully supervise this activity. Should any damage occur, the Sponsor will be held financially responsible to the City of Sarasota. If the sponsor fails to pay any charges or fee when due, or if the sponsor fails to comply with the provisions of this agreement, then the agreement may be terminated and remedies available under Florida Law may be pursued.

General Information: 1500 CAR DISPLAY

Maximum Attendance & Misc. Notes

Event Deposit: ROLLED From Reservation Fee

Due Date: \_\_\_\_\_

Usage Fee: \$415.00

Due Date: 9-05-16

Make Check(s) payable to: City of Sarasota

Due on or before above date.

- 1.) Not-for-Profit Articles of Incorporation & IRS 501(c) 3 Tax Exempt Certificates must accompany payment for Not-for-Profit Sponsors.
- 2.) Solicitation of Contributions Act Registration Number & Letter from the Florida Department of Agriculture & Consumer Services must accompany this Agreement if Contributions or Donations are being solicited at the Event Location.

INDEMNIFICATION: Sponsor agrees to indemnify and save harmless City of Sarasota against any and all claims by or on behalf of any person or legal entity arising from the Sponsor's use of the premises, the conduct of the Sponsor's business or from any activity permitted by the Sponsor in or about the premises, and will further indemnify and save the City harmless against the performance of any agreement on the Sponsor's part, or arising from any act of negligence of the Sponsor, or any of Sponsor's agents, contractors, employees or licensees, and from and against all costs, attorney's fees, expenses and liabilities incurred in or about any claim or proceeding brought thereon, all to the extent of the City's liability under general law, if any. Evidence of appropriate insurance coverage will be required.

**CANCELLATIONS & REFUNDS:** Cancellations 30 days or more prior to event—Full refund minus the \$500.00 Reservation Fee. No Refund for cancellations less than 30 days prior to event.

**Sponsor:**

By: ST. ARMANDS CIRCLE ASSOC.

Signature: Debra M. [unclear], Exec. Director

Address: 300 Madison Drive Suite 201  
Sarasota, FL 34236

Phone: 941-388-1554

Email: artemis.sturmands@juno.com

Date: 12/14/15

**City of Sarasota:**

Prepared by Toni Welicki, Event Staff

\_\_\_\_\_  
Deborah Perez, Auditorium Manager

\_\_\_\_\_  
Todd Kucharski, General Manager

Date: \_\_\_\_\_

(941) 954-4165 #6  
toni.welicki@sarasotagov.com

ST ARMANDS CIRCLE ASSOC INC  
300 MADISON DR STE 201  
SARASOTA, FL 34235-1300

10402  
63-751/631 11169  
2627308603250

DATE 9/19/16

PAY  
TO THE  
ORDER OF

City of Sarasota

\$ 415.00

DOLLARS

Four hundred fifteen and 00/100

WELLS  
FARGO  
With Fargo Bank, N.A.  
Fargo  
wellsfargo.com

9/15/16

FOR Bank Charge - Sarasota Post

[Signature]  
MP

⑆0000010402⑆ ⑆063107513⑆ 2627308603250⑆



GET OUT OF THE BOX  
GET INTO THE CIRCLE

INVOICE

Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, Fl 34242

Invoice No. 000477E.M.  
Date 10/1/2016  
Vendor# 40053  
Expense Voucher

October 2016 Event Marketing  
("St. Armands Boat Show")

\$830.00

Paid to Date:

Reimbursement for 50% of additional October Event Marketing  
(per new City resolution to commence January 1, 2012)

\$415.00

Payment Due Upon Receipt

\$415.00

Payment Due Upon Receipt  
Please return one copy with your remittance  
Thank you

St. Armands Circle Association  
300 Madison Drive • Suite 201 • Sarasota • Florida 34236  
(941)388-1554 • fax (941)388-2855 • email dir@starmandscircleassoc.com



# City of Sarasota Parks & Urban Spaces Reservation Form & License Agreement

This agreement is between the **ST. ARMANDS CIRCLE ASSOCIATION** (Sponsor) & City of Sarasota.  
Dated the 19th November, 2015.

**RESERVATION: ST. ARMANDS BOAT SHOW**

**Date & Location:** OCTOBER 22-23, 2016 ST. ARMANDS CIRCLE PARK  
Park/Urban Space with Address

**Reservation Fee:** ROLLING CK#8645 12-23-09 CR033181 **Due Date:** \_\_\_\_\_

If you wish to hold a **specific date and location** for an event. You must return this form along with the **non-refundable** \$500.00 reservation fee no later than 30 days after requesting the Reservation. The Reservation Fee can be transferred to the Event Deposit upon receipt of your completed application. If this document and payment is not received, your date and location will come available on a First Come, First Serve basis.

## LICENSE AGREEMENT:

**Term:** October 22-23, 2016 \_\_\_\_\_  
Event Date(s)

**USE:** The premises shall not be used for any illegal purposes and shall be used only as authorized and in accordance with the City of Sarasota rules, regulations, and ordinances.

**DEFAULT:** It is understood that the Sponsor has agreed to carefully supervise this activity. Should any damage occur, the Sponsor will be held financially responsible to the City of Sarasota. If the sponsor fails to pay any charges or fee when due, or if the sponsor fails to comply with the provisions of this agreement, then the agreement may be terminated and remedies available under Florida Law may be pursued.

**General Information:** 700 WALK "ST. ARMANDS BOAT SHOW" \_\_\_\_\_  
Maximum Attendance & Misc. Notes

**Event Deposit:** ROLLING CK#8645 12-23-09 CR033181 **Due Date:** \_\_\_\_\_

**Usage Fee:** \$830.00 **Due Date:** 08-22-16  
Make Check(s) payable to: City of Sarasota Due on or before above date.

**501(c) 3 & Tax Exempt Certificates must accompany payment for Not-for-Profit Sponsors.**

**INDEMNIFICATION:** Sponsor agrees to indemnify and save harmless City of Sarasota against any and all claims by or on behalf of any person or legal entity arising from the Sponsor's use of the premises, the conduct of the Sponsor's business or from any activity permitted by the Sponsor in or about the premises, and will further indemnify and save the City harmless against the performance of any agreement on the Sponsor's part, or arising from any act of negligence of the Sponsor, or any of Sponsor's agents, contractors, employees or licensees, and from and against all costs, attorney's fees, expenses and liabilities incurred in or about any claim or proceeding brought thereon, all to the extent of the City's liability under general law, if any. Evidence of appropriate insurance coverage will be required.

**CANCELLATIONS & REFUNDS:** Cancellations 30 days or more prior to event—Full refund minus the \$500.00 Reservation Fee. No Refund for cancellations less than 30 days prior to event.

Sponsor:

By: ST. ARMANDS CIRCLE ASSOC.

Signature: *Diana M. [unclear]*

Address: 300 MADISON DR. SUITE 201  
SARASOTA, FL. 34236

Phone: 941-388-1554

Email: artemis.starmands@juno.com

Date: 11/20/15

City of Sarasota:

Prepared by Toni Welicki, Event Staff

\_\_\_\_\_  
Deborah Perez, Auditorium Manager

\_\_\_\_\_  
Todd Kucharski, General Manager

Date: \_\_\_\_\_

(941) 954-4165 #6  
toni.welicki@sarasotagov.com

**ST ARMANDS CIRCLE ASSOC INC**

300 MADISON DR STE 201  
SARASOTA, FL 34236-1300

10379

63-751/631 11189  
2827308503250

PAY  
TO THE  
ORDER OF

*City of Sarasota*

DATE

*8/23/16*

\$ *830.00*

DOLLARS



REGISTERED  
MONEY ORDER

WELLS  
FARGO  
Wells Fargo Bank, N.A.  
Florida  
wellsfargo.com

FOR *St. Armands Beach Show Fundraiser*

*10/22 & 10/23/2016*

⑆0000010379⑆ ⑆063107513⑆ 2627308503250⑆

*Drawn for Cash*  
*Robert C. ...*



GET OUT OF THE BOX  
GET INTO THE CIRCLE

INVOICE

Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242

Invoice No. 000476E.M.  
Date 10/1/2016  
Vendor# 40053  
Expense Voucher

---

October 2016 Event Marketing \$415.00  
("Jagfest")

Paid to Date:

Reimbursement for 50% of additional October Event Marketing \$207.50  
(per new City resolution to commence January 1, 2012)

Payment Due Upon Receipt \$207.50

Payment Due Upon Receipt  
Please return one copy with your remittance  
Thank you



# City of Sarasota Parks & Urban Spaces Reservation Form & License Agreement

This agreement is between the **St. Armands Circle Association** (Sponsor) & City of Sarasota.  
Dated the 23RD September, 2015.

**RESERVATION: Jagfest**

**Date & Location:** October 1, 2016 St. Armands Circle Park  
Park/Urban Space with Address

**Reservation Fee:** \$500.00 Ck#8645 12-23-09 CR033181 **Due Date:** \_\_\_\_\_

If you wish to hold a **specific date and location** for an event. You must return this form along with the **non-refundable** \$500.00 reservation fee no later than 30 days after requesting the Reservation. The Reservation Fee can be transferred to the Event Deposit upon receipt of your completed application. If this document and payment is not received, your date and location will come available on a First Come, First Serve basis.

## LICENSE AGREEMENT:

**Term:** October 1, 2016  
Event Date(s)

**USE:** The premises shall not be used for any illegal purposes and shall be used only as authorized and in accordance with the City of Sarasota rules, regulations, and ordinances.

**DEFAULT:** It is understood that the Sponsor has agreed to carefully supervise this activity. Should any damage occur, the Sponsor will be held financially responsible to the City of Sarasota. If the sponsor fails to pay any charges or fee when due, or if the sponsor fails to comply with the provisions of this agreement, then the agreement may be terminated and remedies available under Florida Law may be pursued.

**General Information:** 1000 Car Show "Jagfest"  
Maximum Attendance & Misc. Notes

**Event Deposit: (Rolled from Reservation Fee)** 8/2/16 **Due Date:** \_\_\_\_\_  
*#10363*

**Usage Fee:** \$ 415.00 **Due Date:** \_\_\_\_\_  
Make Check(s) payable to: City of Sarasota Due on or before above date.

**501(c) 3 & Tax Exempt Certificates must accompany payment for Not-for-Profit Sponsors.**

**INDEMNIFICATION:** Sponsor agrees to indemnify and save harmless City of Sarasota against any and all claims by or on behalf of any person or legal entity arising from the Sponsor's use of the premises, the conduct of the Sponsor's business or from any activity permitted by the Sponsor in or about the premises, and will further indemnify and save the City harmless against the performance of any agreement on the Sponsor's part, or arising from any act of negligence of the Sponsor, or any of Sponsor's agents, contractors, employees or licensees, and from and against all costs, attorney's fees, expenses and liabilities incurred in or about any claim or proceeding brought thereon, all to the extent of the City's liability under general law, if any. Evidence of appropriate insurance coverage will be required.

**CANCELLATIONS & REFUNDS:** Cancellations 30 days or more prior to event—Full refund minus \$25.00 administration fee. No Refund for cancellations less than 30 days prior to event.

**Sponsor:**

By: ST. ARMANDS CIRCLE ASSOC.

Signature: Diana M. Carre

Address: 300 Madison Dr. Suite 201  
Sarasota, FL 34236

Phone: 941-388-1554

Email: artemis.starmarksejuno.com

Date: 9/23/15

**City of Sarasota:**

Prepared by Toni Welicki, Event Staff

\_\_\_\_\_  
Deborah Perez, Auditorium Manager

\_\_\_\_\_  
Todd Kucharski, General Manager

Date: \_\_\_\_\_

(941) 954-4165 #6  
toni.welicki@sarasotagov.com

ST ARMANDS CIRCLE ASSOC INC  
300 MADISON DR STE 201  
SARASOTA, FL 34236-1300

10363  
88-751631 11169  
2627908603250

PAY TO THE ORDER OF

*Craig Stewart*

\$ 415.00

DOLLARS

DATE *8/1/16*

*Stewart Business Services, Inc. / no / 10*

WELLS FARGO Florida wellsfargo.com

*Oct. 1, 2016*

*Debra M. ...*  
*William L. ...*

FOR

*Wells Fargo ...*

⑆0000010363⑆ ⑆063107513⑆ 2627908603250⑆



MP



GET OUT OF THE BOX  
GET INTO THE CIRCLE

INVOICE

Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242

Invoice No. 000475E.M.

Date 10/1/2016

Vendor# 40053

Expense Voucher

October 2016 Event Marketing ( <i>"Taste of St. Armands"</i> )	\$1184.04
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*Paid to Date:*

Reimbursement for 50% of additional October Event Marketing (per new City resolution to commence January 1, 2012)	\$592.02
--	----------

Payment Due Upon Receipt	\$592.02
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*Payment Due Upon Receipt  
Please return one copy with your remittance  
Thank you*



# City of Sarasota Parks & Urban Spaces Reservation Form & License Agreement

This agreement is between the ST ARMANDS CIRCLE ASSOCIATION (Sponsor) & City of Sarasota.  
Dated the 25<sup>th</sup> day of May, 2016

## RESERVATION: Taste of St. Armands

**Date & Location** October 8, 2016 St. Armands Circle Park 5:30pm-8:30pm  
 Park/Urban Space with Address

**Reservation Fee:** \$500.00 **Due Date** 6/23/2016

If you wish to hold a specific date and location for an event. You must return this form along with the non-refundable \$500.00 reservation fee no later than 30 days after requesting the Reservation. The Reservation Fee can be transferred to the Event Deposit upon receipt of your completed application. If this document and payment is not received, your date and location will come available on a First Come, First Serve basis.

## LICENSE AGREEMENT:

**Term** October 8, 2016  
Event Date(s)

**USE:** The premises shall not be used for any illegal purposes and shall be used only as authorized and in accordance with the City of Sarasota rules, regulations, and ordinances.

**DEFAULT:** It is understood that the Sponsor has agreed to carefully supervise this activity. Should any damage occur, the Sponsor will be held financially responsible to the City of Sarasota. If the sponsor fails to pay any charges or fee when due, or if the sponsor fails to comply with the provisions of this agreement, then the agreement may be terminated and remedies available under Florida Law may be pursued.

**General Information:** 1,200 Park Festival "A Taste of St. Armands"  
Maximum Attendance & Misc. Notes

**Event Deposit** Rolling Deposit CK #033181 12-23-09 **Due Date:** 8/1/16

**Usage Fee** \$1,184.04 (\$360.36 Set Up Day + \$828.68 Event Day) **Due Date:** 08/01/2016  
Make Check(s) payable to: City of Sarasota Due on before above date.

- 1.) Not-for-Profit Articles of Incorporation & IRS 501(c) 3 Tax Exempt Certificates must accompany payment for Not-for-Profit Sponsors.
- 2.) Solicitation of Contributions Act Registration Number & Letter from the Florida Department of Agriculture & Consumer Services must accompany this Agreement if Contributions or Donations are being solicited at the Event Location.

**INDEMNIFICATION:** Sponsor agrees to indemnify and save harmless City of Sarasota against any and all claims by or on behalf of any person or legal entity arising from the Sponsor's use of the premises, the conduct of the Sponsor's business or from any activity permitted by the Sponsor in or about the premises, and will further indemnify and save the City harmless against the performance of any agreement on the Sponsor's part, or arising from any act of negligence of the Sponsor, or any of Sponsor's agents, contractors, employees or licensees, and from and against all costs, attorney's fees, expenses and liabilities incurred in or about any claim or proceeding brought thereon, all to the extent of the City's liability under general law, if any. Evidence of appropriate insurance coverage will be required.

**CANCELLATIONS & REFUNDS:** Cancellations 30 days or more prior to event—Full refund minus the \$500.00 Reservation Fee. No Refund for cancellations less than 30 days prior to event.

Sponsor:

By: St. Bernard Circle Assoc.

, Event Staff

Signature: Debra M. Lawrence, Exec. Director

Address: 300 Madison Dr. Suite 201  
Sarasota, FL 34236

Phone: 941-388-1554

Email: stbernardscircleassoc@gmail.com

Date: 6/23/16

City of Sarasota:

Prepared by Katherine.knowles@sarasotagov.com

\_\_\_\_\_  
Deborah Perez, Auditorium Manager

\_\_\_\_\_  
Jerry Fogel  
Director Parks and Recreation

Date: \_\_\_\_\_

(941) 954-4165 #6

ST ARMANDS CIRCLE ASSOC INC  
300 MADISON DR STE 201  
SARASOTA, FL 34236-1300

10365  
63-751/631 11189  
262 7308603250

DATE 8/1/16

PAY TO THE ORDER OF

City of Sarasota

\$ 1184.04

DOLLARS



WELLS FARGO

Wells Fargo Bank, N.A.  
Florida  
wellsfargo.com

FOR DEPOSIT ONLY - 10/8/16

James H. Smith  
Robert L. Cantor

⑆0000010365⑆ ⑆063107513⑆ 2627308603250⑆



GET OUT OF THE BOX  
GET INTO THE CIRCLE

*Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242*

*Invoice No. 000508ComP  
Date 9/20/16  
Promotion: Comcast Spotlight Summer Promotional Campaign  
Vendor# 40053  
P.O.# PD-622339*

---

***Total Cost of 15 week promotion \$15,051.00**  
T.V. promotion 6/27/16 – 9/25/16  
(Sarasota Market)*

*Paid to Date: 9/14/16 Ck#00499808 \$4,777.00*

*2<sup>nd</sup> Invoice for Summer Television Marketing Campaign \$4,777.00*

***Payment Due \$4,777.00***

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*Payment due upon receipt  
Please return one copy with your remittance*

*Thank you*

St. Armands Circle Association  
300 Madison Drive • Suite 201 • Sarasota • Florida 34236  
(941)388-1554 • fax (941)388-2855 • email dir@starmandscircleassoc.com



INVOICE NO.

SA796314

BILL CYCLE

201608



**BILL TO**

ST ARMANDS CIRCLE ASSOC, INC-WF  
300 MADISON DRIVE SUITE 201  
SARASOTA, FL 34236

**REMITTANCE**

Please return this document with your payment

AGENCY	AGENCY NO.	CUSTOMER	CUSTOMER NO.
		ST ARMANDS CIRCLE ASSOC, INC-WF	5247

**Terms:** Net 30 Days  
**Mail to:** Comcast Spotlight  
PO Box 409558  
Atlanta, GA 30384-9558

**Phone:** 866-531-1721  
**Fax:** 770-680-4939  
**Note:** Please include invoice numbers on all checks.

**Special Note:** Good news! You can now pay your invoices online at <https://comcastinvoices.com> using a major credit card.

**Net Balance Due**

**\$4,777.00**

We accept checks, money orders, and all major credit cards.

Pa. 9/20/16  
# 10408  
\$ 4777.00

To view and pay your invoices on the web go to <https://comcastinvoices.com>

ST ARMANDS CIRCLE ASSOC INC  
300 MADISON DR STE 201  
SARASOTA, FL 34236-1300

10408

63-751/631 11169  
2627308603250

DATE 9/20/16

PAY  
TO THE  
ORDER OF

*Concert. Spetlight*  
*James Howard, Queen hundred, security, Queen*

\$ 4777.00

DOLLARS

MP

WELLS  
FARGO  
wellsfargo.com

Wells Fargo Bank, N.A.

FOR *James # SA796314*

⑆0000010408⑆ ⑆063107513⑆ 2627308603250⑆



**Shops & Restaurants**

GET OUT OF THE BOX  
GET INTO THE CIRCLE

*Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, Fl 34242*

*Invoice No. 000801 BrightH*

*Date 9/20/16*

*Promotion: Bright House Summer Promotional Campaign*

*Vendor# 40053*

*P.O.# PD-622337*

---

***Total Cost of 12 week promotion***

***\$7,978.10***

*T.V. promotion*

*(Targeted Manatee Market)*

*Paid to Date: 9/14/16 Ck#00499808 \$3,068.50*

*2<sup>nd</sup> Invoice for Bright House summer television campaign \$2,454.80*

***Payment Due***

***\$2,454.80***

---

---

*Payment due upon receipt  
Please return one copy with your remittance*

*Thank you*

St. Armands Circle Association  
300 Madison Drive • Suite 201 • Sarasota • Florida 34236  
(941)388-1554 • fax (941)388-2855 • email dir@starmandscircleassoc.com

**BRIGHT HOUSE MEDIA STRATEGIES (CFL)**  
**Attn: Ad Sales Billing**  
P.O. BOX 26684  
TAMPA, FL 33623-6684

**Page:**  
**Invoice Number:**  
**Invoice Date:**  
**Billing Cycle:**

**INVOICE**  
**REMITTANCE**  
INV-1623175  
31-AUG-2016  
08-01-16 - 08-28-16

**BILL TO :**

**St. Armands Circle Association**  
**Attn: Diana Corrigan**  
300 Madison Drive  
Suite 201  
Sarasota, FL 34236

Invoice Number	AE Name	Agency Number	Agency
INV-1623175	Patricia Severson		
Billing Month	Payment Terms	Customer Number	Customer
AUGUST	Due 30 Days from invoice date	000150658	St. Armands Circle Association

**PLEASE RETURN THIS PAGE WITH YOUR PAYMENT AND  
REFERENCE THE INVOICE NUMBER ON YOUR CHECK**

AE Name	Contract Number	Estimate Number	Reference Number	Order Number	Client Code	Product Code
Patricia Severson	255332			11323619		

Gross Spot Dollars :	\$ 2888.00
<b>GROSS TOTAL :</b>	<b>\$ 2888.00</b>
Agency Discount :	\$ 433.20
Net Advertising Total :	\$ 2454.80
<b>BALANCE DUE :</b>	<b>\$ 2454.80</b>

*Handwritten note in a circle:*  
Pd. 9/20/16  
#10410  
\$2454.80

**PLEASE REMIT TO :**

**BRIGHT HOUSE MEDIA STRATEGIES (CFL)**  
**Attn: Ad Sales Billing**  
P.O. BOX 26684  
TAMPA, FL 33623-6684

Thank you for your business!  
Questions? please call 407-215-5288

**Payment Terms: Due 30 Days from invoice date**

10410

63-791631 11169  
2627308603250

ST ARMANDS CIRCLE ASSOC INC  
300 MADISON DR STE 201  
SARASOTA, FL 34236-1300

DATE 9/20/16

PAY TO THE ORDER OF

*Two thousand four hundred and fifty four 80/100*  
*Strategic (CFU)*

\$ 2454.80

DOLLARS

Security Features

*June M. Lane*

WELLS FARGO  
WELLS FARGO  
wellsfargo.com

Wells Fargo Bank, N.A.

FOR *Invoice # - INV-1623175*

⑆0000010410⑆ ⑆063107513⑆ 2627308603250⑆



GET OUT OF THE BOX  
GET INTO THE CIRCLE

INVOICE

Mr. Martin Rappaport, Chair  
St. Armands Business Improvement District  
C/o P.O. Box 40067  
Sarasota, FL 34242

Invoice No. 000955WUST  
Date 9/20/16  
Event: Summer Radio Promotional Campaign on WUST & WSMR Public Radio  
Vendor# 40053  
P.O. # PD-622334

---

Total Cost of 14 week, promotional radio spots \$14,900.00  
(promotional spots to run from 5/30/16 – 9/30/16)

Paid to Date: 9/14/16 Ck#00499808 \$3,140.00  
9/14/16 Ck#00499808 \$4,200.00

3<sup>rd</sup> Invoice for Summer Radio Marketing Campaign \$\$3,360.00

Balance Now Due \$3,360.00

---

---

Payment due upon receipt  
Please return one copy with your remittance

Thank you

St. Armands Circle Association  
300 Madison Drive • Suite 201 • Sarasota • Florida 34236  
(941)388-1554 • fax (941)388-2855 • email dir@starmandscircleassoc.com



University of South Florida  
 4202 E. Fowler Avenue, TVB 100 Tampa, FL 33620-6870  
 Phone (813) 974-8700 Fax (813) 974-9629

St. Armand's Circle Association

Advertiser ID: 456

Amount Paid **3360.-**

456-00010-0002	8/28/2016	2
<b>Official Invoice</b>	<b>Date</b>	<b>Page</b>

DETACH AND RETURN WITH PAYMENT

456-00010-0002

O 8/28/2016

2

St. Armand's Circle Association  
 Attn: Diana Corrigan  
 300 Madison Dr.  
 Sarasota, FL 34236

Purchase Order Number:

Est. Number:

Co-Op:

Description:

Salesperson: Kaufman, Scot

Date	Day	Length		Qty	Rate	Total
Copy: St. Armands Circle Assoc. Cont...						
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8/23/2016	Tue	:15	WSMR-FM 10:45:15 AM 11:40:00 AM 05:59:00 PM	3	\$30.00	\$90.00
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8/28/2016	Sun	:15	WSMR-FM 06:39:20 AM 10:45:00 AM 02:15:00 PM	3	\$30.00	\$90.00

*Handwritten note:*  
 Pd. 9/20/16  
 #10409  
 \$3360.00

Quantity	148	Total	\$3,360.00
Total Due			\$3,360.00

INVOICE



University of South Florida  
 4202 E. Fowler Avenue, TVB 100 Tampa, FL 33620-6870  
 Phone (813) 974-8700 Fax (813) 974-9629

St. Armand's Circle Association

Advertiser ID: 456

Amount Paid *3360.00*

456-00010-0002	8/28/2016	1
Official Invoice	Date	Page

DETACH AND RETURN WITH PAYMENT

456-00010-0002 O 8/28/2016 1

St. Armand's Circle Association  
 Attn: Diana Corrigan  
 300 Madison Dr.  
 Sarasota, FL 34236

Purchase Order Number:  
 Est. Number:  
 Co-Op:  
 Description:  
 Salesperson: Kaufman, Scot

Date	Day	Length		Qty	Rate	Total
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8/3/2016	Wed	:15	WSMR-FM 12:59:00 PM	1	\$0.00	\$0.00
8/4/2016	Thu	:15	WSMR-FM 12:45:00 PM	1	\$0.00	\$0.00
8/5/2016	Fri	:15	WSMR-FM 12:59:00 PM	1	\$0.00	\$0.00
8/8/2016	Mon	:15	WSMR-FM 11:40:00 AM	1	\$0.00	\$0.00
8/9/2016	Tue	:15	WSMR-FM 12:45:00 PM	1	\$0.00	\$0.00
8/13/2016	Sat	:15	WSMR-FM 12:15:00 PM	1	\$0.00	\$0.00
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8/18/2016	Thu	:15	WSMR-FM 02:59:00 PM	1	\$0.00	\$0.00
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8/20/2016	Sat	:15	WSMR-FM 12:15:15 PM	1	\$0.00	\$0.00
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8/23/2016	Tue	:15	WSMR-FM 06:59:00 PM	1	\$0.00	\$0.00
8/24/2016	Wed	:15	WSMR-FM 12:45:20 PM	1	\$0.00	\$0.00
8/28/2016	Sun	:15	WSMR-FM 11:40:15 AM	1	\$0.00	\$0.00
<b>Underwriting</b>						
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8/3/2016	Wed	:15	WSMR-FM 08:59:00 AM 02:45:00 PM 05:59:00 PM	3	\$20.00	\$60.00
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8/4/2016	Thu	:15	WSMR-FM 11:40:00 AM 04:45:00 PM	2	\$20.00	\$40.00
8/4/2016	Thu	:15	WSMR-FM 08:59:00 AM 09:59:00 AM 06:39:00 PM	3	\$30.00	\$90.00
8/5/2016	Fri	:15	WSMR-FM 09:59:00 AM 02:45:00 PM	2	\$20.00	\$40.00
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8/11/2016	Thu	:15	WSMR-FM 09:59:00 AM 02:59:00 PM	2	\$30.00	\$60.00

ST ARMANDS CIRCLE ASSOC INC  
300 MADISON DR STE 201  
SARASOTA, FL 34236-1300

10409

88-751/831 11169  
2627308603250

DATE 9/30/16

\$ 3360.00

DOLLARS

PAY TO THE ORDER OF

WVSF Public Media  
Three thousand three hundred thirty six and 10/100

WELLS FARGO

Wells Fargo Bank, NA  
Florida  
wellsfargo.com

Quinn M. King  
[Signature]

FOR

Quinn #456-00010-0002

⑆0000010409⑆ ⑆063107513⑆ 2627308603250⑆

MP

# **Police Report**

## **Verbal Report**

# **Code Report**

# **Verbal Report**

**St. Armands Circle  
Association Report  
Verbal Report**

**Old Business**

**Update on Parking**

**Garage**

**Verbal Report**

**New Business**

**Presentation by FDOT**

## Final Memorandum

---

To: Tricia Labud  
From: Jeff Trim, PE, PTOE  
Date: July 14, 2016  
Re: FPID 428979-1-62-01; Contract C9L49; Task Work Order No. 040; St. Armands Circle Traffic Program – Post-Program Traffic Memorandum  
SSE Project No: 15-05-4681 (003)

### *Project Overview*

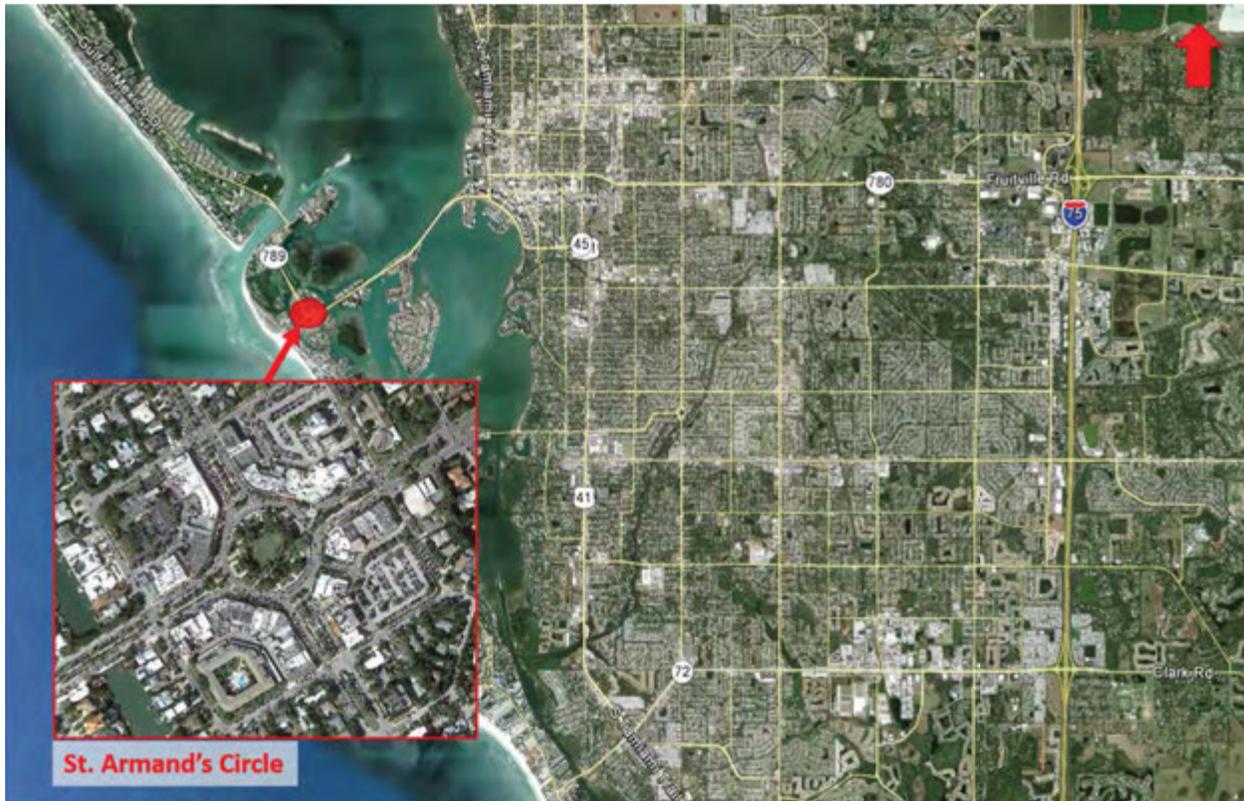
The Florida Department of Transportation (FDOT), District One, conducted a post deployment evaluation of the Pedestrian Traffic Management (PTM) program implemented at St. Armands Circle located on St. Armands Key in Sarasota, Florida. The study area is presented in **Figure 1**.

The St. Armands Circle Association has reported to FDOT that the circle operates inefficiently due to the number of pedestrians crossing from all four approaches and the high volume of traffic passing through the circle.

The goal of the post-program evaluation was to document and measure the effectiveness of the PTM program. The PTM staff were deployed to manage key pedestrian crossings from Wednesday through Sunday throughout March and early April 2016. In particular, the post-program evaluation focused on the exits of the circle where vehicular-pedestrian conflicts can cause vehicle stoppages that result in queues extending back into the circle.

The Pedestrian Traffic Managers (PTM's) are uniformed personnel specially trained to safely manage and escort pedestrians through busy crosswalks. Instead of allowing pedestrians to randomly cross at will, PTM's were instructed to periodically hold back pedestrians from entering the crosswalk in order to create gaps for vehicles to exit the circle freely. After accumulating a group of pedestrians, PTM's would step out into the crosswalk and release the pedestrians so that they created a single blockage of traffic rather than continuous, random blockages of traffic. The PTM's would step out into the crosswalk to halt traffic and help pedestrian cross safely.

In this regard, the PTM's act similar to crossing guards by reducing the conflicts between pedestrians and vehicles. A PTM supervisor was on site at all times, monitoring the program and making any required adjustments.



**Figure 1**  
**St. Armands Circle Vicinity Map**

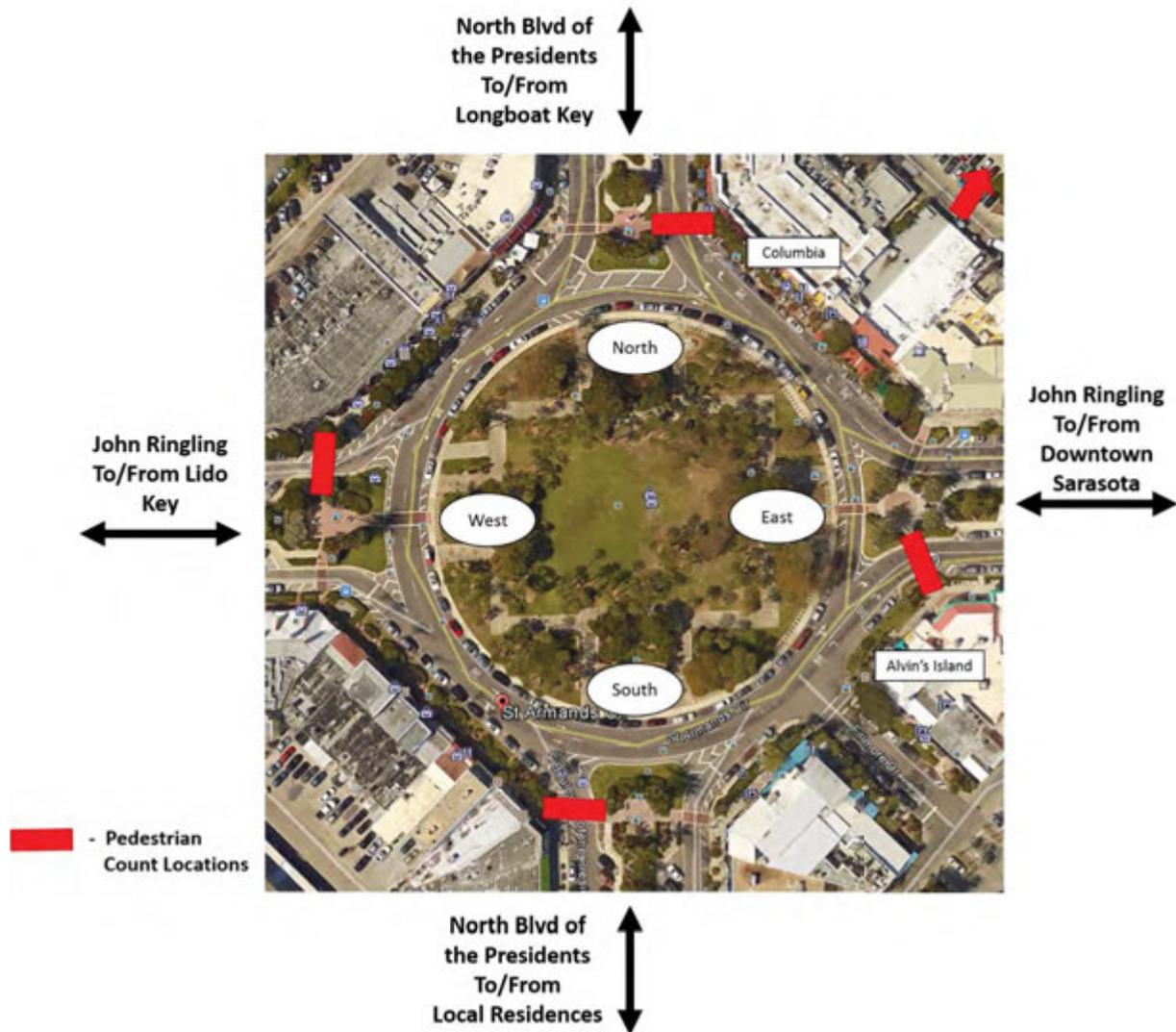
*Pedestrian Counts and PTM Program*

The first step in developing the recommended PTM program was to perform a series of site visits and pedestrian counts to better understand the dynamics of traffic and pedestrian flow at St. Armands Circle. Field data and observations were utilized to create a baseline condition to assess operations with and without the PTM's.

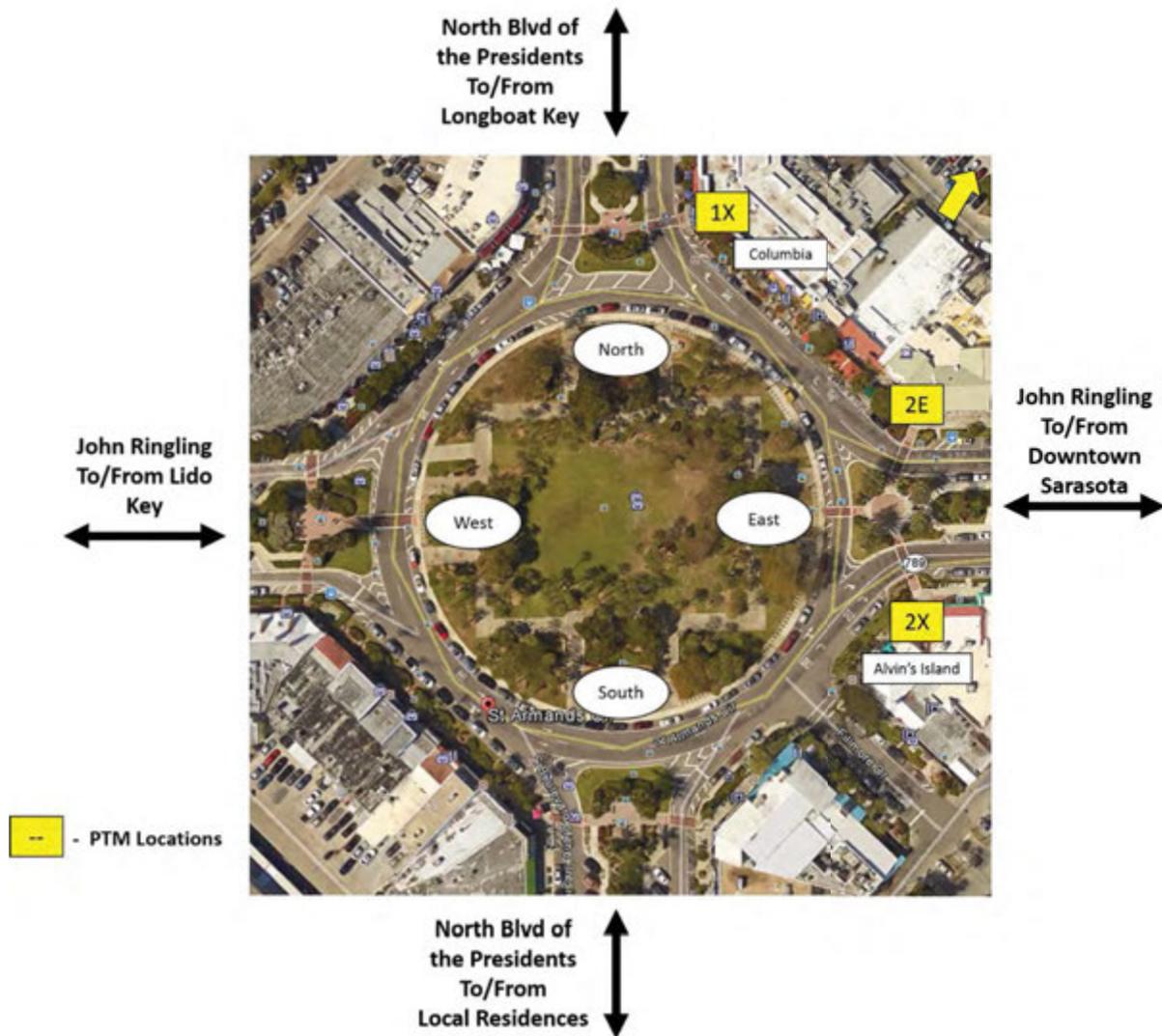
Per the scope of services, traffic technicians counted pedestrians before the deployment of PTM's in five-minute increments crossing the exit lanes of the circle and documented the number of vehicle queues as well as the queue length. The counts were performed between 12:00 PM and 6:00 PM on three weekdays (Friday 2/19/16, Monday 2/22/16, and Tuesday 2/23/16) and two weekend days (Saturday 2/20/16 and Sunday 2/21/16) at the east (to downtown Sarasota), north (to Longboat Key), and west (to Lido Key) exits. Data collection was performed on Wednesday 2/17/16 for the south exit (to local residences). Due to the very low number of conflicts between exiting vehicles and pedestrians, the south exit data collection was terminated after one day.

PTM's were deployed on Wednesday 3/9/16 through Sunday 3/13/16, Wednesday 3/16/16 through Sunday 3/20/16, Wednesday 3/23/16 through Saturday 3/26/16, and Wednesday 3/30/16 through Sunday 4/3/16. The PTM locations included the north exit leg crosswalk, the east exit leg crosswalk, and the east entrance leg crosswalk. Generally, two PTM's were stationed each location from 11:30 AM to 6:30 PM. Further details about the PTM program can be found in the weekly reports, provided in Appendix A.

Once PTM's were deployed, pedestrian counts were also performed in five-minute increments crossing the east, north, and west exit legs for three weekdays (Wednesday 3/16/16, Thursday 3/17/16, and Friday 3/18/16) and two weekend days (Saturday 3/26/16 and Sunday 3/20/16). The count locations and PTM locations are shown on **Figure 2** and **Figure 3**, respectively.



**Figure 2**  
Pedestrian Count Locations



**Figure 3**  
**PTM Locations**

*Pre-Program Crossing Evaluations*

The following presents a summary of pedestrian and vehicle operations at the crossing locations based on a review of the count data and field observations:

1. South Leg Exit (to local residences): The traffic volumes exiting this leg via a single lane is by far the lowest of the exit legs due to the fact that South Boulevard of the Presidents is effectively a local street that serves residences on St. Armands Key and Lido Key. Pedestrian volumes were the second lowest of the four approaches and were about 20% less than the east and north leg. Exiting traffic queues were minimal.
2. East Leg Exit (to downtown Sarasota): The traffic volumes exiting this leg via two lanes is the highest of the four legs. John Ringling Boulevard (SR 789) has a recently collected Average Annual Daily Traffic (AADT) of 32,500 vehicles per day (vpd). Pedestrian

volumes at this location were slightly lower than the north leg. Traffic queues were the most frequent and the longest when compared to the other legs.

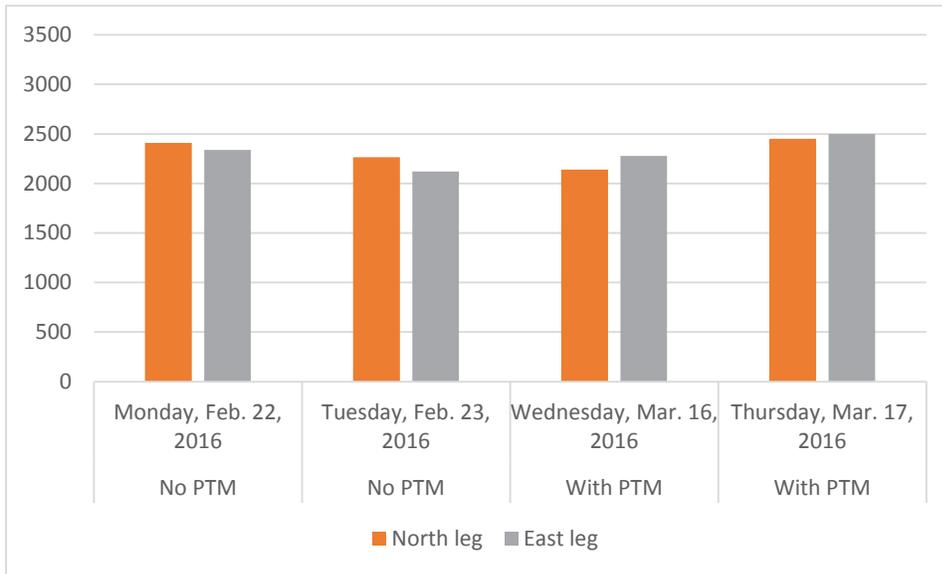
Another important observation was that during the weekday evening peak period – most typically in the 5:00 to 6:00 PM range but sometimes starting earlier – traffic can be queued all the way from the US 41 and Gulf Stream intersection, extending back across the John Ringling Causeway, through St. Armands Circle, and back out towards Longboat Key. During these times, there is heavy congestion heading towards Downtown, which results in vehicles often stopping on and blocking crosswalks. While pedestrians can cross relatively at-will due to the slow-moving traffic, providing PTM's during this time period would help keep crosswalks clear so that pedestrians do not need to weave around stopped vehicles in their pathway.

3. North Leg Exit (to Longboat Key): The traffic volumes exiting this leg via two lanes is the third highest of the four legs. John Ringling Boulevard (SR 789) provides access to Longboat Key, a popular residential and vacation destination. The most recent AADT collected was 19,800 vpd. Pedestrian volumes at this location were the highest of the four approaches while traffic queues were the third most frequent and the third longest when compared to the other legs.
4. West Leg Exit (to Lido Key): The traffic volumes exiting this leg via a single lane is the second highest of the four legs. Benjamin Franklin Boulevard serves Lido Key which has a popular public beach. The most recent AADT collected was 25,000 vpd. Pedestrian volumes at this location were the lowest of the four approaches and were about 32% lower than the east and north legs, while traffic queues were the second most frequent and the second longest when compared to the other legs. Traffic queue frequency and lengths were higher on the weekend days. Of the four exit legs, downstream parking has the greatest effect on traffic operations. This exit leg has parallel parking on the right and angle parking on the left. Vehicles waiting for a parking space to free up and then parking can take up to two minutes and during this time a lengthy queue build up into the circle effects operations. Count staff noted that this condition occurred about 50% of the weekday five minute increments and 70% of the weekend five minute increments.

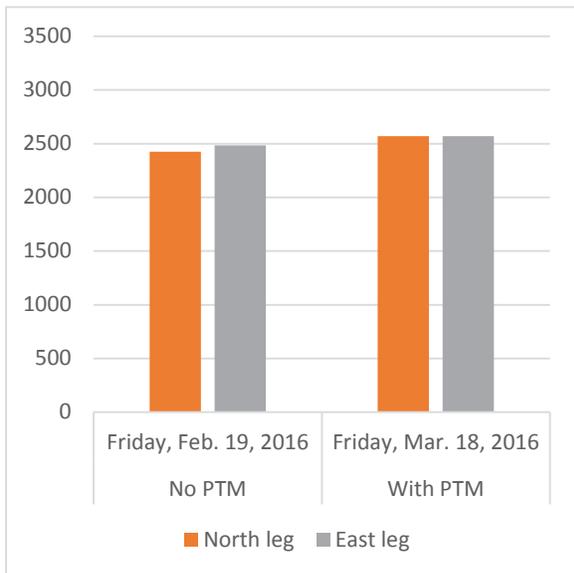
#### *Pedestrian Crossing Volume Comparison*

Before PTM's were deployed, there were 12,789 pedestrians crossing the north exit leg and 12,774 crossing the east exit leg, for a total of 25,563 pedestrians. During the PTM deployment period, there were 12,757 pedestrians crossing the north exit leg and 13,475 crossing the east exit leg, for a total of 26,232 pedestrians. Overall, pedestrian volumes were slightly higher (+2.6%) during the PTM deployment period because local schools were on spring break and more pedestrians were visiting the area. Due to the absence of PTM's at the west and south exit legs, pedestrian volumes at these locations were not included in the analysis.

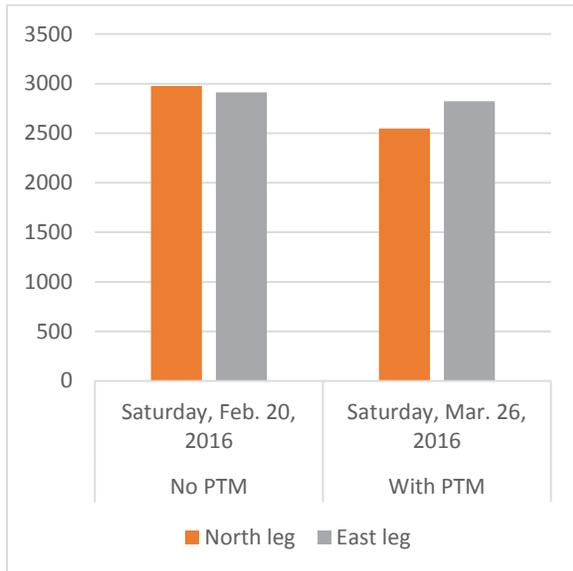
**Figure 4, Figure 5, Figure 6, and Figure 7** present the pedestrian crossing volumes with and without PTM's for the north and east exit legs for a Weekday, Friday, Saturday, and Sunday, respectively.



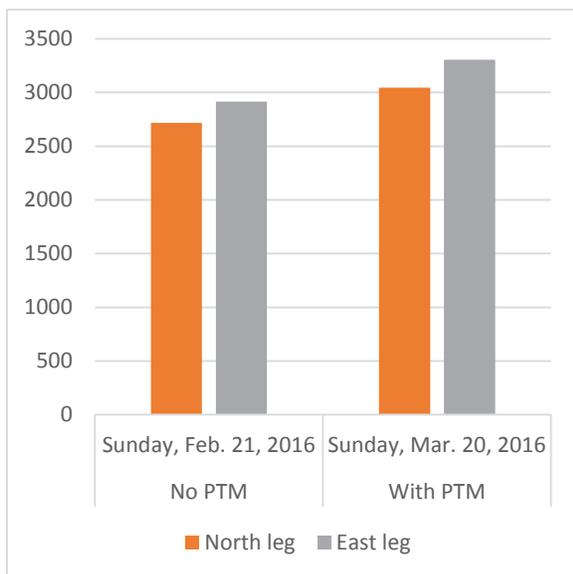
**Figure 4**  
**Weekday Pedestrian Crossing Volume Comparison (12:00 PM – 6:00 PM)**



**Figure 5**  
**Friday Pedestrian Crossing Volume Comparison (12:00 PM – 6:00 PM)**



**Figure 6**  
**Saturday Pedestrian Crossing Volume Comparison (12:00 PM – 6:00 PM)**

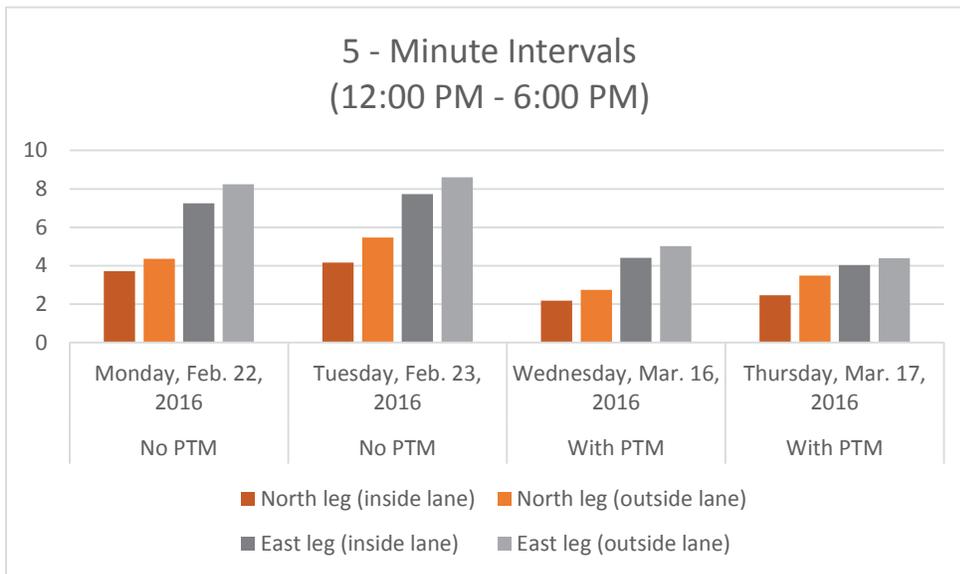


**Figure 7**  
**Sunday Pedestrian Crossing Volume Comparison (12:00 PM – 6:00 PM)**

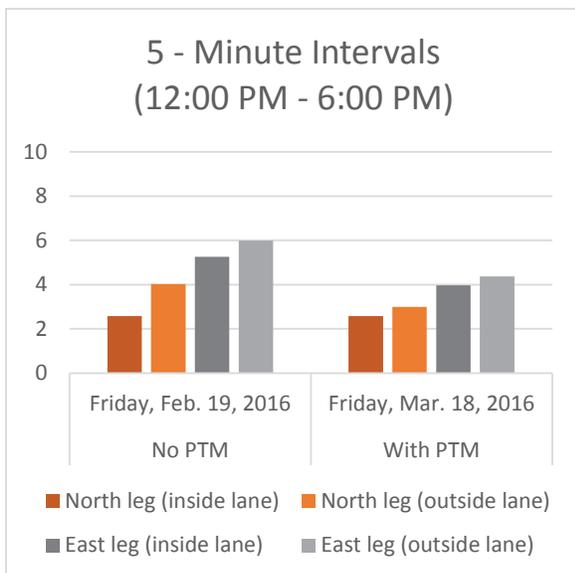
### *Queue Frequency Comparison*

Queue frequency can be defined as the number of times a car stops and begins to form a queue. While there were slight increases in the average five-minute queue length, the average five-minute queue frequencies generally decreased when the PTM's were present. Both the north and east exit legs experienced average queue frequencies that were equal to or less than those before PTM's were deployed. The decrease in queue frequency is expected because the PTM's were preventing pedestrians to cross the street at-will and instead enabled them to cross as larger groups at controlled intervals, thus reducing the amount of times vehicles had to stop and ultimately enabling better, more predictable traffic flow.

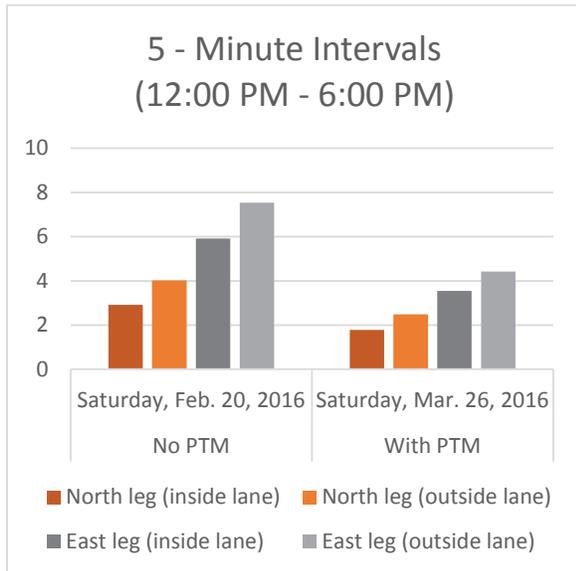
Figure 8, Figure 9, Figure 10, and Figure 11 present the average queue frequencies with and without PTM's for the north and east exit legs for a Weekday, Friday, Saturday, and Sunday, respectively.



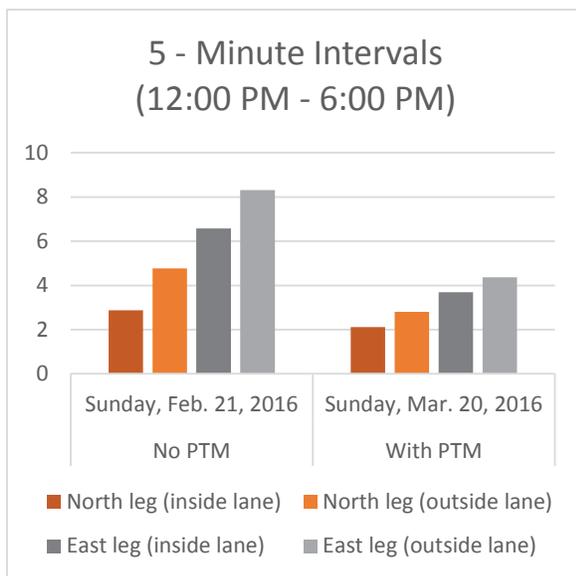
**Figure 8  
 Weekday Average Queue Frequency Comparison**



**Figure 9  
 Friday Average Queue Frequency Comparison**



**Figure 10**  
**Saturday Average Queue Frequency Comparison**

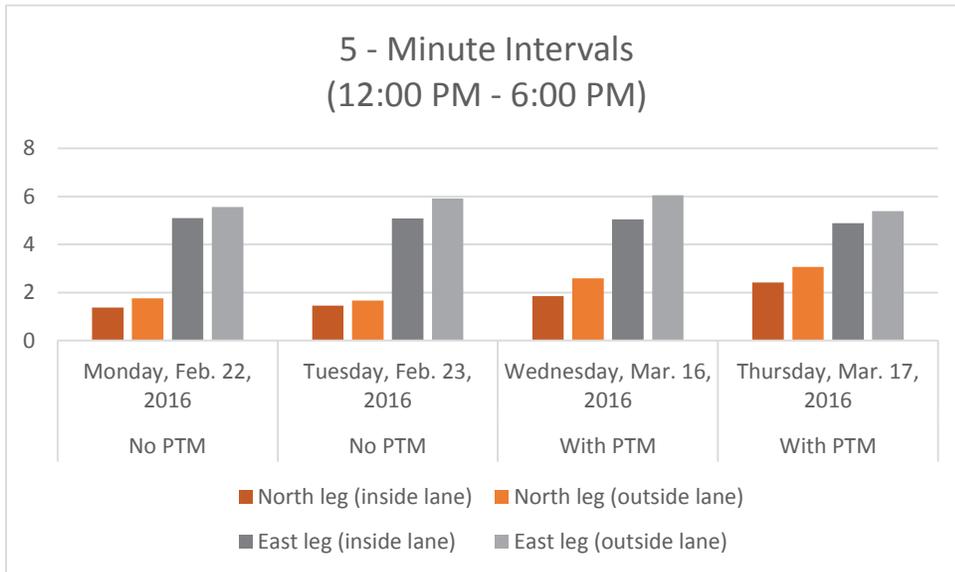


**Figure 11**  
**Sunday Average Queue Frequency Comparison**

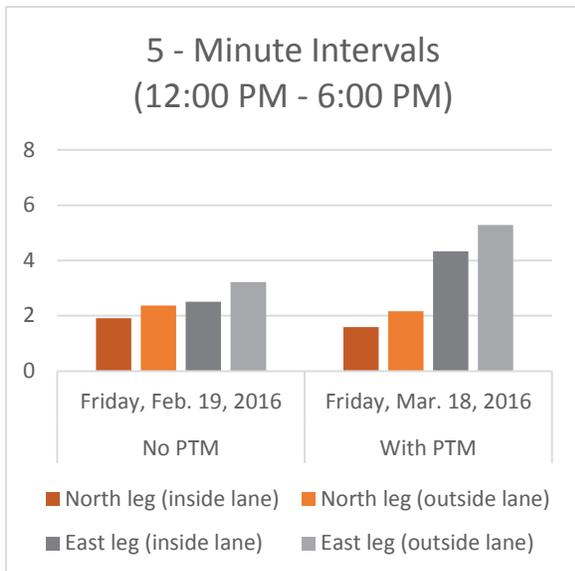
*Queue Length Comparison*

Overall, the average five-minute queue length for the north and east exit legs slightly increased when the PTM's were present. Longer queues were expected because the PTM's job were to hold pedestrians back until they have accumulated and then cross them at a single time. When this is done successfully, the pedestrian crossing time will be slightly longer due to the larger group of pedestrians crossing at once and, as a result, vehicle queue lengths increase. However, the increases were very slight; queue lengths generally increased by one vehicle, with the exception of the north exit leg queue length during the weekday which increased by two vehicles during a single five-minute period.

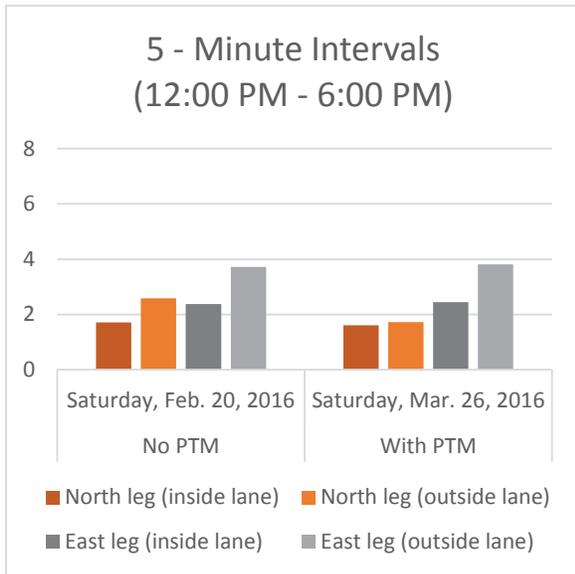
**Figure 12, Figure 13, Figure 14, and Figure 15** present the average queue lengths with and without PTM's for the north and east exit legs for a Weekday, Friday, Saturday, and Sunday, respectively. Additionally, **Figure 16, Figure 17, Figure 18, and Figure 19** display these results on an aerial for a Weekday, Friday, Saturday, and Sunday, respectively.



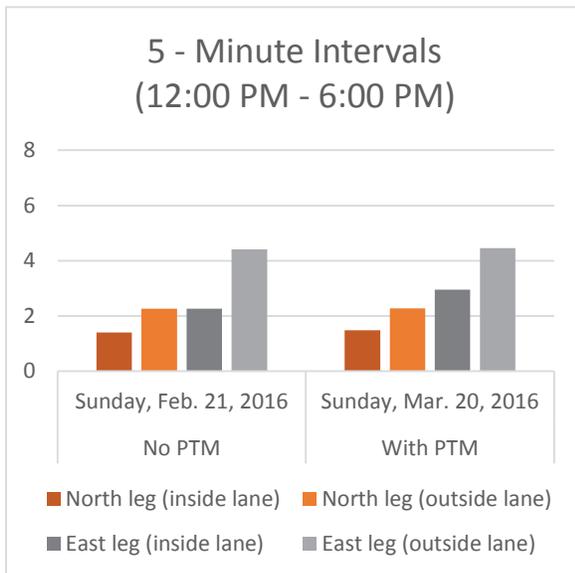
**Figure 12**  
**Weekday Average Queue Length Comparison**



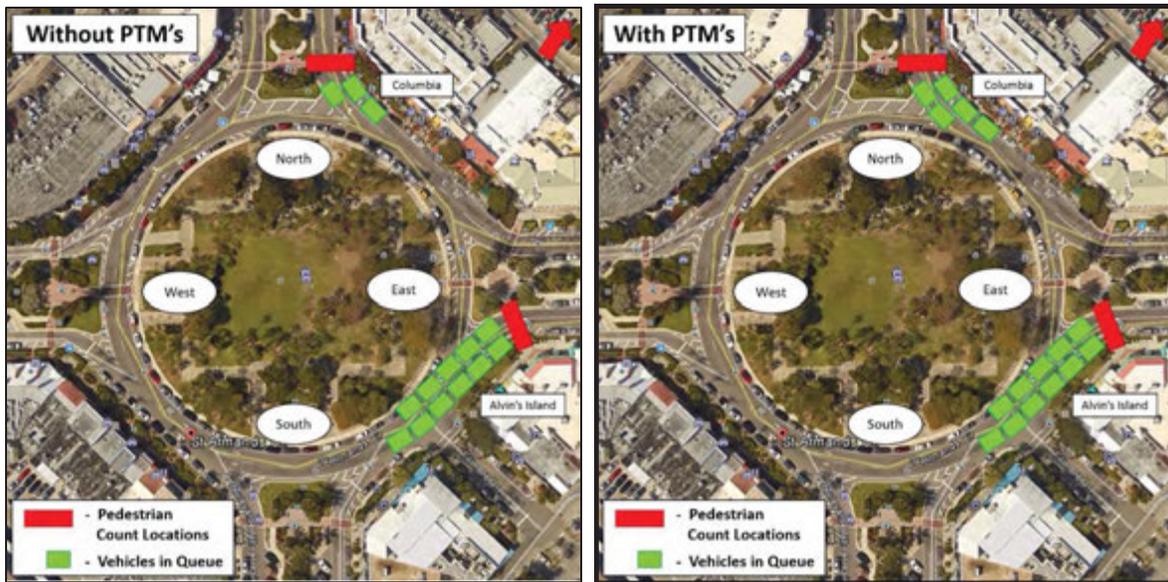
**Figure 13**  
**Friday Average Queue Length Comparison**



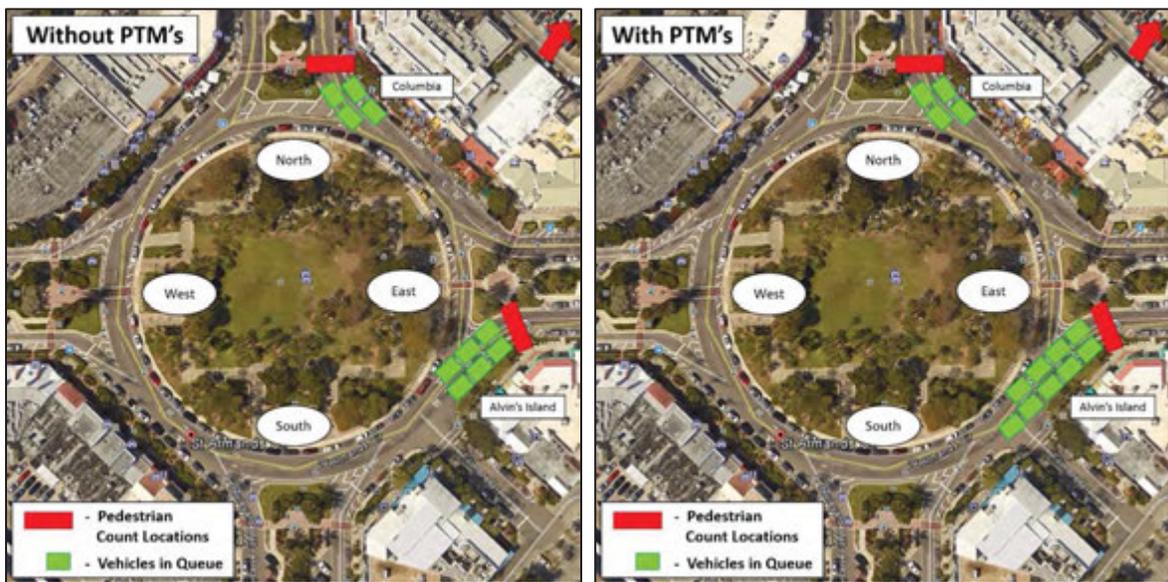
**Figure 14**  
**Saturday Average Queue Length Comparison**



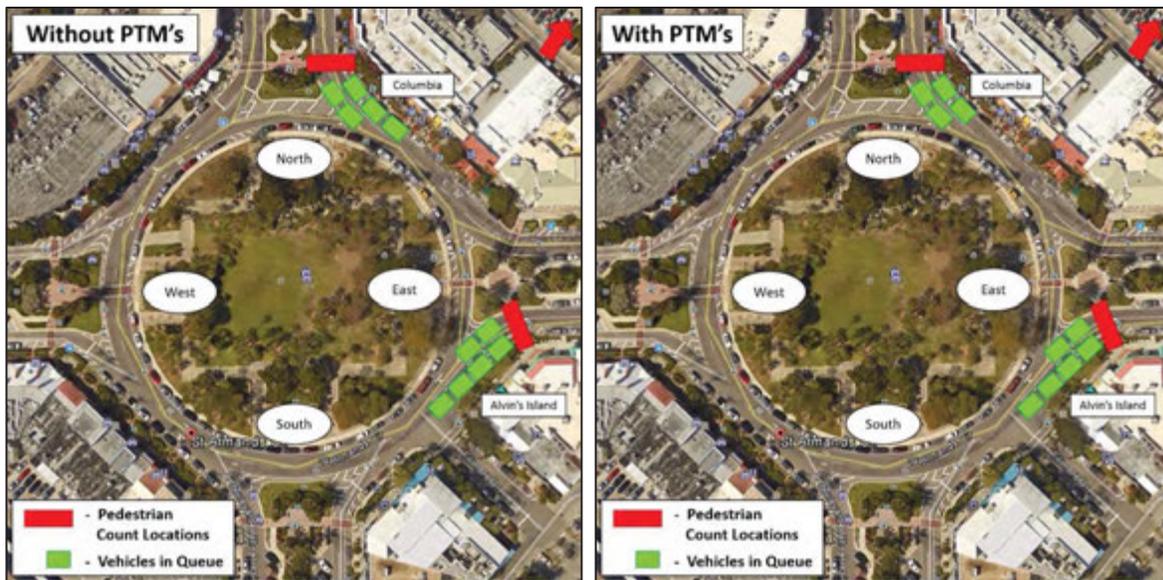
**Figure 15**  
**Sunday Average Queue Length Comparison**



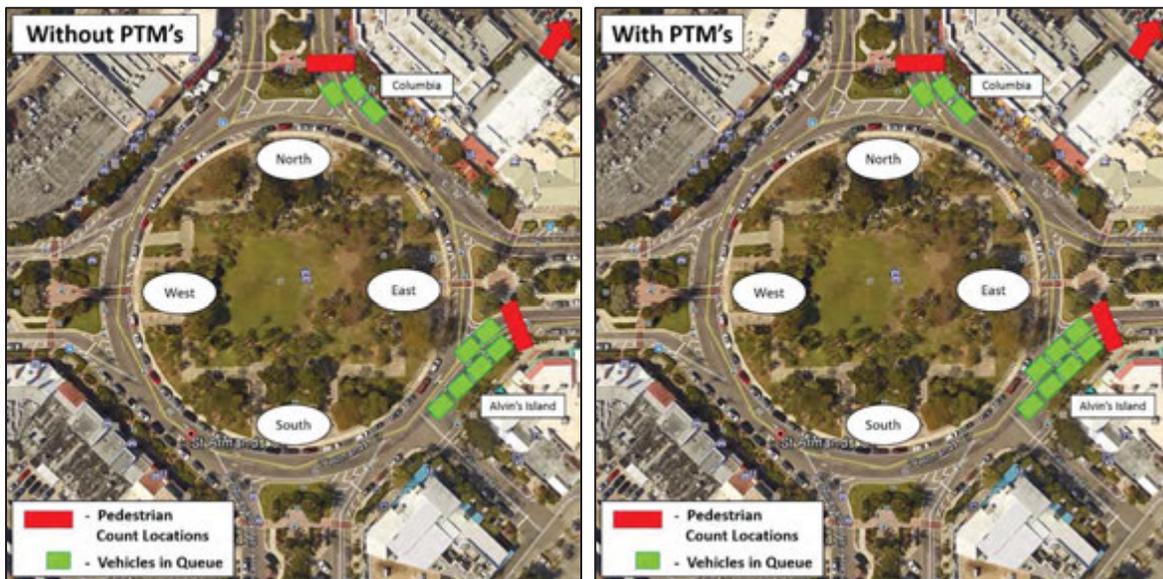
**Figure 16**  
**Weekday Average Queue Length Comparison (5-Minute Intervals)**



**Figure 17**  
**Friday Average Queue Length Comparison (5-Minute Intervals)**



**Figure 18**  
**Saturday Average Queue Length Comparison (5-Minute Intervals)**



**Figure 19**  
**Sunday Average Queue Length Comparison (5-Minute Intervals)**

### *Data Analyses*

Once PTM's were deployed at St. Armands Circle, average queue lengths increased slightly, but average queue frequencies decreased. The presence of PTM's permitted the pedestrians to cross the street within the crosswalk in platoons, which decreased delays for vehicles by reducing the frequency of stops. As a result, the PTM program successfully improved overall traffic and pedestrian conditions at the circle.

*Public Feedback*

During the program, the PTM's received numerous positive comments from pedestrians regarding the program. FDOT staff in Bartow did receive some negative comments via email and phone. A program questionnaire has been prepared and sent out by FDOT to the St. Armands Circle Association, The City of Sarasota, and the Town of Longboat Key. The comments were reviewed and are included in Appendix B.

In summary, seven questionnaires were returned to FDOT from one Anonymous person, one person with an unknown association (C. Barlow), three local St. Armands Key and Lido Key residents (Ken Cox, Hugh Fiore Jr., who is President of the St. Armands Circle Residents Association, and Karen Wehner), one business owner on City Island near Mote Marine Laboratory (David Pilston) and one City of Sarasota Police Department Officer (Scott Patrick).

Law enforcement comments on the program were received from Officer Scott Patrick. Pointed comments include:

- PTM's greatly assisted the flow of vehicle traffic around the circle.
- Noticed significant change in N. Boulevard of the President's exit to Longboat Key due to PTM's stopping the free flow of pedestrians.
- Stated the PTM's with reflective vests greatly improved the safety of pedestrians. Easier to see than flashing lights at crosswalks.
- Felt that PTM's were stationed correctly during high vehicle hours and busy pedestrian days and times.
- Stated definitively that the program should be used again in spring 2017.
- Suggested that the crosswalks have flashing signs and flashing LED lights be embedded in the crosswalks.

Comments received from the Anonymous respondent and C. Barlow (who did not identify himself/herself).

- The Anonymous respondent stated that the program "probably" improved traffic circulation and pedestrian safety.
- Barlow stated that traffic is not worse than prior years; Vehicles stop regularly for pedestrians, no additional assistance is needed; No real benefit, do not continue the program.

Critical comments on the program were received from residents Ken Cox and Karen Wehner, while resident Hugh Fiore Jr. saw some benefit.

- PTM's interrupted traffic flow for pedestrians; while the program did not have a great effect on the residents of St. Armands Circle, it may have had some beneficial effect on through traffic moving from the City to Longboat Key.
- No added safety, biggest issue is pedestrians crossing between parked cars.
- No real benefit, do not continue the program.
- Suggested eliminating parking around the circle; eliminate all parallel parking; build a bridge from Sarasota to Longboat Key to eliminate Longboat Key cut through traffic; install speed tables on all approaches and exits to the circle; consider raised crosswalks around the circle and at Madison Drive and South Adams Drive.

Generally critical comments were received from business owner David Pilston.

- It may – or may not – have reduced frequency of stops around the circle but the real problem is not the circle. Real bottlenecks are the bridges beyond the circle, not the circle itself.
- Might have caused confusion due to PTM's not being at all crosswalks and there are 18 crosswalks on St. Armands.
- A valiant effort but the program is of no significant value due to the backups from the bridges.

#### *Pedestrian Traffic Manager Observations*

Observations from the PTM on site supervisor and PTM's were collected and are included in Appendix C. It is safe to say these recorded comments are representative of pedestrians using the circle.

Summarized comments from the PTM's are:

- Very positive feedback was received from pedestrians around the circle. The PTM's received thousands of verbal thank you's and compliments.
- Positive comments and thumbs up were received from most vehicle motorists.
- Some vehicle motorists commented on improved traffic flow. One PTM, a Longboat Key resident, agreed with this comment.
- Some vehicle motorists were not happy waiting for controlled pedestrian crossings.
- Some vehicles motorists were frustrated with bumper to bumper traffic heading toward the City in late afternoons. This was a constant occurrence during the PTM deployment.

#### *Other Observations*

Pedestrian foot traffic on the east end of the circle is the heaviest. When PTM's first started and only manned the exiting traffic towards downtown Sarasota, it became evident within the first day that the volume of pedestrians crossing from the south to the north was very heavy. This may be related to the free public parking availability on the south side of the circle. The steady flow of pedestrians cause inbound traffic heading into the circle to stop for long periods of time. By manning this location, the PTM's were able to meter the pedestrians waiting for gaps in the vehicular traffic then crossing the pedestrians and maintaining order for both pedestrians and vehicles.

Parallel parking and angular parking on the Lido Key exit is problematic and backs up vehicular traffic into the circle which in turn restricts vehicle entry into the circle from the Longboat Key approach. Parking along the interior of the circle also restricts traffic circulation. Parallel parking on a curve is a time consuming movement and circulation is affected.

At times, the valet parking service creates a backup in the northeast quadrant and can affect entry into the circle from downtown Sarasota.

#### *Conclusion*

A goal of the program was to improve traffic circulation along St. Armands Circle. During the afternoon peak hours, the use of PTM's does not improve traffic circulation due to the backup

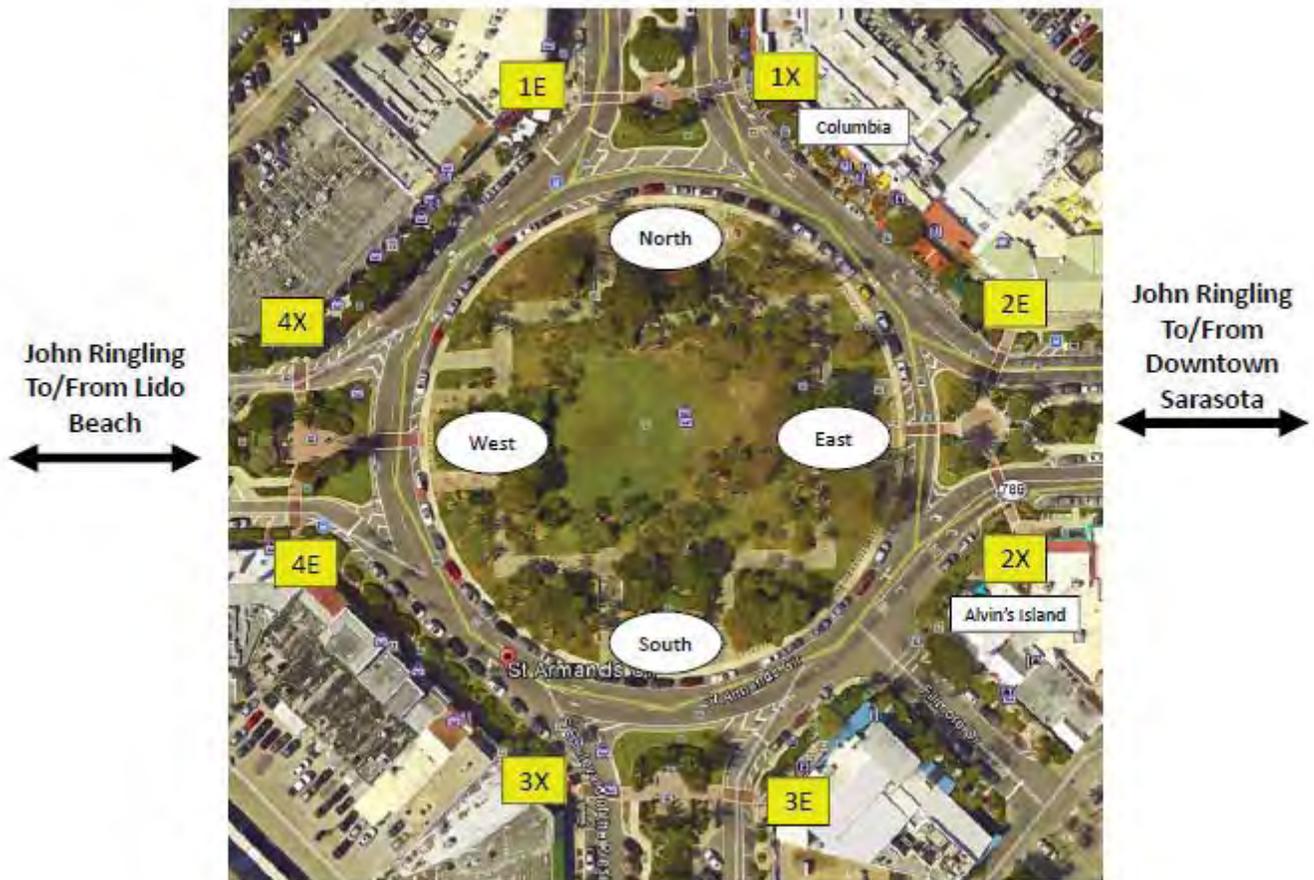
from bridges on Ringling Causeway (to downtown Sarasota) and N. Boulevard of the Presidents (to Longboat Key). A reduction in traffic queueing frequency when pedestrians are metered was proven. PTM's received glowing remarks from pedestrians around the circle, including the disabled and elder users. While some survey responses were critical of the program, the comments are not consistent with feedback received from pedestrians along the circle. Some pedestrians and drivers were impatient and probably did not understand the purpose of the program. Sarasota Police Officer Scott Patrick's comments are important and very supportive of the program.

#### *Recommendations*

1. Explore alternative valet parking areas outside the circle.
2. Consider removal of the parallel parking on the north side of the Lido Key exit and placement of a bypass lane to improve vehicular circulation.
3. Consider removing interior circle parking when the planned parking garage is built and in operation.
4. Consider flashing signs and flashing LED lights in the crosswalk as suggested by Officer Scott Patrick.
5. Conduct the PTM program in 2017 from Wednesday March 8<sup>th</sup> through Friday April 14<sup>th</sup> (not including Mondays and Tuesdays) from 12:00 PM to 6:00 PM. PTM's should be posted at a minimum at the Longboat Key and downtown Sarasota entries and exits.

## **Appendix A – PTM Daily Reports**

## Weekly Report for the period of Wednesday March 9 through Sunday March 13



Wednesday March 9, 2016

We had present 6 PTM's & 1 Supervisor (Gerard Falcone) plus Trainer (Carl Vitale)

**Post # 1** 2 - PTM's North/East Crosswalk of John Ringling Blvd traffic coming from Sarasota. (2E)  
This post was manned for the entire tour from 11:30 am x 6:30 pm. From the hours of 11:30 am x 3 pm traffic heading into the circle from Sarasota was steady to heavy. From 3 pm until 6:30 pm the traffic went from steady to extremely light with no vehicles at all for minutes at a time. This caused a safety concern when vehicles were present they seemed to be traveling at a high rate of speed towards the circle from Sarasota. The PTM's were vital at this location to assist the pedestrian to safely cross at this location for their entire tour.

**Post # 2** 2 - PTM's North/East Cross walk Presidents Blvd towards Longboat Key. (1X)  
This post was manned for the entire tour from 11:30 am x 6:30 pm. From the hours of 11:30 am x 3 pm traffic at this location was steady with a heavy pedestrian presence utilizing the crosswalk. From 3:30 pm x 6:30 pm traffic heading into Longboat key was much lighter with at times the road being

vehicle free approaching the crosswalk heading North towards Longboat Key, very heavy Pedestrian presence here all day.

**Post # 3** 2 PTM's North/West Cross walk exiting Longboat Key. (1E)

This post was manned from the hours of 11:30 x 3 pm. Heavy pedestrian presence here as well. Vehicle exiting Longboat Key were for the most part disregarding the stop sign entering the circle which didn't not give a break in vehicle traffic for the Pedestrians to cross at this location. As the vehicle traffic increased later in the day in the circle, vehicle traffic had no choice but to slow down and stop at the stop sign giving the Pedestrians an opening to safely cross at this location. These 2 PTM's were post changed at 3:15 pm to the South/West crosswalk of John Ringling Blvd traffic exiting from Lido Beach. (4E)

Traffic at this location quickly increased due to rush hour & exiting beach traffic coming to a standstill. At 4:30 pm the PTM's were returned to their original am assignment (1E) due to heavy and consistent pedestrian presence on the North side of the circle.

Channel 7 news was on-site at mid-day and returned in the late afternoon. Carl Vitale was interviewed on camera along with numerous pedestrians.

Thursday March 10, 2016

6 PTM's plus 1 Supervisor plus 1 Trainer

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Today's postings focused on the two lane exits of the circle (1X and 2X) and the heaviest traffic volume entrance with the busiest pedestrian crossing (2E).

Friday March 11, 2016

6 PTM's plus 1 Supervisor plus 1 Trainer

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Saturday March 12, 2016

6 PTM's plus 1 Supervisor plus 1 Trainer

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

On Saturday morning the vehicular & pedestrian traffic was light at the start of the tour. As the day progressed vehicular traffic increased with high volumes entering the Circle heading towards Lido Key,

this continued for a good part of the afternoon until about 4:30 pm when the trend reversed leaving the area to Sarasota. Light vehicular traffic heading to Longboat Key for the most of the day. Pedestrian volumes were the heaviest between the hours of 1 pm x 5 pm

#### Sunday March 13, 2016

6 PTM's plus 1 Supervisor plus 1 Trainer

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Sunday was the lightest day of the week. Volumes didn't start to increase until the afternoon around 1:30 pm with most vehicles exiting the Circle towards Lido Key. Longboat Key traffic light on this day. Pedestrians were the lightest as well on Sunday. The exit towards Sarasota stayed the same with volumes increasing around 4:30 pm.

We received many positive comments from pedestrians the entire week.

### **Weekly Report for the period of Wednesday March 16, 2016 through Sunday March 20, 2016**

#### Wednesday March 16, 2016

6 PTM's & 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

This is the second Wednesday that we worked at St. Armand's Circle and it seems to be the busier of the weekdays. Very similar as the past Wednesday with both vehicular & pedestrian volumes increasing as the day went on until about 2:30 pm – 3:00 pm with steady vehicular traffic heading towards Lido Key & Longboat Key. The north side of the circle was busy & steady with pedestrians. Vehicular traffic heading east towards Sarasota started around 4:00 pm – 4:30 pm becoming very heavy from about 5:30 pm (at times coming to a complete stop) until we finished at 6:30 pm. Pedestrians stayed steady for most of the afternoon between the hours of 1:00 pm – 6:00 pm.

#### Thursday March 17, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Thursday's vehicular & pedestrian traffic similar to Wednesday with the exception of staying a little heavier later in the day, with heavier pedestrian volumes around the bars & restaurants, most like due to St. Patrick's Day. Vehicular traffic seems to have the same pattern heading back into Sarasota, coming to a complete stop at times during the rush hour. Pedestrians were heavy for most of the afternoon.

#### Friday March 18, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Friday very similar to the past two days with the inbound vehicular traffic from Sarasota into the circle staying steady until 2:30 pm – 3:00 pm with steady flow in the direction of Longboat & Lido Keys. The outbound vehicle traffic started a little earlier around 4:00 pm on this day. Pedestrian volumes stayed constant for most of the afternoon between the hours of 1:00 pm – 5:00 pm. Once again during the rush hour, vehicular traffic at times completely stopping heading back into Sarasota.

Jeff Trim was on site from 1:00 pm to 3:15 pm. Jeff spoke with two female pedestrians who regularly walk St. Armands Circle and they stated the PTM's helped greatly and one of the females said the program was "brilliant".

#### Saturday March 19, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30 and was unable to post our PTM's until 1:30 pm due to lightening and heavy rains, at which point rain lightened up and the PTM's were posted. For most of the day vehicles & pedestrian traffic was very light due to the weather, it continued to rain for the majority of the time we were working and never really stopped completely. At 5:40 pm. The PTM's were removed from their assignments due to heavy rain & strong gusty winds. Gerard felt because of the weather conditions it was to hazardous to continue to have our people posted on their assignments. At 6:15 he released them for the day.

#### Sunday March 20, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30 am. Weather overcast and dry. Pedestrian and Vehicle Traffic was light to moderate. Pedestrians and passers-by complimented our presences and requested that we be out there full-time.

## **Weekly Report for the period of Wednesday March 23 through Sunday March 27**

### Wednesday March 23, 2016

6 PTM's & 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm  
2 PTM's posted at 2X from 11:30 am X 6:30 pm  
2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather sunny and dry. Pedestrian and Vehicle Traffic was light to moderate. No incidents. Pedestrians and passers-by are still complimenting our presences and requested that we be out there full-time.

### Thursday March 24, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm  
2 PTM's posted at 2X from 11:30 am X 6:30 pm  
2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather sunny and dry. Pedestrian and Vehicle Traffic was light to moderate. No incidents. Pedestrians and passers-by are still complimenting our presences and requested that we be out there full-time.

### Friday March 25, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm  
2 PTM's posted at 2X from 11:30 am X 6:30 pm  
2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather overcast and dry. Pedestrian and Vehicle Traffic was light to moderate. No incidents. Pedestrians and passers-by continue to compliment our presences and requested that we be out there full-time.

Saturday March 26, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather sunny, hot and dry. Pedestrian and Vehicle Traffic was light. No incidents. Pedestrians and passers-by continue to compliment our presence and requested that we be out there full-time.

Sunday March 27, 2016

PTM's were not deployed on this day (Easter Sunday) because previous Sunday's have seen lighter pedestrian and vehicular traffic, and the same is expected on Easter Sunday.

## **Weekly Report for the period of Wednesday March 30 through Sunday April 3**

Wednesday March 30, 2016

We had present 4 PTM's & 1 Supervisor from 11:30 am to 3:00 pm. We had 1 additional PTM from 3:00 pm to 6:30 pm, for a total of 5 PTM's.

2 PTM's posted at 1X from 11:30 am X 3:00 pm

0 PTM's posted at 2X from 11:30 am X 3:00 pm

2 PTM's posted at 2E from 11:30 am X 3:00 pm

1 PTM's posted at 1X from 3:00 pm X 6:30 pm

2 PTM's posted at 2X from 3:00 pm X 6:30 pm

2 PTM's posted at 2E from 3:00 pm X 6:30 pm

Held roll call at 11:30am. Weather sunny and dry. Pedestrian and Vehicle Traffic was light. No incidents. Pedestrians and passers-by continue to compliment.

NOTE: WE WERE SHORT ON MAN POWER FROM 11:30AM TO 3:00 PM. 1 PTM CAME IN AT 3 PM WHICH ALLOWED US TO COVER ALL 3 POSTS.

Thursday March 31, 2016

6 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather sunny, hot and dry. Pedestrian and Vehicle Traffic was light to moderate. No incidents.

Friday April 1, 2016

4 PTM's plus 1 Supervisor

0 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

2 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather sunny, hot and dry. Pedestrian and Vehicle Traffic was light. No incidents.

Saturday April 2, 2016

4 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

0 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather: cloudy late day rain and lightning, Pedestrian and Vehicle Traffic was very light. No incidents. Rain delay from 2pm-4pm, due to heavy rains and lightening.

Sunday April 3, 2016

4 PTM's plus 1 Supervisor

2 PTM's posted at 1X from 11:30 am X 6:30 pm

2 PTM's posted at 2X from 11:30 am X 6:30 pm

0 PTM's posted at 2E from 11:30 am X 6:30 pm

Held roll call at 11:30am. Weather: Sunny and beautiful. Pedestrian and Vehicle Traffic was light. No incidents.

## **Appendix B – Program Questionnaire**

**Responses By:**

**Anonymous**

**C. Barlow**

**Ken Cox – St. Armands Key resident**

**Hugh Fiore Jr. – President of the St. Armands Residents Association**

**Officer Scott Patrick – Sarasota Police Department**

**David Pilston – Save Our Birds, Inc.**

**Karen Wehner – Lido Key resident**

1. Do you feel that that the Pedestrian Traffic Program helped improve traffic circulation around the circle? Yes or No with an explanation.

Probably. At the beginning, they were a hindrance, but perhaps that was just lack of experience. They would stand close to the road, so it would appear that they might step into the road, but it was hard to tell their intentions. So, whenever they were there, I felt I had to come to a stop in my car. As time went on, they didn't seem to do this.

2. Do you feel that the Pedestrian Traffic Program improved the safety of pedestrians using the circle to visit businesses? Yes or No with an explanation.

Probably. As I am usually driving around St. Armands, I will leave it to pedestrians to give their opinion.

3. Overall, do you feel the Pedestrian Traffic Management Program was beneficial to the users of St. Armands Circle? Yes or No with an explanation.

Not sure how this question differs from those above.

4. Were the days and times the PTM's were stationed appropriate in your opinion? Yes or No with an explanation.

5. Do you feel the program should be used again in spring 2017? Yes or No with an explanation.

6. Please provide any suggestions for improvement of the program.

1. Do you feel that that the Pedestrian Traffic Program helped improve traffic circulation around the circle?

Yes or No with an explanation.

**No. I've been in Sarasota for 30 years and even owned a business on St. Armands Circle. Traffic isn't really much worse than prior years. In peak season people expect to be a bit slower. Traffic doesn't deter people from going thru St. Armands.**

2. Do you feel that the Pedestrian Traffic Program improved the safety of pedestrians using the circle to visit businesses?

Yes or No with an explanation.

**No. I've never had a problem with cars stopping for pedestrians. Do you have statistics on pedestrian injuries at St. Armands. Please don't use "safety" without supporting data. Anyway, aren't "traffic circles" supposed to "Calm" traffic and be much better for pedestrians? Are you now saying all these new traffic circles will need crossing guards all around Sarasota?**

3. Overall, do you feel the Pedestrian Traffic Management Program was beneficial to the users of St. Armands Circle?

Yes or No with an explanation.

**No. See above**

4. Were the days and times the PTM's were stationed appropriate in your opinion?

Yes

or No with an explanation.

**No. They should not be there at all**

5. Do you feel the program should be used again in spring 2017?

Yes or No with an explanation.

**No. There is a huge push for traffic circles all over the county. Are you suggesting we will need crossing guards at Fruitville & 41? Orange & Main. You can't argue that you want to "calm" traffic and then hire crossing guards to push the traffic through! Either they work for cars and pedestrians or they don't.**

6. Please provide any suggestions for improvement of the program.

**Cancel it!**

---

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Please Provide Name and Contact Information – Preferred for possible follow up but optional

Name: C. Barlow

Address: Sarasota, FL

Business Name (if applicable):

Phone Number:

Email Address: [barlowcr@gmail.com](mailto:barlowcr@gmail.com)

---

Return survey via email or regular mail by May 13, 2016 to:

Ms. Tricia Labud  
Project Manager  
Florida Department of Transportation  
District One, MS 1-8  
801 N. Broadway  
Bartow, FL 33830

**From:** [Labud, Tricia](#)  
**To:** [Jeff Trim](#)  
**Subject:** FW: St Armands Circle Pedestrian Traffic Management Program Survey  
**Date:** Wednesday, May 11, 2016 2:27:31 PM

---

Jeff,

Please see the survey below.

Thanks,

*Tricia M. Labud*

**Traffic Studies/Analysis Specialist**  
**Florida Department of Transportation**  
**District One, MS 1-8**  
**801 North Broadway Avenue**  
**Bartow, FL 33830**  
**Phone: (863) 519-2205**  
**Email: [tricia.labud@dot.state.fl.us](mailto:tricia.labud@dot.state.fl.us)**

---

**From:** Kenneth Cox [mailto:ken.cox@me.com]  
**Sent:** Wednesday, May 11, 2016 11:49 AM  
**To:** Labud, Tricia <Tricia.Labud@dot.state.fl.us>  
**Cc:** Kenneth Cox <ken.cox@me.com>  
**Subject:** St Armands Circle Pedestrian Traffic Management Program Survey

## **St Armand's Traffic Feedback**

\_\_\_\_\_The Florida Department of Transportation (FDOT), District One, recently conducted a pedestrian traffic management program for St. Armands Circle on St. Armands Key in Sarasota, Florida. The traffic program's goal was to document and measure the effectiveness of controlling and metering pedestrians at the crosswalks in regards to improving vehicular traffic and pedestrian flow around the circle.

The program took place on Wednesdays through Sundays from 12:00 PM to 6:00 PM, March 9, 2016 through April 3, 2016.

Uniformed Pedestrian Traffic Managers (PTM's) were stationed at the curb of selected crosswalks and metered pedestrian activity. The PTM's periodically held back pedestrians from entering the crosswalk in order to create gaps for vehicles to exit the circle freely.

Exit to Longboat Key

Exit to Downtown Sarasota

St Armands Circle Traffic Program Questions

Do you feel that that the Pedestrian Traffic Program helped improve traffic circulation around the circle? Yes or No with an explanation.

No, PTM's interrupted traffic flow before pedestrians where ready to enter the crosswalk. Pedestrians where never held back for traffic to pass, as far as I ever observed. Traffic was held back whenever a pedestrian approached the crosswalk. Timed traffic lights, activated by pedestrians would work better.

2. Do you feel that the Pedestrian Traffic Program improved the safety of pedestrians using the circle to visit businesses? Yes or No with an explanation.

No. The biggest safety hazard to pedestrians are the pedestrians that cross the road from between parked cars. Drivers cannot anticipate these people. More off street parking needs to be provided and parking on the circle should be eliminated. All street parking should be restricted to angle parking only. Sarasota has a lot of tourists and elderly who cannot parallel park. Also, cars parked on the circle "sticking out" into traffic lanes should be ticketed and/or towed.

Overall, do you feel the Pedestrian Traffic Management Program was beneficial to the users of St. Armands Circle? Yes or No with an explanation.

Possibly for the pedestrians, as they where clearly allowed to cross whenever they approached the crosswalk. Traffic however was slowed inappropriately.

St Armands Circle Traffic Program Questions (continued)

Were the days and times the PTM's were stationed appropriate in your opinion? Yes or No with an explanation.

No, see comments above.

Do you feel the program should be used again in spring 2017? Yes or No with an explanation.

No, it did not aid in traffic flow.

Please provide any suggestions for improvement of the program.

Stop the program and if needed install timed traffic lights, activated by pedestrians, at key points when traffic is entering/exiting the circle. These points being the Longboat key exit and the downtown Sarasota exit.

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Please Provide Name and Contact Information – Preferred for possible follow up but optional

Name: Ken Cox

Address:

Business Name (if applicable):

Phone Number:

Email Address: [kendrgon@mac.com](mailto:kendrgon@mac.com)

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Return survey via email or regular mail by May 13, 2016 to:

Ms. Tricia Labud

Project Manager

Florida Department of Transportation

District One, MS 1-8

801 N. Broadway

Bartow, FL 33830

[Tricia.Labud@dot.state.fl.us](mailto:Tricia.Labud@dot.state.fl.us)

**From:** [Labud, Tricia](#)  
**To:** [Jeff Trim](#)  
**Subject:** FW: St. Armands Traffic  
**Date:** Monday, May 16, 2016 7:38:45 AM

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Jeff,

Please see the comments below.

Thanks,

*Tricia M. Labud*

**Traffic Studies/Analysis Specialist**  
**Florida Department of Transportation**  
**District One, MS 1-8**  
**801 North Broadway Avenue**  
**Bartow, FL 33830**  
**Phone: (863) 519-2205**  
**Email:** [tricia.labud@dot.state.fl.us](mailto:tricia.labud@dot.state.fl.us)

---

**From:** HUGH FIORE JR. [mailto:[capthugh@hotmail.com](mailto:capthugh@hotmail.com)]  
**Sent:** Sunday, May 15, 2016 10:29 AM  
**To:** Labud, Tricia <[Tricia.Labud@dot.state.fl.us](mailto:Tricia.Labud@dot.state.fl.us)>  
**Subject:** St. Armands Traffic

Tricia ... Good morning ... Sorry I did not respond to your survey by May 13. The program you had last Season did not have a great effect on the residents of St. Armands. It may have had some beneficial impact on trough traffic moving from the City to Longboat Key. In my opinion what would have the greatest effect around the Circle would be slightly raised crosswalks. They would better identify the crosswalks, and slow the traffic down. We have a situation now when folks get past the Columbia Restaurant going North and get on to North Blvd. of the Presidents that they gun it heading toward Longboat Key. We will have a serious pediatrician or vehicle accident at the intersection of Madison Drive at some time. We have a similar situation going East when folks pass South Adams Drive heading toward the City. We have a broken white line and folks hit the gas. Vehicles entering the Road from North Washington Drive heading East toward the City will be hit by vehicles changing lanes due to the broken white line in this section of John Ringling Blvd. Four raised crosswalks would be the solution to some of the problem. Hugh Fiore Jr. President of the St. Armands Residents Assoc.  
[capthugh@hotmail.com](mailto:capthugh@hotmail.com)

## St Armands Circle Traffic Program

The Florida Department of Transportation (FDOT), District One, recently conducted a pedestrian traffic management program for St. Armands Circle on St. Armands Key in Sarasota, Florida. The traffic program's goal was to document and measure the effectiveness of controlling and metering pedestrians at the crosswalks in regards to improving vehicular traffic and pedestrian flow around the circle. The program took place on Wednesdays through Sundays from 12:00 PM to 6:00 PM, March 9, 2016 through April 3, 2016.

Uniformed Pedestrian Traffic Managers (PTM's) were stationed at the curb of selected crosswalks and metered pedestrian activity. The PTM's periodically held back pedestrians from entering the crosswalk in order to create gaps for vehicles to exit the circle freely.



Exit to Longboat Key



Exit to Downtown Sarasota

## St Armands Circle Traffic Program Questions

1. Do you feel that that the Pedestrian Traffic Program helped improve traffic circulation around the circle?  
Yes or No with an explanation.

Yes, I feel that the Pedestrian Traffic Managers, (PTM) greatly assisted the flow of vehicle traffic around the circle. I noticed a significant change in the traffic pattern on N. Blvd of the Presidents leading to Longboat Key. I feel that this was due to the PTM's stopping pedestrians from crossing the circle every few seconds.

2. Do you feel that the Pedestrian Traffic Program improved the safety of pedestrians using the circle to visit businesses? Yes or No with an explanation.

Yes, I feel that the PTM's visibility with the traffic vests greatly improved the safety of pedestrians attempting to cross the street. Due to the fact that the crosswalks do not have flashing lights like many of the crosswalks on Siesta Key, I feel that having a PTM with a reflective vest is much safer and easier for vehicle drivers to see.

3. Overall, do you feel the Pedestrian Traffic Management Program was beneficial to the users of St. Armands Circle? Yes or No with an explanation.

Yes, The PTM's improved vehicle traffic flow and ensured pedestrian safety.

St Armands Circle Traffic Program Questions (continued)

4. Were the days and times the PTM's were stationed appropriate in your opinion? Yes or No with an explanation.

Yes, I felt that the PTM's were stationed during high vehicle traffic hours and on busy pedestrian traffic days and times.

5. Do you feel the program should be used again in spring 2017? Yes or No with an explanation.

Yes, Absolutely! The program definitely assisted with the extreme vehicle and pedestrian traffic volume on the circle and made the circle a safer place to visit.

6. Please provide any suggestions for improvement of the program.

I feel that the crosswalks at the circle should all be converted to have flashing signs and flashing LED lights embedded in the roadway to draw drivers attention to the pedestrian cross walks.

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Please Provide Name and Contact Information – Preferred for possible follow up but optional

Name: Officer Scott Patrick

Address: 2099 Adams Lane Sarasota FL 34237

Business Name (if applicable): Sarasota Police Department

Phone Number: 941-993-7996

Email Address: Scott.patrick@sarasotagov.com

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Return survey via email or regular mail by May 13, 2016 to:

Ms. Tricia Labud  
Project Manager  
Florida Department of Transportation  
District One, MS 1-8  
801 N. Broadway  
Bartow, FL 33830  
Tricia.Labud@dot.state.fl.us

## St Armands Circle Traffic Program Questions

1. Do you feel that the Pedestrian Traffic Program helped improve traffic circulation around the circle? Yes or No with an explanation.

No. It may – or may not – have reduced the frequency of stops while driving around the circle. But the real problem is NOT the circle. The real bottlenecks are the bridges beyond both ends of the circle (Ringling and New Pass).

2. Do you feel that the Pedestrian Traffic Program improved the safety of pedestrians using the circle to visit businesses? Yes or No with an explanation.

No. It might have caused more confusion and danger. Since some crosswalks had guards and some did not, a motorist could be lulled into thinking that a guard would stop them at a crosswalk where there was no guard.

3. Overall, do you feel the Pedestrian Traffic Management Program was beneficial to the users of St. Armands Circle? Yes or No with an explanation.

No. It probably created more confusion. Furthermore, I believe there are 18 crosswalks on St. Armands. To be complete and consistent, one would have to staff all of them with guards, which would be unrealistic.

4. Were the days and times the PTM's were stationed appropriate in your opinion? Yes or No with an explanation.

No. Again, the program is of no significant value due to the backups from the bridges. Regardless of how long it takes to navigate the circle, a driver is still stuck in the bridge backups as soon as he/she leaves the circle.

5. Do you feel the program should be used again in spring 2017? Yes or No with an explanation.

No. It was a valiant effort, but fruitless.

6. Please provide any suggestions for improvement of the program.

Please Provide Name and Contact Information – Preferred for possible follow up but optional

Name: David Pilston

Address: 554 Blue Jay Pl, Sarasota, 34236

Business Name (if applicable): Save Our Seabirds, Inc.

Phone Number:

Email Address: [dpilston@saveourseabirds.org](mailto:dpilston@saveourseabirds.org)

## St Armands Circle Traffic Program

The Florida Department of Transportation (FDOT), District One, recently conducted a pedestrian traffic management program for St. Armands Circle on St. Armands Key in Sarasota, Florida. The program's goal was to document and measure the effectiveness of controlling and metering pedestrians at the crosswalk in regards to improving vehicular traffic and pedestrian flow around the circle. The program took place on Wednesdays through Sundays from 12:00 PM to 6:00 PM, March 9, 2016 through April 3, 2016.

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Exit to Longboat Key



Exit to Downtown Sarasota

## St Armands Circle Traffic Program Questions

1. Do you feel that the Pedestrian Traffic Program helped improve traffic circulation around the circle? Yes or No with an explanation.

NO. GENERALLY THE TRAFFIC WAS STOPPED DUE TO CONGESTION & THE GUARDS JUST LET THE PEOPLE CROSS FREELY. HE DIDN'T NEED TO STOP TRAFFIC FOR THEM

2. Do you feel that the Pedestrian Traffic Program improved the safety of pedestrians using the circle to visit businesses? Yes or No with an explanation.

NO SEE #1

3. Overall, do you feel the Pedestrian Traffic Management Program was beneficial to the users of St. Armands Circle? Yes or No with an explanation.

NO IT ONLY WAS AT 2 CROSSWALKS. THE TRAFFIC STILL STOPPED DUE TO CONGESTION SO THERE WAS NO IMPROVEMENT IN FLOW. & PEDESTRIANS STILL HAD TO RUN FOR THEMSELVES INCLUDING AT THE INTERSECTION OF N. BLVD. OF THE PRESIDENTS & MADISON DR

St Armands Circle Traffic Program Questions (continued)

4. Were the days and times the PTM's were stationed appropriate in your opinion? Yes or No with an explanation.

NO TRAFFIC IS BUSIEST AT BEACH TIME, SUNSET, DINNER  
+ ON WEEKENDS

5. Do you feel the program should be used again in spring 2017? Yes or No with an explanation.

NO IT'S A WASTE OF MONEY  
BUILD A BRIDGE FROM LONGBOAT KEY TO  
SARASOTA - THAT WILL ELIMINATE ALL THE  
LBK CUT THRU TRAFFIC, WHICH IS THE MAIN PROBLEM

6. Please provide any suggestions for improvement of the program.

PUT SPEED TABLES ON ALL THE ROADS LEADING  
TO + FROM THE CIRCLE

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Please Provide Name and Contact Information – Preferred for possible follow up but optional

Name: KAREN WEHNER  
Address: 517 S. POLK DR  
SARASOTA FL 34236

Business Name (if applicable):

Phone Number: 941-388-2179

Email Address: OURTIME4FUN@COMCAST.NET

---

Return survey via email or regular mail by May 13, 2016 ::

Ms. Tricia Labud  
Project Manager  
Florida Department of Transportation  
District One, MS 1-8  
801 N. Broadway  
Bartow, FL 33830  
Tricia.Labud@dot.state.fl.us

## **Appendix C – PTM Observations**

**Comments By:**

**Gerard Falcone – On Site Supervisor of PTM's**

**Walt Anderson - PTM**

**Lew Bushway - PTM**

**Tim Condon - PTM**

**Lee Wright - PTM**

**From:** [Carl Vitale](#)  
**To:** [Jeff Trim](#)  
**Subject:** FW: Ptm/ supervisor feedback  
**Date:** Thursday, May 19, 2016 7:12:09 AM

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Please see below

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**From:** Gerard Falcone [mailto:gfalcone812@gmail.com]  
**Sent:** Monday, May 16, 2016 4:48 PM  
**To:** Carl Vitale  
**Subject:** Ptm/ supervisor feedback

As the supervisor on site at the St. Armand Circle in Sarasota Florida,

I feel that the positive feedback far out weighed the negative . Numerous pedestrians were saying that this should have been done years ago, and that this will want them to come downtown more often then not. They were tired of the traffic jams and dodging vehicles while crossing.

I did witness some negative feedback from some pedestrian(s), motorist and merchants who were in patient with having to sit still for a few seconds. Some of the negative pedestrian(s) would dartout into the roadway without stopping, looking or caring about oncoming traffic.

On the motorists side you had vehicles speeding up trying to beat the pedestrian(s) to the crosswalk, so he or she didn't have to stop and wait for the pedestrian(s) to cross.

A large percentage of merchants and pedestrians praised the PTM'S for being out there helping pedestrians and controlling the flow of traffic and preventing major backups .

Overall , I believe that the PTM'S being on site for this detail help tremendously with the flow of motor vehicle traffic and pedestrian traffic.

In my opinion, the PTM'S working this detail did a tremendous job controlling all aspects of motorist and pedestrian traffic control.

I highly recommend that all of the PTM'S that worked this detail be called upon for all future traffic control at this location.

They worked hard day after day making sure that the pedestrians were safely crossing while still controlling motor vehicle traffic and making this trial period a success.

Thank you,  
Gerard Falcone  
Onside supervisor  
St. Armand Circle  
Sarasota Florida

**From:** [Carl Vitale](#)  
**To:** [Jeff Trim](#)  
**Subject:** FW: St. Armand's Circle  
**Date:** Thursday, May 19, 2016 7:11:07 AM

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[Please see below](#)

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**From:** Walter Anderson [mailto:kraemeranderson5@gmail.com]  
**Sent:** Wednesday, May 18, 2016 10:30 AM  
**To:** Carl Vitale  
**Cc:** gfalcon812@gmail.com  
**Subject:** St. Armand's Circle

Dear Carl,

Sorry for the delay, My experience on St Armand's Circle was rather pleasant. The majority of pedestrians and motorists were very pleased to have us there and most often thanked us for our presence. They all felt safer. Not surprisingly there was a small number of pedestrians who were rude as they barreled through the crosswalk without looking. The same goes for motorists who hated waiting for a few seconds longer to allow some folks to make it to the crosswalk..The whole process made me more aware of what these people were thinking or expecting. The rude people were in too much of a hurry, having a bad day, or simply just miserable people.

I wanted to commend Gerald Falcone for doing a fantastic job supervising our crew. Also I wanted to thank all the team members for doing such a good job.I consider them all to be my friends.

Sincerely,

Walt Anderson.

**From:** [Carl Vitale](#)  
**To:** [Jeff Trim](#)  
**Subject:** FW: Saint Armands Circle  
**Date:** Thursday, May 19, 2016 7:11:51 AM

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Please see below

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**From:** Lew Bushway [mailto:[lewbushway@gmail.com](mailto:lewbushway@gmail.com)]  
**Sent:** Monday, May 16, 2016 7:50 PM  
**To:** Carl Vitale  
**Cc:** Gerard Falcone  
**Subject:** Saint Armands Circle

Dear Sirs

Lew Bushway

I'm sending you this note to relate my experiences while working the traffic detail on St. Armands Circle. The experience was 99% positive. I was telling my fellow workers after the first day, that I've never in my life received so many thank you's. The overwhelming majority of people: Which, includes shoppers, tourist from all over the world, shop owners, employees, people shouting from their cars and general local traffic were mostly all positive. They were saying things like thank you of course (one Sat., I did a count, and I got 191 thank you's in a hour), to why didn't they do this years ago, to it's about time, to you guys are doing a great job, to you guys are greatly appreciated. I never had a more gratifying experience.

On the 1% side. There was one lady who said as a pedestrian she had the right of way anyways and she didn't have to wait for me. I explained to her that I was just there to look out for her and keep her safe and then she was fine. I had another incident with two guys who had a lot to drink, it was nothing I had to make sure they got across the road safely. There was another motorist who flipped me off because he had to wait at the cross walk like thirty seconds and that was because I had an unusual large group of pedestrians who had to cross at one time and that's about it.

I was working with a great crew who took the time to train me correctly and I found the whole experience to be very gratifying.

Thank You  
Lew Bushway

**From:** [Carl Vitale](#)  
**To:** [Jeff Trim](#)  
**Subject:** FW: St. Armand's Circle  
**Date:** Thursday, May 19, 2016 7:11:32 AM

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Please see below

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**From:** tim condon [mailto:timgoldwingguy@gmail.com]  
**Sent:** Monday, May 16, 2016 8:19 PM  
**To:** Carl Vitale  
**Cc:** gfalcone812@gmail.com  
**Subject:** St. Armand's Circle

I worked the St. Armand's post every day for the length of the contract. During that time I estimate the positive feed back outweighed the negative at about a nine to one ratio. I had numerous pedestrians thank me on a daily basis for the service we were providing, many times hearing the phrase this should have been done many years ago, it is about time the traffic problem has been addressed. On multiple occasions, motorists would stop and tell me how much they appreciate the service and how nice it is to get through circle with out pedestrians walking in front of them causing traffic slow downs.

In my opinion, the majority of the negative comments were heard at around 1600hrs. when traffic was at its heaviest. This was due to people leaving the area beaches at the same time many people were getting out of work and trying to make their way home. This influx of traffic led to slow downs way up in downtown Sarasota and back into the circle. Simply put, the road way and bridge leading from the circle are just not designed to accommodate the amount of traffic using them.

On many occasions, I was offered gratuities for my service, which I graciously declined, asking the person making the offer to please make a donation at the local Good Will organization. This is a charity my wife and I have supported for many years and I felt the money could be better used staying in the Sarasota community.

I am proud and honored to have been an asset to the St. Armand's community, if only for a short time. I was able to speak with and interact with people from around the country and the world. In my mind each day was a welcome experience and I would be honored and thrilled to continue assisting this program should it continue.

Thank You,

Tim Condon  
22325 Peachland Blvd.  
Port Charlotte, Fl 33954  
239-745-2259

**From:** [Carl Vitale](#)  
**To:** [Jeff Trim](#)  
**Subject:** FW: Traffic Detail St. Armand Circle, Sarasota, Florida  
**Date:** Thursday, May 19, 2016 7:12:44 AM

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Please see below

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**From:** lee wright [mailto:lee.wright2934@gmail.com]  
**Sent:** Wednesday, May 18, 2016 4:32 PM  
**To:** Carl Vitale  
**Cc:** gfalcone812@gmail.com  
**Subject:** Fwd: Traffic Detail St. Armand Circle, Sarasota, Florida

----- Forwarded message -----

**From:** **Don Wright** <[donw99@gmail.com](mailto:donw99@gmail.com)>  
**Date:** Wednesday, May 18, 2016  
**Subject:** Traffic Detail St. Armand Circle, Sarasota, Florida  
**To:** "[lee.wright2934@gmail.com](mailto:lee.wright2934@gmail.com)" <[lee.wright2934@gmail.com](mailto:lee.wright2934@gmail.com)>

I was fortunate to participate in the Traffic detail on St. Armand's Circle as a Pedestrian Traffic Manager during the thirty day trial period. During this time working under the direction of Carl Vitale thru the training period and supervised by Jerry Falcone during the daily shifts. Both who trained and directed myself and all of the PTM's professionally using their knowledge and experience to assure that the project ran safely and efficiently. It was apparent within the first days that the majority of the pedestrians more then welcomed the assistance in crossing the circle evident by the thousands of verbal "thank you's", "so glad you are here", "we feel so much safer", "who can we contact to approve of this project?", handshakes and even a hug from an elderly man on a cane. The majority of the Pedestrian traffic on the circle are either tourists, many with young families pushing carriage and with young children who always welcomed the safety of the traffic being stopped. As well as the local senior population that were often on wheelchairs, walkers and canes or just moving slowly. Not all pedestrians were happy about being held up for a few minutes and became irritated and impatient. Many drivers also thanked us with "thumbs up", and thank you's, stating the traffic flow was greatly improved. There were also the very aggravated drivers that were frustrated before they even got to the circle and upon leaving the circle headed toward the Ringling Causeway viewing the bumper to bumper traffic ahead just became irate. This type of driver reaction was almost always during the afternoon rush. We also heard many positive comments from the merchants. Again, as in the other groups a few impatient that were not as welcoming to the temporary change of not being able to dodge the cars. My impression at the end of the project was that the traffic flowed at a better pace with the queuing of the pedestrians and control of the traffic. I myself a resident of Longboat Key that drives thru the circle almost daily noticed an improvement in the flow. Thank you, Lee Wright

Sent from [Mail](#) for Windows 10

# Notice to the Public

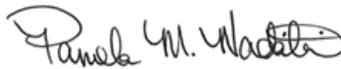
The City of Sarasota is committed to providing qualified disabled individuals an opportunity to participate in Advisory Board meetings.

The City of Sarasota prohibits discrimination in all services, programs, or activities on the basis of race, color, national origin, age, disability, sex or gender, marital or familial status, religion, sexual orientation, veteran status, or genetic information. Persons with disabilities who require assistance or alternative means for communication of program information such as Braille, large print, audiotape, etc., should contact: Stacie Mason, Director of Human Resources, Sarasota City Federal Building, 111 S. Orange Avenue, Sarasota, Florida 34236, (941) 951-3634, or email [Stacie.Mason@sarasotagov.com](mailto:Stacie.Mason@sarasotagov.com).

In accordance with the Americans with Disabilities Act of 1990 and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in a meeting should contact the Office of the City Auditor and Clerk at (941) 954-4160 at least two business days prior to the date of the meeting as to the nature of the auxiliary aids and/or service necessary.

Every effort will be made to provide such aid or service to the extent that they are reasonable, do not result in undue financial or administrative burden, and do not alter the fundamental nature of the meeting. Consideration will be given to the individual's preferred aid or service. However, alternatives may be provided if in the City's determination such alternatives provide an effective means of communication. For the benefit of individuals utilizing hearing aids with a T-coil, the City Commission Chambers and SRQ Media Studio are outfitted with a Hearing Induction Loop for enhanced hearing assistance.

Proceedings will be electronically recorded. Should an individual feel that a verbatim transcription of the proceedings may later be needed, said individual has the burden and expense of arranging for same. Copies of the electronic recording may be purchased from the Office of the City Auditor and Clerk.



**Pamela M. Nadalini, MBA, CMC**  
**City Auditor and Clerk**



# St. Armands Circle Traffic Program

FPID 438979-1-62-01, TWO No. 40  
Pilot Program Evaluation Study

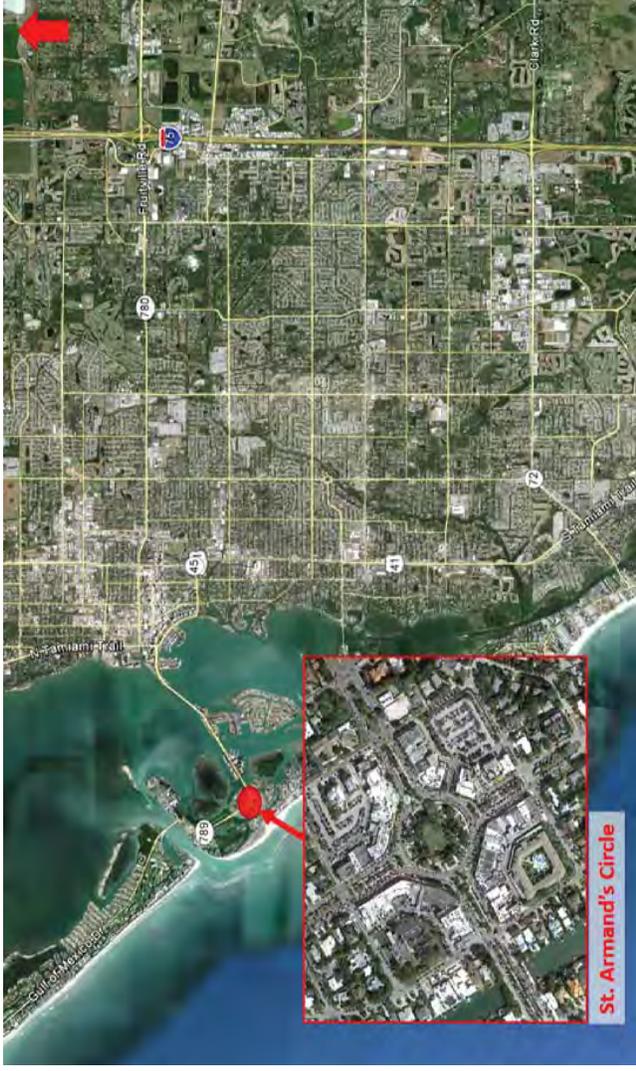
October 11, 2016

**Sam Schwartz**

*ingenuity. accessibility. integrity*

# Project Overview

- St. Armands Circle operates inefficiently due to the high and frequent volume of crossing pedestrians and vehicular traffic
- Florida Dept. of Transportation (FDOT) conducted a post deployment evaluation of the Pedestrian Traffic Management (PTM) program to determine its effectiveness



# Pedestrian Traffic Managers (PTMs)

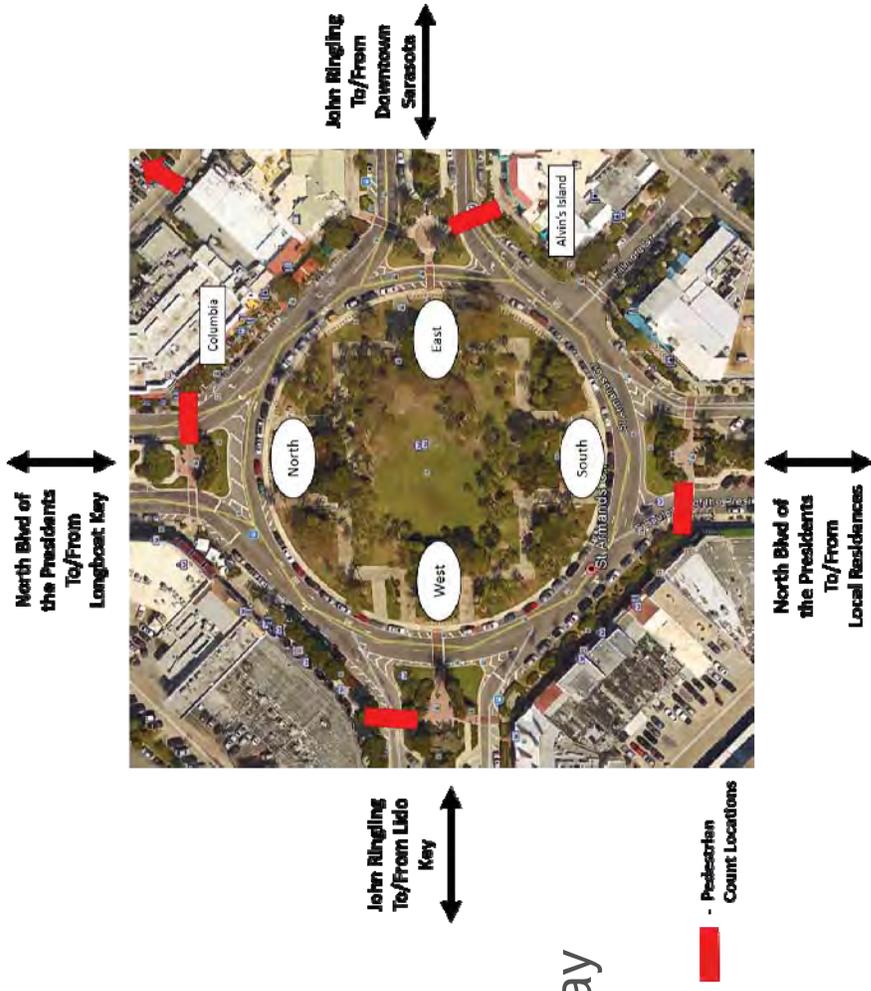
- PTMs are uniformed personnel trained in pedestrian & traffic safety.
- At St. Armands Circle, their focus was to periodically hold back pedestrians from entering the crosswalk to create controlled gaps for vehicles moving through the Circle.



# Pre-Program Data Collection

- Counts were performed from 12:00 PM to 6:00 PM at each exit leg
  - Fri 2/19/16
  - Sat 2/20/16
  - Sun 2/21/16
  - Mon 2/22/16
  - Tue 2/23/16

- Count at the south exit leg terminated after 1 day

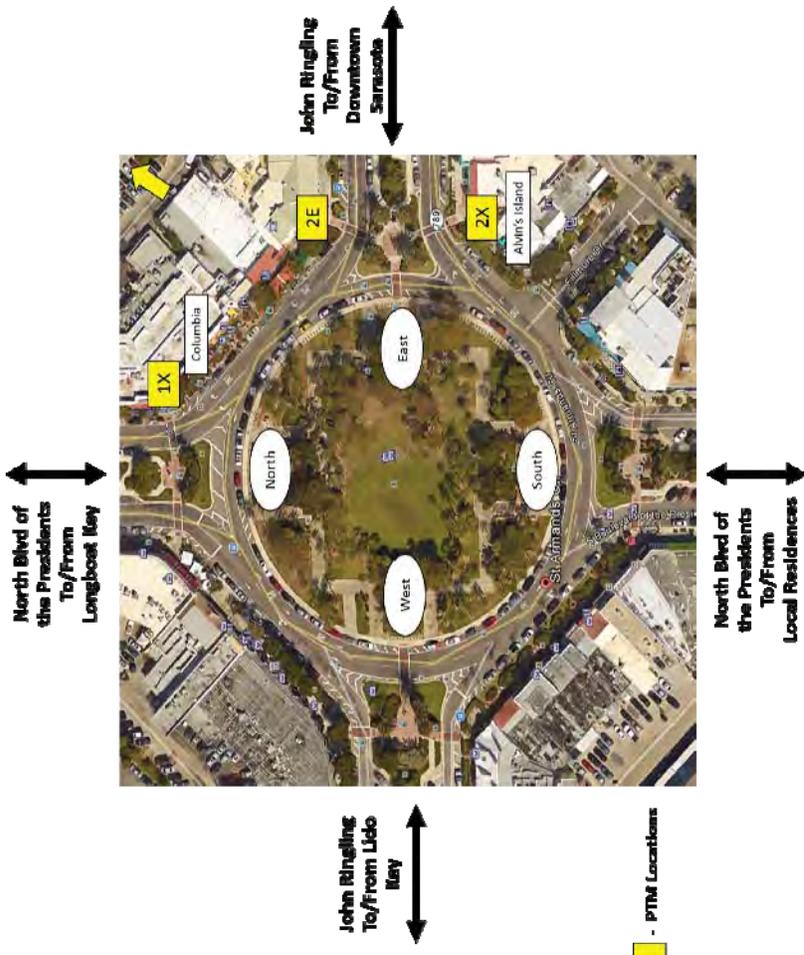


# Pre-Program Observations

- South Exit Leg (to local residences):
  - Low traffic volume and minimal queues
- East Exit Leg (to downtown Sarasota):
  - Highest traffic volume with most frequent and largest queues
- North Exit Leg (to Longboat Key):
  - Moderate traffic volumes and highest pedestrian volumes; some queues
- West Exit Leg (to Lido Key):
  - High traffic volumes and queues, mainly caused by downstream parking maneuvers

# Post-Deployment Data Collection

- 2 PTMs deployed at each location from 11:30 AM to 6:30 PM
  - Wed 3/9/16 – Sun 3/13/16
  - Wed 3/16/16 – Sun 3/20/16
  - Wed 3/23/16 – Sat 3/26/16
  - Wed 3/30/16 – Sun 4/3/16

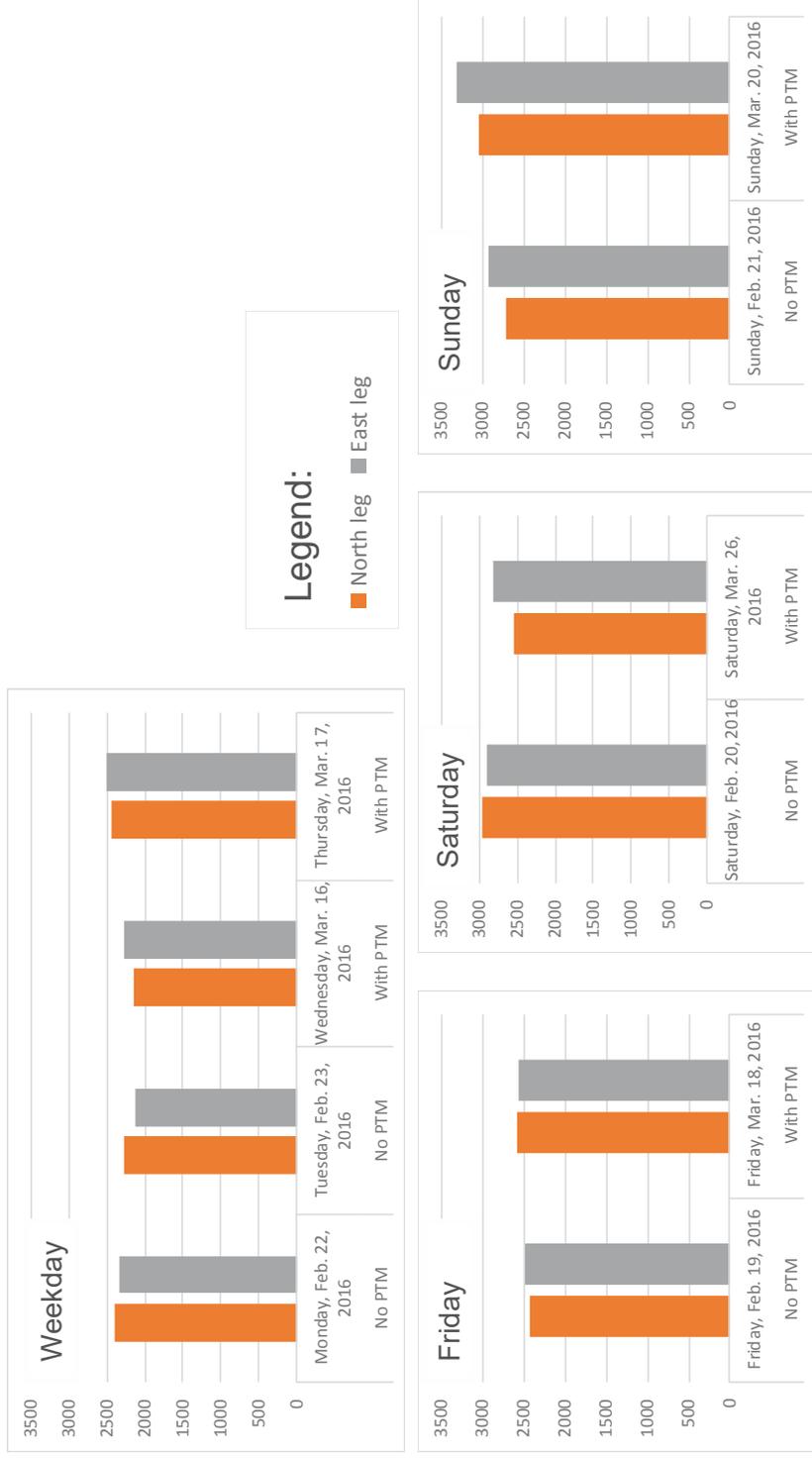


- Pedestrian counts at north, east, and west exit legs
  - Wed 3/16/16 – Sun 3/20/16

# Post-Program Observations

## Pedestrian Crossing Volume Comparison

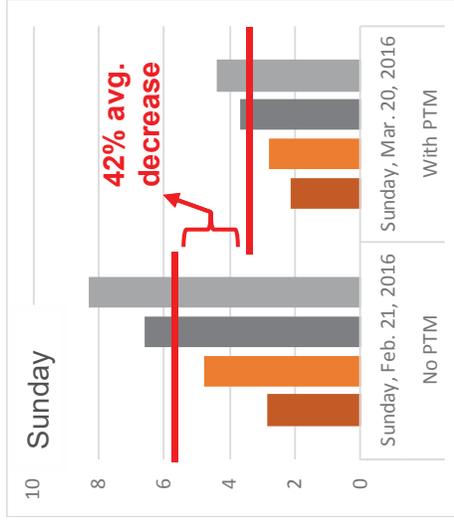
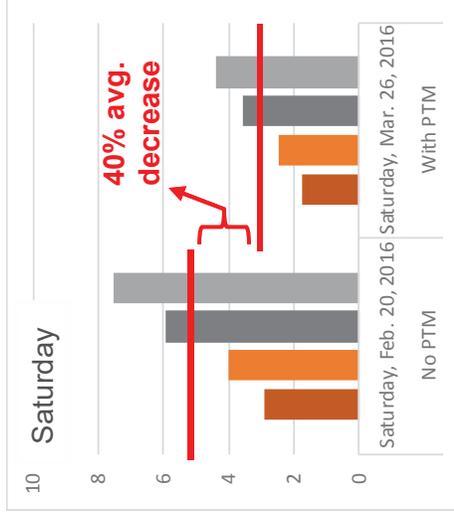
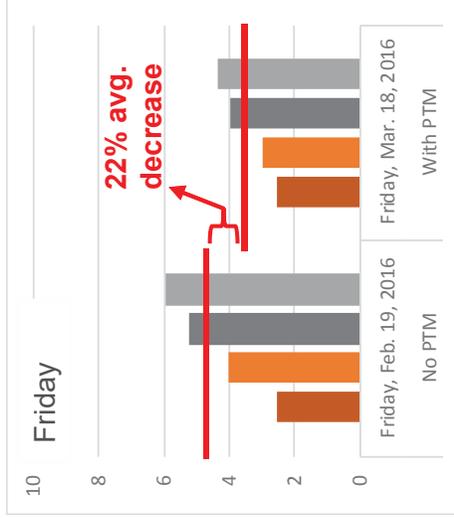
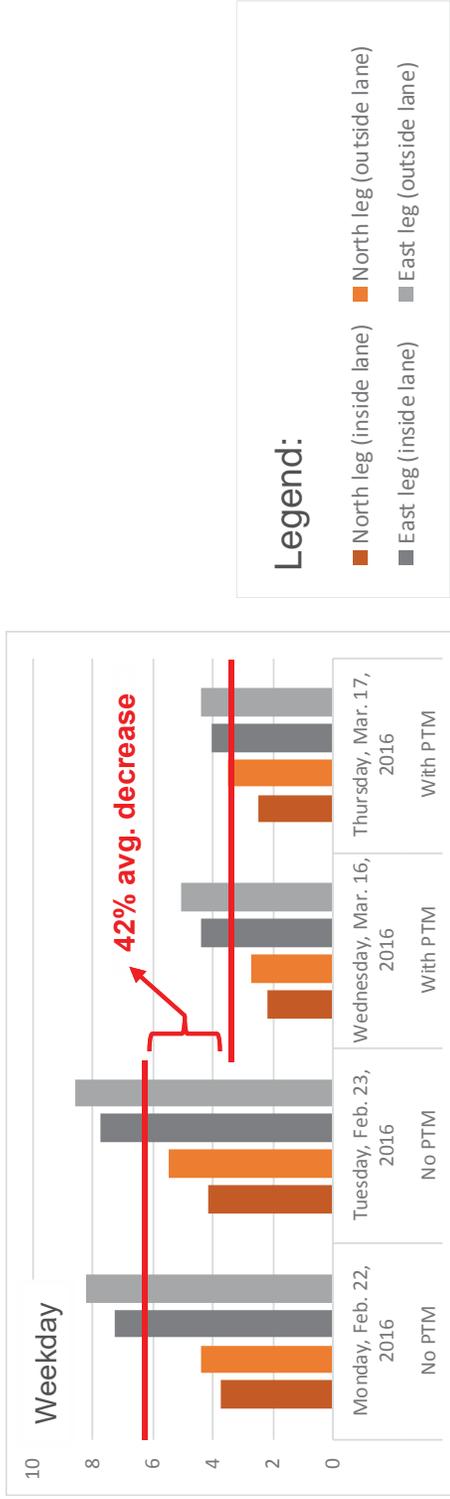
- Pre-Program: 25,563 pedestrians
- With PTMs: 26,232 pedestrians
- Pedestrian volumes +2.6% higher during PTM deployment periods
  - > Local schools on spring break → more pedestrians visiting the area



# Post-Program Observations (contd.)

## Queue Frequency Comparison

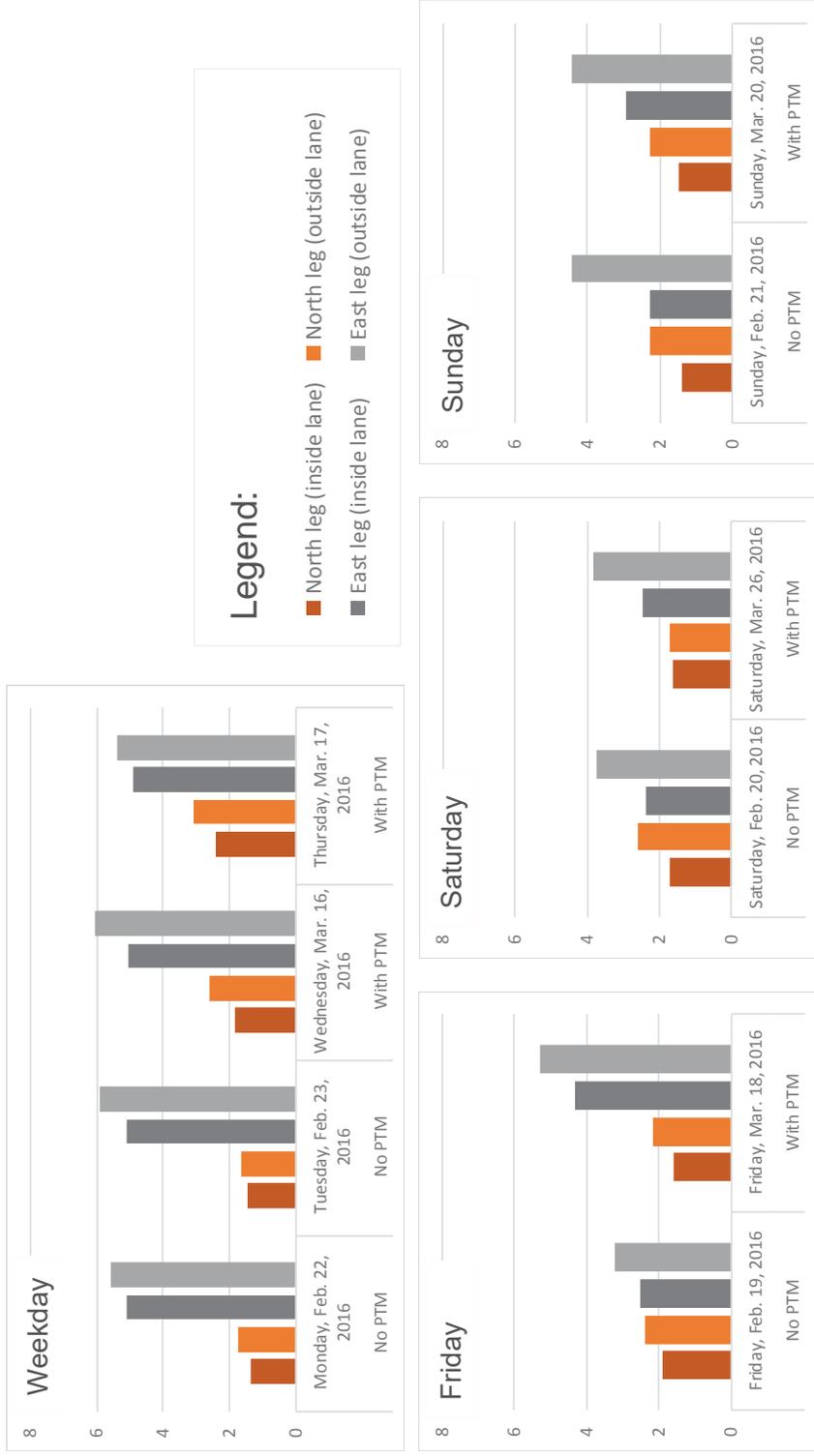
- Overall, queue frequencies (in 5-minute intervals) decreased when PTMs were present



# Post-Program Observations (contd.)

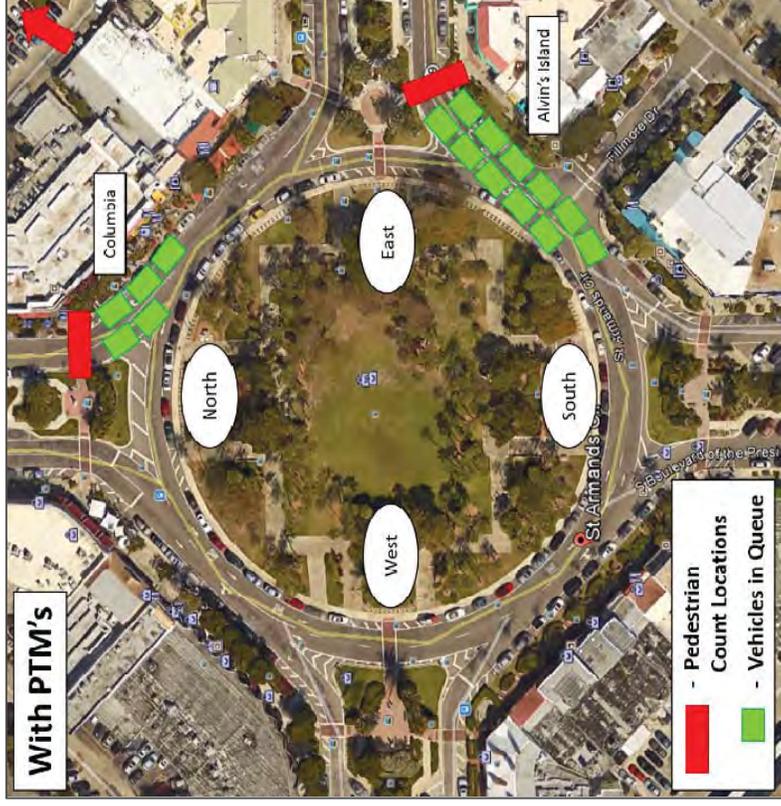
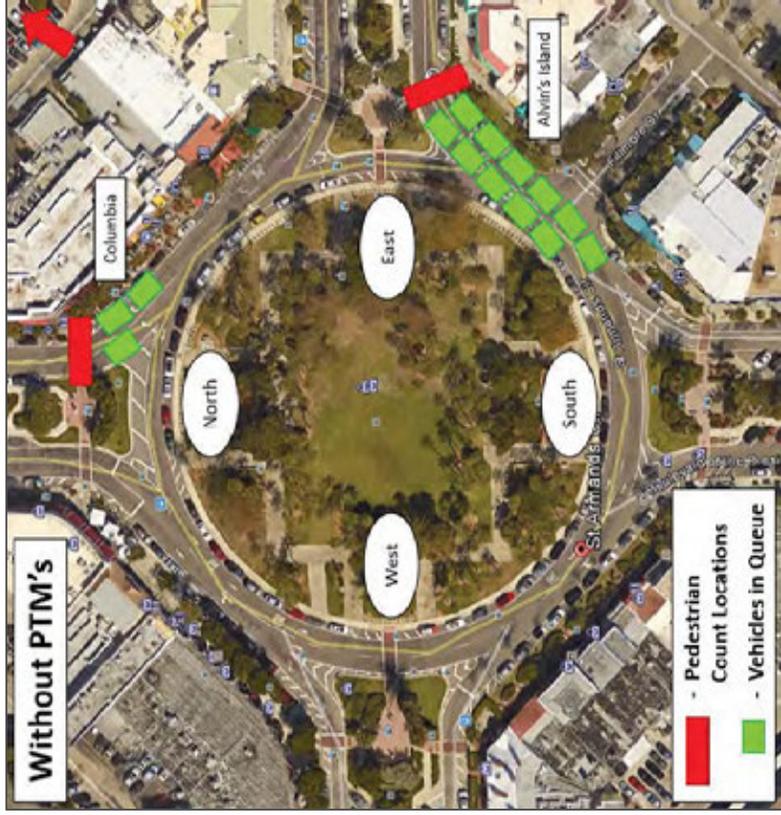
## Queue Length Comparison

- Overall, queue lengths (in 5-minute intervals) increased slightly when PTMs were present
- PTMs hold pedestrians back until they have accumulated and then cross them at a single time → longer vehicle queues expected



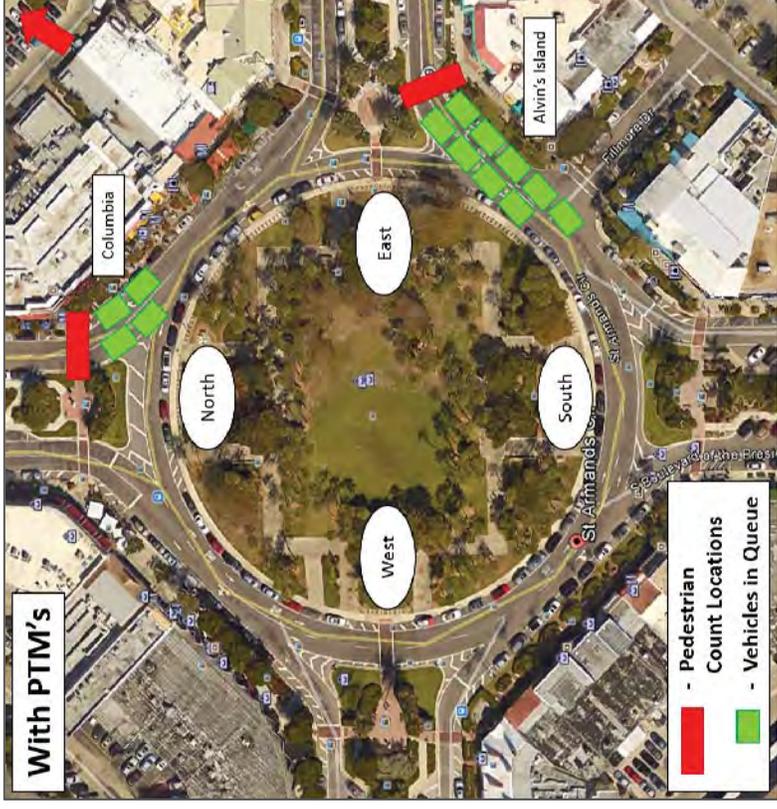
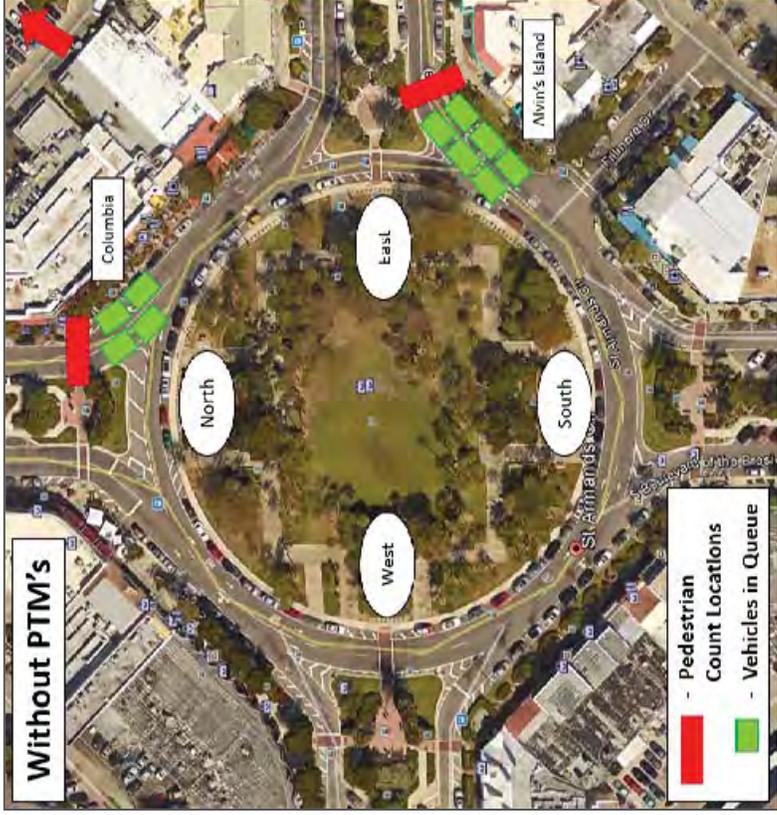
# Post-Program Observations (contd.)

- Weekday – Average Queue Length Comparison



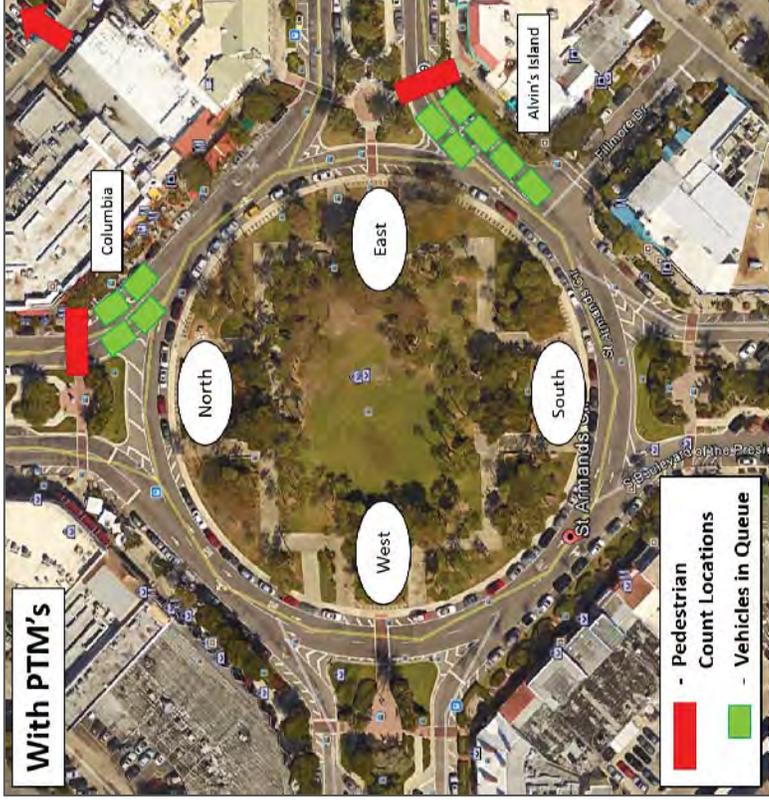
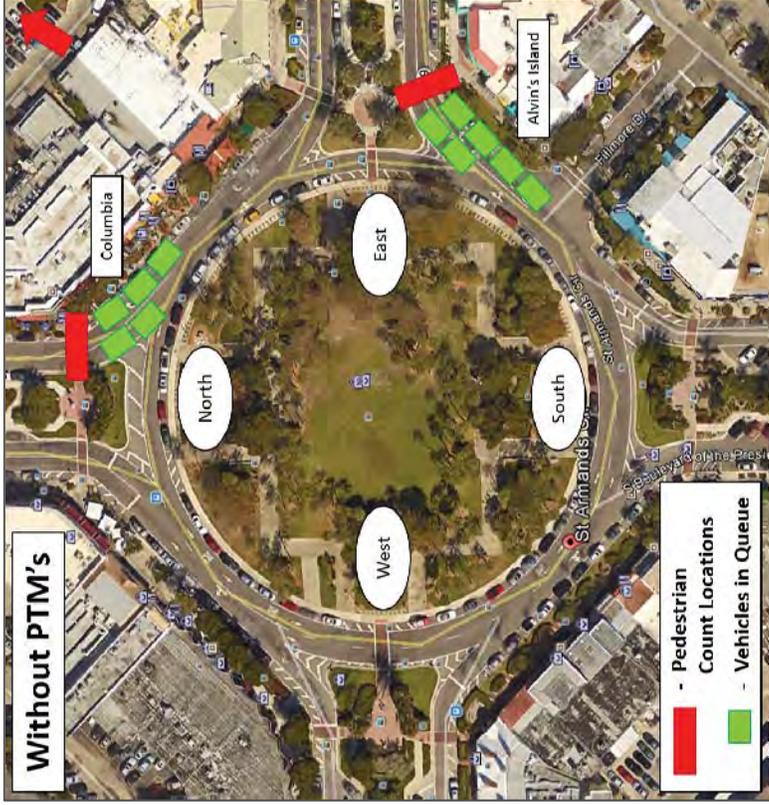
# Post-Program Observations (contd.)

- Friday – Average Queue Length Comparison



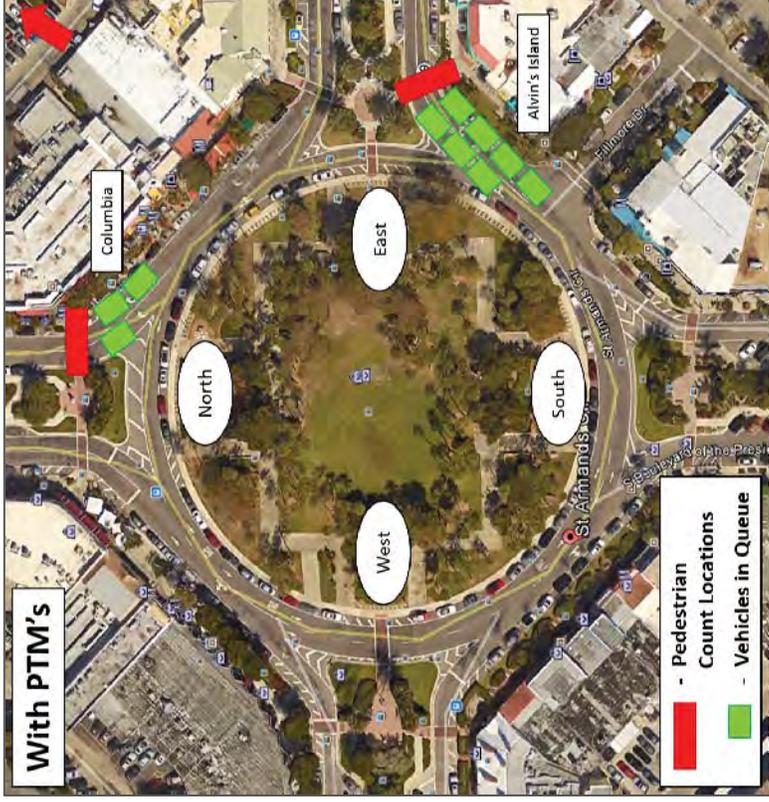
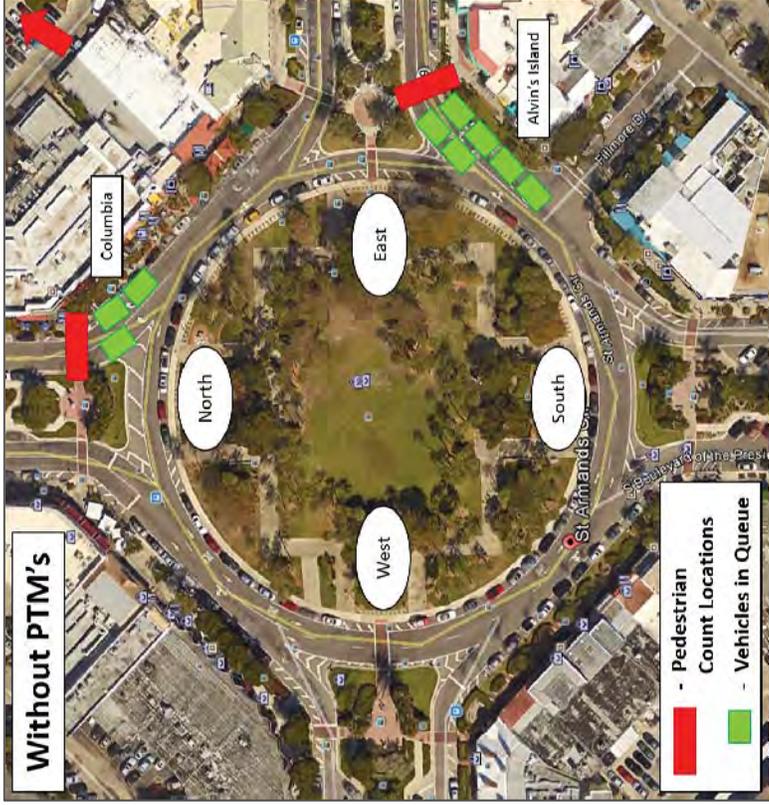
# Post-Program Observations (contd.)

- Saturday – Average Queue Length Comparison



# Post-Program Observations (contd.)

- Sunday – Average Queue Length Comparison



# Public Feedback

- PTM's greatly assisted the flow of vehicle traffic around the circle.
- Noticed significant change in N. Boulevard of the President's exit to Longboat Key due to PTM's stopping the free flow of pedestrians.
- Suggested that the crosswalks have flashing signs and flashing LED lights be embedded in the crosswalks.
- PTM's interrupted traffic flow for pedestrians; while the program did not have a great effect on the residents of St. Armands Circle, it may have had some beneficial effect on through traffic moving from the City to Longboat Key.
- No added safety, biggest issue is pedestrians crossing between parked cars. No real benefit, do not continue the program.

# PTM Observations

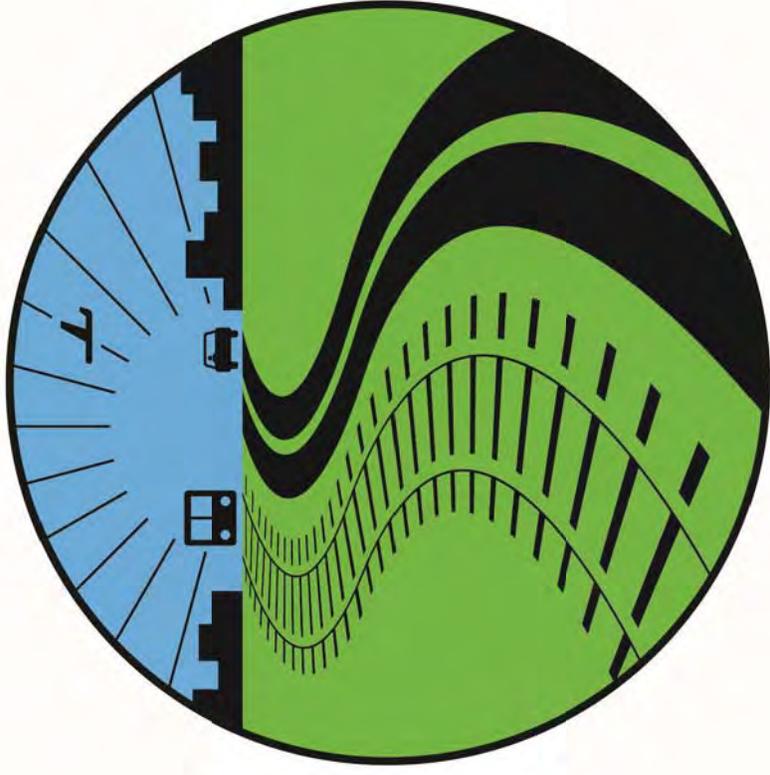
- Very positive feedback was received from pedestrians around the circle. The PTM's received thousands of verbal thank you's and compliments.
- Positive comments and thumbs up were received from most vehicle motorists.
- Some vehicle motorists were not happy waiting for controlled pedestrian crossings.
- Some vehicles motorists were frustrated with bumper to bumper traffic heading toward the City in late afternoons. This was a constant occurrence during the PTM deployment.

# Other Observations

- Pedestrian foot traffic on the east end of the circle (traveling from south to north) is the heaviest → free public parking to the south
- Parallel & angular parking on the West Leg (Lido Key) is problematic:
  - Backs up vehicular traffic into the circle
  - Restricts vehicle entry into the circle from the North Leg (Longboat Key)
- Valet parking services creates backup in the northeast quadrant, affecting entrance into the circle from the East Leg (downtown Sarasota)

# Recommendations

- Explore alternative valet parking areas outside the circle
- Consider removal of the parallel parking on the north side of the Lido Key exit and placement of a bypass lane to improve vehicular circulation
- Consider removing interior circle parking when the planned parking garage is built and in operation
- Consider flashing signs and flashing LED lights in the crosswalk
- Conduct the PTM program in 2017 from Wednesday March 8<sup>th</sup> through Friday April 14<sup>th</sup> (not including Mondays and Tuesdays) from 12:00 PM to 6:00 PM. PTM's should be posted at a minimum at the Longboat Key and downtown Sarasota entries and exits. Recommended budget for program is \$75,000.



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