



CITY OF  
*savannah*  
TOURISM MANAGEMENT  
& AMBASSADORSHIP

**TOURISM ADVISORY COMMITTEE (TAC)  
APRIL 21, 2015  
AGENDA**

**1. CHAIR'S REPORT**

*"...MAKE POLICY RECOMMENDATIONS TO THE  
TOURISM MANAGEMENT & AMBASSADORSHIP DEPARTMENT,  
CITY MANAGER AND MAYOR AND ALDERMEN IN THE AREAS OF PARKING AND  
THE ROUTINE OF TOURISM-RELATED TRAFFIC ACTIVITIES,  
THE QUALIFICATION AND LICENSING OF TOUR GUIDES,  
AND THE ENFORCEMENT OF TOURISM MANAGEMENT REGULATIONS  
AND OTHER RELATED ISSUES."*

**2. QUADRICYCLES**

**3. REVISIONS TO TOUR SERVICE FOR HIRE**

**4. TOURISM MANAGEMENT**

- SEGWAY POLICY
- TOURISM SURVEY



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**TOURISM ADVISORY COMMITTEE  
MEETING SUMMARY  
FEBRUARY 18, 2015**

TAC Attendees: Vaughnette Goode-Walker; David Jones; Charlie Brazil; Bill Lovett; Katherine Keena; Mark Dana

TAC Absence: Joe Marinelli; Michael Owens; Adam Wilkins; Mark Dana; Jamie Caskey; Eric Meyerhoff; Jamie Parks; Michael Owens

City Staff: Bridget Lidy; Marija Bumgarner

Guests: Mickey Minick; Karen Brown; Meghan Whitfield; Janessa Stalter

**Chair's Report**

Chair Goode-Walker opened the meeting by recognizing a busy February, especially last weekend with the convergence of Presidents' Day Weekend, Valentine's Day and the Irish Book Festival. Chair Goode-Walker indicated that we did not have a quorum, therefore no decisions would be made. She then followed up on several items to be discussed later with a quorum.

Chair Goode-Walker mentioned the previous discussion of unexcused absences and wanted to revisit it. The group needs to have standards in place to ensure a quorum occurs and we have persons interested in participating in the TAC. Should it be 3 or a percentage? During this discussion, it was also recommended that when meeting notices go out, we ask who is coming.

**Update to Charleston's Tourism Management Plan**

A copy of the Tourism Management Plan was shared with the TAC. The document was coordinated by the Historic Charleston Foundation. Their vision is clear and is similar to Savannah's. Some key features of their plan include:

- Visitor orientation/visitor center
- Balance of tourism management and enforcement
- Special events
- Impact of large number of events
- Quality of life and historic neighborhoods
- Mobility and transportation.

Chair Goode-Walker stated that it is our goal to have a Savannah Tourism Management Plan by the end of the year. We have similar problems and challenges as Charleston. We can look at Charleston for many things done well, but there are also things we have done more

successfully. We must keep everything in perspective and see what works for Savannah. A Savannah Management Plan will help in diffusing any issues among all the stakeholders.

### **Update on Tourism Survey**

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Staff reported that the residential survey is finalized and is being mailed out next week to 2,000 randomly selected registered voters within the City of Savannah. The survey contains a letter signed by the mayor. The survey will guide the tourism management plan. A report with detailed results should be available in late March.

### **Ordinance Revisions Subcommittee Report**

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Staff reported that the subcommittee is continuing to meet and work on ordinance revisions. Katherine Keena attended the last meeting. The Administrative Hearing and Appeals processes were discussed. The ordinance covers hearings and appeals for serious offenses which result in tour guide license suspension and/or the denial of access to stands. The discussion of hearings and appeals sparked a conversation about who is responsible for citations, the company or individual and how many fines should result in tour guide licenses suspension and/or access to stands denial. The current ordinance is not uniform across all tour industries. The initial goal is to make it consistent. Everything that is discussed and recommended at the subcommittee meetings will be shared with the City's legal department and then presented to the TAC.

### **Other Business**

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#### **Pedicabs**

The question of where the pedicab ordinance should fall was discussed. It was mentioned that many of the pedicab drivers also have a tour guide permit. Karen Brown with Savannah Pedicabs was present. She disagreed with the notion that most pedicab drivers have tour guide permits. The company provides transportation services from Point A to B, and occasionally will do an hour long excursions if clients request it.

#### **St Patrick's Day**

The City is working with the legislative delegation to ensure the event is a 4-day festival.

#### **Bicycles in Squares**

Chair Goode-Walker mentioned that she recently encountered a bike tour in a square. There was a row of 15 bikes causing congestion and asked bicycles on squares rule. Staff indicated that bicycles should not be ridden through the squares and cyclists must dismount. Chair Goode-Walker recommended the congestion and line of bikes be looked into.

#### **Status of TAC Vacancies**

Mr. Lovett asked about the TAC vacancies. Staff reported they have not been advertised. They are traditionally advertised every quarter when there are vacancies. Staff reported that Mr. Meyerhoff is still in the TAC. Anyone that applied previously should resubmit their applications. Staff reported that notification will occur once the positions are advertised.

### **Motor Coaches**

The busy season is rapidly approaching. It was mentioned that a company has been getting some push back from visitors about paying the preservation fees. Staff indicated that they had not heard of any pushback. This might represent an isolated case and it may have to do with the way the company structures its pricing—they can list it the preservation fee or make it a part of the ticket price.

### **Next Meeting**

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The March meeting is cancelled due to St. Patrick's Day falling on the third Tuesday of the month. The next meeting is scheduled for April 21, 8:30 a.m. in the 2<sup>nd</sup> Floor Media Room of City Hall.

## REVISIONS TO THE TOUR SERVICE FOR HIRE ORDINANCE

Sec. 6-1545. Loudspeakers and recorded messages, activity outside of tours.

(a) It shall be unlawful to operate loudspeakers outside tour service vehicles within the city; loudspeakers may be operated within the confines of tour service vehicles for the sole benefit of the passengers within the confines.

~~(b) No tapes or recorded messages purporting to give information about the city's history or landmarks shall be used in tour service vehicles unless all of the information contained therein is true and factual. The tour services coordinator or his designated representative shall examine the tapes or recorded messages to determine if the information contained therein is true and factual.~~

(c) No sound shall be audible outside of the tour service vehicle.

(d) All activity associated with a tour, including but not limited to interaction with people, actors, other tours and props must be contained within the vehicle or method of conveyance (motor coach, bus, trolley, automobile, van, segways, bicycle, carriage, walking tours, etc.).

# PROPOSED ELECTRIC PERSONAL ASSISTIVE MOBILITY DEVICE (SEGWAY) POLICY

## I. PURPOSE

To provide guidelines for the safe operation of the use of electric personal assistive mobility devices, commonly referred to as "Segways", for hire in the City of Savannah.

## II. DEFINITIONS

An "Electric personal assistive mobility device" or "EPAMD" or "Segway" means a self-balancing, two nontandem wheeled device designed to transport only one person and having an electric propulsion system with average power of 750 watts (1 horsepower) and a maximum speed of less than 20 miles per hour on a paved level surface when powered solely by such propulsion system and ridden by an operator who weighs 170 pounds.

## III. POLICY

### A. Hours of Operation

1. Commercial operations may occur during daylight hours from 9:00 a.m. to 4:30 p.m. At no time shall operations occur one-half hour after sunset or one-half hour before sunrise.
2. Commercial operations may run between 4:30 p.m. and 6:00 p.m. on weekends and holidays (New Year's Day, Dr. Martin Luther King, Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Veteran's Day, Thanksgiving and the day after Thanksgiving and Christmas Day).

### B. Traffic Operations

1. Travel is prohibited on MLK, Bay, E. Broad, Drayton, Whitaker and south of Park Avenue. Segways may cross Drayton and Whitaker.
2. Segways are prohibited on all sidewalks and must utilize the streets.
3. When traveling on any roadway of a highway, a person operating a Segway must travel in the same direction authorized for motor vehicle traffic.
4. Any person operating a Segway must abide by all state and local traffic laws.
5. Any person operating a Segway must exercise due care to avoid colliding with, and shall yield the right of way to persons traveling on foot.
6. Tours shall travel as close as practicable to the right-hand side of the road to allow for passenger vehicles to pass.
7. In areas with on-street parking, Segways must be operated in single-file order. In areas with no on-street parking, Segways may be operated no more than two abreast.
8. Except in obedience to a traffic control device or law-enforcement officer's direction, tours shall not pause or stop in a through travel lane.
9. Tours shall obey all traffic control devices, including STOP signs and traffic signals.

10. Tours shall cross through streets only when there is a sufficient gap in traffic and it is safe to do so. At no time shall a tour company employee stop traffic on a through street as a means to let a tour group cross.

### **C. Safety Operations**

1. Segways shall be equipped with front, rear, and side reflectors and shall be visible from a distance of 300 feet when directly in front of lawful upper beams of headlights on a motor vehicle.
2. Segways for hire are permitted to perform at a maximum speed of 6 MPH.
3. Companies are responsible to insure that all patrons sign a release of liability waiver and wear safety equipment to include safety vests and helmets.
4. Any person operating a Segway must be able to bring the device to a controlled stop.
5. Segway operators shall not be under the influence of any intoxicating liquor or drugs.
6. Segway operators are subject to the same parking restrictions as motorized passenger vehicles. Segways may park in:
  - a. Regular car parking space
  - b. Shared space with street-mounted bike racks

### **D. Limitations**

1. All tours shall be operated by a licensed tour guide on a City approved route.
2. Segways are prohibited in all squares and parks.
3. Groups shall not exceed eight patrons.
4. Two guides are required for groups with more than four patrons. The second guide is for safety purposes and is not required to be a permitted tour guide. However, if this individual is participating in the tour, they will be cited along with the company.
5. No one under the age of 16 is permitted to operate or ride on a Segway for hire.
6. The tour company is responsible for conducting an introductory training session for all patrons prior to operating a Segway.

### **E. Other**

1. The City of Savannah reserves the right to revise this policy when needed.

Assessment of Tour Companies and Tour Vehicles as of 4/15/15

TYPE OF TOUR COMPANY	# OF COMPANIES		IN THE PIPELINE
	2014	2015	
Horse & Carriages	5	5	0
Motorized	11	12	+2
Walking	53	53	+5
Quadricycles Companies	2	2	0
Segway/Bicycle Companies	2	2	+2
Helicopter	0	1	+1
<b>TOTAL</b>	<b>73</b>	<b>75</b>	<b>+10</b>
TYPE OF TOUR VEHICLE	# OF VEHICLES		IN THE PIPELINE
	2014	2015	
Horse & Carriages	23	20	0
Motorized	114	115	+4
Quadricycles	8	8	+1
Segway/Bicycle	36	36	+22
Helicopters	0	1	+1
<b>TOTAL</b>	<b>181</b>	<b>180</b>	<b>+28</b>

# QUADRICYCLE PROPOSAL



# CURRENT BOUNDARIES



# MARKET CHANGES

## 2010

- 1 quadricycle
- 1 company

## 2015

- 8 quadricycles
- 2 companies

## Challenges:

- Congestion at tour stops (trolleys, hearses, motor coaches)
- 28+ routes operating on one Saturday
- Crossing over on the same route

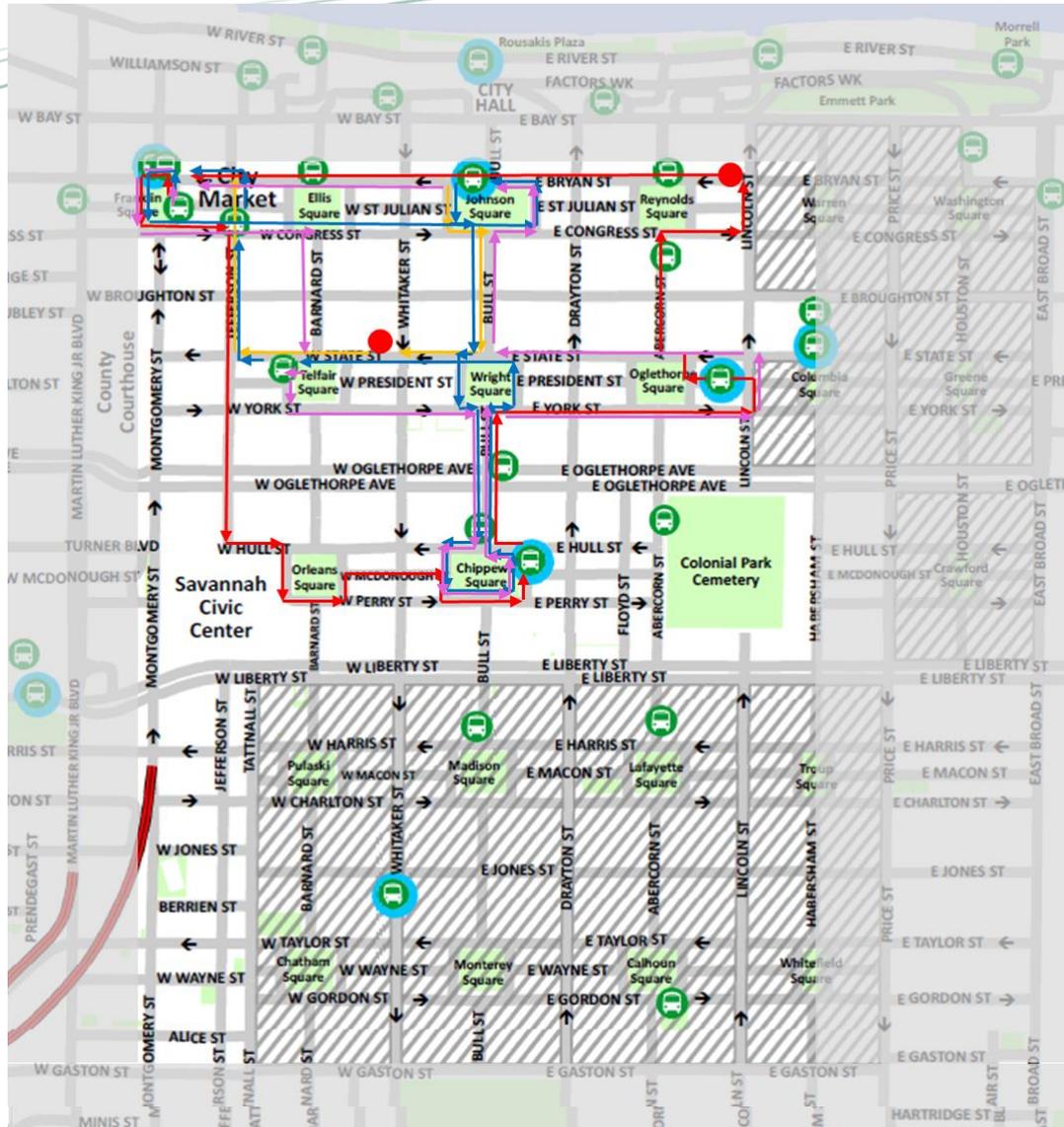


# GOALS

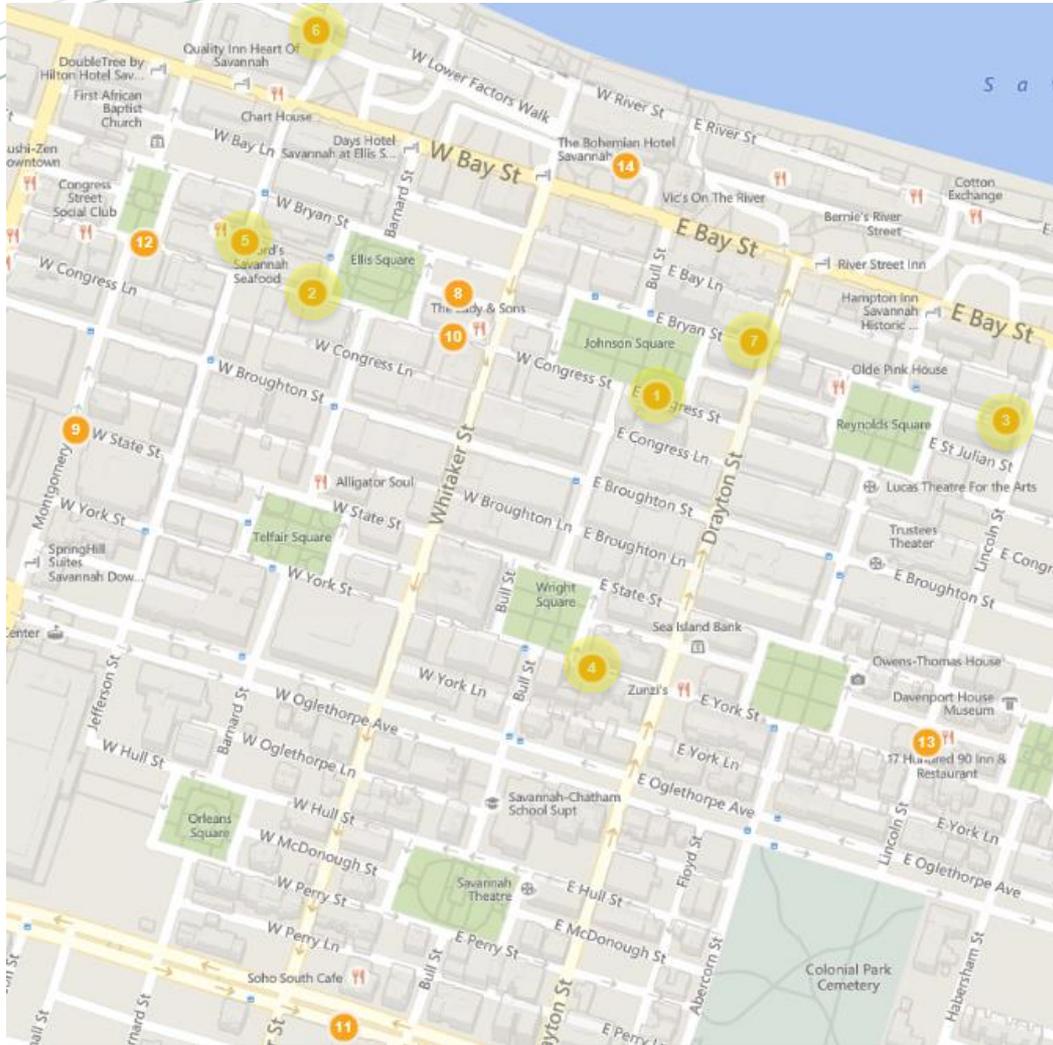
- Extending Boundaries
- Modifying Routes
- Adding Additional Stops



# CURRENT ROUTES



# Proposed Routes and Stops



1. Johnson Square
2. B&D Burger
3. Abe's on Lincoln
4. Wright Square
5. Jefferson St @ City Market
6. Dubs & Savannah Smiles
7. Zunzi's II
8. St. Julian between Whitaker and Barnard
9. State St @ Montgomery St
10. Congress St - between 51 degrees and the Tervis
11. Mellow Mushroom
12. Anthropology/Old Bus Stops
13. 1790
14. Bohemian



# Proposed Routes and Stops



**After 6pm**  
 Dubs/Savannah Smiles  
 B&D  
 1790  
 Abe's on Lincoln

**Before 4 / After 6pm**  
 B&D  
 McDonough's  
 1790  
 Zunzi's II (after 6pm)  
 City Market

**After 6pm**  
 McDonough's  
 Johnson Square  
 City Market  
 Dub's

**Before 4pm**  
 Dubs  
 B&D  
 Tequila Town/Telfair Sq.  
 Johnson Sq  
 City Market



# 90-DAY TRIAL RECOMMENDATION

- Expand Quadricycle Boundary North of Bay
  - Allow quadricycle to Cross on Jefferson
  - Not permitted from 4pm – 6pm
  - Provide a stop near Savannah Smiles and Dubs
- Label selected passenger loading zones “24 enforcement”
  - Johnson Square - Congress Street in front of BB&T
  - Ellis Square - B&D Burgers
  - Zunzi’s II 6pm – 10pm trial period
  - Abe’s on Lincoln
  - Wright Square - passenger loading zone on East York Street between Bull and Drayton
- Allow use of Jefferson Street stop at City Market immediately adjacent tour bus stop – Must get City Market approval.



# ADDITIONAL CONSIDERATIONS

- Start at an alternate square(s)
- Travel clockwise
- Use of Abercorn from McDonough's to 1790 instead of Bull

