



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

MEMORANDUM

TO: Jim Scholl, City Manager
FROM: Rod Delostrinos, Director of Transportation
VIA: Greg Veliz, Assistant City Manager
DATE: November 16, 2017
SUBJECT: Free Holiday Transportation and Parking 2017

ACTION STATEMENT:

Request the approval of a resolution to provide two days of Free Holiday Public Transportation service in the City of Key West and the Lower Keys from Saturday, December 23 to Sunday, December 24, 2017 with no scheduled bus service on Monday, December 25, 2017. Additionally, providing three days of free parking at the Park N' Ride Garage in the City of Key West beginning Saturday, December 23 through Monday, December 25, 2017.

BACKGROUND:

Since 1998, the City of Key West has offered two days of free Holiday Public Transportation service and three days of free Holiday Parking in the month of December. This free service has promoted use of public transit and reduced traffic during a high-volume traffic time of the year.

PURPOSE AND JUSTIFICATION:

The Free Holiday Transportation service and free parking at the Park N' Ride Garage promotes use of public transportation in our community and encourages shopping for holiday goods at local businesses and merchants in Key West and Marathon thus stimulating the local economy.

Because there are no fares during this annual event, individuals have an incentive for riding the bus. When a new passenger has a positive experience, often the City of Key West gains a new transit customer.

Additionally, the City of Key West acknowledges all local businesses for their demonstrated commitment to the community through their perseverance during lean economic times by continuing to provide goods and services to our citizens, residents and visitor populations. The City of Key West supports local businesses by providing the Free Holiday transportation service from Key West to Marathon; and, thereby encourages shoppers to buy from local businesses. Free parking at the Park N' Ride Garage during the Holiday Season provides citizens an incentive to patronize local businesses in the downtown commercial
Key to the Caribbean - Average yearly temperature 77° F.

district. The use of public transit helps everyone by reducing vehicle emissions in the environment and reducing our carbon footprint. According to the American Public Transit Association, one full bus eliminates up to 29 vehicles on the roadways. The Free holiday season is a great opportunity for people to try public transportation for a few days, and perhaps continue to use it after the free period.

ADVANTAGES:

The City offers a FREE period to allow residents and visitors to use public transportation service, thus providing opportunities to those who ordinarily would not use public transit and possibly increasing ridership throughout the year.

The opportunity promotes clean and green living options by reducing vehicle emissions as well as the number of vehicles on our highways during this busy time of year. Public transportation is a very important part of the preservation of resources and protection of our delicate environment. By reducing automobile use and increasing public transit use – the City of Key West can move closer in achieving one of its many goals identified by the City's commitment to GREEN living and sustainability.

The City businesses may see some increase in sales from locals and visitors who would otherwise spend money to park.

DISADVANTAGES:

There is a loss of revenue to be considered for the Free Holiday Public Transportation service. That cost is based on prior December 2016 activities at \$1,253 / day / all routes and is estimated at a loss of \$2,506.

Also, the loss of revenue from the free parking at the Park N' Ride Garage based on the prior average volume of transactions on the days surrounding these 3 days would be an estimated loss of approximately \$2,665 per day.

RECOMMENDATION:

Approve the resolution which provides for Free Holiday Transportation Service in the City and Lower Keys service areas (December 23rd and 24th 2017) and free parking at the Park N' Ride Garage (December 23 to 25, 2017).