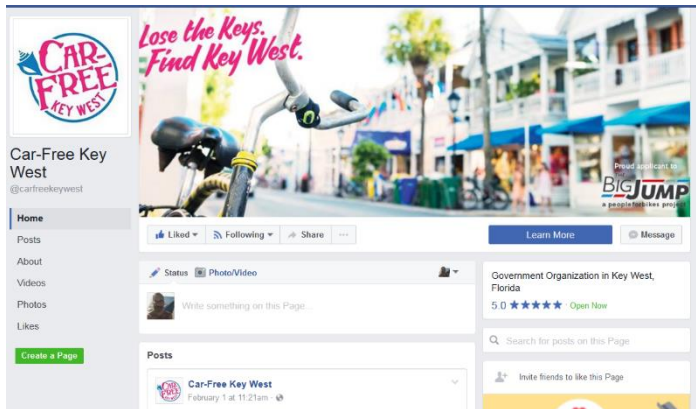


Bike/Walk Key West Program Update Report for the Sustainability Advisory Board, at its meeting of February 9, 2017

Chris Hamilton, Bike/Ped/Transport Coordinator, Planning Department

1. **Bicycle and Pedestrian Master Transportation Plan (BPMTMP).** A contract is in place with Toole Design Group. Work has started. We set up a web page for the [project here](#). One staffer from Toole will be in town February 6-8. Toole's project team will be in Key West for three days on March 7-9. At that time they'll meet the Advisory Team – made up of residents and staff – and they'll present a Public Outreach Plan among other items they'll be working on in February. Public meetings are expected to start in April.
2. **The Big Jump.** The City was not one of the ten cities selected for the project. Selected cities [announced on January 24, 2017](#) were New York, Los Angeles, Portland OR, Memphis, Austin, New Orleans, Providence, Fort Collins, Baltimore and Tucson. The smallest city selected was Providence, population 170,000. We are fortunate that such a broad segment of the Key West community was very supportive of the project and this bodes well for participation in our Bike/Ped Plan process. [Big Jump project page](#) has details.



3. **Facebook and Web.** We are closing in on 2,100 [Facebook](#) "Friends" and the number of posts and amount of positive engagement with the community is robust. The Facebook page was reskinned with our new branding.

4. **South Roosevelt Boulevard Corridor Study.** As part of rebuilding the final segment of South Roosevelt

Boulevard A1A between Bertha Street and the end of Smathers Beach to mitigate flooding, there's an opportunity to look at the four vehicle lanes of travel as a [Complete Street](#) and take into account pedestrians, bicyclists, beach goers, vendors, residents and visitors as well as car traffic. FDOT held a public workshop on December 8 with the results in a [summary report found here](#). City Commission will hear about this on February 7.

5. **Bicycle Parking.** The Community Services/Public Works Department installed over 90 racks in November, December and January fulfilling about a dozen requests from local businesses or groups. Staff is still working through some of the more difficult requests as there's still about 60 racks left to install via September's purchase. The placement of racks in the future will become more formalized as part of the Bike/Ped Plan process.



6. **Bikeshare RFP.** At the City Manager's request, the program worked on getting out a City of Key West Bikeshare System RFP (#003-17) on January 15. Proposals are due on March 1. The RFP as well as additional information about bikeshare [can be found here](#).

7. **Marketing efforts via South Florida Commuter Services (SFCS).** The Bike/Walk Key West program is now called Car-Free Key West. The Facebook and [City web page](#) have been reskinned with this name change and branding. A full blown media (print, radio and social media) and business (mostly hotels) outreach campaign (door to door) will begin by the end of February. That outreach will include new bike and transit maps and other promotional and safety materials. The campaign will also promote the City's newly named "Duval Loop" bus service hoping to roll out in spring of 2017. SFCS is also developing all of the marketing for Duval Loop including a unique bus wrap and bus stop signage. SFCS will be promoting Car-Free Key West with elements that include promoting biking, walking, the new bus service and safety on our streets. The safety campaign will further be supplemented by the Bike Florida grant. A brand new web site at www.CarFreeKeyWest.com will also be live by the end of February. We will be working with the Business Guild, Lodging Association, Attractions Association and Chamber to do direct outreach to all their members and through them their customers.

Below are some early drafts of the front and back of an 11" x 17" Car-Free Map Tear Off Sheet which will be ready for distribution by the end of February. A six panel 4" x 9" Duval Loop brochure will be produced at the same time. One month later we'll produce a large Six Panel Tri-Fold 23" x 27" Car-Free Key West Brochure. This will include more information for residents and businesses and feature a much larger and more detailed map. FDOT District 6 is paying for the campaign.

