

EXECUTIVE SUMMARY



To: Jim Scholl, Interim City Manager
From: Norman Whitaker, Director / KWT
Date: September 20, 2014
Subject: All Day Pass and “*Super Pass*” for City and Lower Keys Route

Action Statement:

This is a request for approval to reactivate the All Day Pass at the rate of \$4.00 for the City Routes and \$8.00 for Lower Keys Route and introduce and implement the “*Super Pass*” for the rate of \$12.00 that can be used for the City and Lower Keys route. The fare structure for the monthly and weekly passes will remain the same.

Project History:

In the past Key West Transit offered additional pass purchase options such as a one (1) day pass and a three (3) day pass. It was discontinued between 2006 and 2007, due to lack of sales and use.

As a requirement of our recent Transportation Development Plan (TDP) update process, Key West Transit was required to conduct a customer survey. The majority of those surveyed indicated they would like the ability to purchase an All Day Transit Pass. Like the weekly pass, the All Day Pass and the “*Super Pass*” would be sold by the Bus Operators. The All Day pass and the “*Super Pass*” can also be purchased at the Key West Transit Department and Revenue Department. The pass would be valid on any bus servicing Key West City, Stock Island and the Lower Keys Route. The purchase rate would be set as follows:

- \$4.00 / City
- \$8.00 / LKS
- \$12.00 / City & LKS

Option #1:

The City Commission approves the request to reactive the All Day Pass and activate the “*Super Pass*” as noted here, for transportation related fare collection activities.

Advantages:

The advantage is that the Passes will encourage increased ridership and build revenue by making it easy, convenient, and cost effective to use transit. In addition it encourages and allows customers to use multiple buses, which increases trip counts.

Disadvantages:

There are no disadvantages to this option.

Fiscal Impact:

The fiscal impact may be realized through the promotion of a cost effective transit fare option for members of larger groups (students, employers, tourist, etc.) to pay for and use transit. The amount of grant funds made available to transit agencies is determined in part the number of trips the agency provides yearly.

Option #2:

The City Commissioners would not approve this resolution which may hinder Key West Transits ability to promote transit through fare related alternatives.

Advantages:

There are no advantages to this option.

Disadvantages:

The disadvantage is that the City will be missing out on an opportunity to increase overall potential revenue, or decrease the internal support for the public transit system.

Fiscal Impact:

The fiscal impact may be that Key West Transit is unable to encourage an increase in ridership or funding opportunities through fare related alternatives.

Recommendation:

Key West Transit recommends Option #1, which is approval of the re-implementation of the All Day Pass.