

EXECUTIVE SUMMARY



To: Jim Scholl, City Manager
From: Norman Whitaker, Director / KWDoT
Date: September 29, 2016
Subject: Senior Citizen Fare Reduction and Complimentary Rides

Action Statement:

In an effort to benefit Key West Transit's senior citizen customers, this is a request for approval and authorization beginning on December 1, 2016, to reduce the Lower Key Shuttle senior citizen, age 60 and older, fare from \$1.50 each way to \$1.00 each way. Also, to further promote additional senior citizen ridership, to authorize free rides to all senior citizens on the second Saturday of each month on both the City and Lower Keys routes.

Fare History:

Currently Key West Transit senior citizen fares are \$.50 cents each way for our Key West City customers and \$1.50 each way for senior citizens who ride the Lower Keys Shuttle buses to and from Marathon.

On May 16, 2016 the Transit Director and Transit Operations Manager met with Commissioner Payne to discuss transit related options which could both assist senior citizens living at the Key West Senior Center and lower the transit fare for senior citizens who travel on the Lower Keys Shuttle route. City Management and City Attorney were made aware of the meeting and the request. The request was discussed a second time at the June 15, 2016 Key West Transit Budget meeting.

Advantage / Disadvantages

The advantage: Benefiting senior citizens financial situations by reducing their transportation costs while encouraging increased senior citizen participation and ridership.

Disadvantage: A yearly farebox revenue reduction.

Fiscal Impact:

Senior One-Way Ridership/Revenue for the entire year on the Lower Keys Shuttle if the fare is reduced from \$1.50 to \$1.00, will potentially be a \$10,000 annual loss of farebox revenue. Free Ride Senior Day on the 2nd Saturday of the Month for the entire year, the potential loss of farebox revenue will be \$2,500 annually. The total estimated potential farebox annual revenue reduction would be approximately \$12,500.

Recommendation:

Key West Transit staff recommends approval of this resolution to reduce the Lower Key Shuttle senior citizen transit fare from \$1.50 each way to \$1.00 each way and to promote additional senior citizen ridership by authorizing free rides to all senior citizens on the second Saturday of each month.