

Bike/Walk Key West Program Update Report for the Sustainability Advisory Board, at its meeting of December 8, 2016

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1. **Bicycle and Pedestrian Master Transportation Plan (BPMTP).** A contract is being negotiated and is expected to go to the Commission at the first meeting in January. Work will start immediately thereafter. The top ranked firm put together an amazing team so we're very excited to get started. Additional information posted on [Bicycle Plans page](#).
2. **Bicycle Parking.** After Fantasy Fest Public Works began installing the approximately 170 racks that were purchased in September. We've been in the field much of the last month sighting these. We received over 20 requests from the business community too. We've been posting some of the installs on Facebook as they've gone in and the response from the community has been extremely positive. Lots and lots of "Likes" and "Loves." [Bicycle Parking page](#).
3. **The Big Jump.** We submitted a great application to People for Bikes by the October 31 deadline. 82 cities submitted. 10 will be chosen. We'll hear word in January. We received fantastic community support for this. [Big Jump project page](#) has details.
4. **Facebook and Web.** We are closing in on 1,700 [Facebook](#) "Friends" and the number of posts and amount of positive engagement with the community grows. The www.WalkBikeKeyWest.org web site continues to grow in scope and reach too.
5. **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 is holding a [Public Workshop on December 8](#) to discuss the possibilities of "lane reduction" with the community. Plans will proceed from there.
6. **Marketing efforts via South Florida Commuter Services (SFCS).** The Bike/Walk Key West program is evolving to soon become Car Free Key West. A full blown media (print and radio), social media and business (mostly hotels) outreach campaign (door to door) will begin by the end of January. That outreach will include new bike and transit maps and other promotional and safety materials. The campaign was pushed back slightly (originally envisioned to go by Christmas) so that it could be coordinated with the launch of the yet to be named Duval Street loop/circulator bus that will begin service in the coming months. SFCS is also developing all of the marketing for the loop bus including the name and branding that will include 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. We will share all of the creative elements as well as the marketing plan with the Commission in early January before it hits the streets. We'd be happy to share it with you then too.
7. **[Transportation Alternatives Fund \(TAF\)](#).** City Commission voted to dedicate a portion of the parking rate increase to a TAF that will mostly be used to provide a free, every 15-20 minute Duval Street loop/circulator bus starting this winter/spring. We've been assisting the team, headed by Thaddeus and Alison and that includes Transit, Parking, Engineering and Community Services. We've mostly spearheaded efforts via SFCS around branding and marketing the new service.