

# **Bike/Walk Program Update Report**

## **for the Sustainability Advisory Board, at its meeting of June 8, 2017**

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



WikiMap which is still open [bit.ly/KWBikePed](http://bit.ly/KWBikePed). Staff expects to receive a draft Network this summer and we'll begin reviewing it and drafts of the Plan as early as September with the public. More info at [www.cityofkeywest-fl.gov/BikepedPlan](http://www.cityofkeywest-fl.gov/BikepedPlan).

1. **Bicycle and Pedestrian Plan.** Toole Design Group is four months into the work on the Bike/Ped Plan. They were here the first week of May for activities that included a presentation to the Commission; interviews with the Mayor, Commissioners and management; Advisory Board meetings; field work covering 75 miles of streets and a public workshop. A couple hundred folks have provided comments including via our
2. **Bike Parking.** Staff is working with Engineering and Public Works on bids to spend out this year's \$32,000 in bike parking funds. Last year we spent all of the \$15,000 allocated and are nearly out of the equipment purchased in September with that money.
3. **Southard Street Repaving.** Staff is assisting Engineering in doing a series of pop-up surveys in advance of the repaving work scheduled for later this summer. People are being asked their opinions on options for bike markings on the street.
4. **Bikeshare.** At the City Manager's request, a City of Key West Bikeshare System RFP (#003-17) was put out on January 15. Proposals were received on March 1 and a City Manager appointed Vendor Selection Committee met on April 5 and 6 to rank the proposals and submitted all of this to management on April 7. Once management reviews and approves, the ranking and proposals can be forwarded to the City Commission at an upcoming meeting. The RFP as well as additional information about bikeshare [can be found here](#).
5. **Carshare.** Since the last meeting the City Manager has asked that a carshare program RFP be developed. The City Attorney determined last year's proposed pilot carshare program, modeled on West Palm Beach's pilot agreement with Zipcar, needed to go out via RFP. Staff is resurrecting that work and hoping to have something out by the end of the summer/early fall. [Carshare info here](#).
6. **Car-Free Key West/Duval Loop Marketing Efforts via South Florida Commuter Services (SFCS).**
  - The Car-Free Key West program continues with radio, print and online advertising. Messaging for May and June will continue to be safety related.
  - [www.CarFreeKeyWest.com](http://www.CarFreeKeyWest.com) is about 8 weeks old and is receiving lots of good reviews and many visitors.
  - Supplies of promotional items including bags, water bottles, lights and compasses all arrived the first of May.
  - 11" x 17" Car-Free Tear Off Maps and 4" x 9" Duval Loop brochures are expected to arrive by the end of June.
  - An 18" x 24" Car-Free Key West brochure/map will be available a couple weeks later.

- Online and mobile maps, including real-time information, will be available at end of June.
- Designs for bus stop signs, info panels and Duval Street wayfinding were all finalized first week of May.
- SFCS completed wrapping the buses at the Key West Transit facility last week.
- An email campaign going to 450+ Key West businesses including hotels and attractions soliciting “[Car-Free Key West Partners](#)” is ready and will go out once a Duval Loop start date is set. Partners are asked for contact info and to commit to distributing Car-Free Key West materials to their customers and staff. Starter kits including 11 x 17 maps, Duval Loop brochures, window clings, safety lights, bags, water bottles and safety cards are being assembled for distribution as a response to the email drive. A SFCS Car-Free Key West sales rep will follow up with *Partners* and offer direct consultation and assistance.
- Exhibition materials are being ordered for outreach events.
- A [third quarter report](#) was provided to the Bike Florida Board on the 2016/17 Grant. Much of the initial work envisioned in this grant was folded into the work of SFCS. Thus, rather than spending money on developing a brand, grant money is being used for additional extra media buys focusing on safety and will be spent on safety items like bike lights, bike bells and helmets.



**Car-Free Key West**  
Love the Keys. Find Key West.

**Lose the keys. Find Key West.**

If you're in a car, be aware of bikers and walkers. Always provide at least 3 feet when passing!

[Learn more](#)

Walk it, bike it, or bus it. Whichever you choose, ditch the car.

With so much to see and do on our little island paradise, it's almost a shame to do so stuck in a car. Our goal is to offer safe, healthy alternatives to driving for tourists, workers and our local residents. We won't only be cutting down on Key West traffic; we'll be helping the environment as well, providing for a more pleasurable and safer experience for everyone. So come on down to beautiful Key West and see all that we have to offer. Just leave your car at home.

[More about us](#)



BRUCE GILBERT/The Citizen  
Nelson Sawedica, left, and Yaciel Gomez, right, of Yotta Sky in Miami, work on wrapping one of five Duval Loop city buses with new graphics at the Key West Transit building Tuesday afternoon. The Duval Street free bus loop is scheduled to begin in June, giving people a free ride in Historic Old Town from the Southernmost point to the Key West Light.



**Car-Free Key West**  
Love the Keys. Find Key West.

**SLOW DOWN... THIS AIN'T THE MAINLAND!**

**DRIVER SAFETY TIPS:**

- **SLOW DOWN!** Pay attention. There's lots of pedestrians and bikers out there.
- Put down the cell phone while driving.
- Vehicles must pass on the left and always provide 3-feet when passing a bike.
- Remember bikes can use the full lane. If behind one, slow down and be patient.

Key West is big in personality, but not so much in size, at just 4 miles long by 2 miles wide. Consider that with 2.5 million visitors a year, and you're looking at an exciting atmosphere year-round. There's so much to see and do here, and so many ways to do it. Drivers, bikers, and walkers all come to our island paradise and while we want everyone to get the most out of their time here, safety is our main priority.

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For more information visit [www.CarFreeKeyWest.com/safety](http://www.CarFreeKeyWest.com/safety)



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**Safety Tips**

**Slow down... this ain't the mainland**

Key West is big in personality, but not so much in size, at just 4 miles long by 2 miles wide. Consider that with 2.5 million visitors a year, and you're looking at an exciting atmosphere year-round. There's so much to see and do here, and so many ways to do it. Drivers, bikers, and walkers all come to our island paradise and while we want everyone to get the most out of their time here, safety is our main priority.

**Regardless of your mode of transport, whether it be car, bicycle or foot, we everyone can be a P.A.L.**

**Preventable**  
Don't make sudden or unexpected moves that could cause confusion.

**Alert**  
Always pay attention and be aware of your surroundings.

**Looked**  
Look and only the traffic bar at all times.

**Communicating is Key!**  
Use hand signals in front of cars to let them know your actions. Use sound or proper audio warnings when passing others.

**Be Aware of the 3' Door Zone**  
When On/Off a car in Key West, appreciate the vulnerability of people walking, pushing, slow down - this isn't the mainland. Know that bikes can use the full lane. Always provide 3 feet when passing.

**Drivers:**

- **SLOW DOWN!** Pay attention. There's lots of pedestrians and bikers out there.
- Put down the cell phone. Absolutely no texting while driving.
- Vehicles must pass on the left and always provide 3-feet when passing a bike.
- Remember bikes can use the full lane. If behind one, slow down and be patient.
- Use attention of observation and always look ahead.
- Bikes and pedestrians can be unpredictable. All vehicles on island roads, or wherever traffic is going one way (on one-way roads) must always give other vehicles the right of way.
- Slow down at the red-block intersection. Always of Double and

**Bikes:**

- Always wear your seat belt and use all traffic regulations.
- Never ride the wrong way or down a one-way street.
- Always use the right of way.
- Always ride on the right side of the street with the flow of traffic - never against it.
- Always look back the. Don't let a few vehicles behind you on the road.
- Bikes are allowed on sidewalks, except on Duval Street. Always yield to pedestrians.

**Walkers:**

- Use designated sidewalks and walk on the sidewalk. If no sidewalk, walk on the shoulder.
- Only cross at marked intersections and crosswalks.
- Look left, right and left again before crossing the street.

For more safety tips visit: [www.CarFreeKeyWest.com/Safety](http://www.CarFreeKeyWest.com/Safety)



**KEY WEST WON'T FIT THROUGH YOUR SUNROOF.**

Cars don't work in Key West. Forget the traffic and parking hassles. Cars just block out too much good stuff - like sunshine, fresh air, and the general walkability that makes our little island so special. Get out there in the mix. Walk among the parts. Bike, or catch the Duval Loop. Rent in the joy of being a pedestrian. We promise your two feet and a little sense of adventure will let in a lot more Key West than any old carred.

**Car-Free Key West**  
Love the Keys. Find Key West.

**Duval Loop**

800-4-KEY-800 is how to get the most out of your visit!  
For more information visit [www.CarFreeKeyWest.com](http://www.CarFreeKeyWest.com)

**FOOT** **BIKE** **DUVAL LOOP**