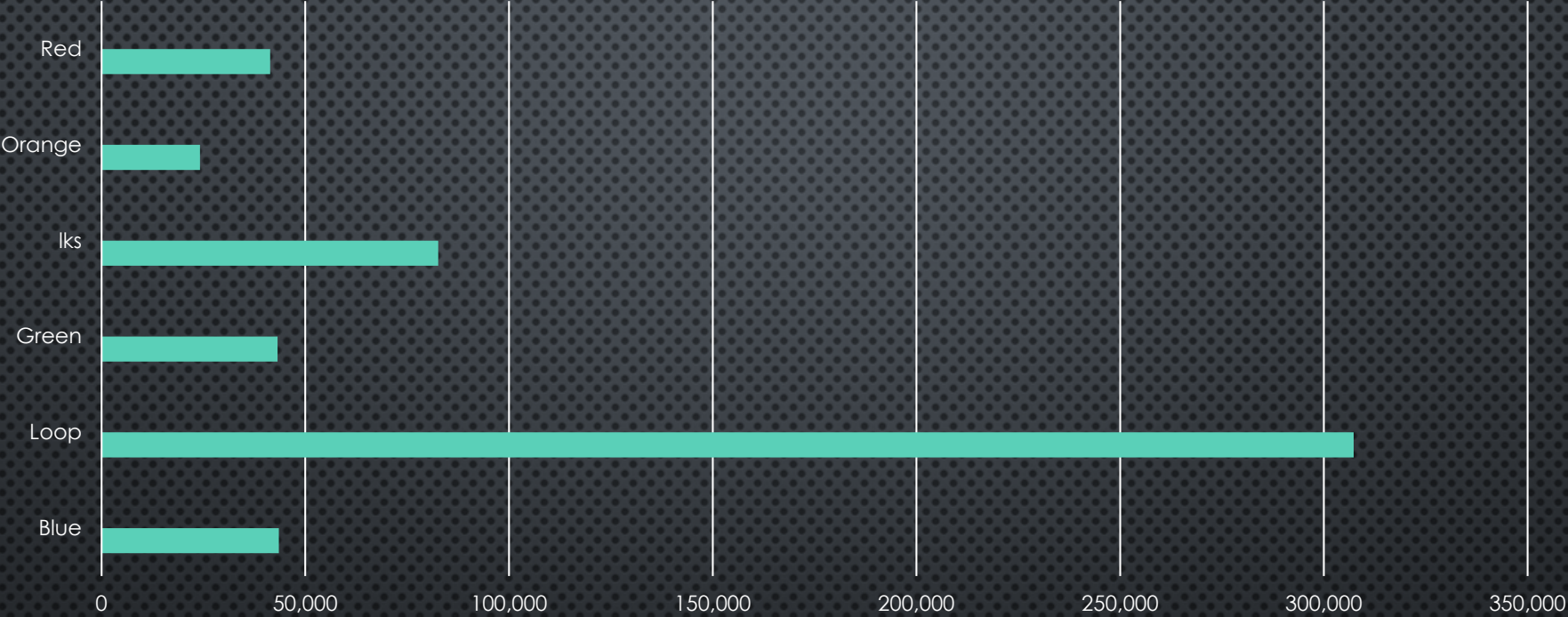


FARE FREE KEY WEST

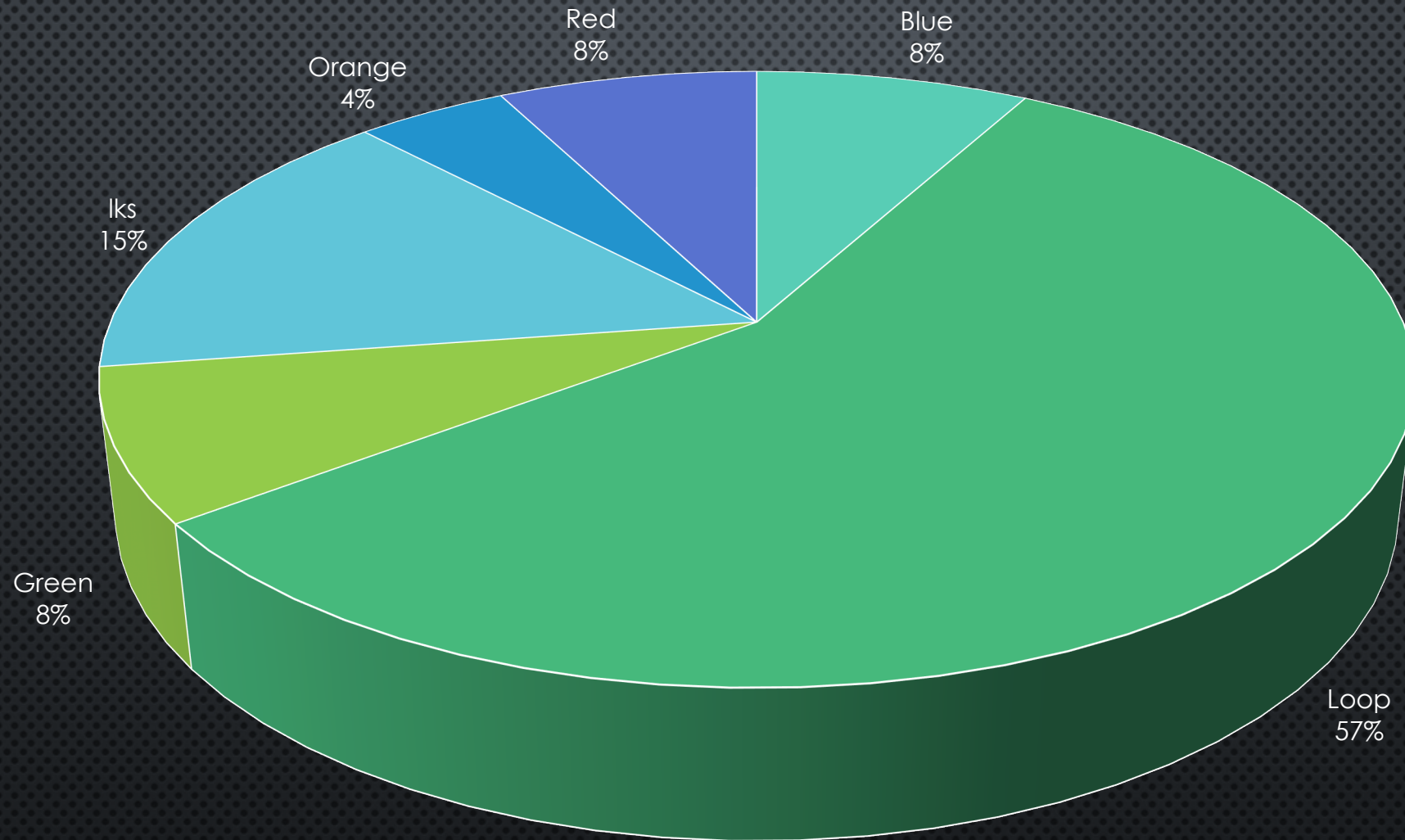
Bus Ridership Sept 2018-Oct 2019



70%
increase
from 2014.

	Total Passengers
Total	543,426
Blue	43,520
Loop	307,327
Green	43,184
lks	82,626
Orange	24,158
Red	41,365

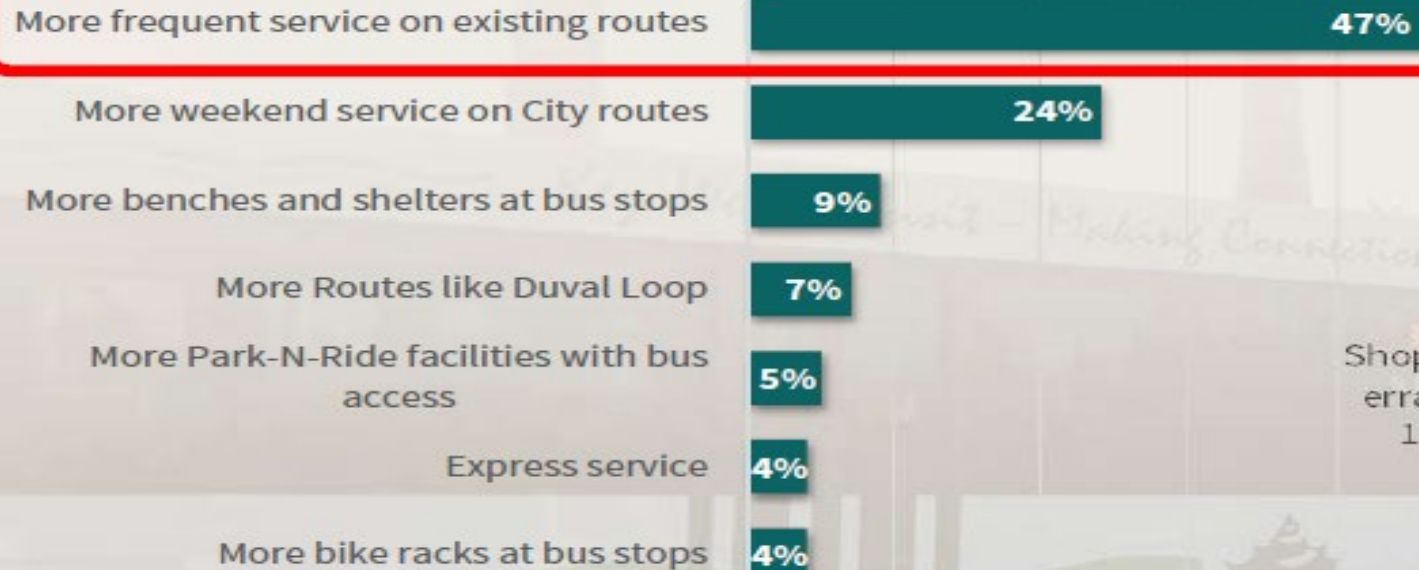
Bus Ridership 2017-2018



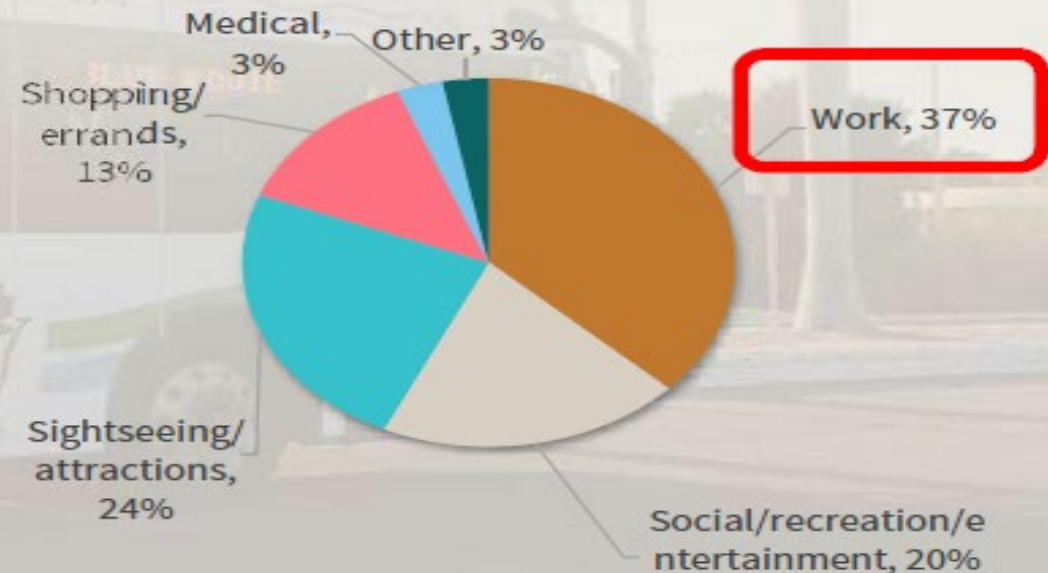
Blue Loop Green Iks Orange Red

Bus Rider Survey

Most Needed Improvement



Trip Purpose



Loop		Other Routes	
Cost:	Free	One Way	\$2.00
		One Day Pass	\$4.00
		7-Day Pass	\$8.00
		31-Day Pass	\$25.00
Wait Times:	15-20 Minute Wait	Wait Times:	45 Minutes or more
Routing:	Circular and Direct	Routing:	Serpentine

Should Buses be free:

- Bus fare collection only accounts for 10 percent of the cost of buses.
- City staff suspects that the cost of collecting bus fees may be around the 10 percent that is being collected. That is - it costs money to collect money - and have controls in place for that collection may actually only cover the cost of collecting that money.
- It may not actually make any financial sense to collect fares.
- The time taken for fare collection actually contributes to the slowness of bus routes. Instead of people just jumping on the bus leaving, there is time taken to pay. The amount of time a bus is stopped for this purpose also contributes to congestion on our city streets.
- Key West residents who are riding buses are probably the ones who can least afford to pay.
- Several other communities in the state of Florida have already made their bus system free – with very significant impacts on ridership. There is precedence for this and some good lessons learned.
- Smaller buses for non-arterial routes would be significantly easier to staff as they do not require a CDL. Currently there is a significant problem hiring and retaining bus drivers.

ALL ROUTES - MONTHLY PUBLIC TRANSIT REPORT FY 2017-2018													
FY 2017	MILES	FUEL	MILES /	FAREBOX	ACTUAL	FAREBOX	ADJUSTED	AVERAGE	BUS PASSES	SPECIAL		OTHER	TOTAL
2018	OPERATED	GALS	GALLON	REVENUES	REVENUE	RIDERSHIP	RIDERSHIP*	FARE	(MONTHLY)	SHUTTLES		REVENUES	REVENUES
OCT	57,383	10,409	15	\$29,499.37	\$29,515.27	29,630	30,963	\$0.95	\$4,026.00	\$0.00		\$77,234.83	\$110,776.10
NOV	50,793	9,559	14	\$29,956.05	\$30,163.94	29,203	30,517	\$0.98	\$3,368.00	\$0.00		\$192,865.45	\$226,397.39
DEC	52,120	9,913	14	\$29,727.41	\$33,414.25	32,735	34,208	\$0.87	\$3,429.00	\$0.00		\$164,403.92	\$201,247.17
JAN	57,481	10,664	15	\$36,010.86	\$36,800.52	45,745	47,804	\$0.75	\$5,154.00	\$0.00		\$79,679.89	\$121,634.41
FEB	53,202	6,874	21	\$33,987.13	\$34,179.72	50,201	52,460	\$0.65	\$5,268.00	\$0.00		\$80,377.24	\$119,824.96
MAR	59,943	8,572	19	\$33,350.28	\$33,882.47	55,946	58,464	\$0.57	\$3,890.75	\$0.00		\$88,063.43	\$125,836.65
APR	56,230	10,374	15	\$31,346.65	\$32,822.10	52,324	54,679	\$0.57	\$3,765.75	\$0.00		\$93,876.48	\$130,464.33
MAY	59,206	10,946	15	\$31,813.98	\$31,279.30	45,808	47,869	\$0.66	\$2,580.00	\$0.00		\$62,365.24	\$96,224.54
JUN	54,220	10,639	13	\$28,295.20	\$28,210.83	63,346	66,197	\$0.43	\$3,815.00	960		\$62,903.52	\$94,929.35
JUL	58,511	9,156	18	\$28,419.65	\$29,008.08	73,530	76,839	\$0.37	\$2,083.00	\$0.00		\$69,550.02	\$100,641.10
AUG	59,993	11,527	14	\$29,769.58	\$29,802.65	63,951	66,829	\$0.45	\$2,997.00	\$0.00		\$61,608.60	\$94,408.25
SEP	56,150	5,634	14	\$28,642.94	\$29,925.68	50,175	52,433	\$0.55	\$2,779.00	\$0.00		\$67,327.20	\$100,031.88
TOTALS	675,232	114,267	5.9	\$370,819.10	\$379,004.81	592,594	619,261	\$0.60	\$43,155.50	\$960.00		\$1,100,255.82	\$1,522,416.13
* Adjusted ridership ireflects a percentage of courtesy trips, non-profits shuttles and pass / farebox errors or misreads.													

Metered Parking Revenue

2019	\$8,681,059
2020 (YTD)	\$5,750.545

Parking Citations Paid

2019	\$861,781
2020 (YTD)	\$544,022

Metered Parking Revenue 2019

\$4.00 an hour rate

2019 \$8,681,059

Metered Parking Revenue 2021

\$4.50 an hour rate

2021 \$9,766,000

Additional: \$1,085,000