



Monthly Transit Department Report

To: Brian L. Barroso, City Manager

Date: August 1, 2025

From: Rogelio Hernandez, Director of Transportation

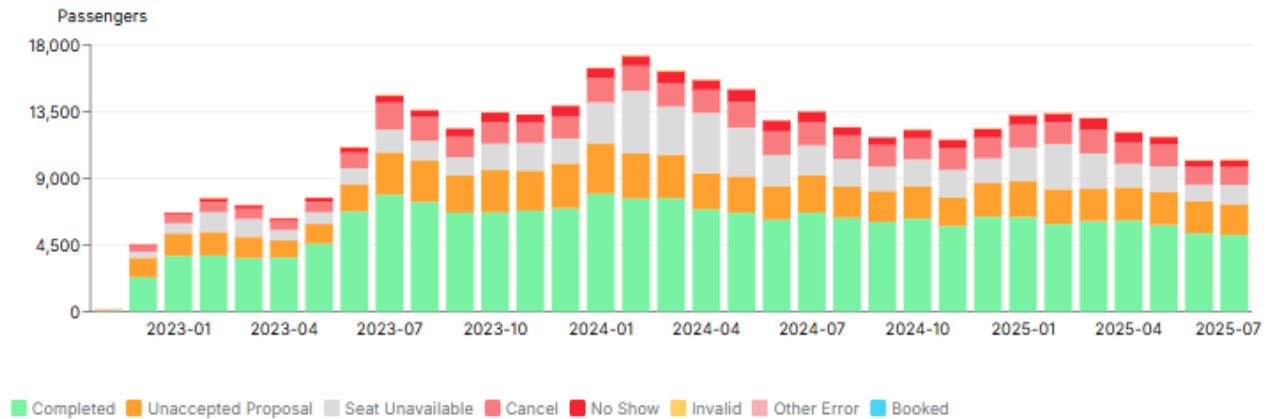
Subject: Monthly Transit Department Report July 2025

- Total System Ridership Past 30 Days: **24,104** trips. (**Decrease** of **18.44%** from last month's **29,555** trips)
- The Lower Keys Shuttle ridership for July is **7,153** trips.
- Duval Loop is the highest performing route for July with ridership of **10,519** trips.
- Workforce Express July ridership is **1,239** trips.
- Key West Rides ridership for July is **5,193** trips.
- Total Number of customers who have installed Key West Rides App: **18,205**.
- Completed **192,731** trips on Key West Rides- On Demand Transit since launch November 30, 2022.
- Department presented to Ambassador Class 43.
- Department met with the Finance Team to further review the department budget.
- Department attended the bi-weekly meeting via Zoom with the on-demand system provider, Via.
- Department met with ChargePoint regarding the potential procurement of a charger and charging station for a future battery electric bus.
- Department met with the bus fare solution provider, Genfare, to discuss the sunsetting of the current outdated bus fare equipment and the future replacement of software and hardware.
- Department met with Trackit to demo transit-specific SaaS software that helps develop new streamlined processes and enhance operations.
- Department held weekly maintenance meetings.
- Director attended the agenda-setting meeting.
- Director attended the monthly TCT meeting.
- Director participated in the KW Safety Action Plan Task Force meeting.
- Director participated in the Lunch & Learn – *Dr. Seuss on Leadership*.
- Director met with Rod Delostrinos, ACM, as part of our weekly briefing.
- Employee Continued Service July 2025
 - Rasek Valdes Certified Mechanic 6 Years
 - Jean Desrosiers Bus Driver 6 Years
 - Alex Perez Relief Bus Driver 2 Years
 - Tamara Toroni Shuttle Driver NON-CDL 4 Years
 - Laura Bohdan Bus Operator 12 Years
 - Junior Willy Transit Vehicle Helper 2 Years

KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS

Detailed Ride Requests Status

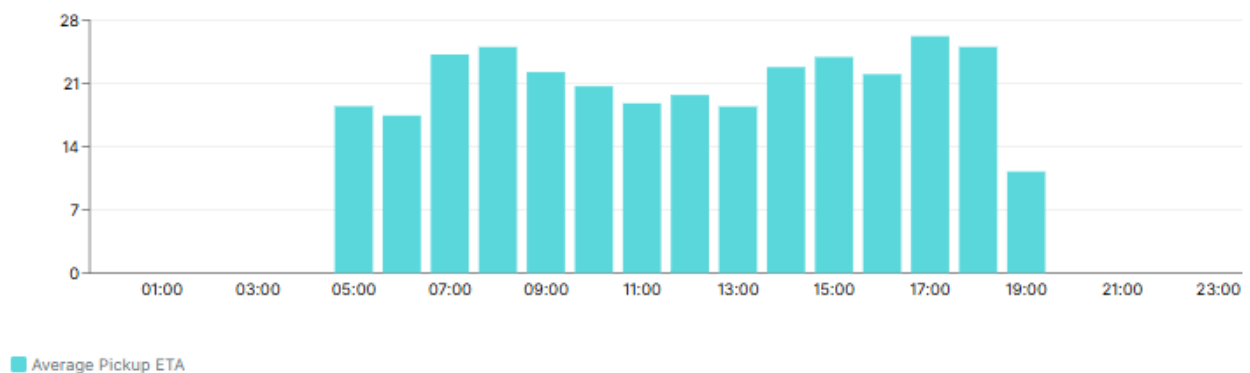
Breakdown of all ride requests (passengers) by status.



(Since November 30, 2022) Out of 385,673 people who received a ride proposal, only 192,759 chose to book and complete a ride.

Average Pickup ETA (On Demand Rides Only)

Average pickup ETA among all requests where a ride proposal was displayed.

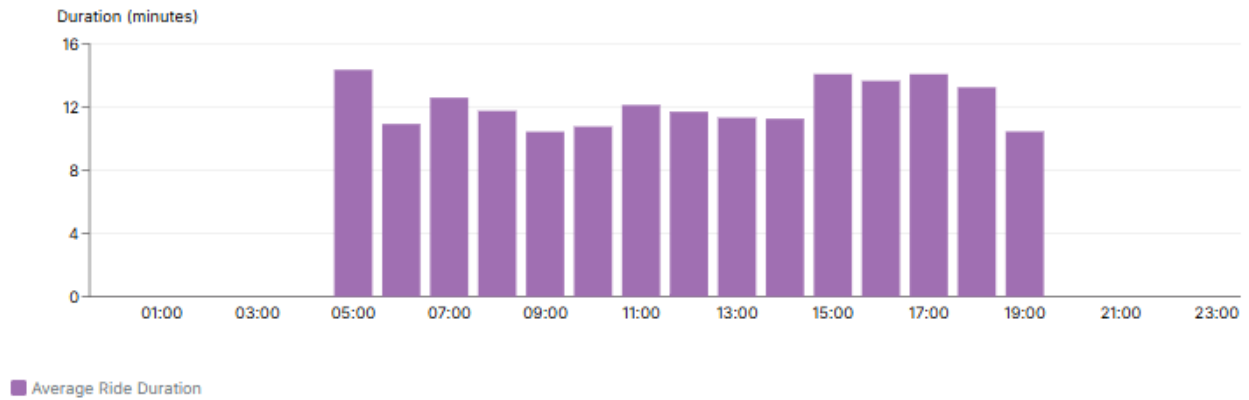


July 2025: The average wait time once a person receives a ride proposal is currently 21.3 minutes.

KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS (CONTINUED)

Average Ride Duration

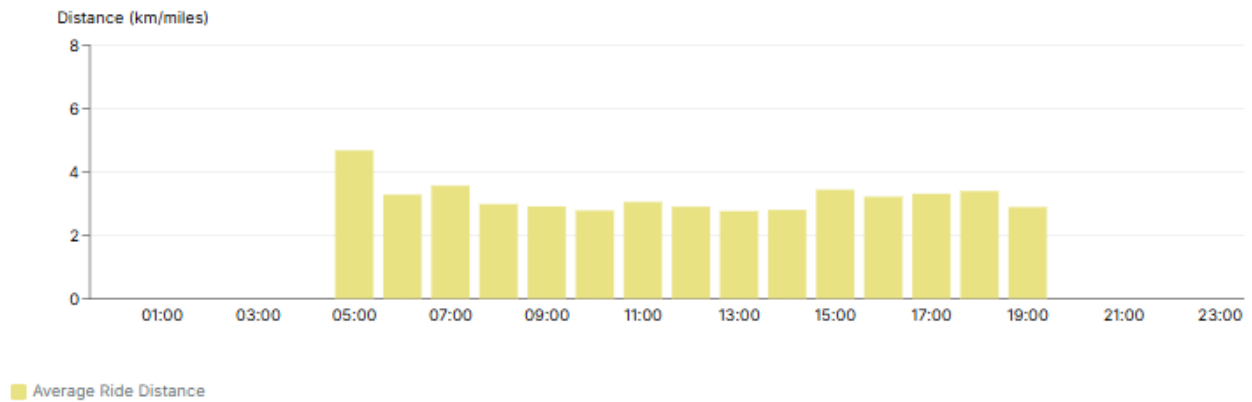
Average ride duration from pickup to dropoff.



July 2025: Once the bus arrives, the average passenger trip time takes 12.1 minutes.

Average Ride Distance

Average ride distance from pickup to dropoff.

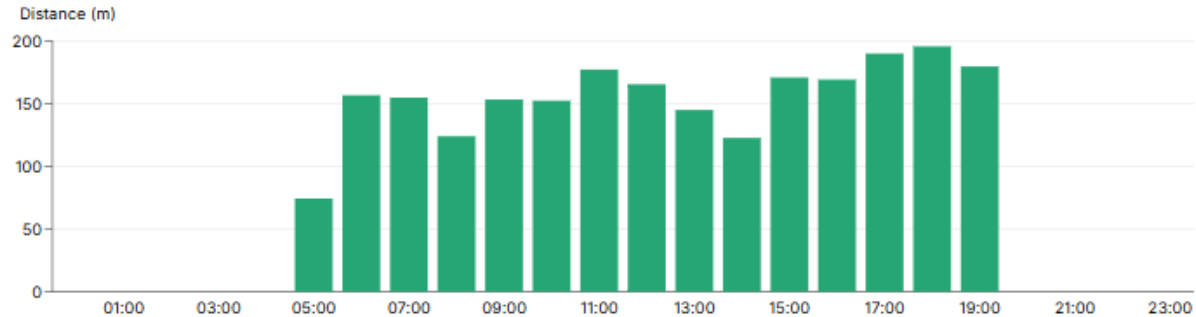


July 2025: The average ride distance is 3.1 miles.

KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS (CONTINUED)

Average Dropoff Walking Distance

Walking distance (meters) from latest planned drop off location to destination location.

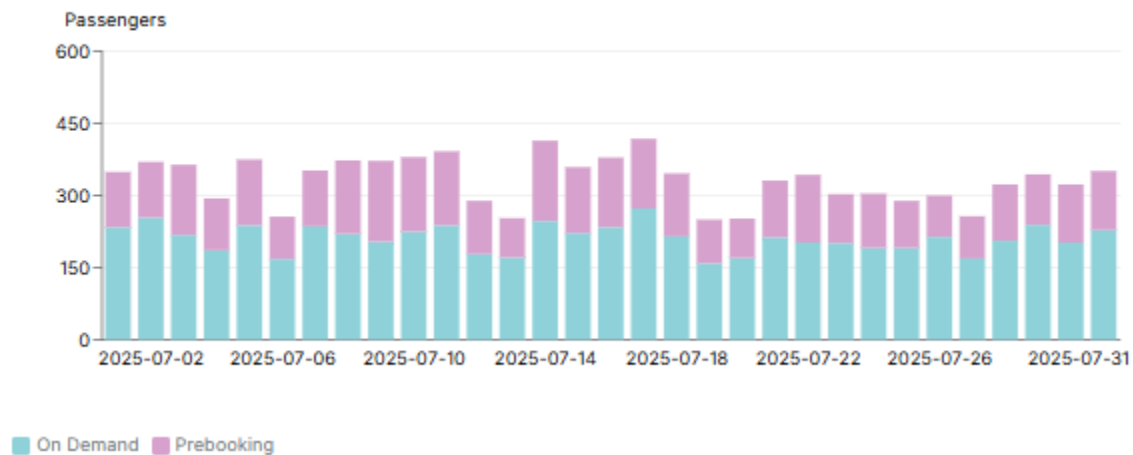


■ Average Dropoff Walking Distance

July 2025: Average distance a passenger walks to destination location from drop off is 159.7 meters or 167.43 yards. Graph Y-Axis Conversion: 70 m =77 yds; 140 m = 153 yds; 210 m = 230 yds; 280 m = 306 yds. ¼ mile is 402 meters.

Booking Type

Breakdown of all ride requests (passengers) by booking type.



■ On Demand ■ Prebooking

July 2025: The majority of riders are using the Prebooking feature (66.4%).

RIDERSHIP MONTHLY SUMMARY BY SERVICE FOR 5 FISCAL YEARS

City Route History

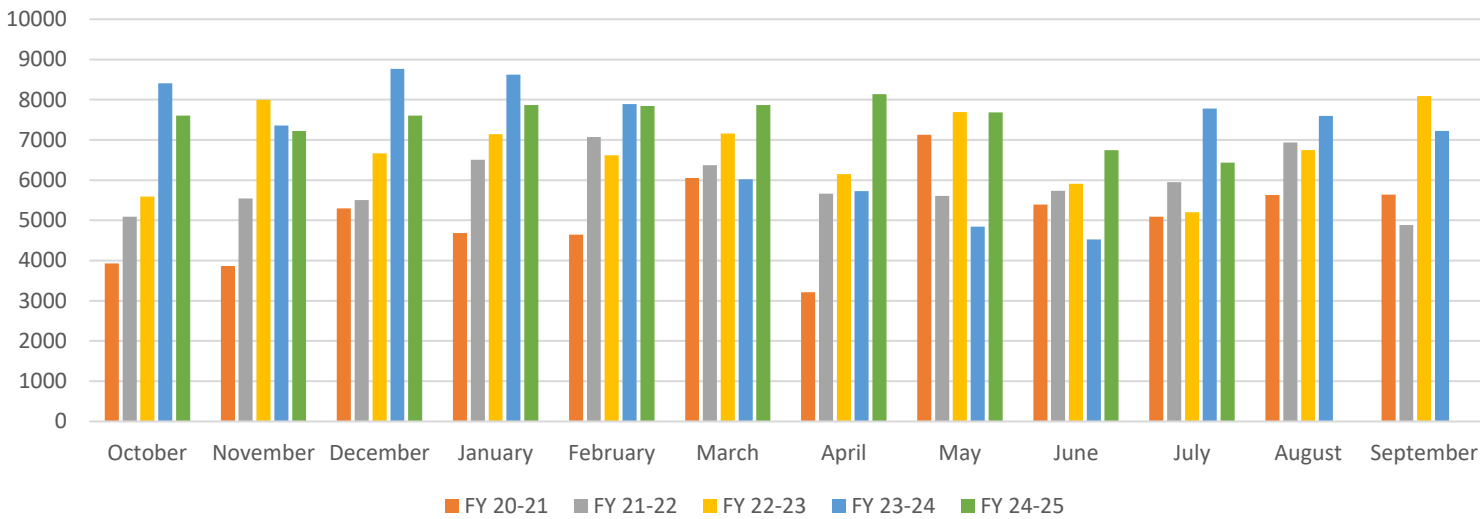
Red/ Blue/ Green/ Orange (Ended July 2020)

North Line/ South Line (July 2020- July 2023)

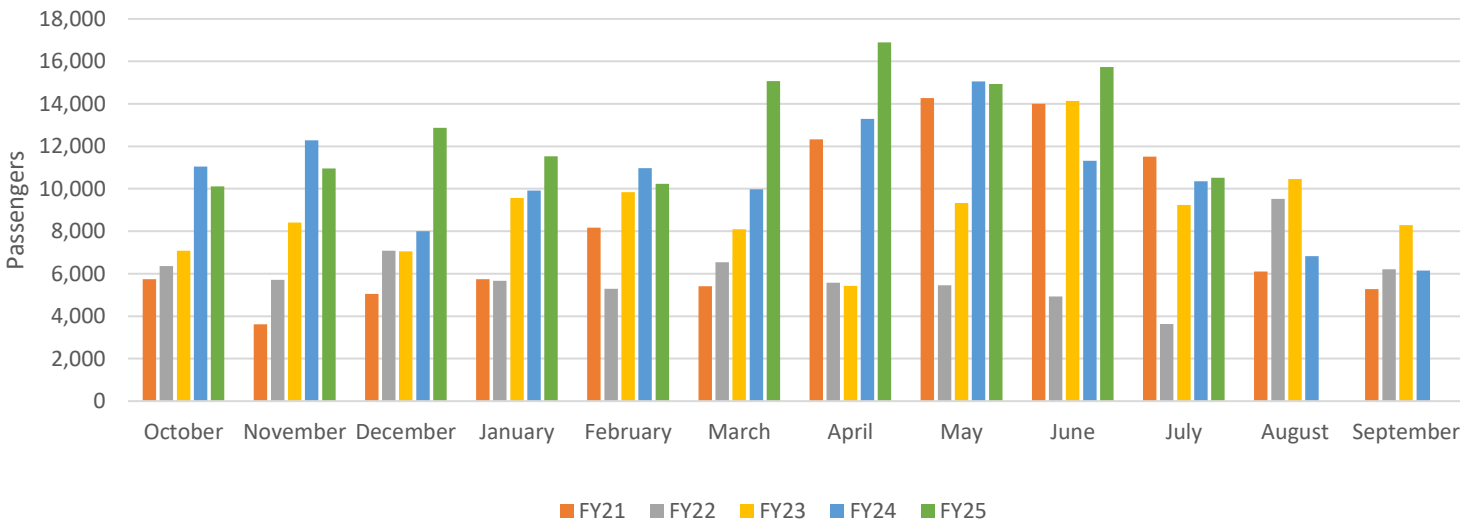
Key West Rides (Started Nov 30, 2022)

Work Force Express (Started July 2023)

Total City Routes Ridership 5-Year



Duval Loop Ridership



RIDERSHIP MONTHLY SUMMARY BY SERVICE FOR 5 FISCAL YEARS (CONTINUED)

