



Presentation Overview

- What is a TDP?
- Key West TDP
- Service environment/performance
- Public outreach process
- Survey findings
- Where do we go from here?
- Commission guidance/direction
- Next steps

KEY CONNECTIONS
A PLAN FOR TRANSIT

SEAL OF THE CITY OF
KEY WEST, FLORIDA

The slide features a teal background with a white diagonal stripe. The title 'Presentation Overview' is in a large, bold, teal font. A bulleted list of seven items is presented in black text. On the right side, there are logos for 'KEY CONNECTIONS A PLAN FOR TRANSIT' and the 'SEAL OF THE CITY OF KEY WEST, FLORIDA'. A faint background image of a bus is visible on the left side of the slide.

Transit Development Plan (TDP)

- 10-year transit plan
- Strategic plan for transit
 - Evaluate demographics & travel behavior
 - Assess existing transit options
 - Conduct public involvement & outreach
 - Determine transit needs
 - Develop service & implementation plans
- FDOT requirement for funding








TDP is not a



- Budget
- Capital Improvement Program (CIP)
- Binding agreement

Ok. What is it,
then?



TDP is a.....

-  10-year vision for transit
-  Plan that identifies both funded & unfunded needs
-  Collaborative process
-  Helps Key West set transit service/capital priorities
-  Updated every five years




Key West TDP

- Branding



- Covers FY 2020 to FY 2029
- Last updated in 2014
- Final Plan due to FDOT by Sept 2019
- Consistent with other plans
- Incorporates best practices



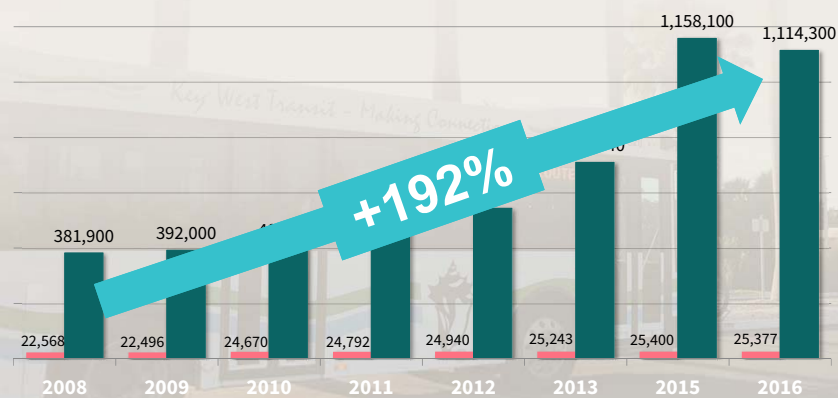
Key Connections - The Process

- Evaluate baseline conditions
- Assess existing transit options
- Conduct public outreach (two phases)
- Determine transit needs
- Develop service & implementation plans
- Develop financial plan



Baseline Conditions

- City population & foreign visitor arrivals



Baseline Conditions



Demographics

- Population Density @ 4,700 people per sq. mile
- 43% of Key West is 45 years or older
- 12% of Key West is Black/African American & 22% is Hispanic



Tourism

- Nearly 60% stay overnight
- Hotel occupancy rate over 80%
- Majority of visitors are from areas with good transit



Income/Jobs

- 40% of Jobs are in hotel/food services or retail
- 20% Earn less than \$25,000



KEY CONNECTIONS
A PLAN FOR TRANSIT



Existing Transit Services

- City Routes – Red, Blue, Green, Orange



- Duval Loop



- Lower Keys Shuttles



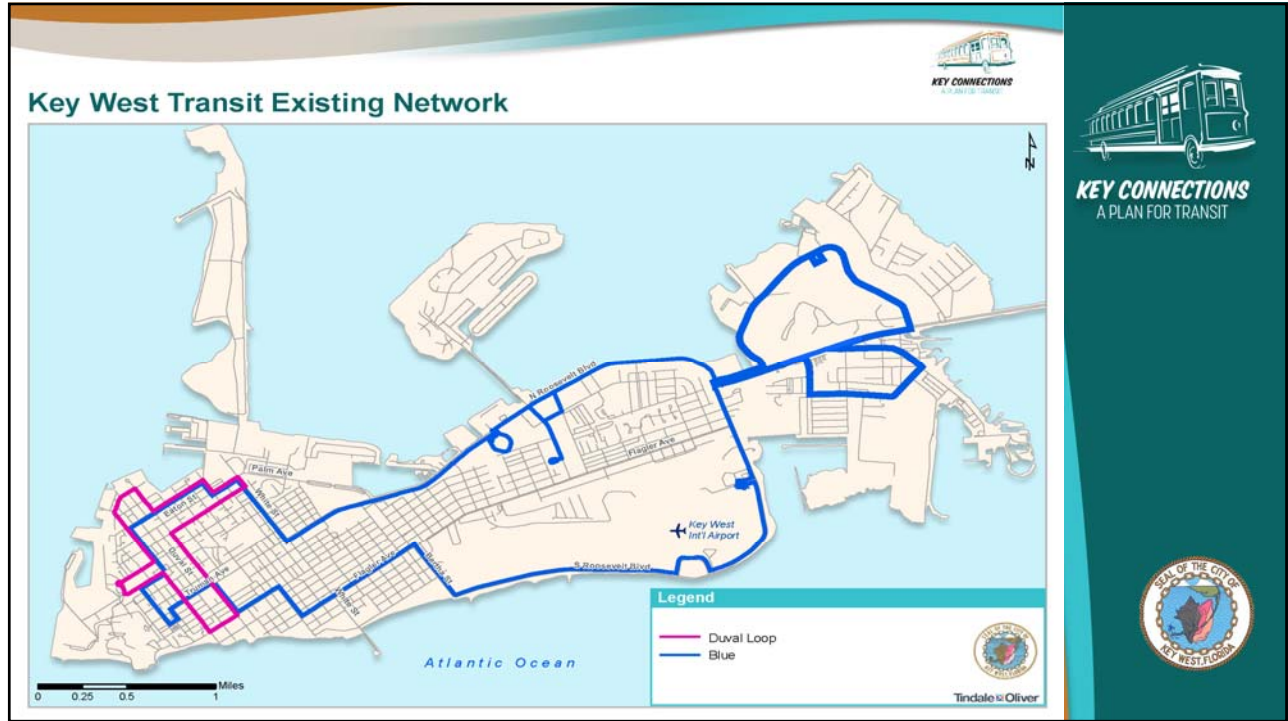
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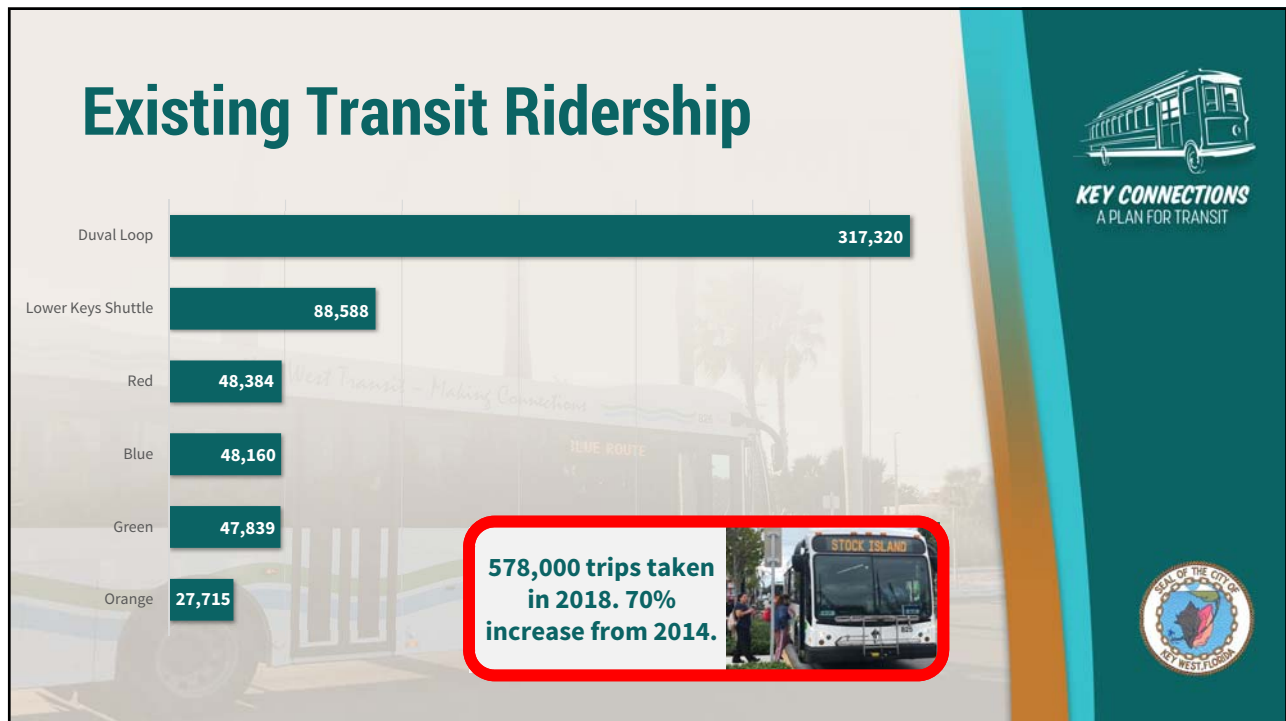
KEY CONNECTIONS
A PLAN FOR TRANSIT











TDP Public Outreach



Public Workshops



Stakeholder Interviews



Bus Rider & General Public Surveys (Paper & Online)



Focus Group Discussions



Email/Web/Social Media Outreach



KEY CONNECTIONS
A PLAN FOR TRANSIT



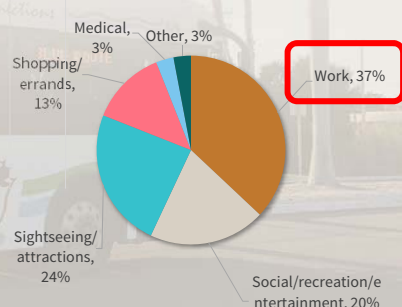
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Bus Rider Survey


Most Needed Improvement

More frequent service on existing routes	47%
More weekend service on City routes	24%
More benches and shelters at bus stops	9%
More Routes like Duval Loop	7%
More Park-N-Ride facilities with bus access	5%
Express service	4%
More bike racks at bus stops	4%


Trip Purpose



Work	37%
Social/recreation/entertainment	20%
Sightseeing/attractions	24%
Shopping/errands	13%
Medical	3%
Other	3%



KEY CONNECTIONS
A PLAN FOR TRANSIT





Policy Feedback & Input

On the upcoming slides, we have a series of questions and would like to get your feedback on, and if possible, general consensus, for moving forward with the Key Connections planning process.



Policy Questions on Vision

- What **improvements** should we consider as we plan for bus service in the next 10 years?
- How much **growth** would you like to see in the transit system?





Policy Questions on Innovation

- What **new or innovative approach(es)** do you think should be considered?
- What role do you want and expect **technology** to play?



Policy Questions Moving Ahead

- What **partnerships** can provide innovative ways improve mobility and expand services?
- How would you create **funding** to implement new or enhanced services?



Next Steps

- Complete Phase I outreach
- Assess demand & transit alternatives
- Conduct Phase II Outreach
- Develop draft 10-year plan
- Present draft & final plans
 - July/August 2019



Comments & Discussion

