

EXECUTIVE SUMMARY



To: Jim Scholl, City Manager
cc: Jim Fitton, Port and Transit Director
From: Myra Wittenberg, Manager / KWDoT *M.H. Wittenberg / R.2*
Date: September 30, 2010
Subject: Resolution - FREE Shuttles - Lower Keys for GLEE Expo 2010

Action Statement:

This is a request for approval of a resolution to provide FREE shuttle bus services for the Annual 2010 Green Living and Energy Education (GLEE) organization EXPO event in Marathon, Florida, on November 6, 2010, for all Lower Keys Shuttle Buses; providing two (2) additional stop locations, and providing a third (3rd) shuttle bus to increase frequency of service for November 6, 2010.

Project History:

Since March 2008 the Commission has approved a proclamation that included FREE shuttle bus service for the Lower Keys bus service shuttle areas, Key West to Marathon, Florida, including a third (3rd) shuttle bus to increase frequency of operation and to encourage individuals to use public transit versus individual automobiles to attend the GLEE Expo held annually in the Florida Keys, in Marathon, Florida.

The GLEE EXPO is scheduled this year on November 6, 2010, and the same request has been put forth by GLEE - hence it is being brought forth to the commission for approval, with proclamation forthcoming by GLEE to the Mayor's office.

Option #1:

Option #1 would be to approve the resolution and proclamation as requested and provide FREE services on all Lower Keys shuttle buses for Saturday, November 6, 2010, adding a third (3rd) bus, and encouraging use of public transit use - in conjunction with the GLEE EXPO event.

Advantages

This option promotes the use of public transit to individuals who otherwise may not use public transit and it is our intention that this provides a positive experience for the person, encouraging future use of public transit.

Since public transit is key to preservation of resources and protecting our environment, reducing automobile use and increasing public transit use will achieve one of many goals identified by the city in its' commitment to GREEN living and sustainability.

GLEE has offered the City an "in kind" exchange as a sponsor organization valued at \$600.00 which includes a table space, banner or poster placement at the event, announcement of sponsorship at beginning and end of the event, logo and link via webpage, logo and link via printed materials and a GLEE membership. The City of Key West DoT staff has offered to set up public transit information and man the booth space as part of the sponsorship to promote education of public transit. This is in exchange of the value of cost to the city for the FREE shuttles.

Disadvantages

The city will have staff who will work a booth on a weekend day (no overtime but flex time will be allowed) which may be a disadvantage to some employees - however, it is a great opportunity

as well and we should take advantage of the opportunity to promote the city's commitment to energy education and the environment.

Additionally, the cost of operating shuttle buses in the Lower Keys is \$60.00 / bus / hour - bear in mind that these expenses are reimbursed via grants in place at a ratio of 75% total between State and Federal funding agreements. The normal two (2) buses operating 18.5 hours each / all day equates to \$2,220.00 in expense - with a reimbursement rate of \$1,665.00, cost to the city will be \$555.00. Additionally, the 3rd bus adds \$540.00 in operating costs (8:00 am - 5:00 pm) or 25% to the city of \$135.00.

Total cost of non-eligible expenses for the shuttles for the GLEE EXPO to the City will be \$690.00. KWDoT believes that the exchange offer of sponsorship is adequate for this transaction and that the opportunity is priceless.

Fiscal Impact

Please refer to above - it is a great opportunity for the city to play an active role in promoting energy education as well as offering bus rides FREE to the public, thereby promoting public transit use.

The negative impact is the city will not be reimbursed 25% of the cost of operating shuttle services in the Lower Keys (per grants in place) of a total expenditure of \$690.00

Option #2:

Option #2 would be to not approve the resolution.

Advantages

An advantage to not passing this resolution is that KWDoT does not have added work and added hours to manage for the EXPO event.

Disadvantages

The City will not play an active role in the energy education process as has been committed to on behalf of the City via resolutions previously.

Fiscal Impact

There will be no fiscal impact as a direct result of Option #2 - however, indirectly the city may gain ridership on public transit - thereby narrowing the gap of expenses to revenues by collection of added fare box fees in the future.

Recommendation:

KWDoT recommends Option #1 as described here.