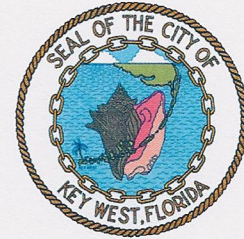


EXECUTIVE SUMMARY



To: Bogdan Vitas, City Manager
cc: Jim Fitton, Director / Port & Transit
From: Myra Wittenberg, Manager / KWDoT

A handwritten signature in blue ink, appearing to read "Myra W", is written over the "From:" line.

Date: April 23, 2013

Subject: **Amending Resolution No. 11-054
(Lower Keys Shuttle Bus Fares RE: Full Rate One Way Token)**

Action Statement:

This is a request for amendment to Resolution No. 11-054, specific to the LOWER KEYS network, by adding an additional fare media known as a "token" to the fare structure for one way trips. The token will be good for a "one way trip" only and sold as a point of sale purchase, in bulk of no less than ten (10), available in the full rate category only.

Project History:

Currently, a one way trip or fare may only be purchased at the fare box meter on the bus, and must be paid in cash. Over the last several months we have had numerous requests to purchase bulk quantities of a one way trip fare or token in advance – as a point of sale – by hotels, motels and other businesses which will allow those entities the ability to provide travel to their customers / clients without handling cash – and allow for bulk purchase with redistribution options. This new fare media will only be sold at the full fare category of passenger – in each area of service; or in this case at the rate of \$4.00 / one way trip / token.

Option #1:

Option #1 would see the City approve the request for revision to Resolution 11-054, as written above to add a "one way trip token" to the options of types of fare media available for purchase for Lower Keys route service.

Advantages

The advantages to passing this resolution is the City provides greater flexibility in our fare structure by adding a "one way trip token" to accommodate more transportation needs in the community.

Disadvantages

The only small disadvantage to passing this resolution is the operational cost to purchase the reusable tokens.

Fiscal Impact

We may see an increase in revenues as we are hopeful that the added fare media, or the "one way trip token," may increase ridership by people who otherwise may not use public transit services; or have a need to purchase a 7 day or 31 day pass. The full fare one way trip token adds incentive to private businesses to purchase and reissue tokens to their customers as a perk to their marketing package; while also providing an additional option to the social service agencies who have limited funding resources.

Option #2:

Option #2 would be to not approve the resolution and the City do business as usual without expanding the fare structure to accommodate an established need in the community.

Advantages

There is no advantage to this option.

Disadvantages

An obvious disadvantage to not adding the new "one way trip token" fare media is that many social service agencies will not be able to assist their clients with transportation needs when funds for monthly passes are not available.

Fiscal Impact

The only potential fiscal impact to not approving an additional fare media or the "token" would be a loss of potential customers who would use those tokens, which has an unknown value at this time.

Recommendation:

City of Key West Department of Transportation recommends approval of Option #1, above.