

EXECUTIVE SUMMARY



To: Jim Scholl, City Manager

cc: Jim Fitton, Director / Port & Transit

From: Myra Wittenberg, Manager / Transportation

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

Date: November 21, 2011

Subject: Resolution to Approve FREE Public Transportation Services for the 2011 Holiday Season, in the City and the Lower Keys, from December 21 through 24, 2011

Action Statement:

This is a request for approval of a resolution to provide FREE public transportation bus services for the City of Key West local routes and the Lower Keys shuttle bus service between Key West and Marathon, Florida, from Wednesday, December 21, 2011 through December 24, 2011; promoting use of public transit services and encouraging individuals to stimulate the local economy by doing their holiday shopping locally.

Project History:

The City of Key West has offered FREE holiday public transportation services since 1998 in an effort to encourage use of public transit services; and to continue the education process by introduction of bus services during this FREE period to those who would ordinarily not use public transit services.

During the seasonal months of the year, offering FREE transportation services allows easy access to the local businesses and store fronts without the worry of parking or walking to and from congested parking lots in Old Town Key West. This will help make local shopping experiences more enjoyable and positive this year. It is our opinion FREE transportation holiday bus services promotes a variety of shopping venues available in Key West and the Lower Keys as well as the many fabulous sales opportunities offered by the local businesses in the City of Key West and the Lower Keys.

Further, Key West DoT acknowledges that local businesses have demonstrated commitment to the community through perseverance of good, bad and ugly economic times by continuing to provide goods and services to our citizens, residents and visitor populations in the City of Key West.

And, finally, last but not least, the use of public transportation reduces the City's carbon footprint by reducing the amount of emissions released in the air - thus public transit use is recommended as a method of improving our air quality in the Keys and Key West by reducing the number of vehicles on the roadway each day. This FREE holiday season is a great opportunity to commit to trying public transportation for a few days and see if it works for you.

Option #1:

Option #1 would be to approve the resolution and proclamation as requested and provide FREE public transportation holiday bus services to all City and Lower Keys areas as noted above from December 21 through December 24, 2011, reminding the public that there is NO bus service on Christmas Day, December 25, 2011.

Advantages

The City offers a FREE period to allow residents and visitors to use the public transportation services - thus providing opportunities to those who ordinarily would not use public transit and possibility increasing passenger use throughout they year.

The opportunity promotes clean and green living options by reducing vehicle emissions as well as the number of vehicles on our highways during this busy time of year. Public transportation is a very important part of the preservation of resources and protection of our delicate environment. By reducing automobile use and increasing public transit use - we can achieve one of many of our goals identified by the City's commitment to GREEN living and sustainability.

Disadvantages

There is an estimate of the potential loss revenue of \$1,193 / per day / all routes; as is shown on the attached copy of the December 2010 Farebox report. The four (4) day cost for the FREE Holiday service is projected at \$4,772.

Fiscal Impact

The obvious fiscal impact of Option 1 is stated above, in addition to our normal daily operating expenses.

Option #2:

Option #2 would be to not approve the resolution and continue business as normal, with no recognition of the holiday season intended to assist the public as well as the business communities of Key West and the Lower Keys.

Advantages

The advantage is that there would be no loss revenue, as noted above, and there would be no change to operational standards for this period of time.

Disadvantages

The disadvantage is that the City will not play an active part in the holiday season as noted above under Option #2.

Fiscal Impact

City of Key West DoT will not experience any direct fiscal impact as a result of Option #2.

Recommendation:

It is recommended that the City Commission approve Option #1 above, for a FREE Public Transportation HOLIDAY period from December 21 through 24, 2011.