



# KEY WEST DEPARTMENT OF TRANSPORTATIO N

Transit Development Plan  
2015-2024 Major Update

August 2014

# TDP PURPOSE

- ▶ Ten-Year Plan
- ▶ Annual Progress Report
- ▶ Major Update Every 5 Years
- ▶ Assess Previous Plan
- ▶ Prioritize Improvements
- ▶ Update Financial Plan
- ▶ Meet State Requirement



Sets the vision...



# TDP OVERVIEW

- ▶ Baseline Conditions
- ▶ Public Input
- ▶ Situation Appraisal
- ▶ Transit Demand & Mobility Needs
- ▶ Goals, Objectives, & Initiatives
- ▶ Future Direction & Transit Alternatives
- ▶ Financial Plan



# BASELINE CONDITIONS

- ▶ 5 Fixed-Routes
  - ▶ Red Route (Mon-Sat)
  - ▶ Orange Route (Mon-Sat)
  - ▶ Green Route (Mon-Sun)
  - ▶ Blue Route (Mon-Sun)
  - ▶ Lower Keys Shuttle (Mon-Sun)
    - ▶ Pink (Northbound)
    - ▶ Lime (Southbound)
- ▶ Operates 5:40AM to 12AM
- ▶ Fares
  - ▶ One-Way City Service - \$2.00
  - ▶ One-Way Lower Keys - \$4.00



# BASELINE CONDITIONS – TREND & PEER ANALYSIS FY09-FY13

- ▶ The five-year trend analysis indicated the following:
  - ▶ A reduction in service and trips. Fewer passengers using the service may have resulted from service reductions.
  - ▶ Cost decreases over the five-year time period.
  - ▶ Costs have decreased per mile versus per passenger trip.
  - ▶ Fare collections have improved.
- ▶ The five-year peer review analysis indicated the following:
  - ▶ KWT has a greater average population density but fewer people choose transit.
  - ▶ KWT provides more revenue miles and slightly less hours of service.
  - ▶ KWT is slightly above average in operating expenses and vehicles available for service.



# BASELINE CONDITIONS – KEY WEST TRANSIT TDP PEER SYSTEMS

| System                                  | Location            |
|---|---------------------|
| Council on Aging of St. Lucie, Inc.     | Fort Pierce, FL     |
| Martin County Public Transit            | Martin County, FL   |
| Collier Area Transit (CAT)              | Collier County, FL  |
| Okaloosa County Transit (OCT)           | Okaloosa County, FL |
| Senior Resource Association, Inc. (SRA) | Vero Beach, FL      |
| City of Ocala (SunTran)                 | Ocala, FL           |



# PUBLIC INPUT

- ▶ Review Committee
- ▶ Stakeholder Interviews
- ▶ Operator Survey
- ▶ Transit User Discussions/On-Board and Bus Stop Surveys
- ▶ Public Workshops



# PUBLIC INPUT – SURVEY SUMMARY

- ▶ Passengers are very satisfied with the overall system performance and driver courtesy.
- ▶ Most passengers walk to and from the bus stop.
- ▶ Most passengers use KWT to access employment.
- ▶ Most passengers use KWT because they do not drive and/or do not have a car available.
- ▶ Most passengers are long time users of KWT and ride the bus 7 days per week.





# PUBLIC INPUT – NEEDS SUMMARY

- ▶ Improved frequency on the Lower Keys Shuttle and the city routes
- ▶ Connectivity to Miami-Dade Transit
- ▶ Improved lighting at stop locations
- ▶ Additional shelters
- ▶ Direct connections
- ▶ New vehicles
- ▶ Earlier morning/late evening service
- ▶ Additional bike storage on the buses
- ▶ Alternative fare options



# PUBLIC INPUT – STAKEHOLDERS' TRANSIT VISIONS

1. A split system providing service to get the workforce and elderly where they need to go and providing a fun, tropical, open air system for tourists to get around the city.
2. A fully functional car-free Key West.
3. Increased modes of transportation and better marketing to remove the stigma associated with using the bus system.
4. Smaller vehicles operating locally, with larger vehicles connecting to other major cities and the other cities contributing to funding a more regional system.
5. Smaller, faster, free commuter shuttles to encourage people to leave their cars at home and create pedestrian and bicycle-friendly streets.
6. More shelters so that people can get out of the sun, particularly along the Lower Keys route.



# PUBLIC INPUT – STAKEHOLDERS' TRANSIT VISIONS

7. Create a public-private partnership for the provision of electric tram service in the downtown especially down Duval Street.
8. Create a bike share program to be run by a private company that allows residents and tourist to pick up and drop off public bikes.
9. If there is a need, have the system working the right way, with the possibility of paying to board the bus with debit or credit cards and other technologies.
10. More parking garages and shuttles with the continuation and possible expansion of the Lower Keys Shuttle and an entirely new fleet.



# SITUATION APPRAISAL

## ▶ Key Findings:

- ▶ An affordable housing shortage and land use patterns in the City of Key West have resulted in the need for transportation service for a large population of service industry workers.
- ▶ Based on funding constraints, KWT will need to be creative with routing to make any efficiency improvements. Additional funding will be required to implement any of the additional services or capital projects.
- ▶ The majority of the KWT fleet is passed its Federal Transit Administration (FTA) useful life and is also used as part of the city's evacuation transportation; therefore, the need for vehicle replacement is a priority.
- ▶ The city's population increases daily from cruise ship passengers and tourist, with an additional 2,668,892 people visiting Key West in 2013.
- ▶ The need for adequate parking supply remains an issue based on the current land development patterns, additional visitors, and commuters.
- ▶ KWT has been proactive in procuring technologies to improve the passenger experience.
- ▶ KWT began construction on a new transit facility; however, if new tram service is implemented, an additional garage facility will be needed for adequate storage.



# TRANSIT DEMAND AND MOBILITY NEEDS

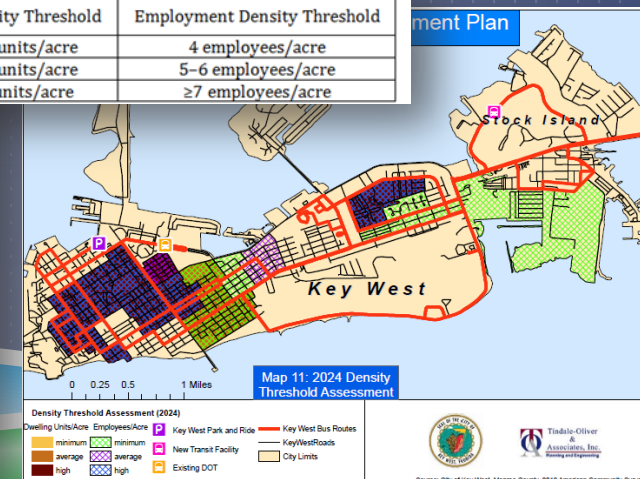
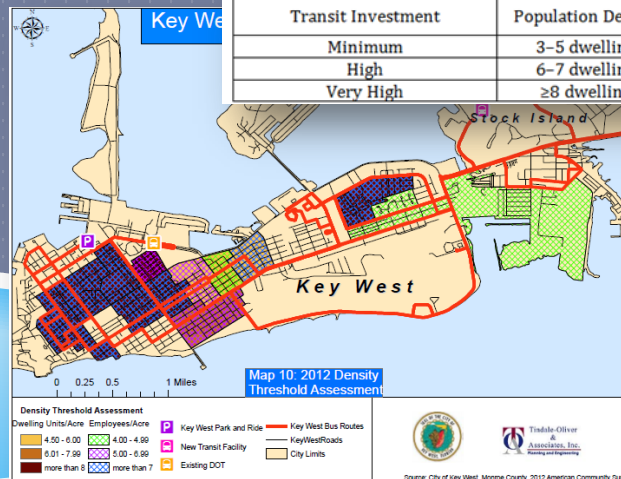
- ▶ Traditional Markets:
  - ▶ Limited or no service on Dredgers Key, west New Town, south Stock Island.
  - ▶ High traditional market in Marathon and Cudjoe Key.
- ▶ Discretionary Markets:
  - ▶ Most of the discretionary markets have transit service available nearby.

## Traditional Markets



## Existing/Future Discretionary Markets

| Transit Service Density Thresholds |                              |                              |
|------------------------------------|------------------------------|------------------------------|
| Transit Investment                 | Population Density Threshold | Employment Density Threshold |
| Minimum                            | 3-5 dwelling units/acre      | 4 employees/acre             |
| High                               | 6-7 dwelling units/acre      | 5-6 employees/acre           |
| Very High                          | ≥8 dwelling units/acre       | ≥7 employees/acre            |



# GOALS, OBJECTIVES, AND INITIATIVES

- ▶ *Mission Statement: To provide a safe and reliable public transportation service that is efficient, effective, and environmentally sensitive.*
- ▶ *Vision Statement: To operate transit services on a tropical island with unique community character in harmony with the diversity of its people and with its environment.*
- ▶ Goal 1: Provide Effective, Efficient, Safe, and Convenient Service.
- ▶ Goal 2: Sustain and Enhance Capital Program.
- ▶ Goal 3: Enhance Regional Coordination.
- ▶ Goal 4: Seek Additional and Alternative Funding Options.
- ▶ Goal 5: Improve System Visibility and Image.



# FUTURE DIRECTION & ALTERNATIVES

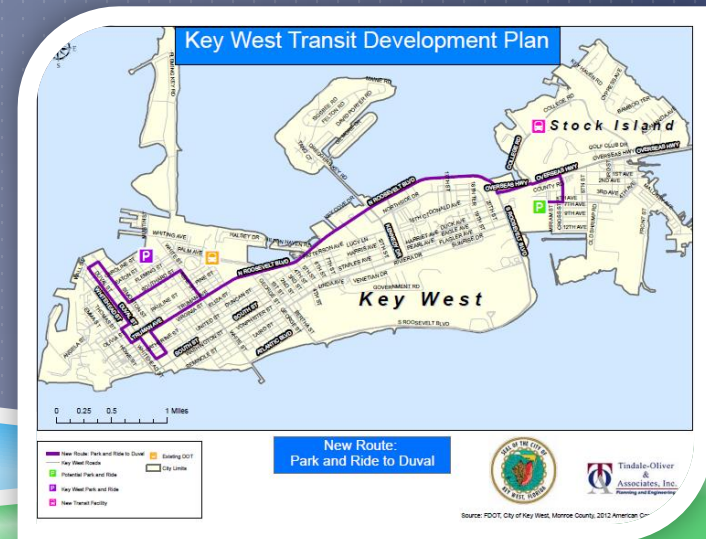
- ▶ The following methods were used to develop the future alternatives:
  - ▶ Public Workshops and Stakeholder Discussions
  - ▶ Discussions with KWT Staff and the Review Committee
  - ▶ Situation Appraisal
  - ▶ Transit Surveys
  - ▶ Transit Demand Assessment
- ▶ Future Priority Categories:
  - ▶ Operations
  - ▶ Capital and Infrastructure
  - ▶ Planning
  - ▶ Policy and Other Priorities



# FUTURE DIRECTION & ALTERNATIVES

## ▶ Operations Priorities

- ▶ Continue operating existing bus routes and maximize efficiency
- ▶ Improve existing service
  - ▶ Increase frequency to 2 hours all day on Lower Keys Shuttle from 5:30AM to 12:30AM
  - ▶ Increase frequency to 1 hour on Green and Blue routes
  - ▶ Add Sunday service to the Red and Orange routes
  - ▶ Expand service to 1AM on the Blue and Green routes, Monday through Saturday
- ▶ Implement new fixed bus routes
  - ▶ Military Connector Route
  - ▶ Park and Ride Connector Route
  - ▶ Tram service in Old Town





# FUTURE DIRECTION & ALTERNATIVES

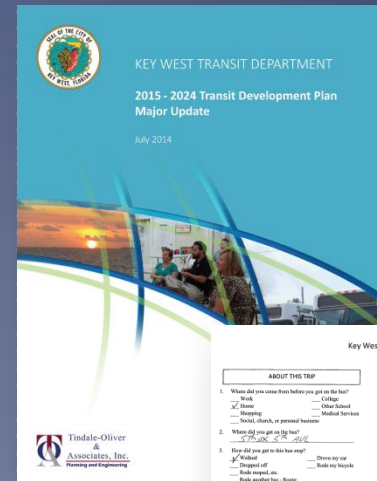
- ▶ Operations Priorities
  - ▶ Implement new Red and Orange tram/trolley routes
  - ▶ Extend the Lower Keys Shuttle to the Holiday Inn Express
- ▶ Capital and Infrastructure Priorities
  - ▶ Vehicle replacement
  - ▶ New transit facility
  - ▶ New satellite garage for trams
  - ▶ New superstop
  - ▶ Bus stop infrastructure improvements/expansion
  - ▶ New park-and-ride lot/parking garage



# FUTURE DIRECTION & ALTERNATIVES

## ▶ Planning Priorities

- ▶ Major TDP Major Update – FDOT requires every five years
- ▶ Bus stop inventory assessment – Inventory and prioritize ADA improvements
- ▶ Customer satisfaction survey – Conduct every three years
- ▶ Comprehensive Plan and Land Development Code update – Participate in process



Key West Transit - Customer Survey

10. What fare did you pay to get on this particular bus?

|   |   |
|---|---|
| <input type="checkbox"/> Full Fare City (21)              | <input type="checkbox"/> Full Fare 1.0 (24)     |
| <input type="checkbox"/> Reduced Fare City (21)           | <input type="checkbox"/> Reduced Fare 1.0 (24)  |
| <input checked="" type="checkbox"/> Senior Fare City (21) | <input type="checkbox"/> Senior Fare 1.0 (24)   |
| <input type="checkbox"/> Reduced Fare City (21)           | <input type="checkbox"/> Reduced Fare 1.0 (24)  |
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| <input type="checkbox"/> Reduced Fare City (21)           | <input type="checkbox"/> Senior Fare City (24)  |
| <input type="checkbox"/> Senior Fare City (21)            | <input type="checkbox"/> Senior Fare City (24)  |

11. How did you get on the bus?

12. How did you get off the bus?

13. When you get off this vehicle, how will you get to your final destination?

14. What is your total household income?

15. Please rank your satisfaction with Key West Transit performance in the following areas:

|                        |   |   |   |   |   |
|------------------------|---|---|---|---|---|
| Customer Drivers       | 5 | 4 | 3 | 2 | 1 |
| Bus on time            | 4 | 3 | 2 | 1 |   |
| Clear Bus              | 4 | 3 | 2 | 1 |   |
| Dispatch Services      | 4 | 3 | 2 | 1 |   |
| Cost of Riding the Bus | 4 | 3 | 2 | 1 |   |
| Customer Routes        | 4 | 3 | 2 | 1 |   |
| Customer Schedules     | 4 | 3 | 2 | 1 |   |
| Clear Stations         | 4 | 3 | 2 | 1 |   |
| Safety on the          | 4 | 3 | 2 | 1 |   |
| Overall Performance    | 4 | 3 | 2 | 1 |   |



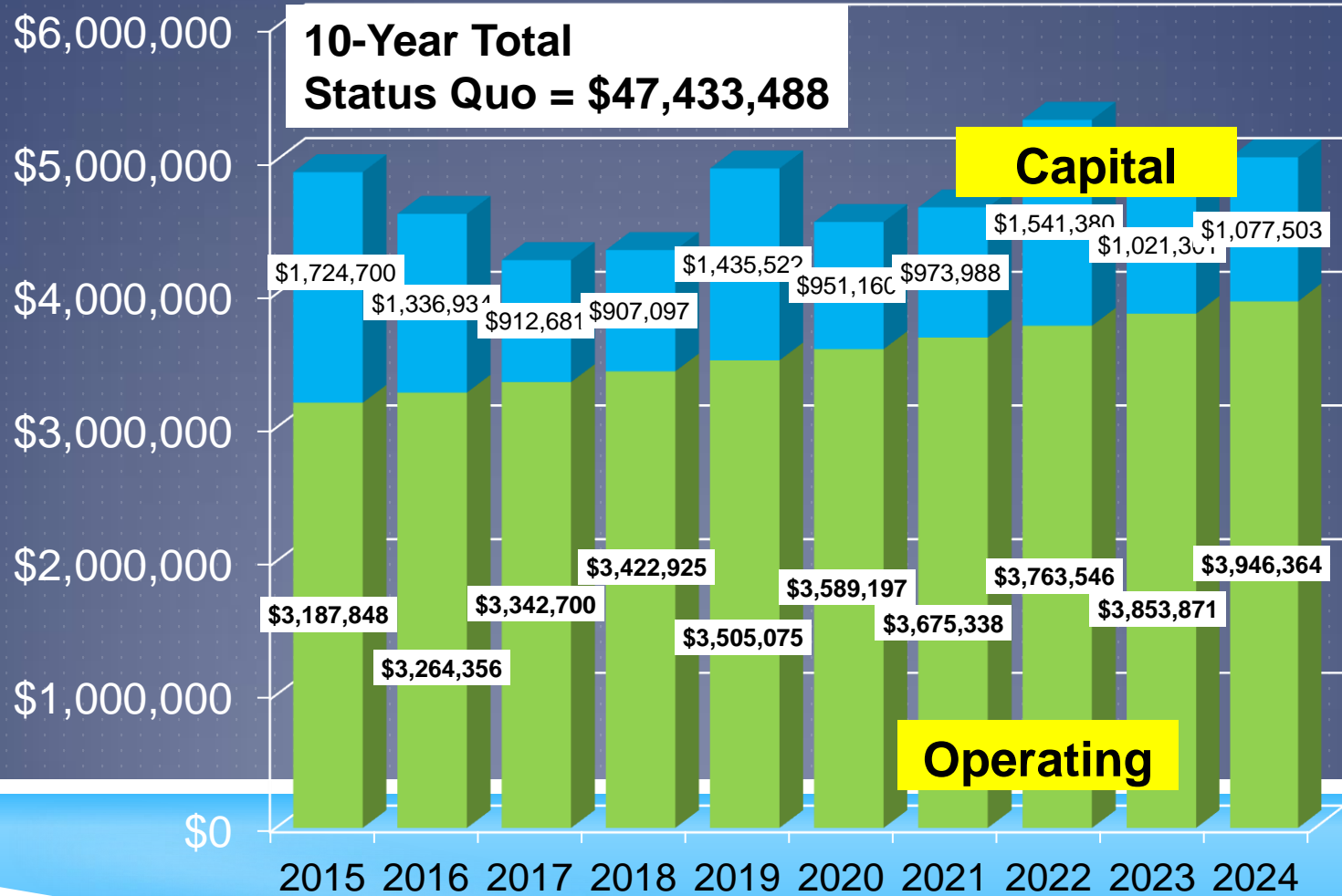
# FUTURE DIRECTION & ALTERNATIVES

## ▶ Policy and Other Priorities

- ▶ Transportation Consensus-Building Workshop – Discuss issues to improve transportation
- ▶ Local funding referendum – Coordinate with the city for dedicated funding to implement transit alternatives
- ▶ KWT marketing and branding program – Expanded marketing efforts to improve the image of KWT
- ▶ Evaluate fare policy – Review existing fare structure and benefit of implementing a day pass

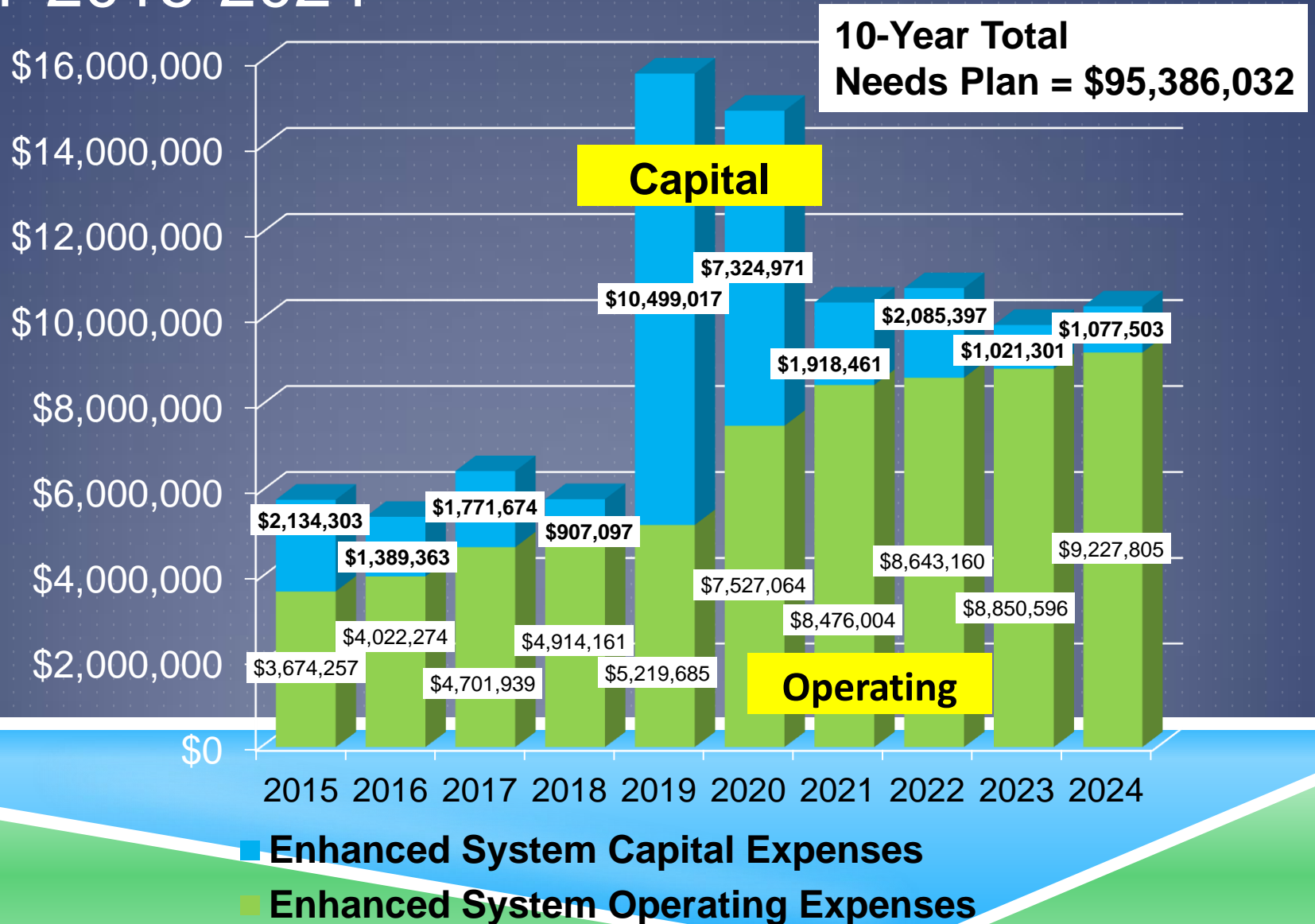


# STATUS QUO FINANCIAL PLAN – FY2015-2024

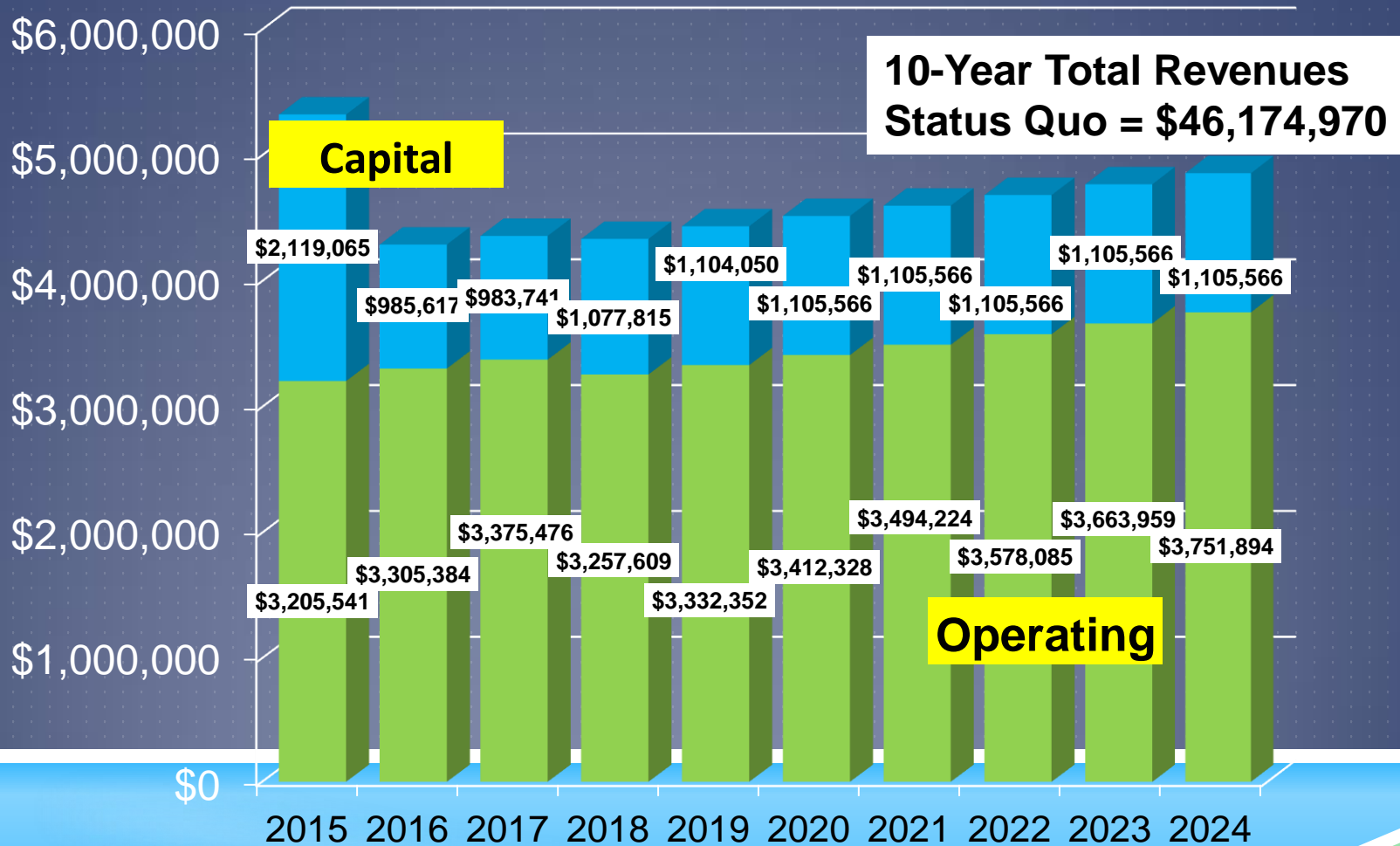


■ Status Quo Capital Expense ■ Status Quo Operating Expenses

# 2024 NEEDS FINANCIAL PLAN – FY 2015-2024



# STATUS QUO REVENUES – FY 2015-2024



■ Status Quo Capital Revenue ■ Status Quo Operating Revenue

# NEXT STEPS

- ▶ FDOT Preliminary Review – July 31, 2014 – August 2014
- ▶ Presentation to the City Commission – September 2014
- ▶ Official Submittal to FDOT - October 1, 2014

