

EXECUTIVE SUMMARY



To: Bogdan Vitas, City Manager
From: Norman Whitaker, Director / Transportation *NW*
Date: February 6, 2014
Subject: Resolution to Approve FREE ST PATRICK'S DAY Transportation - 2014

Action Statement:

This is a request for approval of a resolution to provide FREE ST PATRICK'S DAY public transportation service in the City of Key West and the Lower Keys, on March 17, 2014. The FREE ST PATRICK'S DAY transportation service promotes use of public transportation in our community and encourages tourists and locals alike to visit local businesses and merchants in Key West and Marathon, Florida thus stimulating the local economy. At the same time providing for safe and responsible transportation.

Project History:

The City of Key West has offered FREE ST PATRICK'S DAY transportation service in 2010. In the past this experience has proven to assist with promoting use of public transit service as well as providing for additional passengers, while also reducing traffic during a high volume traffic time of the year and providing for a safe transportation alternative.

The FREE ST PATRICK'S DAY provides an incentive for individuals who ordinarily would not use public transit do so, because it is FREE; because parking is difficult in the downtown areas of Key West; and, because our limited roadways are very congested with tourism and current road construction. When a new passenger has a positive experience – we often times gain a new customer.

Additionally, the City of Key West Transportation Department acknowledges all local businesses for their demonstrated commitment to the community through perseverance of good and bad economic times by continuing to provide goods and services to our citizens, residents and visitor populations in the City of Key West. The City of Key West supports local businesses by providing the FREE ST PATRICK'S DAY transportation service within Key West and from Key West to Marathon.

Option #1:

Option #1 would be to approve the resolution which provides for FREE ST PATRICK'S DAY transportation service in the City and Lower Keys service areas on March 17, 2014.

Advantages:

The City offers a FREE day to allow residents and visitors to use public transportation service, thus providing opportunities to those who ordinarily would not use public transit and possibly increasing ridership throughout the 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. The FREE ST PATRICK'S DAY offers those who may be out enjoying the many festivities associated with St. Patrick's Day to have a safer mode of transportation by discouraging drinking and driving.

Disadvantages:

There is a loss of revenue to be considered for the FREE ST PATRICK'S DAY service. That cost is based on prior March 17, 2013 activities at \$1,631.70 for all routes.

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 FREE ST PATRICK'S DAY transportation 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 of 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 St. Patrick's Day 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, and approve the FREE ST PATRICK'S DAY transportation.