



# Monthly Transit Department Report

---

**To:** Brian L. Barroso, City Manager

**Date:** November 1, 2025

**From:** Rogelio Hernandez, Director of Transportation

**Subject:** Monthly Transit Department Report October 2025

---

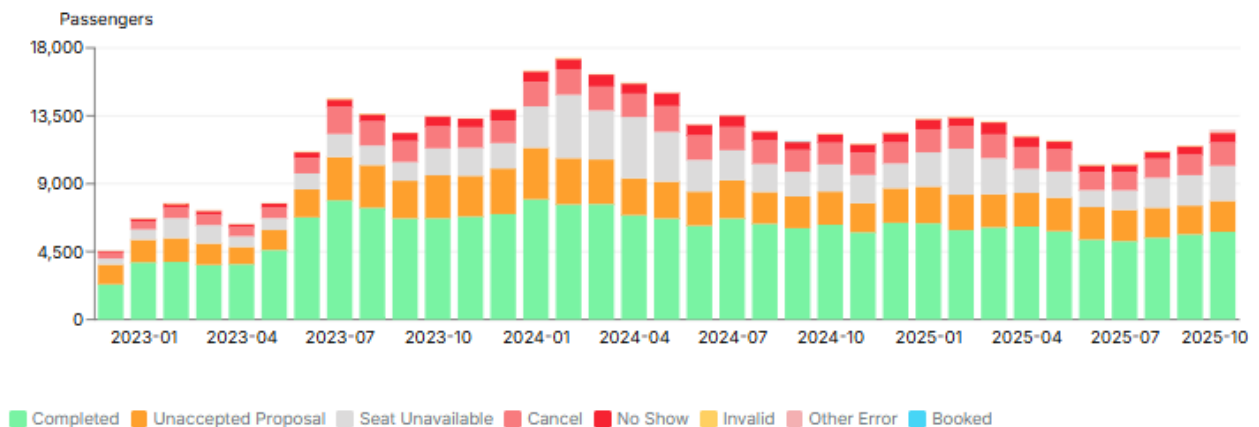
- Total System Ridership Past 30 Days: **20,541** trips. (**Increase of 14.41%** from last month's **17,954** trips)
- The Lower Keys Shuttle ridership for October is **7,505** trips.
- Duval Loop is the highest performing route for October with ridership of **5,971** trips.
- Workforce Express October ridership is **1,255** trips.
- Key West Rides ridership for October is **5,810** trips.
- Total Number of customers who have installed Key West Rides App: **19,518**.
- Completed **209,613** trips on Key West Rides- On Demand Transit since launch November 30, 2022.
- The department met with federal and state personnel regarding a request for assistance in funding operations.
- The department met with ChargePoint regarding the status of the construction design for the battery-electric bus charging station.
- The department attended the bi-weekly Zoom meeting with the on-demand system provider, Via.
- The department participated in the "Cooking Up Team Appreciation" luncheon.
- The department met with the bus fare solution provider, Genfare, to continue discussing next steps for replacing outdated fare equipment and future upgrades to software and hardware.
- The department held weekly maintenance meetings.
- The department met with South Florida Commuter Services, who are assisting with current transportation marketing and outreach needs.
- The Director attended the monthly City Commission meeting.
- The Director met with the County as part of our goal to be transparent, maintain open communication, and continue building partnerships.
- The Director attended the monthly TCT meeting.
- The Director participated in the CHIP – Human Trafficking Awareness Team meeting.
- The Director met with the Guidance Care Center (GCC) to discuss the potential of outsourcing the mandated Federal Transit Administration (FTA) ADA Complementary Paratransit Service, which the City of Key West is federally required to provide.
- The Director provided transportation updates during a monthly radio interview on FM 102.5.

- The Director provided transportation updates regarding Fantasy Fest during a radio interview on FM 102.5.
- Employee Continued Service – October 2025
  - Christopher Marshall      Bus Operator      10 Years
  - Jack Mooneyham      Bus Operator      10 Years
  - Timothy Haney      Bus Operator (PT)      3 Years
  - Lanell Mitchell      Bus Operator (PT)      1 Year

## KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS

### Detailed Ride Requests Status

Breakdown of all ride requests (passengers) by status.



(Since November 30, 2022) Out of 354,815 people who received a ride proposal, only 203,831 chose to book and complete a ride.

## KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS (CONTINUED)

### Average Pickup ETA (On Demand Rides Only)

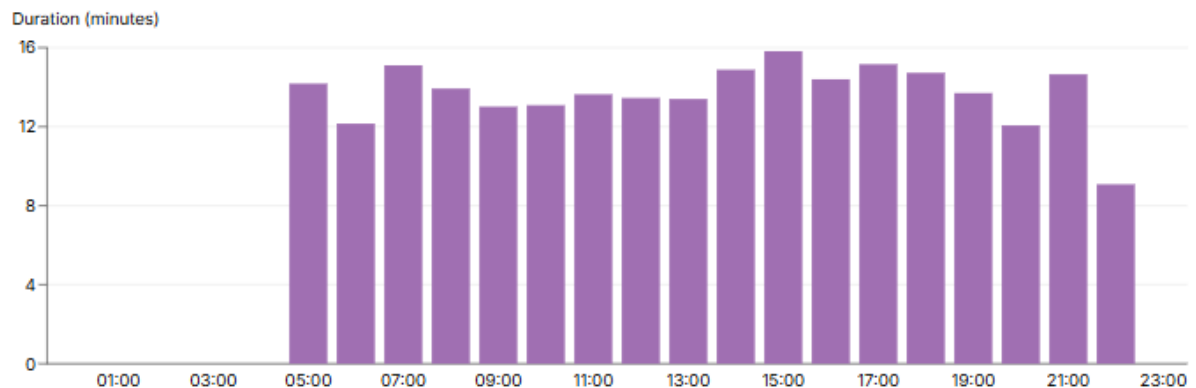
Average pickup ETA among all requests where a ride proposal was displayed.



**October 2025:** The average wait time once a person receives a ride proposal is currently 23.7 minutes.

### Average Ride Duration

Average ride duration from pickup to dropoff.

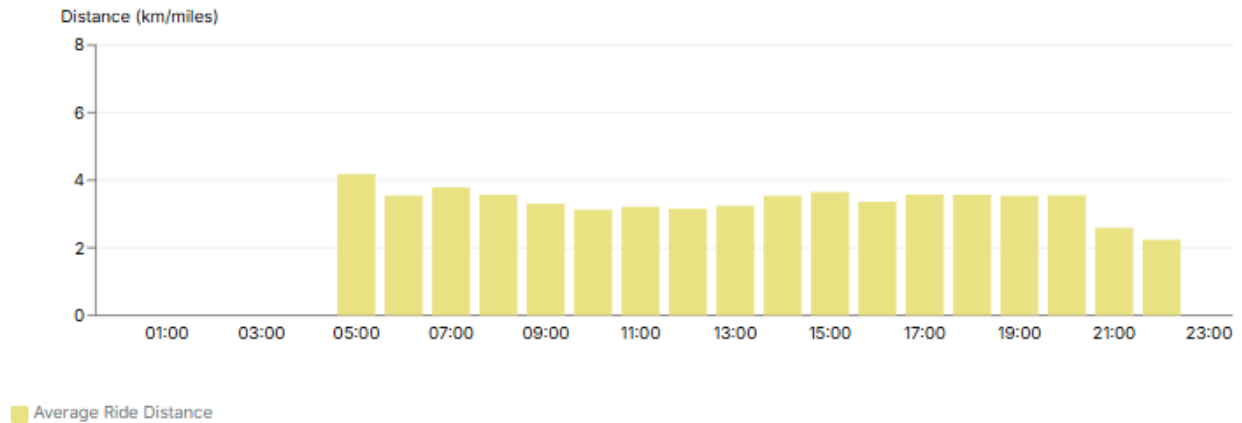


**October 2025:** Once the bus arrives, the average passenger trip time takes 14.1 minutes.

## KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS (CONTINUED)

### Average Ride Distance

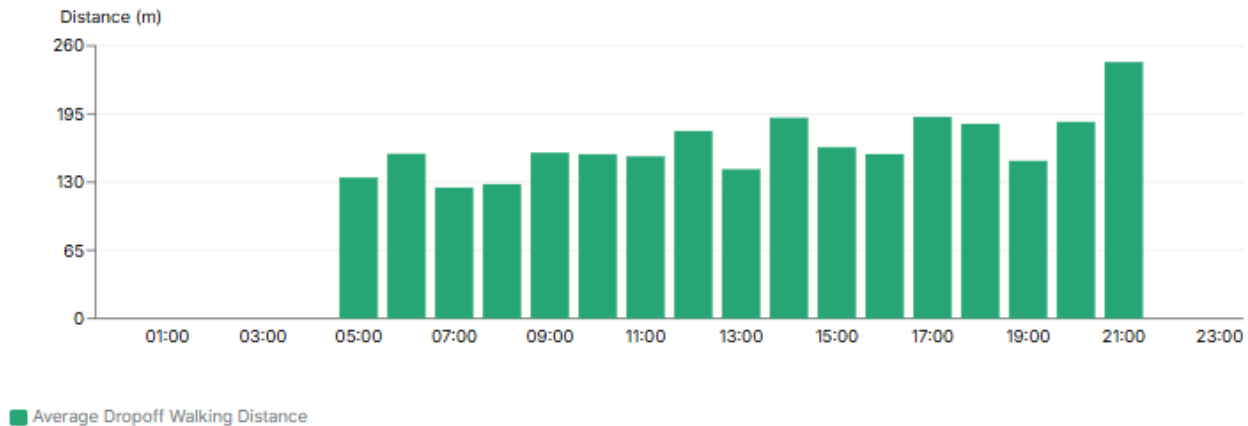
Average ride distance from pickup to dropoff.



**October 2025: The average ride distance is 3.5 miles.**

### Average Dropoff Walking Distance

Walking distance (meters) from latest planned drop off location to destination location.

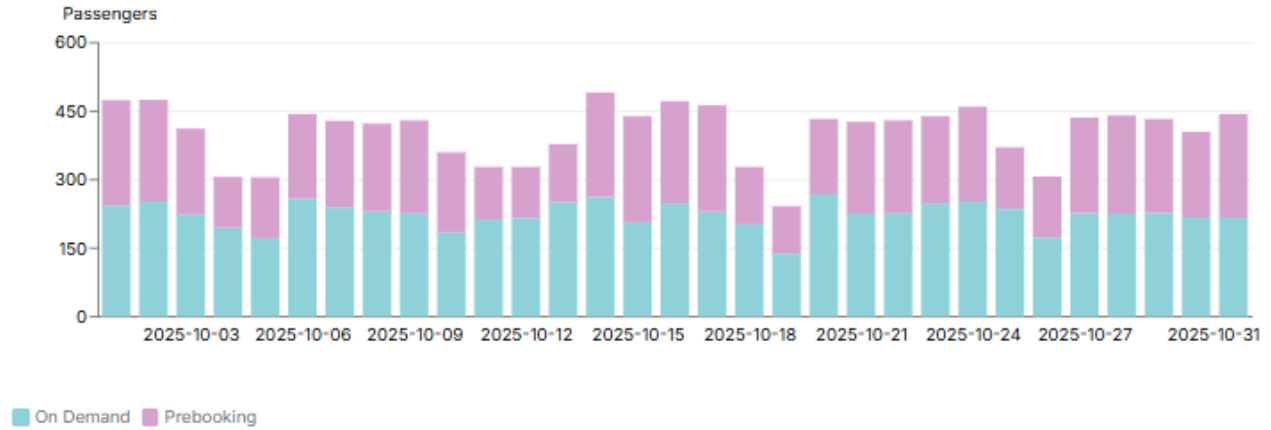


**October 2025: Average distance a passenger walks to destination location from drop off is 158.6 meters or 173.4 yards. Graph Y-Axis Conversion: 70 m =77 yds; 140 m = 153 yds; 210 m = 230 yds; 280 m = 306 yds. ¼ mile is 402 meters.**

## KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS (CONTINUED)

### Booking Type

Breakdown of all ride requests (passengers) by booking type.



**October 2025:** The majority of riders are using the Prebooking feature (63.8%).

## RIDERSHIP MONTHLY SUMMARY BY SERVICE FOR 5 FISCAL YEARS

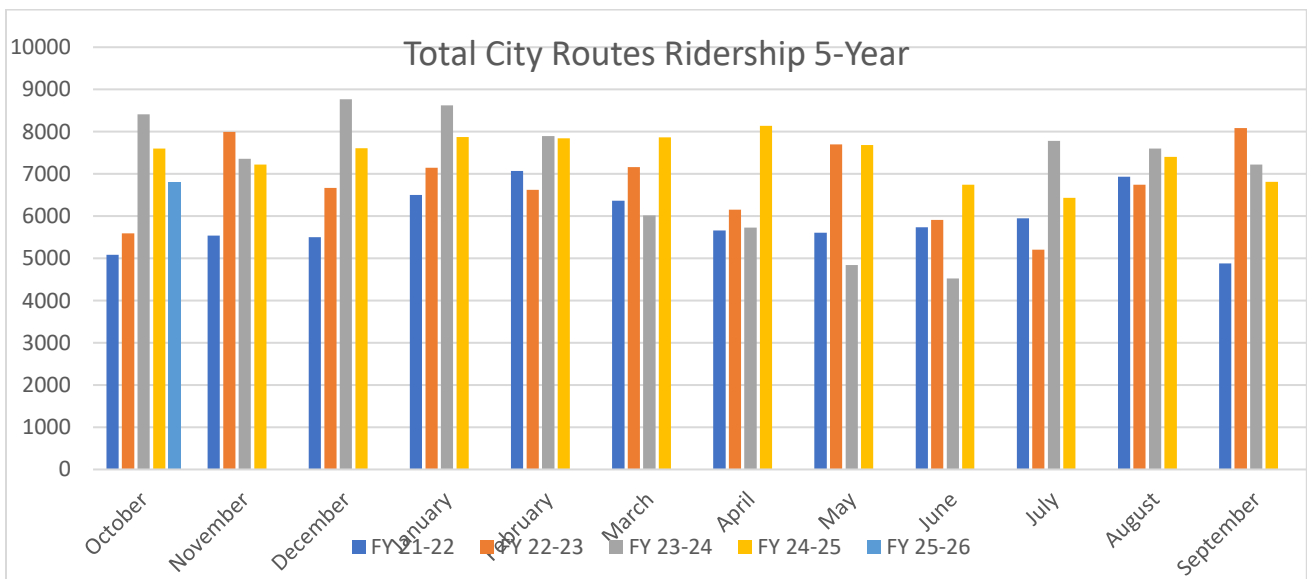
### City Route History

Red/ Blue/ Green/ Orange (Ended August 2020)

North Line/ South Line (August 2020- August 2023)

Key West Rides (Started Nov 30, 2022)

Work Force Express (Started August 2023)



# RIDERSHIP MONTHLY SUMMARY BY SERVICE FOR 5 FISCAL YEARS (CONTINUED)

