

Key West
Transportation
Coordination Team
Sept 20, 2016



Transportation Alternatives Fund (TAF) - Proposal



Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > Result

Enhance Historic District:

- ❖ More Walkable
- ❖ More Bikeable
- ❖ Transit Friendly
- ❖ People Friendly

Community Results:

- ❖ Prosperity
- ❖ Sustainability
- ❖ Healthy
- ❖ Happy



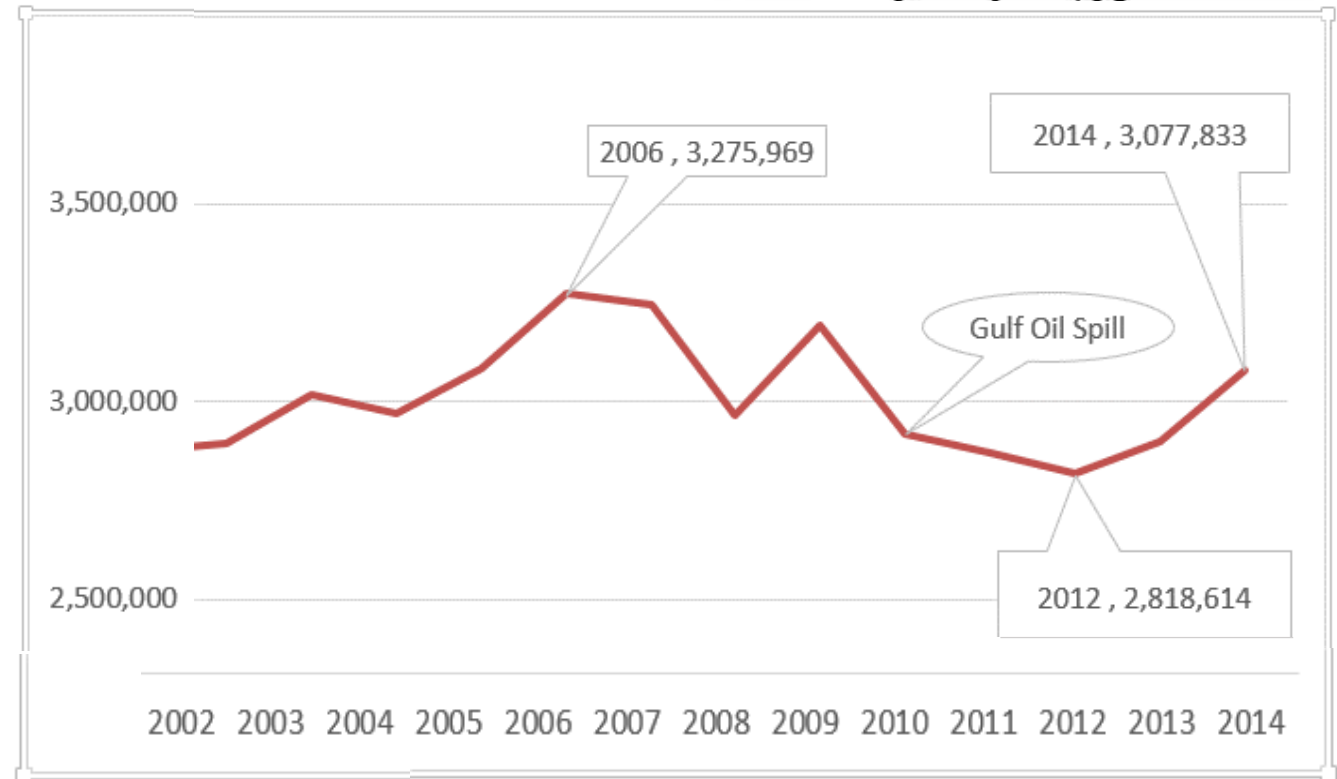


Transportation Alternatives Fund

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Traffic and Parking Congestion

- 3rd Biggest Issue in 2015 Citizens Survey
- 10 year Average Traffic Increase: 1% annually
- 3% increase 2014; 3% in 2013
- Parking Increased 18%
- Tense/Unsafe interactions
- Media/Citizen Complaints



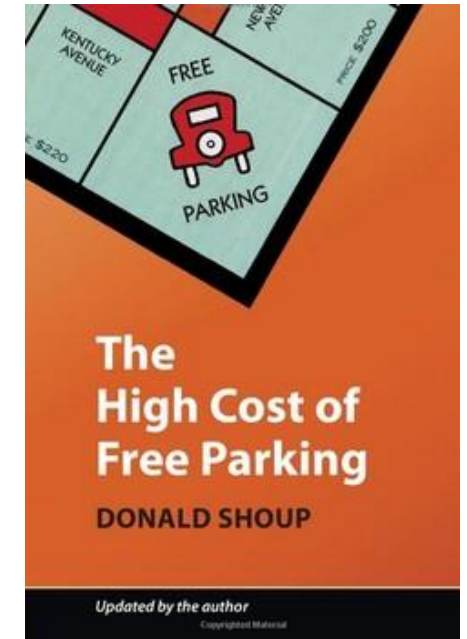


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Transportation and Parking Synergy

- “Set it and Forget it”
(park in lot/garage and don't use)
- Direct Longer Term Parking to Lots/Garages
- Right Price Parking
 - More Turnover for Retailers
 - Price closer to market
 - Variable rates on hour/week/seasons
 - Provide additional metered spaces





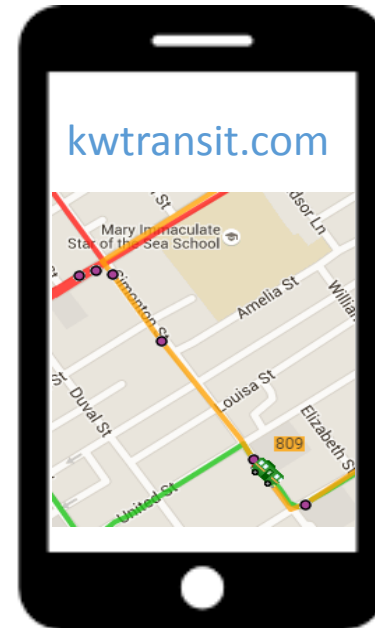
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Maximize Investments

Increase Use of Existing Transportation Systems

- Wayfinding Expansion
- General Education
- Bus stop Maps/Apps
- Commuter Services
- Safety programs





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Invest in other ways to move people

Increased walk, bike, and bus capacity:

- Downtown Circulator
- Bikeshare system
- Car Share
- New/more bicycle parking
- Bike lanes and protected bikeways
- Increase bus frequency/service





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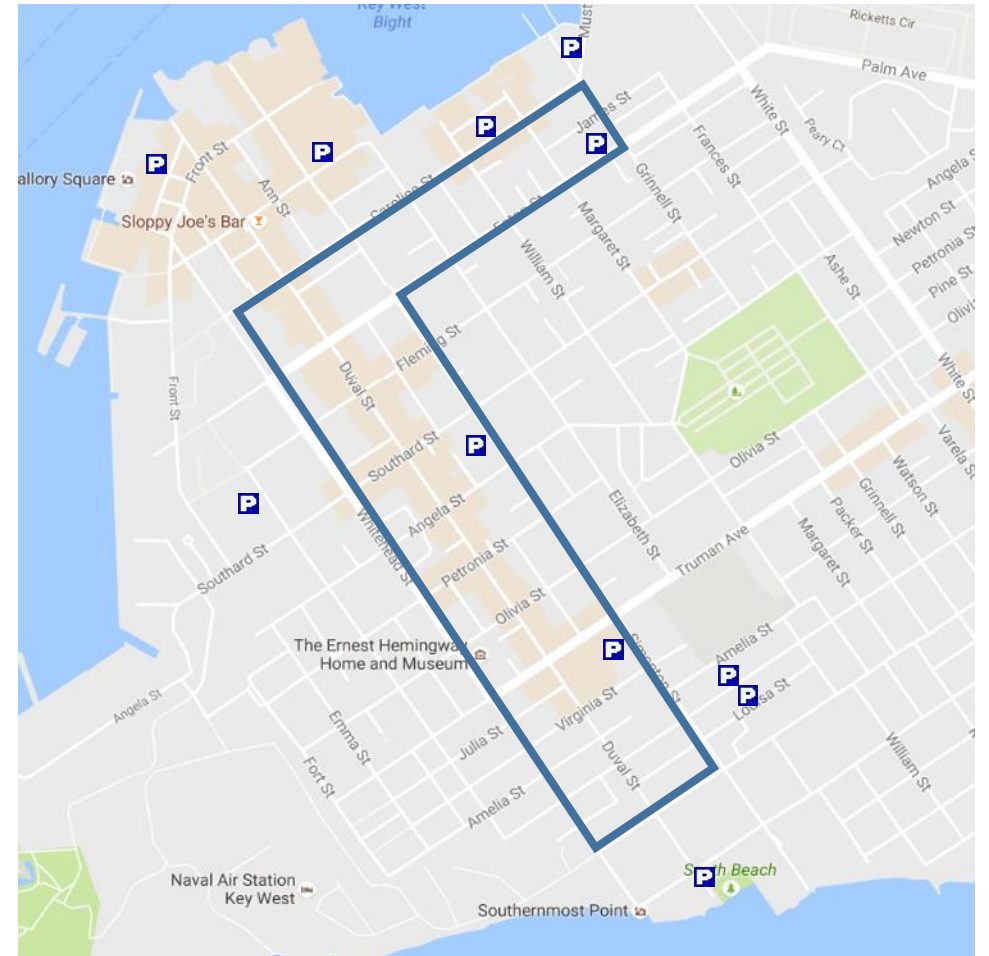
Downtown Circulator:

Dec-April: Daily Service

Sun-Thurs (3):	10am-8pm
Fri-Sat (3):	10am-Midnight
Peak Bus (1):	5-8am, 3-7pm

May-Nov: Weekend Service Only

Friday:	3-Midnight
Saturday:	10am-Midnight
Sunday	10am-8pm
Peak Bus:	5-8am, 3-7pm





Transportation Alternatives Fund

Purpose > Why > Policy > How 2 > **Mechanism** > Result

Raise parking rates – % of NEW Revenue to TAF.

- Raise rates \$1.00/hour
- Dedicate % of NEW Revenue:
- Increases dedicated to:
 - New programs / pilots
 - Increased capacity
 - Enhancements
 - Infrastructure
- Not for maintaining / reoccurring
- Unused rolls to General Fund annually

	New Revenue	New TAF Funds
33% General Fund		\$ 654,511
50% Bight		\$ 291,686
66% Transit		\$ 185,775



Parking	Rate / Hour
City – Public Parking	\$2.00
Ann Street Private	\$3.50 - 4.00
Weston Garage Private	\$4.00
Angela Street - Private	\$4.00
Petronia Street - Private	\$4.00
San Carlos - Private	\$4.00
Post Office Private	\$5.00



Transportation Alternatives Fund

Purpose > Why > Policy > How 2 > **Mechanism** > Result

Research on Tourists and Cars:

- 1/3 of visitors never used a car
- 37% personal vehicle drivers from south Florida
- Driving disincentives for personal car drivers:
 - Parking Fees at hotel: Not Affective at all
 - Parking Fees elsewhere: Not Affective at all
 - Bridge Toll: Not affective at all





Transportation Alternatives Fund

Purpose > Why > Policy > How 2 > **Mechanism** > Result

Stakeholders Say:

- “If we had a reliable downtown transportation I don’t think anybody would move their car”. – Jodi Weinhofer, Keys Lodging Association
- “Creating an infrastructure helpful to residents and tourists is key” - Dianna Sutton, Community Foundation Florida Keys
- “All of Monroe County would support a reduction of vehicles reaching Key West” – Jessica Bennet, MC Tourist Development Council





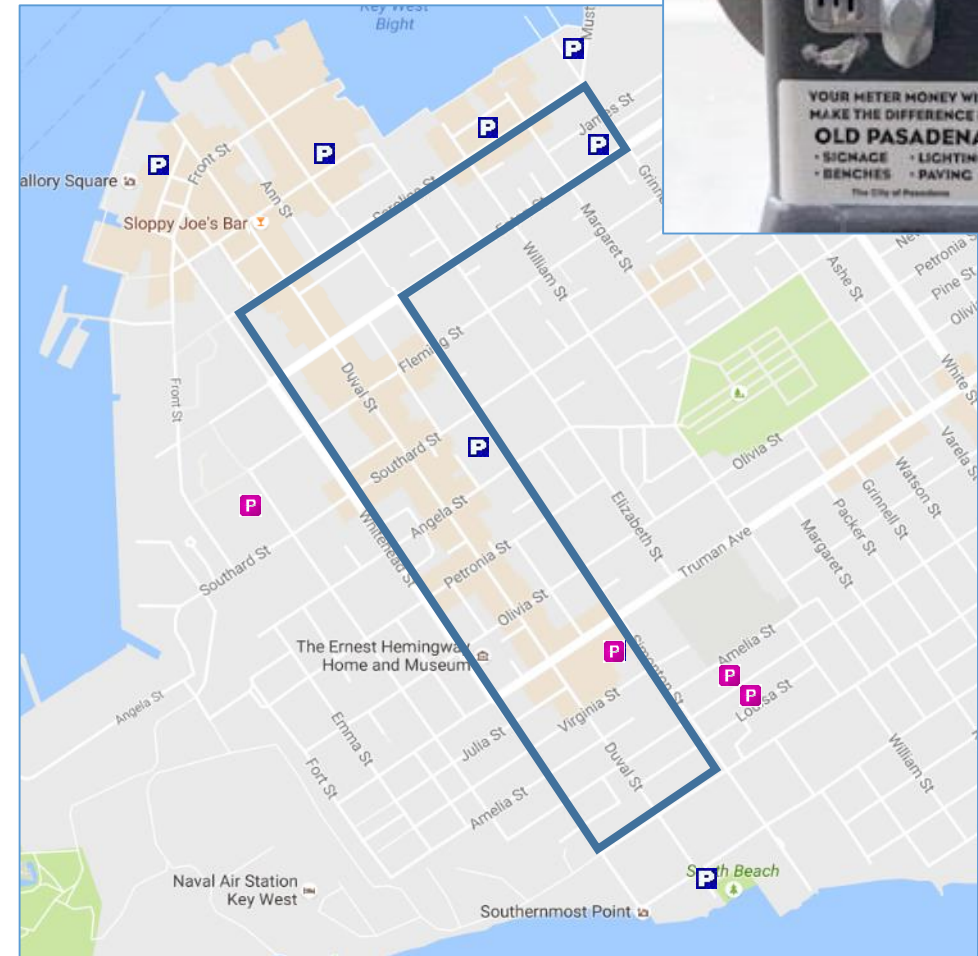
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Local Effect?

- Employee Parking Program (\$25/month)
- Residential Parking Permits (\$10/year)
- Circulator at Peak Commuter Hours
- Free Parking areas after 5pm
- Workplace outreach via Commuter Services
- Information everywhere (wayfinding/maps)
- More alternatives to driving/parking

= Increased options, Decreased personal costs
= Less driving!





Transportation Alternatives Fund (TAF) Proposal

Illustrative Budget – Revenue Projections

Parking Fee Projections	\$1 Increase	Transportation Alternatives Fund		Affordable Housing		General Fund	
		Percent	Dollars	Percent	Dollars	Percent	Dollars
General Fund	\$ 1,983,368	33%	\$ 654,511	40%	\$ 793,347	27%	\$ 535,509
Key West Bight	\$ 583,372	50%	\$ 291,686				
Transit (from Park n Ride)	\$ 281,478	66%	\$ 185,775				

TAF REVENUE PROJECTIONS	Plus 2.5%				
	Year 1	Year 2	Year 3	Year 4	Year 5
Transportation Alternatives Fund: General Fund	\$ 654,511	\$ 670,874	\$ 687,646	\$ 704,837	\$ 722,458
Transportation Alternatives Fund: Key West Bight	\$ 291,686	\$ 298,978	\$ 306,453	\$ 314,114	\$ 321,967
Transportation Alternatives Fund: Transit from Park n Ride	\$ 185,775	\$ 190,420	\$ 195,180	\$ 200,060	\$ 205,061
Total Revenues	\$ 1,131,973	\$ 1,160,272	\$ 1,189,279	\$ 1,219,011	\$ 1,249,486



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Illustrative Budget – Recurring Expenditures

TAF RECURRING EXPENDITURES	Year 1	Year 2	Year 3	Year 4	Year 5
Downtown Circulator - Operations	\$ 627,354	\$ 695,154	\$ 695,154	Grant	Grant
Downtown Circulator - Bus Wraps	\$ 160,000	\$ -	\$ 40,000	\$ 40,000	\$ 40,000
Downtown Circulator - Signage	\$ 10,000		\$ 2,000	\$ 2,000	\$ 2,000
Downtown Circulator - Marketing	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
Citywide Wayfinding Designwork	\$ 50,000	\$ -	\$ 5,000	\$ 5,125	\$ 5,253
Bike Parking and Infrastructure Maintenance	\$ 30,000	\$ 30,750	\$ 31,519	\$ 32,307	\$ 33,114
Marketing and Safety Programs	\$ 100,000	\$ 125,000	\$ 128,125	\$ 131,328	\$ 134,611
Subtotal Recurring Expenditures	\$ 1,002,354	\$ 875,904	\$ 926,797	\$ 235,760	\$ 239,979
Remaining	\$ 129,619	\$ 284,369	\$ 262,482	\$ 983,251	\$ 1,009,507



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Illustrative Budget – **Capital / Non-Recurring Expenditures**

Based on Annual Priorities of Transportation Coordination Team

- Match for Grants
- Partnership Leverage
- Wayfinding Infrastructure
- New Bike Parking
- Bikeshare
- Carshare
- Bike and Pedestrian Counters
- Maps/Info at Bus Stops
- Shade at Bus Stops
- New Bike / Pedestrian / Transit Infrastructure
- Employee Carpool/Vanpool programs



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- Reduced Congestion
- Leveraged Funds
- Stronger Partnerships
- More Affordable Living
- More prosperous, sustainable, and healthy community

for just \$1 ...

