

# EXECUTIVE SUMMARY



**To:** Jim Scholl, City Manager  
**From:** Norman Whitaker, Director / Transportation  
**Date:** February 27, 2015  
**Subject:** Resolution to Approve Conch Republic Day 20 Cent Bus Rides

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## **Action Statement:**

This is a request for approval of a resolution to provide bus rides for 20 cent fares in the City of Key West and the Lower Keys, on April 23, 2015 as part of the Conch Republic Days Celebration. The reduced fare service promotes use of public transportation in our community and allows the City of Key West to participate in the celebration of our community by providing a safe alternative mode of transportation to party revelers.

## **Project History:**

The City of Key West has offered free or reduced fare transportation service for Christmas, Fantasy Fest, St. Patrick's Day and other events over the years. 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.

The Conch Republic was established on April 23, 1982, in tribute to this day, Key West Transit would like to invite passengers to utilize public transportation on this April 23 by offering a 20 cent fare (1 + 9 + 8 + 2 = 20 cents.)

March is designated as National Transportation Month, and this event will provide an incentive for individuals who ordinarily would not use public transit do so, because it is only 20 cents per ride, because parking is difficult in the downtown areas of Key West; and, because our limited roadways are very congested with added activity this time of the year. When a new passenger has a positive experience – we often times gain a new customer.

Last but not least, use of public transit helps everyone by reducing emissions in the environment and reducing our carbon footprint for improved air quality. The American Public Transit Association is quoted here by stating that "one full bus eliminates up to 29 vehicles on our roadways". The Conch Republic Days celebration is a great opportunity to encourage people to try public transportation for a day, and perhaps continue to use it after the event.

## **Advantages:**

The City offers a reduced fare 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 community is made safer by providing an alternative means of transportation for those attending the celebration.

All buses will maintain the same route and schedule, thus not to inconvenience any of our regular passengers while allowing the City of Key West to participate in this celebration of Key West history.

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 our many goals identified by the City's commitment to GREEN living and sustainability.

**Disadvantages:**

There is a loss of revenue to be considered for the Conch Republic Days 20 cent service. That cost is based on prior April 23, 2015 activities at \$ 2,118.32 / day / all routes.

**Fiscal Impact:**

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

**Recommendation:**

Key West Transit recommends approving the Conch Republic Days 20 cent fare resolution.