

RESOLUTION NO. 12-354

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AUTHORIZING FREE PUBLIC TRANSPORTATION BUS SERVICES IN KEY WEST AND THE LOWER KEYS FROM DECEMBER 21<sup>ST</sup> THROUGH AND INCLUDING DECEMBER 24<sup>TH</sup>, 2012 AND FREE METERED PARKING IN OLD TOWN FROM DECEMBER 21<sup>ST</sup> THROUGH AND INCLUDING DECEMBER 25<sup>TH</sup>, 2012; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City Commission seeks to encourage residents and visitors to use public transportation services;

WHEREAS, the City Commission desires to give a holiday gift to its residents and visitors, as well as stimulate business in Old Town.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, AS FOLLOWS:

Section 1: That all public transportation bus services provided by the City of Key West will be free from December 21<sup>st</sup> through and including December 24th, 2012.



Section 2: That metered parking shall be free in Old Town from December 21<sup>st</sup> through December 25, 2012.

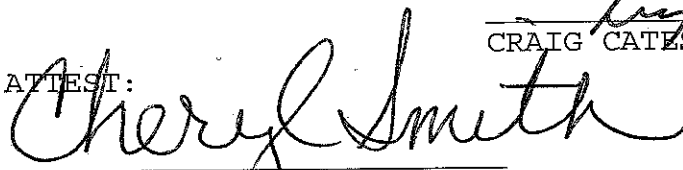
Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding Officer and Clerk of Commission.

Passed and adopted by the City Commission at a meeting held this 4th day of December, 2012.


Authenticated by the presiding officer and Clerk of the Commission on this 5th day of December, 2012.

Filed with the Clerk December 5, 2012.

ATTEST:



CHERYL SMITH, CITY CLERK

  
CRAIG CATES, MAYOR





## THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

MEMORANDUM

To: Bob Vitas, City Manager

From: John Wilkins, Parking Manager

Date: November 20, 2012

Reference: Resolution to approve free parking for 2012 Holiday Season from December 21 through December 25, 2012

---

**Action Statement:**

This is a request for the inclusion of free metered parking with the resolution authorizing free Public Transportation from December 21 – 24. Free parking would be extended to December 25th for Christmas Day.

**History:**

The City of Key West has offered free metered parking during the Christmas Season for over a decade. The amount of time has ranged from a week to 3 days.

The intent is to encourage local residents to shop in the downtown commercial districts by providing free parking.

**Advantage:**

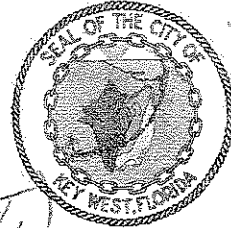
City businesses should see some increased sales from locals and tourists who would otherwise spend money to park.

**Disadvantage:**

The financial impact based on revenue collected from the paystations and the past average volume of transactions on the days surrounding these 5 days – including the increase in rates this year – would be an estimated loss of \$8,000 to \$10,000 per day.



## EXECUTIVE SUMMARY



**To:** Bogdan Vitas, City Manager  
**cc:** Jim Fitton, Director / Port & Transit  
**From:** Myra Wittenberg, Manager / Transportation *Myra W.*  
**Date:** November 9, 2012  
**Subject:** Resolution to Approve FREE HOLIDAY Transportation - 2012

---

### **Action Statement:**

This is a request for approval of a resolution to provide FREE HOLIDAY public transportation service in the City of Key West and the Lower Keys, beginning Friday, December 21, through Monday, December 24, 2012. The FREE HOLIDAY transportation service promotes use of public transportation in our community and encourages shopping for holiday goods at local businesses and merchants in Key West and Marathon, Florida; providing for an effective date.

### **Project History:**

The City of Key West has offered FREE HOLIDAY transportation service since December of 1998. In the past this experience has proven to assist with promoting use of public transit services as well as providing for additional passengers, while also reducing traffic during a high volume traffic time of the year.

The FREE HOLIDAY annual event provides 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 added shopping activity this time of the year. 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, bad and ugly 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 HOLIDAY transportation service from Key West to Marathon; and, thereby encourages shoppers to buy from local businesses.

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". That's a pretty good investment for riding a city bus once per week, agree?

### **Option #1:**

Option #1 would be to approve the resolution which provides for FREE HOLIDAY transportation services in the City and Lower Keys service areas, from December 21 through December 24, 2012. Also please note that as a reminder to the public, that there is NO bus service on Christmas Day, December 25, 2012.

### **Advantages:**

The City offers a FREE period to allow residents and visitors to use public transportation services - thus providing opportunities to those who ordinarily would not use public transit and possibility increasing passenger 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. 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 FREE HOLIDAY service. That cost is based on prior December 2011 activities at \$1,626 / day / all routes. This is shown on the attached fare box report with a total value of \$6,503.

**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 the FREE HOLIDAY season 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 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 the holiday season 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, for FREE HOLIDAY Public Transportation service beginning December 21 through 24, 2012.

/mhw



RESOLUTION NO. 11-333

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AUTHORIZING FREE PUBLIC TRANSPORTATION BUS SERVICES IN KEY WEST AND THE LOWER KEYS FROM WEDNESDAY, DECEMBER 21<sup>ST</sup> THROUGH AND INCLUDING DECEMBER 24<sup>TH</sup>, 2011 AND FREE PARKING IN OLD TOWN FROM DECEMBER 21<sup>ST</sup> THROUGH DECEMBER 25<sup>TH</sup>, 2011; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City Commission seeks to encourage residents and visitors to use public transportation services;

WHEREAS, the City Commission desires to give a holiday gift to its residents and visitors, as well as stimulate business in Old Town.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, AS FOLLOWS:

Section 1: That all public transportation bus services provided by the City of Key West will be free from December 21<sup>st</sup> through and including December 24th, 2011.

Section 2: That parking shall be free in Old Town from December 21<sup>st</sup> through December 25, 2011.

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding Officer and Clerk of Commission.



Passed and adopted by the City Commission at a meeting held  
this 6th day of December, 2011.

Authenticated by the presiding officer and Clerk of the  
Commission on December 7, 2011.

Filed with the Clerk December 7, 2011.

  
\_\_\_\_\_  
CRAIG CATES, MAYOR

ATTEST:

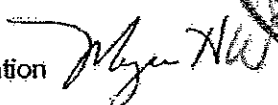

  
\_\_\_\_\_  
CHERYL SMITH, CITY CLERK



## EXECUTIVE SUMMARY

**To:** Jim Scholl, City Manager

**cc:** Jim Fitton, Director / Port & Transit

**From:** Myra Wittenberg, Manager / Transportation  

**Date:** November 21, 2011

**Subject:** Resolution to Approve FREE Public Transportation Services for the 2011 Holiday Season, in the City and the Lower Keys, from December 21 through 24, 2011

---

### Action Statement:

This is a request for approval of a resolution to provide FREE public transportation bus services for the City of Key West local routes and the Lower Keys shuttle bus service between Key West and Marathon, Florida, from Wednesday, December 21, 2011 through December 24, 2011; promoting use of public transit services and encouraging individuals to stimulate the local economy by doing their holiday shopping locally.

### Project History:

The City of Key West has offered FREE holiday public transportation services since 1998 in an effort to encourage use of public transit services; and to continue the education process by introduction of bus services during this FREE period to those who would ordinarily not use public transit services.

During the seasonal months of the year, offering FREE transportation services allows easy access to the local businesses and store fronts without the worry of parking or walking to and from congested parking lots in Old Town Key West. This will help make local shopping experiences more enjoyable and positive this year. It is our opinion FREE transportation holiday bus services promotes a variety of shopping venues available in Key West and the Lower Keys as well as the many fabulous sales opportunities offered by the local businesses in the City of Key West and the Lower Keys.

Further, Key West DoT acknowledges that local businesses have demonstrated commitment to the community through perseverance of good, bad and ugly economic times by continuing to provide goods and services to our citizens, residents and visitor populations in the City of Key West.

And, finally, last but not least, the use of public transportation reduces the City's carbon footprint by reducing the amount of emissions released in the air - thus public transit use is recommended as a method of improving our air quality in the Keys and Key West by reducing the number of vehicles on the roadway each day. This FREE holiday season is a great opportunity to commit to trying public transportation for a few days and see if it works for you.

### Option #1:

Option #1 would be to approve the resolution and proclamation as requested and provide FREE public transportation holiday bus services to all City and Lower Keys areas as noted above from December 21 through December 24, 2011, reminding the public that there is NO bus service on Christmas Day, December 25, 2011.

### Advantages

The City offers a FREE period to allow residents and visitors to use the public transportation services - thus providing opportunities to those who ordinarily would not use public transit and possibility increasing passenger use throughout they 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. 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 many of our goals identified by the City's commitment to GREEN living and sustainability.

**Disadvantages**

There is an estimate of the potential loss revenue of \$1,193 / per day / all routes; as is shown on the attached copy of the December 2010 Farebox report. The four (4) day cost for the FREE Holiday service is projected at \$4,772.

**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 the holiday season 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 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 the holiday season 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, for a FREE Public Transportation HOLIDAY period from December 21 through 24, 2011.

/mhw



# MONTHLY ROUTE SUMMARY REPORT

DECEMBER 2010

KEY WEST, FL

## Revenue and Ridership by Route

Route	Current Revenue	Ridership	Token Count	Ticket Count	Pass Count	Bill Count	Unclassified Revenue	(%)	Dump Count
1 - KWDOT									
1 RED	2,350.97	3,229	0	0	593	1,519	131.49	5.59	179
2 ORANGE	2,849.63	3,561	0	0	488	3,904	134.53	4.72	180
3 BLUE	7,504.48	7,233	0	0	705	5,008	449.85	5.99	451
4 GREEN	6,820.62	7,905	0	0	1,203	4,621	338.20	5.11	370
7	9,794.73	5,134	0	0	387	7,011	317.82	3.24	294
8	6,644.39	3,480	0	0	247	4,985	369.52	5.56	278
20	0.00	103	0	0	0	0	0.00		0
Other	5.00	0	0	0	0	5	9.02	180.40	8
Unknown	0.00	0	0	0	0	0	0.00		0
Total	35,769.82	30,615	0	0	3,623	25,053	1,750.45	4.89	1,760

Cost:  $\$35,780 \div 30 \text{ days svc.} = \$1,193/\text{day}$   
 \* (no Service Christmas Day)



# MONTHLY ROUTE SUMMARY REPORT

DECEMBER 2011

KEY WEST, FL

## Revenue and Ridership by Route

Route	Current Revenue	Ridership	Token Count	Ticket Count	Pass Count	Bill Count	Unclassified Revenue	(%)	Dump Count
1 - KWDoT									
1 Red	2,520.70	3,706	0	0	1,059	1,486	146.24	5.80	227
2 Orange	2,670.27	3,827	0	0	928	1,777	169.61	6.35	273
3 Blue	8,025.14	8,586	0	0	1,710	5,448	197.99	2.47	307
4 Green	7,012.91	7,598	0	0	1,624	4,826	244.96	3.49	348
7 Pink	10,419.48	4,510	0	0	545	7,417	516.63	4.96	392
8 Lime	11,622.90	4,474	0	0	448	8,159	890.51	7.66	540
20	0.00	36	0	0	0	0	0.00		0
Other	0.00	21	0	0	0	0	0.50		1
Unknown	0.00	0	0	0	0	0	0.00		0
<b>Total</b>	<b>42,271.40</b>	<b>32,758</b>	<b>0</b>	<b>0</b>	<b>6,314</b>	<b>29,113</b>	<b>2,166.44</b>	<b>5.13</b>	<b>2,088</b>

Cost: \$42,271 / 26 days service = \$1,626/day/average

\* (No Service on Christmas Day)