Monthly Transit Department Report

To: Brian L. Barroso, City Manager **Date: September 1, 2025**

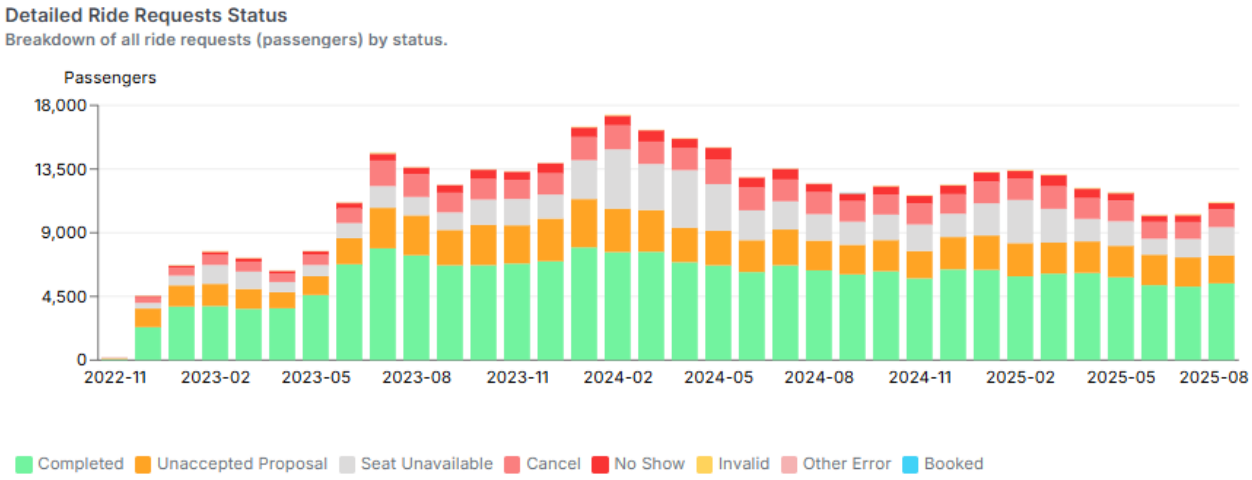
From: Rogelio Hernandez, Director of Transportation

Subject: Monthly Transit Department Report August 2025

- Total System Ridership Past 30 Days: **21,244** trips. (**Decrease** of **11.87%** from last month's **24,104** trips)
- The Lower Keys Shuttle ridership for August is **7,207** trips.
- Duval Loop is the highest performing route for August with ridership of **6,990** trips.
- Workforce Express August ridership is **1,622** trips.
- Key West Rides ridership for August is **5,425** trips.
- Total Number of customers who have installed Key West Rides App: **18,629.**
- Completed **198,184** trips on Key West Rides- On Demand Transit since launch November 30, 2022.
- The department provided transportation service to Ambassador Class 43 at Naval Air Station (NAS) Key West.
- The department participated in the annual "National Night Out" event.
- The department participated in the College of the Florida Keys Academy Open House. Transit service information was made available to all students and parents.
- The department participated in the "Just a Few Friends" event, providing a bus as a cooling station while promoting Key West Transit routes and services.
- The department participated in the "Onboard Display Advertisement" kickoff meeting with vendor Message Point Media.
- The department participated in ongoing meetings with South Florida Commuter Services regarding marketing and advertising efforts for routes and services.
- The department collaborated with KWFD and provided the AmbuBus for their Emergency Vehicle Operation Course (EVOC) – Student Level.
- The department met with the Finance Team to further review the department budget.
- The department met with ChargePoint to discuss next steps for the purchase, delivery, and installation of the bus charger and charging station for the future battery-electric bus.
- The department met with the bus fare solution provider, Genfare, to discuss next steps for replacing outdated fare equipment and future upgrades to software and hardware.
- The department held weekly maintenance meetings.
- The Director attended the agenda-setting meeting.
- The Director attended the monthly TCT meeting. The agenda included discussion of potential new revenue sources for transit services.

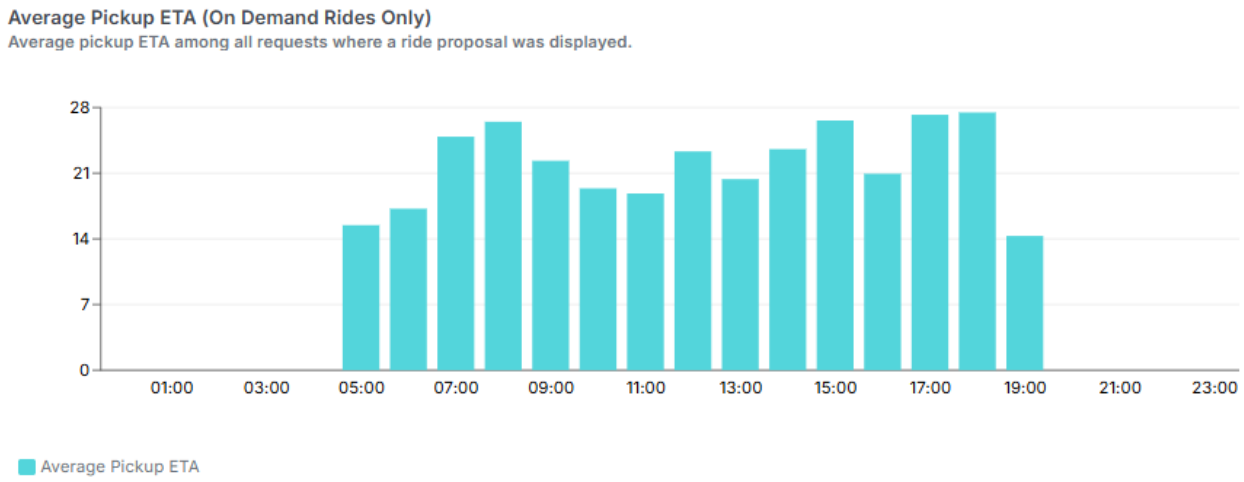
- The Director participated in the “Lunch & Learn – Hack the Path to Legistar Flow.”
- The Director met with Rod Delostrinos, ACM, as part of the weekly briefing.
- The Director met with Brian Barroso, City Manager, to discuss additional transit revenue options.
- The Director met with Christina Bervaldi, Finance Director, and Bridget Flores, Human Resources Director, to discuss transit funding and personnel matters.
- The Director participated in and engaged with the Summer Send-Off for Idle Hands Inter.

KEY WEST RIDES ON-DEMAND TRANSIT SERVICE KEY PERFORMANCE INDICATORS



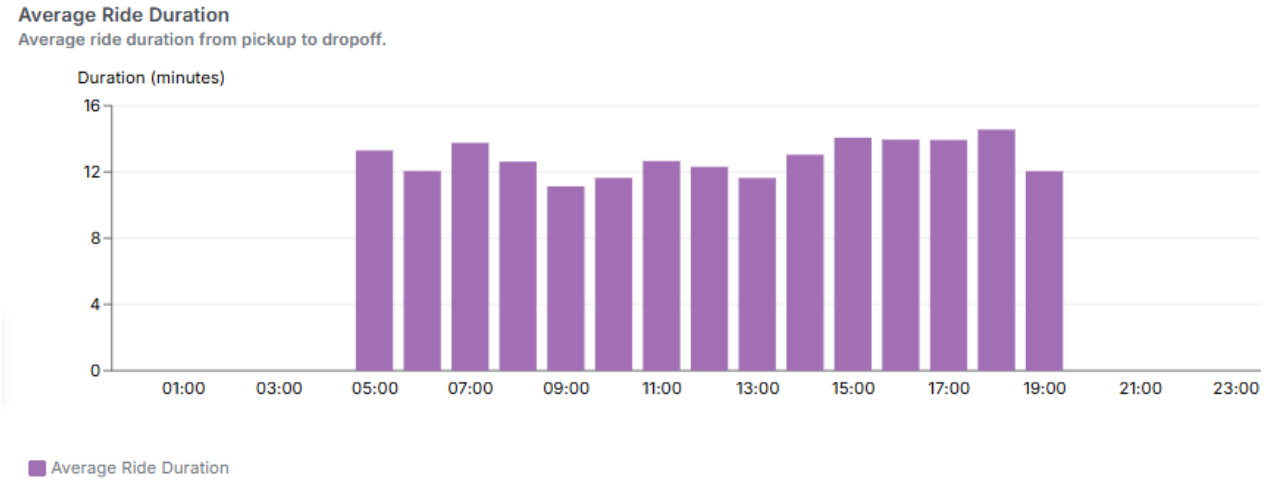
(Since November 30, 2022) Out of 396,832 people who received a ride proposal, only 198,184 chose to book and complete a ride.

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

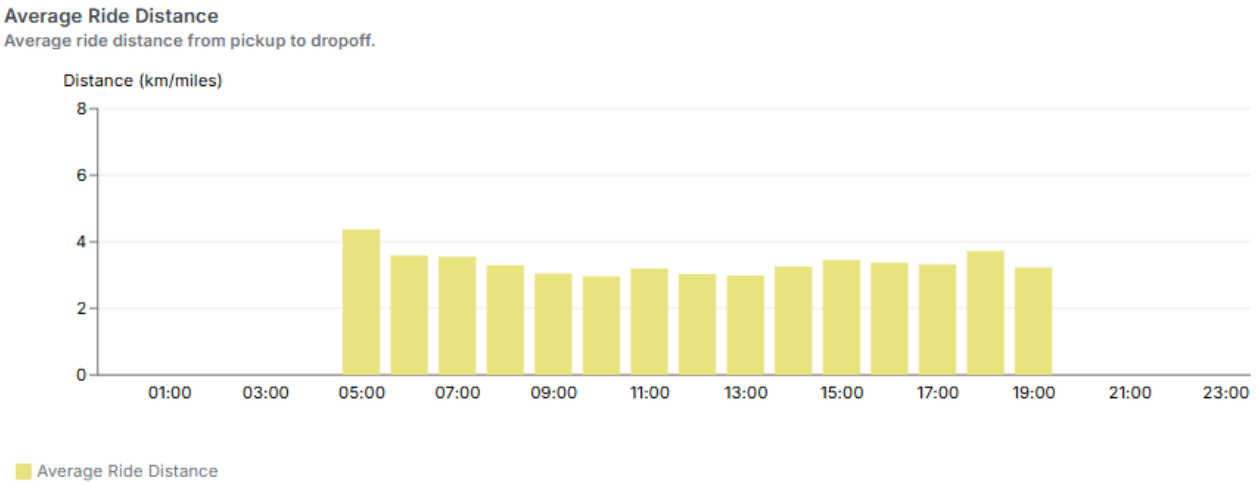


August 2025: The average wait time once a person receives a ride proposal is currently 22.1 minutes.

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

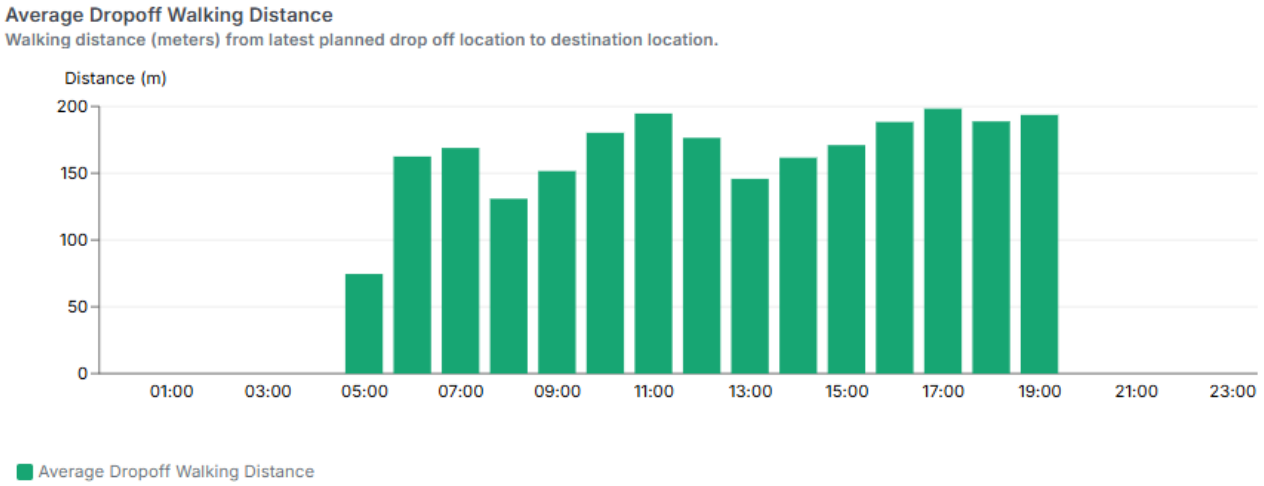


August 2025: Once the bus arrives, the average passenger trip time takes 12.9 minutes.

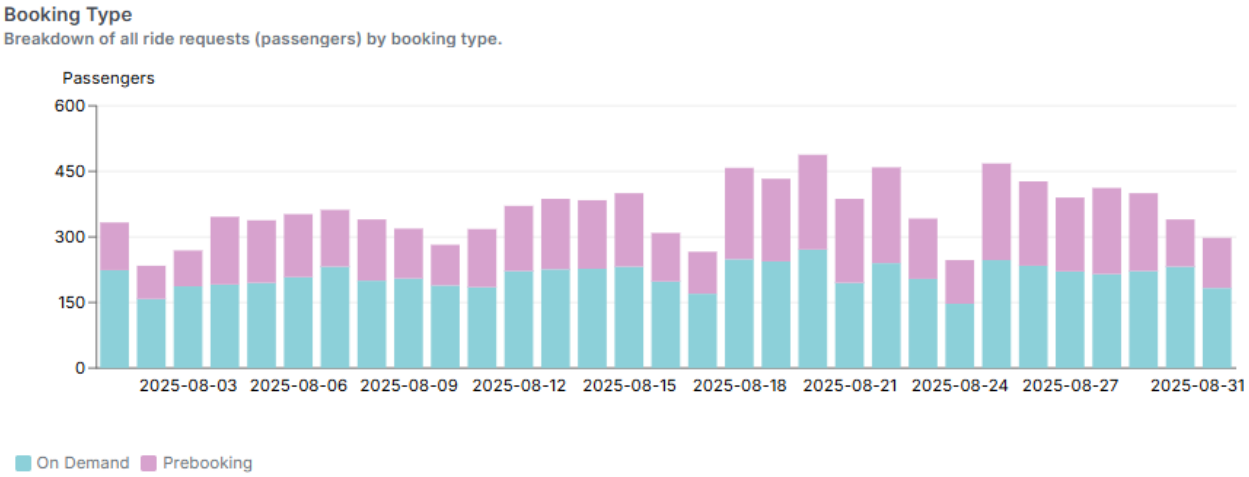


August 2025: The average ride distance is 3.3 miles.

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



August 2025: Average distance a passenger walks to destination location from drop off is 170 meters or 185.91 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.



August 2025: The majority of riders are using the Prebooking feature (65.3%).

RIDERSHIP MONTHLY SUMMARY BY SERVICE FOR 5 FISCAL YEARS

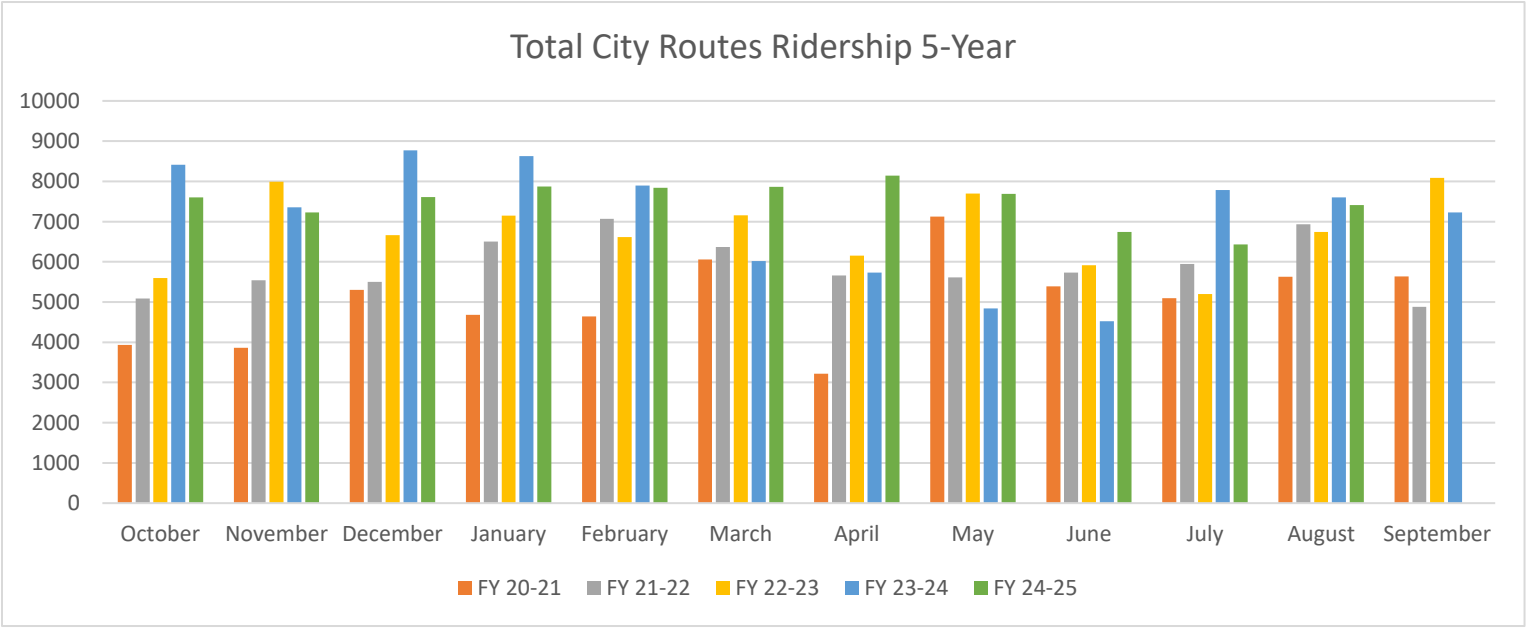
City Route History

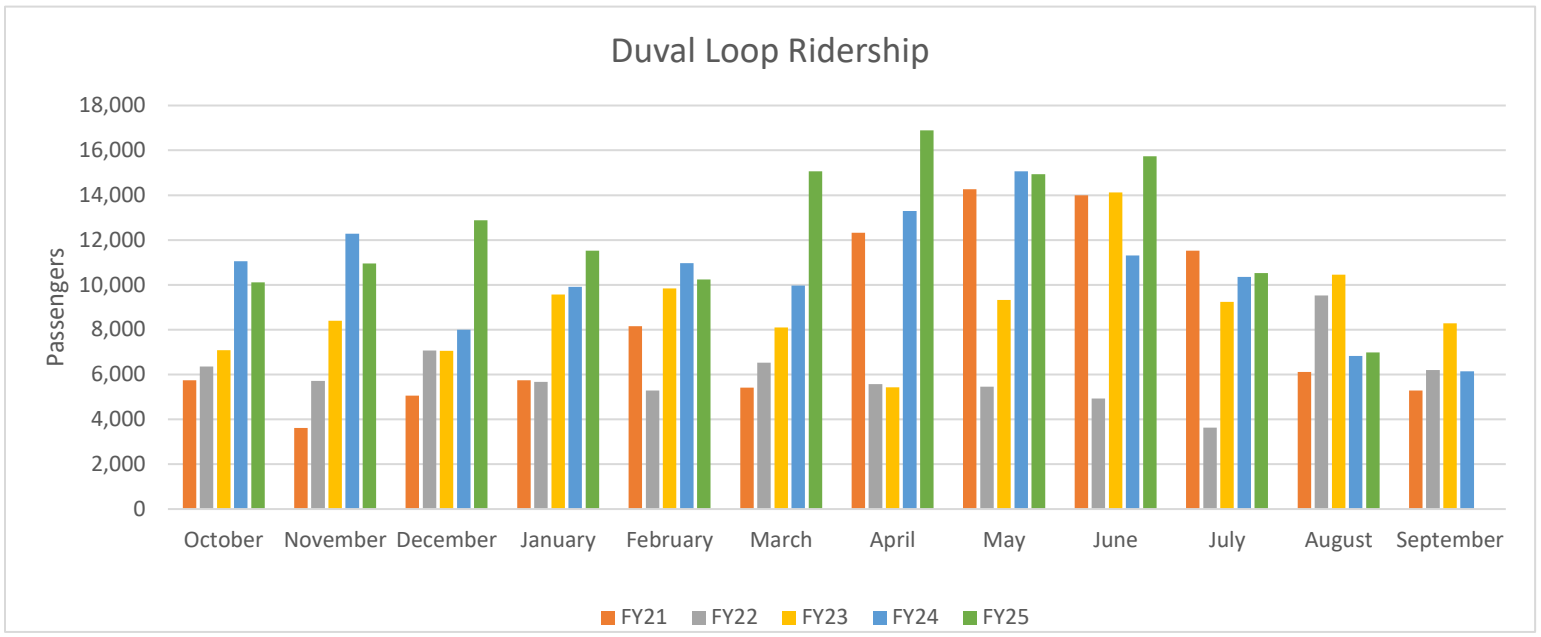
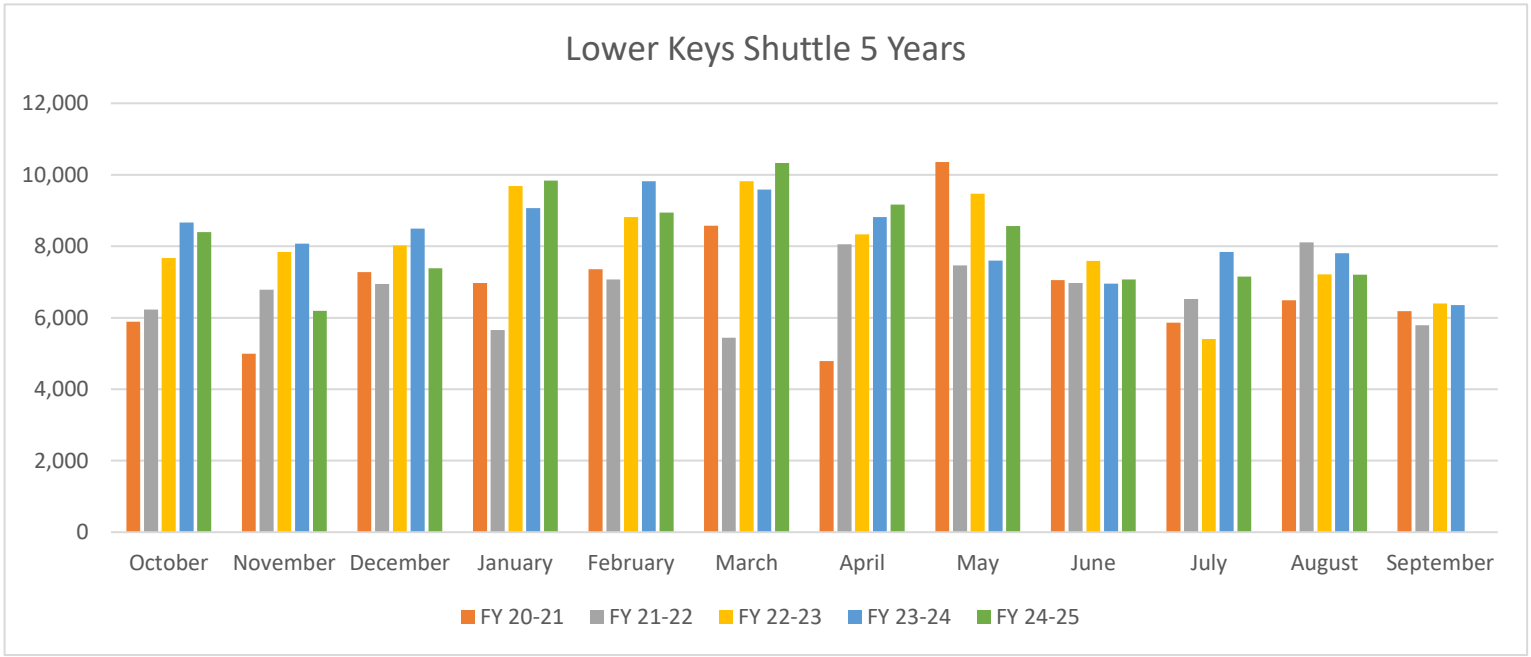
Red/ Blue/ Green/ Orange (Ended August 2020)

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)