

Bike/Walk Key West Program Update Report for the Sustainability Advisory Board, at its meeting of April 13, 2017

Chris Hamilton, Bike/Ped/Transport Coordinator, Planning Department

1. **Bicycle and Pedestrian Plan.** Toole Design Group is two months into the work on the on the Bike/Ped Plan and they were in town March 7 – 9 to do preliminary site visits and meet with the Bike/Ped Plan Advisory Team made up of staff and Citizens. A full slate of activities are being planned for the week of May 1 including a City Commission presentation, deployment of “Comment Boards” throughout the City, launch of an online public comment WikiMap, a Public Input Meeting for the afternoon/early evening of May 4 and field work that will include covering 75 miles of streets. More info: <https://www.cityofkeywest-fl.gov/departments/division.php?structureid=273>
2. **Bikeshare RFP.** At the City Manager’s request, a City of Key West Bikeshare System RFP (#003-17) was put out on January 15. Proposals were received on March 1 and a City Manager appointed Vendor Selection Committee met on April 5 and 6 to rank the proposals. The ranking and proposals will be forwarded, once approved by management, to the City Commission at an upcoming meeting. The RFP as well as additional information about bikeshare [can be found here](#).
3. **Marketing Efforts via South Florida Commuter Services (SFCS).**
 - The new Duval Loop is scheduled to begin service on May 18.
 - The Car-Free Key West program kicked off at the beginning of this month with print advertisements in multiple Key’s publications.
 - Similar radio and online advertising starts this month too.
 - The campaign is promoting bike/walk/bus – specifically the new Duval Loop and has safety messaging too.
 - A new website at www.CarFreeKeyWest.com launches this week (currently that URL points to the Car-Free Key West Facebook page).
 - 11” x 17” Tear Off Maps are at the printer.
 - A 4” x 9” Duval Loop brochure/map goes to the printer this week. Both will be available for distribution during the next two weeks.
 - An 18” x 24” Car-Free Key West brochure/map will be available by the 18th of May. This brochure will include all Key West Transit lines and more info for residents and workers.
 - The team is finalizing bus stop signs, bus stop info panels, Duval Street wayfinding signs and thermoplastics signs for the street in front of the bus stop that will be produced locally.
 - SFCS is planning to have the Key West Transit buses to be wrapped as Duval Loop buses prior to May 1.
 - An email is going out to 450 Key West businesses including hotels and attractions soliciting “Car-Free Key West Partners.” *Partners* are being asked for contacts, to download a *Partner Kit* and to commit to distributing Car-Free Key West materials to their customers and staff. A SFCS Car-Free Key West sales rep will follow up with *Partners* and offer direct consultation and assistance.
 - Staff is scheduled to present information about the program to the Key West Lodging Association on April 20, the Key West Business Guild on May 3 and the Key West Realtors on May 23. Staff is looking for additional opportunities for outreach to businesses.

KEY WEST WON'T FIT THROUGH YOUR SUNROOF.



Cars don't work in Key West. Forget the traffic and parking hassles, cars just block out too much good stuff - like sunshine, fresh air, and the general wackiness that makes our little island so special. Get out there in the mix. Walk among the party. Rediscover the joys of biking. Revel in taking your time. We promise your two feet and a little sense of adventure will let in a lot more Key West than any old sunroof.

WALK • BIKE • BUS

Tip: Always ride on the right side of the street with traffic!

For more information visit www.carfreekeywest.com



*Lose the Keys.
Find Key West.*



Safety Tip

Slow down... this ain't the mainland

Key West is big in personality, but not so much in size, at just 4 miles long by 2 miles wide. Combine that with 2.5 million visitors a year, and you're looking at an exciting atmosphere year-round. There's so much to see and do, and so many ways to do it. It's different here. You'll notice a lot more people walking and biking. So whether you drive, bike or walk we want everyone to get the most out of their time, ensuring a safe and enjoyable environment for all. Below you will find safety tips for all modes of island travel.

Regardless of your mode of transport, whether it be car, bicycle or feet, everyone can be a PAL:

Predictable

Don't make sudden or unexpected moves that could cause confusion

Alert

Always pay attention and be aware of your surroundings

Lawful

Know and obey the traffic laws at all times



Drivers:

- **SLOW DOWN!** Pay attention. There's lots of pedestrians and bikers out there
- Put down the cell phone. Absolutely no using it while driving
- Vehicles must pass on the left and always provide 3-feet when passing a bike
- Remember bikes can use the full lane. If behind one, slow down and be patient
- Be attentive at intersections and driveways and check all directions. Bikes and pedestrians can be coming from all directions on sidewalks, even when traffic is going one way
- Do not overtake and pass other vehicles stopped for pedestrians
- Slowdown at the mid-block crosswalks on N. Roosevelt Boulevard

Communicating is Key!

Use hand signals in front of cars to let them know your actions. Use a bell or provide audible warnings when passing others.



Left Turn



Right Turn



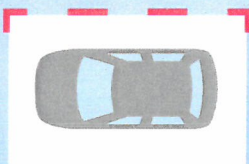
Stop



Make Noise

Be Aware of the 3' Door Zone

When Driving a Car in Key West, appreciate the vulnerability of people walking and biking. Slow down – this ain't the mainland. Know that bikes can use the full lane. Always provide 3-feet when passing.



Bikers:

- Bikes are considered vehicles and must obey all traffic regulations
- Never ride the wrong way down a one-way street
- Always use a light at night
- Always ride on the right side of the street with the flow of traffic – never against traffic
- Always lock your bike. Even for a few minutes
- Bikes are allowed on sidewalks, except on Duval Street. Always yield to pedestrians



Walkers:

- Stay on designated sidewalks and trails
- On shared paths, stay to the right
- Only cross at marked intersections and crosswalks
- Look left, right and left again before crossing the street



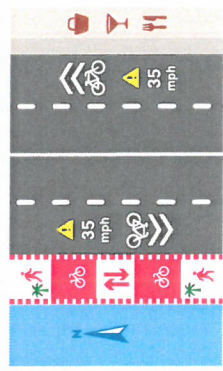
For more safety tips visit: www.CarFreeKeyWest.com/Safety

CAR-FREE MAP

CarFreeKeyWest.com  CarFreeKeyWest

- Bike Route**
Designated on-street for bike travel
- Duval Loop**
FREE, every 15 minutes, bus stop
- In-Season**
(December through April)
7 days per week
- Off-Season**
(May through November)
Thursday-Sunday
- Harbor Walk**
- Off-Street Trail**
Separate path away from main roads for bikes and pedestrians
- Military Base/No Public Access**
- Parking Lot**
- Ferry Landing**
- Bike Shop**
- Hospital**
- Police Department**
- Fire Station**

North Roosevelt/Promenade



The Promenade N. Roosevelt Blvd (U.S. 1)
Off-Street Trail
5-6' Sidewalk
6'-20' Sidewalk

*Bikes may legally use right lane of road in each direction on N. Roosevelt Blvd (U.S. 1) if there is no 5-6' sidewalk. We recommend using The Promenade unless you are a strong and confident cyclist.



*accessible by Duval Loop

- | | | | | | | | |
|----|-------------------------|----|----------------------------|----|-----------------------------------|----|-----------------------------|
| 1 | Pier House Resort & Spa | 16 | Seaview Shopping Center | 31 | The Ernest Hemingway Home* | 46 | Dog Beach |
| 2 | Ocean Key Resort | 17 | Smart Plaza | 32 | Turtle Gannery Museum | 47 | Higgs Beach |
| 3 | La Concha Hotel* | 18 | Overseas Market | 33 | USCGC Inham Maritime Museum | 48 | Snappers Beach |
| 4 | Casa Marina Hotel | 19 | The Studios of Key West | 34 | Key West Butterfly Museum* | 49 | Stinson Beach |
| 5 | Sloppy Joe's | 20 | Key West Theater | 35 | GATO Building | 50 | Key West Woman's Club |
| 6 | Captain Tony's | 21 | Red Barn Theater | 36 | City Hall | 51 | Key West Historic Seaport* |
| 7 | Rick's Bar | 22 | Waterfront Playhouse | 37 | Mallory Square/Duval St* | 52 | Galleon Marina |
| 8 | Hogfish Bar & Grill | 23 | Tennessee Williams Theater | 38 | Southernmost Point* | 53 | A & B Marina |
| 9 | Irish Kevin's | 24 | Tropic Cinema | 39 | Higgs Beach/Reynolds Street Pier | 54 | Ferry Terminal |
| 10 | Blue Heaven | 25 | Mel Fisher Maritime Museum | 40 | MLK Pool | 55 | Conch Harbor Marina |
| 11 | Better Than Sex | 26 | Custom House | 41 | Key West Aquarium | 56 | Pier B |
| 12 | Louie's Backyard | 27 | Key West Business Guild | 42 | Florida Keys Eco-Discovery Center | 57 | Outer Mole Pier |
| 13 | SAUTE! On the Beach | 28 | Key West Lighthouse* | 43 | Fort Zachary Taylor State Park | 58 | Edward B. Knight Pier |
| 14 | Clinton Square Market | 29 | Fort East Martello Museum | 44 | "The Reef" South Beach | 59 | Charter Boat Row |
| 15 | Conch Plaza | 30 | | 45 | | 60 | Stock Island Marina Village |



Car-Free Map Version 1.0 March 27, 2017



CAR-FREE MAP

CarFreeKeyWest.com

*Lose the Keys.
Find Key West.*

Key West is all about living life to the fullest, and we're here to help you do just that. We know that the best way to get around our little island is on **two wheels or two feet**. So forget about the traffic and parking, and take a little time to appreciate the beauty at every turn. Soak up some sun, or kick back and watch it set.

Wherever you're headed, you can get there easily on foot, bike, or by hitching a free ride on one of the new **Duval Loop buses**. If you do find yourself behind the wheel, please remember to share the road. And **slow down** – this ain't the mainland.

Walking and Biking Timetable (minutes) *accessible by Duval Loop

Historic Seaport/ City Parking Garage*	Historic Seaport*	Mallory Square*	La Concha Hotel*	Hemingway House*	Butterfly Museum*	Southernmost Point*	Higgs Beach	Smathers Beach	Charter Boat Row
Mallory Square/ O Duval St*	9 2	9 2	10 4	18 5	6 1	25 7	31 9	53 15	28 10
La Concha Hotel*	10 4	11 3	11 3	9 4	25 7	16 5	40 11	62 17	37 12
Hemingway House*	18 5	20 5	9 4	9 4	7 2	8 4	30 8	56 15	31 9
Butterfly Museum*	6 1	25 7	7 2	9 4	9 4	2 1	16 4	41 11	27 9
Southernmost Point*	25 7	25 7	16 5	8 4	2 1	17 4	43 11	25 7	25 8
Higgs Beach	31 9	40 11	30 8	25 7	26 4	41 11	25 7	26 7	26 7
Smathers Beach	53 15	62 17	56 15	50 14	41 11	43 11	25 7	26 7	26 7
Charter Boat Row /Garrison Bight	28 10	37 12	31 9	26 8	27 9	30 8	25 8	26 7	26 7

Tips for Biking in Key West

Bikes are considered vehicles and must obey all **traffic** regulations.

Always use a **light at night**.

Never ride the wrong way down a **one-way street**.

Always ride on the right side of the street with traffic – **never against traffic**.

Always **lock** your bicycle. Even for a few minutes.

Bicycles are **allowed on sidewalks**, except on Duval Street, but remember to always yield to pedestrians.

Communicating is Key!

Use hand signals in front of cars to let them know your actions. Use a bell or provide audible warnings when passing others.

Left Turn

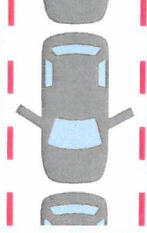
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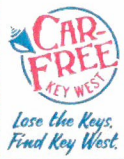
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Make Noise

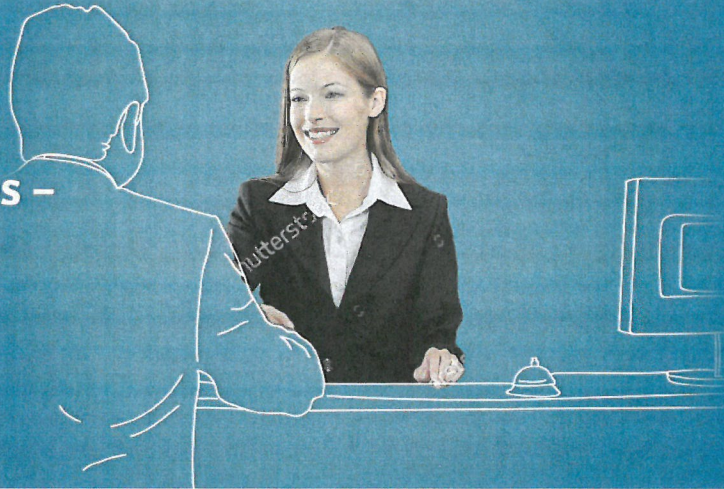
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Local businesses – We need you!



Businesses and Partners

Car-Free Key West will only succeed with active participation from our local island business leaders. Key West business owners, please don't sit this one out. Join us and help reduce and improve traffic congestion. While we're at it, we'll help locals and visitors get even more out of our island paradise, improving our economy. What can you do as a business leader? Just follow these simple steps:

Here's what you can do:

1

Fill out the form to become a partner.

First name*

Your first name

Last name*

Your last name

Email address*

Your email address

Phone number*

(XXX) XXX-XXXX

Company

Your company name

Number of room in Hotels/Inns/B&B's

Select one

Submit >

2

Download our Partner Kit.

3

One of our dedicated outreach team members will follow-up with you for an on-site consult.

4

Commit to sharing these materials and resources with your customers and employees. Is your business bike-friendly? Promote it!

5

Sit back and see the results of your efforts to help create a cleaner, safer, more vibrant Car-Free Key West.

We appreciate your support and contribution to Car-Free Key West.

Dive In Feet First!

Become a member of the Car-Free Key West campaign, and help us get moving.

Find out more >

PARK IT AND
FORGET IT!

You don't need it, so
please just leave it.



LEARN MORE

