

Bike/Walk Program Update Report

for the Sustainability Advisory Board, at its meeting of August 10, 2017

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1. **Bicycle and Pedestrian Plan.** The Bike/Ped Plan Advisory Team is scheduled to meet August 29 where it will review a draft of the Network Plan as well as other chapters. As part of Task 8 – The Multimodal Connectivity Plan the consultant plans to involve additional people, including the Sustainability Advisory Board, in a series of online surveys on other transportation issues including how to attract more people to use cars less. We published a profile of the 200+ people who have used the WikiMap, which is still open bit.ly/KWBikePed and also published other data

received by people participating in May's outreach event. More info at www.cityofkeywest-fl.gov/BikepedPlan.

2. **Car-Free Key West/Duval Loop Marketing Efforts via South Florida Commuter Services (SFCS).**

As the City of Key West begins its second year with South Florida Commuter Services, staff put together a Year 2 SFCS KW Program document. The document was internally vetted and presented to SFCS and FDOT District 5 staff for 2 days of meetings in Miami last week. The goals and priorities are as follows:

Goals/Priorities for Year 2 of SFCS CFKW Program

Over the course of the next year the SFCS Car-Free Key West program wants to accomplish the following goals in order of priority. The audience in priority order is visitors, Partners and locals.

1. Success of **Duval Loop** (butts in seats)
2. Establish bond with business community via **Car-Free Key West Partners** (establish successful relationships with major businesses, leveraging them to promote our goals)
3. Create awareness and gain adoption of **Safety on Our Streets** (this includes coordinating with the Bike/Ped Plan)
4. **Get more people bicycling, walking and using transit more often** (this includes getting people who drive to "park it and forget it.")
5. **Rebrand Key West Transit/Lower Keys Shuttle** with fresh face and marketing materials
6. **Establish vanpooling** as a viable commute mode by getting major employers to adopt
7. **Initiate research program** to establish impact and best methods
8. **Assist Monroe Co.** in efforts to reduce traffic congestion in Keys, especially commutes

The above program includes upgrades and improvements to www.carfreekeywest.com and its online and mobile maps, an extensive online, social media, print and radio Media Plan and participation and or/sponsorship of many Key West events. As with everything done to date, FDOT District 6 is paying for the whole thing.

- New 11 x 17 Car-Free Key West Tear Off Maps and 4 x 9 Duval Loop brochures are being printed and should arrive anytime. The 18" x 24" Car-Free Key West Brochure/Map is still being developed and is expected to be done by the end of August.

- Promotional items including Car-Free Key West branded bike bells, bike lights, bike helmets, Duval Loop (with map) window clings, Duval Loop (with map)/Car-Free Key West coasters and napkins and other items are in the works. Exhibition materials should arrive by the end of the month too.



- An August 31 date has been set for service start on the Duval Loop and with that a whole series of actions will begin including:

- o Emailing 400+ businesses asking them to become [Car-Free Key West Partners](#) and handing out materials to their guests and customers. Follow-up will happen in person via a sales team from SFCS.
- o August 23 will provide a presentation at the Chamber of Commerce Luncheon
- o August 30 will have a booth at the Lodging Association Trade Expo
- o September 6 will have a table at the Business Guild Luncheon
- o September 20 will have a booth at the Chamber Business Showcase

- Bike Parking.** Staff received bids for new bike parking and is working through the purchasing process on procuring new bike bollards and racks.
- Bikeshare.** A recommendation for selection of a City of Key West Bikeshare vendor is scheduled to go before the City Commission on August 15. The RFP as well as additional information about bikeshare [can be found here](#).
- Carshare.** The City Manager has asked that a carshare program RFP be developed for internal review by the end of the summer and that is still on track. [Carshare info here](#).

CAR-FREE MAP

CarFreeKeyWest.com @CarFreeKeyWest

Love 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 of every turn. Strap up your seat, or kick back and relax & ride.

Whenever you're headed, you can get there easily on foot, bike, or by taking 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 is *the* mainland.

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

Destination	Key West	Key West	Key West	Key West	Key West	Key West	Key West	Key West	Key West
Key West	0	0	0	0	0	0	0	0	0
Key West	10	10	10	10	10	10	10	10	10
Key West	20	20	20	20	20	20	20	20	20
Key West	30	30	30	30	30	30	30	30	30
Key West	40	40	40	40	40	40	40	40	40
Key West	50	50	50	50	50	50	50	50	50
Key West	60	60	60	60	60	60	60	60	60
Key West	70	70	70	70	70	70	70	70	70
Key West	80	80	80	80	80	80	80	80	80
Key West	90	90	90	90	90	90	90	90	90
Key West	100	100	100	100	100	100	100	100	100
Key West	110	110	110	110	110	110	110	110	110
Key West	120	120	120	120	120	120	120	120	120
Key West	130	130	130	130	130	130	130	130	130
Key West	140	140	140	140	140	140	140	140	140
Key West	150	150	150	150	150	150	150	150	150
Key West	160	160	160	160	160	160	160	160	160
Key West	170	170	170	170	170	170	170	170	170
Key West	180	180	180	180	180	180	180	180	180
Key West	190	190	190	190	190	190	190	190	190
Key West	200	200	200	200	200	200	200	200	200
Key West	210	210	210	210	210	210	210	210	210
Key West	220	220	220	220	220	220	220	220	220
Key West	230	230	230	230	230	230	230	230	230
Key West	240	240	240	240	240	240	240	240	240
Key West	250	250	250	250	250	250	250	250	250
Key West	260	260	260	260	260	260	260	260	260
Key West	270	270	270	270	270	270	270	270	270
Key West	280	280	280	280	280	280	280	280	280
Key West	290	290	290	290	290	290	290	290	290
Key West	300	300	300	300	300	300	300	300	300
Key West	310	310	310	310	310	310	310	310	310
Key West	320	320	320	320	320	320	320	320	320
Key West	330	330	330	330	330	330	330	330	330
Key West	340	340	340	340	340	340	340	340	340
Key West	350	350	350	350	350	350	350	350	350
Key West	360	360	360	360	360	360	360	360	360
Key West	370	370	370	370	370	370	370	370	370
Key West	380	380	380	380	380	380	380	380	380
Key West	390	390	390	390	390	390	390	390	390
Key West	400	400	400	400	400	400	400	400	400
Key West	410	410	410	410	410	410	410	410	410
Key West	420	420	420	420	420	420	420	420	420
Key West	430	430	430	430	430	430	430	430	430
Key West	440	440	440	440	440	440	440	440	440
Key West	450	450	450	450	450	450	450	450	450
Key West	460	460	460	460	460	460	460	460	460
Key West	470	470	470	470	470	470	470	470	470
Key West	480	480	480	480	480	480	480	480	480
Key West	490	490	490	490	490	490	490	490	490
Key West	500	500	500	500	500	500	500	500	500
Key West	510	510	510	510	510	510	510	510	510
Key West	520	520	520	520	520	520	520	520	520
Key West	530	530	530	530	530	530	530	530	530
Key West	540	540	540	540	540	540	540	540	540
Key West	550	550	550	550	550	550	550	550	550
Key West	560	560	560	560	560	560	560	560	560
Key West	570	570	570	570	570	570	570	570	570
Key West	580	580	580	580	580	580	580	580	580
Key West	590	590	590	590	590	590	590	590	590
Key West	600	600	600	600	600	600	600	600	600
Key West	610	610	610	610	610	610	610	610	610
Key West	620	620	620	620	620	620	620	620	620
Key West	630	630	630	630	630	630	630	630	630
Key West	640	640	640	640	640	640	640	640	640
Key West	650	650	650	650	650	650	650	650	650
Key West	660	660	660	660	660	660	660	660	660
Key West	670	670	670	670	670	670	670	670	670
Key West	680	680	680	680	680	680	680	680	680
Key West	690	690	690	690	690	690	690	690	690
Key West	700	700	700	700	700	700	700	700	700
Key West	710	710	710	710	710	710	710	710	710
Key West	720	720	720	720	720	720	720	720	720
Key West	730	730	730	730	730	730	730	730	730
Key West	740	740	740	740	740	740	740	740	740
Key West	750	750	750	750	750	750	750	750	750
Key West	760	760	760	760	760	760	760	760	760
Key West	770	770	770	770	770	770	770	770	770
Key West	780	780	780	780	780	780	780	780	780
Key West	790	790	790	790	790	790	790	790	790
Key West	800	800	800	800	800	800	800	800	800
Key West	810	810	810	810	810	810	810	810	810
Key West	820	820	820	820	820	820	820	820	820
Key West	830	830	830	830	830	830	830	830	830
Key West	840	840	840	840	840	840	840	840	840
Key West	850	850	850	850	850	850	850	850	850
Key West	860	860	860	860	860	860	860	860	860
Key West	870	870	870	870	870	870	870	870	870
Key West	880	880	880	880	880	880	880	880	880
Key West	890	890	890	890	890	890	890	890	890
Key West	900	900	900	900	900	900	900	900	900
Key West	910	910	910	910	910	910	910	910	910
Key West	920	920	920	920	920	920	920	920	920
Key West	930	930	930	930	930	930	930	930	930
Key West	940	940	940	940	940	940	940	940	940
Key West	950	950	950	950	950	950	950	950	950
Key West	960	960	960	960	960	960	960	960	960
Key West	970	970	970	970	970	970	970	970	970
Key West	980	980	980	980	980	980	980	980	980
Key West	990	990	990	990	990	990	990	990	990
Key West	1000	1000	1000	1000	1000	1000	1000	1000	1000

Tips for Biking in Key West

- Elbow on consistent valves 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 look your bicycle. Give 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 to let others know your actions. Use a bell or provide audible warnings when passing others.

Be Aware of the 5' Door Zone

When driving a car in Key West, appreciate the vulnerability of people walking and biking. Slow down - this is the mainland. Know that bikes can use the full lane. Always provide 3 feet when passing.

Key West Map

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FREE and FREQUENT!

DUVAL LOOP

Get there. Have fun. Get back.

All the info you need to take the Loop and enjoy Key West stress-free!

Learn more at www.CarFreeKeyWest.com