

PAT Committee

Recommendations Approved Prior to May 10, 2018

- **Parking Fines (adopted by City Commission)**
- **Tour Bus Parking Rates (not yet presented to City Commission)**
- **Multimodal Transportation Coordinator (adopted by City Commission)**
- **Speed Limits (not yet presented to City Commission)**

Draft Proposed Recommendations

May 10, 2018 Public Workshop

Policy Initiative: The City of Key West should adopt a Complete Streets Policy, a transportation design approach that requires streets to be planned, altered, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. To state the obvious, traffic congestion and parking challenges are the direct result of vehicular traffic far exceeding the fixed and limited capacity of the roads on our small island. Although there are not any quick fixes to this challenge, we have learned that traffic congestion can be reduced with a multi-pronged commitment by the City Commission and City Management to dedicate significant human and financial resources to implementing numerous policies that serve to increase demand for alternative modes of transportation (Transportation Demand Management).

Marketing and Education: An adequate portion of this dedicated funding must be used to:

- initiate programs to educate all users
- encourage users to bike/walk/transit
- provide outreach to employers, commuters, and the business community/tourist industry
- promote the bike network, public transit and other transportation modes
- promote public transit with a map and schedule at every bus stop
- develop and implement initiatives such as employee carpools and vanpools
- improve wayfinding (street signage) that more effectively helps users to get to their destination more quickly

Parking Capacity: Consider opportunities to add paid public parking capacity while simultaneously removing a like amount of street parking to achieve safer streets for all users by improving intersection line of sight and adding dedicated and separated bike lanes to certain streets. Identify and adopt planning policies to incent private landowners to undertake development of additional paid parking in the core commercial district.

Parking Fees: All City owned paid parking lots and meters are priced at \$3 or \$3.50 (Key West Bight) or \$4 (Mallory Square) per hour and studies by the Parking Department show that 80% to 90% of these fees are paid by visitors (tourists). Raising all parking fees to a consistent \$5 hour, a rate competitive with other high intensity tourist areas, can produce significant new recurring annual revenues (\$4,434,000) needed for our most pressing City challenges. We would recommend that the increased fees be restricted, with one third dedicated to alternative transportation (\$1,478,000), one third to

affordable housing (\$1,478,000), and one third to the general fund (\$1,478,000). This new funding can have a major positive impact to our City Budget as well as our most pressing City challenges.

Parking Enforcement: We understand that adding parking enforcement officers is revenue neutral. Consider adding additional enforcement resources to improve compliance. Dedicate all parking enforcement revenues to alternative transportation initiatives.

Speed Limit Enforcement: Direct City Manager and KWPD to either apply new resources or reallocate existing resources to execute a regular (daily) traffic enforcement program with an emphasis on speed limits. We believe for new speed limits to be effective, such program should include regular communications and frequent stops and citations to demonstrate the consequences of exceeding speed limits. This effort will serve to increase the safety of transportation alternatives and, more importantly, will improve public safety by reducing the number and severity of traffic accidents in the City of Key West.

Public Transit: Direct City Manager and Public Transit Director to evaluate and overhaul the City of Key West Public transit system to achieve significant increases in public transit ridership through increases in frequency, simplicity, communications and reliability. Successful cities have stopped treating transit as a human service agency that must go everywhere, but rather as a first option for the majority of people to get around. As evidenced by the success of the Duval Loop, this evaluation will likely include route consolidation and simplification of existing bus lines, reduction in numbers of stops, and a significant increase in the frequency of service.

Street Capacity Considerations: Identify business licensing regulations to control and or reduce the number and type of commercial vehicles using City streets alleviating traffic congestion. Consider assessing additional impact fees to all commercial road users and restricting such fees to improvements in alternative transportation.

Bicycle Parking and Racks: The amount of funding necessary to increase and maintain adequate bicycle parking is insufficient. Direct the City Finance Department to provide a minimum of \$100K annually to replace/maintain and increase the number of and availability of bike racks.

Planning and New Development: Consider adopting zoning changes to require new development to incorporate transportation planning, reduce requirements for parking, and assess impact fees dedicated to alternative transportation modes for all new development.

Special Event Transportation Planning: Modify the ordinance related to special events to require all applicants to include a transportation plan developed with City Staff to maximize the use of transportation alternatives and alleviate traffic congestion by prominently advertising and encouraging transportation alternatives in all event communications.

Delivery Windows and Truck Routes and Loading Zones: Charge a small group composed of City Staff and the business community to evaluate existing ordinances and practices and propose changes that will serve to: reduce the numbers and sizes of delivery trucks during peak traffic times, identify loading zones that will result in less traffic obstruction, and increase enforcement and compliance.