



August 2007

New bus routes offer travelers more options

Anyone who makes use of the City of Key West's public transit system will notice a change to that system starting next month.

"We're reconfiguring our bus routes to give the public a more reliable and timely transit system," said Key West Department of Transportation Director Myra Wittenberg. "With these changes, riders will have more options and the bus will run on time. Ultimately, we will be putting out a better

product for our citizens."

The current bus system is comprised of six routes, four of which go around the island in full loops, one that serves primarily Old Town and one that serves New Town and Stock Island.

"We are converting the four full-loop routes into two full-loop routes and two routes with smaller travel areas that will run in a figure eight pattern with continuous 45-minute service," Wittenberg explained.

"Basically, this will add route options and frequency of service while decreasing total operating hours required to cover driver shifts. It's creativity at its best during a budget crunch."

The city's other two bus routes will continue to operate as smaller circulator services to add trip frequency and decrease trip length for passengers.

"This equates to four smaller circulator services. The only drawback with this is that people may have to transfer from one bus to another at shopping centers if they want to go a longer distance, but then again, we will still have those two big loops that they can use to go from Stock Island all the way downtown, and vice versa," Wittenberg said.

In preparation for the change in routes, the Department of Transportation has been installing 220 new bus stop signs around the island and on Stock Island over the past month.

"We're also going to be adding service to highly populated communities such as the housing complex at First Street and the

see story on page 2

VIEW FROM THE TOP

Welcome to the first edition of the City of Key West's new monthly newsletter, and to my first column as your new City Manager. It's been a whirlwind of a month, but I've been impressed with the talents of the city staff and I'm working hard to make

sure we are all focused on the city's mission as we execute our individual and collective responsibilities. I know we will continue to improve our service to the citizens.

One of the first big hurdles to clear is the FY 2008 budget. With the Governor's directed property tax reductions, it has been a real challenge for me and the city senior staff to prepare an executable budget without loss of service or personnel. I am proud to say that we are very close to a complete budget.

Communication is a critical element to any successful organization. To support this process, Christie Phillips has inherited the additional responsibilities of Public Information Officer for all the city's offices. She proved herself in the Police Department and now carries that knowledge and experience to the rest of the city.

This newsletter is one aspect of her new role, and we have more plans in the works to help get the word out to everyone.

Overall, I'm excited to be here and I look forward to contributing to the success of our great city.



City Manager
Jim Scholl

August is Fire Fighters Awareness Month



The City of Key West asks its residents to join in appreciating our local fire fighters this month, which Mayor Morgan McPherson declared Fire Fighters Awareness Month. Pictured with the mayor above are Michael Budde, left, and David Zarate, right, who are both fire fighters in the Southernmost City.

CITY OF KEY WEST

Mayor
Morgan McPherson
mayor@keywestcity.com

Commissioners
District I: Bill Verge
bverge@keywestcity.com
District II: Mark Rossi
mrossi@keywestcity.com

District III: Dan
Kolhage
dkolhage@keywestcity.com

District IV: Harry
Bethel
hbethel@keywestcity.com

District V: Jose
Menendez
MenendezKeyWest@aol.com
District VI: Clayton
Lopez
clopez@keywestcity.com

City Manager
Jim Scholl
jscholl@keywestcity.com

Questions? Comments?

If you have information for the next City Newsletter or want to see something added to the publication, please contact Christie Phillips at cphillip@keywestcity.com. This newsletter is a publication of the City of Key West.



Above, from left, Rogelio Hernandez, Dennis Boyd, Myra Wittenberg and Eduardo Herrera pose with one of the new bus stop signs being installed around town.

various types of residential complexes on Duck Avenue,” Wittenberg added.

Of the two new shorter routes, one will service downtown and the Old Town area, and the other will primarily be for the New Town and Stock Island shopping centers. Wittenberg added that the new system, while increasing convenience for bus travelers, will decrease the number of driver shifts by 11 hours a week, an obvious savings for the city.

“Really, everybody wins with this new configuration,” Wittenberg said.

Part of the reason the city is converting to these new bus routes is increased usage by public transit riders.

“We’ve seen a definite increase in the number of passengers we’re transporting,” Wittenberg said.

With more people riding the buses, each bus is having to make more stops along their routes, which slows down the entire system.

“With shorter bus routes, each route becomes more independent and less susceptible to traffic delays and traffic congestion. By covering smaller areas, we’ll help insure that the bus arrives at its scheduled pickup points on time.”

The new public transit system is scheduled to begin in September 2007.

For more on the new bus routes and service information, call 305-809-3910. □

City Hall closed for Labor Day

The City of Key West will be closed for Labor Day, September 3, 2007. Regular business hours will resume September 4.

In-N-Out Burger shirts serve up a laugh at meeting



Mayor Morgan McPherson and City Commissioner Mark Rossi show their sense of humor as Gary “The Carpenter” Burchfield presents them with Las Vegas In-N-Out Burger t-shirts. A phone call Mayor McPherson made to Commissioner Rossi about the t-shirts resulted in the two being accused of violating Florida’s Sunshine Law.



Above, from left, Key West Fire Department Capt. Michael Davila and Vincent Mancini with Dade Lodge #14 accept donated smoke detectors from Andy Strunk of Strunk Ace Hardware.

Fire department to host Safety Awareness Day

The Key West Fire Department, along with Dade Lodge #14, is hosting a Child Safety Awareness Day this month, the first of its kind to be held in the Southernmost City.

“We’re doing this as a service to the community, and also to create a fun, educational event for our local children,” said KWFD Captain Michael Davila.

“By making a family event out of this, we can really reach out to the children. Fire safety is so important, it’s crucial that we get our message across.”

The Learn Not to Burn Day will feature safety lessons about fires and other household dangers.

Children will be invited to tour the Allstate Foundation Fire Safety Trailer and meet Sparky the Fire Dog, and food and refreshments will be served.

The Fire Safety Trailer is in Key West on loan from the Florida State Fire College. Inside this helpful teaching and learning tool, children can make practice 911 phone calls and use an escape ladder to simulate evacuation from a second story window. The trailer is also equipped to generate fake

smoke to simulate a fire emergency.

Several community partners have stepped up to make this a big event. Just this month, Strunk Ace Hardware donated 200 smoke detectors to the Key West Fire Department. The smoke detectors will be given out to needy families at the event.

“The support we’ve had in this first ever Child Safety Awareness Day has been great,” Capt. Davila said. “The community is really behind fire safety awareness. I especially want to thank Eddie Perez and Vincent Mancini from Dade Lodge for all their help in putting together this event, and for their tireless support.”

Child Safety Awareness Day is set for August 25 from 9 a.m. - 4 p.m. at Bayview Park. All local families are encouraged to attend this educational and fun-filled event.

“This is just another way for us to reach out to the community,” said Fire Chief David Fraga. “The more we teach children early on about the dangers of fires and about how to protect themselves in the case of a fire, the better off this entire community will be.” □

PUBLIC MEETINGS SEPTEMBER 2007

Sept 5: City Commission
Old City Hall, 6 p.m.

Sept. 6: Board of Adjustment
Old City Hall, 6 p.m.

Sept. 10: Clean Key West Task Force
City Hall, 12 p.m.

Sept. 10: Community Housing Committee
City Hall, 5:30 p.m.

Sept. 13: Special City Commission
Old City Hall, 6 p.m.

Sept. 18: City Commission
Old City Hall, 6 p.m.

Sept. 20: Special City Commission
Old City Hall, 6 p.m.

Sept. 24: Community Housing Committee
City Hall, 5:30 p.m.

Sept. 26: Code Enforcement Hearing
Old City Hall, 1:30 p.m.