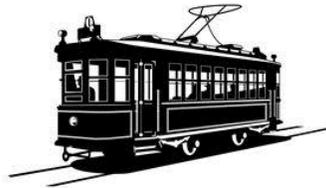


Key West  
Transportation  
Coordination Team  
July 27, 2016



# South Florida Commuter Services Comes to Key West



# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

## Florida Department of Transportation (FDOT) has an extensive State-wide Commuter Services program

- ❖ Each of FDOT's 7 Districts contracts out for commuter services in their area
- ❖ Contractors work with local govns/TMAs
- ❖ Center for Urban Transportation Research (CUTR) at the University of South Florida provides technical support
- ❖ Purpose: reduce congestion, improve environment & energy efficiency, support economic development

The screenshot shows the FDOT Commuter Services website. At the top, there is the FDOT logo and the text 'Florida Department of TRANSPORTATION'. A search bar and navigation links (Home, About FDOT, Contact Us, Offices, Maps & Data, Performance, Projects) are visible. The main heading is 'Commuter Services'. Below this, it states 'Managed by the Center for Urban Transportation Research at the University of South Florida' and 'Traffic Info: Call 511 or www.fl511.com'. A secondary navigation bar includes 'Home', 'About CS', 'Research', 'Resources', 'Training', 'Events', and 'Neighborhood2Go'. The main content area features a large image of a white van with 'South Florida VANPOOL' branding. A man is sitting in the driver's seat, and a woman is standing outside the open door. Below the image, there is a text overlay: 'Such actions can include offering commuters one or more alternative transportation modes and/or services, providing incentives to travel on these modes or at non-congested hours, providing opportunities to better link or "chain" trips together, and/or incorporating growth management or traffic impact policies'. Below the image are three columns of content: 'Find a Ride' with links to District 1 (Southwest Florida), District 2 (Northeast Florida), District 3 (Northwest Florida), and District 4 (Southeast Florida); 'Latest Posts' with a post titled 'Earn Best SITES Designation' and another titled 'Are You One of the Best Workplaces for Commuters?'; and 'Best Workplaces for Commuters' with a list of newsletters and recordings.



# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

**FDOT District 6 (Dade and Monroe)  
contracts with Parsons Brinckerhoff to  
provide “South Florida Commuter  
Services” (SFCS)**

- ❖ District 4 (Broward, Palm Beach, Martin and St. Lucie) is also part of SFCS
- ❖ Raymond Freeman, Transit Program Administrator oversees this contract as well as all the Key West Transit work
- ❖ District 6 team provides our TAP grant for Bike/Ped Master Plan

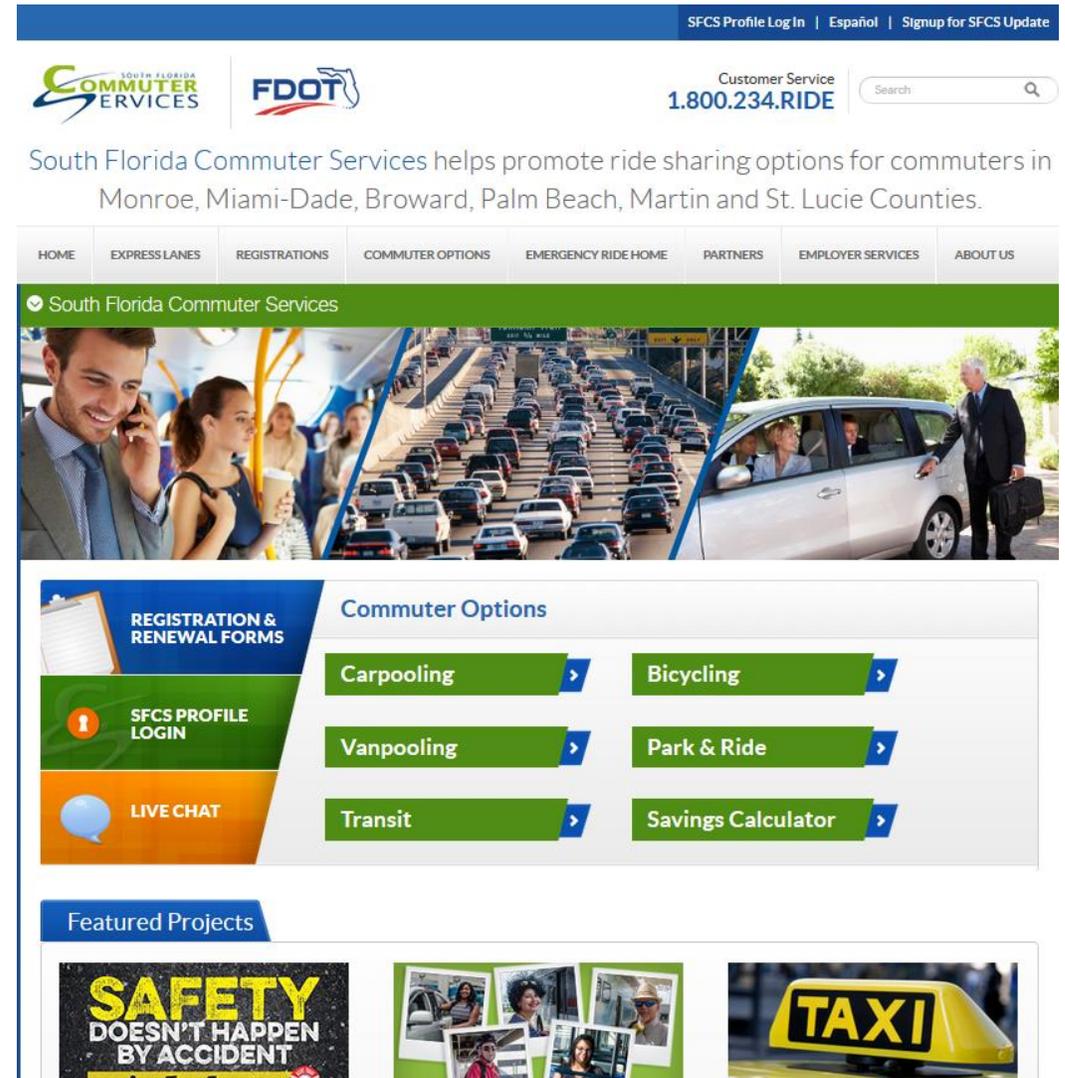




# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

## About :

- ❖ They promote:
  - ❖ Car/vanpooling
  - ❖ Transit
  - ❖ Bike and Walk
- ❖ General outreach to commuters
- ❖ Direct assistance to employers
- ❖ Staff of 18 + vendors
- ❖ \$4M annual budget
- ❖ Hadn't worked in Monroe before



Screenshot of the South Florida Commuter Services (SFCS) website. The page features a navigation menu with options like HOME, EXPRESS LANES, REGISTRATIONS, COMMUTER OPTIONS, EMERGENCY RIDE HOME, PARTNERS, EMPLOYER SERVICES, and ABOUT US. A main banner shows a busy highway with a carpooling lane. Below the banner, there are sections for 'Commuter Options' with buttons for Carpooling, Bicycling, Vanpooling, Park & Ride, Transit, and Savings Calculator. A 'Featured Projects' section includes a 'SAFETY DOESN'T HAPPEN BY ACCIDENT' poster and a 'TAXI' sign.



# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

## FDOT/CUTR Sponsored 2016 Annual Florida Commuter Services Summit

- ❖ April 14-16 in Tampa
- ❖ Great work around state
- ❖ Made contacts with reps from:
  - ❖ FDOT Central Transit and Commuter Services offices
  - ❖ CUTR Tech and Research
  - ❖ FDOT District 6
- ❖ All encourage Key West!





# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

## Key West Provides Scope of Services Request with Needs in 3 Broad Vendor Areas to SFCS:

1. Cartographic/map services
2. Marketing communications and advertising services
3. Grassroots community and business outreach services





# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

## Scope of Services Request To-Do List:

- ❖ Develop Bike Map(s)
  - ❖ Print, online and open/scalable formats
  - ❖ Multi-modal, pedestrian and transit maps in future
- ❖ Bike/Walk Key West Branding
- ❖ Bike/Walk Key West Education and Outreach Plan
- ❖ Implement Plan





# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

## Scope of Services Implementation

### 1. Grassroots Community Outreach

- ❖ Residents and Visitors
- ❖ Promote use of bike, walk, transit, shared rides
- ❖ Promote Share Our Streets – Be a PAL (Predictable, Alert, Lawful)
- ❖ Do this via:
  - ❖ Distribution of brochures/maps
  - ❖ Attending community events
  - ❖ Advertising (papers, radio, online)
  - ❖ Social media
  - ❖ Bike Shops





# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

## Scope of Services Implementation

### 2. Business/Hotel Outreach

- ❖ Work with biz, they in turn influence employees and visitors
- ❖ Promote use of bike, walk, transit
- ❖ Promote Share Our Streets – Be a PAL (Predictable, Alert, Lawful)
- ❖ Do this via:
  - ❖ B2B/door-to-door sales contact
  - ❖ Distribution of brochures/maps
  - ❖ On-site (biz/hotel) events
  - ❖ Bike Shops
  - ❖ Bicycle Friendly Business Challenge
  - ❖ City's Green Commute Challenge
  - ❖ Chamber, Biz Guild, Lodging Assoc.



## 7 WAYS TO IMPROVE EMPLOYEE RETENTION

It's no secret the DC region has become a hot bed for quality talent, Arlington and DC were both recently ranked as top destinations for recent college graduates. For employers in the area, this competitive market has made it a challenge to attract and retain the best employees. With employee turnover costing companies nearly **150% of an employee's salary** to replace them, keeping employees from leaving is a critical component of a business' bottom line.

While higher salaries can have a significant impact on retention, there are many programs that can have a positive effect on an employee's quality of life. Small businesses and nonprofits that aren't always able to increase salaries can still retain quality employees through lower cost benefits that help staff save money, improve mental and physical health and increase productivity and satisfaction.

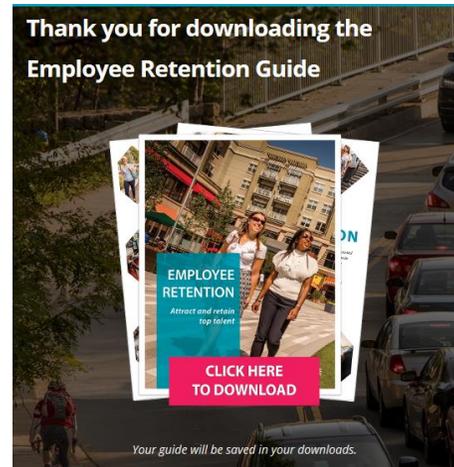
Check out these seven ways to improve employee retention at your company.

### 1 Offer a direct transit benefit

While many companies already offer a pre-tax transit benefit to employees, **providing a financial subsidy of up to \$255 per month** for employees to use for commuting on public transit can set an employer apart from the rest. A direct transit benefit puts more money in employees' pockets and can also save companies up to \$1,700 per participating employee.

### 2 Offer secure bike parking

For employees that bike to work, a secured access bike parking area can give them the peace of mind that their bike is safe during the workday. It also creates a designated area for people to put their bikes instead of taking up space in an office or locking it to a pole outside. Most building garages aren't fully occupied during the work week – talk to the property





# Bike/Walk Key West Education and Outreach Via South Florida Commuter Services (SFCS)

**FDOT & SFCS say yes! FDOT will fund, SFCS will implement asked for program.**  
*- There's no strings. No match either. This is what they do across state. We just needed to ask.*

## ❖ Next Steps:

- ❖ Onboarding cartographer for map and style guide work
  - ❖ Developing formal plan of action now (already have draft)
  - ❖ Map and branding work done in summer/fall
  - ❖ Brochures, map formats, campaign done in Fall
  - ❖ Begin outreach in December with start of season
- ❖ Estimate value of SFCS to Key West at \$200,000 to \$300,000+ annually
- ❖ We oversee SFSC work



### Fares, passes & services

Operators do not carry change - please have exact fare.

CITY SERVICE			
FARES	FULL	REDUCED	SENIOR
One Way	\$ 2.00	\$ 1.00	\$ 0.50
1 Day Pass	\$ 4.00	-	-
7 Day Pass	\$ 8.00	\$ 5.00	\$ 3.75
31 Day Pass	\$25.00	\$15.00	\$15.00
LOWER KEYS SERVICE			
FARES	FULL	REDUCED	SENIOR
One Way	\$ 4.00	\$ 2.00	\$ 1.50
1 Day Pass	\$ 8.00	-	-
7 Day Pass	\$25.00	\$15.00	\$15.00
31 Day Pass	\$75.00	\$45.00	\$45.00

