Key West
Transportation
Coordination Team
Sept 20, 2016

Transportation Alternatives Fund (TAF) - Proposal

Transportation Alternatives Fund

Purpose > Why > Policy > How > Mechanism > Result

Enhance Historic District:

- More Walkable
- More Bikeable
- Transit Friendly
- People Friendly

Community Results:

- Prosperity
- Sustainability
- Healthy
- Happy

Transportation Alternatives Fund

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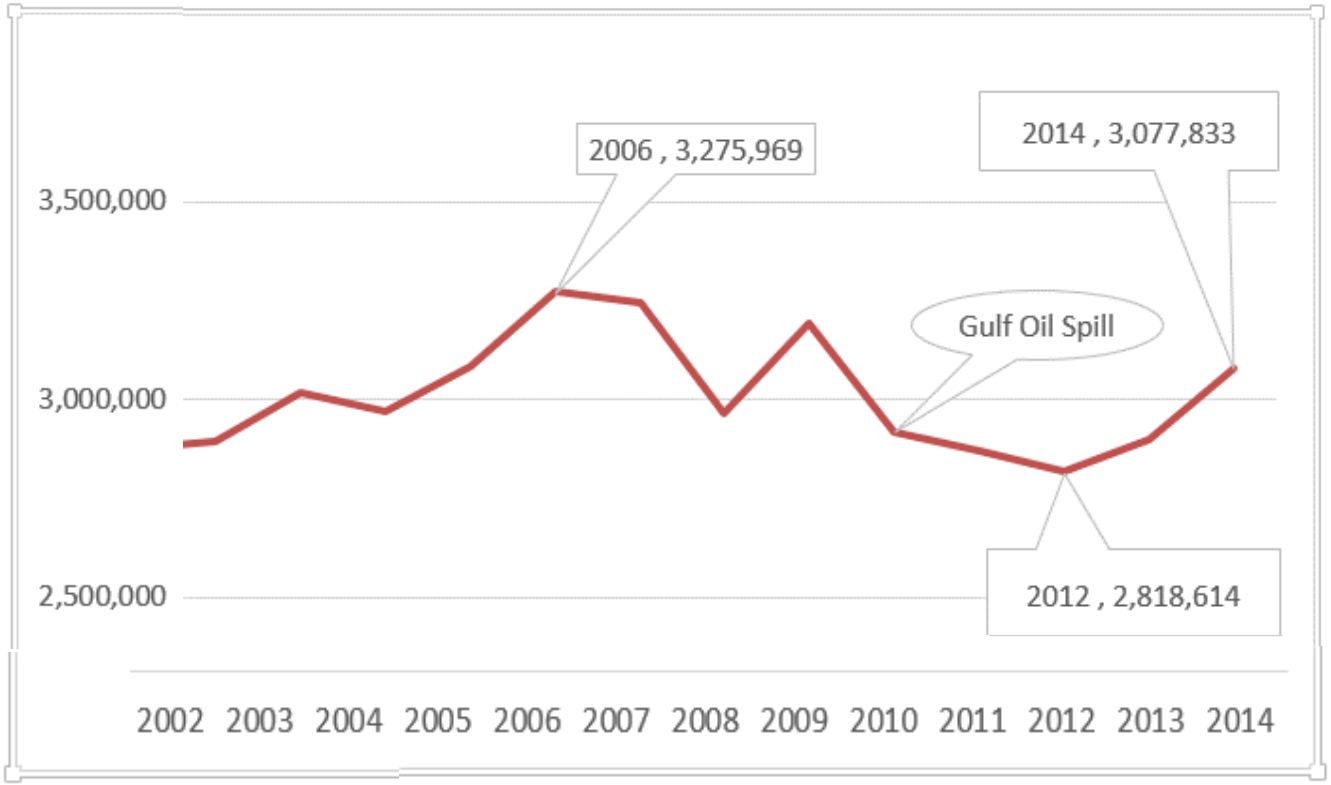
Traffic and Parking Congestion

- 3rd Biggest Issue in 2015 Citizens Survey
- 10 year Average Traffic Increase: 1% annually
- 3% increase 2014; 3% in 2013
- Parking Increased 18%
- Tense/Unsafe interactions
- Media/Citizen Complaints



Transportation Alternatives Fund

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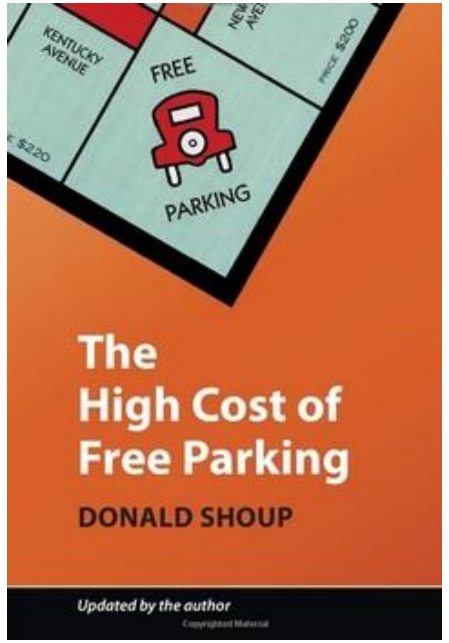

Transportation and Parking Synergy

- "Set it and Forget it"
  (*park in lot/garage and don't use*)
- Direct Longer Term Parking to Lots/Garages
- Right Price Parking
  - More Turnover for Retailers
  - Price closer to market
  - Variable rates on hour/week/seasons
  - Provide additional metered spaces

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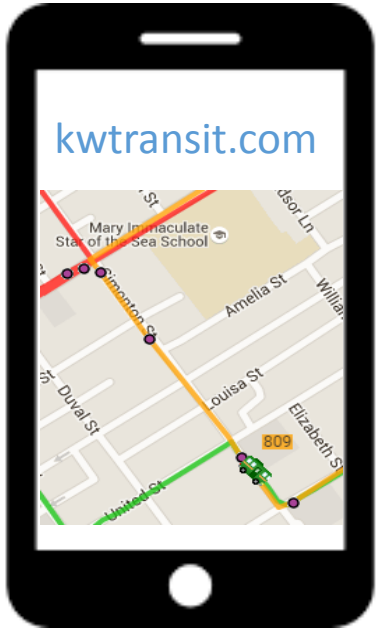
Maximize Investments

Increase Use of Existing Transportation Systems

- Wayfinding Expansion
- General Education
- Bus stop Maps/Apps
- Commuter Services
- Safety programs

Commuter Services



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Invest in other ways to move people

Increased walk, bike, and bus capacity:

- Downtown Circulator
- Bikeshare system
- Car Share
- New/more bicycle parking
- Bike lanes and protected bikeways
- Increase bus frequency/service

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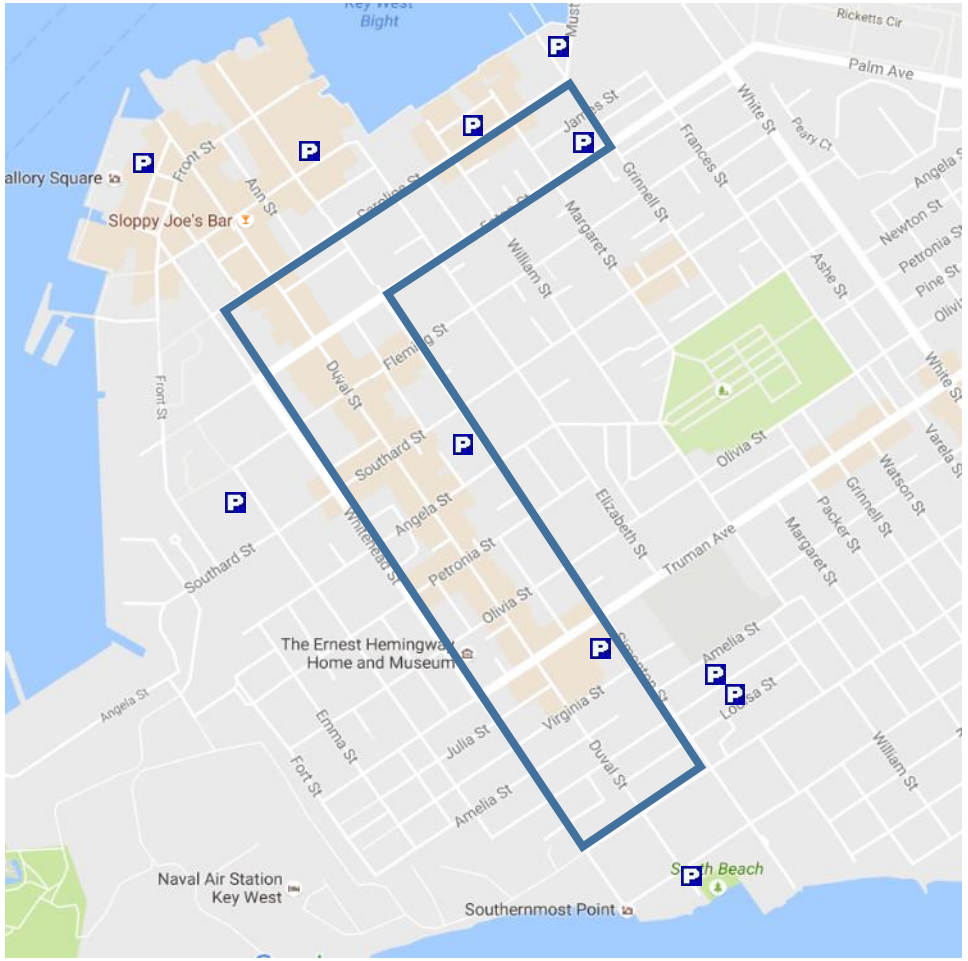
Downtown Circulator:

<u>Dec-April: Daily Service</u>

Sun-Thurs (3):	10am-8pm
Fri-Sat (3):	10am-Midnight
Peak Bus (1):	5-8am, 3-7pm

<u>May-Nov: Weekend Service Only</u>

Friday:	3-Midnight
Saturday:	10am-Midnight
Sunday	10am-8pm
Peak Bus:	5-8am, 3-7pm



Transportation Alternatives Fund

Purpose > Why > Policy > How 2 > **Mechanism** > Result

Raise parking rates – % of NEW Revenue to TAF.

- Raise rates $1.00/hour
- Dedicate % of NEW Revenue:
- Increases dedicated to:
  - New programs / pilots
  - Increased capacity
  - Enhancements
  - Infrastructure
- Not for maintaining / reoccurring
- Unused rolls to General Fund annually

New Revenue	New TAF Funds
33% General Fund	$ 654,511
50% Bight	$ 291,686
66% Transit	$ 185,775

Parking	Rate / Hour
City – Public Parking	$2.00
Ann Street Private	$3.50 - 4.00
Weston Garage Private	$4.00
Angela Street - Private	$4.00
Petronia Street - Private	$4.00
San Carlos - Private	$4.00
Post Office Private	$5.00

Transportation Alternatives Fund

Purpose > Why > Policy > How 2 > **Mechanism** > Result

Research on Tourists and Cars:

- 1/3 of visitors never used a car
- 37% personal vehicle drivers from south Florida
- Driving disincentives for personal car drivers:
  - Parking Fees at hotel: Not Affective at all
  - Parking Fees elsewhere: Not Affective at all
  - Bridge Toll: Not affective at all

Study targets cutting tourist cars on island

ROB O'NEAL/The Citizen

Mary Bishop, an intern with the Key West Planning Department, left, speaks with Orlando resident Jeff Liconas about vistors' driving habits in the Florida Keys on Tuesday at the Southernmost Point.

BY SCOTT UNGER
Key West Citizen

A new study by the Key West Planning Department is researching ways to reduce the number of tourist cars on the island.

The city has partnered with the University of South Florida's Center for Urban Transportation Research and the Patel College of Global Sustainability to look at various options for cutting down congestion through tourist surveys and research.

USF graduate student Mary Bishop is interning with Sustainability Coordinator Alison Higgins on the study. The pair started with assumptions and data on travel habits and designed the survey around them.

"We had a couple assumptions; one of them was that on your first trip to Key West you rent a car and on subsequent trips you don't," Higgins said.

See DRIVING, Page 7A

Statistically Significant!

Transportation Alternatives Fund

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Stakeholders Say:

- “If we had a reliable downtown transportation I don’t think anybody would move their car”. – Jodi Weinhofer, Keys Lodging Association
- “Creating an infrastructure helpful to residents and tourists is key“ - Dianna Sutton, Community Foundation Florida Keys
- “All of Monroe County would support a reduction of vehicles reaching Key West” – Jessica Bennet, MC Tourist Development Council

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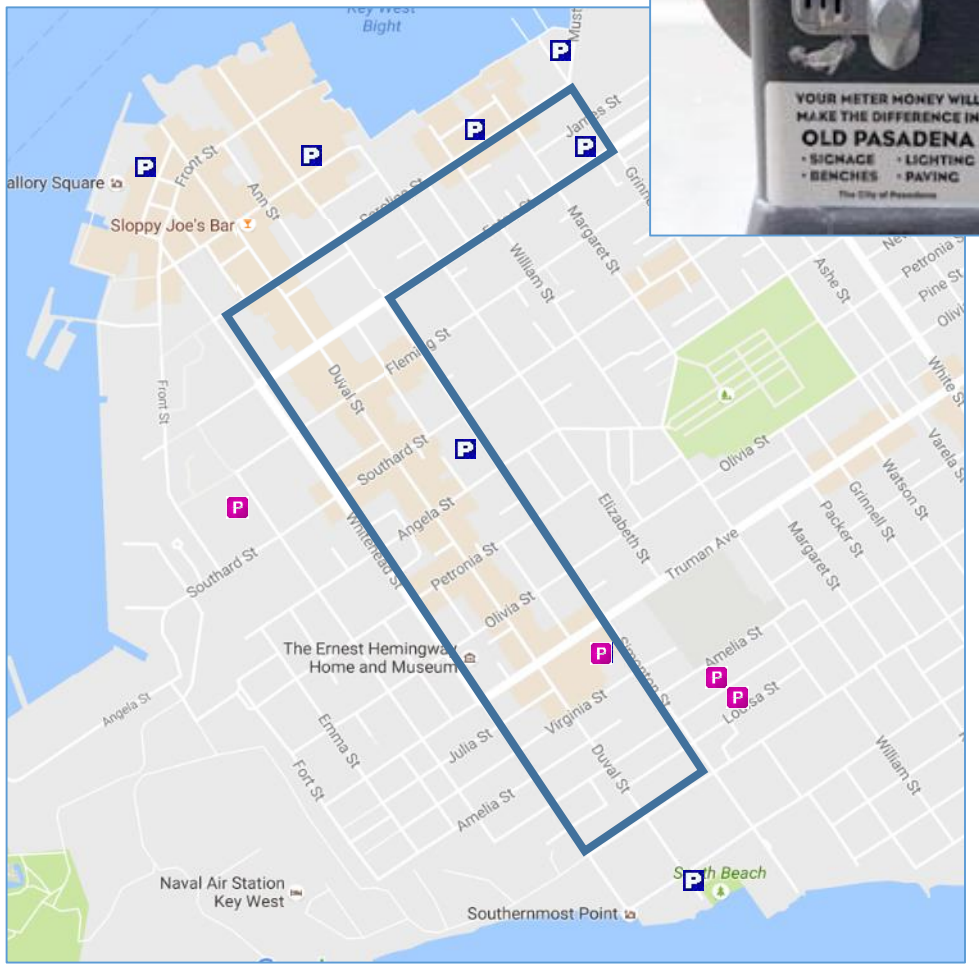
Local Effect?

- Employee Parking Program ($25/month)
- Residential Parking Permits ($10/year)
- Circulator at Peak Commuter Hours
- Free Parking areas after 5pm
- Workplace outreach via Commuter Services
- Information everywhere (wayfinding/maps)
- More alternatives to driving/parking

= Increased options, Decreased personal costs
= Less driving!



Transportation Alternatives Fund (TAF) Proposal

Illustrative Budget – Revenue Projections

		Transportation Alternatives Fund		Affordable Housing		Generl Fund	
Parking Fee Projections	**$1 Increase**	**Percent**	**Dollars**	**Percent**	**Dollars**	**Percent**	**Dollars**
Genteral Fund	$ 1,983,368	33%	$ 654,511	40%	$ 793,347	27%	$ 535,509
Key West Bight	$ 583,372	50%	$ 291,686				
Transit (from Park n Ride)	$ 281,478	66%	$ 185,775				

		Plus 2.5%	Plus 2.5%	Plus 2.5%	Plus 2.5%
TAF REVENUE PROJECTIONS	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Transportation Alternatives Fund: General Fund	$ 654,511	$ 670,874	$ 687,646	$ 704,837	$ 722,458
Transportation Alternatives Fund: Key West Bight	$ 291,686	$ 298,978	$ 306,453	$ 314,114	$ 321,967
Transportation Alterntatives Fund: Transit from Park n Ride	$ 185,775	$ 190,420	$ 195,180	$ 200,060	$ 205,061
Total Revenues	**$ 1,131,973**	$ 1,160,272	$ 1,189,279	$ 1,219,011	$ 1,249,486

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Illustrative Budget – Recurring Expenditures

TAF RECURRING EXPENDITURES	Year 1	Year 2	Year 3	Year 4	Year 5
Downtown Circulator - Operations	$ 627,354	$ 695,154	$ 695,154	Grant	Grant
Downtown Circulator - Bus Wraps	$ 160,000	$ -	$ 40,000	$ 40,000	$ 40,000
Downtown Circulator - Signage	$ 10,000		$ 2,000	$ 2,000	$ 2,000
Downtown Circulator - Marketing	$ 25,000	$ 25,000	$ 25,000	$ 25,000	$ 25,000
Citywide Wayfinding Designwork	$ 50,000	$ -	$ 5,000	$ 5,125	$ 5,253
Bike Parking and Infrastructure Maintenance	$ 30,000	$ 30,750	$ 31,519	$ 32,307	$ 33,114
Marketing and Safety Programs	$ 100,000	$ 125,000	$ 128,125	$ 131,328	$ 134,611
Subtotal Recurring Expenditures	**$ 1,002,354**	**$ 875,904**	**$ 926,797**	**$ 235,760**	**$ 239,979**
Remaining	**$ 129,619**	**$ 284,369**	**$ 262,482**	**$ 983,251**	**$ 1,009,507**

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Illustrative Budget – Capital / Non-Recurring Expenditures

Based on Annual Priorities of Transportation Coordination Team

- Match for Grants
- Partnership Leverage
- Wayfinding Infrastructure
- New Bike Parking
- Bikeshare
- Carshare
- Bike and Pedestrian Counters
- Maps/Info at Bus Stops
- Shade at Bus Stops
- New Bike / Pedestrian / Transit Infrastructure
- Employee Carpool/Vanpool programs

Transportation Alternatives Fund

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- Reduced Congestion
- Leveraged Funds
- Stronger Partnerships
- More Affordable Living
- More prosperous, sustainable, and healthy community

for just $1 . . .

USF CUTR CENTER for URBAN TRANSPORTATION RESEARCH FDOT