

Car Free Initiatives

Cities small and large across North America want to get more people biking, walking and using public transit instead of driving alone. Research shows there's no one single magic bullet that's going to fix traffic and parking congestion in any city's downtown. Rather, it takes a multi-pronged, holistic approach: Traffic Demand Management (TDM).

In alphabetical order, here are descriptions for the tools that have been proven to increase biking, walking and transit use and decrease traffic and parking congestion.



Bikeshare: Bike share is not bike rental. It's about picking up a bike at point A to drop it off at point B. It's priced so that if used for more than a couple hours it is much more expensive than a rental – therefore they don't compete with tourist bike rental businesses. Research shows that it enables one-way trip decisions, complementing walking and transit and decreasing driving. Read More Here: [Bikeshare White Paper](#).

Bike parking: Ten bikes can fit in one car parking space. There are an estimated 400 public bike racks in the Duval corridor area and at least 1,300 metered car spaces. If we don't want bikes chained to trees and fences and blocking sidewalks, we need to increase bicycle parking everywhere people want to go.

Carshare is a model of car rental where people rent cars for short periods of time, often by the hour, picking them up from a parking site in their own neighborhood. They are attractive to people who make only occasional use of a vehicle, or for those who would like occasional access to a vehicle of a different type than they use day-to-day. Studies show robust carshare programs increase the amount of walking, bicycling and transit. When you pay by the hour, people are more attentive to how often they drive, and as a result they drive less. People occasionally need the convenience of a car. What they don't want necessarily is the hassle of owning, operating, and parking it. Read more here: [Carshare Page](#).

Car Free streets: Encourage more street space for pedestrian only areas and places for people to sit, chat, eat and people gaze. It doesn't have to be entire streets. It can be parts of streets or even just parklets. Or alleys. Or for a weekend or a season. Since 2014, many major cities have announced plans to create car free zones, including New York, Little Rock, Miami Beach, Denver, Aspen, Boston, Montreal, Dublin, Madrid, Milan, Paris and Brussels.

Connected Bike Network: It is important for bike routes to safely connect key destinations the entire way. This includes visible striping and signage, separated paths, and different types of routes such as direct commuter vs tourist/family friendly neighborhood routes.

Downtown Bus – Circulator Loop: Many cities provide smaller downtown circulators specifically to help people in high traffic areas get around easily. Making the route simple, frequent (no less than every 15 minutes), and easy to pay for has worked well in many other downtown areas.

Education (Share the Road/Be a PAL): For car drivers, learning to Share the Road is about patience, understanding and visual awareness. For bikers, Being a PAL (Predictable, Aware, Lawful) is about making sure car drivers can see them and reasonably understand where they are traveling. Educating both sides helps reduce unwanted frustration and dangerous collisions.

Employee Carpools/Vanpools: When affordable housing is farther away than an easy bike ride, a carpool or vanpool can make a large difference. Research has shown that carpoolers are more punctual than those that drive alone, they also are less stressed by the ride, and in turn are more productive. South Florida Commuter Services can help Key West employees by providing carpool and vanpool services that benefits any and all distance commuters, sharing the costs between them.

Encouragement to Bike/Walk/Transit: Providing infrastructure is only half the battle. If people aren't aware it exists or they're unsure how to use it, they won't. Research shows you get more out of the investment in transportation options infrastructure by educating people about it and encouraging them to use it.

Frequent buses: Successful cities have stopped treating transit as a human service agency and having it go everywhere but rather treat it as a first option for the majority of people to get around. Bus Rapid Service is a form of limited stop service that has a high service frequency, and has proven to increase transit use.

Maps/Info at bus stops: Our www.kwtransit.com App is great, but there is no substitute for putting a map and schedule at every bus stop. No one can take the bus if they cannot tell when it is coming.

Outreach to Businesses: A business has the ability to influence both their employees and their customers. The City's Green Commute Challenge with the largest employers of Key West got a lot of folks on bikes and buses in competition for the title. Businesses can qualify for assistance for their employees through South Florida Commuter Services, giving the employer an edge on benefits offered. Tourists strongly rely on local businesses, especially their hotels, for advice and information. Learn more about employee benefits here.

Parking garages: Cars that are searching for parking (and free parking) are part of the congestion. A parking garage linked to frequent transit, that has great directional signage will help keep cars from circling the streets. Did you know that if you park at the City's Park N Ride on Grinnell and Caroline Street, your parking ticket stub entitles you and everyone in your vehicle to ride the bus for free that day?

Stricter Trash/Delivery system for Duval: Develop a truck/delivery plan for the main street so it is less congested with deliveries and trash and trash trucks at all times of the day. Coordinate with merchants for shared trash systems.

Traffic Calming: Uses physical design and other measures to improve safety for motorists, pedestrians and cyclists. It encourages safer, more attentive and more responsible driving by redesigning the streets so they aren't made for speed. Research shows that when traffic calming methods are applied, traffic related injuries decrease.

Uber/Lyft/Taxis (TNC's): Research show that people who use TNCs (Transportation Network Companies like Taxis, Uber, Lyft) also walk, bike and use transit more often. Expanding the use of TNCs supports other options and enables one-way trip decisions. One could walk to dinner and then decide to TNC back.

Wayfinding signage: Help newbies! Street signage for drivers, bikers and walkers helps them get to their destination more quickly and safely with less wandering or erratic steering. Especially important to direct people to garage parking so they aren't hunting all over the place for free on-street parking.

Wider Sidewalks: Wider sidewalks create space for walkers, bikers, bike parking, and benches, as well as sidewalk cafés and other amenities suited to a tourism destination. This is part of Complete Streets design, ensuring that our streets are not just designed for cars.



Learn more at: www.bikewalkkeywest.org

or

<https://www.facebook.com/bikewalkkeywest>