

## **1. Summary**

This plan outlines proposed adjustments to the current bus service to improve efficiency, meet rider demand, align with budgetary and operational goals, and includes a communication outreach plan to ensure stakeholders are informed and engaged

## **2. Objectives**

- Clearly and proactively inform all impacted audiences about upcoming changes to transportation services, ensuring transparency, minimizing confusion, and maintaining public trust.
- Improve on-time performance and route reliability
- Optimize resource allocation

## **3. Key Adjustments Proposed**

- **Route Modification**

- i. **Lower Keys Shuttle**

- 1. Eliminate the need for passengers to exit the bus at the Transit Facility for bus refueling.
    - 2. Eliminate the driver break period during the southbound trips from Marathon Transit Facility and move it to the end of the line to avoid passengers waiting to reach their destination.

- ii. **Duval Loop**

- 1. Suspension of service

## **4. Communication Channels**

Department will communicate with stakeholder using multiple channels such as:

- Website
- Social media
- Public Media
  - Key West City Television (KWCTV)
- Email and/or in-person events
  - Key West Chamber of Commerce
  - Lodging Association of the Florida Keys and Key West
- Physical Notices
  - Poster and Flyers in all the buses including all 18 Duval Loop bus stops.
- Public Meeting(s)
  - 2 meeting will be held in November, dates TBD.

## 5. Implementation Timeline

Phase	Action	Date
Phase 1	Public Meeting	November
Phase 2	Dissemination of changes via multiple channels	Beginning in November
Phase 3	Suspension and launch of new LKS changes	January 2, 2025