

# FLORIDA KEYS TRANSPORTATION COORDINATION COMMITTEE

## MINUTES

### MONROE COUNTY BIG DATA ANALYSIS

#### PRESENTATION AND WORKSHOP

Friday, June 26, 2020 (Virtual)

Meeting was called to order at 1:04PM

Board members in attendance:

David Rice, Monroe County BOCC, Chair  
Mary Lou Hoover, Commissioner, City of Key West  
Kimmeron Lisle, Councilperson, City of Key Colony Beach  
Bruce Halle, Mayor, City of Layton  
Deb Gillis, Councilperson, Village of Islamorada  
Dan Zeig, Councilperson, City of Marathon

Resource Group/Public in attendance:

Rod Delostrinos, Director, City of Key West Transit  
Cheryl Cioffari, Assistant Director of Planning, Monroe County  
Janene Sclafani, Transportation Planner, Monroe County  
Justina Gfesser, Transportation Planner, So Florida Commuter Services  
William McCusker, Director of Partnership, Habidatum Int'l, Inc., [www.habidatum.com](http://www.habidatum.com)  
Gerald Ward, Key West resident  
Jill Zima, Reporter, Key West Citizen  
Vivek Reddy, Traffic Engineering Department Manager, Associate Vice President, AECOM  
Alison Higgins, Sustainability Coordinator, City of Key West  
Tim Staub, Multimodal Transportation Coordinator, City of Key West, Transit Dept.  
Christina Miskis, Planner, South Florida Regional Planning Council  
Justin Nels, General Manager, Isa Bella Resort, Marathon  
Daniel Sobczak, Planner, City of Key west, Planning Department  
Juanita Jones, Housing Recovery Administrator, Monroe County

Justina Gfesser, South Florida Commuter Services, introduced the presentation and Mr. William McCusker of Habidatum. She explained that Habidatum is an international "Big Data" analysis technology company, already working with FDOT on projects in Districts IV and VI. They collect GPS and cellphone data to understand trip dynamics, to provide information for policy

development and analysis, from as small a perspective as a “problem intersection” to an entire city/county.

Minutes, FKTCC

June 26, 2020

Page 2

The data collected is aggregated to protect individuals. Variables are study area, data period, one month, six months, one year, etc. The data provider is Venpath, mobile app/user data and Solaris Labs, collection of traffic “scores”. Trip data from origin to destination, but cannot tell you if it is a Georgia phone as example. Tourist data would be identified by the increase in trips locally over a short term, two weeks, month, versus residents who make the trips daily or frequently over the entire study period. They could separate that out for a report.

The committee or a focus group would need to identify the following:

- Selection of Focus Area
- Selection of Focus Times, length of study period
- Identify report goals

Justina will send us a questionnaire to assist the committee:

1. Areas of interest in the community
2. Type of trips you want to understand
3. What times of day are you interested in? Days of the week?
4. What challenges were identified by the AECOM study?

Bruce Halle, (Layton), suggested committee look at traffic from Homestead to final destination and return.

Kimmeron Lisle, (KCB), suggested a 30-day period to study how many trips from Marathon to Key West in a day trip

David Rice, (Monroe BOCC), referenced the VanPool service that was presented a few months ago. The data collected in the past was pre-COVID19, and has changed. Can we marry this data to the VanPool system?

Response from Mr. McCusker, (Habidatum), this is what we are doing in the St. Lucie project. Short answer, yes.

David Rice stated that we need to get past the COVID period. Not likely to get a van load of people to ride together, nor should we be encouraging it at this time. Old data is not helpful. Will need a picture of the post-COVID19 traffic world.

Bruce Halle commented that we will need to extract the visitor data from the residents to the highest extent possible.

Minutes, FKTCC

June 26, 2020

Page 3

Request to Justina to work with partners, (Habidatum, VanPool), to draft a scope of work to present to committee after COVID19, a game plan. Both short-term and long-term projects.

David Rice is interested to hear in a future presentation about Keys Resorts and VanPool, a snapshot of that would be interesting.

Deb Gillis, (Islamorada), suggested both short- and long-term projects simultaneously.

Justina Gfesser, (SFCS), commented that VanPool can be implemented quickly (short-term), and has long-term value to many employees who use it for years.

Deb Gillis, (Islamorada) reported that while the buses have a two-bike rack on the bus, they do not allow bikes in the empty luggage area.

Rod Delostrinos stated that folding bikes are allowed inside KW Transit buses. They cannot not block the aisle. Additionally, the outside bike rack is available.

Gerald Ward, (Key West resident), commented this data study is very interesting, and would be interested to hear about the cost.

Questions by Chat continued:

13:06:01 From William McCusker to All panelists : Well done.

13:26:01 From Cheryl Cioffari to All panelists : What is the end result? Would a report be provided with both data and written analysis?

13:30:34 From Cheryl Cioffari to All panelists : How is it determined who is a resident and who is a tourist?

13:31:18 From Mary Lou Hoover to All panelists : Area codes and number of pings they get during a certain time period

13:37:42 From Rod Delostrinos- Key West Transit to All panelists : Can this technology track modes? For instance we use Syncromatics as our AVL platform for fixed-route.

13:38:05 From Rod Delostrinos- Key West Transit : Can this technology track modes? For instance we use Syncromatics as our AVL platform for fixed-route.

13:39:47 From Cheryl Cioffari : What is the end result? Would a report be provided with both data and written analysis? How is it determined who is a resident and who is a tourist?

Minutes, FKTCC

June 26, 2020

Page 4

13:40:34 From Cheryl Cioffari : And what is the timeframe for the Committee and the BOCC to consider the proposed study?

13:41:57 From Jill Zima to All panelists : Islamorada and beyond seems to get a bunch of contractors arriving early-ish (7 a.m) , departing 3 p.mish. How do we get all their tools, equipment and machines in a collective rideshare option?! Impossible?

13:44:05 From Cheryl Cioffari : Yes - thank you.

13:44:49 From Jethón Williams II to All panelists : Good Afternoon, The host is having computer issues at this time. We're trying to restore her functionality.

13:45:10 From Jethón Williams II to All panelists : Zoom has crashed and her computer is frozen

13:45:46 From Juanita Jones to All panelists : Janene just texted to say she has lost control of her system and Zoom crashed. She is not able to control the panel right now. Hopefully Jethon can take over?

13:45:53 From Jethón Williams II to All panelists : I have taken over as host

13:56:17 From Rod Delostrinos- Key West Transit : I think it is important to determine modes everyone is using. That way, you can determine what modes, like van pool or fixed route, you need to increase. Anything we do to reduce the number of vehicles is beneficial.

13:59:21 From Jethón Williams II to Lamarche, Tamara(Privately) : KEEP recording. I had to stop zoom remotely on Janene's computer.

14:03:32 From Rod Delostrinos- Key West Transit : Not on Key West Transit

14:03:50 From Rod Delostrinos- Key West Transit : Folding bikes can go inside.

14:04:42 From Rod Delostrinos- Key West Transit : As long it does not block the aisle

14:06:50 From William McCusker to All panelists : Nice to meet you all

Meeting adjourned at 2:05PM

(Next meeting date to be determined.)

For past meeting minutes and additional information:

<https://www.monroecounty-fl.gov/1163/Florida-Keys-Transportation-Coordination>

