

Bayway Annual Report
Fiscal Year 2023

**Bay County Transportation
Planning Organization
2023 Board of Directors**

Pamn Henderson

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City of Callaway

Robert Carroll

Board Vice-Chair
Bay County Board of
County Commissioners

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Bay County Board of
County Commissioners

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City of Lynn Haven

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City of Lynn Haven

Jerry Smith

City of Mexico Beach

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City of Panama City

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City of Panama City

Janice Lucas

City of Panama City

Brian Grainger

City of Panama City

Josh Street

City of Panama City

Mary Coburn

City of Panama City Beach

Michael Jarman

City of Panama City Beach

Stacie Galbreath

City of Parker

Cindy Hamre

City of Springfield



Mission Statement

Our mission is to provide convenient and affordable public transportation options that make Bay County accessible to residents and visitors alike.

Vision Statement

Our vision is to strive to be recognized as the best transit system in Florida by delivering a well-balanced multi-modal transportation system that promotes community education, embraces economic development, community accessibility, environmental sensitivity, and customer demand.

Governing Board

The Bay County Transportation Planning Organization (TPO) is governed by a board of directors comprised of 14 elected officials from 7 municipalities and 5 elected officials from the Bay County Board of County Commissioners. The member jurisdictions include the cities of Callaway, Lynn Haven, Mexico Beach, Panama City, Panama City Beach, Parker, Springfield and the unincorporated areas of Bay County.

Message from the Chair



Pamn Henderson
Board Chair

With the pandemic in our rearview mirror, Bayway spent Fiscal Year 2023 more excited than ever to push forward with newfound optimism and unwavering confidence in the fact that we could survive — or better yet, thrive — under the most difficult of circumstances. There were so many good things to celebrate during this past year as Bayway pushed forward with cutting-edge technology and enthusiastic planning to build a future full of exciting possibilities in public transit. In addition, Bayway welcomed back customers using a variety of promotions like free rides for multiple national, state and local initiatives. We have continued to install new and upgraded amenities throughout our service area, got stellar feedback from our customer surveys, and established agreements with area colleges to give students free rides.



Lamar Hobbs
*Transit Program
Administrator*

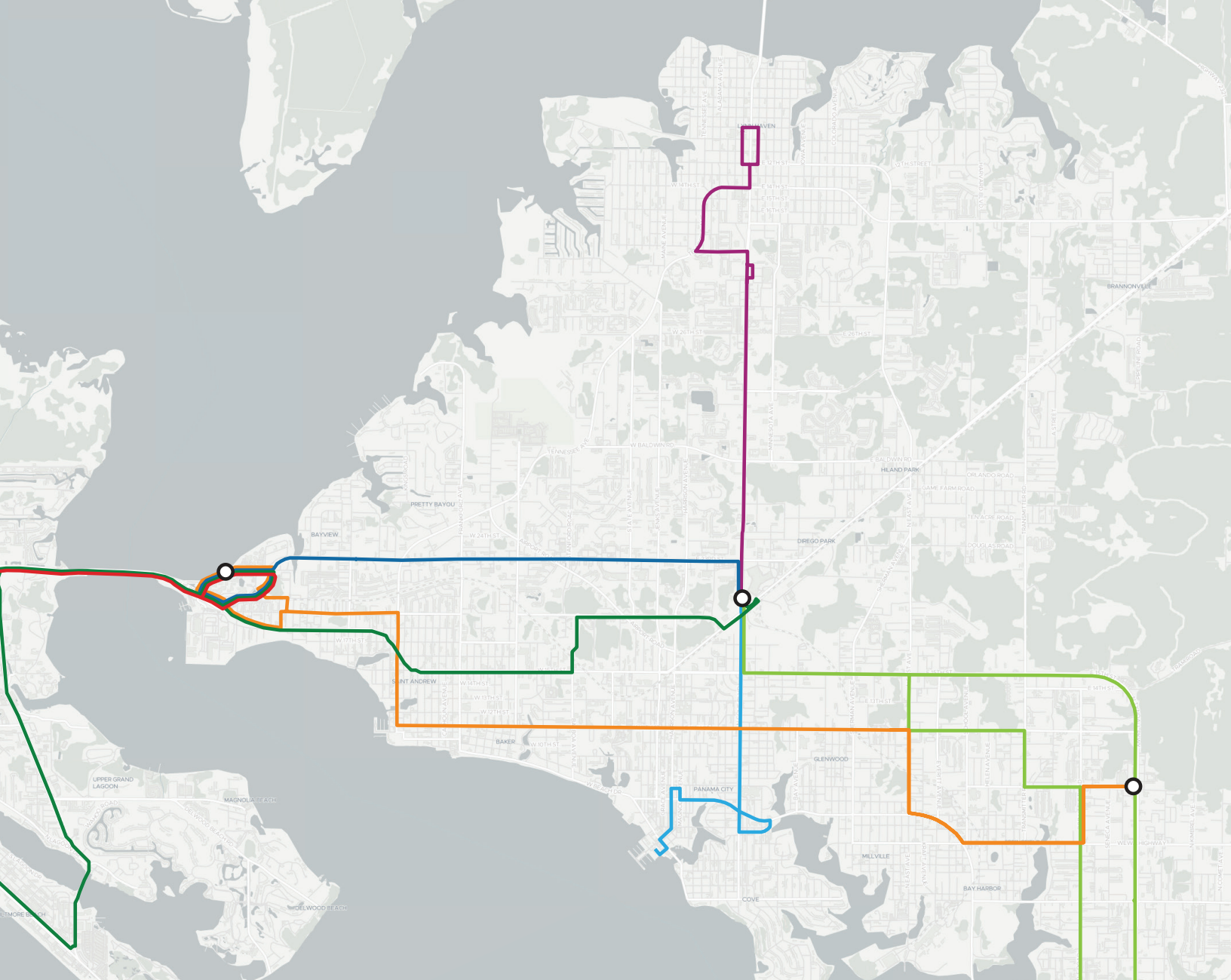
The year was also a great time to celebrate our accomplishments. We were honored to earn three FFTA marketing awards: One that recognized our new Bayway bus stop sign design, another that recognized our successful redesign of the Bayway website, and one for the much anticipated rebrand of Bay County's Public Transportation System from Bay Town Trolley to Bayway.

As usual, we continued to operate a balanced budget and made good use of federal, state, and local grant funds to expand the services offered by Bayway.

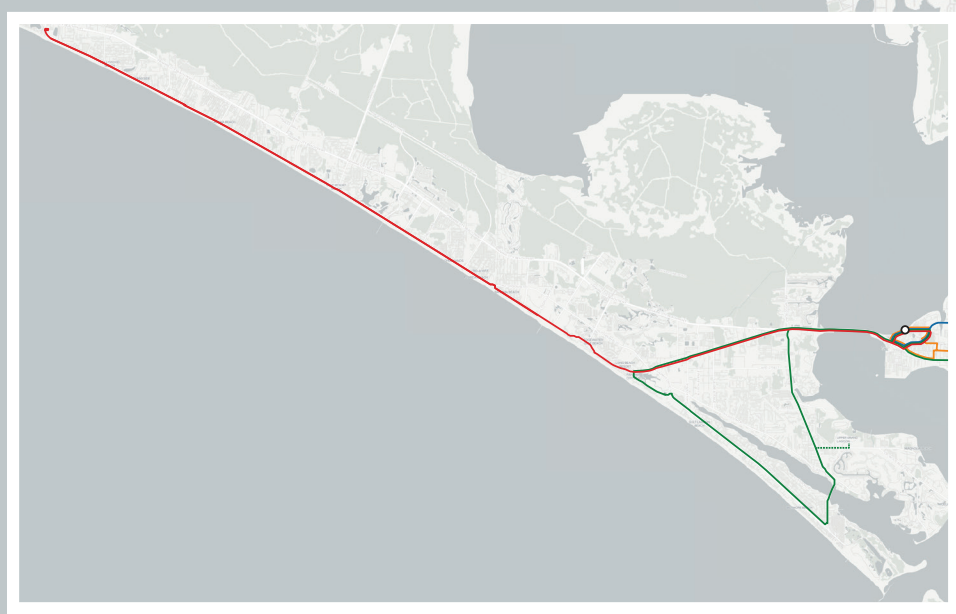
During the 40 years Bay County's Public Transit System has been in existence, we have had plenty of reasons to smile and plenty of reasons to celebrate the great people who have kept our buses running all these years. So, let's celebrate the talented drivers, mechanics and administrative staff that have powered us through thick and thin. Let's applaud the supportive Board members and stakeholders who have guided us and kept us steady. Let's also celebrate our amazing customers who have been part of this special journey. Thank you for giving us the opportunity to take you to work, school, shopping and bring you home every day to your loved ones.

The past has been remarkable, and the future is bright for Bayway. Here's to many more years of continued service! This annual report illustrates just some of the reasons why Fiscal Year 2023 was a spectacular year for Bayway. We hope you enjoy it, and thank you for riding the bus.

Pamn

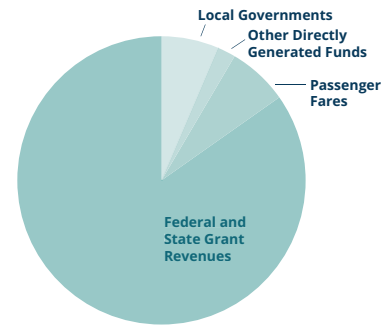


- RT 1** Panama City Mall & Florida Avenue
- RT 2** Panama City Mall & Government Street
- RT 3** Panama City Mall & Callaway Walmart
- RT 4** GCSC/FSU PC & Callaway Walmart
- RT 5** GCSC/FSU PC & Panama City Mall
- RT 6** S. Thomas Drive & Panama City Mall
- RT 7** GCSC/FSU PC & West End Winn-Dixie



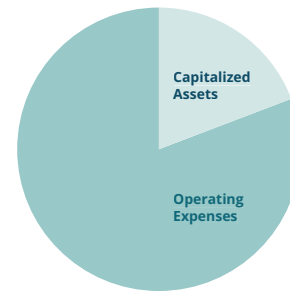
FY23 Revenues

| | |
|--|--------------------|
| Federal and State Grant Revenues | \$5,543,085 |
| Passenger Fares | \$441,778 |
| Other Directly Generated Funds: (Advertising/Misc.) | \$133,743 |
| Local Governments | \$420,222 |
| Grand Total | \$6,538,828 |



FY23 Expenditures

| | |
|--------------------|--------------------|
| Operating Expenses | \$5,247,792 |
| Capitalized Assets | \$1,247,215 |
| Grand Total | \$6,495,007 |



\$5,150,637 in grants awarded in FY2023



Federal Grant Awards
\$3,994,006

State Grant Awards
\$1,156,631

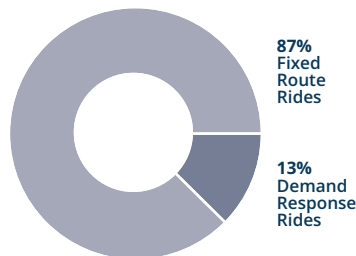
Total Pass Sales

\$441,778

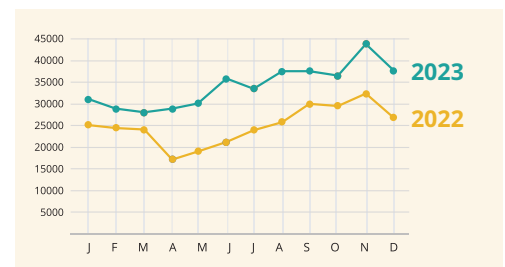
On Demand Pass Sales

\$74,424

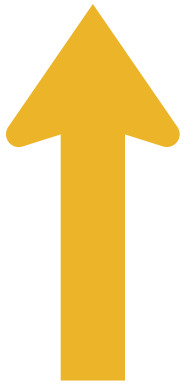
Rides by Type



Total Number of Rides



Ridership



Total Fixed Route Rides
(+15%)*



Total Demand Response Rides
(+9%)*

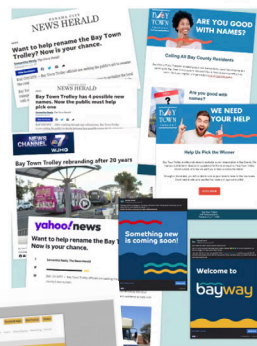
**Percent increases throughout the report show comparison to FY 2022.*

FPTA Awards

Bayway won 3 FPTA awards this year for their recent system-wide rebrand. The awards earned were for the new website, exterior/interior signage, and a sustaining campaign.

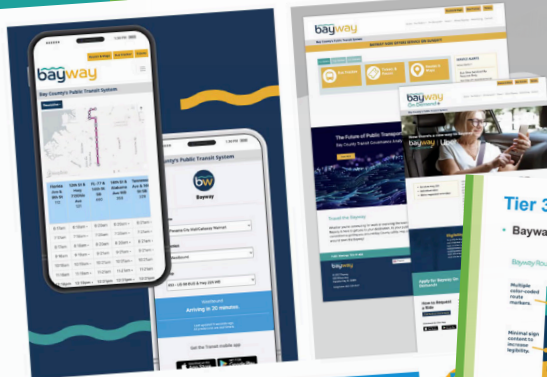
Tier 3: Bayway

- Bay Town Trolley Rebrand to Bayway



Tier 3: Bayway

- Bayway Website



Tier 3: Bayway

- Bayway Bus Stop Signs



Bayway Day

This year, Bayway hosted the first annual Bayway Day, celebrating the one-year anniversary of the system-wide rebrand from Bay Town Trolley to Bayway.

The team provided free rides for the day and handed out branded merchandise at key high-traffic stops. Food trucks were also brought to the stops for riders to enjoy. Bayway Day received media coverage and an overwhelmingly positive response from the community.



Public Relations

5.1 million impressions

- Secured 27 media placements (+59%)
- \$92,300+ in total ad value (+21%)
- Garnered more than 5.1 million impressions (+57%)



PCB Life

Around the Beach



Bayway Services Now Available Sundays

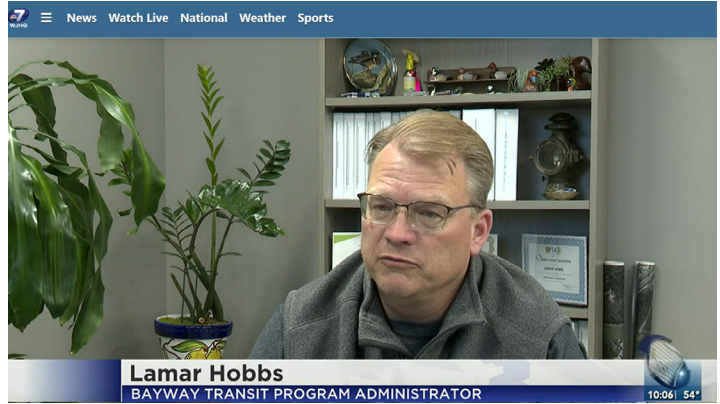
Bayway, Bay County Public Transit, recently announced the expansion of its services to include Sundays beginning now through October 2023. In an effort to support the needs of Bay County residents and visitors, Bayway aims to provide affordable and reliable transportation every day of the week.

The new Sunday services will run on a limited schedule and will be available on all regular routes. These services will provide the same accessibility, af-

fordability and safety as the routine weekday services, with fares remaining unchanged. Bayway prioritizes making its transportation offerings suitable and reliable for all current and future passengers. Expanding services to riders seven days a week offers a new opportunity for riders to explore the area, enjoy leisurely activities along coastal routes, and enjoy an easy and efficient ride. Stop locations and arrival and departure times are available now on Bayway's website.

"Whether you are a resident or visitor, Bayway connects you with Panama City's best destinations," said Lamar Hobbs, Transit Programs Administrator of the Bay County Board of County Commissioners. "We understand the importance of reliable and efficient transportation services to our riders, and Sundays are no exception. Adding Sunday bus schedules allows us to support every rider's needs every day of the week."

All Bayway buses are ADA-accessible, accommodate service animals and carry bike racks, creating a seamless and enjoyable experience for all rides. Passengers may purchase tickets on board, on the Token Transit app or by calling (850) 709-0537. For more information about Bayway, including updated routes and schedules, please visit www.baywaytransit.org.



Lamar Hobbs
BAYWAY TRANSIT PROGRAM ADMINISTRATOR



Bayway Offering Free Rides During Tax Season
WILL GO UNTIL APRIL 12TH



MEXICO BEACH BayWay expands to Mexico Beach

MEXICO BEACH, Fla. (WMBB) — The BayWay Transit System expanded its service to the east side of the county.

They now have a bus service to Mexico Beach. Mexico Beach city officials actually approached BayWay about the expansion. The service began on May 30 and makes three stops a day in Mexico Beach Monday through Saturday.

Riders must pre-schedule their rides so far, not many people have used the route yet. However, Bayway officials expect passenger traffic to grow.

"We're looking at doing some different things to help better market the project and then also we believe that a lot of the business owners are becoming more and more interested in utilizing the service for their employees and I think it's just going to take some time to get it where it's a known opportunity for those people that are in Mexico Beach," Lamar Hobbs, Transit Programs Administrator of the Bay County Board of Commissioners said.

Click [here](#) to book a ride or learn more information about BayWay's routes.

Bayway Buses are now designated as Safe Places to support Bay County youth seeking help

Bay County Transit, also known as Bayway, is proud to announce its newest partnership with the Anchorage Children's Home, designating Bayway operation facilities and transportation vehicles as Safe Places to support local youth under 18 seeking immediate help and safety. The Anchorage Children's Home leads street outreach and recovery efforts, including the Safe Place program, across Gulf, Calhoun, Washington, Jackson, Holmes and now Bay counties.

"It's critical to ensure that every young person has a place to go and someone to help in unsafe situations and environments," says Lamar Hobbs, Bayway's Transit Program Administrator. "We are grateful to be able to implement a program that allows our organization to support teens in crisis situations, creating a safety net for youth.

Safe Place provides access to immediate help and supportive resources for youth in need. As a community initiative, the program designates schools, fire stations, libraries, transit operations, and other youth-friendly organizations as Safe Place locations, which display the yellow and black sign.

The Bayway Operations and Maintenance Facility, Administration and Meeting Facility, and All On Demand buses will display a Safe Place sign as an indicator to youth that staff at these locations have received the proper training to help them. Safe Place signs will also list instructions for assistance when facilities are closed, ensuring safety for youth 24/7.

For more information about Bayway, please visit www.baywaytransit.org.



Organic Social Media



Total engagement: 3.2%



Followers: 4,568



Video Views: 249,374



Link Clicks: 9,178

**1,307,160 total impressions
(+31.9%)**





Bayway Transit
July 12

Get ready to hit the beach with Bayway's newest route to Mexico Beach! 🌊

We're expanding our services to offer a convenient and affordable way to travel from Panama City to one of the Gulf Coast's most beloved destinations.

Request a ride to Mexico Beach, whether planning a weekend getaway or a day trip. Bayway has got you covered. You can sit back, relax, and enjoy the ride with comfortable seating and air conditioning 🌞

For more details, visit: <https://www.baywaytransit.org/system-map/express/>

Mexico Beach Route

Boost this post to reach up to 3367 more people if you spend \$119.

146 likes, 8 comments, 9 shares

Bayway Transit
June 26

Bayway's newest addition: Our Mexico Beach Route, runs six days a week! 🌊

Need to get to work along Mexico Beach, or just want to enjoy a day trip? We've got you covered. Operating Monday through Saturday and running three daily trips, you can hop on Bayway and get to Mexico Beach hassle-free. ... See more

Take Bayway's New Mexico Beach Route! 🌴

Get to work along Mexico Beach Hassle-Free

Operating 3 trips per day Monday - Saturday!

Enjoy a Day-Trip to Mexico Beach

Bayway Transit Bus Line

Boost this post to reach up to 766 more people if you spend \$91.

80 likes, 4 comments, 27 shares



baywaytransit
yourguitarsage • Original audio

baywaytransit Happy #BaywayDay! 🎉 We're having a blast celebrating the 1st anniversary of our rebrand. 🎉

Join us at @gulfcoststatecollege and Florida State University Panama City, Walmart Transfer Point, or the Panama City Mall Transfer Point TODAY! Grab some free Bayway swag, enjoy music, ride for free, and enter the raffle to win a one-month bus pass.

The Bayway team is here until 1 p.m. LET'S CELEBRATE! 🎉

Edited · 8w

baywaytransit #baywaytransit #bayway #BaywayDay #panamacitybeach #panamacitybeach #beachlife #1year #oneyear #ridethebus #publictransport #publictransportation #baycounty #baycountyfl #pcbfl

8w · 1 like · Reply

mrskatiekemp Happy Bayway Day! 🎉

8w · 2 likes · Reply

— View replies (1)

taylorshaw WOO!! 🎉🎉

8w · 1 like · Reply

rodaa_king @florida_icons 🎉 Dm

8w · Reply

Liked by **envisioncreditunion** and 17 others

SEPTEMBER 20

Add a comment...

Gulf Coast State College Students can now ride Bayway FREE!

Photo credit: Jason Mitchell
<https://flickr.com/photos/33891690@N02/>

baywaytransit

baywaytransit It's official: Bayway has partnered with @GulfCoastStateCollege to provide FREE rides to students and employees!

When you hop on Bayway, all you need to do is provide a valid student or employee ID, and you're good to go!

Tag all of your Gulf Coast State College friends to spread the word!

11w

baywaytransit #gulfcoststatecollege #bayway #partnership #friends #collegestudent #collegestudents #collegelife #panamacity #gulfcost #pcb #panamacitybeach #floridalife #floridaliving #fbbeaches #transit #publictransit #ridethebus

11w · Reply

Liked by **envisioncreditunion** and 16 others

AUGUST 30

Add a comment...

You're invited to Bayway Day

baywaytransit

baywaytransit Have you heard?! We're celebrating the one-year anniversary of our system's rebrand to Bayway, and you're invited! 🎉

The Bayway team will celebrate at

- The Gulf Coast State College and Florida State University Transfer Point
- Walmart Transfer Point
- Panama City Mall Transfer Point

On September 20th! There will be plenty of food available for purchase, free rides, Bayway swag, and raffle tickets for your chance to win prizes, & more!

Spread the word to help us celebrate #BaywayDay! We can't wait to see you there!

8w

baywaytransit #bayway #transit #transportation #ridethebus #ridebayway #panamacity #pcb #panamacitybeach #visitpcb #celebrate #birthday #livemusic #foodtruck #publictransit #publictransportation

8w · Reply

Liked by **envisioncreditunion** and 14 others

SEPTEMBER 14

Add a comment...

Digital Ad Performance

Facebook/Instagram Ads:

1,200,000 Total Impressions

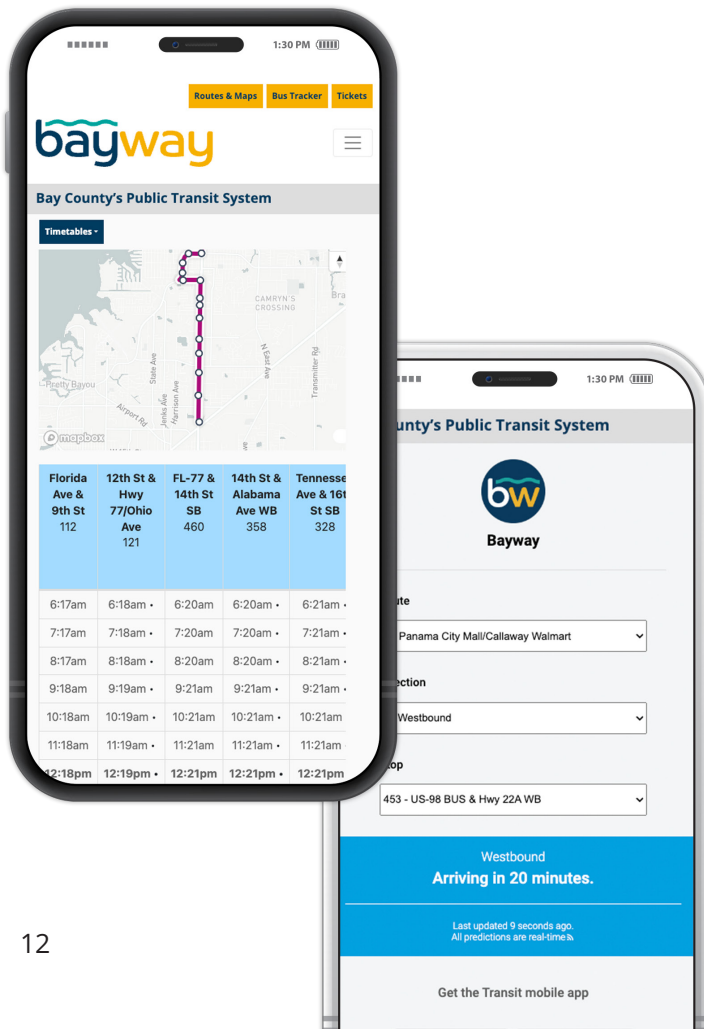
Over 9,000 Link Clicks

Over 197,400 Ad Engagements

Average Ad Engagement Rate - 16.45%

Website Performance

- 85,804 Total Web Visitors
- 28,639 Total Clicks
- 5,998 Total Trip Planner Usages





Hop on board for work or play

is a Breeze

TRAVEL THE BAYWAY

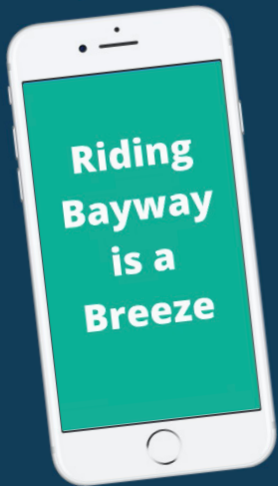


bayway On Demand+

Uber

You Could Qualify for Free Rides

bayway



Riding Bayway is a Breeze

bayway

New Route Along Mexico Beach

Hop on board for work or play

You Could Qualify for Free Rides



bayway On Demand+

Uber

bayway

New Route Along Mexico Beach

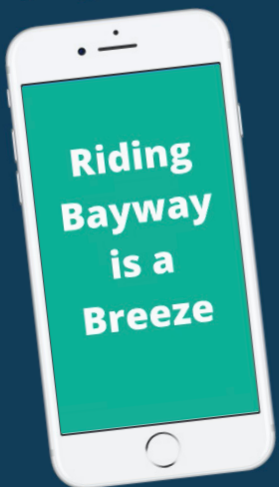
Hop on board for work or play

Hop on board for work or play



You Could Qualify for Free Rides

bayway



Riding Bayway is a Breeze

TRAVEL THE BAYWAY



bayway



TRAVEL THE BAYWAY

bayway On Demand+

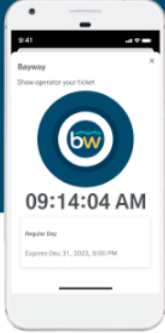
Uber



Eblast Performance

| | |
|--------------------------------|---------------|
| Total Eblasts Campaigns | 22 |
| Total Opens | 4,860 |
| Open Rate | 30.06% |
| Total Clicks | 319 |
| Click Rate | 2.18% |

The top-performing eblasts were about the review campaign, Mexico Beach, and mobile ticketing.



bayway


Introducing Mobile Ticketing

Riding the Bayway just got even breezier with mobile ticketing!

Now you can purchase your bus passes from the convenience of your mobile device. Download the [Token Transit app](#) and follow these steps:

- Set up your account with a credit or debit card.
- Select the tickets you wish to purchase.
- When you're ready to ride, go to *My Passes* and tap the ticket to activate. Be sure to only activate your passes when you're ready to ride so they don't expire.
- As you board the bus, show the driver your phone displaying your activated ticket.

[Learn More about Mobile Ticketing](#)



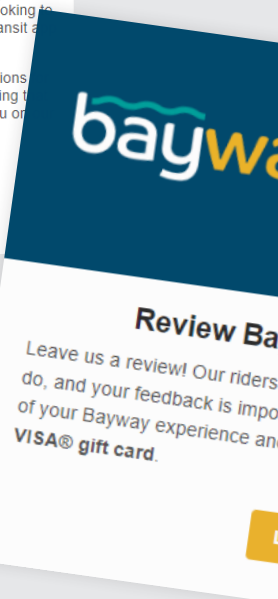
bayway

Mexico Beach Route Launching Soon!

We are excited to announce the launch of our new Mexico Beach express route starting May 30th, 2023! This new route will run between the Callaway Walmart and Mexico Beach, providing three trips per day Monday through Saturday. This route is open to the public and a great option for those who work along Mexico Beach or are looking to explore the area. You can purchase passes for your ride through the Token Transit app or onboard the bus with exact change.

We are committed to providing safe, reliable, and affordable transportation options for our customers, and the new Mexico Beach route is a significant step in achieving that goal. Thank you for your continued support, and we look forward to serving you on our new route!

[Learn More](#)



bayway

Review Bayway

Leave us a review! Our riders love to hear what you think we do, and your feedback is important to us. Receive a \$10 VISA® gift card.

[Learn More](#)

The Review Campaign

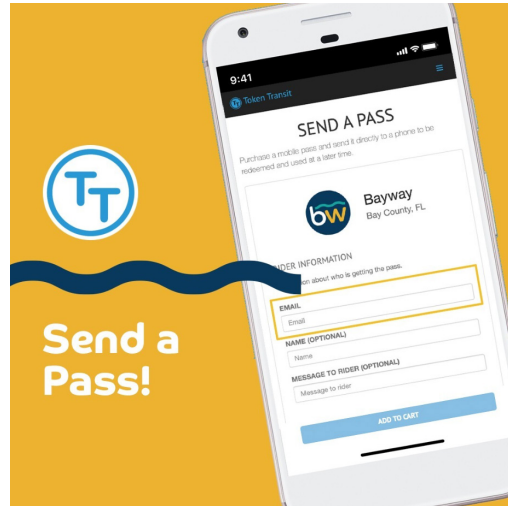
Bayway launched a review campaign with eblasts that asked recipients to leave a Facebook or Google review about their Bayway experience. The team wanted to highlight riders' positive experiences with the system and Bayway drivers. The review campaign ran from September 2022 - May 2023. Through this campaign, Bayway saw the following star rating increases:



Campaigns & Partnerships

Bayway continued and launched a number of partnerships this year, including Uber, Token Transit, Florida State University, and Gulf Coast State College. Specialized marketing materials were created and deployed for each of these partnerships to build awareness and encourage riders to take advantage of these services.

Uber





Upcoming Projects

Bayway Flex will be launching in early 2024. This microtransit program will give the community an opportunity to travel along 30A for work or play for just \$1.50 a ride. Rides can be booked through the Bayway Flex app powered by Spare. Riders will be able to pay by cash, credit card, or with a pre-paid Bayway pass. The 30A zone will be the first service area, with future plans to expand further after the launch and run of the first zone. This service will also allow for corporate partnerships in the community who wish to utilize the service as a way for their employees to commute to work.

