

The Bayway logo is positioned in the upper left corner of the image. It features the word "bayway" in a white, lowercase, sans-serif font. Above the letter "y" is a stylized white wave icon. The logo is set against a background of a clear blue sky with scattered white clouds.

bayway

A photograph of two women standing outdoors under a covered walkway. The woman on the left is wearing a blue short-sleeved button-down shirt and has a name tag that says "Linda". The woman on the right is wearing a patterned short-sleeved shirt and sunglasses, with her arm around the first woman's shoulder. They are both smiling. In the background, there is a parking lot with several vehicles, including a white van, and palm trees under a bright blue sky with clouds. A yellow wavy graphic element is positioned below the women.

Bayway Annual Report
Fiscal Year 2024

Bay County Transportation
Planning Organization
2024 Board of Directors

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City of Callaway

Robert Carroll

Board Vice-Chair
Bay County Board of
County Commissioners

Daniel Raffield

Bay County Board of
County Commissioners

Doug Crosby

Bay County Board of
County Commissioners

Doug Moore

Bay County Board of
County Commissioners

Clare Pease

Bay County Board of
County Commissioners

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City of Lynn Haven

Judy Vandergrift

City of Lynn Haven

Jerry Smith

City of Mexico Beach

Michael Rohan

City of Panama City

Jenna Flint Haligas

City of Panama City

Janice Lucas

City of Panama City

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City of Panama City

Josh Street

City of Panama City

Mary Coburn

City of Panama City Beach

Paul Casto

City of Panama City Beach

Vacant

City of Parker

Jack Griffis

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



Lamar Hobbs
*Transit Program
Administrator*

Fiscal Year 2024 was a standout year for Bayway, driven by strong ridership growth, innovative service expansion, and statewide recognition. Building on the progress from previous year, Bayway charged ahead with a clear mission: to make public transit more accessible and responsive to the needs of Bay County residents and visitors.

As always, our commitment to fiscal responsibility remained a top priority. We operated within a balanced budget and made strategic use of federal, state, and local funds to advance system goals and deliver meaningful improvements for our riders.

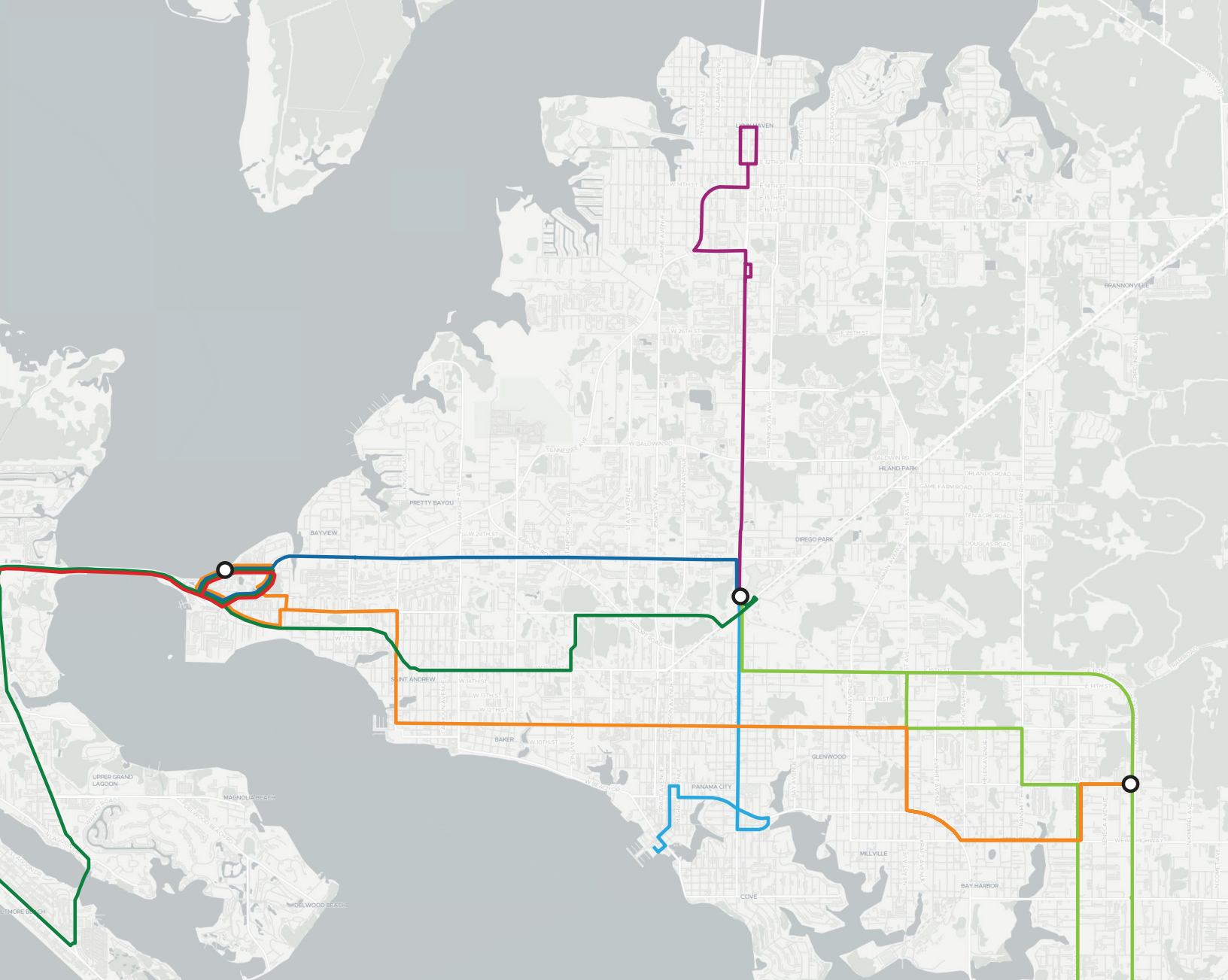
We saw fixed-route ridership increase by 13%, and demand response rides up by 7% - a testament to how our services are meeting the needs of a growing and engaged community. We deepened our partnerships with local colleges, expanded access through new digital tools, and welcomed new and returning riders with targeted marketing campaigns and free ride promotions.

This past year also brought statewide honors as Bayway proudly received six awards from the Florida Public Transportation Association (FPTA), including the coveted title of 2024 Outstanding Transit System of the Year. Our team members were also recognized as Unsung Hero of the Year and one of the top Bus Operators in the state of Florida.

Of course, none of this would be possible without the people behind the scenes. Our drivers, mechanics, road supervisors, and administrative staff are the heartbeat of Bayway. We're equally grateful for our supportive Board members, community stakeholders, and, most of all, our riders. Thank you for trusting us to be part of your daily journey.

As we look ahead, the future is bright. This annual report shares a quick overview of the many ways that Fiscal Year 2024 was a transformative year for Bayway. We're just getting started, and we're glad you're along for the ride.

Pamn



RT 1 Panama City Mall & Florida Avenue

RT 2 Panama City Mall & Government Street

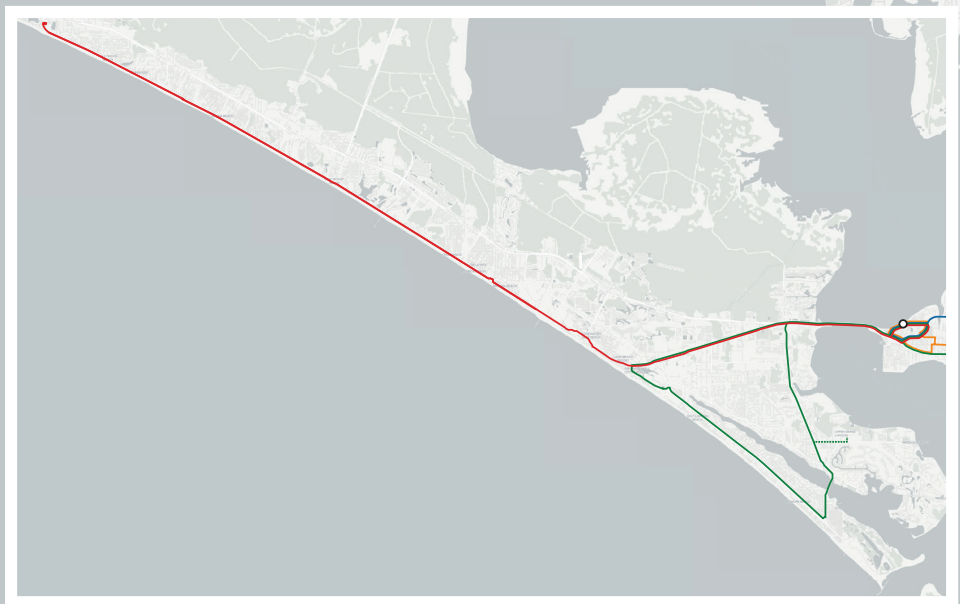
RT 3 Panama City Mall & Callaway Walmart

RT 4 GCSC/FSU PC & Callaway Walmart

RT 5 GCSC/FSU PC & Panama City Mall

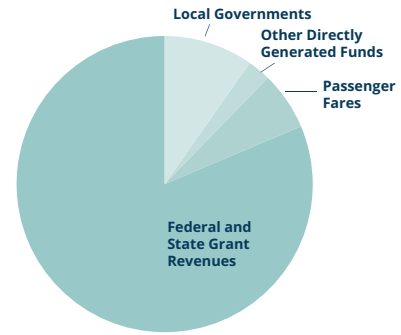
RT 6 S. Thomas Drive & Panama City Mall

RT 7 GCSC/FSU PC & West End Winn-Dixie



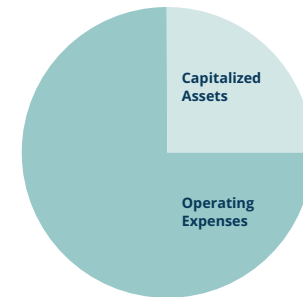
FY24 Revenues

Federal and State Grant Revenues	\$7,017,912
Passenger Fares	\$549,952
Other Directly Generated Funds: (Advertising/Misc.)	\$215,763
Local Governments	\$840,872
Grand Total	\$8,624,499



FY24 Expenditures

Operating Expenses	\$6,464,173
Capitalized Assets	\$2,160,327
Grand Total	\$8,624,500



\$5,778,258 in grants awarded in FY2024



Federal Grant Awards
\$3,448,448

State Grant Awards
\$2,329,810

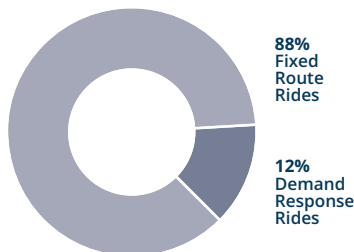
Total Pass Sales

\$476,052

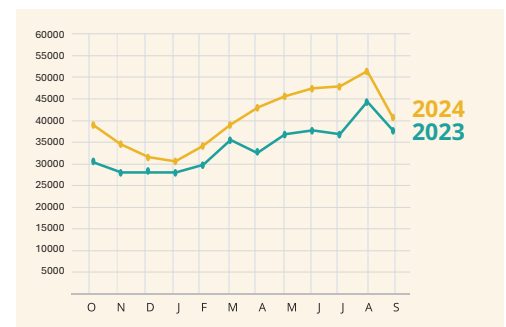
On Demand Pass Sales

\$73,900

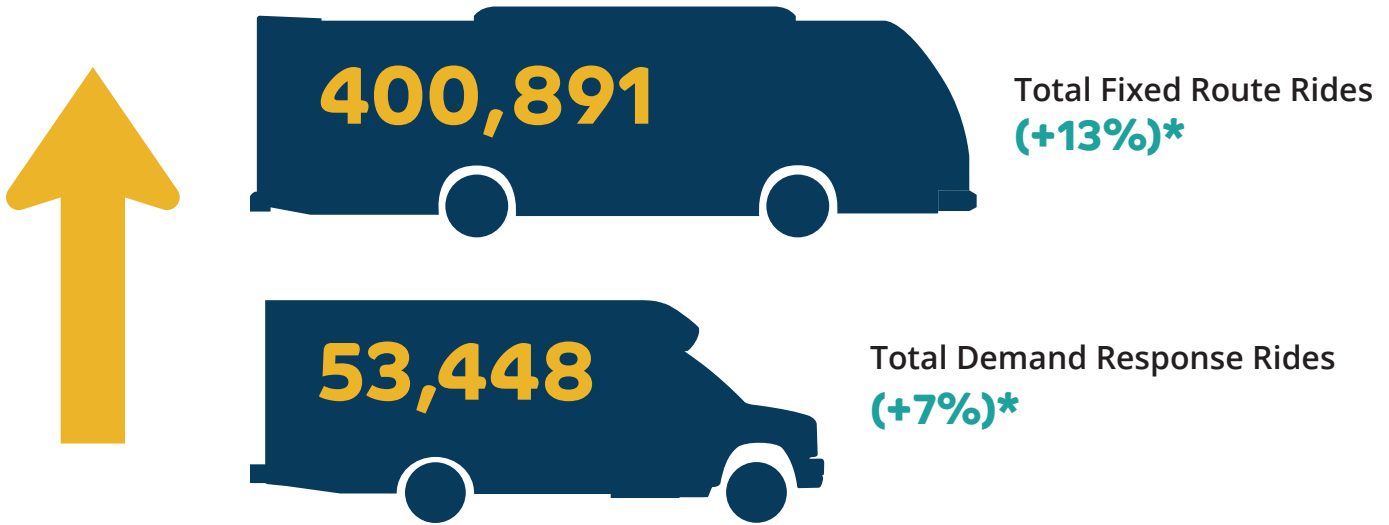
Rides by Type



Total Number of Rides



Ridership



**Percent increases throughout the report show comparison to FY 2023.*

FPTA Awards

Bayway won 6 FPTA awards at the 2024 ceremony, most notably, the 2024 Outstanding Transit System of the Year.



In addition to the Outstanding Transit System award, Bayway and its team members also received the following recognitions:

2024 Unsung Hero	Antrese McCormick, Bayway Road Supervisor
Operator of the Year (3rd place)	Sarah Horton Bayway Bus Operator
Outstanding Website	Bayway Flex Mobile App
Sustaining Campaign	Bayway Flex Program
Special Event	Bayway Day Celebration

Bayway Day

Bayway hosted its second annual Bayway Day to mark the anniversary of its rebrand from Bay Town Trolley. The celebration featured free rides and a central event at the Gulf Coast College transfer hub, where staff handed out branded merchandise and riders enjoyed food trucks and partner vendors. By focusing the event at a high-traffic stop, Bayway aimed to reach more riders. The event received media coverage and strong community support.



Public Relations

4 million impressions

- Secured 18 media placements
- \$64,700+ in total ad value





Bayway Transit helps Bay County residents during Mobility Week

Microsoft News | WMBB Panama City | 1 week ago





MARCH 2024
VOL. 4, NO. 3

PANAMA CITY BEACH | UPPER GRAND LAGOON | LOWER GRAND LAGOON | LAGUNA BEACH | SUNNYSIDE



POST STD
ECRWS - EDM
U.S. POSTAGE PAID
Santa Rosa Beach, FL
PERMIT NO. #11
Postal Customer Label

Bayway Initiates Free Transportation Service For Residents Seeking Tax Assistance

Bayway, a dedicated supporter of the local community, proudly announces the initiation of a free transportation service to assist residents seeking tax assistance. Throughout the entire month of March, every Wednesday Bayway will provide complimentary rides, encouraging community members to take advantage of this convenient opportunity to file their taxes.

Every Wednesday, community members are invited to take advantage of this complimentary transportation service by boarding one of the Bayway buses. The initiative aims to make tax assistance more accessible to all, ensuring that residents can easily access the support they need to navigate the complexities of tax filing.

To utilize this service, riders are encouraged to visit Bayway's official website, www.bayway-transit.org, for detailed route



transportation every Wednesday in March," said Lamar Hobbs, Transit Programs Administrator of the Bay County Board of Commissioners. "Our goal is to make tax assistance more accessible and support residents in fulfilling their tax obligations."

Bayway is committed to fostering a thriving and supportive community. By offering free transportation on Wednesdays in March, Bayway hopes to ease the burden on residents and enhance accessibility to vital tax assistance resources.

For more information about Bayway, including updated routes and schedules, please visit www.baywaytransit.org.



MASS TRANSIT



PANAMA CITY
NEWS HERALD



PCB Life





Bayway Day thanking riders, highlighting public transport in Bay County



By Claire Jones
Published: Sep. 20, 2024 at 8:25 PM EDT

PANAMA CITY, Fla. (WJHG/WECP) - If you live in Bay County, Bayway is one of the tools you can use to get around.

Friday marked the second annual Bayway Day, highlighting the local resources.

Bayway staff told NewsChannel 7 that the number of Bayway riders drastically dipped after Hurricane Michael and the pandemic, but those numbers are rising, with more people turning to public transportation again.

"Within this past year, we have seen our ridership grow tremendously, to the point that where we're getting back to where we were prior to the hurricane," Lamar Hobbs, Bayway transit program administrator, said Lamar Hobbs, transit program administrator for Bayway. "And, you know, that's a great thing because that's what we want - we want to provide as much transportation as we can to the community and the people that live here and the people that need it."

Hobbs said that the impact of public transportation doesn't just apply to those who use it, but to everyone on the roads as well.

"We have way more people driving cars on the road, I think, that we've probably had ever," Hobbs said. "And so, you know, we're constantly looking for ways to reduce that. It helps save the roads, it helps reduce accidents, helps reduce emissions things such as that."

For Bayway Day, there is a raffle being held for one month of free Bayway rides. If you're interested in putting your name in, [click here](#). The raffle ends Monday, September 23rd.

Organic Social Media



Total engagement: 21,213



Followers: 5,068 (+11%)



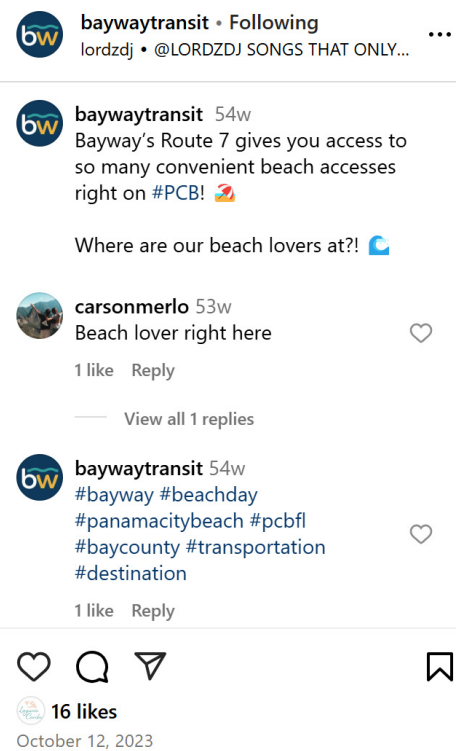
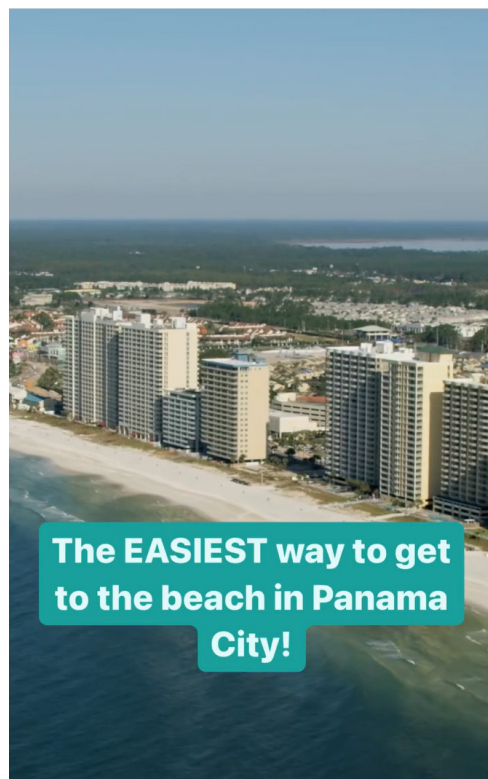
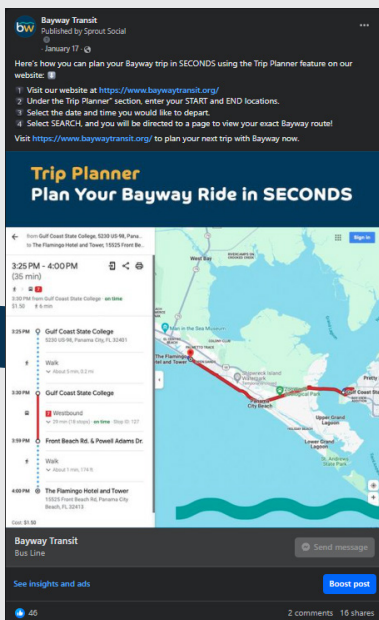
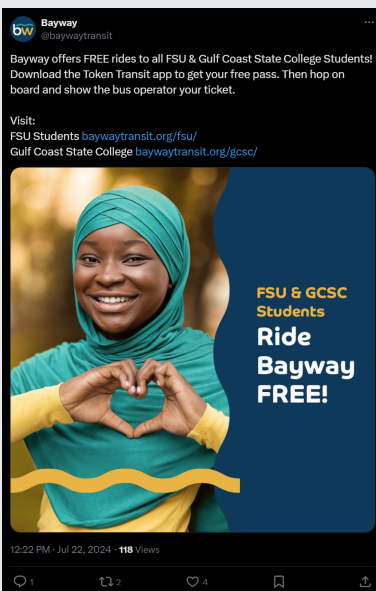
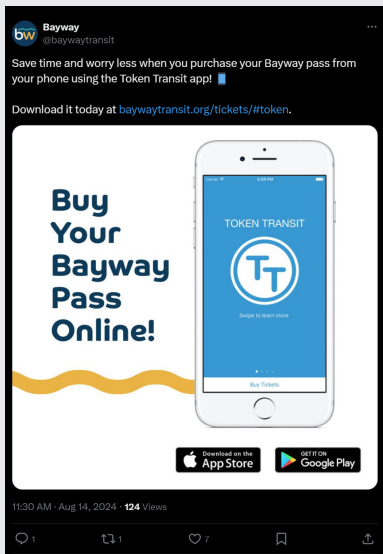
Video Views: 392,546 (+57%)



Link Clicks: 3,489

**2,512,218 total impressions
(+92%)**





Digital Ad Performance

Facebook/Instagram Ads:

2,228,718 Total Impressions (+86%)

12,115 Link Clicks (+33%)

242,631 Ad Engagements (+23%)

Average Ad Engagement Rate - 10.86%

Website Performance

- 82,218 Total Web Sessions (+41%)
- 39,089 Total Web Users (+36%)
- 16,877 Total Trip Planner Usages (+181%)



Bayway Transit Sponsored · 🌐

ATTENTION BAY COUNTY RESIDENTS: Like our page to stay up to date on system updates, route changes and more 🚌👍



Like Our Facebook Page for Updates!

A Day in My Shoes

6

Like Comment Share

Bayway Transit Sponsored · 🌐

Bayway On Demand+, now integrated with Uber, offers qualified Bayway On Demand+ riders same-day rides throughout Bay County for just \$1.50! Schedule a ride Monday - Saturday between 6 a.m. - 8 p.m. with the Bayway Flex app. Visit our website to see if you qualify and learn more about the service.



baywaytransit.org
Bayway on Demand+

12 3 shares

Like Comment Share

Sponsored

Travel the

bayway

Learn more

baywaytransit You may have noticed the new Bayway brand integrated throughout the transit system including on buses, at bus stops, and much more. Our brand is now as vibrant as the area we serve.

Be sure to check out our new website when planning your next trip with us!

Bayway Transit Sponsored · 🌐

Schedule a ride between Panama City Beach and 30A for just \$1.50 on Bayway Flex! Simply input a pickup and destination point within the service zone – and you'll be moving in no time.



Schedule your ride with the tap of a button

baywaytransit.org
Download the Bayway Flex App

4 2 comments

Like Comment Share

Bayway Transit Sponsored · 🌐

Visiting Panama City? Catch a ride with us to all of your vacation destinations! Our online trip planner makes it easy to plan your next ride.



baywaytransit.org
Use Our Online Trip Planner

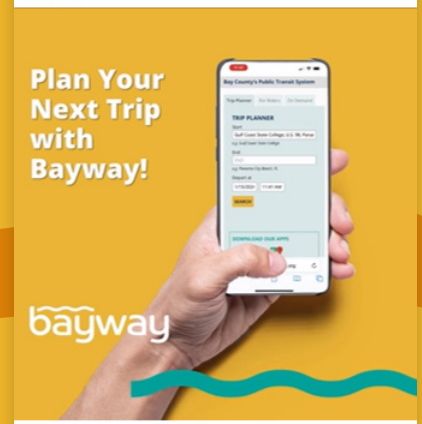
15 3 shares

Like Comment Share

Instagram

baywaytransit Sponsored

Plan Your Next Trip with Bayway!

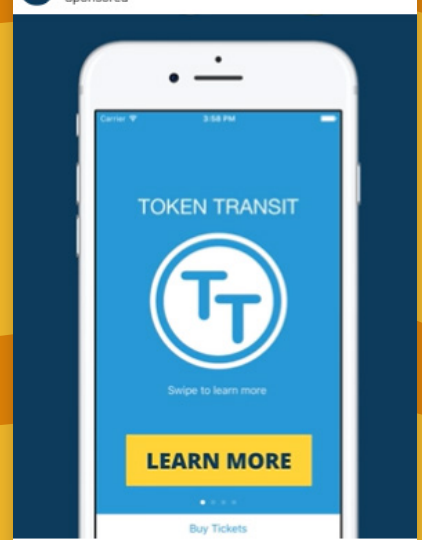


bayway

Learn more

baywaytransit Our online trip planner makes riding with Bayway a breeze! Just enter your starting and ending locations and let the planner do the rest. Go ahead, take it for a spin!

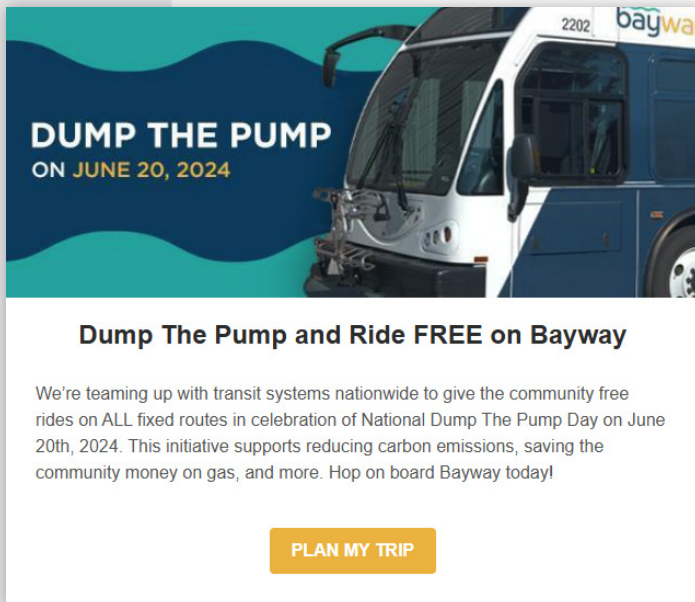
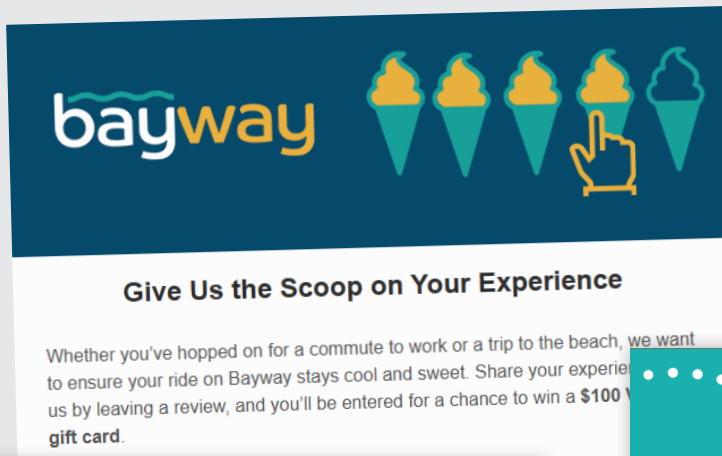
baywaytransit Sponsored



Learn more

Eblast Performance

Total Eblasts Campaigns	16
Total Opens	4,944 (+2%)
Open Rate	27.67%
Total Clicks	946 (+196%)
Click Rate	3.26%
New Email Subscribers	61 (+8%)



Campaigns & Partnerships

Bayway continued 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

FSU

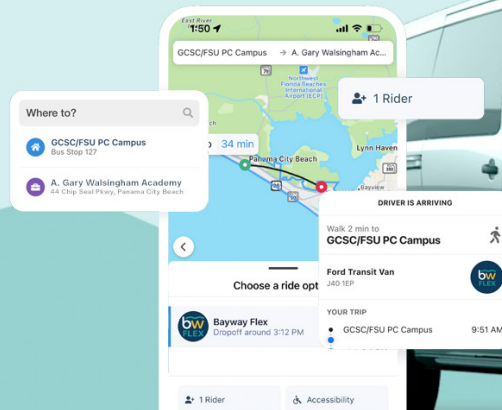


The Bayway Flex program officially launched in March 2024. This microtransit program allows riders to travel along 30A for work or play for just \$1.50 a ride. Rides can be booked through the Bayway Flex app powered by Spare.

Introducing
bayway
FLEX

Set a starting point and final destination
– and we'll schedule your ride.

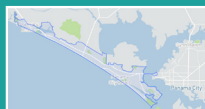
Get the App



bayway
FLEX

Travel to 30A
with the Tap
of a Button

Travel from Panama City to popular destinations like Rosemary Beach, Laguna Beach, and more for just \$1.50. With the Bayway Flex app, you can schedule a ride within our designated zone with the tap of a button.



bw
FLEX



Scan the Code or visit
BaywayTransit.org/Flex
to Learn More

Available on the
App Store

GET IT ON
Google Play

bayway
FLEX

**30A to PCB
for \$1.50**

BaywayTransit.org/Flex

