



Bayway Annual Report Fiscal Year 2025

**Bay County Transportation
Planning Organization
2025 Board of Directors**

Pamn Henderson

Board Chair

City of Callaway

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Board Vice-Chair

Bay County Board of
County Commissioners

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Bay County Board of
County Commissioners

Doug Crosby

Bay County Board of
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Bay County Board of
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City of Lynn Haven

Vacant

City of Mexico Beach

Allan Branch

City of Panama City

Robbie Hughes

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

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.

for times and routes
visit baywaytransit.org

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 2025 marked another year of meaningful progress for Bayway, highlighted by continued ridership growth and an ongoing focus on the evolving transportation needs of Bay County residents and visitors.

Ridership growth was a key indicator of this success, with total ridership increasing by 6% in 2025. This growth demonstrates a steady demand for public transportation throughout the region.

One of the most significant changes this year was shifting towards a more rider-focused, flexible system using the Bayway Flex micro-transit service. In 2025, Bayway's micro-transit ridership increased by 304%. With the new transition of Routes 1 and 2 to on-demand service, Bayway is delivering a system that better matches this demand.

This past year also brought statewide recognition for our team's marketing and workforce development efforts. Bayway was honored to receive four major awards from the Florida Public Transportation Association (FPTA), one of the nation's leading state transit associations. Most notably, we earned the prestigious Best of the Best award for a campaign highlighting the affordability of public transit. Additional awards recognized employee engagement, ridership marketing, and community education.

Behind every milestone is a dedicated team working to keep Bayway moving forward, and we would be remiss not to recognize all of the incredible drivers, mechanics, supervisors, administrative staff, and community partners who play a vital role in allowing us to provide safe, dependable service each day. Thank you for your hard work this year!

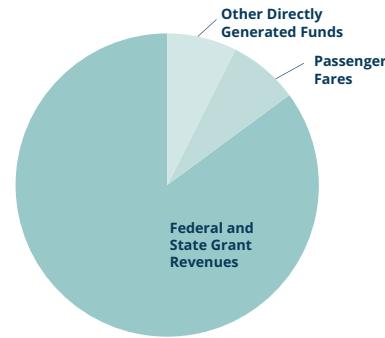
To our riders, thank you for choosing Bayway and for your continued trust and support. As we look ahead to next year, our focus remains on building a system that is flexible, accessible, and responsive to the needs of the community we serve.

*Pamn Henderson, Board Chair
Lamar Hobbs, Transit Program Administrator*



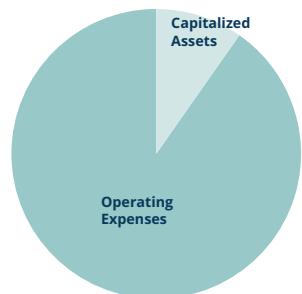
FY25 Revenues

Federal and State Grant Revenues	\$6,710,339
Passenger Fares	\$587,889
Other Directly Generated Funds: (Advertising/Misc.)	\$586,494
Grand Total	\$7,884,722



FY25 Expenditures

Operating Expenses	\$7,648,586
Capitalized Assets	\$824,703
Grand Total	\$8,473,289



\$7,630,738 in grants awarded in FY2025



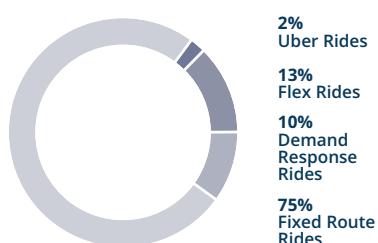
Federal Grant Awards
\$5,300,928

State Grant Awards
\$2,329,810

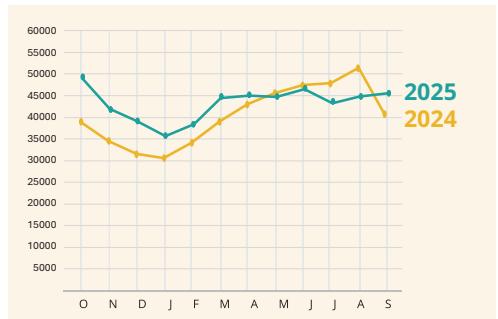
Fixed Route Fares
\$478,900

Demand Response Fares
\$108,989

Rides by Type



Total Number of Rides



*Figures presented are subject to adjustment based on the results of the final annual audit.

**Figures represent total revenues and expenditures as calculated by the department and may not align with other required annual reports. Certain reported figures are subject to external reporting standards and eligibility requirements, such as those governed by the Federal NTD (National Transit Database). For example, trips associated with the Uber Program must be excluded from NTD reporting because they do not meet the qualification of a shared-ride service under NTD definitions.

Ridership

510,547 Total Rides (+12%*)



383,930
Fixed Route Rides



51,080
Demand
Response Rides



11,252
OnDemand+
Uber Rides



64,285
Microtransit
Rides

**Percent changes throughout the report show comparison to FY 2024.*

FPTA Awards

Bayway won in every category at the FPTA awards 2025 ceremony, including the Best of the Best award. In addition to the Best of the Best award, Bayway and its team members also received the following recognitions:



- Best Educational Initiative Marketing - 2nd Annual Bayway Day
- Best Ridership or Sales Marketing - Egg Inflation Campaign
- Best Workforce Development Marketing - A Better Bayway Award
- Best of the Best Award

3rd Annual Bayway Day

Bayway hosted its third annual Bayway Day, honoring the system's rebrand and the riders who make Bayway part of their daily lives. Riders, staff, and local partners came together for a day of appreciation and connection featuring free Bayway merchandise, community vendors, karaoke, a coffee truck, and a food truck. Bayway Day continues to reinforce the system's commitment to giving back, building community connections, and celebrating the people who make Bayway a vital part of the region's transportation.



Public Relations

10.6 million impressions (+167%)

- Secured 26 media placements (+44%)

- \$149,792 in total ad value (+132%)

90.7 FM WMBB

Bayway Named Florida's Top Transit System
Posted by Angela Small | Oct 4, 2024 | Bay County

Bayway Recognized as Florida's 2024 Top Transit Agency
The system recently received six awards from the Florida Public Transportation Association

Panama City, FL - Last week, Bayway Transit was honored to receive a total of six prestigious awards from the Florida Public Transportation Association, one of the most active state transit associations in the nation. Most notably, Bayway was recognized as the 2024 Outstanding Transit System of the Year. This award is granted to a system that has demonstrated excellence in efficiency and effectiveness, as well as high achievements in the following categories: leadership, operations, customer service, financial management, staff development, marketing, community relations, policy and administration.

"We are extremely honored to be named Florida's Top Transit System," said Lamar Hobbs, Transit Program Administrator for Bay County. "This high honor is a testament to the hard work and dedication of our team, and reflects our unwavering commitment to providing exceptional transportation services that efficiently connect Bay County communities. As we celebrate this year's achievements, we also remain focused on the future, constantly expanding our services to meet the needs of the community. We invite everyone to experience the difference that award-winning public transit can make and hop on board a Bayway bus today."

Outstanding Transit System achievement highlights Bayway's comprehensive approach to public transportation. Key accomplishments include the implementation of on-bus cameras and driver training programs, new staff positions to enhance management response and on-time performance, and the introduction of smaller, more efficient vehicles to reduce costs. Additionally, the new and innovative Bayway Flex Program has expanded microtransit options, engaging nearly 1,000 users since its launch, and facilitated the transition to mobile ticketing via the Bayway Flex app.

Staff training initiatives such as the Safe Place Program prepare employees to handle crises effectively, while community engagement efforts such as free rides during tax season and partnerships with local colleges, demonstrate Bayway's dedication to the community. Together, these achievements reflect Bayway's commitment to providing safe, reliable, and accessible transportation, and position Bay County as a leader in Florida's public transit landscape.

bayway
Bay County's Public Transit System

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 Week - www.floridapta.org
- Sustaining Campaign - Bayway Flex Program
- Special Event - Bayway Day Celebration

To learn more about Bayway Transit, including bus routes and schedules, please visit www.baywaytransit.org.

WMBB Panama City

Bayway Mobility Week offers free transportation for riders

Riley Lehman
Fri, October 25, 2024 at 5:43 PM EDT · 1 min read



BAY COUNTY, Fla. (WMBB) - Bus riders have the option to take public transportation for free on Friday. It's the first day of Bayway's Mobility Week and to celebrate they are offering free bus rides.

The ninth annual Mobility Week is sponsored by the Florida Department of Transportation. The buses stopped at Gulf Coast State College, the old Panama City Mall, and the Callaway Walmart.

Eastern Shipbuilding Group kicks off 2nd annual Coastline Initiative

Bayway staff are also handing out merchandise and talking to customers. Bayway Transit Program Administrator Lamar Hobbs says Mobility Week helps Bayway build its ridership.

"Mobility Week for us is just a way to give back to the people that are actually using this system. It's a way for us to also encourage those people that maybe do not know what public transportation is or have never had the opportunity to take public transportation," Bayway Transit Program Administrator Lamar Hobbs said.

Using public transportation reduces the amount of carbon emissions put off by gas, and it decreases the amount of cars on the roads. It costs \$150 to ride on Bayway.

They will be offering free rides again on October 31st for anyone wearing a Halloween costume.

Bayway Celebrates Annual Mobility Week with Free Rides and Giveaways

Community members wearing a costume can ride free on Halloween

Bay County, FL — Bayway Transit is excited to partner with the Florida Department of Transportation (FDOT) to celebrate the ninth annual Mobility Week, running from October 29 through November 2, 2024. This initiative aims to raise awareness about safe, multimodal transportation options and encourages Floridians to explore new, eco-friendly ways to travel sustainably and efficiently within their community.

National Celebration: Free Promotional Giveaways
On Friday, October 26, kick off Mobility Week. Bayway staff will be giving away free promotional items at all bus transfer points. Commuters can pick up tote bags, cups, umbrellas, and more while they connect with staff members to learn about the variety of transportation options available in Bay County. Bayway's team will be on-site to answer questions, provide information, and engage with the community.

Special Halloween Free Ride Event
On October 29, in celebration of Mobility Week, Bayway Transit will offer free rides to anyone wearing a Halloween costume. This fun event encourages riders to embrace the Halloween spirit while enjoying the benefits of public transportation. Whether you're headed to a Halloween party or just commuting in style, be sure to dress up and ride for free!



Supporting Public Transportation and Community Engagement

"Mobility Week is a fun and engaging way to bring attention to the importance of public transportation," said Lamar Hobbs, Bay County Transit Program Administrator. "Many of our residents rely on public transit for their daily activities—whether it's getting to work, school, or the grocery store. This initiative allows us to connect with our community and raise awareness about the transportation options we have here in Bay County."

Mobility Week provides an unique opportunity for counties, cities, and transportation agencies across Florida to showcase their transportation initiatives and promote alternative travel options. By encouraging the use of public transit, walking, biking, and carpooling, the event helps reduce traffic congestion and supports environmental sustainability.



Join In for Mobility Week!
Mobility Week is the perfect time to explore new ways of getting around, meet other community members, and discover the benefits of safe, multimodal transportation. Join Bayway Transit as they celebrate the joy of travel and help create a more sustainable future for Bay County.

PANAMA CITY NEWS HERALD

LOCAL

Bay County's 'Bayway' recognized as the 2024 Outstanding Transit System of the Year

 Dylan Gentile
Panama City News Herald

Published 12:31 p.m. ET Oct. 3, 2024

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PANAMA CITY — Bayway, which is Bay County's [local transit system](#), has received some high praise from the [Florida Public Transportation Association](#).

Bayway Transit received six awards, including recognition as the 2024 Outstanding Transit System of the Year. The title is granted to transit agencies that display excellence in efficiency and effectiveness, safety, operations, customer service, financial management, staff development, marketing, policy and administration as well as community relations are all considered for the designation.

"We are incredibly excited to be named the top transit agency in all of Florida," said Lamar Hobbs, transit programs administrator for Bay County. "This highest honor is a testament to the hard work and dedication of our staff, and reflects our unwavering commitment to providing exceptional transportation services that efficiently connect Bay County communities."

The county says some of the key accomplishments include the implementation of onboard cameras, driver training programs, new staff positions to enhance management response and on-time performance, and the introduction of smaller, more efficient vehicles which reduce costs.

Another consideration that led to the designation is the new [Bayway Flex Program](#), which expanded micro transit options and engaged nearly 1,000 users since its launch, according to Bay County. This facilitated the transition to mobile ticketing via the Bayway Flex app.

The transit agency has also created staff training initiatives such as the Safe Place Program, which prepare employees to handle crises effectively. It also touts its community engagement efforts such as free rides during tax season and partnerships with local colleges.

"As we celebrate this year's achievements, we also remain focused on the future, constantly expanding our services to best meet the needs of the community," said Hobbs. "We invite everyone to experience the difference that award-winning public transit can make and hop on board a Bayway bus today."

The agency and its staff also won the following awards:

- 2024 Unsung Hero — Antrese McCormick, Bayway Road Supervisor
- Operator of the Year (3rd place) — Sarah Horton, Bayway Bus Operator
- Outstanding Website — www.baywaytransit.org
- Sustaining Campaign — Bayway Flex Program
- Special Event — Bayway Day Celebration

LOCAL

Bay County's public transit service saw a record increase in ridership in 2024

 Dylan Gentile
Panama City News Herald

Published 10:17 a.m. ET Dec. 20, 2024

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Bayway Transit, the County's public transit agency, saw a 21% increase in ridership in 2024 with more than 403,000 total trips. Provided by Lamar Hobbs

PANAMA CITY — Bayway Transit, Bay County's public transportation service, had a record increase in ridership during 2024.

Bayway saw a 21% increase in ridership over 2023 with more than 403,000 total trips. A release from the agency says the trend is in the increased use of public transportation is consistent across the region.

"This year's numbers not only reflect the rising demand for public transportation in our community but also highlight the significant strides Bayway has made in enhancing services," said Lamar Hobbs, Bayway Transit program administrator. "This is particularly exciting as we build on the momentum from our recent wins at the Florida Public Transportation Association annual conference, including our 2024 Outstanding Transit System of the Year."

Bus routes saw a 13% increase in ridership, servicing 400,891 trips in 2024. Bayway Flex, one of the agency's micro-transit services, saw 15,945 rides. Bayway On-Demand, the agency's same-day service to riders who need extra assistance, had 13,537 booked rides.

Bayway's two micro-transit services can be scheduled through the app Bayway Flex.

Bayway's Demand Response System saw 52,448 trips, a 7% increase from 2023. The system works to provide transportation to those who cannot transport themselves because of disability, age or income.

The transit agency also provides free rides to students at partner schools. Gulf Coast State College students took 7,764 trips on Bayway, an 89% increase over 2023. Florida State University's Panama City campus had 2,193 student riders, a 138% increase. The agency also gave "free rides to high school students as part of its new partnership with FSU PC's collegiate school."

"These accolades, coupled with our impressive ridership growth, underscore the hard work and dedication of my entire team," Hobbs said. "It's been a remarkable year for Bayway, and the data is clear: We're delivering on our commitment to providing safe, reliable and accessible transportation solutions for Bay County."

LOCAL

Three Bayway employees recognized for helping people in crisis

 Dylan Gentile
Panama City News Herald

Published 12:20 p.m. ET Dec. 18, 2024 | Updated 2:32 p.m. ET Dec. 18, 2024

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Bayway Transit employees, Antrese McCormick and Sarah Horton, left, stand with Lamar Hobbs, right, Bayway Transit program administrator, as they receive awards for their heroic actions on Monday during a responsive planning meeting. (Dylan Hobbs/Panama City Herald) Dylan Gentile

PANAMA CITY — Transit workers for Bayway, Bay County's public transportation system, don't just drive buses. They're also potentially saving lives.

These employees were given the "Better Bayway" award on Monday during a Transportation Planning Organization meeting for their actions while on the mail.

"I think everybody agrees, folks like that make any business better than it already is," said Lamar Hobbs, Bayway's transit program administrator. "Thank you for helping us recognize and know that you've got some great staff working here to make you and the system as a whole look fantastic."

In May, one bus driver, Kathy Morehead, noticed an elderly woman who seemed to be confused and had the potential to walk into a busy road. She pulled over and called dispatch as well as the Bay County Sheriff's Office. They identified the woman, who was thought to have dementia, and she waited on the bus until she was reunited with her family members.

The driver received an award for exceptional care and assistance.



Attendees at a Bay County Transportation Planning Organization meeting received Bayway commendations for their heroic actions during a responsive planning meeting on Dec. 18, 2024, in Panama City. (Dylan Hobbs/Panama City Herald) Dylan Gentile

This year, employees at the transit agency were trained to assist minors get through crisis. In April, driver Suza Horton discovered a young boy who was wandering alone and notified dispatch. Bayway's road supervisor, Antrese McCormick, came to the scene and took the boy to the police station.

Operators suggested there might be another child wandering in the area, so the driver and road supervisor searched the area. They found a second unattended child, a 4-year-old girl. Bayway employees waited with her and calmed her down while staying in communication with the Springfield Police Department.

The driver and the supervisor both received an award for swift actions and uncovering commitment to the safety and well-being of children.



A Bayway employee, Kathy Morehead, left, sits with Lamar Hobbs, Bayway Transit Program Administrator, right, while he is recognized for their actions during a responsive planning meeting on Dec. 18, 2024, in Panama City. (Dylan Hobbs/Panama City Herald) Dylan Gentile

Hobbs and he would like to make an annual tradition of recognizing employees at the agency for their hard work. He mentioned that several employees had won awards at the state level for their performance.

MASS TRANSIT



PANAMA CITY NEWS HERALD



PCB/*life*

msn



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news



Organic Social Media



Total engagement: 44,751 (+111%)



Followers: 5,470 (+8%)



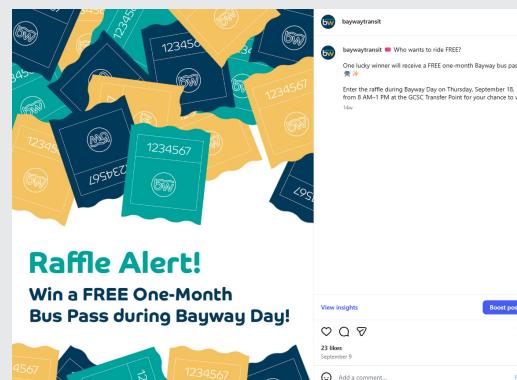
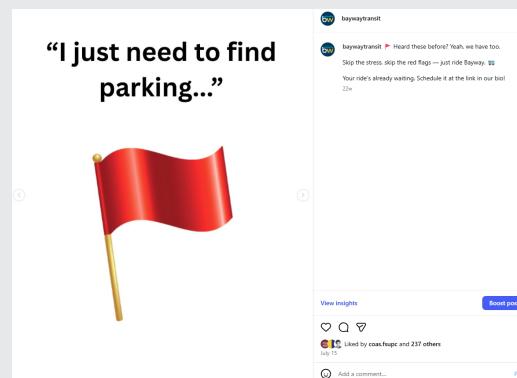
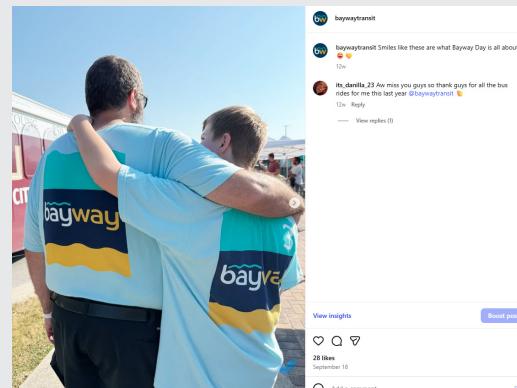
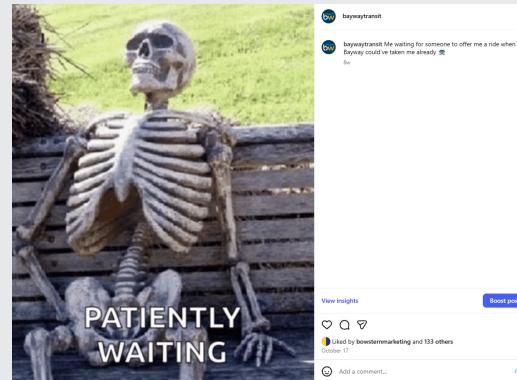
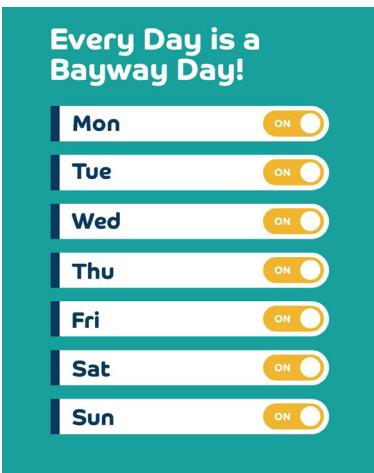
Video Views: 561,676 (+43%)



Link Clicks: 13,359 (+283%)

3,905,167 Total Impressions
(+55%)





Bayway Transit
Published by Sprout Social · September 2 · [Mark your calendars!](#)

The 3rd Annual Bayway Day is happening Thursday, September 18 from 8 AM-1 PM at the Coast State College Transfer Point. Join us for FREE rides, community fun, giveaways, and more—it's our way of saying THANKS for riding with Bayway! 🚍



You're invited to Bayway Day!

Bayway Transit
Bus Line

See insights and ads

Bayway Transit
Published by Sprout Social · September 13 · [We're proud to share that we brought home FOUR Florida Public Transportation \(FPTA\) Awards – including the prestigious Best of the Best!](#)

Our award-winning projects and campaigns include:

- Best Workforce Development Marketing – A Better Bayway, Staff Recognitions
- Best Ridership or Sales Marketing – Egg Inflation Campaign
- Best Educational Initiative Marketing – Bayway Day
- Best of the Best – Bayway Egg Inflation Campaign

None of this would be possible without our incredible team, partners, and the riders every day. ❤️




See insights and ads

38

Digital Ad Performance

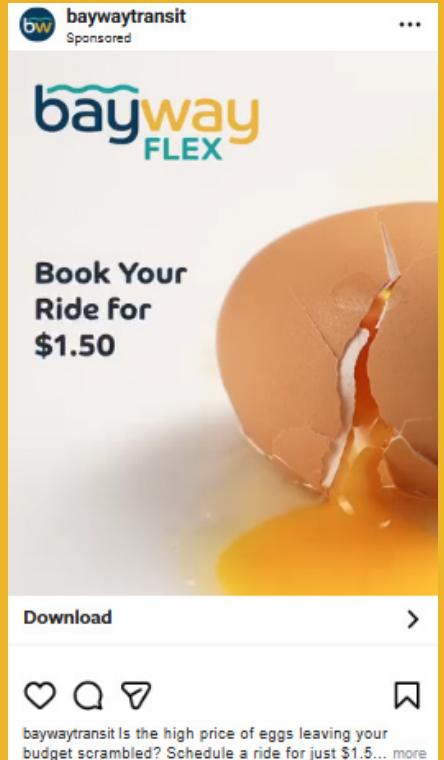
Facebook/Instagram Ads:

3,473,573 Total Impressions (+56%)

19,367 Link Clicks (+60%)

414,880 Ad Engagements (+71%)

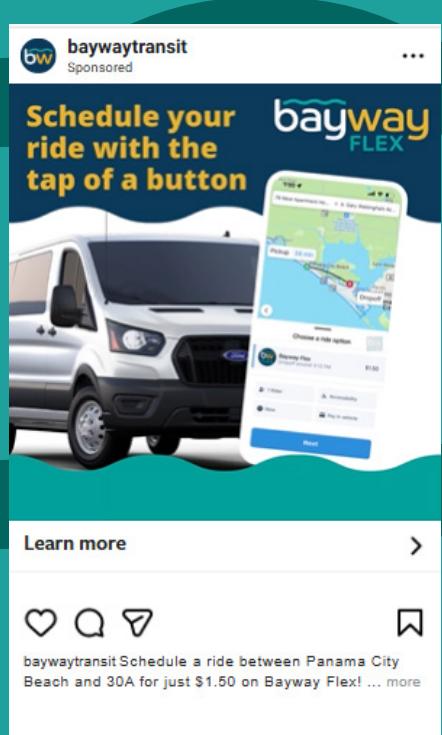
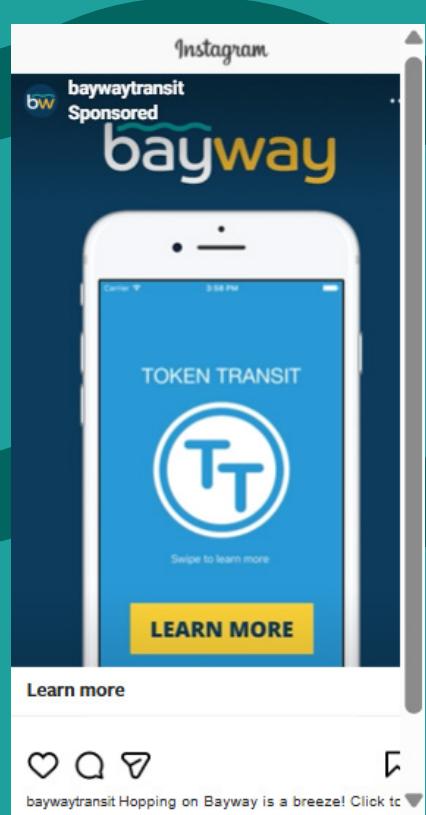
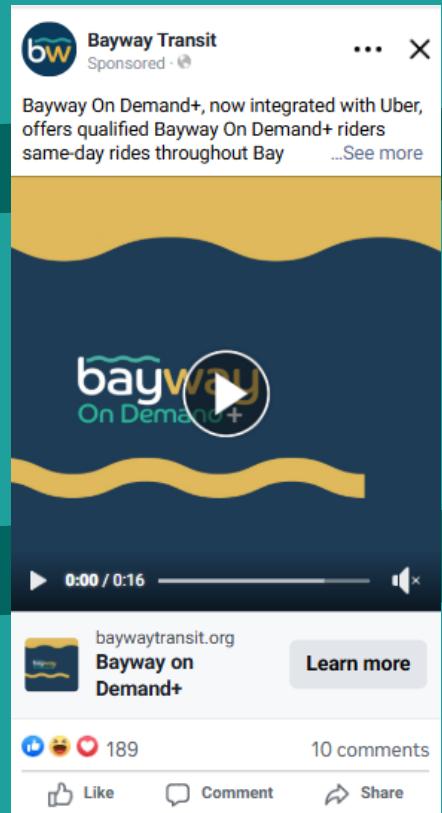
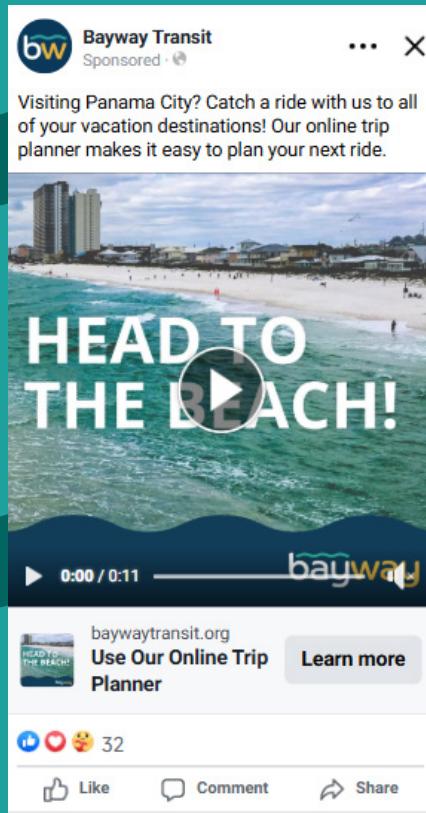
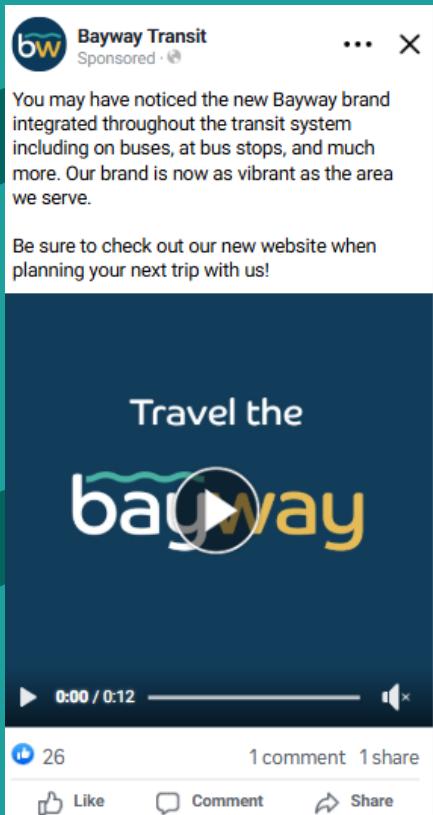
Average Ad Engagement Rate: 11.94%



Website Performance

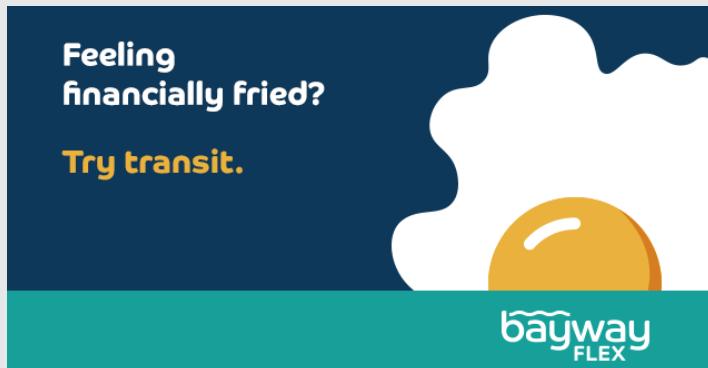
- 96,066 Total Web Sessions (+17%)**
- 45,837 Total Web Users (+17%)**
- 17,991 Total Trip Planner Usages (+7%)**





Eblast Performance

Total Eblasts Campaigns	27
Total Opens	7,713 (+56%)
Open Rate	25.56%
Total Clicks	1,004 (+6%)
Click Rate	1.77%
Total Email Subscribers	925 (+22%)



Feeling financially fried?
Try transit.

With the price of groceries on the rise, you can rely on Bayway to save. One ride with Bayway Flex is cheaper than your morning omelet.

Start riding with Bayway Flex for just \$1.50 and book your trip using the Flex app! To schedule a ride, choose your pickup and dropoff destination in the service area within our hours of operation (Monday through Sunday, 6 am – 8 pm). Rides can be scheduled in live time or up to 5 days in advance. Start riding today.

[Book Your Ride](#)

Download the Bayway Flex app today!



Bayway Day September 18th!

3 8 AM – 1 PM Gulf Coast State College transfer stop



Join Us for the 3rd Annual Bayway Day!

Celebrate all things Bayway with us! Join us on Thursday, September 18th, from 8:00 AM to 1:00 PM at our Gulf Coast State College stop for a day filled with fun and community. Enjoy free Bayway merch, grab a bite from food and drink trucks, and join in on karaoke with the Bayway team.

Whether you're a student, commuter, or just curious about Bayway, this is the perfect time to stop by, grab some goodies, and learn more about Bayway.

[Learn More](#)

[RSVP Now](#)

Campaigns & Partnerships

Bayway continued a number of partnerships this year, including Uber, Token Transit, Florida State University, and Gulf Coast State College. The team continued promoting specialized marketing materials for each of these partnerships to build awareness and encourage riders to take advantage of these services. These services saw incredible growth over the past fiscal year.

Uber

FSU



