Agenda

- Study Purpose
- Existing Conditions Analysis
- Needs Assessment
- Implementation Plan
Study Purpose

- Explore strategies to implement circulator service in Westshore to expand mobility options for residents, workers & visitors
- Enhance connections/access between destinations & development
Study Area

Source: Adjusted Westshore Alliance Special Assessment Boundary, 2012
Existing Conditions Analysis

- Consistency with Local Plans
- Demographics
  - Population & Employment
- Major Activity Centers
- Land Use & Development
- Transit Service
  - Bus Routes
  - Ridership
Consistency with Local Plans

- Reviewed ~20 previous and current initiatives/datasets relevant to Westshore

- Examples:
  - Westshore Business District Master Plan
  - Westshore Area Pedestrian System Plan
  - Westshore Intermodal Center Location Study & Strategic Transportation Plan
  - HART AA & Transit Development Plan
  - Regional Jobs Access Plan
Population Density by Block

Source: United States Census Bureau, 2010
Concentration of Employees

Source: InfoGroup Business Data, 2010
Existing Transit Service

- 11 Bus Routes
- Combined Monthly ridership over 375,000
- 198 bus stops
  - 33 stops have average <1 boarding per day
  - 3 stops have >100 boardings
    - West Tampa Transfer Center
    - Westshore Plaza Transfer Center
    - TIA
Existing Transit Ridership

Sources: Hillsborough Area Regional Transit Authority Bus Stop Ridership Counts, 2012
Needs Assessment

- Stakeholder Input
  - Survey
  - Interviews
- Market Assessment
Stakeholder Input

- Focus Group unsuccessful/regrouped
- 3 different surveys developed
  - Residents
  - Employers-Employees
  - Visitors-Hotels
- Available online and in hardcopy format
- 2 separate Time Frames: June & August
Stakeholder Input

Total 265 responses received
- Residents = 63
- Employers-Employees = 199
- Visitors-Hotels = 3

Demographics
- 63% of residents in the workforce work within Westshore (30 out of 48)
- Most employers-employees work within organizations consisting of 10-49 employees
Factors Limiting Transit Use

- Lack of bus stop amenities (shelter,...) 12%
- Driving is more convenient 22%
- Unattractive scenery 4%
- Personal security/safety concerns 11%
- Lack of wheelchair ramps at bus stops 2%
- Lack of bike paths or bike lanes connecting to bus 5%
- Lack of sidewalk connections to bus stops 7%
- Lack of pedestrian signals or crosswalks 7%
- Limited bus service within district 18%
- Lack of bus stops 10%
Stakeholder Input

Survey Results

- Improvements Encouraging Transit Use

![Bar chart showing survey results for different transit improvements.]

- Later service: 13%
- Earlier service: 12%
- More frequent service: 20%
- Shelters at stops: 16%
- More information about routes at stops: 13%
- Transit stops with park-n-ride facilities: 10%
- More transit stops within biking distance from office/residence/hotel: 5%
- More transit stops within walking distance from office/residence/hotel: 14%
Survey Results

- >50% of residents would NOT use circulator service
- Individuals (from all groups) that WOULD use the service indicated use at the following times of the day
  - 5am – 9am (primarily employers-employees & visitors-hotels)
  - 11am – 2pm (primarily employers-employees)
  - 4pm – 6pm
  - 6pm – 9pm (primarily residents & visitors-hotels)
Stakeholder Input

Top activities for circulator use
- Lunch
- Shopping
- Special events

Top destinations to be served by circulator
- Tampa International Airport
- International Plaza
- Westshore Plaza
- Raymond James

Survey Results

***Work indicated by employers/employees
Stakeholder Input

 Interviews/Meetings

- Westshore Plaza
- International Plaza
- Hillsborough Community College
- Tampa International Airport
- United State Post Office
- Meeting with representative area hotels
Market Assessment

- Factors considered
  - Population density by block
  - Concentration of employees
  - High bus stop boardings
  - Major area activity centers
  - Hotels
  - Planned development *(planned market factor)*
  - Future land use *(planned market factor)*
Existing Markets

Source: Westshore Circulator Study Existing Conditions Analysis, 2012
Planned Markets

Legend for Market Areas
- Employment
- Residential
- Visitor
- Activity Node

Legend
- Planned Development
- Employment
- Residential
- Hotel

Sources: Westshore Circulator Study Existing Conditions Analysis and Westshore Alliance, 2012
Circulator Service Demand

Findings

- Support for circulator service is conditional
- Limited willingness to contribute financially
- Service is not feasible at this time
- Opportunities exist for service
Peer System Reviews

Conceptual Circulator Service
- Determined by Triggers
- 4 Phases & 3 Additional Extensions

Cost Estimate

Potential Funding Sources

Potential Funding Scenarios
Peer System Reviews

Jolley Trolley

Funding Sources

The Looper

Funding Sources

Source: Jolley Trolley Transportation of Clearwater, Inc., 2012

Source: The Looper, Inc., 2012
Westshore Business District Master Plan
HART MetroRapid East-West Corridor
Westshore Intermodal Center
Westshore Area Multi-Sports Indoor Arena
Planned Development
Pinellas County AA/Howard Frankland Bridge
HART Premium Transit Improvements
I-275 Reconstruction
FDOT D7 Managed Lanes Master Plan Study
Conceptual Service - Phase I

Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012
Conceptual Service - Phase III

Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012
Conceptual Service - Ultimate

Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012
## Operating Cost Estimate

<table>
<thead>
<tr>
<th></th>
<th>Cycle Length (miles)</th>
<th>Cycle Time (minutes)**</th>
<th>Headway (minutes)</th>
<th>Service Span (hours per day)***</th>
<th>No. of Vehicles</th>
<th>Cost per Revenue Hour****</th>
<th>Vehicle Revenue Hours per Day</th>
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<th>Potential Farebox Recovery*****</th>
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*These extensions are individually estimated.  
**Assumes 8 mph.  
***Assumes service from 6:00 a.m. to 9:00 p.m.  
****Assumes deadhead and administrative costs.  
*****Assumes 10 passengers per hour and Fare of $0.50.
## Capital Cost Estimate

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<th>No. of Vehicles</th>
<th>20% Spare Ratio</th>
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*These extensions are individually estimated.

**Cost derived through consultation with HART staff.

Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012
### Potential Funding Scenarios

#### Phase I Funding Scenario #1

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#### Phase I Funding Scenario #2

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Source: Westshore Circulator Study Peer Review, 2012
## Project Schedule

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Questions?

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