

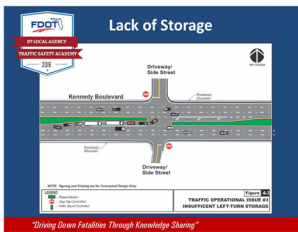


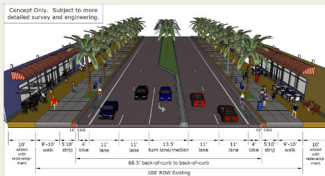



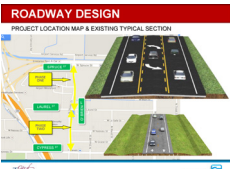









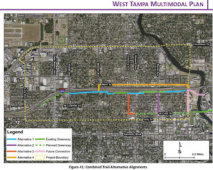





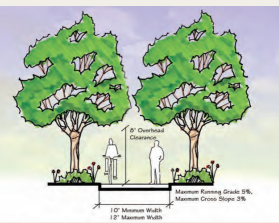

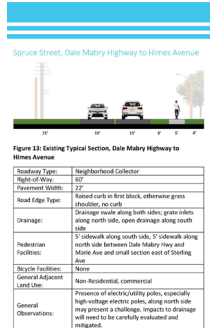



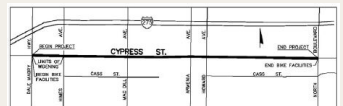


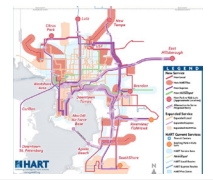

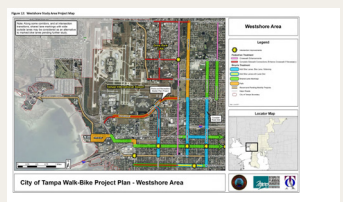





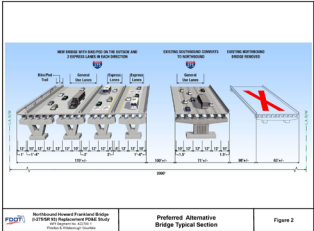


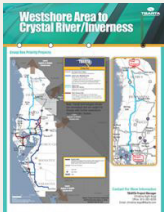



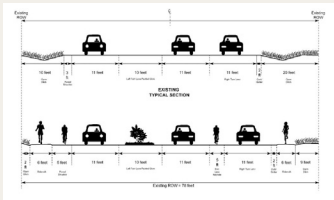



APPENDIX A:

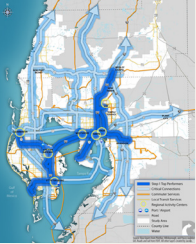

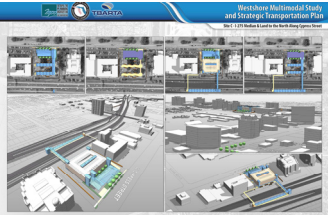

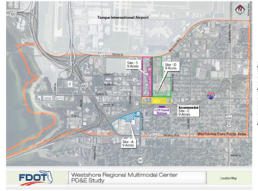



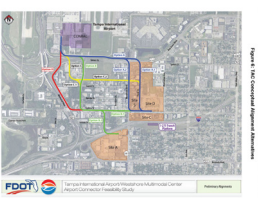

Existing Conditions Table






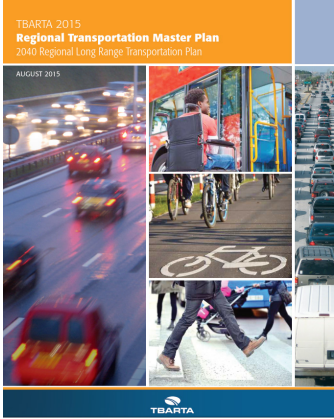
















Existing Conditions Table











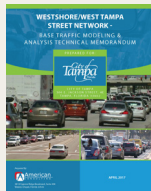




Phase		Plan/Study	Content	Applicability	Improvement Type				Project(s)
					Roadway	Transit	Pedestrian	Bicycle	
I		Old Tampa Bay Water Quality Improvement Project Florida Department of Transportation March 2018	<ul style="list-style-type: none">A new 220-foot bridge to be built on Courtney Campbell Causeway west of Rocky Point to improve water flow and quality of Old Tampa BayMitigation will reduce the number of ponds needed for I-275 construction and I-275/SR 60 Interchange reconstructionConstruction expected to begin prior to I-275 construction improvements	Regional					Roadway: III-2
I		Kennedy Boulevard Access Management Safety Study Florida Department of Transportation 2016 SR 60/Kennedy Boulevard Multimodal Safety Review Hillsborough County Metropolitan Planning Organization and Florida Department of Transportation November 2017	<ul style="list-style-type: none">Access management strategies (such as median opening/closings, addition or lengthening of turn lanes, high emphasis crosswalks, etc.) proposed along Kennedy Boulevard from West Shore Boulevard to Brevard Avenue to improve traffic flow and accessInstallation of lighting and signage as well as reduction of curb radii and speed limits are other proposed enhancementsConstruction scheduled to begin in 2021	Portion Within Westshore Area					Roadway: I-8 Pedestrian: I-1
I		West Shore Boulevard Complete Street Feasibility Study City of Tampa May 2014 West Shore Boulevard Complete Street Project Development and Environment Study City of Tampa and Hillsborough County Ongoing	<ul style="list-style-type: none">Remove one lane in each direction (reduce 6 to 4 lanes) along West Shore Boulevard from Kennedy Boulevard to I-275Improvements include reduced pedestrian crossing distances, enhanced sidewalk and bicycle infrastructure, improved landscaping and streetscape elements, buried overhead utilities, reduced roadway speed limit	Within Westshore Area					Roadway: I-9 Pedestrian: I-5 Bicycle: I-1
I		O'Brien Street Roadway Improvements City of Tampa July 2017	<ul style="list-style-type: none">Widen to 4 lanes with center turn lane (Two Phases)Improvements include sidewalk north of Laurel Street on east side and south of Laurel Street on both sides - consideration of shared use path on west side from Cypress Street to Spruce Street/Boy Scout Boulevard	Within Westshore Area					Roadway: I-1 Pedestrian: I-6 Bicycle: I-7
I		Lois Avenue Walk-Bike Improvements City of Tampa January 2017	<ul style="list-style-type: none">Pedestrian and bicycle improvements on Lois Avenue from Kennedy Boulevard to Boy Scout BoulevardImprovements include unbalanced 1-3 lanes, marked bicycle lanes, sidewalk or shared use path, mid-block crossing and/or pedestrian island, and lighting	Within Westshore Area					Roadway: I-10 Pedestrian: I-7 Bicycle: I-5, I-6
I		FY 2017 – FY 2026 Transit Development Plan Pinellas Suncoast Transit Authority August 2016	<ul style="list-style-type: none">Details ten-year operating plan for PSTAProjects pertaining to Westshore Area include express service to Tampa International Airport from downtown St. Petersburg and Clearwater BeachConsider Direct Connect Program type in Westshore	Regional & Within Westshore Area					Transit Phase I: 300X Airport Express Service, Clearwater Beach Express Service

Phase		Plan/Study	Content	Applicability	Improvement Type				
					Roadway	Transit	Pedestrian	Bicycle	Project(s)
I & II		City of Tampa Walk-Bike Plan Phase VI: West Tampa Multimodal Plan Hillsborough County Metropolitan Planning Organization and City of Tampa Draft June 2018	<ul style="list-style-type: none"> Identifies opportunities to improve safety and mobility for all transportation users within the neighborhoods of West Tampa, focusing on opportunities to enhance the pedestrian and bicycle environment 	West Tampa & Within Westshore Area					Roadway: II-6 Pedestrian: I-21, II-6 Bicycle: I-19, II-10
I & II		Westshore Circulator Study Hillsborough County Metropolitan Planning Organization, Westshore Alliance, and Hillsborough Area Regional Transit Authority November 2012	<ul style="list-style-type: none"> Explores the feasibility of providing transit circulator service within the Westshore Area Implementation strategies include four phased service/operation improvements as well as funding mechanisms 	Within Westshore Area					Transit Phase I: West Shore Boulevard Circulator Transit Phase II: Lois Avenue Circulator
I & II		Westshore Area Pedestrian System Plan / Addendum Hillsborough County Metropolitan Planning Organization, Westshore Alliance, and City of Tampa / Westshore Alliance March 2005 / March 2009	<ul style="list-style-type: none"> Provides a blueprint for implementing infrastructure enhancements to meet pedestrian, bicycle, and transit mobility needs of the Westshore community Identifies phased improvements/projects with leveraging options as well as provides implementation guidelines and strategies 	Within Westshore Area					Pedestrian: I-2, I-5, I-6, I-7, I-8, I-10, I-13, I-14, I-15, I-17, II-4, II-5, II-6
I & II		Spruce Street Pedestrian and Bicycle Improvements Technical Memorandum Hillsborough County Metropolitan Planning Organization October 2017	<ul style="list-style-type: none"> Explores potential opportunities to enhance the pedestrian and bicycle environment along Spruce Street between Dale Mabry Highway and Rome Avenue while respecting and preserving the existing fabric of the residential neighborhoods along the corridor Completed in coordination with the Dale Mabry Highway Pedestrian Overpass Feasibility Analysis Identified as a potential candidate for multimodal improvements within Greenways and Trails Master Plan update and Tampa Walk-Bike Plan 	Portion Within Westshore Area					Roadway: I-6 Pedestrian: I-17, II-5 Bicycle: I-10
I & III		Cypress Street Improvements Phase I City of Tampa September 2016	<ul style="list-style-type: none"> Widen to 4 lanes from Dale Mabry Highway to Himes Avenue with a center left turn lane Improvements include reconstruction of signalization infrastructure at Himes Avenue, continuous sidewalks on both sides, and shared lane markings 	Within Westshore Area					Roadway: I-2 Bicycle: III-1
I & III		Transit Development Plan Hillsborough Area Regional Transit Authority (HART) Multiple Plans	<ul style="list-style-type: none"> Details ten-year operating plan for HART Projects pertaining to Westshore Area include: Route 275LX, Mission Max - revamped local and express services, Westshore Multimodal Center, and MetroRapid East-West 	Regional & Within Westshore Area					Transit Phase I: 275 LX Service Transit Phase III: Westshore Multimodal Center
I & III		City of Tampa Walk-Bike Plan Phase I Hillsborough County Metropolitan Planning Organization and City of Tampa June 2011	<ul style="list-style-type: none"> Implements the City of Tampa Comprehensive Plan and the Hillsborough County Metropolitan Planning Organization Long Range Transportation Plan Works to establish a grid of bicycle and pedestrian facilities to support the City's three major business centers (Downtown, the University of South Florida, and the Westshore District) Identifies bicycle and pedestrian mobility projects which can be constructed within existing roadway alignments and other public rights-of-way 	City-wide & Within Westshore Area					Pedestrian: I-20 Bicycle: I-2, I-5, I-6, I-19, III-1

Phase		Plan/Study	Content	Applicability	Improvement Type				
					Roadway	Transit	Pedestrian	Bicycle	Project(s)
I & III		Dale Mabry Pedestrian Overpass Technical Feasibility Analysis Hillsborough County Metropolitan Planning Organization 2018	<ul style="list-style-type: none"> Evaluates the feasibility of a pedestrian overpass across Dale Mabry Highway in the vicinity of the I-275 interchange to provide a safe, convenient, and functional transportation link across Dale Mabry Highway for pedestrians and bicyclists The overpass will contribute to completing a critical gap in the regional trail system (West Tampa Bay Gap) Proposed to be located south of the I-275 interchange within FDOT right-of-way 	Within Westshore Area					Pedestrian: III-1 Bicycle: I-14, I-15, III-2
II		Howard Frankland Bridge (I-275/ SR 93) Project Development and Environment Study and Regional Transit Corridor Evaluation Florida Department of Transportation May 2018	<ul style="list-style-type: none"> The recommended alternative of the study consists of replacing the existing northbound bridge with a wider bridge (4 southbound general use lanes, plus 2 tolled express lanes in each direction) that will be constructed to the west of the existing bridges A 12-foot shared use path will be included on the west side of the bridge The older existing northbound structure will be removed once the new bridge is constructed A separate but related study is ongoing to evaluate the feasibility of including accommodations for premium transit services within the Howard Frankland Bridge corridor to connect Pinellas and Hillsborough Counties 	Regional & Within Westshore Area					Roadway: II-1 Bicycle: II-4
II		Westshore Area to Crystal River/ Inverness Transit Corridor Evaluation Florida Department of Transportation and Tampa Bay Area Regional Transit Authority November 2015	<ul style="list-style-type: none"> Identifies three alternatives for express bus service from Westshore area to Pasco, Hernando, and Citrus Counties via the Veterans Expressway The recommended alternative is a combination of all three alternatives and includes fourteen stops Stations would include park and ride facilities Service can be phased 	Regional & Within Westshore Area					Transit Phase II: Veterans Expressway Express Service
II		Hillsborough County Water Ferry Feasibility Study Hillsborough County Metropolitan Planning Organization February 2011	<ul style="list-style-type: none"> Evaluates the feasibility of waterborne passenger service as a viable travel alternative within the current and future transportation system of Hillsborough County and the region Preliminary ferry routes to connect origin-destination pairs (pertaining to Westshore) include: Downtown St. Petersburg-Westshore, Gibsonton-Westshore, and Apollo Beach-Westshore Identifies Tampa Bay Marina as potential ferry terminal location within Westshore area 	Regional & Within Westshore Area					Transit Phase II: St. Petersburg to Westshore Ferry Service
II		George Road Complete Streets Study Hillsborough County Metropolitan Planning Organization April 2016	<ul style="list-style-type: none"> Evaluates a north-south connection and improvements to provide a safe bicycle/pedestrian corridor between the Town 'N' Country Greenway/ Upper Tampa Bay Trail and the north end of the U-path Trail at Skyway Park, which connects to the Courtney Campbell Causeway Trail Improvements include marked bicycle lanes, shared lane markings, sidewalks, enhanced crossings, pedestrian/bicycle signals, wayfinding signs, traffic calming measures, landscaping, and lighting 	Portion Within Westshore Area					Pedestrian: II-4 Bicycle: II-2

Phase		Plan/Study	Content	Applicability	Improvement Type				
					Roadway	Transit	Pedestrian	Bicycle	Project(s)
II & III		Regional Transit Feasibility Study Florida Department of Transportation and Hillsborough Area Regional Transit Authority Ongoing	<ul style="list-style-type: none">Defines the vision for transit throughout the region and the projects that are most competitive for federal fundingSeveral premium transit service options traverse the Westshore area and access the Westshore Multimodal Center and Tampa International AirportAll options utilize managed lanes or reserved I-275 median space; paved shoulders are also considered	Regional & Within Westshore Area					Transit Phase II: Veterans Expressway Express Service Transit Phase III: I-275 Premium Transit Service
III		Westshore Multimodal Study and Strategic Transportation Plan Hillsborough County Metropolitan Planning Organization, Florida Department of Transportation, and Tampa Bay Area Regional Transit Authority February 2012	<ul style="list-style-type: none">Identifies four viable sites within the Westshore area that will provide connectivity for all existing and future planned modes of transportation in the Tampa Bay region and improve the quality of the intermodal passenger connection in Tampa Bay so that regional mobility and accessibility by means other than personal motor vehicles are significantly increasedSite will connect to local, express, premium transit services; local circulator/shuttle service; taxi/limo/rideshare services; and bicycle/pedestrian facilities	Regional & Within Westshore Area					Transit Phase III: Westshore Multimodal Center
III		Westshore Regional Multimodal Center (WRMC) Project Development and Environment Study [State Environmental Impact Report] Florida Department of Transportation September 2014	<ul style="list-style-type: none">Identifies Site C, the redevelopment of a strip of parcels north of I-275 between Trask Street and Manhattan Avenue, as the recommended site for the WRMCDocuments the need for the improvements and presents the procedures utilized to develop and evaluate the various WRMC site alternatives (including consideration of engineering, environmental, and social characteristics and design criteria)	Regional & Within Westshore Area					Transit Phase III: Westshore Multimodal Center
III		2012 Airport Master Plan Update Hillsborough County Aviation Authority April 2013	<ul style="list-style-type: none">Provides a blueprint for short- (five-year), intermediate- (10-year), and long-term (20-year) development of the Tampa International AirportDetails the extension of the automated people mover (APM) network to parking and car rental facilities, commercial development, etc.Includes development plans for the terminal area, south terminal complex, east side development, and the airfield along with triggers that would begin the design process for the APMDetails additional extensions of APM to connect to Westshore Multimodal Center to south and future north terminal complex to north	Regional & Within Westshore Area					Transit Phase III: Westshore Multimodal Center to TIA ConRAC Connection
III		Tampa International Airport/Westshore Multimodal Center Technical Feasibility Study Report Florida Department of Transportation and Tampa International Airport May 2014	<ul style="list-style-type: none">Determines configuration, benefits, costs, and impacts of developing and operating a Tampa International Airport (TIA) Connector using automated people mover technology from the TIA ConRAC to the Westshore Multimodal CenterAlignment D scored highest as it provides a direct connection to the Westshore Multimodal Center along I-275 and the shortest estimated travel time from the TIA ConRAC to Cypress Street/Trask Street, is accessible to local and regional bus lines on West Shore Boulevard, and will require minimal right-of-wayConnector will be fully elevated or a mixture of at-grade, elevated, and below-grade	Regional & Within Westshore Area					Transit Phase III: Westshore Multimodal Center to TIA ConRAC Connection

Phase		Plan/Study	Content	Applicability	Improvement Type				
					Roadway	Transit	Pedestrian	Bicycle	Project(s)
I, II, & III		Tampa Bay Next Florida Department of Transportation Ongoing	<ul style="list-style-type: none"> A program to modernize Tampa Bay’s transportation infrastructure and prepare for the future – includes interstate modernization, transit service/operations, bicycle/pedestrian facilities, complete streets, transportation innovation, and freight mobility; it also includes interim projects leading up to the ultimate design of the interstate system within the Tampa Bay area 	Regional & Within Westshore Area					Roadway: I-3, I-4, II-2, II-3, II-4, III-1, III-2, III-3, III-4, III-5, III-6, III-7, III-8, III-9, III-10 Transit Phase III: Westshore Multimodal Center to TIA ConRAC Connection Pedestrian: II-1, II-2, II-3 Bicycle: I-18, II-3, II-7
I, II, & III		Regional Transportation Master Plan Tampa Bay Area Regional Transit Authority 2015	<ul style="list-style-type: none"> Provides a single plan with a regional transportation vision that guides the seven counties (Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, and Sarasota) of the region by implementing a cohesive and incremental transportation system which balances the movement of passengers and freight Identifies several regional projects that are within or traverse the Westshore area 	Regional & Within Westshore Area					Roadway: : I-3, I-4, II-1, III-1, III-2, III-3, III-4, III-5, III-6, III-7, III-8, III-9, III-10 Transit Phase I: Clearwater Beach Express Service Transit Phase II: Veterans Expressway Express Service Transit Phase III: I-275 Premium Transit Service, Westshore Multimodal Center, Westshore Multimodal Center to TIA ConRAC Connection
I, II, III		Capital Improvement Program (included review of fact sheets, presentations, etc. of specific projects) City of Tampa Multiple Programs	<ul style="list-style-type: none"> Details roadway, transit, pedestrian, and bicycle improvements programmed for the next five years within the City of Tampa 	City-wide & Within Westshore Area					Roadway: I-1, I-2, I-6, I-9, I-10, II-2, II-3, II-4 Pedestrian: I-5, I-6, I-7, I-17, I-21, II-1, II-2, II-3 Bicycle: I-1, I-5, I-6, I-7, I-10, II-3, III-1
Base Study		Imagine Hillsborough 2040: Long Range Transportation Plan (LRTP) Hillsborough County Metropolitan Planning Organization (MPO) Adopted: November 2014 / Amended: February 2018	<ul style="list-style-type: none"> Directs federal and state dollars towards transportation projects valued and identified by the public within the geographical boundary of the Hillsborough County MPO Portrays a 20-year vision for the transportation network of Hillsborough County 	Regional, County-wide, City-wide, & Within Westshore Area					Multiple Projects
Base Study		Transportation Improvement Program Hillsborough County Metropolitan Planning Organization (MPO) Multiple Programs	<ul style="list-style-type: none"> Serves as the “short-range” (five-year) component of the MPO’s Long Range Transportation Plan Identifies, prioritizes and allocates funding for regional and local transportation projects within the geographical boundary of the Hillsborough County MPO 	Regional, County-wide, City-wide, & Within Westshore Area					Multiple Projects

Phase		Plan/Study	Content	Applicability	Improvement Type				
					Roadway	Transit	Pedestrian	Bicycle	Project(s)
Base Study		Westshore Mobility Strategy Action Plan Hillsborough County Metropolitan Planning Organization and Westshore Alliance November 2007	<ul style="list-style-type: none"> Prioritizes multimodal transportation investments on Westshore area corridors Strategies and specific project improvements are provided in a logical order of action/progression 	Regional & Within Westshore Area					Multiple Projects
Base Study		Westshore District Public Realm Master Plan Westshore Alliance June 2013	<ul style="list-style-type: none"> Provides a framework strategy for transforming public realm conditions along the Westshore area's six major corridors (West Shore Boulevard, Boy Scout Boulevard, Dale Mabry Highway, Kennedy Boulevard, Cypress Street, and Lois Avenue) into safe, walkable environments for pedestrians, bicyclists, and transit patrons 	Within Westshore Area					Multiple Projects
Base Study		Westshore/West Tampa Street Network – Base Traffic Modeling & Analysis Technical Memorandum City of Tampa April 2017	<ul style="list-style-type: none"> Evaluates future traffic conditions due to socioeconomic growth and impact of FDOT Tampa Bay Next project on roadway network within the Westshore/ West Tampa area and identifies future infrastructure needs to improve traffic operation within the study area 	City-wide & Within Westshore Area					Multiple Projects

Other plans/studies, policies, programs, services, technologies, and data that informed the projects, programs, and policies presented within the Westshore Transportation Action Plan include:

- Himes Avenue Safety Improvements
- St. Petersburg Downtown Master Plan
- The Tampa City Center Plan
- Downtown Transit Assets and Opportunities Study
- TBARTA Multi-Use Trails Regional Priorities
- TBARTA's Support of the SUN Trail Priority Corridors: Southwest Coastal Regional Trail with Coast to Coast Trail
- HART HyperLINK Program
- Vision Zero Hillsborough Action Plan
- Vision Zero Hillsborough Action Plan Interactive Map
- Park and Ride Lots
- Water Taxi/Ferry Service (Cross Bay Ferry Pilot Program)
- Tampa Downtowner
- Connected/Autonomous Vehicles
- TBARTA Transportation Demand Management Programs



APPENDIX B:

Existing Networks

Westshore Transportation Action Plan

Existing Networks



Existing Networks

As part of the existing conditions component of the Westshore Transportation Action Plan, current transportation facilities available to Westshore residents, workers, and visitors were inventoried in terms of their state. The roadway, transit, pedestrian, and bicycle networks that are presented form the backbone of all recommendations identified within the Action Plan. These networks are further analyzed with regards to driver, transit rider, pedestrian, and bicyclist interactions along with available/planned infrastructure in the needs assessment.



Maps of Existing Networks

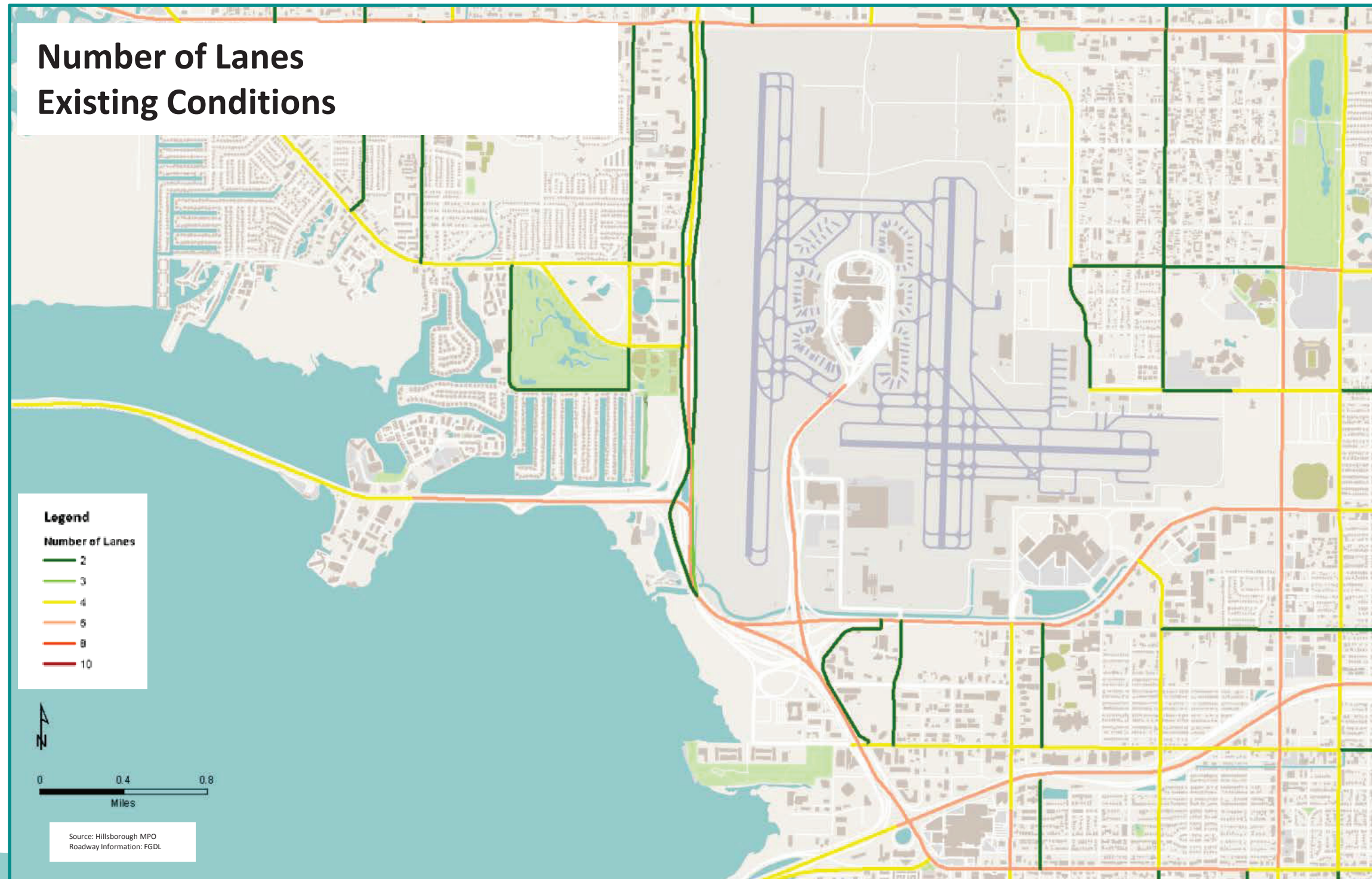
- **Number of Lanes**
- **Functional Classification**
- **Transit Network**
- **Pedestrian Network**
- **Bicycle Network**

Roadway: The maps depicting the number of lanes and functional classification of each road clarified the roadway's purpose in the greater network. This information ensured that improvements recommended would fit the context of the roadway.

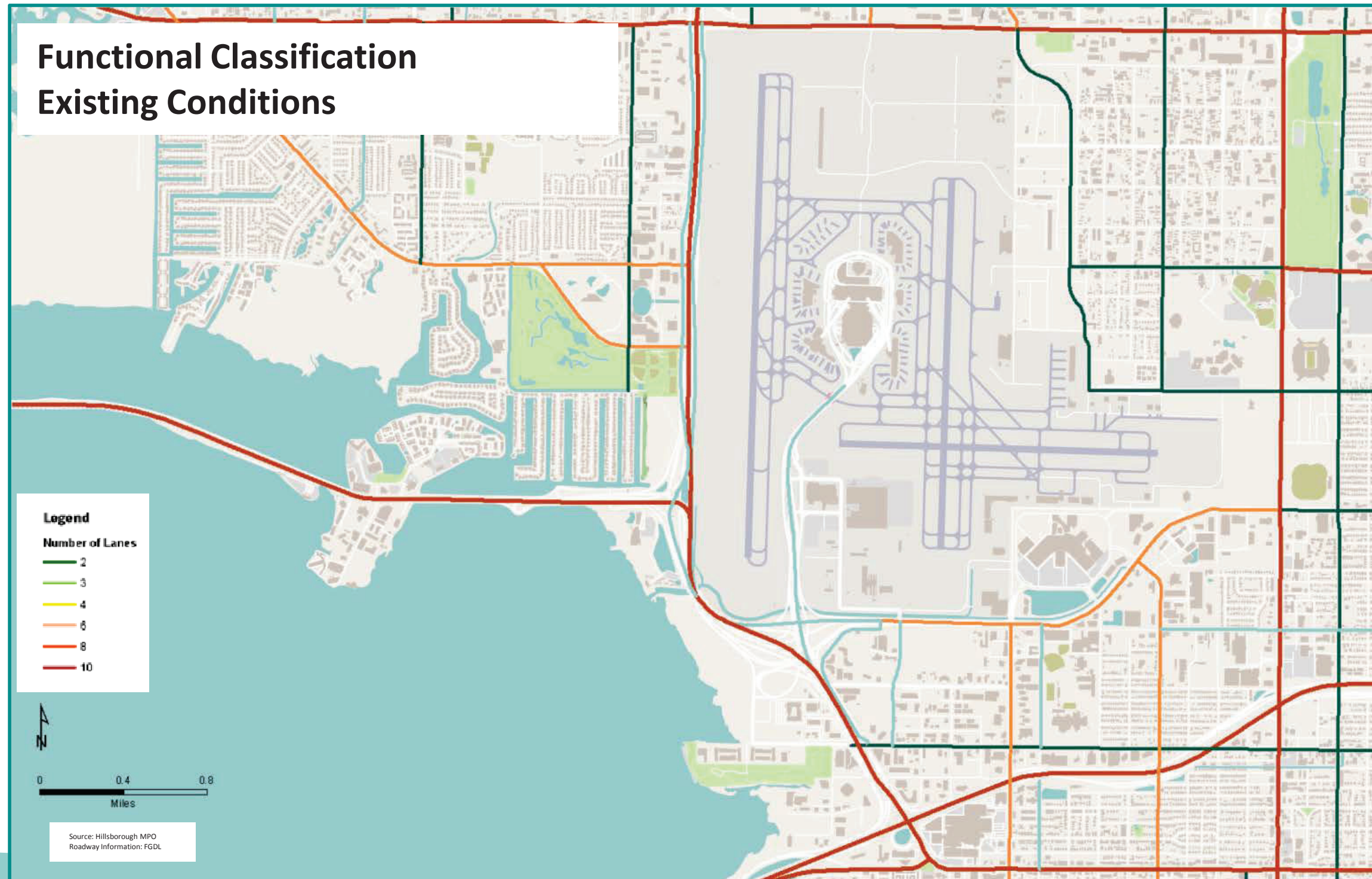
Transit: Information about the transit routes and stops helped build an understanding of the current transit system within the Westshore District.

Pedestrian and Bicycle: The featured pedestrian and bicycle networks aided in identifying gaps and providing a network backbone to base the recommended improvements.

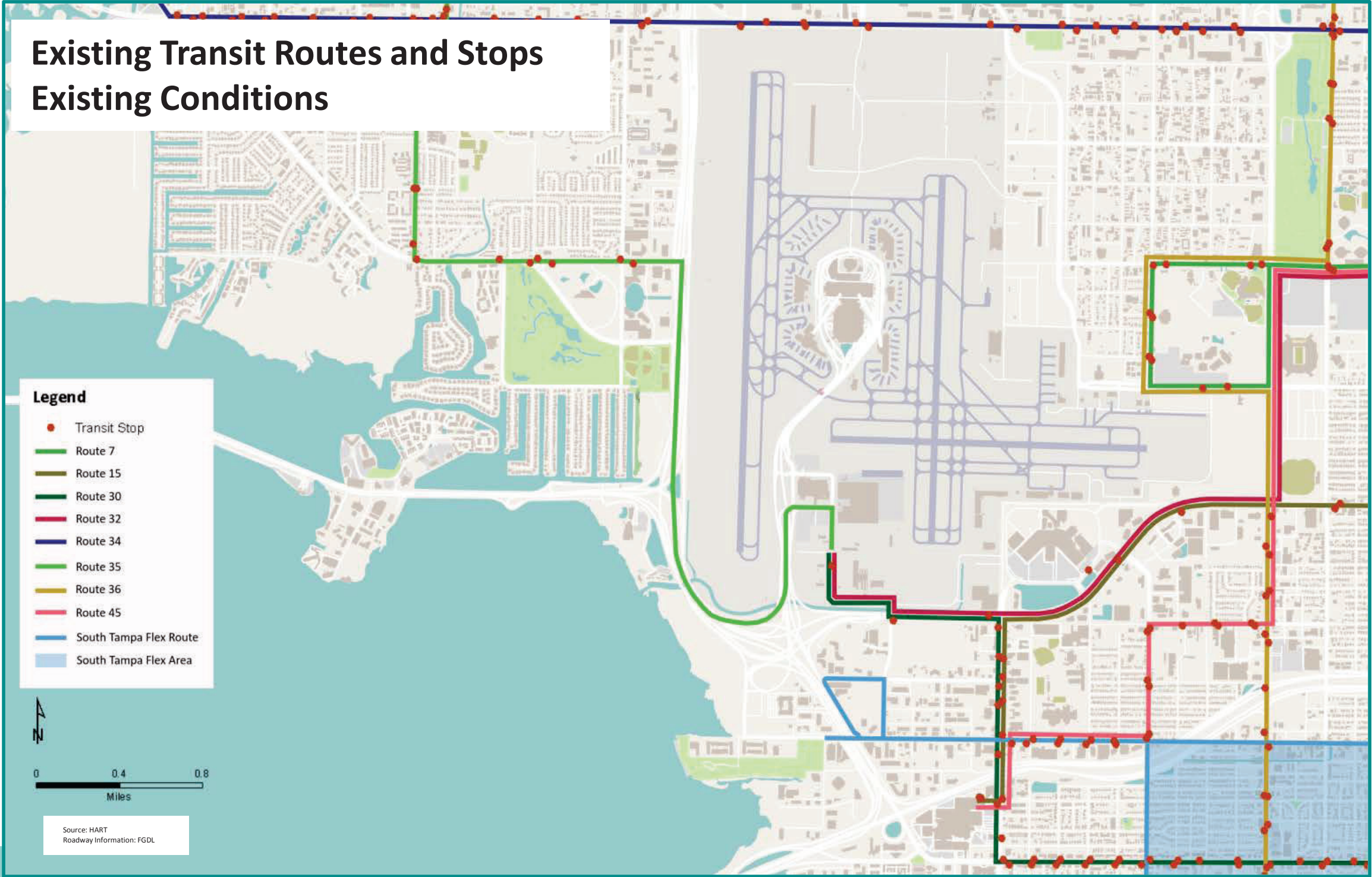
Number of Lanes



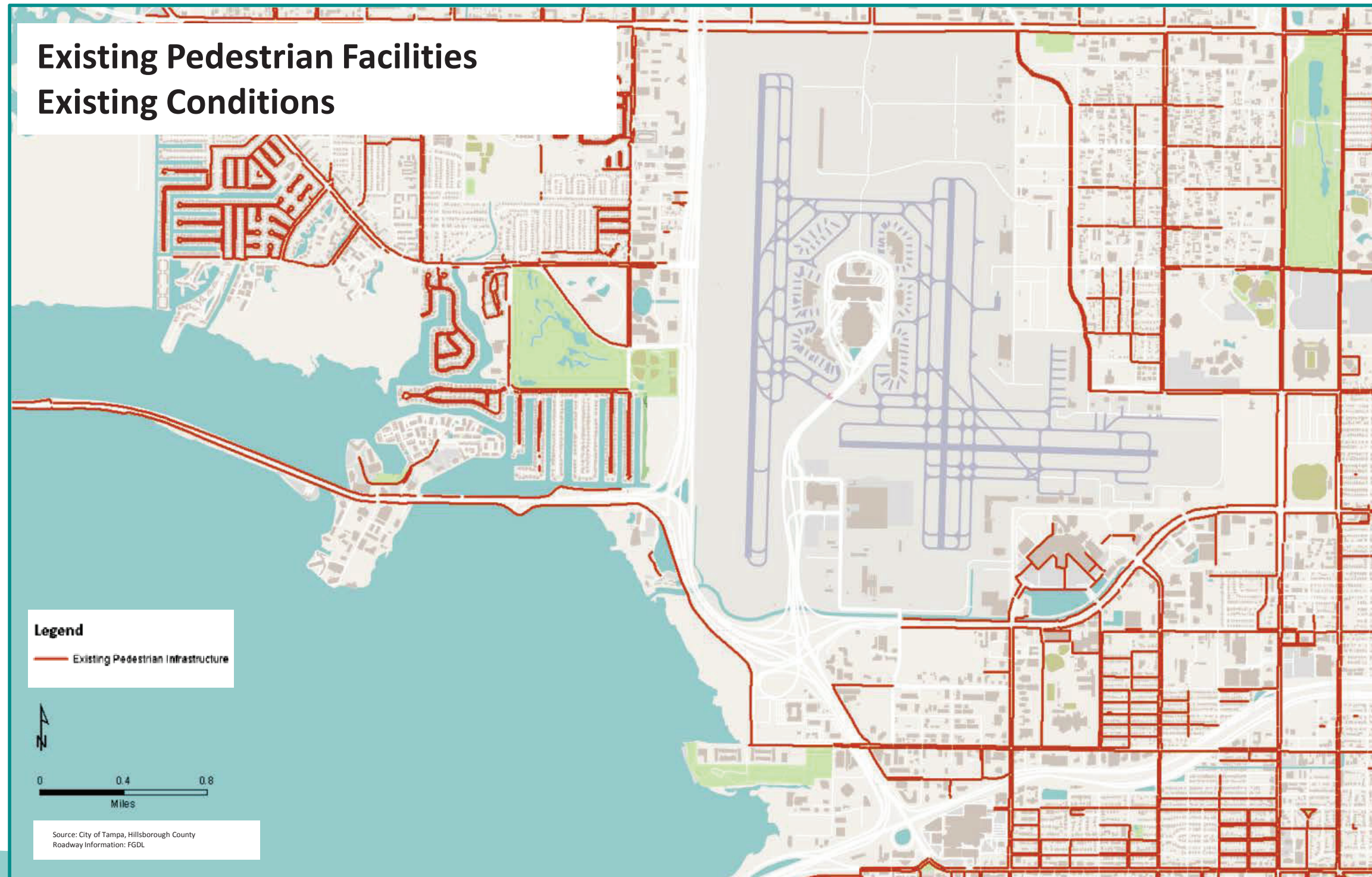
Functional Classification



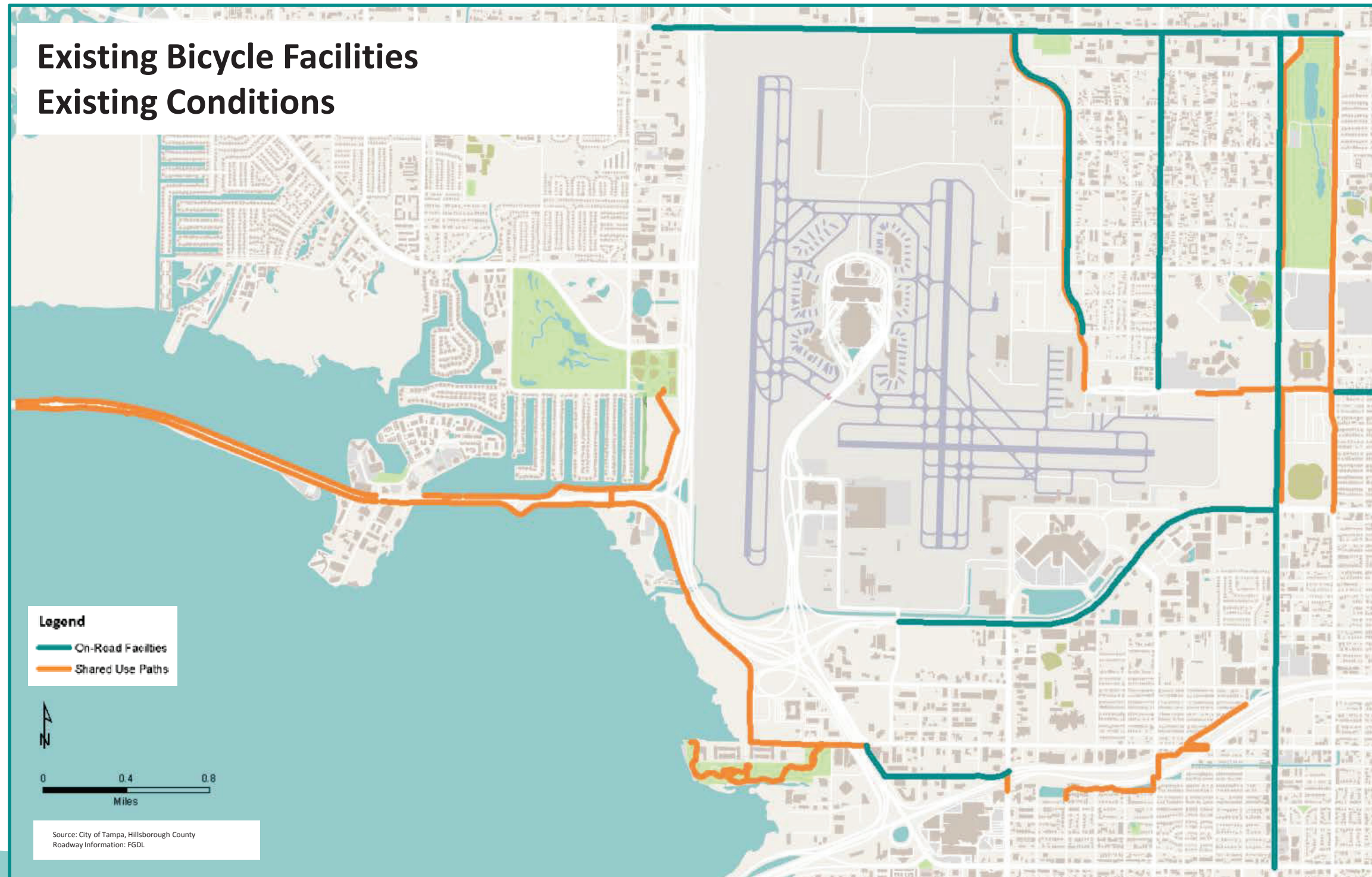
Transit Network



Pedestrian Network



Bicycle Network



APPENDIX C:

Needs Assessment

Westshore Transportation Action Plan

Needs Assessment

Needs Assessment

While the existing conditions component inventoried the current transportation facilities, the needs assessment evaluated how residents, workers, and visitors interact with the transportation resources of the Westshore District. By evaluating vehicle, pedestrian, and bicycle volumes; transit ridership; land uses; and demographics; the Action Plan improvements will pinpoint and address mobility needs of the area.



Components of Needs Assessment

- **Roadway Use**
- **Transit Use**
- **Bicycle and Pedestrian Use**
- **Employment Data**
- **Land Use and Demographics**
- **StreetLight Data Analysis**

Roadway Use: Evaluation of Annual Average Daily Traffic Volumes and Volume to Capacity ratios (comparison of traffic volume to capacity of roadway)

Transit Use: Evaluation of passenger volume at each station in the existing HART bus network

Bicycle and Pedestrian Use: Evaluation of bicycle and pedestrian user volume based on use of STRAVA app

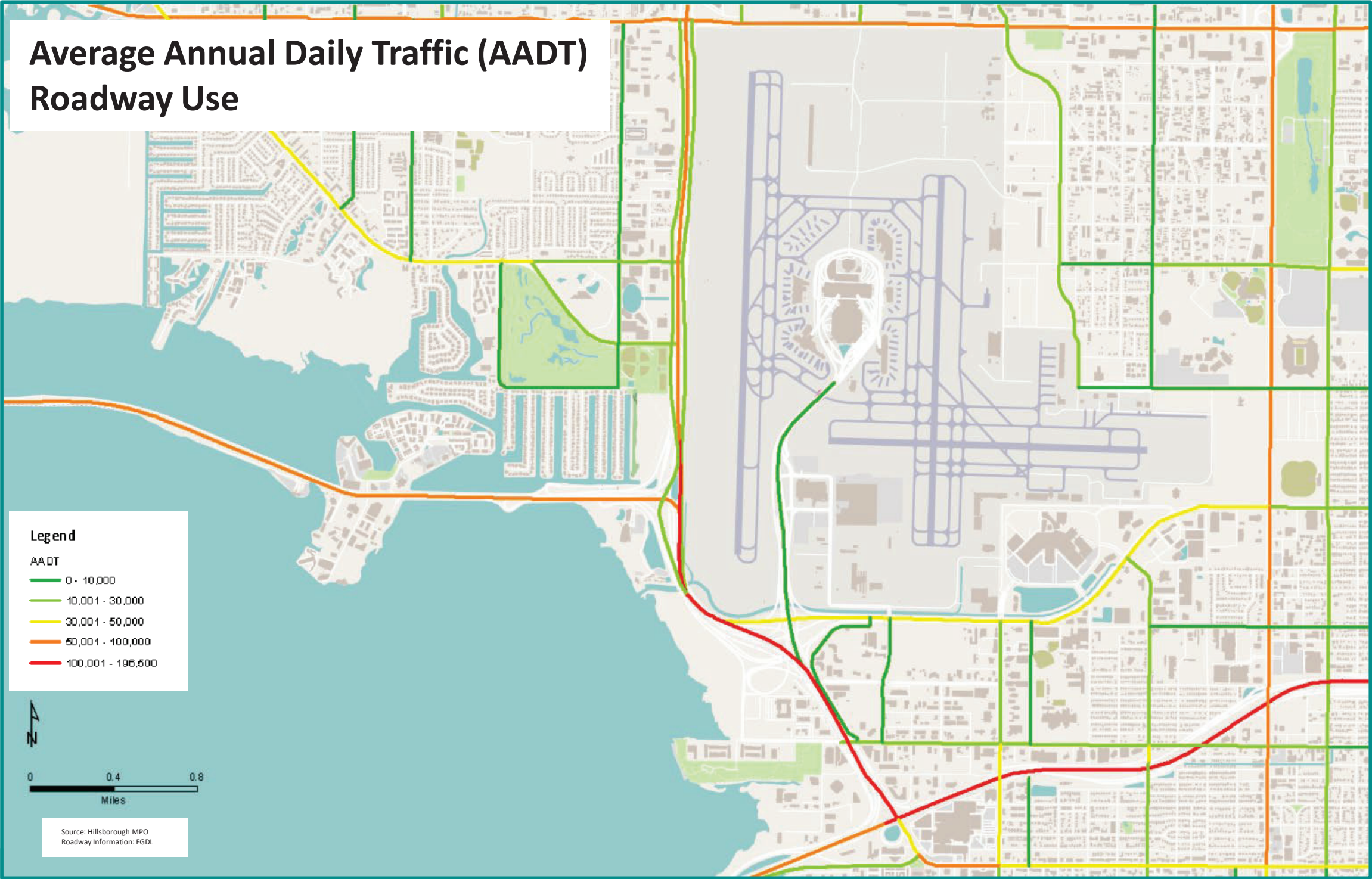
Employment Data: Assessment of where Westshore workers live based on Longitudinal Employer-Household Dynamics data

Land Use: Assessment of existing and future land uses and development either planned or under construction

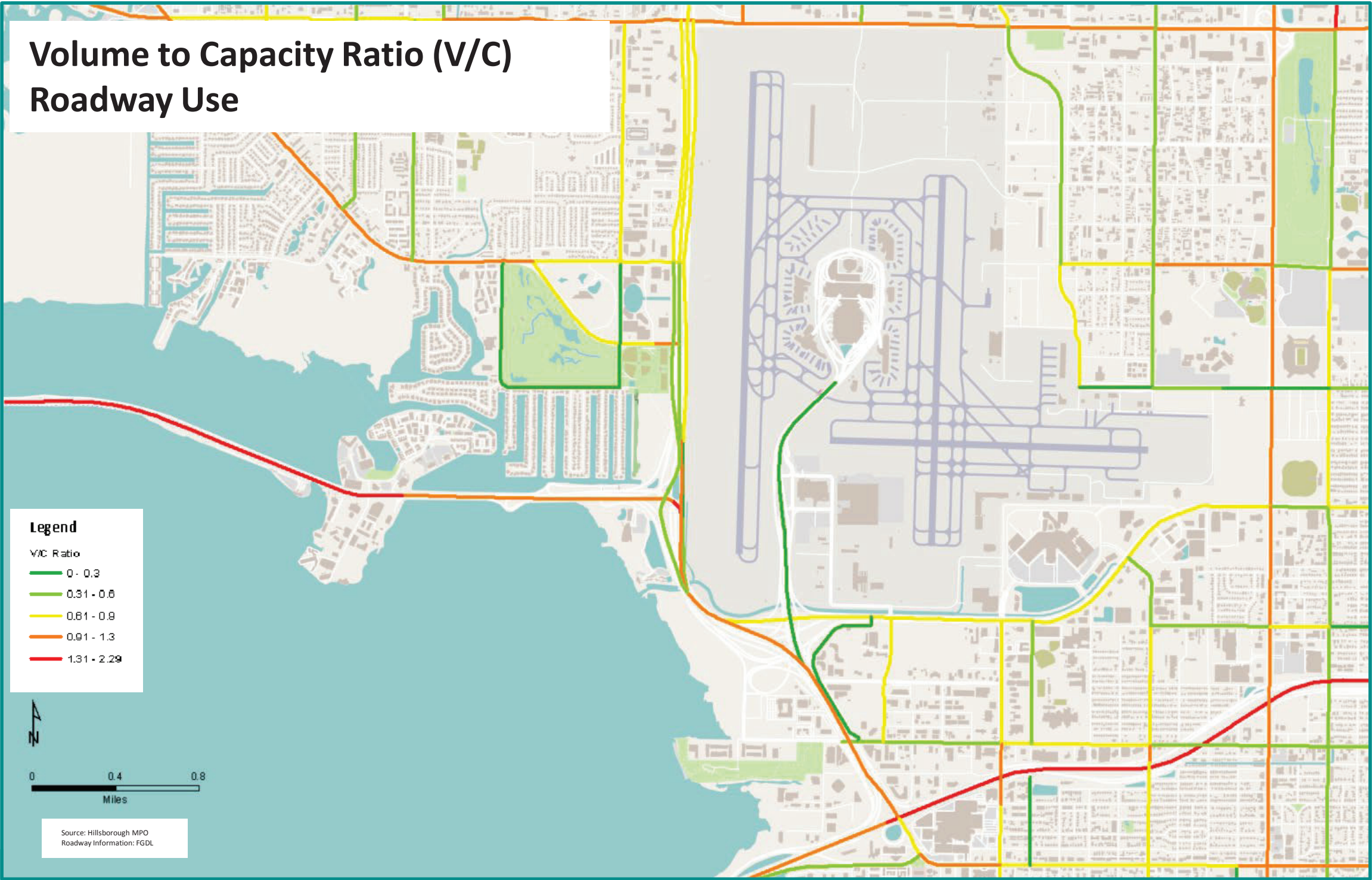
Demographics: Assessment of data presented from 2015 5-year American Community Survey Block Group level

StreetLight Data Analysis: Assessment of GPS data used to understand vehicle flow entering/exiting/circulating Westshore

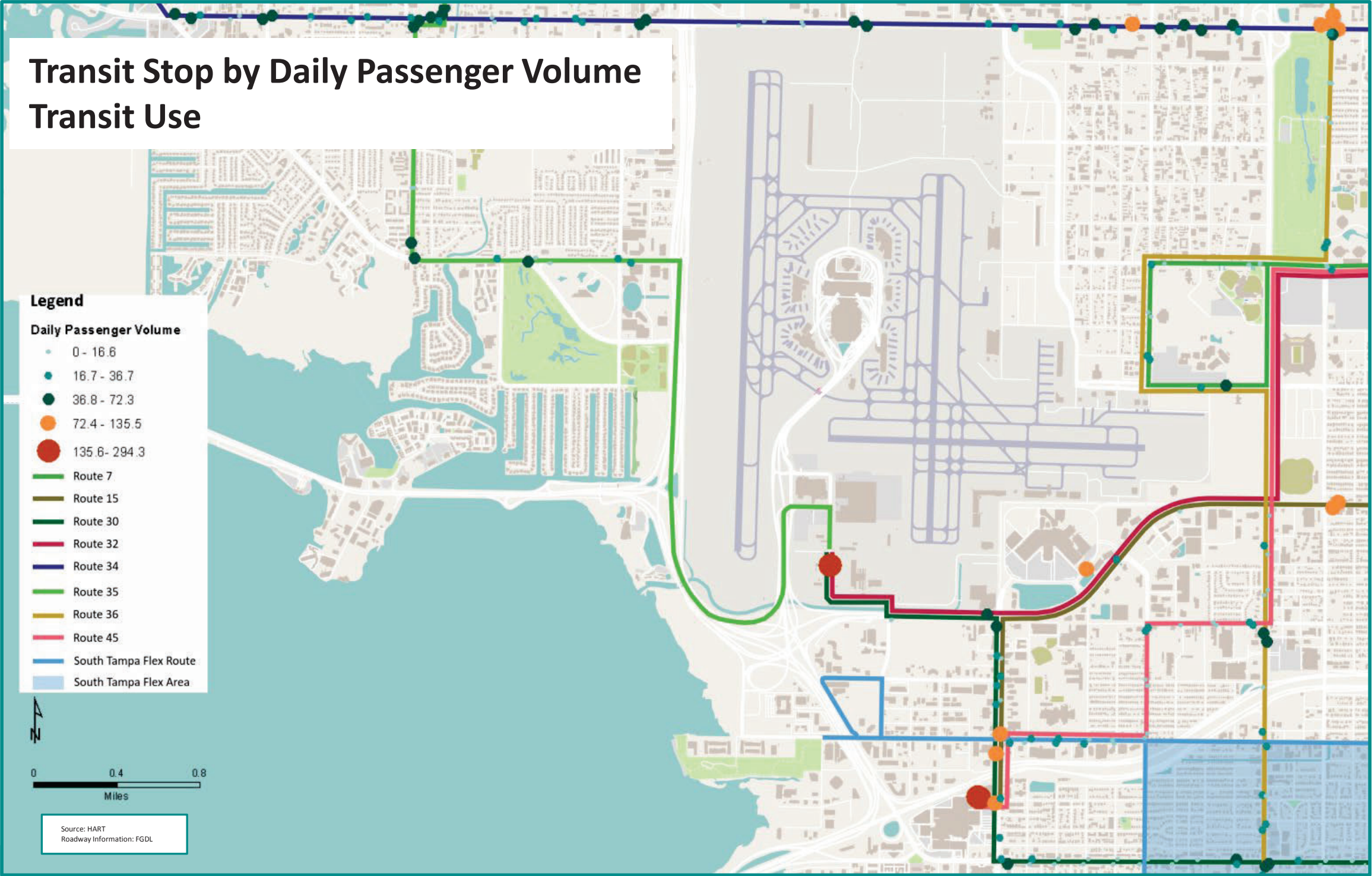
Annual Average Daily Traffic



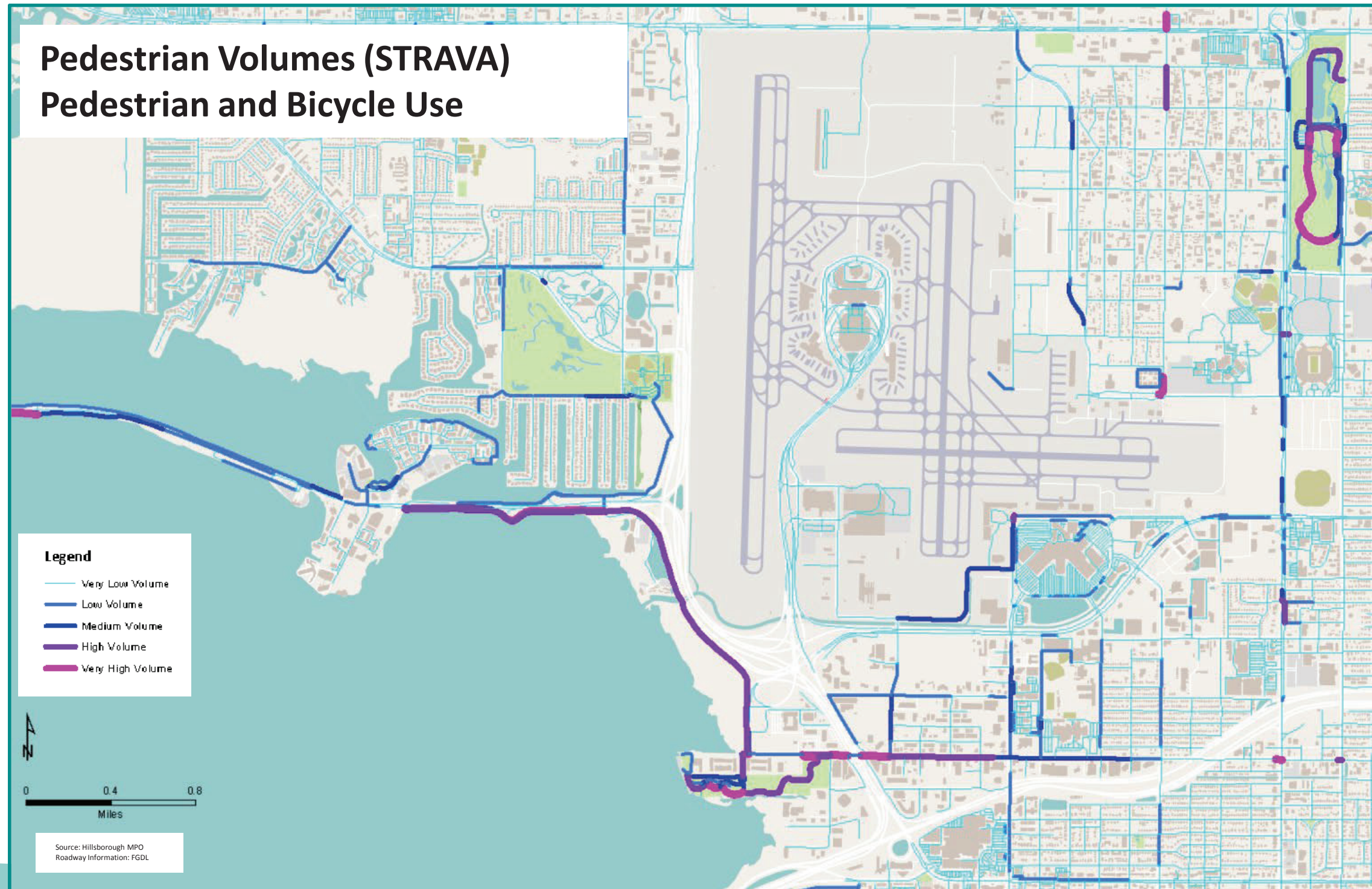
Volume to Capacity Ratio



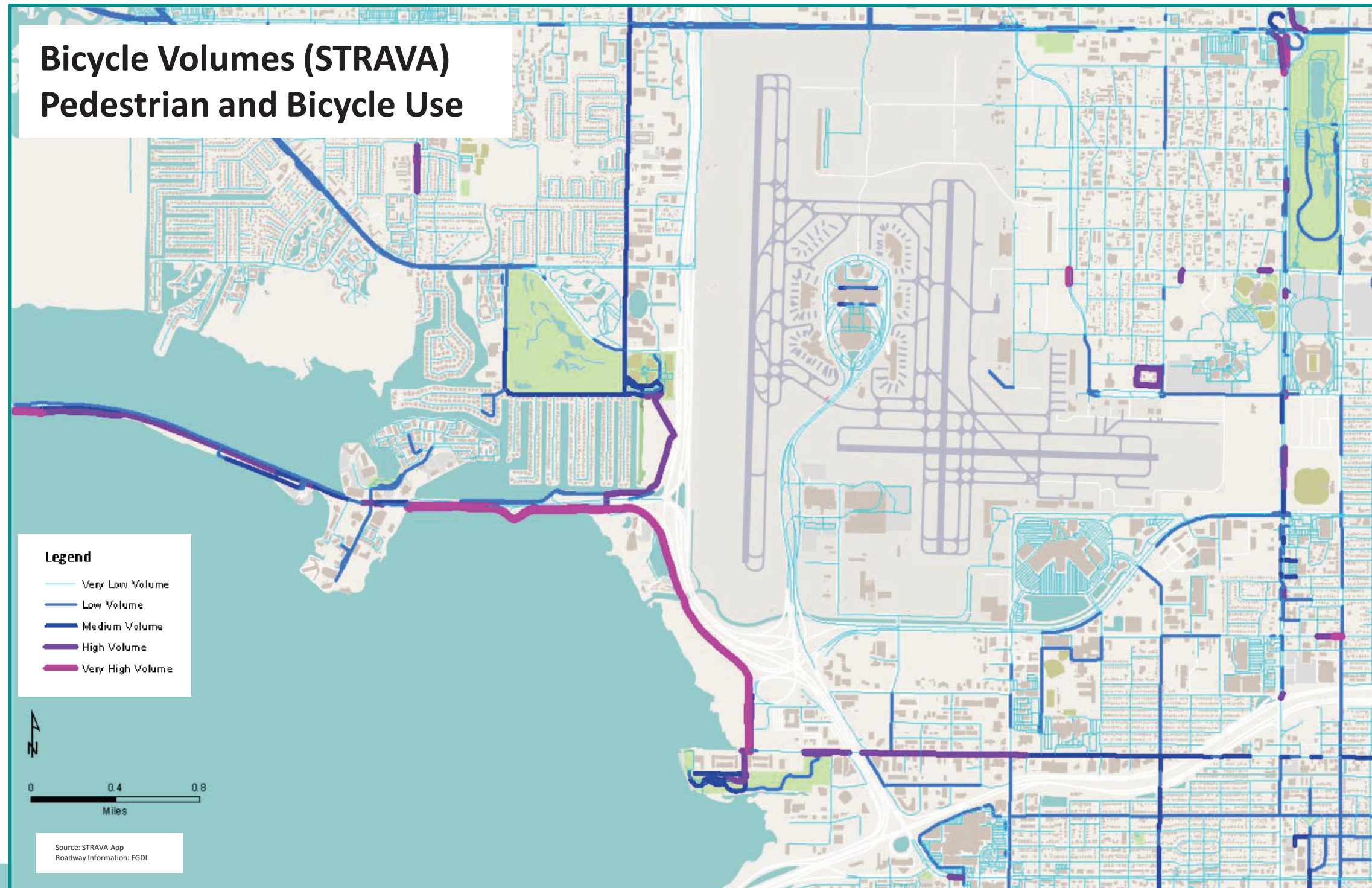
Transit Volumes



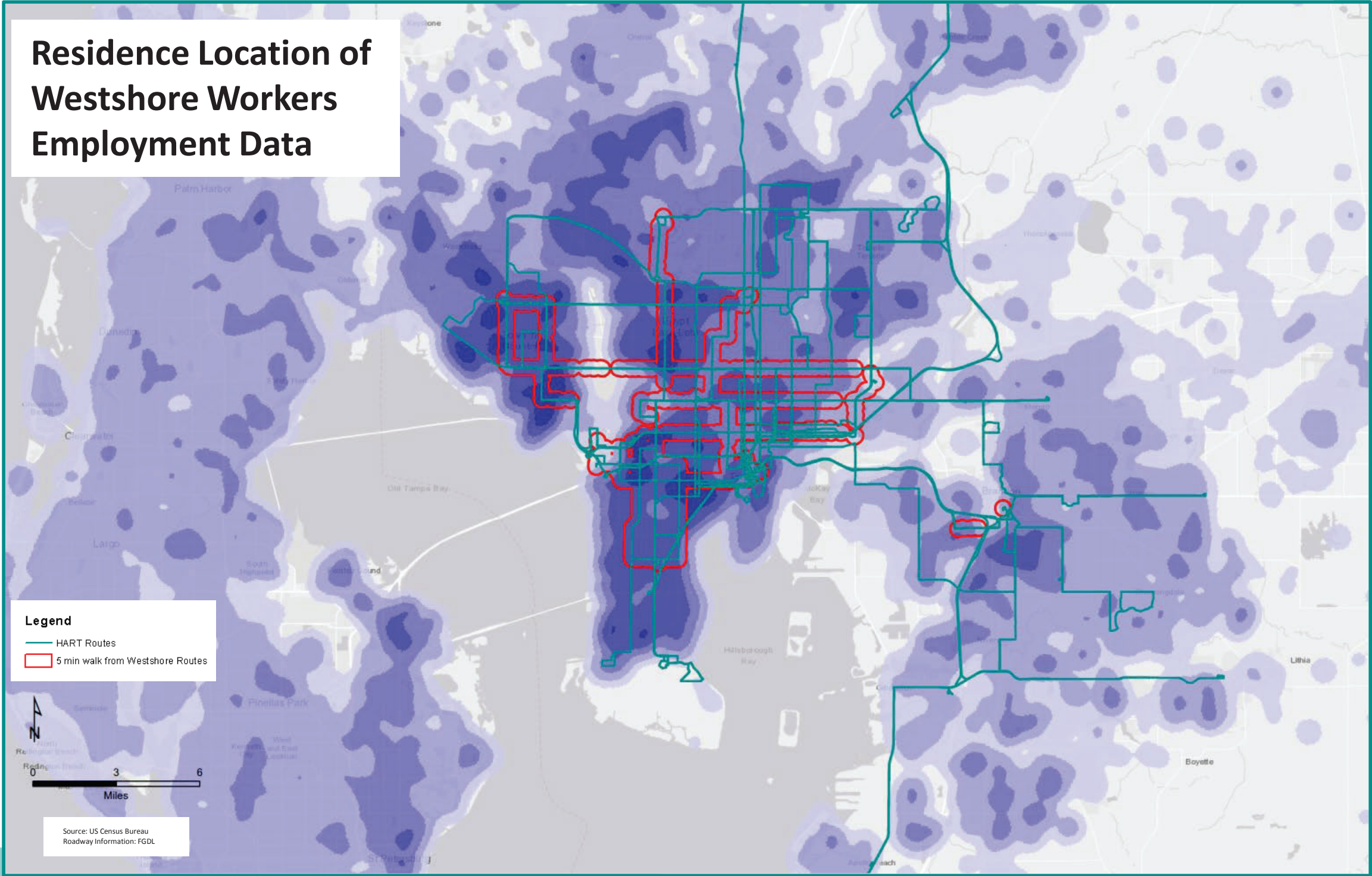
Pedestrian Volumes



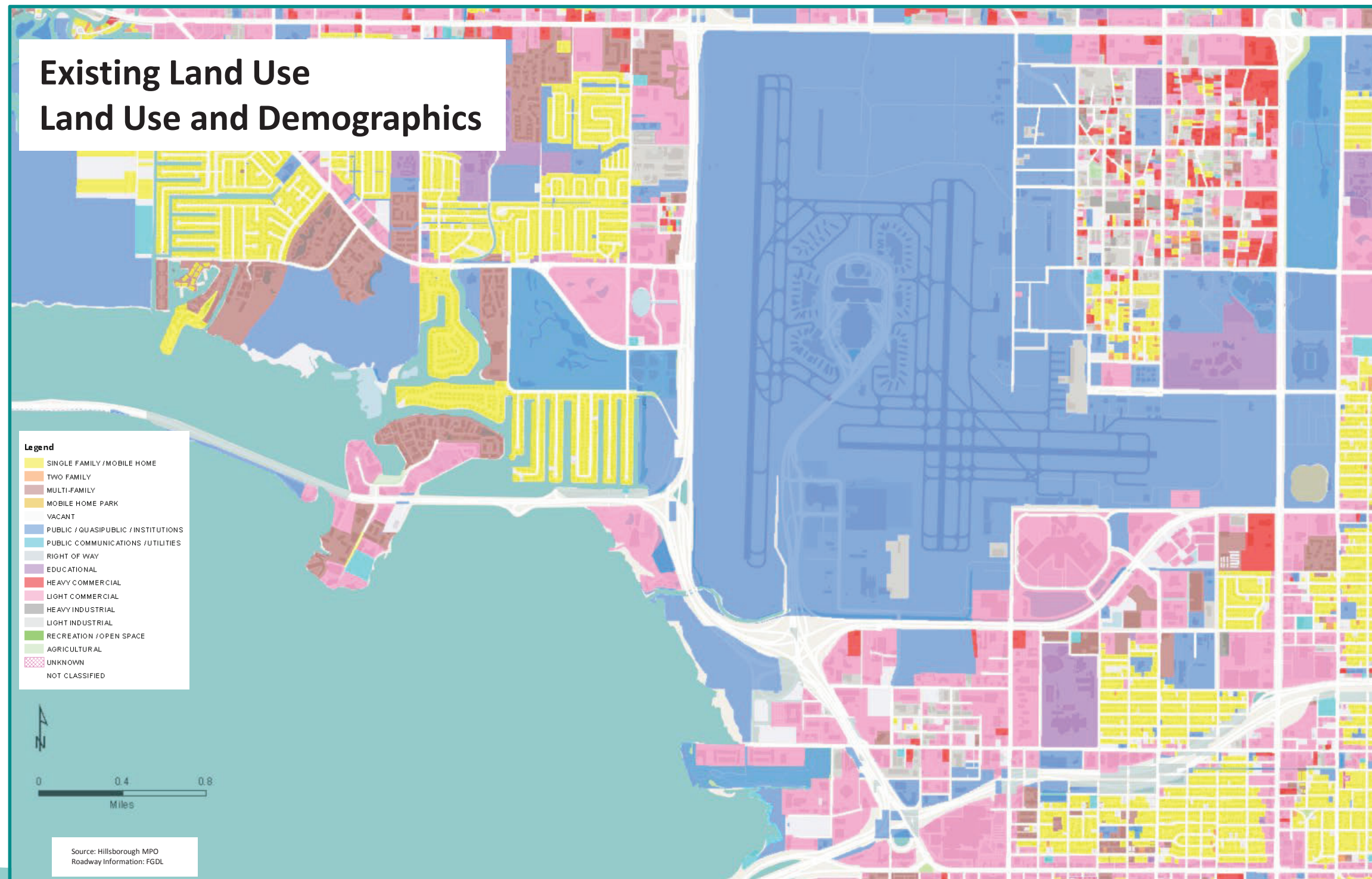
Bicycle Volumes



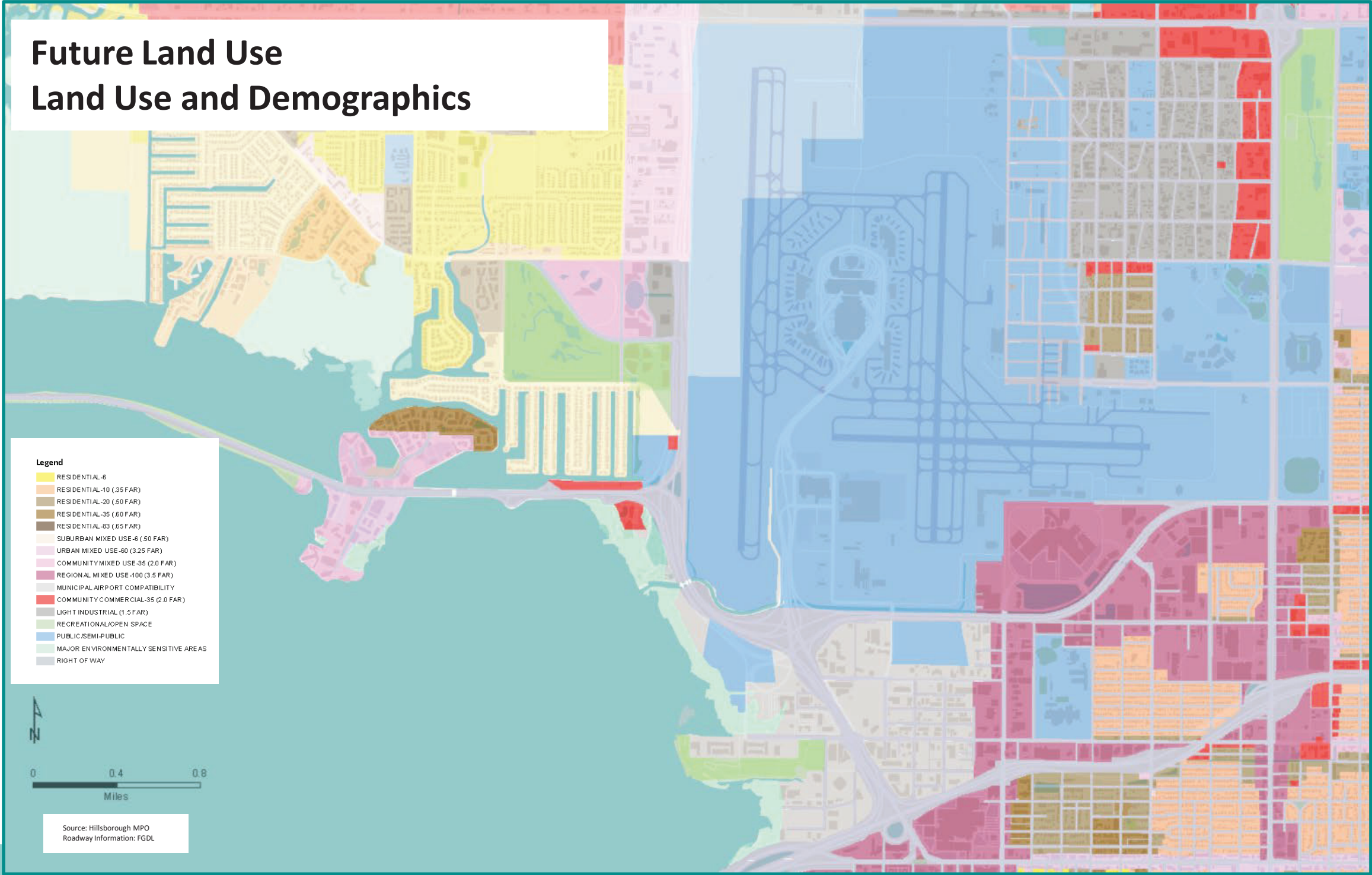
Employment Data



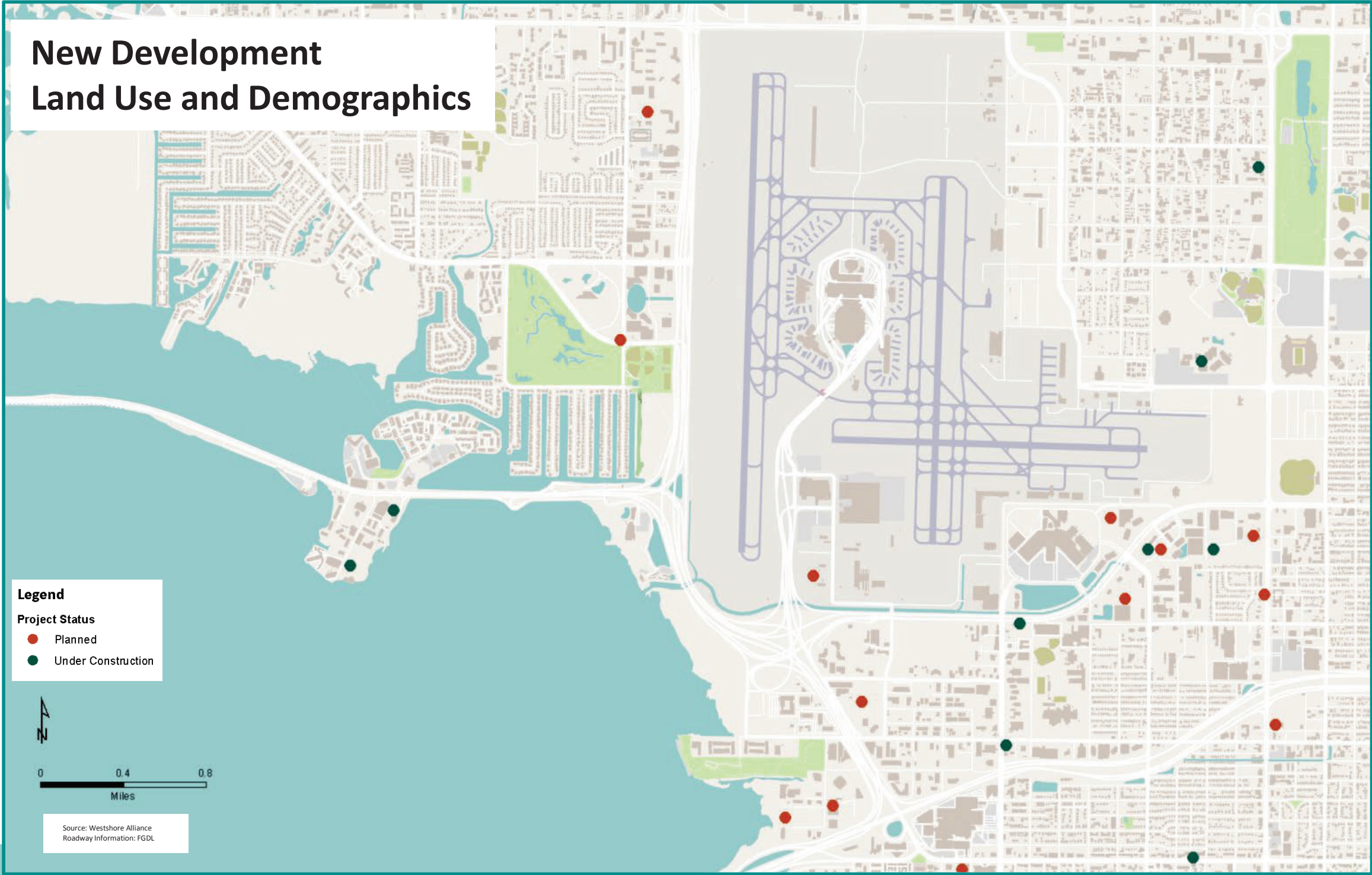
Existing Land Use



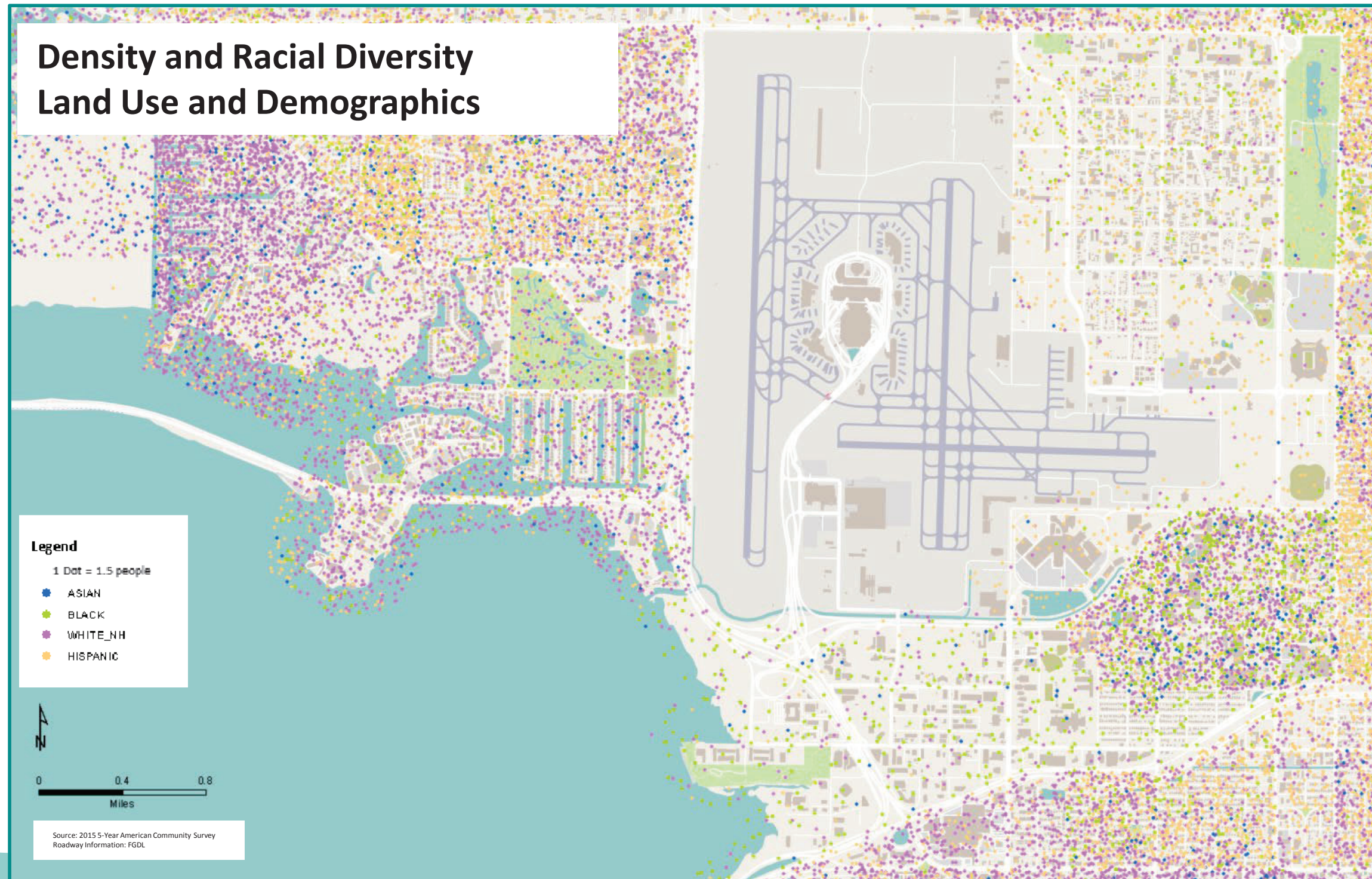
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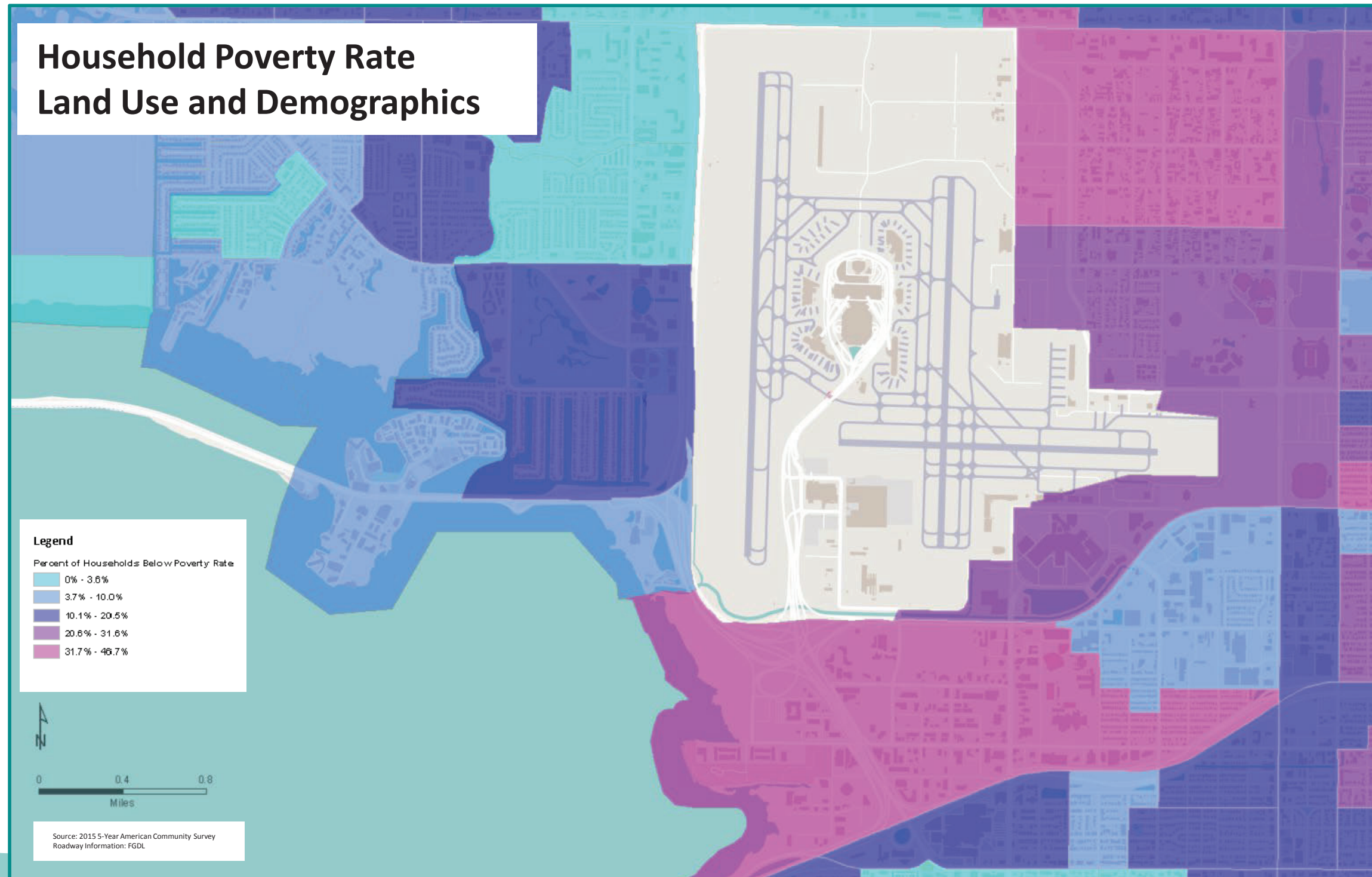
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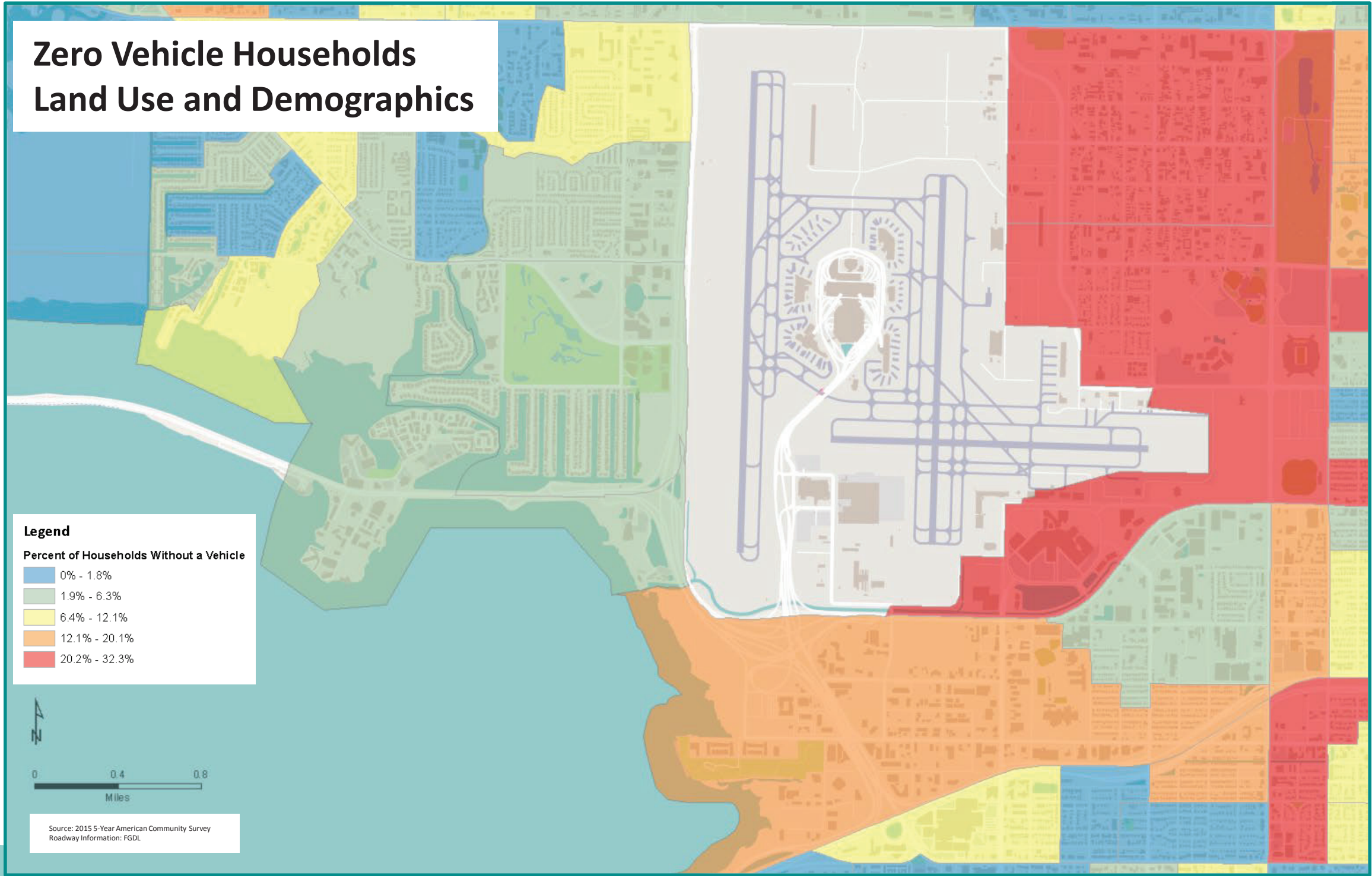
Density and Racial Diversity



Demographics

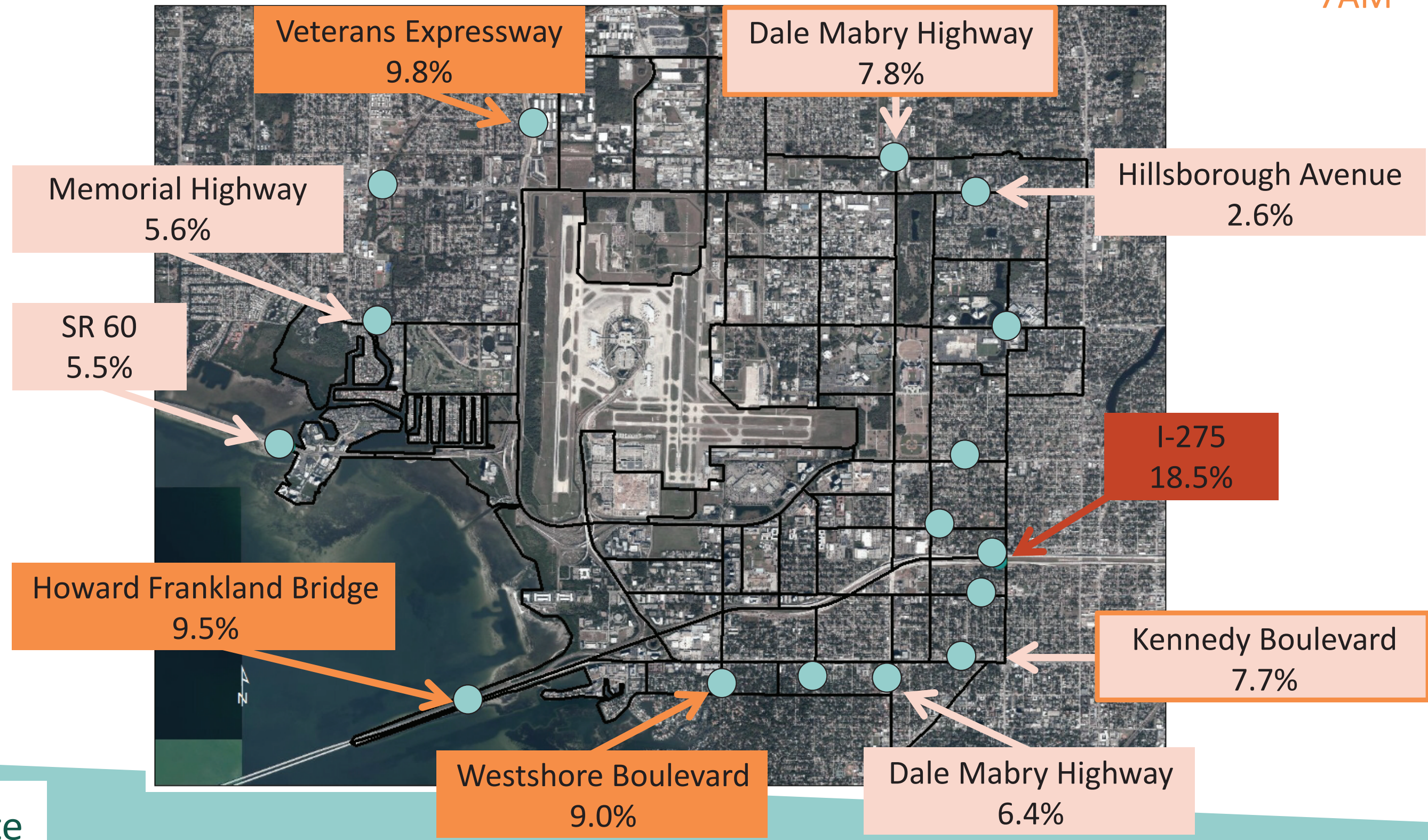


Demographics



StreetLight Data Analysis: Traffic by Gate

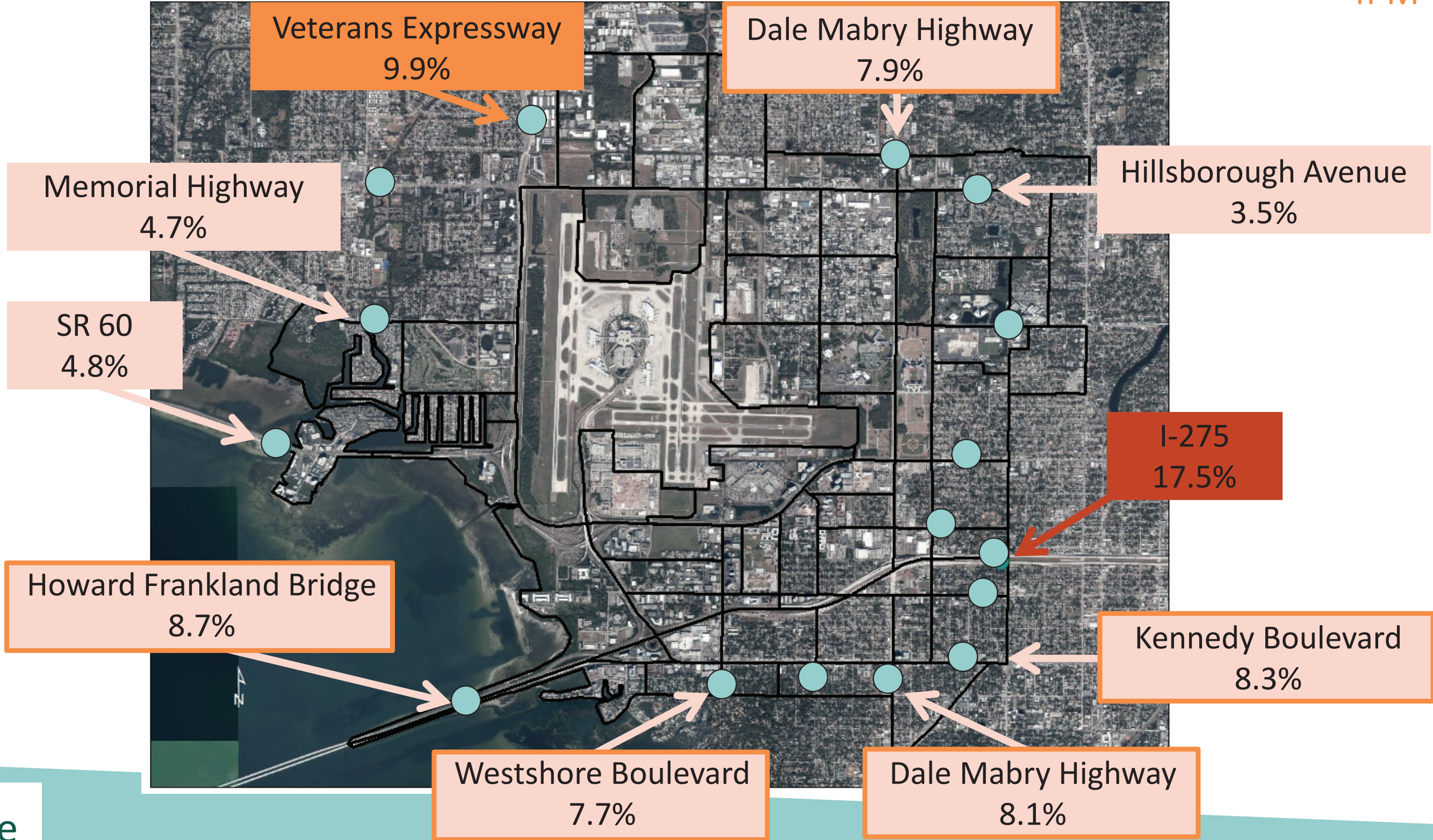
Morning Peak
7AM – 10AM



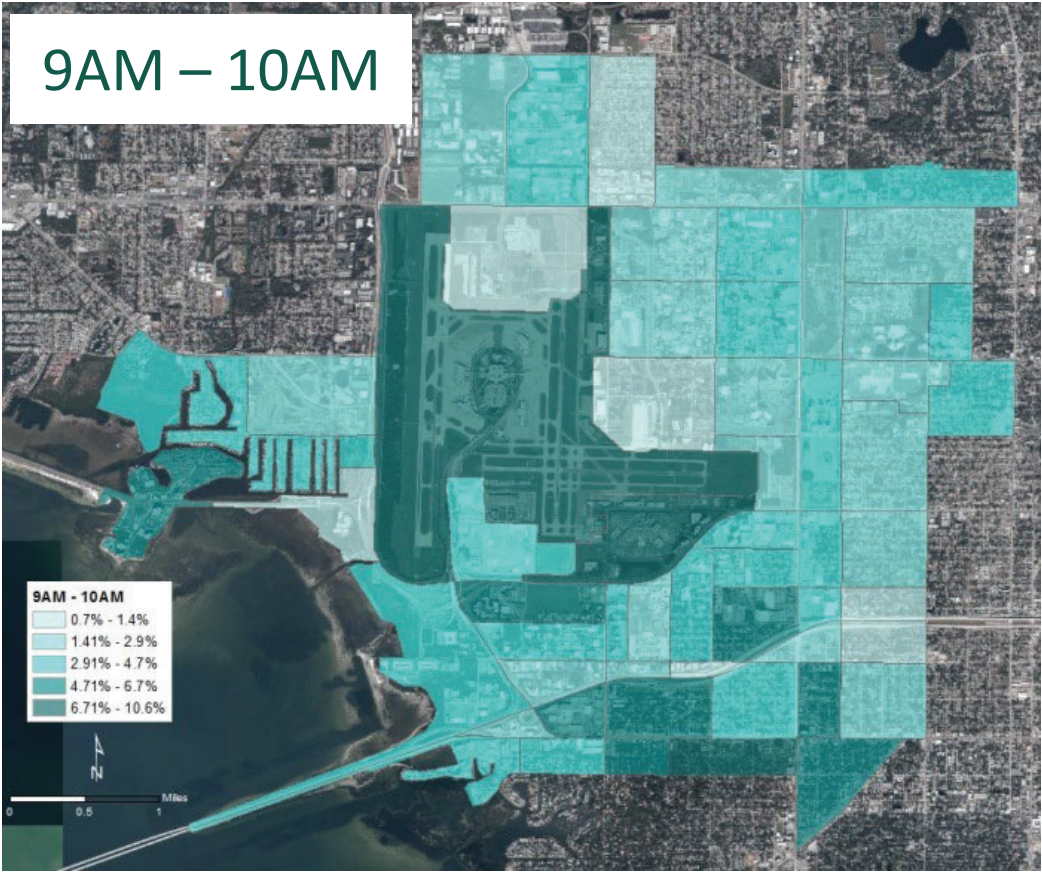
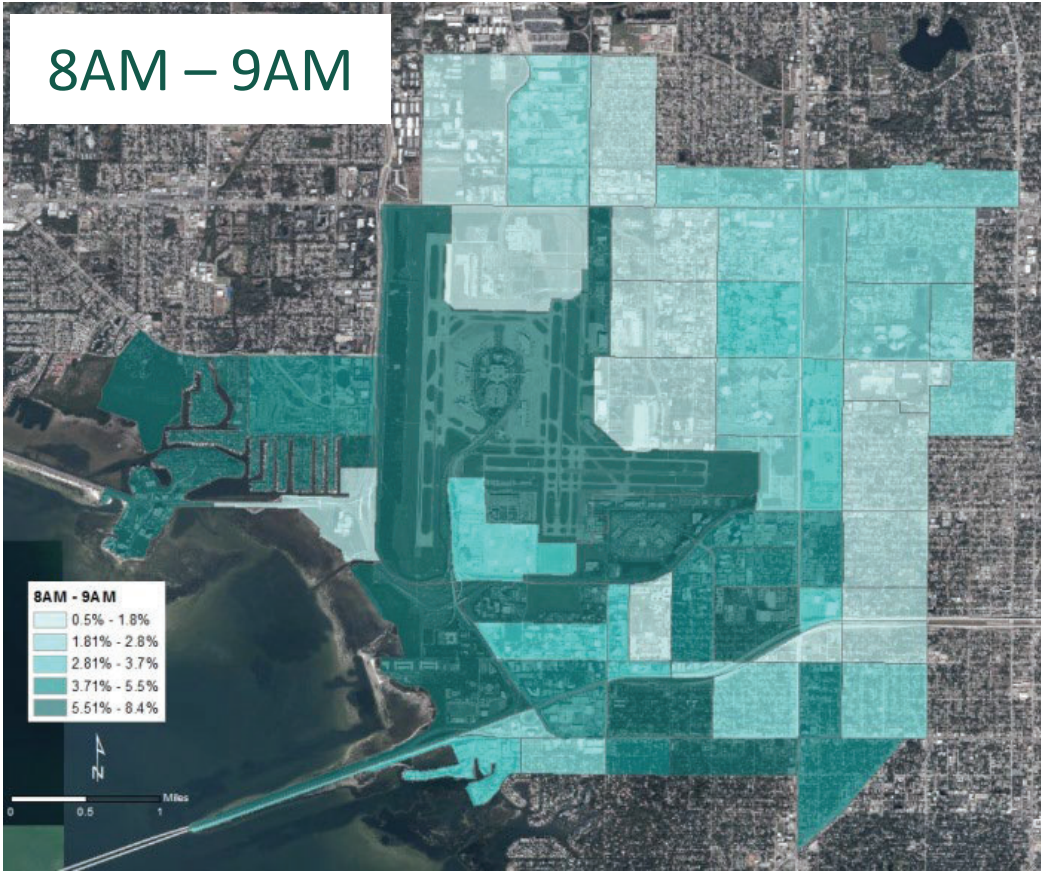
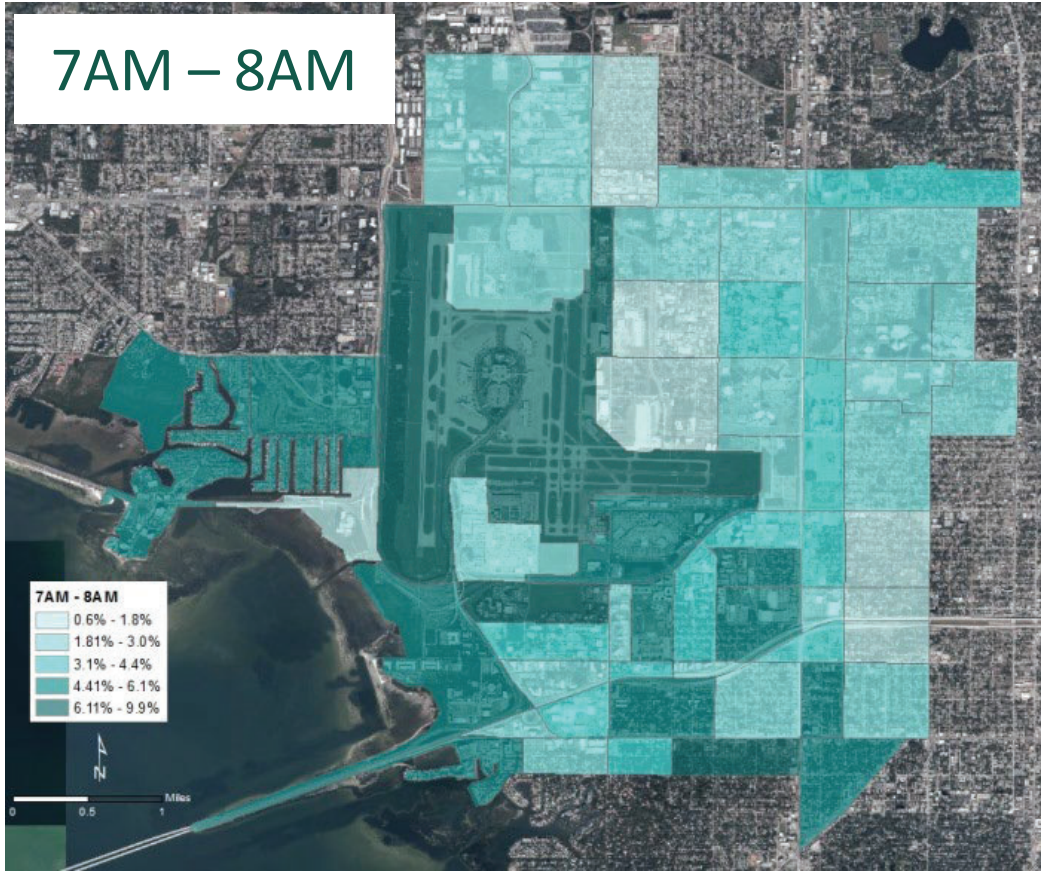
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StreetLight Data Analysis: Traffic by Gate

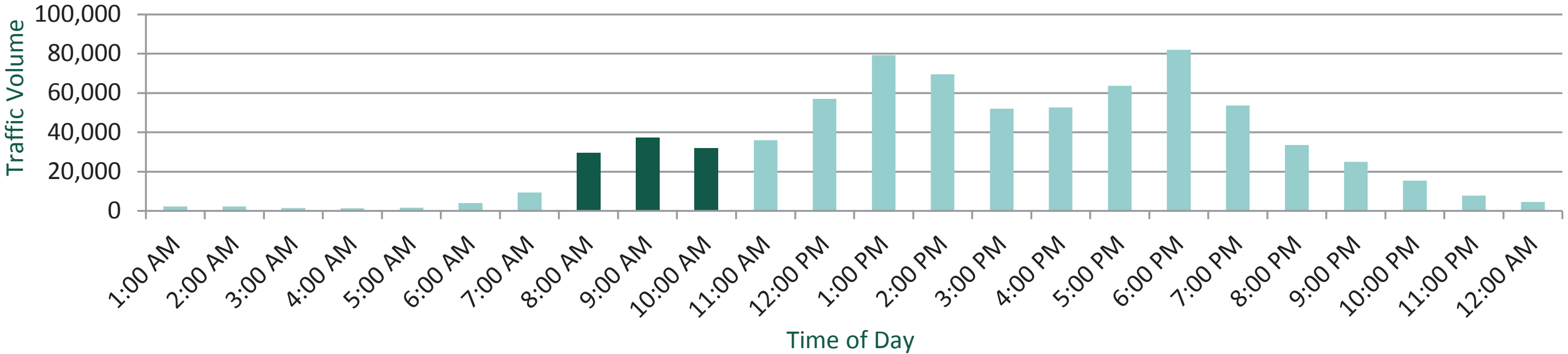
Evening Peak
4PM – 7PM



StreetLight Data Analysis: Westshore TAZ Activity Morning Peak

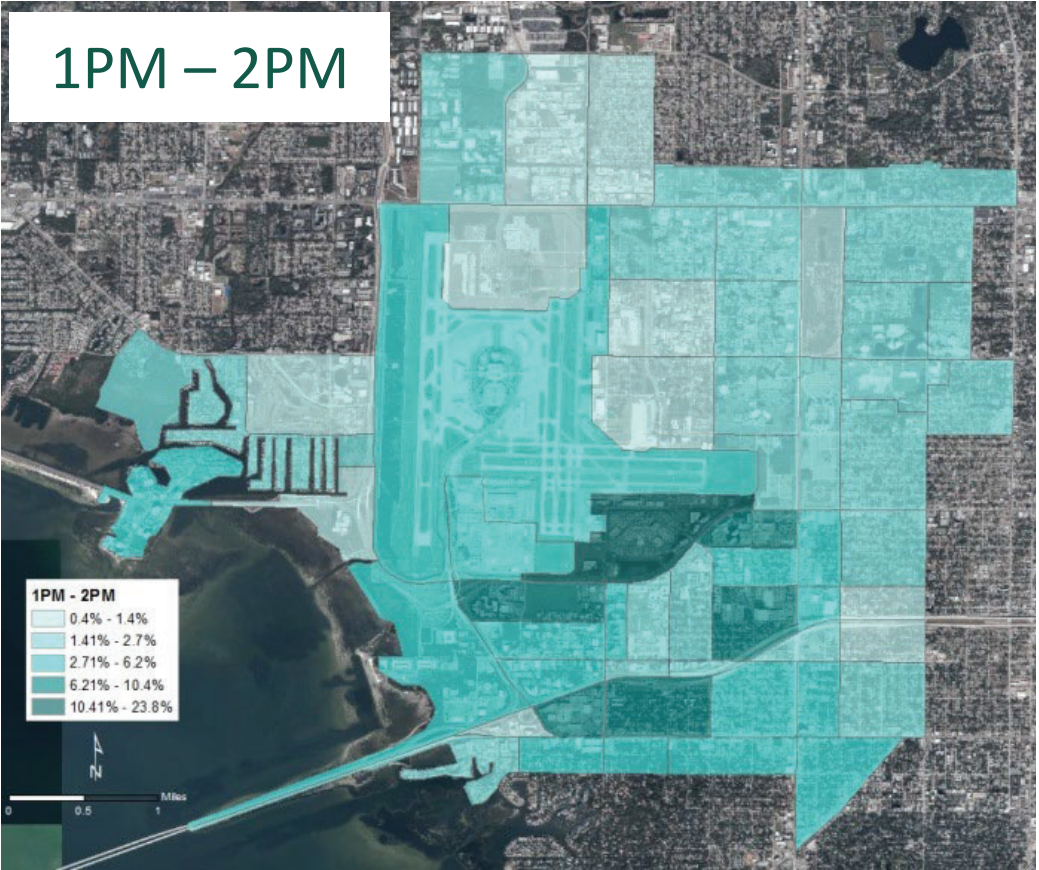
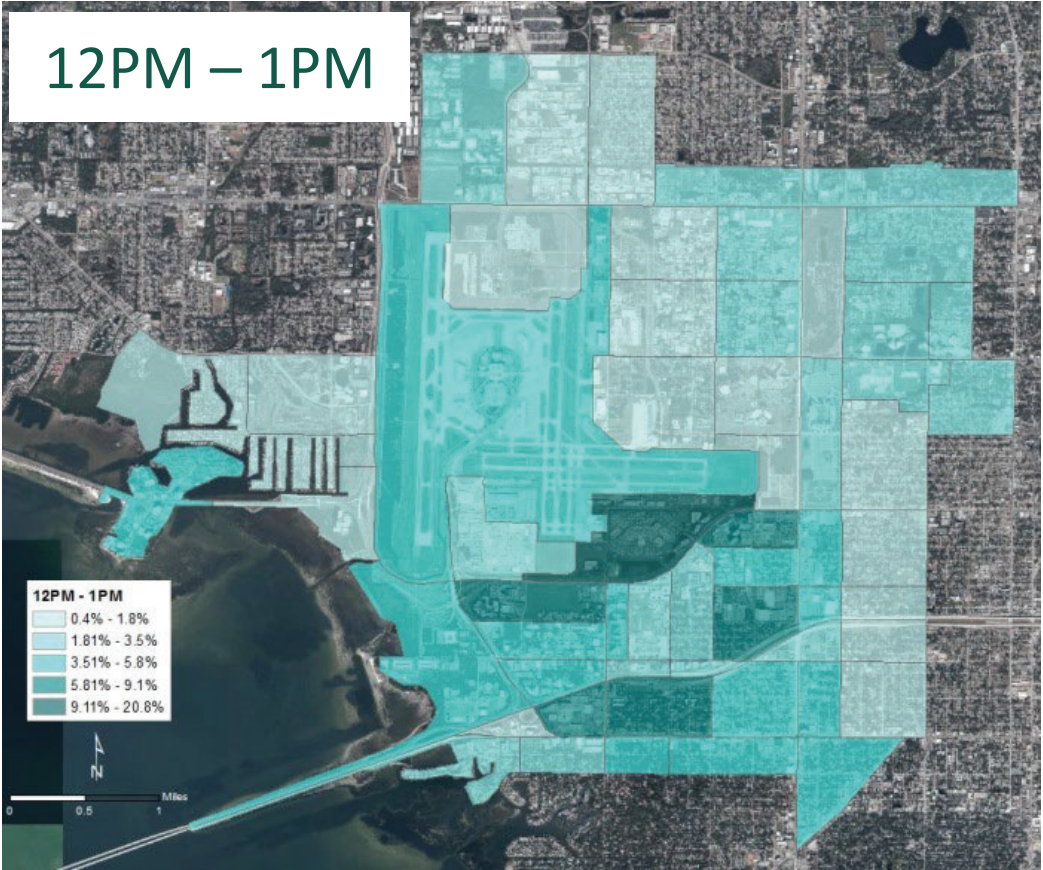
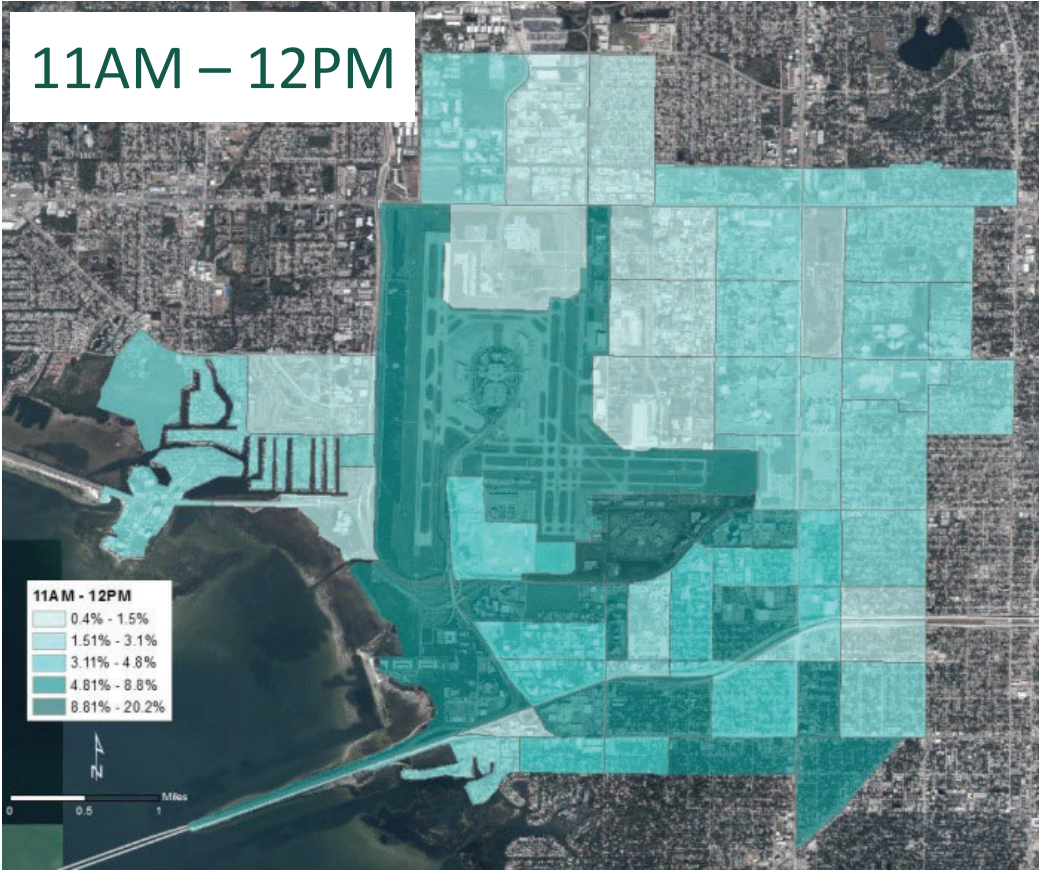


Combined Trip Distribution (Westshore TAZ to Westshore TAZ)

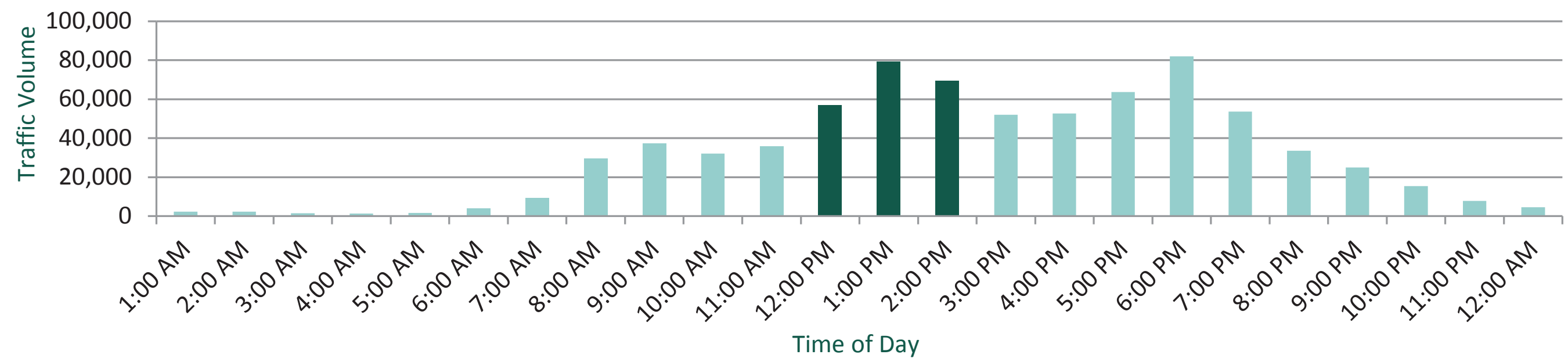


StreetLight Data Analysis: Westshore TAZ Activity

Mid-Day

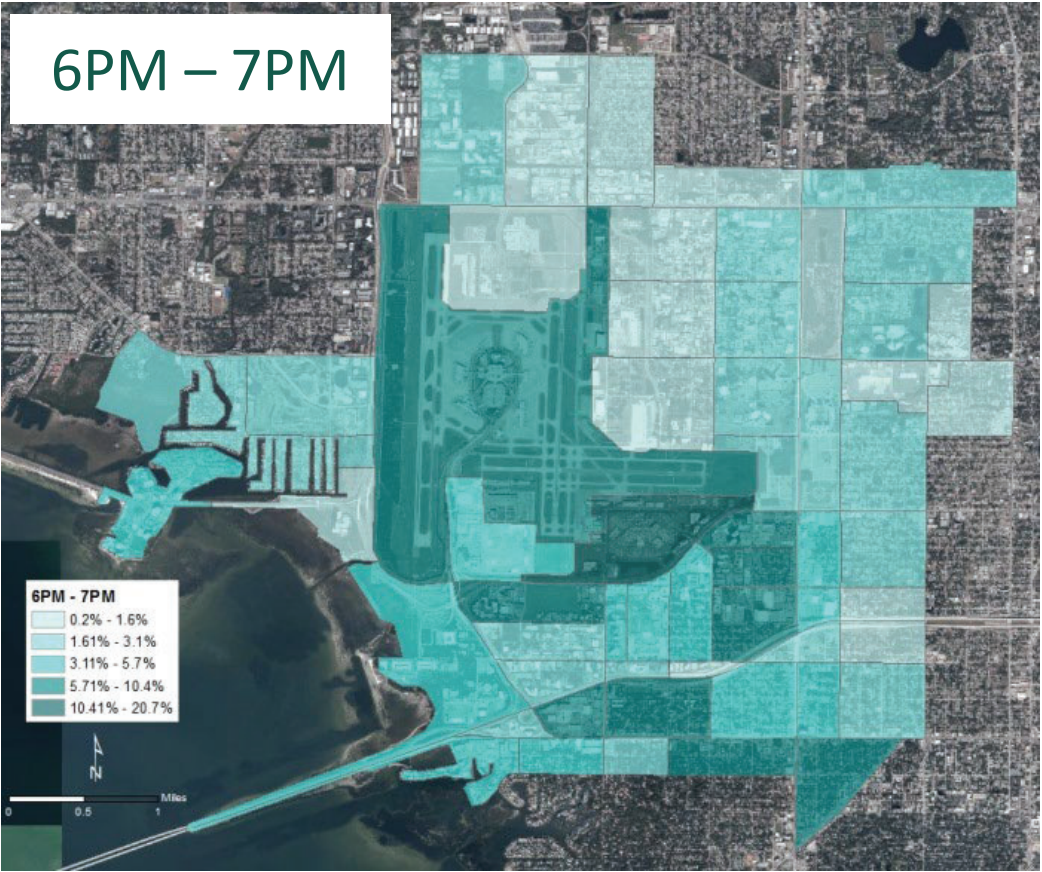
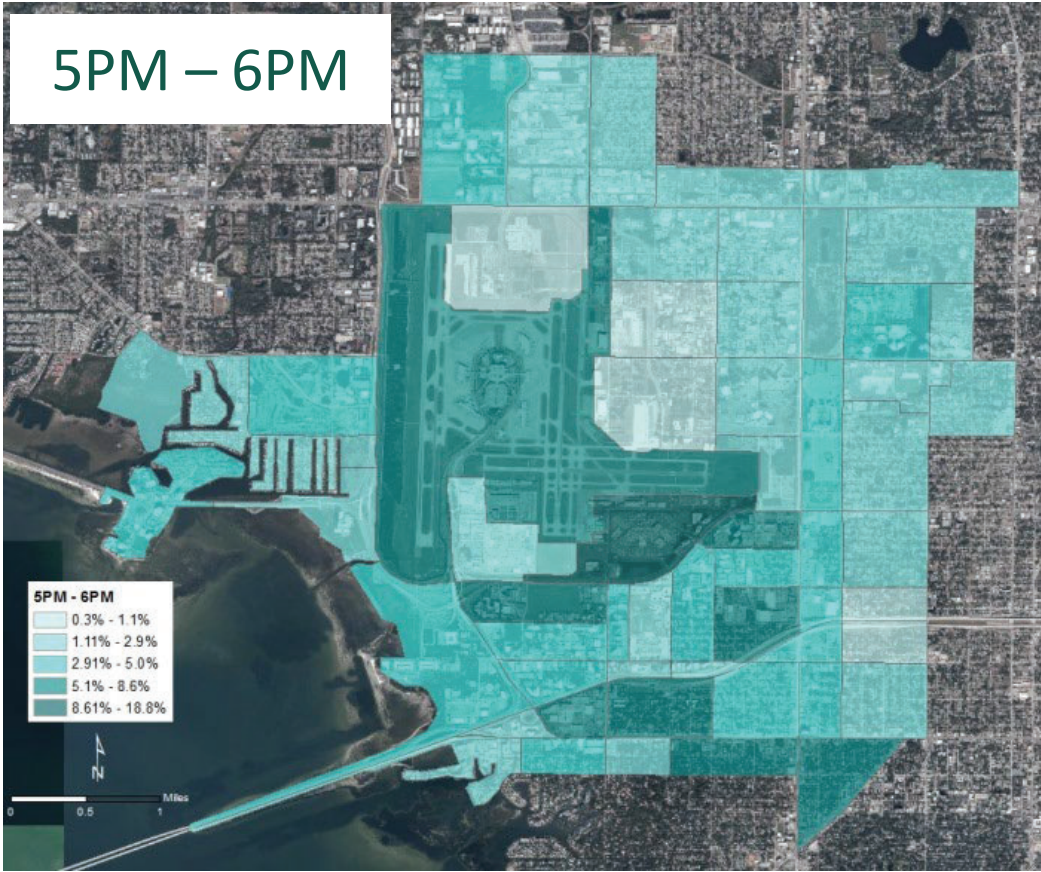
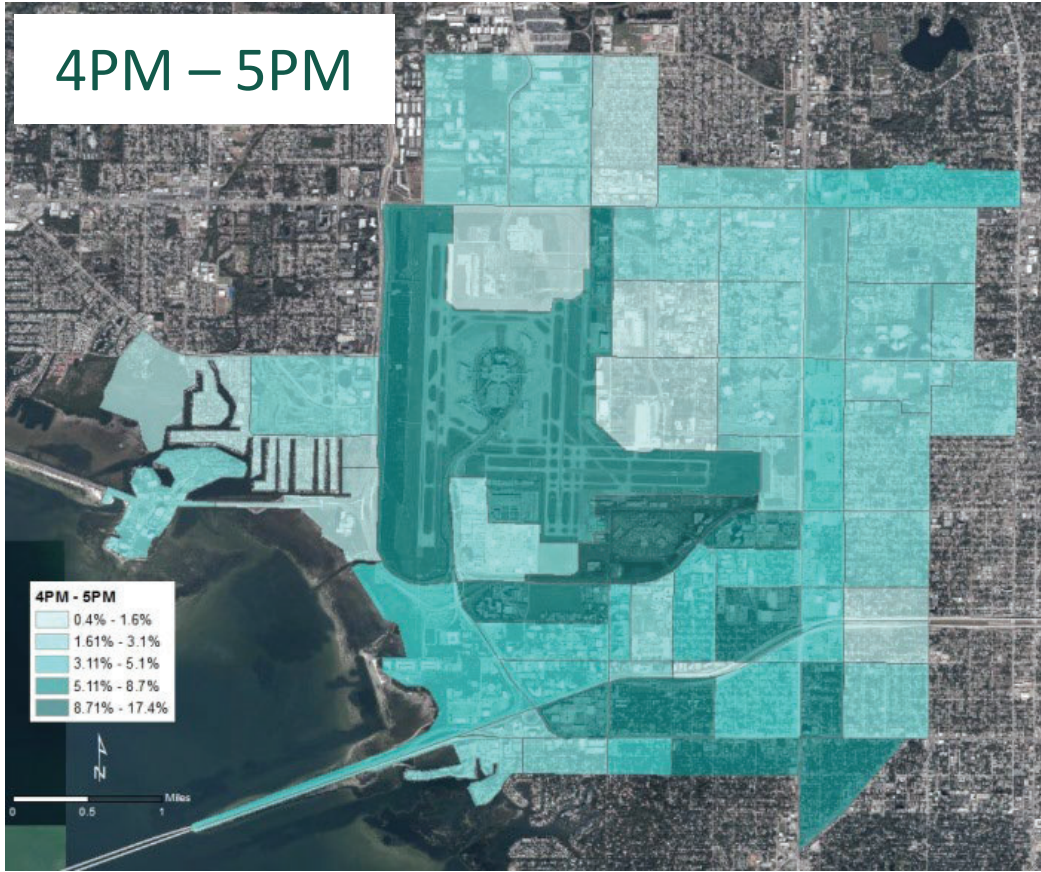


Combined Trip Distribution (Westshore TAZ to Westshore TAZ)

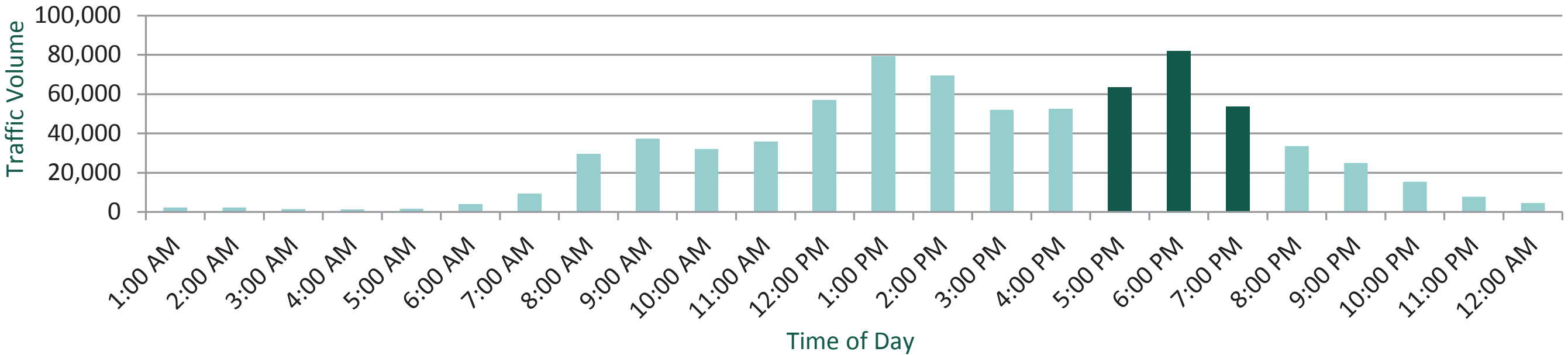


StreetLight Data Analysis: Westshore TAZ Activity

Evening Peak

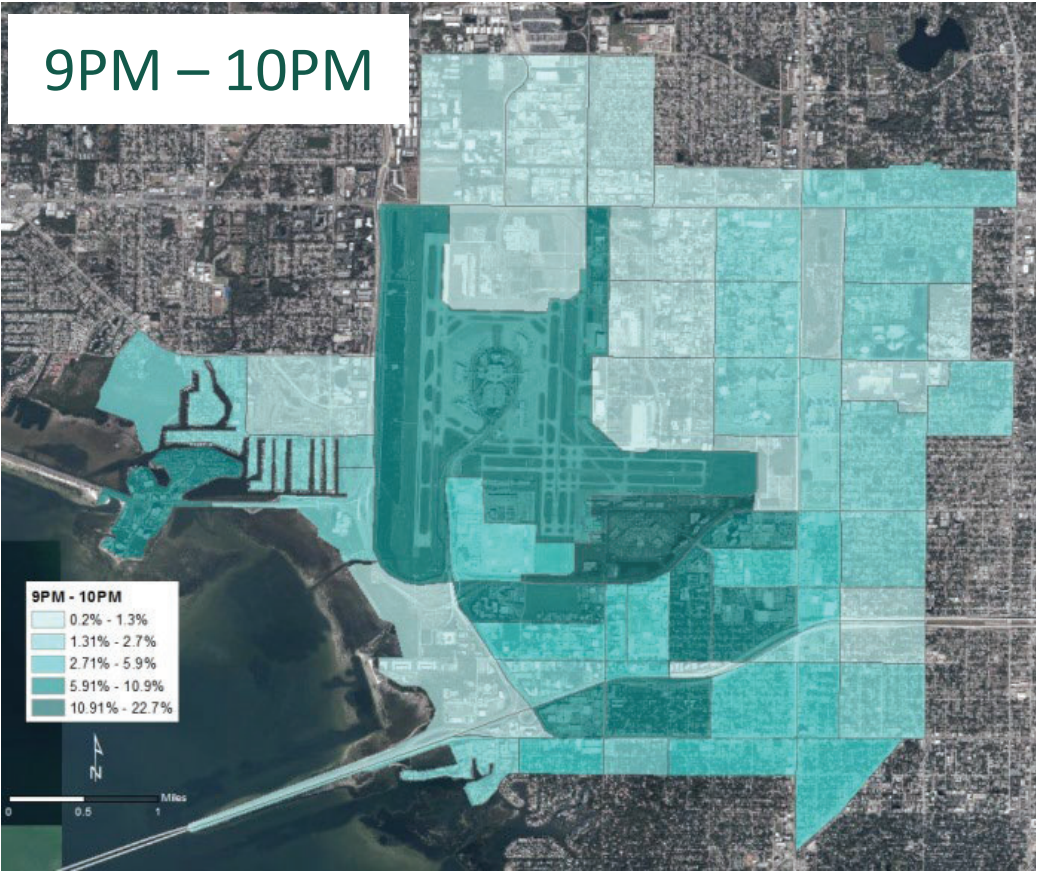
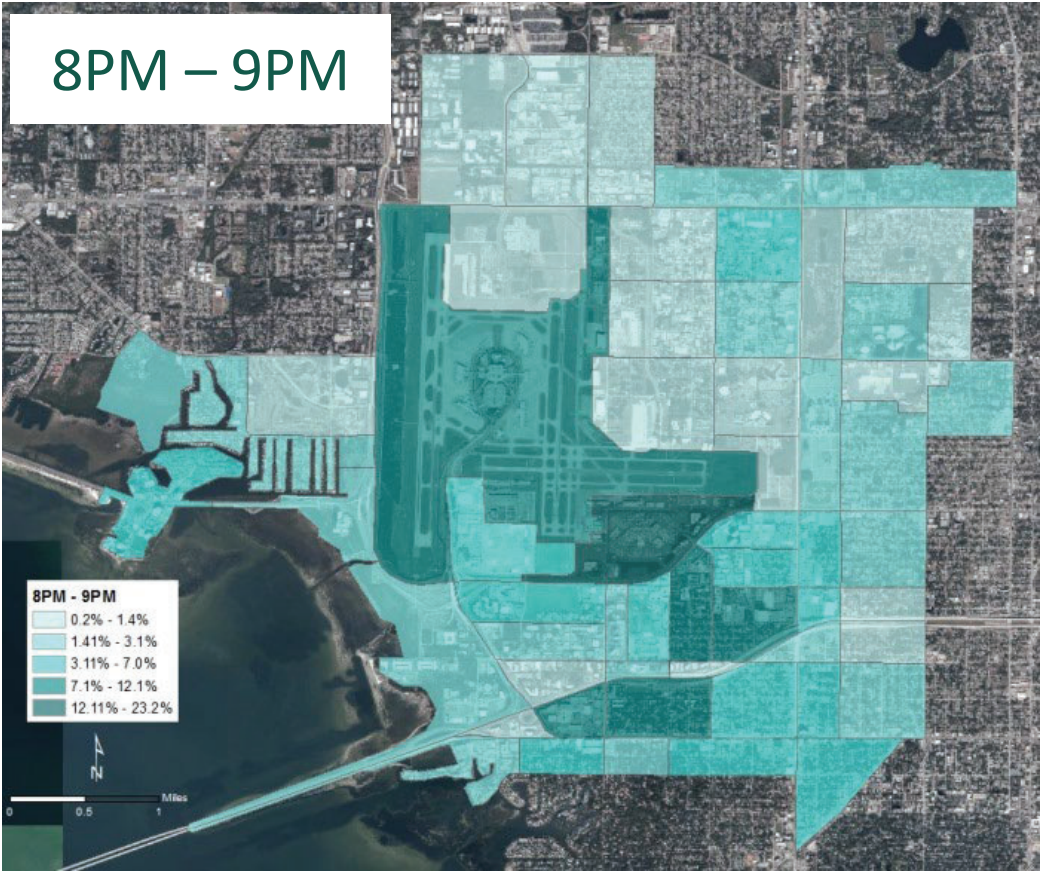
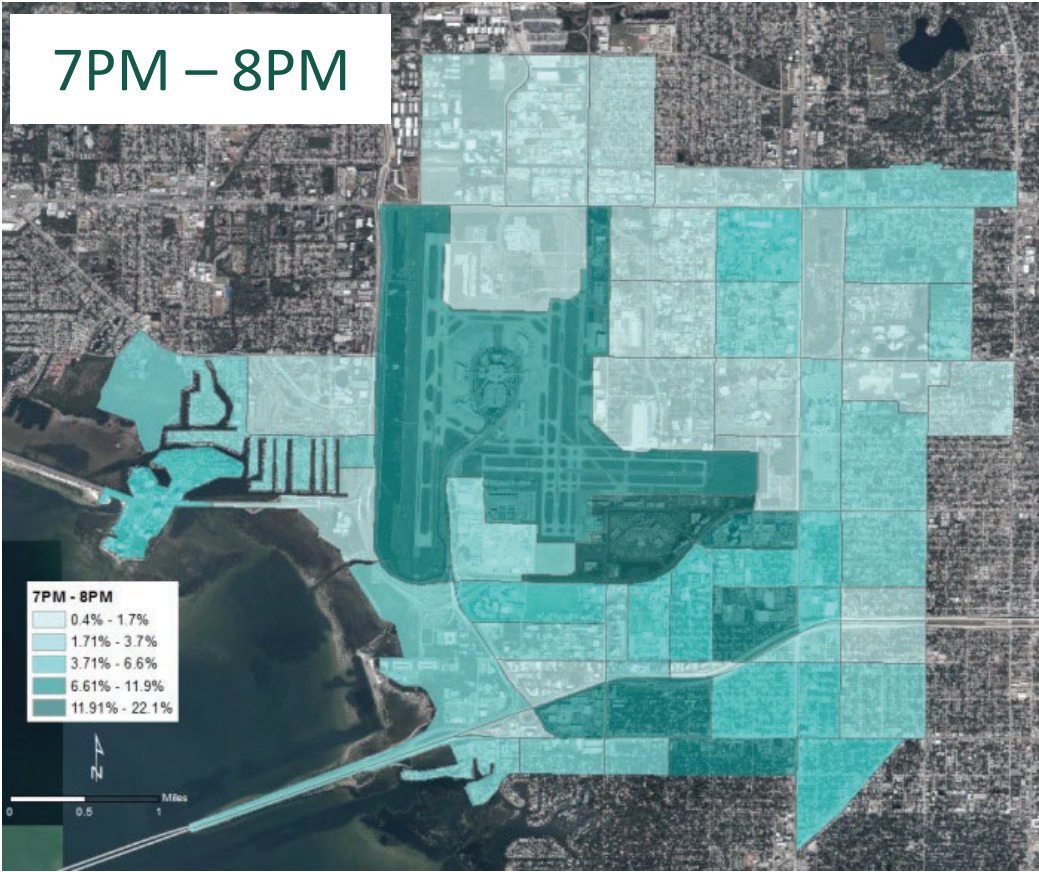


Combined Trip Distribution (Westshore TAZ to Westshore TAZ)

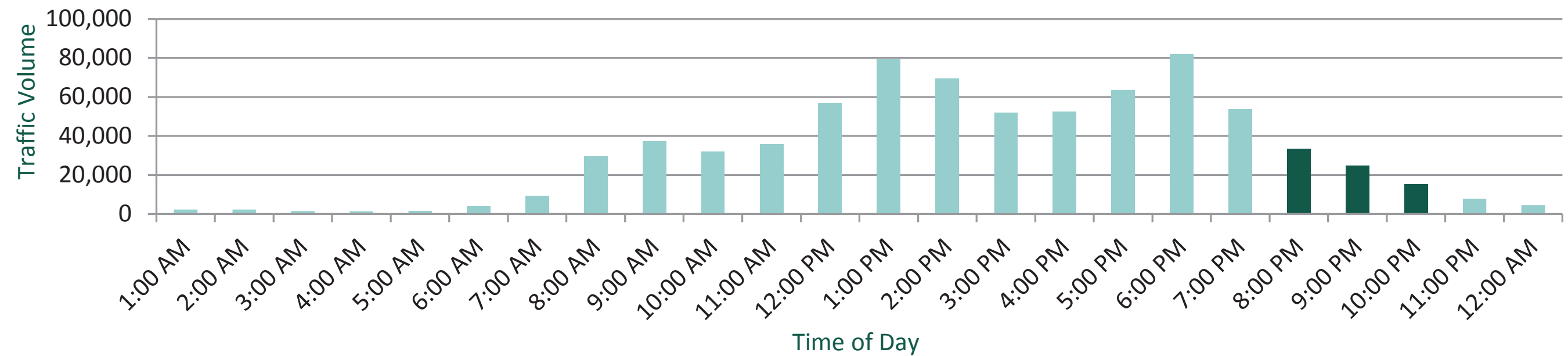


StreetLight Data Analysis: Westshore TAZ Activity

Late Evening

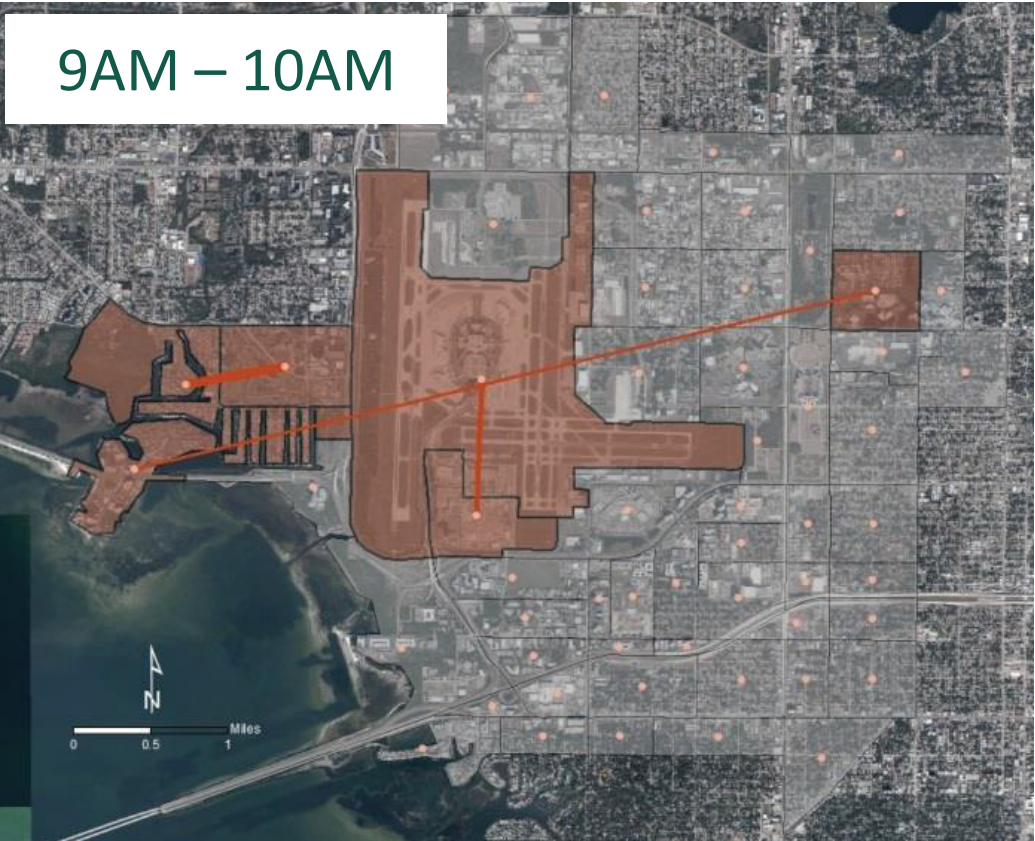


Combined Trip Distribution (Westshore TAZ to Westshore TAZ)



StreetLight Data Analysis: Top TAZ Pairs

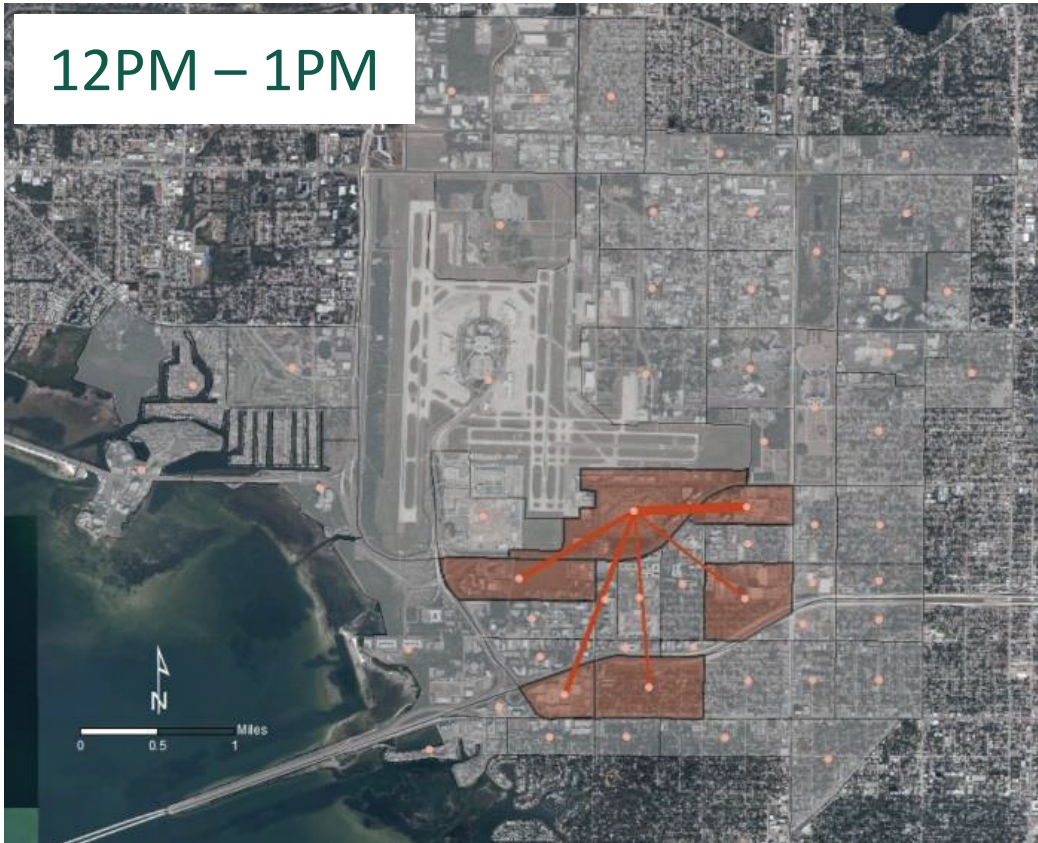
Morning Peak



- Destination Centroid
- TAZs
- Top TAZs
- Low Traffic Volume
- Medium Traffic Volume
- High Traffic Volume

StreetLight Data Analysis: Top TAZ Pairs

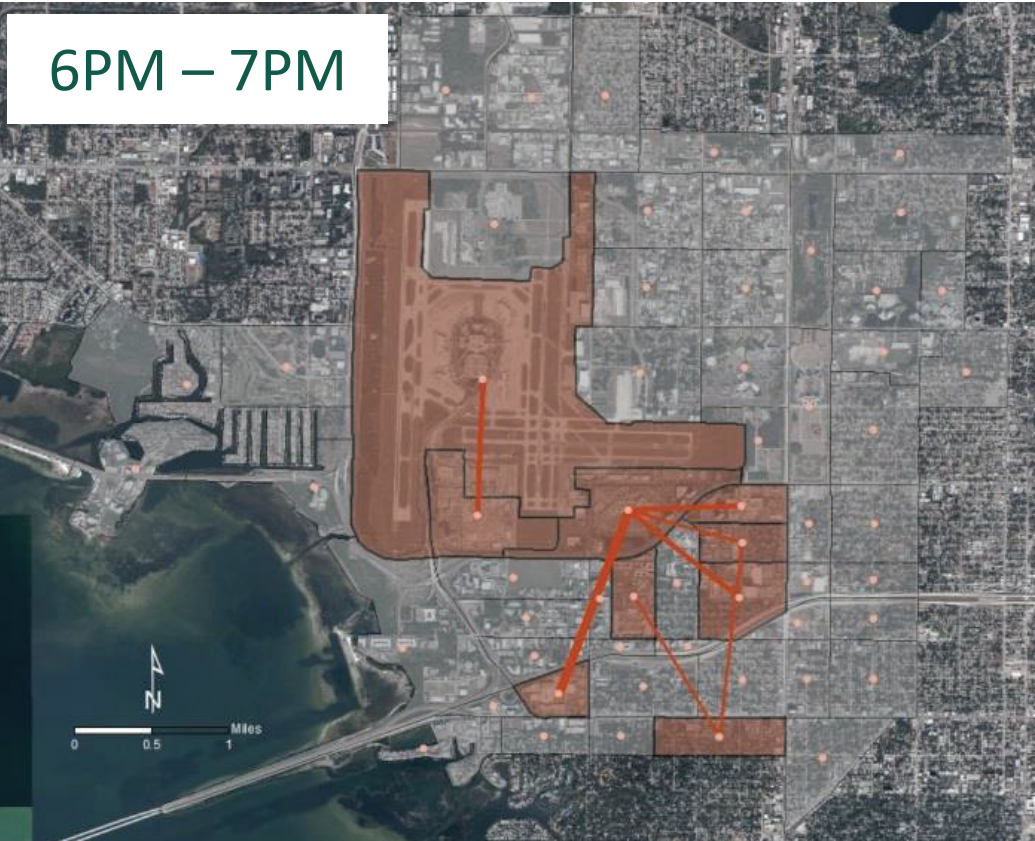
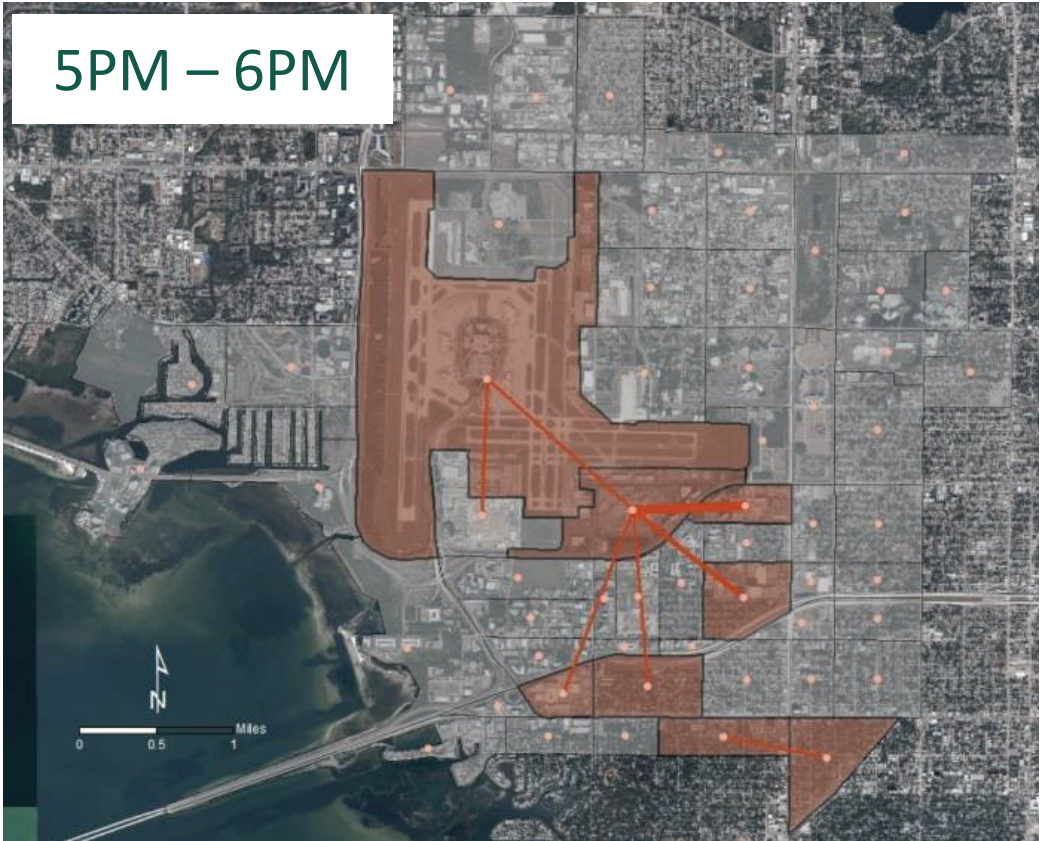
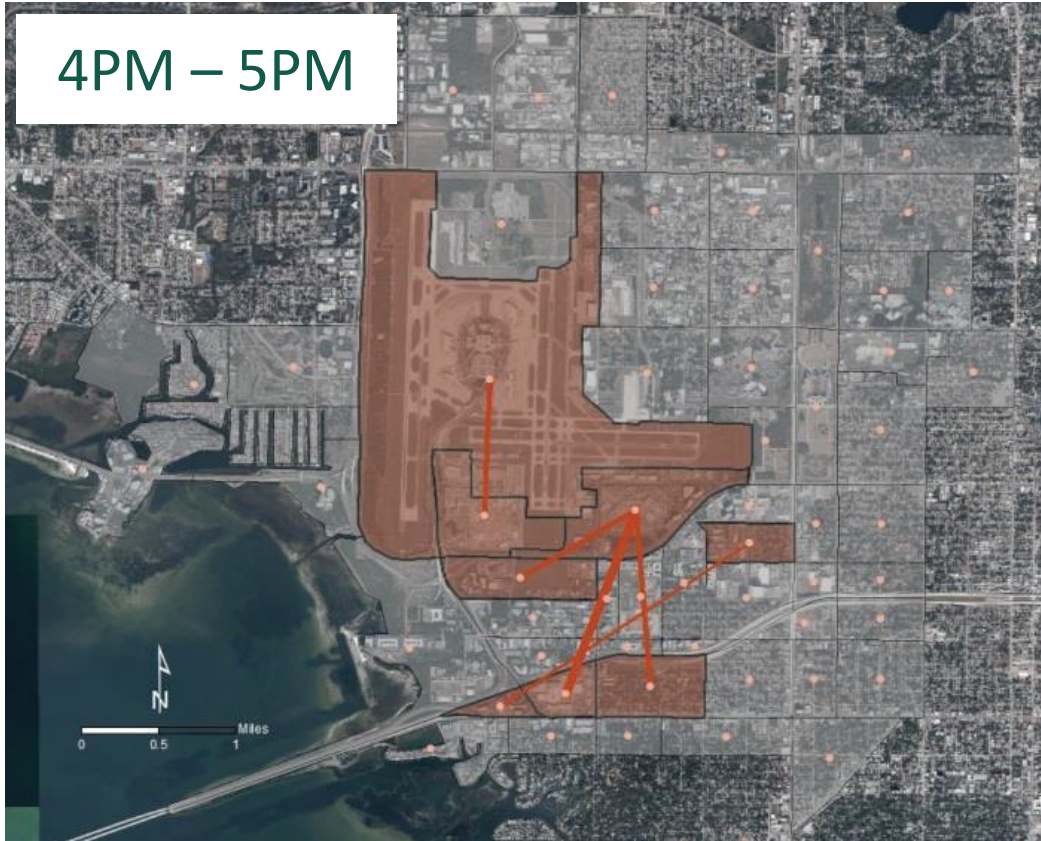
Mid-Day



- Destination Centroid
- TAZs
- Top TAZs
- Low Traffic Volume
- Medium Traffic Volume
- High Traffic Volume

StreetLight Data Analysis: Top TAZ Pairs

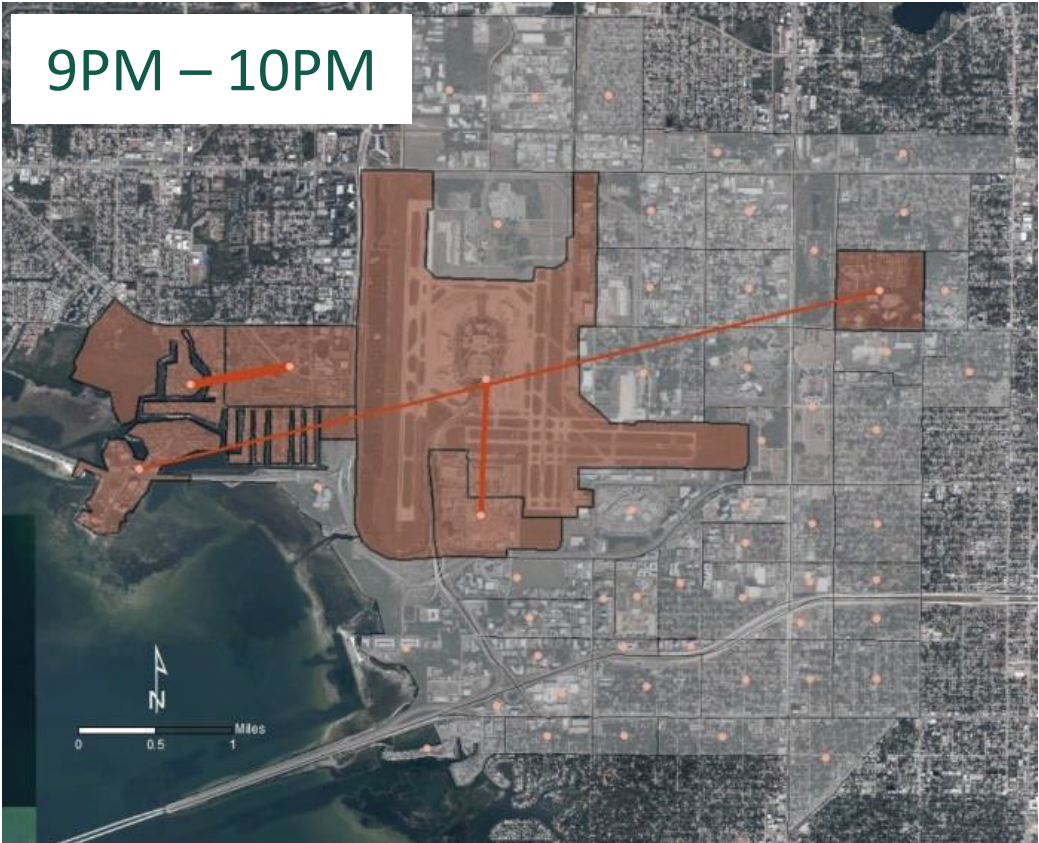
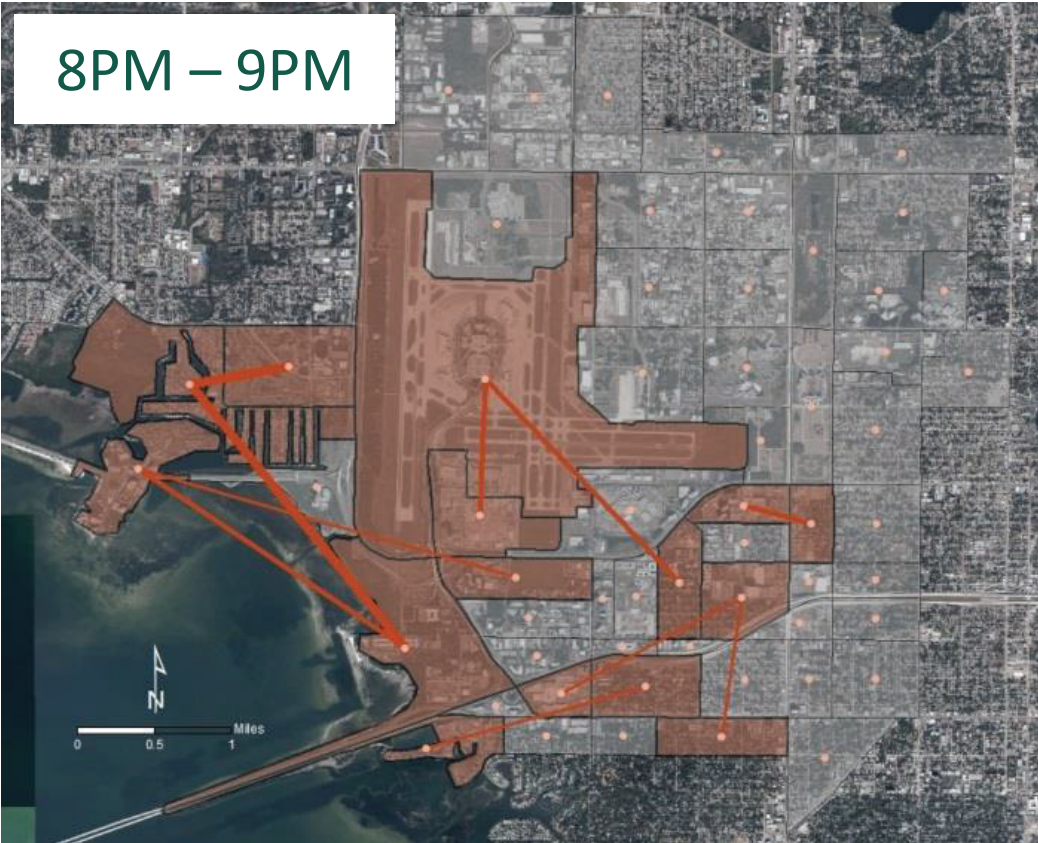
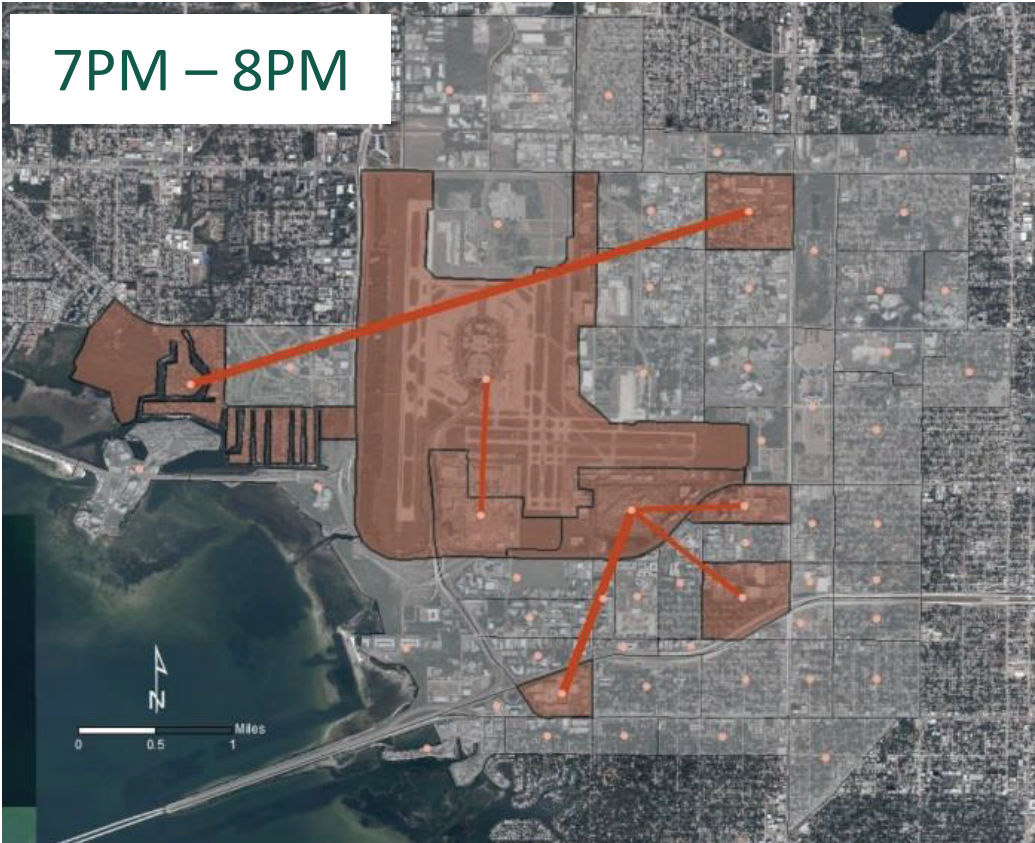
Evening Peak



- Destination Centroid
- TAZs
- Top TAZs
- Low Traffic Volume
- Medium Traffic Volume
- High Traffic Volume

StreetLight Data Analysis: Top TAZ Pairs

Late Evening



- Destination Centroid
- TAZs
- Top TAZs
- Low Traffic Volume
- Medium Traffic Volume
- High Traffic Volume

APPENDIX D:

List of Stakeholder Meetings



3109 W. Dr. M.L. King Jr. Blvd. ♦ Suite 140
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www.westshorealliance.org

Meetings conducted in relation to Westshore Transportation Action Plan

May 2017:

- 2 – Meeting with Westshore Alliance Transportation Action Plan Subcommittee on Action Plan
- 10 – Action Plan presented to Westshore Alliance Transportation Committee

July 2017:

- 6 – Action Plan Team Progress Meeting
- 12 – Action Plan presented to Westshore Alliance Transportation Committee
- 19 – Meeting with Florida Department of Transportation on Tampa Bay Next interstate project

August 2017:

- 15 – Meeting with Westshore Plaza on Action Plan
- 30 – Meeting with PSTA on Action Plan
- 30 – Meeting with Florida Department of Transportation and Tampa International Airport on Action Plan

September 2017:

- 6 – Columbus Drive sidewalk improvement kickoff meeting
- 13 – Action Plan presented to Westshore Alliance Transportation Committee
- 21 – Meeting with TBARTA on Action Plan

October 2017:

- 2 – Meeting with City of Tampa on Action Plan
- 4 – Meeting with Hillsborough County MPO/Planning Commission on Action Plan
- 5 – Florida Department of Transportation Westshore Community Working Group
- 11 – Action Plan Team Progress Meeting
- 12 – Meeting with HART on Action Plan
- 17 – Action Plan presented to Westshore Residential Neighborhood Improvement Committee
- 24 – Meeting with Tampa Downtown Partnership on Tampa Downtowner

November 2017:

- 6 – Meeting with TBARTA/AECOM TDM Team on TDM strategies applicable to Westshore
- 8 – Action Plan presented to Westshore Alliance Transportation Committee
- 16 – Action Plan Team Meeting to discuss Tampa Downtowner in Westshore
- 29 – Meeting between Westshore Alliance, Tampa Downtown Partnership, Innovation District, City of Tampa, HART, Florida Department of Transportation, Tampa Downtowner operators to discuss micro-transit expansion/succession

December 2017:

- 6 – Meeting with WSP on Westshore Multimodal Center Study
- 7 – Meeting with TBARTA on Action Plan transit projects
- 8 – Meeting with HW Lochner on Westshore sidewalk projects
- 14 – Meeting with Jacobs Engineering regarding Regional Transit Feasibility Study and Action Plan
- 19 – Meeting with Florida Department of Transportation on Westshore projects
- 19 – Meeting with HART on transit projects within the Westshore area
- 20 – Action Plan Team Progress Meeting



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January 2018:

- 4 – Meeting with Florida Department of Transportation on Howard Frankland Bridge replacement and SR 60/I-275 interchange reconstruction
- 10 – Action Plan presented to Westshore Alliance Transportation Committee
- 23 – Meeting with property owners and residents regarding Rocky Point Drive sidewalks
- 29 – Meeting with City of Tampa on Tampa Bay Next interstate project

February 2018:

- 8 – Meeting with Florida Department of Transportation on Tampa Bay Next interstate project
- 19 – Laurel Street sidewalk improvement kickoff meeting
- 19 – Meeting with HART regarding MetroRapid East-West/Bus Rapid Transit

March 2018:

- 5 – Action Plan Team Progress Meeting
- 7 – Action Plan presented to Westshore Alliance Transportation Committee
- 22 – Action Plan Team Progress Meeting
- 27 – Meeting with Hillsborough County Staff regarding West Shore Boulevard Complete Streets PD&E Study

April 2018:

- 9 – Meeting with HART Interim CEO
- 13 – Meeting with HNTB on Tampa Bay Next interstate project
- 18 – Action Plan Team Progress Meeting
- 27 – Action Plan presented

May 2018:

- 2 – Meeting with HART on Action Plan
- 3 – Conference call with Jacobs Engineering on Regional Transit Feasibility Study
- 9 – Action Plan presented to Westshore Alliance Transportation Committee
- 11 – Meeting with HART on Transit Development Plan and MetroRapid East-West/Bus Rapid Transit
- 15 – Meeting on Westshore Multimodal Center
- 31 – Action Plan Team Progress Meeting
- 31 – Meeting with HART on TransLoc pilot program for West Shore Boulevard Circulator

June 2018:

- 5 – Meeting with AECOM staff on Tampa Bay Next interstate project
- 7 – Meeting with Westshore Plaza to discuss Westshore transportation and Action Plan
- 13 – Meeting with City of Tampa transportation staff on Westshore transportation projects and Action Plan
- 15 – Action Plan presented to Tampa Downtown Partnership Transportation Committee
- 15 – Meeting with International Plaza on Action Plan
- 22 – Meeting with HW Lochner to discuss sidewalk projects in Westshore
- 25 – Meeting with City of Tampa Parks and Recreation Department on funding of multiuse trails identified in Action Plan
- 26 – Meeting with Tampa Councilman Guido Maniscalco on Action Plan
- 26 – Meeting with Hillsborough County regarding West Shore Boulevard Complete Streets PD&E Study



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July 2018:

- 9 – Meeting with Florida Department of Transportation on Tampa Bay Next interstate project
- 10 – Action Plan presented to Westshore Residential Neighborhood Improvement Committee
- 11 – Action Plan presented to Westshore Alliance Transportation Committee
- 12 – Meeting with Florida Department of Transportation on Courtney Campbell Causeway improvements
- 16 – Meeting with Hillsborough County MPO on Action Plan
- 16 – Meeting with TBARTA on Action Plan
- 19 – Meeting with City of Tampa on Action Plan

August 2018:

- 1 – Meeting with Tampa City Councilwoman Yolie Capin on Westshore district ordinances and Action Plan
- 6 – Meeting with Hillsborough County MPO on West Tampa Multimodal Plan and Action Plan
- 7 – Meeting with Tampa International Airport on Action Plan
- 8 – Meeting with Tampa City Councilman Guido Maniscalco on Westshore District ordinances and Action Plan
- 8 – Action Plan presented to Hillsborough County MPO Citizens Advisory Committee
- 8 – Action Plan presented to Hillsborough County MPO Bicycle/Pedestrian Advisory Committee
- 14 – Meeting with Tampa City Councilman Luis Viera on Westshore district ordinances and Action Plan
- 14 – Meeting with Tampa City Councilman Harry Cohen on Westshore district ordinances and Action Plan
- 15 – Action Plan presented to Hillsborough County MPO Livable Roadways Committee
- 20 – Meeting with Florida Department of Transportation on Action Plan
- 20 – Action Plan presented to Hillsborough County MPO Technical Advisory Committee
- 22 – Meeting with Tampa City Council Chairman Frank Reddick on Westshore District ordinances and Action Plan
- 22 – Action Plan presented to Westshore Alliance Executive Committee
- 28 – Meeting with Hillsborough County Commissioner Pat Kemp on Action Plan
- 28 – Meeting with Hillsborough County Commissioner Sandy Murman on Action Plan
- 29 – Meeting with Hillsborough County Commissioner Stacy White on Action Plan
- 30 – Meeting with Hillsborough County Commissioner Ken Hagan on Action Plan

September 2018:

- 12 – Action Plan presented to Westshore Alliance Transportation Committee
- 18 – Meeting with City of Tampa Parks and Recreation Department on funding of multiuse trails identified in Action Plan
- 21 – Meeting with Hillsborough County staff regarding West Shore Boulevard Complete Streets PD&E Study
- 25 – Action Plan presented to Hillsborough County MPO Policy Committee
- 26 – Action Plan presented to Westshore Alliance Board

October 2018:

- 2 – Action Plan presented to Hillsborough County MPO Board

APPENDIX E:

Pedestrian and Bicycle Project Scores

Pedestrian and Bicycle Project Scores

Phase I Pedestrian Projects

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
I-1	Kennedy Boulevard	Between Hesperides Street and Manhattan Avenue and at the Intersections of West Shore Boulevard, Lauber Way, Lois Avenue, Grady Avenue, and Dale Mabry Highway		Pedestrian Improvements	3	3	3	3	1	3	16
I-2	Manhattan Avenue	Spruce Street	International Plaza	Sidewalk	1	1	3	3	3	3	14
I-3	Manhattan Avenue	at Spruce Street/Boy Scout Boulevard		Crosswalks at Signalized Intersection	1	1	3	3	3	3	14
I-4	Lois Avenue	Spruce Street/ Boy Scout Boulevard	International Plaza	Sidewalk	1	3	1	3	3	3	14
I-5	West Shore Boulevard	South of Kennedy Boulevard	Spruce Street/ Boy Scout Boulevard	Enhanced Sidewalks/ Amenities	3	2	2	3	1	3	14
I-6	O'Brien Street	Cypress Street	Laurel Street	Sidewalk	3	2	2	2	3	2	14
I-7	Lois Avenue	Kennedy Boulevard	Spruce Street/ Boy Scout Boulevard	Enhanced Sidewalks/ Amenities	2	2	2	3	1	3	13
I-8	Cypress Street	330 feet West of Lois Avenue	I-275 Southbound Off-Ramp	Sidewalk	1	3	2	2	3	2	13
I-9	Gray Street	300 feet East of West Shore Boulevard	Trask Street	Sidewalk	2	3	1	2	3	2	13
I-10	Laurel Street	O'Brien Street	West Shore Boulevard	Sidewalk	2	3	2	2	2	2	13
I-11	Hubert Street	Cypress Street	Loretta Ingraham Center	Expand Sidewalks/ Add Sidewalks	3	2	3	2	1	2	13
I-12	Fig Street	Hubert Street	Lois Avenue	Sidewalk	3	2	2	2	2	2	13

Scoring Range: 1 Point = No, low presence, or low opportunity; 3 Points = Yes, high presence, or high opportunity.

Phase I Pedestrian Projects (continued)

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
I-13	Rocky Point Drive	Southern Terminus of Rocky Point Drive	Courtney Campbell Causeway	Sidewalk	1	1	1	3	3	3	12
I-14	Rocky Point Drive	Courtney Campbell Causeway	Rocky Point Drive West	Sidewalk	1	1	1	3	3	3	12
I-15	Kennedy Boulevard	Gardenia Avenue	Occident Street	Sidewalk	1	1	1	3	3	3	12
I-16	Beach Street	Dale Mabry Highway	Himes Avenue	Sidewalk	1	3	1	1	3	3	12
I-17	Dale Mabry Highway	at Spruce Street		Intersection Improvement	2	2	1	3	1	3	12
I-18	Church Avenue	at Laurel Street		Crosswalks and Curb Cuts at Intersection	1	3	1	2	3	1	11
I-19	Church Avenue	La Salle Street	Laurel Street	Sidewalk	1	3	1	2	3	1	11
I-20	Dr. Martin Luther King Jr. Boulevard	Air Cargo Road	Lois Avenue	Sidewalk	1	2	3	1	3	1	11
I-21	Himes Avenue	at North B and at Beach Street		Rectangular Rapid Flash Beacons (RRFBs) at Intersections	2	3	1	1	1	2	10
I-22	Grady Avenue (South Grady Corridor)	State Street	Cypress Street	Sidewalk	1	3	1	1	2	1	9
I-23	Grady Avenue (North Grady Corridor)	Nassau Street	Spruce Street	Sidewalk	1	2	1	1	2	1	8

Scoring Range: 1 Point = No, low presence, or low opportunity; 3 Points = Yes, high presence, or high opportunity.

Phase II Pedestrian Projects

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
II-1	Trask Street Extension	Gray Street	Cypress Street	Sidewalk	3	3	3	3	3	1	16
II-2	Reo Street Extension	Kennedy Boulevard	Cypress Street	Sidewalk	3	3	3	2	3	1	15
II-3	Occident Street Extension	Gray Street	State Street	Sidewalk	3	3	1	3	3	1	14
II-4	George Road	Dana Shores Drive	Independence Parkway	Sidewalk	3	2	1	2	3	2	13
II-5	Spruce Street	Marie Avenue	Himes Avenue	Sidewalk	1	3	1	2	3	2	12
II-6	Columbus Drive	Lois Avenue	Himes Avenue	Enhanced Sidewalks/ Amenities	1	1	1	3	1	2	9

Phase III Pedestrian Projects

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
III-1	Church Avenue	Cypress Street	Future I-275 Greenway (Dale Mabry Highway Pedestrian/Bicycle Overpass)	Sidewalk	1	3	1	1	2	1	9

Scoring Range: 1 Point = No, low presence, or low opportunity; 3 Points = Yes, high presence, or high opportunity.

Phase I Bicycle Projects

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
I-1	West Shore Boulevard	South of Kennedy Boulevard	Spruce Street/ Boy Scout Boulevard	Marked Bicycle Lanes	3	2	2	3	3	3	16
I-2	Tampa Bay Boulevard	Air Cargo Road	800 feet East of Lois Avenue	Shared Use Path	3	3	3	1	3	2	15
I-3	West Shore Boulevard	Spruce Street/ Boy Scout Boulevard	International Plaza	Shared Use Path	1	3	1	3	3	3	14
I-4	Lois Avenue	Spruce Street/ Boy Scout Boulevard	International Plaza	Shared Use Path	1	3	1	3	3	3	14
I-5	Lois Avenue	Spruce Street	Spruce Street/ Boy Scout Boulevard	Marked Bicycle Lanes	2	3	1	3	3	2	14
I-6	Lois Avenue	Kennedy Boulevard	Spruce Street	Widen Sidewalk (East Side) to 15-foot Shared Use Path	2	2	2	3	3	2	14
I-7	O'Brien Street	Cypress Street	Spruce Street/ Boy Scout Boulevard	Shared Use Path	3	1	2	3	3	1	13
I-8	Dale Mabry Highway	Walter's Crossing	Spruce Street	Marked Bicycle Lanes (Southbound Only)	1	2	1	3	3	3	13
I-9	Jim Walter Boulevard	International Plaza	Columbus Drive	Shared Use Path	1	3	1	3	3	2	13
I-10	Spruce Street	Hesperides Street	Dale Mabry Highway	Shared Use Path	1	3	2	2	3	2	13
I-11	Gray Street	West Shore Boulevard	Himes Avenue	Bicycle Boulevard	1	2	1	2	3	3	12
I-12	Grady Avenue (North Grady Corridor)	Grady Avenue Right-of-Way	Columbus Drive	Shared Lane Markings	1	3	1	3	3	1	12

Scoring Range: 1 Point = No, low presence, or low opportunity; 3 Points = Yes, high presence, or high opportunity.

Phase I Bicycle Projects (continued)

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
I-13	Grady Avenue Right-of-Way (North Grady Corridor)	Spruce Street	Southern Terminus of Grady Avenue	Shared Use Path	1	3	1	3	3	1	12
I-14	Church Avenue	La Salle Street	Laurel Street	Shared Lane Markings	1	3	1	2	3	1	11
I-15	Laurel Street	Church Avenue	Dale Mabry Highway	Shared Use Path	1	3	1	2	3	1	11
I-16	Grady Avenue (South Grady Corridor)	Kennedy Boulevard	Lemon Street	Shared Lane Markings	1	3	1	1	2	1	9
I-17	Grady Avenue (North Grady Corridor)	I-275 Greenway	Spruce Street	Shared Lane Markings	1	3	1	1	2	1	9
I-18	Hesperides Street	Gray Street	I-275 Greenway	Shared Use Path	1	2	1	1	3	1	9
I-19	Gray Street	at Lois Avenue, Himes Avenue, and Dale Mabry Highway		Enhanced Crossings/ Rapid Rectangular Flashing Beacons (RRFBs) at Intersections	1	1	1	2	1	2	8
I-20	Grady Avenue Right-of-Way (South Grady Corridor)	Lemon Street	State Street	Shared Use Path	1	1	1	1	3	1	8
I-21	Grady Avenue (South Grady Corridor)	State Street	Cypress Street	Shared Lane Markings	1	3	1	1	1	1	8

Scoring Range: 1 Point = No, low presence, or low opportunity; 3 Points = Yes, high presence, or high opportunity.

Phase II Bicycle Projects

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
II-1	Reo Street Extension	Kennedy Boulevard	Cypress Street	Shared Use Path	3	3	3	2	3	1	15
II-2	George Road	Dana Shores Drive	Hillsborough Avenue	Shard Use Path	2	3	1	3	3	3	15
II-3	Trask Street Extension	Gray Street	Cypress Street	Marked Bicycle Lanes	3	3	3	3	2	1	15
II-4	Howard Frankland Bridge Multi-Use Trail	Pinellas County	Reo Street	Shared Use Path	3	1	1	3	3	3	14
II-5	Occident Street Extension	Gray Street	Lemon Street	Shared Use Path	3	3	1	3	3	1	14
II-6	Courtney Campbell Causeway Tidal Flow and Pavement Gaps (North side of Courtney Campbell Causeway)	East of Rocky Point Drive	West of Bayport Drive Exit	Shared Use Path	3	1	1	3	3	3	14
II-7	Occident Street	Lemon Street	Cypress Street	Marked Bicycle Lanes	3	3	1	3	3	1	14
II-8	Gray Street	Occident Street	West Shore Boulevard	Shared Use Path	1	2	1	3	3	1	11
II-9	Drainage Canal Right-of-Way	Lois Avenue	Grady Avenue Right-of-Way	Shared Use Path	1	1	1	3	3	1	10
II-10	Columbus Drive	Lois Avenue	Himes Avenue	Shared Use Path	1	1	1	3	2	2	10

Phase III Bicycle Projects

Project ID	Project or Facility Name	From	To	Type	Criteria						Total Score
					Funding Programmed	Limited Engineering Constraints	Proximity to a School	Connectivity to a High Activity Center	Completing a Network Gap	Existing Demand for Facility	
III-1	Cypress Street	Frontage Road	Himes Avenue	Marked Bicycle Lanes	1	3	3	3	3	3	16
III-2	Dale Mabry Highway Pedestrian/Bicycle Overpass	Church Avenue	Himes Street	Shared Use Path	1	1	1	3	3	3	12
III-3	Church Avenue	Cypress Street	Dale Mabry Highway Pedestrian/Bicycle Overpass	Shared Lane Markings	1	3	1	2	3	1	11

Scoring Range: 1 Point = No, low presence, or low opportunity; 3 Points = Yes, high presence, or high opportunity.

APPENDIX F:

Pedestrian and Bicycle Facility Definitions

Pedestrian and Bicycle Facility Definitions

Definitions of the proposed pedestrian and bicycle facilities identified in the plan are provided below:

Sidewalk: A paved path for pedestrians along the side of a road. Sidewalks are constructed of concrete and serve as public spaces. They are designed for pedestrians, though bicyclists may also use them if they yield to pedestrians and ride slowly.

Marked Crosswalk: A marked crosswalk indicates a location for pedestrians to cross and signifies to motorists to yield to pedestrians. Crosswalks are located across the legs of the intersection, not diagonally across the intersection, unless otherwise clearly marked.

Pedestrian Bridge: A bridge that is designed for foot traffic whether crossing land or water (also known as a footbridge). This facility is typically smaller in scale and scope compared to a pedestrian overpass.

Pedestrian Overpass: A pedestrian overpass allows for the uninterrupted flow of pedestrian movement separate from vehicle traffic.

Marked Bicycle Lane: A bike lane is an on-road facility, meaning the cyclist is traveling on the same roadway surface as the motor vehicle traffic. This lane is designated on a portion of the roadway through striping, signage, and/or pavement markings denoting the preferential or exclusive space for use by bicyclists. The bike lane is located adjacent to motor vehicle travel lanes and flows in the same direction as motor vehicle traffic.

Shared Lane Marking: A Shared Lane Marking or “sharrow” is a pavement marking on a roadway (typically a bike symbol with two chevrons over it) used to indicate a shared lane environment for bicycles and automobiles. A shared lane marking reinforces the legitimacy of bicycle traffic on the street, recommends proper bicyclist positioning, and may be configured to offer directional and wayfinding guidance.

Shared Use Path: A shared use path is an off-road facility on exclusive right-of-way and with minimal cross flow by motor vehicles. These facilities are most commonly designed for two-way travel. Users of the facility are non-motorized and may include but are not limited to: bicyclists, roller skaters, wheelchair users (both non-motorized and motorized) and pedestrians (such as walkers, runners, people with baby strollers, etc.).

Pedestrian Crossing Signal: Special signals to indicate when pedestrians may safely cross. These typically consist of "ped-heads" attached to conventional traffic signals. Where a signal is provided, pedestrians should use the signal to stop traffic and allow for a safe crossing.

Rapid Rectangular Flashing Beacon (RRFB): This is a pedestrian-only signal consisting of two rapidly and alternately flashing rectangular yellow indicators (having LED-array based pulsing light sources) which function as a warning beacon. This beacon supplements warning signs at non-signalized intersections or mid-block crosswalks. The device is activated by pedestrians manually through a push button or passively through a pedestrian detection system.

Pedestrian Hybrid Beacon (also known as a High-intensity Activated crossWALK or HAWK): This beacon is a pedestrian-activated device used to warn and control traffic at a non-signalized location to assist pedestrians in crossing at a marked crosswalk. The beacon head consists of two red lenses above a single yellow lens. The beacon head is “dark” until the pedestrian desires to cross the street and the device is activated.

Traffic Signal: A traffic signal is a device placed along, beside, or above a roadway to guide, warn, and regulate the flow of traffic, which includes motor vehicles, motorcycles, bicycles, pedestrians, and other road users. A traffic signal typically includes a set of three lights in the colors of red (indicating stop), yellow/amber (indicating slow down), and green (indicating go).

Sources: Florida Department of Transportation; <http://www.ctbikepedplan.org/terminology.html>

APPENDIX G:

West Shore Boulevard Circulator Cost Breakdown and Assumptions

JOLLEY TROLLEY - WESTSHORE CIRCULATOR Itemized Breakdown of Costs

				Annual Cost Less Charters
Fuel				
Annual Revenue Miles (From Action Plan Estimate)	162,739			
Annual DH	103,056			
Miles Per Gallon	4.99			
Annual Gallons Utilized	53,266			
Price Per Gallon	\$ 2.86			
Fuel Drops	\$ 3,600			
Total Fuel Cost			\$	155,939
Labor				
Driver Labor Cost Per Hour	\$ 15.25			
Annual Driver Revenue Hours	20,864			0
Annual Driver DH Hours	4,068			0
Driver Wages			\$	386,893
Maintenance Wages			\$	171,600
Administrative			\$	221,600
Payroll Taxes & Benefits	20%		\$	165,082
Social Media			\$	3,600
Insurance				
Liability for 5 vehicles				62,550
Crime Bond				0
Performance Bond				0
Registrations for Vehicles				3,250
Projected General Maintenance Cost			\$	116,950
Major Mechanical			\$	25,000
Trolley Body Work/Painting			\$	25,000
Facility Rent	Shop/Staging	\$ 5,000 per month	\$	60,000
	Office	\$ 3,000 per month	\$	36,000
Utilities		\$ 2,500 per month	\$	30,000
Equipment Rental		\$ - per month		0
Professional Fees			\$	65,000
Passenger Amenities				
Passenger Wi-Fi Bandwidth	\$ 65 per month		\$	3,900
Digital Radios & Tower		per month	\$	23,000
GPS	\$ 70 per month		\$	4,200
Miscellaneous			\$	18,000
Capital Non Vehicle				
Wifi purchase & Installation				6500
On-Board Surveillance System (Cameras)				13500
LED Sign Additions				17500
				0
Vehicle Branding				0
Total FY 18 Annual Cost				\$ 1,615,064
Total Revenue Hours				20,864
Cost Per Revenue Hour				\$ 77.41



Leave your car where you are... Ride The Jolley Trolley!™

JOLLEY TROLLEY – WESTSHORE CIRCULATOR Assumptions

Multiple assumptions were made in creating the Itemized Breakdown of Costs.

Fuel

- Annual DH miles were calculated from Clearwater to pick up point in Tampa
- Price per gallon - historic with a 10% increase
- FY18 miles per gallon were used to determine fuel consumption
- No “plug” hours were added to the cost model

Labor

- Drivers are employees of the Jolley Trolley
- Driver hourly wage times Revenue and DH hours
- Proportionate percentages of Maintenance and Administrative wages were applied
- 20% for payroll taxes plus PTO and OT

Vehicles

- 5 vehicles are provided
 - o 4 in operation; 1 spare
- Jolley Trolley will perform maintenance, clean and insure
- No inclusion of APC's, ticketing equipment or cash boxes
- GPS, 2-way radios, passenger Wi-Fi and 4 interior cameras included