

Westshore Circulator Study

Westshore Alliance
Transportation Committee Meeting

November 14, 2012

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

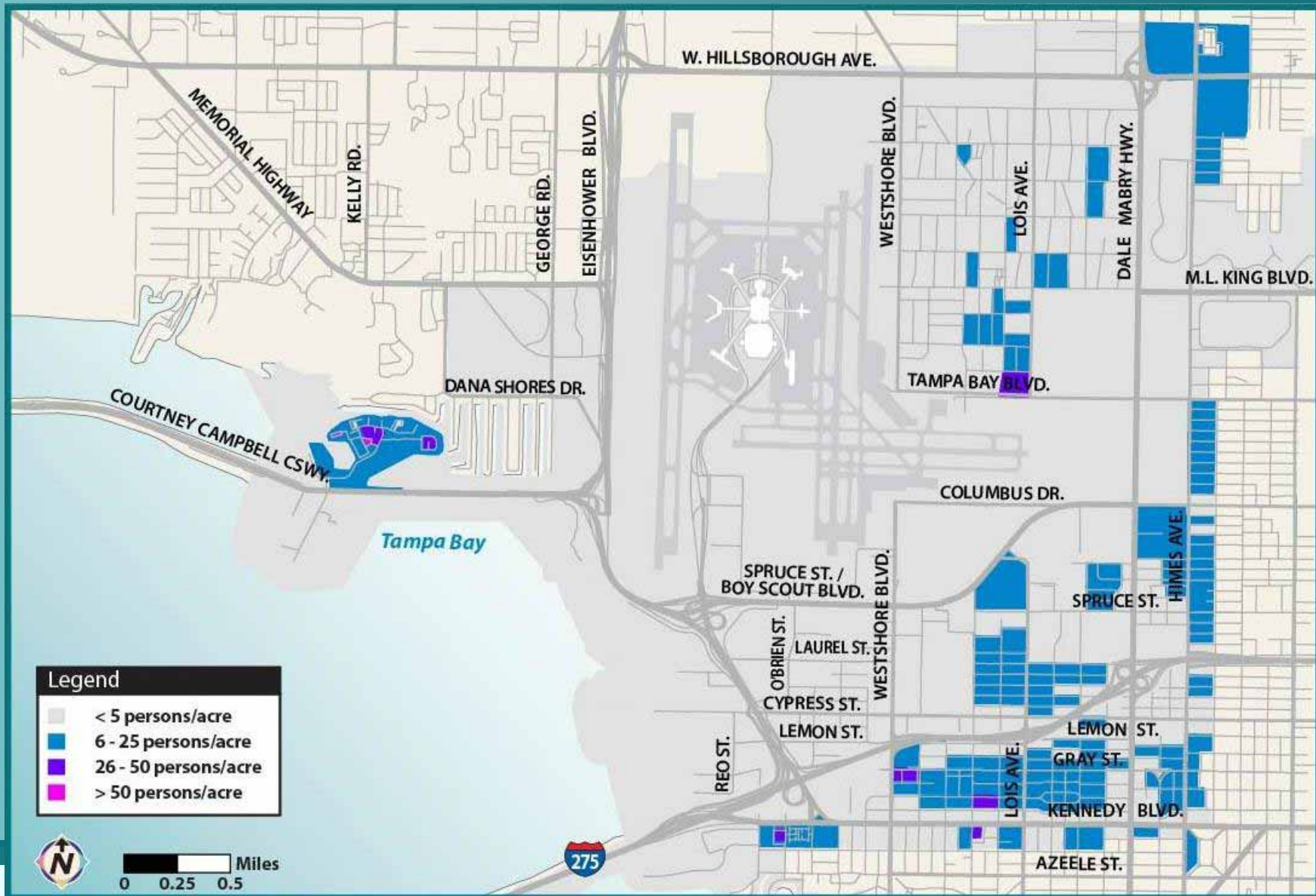
- ❖ Consistency with Local Plans
- ❖ Demographics
 - Population & Employment
- ❖ Major Activity Centers
- ❖ Land Use & Development
- ❖ Transit Service
 - Bus Routes
 - Ridership



Consistency with Local Plans

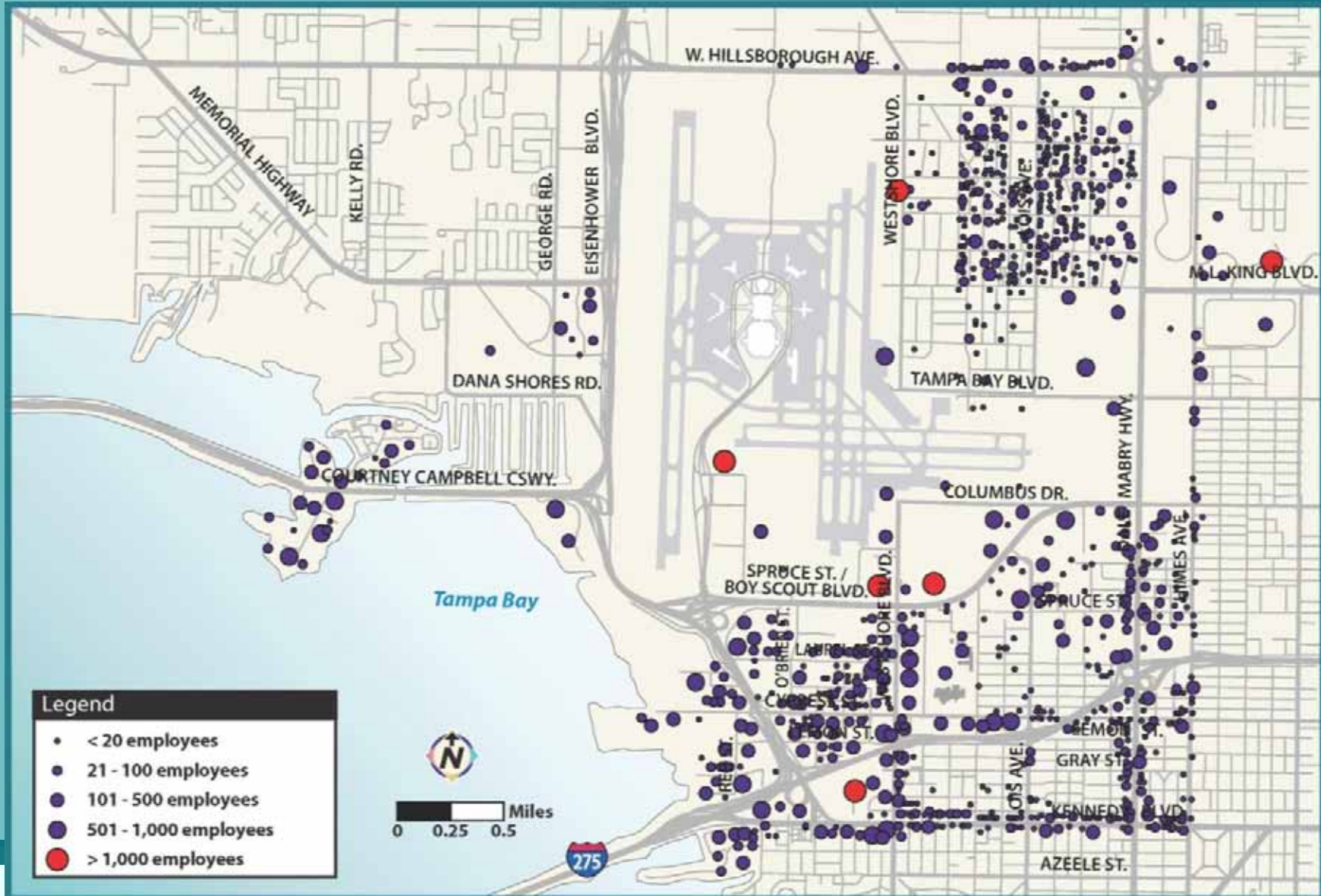
- ❖ Reviewed ~20 previous and current initiatives/datasets relevant to Westshore
- ❖ Examples:
 - Westshore Business District Master Plan
 - Westshore Area Pedestrian System Plan
 - Westshore Intermodal Center Location Study & Strategic Transportation Plan
 - HART AA & Transit Development Plan
 - Regional Jobs Access Plan

Population Density by Block



Source: United States Census Bureau, 2010

Concentration of Employees



Source: InfoGroup Business Data, 2010

Major Activity Centers



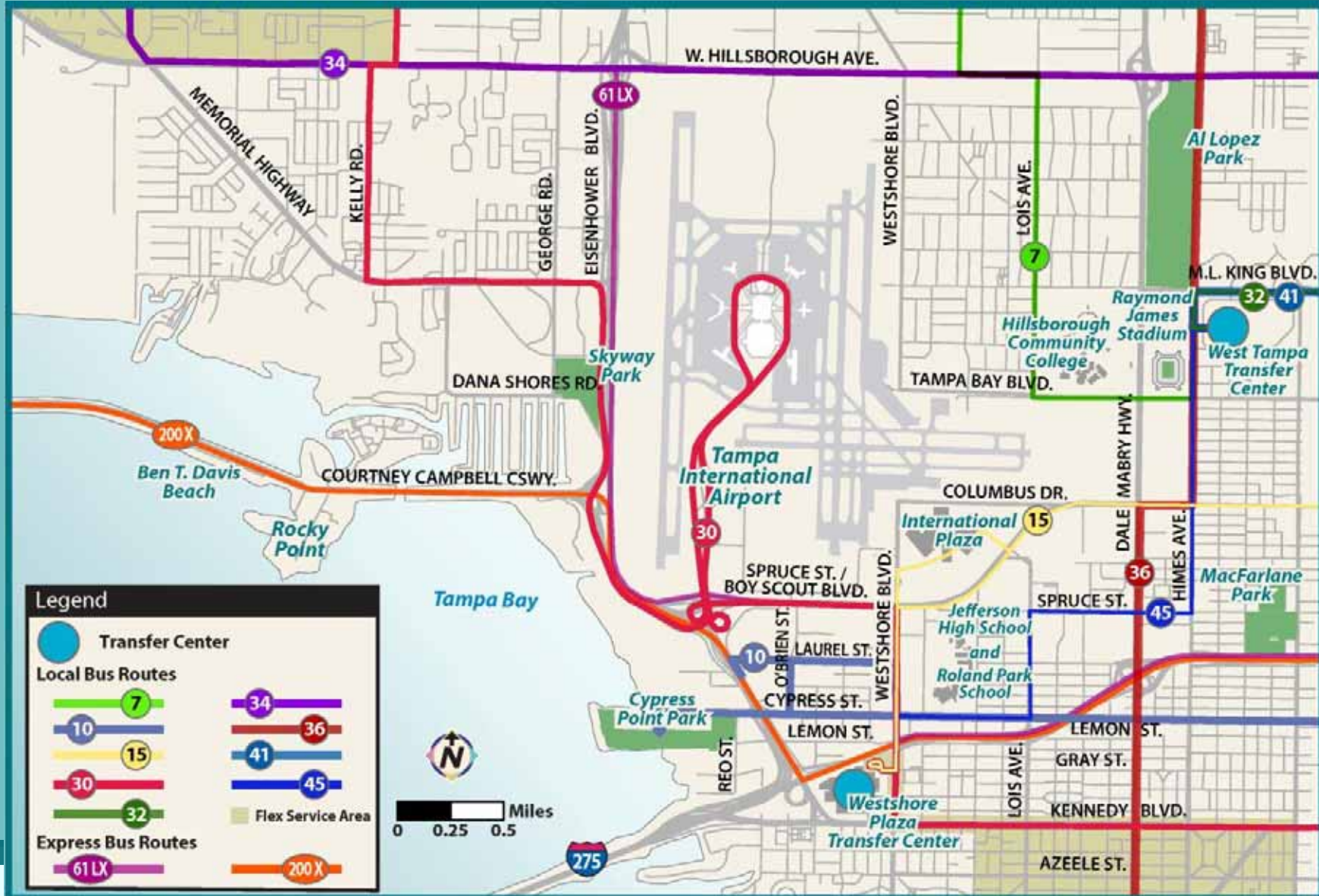
Source: Westshore Alliance, 2012

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

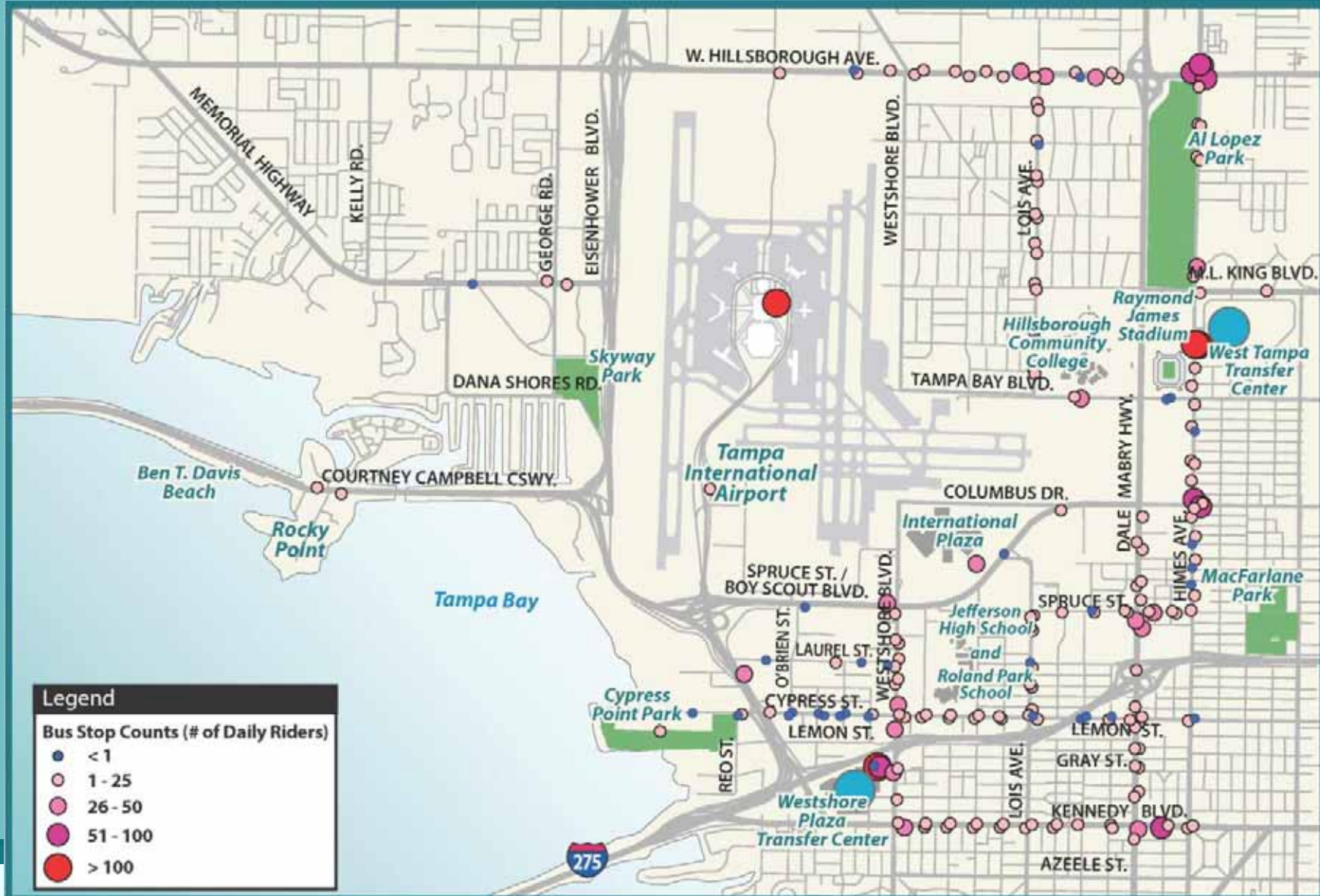


Existing Transit Service



Sources: Hillsborough Area Regional Transit Authority Bus Routes and Transfer Centers, 2012

Existing Transit Ridership



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

Needs Assessment

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



Stakeholder Input

Survey Development

- ❖ 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

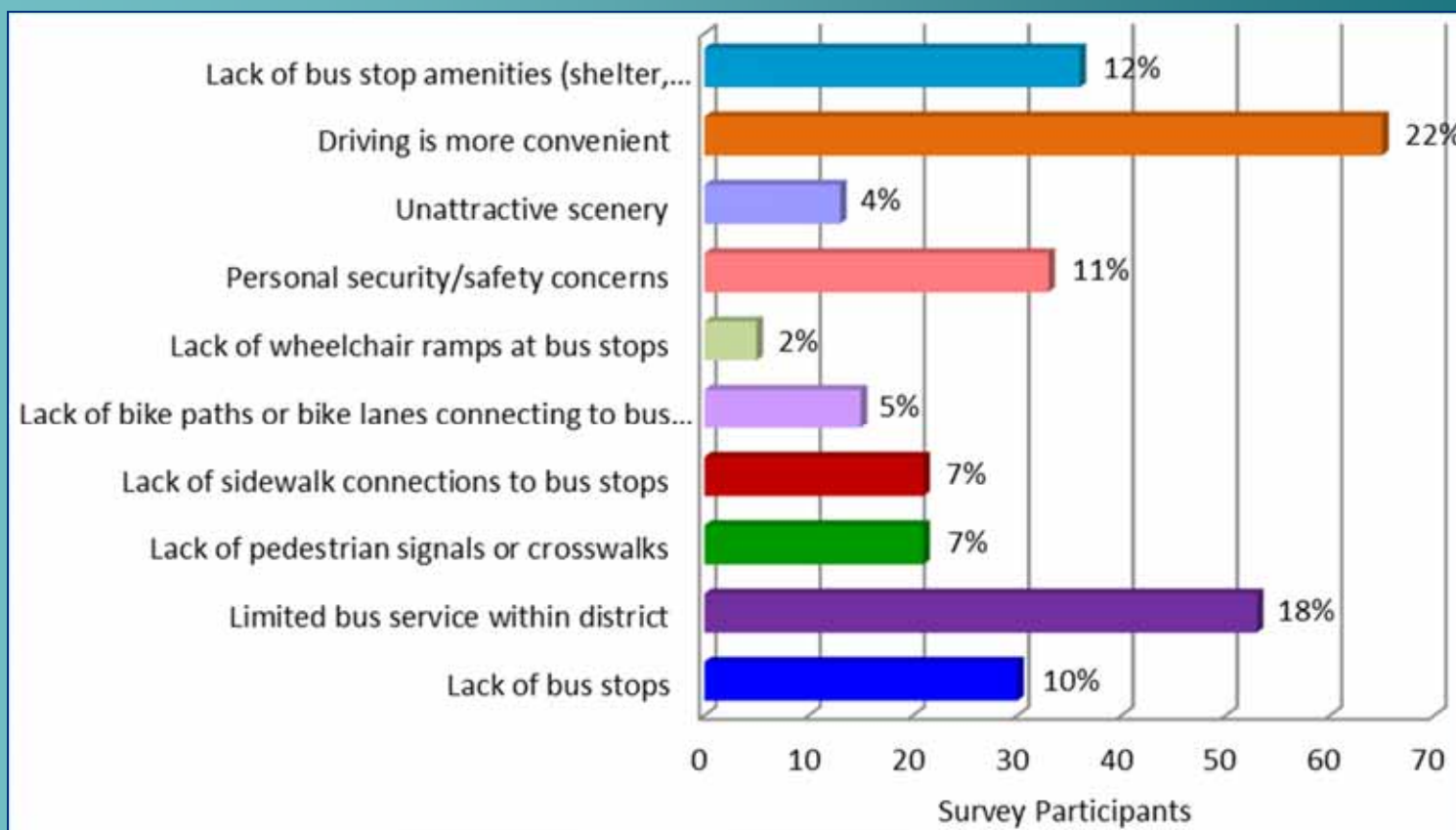
Survey Results

- ❖ 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

Stakeholder Input

Survey Results

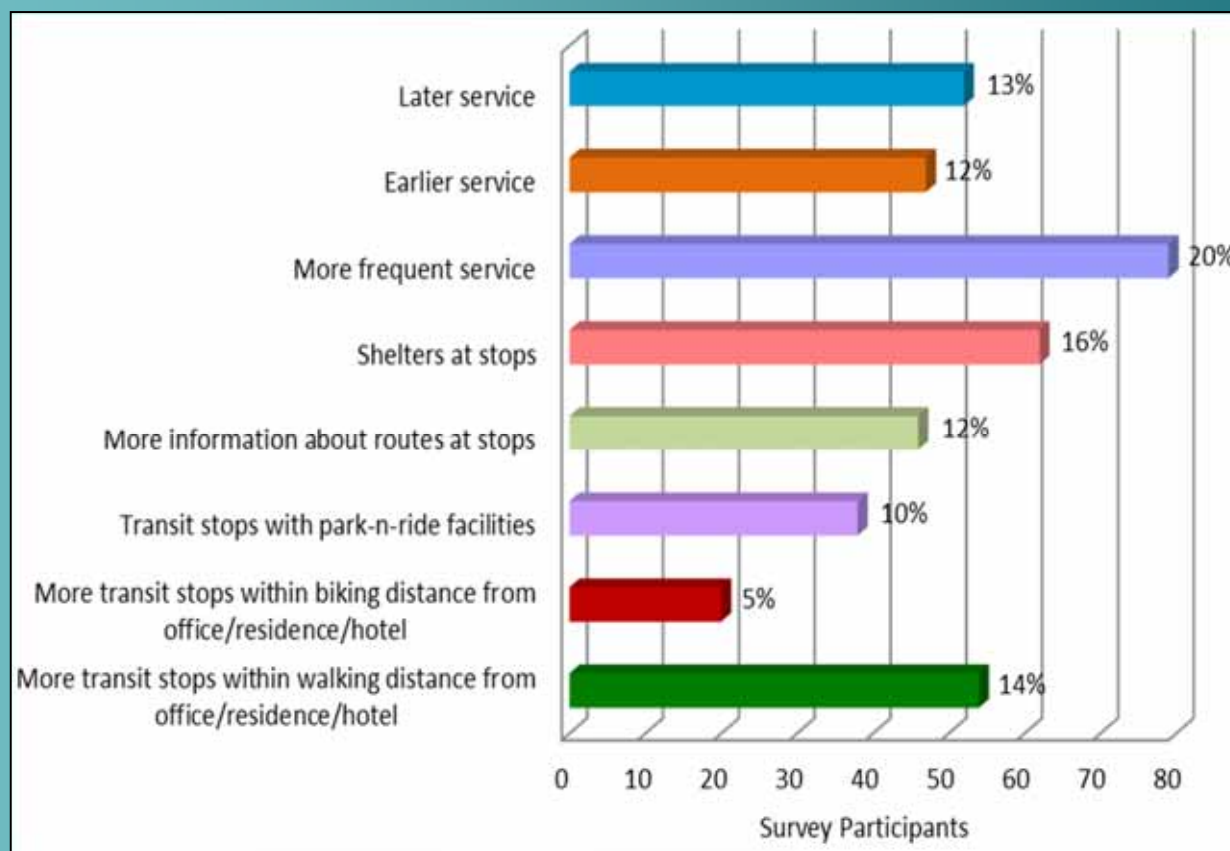
❖ Factors Limiting Transit Use



Stakeholder Input

Survey Results

❖ Improvements Encouraging Transit Use



Stakeholder Input

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

Survey Results

❖ Top activities for circulator use

- Lunch
- Shopping
- Special events

***Work indicated by employers/employees

❖ Top destinations to be served by circulator

- Tampa International Airport
- International Plaza
- Westshore Plaza
- Raymond James

Stakeholder Input

Interviews/Meetings

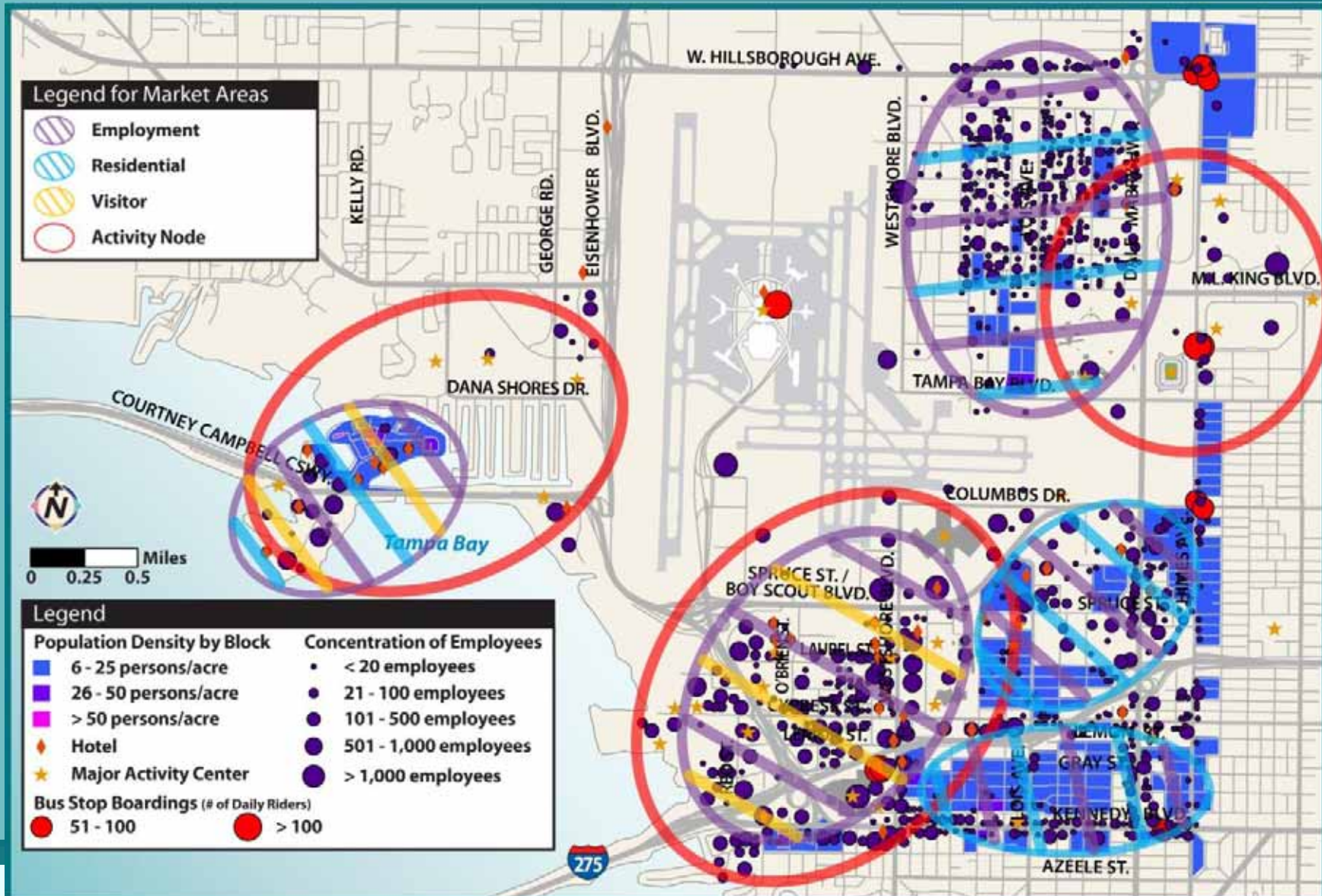
- ❖ Westshore Plaza
- ❖ International Plaza
- ❖ Hillsborough Community College
- ❖ Tampa International Airport
- ❖ United State Post Office
- ❖ Meeting with representative area hotels

Market Assessment

❖ Factors considered

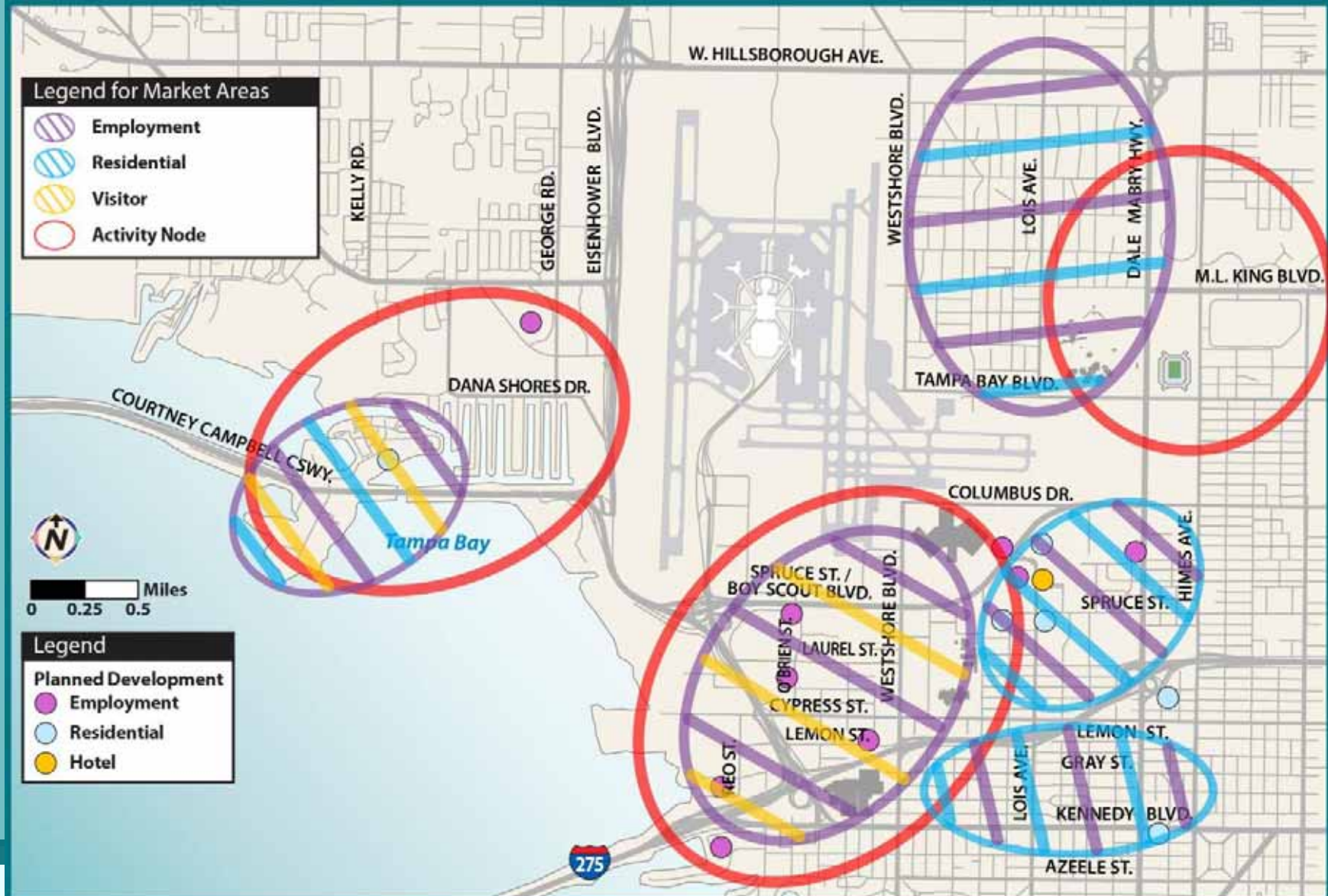
- Population density by block
- Concentration of employees
- High bus stop boardings
- Major area activity centers
- Hotels
- Planned development (planned market factor)
- Future land use (planned market factor)

Existing Markets



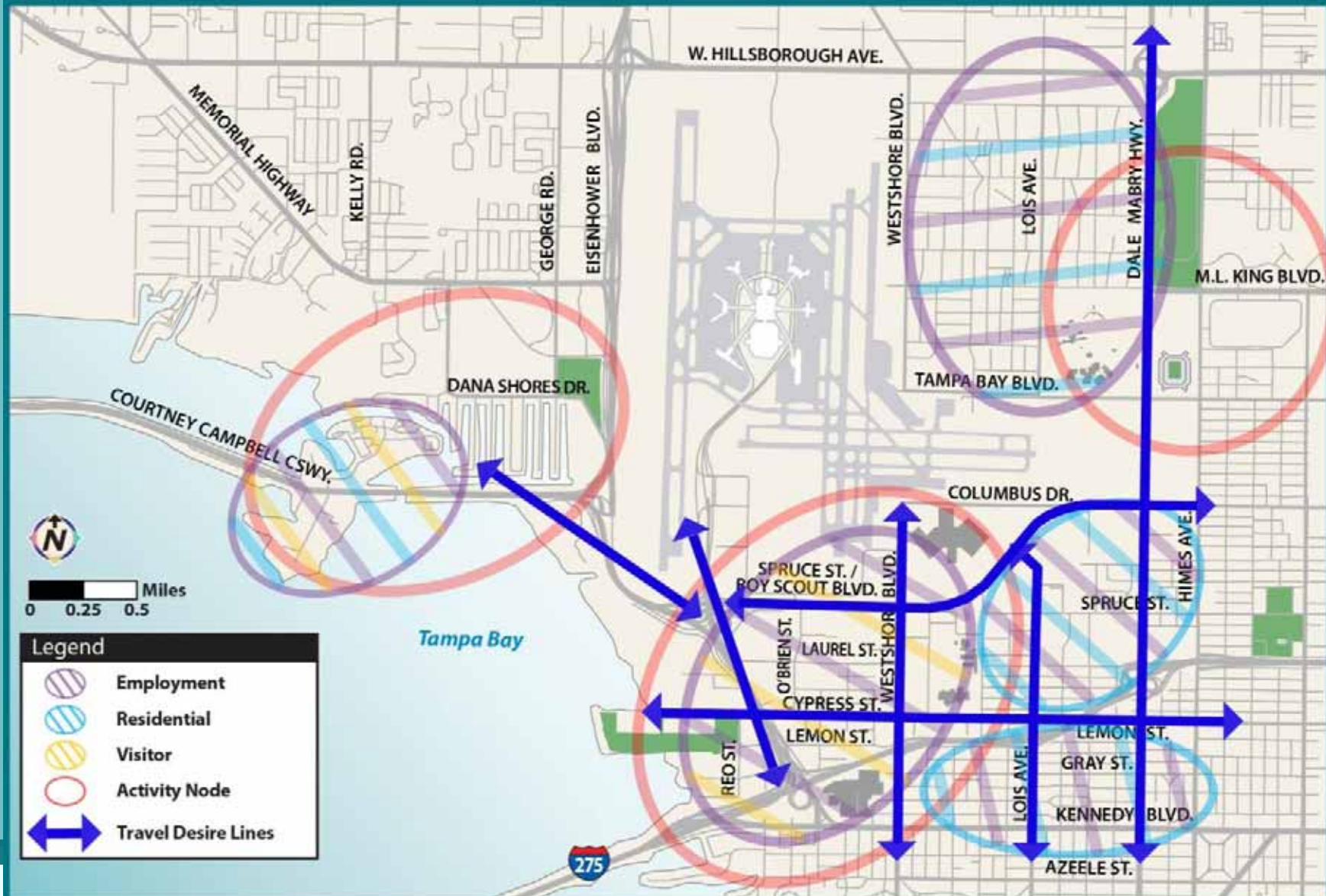
Source: Westshore Circulator Study Existing Conditions Analysis, 2012

Planned Markets



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

Circulator Service Demand



Source: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012

Findings

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

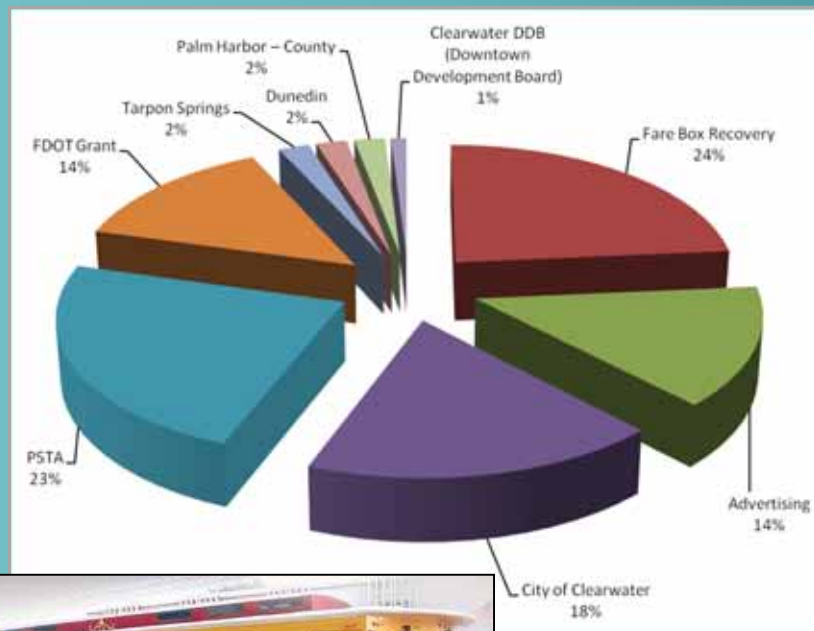
Implementation Plan

- ❖ 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

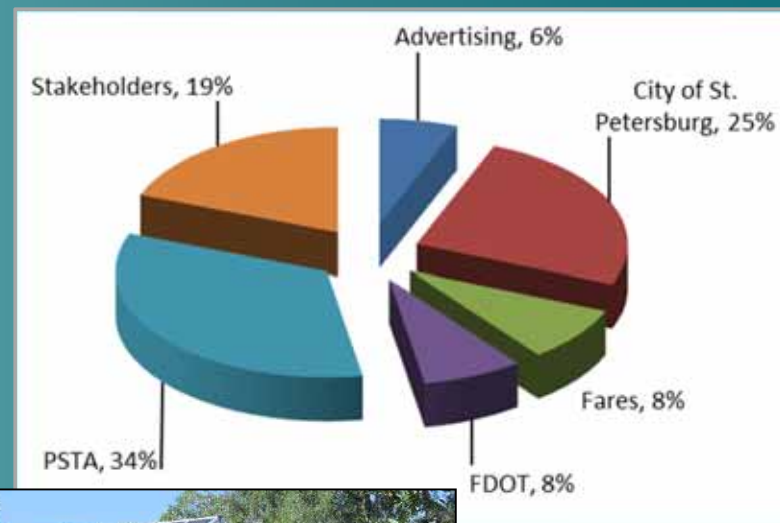
Funding Sources



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

The Looper

Funding Sources

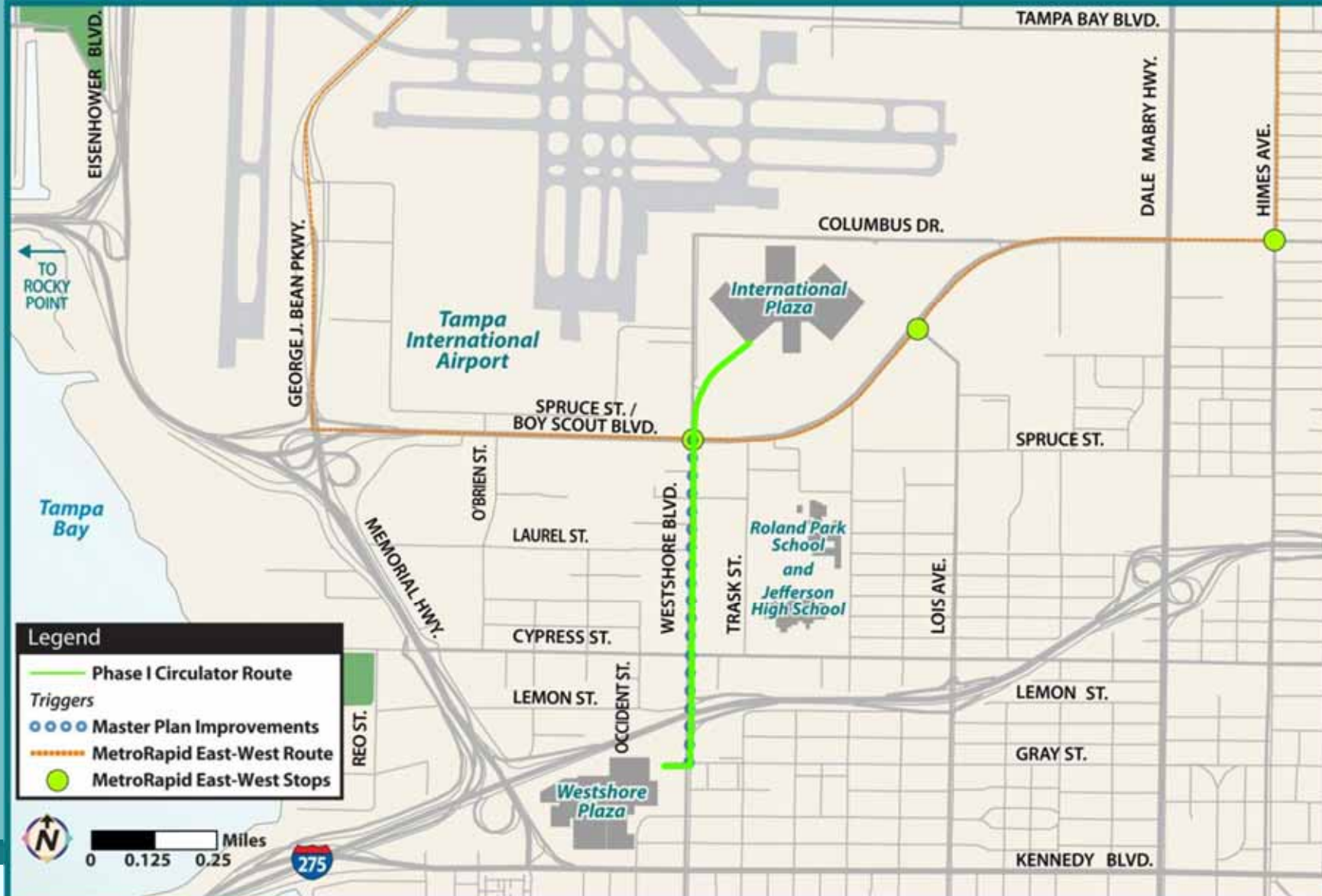


Source: The Looper, Inc., 2012

Conceptual Service - Triggers

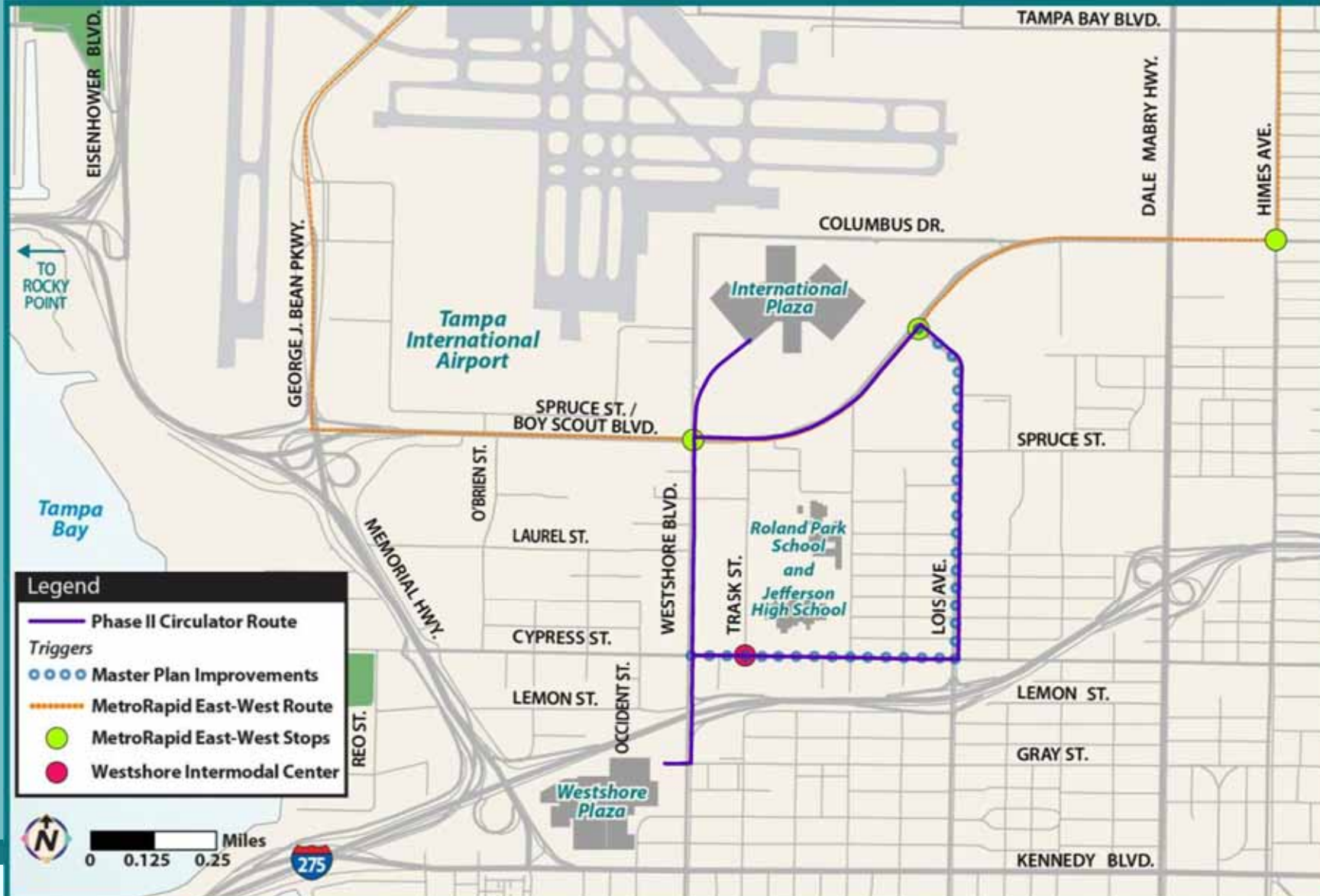
- ❖ Westshore Business District Master Plan
- ❖ HART MetroRapid East-West Corridor
- ❖ Westshore Intermodal Center
- ❖ Westshore Area Multi-Sports Indoor Arena
- ❖ Planned Development
- ❖ Pinellas County AA/Howard Frankland Bridge
- ❖ HART Premium Transit Improvements
- ❖ I-275 Reconstruction
- ❖ FDOT D7 Managed Lanes Master Plan Study

Conceptual Service - Phase I



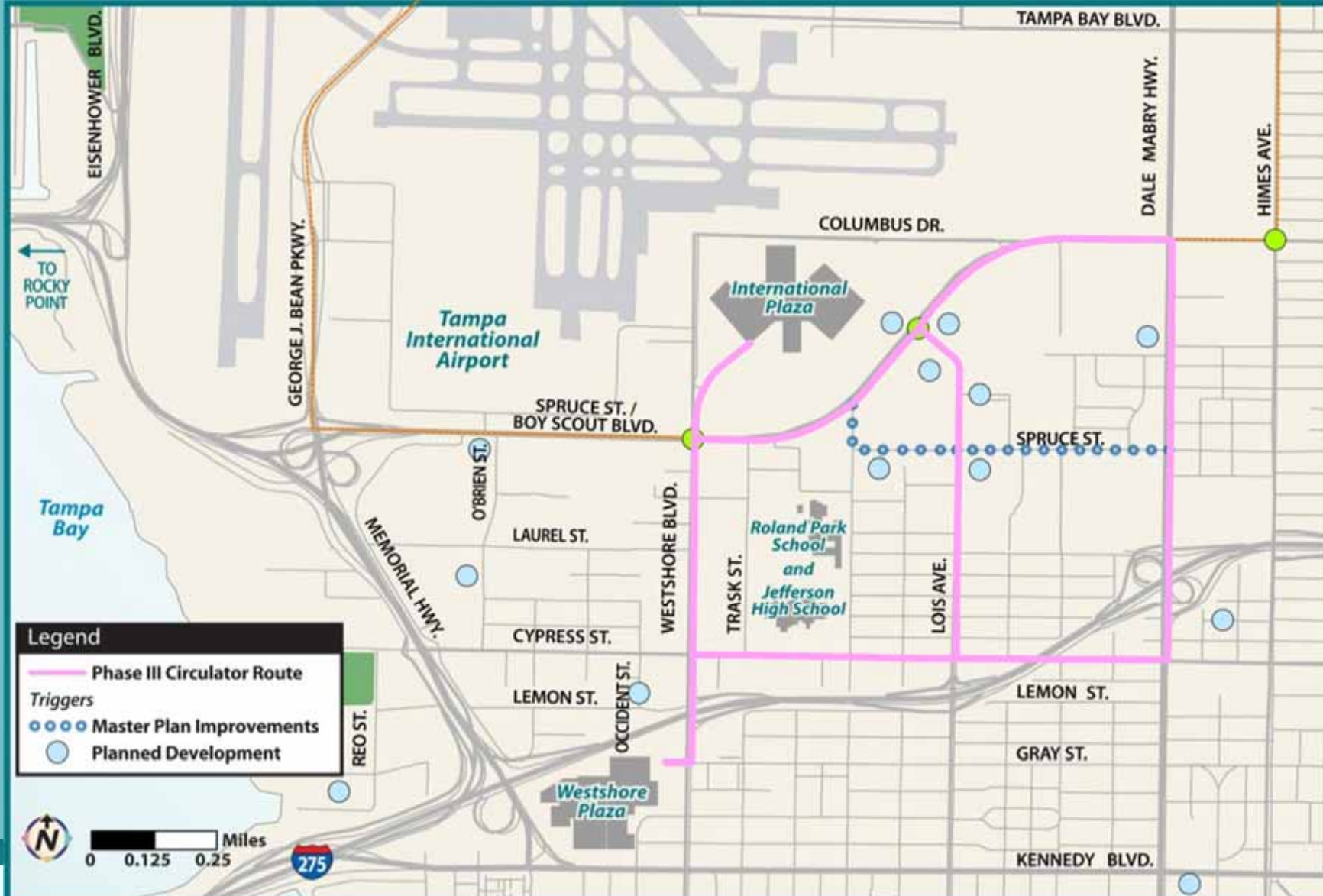
Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012

Conceptual Service - Phase II



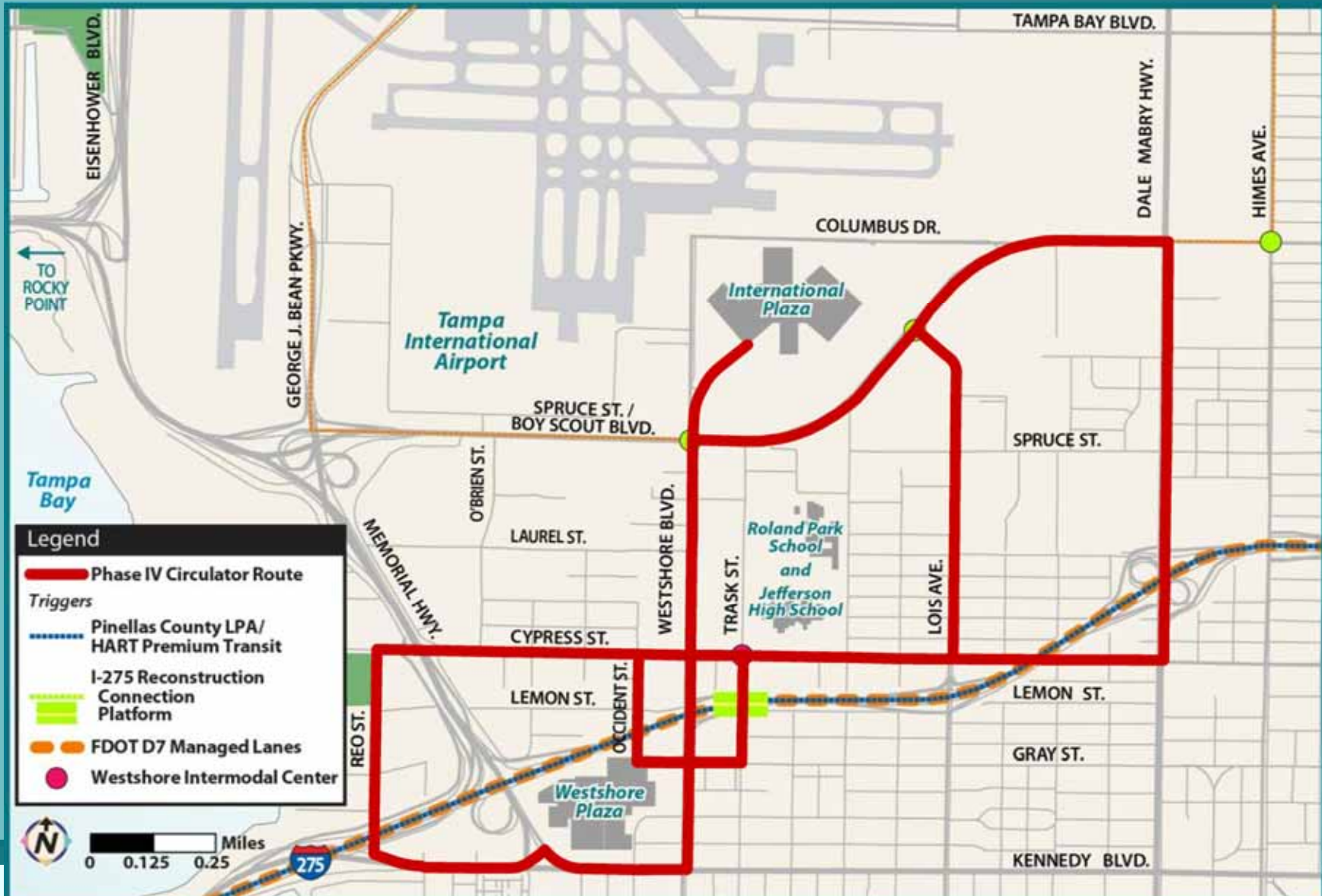
Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012

Conceptual Service - Phase III



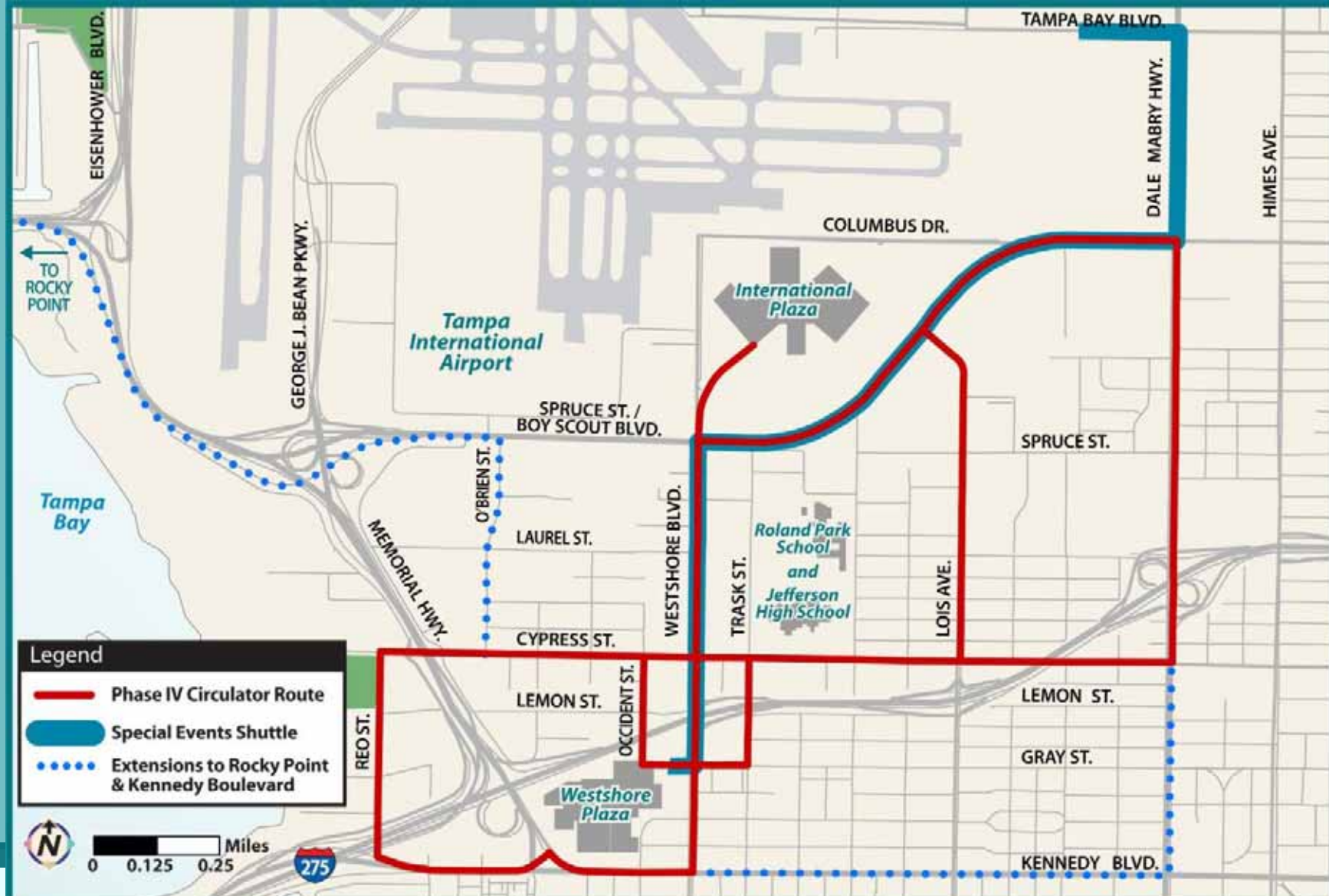
Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012

Conceptual Service - Phase IV



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

	Cycle Length (miles)	Cycle Time (minutes)**	Headway (minutes)	Service Span (hours per day)****	No. of Vehicles	Cost per Revenue Hour****	Vehicle Revenue Hours per Day	Days per Year	Annual Vehicle Revenue Hours	Total Annual Operating Cost	Potential Farebox Recovery*****	Total Net Annual Cost
Phase Ia	2.23	17	10	3	2	\$79	6	253	1,518	\$119,922	\$7,590	\$112,332
Phase I	2.23	17	10	15	2	\$79	30	260	7,800	\$616,200	\$39,000	\$577,200
Phase II	3.81	29	10	15	3	\$79	45	260	11,700	\$924,300	\$58,500	\$865,800
Phase III	8.95	67	10	15	7	\$79	105	260	27,300	\$2,156,700	\$136,500	\$2,020,200
Phase IV	12.8	96	10	15	10	\$79	150	260	39,000	\$3,081,000	\$195,000	\$2,886,000
Rocky Point Extension*	6.28	47	10	15	5	\$79	75	260	19,500	\$1,540,500	\$97,500	\$1,443,000
Special Events Shuttle*	5.79	43	10	15	5	\$79	75	260	19,500	\$1,540,500	\$97,500	\$1,443,000
Kennedy Boulevard Extension*	3.22	24	10	15	3	\$79	45	260	11,700	\$924,300	\$58,500	\$865,800

*These extensions are individually estimated.

***Assumes service from 6:00 a.m. to 9:00 p.m.

***** Assumes 10 passengers per hour and Fare of \$0.50.

**Assumes 8 mph.

**** Assumes deadhead and administrative costs.

Sources: Westshore Circulator Study Existing Conditions Analysis and Needs Assessment, 2012

Capital Cost Estimate

	No. of Vehicles	20% Spare Ratio	Total Required Vehicles	Cost per Vehicle**	Cost
Phase I	2	0.4	3	\$400,000	\$1,200,000
Phase II	3	0.6	4	\$400,000	\$1,600,000
Phase III	7	1.4	8	\$400,000	\$3,200,000
Phase IV	10	2	12	\$400,000	\$4,800,000
Rocky Point Extension*	5	1	6	\$400,000	\$2,400,000
Special Events Shuttle*	5	1	6	\$400,000	\$2,400,000
Kennedy Boulevard Extension*	3	0.6	4	\$400,000	\$1,600,000

*These extensions are individually estimated.

**Cost derived through consultation with HART staff .

Potential Funding Scenarios

Phase I Funding Scenario #1

Funding Partners	Capital Costs	Operating Costs	Total
Westshore Alliance Special Assessment	\$0	\$144,300	\$144,300
City of Tampa	\$0	\$144,300	\$144,300
HART	In-kind Lease of Vehicles	\$0	\$0
FDOT	\$0	\$288,600	\$288,600
Farebox	\$0	\$39,000	\$39,000
TOTAL	\$0	\$616,200	\$616,200

Phase I Funding Scenario #2

Funding Partners	Capital Costs	Operating Costs	Total
Westshore Alliance Special Assessment	\$0	\$144,300	\$144,300
City of Tampa	\$0	\$144,300	\$144,300
HART	\$0	\$0	\$0
FDOT	\$0	\$288,600	\$288,600
MPO Flexible Funding	\$1,200,000	\$0	\$1,200,000
Farebox	\$0	\$39,000	\$39,000
TOTAL	\$1,200,000	\$616,200	\$1,816,200

Source: Westshore Circulator Study Peer Review, 2012

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Questions?

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