University Area Transit Circulator Study

Study Area Boundary
GOALS AND OBJECTIVES

Identify:

- Service Overlaps
- Service Gaps
- Existing Funding Sources
- Needed Service & Circulation Improvements
  - Travel Market Assessment
  - Trip Generators & Attractors (Points of Interest)
  - “Connecting the Dots”
- Opportunities for Collaboration and Partnerships
- Priorities for Enhanced Transit Service
University Area Transit Circulator Study

TRAVEL MARKET ASSESSMENT
HIGH TRIP VOLUMES BY TAZ

TAZs with High Daily Trips

8,500 - 30,000
TRIP GENERATORS AND ATTRACTORS
MAJOR TRIP FLOWS AND TYPES

Major Trip Types
• University
• Home to Work
Major Trip Types
• Home to Shopping
• Home to Other
• Home to Social/Rec
Major Trip Types
- University
- Home to Other
- Non-Home Based to Other
MAJOR TRIP FLOWS AND TYPES
STAKEHOLDER CRITERIA
IDENTIFYING NEW OPPORTUNITIES

- Initial list of entities & organizations
- Data collection & identification of stakeholders
- One-on-ones / partnership opportunities
- Funding options

SERVICE ENHANCEMENT RECOMMENDATIONS
WHO ARE WE CONTACTING?

- New North Transportation Alliance
- Innovation Alliance
  - Busch Gardens
  - Florida Hospital
  - Moffitt
  - USF
- HART (ADA/Paratransit)
- Hillsborough County
- City of Temple Terrace
- TBARTA
- University Mall
WHO WILL BENEFIT?

- Seniors
- Students
- Employees
- Tourists
- Visitors
- Medical Patients (without special or specific needs)
DEFINING SERVICE CHARACTERISTICS

- Type of Stakeholder
  - Service Provider and/or Point of Interest
- Target Population
  - Seniors, Students, Employees, Tourists, Visitors, and Patients
- Type of Service
- Partnership Opportunities
How can transit service in the University Area be improved?

Announcing: Workshop for the University Area Transit Circulator Study

Date: Thursday, October 4, 2012  Time: 2 p.m. - 4 p.m.
Location: University Area Community Center
14013 N. 22nd Street, Tampa, FL 33613

Would you like more public transit options for getting around the University of South Florida Area? Which destinations need better transit service? Who will use the service? We want to hear from you!

The Hillsborough County Metropolitan Planning Organization (MPO) and Hillsborough Area Regional Transit Authority (HART) invite you to a workshop to discuss opportunities for improved transit service within the University Area. For more information, please contact Randy Kranjec at (813) 273-3774 ext. 359, kranjcr@plancom.org or Steve Feigenbaum, at (813) 384-6559, feigenbaums@gohart.org.

Persons in need of special accommodations under the Americans with Disabilities Act or who require interpreter services (free of charge) should contact Michele Ogilvie, (813) 273-3774 ext. 317, ogilviem@plancom.org, at least 3 business days in advance of this meeting. In accordance with Title VI of the Civil Rights Act of 1964 and other nondiscrimination laws, public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status.
UPCOMING MEETINGS

- Thurs, Oct. 4, 2012, 2-4pm: Workshop
  University Area Community Center, 14013 N. 22\textsuperscript{nd} Street
  - Brief Study Overview
  - Key Issues and Needs
  - Preliminary Recommendations

- Wed, Nov. 14, 2012, 8-10am: NNTA Advisory Board
  New location to include workshop participants
  University Area Community Center, 14013 N. 22\textsuperscript{nd} Street
  - Funding Opportunities
  - Draft Service Options
  - Draft Recommendations
University Area Transit Circulator Study

OTHER BACKGROUND DATA
University Area Transit Circulator Study

HART Existing Transit Services
University Area Transit Circulator Study

HART and USF Bull Runner Transit Services
University Area Circulator Study

USF Bull Runner Daily Stop Activity (within Study Area)
University Area Circulator Study

Transit Dependent Populations

Legend
TOI
- Very High
- High
- Medium
- Low

Existing HART Services
Study Area
Interstate
Major Road
Roads

Map X

2010 Transit Dependent Populations

Source: 2010 ESR Data
University Area Circulator Study

2010 Employment Density

Legend

Employee Density Threshold

- Minimum
- High
- Very High

Existing HART Services

Study Area

Interstate

Major Road

Source: Hillsborough County MPO 2035 LRTP Forecast Socioeconomic Data
University Area Circulator Study

2010 Dwelling Unit Density
University Area Circulator Study

USF Area Multimodal Transportation District (MMTD) – Study Area Boundary
PROPOSED SERVICE OPTIONS

OPTION A

University Area Transit Circulator Study
PROPOSED SERVICE OPTIONS

OPTION B

University Area Transit Circulator Study
PROPOSED SERVICE OPTIONS

OPTION C

University Area Transit Circulator Study
PROPOSED SERVICE OPTIONS

OPTION D

GREEN

University Area Transit Circulator Study
PROPOSED SERVICE OPTIONS
OPTION E

University Area Transit Circulator Study