Study Purpose

• Evaluate the existing and proposed transit service in northwest Hillsborough County
• Identify improvements to tie into the Transit Development Plan (TDP) update
Study Area

- Westchase, Citrus Park, Northdale, Keystone, Odessa
Existing Transit Conditions

- Area served by fixed routes, express route, and flex routes
- Approx. 7,000 Daily Boarding/Alightings in the study area
Study Area

• Existing and Future Land Use, primarily Single Family Residential

• Median Income
  • Study Area (All Residents): $66,676
  • Countywide: $50,122

Northwest Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>122,972</td>
</tr>
<tr>
<td>2002</td>
<td>149,498</td>
</tr>
<tr>
<td>2004</td>
<td>190,826</td>
</tr>
<tr>
<td>2006</td>
<td>205,498</td>
</tr>
<tr>
<td>2008</td>
<td>213,026</td>
</tr>
</tbody>
</table>

Residents per Acre
- < 1
- 1 - 2.5
- 2.5 - 5
- 5 - 10
- > 10
Study Area Commute Patterns

Commute Pattern for Northwest Residents

Number of Commuters

- Drive Alone: 85,607
- Carpool: 9,610
- Transit: 827
- Taxi: 43
- Motorcycle: 313
- Bicycle: 355
- Walked: 968
- Other: 882
- Work from Home: 7,148
Northwest Transit Users

- Median Income: $15,000 - $25,000
- Most transit trips are home-work trips

**Number of Household Automobiles**

<table>
<thead>
<tr>
<th>Number of Household Automobiles</th>
<th>Number of Survey Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>180</td>
</tr>
<tr>
<td>One</td>
<td>100</td>
</tr>
<tr>
<td>Two</td>
<td>50</td>
</tr>
<tr>
<td>Three or more</td>
<td>10</td>
</tr>
</tbody>
</table>

**How else could you make this trip?**

<table>
<thead>
<tr>
<th>Transportation Method</th>
<th>Number of Survey Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle</td>
<td>10</td>
</tr>
<tr>
<td>Drive</td>
<td>20</td>
</tr>
<tr>
<td>Carpool</td>
<td>150</td>
</tr>
<tr>
<td>Taxi</td>
<td>5</td>
</tr>
<tr>
<td>Walk</td>
<td>10</td>
</tr>
<tr>
<td>Wouldn't make this trip</td>
<td>50</td>
</tr>
</tbody>
</table>
Developing the Alternatives: Potential Types of Transit Improvements

- Improve service for existing users
- Improve access to transit
Options to Improve Existing Service

- Expand Route 34 to better connect to PSTA
- Increase frequency on high performing routes
- Rethink under performing routes
Improve Access to Transit

• Regional Park and Ride
• First Mile, Last Mile
• Expanded taxi voucher program
• Improve bike/ped facilities around transit stops
• Better connect transit to greenways and trails
Next Steps

• Evaluate benefits, costs and tradeoffs associated with each alternative

• Targeted public input - focus on existing transit users
  • Are there opportunities that you know of to help us reach these stakeholders?