

# NORTHWEST HILLSBOROUGH TRANSIT STUDY

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Hillsborough MPO  
Metropolitan Planning  
for Transportation



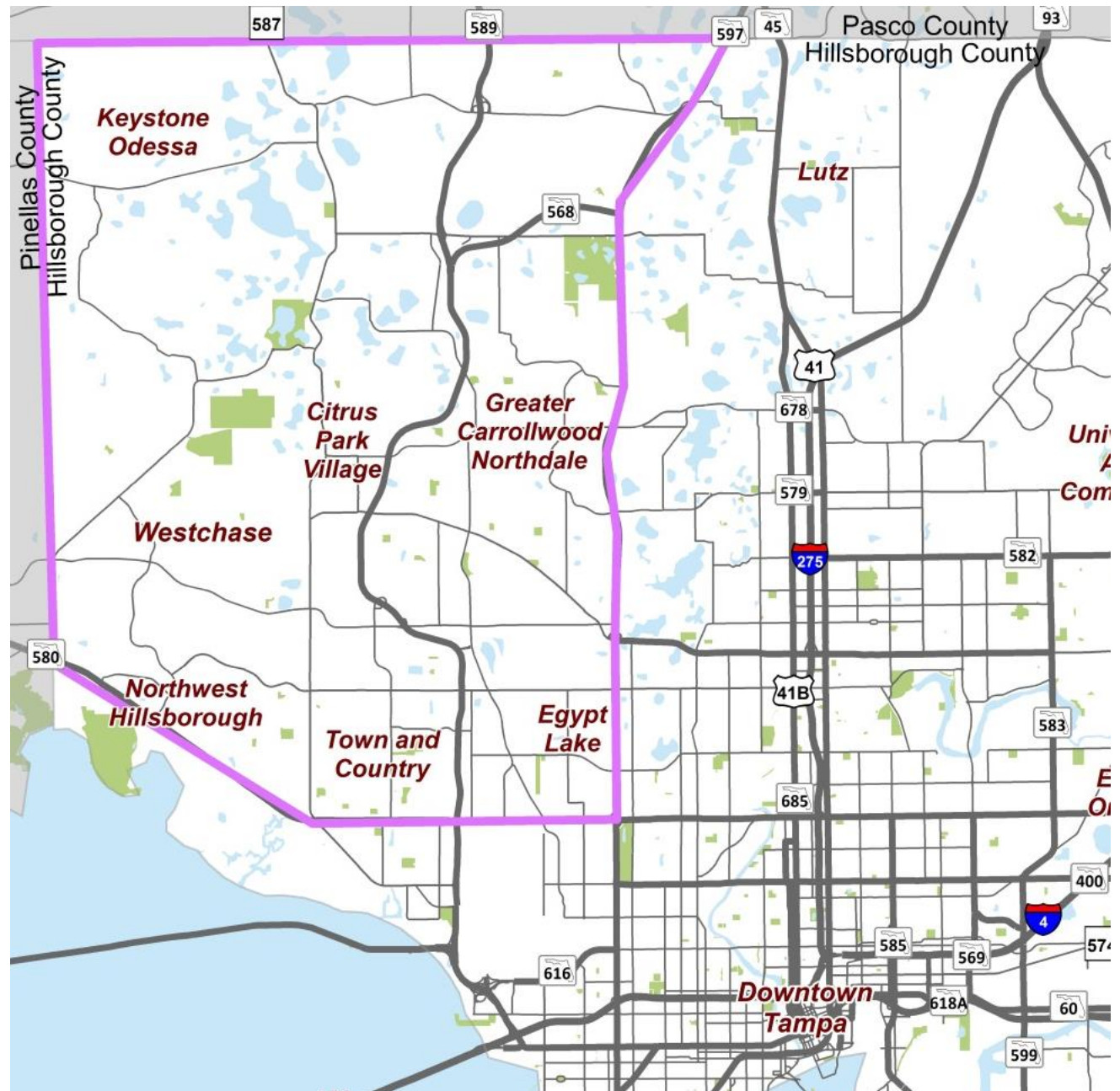
[www.goHART.org](http://www.goHART.org)

# Study Purpose

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

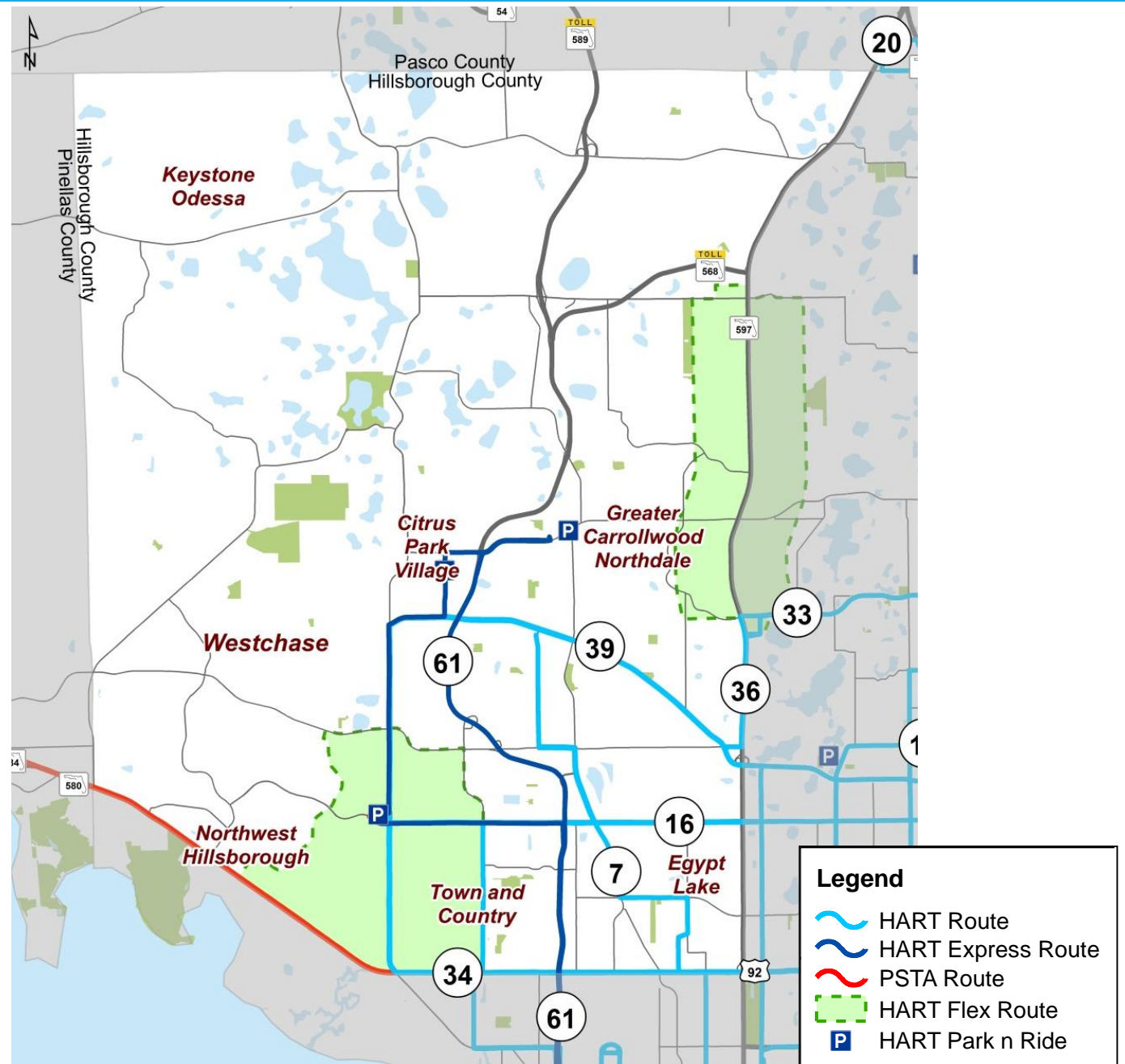
# Study Area

- Westchase, Citrus Park, Northdale, Keystone, Odessa



# Existing Transit Conditions

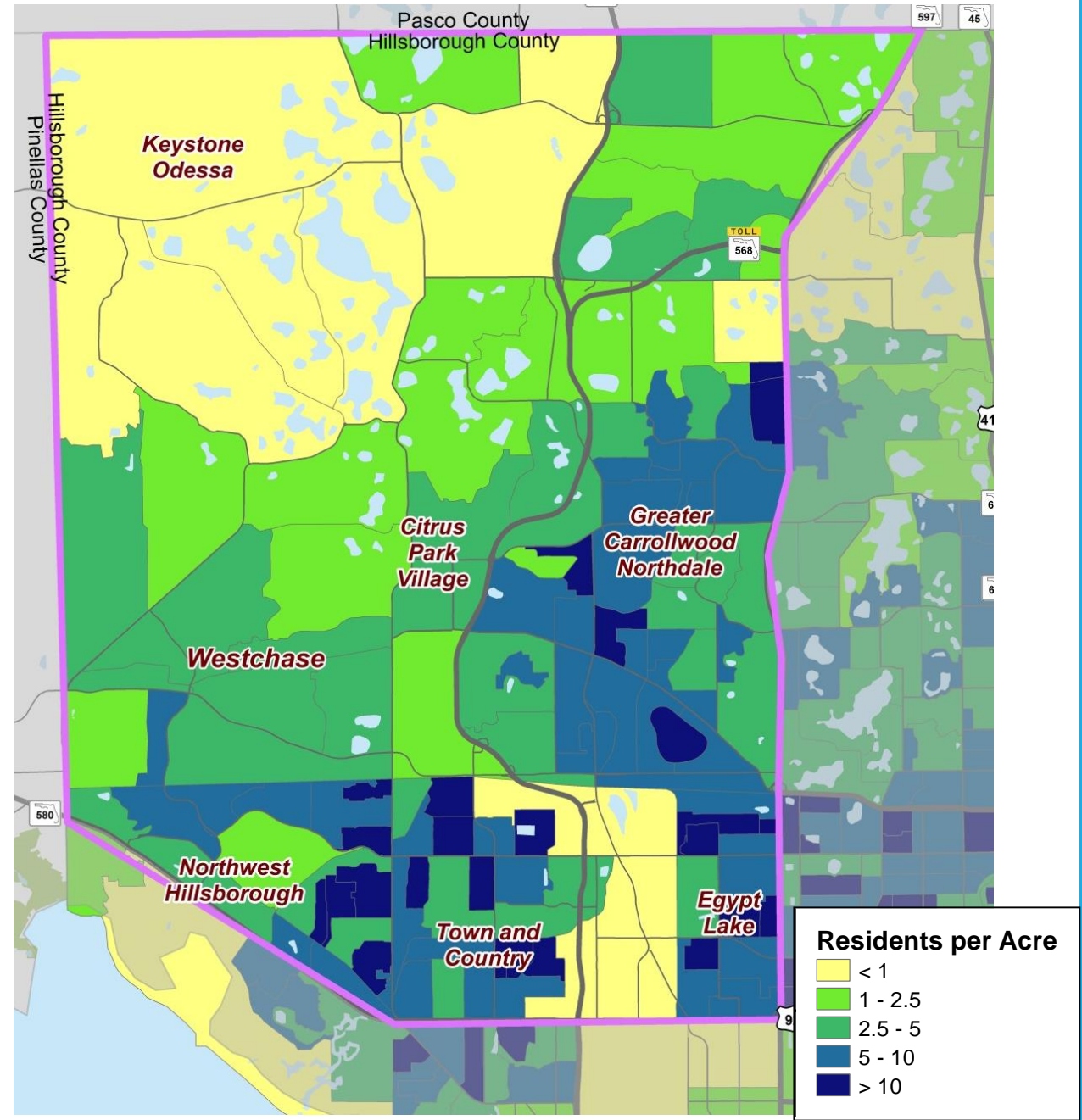
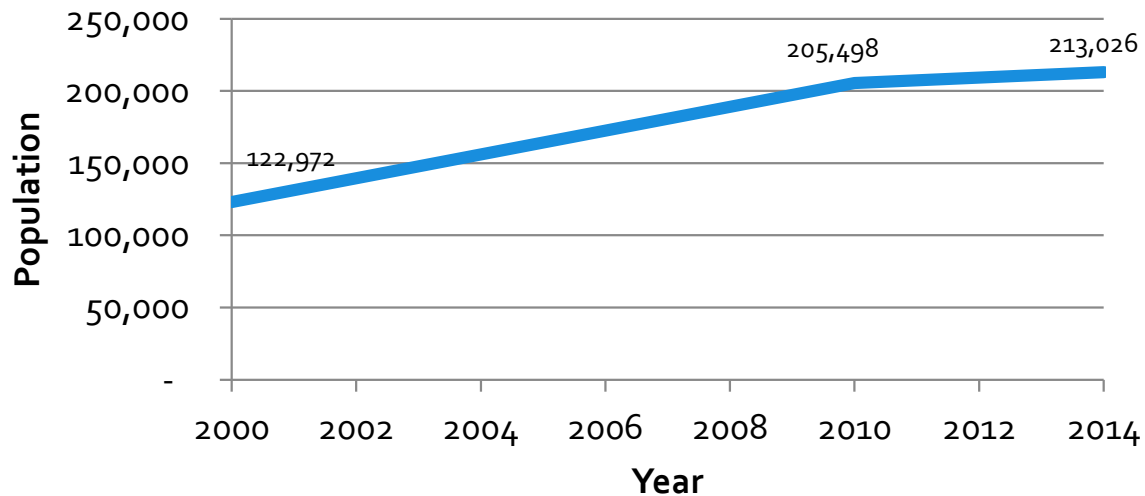
- Area served by fixed routes, express route, and flex routes
- Approx. 7,000 Daily Boarding/Alightings in the study area



# Study Area

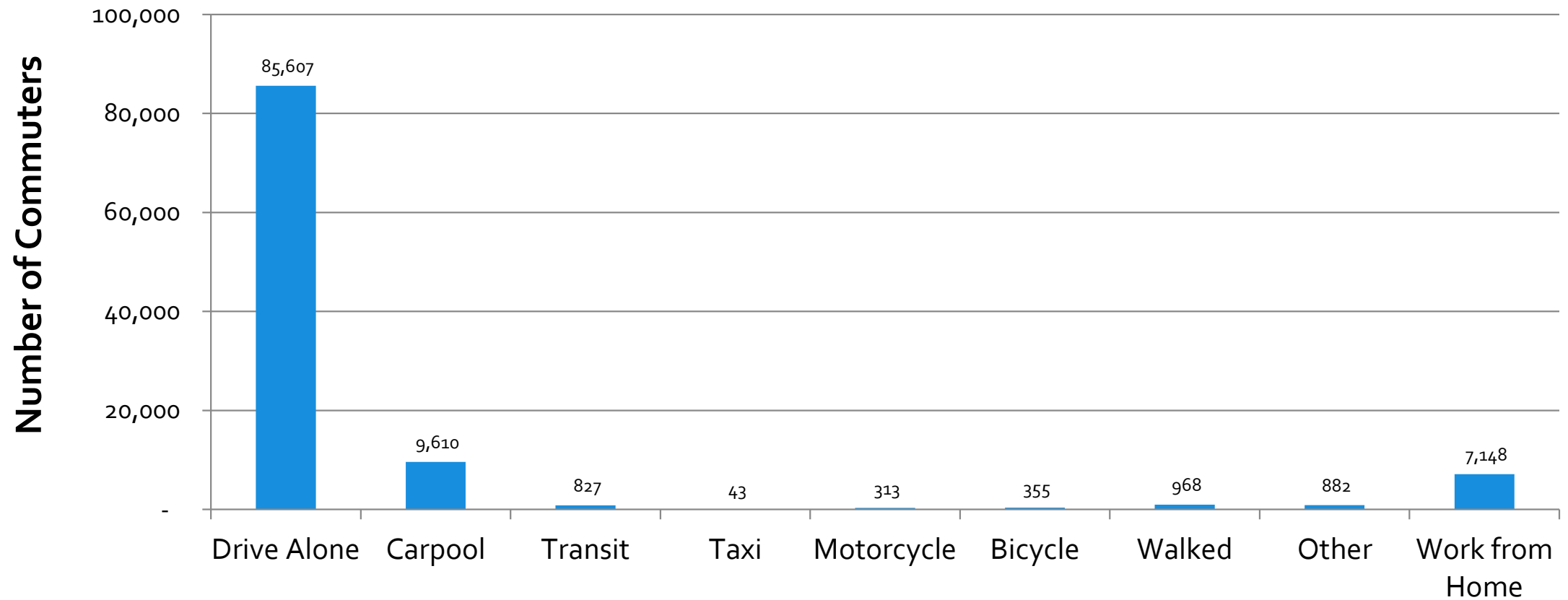
- Existing *and* Future Land Use, primarily Single Family Residential
- Median Income
  - Study Area (All Residents): \$66,676
  - Countywide: \$50,122

Northwest Population



# Study Area Commute Patterns

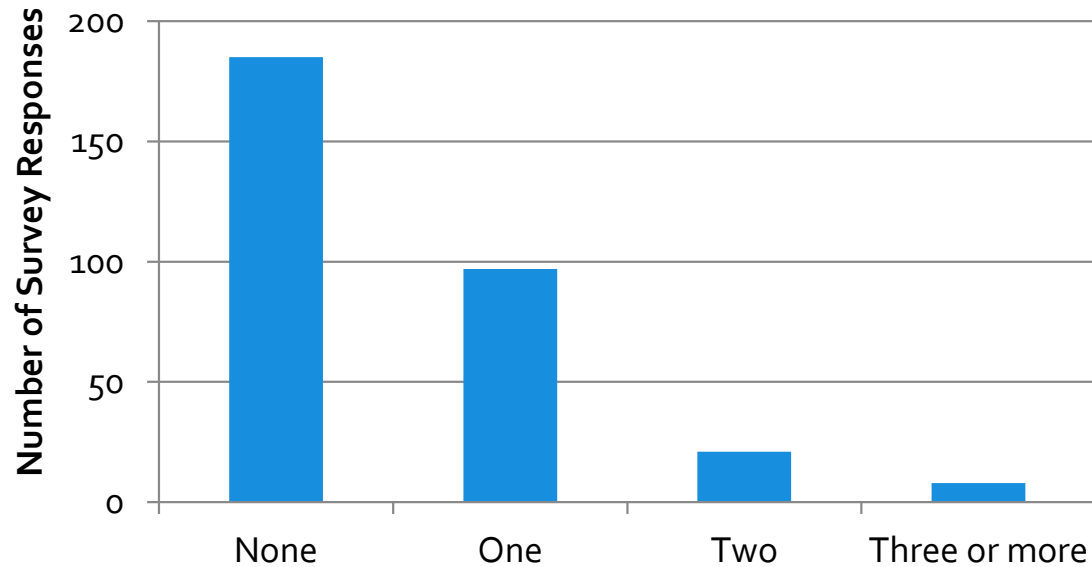
## Commute Pattern for Northwest Residents



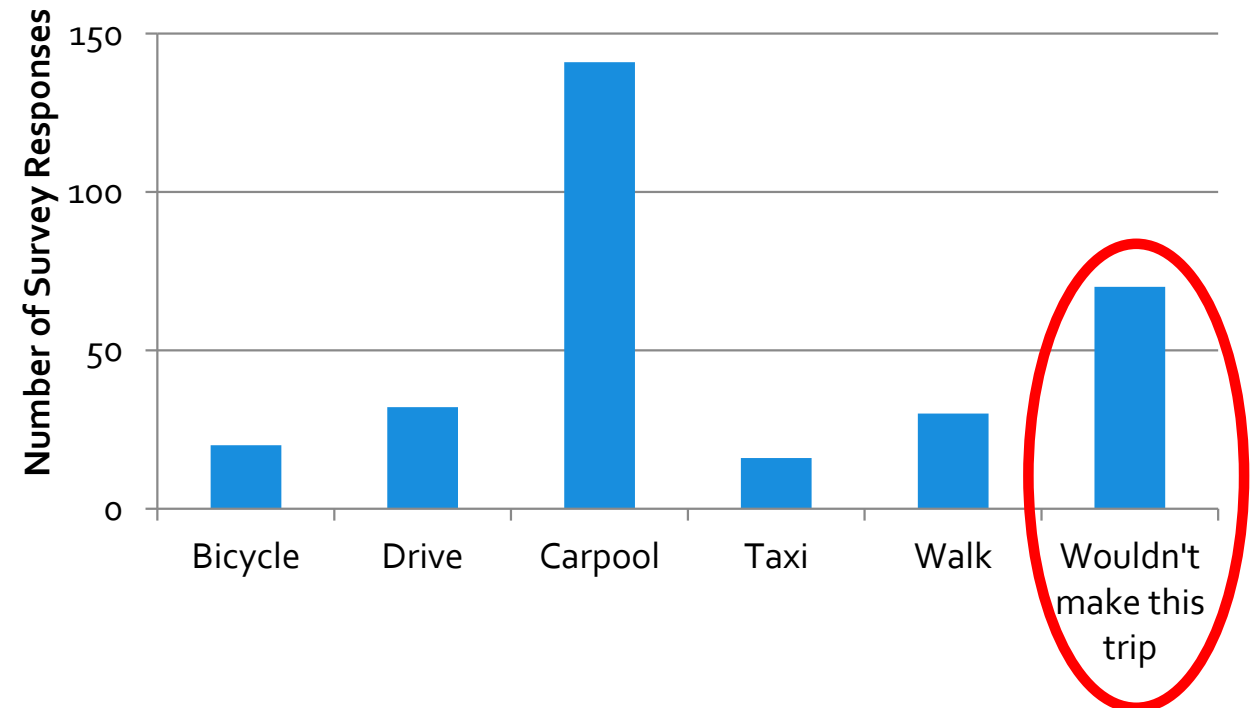
# Northwest Transit Users

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

## Number of Household Automobiles



## How else could you make this trip?



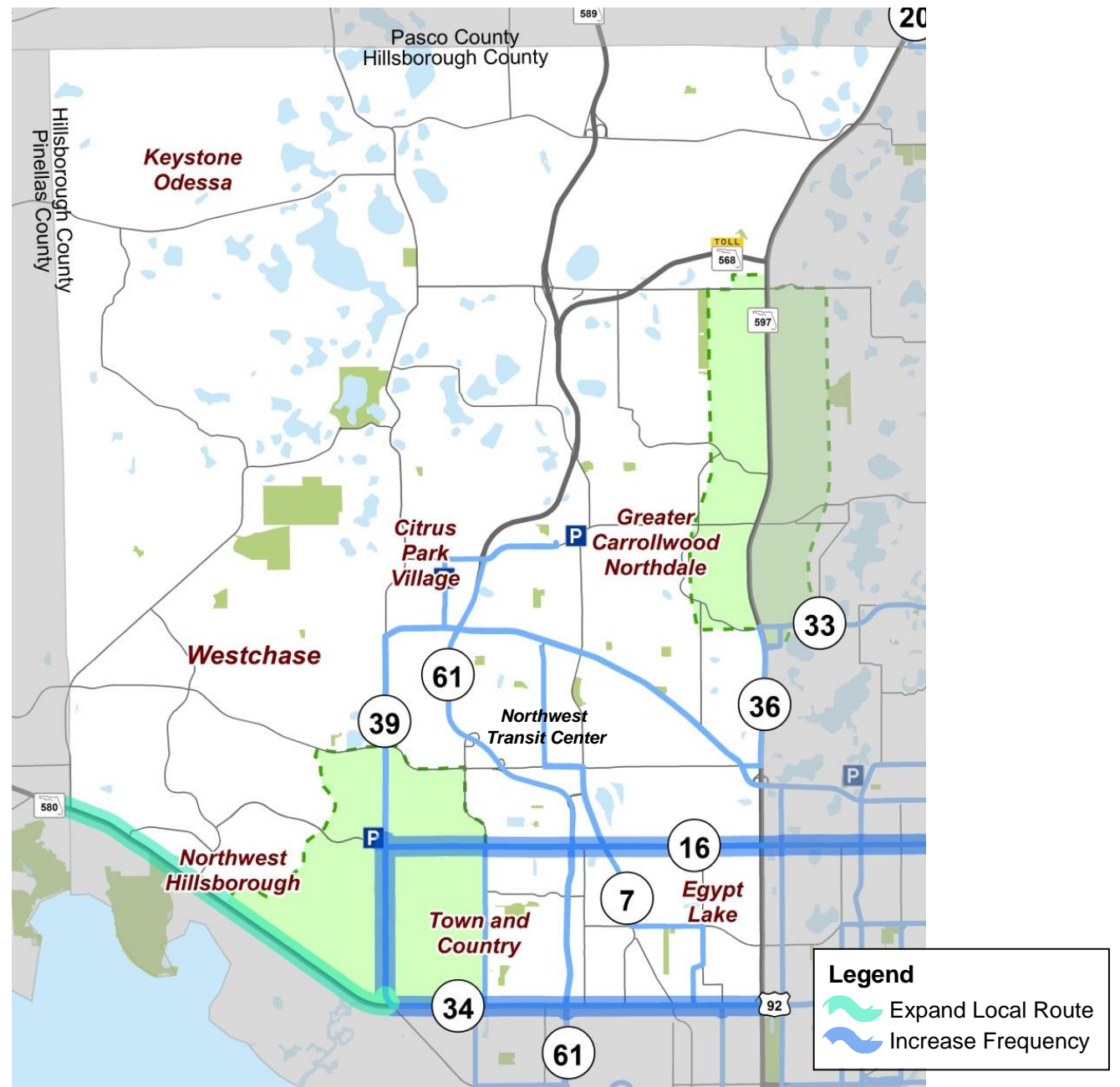
# Developing the Alternatives: Potential Types of Transit Improvements

- 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?