PLANT CITY TRANSIT MASTER PLAN

Stakeholder Focus Group Meeting 1
February 19, 2020
TODAY’S FOCUS GROUP MEETING

PRESENTATION – OVERVIEW OF STUDY
INTRODUCTIONS
BREAKOUT GROUP ACTIVITY – KEY TRANSIT OPPORTUNITIES
REPORT BACK & GROUP DISCUSSION
NEXT STEPS
BACKGROUND

• Currently over 40,000 residents in Plant City

• Plant City one of the fastest growing areas of Hillsborough County (by percent)

• Study Area includes Plant City and portions of Unincorporated Hillsborough County
PRIOR TRANSIT SERVICE

- **Strawberry Connection**
  - 4 Routes operated weekdays from 9 am to 5 pm
  - Operated by HART from 2000-2005, and Plant City from 2005-2008
  - Peak avg. monthly ridership in FY 2002-2003: 70,721
  - 2007-2008 (last year of operation): 12.31 passengers per hour

- **28X East County Express**
  - Connected through Brandon before downtown Tampa
  - Provided two trips per day
  - Operated between 2012 and 2017
STUDY PURPOSE & OUTCOMES

Explore options for transit in Plant City:
- Transit circulator to serve transit needs within Plant City
- Express route connecting Plant City to Tampa and potentially Lakeland

Evaluate alternative routes and service based on:
- Costs
- Potential ridership
- And other performance measures

Identify areas to serve in the future to meet projected growth

Recommend service that can be implemented with:
- Current funding
- Projected funding
## TIMELINE

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- Community Engagement
- Project Deliverable

**January 22** – Presented to Plant City Planning Board
STAKEHOLDER FOCUS GROUP

• Purpose of Stakeholder Focus Group
  • Provide input on key activity centers & corridors
  • Review proposed alternatives
  • Provide essential context and background information

• Who's in the room?
  • Name
  • Agency/Organization
  • What is your interest in this study?
  • What is your favorite place to visit in Plant City?
INFLOW/OUTFLOW

Live in Plant City & Work Outside: 13,709
Live & Work in Plant City: 2,435
Live Outside Plant City & Work In: 16,064

WHERE PLANT CITY RESIDENTS WORK

Top Places
1. Tampa: 2,866
2. Plant City: 2,435
3. Lakeland: 1,410
4. Brandon: 631
5. East Lake: 607

WHERE PLANT CITY WORKERS LIVE

Top Places
1. Plant City: 2,435
2. Lakeland: 1,063
3. Brandon: 686
4. Tampa: 577
5. Riverview: 354

BREAKOUT GROUP EXERCISE

Overview
• 3 Stations with maps:
  1. Key corridors & destinations
  2. Multimodal-dependent populations
  3. Future areas of growth
• Each station has a facilitator

Instructions
• Split into 3 groups
• Spend 15 minutes at each station
• Provide input to facilitators
  1. Draw out routes
  2. Pinpoint important places
  3. Make edits to maps
• Regroup and facilitators will share results
QUESTIONS FOR DISCUSSION

• What are the biggest benefits to implementing transit here? (Green card)

• What are the biggest challenges to implementing transit here? (Red card)

• What is needed to make transit successful here? (Yellow card)
## NEXT STEPS

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**Community Engagement**