WELCOME
Questions & Discussion

Use the chat box to post your questions throughout the presentation and we will field them at certain points.

Want to share verbally? Submit request in the chat box and we’ll call on you to unmute.
Finding the Chat Box

[Image of chat box interface showing a message to organizers and panelists saying '3:59 PM: test.']
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
Previous Transit Service

- **Strawberry Connection**
  - Four Routes operated weekdays from 9 am to 5 pm
  - Operated by HART from 2000-2005, and Plant City from 2005-2008
  - Peak average monthly ridership in FY 2002-2003: 70,721
  - 2007-2008 (last year of operation): 12.31 passengers per hour
  - Routes 70 & 71 had highest ridership

- **28X East County Express**
  - Connected through Brandon before downtown Tampa
  - Provided two trips per day in morning and evening
  - Final year scaled back to one trip per day
  - Operated between 2012 and 2017
Study Purpose & Outcomes

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

**Identify**
Identify areas to serve in the future to meet projected growth

**Recommend**
Recommend service that can be implemented with:
- Current funding
- Projected funding
## Study Purpose & Outcomes

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<thead>
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<th>Activity</th>
<th>JAN</th>
<th>FEB</th>
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- **Community Engagement**: Black dot
- **Project Deliverable**: Black star
Summary of results from Focus Group Meeting 1

Findings from Existing Conditions & Travel Market Report

Present initial route alternatives
- Plant City circulator
- Route connecting Plant City to Tampa and Lakeland

Feedback on initial alternatives

Follow-up survey after this meeting
Who’s in the “Room”?
RECAP OF STAKEHOLDER FOCUS GROUP MEETING 1

February 19, 2020
Questions for Discussion

1. What are the biggest benefits to implementing transit here?
2. What are the biggest challenges to implementing transit here?
3. What is needed to make transit successful here?
<table>
<thead>
<tr>
<th>Benefits</th>
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<tbody>
<tr>
<td>Helps lower income people access their daily needs &amp; jobs</td>
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<tr>
<td>Improved mobility for people with disabilities</td>
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<tr>
<td>Greater access to destinations – within Plant City and outside of Plant City</td>
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<tr>
<td>Improved roadway safety</td>
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<tr>
<td>Less traffic</td>
</tr>
<tr>
<td>Supports economic development in Plant City</td>
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<tr>
<td>Supports healthy, active lifestyles</td>
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</tbody>
</table>
What are the Biggest Challenges to Implementing Transit Here?

- Funding availability to implement new service
- Operating costs to continue service into the future
- Getting support from county & city leadership
- Reliability of the service
- Low density development pattern in Plant City
- Overcoming perception of public transit
- Switching people from driving to taking transit
- Over emphasis on coverage – leads to longer travel times and less convenient routes
What is Needed to Make Transit Successful Here?

- Reasonable travel times
- Consistency of service
- First/last mile connections
- Implementing transit in stages as a progression to longer regional system
- Manage expectations - not all people in all areas will have access
- Choosing the right nodes/Connect to hubs
- Low cost for riders
- Outreach & education
- Coordination
- Community support & a transit champion
Points of Interest & Key Corridors – What We Heard . . .

Circulator

- Nodes:
  - Grocery stores
  - South Florida Baptist Hospital
  - Hotels
  - Strawberry Square

- Corridors:
  - Reynolds St
  - Baker St
  - S Collins St
  - Redman Pkwy
  - Park Rd
Points of Interest & Key Corridors – What We Heard . . .

Express Route

- Preference for an express bus with limited stops between Tampa, Plant City, and Lakeland
- Should primarily serve Tampa/Lakeland commuters
- Connection service through Brandon was generally not supported
- Corridors suggested include: US 92/Baker St | SR 574/MLK Dr | I-4
- Park and Ride Locations included:
  - XFL football practice stadium
  - Downtown train station
  - FDOT-owned property on the southwest corner of the intersection between I-4 and Alexander St
Communities of Concern – What We Heard . . .

- Census Block Groups that measure more than one standard deviation above the county’s median in two or more of the following characteristics:
  - Low income
  - Disability
  - Youth
  - Elderly
  - Limited English proficiency
  - Minorities
  - Carless households
Communities of Concern – What We Heard . . .

- Communities of concern generally capture the transit-dependent populations

- Popular destinations for Communities of Concern would include:
  - Strawberry Square
  - Wal-Mart shopping center
  - Essential services in Downtown
  - Health care
  - Plant City High School
Areas of Future Growth – What We Heard . . .

- Residential Growth
  - More residential development is needed to support transit
  - Increase infill development to add more density in the core of Plant City
  - Use upper floors of downtown offices and commercial spaces for residences

- Employment Growth
  - The two biggest employers in Plant City (South Florida Baptist Hospital and HCC College) expect continued growth
  - Industrial, warehouse, and distribution services in Southeast part of study area
  - Need for expanded roadway infrastructure to accommodate the growth
Transit Alternative Goals

1. Implement useful and reliable service for people who need it most (Communities of Concern & persons with disabilities)
2. Use transit to incentivize development downtown
3. Connect Plant City to Tampa and Lakeland/Polk County with transit
QUESTIONS & DISCUSSION

Raise hand to speak or type questions in the chat box.
EXISTING CONDITIONS & TRAVEL MARKET
Total Primary Jobs: 17,477
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. Plant City
3. Lakeland
4. Brandon
5. East Lake

Where Plant City Workers Live

**Top Places**
1. Plant City
2. Lakeland
3. Brandon
4. Tampa
5. Riverview

https://onthemap.ces.census.gov
Commute Patterns & Zero Car Households

- 84% of workers drive alone
- Mean travel time to work is 23.6 minutes
- 18% of residents travel less than 10 minutes to work
- 1.5% of households in Plant City have no vehicle
Communities of Concern

- Census Block Groups that measure more than one standard deviation above the county’s median in two or more of the following characteristics:
  - Low income
  - Disability
  - Youth
  - Elderly
  - Limited English proficiency
  - Minorities
  - Carless households
# Sunshine Line

<table>
<thead>
<tr>
<th>Top Destinations</th>
<th>Type</th>
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<tbody>
<tr>
<td>Plant City Adult Day Care</td>
<td>Day Care</td>
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<tr>
<td>YMCA</td>
<td>Community Center</td>
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<tr>
<td>Lighthouse for the Blind</td>
<td>Rehabilitation Center</td>
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<tr>
<td>Davita Dialysis</td>
<td>Medical</td>
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<tr>
<td>South Florida Baptist Hospital</td>
<td>Medical</td>
</tr>
<tr>
<td>Walmart Super Center</td>
<td>Grocery/Shopping</td>
</tr>
<tr>
<td>Winn Dixie</td>
<td>Grocery</td>
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<tr>
<td>St. Clements Church &amp; Food Pantry</td>
<td>Church/Food Pantry</td>
</tr>
<tr>
<td>Save-A-Lot</td>
<td>Grocery</td>
</tr>
</tbody>
</table>
QUESTIONS & DISCUSSION

Raise hand to speak or type questions in the chat box.
TRANSIT ALTERNATIVES

PLANT CITY CIRCULATOR
Assumptions

• $600K capital cost for each new bus
• Paratransit costs are an additional 12% of operating costs
• Operates from 6 am to 10 pm
• 7 days/week

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.
Plant City Circulator

- Merge of Rts. 71 & 72 (saw highest ridership in previous service)
- Connects residential areas with hospital, medical facilities, downtown, and shopping plazas along Redman Pkwy
- 10.7 miles round trip
### Plant City Circulator

<table>
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<tr>
<th>Performance Measures</th>
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<tbody>
<tr>
<td>Annual Operating Cost</td>
<td>$500K - $630K</td>
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<tr>
<td>Paratransit Cost</td>
<td>$60K-75.6K</td>
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<tr>
<td>Cost per Vehicle Trip</td>
<td>$90-100</td>
</tr>
<tr>
<td>Frequency</td>
<td>60 min</td>
</tr>
<tr>
<td>Travel Time (round trip)</td>
<td>50 min</td>
</tr>
<tr>
<td>Connection to other routes</td>
<td>N/A</td>
</tr>
<tr>
<td># of people within ½ mile</td>
<td>9,652</td>
</tr>
<tr>
<td># of jobs within ½ mile</td>
<td>4,212</td>
</tr>
<tr>
<td>% in poverty within ½ mile</td>
<td>18.7%</td>
</tr>
<tr>
<td>% minority within ½ mile</td>
<td>65.8%</td>
</tr>
<tr>
<td>% seniors within ½ mile</td>
<td>11.4%</td>
</tr>
<tr>
<td>% no vehicles within ½ mile</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

Map of Plant City Circulator routes:
- Baker St
- Strawberry Festival Grounds
- Reynolds St
- Downtown
- Redman Pkwy
- Walmart
- Plant City Circulator
  - Walter Dr
  - Downtown
  - Strawberry Festival Grounds
  - Reynolds St
  - Knight St
  - Redman Pkwy
  - Walmart

Routes highlighted within ½ mile:
- Walter Dr
- Downtown
- Strawberry Festival Grounds
- Reynolds St
- Knight St
- Redman Pkwy
- Walmart

Walmart
Downtown
Strawberry Festival Grounds
Knight St
Redman Pkwy
Reynolds St
Baker St
Walter Dr
Plant City Circulator

½ mile

$500K - $630K
$60K-75.6K
$90-100
60 min
50 min
N/A
9,652
4,212
18.7%
65.8%
11.4%
9.8%
On-Demand Service

- On-demand, point-to-point service

**Case Study - Downtowner**
- Approx. $1.6M per year to operate 6 vehicles in an area the size of downtown Tampa
- Metrics specific to downtown Tampa
  - Funded through a grant with 50% local match
  - 14,010 passengers per month
  - $5.09 cost per passenger for HART
  - Avg wait time: 15 min
Downtowner Service Area Comparison

1 mile
Overlay of Downtowner Service Area in Plant City
Assumptions

- $600K capital cost for each new bus
- Paratransit costs are an additional 12% of operating costs
- Operates Monday – Friday (peak service)
  - 6:30 am to 10:30 am
  - 3:30 pm to 7:30 pm

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.
Route 28X (Previous Service)
Route 28X
(Previous Service)

Operates Monday – Friday
6:30 am to 10:30 am
3:30 pm to 7:30 pm

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.

Performance Measures

<table>
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<td>Annual Operating Cost</td>
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<tr>
<td>Cost per Vehicle Trip</td>
<td>$140-$150</td>
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<td>Frequency</td>
<td>90 min</td>
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<tr>
<td>Travel Time (one way)</td>
<td>45 min</td>
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<tr>
<td>Transfers to get to Downtown Tampa</td>
<td>0</td>
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<tr>
<td># of people within ½ mile</td>
<td>14,614</td>
</tr>
<tr>
<td># of jobs within ½ mile</td>
<td>30,179</td>
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<tr>
<td>% in poverty within ½ mile</td>
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Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.
TPA > Plant City > Lakeland: VIA I-4

Performance Measures

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<tr>
<th>Performance Measure</th>
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<tr>
<td>Annual Operating Cost</td>
<td>$400-450K</td>
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<tr>
<td>Cost per Vehicle Trip</td>
<td>$195-205</td>
</tr>
<tr>
<td>Frequency</td>
<td>90 min</td>
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<tr>
<td>Travel Time (one way)</td>
<td>55 min</td>
</tr>
<tr>
<td>Transfers to get to Downtown Tampa</td>
<td>0</td>
</tr>
<tr>
<td># of people within ½ mile</td>
<td>17,342</td>
</tr>
<tr>
<td># of jobs within ½ mile</td>
<td>42,847</td>
</tr>
<tr>
<td>% in poverty within ½ mile</td>
<td>25.7%</td>
</tr>
<tr>
<td>% minority within ½ mile</td>
<td>56.1%</td>
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<tr>
<td>% seniors within ½ mile</td>
<td>13.3%</td>
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<tr>
<td>% no vehicles within ½ mile</td>
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TPA > Mango > Plant City > Lakeland: VIA MLK
### Performance Measures

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<tr>
<td># of people within ½ mile</td>
<td>24,832</td>
</tr>
<tr>
<td># of jobs within ½ mile</td>
<td>41,892</td>
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<td>% in poverty within ½ mile</td>
<td>21.9%</td>
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<tr>
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Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.
Route 38 Extension from Mango / Walmart

Netpark

Route 38

Mango/Walmart

1 mile

Plant City

1 mile

Extension
## Route 38 Extension from Mango / Walmart

### Performance Measures

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<td>Transfers to get to Downtown Tampa</td>
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<td># of people within ½ mile</td>
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<td># of jobs within ½ mile</td>
<td>18,329</td>
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<tr>
<td>% in poverty within ½ mile</td>
<td>22.2%</td>
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Operates Monday – Friday
6:30 am to 10:30 am
3:30 pm to 7:30 pm

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.
## Limited Stop Route Comparison

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<td>90 min</td>
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QUESTIONS & DISCUSSION

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# Next Steps

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- ○ Community Engagement
- ★ Project Deliverable
Thank you for Attending!

- Visit our project website:

- We'll send the PPT and a follow-up survey

- For more info, contact:

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