



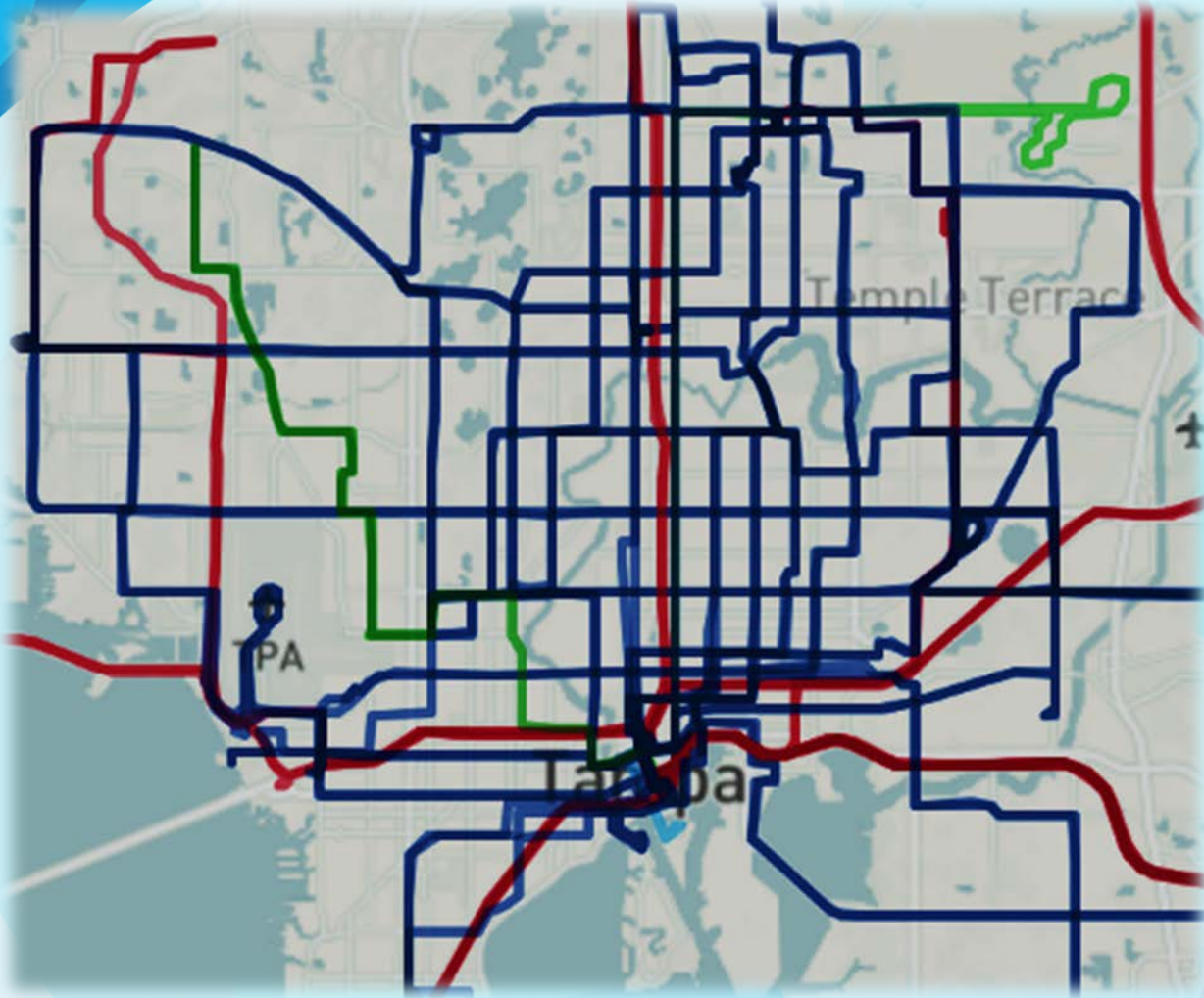
Reimagining Transit in a Sunbelt City

Sustainability and Multimodal Planning
Workshop 2018





Existing Local Network



Service Area ~ 1,000 sq mi

Ridership-Fixed Route Bus

FY 2015: 14.9M

FY 2016: 14.0M

FY 2017: 12.8M

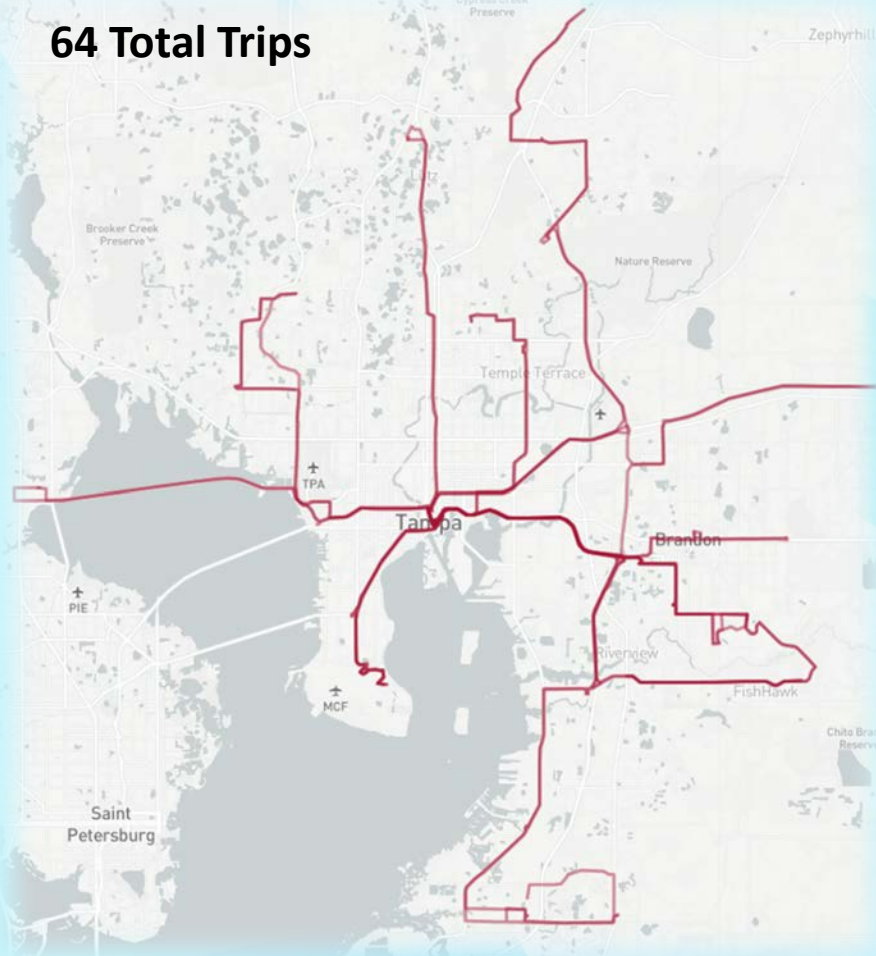
Lots of “okay” routes

HyperLINK service

Existing Express Network

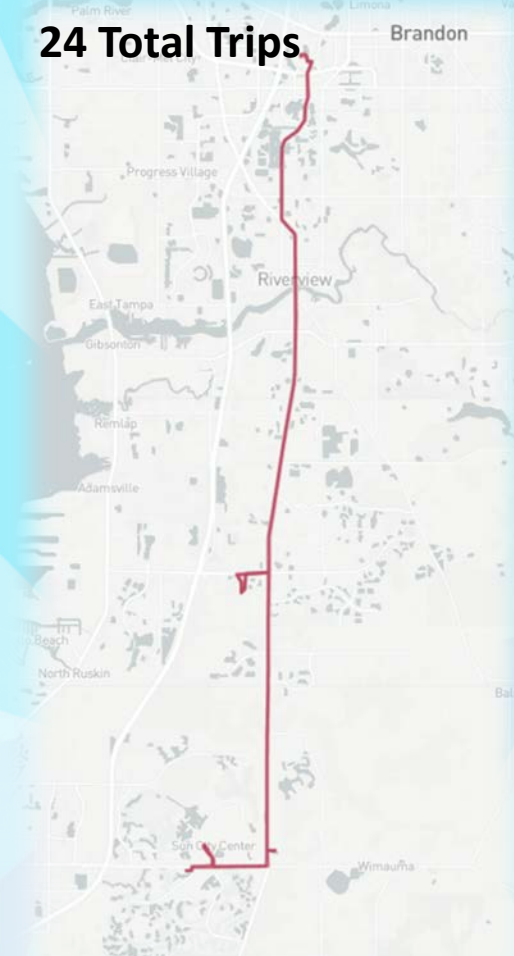
Existing Peak-hour Express

64 Total Trips



Existing Hourly Limited Express

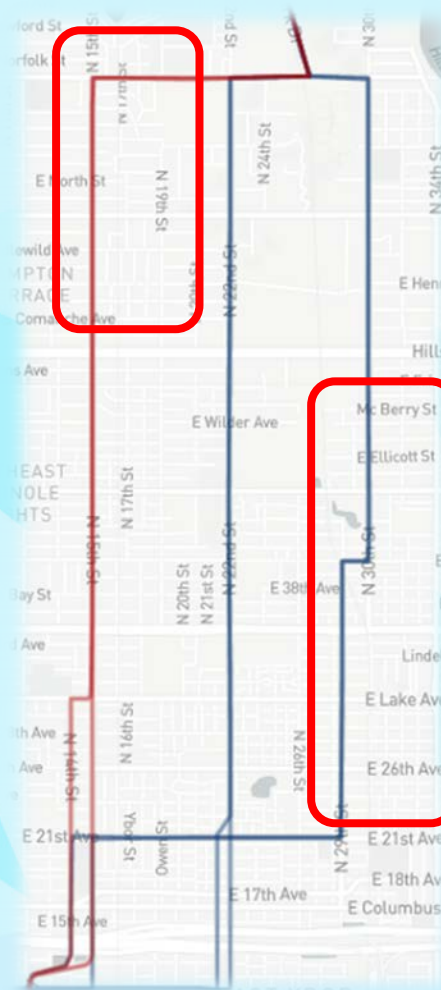
24 Total Trips



- Streamline Local Service
- De-emphasize Transit Centers
- Build Toward a Frequent Network
- Expand All-Day Express Service Connecting Major Activity Centers

Example: East Tampa

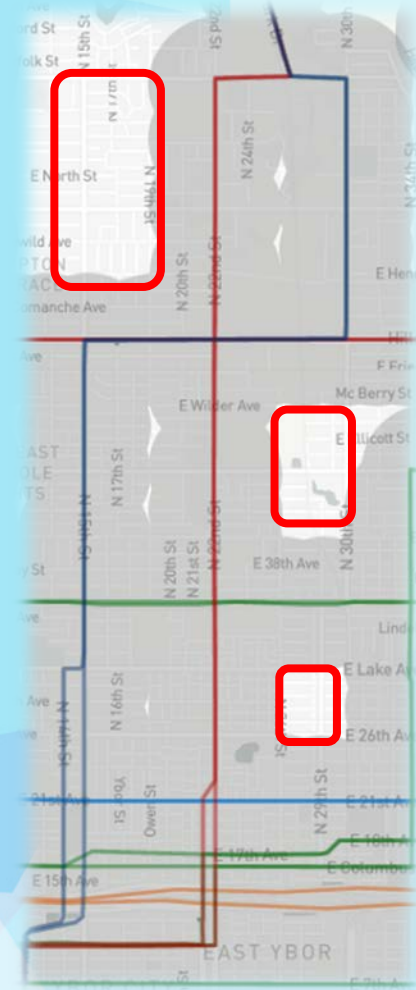
- Consolidate Route 9 & 18 south of River
 - Low productivity segments
 - Redundant service
 - ¼ Mile transit coverage
 - Minimal loss of coverage
- Increase Frequency on Route 12 - 22nd St
 - High demand
 - Provide enhanced service in close proximity to removed service on 30th St



Existing Alignment



Proposed Alignment



Example: West Tampa

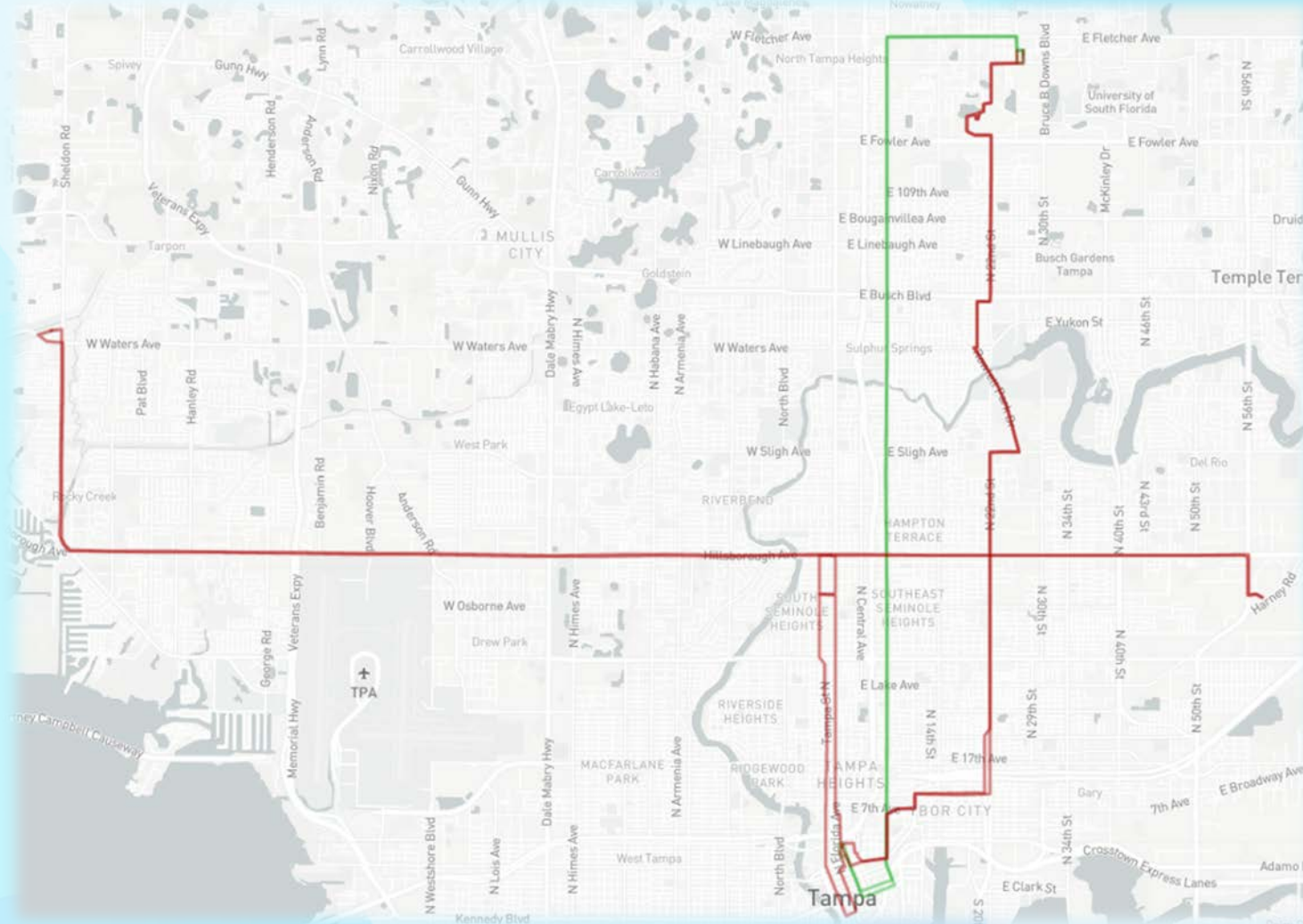
- Discontinue utilization of West Tampa Transfer Center
 - Land Use
 - Wasted travel time to and from
 - Transfers will now occur on-street at intersections
 - Improved network connectivity and route flexibility
 - Limited event-day access on Himes Ave





Beginning of Frequent Network

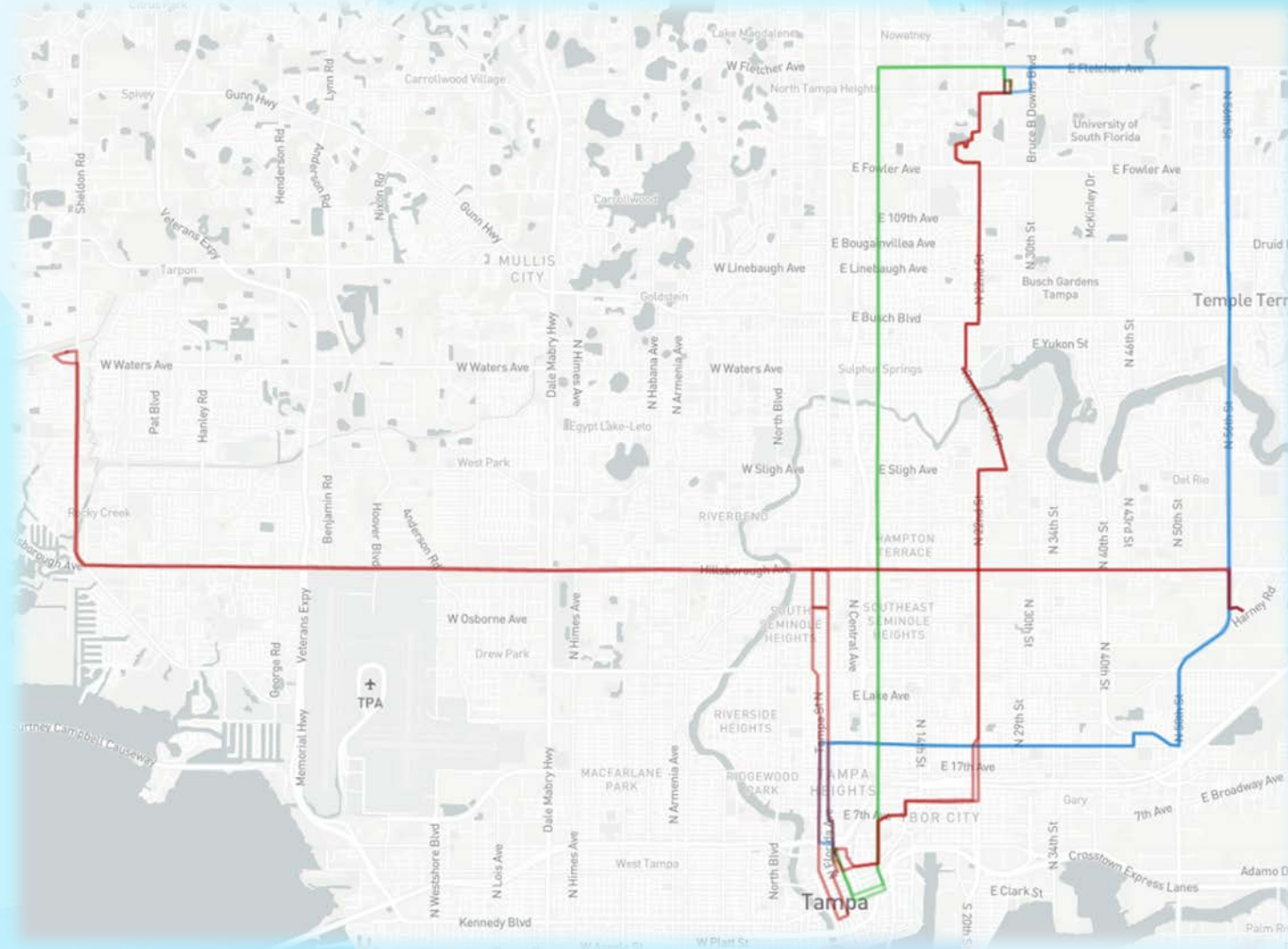
12-15 Minute Frequency





Plus One 20-minute Route

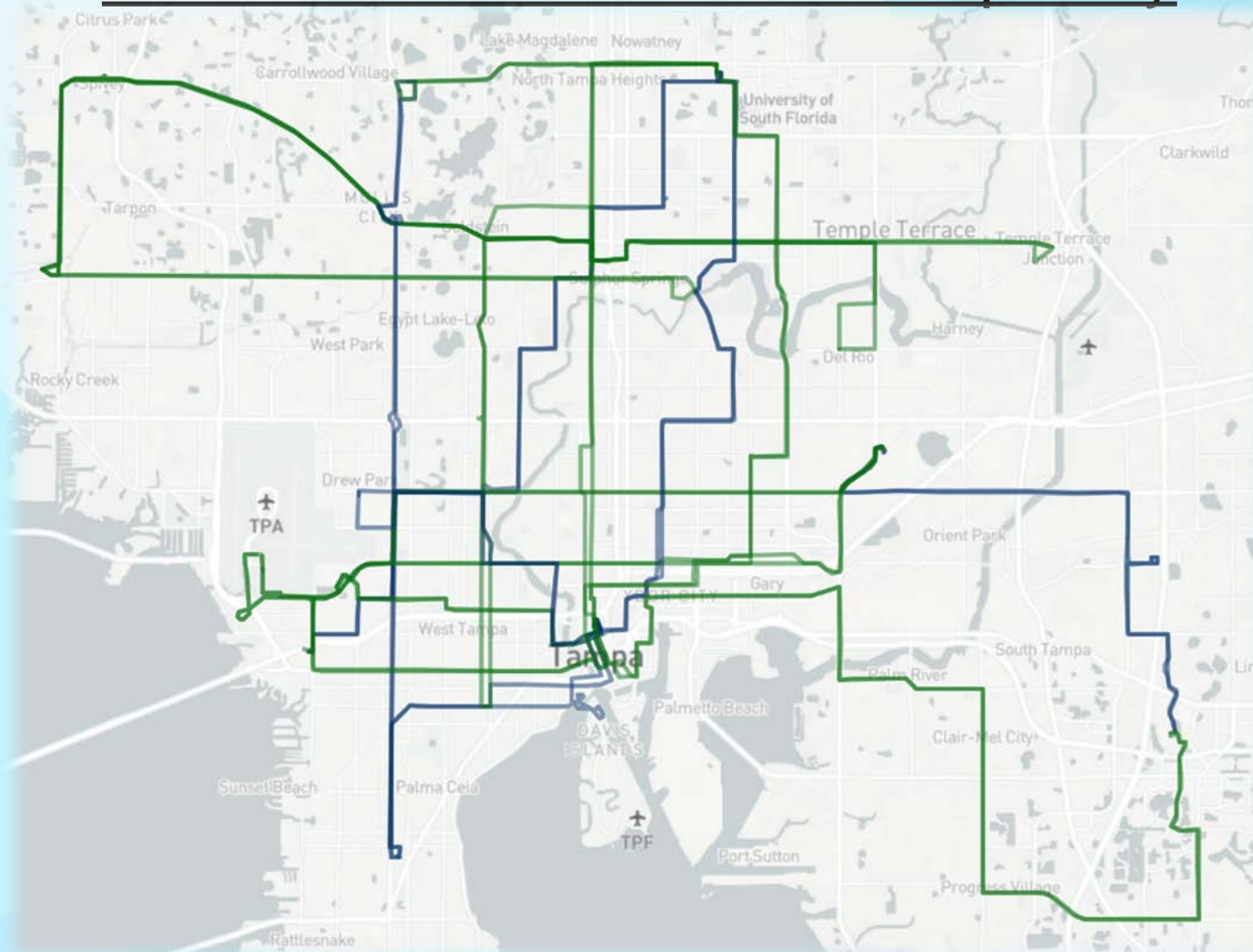
12-20 Minute Local Frequency





Local Service Recommended Network

30 Minute Local Service Frequency



Proposed Express Network

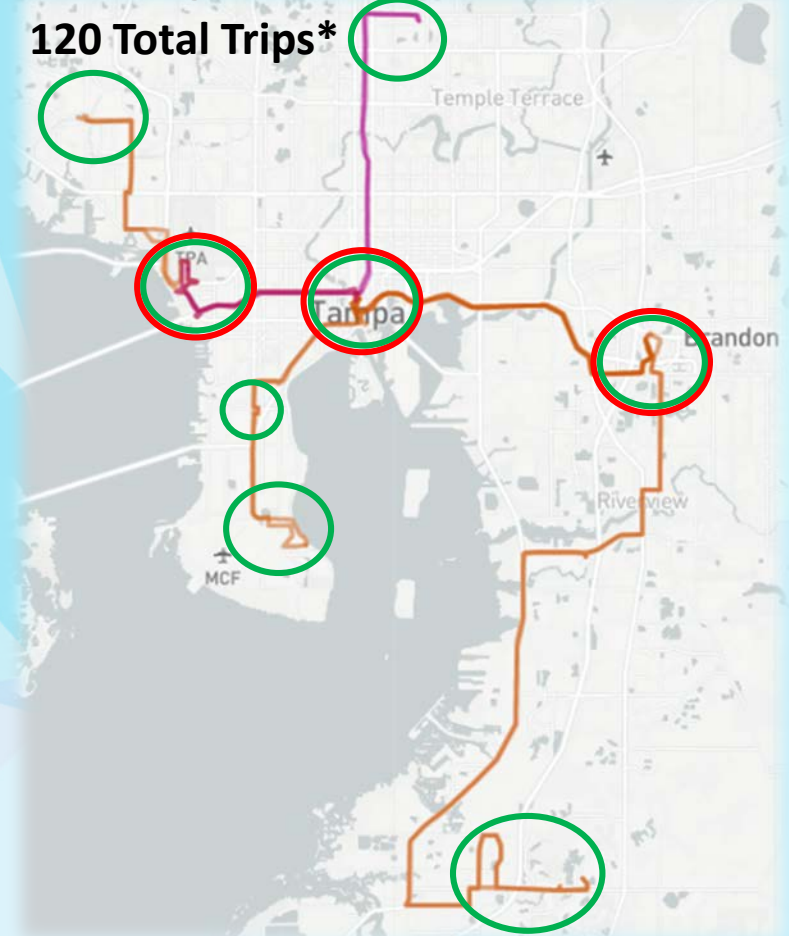
Proposed Peak-hour Express



16 Total Trips*

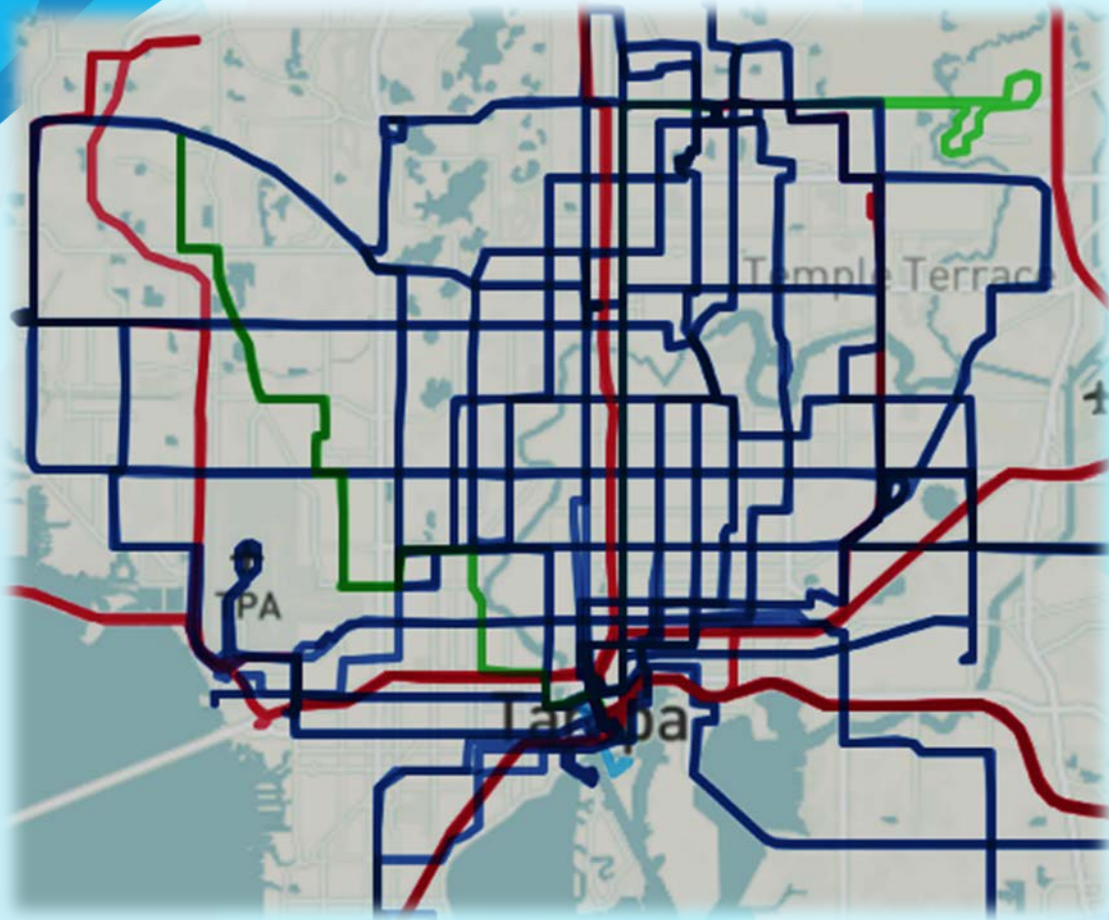
- Eliminate
 - 61LX, 200X, 53LX, 27LX, 28LX, and 21LX
- **30 Minute Limited Express**
 - TIA to Downtown Tampa
 - Downtown Tampa to Brandon Mall
- **60 Minute Limited Express**
 - Between MacDill AFB, Downtown Tampa and Brandon
 - USF, Downtown Tampa, TIA, South County

Proposed Hourly Limited Express

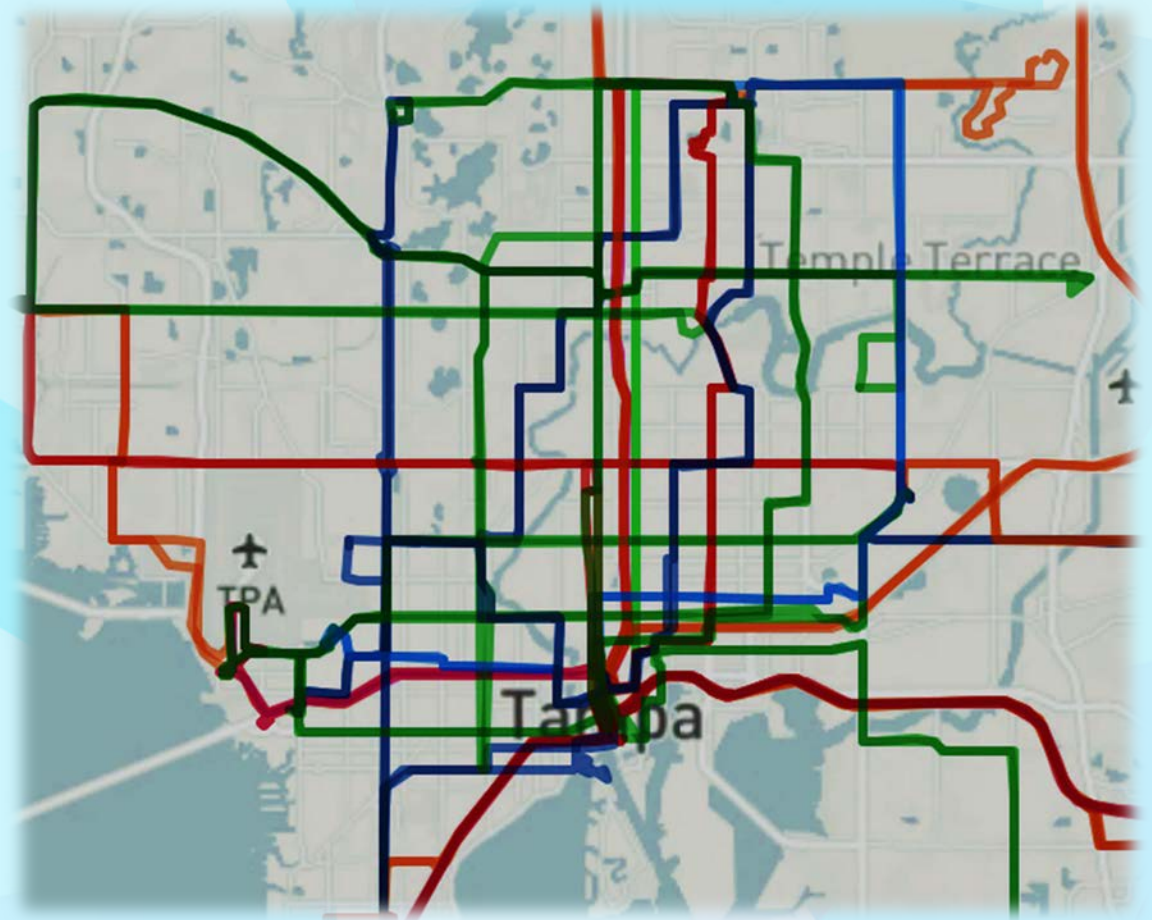


120 Total Trips*

Snapshot of Existing Core v Proposed Core Network



Existing System



Proposed System

Snapshot of Existing v Proposed Network

FREQUENCY (min)	Existing	% of Service	Proposed	% of Service
12-15	1	5.7%	4	24.2%
20-25	4	17.3%	1	7.9%
30	15	58.4%	17	53.7%
45	2	3.5%	0	0.0%
Local-60	7	10.1%	4	3.6%
LX-60	2	1.3%	5	6.5%
Express	10	3.7%	3	4.1%
TOTAL	41	100%	34	100%

How Did It Work?

- Bus ridership decline continues: 12.7% YTD
- Unexpected factors
 - Budget shortfall required 8% reduction in revenue hours
 - HyperLINK service ending July 31 due to increased costs

How Did It Work?

- Declining trend in productivity has slowed
- Express ridership and productivity have increased
- 7-Day Network – almost every route now has Saturday and Sunday service
- Foundation for more efficient, higher-frequency network