

University Area Transit Circulator Study



The University Area Transit Circulator Study was conducted to improve mobility and provide circulator connections in and around the University of South Florida Area (USF) area by the Hillsborough County Metropolitan Planning Organization (MPO) and Hillsborough Area Regional Transit Authority (HART).

STUDY GOALS

- ➔ Evaluate Travel Patterns Between Points of Interest
- ➔ Identify Needed Circulation Improvements
- ➔ Identify Opportunities for Collaboration



What is the Transit Circulator Study?

A feasibility study to identify transit enhancements that provide better circulation in the University Area through collaboration and partnerships.

How do people travel in the University Area?

Circulating within the University Area are students and staff living near Livingston Avenue and Temple Terrace traveling to the University. There are also several daily trips circulating between the University, the University Mall, Moffitt Cancer Center, and Busch Gardens.

How was the public involved in the Study?

Through the New North Transportation Alliance (comprised of various business and community leaders in the University Area), a Public Workshop, and through coordination with transportation service providers within the University Area. Technical analysis and public comments identified five circulator options.

What are the results and next steps?

Results: Option D (refer to back page) was chosen as the preferred circulator because of performance and lower cost to operate and maintain. This option will serve those who travel within the University Area, complimenting HART's existing bus service.

Next steps: Coordination with identified stakeholders in the pursuit of partnerships to determine potential enhancements, needs, and funding opportunities.

| Preferred Option | Travelers Served | Bus Service | Cost (2012\$) |
|--|---|---|---|
| Option D (green route) | Students and employees to and from USF and area hospitals. Other shopping and recreational trips. | Fixed route Every 30 minutes or less | Annual cost to operate is approx. \$670,000 |
| <i>Refer to back of page for Study Area map.</i> | | | |

What funding sources are available?

Funding for new circulator services can come from a mix of sources, including city, county, local, state, federal and private. Partnerships between these sources could be formed to expedite project implementation.

What value can this bring to the University Area?

The University Area is a focus for redevelopment, and new circulator service would improve mobility for employees, customers, visitors and guests. Today, most existing transit services make connections from the University Area to other areas in the County, but the new circulator service is designed to serve just the University Area, eliminating the need for several transfers.

Want more information?

To discuss future partnerships and opportunities for collaboration, please contact Randy Kranjec from the Hillsborough County MPO at kranjec@plancom.org

Note: Major points of interest are symbolized with the logo affiliated with the destination.

| Legend | |
|--------|--------------------------------|
| | Option A |
| | Option B |
| | Option C |
| | Option D |
| | Option E |
| | Hotel/Motel |
| | Hospital |
| | Visitors Center |
| | University Area Transit Center |
| | Study Area |

