

# UNIVERSITY AREA TRANSIT STUDY

Bicycle Pedestrian Advisory Committee

May 8, 2013

University Area Transit Circulator Study

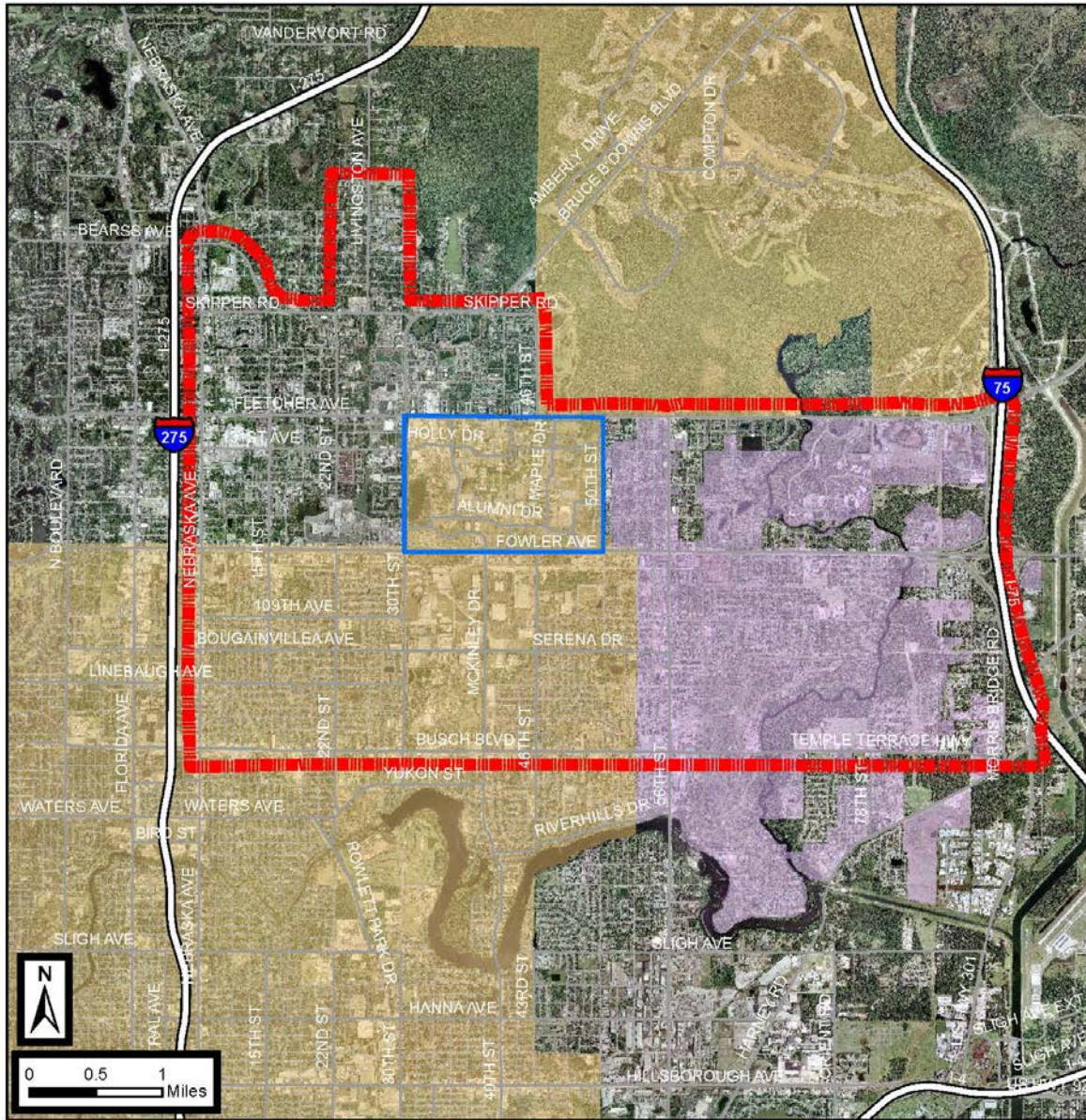
# **STUDY OVERVIEW**

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



# University Area Transit Circulator Study

## Study Area Boundary



### Legend

-  Study Area
-  USF Campus Boundary
-  Interstate
-  Major Road
-  Minor Road
-  City of Tampa
-  City of Temple Terrace

USF = University of South Florida

### Map 1

### Study Area

Draft Date: 08/03/2012





# GOALS AND OBJECTIVES

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Identify:

- ❖ Service Overlaps
- ❖ Service Gaps
- ❖ Existing Funding Sources
- ❖ Needed Service & Circulation Improvements
  - Travel Market Assessment
  - Trip Generators & Attractors (Points of Interest)
  - “Connecting the Dots”
- ❖ Opportunities for Collaboration and Partnerships
- ❖ Priorities for Enhanced Transit Service

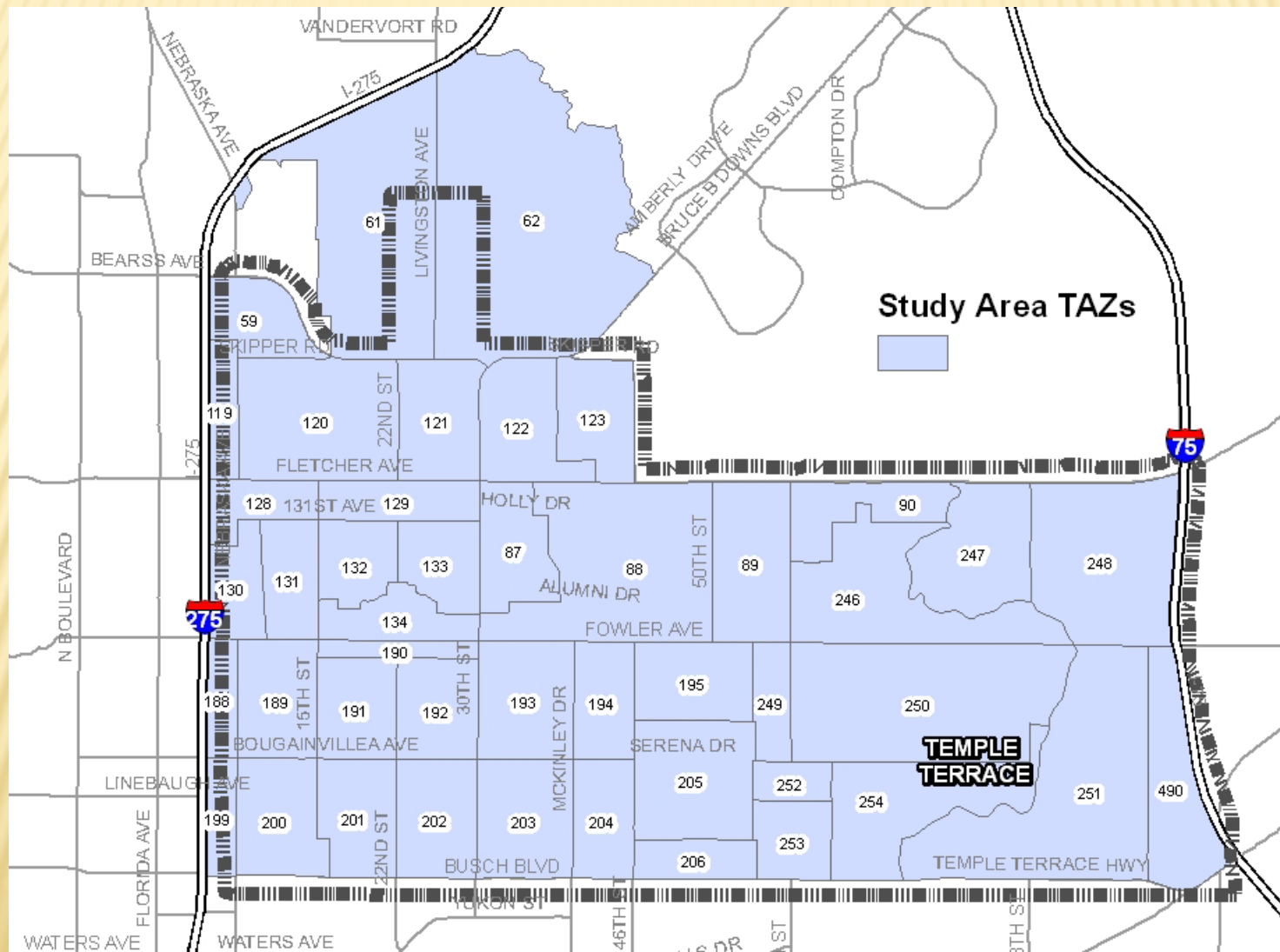


University Area Transit Circulator Study

# TRAVEL MARKET ASSESSMENT

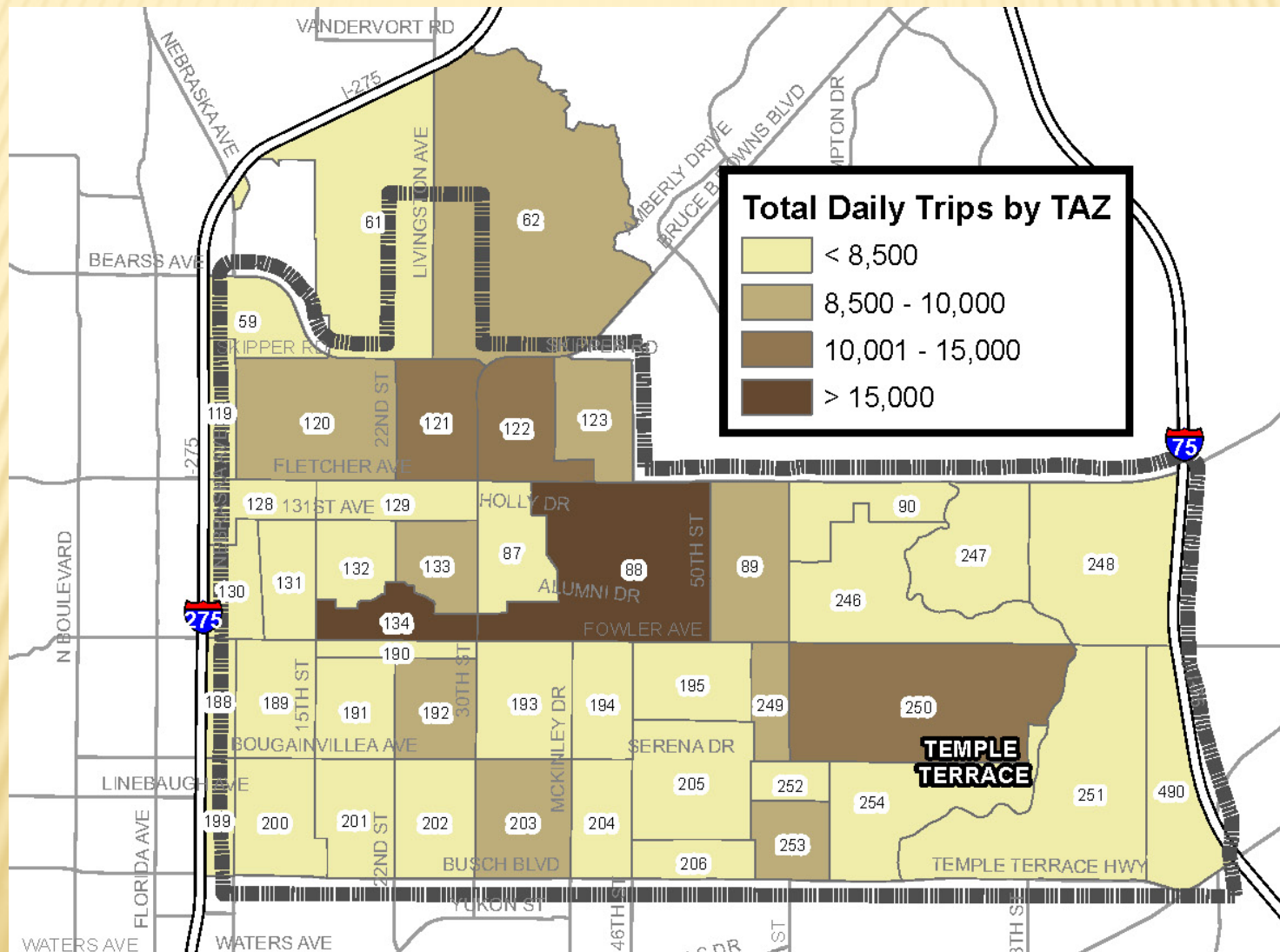
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# STUDY AREA TRAFFIC ANALYSIS ZONES

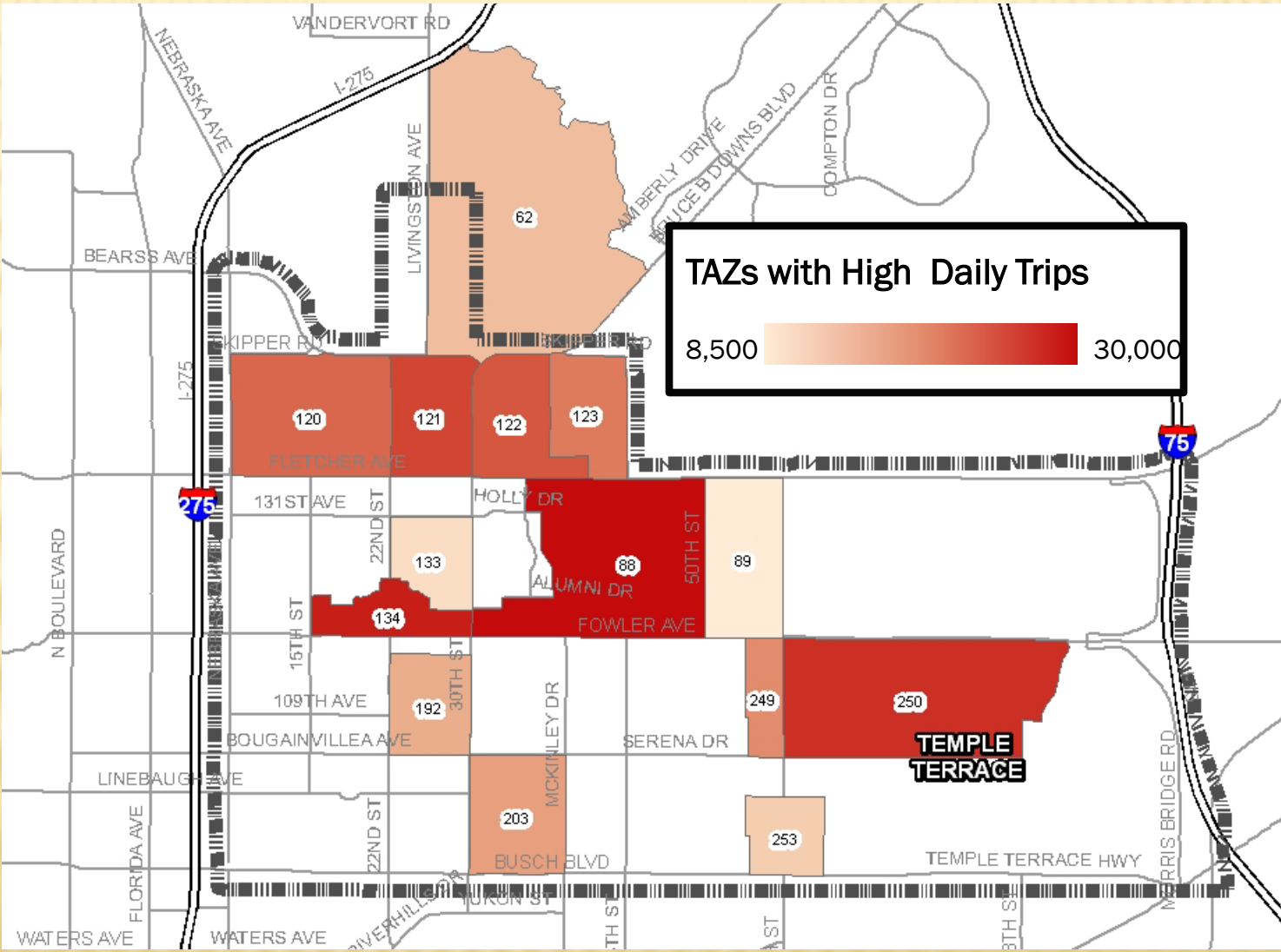




# TOTAL DAILY TRIPS BY TAZ

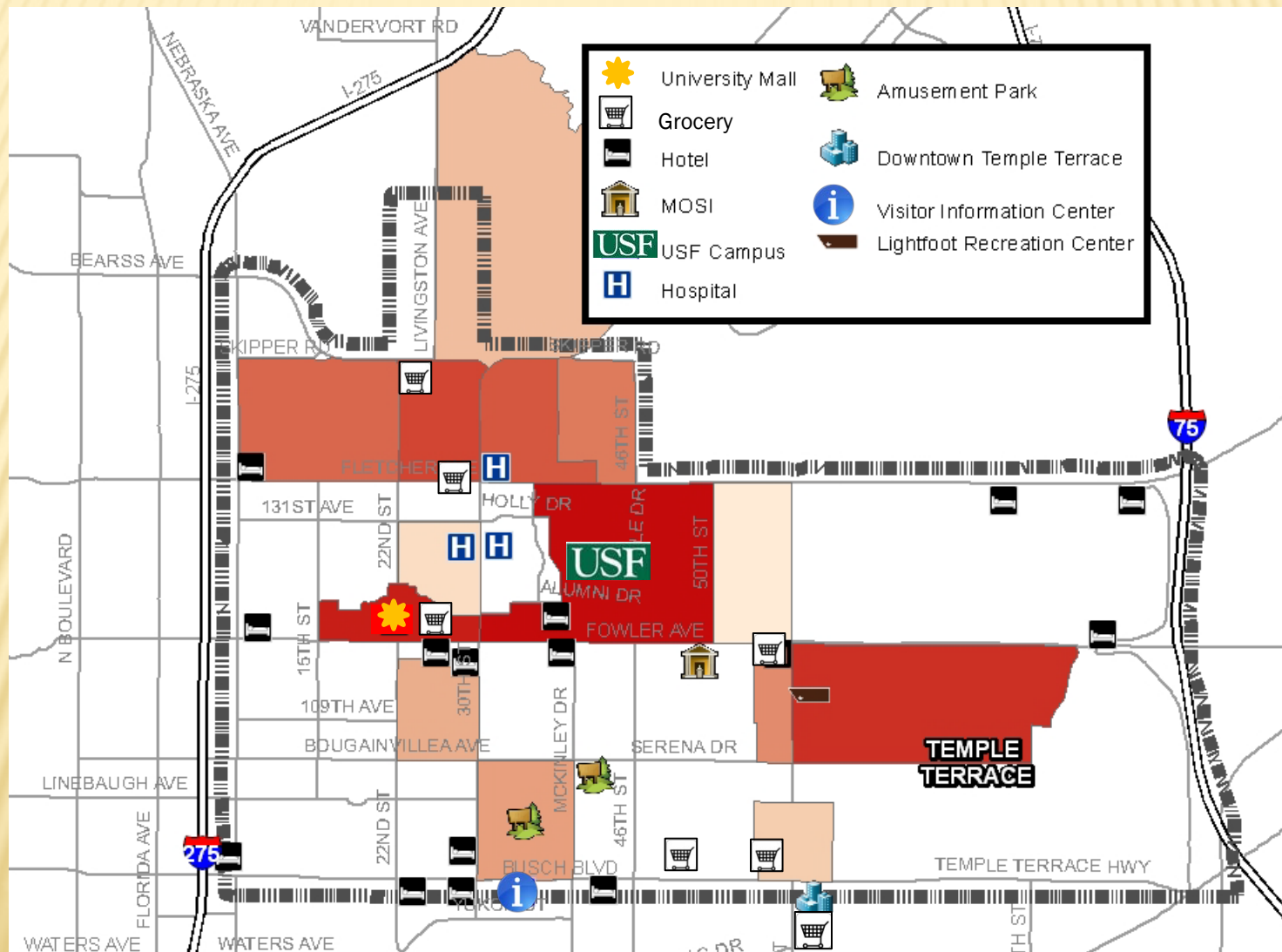


# HIGH TRIP VOLUMES BY TAZ

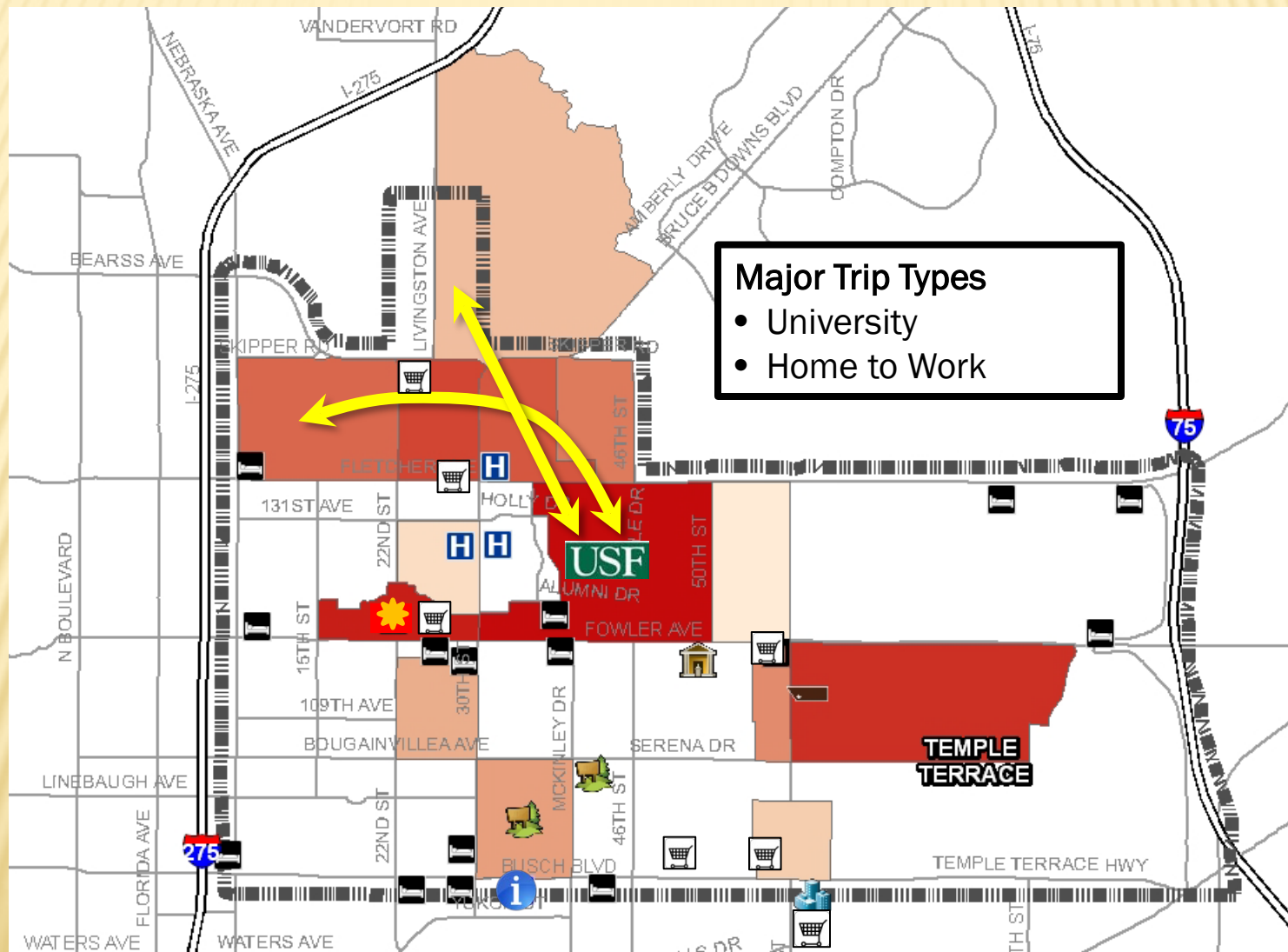




# TRIP GENERATORS AND ATTRACTORS

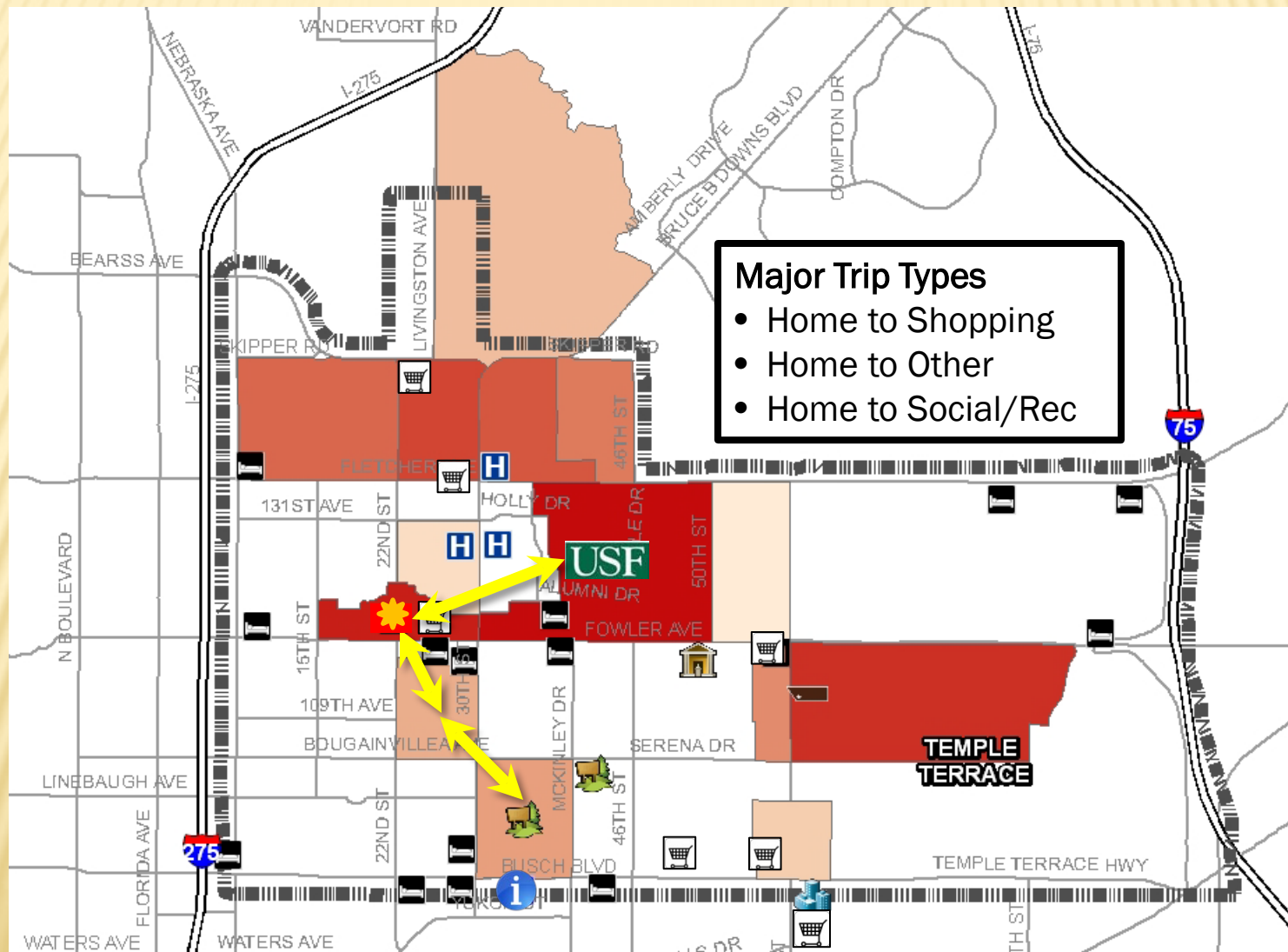


# MAJOR TRIP FLOWS AND TYPES

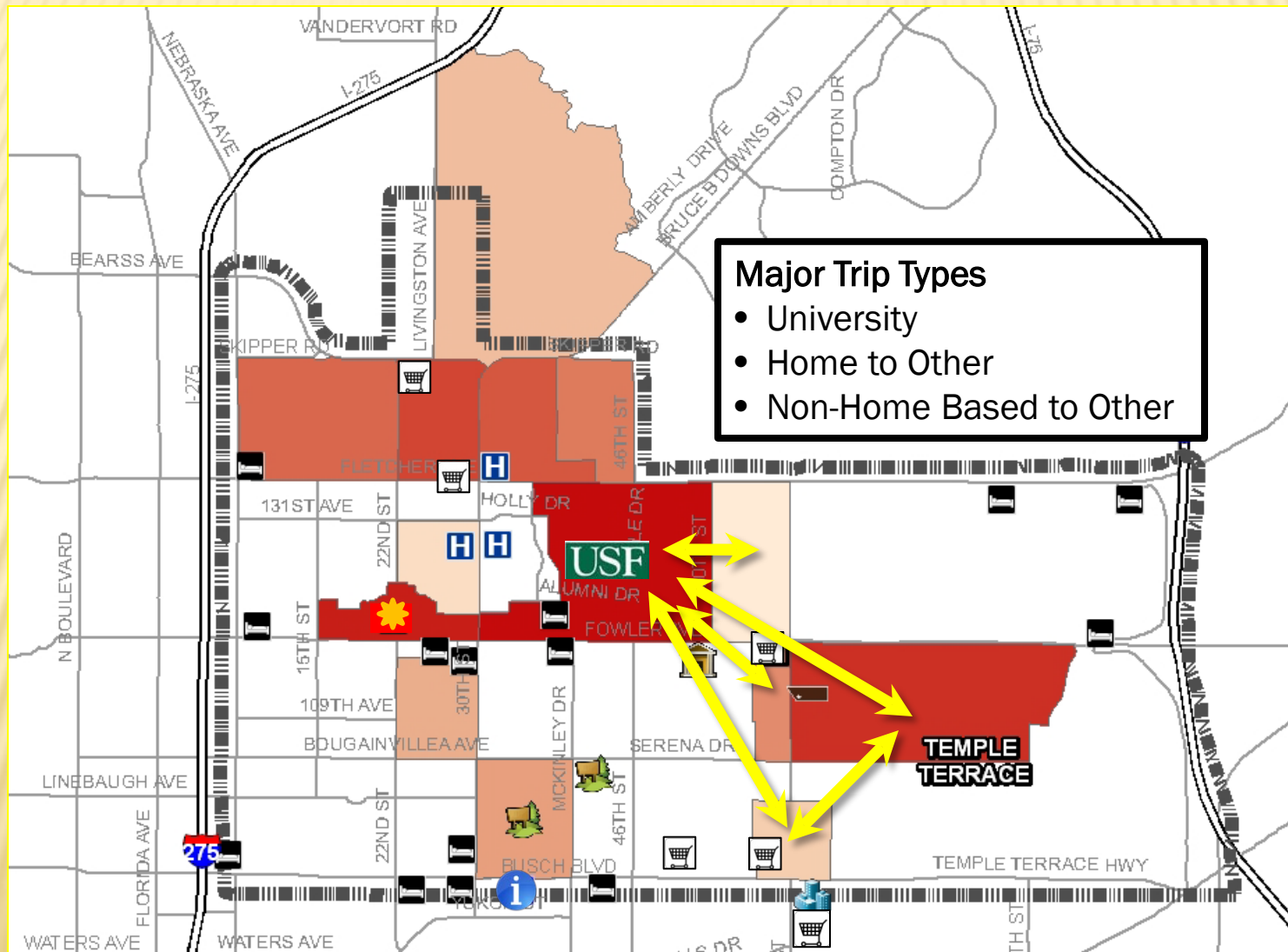




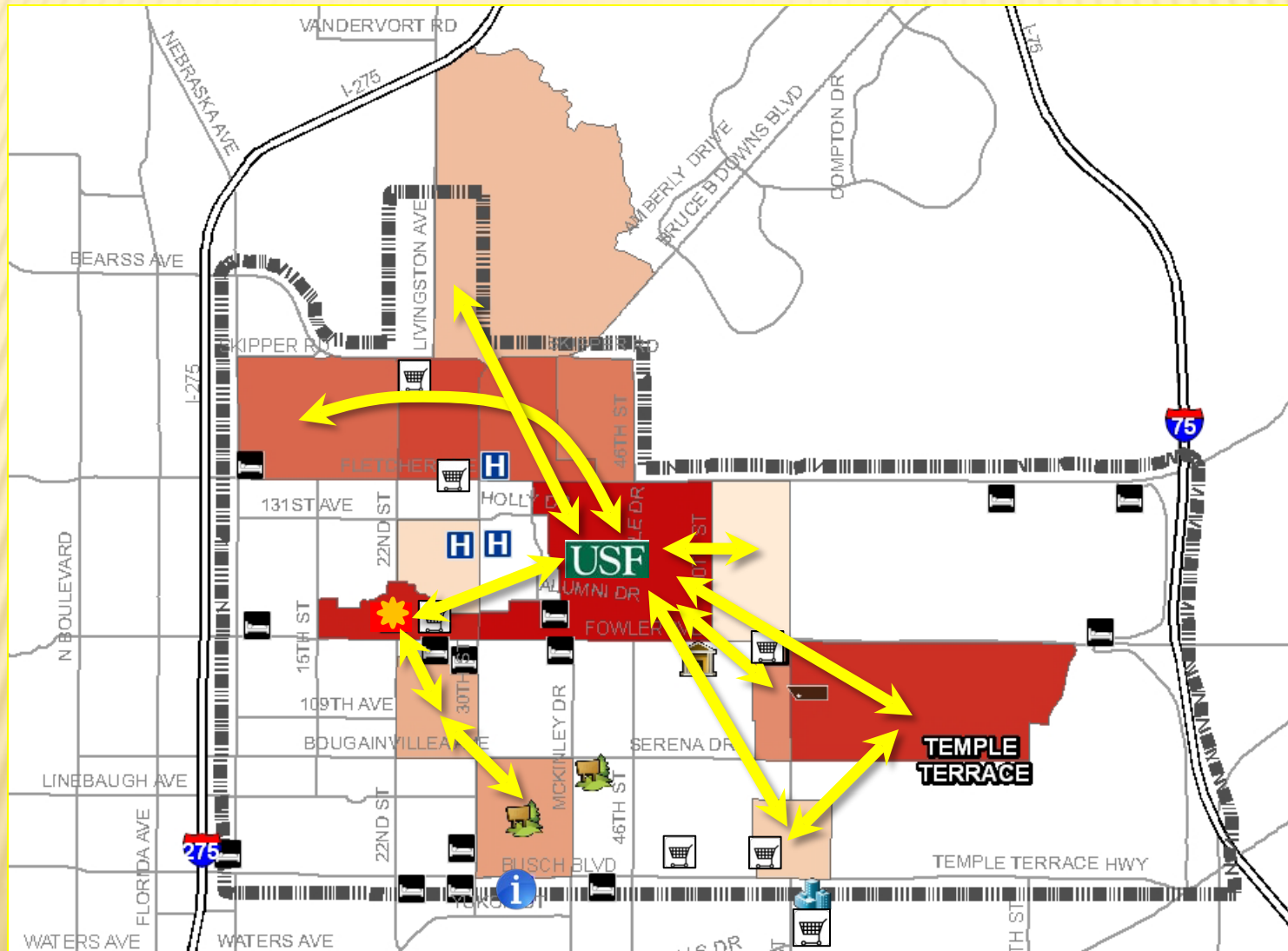
# MAJOR TRIP FLOWS AND TYPES



# MAJOR TRIP FLOWS AND TYPES



# MAJOR TRIP FLOWS AND TYPES





University Area Transit Circulator Study

# **STAKEHOLDER CRITERIA**

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# IDENTIFYING NEW OPPORTUNITIES

Initial list of entities & organizations

Data collection &  
identification of stakeholders

One-on-ones / partnership  
opportunities

Funding  
options

**SERVICE  
ENHANCEMENT  
RECOMMENDATIONS**

# WHO ARE WE CONTACTING?

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- ❖ New North Transportation Alliance
- ❖ Innovation Alliance
  - Busch Gardens
  - Florida Hospital
  - Moffitt
  - USF
- ❖ HART (ADA/Paratransit)
- ❖ Hillsborough County
- ❖ City of Temple Terrace
- ❖ TBARTA
- ❖ University Mall



# WHO WILL BENEFIT?

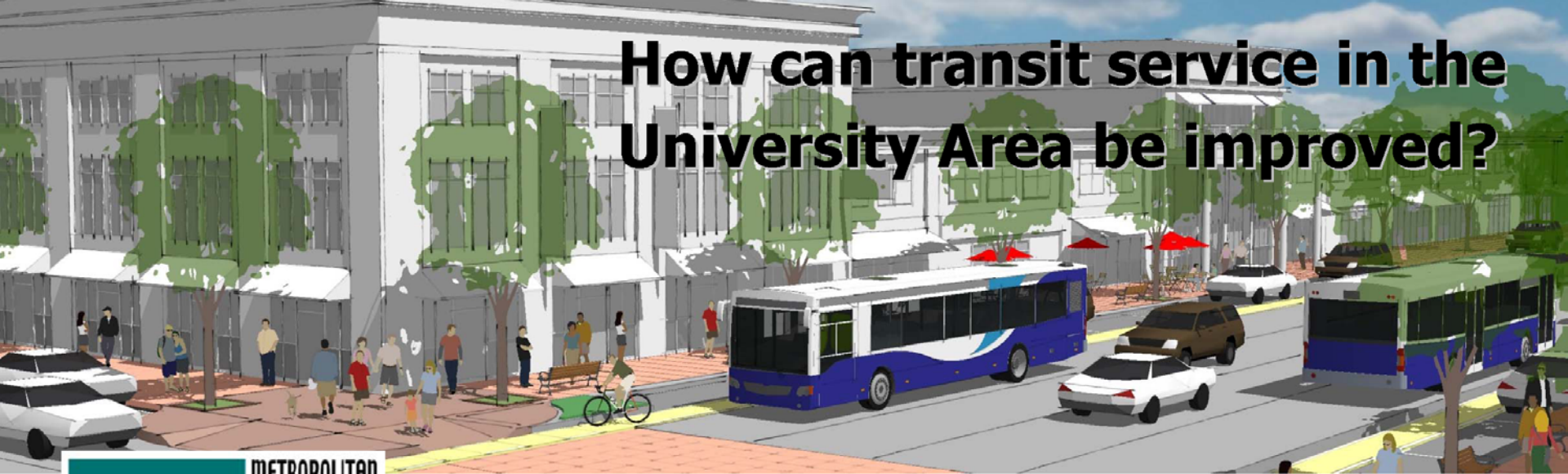
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- ❖ Seniors
- ❖ Students
- ❖ Employees
- ❖ Tourists
- ❖ Visitors
- ❖ Medical Patients (without special or specific needs)

# DEFINING SERVICE CHARACTERISTICS

- ❖ Type of Stakeholder
  - Service Provider and/or Point of Interest
- ❖ Target Population
  - Seniors, Students, Employees, Tourists, Visitors, and Patients
- ❖ Type of Service
- ❖ Partnership Opportunities

# How can transit service in the University Area be improved?



Announcing: **Workshop for the University Area Transit Circulator Study**



Date: **Thursday, October 4, 2012** Time: **2 p.m. - 4 p.m.**

Location: **University Area Community Center  
14013 N. 22nd Street, Tampa, FL 33613**

**Would you like more public transit options for getting around the University of South Florida Area? Which destinations need better transit service? Who will use the service? We want to hear from you!**

The Hillsborough County Metropolitan Planning Organization (MPO) and Hillsborough Area Regional Transit Authority (HART) invite you to a workshop to discuss opportunities for improved transit service within the University Area. For more information, please contact Randy Kranjec at (813) 273-3774 ext. 359, [kranjec@plancom.org](mailto:kranjec@plancom.org) or Steve Feigenbaum, at (813) 384-6559, [feigenbaums@gohart.org](mailto:feigenbaums@gohart.org).

Persons in need of special accommodations under the Americans with Disabilities Act or who require interpreter services (free of charge) should contact Michele Ogilvie, (813) 273-3774 ext. 317, [ogilviem@plancom.org](mailto:ogilviem@plancom.org), at least 3 business days in advance of this meeting. In accordance with Title VI of the Civil Rights Act of 1964 and other nondiscrimination laws, public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status.



# UPCOMING MEETINGS

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- ❖ Thurs, Oct. 4, 2012, 2-4pm: Workshop  
University Area Community Center, 14013 N. 22<sup>nd</sup> Street
  - Brief Study Overview
  - Key Issues and Needs
  - Preliminary Recommendations
- ❖ Wed, Nov. 14, 2012, 8-10am: NNTA Advisory Board  
**New location to include workshop participants**  
University Area Community Center, 14013 N. 22<sup>nd</sup> Street
  - Funding Opportunities
  - Draft Service Options
  - Draft Recommendations

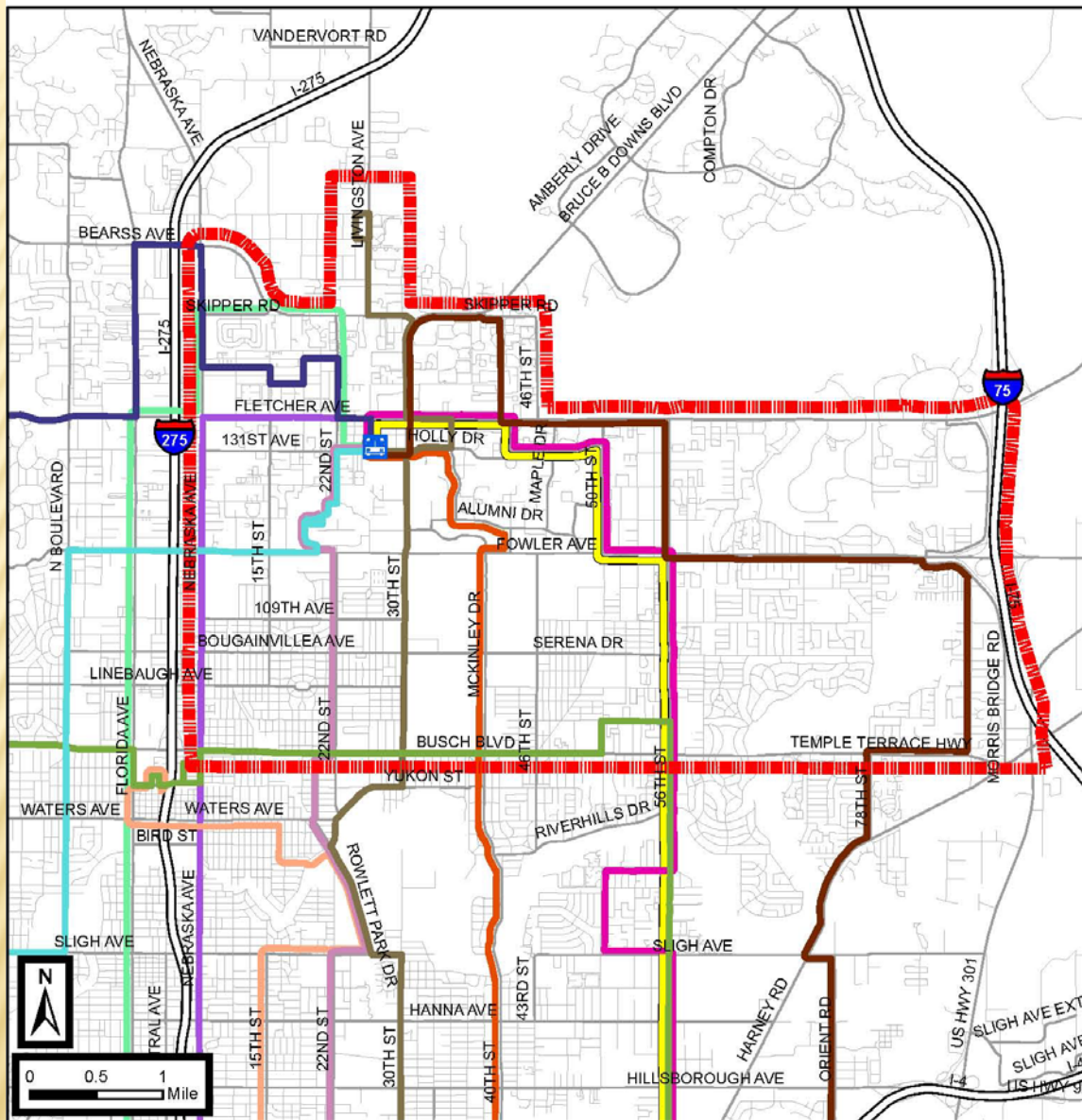
University Area Transit Circulator Study

# **OTHER BACKGROUND DATA**

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# University Area Transit Circulator Study

## HART Existing Transit Services



### Legend

- |                    |          |  |          |  |           |  |            |
|--------------------|----------|--|----------|--|-----------|--|------------|
|                    | UATC     |  | Route 05 |  | Route 33  |  | Study Area |
| <b>HART Routes</b> |          |  | Route 06 |  | Route 39  |  | Interstate |
|                    | Route 01 |  | Route 09 |  | Route 45  |  | Major Road |
|                    | Route 02 |  | Route 12 |  | Route 57  |  | Minor Road |
|                    |          |  | Route 18 |  | Route 6LT |  |            |
- Source: HART  
UATC = University Area Transit Center

### Map X

### HART Existing Services

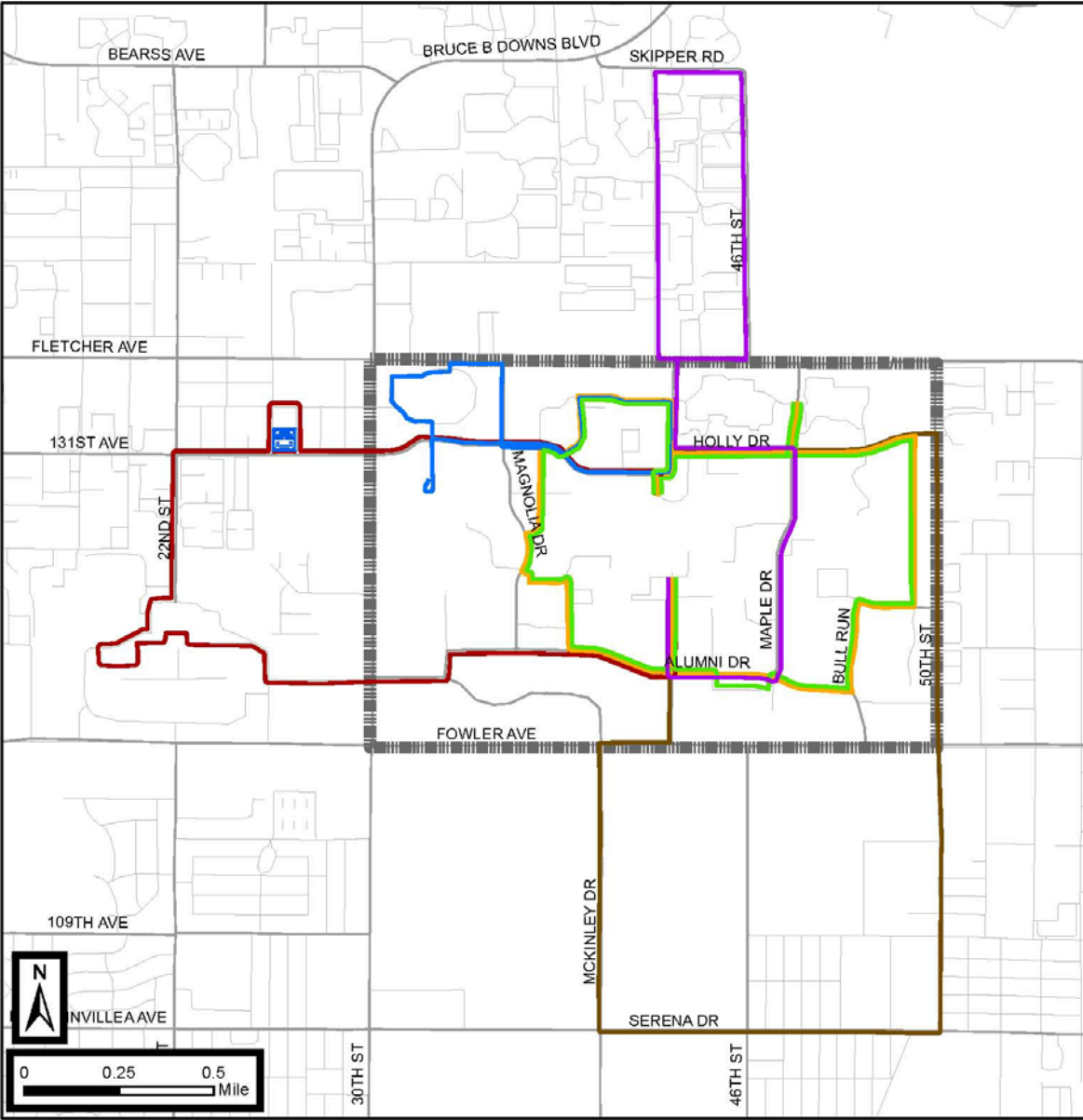
Draft Date: 08/17/2012





# University Area Transit Circulator Study

## USF Bull Runner Transit Services



**Legend**

Bull Runner Route A	Bull Runner Route D	UATC	Interstate
Bull Runner Route B	Bull Runner Route E	USF Boundary	Major Road
Bull Runner Route C	Bull Runner Route F		Minor Road

Source: USF

UATC = University Area Transit Center

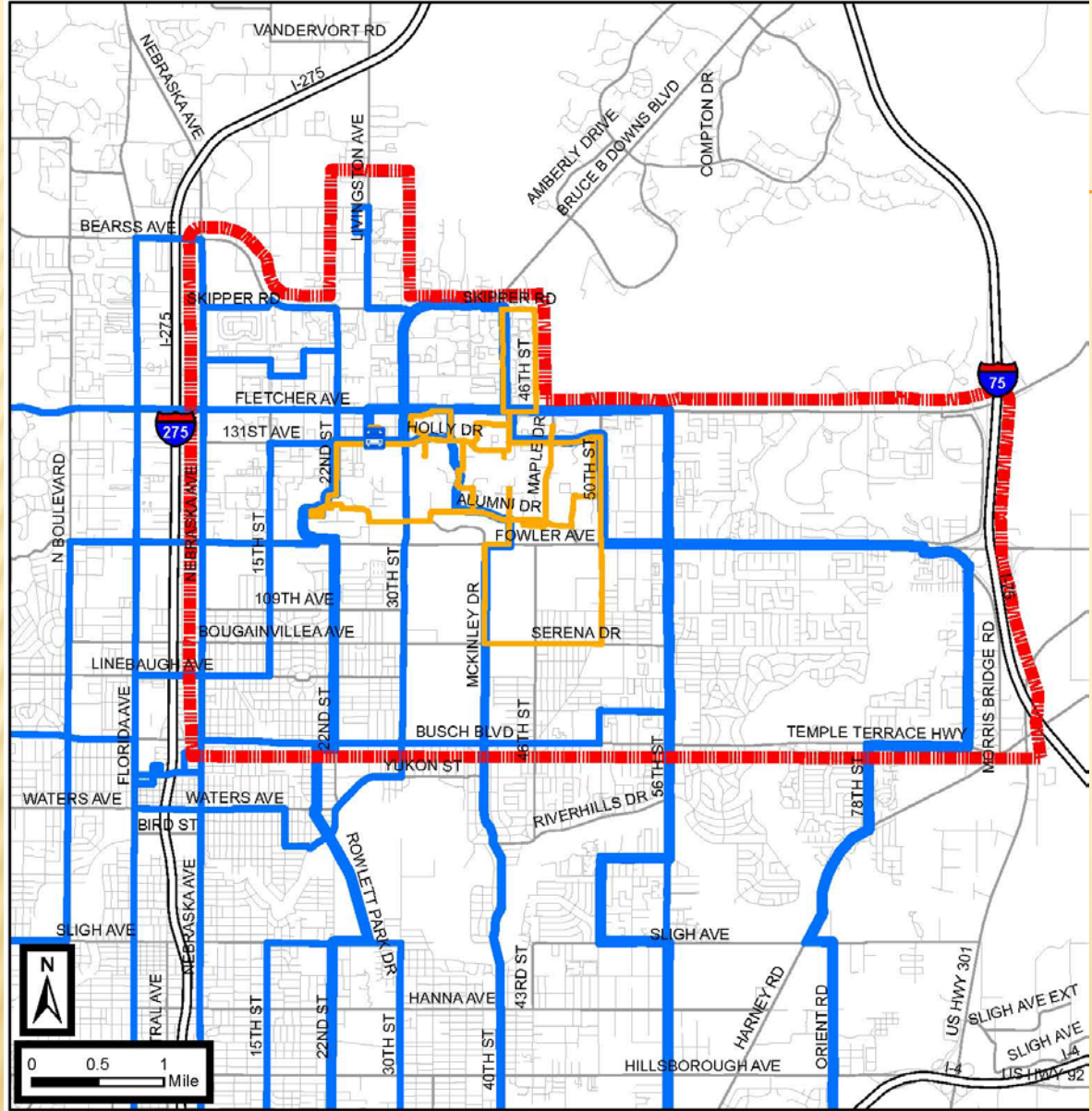
**Map X**

**USF Bull Runner Routes**

Draft Date: 08/17/2012

# University Area Transit Circulator Study

## HART and USF Bull Runner Transit Services



**Legend**

- UATC
- Study Area
- Bull Runner Services
- HART Routes
- Interstate
- Major Road
- Minor Road

Source: HART and USF

UATC = University Area Transit Center

**Map X**

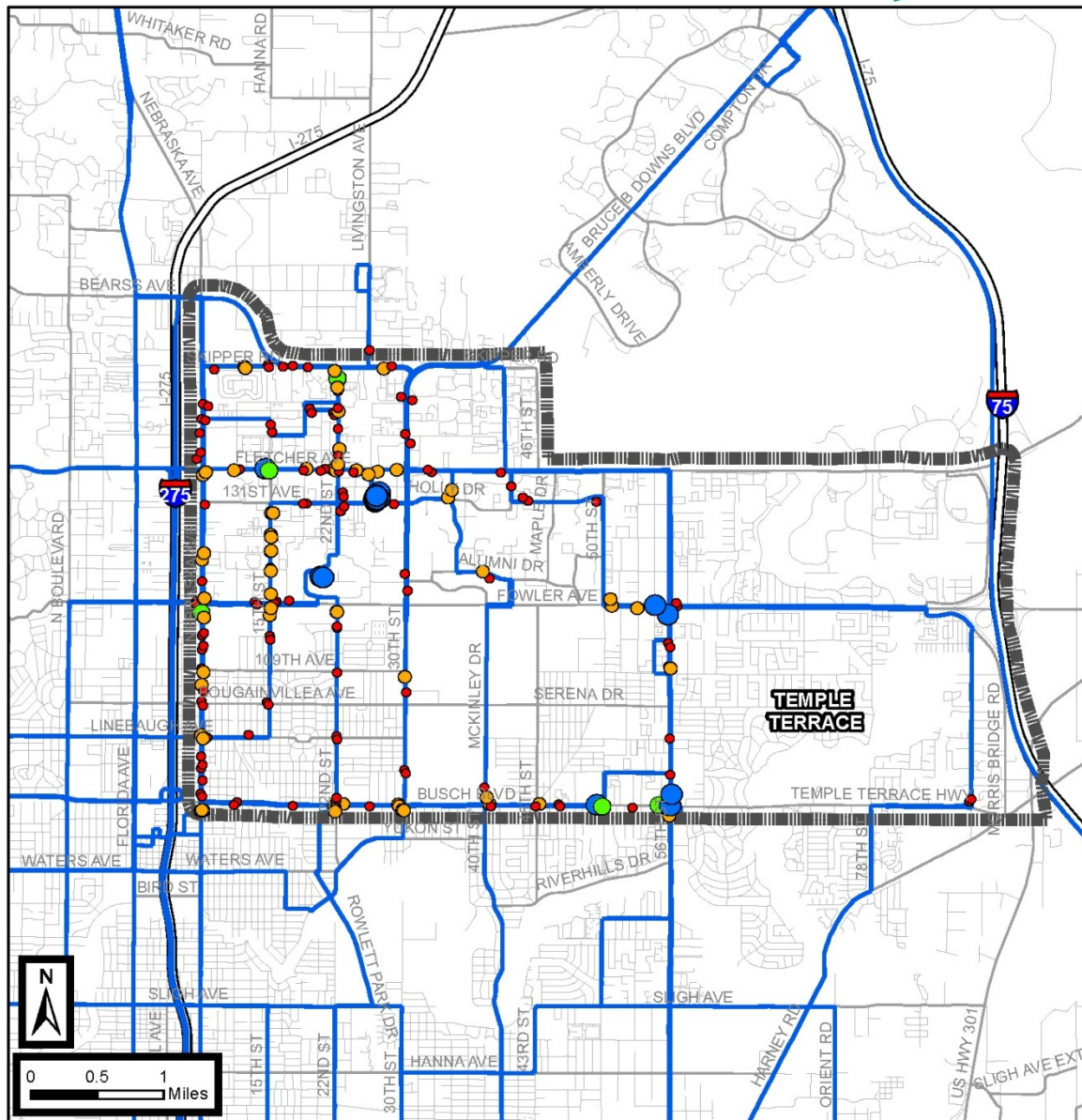
**HART and Bull Runner Services**

Draft Date: 08/17/2012



# University Area Circulator Study

## HART Daily Stop Activity (within Study Area)



**Legend**

<p><b>Daily Stop Activity</b></p> <ul style="list-style-type: none"> <li>● 25 - 50</li> <li>● 51 - 100</li> <li>● 101 - 150</li> <li>● &gt; 150</li> </ul>	<ul style="list-style-type: none"> <li>— Existing HART Services</li> <li>▬ StudyArea</li> <li>▬ Interstate</li> <li>▬ Major Road</li> <li>▬ Roads</li> </ul>
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\*Average weekday stop activity information between 11/2011-04/2012 provided by HART

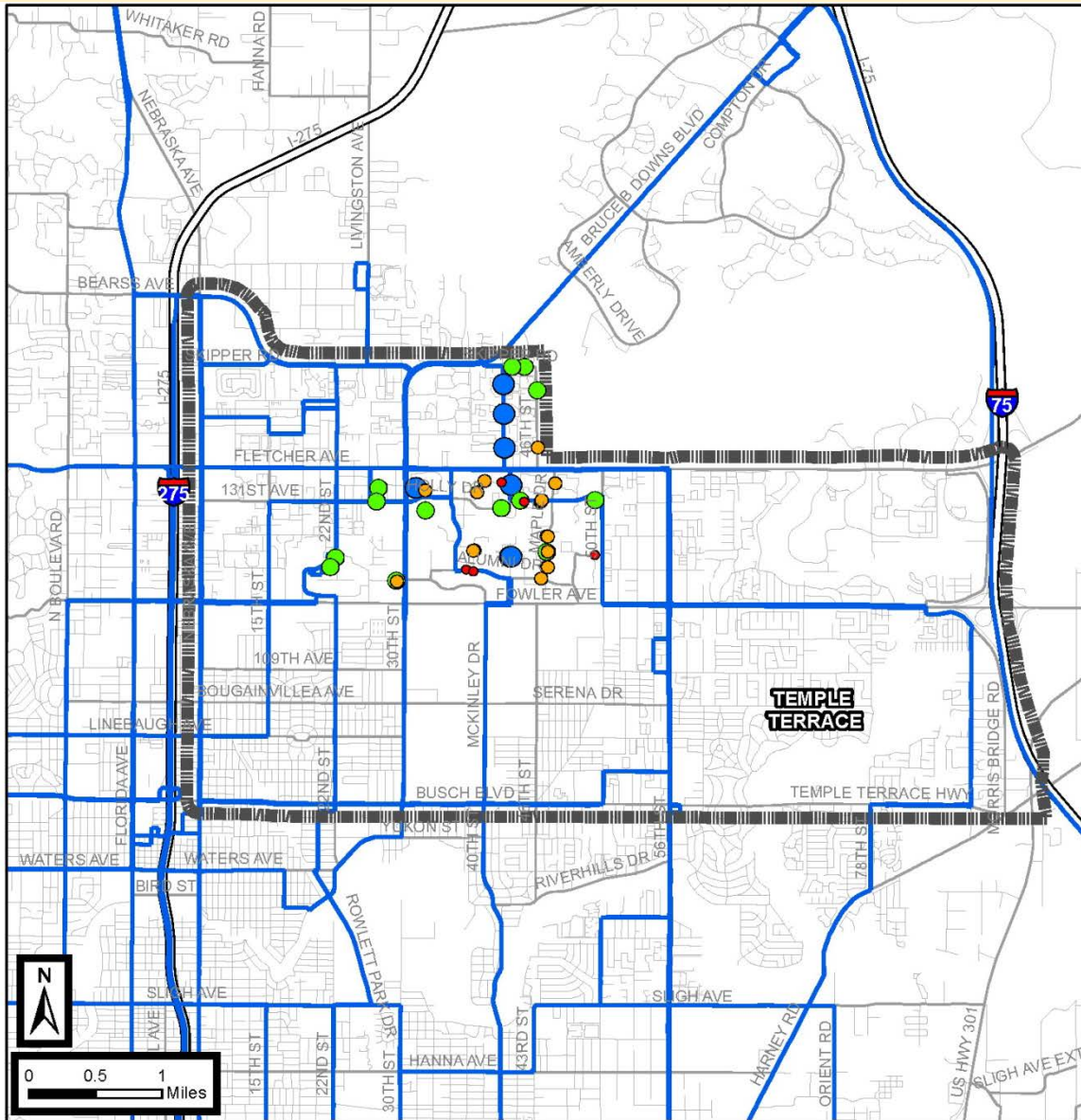
**Map 2**

**Study Area HART  
Daily Stop Activity**



# University Area Circulator Study

## USF Bull Runner Daily Stop Activity (within Study Area)



### Legend

#### Daily Stop Activity

- 25 - 50
- 51 - 100
- 101 - 150
- > 150
- Existing HART Services
- Study Area
- Interstate
- Major Road
- Roads

\*Average weekday stop activity information between 11/2011-04/2012 provided by HART

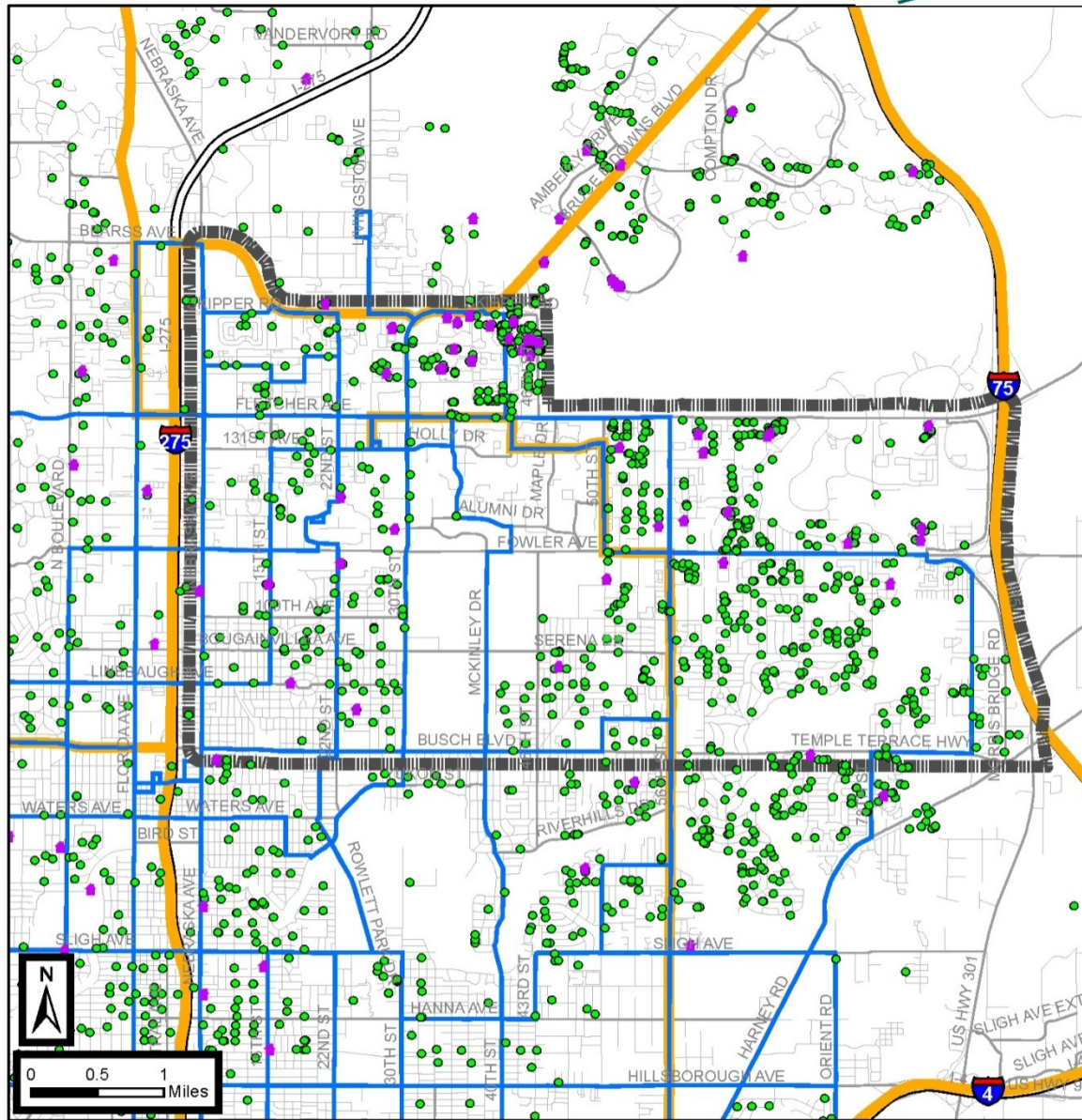
### Map 2

**Study Area  
USF Bull Runner  
Daily Stop Activity**









# University Area Circulator Study

## USF Faculty, Staff, and Student Residential Locations



### Legend

- ◆ Student Address\*
- Staff Address\*
-  Study Area
-  HART Local Routes
-  HART Express Routes
-  Interstate
-  Major Road
-  Roads

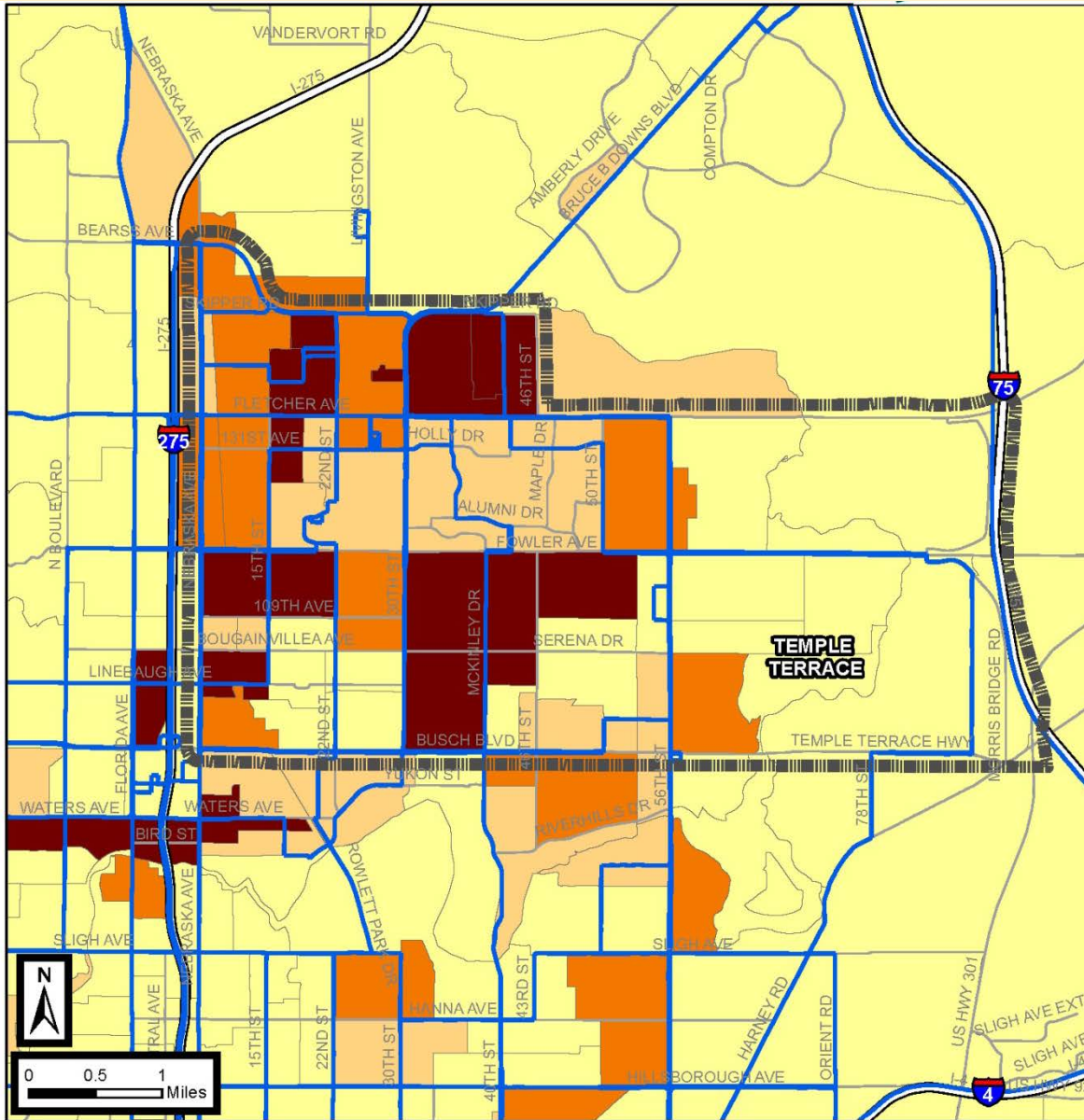
Source: USF 2009 Survey  
\*Addresses represent houses or apartment/complexes in which students or staff reside.

### Map 1

## Study Area USF Staff and Student Residential Locations

# University Area Circulator Study

## Transit Dependent Populations



### Legend

- |            |                        |
|------------|------------------------|
| <b>TOI</b> | Existing HART Services |
| Very High  | Study Area             |
| High       | Interstate             |
| Medium     | Major Road             |
| Low        | Roads                  |

Source: 2010 ESRI Data

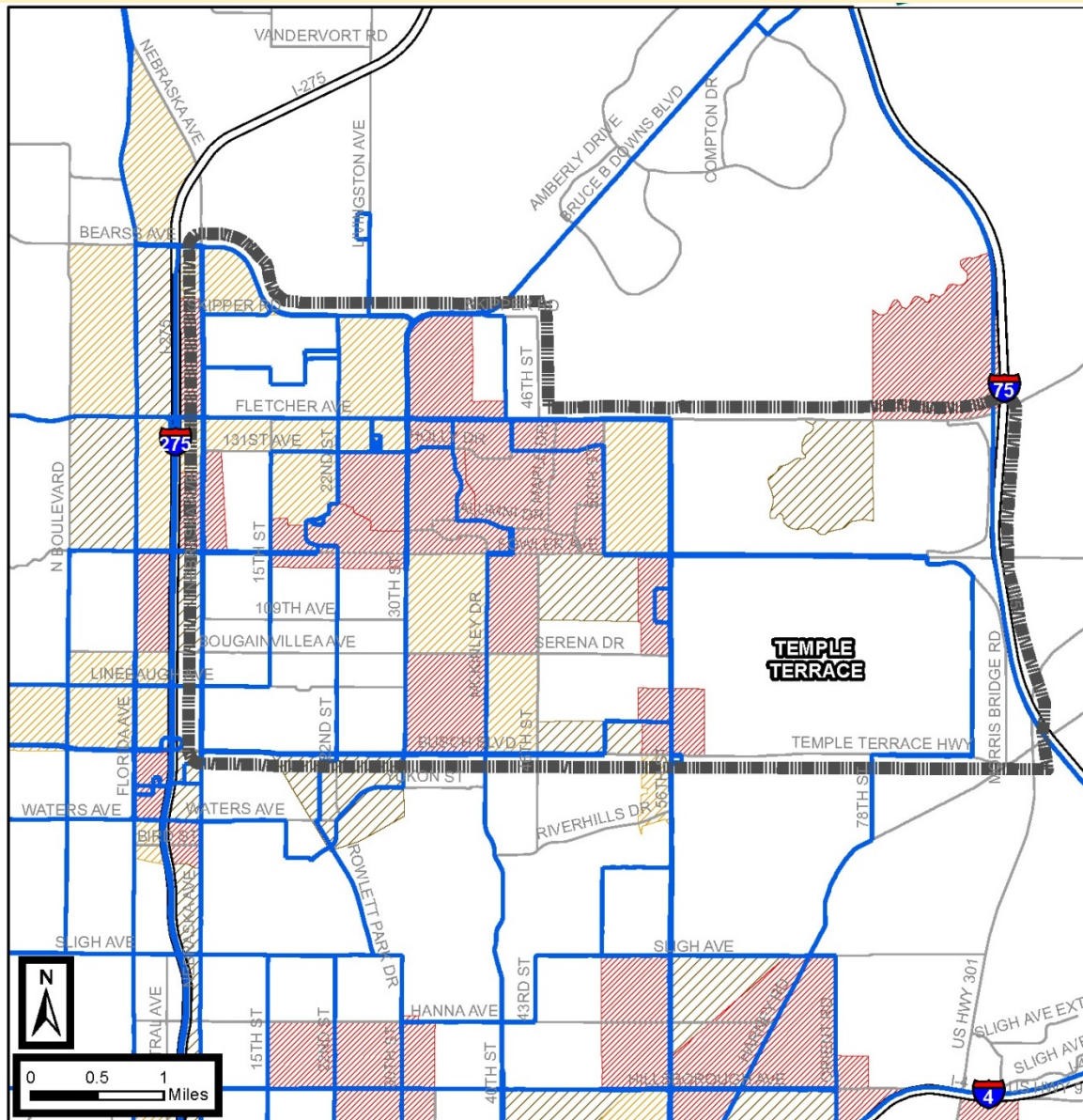
### Map X

**2010 Transit  
Dependent  
Populations**



# University Area Circulator Study

## 2010 Employment Density



### Legend

#### Employee Density Threshold

-  Minimum
-  High
-  Very High

#### Existing HART Services

-  Existing HART Services
-  Study Area
-  Interstate
-  Major Road

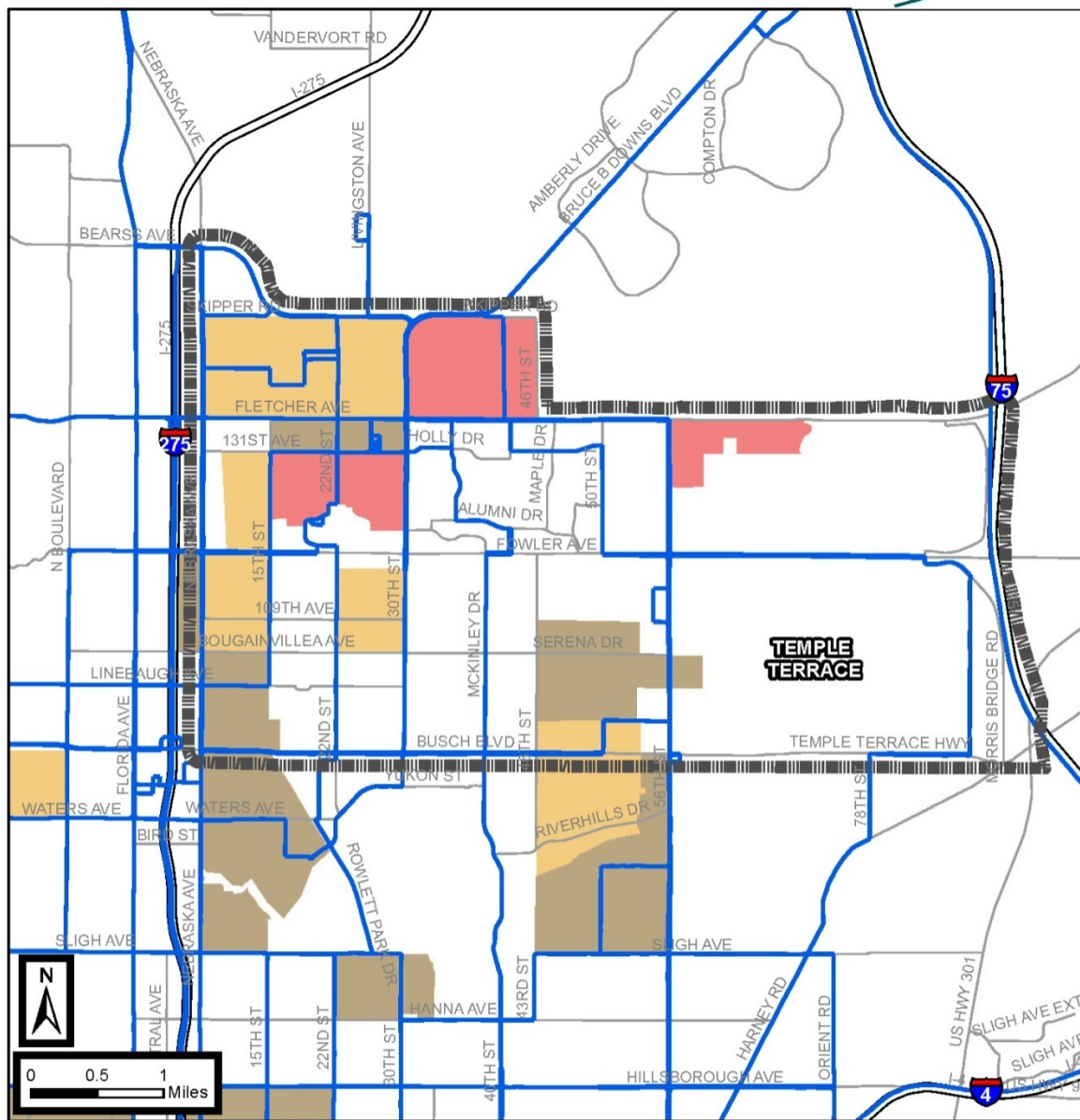
Source: Hillsborough County MPO 2035 LRTP Forecast Socioeconomic Data.

### Map X

## 2010 Employment Density

# University Area Circulator Study

## 2010 Dwelling Unit Density



**Legend**

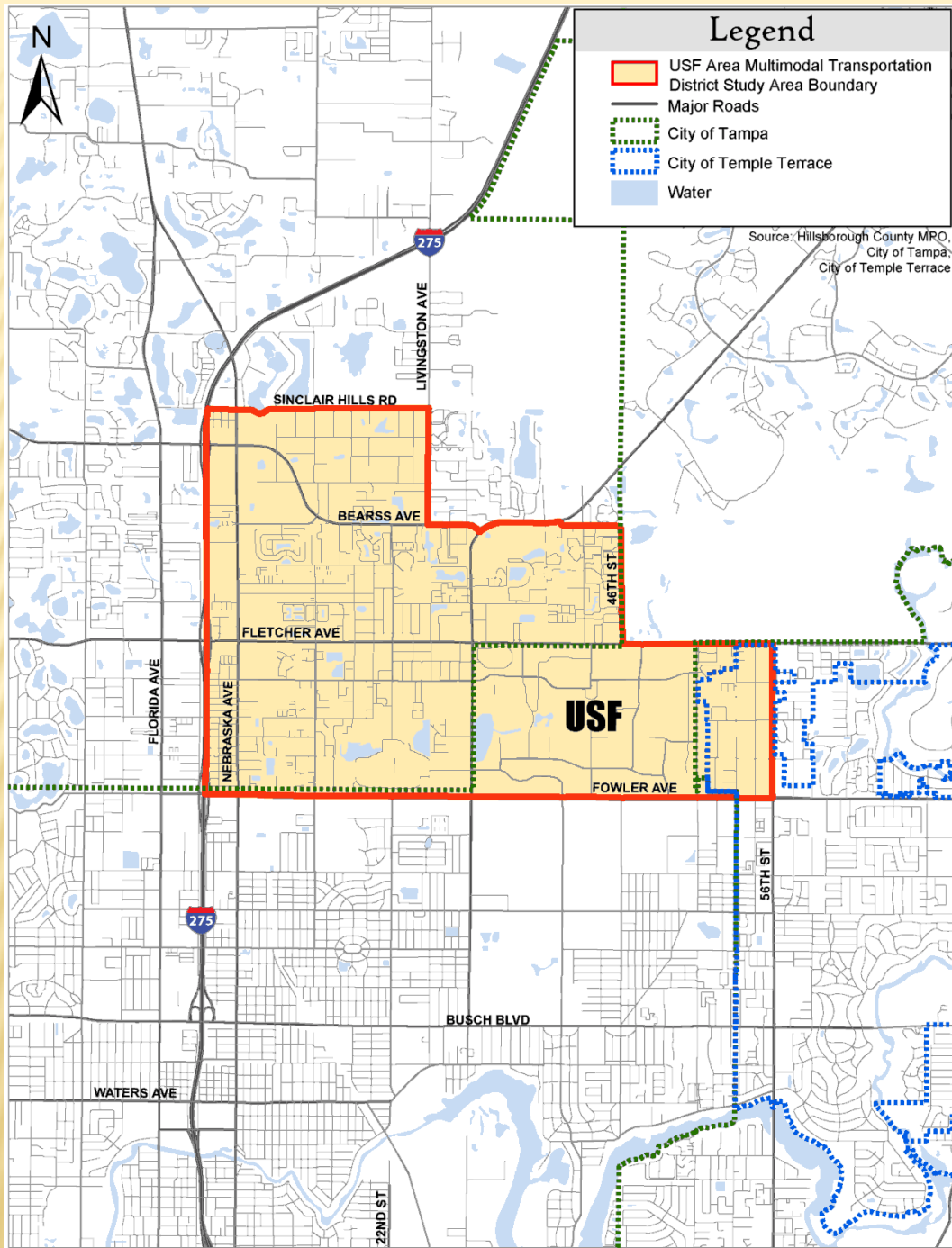
Minimum	Existing HART Services
High	Study Area
Very High	Interstate
	Major Road

Source: Hillsborough County MPO, 2035 LRTP Forecast Socioeconomic Data.

**Map X**

**2010 Dwelling Unit  
Density**





# University Area Circulator Study

## USF Area Multimodal Transportation District (MMTD) – *Study Area Boundary*



University Area Transit Circulator Study

# **PROPOSED SERVICE OPTIONS**

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# PROPOSED SERVICE OPTIONS

## OPTION A

RED



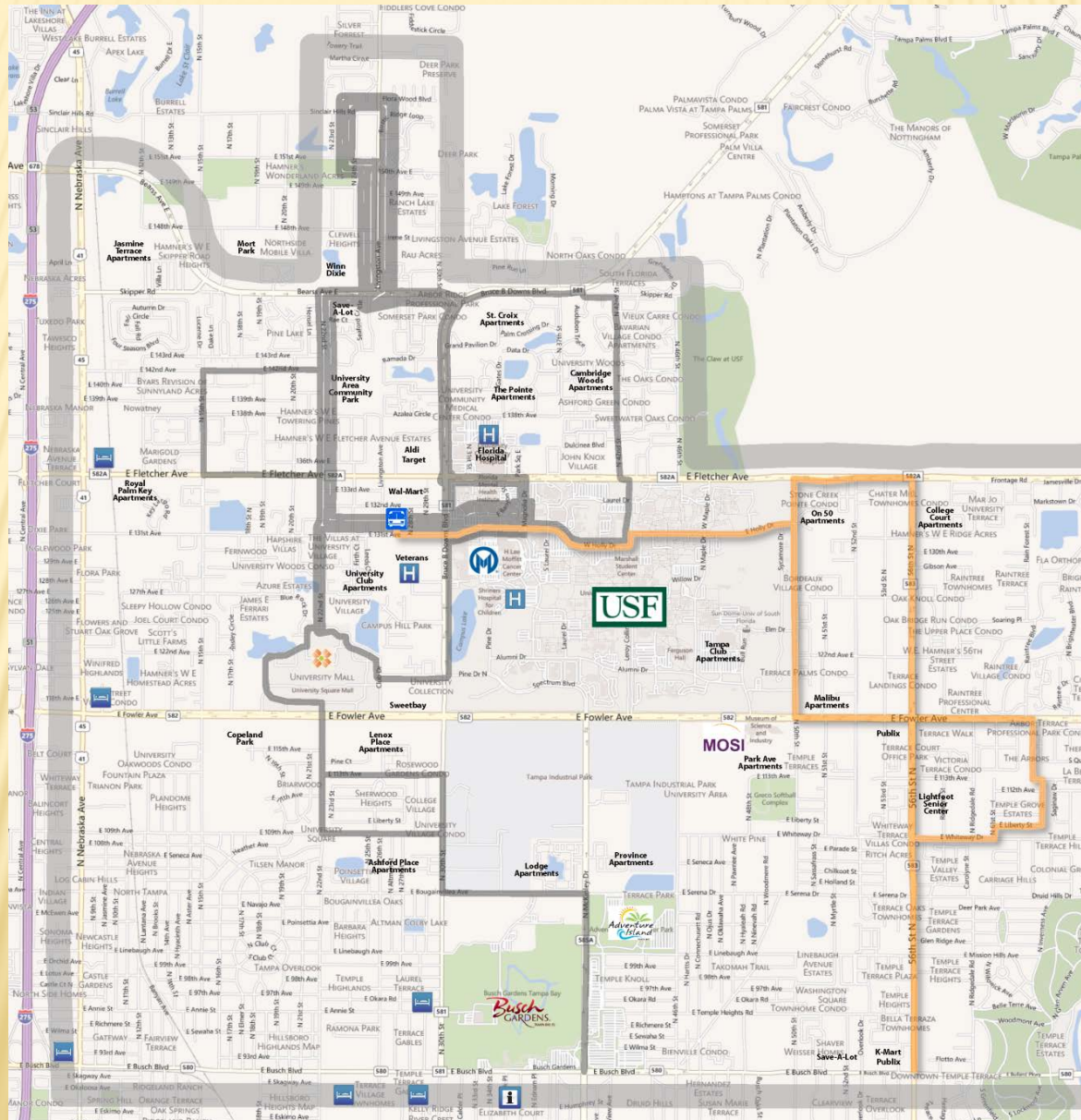
University  
Area Transit  
Circulator  
Study



# PROPOSED SERVICE OPTIONS

## OPTION B

ORANGE



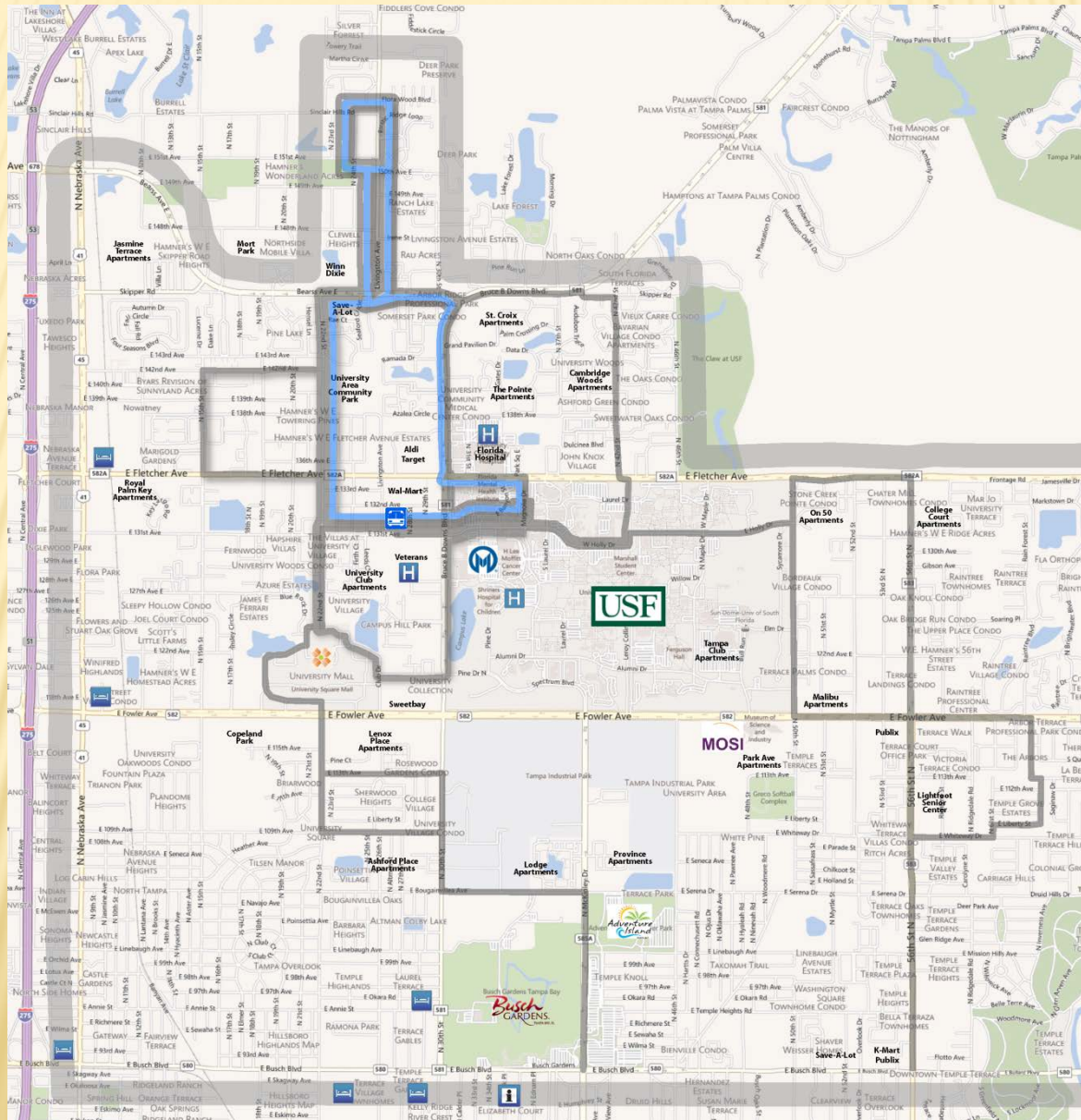
University  
Area Transit  
Circulator  
Study



# PROPOSED SERVICE OPTIONS

## OPTION C

BLUE



University  
Area Transit  
Circulator  
Study



# PROPOSED SERVICE OPTIONS

## OPTION D

GREEN



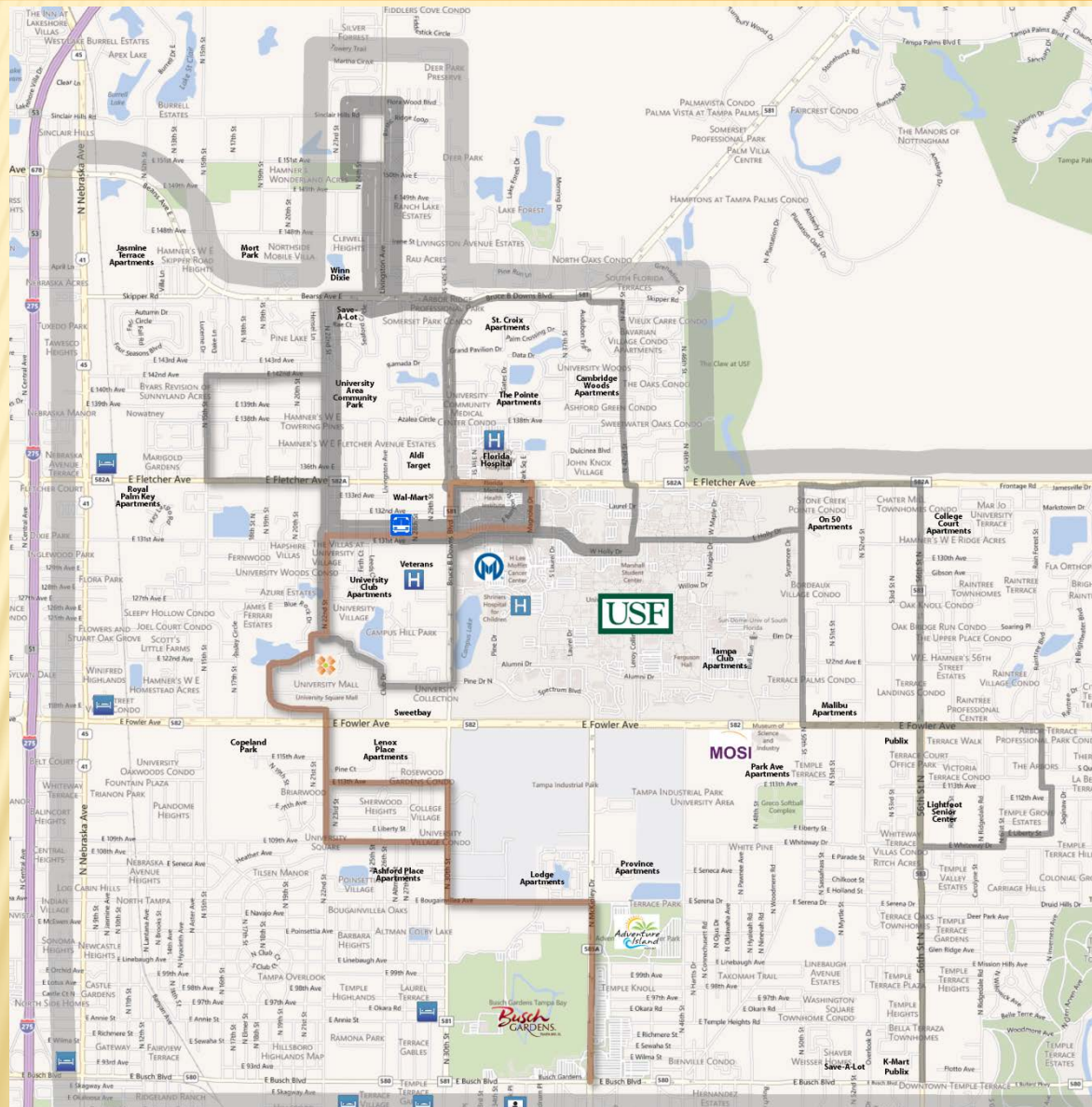
University  
Area Transit  
Circulator  
Study



# PROPOSED SERVICE OPTIONS

## OPTION E

BROWN



University  
Area Transit  
Circulator  
Study

University Area Transit Circulator Study

**THANK YOU!**

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