



Regional Jobs Access Plan – *Technical Update*

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And

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1.0 BACKGROUND

1.1 The Challenge

Transportation and access to transportation is one of the key barriers for those who are seeking employment opportunities but cannot afford a personal vehicle. The gaps in transportation access occur because public transit tends to be available in the suburbs on a limited basis; even in the center city, service may not be available to serve late evening or early-morning work shifts.

Hillsborough County is no exception. Over the past few decades, the greater Tampa area has experienced rapid growth in both residents and jobs; the county's population grew by 28.7% between 1990 and 2003. Improvements in the roadway system have made outlying areas more accessible; therefore jobs and higher-value residences have grown in these areas.

The task of providing access to jobs for those who do not or cannot drive presents an enormous challenge. Hillsborough Area Regional Transit Authority (HART) provides service to approximately 200 square miles in Hillsborough County; approximately 1/5 of the total square mileage in the county. The lack of funds available to HART limits its ability to provide extensive service throughout growing areas of the county. HART re-evaluates its service on a regular basis in order to provide the best service possible, given funding restrictions.

1.2 Purpose of Update

To identify the specific problems created by limited public transit, a detailed analysis of jobs, job-seekers, and transportation services in Hillsborough County was conducted in 2000. The Hillsborough County MPO adopted a Regional Jobs Access Plan in Fall 2000 in response to Federal guidance recommendations that Jobs Access/Reverse Commute (JARC) grant applications be supported by comprehensive regional plans. The plan examined the needs of transit dependent populations and recommended a range of public and private transportation techniques/services that would improve access to training and employment opportunities for these individuals.

The plan was developed with the active participation of HART, Bay Area Commuter Services, WAGES (Work and Gain Economic Self-Sufficiency), Hillsborough Employment and Training, Hillsborough Child Care Licensing, and several business groups – among others. In completing the analysis, areas of high un- and under-employment, areas of entry-level job growth, job training centers, and child-care facilities were located. Existing transportation services were inventoried and mapped to locate both population and employment clusters that were not being served by the transit system. Recommendations included expansion in the hours and locations of HART services, carpooling programs aimed at the target population, broader use of child-care shuttles, and other strategies.

Expanding population and employment in Hillsborough County necessitate periodic updates of the Regional Jobs Access Plan in order to maintain its effectiveness. With the availability of new population and employment statistics from the 2000 Census and the completion of HART's Comprehensive Operational Analysis (recommendations for route changes), the Hillsborough

MPO and HART have collaborated to update the Regional Jobs Access Plan. The purpose of this update is to reflect newly available data along with those changes that have occurred in Hillsborough County since the conclusion of the previous study.

The Jobs Access Technical Update seeks to ensure a holistic approach to the provision of transit. In taking this approach, implementing agencies should not only address the need for transit service in specific locations, or the need for transit service at certain times of the day, but also the availability of transit and pedestrian related facilities on roadways. These facilities include but are not limited to bus bays and turn-offs, shelters, sidewalks, and adequate lighting. Making these necessities available along transit routes provides greater access to transit for the transit dependent and thus furthers the mission of improving access to training and employment opportunities for these individuals.

This update uses the most recent socioeconomic, transit service and transit user information available to demonstrate the spatial and temporal mismatches between low-income populations and employment opportunities, and to recommend potential transportation solutions. In addition to a general plan update for use by the MPO, additional analysis was conducted for HART to determine which of its proposed route changes will be eligible for JARC funding. This technical update will be used by HART to guide decisions regarding additional changes to the services provided.

2.0 METHODOLOGY

The analysis conducted for this update uses ArcGIS 8.x geographic information system software to determine the disconnect between low-income communities, employment centers and transit service. The Jobs Access analysis methodology uses the following definitions:

Low-income: Low-income areas are identified by U.S. Census block groups. Low-income block groups are defined as those whose median household income is, or is less than, 80 percent of the median household income for Hillsborough County.

Transit-dependent: A transit-dependent rider must use public transportation to gain access to employment, shopping, etc. due to lack of a private automobile for financial, physical, or other reasons.

Available Employment: The analysis presents employment in two ways: total employment by U.S. Census tract and individual job sites for certain industries. The industries considered include those that customarily have entry-level positions such as healthcare-related industries, manufacturing-related industries, and retail industries.

Areas Served: An area is considered to be served by transit if it is within ¼-mile of a fixed route (local or express). This methodology mirrors JARC reporting through the National Transit Database (NTD).

New service/added service: New or added service refers to road segments that are not currently served by the current system, but that will be served when the proposed changes take effect. It also refers to expanded service, including frequency improvements or extended operating hours.

Spatial Mismatch: Spatial mismatch refers to areas where there is a lack of public transit (HART) service connecting jobs to job seekers.

Temporal Mismatch: The temporal mismatch problem refers to a situation in which transit service is not available at the time of day it is needed for a work trip; specifically early morning, evening and late night service (2nd/3rd shift coverage).

3.0 DATA AND SOURCES

3.1 Electronic Data

Electronic data was collected and analyzed to determine the spatial and temporal mismatches between job seekers, employment opportunities and transit service. Table 1 catalogs the data used in the analysis and also relates the source of each data set. Maps of this data are located in Appendix A.

Low-income areas. These areas are used to identify the population of potential riders that would benefit from Jobs Access transportation improvements. These maps demonstrate the probable locations of those job-seekers who are also captive riders of public transportation. Sources of this information include the Hillsborough County MPO, the Hillsborough County City-County Planning Commission and the City of Tampa.

Major employment centers. A series of maps was developed to demonstrate the distribution of jobs throughout the county. Businesses that typically employ entry-level workers were specifically identified to reflect likely travel patterns for the average transit dependent citizen. Data sources include the 2000 US Census, the Hillsborough County MPO, the Hillsborough County City-County Planning Commission, Bay Area Commuter Services, the Tampa Bay Regional Planning Council and the Greater Tampa Chamber of Commerce.

Existing transportation services. This series of maps focuses on the fixed-route public transit service provided by the Hillsborough Area Regional Transit Authority. Time of day maps were created as well as those displaying the frequency of bus service at midday and evening peak hours. The HART system used in the analysis reflects the route changes and service enhancements that are proposed to become effective in December 2004.

TABLE 1 : Data and Sources Used in Jobs Access Plan

INFORMATION	SOURCE(S)	FIGURE No.
Median household income by block group	Hillsborough County City-County Planning Commission – Automation Team. Hillsborough County MPO.	A1*
Low-Income Households (80% or less of Median)		A2
Enterprise Zone/Enterprise Community areas	City of Tampa website: http://www.tampagov.net/dept_MIS/GIS/Downloads.asp	A3
Jobs by tract	Hillsborough County City-County Planning Commission – Automation Team. Hillsborough County MPO. 2000 U.S. Census.	A4
Known early morning shifts Known evening shifts Known graveyard shifts	Database provided by Bay Area Commuter Services (BACS). Addresses of BACS clients geocoded using ArcGIS 8.x	A5
# of employees at manufacturing, wholesale, transportation or storage job sites	Employment sites from requested industries provided by Tampa Chamber of Commerce – Committee of 100. Subset of InfoUSA 2003 – generated by FDOT. Addresses geocoded using ArcGIS 8.x	A6
# of employees at hospitality, medical or assisted living job sites		A7
# of employees at retail, mail order or direct mail job site		A8
Major vested projects & DRI	Tampa Bay Regional Planning Council website: http://www.tbrpc.org/gis/download.htm	A9
HART service	System effective – December 2004. Hillsborough Area Regional Transit Authority (HART).	A10
HART routes beginning before 5am		A11
HART routes ending 7pm-10pm		A12
HART routes ending after 10pm		A13
HART routes that operate on Saturday		A14
HART routes that operate on Sunday		A15
HART routes by headway (at midday and peak)		A16 (midday), A17 (peak)
Affordable Housing Developments	Hillsborough County Department of Housing and Community Code Enforcement	A18

*The ‘A’ preceding the figure number denotes the figures may be found in Appendix A.

3.2 Local Social Service Agency Interview

An interview was conducted at the Tampa Bay Workforce Alliance to determine that agency’s client needs. The function of the Workforce Alliance agency as well as their experience regarding jobs access issues will be discussed in the findings section. A summary of the interview is located in section 5.2 of this document.

4.0 ANALYSIS

4.1 Spatial Mismatch

The *spatial mismatch* problem occurs in areas where there is a lack of public transit service connecting jobs to job-seekers. Areas of spatial mismatch were identified in terms of two

different demographics: areas where there are potential job-seekers but no access to public transportation and areas where there are jobs but no access to public transportation.

All areas that are within ¼-mile of a HART bus route are considered to be served by public transportation. The remaining areas – those not served by public transportation – are identified below in Tables 2-4.

Low-income areas are identified by ‘block groups’ as defined by the 2000 U.S. Census. Figure 1 illustrates the low-income areas in Hillsborough County. These low-income areas are likely to have a significant portion of residents that are both seeking jobs and dependent on public transportation. This analysis examines areas of significantly low income; that is, those block groups that have a median household income below the federal poverty line as defined by the U.S. Department of Health and Human Services. The federal poverty line for three-person households (the average household in Hillsborough County is 2.51 persons) corresponds approximately to those block groups in Hillsborough County whose median household income is 40% or less than the county median. Figure 1 highlights the portion of these block groups that are not served by public transportation. Table 2 identifies the areas portrayed in Figure 1.

Table 2: Spatial Mismatch – Areas of Significantly Low Income[‡]

Reference No.*	Area	Census Block Group	No. of Households	Population	Proximity to Transit **
1	West Tampa	43_1	1,146	2,988	≤ ½-mile
2	Town 'N' Country	116.11_2	1	2	≤ ½-mile
3	Belmont/Jackson Heights	105_4	249	728	≤ ½-mile
4	Palm River	122.05_6	3	1,239	≤ ¾-mile
5	Port of Tampa	53_2	96	257	≤ ¾-mile
6	S. County	140.04_1	4	56	≥ ¾-mile
7	Belmont/Jackson Heights	18_1	313	787	≤ ½-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 1.

** Proximity refers distance from a current HART route.

‡ Areas of significantly low income are defined as those whose median incomes are below the federal poverty line.

Figure 2 demonstrates those areas in Hillsborough County that have a significant number of businesses that are likely to have entry-level positions but are not served by public transportation. In this analysis, the standard for identifying a “significant” cluster is any area, one square mile in size that has one or more of the following:

- 3 major employment centers (job sites with 250+ employees)
- 5 mid-sized employment centers (job sites with 50-249 employees) OR
- 50 small employment centers (job sites with 0-49 employees)

Figures 2A, 2B, and 2C are similar to Figure 2; however they demonstrate the three components of HART fixed-route service individually (local, express, and limited express service respectively). Table 3 lists the areas shown in Figure 2 and provides information about the number of businesses within each cluster.

Table 3: Spatial Mismatch – Clusters of Businesses that Typically Have Entry-Level Jobs

Reference No.*	Area	Centralized Intersection	Total No. Businesses	Major‡	Mid	Small	Proximity to Transit**
1	New Tampa	<i>BB Downs & Cross Creek</i>	108	0	6	102	≥ ¾-mile
2	Temple Terrace	<i>Fletcher & I-75</i>	56	7	6	43	≤ ¾-mile
3	Harney	<i>Sligh & US 301</i>	155	0	18	137	≤ ¾-mile
4	East Lake/Orient Park	<i>Broadway & US 301</i>	229	4	40	185	≤ ½-mile
5	Brandon	<i>SR 60 & Kingsway</i>	133	1	4	128	≤ ¾-mile
6	Plant City	<i>Sydney & Airport Rd</i>	153	5	23	125	≤ ¾-mile
7	Clair-Mel	<i>US 41 & Causeway</i>	79	0	15	64	≤ ¾-mile
8	Carrollwood Village/Plantation	<i>Nixon & Linebaugh</i>	102	2	8	92	≤ ½-mile
9	Lake Carroll	<i>Waters & Manhattan</i>	43	2	6	35	≤ ½-mile
10	Town 'N' Country	<i>Veterans & Sligh</i>	329	0	20	309	≤ ½-mile
11	Airport Industrial	<i>Westshore & MLK</i>	97	0	3	94	≤ ½-mile
12	Town 'N' Country	<i>Memorial & Webb</i>	56	0	0	56	≤ ½-mile
13	Westshore/Rocky Point	<i>Memorial & Kennedy</i>	82	0	5	77	≤ ½-mile
14	Gandy	<i>Tyson & Westshore</i>	33	1	7	25	≤ ½-mile

Source: Tampa Chamber of Commerce – Committee of 100. FDOT.

* Reference numbers refer to Figure 2.

**Proximity refers to an area’s distance from a current HART route.

‡Major employment centers = job sites with 250+ employees; mid-sized employment centers = job sites with 50-249 employees; small employment centers = job sites with 0-49 employees.

Figure 3 shows areas with high concentrations of jobs (all types of jobs); highlighting areas without public transportation. Areas of job concentration are identified according to 2000 U.S. Census tracts. This analysis examines areas with high job concentration; that is, those census tracts with 5,000 or more jobs. Figure 3 highlights the portion of these census tracts that are not serviced by public transportation. Table 4 catalogs the areas presented in Figure 3 and relates the number of jobs and proximity to existing transit for each area.

Table 4 : Spatial Mismatch – Areas of High Job Concentration[¥]

Reference No.*	Area	Census Tract	No. of Jobs	Proximity to Transit**
1	Racetrack	115.05	6,148	≥ ¼-mile
2	Racetrack	115.06	9,073	≤ ¼-mile
3	Racetrack	115.08	6,585	≤ ½-mile
4	Northdale	115.13	7,791	≤ ¼-mile
5	Northdale	111.04	7,158	≤ ¼-mile
6	New Tampa	110.08	8,308	≥ ¼-mile
7	New Tampa	110.11	11,782	≤ ¼-mile
8	New Tampa	108.04	9,748	≤ ½-mile
9	USF Area	107.02	5,296	≤ ½-mile
10	Carrollwood	112.05	6,887	≤ ½-mile
11	Airport Industrial	26	18,787	≤ ½-mile
12	Westshore/Rocky Point	59	5,348	≤ ½-mile
13	Port of Tampa	53	9,941	≤ ½-mile
14	Mango	121.03	8,755	≤ ½-mile
15	Mango	121.04	8,434	≤ ½-mile
16	Palm River	133.06	7,838	≤ ½-mile
17	Brandon	123.01	9,187	≤ ¼-mile
18	Riverview	133.14	6,204	≤ ½-mile
19	Dover	124.02	5,520	≤ ¼-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 3.

** Proximity refers to an area's distance from a current HART route.

¥ Areas of high job concentration refer to census tracts with 5,000 jobs or more.

4.2 Temporal Mismatch

The *temporal mismatch* problem refers to transit service not being available at the time of day it is needed for a work trip. For late evening and early morning shifts, public transit may be available for half of the commute – the portion that takes place during regular business hours – but not for the other half (very late or very early).

The procedure for identifying areas of the county with a temporal mismatch was very similar to that for identifying the spatial mismatches. HART bus routes were separated by service hours. The three time periods that were analyzed were early morning coverage (routes that begin service by 5AM or earlier), evening coverage (routes that end service between 7PM and 10PM), and late night coverage (routes that end service at 10PM or later). Additional analysis was completed to identify major gaps in weekend coverage. For each time period, all areas that are within ¼-mile of a HART bus route are considered to be served by public transportation. Areas

with temporal mismatch are identified in Tables 5-18 and in Figures 4-17. It should be noted that many of the identified areas are similar to or the same as those previously cited in the spatial mismatch section.

4.2.1 Early Morning Mismatch

Tables 5 through 7 present mismatches between available early morning public transportation, and jobs or low-income communities. Table 5 represents areas of significantly low income that do not have access to early morning public transportation. As shown in Figure 4, Belmont/Jackson Heights in East Tampa, and portions of West Tampa and south Citrus Park are very close to existing transit and areas that would be considered under the Jobs Access criteria.

Table 5 : Early Morning Temporal Mismatch: Areas of Significantly Low Income[‡]

Reference No.*	Area	Census Block Group	No. of Households	Population	Proximity to Transit**
1	West Tampa	43_1	1,146	2,988	≤ ½-mile
2	Citrus Park	166.11_2	1	2	≤ ½-mile
3	Belmont/Jackson Heights	105_4	249	728	≤ ½-mile
4	Palm River	122.05_6	3	1,239	≤ ¾-mile
5	Port of Tampa	53_2	96	257	≤ ¾-mile
6	S. County	140.04_1	4	56	≥ ¾-mile
7	Belmont/Jackson Heights	18_1	313	787	≤ ½-mile
8	Belmont/Jackson Heights	36_1	264	757	≤ ½-mile
9	Belmont/Jackson Heights	34_2	355	999	≤ ½-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 4.

** Proximity refers to an area's distance from a current HART route.

‡ Areas of significantly low income are defined as those whose median incomes are below the federal poverty line.

Table 6 represents clusters of businesses (or employment locations) that typically have entry-level positions in areas that do not have access to early morning public transportation. These areas are represented in Figure 5, which shows that there are many mismatched areas in the northern and central portions of the county as well as in Plant City.

Table 6 : Early Morning Temporal Mismatch: Clusters of Businesses that Typically Have Entry-Level Jobs

Reference No.*	Area	Centralized Intersection	Total No. Businesses	Major‡	Mid	Small	Proximity to Transit**
1	New Tampa	<i>BB Downs & Cross Creek</i>	108	0	6	102	≥ ¾-mile
2	Temple Terrace	<i>Fletcher & I-75</i>	56	7	6	43	≥ ¾-mile
3	Harney	<i>Sligh & US 301</i>	155	0	18	137	≤ ¾-mile
4	East Lake/Orient Park	<i>Broadway & US 301</i>	229	4	40	185	≤ ½-mile
5	Brandon	<i>SR 60 & Kingsway</i>	133	1	4	128	≤ ¾-mile
6	Plant City	<i>SR 39 & US 92</i>	829	14	56	759	≥ ¾-mile
7	Clair-Mel	<i>US 41 & Causeway</i>	191	1	21	169	≤ ¾-mile
8	Carrollwood Village/Plantation	<i>Nixon & Linebaugh</i>	102	2	8	92	≤ ½-mile
9	Lake Carroll	<i>Waters & Manhattan</i>	43	2	6	35	≤ ½-mile
10	Town 'N' Country	<i>Veterans & Sligh</i>	329	0	20	309	≤ ½-mile
11	Airport Industrial	<i>Westshore & MLK</i>	97	0	3	94	≤ ½-mile
12	Town 'N' Country	<i>Memorial & Webb</i>	56	0	0	56	≤ ½-mile
13	Westshore/Rocky Point	<i>Memorial & Kennedy</i>	82	0	5	77	≤ ½-mile
14	Gandy	<i>Tyson & Westshore</i>	33	1	7	25	≤ ½-mile
15	Old Hyde Park	<i>Swann & Crosstown</i>	168	4	5	159	≤ ½-mile
16	Ybor City	<i>22nd & Crosstown</i>	98	0	5	94	≤ ½-mile
17	Dover	<i>I-4 & CR579</i>	45	9	5	31	≥ ¾-mile
18	USF Area	<i>Fowler & 40th</i>	203	8	25	170	≤ ½-mile
19	Citrus Park	<i>Dale Mabry & Ehrlich</i>	388	6	24	358	≤ ¾-mile
20	Citrus Park	<i>Citrus Park & Sheldon</i>	166	1	7	158	≥ ¾-mile
21	Racetrack	<i>Racetrack & Linebaugh</i>	109	7	15	87	≥ ¾-mile

Source: Tampa Chamber of Commerce – Committee of 100. FDOT.

* Reference numbers refer to Figure 5.

** Proximity refers to an area's distance from a current HART route.

‡ Major employment centers = job sites with 250+ employees; mid-sized employment centers = job sites with 50-249 employees; small employment centers = job sites with 0-49 employees.

Table 7 presents areas of high total job concentration that do not have access to early morning public transportation. These areas are illustrated in Figure 6, which shows that while many of the areas of high job concentration are in the central and northwestern part of the county, there are also a considerable number of jobs in Brandon, Riverview, and other locales in the eastern portion of the county.

Table 7 : Early Morning Temporal Mismatch: Areas of High Job Concentration[‡]

Reference No.*	Area	Census Tract	No. of Jobs	Proximity to Transit**
1	Racetrack	115.05	6,148	≥ ¾-mile
2	Racetrack	115.06	9,073	≤ ¾-mile
3	Racetrack	115.08	6,585	≤ ½-mile
4	Northdale	115.13	7,791	≤ ¾-mile
5	Northdale	111.04	7,158	≤ ¾-mile
6	New Tampa	110.08	8,308	≥ ¾-mile
7	New Tampa	110.11	11,782	≤ ¾-mile
8	New Tampa	108.04	9,748	≤ ½-mile
9	USF Area	107.02	5,296	≤ ½-mile
10	Carrollwood	112.05	6,887	≤ ½-mile
11	Airport Industrial	26	18,787	≤ ½-mile
12	Westshore/Rocky Point	59	5,348	≤ ½-mile
13	Port of Tampa	53	9,941	≤ ½-mile
14	Mango	121.03	8,755	≤ ½-mile
15	Mango	121.04	8,434	≤ ½-mile
16	Palm River	133.06	7,838	≤ ½-mile
17	Brandon	123.01	9,187	≤ ¾-mile
18	Riverview	133.14	6,204	≤ ½-mile
19	Dover	124.02	5,520	≤ ¾-mile
20	S. Bayshore	69	5,284	≤ ¾-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 3.

** Proximity refers to an area's distance from a current HART route.

‡ Areas of high job concentration refer to census tracts with 5,000 jobs or more.

4.2.2 Evening Mismatch

Tables 8 through 10 present mismatches between available evening public transportation, and jobs or low-income communities. Table 8 represents areas of significantly low income that do not have access to public transportation after 7pm. Figure 7 illustrates these areas and shows that most low-income areas are close to public transportation except for a large area in the southern portion of the county.

Table 8 : Evening Temporal Mismatch: Areas of Significantly Low Income[¥]

Reference No.*	Area	Census Block Group	No. of Households	Population	Proximity to Transit**
1	West Tampa	43_1	1,146	2,988	≤ ½-mile
2	Citrus Park	166.11_2	1	2	≤ ½-mile
3	Belmont/Jackson Heights	105_4	249	728	≤ ½-mile
4	Palm River	122.05_6	3	1,239	≤ ¾-mile
5	Port of Tampa	53_2	96	257	≤ ¾-mile
6	S. County	140.04_1	4	56	≥ ¾-mile
7	Belmont/Jackson Heights	18_1	313	787	≤ ½-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 7.

** Proximity refers to an area's distance from a current HART route.

¥ Areas of significantly low income are defined as those whose median incomes are below the federal poverty line.

Table 9 represents clusters of businesses (or employment centers) that typically have entry-level positions in areas that do not have access to public transportation after 7pm. Figure 8 depicts these areas and shows that most clusters are close to existing public transportation except for clusters in Plant City, New Tampa, and Harney.

Table 9 : Evening Temporal Mismatch: Clusters of Businesses that Typically Have Entry-Level Jobs

Reference No.*	Area	Centralized Intersection	Total No. Businesses	Major [‡]	Mid	Small	Proximity to Transit**
1	New Tampa	<i>BB Downs & Cross Creek</i>	108	0	6	102	≥ ¾-mile
2	Temple Terrace	<i>Fletcher & I-75</i>	56	7	6	43	≤ ¾-mile
3	Harney	<i>Sligh & US 301</i>	155	0	18	137	≤ ¾-mile
4	East Lake/Orient Park	<i>Broadway & US 301</i>	229	4	40	185	≤ ½-mile
5	Brandon	<i>SR 60 & Kingsway</i>	133	1	4	128	≤ ¾-mile
6	Plant City	<i>SR 39 & US 92</i>	829	14	56	759	≥ ¾-mile
7	Clair-Mel	<i>US 41 & Causeway</i>	79	0	15	64	≤ ¾-mile
8	Carrollwood Village/Plantation	<i>Nixon & Linebaugh</i>	102	2	8	92	≤ ½-mile
9	Lake Carroll	<i>Waters & Manhattan</i>	43	2	6	35	≤ ½-mile
10	Town 'N' Country	<i>Veterans & Sligh</i>	329	0	20	309	≤ ½-mile
11	Airport Industrial	<i>Westshore & MLK</i>	97	0	3	94	≤ ½-mile
12	Town 'N' Country	<i>Memorial & Webb</i>	56	0	0	56	≤ ½-mile
13	Westshore/Rocky Point	<i>Memorial & Kennedy</i>	82	0	5	77	≤ ½-mile
14	Gandy	<i>Tyson & Westshore</i>	33	1	7	25	≤ ½-mile
15	Riverview	<i>Bloomington & King Ave</i>	127	1	6	120	≥ ¾-mile
16	Harney	<i>Sligh & I-75</i>	96	9	6	81	≥ ¾-mile

Source: Tampa Chamber of Commerce – Committee of 100. FDOT.

* Reference numbers refer to Figure 8.

** Proximity refers to an area's distance from a current HART route.

‡ Major employment centers = job sites with 250+ employees; mid-sized employment centers = job sites with 50-249 employees; small employment centers = job sites with 0-49 employees.

Table 10 represents areas of high total job concentration that do not have access to evening or late night public transportation. Figure 9 illustrates these areas and shows that most mismatched areas are relatively close to existing transportation except for areas in near the Racetrack and in portions of New Tampa.

Table 10 : Evening Temporal Mismatch: Areas of High Job Concentration[¥]

Reference No.*	Area	Census Tract	No. of Jobs	Proximity to Transit**
1	Racetrack	115.05	6,148	≥ ¼-mile
2	Racetrack	115.06	9,073	≤ ¼-mile
3	Racetrack	115.08	6,585	≤ ½-mile
4	Northdale	115.13	7,791	≤ ¼-mile
5	Northdale	111.04	7,158	≤ ¼-mile
6	New Tampa	110.08	8,308	≥ ¼-mile
7	New Tampa	110.11	11,782	≤ ¼-mile
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10	Carrollwood	112.05	6,887	≤ ½-mile
11	Airport Industrial	26	18,787	≤ ½-mile
12	Westshore/Rocky Point	59	5,348	≤ ½-mile
13	Port of Tampa	53	9,941	≤ ½-mile
14	Mango	121.03	8,755	≤ ½-mile
15	Mango	121.04	8,434	≤ ½-mile
16	Palm River	133.06	7,838	≤ ½-mile
17	Brandon	123.01	9,187	≤ ¼-mile
18	Riverview	133.14	6,204	≤ ½-mile
19	Dover	124.02	5,520	≤ ¼-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 3.

** Proximity refers to an area's distance from a current HART route.

¥ Areas of high job concentration refer to census tracts with 5,000 jobs or more.

4.2.3 Late Night Mismatch

Tables 11 through 13 present mismatches between available late night public transportation, and jobs or low-income communities. Table 11 represents areas of significantly low income that do not have access to late night public transportation. Figure 10 depicts these areas of mismatch, which are the same as the areas of spatial mismatch but with the addition of a small sector near Lowry Park.

Table 11 : Late Night Temporal Mismatch: Areas of Significantly Low Income[‡]

Reference No.*	Area	Census Block Group	No. of Households	Population	Proximity to Transit**
1	West Tampa	43_1	1,146	2,988	≤ ½-mile
2	Citrus Park	166.11_2	1	2	≤ ½-mile
3	Belmont/Jackson Heights	105_4	249	728	≤ ½-mile
4	Palm River	122.05_6	3	1,239	≤ ¾-mile
5	Port of Tampa	53_2	96	257	≤ ¾-mile
6	S. County	140.04_1	4	56	≥ ¾-mile
7	Belmont/Jackson Heights	18_1	313	787	≤ ½-mile
8	Lowry Park	13_1	862	1615	≤ ¾-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 10.

** Proximity refers to an area's distance from a current HART route.

[‡] Areas of significantly low income are defined as those whose median incomes are below the federal poverty line.

Table 12 presents clusters of businesses (or employment locations) that typically have entry-level positions in areas that do not have access to late night public transportation. Figure 11 illustrates these clusters and shows that most areas of mismatch are close to existing public transportation with the exception of those in Gandy, Plant City, New Tampa and near the Racetrack.

Table 12 : Late Night Temporal Mismatch: Clusters of Businesses that Typically Have Entry-Level Jobs

Reference No.	Area	Intersection	Total No. Businesses	Major [‡]	Mid	Small	Proximity to Transit
1	New Tampa	<i>BB Downs & Cross Creek</i>	108	0	6	102	≥ ¾-mile
2	Temple Terrace	<i>Fletcher & I-75</i>	56	7	6	43	≤ ¾-mile
3	Harney	<i>Sligh & US 301</i>	155	0	18	137	≤ ¾-mile
4	East Lake/Orient Park	<i>Broadway & US 301</i>	861	13	127	721	≤ ¾-mile
5	Brandon	<i>SR 60 & Kingsway</i>	1,014	3	39	972	≤ ¾-mile
6	Plant City	<i>SR 39 & US 92</i>	829	14	56	759	≥ ¾-mile
7	Clair-Mel	<i>US 41 & Causeway</i>	191	1	21	169	≤ ¾-mile
8	Carrollwood Village/Plantation	<i>Nixon & Linebaugh</i>	102	2	8	92	≤ ½-mile
9	Lake Carroll	<i>Waters & Manhattan</i>	43	2	6	35	≤ ½-mile
10	Town 'N' Country	<i>Veterans & Sligh</i>	329	0	20	309	≤ ½-mile
11	Airport Industrial	<i>Westshore & MLK</i>	97	0	3	94	≤ ½-mile
12	Town 'N' Country	<i>Memorial & Webb</i>	56	0	0	56	≤ ½-mile
13	Westshore/Rocky Point	<i>Memorial & Kennedy</i>	82	0	5	77	≤ ½-mile
14	Gandy	<i>Tyson & Westshore</i>	33	1	7	25	≤ ½-mile
15	Dover	<i>I-4 & CR579</i>	64	9	5	50	≥ ¾-mile
16	Citrus Park	<i>Dale Mabry & Ehrlich</i>	586	6	34	40	≥ ¾-mile
17	Town 'N' Country	<i>Dale Mabry & Sligh</i>	358	4	18	336	≤ ½-mile
18	Westshore	<i>Boy Scout & Trask</i>	237	4	14	219	≤ ½-mile
19	Hyde Park/Palma Ceia	<i>Swann & MacDill</i>	1,225	6	44	1,175	≤ ¾-mile
20	Gandy	<i>Dale Mabry & Gandy</i>	228	3	20	205	≥ ¾-mile
21	Racetrack	<i>Racetrack & Linebaugh</i>	109	7	15	87	≥ ¾-mile

Source: Tampa Chamber of Commerce – Committee of 100. FDOT.

* Reference numbers refer to Figure 11.

** Proximity refers to an area's distance from a current HART route.

‡ Major employment centers = job sites with 250+ employees; mid-sized employment centers = job sites with 50-249 employees; small employment centers = job sites with 0-49 employees.

Table 13 represents areas of high total job concentration that do not have access to late night public transportation. Figure 12 depicts these areas and shows that as of the 2000 U.S. Census there were no areas of high job concentration (5,000 jobs or more per census tract) in the southern part of the county.

Table 13: Late Night Temporal Mismatch: Areas of High Job Concentration[¥]

Reference No.*	Area	Census Tract	No. of Jobs	Proximity to Transit**
1	Racetrack	115.05	6,148	≥ ¼-mile
2	Racetrack	115.06	9,073	≤ ¼-mile
3	Racetrack	115.08	6,585	≤ ½-mile
4	Northdale	115.13	7,791	≤ ¼-mile
5	Northdale	111.04	7,158	≤ ¼-mile
6	New Tampa	110.08	8,308	≥ ¼-mile
7	New Tampa	110.11	11,782	≤ ¼-mile
8	New Tampa	108.04	9,748	≤ ½-mile
9	USF Area	107.02	5,296	≤ ½-mile
10	Carrollwood	112.05	6,887	≤ ½-mile
11	Airport Industrial	26	18,787	≤ ½-mile
12	Westshore/Rocky Point	59	5,348	≤ ½-mile
13	Port of Tampa	53	9,941	≤ ½-mile
14	Mango	121.03	8,755	≤ ½-mile
15	Mango	121.04	8,434	≤ ½-mile
16	Palm River	133.06	7,838	≤ ½-mile
17	Brandon	123.01	9,187	≤ ¼-mile
18	Riverview	133.14	6,204	≤ ½-mile
19	Dover	124.02	5,520	≤ ¼-mile
20	S. Bayshore	69	5,284	≤ ¼-mile
21	N. Hyde Park	48	6,117	≤ ¼-mile
22	N. Hyde Park	45	7,020	≤ ½-mile
23	Carrollwood	119.02	7,329	≤ ¼-mile
24	Orient Park	36	8,701	≤ ½-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 3.

** Proximity refers to an area's distance from a current HART route.

¥ Areas of high job concentration refer to census tracts with 5,000 jobs or more.

4.2.4 Weekend Mismatch

Tables 14 through 18 present mismatches between public transportation that is available on weekends, and jobs or low-income communities. Table 14 presents areas of significantly low income that do not have access to public transportation on Saturdays. Figure 13 illustrates these areas which are all close to existing public transportation except for a large area in the southern portion of the county.

Table 14 : Saturday Temporal Mismatch: Areas of Significantly Low Income[‡]

Reference No.*	Area	Census Block Group	No. of Households	Population	Proximity to Transit**
1	West Tampa	43_1	1,146	2,988	≤ ½-mile
2	Citrus Park	166.11_2	1	2	≤ ½-mile
3	Belmont/Jackson Heights	105_4	249	728	≤ ½-mile
4	Palm River	122.05_6	3	1,239	≤ ¾-mile
5	Port of Tampa	53_2	96	257	≤ ¾-mile
6	S. County	140.04_1	4	56	≥ ¾-mile
7	Belmont/Jackson Heights	18_1	313	787	≤ ½-mile
8	Belmont/Jackson Heights	36_1	264	757	≤ ½-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 13.

** Proximity refers to an area's distance from a current HART route.

‡ Areas of significantly low income are defined as those whose median incomes are below the federal poverty line.

Table 15 presents clusters of businesses (or employment sites) that typically have entry-level positions in areas that do not have access to public transportation on Saturdays. Figure 14 depicts these areas and shows that the mismatched clusters are spread throughout the central, and northern portions of the county as well as Plant City.

Table 15 : Saturday Temporal Mismatch: Clusters of Businesses that Typically Have Entry-Level Jobs

Reference No.*	Area	Centralized Intersection	Total No. Businesses	Major	Mid	Small	Proximity to Transit**
1	New Tampa	<i>BB Downs & Cross Creek</i>	108	0	6	102	≥ ¾-mile
2	Temple Terrace	<i>Fletcher & I-75</i>	56	7	6	43	≥ ¾-mile
3	Harney	<i>Sligh & US 301</i>	155	0	18	137	≤ ¾-mile
4	East Lake/Orient Park	<i>Broadway & US 301</i>	435	11	75	349	≤ ½-mile
5	Brandon	<i>SR 60 & Kingsway</i>	133	1	4	128	≤ ¾-mile
6	Plant City	<i>Sydney & Airport Rd</i>	153	5	23	125	≥ ¾-mile
7	Clair-Mel	<i>US41 & Causeway</i>	191	1	21	169	≤ ¾-mile
8	Carrollwood Village/Plantation	<i>Nixon & Linebaugh</i>	102	2	8	92	≤ ½-mile
9	Lake Carroll	<i>Waters & Manhattan</i>	43	2	6	35	≤ ½-mile
10	Town 'N' Country	<i>Veterans & Sligh</i>	329	0	20	309	≤ ½-mile
11	Airport Industrial	<i>Westshore & MLK</i>	97	0	3	94	≤ ½-mile
12	Town 'N' Country	<i>Memorial & Webb</i>	56	0	0	56	≤ ½-mile
13	Westshore/Rocky Point	<i>Memorial & Kennedy</i>	82	0	5	77	≤ ½-mile
14	Gandy	<i>Tyson & Westshore</i>	33	1	7	25	≤ ½-mile
15	Ybor City	<i>22nd & Crosstown</i>	98	93	5	94	≤ ½-mile
16	Dover	<i>US92 & CR579</i>	47	9	5	33	≥ ¾-mile
17	Harney	<i>Sligh & Harney</i>	43	1	9	33	≤ ½-mile
18	Rocky Point	<i>SR 60 & Rocky Point</i>	64	1	15	48	≤ ½-mile
19	Racetrack	<i>Racetrack & Linebaugh</i>	109	7	15	87	≥ ¾-mile

Source: Tampa Chamber of Commerce – Committee of 100. FDOT.

* Reference numbers refer to Figure 14.

** Proximity refers to an area's distance from a current HART route.

‡ Major employment centers = job sites with 250+ employees; mid-sized employment centers = job sites with 50-249 employees; small employment centers = job sites with 0-49 employees.

Table 16 represents areas of significantly low income that do not have access to public transportation on Sundays. Figure 15 depicts these areas and shows that the temporal mismatch on Sundays mirrors that found in the early morning (before 5am) hours.

Table 16 : Sunday Temporal Mismatch: Areas of Significantly Low Income[‡]

Reference No.*	Area	Census Block Group	No. of Households	Population	Proximity to Transit**
1	West Tampa	43_1	1,146	2,988	≤ ½-mile
2	Citrus Park	166.11_2	1	2	≤ ½-mile
3	Belmont/Jackson Heights	105_4	249	728	≤ ½-mile
4	Palm River	122.05_6	3	1,239	≤ ¾-mile
5	Port of Tampa	53_2	96	257	≤ ¾-mile
6	S. County	140.04_1	4	56	≥ ¾-mile
7	Belmont/Jackson Heights	18_1	313	787	≤ ½-mile
8	Belmont/Jackson Heights	36_1	264	757	≤ ½-mile
9	Belmont/Jackson Heights	34_2	355	999	≤ ½-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 15.

** Proximity refers to an area's distance from a current HART route.

[‡] Areas of significantly low income are defined as those whose median incomes are below the federal poverty line.

Table 17 presents clusters of businesses (or employment locations) that typically have entry-level positions in areas that do not have access to public transportation on Sundays. Figure 16 illustrates these clusters and shows there are a large number of mismatched clusters in the central, and northern parts of the county as well as in Plant City.

Table 17 : Sunday Temporal Mismatch: Clusters of Businesses that Typically Have Entry-Level Jobs

Reference No.*	Area	Centralized Intersection	Total No. Businesses	Major	Mid	Small	Proximity to Transit**
1	New Tampa	<i>BB Downs & Cross Creek</i>	108	0	6	102	≥ ¾-mile
2	Temple Terrace	<i>Fletcher & I-75</i>	56	7	6	43	≥ ¾-mile
3	Harney	<i>Sligh & US 301</i>	223	1	28	194	≤ ¾-mile
4	East Lake/Orient Park	<i>Broadway & US 301</i>	622	11	92	519	≤ ¾-mile
5	Brandon	<i>SR 60 & Kingsway</i>	1,014	3	39	972	≤ ¾-mile
6	Plant City	<i>SR 39 & US 92</i>	829	14	56	759	≥ ¾-mile
7	Clair-Mel	<i>US 41 & Causeway</i>	191	1	21	169	≤ ¾-mile
8	Carrollwood Village/Plantation	<i>Nixon & Linebaugh</i>	102	2	8	92	≤ ½-mile
9	Lake Carroll	<i>Waters & Manhattan</i>	112	7	17	88	≤ ½-mile
10	Town 'N' Country	<i>Veterans & Sligh</i>	329	0	20	309	≤ ½-mile
11	Airport Industrial	<i>Westshore & MLK</i>	97	0	3	94	≤ ½-mile
12	Town 'N' Country	<i>Memorial & Webb</i>	56	0	0	56	≤ ½-mile
13	Westshore/Rocky Point	<i>Memorial & Kennedy</i>	82	0	5	77	≤ ½-mile
14	Gandy	<i>Tyson & Westshore</i>	33	1	7	25	≤ ½-mile
15	Ybor City	<i>22nd & Crosstown</i>	98	93	5	94	≤ ½-mile
16	Dover	<i>US92 & CR579</i>	47	9	5	33	≥ ¾-mile
17	USF Area	<i>Fowler & 30th</i>	87	2	9	76	≤ ½-mile
18	Carrollwood	<i>Sligh & Armenia</i>	259	0	4	255	≤ ½-mile
19	Citrus Park	<i>Dale Mabry & Ehrlich</i>	388	6	24	358	≤ ¾-mile
20	Racetrack	<i>Racetrack & Linebaugh</i>	109	7	15	87	≥ ¾-mile

Source: Tampa Chamber of Commerce – Committee of 100. FDOT.

* Reference numbers refer to Figure 16.

** Proximity refers to an area's distance from a current HART route

‡ Major employment centers = job sites with 250+ employees; mid-sized employment centers = job sites with 50-249 employees; small employment centers = job sites with 0-49 employees.

Table 18 represents areas of high total job concentration that do not have access to public transportation on weekends. The mismatch on Saturdays and Sundays is identical, so they are reported together in terms of a ‘weekend’ mismatch. Figure 17 illustrates these areas and shows that the majority of the areas are close to existing public transportation except for north of the Racetrack and a portion of New Tampa.

Table 18: Weekend Temporal Mismatch: Areas of High Job Concentration[‡]

Reference No.*	Area	Census Tract	No. of Jobs	Proximity to Transit**
1	Racetrack	115.05	6,148	≥ ¾-mile
2	Racetrack	115.06	9,073	≤ ¾-mile
3	Racetrack	115.08	6,585	≤ ½-mile
4	Northdale	115.13	7,791	≤ ¾-mile
5	Northdale	111.04	7,158	≤ ¾-mile
6	New Tampa	110.08	8,308	≥ ¾-mile
7	New Tampa	110.11	11,782	≤ ¾-mile
8	New Tampa	108.04	9,748	≤ ½-mile
9	USF Area	107.02	5,296	≤ ½-mile
10	Carrollwood	112.05	6,887	≤ ½-mile
11	Airport Industrial	26	18,787	≤ ½-mile
12	Westshore/Rocky Point	59	5,348	≤ ½-mile
13	Port of Tampa	53	9,941	≤ ½-mile
14	Mango	121.03	8,755	≤ ½-mile
15	Mango	121.04	8,434	≤ ½-mile
16	Palm River	133.06	7,838	≤ ½-mile
17	Brandon	123.01	9,187	≤ ¾-mile
18	Riverview	133.14	6,204	≤ ½-mile
19	Dover	124.02	5,520	≤ ¾-mile
20	S. Bayshore	69	5,284	≤ ¾-mile
21	Carrollwood	119.02	7,329	≤ ½-mile

Source: Hillsborough County City-County Planning Commission. Hillsborough County MPO. 2000 U.S. Census.

* Reference numbers refer to Figure 3.

** Proximity refers to an area’s distance from a current HART route.

‡ Areas of high job concentration refer to census tracts with 5,000 jobs or more.

5.0 FINDINGS

5.1 Technical/GIS Analysis

The previous section identified all those areas within Hillsborough County that demonstrate spatial or temporal mismatches between low-income populations, employment opportunities and the existing transit system. This section presents the areas of immediate concern. While all regions of mismatch warrant consideration, the areas identified and described below may be considered higher-priority due either to the intensity of low-income households and/or jobs in the area or to the relative ease of remedying the mismatches. The following factors were considered in the prioritization process:

- 1) The number of total jobs in the area
- 2) The number of businesses that typically have entry-level positions
- 3) The number of low-income households
- 4) Proximity to transit
- 5) Major activity centers
- 6) Developments of Regional Impact in the area

Those areas that demonstrated a spatial or temporal mismatch for two or more of the first three factors above were given highest priority. Of these regions, the ones that were closest to existing transit were given higher priority since it will likely be more feasible to extend current service to adjacent areas than to establish new service in outlying areas. Each of the ‘priority areas’ presented below are just outside the core service area of the HART system. Major activity centers were also considered in the prioritization process; activity centers typically have destinations other than employment such as shopping, child care or various services.

Clusters are presented below in two sections, spatially mismatched areas and temporally mismatched areas. Areas of immediate concern are presented for each category. These areas are broadly identified based on a countywide scale of mismatches. To most effectively serve these areas, a more detailed examination of options should be examined before designing a new route or route deviation. Strategies for addressing the mismatches are discussed in the recommendations section.

5.1.1 Spatial Mismatch – Prioritized Areas

The following areas are of critical concern because despite containing both significantly low-income households and job opportunities for the residents of these households, some portion of the area is not currently served by public transportation. The areas are within 3/4-mile of an existing public transportation route. Some of the areas are also close to major activity centers or DRIs. Improved service to these areas would provide transportation access to low-income populations, jobs, and activity centers. Figure 18 displays the locations of each of these areas.

Each of the areas identified are described in terms of the general location, general boundaries and major employers. In some cases the roads identified as area boundaries *are* currently served by

public transportation; these roads should not be confused with the areas that they define, which are *not* currently served by public transportation. Along with the boundaries for each area is a list of the major employers (those with 250 or more employees) in **industries likely to have entry-level positions**.

- **East Lake/Orient Park (Broadway & US 301)** – Generally bound by Martin Luther King Jr. Boulevard to the north, SR 60 to the south, Falkenburg Road to the east, and Orient Road to the west, this area provides access to 16,593 total jobs, 175 employment locations that would typically have entry-level employment (2 major, 28 mid-sized and 145 small centers), and a population of 1, 239 residents of significantly low-income. The community is also close to two planned developments of regional impact, the Lake Fair Mall and Eastshore Commerce Park. The major employers include:
 - Coca-Cola Bottling Co.
 - Intermedia Communications Inc.

- **Port of Tampa (South of Causeway Blvd.)** – This area, which encompasses the entire peninsula that is south of Causeway Boulevard (where Causeway intersects with 20th street), lies just east of Harbour Island. Providing access to the Port of Tampa, the area is of critical concern because it provides access to a considerable amount of jobs (9, 941) and to a significantly low-income population of 257 residents. While this area is very close to existing public transportation, it is not specifically served – this may be due to a security regulation regarding buses on Port property. While there is no single independent business that employs 250 or more individuals, the overall entry level job concentration in this area is very high. Tampa Bay Ship Building and Repair, and Amalie Oil Co. are among the larger employers in the area (each company employs 100-249 people).

- **Airport Industrial (Westshore Blvd. and MLK Jr. Blvd.)** – Bound by Hillsborough Avenue to the north, Boy Scout Boulevard to the south, Lois Avenue to the east, and Tampa International Airport to the west, this area contains many employment locations that would typically employ entry-level workers (3 mid-sized and 75 small), and the surrounding census tracts contain a considerable 18,787 total jobs. This unserved area is not only in close proximity to existing public transportation, but is very near the HCC Dale Mabry Campus and other major activity centers in the Westshore area. There is no single business employing 250 or more individuals in this area. Florida Water Products, and Catalina Food Corp. are among the larger employers in the area (each company employs 50-99 people).

- **Carrollwood Village/Plantation (Linebaugh Ave. & Nixon Rd.)** – Improved service to this area would provide access to a number of low-income households as well 102 employment locations that would typically employ entry-level workers (1 major, 8 mid-sized, and 92 small centers). This area is bound by Gunn Highway to the north, Waters

Avenue to the south, Dale Mabry Highway to the east and Anderson Road to the west. The major employer in this area is Vf Image Wear.

5.1.2 Temporal Mismatch – Prioritized Clusters

The following areas are of critical concern because despite containing considerable job opportunities, some portion of the area is not currently served by public transportation during one or more of the analyzed time periods. Areas that were found to exhibit spatial mismatches are not included in this list because they have already been discussed. Figure 18 shows the locations of each of these areas.

- **Ybor City (22nd St. & Crosstown Expressway)** – Bound to the north by 21st Avenue, by McKay Bay to the south, 43rd Street to the east, and 22nd Street to the west, Ybor City contains nearly 100 businesses that would typically have entry-level positions (5 mid-sized and 93 small), and the surrounding census tracts contain more than 17,000 jobs. This area presents temporal mismatches in the early morning and on the weekends. This area is adjacent to the several activity centers located in Ybor City and nearby Channelside; both of which are attractors on the weekends. There are no businesses employing 250 or more individuals in this area. Gulf Marine Repair Corp. (100-249 employees) and Duro Bag Manufacturing Co. (50-99 employees) are among the larger employers in the area.

- **Temple Terrace (Fletcher & I-75)** – This area contains 48 employment locations that likely have entry-level employment (3 major, 4 mid-sized and 41 small), and the surrounding census tracts contain 18, 056 total jobs. The area is also proximate to the Tampa Palms mixed-use DRI, Telecom Park, the Hidden River Office Park, USF, and a variety of retail locations that offer the potential for numerous entry-level positions. There are temporal mismatches on the weekends and for non-business hours during the week. This area is bounded by the Hillsborough River to the north, Fowler Avenue to south, I-75 to the east, and 50th Street to the west. The major employers in this area include:
 - Bausch and Lomb Inc.
 - Verizon Data Services Inc.
 - Coca-Cola Bottling Co.

HART has provided service to the Hidden River area in the past; but the additional service garnered extremely low ridership and was therefore discontinued. This past failure does not decrease the importance of providing adequate access to jobs in this priority area; however, alternate solutions besides increased HART service may be appropriate here.

- **Racetrack (Racetrack & Linebaugh)** – There are 109 employment centers that would typically have entry-level employment in this cluster; there are also 21, 806 total jobs in the surrounding census tracts. This area is proximate to Tampa Bay Downs as well as the Tri-County Business Park. Temporal mismatches are present on the weekends and in the early mornings or after 10pm during the week.

There are few major roads in this area. The area extends as far north as the Nine Eagles golf course, it dips down to the intersection of Racetrack Road and Countryway Boulevard to the south, it extends ½-mile east of the intersection of Racetrack Road and S. Mobley Road to the east, and the Pinellas County Line is its western boundary. Major employers in the area include:

- SRI/Surgical Express Inc.
- Tampa Bay Downs
- Repron Manufacturing Services
- Repron Electronics Inc.

- **Westshore/Rocky Point (Memorial & Kennedy)** – This area, which stretches from the intersection of Memorial Highway & Kennedy Blvd. west to Rocky Point, contains 82 businesses that would typically have entry-level employment (5 mid-sized and 77 small businesses) and the affected census tract contains 5,348 total jobs. This area is the largest employment center in the county and includes regional developments such as Rocky Point and a variety of hotels that have retail and hospitality jobs with non-traditional work hours. Temporal mismatches are present for this area on the weekends and during non-business hours during the week. Ramada Inn, Kepro, and Health Point medical group are among the larger employers in the area (each company employs 50-99 people).

Figure 18 summarizes the location of the priority spatial and temporal mismatch locations that were identified through the geographic analysis. As illustrated in the figure, the priority areas are identified broadly and will need to be examined at a finer level of detail for implementing strategies to improve access to these areas.

5.2 Interviews

5.2.1 Tampa Bay Workforce Alliance

Mr. Ahad Diba, a project leader at the Tampa Bay Workforce Alliance (TBWA), provided insight into how access to transportation – or the lack thereof – influences participants in Workforce programs. The TBWA provides job matching services for a variety of clients ranging from veterans in the corporate world who have recently lost a job and need help finding new placement to low-income individuals participating in their ‘Transitions’ program.

The Transitions program is a 2-year program that targets low-income individuals moving from welfare to work – a key demographic in terms of jobs access. While in the program, individuals may take training in the field of their choice in preparation for a career path or general classes on

employability and professional behavior. At the end of the program employment is arranged for each ‘graduate’.

Low-income individuals are referred to the TBWA from the Department of Children and Families. The Workforce Alliance enrolls approximately 6,000 people per year in their Transitions program; of those 6,000 about 60 percent do not have a car. During the program enrollees are given bus passes (800 to 1,000 are dispersed each month) or the Workforce Alliance will pay a family member or friend to drive them. Unfortunately, these benefits stop 90 days after the Transitions graduate begins full-time employment; leaving him/her with the responsibility for obtaining transportation to and from work. According to Mr. Diba, a lack of access is one of the top reasons (along with a lack of child care, and insufficient work ethic) that many Transitions graduates have difficulty *keeping* jobs once they have them. Access to transportation is clearly a vital factor for students and graduates of the Transitions program, who represent a key demographic in the Jobs Access challenge.

Geographically, 70 percent of Transitions participants reside in Tampa Housing Authority developments. Graduates of the program are placed throughout the county, with some effort made to place them near their residence. 60 percent of job placements are in Brandon, South Tampa, Plant City, and along the South Shore (particularly the Apollo Beach area).

5.2.2 Tampa Downtown Partnership

Karen Kress, Director of Transportation and Planning for the Tampa Downtown Partnership offered some suggestions for the development of transit service. Those suggestions are:

- Promote mortgages that are designed for people who live near transit.
- Encourage mixed-use and urban in-fill development, allowing people to live within walking distance of jobs.
- Encourage the bikes on buses program to expand access to transit stops.
- Encourage employers to align their shifts (when possible) to match transit hours of operation.
- A seminar for companies outlining some of these ideas. It gives the solutions more credence that way.

5.2.3 Hillsborough County Housing and Community Code Enforcement

Margaret Tagliarini, Program Coordinator with the Hillsborough County Housing and Community Code Enforcement Department discussed the need to ensure the existence of a link between transit and the affordable housing communities in Hillsborough County, particularly, the areas of southern Hillsborough County.

6.0 SOLVING THE JOBS ACCESS “PROBLEM”

The Jobs Access and Reverse Commute (JARC) grant program assists states and localities in developing flexible transportation service that connects low-income persons to jobs and other employment related services. Eligible activities for JARC grants include capital and operating

cost of equipment facilities, operating cost of services and associated capital maintenance items related to providing access to jobs. Also included are the costs of promoting the use of transit by workers with non-traditional work schedules, promoting the use of transit vouchers, and promoting the use of employer-provided transportation. The JARC grant program has a cost-sharing requirement. Grant funds awarded for a project may not exceed 50 percent of the project's total cost. Listed below are a variety of options for improving transportation access in Hillsborough County, some of which may be eligible for JARC grant funding.

6.1 Alternatives

To address the various spatial and temporal mismatches that have been presented, this section identifies strategies that may be pursued, as a way of improving the connections between people and jobs. The strategies can be separated into four different categories based on the operating condition of each strategy. The list below provides a brief description of each strategy.

6.1.1 Public Transportation Strategies

Fixed-Route Transit – Typical fixed-route bus service operates throughout the day stopping at marked locations every 3 or 4 blocks. Shelters are often provided at more heavily used locations, and routes usually converge at transit centers to facilitate transfers. Fixed-route systems may include local or express circulator services.

A fixed-route transit system, the service provided by HART, is already in place in Hillsborough County. General expansion of this system is not possible due to a lack of finances; however expansion of specific routes might provide a cost-feasible means for improving coverage.

Route Deviation Service – Like local fixed-route bus service, route deviation service operates with a portion of the route as fixed route service. In designated areas, the bus will deviate a certain distance from the fixed route to make “on-call” drop-offs or pick-ups at identified secondary locations. After deviating, the vehicle immediately returns to the fixed route at the point at which it departed. In the event that no requests for deviation are made, the vehicle operates as a fixed-route vehicle.

The HARTflex program provides a similar service in Hillsborough County on Route 84 – South County Circulator. For an additional fee, a flexible route is designed to deviate up to $\frac{3}{4}$ of a mile from the normal route.

Subscription Bus Service – Subscription bus service generally takes the form of pre-arranged service that is designed to meet specific group or individual needs. Payment for subscription bus service is generally made by arrangement between the parties requesting and providing the service. Subscription bus service is typically not open to the general public.

Paratransit Feeder Service – Feeder service provides riders with transport from their origin point (usually home) to a fixed-route bus stop on a demand response basis. Providing paratransit service for the first leg of a transit-based journey is normally cheaper than providing the trip

completely on a door-to-door basis. The longer the trip, the greater the cost-savings; therefore this type of service is most appropriate for outlying areas.

The HARTlink program, offered by HART, provides assistance for those who cannot get to or from a bus stop due to geographic or man-made barrier. A HARTplus van picks up passengers and takes them to accessible bus stops.

6.1.2 For-Profit Transportation Strategies

Subsidized Taxi Service – In a subsidized taxi service program, patrons are charged a portion of the fare associated with a normal trip; a third party (e.g. an employer or local government) subsidizes the remainder of the cost for the trip. These programs can be both effective and cost-efficient in low-density areas or during times of the day with low demand.

In 2000, the Tampa Downtown Partnership TMO, in conjunction with the Hotel/Motel Association and HART, established a taxi/shuttle service for employees at Downtown Hotels. A variety of transportation options were considered to serve hotel employees; however, based on cost and flexibility of schedule, a shuttle service was determined to be the best solution. In conjunction with HART, a route was created to serve these employees and link them to Downtown hotels from the regular fixed route system. The taxi shuttles provided service in the early morning, late evening and on holidays when public transit was not available. Phase I of the program garnered few riders in that hotel employees were not comfortable waiting by shuttle stops in the early morning or late evening. Based on these concerns, the route system was suspended and door-to-door service was instituted. While the door-to-door service was extremely well received by hotel employees, the costs for service increased to a prohibitive \$15,000 per month. Individual hotels were given the option for continuing their own taxi/shuttle programs; only the Marriott Waterside and Holiday Inn chose to continue.

Jitney Service – Jitney services are typically composed of privately-operated vans or station wagons that carry up to 15 passenger and operate on semi-fixed routes. Jitneys tend to operate on major thoroughfares, picking up passengers anywhere along their route with slight variations to deliver passengers to their homes. They do not usually follow a set schedule; instead they tend to stop less frequently than vehicles on conventional bus routes.

6.1.3 User Initiated/Operated Strategies

Carpool Matching Service – A carpool is when two or more persons share rides in a private vehicle. It is not necessary that all members of a carpool own a vehicle. Members may offer cash for operating expenses in lieu of sharing the driving.

Through their rideshare program, Bay Area Commuter Services (BACS) provides an organized system for carpool matching. Potential carpoolers are provided with a matchlist of people who live and work near them, as well as tips on how to form a carpool. Individuals are given final responsibility for forming the carpools.

Vanpools – Vanpools differ from carpools in that the group of passengers is larger (typically 7-15 people) and the vehicle is provided by a third party. In the Tampa Bay area, Bay Area Commuter Services (BACS) leases vans to groups of commuters. HART provides vans for the program through federal transit grants. One member of the group volunteers to drive participants to and from work and picks them up at their residences or a common pick-up area such as a Park and Ride lot.

Donated Cars – The donated car concept is that a company or other group can seek donated cars, make repairs on those cars and make the cars available to individuals who need them. Generally, the greatest obstacle to this strategy is the very limited supply of donated cars.

Car Sharing – A car sharing operation operates much like a library; a stock of vehicles is available or members of a community to reserve and check out as needed. Vehicles may be used for any reason at any time, but typically must be booked in advance, and returned at the same parking lot. Membership to a car-sharing program typically entails a fee.

6.1.4 Coordination Strategies

Transportation/Job Matching Coordinator – A transportation coordinator’s main function is to act as a problem-solver to help job-seekers, or case workers assisting job-seekers, determine the best and most cost-effective source of transportation. A transportation resource center would provide a centralized information distribution center where transportation sources can be gathered and disseminated.

Job/Job-Seeker Database – The concept behind this strategy is to help job-seekers locate jobs close to home and to help employers to identify qualified candidates who will not have difficulty getting to work. Job-seekers and employers would register with an agency maintaining a geographic database, and provide information on their needs and qualifications.

Gathering Points – The essence of this strategy is to develop a physical network of gathering points and transfer points between various transportation services (e.g. buses, carpools, employer shuttles, jitneys, etc.) so that these services better compliment each other. Gathering points are essentially informal transfer stations that offer travelers the opportunity to shift between several different modes of transportation at key locations. Gathering points should be centrally located in a neighborhood or community. Ideally, a social service organization or transportation provider would maintain gathering points; however, individuals or small groups with similar transportation needs may also coordinate them.

Transit and Pedestrian Infrastructure – This strategy promotes the addition of transit and pedestrian facilities. These facilities, which include but are not limited to bus bays and turn-offs, shelters, sidewalks, and adequate lighting facilitate the holistic approach to adequate transit service. Working with implementing agencies and making these necessities available along transit routes provides greater access to transit for the transit dependent and thus furthers the mission of improving access to training and employment opportunities for these individuals.

Telecommuting – Telecommuting refers to an employee working at home or at an office close to home on a full- or part-time basis. Computers and other technology facilitate telecommuting; however, the telephone is still the most basic equipment for working from an alternate location.

BACS and the Tampa Bay Regional Planning Council are partnering to present the Telework Tampa Bay program in February 2005. This program is designed to develop telecommuting programs as pilot projects with area businesses, both public and private sector. In time, telecommuting may become a viable option for a variety of job types in the Tampa Bay region.

Employer Education – Many employers are unaware of the difficulties that some of their employees have in getting to work, and do not realize that their labor pool is diminished because potential employees cannot access particular work locations due to a lack of transportation. This strategy is aimed at educating employers about transportation problems, potential solutions, and what employers can do to help.

One important program that employers should be educated about is the federal Commuter Choices program. Under federal tax law this program allows employers to subsidize the cost of transit passes or vanpool programs up to \$100 per month.

6.2 Recommendations

Using the universe of alternatives presented above, this section will discuss those strategies that are likely to make a significant impact to Jobs Access in Hillsborough County. The identified strategies are recommended for consideration and/or implementation. These strategies have been divided into two groups: short term strategies that could be implemented using existing agencies and personnel at a relatively low cost; and strategies that would require new program development or significant new institutional arrangements to function but that will have a considerable impact on improving jobs access.

6.2.1 Short-Term Strategies

Education for Transit-Dependent Individuals – BACS has coordinated employer and community outreach efforts in both Hillsborough and Pinellas County for several years. In Hillsborough County, BACS includes employer outreach, Commuter Choices Week, and *The Tampa Bay Commuter* (magazine) in this effort. These projects help keep the community informed about the various transportation options available to them.

However, increased publicity and education about the collection of transportation services that are currently available in the Tampa Bay area could be a simple and effective means for improving the level of access available to the county's low-income population. The Tampa Bay Workforce Alliance interview revealed that the majority of Transitions participants had no knowledge of the services provided by BACS, any of which could be instrumental in improving the job retention rate for Transitions graduates and similar demographics. Renewed efforts to educate low-income individuals about their public transportation options could have a noteworthy impact on improving jobs access in the region. These efforts could involve providing workshops at social service agency offices or teaching transportation workshops through

programs similar to the Transitions program. It would be possible to better integrate HART travel trainers and/or BACS staff into the programs offered by the Workforce Alliance.

Job/Job-seeker Database – Forming/updating a job/job-seeker database and making it available at community centers or other public areas in low-income neighborhoods would expand the universe of possibilities a potential employee would have access to. The access to more options would increase the chances of finding employment near their residence or near existing public transportation. The Tampa Bay Workforce Alliance currently provides access to several online job listings through their website; these databases are available to anyone with online access. The development and maintenance of a hard copy database – listing jobs by location – would be a worthwhile supplement to the online listings for those job seekers with inadequate access to the Internet.

Improved Fixed-Route Service to Include the Identified Priority Areas – The areas are generally within ½-mile of current routes; therefore it may be possible to include these areas within the HART service area with nominal changes to the current route structure. Since a general expansion of the HART system is not possible; specific areas can be targeted as a means of reducing jobs access gaps.

One such opportunity would be for HART to better utilize express routes that currently focus on bringing employees into Downtown and Westshore from suburban areas. HART will complete proposals for Phase III COA improvements in Fall 2004. Among the issues that will be addressed are express service revisions. These revisions will focus on developing fewer routes that will run more frequently. The express services will be developed as a network with synergistic connections to the four major employment concentrations in the County: Downtown, Westshore business district, University of South Florida area and MacDill Air Force Base.

There will also be renewed focus on reverse commute express service. Currently, many of HART's express routes begin their service hours in an outlying area traveling to a regional center. By operating the bus in service for the reverse commute direction – from regional transfer centers and low income areas to outlying employment centers before beginning the current service, HART will be able to minimize non-revenue hours (also known as 'dead-head') at the start of routes while aiding residents of the central city in finding employment in suburban areas.

6.2.2 Long-Term Strategies

Improved Fixed-Route Service to Provide Access to More Distant Areas – There are many areas throughout the county that have low-income households or a high job concentration but demonstrate a lack of access to transportation. For instance, Margaret Tagliarini, a staff member at the Department of Housing and Community Code Enforcement, commented on the lack of attention paid to Riverview, Plant City, and Gibsonton in terms of provisions for improved Jobs Access. Although these areas are a good distance from the core HART service area, there are several affordable housing developments in these areas that could benefit from improved access to public transportation.

Expansions to remote communities will be considerably more costly than expanding to centralized areas; however, routes that provide access to previously under-served areas will likely be eligible for some JARC funding.

Flexible Bus Rapid Transit Service – Although HART already offers a form of deviated fixed-route service; the service could be expanded to accommodate riders based on demand. Using real-time kiosks, transit-users could request a route deviation to the kiosk location; a bus on the designated BRT route would deviate from its fixed path to make the pick-up. Drop-offs would occur in a similar manner. While this service would undoubtedly provide more efficient and convenient service to transit users, it may require a separate pricing schedule from regular fixed route service. This service can be expensive to implement due to the need for ITS-related infrastructure improvements. However, this type of program could be made available to different parts of the region on a rolling basis in order to test the demand for the service and to reduce capital costs.

APPENDIX B

HART December 2004 System Changes

JARC Eligibility

BACKGROUND

HART initiated a Comprehensive Operational Analysis (COA) in 2003 to review the operational effectiveness and efficiency of the fixed-route system and the quality of service provided to customers. The study commenced in April 2003, with the final report completed in April 2004. The proposed December 2004 service changes – upon which the analysis presented in the technical update is based – arose from this COA. HART has three JARC grants that are funding services that were previously introduced on several local and limited express routes. The proposed December route revisions and enhancements were reviewed to determine their eligibility for funding under the existing JARC grants as well as new JARC grants that HART will be seeking.

HART held a public hearing on July 14, 2004 where staff presented proposed changes to several bus routes, which would be effective by the end of the calendar year. Based on the information presented at this meeting, current HART bus routes and proposed changes were examined to determine their ability to serve low-income communities and employment centers in Hillsborough County. An initial screening of the current HART system and the proposed changes was performed to determine how well these populations are served by each individual route both in terms of spatial coverage and temporal coverage.

Table B1 lists the routes and compares the current route to the change proposed in terms of daily vehicle trips, hours and miles. While changes to individual routes may serve particular communities more effectively; in most cases, new areas served by a particular route are replacing service that was previously provided by another route.

ANALYSIS

The analysis of whether or not a service change may be eligible for Jobs Access funding depends on the true new service to the community. Figures B1 through B6 illustrate the system coverage differences between the current HART system and the proposed changes.

An initial screening of the routes was conducted to determine how individual routes contributed to overall enhancement to the system by providing new connections, increased frequency or expanded service hours. Each route is discussed below with specific reference to the proposed improvements' contributions to the overall service of the system to low-income populations and jobs.

Route Contribution to HART System

Some route changes result in a significant improvement in service to the target populations, other only produce minor improvements. The routes and route changes are listed below in number order. The summary findings of this analysis prioritize the route changes based on the route's expected eligibility for Jobs Access funding.

TABLE B1
HART December 2004 Service Changes by Route*

Route	Day of Week	Daily Vehicle Trips			Daily Vehicle Hours			Daily Vehicle Miles			Route Changes
		Current Trips	Projected Trips	Trip Difference	Current Vehicle Hours	Projected Vehicle Hours	Hour Difference	Current Mileage	Projected Mileage	Mileage Difference	
2	Weekdays	97	97	0	127.7	123.43	-4.27	1,401.34	1,390.94	-10.40	No significant changes
2	Saturday	55	56	1	68.57	71.37	2.80	760.34	801.84	41.50	2 late trips added
2	Sunday	26	29	3	30.3	32.65	2.35	359.17	388.39	29.22	2 late trips added
4	Weekdays	28	29	1	28.98	29.87	0.89	320.40	383.19	62.79	1 early trip added
7	Weekdays	63	64	1	95.62	82.17	-13.45	1,129.45	1,019.42	-110.03	Route revised to run NW from Tampa Bay Center to Citrus Park Wal-Mart
7	Saturday	26	27	1	39.52	40.30	0.78	467.51	439.35	-28.16	1 late southbound trip added
7	Sunday	26	27	1	34.03	40.00	5.97	464.41	447.20	-17.21	2 trips (1 north + 1 south) added
14	Weekdays	28	35	7	29.9	45.45	15.55	390.98	445.02	54.04	Frequency increased from 60 to 45 minutes
16	Weekdays	38	37	-1	29.17	36.07	6.90	295.77	411.57	115.80	Route Extended to serve Town & Country Hospital
16	Saturday	34	26	-8	26.67	27.33	0.66	283.81	292.58	8.77	Route Extended to serve Town & Country Hospital
19	Weekdays	60	63	3	61.07	79.23	18.16	746.02	891.37	145.35	All trips serve Tampa General 2 late trips added
19	Saturday	26	26	0	26.67	26.67	0.00	369.48	368.31	-1.17	All trips serve Tampa General
19	Sunday	25	25	0	25.85	24.62	-1.23	363.58	340.67	-22.91	All trips serve Tampa General
32	Weekdays	58	66	8	61.68	68.17	6.49	814.90	1,039.83	224.93	Frequency increased to 30 minutes all day. Route Extended to serve Mango Wal-Mart on all trips. 1 late trip added
32	Saturday	28	27	-1	26.63	28.17	1.54	397.91	430.57	32.66	All trips to serve Mango Wal-Mart
32	Sunday	26	26	0	13.27	27.37	14.10	205.32	416.76	211.44	All trips to serve Mango Wal-Mart
34	Weekdays	51	62	11	66.85	80.78	13.93	930.56	1,064.76	134.20	Frequency increased to 30 minutes all day. 4 late trips added
34	Saturday	25	26	1	26.7	27.28	0.58	436.71	439.37	2.66	No changes
34	Sunday	25	25	0	26.63	26.63	0.00	436.71	436.71	0.00	No changes
36	Weekdays	50	52	2	81.15	91.00	9.85	979.24	1,139.33	160.09	Route adjusted to serve Dale Mabry south of Columbus. 1 late trip added
36	Saturday	27	28	1	42.7	29.62	-13.08	500.65	410.47	-90.18	Britton Plaza new south terminus
36	Sunday	26	26	0	27.72	27.62	-0.10	461.12	384.49	-76.63	Britton Plaza new south terminus
37	Saturday	22	27	5	26.3	27.72	1.42	371.70	432.61	60.91	Frequency increased to 60 minutes all day
41	Weekdays	26	28	2	26.77	29.33	2.56	372.24	482.45	110.21	2 late trips added
44	Weekdays	0	34	34	0	44.03	44.03	0.00	556.90	556.90	New Route To serve Westshore - UATC via Habana
45	Weekdays	0	34	34	0	44.12	44.12	0.00	558.56	558.56	New Route To serve Westshore - UATC via Rome Ave.
45	Saturday	0	27	27	0	41.80	41.80	0.00	459.66	459.66	New Route To serve Westshore - UATC via Rome Ave.
45	Sunday	0	27	27	0	38.47	38.47	0.00	451.60	451.60	New Route To serve Westshore - UATC via Rome Ave.
57	Weekdays	16	32	16	32.8	33.02	0.22	593.50	546.80	-46.70	Route realigned to serve Temple Terrace between Netpark and UATC. Frequency increased to 60 minutes all day.
58	Weekdays	16	8	-8	28.75	8.35	-20.40	531.90	229.32	-302.58	AM/PM peak Route Only. Rerouted to circulate between Oldsmar and Hanley/Waters
59	Weekdays	0	6	6	0	7.40	7.40	0.00	133.91	133.91	New peak only limited express from Hanley/Waters to MTC
85	Saturday	24	26	2	12.45	26.70	14.25	144.22	288.57	144.35	2 late trips added. Route Extended to serve Westshore Plaza
85	Sunday	0	26	26	0	26.70	26.70	0.00	288.57	288.57	New Sunday service
89	Weekdays	0	29	29	0	44.00	44.00	0.00	552.84	552.84	New circulator between Westshore Plaza and Britton Plaza via MacDill Ave.

* Changes to routes have also caused changes in interlining of routes, which results in a change in route efficiency.

Source: HART Planning Department, August 2004
University Area Transit Center (UATC)
Marion Transit Center (MTC)

Route 7 West Tampa – Citrus Park

Route 7 will contribute to enhancement of the HART system by adding new transit service within the Town N' Country and Citrus Park areas on Anderson Road, Sligh Avenue, and Henderson Avenue. New early morning weekday, evening weekday, and Saturday evening service on Route 7 may also be eligible for Jobs Access funding because of new special coverage of previously unserved portions of the county. Saturday and Sunday evening service will be extended from 8:20 pm and 8:00 pm respectively to 9:00 pm.

Route 14 Armenia Ave. – North Boulevard

New service coverage areas, increased frequencies, and new weekday evening service on Route 14 may be eligible for Jobs Access funding. The weekday frequency of service is increased from 60 minutes to 45 minutes. New service is provided on North Boulevard between Columbus Drive and Kennedy Boulevard. This proposed route improves the connectivity between the low-income areas of West Tampa and Lowry Park and the employment areas of downtown Tampa, St. Joseph's Hospital, and the MLK Boulevard, Armenia Avenue, and Florida Avenue commercial corridors.

Route 16 Waters Avenue

New early morning and evening Saturday service on Route 16 may be eligible for Jobs Access funding, in addition to all of the new Saturday service provided by this route on Northbridge and Webb Roads serving Town N' Country Hospital.

Route 19 Port Tampa – Downtown via Tampa General Hospital

New weekday service to Tampa General Hospital (TGH) on Route 19 may be eligible for Jobs Access funding. Routes 17 and 46 currently serve TGH on weekdays. While route 46 will continue to serve TGH, the hourly service to TGH on JARC eligible Route 17 will be replaced by half-hour headways during weekdays on Route 19, thereby providing additional trips to TGH.

Route 32 MLK – Dale Mabry Highway

New weekday, Saturday, and Sunday service extending route 32 from Netp@rk to the Mango Wal-Mart at the eastern end of the line may be eligible for Jobs Access funding. This represents 32 weekday trips, 4 Saturday trips, and 26 Sunday trips. These improvements enhance the connectivity between low-income areas in Brandon, East Tampa, Belmont/Jackson Heights, Tampa Heights, Riverside Heights, and West Tampa and employment opportunities located at the East MLK Industrial Area (at I-75), the Netp@rk commercial and light industrial area, the Hard Rock Hotel/Casino complex, the MLK commercial corridor, and St. Joseph's Hospital.

Route 36 Dale Mabry Highway – Himes

Enhanced morning weekday, evening weekday, and new Sunday service (portions) of Route 36 may be eligible for Jobs Access funding. Weekday route 36 connects Fletcher Avenue to MacDill AFB via Himes and Dale Mabry Highway. Route 36 adds service to areas south of Columbus Drive by enhancing service previously provided on weekdays by JARC funded Route 4. New weekday service on Dale Mabry Highway between Spruce St. and MacDill AFB includes evening service extended from 8:30 pm to 9:15 pm.

The proposed route improves connections between the low-income neighborhoods of Interbay, Gandy, West Tampa, Lowry Park, and Old Carrollwood and employment centers in the Dale Mabry Highway commercial corridor and MacDill AFB.

Route 37 West Brandon – Falkenburg

Changes to Route 37 are minimal and would not be eligible for significant Jobs Access funding.

Route 41 Sligh Avenue – Town N Country

Route 41 adds new service on Lambright St. between Armenia Ave. and Manhattan Ave. that may be eligible for Jobs Access funding. The new route also assumes service previously provided on Route 11 west of Manhattan. The new service on Route 41 enhances connectivity to Routes 36, 16, 30, 34, 39, 41, 88, 58LX, and the proposed 59LX.

Routes 44 and 45 – UATC – Westshore Plaza

Routes 44 and 45 are new route number designations assigned to replacement service from Route 7 north of Tampa Bay Center. Because the alignment of Routes 44/45 is not significantly varied from former Route 7 and the span of service is similar to former Route 7, Routes 44/45 are not likely eligible for Jobs Access funding.

Route 57 UATC – Temple Terrace – Netp@rk

Route 57 will discontinue cross county express service and begin service as a local connector between residential areas north of Fletcher Ave. to Netp@rk through Temple Terrace and North Brandon. It is the only route serving the east side of Temple Terrace. The proposed route will provide improved service along most of the route due to increased frequency or extended service hours, therefore Route 57 in its entirety may be eligible for Jobs Access funding.

Route 58LX Oldsmar Limited Express

Route 58LX aides in enhancing the overall HART transit system by adding service along Tampa Road from the Pinellas County Line to Bayview Boulevard. The proposed route will provide new service to the Tri-County Business Park, Linebaugh Road between Racetrack and Sheldon,

and Sheldon Road between Linebaugh Road and Hillsborough Avenue. This route improves the connections between low-income areas in Town N Country and employment centers in the Westchase business district and the Hanley/Waters commercial node.

New service coverage areas on Route 58LX may be eligible for Jobs Access or Reverse Commute funding.

Route 59LX Town N Country Limited Express

Route 59LX is a proposed new route that will provide limited express service between the Hanley/Waters commercial node and the Marion Transit Center in downtown Tampa. 59LX will operate peak hour only service. Route 59LX provides connectivity to HART routes 16, 30, 34, 39, 41, 88, 58LX, 59LX, and all HART routes utilizing the Marion Transit Center.

This route improves the connections between low-income areas in Town N Country and may be eligible for Jobs Access funding.

Route 85 MacDill AFB – Britton Plaza

Route 85, presently a Saturday only route, is proposed to expand service to Sunday and extend on both Saturday and Sunday to Westshore Plaza. The Westshore Boulevard to Britton Plaza segment will be removed from Route 36. Route 85 will connect at Westshore patrons to HART routes 15, 30, 44/45, and 89. At Britton Plaza patrons will be connected to HART routes 4, 19, 32, and 36. The segment between Britton Plaza and MacDill AFB on Sunday is presently unserved.

The new Sunday service between Britton Plaza and MacDill AFB may be eligible for Jobs Access funding.

Route 89 South Tampa Connector

Route 89 replaces Route 81 with a loop route traveling on Lois Avenue, Euclid Avenue, MacDill Avenue, and Cypress Boulevard. The new coverage area on Route 89 may be eligible for Jobs Access or Reverse Commute funding due to improved service to the West Tampa area on Cypress between MacDill Avenue to Westshore Boulevard, new service on MacDill Avenue between Cypress Street and Azele Street and improved access to the Cypress Street/Westshore hotel corridor. Route 89 will also add 26 additional weekday trips, compared to Route 81, and will feature 30-minute peak hour service.

Route 96 Uptown Downtown Connector

Route 96 contributes to the enhancement of the HART system by extending evening weekday service from 8:30 pm to 11:00 pm on Tyler Street between Tampa Street and Marion Street. Evening service is also extended from 9:30 pm to 11:00 pm on Whiting Street and on Florida

Avenue between Kennedy Boulevard and Whiting Street. Evening weekday service is extended from 6:30 pm to 11:00 pm on all other segments of the route, with the exception of Morgan Street. These changes make key improvement in servicing employment centers in the downtown Tampa core.

New evening weekday service on Route 96 may be eligible of Jobs Access funding by providing additional connections form the downtown area to the Marion Transit Center for transfer to other HART routes.

Jobs Access Funding Eligibility

While minor changes to each route may be eligible for Jobs Access funding as discussed in the previous section, major improvements can be categorized by spatial coverage and temporal coverage in the early morning, late night and evening. The routes shown to provide the most increase in service will be more competitive for Jobs Access funds.

Coverage Area Eligibility

Figure B1 illustrates the differences between the spatial coverage of the current HART Bus System and the spatial coverage of the proposed system. This figures demonstrates that Routes 7, 41, and 57 will cover areas not previously served by HART.

Early Morning Eligibility

Figure B2 illustrates the routes that currently begin before 5:00 am and the routes that are proposed to begin before 5:00am. Large portions of Routes 7, 16, 36, and 41 will now provide early morning service. Smaller segments of Routes 32 and 44 will also provide early morning service to low-income areas of Hillsborough County.

Evening Service Eligibility

Routes that currently provide service between 7:00 and 10:00 pm are shown in gray in Figure B3. As shown in hatched red, Routes 7, 16, 41, and 57 each have route segments that improve the evening service coverage area for the HART System.

Late Night Eligibility

Figure B4 shows the routes that improve late night service to low-incomes areas of Hillsborough County including Routes 7, 32, 44, and 96.

Saturday Eligibility

Figure B5 illustrates the differences between the Saturday spatial coverage of the current HART Bus System and the Saturday spatial coverage of the proposed system. This figure shows that Routes 7, 16, 36 and 89 will cover areas not previously served by HART on Saturdays.

Sunday Eligibility

Figure B6 illustrates the differences between the Sunday spatial coverage of the current HART Bus System and the Sunday spatial coverage of the proposed system. This figure demonstrates that Routes 7, 36, 85 and 89 will cover areas not previously served by HART on Sundays.

Table B2 lists HART routes that are currently eligible for JARC funding as well as the proposed routes that will likely be eligible for funding. The table describes the improvements that each route makes to HART's overall service, and lists the current and expected future levels of JARC funding for each route. An overall estimate for the amount of JARC funding that may be available due to the service improvements described above is also provided in the table.

TABLE B2
HART December 2004 Service Changes – JARC Funding Eligibility by Route*

Current JARC Route	Future JARC Route	Current Eligibility	FY 2004 Funding*	Revisions	New Service Cost	Continued from FY 2004	New FY 2005 JARC**	Total
1		0.14	\$224,546	No revisions		\$224,546	\$0	\$224,546
2		0.04	\$93,610	Addition of 2 late Saturday and 2 late Sunday trips	\$13,165	\$93,610	\$527	\$94,137
4		0.24			\$83,524	\$20,046		\$20,046
28X		0.50	\$60,096	No revisions			\$0	\$0
17		0.24	\$143,777	Route eliminated. Weekday trips to Tampa General Hospital to be done by 19. Britton Plaza to MacDill AFB on Mac Dill Ave. to be done by revised 4. MacDill Ave from Kennedy Blvd. To Britton Plaza to be served by revised 89.			\$0	\$0
19		0.24			\$164,969	\$39,593		\$39,593
89		0.24			\$185,917	\$44,620		\$44,620
81		0.50	\$69,130	Route eliminated. MacDonald Training center trips on revised 89. El Prado Blvd. from Manhattan Ave. to Britton Plaza to be served by revised Route 89. Addition of 57 daily trips.		\$12,296		\$12,296
83		0.50	\$343,693	No revisions			\$0	\$0
89					\$154,460		\$77,230	\$77,230
85		0.50	\$21,261	New Sunday service between Britton Plaza and Mac Dill AFB		\$21,261	\$17,396	\$38,657
57LX		0.50	\$257,665	Frequency improved. Route shortened to UATC - Netp@rk only	\$518,787	\$44,811	\$0	\$44,811
58LX		0.50	\$225,850	Route revised to serve Oldsmar/Sheldon Rd. area at peaks only	\$131,189	\$39,278	\$54,446	\$93,724
				4 Reverse commutes added				
	7	0.50		New weekday route from Manhattan/Sligh to Citrus Park Wal-Mart	\$285,926		\$142,963	\$142,963
	7	0.50		New Saturday route from Manhattan/Sligh to Citrus Park Wal-Mart	\$26,224		\$13,112	\$13,112
	7	0.50		New Sunday route from Manhattan/Sligh to Citrus Park Wal-Mart	\$25,554		\$12,777	\$12,777
	14	0.50		1 daily weekday hour added	\$12,979		\$6,490	\$6,490
	14	0.50		New service on North Boulevard from Kennedy to Columbus	\$61,650		\$30,825	\$30,825
	16	0.50		New Saturday service from Hanley/Waters to TNC Hospital	\$17,617		\$8,809	\$8,809
	32	0.50		16 new trips from Netp@rk to Mango Wal-Mart	\$207,662		\$103,831	\$103,831
		0.50		4 new Saturday trips from Netp@rk to Mango Wal-Mart	\$5,342		\$2,671	\$2,671
		0.50		26 new Sunday trips from Netp@rk to Mango Wal-Mart	\$33,144		\$16,572	\$16,572
	36	0.50		4 new weekday trips	\$90,852		\$45,426	\$45,426
		0.50		1 new Saturday trip	\$5,000		\$2,500	\$2,500
		0.50		25 new trips (diff. Between Rt. 32 and revised 36) Columbus Ave. to Britton Plaza via Dale Mabry Hwy.	\$124,338		\$62,169	\$62,169
		0.50		28 new Saturday trips (diff. Between Rt. 32 and revised 36) Columbus Ave. to Britton Plaza via Dale Mabry Hwy.	\$30,652		\$15,326	\$15,326
		0.50		26 new Sunday trips (diff. Between Rt. 32 and revised 36) Columbus Ave. to Britton Plaza via Dale Mabry Hwy.	\$27,242		\$13,621	\$13,621
	37	0.50		Increased frequency on Saturday	\$4,056		\$2,028	\$2,028
	41	0.50		New service on Lambright between Armenia and Sligh	\$60,612		\$30,306	\$30,306
	59	0.50		New limited express route between Hanley/Waters and CBD	\$96,044		\$48,022	\$48,022
		Total	\$1,439,628				Total	\$1,247,106

*Based upon July 18, 2004 route markup

** Effective Dec. 5, 2004 - September 30, 2005