



University Area Transit Circulator Study

Final Report, June 2013



Hillsborough Area Regional Transit Authority

Hillsborough County Metropolitan Planning Organization

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1.0 Introduction

The University Area Transit Circulator Study (UATCS) was conducted in support of the Hillsborough Metropolitan Planning Organization (MPO), Hillsborough Area Transit Authority (HART), City of Tampa, and the University of South Florida (USF), to improve mobility and provide connections to the existing transit bus services in and around the University Area.

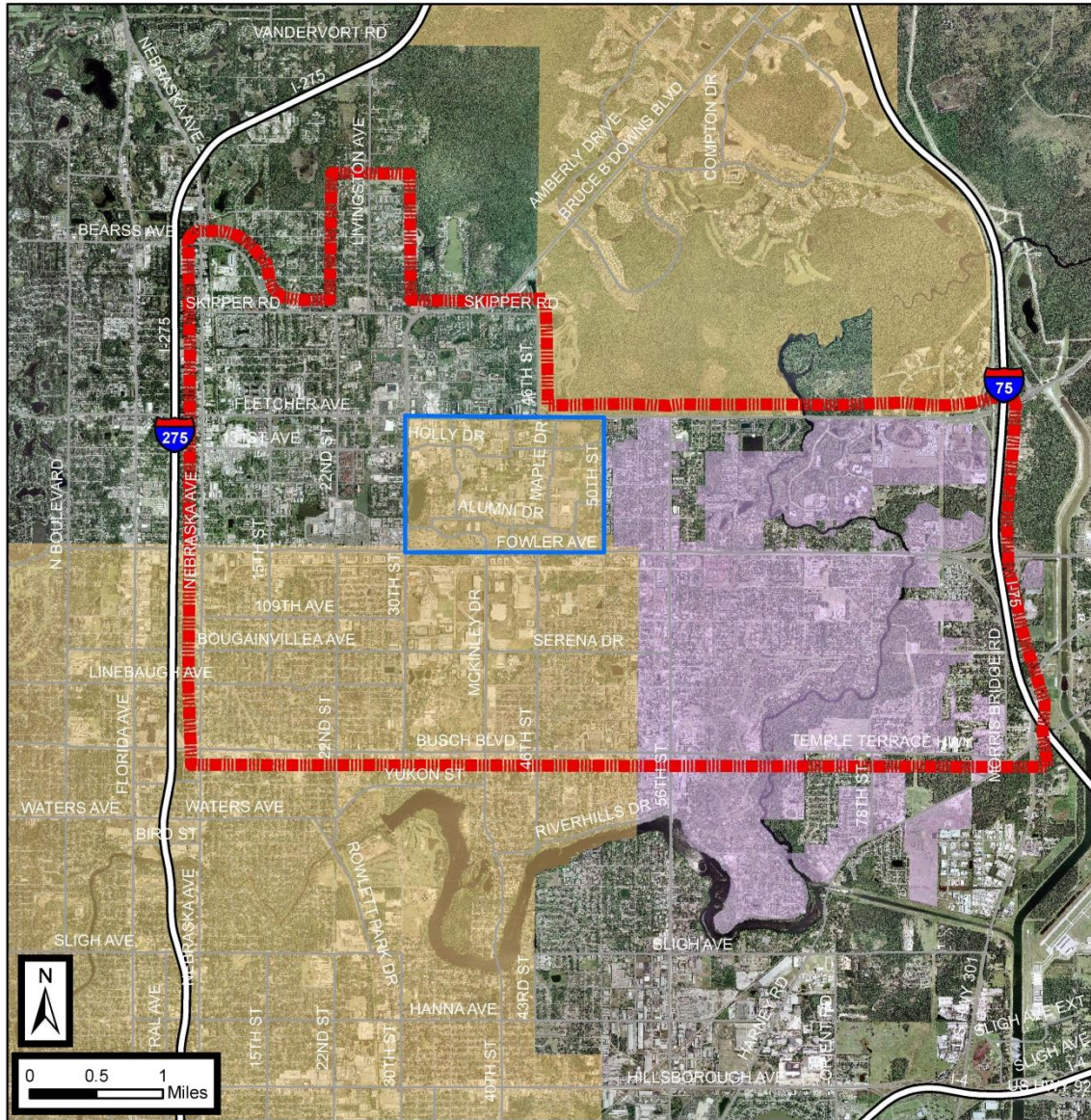
1.1 Study Area

The study area lies between Busch Boulevard/Temple Terrace Highway to the south, Skipper Road and Livingston Avenue to the north, Interstate 275 (I-275) to the west, and Interstate 75 (I-75) to the east. Within the study area are the municipalities of the City of Tampa and City of Temple Terrace. The characteristics of the area are greatly attributed to the major destinations and points of interest that include, but are not limited to, the USF campus, Busch Gardens and Adventure Island, Hospital facilities including Moffitt and the James A Haley Veterans Hospital, the Museum of Science and Industry (MOSI), and various corporate parks, retail stores, public parks, public services and residential communities. There is a diverse and dense mix of residents, students, employees and tourists. The study area is depicted in **Map 1-1**.

A portion of the study area was designated as a Multimodal Transportation District (MMTD) by the Hillsborough MPO and the Hillsborough County Planning and Growth Management Department. Previous evaluations of this same study area conducted by the Hillsborough MPO and Hillsborough County reveal the following characteristics:

- Diverse mix of land use
- Dense residential uses
- Primary and supporting activity centers within walking distance
- Appropriate organization of land uses along corridor
- Walking as a significant mode of travel
- Multiple bus services available
- A bus hub is located within the area (University Area Transit Center)
- Adequate Level-of-Service (LOS) and Quality-of-Service (QOS) for bicycle use

Map 1-1 Study Area Boundary



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

USF = University of South Florida

Map 1-1

Study Area Boundary



1.2 Goals and Objectives

The goals and objectives of the University Area Transit Circulator Study were to identify transit enhancements that provide better circulation in the University Area through collaboration and partnerships. This included identifying:

- Travel Market Assessment
- Trip Generators and Attractors (Points of Interest)
- Needed Service and Circulation Improvements
- Opportunities for Collaboration and Partnerships
- Priorities for Enhanced Transit Service

1.3 Summary

As a result of both technical analysis and public comment, five options for transit circulator service in the study area have been identified (Proposed Service Options Map located in **Appendix B**). The following describes each option’s characteristics:

Options	Trip Purpose	Major Destinations	Service Characteristics
<p>Option A (Fixed-route service with fixed stops)</p> <p>Annual Operating Cost: \$671,196</p>	<ul style="list-style-type: none"> • Workers/employees to USF and study area hospitals • Students/University school trips • Shopping/recreational trips 	<ul style="list-style-type: none"> • Livingston Ave (residential) • USF Student housing • UATC • University Mall • Veterans Hospital • Moffitt • USF 	<ul style="list-style-type: none"> • Connectivity to Bull Runner and other HART services • Seven days a week • Short route alignment (30 minute or less frequency)
<p>Option B (Flexible call ahead service with only a few fixed stops at key activity points)</p> <p>Annual Operating Cost: \$632,311</p>	<ul style="list-style-type: none"> • Workers/employees to USF and study area hospitals • Students/University school trips • May serve some medical trips 	<ul style="list-style-type: none"> • Temple Terrace • UATC • Veterans Hospital • Moffitt • USF • MOSI • Lightfoot Recreation Center 	<ul style="list-style-type: none"> • Connectivity to Bull Runner and HART services • Seven days a week • Long route alignment (30 minute or greater frequency)
<p>Option C (Fixed-route service with fixed stops)</p> <p>Annual Operating Cost: \$488,647</p>	<ul style="list-style-type: none"> • Workers/employees to USF and study area hospitals • Students/University school trips • Shopping/recreational trips 	<ul style="list-style-type: none"> • Livingston Ave (residential) • USF Student housing • UATC • Veterans Hospital • Moffitt • Florida Hospital • USF 	<ul style="list-style-type: none"> • Connectivity to Bull Runner and HART services • Seven days a week • Short route alignment (30 minute or less frequency)
<p>Option D (Fixed-route service with fixed stops)</p> <p>Annual Operating Cost: \$488,647</p>	<ul style="list-style-type: none"> • Workers/employees to USF and study area hospitals • Students/University school trips • Shopping/recreational trips 	<ul style="list-style-type: none"> • Livingston Ave (residential) • USF Student housing • UATC • Veterans Hospital • Moffitt • USF 	<ul style="list-style-type: none"> • Connectivity to Bull Runner and HART services • Seven days a week • Short route alignment (30 minute or less frequency)
<p>Option E (Fixed-route service with fixed stops)</p> <p>Annual Operating Cost: \$671,196</p>	<ul style="list-style-type: none"> • Shopping/recreational trips • May serve some medical trips 	<ul style="list-style-type: none"> • UATC • University Mall • Veterans Hospital • Moffitt • Florida Hospital • Busch Gardens • Adventure Island 	<ul style="list-style-type: none"> • Connectivity to Bull Runner and HART services • Seven days a week • Long route alignment (30 minute or greater frequency)

2.0 Existing Conditions

This section includes a description of existing study area characteristics, including demographic, economic, land use, and other relevant information. It also includes an inventory of current fixed-route public transportation services available in the study area. This description provides the baseline conditions within the study area, and forms the basis for the evaluation of travel markets which is also presented in this section. Data and information presented was collected from a variety of different resources including the U.S Census, the Hillsborough MPO regional travel demand model, HART, and USF, among others.

2.1 Study Area Demographics

Study area demographics are summarized using two transit market assessment tools, including an analysis of transit dependent populations and a residential and employment density assessment. Each is described in detail below.

- **Analysis of Transit Dependent Populations** – Transit dependent populations consist of those segments of the community which are known to have a higher propensity for using transit. Those segments of the population include the elderly, persons living in households with no vehicle, and low-income households. A composite index of demographic data was calculated to assess if a census block has a high proportion of transit dependent populations. For this study, the index was created using 2010 demographic data from ESRI. **Map A-1 in Appendix A** illustrates the results of the transit dependent population assessment for the project study area.
- **Residential and Employment Density Assessment** – One of the key predictors of successful public transportation services is the presence of dense commercial and residential activity. An assessment of employment and residential densities was completed using Traffic Analysis Zone (TAZ) data from the Hillsborough MPO travel demand forecasting model. The ability of each TAZs potential for supporting minimum, high, and very high transit investments was determined based on the density levels within each zone. **Maps A-2 and A-3 in Appendix A** include the assessment of residential and employment densities, respectively, for the TAZs within the project study area.

Student and faculty residence information was also made available by USF staff in order to understand where concentrations of these populations reside. Capturing work or school trips completed by faculty and students serves a key objective in this study. **Map A-4 in Appendix A** illustrates the residential location information provided by USF staff.

2.2 Transportation Services

Several public and private agencies provide transportation services in the study area. These include fixed-route transit services provided by HART and the USF Bull Runner, a University Mall transit circulator, Veterans Administration (VA) Hospital shuttle service, and a VA vanpool program operated in conjunction with the Tampa Bay Area Regional Transportation Authority (TBARTA). **Maps 2-1 and 2-2**



illustrate the existing HART and USF Bull Runner fixed-route public transportation services in the study area. A detailed summary of these two services is provided below.

HART Fixed-Route Services

HART provides eleven bus routes to University of South Florida campus area that converge at University Area Transit Center (UATC). These fixed-route services include Local Routes 1, 2, 5, 6 (6-LTD), 9, 12, 18, 33, 39, 45, and 57. Express Route 51X runs through the study area without making a stop. Below is a description of operating characteristics of the fixed-route services.

- **Route 1** runs every 20 to 30 minutes from 4:00 a.m. to 1:00 a.m. on weekdays, every 30 minutes from 6:00 a.m. to 11:00 a.m. on Saturdays, and every 30 minutes from 6:00 a.m. to 9:00 p.m. on Sundays. This route connects the UATC along Florida Avenue to the Marion Transit Center in Downtown Tampa. Route 1 is one of the top three productive HART fixed routes.
- **Route 2** provides service every 15 minutes during peak period and every 30 to 60 minutes during off-peak period on weekdays. It also provides service every 30 to 60 minutes on weekends. Service spans of Route 2 range from 5:00 a.m. to 1:00 a.m. on weekdays, from 5:00 a.m. to 12:00 a.m. on Saturdays, and from 6:00 a.m. to 10:00 p.m. on Sundays. This route serves Marion Transit Center in Downtown Tampa and UATC along Nebraska Avenue. Route 2 is also one of the top three productive HART fixed routes.
- **Route 5** operates every 30 minutes on weekdays and every 60 minutes on weekends. Service is provided between 5:00 a.m. and 10:00 p.m. on weekdays, between 7:00 a.m. and 8:00 p.m. on Saturdays, and between 7:00 a.m. and 7:00 p.m. on Sundays. It runs from Marion Transit Center in Downtown Tampa through Ybor City to UATC along McKinley Drive.
- **Route 6 (6-LTD)** is a combination of local and limited express services. Route 6 operates every 20 minutes to 30 minutes from 5:00 a.m. to 1:00 a.m. on weekdays and every 30 minutes from 5:00 a.m. to 10:00 p.m. on weekends. Functioning as a limited-express service (Route 6-LTD), Route 6 runs two southbound trips from UATC via 56th Street and Interstate 4 (I-4) to Marion Transit Center in Downtown Tampa during weekday morning peak period and two northbound trips from Marion Transit Center via I-4 and 56th Street to UATC during weekday afternoon peak period. During other time periods on weekdays and weekends, Route 6 connects Marion Transit Center in Downtown Tampa to UATC via 21st Avenue and 56th Street to UATC.
- **Route 9** provides service every 30 minutes on weekdays from 5:00 a.m. to 9:00 a.m. and hourly on weekends from 7:00 a.m. to 9:00 a.m. It operates along 15th street from the UATC to Yukon Transfer Center, and continues through Ybor City to the Marion Transit Center in Downtown Tampa.
- **Route 12** operates every 20 to 30 minutes on weekdays from 4:00 a.m. to 1:00 a.m. on weekdays and every 30 minutes on weekends from 6:00 a.m. to 10:00 p.m. This route runs from the UATC along 22nd Street through Ybor City to the Marion Transit Center in Downtown Tampa.
- **Route 18** has a 30-minute service frequency and service span between 5:00 a.m. and 11:00 p.m. on weekdays and an hourly service frequency and service span between 6:00 a.m. and 9:00 p.m. on weekends. It runs from Sinclair Hills Road to the University Community Hospital and the UATC through USF campus, and then along 30th Street to 21st Avenue to the Marion Transit Center in Downtown Tampa.



- **Route 33** provides service every 30 minutes on weekdays from 5:00 a.m. to 11:00 p.m., every 45 minutes on Saturdays from 6:00 a.m. to 10:00 p.m., and every 45 minutes on Sundays from 6:00 a.m. to 8:00 p.m. This route operates from the UATC to Fletcher Avenue at Dale Mabry Highway along Fletcher Avenue.
Route 39 operates with 30-minute service frequency from 5:00 a.m. to 11:00 p.m. on weekdays and from 7 a.m. to 11 p.m. on Saturdays. It also provides Sunday service on an hourly basis from 7:00 a.m. to 9:00 p.m. The route connects Netp@rk Transfer Center to Northwest Transfer Center via Busch Boulevard and Gunn Highway.
- **Route 45** provides service every 30 minutes from 5:00 a.m. to 10:00 p.m. on weekdays and every 60 minutes on weekends from 6:00 a.m. to 9:00 p.m. It operates from UATC to the West Tampa Transfer Center along North Boulevard and Rome Avenue and continues south to Westshore Plaza Transfer Center along Himes Avenue and Lois Avenue.
- **Route 57** provides hourly service from 5:00 a.m. to 10:00 p.m. on weekdays only. This route runs from the UATC to Netp@rk Transfer Center with connection to major activity centers including the University Community Hospital, the James A. Haley Veterans' Hospital, and Seminole Hard Rock Hotel and Casino.

USF Bull Runner

The USF Department of Parking and Transportation Services is responsible for operating a fixed-route transit system with six routes that is known as the "Bull Runner." The Bull Runner provides fare free transportation across campus and to select locations off campus. Service is provided to USF faculty, staff, and students with a valid USF ID. Visitors must be accompanied by someone with a valid USF ID, or be in possession of a Bull Runner bus pass, to board any Bull Runner transit bus. Existing Bull Runner services are shown below in **Map 2-2**. The following is a brief summary of each Bull Runner transit route.

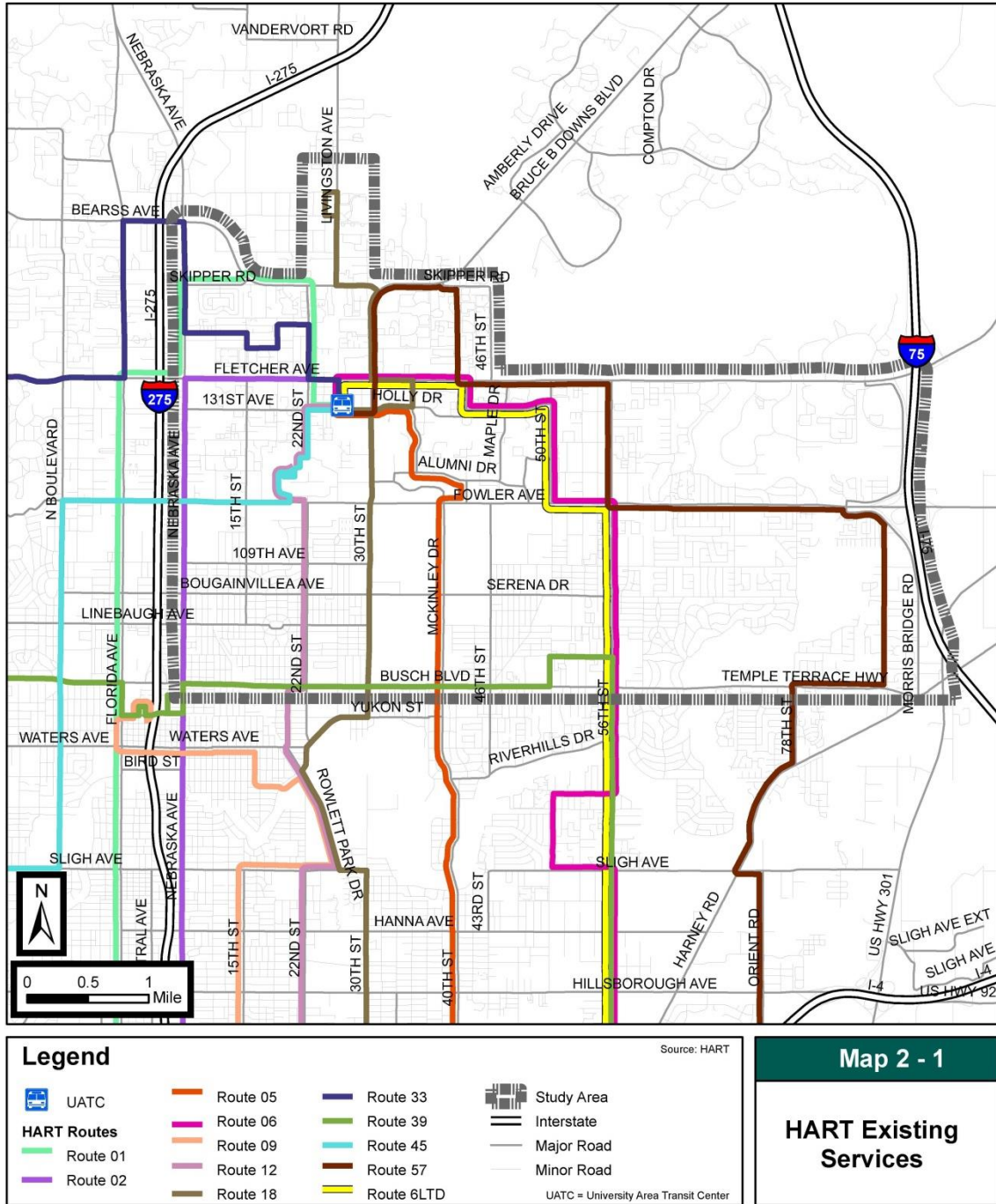
- **Bull Runner A** is a counter-clockwise route which circulates on the USF campus, connecting major on-campus buildings via Alumni Drive, Sycamore Drive, and USF Holly Drive. It starts and ends at John & Grace Allen Building. Route A operates Monday through Thursday from 7:00 a.m. to midnight and on Friday from 7:00 a.m. to 5:30 p.m. There is no Saturday or Sunday service.
- **Bull Runner B** operates on the USF campus, connecting the USF Health Service campus district with the USF support services campus district via USF Holly Drive. Route B operates Monday through Thursday from 7:00 a.m. to midnight and on Friday from 7:00 a.m. to 5:30 p.m. There is no Saturday or Sunday service.
- **Bull Runner C** provides service between major off-campus student apartment housing at Sweetwater Oaks and on-campus to the John & Grace Allen Building via USF Maple Dr. Route C operates Monday through Thursday from 7:00 a.m. to midnight and Friday from 7:00 a.m. to 5:30 p.m. On Saturday and Sunday, it operates from 2:30 p.m. to 9:30 p.m.
- **Bull Runner D** links on-campus destinations with major off-campus destinations that include the HART UATC, James A. Haley Veteran's Hospital, and University Mall. Route D also provides transfers to other Bull Runner routes at the John & Grace Allen Building. The Route runs Monday through Thursday from 7:00 a.m. to midnight and Friday from 7:00 a.m. to 5:30 p.m. On Saturday and Sunday, it operates from 2:30 p.m. to 9:30 p.m.
- **Bull Runner E** has the same route alignment and operating hours as Bull Runner Route A but takes a clockwise direction.



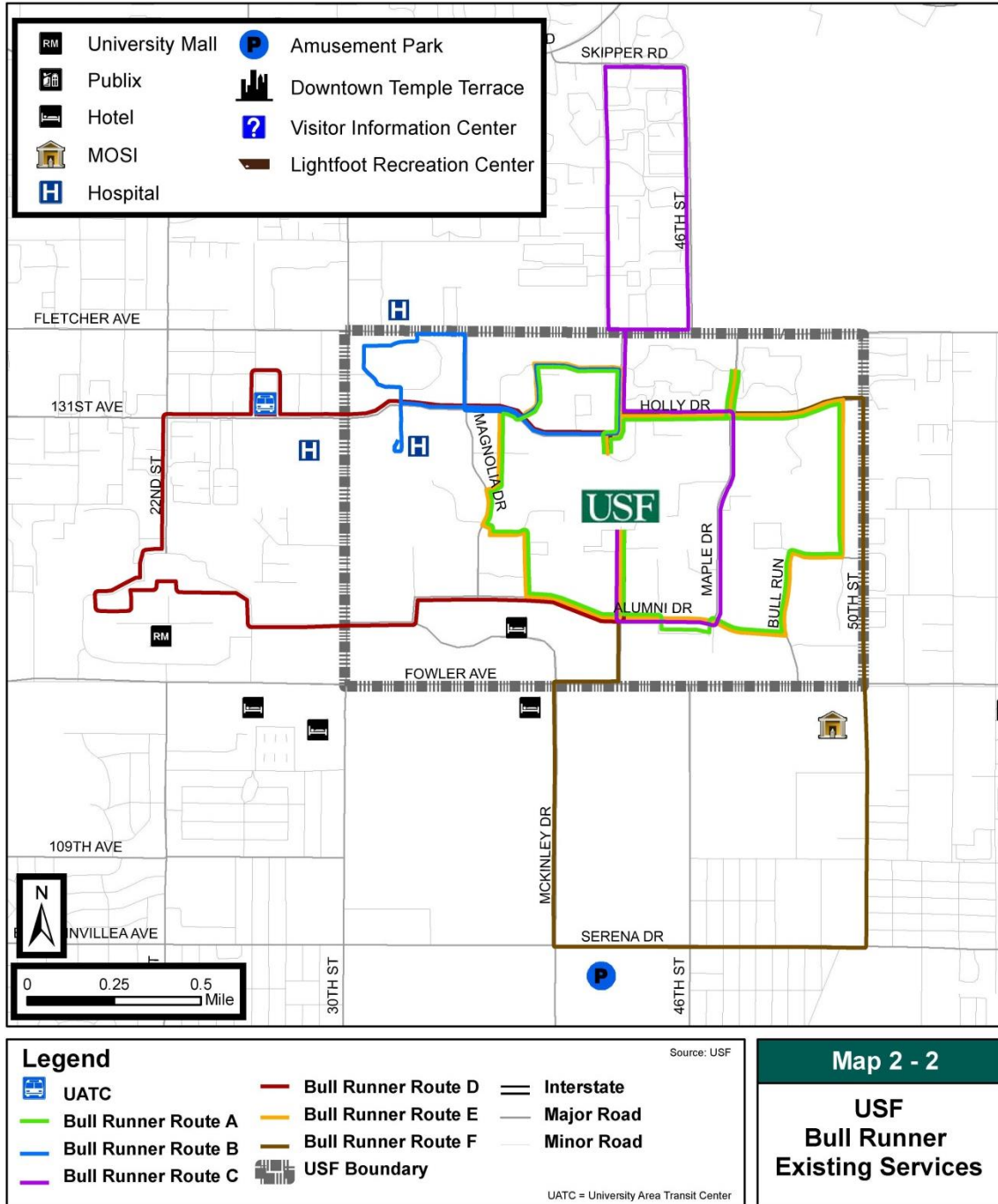
- **Bull Runner F** connects John & Grace Allen Building and Marshall Student Center on campus to off-campus destinations via McKinley Drive, Serena Drive, 50th Street, and USF Holly Drive. It runs Monday through Thursday from 7:00 a.m. to midnight and Friday from 7:00 a.m. to 5:30 p.m. On Saturday and Sunday, it operates from 2:30 p.m. to 9:30 p.m.

Map A-5 in Appendix A presents “on” and “off” information by bus stop for HART and Bull Runner services. The map illustration allows for a better understanding of the concentration of bus rider activity within the study area. As shown on that map, there is a high concentration of HART bus ridership primarily in the northwest portion of the study area. For Bull Runner service, 42nd Street exhibits high volumes of bus rider activity at multiple locations.

Map 2-1: HART Existing Services



Map 2-2: USF Bull Runner Existing Services



2.3 Major Destinations

The study area consists of a variety of major destinations with a mix of activities including a major university, a concentration of several major hospitals and peripheral support facilities and medical centers, two theme parks, a regional mall, and numerous commercial strip centers that cater to area visitors, university faculty and students, and employees within the study area. The concentration of activity has also served to spur the location of numerous hotels and motels that provide accommodations for visitors of the hospitals, university, and area attractions.

Major destinations within the study area are provided in **Table 4-1**. The table provides trip types and characteristics between the major destinations.

2.4 Travel Characteristics

Travel characteristics are diverse within the study area. To assess travel characteristics, information from the MPOs travel demand forecasting model, the Tampa Bay Regional Planning Model (TBRPM), was used. A travel flow analysis can be conducted using local travel demand forecasting model data as it provides a large quantity of travel data including zone-to-zone travel patterns, trip types, and trip time-of-day information. The model information can be grouped to reflect larger zones, if necessary, and matrices can be produced that provide trip information between those zones to identify travel markets that may need additional transit service.

For this study, a travel flow analysis was conducted using trip information between TAZs within the study area boundary. **Map A-7** in **Appendix A** organizes TAZs in the study area based on the total number of daily trip origins and destinations occurring within each zone. As shown, the concentration of daily trip “ends,” relative to the rest of the TAZs in the study area, are concentrated in TAZ 88 and 134, the USF campus and University Mall, respectively. Other areas with a large concentration of trip ends include areas northwest of the university, east and south of Fowler Avenue, Downtown Temple Terrace, and TAZ 203 where Busch Gardens is located.

A better understanding of travel behavior can be gleaned from trip type information as follows:

- Home-Based Work (HBW)
- Home-Based Socio/Rec (HBSR)
- Home-Based School (HBSC)
- Home-Based Shopping (HBSH) Home-Based Other (HBO)
- Non-Home-Based Work (NHBW)
- Non-Home-Based Other (NHBO)
- University

Daily counts for each different trip type between all TAZs were calculated and a matrix for each trip type was developed. In addition, an aggregated matrix for all daily trips by trip type was also developed. It is important to note that trip type information can provide direction for development of the operational characteristics for any circulator service proposed to operate in the study area. For example, HBSH trips



may not require early start times (i.e., before 9:00 AM). Consequently, a circulator service designed to capture that travel market would begin service later in the morning.

For the travel flow analysis, three major travel patterns were identified and are illustrated in **Map A-8** in **Appendix A**.

- **Northwest Study Area To/From USF** – Residential areas just north and northwest of USF supply a large number of HBW and University trips to the USF campus.
- **Southwest Study Area To/From University Mall To/From USF** – The location of two major theme parks and the University Mall creates a concentration of HBSH, HBO, and HBSR trips in the southwest part of the study area and between USF and the University Mall.
- **Temple Terrace To/From USF** – A variety of different trip types, including University, HBO, and NHBO trip types, are concentrated near the western end of the City of Temple Terrace.

It is important to emphasize that the travel demand model supplied an extensive amount of travel detail that could be further evaluated and expanded as an additional task to this study. For the purposes of developing conceptual level route designs and general operational characteristics, only the most salient travel flow information from the model was used. As indicated, the travel flow analysis supplies the building blocks for the development of service proposals presented in the following section.

3.0 Public Involvement and Stakeholder Coordination

A detailed and flexible approach was taken to the public involvement process so that staff could elicit the appropriate feedback at a predetermined phase of the study, and engage potential funding partners. Three components of the public involvement strategy included coordination with the New North Transportation Alliance (NNTA), a Public Workshop, and coordination with transit providers in the study area. Each of the approaches are discussed in greater detail below.

3.1 New North Transportation Alliance

The NNTA is comprised of various business leaders and officials that are important stakeholders in the University Area. The study team reached out to the NNTA on several occasions to provide presentations and obtain feedback on key study findings, suggest transit circulator enhancements, and discuss partnership opportunities. A list of meeting dates is provided below. **Appendix B** contains the agendas and presentations that were provided to the NNTA on each of the meeting occurrences.

- **July 11, 2012:** The study team provided an initial presentation to the NNTA with an overview of the study purpose and study area, and stakeholder coordination. Staff provided HART and USF Bull Runner existing transit service and daily stop activity within the area, residential location of USF staff and students, areas of transit dependent populations, and densities of employment and dwelling units. The NNTA provided information that broadened the study area boundaries to the north to capture ridership along Livingston Avenue.
- **September 12, 2012:** The revised study area boundary as expanded per previous meeting comments was presented to the NNTA. Staff discussed the goals and objectives of the study, and provided more detailed information based on Traffic Analysis Zones (TAZs), to show daily trips, high volume trips, trip generators and attractors, and major trip flows. The group discussed stakeholder identification and coordination with service providers and destinations within the study area. Information gathered was used as part of the University Area Transit Circulator Study Workshop.
- **November 14, 2012:** Following the NNTA meeting, members had the opportunity to participate in the same workshop format provided to the public and provide feedback on the study findings.

3.2 Public Workshop

A Public Workshop was held on Thursday, October 4, 2012 from 2:00pm to 4:00pm at the University Area Community Center, located within the Study Area. Flyers were distributed through the MPO email distribution, as well as to local businesses and the USF Marshall Center. The project flyer is provided in **Appendix B**. The workshop provided an open house format to guests that allowed participants to review information on presentation and boards, take part in activities, and provide direct feedback to study team staff.

A PowerPoint presentation, provided in **Appendix B**, was provided on a loop that provided participants with an overview of the study, including a study overview, goals and objectives, and proposed service options. The informal presentation set the stage for key questions for participants to consider as they



took part in the workshop activities. In addition to the backup information provided on PowerPoint loop, a presentation board, provided in **Appendix B**, was displayed to provide context to circulator characteristics by showing national and local examples of circulator services. Examples included the Downtown Looper in Saint Petersburg, Florida; the Sun Trolley in Fort Lauderdale, Florida; the Charm City Circulator in Baltimore, Maryland; The HOP in Boulder, Colorado; and the Downtown Dash Circulator in Los Angeles, California. Locations of circulators were representative of various geographical sizes, and showed major destinations, service frequency, hours of operation and fare cost.

Two stations were arranged at the workshop that allowed participants to flow fluidly back and forth to consider existing conditions within the study area and potential enhancements under consideration. The Existing Conditions Station (Station 1), showed the HART and USF Bull Runner service, MetroRapid Plans, travel patterns and trip flows, employment and population densities, and daily stop activity. A large (36x48) Study Area map was provided for participants to draw lines to their major destinations in the Study Area.

The Service Options Station (Station 2) presented five service options developed based on the trip flows between destinations (Options A, B, C, D and E). All options were depicted on a large (36x48) Study Area map for participants to modify, showing where they believe service should be provided. A “dot exercise” on each option board identified which services participants would use, the time of day they would use the service, and for what use.

A questionnaire was distributed to participants that corresponded to the two station exercises to provide more context to the feedback provided on the station exercise maps. Completed questionnaires are provided in **Appendix B**.

3.3 Completed Questionnaires and Comments

A total of seven questionnaires were completed by participants of the October 4, 2012 Public Workshop and an additional six were completed by attendees of the November 14, 2012 NNTA Meeting. Most who completed the questionnaires either live or work (or both) in the University Area, and a great majority are either a student, faculty, or staff at USF. Most travel within the University Area by car, almost half use bus service, and a little over one third travel by either biking or walking.

When asked what enhancements would need to be made to transit service around the University Area for them to ride transit, participants offered suggestions such as sidewalks, updated bus stop shelters, better (safer) lighting, real-time technology, more convenience, faster service, and service to New Tampa. The one enhancement that would entice them to use transit the most was increased frequency. When asked which proposed service option they liked best, Options A and B were favored the most.

3.4 Transportation Service Provider Coordination

As part of the stakeholder outreach, transportation service providers in the University Area were contacted, to determine service characteristics and points of overlapping service. Stakeholders included



providers of transportation disadvantaged services as well as employers major destinations within the study area. Feedback assisted in providing points of interest and needs within the study area. Questions were framed to obtain information on better ways to serve the area and potential areas for further coordination and partnership. **Appendix B** provides the stakeholder list.

4.0 Service Options

Service options represent a core component of this study and are largely based on the objective data and data analysis information presented in Section 2. More specifically, the development of service options are based on the need to meet the transportation concerns of varying stakeholders, trip types, and transit-supportive sub-areas with the defined study area for this effort. Major components of each service option are characterized using three major descriptions:

- **Trip Purpose** – Based on the study area demographics and activity centers, there is a varying transit customer base. As such, each proposed service option is described in terms of the trip types that it is most likely to serve.
- **Major Destinations** – Where each service option goes is defined in terms of the major activity points it connects to within the study area. Major activity points, medical facilities, university facilities, or recreational facilities are identified for each service option.
- **Service Characteristics** – The operational components of most fixed-route bus services can be characterized using three major elements, service frequency, days of service, and hours of service. Such a description allows for a better gauge of the level of service to be provided by each service option.

Initially, seven alternatives were developed based on the travel pattern and existing conditions data collected for the project. To translate the service characteristics of those service options into a more palatable and user-friendly structure, portions of two of the proposed service options were combined with other service options resulting in five final service options as presented during the public workshops.

The five service options reflected broad system coverage of the study area and also include two distinct types of services, fixed-route bus service and flexible bus services, also known as flex services.

- **Fixed-route bus service** can be best defined as traditional fixed-route, fixed-stop bus service and is generally what HART operates today.
- **Flex services** can be summarized as call-ahead, deviated bus service with no fixed-routing. Instead, flex routes would operate within a specified service area boundary within which potential customers could call ahead and request a pick-up and drop-off location. To facilitate scheduling at major activity points, a handful of specific time points can be identified that would serve as anchor points and/or connection points to other HART service.

Service options are not presented in a prioritized order. It is anticipated that the preferred alternative will represent a hybrid of two or more of the service options presented. The allowance for that level of flexibility was deliberate as a preferred alternative is subject to resources and stakeholder partnerships within the study area. **Appendix B** provides an illustration of all five alternatives. A corresponding service characteristics table is included that provides a description of the service options using the three major descriptions outlined initially in this chapter.



Table 4-1 – Circulator Service Characteristics Summary

Options	Trip Purpose	Major Destinations	Service Characteristics
Option A (Fixed-Route Service)	<ul style="list-style-type: none"> Workers/Employees to USF and to study area hospitals Students/University school trips Shopping and other social and recreational trips 	<ul style="list-style-type: none"> Livingston Ave residential areas USF Student housing UATC University Mall Veterans Hospital Moffitt USF 	<ul style="list-style-type: none"> Fixed-route service with fixed stops Connectivity to Bull Runner and other HART services Seven days a week Short route alignment with 30-minute frequency or better
Option B (Flex Service)	<ul style="list-style-type: none"> Workers/Employees to USF and to study area hospitals Students/University school trips May serve some medical trips 	<ul style="list-style-type: none"> Temple Terrace UATC Veterans Hospital Moffitt USF MOSI Lightfoot Recreation Center 	<ul style="list-style-type: none"> Flexible call ahead service with only a few fixed stops at key activity points Connectivity to Bull Runner and other HART services Seven days a week Large service area that may require service frequency greater than 30 minutes
Option C (Fixed-Route Service)	<ul style="list-style-type: none"> Workers/Employees to USF and to study area hospitals Students/University school trips Shopping and other social and recreational trips 	<ul style="list-style-type: none"> Livingston Ave residential areas USF Student housing UATC Veterans Hospital Moffitt Florida Hospital USF 	<ul style="list-style-type: none"> Fixed-route service with fixed stops Connectivity to Bull Runner and other HART services Seven days a week Short route alignment with 30-minute frequency or better
Option D (Fixed-Route Service)	<ul style="list-style-type: none"> Workers/Employees to USF and to study area hospitals Students/University school trips Shopping and other social and recreational trips 	<ul style="list-style-type: none"> Livingston Ave residential areas USF Student housing UATC Veterans Hospital Moffitt USF 	<ul style="list-style-type: none"> Fixed-route service with fixed stops Connectivity to Bull Runner and other HART services Seven days a week Short route alignment with 30-minute frequency or better
Option E (Fixed-Route Service)	<ul style="list-style-type: none"> Shopping and other social and recreational trips May serve some medical trips 	<ul style="list-style-type: none"> UATC University Mall Veterans Hospital Moffitt Florida Hospital Busch Gardens Adventure Island 	<ul style="list-style-type: none"> Fixed-route service with fixed stops Connectivity to Bull Runner and other HART services Seven days a week Long route alignment that may require service frequency greater than 30 minutes



5.0 Costs Estimates

Operating cost estimates were prepared for all five transit circulator service options. In order to calculate the operating cost, several operating cost assumptions were made, including operating characteristics, average operating speed, and operating cost per revenue hour. The average operating speed used, 13 miles per hour, and operating cost per revenue hour, \$95.77 per revenue hour, are based on information obtained from HART's 2011 National Transit Database (NTD) Report. **Table 5-1** presents the operating characteristics for the five transit circulator options. **Table 5-2** shows the estimated annual revenue hours, the number of required peak vehicles, and the final estimated annual operating cost for each service option.

Based on the results presented in **Table 5-2**, circulator options C and D require one vehicle to be operated in the peak-hour service period while options A, B, and E require two vehicles in the peak-hour period. Of the five options, service alternatives C and D reflect the lowest estimated annual operating cost, approximately \$489,000.



Table 5-1 - Circulator Alternatives Service Plans

Options	Service Type	Weekday				Saturday		Sunday	
		Duration		Frequency In minutes		Hours of Operation	Frequency	Duration	Frequency
		Peak Hour	Off-peak Hour	Peak Hour	Off-peak Hour				
Option A	Fixed-Route	6:00 AM - 9:00 AM and 3:00 PM - 6:00 PM	9:00 AM - 3:00 PM and 6:00 PM - 10:00 PM	20	45	8:00 AM - 11:00 PM	45	8:00 AM - 10:00 PM	45
Option B	Flex Service	6:00 AM - 9:00 AM and 3:00 PM - 6:00 PM	9:00 AM - 3:00 PM and 6:00 PM - 9:00 PM	30	60	8:00 AM - 9:00 PM	60	8:00 AM - 9:00 PM	60
Option C	Fixed-Route	6:00 AM - 9:00 AM and 3:00 PM - 6:00 PM	9:00 AM - 3:00 PM and 6:00 PM - 9:00 PM	30	30	8:00 AM - 9:00 PM	30	8:00 AM - 9:00 PM	30
Option D	Fixed-Route	6:00 AM - 9:00 AM and 3:00 PM - 6:00 PM	9:00 AM - 3:00 PM and 6:00 PM - 9:00 PM	30	30	8:00 AM - 9:00 PM	30	8:00 AM - 9:00 PM	30
Option E	Fixed-Route	6:00 AM - 9:00 AM and 3:00 PM - 6:00 PM	9:00 AM - 3:00 PM and 6:00 PM - 10:00 PM	25	45	8:00 AM - 11:00 PM	45	8:00 AM - 10:00 PM	45



Table 5-2 – Circulator Operating Cost Estimate Summary

Options	Route Length In miles	Average Operating Speed mph	Weekday		Saturday		Sunday		Total Annual Revenue Hours	Total Annual Operating Cost
			Total Revenue Hours	# of Peak Vehicles	Total Revenue Hours	# of Vehicles	Total Revenue Hours	# of Vehicles		
Option A	8.18	13	22.0	2	15.0	1	14.0	1	7,008	\$671,196
Option B	10.69	13	21.0	2	13.0	1	13.0	1	6,602	\$632,311
Option C	5.51	13	15.0	1	13.0	1	13.0	1	5,102	\$488,647
Option D	6.55	13	15.0	1	13.0	1	13.0	1	5,102	\$488,647
Option E	9.76	13	22.0	2	15.0	1	14.0	1	7,008	\$671,196

6.0 Funding Sources

Funding for new circulator services can come from a mix of several sources that can include city, county, local, state, federal and private sources. A list of potential funding sources has been identified to review for further research and consideration. **Some potential funding sources may be subject to county and city charters and future legislation.** In addition, identification of appropriate funding sources may be determined by whether the source can be used on only capital expenses, operating expenses or both.

Currently, HART funds its service through a mix of Ad Valorem revenues at a .5000 millage rate, federal state and county funding sources and grants, fare and pass revenues, and advertising. The USF Bull Runner is a student funded service through a transportation fee based on credit hours. There are also private shuttles within the study area paid for privately by the businesses running the services at hotels and hospital locations.

6.1 Other Private and Market Driven Approaches

Based on demand and natural need of services, market and private driven approaches can include contributions from the private sector in different forms, and unique, market-specific funding mechanisms for a given area. Partnerships are not exclusive in concept and may include any combination of funding for project execution.

Capital/Operating	Funding Mechanism	How it Works
Capital/Operating	Public-Private Partnership (PPP) (In Florida, they are governed by Section 334.30, Florida Statutes)	In Florida, PPPs are governed by Section 334.30, Florida Statutes.
Capital	Sponsorships	Sponsorships require a partnership, providing focused service to fulfill a need for direct contribution.
Capital/Operating	Advertising	Advertising on vehicles may provide dollars for start-up or enhanced services. Requires compliance with transit agency guidelines.
Capital	Hotel Room Tax/Fee	Services could be provided to hotels with transportation needs, in exchange for revenue collection from hotel room tax or fee.
Operating	Farebox Revenue	Provides revenue stream from the fare charged to the user.



Capital/Operating	University parking fees (could be included in a contribution as project partner or sponsor)	University serves as a project partner/sponsor by providing a portion of parking fees paid by students to the transit provider for enhanced service in the university area.
Capital/Operating	Theme Park Guest Parking Fees (could be included in a contribution as project partner or sponsor)	The theme parks in the study area (Busch Gardens and Adventure Island)
Capital/Operating	Student Fees (could be included in a contribution as project partner or sponsor)	University serves as a project partner/sponsor by providing a portion of student fees paid by students to the transit provider for enhanced service in the university area
Capital/Operating	University housing fees (could be included in a contribution as project partner or sponsor)	University serves as a project partner/sponsor by providing a portion of collecting housing fees to the transit provider for enhanced service in the university area.
Capital/Operating	Employee parking fees (could be included in a contribution as project partner or sponsor)	Employers within the study area institute parking fees to employees (or provide a portion of already collected parking fees) to the transit agency for enhanced transit service for their employees.

6.2 Local (City/County)

The following funding sources have been used in other cases for circulators and are listed for consideration for more detailed research. Some programs listed may require changes to local legislation for implementation.

Transportation Impact Fees – Impact fees require that developers pay counties, municipalities, special districts, and school districts for the cost of additional infrastructure that result from new development, according to Florida’s Impact Fee Ordinances. Impact fees are a one-time fee on new development or



new expansion. Temple Terrace and the City of Tampa do use impact fees to fund transportation improvements.¹

Local Sales Tax –In the State of Florida, a price is added to the sale of certain goods, with some exceptions such as groceries and medicine, at the time of purchase. Currently, they must be administered through the county level, as the State of Florida does not allow surtaxes at the city level. Florida’s general sales tax rate is six percent, and Hillsborough County imposes an additional discretionary sales surtax. Hillsborough County currently has a sales tax rate of 7 percent.

The local discretionary sales taxes in Hillsborough County include the Charter County Transportation System Surtax, Local Government Infrastructure Surtax, and the Community Investment Tax. The Charter County Transportation Surtax has not been levied in Hillsborough County at his time and would require a county referendum and vote of the general public. The Local Government Infrastructure Surtax can be levied at .5 or one percent and can be applied to public recreation, conservation, or for the protection of natural resources. It also requires a county referendum vote. The Community Investment Tax allows Hillsborough County to levy a half-cent Local Government Infrastructure Surtax for the purposes of education, public safety, transportation, water, wastewater, reclaimed water, stormwater, community stadiums, parks, libraries, museums, and government facilities. Hillsborough is not eligible to impose a Small County Surtax, as it exceeds the maximum population of 50,000.²

Mobility Fees – Hillsborough County has been studying the idea of implementing mobility fees for new development, and if approved, may be an option for funding. The mobility fee, as proposed by Hillsborough County, may provide funding for the following:

- A mobility fee would be sensitive to vehicle or person miles traveled encouraging shorter trips and reduction of total travel thereby promoting compact and mixed-use development;
- A mobility fee would fund multi-modal transportation improvements for roadways, transit, bikeway, and pedestrian walkways. This includes capital projects, system efficiency and congestion management improvements / strategies and transit capital and operating costs
- A mobility fee could provide a charge for recouping a new development’s share of transit operating costs for a short term period
- A mobility fee would be distributed among all the governmental entities responsible for maintaining impacted transportation facilities

Special Assessment – A Special Assessment District has the ability to levy non-ad valorem assessments on properties within a geographic location for a specific purpose within the district. The TECO Line Streetcar is partially funded by a special assessment district, along with an endowment and farebox. The special assessment has maintained its original millage rate of .33.

¹ Ibid. Page 16.

² Hillsborough County MPO 2035 Long Range Transportation Plan. *Reasonably Available and New and Additional Projected Revenue Sources in Hillsborough County Technical Memorandum*. October 2009. Page 12.



Tax Increment Financing (TIF) – A TIF district is a geographic area that is specially designated to use property taxes from property owners towards public improvements. TIF can be used for infrastructure improvements within a Community Redevelopment Area (CRA), and can be used to fund capital facilities such as transit station infrastructure, parking garages, pedestrian facilities, parks, building façade improvements, water and sewer line upgrades, and streetscape enhancements; in addition to operations and events. Legislative changes may be necessary to allow TIFs in areas outside of a CRA. The City of Temple Terrace has a Temple Terrace Community Redevelopment Agency over a 225 acre area that includes North 56th street and Busch Boulevard/Bullard Parkway.

6.3 Federal Sources of Capital Funds

Moving Ahead for Progress in the 21st Century (MAP-21) legislation consolidates federal programs from approximately 87 to 30 programs total. MAP-21 provides a lump sum apportionment for each State rather than individual authorizations for each program, and will fund five formula programs: National Highway Performance Program, Surface Transportation Program (STP), Highway Safety Improvement Program, Congestion Management and Air Quality Improvement Program, and the Metropolitan Planning Program. Most discretionary programs have been eliminated or will continue under the core programs. Programs to be considered with this study are provided below:

Transportation Infrastructure Finance and Innovation Act (TIFIA) – The TIFIA Program, administered through the Federal Highway Administration (**FHWA**), is focused on filling market gaps and to leverage private co-investment with supplemental debt. Program dollars can be used for highway, transit, intercity passenger rail, certain types of freight rail, and intermodal freight transfer facilities. In order to qualify to receive TIFIA Program dollars, a project must satisfy one of the following conditions: equal or exceed \$50 million in cost, equal or exceed \$25 million for a rural infrastructure project, equal or exceed \$15 million for an intelligent transportation system (ITS) project, or be 1/3 of the most recently-completed fiscal year’s formula apportionments for the State in which the project is proposed.³

Urbanized Area Formula Program (5307 and 5340) – The Urbanized Area Formula Grants are administered by the Federal Transit Administration (**FTA**), for the purpose of public transportation capital, planning, job access and reverse-commute projects, in addition to some operating expenses for populations greater than 200,000 and which operate a maximum of 100 buses in fixed-route service during peak hours, with the exclusion of rail fixed guideway.⁴ Grants are eligible for Urbanized Areas, and are based on population (greater than 50,000) and population density, as well as low-income individuals. For areas greater than 200,000, the formula is also based on a combination of bus revenue

³ Florida Highway Administration. “Transportation Infrastructure Finance and Innovation Act (TIFA).” <http://www.fhwa.dot.gov/map21/tifia.cfm>

⁴ Federal Transit Administration, Fact Sheet: Urbanized Area Formula Grants Section 5307 & Section 5340. http://www.fta.dot.gov/documents/MAP-21_Fact_Sheet_-_Urbanized_Area_Formula_Grants.pdf



vehicle miles, bus passenger miles, fixed guideway revenue vehicle miles, and fixed guideway route miles.⁵

Enhanced Mobility for Seniors and Individuals with Disabilities (5310) – Administered by FTA, the Enhanced Mobility for Seniors and Individuals with Disabilities program aims to improve mobility by serving special needs of transit-dependent populations beyond what is provided under the American with Disabilities Act (ADA) paratransit service. A minimum of 55% of program funds must be used on capital projects including planning, design, and implementation; 45% may be used for projects exceeding the requirements of ADA, improvements to fixed-route, and alternatives that assist seniors and individuals with disabilities. The program consolidates the New Freedom and Elderly and Disabled Programs.⁶

Bus and Bus Facilities Program (5339) – FTA facilitates the Bus and Bus Facilities Program, providing capital dollars to replace, rehabilitate, and purchase buses and related equipment or facilities. Recipients must operate or allocate funding for fixed-route services, and sub-recipients may include public agencies or private nonprofit organizations providing public transportation. The program replaces the former Section 5309 Bus Facilities Program.⁷ More information can be found at: www.fta.dot.gov/map21.

Surface Transportation Program (STP), MAP-21 1108;23, USC 133 – The FHWA provides the STP for projects that preserve and improve conditions and performance on any Federal-aid highway, bridge or tunnel project on a public road, pedestrian and bicycle infrastructure, and transit capital projects, including intercity bus terminals.

6.4 State (FDOT)

The following funding sources have been used in other cases for circulators and are listed for consideration for more detailed research. Some programs listed may require changes to state legislation for implementation.

Transit Corridor Program – Authorized under Chapter 341, Florida Statutes, the program provides funding to Community Transportation Coordinators or transit agencies. Support is provided to new services that are expected to reduce or alleviate congestion or other mobility issues. They may be used for capital or operating assistance and projects must be named in the Transit Development Plan, Congestion Management System Plan, or other formal studies.⁸

⁵ Federal Transit Administration, Fact Sheet: Urbanized Area Formula Grants Section 5307 & Section 5340. http://www.fta.dot.gov/documents/MAP-21_Fact_Sheet_-_Urbanized_Area_Formula_Grants.pdf

⁶ Ibid http://www.fta.dot.gov/documents/MAP-21_Fact_Sheet_-_Enhanced_Mobility_of_Seniors_and_Individuals_with_Disabilities.pdf.

⁷ Ibid http://www.fta.dot.gov/documents/MAP-21_Fact_Sheet_-_Bus_and_Bus_Facilities.pdf.

⁸ Florida Department of Transportation. "Resource Guide for Transit and Transit-Related Programs." Page 8. October 2005. <http://www.dot.state.fl.us/transit/Pages/TransitResourceGuide.PDF>



Public Transit Service Development Program – Authorized in Chapter 341, Florida Statutes, the Public Transit Service Development Program provides for projects involving new technologies, services, route, or vehicle frequencies; the purchase of special transportation services; and other techniques for increasing service to riding public. Projects must be included in the recipient’s Transit Development Plan (TDP), or transportation disadvantaged service plan, if applicable.⁹

⁹ Ibid. Page 9.



7.0 Next Steps/Recommendations

The set of service improvement options proposed for this circulator study also offers HART and the MPO the opportunity to improve the efficiency of existing fixed route transit services in the study area. A more detailed analysis of service operations using one or more of the five service options could reveal operational efficiencies through the reallocation of service resources such as vehicles, revenue hours of service, or the elimination of duplicative service. Based on the set of five service options proposed for this study, several potential efficiencies were identified which require further investigation:

- Replace Route 18 north of the UATC with service option D or C.
- Continue Route 57 west along Fowler Avenue to the UATC and replace Route 57 segment north of Fowler Avenue with a reconfigured flex service option B.
- Reconfigure/combine Route 33 and service option A between Nebraska Avenue and the UATC.
- Reconfigure HART and USF Bull Runner campus services.

Coordination with identified stakeholders may result in potential partnerships within the University Area. The MPO, HART and staff may continue coordination with stakeholders such as the Innovation Alliance and other key stakeholders in the study area to determine potential enhancements and needs, and partnership opportunities. A list of stakeholder questions which can be used during this coordination has been developed and is provided in **Appendix B**.



Appendix A: Existing Conditions

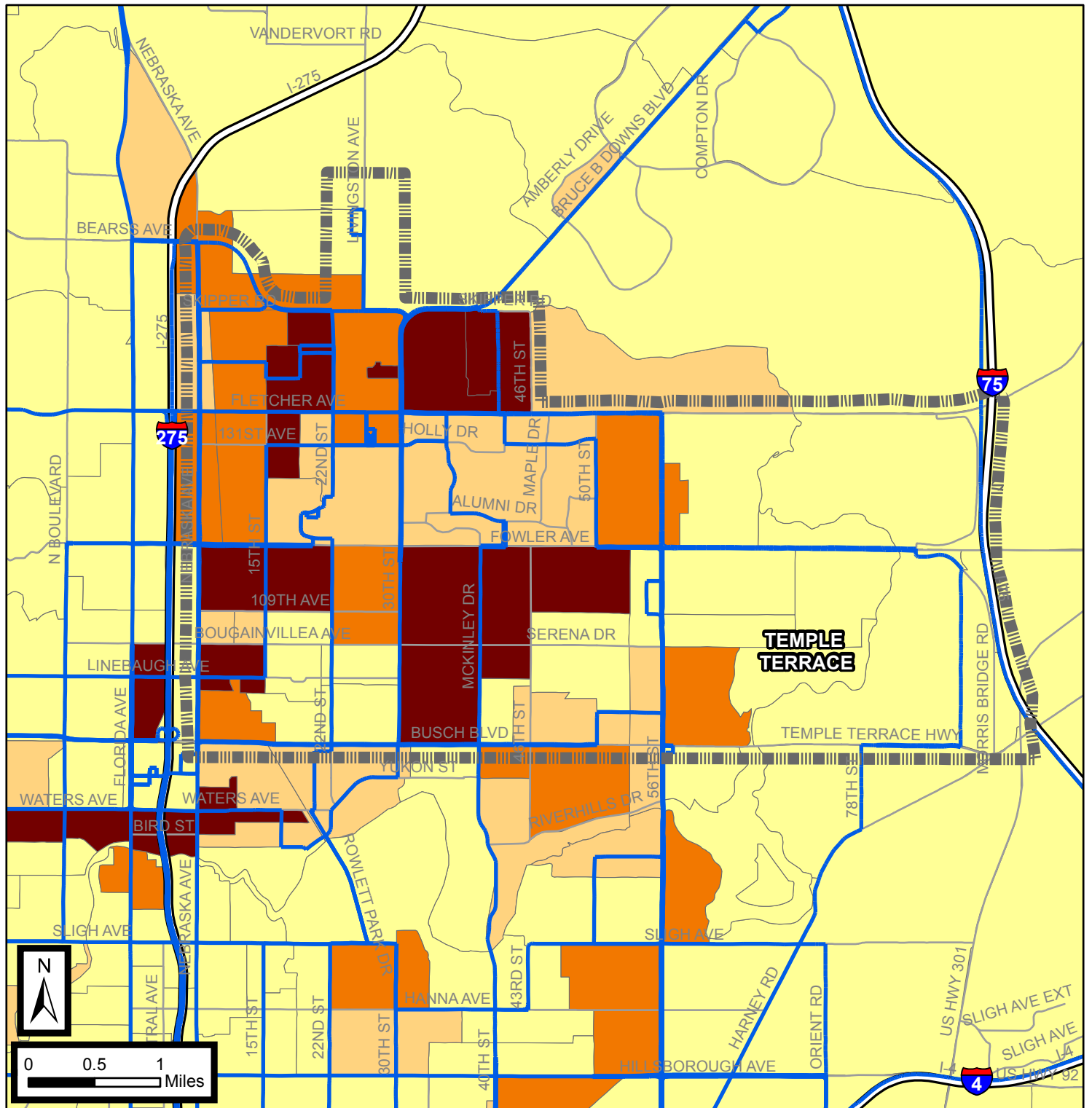
- Map A-1 Transit Dependent Populations
- Map A-2 Dwelling Unit Density
- Map A-3 Employment Density
- Map A-4 Study Area USF Staff and Student Residential Locations
- Map A-5 Study Area HART and Bull Runner Daily Stop Activity
- Map A-6 Major Destinations
- Map A-7 Total Daily Trips by TAZ
- Map A-8 Major Trip Flows

Appendix B: Public Engagement

- Proposed Outreach Strategy
- NNTA Agenda, July 11, 2012
- NNTA Presentation, July 11, 2012
- NNTA Agenda, September 12, 2012
- NNTA Presentation, September 12, 2012
- Overview of Workshop Materials, October 4, 2012
- Workshop Flyer, October 4, 2012
- Workshop Presentation, October 4, 2012
- Workshop Sign-in Sheets, October 4, 2012
- Workshop Boards, October 4, 2012
 - Circulator Examples
 - “How To” (Station 1: Destinations, Station 2: Proposed Service Options)
 - Proposed Service Options
 - Individual Service Options (Options A through E)
- Completed Questionnaires, October 4, 2012 Workshop
- Workshop Photos, October 4, 2012
- NNTA Agenda, November 14, 2012
- Completed Questionnaires, November 14, 2012 NNTA Meeting
- Stakeholder Criteria List
- Stakeholder List
- Transportation Service Provider Questions
- Innovation Alliance Interview Questions



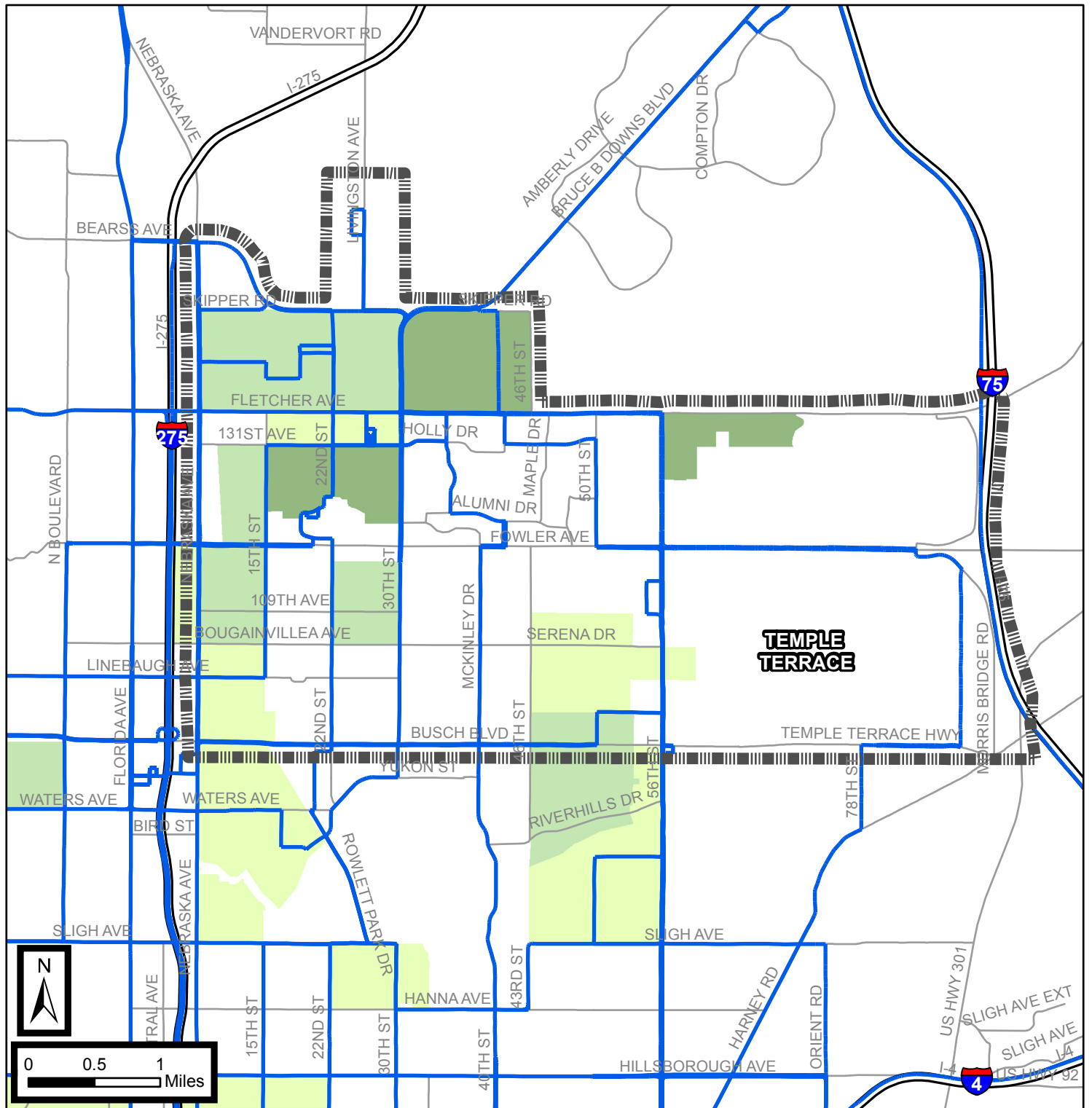
Appendix A: Existing Conditions



Map A-1

2010 Transit Dependent Populations

Source: 2010 ESRI Data



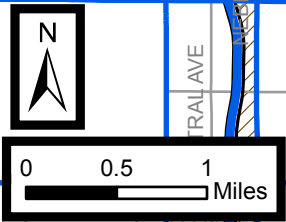
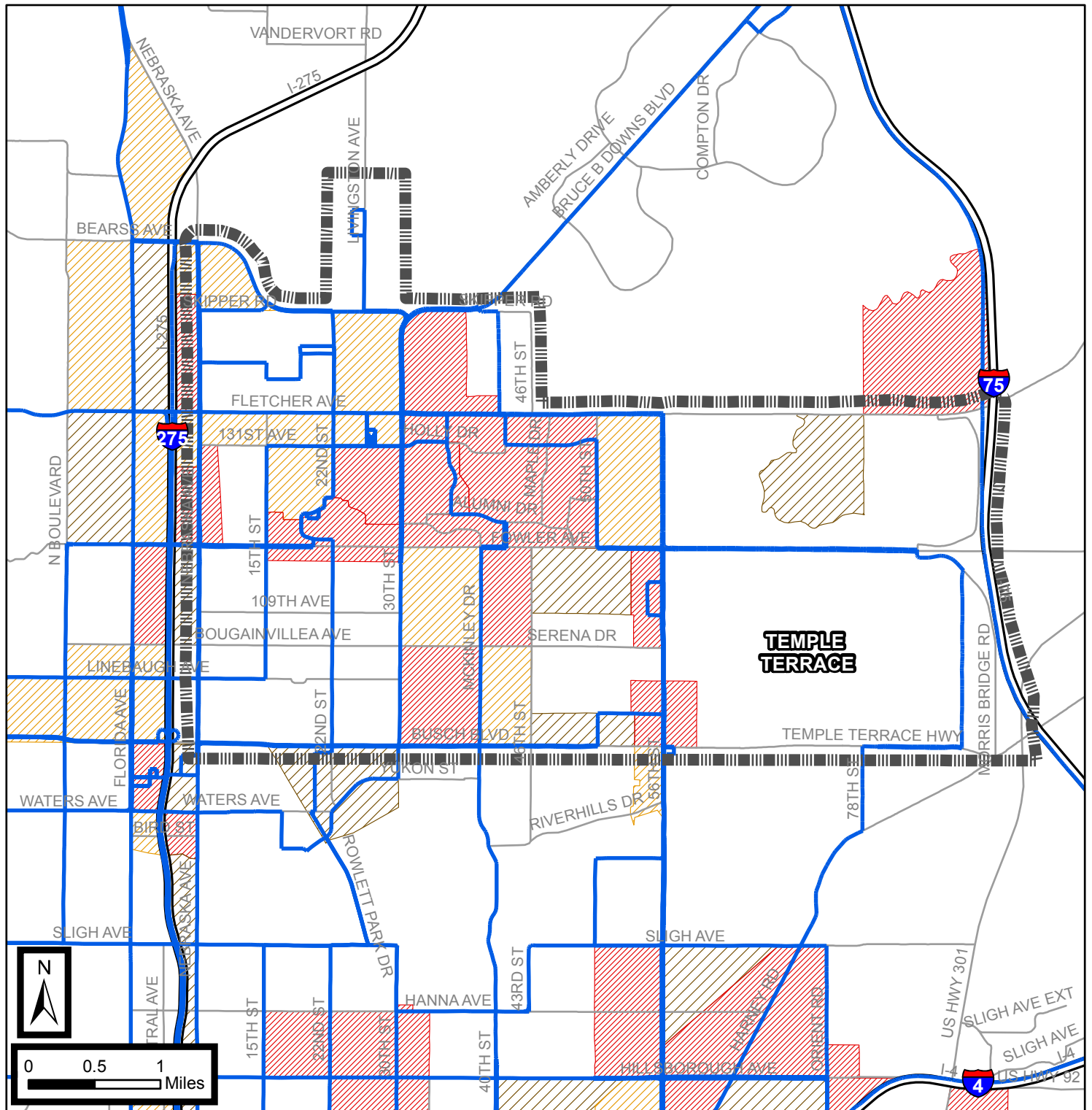
Legend

Dwelling Unit Density Threshold	Existing HART Services
Minimum	StudyArea
High	Interstate
Very High	Major Road

Source: Hillsborough County MPO 2035 LRTP Forecast Socioeconomic Data.

Map A - 2

2010 Dwelling Unit Density



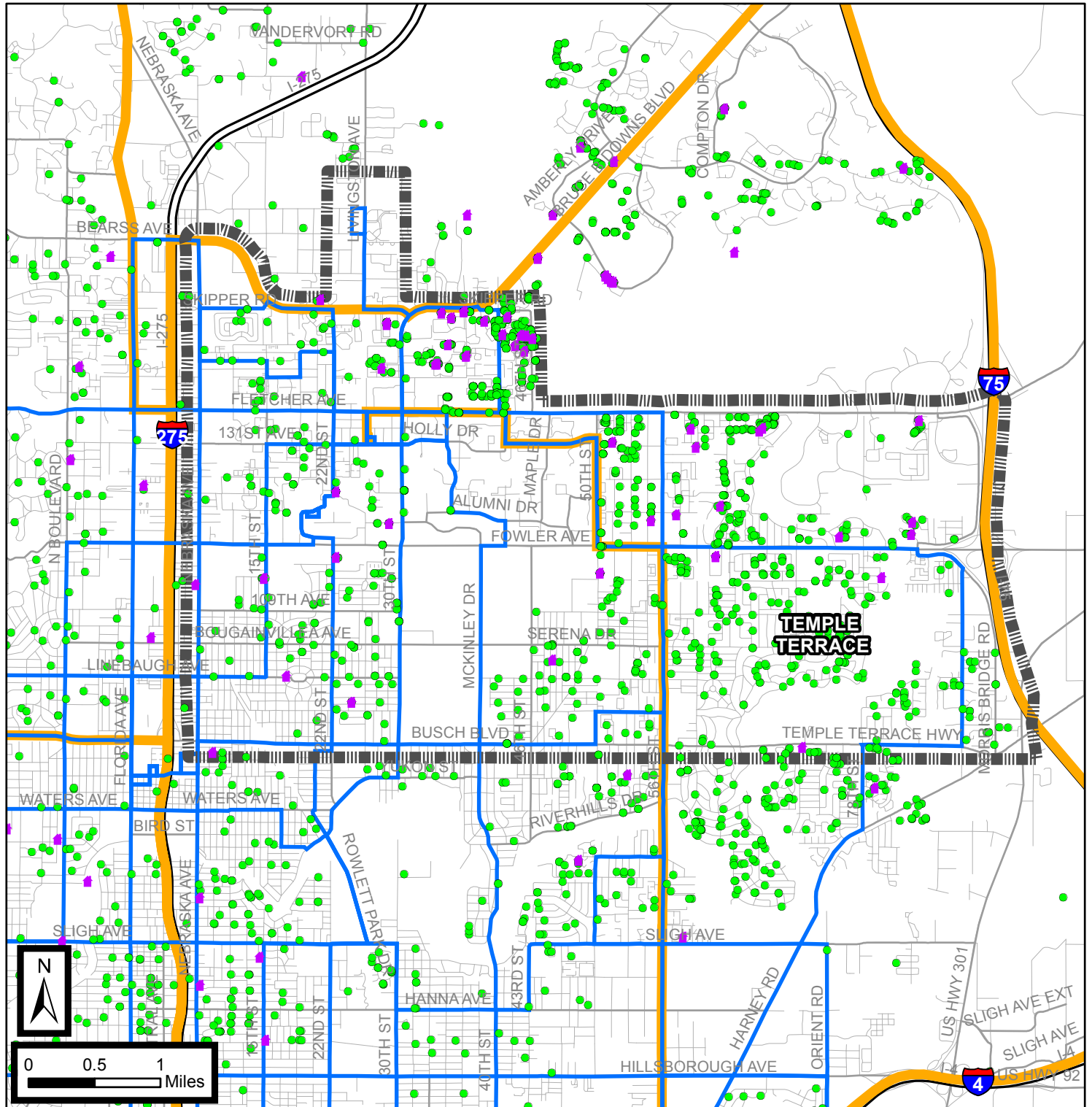
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Minimum	Existing HART Services
High	Study Area
Very High	Interstate
	Major Road

Source: Hillsborough County MPO 2035 LRTP Forecast Socioeconomic Data.

Map A - 3

2010 Employment Density



Legend

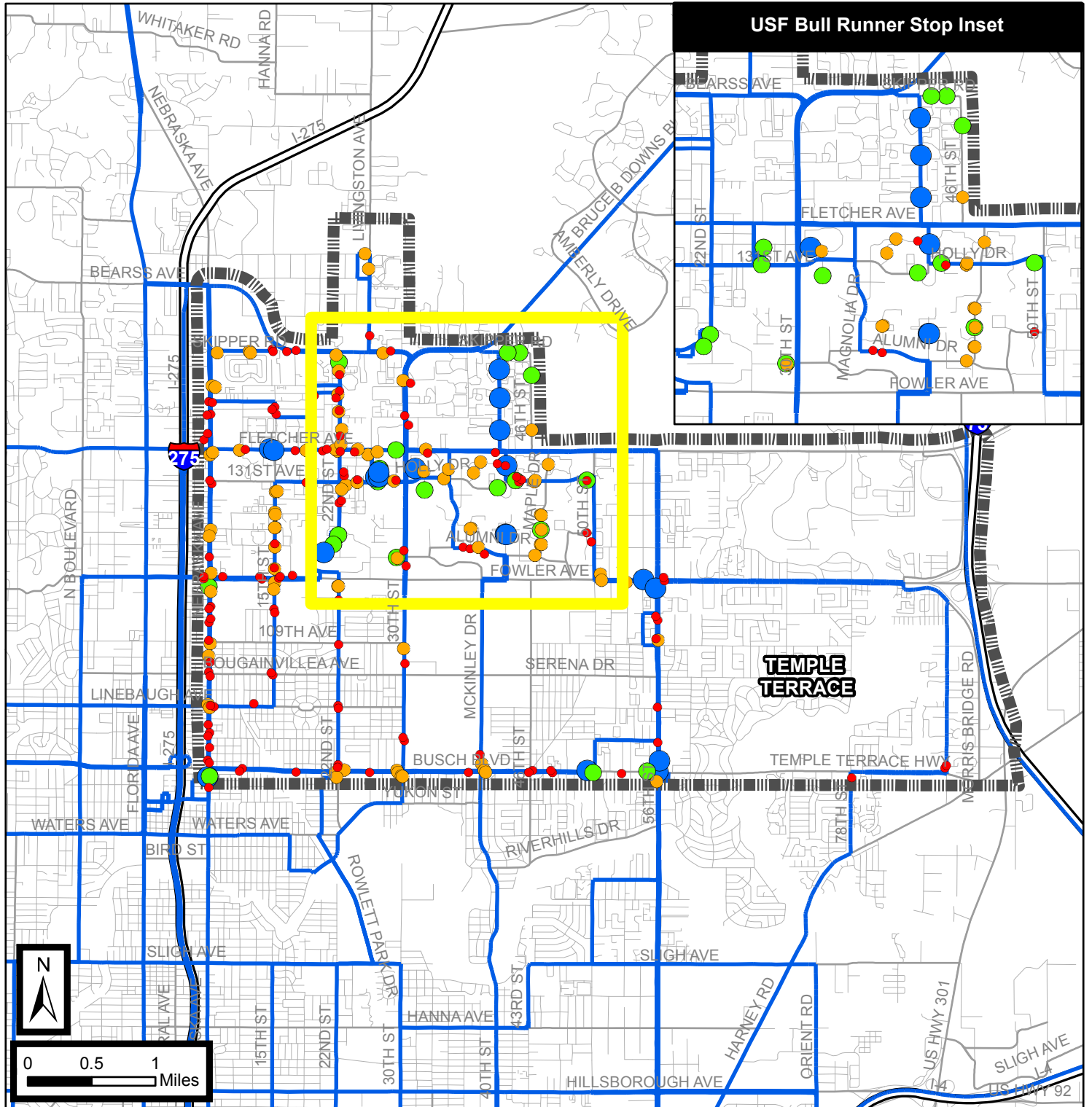
- Student Address*
- Staff Address*
- StudyArea
- HART Local Routes
- HART Express Routes
- Interstate
- Major Road
- Roads

Source: USF 2009 Survey

*Addresses represent houses or apartment/complexes in which students or staff reside.

Map A - 4

**Study Area USF
Staff and Student
Residential
Locations**



Legend

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

Daily Stop Activity

- 25 - 50
- 51 - 100
- 101 - 150
- > 150






*Average weekday stop activity information between 11/2011-04/2012 provided by HART and average daily stop activity information between 01/2011-12/2011 provided by USF.

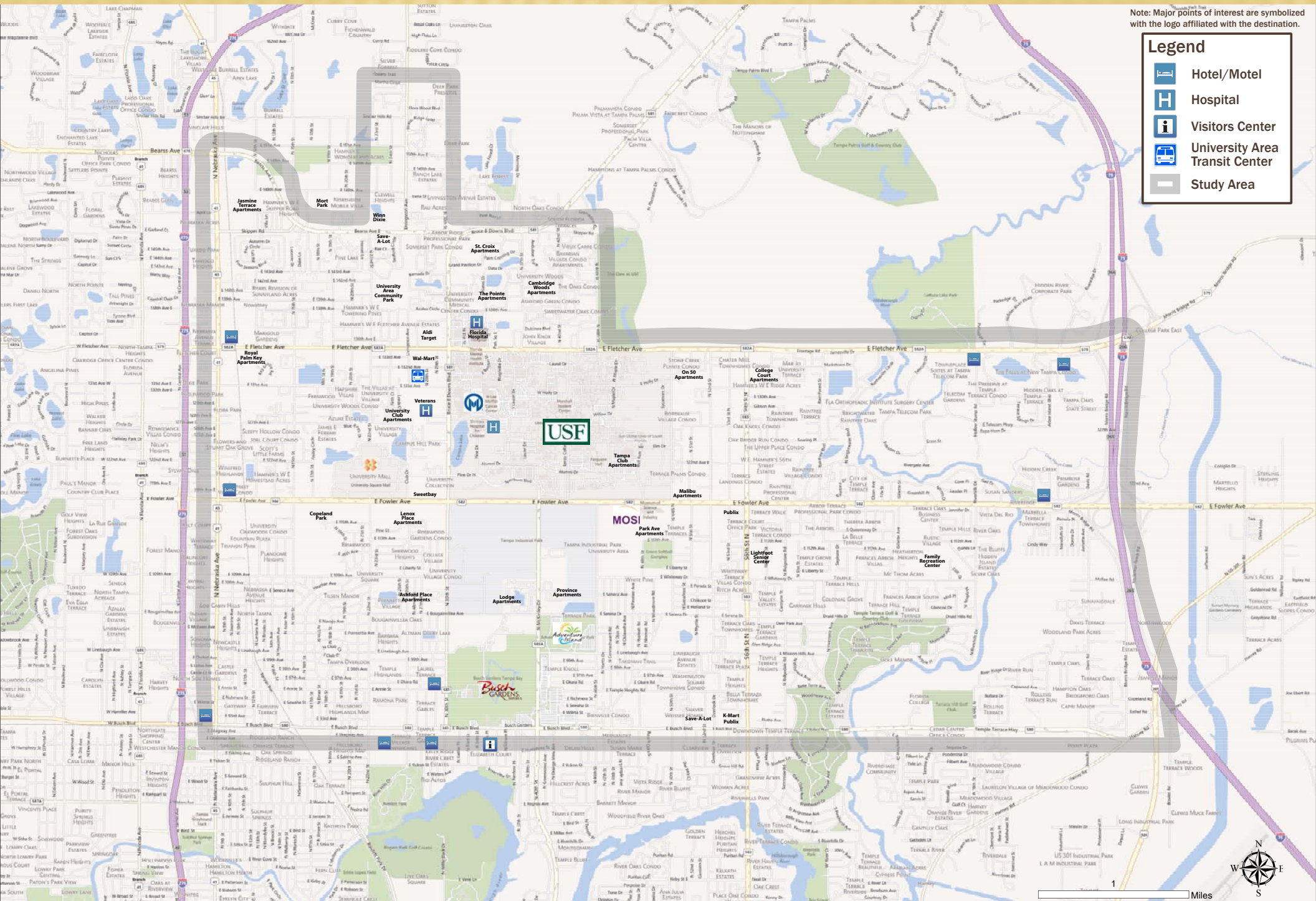
Map A - 5

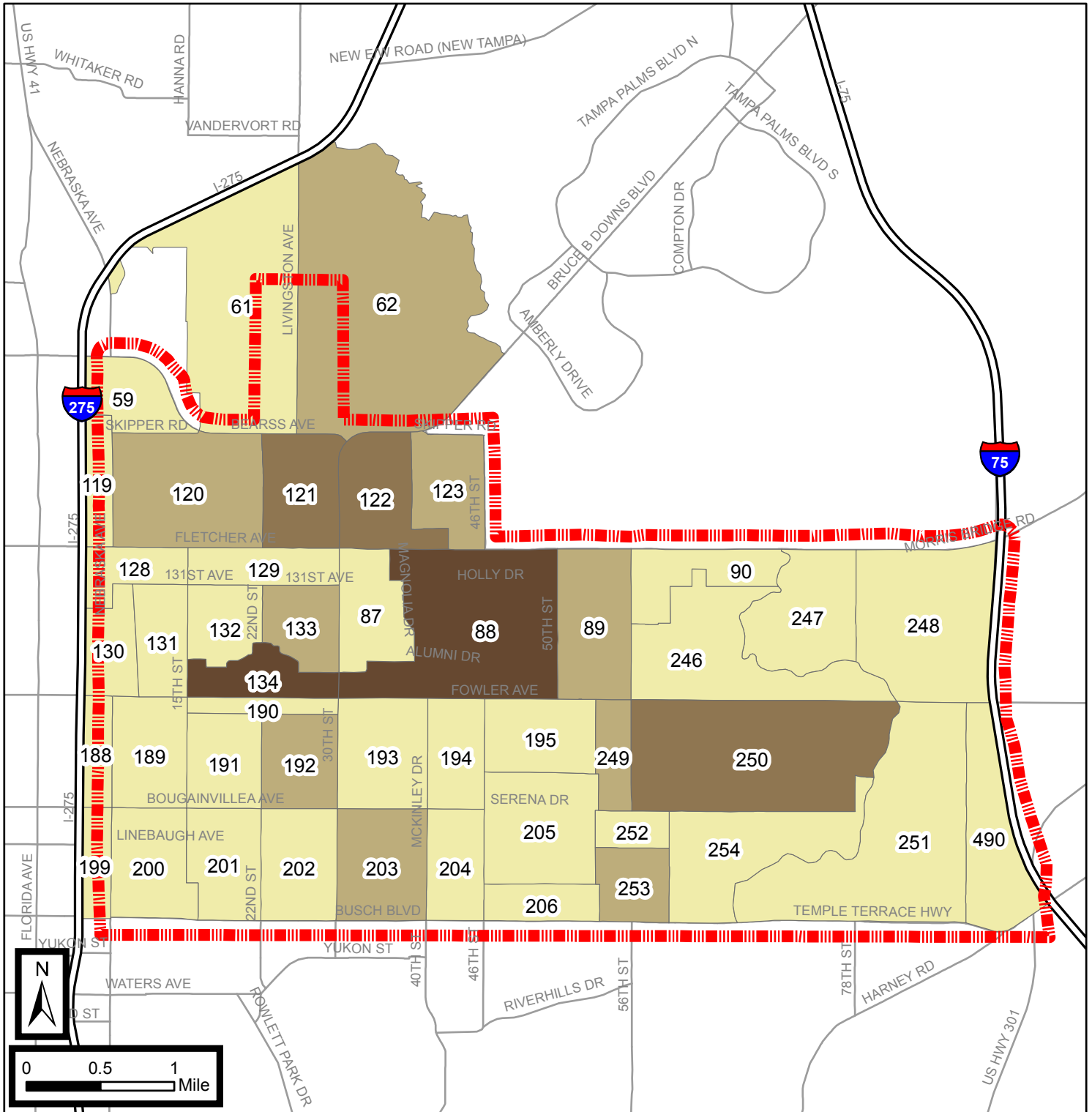
**Study Area
HART and Bull Runner
Daily Stop Activity**

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

Legend

-  Hotel/Motel
-  Hospital
-  Visitors Center
-  University Area Transit Center
-  Study Area





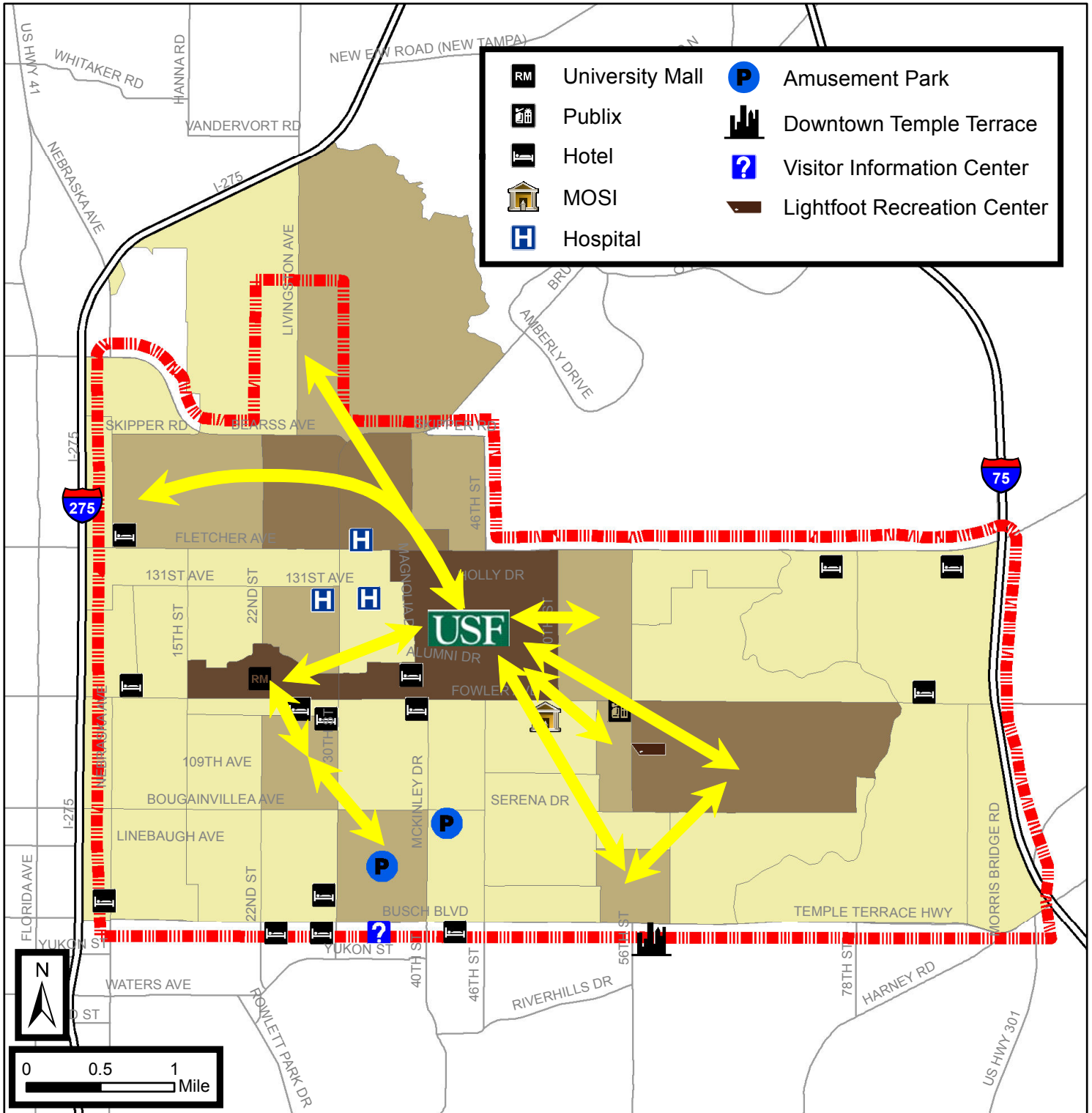
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Study Area	Daily Person Trips
Interstate	< 8,500
Major Road	8,500 - 10,000
	10,001 - 15,000
	> 15,000

Source: TBRPM 7.1 Model (April 2012 Update)

Map A - 7

Total Daily Trips by TAZ



Legend

Study Area	< 8,500	10,001 - 15,000
Interstate	8,500 - 10,000	> 15,000
Major Road		

Source: TBRPM 7.1 Model (April 2012 Update)

Map A - 8

Major Trip Flows



Appendix B: Public Engagement

Overview – Proposed Outreach Strategy

In order to identify transit circulator enhancements that could benefit the area around the University of South Florida (USF), the Consultant has developed an outreach strategy to involve stakeholders, groups and members of the community. The proposed outreach strategy provides detail and flexibility for appropriate feedback at predetermined phases of the study, as well as a process to engage potential service funding partners. Three different components will be implemented to involve stakeholders and to cultivate partnerships.

Provided below are details of the proposed outreach strategy that includes:

- New North Transportation Alliance Meetings (NNTA) meetings (up to 3 total)
 - The first meeting was held on July 11, 2012.
- Workshop/Discussion Group (1 meeting, previously up to 3 total)
- Stakeholder One-On-One Meetings (up to 8, previously none)

Stakeholder Meetings

New North Transportation Alliance

The NNTA is comprised of various business leaders and officials that are important stakeholders in the study. They can provide perspective to suggested transit circulator enhancements as well as potential partnership opportunities. The Consultant will engage the NNTA at their Advisory Board meetings. At the July 11, 2012 Advisory Board meeting, a presentation was provided about the study purpose and schedule, study area, goals and objectives of the study, and to gather feedback on initial findings and assumptions. NNTA Advisory Board members offered ideas for some key stakeholders to include in the conversation as well as groups to engage.

On August 9, 2012, two NNTA Advisory Board meetings were confirmed for September 12, 2012, and November 14, 2012. Presenters for these meetings may include Randy Kranjec, Steve Feigenbaum, Scott Pringle, Brandie Miklus, Christina Kight, Ryan Suarez, and Joel Rey. Names and titles will be confirmed with NNTA prior to each meeting.

Discussion Group

The Consultant recommends holding one **(1) discussion group meeting** (“up to 3” listed in the scope) to allow maximum time to be allotted for partnership development through up to eight (8) Stakeholder One-on-One meetings (not specified in the scope). The Discussion Group will involve the community and stakeholders, to inform and request input during the study, and will be in workshop format.

Stakeholder One-On-One Meetings

The Stakeholder One-On-One meetings will be held after the preliminary service enhancement options are identified, and after the September Workshop/Discussion Group, so that staff can have all necessary information on the proposed transit circulator enhancements and potential funding opportunities when approaching potential partners. It is requested that the MPO determine how many meetings the Consultant should attend based on budget. If budget allows, Consultant can expand upon work with funding partners.

Below are details of the **proposed** logistics of the meetings, for the MPO's consideration.

Meeting Logistics

Group Meeting # 1 – NNTA Advisory Board

Date/Time: Wednesday, September 12, 2012 / 8-10am

Location: Center for Urban Transportation Research at USF

Brief Presentation:

- Existing transit service and travel market analysis
- Preliminary transit circulator enhancements
- Schedule (highlight stakeholder one-on-ones)
- Invite NNTA members to attend workshop (will be held in approx. 2 weeks)

Invitees: NNTA Members

Group Meeting # 2 – Workshop/Discussion Group

Date/Time: Wednesday or Thursday, September 26 or 27, 2012 / 2-4pm

Location: University Area Community Development Center (CDC), 14013 N. 22nd Street (no cost)

Presentation/Discussion:

- Study Area, Goals and Objectives, Schedule
- Transit Services (current services and overlap)
- Key Issues and Needs (request feedback)
- Preliminary Transit Circulator Enhancements (request feedback)

Invitees: Stakeholders List (see attached). Request the MPO assist with meeting invites and notice.

Stakeholder One-On-One Meetings

Dates: October 2012 (up to 8 meetings)

Locations: Stakeholder preference

Discussion Topics:

- Recommended Transit Enhancements
- Funding Scenarios
- “Win-Win” Benefits of Partnership

Stakeholder One-on-Ones Include:

- Tampa City Councilwoman Lisa Montelione
- Busch Gardens
- Florida Hospital of Tampa
- Moffitt Cancer Center
- Museum of Science and Industry
- University Area CDC
- University Mall
- University of South Florida
- Others

Meeting Logistics: Suggest asking Lisa Montelione for contact information, and determine her leadership role in funding and/or partnerships.

Group Meeting # 3 – NNTA Advisory Board

Date/Time: Wednesday, November 14, 2012 / 8-10am

Location: University Area CDC, 14013 N. 22nd Street (NNTA staff indicated this is an option to change their meeting location, and use majority of the agenda; CDC confirmed the facility is available.)

Presentation/Discussion:

- Study Overview to Date
- Recommended Transit Enhancements including Workshop/Stakeholder One-On-One Input
- Funding Scenarios

Invitees: Stakeholders List (see attached). Request the MPO assist with meeting invites and notice.

Attachments

- University Area Transit Circulator Study – Schedule (8/10/12)
- University Area Transit Circulator Study – Stakeholders List (8/10/12)



**NEW NORTH TRANSPORTATION ALLIANCE
ADVISORY BOARD MEETING
Wednesday, July 11, 2012
CUTR on the USF Tampa Campus
Board Room
8:00 a.m. – 9:30 a.m.**

**Draft
AGENDA**

- 8:00 a.m. Welcome/Introductions**
Barbara Donerly, Chair, NNTA
USF Facilities Planning and Construction
- Approval of May Minutes**
Sara Hendricks, New North Transportation Alliance
- 8:10 a.m. Presentation: University Area Circulator Study**
The Hillsborough MPO and HART are undertaking a study of the New North area to determine how local service can be improved. Your input is requested.
- Randy Kranjec, Hillsborough County MPO
Steve Feigenbaum, HART Manager of Service Planning
Brandie Miklus, JACOBS, Transportation Planner
Ryan Suarez, Tindale-Oliver & Associates, Project Manager
- 9:00 a.m. Updates: NNTA Advisory Board**
- 9:20 a.m. Updates: NNTA Staff**
- Next Meeting Wednesday, September 12, 2012**
- 9:30 a.m. Adjourn**

July 11, 2012 New North Transportation Alliance
Advisory Board Meeting



UNIVERSITY AREA CIRCULATOR STUDY

University Area Circulator Study

STUDY PURPOSE AND SCOPE

UNIVERSITY AREA CIRCULATOR STUDY

- ❖ Study Management and Stakeholder Coordination
 - New North Transportation Alliance
- ❖ Description of Study Area
 - Background research/data collection
- ❖ Purpose and Need for Transit Enhancements
 - Travel market assessment
- ❖ University Transit Enhancement Plan
 - Service Options, Service Feasibility, Identification of Priorities, and Funding Opportunities/Partnerships



University Area Circulator Study

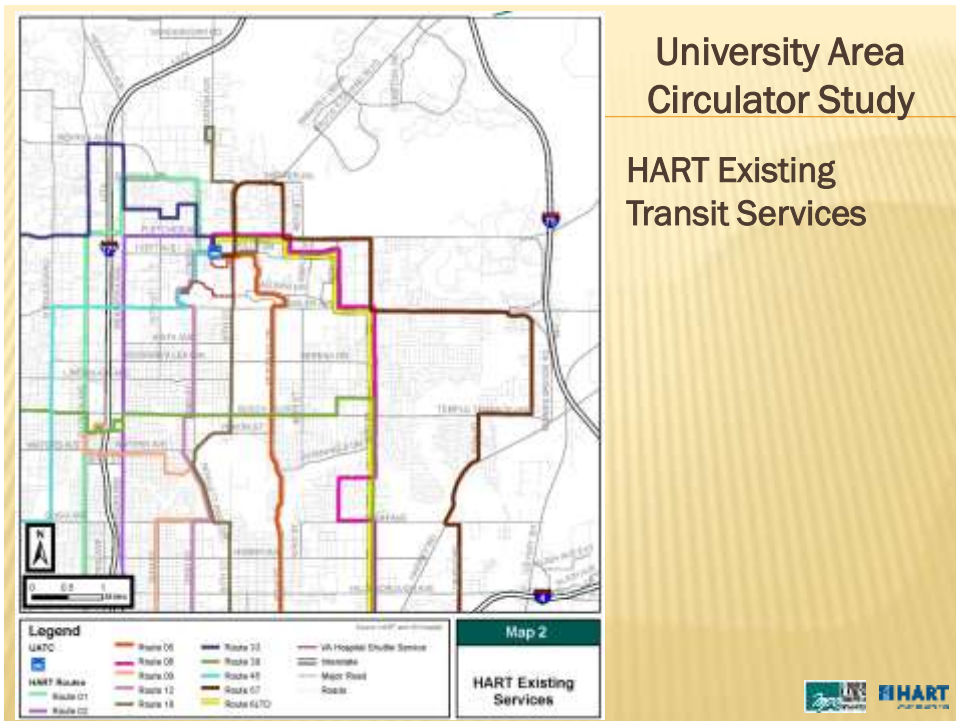
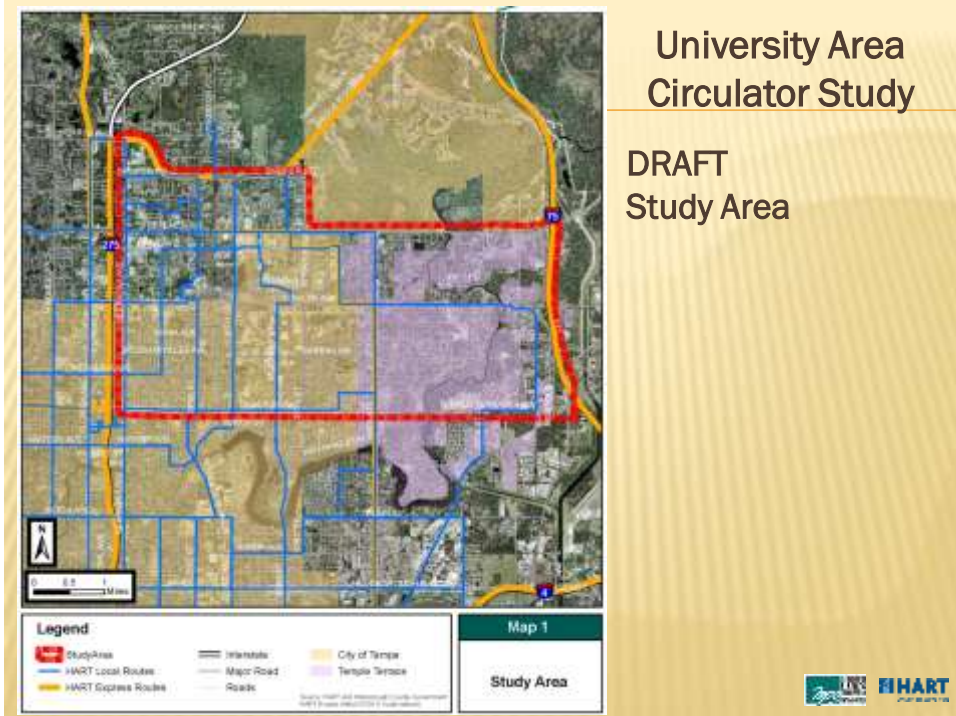
STUDY SCHEDULE

UNIVERSITY AREA CIRCULATOR STUDY

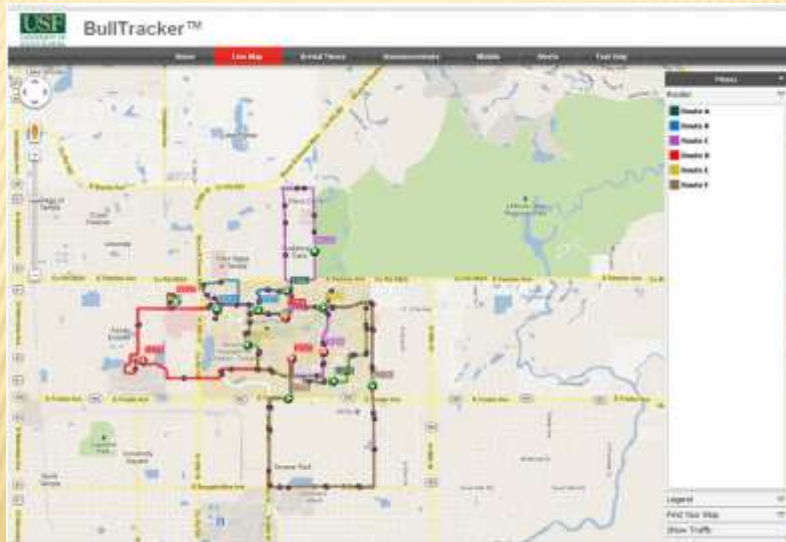


University Area Circulator Study

OVERVIEW OF STUDY AREA AND BACKGROUND RESEARCH



USF BULL RUNNER - EXISTING SERVICE (LIVE MAP)



University Area Circulator Study

HART
Daily Stop Activity
(within Study Area)





University Area Circulator Study

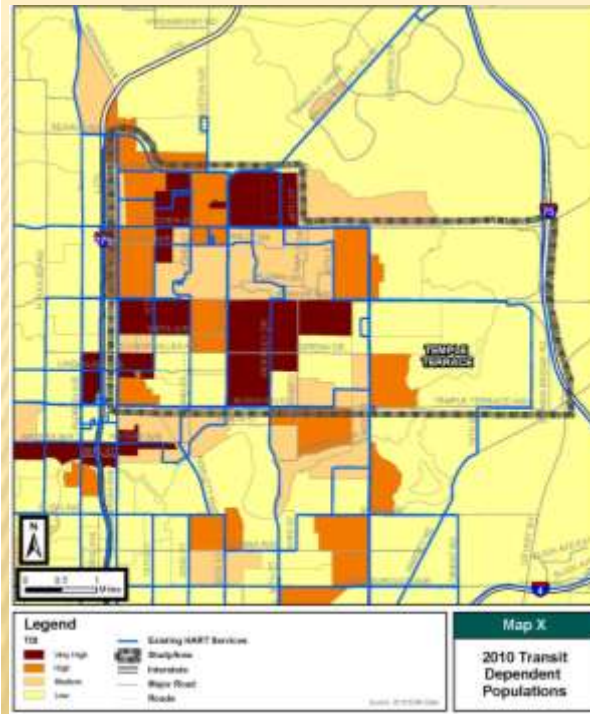
USF Bull Runner Daily Stop Activity (within Study Area)



University Area Circulator Study

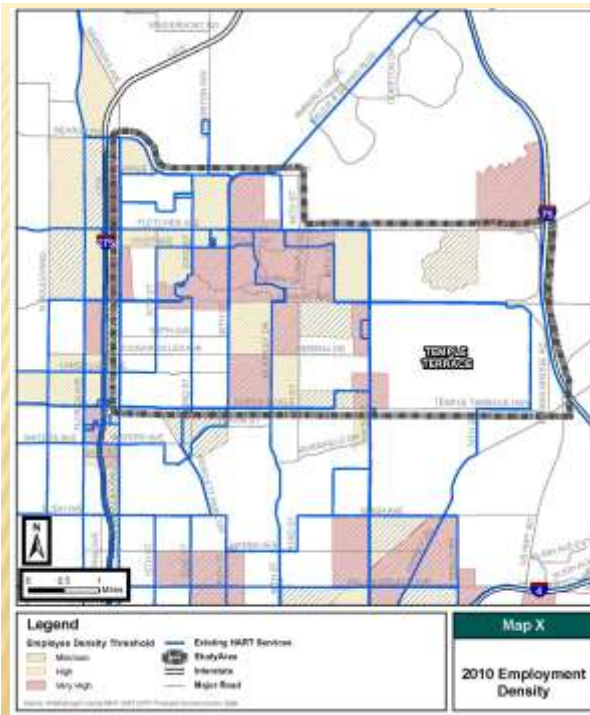
USF Faculty, Staff, and Student Residential Locations





University Area Circulator Study

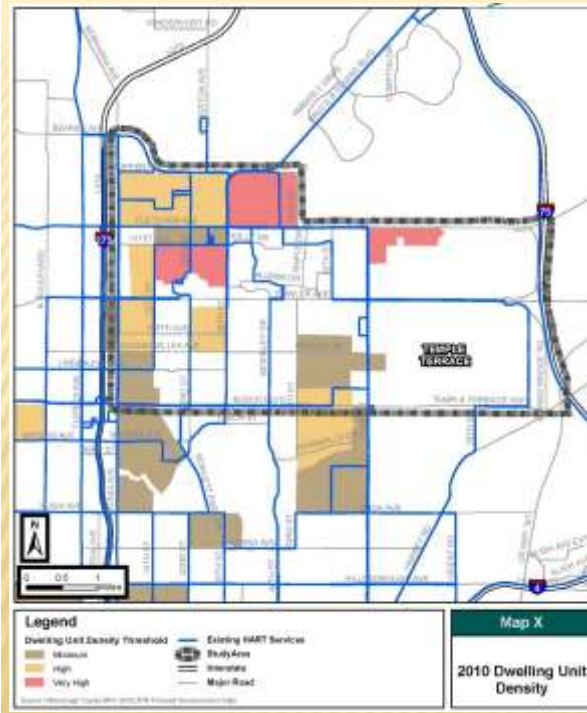
Transit Dependent Populations



University Area Circulator Study

2010 Employment Density





University Area Circulator Study

2010 Dwelling Unit Density



QUESTIONS/COMMENTS?



University Area Circulator Study

STUDY GOALS AND OBJECTIVES

UNIVERSITY AREA CIRCULATOR STUDY

- ❖ Identify Service Overlaps
- ❖ Identify Service Gaps
- ❖ Identify Existing Funding Sources
- ❖ Improve Existing Service and Circulation
 - Activity centers
 - “Connecting the dots”
- ❖ Identify Opportunities for Collaboration and Partnerships
- ❖ Identify Priorities



THOUGHTS/SUGGESTIONS?

- ❖ Study Goals and Objectives
- ❖ Stakeholder Coordination
 - Where are the missing opportunities?
 - Should anyone else be included or engaged?



UNIVERSITY AREA CIRCULATOR STUDY

- ❖ Upcoming NNTA Advisory Board Meetings
 - September 12, 2012:
 - Purpose and Need
 - Travel Market Assessment
 - Priorities
 - Preliminary Service Options
 - November 14, 2012:
 - Funding Opportunities
 - Draft Final Service Options



July 11, 2012 New North Transportation Alliance
Advisory Board Meeting



UNIVERSITY AREA CIRCULATOR STUDY

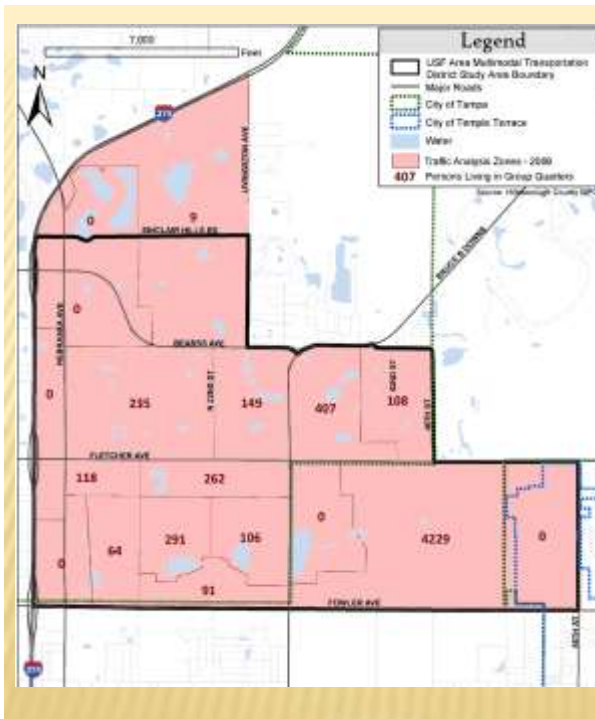
University Area Circulator Study

OTHER BACKGROUND DATA



University Area Circulator Study

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



University Area Circulator Study

USF Area MMTD – Persons Living in Group Quarters





**NEW NORTH TRANSPORTATION ALLIANCE
ADVISORY BOARD MEETING
Wednesday, September 12, 2012
CUTR on the USF Tampa Campus
Board Room
8:00 a.m. – 9:30 a.m.**

AGENDA

- 8:00 a.m.** **Welcome/Introductions**
Barbara Donerly, Chair, NNTA
USF Facilities Planning and Construction
- Approval of July Minutes**
Julie Bond, New North Transportation Alliance
- 8:10 a.m.** **Presentation: University Area Transit Circulator Study Update**
The Hillsborough MPO and HART are undertaking a study of the New North area to determine how local service can be improved. They will provide an update on the study and NNTA member input is requested.
- Scott Pringle, JACOBS
 Brandie Miklus, JACOBS
 Ryan Suarez, Tindale-Oliver & Associates
- 8:40 a.m.** **Introduction and Welcome – New USF PATS Director**
- Raymond Mensah, Director
 USF Parking and Transportation Services
- 9:00 a.m.** **Updates: NNTA Advisory Board**
- 9:20 a.m.** **Updates: NNTA Staff**
- Next Meeting** **Wednesday, November 14, 2012 – LOCATION FOR MEETING: University Area Community Development Corp. (CDC), located at 14013 N. 22nd Street**
- 9:30 a.m.** **Adjourn**

September 12, 2012

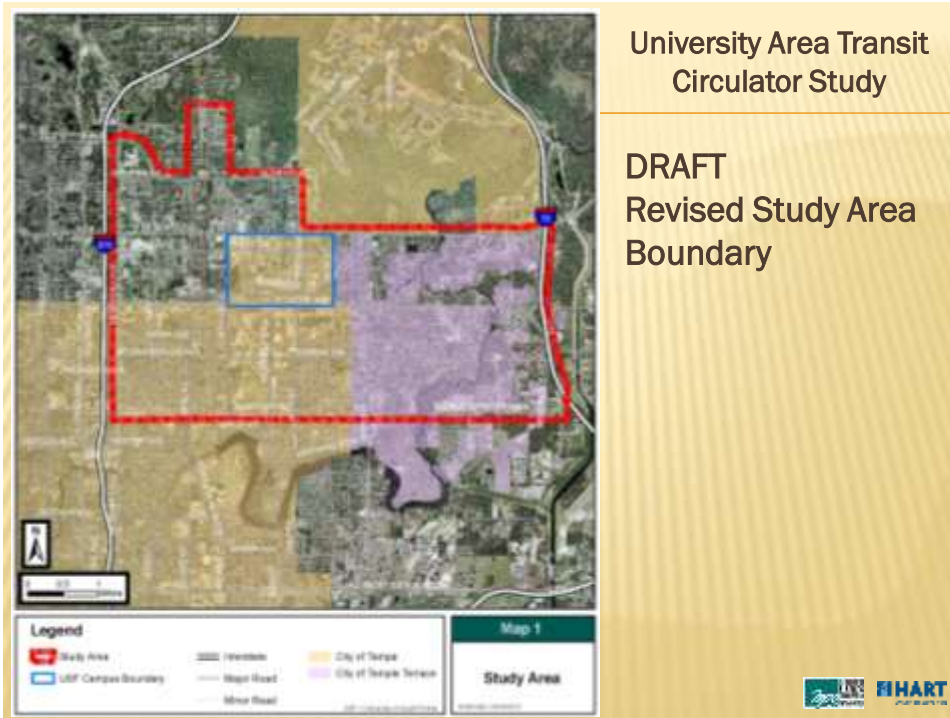
New North Transportation Alliance Advisory Board Meeting

UNIVERSITY AREA TRANSIT CIRCULATOR STUDY



University Area Transit Circulator Study

STUDY OVERVIEW



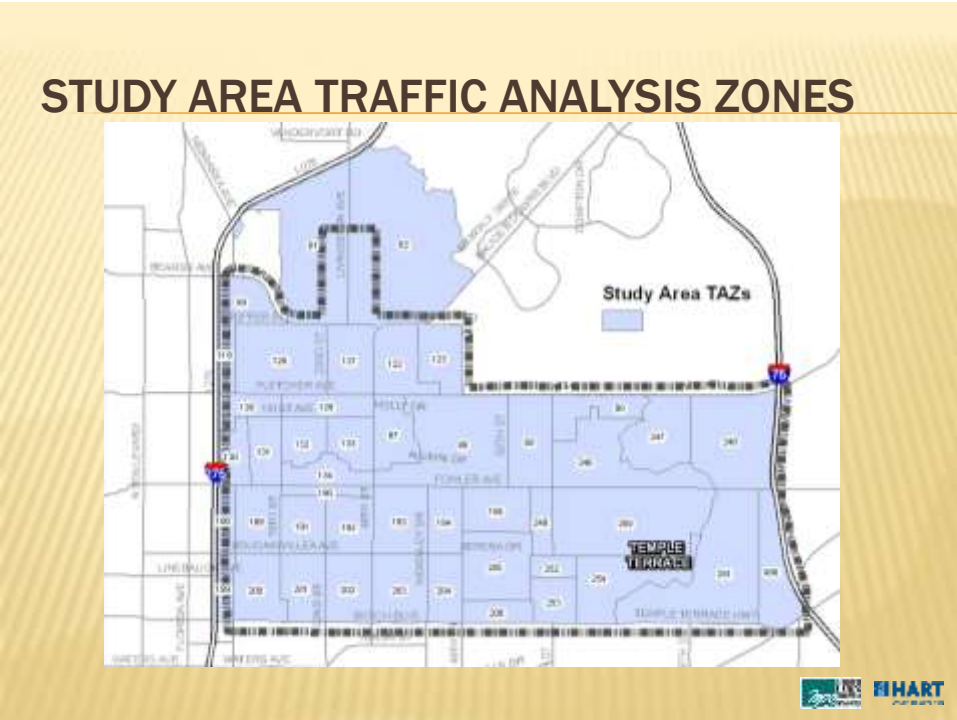
GOALS AND OBJECTIVES

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

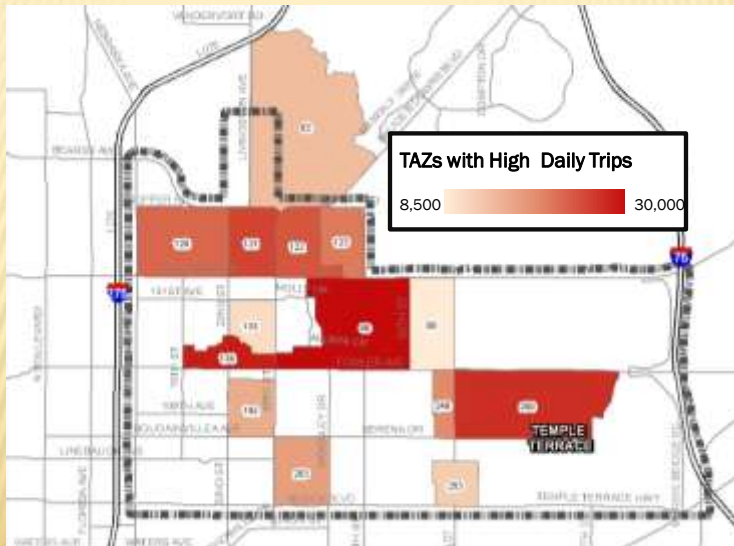
TRAVEL MARKET ASSESSMENT



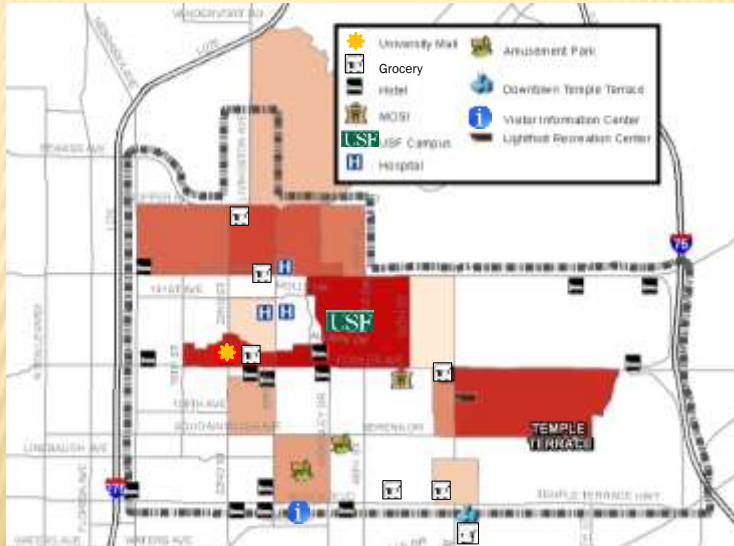
TOTAL DAILY TRIPS BY TAZ



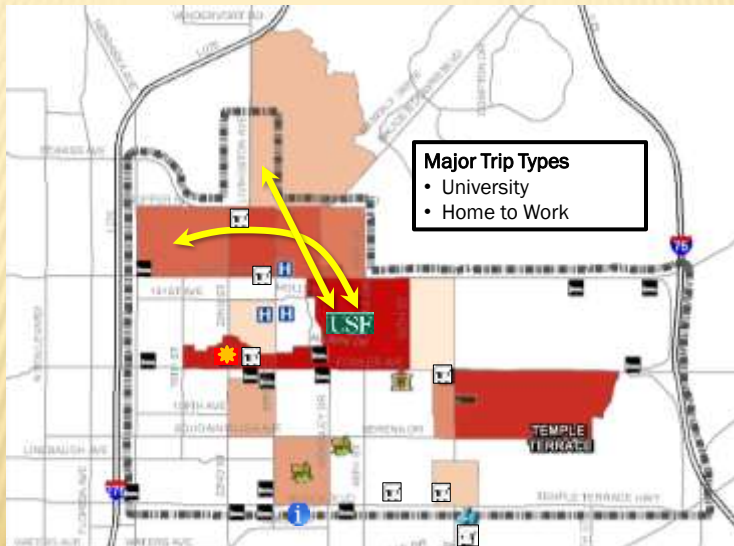
HIGH TRIP VOLUMES BY TAZ



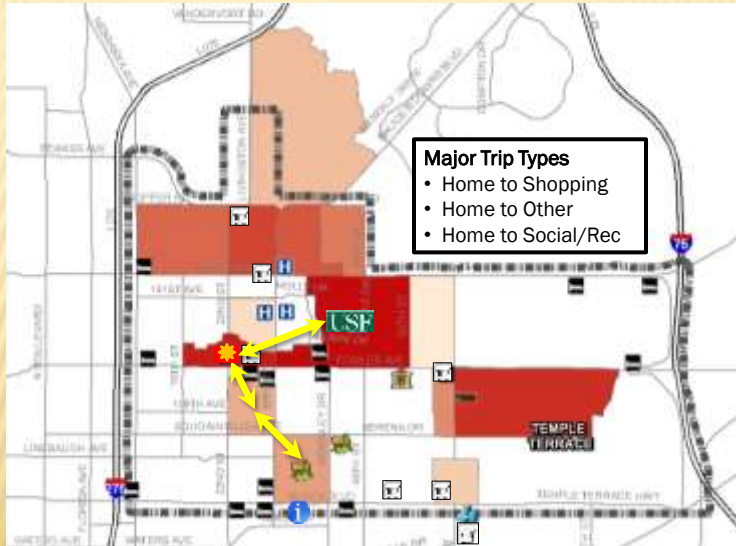
TRIP GENERATORS AND ATTRACTORS



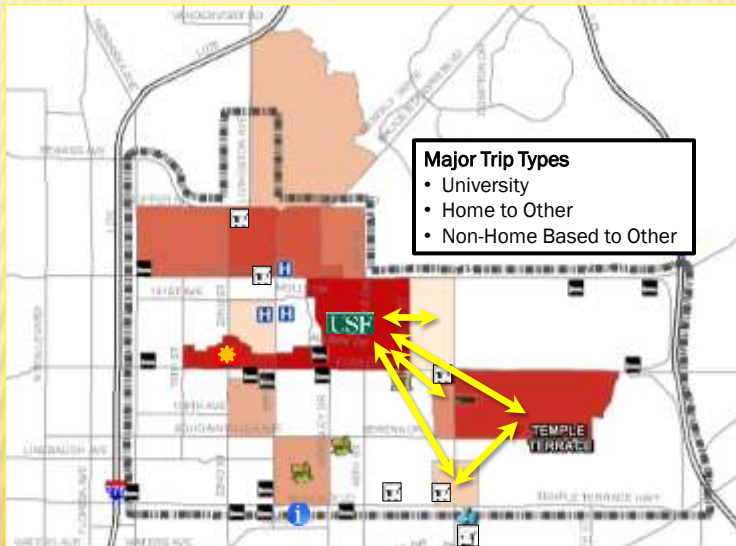
MAJOR TRIP FLOWS AND TYPES



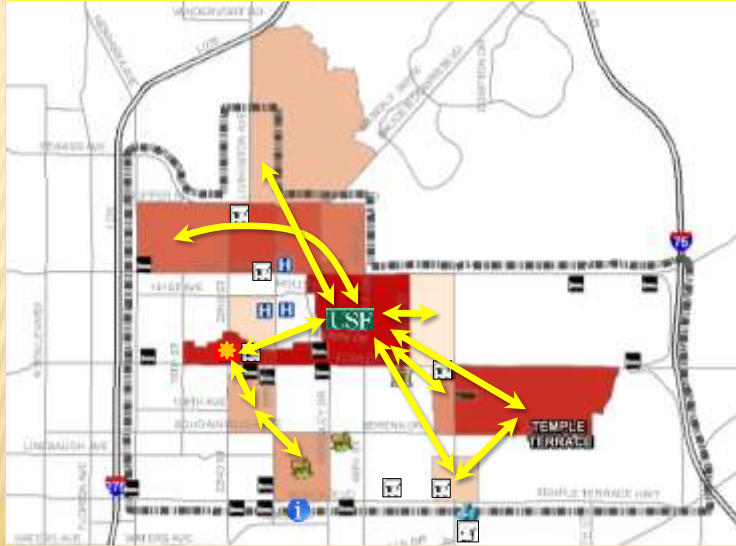
MAJOR TRIP FLOWS AND TYPES



MAJOR TRIP FLOWS AND TYPES



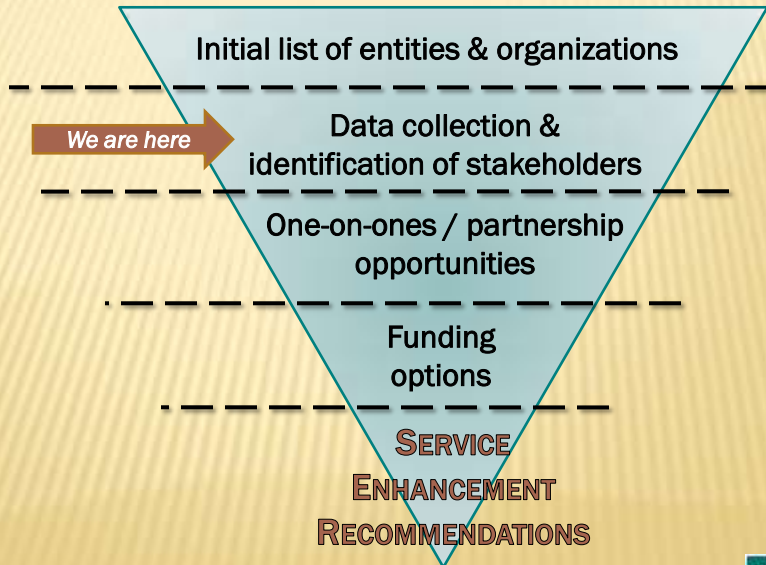
MAJOR TRIP FLOWS AND TYPES



University Area Transit Circulator Study

STAKEHOLDER CRITERIA

IDENTIFYING NEW OPPORTUNITIES



WHO ARE WE CONTACTING?

- ❖ Innovation Alliance
 - Busch Gardens
 - Florida Hospital
 - Moffitt
 - USF
- ❖ AAA
- ❖ HART (ADA/Paratransit)
- ❖ Hillsborough County
Sunshine Line
- ❖ John Knox Village
- ❖ MOSI
- ❖ Tampa Bay & Company
- ❖ City of Temple Terrace
- ❖ TBARTA
- ❖ University Mall
- ❖ Veterans' Hospital
- ❖ Area Hotels
- ❖ Medical Offices
- ❖ Transportation
Disadvantaged
Providers/Contractors



WHAT QUESTIONS ARE WE ASKING?

- ❖ What is your service area?
- ❖ What type of service(s) do you provide?
- ❖ What are your popular activity centers or points of interest?
- ❖ Who are your primary clients or users?
- ❖ Do you administer services or contract services?
- ❖ Are you interested in pursuing partnerships?



WHO WILL BENEFIT?

- ❖ 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



University Area Transit Circulator Study

NEXT STEPS



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, rkranjec@plancom.org or Steve Feigenbaum, at (813) 384-6559, feigenbaums@gohart.org.

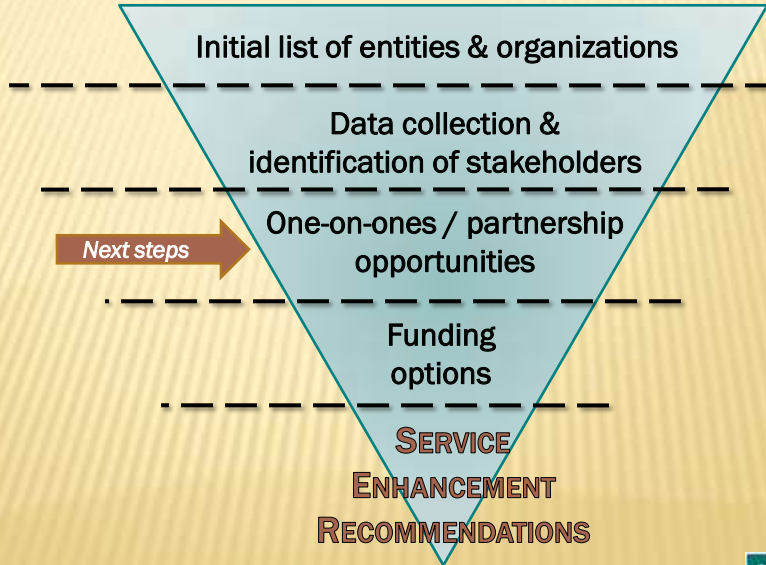
Persons in need of special accommodations under the Americans with Disabilities Act or who require interpreter services (free of charge) should contact Michele Ogilvie, (813) 273-3774 ext. 317, ogilvie@plancom.org, at least 3 business days in advance of this meeting. In accordance with Title VI of the 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

- ❖ Thurs, Oct. 4, 2012, 2-4pm: Workshop
University Area Community Center, 14013 N. 22nd 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. 22nd Street
 - Funding Opportunities
 - Draft Service Options
 - Draft Recommendations



IDENTIFYING NEW OPPORTUNITIES



September 12, 2012

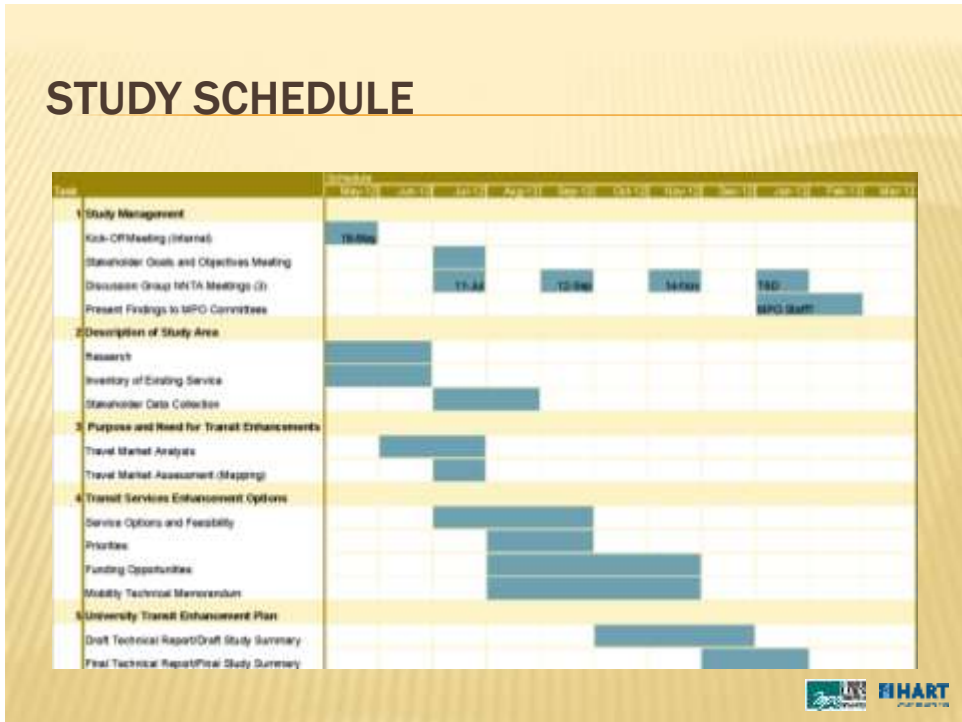
New North Transportation Alliance Advisory Board Meeting

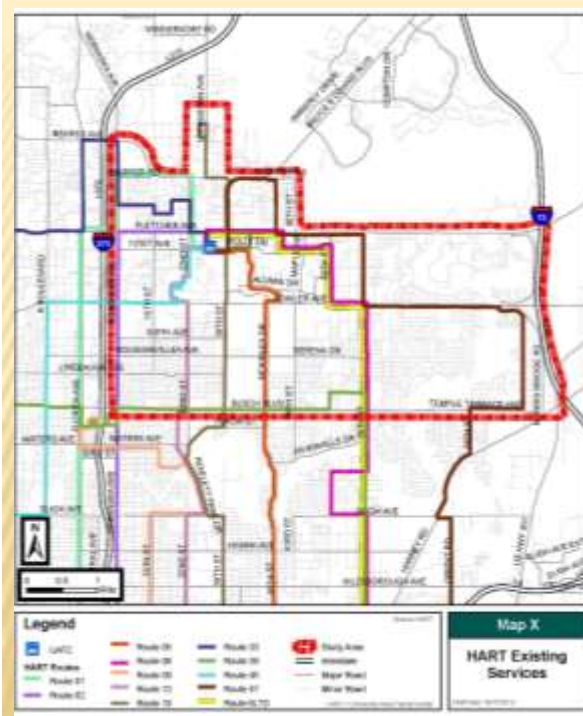
UNIVERSITY AREA TRANSIT CIRCULATOR STUDY



University Area Transit Circulator Study

OTHER BACKGROUND DATA





University Area Transit Circulator Study

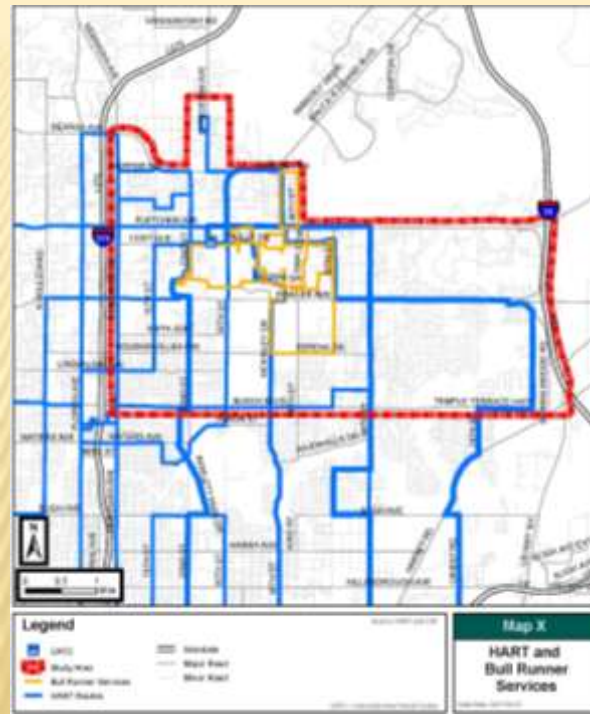
HART Existing Transit Services



University Area Transit Circulator Study

USF Bull Runner Transit Services





University Area Transit Circulator Study

HART and USF Bull Runner Transit Services



University Area Circulator Study

HART Daily Stop Activity (within Study Area)





University Area Circulator Study

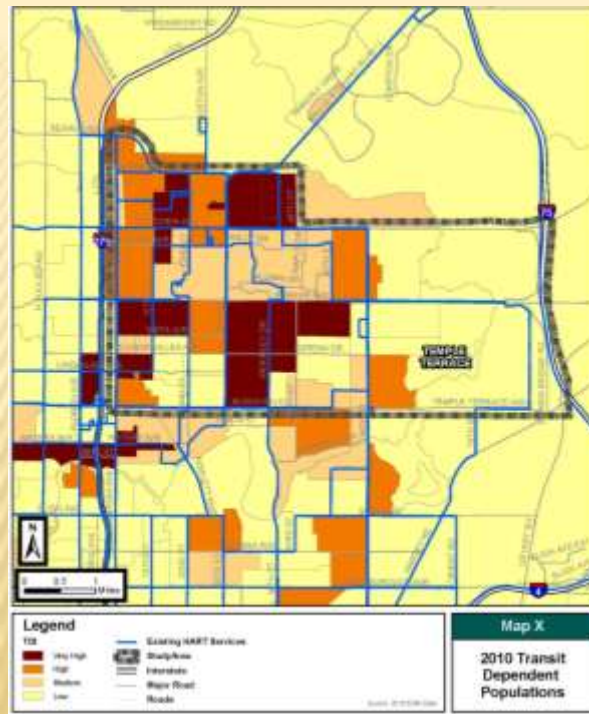
USF Bull Runner Daily Stop Activity (within Study Area)



University Area Circulator Study

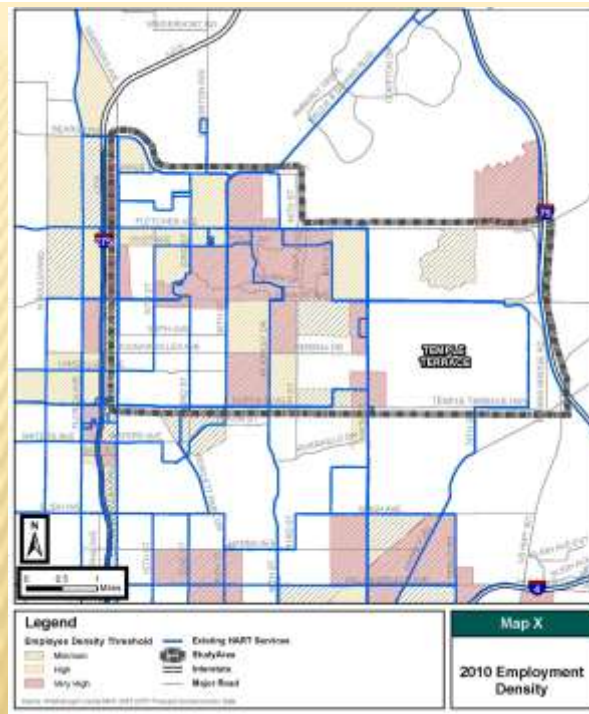
USF Faculty, Staff, and Student Residential Locations





University Area
Circulator Study

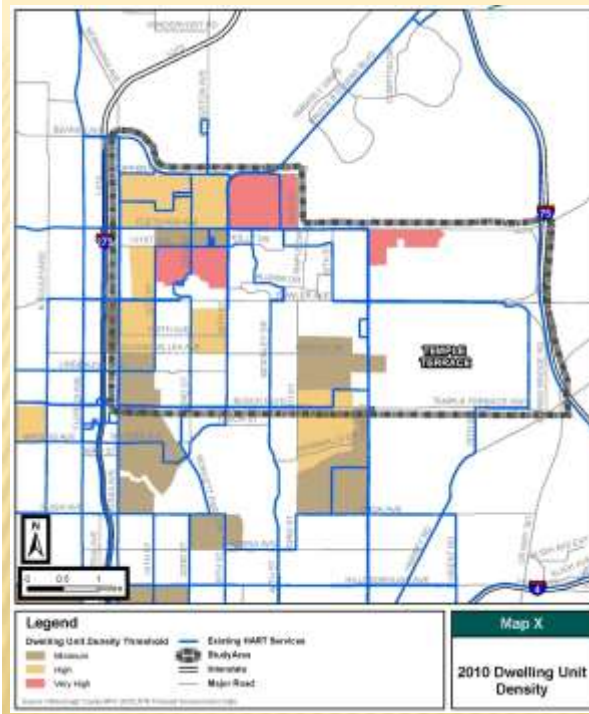
Transit Dependent
Populations



University Area
Circulator Study

2010 Employment
Density





University Area Circulator Study

2010 Dwelling Unit Density



University Area Circulator Study

USF Area Multimodal Transportation District (MMDT) – Study Area Boundary





University Area Transit Circulator Study Overview of Workshop Materials

Welcome and Sign-In

A table will be setup in the hallway of the workshop facility for attendees to sign-in.

Staff: 1 staff member (TOA)

Materials: Workshop “Welcome” Board, Sign-In sheets, pens, blank name tags, Sharpees, candy/mint bowl

Welcome Presentation (will be on loop for entire Workshop)

Once attendees have entered the room, staff will direct them to the Welcome Presentation which provides an overview of the University Area Transit Circulator Study along with instructions for the Workshop Stations. The presentation includes:

- Study Overview (Goals, objectives, study area boundary, Study pyramid, etc.)
- Examples of Circulator Systems (4 total)
- Why Are We Here? (Existing conditions and service enhancement recommendations)
- Workshop Stations (with “How To” instructions)
 - Station 1: Existing Conditions
 - Station 2: Service Options
- Thank you!

Staff: 2 Agency members (1 MPO – Greeter & 1 HART – Floater)

Materials: PowerPoint presentation, laptop, projector, screen (should be in room), table for projector, extension cords

Station 1: Existing Conditions

Station 1 will have (24x36) boards showing existing conditions within the study area, depicting HART service, USF Bull Runner service, MetroRapid plans, travel patterns and trip flows, employment and population densities, and daily stop activity. An interactive activity (36x48 “Destinations” map) will be in the middle of the station to allow participants to draw lines to and from their major destinations within the study area (“Point A” to “Point B” and so forth). The map will be public friendly with easily identifiable destination icons. In addition, a corresponding questionnaire will be provided to understand who the participants are (and represent) as well as their travel patterns within the study area.

Staff: 2 staff members (1 from both TOA & Jacobs)

Materials: 7-10 easels, 7-10 boards (Existing Conditions and “How To” boards), 1 map, markers, table for Interactive Destination Map activity, Questionnaire, pens

Station 2: Service Options

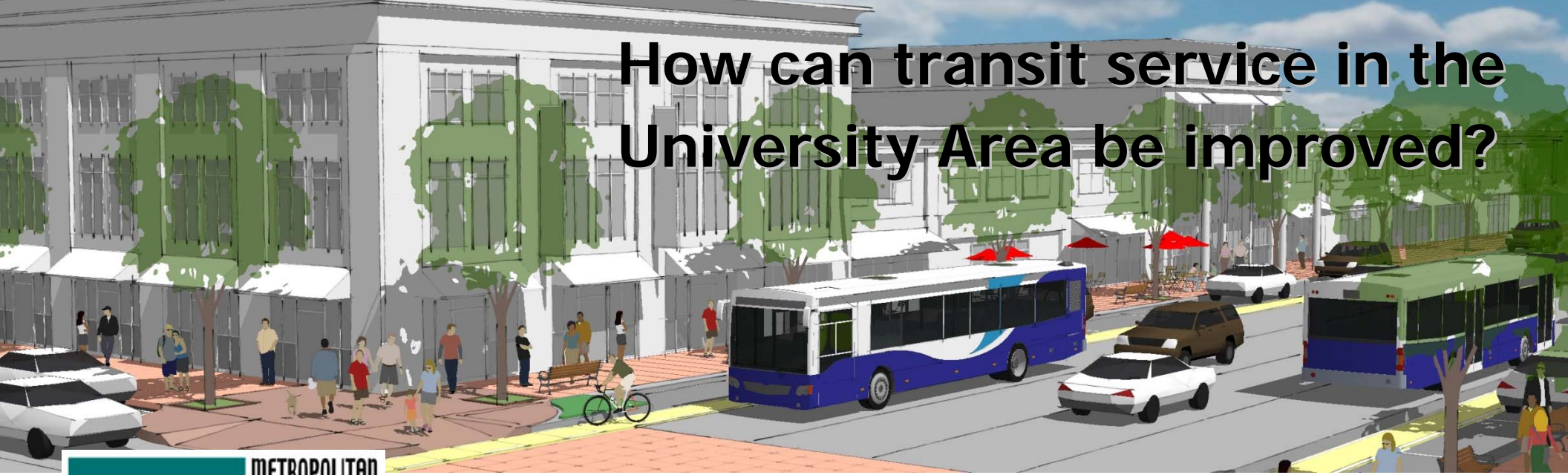
Station 2 will have a 36x48 map (showing four service options - Options A, B, C, & D) lying flat on a table so participants can view the service options and draw lines where they may make changes. Surrounding the table will be boards for each option. The four Service Options boards (36x48) will provide a description of the service, the destinations it serves, and will have a dot exercise for the participants. The dots will show if the participants would use the service, the time of day they would use the service, and for what use(s).

Staff: 2 staff members (1 from both TOA & Jacobs) + 1 Jacobs “Floater”

Materials: 5 easels, 5 boards (Service Options and “How To” boards), 1 map, markers, table for Interactive Service Options activity, dot stickers

Note: One staff member (Jacobs) to float between the two stations in order to answer difficult questions and assist in crowd control/management.

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

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Welcome!



How can transit service in the University Area be improved?



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14013 N. 22nd Street, Tampa, FL 33613



University Area Transit Circulator Study

STUDY OVERVIEW

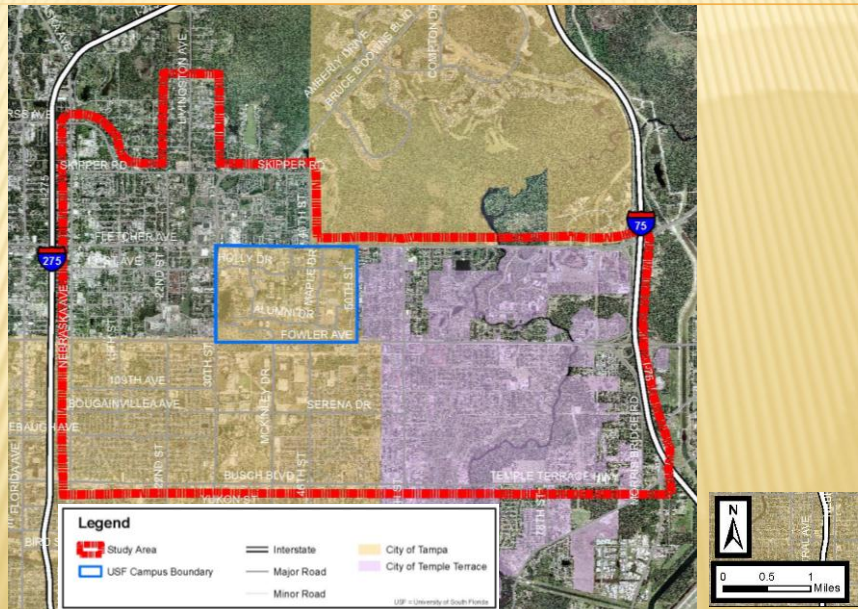
GOALS AND OBJECTIVES

Identify transit enhancements that provide better circulation in the University Area through collaboration and partnerships.

University Area Transit Circulator Study



STUDY AREA BOUNDARY



University Area Transit Circulator Study

EXAMPLES OF CIRCULATOR SYSTEMS

Circulator Examples



Los Angeles, California:
Downtown Dash Circulator



Baltimore, Maryland:
Charm City Circulator



Saint Petersburg, Florida:
Downtown Looper



Boulder, Colorado:
The HOP



Fort Lauderdale, Florida:
Sun Trolley



University Area Transit Circulator Study

STUDY CONSIDERATIONS

WHAT SERVICES ARE AVAILABLE?

HARTPlus Paratransit



Sunshine Line



HART Bus Service



Hotel Shuttle Service



USF Bull Runner



WHAT SERVICES ARE AVAILABLE?

- ❖ HART bus services, HARTPlus Paratransit and *MetroRapid* plans
- ❖ USF Bull Runner bus services (USF staff, faculty and students)
- ❖ Employee shuttles
- ❖ Visitor/tourist shuttles
- ❖ On-Call/On-Demand services

University Area Transit Circulator Study



WHAT ARE THE KEY DESTINATIONS?



WHAT ARE THE KEY DESTINATIONS?



© Busch Gardens



MOSI



© Embassy Suites



Temple Terrace

WHERE ARE THE KEY DESTINATIONS?

- ❖ University
- ❖ Work
- ❖ Residential
- ❖ Hospitals/medical facilities
- ❖ Retail
- ❖ Theme Parks

WHERE ARE THE RESIDENTS AND JOBS?

- ❖ Population and Employment
- ❖ Travel Patterns & Trip Types
- ❖ Bus Stop Activity
- ❖ Transit Dependent Population

University Area Transit Circulator Study



University Area Transit Circulator Study

PROPOSED SERVICE OPTIONS

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

WORKSHOP ACTIVITY STATIONS

STATION 1: DESTINATIONS

❖ Question:

- Where do **YOU** go in the University Area?

University Area Transit Circulator Study



STATION 1: DESTINATIONS

- ❖ **Step 1** – Look at the table map of Destinations and familiarize yourself with the University Area.
- ❖ **Step 2** – Consider where you go within the University Area, such as where you live, work, shop, eat, or play.
- ❖ **Step 3** – Using a marker, add points on the map to show where you go.
- ❖ **Step 4** – Draw straight lines to connect the points.
- ❖ **Step 5** – On these lines, write the “Participant Number” shown at the top right corner of your questionnaire.



STATION 2: PROPOSED SERVICE OPTIONS

❖ Questions:

- **WHICH** of these circulator service options do you like the most, and are more likely to use?
- **WHEN** would you use it?

University Area Transit Circulator Study



STATION 2: PROPOSED SERVICE OPTIONS

- ❖ **Step 1** – Look at the table map of Proposed Service Options, and boards describing each Option.
- ❖ **Step 2** – Consider where you would like to travel within the University Area using transit, and which Service Options you would most likely use.
- ❖ **Step 3** – On the boards, use the dot stickers to show which Service Option(s) you would use at various times of the day.
- ❖ **Step 4** – On the table map, add any route changes by marking lines on the table map.
- ❖ **Step 5** – On those lines, write the “Participant Number” shown at the top right corner of your questionnaire.



YOUR IDEAS ARE IMPORTANT!

Please place your
completed questionnaire
in one of the boxes
before you leave today.

University Area Transit Circulator Study



University Area Transit Circulator Study

THANK YOU!



University Area Transit Circulator Study























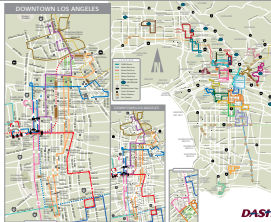


Thursday, October 04, 2012

Name	Organization (or "Self")	Address	Email	Would you like to be added to our Mailing List?
Menna Yassin	FDOT D7	Mckin	menna.yassin@dot.state.fl.us	
Jason Jackman	Cutr / SHRS	LAKE Forest	Jackman@cutr.usf.edu	Yes
Theresa Chu	USF		tchu@health.usf.edu	
Sara Hendricks	USF		hendricks@cutr.usf.edu	
Asha Greenidge	USF	Pine Court Drive	ashra@ucuil.usf.edu	yes
Barbara Donerly	USF		bdonerly@admin.usf.edu	
Isis Brown	USF		isisfrancis@gmail.com	
Cindy Sharpe	Sharpe PR	10541 Skewle e Rd	c.shapepr@verizon.net	
Mara Latonne	UACDC		mlatonne@uacdc.org	

Federal Government mailing lists are subject to the Freedom of Information Act of 1974 and require the release of these lists to the public, upon request.

Circulator Examples



	Location	Circulators	Destinations	Frequency of Service	Hours of Operation	Fare
Saint Petersburg, Florida		 Downtown Looper	Downtown Museums Tourist attractions and recreation Shopping Restaurants and night life Businesses 	 15-20 Service runs every 15-20 minutes	Weekdays/Weekends Weekdays: 10 am - 5 pm Fridays & Saturdays till Midnight Sundays: 10 am - 5 pm	 Regular fare is 50 cents
Fort Lauderdale, Florida		 Sun Trolley	Downtown Tourist attractions and recreation Shopping Restaurants and night life Businesses Hospitals/Medical Beaches 	 15-20 Service runs every 15-20 minutes	Weekdays/Weekends Weekdays: Vary between 8 am - 5 pm Weekend: Routes to beaches and convention center	 25 cents just to beaches and convention center
Baltimore, Maryland		 Charm City Circulator	Downtown Museums Tourist attractions and recreation Shopping Restaurants and night life Businesses Hospitals/Medical University of Maryland 	 10 Service runs every 10 minutes at designated stops	Weekdays/Weekends Weekdays: Vary between 6 am - 8 pm Fridays & Saturdays till Midnight Sundays: 9 am - 8 pm	
Boulder, Colorado		 The HOP	Downtown Museums Tourist attractions and recreation Shopping Restaurants and night life Businesses Hospitals/Medical University of Colorado 	 7-10 Service runs every 7-10 minutes	Weekdays/Weekends Weekdays: 7 am - Midnight Saturdays: 9 am - Midnight Sundays: 10 am - 6 pm	
Los Angeles, California		 Downtown Dash Circulator	Downtown Museums Tourist attractions and recreation Shopping Restaurants and night life Businesses Hospitals/Medical University of Southern California 	 5-15 Every 5 and 8 minutes on weekdays, and between 6-15 minutes on weekends	Weekdays/Weekends Weekdays: Vary between 5:50 am - 7 pm (depending on route) Saturdays: 6:30 am - 5 pm Sundays: 10:00 am - 5 pm	 Regular fare is 50 cents

Station 1: Destinations



Step 1 – Look at the table map of Destinations and familiarize yourself with the University Area.

Step 2 – Consider where you go within the University Area, such as where you live, work, shop, eat, or play.

Step 3 – Using a marker, add points on the map to show where you go.

Step 4 – Draw straight lines to connect the points.

Step 5 – On these lines, write the “Participant Number” shown at the top right corner of your questionnaire.

Station 2: Proposed Service Options



Step 1 – Look at the table map of Proposed Service Options, and boards describing each Option.

Step 2 – Consider where you would like to travel within the University Area using transit, and which Service Options you would most likely use.

Step 3 – On the boards, use the dot stickers to show which Service Option(s) you would use at various times of the day.

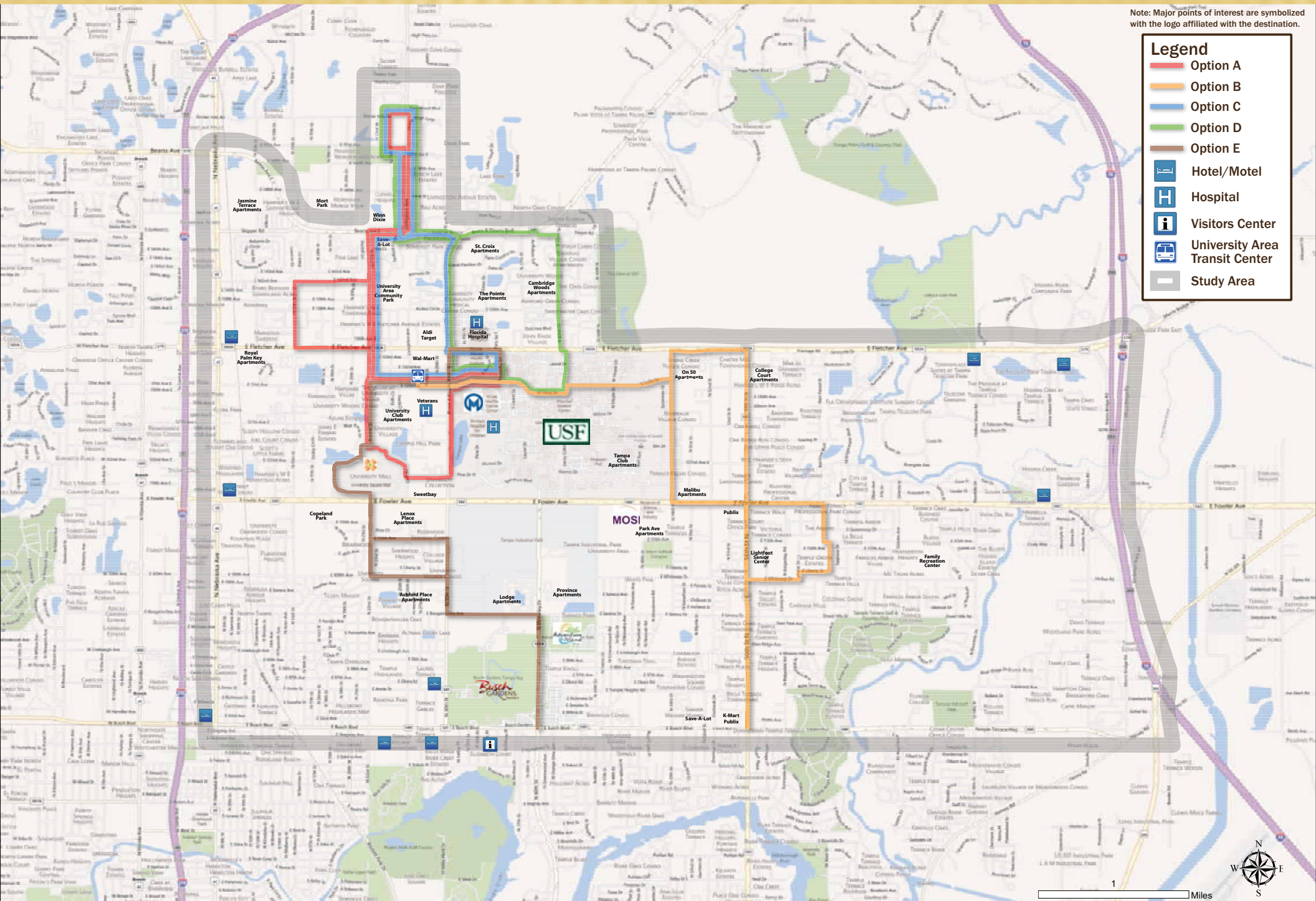
Step 4 – On the table map, add any route changes by marking lines on the table map.

Step 5 – On these lines, write the “Participant Number” shown at the top right corner of your questionnaire.

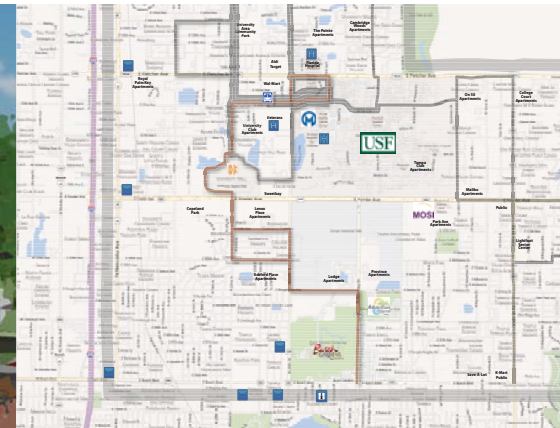
Note: Major points of interest are symbolized with the logo affiliated with the destination.

Legend

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



OPTION E



CHARACTERISTICS

Where would it go? University Area Transit Center, University Mall, Veterans Hospital, Moffitt, Florida Hospital, Busch Gardens, and Adventure Island.
Who would it serve? Shopping, social, recreational, and some medical trips, tourists, and residents.
Service Description: Fixed-route service with fixed stops connecting to Bull Runner and HART services.

USE STICKER IF YOU WOULD USE THIS OPTION.
 Place a sticker during the times you would use it.

Weekday				Weekend	
Morning 6am-9am	Late Morning/ Afternoon 9am-3pm	Early Evening 3pm-6pm	Night 6pm-11pm	Day 6am-6pm	Night 6pm-11pm



University Area Transit Circulator Study Questionnaire

Workshop

University Area Community Center

Thursday, October 4, 2012

2:00 p.m. – 4:00 p.m.

Welcome, and thank you for attending the University Area Transit Circulator Study Workshop. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

 Yes No

If so, please list nearest intersection: Bruce B Downs + Lake Forest Drive

If so, how do you travel within the area? Please circle all that apply:

 Car Bus Bike Walk

2. Do you work in the University Area? Please circle one:

 Yes No

If so, please list nearest intersection: Alumni Drive + Beard Drive (USF)

If so, how do you travel within the area? Please circle all that apply:

 Car Bus Bike Walk

3. Are you a student, faculty, or staff at the University of South Florida?

 Yes No

If so, how do you travel to the University? Please circle all that apply:

 Car Bus Bike Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

yes, HART + Bull Runner (56 bus)

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

Sidewalks, updated bus stop shelters, and frequency



University Area Transit Circulator Study Questionnaire

Workshop
University Area Community Center
Thursday, October 4, 2012
2:00 p.m. – 4:00 p.m.

7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

8. Which Service Option do you like the best? Please circle one: A B C **D**
Why do you like this option the best?

Bus connection to work and possible weekend connection

9. Which Service Option do you like the least? Please circle one: A B C D
Why do you like this option the least?

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
If you have additional comments, please email them to Christina.Kight@jacobs.com.

For more information about the University Area Transit Circulator Study, please contact Randy Kranjec, at 813.273.3774, kranjecr@plancom.org, or Steve Feigenbaum at 813.384.6559, feigenbaums@gohart.org. Thank you!

For future partnership opportunities, or if you have additional information, please provide the following:

Name: _____ Phone: _____
Email: _____



University Area Transit Circulator Study Questionnaire

Workshop
University Area Community Center
Thursday, October 4, 2012
2:00 p.m. – 4:00 p.m.

Welcome, and thank you for attending the University Area Transit Circulator Study Workshop. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: Fowler + 56th

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: 50th + Fowler

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes

No

If so, how do you travel to the University? Please circle all that apply:

Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

Bull Runner

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

decreased circulation time



University Area Transit Circulator Study Questionnaire

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7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

not for me

8. Which Service Option do you like the best? Please circle one:
Why do you like this option the best?

A B C D

It will allow to only use the transit system and not rely on my car

9. Which Service Option do you like the least? Please circle one:
Why do you like this option the least?

A B C D

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
If you have additional comments, please email them to Christina.Kight@jacobs.com.

For more information about the University Area Transit Circulator Study, please contact Randy Kranjec, at 813.273.3774, kranjecr@plancom.org, or Steve Feigenbaum at 813.384.6559, feigenbaums@gohart.org. Thank you!

For future partnership opportunities, or if you have additional information, please provide the following:

Name: _____ Phone: _____

Email: _____



Workshop

University Area Community Center

Thursday, October 4, 2012

2:00 p.m. – 4:00 p.m.

University Area Transit Circulator Study Questionnaire

Welcome, and thank you for attending the University Area Transit Circulator Study Workshop. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

 No

If so, please list nearest intersection: north of BBAB across from St Croix gts

If so, how do you travel within the area? Please circle all that apply:

 Car

Bus

Bike

 Walk

2. Do you work in the University Area? Please circle one:

 Yes

No

If so, please list nearest intersection: USF

If so, how do you travel within the area? Please circle all that apply:

 Car

Bus

Bike

 Walk

3. Are you a student, faculty, or staff at the University of South Florida?

 Yes

No

If so, how do you travel to the University? Please circle all that apply:

 Car

Bus

Bike

 Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

I could use HART routes 57 and 5 to go to work but would take too long and stops not sheltered - quicker to walk

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

see above

Other comments: Univ. Area Circulator would better complement the area if it focuses upon serving residents and employees not affiliated with USF. For example, neighborhoods south of Fowler. There is a need to connect the many shopping areas, for lower income working people.

I am aware BBAB between Fletcher and Bearss is in MPO plan for sidewalk
 (Please see reverse side for additional Station Two questions)



University Area Transit Circulator Study Questionnaire

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7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

University Mall and Shopping centers along Fowler

8. Which Service Option do you like the best? Please circle one: **A** **B** **C** **D**
Why do you like this option the best?

9. Which Service Option do you like the least? Please circle one: **A** **B** **C** **D**
Why do you like this option the least?

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
If you have additional comments, please email them to Christina.Kight@jacobs.com.

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For future partnership opportunities, or if you have additional information, please provide the following:

Name: Sara Hendricks Phone: 974-9801
Email: hendricks@ctr.usf.edu



University Area Transit Circulator Study Questionnaire

Workshop
University Area Community Center
Thursday, October 4, 2012
2:00 p.m. – 4:00 p.m.

Welcome, and thank you for attending the University Area Transit Circulator Study Workshop. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: Foster #22nd

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: USF Campus

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes

No

If so, how do you travel to the University? Please circle all that apply:

Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

No

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

USF Bull Runner

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

Faster Services on Routes



University Area Transit Circulator Study Questionnaire

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7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

No.

8. Which Service Option do you like the best? Please circle one:
Why do you like this option the best?

A B C D **E**

Provides service to house & work.

9. Which Service Option do you like the least? Please circle one:
Why do you like this option the least?

A B C D

Does not cover important areas.

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
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For future partnership opportunities, or if you have additional information, please provide the following:

Name: Asha Greenidge Phone: _____

Email: [REDACTED]@mail.usf.edu



Workshop

University Area Community Center

Thursday, October 4, 2012

2:00 p.m. – 4:00 p.m.

University Area Transit Circulator Study Questionnaire

Welcome, and thank you for attending the University Area Transit Circulator Study Workshop. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

 Yes No

If so, please list nearest intersection: Fletcher & Nebraska

If so, how do you travel within the area? Please circle all that apply:

 Car Bus Bike Walk

2. Do you work in the University Area? Please circle one:

 Yes No

If so, please list nearest intersection: Fletcher & Bruce B. Down

If so, how do you travel within the area? Please circle all that apply:

 Car Bus Bike Walk

3. Are you a student, faculty, or staff at the University of South Florida?

 Yes No

If so, how do you travel to the University? Please circle all that apply:

 Car Bus Bike Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

No

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

USF Bull Runner

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

Faster Bus - time turn around.



University Area Transit Circulator Study Questionnaire

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7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

No

8. Which Service Option do you like the best? Please circle one: A B **C** D
Why do you like this option the best?

It gets me to my destinations

9. Which Service Option do you like the least? Please circle one: A B C **D**
Why do you like this option the least?

It just didn't work for me

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
If you have additional comments, please email them to Christina.Kight@jacobs.com.

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For future partnership opportunities, or if you have additional information, please provide the following:

Name: Isis N. Brown Phone: (407) 810-8388
Email: isisfrancis@gmail.com



University Area Transit Circulator Study Questionnaire

Workshop
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Thursday, October 4, 2012
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Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: _____

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: Fowler / Fletcher & Bruce G (down)

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes

No

If so, how do you travel to the University? Please circle all that apply:

Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Corporate Parks off of Fletcher Ave (Hidden River & Telecom)

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

more frequency

(Please see reverse side for additional Station Two questions)



University Area Transit Circulator Study Questionnaire

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7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

Corporate Parks off of Fletcher (Hidden River & Telecom)

8. Which Service Option do you like the best? Please circle one:
Why do you like this option the best?

A B C D

9. Which Service Option do you like the least? Please circle one:
Why do you like this option the least?

A B C D

Please provide any additional comments or suggestions below.

Many employees at Hidden River & Telecom who could use circulator to lunch/shopping in USF (BB Downs) Fowler/Fletcher area. Seniors traveling from Sun City could use Metro Rapid PNB to pick up circulator to travel throughout area.

Please return this completed form to the questionnaire box.
If you have additional comments, please email them to Christina.Kight@jacobs.com.

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For future partnership opportunities, or if you have additional information, please provide the following:

Name: Cindy Sharpe Phone: 813 / 244-2883
Email: C. Sharpepr@verizon.net



Workshop

University Area Community Center

Thursday, October 4, 2012

2:00 p.m. – 4:00 p.m.

University Area Transit Circulator Study Questionnaire

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Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

 No

If so, please list nearest intersection: _____

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

 Yes

No

If so, please list nearest intersection: 22nd Stwn Fletcher + Beans

If so, how do you travel within the area? Please circle all that apply:

 Car

Bus

 Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes

 No

If so, how do you travel to the University? Please circle all that apply:

Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

I mostly drive, but I do occasionally utilize HART

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

More frequent stops + better lighting



University Area Transit Circulator Study Questionnaire

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7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

8. Which Service Option do you like the best? Please circle one: A B C D
Why do you like this option the best?

I work at WACDC, and I often drive to University Village during my lunch breaks

9. Which Service Option do you like the least? Please circle one: A B C D
Why do you like this option the least?

It's not relevant for my needs.

Please provide any additional comments or suggestions below.

I like that HART is in the process of implementing this extension & asking the community for input

Please return this completed form to the questionnaire box.
If you have additional comments, please email them to Christina.Kight@jacobs.com.

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For future partnership opportunities, or if you have additional information, please provide the following:

Name: Mara Latourne Phone: 813-558-5212
Email: mlatourne@wacdc.org





**NEW NORTH TRANSPORTATION ALLIANCE
ADVISORY BOARD MEETING
Wednesday, November 14, 2012
NOTE MEETING LOCATION CHANGE
University Area Community Development Corporation
Community Center 14013 North 22nd Street, Tampa, FL
8:00 a.m. – 9:30 a.m.**

**DRAFT
AGENDA**

- 8:00 a.m. Welcome/Introductions**
Barbara Donerly, Chair, NNTA
USF Facilities Planning and Construction
- Approval of September Minutes**
Sara Hendricks, New North Transportation Alliance
- 8:10 a.m. Introduction, Dan Jurman, Executive Director and CEO**
University Area Community Development Corporation, Inc.
- 8:20 a.m. Introduction, John Schueler**
USF Executive Director for Corporate Development
Innovation Alliance
- 8:30 a.m. Updates: NNTA Advisory Board**
- 8:40 a.m. Updates: NNTA Staff**
- 8:45 a.m. Adjourn.**
- 8:45 a.m. University Area Transit Circulator Study Activity (open to public)**
NNTA member input is requested regarding identification of trip origins and destinations in the University Area which would benefit from public transit circulator service. The Hillsborough MPO and HART staff will display examples of successful transit circulators throughout the U.S. and maps showing existing HART service, existing USF Bull Runner service that is available to USF students and staff only, and five alternative conceptual circulator routes for consideration and comment. Consultants for the Circulator Study also will provide a brief presentation on the Study's progress.
- Hillsborough MPO
HART
Consultant Team (JACOBS and TOA)



NNTA Advisory Board
 University Area Community Center
 Wednesday, November 14, 2012
 8:00 a.m. – 9:30 a.m.

University Area Transit Circulator Study Questionnaire

Welcome, and thank you for attending today's meeting. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

Yes No

If so, please list nearest intersection: 50th Street + Fowler Ave.

If so, how do you travel within the area? Please circle all that apply:

Car Bus Bike Walk

2. Do you work in the University Area? Please circle one:

Yes No

If so, please list nearest intersection: _____

If so, how do you travel within the area? Please circle all that apply: NA Car Bus Bike Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes No Alumni as student

If so, how do you travel to the University? Please circle all that apply:

Car Bus Bike Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Skate Park

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

HART

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

More frequency.



NNTA Advisory Board
 University Area Community Center
 Wednesday, November 14, 2012
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University Area Transit Circulator Study Questionnaire

7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

8. Which Service Option do you like the best? Please circle one:
 Why do you like this option the best?

A B C D E₂

9. Which Service Option do you like the least? Please circle one:
 Why do you like this option the least?

A B C D E

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
 If you have additional comments, please email them to Christina.Kight@jacobs.com.

For more information about the University Area Transit Circulator Study, please contact Randy Kranjec, at 813.273.3774, kranjec@plancom.org, or Steve Feigenbaum at 813.384.6559, feigenbaums@gohart.org. Thank you!

For future partnership opportunities, or if you have additional information, please provide the following:

Name: _____ Phone: _____
 Email: _____



NNTA Advisory Board
University Area Community Center
Wednesday, November 14, 2012
8:00 a.m. – 9:30 a.m.

University Area Transit Circulator Study Questionnaire

Welcome, and thank you for attending today's meeting. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

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Station One Questions

- Do you live in the University Area? Please circle one: Yes No
 If so, please list nearest intersection: Lakeforest Dr. + Bruce B. Downs Blvd
 If so, how do you travel within the area? Please circle all that apply: Car Bus Bike Walk
- Do you work in the University Area? Please circle one: Yes No
 If so, please list nearest intersection: N 56th + Fowler Ave
 If so, how do you travel within the area? Please circle all that apply: Car Bus Bike Walk
- Are you a student, faculty, or staff at the University of South Florida? Yes No
 If so, how do you travel to the University? Please circle all that apply: Car Bus Bike Walk
- After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?
from 42nd St to USF

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?
Bus stops w/ signs only should be shelters, HART needs bus route real time technology same similar to BullTracker, increased headways.



University Area Transit Circulator Study Questionnaire

NNTA Advisory Board
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7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

All the important areas appear to be served

8. Which Service Option do you like the best? Please circle one:
Why do you like this option the best?

A B C D

A or C appear to meet the needs of residents more so than the other routes

9. Which Service Option do you like the least? Please circle one:
Why do you like this option the least?

A B C D

E. I think it would be used the least although USF students can purchase annual passes for \$50

Please provide any additional comments or suggestions below.

local Apts, 22nd St, UATC, hospitals, + USF are the most important destinations

Please return this completed form to the questionnaire box.
If you have additional comments, please email them to Christina.Kight@jacobs.com.

For more information about the University Area Transit Circulator Study, please contact Randy Kranjec, at 813.273.3774, kranjec@plancom.org, or Steve Feigenbaum at 813.384.6559, feigenbaums@gohart.org. Thank you!

For future partnership opportunities, or if you have additional information, please provide the following:

Name: Brad Parrish Phone: 813.506.6480
Email: bparrish@templeterrace.com



NNTA Advisory Board
 University Area Community Center
 Wednesday, November 14, 2012
 8:00 a.m. – 9:30 a.m.

University Area Transit Circulator Study Questionnaire

Welcome, and thank you for attending today's meeting. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: _____

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: _____

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes

No

If so, how do you travel to the University? Please circle all that apply:

Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?
Consider adding other alternative modes of transportation e.g. carpool

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

n/a

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?



NNTA Advisory Board
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University Area Transit Circulator Study Questionnaire

7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

8. Which Service Option do you like the best? Please circle one: **A** **B** **C** **D**
 Why do you like this option the best?

9. Which Service Option do you like the least? Please circle one: **A** **B** **C** **D**
 Why do you like this option the least?

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
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Name: _____ Phone: _____

Email: _____



NNTA Advisory Board
University Area Community Center
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University Area Transit Circulator Study Questionnaire

Welcome, and thank you for attending today's meeting. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: Temple Terrace

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: USF

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes

No

If so, how do you travel to the University? Please circle all that apply:

Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

No, Route 6 is not convenient. I've ridden many times and have stopped because of the route.

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

more frequent and different route



NNTA Advisory Board
 University Area Community Center
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University Area Transit Circulator Study Questionnaire

7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

8. Which Service Option do you like the best? Please circle one: **A** **B** **C** **D**
 Why do you like this option the best?

9. Which Service Option do you like the least? Please circle one: **A** **B** **C** **D**
 Why do you like this option the least?

Please provide any additional comments or suggestions below.

The enhancement of walking and biking routes must be made.

Please return this completed form to the questionnaire box.
 If you have additional comments, please email them to Christina.Kight@jacobs.com.

For more information about the University Area Transit Circulator Study, please contact Randy Kranjec, at 813.273.3774, kranjecr@plancom.org, or Steve Feigenbaum at 813.384.6559, feigenbaums@gohart.org. Thank you!

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Name: _____ Phone: _____
 Email: _____



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University Area Community Center
Wednesday, November 14, 2012
8:00 a.m. – 9:30 a.m.

University Area Transit Circulator Study Questionnaire

Welcome, and thank you for attending today's meeting. Please complete the questionnaire while participating at each station and place in a designated box before you leave today.

Station One Questions

1. Do you live in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: Fowler / Gillette

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

Yes

No

If so, please list nearest intersection: USF

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

Yes

No

If so, how do you travel to the University? Please circle all that apply:

Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

no

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

more convenience



NNTA Advisory Board
 University Area Community Center
 Wednesday, November 14, 2012
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University Area Transit Circulator Study Questionnaire

7. After seeing the different Service Options, do any other destinations in the University Area need to be served by a circulator service?

8. Which Service Option do you like the best? Please circle one: A **B** C D
 Why do you like this option the best?

Option C, A, E complement the Bullrunner the best w/o duplicate nearest my home

9. Which Service Option do you like the least? Please circle one: A B C D
 Why do you like this option the least?

All the options serve different populations effectively

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
 If you have additional comments, please email them to Christina.Kight@jacobs.com.

For more information about the University Area Transit Circulator Study, please contact Randy Kranjec, at 813.273.3774, kranjecr@plancom.org, or Steve Feigenbaum at 813.384.6559, feigenbaums@gohart.org. Thank you!

For future partnership opportunities, or if you have additional information, please provide the following:

Name: _____ Phone: _____

Email: _____



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Yes

 No

If so, please list nearest intersection: _____

If so, how do you travel within the area? Please circle all that apply:

Car

Bus

Bike

Walk

2. Do you work in the University Area? Please circle one:

 Yes

No

If so, please list nearest intersection: USF / Fowler & MacAlister

If so, how do you travel within the area? Please circle all that apply:

 Car

Bus

Bike

Walk

3. Are you a student, faculty, or staff at the University of South Florida?

 Yes

No

If so, how do you travel to the University? Please circle all that apply:

 Car

Bus

Bike

Walk

4. After reviewing the major destinations within the University Area, are there additional major destinations you would like to see added?

Station Two Questions

5. If you circled bus in any of the above questions, do you use Hillsborough Area Regional Transit Authority (HART) services, USF Bull Runner services, or a private provider?

6. What enhancements would need to be made to transit service around the University Area for you to ride transit?

Connection to my neighborhood in New Tampa



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8. Which Service Option do you like the best? Please circle one: **A** **B** **C** **D**
 Why do you like this option the best?

9. Which Service Option do you like the least? Please circle one: **A** **B** **C** **D**
 Why do you like this option the least?

Please provide any additional comments or suggestions below.

Please return this completed form to the questionnaire box.
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For future partnership opportunities, or if you have additional information, please provide the following:

Name: SHAWNA NEKAR Phone: 813-974-8368
 Email: SHAWNANEKAR@USF.EDU

University Area Transit Circulator Study - Stakeholders (DRAFT 9/07/12)

Criteria for Stakeholder Selection

Organization/Entity	Service Provider or Point of Interest	Service Area If Transit Service Provider	Service Type (Fixed Route/On Demand)	Partnership Opportunities	Who benefits from the Service? (Target Pop)	Point of Interest (close proximity/Relation to Point of Interest)	Meets Criteria	Reason
Innovation Alliance	n/a	n/a	n/a	Yes	Study Area	n/a	Yes	Potential Partner
Busch Gardens	Point of Interest	n/a	n/a	Yes	Tourists & Visitors, Employees	POI	Yes	Potential Partner Point of Interest
Florida Hospital (Tampa Bay Division)	Point of Interest	n/a	n/a	Yes	Seniors, Employees, Medical patients w/o special needs	POI	Yes	Potential Partner Point of Interest
H. Lee Moffitt Cancer Center and Research Institute	Point of Interest	Only in Study Area	Fixed Route- Employee Shuttle	Yes	Employees, Medical patients w/o special needs	POI with shuttle service	Yes	Potential Partner Point of Interest Service Commonalities
USF	Point of Interest, Service Provider	Only in Study Area	Fixed Route	Yes	Students, employees	POI	Yes	Potential Partner Point of Interest Service Commonalities
Museum of Science and Industry (MOSI)	Point of Interest	n/a	n/a	Yes	Employees, Tourists & Visitors	POI	Yes	Potential Partner Point of Interest
City of Temple Terrace	Service Provider	Only in Study Area	On Demand	Yes	Seniors,	Publix Lightfoot (Senior) Rec Center	Yes	Service Provider
University Mall	Point of Interest	Only in Study Area	n/a	Yes	Seniors, Students, Employees, Tourists & Visitors, Medical patients w/o special needs	POI	Yes	Potential Partner Point of Interest
Retirement homes/Senior living facilities Ex: John Knox Village	Point of Interest Service Provider	In and outside of Study Area	On Demand	Possible	Seniors	POI	Somewhat	Point of Interest
Hyatt Place Hotel	Point of Interest	Shuttle 2-3 mile radius - to Busch Gardens every Hour/	Fixed Route/On Demand	Possible	Employees, Tourists & Visitors	POI	Somewhat	Point of Interest
University Area Community Development Corp. (CDC)								
University Square Civic Association								
Hillsborough County Sunshine Line	Service Provider	In and outside of Study Area	On Demand	Possible?	Seniors, low income, disabled	n/a	Somewhat	Meets target population
HART ADA Complimentary Paratransit (Interlocal Agreement)	Service Provider	In and outside of Study Area	On Demand	?	Disabled	n/a	No	Not target population
James A. Haley Veterans' Hospital	Point of Interest Service Provider?	Only in Study Area	Shuttle patients/ employees	Yes	Employees, Tourists & Visitors, Medical patients w/o special needs	POI	Yes	Potential Partner Point of Interest Service Commonalities

University Area Transit Circulator Study - Stakeholders (DRAFT 9/07/12)

Criteria for Stakeholder Selection

Organization/Entity	Service Provider or Point of Interest	Service Area If Transit Service Provider	Service Type (Fixed Route/On Demand)	Partnership Opportunities	Who benefits from the Service? (Target Pop)	Point of Interest (close proximity/Relation to Point of Interest)	Meets Criteria	Reason
Mental Health Care, Inc.								
Quality of Life Community Services, Inc.	Service Provider purchase services from contractors	In and outside of Study Area	On Demand & Ciculator	Possible	Transportation disadvantaged	n/a	Somewhat	Needs follow-up Interest in partnership
Hotels	Point of Interest	Some Shuttle 2-3 mile radius	tbd	Possible	Employees, Tourists & Visitors	POI	Somewhat	Point of Interest
Medical Office Buildings Ex: Medical Arts Building	Point of Interest	n/a	n/a	Possible	Employees, Medical patients w/o special needs	n/a	Somewhat	Point of Interest
TBARTA	Service Provider	Regional Service	On Demand: Self-Carpool/ Vanpool	No	Employees, students	Many commuters to VA Hospital	No	Not POI, not similar service
Tampa Bay & Company	Resource	Hillsborough County	n/a	n/a	Tourists & Visitors	n/a	No	Resource
AAA	Resource	n/a	n/a	n/a	n/a	Busch Gardens MOIS Adventure Island Hyatt Place Hotel	No	Resource
Angels Unaware, Inc.	Service Provider	In and outside of Study Area	On Demand	No	Profoundly disabled	n/a	No	Not target population
Hillsborough Achievement and Resource Center, Inc.	Service Provider	All of Hillsborough	On Demand	No	Adults with disabilities	n/a	No	Not target population
Human Development Center	Service Provider	In and outside of Study Area	On Demand	No	Adults within their facilities	n/a	No	Not target population
MMG Transportation	Service Provider	In and outside of Study Area	On Demand	No	Medicaid Only	n/a	No	Not target population

Tampa Housing Authority
 Hidden River Office Park
 Telecom Business Park
 Bavarian Village Condominiums
 Citizens for West Meadows
 Temple Crest Civic Association
 City of Tampa

Potential Partnership Opportunity

No Partnership Opportunity

Christina Follow-Up

Brandie- Follow-Up

Not contacted- not service provider.

University Area Transit Circulator Study - Stakeholders (DRAFT 8/10/12)



New North Transportation Alliance (NNTA) Advisory Board

Organization/Entity	NNTA Board Member	One-on-One Contact	Notes
Bavarian Village Condominium Association*	Pete Hewitt		
Busch Gardens*	Unfilled	Jim Dean, President	Mariana Frey used to be the rep; she was transferred. One of the 4 founding members of the Innovation Alliance.
Citizens for West Meadows	Chas Marino		
Florida Hospital (Tampa Bay Division)*	Unknown	John Harding, President & CEO	Currently not shown on website. Used to be University Community Hospital. One of the 4 founding members of the Innovation Alliance.
H. Lee Moffitt Cancer Center and Research Institute*	Unknown	Alan F. List, President & CEO	Currently not shown on website. One of the 4 founding members of the Innovation Alliance.
Museum of Science and Industry (MOSI)*	Wit Ostrenko	Wit Ostrenko, President & CEO	Currently not shown on website; received rep info from Sara Hendricks.
Temple Crest Civic Association*	Terry Neal		Terry Neal is the rep but has not attended the last few meetings.
City of Temple Terrace*	Brad Parrish		
University Area Community Development Corp. (UACDC)*	Unfilled	Commissioner Victor Crist / Dan Jurman, President & CEO	Tom Locke serves on as Treasurer, but they do not have a designated rep for the NNTA.
University Mall*	Tom Locke, NNTA Co-Chair	Tom Locke, General Manager	
University of South Florida (USF)	Barbara Donerly, NNTA Co-Chair Facilities, Planning and Construction	Judy Genshaft, President	
USF	Rick Fallin Parking and Transportation Services		
University Square Civic Association*	Dr. Fredric Zerla		
James A. Haley Veterans' Hospital*	Carolyn Clark		Currently not shown on website; received rep info from Sara Hendricks.
FDOT District Seven	Unknown		Government Partner
Hillsborough Area Regional Transit Authority (HART)	Unknown		Government Partner
Hillsborough County	Unknown		Government Partner
City of Tampa	Councilwoman Lisa Montelione	Lisa Montelione	Government Partner
CUTR, USF	Julie Bond, NNTA Co-Director		Non-Member
CUTR, USF	Sara Hendricks, NNTA Co-Director		Non-Member
CUTR, USF	Phil Winters		Non-Member

Additional Stakeholders

Organization/Entity	Specific Information	One-on-One Contact	Notes
TBARTA*	n/a		Bob Clifford, Executive Director and Amy Ellis, Communications & Government Relations Director
Tampa Housing Authority*	n/a		Possible grant opportunity. Jerome Ryans, President & CEO.
Tampa Bay & Company*	n/a		Mentioned at 7/11/12 NNTA Advisory Board meeting.
Tampa Bay Visitor Information Center	n/a		http://swisschaletbedandbreakfast.com/tampa_vacation_information.html
AAA*	n/a		
Hidden River Office Park*	n/a		
Telecom Business Park*	n/a		
Medical Office Buildings*	n/a		Ex: Medical Arts Building, University Community Medical Center
Employers & Employees	n/a		
Residents	n/a		
Students	n/a		
Tourists	n/a		
Hotels*	n/a		
Retirement homes/Senior living facilities*	n/a		Ex: John Knox Village
The Planning Commission	Pedro Parra & Yeneka Mills (staff)		Pedro & Yeneka are working on the University Area Community Plan update. They have an Open House on 9/4/12.
City of Tampa	Jean Duncan, Transportation Manager (staff)		
North Tampa Chamber	recommended by Sara Hendricks- future coordination		info@northtampachamber.com
Temple Terrace Chamber	recommended by Sara Hendricks- future coordination	Barbara Sparks-McGinchy Executive Director	sparks@templeterracechamber.com

New Tampa Chamber	recommended by Sara Hendricks- future coordination	Karen Frashier (Administrator?)	info@newtampachamber.org
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Agencies Under Coordination Agreements for the Transportation Disadvantaged**

Source: Hillsborough County Transportation Disadvantaged Service Plan, 2012-2016, updated April 2012.

Operator/Contractor	Clients	Contact Names <i>(Not for One-on-One)</i>	Service (Headways, Frequencies, Hours of Service, etc.)
Angels Unaware, Inc.*	Persons with moderate, severe, and profound mental deficiencies, with secondary disabilities including severe behavioral disorders, deafness, blindness, autism, cerebral palsy, and epilepsy	Ross O'Banion	Because of the special needs of their clients, Angels Unaware provides on-board aides to ensure the safety of their residents during transport. Transportation is provided for 9 group homes operated by this agency. Residents are transported to sheltered workshops and job sites; adult day care; medical appointments; social, educational, and religious activities; and for personal business such as shopping, banking, or other appointments.
HART ADA Complimentary Paratransit* (Interlocal Agreement)	ADA Paratransit	Sylvia Castillo	ADA Paratransit.
Hillsborough Achievement and Resource Center, Inc.*	Persons with developmental disabilities.	Richard Lilliston	Transport to and from day programs and on community outings, to employment and job training, and for doctor's appointments, and consumer training such as food shopping and other community-based needs.
Human Development Center*	Adults with developmental disabilities.	Jim Bell	Transport for medical, training, education, life sustaining, employment, nutrition, and social trips.
Mental Health Care, Inc.*	Predominately indigent persons with a history of mental illness	Amanda Sherman	Transport in-patient, residential and homeless clients to medical and other appointments.
MMG Transportation*	Medicaid	Kevin Murdy	Medicaid non-emergency transportation to Medicaid compensable services.
Quality of Life Community Services, Inc.*	Elderly and disabled	Michael Moses	Quality of life trips where or when not otherwise available.
City of Temple Terrace*	Temple Terrace resident seniors who are unable to drive	Karl Langefeld	With a 48-hour notice, transportation is available to local stores, doctors, beauty salons, and other local facilities. The van also provides transportation for three field trips per month.

NOTES:

*Recommend contacting them for information regarding transportation services they provide.

**Not all agencies under coordination agreements for the transportation disadvantaged are within the University Area; those operators/contractors listed may be involved in this Study.

Tampa Innovation Alliance: Per the 8/2/12 Hillsborough County BOCC Meeting, the "Innovation Destination" action item's expected completion date is 9/19/12. Principle members of the alliance are currently in "Planning Phase."

News source: <http://www.bizjournals.com/tampabay/print-edition/2011/07/08/innovation-alliance-forms-with-big.html?page=all>

The Alliance has 2 goals: 1) Make North Tampa more welcoming and create a sense of entry for the university, hospitals, and theme park;

2) Establish a brand for the area that emphasizes each institution's role as an innovator in health, research, education or entertainment.

News source: <http://www.tampabay.com/news/business/economicdevelopment/usf-moffitt-busch-gardens-and-university-community-hospital-form-tampa/1179963>

Overview-Description of Study

<Request to speak with someone in charge of the transportation services division unless contact is otherwise noted on Stakeholder spreadsheet>

Good Morning/Afternoon, my name is ____ calling on behalf of the Hillsborough County Metropolitan Planning Organization and the Hillsborough Area Regional Transit Authority, otherwise known as HART. The Hillsborough Metropolitan Planning Organization and HART are working on a study to identify transit circulator enhancements that could benefit the area around the University of South Florida (USF).

We are contacting stakeholders and private providers of transit services in the area to collect information on transit services in the study area, identify needs, and potential areas where we can coordinate and possibly partner to better serve the area. We are contacting you because you may (provide or contract private services to provide) transit services within the study area. If you have a moment, I would like to ask you a few questions, or send you an email with questions that would assist us in this study.

Questions

1. What areas do you provide services to? Do you have a map of services?
2. Are you administering the services, or do you contract with a private provider?
 - a. If you contract with a private provider, what is the provider's name?
3. Do you provide on-demand or circulator services?
 - a. What are the charges (cost to the rider)?
 - b. What are the boundaries for pick-up/drop-off?
 - c. If on-demand, are there certain areas where you experience greater frequency?
4. Are there popular activity centers within the study area (malls, hotels, school, medical) where your riders travel to most?
5. Which areas do you consider have the greatest need for transit services in the University Area?
6. Who is your primary clientele? And/or do you have specific client requirements?
7. How do you fund your transit services? If you rely on grants, which grants?



University Area Transit Circulator Study Transportation Service Provider Questions

8. Would you be interested in pursuing potential partnerships to provide future transit and/or circulator services?
9. Do you have any other comments you would like to provide in regards to this study?

The remainder of the study will be conducted before the end of the year, and additional public involvement and stakeholder opportunities will take place in the coming months. Can we get your contact information (direct phone number and email) for our distribution regarding any future meetings?

<Provide link to the MPO website with study info when emailing>

Innovation Alliance Member Interview Questions

1. Which areas or destinations would you identify as having the greatest need for transit circulator services in the University Area?
2. Do you own or operate a business in the University Area that is currently providing some type of transportation service to employees? If so,
 - What type of service do you provide?
 - How often are you providing service?
 - Are you paying a third party vendor to operate that service?
3. If your company is providing transportation service, what is the cost to run the service and how is it funded?
4. Are you interested in pursuing partnership opportunities that may improve transit service for your business or facility, employees, customers and guests?
5. Would you like to meet with the University Area Transit Circulator Study team for additional information and to discuss the potential for partnerships? What would be the best setting for this meeting?