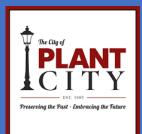
PLANT CITY TRANSIT MASTER PLAN

Stakeholder Focus Group Meeting 1 February 19, 2020



Hillsborough MPO Metropolitan Planning for Transportation



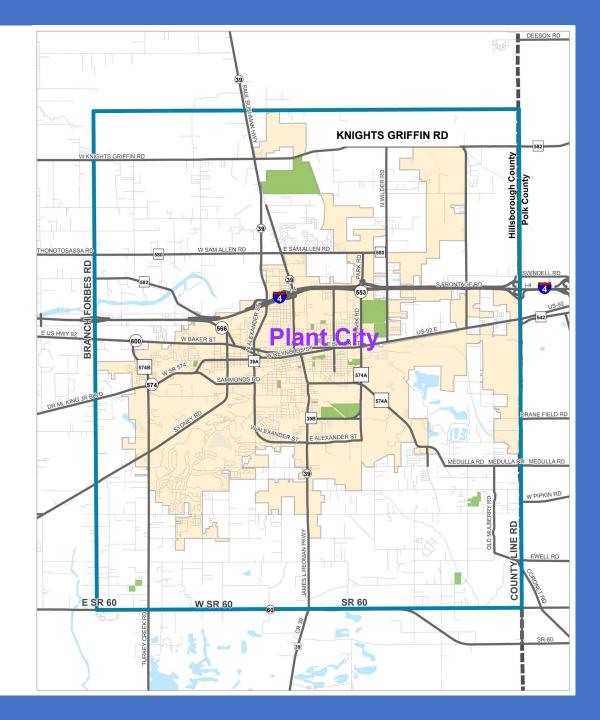


TODAY'S FOCUS GROUP MEETING



BACKGROUND

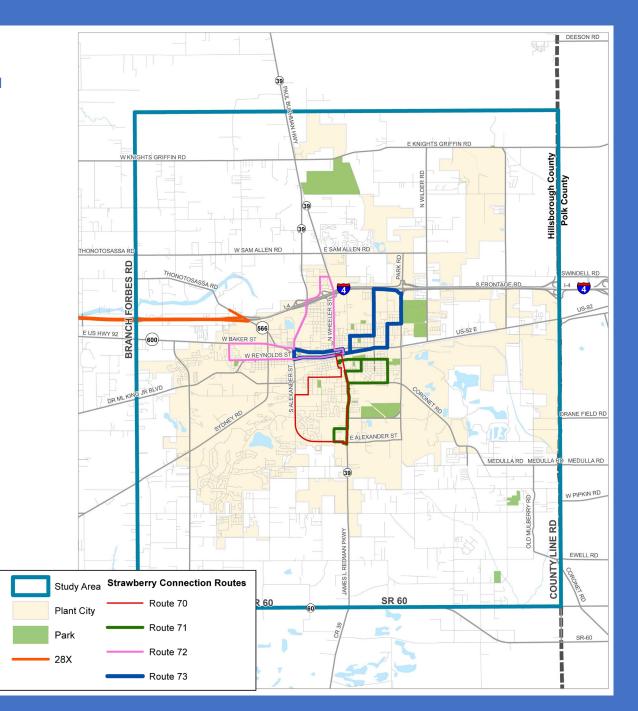
- Currently over 40,000 residents in Plant City
- Plant City one of the fastest growing areas of Hillsborough County (by percent)
- Study Area includes Plant City and portions of Unincorporated Hillsborough County



PRIOR TRANSIT SERVICE

Strawberry Connection

- 4 Routes operated weekdays from 9 am to 5 pm
- Operated by HART from 2000-2005, and Plant City from 2005-2008
- Peak avg. monthly ridership in FY 2002-2003: 70,721
- 2007-2008 (last year of operation): 12.31 passengers per hour
- 28X East County Express
 - Connected through Brandon before downtown Tampa
 - Provided two trips per day
 - Operated between 2012 and 2017



STUDY PURPOSE & OUTCOMES

Explore	Evaluate	Identify	Recommend
 Explore options for transit in Plant City: Transit circulator to serve transit needs within Plant City Express route connecting Plant City to Tampa and potentially Lakeland 	Evaluate alternative routes and service based on: • Costs • Potential ridership • And other performance measures	Identify areas to serve in the future to meet projected growth	Recommend service that can be implemented with: • Current funding • Projected funding

TIMELINE

	JAN	FEB	MAR	APR	MAY	JUNE	JULY/AUG
Data Collection							
Travel Demand/Market Characteristics							
Stakeholder Focus Group Meetings							
Alternatives Identification							
Planning-Level Cost Estimates and Potential Funding Sources							
Public Open House							
Summary of Alternatives Evaluation							
Board/City Commission Presentations							
Transit Study Report							\star



Community Engagement ★ Project Deliverable

January 22 – Presented to Plant City Planning Board

STAKEHOLDER FOCUS GROUP

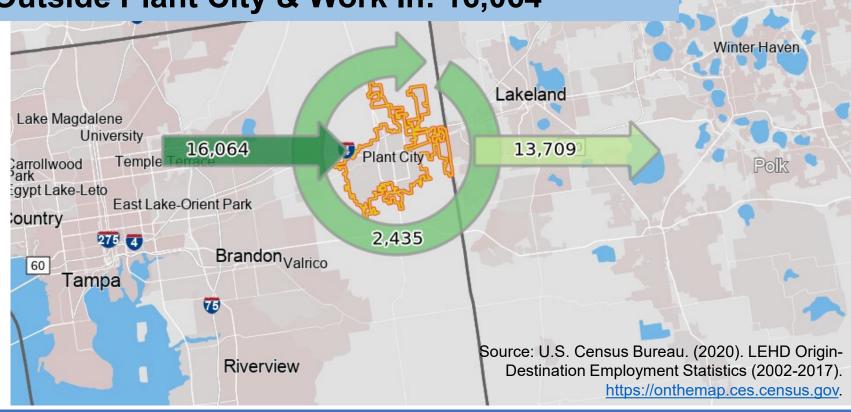
Purpose of Stakeholder Focus Group

- Provide input on key activity centers & corridors
- Review proposed alternatives
- Provide essential context and background information
- Who's in the room?
 - Name
 - Agency/Organization
 - What is your interest in this study?
 - What is your favorite place to visit in Plant City?



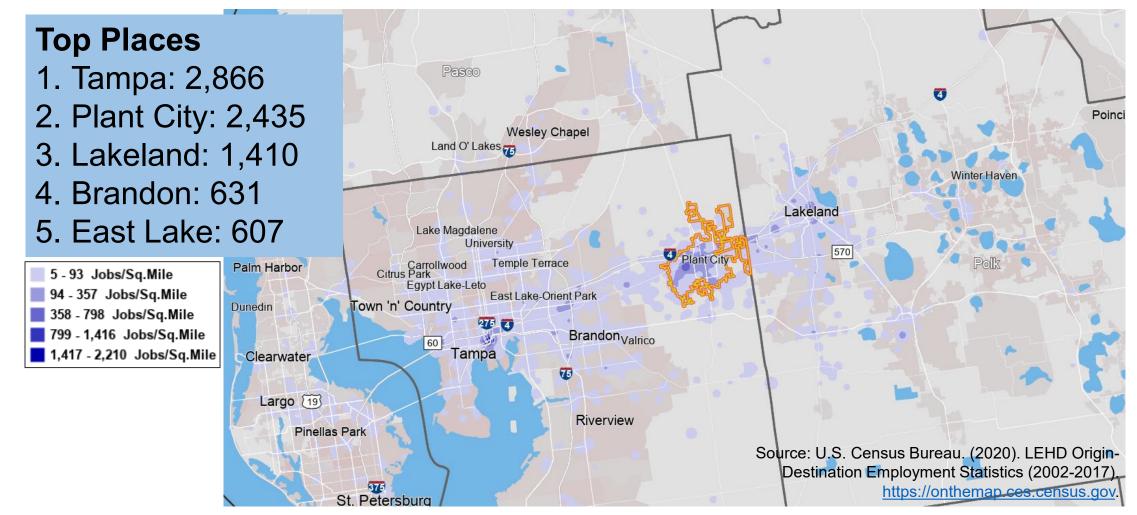
INFLOW/OUTFLOW

Live in Plant City & Work Outside: 13,709 Live & Work in Plant City: 2,435 Live Outside Plant City & Work In: 16,064



4

WHERE PLANT CITY RESIDENTS WORK



WHERE PLANT CITY WORKERS LIVE

St. Petersburg

Top Places 1. Plant City: 2,435 2. Lakeland: 1,063 Poincia Wesley Chapel Land O' Lakes 3. Brandon: 686 Vinter Haven 4. Tampa: 577 5. Riverview: 354 Lake Magdalene University Carrollwood Citrus Park **Temple Terrace** Palm Harbor 5 - 16 Jobs/Sq.Mile Egypt Lake-Leto East Lake-Orient Park 17 - 51 Jobs/Sq.Mile Town 'n' Country Dunedin 52 - 110 Jobs/Sq.Mile Brandonvalrico 111 - 192 Jobs/Sq.Mile 60 Tampa Clearwater 193 - 298 Jobs/Sq.Mile Largo [19] Riverview Pinellas Park Source: U.S. Census Bureau. (2020). LEHD Origin-Destination Employment Statistics (2002-2017).

https://onthemap.ces.census.gov

BREAKOUT GROUP EXERCISE

Overview

- 3 Stations with maps:
 - 1. Key corridors & destinations
 - 2. Multimodal-dependent populations
 - 3. Future areas of growth
- Each station has a facilitator

Instructions

- Split into 3 groups
- Spend 15 minutes at each station
- Provide input to facilitators
 - 1. Draw out routes
 - 2. Pinpoint important places
 - 3. Make edits to maps
- Regroup and facilitators
 will share results

QUESTIONS FOR DISCUSSION

- What are the biggest benefits to implementing transit here? (Green card)
- What are the biggest challenges to implementing transit here? (Red card)
- What is needed to make transit successful here? (Yellow card)

NEXT STEPS

	JAN	FEB	MAR	APR	MAY	JUNE	JULY/AUG
Data Collection							
Travel Demand/Market Characteristics							
Stakeholder Focus Group Meetings							
Alternatives Identification							
Planning-Level Cost Estimates and Potential Funding Sources							
Public Open House							
Summary of Alternatives Evaluation							
Board/City Commission Presentations							
Transit Study Report							\star



Community Engagement

★ Project Deliverable

Visit project website:

http://www.planhillsborough.org/plant-city-transit-masterplan-study/