

PLANT CITY TRANSIT MASTER PLAN

Stakeholder Focus Group Meeting 1

February 19, 2020



TODAY'S FOCUS GROUP MEETING



PRESENTATION –
OVERVIEW OF STUDY



INTRODUCTIONS



BREAKOUT GROUP
ACTIVITY – KEY TRANSIT
OPPORTUNITIES



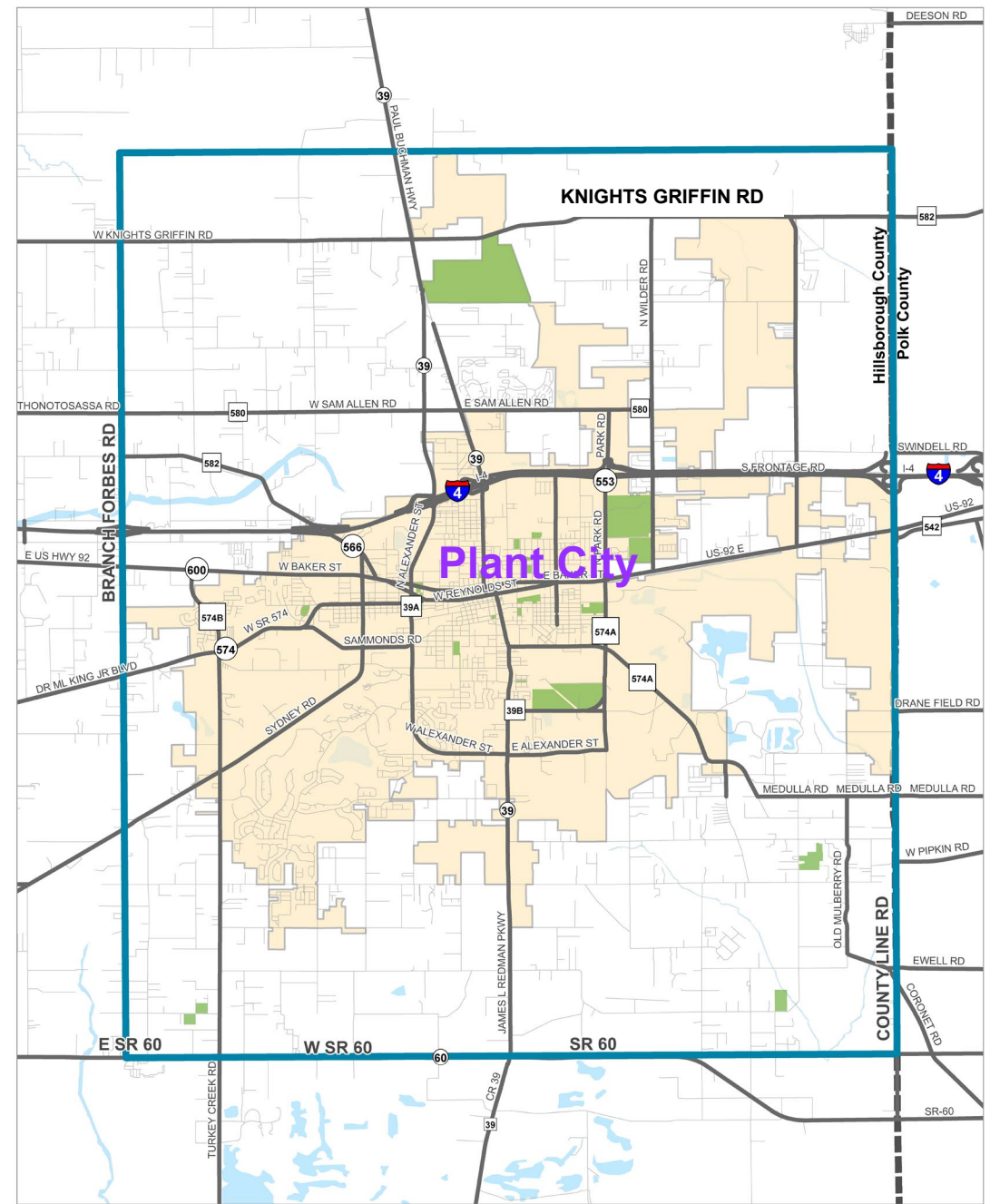
REPORT BACK & GROUP
DISCUSSION



NEXT STEPS

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



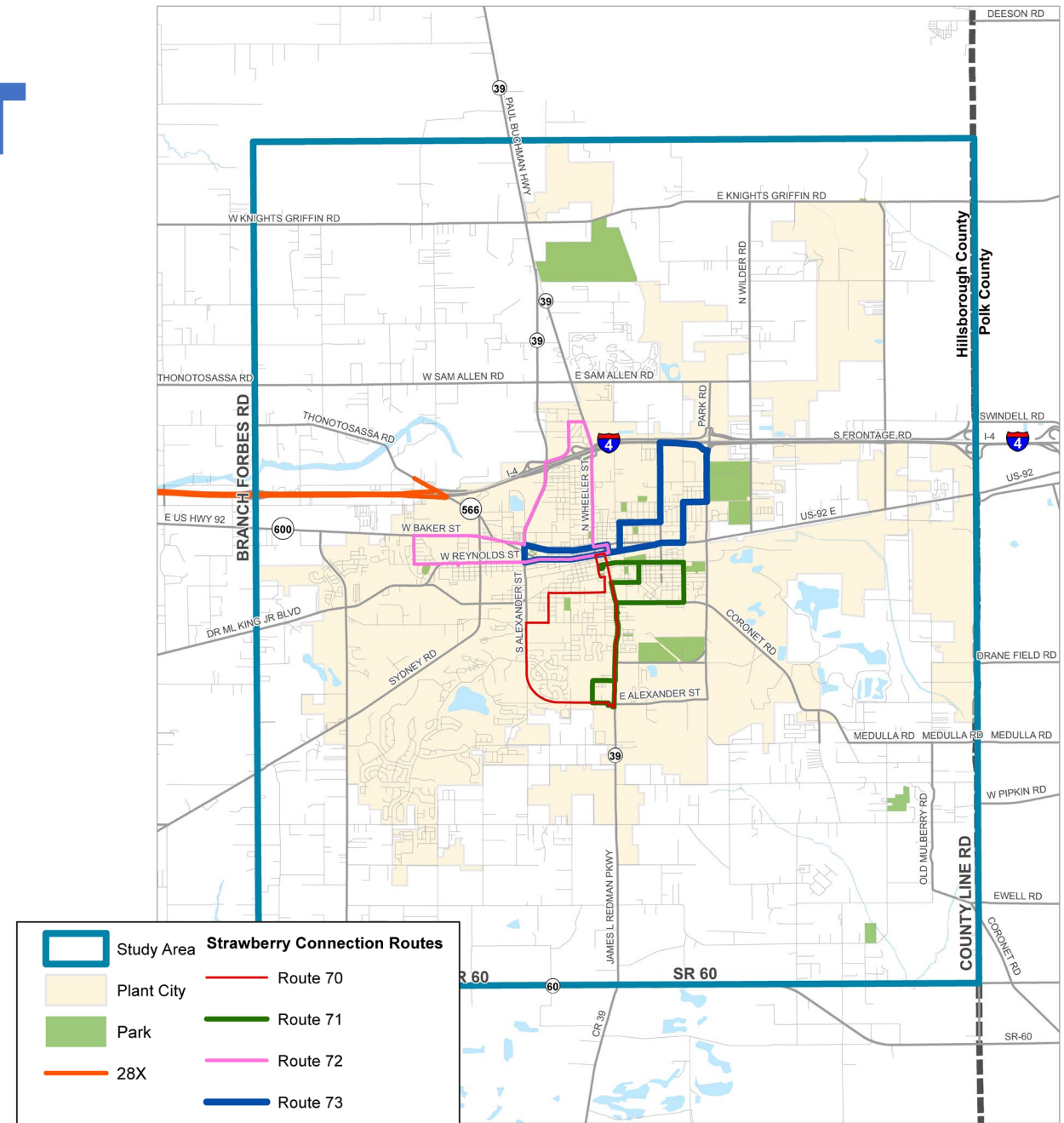
PRIOR TRANSIT SERVICE

- **Strawberry Connection**

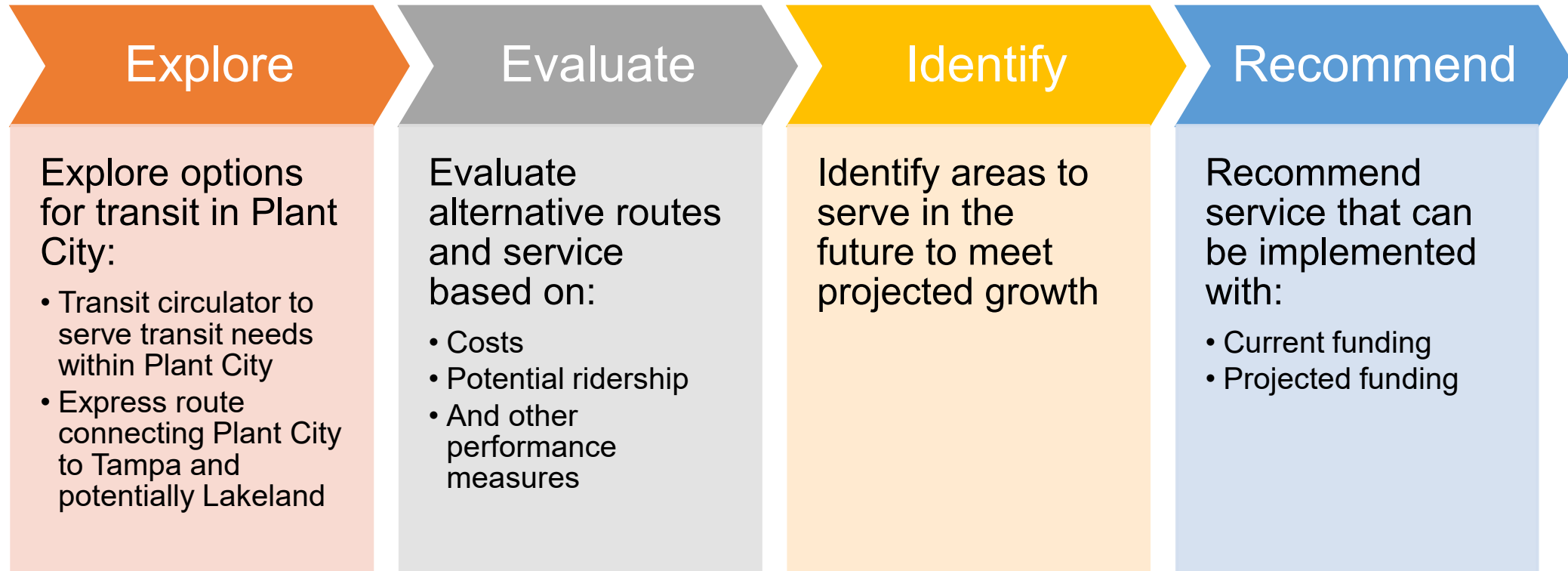
- 4 Routes operated weekdays from 9 am to 5 pm
- Operated by HART from 2000-2005, and Plant City from 2005-2008
- Peak avg. monthly ridership in FY 2002-2003: 70,721
- 2007-2008 (last year of operation): 12.31 passengers per hour

- **28X East County Express**

- Connected through Brandon before downtown Tampa
- Provided two trips per day
- Operated between 2012 and 2017



STUDY PURPOSE & OUTCOMES



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							

Community Engagement

Project Deliverable

January 22 – Presented to Plant City Planning Board

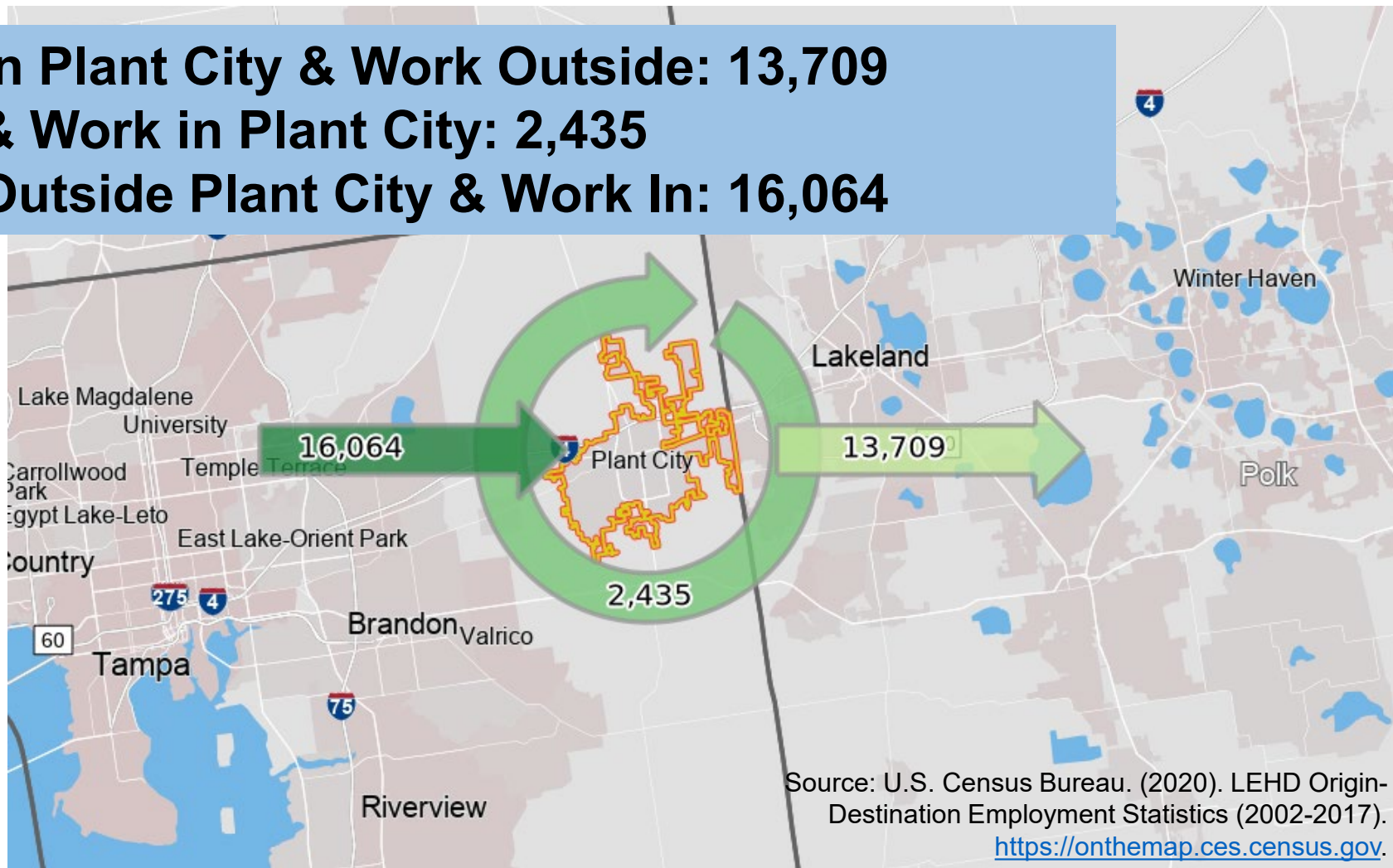
STAKEHOLDER FOCUS GROUP

- 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

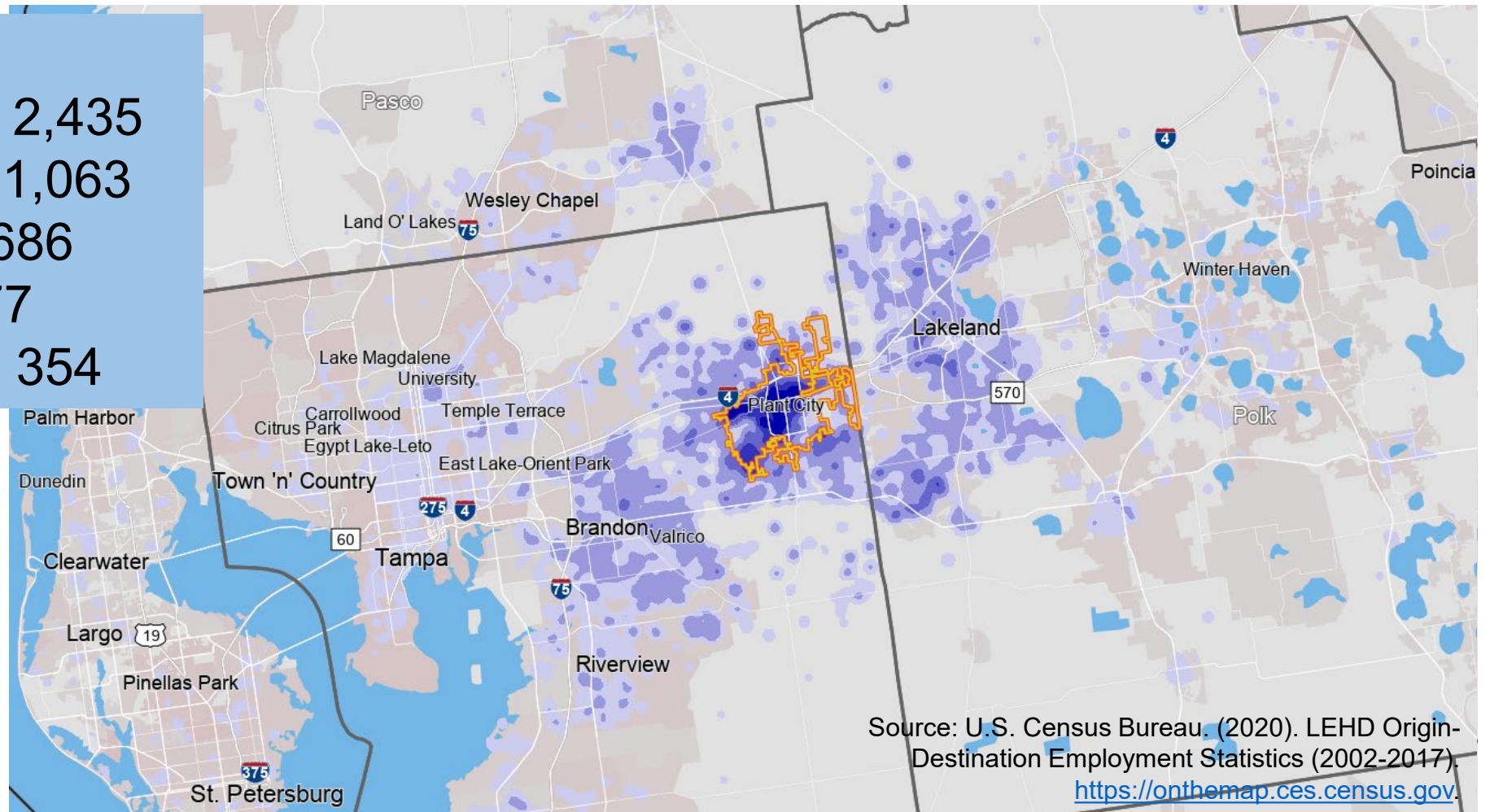
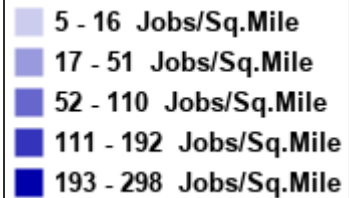
Live in Plant City & Work Outside: 13,709
Live & Work in Plant City: 2,435
Live Outside Plant City & Work In: 16,064



WHERE PLANT CITY WORKERS LIVE

Top Places

1. Plant City: 2,435
2. Lakeland: 1,063
3. Brandon: 686
4. Tampa: 577
5. Riverview: 354



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							★

● Community Engagement

★ Project Deliverable

Visit project website:

<http://www.planhillsborough.org/plant-city-transit-master-plan-study/>