

PLANT CITY TRANSIT MASTER PLAN

Stakeholder Focus Group Meeting 2

May 21, 2020



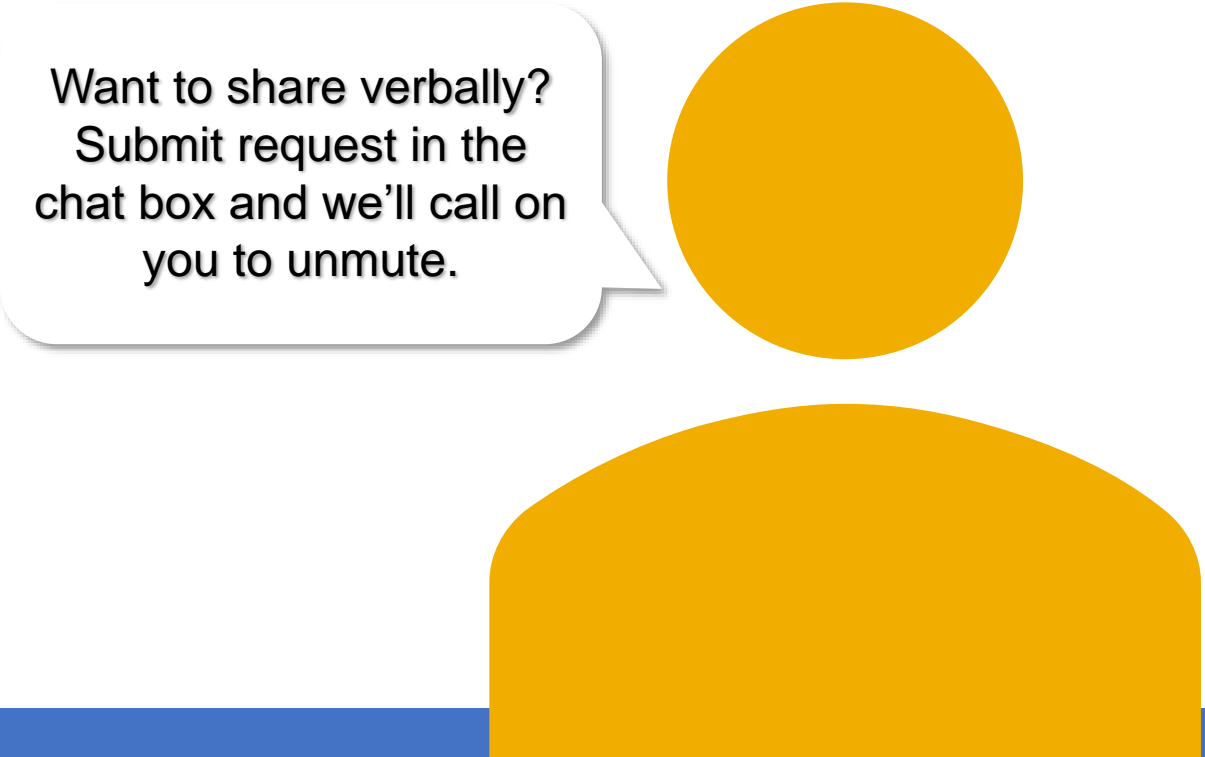
Hillsborough MPO
Metropolitan Planning
for Transportation



WELCOME

Questions & Discussion

Use the chat box to post your questions throughout the presentation and we will field them at certain points.



Want to share verbally?
Submit request in the chat box and we'll call on you to unmute.

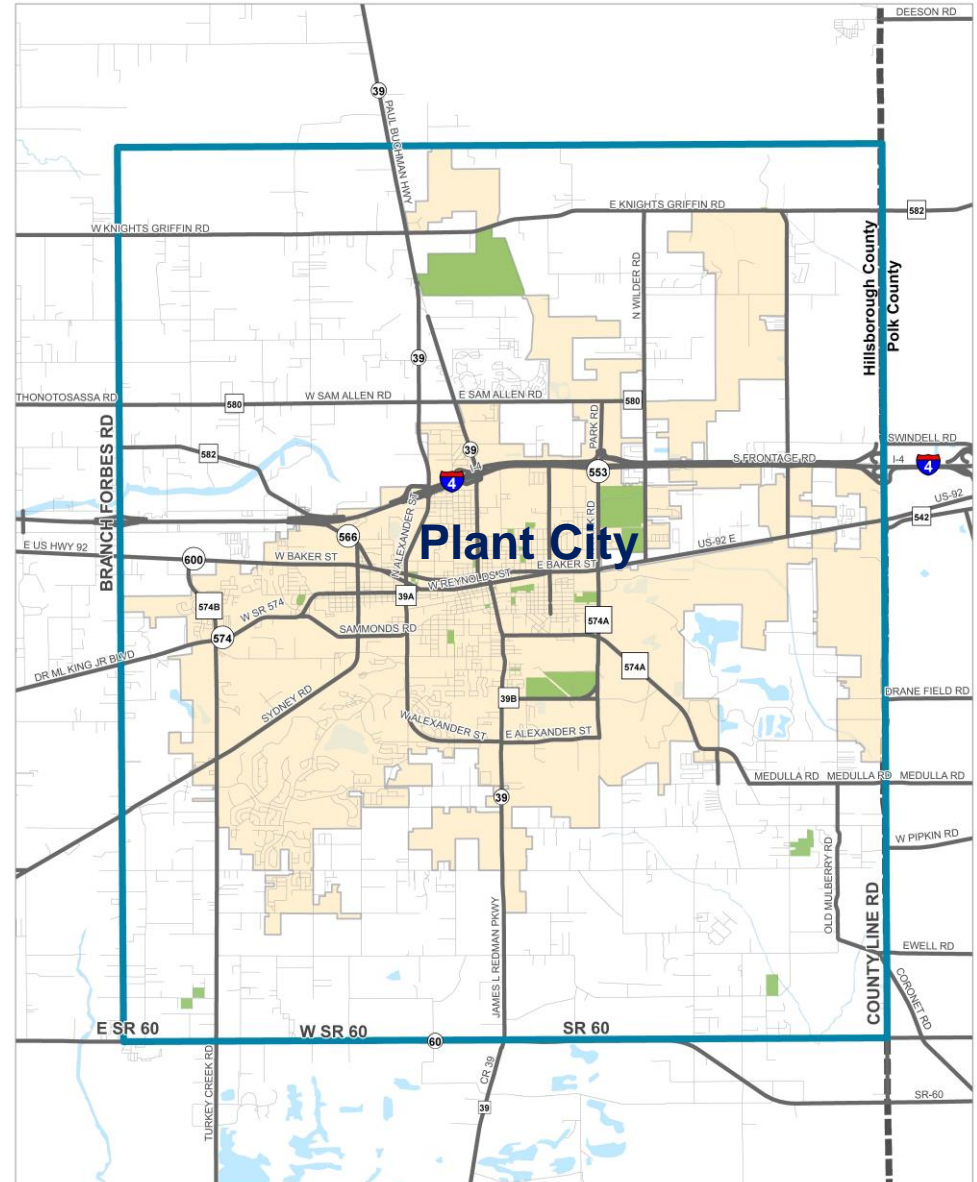
Finding the Chat Box



A screenshot of the GoToWebinar chat interface. At the top, there is a menu bar with 'File', 'View', and 'Help' options, along with a globe icon. Below this is a list of controls: 'Audience view' with a green progress bar at 100%, 'Sharing', 'Webcam', 'Audio', 'Attendees: 5 of 101 (max)', and 'Chat'. The 'Chat' option is expanded, showing a message from 'Me (to Organizers and Panelists Only):' at 3:59 PM with the text 'test'. Below the message is a text input field with the placeholder '[Type message here]'. At the bottom of the chat area, there is a 'To:' dropdown menu set to 'Organizers and Panelists...' and a 'Send' button. The footer of the interface includes the text 'Plant City Stakeholder Meeting', 'Webinar ID: 302-157-339', and the GoToWebinar logo.

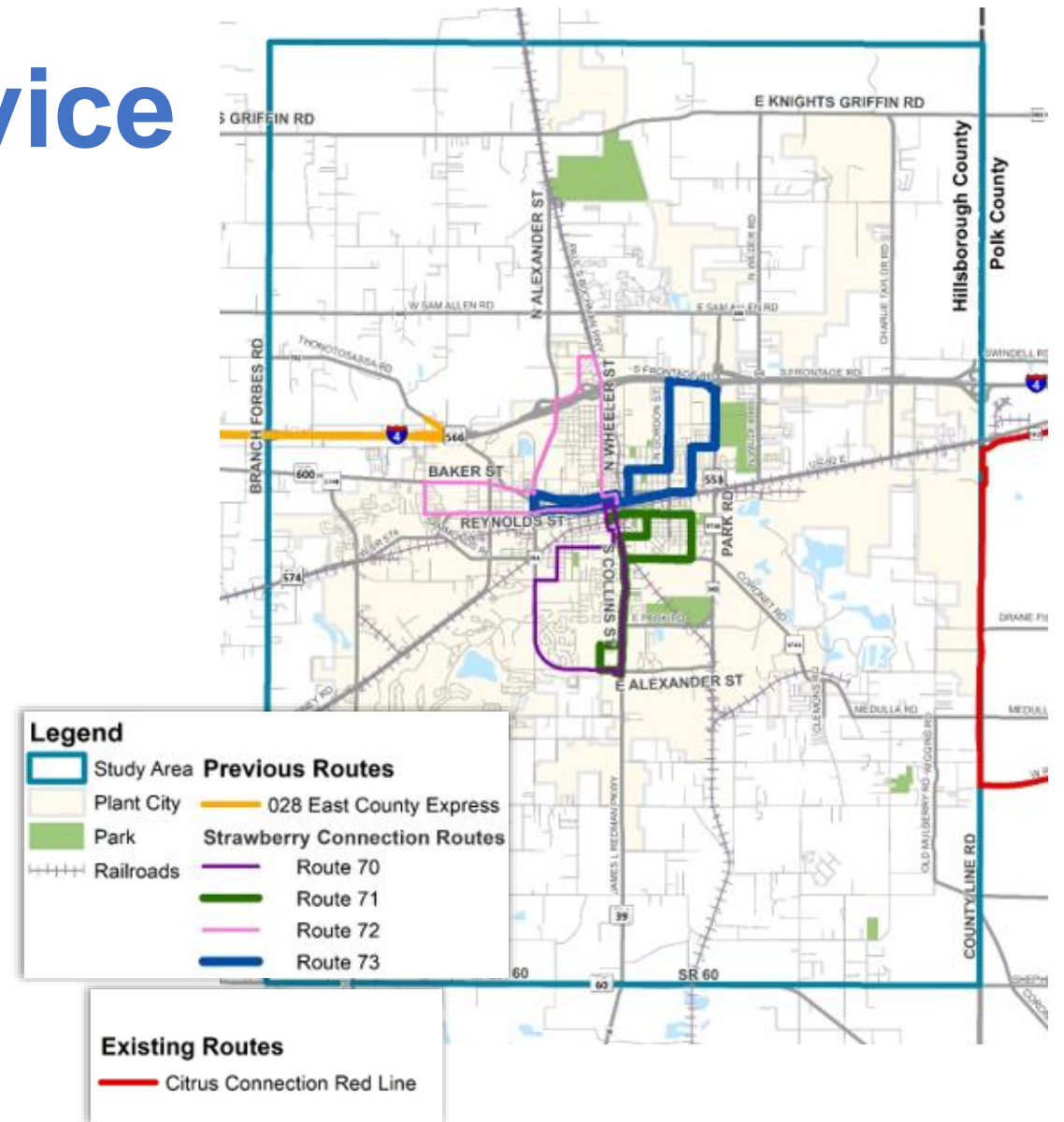
Background

- 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

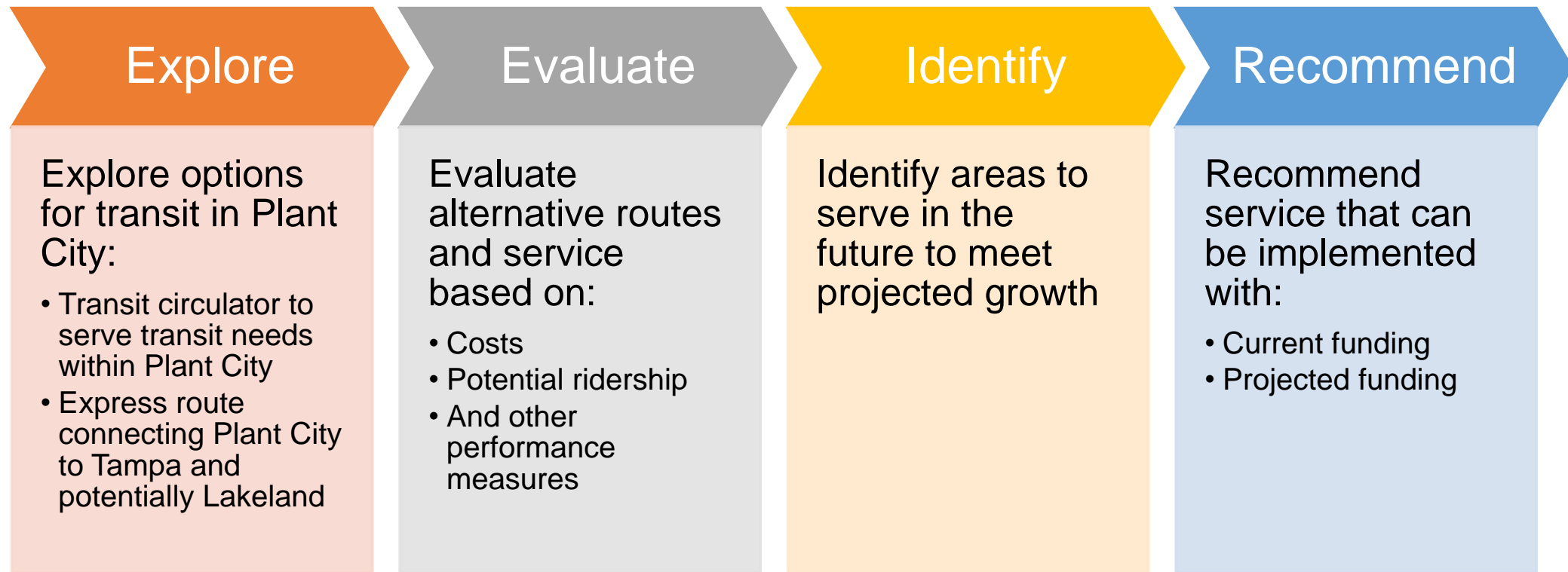


Previous Transit Service

- **Strawberry Connection**
 - Four Routes operated weekdays from 9 am to 5 pm
 - Operated by HART from 2000-2005, and Plant City from 2005-2008
 - Peak average monthly ridership in FY 2002-2003: 70,721
 - 2007-2008 (last year of operation): 12.31 passengers per hour
 - Routes 70 & 71 had highest ridership
- **28X East County Express**
 - Connected through Brandon before downtown Tampa
 - Provided two trips per day in morning and evening
 - Final year scaled back to one trip per day
 - Operated between 2012 and 2017



Study Purpose & Outcomes



Study Purpose & Outcomes

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

● Community Engagement

★ Project Deliverable

Today's Agenda



Summary of results from Focus Group Meeting 1



Findings from Existing Conditions & Travel Market Report



Present initial route alternatives

Plant City circulator
Route connecting Plant City to Tampa and Lakeland



Feedback on initial alternatives



Follow-up survey after this meeting

Who's in the "Room"?



RECAP OF STAKEHOLDER FOCUS GROUP MEETING 1

February 19, 2020

Questions for Discussion

1. What are the biggest benefits to implementing transit here?
2. What are the biggest challenges to implementing transit here?
3. What is needed to make transit successful here?



What are the Biggest Benefits to Implementing Transit Here?



Helps lower income people access their daily needs & jobs



Improved mobility for people with disabilities



Greater access to destinations – within Plant City and outside of Plant City



Improved roadway safety



Less traffic



Supports economic development in Plant City



Supports healthy, active lifestyles

What are the Biggest Challenges to Implementing Transit Here?



Funding availability to implement new service



Operating costs to continue service into the future



Getting support from county & city leadership



Reliability of the service



Low density development pattern in Plant City



Overcoming perception of public transit



Switching people from driving to taking transit



Over emphasis on coverage – leads to longer travel times and less convenient routes

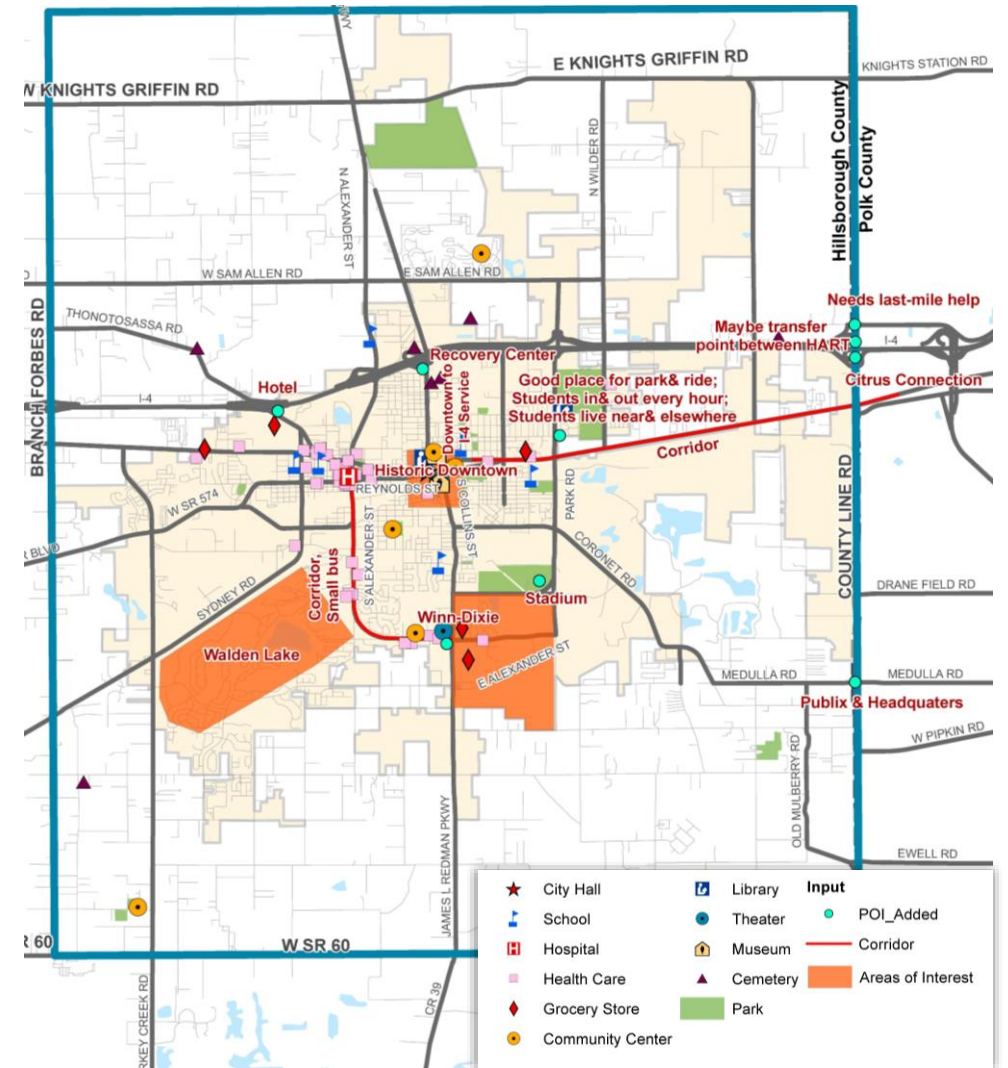
What is Needed to Make Transit Successful Here?

-  Reasonable travel times
-  Consistency of service
-  First/last mile connections
-  Implementing transit in stages as a progression to longer regional system
-  Manage expectations - not all people in all areas will have access
-  Choosing the right nodes/Connect to hubs
-  Low cost for riders
-  Outreach & education
-  Coordination
-  Community support & a transit champion

Points of Interest & Key Corridors – What We Heard . . .

Circulator

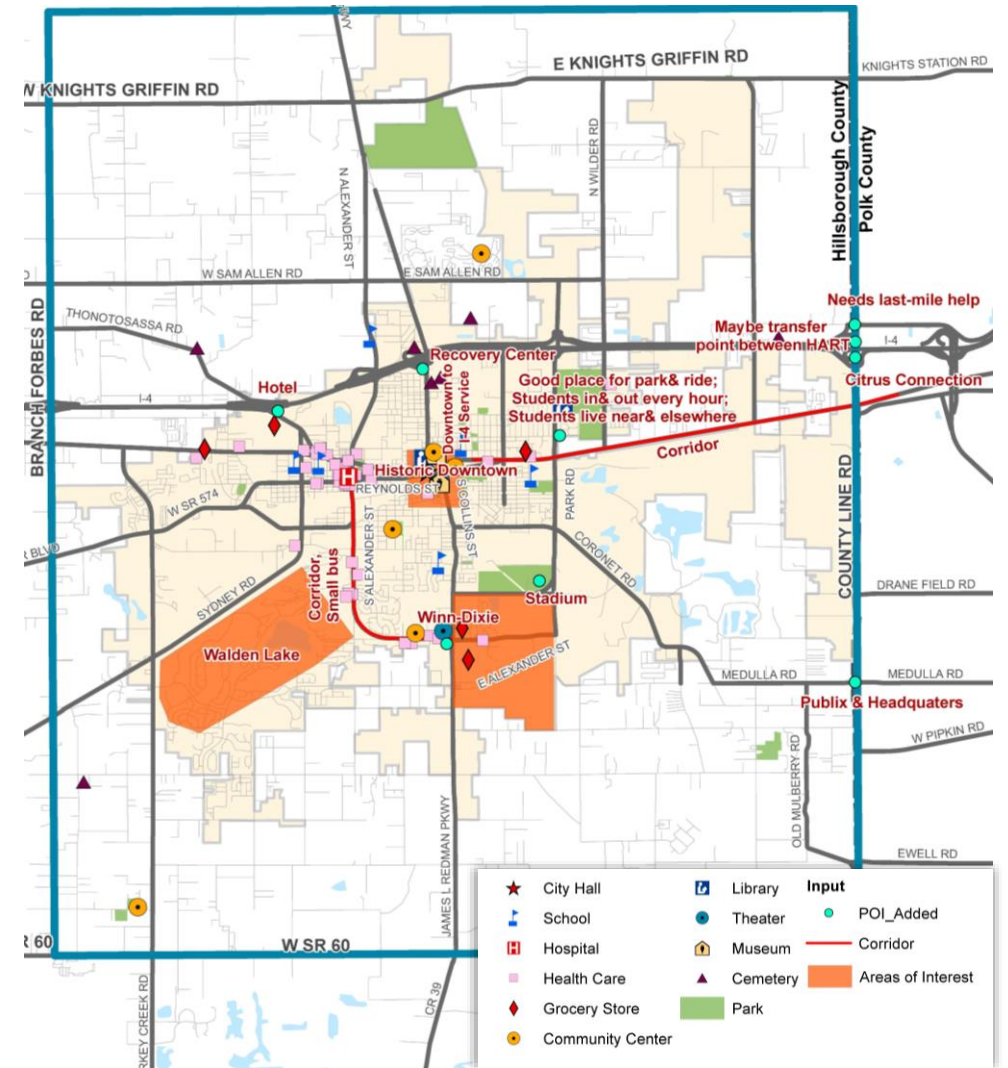
- Nodes:
 - Grocery stores
 - South Florida Baptist Hospital
 - Hotels
 - Strawberry Square
- Corridors:
 - Reynolds St
 - Baker St
 - S Collins St
 - Redman Pkwy
 - Park Rd



Points of Interest & Key Corridors – What We Heard . . .

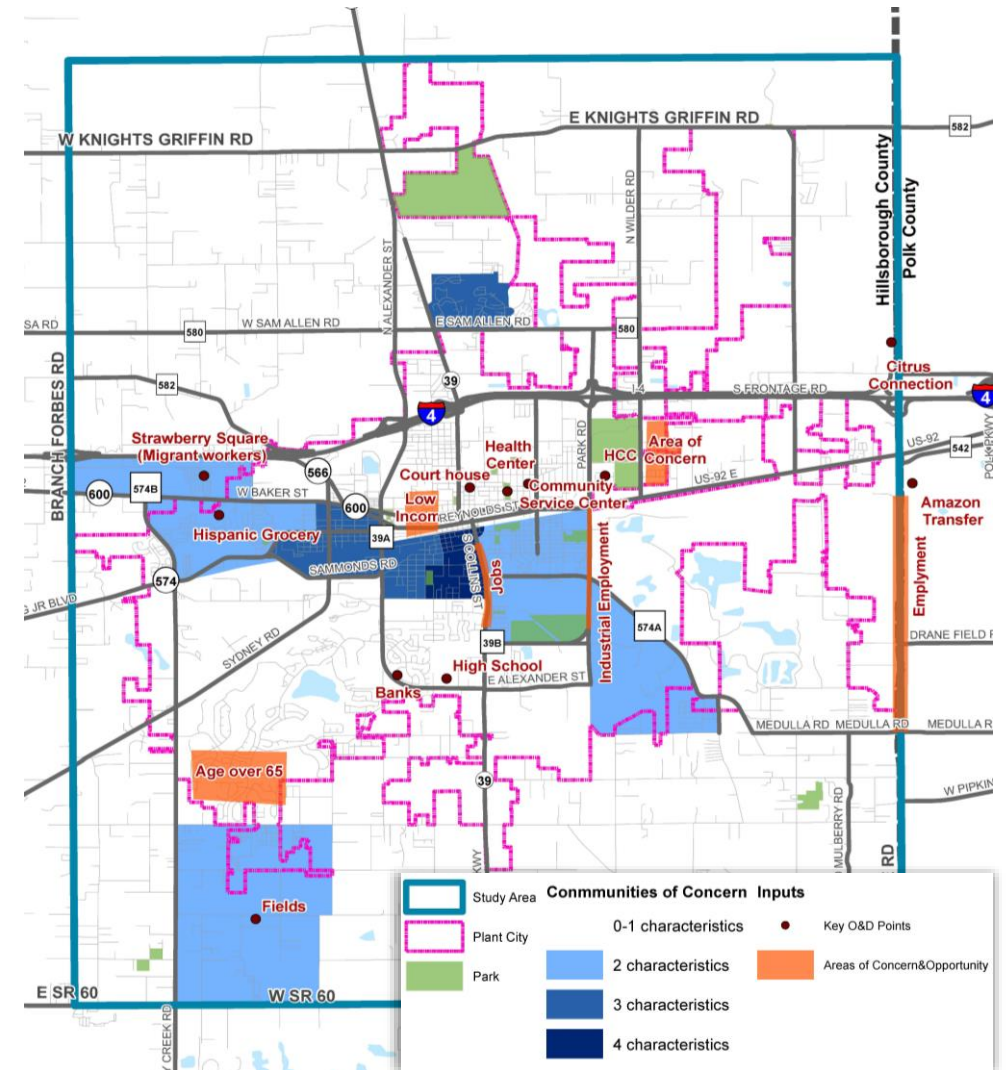
Express Route

- Preference for an express bus with limited stops between Tampa, Plant City, and Lakeland
- Should primarily serve Tampa/Lakeland commuters
- Connection service through Brandon was generally not supported
- Corridors suggested include: US 92/Baker St | SR 574/MLK Dr | I-4
- Park and Ride Locations included:
 - XFL football practice stadium
 - Downtown train station
 - FDOT-owned property on the southwest corner of the intersection between I-4 and Alexander St



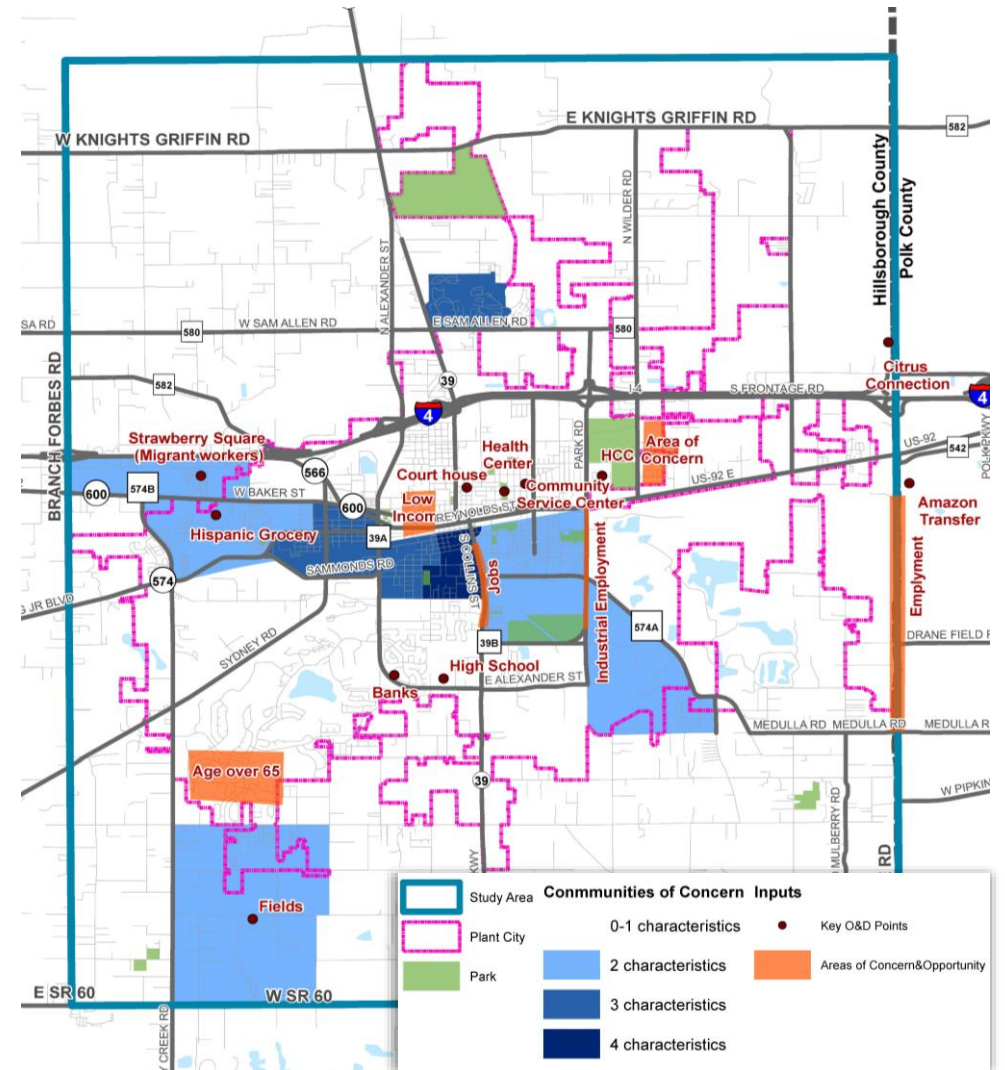
Communities of Concern – What We Heard . . .

- Census Block Groups that measure more than one standard deviation above the county's median in two or more of the following characteristics:
 - Low income
 - Disability
 - Youth
 - Elderly
 - Limited English proficiency
 - Minorities
 - Carless households



Communities of Concern – What We Heard . . .

- Communities of concern generally capture the transit-dependent populations
- Popular destinations for Communities of Concern would include:
 - Strawberry Square
 - Wal-Mart shopping center
 - Essential services in Downtown
 - Health care
 - Plant City High School



Areas of Future Growth – What We Heard . . .

- Residential Growth
 - More residential development is needed to support transit
 - Increase infill development to add more density in the core of Plant City
 - Use upper floors of downtown offices and commercial spaces for residences
- Employment Growth
 - The two biggest employers in Plant City (South Florida Baptist Hospital and HCC College) expect continued growth
 - Industrial, warehouse, and distribution services in Southeast part of study area
 - Need for expanded roadway infrastructure to accommodate the growth



Transit Alternative Goals

1. Implement useful and reliable service for people who need it most (Communities of Concern & persons with disabilities)
2. Use transit to incentivize development downtown
3. Connect Plant City to Tampa and Lakeland/Polk County with transit



QUESTIONS & DISCUSSION

Raise hand to speak or type questions in the chat box.



EXISTING CONDITIONS & TRAVEL MARKET

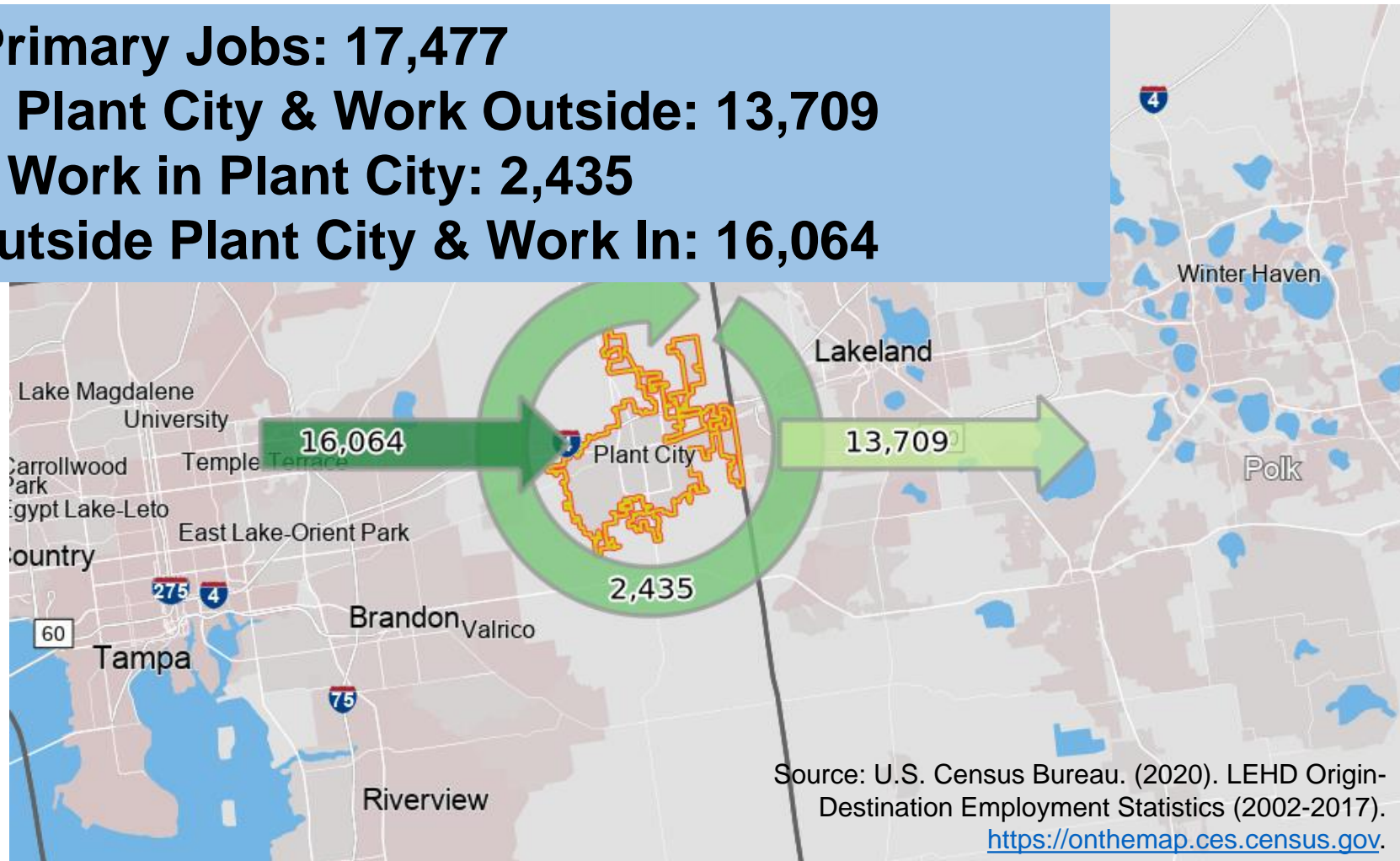
Inflow / Outflow

Total Primary Jobs: 17,477

Live in Plant City & Work Outside: 13,709

Live & Work in Plant City: 2,435

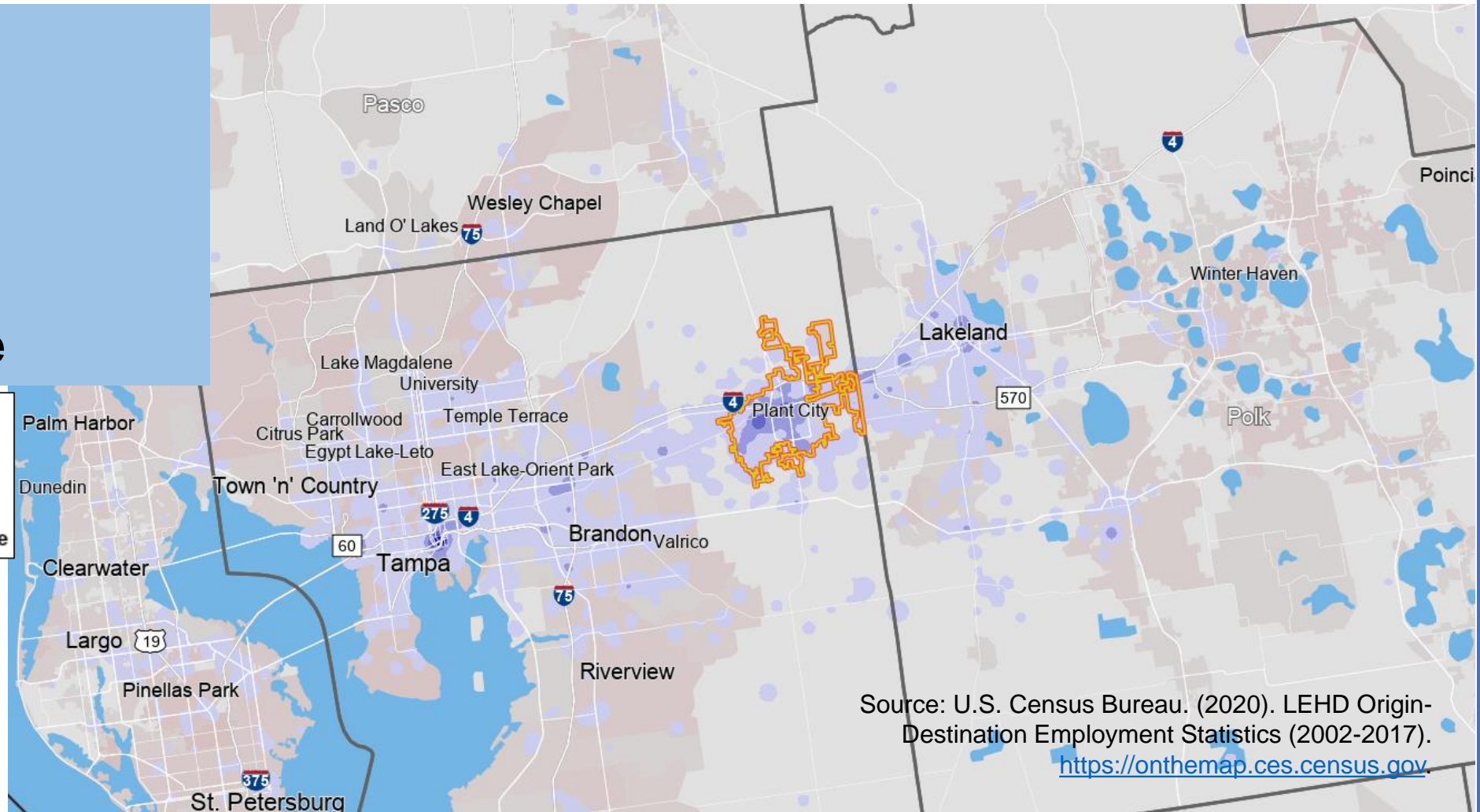
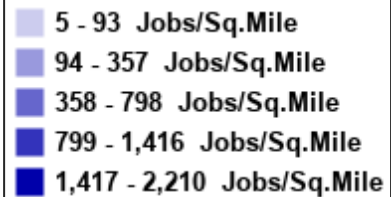
Live Outside Plant City & Work In: 16,064



Where Plant City Residents Work

Top Places

1. Tampa
2. Plant City
3. Lakeland
4. Brandon
5. East Lake

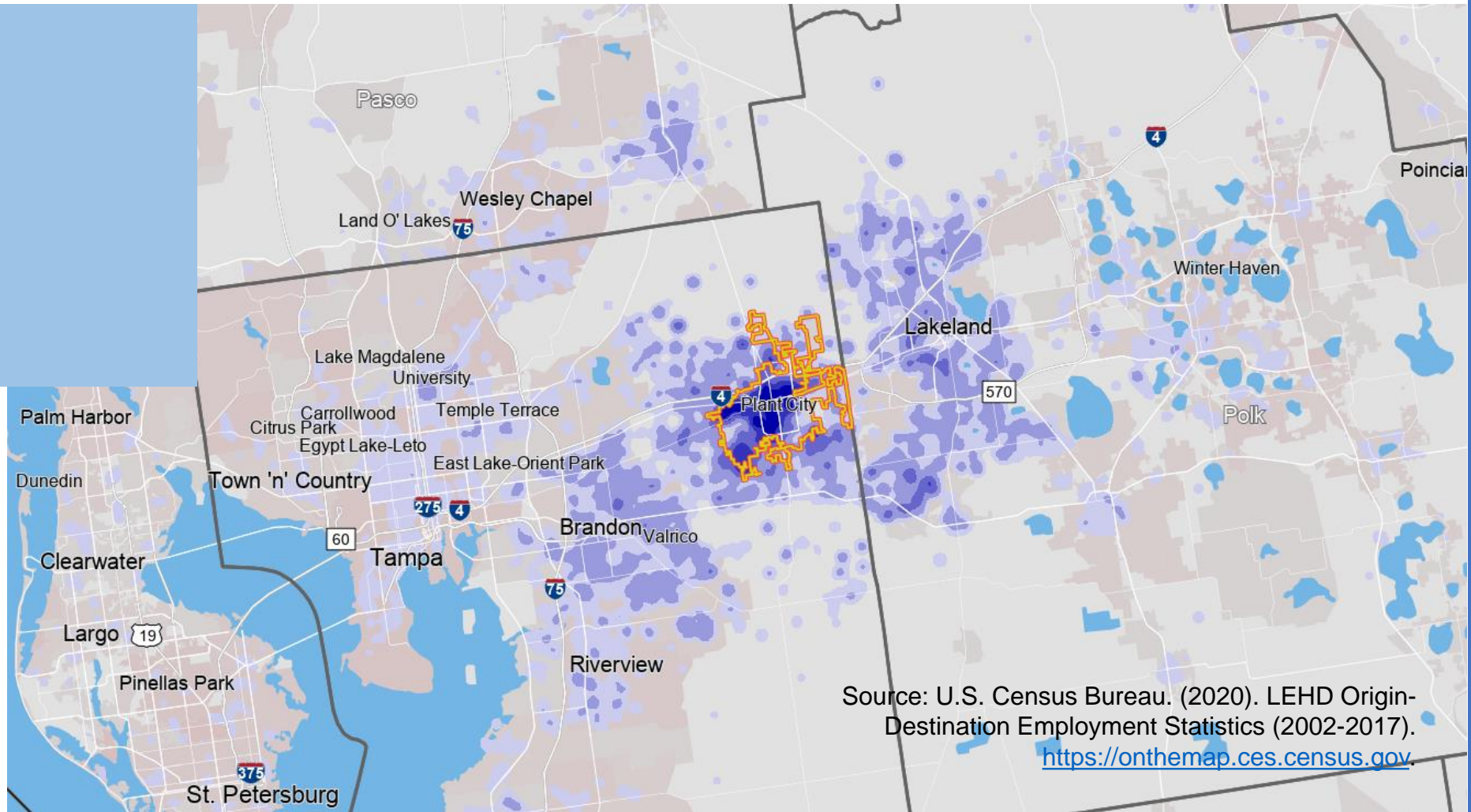
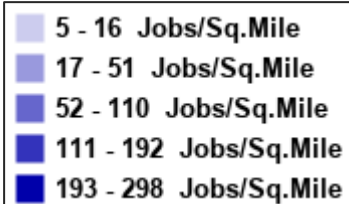


Source: U.S. Census Bureau. (2020). LEHD Origin-Destination Employment Statistics (2002-2017).
<https://onthemap.ces.census.gov>

Where Plant City Workers Live

Top Places

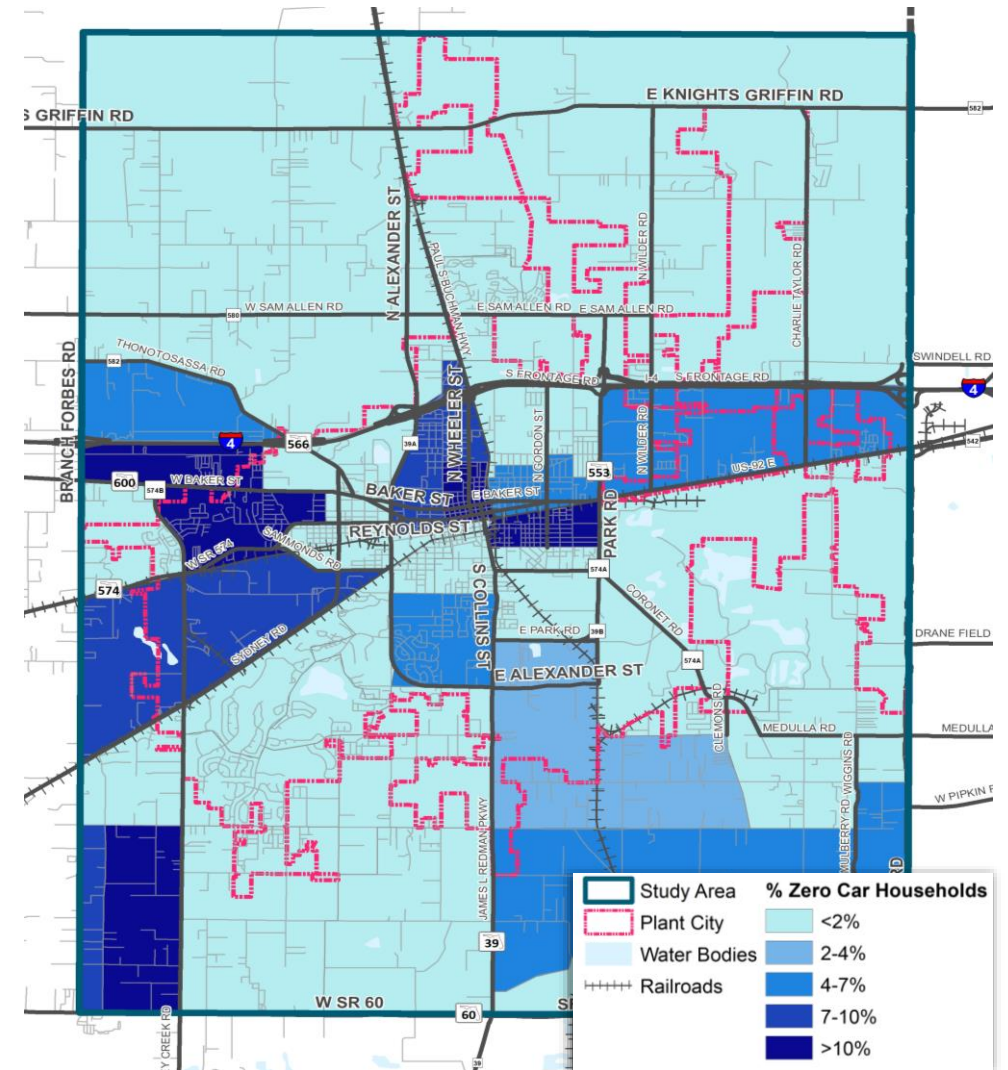
1. Plant City
2. Lakeland
3. Brandon
4. Tampa
5. Riverview



Source: U.S. Census Bureau. (2020). LEHD Origin-Destination Employment Statistics (2002-2017).
<https://onthemap.ces.census.gov>

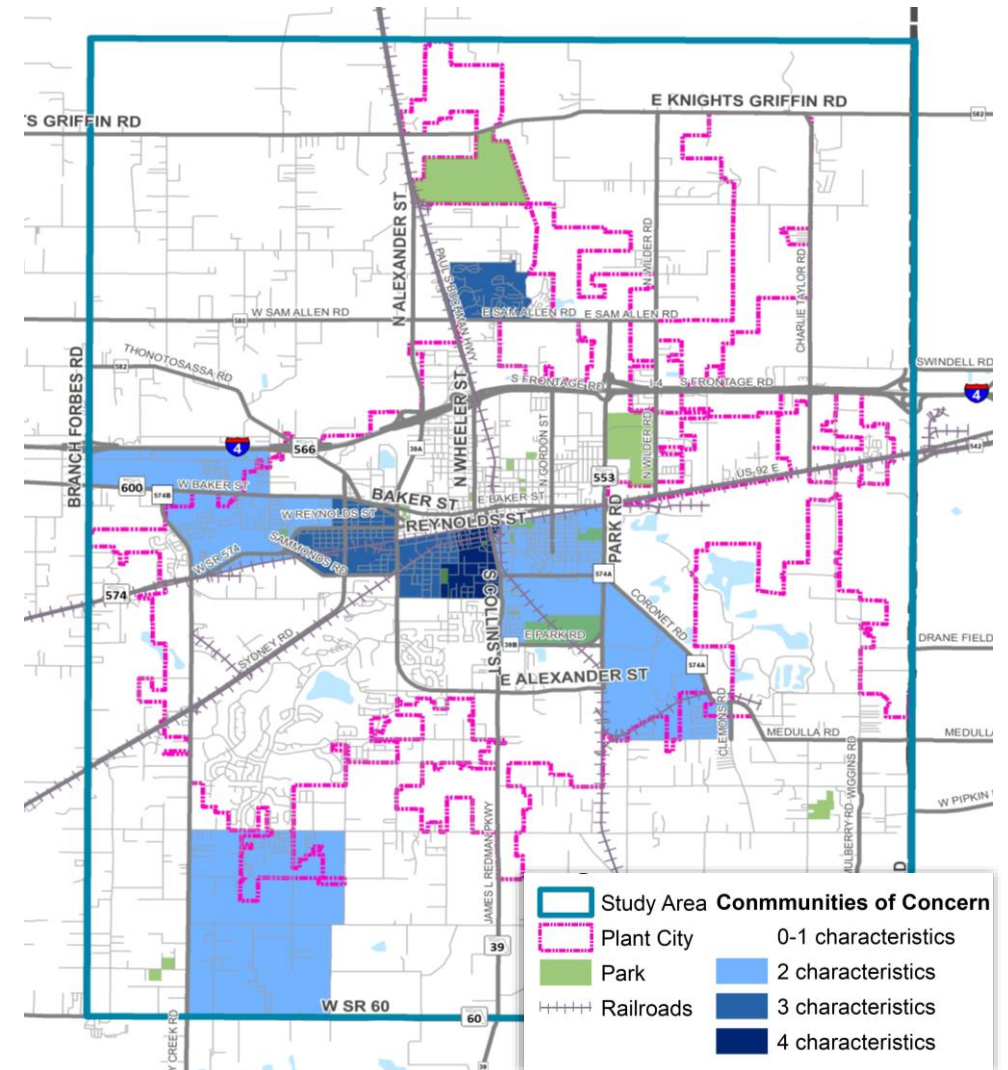
Commute Patterns & Zero Car Households

- 84% of workers drive alone
- Mean travel time to work is 23.6 minutes
- 18% of residents travel less than 10 minutes to work
- 1.5% of households in Plant City have no vehicle



Communities of Concern

- Census Block Groups that measure more than one standard deviation above the county's median in two or more of the following characteristics:
 - Low income
 - Disability
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Sunshine Line

Top Destinations	Type
Plant City Adult Day Care	Day Care
YMCA	Community Center
Lighthouse for the Blind	Rehabilitation Center
Davita Dialysis	Medical
South Florida Baptist Hospital	Medical
Walmart Super Center	Grocery/Shopping
Winn Dixie	Grocery
St. Clements Church & Food Pantry	Church/Food Pantry
Save-A-Lot	Grocery



QUESTIONS & DISCUSSION

Raise hand to speak or type questions in the chat box.



TRANSIT ALTERNATIVES

PLANT CITY CIRCULATOR

Assumptions

- **\$600K capital cost for each new bus**
- **Paratransit costs are an additional 12% of operating costs**
- **Operates from 6 am to 10 pm**
- **7 days/week**

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.

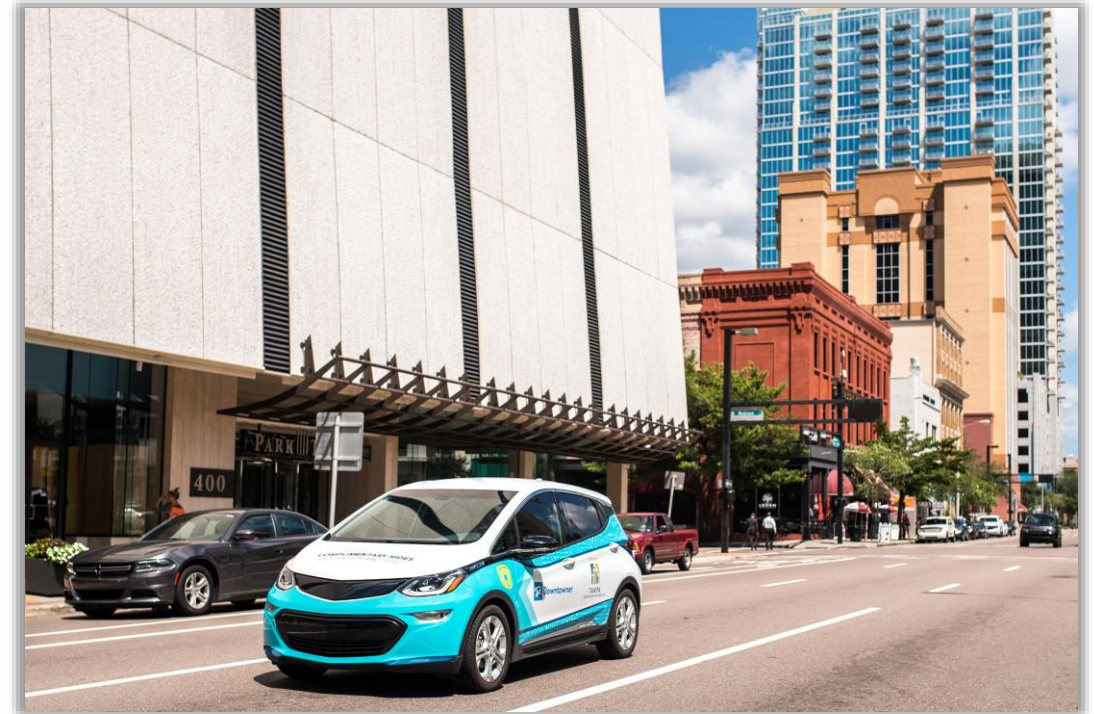
Plant City Circulator

- Merge of Rts. 71 & 72 (saw highest ridership in previous service)
- Connects residential areas with hospital, medical facilities, downtown, and shopping plazas along Redman Pkwy
- 10.7 miles round trip



On-Demand Service

- On-demand, point-to-point service
- **Case Study - Downtowner**
 - Approx. \$1.6M per year to operate 6 vehicles in an area the size of downtown Tampa
 - Metrics specific to downtown Tampa
 - Funded through a grant with 50% local match
 - 14,010 passengers per month
 - \$5.09 cost per passenger for HART
 - Avg wait time: 15 min



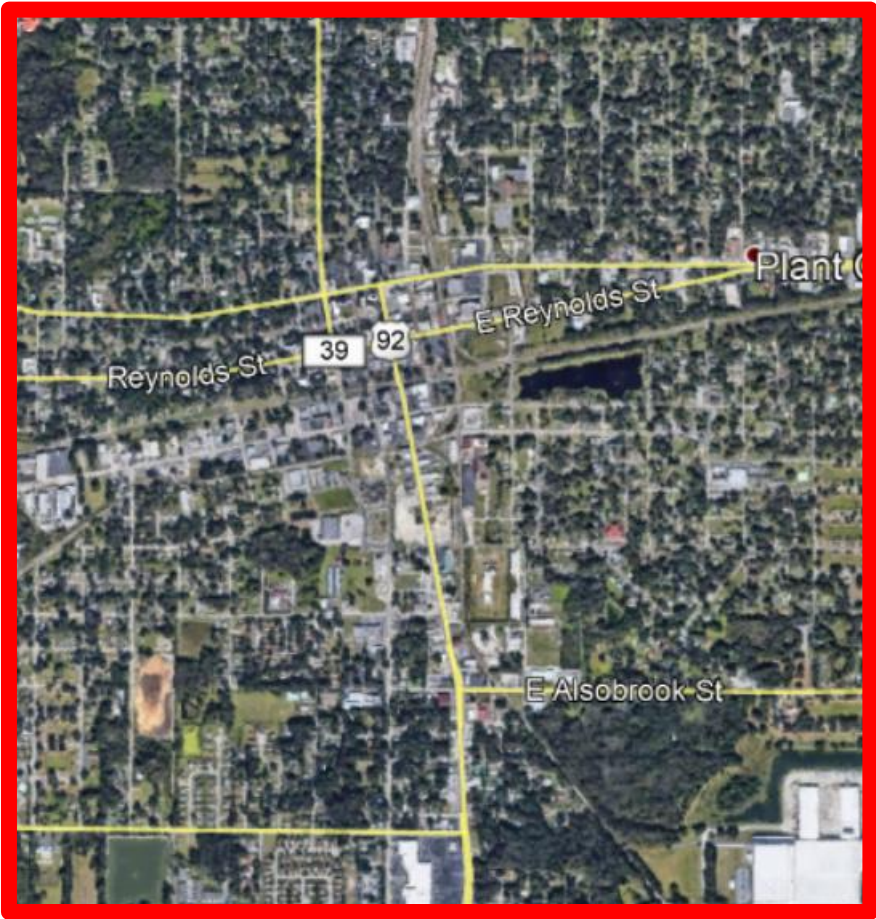
Downtowner Service Area Comparison



1 mile



Overlay of Downtowner Service Area in Plant City



1 mile



TRANSIT ALTERNATIVES

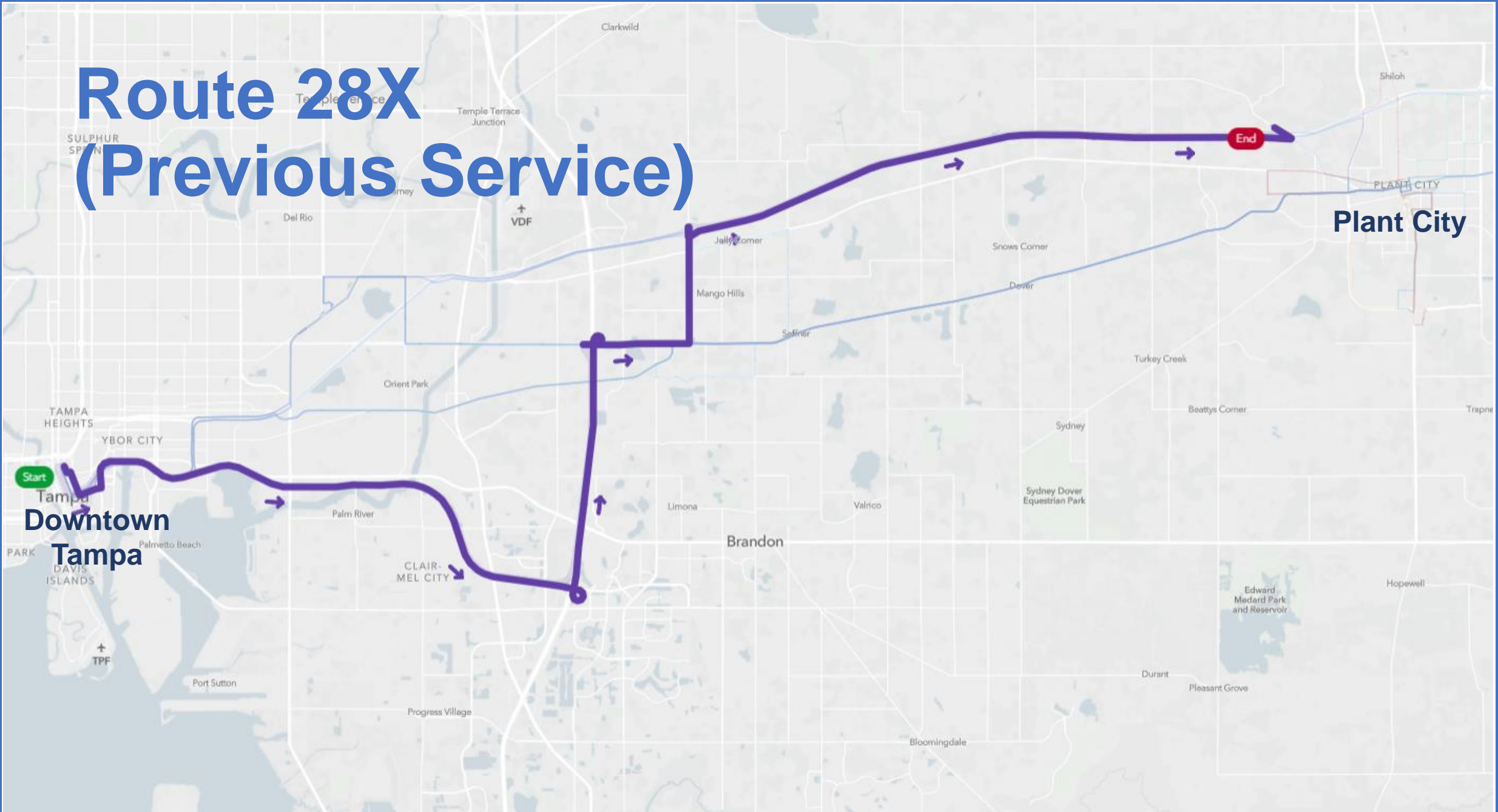
PLANT CITY TO TAMPA / LAKELAND

Assumptions

- **\$600K capital cost for each new bus**
- **Paratransit costs are an additional 12% of operating costs**
- **Operates Monday – Friday (peak service)**
 - **6:30 am to 10:30 am**
 - **3:30 pm to 7:30 pm**

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.

Route 28X (Previous Service)



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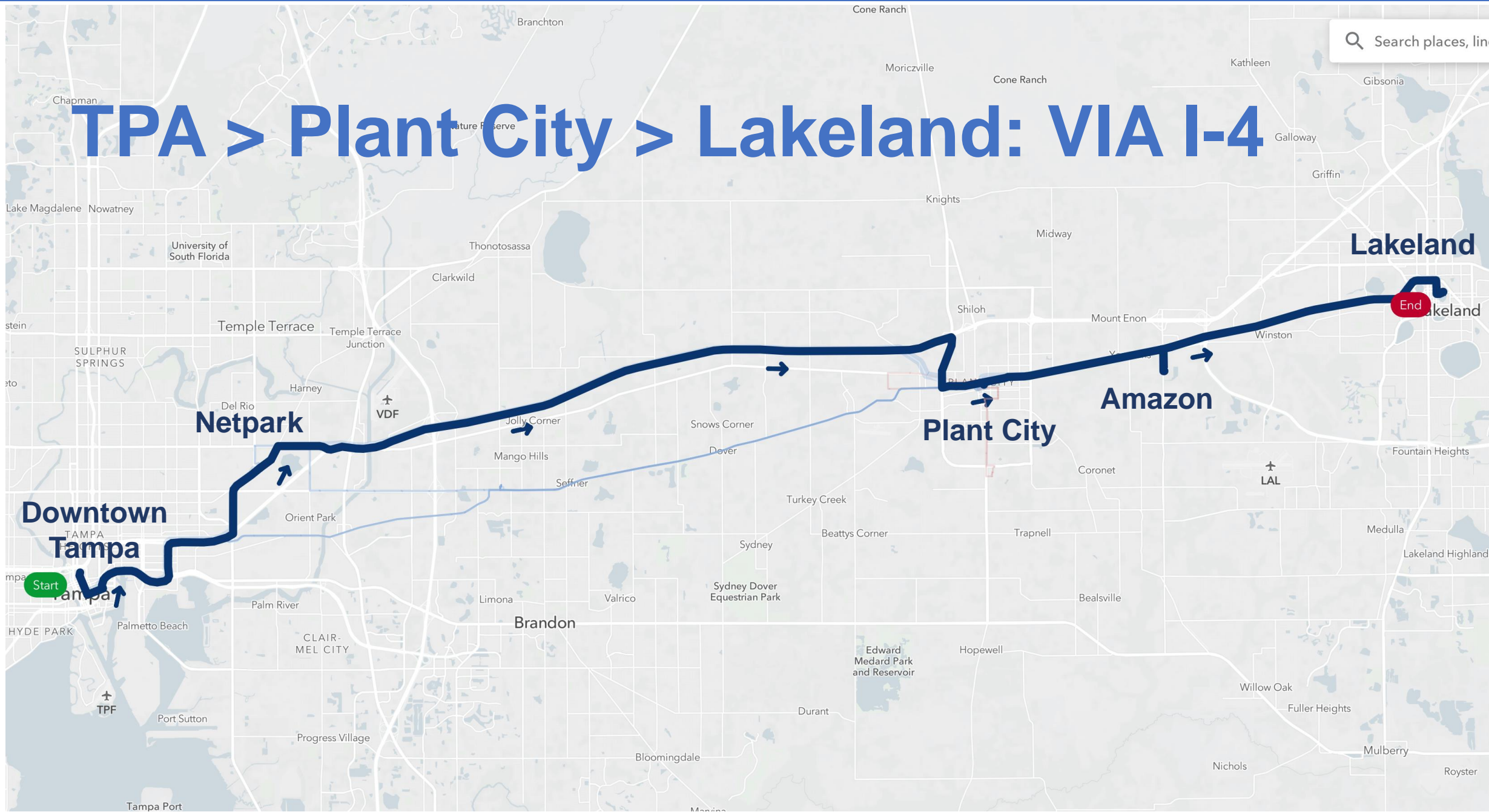
Performance Measures	
Annual Operating Cost	\$200-250K
Cost per Vehicle Trip	\$140-\$150
Frequency	90 min
Travel Time (one way)	45 min
Transfers to get to Downtown Tampa	0
# of people within ½ mile	14,614
# of jobs within ½ mile	30,179
% in poverty within ½ mile	22.7%
% minority within ½ mile	51.3%
% seniors within ½ mile	10.3%
% no vehicles within ½ mile	14.8%

Operates Monday – Friday
6:30 am to 10:30 am
3:30 pm to 7:30 pm

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.

Search places, lin

TPA > Plant City > Lakeland: VIA I-4



Downtown Tampa

Netpark

Plant City

Amazon

Lakeland

Start

End

TPA > Plant City > Lakeland: VIA I-4

Performance Measures	
Annual Operating Cost	\$400-450K
Cost per Vehicle Trip	\$195-205
Frequency	90 min
Travel Time (one way)	55 min
Transfers to get to Downtown Tampa	0
# of people within ½ mile	17,342
# of jobs within ½ mile	42,847
% in poverty within ½ mile	25.7%
% minority within ½ mile	56.1%
% seniors within ½ mile	13.3%
% no vehicles within ½ mile	14.8%

Operates Monday – Friday
 6:30 am to 10:30 am
 3:30 pm to 7:30 pm

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.

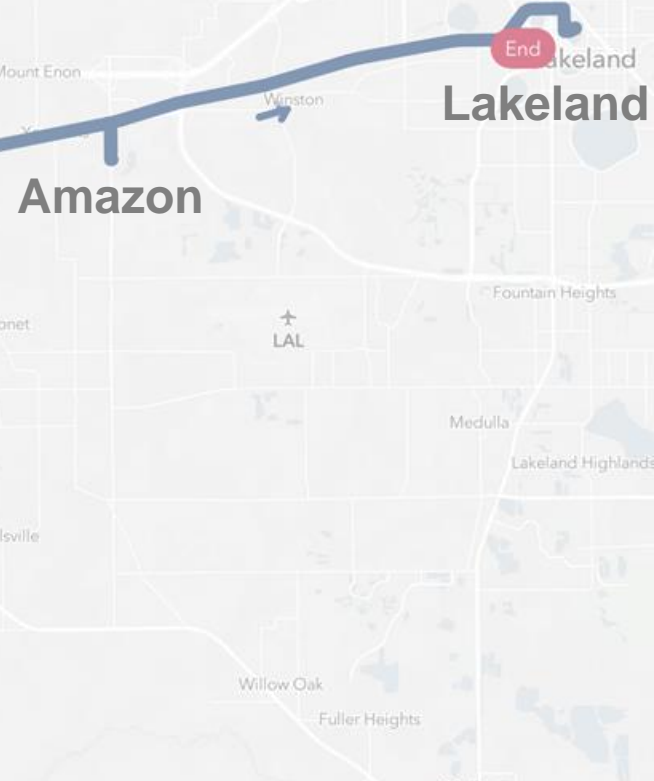
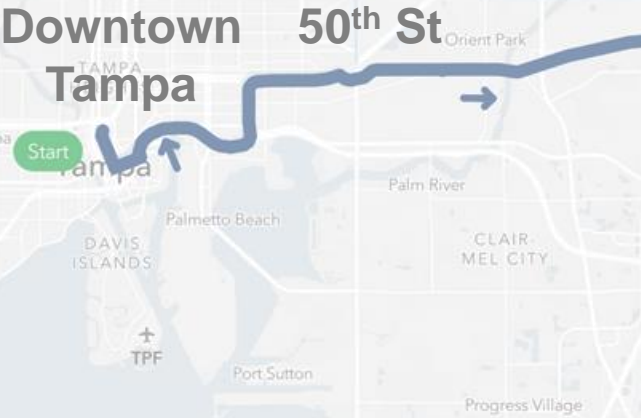


TPA > Mango > Plant City > Lakeland: VIA MLK



TPA > Mango > Plant City > Lakeland: VIA MLK

Performance Measures	
Annual Operating Cost	\$400-450K
Cost per Vehicle Trip	\$190-200
Frequency	90 min
Travel Time (one way)	50 min
Transfers to get to Downtown Tampa	0
# of people within ½ mile	24,832
# of jobs within ½ mile	41,892
% in poverty within ½ mile	21.9%
% minority within ½ mile	49.9%
% seniors within ½ mile	11%
% no vehicles within ½ mile	12.8%

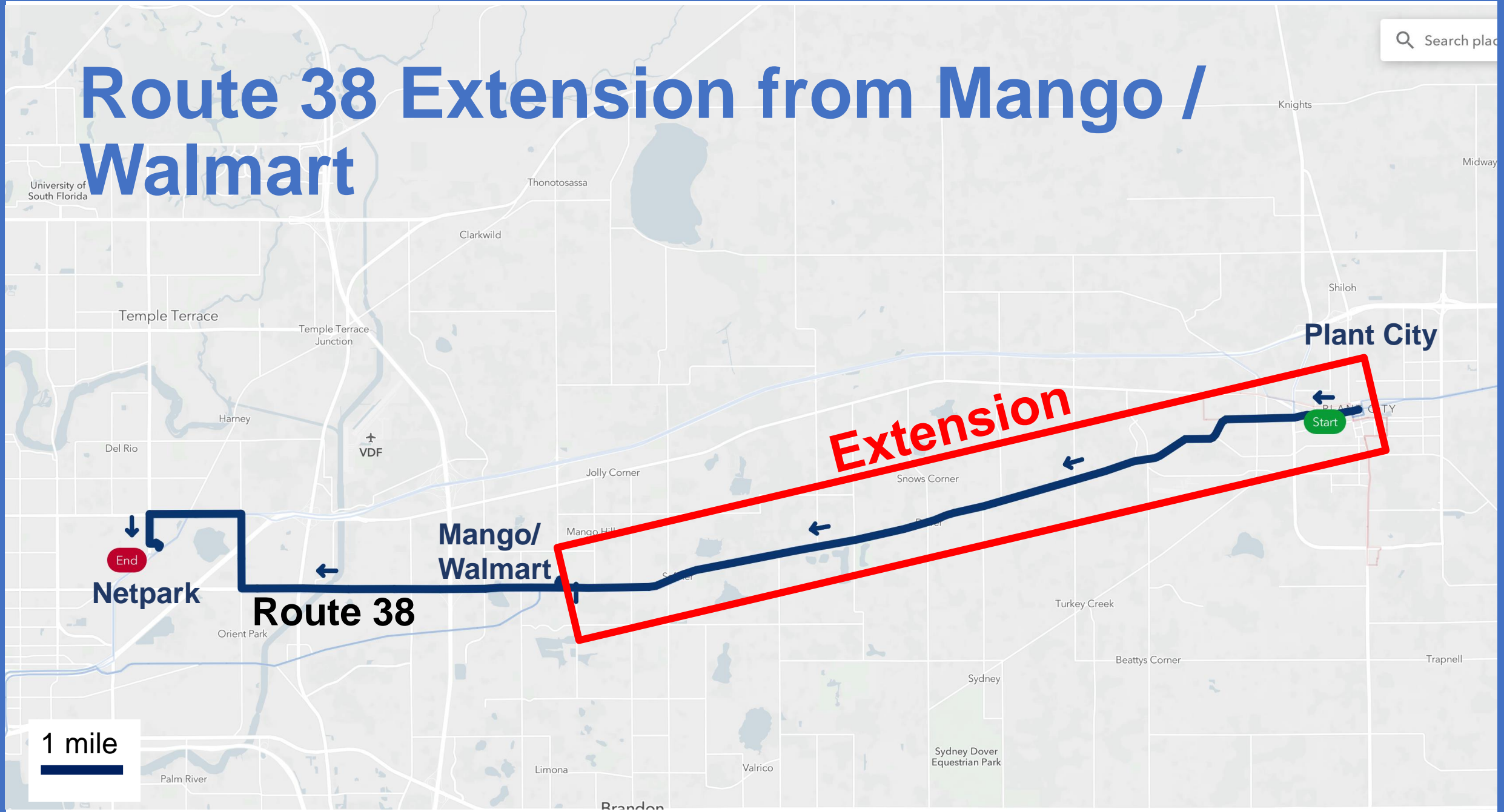


Operates Monday – Friday
6:30 am to 10:30 am
3:30 pm to 7:30 pm

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.

Search place

Route 38 Extension from Mango / Walmart



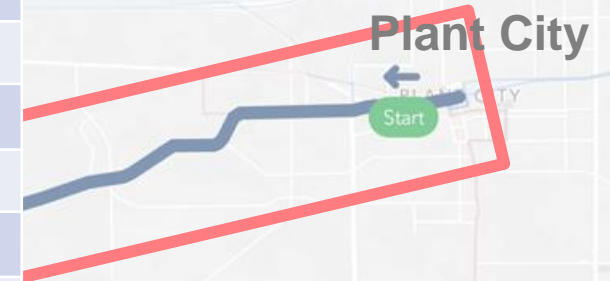
1 mile

Route 38 Extension from Mango / Walmart

Performance Measures	
Annual Operating Cost	\$250-300K
Cost per Vehicle Trip	\$180-200
Frequency	60 min
Travel Time (one way)	50 min
Transfers to get to Downtown Tampa	2
# of people within ½ mile	17,908
# of jobs within ½ mile	18,329
% in poverty within ½ mile	22.2%
% minority within ½ mile	60.8%
% seniors within ½ mile	8.8%
% no vehicles within ½ mile	8.0%

Operates Monday – Friday
 6:30 am to 10:30 am
 3:30 pm to 7:30 pm

Note: All costs are planning-level cost estimates. Any route will require more in-depth analysis by HART staff for more detailed cost estimates.

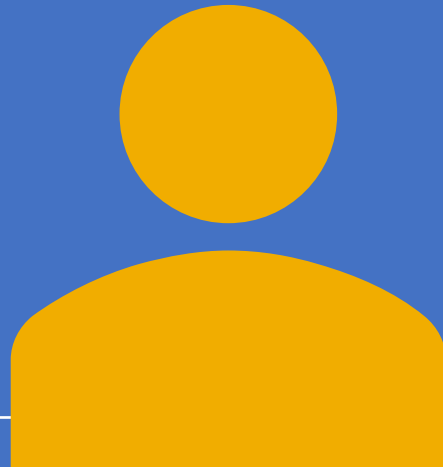


Limited Stop Route Comparison

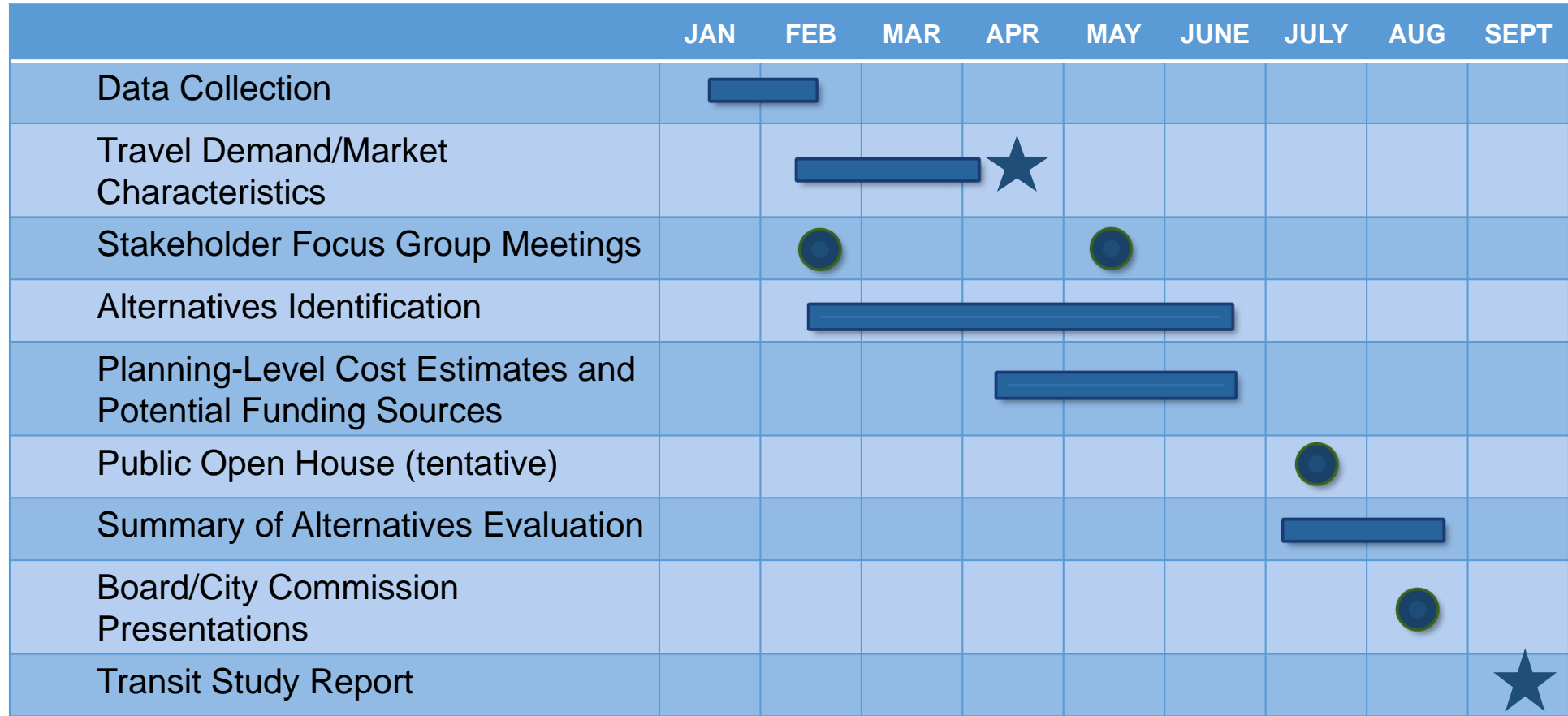
Performance Measures	28X	I-4	MLK	Rt. 38 Ext
Annual Operating Cost	\$200-250K	\$400-450K	\$400-450K	\$250-300K
Cost per Vehicle Trip	\$140-\$150	\$195-205	\$190-200	\$180-190
Frequency	90 min	90 min	90 min	60 min
Travel Time	45 min	55 min	50 min	50 min
Transfers to get to Downtown Tampa	0	0	0	1-2
# of people within ½ mile	14,614	17,342	24,832	17,908
# of jobs within ½ mile	30,179	42,847	41,892	18,329
% in poverty within ½ mile	22.7%	25.7%	21.9%	22.2%
% minority within ½ mile	51.3%	56.1%	49.9%	60.8%
% seniors within ½ mile	10.3%	13.3%	11%	8.8%
% no vehicles within ½ mile	14.8%	14.8%	12.8%	8.0%

QUESTIONS & DISCUSSION

Raise hand to speak or type questions in the chat box.



Next Steps



● Community Engagement

★ Project Deliverable

Thank you for Attending!

- Visit our project website:

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

- We'll send the PPT and a follow-up survey
- For more info, contact:



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