

PLANT CITY TRANSIT STUDY Project Update

MPO Committees
November 2020



Hillsborough MPO
Metropolitan Planning
for Transportation



www.goHART.org



PLANT CITY TRANSIT STUDY

STUDY OVERVIEW



Hillsborough MPO
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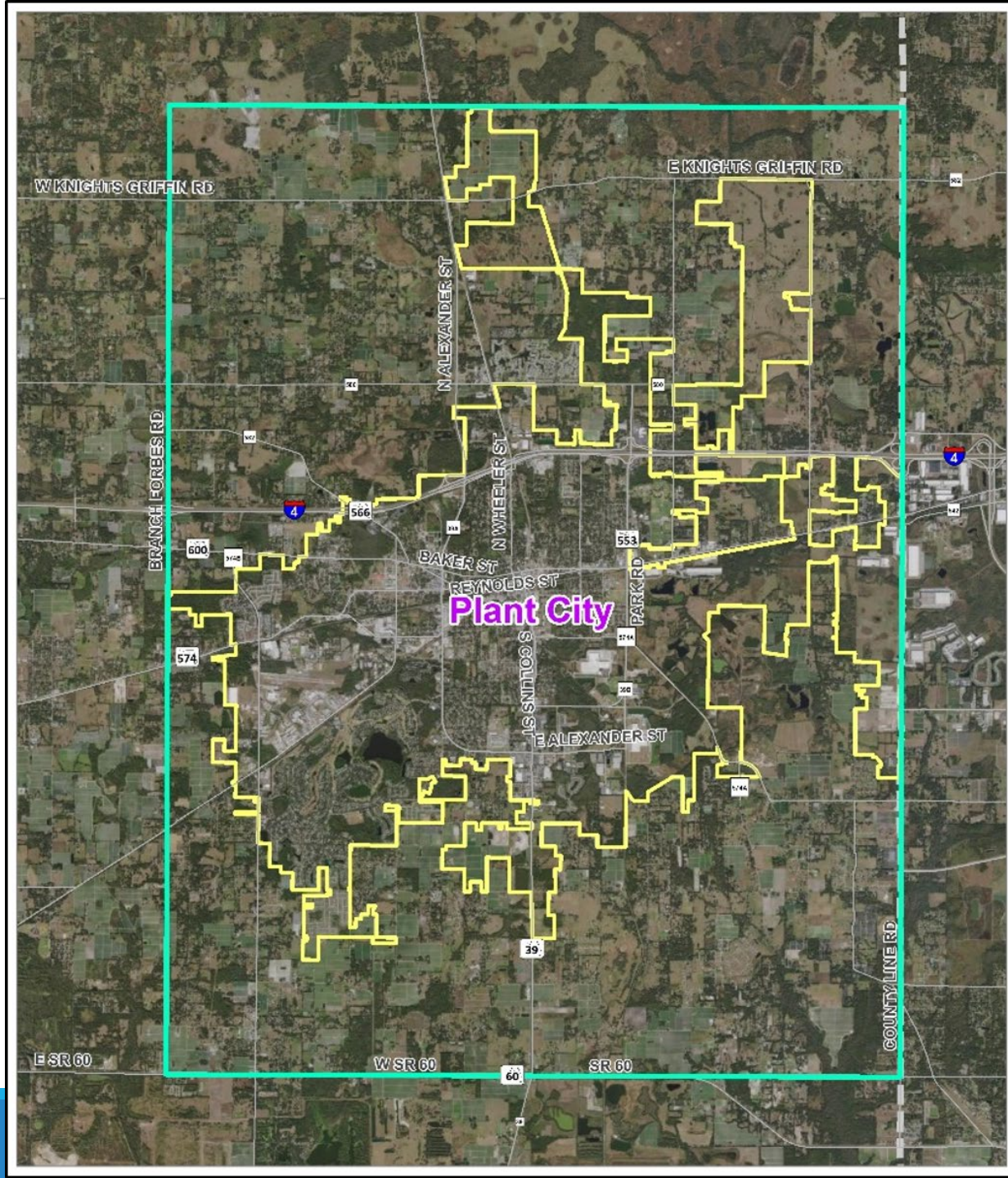
Background

Currently over 40,000 residents in Plant City

Plant City one of the fastest growing areas of Hillsborough County (by percent)*

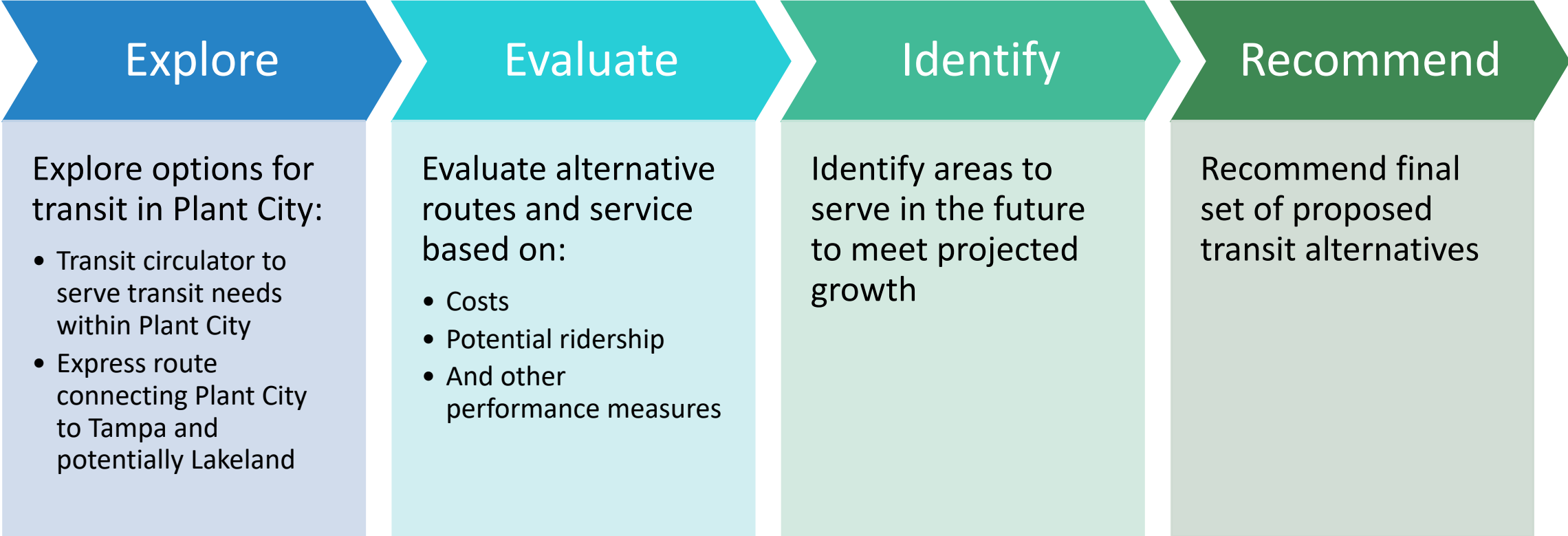
Major corridors Park Rd, S Collins St, Alexander St, Reynolds St, Baker St.

*2045 MPO Population and Job Growth update





Study Purpose & Outcomes



Plant City Transit Master Plan

Tentative Project Schedule

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

- Community Engagement
- ★ Project Deliverable



PLANT CITY TRANSIT STUDY

PREVIOUS TRANSIT SERVICE



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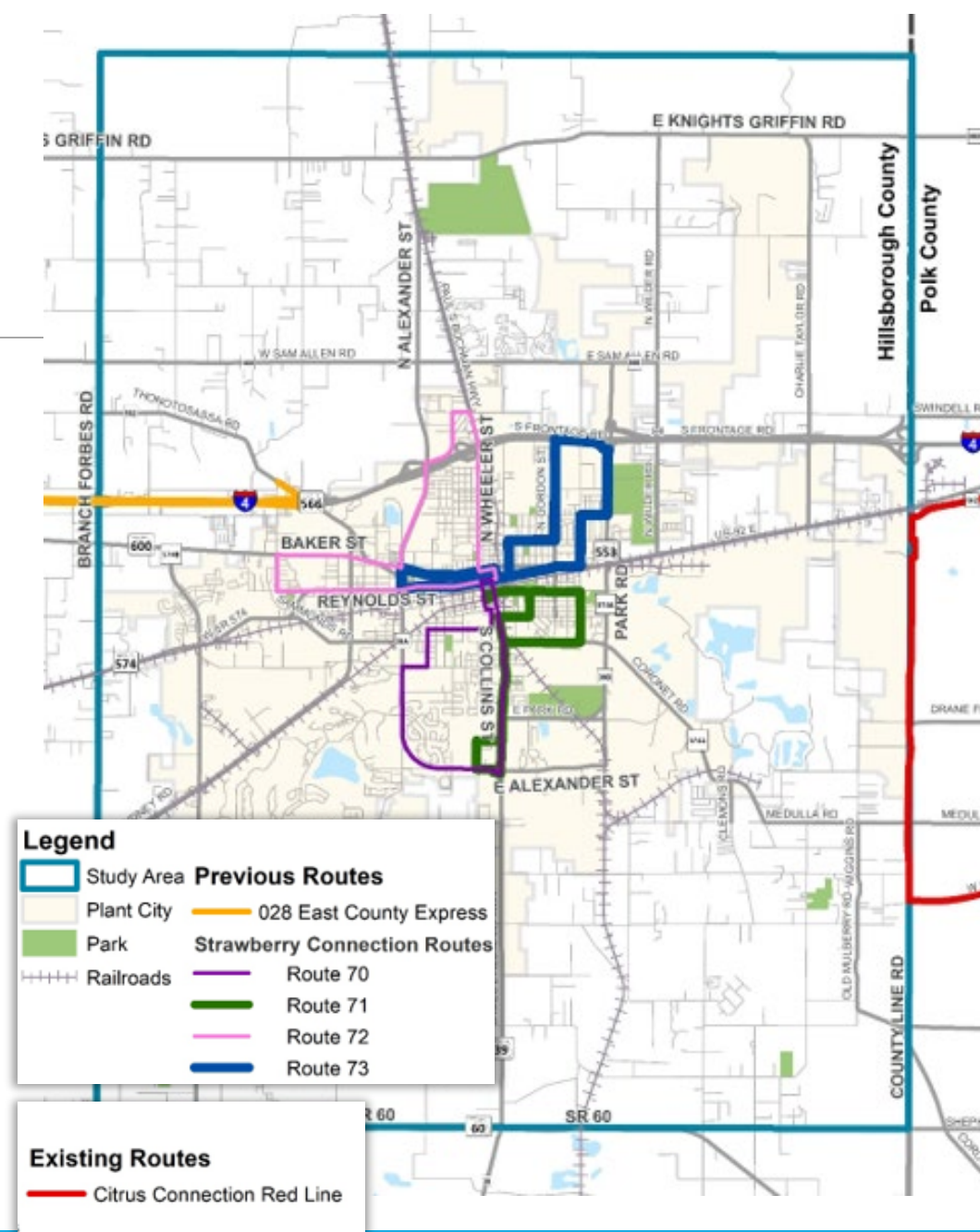
Previous Transit Service

Strawberry Connector

- Four routes operated by HART from 2001-2005, Plant City from 2005-2008
- Highest annual ridership: 47,543 (FY 2006/2007)

28X East County Express

- Two round trips (morning/afternoon) and later one trip a day (morning/afternoon); operated between 2010 to 2017
- Peak average annual ridership in 2012 : 14,363 annual riders (17.3 riders per trip)



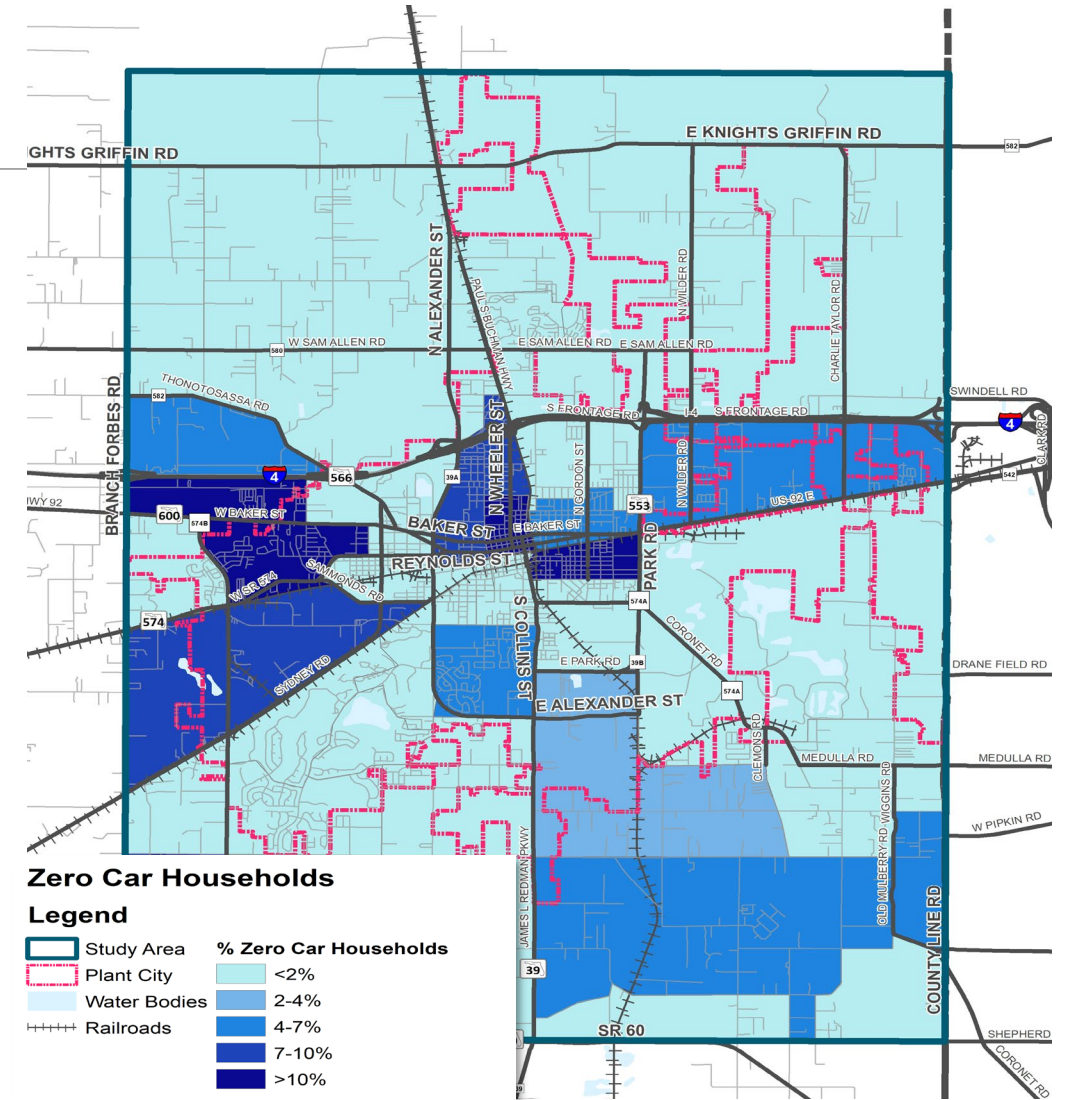


PLANT CITY TRANSIT STUDY COMMUTING CHARACTERISTICS



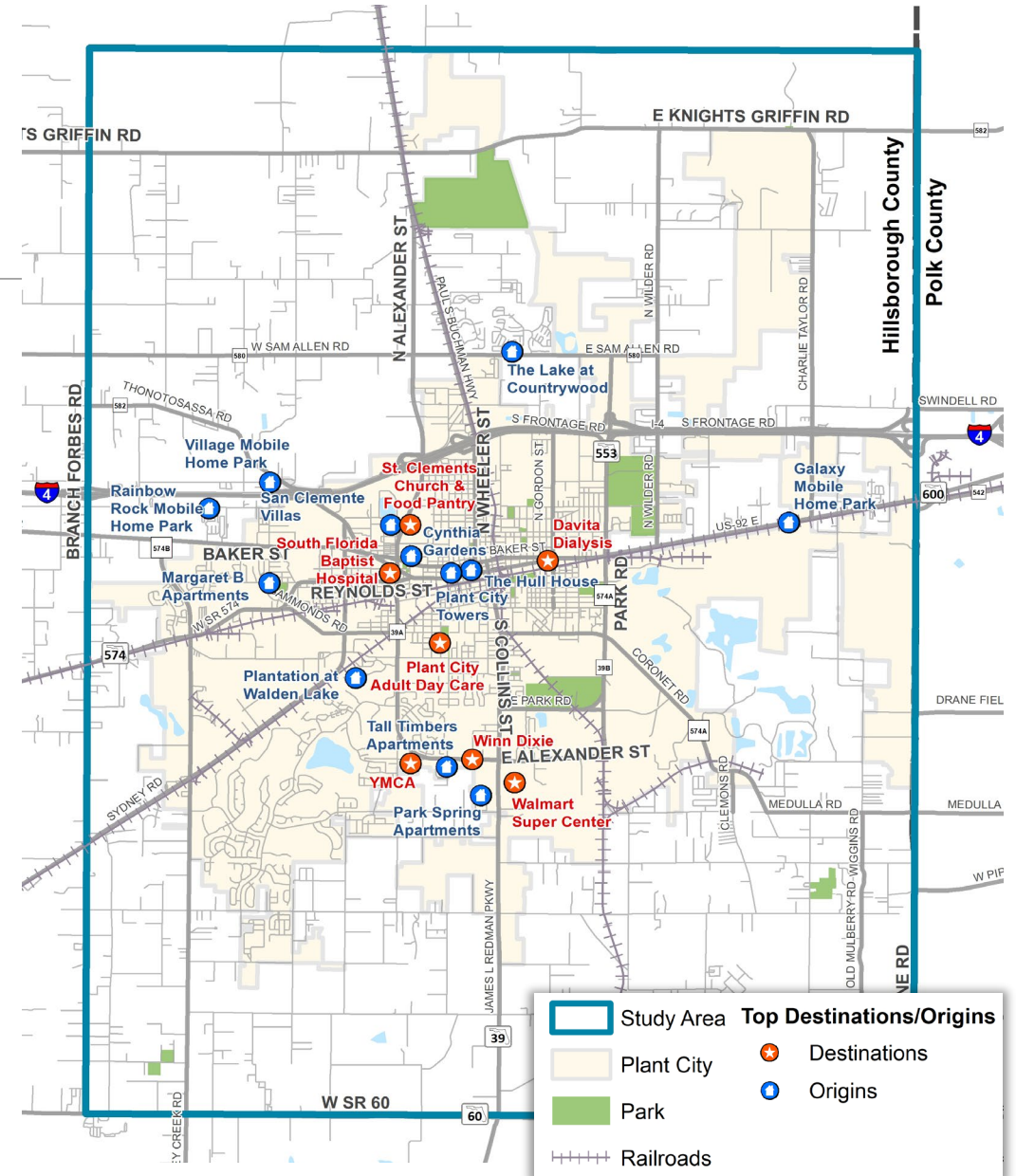
Commute Patterns & Zero Car Households

- 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
- Coincides with Communities of Concern map by Hillsborough MPO



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 |





PLANT CITY TRANSIT STUDY OUTREACH EFFORTS



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Outreach Efforts

Stakeholder Focus Group Meeting I – Feb 2020

Stakeholder Focus Group Meeting II – May 2020

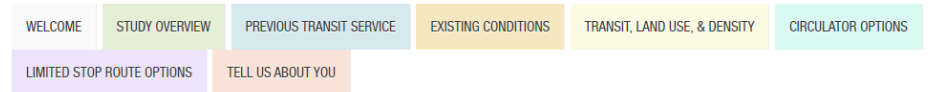
- Survey distributed to stakeholders and public following the focus group meeting

Virtual Public Meeting – Open House Format

- Flyers distributed at various location in Plant City
- Live Presentation on August 26 for public
- Workshop was live for 3 weeks from Aug 24 to Sep 13

workshops.kaiproject.com/workshops/73-plant-city-virtual-open-house

PLANT CITY VIRTUAL OPEN HOUSE VIRTUAL WORKSHOP



WELCOME!

Welcome to the Virtual Open House for the Plant City Transit Study! The transit study is being led by the Hillsborough Metropolitan Planning Organization, in partnership with Hillsborough Area Regional Transit Authority and the City of Plant City.

In each "room" (the tabs located on the top of this page) you will find information about the study, an overview of transit planning, land use and travel patterns in Plant City, and the proposed transit alternatives.

Each tab corresponds to a specific topic and provides related information in the form of PowerPoint slides or Exhibits, and on some tabs feedback is requested through a linked survey. Please follow the tabs in order from left to right. You can view the exhibits in full size by clicking on them and then clicking on the "view full size" text at the bottom.

This virtual open house will be available from Aug 24th to Sept 13th. Please tell your friends and neighbors about this site so we can hear from them by Sept 13th, 2020.

To get started, click on the "Study Overview" tab on the top of the page.





PLANT CITY TRANSIT STUDY ALTERNATIVES ANALYSIS



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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





PLANT CITY TRANSIT STUDY CIRCULATOR ALTERNATIVES



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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 TRANSIT STUDY

Circulator Alternatives

Two options evaluated:

Option A

- 1 bus every 60 minutes
- Connects Strawberry Festival Grounds on the west through Downtown to Walmart along Redman Parkway on the south

Option B

- 2 routes operated by 2 buses
- Splits Option A into 2 routes and covers more area



Circulator Route Cost Comparison

| Performance Measures | Option A | Option B, Routes 1 & 2 |
|--|---------------------------|--------------------------------------|
| Annual Operating Cost | \$600 - \$650K | \$1.12M-\$1.22M |
| Paratransit Cost | \$72K-78K | \$136K-146K |
| # of vehicles | 1 | 2 |
| Frequency | 60 min | 30 min (route 1) 40 min (route 2) |
| Travel Time (round trip) | 50 min | 25 min (route 1) 30 min (route 2) |
| Connection to other routes | Limited stop alternatives | Limited stop alternatives |
| # of people within ½ mile | 10,056 | 18,741 |
| # of jobs within ½ mile | 4,942 | 7,737 |
| % in poverty within ½ mile | 18.74% | 19.2% |
| % minority within ½ mile | 64.7% | 61.5% |
| % seniors within ½ mile | 11.2% | 13.5% |
| % households w/no vehicles within ½ mile | 9.0% | 8.2% |

Option C: 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 (paid by HART)
 - Avg wait time: 15 min





PLANT CITY TRANSIT STUDY

LIMITED STOP ALTERNATIVES



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Assumptions

\$600K capital cost for each new bus

Each route would require 2 buses

Operates Monday – Friday

- **6:00 am to 8:00 pm**

Sat/Sun

- **10:00 am to 8:00 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.

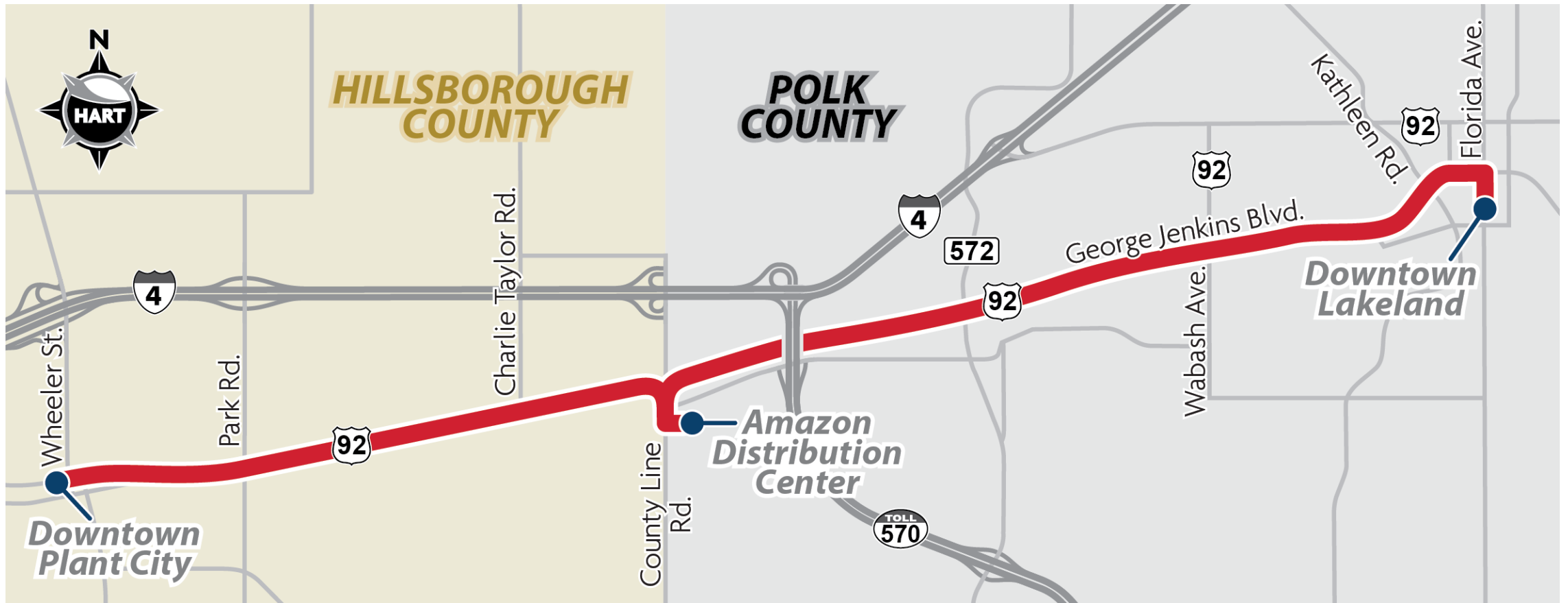
Tampa - Plant City Limited Stop Route Options



Tampa - Plant City Limited Stop Route Comparison

| Performance Measures | 28X | I-4 | MLK | Rt. 38 Ext | I-4 + MLK |
|--|-----------------------------------|---------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Annual Operating Cost | \$950K-1.25M | \$950K-1.25M | \$900-950K | \$950K-1M | \$950K - \$1M |
| Cost per Day | Weekday: \$3K Sat/Sun: \$2,228 | Weekdays: \$2,800 Sat/Sun: \$2,800 | Weekdays: \$2,700 Sat/Sun: \$2K | Weekdays: \$3K Sat/Sun: \$2,250 | Weekdays: \$3K Sat/Sun: \$2,250 |
| Frequency | 45 min | 45 min | 60 min | 60 min | 60 min |
| Travel Time (one-way) | 45 min | 40 min | 50 min | 50 min | 50 min |
| Distance Traveled; 2 veh (round trip) | 53.6 miles | 49.67 miles | 46.3 miles | 37.7 miles | 52.18 miles |
| Transfers to get to Downtown Tampa | 0 | 0 | 0 | 1 | 0 |
| # of people within ½ mile | 44,596 | 15,509 | 19,848 | 6,644 | 20,734 |
| # of jobs within ½ mile | 104,602 | 77,783 | 70,672 | 11,685 | 77,458 |
| % in poverty within ½ mile | 20.6% | 24.7% | 20% | 19.4% | 21.5% |
| % minority within ½ mile | 55% | 58.6% | 50.9% | 62.1% | 55.7% |
| % seniors within ½ mile | 10.1% | 12.9% | 10.5% | 11.1% | 12.6% |
| % no vehicles within ½ mile | 9.9% | 13.6% | 11.9% | 9.0% | 12.9% |

Plant City - Amazon - Lakeland





Plant City - Amazon - Lakeland

| Performance Measures | |
|---------------------------------------|-----------------------------------|
| Annual Operating Cost | \$460K - \$510K |
| Cost per Day | Weekday: \$1,400 Sat/Sun: \$1K |
| Frequency | 60 min |
| Travel Time (one way) | 25 min |
| Distance Traveled; 1 veh (round trip) | 24.84 miles |
| Connection to other routes | Circulators, limited stop routes |
| # of people within ½ mile | 4,955 |
| # of jobs within ½ mile | 8,416 |
| % in poverty within ½ mile | 23.3% |
| % minority within ½ mile | 47.1% |
| % seniors within ½ mile | 17.1% |
| % no vehicles within ½ mile | 19.5% |

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



Lessons Learnt

PLANT CITY TRANSIT STUDY VIRTUAL WORKSHOP

| | | | | | |
|----------------------------|-------------------|--------------------------|---------------------|------------------------------|--------------------|
| WELCOME | STUDY OVERVIEW | PREVIOUS TRANSIT SERVICE | EXISTING CONDITIONS | TRANSIT, LAND USE, & DENSITY | CIRCULATOR OPTIONS |
| LIMITED STOP ROUTE OPTIONS | TELL US ABOUT YOU | | | | |

TELL US ABOUT YOU

Please tell us a bit about yourself [HERE!](#)

These questions are optional but help provide us a better understanding of the responses received and will help inform the final report.

Thank you for participating in the Plant City Transit Study's Virtual Open House. Your feedback is very important to us. Once the virtual open house is closed, we will review all comments received and make any adjustments to the proposed transit route alternatives. The final proposed alternatives will be documented in a final report and will be shared in final presentations to the MPO Board, HART Board, and Plant City-City Commission.

WHEN YOU'RE DONE EXPLORING THIS ROOM AND PROVIDING FEEDBACK, YOU'RE DONE WITH THE WORKSHOP! THANKS!

Opens opportunities for jobs, tourism and economic growth

Providing reliable service and coverage are challenges, public perception about transit

All the commuters drove to work and majority saw transit as a desirable option, prefer transit plaza

Need easy Access to transit stops, comfortable facilities and shorter waiting times, service frequency

Current development pattern could support transit, but need more density to support frequent transit service, policy decisions

Most frequent trips within Plant City for shopping along Redman Plaza, medical appointments, area around the hospital and to work

For Express route, most desired destination Tampa Downtown, followed by Tampa International Airport, Brandon and USF area. Lakeland is a desired destination



THANK YOU

Comments and Questions



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