Second Brainstorm Session

Corridor Options

Tampa Bay History Center
Tuesday April 4, 2017
Welcome & Opening Remarks

Jean Duncan, P.E., Director
City of Tampa Transportation and Stormwater Services Department
Getting Started

Steve Schukraft, HDR
Get Ready...

• Instructions on your table.
• Grab your smartphone or tablet.
• Open your browser.
• Access [www.menti.com](http://www.menti.com).
• Enter meeting code

43 69 62
What You’ll See...

1.

2.

3.
Test Question
Have you done your taxes yet?

- Yes: 32
- No: 25
- I don't know: 2

Total respondents: 59
PHASE 1 BRAINSTORMING SESSIONS

1. **First Brainstorm Session**
   Tuesday, March 7, 2017 at 5:30 p.m.
   Tampa Bay History Center

2. **Second Brainstorm Session**
   Tuesday, April 4, 2017 at 5:30 p.m.
   Tampa Bay History Center

3. **Results Roundtable**
   Tuesday, May 2, 2017 at 5:30 p.m.
   Ybor Room, HCC Ybor Campus
What we heard...
What we heard...

“The service will need high frequency to succeed.”

“The three different options seem too singular.”

“Primarily, we need strong downtown connectivity.”

“Secondly, create regional extensions.”

“We need all of the above.”

“Focus on transit-dependent workers.”

“Consider future transit options.”

“Loop the existing track.”
Please share your thoughts and ideas for the future of the Streetcar System.

Comments:
- Transit Hub Connect
  - Union Train Station
  - Cruise Terminal
  - MTC - Main Transit Center
  - Trolley Stage & Trolley Bus
  - Greyhound Station
  - Water Taxi
- Possible connect these later?

Date: 3/7/17
Name: Ingrid Siah
Street Address: 8500 54th Ave. N
City, State, Zip: 55604
Phone: 612-938-3070
Email: @verizon.net

P.S. Thank you for your comments and suggestions.
Second Brainstorm Session
Tuesday, April 4, 2017 at 5:30 p.m.
Tampa Bay History Center

Tonight’s Agenda
• Review Project Basics
• Draft Purpose & Need
• Discussion of Corridor Options
Project Basics

Steve Schukraft, HDR
STUDY PURPOSE

• Find solutions that support the vision for a **livable, connected, and competitive Downtown**.

• Define alternatives for modernization and extension.

• Assess innovative technologies, costs, benefits, and community impacts.

• Coordinate with the Regional Premium Transit Study.
STUDY MANAGEMENT

A Joint Project Agreement between the City of Tampa and FDOT

FDOT (Study Sponsor)

City of Tampa (Owner)

HART (Operator)

HDR (Lead Consultant)
with Kimley-Horn & Associates, Inc.,
B2 Communications, Boothe Transit Consulting and others.
PLANNING FRAMEWORK

• InVision Tampa’s Center City Plan recognized the need to extend and expand streetcar operations.

• Uses a broad definition of Downtown – Ybor City, Central Park, West River, Channel District, Harbour Island, & Tampa Heights.
STUDY SCOPE
PLANNING FRAMEWORK

• **Tampa Historic Streetcar Extension Study**
  Hillsborough Area Regional Transit Authority
  December 2014

• **Transit Assets & Opportunities Study**
  Hillsborough County MPO & The Tampa Downtown Partnership
  September 2014
PLANNING FRAMEWORK

RELATED STUDIES UNDERWAY

• Regional Premium Transit Study
• Transit Development Plan Update
• Autonomous Transit Pilot Project
Stakeholder engagement and communications through both phases with workshops, briefings, web site, social media, etc.
Who’s with us tonight?
What is your interest in the downtown area? (pick your top 3)

- Resident: 32
- Property Owner: 13
- Business Owner: 4
- Work Downtown: 37
- College Student or Faculty: 1
- Visitor for Downtown Services: 28
- Entertainment/Cultural Venue Representative: 23
- Government/Agency Representative: 17
- Neighborhood Association Representative: 11

65 respondents
What neighborhood do you live in?

- Downtown Core: 3
- Channel District: 5
- Harbour Island: 4
- Ybor City: 6
- Central Park/Encore: 0
- Tampa Heights: 7
- West River: 2
- Grand Central/UT: 1
- Elsewhere: 40

Total responses: 68
Where do you live? (enter your zip code)
What neighborhood do you work in?

- Downtown Core: 25
- Channel District: 5
- Harbour Island: 3
- Ybor City: 3
- Central Park/Encore: 0
- Tampa Heights: 3
- West River: 1
- Grand Central/UT: 1
- Elsewhere: 27

Total respondents: 68
Where do you work? (enter your zip code)
What's your primary way to get between home and work?

- Drive: 55
- Walk: 3
- Bike: 3
- Bus: 2
- Streetcar: 0
- Downtown: 0
- In-Towner: 0
- Taxi/Uber/Lyft: 0
- Other: 6

Total respondents: 69
Draft Purpose & Need

Steve Schukraft, HDR
Clarence Eng, Kimley-Horn
Draft Purpose & Need Statement

• Statement is a description of opportunities, issues, and problems that can be addressed by a potential transit investment.

• Key considerations in drafting the statement:
  o Land Use and Economic Development
  o Mobility Improvement and Congestion Relief
  o Environmental and Community Benefits-Impacts

• Important tool to develop and evaluate options and alternatives.
Connect Downtown Subdistrict

Serve Travel Markets

Improve First Mile/Last Mile Connections

Support Economic Development

Expand Sustainable Transportation Options
Connect Downtown Subdistricts

Improve mobility within and between existing City Center subdistricts with transit-supportive land use and development.

- High Density
- Compact, Urban Form
- Transit Supportive Uses
- Highly Walkable Places
- Supportive Mobility
Population & Employment - 2010
TRAVEL DISTANCES

2 MILES
30-40 MINUTE WALK
Serve Travel Markets

Provide improved mobility to meet the diverse needs of City Center residents, workers, and visitors, including transit-dependent people.

- City Center Residents
- City Center Workers
- Students/Faculty
- Shoppers/Diners
- Tourists/Business
- Arts/Culture/Sports
- Courts & Gov’t Offices
- Special Events
City Center / Downtown Core Travel Markets

3 miles

7-12%
Household Vehicle Ownership (2010)
Approximately 8,200 HART transit riders per weekday in the study area.
Improve access to regional transit services and improve first mile/last mile connections between City Center destinations, regional transit centers, and high capacity parking locations.

MTC & MARION TRANSITWAY
- Express and Local Bus
- Regional Bus

UNION STATION
- Amtrak

GARRISON CHANNEL
- Water Ferry

FUTURE TRANSIT HUBS
- Intermodal Center
- Bright Line/All Aboard Florida
- Regional Fixed Guideway

PUBLIC PARKING RESOURCES
- Garages – Poe, Ft Brooke, Whiting, and Ybor City
Support Economic Development

Advance the InVision City Center development plan through the provision of improved mobility service to emerging subdistricts and destinations.

- Waterfront District
- Port Tampa Bay
- Central Park/Encore
- The Heights
- West River
- Grand Central/University of Tampa
Population & Employment - 2040
Transit-Supportive Places

=15 TRANSIT-ORIENTED DEVELOPMENTS
Travel Markets – Urban Neighborhoods

Tampa Heights

Central Park/Encore

North Downtown

UT & Grand Central

Port Tampa Bay

Waterfront District

New and emerging urban neighborhoods.
Travel Markets – Employment Centers

New employment cluster in several locations.
Expand Sustainable Transportation Options

Provide an attractive alternative to single occupancy vehicle travel between City Center origins and destinations. Complement fixed route/schedule, on-demand, and shared mobility options.
Tampa Coast Bike Ridership (Saturday, Jan 28, 2017)
Approximately 9,200 Downtowner trips per month; 337 average weekday trips
ROUND 3

Draft Purpose & Need?
What is the longest distance you would consider walking to a City Center destination?

- 1 block: 1 person
- 2-4 blocks: 5 people
- 4-6 blocks: 19 people
- 6-8 blocks: 17 people
- 8-10 blocks: 13 people
- 10 or more blocks: 15 people

Total respondents: 70
For a typical City Center trip of more than 1 mile, how would you make the trip?
Which existing City Center subdistricts should have the highest priority for enhanced transit service? (pick up to three)

- Downtown Core: 46
- Channel District: 32
- Harbour Island: 4
- Ybor City: 31
- Central Park/Encore: 7
- Tampa Heights: 31
- Grand Central/UT: 19
- Elsewhere: 9

Total respondents: 70
Which planned developments should have the highest priority for enhanced transit service? (pick up to three)
What primary travel markets should be focused on for a City Center transit solution? (pick your top 3)
How important is each draft Purpose & Need Statement?

- Connect Downtown Subdistricts: 4.4
- Service Travel Markets: 3.6
- Improve First Mile/Last Mile Connections: 3.5
- Support Economic Development: 4.1
- Expand Sustainable Transportation Options: 3.9
How would you prioritize the draft Purpose & Need Statements?

- **38%** Connect Downtown Subdistricts
- **22%** Support Economic Development
- **15%** Expand Sustainable Transportation Options
- **14%** Service Travel Markets
- **11%** Improve First Mile/Last Mile Connections

- [Mentimeter](http://mentimeter.com)

- **74**
Corridor Options

Steve Schukraft, HDR
Corridor Options

• Identify Productive Corridors *(NOT ALIGNMENTS)*
  o Generate ridership to justify investment.
  o Advance elements of the purpose and need.
    ▪ Connect Downtown Subdistricts
    ▪ Serve Travel Markets
    ▪ Improve First Mile/Last Mile Connections
    ▪ Support Economic Development
    ▪ Expand Sustainable Transportation Options

• Build Foundation for Next Steps
  o Alternative definition.
  o Initial assessment of constraints and challenges.
Existing Streetcar

- Serves Ybor City, Channel District, and south end of Downtown Core.
- Connects planned development in Waterfront District and Port Tampa Bay.
N/S Corridors

- Serves Downtown Core and connects to Marion Transit Center and Tampa Heights.
- Connects to site of planned Intermodal Center and potential regional transit stop.
- Provides direct service to University of Tampa.
- Connects emerging subdistricts along the Boulevard and Willow Corridors.
E/W Corridors

- Connects West Tampa to North Downtown, Central Park, and Ybor City.
- Connects East River development, Marion Transit Center and Intermodal Center site.
- Connects North Hyde Park, Grand Central, south Downtown Core and the Channel District.
- Serves development areas in Grand Central, North Hyde Park, and the Waterfront District.
- Serves the Heights and potential development along the Palm and 7th Avenue corridors.
- Connects Tampa Heights to Ybor City.

InVision: Tampa Streetcar | City of Tampa
CORRIDOR OPTIONS
Diagonal Corridor

- Connects Hyde Park, North Hyde Park, Grand Central, Central Downtown, Central Park, and Ybor City.
- Serves West River development areas, north Downtown, and Encore.
Corridor Option Discussion

KEY QUESTIONS BY CORRIDOR

• Would enhanced transit service support the Purpose and Need?
  o Connect Downtown Subdistricts
  o Serve Travel Markets
  o Improve First Mile/Last Mile Connections
  o Support Economic Development
  o Expand Sustainable Transportation Options

• Will development in the corridor generate ridership and support a major investment?
ROUND 4
Corridor Options?
Existing Streetcar Corridor

How well would enhanced service on N/S Corridor Option A (Existing Streetcar) meet the draft Purpose & Need?
Which new N/S Corridor Option best meets the draft Purpose & Need?

- N/S Corridor B (west of River): 4 votes
- N/S Corridor C (central Downtown): 61 votes
- None of these: 1 vote

InVision: Tampa Streetcar | City of Tampa
## Are there other N/S corridors that should be considered?

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Suggested Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>21st/22nd</td>
<td>Highland</td>
</tr>
<tr>
<td>21st/22nd Ave.</td>
<td>Howard &amp; or Armenia</td>
</tr>
<tr>
<td>Airport</td>
<td>Howard Ave</td>
</tr>
<tr>
<td>Airport</td>
<td>Howard ave</td>
</tr>
<tr>
<td>Airport</td>
<td>Howard/Arenia and Airport</td>
</tr>
<tr>
<td>Airport</td>
<td>Hyde Park Village to downtown</td>
</tr>
<tr>
<td>Ashley</td>
<td>Nebraska Ave</td>
</tr>
<tr>
<td>Bay shore</td>
<td>Nebraska Ave. Has the highest existing bus ridership.</td>
</tr>
<tr>
<td>Bayshore</td>
<td>Need connections to USF and New Tampa</td>
</tr>
<tr>
<td>Columbus Drive in Tampa Heights at Central Ave</td>
<td>Needs to go north of 275</td>
</tr>
<tr>
<td>Franklin</td>
<td>Not Franklin</td>
</tr>
<tr>
<td>Franklin</td>
<td>Rail along the right of way north and south of 275</td>
</tr>
<tr>
<td>Franklin</td>
<td>Rome Ave</td>
</tr>
<tr>
<td>Franklin</td>
<td>Howard/Arenia</td>
</tr>
<tr>
<td>Franklin</td>
<td>Palm Avenue</td>
</tr>
<tr>
<td>Franklin</td>
<td>Seminole heights</td>
</tr>
<tr>
<td>Franklin</td>
<td>South Howard Ave (SoHo)</td>
</tr>
<tr>
<td>FRANKLIN ST. Makes sense, walkable/pedestrian friendly, close to amenities, far enough away to penetrate deeper into downtown</td>
<td>Swing over to Tampa Heights.</td>
</tr>
</tbody>
</table>
Which E/W Corridor Option best meets the draft Purpose & Need?

- E/W Corridor D (north): 21 votes
- E/W Corridor E (central): 19 votes
- E/W Corridor F (south): 26 votes
- None of these: 1 vote

Total Votes: 67
**Are there other E/W corridors that should be considered?**

<table>
<thead>
<tr>
<th>Corridor Description</th>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>7th Ave to connect back w/ streetcar in Ybor. Loop allows continuous loop &amp; interesting ride for riders. Could make N/S and E/W 2 lines</td>
<td>Floribraska/MLK/Columbus (Further North)</td>
</tr>
<tr>
<td>Airport</td>
<td>HPV VIA UT to Straz then south</td>
</tr>
<tr>
<td>Airport</td>
<td>Into Westshore and to the airport.</td>
</tr>
<tr>
<td>Airport</td>
<td>Kennedy</td>
</tr>
<tr>
<td>Airport</td>
<td>Kennedy</td>
</tr>
<tr>
<td>Azeele</td>
<td>Kennedy</td>
</tr>
<tr>
<td>Bayshore</td>
<td>Kennedy and Jackson</td>
</tr>
<tr>
<td>Bruce Wayne Monorail System</td>
<td>Kennedy ave</td>
</tr>
<tr>
<td>Columbus</td>
<td>Kennedy to west shore</td>
</tr>
<tr>
<td>Columbus</td>
<td>Kennedy west</td>
</tr>
<tr>
<td>Columbus</td>
<td>Main St or Cass St to West Tampa</td>
</tr>
<tr>
<td>Columbus ave</td>
<td>Main Street into downtown.</td>
</tr>
<tr>
<td>Columbus to River connect to Water Taxi</td>
<td>North south has greater potential for ridership and development opportunities</td>
</tr>
<tr>
<td>Columbus to stadium / HCC</td>
<td>Not Kennedy</td>
</tr>
<tr>
<td>Columbus/Floribraska/Central Ave</td>
<td>Not that I can gather</td>
</tr>
<tr>
<td>Combine B E and F but on west side of river</td>
<td>Palm Avenue</td>
</tr>
<tr>
<td>Connect to Palmetto Beach</td>
<td>Pinellas</td>
</tr>
<tr>
<td>Connect to Westshore &amp; Airport</td>
<td>Rail along the right if was on I4</td>
</tr>
<tr>
<td>CSX LINE</td>
<td>Swann</td>
</tr>
<tr>
<td>Cypress</td>
<td>The Csx tracks should take care of east west</td>
</tr>
<tr>
<td>Do NOT put transit down the middle of the interstate.</td>
<td>The diagonal option</td>
</tr>
<tr>
<td>Floribraska</td>
<td>Westshore</td>
</tr>
<tr>
<td></td>
<td>Yes, to facilitate regional connections. :)</td>
</tr>
</tbody>
</table>
New Diagonal Corridor Option G

How well would new service on Diagonal Corridor Option G meet the draft Purpose & Need?

3.3

Not At All

Very Well
Select the top 3 corridors for improved or new service.
## Are there any other corridors that should be considered?

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport</td>
<td>Cypress to TIA</td>
</tr>
<tr>
<td>Airport</td>
<td>Do NOT put transit down the interstate, including regional/commuter (exception: brightline)</td>
</tr>
<tr>
<td>Airport</td>
<td>Floribaska/MLK/Columbus (Further North). 21st/22nd Ave.</td>
</tr>
<tr>
<td>Airport</td>
<td>Hillsborough River</td>
</tr>
<tr>
<td>Airport</td>
<td>Je ne sais pas</td>
</tr>
<tr>
<td>Airport</td>
<td>Loop existing through channelside</td>
</tr>
<tr>
<td>Airport</td>
<td>Loop that includes downtown</td>
</tr>
<tr>
<td>Airport and Westshore</td>
<td>Main Street Westward. NebraskA Ave.</td>
</tr>
<tr>
<td>Airport to downtown</td>
<td>Make full loop around city to reconnect what 275 divided</td>
</tr>
<tr>
<td>Airport. Westshore.</td>
<td>Nebraska</td>
</tr>
<tr>
<td>Airport/Westshore</td>
<td>New baseball stadium</td>
</tr>
<tr>
<td>Autonomous vehicle/ no fixed corridor</td>
<td>Not Kennedy</td>
</tr>
<tr>
<td>Bring back Sulphur Springs!</td>
<td>Rome</td>
</tr>
<tr>
<td>Bring back the green line intowner</td>
<td>Seminole Heights</td>
</tr>
<tr>
<td>Columbus</td>
<td>Seminole Heights as a bridge to the Innovation District</td>
</tr>
<tr>
<td>Columbus Ave, Cass st for E/W. I think N/S corridor has to be Franklin as North Franklin areas (and Heights) has so much potential.</td>
<td>Soho eventually to Port Tampa</td>
</tr>
<tr>
<td>Connect downtown to USF area</td>
<td>Think twice before you destroy the pedestrian mall potential Franklin street mall has and can be. Keep street car on perimeter. walk to core</td>
</tr>
<tr>
<td>Connect the existing line to the MTC bus station</td>
<td>Too many choices for center city already</td>
</tr>
<tr>
<td>Corridors that contribute to regional connections to facilitate travel into &amp; out of the downtown area.</td>
<td>USF Connection</td>
</tr>
<tr>
<td>Crossing river will be a challenge!</td>
<td>USF connection</td>
</tr>
<tr>
<td>CSX</td>
<td>West Tampa/Stadium</td>
</tr>
<tr>
<td>Cypress &amp; Cass street</td>
<td>Westshore</td>
</tr>
<tr>
<td></td>
<td>Westshore/International/airport</td>
</tr>
<tr>
<td></td>
<td>whatever is the most aesthetic</td>
</tr>
</tbody>
</table>
Open Dialogue

Steve Schukraft, HDR
OPEN DIALOGUE

• Be brief – 1 minute or less.
• Be nice.
• Let us know your name and interest in Downtown – live, work, visit, etc.
• Focus on tonight’s topics:
  o Purpose and Need
  o Corridor Options
• Use the comment form for additional thoughts.
STAY ENGAGED

• Fill out a Comment Form.
• Attend the Results Roundtable on Tuesday, May 2, 2017 at 5:30 p.m. at the Ybor Room, HCC Ybor Campus
• Check the project website for updates – www.tampagov.net/streetcar
• Follow the City of Tampa on Facebook and Twitter @CityofTampa.
• Email the project team at streetcar@tampagov.net.
• Contact the City Project Manager Milton Martinez, P.E. at (813) 274-8998.
THANK YOU!