First Brainstorm Session

Purpose & Need

Tampa Bay History Center
Tuesday March 7, 2016
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

23 48 61
What you’ll see...

1. Mentimeter

What is your favorite animal?

This question is not open for voting. Please wait for the presenter to open it.

- Kitten
- Puppy

Submit

2. Mentimeter

What is your favorite animal?

- Kitten
- Puppy

Submit

3. Mentimeter

Please wait for the presenter to show the next question.

Did the question not show up?

Refresh

Powered by mentimeter.com
STUDY PURPOSE

• Find solutions that supports 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)

PROJECT TIMELINE

PHASE 1
FEASIBILITY
Spring - Summer 2017

KEY TASKS
• Purpose & Need
• Concept Alternatives
• Impact Evaluation
• Funding & Implementation
• FTA Request to Advance

PHASE 2
PROJECT DEVELOPMENT
Summer 2017 - Summer 2018

KEY TASKS
• Preferred Alternative
• Preliminary Design & Engineering
• Impact Assessment
• Funding & Implementation
• FTA Request for Funding

Stakeholder engagement and communications through both phases with workshops, briefings, web site, social media, etc.
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
PHASE 1 BRAINSTORMING SESSIONS

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

FOCUS
• Study Introduction
• Share Early Observations & Ideas

FORMAT
• Presentation with Live Feedback
• Open Forum
• Closing
PHASE 1 BRAINSTORMING SESSIONS

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

PRESENT
Getting Started
Project Basics
Existing Conditions
Downtown’s Future

STRUCTURED Q & A
Q: Test Question
Q: Who’s Here?
Q: Getting Around?
Q: Purpose & Need?
TEST QUESTION

• Instructions on your table.
• Grab your smartphone or tablet.
• Open your browser.
• Enter meeting code:

23 48 61
Test Question
What is your favorite animal?

Kitten: 22
Puppy: 77

99 respondents
Project Basics

Steve Schukraft, HDR
PLANNING FRAMEWORK

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

• Uses a broad definition of Downtown – Ybor, West River, & Tampa Heights
STUDY SCOPE

InVision: Tampa Streetcar | City of Tampa

Tampa Heights
Ybor City
Downtown
Channel District
West River
UT / Grand Central
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
Who’s with us tonight?
What is your interest in the downtown area? (pick your top 3)

- Resident: 49
- Property Owner: 29
- Business Owner: 8
- Work Downtown: 50
- College Student or Faculty: 3
- Visitor for Downtown Services: 32
- Entertainment/ Cultural Venue Representative: 23
- Government/ Agency Representative: 23
- Neighborhood Association Representative: 21

99 responses
Where do you live? (please enter your zip code)
What neighborhood do you live in?

- Downtown Core: 8
- Channel District: 10
- Harbour Island: 4
- Ybor City: 5
- Encore: 0
- Tampa Heights: 13
- Seminole Heights: 13
- South Tampa: 18
- West Tampa: 3
- Elsewhere: 24

98 respondents
Where do you work?

- Downtown: 46
- Harbour Island: 1
- Ybor City: 4
- South Tampa: 3
- West Tampa: 2
- Westshore: 9
- USF Area: 5
- Brandon Area: 4
- Elsewhere: 22

Total: 96
How do you get to and from work?

- Drive: 72
- Walk: 21
- Bike: 10
- Bus: 5
- Streetcar: 4
- Downtowner: 6
- In-Towner: 0
- Taxi/Uber/Lyft: 12
- Other: 11

Total: 98 respondents
Streetcar 101

Dave Vozzolo, HDR
STREETCAR IS NOT...

**Light Rail, Metro-Rail or Commuter Rail**

**Light Rail/Metro-Rail/Commuter Rail Service**
- Dedicated, exclusive right-of-way.
- Longer distances between station stops.
- Higher speeds.
- Several rail cars in a “Train”.
- Longer distances served – more oriented toward suburban to downtown travel.
STREETCAR IS TYPICALLY...

Designed as Urban Circulator

Typical Urban Circulator Service
- Shorter routes serving downtown and adjoining neighborhoods.
- Operates in mixed traffic.
- More frequent service with smaller vehicles.
- Designed for quick “On” and “Off” the vehicle.
- Riders tend to take shorter trips.
STREETCAR IS EVOLVING...

Into Urban Hybrid Operations
Urban Circulator that also serves longer trips on dedicated guideway.

Urban Hybrid
- Mixed traffic in downtowns and dedicated lanes in select segments or outlying areas.
- More frequent service with closer stops in urban center; less frequent service with fewer stops in outlying areas.
- May use same vehicle technology or different vehicles on different segments.
Modern Streetcars

- Standard bus
- Vintage Restored Streetcar
- Vintage Replica Streetcar
- Modern Streetcar
- Light Rail
Modern Streetcars

[Images of modern streetcars]
Stations & Amenities
Keys to Success

• Connectivity between existing activities and new development.
• Active or revitalized urban real estate market.
• Great streets, pedestrian-oriented streets.
• Willingness to prioritize transit and pedestrians in the urban street network.
• Dedicated support for capital and ongoing operating investment.
Recent Streetcar Openings

- Salt Lake City Sugarhouse, December 2013
- Tucson Sun Link Streetcar, July 2014
- Atlanta Streetcar, December 2014
- Dallas Oak Cliff Streetcar, April 2015
- Charlotte City LYNX Gold Line, July 2015
- Seattle First Hill Streetcar, January 2016
- DC H Street /Benning Line, February 2016
- Kansas City Downtown Streetcar, May 2016
- Cincinnati Streetcar, September 2016
Upcoming Streetcar Openings

- Detroit 2017
- Charlotte Gold Line Phase 2 2018
- Milwaukee 2018
- Oklahoma City 2018
- Seattle Central City 2019
- Tacoma Extension 2019
- Santa Ana/Orange County 2020
- Sacramento 2020
- Tempe 2020
- Fort Lauderdale 2020
- Miami/Miami Beach
- Los Angeles
- Brooklyn/Queens Connector
EMERGING TECHNOLOGIES...

New Autonomous Transit

Autonomous Transit Service

- Current vehicle options limited but technology is rapidly evolving.
- Can operate in mixed traffic or in exclusive guideways or travel lanes.
- Easy to flex vehicles in and out of service to meet fluctuating demand.
Conditions & Context

Steve Schukraft, HDR
Clarence Eng, Kimley-Horn
Streetcar Version 1.0

1885-1920s – Service started in 1885 with wood burning vehicles on rails connecting Downtown Tampa with Ybor City.
Streetcar Version 1.0

1920s to 1940s – The system served up to 24 million passengers a year, and had 190 vehicles in operation on 53 miles of track with service hours from 4:30am to 2:00am.
Streetcar Version 2.0

2.7 Miles with 11 Stations

Streetcar Version 2.0

• **Initial Line - October 2002**
  - 2.4 mile system with 10 Stations
  - Single track, exclusive guideway with CSX crossing
  - Replica vehicles plus 1 restored vehicle

• **First Extension - December 2010**
  - 0.33 mile extension to Fort Brooke Garage

• **System Funding & Operations**
  - Operating Revenues (1/3) – Fare Box, Advertising & Leasing
  - Non-Operating Revenues (2/3) – Assessment, CRA, State, FTA, & City
  - Service Hours Extended in Sept 2016
  - Ridership – 38,000 in Jan 2017 (32,000 in Jan 2016)
Shared Mobility Context

Downtown
- Streetcar
- In-Towner
- Downtowner
- Water Taxi

City/Regional
- HART Local & Express
- PSTA Express
- Amtrak
- Regional Bus (MegaBus/RedCoach)
- Cross-Bay Ferry
- Private Shuttles
## All Mobility Options

### EXISTING
- Streetcar
- Local/Express Bus
- In-Towner
- Amtrak
- Regional Bus
- Private Shuttles
- Walking
- Biking

### RECENT
- Downtowner
- Taxi/Uber/Lyft
- Bike Share
- Car Share
- Water Taxi
- Water Ferry

### FUTURE
- Marion AV Transit
- Regional Transit
- Personal AV
- Shared AV
- Walking
- Biking
ROUND 2

How do you get around Downtown?
How do you get around downtown?

- Walk: 89
- Bike: 26
- Drive: 33
- Bus: 2
- Streetcar: 32
- Downtowner: 30
- In-Towner: 8
- Taxi/Uber/Lyft: 29
- Other: 5

Total respondents: 99
How do you access special events, entertainment, and cultural destinations?

- Walk: 58
- Bike: 26
- Drive: 60
- Bus: 5
- Streetcar: 34
- Downtowner: 22
- In-Towner: 4
- Taxi/Uber/Lyft: 48
- Other: 8

101 respondents
What is the biggest transportation challenge facing downtown and surrounding neighborhoods? (pick your top 3)

- Safety for pedestrians/cyclists: 53
- Traffic congestion: 47
- Walkability/ease of access between destinations: 46
- Cost of transit and other shared mobility services: 8
- Availability of transit options: 69
- Event-related parking and traffic: 33
- Access to parking: 35

102 respondents
Which mode of public transit do you use most often?

- HART Local Bus: 10
- Streetcar: 31
- Downtowner: 25
- In-Towner: 2
- Regional Transit: 0
- Do not use public transit: 31

Population: 99
How often did you ride the Streetcar in the past year?

- Daily: 3
- Weekly: 8
- Monthly: 12
- Occasionally: 33
- Special Events Only: 18
- Never: 25

Total respondents: 99
If you used Streetcar, where was your destination? (pick your top 3)
Why did you choose the Streetcar?

- Convenience: 44
- Cost: 14
- Travel time: 7
- Clean/comfortable: 16
- Friendly/helpful conductors: 10
- Novelty/curiosity: 54
- Other: 18

101 respondents
LAND USE & DEVELOPMENT

What’s needed to support streetcar or other shared mobility services?

• High Density
• Compact, Urban Form
• Transit Supportive Uses
  o Employment & Housing
  o Education, Entertainment & Cultural Destinations
  o Supporting Retail & Services
• Highly Walkable Places
• Supportive Mobility
Population & Employment - 2010
Population & Employment - 2040

Activity Density 2040
InVision: Tampa Streetcar | City of Tampa
Population & Employment - CHG 2010-2040
Population & Employment - Summary

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2040</th>
<th>Chg 2010-40 #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>55,377</td>
<td>105,029</td>
<td>49,715</td>
</tr>
<tr>
<td>Employment</td>
<td>93,186</td>
<td>148,567</td>
<td>55,381</td>
</tr>
<tr>
<td>Total</td>
<td>148,563</td>
<td>253,659</td>
<td>105,096</td>
</tr>
</tbody>
</table>

- **Transit supportive densities/intensities** *(projections being updated to capture Waterfront District, Port Tampa Bay, and other plans)*
- **Increasing densities in surrounding neighborhoods**
- **Existing streetcar serves/links some but not all transit-supportive places.**
TRANSIT-SUPPORTIVE PLACES

=15 TRANSIT-ORIENTED DEVELOPMENTS
Travel Markets – Urban Neighborhoods

Existing urban neighborhoods near downtown.
Travel Markets – Urban Neighborhoods

New and emerging urban neighborhoods.
Travel Markets – Employment Centers

Employment-intensive subdistricts.
Travel Markets – Employment Centers

Jobs concentrated in distinct districts.
Travel Markets – Cultural & Entertainment

Cultural and entertainment destinations aligned along waterfronts.
ROUND 3
Downtown mobility solutions?
How important are the following factors in creating successful mobility solutions for downtown?

![Chart showing the importance of different factors]

- High frequency service: Very important (4.7)
- Low or no cost for service: Not important (2.9)
- Access to cultural destinations/entertainment: Not important (2.2)
- Connections between jobs and urban neighborhoods: Very important (4.7)
- Connections to Westshore/Airport: Very important (4.5)
- Connections to South Tampa: Not important (3.1)
- Connections to Seminole Heights: Not important (3.2)

- 97 respondents
What PRIMARY TRAVEL MARKETS should we focus on for a downtown mobility solution? (pick your top 3)

- Downtown residents: 61
- Transit-dependent people: 39
- Commuters to downtown jobs: 74
- Visitors to Ybor City: 11
- Patrons of cultural and entertainment venues: 51
- Convention attendees: 10
- Visitors from Tampa Airport: 27

Mentimeter

94
What is the biggest barrier to implementing a downtown mobility solution?

- Cost of construct: 13
- Cost of service: 3
- Not enough riders: 4
- Political will: 70
- Lack of community support: 6
- Not needed: 0

96 respondents
Concepts for the Future

Steve Schukraft, HDR
Concepts for the Future

• Basic ways to think about travel markets and transit service.

• At this stage in the process, we **focus on purpose, not specific routes or technologies.**

• Spark discussion about possibilities.

• Set the stage for further research and more specific alternatives.
Concepts for the Future

Venue Connector

Subregional Link

Downtown Circulator
Connects housing, jobs, and shopping, and entertainment destinations.

Provides a convenient alternative to driving for downtown residents and workers.

Service within the downtown, Ybor, and nearby neighborhoods would be frequent.

Direct links to regional transit service.
Downtown Circulator

- Important for future success of downtown: 4.5
- Critical to meet future mobility demands: 4.4
- Willing to pay more in property/sales tax for service: 4.1

Mentimeter

97
How often would you use a Downtown Circulator service?

- Daily: 31
- Weekly: 41
- Monthly: 6
- Occasionally: 11
- Special Events Only: 5
- Never: 1

- 95 respondents
• Directly link cultural, entertainment, and tourist destinations in Downtown, Ybor City, and nearby neighborhoods.

• Service focused on serving visitors and event patrons.

• Stops close to key venues and major parking resources.
Venue Connector
Venue Connector

- Important for future success of downtown: 4
- Critical to meet future mobility demands: 3.9
- Willing to pay more in property/sales tax for service: 3.6

Number of responses: 89
How often would you use a Venue Connector service?

- Daily: 4
- Weekly: 30
- Monthly: 19
- Occasionally: 24
- Special Events Only: 14
- Never: 2

93 respondents
Subregional Link

• Designed to allow future connections to activity centers in the City such as Westshore and Tampa International Airport.

• Serves areas beyond Downtown, Ybor City, and nearby neighborhoods.

• Service would require fewer stops Downtown and faster travel speeds.
Subregional Link

- USF Area
- Seminole Heights
- TPA
- West TAMPA
- Westshore
- South TAMPA
- Downtown, Ybor City & Nearby Nhds

Vision: Tampa Streetcar / Transforming Tampa's Transit
Subregional Link

- Important for future success of downtown: 4.3
- Critical to meet future mobility demands: 4.3
- Willing to pay more in property/sales tax for service: 3.9

89 respondents
How often would you use a Subregional Link service?

- Daily: 16
- Weekly: 30
- Monthly: 13
- Occasionally: 33
- Special Events Only: 2
- Never: 0

94 respondents
Recap

Concepts for the Future
How often would you use a Downtown Circulator service?

- Daily: 31
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95 respondents
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- 93 respondents
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94 respondents
Open Dialogue

Steve Schukraft, HDR
OPEN DIALOGUE

• Please be brief – 1 minute or less.
• Let us know your name and your interest in Downtown.
• Try to focus on purpose and need – we’ll discuss and debate potential alignments in future sessions.
• Please use the comment form for additional thoughts.
STAY ENGAGED

• Fill out a Comment Form – Share your thoughts and ideas with the team.

• Attend the Second Brainstorm Session and the Results Roundtable.

• Check the project website for updates [www.tampagov.net/streetcar](http://www.tampagov.net/streetcar)

• Follow the City of Tampa on Facebook and Twitter @CityofTampa.

• Contact the City Project Manager Milton Martinez, P.E. at (813) 274-8998 or streetcar@tampagov.net.
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THANK YOU!