Creation of a New Limited Express Route
275LX
Board of Directors Meeting
February 5, 2018
Background

• COA/TPD process recommended and vetted new route through public outreach connecting University Area/Downtown/Airport known as 275LX.

• Unable to implement year 1 due to funding constraints.

• Service Development staff brainstormed ideas on how we could implement this route in FY18 (Post Mission MAX).

• Possibility exists to use Route 51LX’s Urban Corridor grant from FDOT if we extend route beyond county lines.

• Collaborated with FDOT and formally proposed plan.

• Presented plan to LSP Committee.
Overview

• Merger of 51LX and 275LX (COA/TDP route).
• Saves service from New Tampa to Downtown.
• Proposed 275LX alignment alternatives, models as high as 200,000 passengers per year.
• FDOT funded via Urban Transit Corridor program – 100% FDOT and renewable.
• Current and future regional connectivity – connect hourly to PCPT Route 54. Future connection to regional service.
• New FDOT facilities on BBD and new PnR that is shared with PCPT.
Existing 51LX – New Tampa Express and 20X – Lutz Express

- FDOT Funded Urban Corridor routes
- Performance
- Route 51LX continues to decline
- **Route 20X is increasing ridership for FY18**
- FDOT questioning continuation
- Funding structure through the plan
Proposed 275LX Scenarios

• Scenario 1

• Wesley Chapel to TIA (60 Minute Frequency)
• 6am to 10pm – timed with 60LX @ MTC to TIA
  o 30 minute service MTC-TIA
• 7-Days/Week
• $1,400,000/yr. less revenue
Proposed 275LX Scenarios

- Scenario 2
  - Wesley Chapel to MTC (60 Minute Frequency)
  - 6am to 10pm – timed with 60LX @ MTC to TIA
    - 30 minute service MTC-TIA with Route 30
  - 7-Days/Week
  - $1,100,000/yr. less revenue
Proposed 275LX Scenarios

• Scenario 3
  • Monday – Friday
    o Wesley Chapel to TIA (60 Minute Frequency)
    o 6am to 10pm
  • Weekends
    o Wesley Chapel to UATC (60 Minute Frequency)
    o 6am to 10pm
    o $1,300,000/yr. less revenue
Leveraging Local Investment

• Improvements made in the Bruce B. Downs Corridor
  o Bus Bays
  o Park and Ride
  o Roadway expansion
  o Corridor modernization
Funding Sources

- Current funding is through FDOT Urban Corridor Grants. 100% FDOT no match required. ($1.6 Million available under current JPA’s)

- Annually $241K for the 20X + $412K for the 51LX

- Current routes underspend their allotted grant funding.

- Plan seeks to reallocate funding to maintain adequate funding for the 20X, while fully funding the newly proposed 275LX. Route 20X remains in effect with Extension to MacDill AFB.

- Grant funds currently exist to fund route into FY19.

- FY20 (October 2019) reapply for new FDOT funding to continue routes.
Impacts to Current Riders

• **No Impact** - 20X (Lutz Express) Continues with 2 morning and 2 afternoon trips. **Extended to MacDill AFB Feb. 25.**

• 51LX ½ hour frequency for 2 trips in AM and 2 trips in PM to hourly service all day – approx. 15 to 20 passengers daily.

• 51LX Eliminates Temple Terrace Deviation - Average 6 passengers on the two AM trips*

• *Route 6 with 15 minute frequency is available along with University Area & Temple Terrace HyperLINK

• *The comparable trip time from Temple Terrace City Hall to Marion Transit Center is **30 minutes on LX vs. 45 minutes on local.**
Marketing Elements

- Annunciator: 10 (ten second) recorded announcement, and Inside Message Crawl on Fleet, via Commuter Advertising
- HART TIA Kiosk information
- Tampa Bay Times Regional editions (publishes Fridays and Sundays) North Edition, City Edition
- TBT* (Weekly) Wesley Chapel Edition
- Flyers/information sheets for Community Relations
- Digital Advertising Geofencing ¼ mile around planned route - IHeartMedia and Google Adwords Network
- Sirius Radio &/or Pandora Radio
- Social Media - Targeted Facebook Ads
- Website, goHART.org information
  - Schedule & time points
  - Promotional Carousel on Home page
- Targeted bus shelter advertising
Outreach Schedule

• February:
  – Post Plan on HART Website – Mid February
  – Staff on Board Route 51LX
  – Open House – End of February-March
    • Park and Ride (Temple Terrace)
    • Park and Ride (Wesley Chapel Florida Hospital)
    • New Tampa Library
    • Schools - Community Centers

• Public Hearing – late March
Connectivity to the Future

HART Takes You There.
275LX Comparison with RTFP

• 275LX is not a replacement for what is recommended from the RTFP
• 275LX does not have the connection to Pinellas that is recommended in RTFP or the recommended BRT/High Frequency aspects of the proposed RTFP route
• 275LX is solution that can be implemented this year with existing assets/funds
Timeline

- January 2018- LSP Committee presentation
- February 2018- Board presentation and resolution request for public outreach
- February/March 2018: If approved, public outreach
- April 2018: Committee presentation on recommended alternative
- May 2018: Board resolution request for approval of recommended alternative
- If approved, staff will present FDOT with approved resolution to coordinate grant fund reallocation
- July 2018: If approved, implement recommended alternative
Action Request

Staff Recommendation

• Asking for Board approval to conduct public outreach, receive input from public, and conduct a public hearing.

• Report findings and action recommendation to April Committee and full Board in May.