HART
HILLSBOROUGH TRANSIT AUTHORITY

June 2026
Proposed Service Changes

Donny Murray
Manager of Community & Business Engagement

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Manager of Service Development

HART Strategic Planning & External Relations Committee Meeting
January 12, 2026

Timeline

Comprehensive Operational Analysis (COA):	July 2024 - July 2025
Board Approval of Public Involvement:	September 8, 2025
Public Involvement:	September 15 - October 15, 2025
Committee Presentation of Service Changes: *(informational only)*	January 12, 2026
Board Presentation of Service Changes: *(informational only)*	February 2, 2026
Committee Approval:	February 16, 2026
Board Approval:	March 2, 2026
Service Changes:	June 7, 2026
Transit Development Plan:	2026

Public Involvement

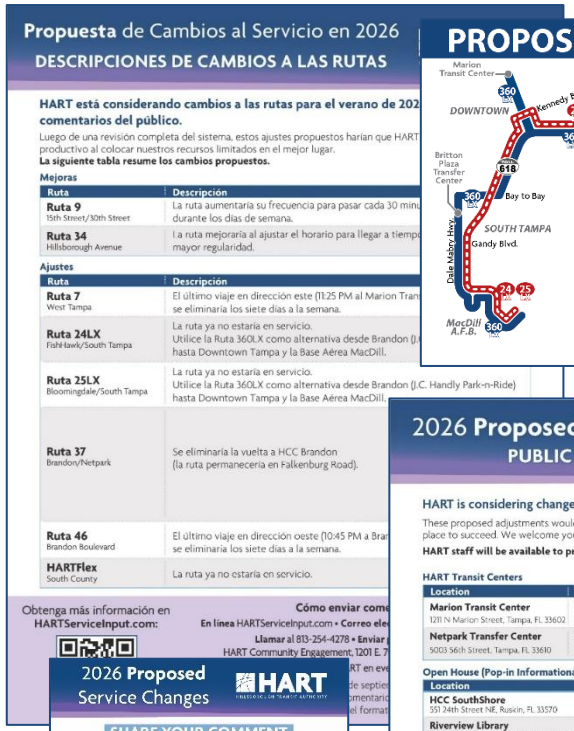
Timeframe: Monday, September 15, 2025 - Wednesday, October 15, 2025, at 7:00 PM

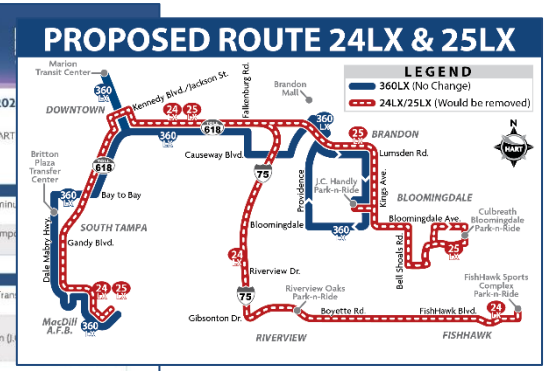
Sources for Comments:

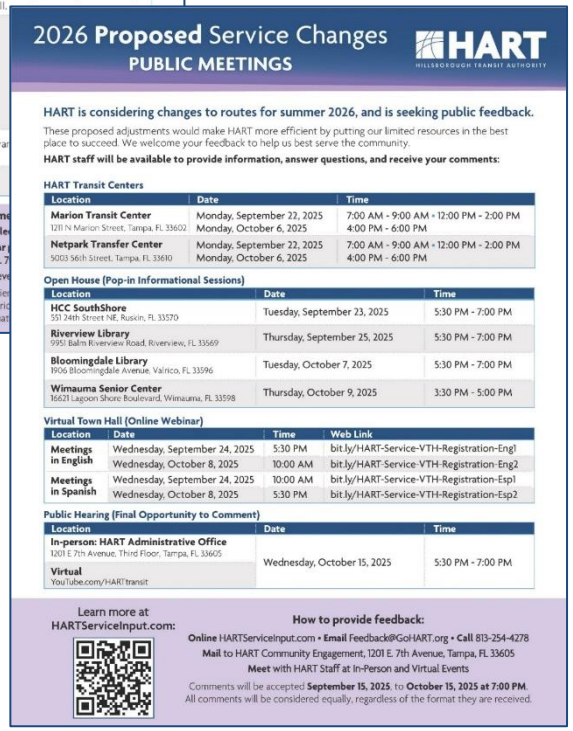
- **Online** at HARTServiceInput.com
- **In-Person Events** with HART staff
- **Virtual Events** with HART staff
- **Email** to Feedback@GoHART.org
- **Call** to Customer Service at 813-254-4278
- **Send Mail** to HART

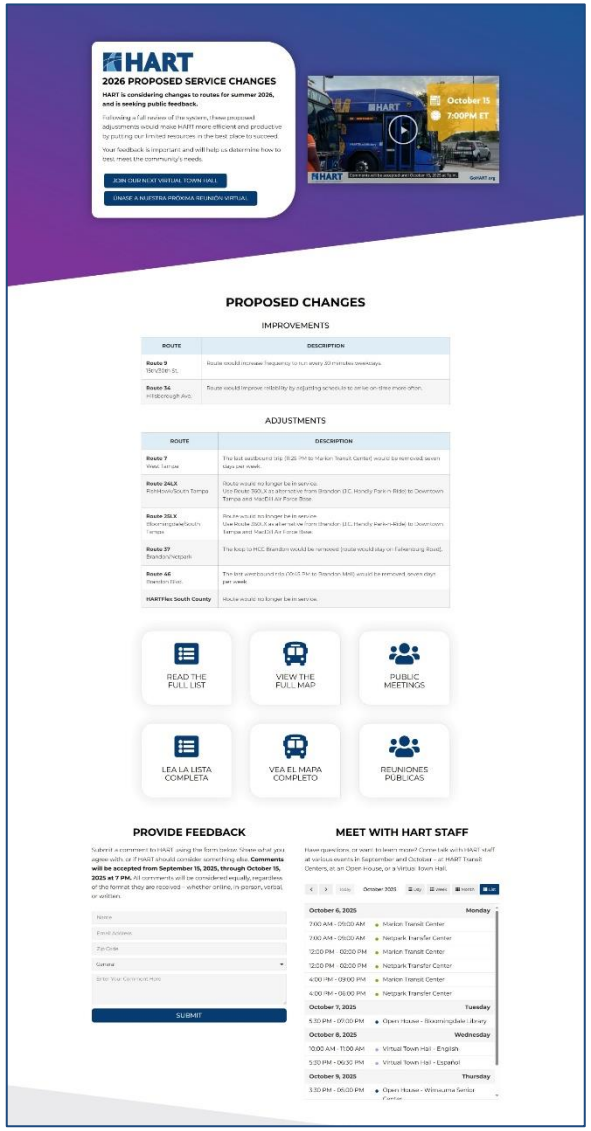
Materials:

- Flyers
- Comparison Maps
- 1-Minute Video
- Display Boards
- Comment Card





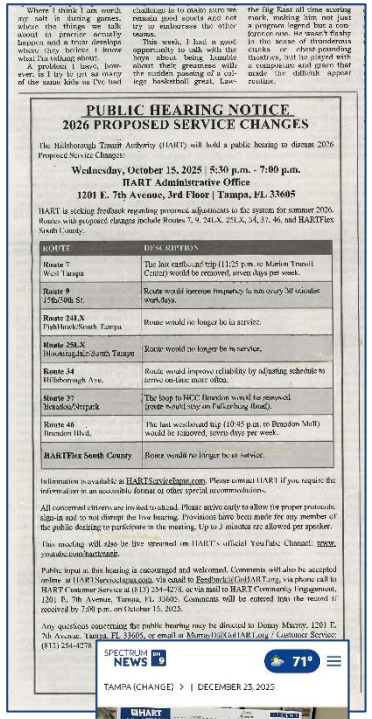




Public Involvement

Communications:

- **HART Bus Stop** Pole Notices
- **HART Transit/Transfer Center** Posters
- **HART Buses & Vans** Flyer
- **HART Buses** Audio Announcements
- **HART Website** homepage pop-up
- **Transit App** Banner
- **Press Release**
- **HARTBeat Email Newsletter**
- **E-Blast**
- **20 Social Media** posts
  on Facebook, Instagram, X/Twitter
- **Newspaper Advertisements**
  in Tampa Bay Times, La Gaceta, Florida Sentinel



PUBLIC HEARING NOTICE
2026 PROPOSED SERVICE CHANGES

The Hillsborough Transit Authority (HART) will hold a public hearing to discuss 2026 Proposed Service Changes:

Wednesday, October 15, 2025 | 5:30 p.m. - 7:00 p.m.
HART Administrative Office
1201 E. 7th Avenue, 3rd Floor | Tampa, FL 33605

HART is seeking feedback regarding proposed adjustments to the system for summer 2026. Routes with proposed changes include Routes 7, 9, 24LX, 25LX, 34, 37, 46, and HARTFlex South County.

ROUTE	DESCRIPTION
Route 7 West Tampa	The last eastbound trip (11:25 p.m. to Marion Transit Center) would be removed, seven days per week.
Route 9 15th/30th St.	Route would increase frequency to run every 30 minutes weekdays.
Route 24LX Fish Hawk/South Tampa	Route would no longer be in service.
Route 25LX Bloomingdale/South Tampa	Route would no longer be in service.
Route 34 Hillsborough Ave.	Route would improve reliability by adjusting schedule to arrive on-time more often.
Route 37 Brandon/Westpark	The loop to HCC Brandon would be removed. (route would stay on Falkenburg Road).
Route 46 Brandon Blvd.	The last westbound trip (10:45 p.m. to Brandon Mall) would be removed, seven days per week.
HARTFlex South County	Route would no longer be in service.

Information is available at HARTServiceInput.com. Please contact HART if you require the information in an accessible format or other special accommodations.

All concerned citizens are invited to attend. Please arrive early to allow for proper protocols, sign-in and to not disrupt the live hearing. Provisions have been made for any member of the public desiring to participate in the meeting. Up to 3 minutes are allowed per speaker.

This meeting will also be live streamed on HART's official YouTube Channel: www.youtube.com/hartcentral.

Public input at this hearing is encouraged and welcomed. Comments will also be accepted online at HARTServiceInput.com, via email to Feedback@GoHART.org, via phone call to HART Customer Service at (813) 254-4278, or via mail to HART Community Engagement, 1201 E. 7th Avenue, Tampa, FL 33605. Comments will be entered into the record if received by 7:00 p.m. on October 15, 2025.

Any questions concerning the public hearing may be directed to Donny Murray, 1201 E. 7th Avenue, Tampa, FL 33605, or email at Murray.D@GoHART.org / Customer Service: (813) 254-4278.

HART Seeks Feedback on Proposed 2026 Service Changes

2026 **Proposed** Service Changes HART

HART is considering changes to routes for summer 2026, and is seeking public feedback.

Improvements: **Routes 9** and **34**
Adjustments: **Routes 7, 37,** and **46**
Removals: **Routes 24LX, 25LX,** and **HARTFlex South County**

Visit HARTServiceInput.com
Call HART Customer Service at (813) 254-4278
Public Hearing at HART Administrative Office
1201 E. 7th Ave., Third Floor, Tampa, FL 33605
Wednesday, October 15, 2025 | 5:30 - 7:00 PM

Proposed Service Changes — Public Hearing Oct. 15

HART recently completed a full review of the network, and now we want your input on Proposed 2026 Service Changes.

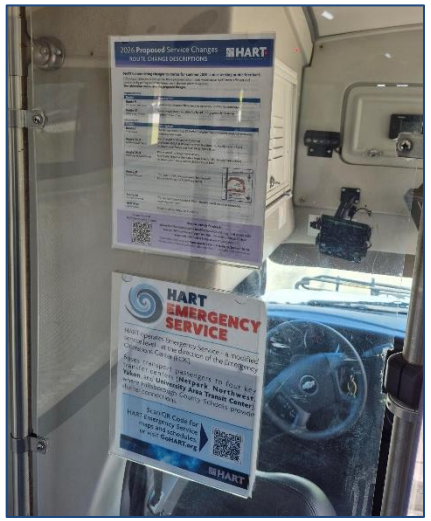
HART is considering the following changes to routes for **summer 2026**:

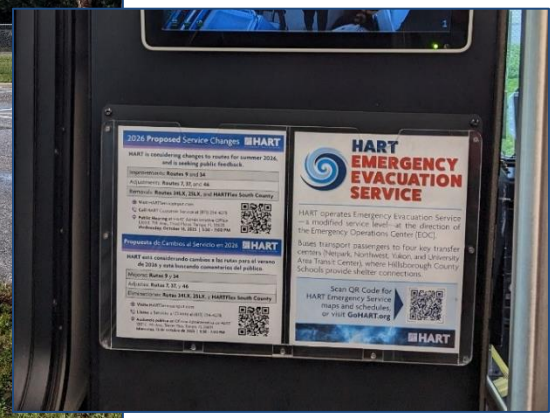
HART Proposed Service Changes:

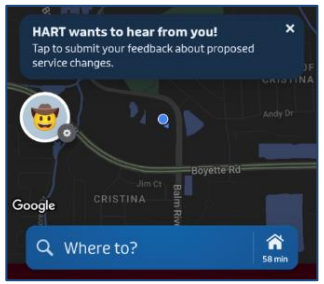
Improvements: *Routes 9 and 34*
Adjustments: Route 7, 37, and 46
Removals: Route 24LX, 25LX, and HARTFlex South County

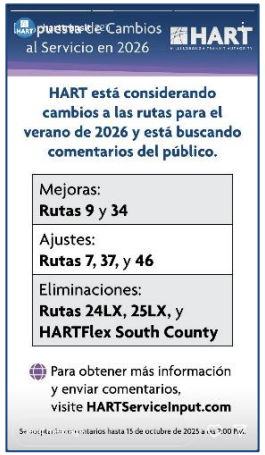
Review the proposal, find community outreach opportunities, and share feedback:
HARTServiceInput.com

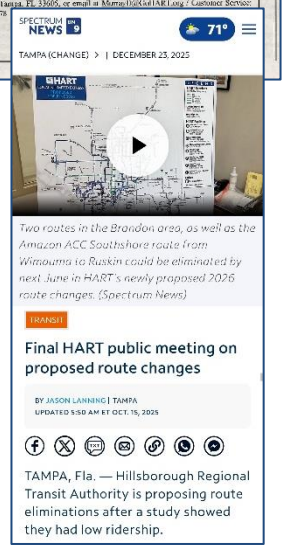
www.HARTServiceInput.com

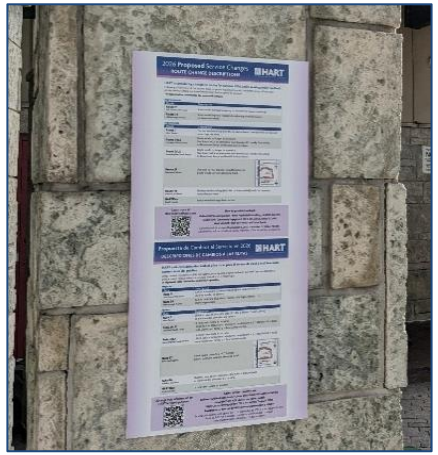


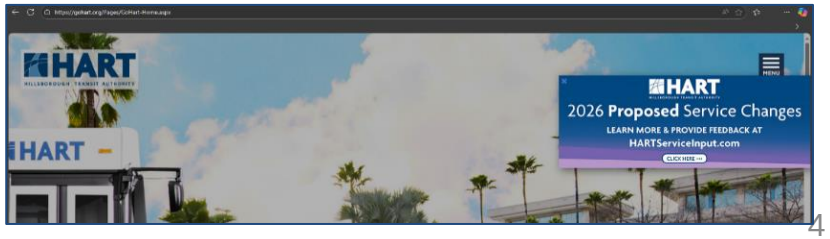












Public Involvement

37 events (public meetings & pop-ups) | **63 hours** with HART staff

751 people engaged directly with staff | **450+ flyers** distributed

21 Public Meetings

- **12** times at **Transit Centers**
- **4** **Open Houses**
- **4** **Virtual Town Halls**
- **1** **Public Hearing**

16 Pop-Up Meetings

- **8** times at **Park-n-Rides**
- **8** times for **Ride-alongs**

Proposed Service Changes

In-Person:

- **64** Written Comment Cards
- **4** Customer Service calls
- **1** Public Hearing verbal

Online:

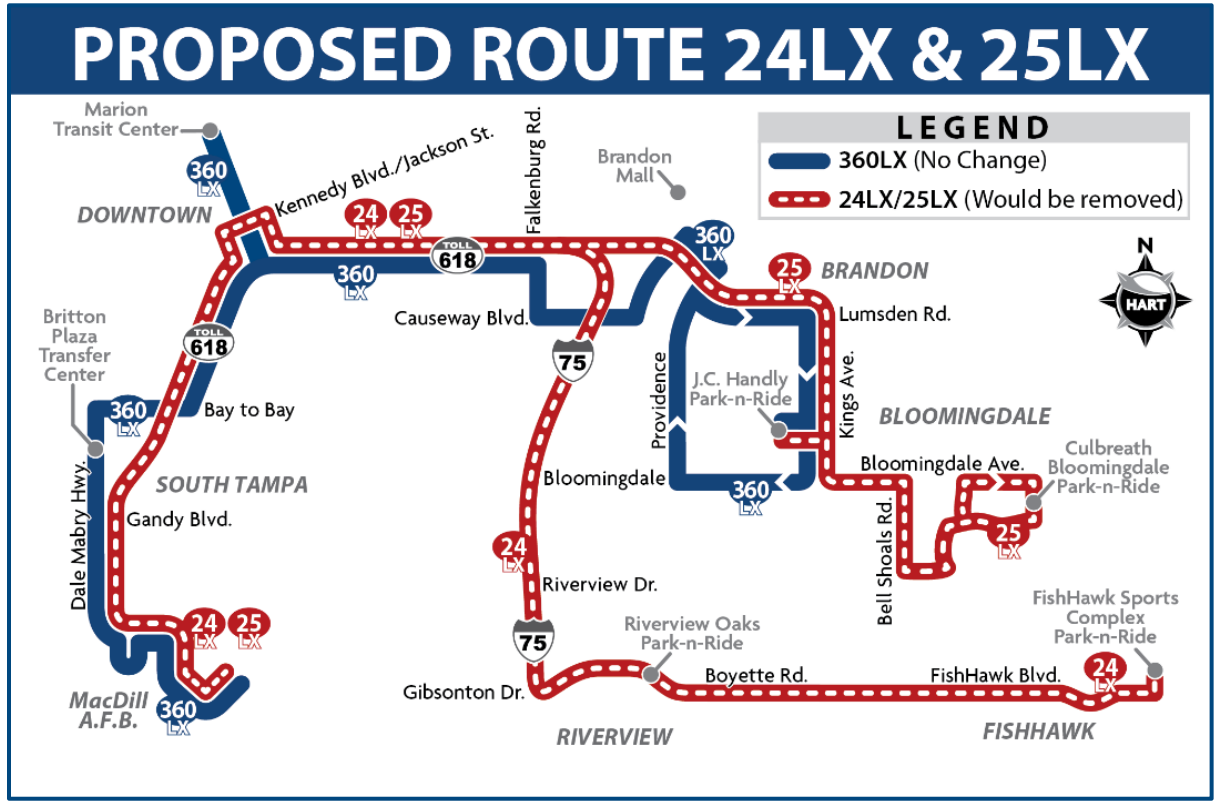
- **115** HART Service Input.com
- **14** Public Hearing online
- **11** Emails
- **3** Virtual Town Halls

	Route	Initial Proposal	Comments	Adjustments to Proposal
IMPROVEMENTS	**Route 9** 15th/30th St.	Increase frequency from 60 minutes to 30 minutes.	**15 support, 1 against**	**Proposal modified.** Will increase frequency to every 30 minutes **for Route 38 instead.**
	Route 34 Hillsborough Ave.	Improve on-time performance (with additional bus).	**9 support**	**Proposal modified.** Will improve on-time performance **for a route to-be-determined.**
REMOVALS	**Route 24LX** FishHawk/South Tampa	Would no longer be in service.	**89 against**	*No change*.
	Route 25LX Bloomingdale/South Tampa	Would no longer be in service.	**38 against**	*No change*. **Will extend service hours of Route 360LX to 5:15 AM.**
	HARTFlex South County	Would no longer be in service.	**15 against**	*No change.*
ADJUSTMENTS	**Route 7** West Tampa	Remove last trip eastbound (11:25pm) daily.	**1 support, 2 against**	*No change.*
	Route 46 Brandon Blvd.	Remove last trip westbound (10:45pm) daily.	**1 support**	*No change.*
	Route 37 Brandon/Netpark	Adjust route to remove the loop to HCC Brandon Campus.	**8 support, 10 against**	**Proposal removed.** Loop to HCC Brandon will remain.
	Miscellaneous		**65 other**	

Routes 24LX and 25LX

	Route	Proposal	Comments
REMOVAL	**Route 24LX** FishHawk/South Tampa	Would no longer be in service. Use Enterprise Vanpool as an alternative.	89 against
REMOVAL	**Route 25LX** Bloomingdale/South Tampa	Would no longer be in service. Use Route 360LX and Enterprise Vanpool as an alternative **Will increase service hours of Route 360LX to 5:15 AM.**	38 against

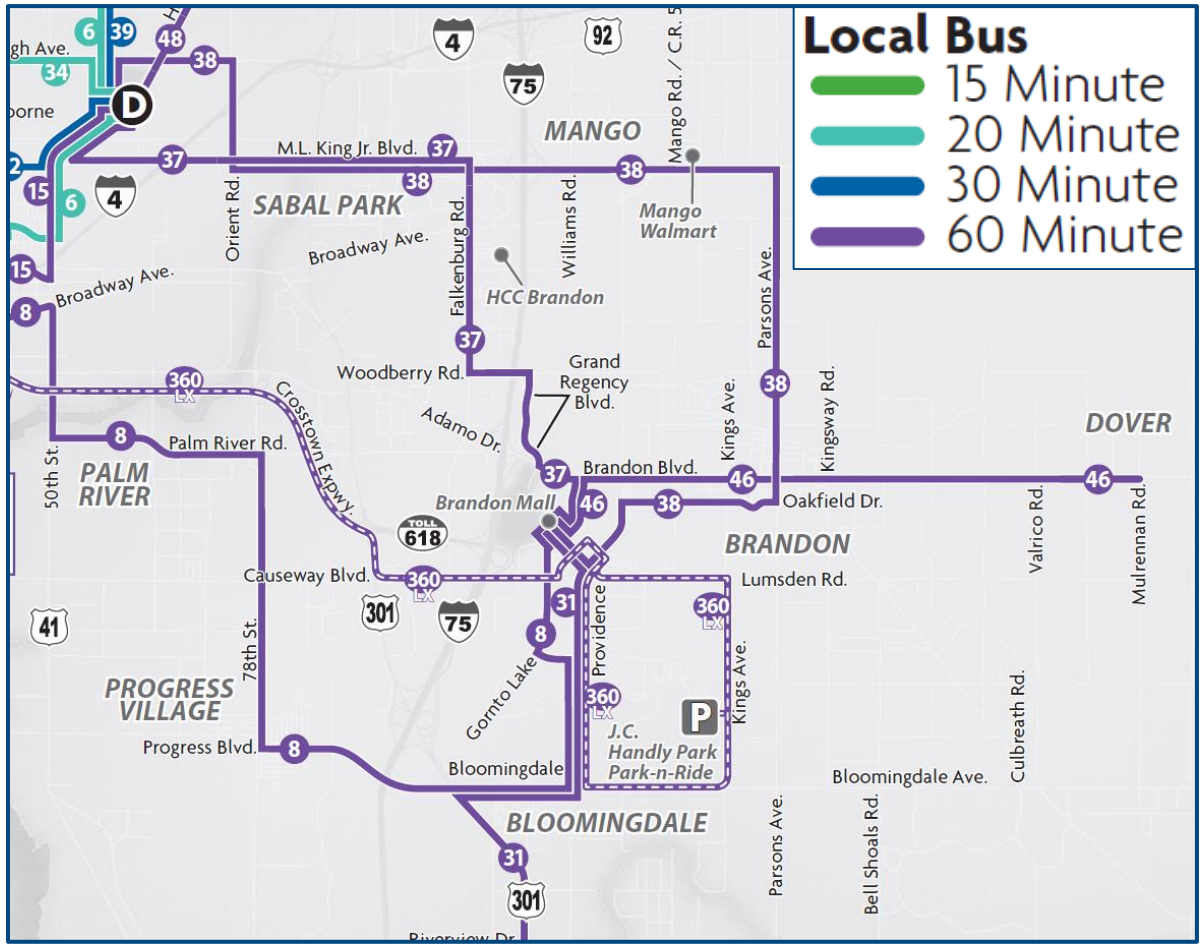
- Current riders and some community members strongly opposed
- Lowest productivity in the system
  - **Route 24LX:** 84 avg. daily trips (FY25)
  - **Route 25LX:** 62 avg. daily trips (FY25)
- Very sensitive to shifts in work schedules from one employer
- Growth potential is limited
- All-day routes utilize the resources more effectively



Route 38

	Route	Proposal	Comments
IMPROVEMENT	**Route 38** Mango/Brandon	Increase frequency to every 30 minutes on weekdays (previously every 60 minutes).	NEW

- More frequent service for the existing 867 avg. weekday daily trips
- Projected to add 200 avg. weekday daily trips
- All Brandon routes are currently hourly
- Important corridor connecting East Tampa and Brandon via MLK Jr Blvd and Parsons Ave
- Serves workers from several industries: service, retail, healthcare, casino, etc.
- Resources from county services reallocated towards other county routes
- Buses regularly full (high avg. loads, comments from operators and riders about packed buses and limited wheelchair space)



HARTFlex South County

	Route	Proposal	Comments
REMOVAL	**HARTFlex South County**	Would no longer be in service. Use Sunshine Line as an alternative for those who qualify.	15 against

- Lowest productivity in the system
- Serves an average of 1 passenger per trip, for an average of 30 rides per day
- Walkability is limited in this area, hindered by a fragmented street network and gated single-family-home communities
- Two-hour advance notice for reservations is not flexible enough for riders who take advantage of the route's flexing feature
- Looking into microtransit as a potential alternative

Microtransit for South County

Potential for microtransit in South County:

- Annual cost ranges between $950,000 and $1,370,000
  - Current HARTFlex service costs $445,000 per year
- Cost varies based on number of vehicles, response time, and contract rates
- The reallocation of resources in the COA doesn't allow to cover that cost
- New funding sources would need to be identified for a South County microtransit zone
- Projected ridership is between 127 and 199 rides per day

Route TBD for On-Time Performance

	Route	Proposal	Comments
IMPROVEMENT	**Route TBD**	Improve on-time performance (with additional bus).	NEW

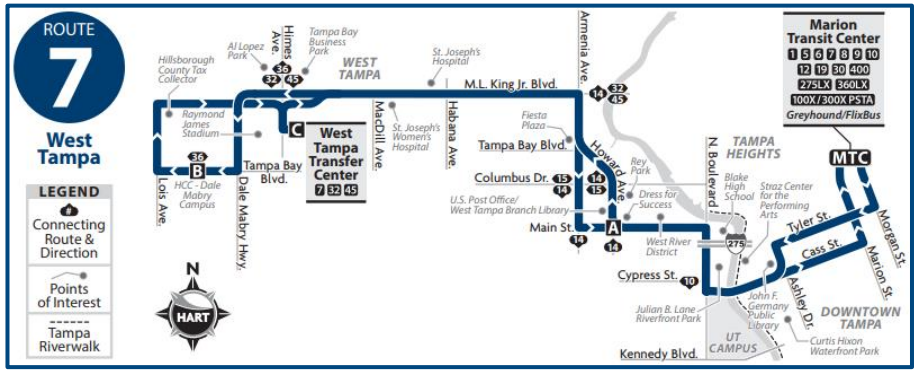
- Factors considering: On-Time Performance, Ridership, Operational Efficiency, Operator Feedback, Conditions on the Road (ex. Traffic)

Route	Ridership (Avg Wkdy FY25)	Lowest On-Time Performance (Wkdy FY25)
Route 9 (15th/30th St)	**663**	57.2% / 41.3%
Route 7 (West Tampa)	**442**	60.0% / 38.6%
Route 360LX (Brandon/South Tampa)		51.2% / 38.4%
Route 46 (Brandon Blvd)		63.3% / 35.1%
Route 32 (MLK Jr Blvd)		64.8% / 34.3%
Route 45 (Univ Area/Westshore)	**1,678**	63.1% / 33.7%
Route 39 (Busch Blvd)		63.2% / 32.8%
Route 12 (22nd St)	**1,835**	65.7% / 31.8%
Route 34 (Hillsborough Ave)	**2,631**	64.4% / 31.7%

Routes 7 and 46

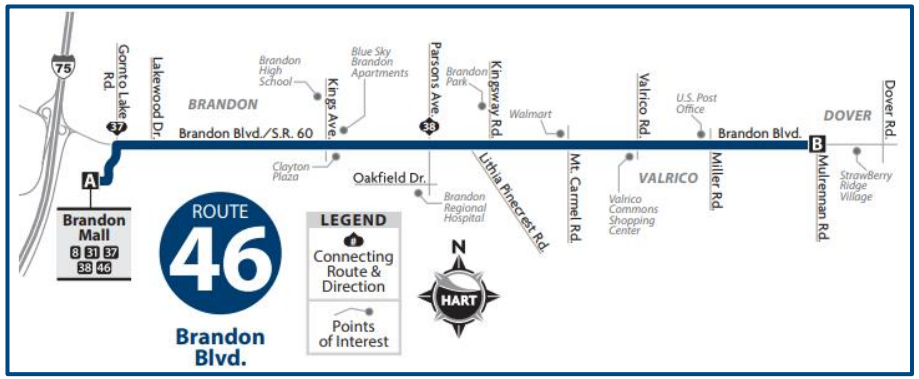
	Route	Proposal	Comments
ADJUSTMENT	**Route 7** West Tampa	Remove the last eastbound trip (11:25 PM to Marion Transit Center), seven days per week.	1 support, 2 against

- Lowest ridership by trip in the system
- Alternative is to take the previous 10:25 PM trip



	Route	Proposal	Comments
ADJUSTMENT	**Route 46** Brandon Blvd.	Remove the last westbound trip (10:45 PM to Brandon Mall), seven days per week.	1 support

- Lowest ridership by trip in the system
- Alternative is to take the previous 9:45 PM trip



Final Proposed Service Changes

	Route	Proposal
IMPROVEMENTS	**Route 38** Mango/Brandon	Increase frequency to every 30 minutes on weekdays (previously every 60 minutes).
	Route TBD	Improve on-time performance (with additional bus).
	Route 360LX Brandon/South Tampa	Extend service hours to start at 5:15 AM on weekdays.
REMOVALS	**Route 24LX** FishHawk/South Tampa	Would no longer be in service. Use Enterprise Vanpool as an alternative.
	Route 25LX Bloomingdale/South Tampa	Would no longer be in service. Use Route 360LX and Enterprise Vanpool as an alternative.
	HARTFlex South County	Would no longer be in service. Use Sunshine Line as an alternative for those who qualify.
ADJUSTMENTS	**Route 7** West Tampa	Remove the last eastbound trip (11:25 PM to Marion Transit Center), seven days per week.
	Route 46 Brandon Blvd.	Remove the last westbound trip (10:45 PM to Brandon Mall), seven days per week.

Next Steps

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June 2026
Proposed Service Changes

Questions?