



# Regional Transit Development Plan (RTDP) **TMA Leadership Group**

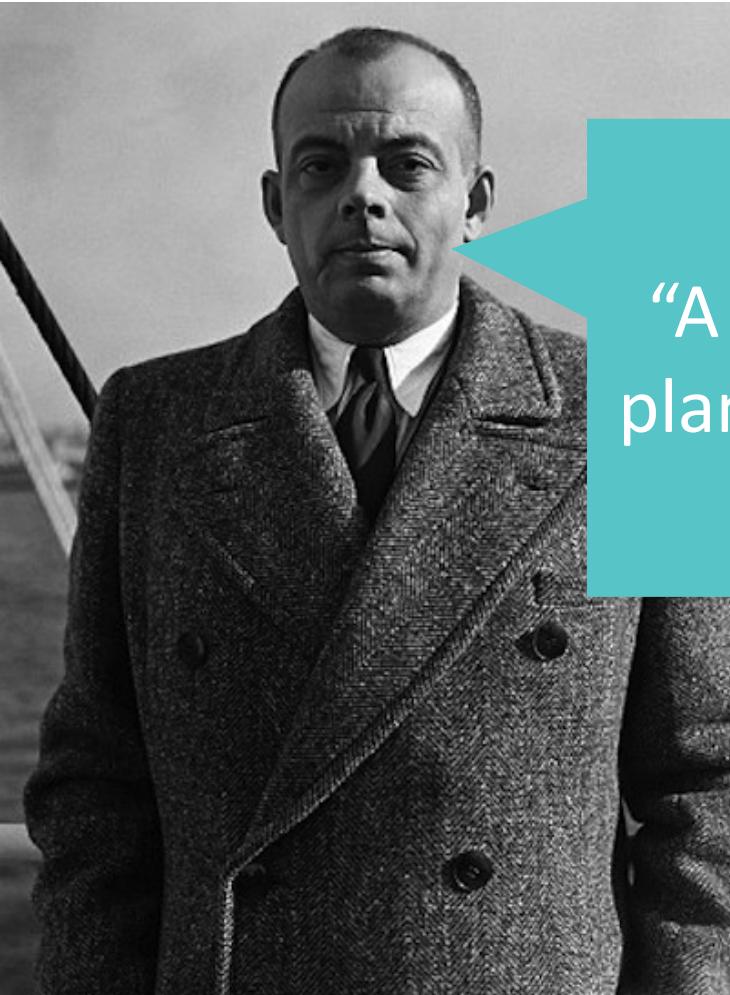
June 7, 2019



# Agenda

- RTDP Purpose, Key Elements, and Service Area
- Team and Technical Advisory Group
- Schedule
- Project Objectives
- TBARTA's Role in Regional Transit
- Existing Regional Transit Service
- Public Outreach
- Early Implementation Projects
- Next Steps





— [Antoine de Saint-Exupéry](#)

“A goal without a plan is just a wish.”

— Benjamin Franklin

“By failing to prepare, you are preparing to fail.”



# What is a TDP?



Requirement  
for Funding



Strategic  
Blueprint



Marketing/  
Promotional Tool

# RTDP Key Elements

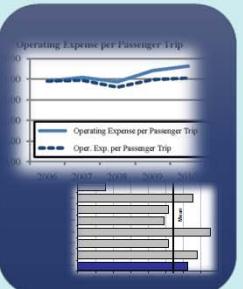
## Public Outreach



## Baseline Conditions



# Evaluation of Services



# Situation Appraisal



# Transit Demand & Mobility Needs



## Goals, Objectives & Policies

**Efficient & Accessible Regional Intermodal Transportation Network**

**Goal 1:** Increase community awareness and support to improve and fund public transit meeting the multi-modal mobility needs of the community.

**Goal 2:** Enhance our efficient, safe, clean, attractive, and interconnected multi-modal transportation systems.

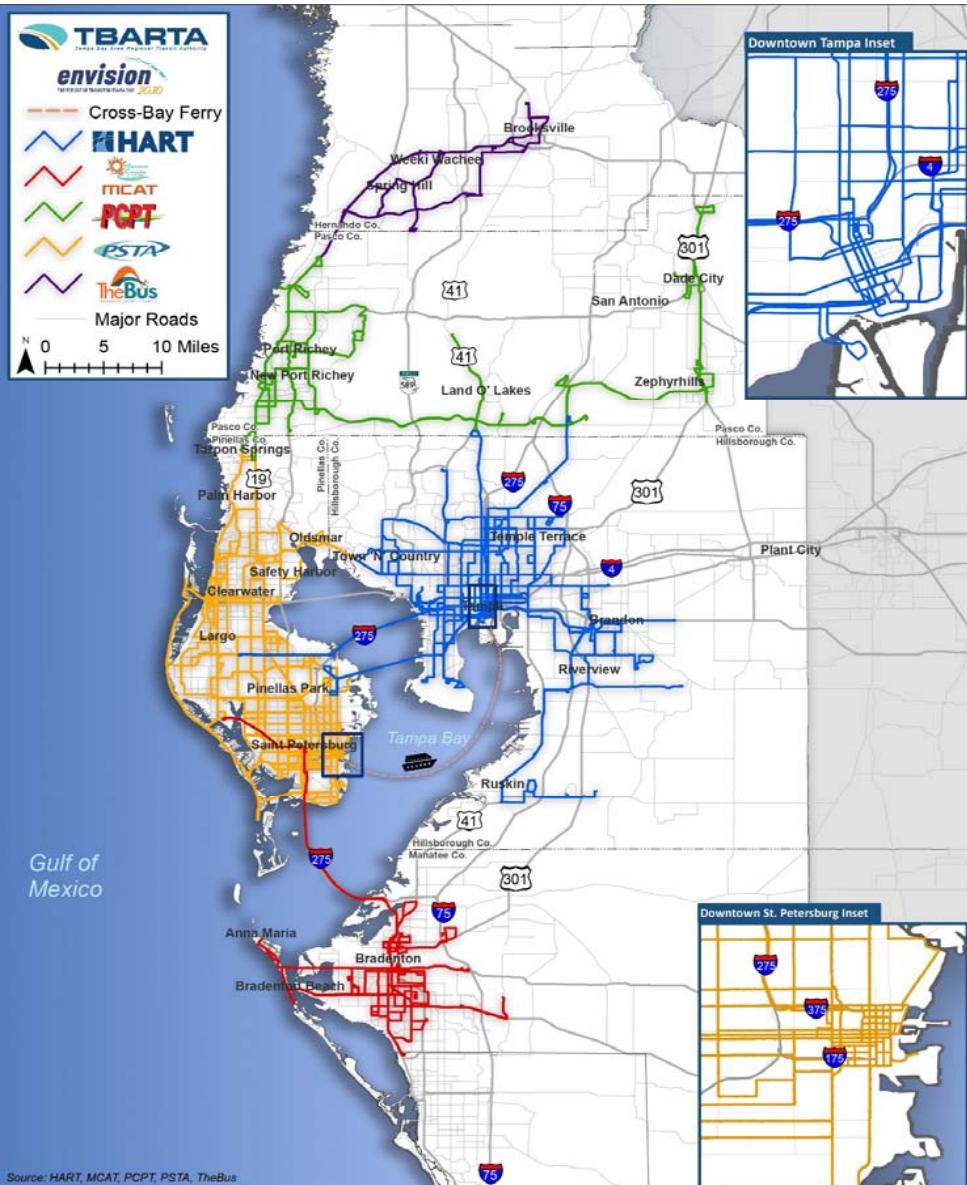
**Goal 3:** Develop and enhance sustainable transportation facilities at the Port and Airport to meet the demands of travelers, businesses and the community.

# Final Plan: Phasing & Finances

# RTDP Key Elements

- Required by Title XXVI, Ch 343 Part V, F.S. (“TBARTA Act”)
- Must comply with FDOT requirements (Ch 14-73, F.A.C.)
- Provide for 10-year timeframe (FYs 2021-2030)
- Prepare a major update every 5 years
- Prepare annual progress reports in interim years
- Plan must be approved by TBARTA Board
- Due by September 1<sup>st</sup> for funding in upcoming fiscal year
  - Will be submitted to FDOT before September 1, 2020





## TBARTA Service Area

- Five-county region established by the TBARTA Act
  - Hernando
  - Hillsborough
  - Manatee
  - Pasco
  - Pinellas



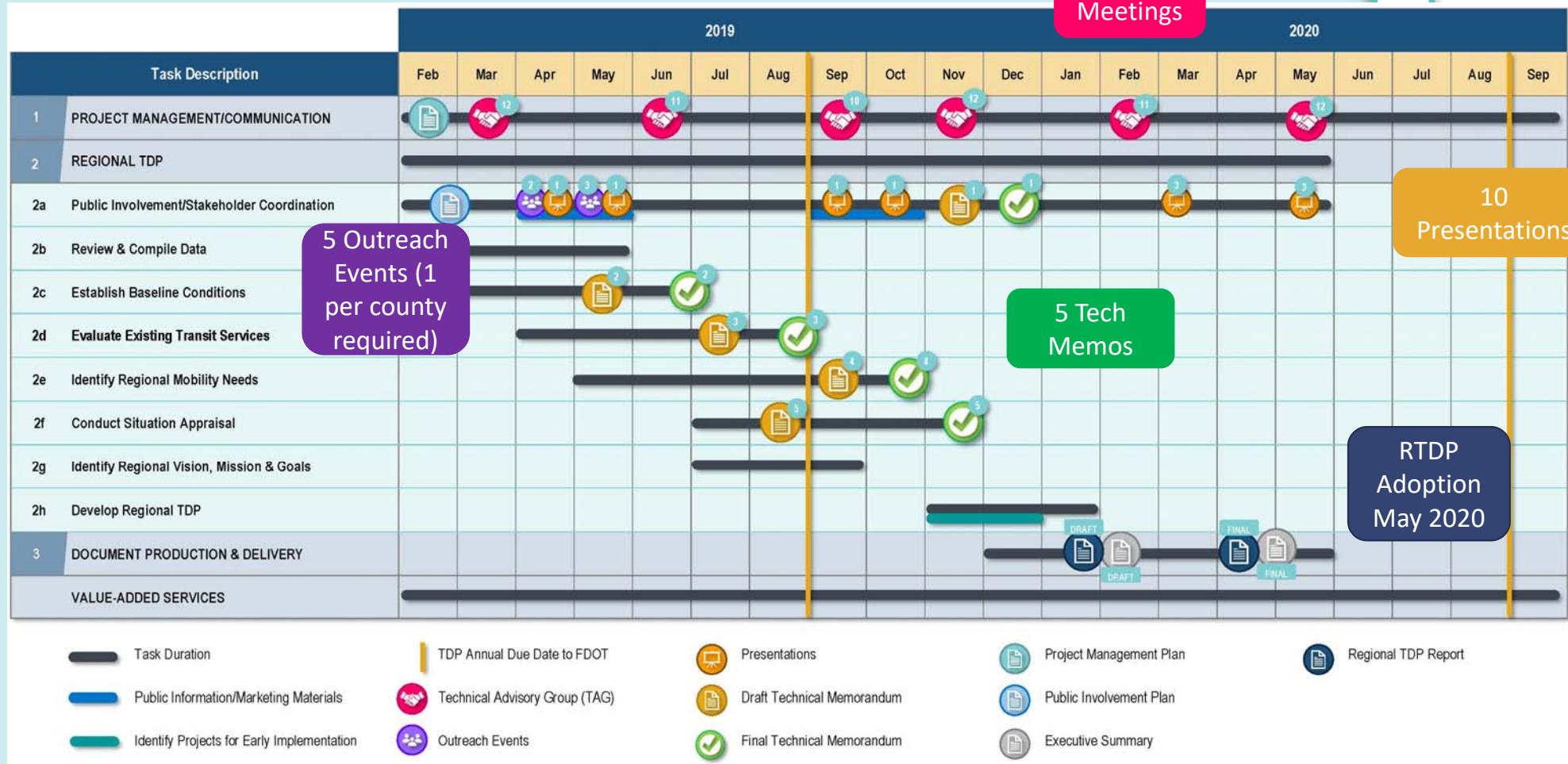
**envision**  
THE FUTURE OF TRANSIT IN TAMPA BAY 2030

# RTDP Team

- TBARTA staff
  - David Green, Executive Director
  - Michael Case, Principal Planner, RTDP Project Manager
  - Cyndi Raskin-Schmitt, Director of Commuter Services
  - Chris Jadick, Director of Communications
  - Chris DeAnnuntis, Senior Planner
  - Jennifer Mendez, Executive Assistant
- Consultant Team
  - Tindale Oliver
  - WSP
  - Lochner
  - DJ Public Relations
- Technical Advisory Group (TAG)



# RTDP Schedule



# Project Objectives

- Ensure compliance with legislative requirements
  - Public involvement
  - Baseline conditions analysis
  - Performance of existing services
  - Service design and ridership forecasting
  - Financial planning
- Establish regional transit vision
- Define TBARTA organizational and financial strategy
- Identify regional projects for early implementation
- Develop implementation and action plan

# TBARTA's Role in Regional Transit



- Defined by the TBARTA Act
- RTDP must address role in
  - Operations
  - Funding
  - Policy
  - Relationship with local transit agencies
- Will examine regional peers/case studies to help define role

# The ATL Case Study (Atlanta-Region Transit Link Authority)

- 10 transit systems
- 13 counties
- 10 transit districts
- 16 board members
- 5 essential components

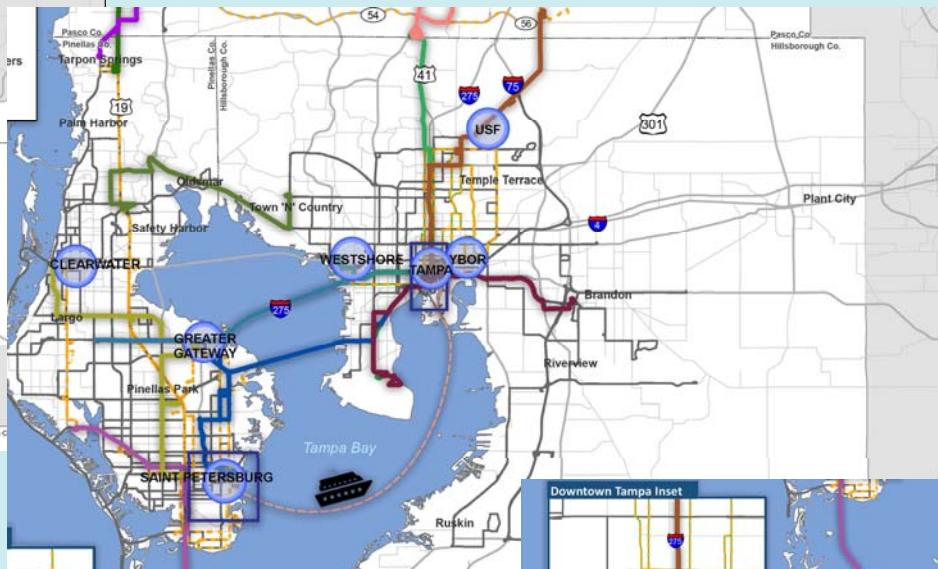


# Existing Regional Transit Services

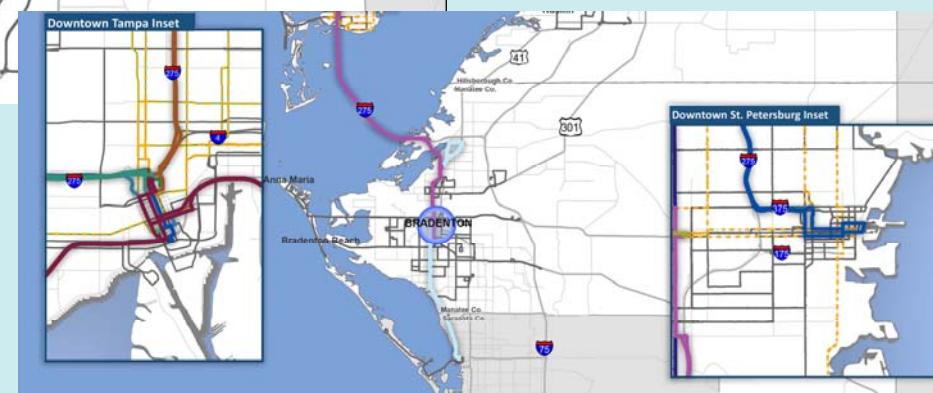
North Region



Central Region



South Region

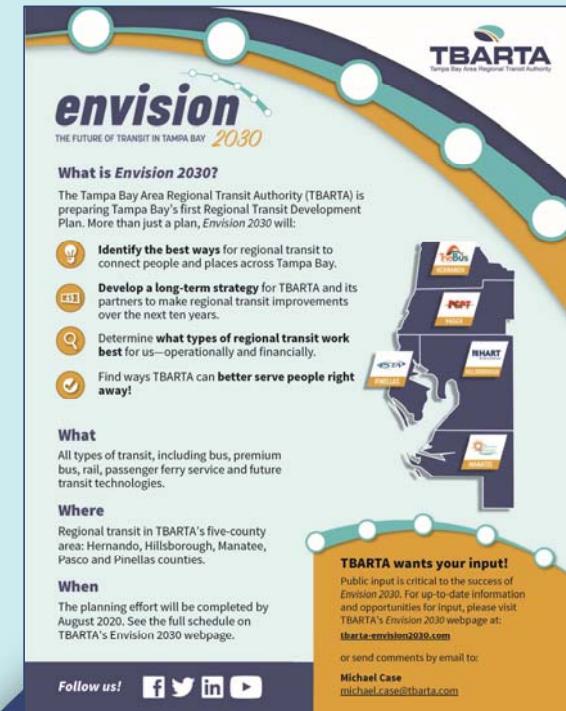


# Public Outreach

- Branding
- Bilingual online regional transit needs survey
- Bilingual information flier
- Envision 2030 webpage

[Tbarta-envision2030.com](http://Tbarta-envision2030.com)

- Project information
- Comment/question form
- Survey links
- Media, email, and social media campaigns



The screenshot shows the homepage of the Envision 2030 website. The header features the "envision 2030" logo and the tagline "THE FUTURE OF TRANSIT IN TAMPA BAY 2030". The TBARTA logo is in the top right. The main content area is titled "What is Envision 2030?" and describes the plan as a regional transit development plan. It lists four main goals: identifying the best ways to connect people, developing a long-term strategy, determining the best types of transit work, and finding ways to better serve people. To the right is a map of the five-county area (Hernando, Hillsborough, Manatee, Pasco, Pinellas) with various transit lines and icons. The bottom section is titled "TBARTA wants your input!" and encourages public input through the website and email.

# Public Outreach Contacts (as of June 2<sup>nd</sup>)



Activity	Estimated Number of Contacts
Online Surveys	466
Public Outreach Events (5)	~290
Website Comment Forms	56
Social Media Reaches	1,547
Envision 2030 Stakeholder Contacts	189
TBARTA Email Communications	2,105
<b>Total Contacts to Date</b>	<b>~4,600+</b>

125 requests to receive TBARTA weekly e-newsletters  
~  
195 requests to receive Envision 2030 emails

# Early Implementation Projects



- Projects that are ready to be implemented
- New services or expansion of existing services
- Defined by end of 2019
- Potential examples....
  - MCAT Skyway Connection (increased service for commuters)
  - Ferry Service (Cross-Bay, MacDill)
  - PSTA service to Tampa International Airport (TIA)
  - Express bus from Hernando and Pasco

# Next Steps

- Finalize Tech Memo 1: Baseline Conditions
- Conduct trend analysis and peer region evaluation
- Analyze results of needs survey (online until July 1)
- Develop baseline ridership forecast
- Complete early presentations
  - Completed: MPO Staff Directors, TBARTA CAC, TBARTA Board, TMA Leadership Group
  - Upcoming: Tampa Bay Partnership, Chairs Coordinating Committee



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