



GREENLIGHT PINELLAS

Tampa Bay Regional Planning Council

December 9, 2013



What is Greenlight Pinellas?

One Transparent and Inclusive Public Conversation

A Detailed Plan

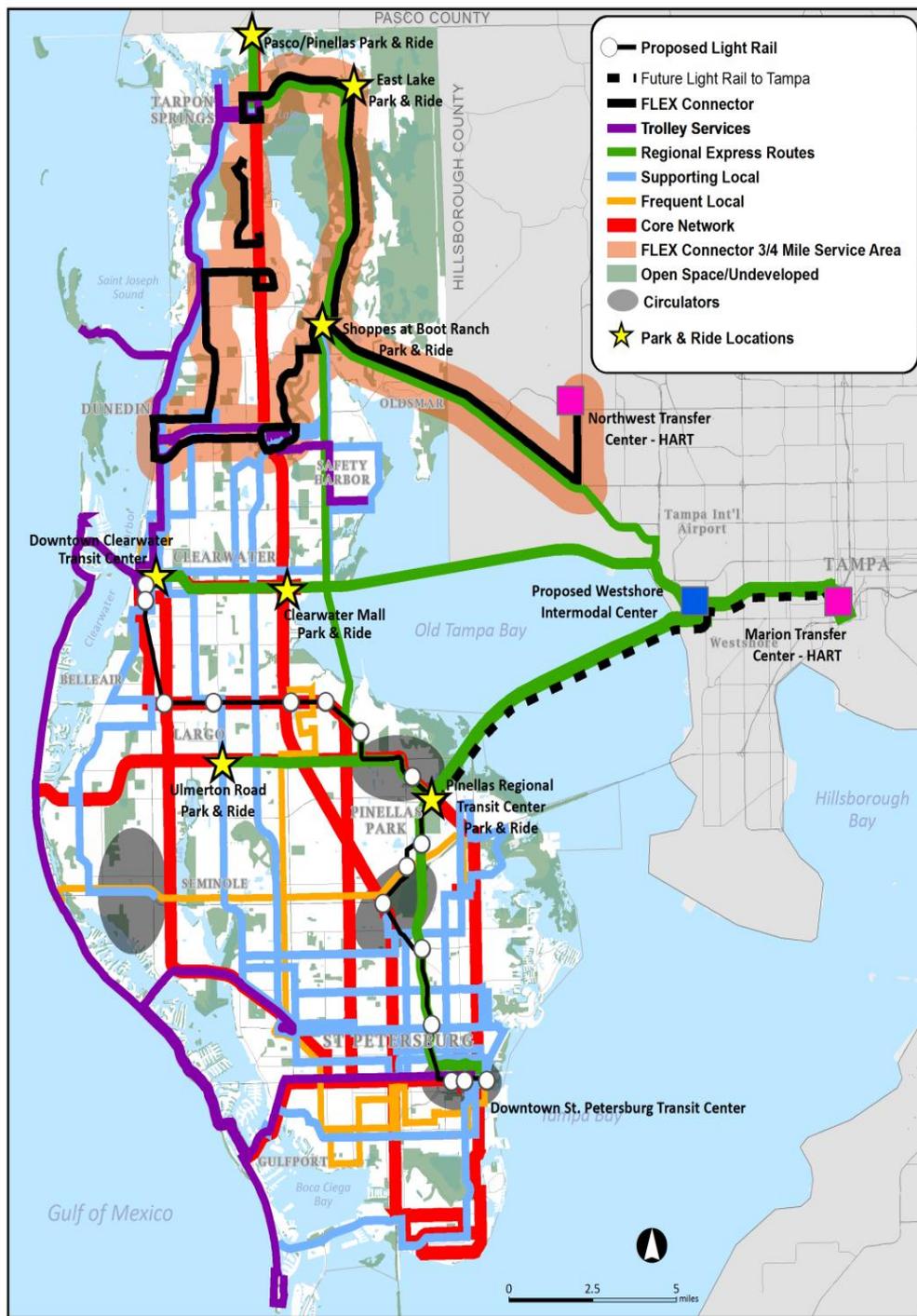
County-Wide Benefit





THE GREENLIGHT PLAN

- Elements
 - Countywide Bus Service Transformation
 - Frequency
 - Night Service
 - Weekends
 - Connections to Tampa
 - Implementation of Rail
 - Transit Supportive Land Use
 - Community Access
- Phasing Strategy
- Delivery Plan
- Financial Plan

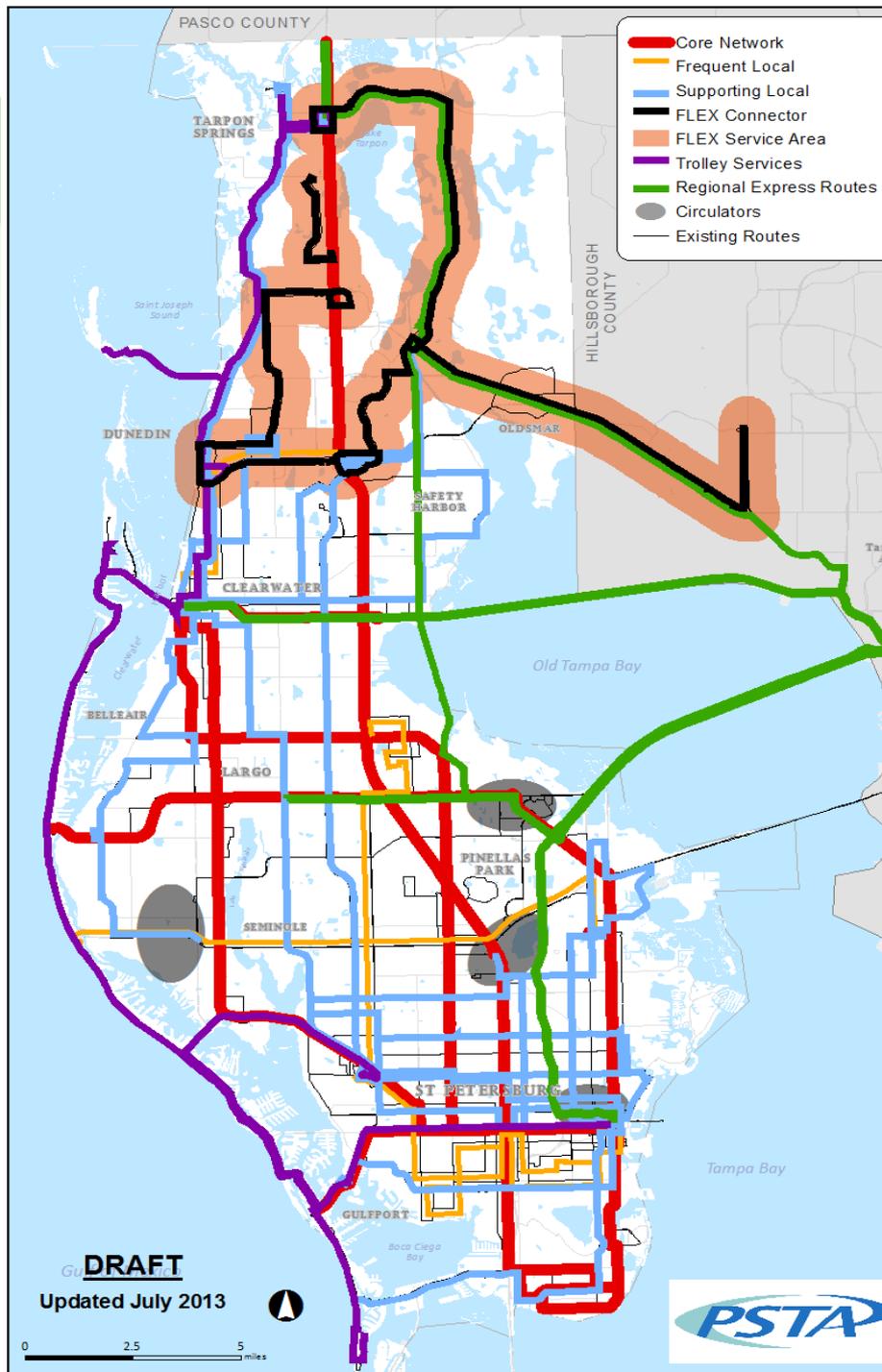




Greenlight Plan: Bus



- Layered Service Specific to Travel Market
 - Core Network
 - Frequent Local
 - Supporting Local
 - FLEX Connector Routes
 - Trolley Services
 - Regional Express Routes
 - Circulators
- Over 65 % More Bus Service Compared to Today
- Hub to Grid System

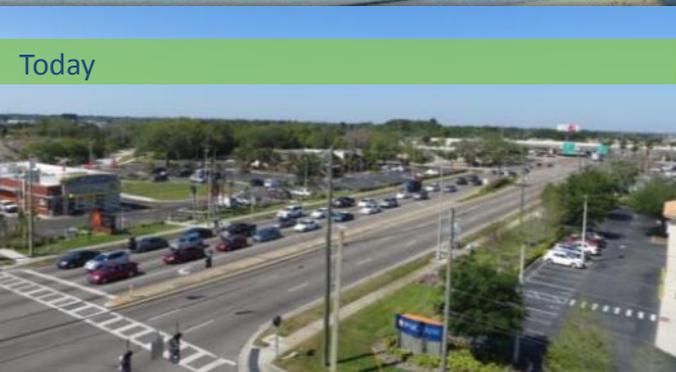




Greenlight Plan: Transit Supportive Land Use

Conceptual Rendering, "Cloud Station" (Largo Town Center)

Looking southwest from Roosevelt/Dodge towards US 19



Today



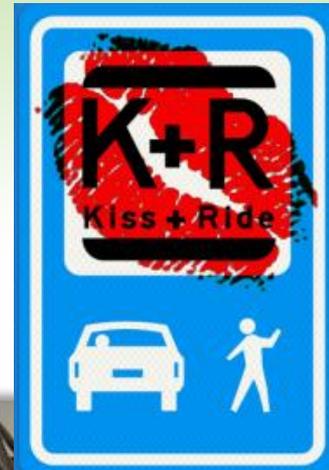
Greenlight Plan: Community Access



- All modes used to access transit

Bike • Walk • Drive

- Facilitating access
 - Bike racks in station areas & bus stops
 - Bikes on buses and in rail cars
 - Lighting
 - Park/Kiss & Ride Locations
 - Coordinate with FDOT, MPO, and local jurisdictions on bicycle facilities and sidewalks to provide safe access to transit





Public Outreach



Pinellas AA

- 160 meetings with over 26,000 participants
 - Stakeholder & Citizen Forums
 - eTownHalls
 - Speakers Bureau Presentations
 - Agency Partner Coordination



Community Bus Plan

- Over 60 presentations & events reaching more than 3,200
 - Community Events
 - Speakers Bureau Presentations
 - Bus Rider Interactions



Public Outreach

Scenario Planning Outreach to Landowners, Business Stakeholders, and Community Leaders

77 Participants

Large Group Meetings: Total of 7 events

51 Participants

One-on-One Meetings: Total of 14 events

175 Participants

Design Charrettes: Total of 7 events

TOTAL

Over 300 Stakeholders





Public Outreach



Greenlight Pinellas Presentations and Events

- 94 Presentations - Over 2,500 Participants
 - Homeowners associations
 - Community meetings
 - Civic & professional organizations
 - Chambers
- 57 Community Events



Greenlight Civic & Business Committees

- Approximately 100 different members
- True cross-section of community
- Members of the Greenlight Council

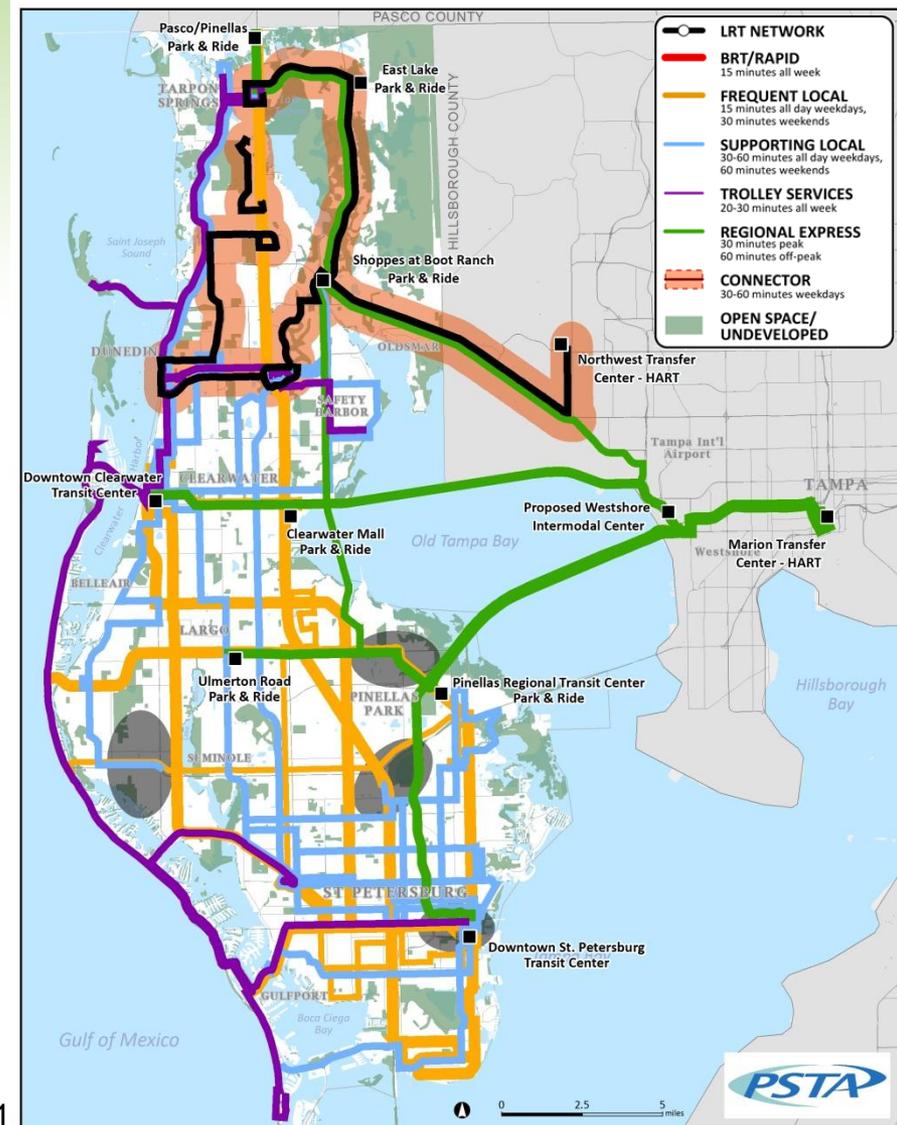
Community Dialogue

Greenlight Plan: Phasing Strategy

2016-2019



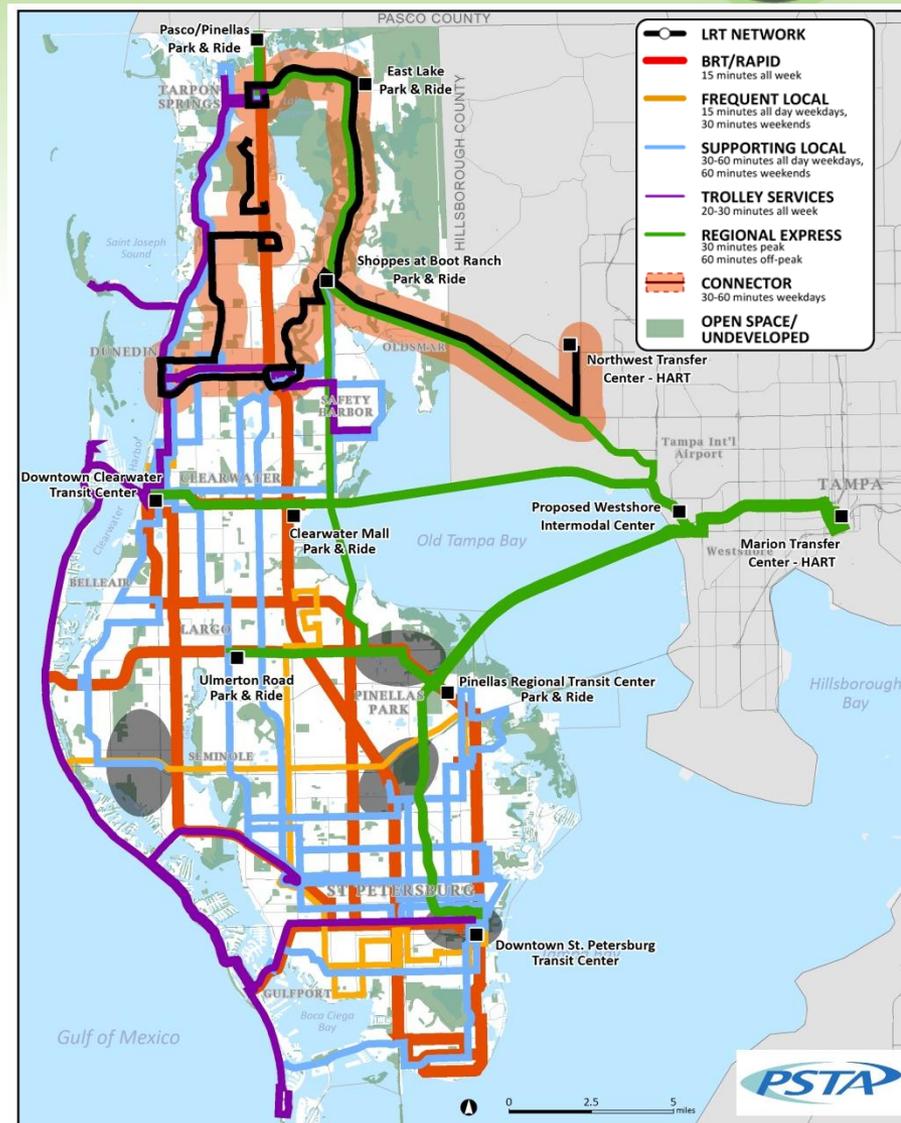
- **FY 2016**
 - Expand night/weekend service spans across system
 - Increase service without immediate need for fleet expansion
- **FY 2017**
 - Purchase standard and coach buses for increased frequencies
- **FY 2018**
 - Begin increases in midday frequencies for frequent local routes & all trolleys
 - Begin new regional express service
- **FY 2019**
 - Increase local midday frequencies for supporting local routes and North County Connector
 - Begin new circulator service
 - Begin seasonal trolley service



Greenlight Plan: Phasing Strategy 2016-2021



- 6 BRT & Rapid bus service planned for PSTA's highest volume, most productive corridors
- **BRT/Rapid Phase I:**
 - Central Ave. BRT
 - 49th St./E Bay Dr. Rapid
 - Gulf-to-Bay Blvd. Rapid
- Environment & Engineering - 2016
- Capital Procurement & Install - 2017
- Service Opens - 2018
- **BRT/Rapid Phase II:**
 - 4th St./Ulmerton Rd. BRT/Rapid
 - US 19 BRT/Rapid
 - Seminole Blvd. Rapid
- Environment & Engineering – 2017-2019
- Capital Procurement & Install – 2018 - 2020
- Service Opens – 2019 - 2021



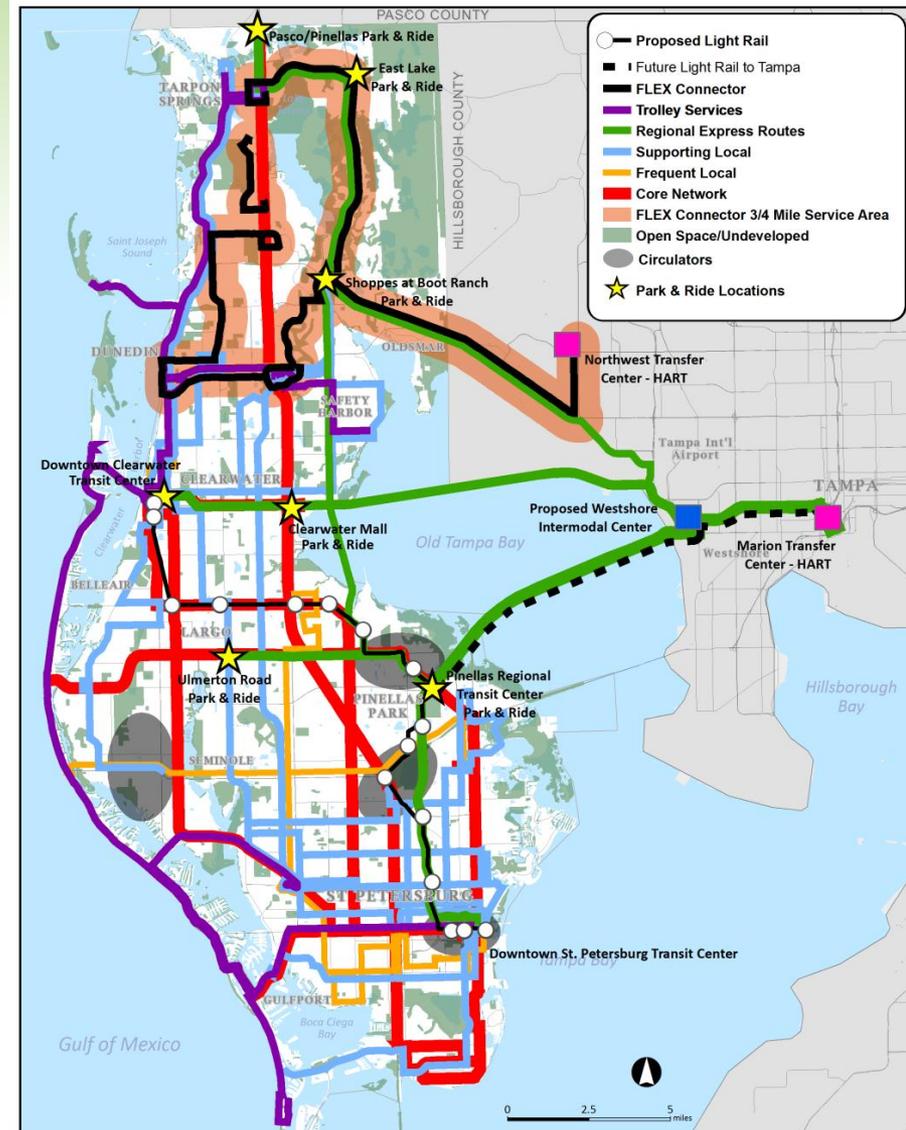
Greenlight Plan: Phasing Strategy

FY 2024



Full System Implementation

- FY 2021 - All planned bus service expansions in operation
- Light Rail Transit
 - NEPA & Engineering – 2018-2020
 - Vehicles & Construction – 2021-2023
 - Service Opens – 2024





Greenlight Plan: Delivery Plan



Recommendations

1. Maintain Detailed Website
2. Ongoing Oversight Councils
3. Continuous Outreach



Greenlight Plan: Delivery Plan

Detailed Inclusive Website

- Early Action Plan
- Project Tracker
- Input Options
- Videos/Social Media





Greenlight Plan: Delivery Plan



Citizen Oversight Committees

- **Implementation Oversight Committee**
 - Oversee Capital Investments, Progress on Capital Projects, and Public Outreach
- **Transit Riders Advisory Committee**
 - To recommend Operating Policies & Operating Budget
- Both Directly Report to PSTA Board but also to County, MPO, As-Needed



Greenlight Plan: Delivery Plan



Ongoing Outreach

- Critical to continue tie to improving community
- Ongoing Polls/Outreach
- Continuous Public Speaking
- Visually Attractive, Public-Friendly Materials
- Annual Report Distribution to Community



New poll: 85 percent say FasTracks was 'good decision'

Transportation improvement and the reduction of traffic congestion and air pollution are reasons 85 percent of Denver-area residents believe the FasTracks program was a good decision.

-- [Read the news release](#)

-- [See the survey results](#)



Greenlight Plan: Financial Plan



Due Diligence

- Refined Completed Work
 - Pinellas AA
 - Community Bus Plan
- More Detailed Financial Planning
 - Base Case Financial Model
 - Sensitivity Analysis
 - Alternative Project Delivery Strategies



Long-term, FTA-Compliant Financial Plan

DRAFT Ballot Language for

Pinellas County Commission Public Hearing
Tuesday, December 10 at 6:00 p.m.



Title: Levy of Countywide One-Percent Sales Surtax to Fund Greenlight Pinellas Plan for Public Transit.

Summary: Shall the improvement, construction, operation, maintenance and financing of public transit benefitting Pinellas County, including an expanded bus system with bus rapid transit, increased frequency and extended hours, local passenger rail and regional connections be funded by levying a one percent sales surtax from January 1, 2016, until repealed, with proceeds initially deposited in a dedicated trust fund?

_____ YES, for the 1% sales surtax

_____ NO, against the 1% sales surtax



Endorsements



These groups have already endorsed the Greenlight Pinellas Plan:

- City of St. Petersburg 12/5/13
- St. Petersburg Chamber of Commerce 12/4/13
- Pinellas Planning Council 11/25/13
- PSTA Board of Directors 11/20/13
- Pinellas County MPO 11/19/13
- Greenlight Pinellas Council 11/6/13
- Advisory Committee for Pinellas Transportation (ACPT) 11/4/13
- TBARTA 9/27/13





ENDORSE THE GREENLIGHT PINELLAS PLAN

- Elements
 - Countywide Bus Service Transformation
 - Frequency
 - Night Service
 - Weekends
 - Connections to Tampa
 - Implementation of Rail
 - Transit Supportive Land Use
 - Community Access
- Phasing Strategy
- Delivery Plan
- Financial Plan

