



# GREENLIGHT PINELLAS

Some of us ride it... All of us need it!





# Did You Know???



- **36%** of Pinellas residents have used PSTA at some point\*
- Every \$1 invested in public transportation generates approximately \$4 in economic returns\*\*\*
- PSTA keeps a line of traffic more than 10 miles long off of Pinellas Roads every rush hour\*\*



\* Fallon Research & Assoc. 2009

\*\*\* American Public Transportation Association

\*\* Based on % of riders who say they would otherwise drive if not using PSTA



# Increased Demand by Young Adults



## Demographic trends of younger generations favor transit:

- Age 16-34 driving down by 23%
- Age 16-34 transit use up 40%  
(>\$70K income - up 100%)
- Age 18-34 home ownership down





# Pinellas Transit Today



- 14.45 million rides last year
- Most trips on PSTA are to/from work
- Only 28% of riders have no other means of transportation





# Meet Some of our Riders



*“I have two children, a job and I’m going to school. PSTA helps us get to doctors, the store, the bank and places like that.”*

**Kristi Emanuel**  
PSTA Rider



Kristi’s car was totaled and she couldn’t afford a replacement



# Meet Some of our Riders



**Bay Pines is one of the busiest stops in the PSTA bus system.**

*“You have be very careful in the afternoons, because the buses stop running so early. It’s easy to get stuck and then you have to find alternate transportation to get home.”*

**David Allen Samadeen**  
Veteran & PSTA Rider





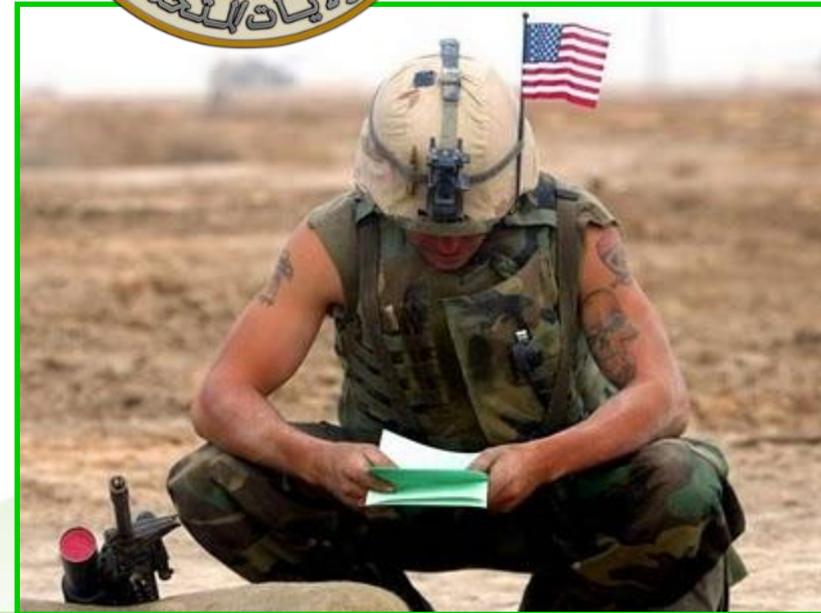
# Our Heroes Deserve Better Service



**Bay Pines is one of the busiest stops in the PSTA bus system.**

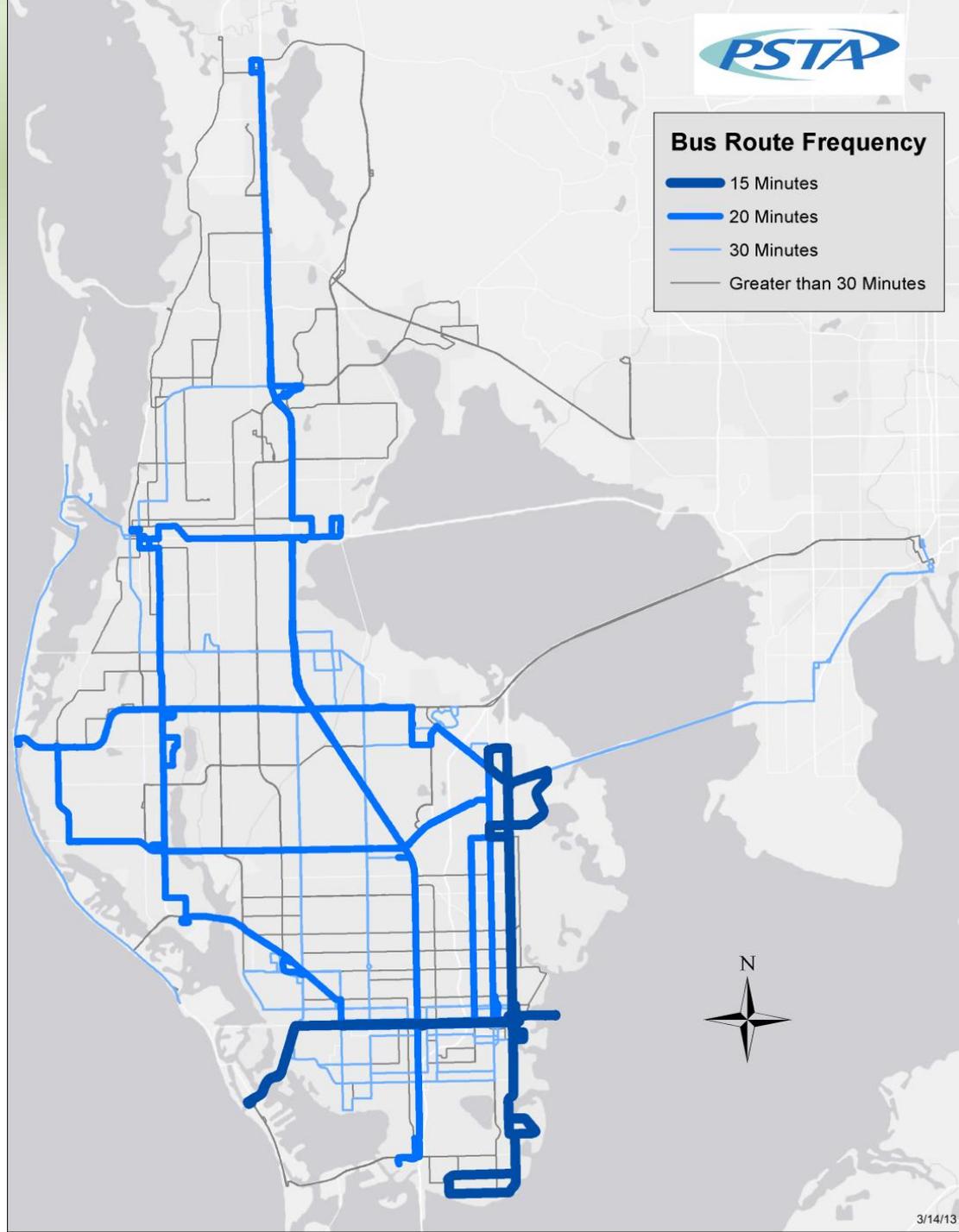
*“I used to be a ‘car guy’ and never thought about using the bus. What people don’t realize is that we’re all just one incident away from having to ride buses the rest of our lives”*

Iraq War Veteran & PSTA Rider  
Who requests to remain anonymous

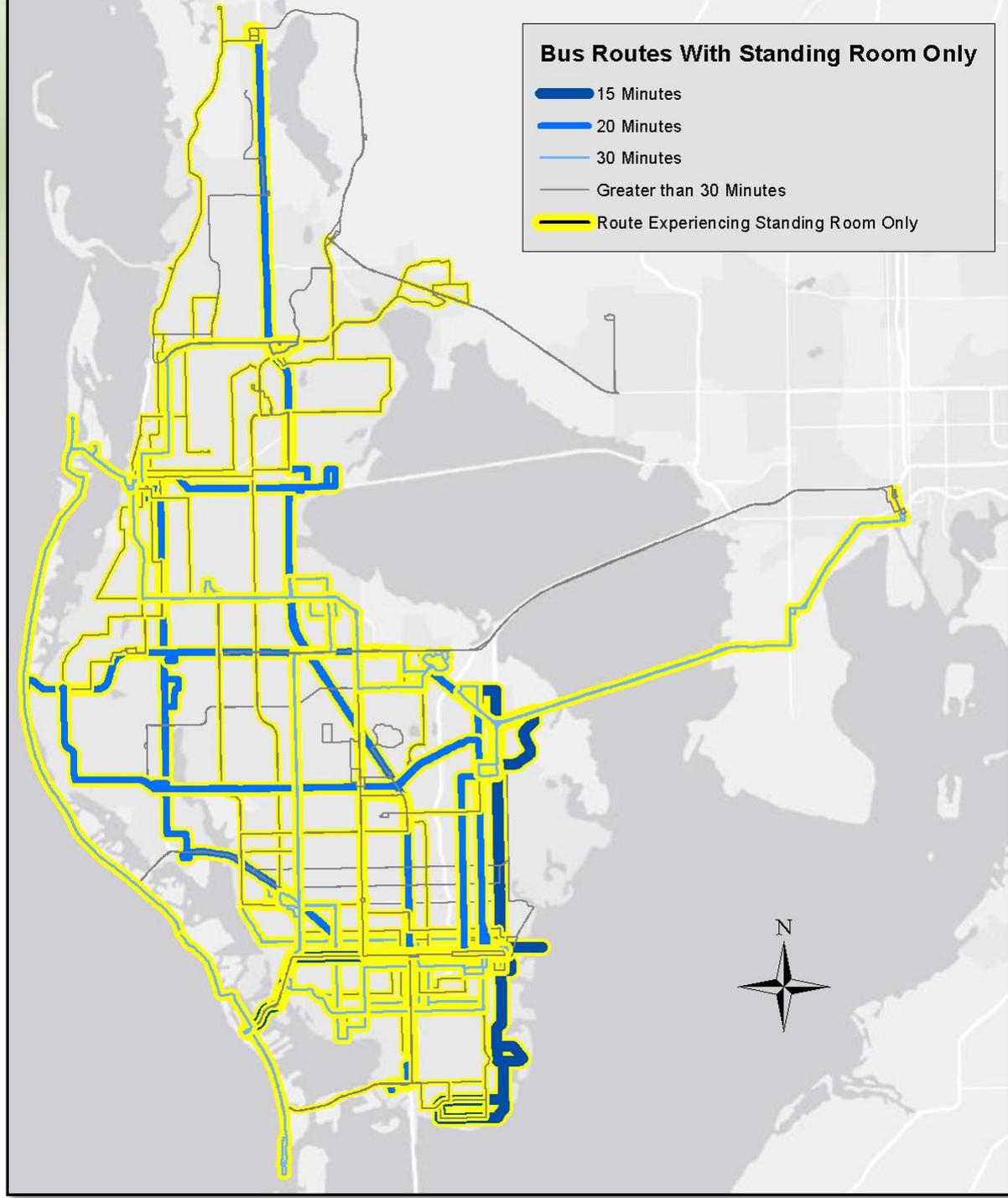


# Bus Service Frequency

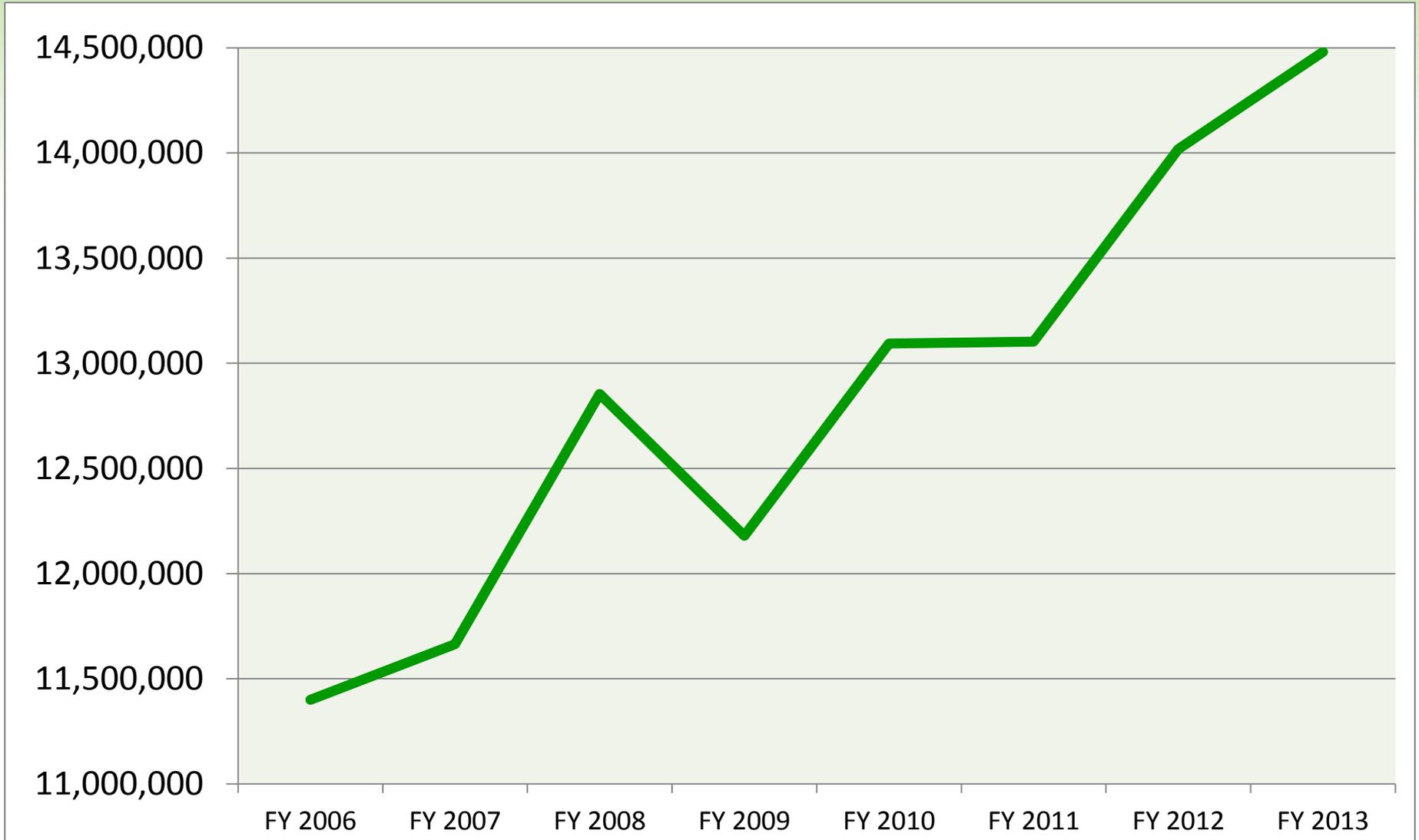
- Majority of PSTA routes operate only once an hour!
- Only **two** PSTA routes operate at 15-minute headways during peak periods



# Routes with Standing Room Only



# Ridership History





# Doing More with *Less*



- Ridership climbed 23% despite \$40+ million in budget cuts (2007 - 2012), increased fares, and service reductions





# Doing More with *Less*



## Compared to peer systems across the U.S.

- PSTA is the best in hours/vehicle (we get the most use out of the equipment)
- Best in miles/vehicle
- Lowest maintenance costs/mile
- Nearly lowest administrative & overhead costs/revenue mile





# Per Capita Spending on Public Transit

System	Population	Spending
Portland, OR	1.25 million	239.65
Pittsburgh, PA	1.42 million	234.36
MARTA-Atlanta	1.35 million	226.16
Detroit, MI*	0.95 million	191.61
Honolulu, HI*	0.88 million	182.70
St. Louis, MO	1.01 million	174.29
Milwaukee, WI*	0.94 million	157.18
Cleveland, OH	1.41 million	155.05
Sacramento, CA	1.09 million	131.37
Austin, TX*	0.99 million	129.54
Long Beach, CA*	0.57 million	102.26
Montgomery Co, MD*	0.85 million	100.54
Cincinnati, OH*	0.85 million	95.37
Phoenix, AZ*	1.53 million	87.60
Salt Lake City, UT	1.76 million	78.45
<b>Pinellas Co, FL*</b>	<b>0.93 million</b>	<b>49.48</b>

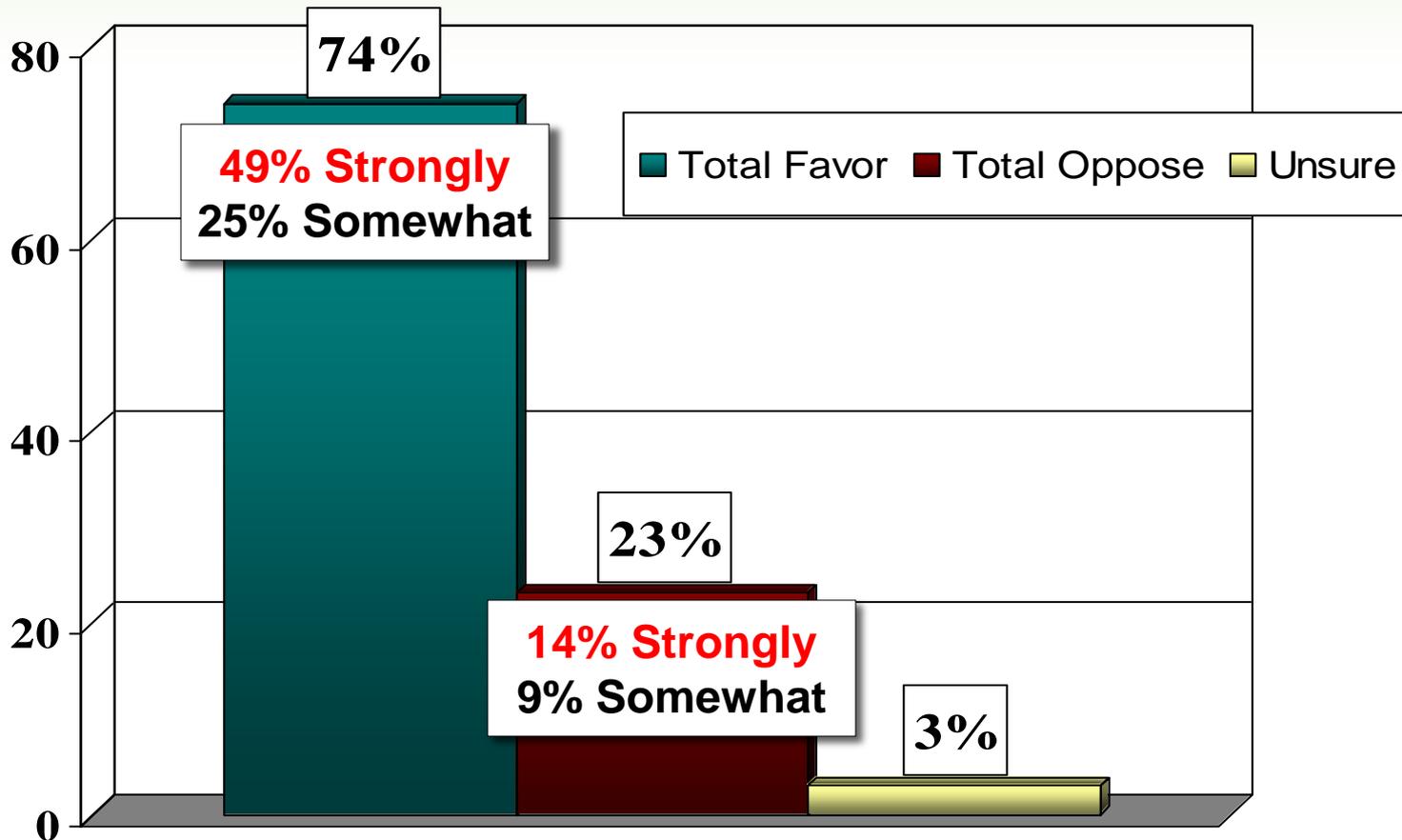
\*Bus only systems, 2009 NTD Data



# Pinellas Resident Survey Fall 2009



*Do you favor or oppose a combination of a rail system to major destinations and connector buses to neighborhoods and other areas throughout the County?*

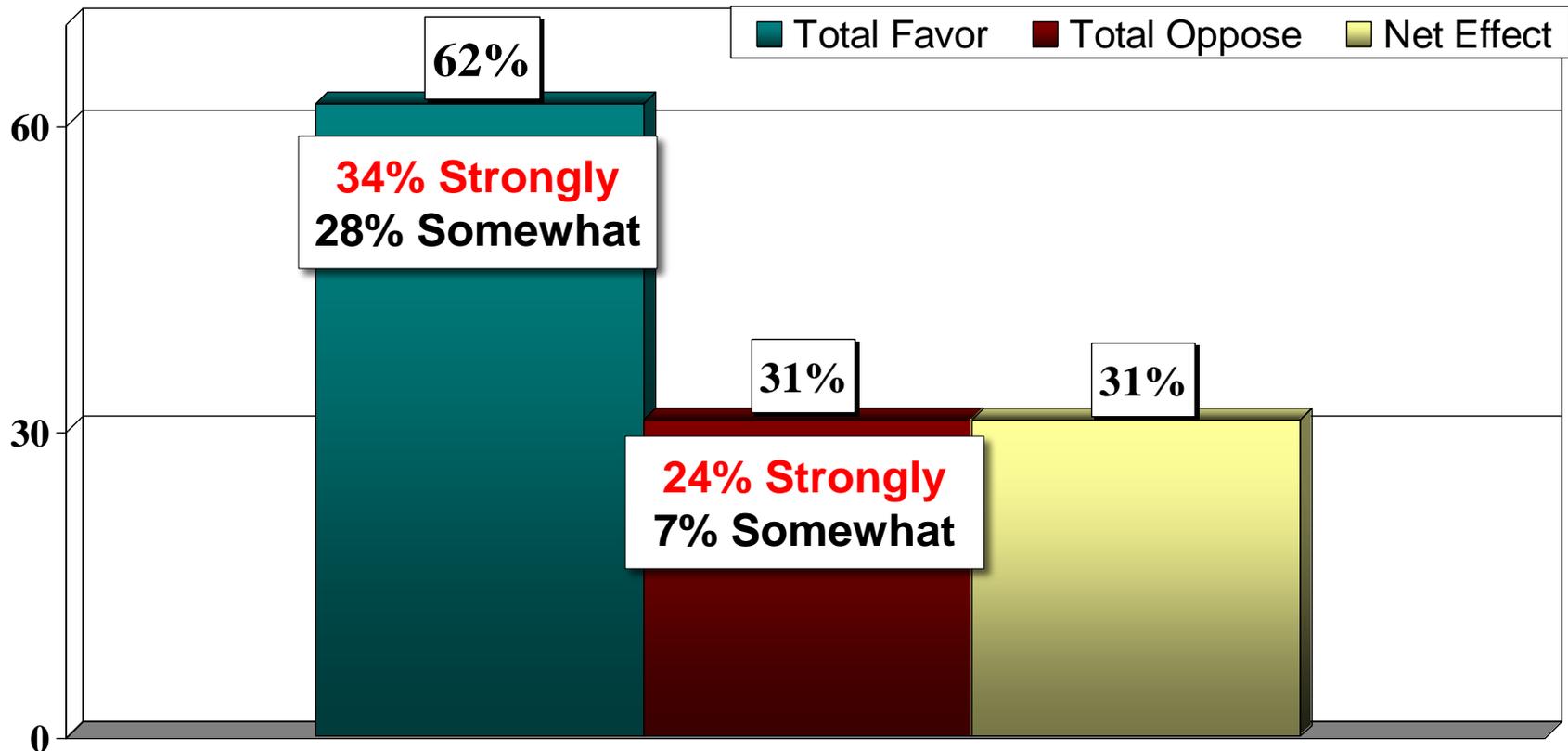




# Pinellas Resident Survey Fall 2009



*Would you favor or oppose a one cent increase in the sales tax to pay for a rail system that was combined with an automatic reduction in property taxes that would be equal to approximately \$56 dollars in savings for each \$100,000 of property value?*



# Change in Tax Base:



**Parcels subject to PSTA property tax: 426,778**

(Pinellas County Property Appraiser)

**Current Population: 921,319**

(US Census Bureau)

**Tourists/Visitors 2012: 5.4 million**

(Visitors & Convention Bureau)





# How Much Will This Cost?



✓ PSTA Property Tax Will Be Eliminated:

**\$161,600 Median Owner-Occupied House\*:** **\$81.52**

✓ 2011 IRS Sales Tax Cost Estimate:

**\$46,061 Median Income\*** (\*\*Doesn't include exemption for groceries, medical items & \$5,000 purchase cap) **\$104.03\*\***

\*From US Census Bureau 2008-2012





# Preparing for *Two* Futures:



**November 4, 2014**





# What is Greenlight Pinellas?

One Transparent and Inclusive  
Public Resource

A Detailed Plan

County-Wide Benefit





# If We Do Nothing:



- If referendum doesn't pass, PSTA will default to a depleted network of basic routes
  - 18-28% service cut in 2017
  - Continued cuts will be likely in subsequent years as property tax revenue fails to keep up with increasing operational costs





# If We Choose to Improve:



- Approximately 65% increase in bus service
- Longer hours of operation – nights/weekends
- Buses running every 15 minutes





# If We Choose to Improve:



- More regional connections
- Service to Westshore and TIA
- Robust service for both commuters *and* tourists



# Improved Core Service

- Service operating at 15-minute headways or better during peak periods
- BRT/Rapid Corridors (Core)



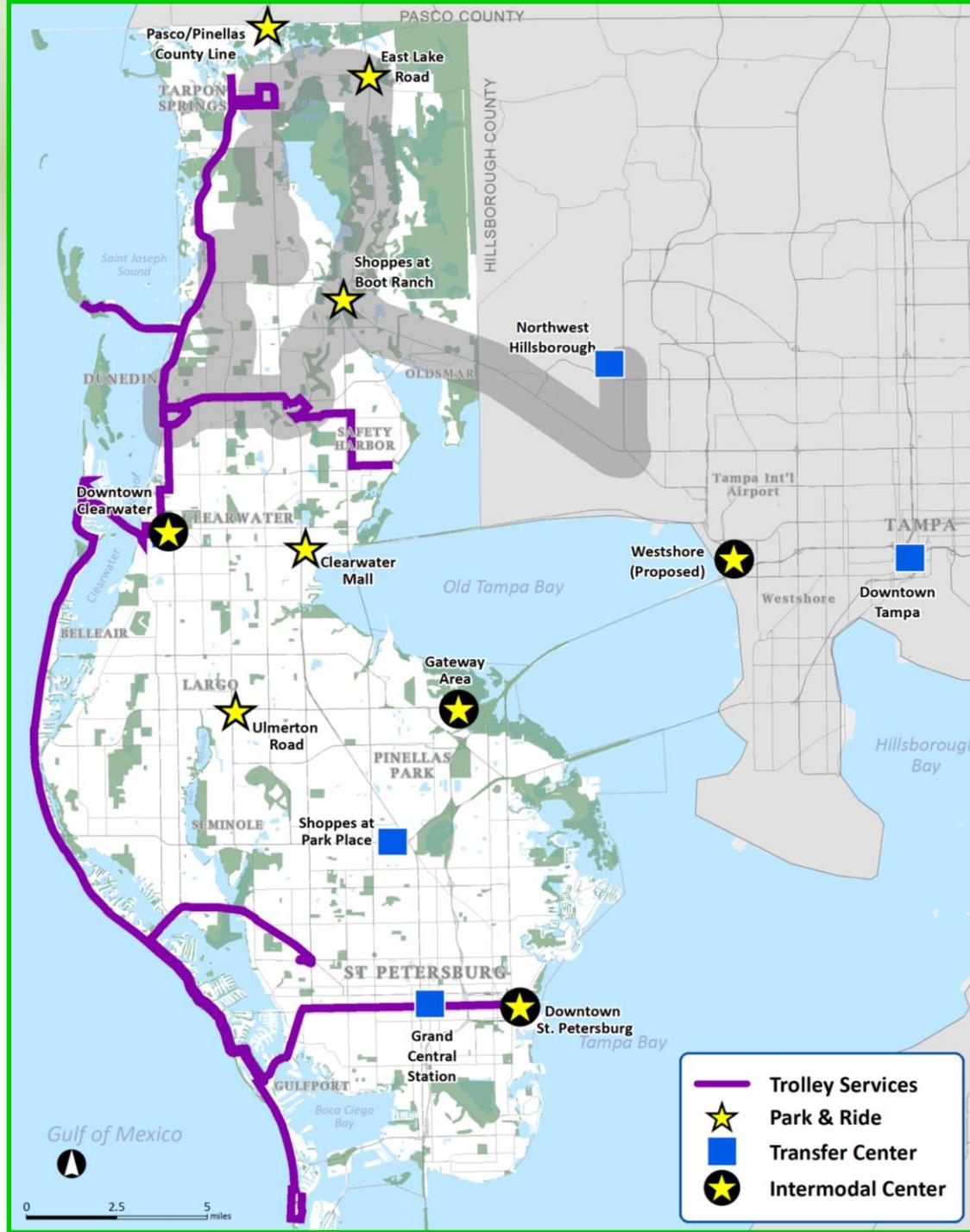


# BRT In Pinellas County



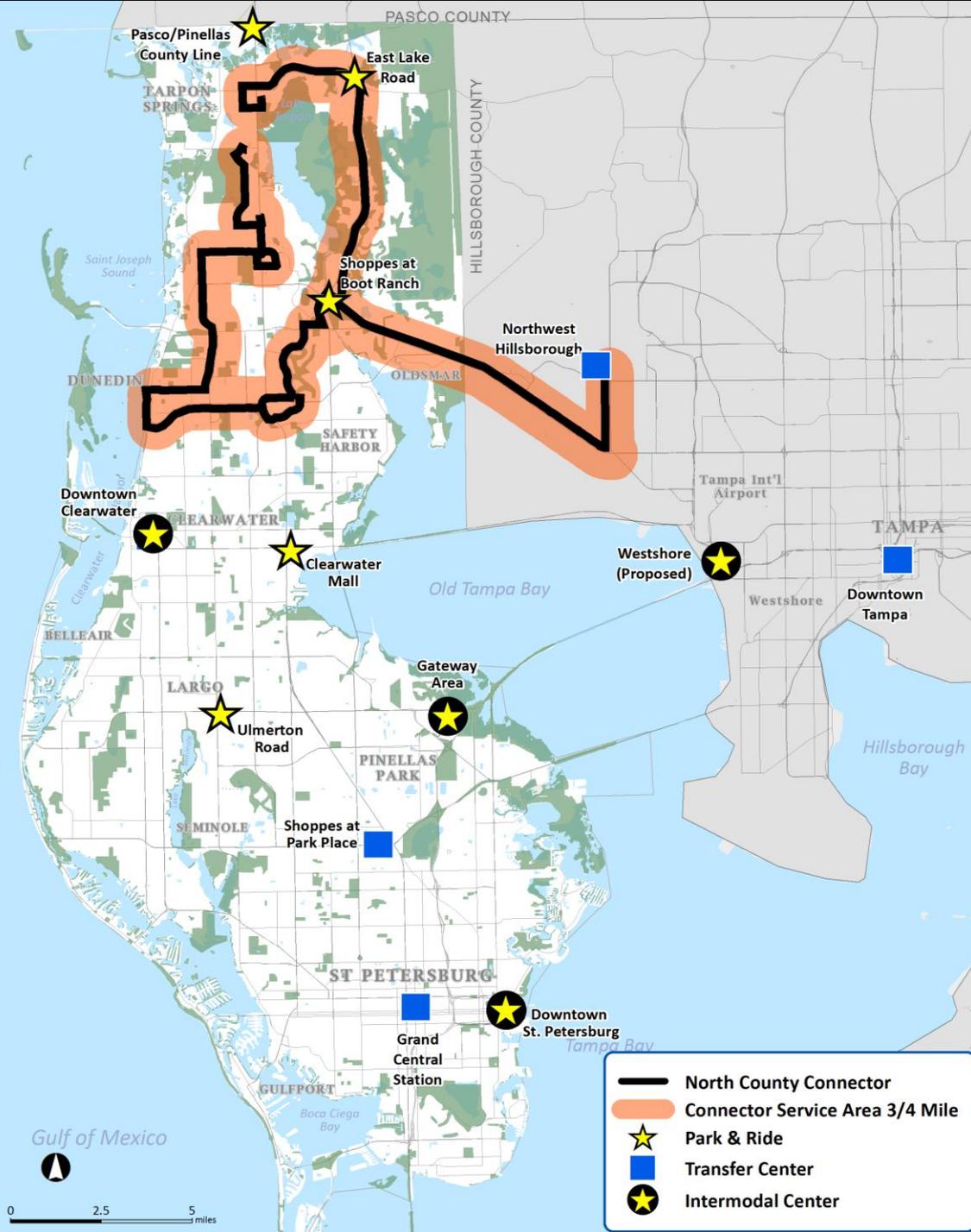
# Expanded Trolley Services

- 15 minute service along the beaches
- Increased support for tourism and the tourism workforce



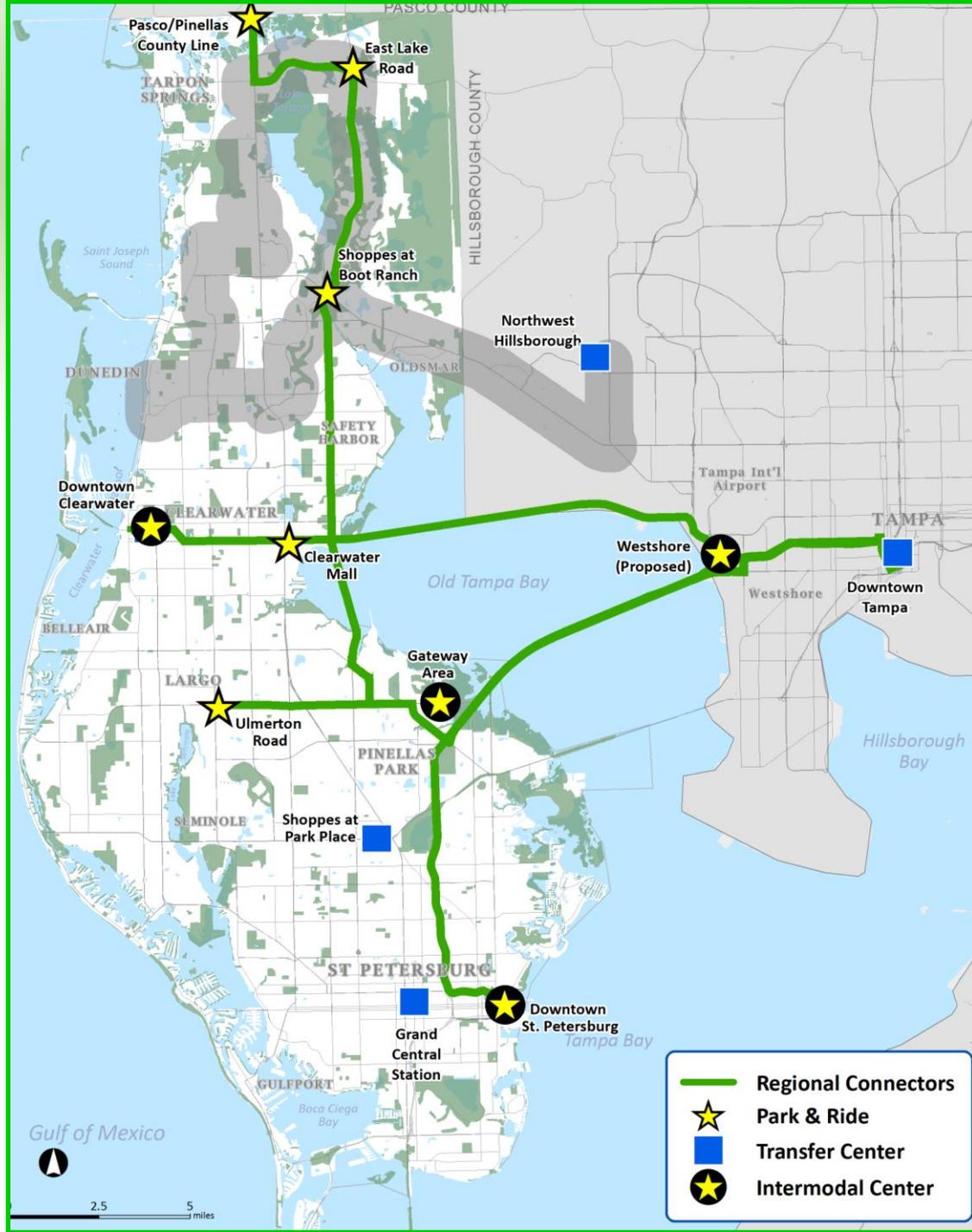
# Expanded North County Connector Service

- Longer hours of operation
- More service to Hillsborough County
- 400% increase in bus service



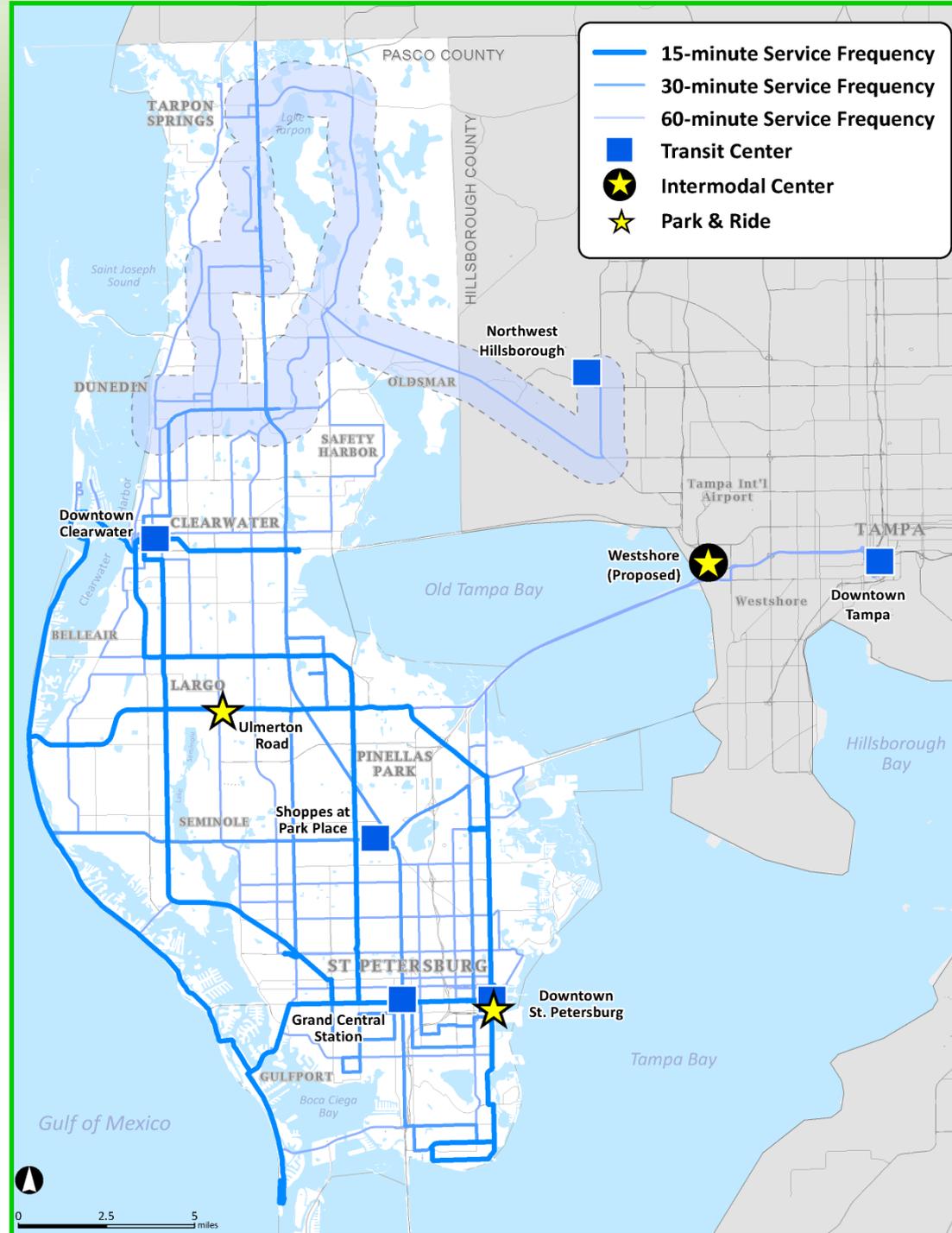
# New Regional Express Routes

- Improved connections to Pasco, Hillsborough and Tampa
- Service to TIA and Westshore
- Weekend and evening service too!



# Improved Frequencies System-Wide

- 30 Minutes or Less on top routes
- Longer spans of service – finally accommodating late-night travel and 2<sup>nd</sup> shift workers





# Preparing for Future Rail Line





# Greenlight Pinellas Components



## 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

**Pinellas**  
community  
*bus plan*



# Why Light Rail?



## Concluded that LRT is better at:

- Improving land use
  - Creating business centers
  - Walkable communities
  - Spurring residential development
- Minimizing operating costs





Before



After



## Learning from the Success of Others:



*“Of everything we’ve done, it’s the bus system improvements of which I’m proudest.”*



Former Charlotte, NC  
Mayor Pat McCrory,



# THE GREENLIGHT PINELLAS PLAN



The Greenlight Pinellas Plan includes:

## CORE ROUTE NETWORK

- Rapid Bus Services
- 15 minute bus service on weekdays and weekends
- Bus service until midnight most nights

## FREQUENT LOCAL ROUTES

- 15 minute bus service on weekdays
- 30 minute bus service on weekends
- Bus service until midnight most nights

## SUPPORTING LOCAL

- 30 minute bus service on weekdays
- 60 minute bus service on weekends
- Bus service until 11:00 p.m. most nights

## TROLLEY SERVICES

- 15 minute trolley service Monday – Saturday
- 30 minute trolley service – North Coastal Route
- Trolley service until midnight most nights

## REGIONAL EXPRESS ROUTES

- More service to Tampa and to Tampa International Airport on weekdays, weekends, and evenings

## CONNECTOR ROUTES

- 30 minute Connector service during peak periods
- Weekday service until 10:00 p.m.

## COMMUNITY CIRCULATORS

- 15 - 30 minute community circulator service

## PASSENGER RAIL

- Passenger rail connecting downtown St. Petersburg, Pinellas Park, the Gateway/Carillon Area, Largo, and downtown Clearwater



- Frequent Service
- Extended Hours
- Supporting Bus Network
- Enhanced Trolley Service
- Regional Express Buses
- Flexible Connections
- More Community Circulators
- Passenger Rail

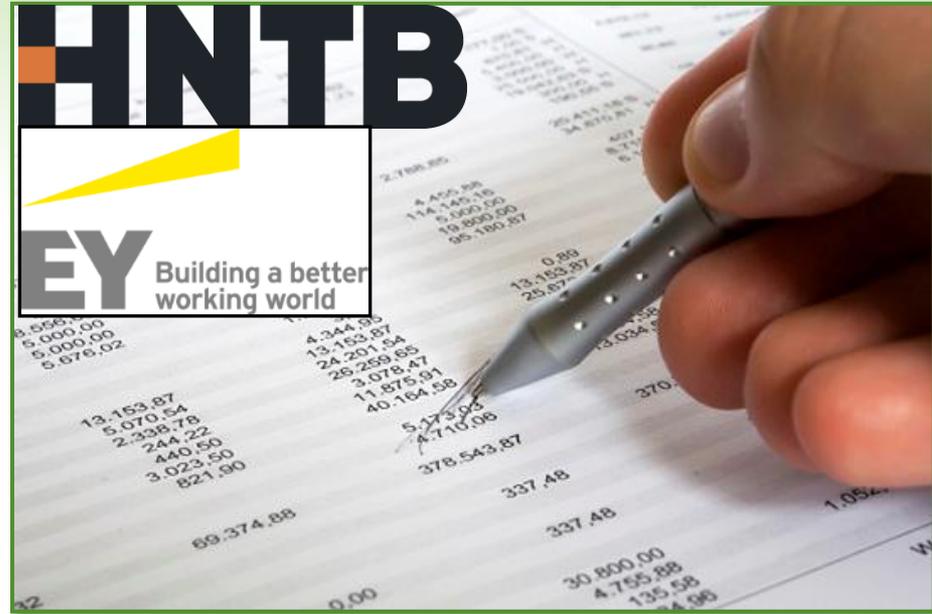


# Greenlight Plan: Financial Plan



## 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



# Greenlight Plan: Delivery Plan

## Detailed Inclusive Website

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

**GREENLIGHT PINELLAS**

Get Informed | Join the Conversation | Get Involved

Improving transportation is critical for our future. Now is the time for the community to make a decision about our future. We must meet the community's transit needs and grow our economy. I'm asking you to get informed and get involved in GreenLight, the Pinellas transportation conversation.

~Ken Welch  
Chair, Pinellas County Board of County Commissioners

**About Greenlight Pinellas**  
Greenlight Pinellas is a community conversation about transportation in Pinellas County. Here you can: [Get Informed](#), [Join the Conversation](#) and [Get Involved!](#)

**Get Involved**  
Click below to learn more about these committees.

- Business
- Civic
- Government
- Ask a Question...

**Poll**  
**Transportation Plan**  
What is the most important part of the transportation plan to you?

The Community Bus Plan - 21%
The Greenlight Public Education Process - 29%
Pinellas Alternatives Analysis - 24%
Other - 0%
Land Use Plans - 26%

**In the News**

- [Editorial: Mayor is just the ticket for transport](#)  
Tampa Bay Times | Editorial May 5, 2013 read...
- [PSTA board approves Greenlight plan](#)  
Tampa Bay Times | Anna Phillips April 27, 2013 read...
- [It's a green light in Pinellas, but caution signal in Hillsborough](#)  
Tampa Bay Times | Bill Varian March 18, 2013 read...
- [Greenlight Pinellas awareness campaign proposed for transit referendum](#)  
Tampa Bay Times | Anna M. Phillips March 18, 2013 read...
- [PSTA pitches bus plan to BIG-C members](#)  
TBNWeekly.com | Bob McClure April 3, 2013 read...

Pinellas Suncoast Transit Authority  
3201 Socher Drive  
St. Petersburg, FL 33716  
Phone: 727.540.1800 | InfoLine: 727.540.1900

Site Admin: [Log in](#)



# Greenlight Plan: Delivery Plan



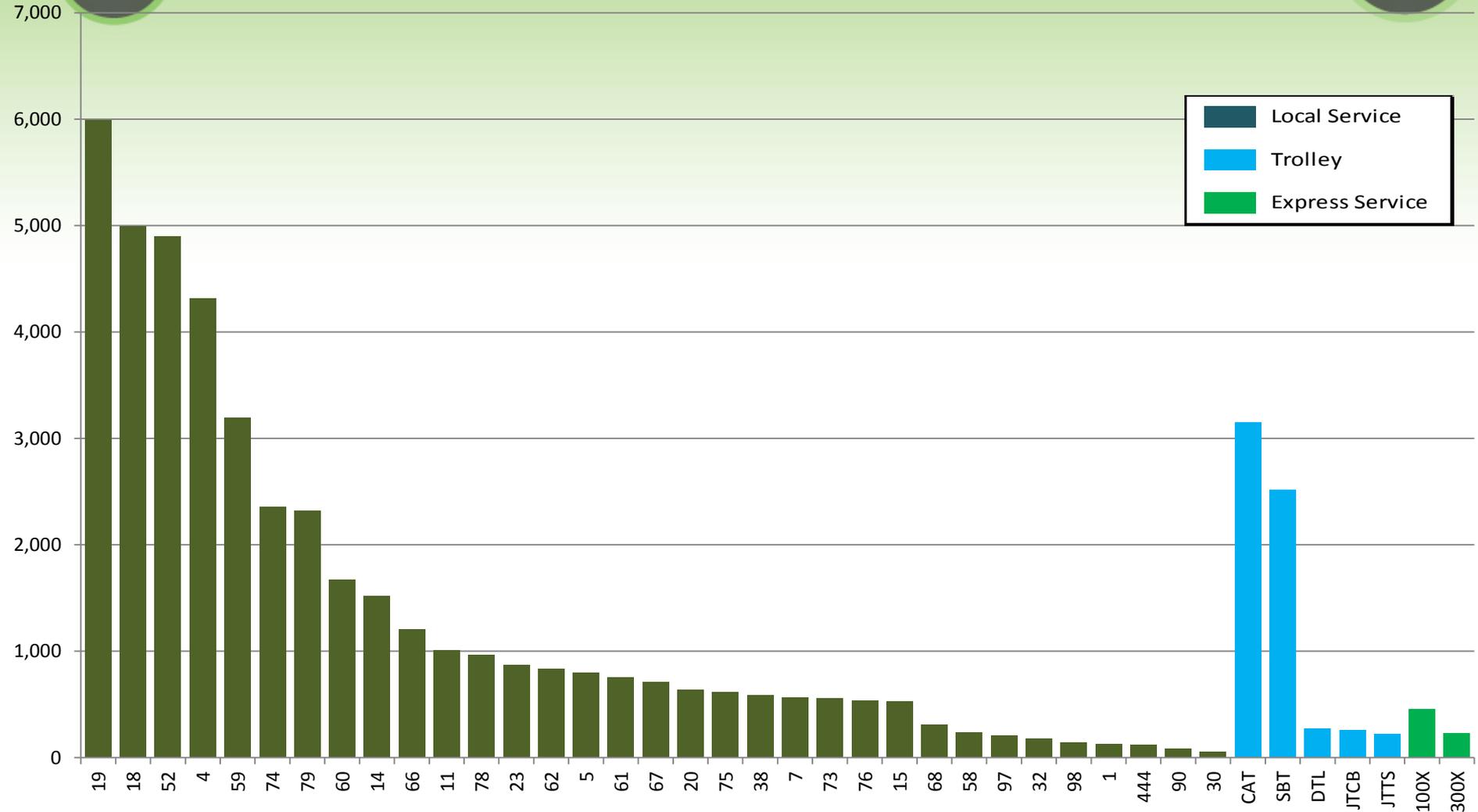
## Citizen Oversight Committees

- **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

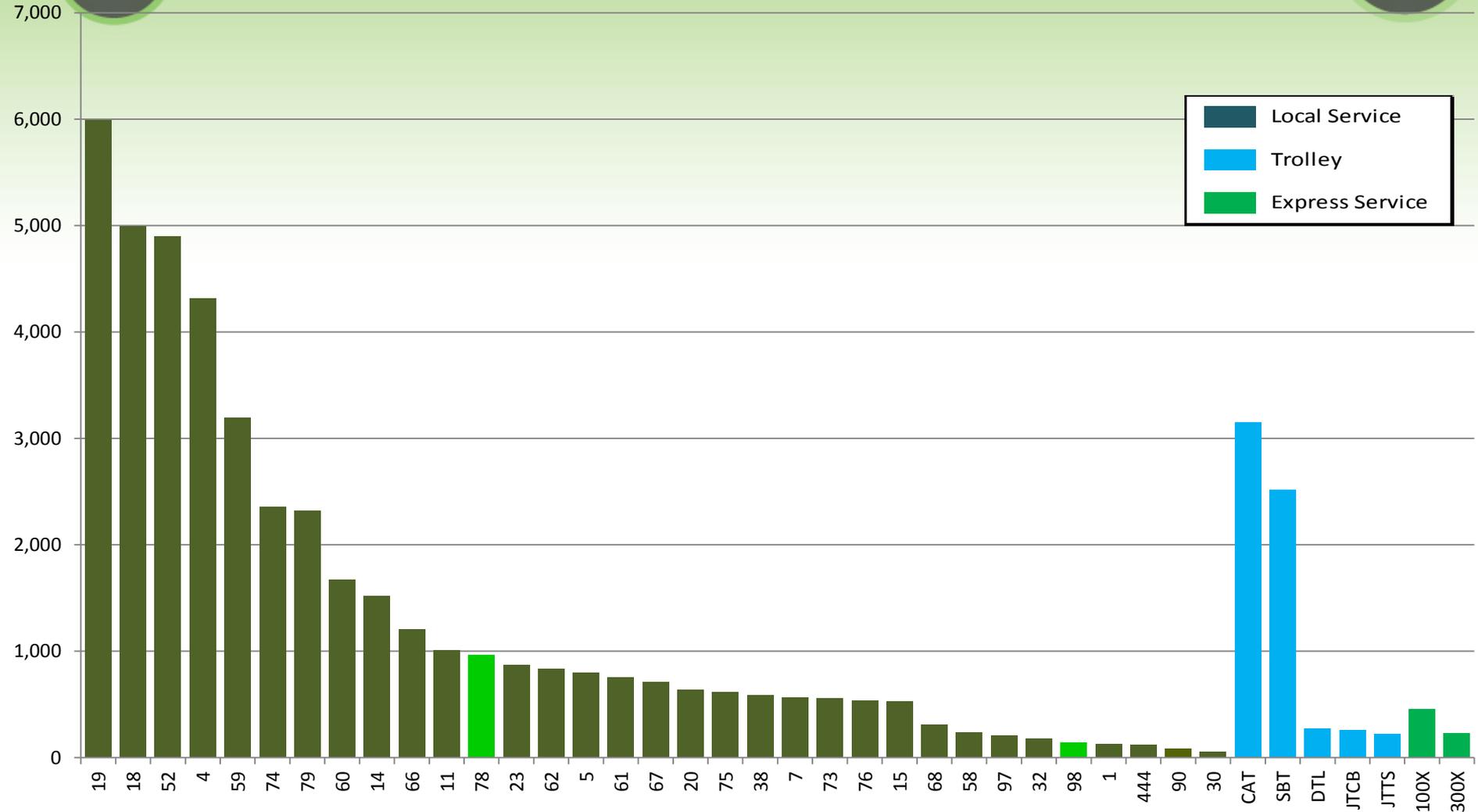


# Weekday Passengers by Route



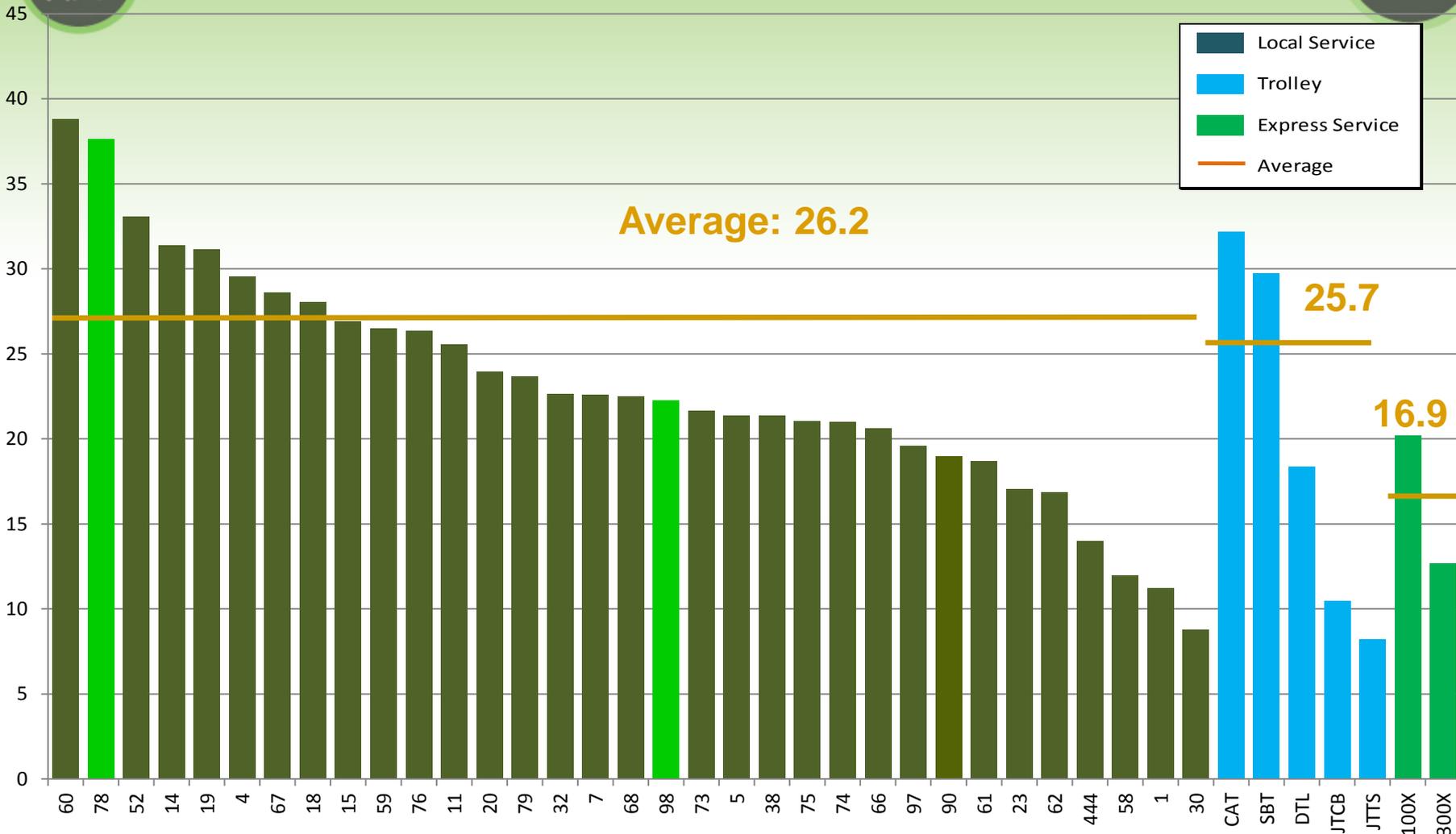


# Weekday Passengers by Route





# Weekday Passenger Boardings Per Revenue Hour





# Discussion





# Implementation: 2014-2016



## FY 2014

- Restructured network
- Begin Safety Harbor Jolley Trolley service
- Begin Saturday service on 100X Regional Express
- Referendum - November

## FY 2015

- PSTA Property Tax Eliminated
- Maintain/Expand service as possible with grants and reserves

## FY 2016

- Sales Tax Begins – January
- Sales Tax Proceeds to PSTA – March





# Implementation: 2016-2019



- FY 2016
  - Expand night/weekend service hours 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





# Implementation: 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 – 2017-19
- Capital Procurement & Install – 2018 -20
- Service Opens – 2019 -21





FY 2024



# Full System Implementation

- FY 2021 - All planned bus service expansions in operation
- Light Rail Transit
  - NEPA & Engineering – 2018-20
  - Vehicles & Construction – 2021-23
  - Service Opens – 2024



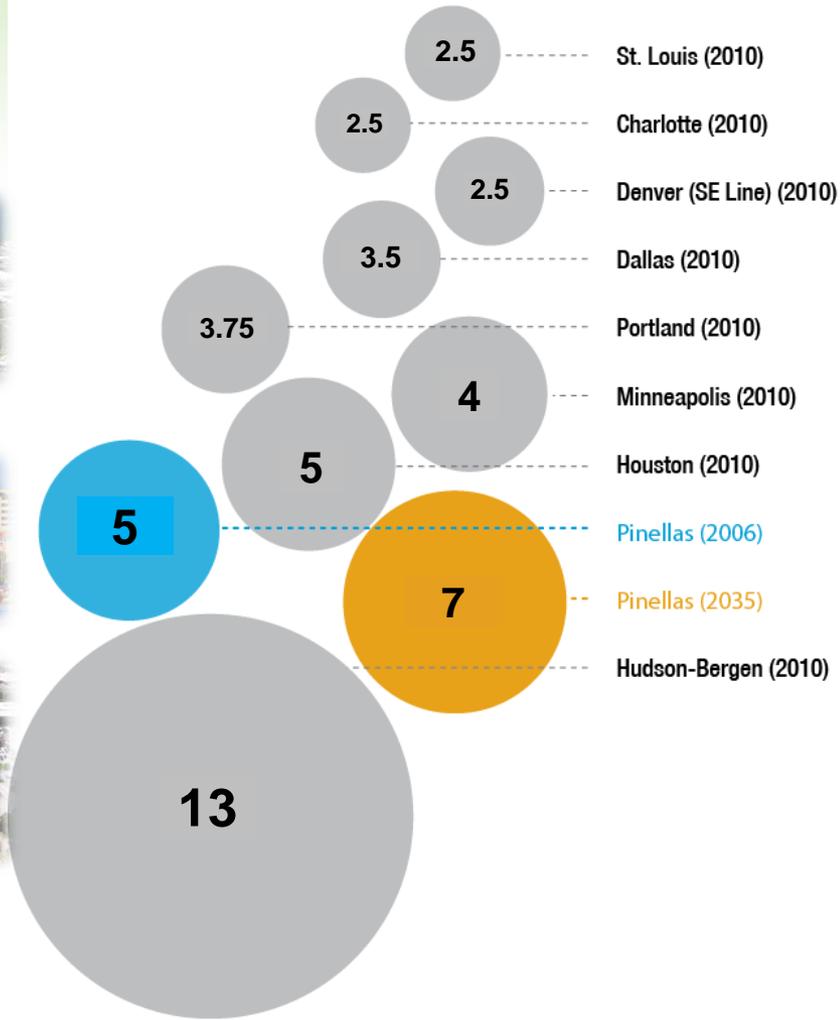


# How Does Pinellas Compare?

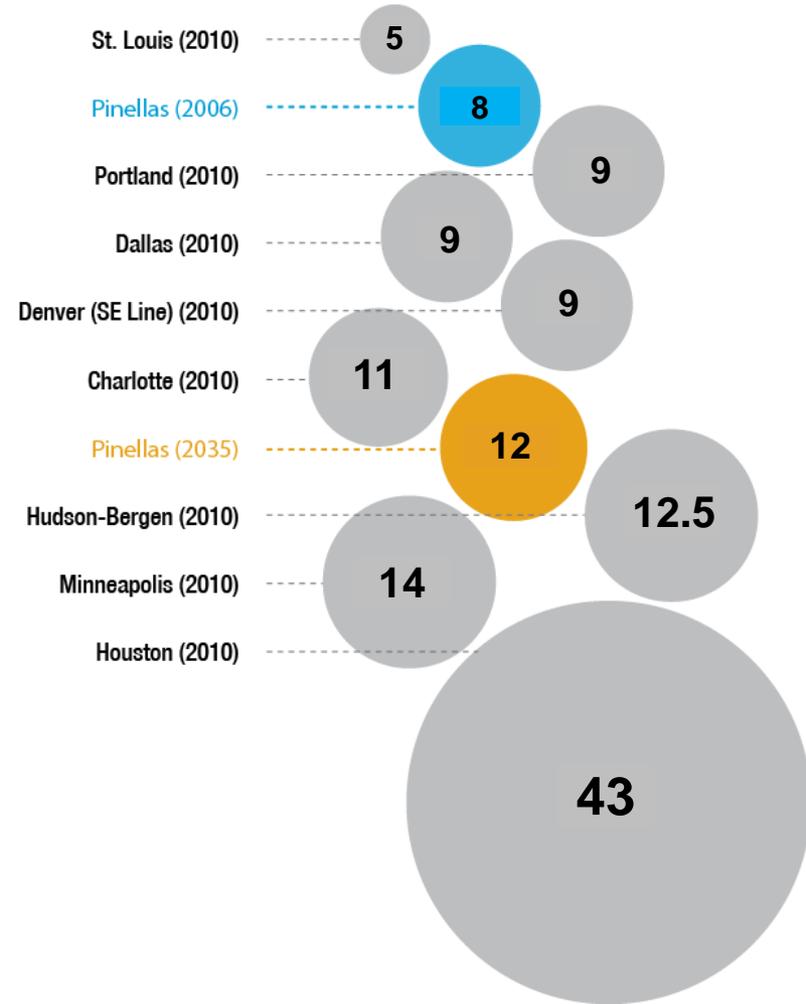
## What Can Pinellas Support?



### Persons Per Acre

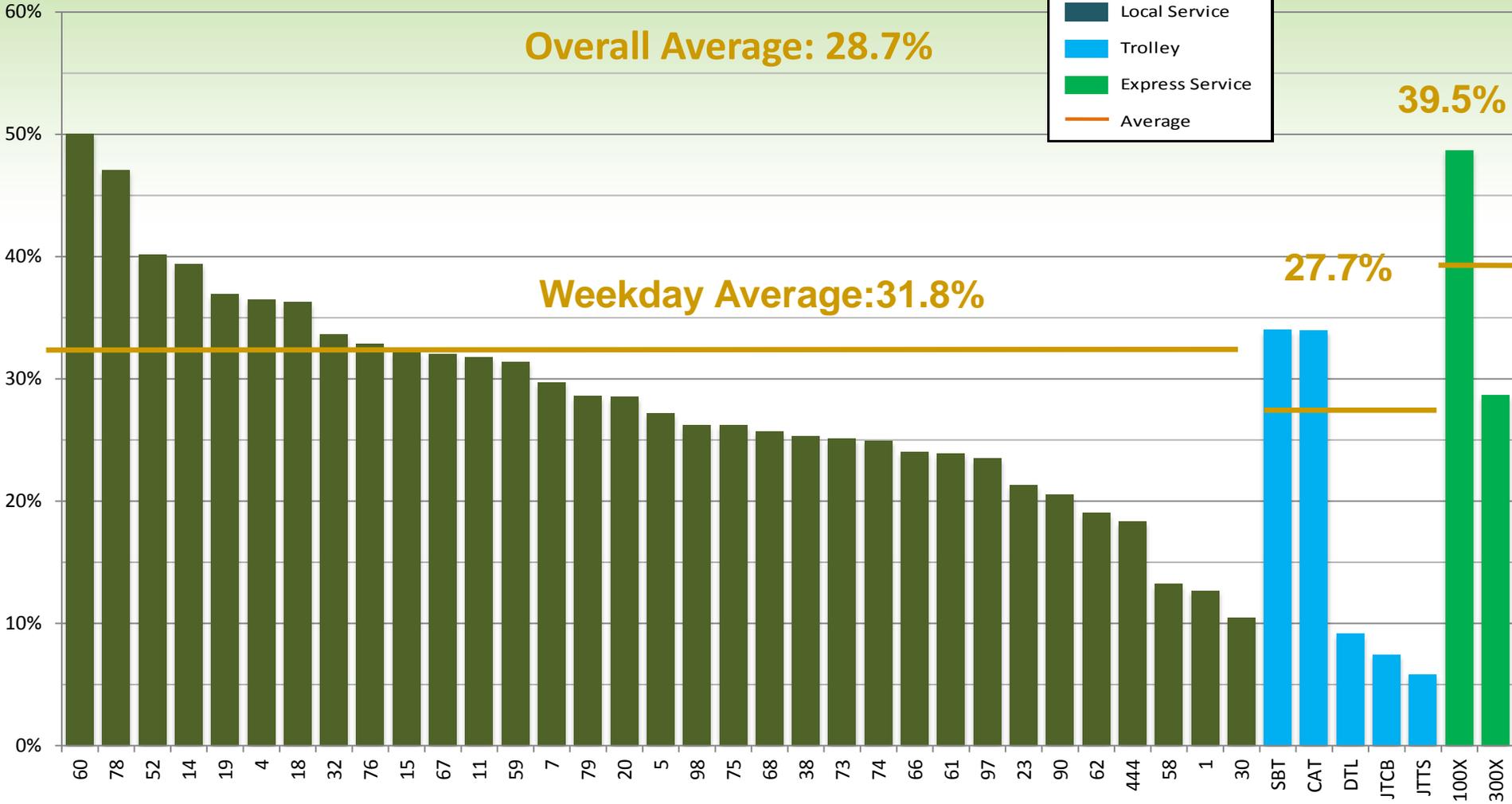


### Jobs Per Acre





# Weekday Farebox Recovery



**National average = 14.8%**

**Route**

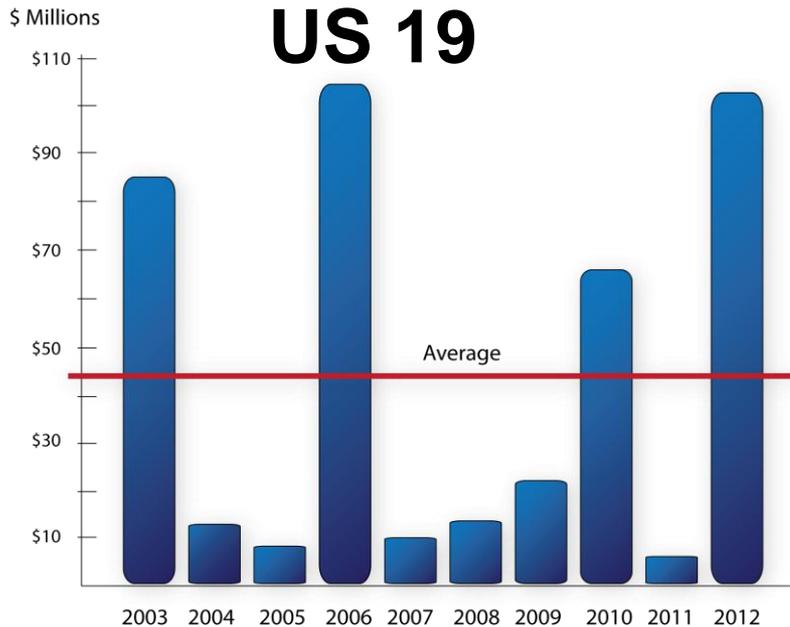


# Projected Costs & Comparisons

## Preliminary Capital Costs

- 24 miles of light rail
- \$1.6 – 1.7 billion (\$2011 over 30 years!)
- 16 Stations
- Right of way and Structures

## Annual Cost Comparisons



### US 19 (2003-2012)

- \$ 43M. Annual Avg.
- \$ 106M. Peak in 2006\*

### Pinellas Bus/Rail Plan

- \$ 48 Million Annually



## Meet PSTA's Customers



*"I work part time, I'm a single mom and a student at SPC. The bus system is a blessing for me and my son, I don't know how we'd survive without it."*

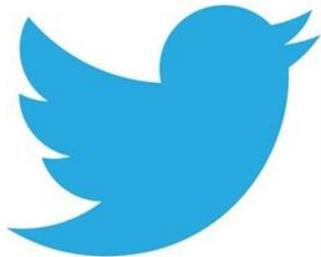
**Kelley Goolsby**  
PSTA Rider



Kelley gave up a car so she could pay tuition!



# Join us on Social Media



# *Pinterest*



**GREENLIGHT**  
PINELLAS