



Hillsborough Area Regional Transit Authority

Mission MAX

Overview and Implementation

West Tampa CRA

September 26, 2017

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Comprehensive Operations Analysis

Background:

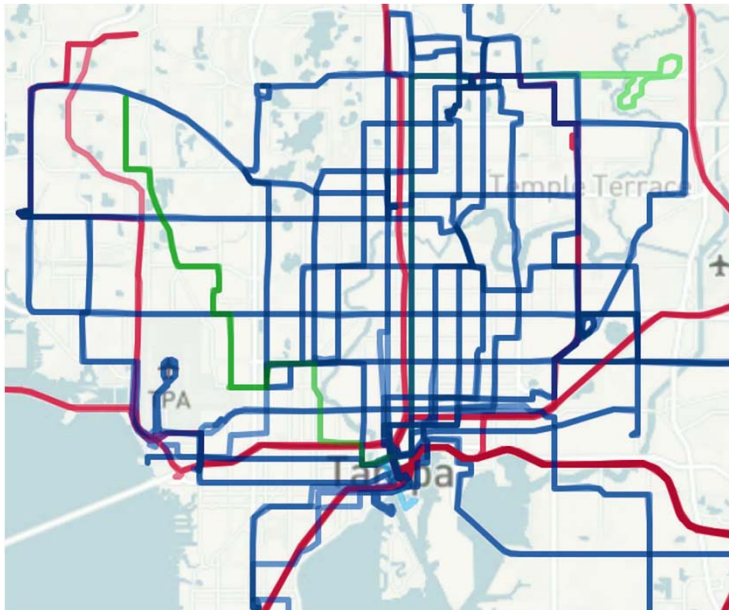
- Engaged Tindale Oliver and Associates in November 2016 to conduct COA concurrently with major update of the HART Transit Development Plan (TDP)
- Most recent HART COA was conducted in 2003
- Robust evaluation of existing service provides a strong foundation for future expansion

Comprehensive Operations Analysis

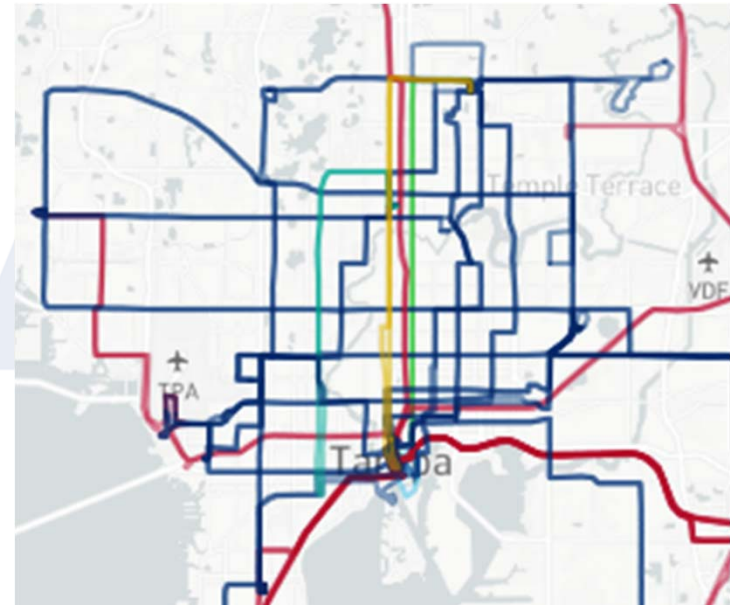
Principles:

- **Improve existing rider travel times**, particularly on longer trips
- **Improve directness of travel**, particularly on major corridors
- **Frequency v. Coverage**: focus on productive corridors in the “core” of the network
- **Regional Connections**: focus on frequency and speed

FY2018 System Redesign



Existing System



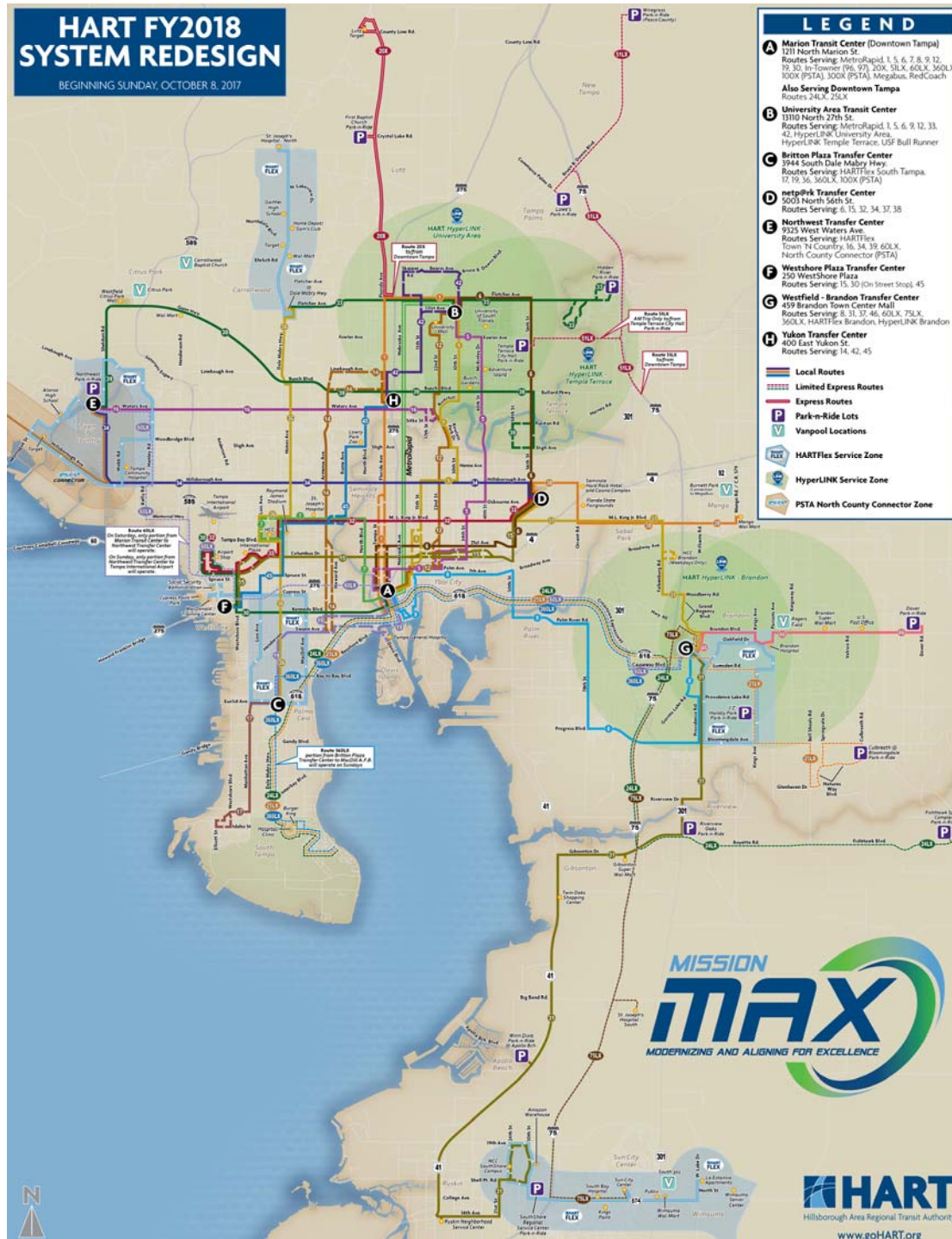
FY2018 System Redesign

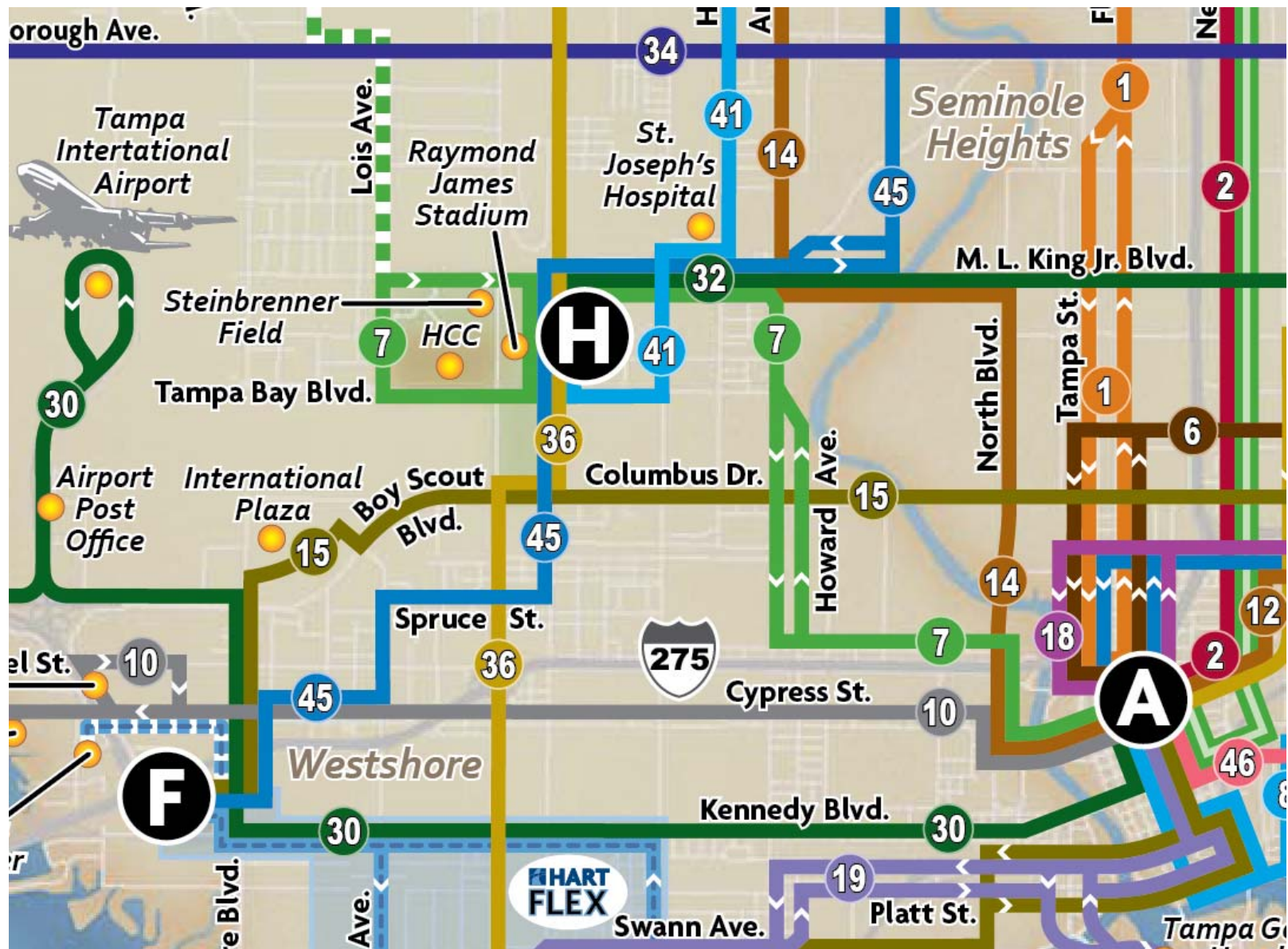
FY2018 System Redesign

Implementation: October 8, 2017

FREQUENCY (min)	Existing	% of Service	Proposed	% of Service
12-15	1	5.7%	2	14%
20-25	4	17.3%	4	18%
30	15	58.4%	16	55%
45	2	3.5%	0	0.0%
Local-60	7	10.1%	4	4%
LX-60	2	1.3%	2	6%
Express	10	3.7%	4	3%
TOTAL	41	100%	32	100%

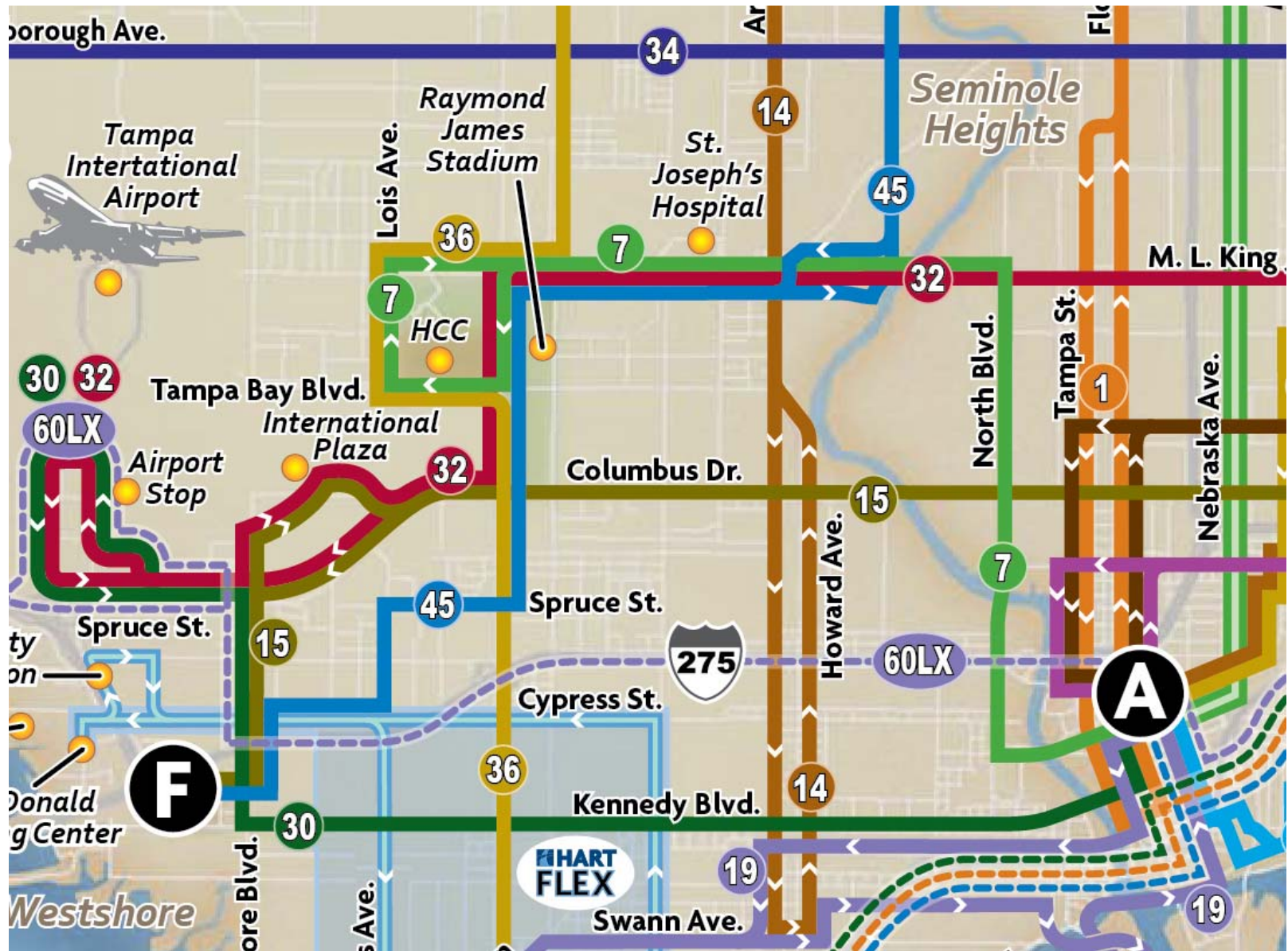
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W. Tampa: (Current system)

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W. Tampa: (New system: October 8, 2017)

Major Changes – West Tampa

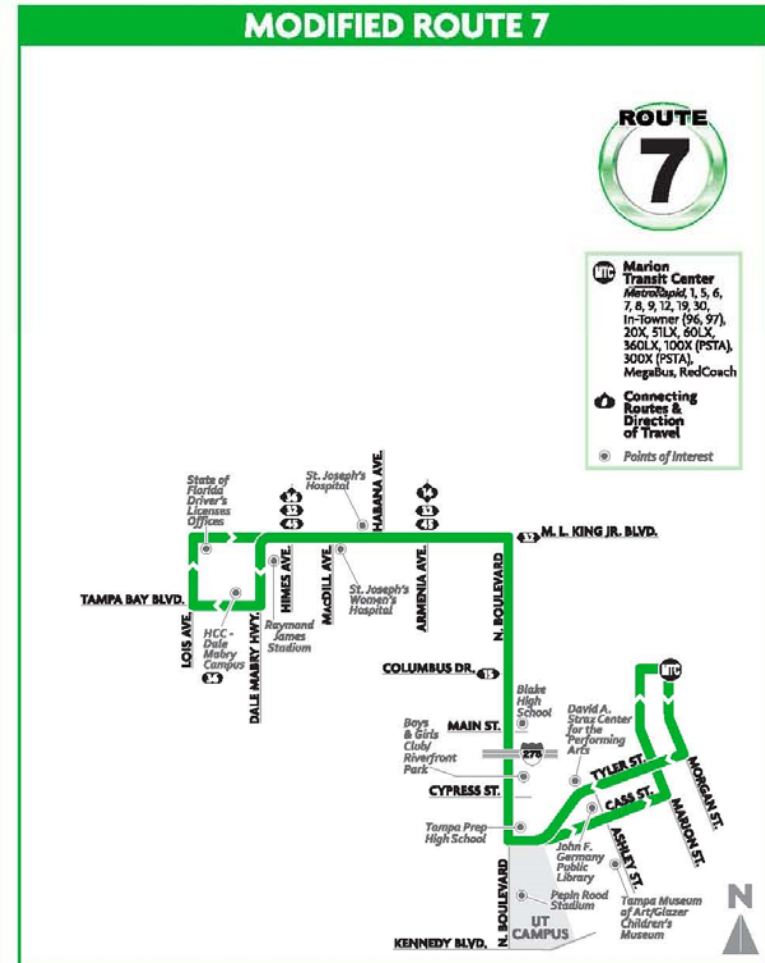
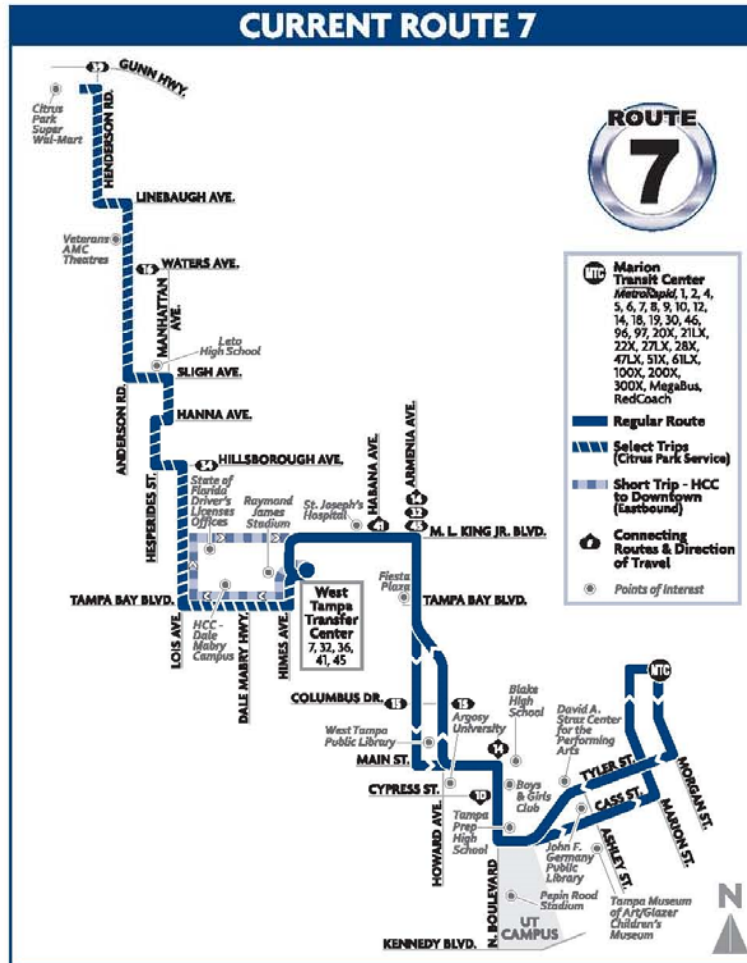
- **Routing Changes**
- **West Tampa Transfer Center**
 - Moving routes out of the transfer center for more direct routing (7, 32, 36, 31)
- **Tampa International Airport**
 - **Route 30**
 - **Route 32**
 - **Route 60LX**
 - **New Future Route 11 (FY2019)**

HART FY2018 SYSTEM REDESIGN

Beginning Sunday, October 8, 2017

Route 7 - Routing changes north of MLK Jr Blvd., and north of Main St. to Columbus Dr. Will no longer use West Tampa Transfer Center. Use Routes 36 and 39 as alternatives (for MLK Jr Blvd. to Gunn Hwy).

For more information,
visit goHART.org/MissionMAX
or call **HARTinfo Line (813) 254-4278**.

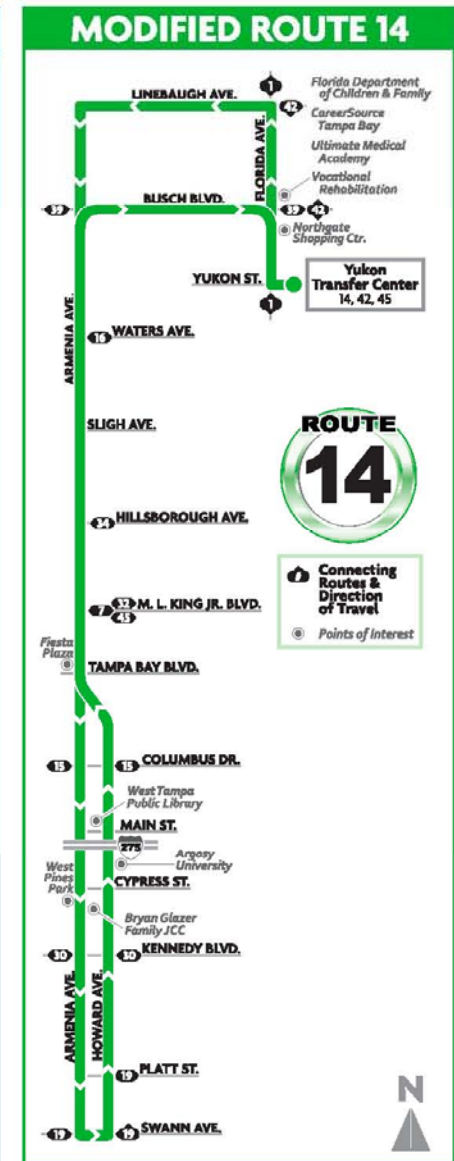
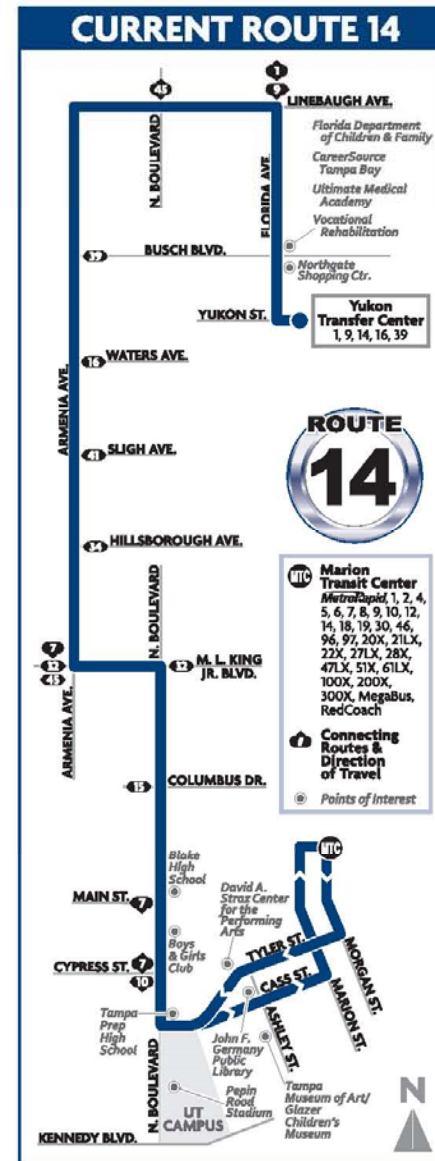


HART FY2018 SYSTEM REDESIGN

Beginning Sunday, October 8, 2017

Route 14 - Routing changes south of MLK Jr Blvd. Will have service in one direction on Linebaugh Ave. and Busch Blvd. Frequency increase to 30 minutes weekdays. Sunday service will be added. Will no longer use MTC. Use Route 7 as alternative (for N. Boulevard to MTC).

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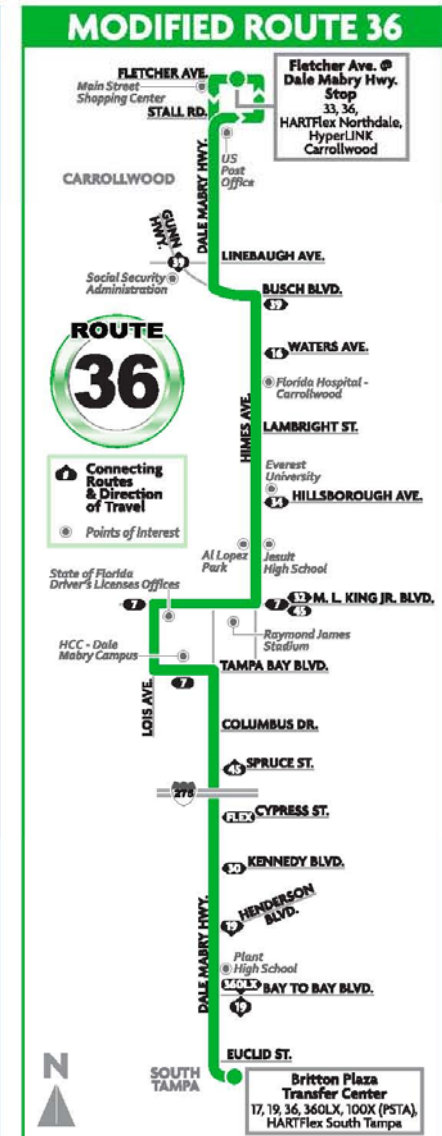
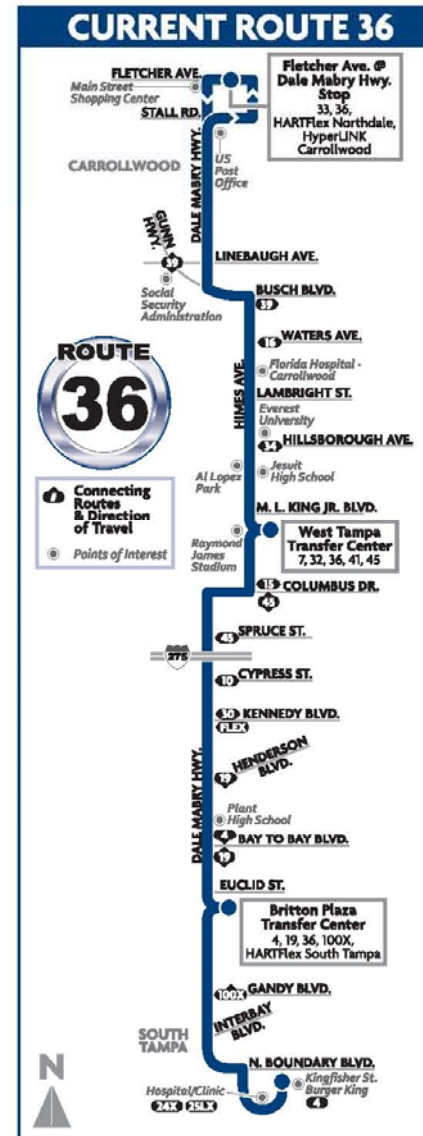


HART FY2018 SYSTEM REDESIGN

Beginning Sunday, October 8, 2017

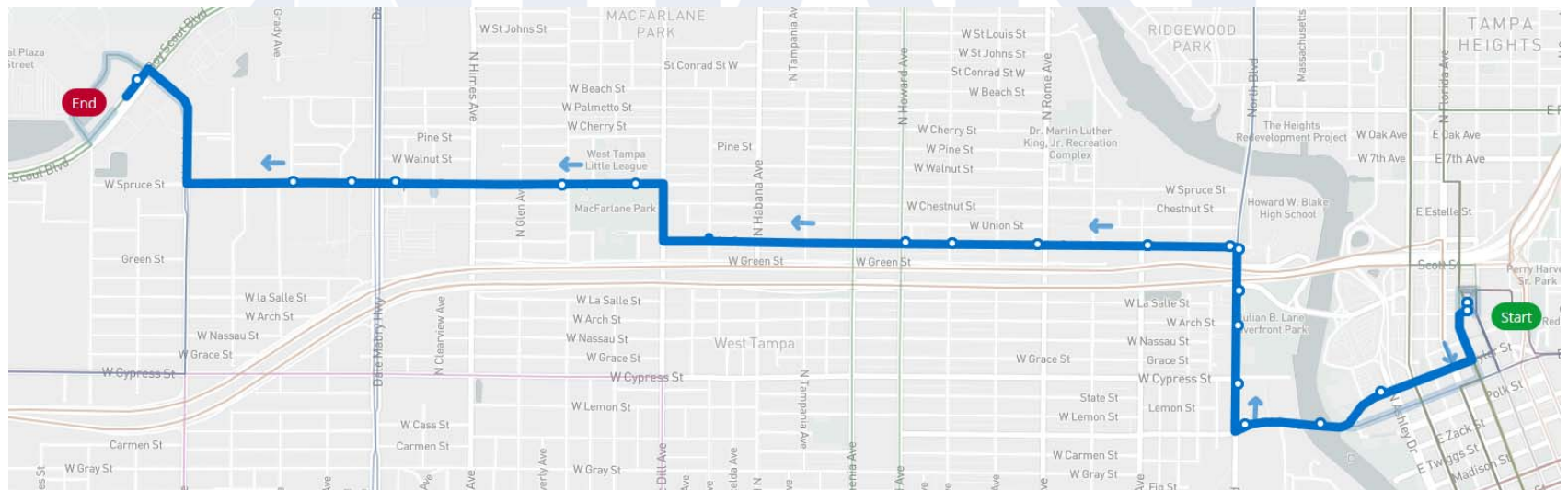
Route 36 - Routing changes south of MLK Jr Blvd and north of Columbus Dr. to HCC - Dale Mabry Campus and south of Britton Plaza Transfer Center. Will no longer use WestTampa Transfer Center. Use Route 360LX as alternative (for Britton Plaza Transfer Center to MacDill AFB).

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New Future Route Planned for FY 2019

- **Route 11:** New route from downtown to Main St., Spruce St., and International Plaza, requires new stops



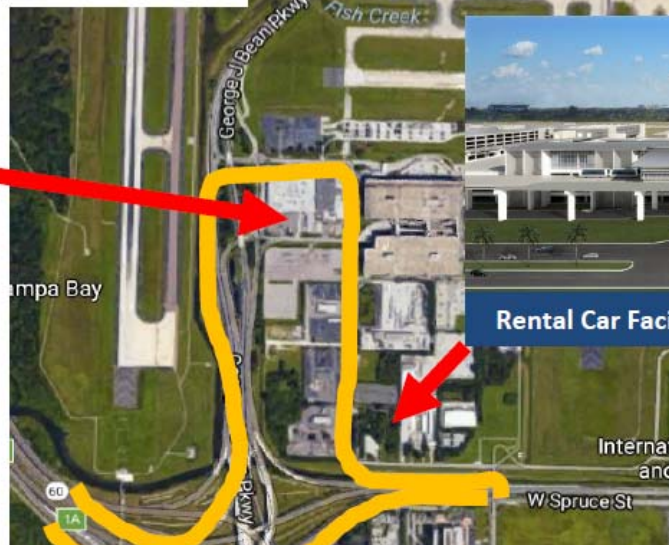


Tampa
International
Airport



Terminal

Post Office



Rental Car Facility / Transit Station



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- ***Modernizing*** the system to deliver better service and lay a strong foundation for future expansion
- ***Aligning*** routes to better meet the needs of a changing community
- Striving for ***excellence*** in all that we do