



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

Regional Transit  
Development Plan (RTDP)  
**TBARTA Board Workshop**




November 15, 2019



**TBARTA**  
Tampa Bay Area Regional Transit Authority






# Board Workshop Expectations

-  Review TBARTA's Purpose and Vision (and Guiding Principles)
-  Understand issues that influence how regional transit is defined in TBARTA's service area
-  Provide **high-level direction** regarding TBARTA's future roles in regional transit planning, funding, operations, and image/brand

# Board Workshop Outcomes

- Board direction will inform the *Envision 2030* action plan
  - Position TBARTA to achieve the stated vision, goals and guiding principles
  - Determine organizational support needed to obtain goals/outcomes of workshop
  - Direct process for funding regional transit projects
  - Implement and leverage opportunities for regional projects
  - Identify appropriate image and branding for regional transit service

# TBARTA Purpose and Vision

-  The Tampa Bay Area Regional Transit Authority (TBARTA) works to **advance regional transportation needs** in Hernando, Hillsborough, Manatee, Pasco and Pinellas counties.
-  Our purpose is to plan, **develop, fund, implement, and operate** a regional transit system in this area.
-  Our vision is a world-class **transit system that connects and moves** the Tampa Bay region.

## Goals:

- Develop and maintain a regional transit development plan
- Develop, implement, and operate a sustainable and efficient regional transit system
- Identify and secure sustainable funding sources to support a regional transit system

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## Guiding Principles:

Implementation Focus  
Regional Partnerships  
Integrated Planning  
Sustainable Funding  
Community Engagement

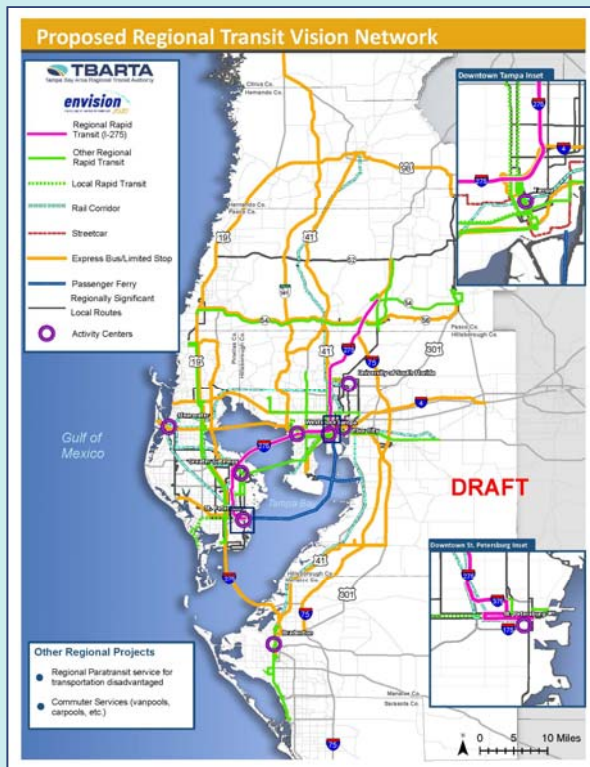
Innovative Solutions  
Safe and Efficient System  
Environmental Stewardship  
Economic Development  
Socioeconomic Mobility



# Understanding of “Regional Transit” and Regional Transit Vision Network

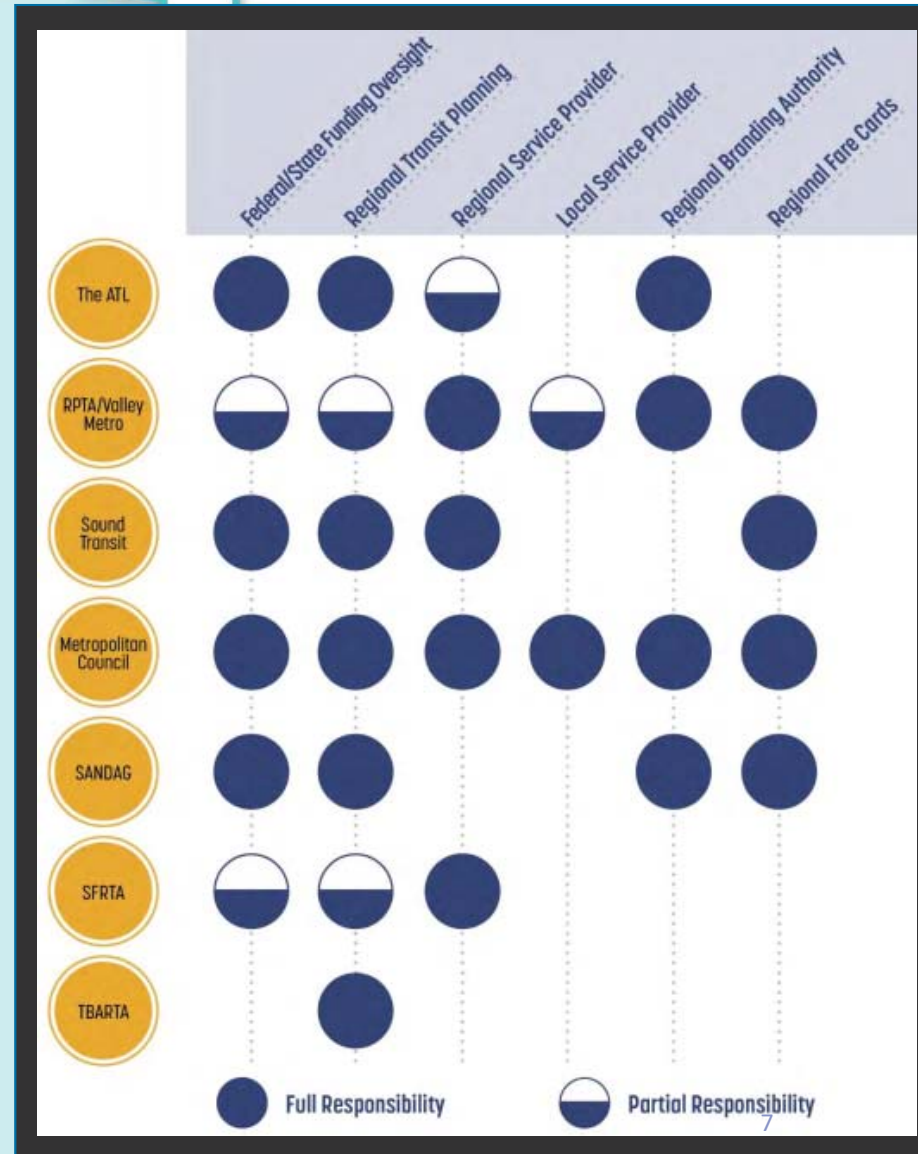
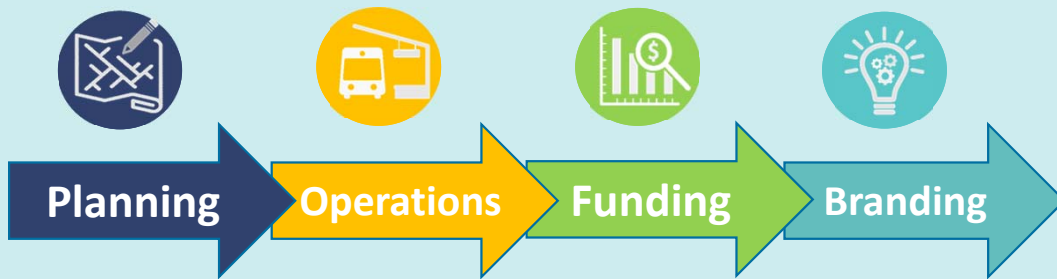
## What is regional transit?

- ✓ Service that crosses county lines/jurisdictions?
- ✓ Service that has a regional impact (key activity/employment centers)?
- ✓ Coordinated amongst several local transit agencies?



# Peer Review Recap

Regional agencies play an important role in four key areas:





# Planning

## TBARTA is already engaged in planning

- ✓ Regional Transit Development Plan (RTDP)
  - Underway, scheduled completion August 2020; 5 year updates required
  - Aggregates local TDP data, *need process for rolling regional plan into local TDPs and LRTPs*
- ✓ Regional Rapid Transit (RRT) PD&E
  - Underway, scheduled to submit to FTA Summer 2021
- ✓ Regional Commuter Service (Program, Capital, Operating, and Service Planning)
  - Ongoing





# Planning

## Various roles of planning:

- Capital Planning
- Operations Planning
- Service Planning
- Technology Implementation/System Consistency

# BOARD CONSENSUS PLANNING

## What should be the focus of TBARTA planning efforts?

- Lead transit planning?
- Focus only on service that crosses county lines?
- Ensure seamless integration?
- RTDP aggregates local TDPs in the region. How will RTDP relate to local TDPs and LRTPs?



# Operations

- ✓ • TBARTA manages operations of the Regional Commuter Services Program
  - Includes Regional Vanpool, Carpool, Bikepool, Emergency Ride Home, and School Pool
- Local transit agencies operate regional express bus services that cross county lines



# Operations

- Should TBARTA act as an **administrator of regional services** or actual **operator**?
- Options for discussion:
  - TBARTA as operator
    - Requires procurement of vehicles, maintenance costs, funding, organizational and physical infrastructure)
  - TBARTA contracting for operations
    - Local transit agencies
    - Private operators
- Regional Transportation Disadvantaged (TD) service opportunities

# BOARD CONSENSUS

## OPERATIONS

### Should TBARTA provide all regional commuter service?

- Regional Commuter Vanpool
- New regional transit service
- Transit service that crosses county lines

### Should TBARTA operate OR administer/fund regional services?

- Should TBARTA develop organization to support handling operations?
- Should local agencies continue operating regional service? Does TBARTA contract this service?







## Funding

### Two main areas of funding:

1. Funding for regional projects
2. Dedicated funding for TBARTA operations



# Funding

## 1. Regional Transit Project Funding

- ✓ • TBARTA currently brings NTD dollars back to the Tampa Bay region
- Envision 2030 RTDP will make TBARTA eligible for State Block Grants



# Funding

## 1. Regional Transit Project Funding (continued)

- Administrator/distributor of regional transit projects only or all transit projects?
- What is the role of the RTDP in determining project funding?



# Funding

## 2. Dedicated funding for TBARTA Operations

- How does TBARTA demonstrate value?
- What sources should provide continued operations funding?
  - Grants
  - Taxes
  - Local Contributions
- What steps are needed to secure funding?

# BOARD CONSENSUS



## FUNDING

### Should TBARTA facilitate funding of regional transit projects?

- What does that look like?  
TBARTA as an administrator?  
Regional funds flowing through TBARTA?
- Capital, operating or both?

### Should TBARTA pursue dedicated funding for ongoing operations?

- What are the next steps?







# Regional Image and Branding

- ✓ • TBARTA has a regional look/brand used for Commuter Services
- Local transit agencies have their own brand
  - Used for local and regional service



# Regional Image and Branding

- Branding considerations:
  - Completely unified branding (regional and local)
  - Co-branded (regional + local)
  - Separate branding for regional and local
- Phased approach vs. ultimate vision



## Regional Image and Branding

- How have peer agencies ensured cohesive, seamless service to the customer? Which systems do it well?
- How can regional branding help facilitate regional fare collection that local agencies have started the model for?

# BOARD CONSENSUS IMAGE/BRANDING

## Should there be a cohesive regional transit brand?

- Regional service only or all service?
- Is this a priority for TBARTA?

## Should TBARTA set branding standards?

## Should TBARTA pursue regional standards for customer experience?

- Fare collection, customer expectations for service



## Next Steps



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