



DOWNTOWN ST. PETERSBURG CIRCULATOR STUDY

**Downtown Looper Stakeholder Meeting
December 6, 2016**

Goals of the Study

Project Activities To Date

Initial Findings

Alternatives

Next Steps

The circulator service(s) will:

1. Provide effective circulation within Downtown St. Petersburg within one system
2. Support the multimodal transportation network & provide distribution for regional transportation services
 - Other PSTA routes
 - Coast Bike Share
 - Ridesharing services
 - Bike trail and sidewalk network
 - Planned Bus Rapid Transit (BRT)
 - Pilot regional express bus routes
 - Ferry service
3. Support economic and community development within Downtown St. Petersburg
4. Be financially feasible and cost effective

Public Involvement

- Initial workshop in August 2016

Existing Conditions Analysis

- Completed review of existing conditions in Downtown St. Petersburg, including recent and planned developments in downtown and existing circulators serving downtown (Downtown Looper, CAT, PSTA Route 32)
- Included analysis of on-board survey data collected on Downtown Looper in March 2016

Market Analysis

- Conducted telephone interviews with hotels in Downtown St. Petersburg regarding visitor travel needs
- Distributed online surveys to downtown residents and employees via stakeholders (on-going)

Alternatives Development

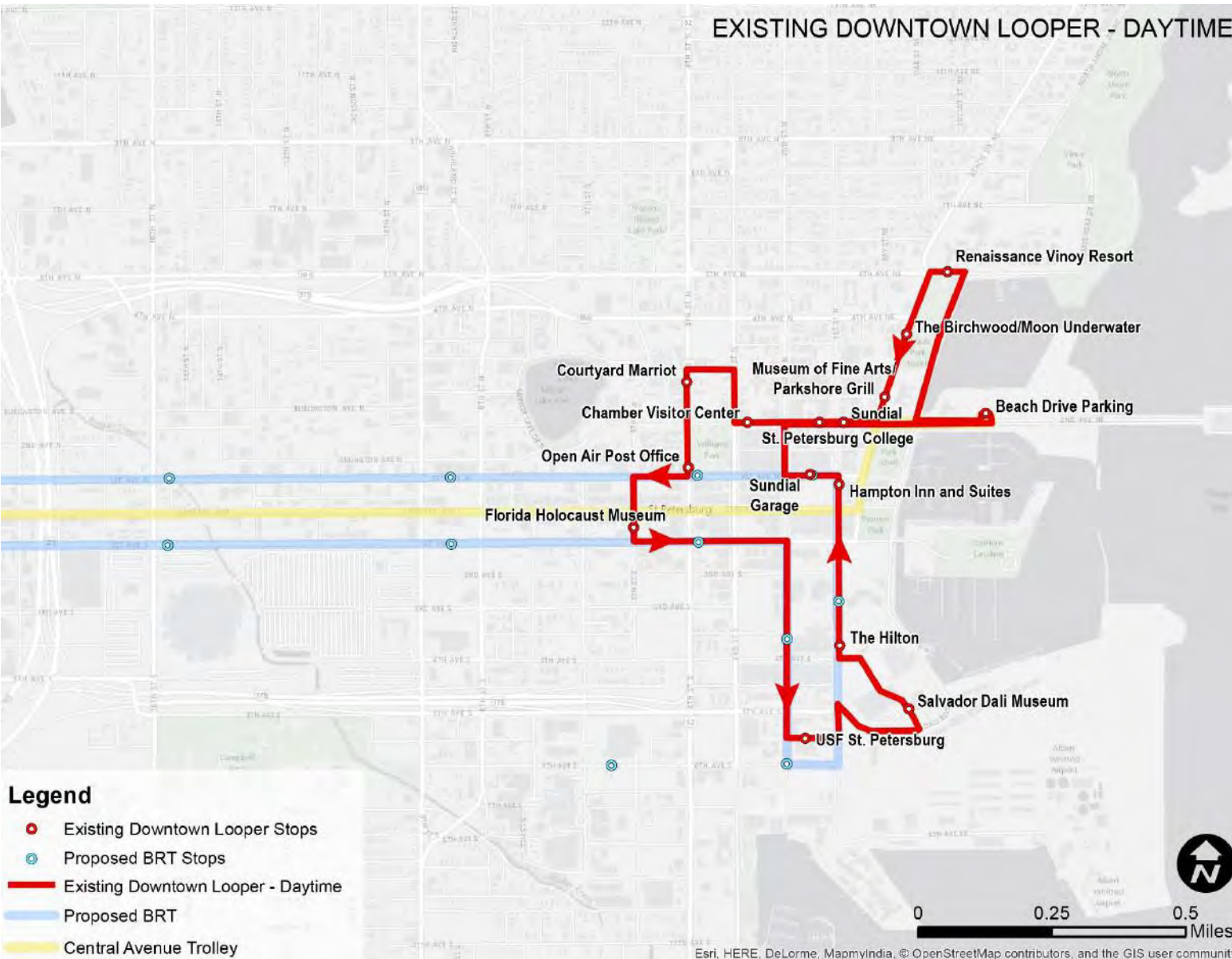
- Developed initial alternatives in coordination with City of St. Petersburg and St. Petersburg Downtown Partnership/Looper staff

Initial Findings – Circulator Best Practices

CIRCULATOR CHARACTERISTICS		CIRCULATORS IN OTHER PEER CITIES		
		Savannah, GA dot Express Shuttle	West Palm Beach, FL Downtown Trolleys	Knoxville, TN Downtown Trolley System
Frequent	15 minutes or less between trips	Every 20 minutes	Every 15 minutes	Every 7 to 15 minutes (varies by route and time of day)
Fast	30 minute or less route running time	One-way loop takes 40 minutes	30 minutes round-trip	20 to 45 minutes round-trip (varies by route and time of day)
Free for Riders	Paid for by local businesses, community groups or grants	Free for riders	Free for riders	Free for riders
Direct	Logical routing that is easy to understand	Operated as a one-way loop connecting major destinations in Savannah's Historic District.	Two trolley lines meet mid-route in Downtown West Palm Beach.	Two trolley routes are one-way loops serving nearby neighborhoods. The third trolley is a two-way route serving the University of Tennessee.
Convenient	Takes riders within a few steps of their destination	Serves the Visitor Center, Transit Center, parking garages, and various tourist and civic destinations.	One trolley connects the waterfront with downtown and shopping destinations, and the other serves the Tri-Rail station, downtown, and Palm Beach Atlantic University.	Trolleys connect downtown with nearby destinations, including the university, Old City neighborhood, Women's Basketball Hall of Fame, transit center, and parking garages.
Distinct	Branded to differentiate from other bus services			

- **Circulator Best Practices**
 - Circulator Characteristics
 - Peer City Circulators
- **Downtown Looper**
 - Primarily Tourist Market
 - Little Interaction with PSTA System
- **Central Avenue Trolley**
 - Commuter and Tourist Markets
 - Highly connected to PSTA System
 - Inconsistent frequency and multiple fare zones

Existing Downtown Looper Service



- Runs every 15 minutes during the day, every 20 minutes at night
- One-way loop takes 30 minutes during the day, 20 minutes at night
- Free fare zone to the northeast of the Sundial and 50 cents on all other parts of the route
- One-way loop, smaller loop at night
- Serves hotels, restaurants, museums, parking lots, garages and USF St. Petersburg
-

Alternatives include options for augmenting or changing the Downtown Looper.

- Some alternatives include relatively minor changes to the existing Downtown Looper route.
- Others would involve more sweeping changes, including the reduction of “front door” service to some destinations.

All alternatives include improvements to the CAT.

- Establish consistent headways.
- Potentially extend fare free zone to Grand Central Station.
- Improve frequency between Grand Central Station and Downtown St. Petersburg when BRT implemented, route may be operated independently of service on Central Avenue (west of Grand Central).

Alternatives Cost Magnitude*:

- \$ = the cost of existing Looper service *with no change to service, number of vehicles, or frequency*
- \$\$ = 1.5 times the cost of existing service
- \$\$\$ = 2 times the cost of existing service
- \$\$\$\$ = 2.5 – 3 times the cost of existing service

* *Level of magnitude costs are approximate planning level costs*

Alternative 1

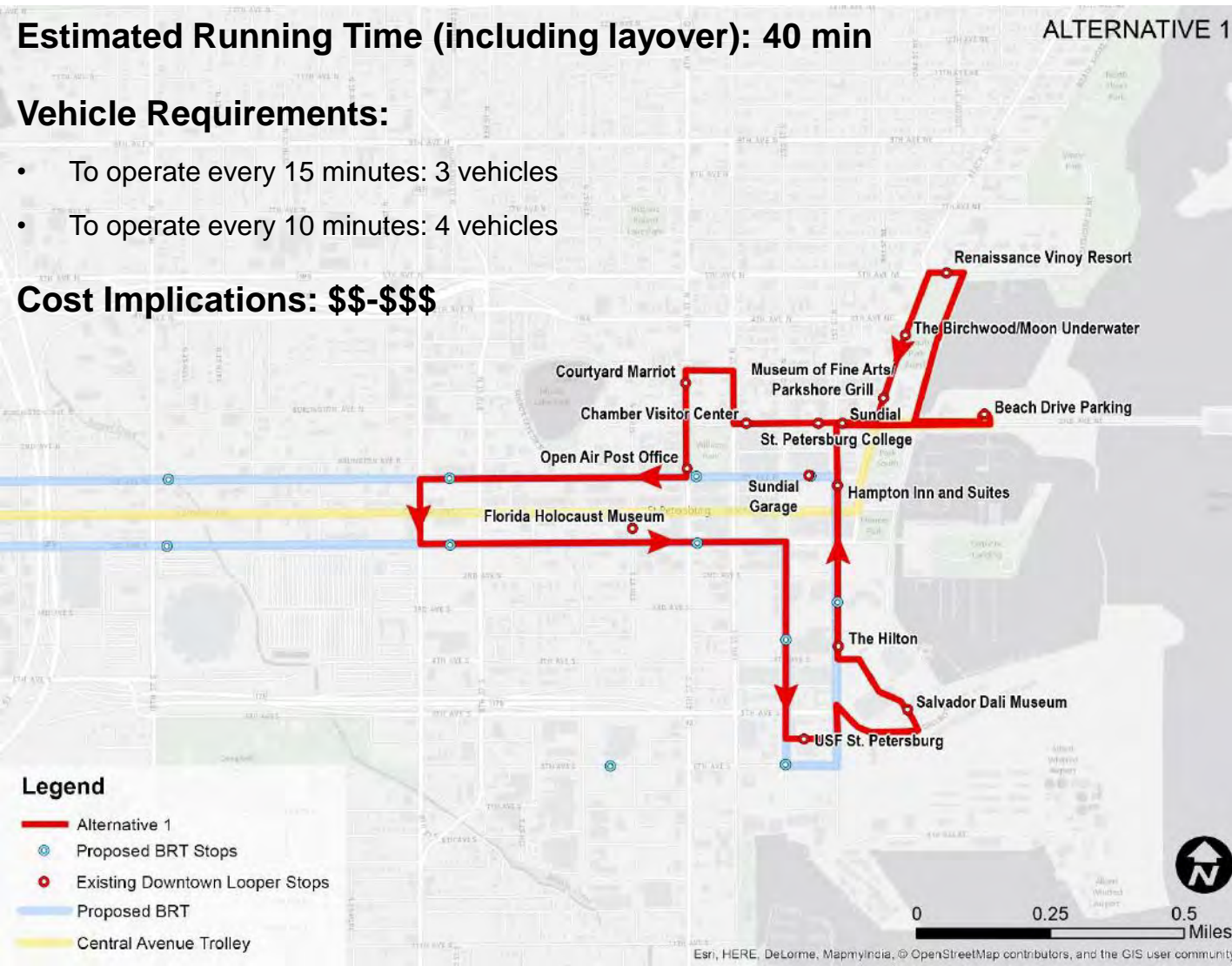
Alternative 1: Extend existing Downtown Looper to the west to ML King Jr. Drive

Estimated Running Time (including layover): 40 min

Vehicle Requirements:

- To operate every 15 minutes: 3 vehicles
- To operate every 10 minutes: 4 vehicles

Cost Implications: \$\$-\$\$\$



Pros:

- Connects to dining/shopping/entertainment destinations in the **Central Avenue Arts** and **EDGE Districts**.
- Growing **residential** market in the corridor.

Cons:

- Requires **additional vehicle** and to **extend travel time** for some trips (e.g. traveling from Vinoy to Dali Museum would take longer).
- **Reduces front door service** for Sundial Garage and Florida Holocaust Museum.

Alternative 2

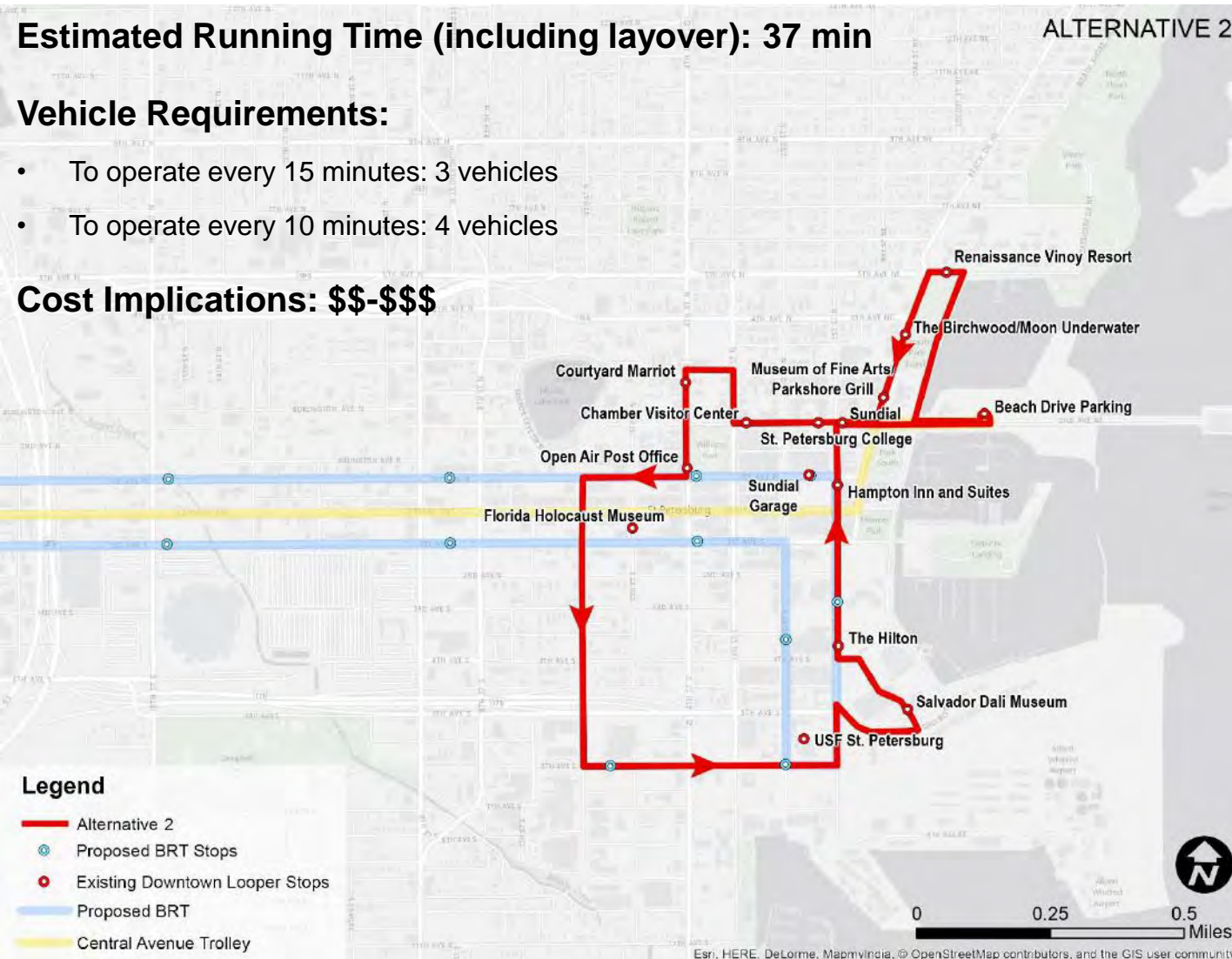
Alternative 2: Extend existing Downtown Looper to the west to ML King Jr. Drive and south to 6th Avenue S.

Estimated Running Time (including layover): 37 min

Vehicle Requirements:

- To operate every 15 minutes: 3 vehicles
- To operate every 10 minutes: 4 vehicles

Cost Implications: \$\$-\$\$\$



Pros:

- Connects to dining/shopping/entertainment destinations in the **Central Avenue Arts District**.
- Growing **residential** market in the corridor.
- Connects to **medical and employment** destinations in the **Innovation District**, enhancing circulation for the **BRT**.

Cons:

- Requires **additional vehicle**.
- **Extends travel time** for some trips (e.g. traveling from Vinoy to Dali Museum would take longer).
- **Reduces front door service** for Sundial Garage and Florida Holocaust Museum.
- Changes stop location for USF St. Petersburg.

Alternative 3

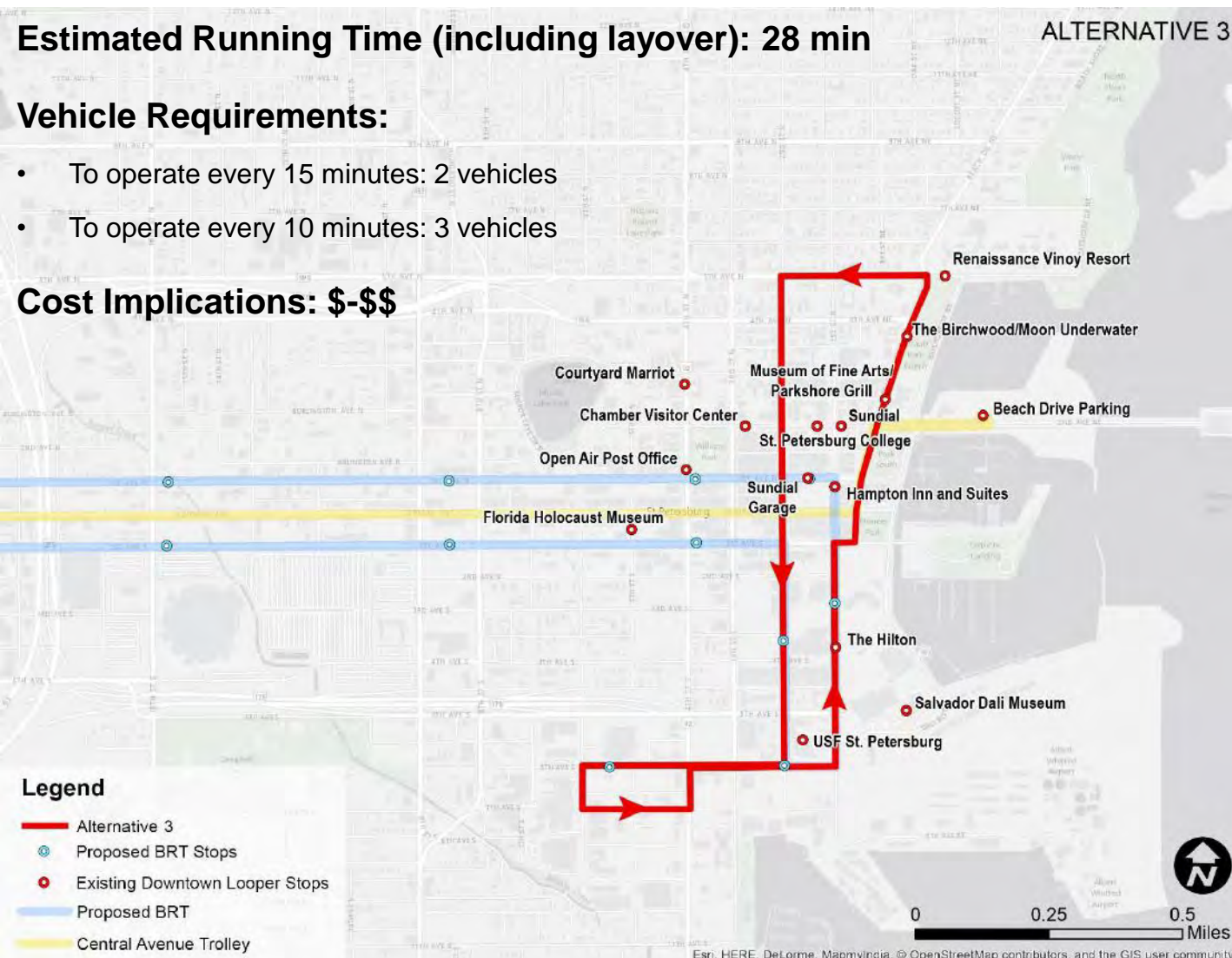
Alternative 3: Replace existing Looper with a new circulator service that would operate primarily on 1st Street SE, Beach Drive, 2nd Street N and S, and 6th Avenue S.

Estimated Running Time (including layover): 28 min

Vehicle Requirements:

- To operate every 15 minutes: 2 vehicles
- To operate every 10 minutes: 3 vehicles

Cost Implications: \$-\$\$



Pros:

- Connects **highest ridership destinations** of existing Looper (*without front door service*).
- More **direct** and **legible**, and **easier** to use for local market.
- Connects almost all local PSTA routes serving Downtown St. Petersburg.
- Effective circulator for the **BRT**.

Cons:

- **Reduces front door service** for most existing Looper stops.
- Would not serve destinations west of 2nd Street.
- Beach Drive stops moved to the east side – would require **removal of parking**.

Alternative 4

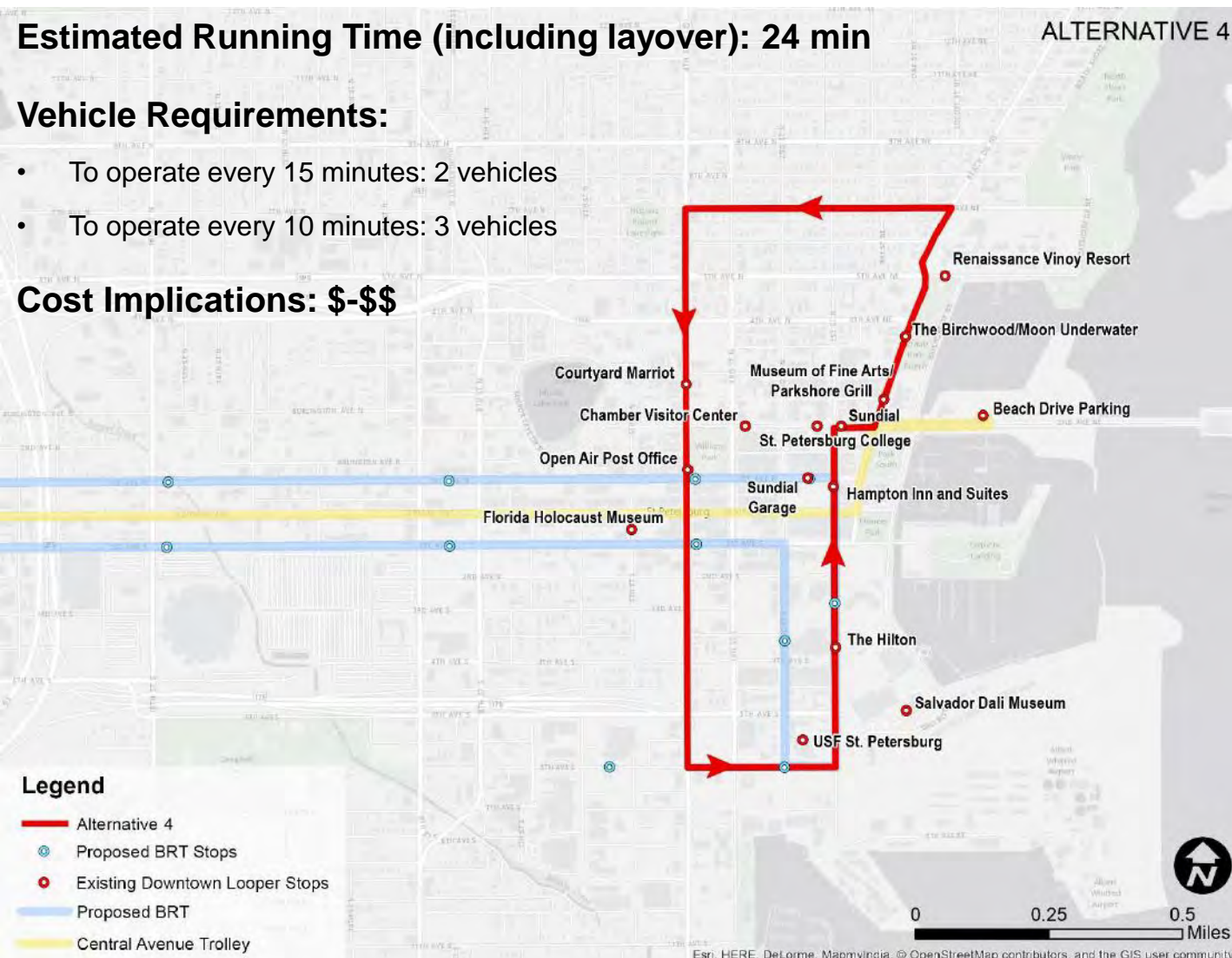
Alternative 4: Replace existing Looper with a new circulator service that would operate primarily on 1st Street SE, Beach Drive, 7th Avenue N, 4th Street N and S, and 6th Avenue S. N.

Estimated Running Time (including layover): 24 min

Vehicle Requirements:

- To operate every 15 minutes: 2 vehicles
- To operate every 10 minutes: 3 vehicles

Cost Implications: \$-\$\$



Pros:

- Connects **highest ridership destinations** of the existing Looper (*without front door service*).
- More **direct** and **legible**, and **easier** to use for local market.
- Extends circulator service to **Old Northeast neighborhood**.
- Connects almost all local PSTA routes serving Downtown St. Petersburg.
- Effective circulator for the **BRT**.

Cons:

- **Reduces front door service** for *many* existing Looper stops.
- Chamber Visitor Center, Florida Holocaust Museum, and Salvador Dali Museum would be *more than a block* from the proposed alignment.
- Beach Drive stops moved to the east side – would require **removal of parking**.
- **Potential resistance from residents** on 7th Avenue N.

Alternative 5

Alternative 5: Two one-way loops that operate in opposite directions on 6th Street S, 6th Avenue S, and 1st Street SE. One-way service would be provided on segments of Beach Drive, Bayfront Drive, 4th and 5th Avenues N, 4th Street N, and 5th Street N.

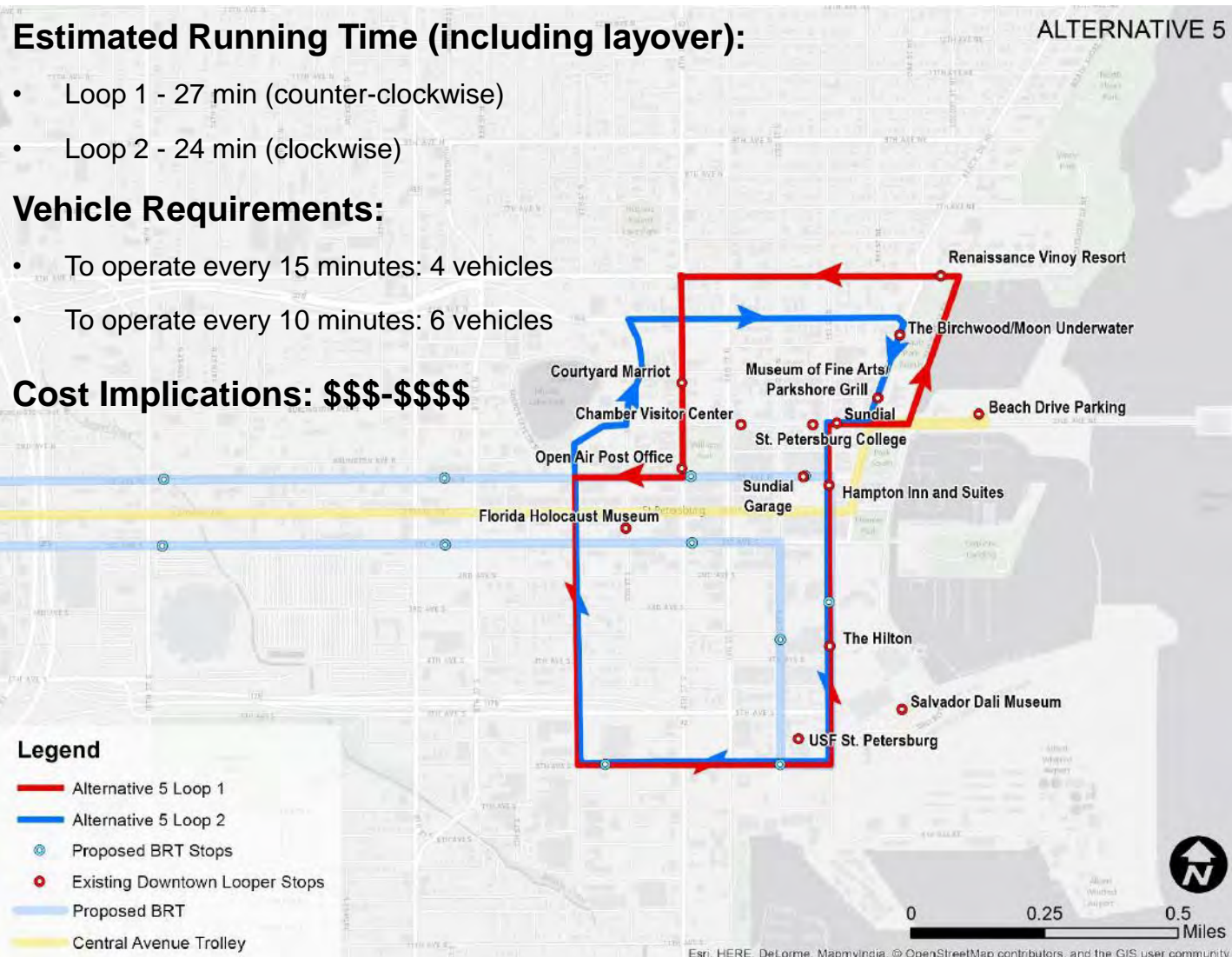
Estimated Running Time (including layover):

- Loop 1 - 27 min (counter-clockwise)
- Loop 2 - 24 min (clockwise)

Vehicle Requirements:

- To operate every 15 minutes: 4 vehicles
- To operate every 10 minutes: 6 vehicles

Cost Implications: \$\$\$-\$\$\$\$



Pros:

- **More front door service** to many of the existing Looper stops than previous two alternatives.
- Connects to the **Central Avenue Arts and Innovation Districts** and to the **government and social service destinations** east of Mirror Lake.
- Connect almost all local PSTA routes serving Downtown St. Petersburg.
- Effective circulators for the **BRT**.

Cons:

- **Reduces front door service** for a *few* Looper stops
- Chamber Visitor Center, Florida Holocaust Museum, and Salvador Dali Museum would be *more than a block* from the proposed alignments.
- Due to one-way streets, it is not possible to operate a completely bidirectional loop, which makes the service **more difficult to understand** and remember.
- Requires **at least two additional vehicles** to operate.

Alternative 6

Alternative 6: Two circulators: a *Waterfront Circulator* serves major destinations along waterfront, and new *City Circulator* serves many of the remaining Loper stops and connects to Waterfront Circulator near the pier gateway.

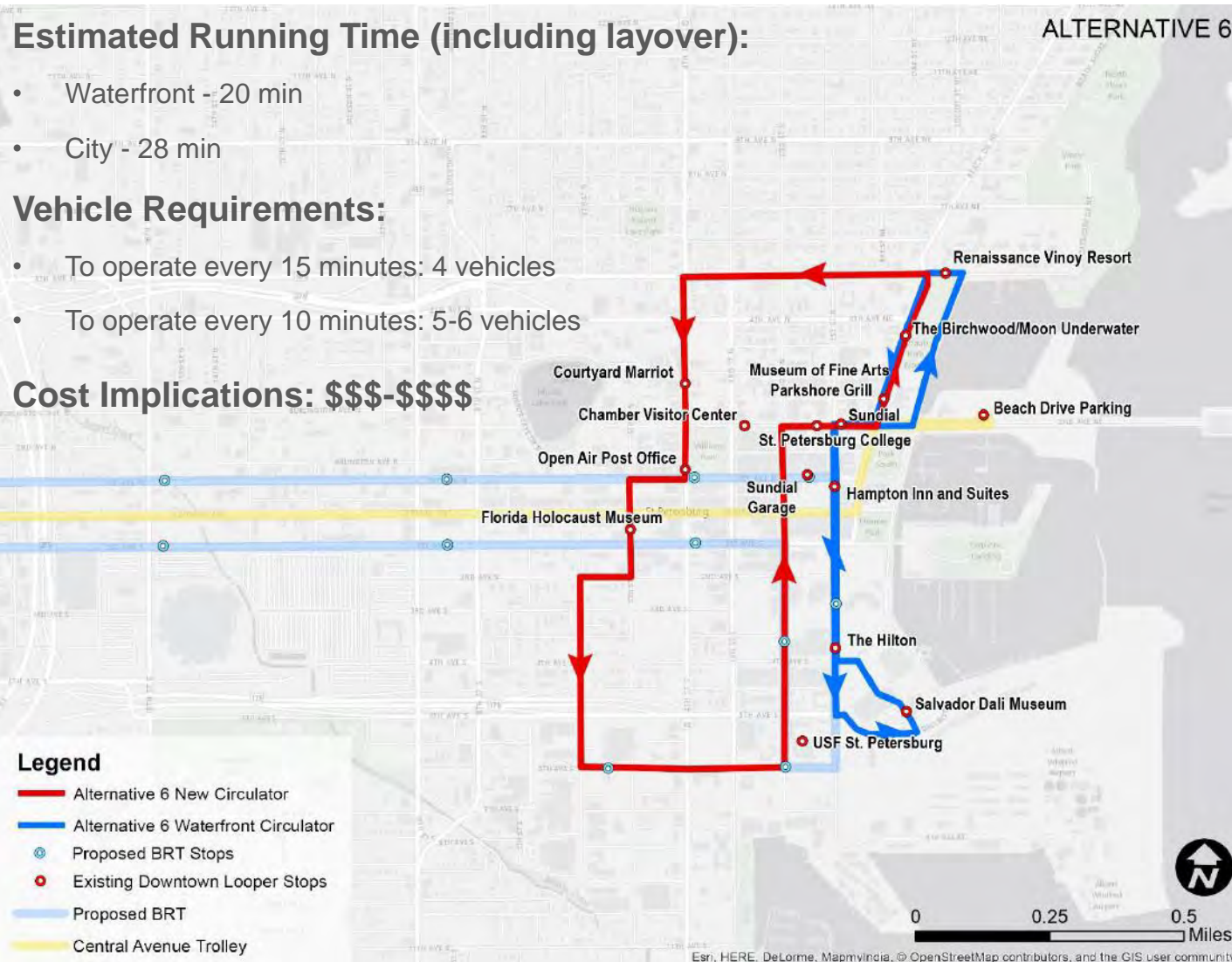
Estimated Running Time (including layover):

- Waterfront - 20 min
- City - 28 min

Vehicle Requirements:

- To operate every 15 minutes: 4 vehicles
- To operate every 10 minutes: 5-6 vehicles

Cost Implications: \$\$\$-\$\$\$\$



Pros:






- Provides **front door service** to many of the existing Loper stops.
- **All existing stops would be within a block** of the proposed alignments.
- **Waterfront Circulator** could operate every 10 minutes with two vehicles, **increasing service frequency** to major destinations along the waterfront.
- **City Circulator** connects to the **Central Avenue Arts and Innovation Districts**, the **pier gateway**, and **Beach Drive**.
- **City Circulator** connects almost all local PSTA routes serving Downtown St. Petersburg.
- Effective circulator for the **BRT**.

Cons:

- **Reduces front door service** for a few Loper stops, **but all would be within a block** of the proposed alignments.
- Requires **at least two additional vehicles** to operate.
- Beach Drive stops for City Circulator are on east side – would **require removal of parking**.

CIRCULATOR ALTERNATIVES

Downtown St. Petersburg Circulator Study

Description	Pros	Cons	Estimated Running Time	Frequency: # Vehicles	Cost Implications
 <p>Alternative 1</p> <p>Extension of the existing Downtown Looper to the west to ML King Jr. Drive.</p>	<p>Connects to dining/shopping/entertainment destinations in the Central Avenue Arts and EDGE Districts.</p> <p>Serves growing residential market.</p>	<p>Requires additional vehicle and extends the time for some trips (e.g. traveling from Vinoy to Dali Museum).</p> <p>Eliminates front door service for Sundial Garage and Florida Holocaust Museum.</p>	40 min	Every 15 min: 3 Every 10 min: 4	\$\$-\$\$\$
 <p>Alternative 2</p> <p>Extend existing Downtown Looper to west to ML King Jr. Drive and south to 6th Avenue S.</p>	<p>Connects to dining/shopping/entertainment destinations in the Central Avenue Arts District.</p> <p>Serves growing residential market.</p> <p>Connects to medical and employment in the Innovation District.</p>	<p>Requires additional vehicle and extends the travel time for some trips (e.g. traveling from Vinoy to Dali Museum).</p> <p>Eliminates front door service for Sundial Garage and Florida Holocaust Museum.</p> <p>Changes stop location for USF St. Petersburg.</p>	37 min	Every 15 min: 3 Every 10 min: 4	\$\$-\$\$\$
 <p>Alternative 3</p> <p>Replace existing Looper with a new circulator service operating primarily on 1st Street SE, Beach Drive, 2nd Street N and S, and 6th Avenue S.</p>	<p>Connects the highest ridership destinations of the existing Looper (without front door service).</p> <p>More direct and legible, and easier to use for locals.</p> <p>Connects almost all local PSTA routes serving Downtown St. Petersburg.</p> <p>Effective circulator for the BRT.</p>	<p>Eliminates front door service for nearly all existing Looper stops.</p> <p>Does not serve destinations west of 2nd Street.</p> <p>Beach Drive stops moved to the east side – would require removal of parking.</p>	28 min	Every 15 min: 2 Every 10 min: 3	\$-\$\$
 <p>Alternative 4</p> <p>Replace existing Looper with a new circulator service operating primarily on 1st Street SE, Beach Drive, 7th Avenue N, 4th Street N and S, and 6th Avenue S.</p>	<p>Connects the highest ridership destinations of the existing Looper (without front door service).</p> <p>More direct and legible, and easier to use for locals.</p> <p>Extends circulator service to Old Northeast neighborhood.</p> <p>Connects almost all local PSTA routes serving Downtown St. Petersburg.</p> <p>Effective circulator for the BRT.</p>	<p>Eliminates front door service for many existing Looper stops.</p> <p>Chamber Visitor Center, Florida Holocaust Museum, and Salvador Dali Museum would be more than a block from the proposed alignment.</p> <p>Beach Drive stops moved to the east side – would require removal of parking.</p> <p>Potential resistance from residents on 7th Avenue N.</p>	24 min	Every 15 min: 2 Every 10 min: 3	\$-\$\$
 <p>Alternative 5</p> <p>Two one-way loops operating in opposite directions on 6th Street S, 6th Avenue S, and 1st Street SE. One-way service on segments of Beach Drive, Bayfront Drive, 4th and 5th Avenues N, 4th Street N, and 5th Street N.</p>	<p>Provides more front door service to many existing Looper stops.</p> <p>Connects to the Central Avenue Arts and Innovation Districts and to the government and social service destinations east of Mirror Lake.</p> <p>Connect almost all local PSTA routes serving Downtown St. Petersburg.</p> <p>Effective circulators for the BRT.</p>	<p>Eliminates front door service for a few Looper stops. Chamber Visitor Center, Florida Holocaust Museum, and Salvador Dali Museum would be more than a block from the proposed alignments.</p> <p>Due to one-way streets, it is not possible to operate a completely bidirectional loop, which makes the service more difficult to understand and remember.</p> <p>Requires at least two additional vehicles to operate.</p>	Loop 1: 27 min (counter-clockwise) Loop 2: 24 min (clockwise)	Every 15 min: 4 Every 10 min: 6	\$\$\$-\$\$\$\$

- Receive feedback on initial alternatives and make adjustments as needed
- Complete cost estimates and evaluation of all alternatives
- Present alternatives and evaluation to stakeholders and general public
- Identify preferred alternative and develop detailed operating plan



THANK YOU!