



GREENLIGHT PINELLAS



THE GREENLIGHT PINELLAS PLAN
DECEMBER 2013

Every year,
our community
asks the same
questions.
Each of these
questions can
be answered
with one word:
Transportation.

By thinking differently about how people travel, we can positively affect quality of life in our community.

Transportation systems provide connections between places where people live and places where people want to go, including jobs, school, shopping, recreational activities, community services, and entertainment. These systems often include a network of roads, sidewalks, trails, bike lanes, passenger rail, and bus service to accommodate a variety of travel preferences. Transportation networks help to influence the location, type, and the potential for redevelopment. They also enhance our ability to attract new jobs and improve our economy. The Greenlight Pinellas Plan will move our community forward by investing in public transportation.



Pinellas County is expected to grow by more than 200,000 people and 148,000 jobs in the next 25 years.* This growth will put more pressure on the existing transportation system as most of the roadways cannot be easily expanded without major impacts to surrounding businesses and neighborhoods. The transit system, operated by the Pinellas Suncoast Transit Authority (PSTA), is one part of the transportation system that can expand. Additional investment in transit has many benefits:



Economic: Improves access to major employment centers, increases economic competitiveness, promotes economic development, and creates jobs



Community: Encourages community redevelopment, promotes walkable communities and mixed-use neighborhoods, and protects stable neighborhoods



Travel Options: Expands travel choices for all residents and visitors, supports an efficient countywide transportation system, and furthers regional connectivity



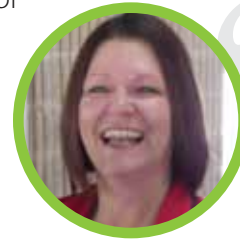
Environment: Promotes environmental stewardship by reducing emissions and protecting environmental lands

*Source: Pinellas County Metropolitan Planning Organization (MPO)

► What is included in the Greenlight Pinellas Plan?

Developed as a partnership with the public, the Greenlight Pinellas Plan includes bus, passenger rail, regional connections, community access, and transit supportive development concepts. It was designed to meet the transportation needs of the community and to contribute positively toward Pinellas County's future growth by helping to attract and create new jobs and by creating more vibrant, sustainable communities where people can walk, bike, or take transit to a variety of destinations. The Greenlight Pinellas Plan matches travel needs to transit service enhancements by providing faster buses, more evening and weekend service, trolleys, flexible connector routes, commuter service, community circulators, and passenger rail.

To achieve the benefits of the Greenlight Pinellas Plan, PSTA needs additional funding and has identified a 1% sales tax for transportation as the most viable source. If the voters approve the sales tax on November 4, 2014, PSTA would eliminate its current property tax beginning in 2015 and start implementing significant improvements after the sales tax begins in January 2016.



I work part time. I'm a single mom and a student at St. Petersburg College. 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

Using buses or rail:



Commuters will be able to get to work on time throughout Pinellas and over to Hillsborough.



Tourists will be able to travel to and from Tampa International Airport without renting a car or taking a shuttle.



Students will be able to get to classes throughout the day and evening.



Employees working at restaurants and hotels on the beaches will be able to get home at night.



Seniors will easily be able to get to medical appointments and visit with friends and family on the weekends.

RELIABLE • CONVENIENT • SAFE • FREQUENT • ACCESSIBLE

The Greenlight Pinellas Plan has been closely coordinated with land use planning and encourages the concentration of new population and jobs along transit corridors and passenger rail stations. This will create walkable communities with a variety of housing types in targeted areas while allowing the majority of Pinellas County neighborhoods, the beaches, and environmental areas to maintain their character. The plan also includes more regional service to Hillsborough and Pasco counties.



TRANSFORMATIONAL BUS IMPROVEMENTS

Improving bus service is the foundation of the Greenlight Pinellas Plan and would include:

- 65% more bus service than PSTA currently provides
- 80% more weekend service
- Change from a hub system in which most transfers take place at a large bus stop/terminal to a grid system in which most transfers take place at regular bus stops on the street
- Rapid bus corridors connecting major employment and activity centers
- Frequent service throughout the network that enables spontaneous use
 - Buses every 15 minutes along Core and Frequent routes
 - Buses every 30 to 60 minutes in the rest of the system to provide connections
- Extended late evening and early morning hours for bus and Demand Response Transportation Services (DART) for people with disabilities
- Express bus service to Tampa International Airport/Westshore/Downtown Tampa from North County, Clearwater, Mid-County, and St. Petersburg
- Park and Ride lots
- More community circulator services



Frequent Service



Extended Hours



Supporting Bus Network



Enhanced Trolley Service



Regional Express Buses



Flexible Connections



More Community Circulators



Passenger Rail



Demand Response Transportation (DART)



The Greenlight Pinellas Plan includes:

CORE ROUTE NETWORK

- Rapid Bus Service
- 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 through Saturday
- 30 minute trolley service – North Coastal Route
- Trolley service until midnight most nights

REGIONAL EXPRESS ROUTES

- More service to Tampa including evenings and weekends
- Bus service to Tampa International Airport
- Connections to Pasco

CONNECTOR ROUTES

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

COMMUNITY CIRCULATORS

- 15 to 30 minute community circulator service

PASSENGER RAIL

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

DEMAND RESPONSE TRANSPORTATION (DART)

- Late night and weekend door-to-door service for riders with disabilities who are unable to ride regular buses
- Expanded service area

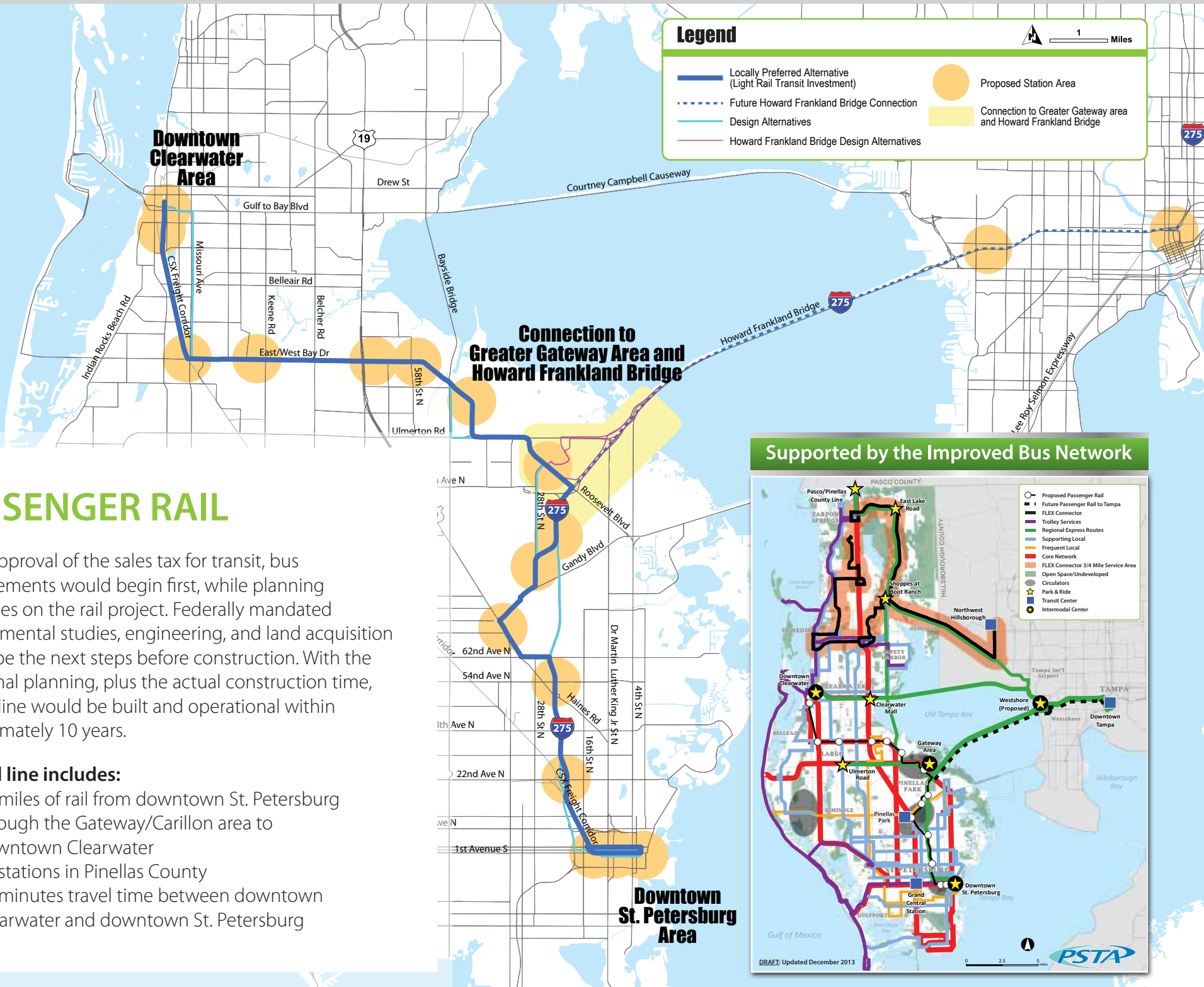


PASSENGER RAIL

Upon approval of the sales tax for transit, bus improvements would begin first, while planning continues on the rail project. Federally mandated environmental studies, engineering, and land acquisition would be the next steps before construction. With the additional planning, plus the actual construction time, the rail line would be built and operational within approximately 10 years.

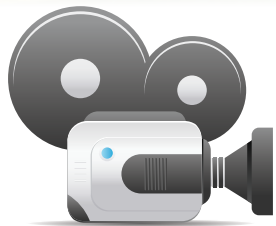
The rail line includes:

- 24 miles of rail from downtown St. Petersburg through the Gateway/Carillon area to downtown Clearwater
- 16 stations in Pinellas County
- 57 minutes travel time between downtown Clearwater and downtown St. Petersburg



ADDING CAPACITY

As the population of Pinellas County grows, traffic congestion will worsen. Continuing to widen roads would significantly affect many local communities. However, once passenger rail tracks are built, adding passenger capacity is as simple as adding cars to the train or operating more frequent service. Rail would maximize the limited space available in Pinellas County without further encroachment on developable land.

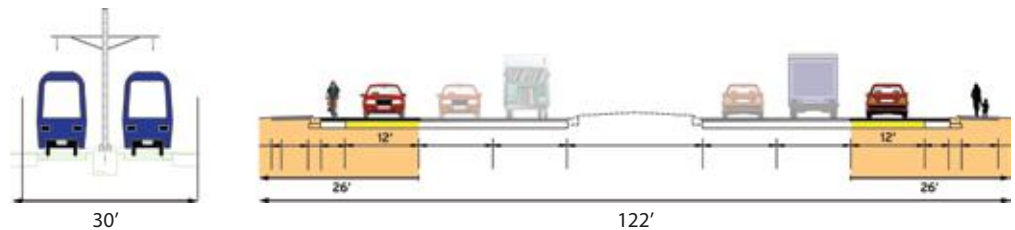


Video:
Visualizing
Transit for
a Stronger,
Faster Pinellas

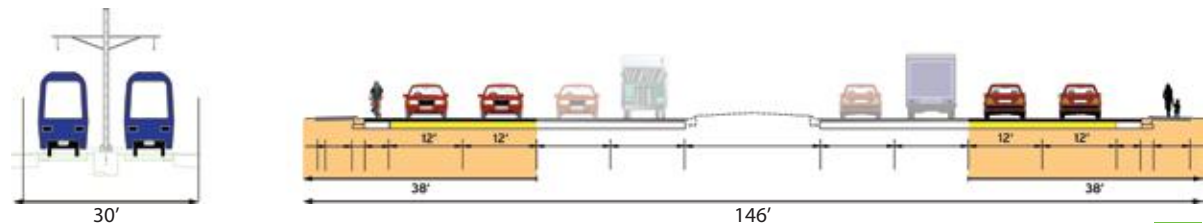


Scan this code to
watch or visit
<http://bit.ly/VisTransit>

3 Car Trains @ 10 Min Headways = 1 Additional Lane of Capacity



5 Car Trains @ 10 Min Headways = 2 Additional Lanes of Capacity



TRANSIT SUPPORTIVE LAND USE CONCEPTS

Major investments in transit are expected to encourage and concentrate economic and community growth along rapid bus routes and around the rail stations. During a series of **Community Design Charrettes**, residents and business owners developed a vision for what station areas in their community could look like, how they could fit into the surrounding neighborhood, and how people could use the stations.



Largo Town Center



Bay Vista



Clearwater South



Woodlawn Crescent Lake

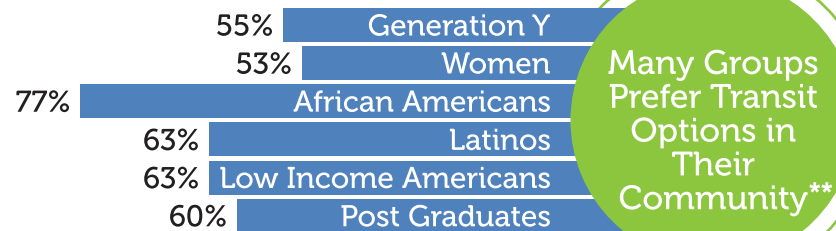


SUPPORTING ECONOMIC GROWTH

As the rail and bus rapid transit lines are built, population and employment growth patterns will change around station areas and at specific places along rapid bus corridors. This will allow the additional people and jobs projected to be in Pinellas County by 2040 to be concentrated in mixed use neighborhoods and activity centers, while allowing much of Pinellas County to remain as it is today.*

The greater diversity of residential housing and employment opportunities will attract recent college graduates, young workers, and others who want to live and work in more urban areas.

According to the 2013 Urban Land Institute/Bus Rapid Transit National Survey, most younger workers between 18-30 are driving less and choosing to live in urban areas, with a mix of housing types, access to shopping and entertainment, and access to public transit.



Many Groups
Prefer Transit
Options in
Their
Community**



“As a built out county, it has become more and more difficult to add lanes or to build new roads. We must think about the future and providing public transit for all our citizens as we encourage economic growth.”

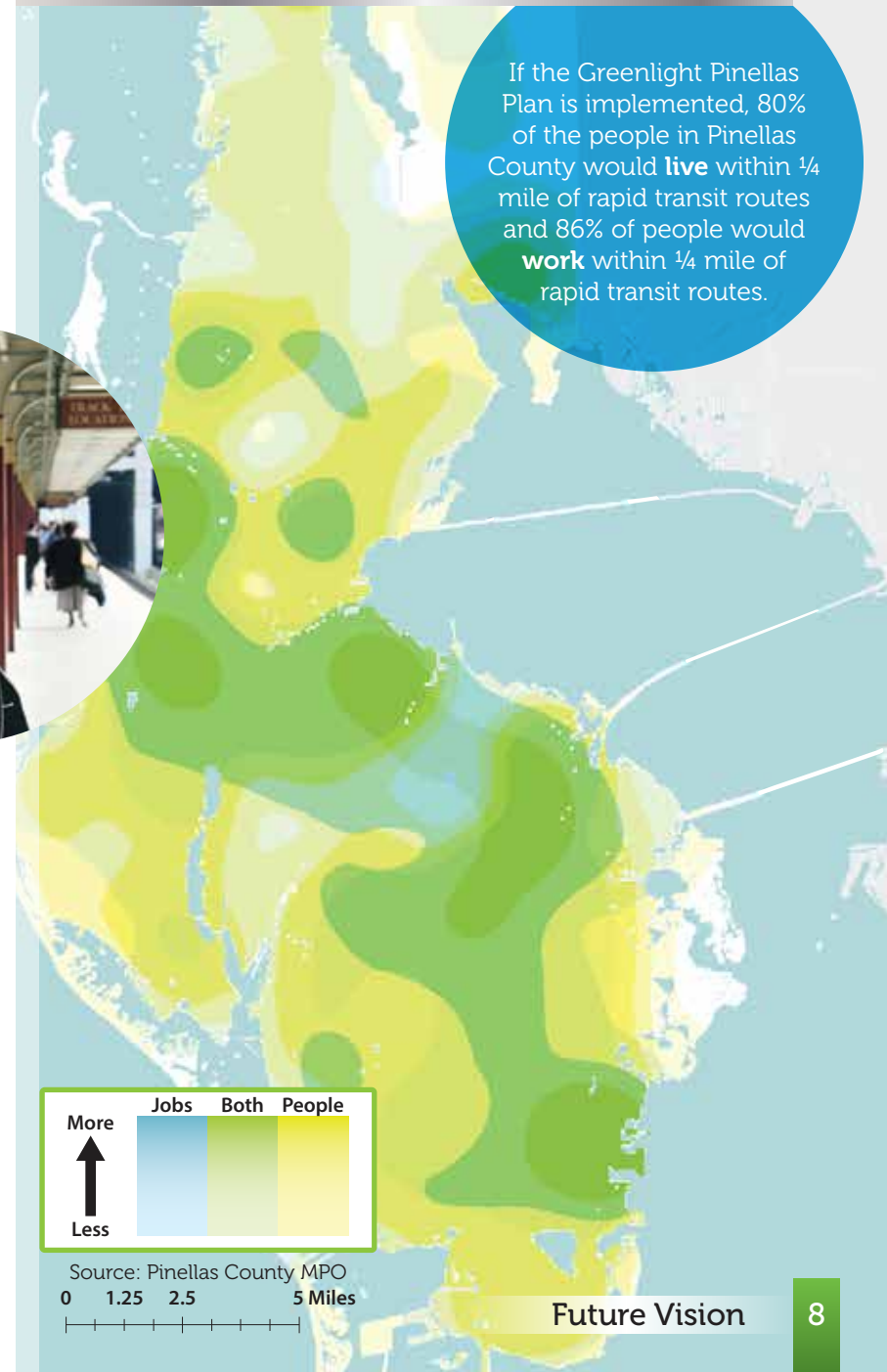
Susan Latvala
Pinellas County Commissioner

*Source: Pinellas County MPO
**Source: Urban Land Institute

THE GREENLIGHT PINELLAS PLAN

Concentrating Jobs and Population Growth

If the Greenlight Pinellas Plan is implemented, 80% of the people in Pinellas County would **live** within ¼ mile of rapid transit routes and 86% of people would **work** within ¼ mile of rapid transit routes.



Future Vision

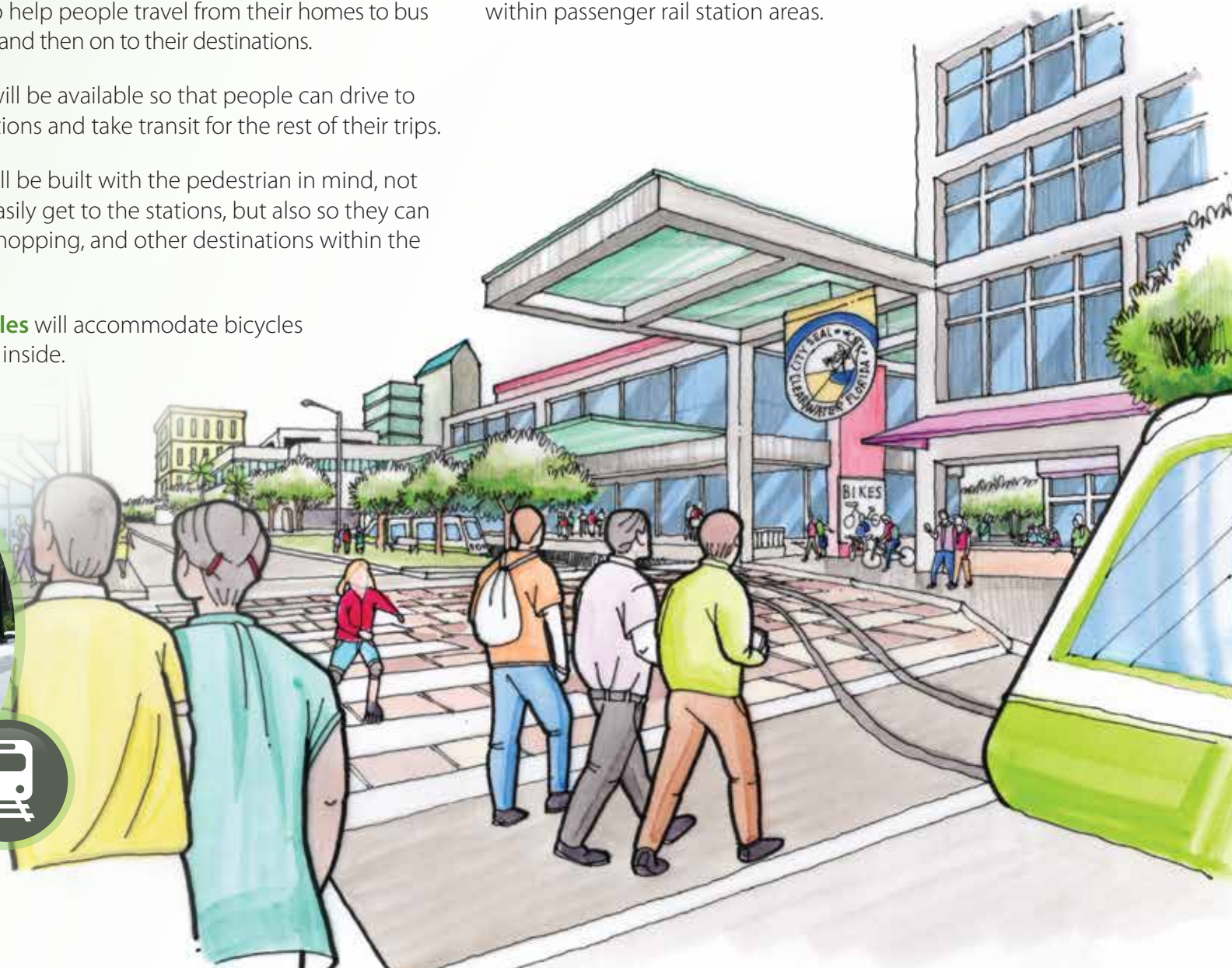
ACCESS TO COMMUNITIES



Every transit trip begins with a walk, bike, or auto trip. Riders must be able to safely access transit. PSTA is working with other local transportation agencies and governments to ensure sidewalks and bike facilities are provided to help people travel from their homes to bus and rail routes and then on to their destinations.

- **Park and Ride lots** will be available so that people can drive to rapid bus and rail stations and take transit for the rest of their trips.
- **Rail station areas** will be built with the pedestrian in mind, not only so people can easily get to the stations, but also so they can walk to restaurants, shopping, and other destinations within the station area.
- **Buses and rail vehicles** will accommodate bicycles either on the front or inside.

The Greenlight Pinellas Plan includes funding for sidewalk improvements directly adjacent to rapid bus stops and rail stations, as well as various intersection, signal timing, bicycle and pedestrian infrastructure, and safety improvements within passenger rail station areas.





REGIONAL SERVICE

Connections to neighboring counties for work, shopping, and entertainment are a critical element of a robust transportation system for residents, workers, and tourists. The Greenlight Pinellas Plan includes a number of regional services that will be coordinated with Hillsborough and Pasco Counties.

Rapid Bus Service – Connections to Pasco County routes

Connector Routes – More frequency and weekend service to Hillsborough County via Oldsmar

Regional Express Routes – Fast buses for commuters between Pinellas County and Pasco and Hillsborough Counties

Passenger Rail – The Howard Frankland Bridge is being replaced. PSTA has been coordinating with the Florida Department of Transportation (FDOT), the Tampa Bay Area Regional Transportation Authority (TBARTA), and Hillsborough County to include premium transit on the new Howard Frankland Bridge. This would include rapid buses in express lanes to start and future passenger rail.

Each day, people make more than **300,000** trips between Pinellas and Hillsborough Counties. More than **142,000** of those trips are for work.*



“Transportation is the lifeblood of business. You’ve got to get your employees to and from work and anything you can do to speed that process along the roadways helps improve the business and economy.”

Mike Meidel, Director
Pinellas County Economic Development



*Source: U.S. Census Bureau, American Community Survey (ACS), 2006-2010; FDOT

► How will the Greenlight Pinellas Plan benefit me?

The Greenlight Pinellas Plan offers many benefits to Pinellas County residents, businesses, and visitors, including more transportation choices, improved long-term economic viability, investment in future generations, more livable communities, and protection of the environment.



Commuters – More predictable buses during commute times, faster bus service, and passenger rail to the three largest employment areas

Shift Workers – Buses later in the evenings

Students – Faster, more direct service to community colleges and universities

Seniors and Disabled – Demand Response Transportation Services (DART) service later in the evenings and on weekends, more flexible Connector service, and more overall bus service - all wheelchair accessible

Residents – Faster, more frequent bus service for shopping and entertainment, predictable rail service, community circulators, more trolley service, later evening service, and more weekend service

Tourists – Transit service to St. Pete-Clearwater International Airport, Tampa International Airport, the beaches, and other tourist destinations

People who don't use transit – Fewer cars on the road as more people take transit instead of driving



More Ways to Travel

The new high frequency, grid system of bus service would be a viable travel option for residents and visitors alike. For the first time, those with a car would find they could take a bus or train instead and get to their destination on time. People could make the choice to eliminate a vehicle in their household, saving more than \$9,000 a year in automobile-related costs like gas, insurance, and repairs.* Those who already rely on the existing bus network would have expanded mobility with **more evening and weekend service**, as well as faster bus service that would allow them access to the entire county for work, shopping, school, and entertainment.

Seniors and people with disabilities would benefit from more tailored transportation services like flexible Connector routes and community circulators as well as **expanded door-to-door DART service**.



"The average cost to own and operate a sedan in the U.S. rose almost 2% in 2013 to 60.8 cents per mile or **\$9,122** per year."*

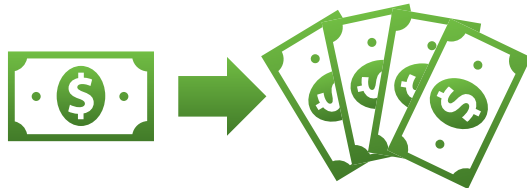
*Source: 2013 AAA "Your Driving Costs" study





Building a Strong Economy

The new proposed transit network is expected to generate positive economic activity, **returning approximately \$4.00 for every \$1.00 invested** in public transportation.*



Businesses want to locate and expand in areas where they have access to an educated workforce and to communities that are investing in their future. Investments in transit will put Pinellas County on par with other major metropolitan areas that have both robust bus systems and passenger rail service as part of their transportation networks. A balanced transportation system would provide employers with access to more potential employees within a reasonable commute, making Pinellas County more attractive.

*Source: American Public Transportation Association (APTA); **Source: Pinellas County MPO

Creating More Walkable Communities

More than 200,000 additional people and 148,000 new jobs are expected in Pinellas County by 2040.** Since almost the entire county is developed, much of that growth will be in areas that are identified for redevelopment. In the Greenlight Pinellas Plan, this additional population and job **growth would be concentrated within the light rail station areas and at specific locations along the rapid bus lines.** These redeveloped areas will contain a mix of jobs and housing, such as townhomes, apartments and condominiums. Within these communities, people will be able to easily walk or take transit to housing, jobs, shopping, community services, and entertainment.



“Transit is really the linchpin to economic success and improving the quality of life in any major metropolitan area.”

Michael Kalt, Senior Vice President, Development & Business Affairs
Tampa Bay Rays

Protecting Our Environment

The focused population and employment growth envisioned in the Greenlight Pinellas Plan will not only create more compact, livable communities in the light rail station areas and adjacent to rapid bus routes, but also allows Pinellas County to grow while **protecting our stable neighborhoods and environmental resources from development.** These resources include Tampa Bay, the beaches, lakes, preserves, waterways, and other natural habitats. PSTA is committed to the use of low-emission vehicles, reducing the amount of harmful emissions that affect air quality.



► When will improvements begin?

If the 1% sales tax referendum is approved, PSTA will begin implementing the transit improvements when the sales tax begins in January 2016, including faster bus service, more evening and weekend service, and more regional service.



Elimination of PSTA Property Tax (Dec. 2015)

- Restructured network
- Began Safety Harbor Jolley Trolley service
- Begin Saturday service on Regional Express



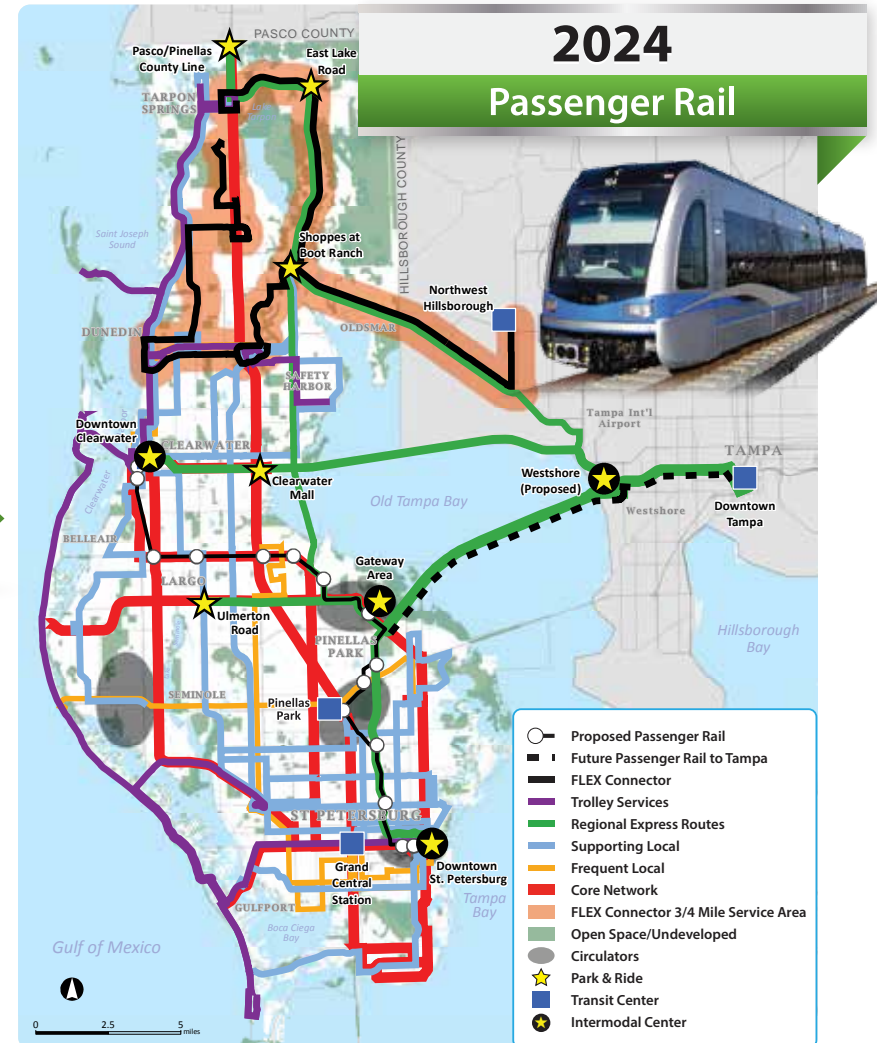
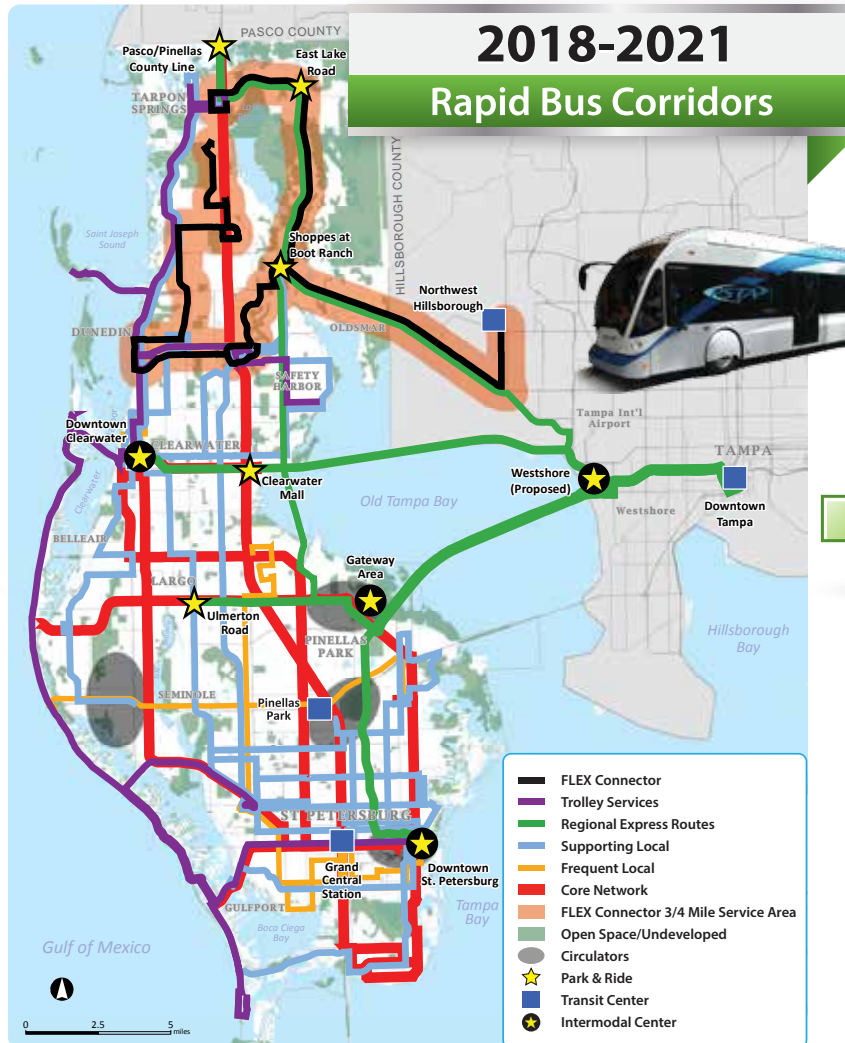
1% Sales Tax Begins (2016)

- Expand night and weekend service times for bus route and DART service
- Purchase standard and coach buses for increased frequencies
- Increase mid-day frequencies for local routes, trolleys, and connector
- Begin new regional express service, circulator service, and seasonal trolley service



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, but I still have to rely on my sister for rides, because the buses don't go everywhere we need and don't run late enough.

Kristi Emanuel, PSTA Rider



All planned bus service expansions in operation by 2021.

- Rapid Bus Service planned for PSTA's highest volume, most productive corridors
 - Central Ave.
 - 49th St./E. Bay Dr.
 - Gulf-to-Bay Blvd.
 - 4th St./Ulmerton Rd.
 - US 19
 - Seminole Blvd.

Full Rail System Implementation

- Environmental clearance and engineering – 2018-2020
- Vehicles and construction – 2021-2023
- Service opens – 2024

► How will we pay for the Greenlight Pinellas Plan?

What does this cost?

The Greenlight Pinellas Plan is expected to cost \$2.2 billion (2014\$) over 10 years to build and \$130 million to operate annually, after full buildout is achieved in 2024.

How will we pay for the Greenlight Pinellas Plan?

The Greenlight Pinellas Plan would be paid for by a 1% transportation sales tax, in addition to PSTA's current federal and state funding sources and fares. The sales tax would not apply to groceries, medicine, and other items not subject to the regular sales tax. For major purchases, only the first \$5,000 can be taxed. The public will vote on the sales tax on November 4, 2014. If approved, PSTA will eliminate the portion of property tax dedicated to transit.

PSTA commissioned an independent review of cost and revenue assumptions and estimates. Based on this review, a financial plan has been developed that shows the Greenlight Pinellas Plan is financially feasible.

How much will this cost me?*

- **PSTA Property Tax Will Be Eliminated:**
\$173K Median Family House: \$90
- **2011 IRS Sales Tax Cost Estimate:**
Pinellas County Median Family: \$104
- **1/3 of Total Pinellas Sales Tax Paid by Tourists**



How do I know that PSTA will fully implement the Greenlight Pinellas Plan?

PSTA is accountable to the citizens of Pinellas County and will continuously communicate with and update the public on the implementation of projects in the Greenlight Pinellas Plan, through the following methods:

- **Maintaining a Detailed Website including a Project Tracker**
- **Citizen Oversight Committees**
- **Ongoing Public Outreach**



*Annual Cost Estimate based on the U.S. Census Bureau, ACS 2007-2011; IRS Sales Tax Calculator

PREPARING FOR *TWO* FUTURES: November 4, 2014

If We Do Nothing:

The demand for public transportation has been growing faster than the available funding. Between 2007 and 2013, ridership climbed 23% despite service reductions and fare increases needed to offset more than \$40 million in budget cuts. Many of PSTA's 40 routes experience standing room only at some point throughout the day. People are requesting faster service, longer service hours, and more weekend and regional service. Without additional funding, PSTA cannot make these improvements.

PSTA's primary local funding source is through property tax. Within the next few years, the property tax will not provide enough revenue for PSTA to operate as it does today, much less satisfy the public demand for more service. **If the referendum does not 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 costs and demand
- 15 minute service only on a few routes; most routes would offer 30 or 60 minute service, and service would stop before 9:00 p.m.
- Limited Saturday service and elimination of most Sunday service

If We Choose to Improve:

If the sales tax referendum passes, PSTA would eliminate its property tax in 2015 and be able to provide expanded service, starting with the sales tax implementation in 2016.

- Implement the Greenlight Pinellas Plan
- Approximately 65% increase in bus service
- Longer hours of operation - nights/weekends
- Buses running every 10 to 15 minutes
- More regional connections
- Service to Westshore, Tampa International Airport, and downtown Tampa
- Robust service for both commuters and tourists
- Immediate Improvements:
More service on nights/weekends and extra buses for standing-room-only routes

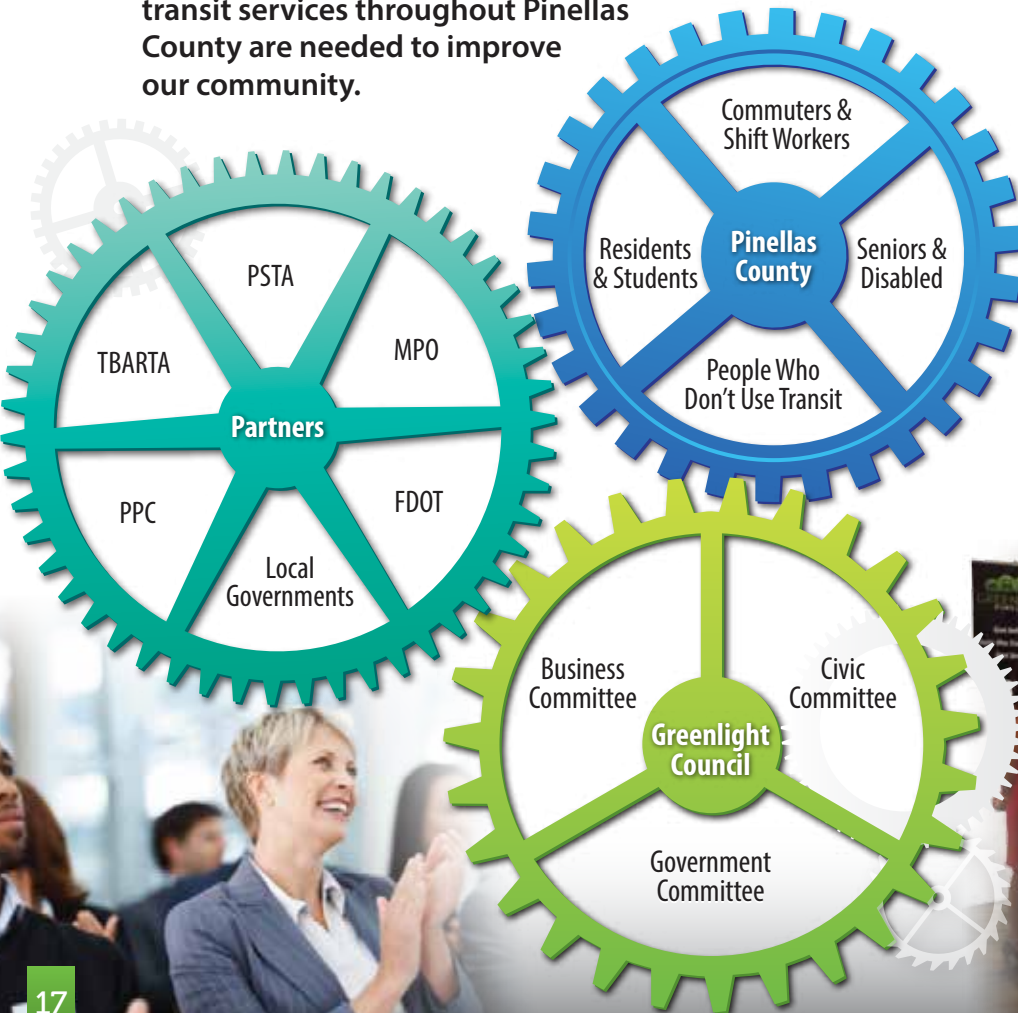


► How did PSTA listen to the community?

The Greenlight Pinellas Plan includes the entire community.

PSTA has engaged thousands of current bus riders, business and community leaders, and residents through outreach efforts associated with the Pinellas Alternatives Analysis, the Community Bus Plan, the Greenlight Pinellas Plan, and PSTA's regular activities.

The consensus in the community is that more high quality transit services throughout Pinellas County are needed to improve our community.



FOUR YEARS OF CONVERSATION

Rail Alternatives Analysis (2010-2012)

- 160 meetings and events
- 26,000 citizens, business and community leaders, and other stakeholders
- 1,400 social media interactions

Pinellas Community Bus Plan (2012-2013)

- 65 meetings and events
- 3,300 citizens, students, and businesses
- 771 transit game participants who identified their top improvement priorities as:
 - Frequency
 - Speed
 - Amenities
 - Longer Hours
 - Regional Connections

Greenlight Pinellas (2013-2014)

- 226 events (as of 12/31/13)
- 60,600 people - community events, civic organizations, homeowners associations, chambers of commerce, and other groups
- Greenlight Committees: Business, Civic, and Government



THERE'S STILL TIME TO LEARN ABOUT THE PLAN!

PSTA offers informational presentations community groups, civic organizations, homeowners associations, businesses and other groups, and actively participates in community events. Request a presentation, ask a question or leave a comment at GreenlightPinellas.com. Responses to questions received are posted on the website.

1 Get Social! Like Us on Facebook!



2 Tell friends, neighbors and colleagues about Greenlight



- Wear a Greenlight pin
- Put a Greenlight magnet on your car
- Post a Greenlight sign in your yard

3 Request a knowledgeable speaker

4 Submit an application to serve on a citizen oversight committee

Visit www.GreenlightPinellas.com

This document is a summary of the following technical memoranda:

- Pinellas Alternatives Analysis
- Community Bus Plan
- Greenlight Pinellas Financial Plan
- Light Rail Station Development Concepts

These plans are available at:
www.greenlightpinellas.com/get-informed/technical-documents

Improving transportation is critical for our future. Now is the time for the community to make a decision about the 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
2013 Pinellas County Board of County Commissioners Chairperson
and 2014 PSTA Board of Directors Chairperson

PASCO COUNTY

HILLSBOROUGH COUNTY



Frequent Service



Extended Hours



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Enhanced Trolley Service



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More Community Circulators



Passenger Rail



Demand Reponse Transportation (DART)



PROTECTING OUR ENVIRONMENT



CREATING WALKABLE COMMUNITIES



GENERATING NEW JOBS



SUPPORTING TOURISM



BUILDING A STRONG ECONOMY



Find us on Facebook!
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Like us on Facebook!



Source: Aerial map of Pinellas County, Image Landsat, TerraMetrics/Google Earth 3D