



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



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





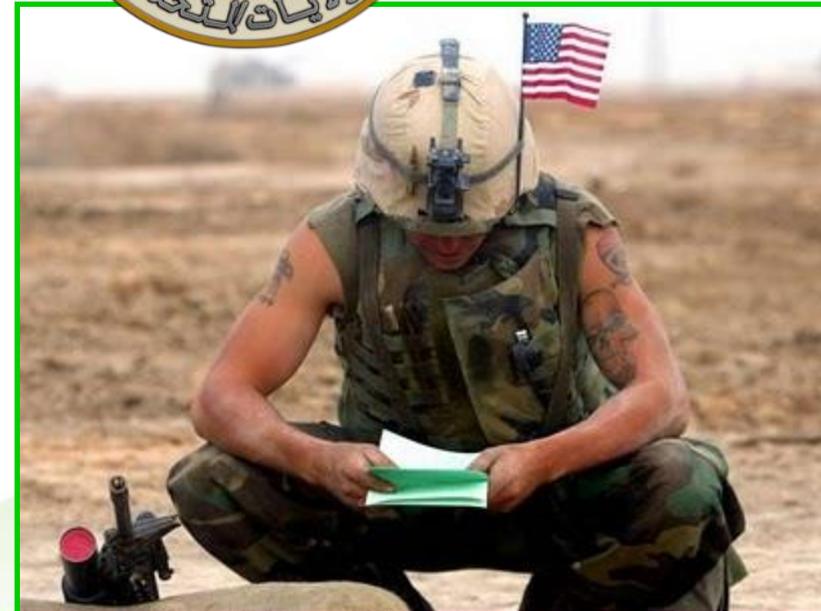
Our Heroes Deserve Better Service



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

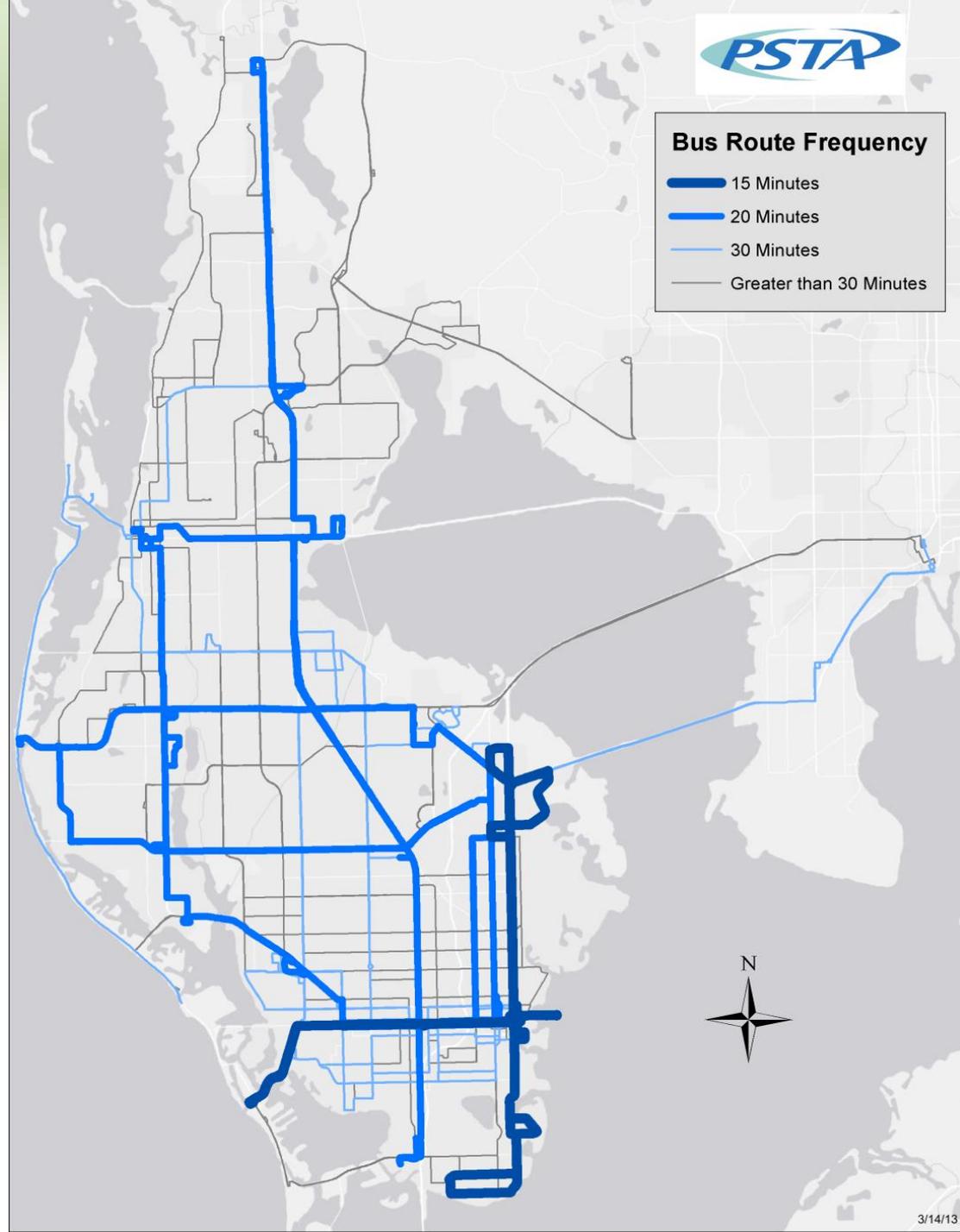
“I used to be a ‘car guy’ and never thought about using the bus. What people don’t realize is that we’re all just one incident away from having to ride buses the rest of our lives”

Iraq War Veteran & PSTA Rider
Who requests to remain anonymous

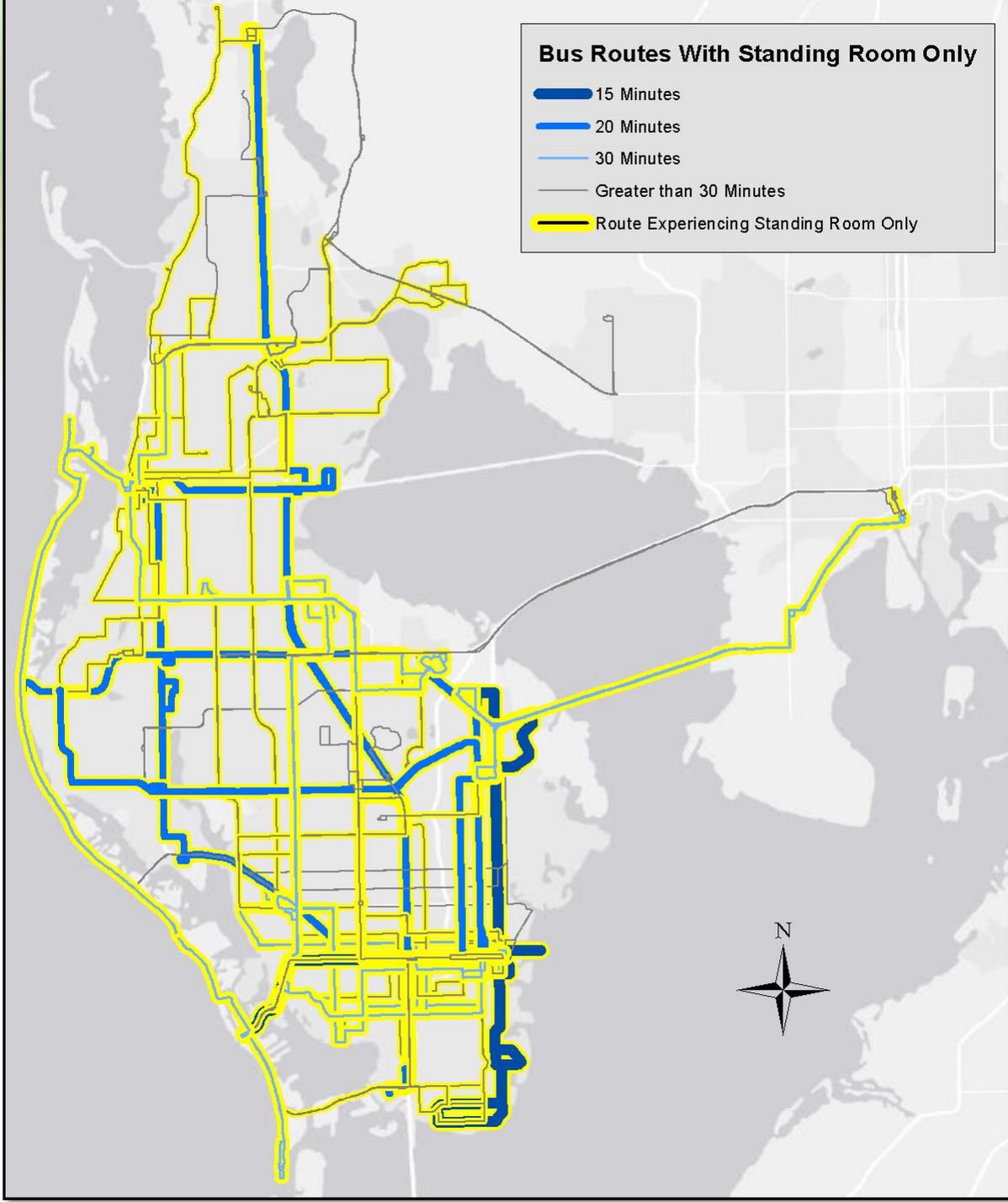
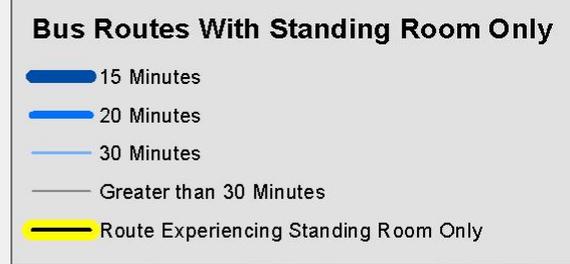


Bus Service Frequency

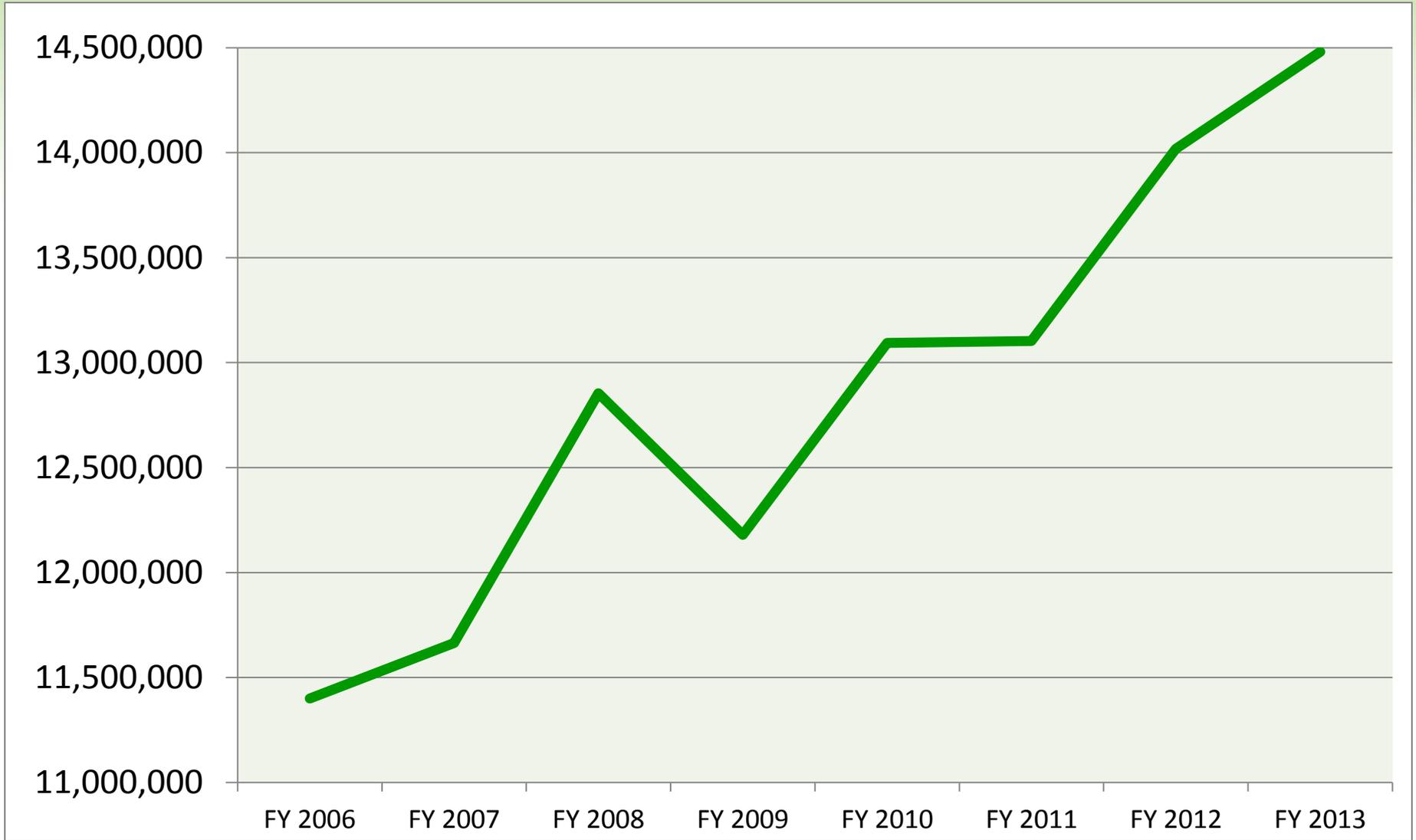
- Majority of PSTA routes operate at 30 or 60 minute frequencies
- Only **two** PSTA routes operate at 15-minute headways during peak periods



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
Pinellas Co, FL*	0.93 million	49.48

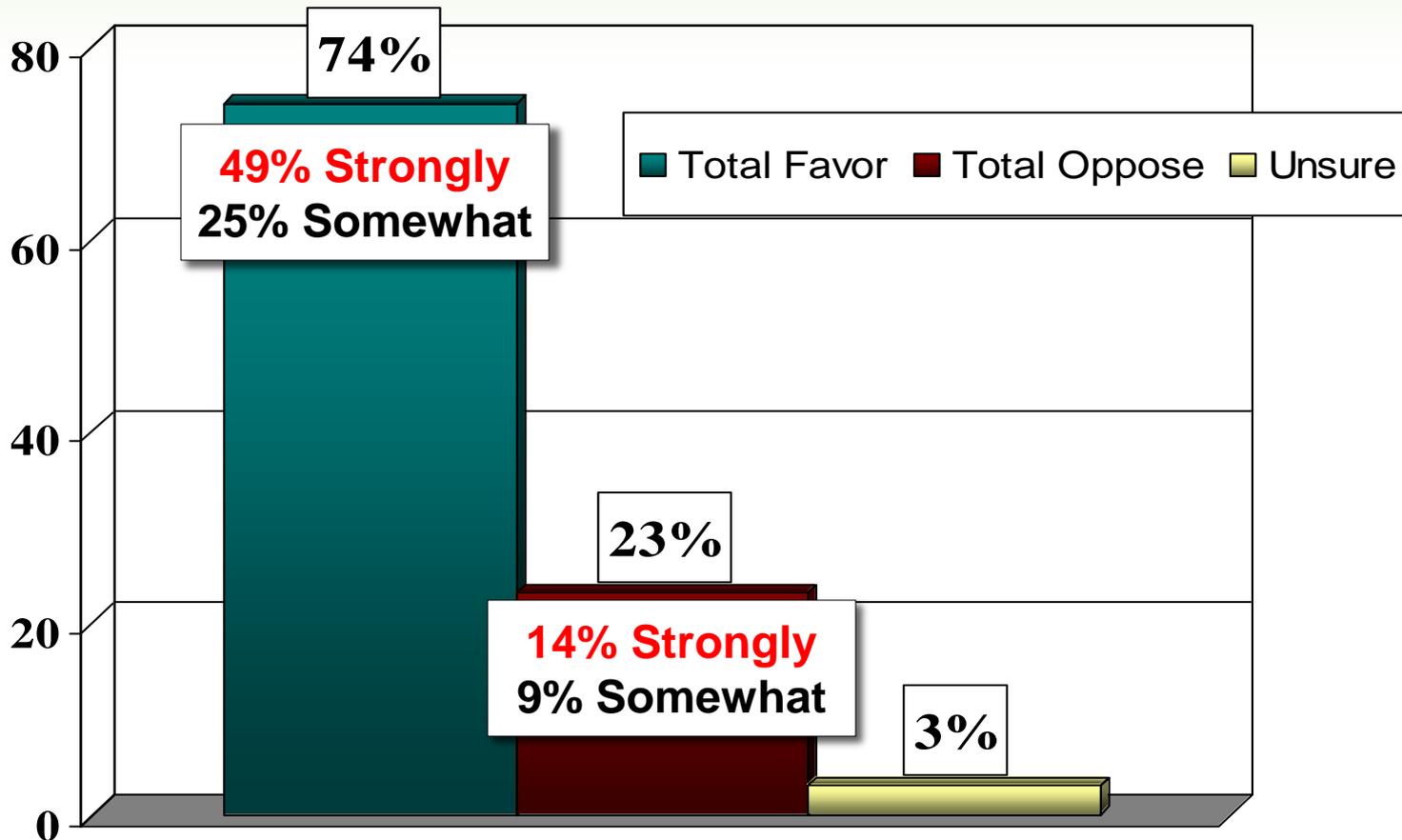
*Bus only systems, 2009 NTD Data



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?

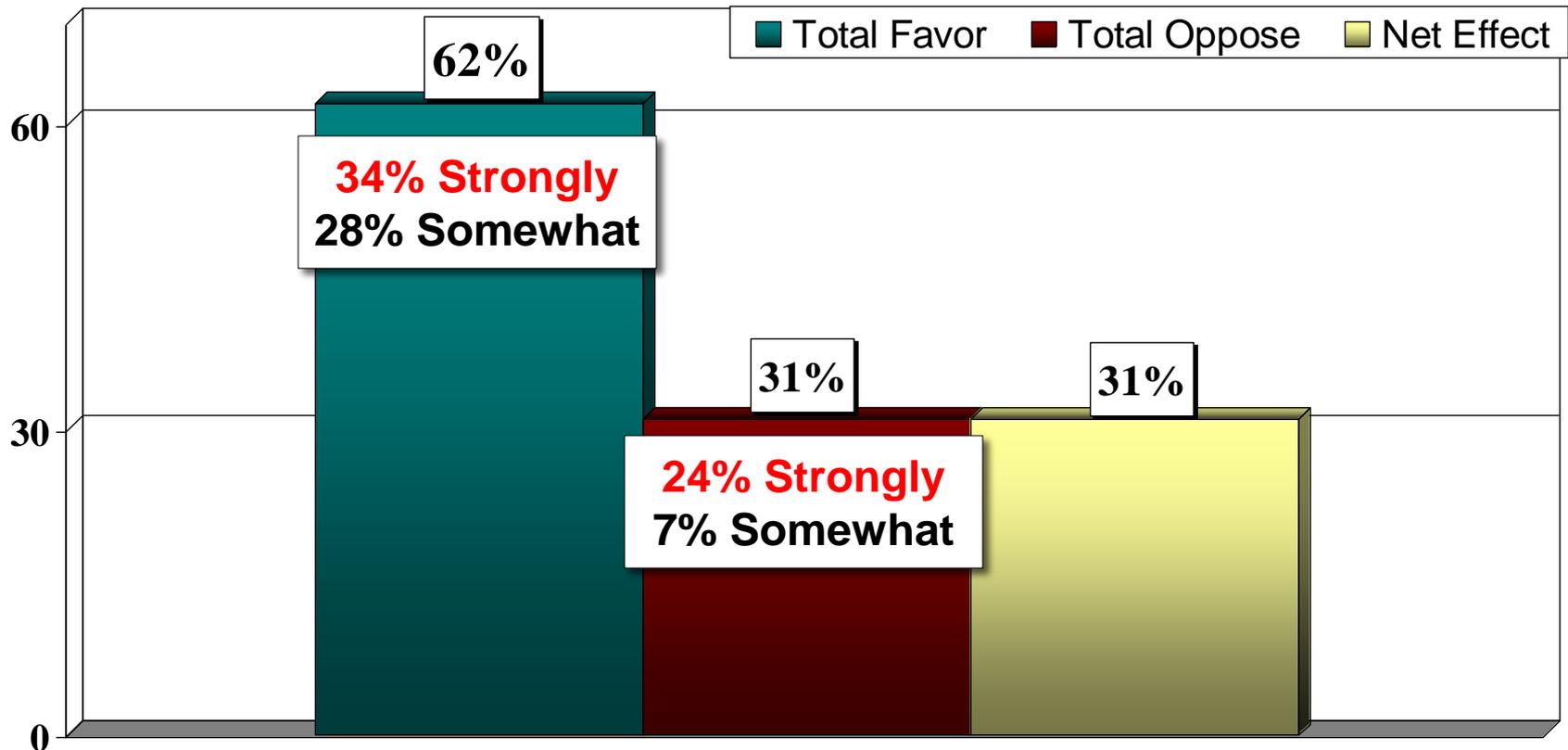




Pinellas Resident Survey Fall 2009



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

✓ 1/3 of Total Pinellas Sales Tax Paid by Tourists

*From US Census Bureau 2008-2012





Preparing for *Two* Futures:



November 4, 2014

A billboard with a blue metal post and a rectangular sign. The sign has a background of the American flag and the text "November 4, 2014" in bold black font. The billboard is positioned at a three-way road intersection in a grassy field under a blue sky with clouds.



What is Greenlight Pinellas?

One Transparent and Inclusive Public Conversation

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:

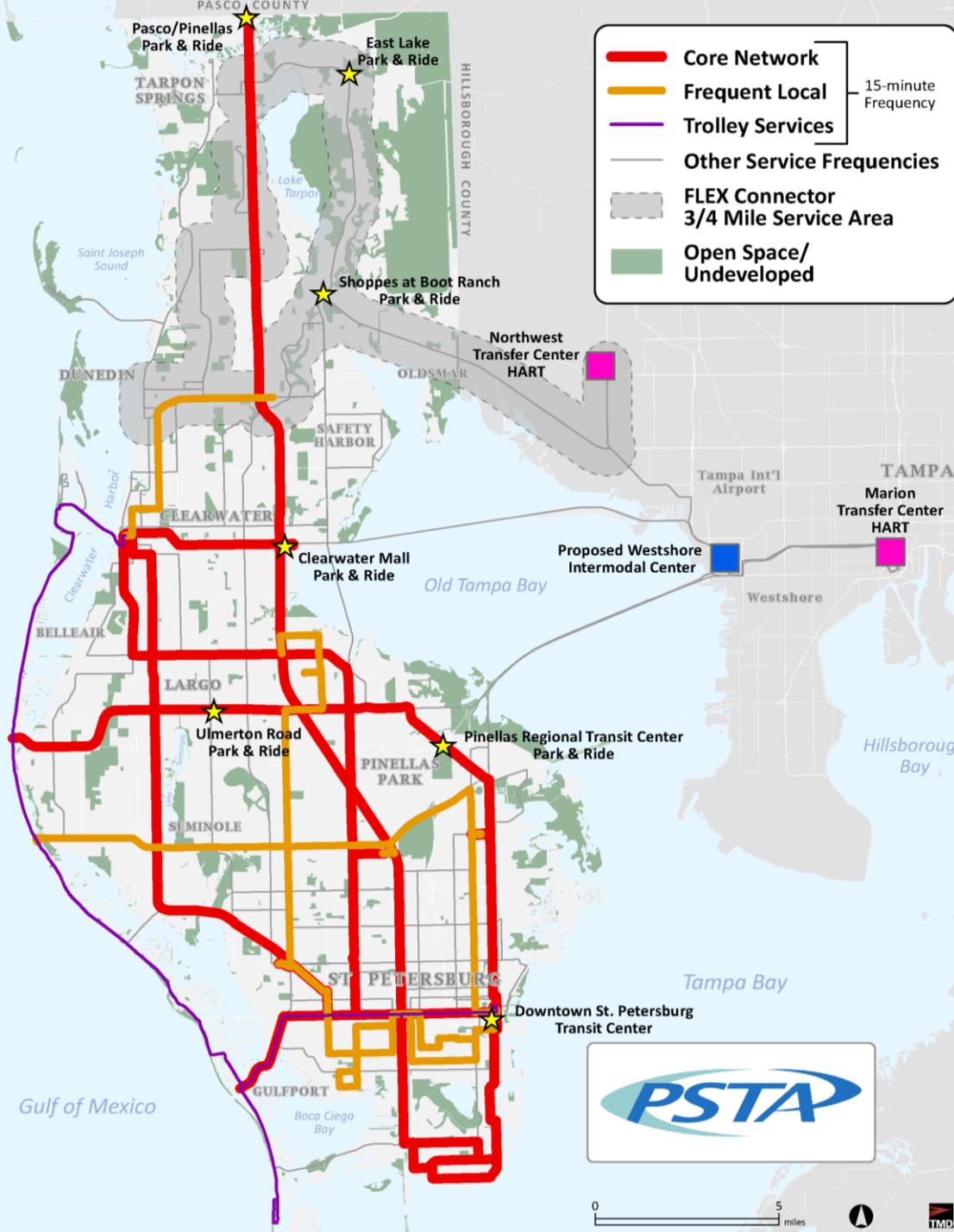


- More regional connections
- Service to Westshore and TIA
- Robust service for both commuters *and* tourists



Improved Core Service

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



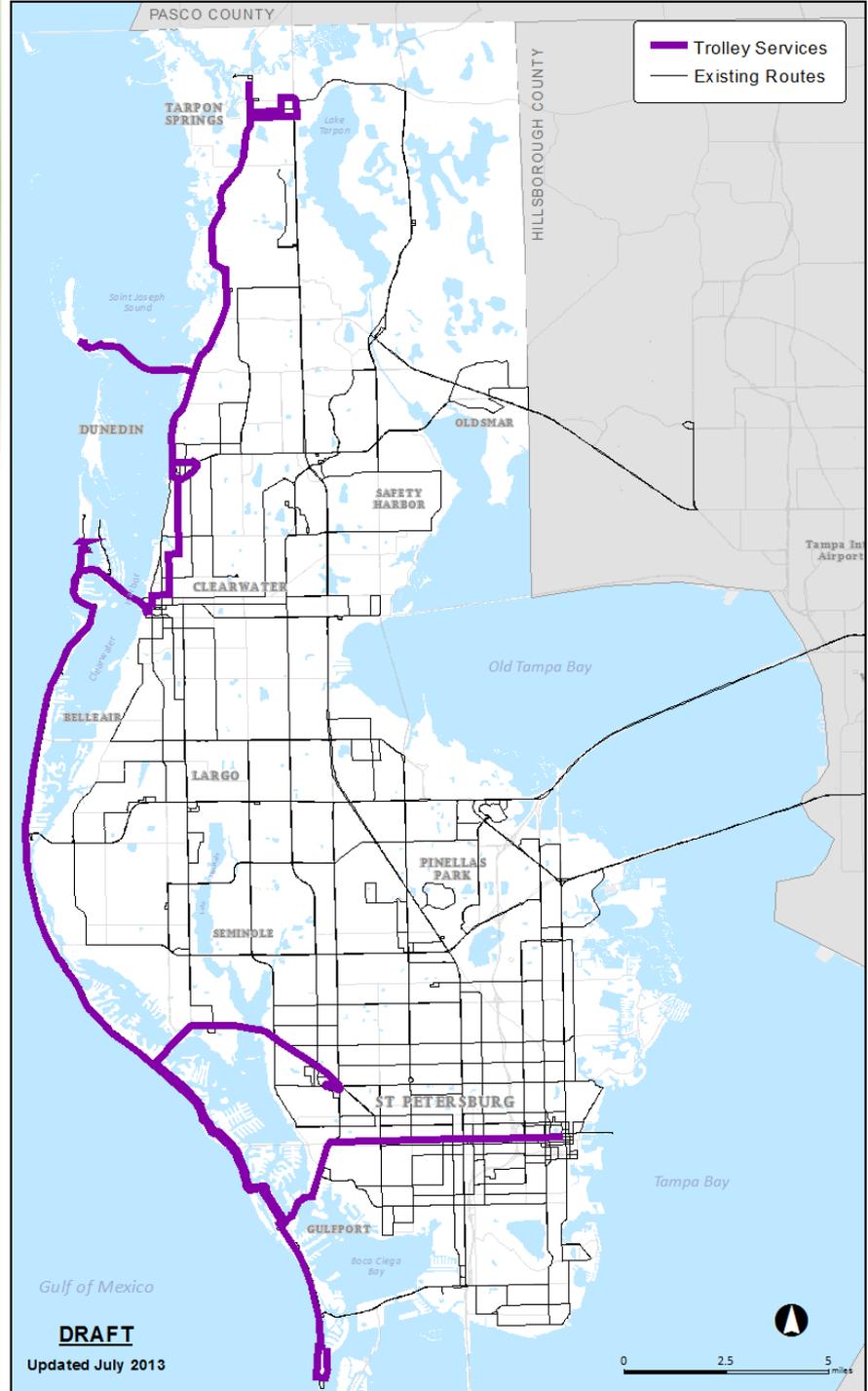


BRT In Pinellas County



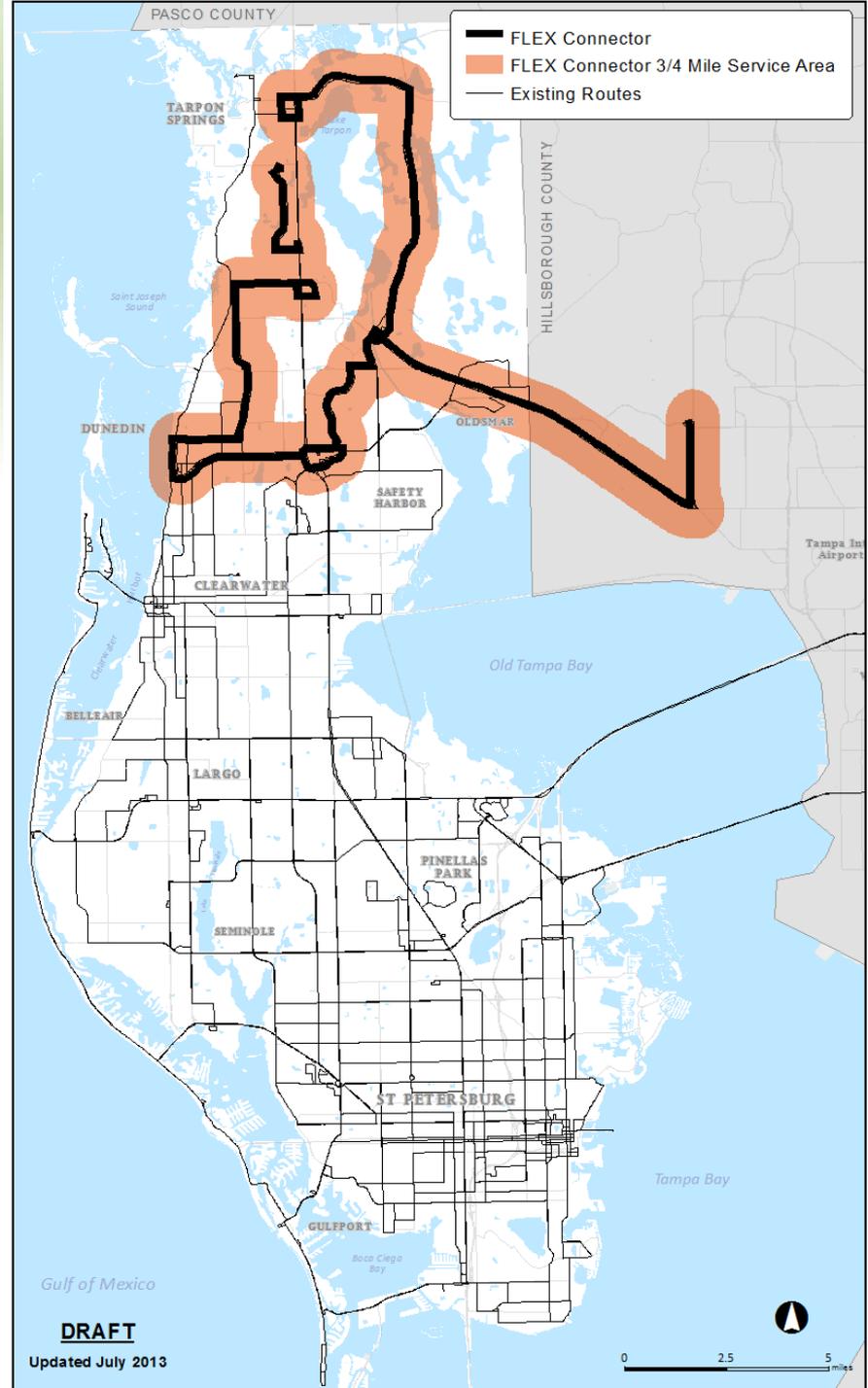
Expanded Trolley Services

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



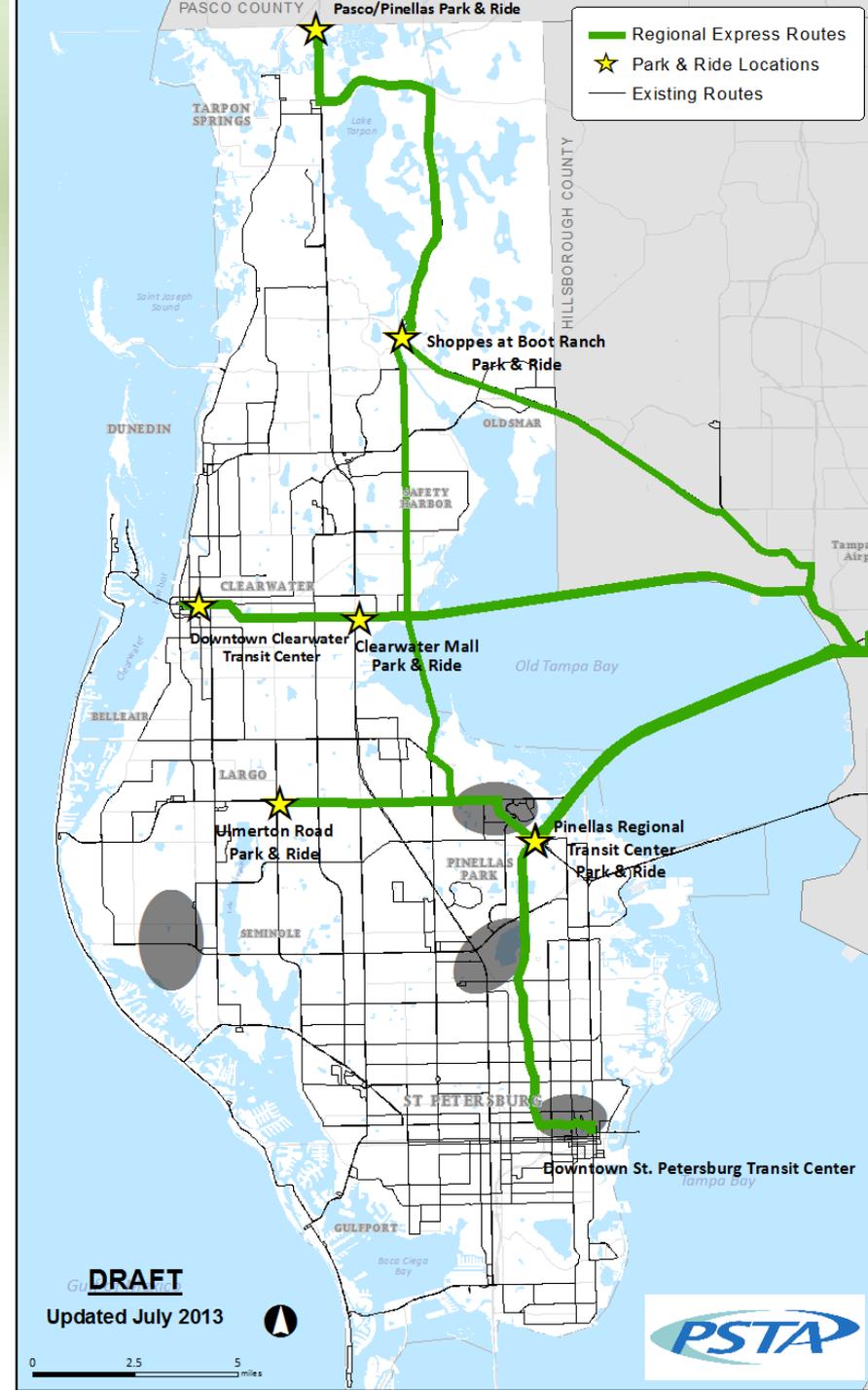
Expanded North County Connector Service

- Longer hours of operation
- More service to Hillsborough County



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 2nd 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

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Chair, Pinellas County Board of 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...

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St. Petersburg, FL 33716
Phone: 727.540.1800 | InfoLine: 727.540.1900

Site Admin: [Log in](#)



Greenlight Plan: Delivery Plan



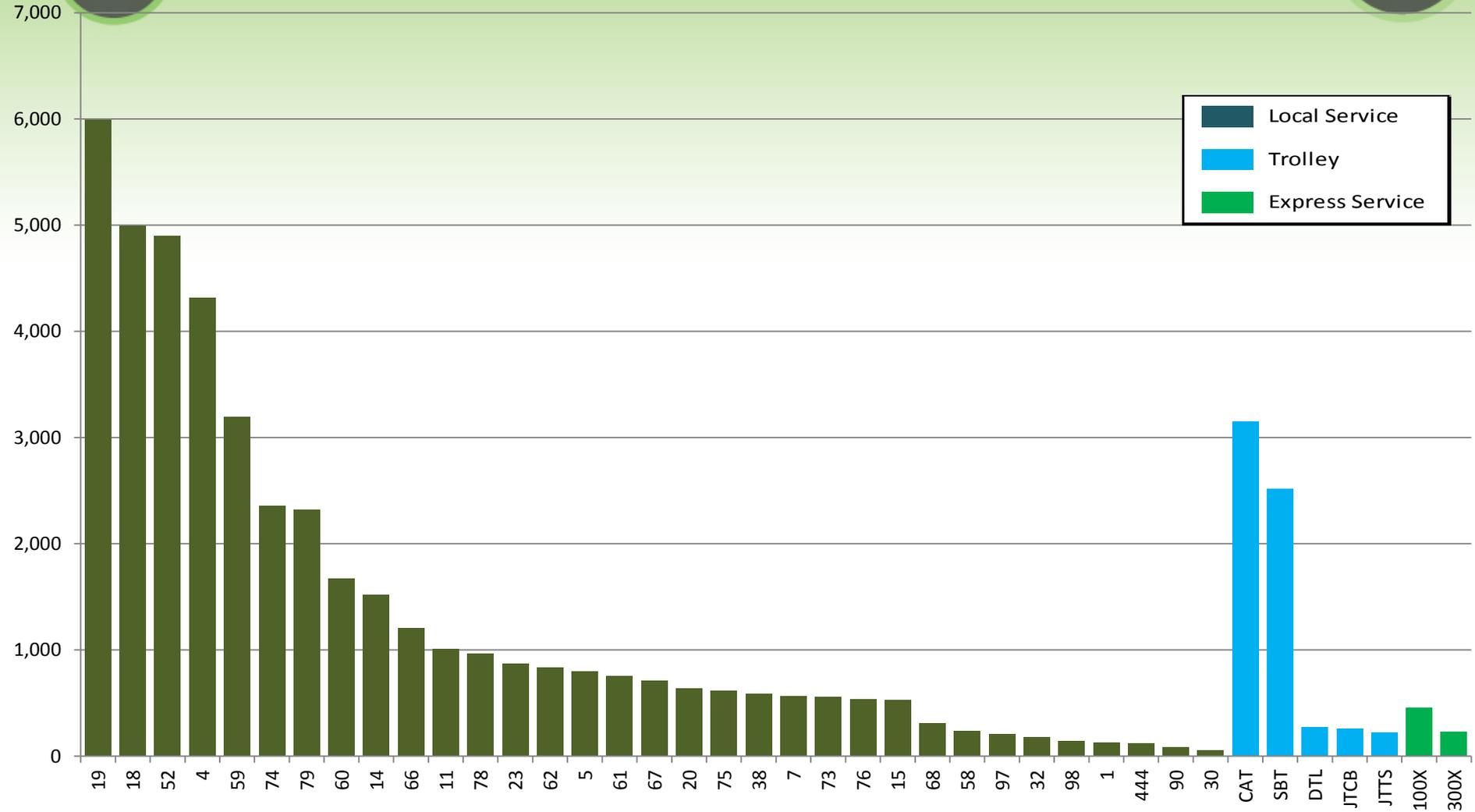
Citizen Oversight Committees

- **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

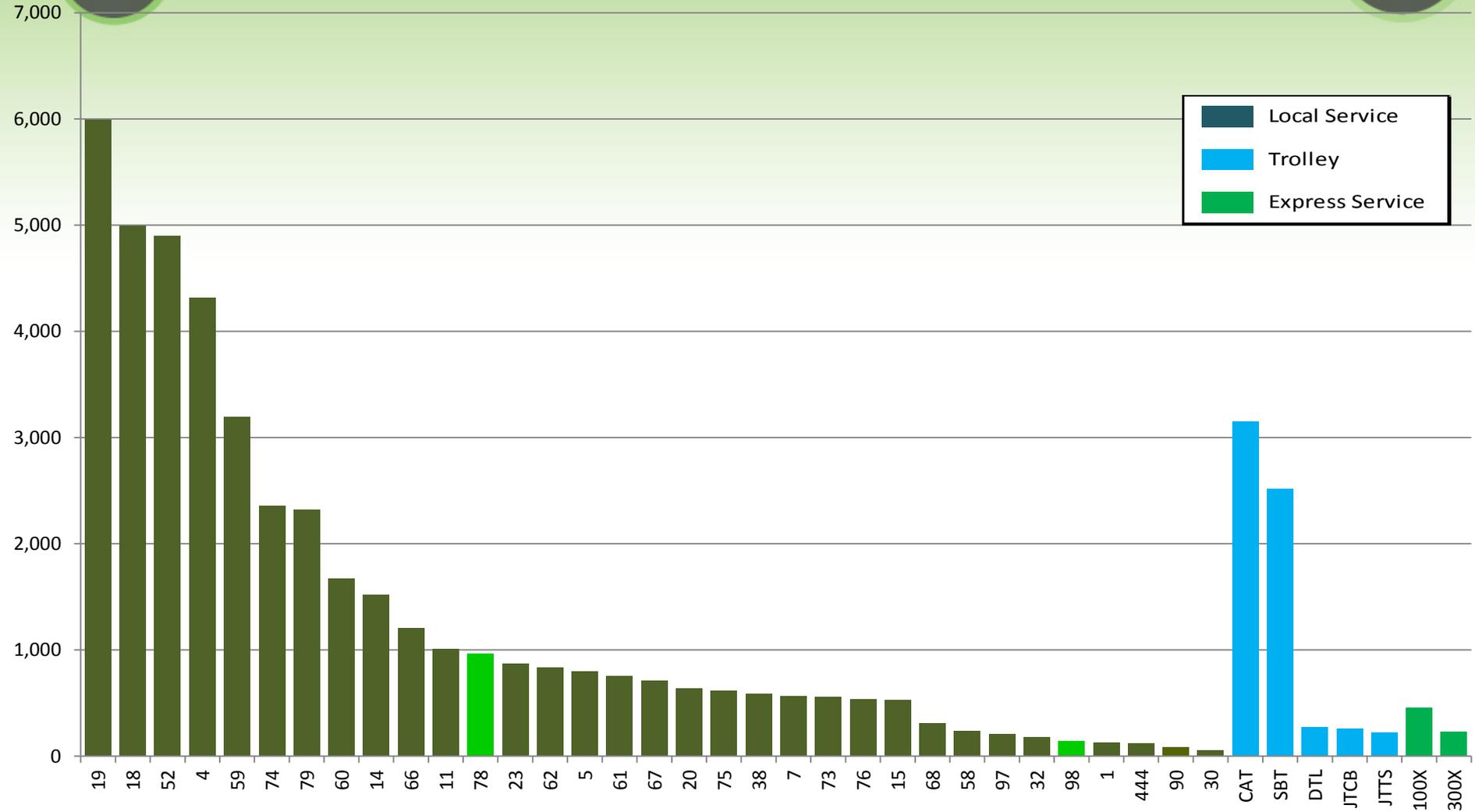


Weekday Passengers by Route



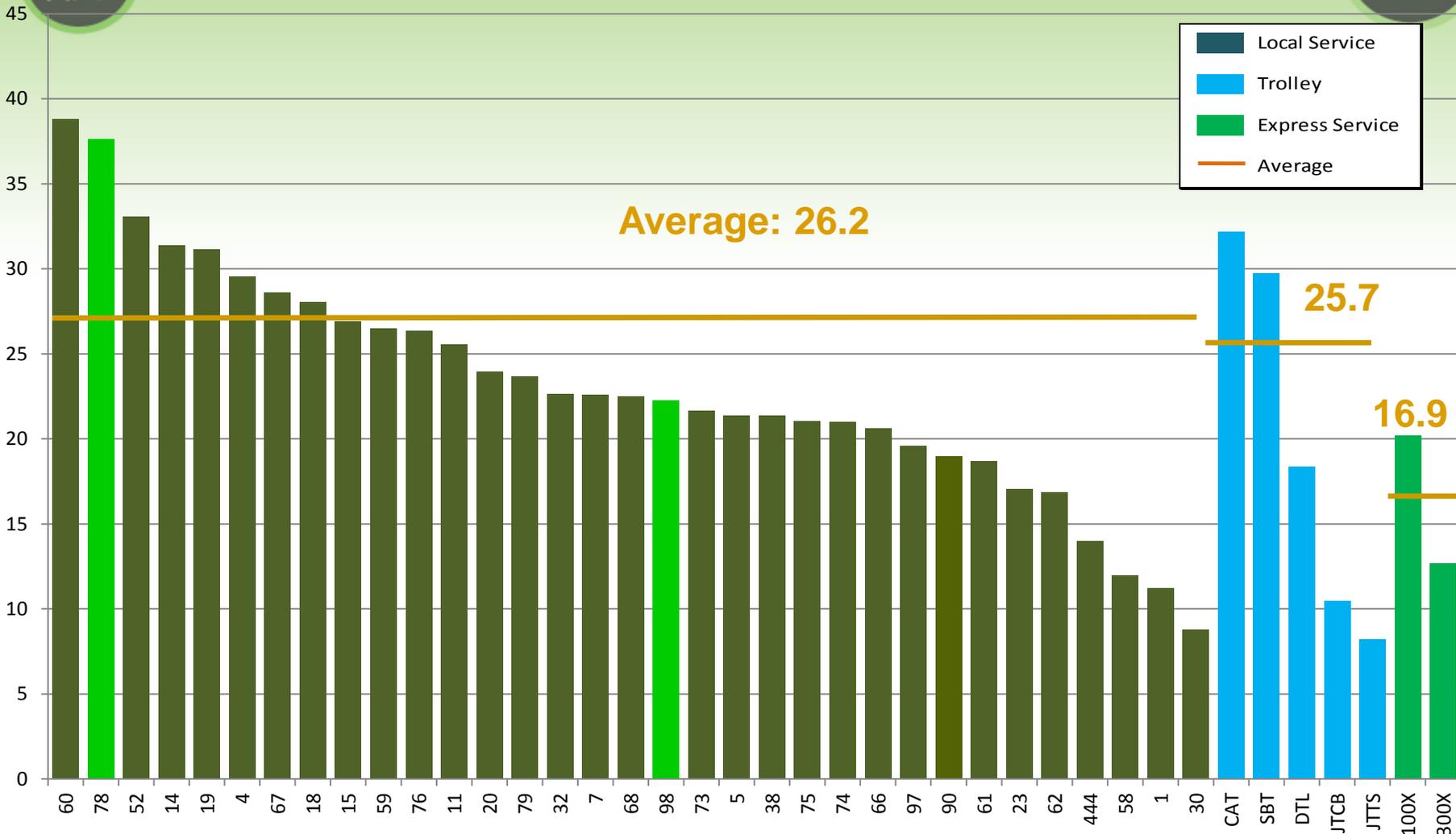


Weekday Passengers by Route





Weekday Passenger Boardings Per Revenue Hour





Discussion

