



Central Avenue Bus Rapid Transit

TOD Knowledge Exchange Series

October 30, 2019

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida



PSTA Fast Facts:



PSTA serves 21 of the county's 24 municipalities



Policy is set by 15 Board Members, appointed by the 21 member cities and the county.



CUSTOMER



GOVERNANCE



FINANCIALLY SUSTAINABLE



CAPITAL

SERVICE

EXPANSION

VISIONARY

PSTA Fast Facts:



619 Employees



12.4+ M annual riders



4,699 Bus stops



529 Shelters

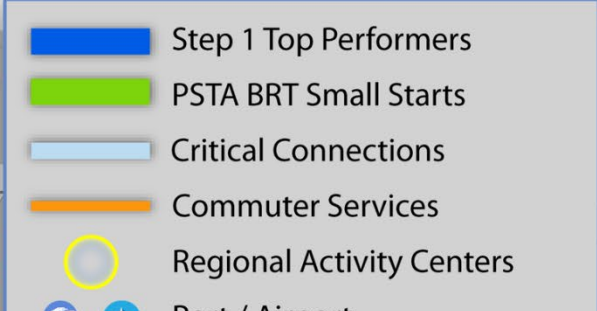
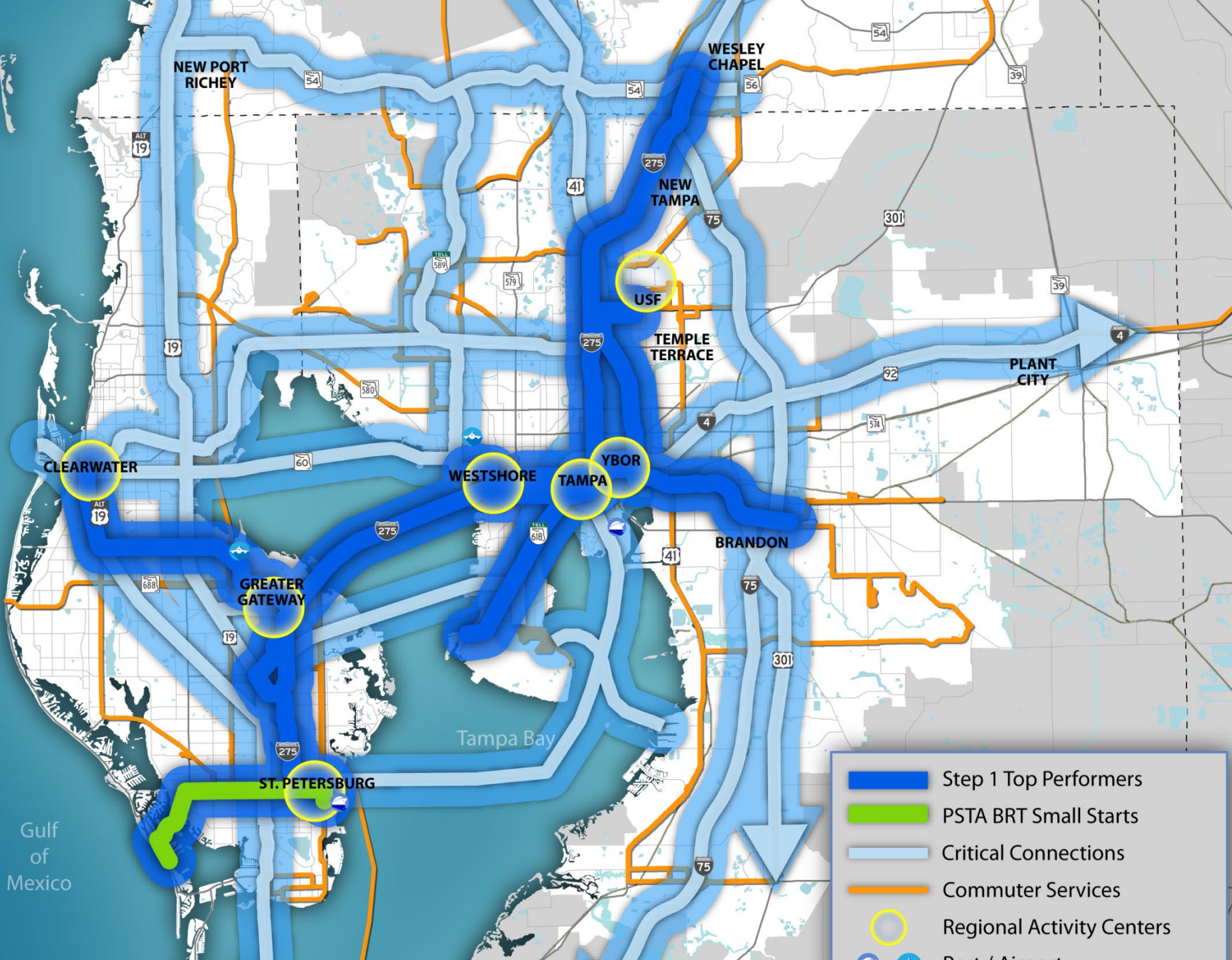


42 Routes



210 Buses (80 are Diesel-Electric Hybrid, 2 are fully electric)



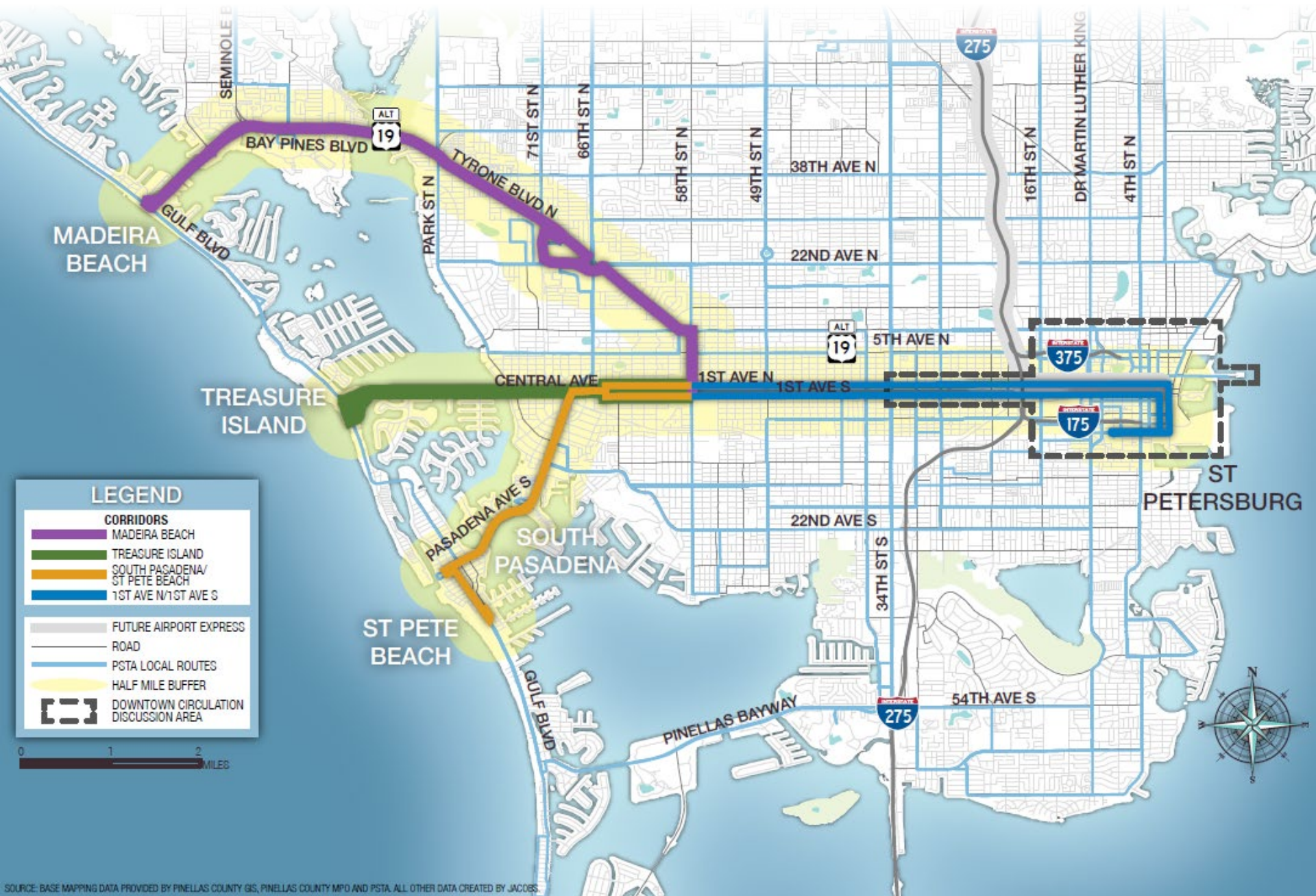


Why Here?

- Highest ridership corridor in Pinellas County
- Better serve increasing transportation needs for workers, tourists, residents and businesses
- Reduce current travel time (end-to-end) 30%
- Provide a fast, easy & reliable car-free option to/from major destinations and residential areas



STUDY AREA



LEGEND

CORRIDORS

- MADEIRA BEACH
- TREASURE ISLAND
- SOUTH PASADENA/
ST PETE BEACH
- 1ST AVE N/1ST AVE S

FUTURE AIRPORT EXPRESS

ROAD

PSTA LOCAL ROUTES

HALF MILE BUFFER

DOWNTOWN CIRCULATION
DISCUSSION AREA



CORRIDOR PERFORMANCE

How well does each corridor perform?



	Madeira Beach	South Pasadena/ St Pete Beach	Treasure Island
CATEGORY			
FIT How much of the corridor could be used for continuous BRT features?	GOOD	BEST	BETTER
SPEED How quickly can you get between Downtown St Petersburg & the beaches? Where is there traffic congestion?	GOOD	BETTER	BEST
ACCESS How safe is the corridor to drive? How easily can you get to the stations by bike or on foot?	GOOD	BETTER	BEST
MARKET How well does the corridor serve residents? workers? visitors? and people without cars?	BETTER	BEST	GOOD
COMPETITIVE Will the service allow people to drive fewer miles? How many people will use the service?	GOOD	BEST	BETTER
OVERALL PERFORMANCE	GOOD	BEST	BETTER

Project Characteristics

- 10-mile Bus Rapid Transit corridor
- 16 stations/station pairs
- Serves cities of St. Petersburg, South Pasadena and St. Pete Beach
- Projected ridership of 4,000/day



Central Avenue BRT Alignment



Operational Characteristics

- Serve several activity centers along Downtown St. Petersburg, Central Avenue and St. Pete Beach including:
 - University of South Florida – St Petersburg
 - Single-family and multi-family residential units
 - Several beach resorts and hotels
 - 39,600 residents and 49,400 employees along the corridor



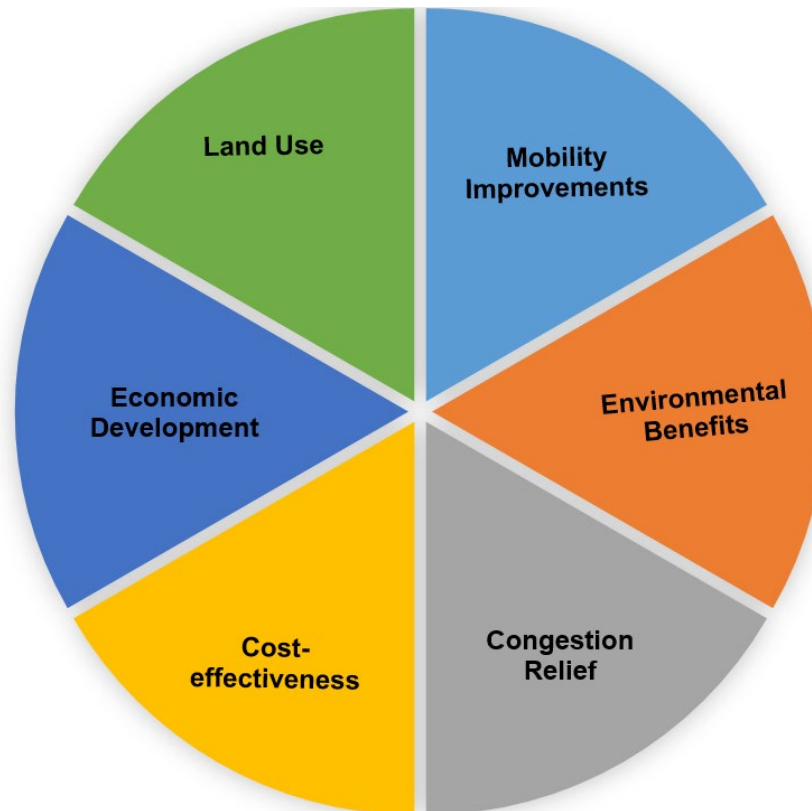
What are the Project Goals?

- Support **economic development** and **jobs**
- Support **tourism** with a **fast, convenient service**
- Attract **new riders**
- Support the **unique character** of the area
- Provide **cost-effective** service



FTA New Starts Project Rating Process

- Two of the six evaluation criteria related to land use compatibility and potential for economic development



TOD Planning Efforts

- PSTA received \$1.2 M in FTA grant for TOD planning
- TOD Planning tasks include:
 - Public involvement/business outreach
 - Corridor analysis and visioning
 - Station area planning strategies
 - Implementation strategies
- Coordinate with City of St Petersburg and Forward Pinellas



TOD Planning Efforts

- Public Involvement/Business Outreach
 - Outreach to business owners/community
 - Develop TOD strategic plan goals

BUSINESS ASSISTANCE RESOURCES

Northwest Extension business owners are encouraged to utilize Valley Metro's many resources to help plan and prepare for success during construction.

Arizona Commerce Authority
 Online Resources | azcommerce.com/azalbiz
 Arizona Commerce Authority's Small Business Services (SBS) online resource center is the central resource for information to start, operate and grow a business in Arizona. SBS provides contact information, resources and assistance for every stage of small business development.

City of Phoenix, Community and Economic Development Department
 The City of Phoenix, Community and Economic Development Department is committed to helping businesses succeed. "Happy, Healthy and Phoenix!" Get access to resources such as navigating available city programs, submit an application to assist with marketing, financial packaging, procurement and general business planning – all at NO COST for eligible businesses.

City of Phoenix, Planning and Development Department
 The City of Phoenix, Planning and Development Department provides assistance with project research, identifying plan department requirements, coordination between the design team and city staff resolving technical issues and provides a central point of contact for the customer.

Friends of Transit
 Riverside Hallford | 602.277.0991 | friendsoftransit.org
 Friends of Transit provides grants, business networking and marketing programs during construction of the original light rail line, which we intend to expand beyond the end of the line. We offer for businesses in impacted areas and having professional expertise, the effort designed to attract new customers to businesses affected by construction. Friends of Transit commits to similar programs for future light rail extensions.

BUSINESS ASSISTANCE RESOURCES (CONT)

Greater Phoenix Chamber of Commerce
 Debbie Dretler | 602.495.6481 | phoenixchamber.com
 The Greater Phoenix Chamber of Commerce, Arizona's largest and oldest business organization, celebrates its 125th anniversary in 2015. The Phoenix Chamber promotes free materials, training, consultation, and economic prosperity for members who network with peers, save money, view public agency bids and connect with government agencies. Find out how Chamber membership can help your business grow by visiting www.phoenixchamber.com or contacting Debbie Dretler.

SCORE | Greater Phoenix
Greater Phoenix | SCORE
 602.245.7200 | greaterphoenix.score.org
 • Free mentoring and business development workshops
 • Basic business tools, templates and online training

Local First Arizona
 Kristin Lanning | 602.254.0091 | localfirstaz.com
 Local First Arizona is a statewide, non-profit organization working to strengthen Arizona's economy by supporting and celebrating locally-owned businesses. Local First Arizona offers tools and resources to help market locally owned business in an online directory that gets 40,000 searches per month.

Maricopa Small Business Development Center - Phoenix
 David Cooper | 602.386.8555 | maricopabdc.com
 • One-on-one business counseling or on-site
 • Business plan assistance
 • Assistance in locating funding to grow your business.

U.S. Small Business Administration - Arizona District Office
 James Power | 602.765.7200 | sba.gov
 • Technical financial, contracting, education and disaster assistance
 • Small business advocacy and special interests
 • Guidance with small business compliance
 • SBA Loan Clinic: 1st Wednesday of every month at 9 a.m.
 • SBA Federal Contracting Seminar: 1st Wednesday of every month at 10 a.m.

Valley Metro | For updates on the Northwest Extension project visit valleymetro.org/northwest
 For more information or alternative formats, call 602.255.0001 | TDD 602.239.2836.
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SHOP ON 19TH AVE

Business Assistance
 — NORTHWEST LIGHT RAIL EXTENSION —

Bus Rapid Transit (BRT)

BUSINESS ASSISTANCE MEETINGS

Hosted by Mason Tillman Associates

August 14 & 15 | 3-5 pm
 Allen Temple Baptist Church - 8501 International
 Register at: <https://eastoaklandbrtmeeting.eventbrite.com/>

HOSTED BY:

AUGUST 14 - FAMILY LIFE CTR.
 Learn the latest news about the BRT project construction from AC Transit. AC Transit and City of Oakland will be on site to answer any BRT-related questions.

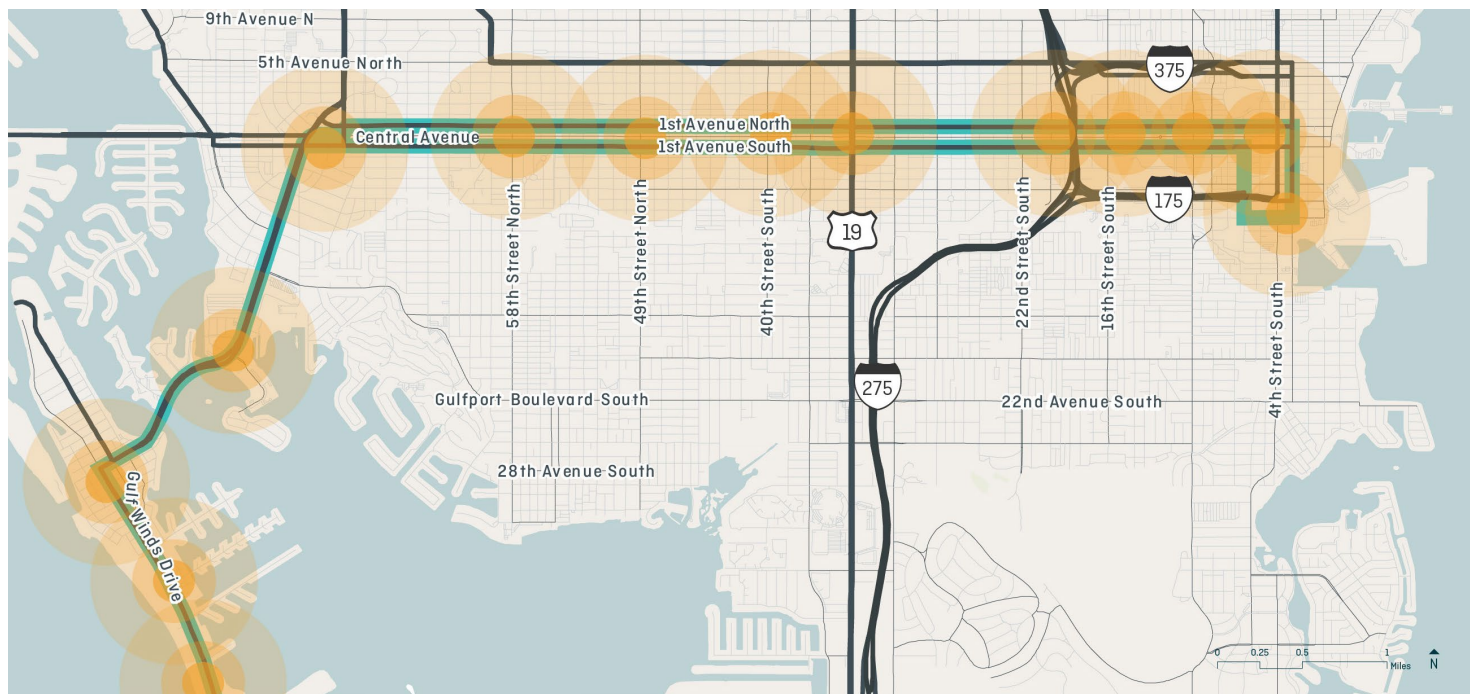
AUGUST 15 - FELLOWSHIP HALL
 Learn about the City of Oakland's Business Assistance Fund and Technical Assistance Program. The program offers free business services including marketing and advising.

Free refreshments catered by Lena's Soul Food
 OaklandBRT@mtaltd.com | 510-835-9012

BRT is often called "light rail on wheels" because it brings the frequency, safety and reliability of light rail to the bus rider. AC Transit's BRT will run the 9.5-mile corridor from downtown Oakland to San Leandro BART. Learn more at brt.actransit.org.

TOD Planning Efforts

- Corridor analysis and visioning
 - Study of existing site and area conditions
 - Identify opportunities and constraints
 - Prepare a redevelopment vision



TOD Planning Efforts

- Station Area Strategies
 - Identification of potential barriers, risks and challenges for development
 - Mitigation strategies
 - TOD framework plans



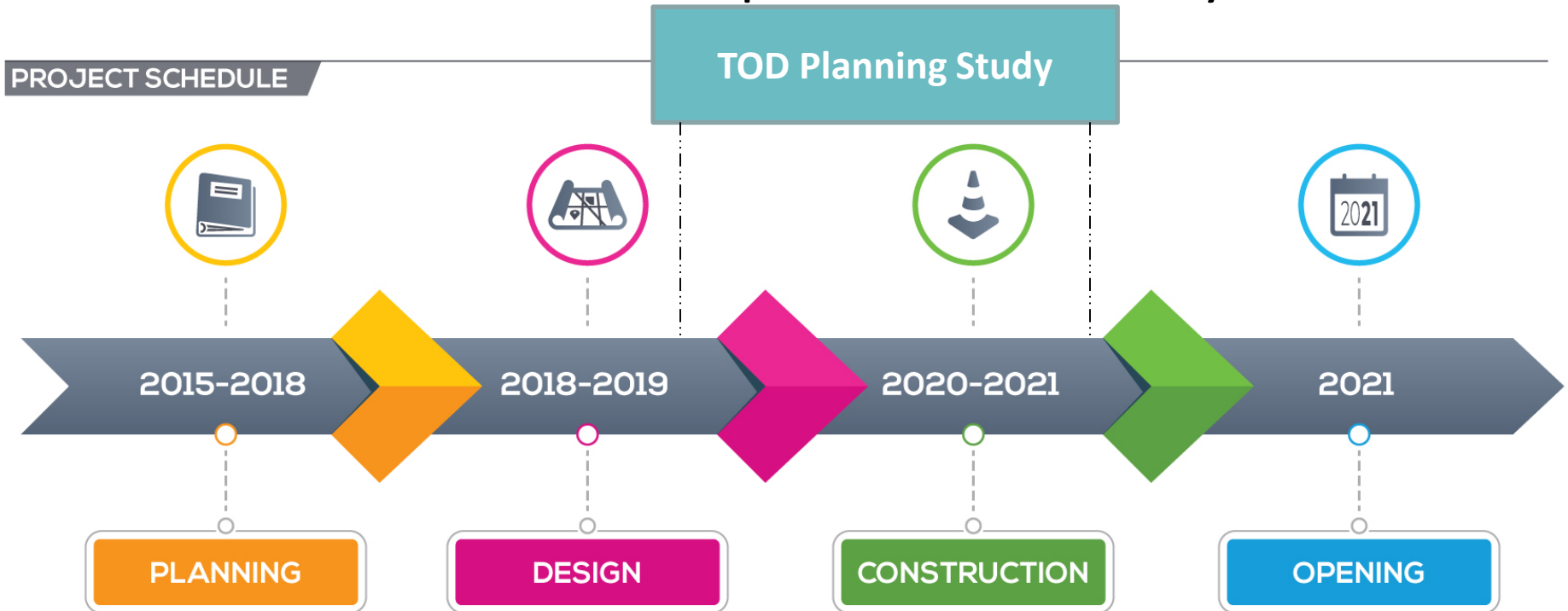
TOD Planning Efforts

- Implementation Strategies
 - Zoning/regulatory framework
 - Funding options/value capture strategies
 - Joint development planning strategies



Project Status

- Final design nearing completion – end of 2019
- Project received “Medium-High” rating by FTA – March 2019 (second highest rating)
- BRT vehicles ordered – expected to arrive by Fall 2020



Next Steps

- Complete Final Design by end of 2019
- Begin initial construction by Spring 2020
- Initiate TOD planning in coordination with Forward Pinellas and City of St Petersburg (anticipate completion by Summer 2021)

