

## TRANSPORTATION - #1 PRIORITY

- TDP Board of Directors
- Downtown Transportation
- Growth and Commerce
- Urban Design
- Arts & Culture
- Parking



## GETTING AROUND DOWNTOWN



### CURRENT OPTIONS:

- In-Towner Trolley
- HART Bus Routes
- TECO Line Streetcar
- Taxi Short Ride Zone
- Uber / Lyft
- Coast Bike Share
- Pirate Water Taxi



## OUR RECOMMENDATION

An innovative shuttle system utilizing six-passenger low-speed electric vehicles.

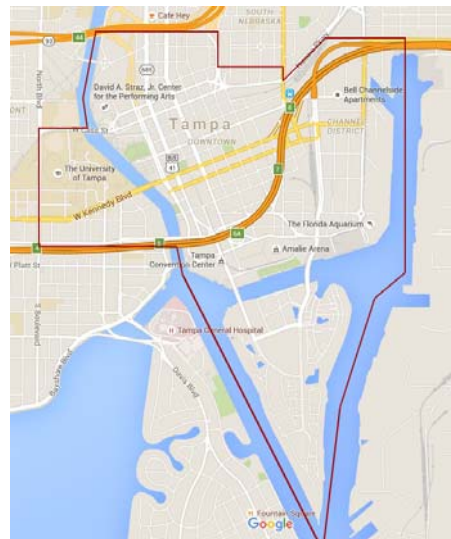
It will complement current downtown transit options by offering FREE shuttle rides to workers, residents and visitors within the Special Services District and Harbour Island.



## THE VEHICLES



## SERVICE AREA



## **ROBUST SERVICE HOURS**

### Proposed Hours of Operation:

Monday – Friday  
6am – 11pm

Saturday - Sunday  
11am – 11pm



## **GREAT CUSTOMER SERVICE**

- Drivers Trained as Downtown Ambassadors
  - On Demand / Point-to-Point
- Goal of 10-Minute Response Time
  - App-Based or Street-Hailed
- Estimated Ridership:  
785 day / 5,531 wk / 23,890 mth / 286,676 yr



## APPROVALS / SUPPORT

- Hillsborough Area Regional Transit
- FL Dept of Transportation
- Metropolitan Planning Organization
- City of Tampa
- Downtown CRA
- Channel District CRA
- Public Transportation Commission
- Private Sector



## SHUTTLE MOBILE APP



- Seamlessly connects riders and drivers without a human
- Comprehensive algorithm automatically dispatches incoming ride requests
- Continuously optimizing ride queue handles high-paced demand and multiple rides per driver
- Riders are kept up-to-date with the latest wait time and driver information
- Riders are automatically notified when driver nears pickup

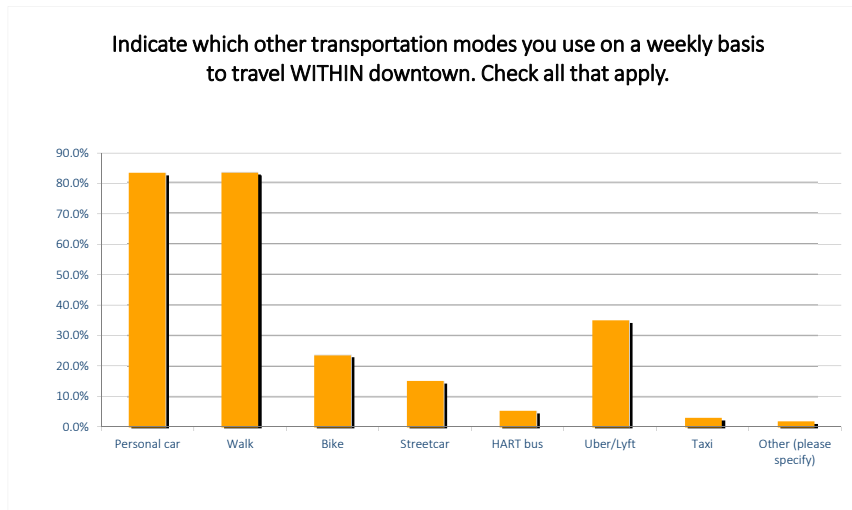


## ON-BOARD INFORMATION



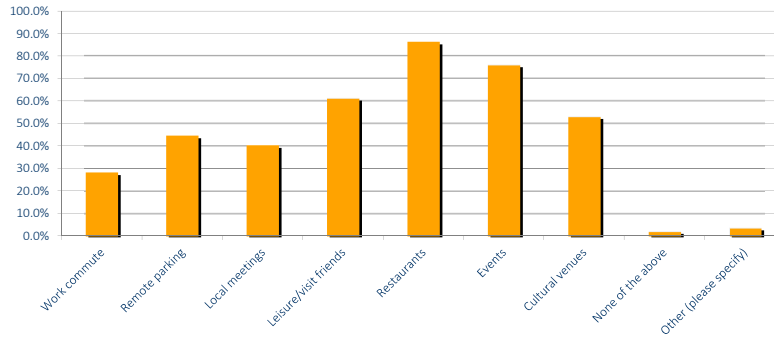
## FEBRUARY 2016 SURVEY

Indicate which other transportation modes you use on a weekly basis to travel WITHIN downtown. Check all that apply.



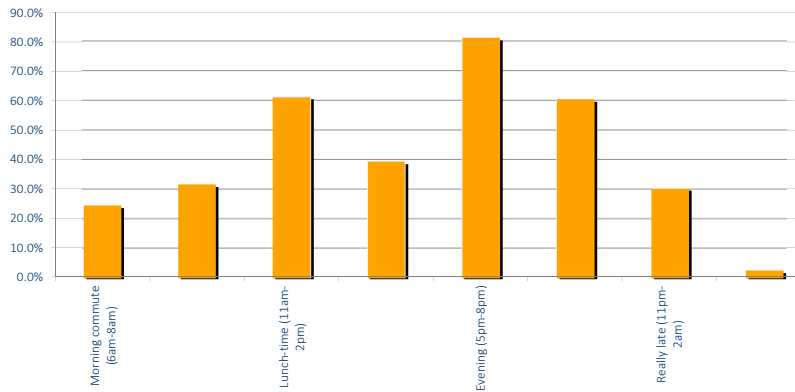
## SURVEY SAYS...

For what purpose(s) would it be used? Check all that apply.



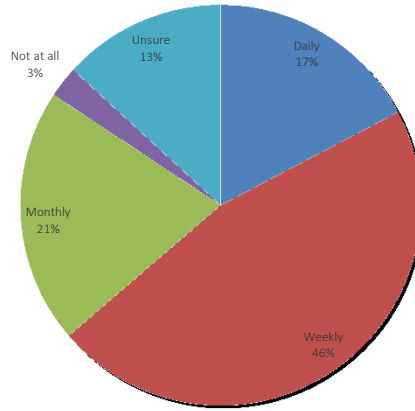
## SURVEY SAYS...

What time of day are you likely to use this service?



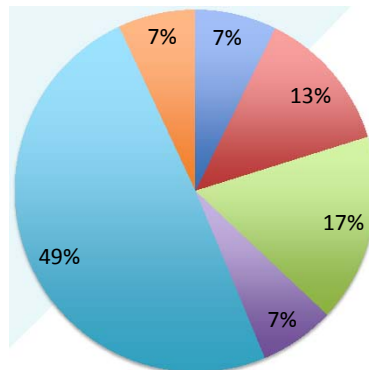
## SURVEY SAYS...

How often do you anticipate utilizing this service?



## FUNDING SOURCES

- Federal Government
- Channel District CRA
- Department of Transportation
- Downtown Partnership
- Downtown CRA
- Private Sector





## PRIVATE SECTOR PARTNERS

### Hotels:

- Marriott Waterside
- Hilton Downtown
- Barrymore Riverwalk
- Embassy Suites
- Le Meridian



## PRIVATE SECTOR PARTNERS

### Office Towers:

- Park Tower
- Bank of America Plaza
- Tampa City Center
- Franklin Exchange
- Rivergate Tower
- 100 N Tampa
- Fifth Third Center
- SunTrust Financial Center
- Two Harbour Place



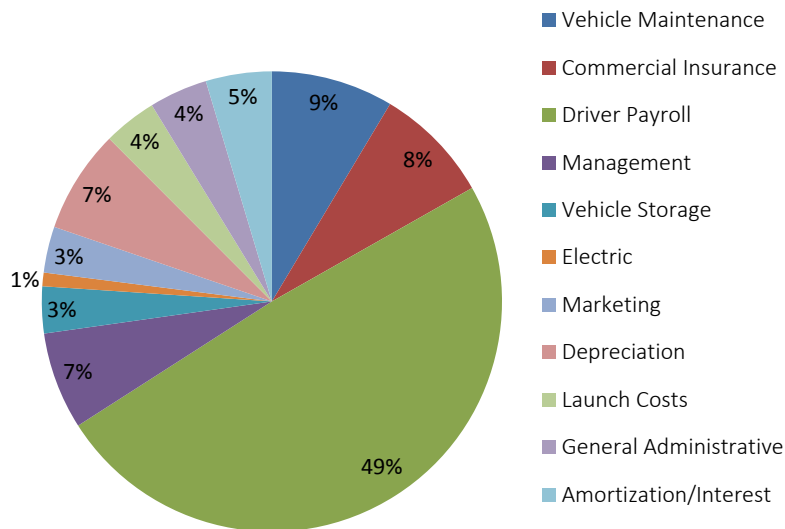
## PRIVATE SECTOR PARTNERS

### Other:

- Tampa Bay Lightning/SPP
- Tampa Downtown Partnership



## EXPENSES



## NEXT STEPS

1. Operator RFP
2. Order Vehicles
3. Branding/Marketing
4. Identify safe pick up locations
5. Vehicle storage and charging

Launch target date: July



## THANK YOU! QUESTIONS/COMMENTS

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