

Welcome!

UNIVERSITY AREA CDC PARTNERS COALITION

2ND QUARTER GATHERING

April 17, 2025 | 8:30 - 10:00AM



Hillsborough
County Florida



University Area CDC
**PARTNERS
COALITION**

MAKE IT HAPPEN!





WELCOME & SPECIAL THANKS

DR. SARAH COMBS

Executive Director & CEO
University Area CDC



Hillsborough
County Florida

SPECIAL THANKS

UACDC Staff Members & Board of Directors

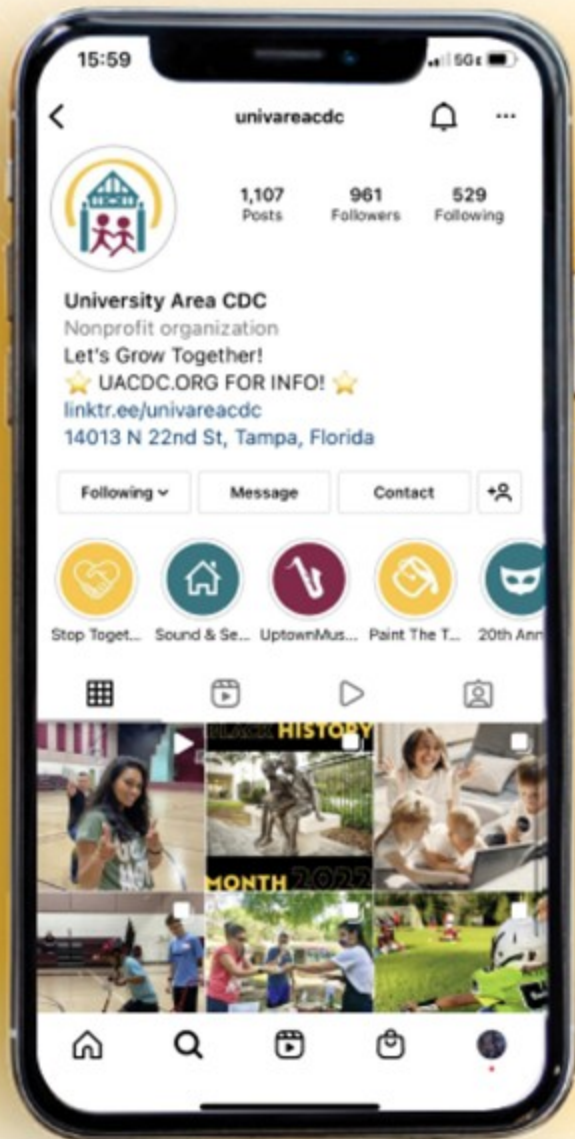
2025 Partners Coalition Sponsors



Hillsborough
County Florida

Mr. Freddy Montes

Prodigy® Cultural Arts Program



LET'S GET SOCIAL!

¡VAMOS A SOCIALIZAR!

Follow us for current events, services and programming opportunities for the entire family... most offered free of charge!

Síguenos para conocer los eventos actuales, los servicios y las oportunidades de programación para toda la familia... ¡la mayoría se ofrecen sin cargo!



   @UnivAreaCDC

14013 N 22ND STREET, TAMPA FL 33613

813-558-5212

UACDC.ORG



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EVENT HOST

BREE LUCKIE

Chief Communications & People Officer
University Area CDC



Hillsborough
County Florida

THE POWER OF PARTNERSHIPS:

SUSTAINABLE & ACCESSIBLE TRANSPORTATION SOLUTIONS

**Councilwoman
Lynn Hurtak**

Tampa City Council,
District 3



City of
Tampa
Florida

Donny Murray

HART,
Manager of Community
Engagement



Dayna Lazarus, AICP

Transit Now Tampa Bay,
Co-Founder & Lead Organizer





HART Route #1 Fare-Free Pilot Program

*Donny Murray, HART Community Engagement
Councilwoman Lynn Hurtak, Tampa City Council
Dayna Lazarus (AICP), Transit Now Tampa Bay*

UACDC Partners Coalition Meeting
April 17, 2025



Origins of the Pilot

A City of Tampa initiative of a HART route with grassroots advocacy

Spring 2024	Hillsborough TPO TIP Priority List included Tampa Arterial BRT
Aug. 2024	Transit Now Tampa Bay activists asked Tampa City Council to fund the HART bus
Sept. 2024	Councilwoman Lynn Hurtak motioned Tampa City Council to re-allocate \$1.65 million for free fares and increased frequency (and fare-free paratransit services within route radius) <ul style="list-style-type: none">Funded entirely with parking fees revenue
Dec. 2024	Tampa City Council approved the funding for the initiative



Promotion of the Pilot

A City of Tampa initiative of a HART route with grassroots advocacy

Dec. 2024	Media event announcement
Jan. 2025	Route 1 Free & Frequent service starts, bus stop signage & floor decals installed
Feb. 2025	First of many community presentations
Mar. 2025	First of many tabling at community events First of many route ride-alongs





Why Route 1?

LET'S BREAKDOWN WHY ROUTE 1 WAS SELECTED
FOR THE CITY OF TAMPA FARE-FREE PILOT



High Ridership: Served over 3,000 daily trips in 2024
(most-ridden route in the system)



Future BRT & Streetcar Corridor: TPO top transit priority for Bus Rapid Transit (BRT) along Florida Ave; and Streetcar Extension to Tampa Heights



Access & Equity: Approximately 32,000 residents and 56,000 jobs within ¼ mile of the route; of households in the area: 18% don't own a car; 26% live below the poverty line, 14% have a disability, 64% are minorities



Connection to Streetcar: Bus stop at Streetcar Station #11
(route has highest bus transfer rate to the streetcar)



Connections to Other Routes: Connects with 70% of the HART bus network

Route 1 - Florida Avenue

**Route 1 is Fare Free with 15 Minute Frequency
January 5, 2025 through January 4, 2026**

Hours & Frequency:

- 4am - 12am weekdays (every 15 minutes in each direction)
- 6am - 10pm weekends (every 30 minutes in each direction)

Destinations on Florida Ave along 50 stops in each direction:

- University Area with connections to USF
- James A. Haley Veterans Hospital
- Harvest Hope Park & Uptown Sky
- Sulphur Springs/Lowry Park
- Old Seminole Heights



Why Free Fares & Why Transit

Quicker Trips

Speeds up travel time by eliminating time spent when boarding

Daily Link

Increases access to groceries, gyms, schools, jobs, healthcare

Economic Stimulant

brings in people to spend at local businesses, increased capacity with less limitations due to parking

More Choices

Avoid traffic, more options for places to park, avoid being a dangerous driver on the road, environmentally conscious

Better Cities



Finances



Productivity



Physical Health



Well-Being



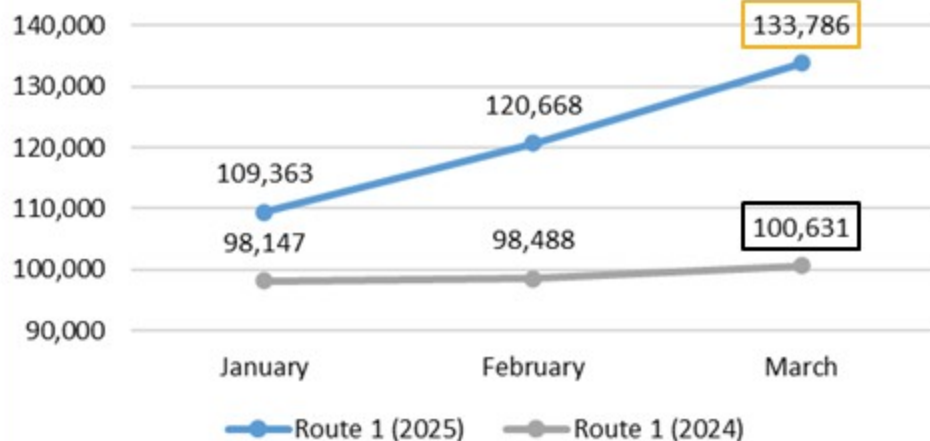
Success of the Pilot

33% INCREASE
IN MONTHLY RIDERSHIP
March 2024 vs March 2025

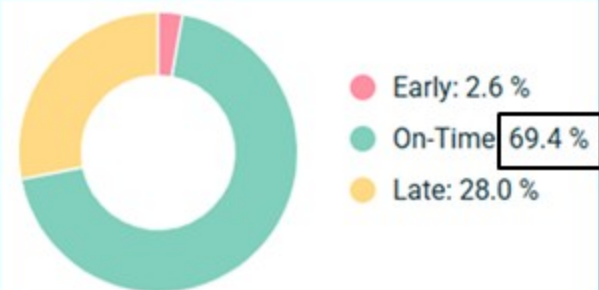
11% INCREASE
IN MONTHLY RIDERSHIP
February 2025 vs March 2025

8% INCREASE
IN ON-TIME PERFORMANCE
March 2024 vs March 2025

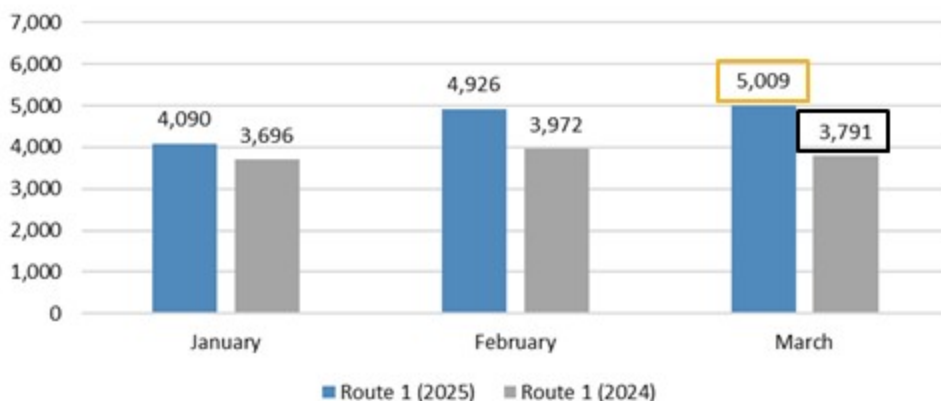
Route 1 Ridership by Month 2025 vs 2024



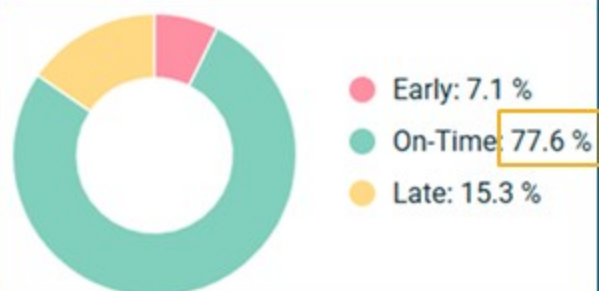
On-Time Performance March 2024 (weekday)



Route 1 Average Ridership on Weekday 2025 vs 2024



On-Time Performance March 2025 (weekday)



How to Ride

Plan Your Trip on Google Maps

1. Select the Transit icon
2. Add your Starting Point
3. Add your End Destination

Optional:
Set the Day and Time you want to leave or arrive by

Results show:

- Schedule options
- Route number
- Total trip time
- Real-time tracking
- Location of stops

Track Your Ride on transit phone app

Home Screen: Map with your location, list of nearby route & next departure time

Tap the Route: See next 3 departures, the nearest stop, track the vehicle

Plan a Trip:

- 1. Tap the location you want to go to
- 2. Tap the route you want to take
- 3. Tap the time you want to leave or arrive by

Real-time departures (GPS tracking) are marked with radio waves

Pin Most Used Routes & Get Service Alerts

Save Favorite Locations

Route Schedule (Map & Times) available online at GoHART.org

Route 30 - Town N County / Airport

Download PDF

Route 30 - Town N County / Airport - WEEKDAY - Eastbound

Marion Transit Center	Marion St. @ Gandy Blvd.	Tampa International Airport	Marion St. @ Gandy Blvd.	Marion Transit Center
6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM
6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM
7:00 AM	7:15 AM	7:30 AM	7:45 AM	8:00 AM
7:30 AM	7:45 AM	8:00 AM	8:15 AM	8:30 AM
8:00 AM	8:15 AM	8:30 AM	8:45 AM	9:00 AM
8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM
9:00 AM	9:15 AM	9:30 AM	9:45 AM	10:00 AM
9:30 AM	9:45 AM	10:00 AM	10:15 AM	10:30 AM
10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM
10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM
11:00 AM	11:15 AM	11:30 AM	11:45 AM	12:00 PM

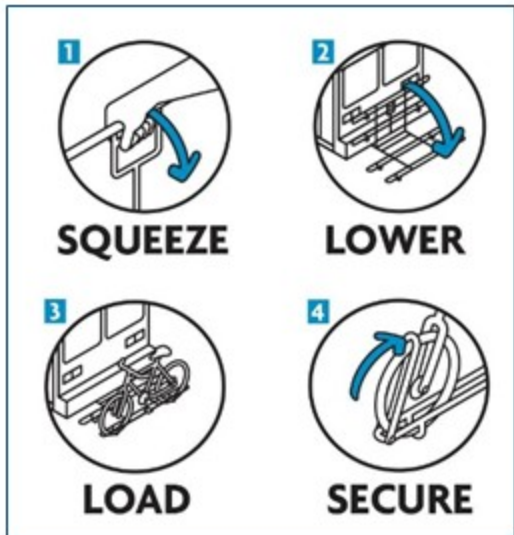
Bus Stop Sign



Bus Destination Sign



Bikes on Buses



Pull Cord to Request a Stop



Get Involved & Learn More

Group Presentations: to interested businesses, civic groups, neighborhood associations, schools, and more

Group Rides on Route 1: gives people the opportunity to try riding the bus in a fun, guided environment

Follow on Social Media:

- HART - Facebook.com/HillsboroughTransit
Instagram @harttransit
- TNTB - Facebook.com/TransitNowTampa
Instagram @TransitNowTampa

Email:

- HART newsletters - GoHART.org/Pages/customer-service.aspx
- TNTB email contact - TransitNowTB@gmail.com



A 1-DERFUL RIDE
Through Tampa Heights

 Saturday March 1
11:00 AM- 2:00 PM

 Hart Route 1 Stop 5 -
7th and Tampa, next
to Sprouts.



 HART Route 1 is free all year—
let's ride together with
community members and
Councilwoman Lynn Hurtak to
make the most of it!

Route: South on Florida through downtown, deboard at Whiting and Franklin and board free streetcar across the street; take streetcar to Sparkman Wharf stop
Lunch: Buy your own food or beer at Sparkman Wharf
Return: Board the streetcar at the Sparkman Wharf stop, go north to whiting and Franklin, transfer to Route 1, back up to Florida.



Route 1 Destinations public access map

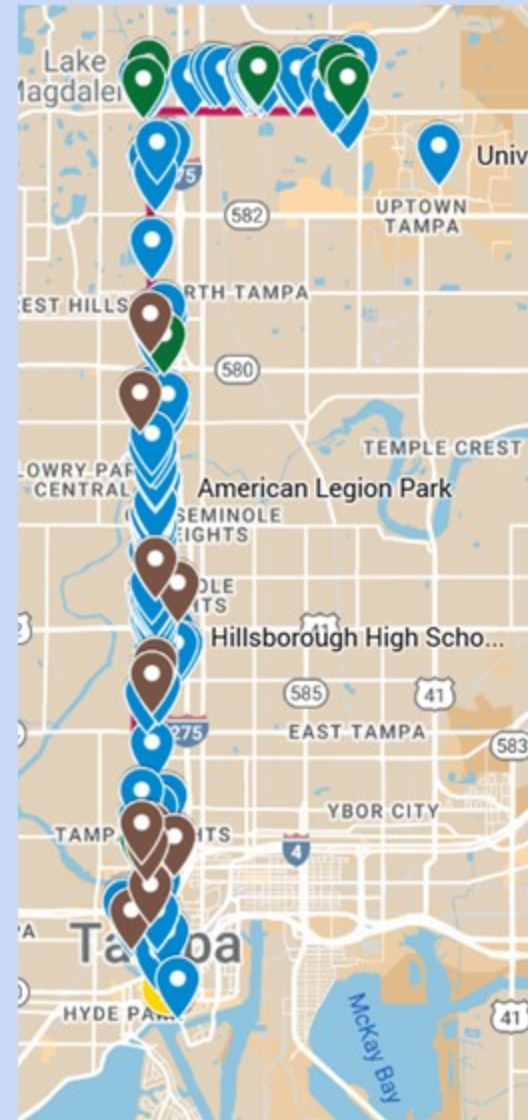
Link:

bit.ly/route1destinations

(bit.ly links are case-sensitive)

Suggest additions to:

TransitNowTB@gmail.com



Survey Says

Q1: If you *have* ridden Route 1 Fare-Free, what was your experience?

- Was it on-time?
- Were there seats available?
- Was it quick to board?
- How long was the trip?
- Was the bus clean?
- Was the bus comfortable?

Q2: If you *haven't* ridden Route 1 Fare-Free yet, what would encourage you?

- Later hours
- More frequency
- A closer bus stop
- The connecting transit route/service was improved
- Does not go where I need it to go

**SCAN
TO ANSWER:**



or go to

[menti.com](https://www.menti.com)

and type in:

5913 2908

A black rectangular graphic with a blue stylized arrow pointing right on the left side. To the right of the arrow, the text 'Route 1' is written in a large, bold, white, sans-serif font. Below 'Route 1', the text 'CITY OF TAMPA FARE-FREE PILOT' is written in a smaller, white, sans-serif font, enclosed in a blue horizontal bar.

Route 1

CITY OF TAMPA FARE-FREE PILOT

Q&A

UACDC Partners Coalition Meeting
April 17, 2025





RESOURCE TABLES

AMRoC Fab Lab

HART

Florida Home Partnership

America's SBDC - Florida

IFAS Extension - University of Florida



SMALL BIZ = BIG IMPACT



Martika Brianne Jones
BūP, Founder & CEO

Small Biz = Big Impact: Transforming Connections into Opportunities

Martika Brienne Jones, Founder & CEO, BŪP

MJ by Martika Jones



The Hidden Goldmine in Your Organization

80%

Relationship Deals

Most CRMs lack network intelligence

5%

Networks Leveraged

Professional connections systematically used

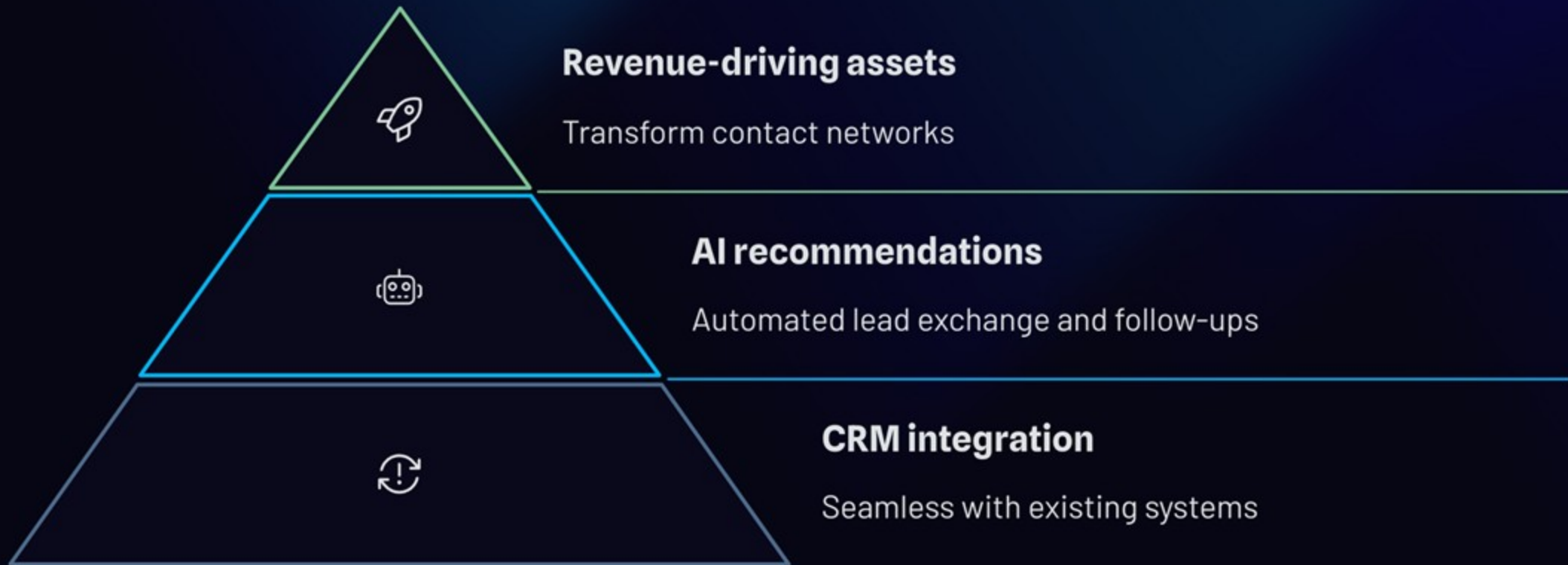
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Missed Revenue

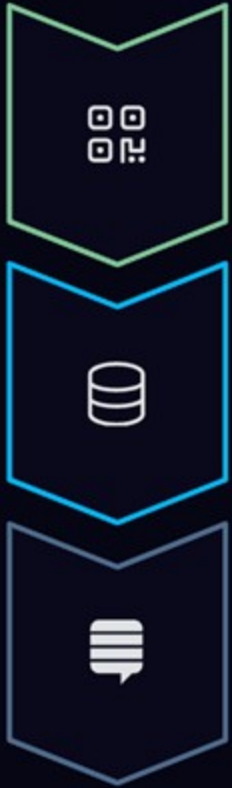
Disorganized contacts = lost opportunities



BUP: Organizational Network Intelligence



Networking Made Intelligent



Connect

Smart Device/QR code

Capture

Lead Intelligence

Convert

AI-Powered Follow-ups





Traction & Impact

4,200+ users

Growing platform adoption

250,000+ interactions

Meaningful connections made

72% email open rates

AI-driven follow-ups success

Synapse Summit

Powered Tampa's largest tech conference twice along with 3 other events

Beyond Business: Our Community Commitment





Where We're Headed



Expanding Network Intelligence

Deeper organizational insights



Advanced AI Development

Smarter connection recommendations



Connection Ecosystem

Integrated relationship tools



\$1M ARR

Revenue target within 12 months

Let's Connect!



Email

martika@bup.ai



Website

www.bup.ai



LinkedIn

Martika Jones, CEO



Small businesses are the backbone of innovation and economic growth in our communities.

COMMUNITY INVESTMENT:

BRIDGING THE TRANSPORTATION GAP

Chantel Negron

Grow Financial Credit Union,
AVP Community Development



Chardae Duffy

Shaw Elementary,
Community School Director



La'Tiecea Hailey-Brown

University Area CDC,
Chief Operating Officer



grow financial[®]
federal credit union

+



E-Bike Distribution



grow financial[®]
federal credit union

+



E-Bike Distribution



grow financial[®]
federal credit union

+



E-Bike Distribution



grow financial[®]
federal credit union

+



E-Bike Distribution



Shaw Elementary A Community School

Barriers to Transportation

0
1

Homelessness

Many families face unstable housing situations, making consistent transportation to school a daily challenge. (55)

0
2

Recent Evictions & Displacement Beyond School Boundaries

Evictions have forced families to relocate outside the school zone, complicating access to daily transportation.

0
3

Vehicle Repair & Maintenance Costs

Even families who own vehicles struggle with the cost of keeping them running reliably.



Impact of Recent Hurricane (Housing & Stability)

The recent storm displaced several families and disrupted routines, including how students get to school.

0
4

Lack of Funds for Public Transit / Ride Shares (e.g. Uber)

Transportation options exist, but the cost is often out of reach for families in crisis.

0
5

District H.E.L.P. Team Process

Delays or limitations in the support process can leave families without timely transportation solutions. (240 schools - 6 HELP team members)

0
6

The Impact...

On Families



Stability

Unreliable transportation disrupts daily routines, making it harder for families to maintain a stable home life.



Emotional Well-being

Constant transportation stress erodes families' sense of control, security, and emotional well-being.



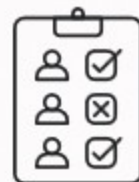
Consistency

Inconsistent transportation leads to missed appointments, school days, and support services.



Opportunity

Lack of access limits opportunities for work, education, and community resources.



School Attendance /Performance

Students miss valuable class time and fall behind academically due to transportation-related absences.



Job Attendance /Performance

Parents struggle to get to work reliably, affecting job security and income stability.





CLOSING COMMENTS

BREE LUCKIE

Chief Communications & People Officer
University Area CDC



Hillsborough
County Florida

Special
Announcements



VIRTUAL EMPLOYMENT BOOTCAMP WORKSHOP

Are you ready to take your career to
the next level?

FRIDAY, APRIL 18, 2025
10:00 AM - 12:00 PM



Special Announcements

IS YOUR COMPANY



HIRING?



- **We're looking for**
- **vendors for our Teen Summer Job Fair!**
- **APRIL 26TH**
- **10:00 AM - 12:00 PM**
- **Victor Crist Community Center**
- **in the Community Room**



OPEN POSITION ALERT:
University Area CDC is hiring!

DIRECTOR OF PHILANTHROPY



**VISIT [UACDC.ORG/CAREERS](https://uacdc.org/careers) TO VIEW FULL
POSITION DESCRIPTION AND/OR APPLY**

**Special
Announcements**

Special Announcements

FREE HOMEBUYERS WORKSHOP

*Registration is REQUIRED
Limited Seats*



Saturday, May 17th

8:30am - 4:30pm

Harvest Hope Park Center

13704 North 20th Street • Tampa, FL 33613

Special Announcements

Car Seat Distribution and Education Class



Baby on Board!
BayCare Kids wants to keep your child safe
and secure on the road.

Class Details:

- You **MUST** arrive on time.
- Your **Child** and **Vehicle** must be **present**.
 - If pregnant, you must be at least 20 weeks.
- Be prepared to adjust the car seat harness in the classroom and install your new car seat in your vehicle.

Class Dates:

Wednesday- April 16, 2025
4:30-6:30pm

Wednesday- May 21, 2025
4:30-6:30pm

Location:

Harvest Hope Park
13704 N 20th Street
Tampa, FL 33613

Qualifications include:

- Medicaid
- SNAP
- WIC

To register:

Search for "Harvest Hope" at
www.BayCareEvents.org



Special Announcements



COMMUNITY RESOURCES

Search...



Home

Events

About ▾

Programs ▾

Locations ▾

Donate / Get Involved ▾

Partners Coalition

Community Resources

Check out the list below of local organizations that offer helpful resources, tools and services that you may find useful.

Special Events

Salute to Scholars



SALUTE TO SCHOLARS
Applications are now OPEN!

DEADLINE: Friday, May 2nd | 5pm

The **scholarship application** is open to graduating seniors at any Hillsborough, Pinellas, or Pasco County high school in the Tampa Bay area.

[LEARN MORE](#)

Summer Jobs with Hills Co.



SUMMER JOBS WITH HILLSBOROUGH COUNTY
Summer Camp Leaders

Hillsborough County is hiring part-time and seasonal employees for its parks and recreational summer camps and programs.

[LEARN MORE](#)



Special Announcements

Job Services

Certified Nursing Assistants (CNA) Training



The United Way Suncoast is offering full scholarships to residents who qualify from Hillsborough, Pinellas, Manatee, Sarasota, and Desoto counties.

[Organization Website](#)

CDC of Tampa Workforce Program



Workforce Training Courses

[Organization Website](#)

Resume Builder



Resume Builder

Employment Services for People Experiencing Homelessness

[Organization Website](#)

Food / Nutrition Assistance

Feeding Tampa Bay Mobile Pantry



Connects the Tampa Bay community to food resources

[Organization Website](#)

Kinship Free Market



Provides FREE fresh produce & groceries

[Organization Website](#)

Trinity Cafe



Provides free meals daily, 365 days a year

[Organization Website](#)

Faith Life Church



Faith Life Church (Bearss Avenue) distributes free food every 1st and 3rd Saturday of the month

[Organization Website](#)

St. Vincent de Paul Society



St. Vincent de Paul Society food pantry (Nebraska Ave)
Mon-Wed from 8-10AM

[Organization Website](#)



Special Announcements

Financial Assistance

Adult Emergency Financial Assistance Program (AEFAP)



Financial Assistance

[Organization Website](#)

Hillsborough County Financial Assistance



Financial Assistance

[Organization Website](#)

Metropolitan Ministries



Financial assistance with rent, mortgages, and utilities on a daily basis (while funding lasts).

[Organization Website](#)

Transportation

HART/Sunshine Line



Bus Pass Program

[Organization Website](#)



Housing Assistance

U.S. Department of Housing and Urban Development



HUD'S Public Housing Program

[Organization Website](#)

Tampa Housing Authority



Assisted Housing

[Organization Website](#)



Special
Announcements

Submit
events/programs/services
for consideration to
webmaster@uacdc.org



NEXT GATHERING:

July 17, 2025



Hillsborough
County Florida



**Host a RESOURCE TABLE
at the next gathering!**

Contact: Brooke Moore, bmoore@uacdc.org



JOIN THE DIRECTORY!

The Partners Coalition Directory allows members to keep the lines of communication open between quarterly meetings and refer clients or program participants with ease.

Scan the QR code or visit uacdc.org/partnerscoalition



Hillsborough
County Florida



RESOURCE TABLES

AMRoC Fab Lab

HART

Florida Home Partnership

America's SBDC - Florida

IFAS Extension - University of Florida

Thank you

FOR YOUR ATTENDANCE



Hillsborough
County Florida

