

TBARTA's Bus Rapid Transit Project Gets a Name: Regional Rapid Transit

FOR RELEASE TUESDAY, Sept. 10, 9am

CONTACT: Chris Jadick, Director of Communications
Chris.Jadick@TBARTA.com
Phone: (813) 639-7743

TAMPA, Fla. (September 10) – The Tampa Bay Area Regional Transit Authority's (TBARTA) proposed 41-mile bus rapid transit (BRT) project along I-275 connecting Hillsborough, Pasco, and Pinellas counties has a new logo, informational video, website, and a name: Regional Rapid Transit.

"This will be high-quality transit that embodies many of the same benefits as light rail," said David Green, TBARTA Executive Director. "As we continue our work to engage and inform Tampa Bay on the benefits BRT will offer, it's important the project has a name reflecting those qualities. Regional Rapid Transit accurately and succinctly describes what riders will experience."

BRT is designed to provide fast, comfortable, and cost-effective transportation, and is increasingly being implemented around the world. Cities in the United State now operating BRT include Eugene, Los Angeles, Cleveland, Minneapolis, Indianapolis, and Las Vegas, with service being planned in Miami, Jacksonville, St. Petersburg, Kansas City, and Albuquerque, among others.

TBARTA's proposed route would begin in downtown St. Petersburg and travel north on I-275 through downtown Tampa before ending in Wesley Chapel. The project is currently undergoing a Project Development and Environment (PD&E) study, made possible through a grant from the Florida Department of Transportation (FDOT).

"This project represents a phenomenal opportunity for Tampa Bay," said Jack Gonsalves, WSP USA's national BRT design expert, part of TBARTA's consultant team. "We have an opportunity to push the envelope of BRT design and technology while reimagining how our interstates can better serve all, connecting the region in ways that are not available today."

A video introducing the Regional Rapid Transit project can be viewed, along with project information at www.rrt.tbarta.com. As the Regional Rapid Transit project progresses, the website will be updated with new information. This phase of the study examines the length and location of dedicated transit lanes; the number, types, and locations of stations; the potential for economic growth; and the ability to seamlessly connect the BRT to our current and planned local transit services provided by the Hillsborough Area Regional Transit Authority (HART), Pasco County Public Transportation (PCPT), and the Pinellas Suncoast Transit Authority (PSTA).

"Tampa Bay is increasingly a regional community with a need for better connectivity that benefits residents, workers, and visitors," Green said. "Not only will this project provide a more extensive and efficient means to get people where they want to go, it will also serve as a catalyst for future regional transit projects."

TBARTA is Tampa Bay's regional transit authority, dedicated to advancing regional transportation

needs in Hernando, Hillsborough, Manatee, Pasco and Pinellas counties. It is authorized by the state legislature to plan, develop, fund, implement, and operate a world-class regional transit system in Tampa Bay.

For more information about TBARTA and the Regional Rapid Transit project, contact Chris Jadick, TBARTA Director of Communications, at Chris.Jadick@tbarta.com or 813-639-7743.

###

The Tampa Bay Area Regional Transit Authority (TBARTA) works to advance regional transportation needs in Hernando, Hillsborough, Manatee, Pasco and Pinellas counties. Our purpose is to plan, develop, fund, implement, and operate a world-class regional transit system in Tampa Bay. For more information, visit www.TBARTA.com.