The TECOline Streetcar
A Tampa Case Study
The Mission: Converting former industrial and warehouse space into the “Visitor Crescent”

Over $1 Billion in new private developments dot the 2.4 mile TECO Line Streetcar System.
Residential Development is also booming in the corridor.

- **Complete** Units 645
- **Under Constr.** Units 2,563
- **Planned** Units 11,251

Grand Central on Kennedy

The Towers at Channelside sit directly across the street from the streetcar.
Two Major Hotels Chose to Locate Directly Adjacent to the Streetcar

Embassy Suites at Tampa Convention Center

Hampton Inn in the Ybor City historic district
Expansion plans take the streetcar to the new cultural arts district and create new opportunities to grow and infill a former “dead zone” in the north end of downtown.
Ridership Exceeds Projections

432,000 riders in the first full year of operation (350k were predicted)
Ridership Generators

- **Major:**
  - Convention Activity
  - Cruise Ship Activity
  - Large Special Events
  - Ybor/Channelside

- **Minor:**
  - Florida Aquarium
  - Charter Groups
  - Existing Transit Users
  - Local Recreation
TECO Energy paid $1,000,000 for the naming rights to the initial 2.3 mile system.

The former Tampa Electric Company began life as Tampa Electric Streetcar Company. Naming rights entitle them to prominent signage on all streetcars, maps, print materials and stations.
Construction Costs

<table>
<thead>
<tr>
<th>What it cost</th>
<th>What was the source</th>
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<tbody>
<tr>
<td>Linear Infrastructure:</td>
<td>City of Tampa: $14 M of gas tax revenue, Federal earmarks, Hillsborough MPO (flex funding &amp; CMAQ), FDOT intermodal funds, &amp; Federal Livable Communities grant paid the rest.</td>
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<td>$39 million</td>
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<td>Related Facilities:</td>
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<td>Ybor Station $9.3 M</td>
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<td>Southern Transportation Plaza $14.5 M</td>
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<td>Total $63 M</td>
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Streetcar Operating Cost & Funding Sources

Estimated Operating Cost: $1.3 Million Annually

- Fares & Marketing
- Assessment District (.0033 mills)
- Endowment Fund
The Endowment Fund

Helps support the operation of the streetcar. Was intended to last a minimum of 10 years. Managed by Tampa Historic Streetcar, Inc.

**Worst Case Scenario**

- Fund balance goes to zero in FY 2011

**More Optimistic Scenario**

- Fund balance extends to late 2012

The City of Tampa must assume any financial obligations after the endowment is exhausted.
Benefits to the City of Tampa

**Ridership**

<table>
<thead>
<tr>
<th>Year</th>
<th>Ridership</th>
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<tbody>
<tr>
<td>2003</td>
<td>420k</td>
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<tr>
<td>2004</td>
<td>425k</td>
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<tr>
<td>2005</td>
<td>434k</td>
</tr>
<tr>
<td>2006</td>
<td>390k</td>
</tr>
<tr>
<td>2007</td>
<td>438k</td>
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65 percent of streetcar riders are tourists or conventioneers.

**Economic Development**

- Private Real Estate Investment in the streetcar corridor tops $1 billion.
- Residential development is leading the way followed by mixed use.
Southern Transportation Plaza

Winner: 2004 Planning Commission Community Design Award
Ybor Station Carbarn

Outstanding Design for an Industrial Use in a Historic District

2003 Community Design Award Winner
Tampa’s Newest Icon