

Citrus County Transit Development Plan (2026-2035)

September 2025

Final Draft





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Acronym List

| | |
|--------------|-------------------------------------------------|
| AADT | Annual Average Daily Traffic |
| ACS | American Community Survey |
| ADA | Americans with Disabilities Act |
| ALICE | Asset Limited, Income Constrained Employed |
| ARPA | American Rescue Plan Act |
| BEBR | Bureau of Economics and Business Research |
| CEDS | Comprehensive Economic Development Strategy |
| COA | Comprehensive Operational Analysis |
| CPI | Consumer Price Index |
| CTD | Commission for the Transportation Disadvantaged |
| DTA | Density Threshold Assessment |
| EDD | Economic Development District |
| EJ | Environmental Justice |
| FAC | Florida Administrative Code |
| FDOT | Florida Department of Transportation |
| FHWA | Federal Highway Administration |
| FTA | Federal Transit Administration |
| FTIS | Florida Transit Information System |
| FY | Fiscal Year |
| GHG | Greenhouse Gas Emissions |
| GIS | Geographic Information Systems |
| GTFS | General Transit Feed Specification |
| IABP | Inverness Airport Business Park |
| IMA | Interchange Management Area |
| LEHD | Longitudinal Employer-Household Dynamics |
| LEP | Limited English Proficiency |
| LOPP | List of Priority Projects |
| LRTP | Long Range Transportation Plan |

| | |
|--------------|--------------------------------------------------|
| MPO | Metropolitan Planning Organization |
| PIP | Public Involvement Plan |
| RH | Revenue Hours |
| RLRTP | Regional Long Range Transportation Plan |
| RM | Revenue Miles |
| SCTPA | Sun Coast Transportation Planning Alliance |
| SRTS | Safe Routes to School |
| SWOT | Strength, Weakness, Opportunities, and Threat |
| TBEST | Transit Boardings Estimation and Simulation Tool |
| TBRPC | Tampa Bay Regional Planning Council |
| TD | Transportation Disadvantaged |
| TDP | Transit Development Plan |
| TDSP | Transportation Disadvantaged Service Plan |
| TIP | Transportation Improvement Plan |
| TOI | Transit Orientation Index |
| UPWP | Unified Planning Work Program |
| VOMS | Vehicles Operated in Maximum Service |



SECTION 1. Introduction

The Transit Development Plan (TDP) is being developed by the Hernando/Citrus Metropolitan Planning Organization (MPO), in partnership with Citrus County Transit, Citrus County's transit service provider. The TDP articulates Citrus County's long-term vision for public transportation and serves as the strategic framework to guide transit planning and investment over the next ten years.

To comply with the Florida Department of Transportation's (FDOT) requirements, all transit agencies that receive State Block Grant funding must conduct a major update of their TDP every five years, along with annual progress reports and monitoring during the years in between. The State of Florida Public Transit Block Grant Program, established by the Florida Legislature, provides consistent funding to support public transit operations.

As a strategic planning document, the TDP identifies system needs in an unconstrained manner, including any needed service and capital projects. Citrus County Transit's TDP will cover fiscal years (FYs) 2026-2035 and the adopted TDP will be submitted to FDOT by March 1, 2026.

Plan Objectives

This TDP update will identify strategies to address growth and increase transit access throughout Citrus County. The resulting TDP will be compliant with the latest TDP Rule adopted July 9, 2024, as outlined in Chapter 14-73, Florida Administrative Code (F.A.C.). As a strategic plan, the TDP will identify needs in an unconstrained fashion including service improvements that are

currently unfunded. The 10-year vision will identify improvements and provide a beneficial tie and be consistent with the Hernando/Citrus MPO's Long Range Transportation Plan (LRTP) goals and priorities.

Per the TDP Rule, "A TDP or an annual TDP Update shall be used in developing the Department's five-year Work Program, the Transportation Improvement Program, and the Department's Program and Resource Plan." Projects identified in this TDP will be used in developing these transit programs for Citrus County.

TDP Requirements

Key requirements of the current TDP Rule, effective July 9, 2024, include:

- Major update completed every 5 years, covering a 10-year planning horizon.
- A Public Involvement Plan (PIP) approved by FDOT or consistent with the approved MPO public participation plan.
- Description of the process used, and the public involvement activities undertaken.
- Solicitation of comments from local and the regional workforce development board.
- Notification to FDOT, the local/regional workforce board, local government comprehensive planning departments, and the MPO of all public meetings. These entities must also be given an opportunity to review and comment on the TDP during the development of the proposed public transportation projects and services and the 10-year implementation program.



- Detailed coordination program defining collaborative participation and consistency in developing and implementing the TDP and the LRTP with the local MPO, and other related programs such as the Unified Planning Work Program (UPWP), Transportation Improvement Program (TIP), and Corridor Development Studies.
- Estimation of the community's demand for transit services using the planning tools provided by FDOT or an alternative demand estimation technique approved by FDOT.
- Assessment of land use and urban design patterns to the extent of supporting or hindering transit services, including efforts to support a multimodal environment and an assessment to address priority transit corridors.
- A 10-Year Operating and Capital program, including a schedule of projects, a financial plan, and a list of priority projects.

Organization of This Report

This report is organized into five sections, including this Introduction.

Section 2 presents the **Public Outreach** activities, including a summary review of the public involvement efforts completed and the associated findings. TDP outreach efforts were conducted in two phases and included stakeholder interviews, public input surveys, public workshops, and grassroots outreach.

Section 3 summarizes the **Operating Context** in which transit services operate in Citrus County. This includes a physical description of the study area, demographic and socioeconomic characteristics and trends that may impact transit services. Citrus

County Transit existing services were also assessed. A review of local, regional, state, and federal plans and documents is presented to identify and evaluate applicable federal and state policies, as well as local and regional community goals and objectives that relate to transit and mobility.

Section 4 documents the **Land Use and Priority Transit Corridor Assessment**, which addresses local land use policies, urban design practices, and development patterns in Citrus County. This section includes a Corridor Assessment which integrates data and findings with input and direction from the community to identify priority corridors for improving transit in the next 10 years.

Section 5 summarizes the **10-Year Operating and Capital Program** developed for Citrus County Transit's transit service. This includes the recommended service and capital/technology/policy improvements and unfunded needs. It also includes a discussion of the capital and operating costs and revenue assumptions used. The improvements are prioritized and programmed into a phased 10-year implementation plan.

TDP Checklist

This TDP meets the requirements for a five-year TDP update in accordance with Rule Chapter 14-73, F.A.C. Table 1-1 is a list of TDP requirements from Rule 14-73.001 and indicates where each can be found in this 10-year plan.



Table 1-1: TDP Checklist

| TDP Rule Requirement | TDP Component Section |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| ✓ Approved PIP for public involvement (TDP-specific PIP approved by FDOT, or MPO-adopted PIP approved by Federal Transit Administration [FTA] and Federal Highway Administration [FHWA]) | Public Involvement Section 2 & Appendix A |
| ✓ Opportunities for public involvement outlined in PIP | Public Involvement Section 2 & Appendix A |
| ✓ Summaries of outreach process and activities included in TDP | Public Involvement Section 2 |
| ✓ Solicitation of comments from local/regional workforce board | Public Involvement Section 2 |
| ✓ Notifications on public meetings to FDOT, local/regional workforce board, local government comprehensive planning departments, and MPO | Public Involvement Section 2 |
| ✓ Review opportunities for FDOT, local/regional workforce board, local government comprehensive planning departments, and MPO | Public Involvement Section 2 |
| ✓ Relationship reviews of plans/studies as identified by TDP Rule | Operating Context Section 3 |
| ✓ Coordination with MPO on LRTP data, outreach, and goals | Operating Context Section 3 |
| ✓ Consistency review with UPWP, TIP, and Corridor Development Studies | Operating Context Section 3 |
| ✓ Assessment of land use and urban design patterns | Land Use & Corridor Development Section 4 |
| ✓ Identification, evaluation, and ranking of priority transit corridors | Land Use & Corridor Development Section 4 |
| ✓ Annual projections of transit ridership using FDOT-approved software tool or other FDOT-approved method | Operating & Capital Program Section 5 |
| ✓ 10-year Schedule of Projects with descriptions, maps, timelines, costs, and the types and levels of service and capital improvements | Operating & Capital Program Section 5 |
| ✓ 10-year Financial Plan with operating and capital costs for the Schedule of Projects | Operating & Capital Program Section 5 |
| ✓ Ranked List of Priority Projects based on the Schedule of Projects, with descriptions, types, locations, and funding availability | Operating & Capital Program Section 5 |
| ✓ Presented to the MPO Board | N/A |
| ✓ Approved by transit agency governing board | N/A |
| ✓ Submitted to FDOT by March 1, 2026 | N/A |



SECTION 2. Public Outreach

Public input provides critical information for developing the 10-year transit needs and ascertain community perceptions on and expectations for transit services locally and regionally. This section summarizes the public involvement process and related activities conducted for Citrus County's TDP. Key findings from each of the completed events also are analyzed and discussed.

Prior to initiating any activities, Citrus County Transit and the Hernando/Citrus MPO prepared a Public Involvement Plan (PIP) to guide the public involvement process and activities to be undertaken during the TDP. The PIP was submitted for review and approval by FDOT District Seven prior to implementing the TDP outreach activities. As shown in Appendix A, the PIP includes a wide range of activities to provide numerous opportunities for involvement by the public and key stakeholders representing local and regional public or private agencies and organizations.



Source: Benesch



TDP Outreach Summary

To engage a full range of community stakeholders and facilitate active participation during Citrus County's TDP development process, activities categorized as direct or indirect were used.

Indirect involvement techniques use materials or methods to inform the public and stakeholders about the project.

Direct involvement techniques directly engage the public and stakeholders "hands-on." Table 2-1 summarizes the public involvement activities conducted and the scale of engagement.

Table 2-1: TDP Outreach Participation Overview

| Event | Date | Engaged |
|-----------------------------------------------------|-----------------------------|---------------|
| Review Team Meetings | October 2024– June 2025 | 5 |
| Stakeholder Discussions | November–December 2024 | 17 |
| Open House Public Workshops | | |
| Central Ridge Library | November 20, 2024 | 32 |
| Inverness Walmart Bus Stop | April 16, 2025 | 22 |
| Surveys | | |
| Transit Needs | November 2024– January 2025 | 260 |
| Transit Priorities | April – May 2025 | 110 |
| Grassroots Outreach | October 2024– June 2025 | 674 |
| Email, Web, Social Media, and Other Outreach | November 2024– June 2025 | 50+ |
| Total | | 1,165+ |



Review Team Meetings

A goal of Citrus County's TDP is that it is developed with the necessary oversight, quality control, and transparency. To support this, a Review Team was formed to guide the process and facilitate input. Coordination meetings with the Review Team were conducted as follows:

- **Project Kick-off** — In October 2024, a virtual meeting was held with Citrus County Transit and the Hernando/Citrus MPO to discuss the TDP goals and objectives, review project tasks and deliverables, discuss the planned public involvement strategies, and review the project schedule.
- **Review Meeting #1** — In March 2025, a virtual meeting was held with the Review Team, CareerSource Citrus Levy Marion, and the Citrus County Comprehensive Planning Department to review the Phase I public involvement findings and discuss the 10-Year transit needs.
- **Review Meeting #2** — This meeting will be held in June 2025, to discuss prioritization of transit strategies, the draft TDP, and TDP funding and implementation schedule.

Phase I Outreach

The first phase of outreach is important to establish the needs and priorities among residents, visitors, and stakeholders in the community. This phase helps build community support, educates the public about transit, and is a great way to spread the word about TDP efforts. This phase engages and educates the public about the TDP's purpose, benefits, and impacts and builds support and interest in Citrus County Transit.

Phase 1 outreach gathers feedback and viewpoints from the public, community stakeholders, and elected officials, ensuring that potential issues are identified early. For Citrus County's TDP, Phase 1 outreach included stakeholder discussions, an open house public workshop, and a public input survey.



Stakeholder Interviews

Stakeholder interviews are one-on-one meetings to gather input from policy, agency, or community leaders regarding the future for Citrus County Transit and transit needs in the community. This input enhances the understanding of local conditions for transit as assessed through the perceptions and attitudes of stakeholders representing members of the broader community. To understand more about Citrus County and its vision for transit, 17 stakeholders were engaged in November and December 2024 (Table 2-2).

Interview Methodology and Technique

A uniform list of questions and discussion topics were discussed with each stakeholder and the instrument is included in Appendix A. The input received was reviewed and major themes identified and summarized. Overall, interviewees indicated Citrus County Transit is a needed service and integral service for the community.

Table 2-2: Stakeholders

| Name | Organization |
|------------------------|---------------------------------------------|
| Rebecca Bays | Citrus County Board of County Commissioners |
| George Schmalstig | United Way Director |
| Kristy Jocelyn | B.A.S.I.C.S. United |
| Ann Marie | Daystar |
| Nichelle Mohre-Cassidy | District Student Services, Citrus Schools |
| Toby Rowlinson | Withlacoochee Technical Institute |
| Theresa Flick | Key Training Center |
| RJ Fontana | Family Resource Center |
| Debbie Letterman | Career Source |
| Cindy Fein | NAMI Citrus |
| Lynsie Roddenberry | Support Services (Senior Program) |
| Barbara Venditto | Mid Florida Homeless Coalition |
| Carmen Hernandez | Florida Dept. of Health Citrus County |
| Josh Wooten | Citrus County Chamber of Commerce |
| Katie Myers | Citrus Memorial Hospital |
| Kevin Garside | TGH - Seven Rivers Medical Center |



Transit Today

Needed Service — Stakeholders gave many compliments to Citrus County Transit. It helps connect residents with educational opportunities, jobs, and medical appointments. It is considered a reliable service, especially for those that do not have vehicles or cannot drive. However, the service is somewhat limited and may not be attractive to discretionary riders due to the current service hours.

Needed Awareness — Although stakeholders had positive things to say about the service, there is not much awareness about the service, but support has increased for transit since 2020. While the information is available on the website, it is not always easy or simple to find.

Growing Traffic Congestion — As the area has grown, traffic congestion has increased and transit is viewed as a solution to alleviate traffic congestion. This will become important as more residents age in place and younger adults continue to move to the community.

Responsive — Citrus County Transit is very responsive to feedback and appreciated for the support to families across the county. It is valued that Citrus County Transit's service connects residents to shelters during inclement weather events, such as cold weather and hurricanes.

Growth — Growth is occurring throughout the county, but increasing in traditionally more rural areas and specifically the north portions of the county. Established areas with increased growth include Citrus Springs, Highlands, Inverness, and Beverly Hills. Areas adjacent to the Suncoast Parkway are experiencing

growth. Additionally, commercial growth is increasing adjacent to SR-44, including the Black Diamond shopping center.

Where We Want to Go

New Service — Stakeholders would like to see increased service in central county, specifically Lecanto. To serve the more rural areas efficiently, on-demand point-to-point service to connect residents to a bus stop or destination within the zone is desired.

Regional Service — There is demand to connect to Hernando and Marion counties, specifically to Brooksville and Ocala areas.

Expanded Service Hours and Days — Stakeholders indicated a need for expanded service hours with later service until 9 PM. Some clients cannot access jobs or other services with Citrus County Transit's limited service hours. More weekend service is also needed to connect riders to jobs and recreation.

More Frequent Service — Service may be more attractive if more frequent. Stakeholders agreed that all service should be hourly, with more popular routes being 30 minutes.

New Technology — Technology needs to be a part of Citrus County Transit's growth; some stakeholders want a mobile app to support access to service and information. An interactive map is needed that shows the destinations that routes serve and that also indicates where the next bus is. At bus stops, digital boards could let riders know when the next bus will be arriving.

Bus Stop Infrastructure — Better bus stop infrastructure and increased accessibility to existing bus stops are needed. Some felt that it is a safety issue to connect to the existing stops without pedestrian or multimodal infrastructure.



How Do We Get There

Forward Thinking — Stakeholders agree that Citrus County

Transit should be forward thinking, keeping future growth and connecting to new popular destinations for recreation and jobs in mind.

Additional Marketing — Stakeholders agree that transit would benefit from a major awareness and education campaign. The materials should reflect local style and let potential riders know where they can take the service. Multimodal campaigns that include transit were mentioned.

New Information Avenues — In addition to the new technology opportunities previously mentioned, stakeholders said that the current website is difficult to navigate and recommended growing Citrus County Transit's social media presence along with expanding pamphlet distribution to libraries, non-profits, and food banks.

Public Private Partnerships — Partnerships between Citrus County Transit and private businesses to support services that link passengers to the businesses or other uses should be explored.



Phase I Public Workshop

As part of the TDP public involvement process to determine how Citrus County Transit should improve its service and to identify service needs, an open house public workshop was held at the Central Ridge Library on November 20, 2024. The focus was to understand participants' views about Citrus County Transit and ideas on how to improve the service. The following is a summary of the comments received concerning existing and future transit services in Citrus County. In addition to the public, stakeholders, FDOT, Hernando/Citrus MPO, CareerSource Citrus Levy Marion, and the Citrus County Comprehensive Planning Department were invited.

- Later Service — Most attendees indicated the top need is to extend service later to ensure access to jobs and services.
- More Frequent Service — Attendees agreed there is a need for at least 60-minute service.

In addition to various display boards and a feedback station, an interactive exercise also was included as part of the workshop. Most participants indicated they have used or would use the service to connect to work, shopping, or medical appointments. Additionally, a few attendees mentioned they would like to have a service to and from Tampa International Airport.



Source: Benesch



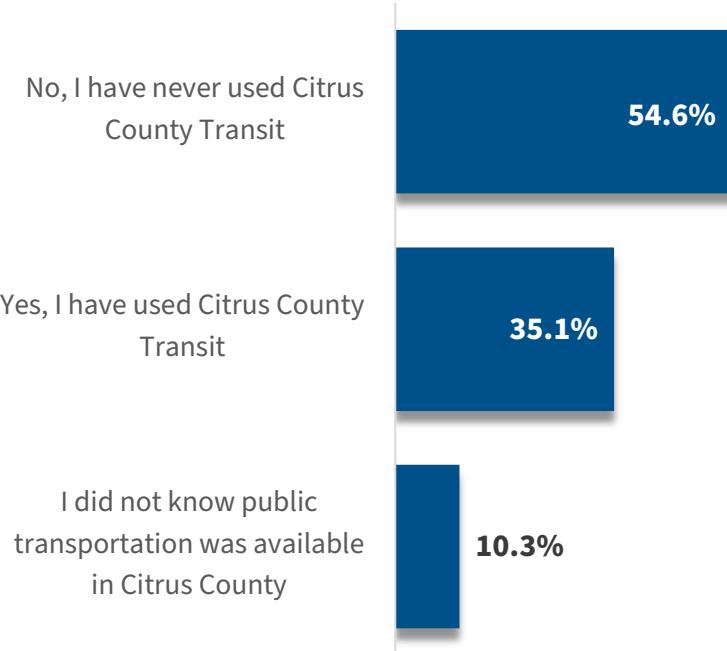
Needs Survey

An online survey was initiated in November 2024 and available for the public to take via social media, email, Hernando/Citrus MPO's website, Citrus County Transit's website, and at the first public workshop. An awareness campaign on the survey was conducted using online platforms and through the various TDP stakeholders. Questions were asked about current services, willingness to use public transit, and the community's transit needs. The survey was also designed to gauge public awareness of transit in Citrus County and to gather socio-demographic information about survey respondents. A total of 260 surveys were completed and the results are summarized below.

Needs Survey Results

Most respondents, 54.6%, have never used Citrus County Transit while 35.1% of respondents have. Approximately 10% of respondents were unaware that public transportation was available in Citrus County, highlighting a potential knowledge gap in the community.

Figure 2-1: Have you or a member of your household used Citrus County Transit, the public transit service in Citrus County?





Although most respondents have not used Citrus County Transit, the majority (88.6%) believe there is a need for additional or improved transit services (Figure 2-2). This highlights strong support for Citrus County Transit.

Figure 2-3 shows most respondents, 77.9%, indicated that Citrus County Transit needs more awareness, while only 22.1% believe there is good awareness about the service. This suggests agreement in the need to expand marketing efforts about Citrus County Transit's services.

Figure 2-2: Do you think there is a need for additional/improved transit services in Citrus County?

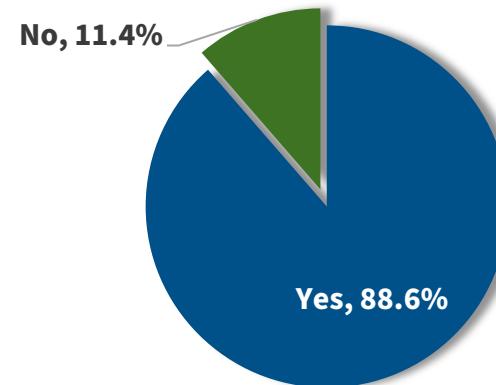
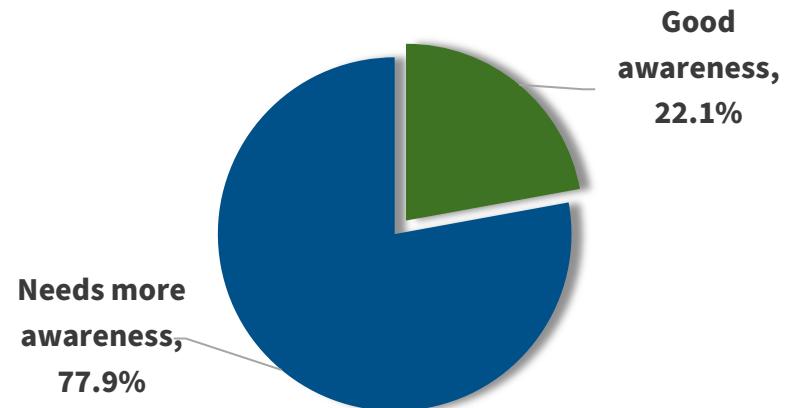


Figure 2-3: What is the level of awareness about public transit services in Citrus County?





When asked about preferred methods for distributing information about Citrus County Transit, 36.2% of respondents selected "All of the above," indicating a desire for a multifaceted approach to communication including social media, websites, newspapers, radio, and a mobile phone app. Among individual options, social media (18.8%) and websites (14.9%) were the preferred channels (Figure 2-4).

While a comprehensive strategy leveraging multiple platforms is ideal, emphasis should be placed on digital media to effectively reach the community.

When asked about trip purposes for using Citrus County Transit, the most popular responses are shopping (26.8%), medical (25.5%), and social/recreation (20.1%) (Figure 2-5).

The selected trip purposes highlight the importance of transit for accessing lifeline trips such as healthcare and shopping while also utilizing it for social and recreation.

Figure 2-4: How should information be distributed?

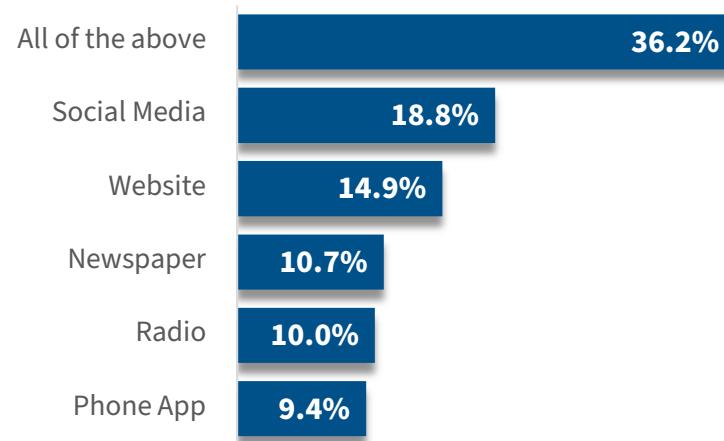
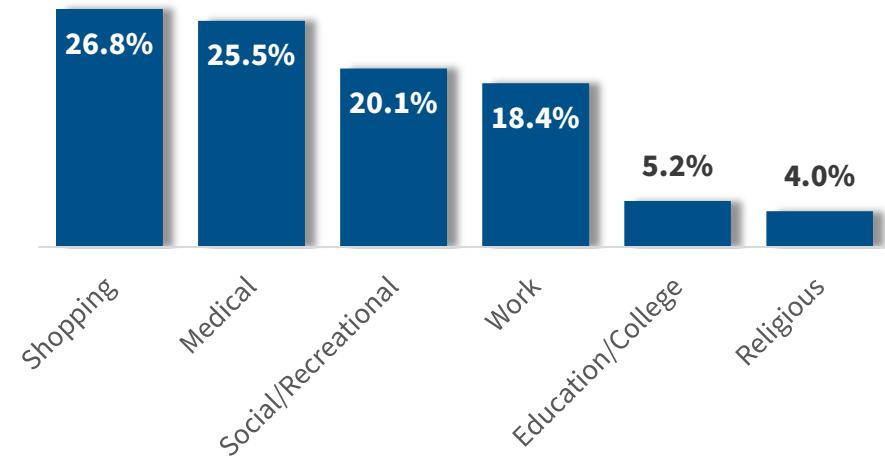


Figure 2-5: If you use Citrus County Transit now or decide to use it in the future, where would you go using it?





Most respondents (52.6%) indicated that they have never used app-based rideshare services such as Uber or Lyft (Figure 2-6) either because rideshare options are more limited in Citrus County or respondents do not prefer them.

Most respondents (90.0%) reported owning or using a smartphone (Figure 2-7). This access to mobile technology makes smartphone-based solutions, such as apps for transit information and services, a practical and accessible option for most riders, thus improving Citrus County Transit's engagement with the public.

Figure 2-6: Have you ever used an app-based on-demand rideshare service?

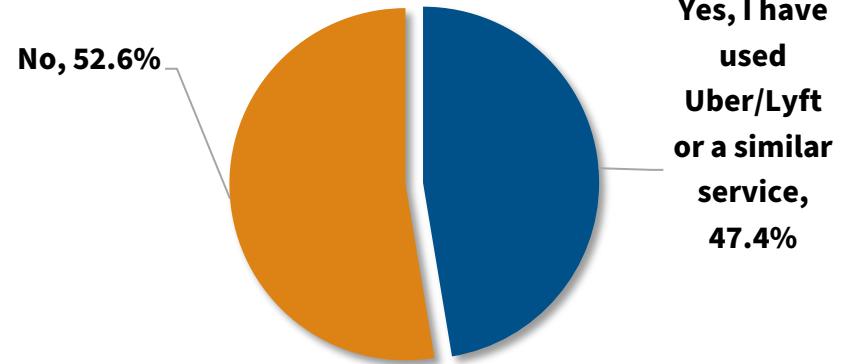
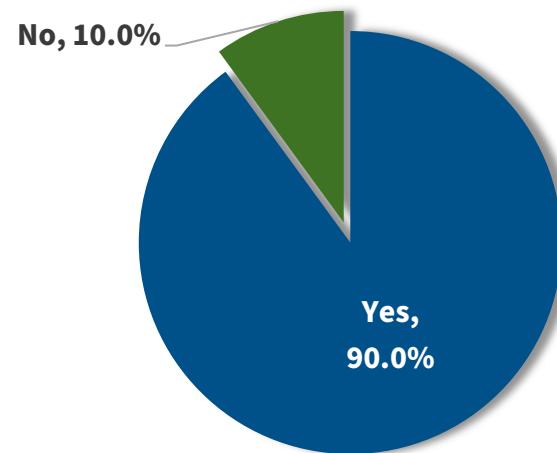


Figure 2-7: Do you own/use a smartphone?

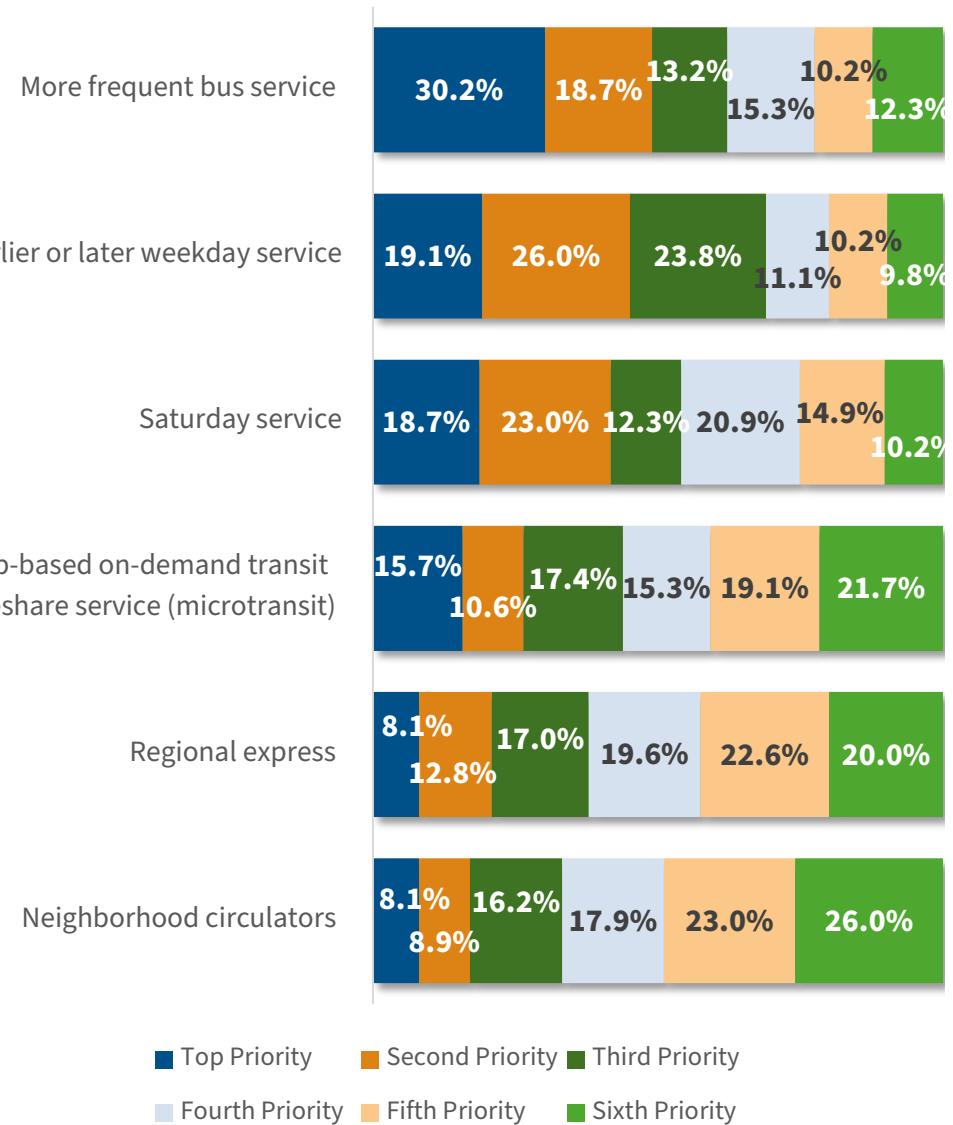




The highest priority for improvements to Citrus County Transit over the next 10 years is more frequent bus service, with 30.2% of respondents ranking this as their top priority. Other top priorities include earlier or later weekday service (19.1%) and Saturday service (18.7%) (Figure 2-8).

App-based on-demand transit rideshare service (microtransit) was ranked as a top priority by 15.7% of respondents, indicating interest in flexible, on-demand options. Regional express service and neighborhood circulators were highly prioritized by 8.1% of respondents, respectively.

Figure 2-8: Priority Improvements





Respondents who prioritized regional connections in the previous question were then asked to prioritize the regional destinations to which Citrus County Transit should connect. Regional connections to Marion and Hernando Counties were considered the top priorities, 55.7% and 35.8%, respectively (Figure 2-9).

As shown in Figure 2-10, technological improvements were highly prioritized, with 50.6% of respondents prioritizing a smartphone app that provides real-time bus locator and arrival information. Following this, 18.7% of respondents indicated that more bus stop amenities, such as shelters, benches, and bike storage, are an important consideration.

Figure 2-9: Priority Improvements | Regional

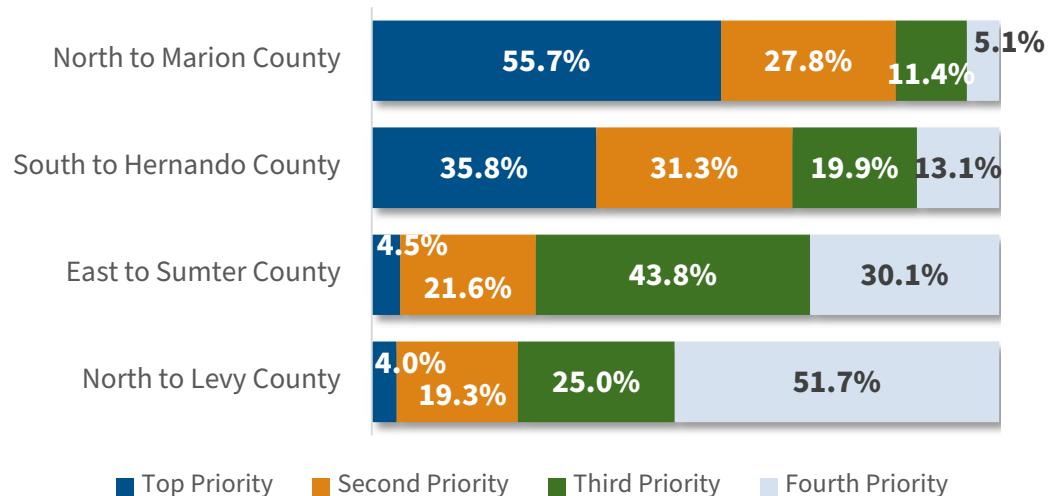


Figure 2-10: What should Citrus County Transit consider as the top capital/technology improvement for the next 10 years?

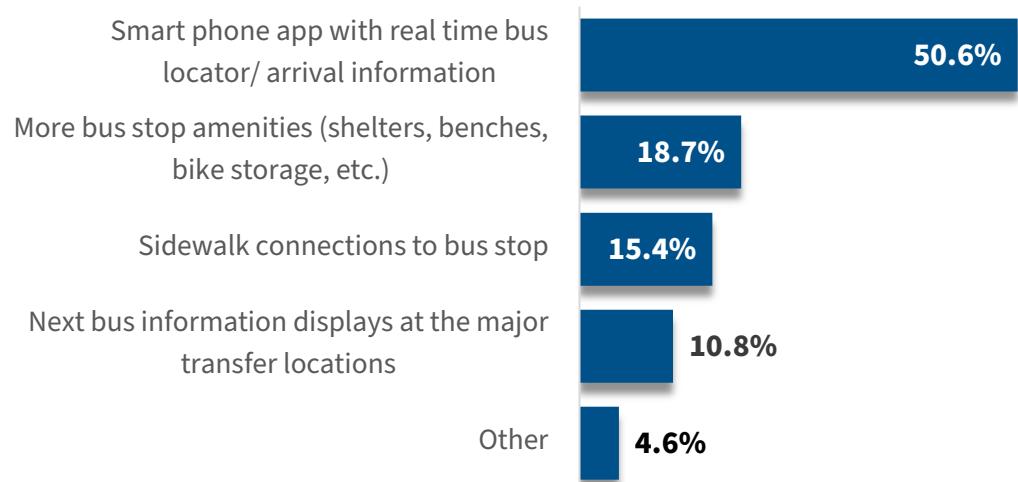




Figure 2-11 shows the gender of respondents with the majority (63.8%) being female. Male respondents make up 35.0%.

The most common age bracket selected was 60 years and older (48.4%). A significant portion of respondents (30.9%) fall between 41 to 60 years, while 15.4% are between 25 to 40 years (Figure 2-12).

Map 2-1 shows most survey respondents reside in the 34461, 34442, and 34465 ZIP codes, with other notable ones including 34446 and 34453. For work or school locations, the most common ZIP code is 34461, followed by 34429, and 34452 (Map 2-2).

Figure 2-11: Gender

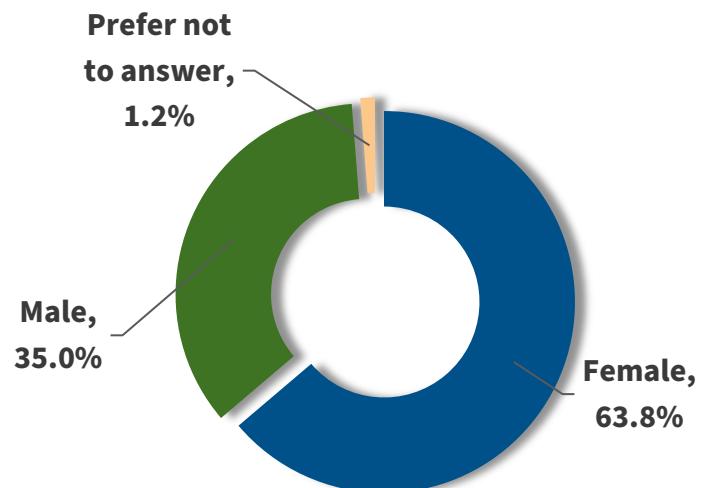
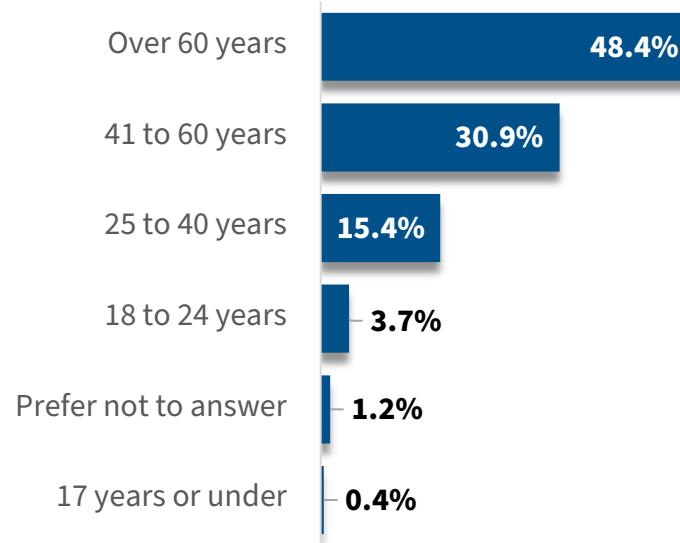
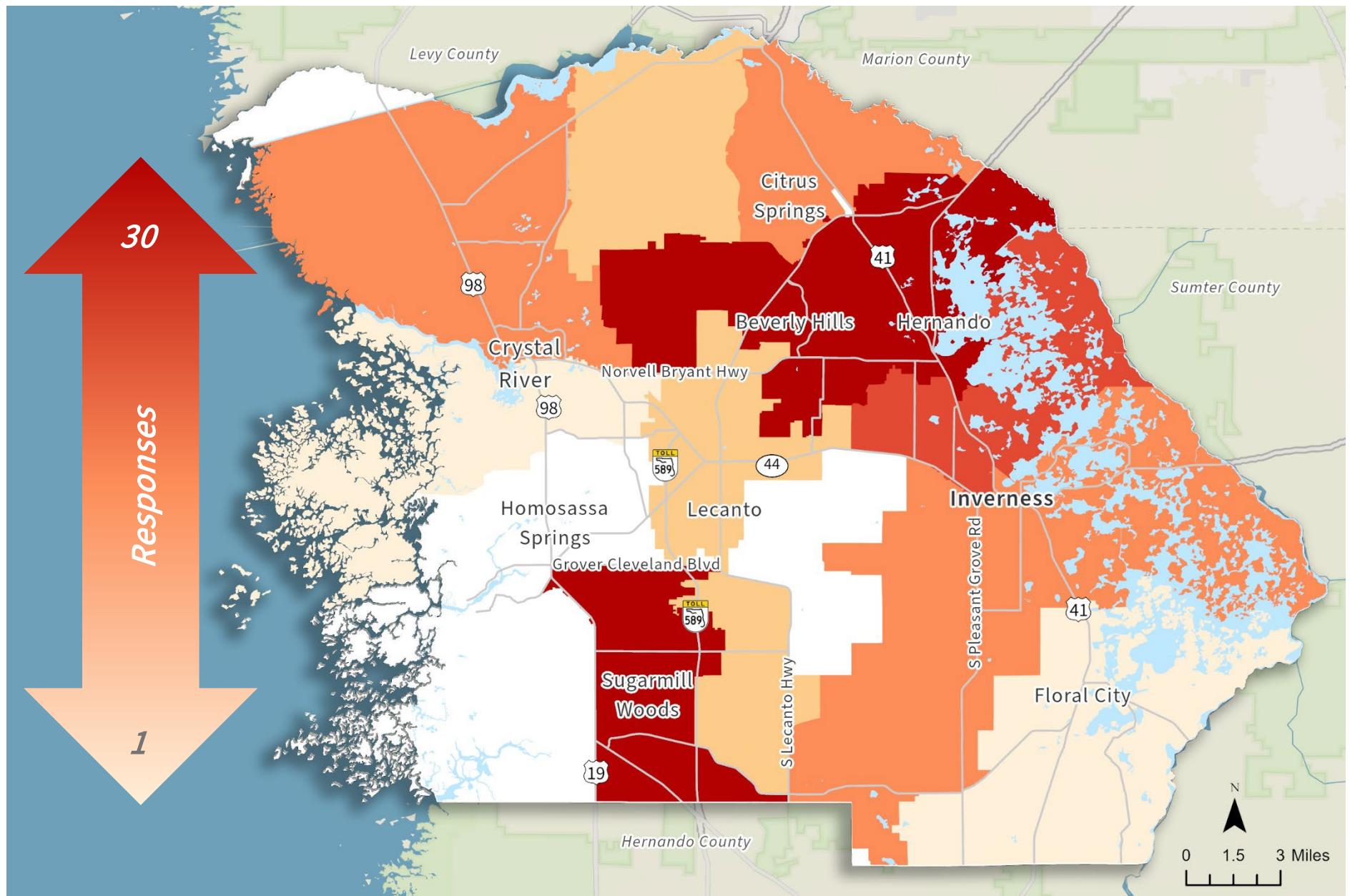


Figure 2-12: Age



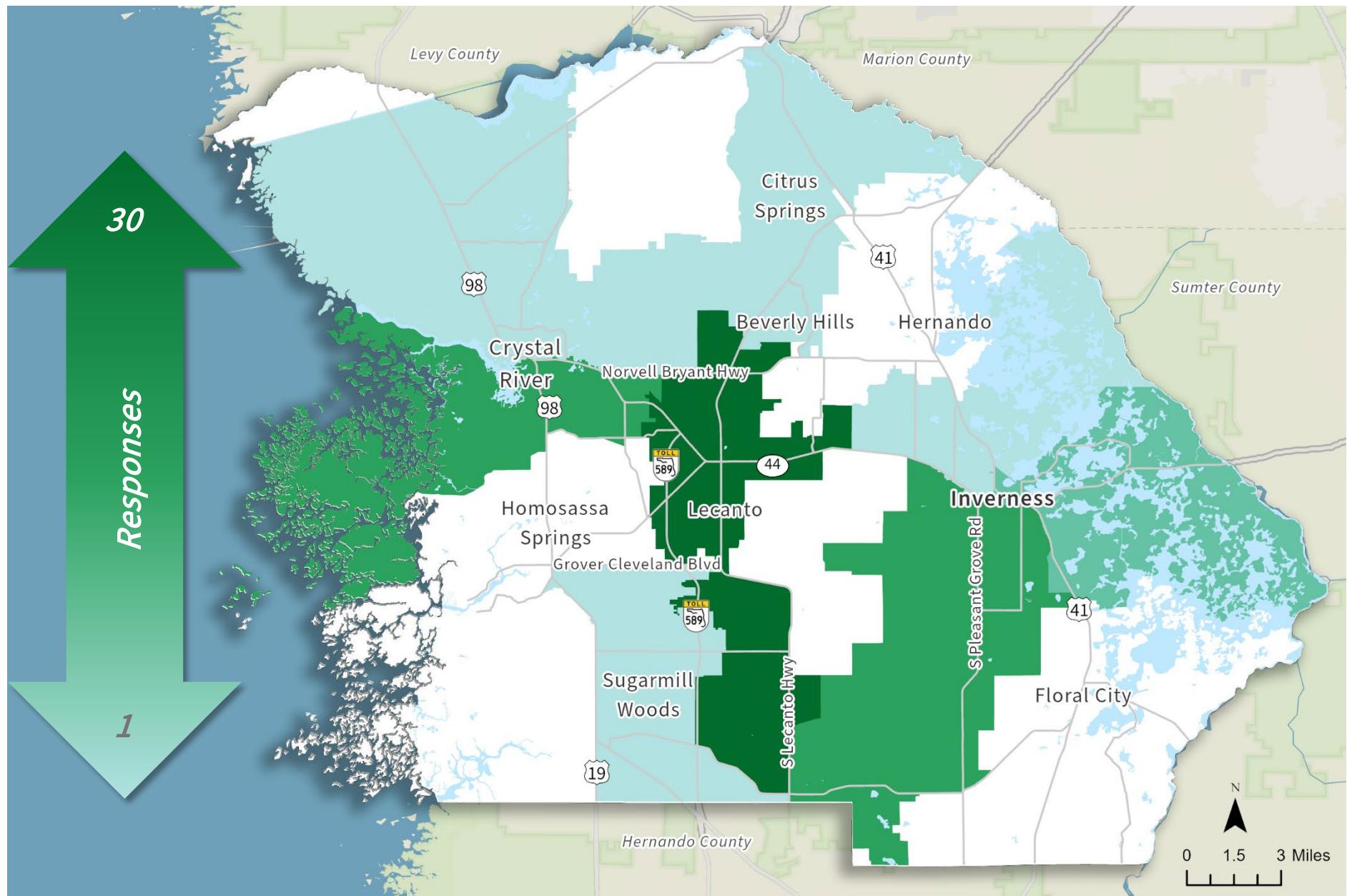


Map 2-1: Home ZIP Codes





Map 2-2: Work/School ZIP Codes





Phase II Outreach

The second phase of outreach for the TDP focuses on gathering feedback on the proposed improvements developed based on Phase 1 outreach, data analysis, and demand assessments. This phase is critical to ensure that the proposed transit improvements align with the local priorities to support the local transit vision. FDOT, Hernando/Citrus MPO, CareerSource Citrus Levy Marion, and the Citrus County Comprehensive Planning Department were given opportunity to review materials and give feedback.

Public input gathered through surveys and public workshops informed the second phase of outreach, which played a key role in shaping the list of priority projects.

Phase II Workshop

The second workshop was held at the Wal Mart Bus Stop in Inverness from 9:00 AM to 11:00 AM on April 16, 2025.

The workshop was an open-house style format in which participants could come at any time to engage in discussions with Citrus County Transit staff and the project consultant team. Participants viewed the display boards and materials showing the proposed transit services. Each attendee was encouraged to complete a transit priorities survey.

Most participants indicated they would like to have additional travel options within Citrus County, such as the Cross County Connector and additional bus stop infrastructure.



Source: Benesch



Priority Survey Results

From April to May 2025, a survey was available online to receive input on the proposed transit services. The survey was promoted on social media, at grassroots outreach events, via emails to stakeholders, and at the in-person public workshop. In total, 110 surveys were completed; a copy of the survey instrument is provided in Appendix A.

Participants were asked to indicate their support for the proposed service improvements in Citrus County. The top-rated service priorities are improvements to the existing Citrus County Transit routes, including the bus arriving every 60 minutes, Saturday service from 9:00 AM to 3:00 PM, and expanding service from 6:00 AM to 9:00 PM. All suggested service alternatives were received favorably, with “support” being the most frequently selected for most options proposed. Figure 2-13 shows all service improvements ranked by favorability.

Figure 2-13:Transit Priorities

A bus arrives every 60 minutes on all existing Citrus County Transit routes

91%

6% 3%

Add Saturday service from 9:00AM - 3:00PM on all routes

90%

8% 2%

Expand service on all routes to run from 6:00AM - 9:00PM

85%

10% 5%

Cross County Shuttle

83%

15% 2%

Jobs Express

78%

18% 4%

Microtransit

76%

20% 4%

Ocala Express

74%

21% 6%

■ Support ■ Neutral ■ No Support



Grassroots Outreach

In addition to the planned events, Citrus County Transit staff participated in multiple grassroots and pop-up events to promote Citrus County Transit and the TDP. Staff raised awareness about the public input surveys and other TDP outreach efforts, while also attempting to obtain input from those attending. To attract participants, Citrus County Transit set a table up with promotional materials such as transit information to spread awareness of the service. Through these grass roots events, staff engaged more than 670 people and also provided information on transit services.

Table 2-3: Grassroots Outreach Events

| Event | Date | # Engaged |
|---------------------------------------------|-----------------------|-----------|
| Healthy Living Fair | November 13, 2024 | 48 |
| Citrus County Chronicle | | |
| Customer Appreciation & Snowbird event | January 30, 2025 | 250 |
| Veterans Informational Seminar | February 15, 2025 | 60 |
| Citrus County Schools Transition Fair | February 22, 2025 | 20 |
| Citrus County High School Information Trips | February – April 2025 | 71 |
| Minority Health Fair | April 5, 2025 | 25 |
| All Hazards Expo | June 15, 2025 | 200 |
| Total | | 674 |



Source: Citrus County Transit



Other Outreach Efforts

Several indirect outreach methods were also used to educate and inform the public about the TDP process, as described below.

During this process, advertisements and content for riders and the public to inform on the latest TDP outreach events and updates were posted on the Citrus County Transit's social media.

Additionally, Citrus County Transit's website was used to encourage the public to take TDP surveys and attend the workshop.

Numerous emails with information about the online survey, upcoming public workshops, and the general TDP development process were used to engage and encourage public participation. Stakeholders were sent email notices and reminders for upcoming events such as the public workshops and encouraged to redistribute the information to other interested parties.



NOTICE OF PUBLIC WORKSHOP - CITRUS COUNTY TDP

There will be a Public Workshop for the Citrus County Transit Development Plan on Wednesday, November 20, 2024, from 11 AM to 1 PM at the Central Ridge Library. (1100 200th Ave, Inverness, FL 34453)



MPO/L RTP Outreach Coordination

Public outreach activities are essential for engaging communities, raising awareness, and gathering input on various projects, policies, and initiatives. The Hernando/Citrus 2050 LRTP was adopted on October 3, 2024. Throughout the process, the MPO involved the public through both in-person and digital methods including hosted workshops to specifically engage traditionally underserved populations. Section 3 of 14-73.001 FAC requires that TDPs are developed in coordination with the LRTP. This TDP continues to incorporate data and findings from the 2050 LRTP.

Throughout the process there were three types of workshops held:

- Needs Assessment Workshop — Establishing initial transportation needs.
- Consensus Building Workshop — This workshop was held with stakeholders, staff, and the public. A group discussion followed a presentation.
- Environmental Justice Workshops — Environmental Justice (EJ) areas were derived from US Census data. Workshops were held in these areas during the Needs Assessment phase to understand needs and reduce negative impacts to these areas.

Key Takeaways

The input from the workshops helped guide and prioritize projects. Public input indicated relevant priorities were traffic congestion, providing multiple transportation options with local and regional transit options. Overall, all outreach received was supportive and positive.

Source: Hernando/Citrus MPO





SECTION 3. Operating Context

This section reviews the study area to understand the conditions in which Citrus County Transit operates and potential factors influencing its services. A key goal of this TDP is to identify transit strategies to support continued growth in Citrus County and enhance local and regional connectivity. This information lays the foundation upon which to review or analyze trends and help identify areas of opportunity for development of future modified, enhanced, and/or expanded transit services.

Study Area

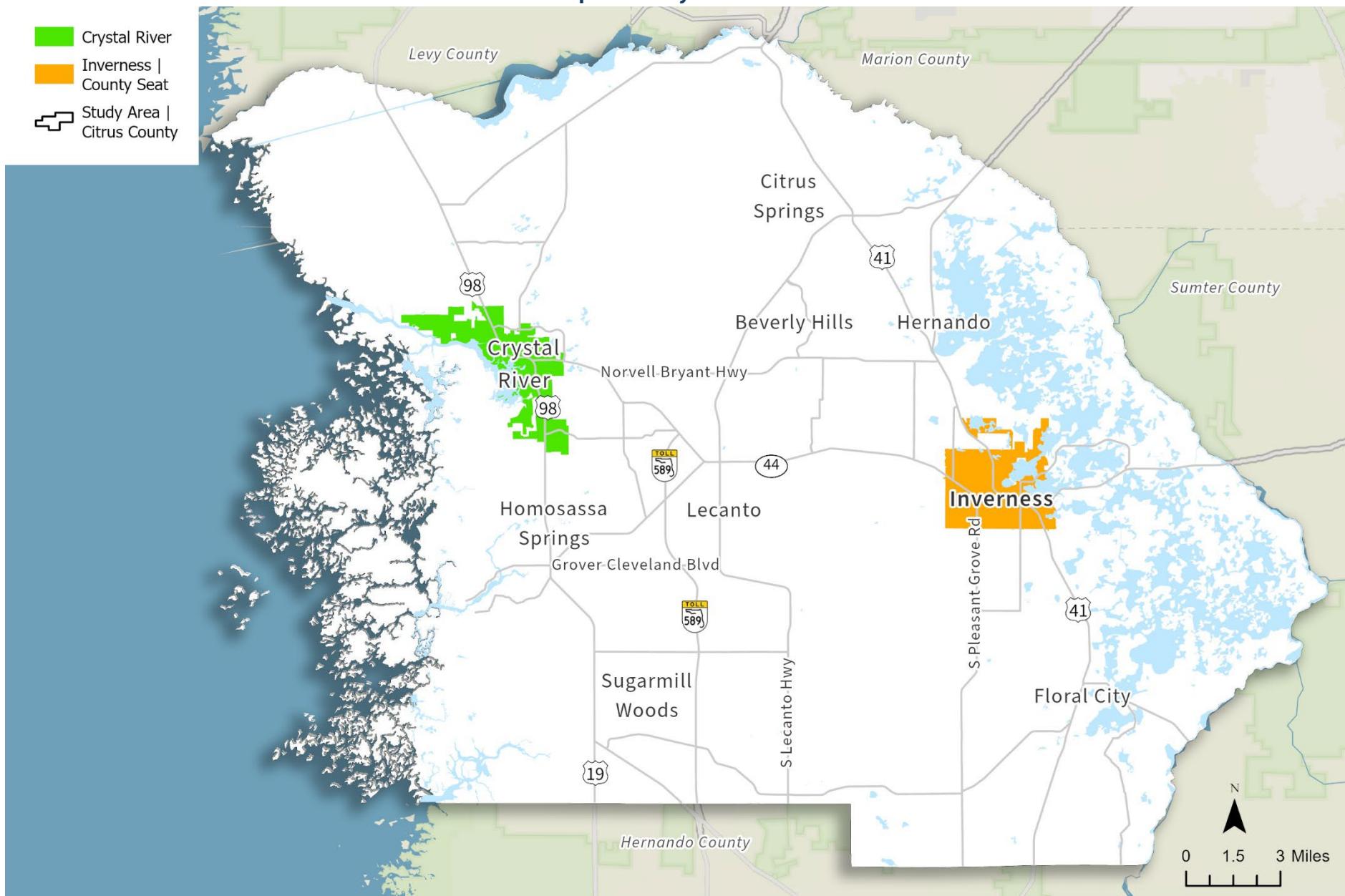
Citrus County is part of Florida's Nature Coast with a total land area of 582 square miles and total water area of 192 square miles. Citrus County is bordered to the west by the Gulf of America; to the east by Sumter County; to the north by Levy and Marion Counties; to the south by Hernando County. Additionally, Citrus County surpasses the state average in conservation land preservation. Citrus County's two incorporated areas are Crystal River and the county seat of Inverness. Five major roadways intersect Citrus County: SR-44, US-41, US-98, US-19, and FL-589 (Map 3-1).



Source: Citrus County



Map 3-1: Study Area



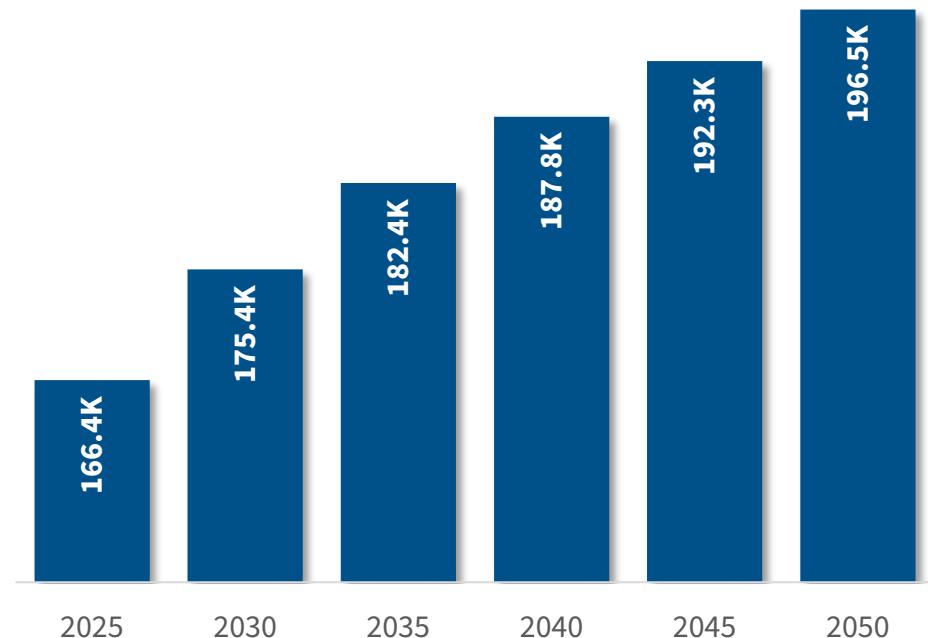


Population Trends

Higher population density can be a key indicator of a healthy transit market. Areas with high population density often have land uses that promote transit use and multimodal amenities. Figure 3-1 shows Citrus County's population is expected to grow over the next two decades, exceeding 175,000 residents by 2030 and more than 195,000 residents by 2050. Its population growth rate is projected to increase from 5.4% in 2030 to 12% between 2030 and 2050.

Maps 3-2 and 3-3 show areas with notable growth concentrated in the more populated areas of Crystal River, Inverness, and Beverly Hills.

Figure 3-1: Population Projections | 2025-2050



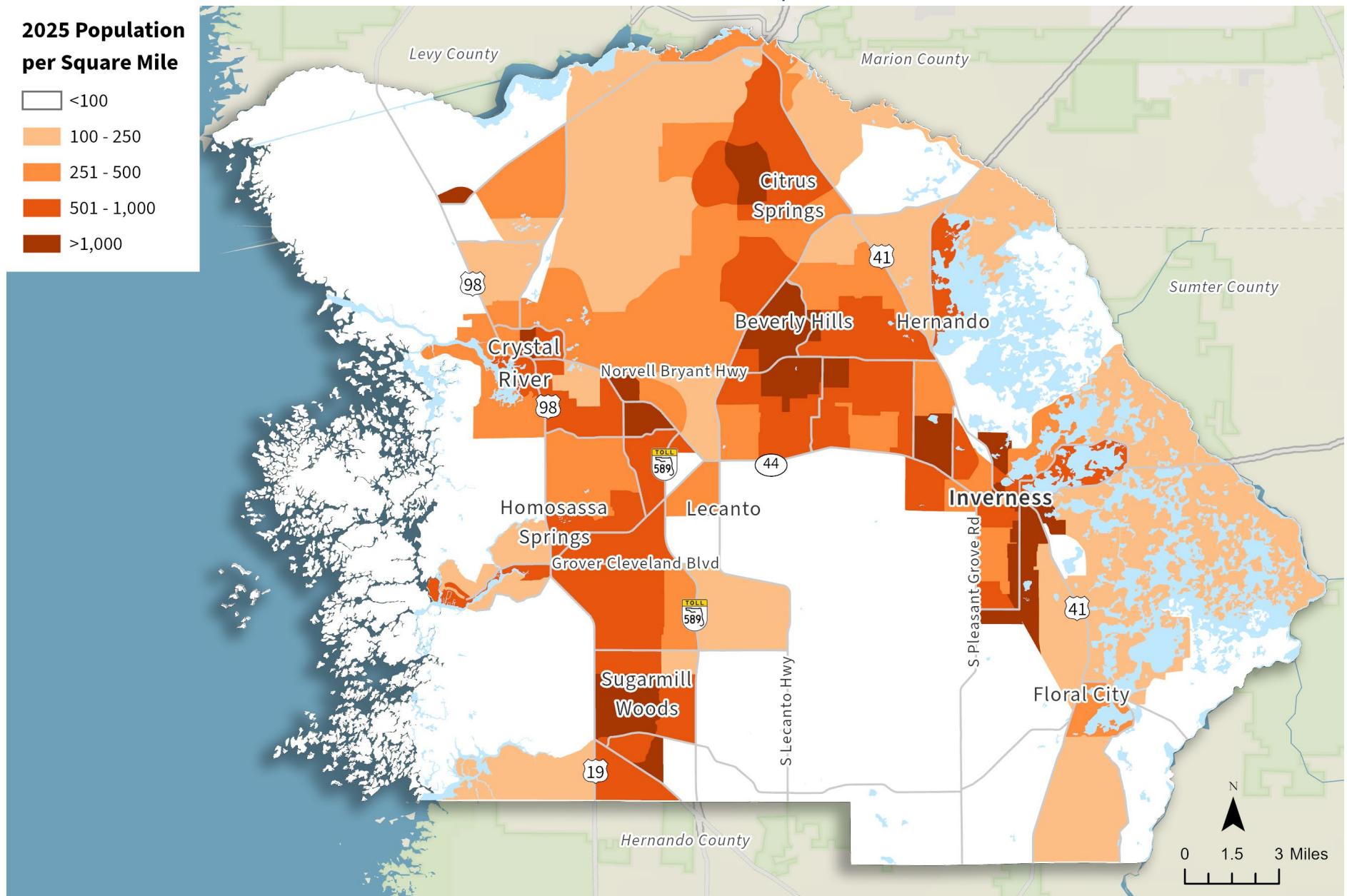
Source: University of Florida Bureau of Economic and Business Research (BEBR)



Map 3-2: Population Density | 2025

**2025 Population
per Square Mile**

- <100
- 100 - 250
- 251 - 500
- 501 - 1,000
- >1,000



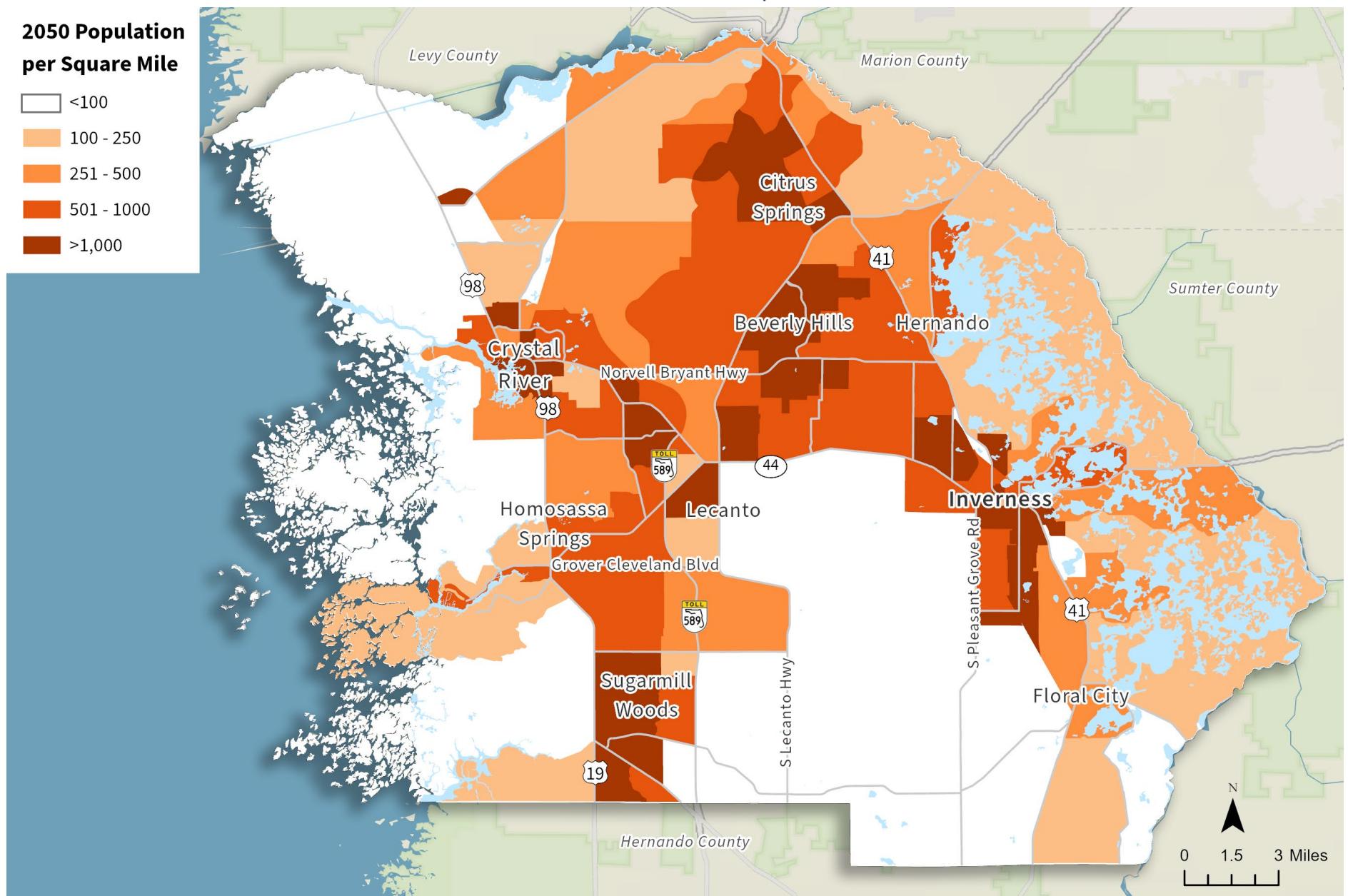
Source: Hernando/Citrus County MPO



Map 3-3: Population Density | 2050

**2050 Population
per Square Mile**

- <100
- 100 - 250
- 251 - 500
- 501 - 1000
- >1,000



Source: Hernando/Citrus County MPO



Age

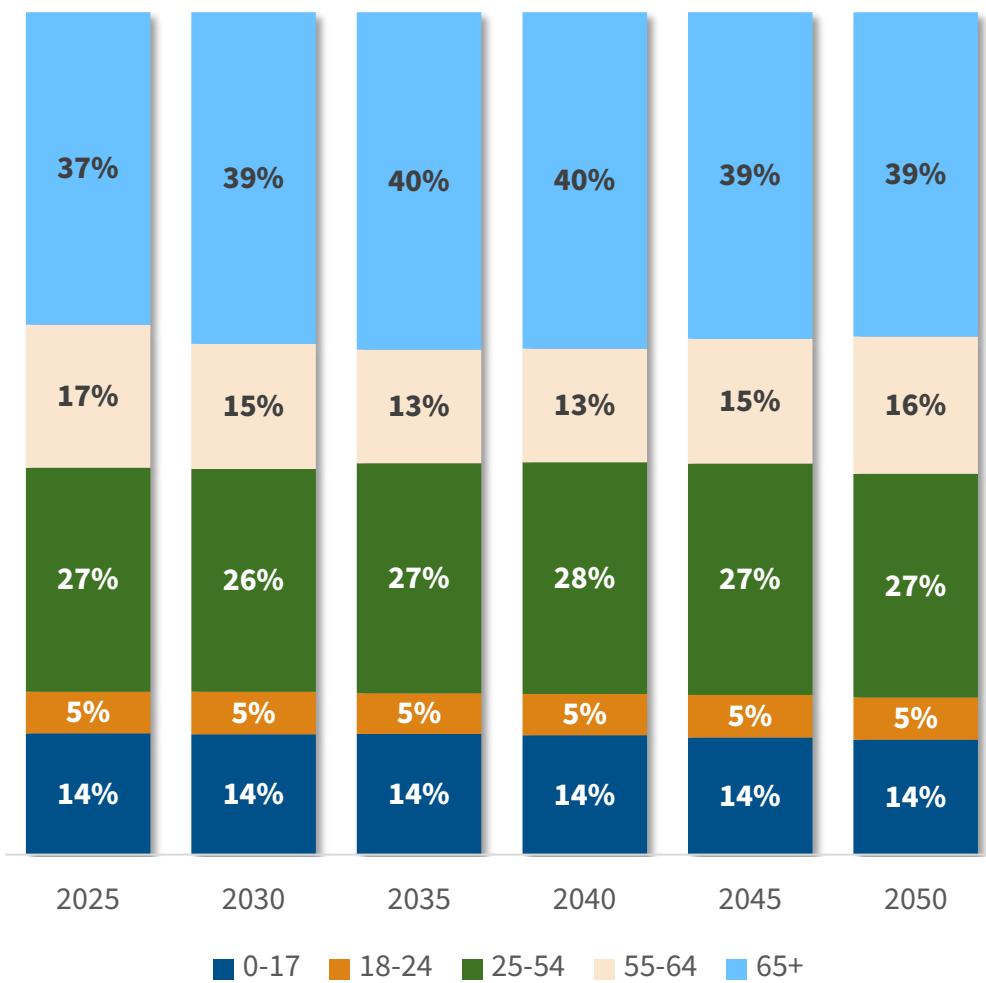
Age can affect individual transportation preferences and needs. Millennials, those born from 1981 to 1996, and Generation Z, those born from 1997 to 2012, tend to drive less and desire more transportation choices compared to prior generations. Older adults can become more mobility limited with age due to physical or cognitive impairments and are also a population group that tends to rely more on transit.

Older Adults

Planning for a growing aging population is important to ensure that all residents maintain access to life-sustaining and recreational/social destinations. Understanding the changing age distribution of the county's residents can help better plan mobility options for all and resource allocation where needed most. The 65+ age cohort will increase the most (2%) by 2050 while the other cohorts will decrease or remain steady. The typical working age range, 18-64 years old, is projected to decrease marginally (-1%) (Figure 3-2).

As shown in Map 3-4, concentrations of older adults are found in Homosassa, Beverly Hills, Inverness, and Sugarmill Woods.

Figure 3-2: Population Projections by Age | 2025-2050



Source: BEBR

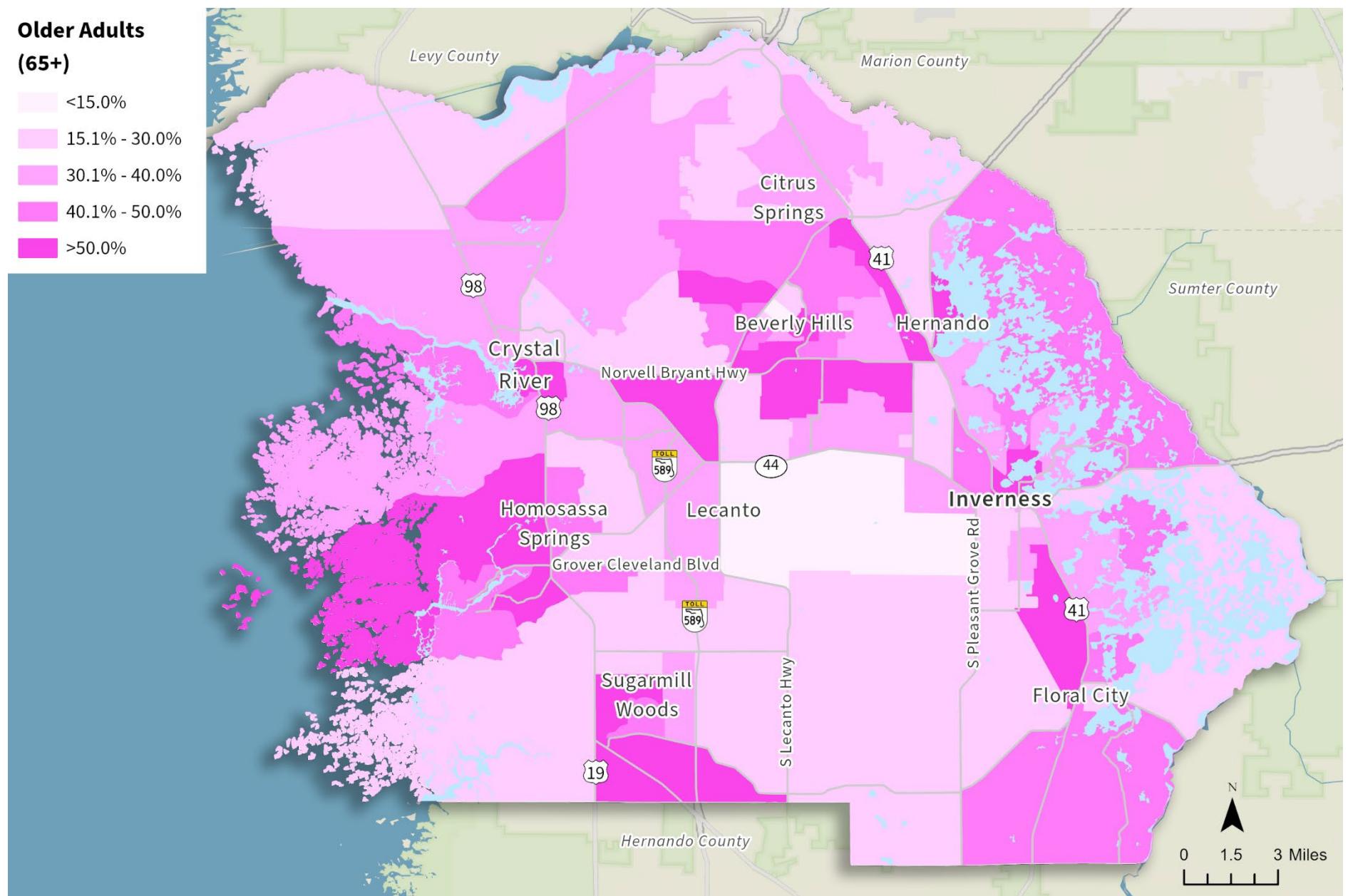


Map 3-4: Older Adults (65+)

Older Adults

(65+)

- <15.0%
- 15.1% - 30.0%
- 30.1% - 40.0%
- 40.1% - 50.0%
- >50.0%



Source: American Community Survey (ACS) 5-Year Estimates (2018-2022)



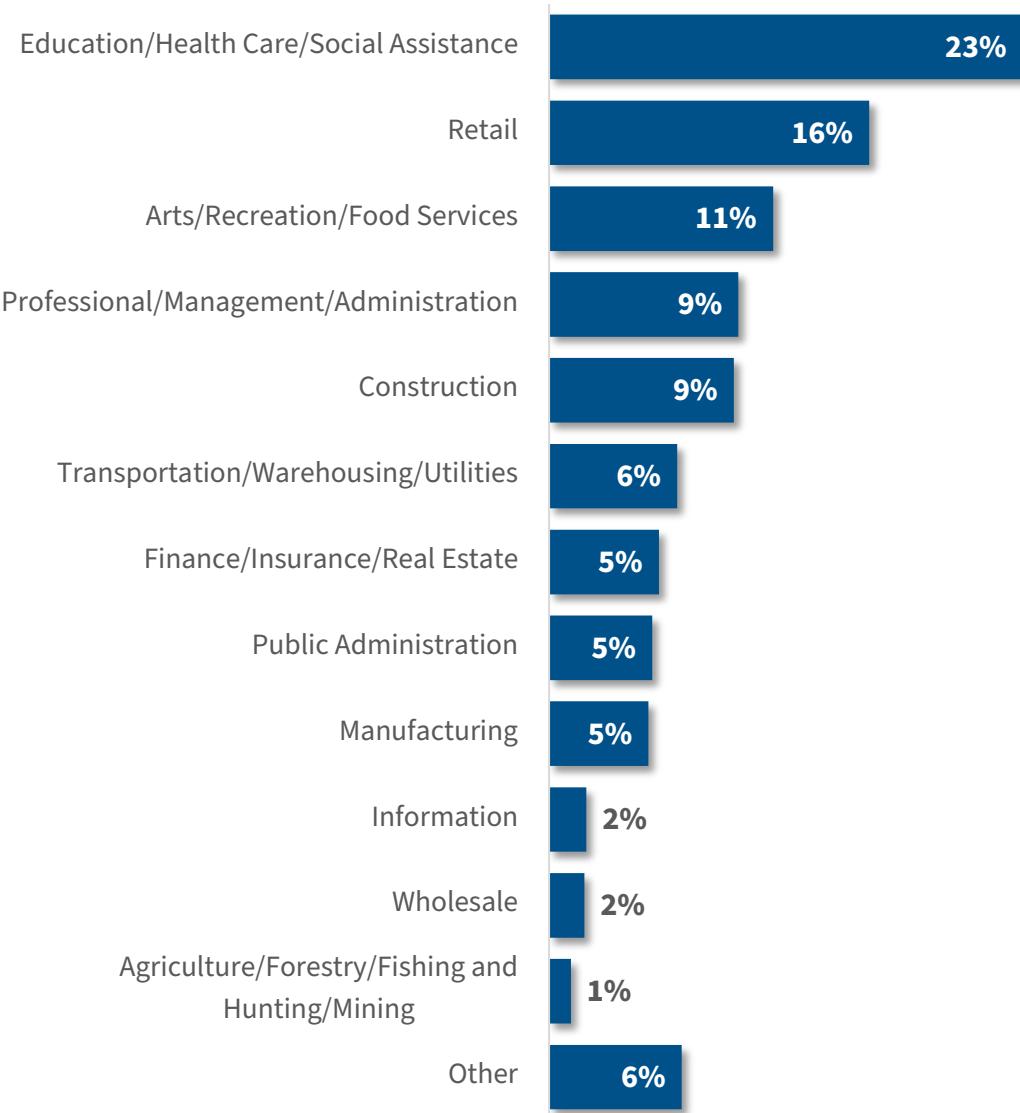
Employment

Employment density is another important factor to consider when analyzing transit markets. Areas of high employment density often include activity centers that cluster shopping centers, medical offices, and/or educational centers that generate transit trips. Furthermore, job access via transit can ensure workers get to their jobs without the higher cost of commuting, thereby providing essential benefits to the economy.

Employment markets and transit service hours can also influence job opportunities, particularly for those who are transit dependent. Based on 2022 American Community Survey (ACS) data, the top employment sectors in Citrus County are education/health care/social assistance (23%), retail (16%), and arts/recreation/food services (11%) (Figure 3-3).

It is also important to understand where the jobs in the county are most concentrated. Higher employment densities are found along major roadways, with notable clusters in Crystal River, along US-98, and in Inverness. Employment density is projected to increase where employment is currently established or adjacent like north of SR-44 between Crystal River and Inverness (Maps 3-5 and 3-6).

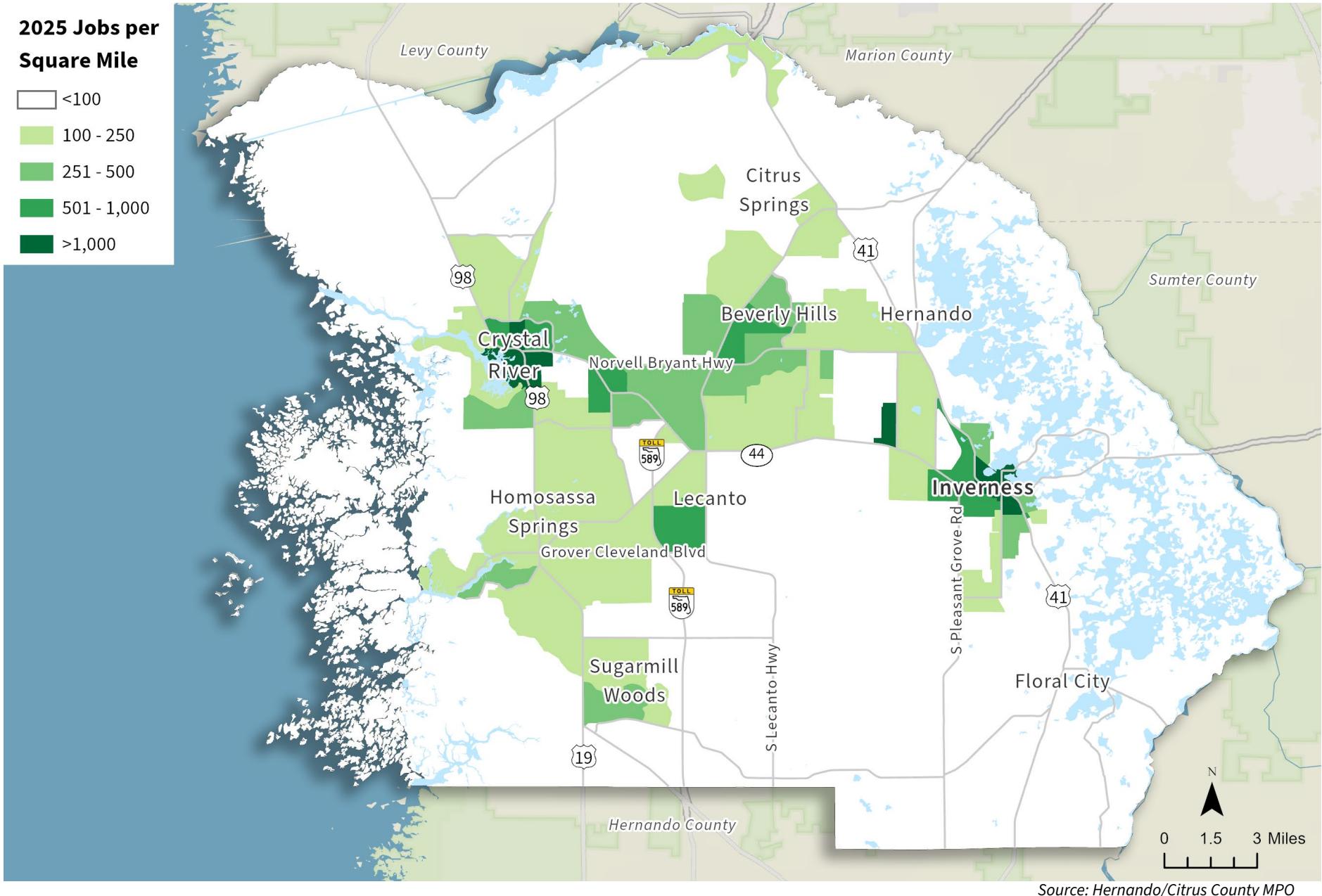
Figure 3-3: Employment by Industry



Source: ACS 5-Year Estimates (2018-2022)

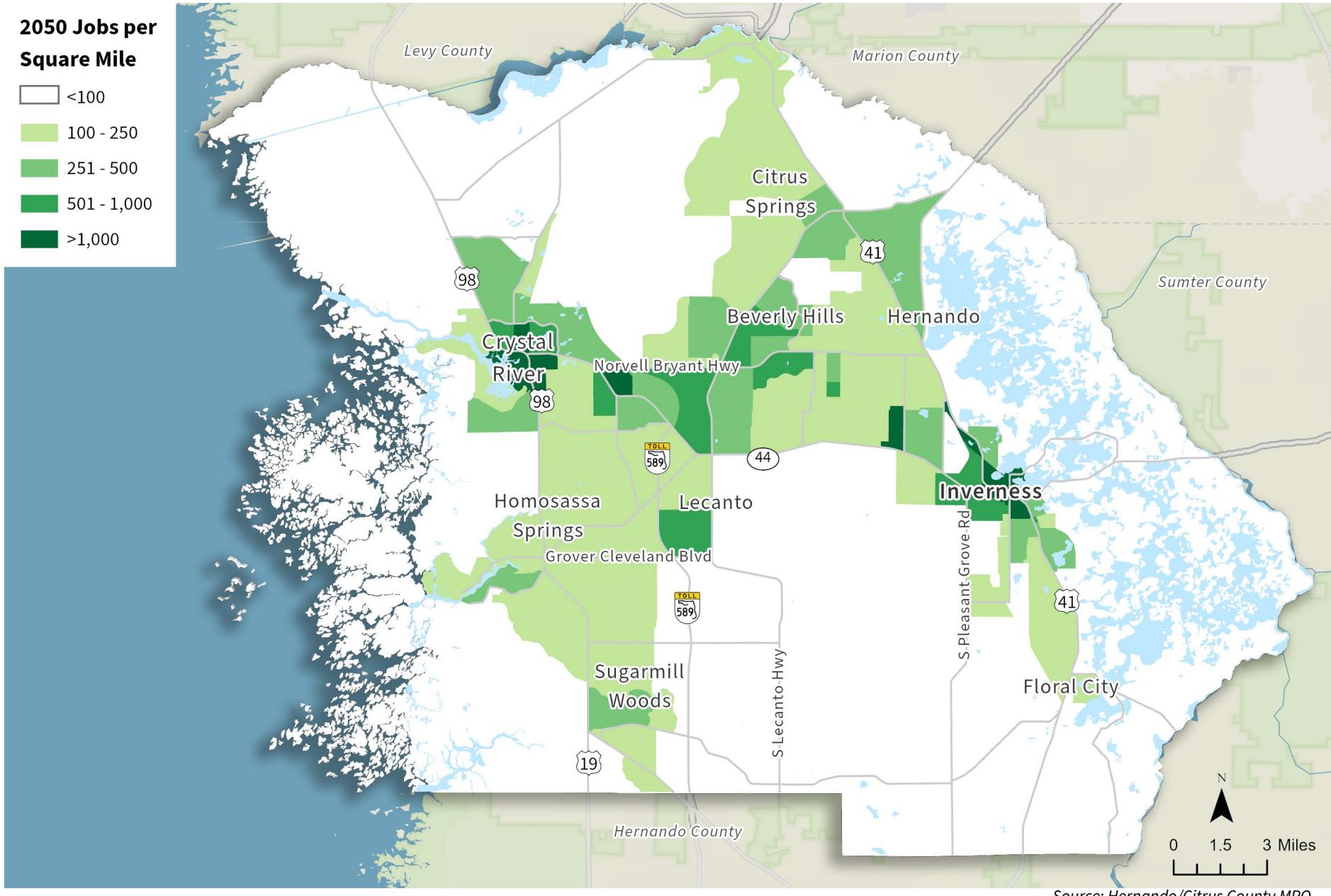


Map 3-5: Job Density | 2025





Map 3-6: Job Density | 2050





Major Employers

Another key set of trip generators are major employers. The largest employer is the Citrus County School District with 2,300 employees, followed by the largest private employer, Citrus Memorial Hospital with 1,000 employees. Walmart rounds out the top 3 employers and is the top retailer in the county with 750 employees in three locations: Homosassa, Lecanto, and Inverness (Table 3-1). The county's top industry sectors are education, healthcare, and retail.

Table 3-1: Major Employers, Citrus County, 2018

| Employer | Employees |
|---------------------------------------------|-----------|
| Citrus County School Board | 2,300 |
| Citrus Memorial Hospital | 1,000 |
| Walmart | 750 |
| Citrus County Board of County Commissioners | 500 |
| Seven Rivers Regional Medical Center | 500 |
| Duke Energy | 500 |
| Citrus County Sheriff | 375 |
| Black Diamond Ranch | 250 |

Source: Citrus County Chamber of Commerce

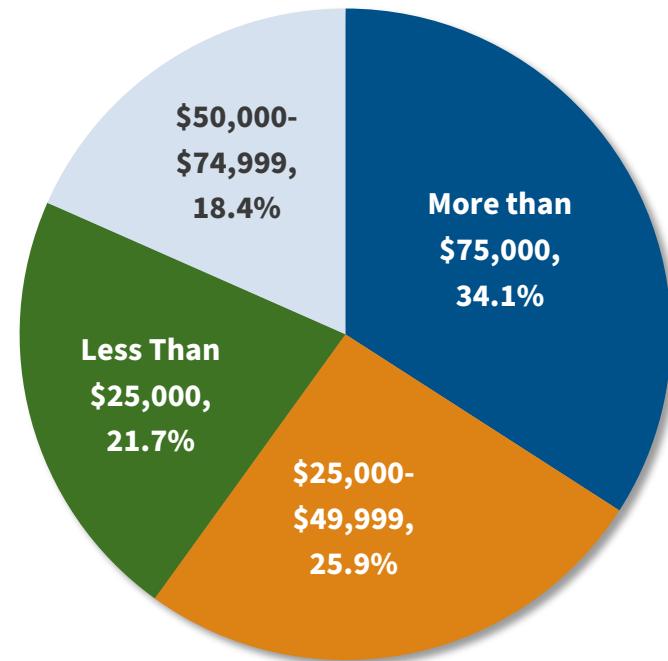


Income Distribution

Annual household income also can be a key indicator of potential public transit need. According to the US Bureau of Transportation Statistics, transportation is the largest household expense after housing with the average household spending 15% of its after-tax income; however, households with annual incomes in the lowest income bracket spent 30% on transportation costs.

Approximately 34.1% of Citrus County households earned more than \$75,000 and 21.7% earned less than \$25,000 in 2022 (Figure 3-4).

Figure 3-4: Income Distribution | 2022



Source: ACS 5-Year Estimates (2018-2022)



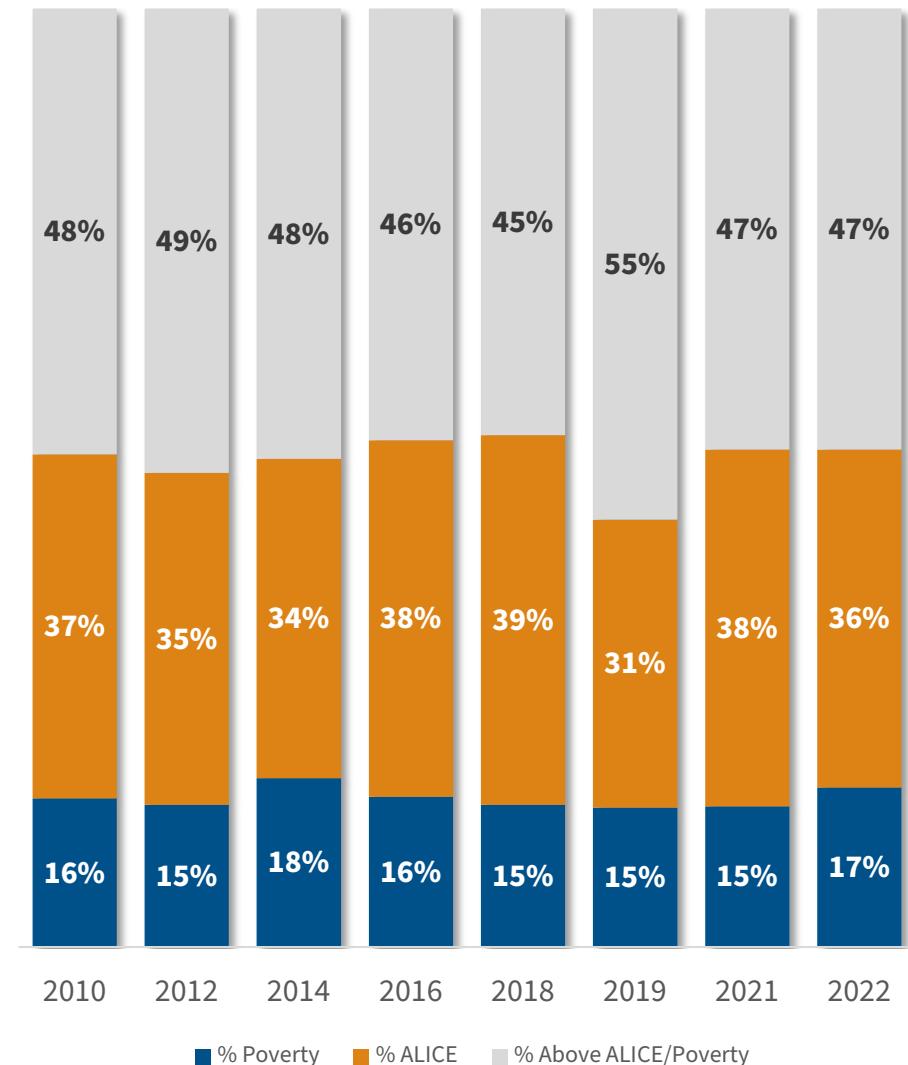
Poverty

Traditionally, poverty is a standard set by the US Department of Health and Human Services. However, the reality of poverty is much more complicated and will vary based on cost of living. The United Way has developed a measurement to account for working poverty that the traditional poverty line does not capture. Asset Limited, Income Constrained Employed (ALICE) individuals are employed but, due to high cost of living combined with childcare and transportation costs, are considered living paycheck to paycheck.

Approximately 33% of Florida households and 36% of Citrus County households qualified as ALICE in 2022. According to the United Way, approximately 59% of households in the 34448 and 34450 ZIP codes live below the ALICE threshold (Figure 3-5).

Map 3-7 shows that concentrations of households living below the poverty level are found in Crystal River, the southwest cluster of block groups near the Gulf of America, north of Hernando, and the southeast corner of the county near Floral City.

Figure 3-5: Asset Limited, Income Constrained Employed (ALICE) | 2010-2022



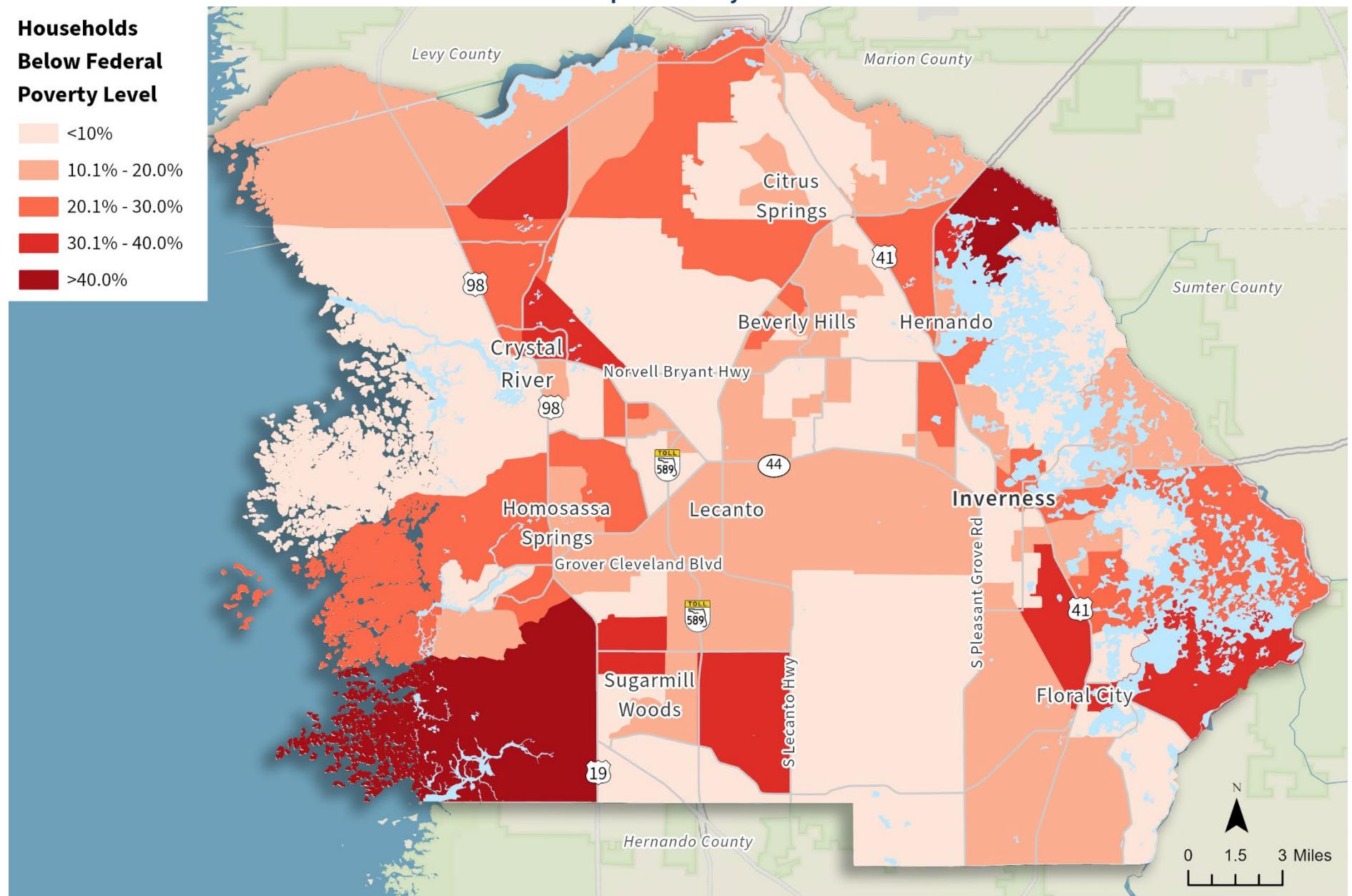
Source: United Way, Citrus County Report



Map 3-7: Poverty

**Households
Below Federal
Poverty Level**

- <10%
- 10.1% - 20.0%
- 20.1% - 30.0%
- 30.1% - 40.0%
- >40.0%



Source: ACS 5-Year Estimates (2018-2022)

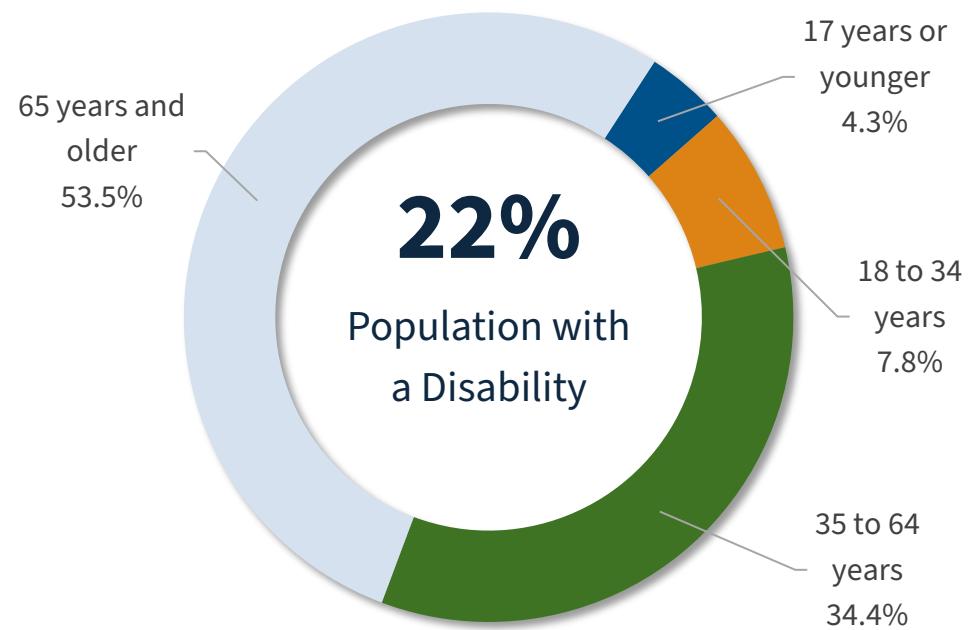


Individuals with Disabilities

Persons with disabilities may need public transportation services if they cannot drive or walk long distances. Observing the geographic distribution of persons with disabilities is important to ensure transit access is considered. According to ACS 5-Year Estimates (2018-2022), 22% of Citrus County's population has a disability with more than half of the segment aged 65 years and older (Figure 3-6).

Households with one or more individuals with a disability are spread throughout Citrus County. Map 3-8 shows clusters of block groups in southwest county near the Gulf of America as well as Hernando; each report 34% to 40% of the population as having a disability.

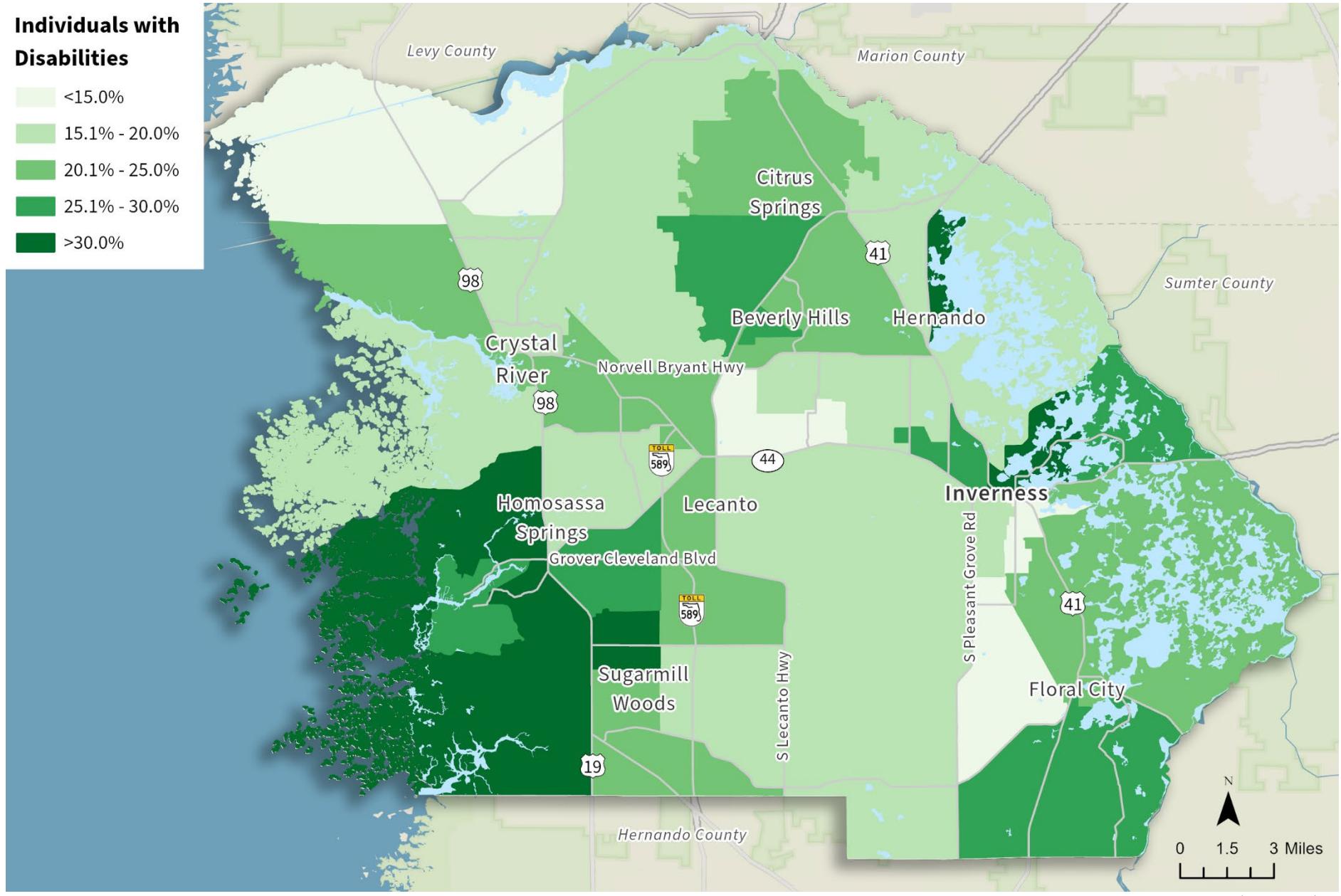
Figure 3-6: Population with Disability



Source: ACS 5-Year Estimates (2018-2022)



Map 3-8: Individuals with Disabilities



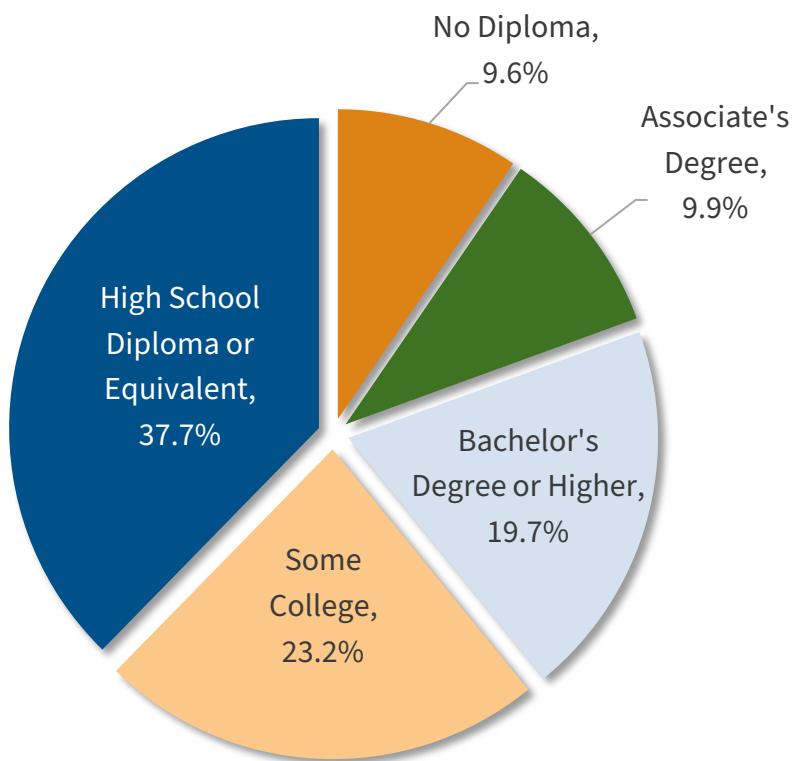


Educational Attainment

Education level is important to understand local demographics as education levels generally correlate with annual income.

In Citrus County, 52.8% of residents 25 years or older reported having either some college experience or a bachelor's degree or higher. Approximately 38% are high school graduates, while 9.6% do not have a high school diploma or equivalent (Figure 3-7). Attainment of a bachelor's degree level or higher is greatest in Crystal River, Homosassa, and Beverly Hills as shown in Map 3-9.

Figure 3-7: Educational Attainment



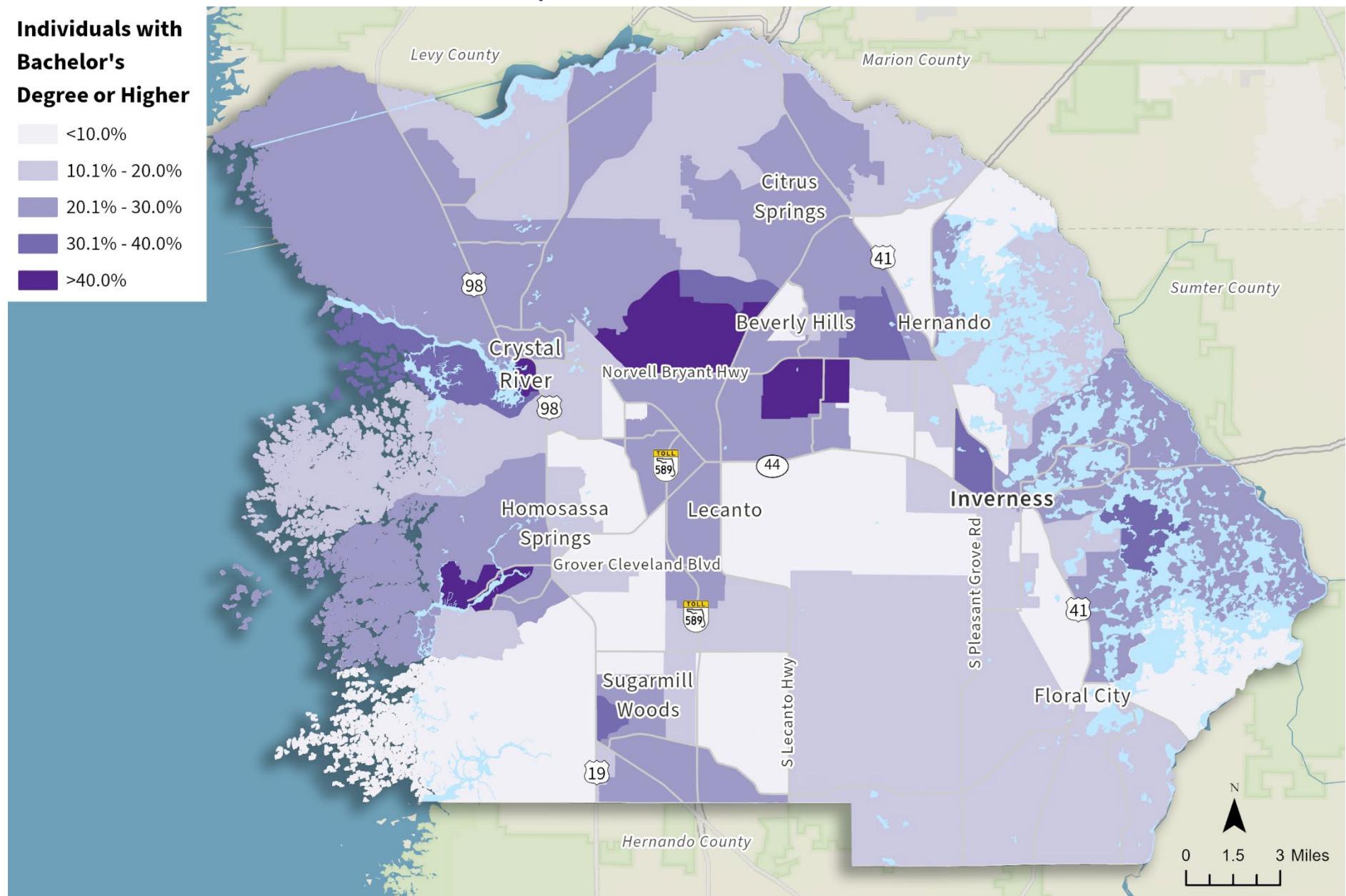
Source: ACS 5-Year Estimates (2018-2022)



Map 3-9: Education Attainment

**Individuals with
Bachelor's
Degree or Higher**

- <10.0%
- 10.1% - 20.0%
- 20.1% - 30.0%
- 30.1% - 40.0%
- >40.0%



Source: ACS 5-Year Estimates (2018-2022)

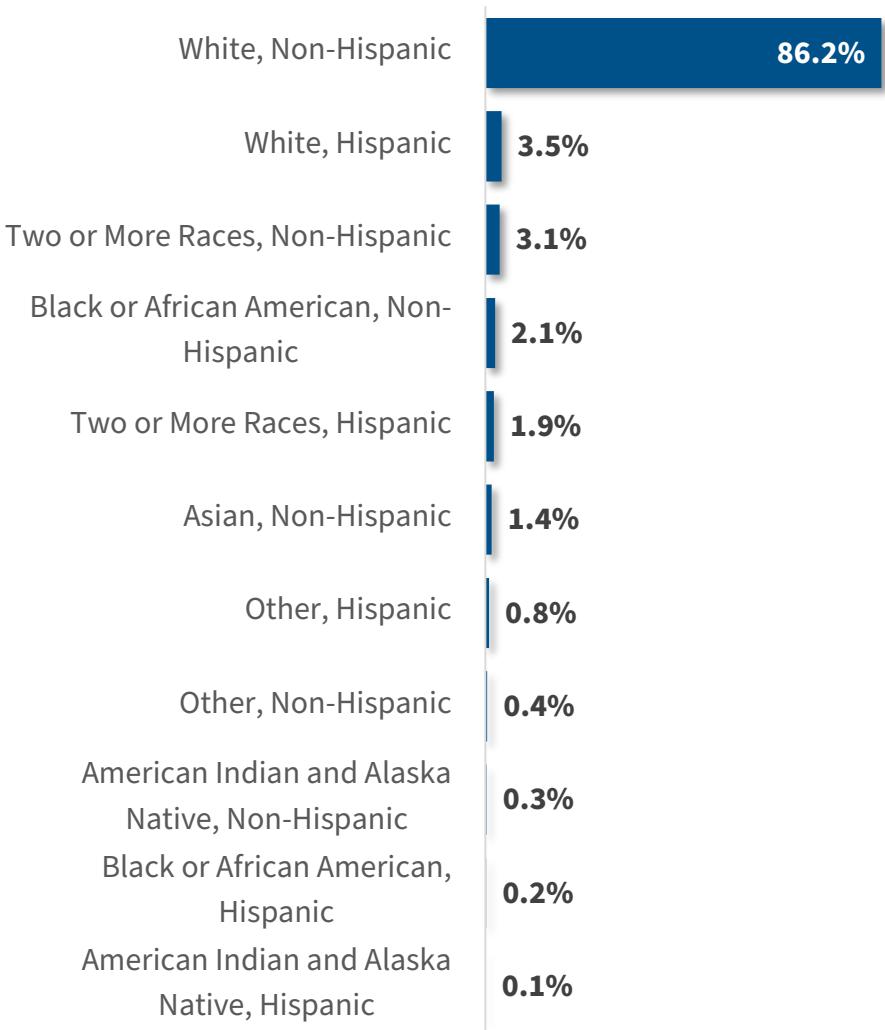


Race and Ethnic Origin

Historically, non-white persons represent a greater proportion of transit riders compared to the overall population. Currently, residents who are White and non-Hispanic (86.2%) or White and Hispanic (3.5%) comprise most of the Citrus County's racial profile (Figure 3-8).

Map 3-10 shows that Citrus Springs, Floral City, and parts of Beverly Hills have block groups with the highest concentrations of minority populations in the county.

Figure 3-8: Racial and Ethnicity



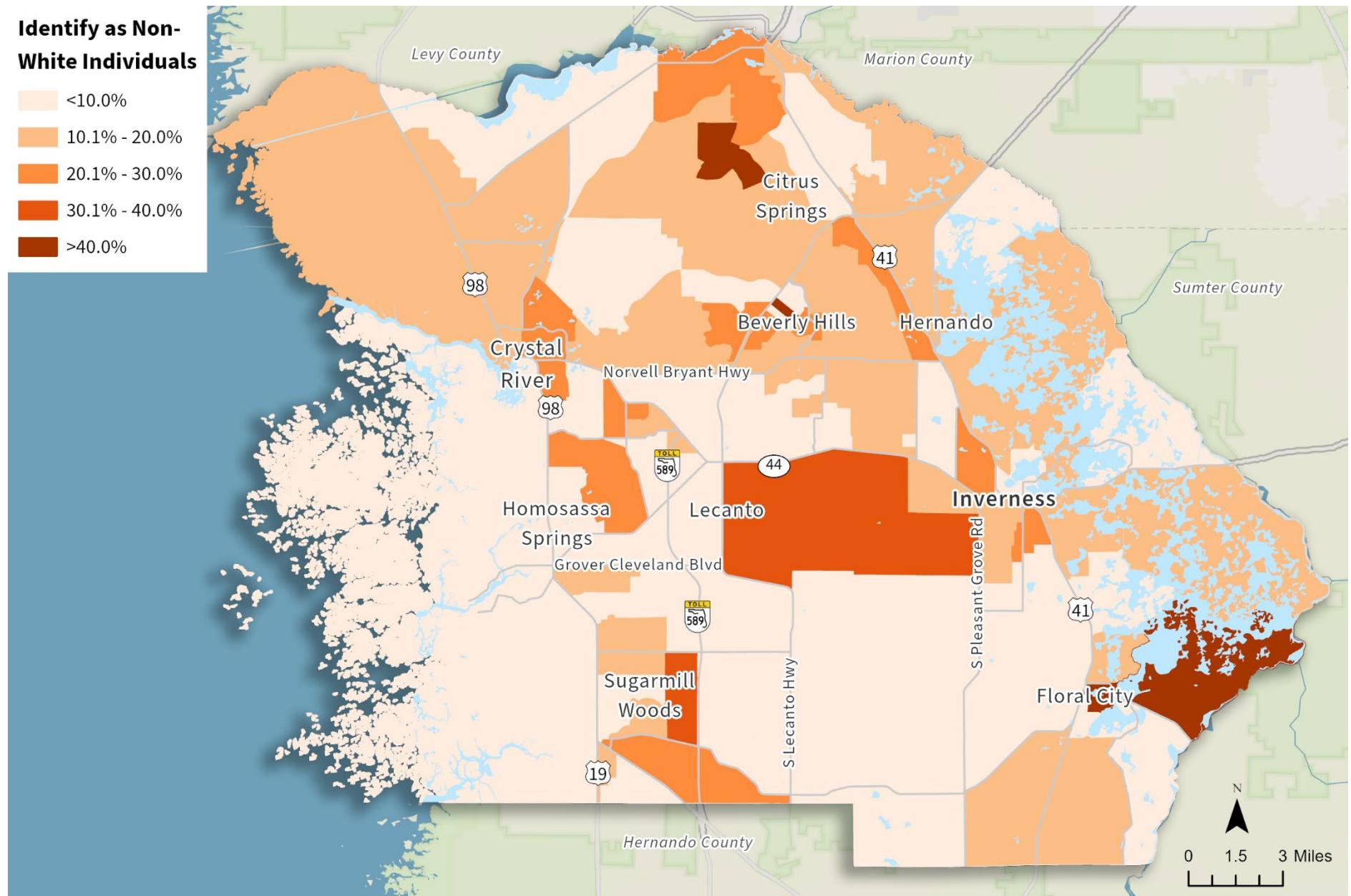
Source: ACS 5-Year Estimates (2018-2022)



Map 3-10: Minorities

Identify as Non-White Individuals

- <10.0%
- 10.1% - 20.0%
- 20.1% - 30.0%
- 30.1% - 40.0%
- >40.0%



Source: ACS 5-Year Estimates (2018-2022)

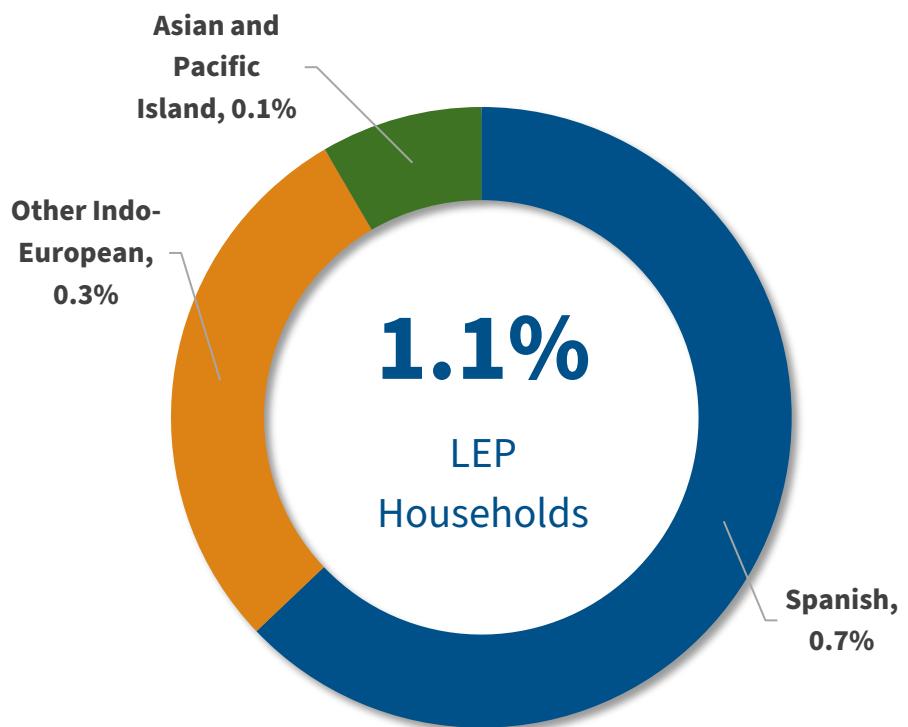


Limited English Proficiency

Transit may also provide Citrus County residents with limited English proficiency (LEP) additional travel options to services and jobs. According to the US Census Bureau, LEP individuals are persons age 5 or older who self-identify as speaking English less than "very well." The total LEP population equals the sum of all individuals who speak a language other than English and speak English less than "very well."

Block groups in Beverly Hills and Hernando contain higher concentrations of LEP households compared to the rest of the county (Map 3-11). Of all households within Citrus County, 1.1% classify as a LEP household. Of that 1.1%, Spanish is the largest language spoken at home (0.7%), as shown in Figure 3-9.

Figure 3-9: LEP Language Characteristics



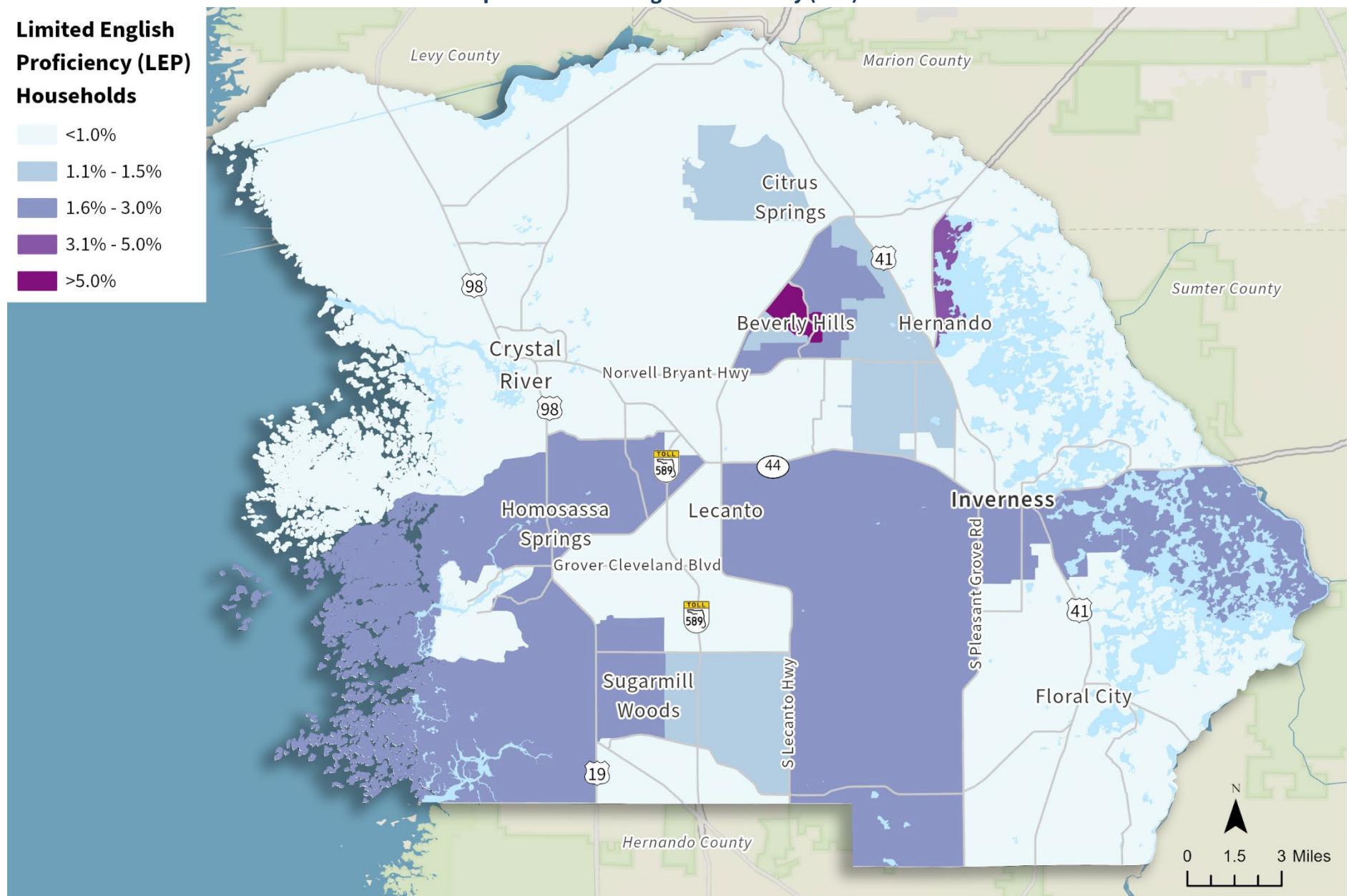
Source: ACS 5-Year Estimates (2018-2022)



Map 3-11: Limited English Proficiency (LEP)

**Limited English
Proficiency (LEP)
Households**

- <1.0%
- 1.1% - 1.5%
- 1.6% - 3.0%
- 3.1% - 5.0%
- >5.0%



Source: ACS 5-Year Estimates (2018-2022)



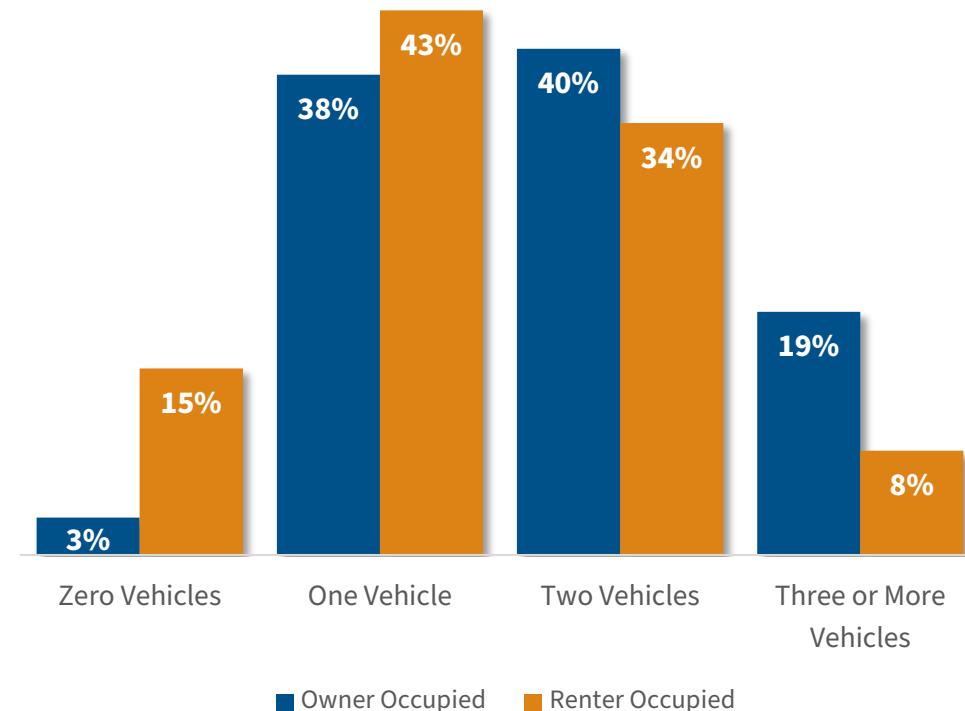
Automobile Ownership

Owning a vehicle can be a significant cost, particularly for households already near or below the poverty line. Households that do not own a vehicle, either because of unaffordability or by choice, are considered “zero-vehicle households” and are more likely to use transit for work, education, and recreational trips. Vehicle access also varies between homeowners and renters. As shown in Figure 3-10, renters are more likely to have zero vehicles or rely on a single vehicle, while homeowners tend to own multiple vehicles. Renters may have a higher dependency on public transportation due to lower vehicle availability, making transit services like Citrus County Transit essential for their mobility needs.

Overall, 81% of households in Citrus County have at least one vehicle, while 18% of households have no vehicle. These households, particularly those without access to a vehicle, are the most likely to rely on public transportation services such as Citrus County Transit.

Most households in Citrus County have access to at least one vehicle. Higher rates of zero-vehicle households are in Inverness and Crystal River (Map 3-12).

Figure 3-10: Vehicles per Household | 2022



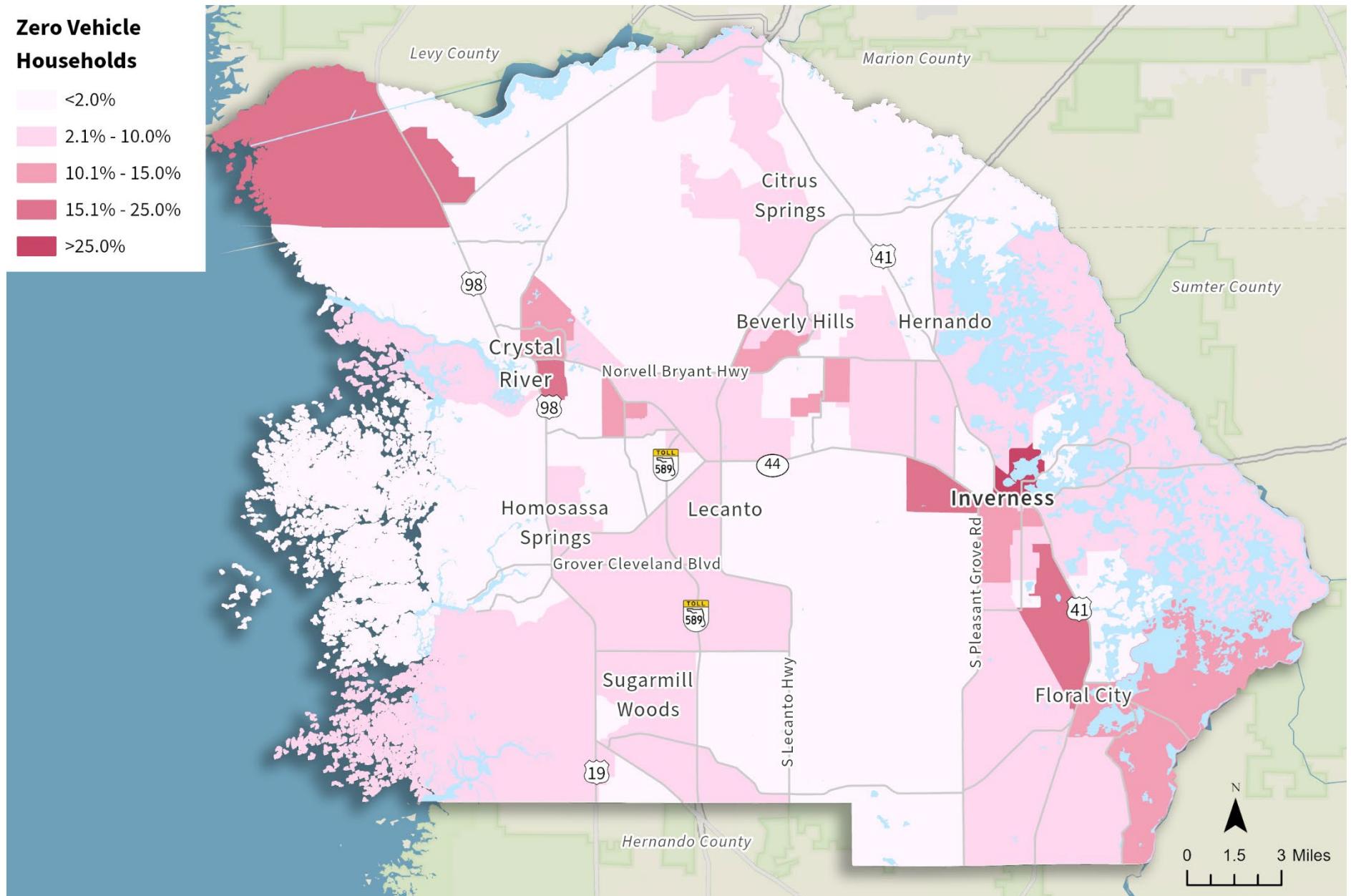
Source: ACS 5-Year Estimates (2018-2022)



Map 3-12: Zero-Vehicle Households

Zero Vehicle Households

- <2.0%
- 2.1% - 10.0%
- 10.1% - 15.0%
- 15.1% - 25.0%
- >25.0%



Source: ACS 5-Year Estimates (2018-2022)



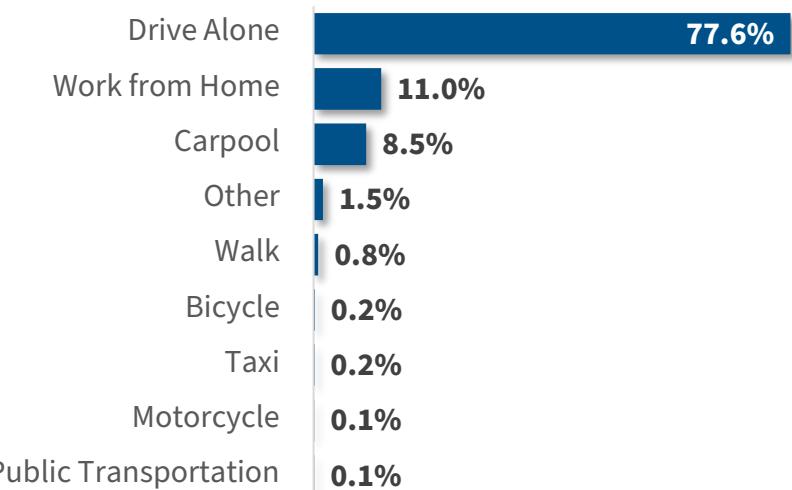
Travel Behavior and Commuting Trends

Insight into Citrus County's commuter profile, such as commute modes and length, is important to understand how transit may supplement travel options.

Like many suburban areas in Florida, most Citrus County commuters drive alone. According to the 2022 ACS, there are approximately 48,459 commuters in Citrus County. Approximately 77.6% of Citrus County commuters report driving alone to work. Additionally, 11% report working from home, while 8.5% carpool (Figure 3-11).

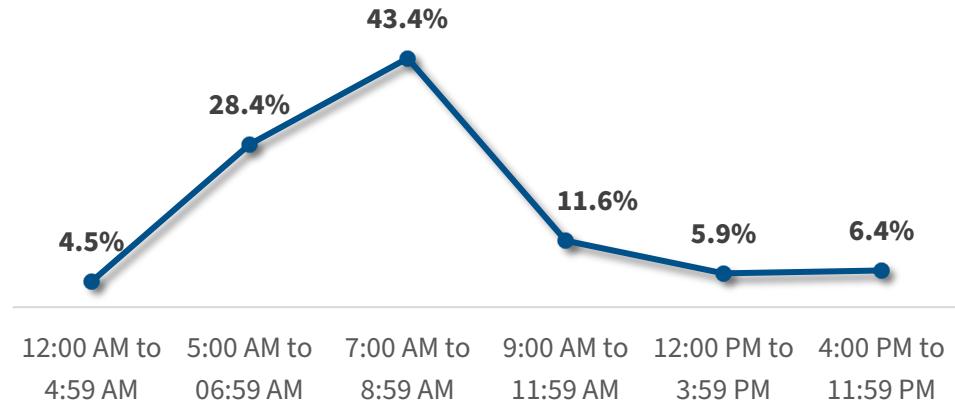
Insight into trip departure times is essential for understanding the community's transportation needs and how Citrus County Transit may best respond. Using 2022 ACS data, the distribution of trip start times for work for trips originating in Citrus County was examined. The peak travel time is from around 7:00 AM to 8:59 AM (Figure 3-12). The most frequent commute length for those that drive alone is between 15 and 29 minutes (38.1%).

Figure 3-11: Commute Mode



Source: ACS 5-Year Estimates (2018-2022)

Figure 3-12: Departure Time



Source: ACS 5-Year Estimates (2018-2022)



Regional Travel Flows

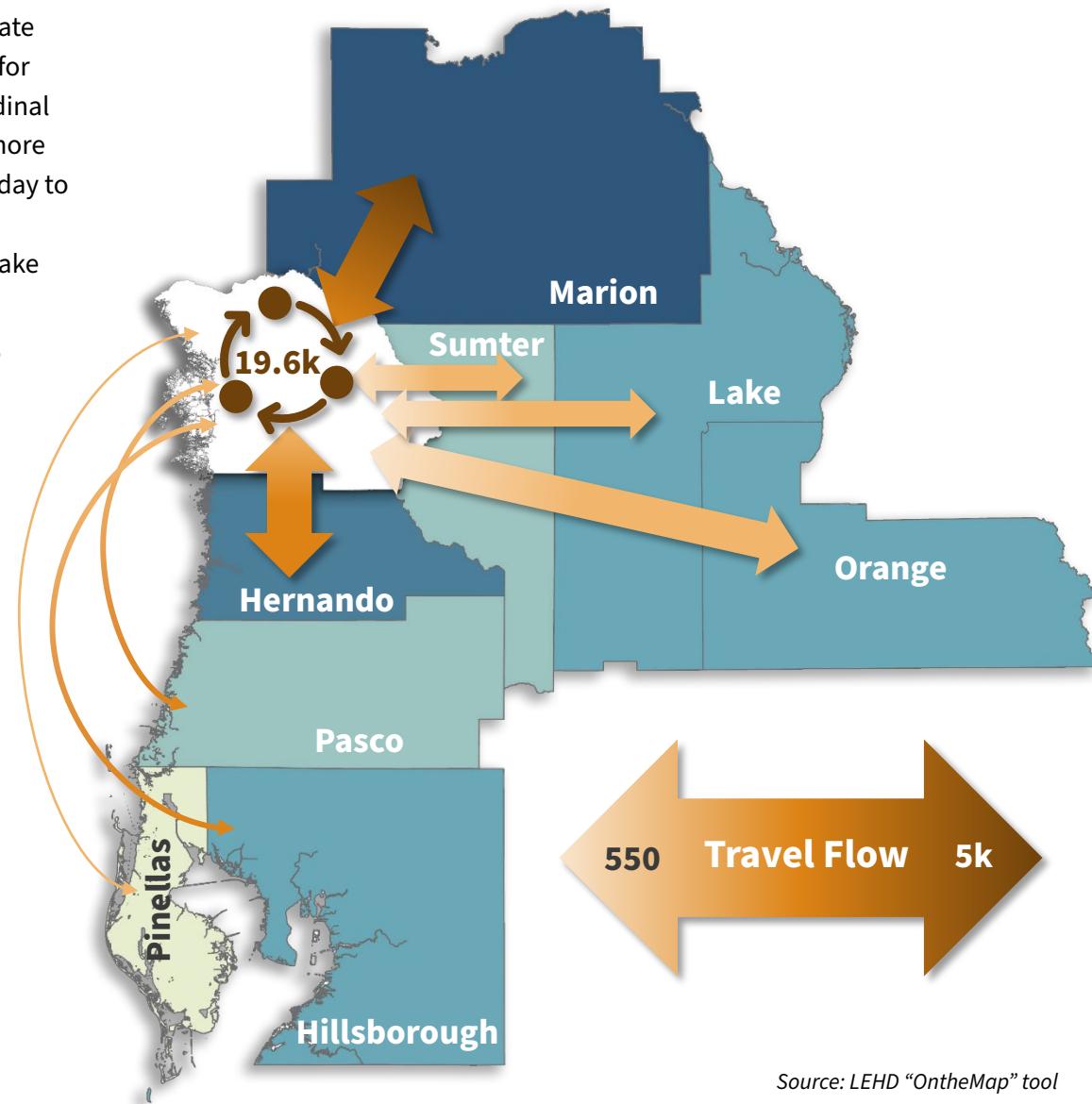
Reviewing regional commute patterns is important to evaluate existing transit services and understand the potential need for more regional travel connections. According to the Longitudinal Employer-Household Dynamics (LEHD) “OnTheMap” tool, more than 19,000 Citrus County residents leave the county every day to work. The top commuter flows for workers are Marion and Hernando counties (Table 3-2). Hillsborough, Orange, and Lake counties also experience high outflow (Figure 3-13).

Table 3-2: Regional Commuter Travel Flow | 2022

| County | Inflow | Outflow |
|--------------|--------------|---------------|
| Marion | 2,473 | 5,061 |
| Hernando | 1,751 | 2,664 |
| Hillsborough | 905 | 2,385 |
| Orange | 587 | 2,223 |
| Lake | 563 | 2,131 |
| Pasco | 971 | 1,914 |
| Sumter | 612 | 1,878 |
| Pinellas | 717 | 1,342 |
| Total | 8,578 | 19,598 |

Source: LEHD “OntheMap” tool

Figure 3-13: Regional Inflow and Outflow | 2022



Source: LEHD “OntheMap” tool



Roadway and Traffic

The Annual Average Daily Traffic (AADT) on Citrus County roadways was reviewed using FDOT data to assess congested roadways that may be better served by transit. In Citrus County, the SR-44 and US-41 interchange has the highest AADT with 40,000 trips in 2023. Parts of SR-44 between Crystal River and Inverness, along with stretches of US-98 south of Crystal River have more than 30,000 AADT, indicating possible congestion issues (Map 3-13).

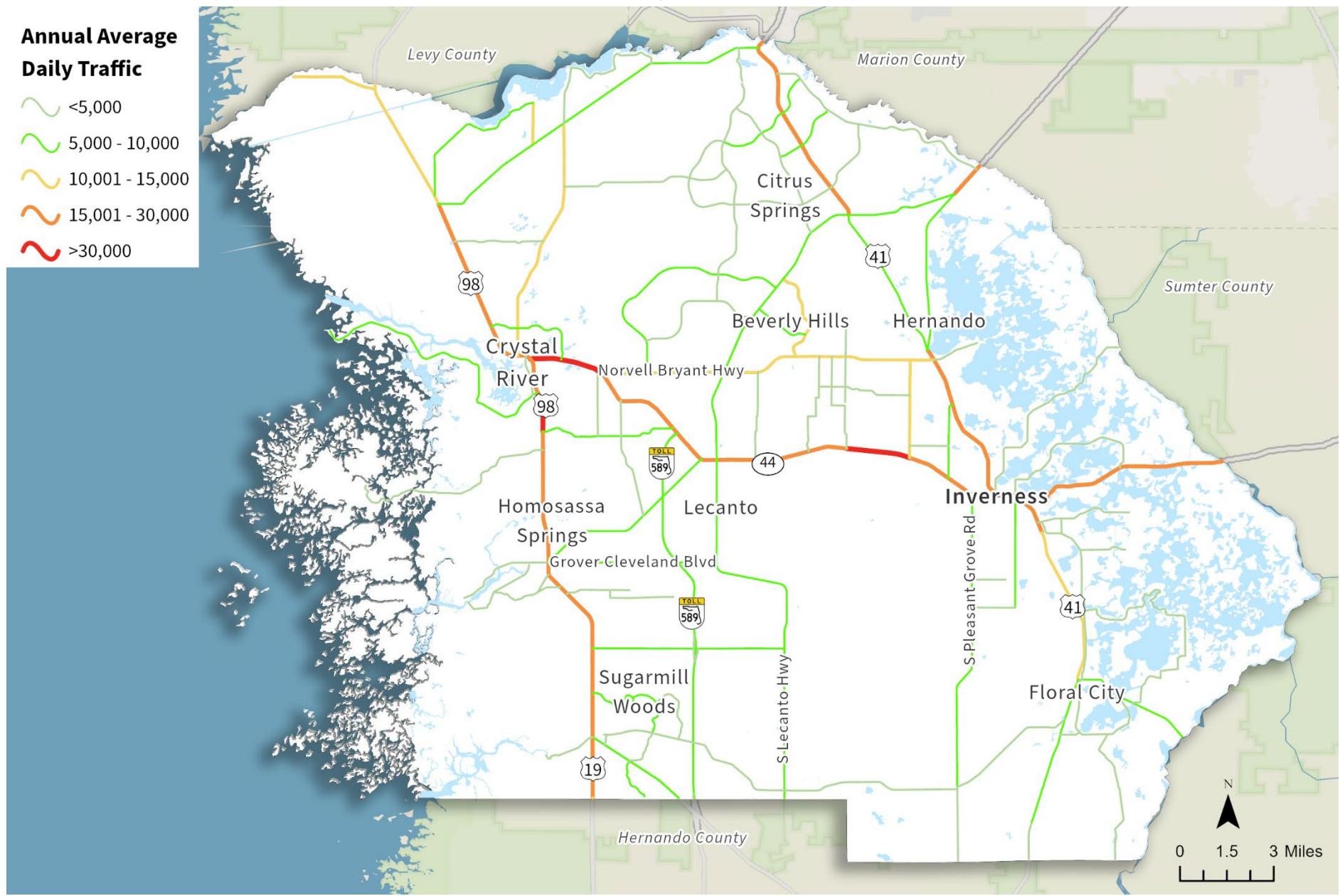
Citrus County is also actively pursuing feedback about CR-486 Interchange Management Area (IMA). The area generally will include properties along CR-486 to SR-44 on the west and CR-491 on the east. Although, the project website mentions that the barriers could change based on feedback from the residents in the area. The outreach aims to set out what will be developed in the corridor over the next several years. Similar outreach projects are currently open for feedback for Cardinal Street IMA and SR-44 IMA. Additionally, the next phase of the Suncoast Parkway extension, from SR-44 to CR-486, is expected to finish construction in 2026.



Source: Citrus County



Map 3-13: Annual Average Daily Traffic (AADT)



Source: FDOT



Affordable Housing

Various federal and local programs provide funding assistance for subsidized and affordable housing for eligible persons, including older adults, families, farm workers, the homeless, low-income, or persons with disabilities. There are 1,304 subsidized units among 35 properties in Citrus County (Table 3-3). Although most are in Inverness, additional subsidized housing units are found in Hernando and Crystal River (Map 3-14).

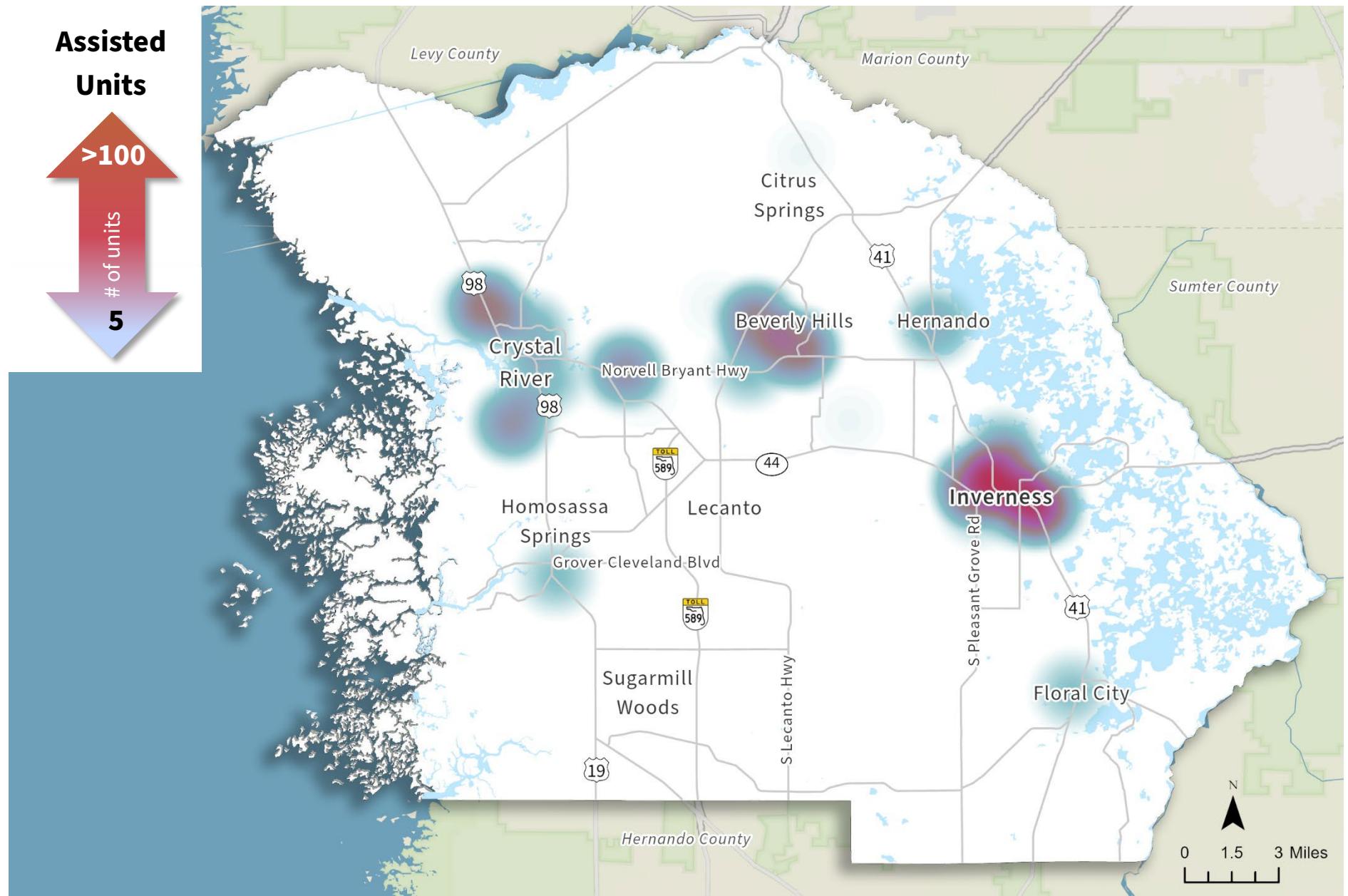
Table 3-3: Subsidized Properties in Citrus County by Location

| Location | Total Units |
|----------------|-------------|
| Inverness | 510 |
| Crystal River | 390 |
| Hernando | 173 |
| Beverly Hills | 106 |
| Lecanto | 40 |
| Homosassa | 37 |
| Floral City | 36 |
| Citrus Springs | 12 |
| Total | 1,304 |

Source: Florida Housing Data Clearinghouse



Map 3-14: Affordable Housing



Source: Florida Housing Data Clearinghouse



Major Activity Centers

Citrus County is home to many natural attractions and has approximately 195 square miles of conservation area. Florida State Parks attracted approximately 1.2 million visitors in FY23 with a total economic impact of \$155.7 million, according to the Economic Impact Assessment by the Florida Department of Environmental Protection. Table 3-4 lists the attractions in Citrus County.

Table 3-4: Major Attractions in Citrus County

| Attraction | Location |
|--------------------------------------------|---------------|
| Ellie Schiller Homosassa Springs | Homosassa |
| Wildlife State Park | |
| Three Sisters Springs | Crystal River |
| Crystal River National Wildlife Refuge | Crystal River |
| Crystal River Preserve State Park | Crystal River |
| Crystal River Archaeological State Park | Crystal River |
| Hunter Springs Park | Crystal River |
| Fort Cooper State Park | Inverness |
| Dames Cave | Lecanto |
| Withlacoochee State Trail | Inverness |
| Old Courthouse Heritage Museum | Inverness |
| Yulee Sugar Mill Ruins Historic State Park | Homosassa |

Source: Florida Department of Environmental Protection



Growth and Development

Citrus County is growing with new residential and commercial development. This may affect where and how transit service should operate in the future to serve new major employers or developments.

In August 2024, the state government announced approval for a \$2.8 million grant for Citrus County infrastructure. The county plans to use the funds to improve infrastructure in and around a 551-acre industrial parcel at US-41 and North Lecanto Highway. The state expects the industrial park to create 1,000 jobs directly and support the creation of up to 2,000 additional jobs.

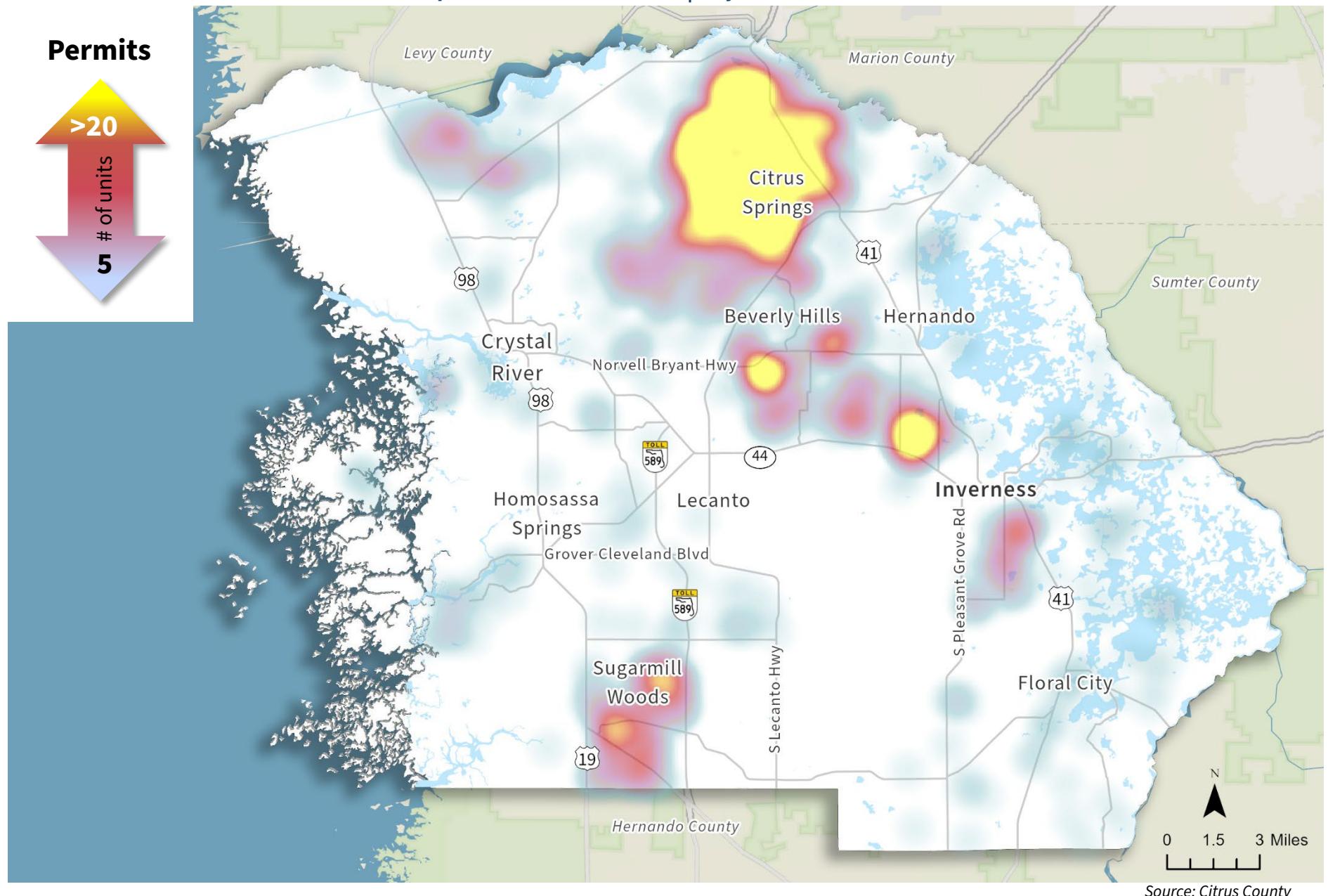
Map 3-15 shows residential permit data for new homes from July 2024 to June 2025. According to Citrus County data, most permits are in Citrus Springs or adjacent to Inverness.



Source: Citrus County



Map 3-15: Residential Permits | July 2024 to June 2025





Existing Transit Services

This section offers an overview of the current operating characteristics of Citrus County Transit, highlighting the services offered and key performance indicators. Additionally, other transportation services available within Citrus County, where available, are summarized to provide a comprehensive perspective on options for residents and visitors. To evaluate Citrus County Transit's performance, trend and peer analyses of critical performance indicators for the deviated fixed-route service were conducted, focusing on the efficiency of service delivery and its effectiveness in meeting the Citrus County's transportation needs.

Overview of Existing Transit Services

Citrus County Transit's services include a deviated fixed route system, the Orange Line, comprised of five routes as well as door-to-door paratransit service for eligible riders. This section will provide an overview of these services' characteristics and insights on overall system usage and performance.

Orange Line

Citrus County Transit's Orange Line is a deviated fixed route service, which allows riders to request deviations in its service up to ¼-mile from its path. Upon requesting a deviation, providing at least 1 hour of lead time, Citrus County Transit will coordinate its fixed route service to pick up passengers at their door at no extra cost. This flexibility within fixed route service allows residents to stay connected to economic opportunities, education centers, lifeline trips, and recreational areas within Citrus County.

The five routes provided by Citrus County Transit's Orange Line run between the hours of 6:00 AM and 5:15 PM on weekdays, with all services provided every 2 hours. Each route provides service to and from Citrus County's Lecanto Transit Center, located at 1300 S. Lecanto Highway, Lecanto, FL 34461, as shown in Map 3-16. Table 3-5 shows the routes and the respective key destinations that the route services. Each bus is Americans with Disabilities Act (ADA) accessible and equipped with bike racks.

Door-to-Door Paratransit

Beyond the Orange Line deviated fixed-route service, Citrus County Transit also operates door-to-door paratransit services. This service is available to anyone between the hours of 6:15 AM and 5:15 PM, Monday through Friday. Paratransit trips are available to those who need transportation to and from appointments, employment, grocery/supplies, and prescription pick-ups. Trips must be scheduled before noon two days prior and can be scheduled up to 14 days in advance. Citrus County Transit also provides service for cold weather shelters and during declared weather emergencies.



Table 3-5: Orange Line Major Stops

| Route | Key Locations |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Floral City (Red Route) | Walmart (Inverness), Withlacoochee Tech, Lakes Region Library, Citrus Memorial Hospital, Floral City Library, E Gobbler & S Florida St, Courthouse Square, Publix (Inverness), Colonnade Park Apartments. |
| Crystal River (Blue Route) | Walmart (Lecanto), Meadowcrest Government Center, Daystar, Mission in Citrus, Coastal Region Library, Crystal River City Hall, Tampa General Hospital (Crystal River), Kings Bay Plaza, Crystal River Plaza, Publix (Crystal River). |
| Hernando (Purple Route) | Walmart (Inverness), Colonnade Park Apartments, Winn Dixie (Inverness), Regional Plaza, Hernando School House, Dollar General (Hernando; SR-200), Flying Arrow & Longbow Loop, Family Resource Center. |
| Beverly Hills (Green Route) | Resource Center (VA), Target Plaza, YMCA, Walmart (Lecanto), Forest Ridge Apartments, Central Ridge Library, Eagleton Park, Winn Dixie (Beverly Hills), Beverly Plaza, Walgreens (Hernando; CR-486). |
| Homosassa (Yellow Route) | Homosassa Public Library, RaceTrac (Homosassa), Winn Dixie (Homosassa), Ollies Shopping Plaza, Sunny Day's Plaza, Walden Woods at W Merrivale Ln, Publix (Sugarmill Woods), Walmart (Homosassa), Pack N Post, W Periwinkle Ln & S Marquis Pt. |

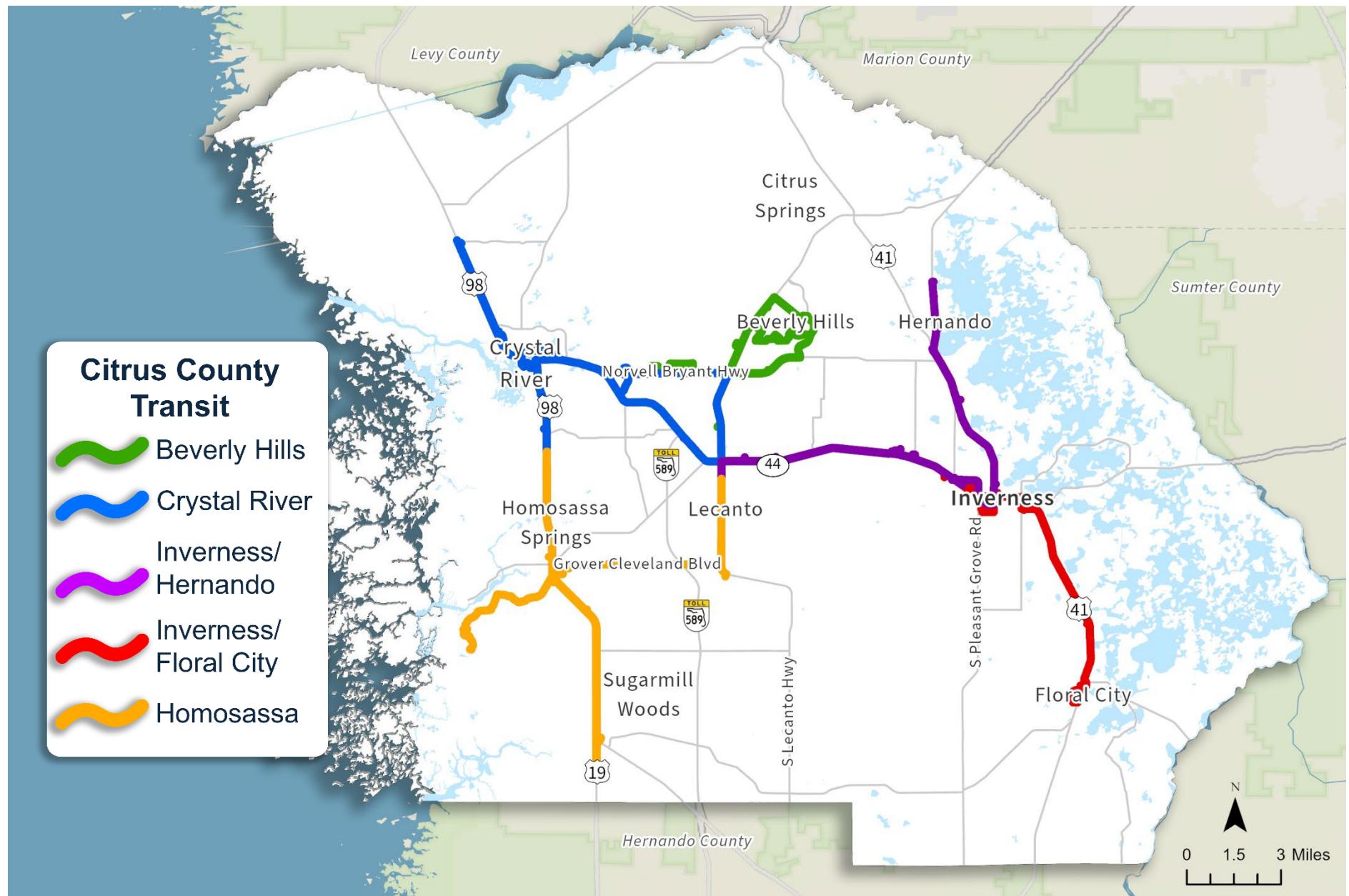
Source: Citrus County Transit



Source: Benesch



Map 3-16: Existing Citrus County Transit Services | Orange Line



Source: Citrus County Transit

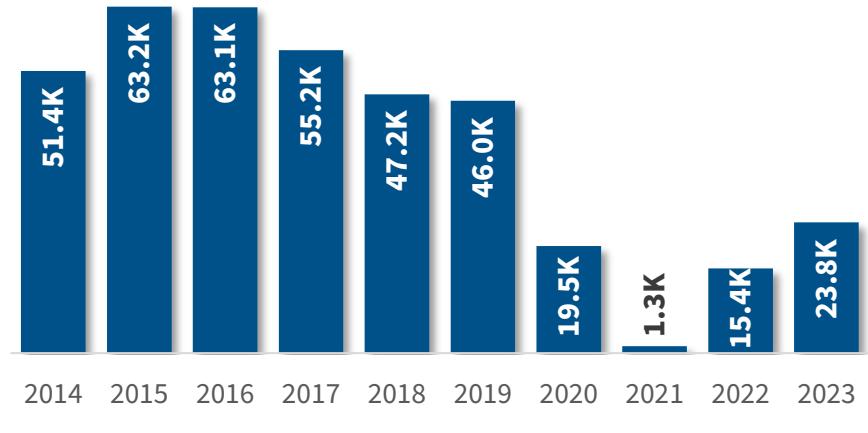


Ridership Trends

Figure 3-14 shows that ridership peaked in 2015 then declined from 2017 to 2019. Due to the public health crisis in FY20 and FY21, Citrus County Transit suspended deviated fixed-route service operation leading to significant ridership decline. According to the Congressional Research Service, nationwide transit ridership fell by approximately 50% of pre-pandemic levels during this period. Since 2021, Citrus County Transit has seen a bounce back in ridership increasing by 54% from 2022 to 2023, to serve nearly 24,000 riders.

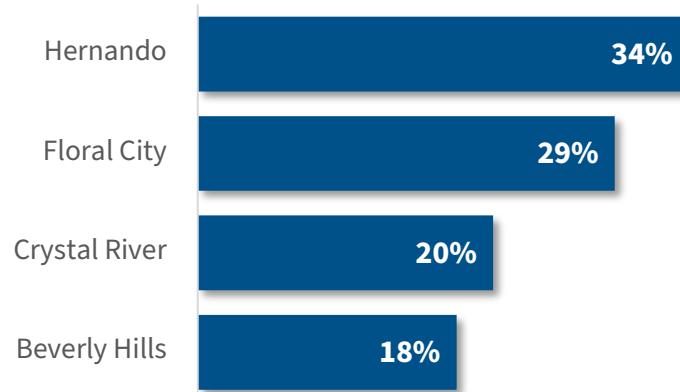
Examining the ridership distribution by route is important to understand existing demand. Figure 3-15 shows the Hernando and Floral City routes served the most riders in FY23, carrying the majority (63%) of the system's ridership.

Figure 3-14: Citrus County Transit Deviated Fixed-Route Ridership by Fiscal Year



Source: NTD and Citrus County Transit

Figure 3-15: Citrus County Transit Deviated Fixed-Route Ridership Distribution by Route | FY23



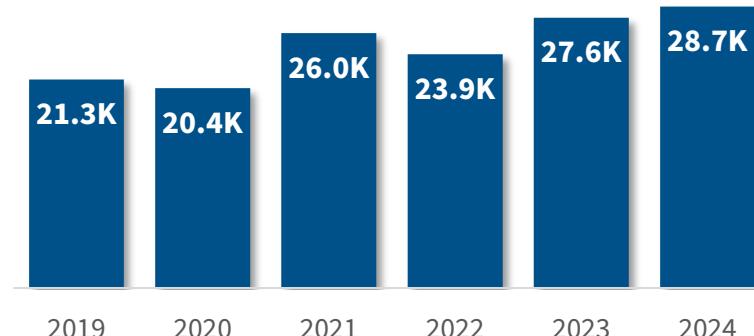
Source: Citrus County Transit
Note: The Homosassa route was not operating in FY23.



Door-to-Door Service/Transportation Disadvantaged

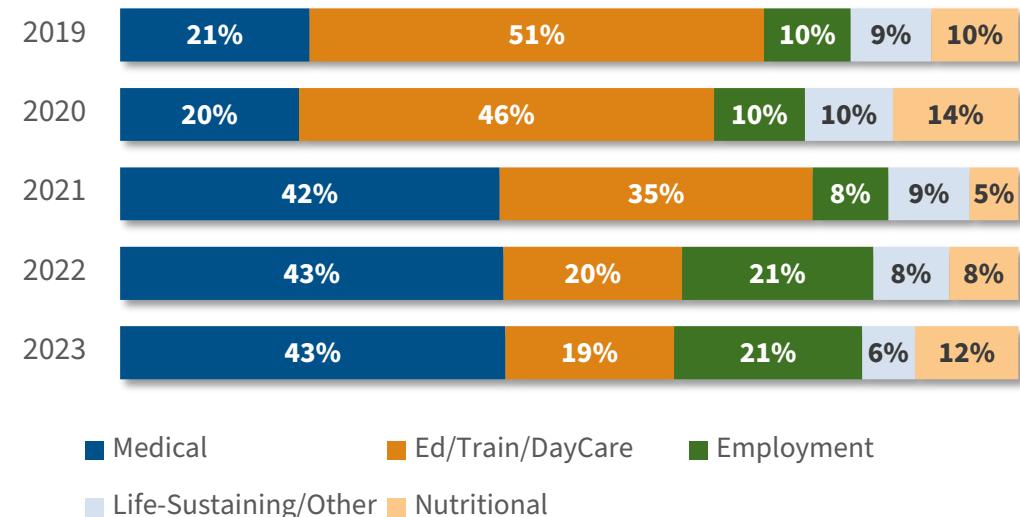
Citrus County Transit operates a non-emergency demand response/para transit, door-to-door service Monday through Friday, excluding County designated holidays. Service schedules are established geographically with all areas of Citrus County receiving services a minimum of two (2) days each week, with most areas receiving services 5 days each week. The door-to-door service (from 6:00 AM – 6:00 PM) provides a transportation option to the public with reduced fares for the Transportation Disadvantaged population (elderly, disabled, and economically disadvantaged). Figure 3-16 shows that door-to-door service ridership is continuing to grow, with a 35% increase from 2019 to 2024. Citrus County Transit also provides transportation services for county veterans traveling to the VA Hospital in Gainesville, Tampa, and the Villages weekly. Services to Social Security in Ocala are provided monthly. Data provided by the Florida Commission for the Transportation Disadvantaged (CTD), which oversees the state's TD Program, shows that the most common use is for medical trips (encompassing 43% of 2023 trips). This type of trip has been the most utilized by residents since 2021. The share of medical trips has doubled following 2020. The next most common use is employment, which encompassed 21% of all trips in 2023. Employment trips are up from previous years and were as low as 8% of trips in 2021 (Figure 3-16a). Education, training, and day care were the third most common type of trip, encompassing 19% of trips in 2023. This trip type has been steadily declining over the past five years.

Figure 3-16: Citrus County Transit Door to Door Trips by Fiscal Year



Source: Citrus County Transit

Figure 3-16a: Transportation Disadvantaged Trips by Type



Source: Florida Commission for the Transportation Disadvantaged



Fares

For deviated fixed-route service (Orange Line), the regular one-way fare is \$1.00 with options to purchase a \$2.00 all-day pass or a \$25, 30-trip pass. Children 12 and under, adults 60+, or those with a Medicare/Medicaid or VA ID/Military Discharge Papers ride at no cost.

The demand response service (paratransit) one-way fare is \$5.00, with each additional stop another \$1.00. Children 12 and under ride at no cost. Those participating in the state's transportation disadvantaged (TD) program may ride paratransit at a reduced fare of \$3.00. Additionally, passengers can also use 30-trip passes, requiring 5 trips for paratransit service or 3 trips for TD service. Citrus County Transit's fare structure is presented in Table 3-6.

Table 3-6: Citrus County Transit Fares

| Fare Type | Cost |
|----------------------------------------------------------------------------|---------|
| Deviated Fixed Route (Orange Line) | |
| One-way | \$1.00 |
| Day Pass | \$2.00 |
| 30-Trip Pass | \$25.00 |
| Children 12 and Under, Adults 60 and Older, Medicare, Veterans, Low Income | FREE |
| Demand Response (Paratransit) | |
| One-way | \$5.00 |
| One-way (TD) | \$3.00 |
| Each Additional Stop | \$1.00 |
| Children 12 and Under | FREE |

Source: Citrus County. Retrieved December 2024. Citrus County Transit Fares & Passes.



Existing Infrastructure

There is one major bus transfer facility in Citrus County, located at 1300 S. Lecanto Highway in Lecanto. All routes converge there to allow riders to transfer to routes serving other areas of the county. Citrus County Transit maintenance and support services for vehicles are also provided here.

Throughout the county bus stop infrastructure, including shelters and benches, provide comfortable access to Citrus County Transit. The FTA and the American Rescue Plan Act (ARPA) recently funded seven new shelters in Beverly Hills, Crystal River, Floral City, Hernando, and Inverness. The shelters have benches, a trash receptacle, and solar lighting.



Source: Citrus County Transit



Vehicle Inventory

Citrus County Transit currently maintains a fleet of 30 vehicles; 21 are designated for door-to-door service and 9 are designated for deviated fixed-route service.

The bulk of the fleet is comprised of Ford Turtle Top models acquired throughout the previous decade. The oldest Citrus County Transit vehicle was acquired in 2013, while most were acquired in 2015, 2016, or 2019. Since 2020, Citrus County Transit has acquired two vehicles per year on average.



Source: Benesch



Other Service Providers

There are several taxi and shuttle services operating in Citrus County that provide medical-related transportation or public taxi service (Table 3-7). Following the departure of Greyhound in 2022, there are no other public transit services providers in Citrus County.

Table 3-7: Other Service Providers in Citrus County

| Provider | Eligible Riders | Service Type | Vehicle Type Provided |
|---------------------------------------------------|----------------------------------------------------------------------------------|----------------|-------------------------------------------------------------|
| Able Airport Taxi & Transportation | Private Pay Consumer | Door-to-Door | Limousine/Luxury Car, SUV, Taxi |
| American Cancer Society Road to Recovery Program | Cancer Patients | Flexible-Route | Car, Taxi |
| G.C.O Non-Emergency Medical Transport | Public | Door-to-Door | Ambulatory Van, Non-Emergency Stretcher Van, Wheelchair Van |
| Homosassa Taxi | Private Pay Consumer | Door-to-Door | Wheelchair Van |
| MobilityWorks – Wheelchair Accessible Van Rentals | Persons with Disabilities | Door-to-Door | Wheelchair Van |
| Ride for Rosie – Hospice Transportation | Cancer Patient | Flexible-Route | Car |
| Terri's Taxi & Errand Service | Persons with Disabilities, Older Adults, Medicaid Eligible, Private Pay Consumer | Door-to-Door | Car |
| Uber | Private Pay Consumer | Door-to-Door | Car |
| Nature Coast Cruisers | Private Pay Consumer | Door-to-Door | Wheelchair Van and Stretcher Van |
| Sunshine Express Transport | Private Pay Consumer | Door-to-Door | SUV and Wheelchair Van |
| Mercy Transport | Private Pay Consumer | Door-to-Door | Wheelchair Van and Stretcher Van |

Source: FDOT and Safe Mobility for Life



Trend Analysis

This section includes a review of selected service performance trends for Citrus County Transit using available NTD data from the last five years. A peer review analysis also was conducted to compare Citrus County Transit's performance at a given point in time to other select transit systems that have operating characteristics similar to what Citrus County Transit aspires to. The performance indicators included in this analysis help evaluate and benchmark the effectiveness and efficiency of Citrus County Transit's services.

The trend analysis is only one aspect of transit performance evaluation; however, when combined with the peer review analysis the results provide a starting point for understanding Citrus County Transit's performance over time compared to these other systems. Each analysis is summarized in detail in the remainder of this section.

Data from the Florida Transit Information System (FTIS), a comprehensive repository of validated NTD data for transit agencies in the US, were used for these analyses.

Performance Trend Analysis

To assess how efficiently Citrus County Transit supplies its deviated fixed-route services and how effectively each meets the needs of the area, the trend analysis used key performance indicators and two types of measures, as summarized below.

- General Indicators— Quantity of service supply, passenger and fare revenue generation, and resource input.
- Effectiveness Measures— Extent to which the service is effectively provided.
- Efficiency Measures— Extent to which cost efficiency is achieved.

The trend analysis was organized by type of measure or indicator and includes statistics, figures, and tables to illustrate Citrus County Transit's performance over the past five years. The summary findings of the trend analysis for fixed-route are presented in Tables 3-8 through 3-10.



Table 3-8: Trend Analysis | Deviated Fixed Route | General Indicators

| Indicator/Measure | 2019 | 2020 | 2021 | 2022 | 2023 | % Change 2022-2023 |
|----------------------------------|-----------|-----------|----------|-----------|-----------|-----------------------|
| Service Area Population | 30,858 | 30,858 | 30,858 | 30,858 | 30,858 | 0.0% |
| Service Area Size (square mile) | 49 | 49 | 49 | 49 | 49 | 0.0% |
| Service Area Population Density | 630 | 630 | 630 | 630 | 630 | 0.0% |
| Passenger Trips | 45,995 | 19,498 | 1,278 | 15,449 | 23,817 | +54.2% |
| Revenue Miles (RM) | 217,656 | 104,353 | 28,001 | 195,398 | 191,722 | -1.9% |
| Revenue Hours (RH) | 11,781 | 5,755 | 1,481 | 9,961 | 9,870 | -0.9% |
| Total Operating Expense | \$616,505 | \$348,053 | \$81,827 | \$589,294 | \$679,250 | +15.3% |
| Vehicles Operated in Max Service | 5 | 4 | 4 | 4 | 4 | 0% |

Source: FTIS.

Note: Citrus County Transit operated five routes in 2019, provided limited service in 2020 and 2021, and operated four routes from 2022 to 2023.

General Indicators

The general indicators for Citrus County Transit show overall growth between 2022 and 2023 and reinforce its role in the community. Passenger trips increased by 54.2%, indicating more demand for service. Revenue miles and hours decreased marginally (-1.9% and -0.9%, respectively), while Vehicles Operated in Maximum Service (VOMS), did not increase indicating that service supply has remained relatively the same. Although the total operating expense increased by 15.3%, this may be due to inflation and other industry-related factors.



Table 3-9: Trend Analysis | Deviated Fixed Route | Effectiveness Measures

| Indicator/Measure | 2019 | 2020 | 2021 | 2022 | 2023 | % Change 2022-2023 |
|----------------------------------|-------|-------|-------|-------|-------|--------------------|
| Revenue Miles Per Capita | 7.05 | 3.38 | 0.91 | 6.33 | 6.21 | -1.9% |
| Passenger Trips Per Capita | 1.49 | 0.63 | 0.04 | 0.50 | 0.77 | +54% |
| Passenger Trips Per Revenue Mile | 0.21 | 0.19 | 0.05 | 0.08 | 0.12 | +50% |
| Passenger Trips Per Revenue Hour | 3.90 | 3.39 | 0.86 | 1.55 | 2.41 | +55.5% |
| Average Speed (RM/RH)* | 18.48 | 18.13 | 18.91 | 19.62 | 19.42 | -1% |

Source: FTIS. Annual revenue miles and hours from prior table.

Note: Citrus County Transit operated five routes in 2019, provided limited service in 2020 and 2021, and operated four routes from 2022 to 2023.

Effectiveness Measures

Overall, the effectiveness measures demonstrate growth and an increase in productivity. While the revenue miles per capita and average speed decreased slightly between 2022 and 2023 (-1.9% and -1% respectively), every other measure significantly increased. Citrus County Transit increased its productivity, which is reflected by the passenger trips per capita, passenger trips per revenue mile, and passenger trips per revenue hour.

Citrus County Transit is still recovering from the public health emergency, and this increased productivity may indicate that residents are looking for transportation alternatives including new or enhanced transit services.



Table 3-10: Trend Analysis | Deviated Fixed Route | Efficiency Measures

| Indicator/Measure | 2019 | 2020 | 2021 | 2022 | 2023 | % Change 2022-2023 |
|--------------------------------------|---------|---------|---------|---------|---------|-----------------------|
| Operating Expense Per Capita | \$19.98 | \$11.28 | \$2.65 | \$19.10 | \$22.01 | +15.2% |
| Operating Expense Per Passenger Trip | \$13.40 | \$17.85 | \$64.03 | \$38.14 | \$28.52 | -25.2% |
| Operating Expense Per Revenue Mile | \$2.83 | \$3.34 | \$2.92 | \$3.02 | \$3.54 | +17.2% |
| Operating Expense Per Revenue Hour | \$52.33 | \$60.48 | \$55.25 | \$59.16 | \$68.82 | +16.3% |
| Farebox Recovery (%) | 1.26% | 0.87% | 0.00% | 0.28% | 0.33% | +17.9% |
| Average Fare | \$0.17 | \$0.15 | \$0.00 | \$0.11 | \$0.09 | -18.2% |

Source: FTIS

Note: Citrus County Transit operated five routes in 2019, provided limited service in 2020 and 2021, and operated four routes from 2022 to 2023.

Efficiency Measures

Efficiency measures such as operating expense per capita, revenue miles, and revenue hours increased 15-17% between 2022 and 2023. Given the static service supply over the same period, these increases are likely a result of higher vehicle operating and maintenance costs. However, due to ridership increases outpacing operating costs, the operating expense per passenger trip decreased by 25.2%.



Peer Review Analysis

In addition to the trend analysis, a peer system review was conducted to assess Citrus County Transit's performance compared to a select group of its peer systems. The agency peer review reports on the same measures as the trend analysis and uses validated NTD data from 2022 available from the FTIS data repository.

Peer System Selection Methodology

The peer systems were selected using the following method:

Step 1 / Geographic Elimination First, the field of peers was narrowed by geographic location to agencies in the southeast US, including Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia. These states are considered to have similar operating environments to Florida. In addition, special consideration was given to systems geographically closer to Citrus County Transit.

Step 2 / Mode Review Using the subset of southeast agencies determined in Step 1, the pool was further narrowed by mode to agencies providing fixed-route or motorbus (classified as "MB" mode, respectively in the NTD).

Step 3 / NTD Analysis Using 2022 NTD data, the potential peers were scored through an objective assessment of eight standard key variables:

- Average speed (revenue miles/revenue hours)
- Passenger trips
- Revenue miles
- Service area population
- Service area population density
- Total operating expense
- Vehicles operated in maximum service (VOMS)
- Revenue hours

Each agency was scored on each variable based on its similarity to Citrus County Transit's value. An agency received 1 point when its performance value was within one standard deviation of Citrus County Transit's performance value for that variable and 0.5 points when within two standard deviations of Citrus County Transit's performance value. If an agency's value fell outside of this, no points were given for that variable.

After each agency was scored on each variable, the agencies were ranked based on the total points received. Only the top 25 agencies moved forward into Step 4.

Step 4 / Peer Selection The final list of peers was determined through further qualitative scoring. Any agency Citrus County Transit had identified as a peer through a past peer selection process or is geographically similar was given additional consideration. The final agencies selected are listed in Table 3-11.



Table 3-11: Selected Peers Reviewed for Deviated Fixed-Route Service

| Agency Name | Location |
|----------------------------------------|------------------|
| City of Hinesville, Georgia | Hinesville, GA |
| Cherokee County Board of Commissioners | Canton, GA |
| Sumter County | Wildwood, FL |
| Orange County | Hillsborough, NC |
| Craven County | New Bern, NC |

Peer Review Analysis Summary

The results of the peer review analysis of Citrus County Transit's deviated fixed-route bus service are presented in Table 3-12. It shows the findings by key indicators/measures in terms of their deviation above or below the peer group mean and a general assessment of the result.

General Performance Indicators

Compared to its peers, Citrus County Transit provides services to a smaller population and service area. The peer mean significantly exceeds the population served by Citrus County Transit. However, despite a smaller population and service area Citrus County Transit serves more passenger trips than its peers. Furthermore, Citrus County Transit is supplying longer trips and expanded hours, as shown by its higher revenue miles and revenue hours, compared to its peers.

Service can also be seen as having this greater reach with less vehicles, as Citrus County Transit provides a higher number of passenger trips while maintaining a lower total operating expense and VOMS.

Effectiveness Measures

The effectiveness of Citrus County Transit's coverage can be measured in several ways. When analyzing per capita system usage in revenue miles and passenger trips, Citrus County Transit is more productive compared to its peers (376.9% and 236.7% higher respectively).

Lower passenger trips per revenue mile and passenger trips per hour for Citrus County Transit compared to its peers may be from lower population density within Citrus County Transit's service area as buses must travel further to reach population and employment centers. Increased development along major transportation corridors between current population centers and destinations may improve these measures.

Efficiency Measures

Citrus County Transit scored below the peer mean in all cost efficiency measures, suggesting that it supplies its service more efficiently than its peers.

Citrus County Transit's operating expense per capita has the largest variance from the peer mean (32.1% less) suggesting effective service. Furthermore, Citrus County Transit scored below the peer mean for operating expense per passenger trip (-6.2%), suggesting more efficient cost control compared to its peers.



Table 3-12: Peer Review Analysis Results | Deviated Fixed Route

| Metric | Citrus County Transit | Peer Mean | % from Peer Mean |
|--------------------------------------|-----------------------|-----------|------------------|
| General Indicators | | | |
| Service Area Population | 30,858 | 135,657 | -77.3% |
| Service Area Density | 630 | 999 | -36.9% |
| Service Area Size (square miles) | 49 | 223 | -78.1% |
| Passenger Trips | 15,449 | 14,375 | 7.5% |
| Revenue Miles (RM) | 195,398 | 128,328 | 52.3% |
| Revenue Hours (RH) | 9,961 | 7,915 | 25.8% |
| Total Operating Expense | \$589,294 | \$712,633 | -17.3% |
| Vehicles Operated in Maximum Service | 4 | 7 | -44.4% |
| Effectiveness Measures | | | |
| Revenue Miles Per Capita | 6.33 | 1.33 | 376.9% |
| Passenger Trips Per Capita | 0.50 | 0.15 | 236.7% |
| Passenger Trips Per Revenue Mile | 0.08 | 0.12 | -34.7% |
| Passenger Trips Per Revenue Hour | 1.55 | 1.92 | -19.3% |
| Average Speed (RM/RH) | 19.62 | 16.26 | 20.7% |
| Efficiency Measures | | | |
| Operating Expense Per Capita | \$5.25 | \$7.74 | -32.1% |
| Operating Expense Per Passenger Trip | \$49.58 | \$52.88 | -6.2% |
| Operating Expense Per Revenue Mile | \$5.55 | \$6.05 | -8.2% |
| Operating Expense Per Revenue Hour | \$90.03 | \$103.88 | -13.3% |



Transit Demand Assessments

Two Geographic Information Systems (GIS)-based tools were utilized to supplement the population and employment data analyses.

The Transit Orientation Index (TOI) measures levels of traditional rider markets, such as older adults, youth, low-income, and zero-vehicle households, compared to existing transit coverage to gauge propensity for transit use.

The Density Threshold Assessment (DTA) illustrates the relationship between the discretionary market (potential passengers living and/or working in higher-density areas who may choose to use transit) and the use of transit as a commuting alternative.

Traditional Rider Markets

The traditional rider market includes population groups who historically have had a greater tendency to use transit or depend on public transit for their mobility needs. Traditional transit users include older adults, youths, and people living in low-income or zero-vehicle households. For some individuals, the ability to drive is greatly diminished with age, so they must rely on others for their transportation needs. Likewise, younger people not yet of driving age but who need to travel to school, employment, or for leisure may rely more on public transportation until they reach driving age. For lower-income households, transportation costs are particularly burdensome, as a greater proportion of income is used for transportation-related expenses.



Source: Benesch



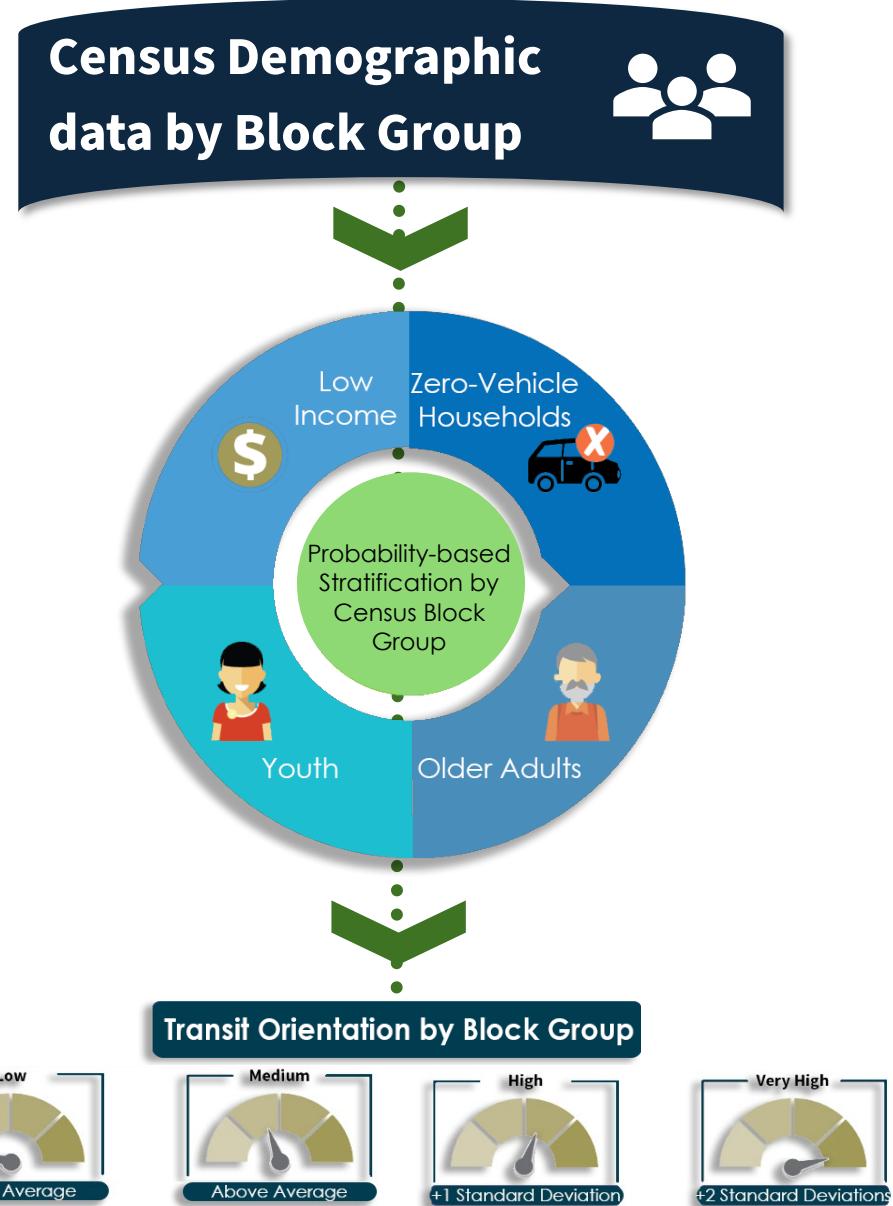
Households with restricted income, such as those with no private vehicle, are more likely to rely on public transportation.

The TOI was developed to assist in identifying areas of the county where these traditional rider markets exist. To create the TOI for this analysis, demographic data from the 2023 ACS with 5-Year Estimates (2019–2023) were analyzed at the block group level for the demographic and economic variables. Using data for these characteristics and developing a composite ranking for each census block group, each area was ranked as “Very High,” “High,” “Medium,” or “Low” in their respective levels of transit orientation. Figure 3-17 shows the TOI methodology.

Transit Orientation Index Findings

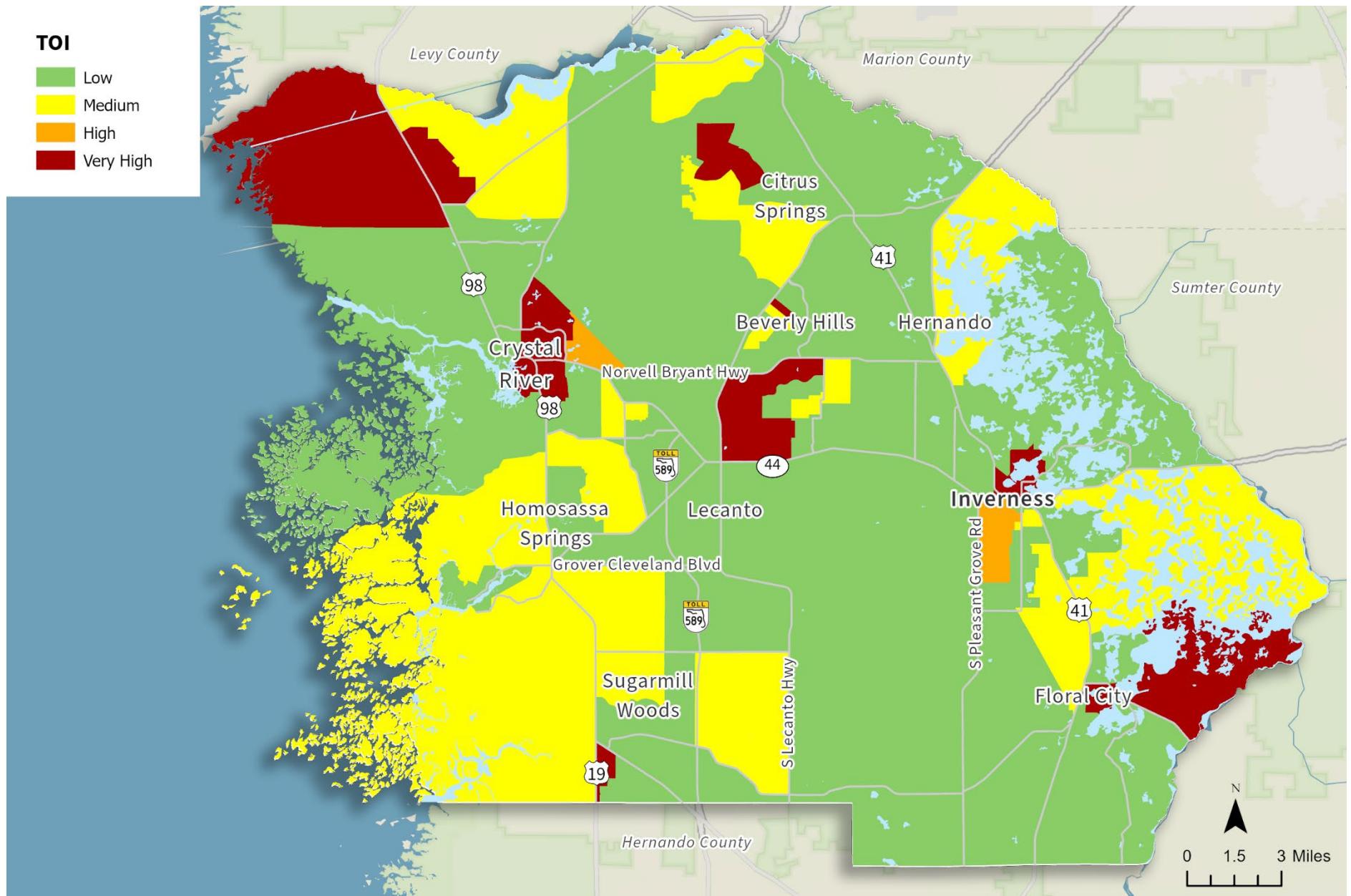
Map 3-17 reveals the findings from the TOI assessment. The TOI reveals several block groups with populations more likely to take transit, where high categories are seen sporadically throughout the county. “Very High” TOI scores are observed between Lecanto and Beverly Hills, Crystal River, north Citrus Springs, east of Floral City, and along US-98 at the southern and northern ends of the county. “High” scores are observed to the east of Crystal River and the south end of Inverness. Additionally, medium TOI scores are observed throughout much of the county, with the corridor of US-41 between Inverness and Floral City, the county’s southwest coast, Sugarmill Woods and Homosassa Springs, and a portion of Citrus Springs and Hernando being home to most of these block groups. The rest of the county exhibits predominantly low TOI scores.

Figure 3-17: Transit Orientation Index Methodology





Map 3-17: Transit Orientation Index





Discretionary Markets

A Density Threshold Assessment (DTA) was conducted to identify areas in Citrus County with higher levels of dwelling unit and employee density levels that may support various levels of transit service. Socioeconomic data for Citrus County, including dwelling unit and employment data based on information developed for the Hernando/Citrus MPO's 2050 LRTP, were used to develop the DTA for 2025 and 2050.

Based on industry standards and research, three density thresholds were used to determine if an area contains sufficient density to sustain some level of fixed-route transit operations. The levels of investment are shown in Table 3-13.

Table 3-13: Density Threshold Assessment | Level of Investment

| Level Of Transit Investment | Dwelling Unit Density Threshold ¹ | Employment Density Thresholds ² |
|-----------------------------|----------------------------------------------|--------------------------------------------|
| Minimum Investment | 4.5–5 Dwelling Units/Acre | 4 Employees/Acre |
| High Investment | 6–7 Dwelling Units/Acre | 5–6 Employees/Acre |
| Very High Investment | ≥8 Dwelling Units/Acre | ≥7 Employees/Acre |

¹ TRB, National Research Council, TCRP Report 16, Volume 1 (1996), “Transit and Land Use Form,” November 2002, MTC Resolution 3434 TOD Policy for Regional Transit Expansion Projects.

² Based on review of research on relationship between transit technology and employment densities.

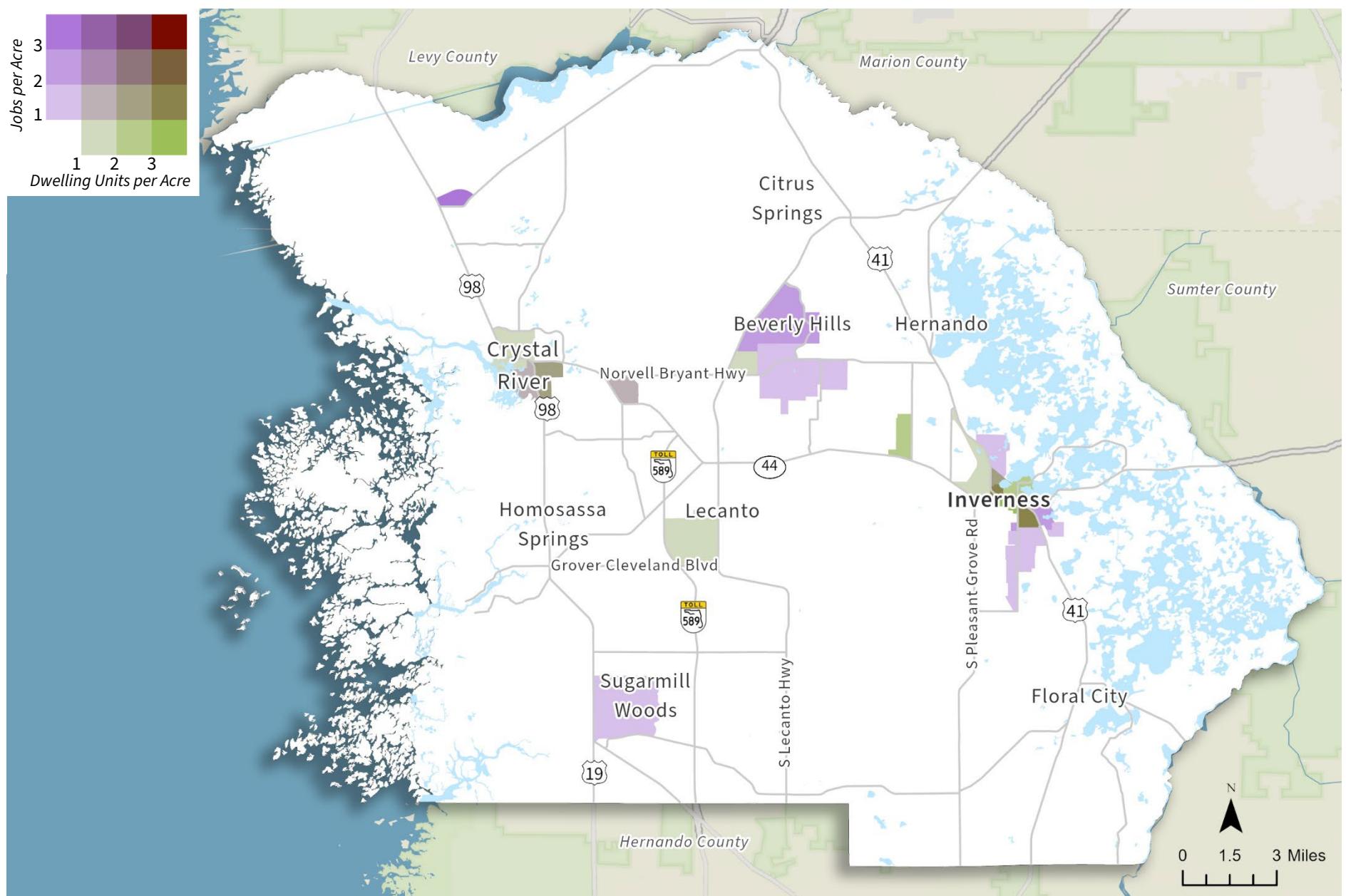
Density Threshold Assessment Findings

Maps 3-18 and 3-19 illustrate the 2025 and 2050 DTA results in Citrus County. While most areas do not meet the standard dwelling unit and employment thresholds, Inverness, Crystal River, and Beverly Hills have the highest levels of population and employment densities in the county. These areas are served by the corridors of US-41, US-98, and North Lecanto Highway. Other areas to see patches of density includes Sugarmill Woods and Lecanto. These are the areas which transit infrastructure makes the most sense at this time.

For the 2050 DTA analysis, it shows a continuation of development in and around the main developments around Inverness, Beverly Hills, and Crystal River. Specifically, the most residential growth is likely to occur around Beverly Hills, while Inverness is likely to see a continuation of employment growth. Finally, Crystal River is likely to see a mixture of residential and employment growth over the next 25 years. This highlights development around highway corridors such as US-41, SR-44, North Lecanto Highway, and US-98 between and surrounding these settlements.

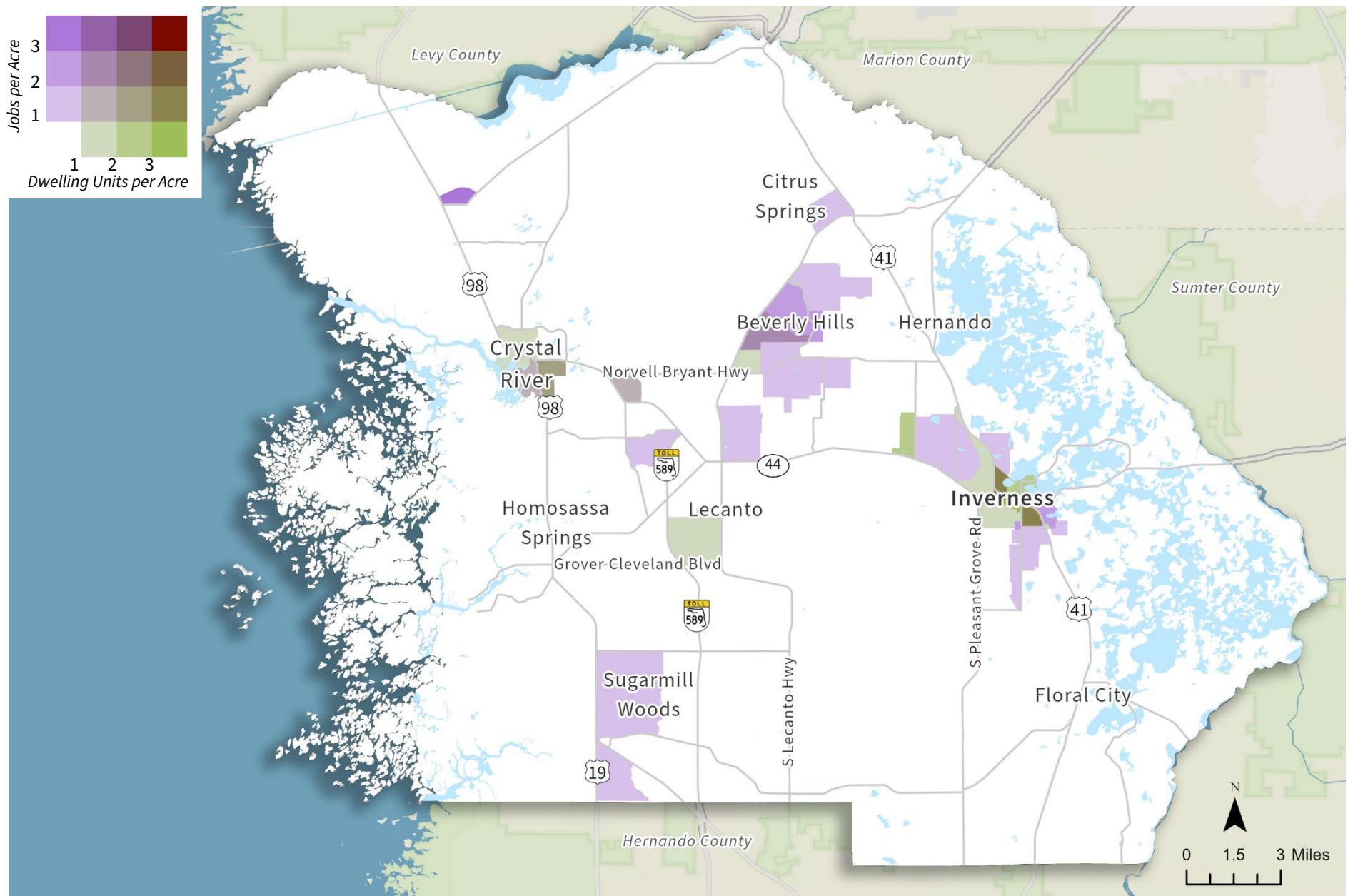


Map 3-18: Density Threshold Assessment | 2025





Map 3-19: Density Threshold Assessment | 2050





Relationship Review to Other Plans

Documenting the TDP's relationship to other plans is a TDP Rule requirement and intended to provide a thorough understanding of the direction and policies of other relevant plans to Citrus County Transit.

Various local, regional, state, and federal entities produce plans and policies that will be reviewed to ensure that Citrus County Transit stays consistent with any applicable content in them and their direction/goals and objectives. Furthermore, certain federal or state plans, policies, and regulations also may impact how Citrus County Transit provides, funds, and plans for local transit services.

The key takeaways from this review are intended to help Citrus County Transit understand these potential impacts while concurrently creating a viable and accessible transit system locally and for the region. The rest of this review can be found in Appendix B.



Source: Benesch



Local Plans

Local planning documents guide Citrus County's policies and goals, which signal the community's commitment and prioritization of transit services locally. These plans were examined for strategies, transit-supportive goals, objectives, and policies. Among the recommendations and policies are strategies for encouraging strengthening links with pedestrian and bicycle infrastructure and collaborating with other transit providers to address broader regional mobility challenges. The following plans were examined:

- Citrus County Comprehensive Plan
- City of Crystal River Comprehensive Plan
- City of Inverness Comprehensive Plan
- Citrus County Transit 2020 TDP
- Citrus County Transit Transportation Disadvantaged Service Plan (TDSP)
- Citrus County Comprehensive Operations Analysis (COA)

Key Takeaways

Goals, policies, and recommendations from the plans were reviewed. Key takeaways from the plans focus on:

Service

- Enhance transit services by expanding service hours.
- Improve service quality by increasing frequency on all routes.
- Expand service span for later service.
- Increase geographic coverage by adding new routes.
- Expand fixed-route services between more populated areas like Crystal River and Inverness.
- Increase service supply by adding weekend service.
- Add regional service connecting Citrus to Marion and Hernando counties.
- Supplement fixed-route service by adding microtransit service to select areas.

Infrastructure/Technology/ Policy

- Add new park-and-ride facilities.
- Upgrade bus stop infrastructure.
- Purchase additional buses to support new services.
- Ensure pedestrian and bicycle connectivity.
- Implement smartphone app to support microtransit service.



Regional Plans

Strong regional coordination and planning are critical to supporting sustainable development, advancing infrastructure investments, and fostering long-term economic vitality. Relevant regional plans were reviewed to understand the guiding principles, strategic goals, and policy recommendations that could shape Citrus County Transit's future. The following plans offer valuable insights into integrated approaches to land use, transportation, and economic development:

- Hernando/Citrus MPO 2050 LRTP
- Hernando/Citrus MPO Unified Planning Work Program (UPWP)
- Hernando/Citrus MPO Transportation Improvement Program (TIP)
- Hernando/Citrus MPO Complete Streets Policy and Implementation Guidance
- Hernando/Citrus MPO Non-Motorized Facility Gap Analysis & Complete Streets Implementation
- Hernando/Citrus MPO Traffic Segment Studies for County Line Road, US-41, and SR-200
- Tampa Bay Economic Development Comprehensive Economic Development Strategy (CEDS) for 2023-2027
- West Central Florida Regional Long Range Transportation Plan (RLRTP) 2045
- Hernando County Transit TDP

Key Takeaways

Key insights on regional priorities, strategic policies, and actionable steps that may influence the future of Citrus County Transit include:

Service

- Expand the existing service network.
- Implement regional connections to surrounding counties.
- Add regional service connecting Citrus and Hernando counties via US-19.
- Improve mobility and accessibility across the region.
- Add to the regional multi-modal transportation system.
- Add rapid regional transit connections to the region.
- Provide a safe and efficient transportation system that addresses the priorities of the community

Infrastructure/Technology/ Policy

- Add new multi-use paths adjacent to existing roadways.
- Implement a bus infrastructure and accessibility program.
- Enhance accessibility at bus stop infrastructure.
- Add a real time bus locator mobile app.
- Invest in maintenance of fixed-route and paratransit services.



State and Federal Plans

Planning at the state and federal levels guides long-term development, infrastructure investment, and policy priorities. The plans reviewed help establish a foundation for coordinated decision-making and alignment with broader policy frameworks aimed at creating a more integrated and resilient transportation network. The following plans were examined as part of this review:

- FDOT's Complete Streets Implementation Update: Handbook and Design Manual
- 2045 FDOT Florida Transportation Plan
- State of Florida Transportation Disadvantaged 5-Year/20-Year Plan
- Infrastructure Investment and Jobs Act (Public Law 117-58)

Key Takeaways

Key insights at the state and federal levels that may affect Citrus County Transit's priorities, strategic policies, and actionable steps include the following:

Service

- Expand service areas.
- Develop a universal cost-effective transportation system.
- Add and implement regional connections.
- Implement a uniform funding system.
- Add transportation solutions that strengthen Florida's economy.
- Implement mobility solutions that enhance Florida's communities and environment.
- Meet transportation needs for older adults and people with disabilities.

Infrastructure/Technology/Policy

- Reduce Greenhouse Gas Emissions (GHGs) and lower lifetime vehicle costs by utilizing electric vehicles.
- Repair and upgrade existing infrastructure.
- Increase accessibility to transit services.



SECTION 4. Land Use & Priority Transit Corridor Assessment

This effort assesses the effectiveness of local land use policies and urban design patterns in Citrus County to identify areas that are or will be designed to accommodate alternative modes of transportation, such as transit. In addition, this section includes an assessment of key roadway corridors that may support transit in the next 10 years. These corridors may assist Citrus County in planning and prioritizing services and facilities improvements in the future.

Land Use and Urban Design Review

A review of current and emerging land uses was conducted for the study area assessment.

Citrus County

The future land use map obtained from Citrus County, shown in Map 4-1, and existing land use and major planned developments were reviewed. The following key trends were observed in Citrus County:

- A majority of the county is dedicated to conservation (CON), low-intensity coastal and lakes (CL), and agriculture (AGR). These areas are adjacent to the county borders and are in the south-central part of the county.
- Most of the residential land is dedicated to low-density residential (LDR), rural residential (RUR), or residential mixed (RMU). Residential areas are scattered throughout the county but are concentrated in the central area north



Source: Citrus County



of SR-44 in Lecanto and adjacent to the city limits of Inverness and Crystal River.

- Most industrial (IND) and transportation, communication, and utilities (TCU) uses are located on the west side of the county and adjacent to conservation (CON).
- Most general commercial (GNC) uses are along major roadways including US-98, US-41, SR-44, and the northern part of US-19.

City of Inverness

Inverness is characterized by a core commercial corridor flanked primarily by residential uses on both sides of SR-44 and US-41.

Map 4-2 shows the following:

- US-41/Main Street serves as the commercial center, with the only notable non-commercial 2 showing the Citrus County School Board, local schools/colleges, and Florida Citrus Hospital.
- Medium density residential exists just beyond the commercial uses off Main Street and on other major roadways like Highland Boulevard, however, the primary residential zoning is low density.
- Green space in the form of open space and conservation lands is characterized by large contiguous plots of land like Whispering Pines Park, just north of Main Street and Holder Mine Campground south of Haven Street.

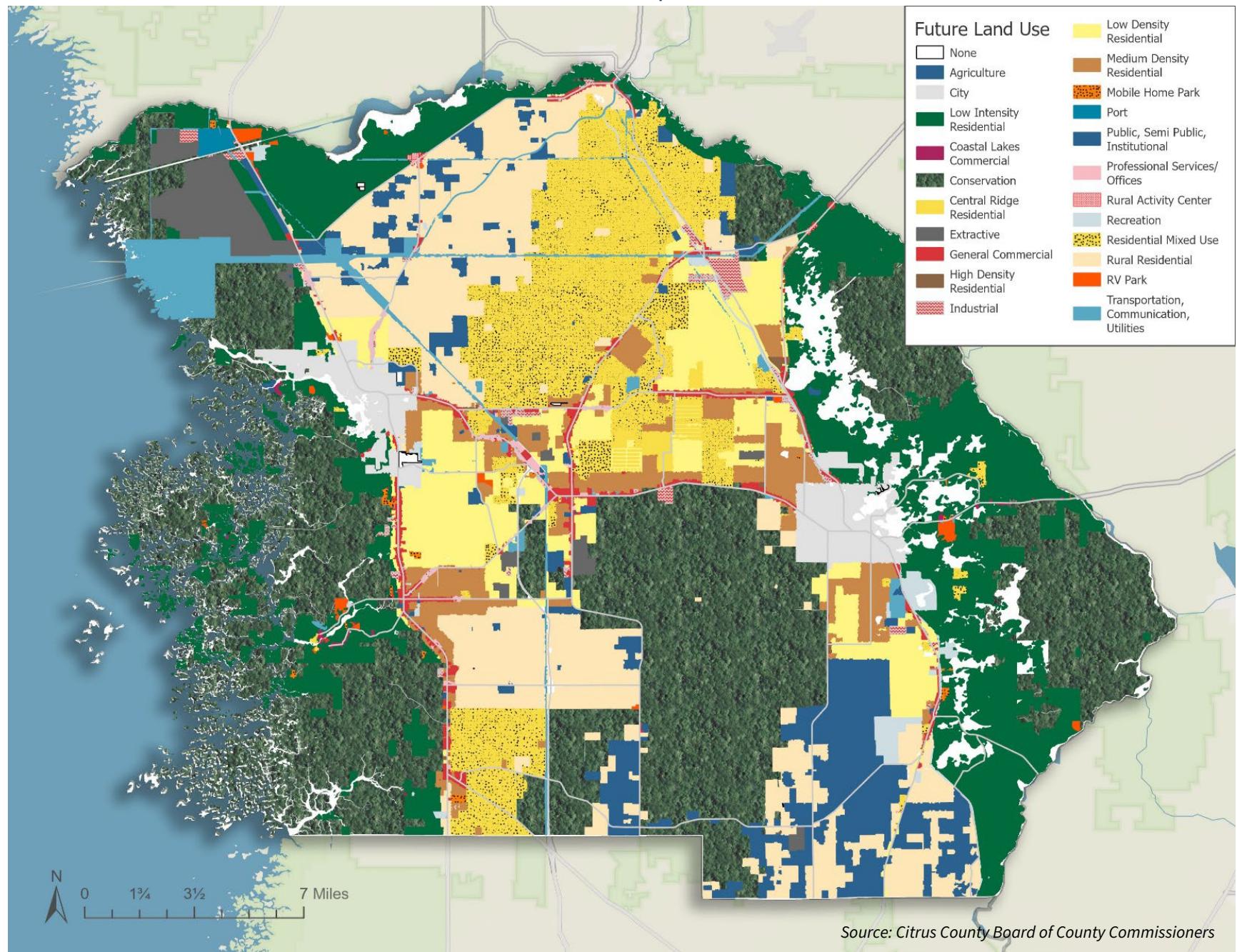
City of Crystal River

Inverness utilizes six simple land uses broadly covering urban, suburban, civic, conservation, and special districts. Map 4-3 shows the following:

- The Urban Center follows the US-19 and NE 5th Street corridors, with primarily commercial activity.
- Urban/Suburban Neighborhoods flank the urban core corridors following collector and local road patterns.
- Civic/Conservation land uses are mostly characterized by park lands and are distributed widely throughout the city, increasing in area on the periphery.
- Only two Special Districts exist: the airport and FDOT field office on industrial land.

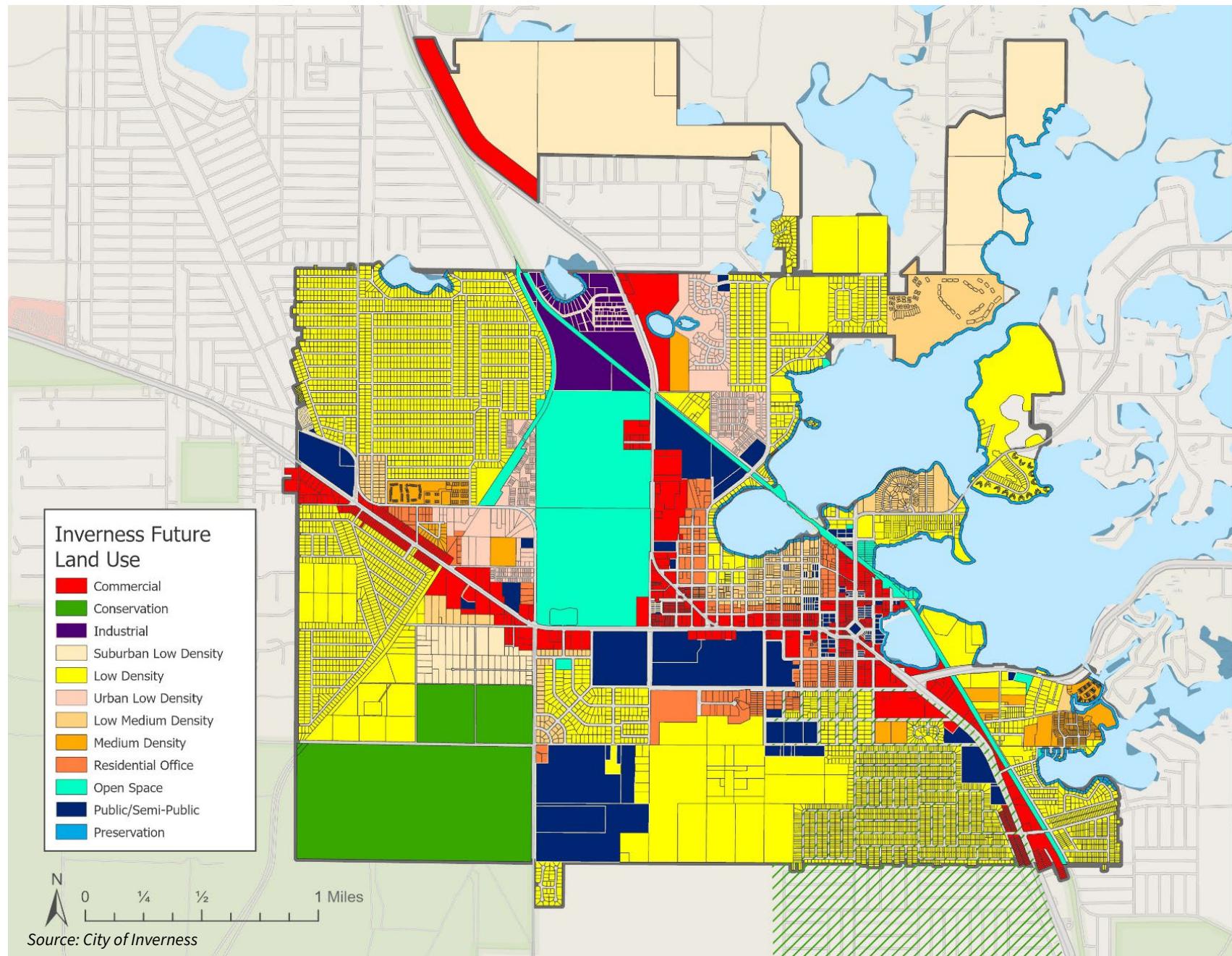


Map 4-1: Future Land Use | Citrus County



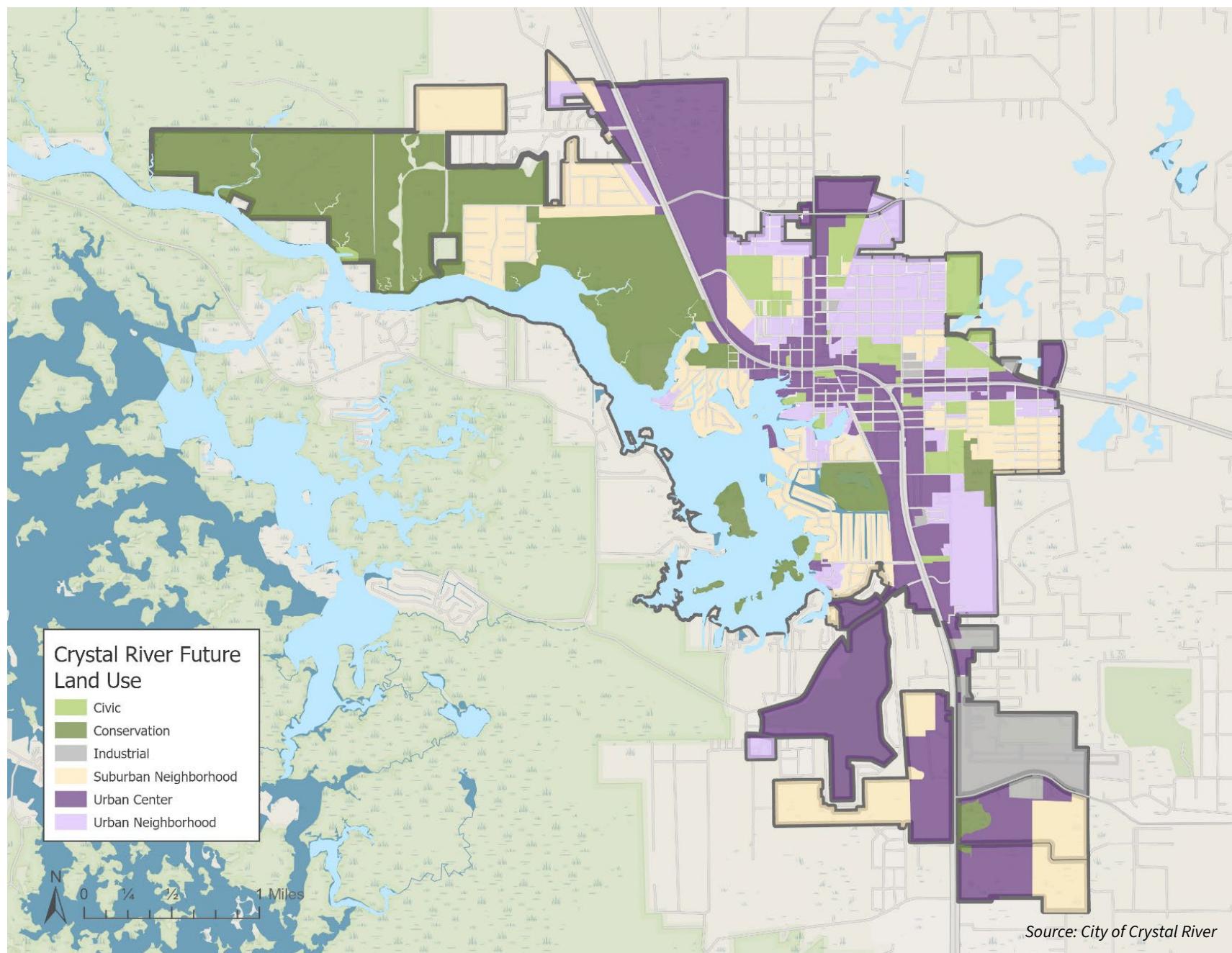


Map 4-2: Future Land Use | Inverness





Map 4-3: Future Land Use | Crystal River





Urban Design Review

The urban design review assesses proposed developments, with particular attention to its impact to Citrus County Transit service. The review includes residential, commercial, and multimodal developments throughout Citrus County.

Crystal River Mall Site

The former Crystal River Mall was purchased by a developer to redevelop the site from a shopping center to a mixed-use development. The 40-acre site will host retail, 360 apartments, and 80 townhomes (Figure 4-1).

Holder Industrial Park

The Holder Industrial Park is a major economic development initiative to attract commercial and industrial businesses to the county. Situated at the intersection of US-41 and North Lecanto Highway, it is expected to create over 1,000 jobs and promote regional economic growth. The park's development is supported by state incentives and infrastructure investments tailored to manufacturing, logistics, and distribution businesses.

Inverness Airport Business Park

The Inverness Airport Business Park (IABP) is an 80-acre development project aimed at boosting economic growth through aviation-focused industries. The park, located south of the Inverness Airport runway, will offer 500,000 square feet of industrial space and hangars, creating over 700 local jobs. Funded with \$14 million, including \$9 million from the Florida Legislature,

Figure 4-1: Crystal River Mall Site Plan



Source: City of Crystal River



the project will improve infrastructure by extending taxiways, roads, and utilities, making the site attractive for aviation businesses. Commissioners anticipate this project to foster job creation and create economic opportunities.

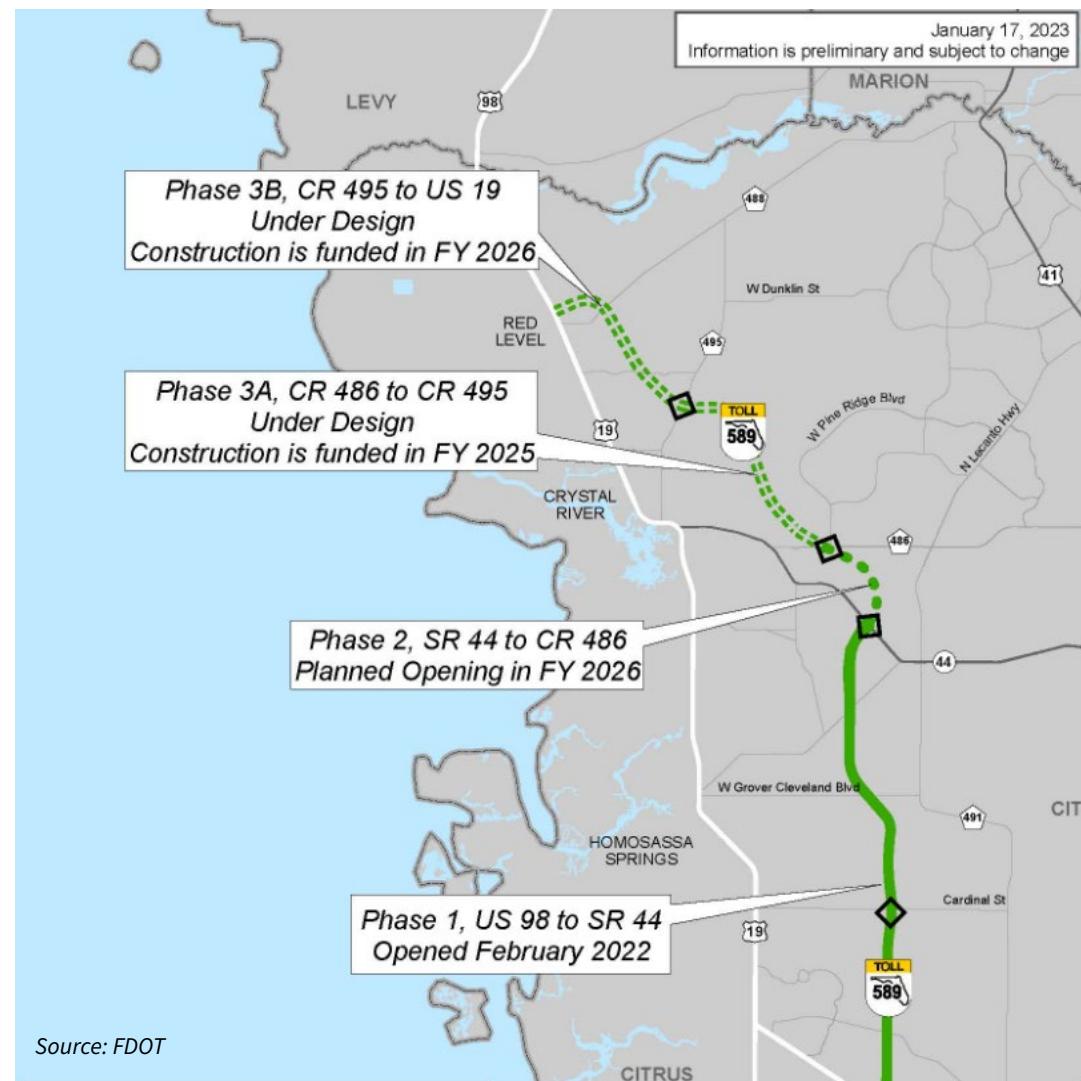
Crystal River Visionary Code Change

The Crystal River Visionary Code Change project adopts new zoning and planning regulations to encourage the development of walkable, bike-friendly, and transit-oriented areas. The city council implemented these changes to foster a more connected downtown, promoting complete streets that prioritize pedestrians, cyclists, and transit users. The new code aims to balance urban growth with environmental sustainability while enhancing mobility options for residents.

Suncoast Parkway Phases 2 and 3 Extension

The Suncoast Parkway Phase 2 extension is a significant infrastructure project aimed at extending the existing Suncoast Parkway (SR-589) northward in Citrus County to CR 486 while Phases 3A and 3B will extend the toll road to CR 495 and US-19, respectively (Figure 4-2). The extension may offer faster regional connectivity, alleviating congestion on local roads. Key goals include improving accessibility in and to Citrus County, promoting economic development, and enhancing hurricane evacuation routes. The project incorporates advanced stormwater management systems and wildlife crossings to minimize environmental impact.

Figure 4-2: Suncoast Parkway Extension





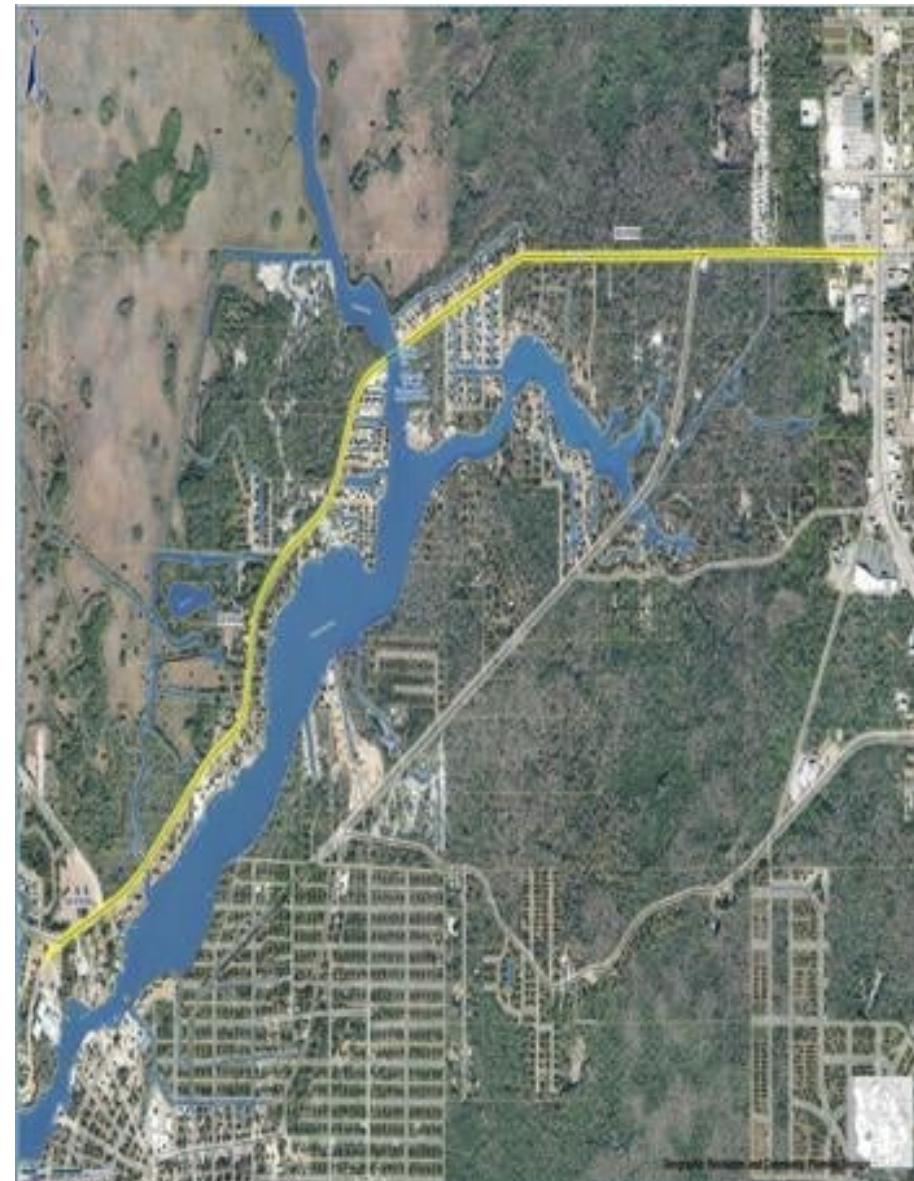
Safe Routes to School

Citrus County announced the development of the Safe Routes to School (SRTS) Plan, aimed at improving safety and accessibility for students walking or biking to school. Citrus County, in collaboration with FDOT, will focus on enhancing infrastructure like crosswalks, bike lanes, and sidewalks, while addressing traffic safety around schools to encourage more students to use active transportation.

Halls River Road Pedestrian and Cyclist Safety Project

The Halls River Road Multi-Use Path Project in Citrus County is a proposed 3.2-mile path for pedestrians and cyclists, connecting South Riverview Circle to US-19 in Homosassa (Figure 4-3). This project aims to enhance safety and accessibility while linking to an existing path on US-19. The county is streamlining efforts to secure additional funding and prioritize this project as a vital multimodal transportation improvement for the area.

Figure 4-3: Halls River Road Pedestrian and Cyclist Safety Project Study Area



Source: Citrus County



Priority Transit Corridor Assessment

Identifying key corridors to improve transit services and facilities is now a TDP requirement. This section draws on data and findings from previously completed analyses and outreach to identify corridors to prioritize improving transit in the next 10 years.

Approach

The chosen methodology for selecting and prioritizing the corridors includes a two-phase multi-criteria analysis.

- In phase one, corridor selection, all key corridors in Citrus County are reviewed to select a pool of priority corridors using both quantifiable and qualitative criteria and data.
- In the second phase, corridor prioritization, an expanded set of criteria, is used to score the selected corridors. Each criterion is given a weight to reflect the importance.

Corridor Selection Methodology

The corridor selection process identifies the most suitable corridors throughout the county based on a holistic review of the multimodal environment. The process used GIS software and spreadsheet model-based approach. The criteria used to select the initial set of priority transit corridors are described below.

Existing & Planned Services

The existing roadways currently served by Citrus County Transit or identified for improved/future transit service in the currently adopted TDP were reviewed.





Population and Employment Projections

Higher population and employment densities are shown to support transit services. Using socioeconomic data consistent with the 2050 Hernando/Citrus MPO LRTP, existing and future population and employment density projections and other relevant information from the operating environment were reviewed.

Plans Review

Key takeaways from the Relationship to Plans Review were reviewed to provide insight into the study area at the local, regional, state, and federal levels.

Selected Corridors

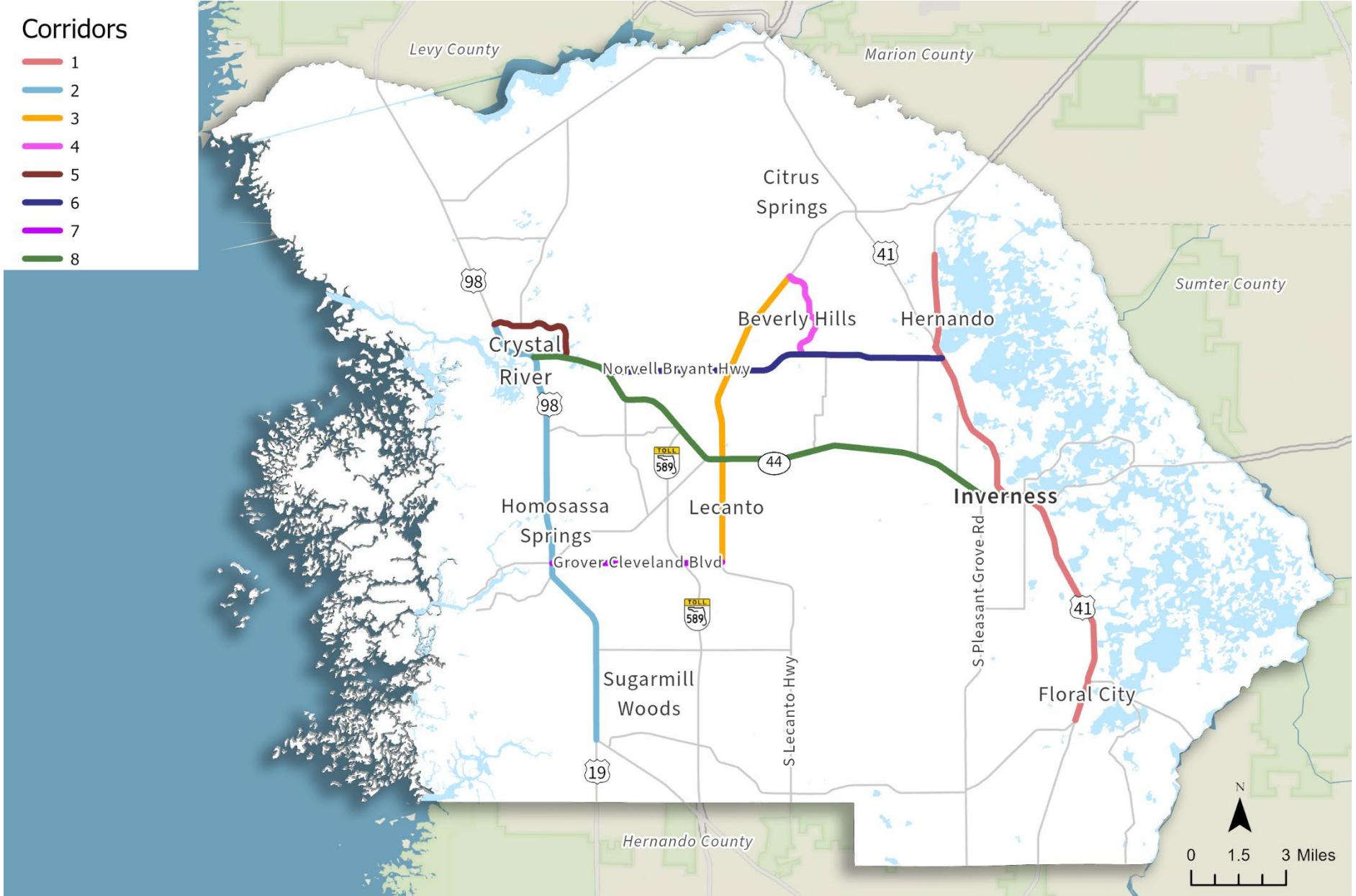
With this criteria, eight corridors throughout Citrus County were selected (Table 4-1 and Map 4-4).

Table 4-1: Selected Corridors

| Corridor # | Corridor Name | From | To | Existing Transit |
|-------------------|-----------------------------|-----------------------|-------------------|-------------------------|
| 1 | US-41 | Stagecoach Trail | Millwood Lane | Yes |
| 2 | US-98 | Ponce De Leon Blvd | Turkey Oak Dr | Yes |
| 3 | Lecanto Hwy (CR-491) | Grover Cleveland Blvd | Forest Ridge Blvd | Yes |
| 4 | Forest Ridge Blvd | Norvell Bryant Hwy | US-41 | Yes |
| 5 | Turkey Oak Dr | US-98 | Gulf to Lake Hwy | Partial |
| 6 | Norvell Bryant Hwy (CR-486) | Gulf to Lake Hwy | US-41 | Partial |
| 7 | Grover Cleveland Blvd | Suncoast Blvd | Lecanto Hwy | Yes |
| 8 | Gulf to Lake Hwy (SR-44) | Suncoast Blvd | US-41 | Yes |



Map 4-4: Selected Corridors





Corridor Prioritization Methodology

This section presents the methodology used to prioritize the selected corridors, structured to cover a spectrum of qualitative and quantitative factors to prioritize those best able to improve transit.

Each corridor was evaluated using the weighted criteria in Table 4-2. The composite score is used to rank the eight corridors. The evaluation criteria used to prioritize the corridors are described in detail thereafter. The criteria use a scale of 1 through 7 to score each project, with 1 being the lowest and 7 being the highest score possible.

The prioritization of the selected corridors assists Citrus County Transit with identifying its short- and mid-term transit needs, the level of investment, and the type of improvement and enhancement necessary.

Table 4-2: Prioritization Criteria

| Category | Measure | Weights |
|-------------------------|--------------------------------------|-------------------|
| Provider's Service Area | Key Local Hub/Regional Connectivity | 25% |
| | Ridership Productivity | 15% |
| Urban Design Pattern | Transit Supportive Land Use | 20% |
| | Community Input | 20% |
| Multi-Modal Environment | Multimodal infrastructure/facilities | 20% |
| | | Total 100% |



Key Local Hub/Regional Connectivity

Enhanced connectivity between key local hubs or major regional hubs complement the larger economic development and growth efforts in Citrus County. The opportunity for travel to and from selected local/regional activity hubs using transit was reviewed by each corridor.

Existing Ridership Productivity

Gauging existing demand can help determine which areas have potential to increase ridership with enhanced or additional services. Existing demand, measured by ridership per revenue mile in each corridor, will help prioritize areas with high potential to enhance service and serve the most riders efficiently. The ratio of existing transit service mileage per corridor mileage was measured in GIS.

Transit Supportive Land Use

The availability of transit services to and at transit-supportive land uses was an important consideration. Land uses considered to be transit-supportive include higher density residential, multi-family residential, public uses, commercial, restaurants, shopping centers, higher education, hotel, medical, and office uses. The proportion of these land uses in each corridor was scored in GIS.

Stakeholder/Community Input

Public support and input from stakeholders helped support the prioritization of the transit corridors. The conclusions from public outreach efforts and input from stakeholders were reviewed to gauge public and key stakeholder support.

Multimodal Facility Access

A large presence of sidewalk and bicycle trails/lanes could suggest that an area is pedestrian-supportive and may be more accessible for transit riders. The sidewalk and bicycle trails/lanes mileage per corridor mileage was measured.

Prioritized Corridors

The prioritized corridors are shown on Map 4-5 and summarized in Table 4-3. The Norvell Bryant Hwy, Gulf to Lake Hwy, and US-98 corridors scored the highest. These corridors span three primary areas where population and employment growth along with development is expected.



Map 4-5: Prioritized Corridors

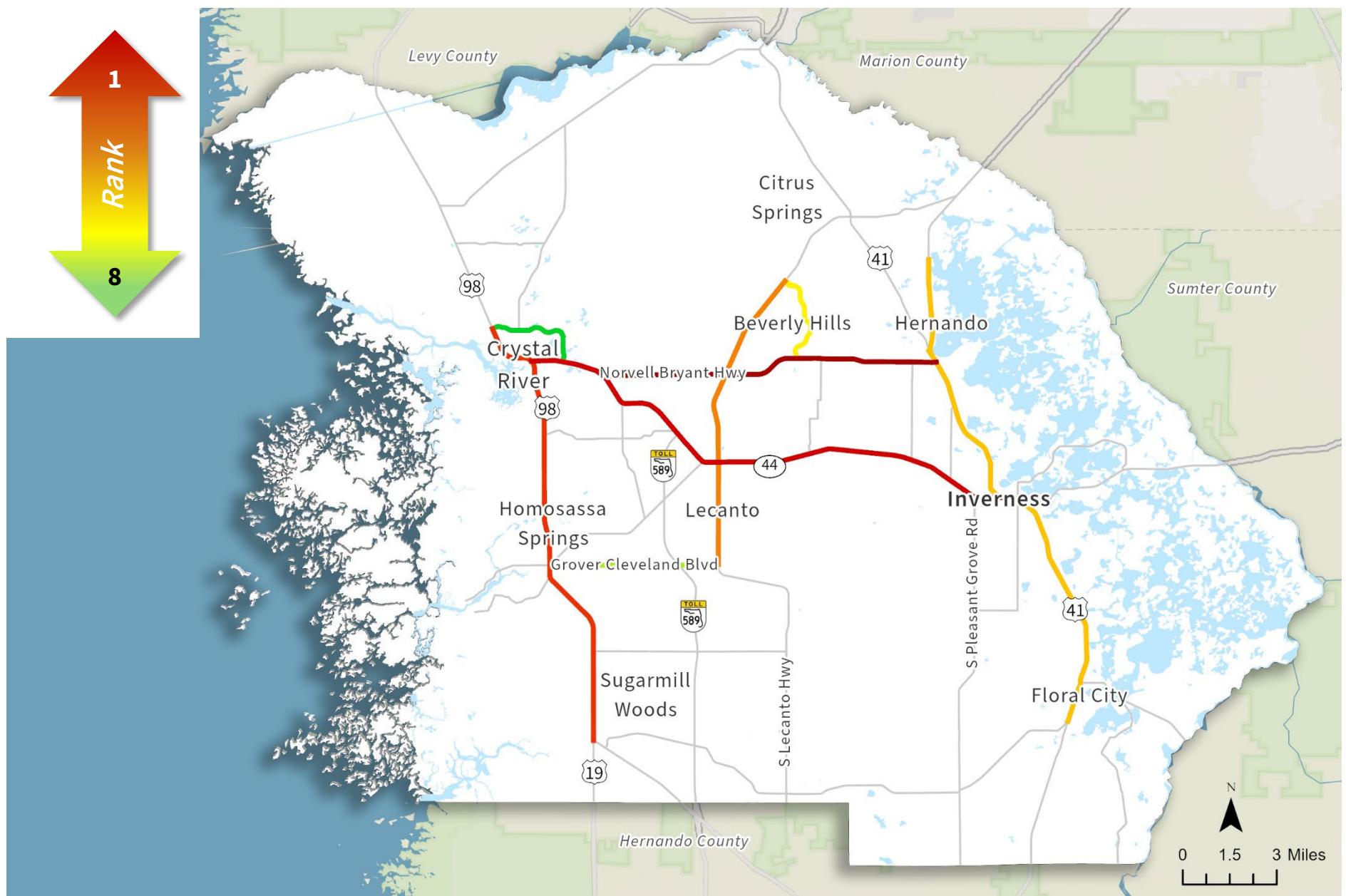




Table 4-3: Prioritized Corridors Evaluation Summary

| Rank | Corridor # | Corridor Name | Key Local Hub /Regional Connectivity | Ridership Productivity | Stakeholder/Community Input | Transit Supportive Land Use | Multimodal Infrastructure/ facilities | Priority Corridor Weighted Score |
|------|------------|-----------------------------|--------------------------------------|------------------------|-----------------------------|-----------------------------|---------------------------------------|----------------------------------|
| 1 | 6 | Norvell Bryant Hwy (CR-486) | 7 | 3 | 5 | 7 | 5 | 5.6 |
| 2 | 8 | Gulf to Lake Hwy (SR-44) | 7 | 5 | 3 | 5 | 7 | 5.5 |
| 3 | 2 | US-98 | 7 | 5 | 7 | 1 | 5 | 5.1 |
| 4 | 3 | Lecanto Hwy (CR-491) | 5 | 1 | 5 | 7 | 5 | 4.8 |
| 5 | 1 | US-41 | 3 | 7 | 7 | 1 | 3 | 4.0 |
| 6 | 4 | Forest Ridge Blvd | 1 | 5 | 5 | 1 | 3 | 2.8 |
| 7 | 5 | Turkey Oak Dr | 1 | 7 | 3 | 1 | 3 | 2.7 |
| 8 | 7 | Grover Cleveland Blvd | 3 | 5 | 3 | 1 | 1 | 2.5 |

Note: The scoring methodology uses the following numerical scale to rank the corridors; 1=Low, 3=Medium, 5=High, and 7=Very High



SECTION 5. 10-Year Operating and Capital Program

This section presents the Ten-Year Operating and Capital Program for Citrus County Transit's TDP, including the Schedule of Projects, finance plan, and the List of Priority Projects. The schedule of projects summarizes the 10-year transit needs, including service, capital/infrastructure, technology projects and policy initiatives, developed without considering financial constraints. The finance plan includes the development of the service and capital costs with the associated revenues. The List of Priority Projects details the 10-year priority projects after the prioritization evaluation.

Schedule of Projects Development

The schedule of projects provides an unconstrained outlook on the community's transit service and capital needs guided by the following:

- ***Community direction***—Findings from public outreach efforts and input from stakeholders were reviewed to gauge public interest.
- ***Operating context highlights***—Understandings from the review of the study area data that influence how transit functions in Citrus County.
- ***Plans and policy input***—Review of related plans and policies at the local, regional, state, and federal levels.
- ***Land use and corridor priorities***—Insight from the review of transit supportive land use and urban design efforts in combination with direction from priority transit corridor assessment.





Schedule of Projects

A wide array of transit improvements was developed for a realistic, actionable, and continuously evolving plan that supports Citrus County's vision for growth and enhancement. As previously mentioned, the schedule of projects shows the services without any financial constraints.

Proposed Service Improvements

The proposed schedule of projects includes enhancing and modifying the existing service and establishing new services, as summarized below. New services include new regional and local express routes and microtransit services.

Proposed Service Enhancements and Realignment

With direction and support from stakeholders and the community to enhance the existing service, it is recommended to implement an array of improvements. The following enhancements are proposed for consideration:

- 60-minute frequency on all existing routes
- Extend weekday service until 9 PM
- Saturday service on all existing routes
- Realign Beverly Hills route to serve Citrus Springs

New Services

New services, including service to areas not previously served, were indicated as a priority during the public involvement process. Direct and convenient connections between key points locally and regionally were also highlighted as a need. There was consensus among the key stakeholders that such services may also help bolster economic development, connecting growth centers and

jobs to people locally and regionally. The following improvements were identified to address this need:

- *Cross County Shuttle* — Establish a new 60-minute frequency service between Inverness and Crystal River to increase east to west coverage. This new service will also add an express connection to the Black Diamond Shopping Center connecting riders to economic opportunities and recreation on the weekday.
- *Jobs Express* — This service will serve Lecanto Highway and connect riders to Black Diamond Shopping Center and the new Holder Industrial Park, which is expected to have more than 1,000 jobs. It is recommended that the route provides weekday service every 45 minutes during peak commute hours.
- *Ocala Express* — This route will provide express service connecting Lecanto to key employment and activity centers to Ocala via Dunnellon. This route will also provide a one-seat express route from central Citrus County to Marion County, the top regional destination according to public feedback. The Ocala Express, operating during peak hours with one trip in the morning and the afternoon, stops only at key locations along the route including Dunnellon and SR-200.

Microtransit Service

Additional demand response coverage is proposed to increase coverage in areas with higher demand for transit service but lower population densities. Services will be provided with smaller transit vehicles where riders can quickly request a ride using an app or a



phone number. The following areas are considered for additional services:

- *Sugarmill Woods* — Area east of US-19 along Grover Cleveland Boulevard
- *Inverness Highlands South* — Area west of US-41, north of Anna Jo Drive
- *Citrus Springs* — Area west of US-41 and Lecanto Highway, south of Oxford Street

Proposed Capital, Technology, and Policy Improvements

Implementation of these transit services should be supported by necessary capital infrastructure and technology improvements to ensure enhanced experience for Citrus County Transit riders.

Mobile App

A mobile app will allow Citrus County Transit to deliver updates, allow riders to see where the bus is, enable contactless fare transactions, support trip planning, and gather rider feedback. With growing expectations for real-time information, trip planning, and convenient fare payment, riders like to have a one-stop shop to access information about Citrus County Transit.

Furthermore, if a general mobile app is available, Citrus County Transit should ensure that there is access to information about transit services in that app, including real-time bus information.

Bus Shelters at High Ridership Stops

Citrus County Transit's program to purchase and install bus shelters, benches, bike racks, and other amenities should continue, with plans to invest in additional infrastructure to support the proposed routes and new transit stops at high-

ridership stops. Installing these amenities may help attract more discretionary riders and provide its current riders with a comfortable and safe experience.

Expand Transit Education & Awareness

Citrus County Transit should expand the agency's current marketing program to involve more specific public education on the benefits of transit, which could include social media campaigns for targeted audiences. As Citrus County and its stakeholders are keen to connect people to jobs and have alternative travel options, Citrus County Transit should focus such education of the public on the economic benefits of transit.



New Vehicles to Support New Services

Vehicle replacements and acquisitions play a critical role in maintaining a high standard of transit service. Ensuring that the fleet remains modern, reliable, and efficient is essential not only for providing a safe and comfortable experience for riders, but also for minimizing maintenance costs and service disruptions.

Additionally, the timely replacement of aging vehicles and the strategic acquisition of new ones are key to supporting proposed service enhancements and the successful implementation of new routes or programs. A well-managed fleet enables the transit system to meet current demand while remaining flexible and responsive to future growth and service needs.

Tables 5-1 and 5-2 show the service and capital schedule of projects, respectively.



Source: Benesch

Table 5-1: 10-Year Schedule of Projects | Services

| Project | Description/ Location | Type of Service | Level of Service | | | Associated Costs (2025\$) | | Recommended Implementation Timeframe | Consistent with/Support for Related Plan |
|---------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------|---------------------------------|------------------------------------------|----------------------|---------------------------|-------------|--------------------------------------------|------------------------------------------------|
| | | | Freq (min) | Span of Service | Days of Service | Operating | Capital | | |
| <i>Proposed Service Enhancements</i> | | | | | | | | | |
| 60-minute frequency on all existing routes | Throughout Citrus County | Local | 60 | 6:00 AM - 5:15 PM | Monday - Friday | \$892,446* | \$1,250,000 | 5-10 years | Local |
| Extend weekday service until 9PM | Throughout Citrus County | Local | Various | 6:00 AM - 9:00 PM | Monday - Friday | \$492,175* | N/A | 2-5 years | Local |
| Saturday service on all existing routes | Throughout Citrus County | Local | 120 | 9:00 AM - 3:00 PM | Saturday | \$203,120 | N/A | 5-10 years | Local |
| Realign Beverly Hills route | Along Lecanto Highway and North Deltona Boulevard | Local | 120 | 6:00 AM - 5:15 PM | Monday - Friday | N/A | N/A | 1-2 years | Local |
| <i>New Services</i> | | | | | | | | | |
| Cross County Shuttle | Along Gulf to Lake Hwy, Lecanto Hwy, and Norvell Bryant Hwy | Express | 60 | 6:00 AM - 10:00 AM/ 2:00 PM - 6:00 PM | Monday - Friday | \$218,744 | \$500,000 | 1-2 years | Local |
| Jobs Express | Along Lecanto Hwy | Express | 45 | 6:00 AM - 10:00 AM/ 2:00 PM - 6:00 PM | Monday - Friday | \$328,116 | \$750,000 | 2-5 years | Local |
| Ocala Express | Along Gulf to Lake Hwy and US-41 | Express | One trip in morning & afternoon | 7:00 AM - 9:00 AM/ 3:00 PM - 5:00 PM | Tuesday and Thursday | \$29,166 | \$250,000 | 2-5 years | Local, Regional |
| <i>Microtransit</i> | | | | | | | | | |
| Microtransit Services | Demand response service enhancements in Sugarmill Woods, Citrus Springs, and Inverness Highlands South | Microtransit | On-demand | 6:00 AM - 5:15 PM | Monday - Friday | \$802,062 | \$1,000,000 | 2-5 years | Local, Regional |

*Incremental

Table 5-2: 10-Year Schedule of Projects | Capital

| Project | Description/ Location | Type of Capital | Level of Service | | | Associated Costs (2025\$) | | Recommended Implementation Timeframe | Consistent with/Support for Related Plan |
|---------------------------------------------|--------------------------|--------------------|------------------|-----------------|-----------------|---------------------------|----------------|--------------------------------------------|------------------------------------------------|
| | | | Freq (min) | Span of Service | Days of Service | Operating | Capital | | |
| Mobile app | Throughout Citrus County | Technology | N/A | N/A | N/A | N/A | \$25,000 | 2-5 years | Local |
| Bus shelters at high ridership stops | Throughout Citrus County | Infrastructure | N/A | N/A | N/A | N/A | \$100,000* | 5-10 years | Local |
| Expand transit awareness | Throughout Citrus County | Marketing | N/A | N/A | N/A | N/A | \$50,000* | 2-5 years | Local |
| New vehicles to support new services | Throughout Citrus County | Asset | N/A | N/A | N/A | N/A | \$250,000 each | 2-5 years | Local |

*Annually

Map 5-1 shows the 10-Year Schedule of Projects.



Map 5-1: 2035 Schedule of Projects

Proposed Service Enhancements

- A bus arrives **every 60 minutes**
- Expand service on all routes to run from **6:00AM to 9:00PM**
- Add **Saturday service** from 9:00AM - 3:00PM on all routes

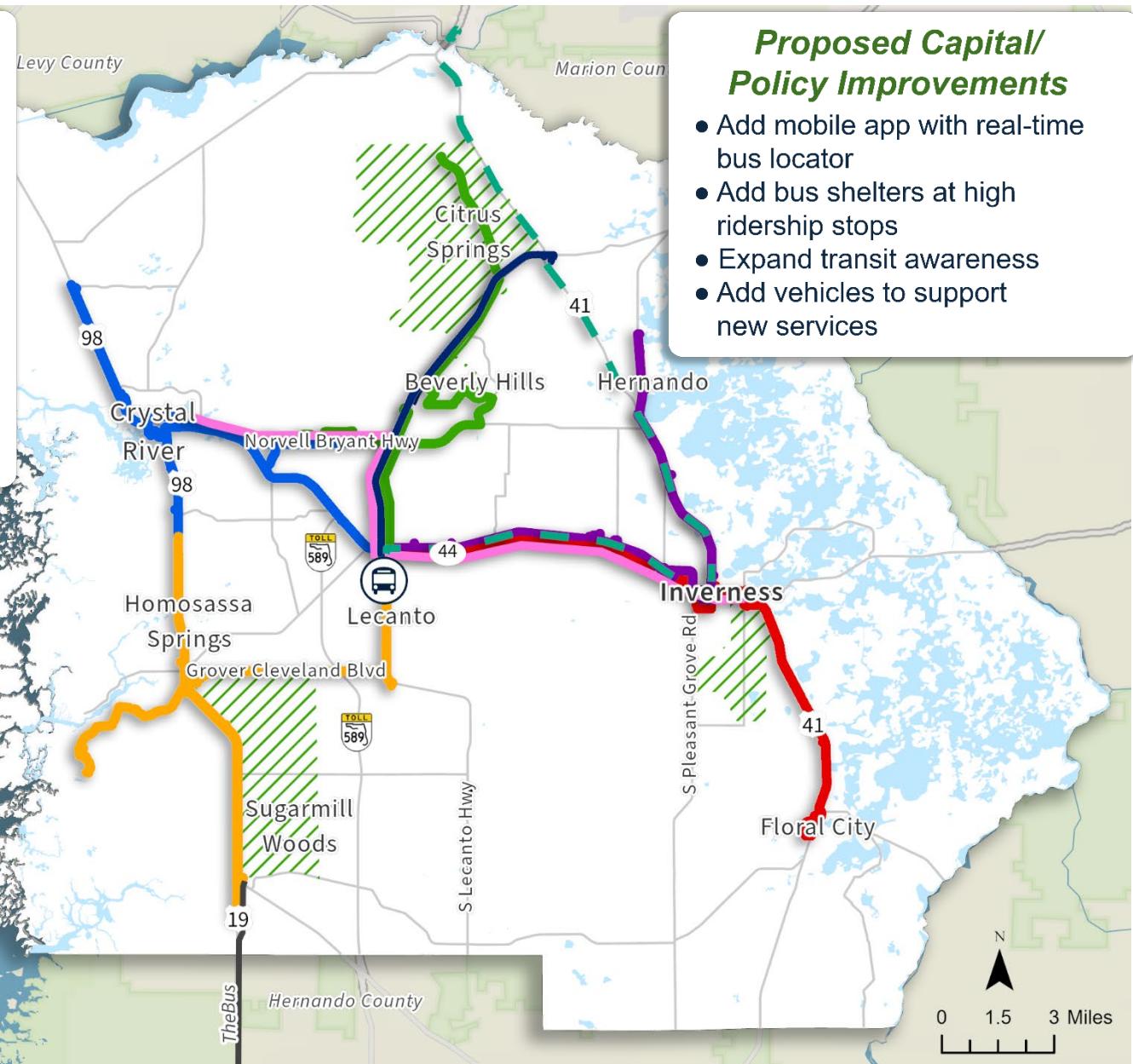
- Realigned Beverly Hills
- Crystal River
- Inverness/Hernando
- Inverness/Floral City
- Homosassa

New Services

- Cross County Shuttle
- Jobs Express
- Ocala Express
- Microtransit

Proposed Capital/Policy Improvements

- Add mobile app with real-time bus locator
- Add bus shelters at high ridership stops
- Expand transit awareness
- Add vehicles to support new services





Demand Estimation

The existing and proposed fixed-route transit networks were analyzed using the ridership forecast data from Transit Boardings Estimation and Simulation Tool (TBEST), the FDOT-approved ridership estimation software for TDPs. This analysis was completed to gauge route-level and system-wide demand, assuming the maintenance of existing transit service and implementation of the potential improvements proposed by the TDP. The transit route network for all existing Citrus County Transit routes was created to reflect 2024 conditions, the validation year for the model. General Transit Feed Specification (GTFS) data as of October 2024 were used to provide the input for the base transit system.

Although TBEST is an important tool for evaluating improvements to existing and future transit services, model outputs do not account for latent demand for transit that could yield significantly higher ridership. In addition, TBEST cannot display sensitivities to external factors such as an improved marketing and advertising program, changes in fare service for customers, fuel prices, parking supply, walkability, and other local conditions and, correspondingly, model outputs may under- or over-estimate demand in isolated cases. As a result, model outputs are not absolute ridership projections, but, rather, are comparative estimates best used for evaluation in actual service implementation decisions.

Microtransit Ridership Estimation

TBEST is not currently able to estimate ridership for on-demand transit services and there are few external methodologies available

to do this easily. Therefore, Remix was utilized to estimate microtransit ridership for the 10-year TDP. Remix is a data-driven transit planning software that uses Census and other open-source data.

Special Generators

Special generators were identified and coded into TBEST to evaluate the opportunity for generating high ridership. Citrus County Transit special generators include the following:

- Higher Education Centers — Withlacoochee Technical College and College of Central Florida
- Transfer Hubs — Citrus County Transit Center
- Shopping Malls — Beverly Plaza, Crystal River Plaza, Highland Square, Inverness Regional Shopping Center, Park Plaza, Shoppes at Black Diamond, Shoppes of Crystal River, Shoppes of Sugarmill Woods, and Springs Plaza
- Hospitals — Citrus Memorial Hospital and Seven Rivers Medical Center

Ridership Forecasts

The following model scenarios and ridership forecasts were developed for this TDP major update:

- Existing Network Scenario — Assumes no change will be implemented to the existing route network.
- TDP Network Scenario — Assumes implementation of the TDP Network.

Table 5-3 shows the projected ridership for the Existing Network Scenario and TDP Network Scenario for 2026 and 2035.



Table 5-3: TBEST | Ridership Scenarios

| Route | 2026 | | 2035 | | Potential Existing Service Growth (% Change) | 2035 Ridership Growth Potential (% Change) |
|-----------------------------------------|----------|---------|----------|---------|----------------------------------------------|--------------------------------------------|
| | Existing | TDP | Existing | TDP | | |
| Beverly Hills | 8,249 | 10,192 | 15,387 | 26,010 | 87% | 69% |
| Crystal River | 9,257 | 20,609 | 14,916 | 30,795 | 61% | 106% |
| Floral City | 13,125 | 22,044 | 22,174 | 33,990 | 69% | 53% |
| Hernando | 15,508 | 25,583 | 27,380 | 40,793 | 77% | 49% |
| Homosassa | 4,464 | 6,898 | 7,039 | 10,292 | 58% | 46% |
| <i>New Services</i> | | | | | | |
| Cross County Connector | N/A | 13,430 | N/A | 20,465 | N/A | N/A |
| Jobs Express | N/A | 254 | N/A | 401 | N/A | N/A |
| Ocala Express | N/A | 374 | N/A | 874 | N/A | N/A |
| Sugarmill Woods Microtransit | N/A | 3,744 | N/A | 9,308 | N/A | N/A |
| Inverness Highlands Microtransit | N/A | 4,004 | N/A | 7,956 | N/A | N/A |
| Citrus Springs Microtransit | N/A | 1,924 | N/A | 4,888 | N/A | N/A |
| Total | 50,603 | 109,056 | 86,896 | 185,772 | 72% | 114% |



Financial Plan

A 10-Year financial plan was prepared to support the schedule of projects, outlining operating and capital expenditures associated with each project identified. This finance plan considers existing and anticipated revenue sources to ensure financial feasibility. This component will also assist prioritizing the schedule of projects.

The supporting cost and revenue assumptions are included, followed by a summary of the 10-year cost and revenue projections for Citrus County Transit, including annualized estimates for operating and capital improvements, infrastructure upgrades, technology investments, and policy initiatives.

Operating Cost Assumptions

These following assumptions are informed by multiple sources, including data, input, and guidance provided by Citrus County Transit, validated data from the NTD, and other relevant transit industry benchmarks.

- Based on the Consumer Price Index (CPI) data for the last 10 years (from 2014 to 2024), an average annual inflation rate of 2.52% is used for all operating cost projections.
- Annual operating costs for fixed-route services were developed based on operating expense information from Citrus County Transit. The unit cost for projecting future operating costs was assumed at \$72.34 (2025\$) per revenue service hour based on 2023 NTD data and inflation.

- Operating costs for new microtransit services supported by additional demand response services were estimated at \$87.50 using 2023 NTD data and inflation.

Capital Cost Assumptions

Several assumptions were used to project costs for capital/infrastructure/technology needs to support implementation of the service alternatives described previously. These capital cost assumptions are summarized as follows.

- Existing capital expenses, including infrastructure investments, other capital/infrastructure expenses, and vehicle purchases, are based on data from Citrus County Transit.
- The cost of establishing a mobile app is assumed at \$15,000 with additional cost to maintain and add features as demand is established.

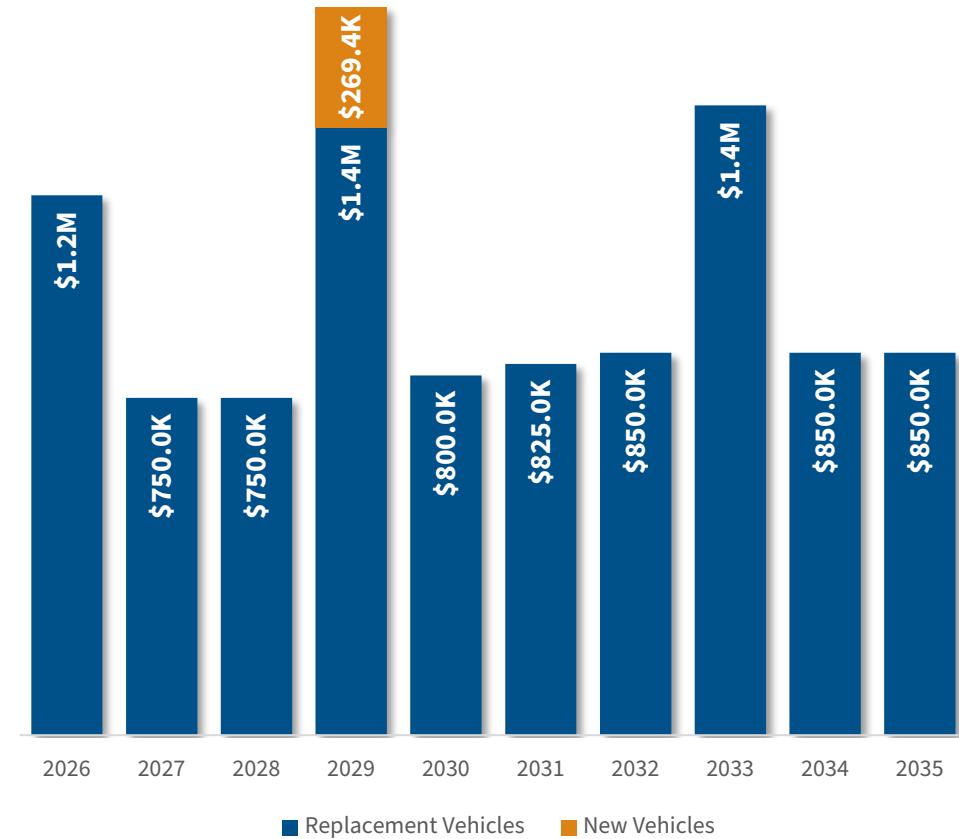


Vehicle Acquisition Plan

Acquisition of new and replacement vehicles is a critical capital investment to improve Citrus County Transit services. Figure 5-1 shows the expected vehicle costs by year for the TDP. The FTA-standard rate of 20% spare vehicle ratio was assumed for any new vehicle purchases.

- Vehicle life cycle assumptions are based on guidelines from FTA. A bus is assumed to have a useful life of 14 years, and a smaller demand response vehicle is assumed to have a useful life of 10 years.
- Replacement vehicles planned to be purchased include those necessary to replace vehicles within the existing fleet that will reach the end of their useful life within the TDP planning period. The cost of a Citrus County Transit vehicle is assumed at \$250,000.

Figure 5-1: 10-Year Vehicle Acquisition Plan





Revenue Assumptions

Several revenue-related assumptions were used to project streams of revenue to support the 10-year TDP implementation. These are based on data from and discussions with Citrus County Transit staff, historical farebox performance data, and information on transit industry/FDOT funding programs. The basic structure/composition of Citrus County Transit's mix of funding sources today, including federal, state, local, and agency-generated revenues, is expected to continue for the next 10 years.

The following additional key assumptions were used to project Citrus County Transit TDP revenues.

- Revenue projections from federal sources, including annual FTA formula grant funds, are expected to continue. Projections are based on information from Citrus County Transit.
- Projections for existing funds from FDOT, including Block Grant and other state grant funding, are assumed to continue, as also provided by Citrus County Transit.
- Contributions from the local funds are assumed at \$555,000 annually (2025\$). Local match for FDOT grants are expected to be \$100,000 (2025\$).
- Farebox recovery data for existing and new services are based on data received from Citrus County Transit. A base farebox recovery ratio of 5% was used to determine the fare revenues for new services, based on conservative industry standards.
- This plan also assumes the following additional new funding to assist with the implementation of new projects

to increase connectivity and improve the attractiveness of transit.

- A new FDOT Transit Corridor grant is assumed to partially fund the Ocala Express.
- New local or grant funding is needed for:
 - Extending weekday service until 9:00 PM
 - Adding Saturday service to all existing routes



10-Year Cost/Revenue Summary

The annual operating and capital costs and supporting revenues for Citrus County Transit's TDP are summarized in Table 5-4. As shown, it would cost \$46.1 million to operate Citrus County Transit in the next 10 years with another \$11.0 million in capital costs to support the necessary technology, fleet, and capital infrastructure needs. The operating costs would continue to be funded mainly by a mix of local, state, and federal sources.

Figure 5-2 shows the annual operating and capital costs for the TDP implementation plan, and Figure 5-3 shows the total costs and revenues by year to support it.

Figure 5-2: Annual Operating and Capital Costs

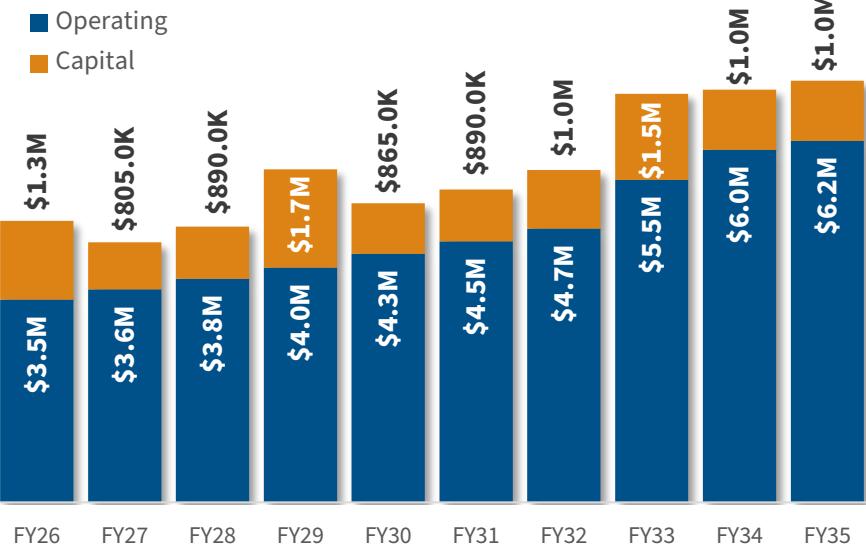


Figure 5-3: Total Costs and Revenues

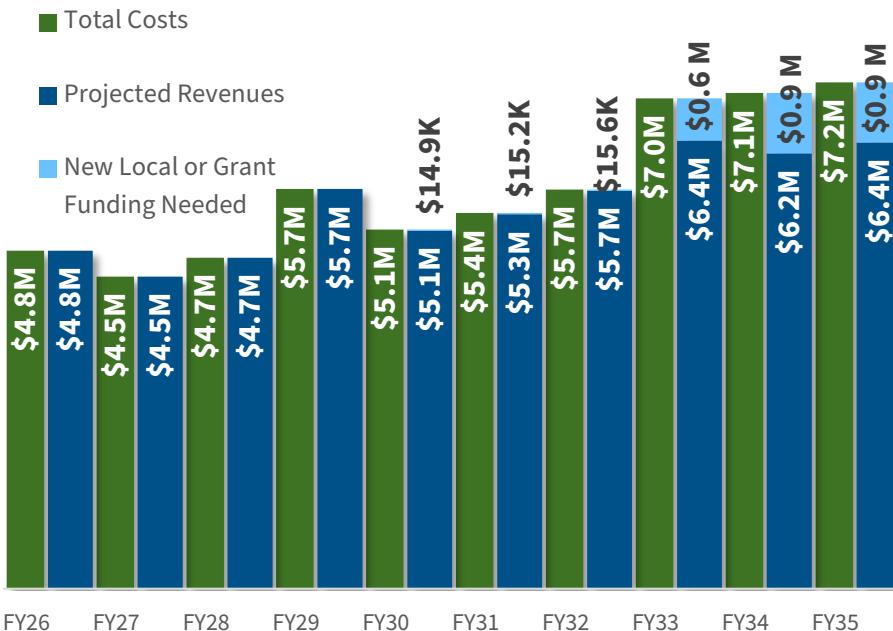


Table 5-4: Finance Plan

| Cost/Revenue | FY26 | FY27 | FY28 | FY29 | FY30 | FY31 | FY32 | FY33 | FY34 | FY35 | Total |
|--------------------------------------------------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| <i>Operating Costs</i> | | | | | | | | | | | |
| Existing Deviated Fixed-Route Services and Realigned Beverly Hills Route | \$1,172,850 | \$1,231,493 | \$1,293,067 | \$1,357,720 | \$1,425,607 | \$1,496,887 | \$1,571,731 | \$1,650,318 | \$1,732,834 | \$1,776,548 | \$14,709,054 |
| Existing Paratransit Services | \$2,100,000 | \$2,205,000 | \$2,315,250 | \$2,431,013 | \$2,552,563 | \$2,680,191 | \$2,814,201 | \$2,954,911 | \$3,102,656 | \$3,180,928 | \$26,336,713 |
| Cross County Shuttle | \$200,000 | \$210,000 | \$220,500 | \$231,525 | \$243,101 | \$255,256 | \$268,019 | \$281,420 | \$295,491 | \$302,946 | \$2,508,258 |
| Ocala Express | \$0 | \$0 | \$0 | \$0 | \$33,035 | \$33,869 | \$34,723 | \$35,599 | \$36,497 | \$37,418 | \$211,140 |
| Extend weekday service until 9PM on all existing routes | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$600,732 | \$615,886 | \$631,424 | \$1,848,042 |
| Saturday service on all existing routes | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$254,175 | \$260,587 | \$514,763 |
| Total Operating Costs | \$3,472,850 | \$3,646,493 | \$3,828,817 | \$4,020,258 | \$4,254,306 | \$4,466,203 | \$4,688,674 | \$5,522,979 | \$6,037,540 | \$6,189,851 | \$46,127,970 |
| <i>Capital Costs</i> | | | | | | | | | | | |
| Replacement and New Vehicles (Section 5307 / 5339) | \$1,200,000 | \$750,000 | \$750,000 | \$1,619,402 | \$800,000 | \$825,000 | \$850,000 | \$1,400,000 | \$850,000 | \$850,000 | \$9,894,402 |
| Bus Stop Infrastructure and Accessibility Program | \$132,000 | \$40,000 | \$125,000 | \$40,000 | \$45,000 | \$45,000 | \$125,000 | \$45,000 | \$150,000 | \$150,000 | \$897,000 |
| Mobile App and Other Capital/Infrastructure | \$15,000 | \$15,000 | \$15,000 | \$20,000 | \$20,000 | \$20,000 | \$25,000 | \$25,000 | \$30,000 | \$30,000 | \$215,000 |
| Total Capital Costs | \$1,347,000 | \$805,000 | \$890,000 | \$1,679,402 | \$865,000 | \$890,000 | \$1,000,000 | \$1,470,000 | \$1,030,000 | \$1,030,000 | \$11,006,402 |
| All Costs | \$4,819,850 | \$4,451,493 | \$4,718,817 | \$5,699,660 | \$5,119,306 | \$5,356,203 | \$5,688,674 | \$6,992,979 | \$7,067,540 | \$7,219,851 | \$57,134,372 |
| Revenues | | | | | | | | | | | |
| Federal Section 5307 for Operating | \$975,000 | \$1,050,000 | \$1,125,000 | \$1,230,000 | \$1,320,000 | \$1,500,000 | \$1,600,000 | \$1,720,000 | \$1,840,000 | \$1,886,418 | \$14,246,418 |
| Federal Section 5311 for Operating | \$525,000 | \$550,000 | \$575,000 | \$600,000 | \$625,000 | \$575,000 | \$600,000 | \$622,000 | \$645,000 | \$661,272 | \$5,978,272 |
| FDOT State Block Grant | \$375,000 | \$400,000 | \$425,000 | \$457,500 | \$486,250 | \$518,750 | \$550,000 | \$585,500 | \$621,250 | \$636,922 | \$5,056,172 |
| Commission for TD Operating Funds | \$564,000 | \$570,000 | \$600,000 | \$600,000 | \$625,000 | \$625,000 | \$645,000 | \$645,000 | \$650,000 | \$666,398 | \$6,190,398 |
| FDOT Service Development Grants | \$100,000 | \$105,000 | \$110,250 | \$115,763 | \$121,551 | \$127,628 | \$134,010 | \$140,710 | \$147,746 | \$151,473 | \$1,254,129 |
| FDOT Urban Corridor Grants | \$189,500 | \$200,000 | \$209,000 | \$219,525 | \$230,501 | \$242,026 | \$254,128 | \$266,834 | \$280,176 | \$287,244 | \$2,378,934 |
| Existing Local Funds-Other Revenues | \$583,850 | \$600,000 | \$604,800 | \$610,000 | \$615,000 | \$635,000 | \$650,000 | \$675,000 | \$700,000 | \$717,659 | \$6,391,309 |
| New Local Match for FDOT Service Development Grants | \$100,000 | \$105,000 | \$110,250 | \$115,763 | \$121,551 | \$127,628 | \$134,010 | \$140,710 | \$147,746 | \$151,473 | \$1,254,129 |
| Farebox Revenues - Existing Service | \$50,000 | \$55,468 | \$58,017 | \$59,708 | \$63,818 | \$68,072 | \$72,913 | \$76,309 | \$83,749 | \$85,862 | \$673,915 |
| Farebox Revenues - New Services | \$10,500 | \$11,025 | \$11,500 | \$12,000 | \$14,252 | \$14,923 | \$15,628 | \$46,403 | \$60,643 | \$62,173 | \$259,047 |
| Federal Section 5307 / 5339 - Capital | \$1,347,000 | \$805,000 | \$890,000 | \$1,679,402 | \$865,000 | \$890,000 | \$1,000,000 | \$1,470,000 | \$1,030,000 | \$1,055,984 | \$11,032,386 |
| New FDOT Transit Corridor Funding | \$0 | \$0 | \$0 | \$0 | \$16,518 | \$16,934 | \$17,361 | \$0 | \$0 | \$0 | \$50,813 |
| New Local or Grant Funding | \$0 | \$0 | \$0 | \$0 | \$14,866 | \$15,241 | \$15,625 | \$604,514 | \$861,231 | \$856,973 | \$2,368,450 |
| All Revenues | \$4,819,850 | \$4,451,493 | \$4,718,817 | \$5,699,660 | \$5,119,306 | \$5,356,203 | \$5,688,674 | \$6,992,979 | \$7,067,540 | \$7,219,851 | \$57,134,372 |
| 10-Year Cost & Revenue Summary | | | | | | | | | | | |
| Total Revenues | \$4,819,850 | \$4,451,493 | \$4,718,817 | \$5,699,660 | \$5,119,306 | \$5,356,203 | \$5,688,674 | \$6,992,979 | \$7,067,540 | \$7,219,851 | \$57,134,372 |
| Total Costs | \$4,819,850 | \$4,451,493 | \$4,718,817 | \$5,699,660 | \$5,119,306 | \$5,356,203 | \$5,688,674 | \$6,992,979 | \$7,067,540 | \$7,219,851 | \$57,134,372 |
| Revenues Minus Costs | \$0 |
| Rollover from Prev. Year | \$0 |
| Surplus/Shortfall | \$0 |



List of Priority Projects

Following the development of the Schedule of Projects, a prioritization framework was established to rank Citrus County Transit's projects for the next 10 years. The List of Priority Projects framework incorporates both quantitative and qualitative evaluation factors to ensure a comprehensive and balanced approach.

The hybrid methodology, combining quantitative and qualitative assessments, was employed to evaluate and rank transit needs. This process assists Citrus County Transit to prioritize projects for implementation and coordination with regional partners, including FDOT and MPO.

Evaluation Process

The seven evaluation measures used to develop Citrus County Transit's TDP list of priority projects are identified in Table 5-5. In addition, it shows the category weights that were used to rank the TDP schedule of projects. The projects are ranked using the criteria described below.

Public Support

The public outreach process yielded a wide range of feedback regarding transit services from both current transit users and the public. Additionally, the outreach effort included coordination meetings with Citrus County Transit and MPO staff to incorporate their perspectives on existing and future transit services. An in-depth analysis of all input received was conducted, and demonstrated interest in specific routes or service types was factored into the evaluation and planning process.

Table 5-5: Prioritization Characteristics

| Criteria | Measure | Measure Weight | Criteria Weight |
|-------------------------------------------------------------------|------------------------------------|----------------|-----------------|
| Public Support | Survey Results | 15% | 30% |
| | Public Input | 15% | |
| Priority Transit Corridor Access & Urban Design Review | Priority Transit Corridors Access | 15% | 30% |
| | Land Use & Urban Design Review | 15% | |
| Financial Feasibility | Cost per Trip | 20% | 20% |
| Ridership Productivity | TBEST Forecast | | |
| | Ridership per Revenue Hour | 10% | 10% |
| Geographic Access & Connectivity | Connections to Local/Regional Hubs | 10% | 10% |
| Total Weight | | | 100% |

Financial Feasibility

Financial feasibility, which is associated with the cost of a project and potential funding and policy support for it often is the most restrictive factor and, therefore, is typically a heavily-weighted criterion. This criterion closely reflects the objective of providing a financially feasible and efficient transit system. It is typically linked to revenue potential, especially the local government's potential to support a particular transit alternative. Each project was evaluated using a transit industry standard cost efficiency measure,



operating cost per passenger trip. The projected revenue hours and ridership data from TBEST model outputs were used.

Priority Transit Corridor Access & Urban Design Review

The previously presented priority transit corridor assessment conducted for Citrus County Transit synthesized data and findings from other components of the TDP, serving as a comprehensive basis for identifying and prioritizing transit investment over the next 10 years. The identified corridors served as part of project development and phasing within the TDP. This criterion reviews the corridors that the respective project is on.

Transit-Supportive Land Use & Urban Design Review

The analysis conducted as part of the TDP regarding transit-supportive land use patterns, urban design assessment, and anticipated future developments is critical to understanding the built environment within which Citrus County Transit operates. This criterion considered insight from existing and emerging land use conditions, population and employment densities, and development trends.

Ridership Productivity

Ridership productivity and cost-efficiency are key factors that are critical to the success of any transit agency, and services that are projected to perform well in terms of their productivity and efficiency should receive a higher priority. Forecasts of ridership and revenue hours are used to calculate ridership per revenue hour for each individual project. To provide for an equal comparison between projects, passenger trips and revenue hours

of service were generated using output from TBEST 2035 ridership data.

Geographic Access & Connectivity

The level of connectivity to key hubs and areas for each project was assessed for potential local/regional connectivity. Intra- and inter-county routes with connections to key activity centers (existing and future) or hubs were scored higher than those not serving such locations. Based on conclusions drawn from public involvement input, direct connections between major activity centers are desired for future routes.

10-Year Project Priorities

Table 5-6 shows Citrus County Transit's list of priority projects, evaluated and ranked using the process previously discussed.

Table 5-7 shows the capital projects that are proposed to support the implementation of the listed service priorities.

It should be noted that the implementation timelines shown in these tables do not preclude Citrus County Transit the opportunity to advance or delay any project. As priorities change, funding does not materialize as assumed, or more funding becomes available, this list of priority projects can and should be adjusted accordingly. The changes in implementation and shifts in priorities should be reported in the Annual TDP Update.



Table 5-6: List of Priority Projects

| Rank | Project Name | Description/Location | Type of Service | Implementation Year | Funding Availability |
|----------|--------------------------------|--------------------------------------------------------------------------------------------------------|-----------------|---------------------|-----------------------|
| 1 | Cross County Shuttle | Along Gulf to Lake Hwy, Lecanto Hwy, and Norvell Bryant Hwy | Express | 2026 | Existing |
| 2 | 60-minute on all routes | Throughout Citrus County | Local | Unfunded | Unfunded |
| 3 | Realign Beverly Hills | Along Lecanto Highway and North Deltona Boulevard | Local | 2026 | Existing |
| 4 | Extend weekday until 9PM | Throughout Citrus County | Local | 2033 | Local or Grant |
| 5 | Ocala Express | Along Gulf to Lake Hwy and US-41 | Express | 2030 | FDOT Transit Corridor |
| 6 | Saturday service on all routes | Throughout Citrus County | Local | 2034 | Local or Grant |
| 7 | Microtransit Services | Demand response service enhancements in Sugarmill Woods, Citrus Springs, and Inverness Highlands South | Microtransit | Unfunded | Unfunded |
| 8 | Jobs Express | Along Lecanto Hwy | Express | Unfunded | Unfunded |

Table 5-7: Supporting Capital Priorities

| Rank | Project Name | Description/Location | Type of Service | Implementation Year | Funding Availability |
|----------|--------------------------------------|--------------------------|-----------------|---------------------|----------------------|
| 1 | Mobile app | Throughout Citrus County | Technology | 2027 | Existing |
| 2 | Bus shelters at high ridership stops | Throughout Citrus County | Infrastructure | 2026 | Existing |
| 3 | Expand transit awareness | Throughout Citrus County | Marketing | 2030 | Existing |
| 4 | New vehicles to support new services | Throughout Citrus County | Asset | 2029 | Existing |



Implementing the TDP

Obtaining the support of decision-makers who approve Citrus County Transit's budget that is required to implement the TDP is the first step in a longer process of bringing the TDP to fruition. The following are action items to complete to carry out the vision:

Assess Efficiency and Fare Options

It is recommended that after adoption of this TDP, Citrus County Transit consider a service efficiency assessment and fare structure evaluation to examine and identify opportunities for improving systemwide operations and performance. Assessing system efficiency is generally recommended at least every three to five years to maintain sustainable operational health.

Inform and Coordinate with Other Plans

Analyses completed during the TDP can be used to help update required plans for ADA access and Title VI service provisions, as they document how the system will serve older adults and other populations that fall under Title VI protections. Citrus County Transit will continue to build from existing coordination efforts with the MPO to support their efforts to consider/include TDP priority projects in the MPO's TIP updates, UPWP, corridor studies, and other plans.

Secure and Maintaining Funding for the Plan

While the TDP implementation schedule does not preclude the opportunity to delay or advance any projects, Citrus County Transit should put its best efforts into staying on schedule. Making sure the necessary funding is available each year to maintain and

add any new services or facilities programmed in the TDP implementation plan is key to the success of this transit plan.

Engage Regional and State Partners

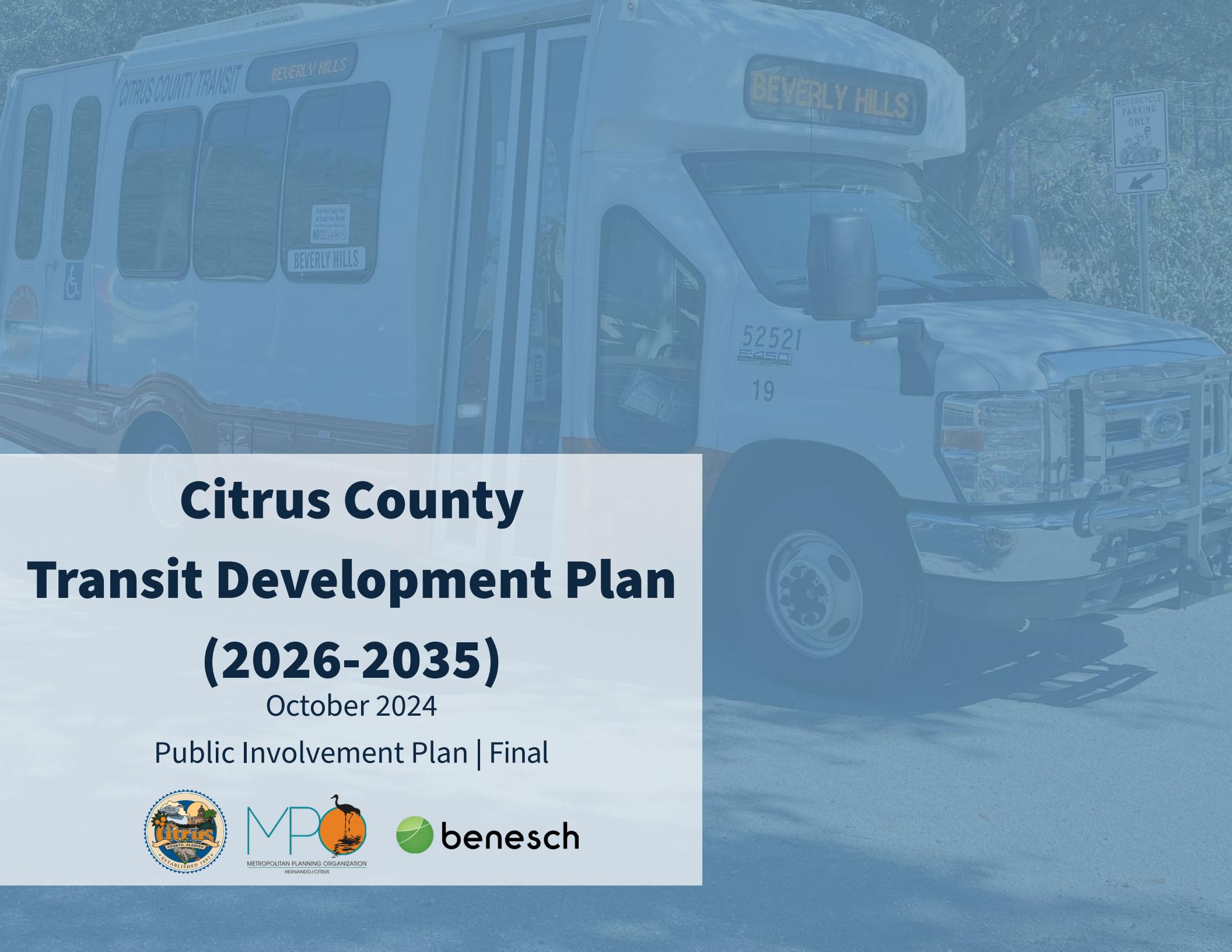
FDOT's commitment to enhancing mobility strategies to develop major connected corridors allows Citrus County Transit an opportunity to partner with FDOT to secure state and federal funds to help support similar strategies in its TDP. Citrus County Transit should continue to identify potential grants and apply for funding to implement transit alternatives, and use the information provided in the TDP to develop project applications, including defining/describing the projects, justifying needs, providing service and operational parameters, outlining a proposed budget, and providing performance measures. It will be important to coordinate with regional transit agency partners as well, including TheBus and SunTran, for additional/enhanced opportunities for regional connections.

Prepare Annual TDP Update

Annual TDP Updates serve as an important mechanism to keep Citrus County Transit's vision aligned with evolving community needs, funding conditions, and operational realities. The Annual TDP Update will allow Citrus County Transit to present any adjustments to the 10-year plan based on service performance, public input, and policy changes. The Annual TDP Update will also help Citrus County Transit revise financial assumptions and incorporate recent developments such as new state and federal funding opportunities. It also ensures that Citrus County Transit remains eligible for the State Block Grant, which requires an up-to-date planning document.



Appendix A. Public Outreach Materials



Citrus County Transit Development Plan (2026-2035)

October 2024

Public Involvement Plan | Final





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SECTION 1. Introduction

This Public Involvement Plan (PIP) summarizes the details and proposed schedule for the public outreach activities planned for Citrus County Transit's (CCT) 10-Year Transit Development Plan (TDP) Major Update. The TDP, led by the Hernando/Citrus Metropolitan Planning Organization (MPO) in collaboration with CCT, Citrus County's transit service provider, will guide the transit vision in Citrus County. In addition to leading the TDP efforts with CCT, the Hernando/Citrus MPO also coordinates transportation planning activities in Citrus County and recently adopted the 2050 Hernando/Citrus Long Range Transportation Plan (LRTP).

TDP Objectives

The State of Florida Public Transit Block Grant Program was enacted by the Florida Legislature to provide a stable source of funding for public transit. In administering this funding program, the Florida Department of Transportation (FDOT) requires that transit agencies eligible to receive State Block Grant funding prepare a major TDP update every five years, with annual updates to track implementation progress in the interim years.

This 10-year TDP Major Update covers FYs 2026-2035 and will be approved by the Citrus County Board of County Commissioners (BoCC), as the governing body for CCT, prior to submitting it to FDOT District Seven for approval.

In addition to meeting the state requirement, another objective of this TDP update is to identify strategies to address growth and increase transit access throughout Citrus County.

The resulting TDP will be compliant with the latest TDP Rule adopted July 9, 2024, as outlined in Chapter 14-73, F.A.C. As a strategic plan, the TDP will identify needs in an unconstrained fashion and identify service improvements that are currently unfunded. The 10-year vision will identify improvements and provide a beneficial tie and be consistent with the Hernando/Citrus MPO's LRTP goals and priorities.

This PIP also has been developed in accordance with the 2024 TDP Rule. If developed specifically for a TDP, as in this effort, the PIP must be approved by FDOT. In addition, the Rule now requires enhanced coordination with the area MPO/MPO's LRTP efforts. The Rule also requires that TDP preparation meets the following requirements:

- Soliciting comments from local and the regional Workforce Development Board.
- Notifying FDOT, the local/regional workforce board, local government comprehensive planning departments, and the MPO on all public meetings. It also requires that these entities are given an opportunity to review and comment on the TDP during the development of the proposed public transportation projects and services, and the TDP 10-year implementation program.

The goal of this PIP is to engage the public and key stakeholders with a broad spectrum of perspectives, interests, and backgrounds. This will provide valuable public input on transit needs, priorities, and implementation strategies to enhance public transportation in Citrus County. This PIP outlines strategies that encourage community input and buy-in. It also aims to provide



ample opportunities for the private sector, state, and local agency stakeholders to understand the components and benefits of the plan and to provide feedback through open, two-way communication options.

This PIP is prepared to provide flexibility as the TDP is developed. While the outreach activities are set, the exact time frame and format or number may change to accomplish the best results for the MPO and CCT within the available resources.

As a public transit agency and recipient of Federal Transit Administration (FTA) funding, CCT is required to adhere to federal non-discrimination regulations, including Title VI of the Civil Rights Act of 1964. CCT has developed and maintains a Title VI Plan, referencing the procedures and policies to ensure inclusive and representative participation of minorities and persons with limited English proficiency (LEP). By reference, the policies and procedures of the Title VI Plan are integrated into the programs, activities, and services of this PIP.

The remainder of this PIP illustrates how the public and stakeholders will be engaged to inform the TDP.



SECTION 2. TDP Public Involvement Process

The public involvement process seeks transit user and non-user public input on transit needs, priorities, and implementation strategies to enhance public transportation in Citrus County over the next 10 years.

To gather meaningful input for the TDP, this public outreach effort will ensure that a broad range of groups are consulted, including the public, major employers, social service providers, and elected officials. Furthermore, a variety of public involvement techniques were selected for inclusion in the PIP to ensure the active participation of community members, including residents, employees, and other visitors.

Coordination with and/or notification of key agencies is also included to ensure the TDP is consistent and collaborates with other applicable planning processes in the study area.

Table 2-1 presents the types of activities that will be completed for the TDP and the tools associated with each.

Table 2-1: TDP Public Involvement Activities

| Public Involvement Activity | Citrus County Transit PIP |
|-------------------------------------------|--------------------------------------------------------|
| Collateral Materials and Visual Aids | Flyers/fact sheets |
| | Web outreach |
| | Social media and email outreach |
| Community Engagement, Review, and Comment | Public opinion surveys |
| | Public workshops |
| | Stakeholder interviews |
| | Email, in-person, and telephone comments |
| Agency and LRTP Coordination | TDP review/guiding team |
| | MPO, FDOT coordination |
| | Workforce, comprehensive planning agency notifications |
| | LRTP outreach/goals/data coordination |



Phases of TDP Outreach

The approach to this TDP outreach process consists of two phases.

Phase I Outreach

Public involvement activities during this phase will gauge public opinion on current transit services and gather input on future transit service, capital, technology, and infrastructure needs. An online survey, stakeholder interviews, and an open house public workshop will be conducted.

The TDP team will also coordinate with the MPO to incorporate any transit-related input from the recently-adopted LRTP outreach activities, as applicable.

Phase II Outreach

This phase includes outreach activities to be conducted following the identification of the 10-year needs, which are developed using input received during Phase I and various data analyses conducted for the TDP. As part of this phase, another open house public workshop and public input survey will be conducted.

The following section summarizes these activities in detail. Efforts will also be made to gather input from LEP individuals in Citrus County. To the extent possible, the TDP project team will provide pertinent materials such as surveys and workshop flyers in Spanish.

SECTION 3. Public Involvement Activities

Several public involvement techniques described in this PIP support direct and indirect participation from the community within CCT's service area. The remainder of this section summarizes these activities.

Review/Coordination Team Meetings

As one of the initial outreach tasks for the TDP, representatives from the FDOT, Hernando/Citrus MPO, CCT, Citrus County Comprehensive Planning Department, and CareerSource will be invited to help guide the TDP effort and to serve as a technical resource for data and information.

The initial review/coordination meeting served as the project kickoff and was held with staff from CCT and the Hernando/Citrus MPO on October 15, 2024, to discuss the TDP scope, project schedule, milestones, and deliverables. Key timelines, particularly for anticipated completion dates, were clarified and a substantial discussion took place regarding the composition and timeline for the public involvement activities. In addition, two additional review/coordination meetings are planned at key technical/outreach milestones, as shown below:

- March 2025 – Present draft TDP needs
- June 2025 – Present draft 10-Year TDP

Stakeholder Interviews

Identifying key stakeholders and early coordination with various agencies, organizations, and elected officials is crucial to the



success of any transportation project. Having a proactive outreach program to engage these stakeholders allows the opportunity to offer important feedback and be informed when addressing questions from their constituents or the media on the TDP.

CCT and Hernando/Citrus MPO staff will identify representatives of key public and private sector stakeholders to obtain feedback about perceptions and attitudes towards transit in Citrus County and its immediate region. The project consultant will conduct interviews with the identified stakeholders.

These interviews are a key component of the public involvement effort and will help enhance the understanding of local conditions and needs of those who currently and potentially use transit.

In total, up to 10 key stakeholders will be engaged through interviews to better understand the commuting habits of their employees or constituents, their current use of transit, and the transit use of their clients or customers, if applicable. This will allow them to provide suggestions for improvements to transit services. Prior to conducting interviews, a draft interview questionnaire will be submitted to CCT and Hernando/Citrus MPO staff for review and approval. The interviews will be scheduled in advance and conducted virtually. Once all stakeholder interviews are complete, the TDP project team will prepare a draft summary of the stakeholder interviews as part of its public involvement documentation records.

In addition to providing input on transit's future in the county, the stakeholders will also be asked to assist the outreach campaign by distributing information and to spread the word on any upcoming outreach efforts.

Phase I Needs Survey

The TDP project team will also conduct an online public input survey. A survey instrument will be developed and will be reviewed/coordinated with Hernando/Citrus MPO and CCT staff. The survey will be conducted in the first phase of the TDP outreach to seek public input on needs and obtain information related to attitudes, latent demand, and general support of the community related to transit services.

This online survey will be posted on the Hernando/Citrus MPO and CCT websites and distributed via available email and social media outlets. The survey link will be made available for posting on other stakeholder websites and provided at public workshops and grassroots events. Participants will be encouraged to complete the survey online to improve the ease and accuracy of data collection and reporting. Please refer to Table 6-1 for survey timeframe and Appendix A for outreach schedule.

Phase II Transit Priorities Survey

The second TDP survey will be conducted after potential service alternatives are developed to focus on public reaction to the proposed recommendations. It will also be posted to the Hernando/Citrus MPO and CCT websites and distributed via email and social media outlets. In addition, stakeholders will be invited to disseminate the survey link. Survey responses will be compiled and a summary of comments will be included in the draft TDP. A tablet-based and/or hard copy version of the survey will also be provided at planned public workshops and any grassroots events. Please refer to Table 6-1 for survey timeframe and Appendix A for outreach schedule.



Public Workshops

Two open house style public workshops will be conducted to solicit feedback. The first will be held during Phase I for feedback on the proposed transit needs and the second in Phase II to solicit feedback on the proposed transit improvements. The workshops will be held at locations accessible by transit identified by Hernando/Citrus MPO and CCT staff. They will be designed to capture information from participants about community values, needs, and priorities. Additionally, they may feature displays, interactive information exchange, public surveys, or enlistment for social media outreach.

Web/Social Media Outreach

The project team will coordinate with Hernando/Citrus MPO to utilize available websites and social media channels to inform the public on TDP outreach opportunities. Posts to social media will occur as necessary, mostly to advertise any survey input opportunities and outreach events.

Grassroots Outreach

In addition to the planned events, CCT and Hernando/Citrus MPO staff may participate in grassroots and pop-up events to promote the TDP and obtain input from those attending. The project consultant will coordinate with Hernando/Citrus MPO and CCT to utilize existing public workshop materials. A summary of these events will be documented in the TDP.

Collateral Materials and Public Notification

Collateral materials will be developed, as applicable and necessary, to distribute information about public outreach activities. These materials may include the following:

- Fact Sheets—These will provide information to the public at outreach events and public workshops to offer an overview of CCT services, while promoting the value and importance of TDP and public involvement efforts. The fact sheet will encourage the public to share input through a provided survey link and/or QR code.
- Flyers—To share information with the public about upcoming events and the value of their participation. These will direct the public to visit the Hernando/Citrus MPO and CCT websites to stay involved and informed with the development of the TDP.
- Display Boards—These will illustrate service and demographic maps, plan proposals, and more at public workshops.



SECTION 4. TDP-LRTP Coordination Program

Per the 2024 TDP Rule requirement concerning coordination with the MPO's planning process, information from the recently-adopted Hernando/Citrus MPO's 2050 LRTP will be utilized throughout this TDP process in the following ways.

Data/Analysis

Coordination on LRTP base year and horizon year data so the TDP is consistent with the LRTP on the multimodal system deficiencies identified while considering land use, state and local transportation plans, other governmental actions and policies, and socioeconomic trends.

Public Outreach

To ensure coordination with the LRTP outreach, the project team will consider relevant information from LRTP outreach events when identifying the TDP transit needs.

LRTP Goals & Plan Consistency

The third main component under TDP-LRTP coordination program supports consistency between the two plans on the short-term transit improvements/strategies. The MPO, which is managing the TDP, may then use the service, capital, technology, and policy needs in the 10-year TDP to amend transit-related improvements/strategies in its LRTP, if necessary.

SECTION 5. Agency Review & Coordination

Several key agencies will be involved during development of this TDP major update. As required by Section 341.052, F.S., comments will be solicited from CareerSource, the local and regional workforce board, established under Chapter 445, F.S. In addition, FDOT District Seven, the local/regional workforce board, local government comprehensive planning departments, and the Hernando/Citrus MPO will be advised of all public meetings where the draft TDP is to be presented or discussed. Representatives from these agencies will also be given an opportunity to review and comment on the proposed public transportation projects and services and the 10-year implementation program, either as part of the public workshops or with technical memoranda.



SECTION 6. Public Involvement

Activity Schedule

The public outreach schedule supports planning and completion of the previously summarized public outreach activities and coordination efforts. Table 6-1 presents the tentative schedule for the public outreach activities included in this major update to the CCT TDP.

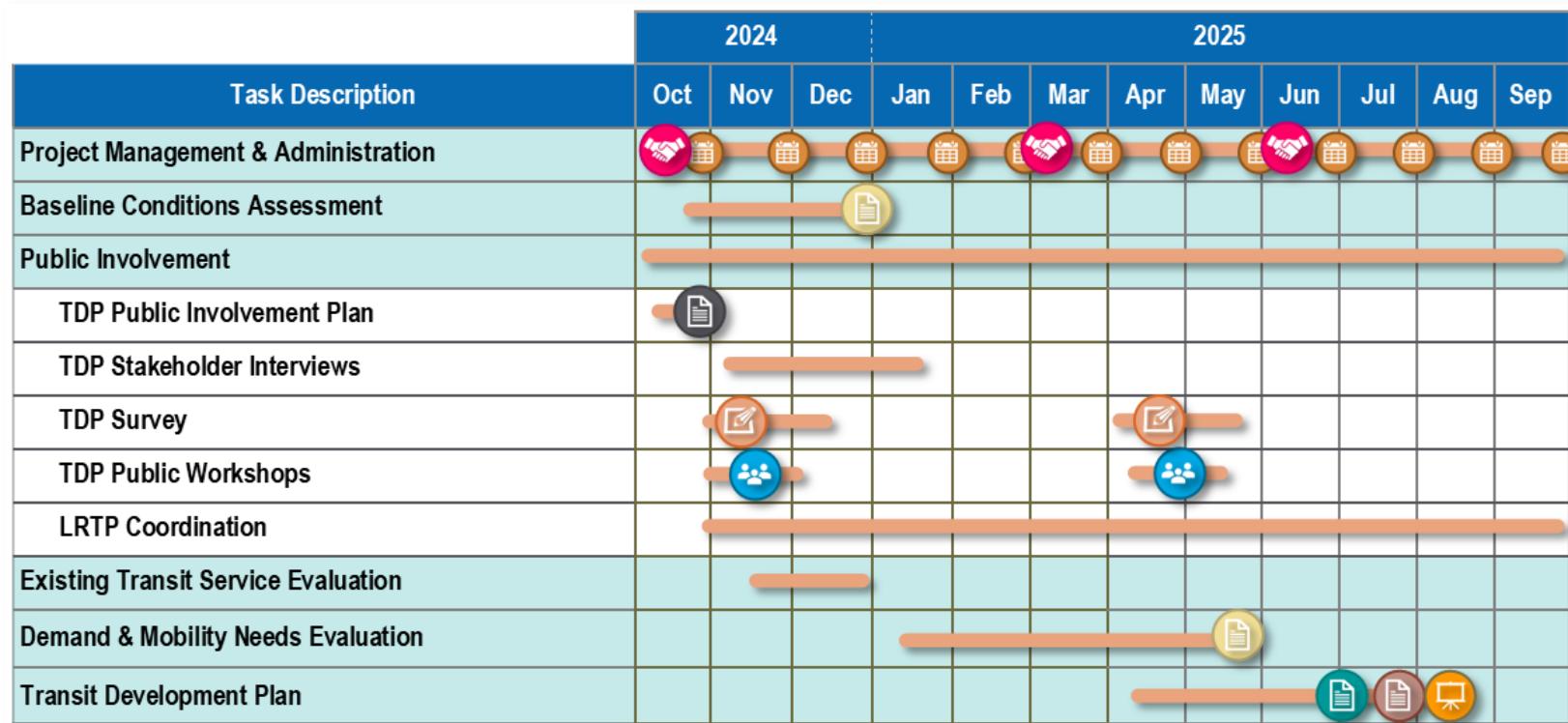
The overall schedule for completing the TDP, which includes outreach and all other components, is shown in Appendix A.

Table 6-1: Tentative Public Involvement Schedule

| Outreach Activity | Dates |
|------------------------------------|----------------------------|
| Stakeholder Interviews | November 2024–January 2025 |
| Phase I Needs Survey | November–December 2024 |
| Phase I Public Workshop | November 2024 |
| Phase II Transit Priorities Survey | April–May 2025 |
| Phase II Public Workshop | April 2025 |
| TDP Presentation | July–August 2025 |



Appendix A: Schedule



Task Duration

Monthly Progress Report

Outreach Events

Draft Technical Memoranda

Final TDP/Exec. Summary

Kick-Off / Review Meeting

Public Involvement Plan

Online Surveys

Draft TDP

Presentations

From: [Joanne M. Granger](#)
To: [Huettens, Kayla](#)
Cc: [Robert Esposito](#); [Mary Elwin](#); [Joy Turner](#); [Silva, Asela](#)
Subject: FW: [EXTERNAL]RE: Citrus County TDP PIP for FDOT approval
Date: Thursday, November 7, 2024 3:58:52 PM

Kayla,

Please see the below approval for the Citrus County TDP PIP from FDOT.

Thanks,

Joanne

Joanne Granger, Transit Services Director

Citrus County, Florida | Citrus County Transit

1300 S. Lecanto Hwy, Lecanto, FL 34461

Main 352-527-7630 | **Direct:** 352-527-7634 | **Fax:** 352-527-7635

www.citrusbocc.com | www.citruscountytransit.com

[\[citruscountytransit.com\]](http://citruscountytransit.com)

From: Leffert, Chris <Chris.Leffert@dot.state.fl.us>

Sent: Thursday, November 7, 2024 3:48 PM

To: Joanne M. Granger <JOANNE.GRANGER@citrusbocc.com>; Newell, Dave <Dave.Newell@dot.state.fl.us>; DeJesus, Maria <Maria.DeJesus@dot.state.fl.us>

Subject: [EXTERNAL]RE: Citrus County TDP PIP for FDOT approval

WARNING: This email originated from an external Domain **DO NOT CLICK** unless you recognize the sender and know the content is safe.

Joanne,

We have reviewed the Public Involvement Plan and concur that this meets all the necessary requirements in developing your TDP.

Chris Leffert
CPM, FCCM
Florida DOT - District 7
Modal Development
Transit Programs Administrator
11201 N. McKinley Drive

Tampa, FL 33612
P(813) 975-6403

From: Joanne M. Granger <JOANNE.GRANGER@citrusbocc.com>
Sent: Thursday, October 24, 2024 10:34 AM
To: Newell, Dave <Dave.Newell@dot.state.fl.us>; Leffert, Chris <Chris.Leffert@dot.state.fl.us>; DeJesus, Maria <Maria.DeJesus@dot.state.fl.us>
Subject: Citrus County TDP PIP for FDOT approval

EXTERNAL SENDER: Use caution with links and attachments.

Dave,

Please see attached Citrus County Transit Development Plan (Public Involvement Plan) for FDOT approval.

If possible, please review and approve by 11/1/2024.

Thank you!

Joanne

Joanne Granger, Transit Services Director
Citrus County, Florida | Citrus County Transit
1300 S. Lecanto Hwy, Lecanto, FL 34461
Main 352-527-7630 | **Direct:** 352-527-7634 | **Fax:** 352-527-7635
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[[citruscountytransit.com](http://www.citruscountytransit.com)]

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2026-2035

Citrus County Transit (CCT) Transit Development Plan (TDP)

Stakeholder Questionnaire Guide

Questionnaire

Transit Today

- 1) What is your view on the role of transit in Citrus County?
 - a. Is it to transport workers, elderly, low income, individuals with disabilities, tourists, to prevent congestion, to reduce emissions, to create economic opportunities?
- 2) What is the level of awareness and support for Citrus County Transit in the community? Do you feel the levels of awareness of the transit system have increased or decreased since 2020? Do you feel the level of support by the community has increased or decreased since 2020?
- 3) How well do you feel Citrus County Transit responds to the needs and feedback of the community? Are new avenues needed to ensure proper feedback and communication?
- 4) Is information about Citrus County Transit easily accessible in the community? If not, where should transit information be available and in what forms?
- 5) Are there specific communities or neighborhoods that are underserved by Citrus County Transit?

Where Do We Want to Go

- 6) Where is the growth and development occurring in Citrus County? How can transit best respond to these trends?
- 7) What should the priorities and goals for Citrus County Transit be in the next 5 to 10 years?
- 8) Is more regional transportation needed to connect Citrus County with surrounding areas?
- 9) Do you think app-based point-to-point Uber/Lyft type service (microtransit) can help supplement transit coverage?



2026-2035

Citrus County Transit (CCT) Transit Development Plan (TDP)

- 10) Do you think technology should play a part in improving Citrus County Transit service? How?
 - a. Examples include mobile apps, bus locator technology, or mobile fare payment
- 11) Do you think private-public partnerships can enhance Citrus County Transit services? To which entities should Citrus County Transit reach out?

How Do We Get There

- 12) What are the most critical improvements you would like to see in Citrus County Transit services in the next 10 years?
- 13) Is there a need for park and ride lots?
- 14) What role do you think Citrus County Transit should play in the future development of Citrus County?

Final Thoughts

- 15) If you could pick one thing to change about Citrus County Transit, what would it be?
- 16) What is your vision for transit in the next 10 years? Next 25 years?



Citrus County's Transit Development Plan

What is Citrus County Transit (CCT)?

Citrus County Transit (CCT) provides two types of service. The deviated fixed route service, the Orange Line, has five routes serving Beverly Hills, Crystal River, Floral City (Inv), Hernando (Inv) and Homosassa and a demand response door-to-door para transit service that picks up and drops off riders anywhere within the county. The transit system operates between 6:00 AM and 6:00 PM Monday through Friday. All vehicles are ADA accessible.

What Should Public Transportation

Provide in the Next 10 Years?

A Transit Development Plan is being developed for CCT in collaboration with the Hernando/Citrus Metropolitan Planning Organization (MPO) to serve as a guide for the future of public transportation in Citrus County between 2026-2035. Its goal is to provide a vision for transit and organize steps to achieve them. The final product will explain the County's transit goals and the actions they will take to get there.

Why Your Input is Important

Public Participation is an important part of developing the 10-year Transit Development Plan. Numerous public outreach activities will support the plan and provide residents and riders with an opportunity to let their voices be heard.

For CCT route and schedule information, please call (352) 527-7630 or visit CitrusCountyTransit.com



Take the online survey!

Scan the QR code below or take the survey here: <https://arcg.is/01TWSf0>





Citrus County's Transit Development Plan

Public Workshop

Wednesday

November 20, 2024

11 AM to 1 PM

Central Ridge Library

425 W Roosevelt Blvd

Beverly Hills, FL 34465

(Use Beverly Hills/Green Route)

*You're invited to an
Open House to share
your thoughts on
transit options in your
community.*

Unable to attend?

Take the online survey! Go to: <https://arcg.is/01TWSf0> or scan the QR code below.

SPECIAL ACCOMMODATIONS

Any person requiring special accommodations to attend or participate, pursuant to the Americans with Disabilities Act, should contact Citrus County Transit (CCT) within at least three (3) business days before the event at (352) 527-7630.

For CCT route and schedule information, please call or visit CitrusCountyTransit.com





Citrus County Transit Development Plan

Public Workshop

**April 16, 2025
9:00 – 11:00 am
Inverness Walmart Bus Stop**

2461 E Gulf to Lake Hwy
Inverness, FL 34453
Use the Red or Purple Routes

Please stop by to discuss transit priorities for the next 10 years in Citrus County!

Unable to Attend? Take the online survey link or scan the QR code to the right. <https://arcg.is/1XLz1T3>

SPECIAL ACCOMMODATIONS

Any person requiring special accommodations to attend or participate, pursuant to the Americans with Disabilities Act, should contact Citrus County Transit (CCT) within at least three (3) business days before the event at (352) 527-7630.

For CCT route and schedule information, please call or visit CitrusCountyTransit.com





Public Input Survey

- 1. Have you or a member of your household used Citrus County Transit, the public transit service in Citrus County?**
 - Yes, I have used Citrus County Transit
 - No, I have never used Citrus County Transit
 - I did not know public transportation was available in Citrus County
- 2. Do you think there is a need for additional/improved transit services in Citrus County?**
 - Yes
 - No
- 3. What is the level of awareness about public transit services in Citrus County?**
 - Good Awareness
 - Needs More Awareness
- 4. How should information be distributed?**
 - Website
 - Newspaper
 - Social Media
 - Radio
 - Phone App
 - Other
 - All of the above
- 5. If you use Citrus County Transit now or decide to use it in the future, where would you go using it? (Select up to THREE trip purposes)**
 - Work
 - Medical
 - Shopping
 - Religious
 - Social/Recreational
 - Education/College
- 6. Have you ever used an app-based on-demand rideshare service?**
 - Yes, I have used Uber/Lyft or a similar service
 - No
- 7. Do you own/use a smartphone?**
 - Yes
 - No

Please flip over page to continue survey.

8. What should Citrus County Transit consider as top enhancements for the next 10 years? Please rank the choices from 1 to 6, with 1 being the most important and 6 being the least important.

- More frequent bus service (which route or routes? _____)
- App-based on-demand transit rideshare service (microtransit)
- Saturday service
- Earlier or later weekday service
- Neighborhood circulators (where? _____)
- Regional express

9. If you prioritized "Regional connections" in the top 3, please rank the regional destinations. Please rank the choices from 1 to 4, with 1 being the most important and 4 being the least important.

- South to Hernando County
- North to Marion County
- North to Levy County
- East to Sumter County

10. What should Citrus County Transit consider as the top capital/technology improvement for the next 10 years?

- Smart phone app with real time bus locator/arrival information
- Sidewalk connections to bus stops
- More bus stop amenities (shelters, benches, bike storage, etc.)
- Next bus information displays at the major transfer locations
- Other (please specify) _____

11. My age is...

- 17 years or under
- 18 to 24 years
- 25 to 40 years
- 41 to 60 years
- Over 60 years
- Prefer not to answer

12. My gender is...

- Male
- Female
- Other _____
- Prefer not to answer

13. Zip code of my...

Residence is _____
Work/School is (if applicable) _____

Please write any additional comments below.



Encuesta de Aporte Publico

1. ¿Alguna vez han acudido usted o algún miembro de su hogar a los servicios de transporte público del condado Citrus, Citrus County Transit?

- Si, he(mos) acudido a Citrus County Transit
- No, nunca he(mos) acudido a Citrus County Transit
- No sabía que hay transporte público en el condado de Citrus

2. ¿Crees que hay una necesidad para agregar/mejorar los servicios de transporte público en el condado Citrus?

- Si
- No

3. ¿Cuál es el nivel de conocimiento acerca de la disponibilidad de los servicios de transporte público en el condado County?

- Se conoce suficiente
- Se necesita dar a conocer mas

4. ¿Como se debería de dar a conocer más información?

- Sitio Web
- Periodico
- Redes Sociales
- Radio
- Aplicacion Movil
- Otro
- Todas las opciones

5. Si acude a los servicios de autobús, o decide usarlos en un futuro, ¿adónde iría? (Seleccione hasta DOS OPCIONES)

- Trabajo
- De Compras
- Actividades sociales o de recreación
- Centro Educativo/Universidad
- Citas Medicas
- Actividades Religiosas

6. ¿Alguna vez ha usado un servicio de transporte a domicilio y a demanda del cliente del tipo que se reserva por una aplicación móvil?

- Si, he usado un servicio parecido, como Uber o Lyft.
- No

7. Es Dueño/a de un teléfono móvil inteligente tipo "smartphone"?

- Si
- No

8. ¿ Que mejora debería de considerar como de prioridad el Citrus County Transit para los próximos 10 años? Por favor categorice las opciones del 1 al 6, siendo el 1 la opción más importante y el 6 la opción menos importante.

- Servicio de autobús más frecuente (cuál ruta/s? _____)
- Transporte de puerta a puerta a demanda del cliente accesible por aplicación móvil (¿hacia dónde? _____)
- Mejorar servicios sábado
- Servicio de semana en horarios más tempranos o más tarde
- Líneas de buses circulares de barrios
- Más conexiones directas en la región (hacia dónde? _____)

9. Si dentro de las tres opciones más importantes, usted le dio prioridad a la opción, "Más conexiones directas en la región", categorice la prioridad de los destinos regionales. Categorice las opciones del 1 al 4, con el 1 siendo la conexión más importante y el 4 siendo la menos importante.

| | |
|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">— Al sur hacia el Condado Hernando— Al norte hacia el condado Marion | <ul style="list-style-type: none">— Al norte hacia el condado Levy— Al este hacia el condado Sumter |
|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|

10. ¿A cuáles mejoras de tecnología o capital le daría prioridad en los próximos 10 años?

- Aplicación móvil con información en tiempo real del desplazamiento del autobús y de su llegada
- Conexión de aceras a las paradas de autobús
- Más comodidades en las paradas de autobús (garitas, bancas, equipos para almacenar bicicletas, etc.)
- Pantallas con información de la llegada del próximo autobús en las paradas o centros de transferencias más importantes
- Otro (especifique por favor) _____

11. ¿Qué edad tiene?

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><input type="radio"/> Menos de 17 años<input type="radio"/> 18 a 24 años<input type="radio"/> 25 a 40 años | <ul style="list-style-type: none"><input type="radio"/> 41 a 60 años<input type="radio"/> Más de 60 años<input type="radio"/> Prefiero no decir |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

12. Mi género es ...

| | |
|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><input type="radio"/> Masculino<input type="radio"/> Femenino | <ul style="list-style-type: none"><input type="radio"/> Otro género _____<input type="radio"/> Prefiero no responder |
|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|



Public Input Survey

13. El Código ZIP de su...

- Casa es _____
- Trabajo/Escuela es (opcional) _____

Comentarios adicionales.



Transit Priorities Survey

1. Have you or a member of your household used Citrus County Transit, the public transportation service in Citrus County?

- Yes, I have used Citrus County Transit
- No, I have never used Citrus County Transit
- I did not know public transportation was available in Citrus County

2. Please review the **Proposed Transit Needs** map and indicate your level of support for the following potential improvements.

| Improvements | Support | Neutral | No Support |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|------------|
| Proposed Service Enhancements | | | |
| A bus arrives every 60 minutes on all routes | 5 | 3 | 1 |
| Expand service on all routes to run from 6:00AM – 9:00PM | 5 | 3 | 1 |
| Add Saturday service from 9:00AM – 3:00PM on all routes | 5 | 3 | 1 |
| New Services | | | |
|  Cross County Shuttle | 5 | 3 | 1 |
|  Jobs Express | 5 | 3 | 1 |
|  Ocala Express | 5 | 3 | 1 |
|  Microtransit in Citrus Springs, Homosassa/Sugarmill Woods, and Inverness Highlands South | 5 | 3 | 1 |
| Proposed Capital/Policy | | | |
| Add mobile app with real-time bus locator | 5 | 3 | 1 |
| Add bus shelters at high ridership stops | 5 | 3 | 1 |
| Expand transit awareness | 5 | 3 | 1 |

If you have any comments, please use the space below.

Thank you for participating!



Encuesta de Prioridades del Transporte Público

1. ¿Alguna vez han acudido usted o algún miembro de su hogar a los servicios de transporte público del condado Citrus, Citrus County Transit?

Si, he(mos) acudido a Citrus County Transit
 No, nunca he(mos) acudido a Citrus County Transit
 No sabía que hay transporte público en el condado de Citrus

2. Por favor, revise el mapa de **Necesidades de Transporte Propuestas** e indique su nivel de apoyo para las siguientes mejoras potenciales.

| Mejoras | Lo Apoyo | Neutral | No Apoyo |
|--------------------------------------------------------------------------------------------------------------|----------|---------|----------|
| Mejoras de Servicios Propuestas | | | |
| Un bus llega cada 60 minutos en todas las rutas | 5 | 3 | 1 |
| Expandir las horas de servicios en todas las rutas de 6:00AM – 9:00PM | 5 | 3 | 1 |
| Agregar horas de servicio de 9:00AM – 3:00PM los sábados en todas las rutas | 5 | 3 | 1 |
| Nuevos Servicios | | | |
| Transporte A Través del Condado | 5 | 3 | 1 |
| Expreso Laboral | 5 | 3 | 1 |
| Expreso de Ocala | 5 | 3 | 1 |
| Microbus Colectivo (Microtransito) en Citrus Springs, Homosassa/Sugarmill Woods, e Inverness Highlands South | 5 | 3 | 1 |
| Mejoras de Capital/Políticas Propuestas | | | |
| Introducir aplicación móvil con localizador en tiempo de real del autobús | 5 | 3 | 1 |
| Agregar garitas en las paradas de alto volumen de pasajeros | 5 | 3 | 1 |
| Aumentar la visibilidad del servicio de transporte | 5 | 3 | 1 |

Si tiene algún comentario adicional que desea brindar, puede anotarlo en las siguientes líneas.

¡Gracias por su participación!



Appendix B. Relationship Review to Other Plans



Local Plans

Citrus County Comprehensive Plan

The Comprehensive Plan addresses land use, transportation, capital projects, public facilities, and economic development goals for Citrus County. This plan indicates the County's intention to invest in expanding transit services to meet growing demand. It also prescribes several transit-supportive goals, objectives, and policies, such as the need to develop transit-oriented design strategies, maximize use of the right-of-way, improve connections with pedestrian and bicycle networks, and coordinate with other transit agencies to meet regional mobility needs.

The plan highlights the need to expand service hours, create new transfers stations, purchase additional buses, and add/expand existing fixed-route service. Furthermore, improving headways to 60 minutes on existing routes, evaluating the need for weekend services, and developing inter-county transit services along the Suncoast Parkway were indicated as needs.

City of Crystal River Comprehensive Plan / 2021

The City of Crystal River Comprehensive Plan guides the growth, development, and land use of Crystal River. The Multimodal Transportation Element addresses existing public transit conditions as well as future needs, consistent with the 2020 Citrus County Transit TDP. The document also highlights some needed improvements:

- Fixed-route system between Crystal River, Inverness, Homosassa, and Lecanto.
- Fixed-route services within Crystal River.

- Infrastructure to support a fixed transit route system including bus stops and other amenities.
- Improve service to 60-minute headways.
- Extend service by 3 hours.
- Add a future park and ride at US-19 and SR-44 to support express service along that route.

City of Inverness Comprehensive Plan / 2016

The City of Inverness Comprehensive Plan showcases the vision for land use, growth, transportation, capital projects, and public facilities. The Transportation Element addresses multi-modal transportation options. There is emphasis on increasing pedestrian and bike connectivity as well as proper roadway capacity. Policies include transit amenity requirements when commercial or private developments have 250 or more parking spots. Other policies pertaining to service include coordination for a transit connection from Inverness to Crystal River.

Citrus County Transit TDSP / 2024

This plan emphasizes transit improvements and additions that serve the needs of transportation disadvantaged (TD) persons in an efficient and cost-effective manner. The document projects the TD population through 2035, with the projected number of vehicles needed to be 30 by 2025. The document also highlights the need for additional bus stop shelters and discusses additional state and federal funding programs being accessible after the county's population reaches 200,000.

Citrus County Transit TDP / 2020

The 2020 TDP focuses on enhancing existing services, adding regional connections, and adding microtransit service. The plan



also mentions needing enhanced bus stop infrastructure and shared park-and-ride facilities to support the service needs. The plan identified the need to extend service to 9 PM, add Saturday service, implement microtransit service in Homosassa, add express services to Marion and Hernando counties, and park-and-ride facilities.

Citrus County Transit Comprehensive Operations Analysis (COA)

The COA examined and evaluated the current Citrus County Transit network to identify improvements to streamline the network. The outcomes are used as a tool to improve operations in the short-term with service modifications.

The following transit improvements were recommended:

- Short-Term Recommendations—Provide microtransit service in the Beverly Hills/Citrus Springs and Homosassa areas. Implement a route that connects Floral City to Hernando and a route that connects Inverness to Crystal River. Furthermore, it is recommended that Citrus County Transit implement a smartphone app to support microtransit service
- Mid-Term Recommendations—Enhance the short-term recommendations with extended service to 6:30cPM and Saturday service from 9:00cAM to 3:00 PM.

Regional Plans

Hernando/Citrus MPO 2050 LRTP / 2024

The Hernando/Citrus MPO guides the metropolitan planning process in the Hernando County and Citrus County. The LRTP is a comprehensive cost-feasible transportation infrastructure plan that includes highway, transit, freight, and non-motorized components. The LRTP goal is to provide a safe and efficient transportation system that addresses the priorities of the community. The objectives include the following:

- Safety—Increase safety of the counties' transportation system
- Economy—Support economic development and tourism
- Mobility—Provide for mobility needs of the community
- Intermodal—Maintain existing transportation system
- Livability—Preserve, and where possible, enhance social, cultural, physical, and natural environmental values.
- System Preservation—Preserve and maintain a resilient transportation infrastructure and transit assets
- Implementation—Identify improvements that can be seen through to completion for the benefit of the community

The Cost Feasible Transit Plan highlights several transit investments that will be made through 2050, including the following:

- Expanding/enhancing existing routes/network.
- Enhancing ADA accessibility at existing bus stops. •
- Increasing access between surrounding counties via public transportation.



2024-2029

- Replace 18 buses for both paratransit and deviated fixed-route services, purchase of three wheelchair accessible passenger buses.

2030-2035

- Additional route services.
- Replace/purchase new vehicles.
- Implement a bus infrastructure and accessibility program.
- A real time bus locator app.
- Investments in maintenance of fixed-route and paratransit services.

2036-2050

- Maintain services, fleets, and facilities established or maintained in 2024- 2029.

The LRTP also emphasizes the importance of bicycle and pedestrian connections to support transit use.

Hernando County Transit TDP / 2024

The Hernando County TDP, that guides TheBus service, was adopted in December 2024. There currently is no regional public transit connection between Hernando County and Citrus County.

In the public outreach portion of this document, stakeholders identified the need for a connection to Citrus County via US-19, which was recommended for implementation in Fy 2027. A need for a route on US-19 connecting SR-50 in Hernando County to Sugar Mill Woods in Citrus County also was identified.

Hernando/Citrus MPO Transportation

Improvement Program (TIP) / FY 2026 – FY 2030

The Transportation Improvement Program (TIP) identifies transportation needs and priorities of the metropolitan planning area including regionally significant projects regardless of their funding source (23 USC and 49 USC, Chapter 53). The TIP demonstrates the process of prioritizing, selecting, and funding transportation projects in accordance with federal requirements of Title 23 CFR 450 and Title 49 CFR Chapter 53, as amended.

The TIP is a five-year plan for the metropolitan area that encompasses Citrus and Hernando counties and the cities within each. The plan includes multi-modal project improvements consistent with the LRTP and is updated annually.

The TIP is developed through a continuing, comprehensive, and coordinated effort with the FDOT, Federal Transit Administration (FTA), Hernando/Citrus MPO, and the public. The MPO list of priority projects (LOPP) highlights major improvements and congestion management. Within the Hernando/Citrus MPO top 10 priority projects, 5 of them are within Citrus County and are all roadway improvements.

The LOPP highlights the following projects in Citrus County:

- North Independence Highway-PS/Sidewalk from SR-44 to US-41.
- Three Sisters Springs Connector – Multi-Use Trail from US-19 to 486 Trail.
- Rock Crusher Sidewalk from CR-490 to SR-44.
- E. Vine Street & E. Gospel Island Road – Sidewalk from N Apopka Avenue to W Gulf to Lake Highway.



- Sugarmill Woods - Multi-Use Trail along US-98 from Oak Village Boulevard to the Trailhead/parking lot near the Suncoast Parkway II

Relevant 5-Year Funded Projects include:

- Allocates \$18,063,424 from FY2026 to FY2030 for fixed-route capital.
- Allocates \$1,193,010 from FY 2026 to FY 2030 for operating and administrative assistance.

Hernando/Citrus MPO Unified Planning Work Program (UPWP) / FY 2025 – FY 2026

The Unified Planning Work Program (UPWP) is a federally mandated document that includes the description of the planning work, timeframes, and source of funds. The UPWP indicates six tasks to support transportation in the Hernando/Citrus MPO study area, including the 2050 LRTP, TIP, and the 2025 Citrus County Transit TDP.

Hernando/Citrus MPO Complete Streets Policy and Implementation Guidance

Many states and communities have adopted Complete Streets policies. The Guidance reviews FDOT's and peer MPO policies, then discusses an effective Complete Streets Policy with vision and goals. The goals include the following:

- Provide safe, convenient, accessible, and effective transportation to all users and modes including motorized vehicles, walking, bicycling, and transit.
- Create a balanced and connected network of streets, roads, and trails to accommodate each mode of travel in a

manner consistent with and supportive of each local community.

- Provide safe and comfortable transportation options for vulnerable users of all ages and abilities.
- Support economic growth and the redevelopment and connectivity to activity centers.
- Provide a transportation system that is conducive to streets that are lively with activity and connect people to everyday destinations, such as schools, shops, restaurants, businesses, parks, jobs, and transit, which in turn enhances neighborhood economic vitality and livability.

After, a proposed Complete Streets network in Citrus County is presented with next steps.

Hernando/Citrus MPO Non-Motorized Facility Gap Analysis & Complete Streets Implementation

Following the Policy and Implementation Guidance, a gap analysis for the bicycle and pedestrian networks were completed with a prioritization for both networks. Then opportunities for prioritized gaps are discussed. The gaps presented only represent the top priority tiers. The top prioritized gaps in Citrus County include the following:

- Norvell Bryant Highway from Gulf to Lake Highway to US-41
- Suncoast Boulevard from Grover Cleveland Boulevard to Gulf to Lake Highway
- Suncoast Boulevard from Dunnellon Road to Gulf to Lake Highway



- Suncoast Boulevard from US-98 to Grover Cleveland Boulevard
- West Fort Island Trail from Western Terminus to Suncoast Boulevard

Hernando/Citrus MPO Traffic Segment Studies for County Line Road, US-41, and SR-200

The segment study assesses the traffic conditions using LOS and daily AM and PM peak-hour conditions. Two Citrus County roads were considered in this study, US-41 from Arlington Street to SR-200 and SR-200 from E Adam Street to the Marion County line. Conclusions from the Segment Study include the following:

- US-41 from E Arlington Street to Independence Highway, is projected to become deficient for both daily traffic and for peak-hour traffic conditions by 2028. Based on historic AADT suggest that the segments between Independence and SR-200 will become deficient between 2030 and 2035. No capacity improvements such as adding lanes are funded at this time although the corridor is showing as becoming four-laned between 2031 and 2045 in the LRTP.
- SR-200 from US-41 to Marion County Line is currently listed in the TIP as an unfunded Priority Project. SR-200 from North Lecanto Highway to Marion County Line is currently deficient at LOS F under existing daily and peak-hour traffic conditions. All remaining two-lane sections of this roadway are projected to be deficient by 2045 as estimated by the TBRPM 9.3 LRTP 2045 Cost Feasible model scenario. This SR-200 corridor has limited regional impact throughout Citrus, Pasco, Hernando, and Marion County, with notable

travel between Citrus and Marion Counties, as indicated by the Replica based O/D analysis.

Tampa Bay Economic Development

Comprehensive Economic Development Strategy (CEDS) / 2023-2027

The US Economic Development Administration contracts with each designated Economic Development District (EDD) to develop and maintain a Comprehensive Economic Development Strategy (CEDS). EDDs are required to fully update the CEDS every five years with the assistance of regional stakeholder involvement and may elect to update the CEDS on an annual basis. The Tampa Bay Regional Planning Council (TBRPC) is Tampa Bay's EDD and presents this document as the first CEDS of the 2022 Major Update cycle. TBRPC will continue to update this document annually with current data, and refreshed stakeholder input. In the Strength, Weakness, Opportunities, and Threat (SWOT) analysis, an identified weakness was a lack of transit connectivity, specifically regionally. The document highlights a goal to promote a regional multi-modal transportation system for people, goods, and services that includes transit, highway, seaport, airport, and rail modes, broadband services, and multi-use trail planning and development.

West Central Florida Regional Long Range Transportation Plan (RLRTP) / 2045

The Sun Coast Transportation Planning Alliance (SCTPA) supports local, regional and statewide projects that improve access to transportation opportunities in the West Central Florida region. Its West Central Florida RLRTP 2045 guides the transportation process



in west central Florida, including the Pinellas, Hillsborough, Hernando/ Citrus, Pasco, Polk, Sarasota/ Manatee MPOs. The document highlights the need for regional cooperation for better connectivity. Each MPO lists major transportation and infrastructure projects of regional significance along with population and job projections. The document highlights the need for funding of multimodal improvements on the Coast-to-Coast Trail and US-19 in Citrus County.

State and Federal Plans

State of Florida Transportation Disadvantaged 5-Year/20-Year Plan

To accomplish cost-effective, efficient, unduplicated, and cohesive TD services within its respective service area, the plan includes the explanation of the Florida Coordinated Transportation System, five-year report card, Florida Office of Program Policy Analysis and Government Accountability Review, and a strategic vision and goals, objectives, and measures.

The long-range strategic vision includes developing a universal cost-effective transportation system with a uniform funding system and services that are designed and implemented regionally throughout the state.

FDOT Complete Streets Implementation Update: Handbook and Design Manual / 2018

The Complete Streets Implementation Handbook was developed to create alternative transportation systems to facilitate Complete Streets focused design. The manual also includes guidance on the following:

- Revising guidance, standards, manuals, policies, and other documents.
- Updating how decision-making is processed.
- Modifying evaluation of performance.
- Managing communication between agencies.
- Updating training and education in agencies.

2045 Florida Transportation Plan

Florida's long-range transportation plan, as required by state and federal law, supports the development of state, regional, and local transit services through a series of related goals and objectives, emphasizing new and innovative approaches by all modes to meet needs today and in future. The most recent update emphasizes:

- Safety and security for Florida's residents, visitors, and businesses.
- Resilient and quality infrastructure.
- Connected, efficient, and reliable mobility for people and freight.
- Transportation choices that improve equity and accessibility.
- Transportation solutions that strengthen Florida's economy.
- Mobility solutions that enhance Florida's communities.
- Transportation systems that enhance Florida's environment.

Infrastructure Investment and Jobs Act / 2021

Signed into law on November 15, 2021, this public law reauthorizes and expands federal funding for the nation's surface transportation infrastructure including transit systems and rail



transportation networks. It maintains strong commitment to safety and authorizes federal funding to advance public transportation through safety, modernization, climate, and equity. Highlights of the funding reauthorization include:

- A record \$33.5 billion for transit capital and operating assistance in urbanized areas and \$4.6 billion to support rural transit systems.
- Funding dedicated to repairing and upgrading existing infrastructure, increasing accessibility, expanding service areas, and upgrading buses to zero-emissions models.
- Increase in funding to meet transportation needs for older adults and people with disabilities.
- Providing \$12 billion in partnership grants for intercity rail service.

Implications to Public Transportation of Emerging Technologies / 2016

This white paper explores possible consequences for public transportation from introducing new technologies such as autonomous vehicles, connected vehicles, and other innovations that impact efficiency, cost-effectiveness, and overall demand for transportation.