ABBREVIATED PACKET IN LIEU OF A BOARD MEETING

October 2026

Information not viewable is available upon request through the Clerk of the Board phone: 813-384-6552 or e-mail: petitl@goHART.org

AGENDA

MEMBERSHIP

City of Tampa Representatives
Michael English ~ President
Brandon Campbell
Brad Cooke
Councilmember Guido Maniscalco
David Mechanik

Hillsborough Transit Authority
Melanie Williams ~ Vice President
Councilmember Alan Clendenin
Adam Nebrich ~ Secretary-Treasurer
Councilmember Gil Schisler ~ *Alternate*

1. MARKETING SERVICES REPORT

1.a. September 2026
Report

2. STREETCAR SYSTEM PERFORMANCE REPORT

2.a. September 2026
Report

3. COMPLIANCE REPORTS (REVIEW AND FILE)

3.a. **City of Tampa Financial Statements Beyond the Month Ending September 30, 2026**
FY2026 year-end financial reports beyond the month of August 31, 2026 will be audited by the City of Tampa external auditors. They will be submitted to the THS Board of Directors for final approval in Spring 2027.

THS MARKETING SERVICES REPORT – September 2026

THS Marketing Collateral and Graphic Support

Collateral and graphic support included: Streetcar Every 15 Minutes Campaign (Flyer, X, Facebook, Instagram) | Streetcar Park & Ride (Flyer, X, Facebook, Instagram) | Upcoming Streetcar Live Entertainment Season band lineup announcement (X, Facebook, Instagram) | Streetcar Station Maps along the entire line (Updated)

Streetcar Live Returns for New Season

HART welcomed the return of Streetcar Live in September, continuing a unique program that connects transit, music, and Tampa's local culture. By bringing live performances onboard the fare-free TECO Line Streetcar, the series transforms the ride between Ybor City, the Channel District, Water Street and Downtown Tampa into part of the experience while providing a platform for local artists and creating another way for riders to engage with the city.

In partnership with the Gasparilla Music Festival since 2014, the new season kicked off with hip-hop artists J.IN.X and Frxxmxn and will continue showcasing a variety of local performers on the fourth Friday of each month through May. Streetcar Live reinforces how transit can do more than connect destinations; it can connect people to the neighborhoods, experiences, and culture that make Tampa distinctive.

Promoting the Streetcar Advertising Program

HART Marketing is coordinating a major update to the TECO Line Streetcar system map and station wayfinding to help customers navigate the system and reinforce its fare-free service. Updated maps at each station will feature "You Are Here" indicators and prominent "FREE" messaging in multiple locations.

Marketing is also collaborating with Service Planning to review existing wayfinding and directional signage at each station, identifying opportunities to improve clarity and the overall customer experience. HART is working with American Plastic, Inc. to replace the existing plexiglass panels and install the updated maps, with installation anticipated to be completed by November 1.

Streetcar Service to Downtown/Ybor Events

Staff promoted streetcar service in support of several downtown and Ybor City events:

- The Strokes
- Zac Brown Band
- Gabriel Iglesias
- Tampa Bay Lightning
- Beat of the Street (Water Street)
- Water Street Night Market
- MetroCon
- Mayor's Food Truck Fiesta
- Rock the Park

Media Coverage

- **FOX 13 Tampa Bay** - Streetcar brings live music | FOX 13 Tampa Bay
- **Creative Loafing** - Tampa's no-cover TECO Streetcar concert returns on Friday—here's the full fall 2026-27 schedule - Creative Loafing Tampa
- **Osprey Observer** - Streetcar Live Music Returns On Select Friday Nights | Osprey Observer
- **Hoodline.com** - TECO Streetcar Live Returns to Tampa's Ybor City
- **Family Destinations Guide** - Take A Ride On This Charming Vintage Streetcar In Florida That Won't Cost You A Dime
- **Travel Weekly** - Explore Latin culture, cuisine and cigars in Tampa's Ybor City - Destinations

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Attachment: Vector Media Monthly Sales Report – September 2026

ATTACHMENT

Tampa Historic Streetcar
Monthly Sales Report
Sep-26

Streetcar

Advertiser - Contract	Inventory	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Totals
ASPNR American Society of Pediatric Neuroradiology-251117023	Transit Streetcar-Interior Cards-Space	50.00												50.00
Blue Water International, Inc-231005010-0	Transit Streetcar Station-Domination-Space	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00				22,500.00
Cigar City Tattoo Fest, LLC-250623023-0	Transit Streetcar-Half Side-Space	2,000.00	2,000.00											4,000.00
Cigar City Tattoo Fest, LLC-250623023-1	Transit Streetcar-Half Side-Space		(2,000.00)											(2,000.00)
Crimestoppers of Tampa Bay-250625030-0	Transit Streetcar-Interior Cards-Space	70.00	70.00	70.00	70.00	70.00	70.00							420.00
Grow Financial Federal Credit Union-250205008-0	Transit Streetcar-Interior Cards-Space		(360.00)											(360.00)
Grow Financial Federal Credit Union-250205008-0	Transit Streetcar-Step Panel-Space		(4,320.00)											(4,320.00)
Grow Financial Federal Credit Union-250205008-1	Transit Streetcar-Interior Cards-Space		360.00											360.00
Grow Financial Federal Credit Union-250205008-1	Transit Streetcar-Step Panel-Space		1,560.00											1,560.00
Grow Financial Federal Credit Union-251020010-0	Transit Streetcar Station-Domination-Space									10,000.00				10,000.00
Grow Financial Federal Credit Union-251020010-0	Transit Streetcar-Interior Cards-Space		147.00	147.00	147.00	147.00	147.00	147.00	147.00	147.00				1,176.00
Hardrock Bet-260218020-0	Transit Streetcar-Full Wrap-Space			8,000.00	2,000.00									10,000.00
JJ Taylor Distributing-240620025-1	Transit Streetcar-Full Wrap-Space	5,000.00	5,000.00	(15,000.00)										(5,000.00)
JW Marriott-250827026-0	Transit Streetcar-Full Wrap-Space		7,500.00	7,500.00	7,500.00									22,500.00
Molson Coors Brewing Company-251023003-1	Transit Streetcar-Full Wrap-Space	3,775.00	3,775.00	3,775.00	3,775.00	3,775.00	3,775.00	3,775.00	3,775.00	3,775.00				33,975.00
RE/MAX-250916013-0	Transit Streetcar-Full Wrap-Space			20,500.00	10,250.00	10,250.00	10,250.00	10,250.00	10,250.00	10,250.00				82,000.00
Tampa General Hospital-250424033-2	Transit Streetcar-Full Wrap-Space	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	6,750.00				66,750.00
Tampa General Hospital-251022012-0	Transit Streetcar Station-Domination-Space	9,500.00	9,500.00	9,500.00	9,500.00	9,500.00	9,500.00	9,500.00	9,500.00					76,000.00
Tampa General Hospital-251022012-0	Transit Streetcar Station-Domination-Space	1,330.00	1,330.00	1,330.00	1,330.00	1,330.00	1,330.00	1,330.00	8,740.00					18,050.00
Tampa General Hospital-251022012-0	Transit Streetcar Station-Domination-Space	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	1,330.00					32,830.00
Tampa General Hospital-251022012-0	Transit Streetcar Station-Domination-Space	8,740.00	8,740.00	8,740.00	8,740.00	8,740.00	8,740.00	8,740.00	4,500.00					65,680.00
The Florida Aquarium-231121011-1	Transit Streetcar Station-Domination-Space	1,667.00	1,667.00	1,667.00	1,667.00	1,667.00	1,667.00	1,667.00	1,667.00	1,667.00				15,003.00
Tito's Handmade Vodka-250610036-0	Transit Streetcar-Full Wrap-Space	10,000.00												10,000.00
Rays Baseball - 260528014-0	Transit Streetcar Station-Domination-Space						1,000.00	1,000.00						2,000.00
In The Breeze Ranch 260507029-0	Transit Streetcar-End Panel-Space						700.00	700.00	700.00					2,100.00
Baycare - 251022009-0	Transit Streetcar-Full Wrap-Space						7,500.00	(7,500.00)						-
Crimestoppers of Tampa Bay - 260511009-0	Transit Streetcar-Interior Cards-Space							140.00	70.00	70.00				280.00
Monster Brewing Company - 260326026-0	Transit Streetcar Station-Domination-Space								1,950.00	1,950.00				3,900.00
Whataburger - 260528019-0	Transit Streetcar-Full Wrap-Space								2,000.00					2,000.00
Tampa Historic Streetcar Sales		**56,632.00**	**49,469.00**	**60,729.00**	**59,479.00**	**49,979.00**	**59,179.00**	**Feb-21**	**54,629.00**	**37,109.00**	**-**	**-**	**-**	**471,454.00**

Station Sponsorship

Advertiser - Contract	Inventory	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Totals
														-
														-
														-
														-
Tampa Historic Streetcar Station Sponsorship Sales		**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**

Minimum Annual Guarantee Payments made to THS

STREETCAR SYSTEM PERFORMANCE REPORT FOR SEPTEMBER 2026

MISSED TRIPS

The TECO Line Streetcar System delivered 90.22 % of the contracted 4,076 trips for September with 132 reported missed trips. The missed trips were caused by mechanical issues (50 trips), a shortage of manpower (40 trips), weather (24 trips), crossing accidents (15 trips) and a medical emergency (3 trips).

ON-TIME DEPARTURES

In September, there were 53 reported late departures; On Time Performance (OTP) was 98.7%.

ACCIDENTS/INCIDENTS

There were two incidents and two accidents in September:

September 12 - Streetcar 434 was involved in a crossing accident at 8th Avenue and 13th Street in Ybor. A car turned in front of Car 434 and was struck. No injuries were reported by the 20 passengers on the streetcar. The driver of the car was cited for failure to follow a traffic device.

September 16 - Streetcar 430 was involved in a crossing accident at Channelside Drive and Garrison Street. A car made a right turn in front of Car 430 and was struck. No injuries were reported by the 10 passengers on the streetcar. The driver of the car was cited for an improper right turn.

September 19 - A Motorman requested assistance at Station #11 because he was having difficulty breathing. Tampa Fire and Rescue responded and the Motorman was transported to St. Joseph Hospital.

September 20 - At 9:14 p.m. a vehicle turned off 6th Street onto the streetcar tracks and got stuck. Streetcars bridged around the car for the remainder of service.

SPECIAL SERVICE

The Streetcar System did not provide any additional service in September.

COMPONENT PERFORMANCE

- Ridership for September

2024	2025	2026
88,015	80,660	91,610

- Right-of-way and Interlocking Report – all track inspections/maintenance were completed as scheduled. The right-of-way and CSX Interlocking are inspected every morning by HART personnel.
- OCS Report – All inspections were completed as scheduled.

- ADA Bridge Mechanism – There were 75 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- 65 service calls were performed in September.
- Two streetcars required a tow and in September.

SYSTEM CHANGES

There is currently one open Motorman position.

INFRASTRUCTURE

The project to remove all of the unnecessary section breaks from the OCS was completed in September.

Service	Performed in September
A	14
B	2
C	2
E	0
AC PM	0

Prepared by: *Brian Allan, HART Director of Streetcar Operations*

Reviewed by: *Sean M. McCarthy, HART Chief Operations Officer*