



## Citizens Team Meeting #1 MPO Transit Study



### Summary Report

March 27, 2007

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## CITIZENS TEAM MEETING #1 SUMMARY REPORT

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### BACKGROUND

In November 2006, the Hillsborough Metropolitan Planning Organization (MPO) commenced the MPO Transit Study. The purpose of the study is to assess transit service needs in Hillsborough County in the context of mobility, economic vitality and overall quality of life. Through public participation, it is intended that the study will articulate a transit vision for the county that encompasses a range of transit technologies serving activity centers and future regional transit connections.

Study findings and recommendations will be considered during the MPO Long Range Transportation Plan update in 2008, and will also support updates to local government comprehensive plans and the Hillsborough Area Regional Transit (HART) Transit Development Plan.

One means of achieving requisite public outreach and participation in the study, the MPO enlisted the support of countywide leadership, transportation and land use experts and at-large citizens to be part of study teams. The Leadership Team, Technical Team and Citizens Team were established and members were charged with reviewing and providing feedback of study work products.

The Citizens Team for the MPO Transit Study was convened for the first time on February 28, 2007. The purpose of the meeting was to twofold: to introduce the MPO Transit Study to the team, and to let team members test a beta-version of the Transit Scenarios Game. The Transit Scenarios Game was developed by the Study Team to facilitate public participation at large and small-scale public workshops for the study in March 2007. The game provided background information on maps, such as existing conditions and planned transit corridors, and symbolic game pieces, such as ribbon and chips, to represent desired future conditions.

### PUBLIC OUTREACH FOR CITIZENS TEAM MEETING #1

The MPO notified the general public of the scheduled meeting and opportunities for participating in the planning process for the MPO Transit Study through an informational flier (see Appendix A). Approximately, 3,200 fliers were distributed via mail, e-mail and distribution at MPO meetings and presentations, county libraries and the HART office.

The flier was posted on three websites – the MPO Transit Study, MPO and The Planning Commission websites. Additionally, the 173 people who participated in the Values Workshops Focus Groups in November/December 2006, were invited to be part of the Citizens Team and attend Citizens Team Meeting #1. Additionally, information on the upcoming meeting was presented to the MPO committees in the months of January and February 2007, as well as to hundreds of people at dozens of presentations to public and private sector organization.

## **WORKSHOP FORMAT**

The Citizens Team Meeting #1 was held at the Brandon Campus of Hillsborough Community College. The meeting started at 6:30 p.m.

Citizens Team members were received in a foyer and asked to sign-in. The Transit Scenario Game required that each team member select one geographic area of the county from the eight areas represented on the game board maps (maps A thru H). Selection could be based on, but was not limited to, where team members lived or worked. Informational hand-outs were distributed including an agenda, participant guide to the evening activities, meeting feedback form and the latest edition of the study newsletter, the *Transit Center*.

Before entering the main meeting room, team members were asked to indicate on county maps where they lived, worked, shopped and played using one colored-coded dot per activity.

Team members reported to the table labeled with the map area they selected during sign-in. Tables and seating were arranged for small groups of 8 to 10. An overview of the MPO Transit Study and rules for the Transit Scenario Game were presented to the audience at-large, then small group game play commenced at individual tables. A facilitator at each table provided an orientation to the game, including rules, map features and game pieces. The facilitators encouraged participation by all small group participants and monitored game progress against the remaining time allocated for the game.

At the conclusion of the 60-minute play period, each groups was asked to identify the top three ideas generated at during the game and select a spokesperson for a report-out of the group's ideas and transit scenarios. The groups were also to comment on the functionality of Transit Scenarios Game and overall meeting format in facilitating public input in the MPO Transit Study process.

With parting comments, the Citizens Team was reminded to use the meeting feedback form if other ways to improve the game and meeting came to mind after the meeting (see public input in the Appendix section). The meeting was adjourned at approximately 8:45 p.m.

## **CITIZENS TEAM TRANSIT SCENARIOS AND COMMENTS**

Four groups played the Transit Scenarios Game at the Citizens Team Meeting, producing transit scenarios and associated ideas for corridors A, C, D, E and G (see Corridor Key Map in the Appendix section). Scenario maps are contained in the Appendix.

### **~ IDEAS EMERGING FROM TRANSIT SCENARIOS GAME ~**

#### **~ MAP A ~**

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- Kennedy should redevelop a pattern that mixes both regional forms together
- Top 4 (activity centers):
  - Westshore north
  - CBD
  - Hyde Park
  - Neighborhood stays the same, but tie it with a circulator to Davis Island, downtown, etc.
  - South Westshore to Interbay
- Refining the game:
  - Differentiate the pictures (community place types)
  - Have the poster or range of densities/commercial/residential mix
  - Bigger labels on roads

#### **~ MAP B ~**

---

- There were no participants at this table.

~ MAP C ~

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- Airport Noise
- Lowes/4 Corner Retail
- Bus/circulator to serve fixed system
  - Golf cart/light
  - Trolley

~ MAP D ~

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- Suburban South of Alafia River
  - Community and Regional nodes along SR 674, Big Bend Road
  - North/south nodes along US 301 and US 41
- Riverview and Ruskin
- Potential for Main Streets with transit
- Urban cluster in I-75/Crosstown Area
- Transit Corridor along Causeway

~ MAP E ~

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- USF, hospital and Busch Gardens area is growing
- Need more sidewalks near VA Hospital
- Channelside has 100's and 100's of condos
- Apply Main Street type with sidewalks and housing at 22nd Street
- Lutz has a village concept
- NetPark is transitioning: more jobs and has transit service
- Hillsborough Flea Market and Farmers Market needs redevelopment and residential
- Tampa Heights: big parking lots/run down/fairly residential
- "Set yourself up" – live and work on the transit system
- Rail is permanent – BRT could be transitional
- 40th Street could be really nice with redevelopment
- If people knew transit would come they would have dreamed bigger
- This (map) is the hub of life in Tampa

- Hospitals
- Arts
- Education (USF/HCC Ybor)
- Shopping
- Entertainment
- Very urban
- Well-defined grid
- Old Neighborhoods
- Game suggestions:
  - What are the traffic flows?
  - We know the difference between urban and suburban
  - We know transit is needed
  - Less chips (community place types) would be better

~ MAP G ~

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- Traditional Neighborhood Development (TND): high end residential, but people still need to leave for jobs and retail
- Telecommuting on the rise in this area
- Satellite office hotels
- No good time to get from east of Brandon to downtown
- Rural density preferred
- Bloomingdale and Lumsden are in the process of redevelopment (nightmare)
- Use CSX lines for light rail
- Plant City: MLK – US 92 under utilized but could be good as parallel capacity to I-4
- Fishhawk Ranch (needs to be on the map): don't want more development, but want to get residents to jobs
- Park and ride further out
- Polk (destination): Out SR 60
- Transit Hubs with mixed use, daycare and coffee shop
- Keep rural residential but mix use in transit areas
- New development should be more compact/walkable
- Possible circulator in this area ... 30 minutes
  - Mall to points east to serve the elderly
- I-75 corridor for transit: HOV, BRT – Sun City to downtown
- Keep rural residential
- Park and ride or commuter rail with mixed use (daycare, retail)
- Connect to Fishhawk Ranch (abandoned rail line)

- Redevelopment needed on SR 60 in Brandon
- I-75 Corridor: infill balance jobs to housing
- Plant City: Main Street Village with commuter rail hub
- Plant City: Industrial lands along I-4 to redevelop Everyone knows traffic is a problem...can't believe that transit is an affordable solution
- Workshop suggestion:
  - Make the workshop less 'planner speak'
  - Orient to average Joe/Jane – relate to bottlenecks
  - Didn't use microphone
  - Mobility elements and place types on map
  - Agenda: add name & contact information
  - Encourage feedback on website
  - Game is kind of corny



~ APPENDIX ~

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~ MEETING FLYER ~

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**CITIZENS TEAM MEETING #1**  
**MPO TRANSIT STUDY**

# Mass Transit circa 1919

**Taking the Bus  
From Twiggs Street  
Tampa to Lakeland**

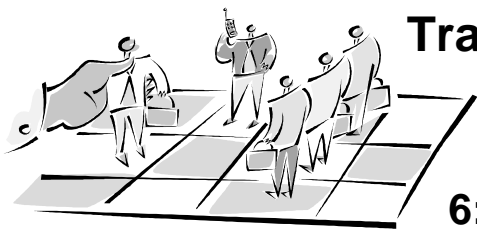
**What will our mass transit look  
like in 2019, 2030 & beyond?**

**[www.mpotransit.org](http://www.mpotransit.org)**

**We're looking for a few good citizens.**

Transportation agency seeks forward-looking residents and business persons to envision alternative futures with better mass transit. No experience required but must be able to think outside the box. Willingness to act as a sounding board, community ambassador desired. Volunteers may contact Lynn at 813.273.3774 x342, [merendal@plancom.org](mailto:merendal@plancom.org), or simply attend:

## HILLSBOROUGH COUNTY METROPOLITAN PLANNING ORGANIZATION TRANSIT STUDY



### Transit Scenarios Game

### Workshop Sneak Preview

**Wednesday, February 28<sup>th</sup>**

**6:30 p.m. – 8:30 p.m.**

**Hillsborough Community College  
Brandon Campus - Administration Building  
10414 East Columbus Drive, Tampa, FL 33619**

**Park in Student Parking**  
(to your left as you enter campus)

From Downtown, Take I-4 East toward Orlando  
Take Exit #5 (SR 574) onto E Dr Martin Luther King Drive  
Go 3.3 miles & Turn right onto Falkenburg Road  
Go 1 mile & Turn Left onto E Columbus Drive

From Adamo Drive or the Crosstown  
Go North on Falkenburg Road  
Turn Right onto E Columbus Drive



Persons in need of special accommodations to participate at this MPO Transit Study Citizens Team Meeting should contact Allison Yeh, [yeha@plancom.org](mailto:yeha@plancom.org), or 813.273.3774 x351, at least three working days in advance of the meeting.

## **Citizens Team – Transit Scenario Workshop MPO Transit Study**

**February 28, 2007, 6:30 p.m. to 8:30 p.m.  
Hillsborough Community College, Brandon Campus**

- 1. Welcome and Introductions (MPO)** (6:30 pm to 6:35 pm)
  
- 2. Study Overview & Workshop Objectives** (6:35 pm to 6:55 pm)
  - a. Background & Objectives
  - b. Place-Making & Mobility Elements
  - c. Workshop Instructions
  
- 3. Small Group Activity (*Transit Scenario Game*)** (7:00 pm to 8:00 pm)
  
- 4. Small Group Report Out** (8:00 pm to 8:25 pm)
  
- 5. Next Steps** (8:25 pm to 8:30 pm)

**Adjourn**

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***Thank you for participating in this important community planning effort!***

## Building Transit Scenarios Workshop Hillsborough MPO

*Thanks for coming! We appreciate that you've chosen to be here.  
This guide was prepared to help you navigate through today's workshop.*

### Overall Rules:

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1. No idea is too big or too small. *Where there is a vision, there is a way!*
2. Be focused and concise. Balance participation among everyone in the group.
3. Listen to others with an open mind.
4. Share openly.
5. If you state a problem, also offer a potential solution.
6. Explain reasons behind statements.
7. Disagree respectfully. There is room for alternative views.
8. Avoid side conversations; they are distracting and time consuming.
9. Please put cell phones and beepers on "quiet" mode and take calls out of the room.
10. Enjoy yourself! You'll meet other great, community-involved people during a fun and worthwhile planning effort.

### Upon Arrival:

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1. **Sign-in Table:** Sign-in and pick up a name tag and workshop materials (including colored dots).
2. **Reception Area Maps:** Place your dots on maps to show where you *live, work, play, shop*, and to show other important places you travel regularly. Also, to pick a geographic area of the county where you want to participate today in building a future transit scenario. Specific areas are labeled with the letters "A" through "H" on a map in the reception area. A facilitator is available if you have questions.
3. **Refreshments:** Help yourself to bottled water and light snacks.
4. **Workshop Presentation:** Find a seat in your selected or assigned table (A-H) where you will learn more about the study and today's workshop activities.

### After the Workshop

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The Hillsborough MPO hopes you will continue to be involved in the MPO Transit Study. Learn more about the study and coming events by visiting the study website at [www.mpotransit.org](http://www.mpotransit.org) or calling 813.272.5940.

## Playing the Game:

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1. **Meet your group facilitator.** He or she will provide further instruction on the playing game and answer any questions that come up during the game.
2. **Marking up the map is a good thing.** Make your first mark by writing your name in any white space.
3. **Get oriented.** Your facilitator will point out landmarks and neighborhoods on the map. Feel free to mention and mark other landmarks you know.
4. **Think about high activity locations are on the map.** Activity centers include places where many people live, work, shop, play or study. Mark them down!

*“Walkability” is a key characteristic of station area neighborhoods for every transit trip begins as a walking trip.*
5. **Identify areas of change. Pick a “chip” that matches the potential future of each place.** Chips portray different community design and development patterns or “place” types with varying amounts of residential, office and retail, and varying levels of development intensity. All place type chips are designed to be supportive of walking and transit.
6. **Take a turn, put a down a chip.** When your turn comes around, place one of your chips on the map location of your choosing. The chip represents your future vision for that location. Share your thoughts on your selection with others in the group. If a chip has already been placed in that location but it doesn't match the chip type you chose, place your chip overlapping or next to it. Likewise, if someone else picked the same chip for the same general location but you chose a slightly different spot for your chip, place your chip in the spot of your choosing. Later in the game when all the chips are placed, there will be an opportunity for the group to discuss the arrangement.

*Write down thoughts that were the basis of group decisions made during the game.*
7. **When the chips are down – discuss and refine.** Take a critical look at the plan your group has devised. Are there any places that have been overlooked? Are there opportunities to consolidate chips in close proximity? What are the priority locations? If you see that a chip location that may need to be repositioned, removed or added, discuss the merits of such a change with the group. Record the group's train of thought behind placements, changes and priorities.
8. **Consider the “potential” of these places with a “fixed-route” transit connection.** Would the type of development (and redevelopment) attracted by this type of transit investment bring about positive change in these places? Describe your level of expectation.
9. **Connect the chips with corridors.** Use markers to define potential transit corridors by connecting the chips (“places”). Consider common travel routes that people use on a daily basis. This route planning may make you rethink the placement of chips.
10. **Set the record.** After your group has reached consensus on the chip placements and corridor connections, use glue sticks and tape to permanently affix the chips to the map.
11. **Report out.** Pick a representative from your group to present the great ideas that resulted of your group's planning effort.

~ MEETING PARTICIPANTS ~

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CITIZENS TEAM MEETING #1  
MPO TRANSIT STUDY



### CITIZEN TEAM - TRANSIT SCENARIOS WORKSHOP

HILLSBOROUGH COMMUNITY COLLEGE (BRANDON CAMPUS)

FEBRUARY 28, 2007, 6:30 P.M. to 8:30 P.M.

Name: Mike Peterson

Address: 218 Apollo Beach Blvd  
Apollo Beach, FL 33572

Name: Anity Peters

Address: 8814 Cameron Crest Dr.  
Tampa, FL 33626

Name: Pam Pryor

Address: 18335 LithiaTawne Rd  
Lithia FL 33547

Name: Pat Kemp

Address: 5118 Seminole Ave  
Tampa 1 FL 33603

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

# PLEASE SIGN-IN

### E-MAIL ADDRESS OR PHONE #

(CHECK BOX TO BE ADDED TO THE STUDY MAILING LIST)

How did you hear about the workshop?

TABLE ASSIGNMENT  
(SEE A THRU H ON MAP)

<input type="checkbox"/>		<u>Letter</u> <u>CT mailer</u>	<u>D</u>
<input checked="" type="checkbox"/>	<u><del>anitapeters@</del></u> <u><del>hotmail.com</del></u> <u>apeters@pbsj.com</u>	<u>web</u>	<u>C</u>
<input type="checkbox"/>	<u>PPryor1@mac.com</u>	<u>e-mail referral</u>	<u>G</u>
<input type="checkbox"/>	<u>Kempwind@</u> <u>tampabay.rr.com</u>		<u>E</u>
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			





PLEASE SIGN-IN

**CITIZEN TEAM - TRANSIT SCENARIOS WORKSHOP**

HILLSBOROUGH COMMUNITY COLLEGE (BRANDON CAMPUS)

FEBRUARY 28, 2007, 6:30 P.M. to 8:30 P.M.

**E-MAIL ADDRESS OR PHONE #**

(CHECK BOX TO BE ADDED TO THE STUDY MAILING LIST)

How did you hear about the workshop?

TABLE ASSIGNMENT  
(SEE A THRU H ON MAP)

Name: JOSEPH ROBINSON	<input checked="" type="checkbox"/>	NOJO.RU@VERIZON.NET	KAREN MULLENS	E
Address: 1621 E. MULBERRY DR TAMPA 33604				
Name: Vivian Bacca	<input checked="" type="checkbox"/>	vibacca@aol.com	a friend	G
Address: 413 E1 Greco Dr. Brandon 33511				
Name: Sheryl Brown	<input type="checkbox"/>		flyer	C
Address: Tampa Lighthouse 1106 W. Platt Tampa 33606				
Name: JON DYER	<input type="checkbox"/>	SON.DYER@US.PSC.COM	EMAIL	C
Address: 13813 CYPRESS VILLAGE CIR. TPA. FL. 33618				
Name:	<input type="checkbox"/>			
Address:				
Name:	<input type="checkbox"/>			
Address:				
Name:	<input type="checkbox"/>			
Address:				

**CITIZEN TEAM - TRANSIT SCENARIOS WORKSHOP**

HILLSBOROUGH COMMUNITY COLLEGE (BRANDON CAMPUS)

FEBRUARY 28, 2007, 6:30 P.M. to 8:30 P.M.

**E-MAIL ADDRESS OR PHONE #**

(CHECK BOX TO BE ADDED TO THE STUDY MAILING LIST)

How did you hear about the workshop?

TABLE ASSIGNMENT  
(SEE A THRU H ON MAP)

Name: Arizona Jenkins

Address: \_\_\_\_\_

Allison Yeh / TDCB

E

Name: Kenneth Hoyt

Address: \_\_\_\_\_

Citizens Team mailing

C

Name: Samson Andral

Address: 4141 Chippewa Ave Tampa FL 33606

info@wayoftampa.com

E

Name: Brandon Dush

Address: Hillsb. Co.

A

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

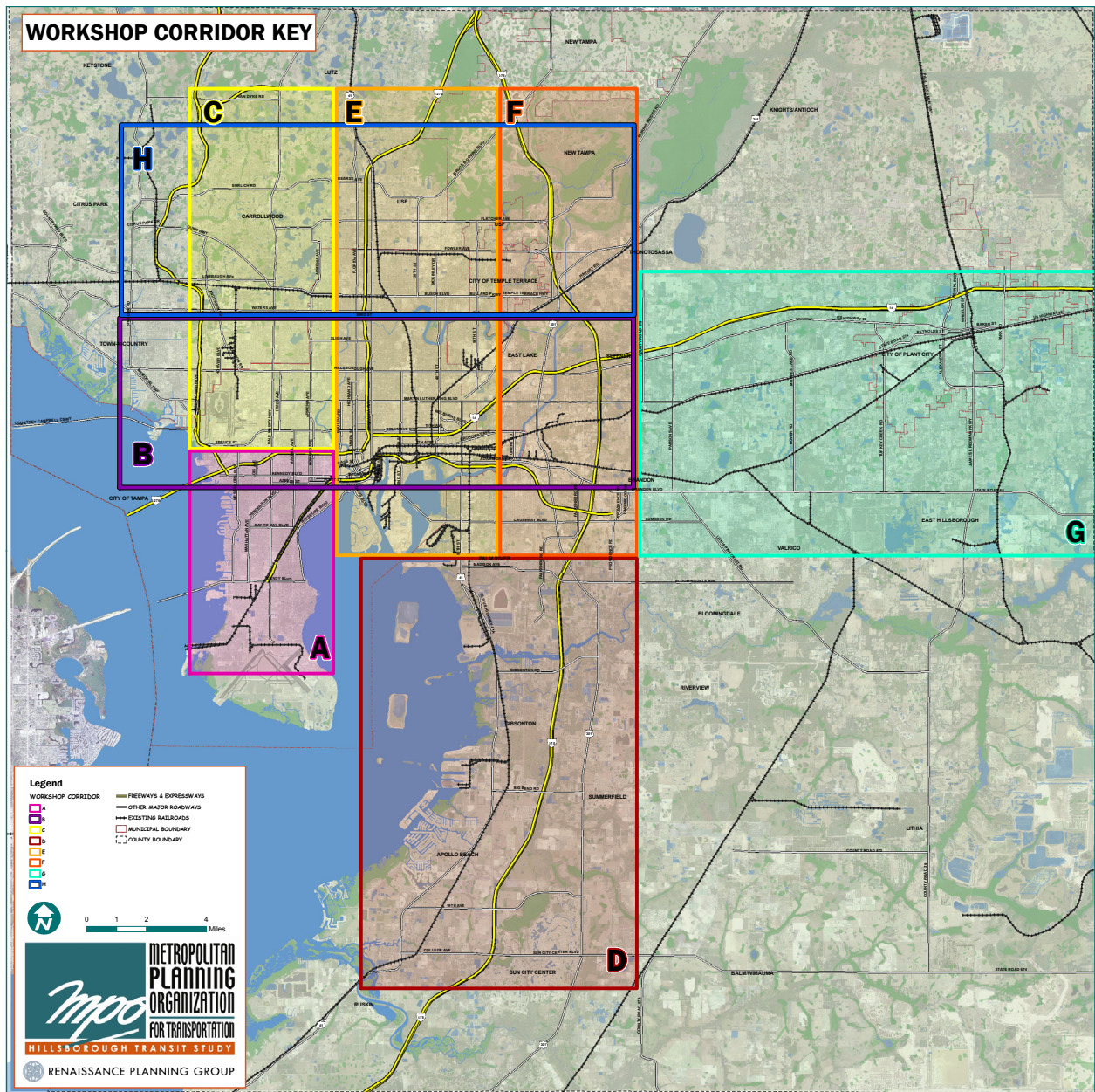
Name: \_\_\_\_\_

Address: \_\_\_\_\_

~ CORRIDOR KEY MAP ~

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CITIZENS TEAM MEETING #1  
MPO TRANSIT STUDY



Corridor Key - 02/28/07

**~ TRANSIT SCENARIOS MAPS ~**

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**CITIZENS TEAM MEETING #1  
MPO TRANSIT STUDY**



Corridor A - 02/28/07

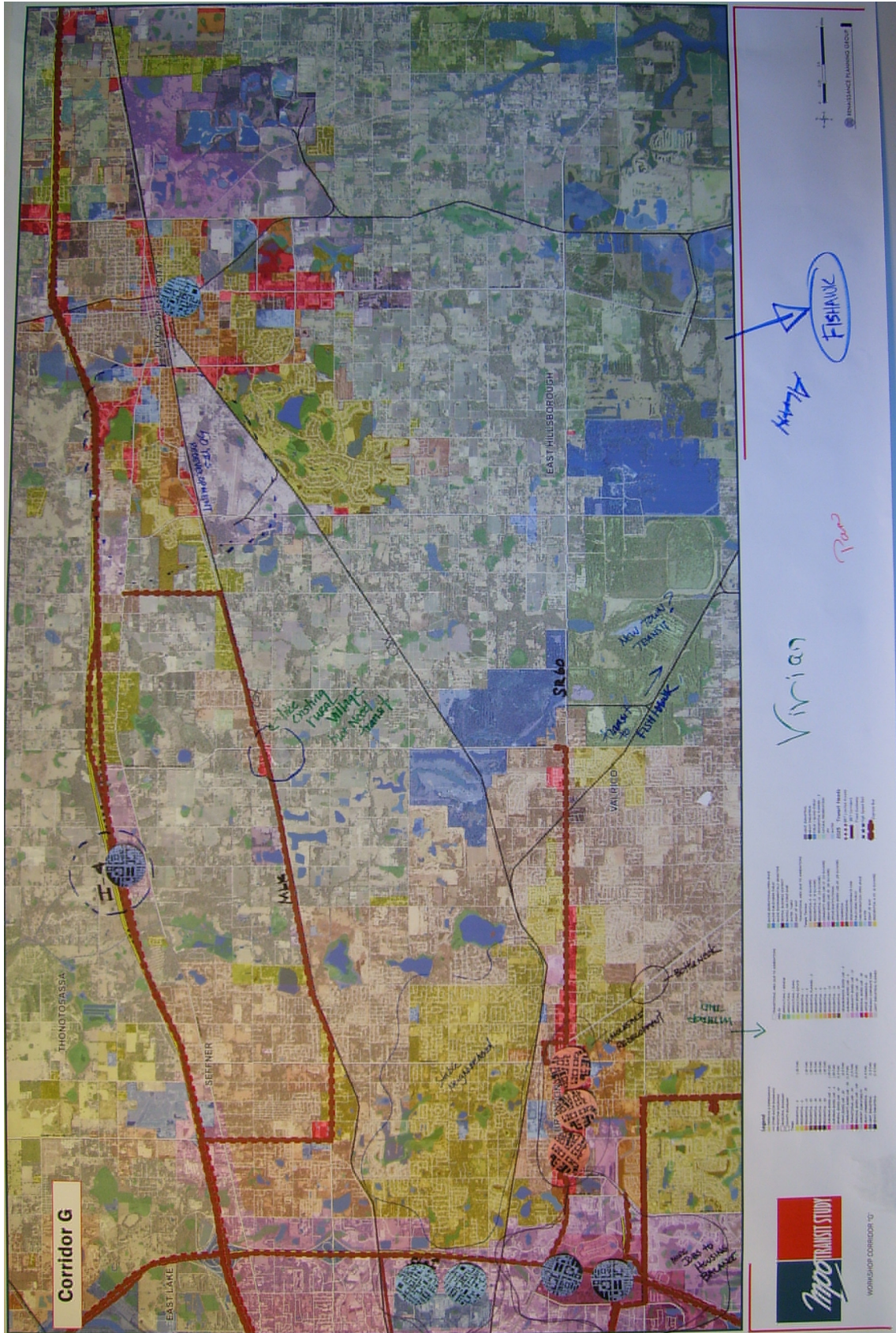


Corridor C - 02/28/07



Corridor D - 02/28/07





Corridor G - 02/28/07



Corridor E - 02/28/07

**~ OTHER PUBLIC INPUT ~**

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**CITIZENS TEAM MEETING #1  
MPO TRANSIT STUDY**

CITIZENS TEAM FEEDBACK FORM  
Building Transit Scenarios Workshop  
HILLSBOROUGH MPO TRANSIT STUDY

What was the most useful part of the game?

Open discussion on transit + rail, Good to hear people finally talking + excited about expanding transit + adding rail.

What would you change about the game?

forget the different disc + colors just have 1 for mall size and 1 for Westchase Village size

Did we make the link between land use/community design and transit?  
How could the game be improved in this regard?

yes but people come with the interest of improving transit + the last thing we need is more growth.

**We need your help.** If you would like to distribute flyers for the March 13 workshop to others, please provide the information below and we will provide you with the materials:

I took paper copies

I would like \_\_\_\_\_ paper copies and/or an electronic copy.

Name: Sheryl Brown

Organization: Tampa Lighthouse f/ + Blind

Email: rehabmgr@tampalighthouse.org

Or

Address: \_\_\_\_\_

CITIZENS TEAM FEEDBACK FORM  
Building Transit Scenarios Workshop  
HILLSBOROUGH MPO TRANSIT STUDY

What was the most useful part of the game?

Concentrating on individual areas

What would you change about the game?

Concentrate on where to put transit first and then talk about the potential re-development effects

Did we make the link between land use/community design and transit?

How could the game be improved in this regard?

Too many symbols, no distinction between them to most people. Too confusing. Similar to Urban, Suburban, Industrial

**We need your help.** If you would like to distribute flyers for the March 13 workshop to others, please provide the information below and we will provide you with the materials:

I would like \_\_\_\_\_ paper copies and/or an electronic copy.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Or

Address: \_\_\_\_\_

\_\_\_\_\_

CITIZENS TEAM FEEDBACK FORM  
Building Transit Scenarios Workshop  
HILLSBOROUGH MPO TRANSIT STUDY

What was the most useful part of the game?

Getting people who know their area, have lived where transit works and can think laterally.

What would you change about the game?

First lay in the transit solutions based on the existing/forecast demand; then identify the principal centers for development to take maximum advantage of the investment

Did we make the link between land use/community design and transit? YES

How could the game be improved in this regard?

The city exists, the transit does not. So lay out the transit and see what can result from it.

Fewer options.

We need your help. If you would like to distribute flyers for the March 13 workshop to others, please provide the information below and we will provide you with the materials:

I would like \_\_\_\_\_ paper copies and/or an electronic copy.

Name: Ken Hoyt

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Or

Address: \_\_\_\_\_

Less emphasis on community design and more on transit solutions to make better outcomes possible

CITIZENS TEAM FEEDBACK FORM  
Building Transit Scenarios Workshop  
HILLSBOROUGH MPO TRANSIT STUDY

What was the most useful part of the game?

Ability to visualize "styles" of development before placing them in the future environment.

What would you change about the game?

Try showing known significant developments or attractions -- even if not yet developed but approved. Need to enlarge "example" pictures of different intensity / styles.

Did we make the link between land use/community design and transit?

How could the game be improved in this regard?

Yes. Perhaps show an example of an area demonstrating different transit solutions and how often stops occur and how those stops could appear

**We need your help.** If you would like to distribute flyers for the March 13 workshop to others, please provide the information below and we will provide you with the materials:

I would like \_\_\_\_\_ paper copies and/or an electronic copy.

Name: Mike Petersen

Organization: South Shore Roundtable

Email: \_\_\_\_\_

Or

Address: \_\_\_\_\_

\_\_\_\_\_

CITIZENS TEAM FEEDBACK FORM  
Building Transit Scenarios Workshop  
HILLSBOROUGH MPO TRANSIT STUDY

What was the most useful part of the game?

Planner who facilitated discussion.

What would you change about the game?

See comments last night + e-mail

Did we make the link between land use/community design and transit? *yes*

How could the game be improved in this regard?

translate concepts into citizen ideas instead of explaining planner concepts to citizens & then expecting them to deploy.

See comments last night + e-mail.

**We need your help.** If you would like to distribute flyers for the March 13 workshop to others, please provide the information below and we will provide you with the materials:

I would like                      <sup>took some</sup> paper copies and/or an electronic copy. <sup>got one</sup>

Name: Vivian Bacca 3/1/07

Organization: Brandon Homeowner & Neighborhood Activist.

Email: vivbacca@aol.com

Or

Address: \_\_\_\_\_



## Alan Steinbeck

---

**From:** VivBacca@aol.com  
**Sent:** Thursday, March 01, 2007 2:02 PM  
**To:** Alan Steinbeck  
**Subject:** MPO Transit Scenario Workshops

Alan,

It was nice meeting you last night. I'm sorry to say that I didn't catch the name of the planner who led our "G" map area group last night. She was personable and enthusiastic. I've attached the official feedback form in case you need it for your records.

I scanned the Flyer for the Workshop on the 13th so I could e-mail it to some of my friends. I was trying to think of various places I might put them up to increase attendance which caused me to look at the flyer with a critical eye. I realized that the flyer does not really address the main thing the average citizen is likely to wonder:

What's in it for me? Why should I spend 2 hours of my time playing a "Transit Scenarios Game?"

Having spent a fair amount of time over the last 2 years trying to persuade neighbors to attend hearings and meetings on rezoning issues which should be near and dear to their heart or at least their interests as a property owner, I'm not really sure if any average citizen would read this flyer and come to either of the workshops.

It's nice and colorful which is more likely to catch the eye. It's on sturdy paper which is more likely to stand up to inclement weather or some mauling. I like the fact that it's got directions and free parking but unless a citizen is some sort of planning geek, why would they want to play a "Transit Scenarios Game?" Do y'all really believe that "we've heard about it and anticipated it?" There is so much information competing for the average person's attention from multiple media sources that it takes a lot just to grab someone's attention much less motivate them to actually attend a meeting.

At this point, I'm sure it's too late to change the flyer. The flyer is a symptom of my basic criticism of the workshop last night. The planner's goal should be to figure out what information they want from the citizens and then figure out how to ask for it in a way the citizen can understand. The planner should be translating the concepts into ideas that make sense to the citizen. The citizen should not need to understand planning concepts and language.

It's the "Jack Bauer" (TV Series "24") principle of information sharing. We're on a "need to know" basis and there's much technical information that we don't need to know. What we do care about is how this is all going to effect our quality of life. That means defining objectives that citizens can relate to like a smooth running transportation system. Things like: "Mass transportation is good for the environment and eases traffic congestion. We want your help identifying traffic bottlenecks; characteristics you want to see in your community; areas that you are satisfied with; areas that you think need improvement; where can we encourage more businesses so that people can live closer to their job?" Do we really need to differentiate between types of urban development? Maybe there could be an icon for various building heights (2 story; 8; high rise)?

It might also help to stress that during this planning exercise, you're trying to get as much information as possible from citizens but will narrow options as the process continues. While this may seem like a no brainer, there are likely to be other people aside from me who will see dollars signs attached to various suggestions. Maybe ask people in map areas to prioritize choices (number 1 fix; number 2; etc.)

As for the Flyer, something more along the lines of---

***Are you stuck in traffic?  
 Worried about development in your neighborhood?  
 Want to see a more efficient use of your local government resources?***

***MPO needs your help!***

***We are looking for citizen input on how we can best develop our Metropolitan Area. Areas of special concern include traffic flow and efficient land use. Come help us decide how to improve resource utilization by redeveloping areas to make mass transportation options more economically viable. We've devised a planning tool which will free you up to think like an urban planner. It's called the Transit Scenarios Game....***

Y'all seem like a hard working, dedicated bunch of people who are trying to improve the area and plan for the future. I'd like to see y'all succeed. As you mentioned last night, Alan, most people don't like change. Since you're in the business of creating

change, you've got to motivate us to listen in order to persuade us to want it. We've got to really want it to be willing to pay for it.

Vivian Bacca, Brandon

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