



TRANSIT SCENARIOS GAME WORKSHOPS MPO TRANSIT STUDY



SUMMARY REPORT

MAY 16, 2007

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TRANSIT SCENARIOS GAME WORKSHOPS

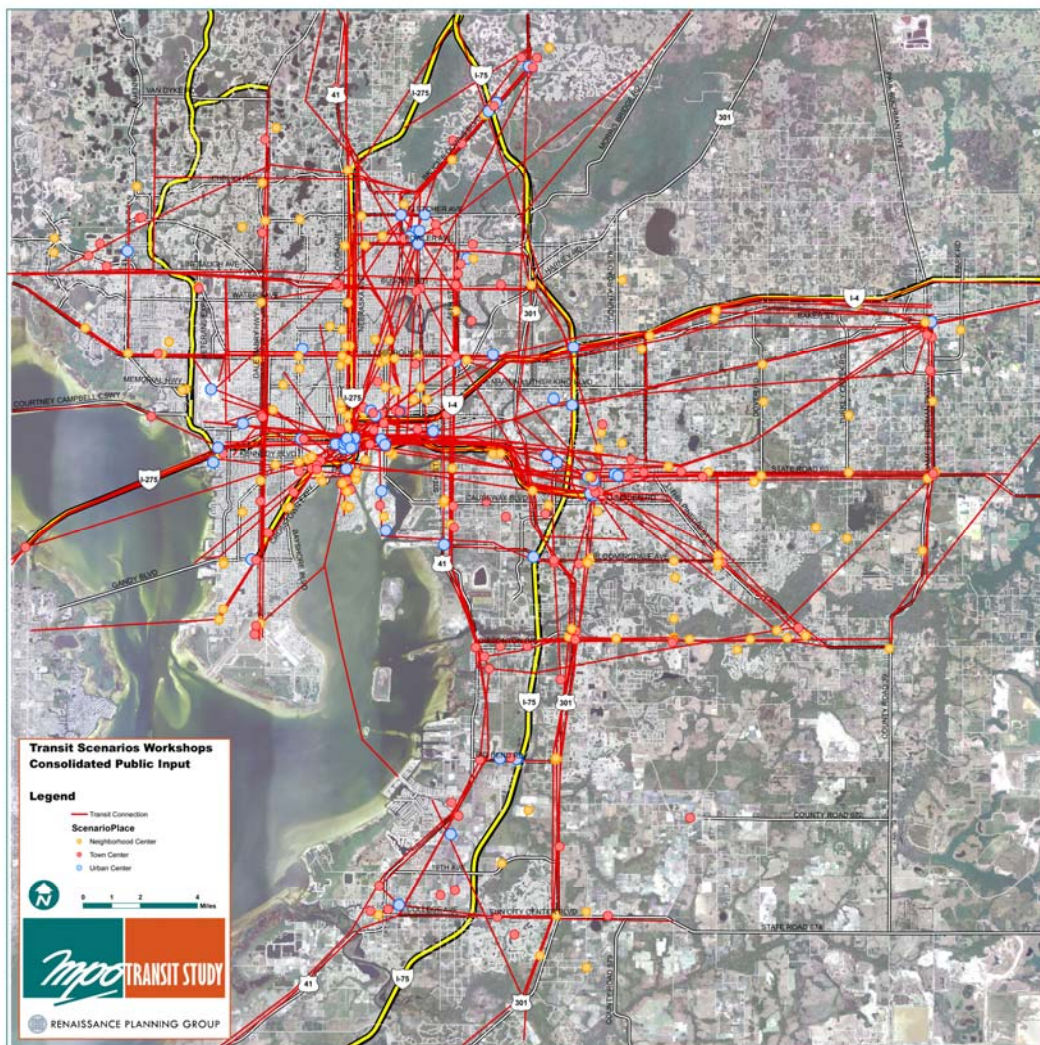
SUMMARY REPORT

EXECUTIVE SUMMARY

- The Transit Scenarios Game is a process in which transportation professionals and citizens work together to analyze and shape the long term future of their communities.
- The workshops made a conscious effort to link transportation to land use through the game activity.
- Game players grouped around large aerial maps of the county, and identified hubs of activity by adding brightly-colored sticky dots in these locations. With lengths of ribbon, they played “connect the dots,” imagining new commuter rail, streetcar, bus rapid transit and other types of enhanced transit services. Sometimes, their ribbons followed existing road and rail corridors, and other times they cut across the county, expressing a desire for a new or better connection. Players added larger sticky dots representing new Urban Centers, Town Centers and Neighborhood Centers which might develop along the transit lines.
- There was discussion of traffic jams today and worsening conditions tomorrow. There was concern about rapid growth areas and the inadequacy of the existing and planned infrastructure. Some groups cast about for solutions, understanding the limited space available on the ground for new transit. Some groups imagined elevated transit; others reallocated space on the ground that is now used by freight rail or by regular vehicle traffic; still others did not try to solve the problem, but simply expressed a need. There was concern by some to preserve existing neighborhoods and communities, while others imagined significant transformation over the next 50 years.
- Many participants saw Urban Centers in Downtown, the Westshore District/Airport area, Brandon and the USF area. The desire for better transit connections between these areas is illustrated in the Consolidated Transit Scenarios Map (see page 3).
- Looking to the future, some participants saw Urban Centers in Citrus Park, South Tampa, Plant City, NetPark, the Port or Tampa, SouthShore, and other areas. The desire for better connections between these areas appears in the Consolidated Transit Scenarios Map.
- A desire for better connections to other counties is evident, particularly in the east-west corridor that includes I-275 west of Downtown, going to Pinellas; and I-4 east

of Downtown, going to Plant City and points farther east. A north-south connection to Pasco was also desired, as shown on the Consolidated Transit Scenarios Map along US 41, I-275, I-75 and Bruce B. Downs Boulevard. The desire for a north-south connection to Manatee County and points south is illustrated along US 301.

- Participants came from around the county and represented a variety of interests and constituencies.
- The transit needs and preferences expressed by the public through the Transit Scenarios Game will be an integral component in the development of transit opportunities alternatives. Technical analysis will be used to refine and shape the alternatives. The public will continue to be involved in the study planning process including opportunities to review and provide input on study results and recommendations.



Consolidated Transit Scenarios Map

BACKGROUND

In November 2006, the Hillsborough Metropolitan Planning Organization (MPO) commenced the MPO Transit Study 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, and will also support updates to local government comprehensive plans and the Hillsborough Area Regional Transit (HART) Transit Development Plan.

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.

The Citizens Team for the MPO Transit Study was convened for the first time on February 28, 2007. The purpose of the meeting was twofold: to introduce the MPO Transit Study to citizens volunteering to serve in an advisory capacity during the study's course and to allow team members to test a beta-version of the Transit Scenarios Game.

After refinements had been made to the Transit Scenarios Game, eight workshops were held. Two of the workshops were large-scale, countywide workshops held on March 13, 2007, at the State Fairgrounds, a central location to the county's population. One workshop was held mid-day and one in the evening. The remaining six workshops were organized by civic and business groups who were provided game kits and instructions for playing the Transit Scenarios Game.

The public input derived from game play provided valuable information for the development of transit scenario alternatives for technical study by the MPO. Through the public input process described herein, community members articulated their vision for premium transit service and transit-supportive placemaking across Hillsborough County. The complete series of transit scenarios generated by the public area contained in the Appendix B.

PUBLIC OUTREACH

Public Outreach for Citizens Team Meeting #1

The MPO announced the first meeting of the Transit Study Citizens Team through an informational flier (see Appendix A). Approximately, 3,200 fliers were distributed via mail, e-mail and at MPO committee meetings and presentations, county libraries and the HART office.

The flier was posted on three websites, mpotransitstudy.org, hillsboroughmpo.org, and theplanningcommission.org. Additionally, the 173 people who participated in the Values Workshops Focus Groups in November and December 2006 were invited to be part of the Citizens Team and attend Citizens Team Meeting #1.

Public Outreach for Transit Scenarios Game Workshops

Outreach was more extensive for the countywide workshops held March 13 to play the Transit Scenarios Game. The availability of game kits for use by civic and business groups was also announced at this time. The MPO distributed over 5,000 fliers via mail, e-mail and at public meetings, county libraries and the HART office. A media release was issued, including media kits containing a public service announcement for video broadcast. A front-page article in *The Transit Center* newsletter addressed the workshops. This study newsletter was distributed with *The Mobility Focus* newsletter in February 2007. The Transit Center centerfold featured the home game version of the Transit Scenario Game. The back cover of *The Mobility Focus* also covered the Transit Scenarios Game Workshops at the Florida State Fairgrounds.

Information on the upcoming workshops was presented to the MPO committees in January and February 2007, and the MPO Transit Study Leadership, Citizens and Technical Teams in February and March. Additionally, hundreds of people were informed of the workshops during presentations to the following public and private sector organizations:¹

- Ybor Chamber of Commerce
- Brandon Chamber of Commerce
- Tampa Downtown Partnership
- Creative Tampa Bay Advisory Network
- MPO Advisory Committee
- MPO Transit Study Leadership Team
- Tampa Downtown Partnership
- Hillsborough County School Health Advisory Committee
- Regional Transit Forum
- Hillsborough County Transit Task Force
- Planning Commission Boardroom

¹ List may not be inclusive of every organization that received a presentation on the study, but does identify those organizations that were known as of the date of this report.

- MPO Transit Study Technical Team
- Job Access and Reverse Commute/New Freedom Program Workshop
- Westshore Alliance Annual Meeting
- Urban Land Institute Meeting
- Hillsborough County Neighborhoods Conference
- Tampa Downtown Partnership
- Flavors of Hillsborough Event
- Tampa City Council

HTV22 featured discussions about the MPO Transit Study and scheduled workshops within the *Inside Hillsborough* television segments. Prominent print advertisements were placed by the MPO in the Tampa Tribune, Sentinel Bulletin (African American readership) and Tampa Bay Times. The MPO also scheduled a workshop notice in LaGaceta (Hispanic readership), however, it was inadvertently not published by the paper. Additionally, the Florida State Fairgrounds (venue for the two large-scale workshops) publicized the March 13th workshops on the Fairgrounds website and on-premise, roadside signs.

MEETING /WORKSHOP FORMATS

Citizens Team Meeting #1 Format

The Citizens Team Meeting #1 was held at the Brandon Campus of Hillsborough Community College on February 16, 2007. The meeting started at 6:30 p.m.

Citizens Team members were received in a foyer and asked to sign-in. The Transit Scenarios Game required that each team member select one geographic area of the county from eight areas represented on the game board maps (corridors 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, meeting feedback form and the latest edition of the study newsletter, the *Transit Center*.

Team members reported to the table labeled with the corridor 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 Scenarios Game were presented, then small group game play commenced at individual tables. A facilitator at each table provided an orientation to the game, including rules, corridor map features and game pieces. The facilitators encouraged participation by all participants and monitored the time.

Participants were asked to mark the map to show locations of significant activity hubs in the county. Using community place type symbols, participants were then asked to indicate places that would benefit by having a transit-supportive urban form.

Community place types represented six types of transit-oriented centers spanning a range of urban and suburban scales. Markers were used to draw desired transit corridors between centers. In some cases, the corridors were specified with a preferred transit technology. Later, the groups discussed their placements and decided if adjustments to the centers and corridors were needed. At the conclusion of the 60-minute play period, each group was asked to identify the top three ideas generated during the game and select a spokesperson for a report-out of the group's ideas and transit scenarios.

The Citizens Team was asked to suggest improvements to the game to make it more understandable and reliable in conveying the public's ideas. The team suggested reducing the six community "place types" to three by not making a distinction between urban and suburban station area types. They also wanted to see more information on the base maps (game boards) such as labeling of major roads, neighborhoods and other landmarks.

Before adjourning, 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.

After observing the Citizens Team trial-run of the Transit Scenarios Game, the study team identified ways to enhance the game before the upcoming community workshops. One modification involved addition of a step where existing activity centers were identified with simple dots prior to the placement of future transit corridors (ribbons) and future community place types (chips). This step would eliminate the apprehension exhibited by participants when asked to make decisions about the future during the orientation phase of the game. Another modification involved reducing the eight corridor maps (game boards) down to four to expand the geographic reach of the game boards. Participants wanted to see a larger area to be able to show the typical extent of their travels.

Transit Scenarios Game Workshops Format

Two large-scale workshops were held on March 13, 2007, one in the afternoon and the other in the evening at the Florida State Fairgrounds Florida Center Building. The two-hour workshops started at 1:00 p.m. and 6:00 p.m., respectively.

During sign-in, workshop participants were asked to select one geographic area from four sub-areas of the county represented on the game board maps (corridors A thru D).

Selection could be based on, but was not limited to, where participants lived or worked. Each of the four sub-areas included Downtown Tampa so everyone could play a part in planning for this regionally significant activity center.

Informational hand-outs were distributed including an agenda, Transit Scenarios Game Participant Guide and the latest edition of the study newsletter, *The Transit Center*. Participants were then asked to indicate on maps where they lived, worked, shopped and played using one colored-coded dot per activity.

Participants reported to the table labeled with the corridor area they had 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 Scenarios Game were presented, then small group game play commenced at individual tables. A facilitator at each table provided an orientation to the game, including rules, corridor map features and game pieces.

The groups went to work placing dots on the game boards denoting places that presently have high levels of activity. Using scissors and tape, ribbons were stretched between the dots to show transit connections desired by the group. The facilitators encouraged participation by all participants and monitored game the time.

In the next step, the groups studied their transformed game boards and pondered what the future might hold for communities that had access to premium transit service. One-by-one, players placed game chips portraying various transit-oriented development types on maps in locations where transit-oriented development (or redevelopment) was deemed desirable by the players. The game chips represented Urban Centers, Town Centers and Neighborhood Centers. The wrap-up of the game included final negotiations and refinements to the ribbons and chips that had been laid down. Each group selected a spokesperson to share their map and three main ideas with the entire workshop audience.

Workshops Hosted by Civic & Business Groups

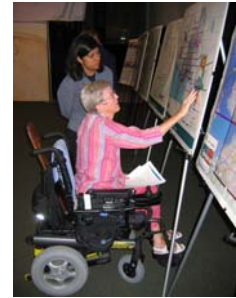
The MPO packaged Transit Scenarios Game kits to allow civic and business groups to choose a convenient time to engage their members in the study activity. Six groups took advantage of the opportunity by requesting game kits from the MPO, playing the game and submitting transit scenarios during March. Thirteen transit scenarios were generated in this manner. The packaged game kits were virtually identical to those provided for the public workshops. The groups provided positive feedback on this novel approach to expand access to the study public participation process.

PARTICIPANTS

Citizens Team Meeting



- 12 people
- Included participants from around the county:
 - Apollo Beach
 - Westchase
 - Lithia
 - Seminole Heights
 - Sulpher Springs
 - Brandon
 - Carrollwood
 - East Tampa
 - Davis Islands
 - Lighthouse for the Blind
 - Hillsborough County government



Public Workshop

- 75 people
- Included participants from around the county

Civic & Business Groups

- Community groups and business groups listed below volunteered to host meetings at which the Transit Scenarios Game was played

Participating Community/Business Group

- Tampa Downtown Partnership
- American Institute of Architects
- Davis Island Chamber of Commerce
- Parkside Village Homeowners Association
- Town 'N Country Community Council
- Association to Advance Collegiate Schools of Business International & Greater Tampa Chamber of Commerce

Transit Scenarios Produced

- 4 Transit Scenarios
- 1 Transit Scenario
- 2 Transit Scenarios
- 1 Transit Scenario
- 1 Transit Scenario
- 4 Transit Scenarios



PUBLIC INPUT

From the transit scenarios maps and ideas generated at the public events, key themes emerged. As shown on the Consolidated Transit Scenarios Map on page 2, the geographic reach of the transit scenarios spans much of the county's settlement areas. Downtown Tampa was most frequently associated with origin-destination pairs involving urban and suburban centers and regional connections.

Activity centers of varying scale along with desired future regional connections were acknowledged through the scenario exercise. The linking of activity centers revealed high-frequency travel corridors internal to the urban area, as well as from suburban/urbanizing locations to urban centers and regional connection points. Public input obtained through the public involvement described herein indicated the following key needs and desires of the community:

Corridor Map A (West County / South Tampa Areas)

- Desired transit connections:
 - SR 674
 - Gibsonton / Riverview Road
 - US 301
 - US 41
 - MacDill Air Force Base and Port Tampa City to Downtown
 - Pinellas County to Westchase and Tampa International Airport
 - Northwest to TIA, Westshore and Downtown
 - USF/Busch Gardens to Downtown
 - New Tampa to USF
- Suggested Transit Technology:
 - CSX rail lines are an existing asset for future light rail technology
 - HOV or BRT along I-75
 - Bus circulator to serve a fixed-guideway system
- Desired transit-oriented development/redevelopment:
 - Hillsborough Flea Market and Farmers Market
 - SR 60 in Brandon
 - Expansive parking lots, such as those in Tampa Heights
 - 40th Street
 - I-75 and Crosstown Expressway (urban cluster)
 - Create compact, walkable communities
 - Balance jobs to housing ratio in infill development

Corridor Map B (Northeast County / Central Tampa Areas)

- Desired corridors:
 - Pasco to Tampa
 - Pasco to Westshore
 - Palm River to USF
 - Lithia and points south to Downtown and Port of Tampa
 - East-west connections such as Fletcher, Fowler, Busch and Hillsborough
 - New Tampa to Downtown
 - USF to Downtown and high growth suburbs
 - Various County locations and Tampa International Airport
 - Connections to entertainment and cultural attractions
- Desired transit-oriented development/redevelopment:
 - New Tampa (town centers to serve local population)
 - USF (lacks college town character)
 - Businesses along Florida and Nebraska
 - Urban center at I-75 and I-4
- Suggested transit technologies:
 - Street car extension through South Seminole Heights and Tampa Heights neighborhoods to Seminole Heights
 - BRT along Nebraska, Florida, I-4 and elevated Crosstown Expressway
 - Commuter rail along I-75 (fewer stations)
 - Water taxi between Apollo Beach and Downtown
 - High speed transit linking Downtown and outer areas

Corridor Map C (SouthShore Area)

- Desired development:
 - Compact, transit-oriented development with residential, shopping, recreation, employment and open space preservation
 - Future centers located on transportation corridors to create focal points in the community
 - Workforce housing along transit corridors
- Desired transit connections:
 - Hillsborough County to Pinellas County beaches and employment
 - South County to Manatee County
 - Polk County (Lakeland) to Downtown
 - Orlando to Downtown
 - Various County locations and Tampa International Airport

- Sun City Center/Apollo Beach to Brandon and Downtown
- Brandon/Bloomingdale/Apollo Beach/Ruskin-Sun City

Corridor Map D (East County Area)

- Need to accommodate east/west travel:
 - In the Plant City area, provide parallel capacity to I-4 along ML King/US 92
 - Extend service on Crosstown into Brandon and Valrico
 - Provide transit service across Tampa Bay
- Create a South County loop connecting Gibsonton, Riverview, Valrico, Brandon, Palm River and Downtown
- Park and ride facilities with proximate mixed use development (daycare, coffee shops) to connect outlying residential to employment centers:
 - Fishhawk Ranch
 - Lithia
 - Brandon
 - Polk County
 - Plant City (with main street-type village)

NEXT STEPS

The public outreach process for the MPO Transit Study has provided a strong foundation on which the study team will build and test alternative future transit scenarios. Such scenarios will allow all those involved in the study, including community leaders, businesses, government and the public to examine the future of Hillsborough County served by a premium transit system and the implications for accommodating and shaping growth in concert with community values. The exploration of transit scenarios will illuminate a range of possibilities presented by shifts in the location of housing, jobs and transportation facilities.



~ APPENDIX ~

~ APPENDIX A: MATERIALS ~

Citizens Team Meeting #1

Meeting Flyer

Meeting Agenda & Participant Guide

Transit Scenarios Game Workshops

Workshop Flyer

Workshop Agenda & Participant Guide

Mass Transit circa 1919

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

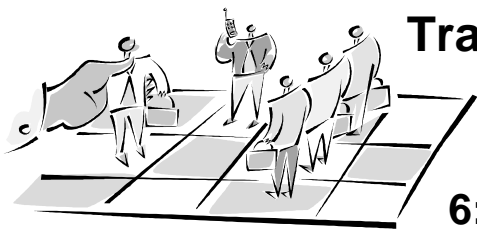
**What will our mass transit look
like in 2019, 2030 & beyond?**

www.mpotransit.org

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, or simply attend:

HILLSBOROUGH COUNTY METROPOLITAN PLANNING ORGANIZATION TRANSIT STUDY



Transit Scenarios Game

Workshop Sneak Preview

Wednesday, February 28th

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, 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

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:

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:

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

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 or calling 813.272.5940.

Playing the Game:

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.

Appearing for One Day Only!

You've heard about it.
You've anticipated it.
You may have caught the *sneak preview*.
Now, here for a limited engagement,
the Hillsborough County Metropolitan
Planning Organization proudly presents the...



Transit Scenarios Game

Tuesday, March 13th

Workshops at 1:00 p.m. & 6:00 p.m.

Florida Center Building

Next to the Botanical Gardens at the Florida State Fairgrounds



Enter at Orient Road Security Guard Gate for
FREE PARKING!

Attend at either time. Both workshops will
cover the same material. Please allow about
2 hours to complete the Transit Scenarios Game.



**Limited Run Home Game
Available March 13th - 30th!**

Busy on March 13th? Then, host a group at a time & place that works for you! We'll send a Transit Scenarios Game kit with instructions for playing. Home game orders must be placed by **Friday, March 9th** by contacting **Lynn Merenda**, merenda@plancom.org, or **273-3774 x342**. Game kits will be mailed to small neighborhood groups or organizations on **March 13th** and must be returned to the MPO **no later than March 30th**.



Persons in need of special accommodations to participate in this public workshop should contact **Allison Yeh** at **273-3774 x351** or email yeha@plancom.org, at least 3 working days in advance.

We can't make plans without you!

Transit Scenarios Workshop MPO Transit Study

March 13, 2007, Florida State Fairgrounds

Afternoon Workshop: 1:00 p.m. to 3:00 p.m.
Evening Workshop: 6:00 p.m. to 8:00 p.m.

- 1. Welcome and Introductions**

- 2. Study Overview & Workshop Objectives**
 - a. Background & Objectives
 - b. Place-Making & Mobility Elements
 - c. Workshop Instructions

- 3. Small Group Activity (*Transit Scenario Game*)**

- 4. Small Group Report Out**

- 5. Next Steps**

Adjourn

Thank you for participating in this important community planning effort!

START

MARK THE MAP
Write your name on the map.

LOCATE LANDMARKS & ACTIVITY CENTERS
Use orange dots to mark existing places where many people live, work, shop, play or study.

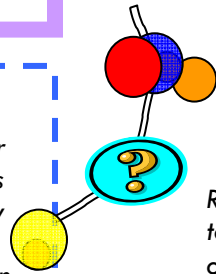
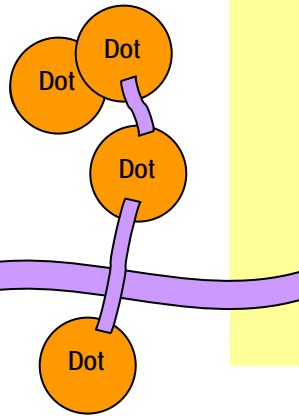
CONNECT THE DOTS
Use ribbon to identify transit corridors or where transit should be added.

PLACE A CHIP
Pick a red, yellow, or blue chip that matches your vision for activity centers.
Put it on a map location.

MAKE ADJUSTMENTS
As a group, discuss, move, remove or add chips.
Record the group's train of thought behind placements, changes and priorities.

RECORD IT
When group consensus has been reached, tape chips and ribbons to the map.

Carol
Rachel Mike



Game Pieces:
Urban Center, Town Center & Neighborhood Center
Each game piece or "chip" represent a "place type" with a transit-supportive amount of residential, office, retail character and level of development activity.

Chip already placed in an activity center but doesn't match the chip you chose? Place your chip overlapping or next to it.

Share thoughts on your placement with others in the group.

Refer to the **place type** displays at your table. All place types shown are supportive of walking and transit.

- Consider...**
- Are there any places that have been overlooked?
 - Are there opportunities to consolidate chips in proximity?
 - What are the priority locations?



REPORT OUT
Pick a representative to share the results of your planning effort and group consensus.

~ APPENDIX B: INPUT ~

Citizens Team Meeting #1

Transit Scenario Maps

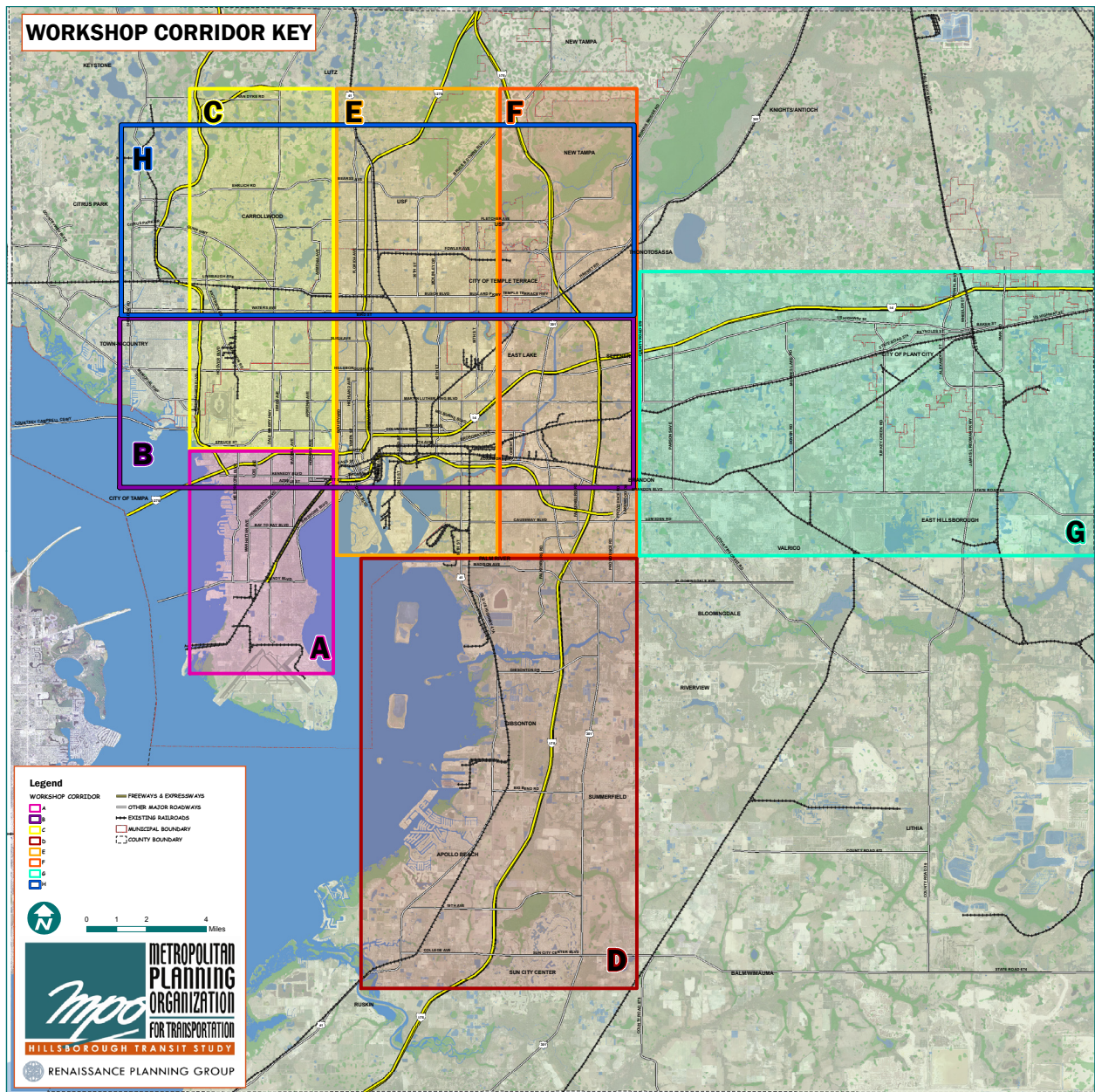
Other Input

Transit Scenarios Game Workshops

“Where You Live” / “Where You Go” Maps

Transit Scenario Maps

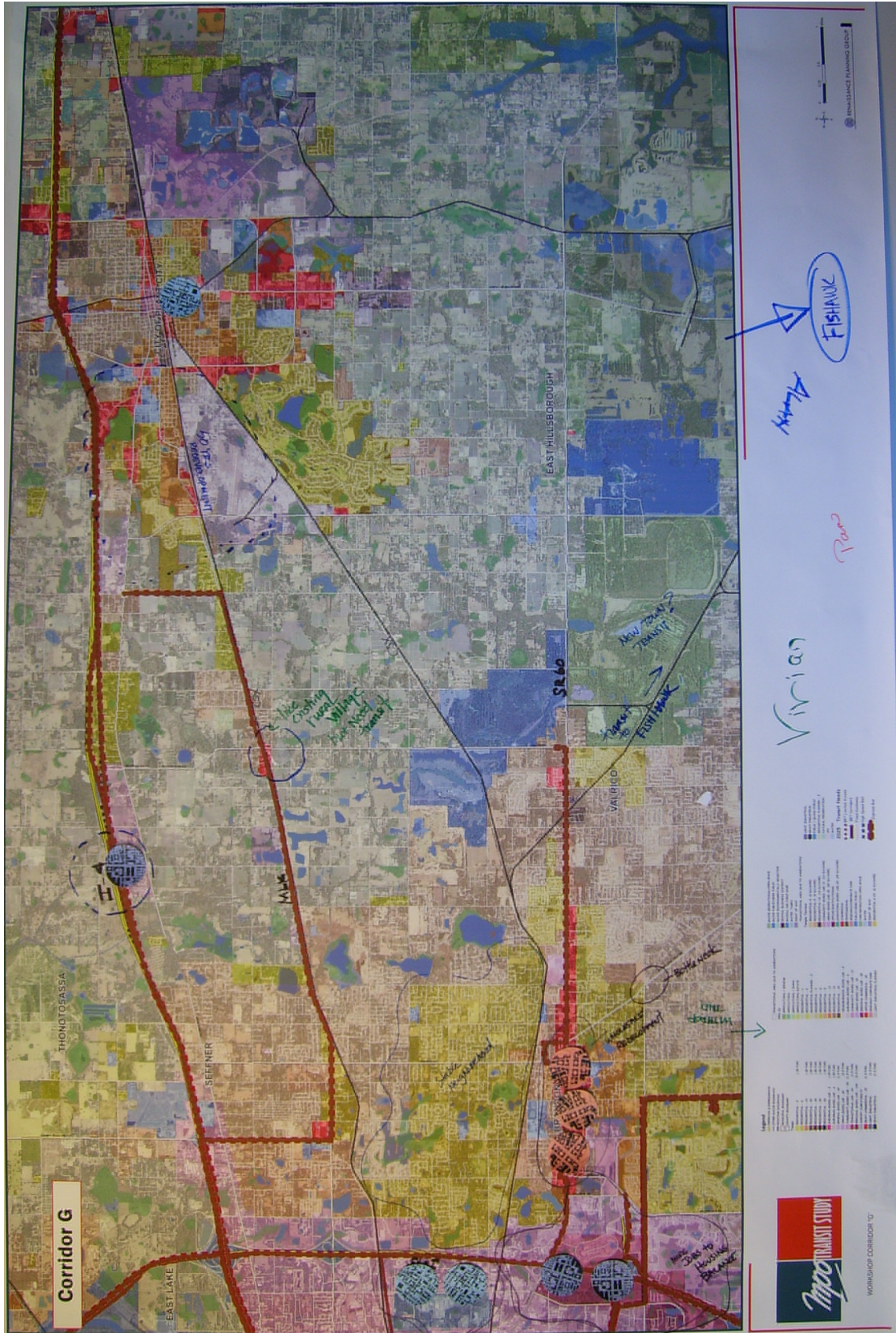
Other Input



Corridor Key - 02/28/07



Corridor D - 02/28/07



Corridor G - 02/28/07

OTHER PUBLIC INPUT FROM CITIZENS TEAM MEETING #1

CORRIDOR MAP A

- 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

CORRIDOR MAP B

- There were no participants at this table.

CORRIDOR MAP C

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

CORRIDOR MAP D

- 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

CORRIDOR MAP E

- 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

CORRIDOR MAP G

- 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

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: _____

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

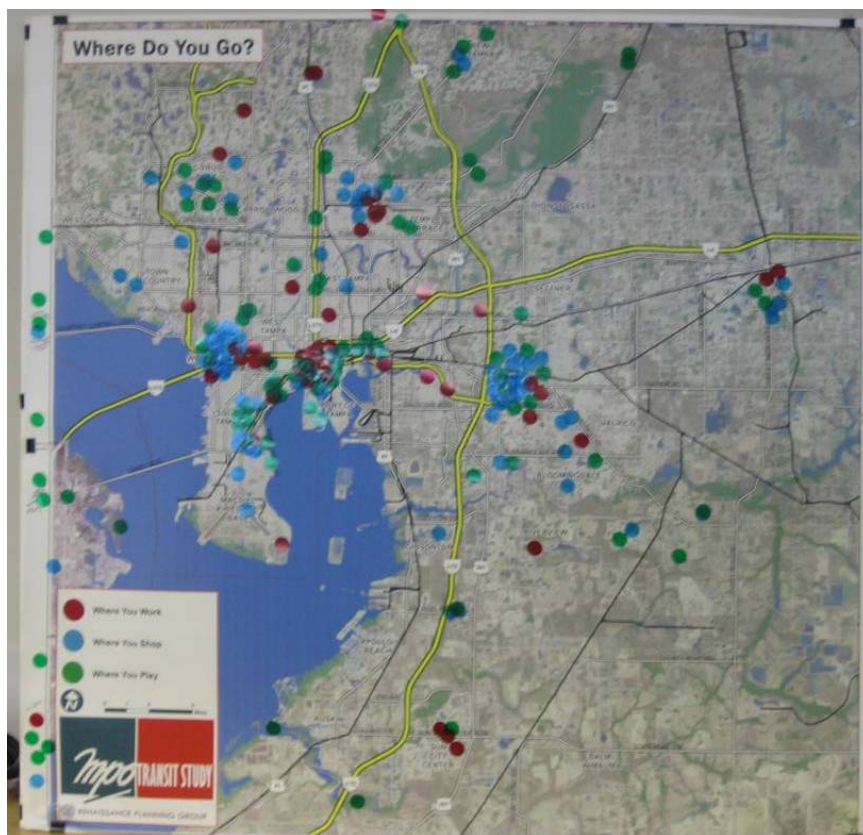
change, you've got to motivate us to listen in order to persuade us to want it. We've got to really want it to be willing to pay for it.

Vivian Bacca, Brandon

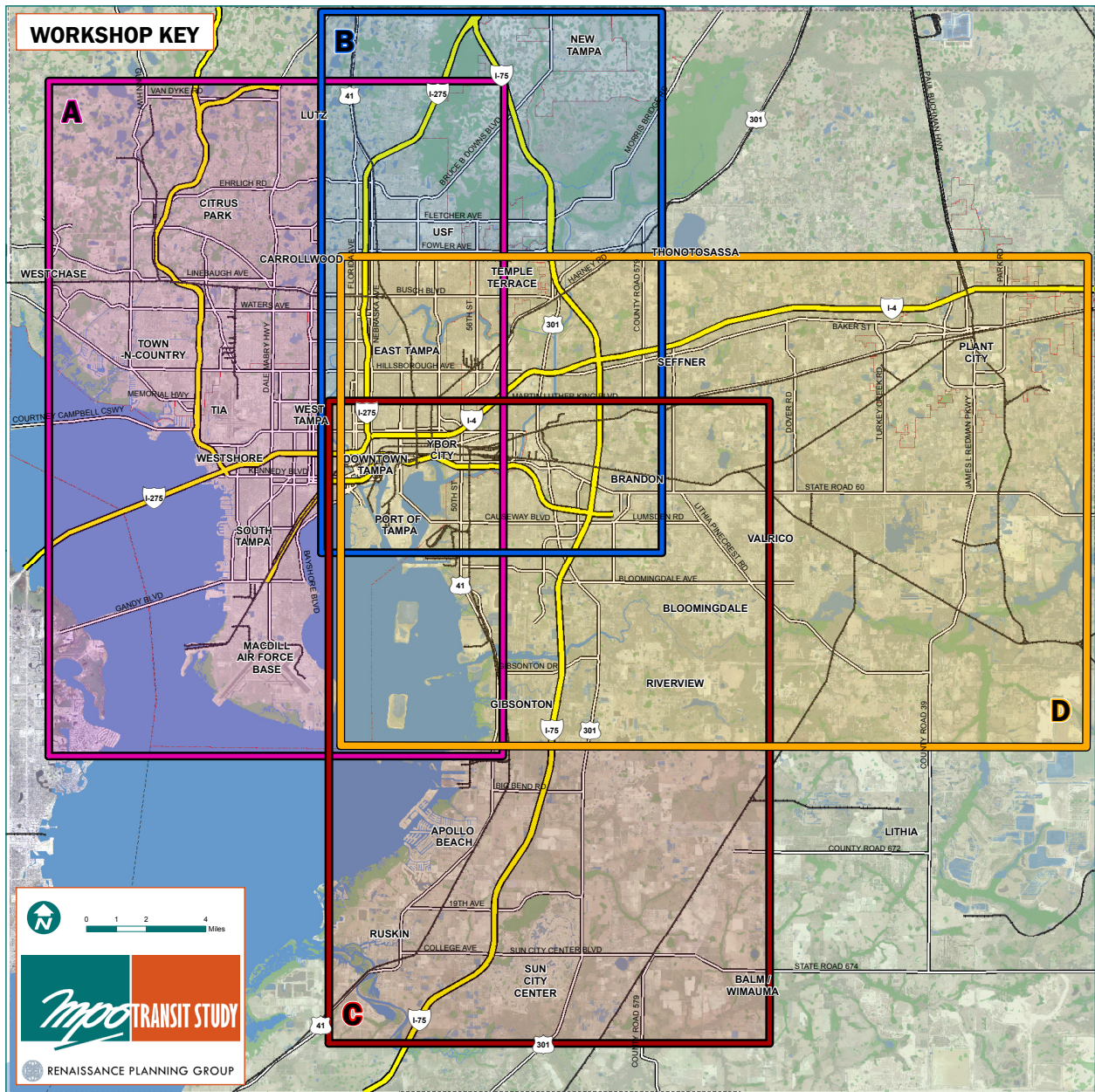
AOL now offers free email to everyone. Find out more about what's free from AOL at <http://www.aol.com>.



“Where You Live” Map



“Where You Go” Map



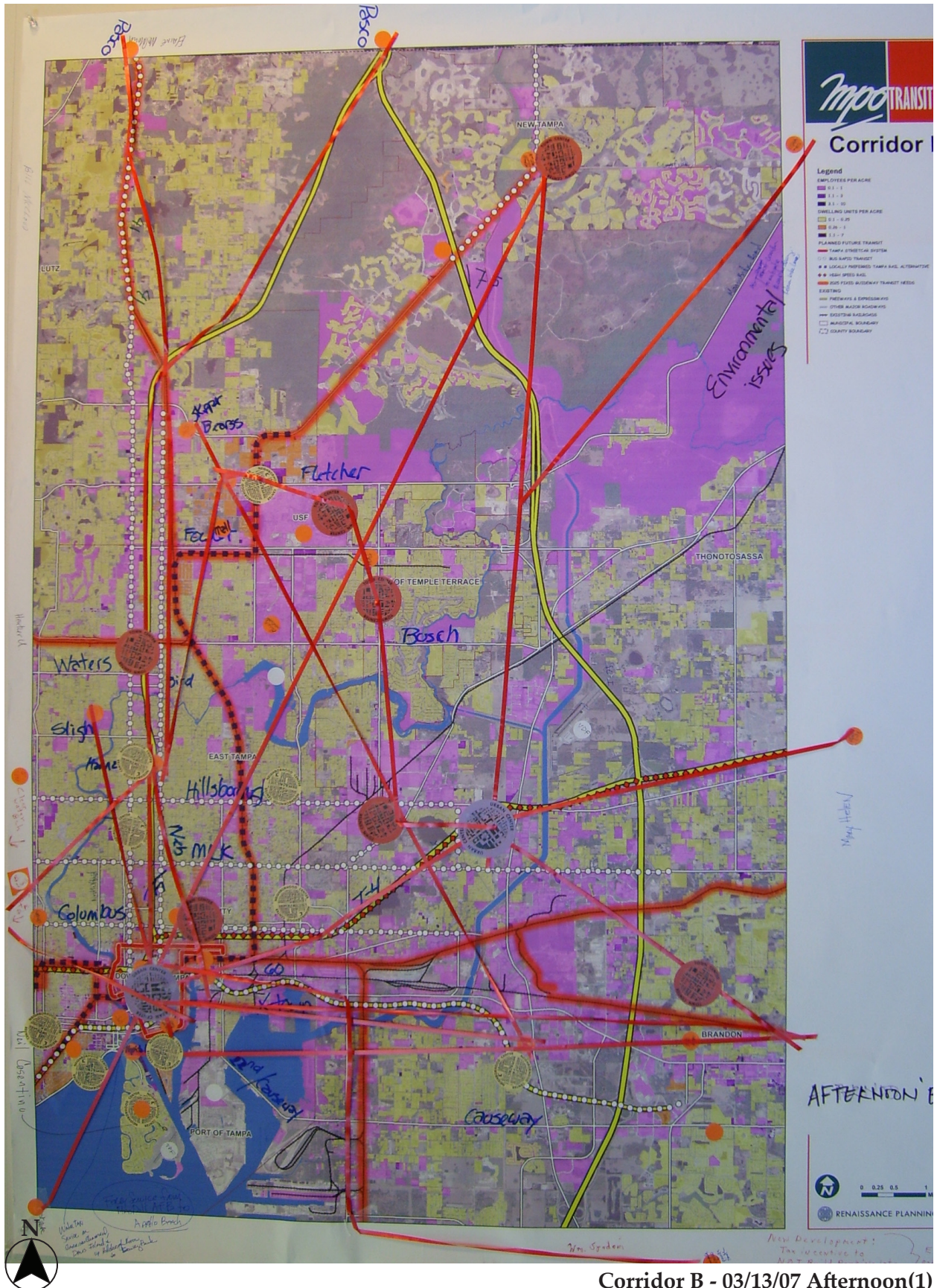
Corridor Key - 03/13/07

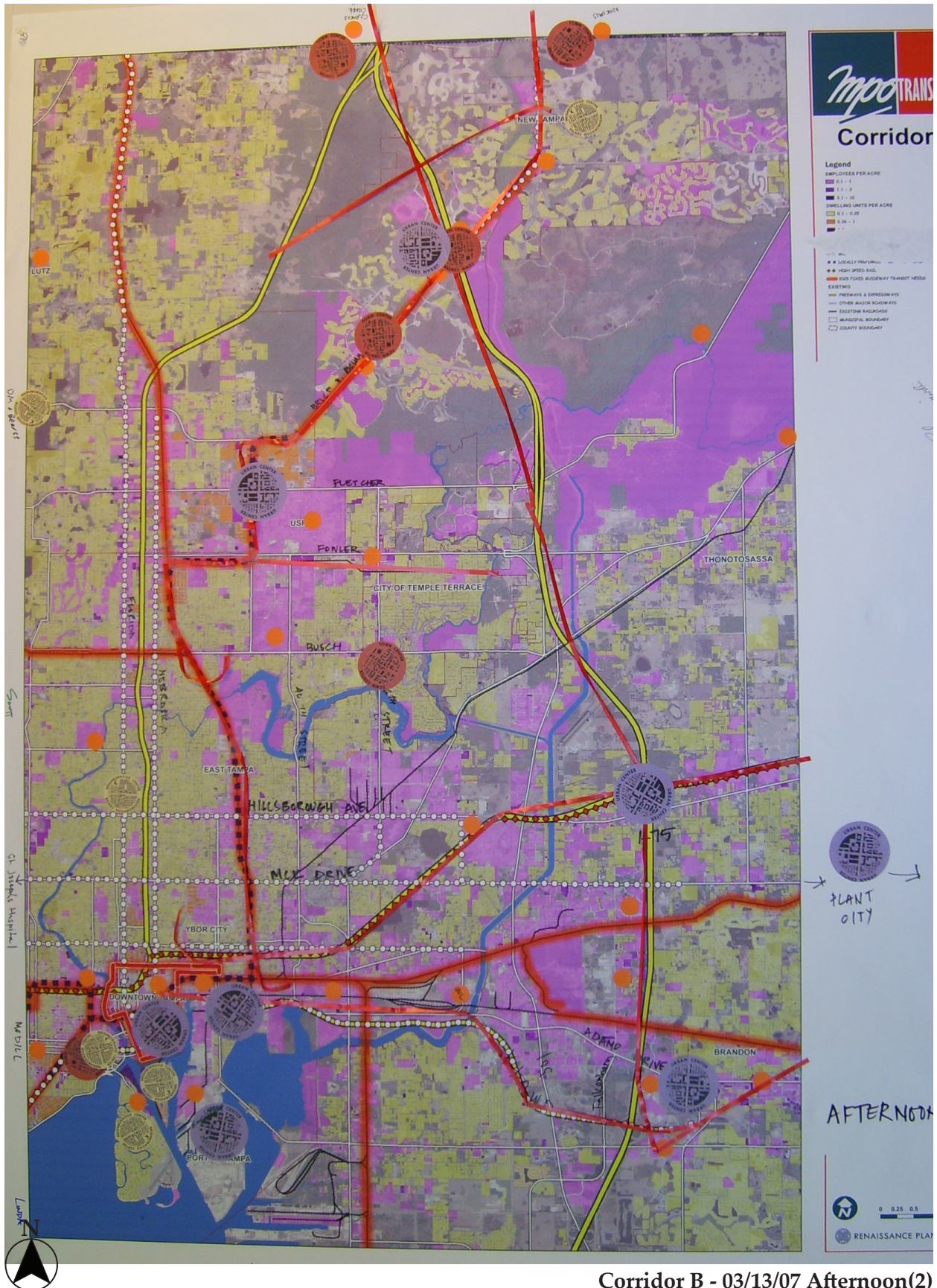


Corridor A - 03/13/07 Afternoon



Corridor A - 03/13/07 Evening





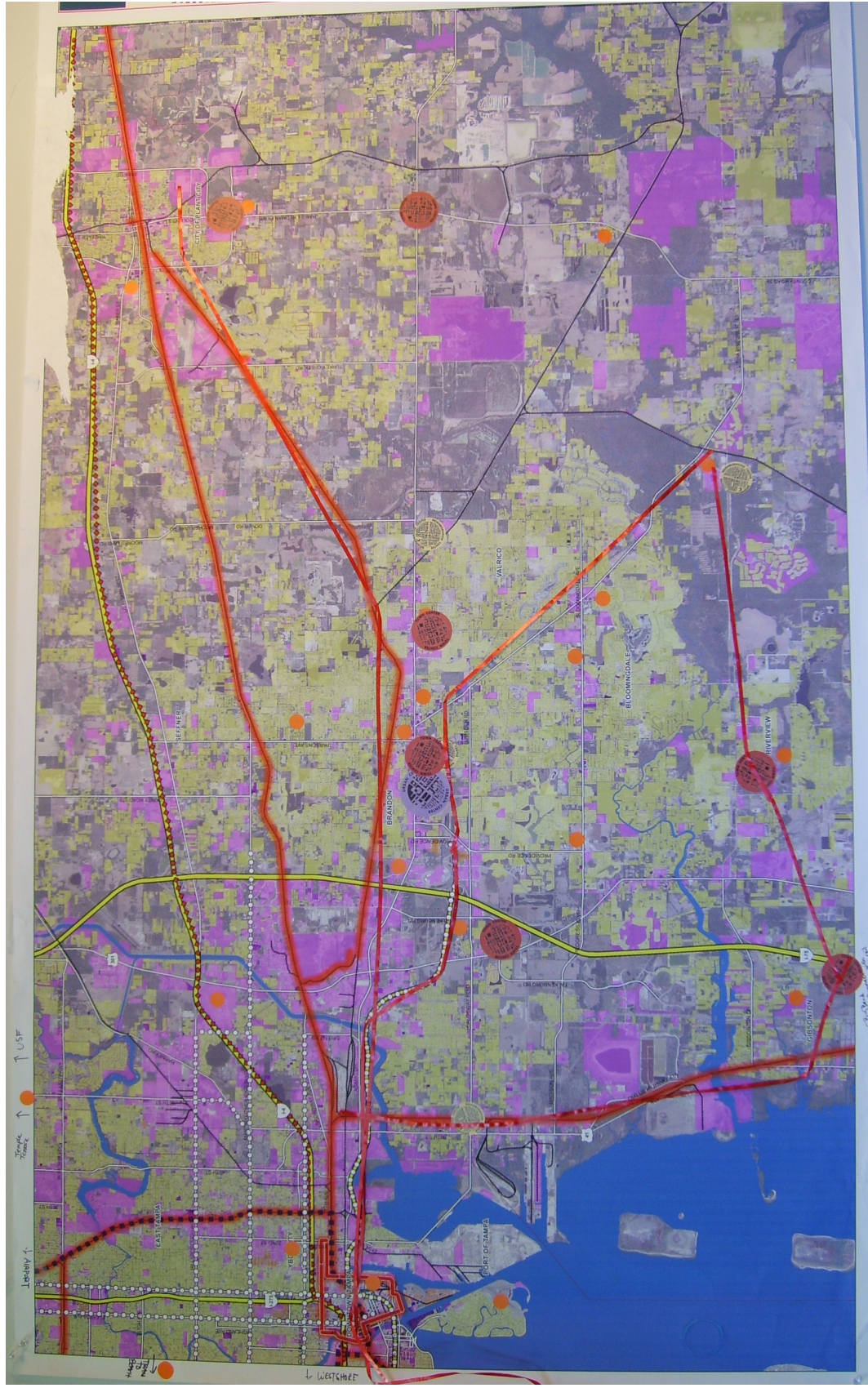
Corridor B - 03/13/07 Afternoon(2)



Corridor B - 03/13/07 Evening

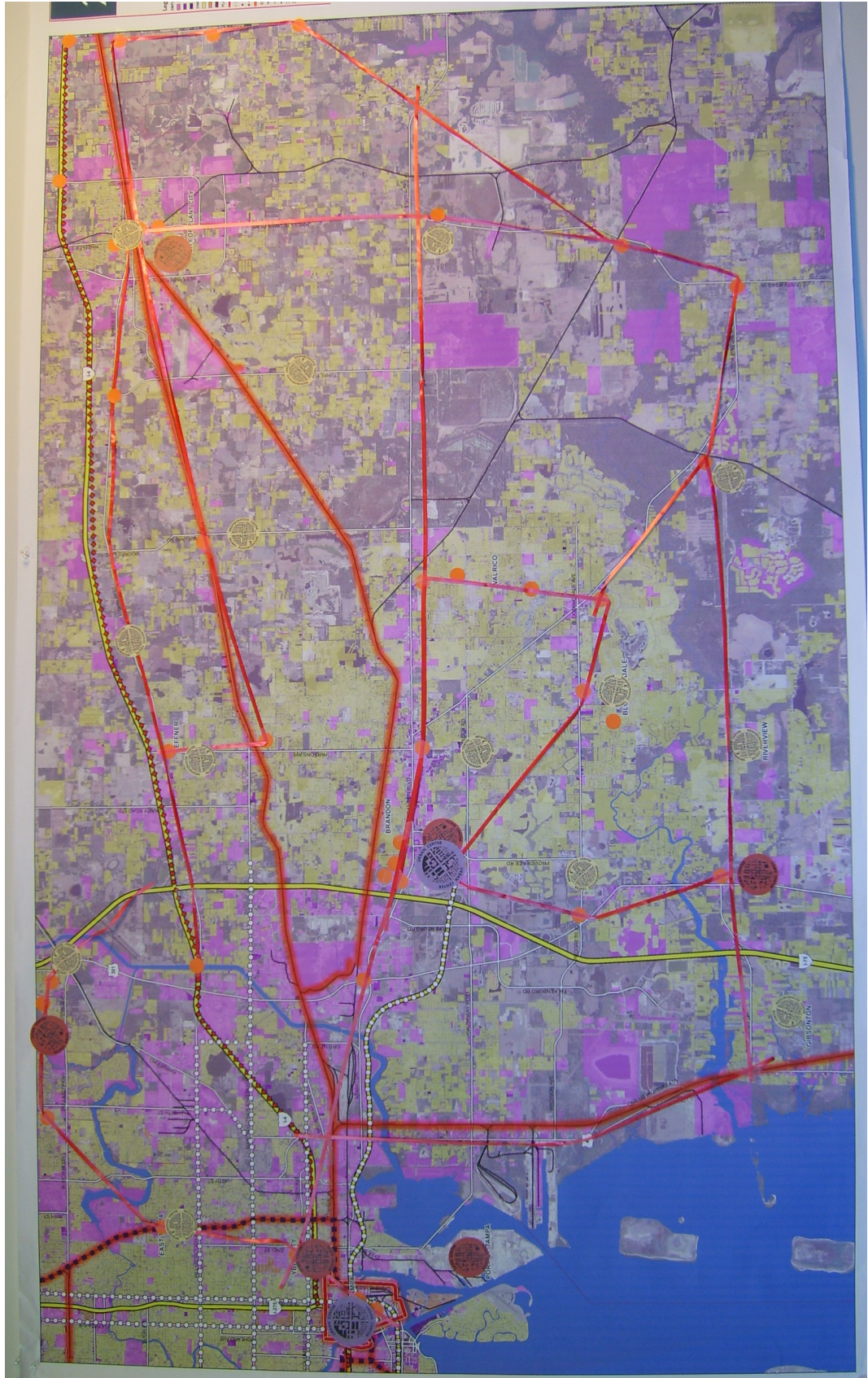


Corridor C - 03/13/07 Afternoon



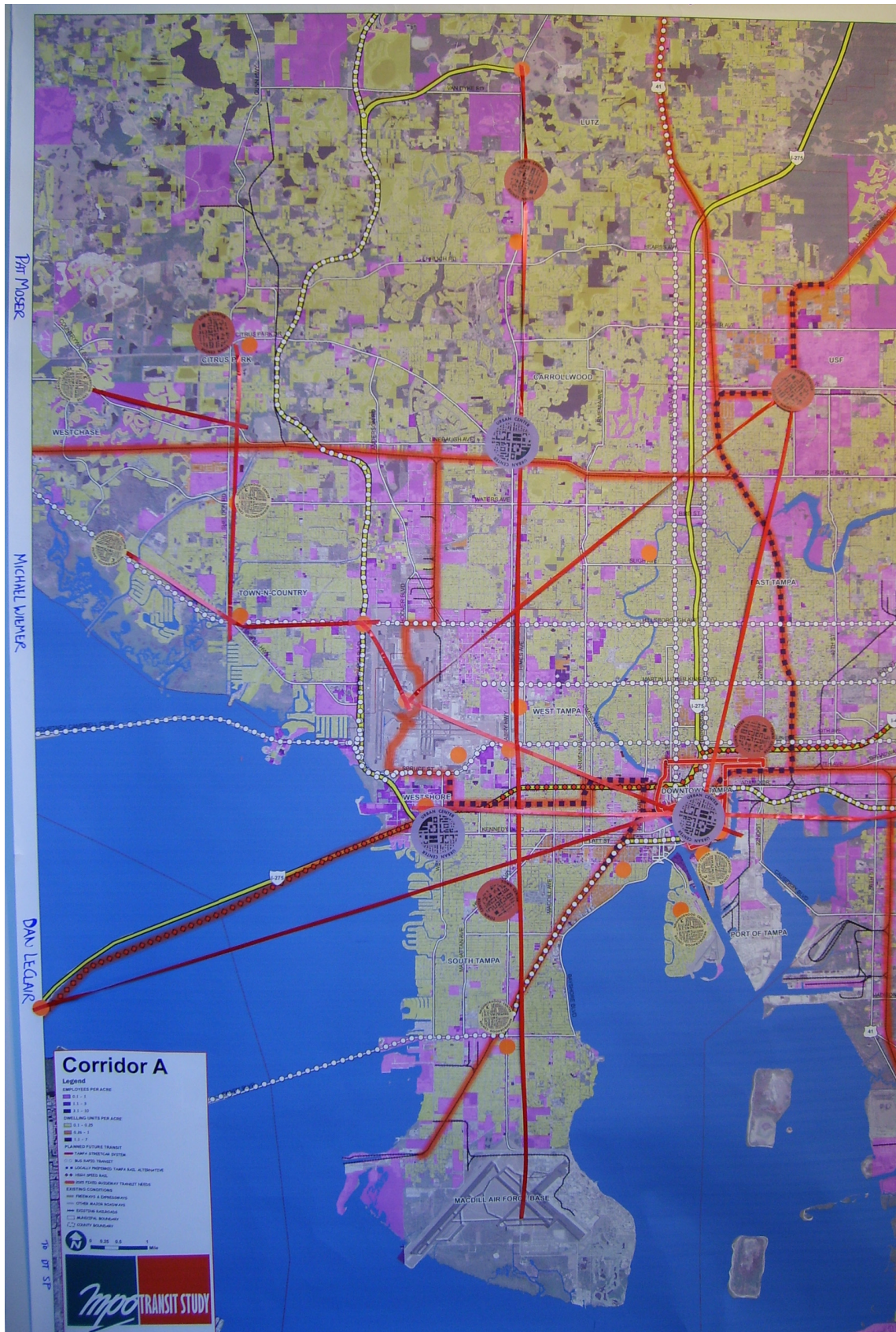
Corridor D - 03/13/07 Afternoon(1)



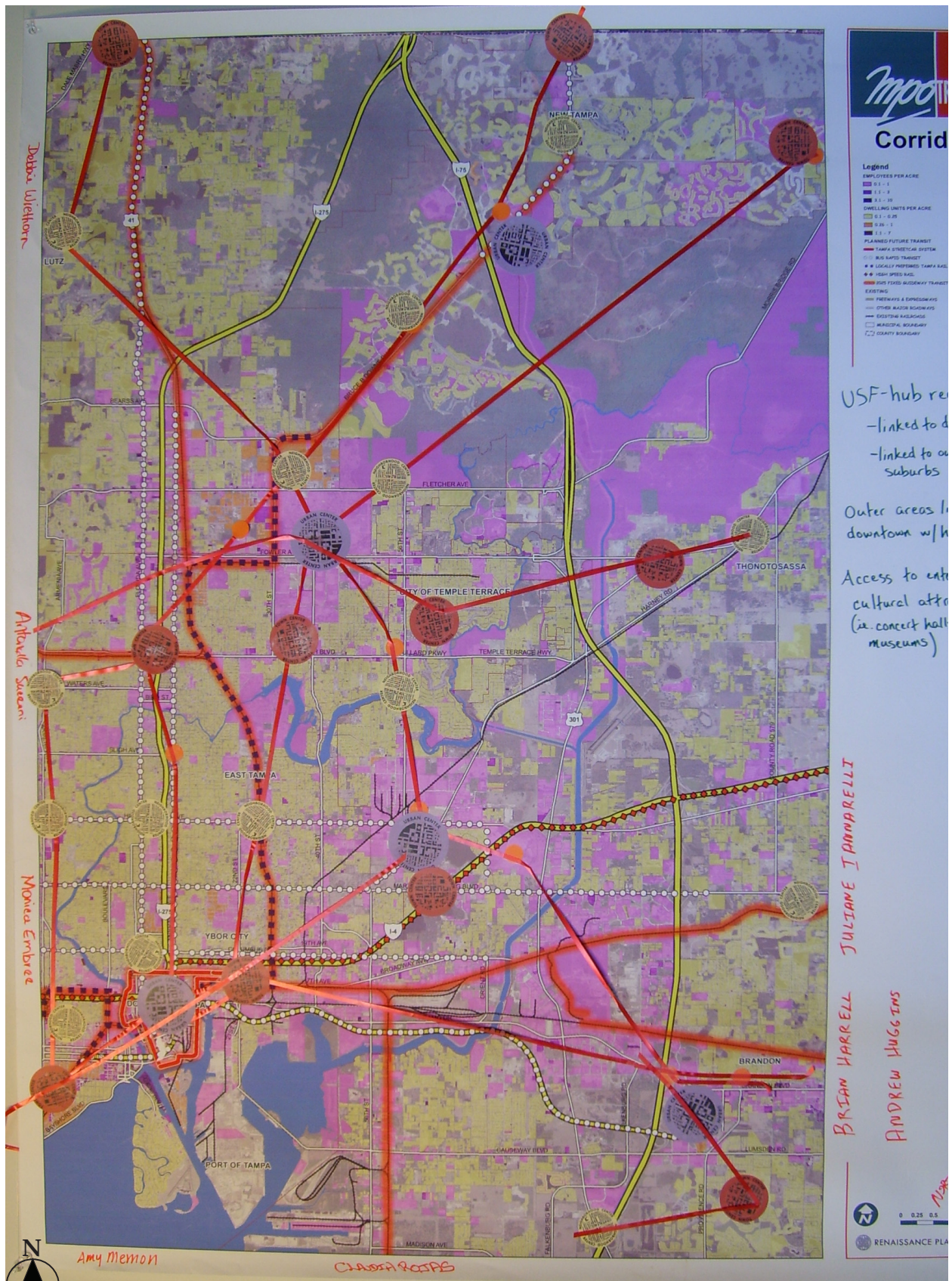


Corridor D - 03/13/07 Afternoon(2)





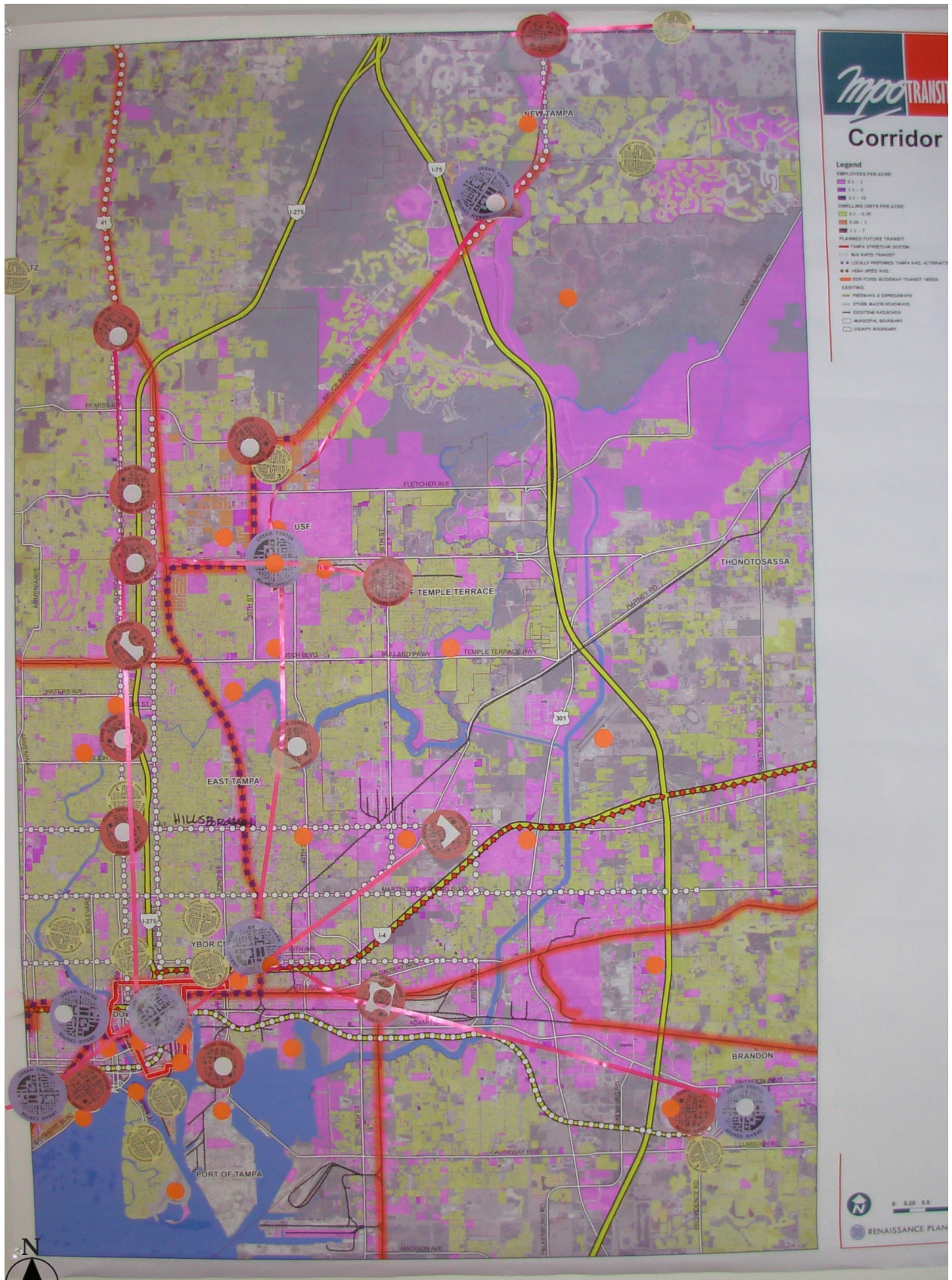
Corridor A - Association of Advance Collegiate School of Business



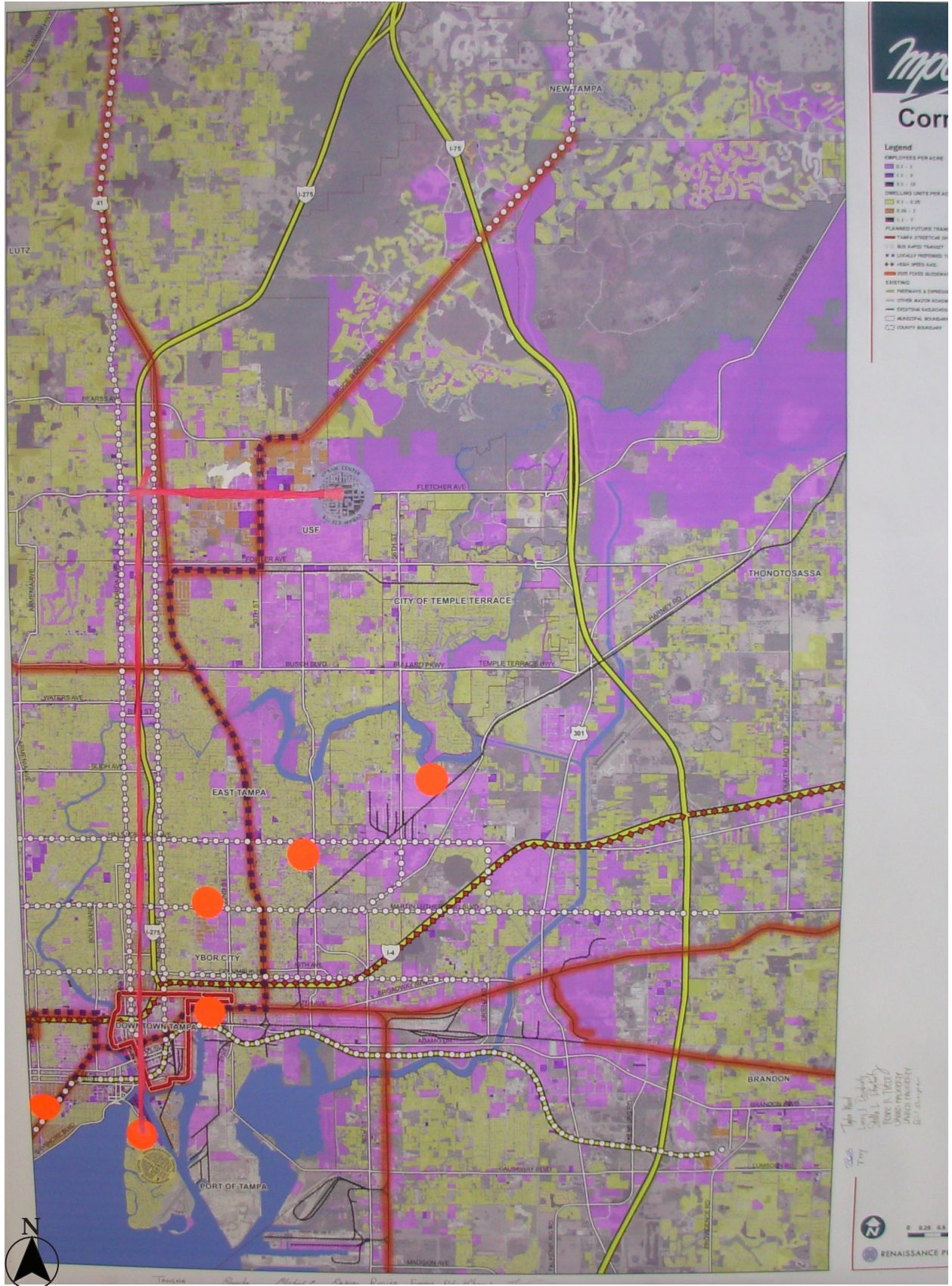
Corridor B - Association of Advance Collegiate School of Business



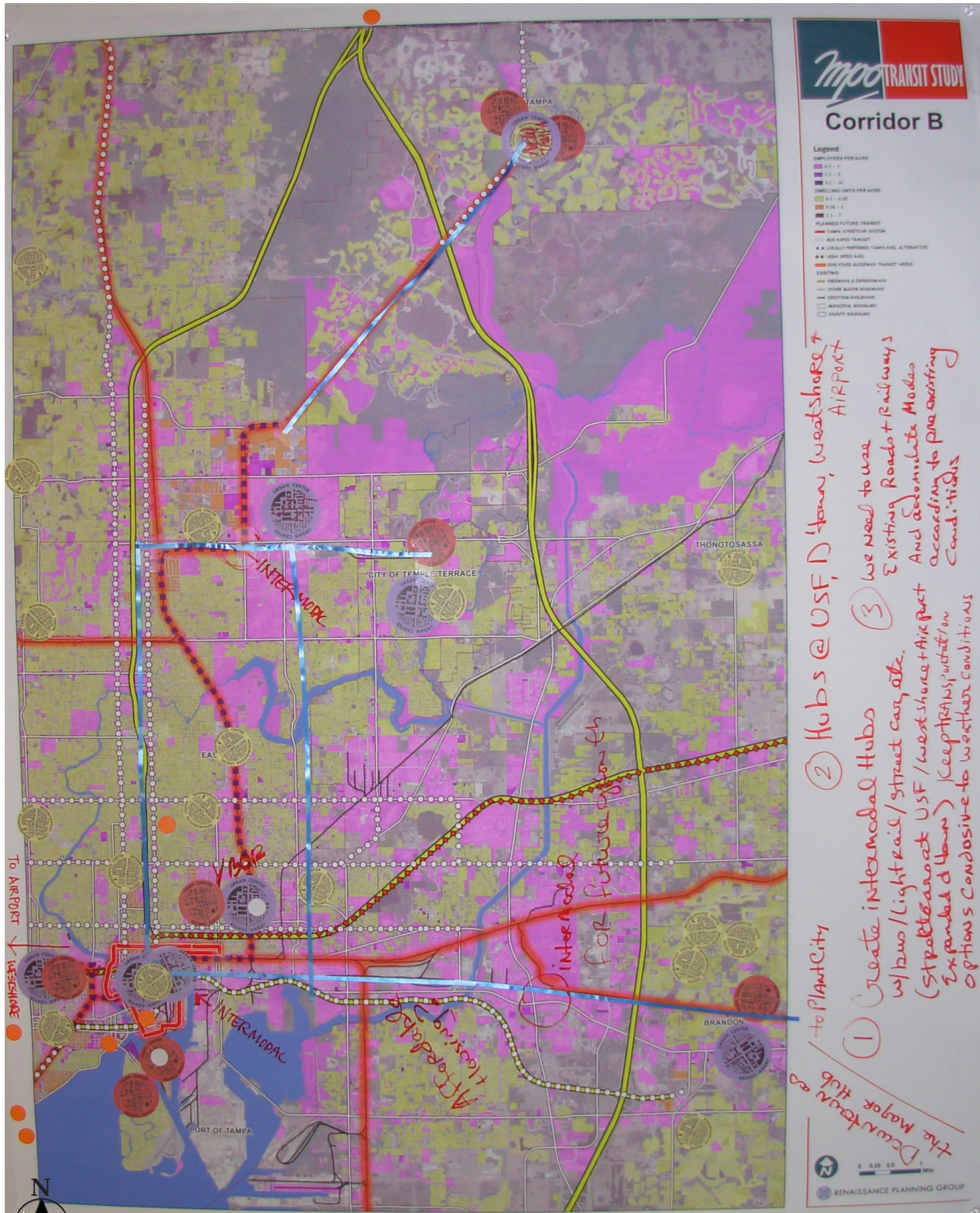
Corridor D - Association of Advance Collegiate School of Business



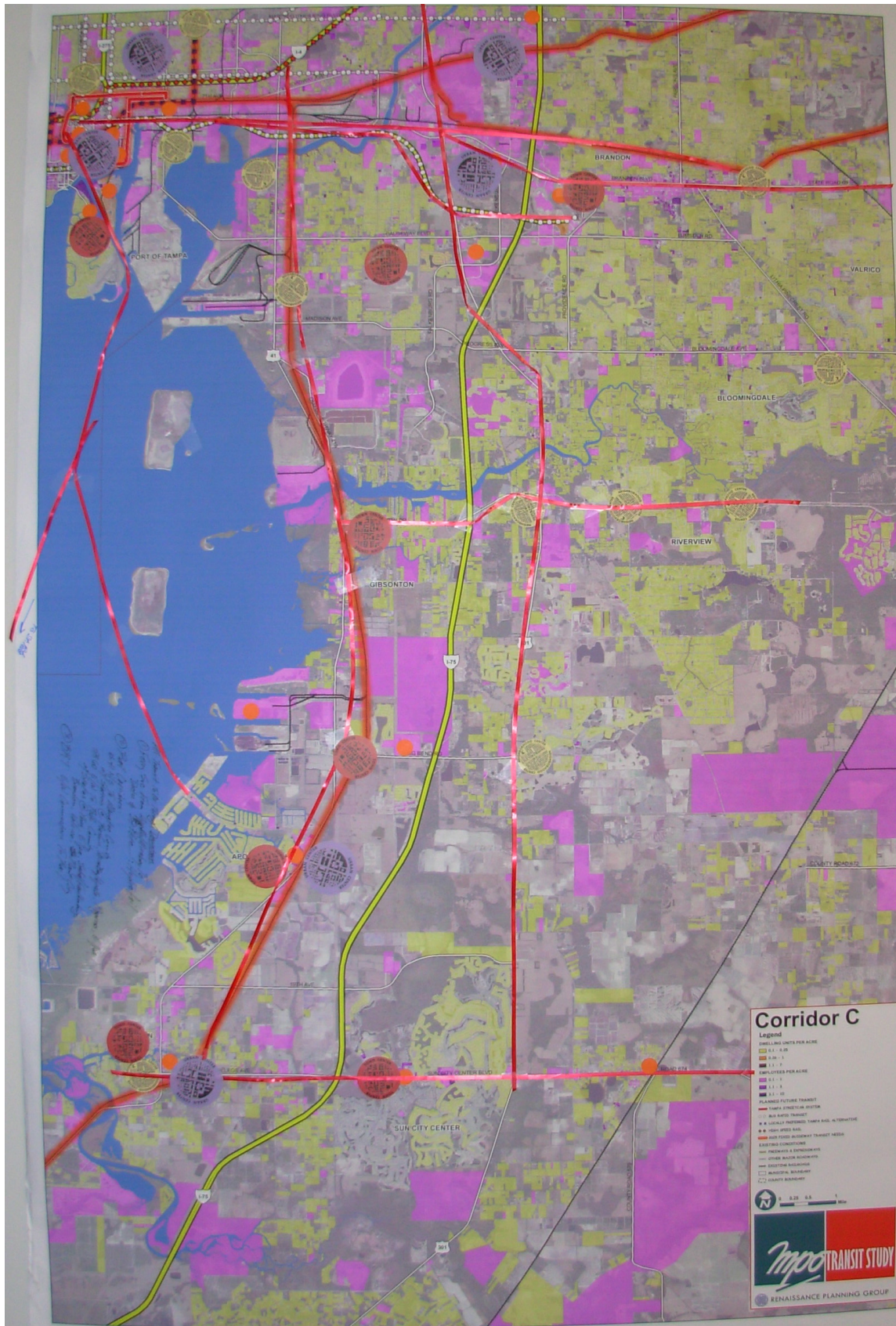
Corridor B - American Institute of Architects



Corridor B - Davis Island Chamber of Commerce



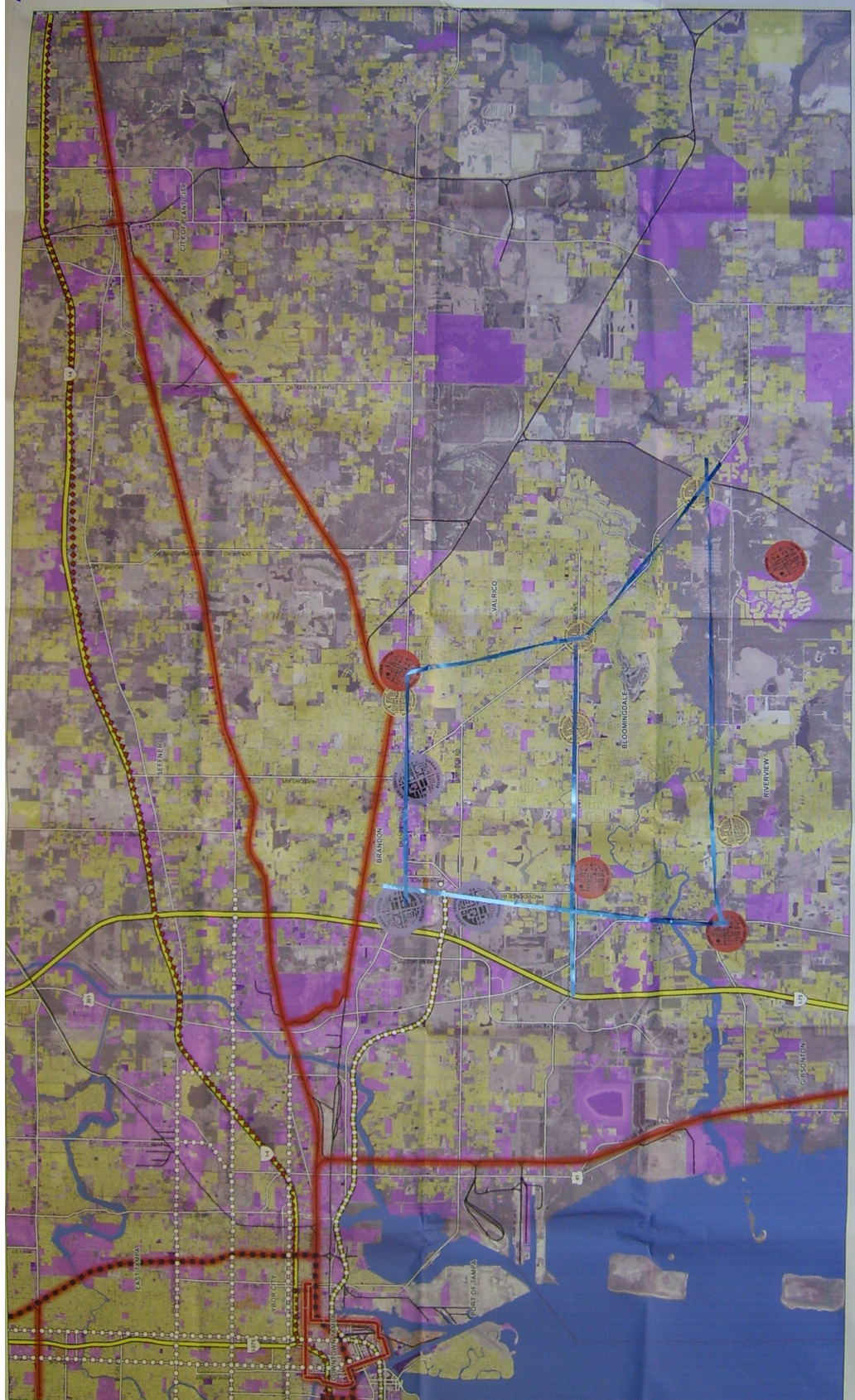
Corridor B - Tampa Downtown Partnership



Corridor C - Tampa Downtown Partnership



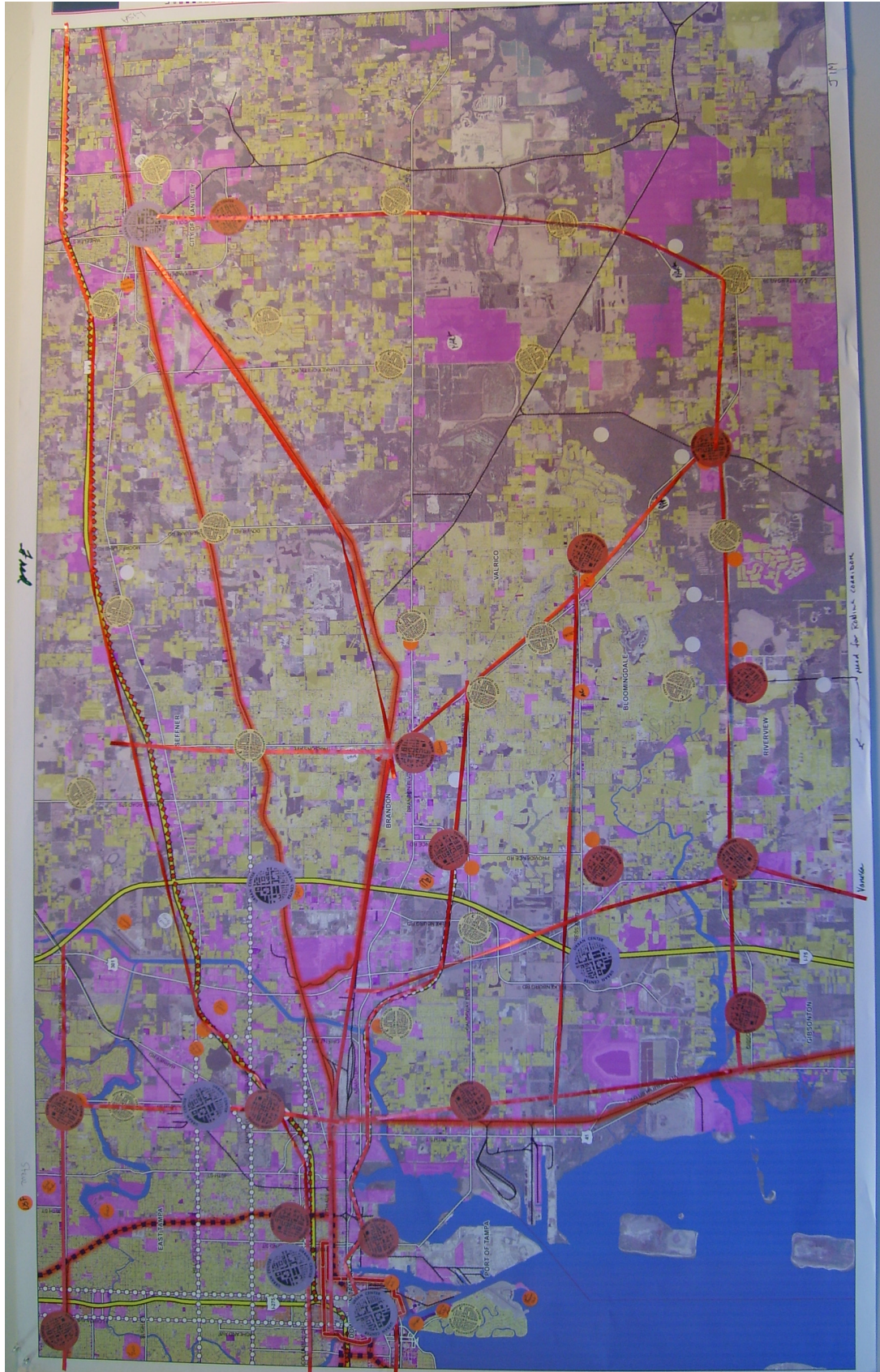
Corridor D - Tampa Downtown Partnership



Corridor D - Parkside Village Home Owners Association



Corridor A - Town n Country Community Council



Corridor D - 03/13/07 Evening



OTHER PUBLIC INPUT FROM TRANSIT SCENARIOS GAME WORKSHOPS

CORRIDOR MAP A

- MacDill/Port Tampa to New Tampa transit corridor via USF
- Pinellas, Westchase, TIA transit corridor (I-275 corridor)
- Northwest south to TIA/Westshore/Downtown
- Regional Center USF/Downtown/Westshore

CORRIDOR MAP B

- Address north/south regional traffic (protect environmental resources through less pavement)
- Water taxi: Apollo Beach to Downtown to MacDill Air Force
- Street car extension through South Seminole Heights and Tampa Heights neighborhoods to Seminole Heights
- Pasco to Tampa corridor
- Palm River neighborhood to USF corridor
- Car sharing
- USAA is a huge employer
- New Tampa: Town centers would better support local population
- Pasco traffic to Westshore needs to be accommodated
- Lithia and points south to Downtown and Port of Tampa
- East-west connections need to be improved: Fletcher, Fowler, Busch and Hillsborough
- USF lacks college town character: Connect out but also bring in new development/redevelopment
- Regional transit networks to support strong local networks
- Airport connection
- Nebraska and Florida: BRT on elevated Crosstown lane
- Curtail sprawl, live Downtown. Transit can help!
- Connect New Tampa to Downtown
- Businesses along Florida & Nebraska, but scattered
- Transit on I-75 / commuter rail with fewer stations
- Transit on I-4 or Crosstown: Use the existing express lane for BRT

- Is transit limited to bus – Commuter range
- Expand/exploit existing BRT corridors
 - Florida/Nebraska
 - Crosstown elevated lane
- Create urban center at I-75 and I-4
- USF – hub region linked to Downtown, linked to outer, high growth suburbs
- Outer areas linked to Downtown with high speed transit
- Access to entertainment and cultural attractions (i.e., concert halls, fairgrounds, museums)

CORRIDOR MAP C (SOUTH COUNTY AREA)

- Airport Noise
- Living, shopping, recreation, work daily and weekly
- Open space/preservation
- Future centers located on or near transportation corridors
- Redevelopment: Downtown support rail with bus loops – feeder
- Transit to airport
- Connectivity with Manatee County plans
- Put in town centers to cluster development/create focal points/support transit
- South county residents commute south to Manatee
 - Employment to south of Hillsborough County
 - Prospected growth
 - Approach commute
- Workforce housing along transit
- Connections to Lakeland/Orlando via I-4 or I-4 parallel corridor
- Linkage to Pinellas County
- South county to airport
- Brandon as sub-regional hub
- Sun City Center/Apollo Beach direct connect to Brandon and Downtown
- Using existing rails to connect Manatee County with Downtown
- Development of Urban Centers in Brandon/Bloomington/Apollo Beach/Ruskin-Sun City (all with direct connection to each other)

CORRIDOR D (EAST COUNTY AREA)

- Create good circulation and multiple places (centers) to go to besides Downtown
- Accommodate east/west travel
- Everyone should live where they work (in a perfect world): mixed use centers
- Provide incentives to ride transit
- Market transit service better
- Extend service on Crosstown into Brandon and Valrico
- Need service across the bay
- Brandon will become more like a major city
- Connect with Plant City
- South County Loop connecting Gibsonton, Riverview, Valrico, Brandon, Palm River and Downtown
- Elevated transit
- Connect to Downtown via Crosstown
- SR 60 Corridor to Downtown
- SR39 to SR 60: north/south
- Connecting new growth (Fishawk Ranch) to Downtown
- Connectivity between Downtown and Fishawk/Lithia/Brandon Mall
- Bigger opportunities for employment close to residences (Fishawk)
- Better east/west connectivity between Plant City and Downtown

~ APPENDIX C: PARTICIPANTS ~

Citizens Team Meeting #1

Transit Scenarios Game Workshops