

**imagine
hillsborough
2040**

IMAGINE 2040 – Survey Results Report

A JOINTLY CONDUCTED PUBLIC VISIONING SURVEY BY THE HILLSBOROUGH COUNTY CITY-COUNTY PLANNING COMMISSION AND THE HILLSBOROUGH METROPOLITAN PLANNING ORGANIZATION FOR TRANSPORTATION



You Designed Hillsborough's Future

By 2040, there will be about a half million more people living in Hillsborough County.

imagine

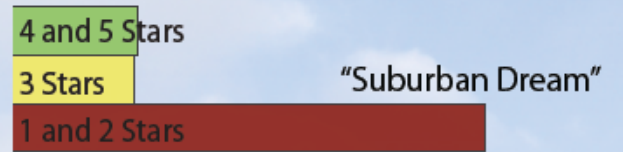
hillsborough

2040

RESULTS

We asked you to tell us your priorities and to make choices. You responded!

You gave each growth strategy a one- to five-star rating.



Number of Responses 1600



"Bustling Metro"

Preferred by citizens of every part of Hillsborough County.

Through a survey conducted August - November 2013, Hillsborough County residents, businesspeople, and students reviewed the three different growth strategies shown here and were able to tell us what they like and don't like about each. The hybrid growth strategy shown inside is based on the most important elements of each of the three growth strategies.

3,500+ participants from across the greater Tampa area...

...gave 91,500 opinions, priorities, and preferences.



"New Corporate Centers"

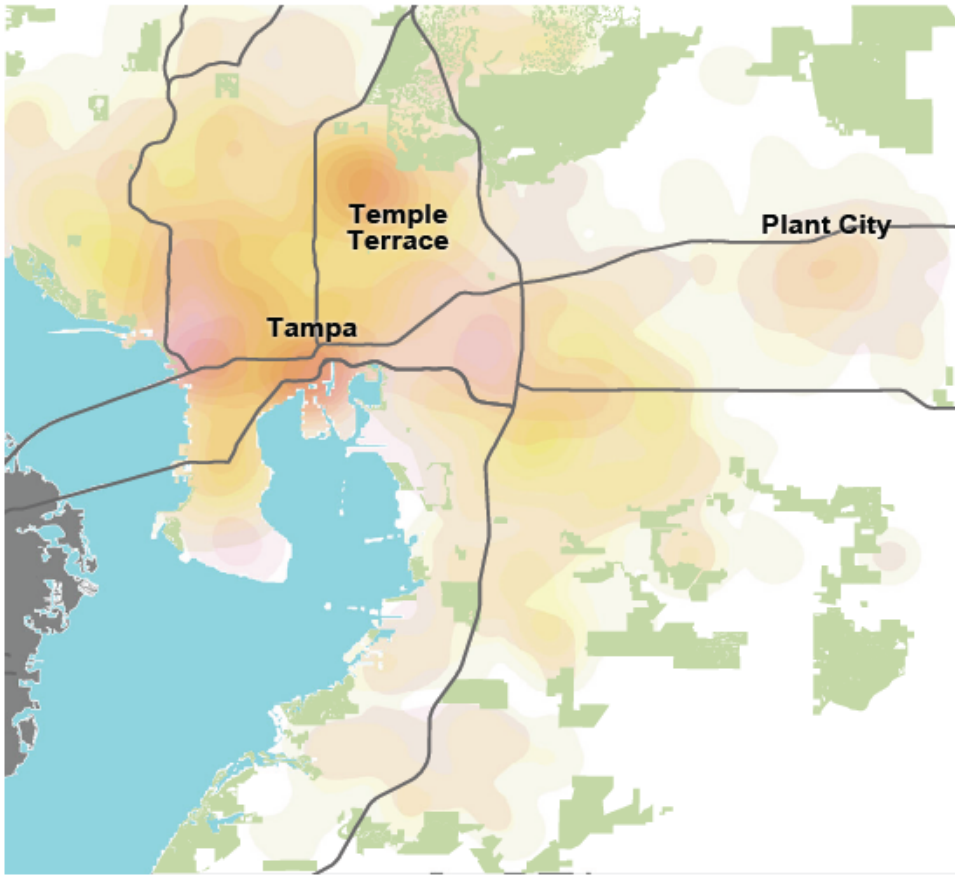


"Suburban Dream"

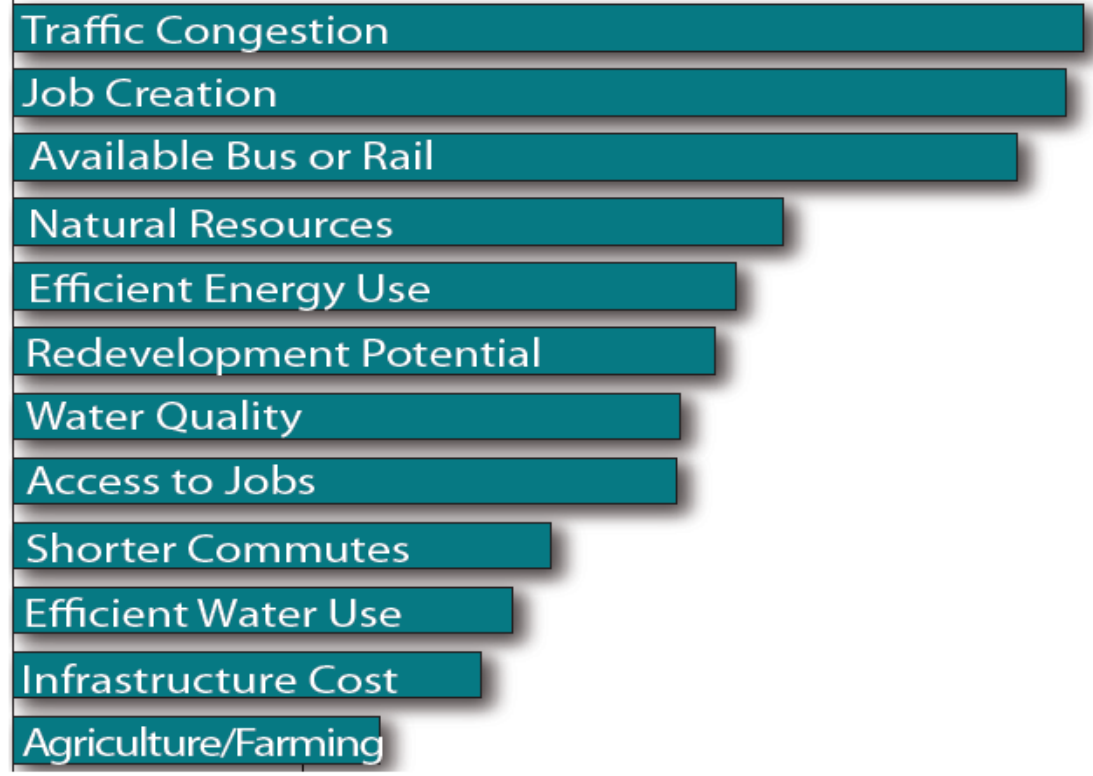
INSIDE... Check out the recommended growth strategy!

What's important to you

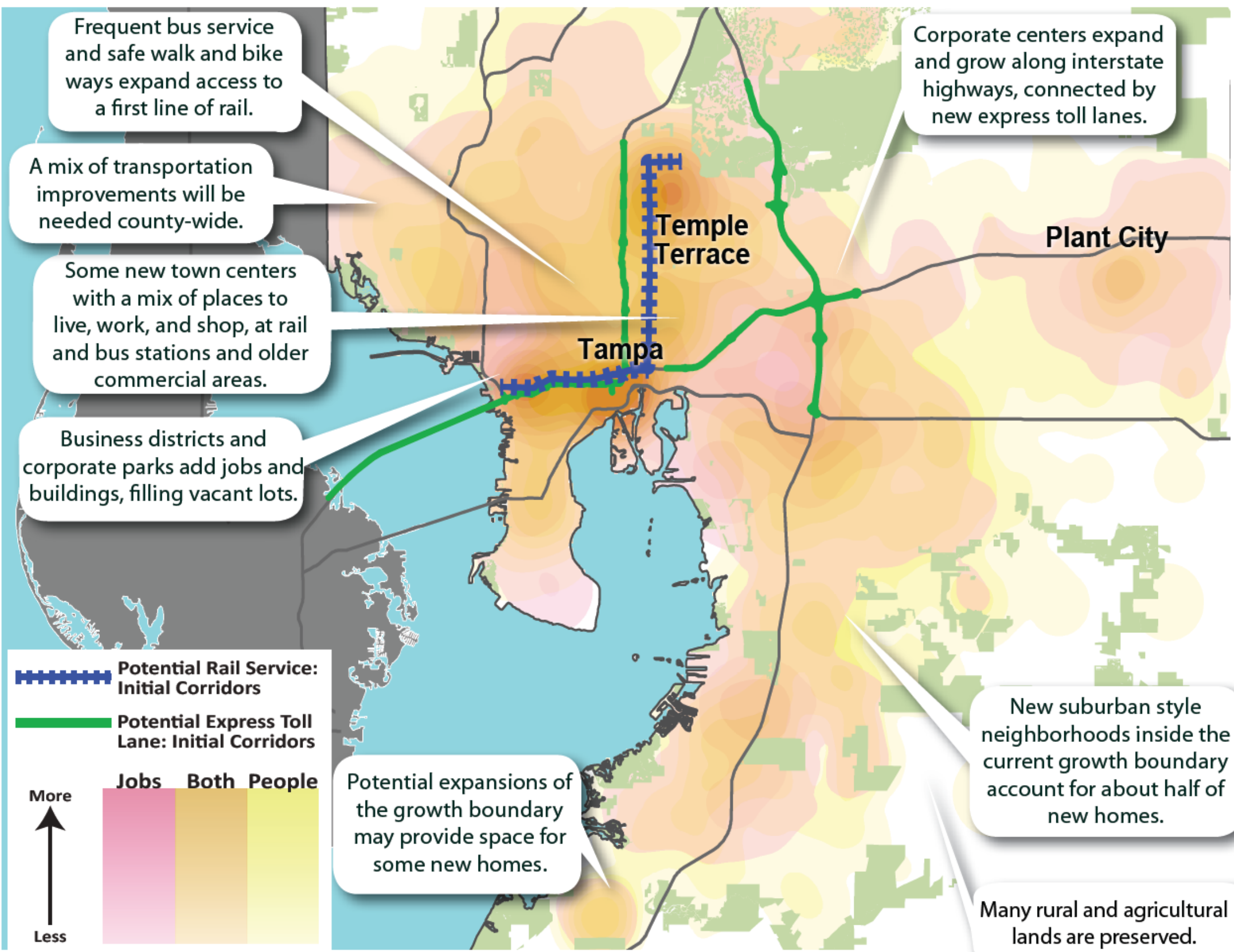
Hillsborough County Today



Your Top 5 Concerns



Growth Strategy for 2040



What you liked

You shared your ideas, priorities, and preferences. After analysis, some themes became apparent: people want choices. For example, all transportation options were rated positively, and all should have a role in the 2040 growth strategy.

**You said we need a mix of housing options.
Your top-rated choices:**



Rebuild commercial corridors with apartments and townhomes



Condos and apartments near business districts



Town centers with a mix of places to live: single family homes, townhomes, apartments

**You said we need a mix of job centers.
Your top-rated choices:**



In existing job centers like Westshore, Downtown Tampa, and the USF area



Redevelopment and filling in existing corporate parks and industrial areas



In town centers with a mix of places to work like retail and office space

**You said we need more of all transportation options.
Your top-rated choices:**



Sidewalks, bike lanes, and trails



Smart traffic signals and better intersections



Commuter or light rail



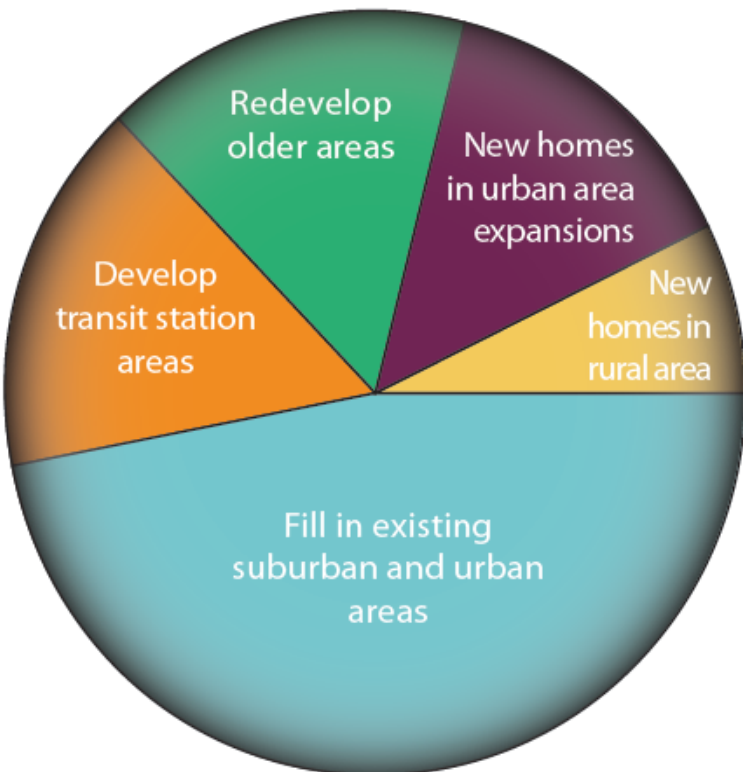
Express or bus rapid transit



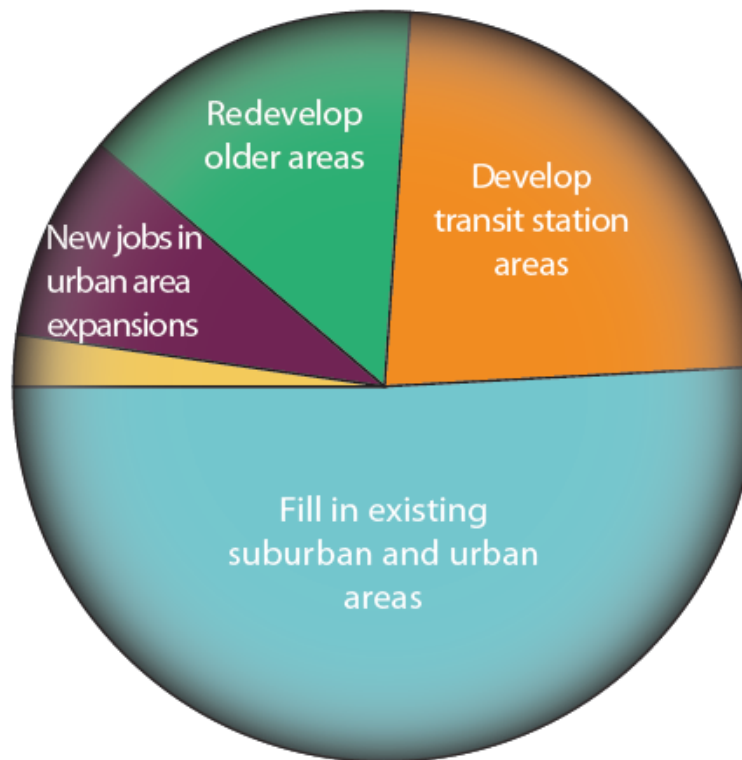
Circulator and shuttle buses



New express toll lanes



Your Desired Housing Growth Mix



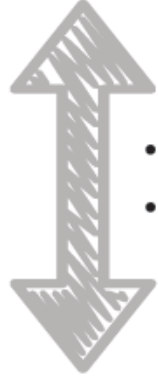
Your Desired Job Centers Growth Mix

You ranked the fairest and most reasonable ways to pay for new infrastructure.

What you liked about the "Bustling Metro" growth strategy:



More positive rankings than negative



More negative rankings than positive



- One-time fee on new development
- Tolls on new highway lanes
- Sales tax
- Gas tax
- Special assessment districts
- Property tax
- No new taxes, just maintain what we have
- Utility tax

"Allows individual communities to create their own identities."

"Focuses investment, energy, and resources to an area that has a bigger return on investment."

"Will bring Tampa into [the] 21st century."

"It's a benefit for seniors who can't drive as they get older."

"...preserves agricultural lands and rural communities..."

"The need for more highways and road widening is reduced [with] public transportation...and shopping and work closer to home makes walking or cycling more likely."

Survey Responses



What's Next?

Imagine 2040 will be used to guide the update of the 2040 Long Range Transportation Plan and the Comprehensive Plans for Tampa, Temple Terrace, Plant City and Hillsborough County.

Please stay in touch and help bring the vision closer to reality.

Contact us by phone: **813.272.5940**

Contact us by email: planhillsborough@plancom.org

Subscribe to our e-newsletters at: planhillsborough.org

Be involved! Follow us on Facebook and Twitter

Find out more at imagine2040.org

Thank you to our partners:



1/13/14

1. Introduction

Survey Purpose and Scope

The Planning Commission and Metropolitan Planning Organization (MPO) embarked in 2013 on a scenario planning exercise to lay the groundwork for updating our county's and three cities' Comprehensive Plans simultaneously with our countywide Long Range Transportation Plan.

Called "Imagine 2040", the effort began with a working group made up of citizens, staff and private sector representatives. The group was instrumental in highlighting issues and formulating three distinctly different growth strategies to evaluate for their benefits, costs and impacts.

The centerpiece of the Imagine 2040 initiative was a highly visual, interactive survey of citizens to obtain their preferences, priorities and asking the fundamental question "How should we grow?" In particular, the survey asked the public to weigh in on three different growth strategies. The results will guide the updates of the Comprehensive Plans and the Long Range Transportation Plan based on a horizon year of 2040.

The survey employed an online public engagement tool created by a vendor called Metroquest, as well as a companion paper survey questionnaire for use by people without access to the Internet, or for use at public meetings when Internet access was not practical.

Upon starting the survey, shown in **Figure 1.1**, participants were asked to rate their top five priorities, with choices such as "Access to Jobs," "Available Bus or Rail Service" and "Efficient Water Use," among others. They were then asked to go through several pages, comparing and rating the three different growth strategies with respect to their chosen priorities. The three growth strategies were entitled **Suburban Dream, Bustling Metro, and New Corporate Centers**. Participants could see how each growth strategy performs in terms of their priorities, and were asked to rate each strategy on a scale of one to five stars, with one star meaning "least appealing" and five meaning "most appealing".

Participants were then asked to rate different "ingredients" of growth such as new housing types, job locations, transportation modes, and funding options. Finally, although participants could remain anonymous, for tracking purposes participant were asked for their zip code and basic demographic information. If they wanted to stay involved, participants were given the option of providing their email address.

Appendix A provides screenshots of the entire online survey and Appendix B provides the companion paper questionnaire.





Figure 1.1: Imagine 2040 online survey welcome page and subsequent tabs. See appendix for complete survey.

Promoting Imagine 2040

Recognizing that simply creating an online survey would not in itself generate excitement or get the desired public response, the Planning Commission and MPO invested heavily in promoting Imagine 2040. At the outset, staff and Metroquest created a special website, www.imagine2040.org, as the main portal to the survey. This website was featured prominently on the landing page and integrated into www.planhillsborough.org, the consolidated website for the Planning Commission and MPO.

A wide variety of methods were used to draw the public’s attention to Imagine 2040 and prompt citizens to take the survey. To kick off the Imagine 2040 effort, the Planning Commission and MPO sponsored a media day on August 16, 2013 in the lobby of the County Center in downtown Tampa. All newspapers and media outlets were invited, along with agency staff, elected and appointed board members. Staff were standing by with electronic kiosks and iPad tablets to assist people in taking the survey on the spot.



Participants could take the survey on kiosks at key locations around the county

Print Media

In order to introduce the Imagine 2040 campaign to the general public, the Planning Commission and MPO produced a 12-page tabloid for distribution within local newspapers (Appendix C). The tabloid was distributed in Hillsborough editions of both the *Tampa Bay Times* and the *Tampa Tribune* on the Friday August 16th and Sunday the 18th, respectively to announce Imagine 2040 and lay out the issues and posing the survey questions with maps, pictures and text. It also was distributed in the free weekday publications *tbt** and *tbt2* (which is aimed at student readers). The tabloid encouraged readers to visit www.imagine2040.org and take the survey by October 22nd. It also provided locations where people who might not have Internet access could take the survey via the electronic kiosks. Lastly, it offered an opportunity to schedule a presentation to groups with which they may be affiliated.



Front page of newspaper tabloid distributed in August.

A second tabloid was distributed in the *TBT** on October 18th as “wrap,” printed on the exterior pages of this free daily, to further publicize the survey and announce an extension of the survey through November 11th. A copy is provided in Appendix C. These tabloids highlighted the purpose and extent of the survey and were intended to drive readers to the website to take the survey and obtain further information.

Speakers' Bureau

A major component of Imagine 2040 outreach was a Speakers Bureau. Staff sought out and attended 94 public meetings and events throughout Hillsborough County, organized or sponsored by various civic, business and community organizations. Appendix D provides the schedule and outcome of these public engagement opportunities. The purpose of the speakers' bureau was to promote Imagine 2040 and have attendees take the survey on the spot. Where time allowed, staff used a PowerPoint presentation to explain and have attendees take the survey in paper form or via iPads.

Imagine 2040 was extended through November 11th from its original ending date of October 22nd to accommodate additional public meetings. Approximately 3,500 individuals were made aware of Imagine 2040 through the Speakers' Bureau, and 574 surveys were collected at these meetings and events.

Electronic Media

Web advertising was utilized to promote Imagine 2040 via the Tampa Bay Times/tBt* homepage, www.tampabay.com. Users could access the survey directly from this site. Social media was used extensively to further promote the campaign, via the Planning Commission and MPO Facebook and Twitter accounts. A video spot was also produced, in conjunction with various local celebrities, including ABC Action News anchor Brendan McLaughlin, ABC Action News traffic anchor Meredyth Censullo, 970 WFLA's Jack Harris, and News Channel 8's chief meteorologist Steve Jerve. The video was featured on the main landing page of www.planhillsborough.org, aired on HTV and used in Imagine 2040 presentations.

Collateral Material

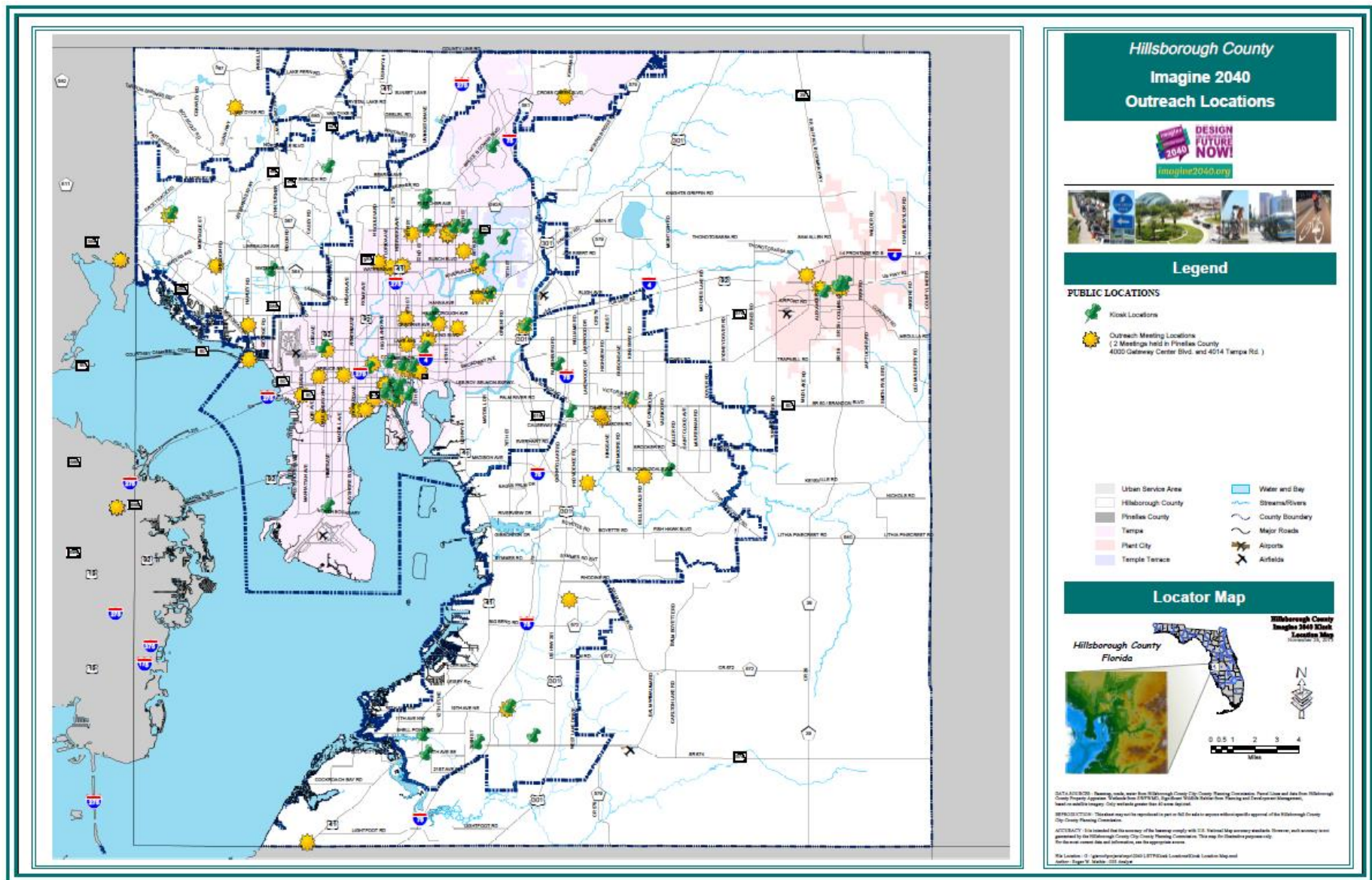
Collateral material included Imagine 2040 counter cards, stickers, T-shirts, and fact flyers. In addition, a special curriculum was developed for middle school and high school classes. Lastly, a letter from the Planning Commission and MPO executive director was sent in October to the 100 largest businesses in Hillsborough County to promote Imagine 2040 among their employees.

Imagine 2040 in Spanish

Recognizing that Hillsborough County's population is 28 percent Hispanic, staff created a Spanish version of the website that gave Spanish readers the same text, maps and graphics, and questions. The online version of the survey could be toggled between the English and Spanish versions. In addition, the October tabloid invited readers in Spanish to visit imagine2040.org.

Methods Used to Gather the Data

The survey covered the period from August 16 to November 11, 2013. **A total of 3,529 individuals participated in the survey.** They came from all over Hillsborough County and elsewhere and used a variety of methods to participate. **Figure 1.2** shows that the two-thirds of the data came through the website www.imagine2040.org. This was expected, given that this method allowed participants to take the survey at their convenience. However, many participated via alternate methods. Imagine 2040 kiosks were rotated throughout the county at key locations such as malls, community centers and other places with a lot of foot traffic (Appendix E provides a list of kiosk locations) along with the public meetings held throughout the county. Staff also collected data directly from the public at meetings and events using paper survey questionnaires and/or iPad tablets. **Map 1.1** shows the locations of kiosks and public meetings.



Map 1.1 Imagine 2040 Public Outreach Locations

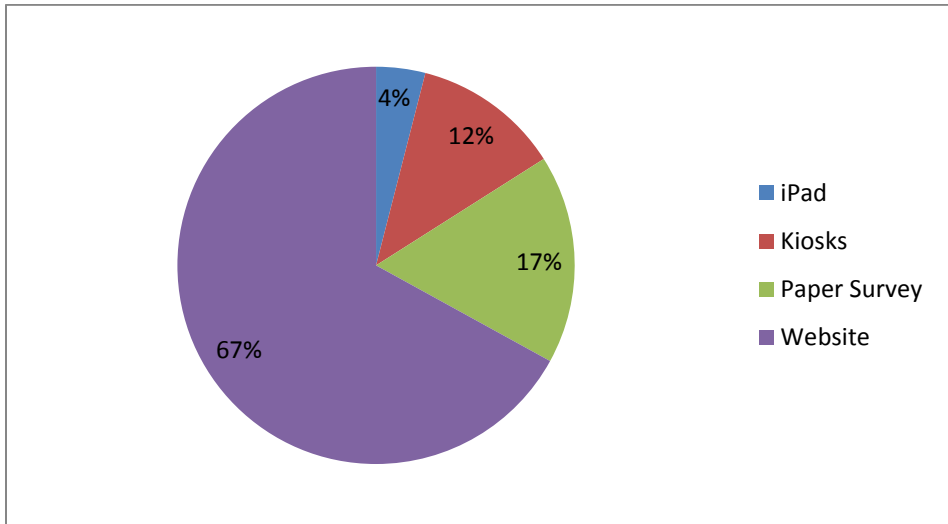


Figure 1.2: Data records by method of submittal

Who did we hear from?

People who took the Imagine 2040 survey were not required to register or give any personal information. However, to ensure adequate geographic coverage, the survey requested respondents provide their zip codes. Also, at their discretion, respondents could provide other about themselves, including their employment, activities within Hillsborough County, and if they were registered voters. Not all survey respondents furnished answers to these demographic questions, but **Figures 1.3 through 1.5** present the results from those who did.

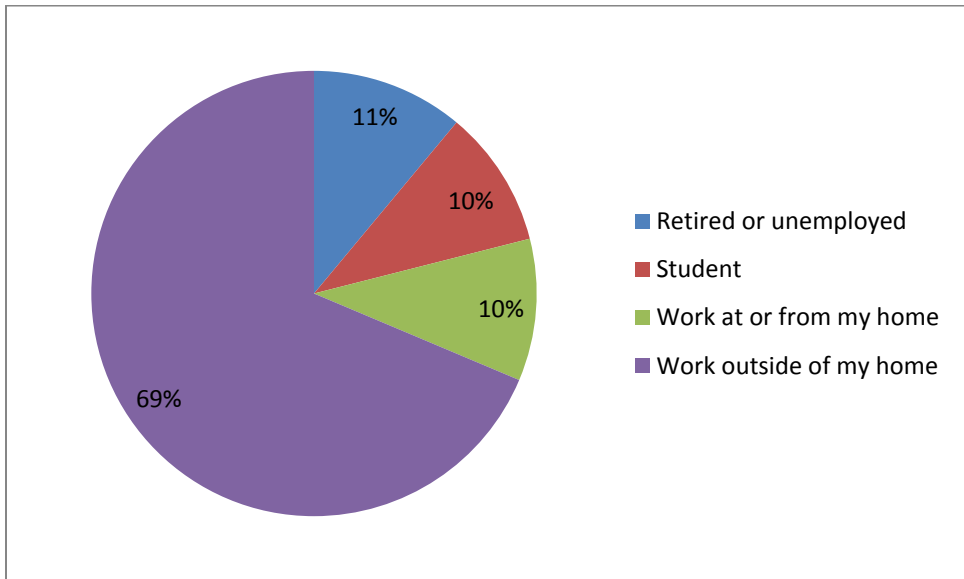


Figure 1.3: Work status indicated by survey respondents.

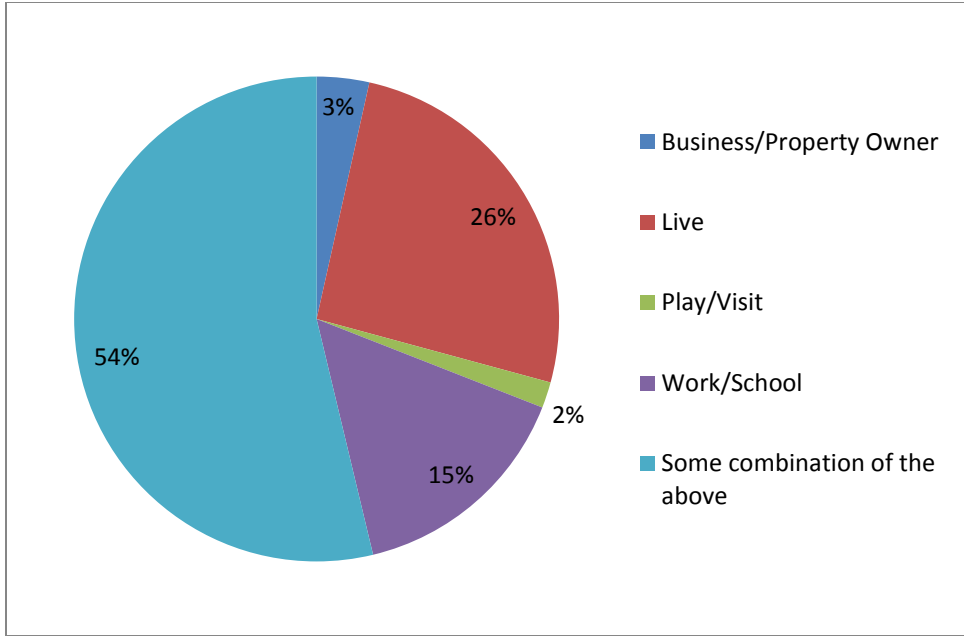


Figure 1.4: Activities in Hillsborough County indicated by survey respondents.

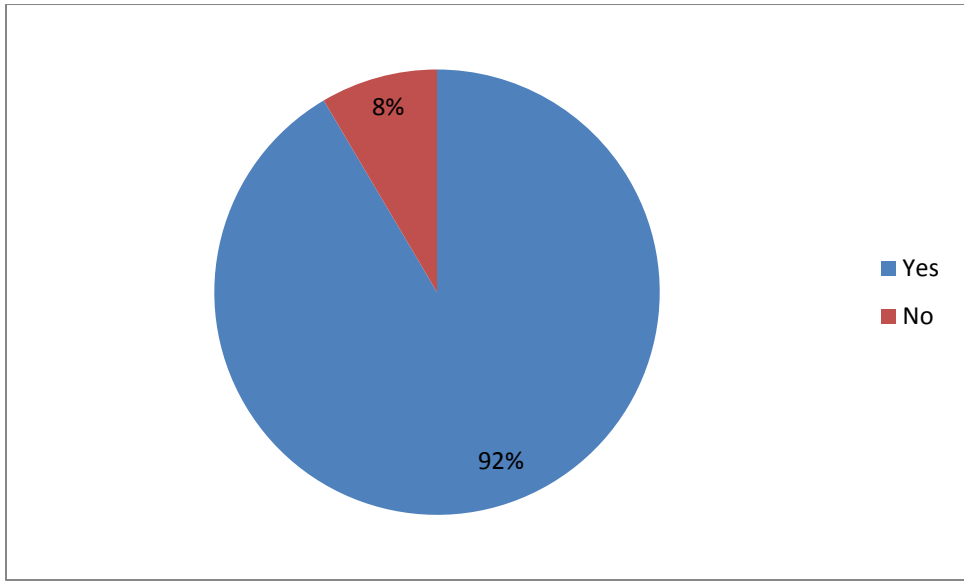
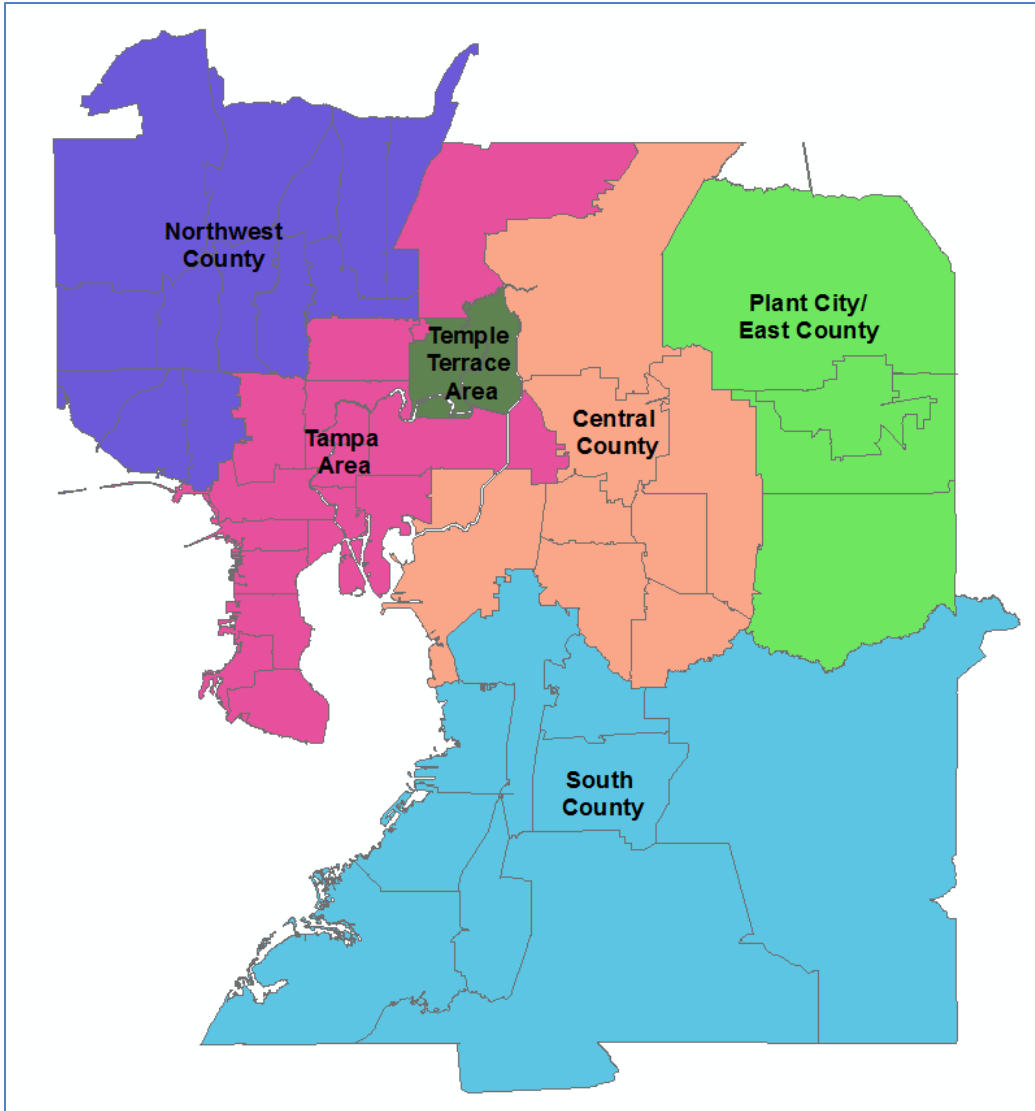


Figure 1.5: Voter registration as indicated by survey respondents.

Where did we hear from?

To facilitate geographical analysis of survey results, the county was divided into the six planning zones shown in **Map 1.2**, and zip code areas were grouped into these zones. Zip codes were aligned as closely as possible with Hillsborough County’s three incorporated cities, but they do not follow jurisdictional city limits precisely. **Table 1.1** shows the zones and zip code areas comprising them. Since the survey was not limited to Hillsborough County, responses were also received from surrounding counties and beyond. **Figure 1.6** shows the distribution of responses by location and **Table 1.2** shows the responses and response rate for each planning zone.



Map 1.2: Planning zones used in this report

Table 1.1: Zip code areas by planning zone

Northwest County			
33548	33549	33556	33558
33539	33615	33618	33624
33625	33626	33634	33635
Central County			
335510	33511	33527	33550
33584	33592	33594	33596
33619			
South County			
33534	33547	33569	33570
33572	33573	33578	33579
33598			
Plant City / East County			
33563	33565	33566	33567
Tampa Area			
33602	33603	33604	33605
33606	33607	33609	33610
33611	33612	33614	33616
33620	33621	33629	33647
Temple Terrace Area			
33617	33637		

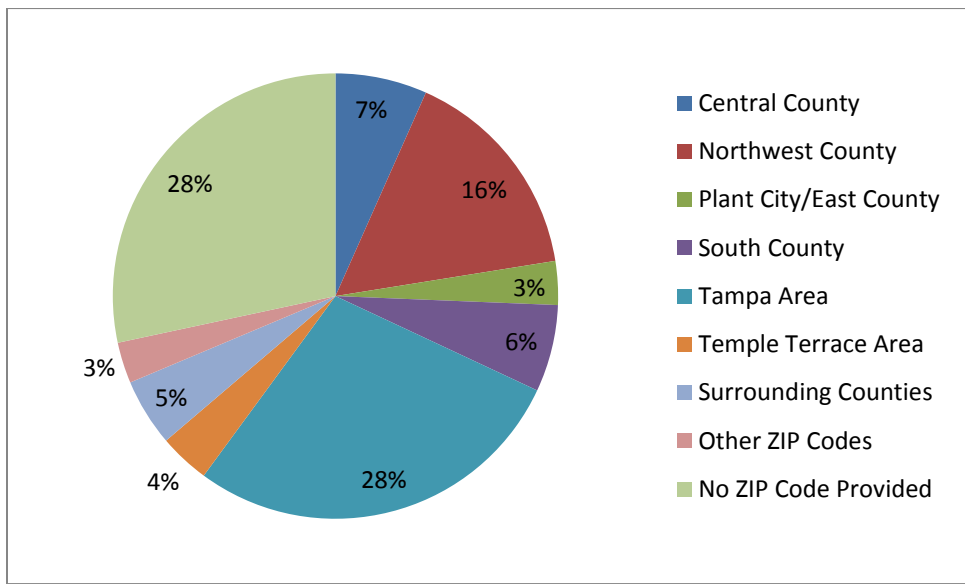


Figure 1.6: Location indicated by survey respondents

Table 1.2: Respondents and response rate by planning zone.

Planning Zone	Respondents	Response Rate (per 100,000 pop.)
Tampa Area	992	241
Temple Terrace Area	130	222
Northwest County	558	177
Plant City/East County	112	146
South County	223	110
Central County	235	102
Surrounding Counties	173	
All Other Zip Codes	105	
No Zip Code	1001	
	3529	

Limitations of the Survey Tool

Imagine 2040 was not designed as a scientific poll using a random sample of pre-selected households, but rather as a broad public engagement effort. The survey was widely publicized, and everyone was welcome to respond. All responses were provided on a strictly voluntary basis, and may or may not represent the perspectives of the average Hillsborough County citizen.

To make the survey as user-friendly as possible, it did not mandate that every question be answered. Participants were welcome to respond to as few or as many questions as interested them. Therefore, the tabulations in this report are based on varying numbers of responses to each survey question. For example, 28 percent of participants did not provide their zip code; therefore the discussion of how responses differed by geographic area is based only on those who did. Many respondents were interested enough to complete the entire survey. Out of more than 50 opportunities to rank, rate and comment on a wide variety of topics, the median number of questions answered was 33, which suggests a high level of engagement.

Other limitations include the potential for confusion regarding the star-based rating system in the survey. Specifically, some respondents expressed that they would like to give certain options zero stars. If they did so, it would have been interpreted as a skipped question, rather than as a rating of zero on a scale of 1 to 5. Also, some concepts referred to in the survey, such as special assessment districts or utility taxes, were not defined with technical details and could have been subject to misinterpretation by respondents.

This is not to minimize the value of Imagine 2040 as a tool for engaging the public. Imagine 2040 was by far most extensive public engagement effort ever mounted by the Planning Commission and MPO. In total, the survey obtained input from more than 3,500 participants, who submitted more than 91,500 data points and 3,363 individual comments. Going forward, more than 600 participants provided an email address, indicative of a desire to stay involved.

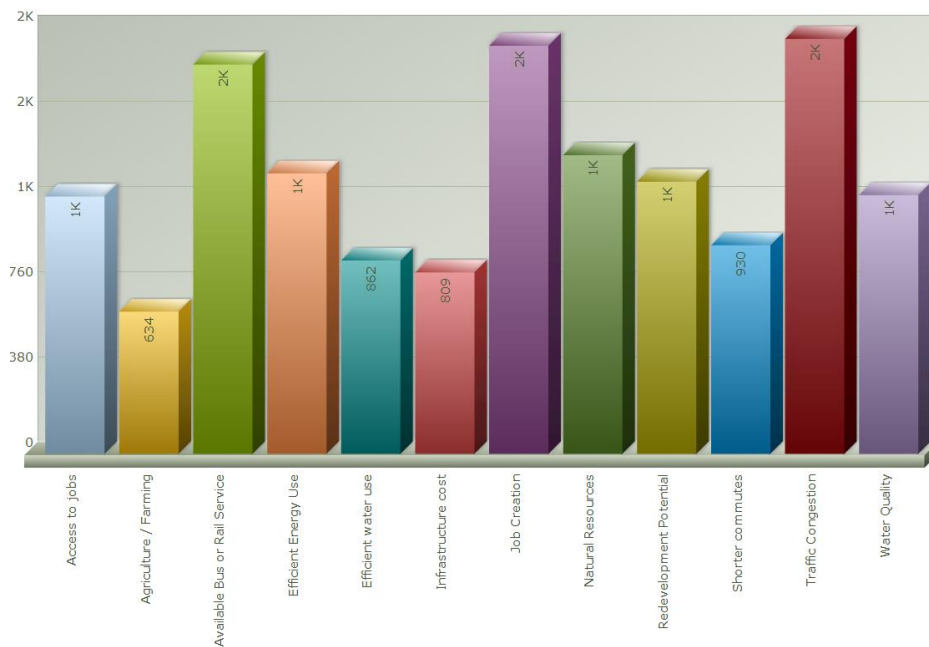
2. Priorities

The Imagine 2040 survey is designed around community priorities identified by the survey taker. The identified priorities provide a basis for evaluating the impacts on the environment, traffic congestion, commute times and other land use related issues associated with three land use development pattern scenarios.

Identifying the community’s top 5 priorities is the first question of the survey. A listing of 12 priorities was provided and the survey taker was asked to choose the top five priorities. They are summarized as follows:

1. **Access to jobs** from under-employed communities
2. Available **Bus or Rail Service** choices
3. **Redevelopment Potential** as a way to revitalize the community
4. **Job Creation** as a means for attracting new business and promoting business growth
5. **Efficient Water Use** through site design and housing types
6. **Shorter Commutes** from home to work and other destinations
7. Reducing **Traffic Congestion**
8. Protection of **Natural Resources**
9. **Efficient Energy Use** through community design
10. Minimizing **Infrastructure Cost**
11. Protecting **Agriculture/Farming** land uses
12. Protecting **Water Quality** from pollutants resulting from impervious surface run-off

Table 2.1 Ranking of Priorities by All Respondents



Survey takers also had the opportunity to identify priorities that they felt were important and not listed. This is a summary of the most cited priorities.

- Quality Education and Workforce Training (most cited)
- Affordable housing
- Police presence in the community and quality law of enforcement
- Air Quality
- Recreational opportunities
- Sidewalks, Bike lanes and trails
- Arts and Cultural venues
- Alternative/Renewable energy and green planning
- Resiliency and Response to climate change



PRIORITIES

After compiling all the survey responses, the overall Rankings of the County's "Top 5" Priorities for the future growth and development of the County identified from the Surveys were:

- 1. Traffic Congestion**
- 2. Job Creation**
- 3. Available Bus or Rail Service**
- 4. Natural Resources**
- 5. Efficient Energy Use**

Imagine 2040 Surveys were distributed Countywide. Staff and the survey kiosks travelled to multiple locations in an effort to gain input from many communities, stakeholders, and across a wide range of demographic populations. The identified top priorities were very similar across the County with some distinctions based on the character and locations of communities.

The Cities of Tampa, Temple Terrace and Plant City, identified a number of the same priorities. The survey takers identified Available Bus and Rail Service, Job Creation, Traffic Congestion, and Natural Resources as those included in the five top priorities for the jurisdictions. Distinct to each city, the surveys received in the City of Tampa identified Redevelopment Potential, the City of Temple Terrace identified Efficient Energy Use, and the City of Plant City/South County identified Infrastructure Cost as one of the top five priorities.

Survey Taker Comments:

"This is an absolute must (Available Bus and Rail Service) if Tampa/Florida plans to be relevant going forward. We need to work towards being more progressive and forward thinking. When making plans for the future of this area we actually need to think about the benefit of what we do today for future generations. NOT what is best for me today."

“The only way we can grow and protect our farmlands and water and other natural resources is to grow denser in our population areas. This requires a stronger transit system.”

“Our population in the region has already outstripped our supply. We need to do more to influence choices and not just accommodate preferences.”

Geographically, surveys received from residents in the Northwest, Central and South areas of the County similarly identified **Traffic Congestion, Job Creation, Available Bus and Rail Service, and Natural Resources** as those included in the five top priorities for the communities. Distinct to each geographic area, surveys received in the Northwest area identified **Redevelopment Potential**; the Central area identified **Efficient Energy Use**, and the South area identified **Access to Jobs** as one of the top priorities.

Survey Taker Comments:

“Job creation needs to be focused on innovative high wage jobs. We need job diversity as well. Too many “service” industry jobs. In order to attract these types of employers, we need to focus on creating a more forward thinking, progressively minded culture!”

“If we mandate that places must be safe and specifically designed for walking, the rest of the details work themselves out.”

“Looking for more GREEN ideas! Gardens, Farmers Markets, more community involvement.”

“I’m nearing 80 and my wife is 77 and we both agree that we must have updated methods to move the people around the city and county--and of course the state and beyond. Naturally we won’t live to see what we can envision but it has to improve. I’m willing to pay more taxes for everything to achieve those ends.”

Survey’s obtained in the unincorporated County areas within the Urban Service Area (USA), intended for urban and suburban growth, identified priorities somewhat different than areas intended agricultural uses and rural development, outside the USA. Within the USA, the top five priorities were identified as **Available Bus and Rail Service, Water Quality, Job Creation, Natural Resources, and Redevelopment Potential**. In areas outside the USA, **Water Quality, Job Creation, Natural Resources, Access to Jobs, and Agriculture/Farming** were identified as the top five priorities.

Survey Taker Comments:

“Cities are civilization. Density makes a city. Initiate plans that increase density from downtown tampa out.”

“Rail, rail, rail, rail, rail, rail - it is the future and has been in other communities for a decade or more.”

“We have to think about smart, sustainable planning. The urban sprawl needs to stop. Let's build up, not out.”

“Revitalize downtown... Build a better and more distinct skyline. This is so crucial yet so often overlooked...bigger buildings to help better position Tampa's image: I.E. Towers of Channelside should have been one 60 story tower, NOT two 30 storie towers.”

“We need a mix in the region, not all industrial or high tech jobs, but also agricultural to provide locally grown food.”

“This should be pretty obvious - If we don't protect our natural resources we won't have anything.”

Based on the surveys, the desire to reduce transportation congestion, provide greater access to transit and to have opportunities for alternative modes of transportation, including buses, light rail, and pedestrian and biking facilities appears to be one of the central themes in the identification of the County's priorities moving forward to the year 2040. Many of the comments reflect an awareness by the public that the County's economic prosperity and sustainability calls for seeking greater efficiencies in the form of development patterns, protection of natural resources and pursuing greater efficiency in the creation and use of energy. The common thread in the identified top 5 priorities, all deal with efficiency and growth.

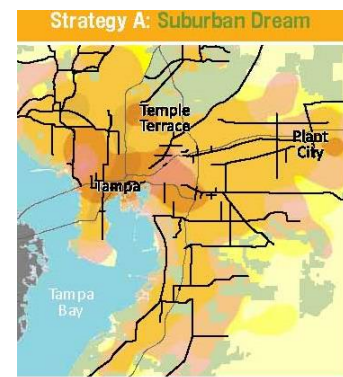
3. Growth Strategies

In order to facilitate discussion of alternatives, three divergent growth strategies were provided to participants. It was made clear that not any one of these alternatives would necessarily be the preferred growth strategy, but that these were broad and divergent examples to help the participant understand the full range of possibilities. It was made clear that the final preferred planning scenario would likely borrow from each of the scenarios while taking guidance from the results of the outreach effort. With that premise, participants were asked to **rank** each scenario in terms of their preference for how the scenario performed based on each participant's priorities.

3.1 Growth Strategies - Description and Performance

Strategy A: Suburban Dream

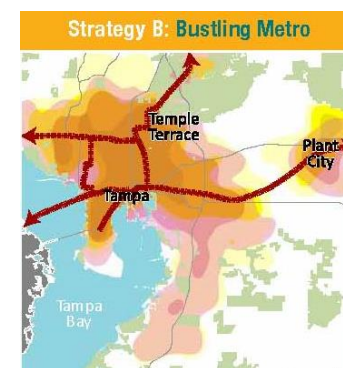
This strategy is characterized by new homes and businesses spread out around the country, an outward growth pattern. Most new homes would be built in suburban-style communities. Most new jobs would be spread around the county. Travel would be mostly by car. Many roads would need widening, bigger intersections, more overpass style interchanges, and advanced traffic management systems. The growth boundary would expand to fit new homes and businesses, consuming much of our rural and agricultural land. Roads, water, and sewer systems would be extended to new growth areas, and could be paid for by higher one-time fees on new development, and/or sales, gasoline, or property tax. There would be a high level of growth in undeveloped areas with mostly suburban-style neighborhoods. Most shopping and services would follow new homes along major roads. New office buildings and small office parks would be spread around the county, with only modest growth in the existing job centers.



This strategy is projected to perform at the bottom of the three, or second, in all priorities. Of particular note, this strategy would result in significantly more conversion of agricultural land than the other two strategies. The strategy also performs significantly lower than the other two strategies in water quality, natural resource impacts, and infrastructure cost. This is the only strategy of the three that is projected to result in a higher future per capita water use. This strategy is also projected to be the poorest performing in terms of job creation. It ranks second of the three, and only moderately lower than the first ranked, in terms of commute time and energy use.

Strategy B: Bustling Metro

This strategy is characterized by the infill of vacant lots and the revitalization of older areas around rapid transit stations. The strategy would focus growth in our cities and towns and invest in transit. Many new homes, shopping, and services would be located in new mixed-use centers around bus or train stations. Older shopping areas would be

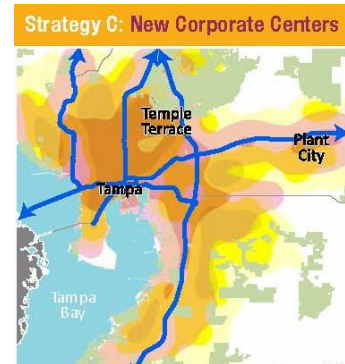


revitalized. Jobs would be focused mainly in existing business districts. The growth boundary would stay largely the same, preserving rural and agricultural lands. The transit system would be expanded, and could include rapid bus, rail, circulator shuttles, and walk and bike connections; this could be paid for with a higher sales tax or property tax, either of which may be used for transit. Many new office buildings would be built in Downtown Tampa, Westshore, and the USF area, with other new jobs near transit stations. Many older neighborhoods would be redeveloped and open lots filled in with more housing choices, including: single-family homes, townhomes, and apartments. There would be neighborhood shopping in town centers, transit hubs, and revitalized existing shopping areas.

This strategy performs the best in the most number of priorities, and performs second best in all others. It performed significantly higher than the others in Redevelopment Potential, Available Bus or Rail Service and Access to Jobs from Under-employed Communities. In fact, it was the only one of the three strategies that is projected to show an improvement in Available Bus or Rail Service and Access to Jobs from Under-employed Communities. This strategy was also the highest ranked for Efficient Water Use.

Strategy C: New Corporate Centers

This strategy is characterized by new business campuses and housing growth along interstate highways. New express toll lanes would be built in the interstate highway medians and other new, toll-funded roads and bridges would link key economic centers. Buses would use express toll lanes to bypass congestion. Many new jobs would be focused in the existing employment centers of Downtown Tampa, Westshore, and USF. New employment centers would be created along I-4 and I-75, with homes nearby. The growth boundary would be expanded some to accommodate new jobs and homes along these corridors. Roads, water, and sewer systems would be expanded in growth areas and could be paid for with tolls on new express lanes, with special assessments, and/or sales, gasoline, or property tax. Neighborhood services would be available in town centers.



The performance of this strategy among the priorities is mixed. It is estimated to perform least well of the three strategies in terms of Efficient Energy Use, Length of Commutes and Access to Jobs from Under-employed Communities. However, it performs the best of the three alternatives in terms of Job Creation and Traffic Delay, and is second best in the remaining priorities.

3.2 Respondent Ratings of Strategies

Strategy A: Suburban Dream

The Suburban Dream Strategy received a significant number of 1 star ratings, more than twice as many as the next highest rating of 2 stars. 46% of participants rating this strategy rated it only 1 star and the next highest percentage of respondents (19%) rate it only 2 stars. Only 9% of respondents rated this strategy 5 stars. It seems reasonable to conclude that an overwhelming number of respondents rejected this strategy with almost half of respondents rating it only 1 star.

Geographically, all areas of the county ranked this strategy lowest. Of all the geographic areas of the county, those living in the Tampa area gave it the lowest ratings. The South County Area ranked this strategy higher than other geographic areas, but still lower than the other two strategies.

Comments by those who like the Suburban Dream Strategy were dominated by those who cited a preference for the suburban life style including a slower pace and quiet neighborhoods.

“Option for less intense living style, but cluster to preserve open space. Include employment centers/ shopping / etc. in communities.” – User Comment

Comments by those who disliked the Suburban Dream Strategy were dominated by those who cited the potential for the negative effects of sprawl, including traffic congestion.

“Promotes sprawl - inefficient use of resources and infrastructure.” – User Comment

Strategy B: Bustling Metro

The Bustling Metro Strategy received a significant number of 5 star ratings, more than twice as many as the next highest rating of 4 stars. 52% of participants rated this strategy 5 stars. The next highest rating of 4 stars received 24% of the respondent’s ratings. Only 5% of respondents gave this strategy 1 star. This strategy had an overwhelming number of respondents who rated it the most favorable (5 stars) when compared to the other strategies.

This strategy was universally ranked the highest by all geographic areas of the county. Of all the geographic areas of the county, those living in the Tampa area gave it the highest ratings. The South County and Plant City Areas ranked this strategy lower relative to the ratings of other geographic areas, but still higher than the other two strategies.

Many of the comments by those who like the Bustling Metro Strategy cited the efficiency of the strategy with easy access to work and recreational activities.

“The brilliance of this strategy is that it at once preserves the green spaces that are Florida's greatest treasure, and also drastically improve quality of life for people. This means less time spent sitting in a car, more time spend walking or biking or riding trains. This means distances from home to grocery, gym, market, restaurants, amenities measured in blocks rather than miles, and hopefully work that is nearly as close. I want to be able to walk out into the beautiful Florida sunshine and take a stroll down the block to grab a cup of coffee, rather than getting into my car and driving nearly 5 miles each way to do so.” – User Comment

Those who disliked the Bustling Metro Strategy often cited concerns about overcrowding, traffic congestion and crime.

“Too crowded, not everyone wants to live in high-rise or city, crime.” – User Comment

Strategy C: New Corporate Centers

The New Corporate Centers Strategy received the most ratings in the 3 stars category, with the next most in 2 stars and 1 star, respectively. The highest rated category of 3 stars was less dominant than the highest ratings of the other strategies amounting to only 31% of the ratings. The next highest rating of 2 stars received 25% of ratings. 5 stars received the lowest number of ratings for this strategy, 11%. While the Bustling Metro Strategy was highly endorsed by respondents and the Suburban Dream Strategy was highly rejected by respondents, the New Corporate Centers Strategy received mixed results, with a predominance of ratings in the middle to lower end of the scale.

All geographic areas of the County ranked this somewhere between the other two strategies. Relative to the ratings of the other geographic areas of the county, the South County Area ranked this marginally higher than the others, but still lower than the Bustling Metro Strategy.

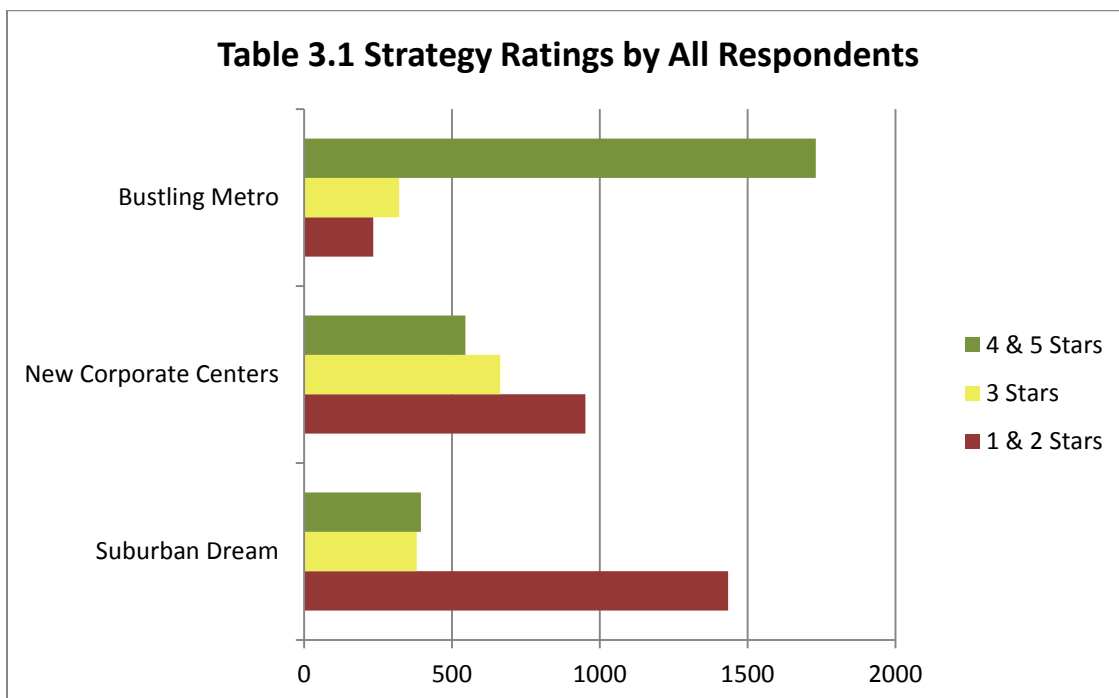
Those who liked the New Corporate Centers Strategy often cited the potential for mixed use development, easy access to work and recreational activities, and an improved quality of life.

“This brings occupation closer to the resident. The idea of living where you work to eliminate traffic, smog, energy waste, lost time in commutes...spend it at home with family.” – User Comment

Those who disliked New Corporate Centers Strategy often cited concerns about transportation congestion and the potential for urban sprawl.

“Sounds like creating lots of mini urban centers that will be points of traffic congestion along roadways that are already congested.” – User Comment

The table below shows the overall strategy ratings of the respondents.



4. Preferences

The purpose of this part of the survey was to identify options that could be included in the final Imagine 2040 redevelopment strategy. Several options were considered for the four proposed categories: homes, jobs, transportation and funding. It was important that these options were listed under these categories in order to give residents of Hillsborough County different scenario choices.

4.1 Housing Types

Recognizing the most desirable housing types is crucial to the success of any long range planning initiative. Therefore, it was important to provide residents with housing options ranging from low density to high density. Overall, six options were provided in this category and residents were charged with rating the housing development patterns that appealed the most to them.

New homes in the rural area on large lots

The new homes in rural areas on large lots highlighted a type of development pattern that encourages sprawl and possible elimination of agricultural and environmentally sensitive lands. The survey showed that the two most frequent star ratings for new homes in rural areas on large lots were one and two. About 2,383 individuals voted in this category and collectively approximately 62 percent selected the lowest star ratings, one and two. One star rating was given by about 42 percent of the residents. Only 11 percent of the residents selected five stars.

The results indicate that residents are aware of the negative externalities associated with the use of rural lands for new development purposes. **Countywide, this shows a consensus by residents to decrease sprawl.**

New homes in the rural area in cluster divisions

New homes in rural areas in cluster subdivisions identified a type of development that is encouraged in areas that are far from the city center thus promoting long commutes and increase funding for infrastructure. The two most frequent star ratings for new homes in rural areas in cluster division were one and two. About 2,224 individuals voted in this category and collectively approximately 55 percent selected the one and two star ratings. One star rating was given by about 32 percent of the residents and only about 8 percent of the residents selected five stars.

The results indicate that residents are not fond of continued urban sprawl and living far from city and town centers. Countywide, this shows a consensus by residents to develop in cluster divisions, however not in areas that will encourage sprawl and decrease environmentally sensitive land.



Single family homes filling in existing suburban and urban areas

Single family homes filling in existing suburban and urban areas highlighted development patterns that minimized infrastructure costs and promoted reuse and retrofitting measures. The survey showed that the two most frequent star ratings for single family homes filling in existing suburban and urban areas were three and four. About 2,234 individuals voted in this category and collectively approximately 57 percent selected the three and four star ratings. One star rating was selected by about 5 percent of the residents and about 25 percent of the residents indicated five stars.

Residents seem to be leaning more toward a strategy that keeps them close to existing amenities. By filling in existing suburban and urban areas there may need to be some investment in infrastructure to improve current conditions but not as much as creating new infrastructure to meet new rural areas development.

Rebuild commercial “strips” corridors with apartments and townhomes

Rebuilding commercial “strips” corridors and apartments and town homes is a strategy that encouraged a live work environment commonly seen in New Urbanism. The survey showed that the two most frequent star ratings for rebuilding commercial “strips” corridors with apartments and townhomes were four and five. About 2,236 individuals voted in this category and collectively approximately 59 percent selected four and five star ratings. One star rating was selected by about 7 percent of the residents and about 29 percent of the residents indicated five stars.

The results indicate that residents are aware of the benefits this strategy encourages and its implications for live, work, and recreation opportunities. Not only is there a strong live-work relationship between residents, but current deteriorated strip malls can be improved as well as the maximization of land use along major corridors.

High density residential in job centers like Downtown, Westshore, and USF

High density residential in job centers like Downtown, Westshore, and USF promotes vertical residential patterns seen in large metropolitan areas. The survey showed that the two most frequent star ratings for high density residential in job centers like Downtown, Westshore, and USF were four and five. About 2,267 individuals voted in this category and collectively approximately 63 percent selected four and five star ratings. One star rating was selected by about 9 percent of the residents and approximately 40 percent of the residents indicated five stars.

This indicates that residents are interested in living and working in areas that are close to each other. This demonstrates that residents are also interested in vertical residential patterns seen in large metropolitan areas that encourage the use of mass transportation.

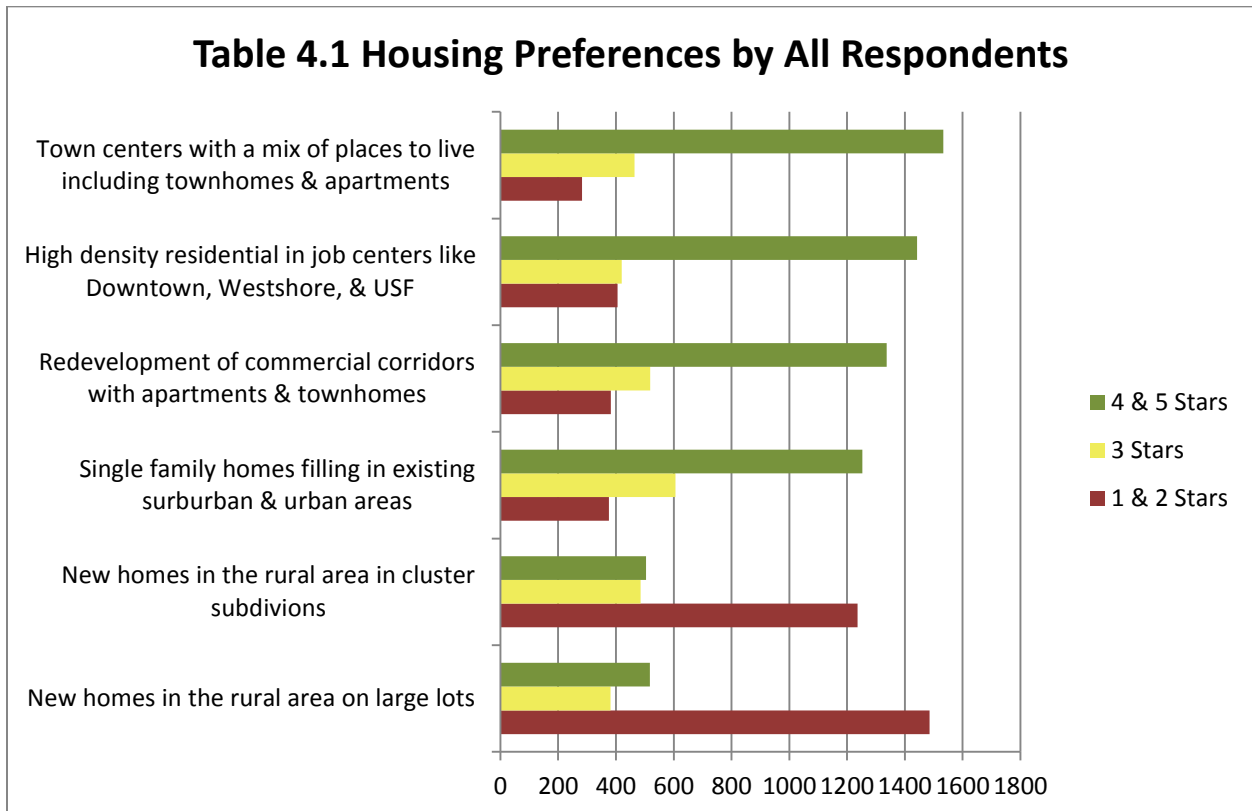
Town centers with a mix of places to live including townhomes and apartments

Town centers with a mix of places to live including townhomes and apartments provide different housing options for individuals. It promotes diversified neighborhoods with a mix of rental and ownership options. The survey showed that the two most frequent star ratings for town centers with a mix of places to live including townhomes and apartments were four and five. About 2,279 individuals voted in this category and collectively approximately 67 percent selected the highest ratings, four and five. One star rating was given by about 4 percent of the residents and about 39 percent of the residents indicated five stars.

The results demonstrate that a higher percent of residents were interested in having a mix of housing types to choose from. Countywide, these show a consensus that provides an opportunity to develop a wider range of communities with small town centers. A greater opportunity is also created for residents to develop a sense of community and civic responsibility. Ultimately commute distances for daily services would be shorter and walkability throughout neighborhoods would increase.

Just for housing types on which the consensus is not clear, check ratings by planning area. Were there any noticeable differences?

The table below shows the overall ratings by the respondents for the different housing types.



Housing Type by Planning Area

The preferred housing type by planning area was consistent with the overall responses. Residents in rural planning areas showed a preference for lower density development patterns however they still rated high density development in existing job centers as their overall preference.

There was a common theme that occurred against building new homes in the rural area. Most residents expressed their concern for the environmental preservation. One resident expressed his concern by stating, “Do not waste valuable raw land to pave over and create suburban sprawl in the effort to allow developers cheaper raw land. We need the raw land to allow us to capture the available rainfall and have natural greenery to clean our air. Vegetation is the lungs of our earth.” This is a clear indication that residents are leaning towards more sustainable development ideas. Others expressed their preference for a built up urban service area that does not entertain the thought of more development outside the urban service boundary. Most residents advocated for a Hillsborough County that preserved agricultural and natural resources and relied less on cars to get from home to work and vice versa.

There was positive feedback from residents concerning filling in existing suburban and urban areas and town centers with a mix of places to live including townhomes and apartments options. Primarily, residents believed that infill development is needed but mainly in already developed urban areas. One resident stated that “Infill is great, especially inside the existing city limits but suburban infill is problematic. Infill must be acceptable to the local residents without any recourse”. Residents were also interested in development that focused on live and work opportunities in their communities. However, significant concern was expressed over the potential for this type of development to extend past the urban service boundary. One resident expressed concern over this development style and stated “This is a false leader. Town centers are a way for developers to build around local corporate areas and expand the urban service area”.

The challenge for planners and policy makers over the next 25 years is to provide a balance of housing types that protects neighborhoods, protects agricultural and environmentally sensitive areas, and reduces the expansion of sprawl.

4.2 Jobs

Recognizing the most desirable employment pattern is also crucial to the success of any long range planning initiative. Therefore, it was important to provide residents with job options that covered a range of development scenarios. Overall, five options were provided in this category and residents were charged with rating the employment development patterns that appealed the most to them.

In existing job centers like the USF area, Westshore and Downtown

The survey showed that the two most frequent star ratings for employment in job centers like USF, Westshore and Downtown were four and five. About 2,407 individuals voted in this category and collectively approximately 69 percent selected the highest star ratings, four and five. A five star rating was given by about 42 percent of the residents and only about 3 % of the residents selected one star.

The results indicate that residents are interested in re-focusing commercial development in the existing commercial districts, as opposed to new job centers throughout Hillsborough County. Countywide, a greater opportunity is presented for the revitalization of these existing deteriorated areas. Also an opportunity is provided to improve existing infrastructure and transportation systems within these areas through redevelopment and a maximization of land use.

Redevelopment and filling in existing corporate parks and industrial areas

The survey showed that the two most frequent star ratings for redevelopment and filling in existing corporate parks and industrial areas were four and five. About 2,271 individuals voted in this category and collectively approximately 61 percent selected the highest star ratings, four and five. A five star rating was given by about 31 percent of the residents and only about 4 % of the residents selected one star.

The results indicate that residents are interested in remediating of existing job centers, as well as the filling of empty commercial buildings in corporate parks. There is a common belief that many of these areas are currently underutilized and could be better used. The provisions for redevelopment in these areas will help with the decentralization of populations into smaller more efficient community operations. Countywide, an opportunity can be provided for the infrastructure and mass transit improvement. Many of the existing empty corporate parks and industrial areas can be revitalized to allow for new services within these areas.

Creating new office parks along interstates like I-4 and I-75

The survey showed that the two most frequent star ratings for creating new office parks along interstate like I-4 and I-75 were one and three. About 2,247 individuals voted in this category and collectively



approximately 47 percent selected the star ratings one and three. One star rating was given by about 23 percent of the residents and only about 16 percent of the residents selected five stars.

The results indicate that residents are aware of the current state of office parks in Hillsborough County. Residents shared concern over the many vacant and underutilized parks that already exist within the region.

In town centers with a mix of places to work like retail and office space

The survey showed that the two most frequent star ratings for new homes in rural areas on large lots were four and five. About 2,261 individuals voted in this category and collectively approximately 66 percent selected the highest star ratings, four and five. Five star ratings were given by 36 percent of the residents and only about 3 % of the residents selected on star.

This indicates that residents are interested in development patterns that allow a mix of commercial uses. It demonstrates that individuals are interested in flexibility that can be provided in an area that allows you to work and shop within walking distance. Countywide, an opportunity is provided for local businesses and larger corporate firms to be in close proximity to each other, thus, creating an opportunity for small business startups and retention.

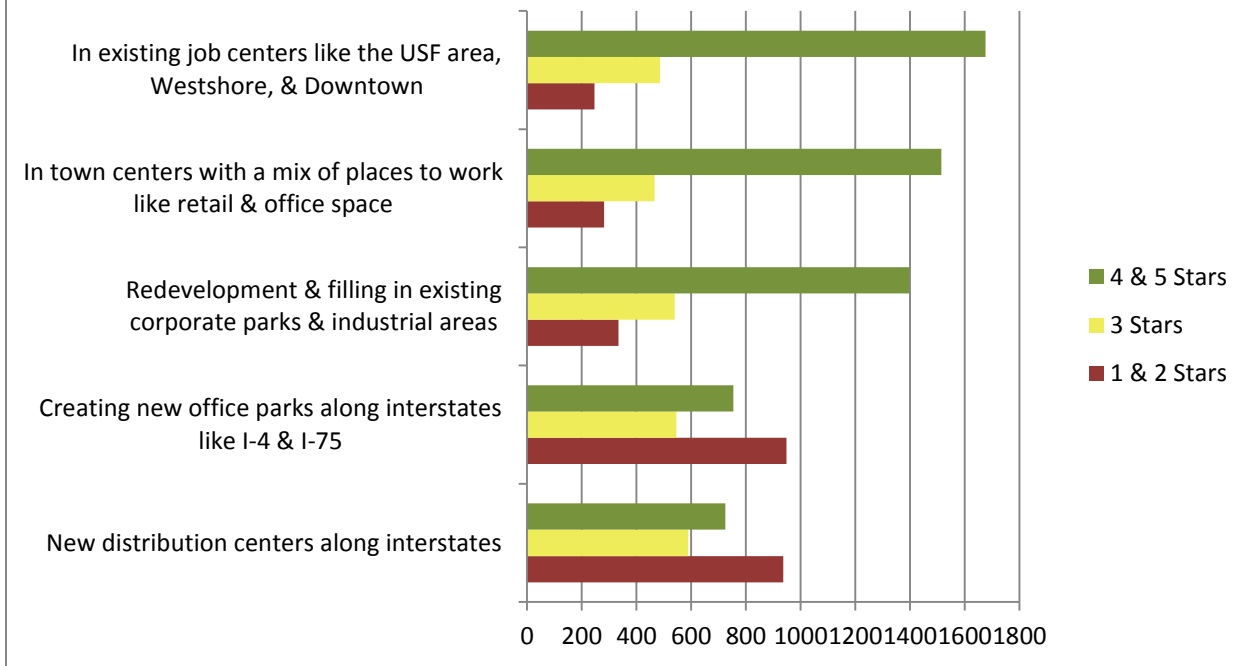
New distribution centers along interstates

The survey showed that the two most frequent star ratings for new distribution centers along interstates were one and three. About 2,250 individuals voted in this category and collectively approximately 49 percent selected ratings one and three. One star rating was given by about 22 percent of the residents and about 15 percent of the residents selected five stars.

Based on comments, residents were not necessarily interested in new distributions centers along interstates because of the possibility of increased traffic congestion. It is believed that these distribution centers will attract low paying jobs that will place a burden on the economy. Countywide, it is believed that these distribution centers will drain the local economy as tax breaks are given to big businesses to locate here.

The table below shows the preferred job growth by the respondents.

Table 4.2 Job Preferences by All Respondents



Jobs by Planning Area

The preferred jobs by development scenario for each planning area were consistent with the overall responses.

There was a common theme that occurred around the idea of locating job centers in different areas. Most residents expressed their concern for the existing corporate centers that are currently being underutilized. One resident expressed his concern for new distribution centers along the interstates by stating, “Absolutely not. These centers are nothing more than a drain on the local economy as they are given tax breaks to build here, to create immense environment issues with storm water runoff by paving over large areas of land. This will also create the need for more access roads and the increase of traffic patterns in the area, as well creating more traffic gridlock.” This is clear indication that residents are very critical about issues that pertain to the environment, traffic and the economy. Others expressed their preference for stricter regulatory policies that does not entertain the thought of opening up rural areas to unbridled commercial development.

There was positive feedback from residents concerning the redevelopment and filling in existing corporate parks and industrial areas. Primarily, residents believed that vacant commercial lots need to be utilized before new corporate centers are developed. One resident stated that “absolutely, no future commercial development should be allowed until all corporate park and existing industrial areas are fully utilized. Also no commercial development should be allowed in the rural service areas.” Most residents advocated for a Hillsborough County that focused more on remediation of existing corporate centers, as opposed to new office parks and distribution centers.

4.3 Transportation

Transportation – Preferences and Ratings

For this portion of the survey, the respondents were asked to rate their preferences of possible transportation improvements for the county. These projects ranged from smaller improvements such as signal and intersection improvements to large scale projects including express toll lanes and commuter or light rail. The preferences are listed below:

1. New express toll lanes
2. Smart traffic signals and better intersections
3. Sidewalks, bicycle lanes, and trails
4. Smaller circulators and shuttles serving neighborhoods and business districts
5. Commuter or light rail
6. Express or rapid transit bus

Each respondent was asked to rate the preferences from one to five stars, and they were given the opportunity to comment on each. This section discusses the results of the transportation preferences for the survey as a whole and broken out by geographic areas.

The overall response of the transportation preferences is much in line with the overall survey results. The three most preferred transportation improvements were *commuter or light rail*, *smart traffic signals and better intersections*, and *sidewalks, bicycle lanes and trails*. Each of these improvements would be supported by the preferred Bustling Metro scenario and are in line with the vision of the current 2035 Long Range Transportation Plan.

New Express Toll Lanes

While each of the transportation preferences were rated favorably, *New Express Toll Lanes* was the least preferred. Only about 43 percent rated new express toll lanes with 4 or 5 stars, while about 34 percent rated the preference with 1 or 2 stars. The respondents were most split on this ingredient, but still overall favorable. Of all the proposed ingredients, this was the only transportation improvement that would add capacity to roads, and while this was the least popular, tolling was the second most popular of the funding solutions. While some respondents were in favor of user the user pay approach of tolls, the focus was more so other improvements that would increase the functionality of the transportation system and the addition of new and improve transit service. Favorable comments included:

This could make sense because those who must or insist upon driving would be paying for the road use.

Many of the respondents felt that the additional capacity would encourage more vehicles and that this was not a viable solution. Those in opposition felt:



This does not replace the need for rail transit. It also encourages further car-centric sprawl on the fringe at the expense of everything in between.

Tampa needs a regional rail/light rail system. Highways alone will not be able to cope with transportation issues in the future.

Smart Traffic Signals and Better Intersections

Smart Signal and better intersections was overall the second most favored transportation ingredient. Many of the respondents felt that this would improve safety of the transportation, while increasing traffic flow and easing congestion. About 75 percent of the respondents rated this ingredient with 4 or 5 stars and only about 9 percent rated it with 1 or 2 stars. Safety was the overall theme of the comments with one respondent saying:

SAFER intersections. Currently when a pedestrian hit the button to cross, it says that it is "safe" to walk, when the cars have a green light. It should be when a pedestrian hits the button to cross, all lights turns red. We have too many pedestrian deaths in Tampa. Most people dont use the crosswalks, because of how dangerous they are.

Those respondents in opposition felt that this accomplished too little and that the focus should be on improvements that provided alternatives to automobiles.

The benefit from better traffic signals will probably be minimal, so why focus much attention and money on it. Tampa needs to focus on ALTERNATIVES to the car, improving traffic signals and intersections won't allow the county to absorb 600,000 additional cars with those 600,000 new people.

This is a good idea. But better public transit would do a better job of eliminating traffic congestion.

Sidewalks, Bicycle Lanes, and Trails

Sidewalks, Bicycle Lanes, and Trails was the third most preferred transportation ingredient. About 74 percent of the respondents rated this with 4 or 5 stars, and only about 10 percent rated it with 1 or 2 stars. The focus of many the respondent was increased safety for bicyclist and pedestrians. Many of the respondents felt that safe bike/ped facilities are core pieces to an urban infrastructure and that these facilities have been neglected in the past.

Time to make America's most dangerous streets safer for the many who want to ride their bikes and walk in their streets.

Cyclist and pedestrian accidents are a scourge of our city. Making it more safe and efficient to get around without a car should be more of a priority

These are not "enhancements". They are a core piece of infrastructure that has been neglected. Should focus on creating Neighborhood Greenways and short connecting trails across cul de sacs, drainage canals, and parking lots.

In addition to the increase in safety for bicyclist and pedestrians, many felt that these improvements to the transportation system would promote healthy lifestyles for the community.

Encourages exercise, makes traveling safer for bicyclists, and allows tourists to explore more parts of Tampa.

This promotes a healthier lifestyle.

Those opposed to sidewalks, bike lanes, and trails were not opposed completely but instead felt that they did not do anything to improve congestion within the transportation network.

Adds to quality of life by making our transportation system safer but doesn't appreciably improve congestion

Smaller Circulators and Shuttles Serving Neighborhood and Business Districts

Smaller Circulators and Shuttles Serving Neighborhood and Business Districts was rated fifth of six among the transportation preferences. About 51 percent of the respondents rated this favorably with 4 or 5 stars and about 22 percent rated it unfavorably with 1 or 2 stars. Many felt this would be a good supplement to the transit system, connecting people to larger transit hubs or around certain areas. A few respondents in support of the circulators felt that for this to be successful frequency of service is key. Many suggested that other areas with similar service be looked at for success stories and also mentioned the current streetcar and how to improve service.

Public transportation only starts to make sense when it allows people to get rid of their cars. So, public transport needs to be tight and frequent enough for people to get to work, restaurants, beach, entertainment from anywhere in Tampa Bay with very short waits for connections (15 min).

Either the streetcar should run during normal business hours (before noon!) or a shuttle should connect Ybor and Channelside to downtown.

Those in opposition were concerned with the funding of the service, with some suggesting private funding.

I fail to see how this even pays for itself, with the limited passengers.

Let the private sector provide this service.

While *Smaller Circulators and Shuttles Serving Neighborhood and Business Districts* was not the top choice of the respondents, it was favored and many felt that it was a good supplement to the larger transit system.

Commuter or Light Rail

Commuter or Light Rail was the top rated transportation ingredient of the respondents. About 77 percent of the respondents rated this with 4 or 5 stars and about 14 percent rated it as 1 or 2 stars. Many respondents felt that rail is essential to a successful transit system and that it is needed to connect that region. Those in opposition were most concerned with the funding sources and whether or not there is a need for rail in the area. Of all the comments, the rail comments were the most vocal, either for or against, among all the comments for the transportation ingredients. Overall the comments were in strong favor of rail, but there were also a fair amount of comments in opposition to rail than any of the other transportation ingredients. Of the 53 comments on the topic, 41 were favorable and 12 were opposed to any rail.

Some comments in favor of commuter or light rail include:

Key to economic growth and improved air quality.

Rail is what we need most of all to elevate our potential economy!

If Tampa Bay wants a future (or a better future) there's no alternative to light rail. Everything hinges on it. People who have options will move to more livable places

Absolutely crucial to growth and keeping current with other metro areas!!!!!!

If we want to compete with other large cities, commuter or light rail is CRITICAL.

Tampa will always be considered a third tier city UNTIL there is SOMETHING like this.

Comments from those in opposition include:

This is still an awful idea, plus they gave our government funding away to other projects. Please stop suggesting this.

ABSOLUTELY NOT!! NO WAY!! Light rail cannot be moved with demographics and the existing area and population does not warrant it as has been proven in North Carolina and other areas. Taxpayers should not fund this albatross.

Light rail is fiscally irresponsible. As nice as it sounds, it light rail is a drain to taxpayers in metro areas where it now exists.

Express or Bus Rapid Transit (BRT)

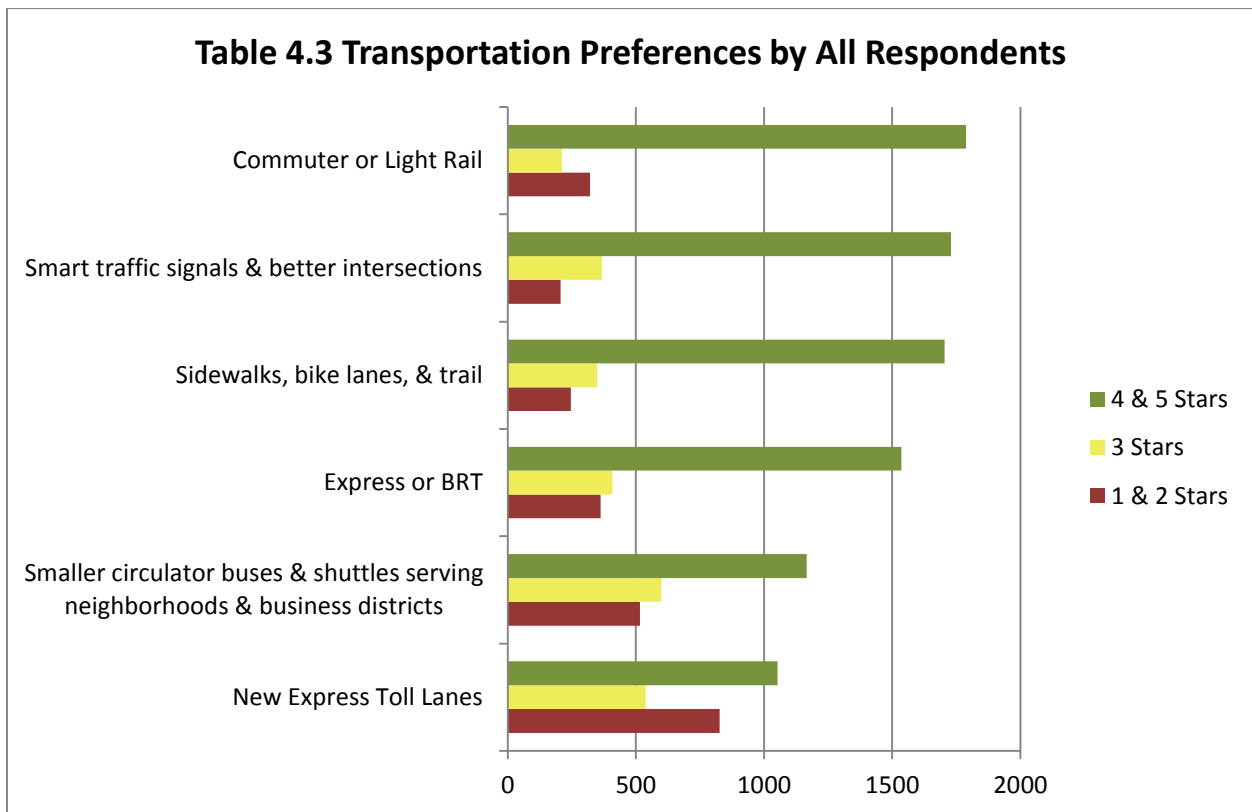
Of the transportation ingredients, *Express or BRT* was ranked fourth of six. About 67 percent of the respondents were favorable with 4 or 5 stars, while about 15 percent rated it with only 1 or 2 stars. The comments were mostly favorable, with some saying it was a good alternative to rail, while others felt it was an interim solution to rail. Some of the comments include:

This is really only an interim solution for eventual rail service. Focus the efforts on rail and skip the express buses. That said, put emphasis on improving pedestrian access to all existing bus stops.

The better option, easier to change route and stops without pulling up rails!

All of these are needed in the appropriate place. Just because we have BRT or Toll Lanes, does not mean we do not need rail. In my opinion, a comprehensive plan using the all transportation treatments is needed. It is not a zero sum game, all rail and no BRT or all tolls and no transit.

The table below shows the ratings of the transportation preferences of all the respondents.



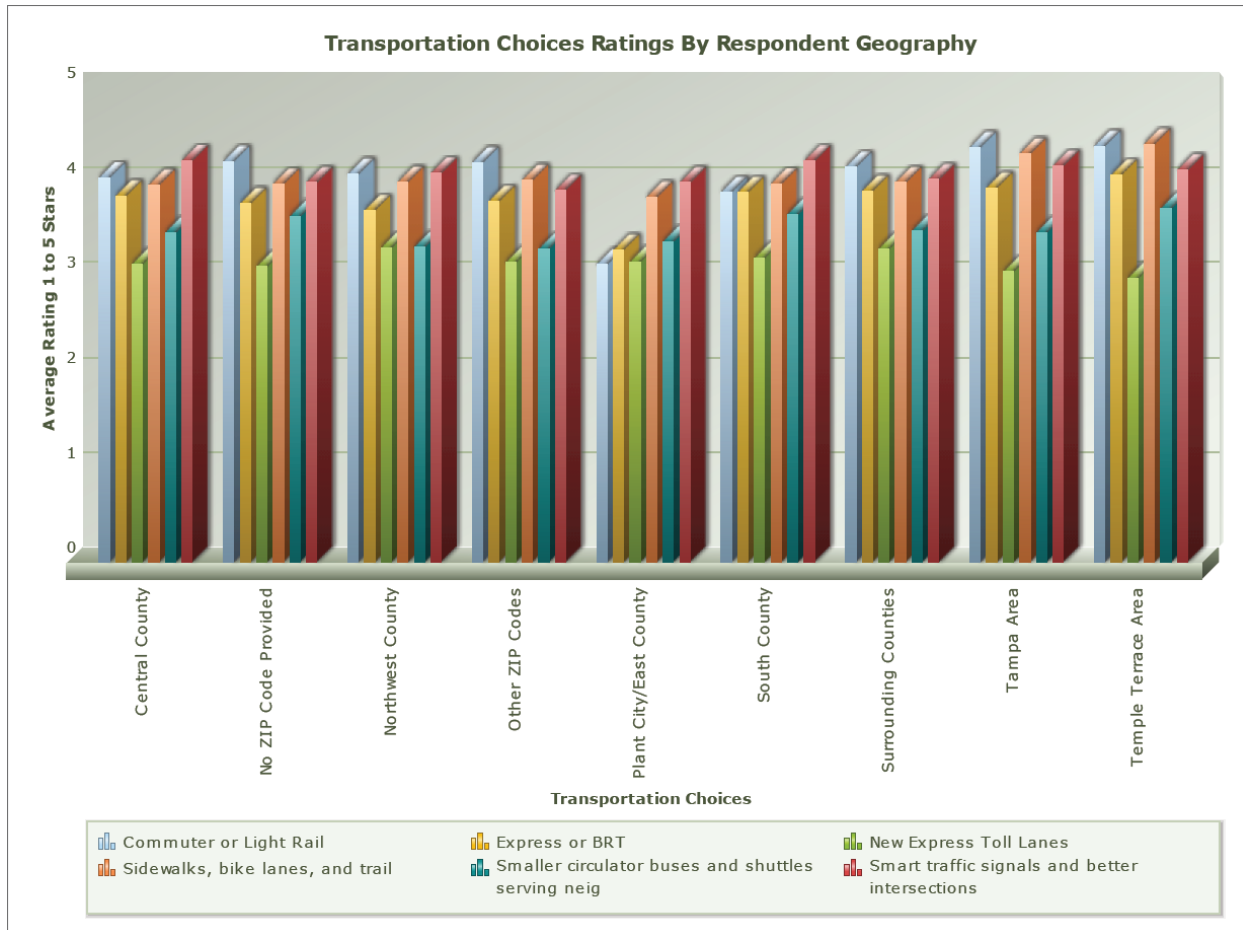
Transportation Preferences by Geography

When analyzing the transportation preferences by geographic area, the results were much in line with those preferences of the county as a whole. One difference was that residents of the more urbanized areas gave higher ratings to *Commuter or light rail*.

New express toll lanes was the least favored option in every geographic area with the exception of Plant City/East County, where *Commuter or light rail* was the least preferred. This area also rated *Express bus or BRT* as a low priority, in contrast to the rest of the county.

All parts of the county favored *Smart traffic signals and better intersections*, as well as *Sidewalk, bike lane and trail* improvements.

The table below shows the fluctuation of preferences among the geographical areas.



Conclusion – Transportation Preferences

Every type of transportation improvement received more high ratings than low ratings, reflecting public desire for a wide range of transportation facilities. There may be some hesitancy about creating new express toll lanes among a large minority. Investing in rail is generally supported, but more strongly in the urbanized area. Many commenters said that a multi-modal focus is needed, and that safety for all transportation modes should be the top priority.

4.4 Funding

Funding Sources – Preferences and Ratings

Respondents were asked what is the fairest and most reasonable way to pay for new infrastructure, and given eight options to rate:

1. Property Tax
2. Gas Tax
3. Utility Tax
4. Sales Tax
5. Tolls on new lanes
6. One-time fees on new development
7. Special Assessment Districts
8. No new taxes / maintain what we have

Three of these options had noticeably more high ratings (4-5 stars) than low ratings (1-2 stars). In descending order of popularity, these were: one-time fees on new development; tolls on new lanes; and sales tax. It is interesting that *tolls on new lanes* was a preferred funding source, even though it was not a universally popular type of transportation improvement.

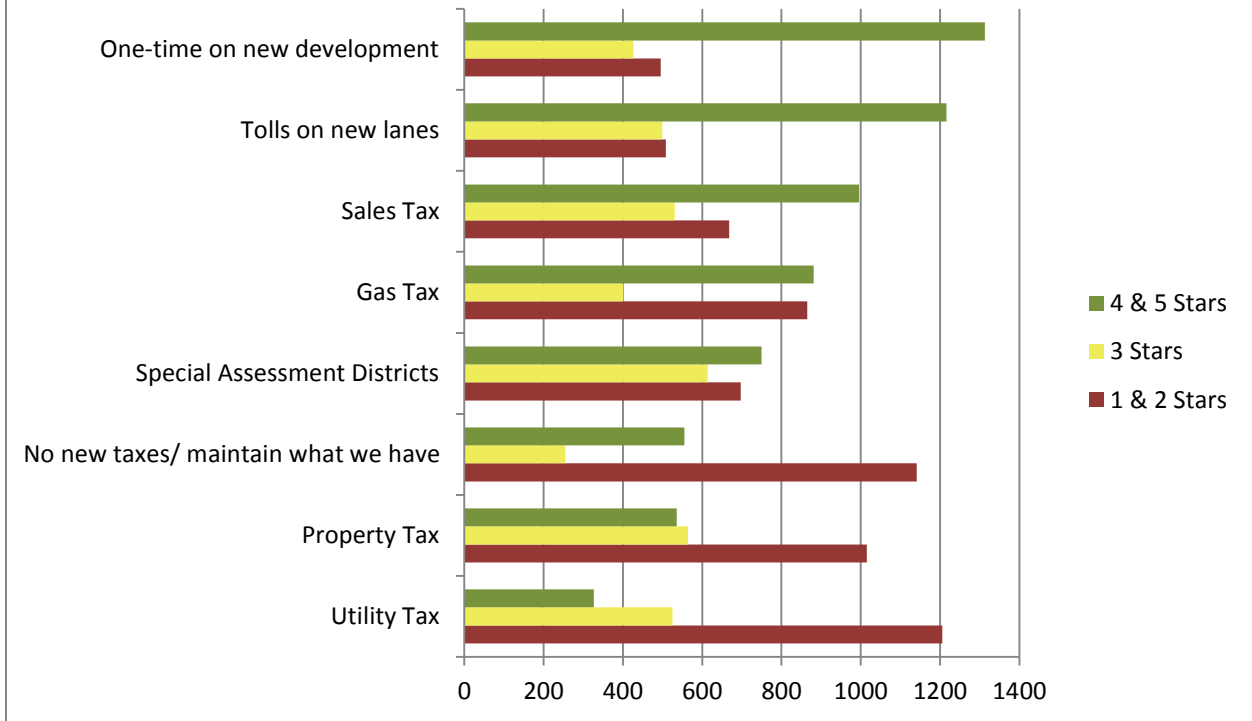
The least popular funding options were, in descending order of popularity: property tax; no new taxes/maintain what we have; and utility tax. The utility tax received 4-5 stars from only 15 percent of the respondents; 58 percent gave it 1-2 stars. *No new taxes* not only received more low marks than high marks, it was also the option with the greatest single number of one-star ratings, sticking out as an unpopular choice.

The respondents were split on the gas tax with 41 percent high marks and 40 percent low marks. Special assessment districts were also split with 36 percent high and 34 percent low.

Comments varied greatly. Some respondents suggested that a vice tax or a tourism tax would be preferable.

The table below shows the funding preferences of all the respondents.

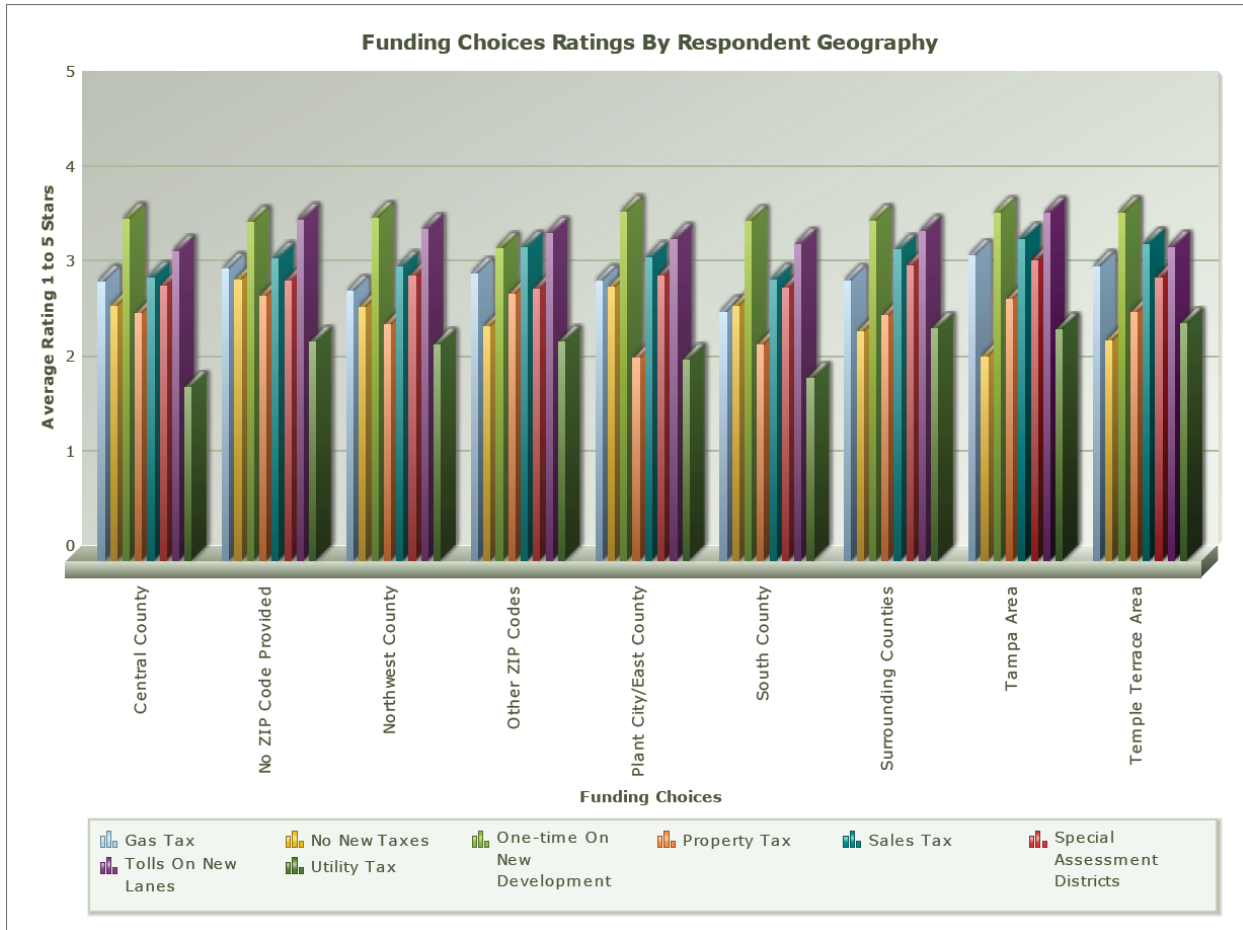
Table 4.4 Preferred Funding Sources by All Respondents



Funding Sources by Planning Area

The preferred funding sources by planning area were consistent with the overall responses. The most popular options were *one-time tax on new development*, followed by *tolls on new lanes*. *Sales tax* was the third option preferred by each of the planning areas, and a *utility tax* was the least preferred.

The table below shows the preferred funding sources by planning area.



Conclusion – Preferred Funding Sources

The responses suggest that there may be support for additional funding for infrastructure if it supports the county’s growth plan. *No new taxes/ maintain what we have received* a low one-star rating from a strong majority of respondents. The funding sources with the greatest consensus were the one-time fee on new development; tolls on new lanes; and the sales tax.

5. Conclusions

There were approximately 10,000 visits to the Imagine 2040 website. Of those visits 3,529 visitors actually took the survey. From this public outreach process the Planning Commission staff has gotten distinct and diverse comments as to what the Hillsborough County's direction should be in the year 2040. We have determined what the priorities the community wants to focus on as we move toward the middle of the 21st century and how we as community must make choices on what will be required to set the tone for what Hillsborough County will look like in 2040.

Highlights

The survey results indicated the first choice of most survey takers was the Bustling Metro performing best in most of the priorities as well as second best in all others. The next highest ranked choice was the New Corporate Centers. This scenario received mixed results in the ranking but was higher ranked than the Suburban Dream being the lowest ranked choice. The top five priorities respondents want addressed in the future were: 1) Traffic Congestion, 2) Job Creation, 3) Available Bus or Rail, 4) Natural Resources and 5) Efficient Energy Use. This Countywide survey also yielded some distinctions between the incorporated Cities in the County. These incorporated areas identified the same priorities with some differences between Cities for instance the City of Tampa identified Redevelopment Potential, the City of Temple Terrace identified Efficient Energy use and the City of Plant City identified Infrastructure Cost.

Respondents preferences for the top two scenarios and the identified top five priorities indicates that most survey takers desire to see the County grow in a more compact form of development. Survey results indicate that more urban sprawl is not the preferred growth pattern going forward. Additionally, the public wants solutions to address traffic congestion as well as enhancing and creating alternative modes of transportation in order to see an improvement in the overall quality of life in the County by the year 2040.

Given that amongst the survey takers the desired pattern of future growth in the County is not urban sprawl but cluster growth within the boundaries of the Urban Service Area. A strong emphasis on redevelopment and rebuilding within the current urbanized areas should be pursued as the Comprehensive Plans are updated. In the more suburban areas of the County survey takers chose to see future development around town centers which will have a mixture of places to live including apartments and townhomes along with places to work such as retail shopping and office development.

Survey takers seek to have our existing job centers as places for job growth with high density residential development along with mixed use developments that can rebuild and reform our existing commercial corridors. This type of compact growth would tend to lead to a more vertically integrated form development. It seems that the consensus amongst survey takers is to see job growth and development within the following job centers; Westshore, Downtown Tampa, and University of South Florida Area. Additionally, the rebuilding and infilling in existing corporate parks and industrial areas seems to be a much more preferred job growth pattern as opposed to creating new office parks along I-75 and I-4.

By 2040, the survey takers would want Hillsborough County to employ the three most preferred transportation improvements which include smart traffic signals and better intersections, commuter or light rail, and sidewalks, bicycle lanes and trails. These preferences were closely followed by Express or Bus Rapid Transit as an improvement to our existing transportation systems. Of all the transportation preferences, the four top choices includes two of smaller overall improvements to our existing system along with two major improvements to the existing system which directly translate into how to pay for such improvements to the transportation systems in the County.

Funding for transportation improvements in the survey results showed that there is a lot of variation among funding sources preferences, but it was clear that most survey takers did not want new taxes and maintain what infrastructure we have. However, from the results it seems that most would prefer a one-time new development tax with tolls on new lanes being seen as a close second choice. A more user based funding source for our transportation improvements was what the majority of survey takers wanted and less dependence on property taxes increases for funding.

The Imagine 2040 exercise resulted in a distinct message from those survey takers that the pattern of a sprawling urban county is no longer preferred. Instead citizens preferred a more efficient utilization of our existing infrastructure/systems through a growth pattern of compact development and fiscally responsible transportation alternatives. With the Bustling Metro being the most popular growth scenario that correlates directly into the top five priorities and transportation preferences as well as confirms the housing types and job creation choices. Data from the Imagine 2040 survey validates many of the concepts and direction of the adopted Comprehensive Plans such as emphasizing the majority of new growth within the Urban Service Area while preserving the rural areas and protecting our natural resources. While there are some fundamental aspects for future growth that can be improved upon in the current Comprehensive Plans, the basic foundation for accommodating growth to the year 2040 are already in place within the Plans. It is now up to the collective leadership of Hillsborough County to harvest from the wealth of data in the Imagine 2040 survey and improve upon the basics of the adopted Comprehensive Plans as we prepare for the future of Hillsborough County, Cities of Tampa, Temple Terrace and Plant City.

Appendix A:
MetroQuest Sample Screenshots

✓ How should we grow?

WELCOME

imagine hillsborough 2040

By 2040, Hillsborough County will have up to **600,000 new residents** and about **400,000 new jobs**.

Let's **work together** to turn the challenges that come with growth into opportunities for a **thriving future**.

Imagine 2040
The vision you help develop now will guide the plans that are the roadmap to the future...

The 2040 Transportation Plan and the Comprehensive Plans for Tampa, Temple Terrace, Plant City and Hillsborough County.

Begin

Share

PRITIES 2 STRATEGIES 3 PREFERENCES 4 STAY INVOLVED 5

help

Imagine 2040

Versión española

Progress

Compare Yourself

✓ 2 Priorities What is important to you?

WELCOME

PRITIES

Higher Priority ↑

Drag your top 5 priorities above this line

- Traffic Congestion
- Access to Jobs
- Water Quality
- Agriculture / Farming
- Available Bus or Rail Service
- Efficient Energy Use
- Infrastructure Cost
- Efficient Water Use
- Job Creation
- Shorter Commutes
- Natural Resources
- Redevelopment Potential

Suggest another priority

Add a comment about this priority

Next

Access to Jobs from Under-Employed Communities

Moderately priced housing may be a longer drive (or bus trip) from a living-wage job.

What was measured? The average home-to-work trip length for disadvantaged communities and the % of those communities with access to transit service every ½ hour, using travel demand model forecasts.

This priority is not above the line.

Share

STRATEGIES 3 PREFERENCES 4 STAY INVOLVED 5

help

3 Explore → Suburban Dream Bustling Metro New Corporate Centers

Click the buttons above to explore three different growth strategies.

The ideal vision will most likely be a combination of many strategies, so please consider the ways each affects your priorities. Rate and tell us what you like and dislike about the Suburban Dream, Bustling Metro, and New Corporate Centers as growth strategies to create the best possible future for Hillsborough County. (5 stars = highest rating)

After rating each one, click on PREFERENCES to continue.

Legend

You have not chosen any priorities. At random:

- Traffic Congestion
- Access to Jobs
- Water Quality
- Agriculture / Farming
- Available Bus or Rail Service

Worse than today Better than today

Map of Hillsborough County Today 0 5 Miles

WELCOME 2 PRIORITIES 3 STRATEGIES 4 PREFERENCES 5 STAY INVOLVED

help

Share

f t e +

4 What do you think?

Introduction Homes Jobs Transportation Funding

What are the best ways to accommodate the new jobs needed by 2040?

In existing job centers like Westshore, Downtown Tampa, and USF

How do you rate this?

☆☆☆☆

Comment (Optional) Next

WELCOME 2 PRIORITIES 3 STRATEGIES 4 PREFERENCES 5 STAY INVOLVED

help

Share

f t e +

✓

✓

✓

4

5

Thank you! We can't make plans without you.

Policies you should know

About you:

What is your zip code? (required)

Please tell us more about yourself (optional):

Which describes your activities in Hillsborough County?

Are you a registered voter?

Please select the one that best describes you:

Additional comments:

To receive more planning information from the Planning Commission and MPO, please provide your email:

Thank you for your time and input.

Your opinion counts, as we work together to design the future of Hillsborough County. We hope you will continue to be engaged in the planning process.

2013 PHASE 1 Explore Potential Strategies

2014 PHASE 2 Update 2040 Long Range Transportation Plan & Comprehensive Plans

Explore at imagine2040.org
 August 15 – October 20

Share

? help

Appendix B:

Imagine 2040 Survey Paper Questionnaire



What is important to you? *(See page 8-9)* Choose your 5 most important priorities. Only 5.

<input type="checkbox"/> Job Creation	<input type="checkbox"/> Shorter Commute	<input type="checkbox"/> Efficient Energy Use	<input type="checkbox"/> Agriculture/Farming Impact
<input type="checkbox"/> Traffic Congestion	<input type="checkbox"/> Access to Jobs	<input type="checkbox"/> Efficient Water Use	<input type="checkbox"/> Natural Resources
<input type="checkbox"/> Bus or Rail Service	<input type="checkbox"/> Infrastructure Cost	<input type="checkbox"/> Water Quality	<input type="checkbox"/> Redevelopment Potential

Suggest another priority

Rate Strategies and Preferences: 1 star = least appealing, 5 stars = most appealing

Strategy A: Suburban Dream *(See page 5)* Rate this Concept: ★ ★ ★ ★ ★
 New homes & businesses spread out around the county

What do you like?

 What do you dislike?

Strategy B: Bustling Metro *(See page 6)* Rate this Concept: ★ ★ ★ ★ ★
 Fill vacant lots & revitalize older areas around rapid transit stations

What do you like?

 What do you dislike?

Strategy C: New Corporate Centers *(See page 7)* Rate this Concept: ★ ★ ★ ★ ★
 Business campuses & housing grow along interstate highways

What do you like?

 What do you dislike?

What are your preferences? (see page 10)

Rate each preference between 1 and 5 stars

HOMES - What are the best ways to accommodate the new homes?

New homes in the rural area on large lots	☆	☆	☆	☆	☆
New homes in the rural area in cluster subdivisions	☆	☆	☆	☆	☆
Single family homes filling in existing suburban and urban areas	☆	☆	☆	☆	☆
Redevelopment of commercial corridors with apartments and townhomes	☆	☆	☆	☆	☆
High density residential in job centers like Downtown, Westshore, and USF	☆	☆	☆	☆	☆
Town centers with a mix of places to live including townhomes and apartments	☆	☆	☆	☆	☆

JOBS - What are the best ways to accommodate new jobs?

In existing job centers like the USF area, Westshore, and Downtown	☆	☆	☆	☆	☆
Redevelopment and filling in existing corporate parks and industrial areas	☆	☆	☆	☆	☆
Creating new office parks along interstates like I-4 and I-75	☆	☆	☆	☆	☆
In town centers with a mix of places to work like retail and office space	☆	☆	☆	☆	☆
With new distribution centers along interstates	☆	☆	☆	☆	☆

TRANSPORTATION - What transportation options will we need more of?

New express toll lanes	☆	☆	☆	☆	☆
Smart traffic signals and better intersections	☆	☆	☆	☆	☆
Sidewalks, bike lanes, and trail	☆	☆	☆	☆	☆
Circulator buses and shuttles	☆	☆	☆	☆	☆
Commuter or light rail	☆	☆	☆	☆	☆
Express or bus rapid transit	☆	☆	☆	☆	☆

FUNDING - Depending on the growth strategy, a new funding source may be necessary to pay for needed infrastructure. What is the fairest and most reasonable way to pay for new infrastructure?

Property Tax	☆	☆	☆	☆	☆	Tolls on new lanes	☆	☆	☆	☆	☆
Sales Tax	☆	☆	☆	☆	☆	One-time fees on new development	☆	☆	☆	☆	☆
Utility Tax	☆	☆	☆	☆	☆	Special Assessment Districts	☆	☆	☆	☆	☆
Gas Tax	☆	☆	☆	☆	☆	No new taxes/maintain what we have	☆	☆	☆	☆	☆

Tell us a little about you

Thank you for your time!

Zip Code

Registered Voter? Yes No

E-mail Address (Optional)

What best describes you?

Work outside of my home Work at or from my home

Retired or unemployed Student

Which describes your activities in Hillsborough County?

Live Play/Visit

Work/School Business/Property Owner

Some combination of the above

In accordance with Title VI of the Civil Rights Act of 1964 and other nondiscrimination laws, public participation is solicited without regard to race color, national origin, age, sex, religion, disability, or family status.

Appendix C:
Imagine 2040 Tabloids

Let's Design Hillsborough's Future

imagine
hillsborough
2040

In 2040, we'll be in our 30s and still want to call Hillsborough County home. Today, you're our voice.

By 2040, there will be about a half million new people living in Hillsborough County.

Where will we all live, work, and play?

Will we have choices in how we get around?

INSIDE...
Check out three different growth strategies!



ADVERTISING SUPPLEMENT



What does Hillsborough's future look like?

Tell us at Imagine2040.org

A lot can change in 25 years.

We have a great place to live, work, and play. We want it to continue to be great.

We have great educational opportunities. Our neighborhoods are diverse, offering urban to rural living and everything in between. Our fantastic weather lets us enjoy our natural resources and the world's most beautiful beaches year-round. And our variety of restaurants, shopping, arts, entertainment, and parks are wrapped around a rich cultural history.

We are expecting 400,000 to 600,000 new residents.

That poses a number of challenges for us. Where will the new homes go and what will they look like? How will people get to work and other places they need to go? How will we pay for it all?

If we continue to build suburban-style neighborhoods, there's only room for about 67,000 more homes in our current growth boundary. That will only accommodate about one-third of our expected growth.

And even today, Tampa Bay is the sixth most congested metro area in the U.S.

Buses reach only about one-half of our jobs in Hillsborough, with limited service hours.

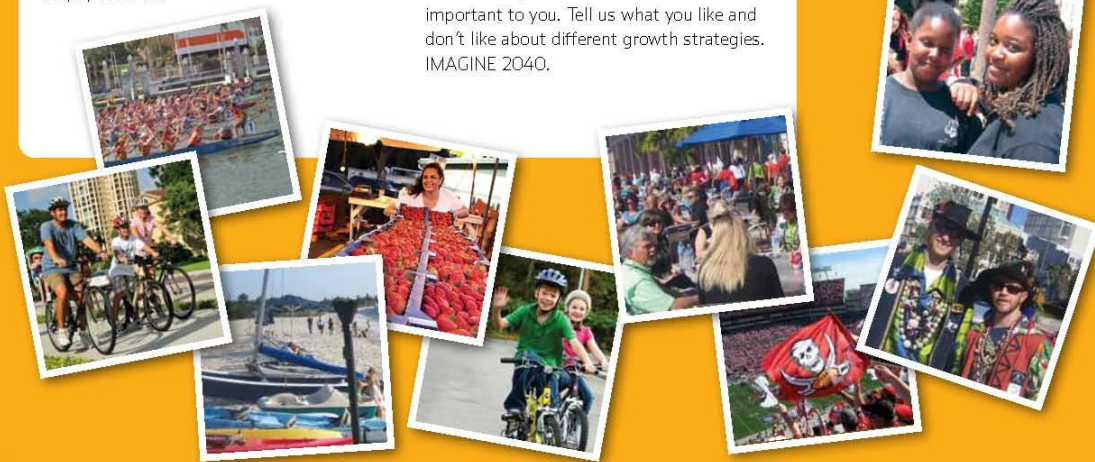
The decisions we make today will impact what's possible for the next generation.

We need your good ideas.

What do you want this place to be? How should Hillsborough County look and feel when our children grow up? The vision you help create will guide the plans that are the road map to the future. Share what is important to you. Tell us what you like and don't like about different growth strategies. IMAGINE 2040.

During the recent economic downturn, we lost 1 in every 4 jobs.

Emerging from this downturn, our top industries: • Health care • Retail & professional services • Scientific & technical services



It's your turn to weigh in our future!

Goto Imagine2040.org



Take a look at three growth strategies and see how each one affects things like job creation, traffic, and how much water we use. Go online to Imagine2040.org or visit a kiosk (see page 11 for locations) to share what is important to you and what will make you continue to love Hillsborough County for generations to come.

The ideal vision will most likely be a combination of these three strategies. We need you to tell us what you like and don't like about each one, so that we can ensure the best future for Hillsborough County.

Imagine 2040 is designed to give you the opportunity to weigh in on how to meet our future needs and improve our quality of life. Imagine2040.org is an interactive website where you get to tell us how we should grow.

Where are we in the process?

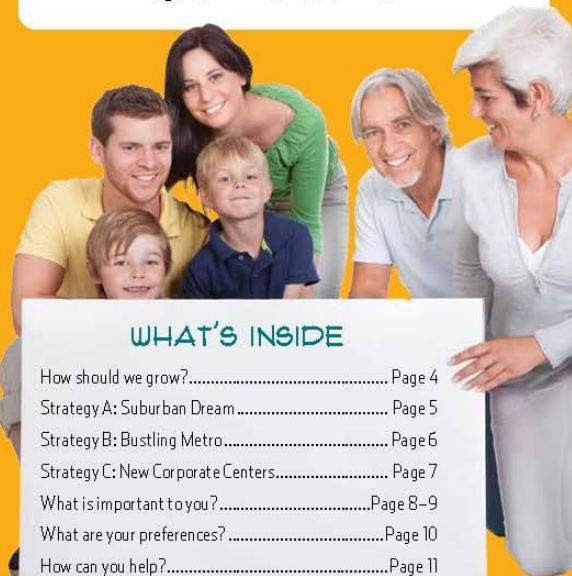


We invite you to explore the strategies at Imagine2040.org
August 16 – October 20, 2013

We've maintained 25% of our county for agriculture and farmland, and preserved 61,000 acres (about 10% of our county) for environmental habitat.



The Tampa Bay metro area has the highest pedestrian fatality rate in the U.S.



WHAT'S INSIDE

How should we grow?.....	Page 4
Strategy A: Suburban Dream.....	Page 5
Strategy B: Bustling Metro.....	Page 6
Strategy C: New Corporate Centers.....	Page 7
What is important to you?.....	Page 8-9
What are your preferences?.....	Page 10
How can you help?.....	Page 11

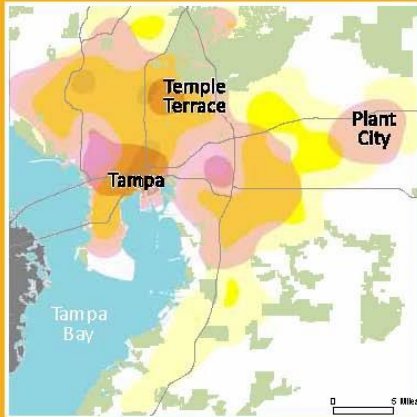


How should we grow?

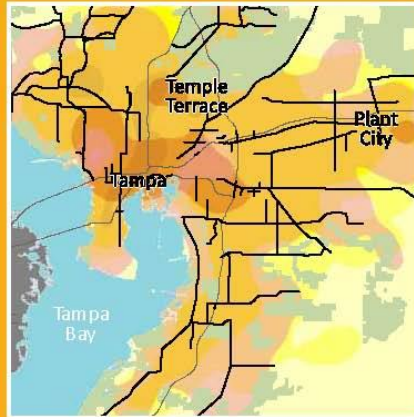
Tell us at Imagine2040.org

Here are three ways we could grow. Visit Imagine2040.org to tell us what you like and don't like.

Hillsborough County Today



Strategy A: Suburban Dream



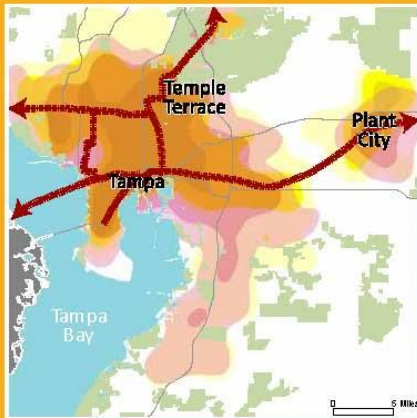
Strategy A: Suburban Dream

New homes and businesses spread out around the county.

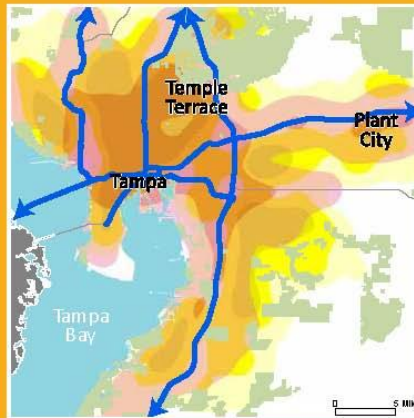
Strategy B: Bustling Metro

Fill vacant lots and revitalize older areas around rapid transit stations.

Strategy B: Bustling Metro

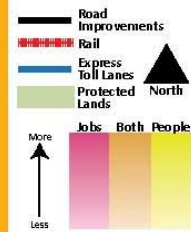


Strategy C: New Corporate Centers



Strategy C: New Corporate Centers

Business campuses and housing grow along interstate highways.



Strategy A: Suburban Dream

Rate this strategy at Imagine2040.org



What can we expect if we continue to grow outward as we have over past decades?

- Most new homes would be built in suburban-style communities
- Most new jobs would be spread around the county
- Travel would be mostly by car
- Many roads would need widening, bigger intersections, more overpass-style interchanges, and advanced traffic management systems
- The growth boundary would expand to fit new homes and businesses, consuming much of our rural and agricultural land
- Roads, water, and sewer systems would be extended to new growth areas, and could be paid for by higher one-time fees on new development, and/or sales, gasoline, or property tax



What could this strategy include?

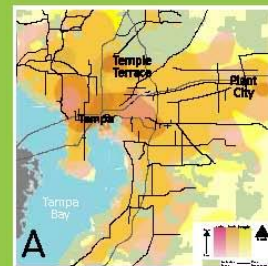


← More growth in undeveloped areas with mostly suburban-style neighborhoods



← More shopping and services following new homes along major roads

New office buildings and small office parks spread around the county, with slight growth in the existing job centers →





Strategy B: Bustling Metro

Rate this strategy at Imagine2040.org

What can we expect if we focus growth in our cities and towns and invest in transit?

- Many new homes, shopping, and services would be located in new mixed-use centers around bus or train stations
- Older shopping areas would be revitalized
- Jobs would be focused mainly in existing business districts
- The growth boundary would stay largely the same, preserving rural and agricultural lands
- The transit system would be expanded, and could include rapid bus, rail, circulator shuttles, and walk and bike connections; this could be paid for with a higher sales tax or property tax, either of which may be used for transit



What could this strategy include?

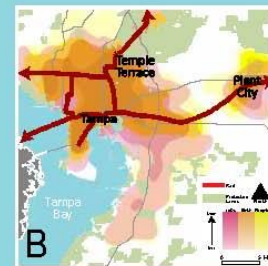


← Many new office buildings built in Downtown Tampa, Westshore, and the USF area, with other new jobs near transit stations



← Many older neighborhoods would be redeveloped and open lots filled in with more housing choices – single-family homes, townhomes, and apartments

Neighborhood shopping in town centers, transit hubs, and revitalized shopping areas →



Strategy C: New Corporate Centers

Rate this strategy at Imagine2040.org



What can we expect if we focus on business growth along major highways?

- New express toll lanes would be built in the interstate highway medians and other new, toll-funded roads and bridges would link key economic centers
- Many new jobs would be focused in the existing employment centers of Downtown Tampa, Westshore, and USF
- New employment centers would be created along I-4 and I-75, with homes nearby
- The growth boundary would be expanded some to accommodate new jobs and homes along these corridors
- Roads, water, and sewer systems would be expanded in growth areas and could be paid for with tolls on new express lanes, with special assessments, and/or sales, gasoline, or property tax



What could this strategy include?

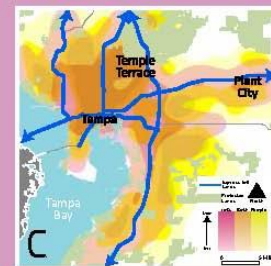


← New express toll lanes allowing faster travel on the interstates for a cost; buses using the lanes to bypass congestion



← New employment centers with living opportunities nearby

Neighborhood services in town centers →





What is important to you?

Tell us at Imagine2040.org

What happens when we make different choices?

Strategy A = **Suburban Dream** • Strategy B = **Bustling Metro** • Strategy C = **New Corporate Centers**

Job Creation

Part of growing and attracting new businesses is having places ready for business growth.



Worse Than Today Better Than Today



Shorter Commutes

The distance between homes and jobs, and the transportation facilities that connect them, affect the amount of time the average person must spend commuting each day.



Worse Than Today Better Than Today



Traffic Delay

More people and jobs mean more cars on the road for a longer period of time, unless some trips are on bus or rail, or are shorter because homes and destinations are less spread out.



Worse Than Today Better Than Today



Access to Jobs from Under-employed Communities

Moderately priced housing may be a longer drive or bus ride from living-wage jobs.



Worse Than Today Better Than Today



Available Bus or Rail Service

Public transit offers choices to access jobs, health care, and other activities for those who cannot or prefer not to drive.



Worse Than Today Better Than Today

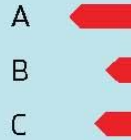


Infrastructure Cost

Cost per person to expand infrastructure (like water, sewer, roads, and transit) can be reduced by concentrating houses and business in a particular area.



Worse Than Today Better Than Today



What is important to you?

Tell us at Imagine2040.org



Strategy A = **Suburban Dream** • Strategy B = **Bustling Metro** • Strategy C = **New Corporate Centers**

Efficient Energy Use

Building homes next to each other and close to destinations reduces fuel use.



Worse Than Today Better Than Today

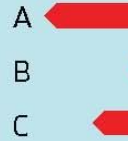


Agriculture/Farming Impact

Productive agricultural areas provide food, jobs, and benefits to the local and regional economy.



Worse Than Today Better Than Today

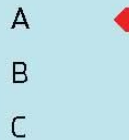


Efficient Water Use

More people means more water will be used. Fewer large lawns means less water use.



Worse Than Today Better Than Today



Natural Resources

Wetlands and wildlife habitat provide water filtration, erosion control, recreational opportunities, healthy ecosystems, and other benefits.



Worse Than Today Better Than Today



Water Quality

Rain water picks up pollutants as it runs off impervious surfaces (like roofs and parking lots), draining into rivers, lakes, and drinking water reservoirs.



Worse Than Today Better Than Today

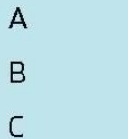


Redevelopment Potential

Reusing older properties may typically cost more for developers, but revitalizes communities.



Worse Than Today Better Than Today





What are your preferences?

Tell us at Imagine2040.org

Which of these options should be included in our strategy? There are several options for you to consider in each category.

Homes



➔ New homes in the rural area on large lots



➔ New homes in the rural area in cluster subdivisions



➔ Single family homes filling in existing suburban and urban areas



➔ Rebuild commercial "strip" corridors with apartments and townhomes



➔ Condos and apartments near business districts



➔ Town centers with a mix of places to live including townhomes and apartments

Jobs



➔ In existing job centers like Westshore, Downtown Tampa, and the USF area



➔ Redevelopment and filling in existing corporate parks and industrial areas



➔ Creating new office parks along interstates like I-4 and I-75



➔ In town centers with a mix of places to work like retail and office space



➔ With new distribution centers along interstates

Funding

Depending on the growth concept, a new funding source may be necessary to pay for needed infrastructure. What is the fairest and most reasonable way to pay for new infrastructure?

➔ Property tax

➔ Gas tax

➔ One-time fees on new development

➔ Sales tax

➔ Tolls on new lanes

➔ Special Assessment Districts

➔ Utility tax

➔ No new taxes / maintain what we have

Transportation



➔ New express toll lanes



➔ Smart traffic signals and better intersections



➔ Sidewalks, bike lanes, and trails



➔ Circulator buses and shuttles



➔ Commuter or light rail



➔ Express or bus rapid transit

How can you help?

Tell us at Imagine2040.org



Go online.

Visit Imagine2040.org to learn more about why we need to plan for the future. Online, you can participate in the interactive survey to show us how and where you think we should grow.



Schedule a presentation.

Want us to talk about Imagine 2040 at your office, meeting, or event? We'd be thrilled to make a personalized presentation for your group or organization!



Contact us:

By phone:
813.272.5940

By email:
planhillsborough@plancom.org

Visit a kiosk.

We will have several Imagine 2040 Kiosks on tour throughout the county for you to take the interactive survey to show us how and where you think we should grow.

For the complete listing of Imagine 2040 Kiosk locations and dates, visit Imagine2040.org or call **813.272.5940**.

Select Kiosk Locations

Florida Home Show Tampa Convention Center	Aug. 1/-18
University Square Mall	Aug. 1/-18 & 24-25
Temple Terrace Recreation Center 6610 Whiteway Drive	Aug. 19-23
Hillsborough Community College Ybor City Campus	Aug. 19-23
Westfield Brandon Mall	Sept. 1-2
Westfield Citrus Park Mall	Sept. 7-8
Bruton Memorial Library Plant City	Sept. 7-8
MacDill Air Force Base	Sept. 10-15
Sun City Center Atrium 945 N. Course Lane	Sept. 21-27
Town 'N Country Recreation Center 6039 Hanley Road	Sept. 23-27
All People's Life Center 6105 E. Sligh Avenue	Oct. 5-10
University of Tampa - Vaughn Center 200 Poe Parkway	Oct. 7-10
Tampa Bay Boat Show Florida State Fairgrounds	Oct. 11-13
County Center Lobby 601 E. Kennedy Boulevard	Oct. 11-16
Northdale Recreation Center 15550 Spring Pine Drive	Oct. 14-17



WHAT'S NEXT?

The choices you make and comments we receive on these strategies will be used to create a "hybrid" vision that more accurately illustrates the future we want for Hillsborough County. This vision will be used to guide the update of the 2040 Long Range Transportation Plan and Comprehensive Plans for Tampa, Temple Terrace, Plant City and Hillsborough County.

Have your say about tomorrow today!

Imagine2040.org



Imagine 2040 extended through November 11th!
Tell us how we should grow!

Let's Design Hillsborough's Future

In 2040, we'll be in our 30s and still want to call Hillsborough County home.
Today, you're our voice.

imagine

hillsborough

2040

By 2040,
there will be
about a half
million new
residents in
Hillsborough
County.

Where will we
all live, work,
and play?

WEIGH IN ON
OUR FUTURE AT
IMAGINE2040.ORG



How do you see Hillsborough's future?

Tell us at Imagine2040.org

A lot can change in 25 years.

We have a great place to live, work, and play.
We want it to continue to be great.

We have great educational opportunities. Our neighborhoods are diverse, offering urban to rural living and everything in between. Our fantastic weather lets us enjoy our natural resources and the world's most beautiful beaches year-round. And our variety of restaurants, shopping, arts, entertainment, and parks are wrapped around a rich cultural history.

We are expecting 400,000 to 600,000 new residents.

That poses a number of challenges for us. Where will the new homes go and what will they look like? How will people get to work and other places they need to go? How will we pay for it all?

What can you do?

Imagine 2040 is designed to give you the opportunity to weigh in on how to meet our future needs and improve our quality of life. Imagine2040.org is an interactive website where you get to tell us how we should grow. So check it out today!

Weigh in on your future
and the future of your
children and grandchildren at:
Imagine2040.org
¡Échale un vistazo—opine
sobre nuestro futuro!

➔ Go online.

Visit Imagine2040.org to learn more about why we need to plan for the future. Online, you can take the interactive survey and tell us your:

- Priorities for our future
- Likes and dislikes about various growth strategies
- Preferences on homes, jobs, transportation and taxes to meet our future needs



➔ Schedule a presentation.

Want us to talk about Imagine 2040 at your office, meeting, or event? We'd be thrilled to make a personalized presentation for your group or organization! Contact us:

By phone:
813.272.5940

By email:
planhillsborough@plancom.org

➔ Visit a kiosk.

We have Imagine 2040 Kiosks on tour throughout the county for you to take the interactive survey. For the complete list of kiosk locations and dates:

Visit:
Imagine2040.org

Call:
813.273.3774 ext. 350



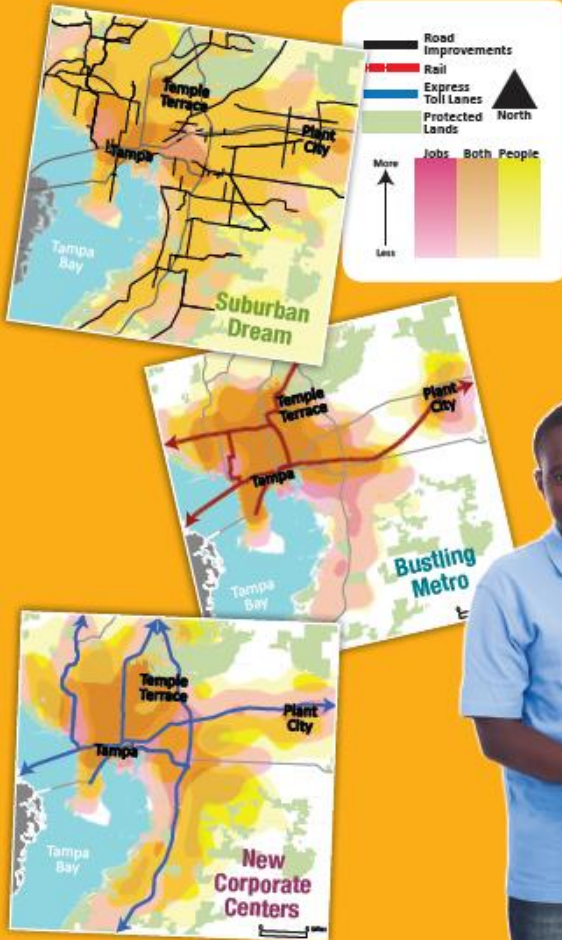
It's your turn to weigh in our future!

Go to Imagine2040.org



Read more.

Visit Imagine2040.org to learn more about these growth strategies and tell us what you like and don't like about each one.



Where are we in the process?



We invite you to explore the strategies at Imagine2040.org
August 16 – October 20, 2013

EXTENDED THROUGH NOVEMBER 11TH!





Congratulations to the Planning & Design Awards Winners!

The Planning Commission is proud to announce the winners presented at our October 17 awards ceremony. The event was held at Maestro's at the Straz Center for the Performing Arts, in celebration of the American Planning Association's Community Planning Month and Great Places in America, and to honor the very best in planning and design in our own region.

Awards of Outstanding Contribution to the Community



Aline Avenue Drainage Improvements



MetroRapid



The Ella at Encore

Awards of Excellence

Alexander Woods Townhomes

Design Styles Architecture Corporate Office

Encore District Chiller Plant and Technology Park

West Columbus Drive Bridge Rehabilitation

Awards of Merit

AIA QR Code Tour & Past Forward Publication

Citrus Park Crossings

City of Temple Terrace Adopt-A-Tree Program

Plant City Suncoast Community Health Centers

Ballast Point Park

City of Tampa Bright Lights, Safe Nights

New Tampa Boulevard Bridge

Swann Avenue Park Master Plan

Thank you!

To our judges:
Merle Bishop, FAICP
Whit Blanton, FAICP
Debrah Forester, AICP

To our host:
ABC Action News Anchor
Brendan McLaughlin

To our Good Neighbor Sponsors:
The City of Temple Terrace
Gary & Tina Pike / C.E.D.

To our Presenting Sponsor:



To our Community Visionary Sponsors:



For more information, please visit: www.planhillsborough.org

Appendix D:

Speakers Bureau Meeting Locations and Attendance

Date	Name of Event or Group/Location	Results	
		Attendees	Surveys Completed
8/14	MPO Bicycle/Pedestrian Advisory Cmte	15	25
8/19	MPO Technical Advisory Cmte	15	8
8/20	SouthShore Plan Kick-Off Meeting at SouthShore Regional Library	40	27
8/21	Lutz Citizens Coalition, Tampa Firemans Hall, 201 E. Yukon St.	35	17
8/22	Tampa Bay Applications Group, FDOT District 7 Office	80	
8/22	Keystone Civic Assn, 17928 Gunn Hwy, Odessa	35	34
8/23	Earth Champs, Academic Aftercare, 4030 Henderson Blvd	40	
8/27	Plant City Board of Adjustments	10	
8/29	SR 60 Freight Compatibility Study Open House Brandon Community Center	10	
8/31	Food Truck Festival World Record, Florida State Fairgrounds		
9/3	Plant City Directors Meeting	10	
9/4	Plant City Strategic Planning Meeting	15	
9/4	Upper Tampa Bay Chamber of Commerce, Courtyard by Marriott, 4014 Tampa Road	12	11

9/5	Young Professionals Public Policy Group Tampa Bay Times Building, Downtown Tampa	25	20
9/7	Plant City Bike Fest, Downtown Plant City (Tentative)		3
9/10	East Tampa Community Revitalization Partnership	50	1
9/10	"Complete Streets" Open House, USF Campus, Marshall Center Amphitheatre		30
9/10	Bloomingdale Homeowners Assn, Bloomingdale Community Office, 3509 Bell Shoals Rd, Valrico	10	
9/10	Ridgewood Park CPCA, Individual home on Ridgewood	25	
9/10	Terrace Park Civic Assoc. Mary Walker Apts, 4912 E. Linebaugh	20	20
9/11	New North Transportation Alliance, USF Campus, Center for Urban Transportation Research	20	8
9/11	Westshore Alliance Transportation Committee, URS Board Room, Rocky Point, Tampa	35	
9/11	Joint Meeting of Alliances for Citizens with Disabilities, Tampa Lighthouse For The Blind	15	11
9/11	MPO Citizens Advisory Cmte	9	3
9/11	TB Sierra Club - Growth Mgmt Committee Ybor Hilton Garden Inn	20	9
9/12	Plant City Planning Board	7	
9/13	Tampa Downtown Partnership Transportation Committee, 400 N Ashley Dr, Suite #2125	15	5

9/12	Eat at Joe's Chillura Park - downtown Tampa		10
9/16	Berkeley Preparatory School, convocation meetings at 9am and 10am	600	100
9/16	Lisa Montelione City Council Office Hours at New Tampa Library	10	1
9/16	Public meeting for Policy Leadership Group on Economic Growth & Infrastructure, King H.S.	15	
9/17	Plant City Lions Club	30	
9/17	Fountainview Estates	35	20
9/17	Southeast Seminole Heights	11	4
9/17	SSASP - SouthShore Regional Library		37
9/18	Beginns Century 21 6542 US Hwy 41	135	30
9/18	Urban Forest Management Plan Meeting at Barksdale Community Center, MacFarlane Park	40	1
9/18	Tampa Redistricting Workshop - North Tampa Branch Library, 8916 North Boulevard	10	
9/18	MPO Livable Roadways Cmte	15	4
9/19	Tampa Downtown Partnership Urban Design Committee, 400 N Ashley Dr, Suite #2125	10	3
9/19	Fishhawk/ Valrico Chamber of Commerce The Regent (Winthrop off Providence Rd.)	21	11

9/19	Transportation Supersession Tampa Convention Center		10
9/19	Eastern Heights Neighborhood Assoc. (Location: Williams Park Center)	25	
9/21	Tampa Redistricting Workshop - North Tampa Branch Library, 8916 North Boulevard	3	1
9/21	Plant City Car Show, Downtown Plant City		3
9/23	NAIOP	15	
9/24	Ybor City Development Corporation	20	
9/24	Tampa Redistricting Workshop, Copeland Park, 11001 N. 15th Street	2	1
9/24	Nebraska - Hills. Ave. Corridor Plan (Invision Tampa) at Childrens' Board	40	
9/24	NAIOP - at Fowler White	15	
9/25	CTST at FHP	15	2
9/26	Greater Brandon Chamber of Commerce Govt. Affairs Committee, 330 Pauls Drive, Suite 100	12	5
9/27	Hillsborough Citizens Advisory Committee, Hillsborough County Center, 18th Floor	13	
9/27	Tampa Bay Builders Association, Tampa Club, 101 E Kennedy Blvd, Suite 4200	20	1
9/28	Tampa Green Artery Celebration, Fair Oaks Community Center, 5019 N 34th St	95	
9/28	National Plug In Day	200	10
10/1	Tampa Redistricting Workshop, C. Blythe Andrews Library, 2607 E. Dr. Martin Luther King Jr. Blvd.	15	

10/2	Optimist Club of Tampa, Downtown Sheraton 200 N. Ashley	6	
10/3	Carver City/ Lincoln Gardens Civic Association 1512 N. Clark Ave., Tampa 33607	19	13
10/3	Historic Ybor Neighborhood Civic Association	25	3
10/4	One Bay	20	
10/4	Emerge Tampa Bay Young Professionals Summit The Centre Club - 123 S. Westshore Blvd., 8th Fl	120	5
10/5	Family Abilities Info Rally (FAIR), All People's Life Center, 6105 E Sligh Ave	400	
10/5	Tampa Redistricting Workshop, C. Blythe Andrews Library, 2607 E. Dr. Martin Luther King Jr. Blvd.	10	
10/8	Ybor City Chamber of Commerce	45	
10/8	Tampa Redistricting Workshop, Kate Jackson Community Center, 821 S. Rome Avenue	10	
10/10	North Tampa Chamber of Commerce Luncheon, Clarion Hotel, 2701 E. Fowler Ave.	18	1
10/10	Panther Trace CDD, 12515 Bramfield Drive	3	
10/10	GaYBOR District Coalition Meeting	35	3
10/11	Historic Hyde Park Neighborhood Assn, Hugo's Spanish Restaurant, 931 S Howard Ave	12	2
10/11	Lunch at Joe's - Chillura Park		
10/11	Tampa Bay Boat Show - Florida State Fairgrounds 4800 U.S. Hwy 301 North, Tampa, Florida 3361		8

10/12	TECO Line Streetcar Fest, Ybor City	500	8
10/12	Tampa Bay Boat Show - Florida State Fairgrounds 4800 U.S. Hwy 301 North, Tampa, Florida 3361		10
10/13	Tampa Bay Boat Show - Florida State Fairgrounds 4800 U.S. Hwy 301 North, Tampa, Florida 3361		9
10/14	Eagles Master Association's Annual Meeting Upper Tampa Bay Regional Library off Countryway Blvd	30	
10/14	FWCCU Employee Training	45	0
10/14	County Center Lobby 601 E. Kennedy Blvd., Tampa		
10/15	County Center Lobby 601 E. Kennedy Blvd., Tampa		
10/15	Plant City Historic Resources Board	5	
10/16	County Center Lobby 601 E. Kennedy Blvd., Tampa		
10/16	Tampa Downtown Partnership - Downtown Debriefing, Maestro's at the Straz Center	35	25
10/17	County Center Lobby 601 E. Kennedy Blvd., Tampa		
10/18	County Center Lobby 601 E. Kennedy Blvd., Tampa	15	1
10/19	Keystone Civic Family Fun Day, 17928 Gunn Hwy, Odessa		

10/21	USF Landscape and Ecology as Urbanism class	12	
10/24	Sulfur Springs Civic Assoc.	20	
10/25	Greater Tampa Chamber of Commerce - Insight Tampa Yacht Starship	45	
10/24	Tampa Bay Times Forum Lightning Plaza		
10/21 and 10/28/2013	Rotary Club of Plant City	50	
10/30	USF Urban Planning Dept.	7	
11/5	Drew Park CRA/3818 W. Tampa Bay Blvd.	8	
11/9	Taste of W. Tampa Macfarlane Park		
	TOTAL	3,485	574

Appendix E:
Kiosk Locations

MetroQuest Kiosk Locations

Date	Kiosk 1	Kiosk 2	Kiosk 3
8/16	Kick-Off	Kick-Off	Kick-Off
8/17	University Square Mall	Tampa Convention Center - Florida Home Show	Tampa Convention Center - Florida Home Show
8/18	University Square Mall	Tampa Convention Center - Florida Home Show	Tampa Convention Center - Florida Home Show
8/19	University Area Community Center	Temple Terrace Recreation Center	HCC Ybor City
8/20	University Area Community Center	Temple Terrace Recreation Center	HCC Ybor City
8/21	University Area Community Center	Temple Terrace Recreation Center	HCC Ybor City
8/22	University Area Community Center	Temple Terrace Recreation Center	HCC Ybor City
8/23	University Area Community Center	Temple Terrace Recreation Center	HCC Ybor City
8/24	University Square Mall	Temple Terrace Library	MOSI
8/25	University Square Mall	Temple Terrace Library	MOSI
8/26	University Community Resource Center	Lightfoot Center- Temple Terrace	Lee Davis Center
8/27	University Community Resource Center	Lightfoot Center- Temple Terrace	Lee Davis Center
8/28	University Community Resource Center	Lightfoot Center- Temple Terrace	Lee Davis Center
8/29	University Community Resource Center	Lightfoot Center- Temple Terrace	Lee Davis Center
8/30	University Community Resource Center	Lightfoot Center- Temple Terrace	Lee Davis Center
8/31	Florida Aquarium	Brandon Westfield Center	Childrens Museum Downtown
9/1	Florida Aquarium	Brandon Westfield Center	Childrens Museum Downtown
9/2	Florida Aquarium	Brandon Westfield Center	Childrens Museum Downtown
9/3	West Tampa Center	Plant City Center Neighborhood Service Center	Midtown Center (Homeless Recovery Program)
9/4	West Tampa Center	Plant City Center Neighborhood Service Center	Midtown Center (Homeless Recovery Program)
9/5	West Tampa Center	Plant City Center Neighborhood Service Center	Midtown Center (Homeless Recovery Program)
9/6	West Tampa Center	Plant City Center Neighborhood Service Center	Midtown Center (Homeless Recovery Program)
9/7	South Shore Regional Library	Plant City Library	Oxford Exchange
9/8	SouthShore Regional Library	Plant City Library	Oxford Exchange
9/9	Ruskin (SouthShore) Center	Plant City City Hall	Oxford Exchange
9/10	Ruskin (SouthShore) Center	APA FL	MacDill AFB
9/11	Ruskin (SouthShore) Center	APA FL	MacDill AFB
9/12	Ruskin (SouthShore) Center	APA FL	MacDill AFB
9/13	Ruskin (SouthShore) Center	APA FL	MacDill AFB
9/14	Ruskin Library	Fred's Restaurant	MacDill AFB
9/15	Ruskin Library	Fred's Restaurant	MacDill AFB
9/16	Tax Colector - South County - 3002 E. College Avenue	Tax Collector - 2814 E. Hillsborough Ave.	Tax Collector - 6283 W. Waters Avenue
9/17	Tax Colector - South County - 3002 E. College Avenue	Tax Collector - 2814 E. Hillsborough Ave.	Tax Collector - 6283 W. Waters Avenue
9/18	Tax Colector - South County - 3002 E. College Avenue	Tax Collector - 2814 E. Hillsborough Ave.	Tax Collector - 6283 W. Waters Avenue
9/19	Tax Colector - South County - 3002 E. College Avenue	Tax Collector - 2814 E. Hillsborough Ave.	Tax Collector - 6283 W. Waters Avenue
9/20	Tax Colector - South County - 3002 E. College Avenue	Tax Collector - 2814 E. Hillsborough Ave.	Tax Collector - 6283 W. Waters Avenue
9/21	Tax Colector - South County - 3002 E. College Avenue	Bloomingdale Regional Library	Upper Tampa Bay Regional Library
9/22	Tax Colector - South County - 3002 E. College Avenue	Bloomingdale Regional Library	Upper Tampa Bay regional Library
9/23	Sun City Center Atrium Lobby	Tax Collector - 2211 North Falkenburg Road	Town N' County Community Center
9/24	Sun City Center Atrium Lobby	Tax Collector - 2211 North Falkenburg Road	Town N' County Community Center
9/25	Sun City Center Atrium Lobby	501 East Kennedy Boulevard	Town N' County Community Center
9/26	Sun City Center Atrium Lobby	501 East Kennedy Boulevard	Town N' County Community Center
9/27	Sun City Center Atrium Lobby	501 East Kennedy Boulevard	Town N' County Community Center
9/28	Sun City Center Atrium Lobby	Brandon Recreation Center	YMCA New Tampa
9/29	Sun City Center Atrium Lobby	Brandon Recreation Center	YMCA New Tampa
9/30	USF Marshall Center	Brandon Recreation Center	YMCA New Tampa
10/1	USF Marshall Center	Brandon Recreation Center	YMCA New Tampa
10/2	USF Marshall Center	Brandon Recreation Center	YMCA New Tampa
10/3	USF Marshall Center	Brandon Recreation Center	YMCA New Tampa
10/4	USF Marshall Center	Brandon Recreation Center	YMCA New Tampa
10/5	USF Marshall Center	All People's Life Center	YMCA New Tampa
10/6	USF Marshall Center	All People's Life Center	YMCA New Tampa
10/7	Univerity of Tampa	All People's Life Center	School Board
10/8	Univerity of Tampa	All People's Life Center	School Board
10/9	Univerity of Tampa	All People's Life Center	School Board
10/10	Univerity of Tampa	All People's Life Center	School Board
10/11	Univerity of Tampa	Tampa Bay Fall Boatshow - Florida State Fairground	Tampa Bay Fall Boatshow - Florida State Fairgrounds
10/12	Univerity of Tampa	Tampa Bay Fall Boatshow - Florida State Fairground	Tampa Bay Fall Boatshow - Florida State Fairgrounds
10/13	Univerity of Tampa	Tampa Bay Fall Boatshow - Florida State Fairground	Tampa Bay Fall Boatshow - Florida State Fairgrounds
10/14	Northdale Recreation Center	County Center Lobby	HCC Dale Mabry - Science Bulding
10/15	Northdale Recreation Center	County Center Lobby	HCC Dale Mabry - Science Bulding
10/16	Northdale Recreation Center	County Center Lobby	HCC Dale Mabry - Science Bulding
10/17	Northdale Recreation Center	County Center Lobby	HCC Dale Mabry - Science Bulding
10/18	Northdale Recreation Center	County Center Lobby	HCC Dale Mabry - Science Bulding
10/19	Northdale Recreation Center	County Center Lobby	HCC Dale Mabry - Science Bulding
10/20	Northdale Recreation Center	County Center Lobby	HCC Dale Mabry - Science Bulding
10/21	Tampa City Center/Verizon Building	County Center Lobby	HCC Dale Mabry - Science Bulding
10/22	Tampa City Center/Verizon Building	County Center Lobby	HCC Dale Mabry - Science Bulding
10/23	Tampa City Center/Verizon Building	County Center Lobby	HCC Dale Mabry - Science Bulding
10/24	Tampa City Center/Verizon Building	County Center Lobby	HCC Dale Mabry - Science Bulding
10/25	Tampa City Center/Verizon Building	County Center Lobby	Plant City City Hall
10/26	Tampa City Center/Verizon Building	County Center Lobby	Plant City City Hall
10/27	Tampa City Center/Verizon Building	County Center Lobby	Plant City City Hall
10/28	Tampa City Center/Verizon Building	Skypoint Tower- Downtown	Plant City City Hall
10/29	Tampa City Center/Verizon Building	Skypoint Tower- Downtown	Plant City City Hall
10/30	Tampa City Center/Verizon Building	Skypoint Tower- Downtown	Plant City City Hall
10/31	Tampa City Center/Verizon Building	Skypoint Tower- Downtown	Plant City City Hall
11/1	Tampa City Center/Verizon Building	Skypoint Tower- Downtown	Plant City City Hall
11/2	Tampa City Center/Verizon Building	Skypoint Tower- Downtown	Plant City City Hall
11/3	Tampa City Center/Verizon Building	Skypoint Tower- Downtown	Plant City City Hall
11/4	City of Tampa Development Services	Temple Terrace City Hall	Plant City City Hall
11/5	City of Tampa Development Services	Temple Terrace City Hall	Plant City City Hall
11/6	City of Tampa Development Services	Temple Terrace City Hall	Plant City City Hall
11/7	City of Tampa Development Services	Temple Terrace City Hall	Plant City City Hall
11/8	City of Tampa Development Services	Temple Terrace City Hall	Plant City City Hall