

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



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

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

- "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 and others who can't drive."
- "...preserves agricultural lands and rural communities..."
- "The need for more highways and road widening is reduced [with] public transportation...go shopping and work closer to home makes walking or cycling more likely."

You spoke. We listened!

RESULTS

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



We asked you to tell us your preferences and priorities for growth in Tampa, Temple Terrace, Plant City and Hillsborough County. Here are your results!

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



"Bustling Metro"

Preferred by citizens in every part of Hillsborough County

Through an interactive survey conducted August - November 2013, people who live, work, play, or go to school in Hillsborough County 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 what respondents said were the most important elements of each of the three growth strategies.



"New Corporate Centers"



"Suburban Dream"

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

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

INSIDE... Check out what you told us about these strategies

Survey Responses

Between August 16 and November 11, more than 3,500 people responded to the survey, mostly through imagine2040.org. We also spoke at nearly 100 community meetings, where audience members submitted 574 paper surveys. Interactive kiosks were set up at 49 different locations around the county. A full report of survey results is available at imagine2040.org.

Imagine 2040 was not designed as a scientific poll using a random sample of pre-selected households, but rather as a broad opportunity for public engagement. The survey was widely publicized. Everyone was welcome to respond. All responses were strictly voluntary.

Imagine 2040 is, by far, the most extensive public engagement ever mounted by the Planning Commission and MPO, and more than 600 participants have said they intend to stay involved.



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 involved to help bring this 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

Coming Summer 2014

imagine 2040: Part II

How will we connect our communities?

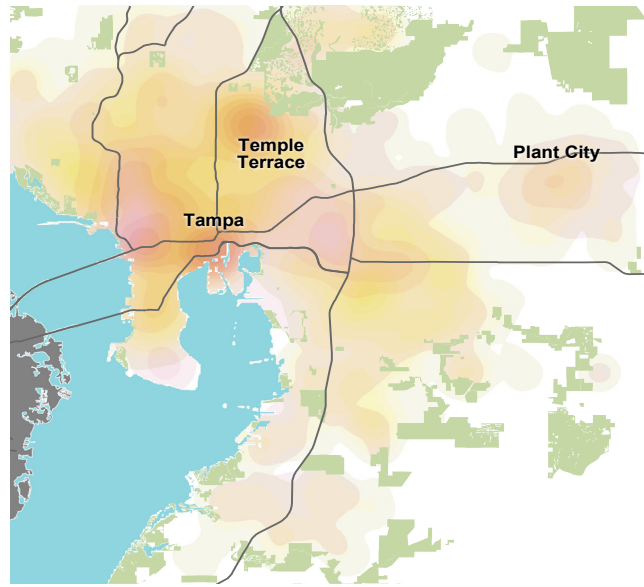


Thank you to our partners:

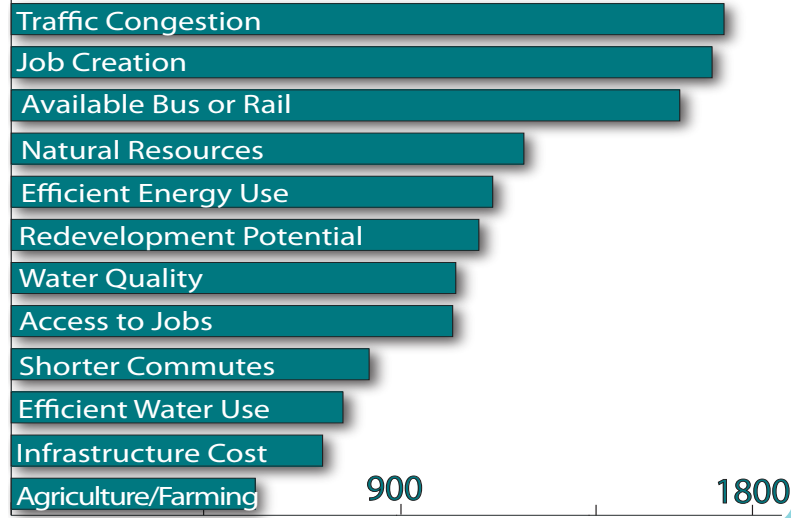


What's important to you

Hillsborough County Today

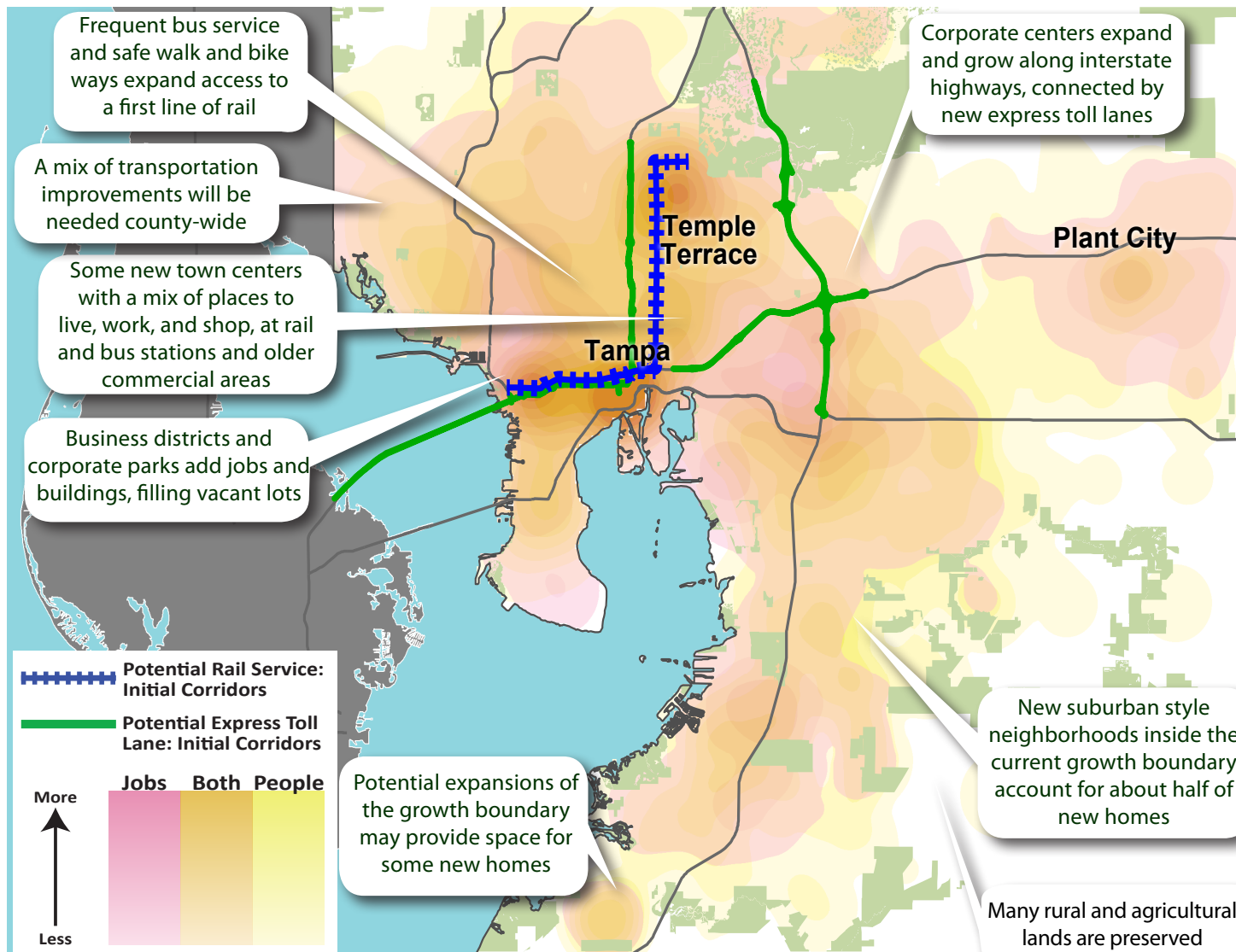


Your Top Priorities



Number of times chosen as a "Top 5"

Imagine 2040 Growth Strategy designed by You



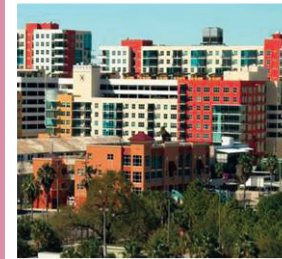
What you liked

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 a growth strategy for 2040.

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



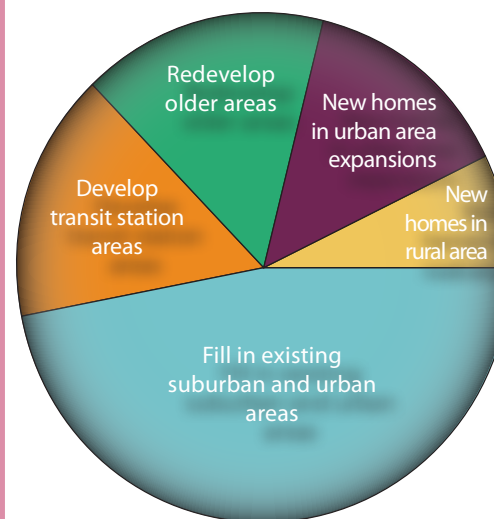
Express or bus rapid transit



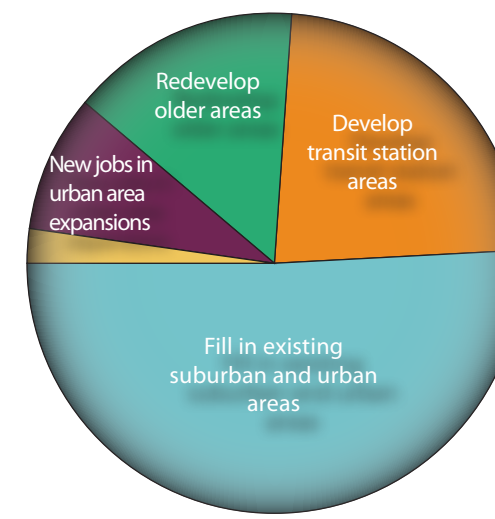
Circulator and shuttle buses



New express toll lanes



Your Desired Housing Growth Mix



Your Desired Job Centers Growth Mix