

2045 Transportation Plan



Survey Results

Over 5,200
responses!

Public Transit
continues to be
a high priority

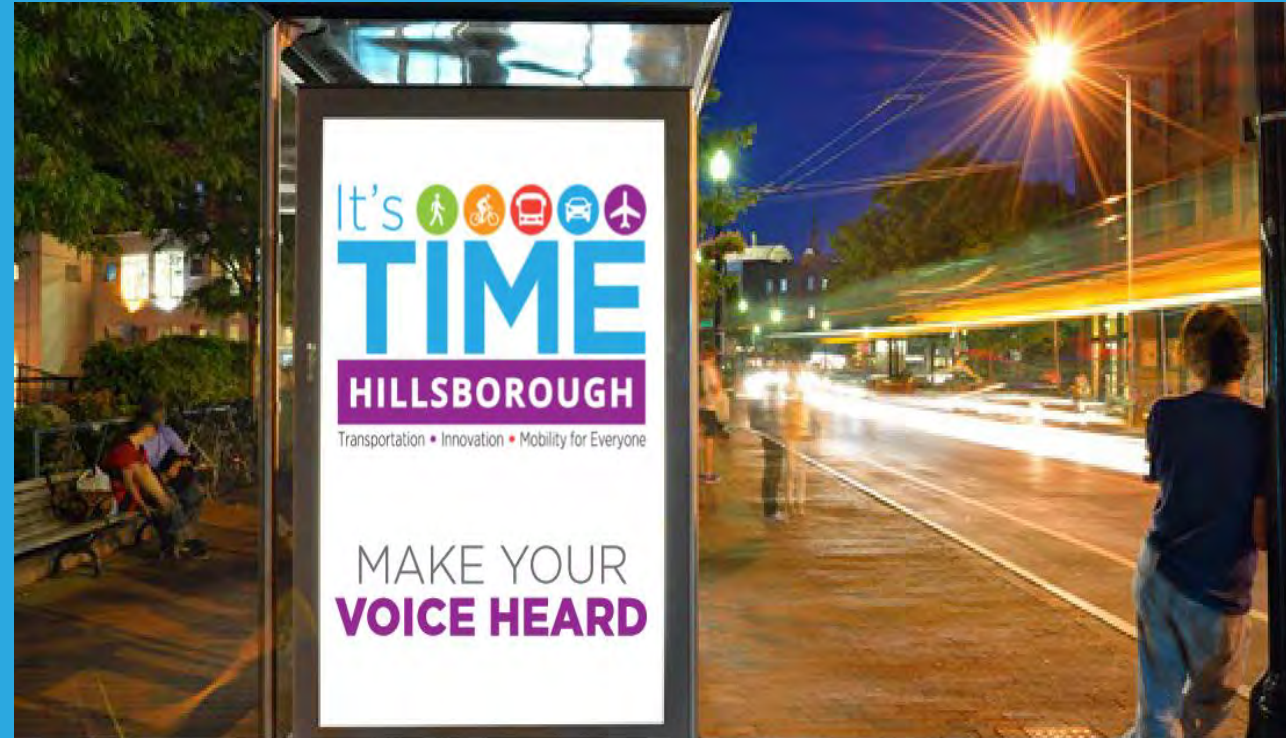
Survey Snapshot



Background

What's a Long-Range Transportation Plan?

- The LRTP directs federal and state dollars towards transportation investments we value in our community.
- It looks out at least 20 years and must be updated every 5 years.
- The LRTP will be adopted in November 2019.



Creating the 2045 Plan

CREATE GROWTH SCENARIOS

Why It's TIME! Tampa Bay is growing up. We feel it every day as traffic congestion worsens and commutes get longer. Add another one million people to the region over the next 20 years, and it's easy to see why It's TIME to address our mobility needs.

Spring 2018

Summer 2018

ESTABLISH GOALS AND OBJECTIVES

You spoke, we listened. With input received from nearly 10,000 citizens in the It's TIME Tampa Bay survey, the MPO developed goals and objectives for how we want our region to grow.

Spring 2019

IDENTIFY NEEDED IMPROVEMENTS

What is It's TIME Hillsborough? The Hillsborough MPO is collecting input on specific projects people in Hillsborough County want.

Summer 2019

PLAN ADOPTION

November 5, 2019 at 6:00 pm

Public Hearing of the Hillsborough MPO Board
Hillsborough County Center
601 E. Kennedy Blvd., 2nd Floor

Fall 2019

ENGAGEMENT ON FUTURE PROJECTS

How I can share my input?

Take the online survey at

planhillsborough.org/2045lrtp/

Share the link with your friends and family.

Book an It's TIME Hillsborough presentation.

We are scheduling presentations for community groups in June and July. May we schedule you?

WE ARE
HERE!



What Regional Priorities Emerged

Provide alternatives to driving

Rail, bus, & walk/bike spaces



Reinvest in established neighborhoods



Minimize outward growth



Use new technologies
Improve transportation efficiency

Reduce congestion



Strengthen downtowns
Create spaces like them

Nearly
10,000
citizens responded
to the 2018
regional survey!

Phase 1 results to Phase 2 questions

55% highly rated express bus rapid transit



Screen 2: Where would you like to see bus corridors?

81% highly rated local & regional rail

73% highly rated a focus on walk/bike

52% highly rated water ferry



Screen 3: What major investments should be prioritized for study?

55% highly rated new/expanded interchange ramps



Screen 4: What would you like to see done with the Downtown Interchange?

2045 Investment Programs

Survey's focus



**Good Repair
& Resiliency**



**Vision
Zero**



**Smart
Cities**



**Real Choices
when not
Driving**



**Major
Investments**

In addition to transit and roadway projects (Major Investments), the LRTP will include many other kinds of projects LRTP include maintenance, safety, innovative transportation mgmt. systems, walk/bike and bus projects. These projects do not have to be shown on maps; funding can be set aside for them, and locations of highest need determined later.

We heard you-*it's already in the Plan.*

survey! Have you?

Tell us which #transportation major investments are most important to you at: planhillsborough.org/2045LRTP/ And you could win a pair of tickets to a Rays/Bucs/Lightning game! Every voice matters.



Engagement

Multimedia news

TV | Radio | Online | Print

4.6M+ total audience reached

\$550K+ total publicity / earned media value

Tune in Monday morning, June 3, at 8:20!

NEWSRADIO WFLA
94.5 • 105.9 • 99.1 • 97.0

Melissa & Beth will be talking transportation and growth in Hillsborough County.

Learn more: planhillsborough.org/2045LRTP

Melissa Zornitta, AICP
Planning Commission
Exec Dir

Beth Alden, AICP
Hillsborough MPO
Exec Dir

It's **TIME HILLSBOROUGH**
Transportation • Innovation • Mobility for Everyone

Tune in this weekend to learn why...
It's **TIME HILLSBOROUGH**
on... Transportation • Innovation • Mobility for Everyone
THE CURRENT WITH ROXANNE WILDER
featuring special guests:
Beth Alden, AICP, Hillsborough MPO Exec Dir | Christine Acosta, Pedal Power Promoters | Ben Limmer, HART CEO
on these great stations:
WILD 94.1 FM • Sunday 6-7 A.M.
The Shark 98.7 FM • Sunday 6-7 A.M.
99.5 WQYK FM • Sunday 5-6 A.M. | **99.5 WQYK HD2** • Sunday 10-11 P.M. (HD Radio)
104.7 Q105 FM • Sunday 5-6 A.M. | **104.7 Q105 HD2** • Saturday 6-7 A.M. (HD Radio)
Money Talks 1010 AM • Sunday 6-7 A.M.
Take the survey now: planhillsborough.org/2045LRTP/



abc ACTION NEWS
WFTS-TV 28

News Channel 8
on your side

Radio partnerships

Kick off event-June 10

News Radio WFLA AM Tampa Bay
Live remote broadcast

Kids Day-July 21, 2019

15K diverse people at Raymond James
Hundreds of surveys on one day

Incentives –ticket, tickets, tickets!

Thank you to our marketing partners!



Social Media Advertising

Website 55% direct

Email, LinkedIn, Instagram, Twitter, Newsletters, Partner promotion

44% referrals from Facebook



65% of participants left emails



IT'S TIME TO DO BETTER.

2596 NEW survey-taker emails added to MPO mailing list



Outreach

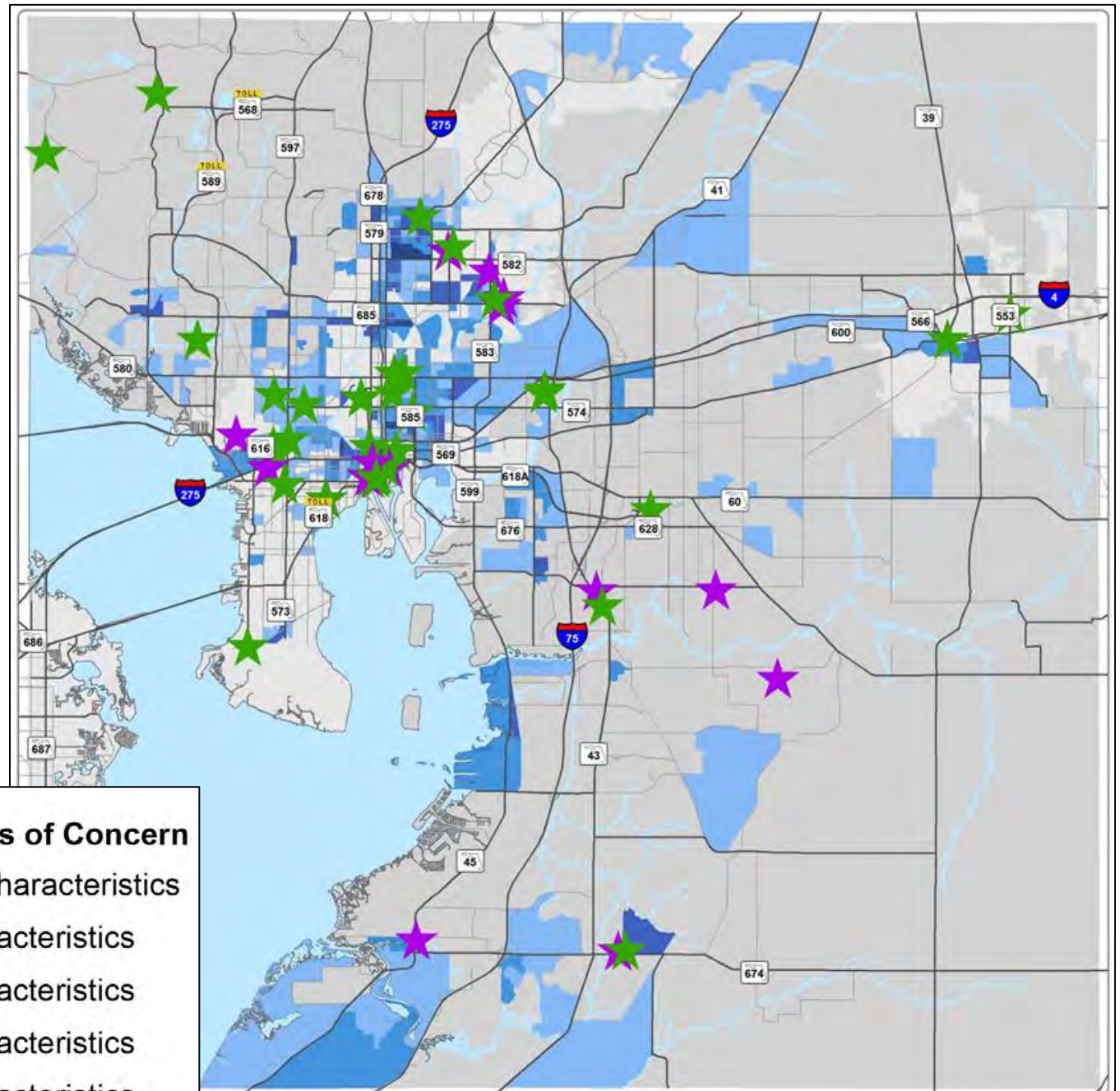
43 events (vs. 84)

20 groups spread the word

9 bus ride-alongs (new COC routes)

676 surveys completed through outreach events

1,200 attendees



Outreach Strategy

- ★ In Person
- ★ Online/Print Media

Communities of Concern

- 0 - 1 characteristics
- 2 characteristics
- 3 characteristics
- 4 characteristics
- 5 characteristics



Survey Results



More voices... Better results

MetroQuest
engagement
tool

- Intended to cast a wider net
- Allow more people to weigh in at their convenience without having to come to a meeting

Checked for a
representative
dataset

- Demographic comparisons
- Geographic coverage
- Valid responses

The Basics



5,219

PARTICIPANTS



89%

HILLSBOROUGH
COUNTY
RESIDENTS



90%

HILLSBOROUGH
COUNTY
WORKERS



93,000+

DATA
POINTS



3,000+

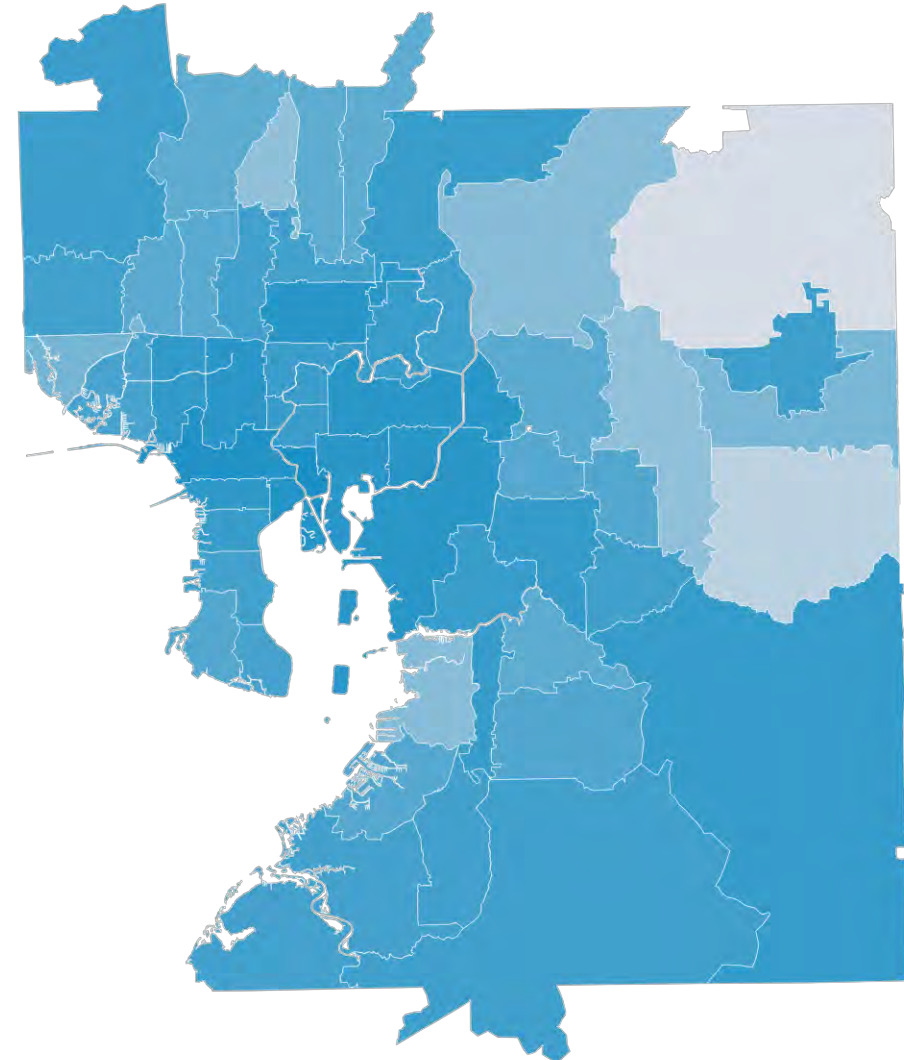
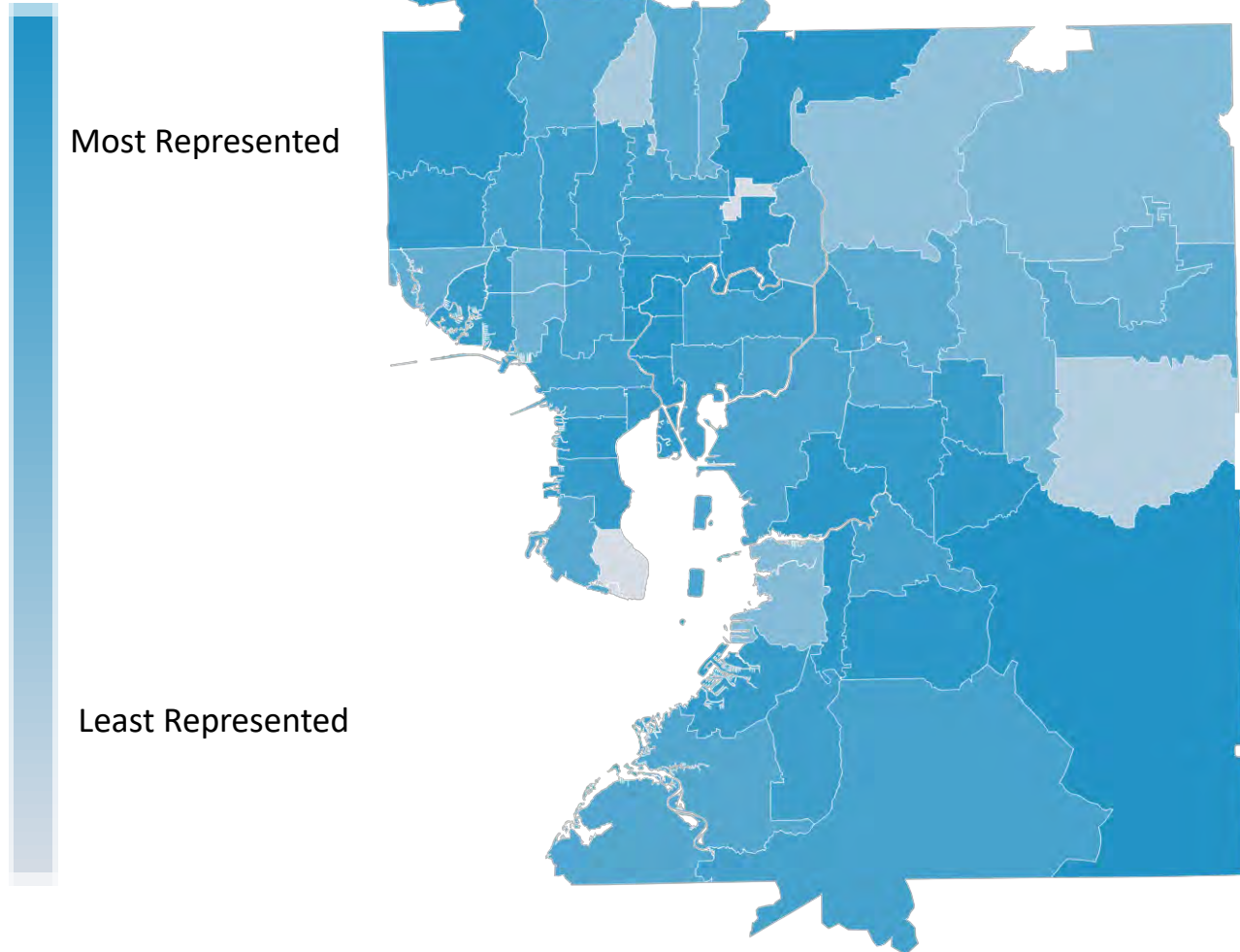
COMMENTS



County-wide Representation

Resident Representation

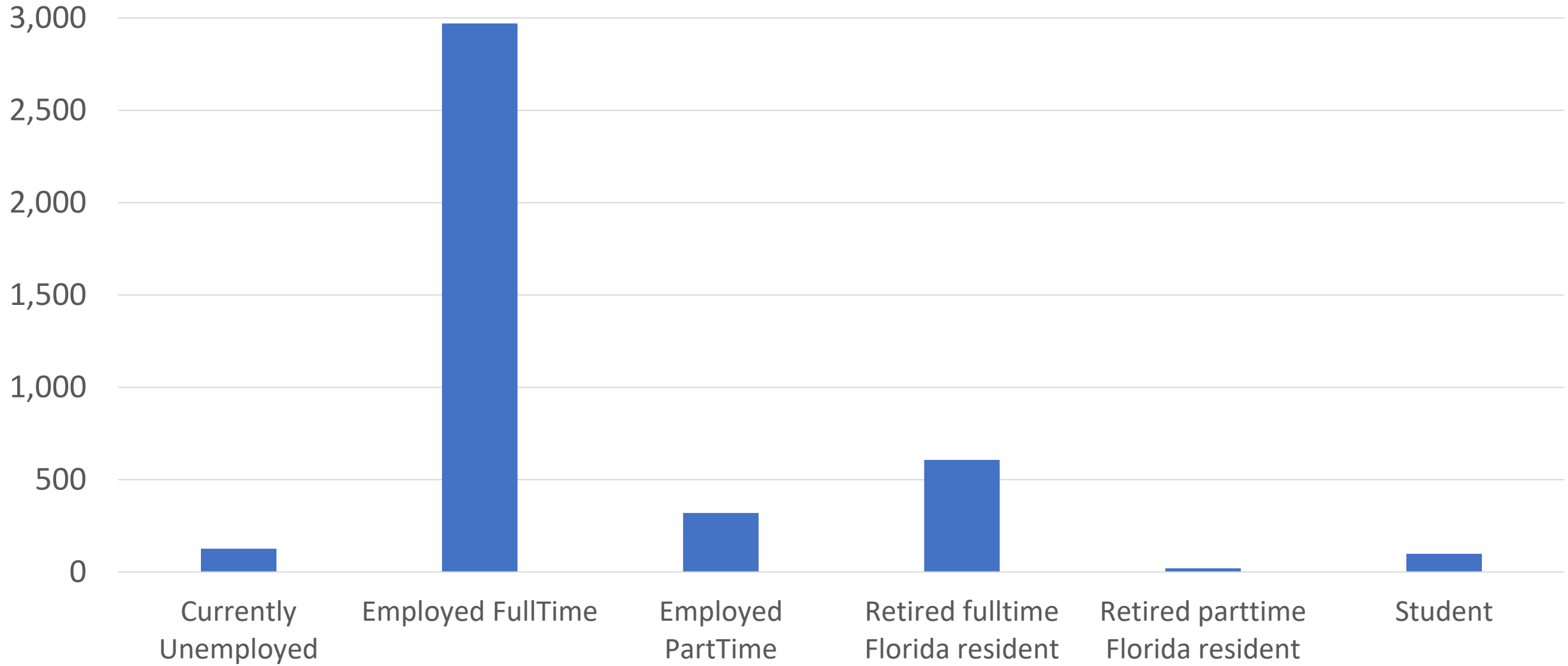
Worker Representation



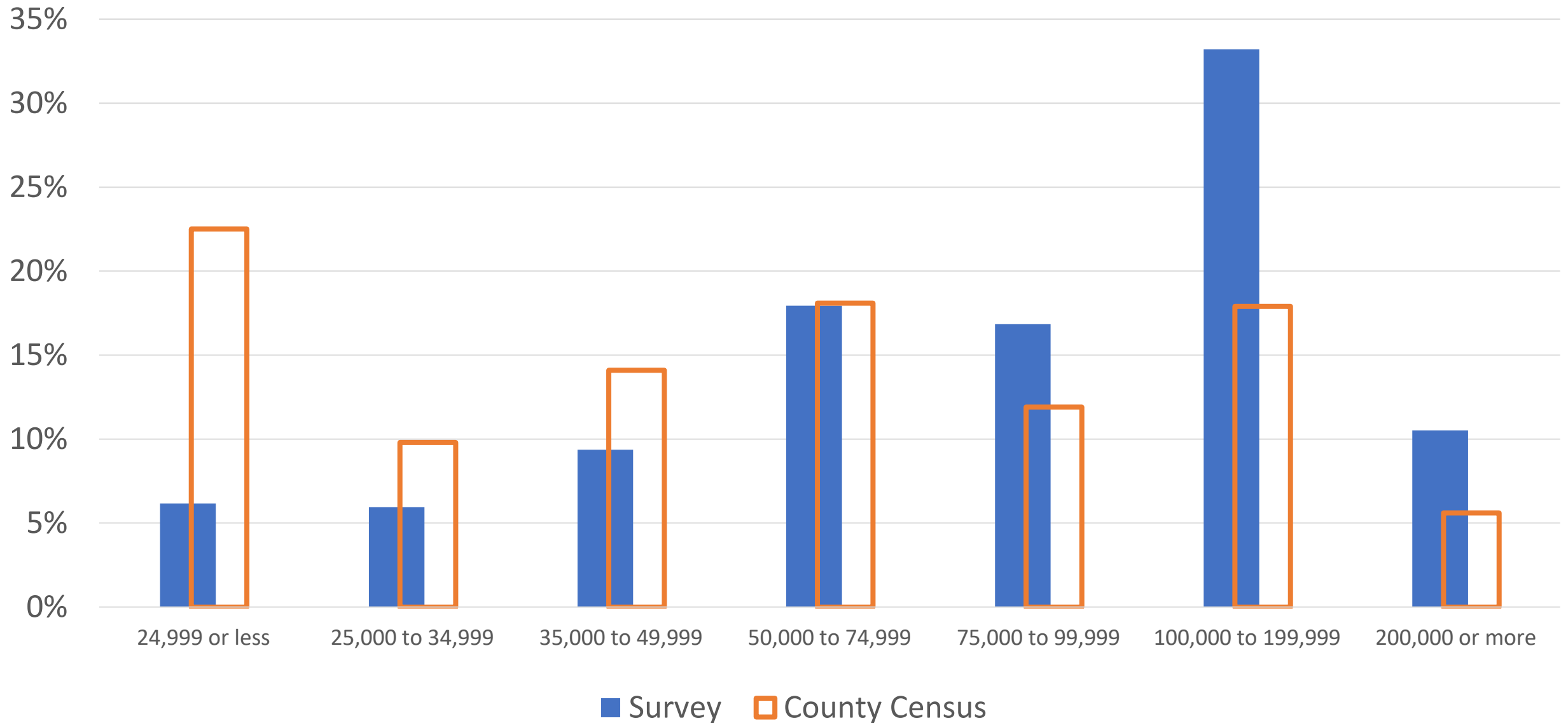


Demographics

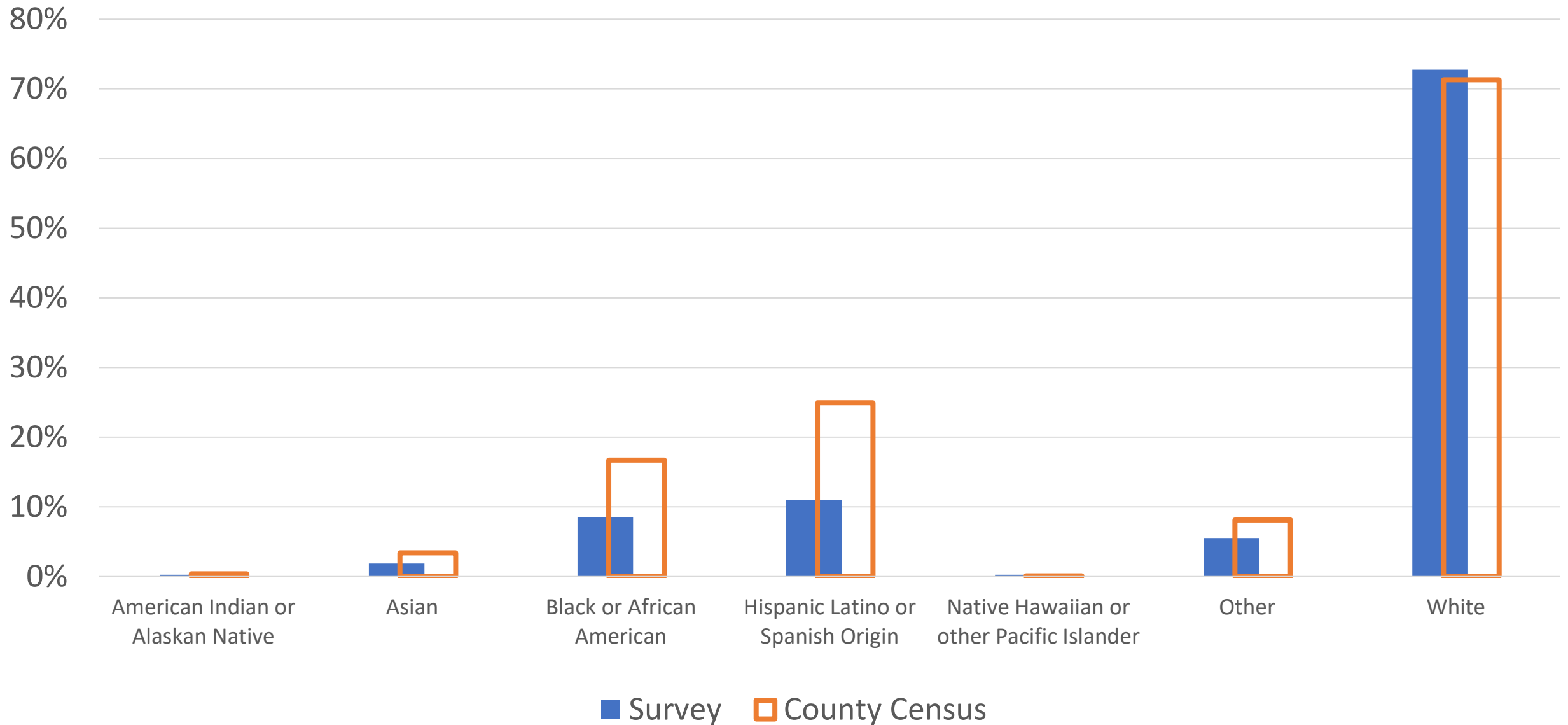
Employment Status



Annual Household Income (\$)



Race/Ethnicity





Bus Rapid Transit

Order the top 5 BRT Priorities

Order your top 5
↑ items above this line ↑

I-275 Limited Stop BRT

Brandon Boulevard BRT

Busch-Linebaugh BRT

Downtown-USF BRT

Bruce B Downs Blvd BRT

Dale Mabry Highway BRT

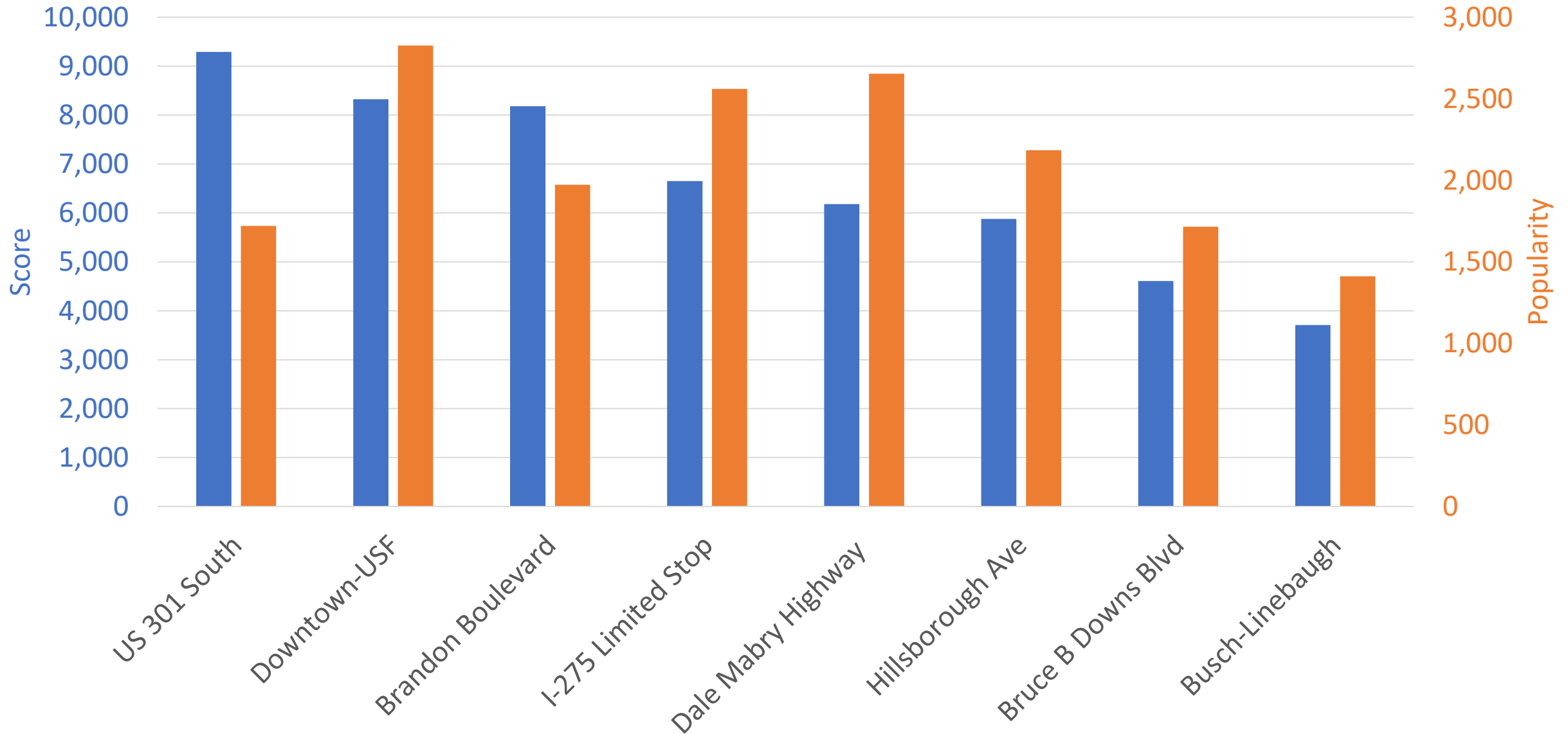
Hillsborough Ave BRT

US 301 South BRT



Transit as an alternative to driving
Bus Rapid Transit (BRT) provides fast, high-quality bus service. BRT typically includes pleasant stations, shorter wait times, modern vehicles, smart technology, and speedier trips. Tell us what roads you want BRT on.

BRT - Results



Major Investments




Respond Yes
or No for each
project



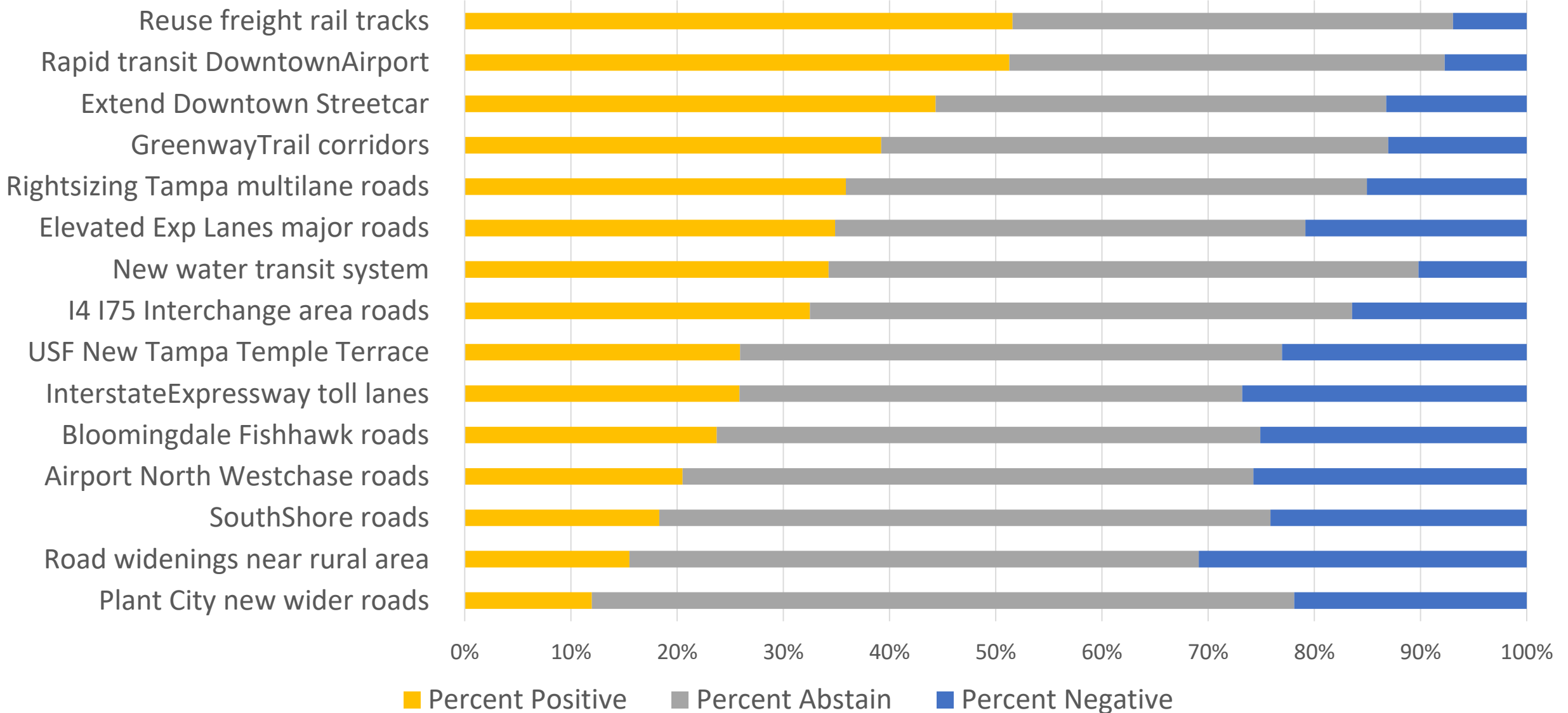
This map shows some potential major projects. Select the projects you feel should be a priority for further study or suggest a different one. These projects are designed to reduce congestion and may include walk and bike facilities. Projects in black are already in the plan.



Indicate which project you would approve.

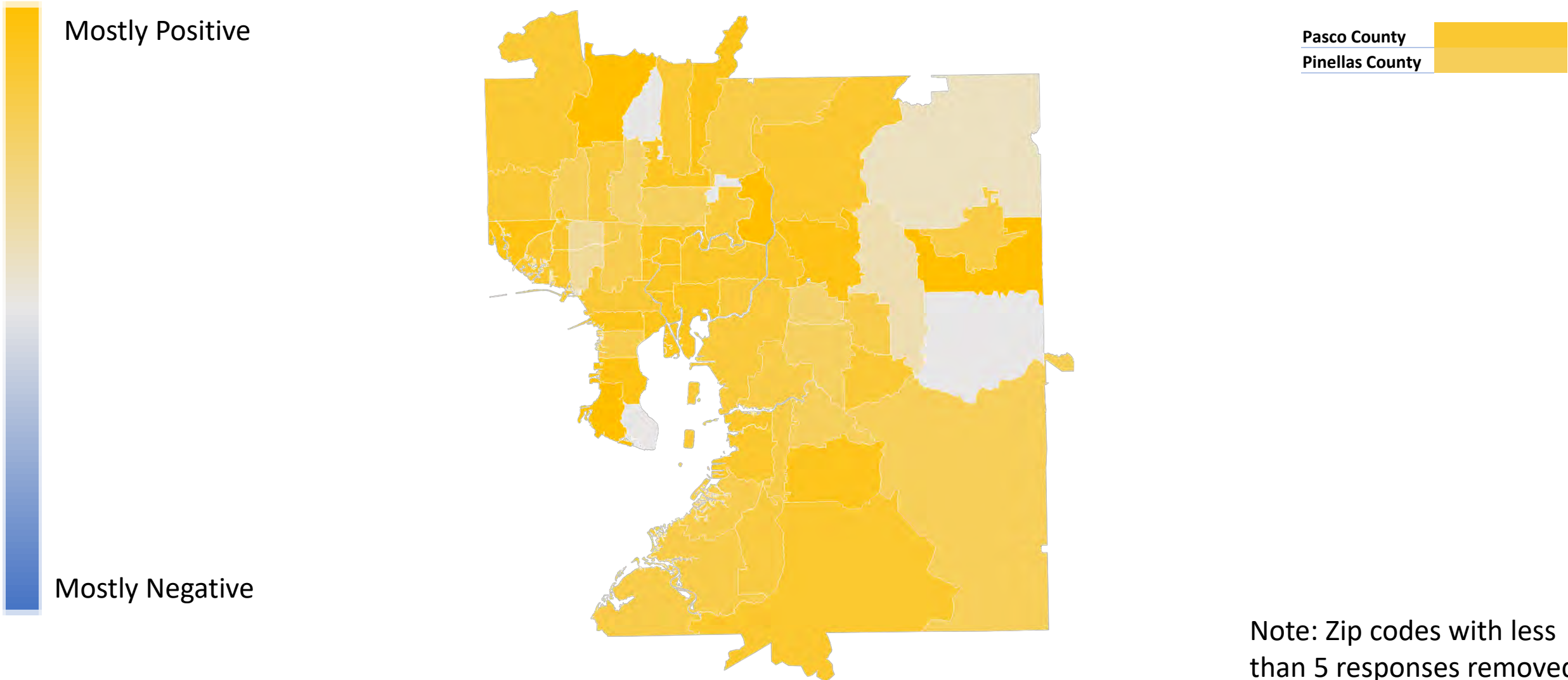
 Comment

Major Investments – Overall Results



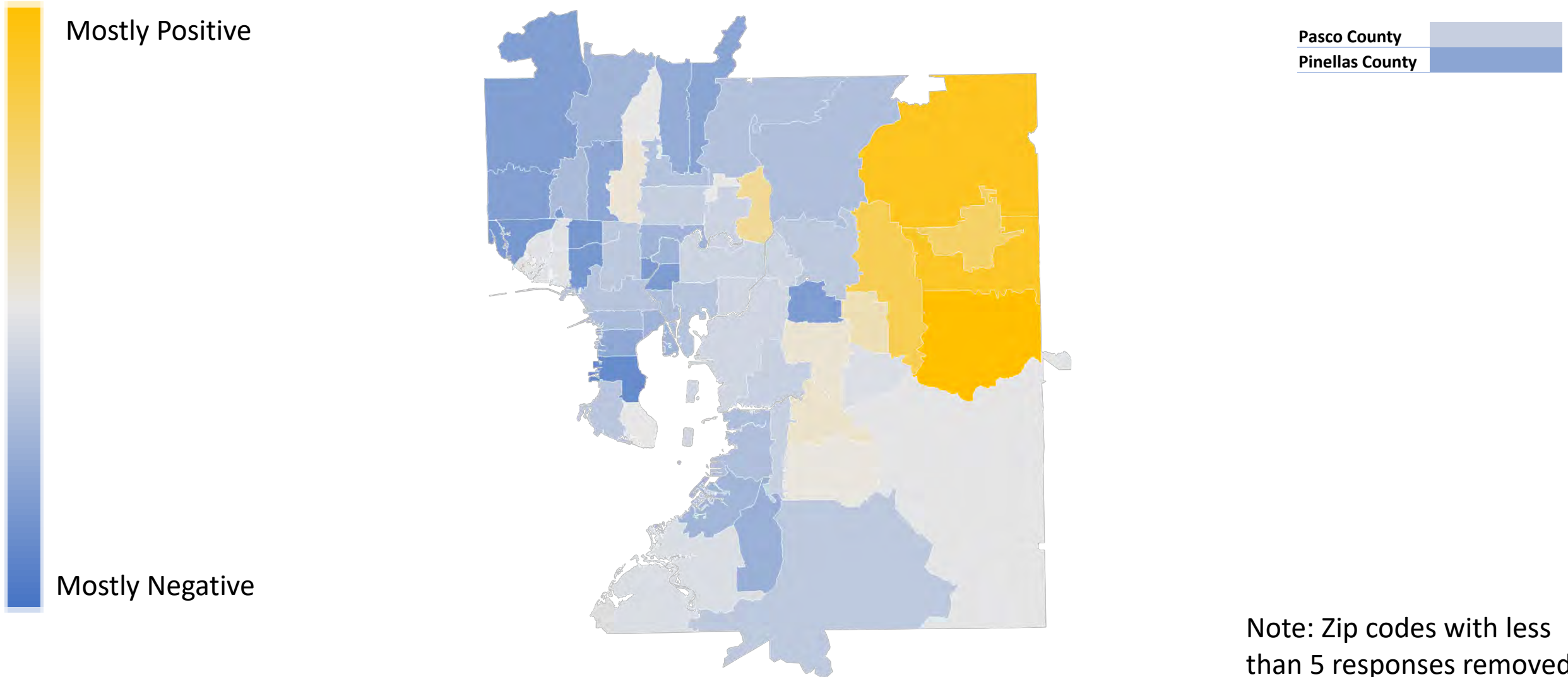
Major Investments – Reuse Freight Rail Track

Results by Home Zip Code



Major Investments – Plant City New Wider Roads

Results by Home Zip Code





Downtown Interchange

Rate each scenario

No Build

Safety/Traffic Quick Fix

Add Express Lane
Flyover

Full Rebuild w/ Exp
Lanes

No Build

- No further construction
- Existing lanes stay the same
- Severe crash hotspot
- Airport ↔ Ybor in 15-30 minutes
- Airport ↔ MLK in 10-30 minutes
- Impacts 0 homes/businesses
- Construction cost: \$0

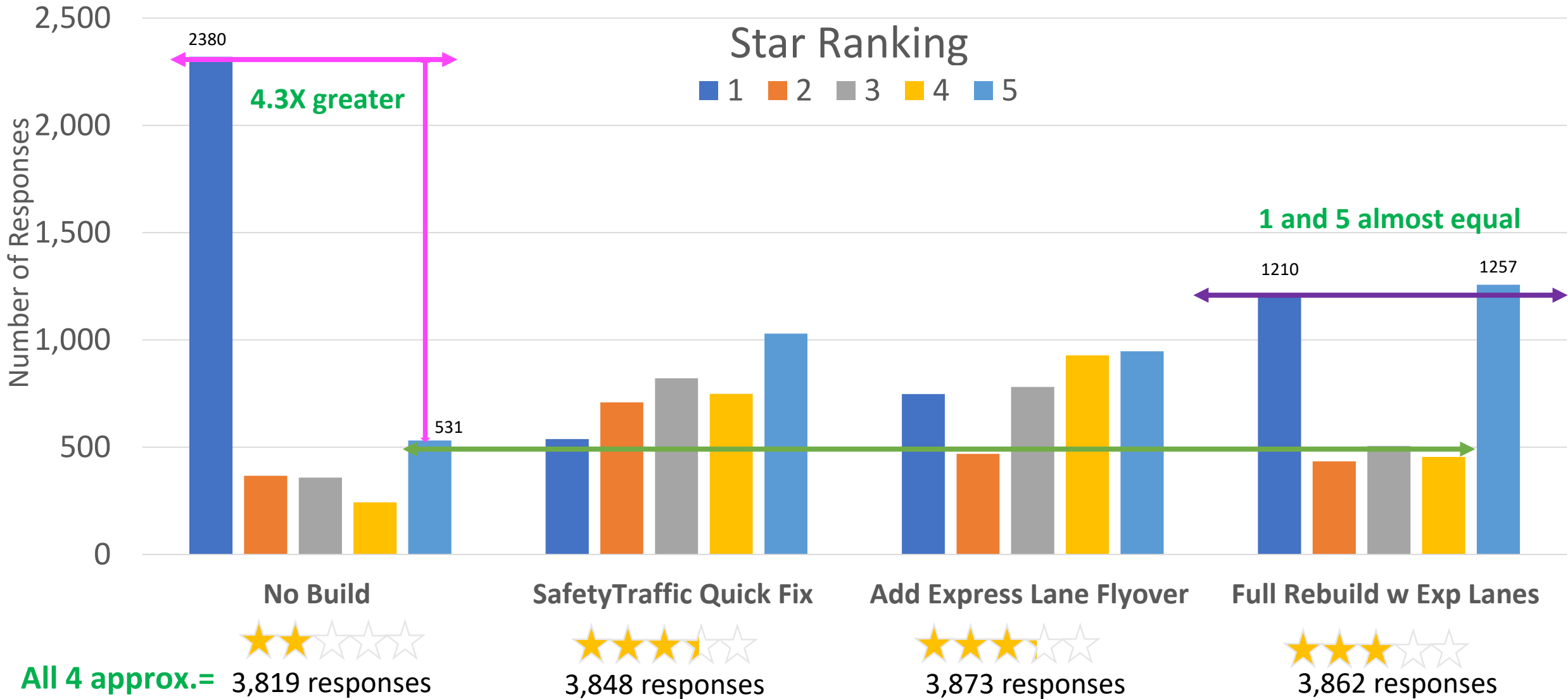
Please rate this scenario:



Optional Comment



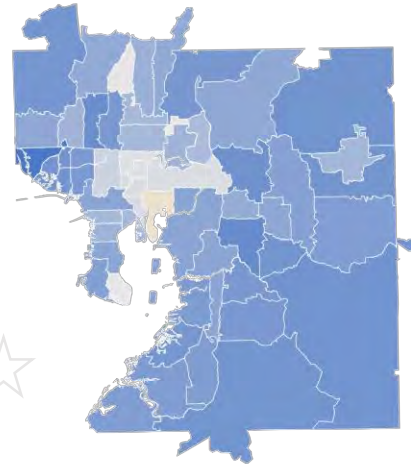
Downtown Interchange – Overall Results (1=lowest, 5=highest)



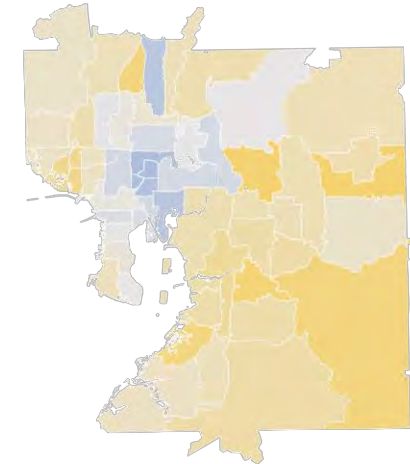
Downtown Interchange – Results by Home Zip Code

No-Build Score

High Star Rating

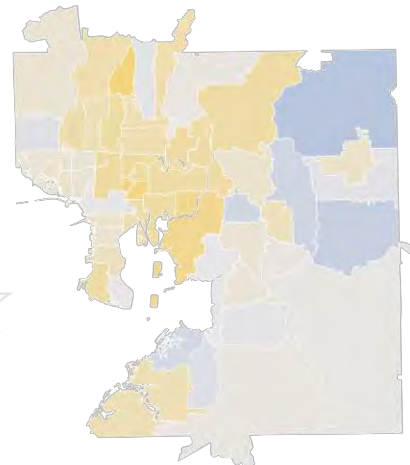


Express Lane Score

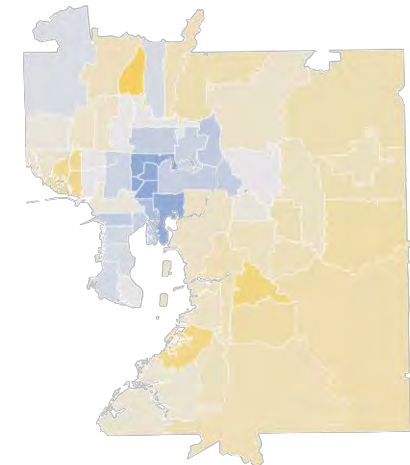


Safety and Traffic Quick Fix

Low Star Rating



Full Rebuild Score

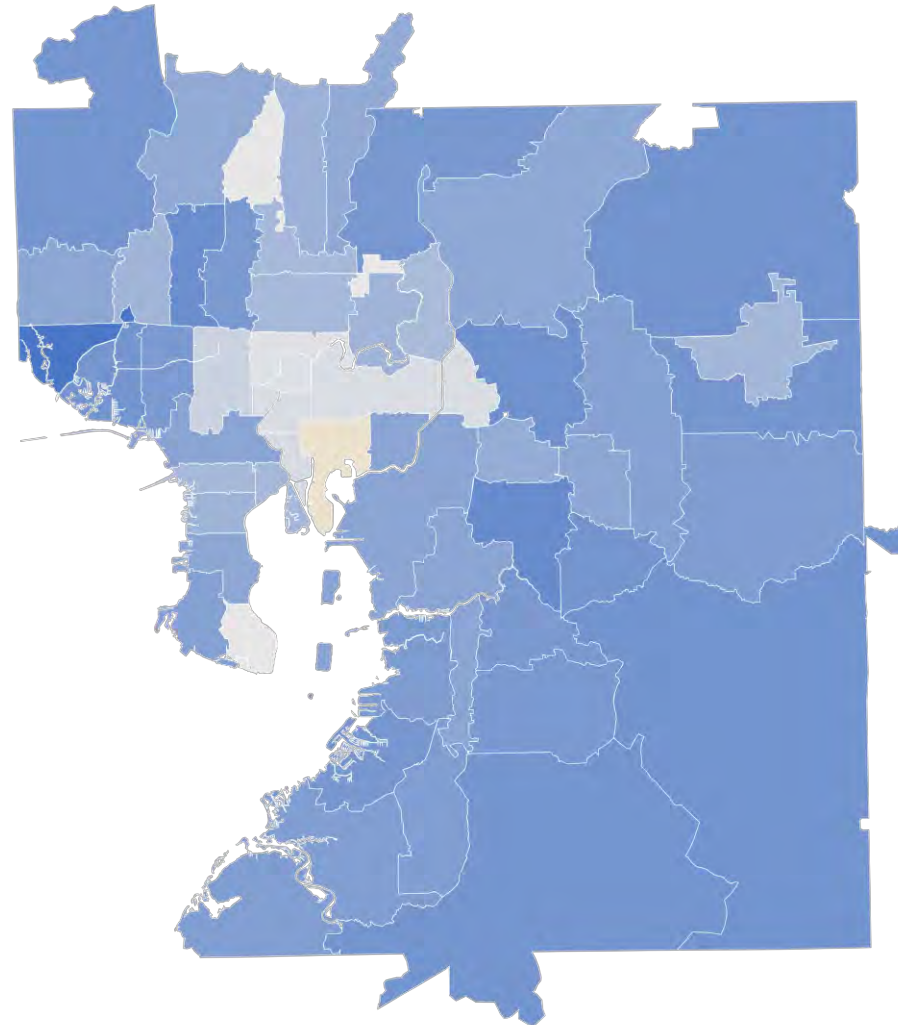


Note: Zip codes with less than 5 responses removed

Downtown Interchange – Results by Home Zip Code

No-Build Score

High Star Rating



Low Star Rating

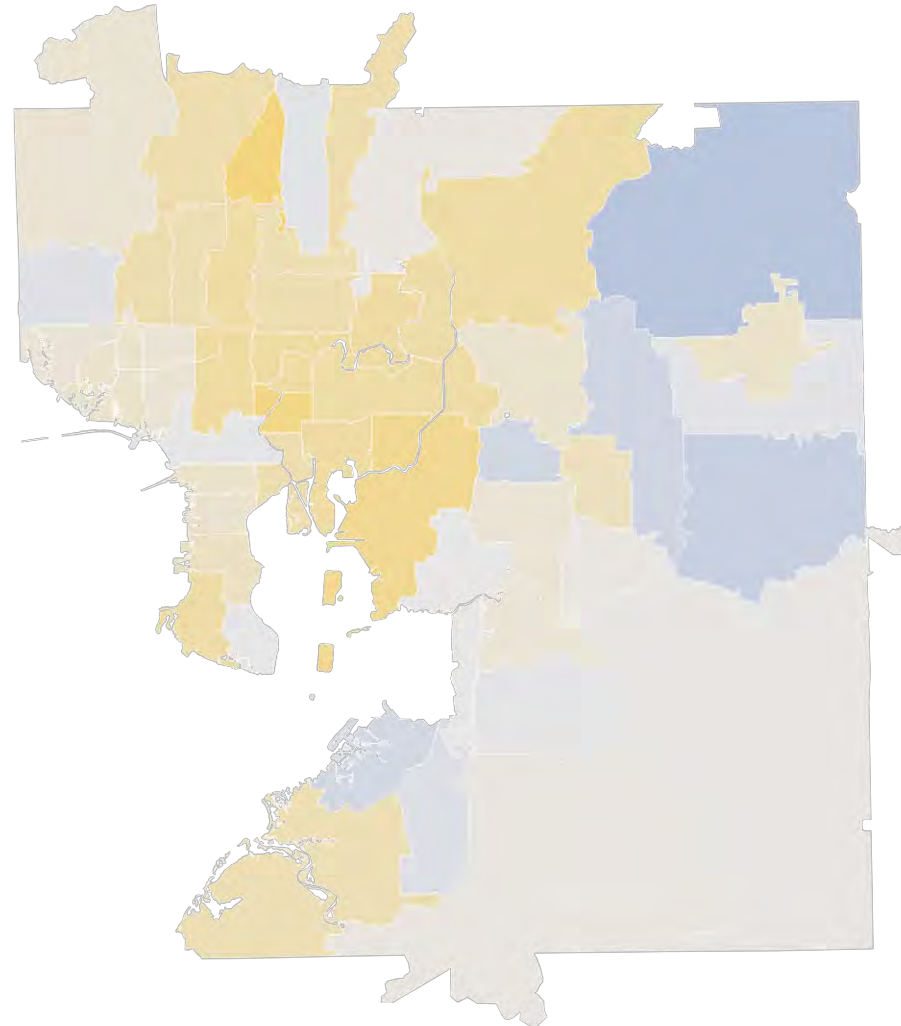
Note: Zip codes with less than 5 responses removed

Downtown Interchange – Results by Home Zip Code

Safety and Traffic Quick Fix Score



High Star Rating



Low Star Rating

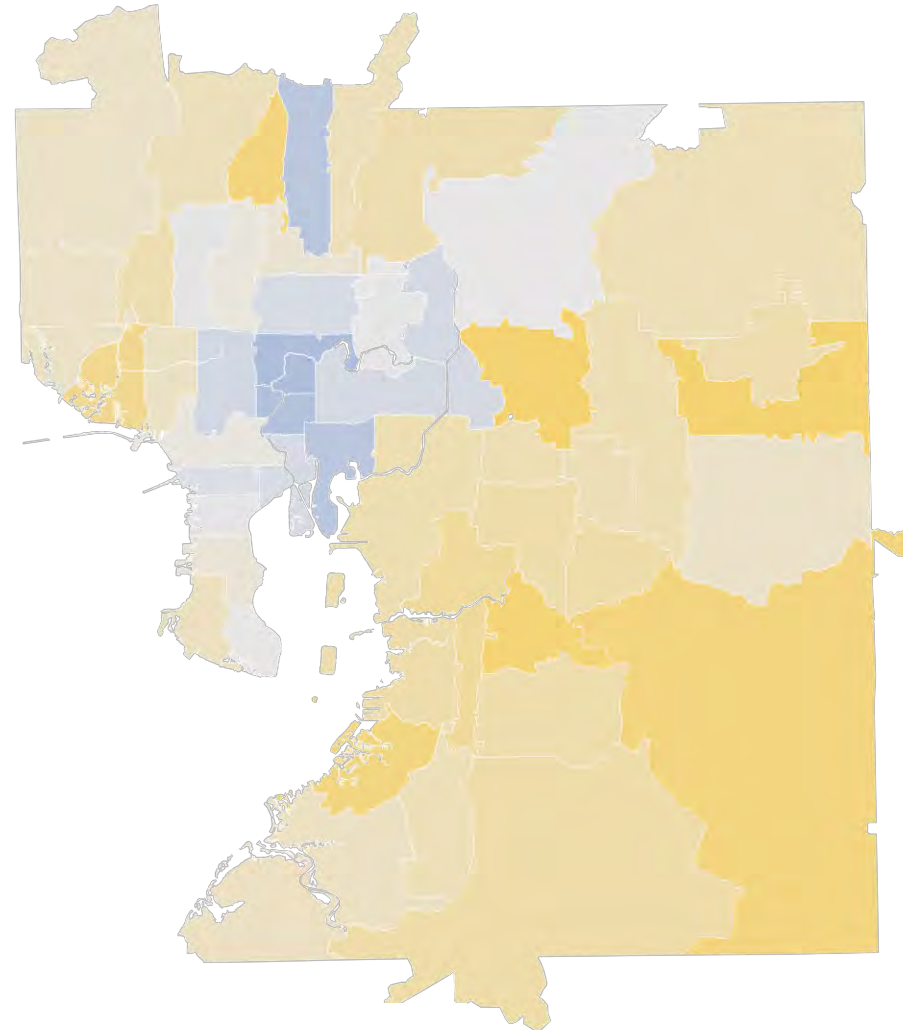
Note: Zip codes with less than 5 responses removed

Downtown Interchange – Results by Home Zip Code

Express Lane Score



High Star Rating

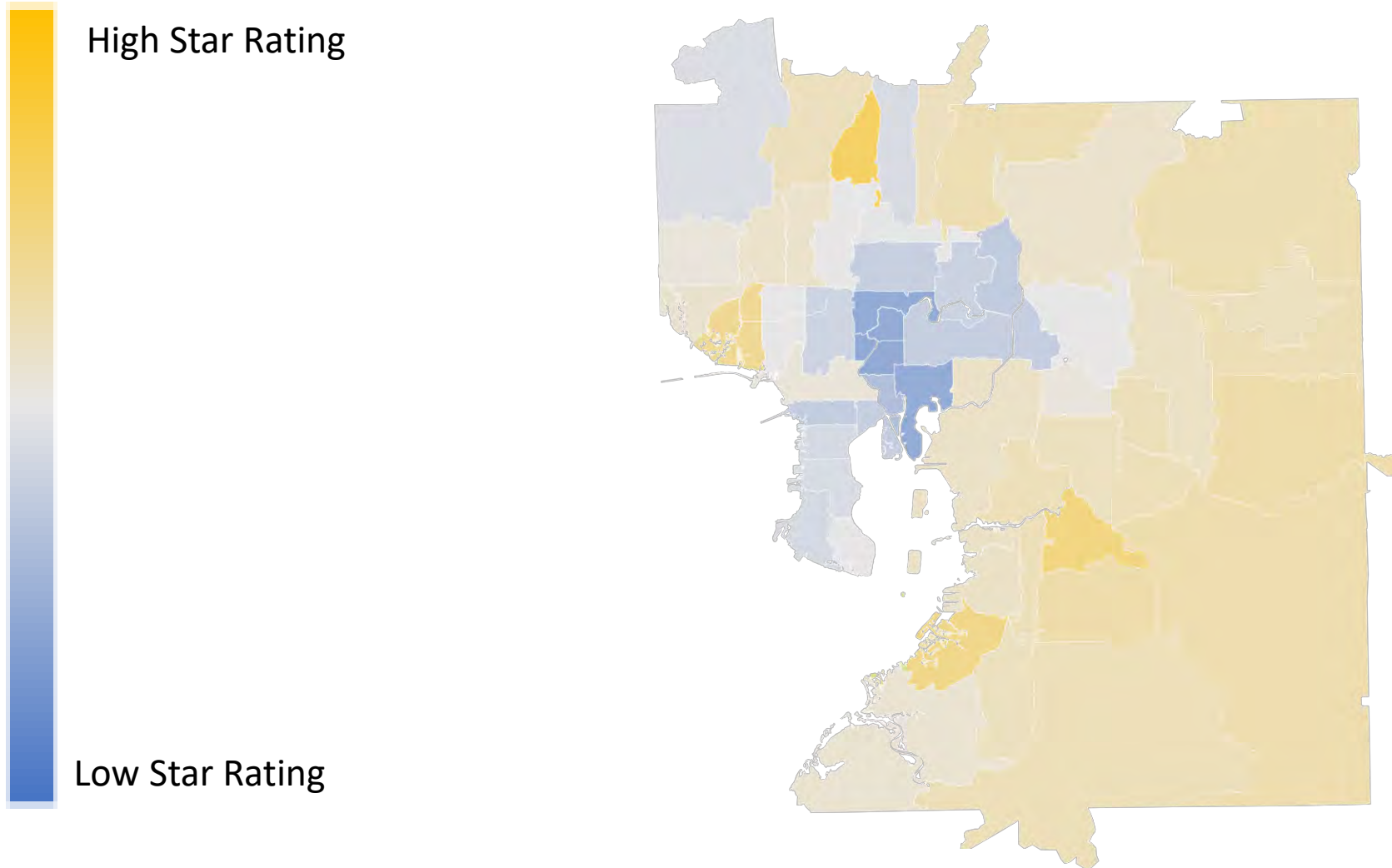


Low Star Rating

Note: Zip codes with less than 5 responses removed

Downtown Interchange – Results by Home Zip Code

Full Rebuild Score



Note: Zip codes with less than 5 responses removed

What's happens next?

Draft Plan for review

Posted online on or before October 5, 2019
planhillsborough.org/2045lrtp

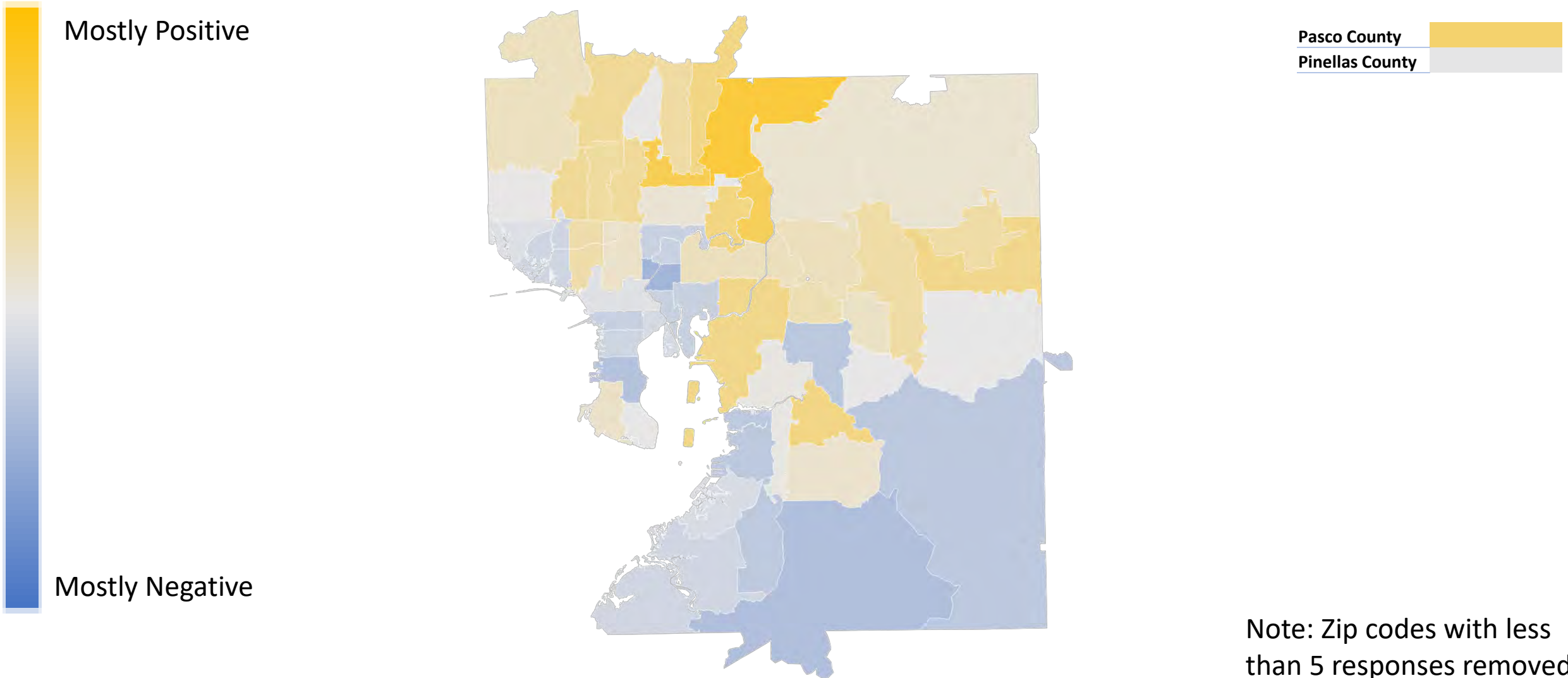
Plan adoption

November 5, 2019 at 6:00 pm
MPO Public Hearing
County Center
601 E. Kennedy Blvd., 2nd Floor



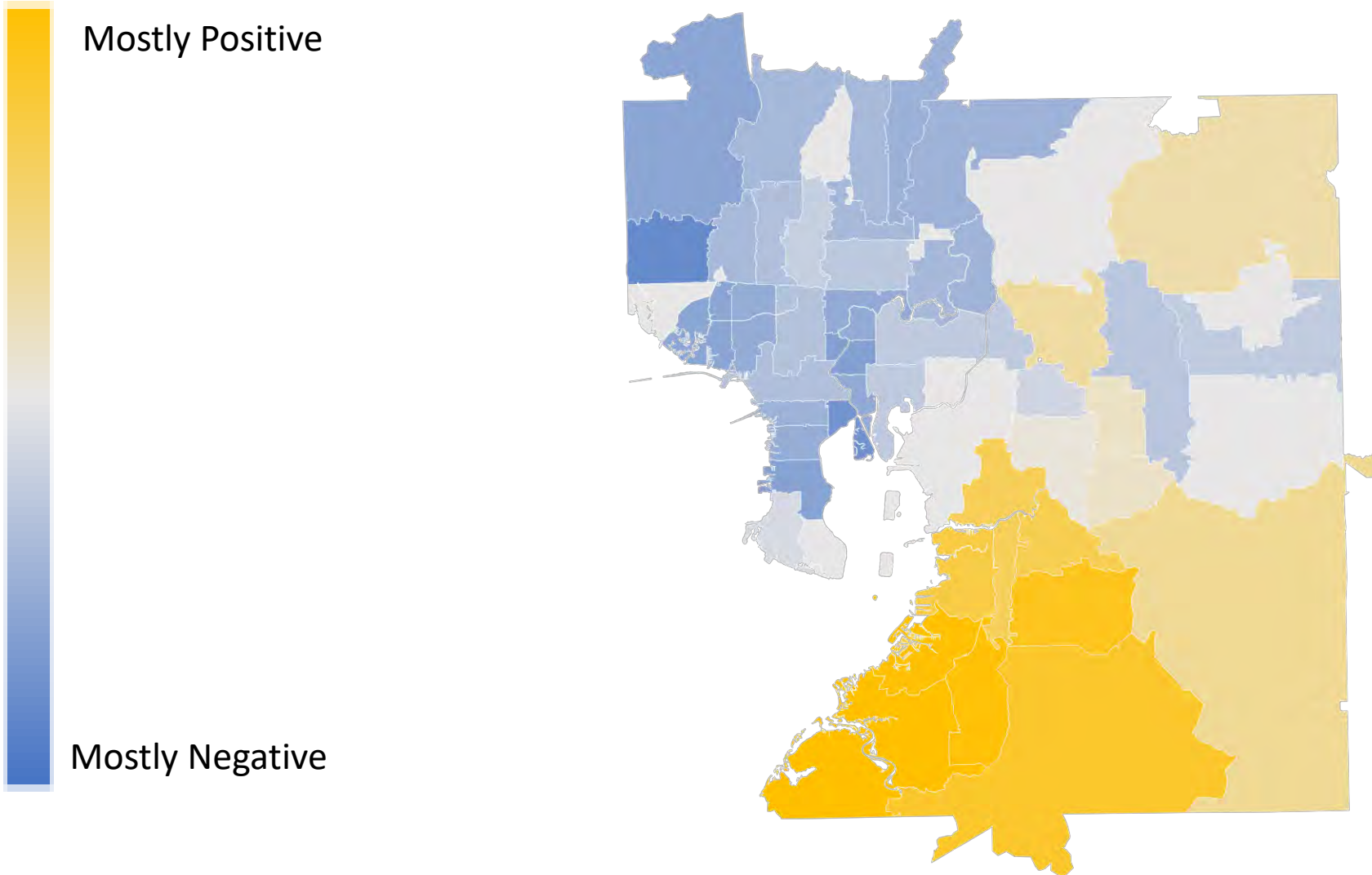
Major Investments – USF-New Tampa-Temple Terrace

Results by Home Zip Code



Major Investments – SouthShore

Results by Home Zip Code



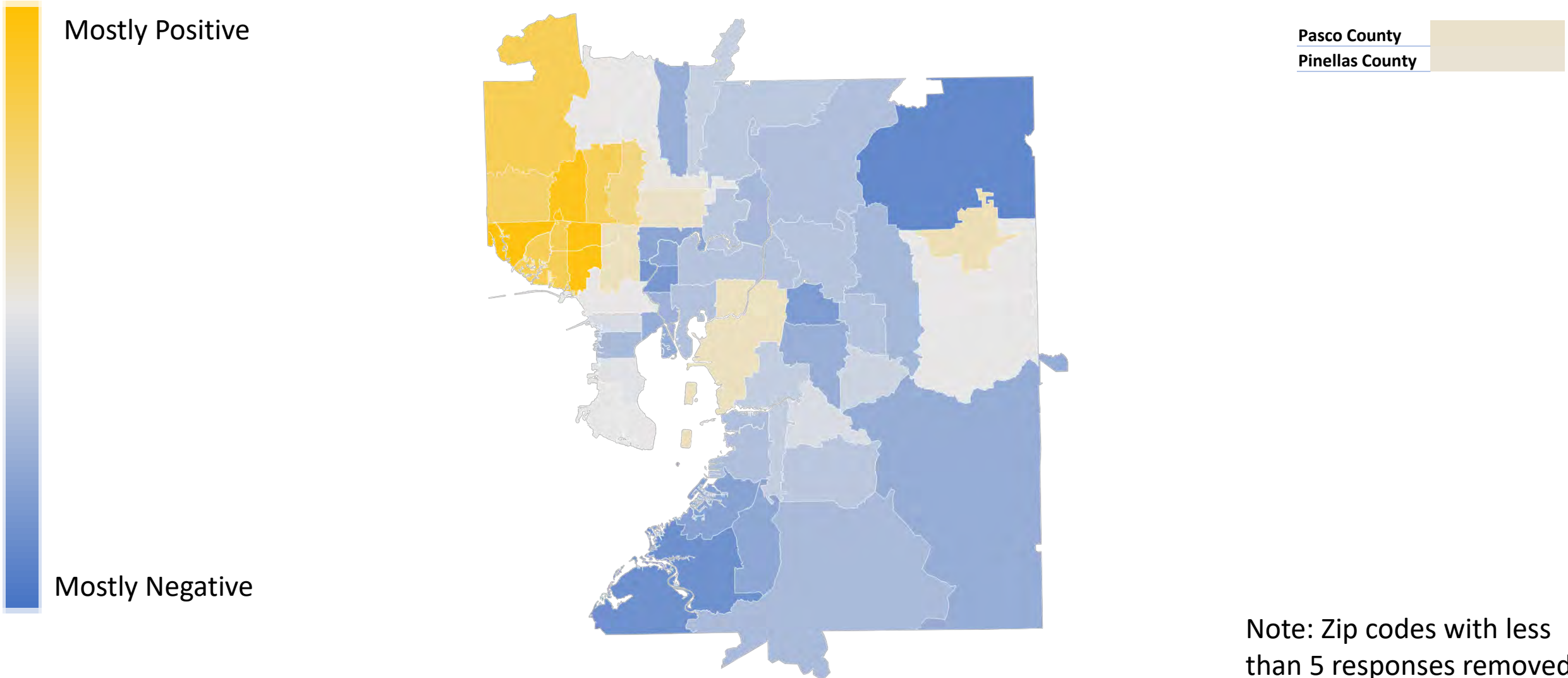
Pasco County

Pinellas County

Note: Zip codes with less than 5 responses removed

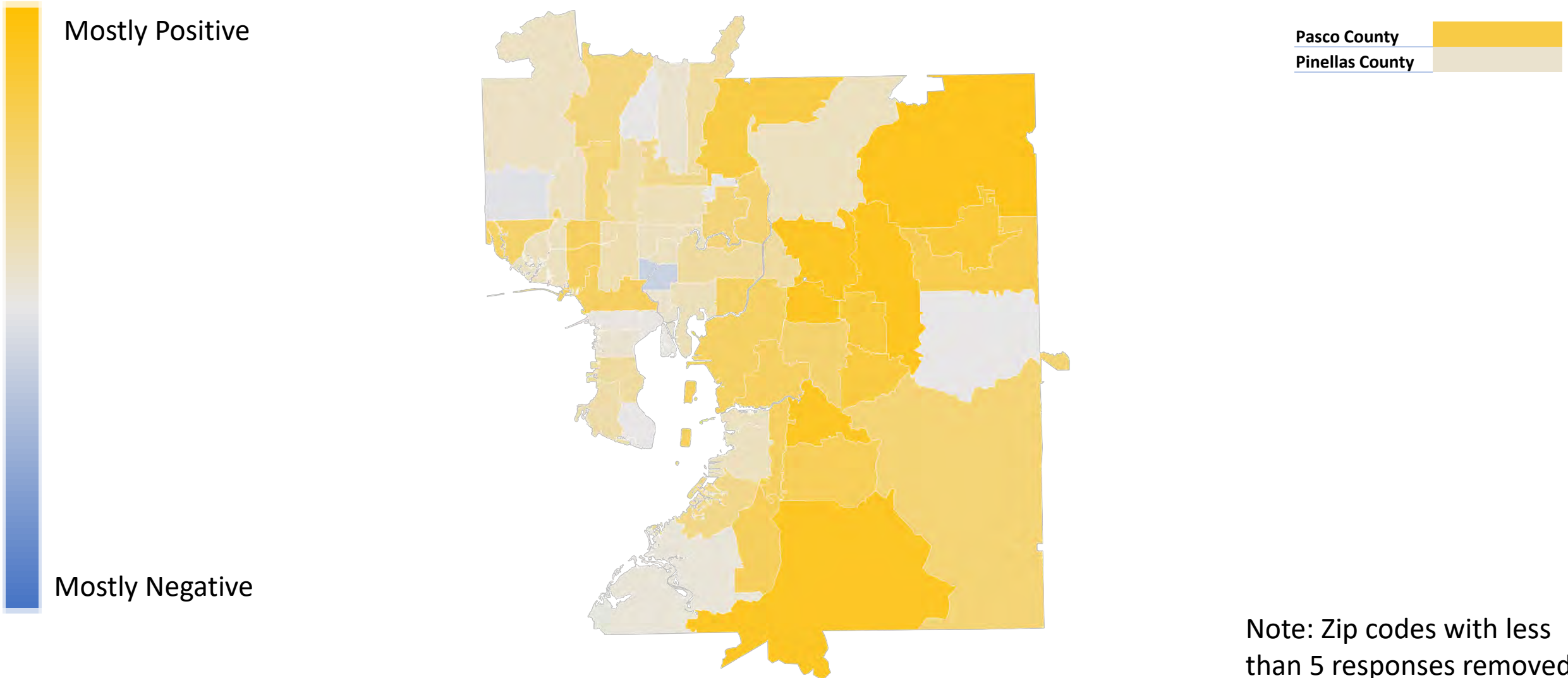
Major Investments – Airport North Westchase Roads

Results by Home Zip Code



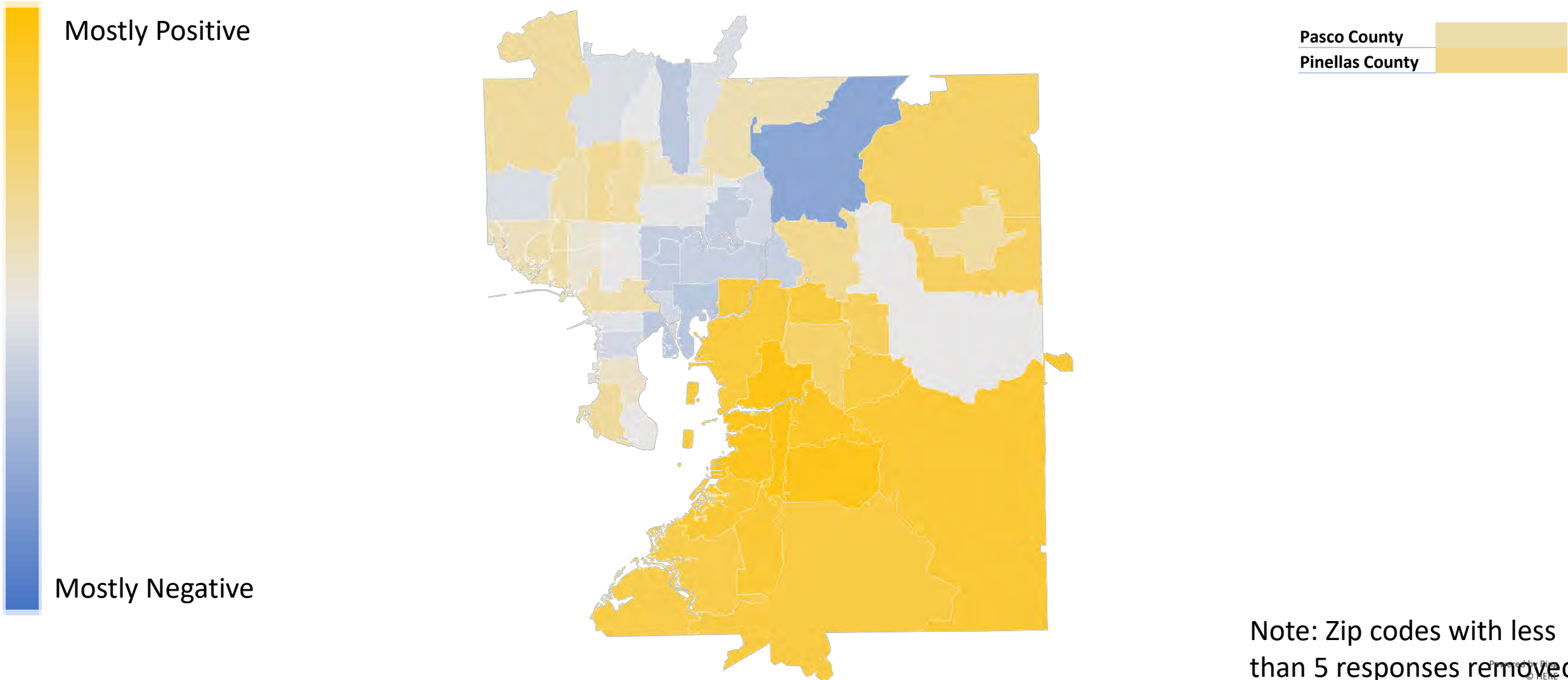
Major Investments – I-4/I-75 Interchange Area Roads

Results by Home Zip Code



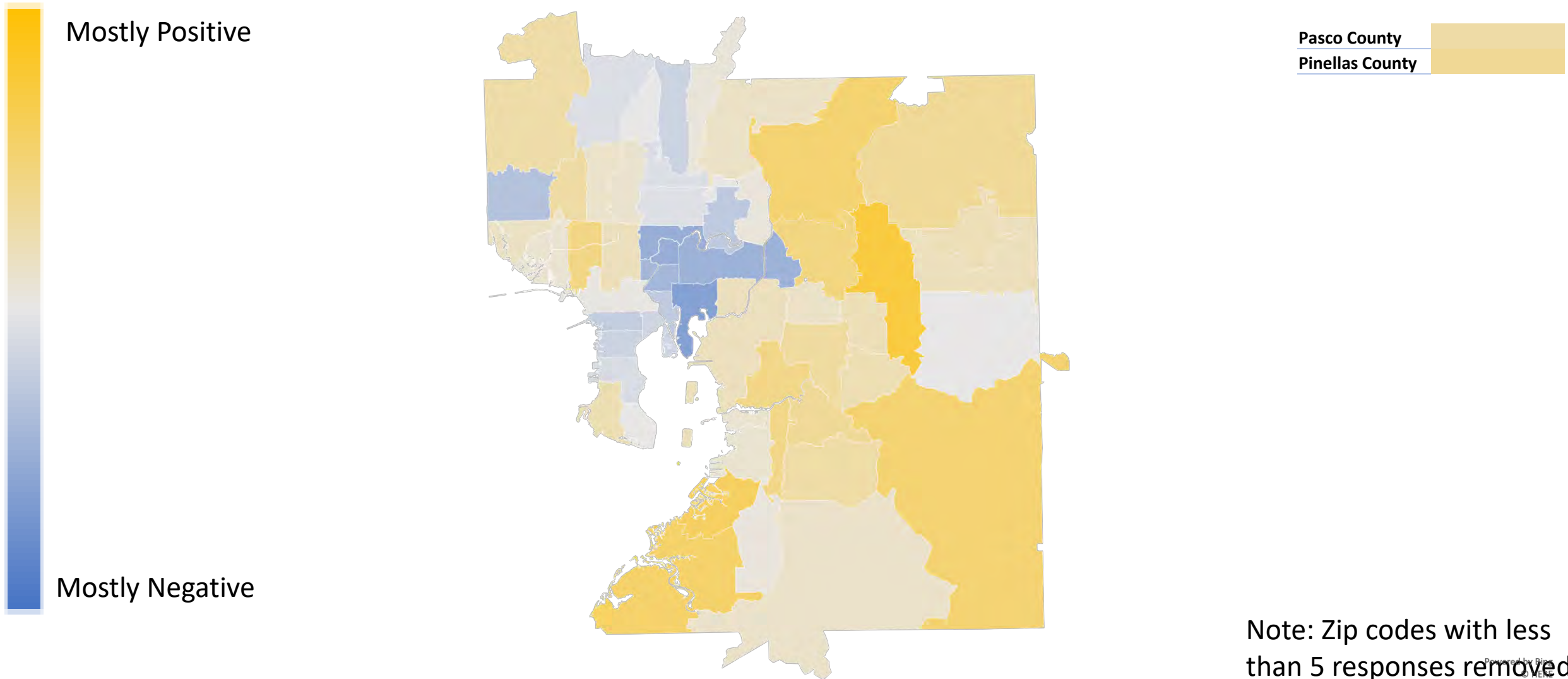
Major Investments – Elevated Express Lanes Major Roads

Results by Home Zip Code



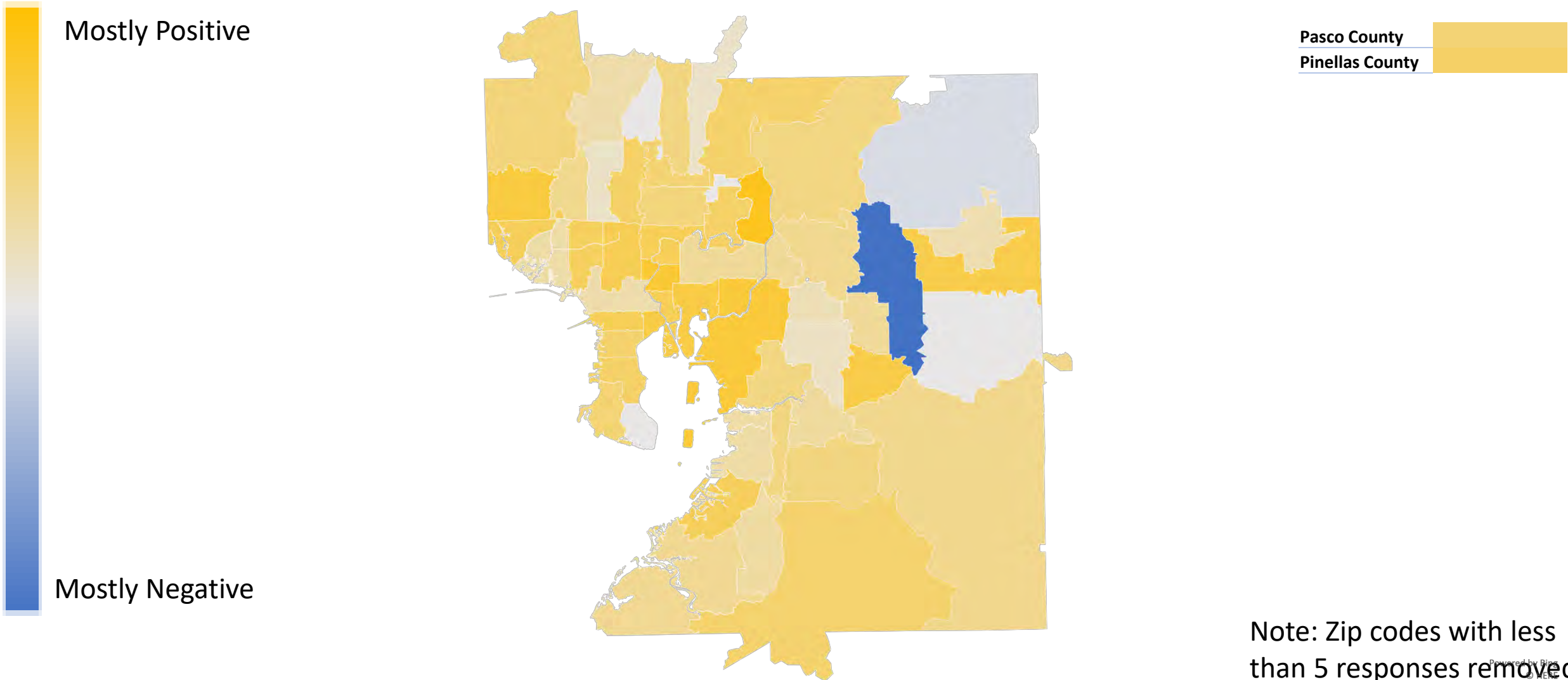
Major Investments – Interstate Expressway Toll Lanes

Results by Home Zip Code



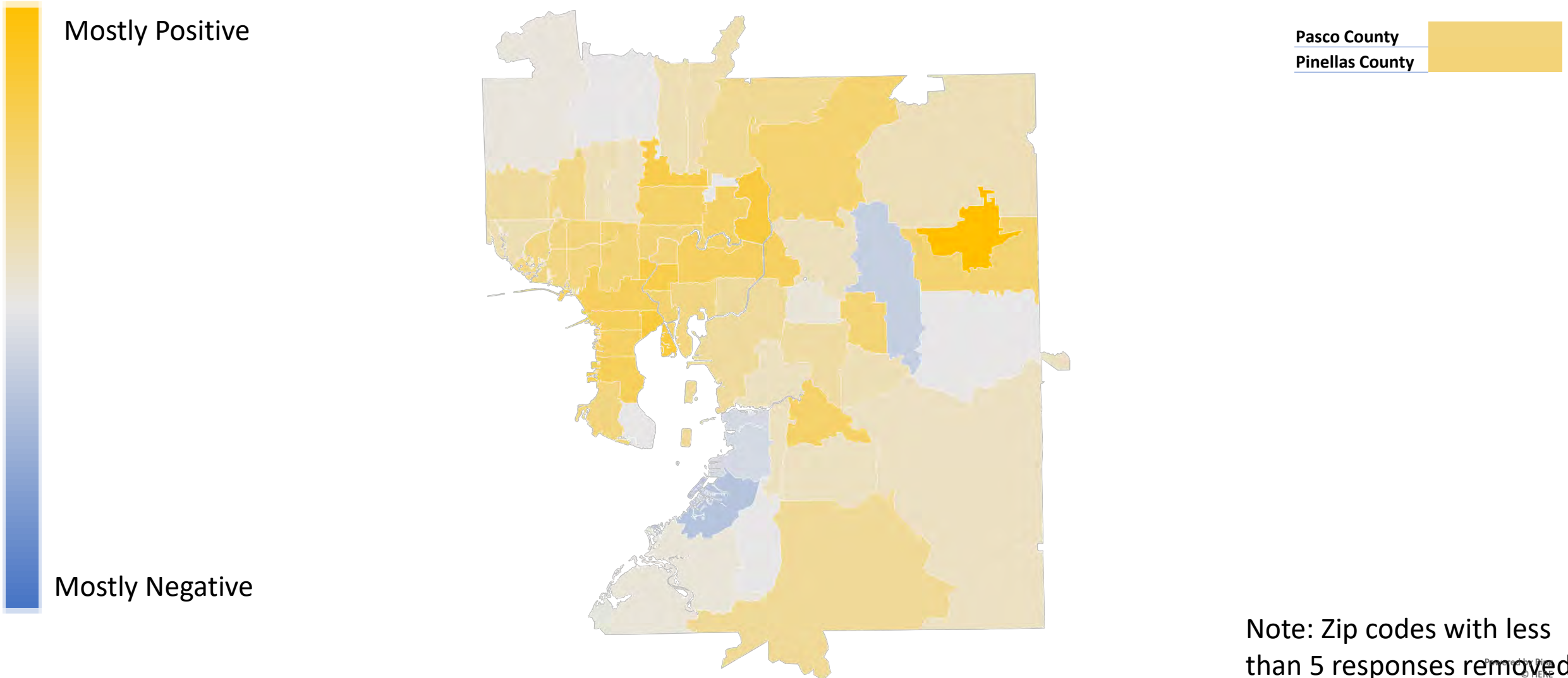
Major Investments – Greenway and Trail Corridors

Results by Home Zip Code



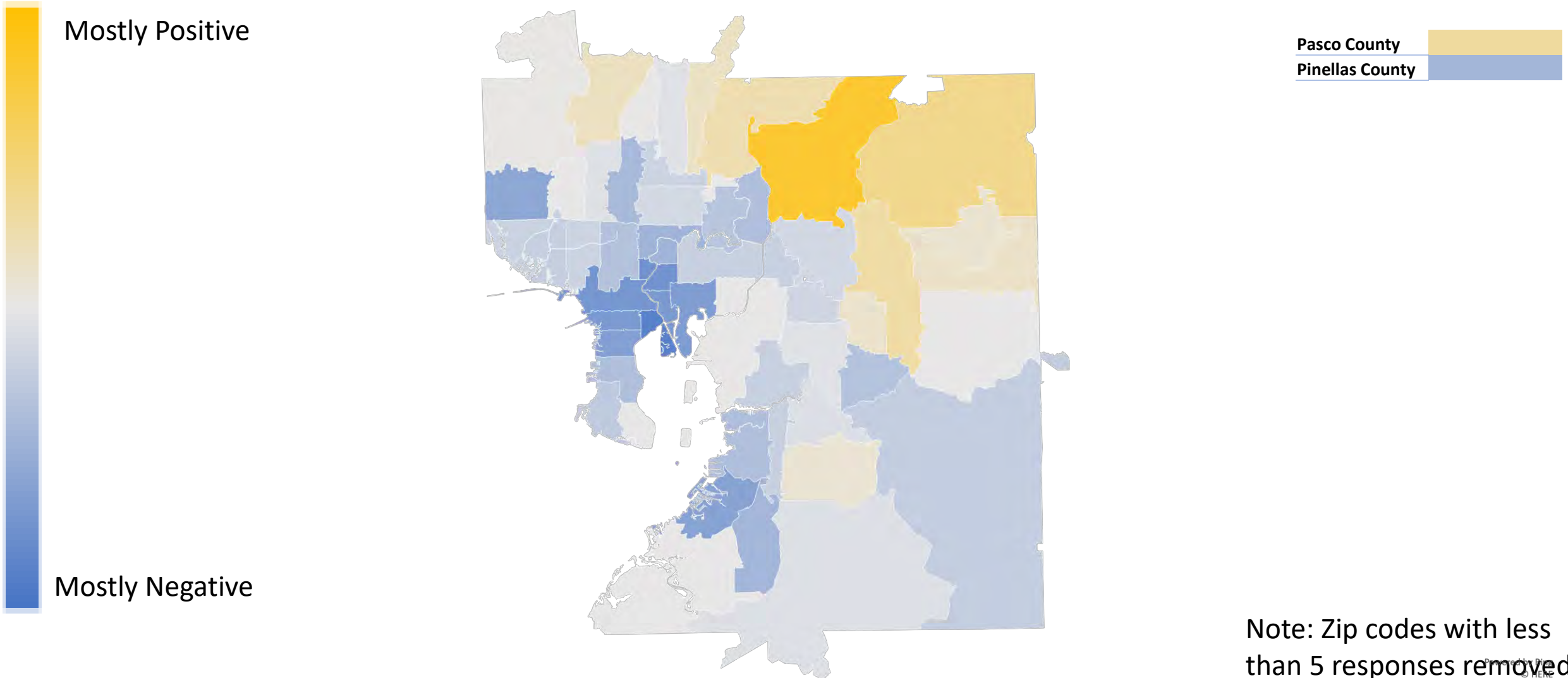
Major Investments – Right-sizing Tampa Multilane Roads

Results by Home Zip Code



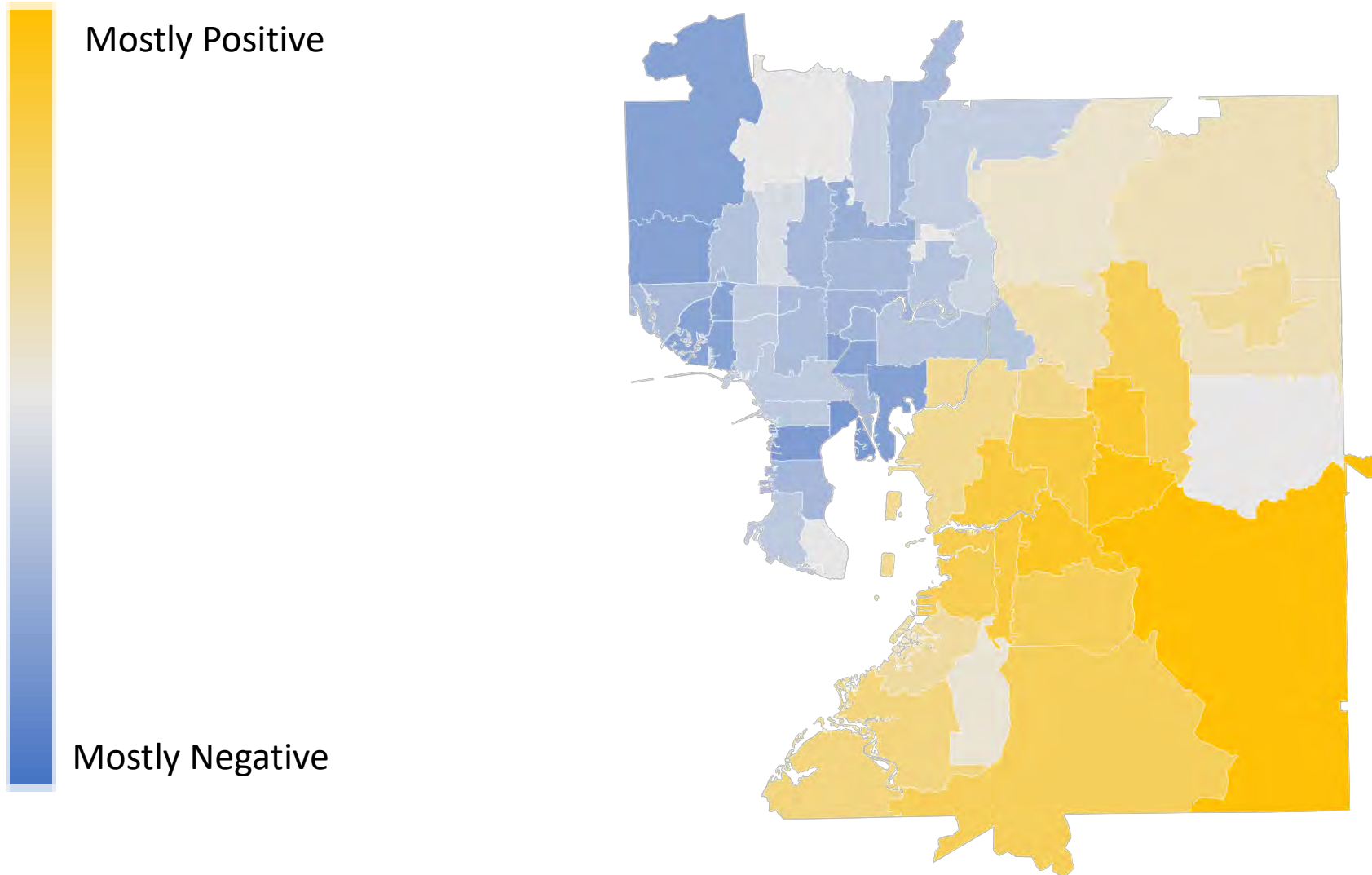
Major Investments – Road widenings near rural area

Results by Home Zip Code



Major Investments – Bloomingdale Fishhawk roads

Results by Home Zip Code



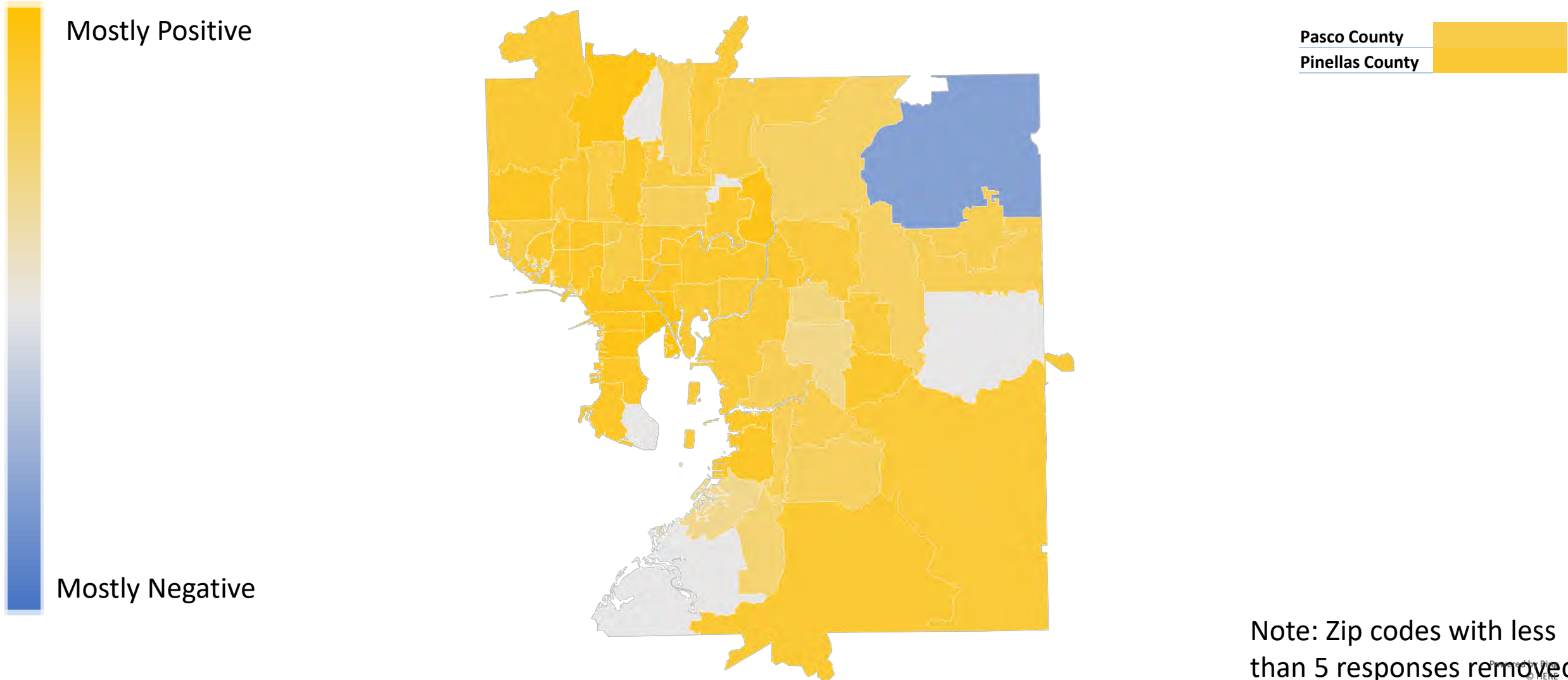
Pasco County

Pinellas County

Note: Zip codes with less than 5 responses removed

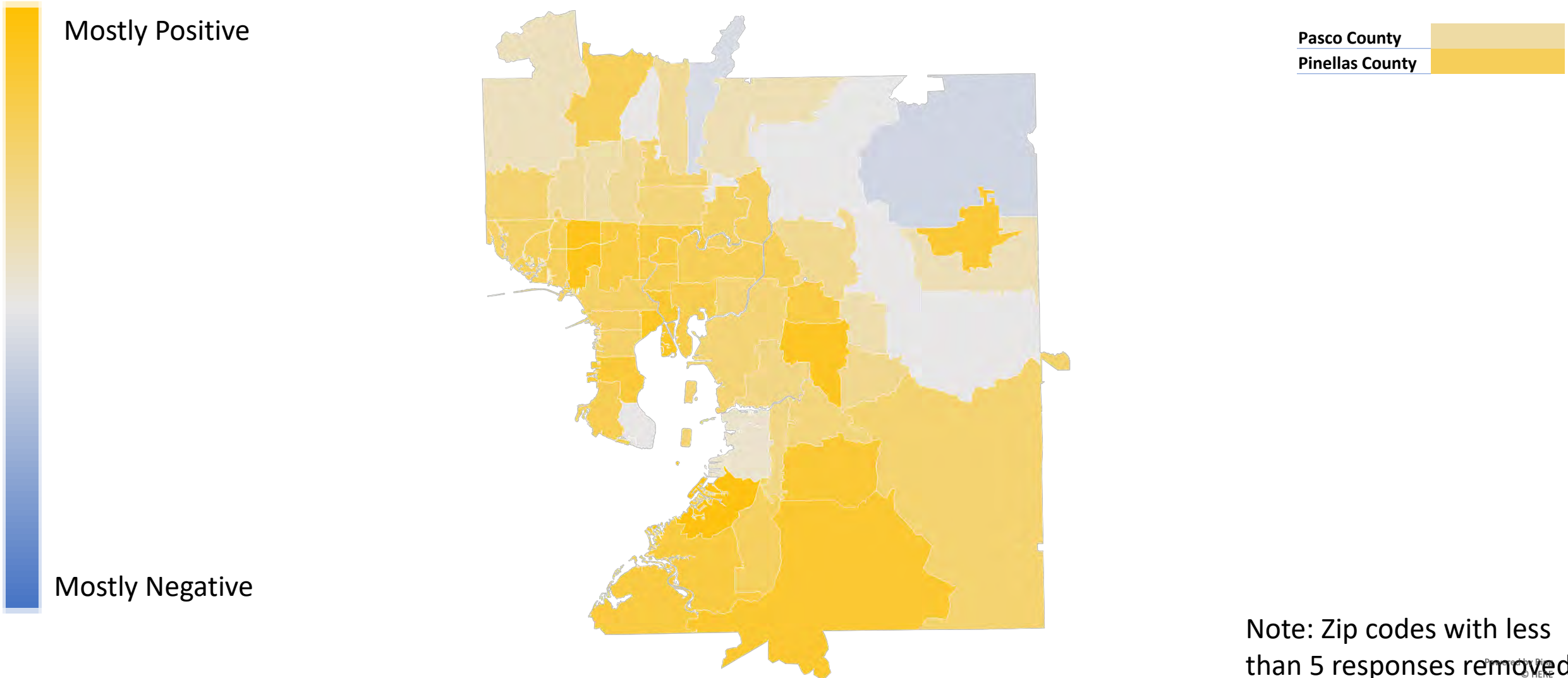
Major Investments – Rapid Transit from Downtown to Airport

Results by Home Zip Code



Major Investments – New Water Transit System

Results by Home Zip Code



Major Investments – Extend Downtown Streetcar

Results by Home Zip Code

