



2020 Annual Report

WORKING WITH YOU TO
CREATE A THRIVING FUTURE

Address

County Center
601 E Kennedy Blvd, 18th Floor
Tampa, FL 33602

Phone

813/272-5940

Website

planhillsborough.org

Contents

| | |
|-----------------------------------|-----------|
| ABOUT US | 4 |
| BY THE NUMBERS | 6 |
| STRATEGIC PLAN | 8 |
| Citizen Engagement | 10 |
| Planning Partnerships | 14 |
| Linking Land Use & Transportation | 20 |
| Technology & Innovation | 26 |
| Regionalism | 30 |
| Enabling Transportation Choices | 34 |
| Internal Agency Enhancements | 38 |
| APPENDIX | 42 |

Letter from the **EXECUTIVE DIRECTOR**



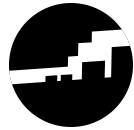
As planners, we like to anticipate what is coming ahead, but none of us could have imagined how COVID-19 would change our plans this year. From how we achieve our work tasks to our work environment, a lot has changed in the last year. One of the things I am most proud of this year is the agility, resiliency, and innovation of our team. When the health pandemic became prevalent in our community and County Center closed to the public, our staff was able to quickly adapt to working remotely. Projects that needed community outreach were quickly transformed to include online surveys and virtual meetings. We have learned how to use various types of virtual meeting software to ensure we could continue conducting Planning Commission, Metropolitan Planning Organization (MPO) and River Board meetings and keep action items moving forward. Our work products have adapted as well. Project timelines were shifted as the focus in our community turned to addressing the pandemic and its impacts on our community members. Our Annual Planning & Design Awards was converted to a video production so we could virtually celebrate great planning in our community. In many cases, holding meetings and events virtually allowed even greater public participation. The number of plan amendments increased to 57 this year, and we continued to keep all of them on track from a processing standpoint. The number of consistency reviews for rezonings and other land development applications almost doubled this year. Planned corridor studies for eight High Injury Network corridors were conducted and resulted in

recommendations for short term implementable counter measures to improve safety. Working with our partner local governments, these projects and more continued moving forward. Innovation in our work was also a highlight. The County's Plan was updated with a new One Water Section combining several of the previous elements to create a succinct and modern section that looks at water resources comprehensively. We added new elements to our website like a Residential Permits Dashboard and an archive of historic aerial photography. Research has been done on emerging technologies such as Automated, Connected, Electric and Shared Use vehicles and their future implications for surface transportation. During what has been a trying year in so many ways, I am pleased we have these and several other high points to share in this report. All of this could not have been accomplished without the fabulous team we are fortunate to have here at Plan Hillsborough as well as the support of our boards, committees and collaboration with our partner local governments. We look forward to continue working with you in 2021 towards thriving communities!

MELISSA ZORNITTA, AICP
Executive Director

About

PLAN HILLSBOROUGH



Hillsborough County City-County Planning Commission

Promotes, coordinates, collaborates with, and facilitates the involvement of all people in comprehensive planning and visioning to improve economic development opportunities and quality of life in our community.



Hillsborough MPO Metropolitan Planning for Transportation

A long-range transportation policy-making board made up of local government and transportation agency representatives planning for more than \$1.5 billion in state and federally funded multi-modal transportation investments in the first five years of each 20+ year plan.



Hillsborough River Interlocal Planning Board and Technical Advisory Council

Responsible for promoting collaborative planning, regulation, and development along the river corridor while ensuring the environmental health of the river running through Hillsborough County and the cities of Tampa and Temple Terrace.



Community planning touches nearly every facet of our lives — where we live and work, what transportation options we have, opportunities for recreation, how and where we will grow and how to protect our community assets.

Who We Are

Our agency provides staff support to the Hillsborough County City-County Planning Commission, the Hillsborough Metropolitan Planning Organization, and the Hillsborough River Interlocal Planning Board. We serve over 1.4 million residents in Unincorporated Hillsborough County and the cities of Tampa, Temple Terrace, and Plant City.

What We Do

With a common goal of advancing the community's vision for the future, each of these local jurisdictions is required to develop a long-range Comprehensive Plan to be adopted by local elected officials. Working in tandem with the Comprehensive Plans, the Long-Range Transportation Plan (LRTP) directs federal and state dollars towards transportation investments we value in our community, and it must be updated every five years.

Together, the Comprehensive Plan and the LRTP guide our community's future with each spanning a horizon of 20 years. Our agency also oversees plan amendments and conducts specialized studies and consistency reviews for requested changes to the Comprehensive Plans to allow us to keep pace with emerging trends and innovative ideas. In anticipation of growing to over two million residents by 2045, the plans we make today will shape how our community adapts to this rapid growth.

By the Numbers

FY2020

Community

| | |
|--|-------|
| Clients served (online and phone inquires) | 2,512 |
| Presentations to businesses, community, and stakeholder groups | 185 |
| Planning Commission, River Board, and MPO Board and committee meetings | 106 |

Plan Amendments

Number of plan amendments to the Future Land Use Map or text of the Comprehensive Plan to change the density, intensity, or range of allowable uses for a property or land area

| | |
|------------------------------------|----|
| Unincorporated Hillsborough County | 14 |
| City of Tampa | 31 |
| Temple Terrace | 3 |
| Plant City | 9 |

Other Land Use Planning

| | |
|--|-------|
| Permits issued within the Urban Service Area | 82% |
| Consistency reviews of proposed rezonings, annexations, right-of-way vacations, and port permits to ensure consistency with the Comprehensive Plan | 297 |
| Local government agreement rate for rezonings | 92% |
| Local government agreement rate for plan amendments | 88% |
| Maps created | 1,204 |

Social

| | |
|-------------------|---------|
| Web visits | 113,195 |
| Twitter followers | 12,156 |
| Facebook likes | 2,712 |
| Email subscribers | 13,744 |



Be Involved

Public engagement is at the center of all we do. Our agency and partners take great pride in involving as many citizens of all races, ethnicities, and socio-economic levels in planning for our future. We invite and encourage public involvement at meetings, special forums, and events. You can even join one of several committees reporting directly to our boards. We are also available to speak to neighborhood and civic associations on a variety of topics.

Stay up-to-date on the latest news and events by subscribing to our monthly e-newsletter *Connections to Tomorrow*.

[PLANHILLSBOROUGH.ORG/BE-INVOLVED](https://planhillsborough.org/be-involved)

Strategic Plan

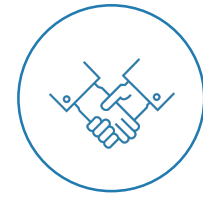
Implementation is a priority for the Strategic Plan, and the agency works to ensure this is a plan that lives and works. In August 2018, our agency adopted the 2018–2023 Plan Hillsborough Strategic Plan developed in collaboration with the agency's three boards and staff. The five-year plan outlines near-term objectives across the agency, prioritization of resources, and strategies to enhance the multidisciplinary work of the agency. In 2020, staff divided into teams to discuss areas of focus and steps for success. These focused on concrete implementation approaches for the seven Strategic Priorities. In the coming pages, we'll highlight milestones and what we've accomplished related to these seven Strategic Priorities.



1

Citizen Engagement

Our agency works to create a thriving future for Hillsborough County and its cities based on the feedback, input, and involvement of its citizens. These strategies are intended to strengthen citizen engagement in the planning process by enhancing communication through traditional methods and social media, developing new and innovative ways to present information, expanding the agency's presence in the community, and ensuring there is an opportunity for feedback and input from diverse viewpoints.



2

Planning Partnerships

Partnerships are critical to the success and implementation of planning projects. This strategy aims to enhance existing relationships while developing new collaborations with additional organizations and groups in both the public and private sectors.



3

Linking Land Use & Transportation

Transportation infrastructure and development form are undeniably interrelated. These strategies aim to establish new ways to connect planning for mobility and place through innovative planning techniques, examining the fiscal and market impact of planning decisions, and pursuing a strategic redevelopment strategy.



4

Technology & Innovation

By leveraging technology and data synergistically, we provide citizens, decision makers, and staff with accurate, timely, and cost-effective tools to allow proper vetting of policies. These strategies focus on defining needs to determine the best course of action for enhancing efficiency, increasing education, and strengthening interaction with the public to facilitate the planning process.



5

Regionalism

Many aspects of planning, such as land use, transportation or the environment, cross jurisdictional boundaries and require regional cooperation and coordination. This strategy outlines opportunities to enhance our effectiveness in advancing regional priorities as well as increasing opportunities for interjurisdictional collaboration.



6

Enabling Transportation Choices

Increasing transportation and mobility options can enhance quality of life, shape development form, improve public health, and provide additional access to economic opportunities. These strategies lay the foundation for providing additional transportation choices by leveraging the area's existing transportation infrastructure and identifying new and innovative ways to help fund transportation investments.



7

Internal Agency Enhancements

In February 2018, agency leadership provided a Climate Survey to staff to obtain comments and feedback on internal areas of opportunity for the agency. This area of strategic focus addresses feedback received via this survey.



Citizen Engagement

Agency Adds New Digital Communication Capabilities

With the ever-increasing importance of social media, mobile devices, and video marketing, the Citizen Engagement Group committed to implementing new ways to improve our digital communications. We first took another look at our monthly newsletter template to make it mobile friendly. By redesigning our template, we ensured the public would be able to easily access and read *Connections to Tomorrow* from any device.

Video is proving to be the most powerful asset for capturing viewer attention and engagement. We added the capability for in-house video production to better explain complex planning projects and concepts to the public to augment our existing outreach strategies. We have produced five videos to date, including our first ever virtual Planning & Design Awards program. The ability to shoot, edit, and produce our own videos has allowed us to present information in an engaging way and attain greater audience reach through our various communication channels.



Planning & Design Awards Go Virtual

Each year, the Planning & Design Awards honor projects that contribute to a better quality of life in our community and serve as models to learn from and emulate. With the importance of great planning in our region, our awards program is held in October to align with the many national festivities held during the American Planning Association's (APA) National Community Planning Month and celebration of Great Places in America. Established in 2006, Planning Month highlights the role of planners and the importance of good planning in our communities.

Due to the health pandemic, we were faced with the new challenge of creating an entirely virtual ceremony so we could safely recognize the projects that exhibited excellence in planning and design in Hillsborough County. Our strategic planning goal to begin producing videos in-house gave us the resources and ability to transform the 38th Annual Planning & Design Awards into a 45-minute video that premiered on the Plan Hillsborough YouTube Channel. Attendance for past award programs has typically seen 200-250 people. With the new virtual format we were able to reach more people in the community, with over 700 views to date, and allow for all to continue to enjoy and re-watch in perpetuity.

THE TEAM



Caroline Charles
Community Relations
Coordinator



Greg Colangelo
Senior Graphic
Designer



Yassert Gonzalez
Manager, Economics,
Demographics &
Research



Lynn Merenda
Public Relations
Strategist



Wanda West
Community Relations
Coordinator



Cheryl Wilkening
Executive Assistant



Michele Ogilvie
Executive Planner



Dayna Lazarus
Planner II

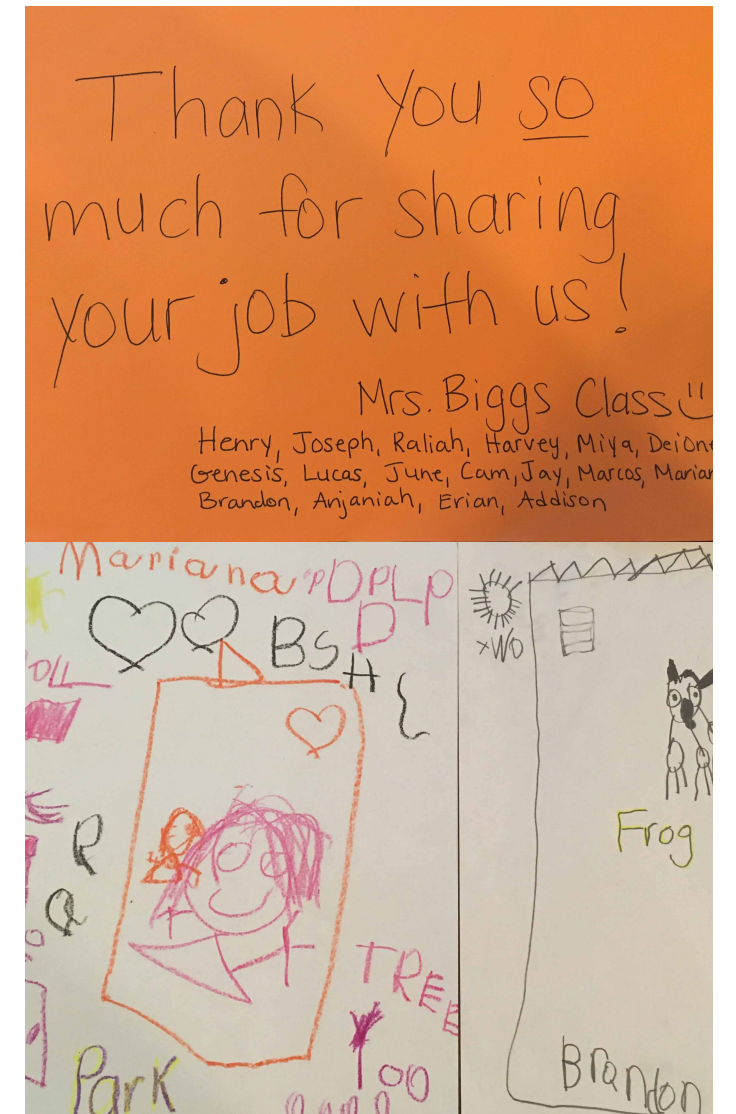
Customer Service Surveys

We provide customer service surveys to individual members of the public to gauge our agency's performance. 100% of customer service surveys were returned with a positive result (good or excellent). We also request feedback from our client governments, which can be found on page 33.



Inspiring the Next Generation of Planners in our Community

In November, several of our staff participated in the Great American Teach-In, held virtually due to the pandemic. The Great American Teach-In gives K-12 students insight into different jobs and careers to reinforce the importance of education for success in any occupation, including planning. Among the schools represented were 16 classes of high schoolers at Tampa Bay Tech, six classes of kindergarten and first grade students at Edison Elementary School, one class at Seminole Heights Elementary, four fourth grade classes at Rampello Downtown Partnership School, and two third grade classes at Clark Elementary. The students got an opportunity to learn about urban planning, transportation planning, and the role planners have in influencing the future of our communities. Information ranged from commenting on Smart Cities technology and how it can change transportation (high schoolers) to drawing and writing their favorite neighborhood spots (kindergarten). This was a great way to connect with the community and our next generation of planners.



Tracking the Spatial Distribution of Poverty

We continue to track areas of concentrated poverty and changes over time using the latest demographic data. In the *Concentrations of Poverty Report: 1970-2018*, staff analyzed poverty trends at the Census Tract level as reported in the decennial Census from 1970 to 2000, then synthesized it with five-year survey data from the American Community Survey (2010-2018). The purpose of the report was to verify recent findings in poverty literature that showed changes in the spatial distribution of poverty. Our analysis was consistent with the literature that the latest spatial distributions resulted in fewer persons in poverty concentrated in city centers with more widespread poverty concentrations occurring in city fringes and suburbs. These findings were shared with City Council as important context to their decision making.





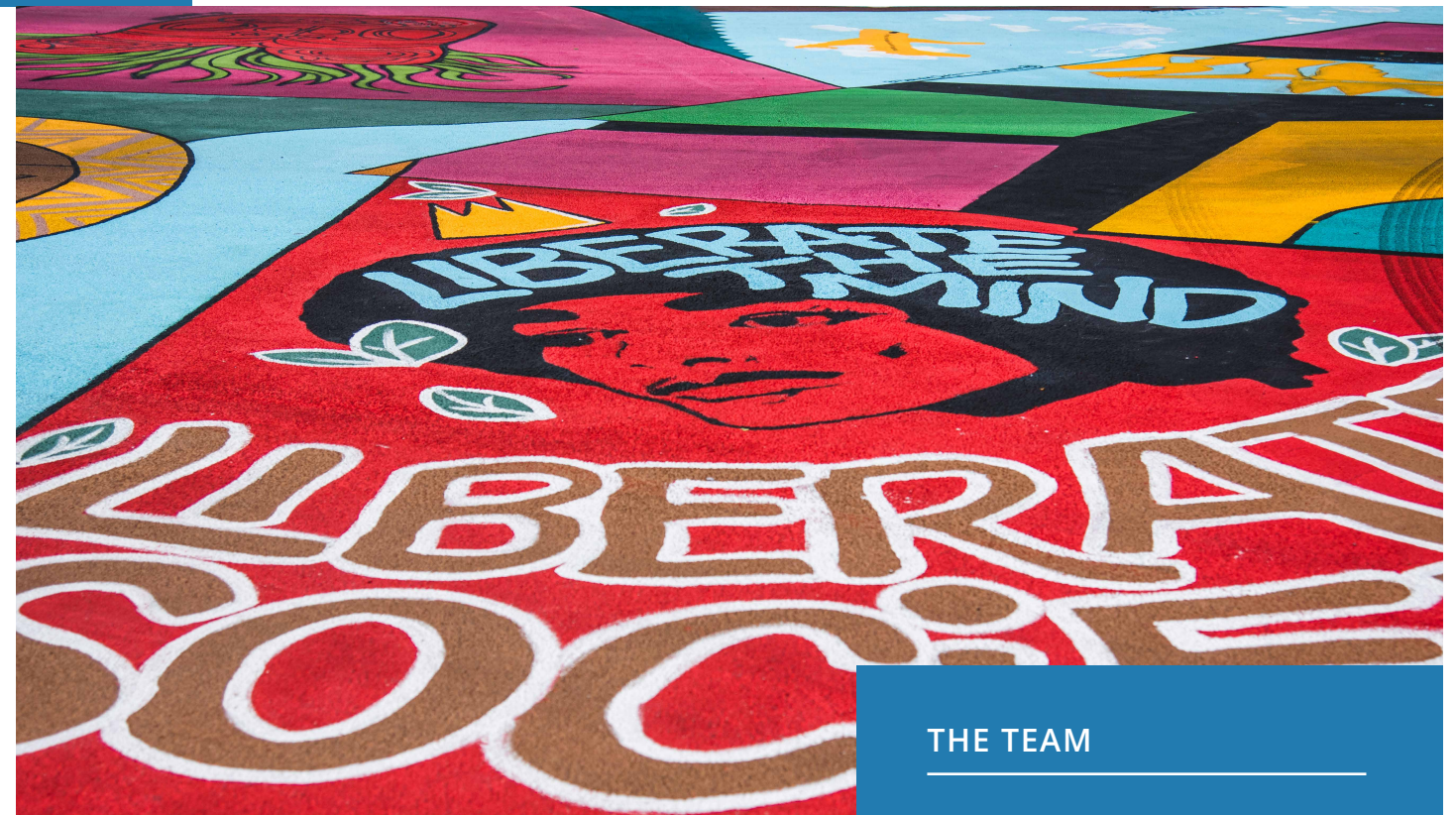
Planning Partnerships



Plan Hillsborough Supports Murals Promoting Unity and Inclusiveness

On June 27, we had the honor of participating in Mayor Jane Castor’s Art on the Block Mural Day. The City of Tampa commissioned local artists to paint five murals in neighborhoods located in West Tampa, East Tampa, Tampa Heights, Westshore, and Downtown in one day. Each of the mural designs celebrated unity and inclusiveness. Our agency was proud to sponsor the Black Lives Matter mural painted in Downtown at the intersection of East Cass Street and North Jefferson Street.

The murals also support the City’s commitment to the Vision Zero mission; the idea that zero traffic-related fatalities and serious injuries are acceptable on our roadways. Street murals are used to help calm traffic with the addition of visual interests to intersections or streets. With hard work from many artists and volunteers, including those from Plan Hillsborough, mural day was memorable and successful.



Race, Real Estate, and Equity

As attention focused on improving racial justice in 2020, our agency collaborated on events that provided historical and current context to understand and improve equity. For our October Lunch and Learn, we hosted Dr. Allen Bliss, CEO of the Jacksonville Historical Society, and Adjunct Professor of History at the University of North Florida, for a discussion on *Planning Tampa During the Depression and War*. During this period, many studies were laying the framework for Tampa’s subsequent development, as well as discriminatory practices that showed up in redlining, the Home Ownership Loan Corporation, and planning for the Interstate system.

We also participated in a new partnership with ULI Tampa Bay to host Charles T. Brown, MPA, CPD, LCI, senior researcher and adjunct professor at the Bloustein School’s Alan M. Voorhees Transportation Center at Rutgers University. Mr. Brown presented to hundreds of real estate and planning professionals about real estate, transportation, health, and equity. He candidly discussed the impact of historical and contemporary injustices on low-income and communities of color and the importance of fairness within the processes and distribution of resources by institutions or systems. Our agency remains committed to equity, diversity, and inclusion, and in 2021 we will continue this important work through an agencywide evaluation focused on these topics.

THE TEAM



Terry Eagan
Research Librarian



Tatiana Gonzalez,
CNU-A
Senior Planner



Gena Torres
Executive Planner



Lynn Merenda
Public Relations
Strategist



Mark Hudson, AICP
Executive Planner,
Small Cities Liaison



Jiwuan Haley, AICP
Senior Planner



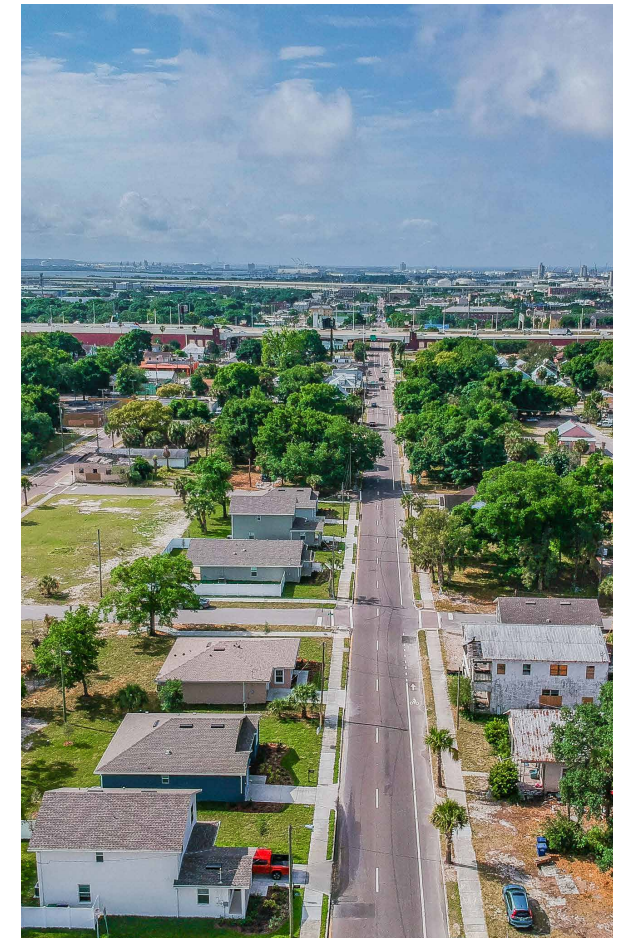
One Water

The first portion of the overall update to the Hillsborough County Comprehensive Plan, the One Water Chapter, was unanimously approved by the Hillsborough County Board of County Commissioners in Fall 2020. The One Water Chapter synthesizes and modernizes the water resources language that previously lived in siloed Elements. The Chapter combines the Potable Water, Sanitary Sewerage, and Stormwater Management Elements, as well as water resource-related language from the Conservation and Aquifer Recharge, Future Land Use, and Coastal Management Elements. In addition, the Chapter contains new language that is on the forefront of water resources management, such as green infrastructure, multi-use projects, and coordinated water infrastructure planning.

The Chapter is a collaboration between the Planning

Commission and stakeholders from the One Water Working Group, composed of staff from across water resources disciplines in Hillsborough County. A result of significant public and stakeholder outreach, staff held a number of meetings with the development, agricultural, and environmental communities to ensure the language worked for all.

The collaborative approach was held up as a model for comprehensive planning by the Tampa Bay Regional Planning Council and the Tampa Bay Estuary Program. One Water was also highlighted by national organizations such as the American Planning Association's (APA) Water and Planning Network and the Alliance for Water Efficiency. We look forward to using a similar collaborative approach to other updates to the Hillsborough County Comprehensive Plan.



Shape Your Community: The 2020 Census

Every 10 years, America conducts a census to count residents in all 50 states, the District of Columbia, Puerto Rico, and the Island Areas. Our Librarian, Terry Eagan, spoke at Café con Tampa back in November 2019 about the then upcoming 2020 Census and how it would help shape our community. Terry was also an active participant in the Complete Count Committee (CCC) through much of 2020.

Population totals and demographics are the foundation for allocating federal and state funding, redistricting, and apportioning how many representatives each state gets in the United States House of Representatives. Census results are equally important on the local level. With 1.4 million people currently calling Hillsborough County home, the results will inform residents, businesses, local governments, real estate developers and city planners on how to best support community initiatives, improve neighborhoods and schools,

ensure public safety and even help determine where to build factories, offices, stores, and ultimately, jobs. Census data also informs the redistricting for the Board of County Commissioners (every ten years), the Hillsborough County School Board (every ten years), and the City of Tampa City Council (every four years).

To create awareness and ensure every person was counted, Hillsborough County formed a Complete Count Committee. The CCC divided into five subcommittees that focused their outreach efforts to specific neighborhoods and organizations. Terry stressed the need for these committees to reach out to hard to count groups including communities of color, LGBTQ+, the homeless, children under five (frequently omitted on Census forms by their parents), people with disabilities, undocumented immigrants, tribal members, rural communities, and the linguistically isolated.

Gibsonton Community Profile

One of our focus areas is studying planning issues at the community or neighborhood level. The Gibsonton Community Profile provided an analysis of market and economic development trends affecting demand for new development and redevelopment in the Gibsonton Community Plan area through the year 2030. The study area was primarily focused on the commercial corridors of Gibsonton Drive (main street) and US 41, as well as water-dependent commercial uses along the Alafia River, and the Show Business Overlay District.

We conducted interviews with community stakeholders to determine perceived strengths, weaknesses, threats, and opportunities (SWOT), prepared a market and real estate analysis of the area, and analyzed a supply and demand forecast for housing, retail, office, and light industrial sectors. From the analyses and community input, the data portion



of the Gibsonton Community Plan adopted in 2007 was updated and enlarged giving Gibsonton residents and business owners access to data that can be used to support and justify desired changes to their community.

Library Archives and Photographs Reveal Tampa's History

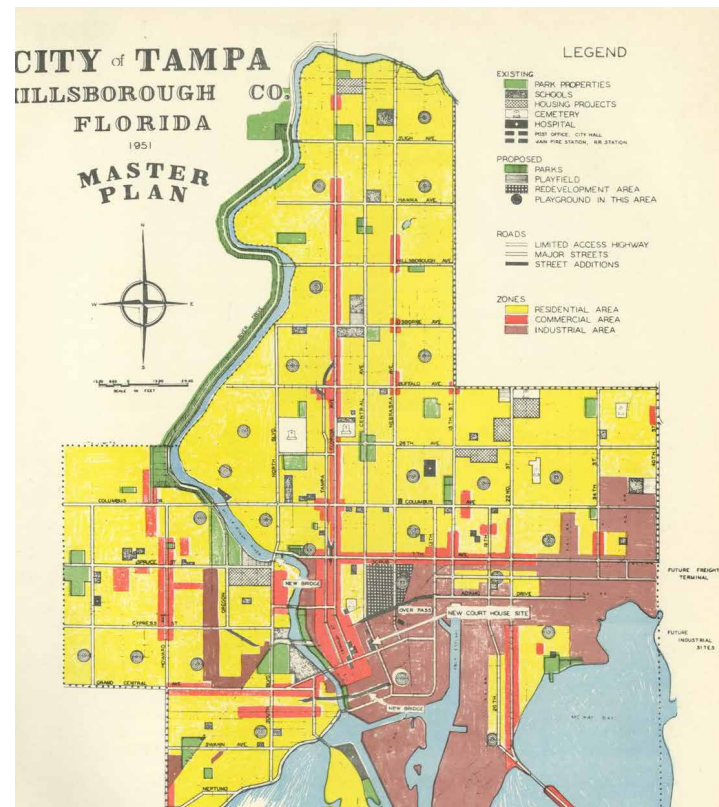
As part of the celebration of American Archives month in October, our Librarian gathered items from our archives, and elsewhere, to showcase the importance archives have in preserving and documenting our collective memory. The items document the history of planning in Hillsborough County, inform how we remember the past, and how the past informs the present. Many of our most vexing planning challenges were being contemplated 70+ years ago. Some of the archives that were featured were:

- Hillsborough River Boulevard Study (1941)
- Traffic Survey Report and Limited Access Highway Plan (1947)
- Report on the City Plan (1951)
- Beyond Today television series (1996–2005)
- The photographs of Lewis Hine (held by both the National Archives and the Library of Congress)

We also made approximately 140 rarely seen geo-referenced aerial photographs available to researchers and the general public via a new Planning Commission story map. The Oblique Aerials Browser provides access to high-resolution Tagged Image File Format (TIFF) images documenting Tampa's changing post-war urban landscape prior to the development of the 1960s.

Many of these photographs were taken under the auspices of the City of Tampa's Planning and Zoning Board, the predecessor to the Planning Commission. Although digitized by the Special Collections Department at the University of South Florida in 2006, it was only recently that a suitable technology was developed to geo-reference and disseminate these images.

The aerials document Tampa's urban growing pains that required new solutions, the built environment prior to the creation of the Selmon Crosstown Expressway and shows neighborhoods that may no longer exist due to the effects of urban redevelopment and the expansion of the road network. Placing these aerials side-by-side with modern photographs demonstrate how much the landscape has changed in approximately 60 years.



Plan Hillsborough Hosts Educational Events

Our agency hosted and/or co-partnered 13 educational events in 2020, including Info BBQs (Brown Bag Quarterlies), webinars, summits, and more. After mid-March, our events were held virtually in response to the health pandemic.

- February Info BBQ – Midtown Tampa (*host*)
- April Info BBQ – Missing Middle Housing (*host*)
- June Info BBQ – Post COVID-19 Cities and Mobility (*host*)
- October Info BBQ – Managed Lanes (*host*)
- History of Planning in Florida Virtual Lunch and Learn (*host*)
- Managed Lanes Workshops with the (1) MPO Board and (2) Citizens Advisory Committee (*host*)
- Value Added Mobility Study Virtual Knowledge Share (*host*)
- Vision Zero Virtual Leadership Summit (*host*)
- Tampa Bay Race and Real Estate (*partner*)
- Gulf Coast Safe Streets Summit (*partner*)
- Comprehensive Planning for Clean Water (*partner*)
- Tampa Bay Foundation for Architecture & Design – How We Move: A Virtual Gallery Experience (*partner*)



Linking Land Use & Transportation

Strategies for Transportation Alternatives and New Development Scenarios (STANDS)

The Plan Hillsborough Strategic Plan included some easy and some more challenging objectives. Under Linking Land Use and Transportation, one of the more challenging objectives was to work with the four jurisdictions on revisions to Comprehensive Plan policies to support focus on centers and corridors as areas for future growth. In 2020, a staff working group called Strategies for Transportation Alternatives and New Development Scenarios, or STANDS, focused on this objective from several angles.

With widespread interest in affordable and attainable housing in Hillsborough County during 2020, the group paid special attention to new multifamily housing being better coordinated with existing transit routes, access to jobs, and safe walk/bike connections. The group overlaid data from many different sources, including high-frequency HART (Hillsborough Area Regional Transit Authority) bus routes, affordable housing locations, job clusters, parcels with aging



structures that may be ripe for redevelopment in the next decade, areas of stability and change from previous visioning, walk/bike level of traffic stress, and severe crash clusters. Several high-opportunity corridors have emerged, particularly in the USF area, the west side of Brandon, and the east side of Town & Country.

Another STANDS group project was a white paper on affordable housing and transit-oriented development (TOD). A review of several case studies found that it is essential to have close collaboration between agencies that may not have worked together previously, such as housing authorities and transit agencies. Close collaboration is essential because of the challenges faced by affordable housing developers in areas of good transit service; these areas often have higher land costs that cannot be underwritten by federal grants. Housing developers and property owners value frequent, fast, and convenient service, as well as permanence of transit, which can be achieved through infrastructure investments like rail or bus lanes; planning and policy designation; and local government public messaging. After reviewing the lessons learned from these case studies, the STANDS group redoubled its efforts to convene interagency discussions with HART and several Hillsborough County departments about areas to focus on jointly and policy steps to take.

THE TEAM



Beth Alden, AICP
Executive Director, MPO



Tony Garcia, AICP
Director, Comprehensive Planning & Review



Lisa Silva, AICP, PLA
Principal Planner



Jay Collins, AICP
Executive Planner, Special Area Studies Manager



Mariann Abrahamsen, AICP
Senior Planner



David Hey, AICP
Executive Planner, City of Tampa Liaison



Jennifer Malone, AICP
Principal Planner



Danny Collins
Planner II



Melissa Lienhard, AICP
Executive Planner, Unincorporated Hillsborough County Liaison



Cathy Welsh
GIS Project Manager III



USF Value Added Mobility Study and Knowledge Share

Our agency partnered with the University of South Florida to study value added techniques utilized for transit funding and case studies with successful implementation of such methods throughout the country. Case studies ranged from transit-oriented development (TOD) that increased property values in Eugene-Springfield, Oregon to unique tax zones utilized to improve mobility in Houston, Texas.

The agencies also hosted a virtual Value Added Mobility Study (VAMS) Knowledge Share to present study findings in September. Participants from the City, County, community, and private sector heard from local and national experts with experience implementing similar projects highlighted in the research. The knowledge share consisted of two topic discussions: (1) defining “value added” and examples of successful implementation around the U.S. and (2) identifying and leveraging unique opportunities and challenges in Hillsborough County.

The final report for the VAMS is anticipated to be available in January 2021.

Hillsborough County and City of Tampa Land Use Workshops

Our staff participated in several land use workshops for the elected officials of Hillsborough County and the City of Tampa. The purpose of these workshops was to provide information and obtain policy direction to inform updates to each jurisdiction's Comprehensive Plan and other planning initiatives.

In early 2020, we participated in a series of Sustainable Land Use Workshops before the Board of County Commissioners (BOCC). We brought forward components of long-range policy direction for economic, environmental, and social sustainability. This affected fiscal, land use, and infrastructure planning. We are incorporating this policy direction into the Hillsborough County Comprehensive Plan updates. In fall 2020, we participated in a series of workshops related to growth management before the Tampa City Council. We assisted the City of Tampa staff in addressing a wide range of topics. Discussion included an analysis of where growth has gone in the past ten years, currently adopted growth management tools, what additional growth management tools may be possible and

recommendations for further discussions. Some of the more specific tasks are a review of the Mixed-Use plan categories, an evaluation of the Bonus Provisions and the implementation of a Visualization Tool to assist citizens in understanding the implications of Future Land Use Map changes. We continue to work closely with County and City of Tampa staff on these efforts. Together, we are working to coordinate resources to ensure high-quality results for the citizens of our community.

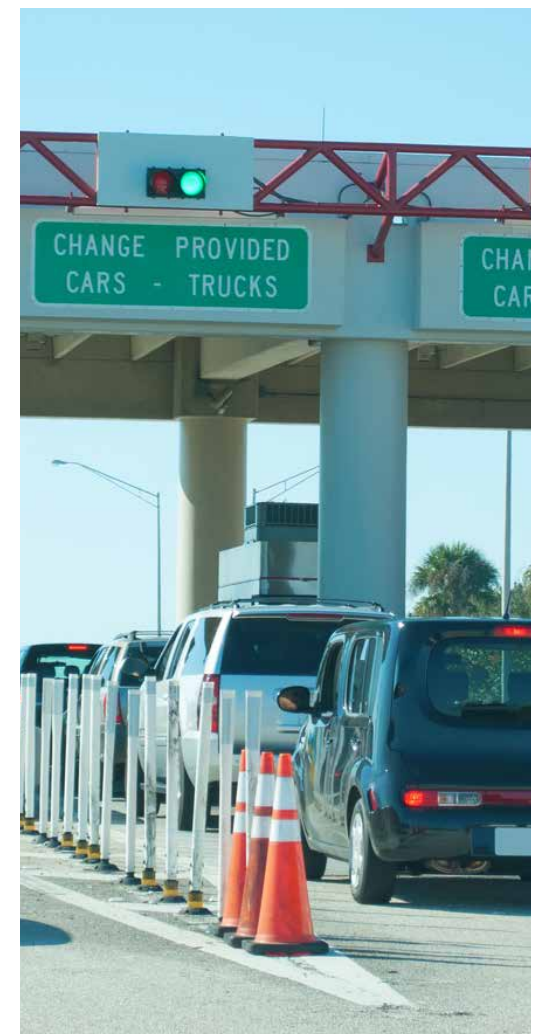
Speed Management Action Plan Wins 'Project of the Year'

The Tampa Bay Institute of Transportation Engineers awarded the Hillsborough MPO's Speed Management Action Plan with the Project of the Year as a significant and outstanding achievement. Together with our partners, we have been diligently working on reducing the fatal crash rate in Hillsborough County for the last five years through major initiatives such as the Vision Zero policy at State, County and City levels. The Speed Management Action Plan addresses the High Injury Network within Hillsborough County and is organized into focus areas related to engineering, education, policy and regulatory recommendations that are measurable.

Managed Lanes Workshop

Our agency offered three free, virtual workshops to the public on the topic of managing lanes for transportation efficiency and fairness. Todd Litman, founder and director of the Victoria Transport Policy Institute, an independent research organization and international thought leader on managing demand for road space, spoke about the unintended consequences of offering road space to drivers for free. Like anything else that is free, it is likely to be over-consumed, and people wind up more reliant on driving than they otherwise might choose to be. Mr. Litman shared that tolls create a financial incentive to choose options that are more beneficial for individual and public health, as well as a more efficient use of public-funded infrastructure such as walking, bicycling, carpooling, taking the bus, and living closer to desired destinations. Tolls are more likely to have such a beneficial effect when alternatives to driving alone are robust and widely available, and toll revenue has been used to improve such options in the Los Angeles and Washington, DC areas, as other speakers at the MPO Board workshop illustrated.

The Florida Department of Transportation has planned express lanes, sometimes called managed lanes, for our area's Interstate Highways since the early 1990s. Examples include high-occupancy vehicle (HOV) lanes, value priced lanes, high-occupancy toll (HOT) lanes, or exclusive or special use lanes. This continues to be a topic of discussion and research of the MPO.



South County Land Use Studies

Two studies are underway in Unincorporated Hillsborough County that take a closer look at the land use, infrastructure, and other trends happening in these areas. The BOCC requested these studies when they initiated a moratorium on new rezoning applications in the Wimauma Village Residential-2 (WVR-2) and Residential Planned-2 (RP-2) Land Use Categories. The moratorium provided staff with 270 days to gather community input, prepare an analysis and make recommendations on needed changes to the land use categories. In June, the BOCC voted to extend the moratorium due to the COVID-19 pandemic. The adoption of new policy guidance and the update to the Wimauma Community Plan will occur by the end of the moratorium on May 31, 2021. With the emergence of the COVID-19, our public engagement strategy for both studies shifted from in-person meetings to a virtual format to allow residents to continue participating in key discussions and workshops online.



Residential Planned-2 Land Use Study

The study of the Residential Planned-2 category will provide an analysis of development trends affecting current and future development for Residential Planned-2 (RP-2) designated lands located in Balm and Sun City Center, and with community input, make changes to the requirements of that land use category. The study will update a portion of the Future Land Use Policies in the Hillsborough County

Comprehensive Plan and the Land Development Code. Together, they determine the allowable density and intensity of specific land uses and regulate development criteria including setbacks, open space, and lot size.

The Land Use Study kicked off in early March with an open house where staff and the consultants from Kimley-Horn met with members of the community to answer questions and get feedback. Our team facilitated a variety of activities designed to provide specific

input and data. Residents shared their wish list for their community and the issues most important to them through written comments and visual mapping exercises. After the onset of the health pandemic, stakeholder interviews originally planned to take place in the community have been held by phone or teleconference. The proposed policy changes are based on all of the conversations we have had with residents, landowners, and business owners as well as an evaluation of updated market and land analysis data.

Wimauma Village Residential-2 Land Use Study and Community Plan Update

The Wimauma Land Use Study will provide the foundation for updating the Wimauma Village Community Plan that was first adopted in 2007. The Community Plan update gives citizens the ability to shape the vision and appearance of their community. The new policies will include land development regulations for Wimauma's downtown and the Wimauma Village Residential-2 Future Land Use Category (WVR-2).

The project initially looked at understanding recent development trends and the demographics of the community. A study by consultant WTL+a produced a demographic and real estate market analysis and a community profile for Wimauma.

The market analysis evaluated the employment and commercial requirements of the WVR-2 land use category and compared them with market reality to inform the WVR-2 Land Use Study's policy recommendations.

In early March, the WVR-2 open house allowed residents to meet the project team from the Florida Center for Community Design and Research at the University of South Florida. After a short presentation, the residents were able to ask questions and share their concerns and vision for their community's future. Using the responses gathered from the public engagement activities, we continued working together to develop recommendations on updates to the community plan and/or land use categories. With staff, consultants, and community stakeholders needing to participate virtually, we have been

exploring new ways to communicate and get input. In place of a public open house, a video was produced recapping the charrette process and instead of handwritten comments, an online survey was designed to gather more community input to inform the plan update. All of these materials have been developed in both English and Spanish.

November saw a series of virtual and in-person open houses with the public in Wimauma and Balm. The meetings consisted of presentations of the study recommendations and provided a forum for residents, business owners, and other interested parties to ask questions about the study and talk with one another about the recommendations. The adoption of new policy guidance and the update to the community plan will occur by the end of the moratorium on May 31, 2021.





Technology & Innovation

Transition to Remote Work

In response to Hillsborough County's guidance over COVID-19 public health concerns, our agency pivoted to a complete remote work schedule on March 17 to protect the health and safety of citizens and staff. Our agency was able to adapt so quickly thanks to an already established remote work policy, further modified for the unique circumstances. Our Planning Support Services Team was instrumental in providing the programs and technical support needed for our whole agency to remain productive on the go or at home.

While we have had remote work capabilities for some time, the scale of having the whole agency working remote presented a challenge. The Planning Support Services Team had to make sure all staff were trained on how to VPN, remote desktop, and use various virtual conferencing platforms. Logistically, they had to acquire additional hardware and licenses to allow for all our committees and boards to continue to function. The use of GoToMeeting, GoToWebinar, Zoom, and the conversion to Microsoft Teams

from our previous phone system happened at warp speed to allow little or no disruption of services to the public. Support staff were needed to run meetings, troubleshoot attendees remotely, prevent hackers, monitor chats, and have backups in case the internet went out. With the introduction of hybrid meetings in November, we once again had to adapt to a changing environment while continuing to provide our usual support services.

We have continued to serve the public online through email, phone, social media, planhillsborough.org, and video conference. In the past nine months, we have held online conferences and workshops for the MPO committee meetings, Residential Planned-2 Land Use Study, Wimauma Village Community Plan, Info BBQs (Brown Bag Quarterly), as well as internal Plan Hillsborough staff meetings and trainings.

As we all worked together during this challenging and unprecedented time, we were reminded that our people come first, our friends, our neighbors, our family, and our work family. We are lucky to have the technological capabilities and staff that we do to remain effectively engaged with the community on important matters. We continue to work with you and for you, no matter where we are.

THE TEAM



Lionel Fuentes, CCNA
Director, Planning Support Services



Jason Krzyzanowski
Systems Application Developer



Diego Guerra
Planner II



Yeneka Mills
Principal Planner



Jerid McAdoo
Planning and GIS Technician I



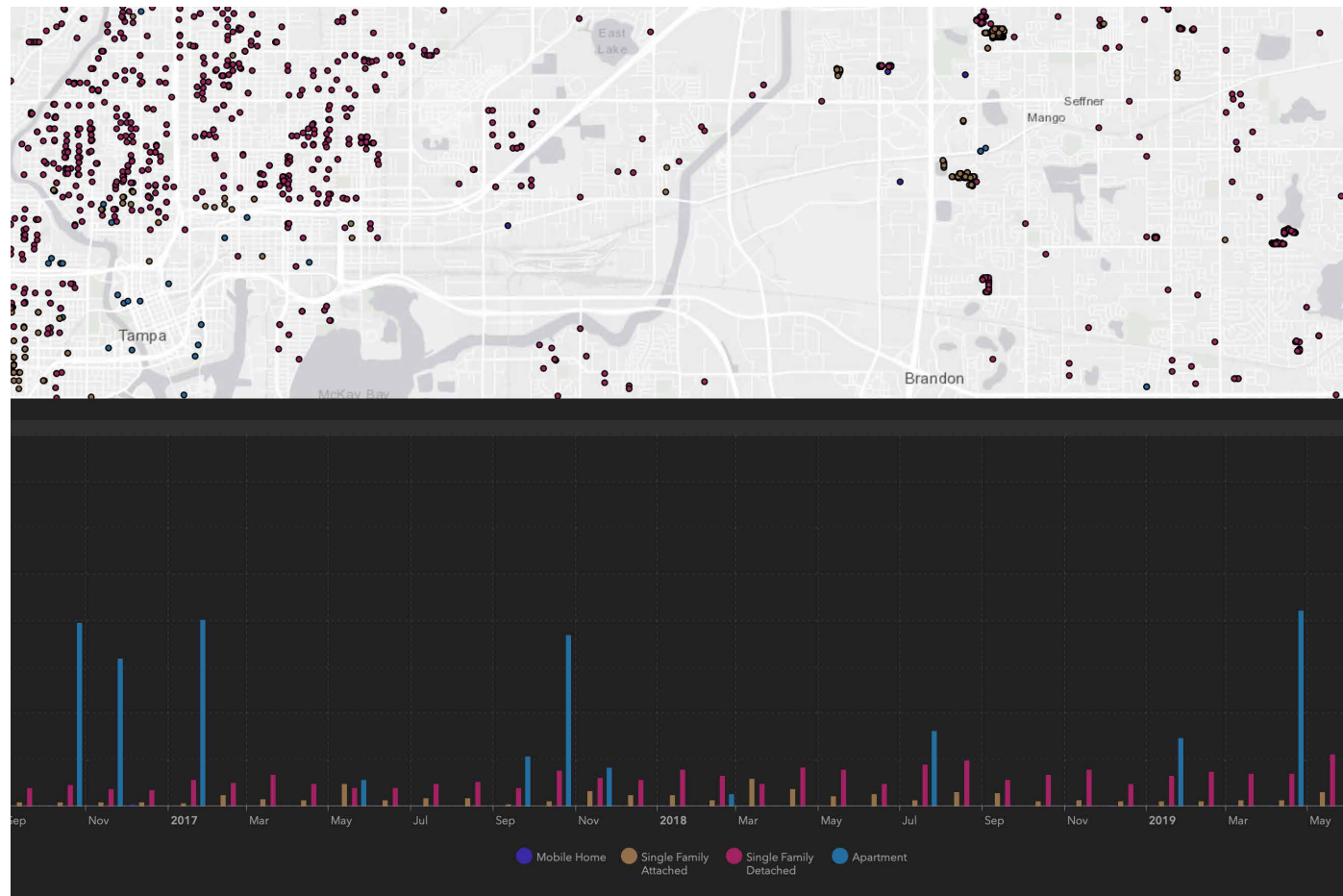
Chris English
Web Manager



Priya Nagaraj
Database Systems Technician

Residential Permits Dashboard

The Planning Commission's permit tracking program is one of our agency's longest-running statistical programs. With 40 years of analysis (including 20 years of spatially enabled data), we maintain a repository of permit data documenting how Hillsborough County, and its municipalities, have developed. Over time, our agency distributed this permit data in different forms, such as summary spreadsheets, newsletters, and GIS files. This year saw the development of a web-based dashboard for residential permits. This dashboard provides a rich and detailed user experience utilizing a simple interface capable of answering questions, such as what type of structure is being built at a given address, to more complex questions based on building type, time period, or planning area. For example, it is easy to analyze permit trends in the City of Tampa for a given period and focus exclusively on apartment trends. A time query tool allows permit data to be analyzed by specific dates from 2016 to the most recent quarter. Advanced users can take advantage of the Census Tract filter to analyze permit trends on specific Census Tracts. With this new dashboard, most users should be able to identify the permit data relevant to their interests. It is anticipated users will be able to download tables and maps as part of their analysis in a future version.



Parcel Based Data Projections

For many years, our agency has developed population estimates and projections at the Census Tracts and Traffic Analysis Zones (TAZ) level. Census Tracts and TAZs are essentially equivalent to neighborhoods, and these estimates and projections have informed our client governments' comprehensive plans and studies. However, when preparing population estimates or projections for a planning area, sub-area, precinct, or any other boundary, we learned it required considerable work and a fair number of assumptions to break down tract-level or TAZ-level numbers. These tract estimates and TAZ projections were not only challenging to update and reconcile with new demographic data, but the public also had difficulty identifying the location of their homes and businesses by Census Tracts or TAZs.

Parcel data is one of the richest georeferenced datasets available, and we frequently find new uses or applications for the data. In this case, we have developed a methodology to create parcel-level population estimates and projections. One benefit of using this method is our ability to easily generate results for any boundary that may be more familiar to the client than Census Tracts or TAZs. There are also separate estimates for permanent and seasonal residents, tourists, commuters and employment (for commercial parcels). Although there are many challenges still to overcome, we are feverishly working on developing parcel-level population and employment projections as the next step.

Digital Forms Create Effective Reporting and Tracking

The Technology Strategic Planning Group created a new digital sign in sheet for public events and meetings to replace the paper sign-in sheets that had to be stored in our files and often had signatures that were hard to

read. Now attendees' names can be automatically added to a database where staff can run reports on meeting statistics and better gauge our effectiveness and attendance. When our agency is able to return to holding in-person meetings with the public again, attendees will be able to use agency provided tablets and laptops to sign into all meetings.

A digital Agenda Item Request Form was also implemented for similar reasons. Prior to the creation of the online form, we entered our requests into a spreadsheet which then had to be manually typed into an agenda and sent for approval from various directors. The new Agenda Item Request Form adds items automatically to a consolidated spreadsheet and database that automatically gets emailed for approval and also offers report creation features.



Regionalism



Growing Interest in Agrihoods

Developments built around food-production are increasing in popularity across the country. Known as agrihoods, they are a community centered around a working farm or community garden. As of May 2020, there are at least 90 established agrihoods in the United States and at least 27 more planned for development. The idea stems from farm-to-table eating, urban farming, food co-ops, and community-supported agriculture initiatives. We completed a Review of Agrihood Case Studies that provides an overview of Comprehensive Plan and zoning policies utilized to establish agrihoods in four states, including Florida.

Agrihoods promote health through access to fresh produce and social interaction with educational opportunities that foster community and social ties. Primarily developed as master-planned residential housing communities targeting millennials, agrihoods are mostly located in suburban and rural areas. Many employ professional farmers, with the concept being suburban residential neighborhoods with a rural feel.



Community Vulnerability Study

The Community Vulnerability Study aids Hillsborough County with meeting local, state and federal planning requirements for the continuous threat of flooding and longitudinal sea level rise. The Planning Commission assisted the County with managing the study and worked with the University of South Florida's (USF) Florida Center for Community Design and Research and the USF College of Public Health, bringing a multi-disciplinary approach to the project. The study focuses on understanding the consequences, impacts, strategies and implementation plans needed to not only meet regulatory requirements but to bolster preparations to save life and property in future times of crisis. Stakeholders representing agencies from across the community and local governments collaborated on developing strategies to mitigate our vulnerabilities.

The first phase of the project assessed the various vulnerabilities of the community to stressors including climate change, hurricanes, and sea level rise. The second phase compiled potential mitigation measures. The third phase developed policy changes to address the vulnerabilities and mitigation measures. The Community Vulnerability Study is in the final phase and will be completed in early 2021.

THE TEAM



Shawn College, AICP
Director, Strategic Planning, Environmental & Research



Krista Kelly, AICP
Principal Planner



Wade Reynolds, AICP
Principal Planner



Roger Mathie
GIS Project Manager I



Sarah McKinley
Principal Planner



Albert Marrero
Planning Support Specialist

Regional Long Range Transportation Plan

In March, our staff initiated a project with the MPO Transportation Planning Organizations (TPO) of the Chairs Coordinating Committee (CCC) to create the West Central Florida 2045 Regional Long Range Transportation Plan (RLRTP). The CCC is comprised of the Hernando/Citrus, Hillsborough, Manatee/Sarasota, Pasco, Pinellas, and Polk MPO/TPOs. The RLRTP highlights major projects within the region, along with a vision for the future of public transportation and regional trails. The vision includes express lanes on the interstate system, regional fixed-guideway transit and buildout of the regional trail system. The RLRTP was finalized and adopted by the CCC at their December meeting. The following are Projects of Regional Significance:

- I-275/ SR 60 Interchange Reconstruction in Westshore Business District
- I-75 Interchange Improvements at Big Bend Road and Gibsonton Drive
- HART Maintenance Facility
- Streetcar Modernization & Extension
- Bus Rapid Transit
- Reuse of CSX Rail Corridors for Passenger Rail
- Water Transit
- Gulf Coast Trail (including I-275 Greenway, Downtown Riverwalk and South Coast Greenway)
- Tampa Bypass Canal Trail
- Upper Tampa Bay Trail
- Safety projects to reduce deaths and serious injuries, in support of Vision Zero

Supporting Growth in the Innovation Area

The Tampa Innovation Partnership, or !p, is a multi jurisdictional collaboration of education and health institutions, tech companies, community organizations, and businesses in the University Area. The !p area (also known as Uptown) shares a common vision for redevelopment and strives to become a hub for tech-start ups, a local and regional transportation hub, and a

place for people to visit, live, work and play. The !p has a Planning Commission Advisory Board Member who participates in the monthly board meetings and the annual Innovation Gathering. In February, we attended an Urban Land Institute conference, met with the Deputy Chief of Staff for the U.S. Department of Housing and Urban Development and presented the status of Opportunity Zones in the !p area. In 2020, !p staff have been working on developing their Strategic Master Plan for Uptown. In response, we collaborated with the County's Economic Development staff to develop a list of all studies completed to date in the !p area, cross checked those with the draft Master Plan and met with !p staff to discuss.

Multi-use Trails Network

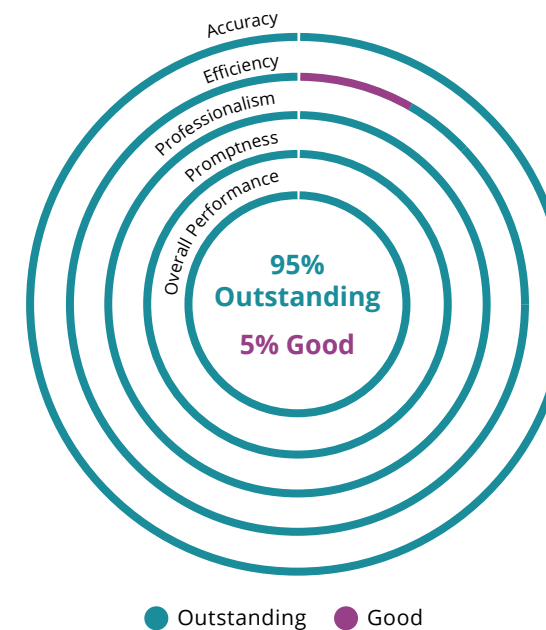
The MPO continues to work as a partner with the region on the multi-use trails network. This past year Hillsborough County was the recipient of its first SUNTrails funding for the design of a pedestrian overpass at the Big Bend and I-75 interchange that will be part of the South County Greenway. We continue to support the regional Multi-use Trails Working Group to secure funding to implement the trails network. The group meets throughout the year and annually updates and adopts the Regional Trails Map as part of the Chairs Coordinating Committee (CCC).



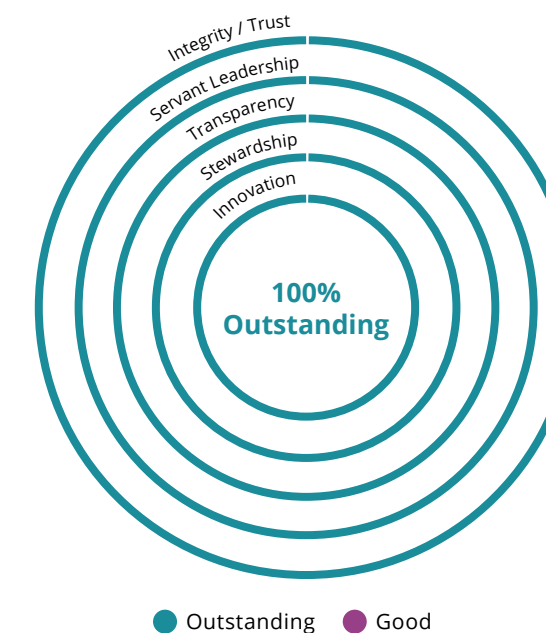
Annual Client Government Survey Results

In 2016, the agency began providing annual performance surveys to each of our four local governments to evaluate the services we provide and how we are meeting their needs. Each survey rates the agency on a 5-point satisfaction scale: outstanding, good, average, fair, or poor. Staff is evaluated on characteristics such as promptness, professionalism, efficiency, accuracy, and overall performance. The agency is also rated on how well it is meeting its core values. The responses allow us to see where the agency is performing well, and areas for improvement. A summary of how the agency is performing based on the surveys received to date is listed below.

CHARACTERISTICS



CORE VALUES



Participation at Regional Meetings

Our agency continues to participate in and attend a number of forums, committees and groups that focus on the larger Tampa Bay region. In 2020, we participated in 45 total regional meetings, including:

- Tampa Bay Regional Resiliency Coalition
- Tampa Bay Regional Planning Council
- Gulf Coast Safe Streets Summit
- Tri County Bicycle and Pedestrian Advisory Committee
- West Central FL Chairs Coordinating Committee Regional Multi-Use Trail Committee
- MPO Chairs Coordinating Committee of West Central Florida (and Staff Directors)
- Tampa Bay Transportation Management Area Leadership Group
- Federal Highway Administration/Statewide Peer Exchange
- Courtney Campbell Scenic Highway and Trails Committee
- Agency on Bay Management
- One Bay
- US Army Corps of Engineers South Atlantic Coastal Study

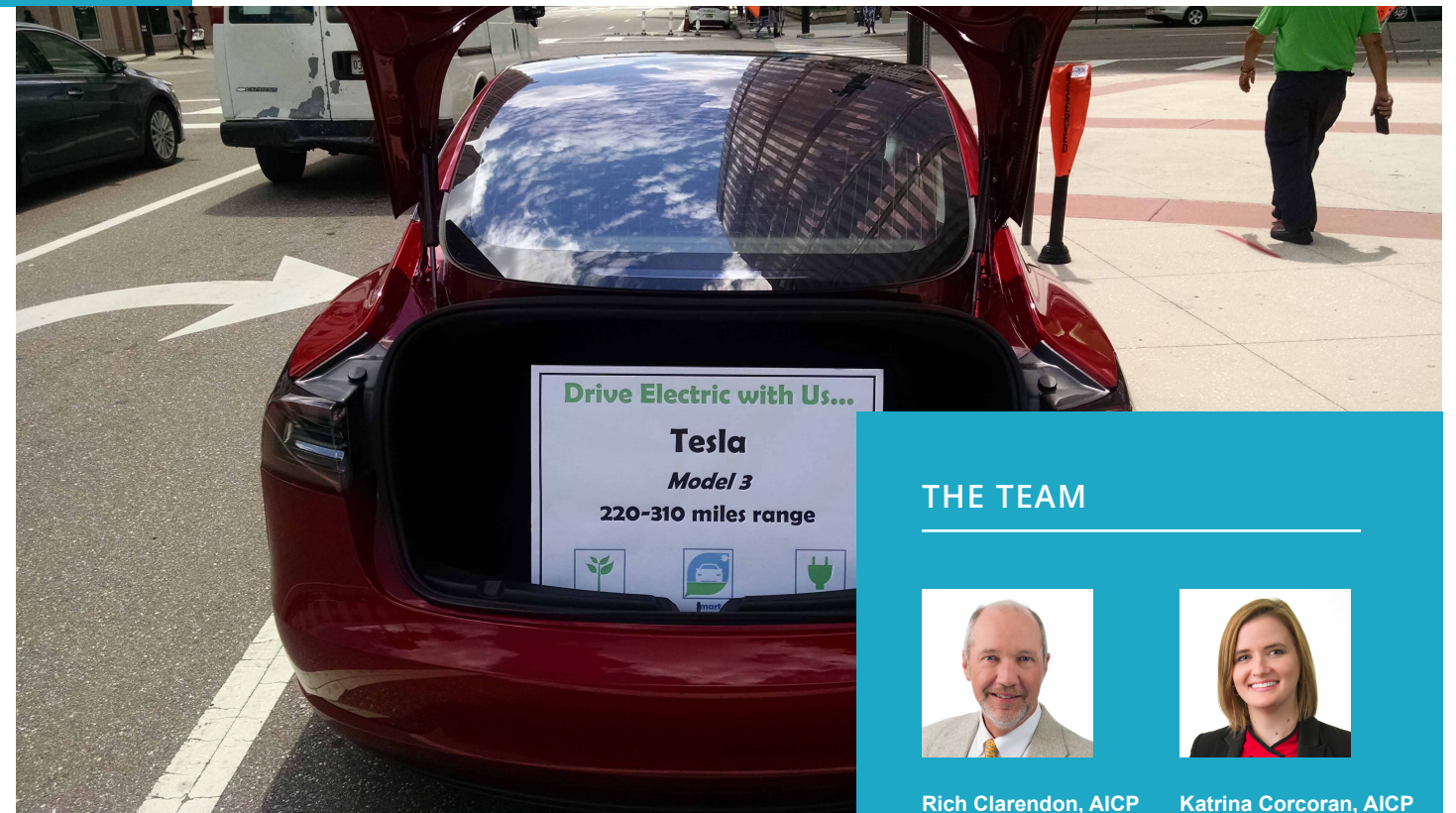
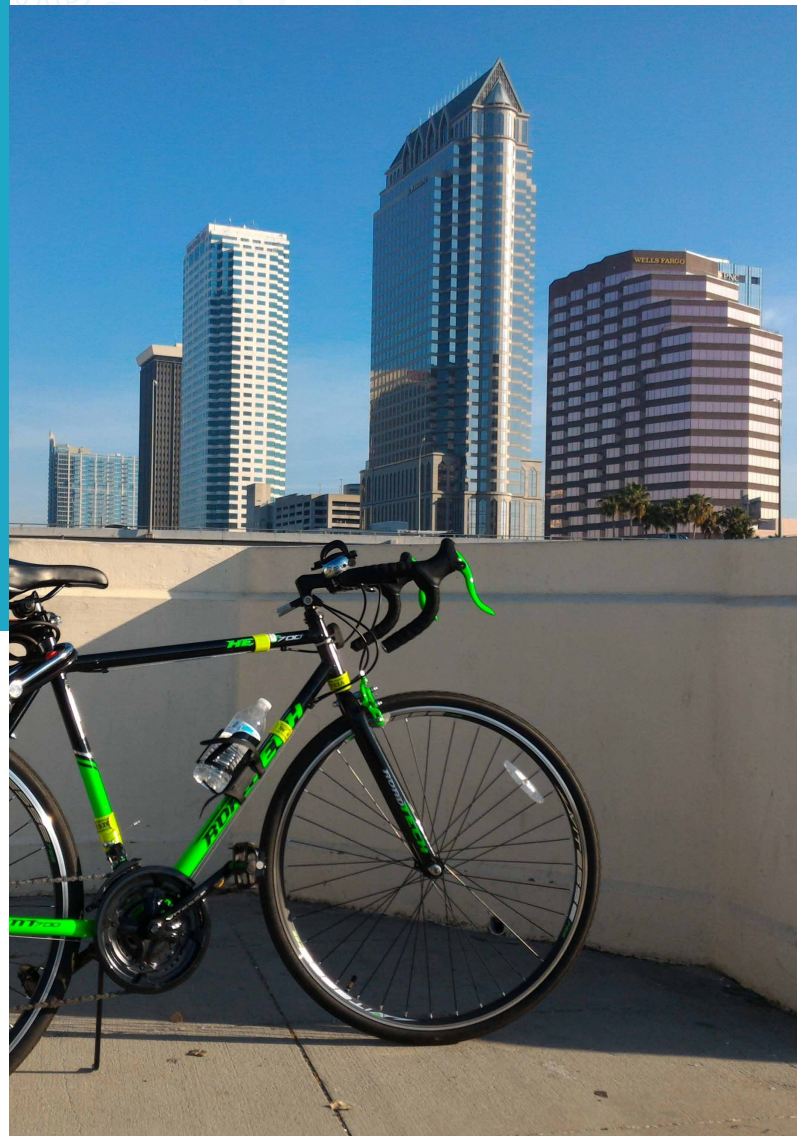


Enabling Transportation Choices

Commuter Challenge

Many of our staff members choose to leave their cars at home and commute by bus, bike or carpool for Commuter Challenge Week to experience alternate transportation options other than driving alone. Approximately half of our agency participated in this year's Commuter Challenge using a variety of transportation modes. For those with longer commutes, transit and carpooling were the most common options. For those a bit closer to work, walking, biking, and the new scooter-share program gave them an opportunity to be outside and get a little exercise in the process. Overall, it was a great opportunity for staff members to change up their commute and see what options they may be missing.

Transportation choices can help you save money, network with new people, improve air quality, burn calories on your bike ride, increase steps during your walk, or maybe even relax and read a book. We're looking forward to when we can take our next commuter challenge!



Building Capacity with Autonomous Vehicles and Shared Mobility

The Enabling Transportation Choices group chose to explore emerging technologies – Autonomous, Connected, Electric and Shared Use (ACES) – and their implications for the future of surface transportation. The group produced one-page infographics, created an *Emerging Transportation Choices* tab on the website, and hosted a staff lunch and learn discussion.

The infographics focus on driverless vehicles, the levels of automation and the definition and types of shared mobility. They are intended to provide basic information to citizens and start a larger conversation about where these areas may go in the future. The web page features these infographics as well as projects sponsored by our agency, what's happening in our region and state, and how citizens can get involved. Finally, the team hosted a lunch and learn in October to present information on autonomous vehicles and shared mobility. This allowed the team to get valuable feedback from our staff on the agency's role in these areas and how that will evolve as new transportation technologies emerge and expand.

THE TEAM



Rich Clarendon, AICP
MPO Assistant
Executive Director



Katrina Corcoran, AICP
Planner II



Allison Yeh, AICP,
LEED GA
Executive Planner



Vishaka Shiva Raman
Planner I



Michael Rempfer
Database Administrator



Will Augustine
Senior Planner



Joshua Barber
Planner II

Plant City Transit Study

At the request of the City of Plant City, we initiated a transit study in 2020 to evaluate the feasibility of implementing transit service to Plant City to provide transportation to fulfill daily needs and access to jobs and recreation. This study was conducted in partnership with Hillsborough Area Regional Transit (HART) and analyzed the feasibility of operating a commuter service to downtown Tampa, a circulator service within Plant City, and possible connections to Lakeland in the future.

The study focused on capturing the needs of the community and relied on support from a stakeholder focus group which identified the community's goals by evaluating existing conditions, major corridors, activity centers, and future areas of growth. Following the first focus group, the study team analyzed various transit alternatives for the commuter express route and the circulator route. They also estimated operating costs for the various alternatives, calculated based on data provided by HART. This was presented to stakeholders at a second focus group meeting in May, conducted in a virtual format in response to the health pandemic. In addition, an online survey was distributed to the focus group and the public to gather further input.

A third phase of outreach was undertaken in the form of a virtual public open house. A website was set up to resemble an open house workshop with tabs explaining the various modules related to the transit alternatives evaluation. Based on the feedback received, three alternatives for the circulator route and five alternatives for the Tampa to Plant City express route were evaluated in addition to a Lakeland to Plant City route. The final set of alternatives was presented to the Plant City – City Commission, Planning Board, HART Strategic Planning Committee and Board, and the MPO Committees and Board for their final approval in December 2020. This study produced a final report that will serve as a transit master plan and will provide background for Plant City and HART to implement a transit service in the future.



Virtual Vision Zero Leadership Summit

In September, we hosted the Vision Zero Leadership Summit featuring statewide experts from the Planning Commission, Hillsborough County Government, City of Tampa, Hillsborough County Sheriff's Office, Tampa Police Department, and Hillsborough County Public Schools. The three panel discussions focused on the best use of law enforcement resources to deter the most dangerous traffic behaviors; how to turn residents and business owners into champions for safe streets who no longer say "not in my backyard," but "when will this project be done?"; and how to engage developers and staff making land use and design decisions to avoid creating unsafe conditions that require costly fixes.

Vision Zero Corridors

Vision Zero is based on the belief that traffic death and injury is preventable—they aren't "accidents," but the result of poor behaviors combined with unforgiving roadway designs. In 2017, we adopted the Vision Zero Action Plan centered on four Action Tracks:

1. **Paint Saves Lives** – *low-cost engineering strategies*
2. **One Message, Many Voices** – *public education strategies*
3. **Consistent and Fair** – *community-oriented law enforcement*
4. **The Future Will Not Be Like the Past** – *focusing on design standards*

The data-driven Action Plan identified 20 High Injury Network (HIN) corridors with the greatest number of fatalities and serious injuries per mile and the study focused on eight that are the responsibility of Hillsborough County. Using strategies from *Paint Saves Lives* as a guide, the goal is to recommend short-term, immediately implementable countermeasures to reduce serious injuries and fatalities. The project is co-managed by staff of the Hillsborough County Engineering and Operations Department and the MPO. The data combined with public engagement results from each surrounding community resulted in recommendations for these HIN corridors:

- 78th Street (Causeway Boulevard to Palm River Road)
- Gibsonton Drive (I-75 to Balm Riverview Road)
- 15th Street (Fowler Avenue to Fletcher Avenue)
- CR579 / Mango Road (MLK Boulevard to US 92)
- Sheldon Road (Hillsborough Avenue to Waters Avenue)
- Lynn Turner Road (Gunn Highway to Ehrlich Road)
- W. Fletcher Avenue (Armenia Avenue to Nebraska Avenue)
- Bruce B. Downs Boulevard (Fowler Avenue to Bearss Avenue)





Internal Agency Enhancements

Strengthening Internal Collaboration and Communication

As one of our agency's Strategic Plan Strategic Priorities, Internal Agency Enhancements are primarily focused on improving internal communication across teams and between staff with different roles and responsibilities. The need for maintaining strong internal connections became even more important once the agency transitioned to a virtual work environment in March where we have been communicating solely via video conferences, phone calls, and emails.

The team set out to develop programming addressing ways to improve connections and enhance cross-team communication while working virtually. They piloted a monthly panel discussion called "A Day in the Life" where groups of staff shared aspects of their typical day, current projects and responsibilities, their professional career path and even some fun activities they are enjoying during quarantine. Panelists also shared fun facts that others at the agency may not know about them, and even some childhood photos.



We also piloted cross-team liaisons in 2020 to continue enhancing internal agency communication, which has become particularly important while the whole agency continues to work virtually. These cross-team liaisons attend different team meetings each month and report back on projects and important news to their own teams. Additionally, all staff members have the opportunity to rotate into senior leadership meetings to see and hear what topics are being discussed.

Conference Knowledge Sharing

Conference Knowledge Share Sessions are a great way to allow our staff to attend various conferences and workshops and bring back best practices, trends and planning information to share with the whole agency. In 2020, there were five share sessions that included staff who had attended the ULI Trends Conference, Broward Safe Streets Summit, Florida Floodplain Managers Association, Florida APA, URISA, CNU, and HR Florida. We attended conferences both in-person and virtually and were able to share our experiences with the entire agency, maximizing our resources and ensuring our agency continues to be equipped with the latest information.

THE TEAM



Melissa Dickens, AICP
Strategic Planning and Policy Manager



Sharon Snyder
Executive Assistant



Johnny Wong, PhD
Principal Planner



Sandy Mortellaro
Office Manager



Meghan Betourney, SPHR
HR Manager



Felicia Pulliam
Financial Manager



Kathleen Venzon
Administrative Specialist



Plan Hillsborough Recognized as a 'Best Workplace for Commuters'

Our agency's application for Best Workplaces for Commuters (BWC) was accepted in November for 2021. This BWC designation recognizes how we offer outstanding commuter benefits and a strong telework program. By being a BWC employer, we have met the National Standard of Excellence in commuter benefits, a standard created by the National Center for Transit Research and the U.S. Environmental Protection Agency. As a BWC member, we will have the opportunity for public recognition and promotion, training, and forums for information exchange.

Plan Hillsborough Staff Leads in the Community

Our agency continues to serve in leadership roles in professional organizations, committees and the larger community including:

- APA Florida Executive Committee
- APA Florida Sun Coast Section
- APA National Water & Planning Network
- APA National Women & Planning Division
- APMO Complete Streets Workgroup
- Association of MPOs Active Transportation Leadership Team
- Center for Transportation Equity
- City of Tampa Economic Advisory Committee
- Decision-making and Dollars (C-TEDD) Advisory Board
- FDOT Statewide Mobility Performance Management Team
- FDOT Statewide Model Task Force
- FHWA Volpe Center
- Florida Bike/Ped Safety Coalition Vision Zero Emphasis Team
- Florida MPO Advisory Council's Noteworthy Practices Workgroup
- National AASHTO Planning Committee's Research Subcommittee
- PRSA Tampa Bay Diversity & Inclusion Committee
- State Transportation Innovation Council
- Transportation Research Board
- USF MURP Advisory Committee

Morale and Culture Committees Find New Ways to Connect

Our agency's internal Morale and Culture Committees continued their efforts to enhance employee morale, inclusion, and accountability. Faced with the new reality of all staff working remotely this year, both committees worked to ensure staff still found a way to connect with one another virtually. Prior to the health pandemic, the Morale Committee hosted a Dip into 2020 themed party with a variety of chips and dip to welcome new hires and catch up with each other after the holidays. After March, they hosted a few virtual events to offer fun ways for staff to disconnect (from work) and check-in with their fellow coworkers. The Morale Committee also hosted three virtual game nights, a virtual Halloween event, and a virtual holiday party.

The Culture Committee, formed to create an environment of inclusion and accountability within the agency, made recommendations on the performance management tool, a change management process for the agency, and trainings for new hires and supervisors. Since our normal workflow had been drastically changed due to the health pandemic, they were also tasked with creating and reviewing the telecommuting guidelines to reflect the COVID-19 and post-COVID-19 work environment.

Appendix

FY2020 PLANNING COMMISSION RECEIPTS & DISBURSEMENTS

| | Receipts | Disbursements |
|--------------------------------|--------------------|--------------------|
| Personnel | | |
| Salaries | \$3,645,413 | \$3,303,120 |
| Benefits | \$1,509,240 | \$1,686,797 |
| Personnel Total | \$5,154,653 | \$4,989,917 |
| Capital Equipment | | |
| Data Processing Equipment | \$15,500 | \$15,500 |
| Capital Equipment Total | \$15,500 | \$15,500 |

| | Receipts | Disbursements |
|---|--------------------|--------------------|
| Operating | | |
| Legal Services | \$70,000 | \$67,036 |
| Data Processing Supplies / Services / Small Equipment | \$100,500 | \$111,297 |
| Consultant / Contractual Services | \$115,250 | \$105,703 |
| Training / Parking / Travel / County Vehicle Expense | \$70,872 | \$29,375 |
| Telecommunications / Internet Expense | \$10,000 | \$26,273 |
| Postage / Freight Services | \$15,000 | \$3,980 |
| Building / Equipment Maintenance / Other Rentals and Leases | \$4,200 | -\$270 |
| Commercial / Liability Insurance Premiums | \$27,738 | \$8,876 |
| Printing / Office Supplies | \$53,000 | \$15,620 |
| Legal Advertising / Public Awareness Expense | \$34,000 | \$47,008 |
| Misc Employee Related Expenses | \$20,000 | \$22,181 |
| Operating Total | \$520,560 | \$437,078 |
| Receipts & Disbursements Grand Total | \$5,690,713 | \$5,442,494 |



Hillsborough County City-County Planning Commissioners

Nigel M. Joseph, Chair
Cody Powell, Vice Chair
Mitch Thrower, Chair (until June 2020)
Derek L. Doughty, Member-at-Large
Steven Bernstein
Giovanny Cardenas
Amber K. Dickerson, AICP (Ex-Officio)
John Dicks
Theodore Trent Green
Karen Kress, AICP
Michael Maurino, CNU-A
Tony Rodriguez, AICP (Ex-Officio)

Hillsborough River Interlocal Planning Board Members

Tampa Councilmen Guido Maniscalco and Joseph Citro
Temple Terrace Councilmembers Andrew Ross and James Chambers
County Commissioner Stacy White

Hillsborough Metropolitan Planning Organization Board Members

County Commissioner Lesley "Les" Miller, Jr., Chair
County Commissioner Pat Kemp, Vice Chair
County Commissioner Ken Hagan
County Commissioner Mariella Smith
County Commissioner Kimberly Overman
Tampa Councilman Joe Citro
Tampa Councilman John Dingfelder
Tampa Councilman Guido Maniscalco
Tampa Councilman Luis Viera
Temple Terrace Mayors Mel Jurado and Andy Ross
Plant City Mayor Rick A. Lott
Cindy Stuart, Hillsborough County School Board Member
Adam Harden, HART Board Member
Planning Commissioner Michael Maurino, CNU-A
Paul Anderson, Port Tampa Bay CEO
Joe Lopano, Hillsborough Aviation Authority CEO
Joseph Waggoner, Expressway Authority CEO
David Gwynn, FDOT District 7 Secretary, Non-voting Advisor