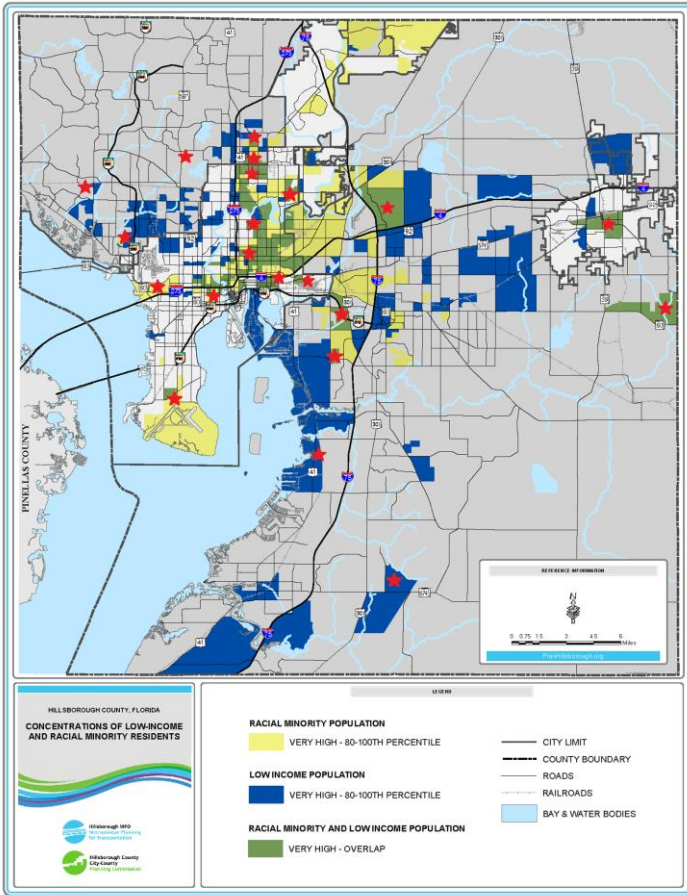


# Plan Hillsborough 2021 Nondiscrimination Plan Public Engagement Results





# Engagement Methods



Survey  
Storytelling Forum  
Field Outreach  
Focus Groups



Plan Hillsborough  
planhillsborough.org

Planning for Equity

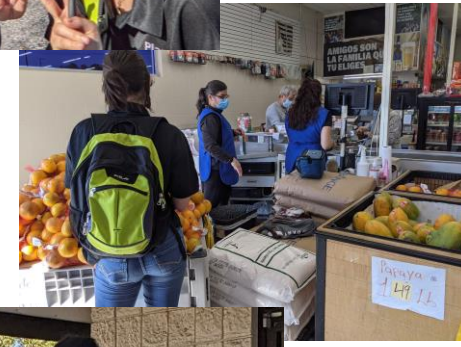
cdc  
COMMISSIONER OF HEALTH SERVICES  
COMMITTEE OF ADVISORS

METRO  
METROPOLITAN TRANSIT AUTHORITY

WIMAUMA  
WOMEN'S INDEPENDENT MOVEMENT ASSOCIATION

REGISTER NOW FOR THE  
**Planning for Equity  
Storytelling Forum**  
Join us to help plan for an equitable future!

FEBRUARY 13 • 11 A.M. TO 1 P.M.  
Zoom: Register at  
[bit.ly/hcequityforum](https://bit.ly/hcequityforum)



Plan Hillsborough  
planhillsborough.org

Planning for Equity

Throughout history, discrimination based on race, income, ability, age, sexual orientation, and gender has been evident in transportation and land use planning.

How has this affected you?  
¡Háganos saber sobre sus necesidades de transporte y vivienda asequibles y si ha experimentado discriminación! Llame al (813)272-5940 y marque el 1 para obtener información.

Take the Community Equity Survey by Feb 28:  
[bit.ly/hcequity](https://bit.ly/hcequity)

1,311 People Reached  
125 Engagements

Boost Post

4  
18 Shares

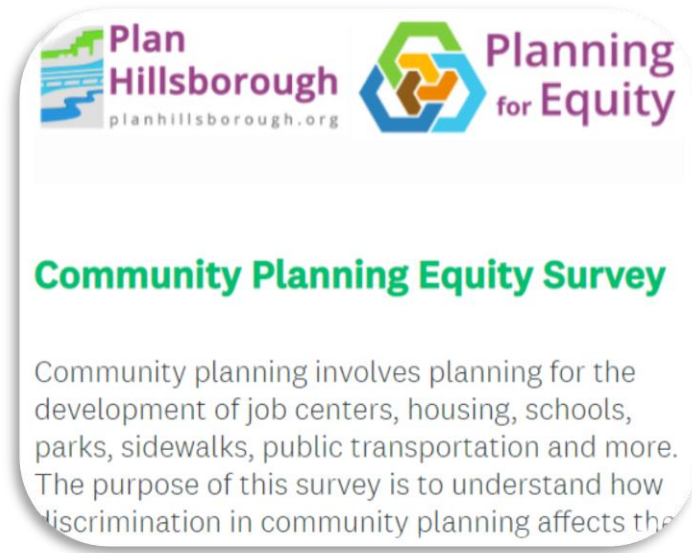
# Context

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The following slides contain a lot of information. Public engagement was a 4-month process (Dec '20 – March '21)

- 456 surveys completed (605 total)
- 14 questions including demographic questions, providing dozens of ways to analyze the data
- 165 single-spaced pages of narrative data

The results are not statistically significant. Methods utilized convenience and voluntary samples; oversampling techniques.



# Survey Participation

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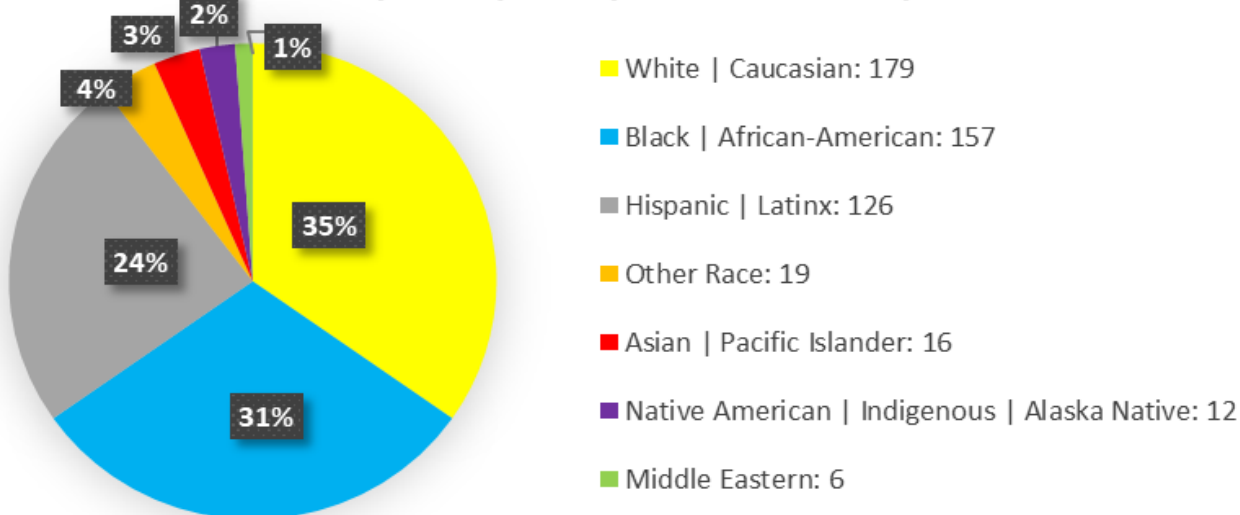
**Engagement Goal:** to learn about and identify key accessibility challenges, needs, and potential solutions from *underserved communities*

**Source:** 2021 Planning for Equity Survey, compared to Hillsborough County ACS 2019 US Census data

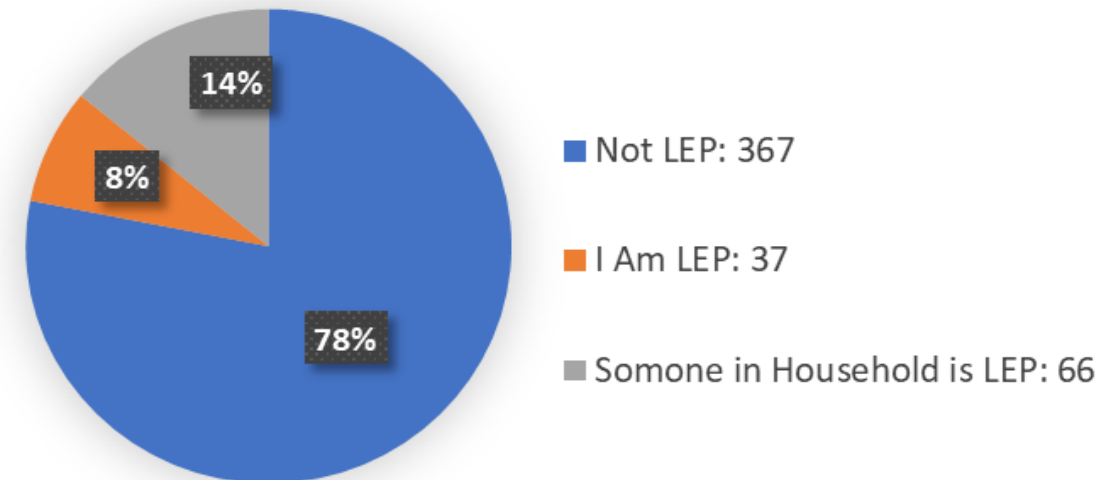
# Participation – Race & Ethnicity

Race & Ethnicity	Survey Participants	Hillsborough County (ACS 2019)
White   Caucasian Alone	33.1%	69.6%
Black   African Americans Alone	30.9%	17.3%
Asian   Pacific Islander Alone	2.2%	4.2%
Native American   Indigenous   Alaska Native Alone	0.1%	0.2%
Other Race	2.0%	5.0%
Two or More Races	10.0%	3.7%
Hispanic   Latinx incl. Other Races	27.6%	29.7%

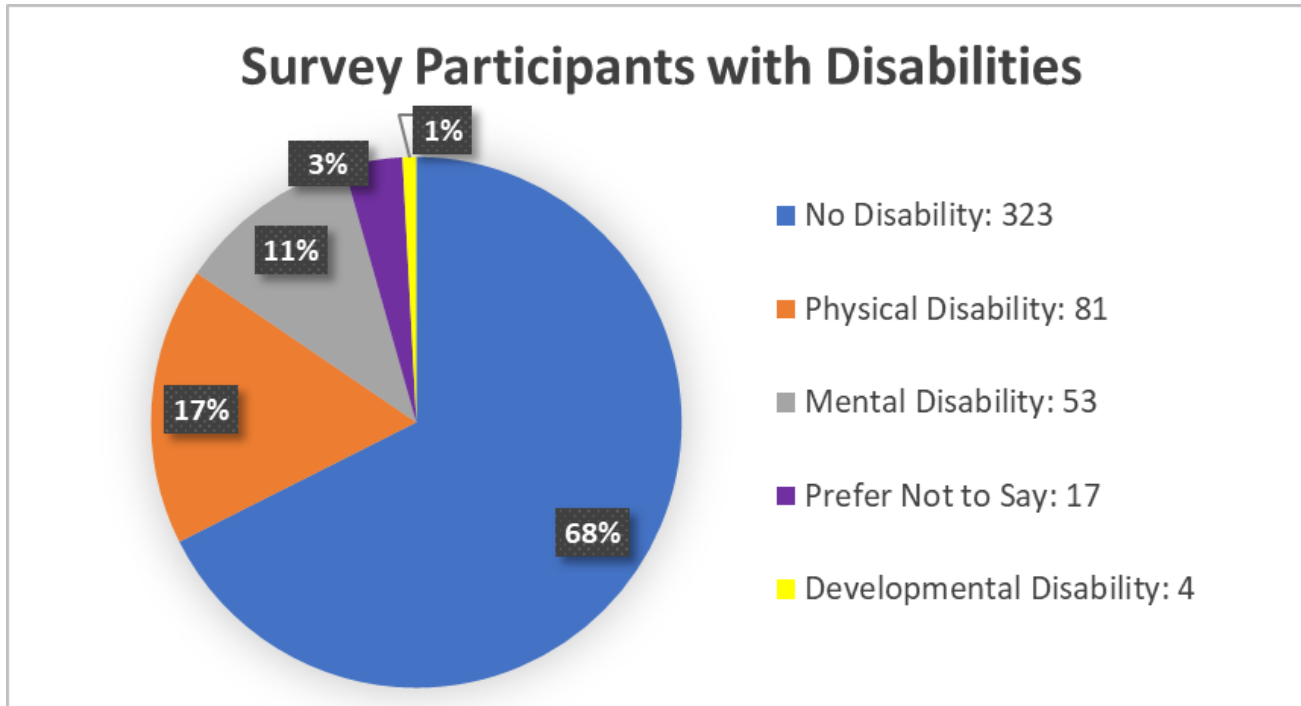
Survey Participants by Race and Ethnicity



Limited English Proficient (LEP) Participants



# Participation - Disabilities



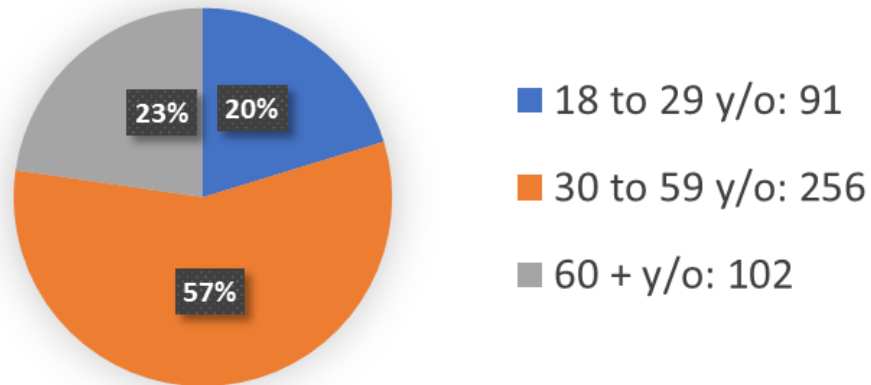
**29%** of respondents had a disability compared to **11.6%** of Hillsborough County having a disability (ACS 2019).

Equity Survey Responses: Named Disabilities	
Anxiety	15
Depression/Major Depressive Disorder	14
Back issues	9
Diabetes	7
Bipolar	6
PTSD	6
ADHD	5
Heart Issues	5
Autism Spectrum Disorder	4
Cancer	3
Hearing impaired	3
Blind	3
Neuropathy	3
Epilepsy and Seizures	3
Arthritis	2
Wheelchair Users	2
Lupus	2
High Blood Pressure	2

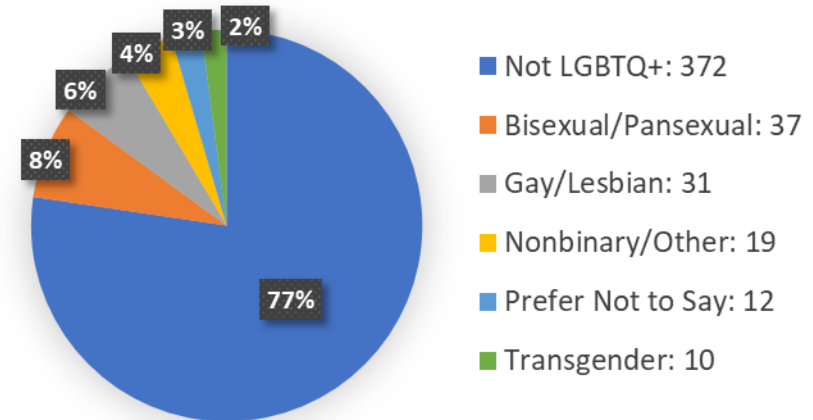


# Participation – Protected Demographics

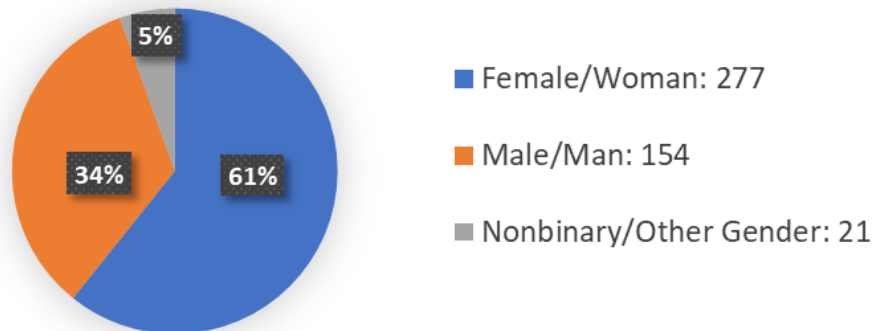
## Survey Participants by Age



## LGBTQ+ Survey Participants



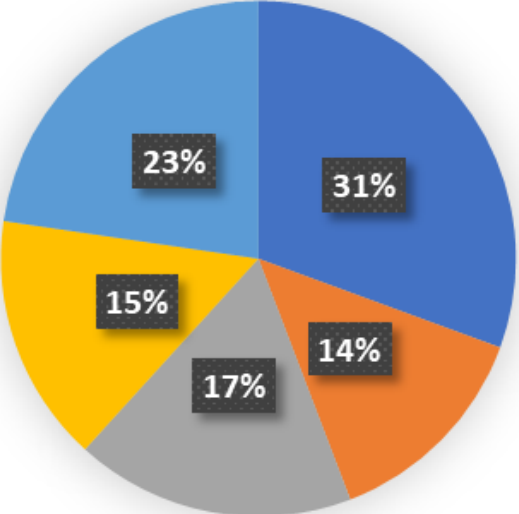
## Survey Participants by Gender



- **23%** of survey participants were 60 years old or over compared to **20.4%** of Hillsborough County (ACS 2019).
- **61%** of survey participants were women compared to **51%** of Hillsborough County (ACS 2019). Other gender data is not collected by the US Census.
- LGBTQ+ representation is not collected by the US Census.

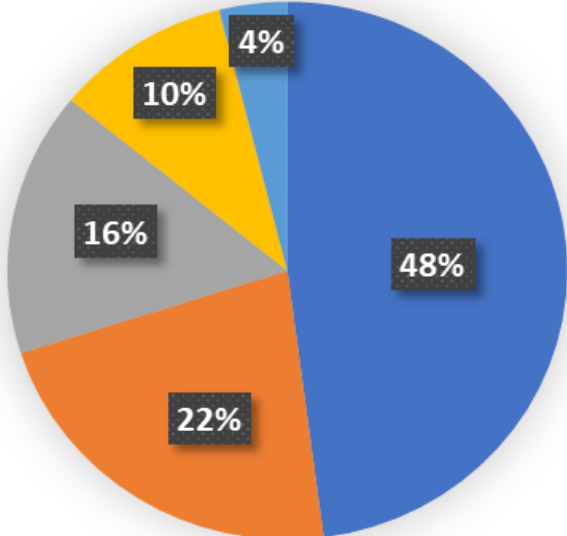
# Participation – Protected Demographics

### Survey Participants by Income



- \$0 to \$24,999: 108
- \$25,000 to \$34,999: 48
- \$35,000 to \$59,999: 62
- \$60,000 to \$99,999: 55
- \$100,000 +: 80

### Survey Participants by Employment Status



- Full-Time: 208
- Unemployed: 96
- Retired: 69
- Part-Time: 44
- Student: 17

45% of participants earn an income of \$0 to \$34,999 compared to 27.6% of Hillsborough County (ACS 2019).

22% of participants were unemployed compared to 4.3% of Hillsborough County (ACS 2019).



# Quantitative Results

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Rating accessibility of individual community elements, choosing a priority access issue, and perception of access discrimination

Source: 2021 Planning for Equity Survey

# Rated Accessibility

Access Difficulty: All Responses	
Access Issue	Difficulty
Political Power	3.24
Housing	2.98
Government Meetings	2.88
Employment	2.68
Community Meetings	2.59
Transportation	2.59
Education	2.27
Parks	2.25
Healthcare	2.22
Retail	1.94
Groceries	1.85
<b>ACCESSIBILITY RATING</b>	<b>2.50</b>

## By Demographic

Black   African American	
Access Issue	Difficulty
Political Power	3.37
Housing	3.18
Government Meetings	3.16
Employment	2.85
Community Meetings	2.68
Transportation	2.59
Parks	2.38
Education	2.34
Healthcare	2.29
Retail	2.06
Groceries	2.06
<b>ACCESSIBILITY RATING</b>	<b>2.63</b>

White   Caucasian	
Access Issue	Difficulty
Political Power	3.07
Housing	2.76
Government Meetings	2.61
Transportation	2.53
Employment	2.45
Community Meetings	2.38
Education	2.09
Parks	2.02
Healthcare	2.00
Retail	1.74
Groceries	1.61
<b>ACCESSIBILITY RATING</b>	<b>2.30</b>

## By Geographic Area

University Area	
Access Issue	Difficulty
Political Power	3.47
Housing	3.35
Government Meetings	3.32
Community Meetings	3.03
Employment	2.97
Transportation	2.83
Parks	2.58
Education	2.51
Healthcare	2.41
Groceries	2.07
Retail	2.00
<b>ACCESSIBILITY RATING</b>	<b>2.78</b>

Not Underserved	
Access Issue	Difficulty
Political Power	3.23
Housing	2.93
Government Meetings	2.68
Transportation	2.55
Employment	2.43
Community Meetings	2.38
Parks	2.19
Education	2.15
Healthcare	2.07
Retail	1.82
Groceries	1.67
<b>ACCESSIBILITY RATING</b>	<b>2.29</b>

# Priority Access Issues

## Housing, Employment Opportunities, Transportation, Healthcare

Priority Issue: Black   African American		
Top Issue	Count	Percentage
Housing	40	25%
Transportation	30	19%
Employment Opportunities	22	14%

Priority Issue: People with Disabilities		
Top Issue	Count	Percentage
Housing	28	21%
Transportation	24	18%
Employment opportunities	21	16%

Priority Issue: Hispanic   Latinx		
Top Issue	Count	Percentage
Employment Opportunities	32	25%
Housing	22	17%
Transportation	19	15%

Priority Issue: Low-Income (\$0 - \$24,999)		
Top Issue	Count	Percentage
Housing	31	29%
Employment Opportunities	26	24%
Healthcare	14	13%

Priority Issue: LGBTQ+		
Top Issue	Count	Percentage
Employment opportunities	17	20%
Housing	17	20%
Transportation	15	18%



# Discrimination

<b>White   Caucasian Responses</b>	<i>Has your demographic negatively affected your access?</i>		<i>Has the demographic of your neighborhood negatively affected your access?</i>	
	<b>Total</b>	<b>Percentage</b>	<b>Total</b>	<b>Percentage</b>
Definitely Has	32	17.88%	24	13.41%
Probably Has	25	13.97%	25	13.97%
Not Sure	22	12.29%	35	19.55%
Probably Hasn't	32	17.88%	32	17.88%
Definitely Hasn't	68	37.99%	63	35.20%

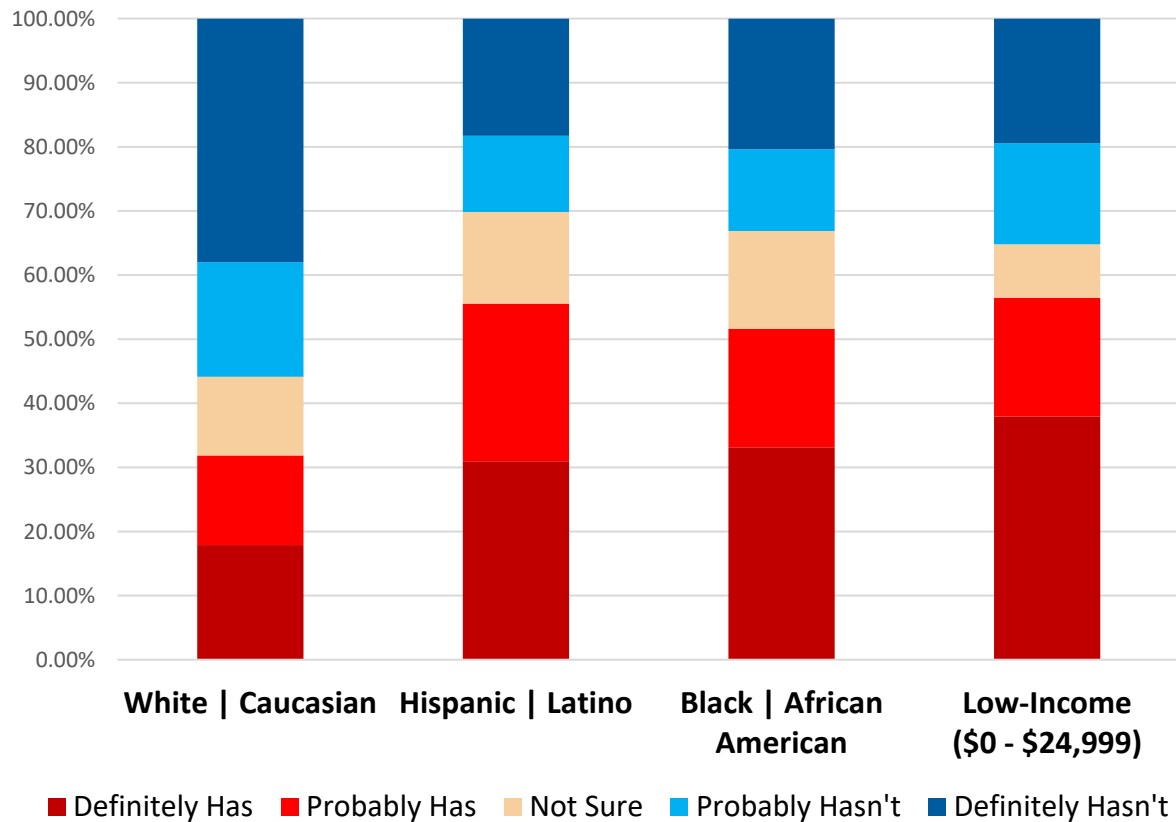
<b>Low-Income (\$0 - \$24,999) Responses</b>	<i>Has your demographic negatively affected your access?</i>		<i>Has the demographic of your neighborhood negatively affected your access?</i>	
	<b>Total</b>	<b>Percentage</b>	<b>Total</b>	<b>Percentage</b>
Definitely Has	41	37.96%	31	28.70%
Probably Has	20	18.52%	25	23.15%
Not Sure	9	8.33%	16	14.81%
Probably Hasn't	17	15.74%	15	13.89%
Definitely Hasn't	21	19.44%	21	19.44%

<b>Black / African American Responses</b>	<i>Has your demographic negatively affected your access?</i>		<i>Has the demographic of your neighborhood negatively affected your access?</i>	
	<b>Total</b>	<b>Percentage</b>	<b>Total</b>	<b>Percentage</b>
Definitely Has	52	33.12%	49	31.21%
Probably Has	29	18.47%	40	25.48%
Not Sure	24	15.29%	20	12.74%
Probably Hasn't	20	12.74%	23	14.65%
Definitely Hasn't	32	20.38%	25	15.92%

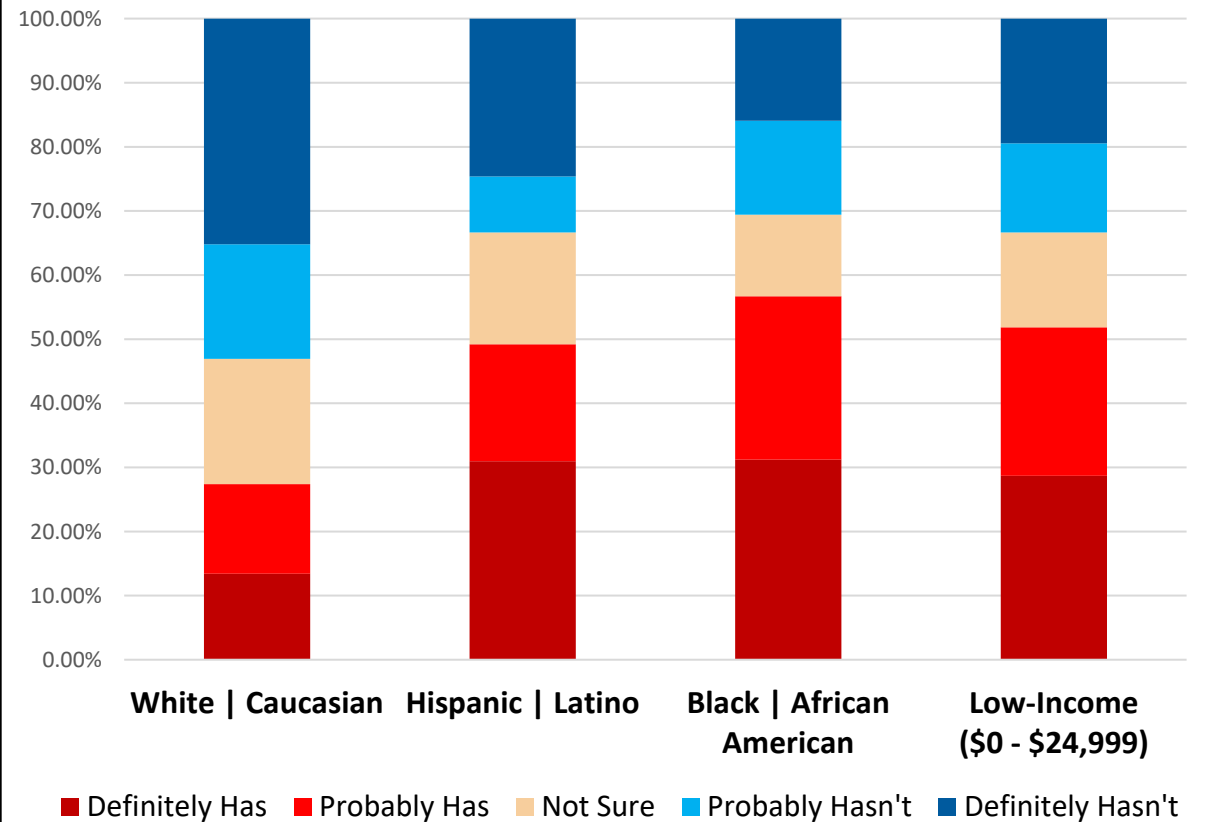
<b>Hispanic   Latinx Responses</b>	<i>Has your demographic negatively affected your access?</i>		<i>Has the demographic of your neighborhood negatively affected your access?</i>	
	<b>Total</b>	<b>Percentage</b>	<b>Total</b>	<b>Percentage</b>
Definitely Has	39	30.95%	39	30.95%
Probably Has	31	24.60%	23	18.25%
Not Sure	18	14.29%	22	17.46%
Probably Hasn't	15	11.90%	11	8.73%
Definitely Hasn't	23	18.25%	31	24.60%

# Discrimination

## Access Discrimination - Interpersonal



## Access Discrimination - System



**Reference 17 - 0.08% Coverage**

¶484: invest in marginalized communities comparably to the affluent party of Tampa.

**Reference 18 - 0.10% Coverage**

¶604: Realign taxes so they're used for communities and not lining someone's pockets. (More transparency).

**Reference 19 - 0.03% Coverage**

¶606: Redistribution of resources

**Reference 20 - 0.14% Coverage**

¶683: Allocate resources based on what the community needs and wants; allow the community to allocate funds more directly/transparently.

# Qualitative Results

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**Method:** Thematic analysis using Nvivo software

**Questions:** Challenges and Solutions accessing 1. Transportation, 2. Housing, 3. Other Community Elements, 4. Public Engagement Opportunities

**Source:** 2021 Planning for Equity Survey, Storytelling Forum, Focus groups



# Challenges

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# Transportation - Challenges

## Buses

- Most talked about mode (421 mentions)
- Confusing to navigate (16 references)
- Unsafe, especially for
  - Women
  - LGBTQ (esp. trans people)
  - People with certain disabilities
- Unreliable/Takes too long to get where you're going
  - Too long to wait at the bus stop
  - Routes aren't well connected
  - Particularly challenging for single parents/mothers
  - Insufficient hours; late night and weekends

## Bus Stops

- Walkability to stops
- Weather a major issue, including heat and rain, especially for people with disabilities
- Bus stops are lacking
  - Safety
  - Lighting
  - Trash cans
  - Phone charging stations
  - Shade
  - Seating
  - Wayfinding

*We also need more dependable public transit. The bus is not reliable and comes around every 30 minutes (but not consistently) and we have to wait an hour or more on the weekends for the bus.*

*"If you're taking the bus your job could be 15 minutes away but it could take you 90 minutes to get there. And if you got kids, that sucks."*

*"A woman working at a food truck finishes her shift at 10PM. She is always asking people for a ride or using a rideshare app to feel safe on her way home."*

*"Also on 15th street there have been a lot of pedestrian deaths (A friend of mine died a couple of months ago while walking to the bus stop that is nearby)."*

*"No bus route that runs by daughter's school so I can get her in an emergency"*

*The timing of the busses especially if you get off at 2 o'clock in the morning, um, it was just awful.*

*Put hand sanitizer on the bus. Yesterday somebody threw up on the bus.*



# Transportation - Challenges

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## Walking

- Important when looking for a home
- People want to walk more for practical trips
- Wheelchair users avoid areas, forced into road
- No sidewalks leads to other issues like
  - Poor physical and mental health
  - Forces bikes on roads, causes injury
- Sidewalks (122 mentions)
  - None
  - Incomplete/Not connected
  - Not maintained (cracked, etc)
  - Too narrow

## Biking

- Too dangerous, scary, afraid
- Low quality bike lanes (62 mentions)
  - Not buffered
  - Too narrow
  - Overgrown grass
  - Potholes, road cracks
  - Full of debris

*Clinics and doctors' offices are not walkable, and you must drive to get access to them.*

*"My son rides his bike to work and because of some roots in a sidewalk, he crashed his bicycle and broke his arm."*

*"I don't have a bike. I want to have a bike – I'd have one, it's good for your health but this is Tampa I don't wanna get ran over. That simple."*

*"Walking would be beneficial for my health (would help reduce the pain from my neuropathy, help to mitigate my diabetes, as well as be beneficial for my mental health) but I do not feel safe..."*

*"The first thing I looked at, I guess we excluded certain areas based on just price, and then looked at something that was really important to us was walkability to anything parks, restaurants, grocery store. And so that's how we like set our search parameters."*

*We do not have sidewalks near our complex and that makes it very dangerous for us to walk to the bus stop and I think that if we lived in a higher income area that we would not have that issue and we would have more facilities.*

# Transportation - Challenges

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## Safety

- Lack of pedestrian safety (69 mentions)
- Lack of bike safety (32 mentions)
- Buses/bus stops unsafe (43 mentions)
- Driving unsafe (18 mentions)

## Safe Routes to School

- Children's safety (41 mentions)
- Lack of sidewalks to/around schools
- Lack of buses (public and school) to schools
- Lack of lighting to bus stops and schools

## Driving

- Lucky or fortunate to have a car
- Rely on others for rides
- Construction obstruction
- Speeding
- Traffic
- Everything is too far apart

***"I have often been harassed for being a woman while using all forms of transportation, including a personal vehicle, but especially when walking."***

***I have to drive to survive even though I am 81 and it is starting to get dangerous.***

***I do not feel safe driving and have had several panic attacks while driving which have caused me to pull over and have to call the police for help.***

***There are no jobs here, people have to drive out of town for those.***

***I do not feel safe driving and have had several panic attacks while driving which have caused me to pull over and have to call the police for help.***

***And as someone who was disowned from my family for my queerness, I did not have parental assistance when I was trying to get housing and get transportation. So, I bought a terrible car for like three thousand dollars and then when it got totaled, I haven't had a car again for a year and a half.***

# Transportation – Key Takeaways

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- 1. People are forced to drive in Hillsborough County. This drains their income and time and negatively affects their physical and mental health.**
- 2. People want to walk, bike, and ride public transit more, but it is inconvenient and scary/dangerous. The infrastructure is either not there, ill-maintained, disconnected or insufficient.**
- 3. “Safety” can look a lot of different ways (related to physical *and* mental health) and affects the most vulnerable – women, children, seniors, and people with disabilities – the most.**

# Housing - Challenges

getting disabled  
talking community trying  
issues money right care  
problem hard place pays need able poor  
happens make rents live jobs low  
now access income help well let  
parents look work afford find many credit  
home 000 houses apartment time year  
month homeless around  
quality account





# Housing - Challenges

Housing Occupation Type - State vs. County	
Florida Owner-Occupied	65.15%
Florida Renter-Occupied	34.85%
Hillsborough County Owner-Occupied	59.90%
Hillsborough County Renter-occupied	40.10%
Rent as % of Household Income in Hillsborough County	
Occupied units paying rent	37.48%
Less than 15.0 percent	9.70%
15.0 to 19.9 percent	12.20%
20.0 to 24.9 percent	13.70%
25.0 to 29.9 percent	12.70%
30.0 to 34.9 percent	9.40%
35.0 percent or more	42.30%

Hillsborough County, 2019	Owner-Occupied Housing Units	Renter-Occupied Housing Units	Population in Hillsborough County
Total	324,271	217,313	1,471,968
White Alone	79.7%	63.2%	69.6%
Black or African American Alone	11.1%	24.4%	17.3%
Asian, Hawaiian, or Pacific Islander Alone	3.9%	3.6%	4.2%
Other Race	2.7%	5.2%	5.0%
Two or More Races	2.3%	3.4%	3.7%
Hispanic or Latino origin	21.0%	29.0%	29.7%

Note: HUD considers 30% + income spent on housing a "significant cost burden"

# Housing - Challenges

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- Cost goes up, quality stays low
- Cost goes up, wages stay low
- Owning is less expensive than renting
- Don't know where/how to find assistance programs
- Segregation persists
- Gentrification and displacement are major threat to dwindling black and brown communities

*"The apartments are very expensive, they raise rents every single year but do not raise wages."*

*"So that's one of the things that's disheartening for me is the fact that you pay so much and then you don't get something awesome. You get something really bad, bad quality, falling apart, mildew, mold, animals, roaches infestation."*

*"Rent goes up and landlords do nothing else, no maintenance, nothing."*

*"Mortgages can be half as much as rent."*

*"I do know that Tampa Bay does have certain apartment complexes and some programs, but access to those programs is very hush hush it seems."*

*"As a white dude who lives on MLK Boulevard, I see a racial divide in Tampa every time I leave my house. Nearly every time I turn around."*

*"Seems South Tampa, Hyde Park, and even by the airport area care of. Why not the lower income neighborhoods?"*

*"Over time my neighborhood has become more white, with wealthier residents flowing over from south Tampa due to lack of affordability there."*

*"I live this far away 'cause you know the cost of living is gets less as you go further out from the core."*

# Housing - Challenges

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- Exclusion and discrimination persist
- Environmental injustices are affecting health
- Suburbanization caused by lack of affordability
- Homelessness is a problem
- Missing sense of community
- Affordable isn't "affordable"; have to live with friends and family
- Seniors, immigrants and the disabled have difficulty finding affordable housing
- Crime is high where there is poverty
- Aesthetics
  - So much trash
  - Lack of beautification treatments

*"There's a park right on the other side of the wall of my neighborhood called Carrollwood Park ... Apparently, they are now saying it is for "homeowners of Carrollwood" which is just another way to discriminate against lower income (and mostly minority) residents in the area."*

*"I have noticed the air quality is poorer in our area (the sky even looks a different color here than in more affluent neighborhoods) and we do not have pretty landscaping in our neighborhoods (also a lack of trees)."*

*"They need a local shelter up near Bearss for homeless people. Shelters are too far away downtown."*

*"I would prefer not to live in this dangerous area as a young lady living on my own but unfortunately I cannot afford to live anywhere else and cannot move... no matter how dangerous it gets."*

*"I grew up in Progress Village moved away lived in Bloomingdale and one of the things I always look about going home in Bloomingdale was the common areas you know the beautification of the entryway? I decided to come back to Progress Village because for one thing I didn't have that sense of community... But I missed the entryway! I missed the beautification riding into my neighborhood."*

*"Myself and a lot of the seniors here need help cleaning up our yards because code enforcement is starting to come around and make us pay but we can't afford it and it is hard to do all the yard work we need to do."*

*"Housing is too expensive unless you have multiple people/roommates living together and sharing the expenses."*

# Housing – Key Takeaways

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- 1. Overall lack of affordability in urban core, made worse by some government actions such as replacing public housing with mixed housing**
- 2. Suburbanization contributed to by displacement from gentrification**
- 3. Many people are living in extremely low-quality homes**
- 4. Wages stay down, home quality stays down, people losing their jobs due to the pandemic, while housing costs are going up**
- 5. “Neighborhood quality” means walkability/proximity to community elements, safety (related to poverty), environmental quality/justice, and aesthetics including beautification elements and lack of trash**



# Other Locations - Challenges

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# Other Locations - Challenges

## Key Takeaways:

**Government meetings, housing, jobs and healthcare** were still IDed as most difficult to access.

**Quality parks and quality grocery stores** also rose to the top of the list.

Additional places brought up not on the survey matrix included **entertainment, banks, and childcare.**

- Walmart (18 mentions)
- Food desert (5 mentions)
- Walkability, bikeability and public transit to parks
- Basketball (8 mentions)
- Good parks exclusive, nearby parks are dangerous
- Driving distance, esp. to healthcare and grocery stores

*“The food around here is not always good quality (the Walmart here is considered ghetto – sometimes they are out of fresh produce or gone bad. But when we drive to the Dale Mabry [Walmart] there is a noticeable difference with the quality and quantity.”*

*“... I’ve noticed there are certain parks that I would love to get to, but because of how distant and far apart they are they’re practically inaccessible without a car, and as a bike rider that puts me at a disadvantage because there are some days that you want to just leave the car behind and just ride the bike instead.”*

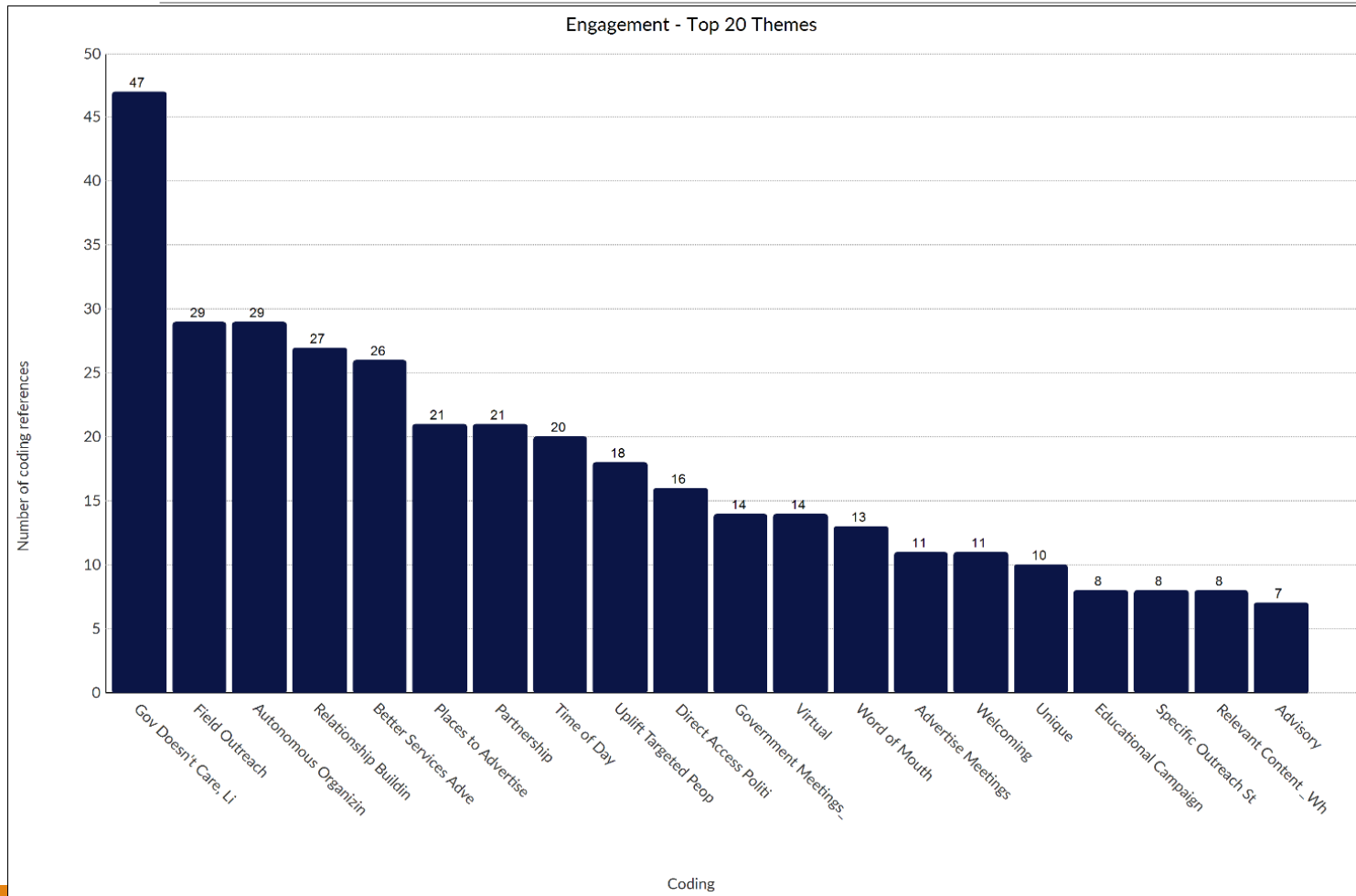
*“I don’t drive... I live right here in the city and I can’t get to a beautiful state or city park and I’m not used to that.”*

*“There are no public pools, basketball courts, soccer fields, etc that are nearby that I can take my kids to enjoy.”*

*“The kids have to play in the street. There are no neighborhood parks where they can go and play (the public areas like fields and the one playground are owned by the nearby Church of God that do not let anyone use their facilities).”*

*“Everything is far away, I’m lucky to have a car otherwise even grocery shopping would be a hassle.”*

# Public Engagement - Challenges



1. Negative perception of government overall
2. Difficulty accessing meetings and services (language, distance, time of day, etc.), and
3. Lack of understanding of government and planning processes

# Public Engagement - Challenges

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## 1. Negative perception of government

- People do not trust the government (132 references)
- At meetings, “minds already made up”; “it’s completely pointless to go”
- Lack of transparency; corruption; old boy system
- Bureaucracy makes it easy to say “no” without accountability

*“It is a poor neighborhood and food desert. Neglected by community leaders since mostly black people have traditionally lived in Old West Tampa.”*

*“I believe that’s because there’s a bureaucracy behind the politicians and then I also believe there’s an old boy network to use the phrase if you will in Tampa and Hillsborough county.”*

*“To me the public meetings are just routine for them because usually they already know what they want to do... I agree that they are, based on my experience, completely pointless. You might as well have stayed home they do not care about your opinion in the slightest.”*

*“Our old pastor from New Saint Paul church put together a petition and so many people from the neighborhood signed it. She tried to get it to our representatives, but no one would listen.”*

*“We only hear from members of the county when it is time to vote.”*

*“Our neighborhood had no idea that Gadsden Park was about to become a water ski park! It went through multiple levels of local government and almost nobody knew about it.”*





# Public Engagement – Key Takeaways

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- 1. Exclusion isn't always active; it is most often passive.**
- 2. People have had lots of bad experiences with government.**
- 3. Underserved people are overburdened in their daily lives, spending hours driving around town to get their work and errands done, caring for their children or aging parents, trying to make ends meet.**
- 4. People may not know what they don't know; they want information to be easy to find and understand.**
- 5. People WANT to be involved; they want the government to go to where they are at and ask their opinions more often.**

# Solution Ideas

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# Transportation – Solution Ideas

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## Walk/Bike

- Buffered bike lanes (15 mentions)
- Bike-only roads (2 mentions)
- Crosswalks (13 mentions)
- Flashing beacons (3 mentions)
- Sidewalks:
  - More (11 mentions)
  - Wider (4 times)
  - Better (3 times)

## Public Transit

- Improve the bus system first (71 mentions)
- Rail (21 mentions)
- Free fare (6 mentions)
- Expanded fleet, frequency, hours, routes, dedicated bus lanes, bus grid/better connected routes; start with MissionMAX routes
- Dedicated bus lanes, more bus bays, better spaced bus-stops
- Sensitivity trainings for bus drivers
- Sidewalk connections and lighting to bus stops

***“Bike lanes, so I don’t feel that I’m going to knock someone off of their bike when I’m driving.”***

***“Definitely shifting towards a more public transportation model, dedicated bus and bike lanes to dial down the congestion”***

***“Prioritizing pedestrians by planning communities that are walkable.”***

***“a great way to sort of address the unemployment in the black community would be like for example I was talking about we could use a light rail. Training some of these black people who have been given amnesty and those who are also just looking for a job to build those kinds of infrastructure I think would do great to sort of addressing that”***

# Transportation – Solution Ideas

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## Driving

- Construction policies
  - Give proper notice, especially to nearby residents
  - Ensure a way to navigate safely around construction
- De-emphasize driving
  - Tear down highway (2 mentions)
  - Widening lanes does not work (2 mentions)
- More car safety infrastructure and design
  - Speedbumps (59 mentions)

## Safe Routes to Schools

- Invest in low-income area schools so children don't have to get bused far away.
- Infrastructure to and from schools.

***“SPEED BUMPS DESPERATELY NEEDED. Almost all of the problems we face as a neighborhood would be solved if we had speed bumps put in. We know this neighborhood has had many accidents and unfortunately, it is only a matter of time where a child or pedestrian will be hit by a car.”***

***“Tear down the highway, remove the highway system, you can get all the green space you want.”***

***“So, my thought is, and then I'll stop, when we looked at the earlier presentation about what happened with the highways, it was deliberate that they would get rid of African American or black or low-income areas and that created a lot of destruction.”***

***“We must invest in public transit even more than our investment in highways.”***

***“Training some of these black people who have been given amnesty and those who are also just looking for a job to build those kinds of infrastructure.”***

***“Put funding into neighborhood schools instead of bussing kids to other areas.”***



# Housing – Solution Ideas

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The key to affordable, livable communities that provide value to underserved neighborhoods without displacing anyone (**revitalization** or “good gentrification”) is to enact policies that allow people in existing communities who are historically underserved to **stay in those communities and benefit from (utilize or generate wealth from) positive changes** rather than being unwillingly displaced.

- Deter suburbanization; make renting more affordable in dense urban areas.
- Encourage walkability and density; especially transit-oriented development (TOD)
- Protect renters; rent cap/rent freeze (20 mentions) and first-time homebuyer’s assistance programs (21 mentions) most-cited specific policies.
- Better advertise access to programs and decision-making process like public hearings.
- Prioritize investment in underserved neighborhoods in tangible ways to build trust and make an impact.

\*All the following policies provided by participants.

# Housing – Solution Ideas

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## **Suburban Development Restrictions**

- Developer fees in the suburbs
- Suburban development restriction
- Avoid working with developers that don't respect the existing community
  - Requirements that developers or those financially involved in development be locally-based

## **Rent Control and Renter Protections**

- Rent freezes during emergencies such as the pandemic
- Rent caps, or other policies that regulate the cost of rent
- Adhere to a list of Tenants Rights
- Better regulation of eviction restrictions (one woman recounted a long story of how she was wrongly evicted and hasn't been able to find housing since)

## **Housing Quality Control**

- Impose upkeep and environmental standards and rules on landlords, and institute consequences for landlords who do not adhere
  - Site visits to ensure that rented units are livable
- Home-improvement assistance programs for minorities and seniors

# Housing – Solution Ideas

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## **Special Demographic-Based Assistance Programs**

- Housing assistance for single parents
- Housing assistance for young adults
- Grants for disabled people to help them afford long-term housing
- Prioritize senior citizens for housing subsidies
- Develop housing that is specifically for people with disabilities (so they can support each other and form community)
- Housing assistance programs for refugees and immigrants who do not meet assistance requirements (for example, a lack of credit) and who have language and culture barriers

## **First-Time Homebuyers**

- Reduce requirements for first-time homebuyer programs
- Assistance programs to help renters buy their homes in the urban core

## **Expand and Improve Affordable Housing Requirements**

- Invest in “workforce” housing such as Metro 510 downtown
- Rules that ensure that affordable housing is “dignified”
- Investment in, and requirements for very-low-income affordable housing units for people making less than 30% or 35% of the Area Median Income (AMI)
- A requirement that whenever an affordable housing unit is torn down, it must be replaced with tightly regulated rent-restricted units rather than replaced with mixed-income market units

# Housing – Solution Ideas

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## Zoning

- Policies that encourage density, particularly Transit-Oriented Development
- Increase “missing middle” housing units
- Make it easier to build accessory dwelling units (ADUs)
- Allow more residential properties rezone to commercial properties
- Eliminate parking minimums

## Regulate Private Development

- Taxes imposed on empty higher-end apartments

## County Programs

- Housing First programs for the homeless
- Community Benefit Agreements (CBAs)
- Purchase more land for public use
- Fund shelters for the LGBTQ+ population, especially youth

## Priorities

- Invest in existing, especially historical neighborhoods before new developments
- Funds from the state or local government to invest in the appearance of low-income neighborhood

# Public Engagement – Solution Ideas

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## **Field Outreach – Go to them**

- People said, “keep coming to our doors/our neighborhoods” (59 mentions)
- They want politicians/decision-makers to routinely visit their streets, and be easily accessible with flyers posted with their faces and contact information

## **Virtual Engagement**

- Virtual engagement and outreach (40 mentions); especially now that people are used to it
- People asked for more phone engagement, particularly text messages to “opt in”

- Keep it hybrid; people really love being able to access our activities and meetings virtually but recognize that some people – the elderly, people with disabilities, low-income people without Wi-Fi – cannot access technology

## **Language/Simple Communication**

- Proactive Spanish translation and speaking staff members; technology like apps to help
- Answer “Why are you here?” at every public event; their time is valuable, and they need to know why they are engaging, how to engage, and what will be done with their feedback



# Public Engagement – Solution Ideas

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## Trainings and Interactional Justice

- Staff and decision-makers to participate in routine trainings on different cultures and identities
- Increase representation on staff, committees and Boards
- Building relationships should be a prioritized component of engagement

## Meeting Location/Accessibility

- Be proactive in providing accommodations like childcare, translation, wheelchair accessibility
- Have all important meetings in the evening; ideally also a second meeting for people who work nontraditional hours

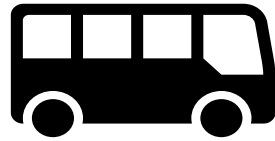
- Have town hall meetings, virtual focus groups or smaller meetings closer to where people live before important decisions/meetings

## Autonomous Organizing and Partnerships

- Support community organizing
- Lean on Community Liaisons (paid)
- Central “Hub”
  - Virtual, for information
  - Physical, for meetings, information, and staff chat



**Agencywide**



**Transportation  
Planning  
Organization**



**Planning Commission**



**Partners**

# Recommendations

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Input is being used to create recommendations for improved access countywide and to address interpersonal and systemic discrimination at the planning level. Will bring the final plan to August regular meetings of the Transportation Planning Organization (TPO) and Planning Commission.

# Feedback or Questions?

## Current Focus

### Share your feedback and personal story

We want to hear from you! Leave your feedback on the Nondiscrimination Plan materials, or share your personal story with us.

Stories and/or comments must be submitted by July 12.  
**Note:** Submissions may be quoted in the final plan.



Name

Email

Phone

Zip Code

Comment\*

Submit

[www.planhillsborough.org/title-vi-and-nondiscrimination-plan](http://www.planhillsborough.org/title-vi-and-nondiscrimination-plan)

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