



TPO staff at 2020 USF Transportation Day

5. Public Interest and Feedback

Public interest is a part of the foundation of transportation planning. And as the TPO sets out to serve the public, it is important that the agency is accountable for the public's well-being and interests.

Feedback through Surveys and Oral Comments

Feedback from the public was received via several sources in 2020-2021: community events, public hearings, meetings, the PlanHillsborough.org website, phone calls, emails, Twitter, and Facebook. The TPO received 20 responses related to the speed of staff service, satisfaction with information received, and overall quality of service with respect to the agency during the 2020-2021 cycle. Three of those responses were from the customer satisfaction survey that is accessible via staff member email signatures and the agency's website. Overall, 90% of citizens rated their satisfaction in each of these metrics as "excellent".

The 2021 Nondiscrimination and Equity Plan

In 2020, the TPO engaged the community for the update of the 2021 Nondiscrimination and Equity Plan. Fulfilling a recommendation from the 2020 Measures of Effectiveness Report to reach out to environmental justice areas, the team publicized a survey, canvassed neighborhoods, hosted a virtual Storytelling Forum, and held focus groups. While the Storytelling Forum was open to everyone in Hillsborough County, the street canvassing engaged underserved communities and focus groups involved members of groups based on ethnicity, gender identity, income, and disability. This proactive outreach resulted in nearly half of the survey responses coming from minority, low-income, limited-English, or disabled residents, a proportion that was much higher than most of the TPO's outreach during the evaluation period.

The Sheldon Road Corridor Technical Memorandum

The TPO conducted a study of 8 roads in the unincorporated county that are in the top of 20 of Hillsborough County's High Injury Network. The study took place during the pandemic with several special steps for proactive engagement with social distancing. A "walking workshop" was held on each road to identify problems and opportunities. In addition, an online survey was created for each road, and heavily promoted to communities in the area. Promotions included posting flyers along the corridor, such as at apartment buildings, convenience stores, and laundromats; and networking with active civic groups who shared the survey link with their members. The Westchase civic group even published an article about their area's corridor, Sheldon Road, in their monthly "WOW" magazine. As a result of these proactive efforts, the TPO received 395 survey responses from residents living along the 8 corridors.

Annual Evaluation of the Community Transportation Coordinator (CTC)

Every year, the TPO undertakes an assessment of transportation disadvantaged services in Hillsborough County to determine if these services are meeting client needs. The Transportation Disadvantaged Coordinating Board's Evaluation Subcommittee administers two client satisfaction surveys to existing door-to-door and bus pass clients on an annual basis. To encourage participation in this survey, the cover letter and survey questions are distributed in both English and Spanish, and pre-addressed postage-paid return envelopes are provided. The 2020 CTC Evaluation Client survey received a total of 721 responses. The 2021 survey received 635 responses. With a 98% approval rating for 2020 and 95% approval for 2021, respondents generally felt satisfied with door-to-door transportation and believed it improved their independence and quality of life.

TIP Hearing Comment Content Analysis

To analyze written public comments on the TIP received during and prior to the 2020 and 2021 TIP hearings, staff employed NVivo qualitative data analysis software. This software is used to provide greater detail about the public's opinions toward the content of the annual TIP. The results of these analyses were included in the addendum documents to the TIP in both [2020](#) and [2021](#).

Visitors to TPO websites and TPO documents

Internet and mobile connectivity of American citizens continued to grow over the two-year evaluation period. According to Pew Research, the percentage of American adults owning a cellphone has grown to 96% (from 95% in the previous evaluation period), and the percentage of mobile users who own a smartphone has grown to 81% (from 77%)².

Although internet connectivity is growing, citizens who make use of the internet to become involved with the TPO are not necessarily representative of the public at large. Therefore, while the TPO has expanded its online opportunities to connect with the agency, it has retained the use of traditional in-person, phone, and mail comment opportunities as well.

The PlanHillsborough.org website continues to be updated to keep information on projects and meetings current. The front page includes a list of all upcoming TPO committee meetings and hearings, and a slider bar at the top of the page is updated frequently to feature new projects.

Most Viewed Web Pages

There were an estimated 483,560 webpage hits on PlanHillsborough.org across 2020 and 2021, which represents a 5% decrease from the previous period. This decrease can be attributed to the change in behaviors due to the covid pandemic. The most visited TPO-related webpages in 2020 and 2021 are shown in **Table 8**.

Table 8: Most Viewed Webpages in 2020 and 2021

Webpage	2020 Views
www.planhillsborough.org/2045 LRTP/	2722
www.planhillsborough.org/transportation-planning-organization-TPO/	6978
www.planhillsborough.org/ GIS maps and data files /	5930
Webpage	2021 Views
www.planhillsborough.org/transportation-planning-organization-TPO/	6175
www.planhillsborough.org/ GIS maps and data files /	5222
Calendar and staff directory	5182

² Pew Research Center. (2019, Jun 12). Mobile fact sheet. Retrieved from <http://www.pewinternet.org/fact-sheet/mobile/>.

Social Networks

The TPO continued to expand its use of social media in 2020 and 2021 including Facebook, Twitter, and YouTube. Social media was used to promote public notices, advance stories of transportation interest in Hillsborough County, and event details. These platforms were also an important source of public input to the TPO.

Facebook

In 2010 the TPO established a [Facebook page](#), which was joined by a [Vision Zero Hillsborough page](#) in December 2016. These pages are used to promote news stories, events, newsletters, and meetings of interest to the public. Combined, these pages have approximately 1997 followers as of 2022. Public comments made on these pages are forwarded to TPO staff for response and shared with TPO Board members at their Board meetings.

Continuing from 2015, the TPO hosted a Facebook event page one week prior to each TPO Board meeting in 2020 and 2021. This event allowed the public to comment online and have their comments shared during the TPO Board meeting.

The @HillsboroughMPO Facebook page had 256 posts or shares in 2020-2021, reaching an audience of 19,950 users and nearly 2,559 user engagements (likes, comments, shares, and photo views). Posts with the most user engagements in 2020 and 2021 are shown in **Table 9**. The content of all Facebook posts made during this period are contained in [Appendices 4](#) (2020) and [5](#) (2021).

Table 9: @HillsboroughMPO Posts with Top Facebook Interactions

Year	Post content	Number of engagements
	Thank you to participants of Black Lives Matter Mural Project	46
	Three opportunities to learn about Managing Lanes for Transportation Efficiency & Fairness! at the Citizens Advisory Committee's virtual workshop	37
2020	In honor of Black History Month, we would like to make a special tribute to the Chair of the Hillsborough MPO Board. Commissioner Lesley Miller	27
	If you have a passion for transportation planning processes and would like to volunteer your time attending monthly committee meetings, consider applying for membership on the Hillsborough MPO Board's Citizens Advisory Committee	26
	TODAY! Everyone is welcome to join the Hillsborough TPO's School Transportation Working Group	22

	We are less than a week away from our June 9th Public Hearing that will involve the adoption of the next 5-year Transportation Improvement Plan!	213
	ICYMI: We had a blast celebrating Bike to Work Day with the @City of Tampa	154
2021	Have you felt the effects of discrimination in community planning, or are you part of a federally protected group? Fill out the survey to let us know	139
	2021 Nondiscrimination Plan & Storytelling Forum	129
	Wouldn't it be nice if we could travel across all of our Tampa neighborhoods and greenspaces by bike? Green Artery, Inc. thinks so, and so do we! USF Green ARtery Trail public input- coming soon!	99

The @VisionZeroHillsborough, Facebook page, which launched in December 2016, had 747 likes as of December 2021. Posts or shares made on this page have reached an audience of 5317 people with 4644 during the evaluation period. **Table 10** shows the leading posts by engagement on the @VisionZeroHillsborough Facebook page. All posts made by the @VisionZeroHillsborough Facebook page between 2020 and 2021 are listed in [Appendices 4 and 5](#).

Table 10: @VisionZeroHillsborough Posts with Top Facebook Interactions

Date	Post content	Number of engagements
April 1, 2019	#VisionZero813 It's hot but worth it to improve safety for all users on our streets. Twiggs and Franklin Streets. Check it out along with Lift up Local open streets.	224
November 9, 2019	So sad! My heart stopped when I heard the news my son's (Lisa Kramer Silva) school bus stop is within eyesight of the crash.	130
October 6, 2019	Congratulations to Lena Young Green, our Hillsborough TPO 2021 Vision Zero Hero!	117
April 1, 2019	There's still time to provide your input! #VisionZERO813 needs to hear from you if you travel on any of these High Injury Corridors.	99
July 18, 2018	1 Question Poll: Should portions of Bayshore Blvd be closed for pedestrians?	98

Twitter

As with Facebook, the Hillsborough TPO continued using [Twitter](#) to bring attention to transportation topics of interest, events, and notices. In December 2021, the Hillsborough TPO had 6645 followers, an increase of .3% from the prior period. The Hillsborough TPO is one of the most followed MPOs in the country, with followers including citizens, elected officials, candidates, journalists, bloggers, local businesses, professionals, non-profits, advocates, and other planning organizations.

The @HillsboroughMPO Twitter account had 288 tweets (a decrease of 65% from the last period) between January 2020 and December 2021 and had approximately 1639 profile visits per month in the same period. In 2020, #CommuterChallenge18 had 33,919 impressions. Overall, from 2020 - 2021, the TPO was mentioned 904

The image shows a screenshot of the Hillsborough Transportation Planning Organization's Twitter profile page. At the top, the name "Hillsborough Transportation Planning Organization" is displayed with a back arrow and "12.6K Tweets" below it. The profile picture is a blue circular logo featuring a stylized road and a bridge. The header image contains the text "We've changed our tune ever so slightly." in a cursive font, accompanied by a blue guitar and musical notes. Below this, it says "Your MPO is now doing business as..." followed by the new logo and name: "Hillsborough TPO Transportation Planning Organization". A bio section states: "This TPO plans for a \$1.5+ BIL state & federal fund investment in multi-modal transportation projects in Hillsborough County, FL in each 5-year plan". Location is listed as "Tampa, FL" and the website as "planhillsborough.org". It also notes "Joined April 2009". At the bottom, it shows "6,169 Following" and "6,709 Followers". An "Edit profile" button is visible in the top right of the profile area.

Hillsborough Transportation Planning Organization
12.6K Tweets

We've changed our tune ever so slightly.

We've tuned up our name
Though our mission is the same
To better describe what we're
Planning with You

Your MPO is now doing business as... Hillsborough TPO
Transportation
Planning Organization

Hillsborough Transportation Planning Organization
@HillsboroughMPO

This TPO plans for a \$1.5+ BIL state & federal fund investment in multi-modal transportation projects in Hillsborough County, FL in each 5-year plan

Tampa, FL planhillsborough.org Joined April 2009

6,169 Following 6,709 Followers

Edit profile