

Imagine 2040: Hillsborough MPO's Multi-Award Winning Public Engagement Campaign & more!

presented by **Lynn E. Merenda**
Public Engagement Specialist
Hillsborough (Florida) MPO
& Planning Commission

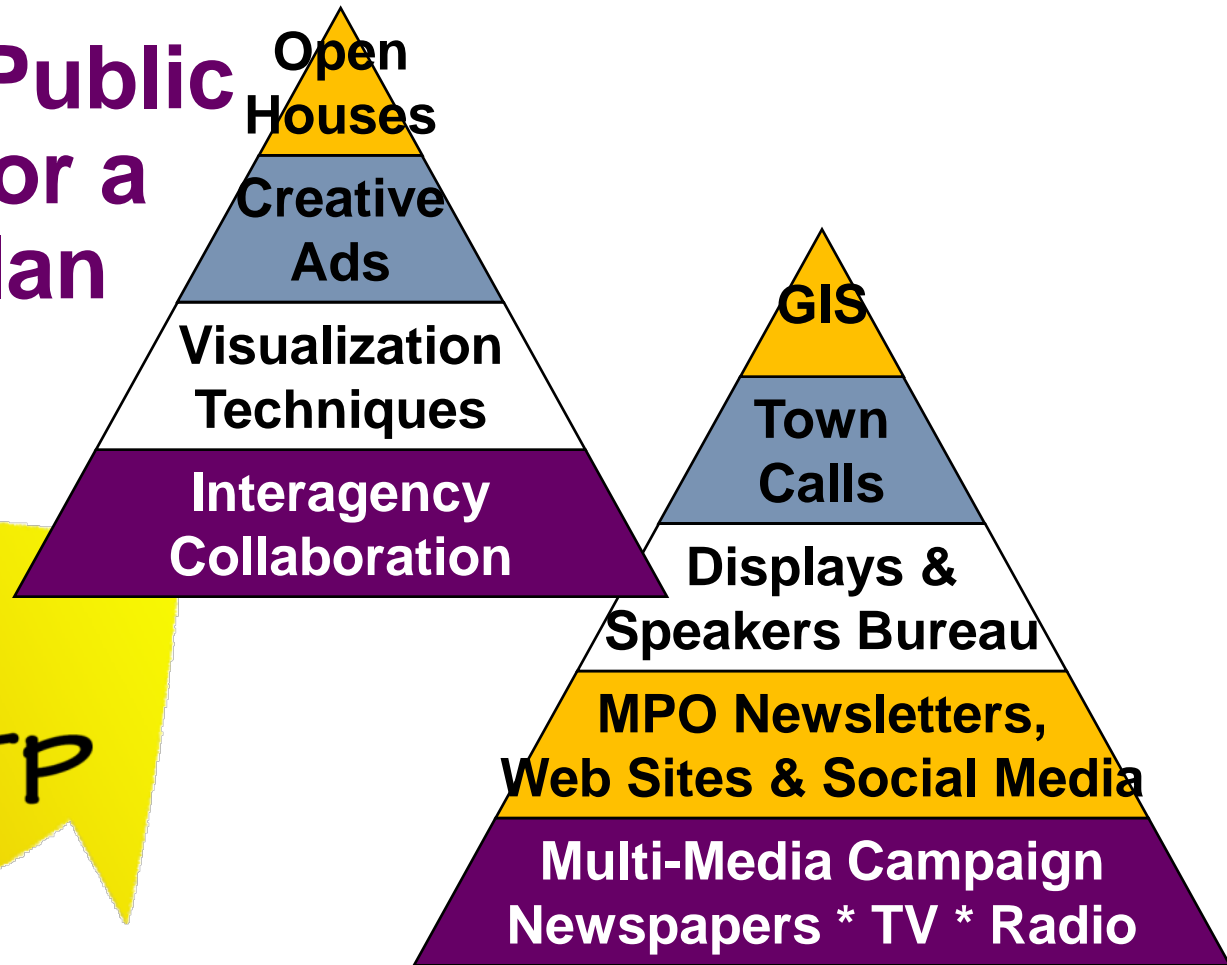




Multi-layered Public Engagement for a Multi-modal Plan



2035 LRTP





2035 LRTP



Best Practices Citizens Guide!

THE JOY OF LOOKING AHEAD TO 2035


Recipes For
Transportation
Planning Success

A Citizens Guide
To Transportation Planning
For Hillsborough County




US Dollars
FREE

www.hillsboroughmpo.org



RECIPES FOR
TRANSPORTATION
PLANNING SUCCESS

Your Guide to What's on the
Horizon with the MPO



MENU PLANNING

What is the MPO?

The Hillsborough County Metropolitan Planning Organization (MPO) is a transportation policy-making board mandated by federal and state law. The MPO is directly responsible for making sure federal and state dollars spent on existing and future transportation projects and programs are based on a continuing, cooperative and comprehensive transportation planning process. Committed to meaningful public engagement throughout this process, the MPO is responsible for establishing priorities to meet short-term (next 5 years) and long-term (20+ years) multi-modal transportation needs for Tampa, Temple Terrace, Plant City and unincorporated Hillsborough County.



It is a priority for this MPO that all citizens in Hillsborough County be given the opportunity to participate in the transportation planning process, including low income individuals, the elderly, persons with disabilities and persons with limited English proficiency.

QUALITY INGREDIENTS

Who are the members of the MPO?

The MPO is comprised of elected officials and representatives appointed from the local governments and transportation authorities listed below:

Voting Members:

- Hillsborough County (4 members)
- City of Tampa (3 members)
- City of Plant City
- City of Temple Terrace
- Expressway Authority
- Transit Authority (HART)
- Aviation Authority
- Port Authority

Non-Voting Members:

- Florida Department of Transportation - District 7
- The Planning Commission

COUNTYWIDE CATERING

What is the mission of the MPO?

To develop a comprehensive long-range transportation plan, which supports the mobility needs and economic development of the community, as reflected in the adopted comprehensive plans.

Integral to the plan are policies that guide the development of a balanced transportation system. These policies encourage:

- Preserving neighborhoods;
- Protecting the environment;
- Enhancing quality of life;
- Promoting public transportation;
- Cooperating with and coordinating between the community and agencies to enable the plan to work.



BUFFET FARE

Why are multi-modal choices important?

The MPO is working to develop the 2035 Long Range Transportation Plan (LRTP). Comprehensive, countywide and inter-jurisdictional, the 2035 LRTP will integrate supportive land use and multi-modal transportation choices with safety, air quality, economic and other local and regional issues. An efficient and effective transportation system offers choices for people who can and can't drive and provides travel flexibility even when fuel prices fluctuate. A balanced transportation network drives the local economy and overall quality of life by providing options for the movement of people and goods through the use of:

Multi-Modal Choices

- Standard Automobiles
- Neighborhood Electric Vehicles
- Carpools
- Light Rail
- Street Car
- Neighborhood Circulators
- Bicycles
- Sidewalks
- Expressways
- Trucks
- Airplanes
- Transportation Disadvantaged Services
- Hybrid Vehicles
- Flex Fuel Vehicles
- Vanpools
- Commuter Rail
- BRT
- Local Buses
- Motorcycles
- Trails
- HOV & Toll Lanes
- Freight Trains
- Ships

ADVANCE PREP

What does the MPO do?

The Metropolitan Planning Organization develops three key documents that are the ingredients for transportation planning and programming in Hillsborough County:



Unified Planning Work Program (UPWP)
Long Range Transportation Plan (LRTP)
Transportation Improvement Program (TIP)

Together, in tandem, these three documents represent the beginning, middle and end – the process, or recipes, if you will – for transportation planning success.

TABLE SETTING

What factors drive the plans?

State and federal laws require MPOs to provide transportation projects and strategies that:

1. Support economic vitality, especially enabling global competitiveness, productivity and efficiency, and promote consistency between transportation improvements and state and local anticipated growth and economic development patterns;
2. Increase safety for motorized and non-motorized users;
3. Increase accessibility and mobility options, and enhance integration and connectivity of the transportation system, across and between modes, for people and freight;
4. Protect and enhance the environment, promote energy conservation, improve the quality of life, while minimizing transportation-related fuel consumption, air pollution and greenhouse gas emissions;
5. Promote efficient transportation system management and operation; and
6. Preserve the existing transportation system.



9

INVITATION LIST

Are MPO meetings and information fully accessible?

The MPO recognizes and values the diversity within our community. We also recognize the importance of including those individuals and groups who have been traditionally underserved. Workshops and forums will occur at various locations and times throughout Hillsborough County to give people a variety of participation opportunities. All MPO public meetings and events will be held in facilities that are accessible to persons with disabilities.

You are an important part of the planning process. Your opinion really does count and will help shape the future for the children of Hillsborough County.

Persons in need of special accommodations under the Americans with Disabilities Act or persons who require interpreter services (free of charge) for MPO meetings or workshops should contact MPO staff at 813-272-5940 or mpo@plancom.org at least three business days prior to the event or meeting. Executive summaries of key documents, web pages, and informational brochures will be made available in Spanish. For more information, please see the MPO's current Public Participation Plan and Limited English Proficiency Plan at www.hillsboroughmpo.org.

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ENGAGEMENT PARTIES

How do I get engaged in the planning process?

- | | |
|------------------------------------|--|
| 1 part Via Telephone | 1 part E-mail |
| 1 part Mailing List | 1 part Watch Hillsborough Television |
| 1 part Public Meetings | 1 part Speakers Bureau |
| 1 part Free Newsletter | 1 part Community Displays or Workshops |
| 1 part Planning Commission Library | |
| 1 part Web Pages | |

Beyond receiving public comment, this MPO strives to involve the public, stakeholders and partner agencies to participate throughout the long range transportation planning process. Hands-on mapping workshops, planning events and focus groups are among the many opportunities for early and recurring participation. However, there is no need for a meeting or event to be held to provide input. Public comment can be provided at any time and in a multitude of settings.



KINDLY REPLY

How do I get in touch?

Comments may be provided at any time in writing, online, through a variety of MPO participation opportunities (workshops, focus groups, discussion groups, etc.) and at every regularly scheduled MPO Board or committee meeting. Also, comments may be submitted via:

- Phone: 813-272-5940
- Fax: 813-301-7172
- Email: mpo@plancom.org
- Web: www.hillsboroughmpo.org
www.mpotransit.org
- U.S. Mail: The Planning Commission/MPO
601 East Kennedy Boulevard
County Center, 18th Floor
Tampa, FL 33602

MPO staff can provide a wide range of information on roadways, transit, bicycle and pedestrian facilities, air quality and transportation disadvantaged services. Staff to the MPO is provided by the Hillsborough County City-County Planning Commission, ensuring transportation and land use plans are closely coordinated. MPO staff is comprised of transportation planners, traffic modelers, demographers, urban designers and other planning professionals.

AMBER JACOBS

GROCERY LIST

How can I participate?

Free Newsletter
The MPO produces and distributes a free newsletter covering transportation issues in Hillsborough County. The newsletter is published quarterly and mailed or e-mailed to those on our mailing list.

Public Meetings
Attend MPO meetings, all of which are open to the public and normally encourage the public to speak. A wide variety of MPO meetings and public participation programs are open to the public participation as well. All meetings are listed on the MPO web site for your convenience. Regular MPO Board and Committee meetings also are listed on page 16.



ALPHABET SOUP

What do all those letters stand for?

Savor the numerous acronyms and abbreviations representing the various agencies, organizations or documents often referred to in transportation planning and in MPO reports and materials:



BACS	Bay Area Commuter Services	L RTP	Long Range Transportation Plan
BPAC	Bicycle/Pedestrian Advisory Committee	MPOAC	Florida MPO Advisory Council
CAC	Citizens Advisory Committee	PPP	Public Participation Plan
CCC	Chairs Coordinating Committee	SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
CMAQ	Congestion Mitigation/Air Quality	SOV	Single Occupancy Vehicle
CUTR	Center for Urban Transportation Research at USF	STP	Surface Transportation Program
DEP	Department of Environmental Protection	TAC	Technical Advisory Committee
DOT	Department of Transportation	TAZ	Traffic Analysis Zone
EPA	US Environmental Protection Agency	TBARTA	Tampa Bay Area Regional Transportation Authority
EPC	Environmental Protection Commission (local)	TBRPC	Tampa Bay Regional Planning Council
FDOT	Florida Department of Transportation	TDCB	Transportation Disadvantaged Coordinating Board
FHWA	Federal Highway Administration	TDM	Transportation Demand Management
FTA	Federal Transit Administration	TIP	Transportation Improvement Program
GIS	Geographic Information Systems	TMA	Transportation Management Area
HART	Hillsborough Area Regional Transit Authority	TOD	Transit Oriented Development
ITS	Intelligent Transportation Systems	UPWP	Unified Planning Work Program
LEP	Limited English Proficiency	VMT	Vehicle Miles of Travel

MAIN COURSE

Who else helps identify community needs?

In addition to ongoing public input, the MPO receives recommendations from seven standing committees. Their perspective and insight on projects, plans and policies enhances the board's commitment to making informed decisions. Citizen representatives are appointed by the MPO. Please contact MPO staff for an application to be considered. Regular MPO and committee meetings:

Committee (Location, day & time subject to change.)	Location	Standard Day & Time
MPO - Metropolitan Planning Organization Board	County Center, 2nd Floor	Monthly, 1st Tuesday, 9 a.m.
CAC - Citizens Advisory Committee	County Center, 18th Floor	Monthly, 2nd Wednesday, 1:15 p.m.
BPAC - Bicycle/Pedestrian Advisory Committee	County Center, 18th Floor	Monthly, 2nd Wednesday, 5:30 p.m.
TAC - Technical Advisory Committee	County Center, 18th Floor	Monthly, 3rd Monday, 1:30 p.m.
Policy - Policy Committee of MPO Board	County Center, 18th Floor	Monthly, 3rd Tuesday, 9 a.m.
LRC - Livable Roadways Committee	County Center, 18th Floor	Monthly, 4th Wednesday, 9 a.m.
ITS - Intelligent Transportation Systems	County Center, 18th Floor	Bimonthly, 3rd Thursday, 1:30 p.m.
TDCB - Transportation Disadvantaged Coordinating Board	County Center, 18th Floor	Bimonthly, 4th Thursday, 9:15 a.m.

REGIONAL CUISINE

Who are the MPO's key regional partners?

CCC – The West Central Florida MPO Chairs Coordinating Committee is composed of chairpersons from the six member MPOs (Hernando, Hillsborough, Pasco, Pinellas, Sarasota/Manatee counties and Polk), and in a non-voting capacity, Citrus County, two FDOT Secretaries (District 1 and District 7),



Florida's Turnpike Enterprise and the Regional Planning Councils. The CCC meets quarterly to cooperatively address transportation challenges on a regional, long range basis. www.regionaltransportation.org

FDOT – The Florida Department of Transportation is the state agency responsible for transportation issues and planning. www.dot.state.fl.us

TBARTA – Tampa Bay Area Regional Transportation Authority – TBARTA's mission is to improve mobility and expand multimodal transportation options for passengers and freight throughout the seven counties (Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota) in our region. This new authority can finance, construct, operate, maintain and manage the transportation system it develops. It can issue bonds against future fares and tolls to get projects moving today and is charged with developing a Regional Master Plan by July 1st 2009. www.tbarta.com

JUST DESSERTS

Does my opinion really count?

The citizens of Tampa, Temple Terrace, Plant City and unincorporated Hillsborough County are working hand-in-hand with the Metropolitan Planning Organization to achieve our transportation goals. This is truly a recipe for transportation planning success. You can influence the future of transportation in Hillsborough County.

View the MPO Public Participation Plan online at: www.hillsboroughmpo.org

The transportation system is here to serve you. We encourage you to get involved in the transportation planning process. The best ideas for improvements often come from you, the citizen. These Recipes for Transportation Planning Success were designed to give you a better understanding of The Joys of Looking Ahead to 2035 and how you can get involved in the decision-making process and have a positive impact on the future of transportation in Hillsborough County.

1 part
Citizens



1 part
MPO



Serving up transportation choices like soft drinks – the role of product market research in planning!



In 2012, MPO receives APA Florida's *only* Award of Excellence for post-referendum market research

Innovative Outreach



Open Planning Tools
Exemplary
Implementation Award
at the New Partners for
Smart Growth Conference

Innovative Outreach



1st Place
Public Education
Future of the
Region Awards!



Performance Outcomes

WELCOME

2 PLANS

PROGRAMS

PROJECTS

4

5 STAY INVOLVED

help


Investment Programs



Preserve the System



Reduce Crashes and Vulnerability



Minimize Traffic for Drivers and Shippers



Real Choices When Not Driving

Click on the amount to invest, over 20 years, in each program:
Low, Medium or High to **minimize traffic for drivers & shippers.**

Low \$285

- Traffic signal upgrades reduce delay 7% on major roads
- Adjust curbs to move trucks through intersections better

Medium \$872

- Low level, plus more & better turn lanes at intersections – reducing delay 17% on major roads
- Build 1 railroad overpass – remove 5 hours of stopped traffic each day


High \$1,060

- Medium level, + 120 miles of freeways have smart tech & real-time traffic controls, reducing delay there 10%
- Build 2 railroad overpasses – remove 10 hours of stopped traffic each day

Your plan exceeds current budget.

Raise Taxes/Fees: \$10,921

Current Budget: \$5,503



\$6,563
(dollars in millions)


[Your plan exceeds current budget. Click for info on revenue options.](#)


[Next](#)

Share









One Bay Award!
Future of the
Region Awards



Emergency Preparedness/ Resiliency



To be featured on

FOX Business in June/July &

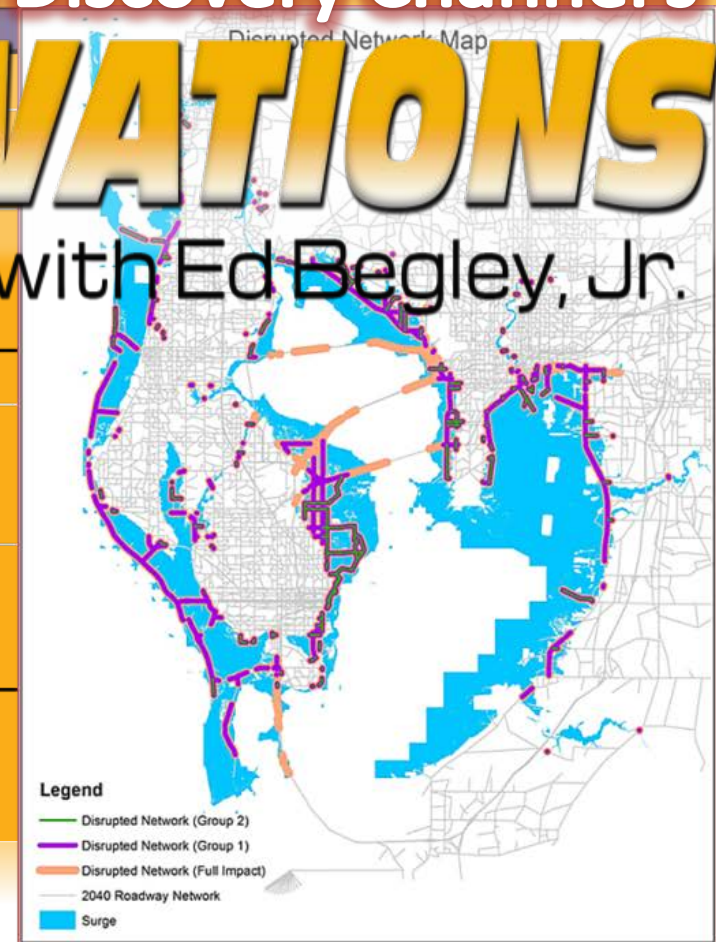
In May on the Discovery Channel's

INNOVATIONS

with Ed Begley, Jr.

Investment Level	Benefits and Costs
Scenario 1 Level 1	\$31 Million per year Continue today's stormwater drainage, plus: improve drainage, raise road profiles, protect shorelines from wave damage Category 3 storm impacts: - 8 weeks major roads may be unusable - \$266 million economic loss
Scenario 8b Level 3	\$39 Million per year Continue today's stormwater drainage, plus: raise road profiles, enhance base, protect shorelines from wave damage Category 3 storm impacts: - 3 weeks major roads may be unusable - \$119 million economic loss (cut in half!)

Economic losses cut in half



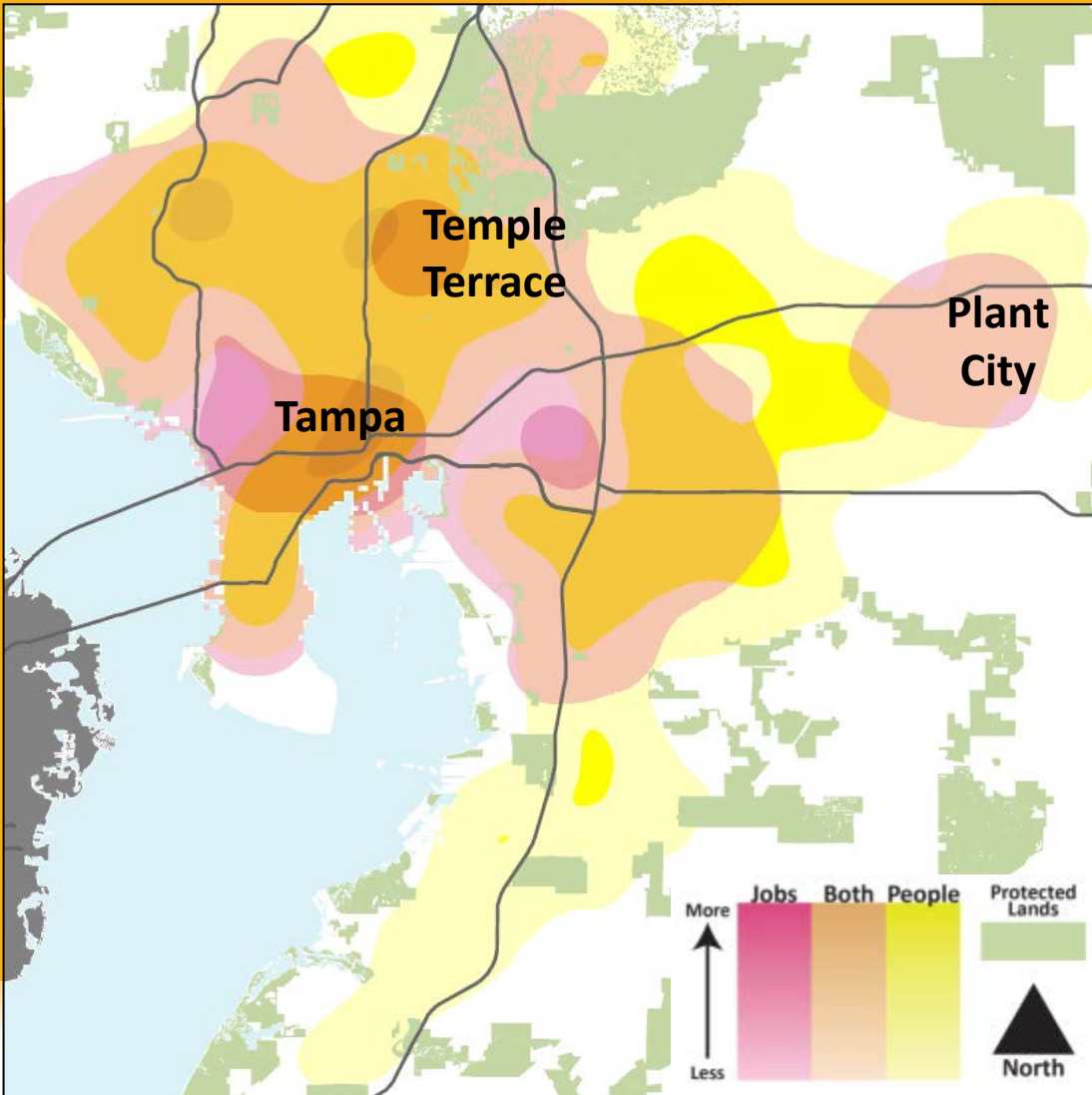


Let's Design Hillsborough's Future

A collaboration of the Planning Commission and the Metropolitan Planning Organization for Transportation



Hillsborough County Today



- 1.3 Million People
- 25% Agricultural Land
- 10% Environmental Preservation
- 87% of development inside growth boundary, last decade
- Bus service reaches ~ ½ of jobs, with limited service
- Traffic is 6th worst in U.S.
- Among the worst pedestrian fatality rate in U.S.
- 25% drop in jobs, 2006-2011

We're expecting 400,000-600,000 more residents

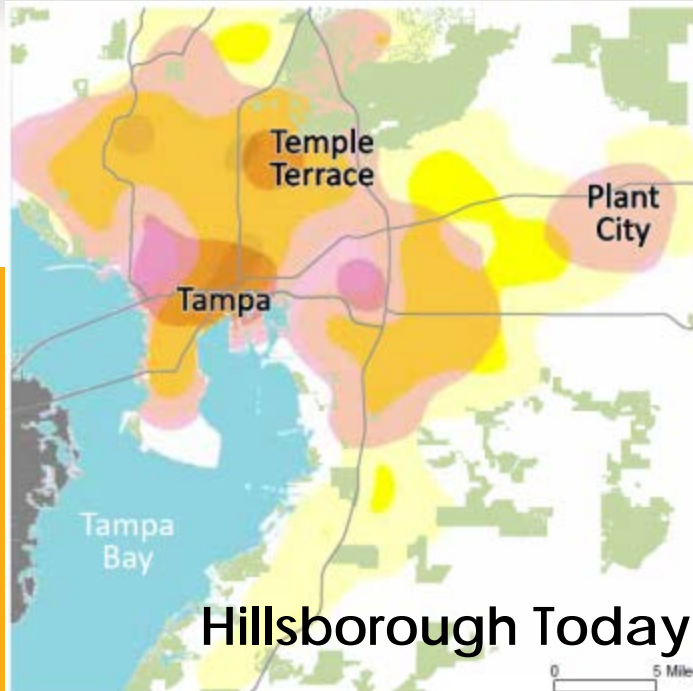


- Imagine 2040 will shape updates of the:

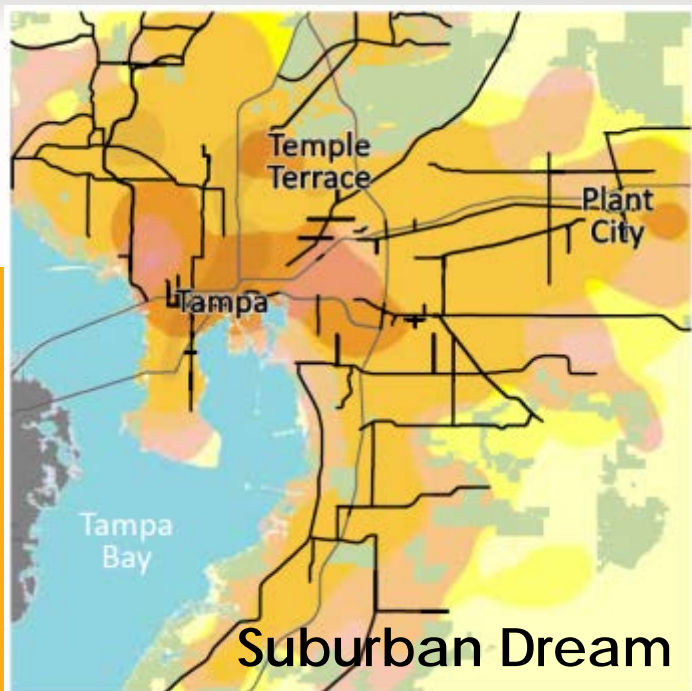
- ✓ Long Range Transportation Plan
- ✓ 4 Comprehensive Plans

- Working together to look at how choices about growth & development, roads & other infrastructure affect each other

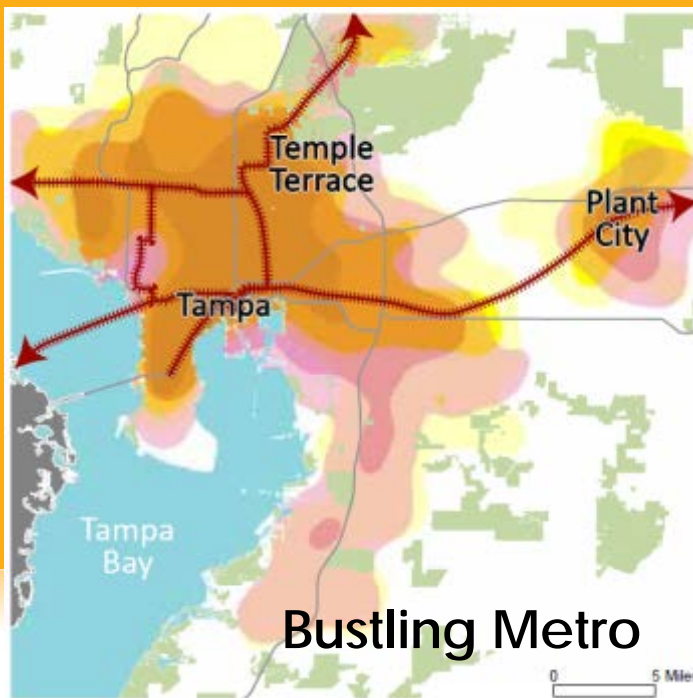




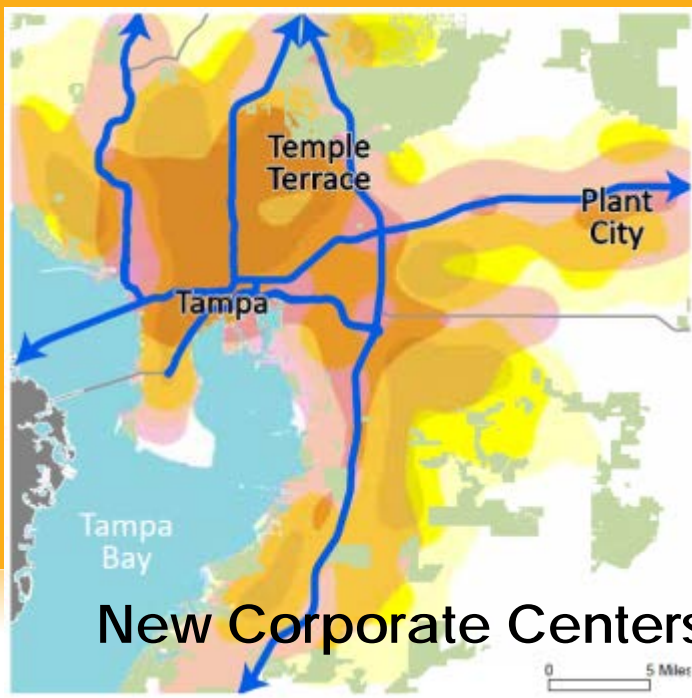
Hillsborough Today



Suburban Dream



Bustling Metro



New Corporate Centers

Building on the Present

Three Stories about 2040

Simplified, visuals to inspire discussion of trade-offs



**3 stories of alternative futures
considered a national model by the
FHWA Scenario Planning Peer Exchange**





Suburban Dream



What can we expect if we continue to grow outward as we have over past decades?



Expand the growth boundary to make room for new suburbs
Extend roads & water lines, rebuild major intersections

Bustling Metro

What can we expect if we focus growth in our cities and towns and invest in transit?



Create new town centers in older commercial areas
Add rapid bus, rail, circulator shuttles, walk/bike connections

New Corporate Centers

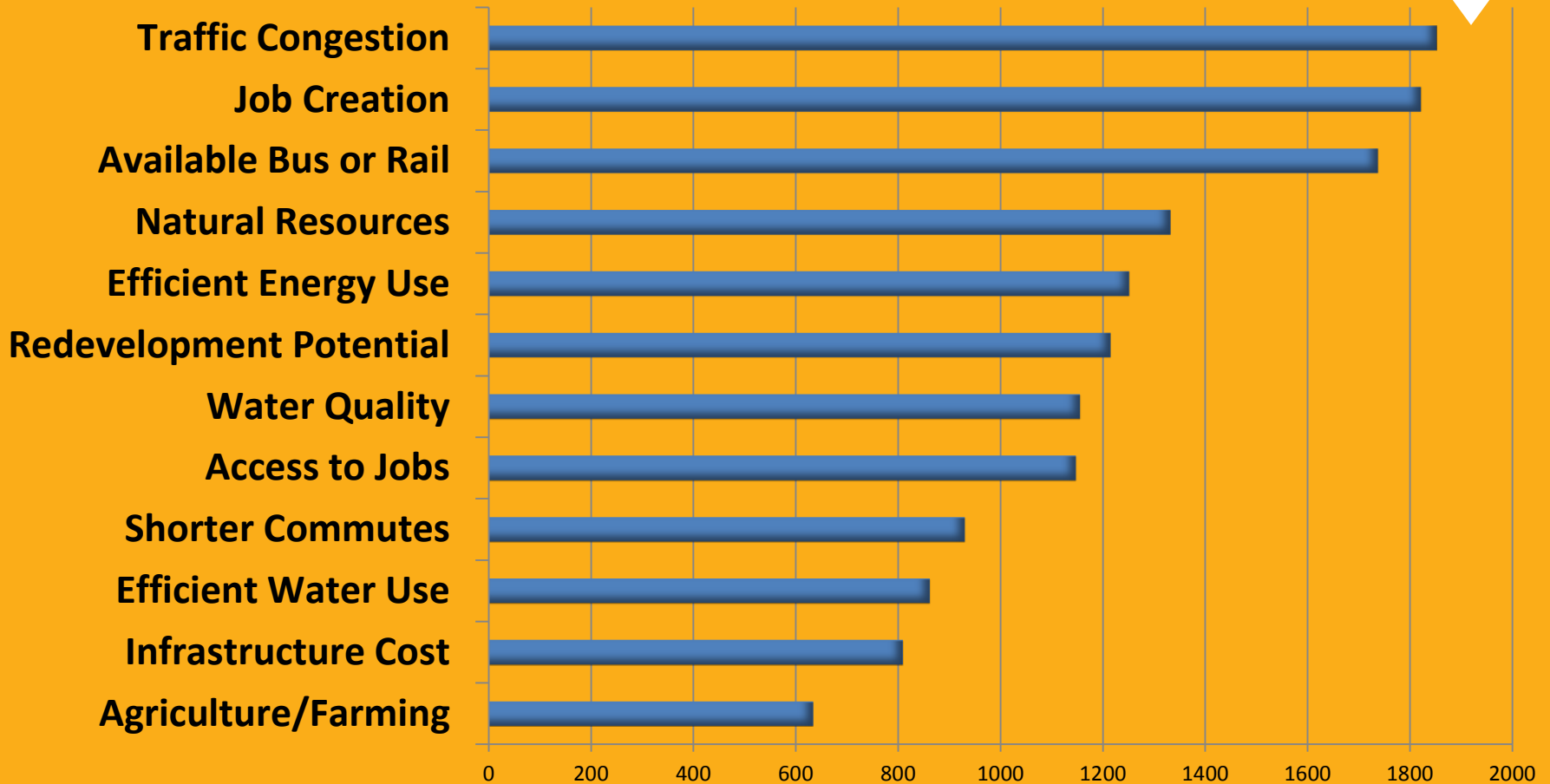


What can we expect if we focus on business growth along major highways with express toll lanes?



Create new corporate parks along major highways
Add new express toll lanes in the interstates (I-4, I-75, I-275)

What's important to you?



How each story affects priorities



Traffic Delay

More people and jobs mean more cars on the road for a longer period of time, unless some trips are on bus or rail, or are shorter because homes and destinations are less spread out.



Worse Than Today Better Than Today

- Suburban Dream
- Bustling Metro
- New Corp. Centers

Available Bus or Rail Service

Public transit offers choices to access jobs, health care, and other activities for those who cannot or prefer not to drive.



Worse Than Today Better Than Today

- Suburban Dream
- Bustling Metro
- New Corp. Centers

Job Creation

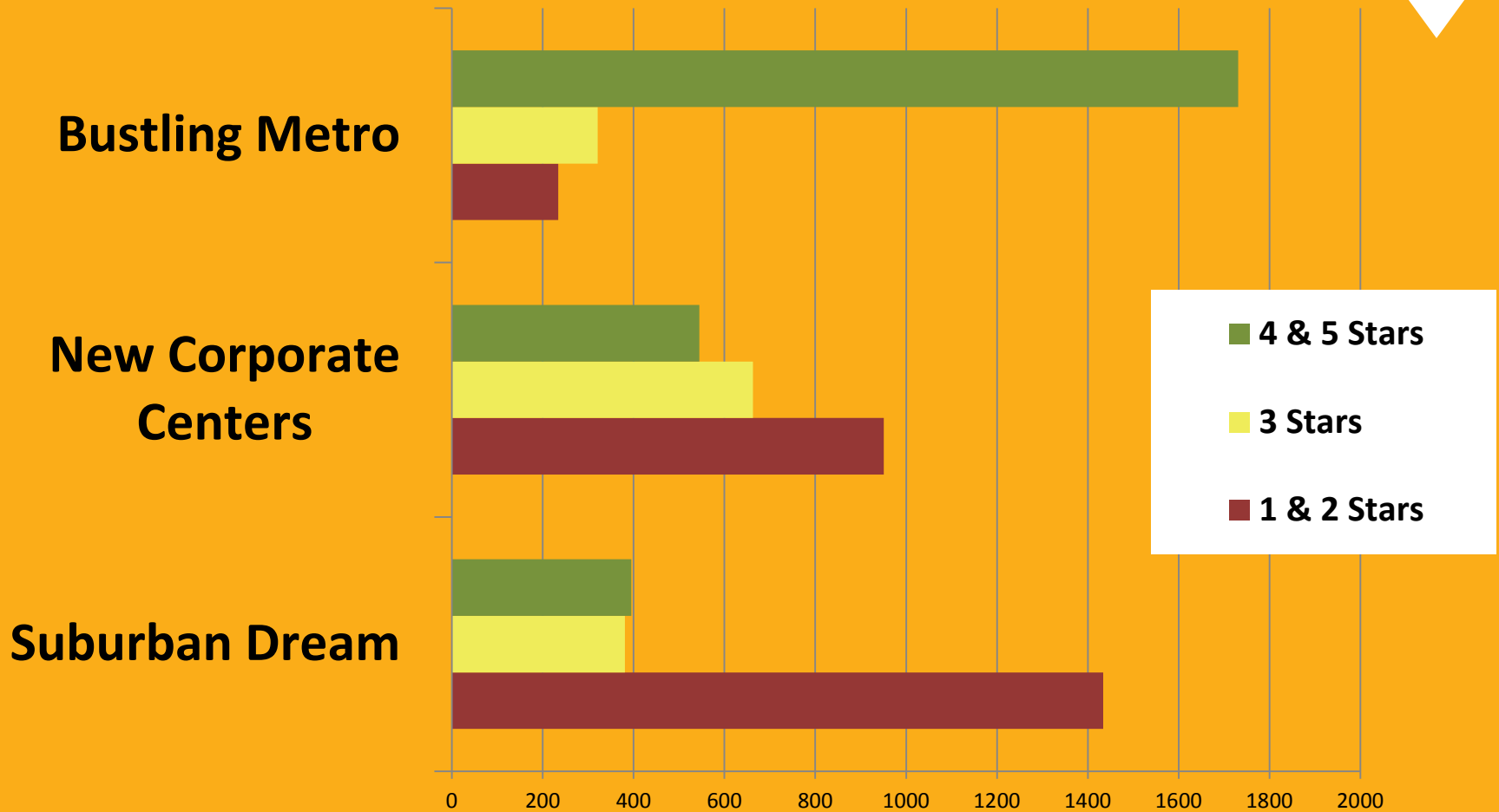
Part of growing and attracting new businesses is having places ready for business growth.



Worse Than Today Better Than Today

- Suburban Dream
- Bustling Metro
- New Corp. Centers

Significant results



Transportation: Top Picks

What options will we need more of?



Smart traffic signals & better intersections



Commuter or Light Rail



Sidewalks, bike lanes, & trails

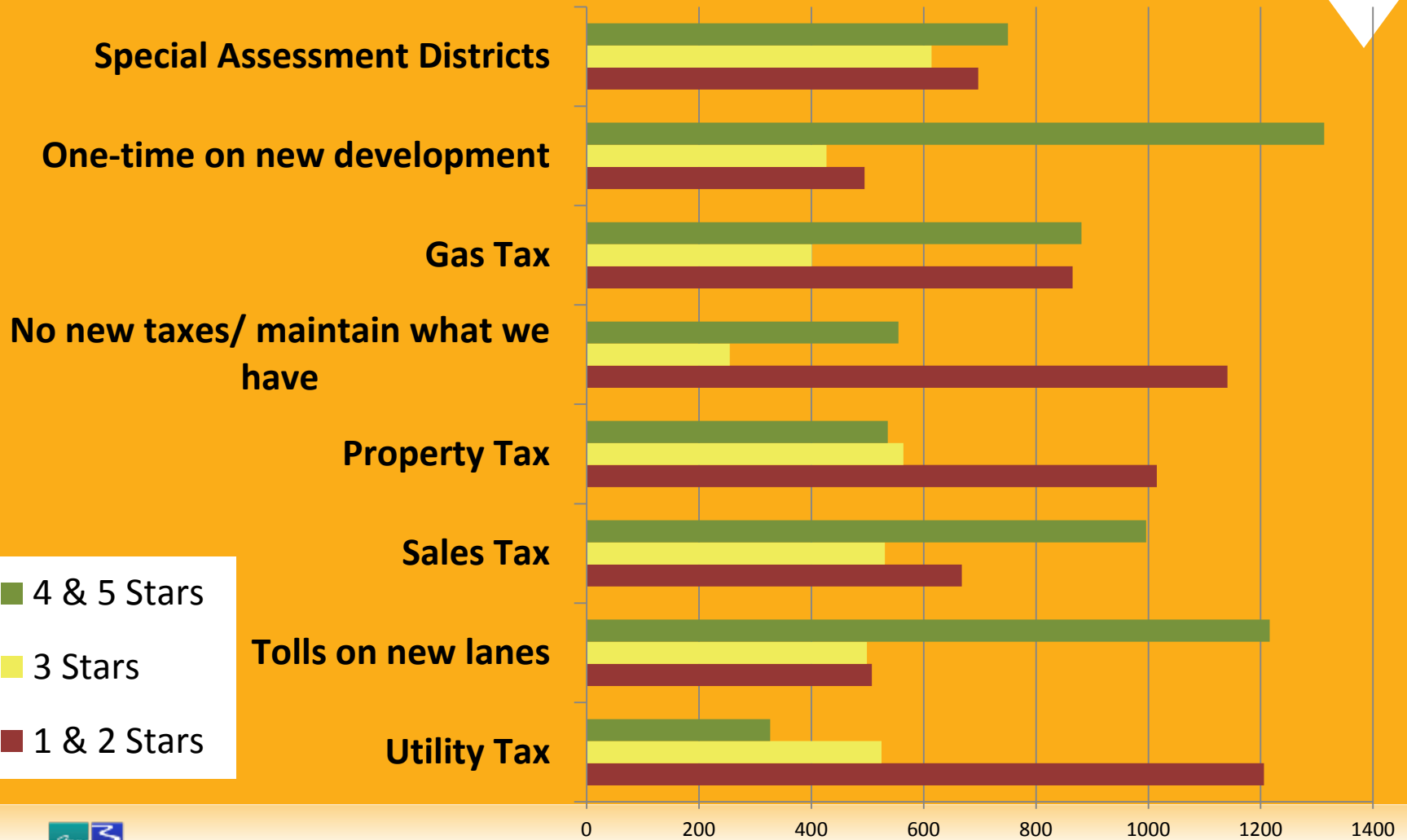


Express or Bus Rapid Transit

ALL options had more 4-5 star than 1-2 star ratings!

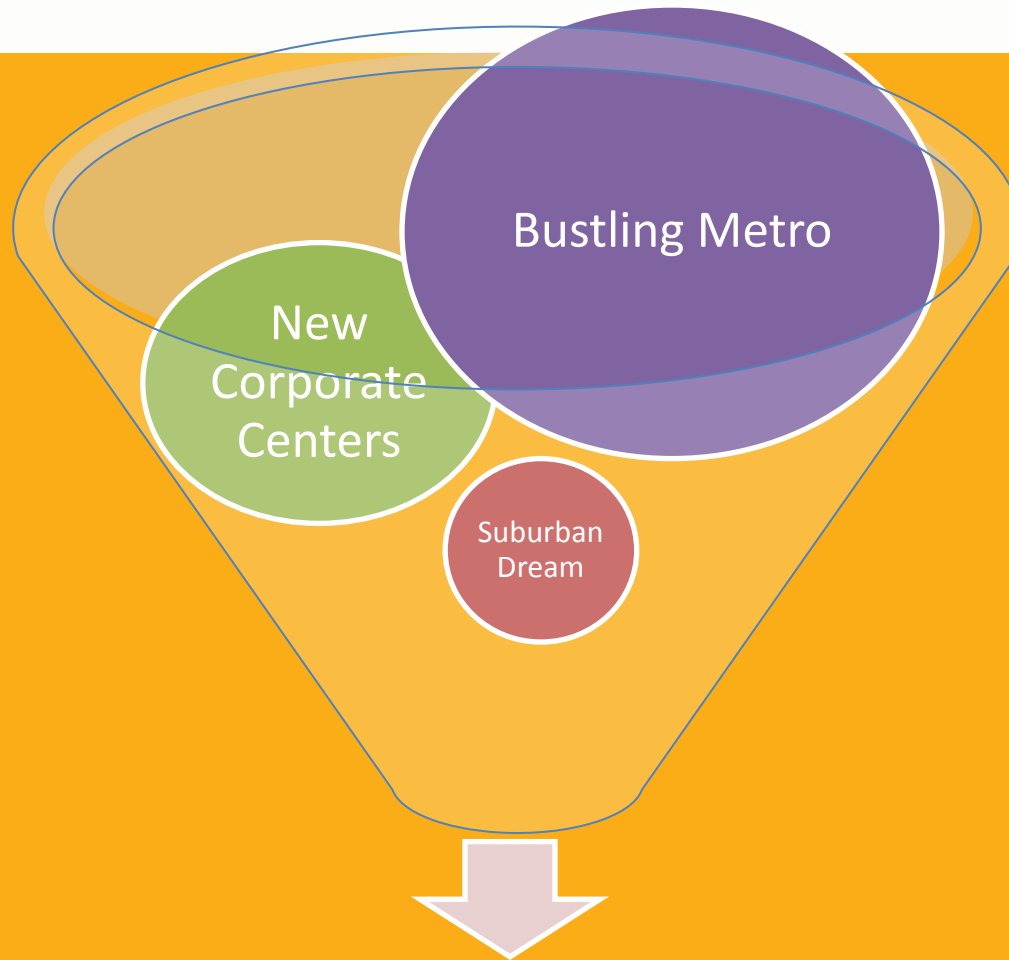
Funding

What's the fairest & most reasonable way?



- 4 & 5 Stars
- 3 Stars
- 1 & 2 Stars

Imagine 2040 Vision



Hybrid Scenario

3,529 Survey Responses

August 16 – November 11, 2013

**DESIGN
HILLSBOROUGH'S
FUTURE
NOW!**

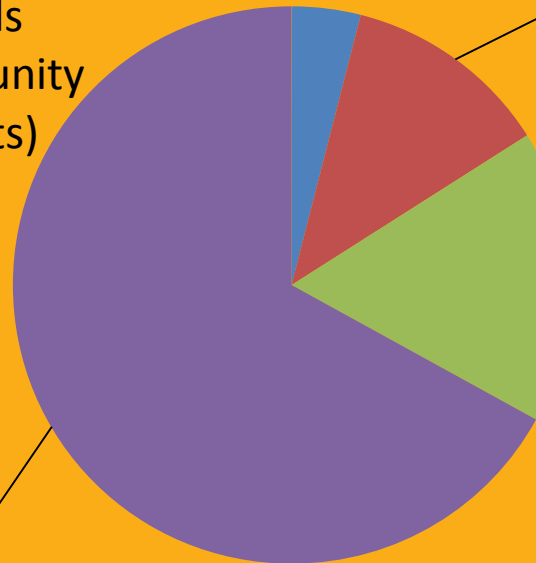


iPads
(community
events)
4%

Kiosks
12%

Paper Survey
(community
meetings)
17%

Website
67%

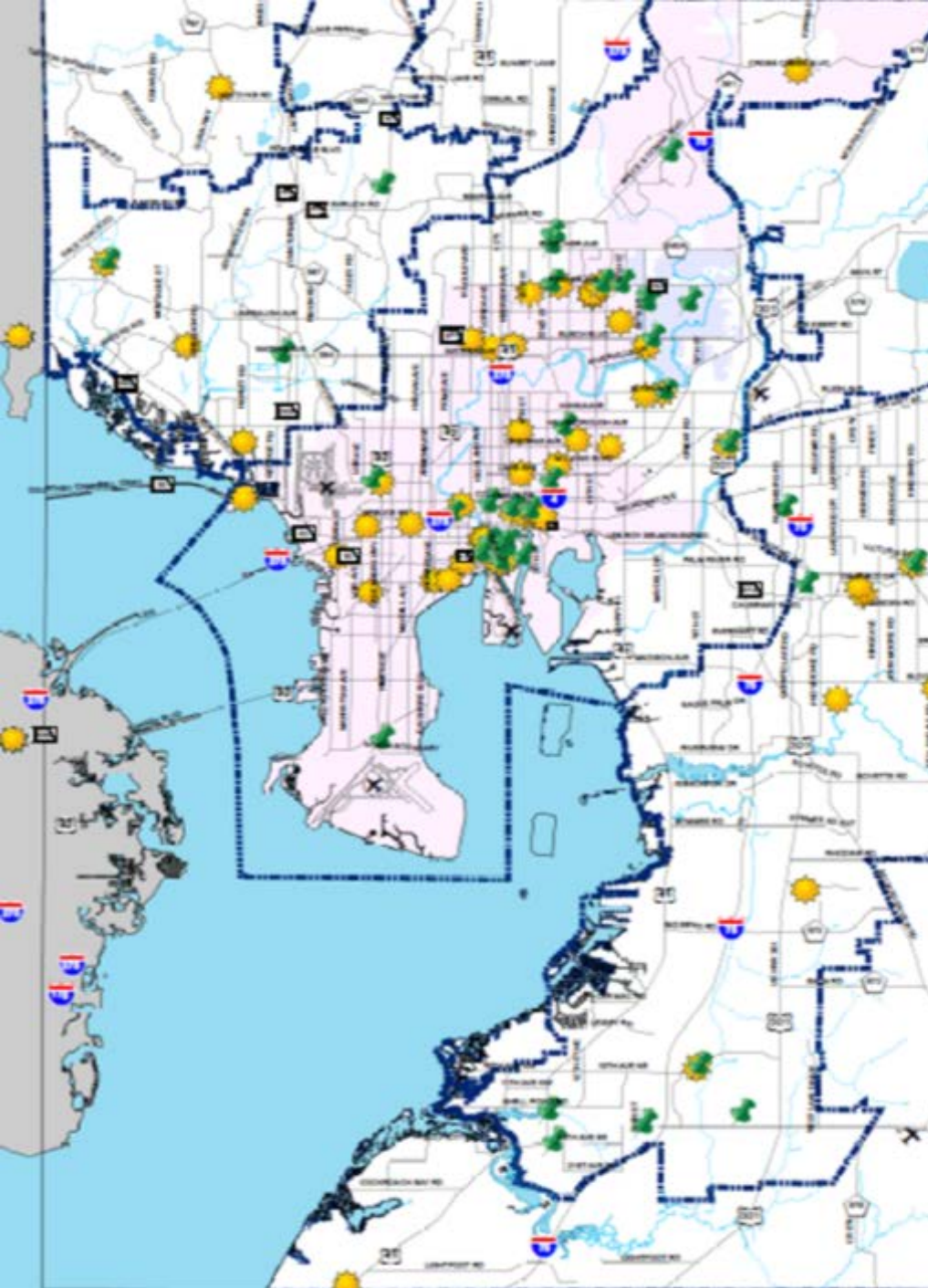


91,500+ data points collected through prioritizing, ranking, rating, choosing, suggesting, and commenting on ideas and preferences - at iPad stations, at kiosks, at community meetings, and on the web!



Reaching Out

49 kiosk locations
94 community meetings
with 574 paper surveys



Multi-layered engagement



- Imagine 2040 Working Group
- Media Day Launch Party
- PSA featuring local media
- 500,000 newspaper inserts
- Rack cards
- Extensive social media & eNewsletters





Multi-layered engagement

- 94 public meetings or events
- Meeting-in-a-Box & Lesson Plan for schools
- Kiosks at employment and community centers, libraries, malls, and special events
- Tampabay.com advertising
- Tax Collector's website link to survey
- Newspaper wrap ad to announce extension

Turner Home Shows Partnership

Care about the future of Hillsborough County?

Join WFLA-AM Tampa Bay's Jack Harris for the Imagine 2040 Town Hall on stage at 2 p.m. Friday for a conversation about a thriving future for Tampa, Temple Terrace, Plant City & Hillsborough County.

Panelists:

- Lisa Montelione | Tampa City Council, MPO Vice Chair
- David Pogorilich | Temple Terrace City Council
- Derek Doughty | Planning Commission Chair
- Laura Simpson | Brandon Chamber CEO
- Christine Burdick | Tampa Downtown Partnership President
- Jennifer Doerfel | Tampa Bay Builders Association CEO

Featuring an Imagine 2040 presentation by Ray Chiamonte | Executive Director of the Planning Commission & MPO

This panel discussion includes the opportunity for you to join the conversation with your questions and comments.



Learn more about

Imagine 2040

at our big display in the center of the show!

Join the conversation on March 14th!

FREE admission on Friday courtesy of ABC Action News

Part 2: Tell us which projects to invest in!

19th Annual Florida's Largest HOME SHOW Another Turner Exposition LABOR DAY WEEKEND August 29 - Sept 1, 2014 Florida State Fairgrounds

Take the survey by August 25 & Get a FREE ticket to Florida's Largest Home Show!

Take Survey NOW! imagine2040.org



29th Annual Florida's Largest HOME SHOW Another Turner Exposition

March 14-16, 2014 Florida State Fairgrounds





You spoke. We listened. **We heard you!**

A Planning Commission – Metropolitan Planning Organization for Transportation Partnership in Coordination with the Transportation for Economic Development Initiative

What we heard from the public...



✓ You spoke. We listened. Tell us more!

WELCOME

imagine

hillsborough

2040

Part 2

In Part 1, we heard what you want...
Now tell us how to get there in Part 2.

By 2040, Hillsborough County will have about a **half million new residents and new jobs.**

Let's **work together** to turn the challenges that come with growth into opportunities **for a thriving future.**

Tell us more about land use growth strategies for Hillsborough County and your neighborhood. And with limited funding available, consider which transportation investments are most important to secure a prosperous future for our region.



Take this survey by August 25th to get a FREE ticket!

Begin Part 2

help

2 PLANS

3 PROGRAMS

4 PROJECTS

5 STAY INVOLVED

imagine
hillsborough
2040
Part 2

comment See Instructions



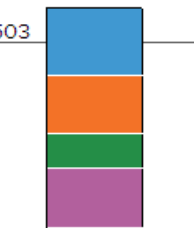
Real Choices When Not Driving

Your plan exceeds current budget.



Raise Taxes/Fees: \$10,921

Current Budget: \$5,503



\$6,563 (dollars in millions)

Medium \$872

- Low level, plus more & better turn lanes at 640 intersections – reducing delay 17% on major roads
- Build 1 railroad overpass – remove 5 hours of stopped traffic each day

High \$1,060

- Medium level, + 120 miles of freeways have smart tech & real-time traffic controls, reducing delay there 10%
- Build 2 railroad overpasses – remove 10 hours of stopped traffic each day

Your plan exceeds current budget. Click for info on revenue options.

Next

4 PROJECTS

5 STAY INVOLVED



help

Imagine 2040 : Part 2

July 10 – September 3, 2014



Media Day / Launch Party

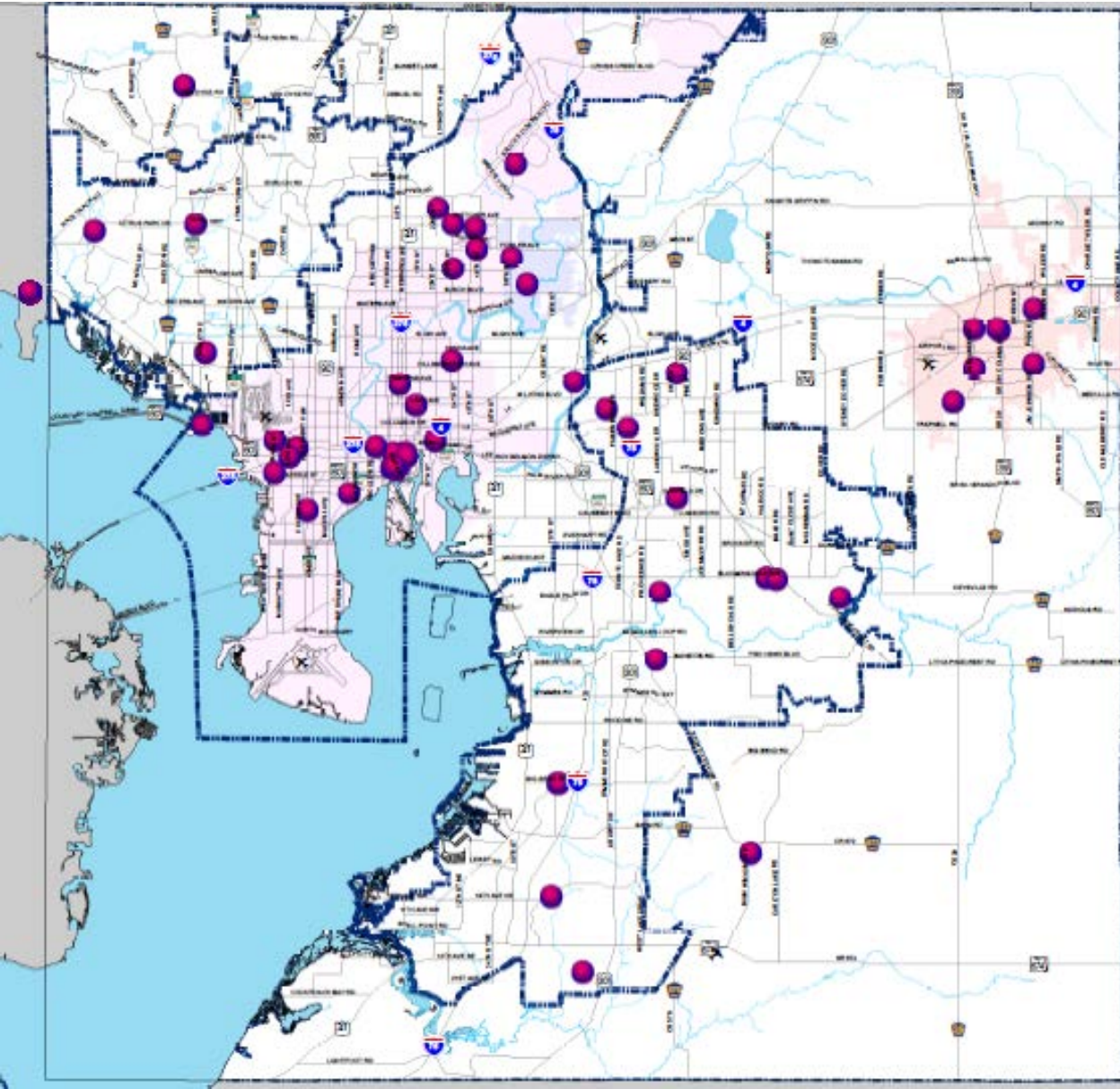


- Media, government, business, community leaders, and citizens invited to “Race to the Future” for FREE!
- HTV News Brief & other media coverage

RACE →
TO THE FUTURE



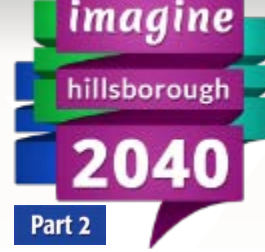
Imagine 2040 : Part 2



Outreach event locations

- 65 civic group presentations
- Displays at 53 community events

Select the amount to invest, over 20 years, in each program: Low, Medium or High?



You have about \$5,500 M to spend on four transportation programs:



Preserve the System



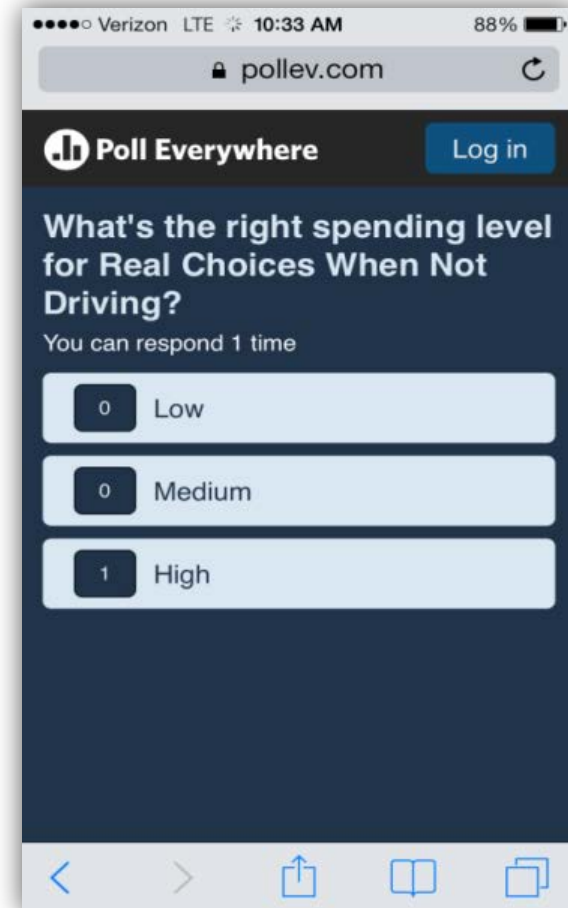
Reduce Crashes and Vulnerability



Minimize Traffic for Drivers & Shippers



Real Choices When Not Driving



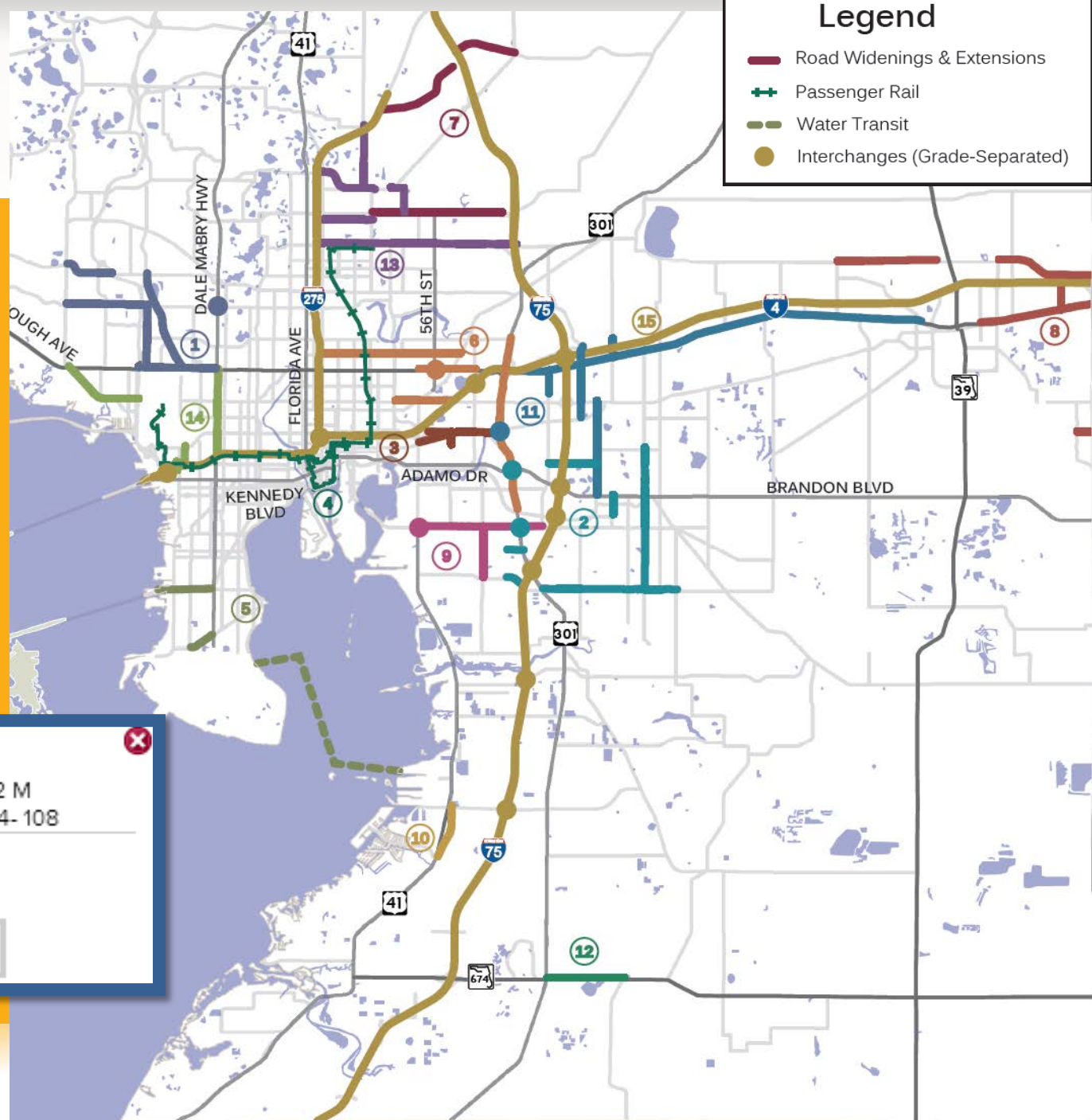
Save some money for **Major Projects!**

For simplicity, the cost estimates and budget are shown in millions of present-day dollars, for a 20-year period of spending. In each program, the low investment level is based on current spending in our county.

Major Projects for Job Growth

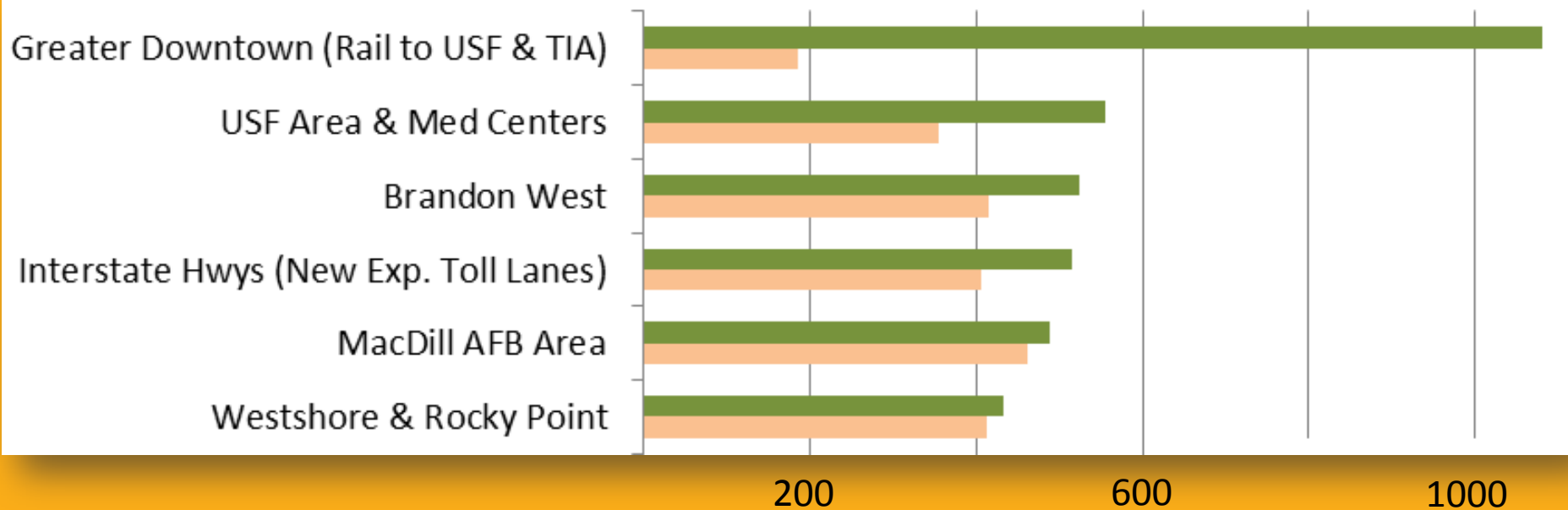
Use your remaining budget on some big-ticket items: widening major roads, building express toll lanes or rapid transit systems.

The map shows areas with the most businesses and jobs. Investing in these areas could promote economic growth.

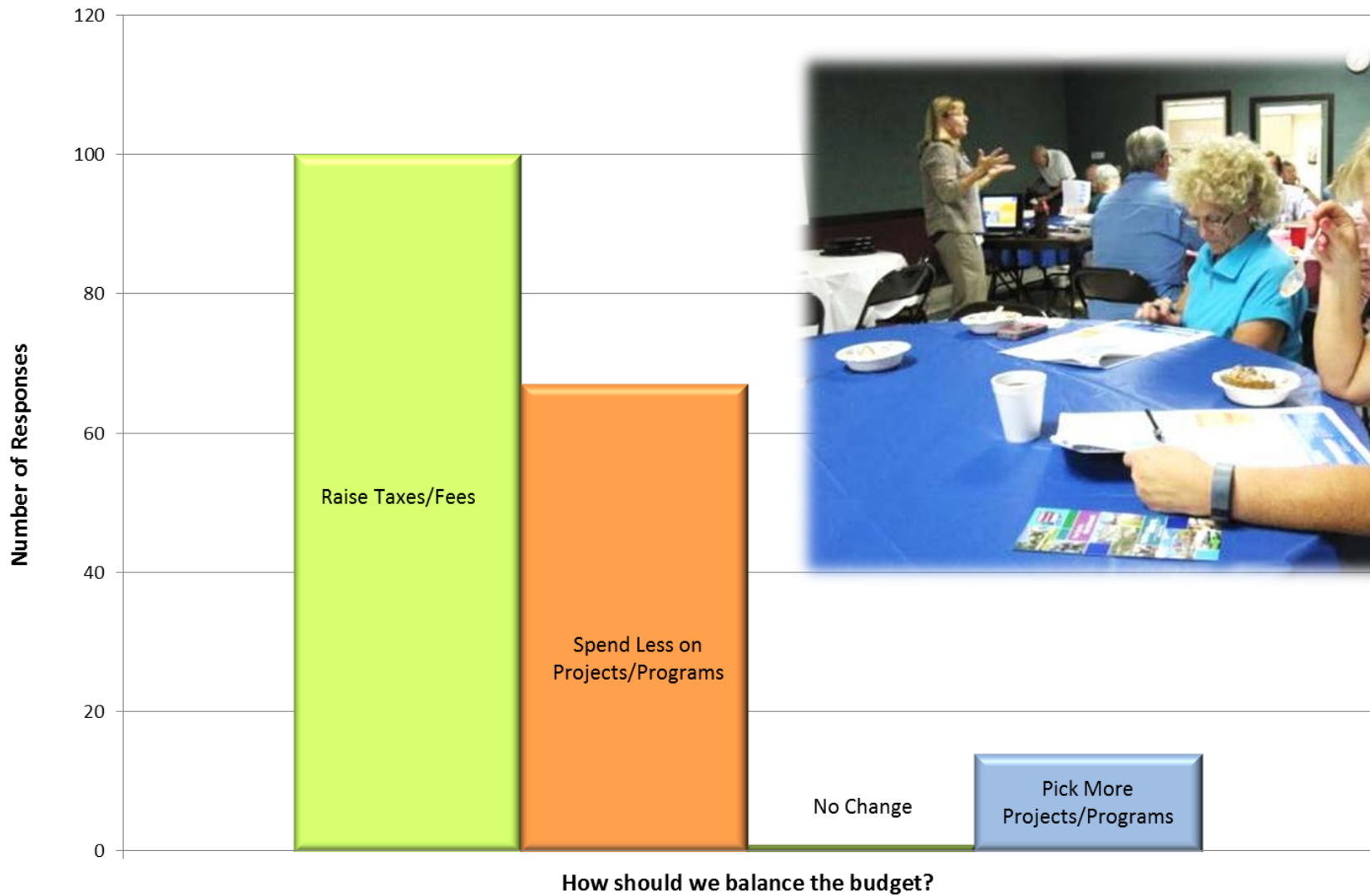


Major Projects for Job Growth

Invest here?

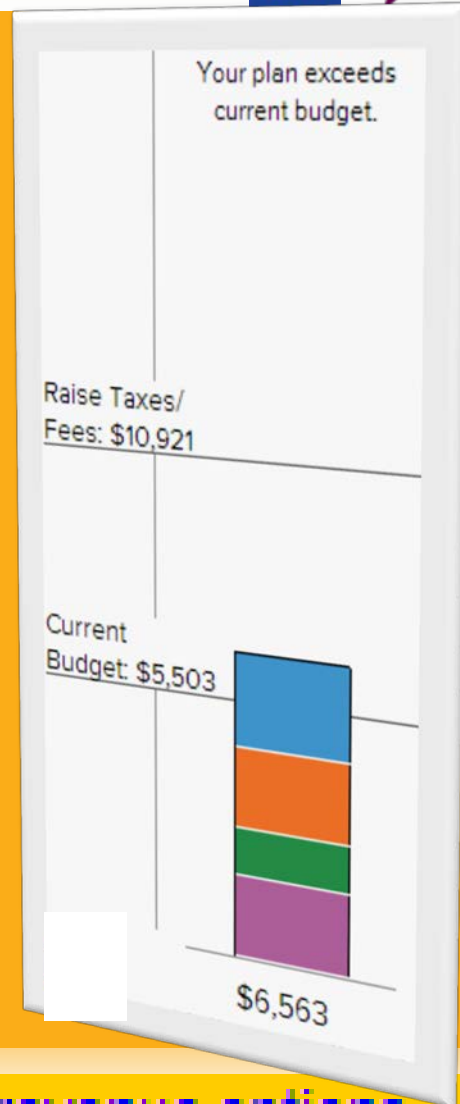
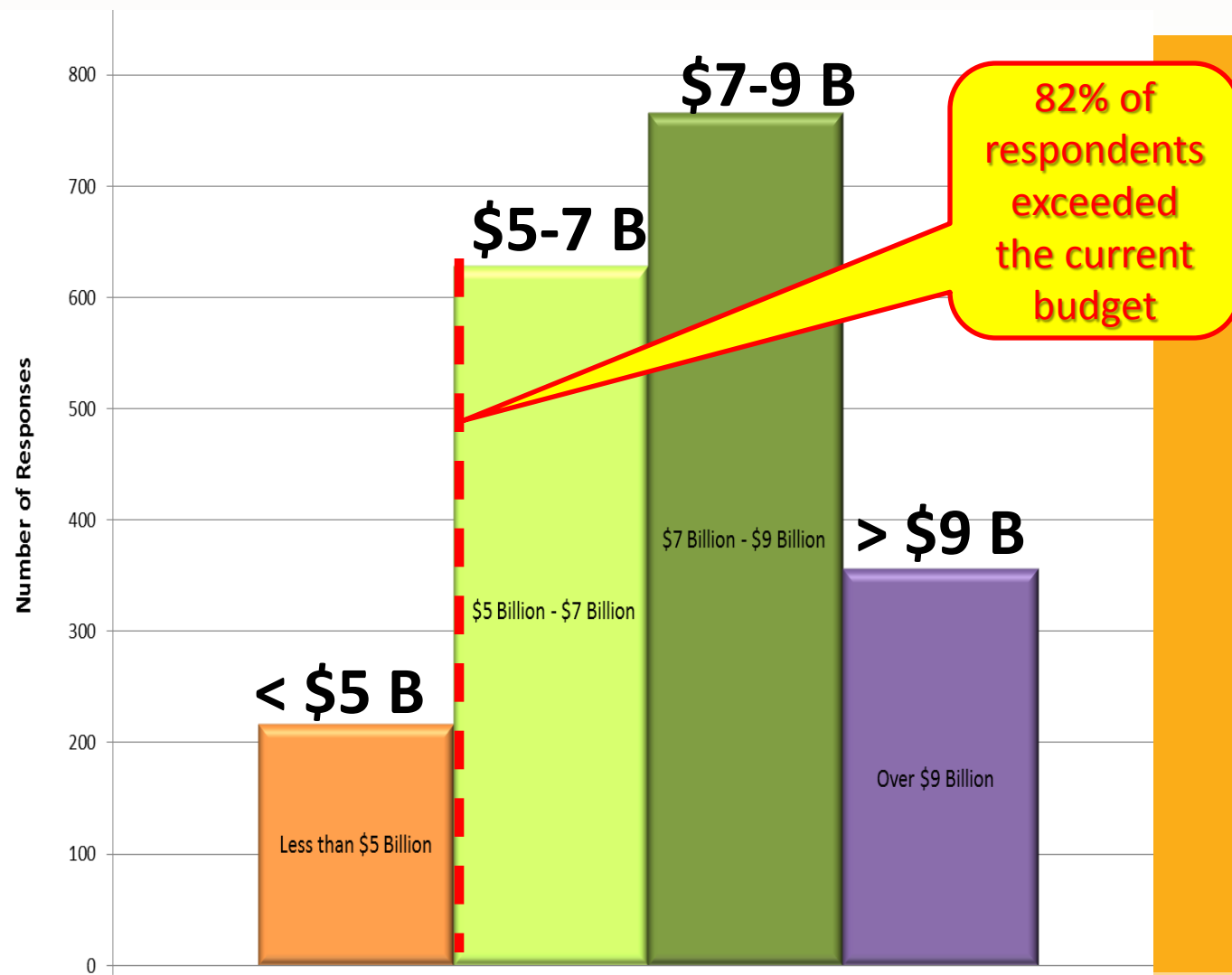


We've overspent. How do you want to handle the deficit?



Spending Level Preferences (online)

Includes spending on both programs & projects over 20 years



[Your plan exceeds current budget. Click for info on revenue options.](#)

Imagine 2040-Part 2 Results

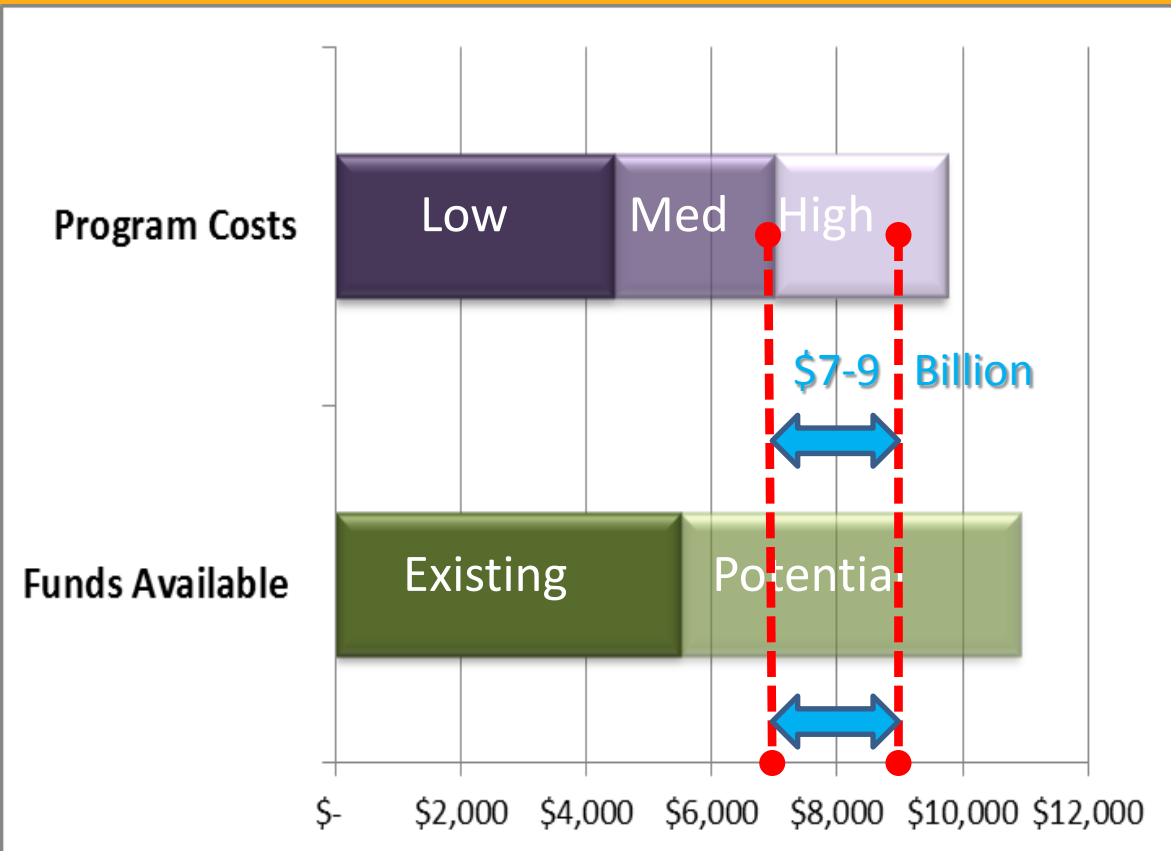
Majority would invest \$7-9 Billion

Current Budget: \$5,403 M

- Today's gas taxes
- Bus farebox
- Dev. impact fees
- Federal & state grants

Potential New Funding: \$5,419 M

- Extend CIT past 2026
- Add 5¢/ gal gas tax
- Add 1% sales tax



All funding levels are in millions of present-day \$, for a 20-year period.

Imagine 2040 : Part 2

Distribution and Promotion



- Interactive MetroQuest
- Audience response survey (Poll Everywhere)
- Paper survey/ of projects
- Handouts/Mailouts
 - Custom fortune cookies
 - eNews & social media
 - Ads focused online



You determine our fortune.
Take survey at Imagine2040.org
Invest wisely for our future.

Distribution and Promotion: Handouts and Mail-outs

Nearly ½ Million Rack Cards

- Seminole Tribe (Casino)
- Health Fairs
- Disability Expo
- Back-to-School events
- Community Plan open houses
- Development Services events
- HART buses
- Hispanic Services Council

• *Inserted in TRIM notice reaching 453,000 property & business owners*



imagine hillsborough 2040 Part 2

We heard what you want - now tell us how to get there.

By 2040, Hillsborough County will have over half a million **new residents** and almost half a million **new jobs**.

How will we all get around?

Visit imagine2040.org and tell us which projects you would invest in.

Not everyone can make it to a public meeting.

Share your thoughts online or contact us for a presentation to your group.

Take the survey online by August 25 & get a free Home Show ticket!

Florida's Largest HOME SHOW

Get innovative ideas and expert advice at 900+ exhibits, all under one roof!

Take 10 minutes to decide our future!

Imagine 2040 is a partnership between the Hillsborough MPO and the Planning Commission.

813/272-5940 • MPO@plancom.org

Public participation is solicited without regard to race, color, national origin, sex, age, disability, family or religious status. Persons needing translation services or special accommodations (provided at no cost) due to a disability should contact MPO@plancom.org or 813/272-5940.

imagine hillsborough 2040 Part 2

You Spoke. We Listened.

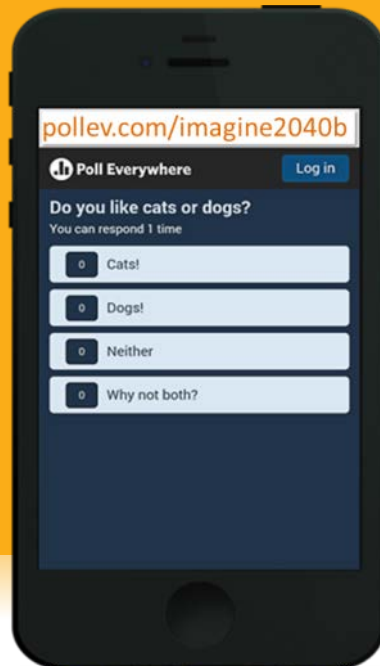
Tell Us More.

imagine2040.org

Distribution and Promotion: Audience response survey

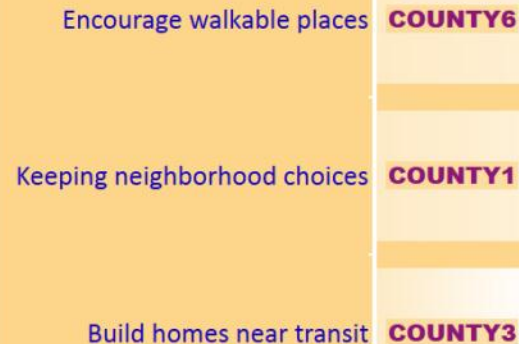
Poll Everywhere tool during
PowerPoint presentations

- Text or web browser
- 225 surveys completed



Which 3 strategies would best guide growth countywide?

📱 Text a **KEYWORD** to 22333 🖥️ Submit responses at PollEv.com/imagine2040



0% 10% 20% 30% 40% 50%

Total Results: 8

Distribution and Promotion: Paper Survey/List of Projects



You spoke. We listened. Tell Us M

Poll Everywhere: Text it

First, think about the big picture. We heard you want to grow as a vibrant and bustling place but we see there.

Q1. Our county needs to:
Keep neighborhood character

COUNTY1
 COUNTY4

Q2. My neighborhood needs:
Keep neighborhood character

HOOD1
 HOOD4

How do we get there?
Choose the amount to invest (Low, Medium, or High) on Traffic for Drivers & Shippers, and Real Choices When No shown in millions of present day dollars, for a 20-year background information can be found at www.2040a.com

Q3. Preserve the System:

Low: \$1,273 million (current spending)
 Medium: \$1,967 million
 High: \$2,566 million

Q4. Reduce Crashes and Vulnerability:

Low: \$1,121 million (current spending)
 Medium: \$1,745 million
 High: \$3,185 million

Q5. Minimize Traffic for Drivers and Ship:

Low: \$285 million (current spending)
 Medium: \$872 million
 High: \$1,060 million

Q6. Real Choices When Not Driving:

Low: \$1,771 million (current spending)
 Medium: \$2,425 million
 High: \$2,940 million

Q7-Q21. Major Projects: Use your remaining budget on some big ticket items: widening major roads, building express toll lanes or rapid transit systems. The map shows areas with the most businesses and jobs. Investing in these areas could promote economic growth. Vote for any area's transportation investments by choosing "Yes" or "No". You can see projects for each business area on the map, or look at the attached list for more info. You can also suggest new projects in the space provided below.

- Rail connecting Downtown, Westshore/Airport, and USF is included in the "Greater Downtown" business area, 4
- High speed ferry connecting MacDill Air Force Base and SouthShore is included in the "MacDill AFB" area, 5
- New express toll lanes are included in "Interstate Hwy Improvements, 15



	Yes	No	Poll Codes	
1. Airport North Business Area: \$460 M	<input type="checkbox"/>	<input type="checkbox"/>	YESAIR	NOAIR
2. Brandon West: \$302 M	<input type="checkbox"/>	<input type="checkbox"/>	YESBW	NOBW
3. CSX Rail Intermodal Area: \$35 M	<input type="checkbox"/>	<input type="checkbox"/>	YESCSX	NOCSX
4. Greater Downtown: \$330 M	<input type="checkbox"/>	<input type="checkbox"/>	YESGD	NOGD
5. MacDill AFB Area: \$198 M	<input type="checkbox"/>	<input type="checkbox"/>	YESAFB	NOAFB
6. NetPark & Breckenridge Area: \$246 M	<input type="checkbox"/>	<input type="checkbox"/>	YESNP	NONP
7. New Tampa & Hidden River/Telecom Park: \$260 M	<input type="checkbox"/>	<input type="checkbox"/>	YESNT	NONT
8. Plant City East: \$153 M	<input type="checkbox"/>	<input type="checkbox"/>	YESPC	NOPC
9. Port Tampa Bay Area: \$251 M	<input type="checkbox"/>	<input type="checkbox"/>	YESPT	NOPT
10. Port Redwing/Big Bend Corridor: \$129 M	<input type="checkbox"/>	<input type="checkbox"/>	YESPR	NOPR
11. Sabal Park Area: \$404M	<input type="checkbox"/>	<input type="checkbox"/>	YESPP	NOSP
12. Sun City Center Commercial: \$49 M	<input type="checkbox"/>	<input type="checkbox"/>	YESSSUN	NOSSUN
13. USF Area & Med Centers: \$328 M	<input type="checkbox"/>	<input type="checkbox"/>	YESUSF	NOUSF
14. Westshore & Rocky Point: \$81 M	<input type="checkbox"/>	<input type="checkbox"/>	YESWD	NOWD
15. Interstate Hwy Improvements/New Express Toll Lanes:	<input type="checkbox"/>	<input type="checkbox"/>	YESTOLL	NOTOLL

Comments & Suggestions:

Tell us a little about you

Zip Code: _____

Registered Voter? Yes No

E-mail Address (Optional): _____

Which describes your activities in Hillsborough County?

Live Play/Visit
 Work/School Business/Property Owner
 Some combination of the above

Thank you for your time!

What best describes you?
 Work outside of my home Work at or from my home
 Retired or unemployed Student

How do you describe yourself?

A mix of ethnicities Hispanic/Latino
 African American/Black White/Caucasian
 American Indian Other
 Asian

Return survey to: Silva Lissa, 601 E. Kennedy Blvd, 18th Floor, Tampa, FL 33602, fax 813 272-6255, or silval@plancom.org.

Imagine 2040 - I

1. Airport North Business Area
These projects are on or parallel to the most congested roads:
Anderson Rd (Hillsborough-Hoover), Sligh-Benjamin Rd (Hillsborough to Waters), Dale Mabry Hwy (at Waters Ave), Hillsborough Ave (Veterans Exwy to Dale I), Linebaugh Ave (Sheldon Rd to Veterans Dr), Waters Ave (Sheldon Rd to Veterans Exwy), Hoover Ave (Hillsborough to Sligh), Sligh Ave (Benjamin to Manhattan), Passenger Rail Service alongside Busch/L



For the extension of Hwy to Spring Ave
Other projects which have been suggested:
Davis Rd Extension (Hamey Rd to Main St), Hamey Rd (56th Street to Temple Terrace S), Sligh Ave (56th Street to US 301), Sligh/Hanna Extension (US 301 to Eurka S), Trask St (Gray St to Boy Scout Blvd)

7. New Tampa & Hidden River \$260 M
These projects are on or parallel to the most congested roads:
Fletcher Ave (Bruce B Downs to Morris Br), New Tampa Blvd (Bruce B Downs to Comm), New Tampa Blvd Extension (Commerce Pl

8. Plant City East \$153 M

These projects are on or parallel to the most congested roads:
Charlie Taylor Rd (I-4 to US 92), Sam Allen Rd (Forbes Rd to Alexander Street), Sam Allen Rd (Park Road to County Line), Trapnell Rd Extension (Old Mulberry Rd to Co Line), US 92 (Reynolds St to County Line)
Other projects which have been suggested:
County Line Rd (north of I-4 to Kingfisher Griffin Rd)

9. Port Tampa Bay Area \$251 M

These projects are on or parallel to the most congested roads:
Causeway Blvd (US 41/50th St to Falkenburg), US 41/50th St (at Causeway Blvd & CSX rail crossing), SR 51 (Causeway Blvd to Madison Ave)
Other projects which have been suggested:
US 41 (Causeway Blvd to Madison Ave)

10. Port Redwing/Big Bend Corridor \$129 M

These projects are on or parallel to the most congested roads:
75 (at Big Bend Rd, and at Gibsonson Rd), US 41 (Apollo Beach Blvd to Pembroke Rd/Musaic), Other projects which have been suggested:
Apollo Beach Blvd Ext. (US 43 to US 301), Big Bend Rd (US 41 to US 301), Big Bend Rd (Balm Riverview Rd to Boyette Rd), Immuns Loop Rd (US 301 to Gibsonson Dr)

11. Sabal Park Area \$404M

These projects are on or parallel to the most congested roads:
SR 579 (US 92/Hillsborough Ave to Sligh Ave), Alkenburg Rd (Bryan Rd to Hillsborough Ave), Alkenwood Dr (SR 40/Brandon Blvd to SR 574/MLK), US 92/Hillsborough Ave (US 301 to Thonotosassa Rd), SR 301 (at SR 574/MLK), Williams Rd (Broadway Ave to Sligh Ave)
Other projects which have been suggested:
Alkenburg Road (M.L. King Jr. Blvd to Palm River Rd)

12. Sun City Center Commercial \$49 M

These projects are on or parallel to the most congested roads:
SR 674 (US 301 to CR 576/Saffold Rd)
Other projects which have been suggested:
SR 674 Street (at Big Bend Rd), SR 124th Ave (at Apollo Beach Blvd)

13. USF Area & Med Centers \$328 M

These projects are on or parallel to the most congested roads:
Beans Ave (I-275 to Bruce B Downs), Fowler Ave (I-275 to I-75), Wington Ave (Beans to Vandeventer), Skipper Rd (Bruce B Downs to 46th St), 86th St (Skipper to Fletcher), 33rd Ave (Nebraska to 30th St)
Other projects which have been suggested:
Sugarmill Ave (30th Street to McKinley Dr), Passenger Rail Service going north (parallel to I-275)

14. Westshore & Rocky Point: \$81 M

These projects are on or parallel to the most congested roads:
Dale Mabry Hwy (I-275 to Hillsborough Ave), Memorial Highway (Independence to Hillsborough), Occident St Extension (Westshore Plaza to Cypress St), Trask St (Gray St to Boy Scout Blvd)

Other projects which have been suggested:
Dale Mabry Hwy (at Columbus Dr)

Jobs in 2020: 6,000
Potential jobs: 2040: 27,000-32,000

Add turn lanes and median
Add turn lanes and median
Widen to 6 lanes and extend eastward to Polk Co
New 2-lane road
Widen to 4 lanes

Jobs in 2020: 11,000
Potential jobs: 2040: 21,000-25,000

Widen to 6 lanes
New overpass/ interchange
Widen to 4 lanes

Jobs in 2020: 4,000
Potential jobs: 2040: 19,000-33,000

Major improvements at interchanges
Widen to 6 lanes
New 4-lane road with I-75 overpass
New 2-lane road
New 2-lane road

Jobs in 2020: 24,000
Potential jobs: 2040: 33,000-55,000

Widen to 6 lanes
Widen to 4 lanes
Add turn lanes and medians
Widen to 4 lanes
New interchange
Widen to 4 lanes

Jobs in 2020: 5,000
Potential jobs: 2040: 14,000-23,000

Widen to 4 lanes
New 2-lane road
Widen to 4 lanes and extend north to Big Bend Rd
New 2-lane road

Jobs in 2020: 50,000
Potential jobs: 2040: 54,000-71,000

Widen to 6 lanes
Reconstruct with frontage roads
Widen to 6 lanes
Widen to 4 lanes
Widen to 4 lanes
Widen to 4 lanes
Widen to 4 lanes

Jobs in 2020: \$4,000
Potential jobs: 2040: 62,000-80,000

Add a reversible lane in center
Widen to 6 lanes
New 2-lane road under new I-275 bridge
Add turn lanes & medians; extend under new I-275 bridge

15. Interstate Hwy Improvements/ New Express Toll Lanes

Add two express toll lanes each direction
Add one express toll lane each direction
Add one express toll lane each direction
Add one express toll lane each direction
Interchange improvements
Interchange improvements
Interchange improvements
Interchange improvements





BayNews9 interview

Tampa General Hospital Healthpark



Campo YMCA

IMAGINE HILLSBOROUGH 2040

JOIN US FOR THIS SPECIAL PRESENTATION
The Hillsborough County Metropolitan Planning Organization for Transportation is conducting their Imagine Hillsborough 2040 visioning process to determine the future for transportation in Hillsborough County. Citizens from around Hillsborough County are being invited to share their thoughts and ideas on our roadmap to the future... the 2040 Transportation Plan and the four Comprehensive Plans for Tampa, Temple Terrace, Plant City and unincorporated Hillsborough County. By 2040, Hillsborough County will have up to 600,000 new residents and 400,000 new jobs. While the first phase, a vision for growth, has already occurred, the question remains: how will we all get around?
Join us to learn about this important issue and let your voice be heard!

**TEMPLE TERRACE PRESERVATION SOCIETY
BRING A FRIEND • THURSDAY, AUGUST 7, 7PM**
TEMPLE TERRACE COMMUNITY CHURCH PARISH HALL,
210 INVERNESS AVE., TEMPLE TERRACE

TTPS is incorporated as a non-profit, 501(c)(3) organization. Our mission is to preserve and protect the architectural and historical heritage of the city of Temple Terrace through advocacy, education and community involvement.

TEMPLE TERRACE COMMUNITY CHURCH PARISH HALL, 210 INVERNESS AVENUE. MEETINGS ARE OPEN TO THE PUBLIC.



Imagine 2040 : Part 2



Hillsborough Transportation Planners Want You to "Imagine 2040"

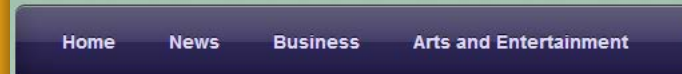
The Hillsborough Metropolitan Planning Organization is in the process of updating their long range transportation plan. Called *Imagine 2040*, the transportation plan seeks to develop a vision for Hillsborough County in the year 2040. With 500,000 more people expected in Hillsborough by 2040, and hundreds of thousands of new jobs, what will our neighborhoods look like and what make the *Imagine 2040* survey and help shape the future



Sign up for Bay News 9 NOW for **Breaking News** & Input needed for transportation survey: **Imagine 2040**

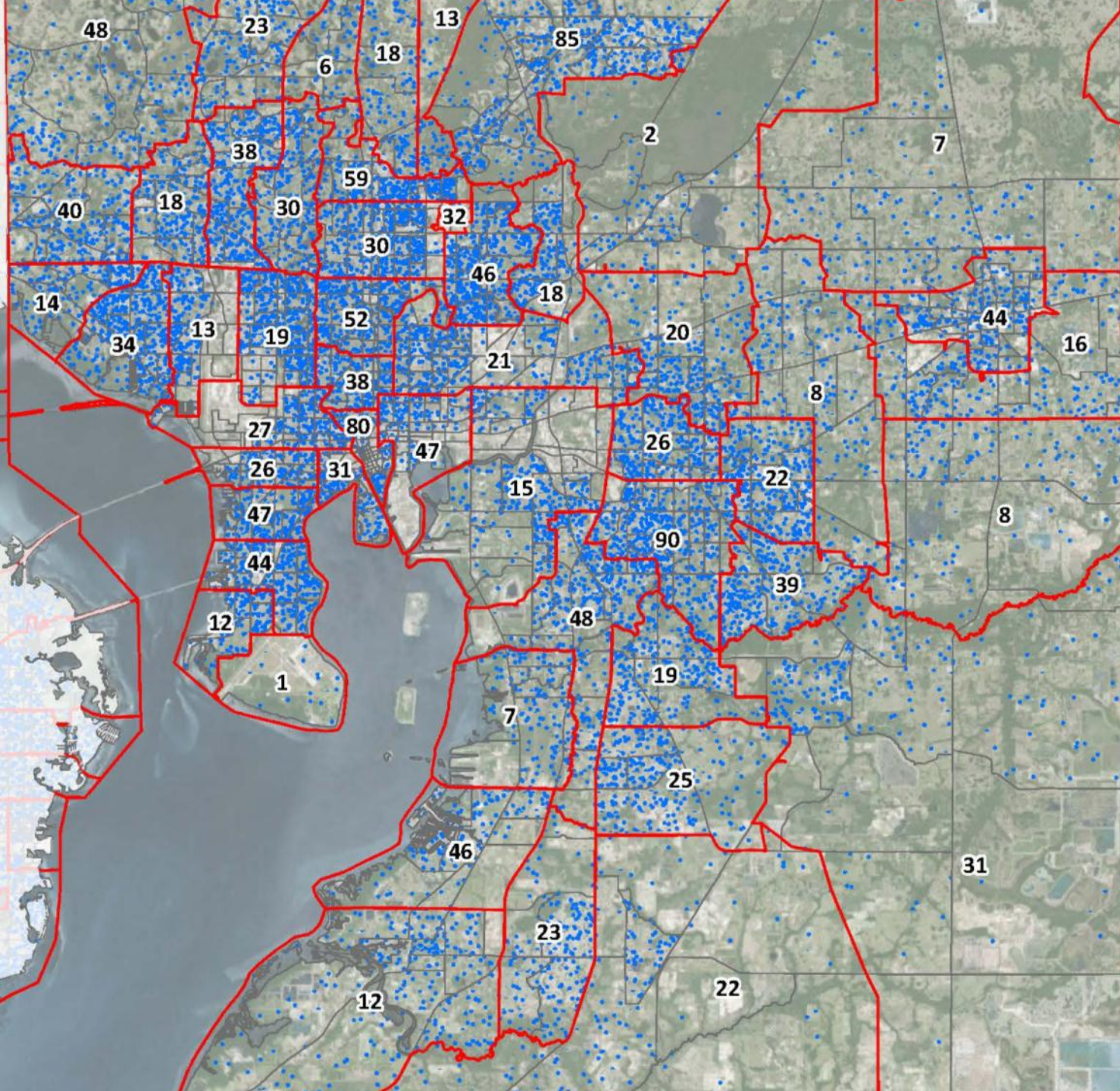


Lots of coverage by media & business groups!



Aug 1, 2014
Planning Commission Seeks Resident Input In On Future County Growth

By Tamas Mondovics

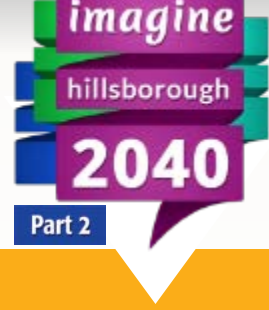


of Survey Responses

Population density shown in blue

Imagine 2040 : Part 2

July 10 – September 3, 2014



Part 2 MetroQuest surveys	2,217
<u>Poll Everywhere survey</u>	<u>225</u>
Total responses	2,442

Averaged 11 more surveys per week than Part 1!

Media coverage 9+ stories (print, TV, radio)

Web campaign 500,000 mentions & retweets

459,000 ad impressions on-line





Imagine 2040 : Parts 1 & 2

- Our largest survey response ever!
- Nearly 6,000 surveys returned
- A multitude of multi-media coverage
- 500,000+ retweets & facebook mentions – a new high for our agency!
- Broad opportunity for public input!
- Consistent with Post Referendum polling (2012)

Engagement Strategies



- Go where the people are
- Implement the vision
- Make the case for investment
- Performance metrics
- Resiliency
- Keep raising the bar



imagine
hillsborough
2040

Thank you to
Our Partners



On behalf of the Hillsborough Metropolitan
Planning Organization & The Planning Commission
Thank You!



So far, nearly **6,000 participants**
have helped to shape the 2040 Vision.

We want to hear from you!

The MPO's draft of the 2040 Transportation Plan is ready for your inspection. Twin plans reflecting two distinct 20-year funding scenarios are being presented for the public to comment on:

- The first scenario illustrates what we can afford with existing funding sources
- The second looks at the addition of a one-cent sales tax to increase funding

Public Hearing to adopt the 2040 Transportation Plan

Wednesday, November 12 • 5:30 pm

County Center, 601 E Kennedy Boulevard, 2nd Floor, Downtown Tampa

The MPO encourages citizens to have their say at or before the MPO Board considers adoption of the Plan at the Public Hearing. If you are unable to attend, please contact us prior to the Public Hearing with your comments, questions, suggestions, and concerns. **To make a comment or for more information**, visit us online at PlanHillsborough.org/2040-lrtp/ or contact Lisa Silva at 813.273.3774 x329 or silval@plancom.org.

Persons planning to attend the public hearing in need of special accommodations under the Americans with Disabilities Act or who require interpreter services (free of charge) should contact Michele Ogilvie, 813/273-3774 x317 or ogilviem@plancom.org, at least 3 business days in advance. The MPO does not discriminate in any of its programs or services. Public participation is solicited without regard to race, color, national origin, sex, age, disability, family or religious status. To learn more about our commitment to nondiscrimination, visit: www.PlanHillsborough.org/non-discrimination-commitment/

Imagine 2040: Hillsborough MPO's Multi-Award Winning Public Engagement Campaign & more!

Lynn E. Merenda

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Hillsborough MPO & Planning Commission
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Web: imagine2040.org / planhillsborough.org

