



GoHillsborough.org

Hillsborough County Policy Leadership Group

FINDINGS AND RECOMMENDATIONS

June 11, 2015

THE CHALLENGE

- **TRANSPORTATION IS THE #1 ISSUE OF CONCERN FOR OUR CITIZENS**
- **OUR ROADS & INTERSECTIONS ARE INCREASINGLY FAILING**
- **OUR TRANSIT SYSTEM IS INADEQUATE**
- **WE ARE ALREADY THE #11 WORST FOR CONGESTION IN THE U.S.**
- **WE LACK TRANSPORTATION OPTIONS**
- **IT *WILL* GET EVEN WORSE**

THE CHALLENGE

COMMUNITYWIDE TRANSPORTATION NEEDS PROGRAMMATIC AND PROJECT COSTS

Includes TED and Citizen Projects.

CATEGORY TYPE	COST (LOW)	COST (HIGH)
Maintenance	\$933.6 million	\$933.6 million
Transit	\$4.68 billion	\$5.75 billion
Roads	\$3.22 billion	\$5.45 billion
Sidewalk/Bike	\$173.9 million	\$338.8 million
Total	\$9 Billion	\$12.47 Billion

THE APPROACH

Build on and Evolve from the PLG Effort

- Community Engagement
- Technical Analysis



THE APPROACH

Broad Based Multi-Faceted Community Engagement

- Focus Groups
- Community Meetings and Telephone Town Halls
- Comment Forms
- Emails
- Social Media Posts
- Speaking Engagements
- Public Opinion Survey



THE APPROACH

Technical Analysis

- **Review Plans and Update Project Data**
 - Additions, Deletions, Scope
- **Develop Consistent Assumptions**
 - Concepts, Costs
- **Examine Policies**
 - Maintenance, Funding, Land Use
- **Review Funding Strategies and Options**



**IN TOTALITY, COMMUNITY
INPUT WAS REMARKABLY
CONSISTENT**

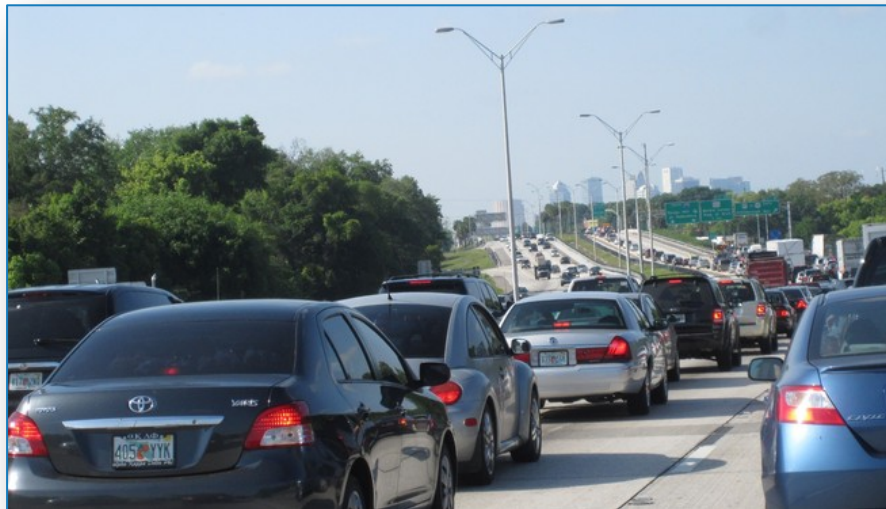
**VOLUMINOUS PLANS &
PROJECT DATA WAS
GENERALLY CONSISTENT**

FINDINGS

Key Finding #1 – Car Culture

The Car Culture is engrained throughout the County including the City

- Throughout community engagement
- Top response to congestion – “*expand road capacity*”
- Bus system is viewed as inadequate



Key Finding #2 – Do nothing is not an option

Status Quo is Not Acceptable or Sustainable

- Transportation situation worsening
- Top issue of concern to citizens
- **81% agree:** We need to start planning and paying for transportation improvements now to keep up



IT'S NOT AN “EITHER – OR” SOLUTION

Key Finding #3 – Citizens Willing To Support One Another

Citizens share values and willingness to support one another's priorities

- Community values, including **safety, quality of life** and **choice**
- One size doesn't fit all
- Different priorities by areas of the community
- Recognition that **we are stronger together** – and must work together



RECOGNIZE THAT ROADS & TRANSIT GO HAND IN HAND

Key Finding #4 – Consensus Around Priorities

Consensus exists around citizen priorities by category and allocation

- Maintenance
- Widen and improve roads
- Redesign and improve transit
- Make walking and biking safer



Key Findings #5 – “Light Rail” not viable in Hillsborough

“Light Rail” is not seen as a viable alternative for unincorporated Hillsborough County right now

- Question spread out nature of the County, density, efficiency, expense
- However, there is support within City of Tampa – connect to TIA



Key Finding #6 – Bus Rapid Transit is supported, with questions

Bus Rapid Transit (BRT) is supported but there are questions surrounding implementation and use

- Questions about routes, parking, getting to ultimate destination, density



CURRENT REVENUE IS INSUFFICIENT

Key Finding #7 – Current Revenue is Insufficient

Current revenue is insufficient to properly fund transportation needs

- Federal funding decline
- State funding focused on other priorities
- Local funding can't keep up
- Maintenance backlog grows



**1/2 PERCENT SALES TAX IS
PREFERRED AND
SUPPORTABLE**

Key Finding #8 – ½ Percent Sales Tax Preferred

½ percent Local Option Transportation Sales Tax is preferred level and source that a majority of citizens are willing to support

- 52% of likely voters willing to support
- No other source or amount receives majority support
- Flexible source, shared by visitors



NEW GROWTH IMPACT

Key Findings #9 – New Growth Must Pay Fair Share

Citizens want to be assured that new growth will pay an increased and more equitable share of transportation impact it creates

- Concern that new growth is not paying its share
- **74%** of citizens are more likely to support a referendum if developers pay more



CONNECTING OUR ECONOMIC CENTERS

Key Finding #10 – Citizens want connections to key spaces

Long term success depends on larger scale premium transit connections between residential, commercial, and entertainment centers

- Land use matters
- Connections to economic centers is critical
- Leverage other funding sources



CITIZENS WANT TO BE ENGAGED

Key Findings #11 – Citizen Input Regarding Projects Important

Citizens want additional input into specific project priorities as well as ongoing, consistent communication and oversight



RECOMMENDATIONS

Community Transportation Plan

Recommendation #1

Employ a Plan and Funding Strategy that:

- Addresses unmet roads needs including maintenance, widening, congestion, traffic flow
- Redesigns and improves transit including local, BRT, flex services; and
- Develops modernized streetcar or similar technology from downtown to TIA/Westshore and/or USF areas.

$\frac{1}{2}$ PERCENT SALES TAX FOR 30 YEARS

Community Transportation Plan

Recommendation #2

Place a ½ Percent Local Option Transportation Sales tax referendum on the November 2016 election ballot

- Only source and amount supported by a majority of likely voters
- Generates **\$117.5 million annually**

Community Transportation Plan

Recommendation #3

Limit the authorization of the ½ percent Local Option Transportation Sales Tax to 30 years

- Generates **\$3.5 billion in local revenue**
- Provides ability to leverage significant funding from other sources
- Reasonably assume 25% of additional funding

Community Transportation Plan

Recommendation #4

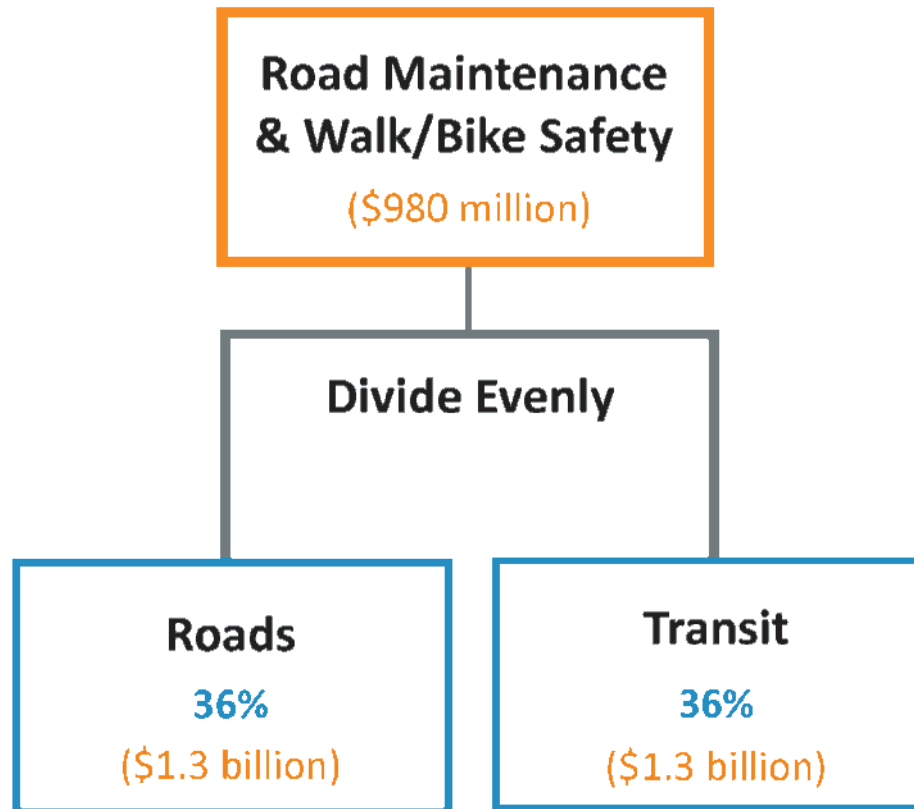
- County-wide across jurisdictional boundaries target **2/3 -1/3** split between maintenance/roads to transit
- Jurisdictional decisions

CATEGORY	NEW REVENUE	CROSS-JURISDICTIONAL TARGETED PERCENTAGES OF TOTAL NEW REVENUE
Maintenance*^	\$840,271,671	23.8%
Transit**	\$1,272,770,444	36.1%
Road**	\$1,272,770,444	36.1%
Sidewalk/Bike Safety^	\$139,187,441	3.9%
Total	\$3,525,000,000	100.0%

Community Transportation Plan

Recommended Community-wide Distribution

Overall 2/3 : 1/3
Roads:Transit



Community Transportation Plan

Recommendation #5

County and cities allocation should be based on State sales tax distribution formula with the addition of HART receiving 25%

Jurisdiction	Estimated New revenue	Percentage of New Revenue
HART	\$881,251,000	25%
Hillsborough County	\$1,946,857,000	55.23%
Plant City	\$60,630,000	1.72%
Tampa	\$592,905,000	16.82%
Temple Terrace	\$43,357,000	1.23%
Total	\$3,525,000,000	100%

NEW GROWTH MUST PAY FOR ITS SHARE SIMULTANEOUSLY

Community Transportation Plan

Recommendation #6

Hillsborough County must ensure new growth pays an increased and equitable share of its impact on transportation

- Prepare a mobility fee ordinance to go into effect simultaneously with ½ percent Local Option Transportation Sales Tax
- Facilitates better connection between land use and transportation

FIX & MAINTAIN OUR ROADS

Community Transportation Plan

Recommendation #7

Consider establishment of dedicated maintenance fund program

- Maintenance is consistently a top priority of citizens
- Codify maintenance policies and provide project information annually

MODERNIZED & EXTENDED STREETCAR

Community Transportation Plan

Recommendation #8

Working across jurisdictional boundaries and in partnership with HART and other agencies, the City of Tampa should consider utilizing at least 10% of their ½ percent allocation towards co-funding the modernization and extension of the streetcar or other premium service within the City of Tampa

BUS RAPID TRANSIT

Community Transportation Plan

Recommendation #9

Working across jurisdictional boundaries and in partnership with HART and other agencies, Hillsborough County should consider utilizing at least 10% of their ½ percent allocation towards co-funding BRT within Hillsborough County

EXPRESS BUS & CIRCULATORS

Community Transportation Plan

Recommendation #10

Working across jurisdictional boundaries and in partnership with HART and other agencies, Plant City should consider utilizing at least 10% of their ½ percent allocation towards co-funding express bus and circulator service within Plant City

BUS RAPID TRANSIT and/or EXPRESS BUS

Community Transportation Plan

Recommendation #11

Working across jurisdictional boundaries and in partnership with HART and other agencies, Temple Terrace should consider utilizing at least 10% of their ½ percent allocation towards co-funding BRT and express bus service within Temple Terrace

ONGOING CITIZEN INPUT

Community Transportation Plan

Recommendation #12

Beginning in late summer conduct additional community engagement to solicit further citizen input to be used in conjunction with jurisdictional direction to develop the initial 10-year project list for the referendum



Community Transportation Plan

Recommendation #13

Build trust, confidence, and accountability by creating processes that notify, inform and update citizens on specific projects



Community Transportation Plan

Recommendation #14

All the jurisdictions, HART, and other transportation agencies should realign projects and priorities to most efficiently and effectively improve traffic flow and transit as well as contribute towards economic prosperity

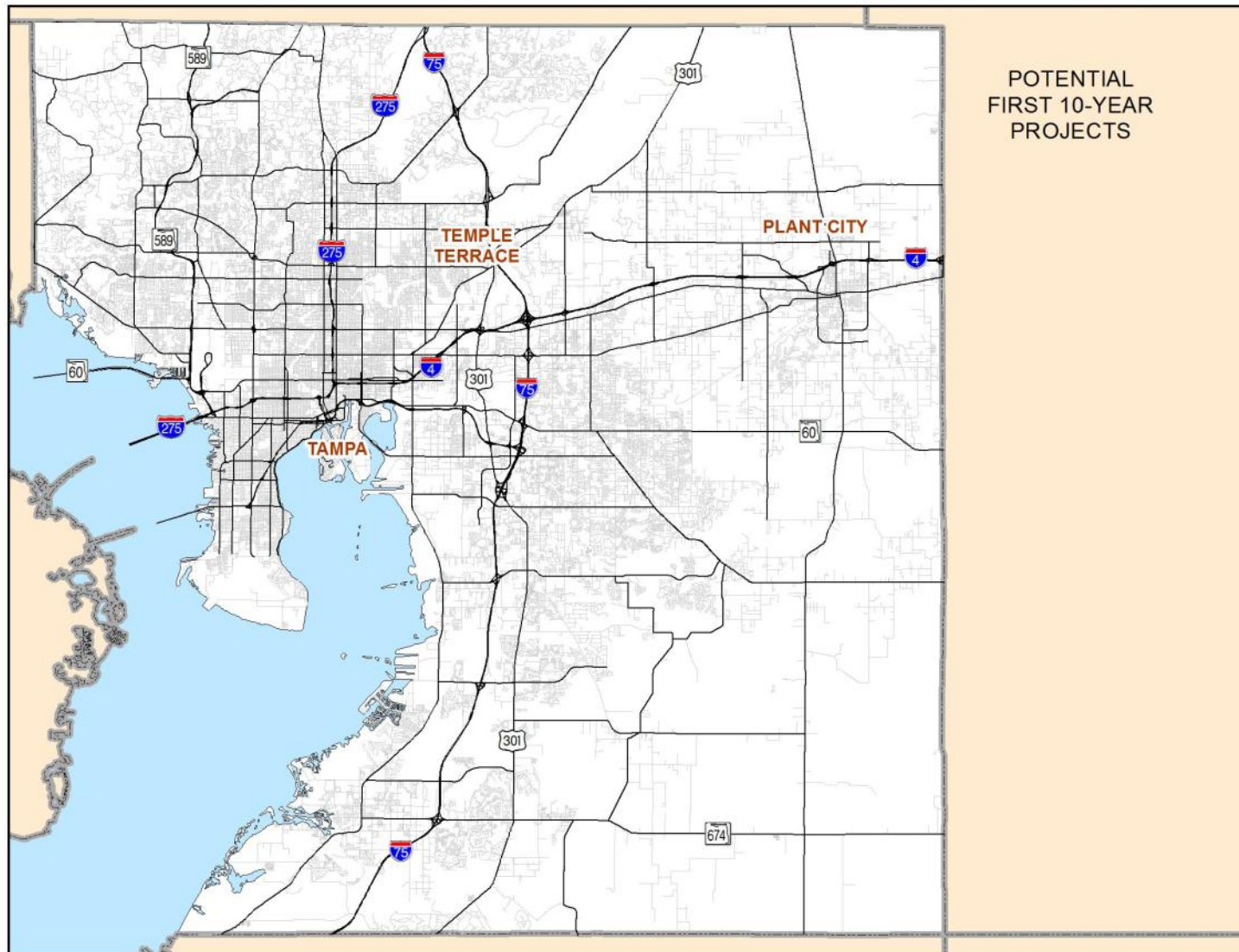


Community Transportation Plan

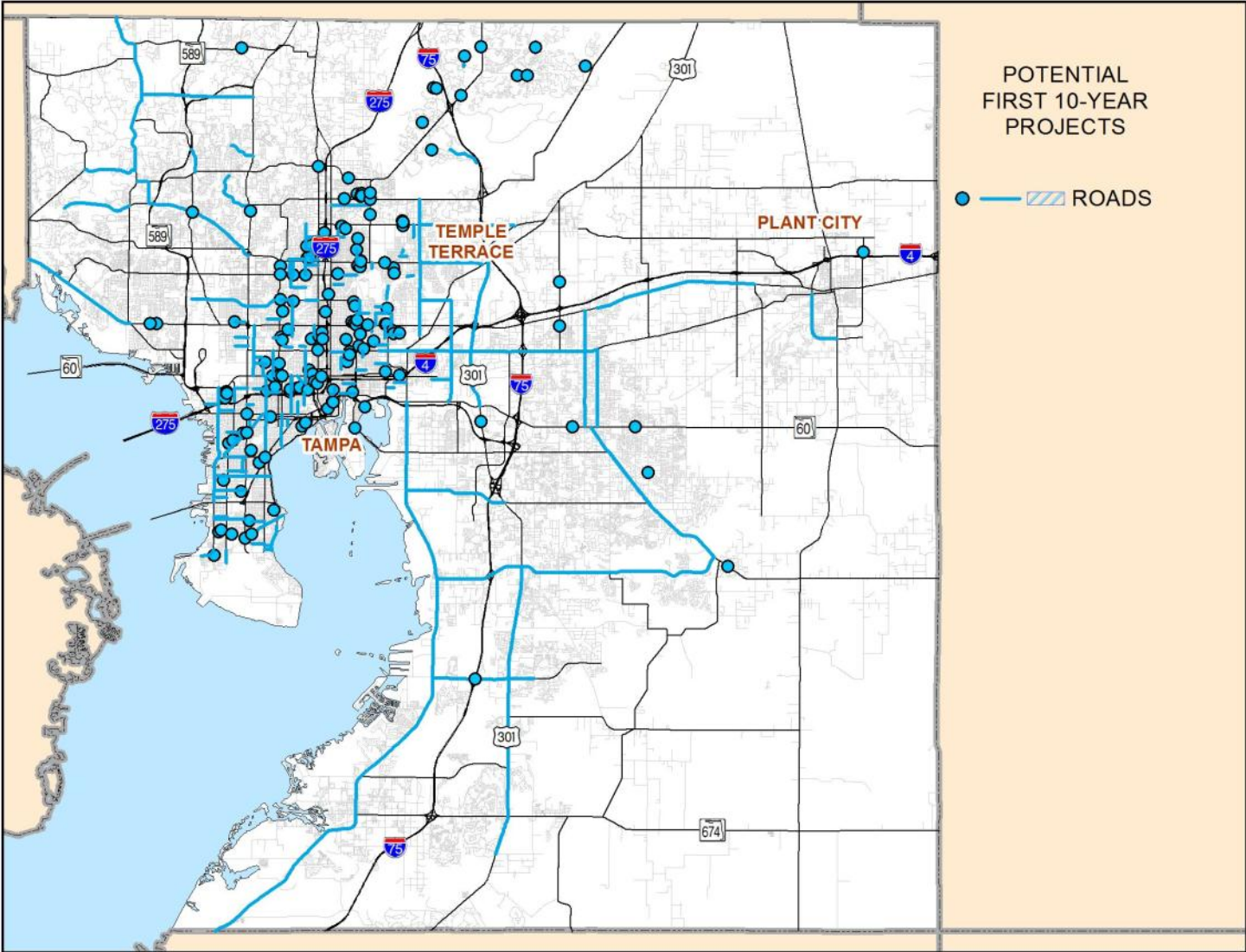
Recommendation #15

Develop and implement policies regarding alternate forms of transportation and new transportation technologies such as improved transit, automated control vehicles, private provision of transportation services, and tolling

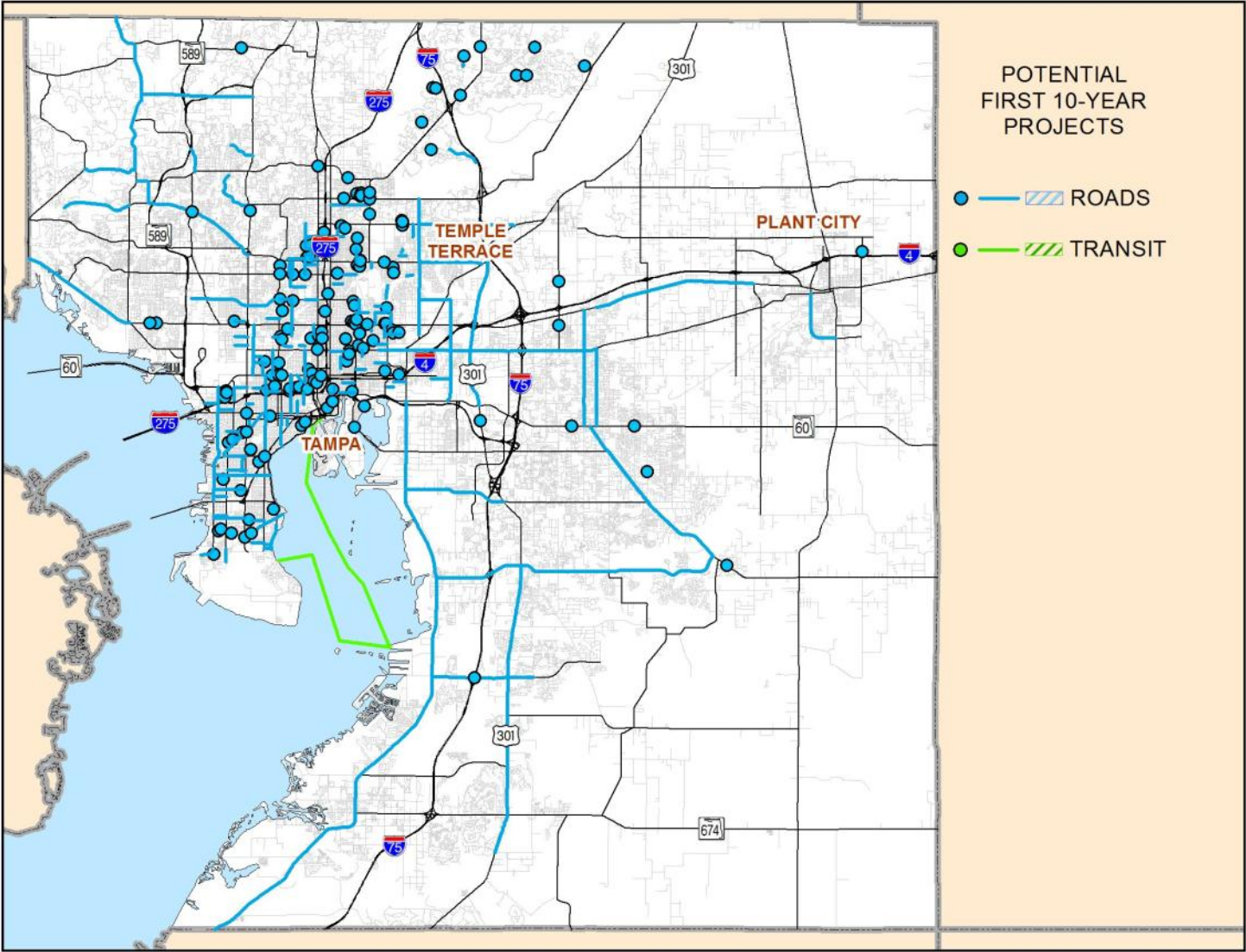
Community Transportation Plan



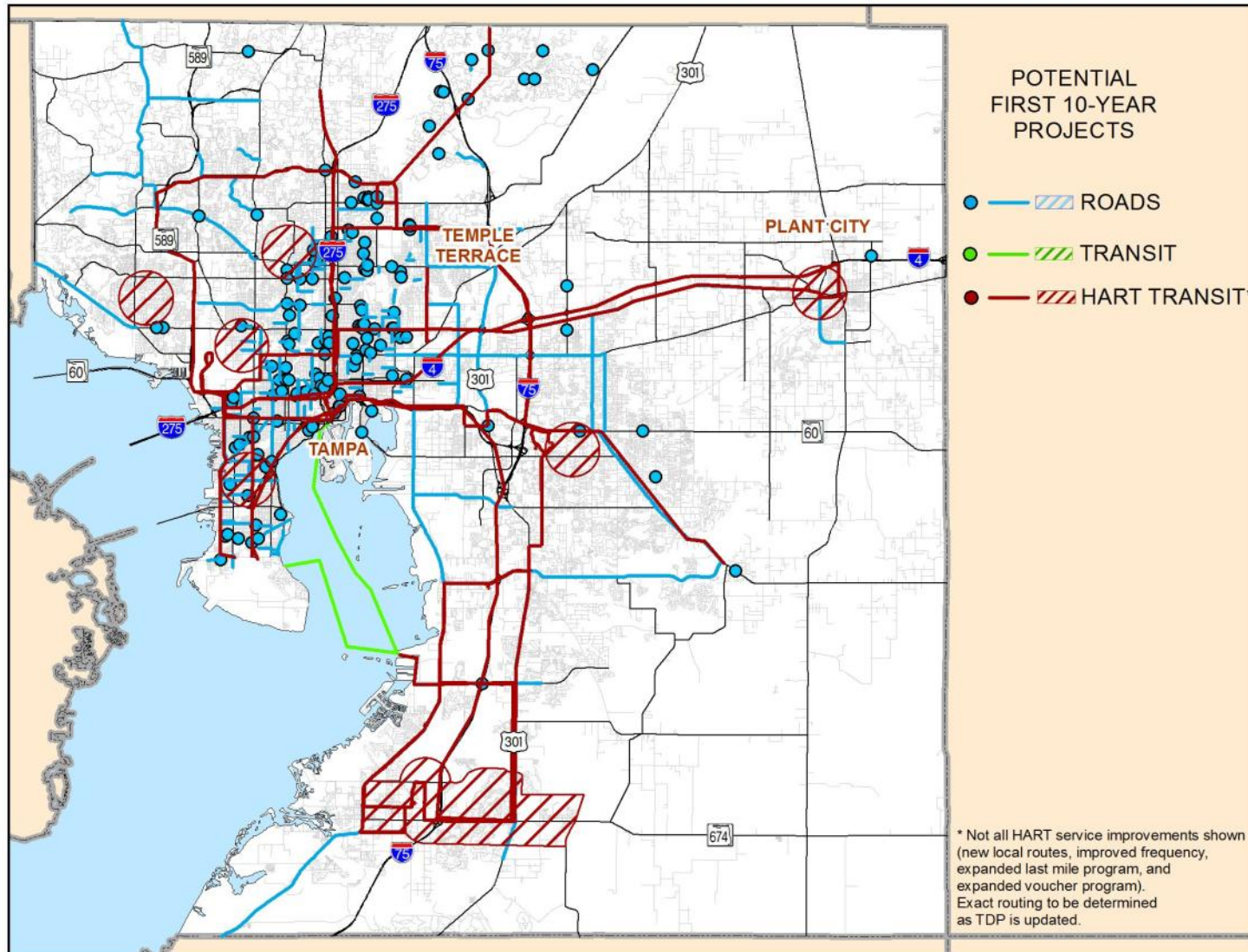
Community Transportation Plan



Community Transportation Plan



Community Transportation Plan



$\frac{1}{2}$ PERCENT SALES TAX FOR 30 YEARS

FIX & MAINTAIN OUR ROADS

MAKE BIKING AND WALKING SAFER

WIDEN AND ENHANCE ROADS

RELIEVE CONGESTION & INTERSECTION BOTTLENECKS

BUILD A STRONG TRANSIT FOUNDATION

IMPLEMENT BRT IN THE COUNTY

MODERNIZE & EXTEND THE STREETCAR IN THE CITY OF TAMPA

**THIS IS A VIABLE,
SUSTAINABLE &
SUPPORTABLE PLAN**

**THIS WILL MOVE US
FORWARD IN THE FUTURE**

**THIS WILL MAKE A
DIFFERENCE IN OUR LIVES**

www.GoHillsborough.org