



ISSUES AND OPPORTUNITIES REPORT

February - April 2015



ENGAGED CITIZENS (Included)

Well over a thousand citizens (and more every day) are joining the GO Hillsborough team, and we've included most of them below. Please forgive misspellings.

Kurt Accebach	Bill Ball	Barry Bogart	Carlos Carbera
Bob Aclanis	Lorraine Barbosa	Mary Lou Bogdan	Elaine Cahill
Etheridge Adams	Lendel Barkey	Mike Bogdan	Skip Cahill
Faye Adams	Jim Barnard	Barry Bogey	Mark Calvert
R.T. Adams	Ed Barnes	Rob Boles	Sharon Calvert
Eddie Adams, Jr.	Nancy Barnes	Bob Bollas	Frank Campbell
Barbara Aderhold	Victoria Barnes	Bob Bollin	Larry Campbell
Tom Aderhold	Christopher Barret	Bob Bollar	Dennis Canfield
Chris Adhern	C.L. Barrs	Nestor Bonilla	Evelyn Canfield
Devan Adhia	Connie Barrs	Ryan Bose	Holli Cantrell
John Adhia	Dave Barrs	John Bouker	Betty Carlin
Joe Affronti	Christopher Barrus	Linda Bouker	Beverly Carter
Jon Afgha	Jennifer Bartlett	Deborah Bowden	John Carter
Drew Akers	Howard Baskin	John Bowden	Christina Carter
Gracia Akers	Vivian Battles	Eric Boynton	David Castellano
Mike Albanese	Karen Baxter	Barbara Brady	Anna Cecil
Beth Alda	Michael Beach	Stephen Brand	Brigitte Chamberlin
Jodi Alessandri	Stephen Beachy	Connie Brinkman	James Chambers
Peter Alessandri	Richard Beattie	Doris Broadwell	Renee Chaney
Carlton Allen	Bruce Becker	Jann Broder	Mary Chang
Dee Allen	Clare Becker	Christopher Brooker	Robert Chapman
Jason Allen	Madelle Becker	Amanda Brown	Robert Chapp
Crystal Alonso	Elizabeth Belcher	Angella Brown	Ray Chiaramonte
Vasti Amaro	Herbert Belcher	Carroll Brown	TJ Childs
Don Ammetman	Theresa Benitez	Jacinth Brown	Trudy Chleboski
Nick Ammetman	Carol Bennett	Joel Brown	Trish Cianci-Deckard
Debby Amon	Darlene Bennett	Jordan Brown	Ibrahim Cissé
Patricia Anderson	Sherell Bennett	Judith Brown	Linda Clapp
Raymond Anderson	Steve Bennett	Kathy Brown	Richard Clarendon
Shana Anderson	Jerry Benningsfield	Mollie Brown	Cheryl Clark
Richard Andrew	Linda Bennington	Herman Broxton	Judith Clarkson
Charles Andrews	Tom Bennington	Belinda Bruce	Ty Clarkson
Ali Ankudowich	Victor Bens	Jeff Buck	Zachory Clements
Alberta Arciero	Bob Benson	Terry Buck	Joe Clemis
Vivian Arenas-Battles	Federick Berg	Charles Buli	Alan Clendenin
Elizabeth Arnold	Janet Bergeron	Christine Burdick	Anibal Cobrera
George Aubaul	Jim Betts	Lendel Burkey	Christian Cochran
Janice Augustine	Judy Betts	Trudy Burkey	Councilman Harry Cohen
Mike Augustine	Peggy Bierce	Bill Burnette, Jr.	Albert Coleman
Tatyana Austin	William Bierce	Lori Burns	Shawn College
Vivian Bacca	Morgan Bilman	Johnathan Butler	Addie Combs
Vicki Bacila	Robin Blau	Juanita Butte	Robert Combs
Richard Bailey	Susan Boda	Kim Byer	Phil Compton

ENGAGED CITIZENS (Included)

Carol Conner	Joe DiStefano	Dick Fournier	Warwick Green
Larry Cook	Sean Donahue	Ciera Fox	Charlotte Greenbaug
Becky Cookie	Cheri Donahue	Craig Fox	Eric Greenbaum
Michelle Cookson	Peggy Doodwine	Ginger Fox	Ralph Greenlees
April Cooper	Tanya Doran	Joanna Fox	Nancy Greenlees
Sharon Cooper	Herb Doyle	Fares Francis	William Greenlees
Renee Cooroff	Dean Drapin	Karen Fredricks	Sharles Greens
Catalina Cordora	Diane Driscoll	Anthony Fridella	Alice Griffin
Harriett Costine	Robert Duarte	Fred Friedler	Frances Griffin
Joe Costine	Dan Duerr	Ann Frisbie	Fred Griffin
Robert Couch	Margaret Dunfie	Naomi Fuller	Henry Gromall
Kevin Coughlin	Barbara Dykes	Sebrina Fuller	John Gromly
Brigitte Crambra	Terry Dykes	Walter Fuller	James Grooms
Joyce Crawford	Katharine Eagan	Anne Funicello	Mark Grosenbaugh
Annette Creary	Mike Edgerley	Lucille Furnigan	Bill Grussi
Lynda Crescentini	Susan Edgerley	Tom Fuss	Kathy Grussi
Donna Jean Crocker	Louise Eletto	Mary Jo Futch	Jose Guirales
Sue Crolley	Narda Enander	Robin Garcia	John Guthrie
Randy Crouse	Patricia Ervin	Kate Garneau	Bryan Guy
Clarice Cruckshank	Anne Fabel	Mathew Garneau	Giovana Guy
Lance Cunningham	Andrew Fair	Cheryl Garner	Andrew Hainey
Sue Ann Curd	Reneé Fair	Antoria Gary	Jane Halib
Della Cury	Janice Falcione	Glen Gary	Roland Halib
Josh Dohring	Thomas Fallon	Doug Gaul	Jessica Hall
Carlos De La Tene	R.J. Falsone	Kathy Gauthier	Josh Hall
Deborah Deanna	Tom Fass	Mark Genead	Vivienne Handy
Larry Deckard	Cheryl Faubert	W.B. Geoghegan	John Haney
Trish Deckard	Mike Faubert	Bill Geoghegan	Lynda Haney
Alan Defrain	Stephen Fenske	Eric Geronbaum	Maurice Haney
Elvira Deges	Angela Ferguson	Shirley Gilanore	Tom Haney
Victoria DeGregorio	John Ferguson	Norbert Gobin	Jeff Haning
Sue Deitch	Marie Ferguson	Barbara Gocek	Rohn Harmer
Joel Deitch	Carlos Fernandez	Bob Gold	Dianne Hart
Carla Delaterre	Cynthia Few	Jeanne Golden	Vivian Hart
Carol Dell	Brenda Fewox	L.F. Golden	Catherine Hartley
Robert DeMan	Fred Fiedler	Natasha Goodley	Donna Harvey
Jose Demerales	Corlene Findley	William Goodwill	Skip Harvey
Robin Deoraj	Len Finnegan	Bob Gordon	Martin Harwitz
Scott Derby	Kathleen Flach	Anne Gormly	Sandra Harwitz
Norman Derocher	Kelly Flannery	Paul Goss	Paul Hauck
Teena Derocher	Amy Fletcher	Lew Green	Jack Hawkins
John Dicks	James Fogarty	Loretta Green	Jean Hazelgrove
Yasmin Dilbert	Paul Fosse	Lucy Green	David Heckman

ENGAGED CITIZENS (Included)

Betty Helm	Betty James	Christian Kline	Brian Loudermilk
Matt Henderson	Bob James	Stanley Knick	Karen Lowe
Elysa Hendricks	Cathy James	Bob Koetz	Bobby Lue
Sara Hendricks	Edward James	Ivanka Kokot	Culver Lussier
Jonathan Hengst	Lois James	June Kosach	Cathy Luthin
Brian Henke	Karen Jarod	Kenneth Kosach	Charles Luthin
Emily Henke	Matt Jellison	Peter Kramer	Chris Luthin
Judith Henn	Julie Jenske	Robin Kramer	Leanne Luvel
Eva Henriques	David Jewles	Karen Kress	Robin Luvel
Brandon Henry	Jacklyn Jewles	Stan Krick	Don Lynch
Harland Henry	Betty Jimack	Ann Kulig	Suzanne Lynch
Miriam Herrer	Beverly Johnson	Ludi Kulihin	Betty Mack
Melanie Higgins	Henry Johnson	Sunil Kumar	Elmer Mack
Dean Hill	Jeanine Johnson	Tony LaColla	Theresa Mahoney
Donald Hill	Joe Johnson	Mike Lamarca	Phani Mangavalli
Max Hill	Lindy Johnson	Adrian Laramee	Cynde Marcer
Michelle Hill	Carol Jolly	Bradley Larino	Nancy Marion
Pam Hill	Lew Jolly	Jim Lathrop	Octavian Martin
Maristela Hinojosa	Chip Jones	Patty Lathrop	Nathan Martinez
Miriam Hirerra	Natalie Jones	Anthony Lauture	Nicole Martinez
Ginger Hoang Le	Sheila Jones	Lisa Lauture	Pat Mather
Greg Hoang Le	Tina Jones	Laura Lawson	Pierre Mathurin
Tom Hokombe	Deborah Joudrey	Laura Lee	Michael Maurino
LeAnne Honeycutt	Danielle Joyce	Susan Lee	George May
Michael Honeycutt	Gary Judy	Claudia Leferre-Lowry	Roy Mazur
Arnett Honeywell	Yong Judy	Teo Leonard	Terry McCarty
Brenda Hood	Mel Jurado	Susan Lester	Cynthia McDonald
Warren Hood	Rod Jurado	Louise Leto	Paul McDonald
Mary Hoppe	Mike Kapln	Vanessa Livingston	Sean McDougal
Dennis Horne	Lori Karpay	Jerome Levy	Kinsley McEachern
Patricia Howard	Michael Karr	Hortense Lewis	Susan McKeithan
Mark Hudson	Kenneth Kasach	Thom Lewis	Jim McLoughlin
Marty Hudson	Spencer Kass	Carlton Lewis, Jr.	Frank McMullen
Jeffrey Huggins	Paul Kazmarek	Jan Libbey	Tim McMurry
Walter Hughes	Allan Keller	Paul Libbey	David McQuaery
James Humphrey	Pat Kemp	Lela Lilyquist	Michael McQueen
Jeri Hundertmark	Lisa Kennedy	Brenda Lindsay	Tom Mead
Martin Hurwitz	Tom Kennedy	Vanessa Livingston	Cindy Meadows
Sandra Hurwitz	Gary Kennelly	Susan Long	Steve Meadows
Mike Iden	Ken Kessler	Dylan Lobo	Annelise Meier
Donna Ingargiola	Peggy Kienzle	Linda Lockhart	Phil Menke
William Irwin	Joe Kilgore	Diane Loeffler	Cynde Mercer
Brent Ivy	Jay King	Fred Loftland	Lynn Merenda
Carol Jacobs	Betty Kinsey	Ignacio Lorenz	Jacque Merte

ENGAGED CITIZENS (Included)

Adam Metz	John Nickens	Deborah Price	Jim Rood
Gwen Meyers	Karen Nikolasski	Jean Price	Pam Roohey Booy
Christine Michaels	Jim Norman	John Price	Gerald Rose
Karen Michalski	Donald Noste	Paul Price	Santa Rose
Rosemarie Middleton	William O'Brien	Paola Pringle	Anne Ross
Don Mihokovich	Paul O'Connor	Doug Printy	Jayne Ross-Phillips
Duane Milford	Joseph Odda	Jan Printy	Chuck Sackett
Edward Miller	Robert Odonnell	Eleanor Pritham	James Sanchez
Eugene Miller	Darrell O'Neal	Sherman Purnell	Rebeckah Sanchez
Megan Miller	Ed Ortega	Karen Putney	Sandra Sanchez
Susan Minich	David Osorio	Carolyn Pyle	Ileana Sardinas
Bob Minthorn	Jay O'Sullivan	Terrence Pyle	Linda Saul-Sena
Tammy Mitchell	Kym O'Sullivan	Greg Rabelo	Bill Scheera
Jerry Mitchen	Ralph Oswald	Mary Rabelo	Roland Schnabel
Bob Mohr	Kimberly Overman	Ken Ranbon	Tim Schock
Cheryl Monney	Cindy Page	Mary Ranieli	Cathy Schumacher
Israel Monsanto	Dan Page	Patricia Rapach	Roger Schumacher
Councilwoman Lisa Montelione	Margaret Palmeri	James Ratliff	Rita Schwager
Cheryl Mooney	Madison Parker	Barbara Rawls	Amy Scott
Maverick Moore	Susan Parks	Oscar Rawls	Kathleen Scott
Beverly Morahito	Sherman Parnell	Tim Reaves	Katie Scott
Dewain Morgan	Pedro Parra	Michelle Reed	Richard Scott
Shirley Morgan	Ann Parrish	Sandy Reed	Sandra Scott
Sandra Morrison	Don Parrish	Pat Reilly	Edward Scully
Jack Morton	Dennis Patterson	Richard Reiner	Anna Seay
Karen Michalski	Richard Paul	Denise Reiner	Joseph Serio
Elizabeth Mueller	Jo Laurie Penrose	Richard Relna	Bob Shangraw
Michael Mueller	David Percey	Elvira Reyes	Latria Shaw
Karina Mullins	Janice Percey	Rick Rhodes	Wayne Shaw
Wes Mullins	Edward Perez	Sharon Rhodes	Patty Shawver
Commissioner Sandra Murman	Kendall Perez	Sarah Richards	Rick Shawver
Marianna Musutto	Jim Perry	Grant Rimbey	Margaret Shepherd
Adam Myers	Mike Peterson	Richard Rinck	Joan Shinsky
Bernadette Myhre	Clark Phillips	John Ringdahl	Jim Shirk
Betty Myrick	James Phillips	Allison Roberts	Lisa Silva
Donald Nathan	William Pierce	Karen Roberts	Bert Simoncini
Jan Nelson	Nick Pirko, Jr.	Ken Roberts	Bobbi Simons
Richard Nelson	Richard Pittman	Brenda Robinson	Ray Skaine
Wyatt Nelson	David Plehn	Joseph Robinson	Sandra Skaine
Jerry Nepon-Sixt	Linda Plehn	Mike Robinson	Gladys Slack
Donald Neste	David Pogorilich	Andrew Rock	Walter Slupechi
Evelyn Neste	Rose Porter	Eli Rodriguez	Andrea Small
Sara Nichols	Suzanne Posey	John Rodriguez	Jan Smith

ENGAGED CITIZENS (Included)

Marilyn Smith	Logan Sultenfuss	Desmond Valdez	Karen Webb
Adrian Smude	Mary Beth Sultenfuss	Diane Van Volkinberg	Chris Weber
Mary Smude	Adriianne Sundheim	Robin Varnadore	Kathy Werner
Theresa Snipe	Betty Swann	Barbara Vasconcellos	Rudy Wester
Therese Snodgrass	Cathy Swimmers	Greg Vawter	Norm Wetzel
Phil Sortore	Michael Sykes	Dave Veitch	Chris Wagner
Francine Sotomayor	Ian Tabb	Georgia Veitch	Paul Wheat
Derek Spalding	Sally Taylor	Sergio Velazquez	Mike White
Andrea Stall	Carmen Telosca	Alice Viani	Commissioner Stacy White
Ed Stanfield	Paul Thibault	Don Vickensi	Kathy Whitley
Jeff Stanton	Don Thomas	Don Vickers	Neil Whomsley
Arnold Stark	Erin Thompson	Jared ViDovic	Betty Wikinsky
Christian Stark	Marie Thompson	Cindy Vinal	Blake Wilcox
Diane Stark	Mark Thompson	Anthony Vlamis	Bob Wilder
Donna Stark	Kevin Thurman	Kim Vroutos	Felice Willaford
Lillian Stark	Jackie Toledo	Chris Wagner	Robert Willaford
Frida Stearns	Ellen Tolin	Gwen Wagner	Connie Williams
Michael Stephens	Vivian Toney	Marilyn Wakeman	Dee Williams
Mark Sternfeld	Diane Tottrup	Lois Walker	Gregory Williams
Andrea Stiall	Raymond Trallo	Wendell Walker	James Williams
Frederick Strawn	Jan Tumbleson	Rosemarie Walter	Jean Williams
Lois Strawn	Ed Turanchik	Grant Walters	Kim Williams
Sandy Streit	Mary Anne Turkington	Rebecca Watkins	Sylvia Williams
Mary Striby	William Twaite	Daryl Watkins	Jennifer Willman
Hannah Strom	Robert Twitty	David Watkins	
Sam Sudman	Barbara Valdez	Ethel Webb	

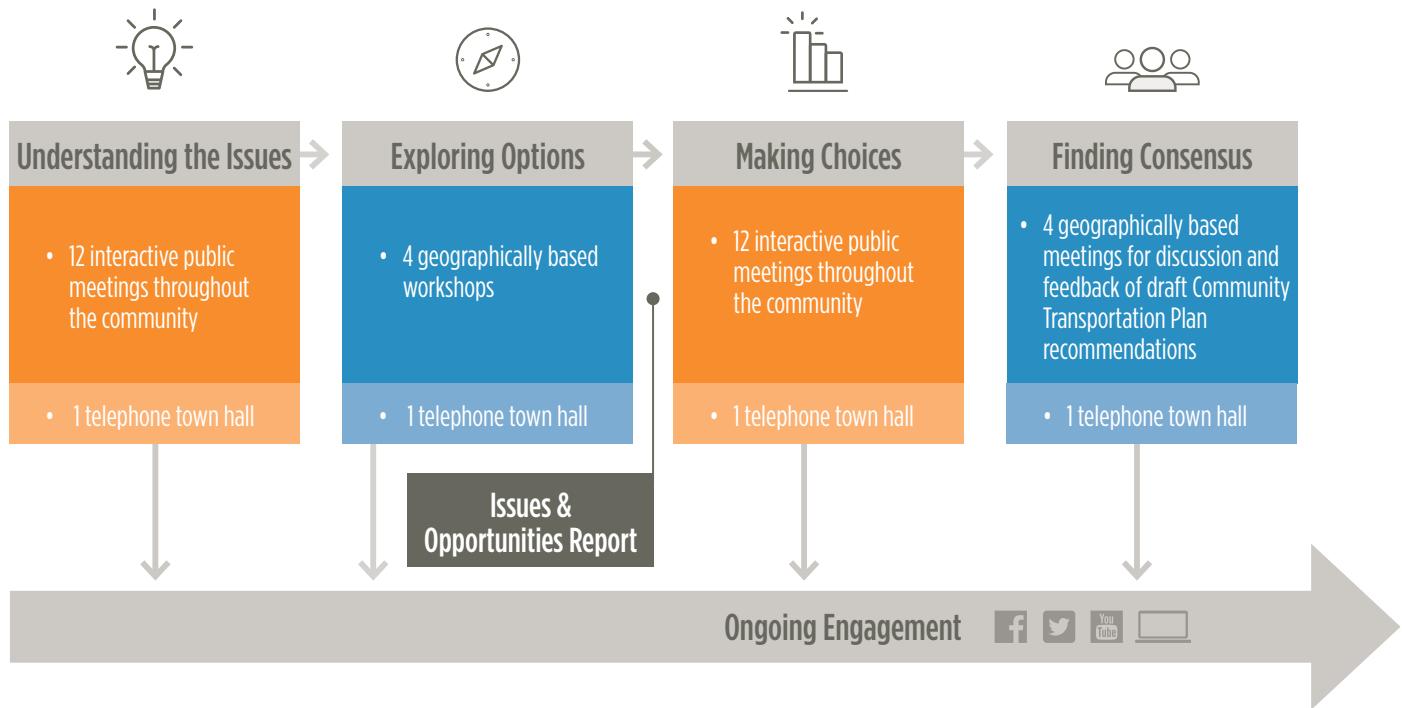


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YOUR VOICES: VALUES, ISSUES AND OPPORTUNITIES

February – April 2015



Our community is facing tough choices related to the very complex issue of transportation. Quite simply, we are experiencing significant shortfalls in funding just as our population is expanding and our congestion is rapidly increasing, putting greater pressure on our already declining transportation system. We have competing needs across communities throughout the county, including failing intersections and maintenance. The reality is that unless we come together and deal with this right away, our quality of life and prosperity is threatened.

Process

The Board of Hillsborough County Commissioners, the mayors of Plant City, Tampa and Temple Terrace and the chair of Hillsborough Area Regional Transit (HART) have come together to create consensus around a Community Transportation Plan that works for you and protects our quality of life. This effort, now known as *GO Hillsborough*, is undertaking extensive community engagement, including 32 workshops all across the county and cities, broad online, social media and traditional communications, as well as 4 Telephone Town Hall forums.

We are now at the halfway point, having finished the Understanding the Issues and Exploring Options phases, and it is a good time to share what we've heard from you, your neighbors and the broader community. To date, we've hosted 16 open-house-style workshops that more than 1,000 people have attended. We've also hosted two teletown hall meetings where more than 12,000 people joined us. Our online, social media and telephone comment lines have brought us frequent interactions, emails, and notes, including over 1,600 “likes” on Facebook and over 400 visitors on the I-Neighborhood app, a map feature on our website that allows for review of projects and comments on those projects.

The following pages are a summary of what we've heard so far about your values, priorities and concerns. This input is the basis of the second half of our community engagement, Making Choices and Finding Consensus around our Community Transportation and Mobility Plan.

Website, Social Media and I-Neighborhood App



GO Hillsborough includes its own website, blog and I-Neighborhood App, Facebook, Twitter, YouTube and a telephone comment line where you may share thoughts, opinions and concerns, engage in discussions, and even weigh in on suggestions and ideas that you feel are best for our community.

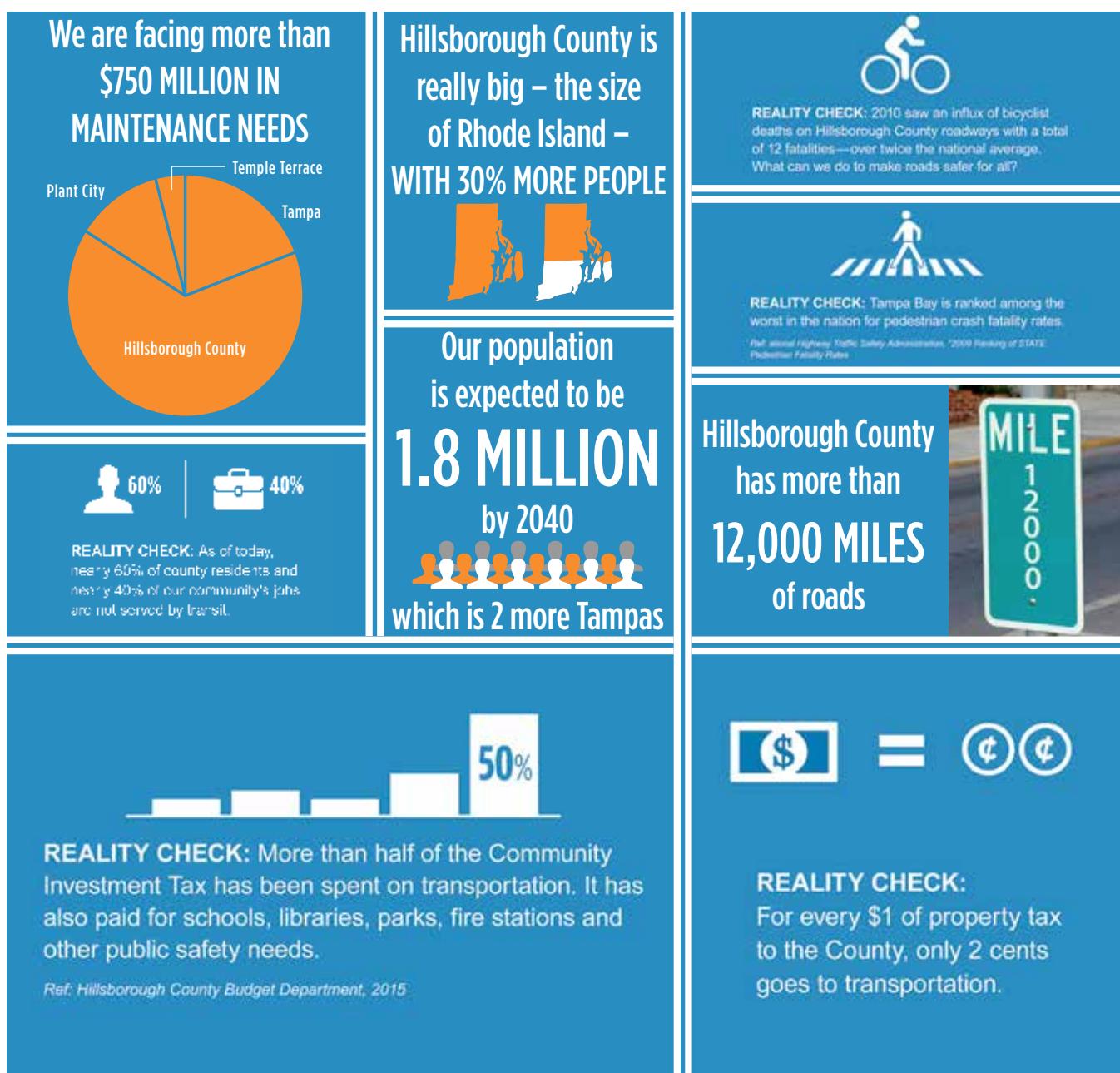
Our I-Neighborhood App has every transportation project in the county and cities viewable on a map. Anyone can click to see potential projects such as a circulator in downtown Tampa, a new Bus Rapid Transit route along SR60 or a ferry from Apollo Beach to MacDill. It shows you which projects throughout the community are popular, asks you to rate them, and allows you to weigh in on survey questions about our roads, congestion, and other transportation related matters. To date, we have had over 400 visitors to the I-Neighborhood App.

Our Facebook page poses questions to stimulate discussions and provides relevant information and news articles, meeting reminders, photos and updates from meetings. By late March, we had over 1,600 people or groups who “liked” GO Hillsborough. Ongoing throughout our engagement, we have had active participation every day and discussion topics have included improving our roads and intersections, expanding our transit system, completing our streets and sidewalks and even the value of embracing new technology and ride-sharing.

In Person and on the Phone

We held 16 interactive workshops throughout our county and 2 telephone town hall meetings, and set up a comment line available 24/7 to the public. We talked about how you use transportation – and how you want to use it – every day. We had numerous professionals and experts on hand at every meeting to explain information, answer questions and listen to your issues and concerns.

Each in-person meeting was set up with multiple stations with informational boards to give you a sense of the magnitude of the issues our community is facing. We provided an overview of our limited transit system and maps that showed our constrained roads and congested intersections. We discussed our declining quality of life and reviewed information that showed you that Hillsborough County is having significant difficulty keeping up with its maintenance and resurfacing needs, even though our community invested more than \$1.3 billion in transportation over the last 20 years – much less keeping up with our current and future needs.



Examples of reality checks shared at meetings, online and through social media as conversation starters.

Dot Boards and Our Kitchen Table

We then asked you to do two exercises. In the “Dot” Exercise, we gave each person 4 round stickers and asked you to prioritize what was important to you in transportation. (You could place all of them on one priority or distribute them among 4 priorities.) Once that was finished, we asked participants to move to our “Kitchen Table” Map Exercise. Here, they were able to look over the transportation network in their area. Many people gathered, studied and drew on the map, discussing their ideas, thoughts and opinions with one another.



UNDERSTANDING THE ISSUES

Our conversations focused on understanding both our current circumstances and, as importantly, how transportation impacts your daily life. At a grassroots level, we are seeking to understand the perspectives of as many people as we possibly can. This way, we believe we can all be confident in a Community Transportation Plan that will serve everyone.

The longer we wait to address this, the worse it will get. And the worse it gets, the more it will cost.

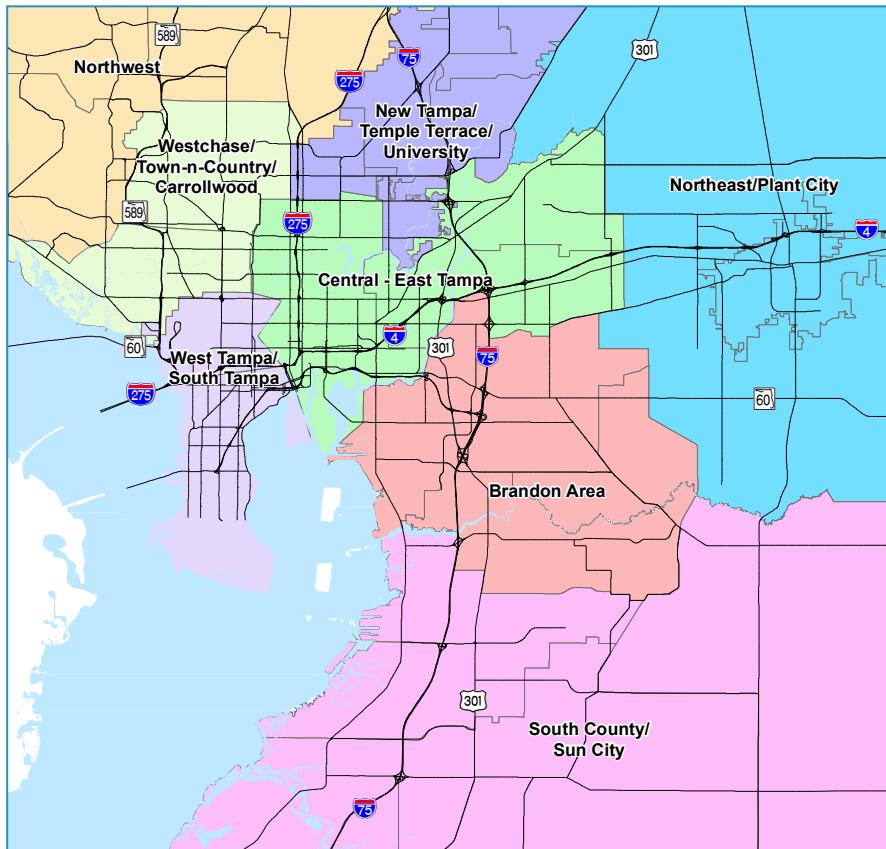


UNDERSTANDING THE ISSUES

NEIGHBORHOOD WORKSHOPS

Here is a summary of the input we received from those who attended the workshops, left comments and/or participated in the Dot Boards and Kitchen Table exercises. For each of the neighborhood meetings, we compiled the results into a bar chart and highlighted the top 5 priorities.

- | | | | |
|---------|--|---------|---|
| Feb. 17 | Mt. Olive A.M.E Church/West Tampa | Mar. 9 | New Tampa Community Park/New Tampa |
| Feb. 19 | Town 'N Country Regional Public Library/
West Chase-Town 'N Country-Carrollwood | Mar. 10 | Omar K. Lightfoot Center/Temple Terrace |
| Feb. 23 | Waterset Landing Café/South County – Apollo Beach | Mar. 12 | St. Timothy Catholic Church /Northwest |
| Feb. 24 | Ragan Park/East & Central Tampa | Mar. 16 | Thonotosassa Library/Thonotosassa |
| Feb. 26 | Southshore Regional Library/South County – Sun City | Mar. 17 | Trinkle Center/Northeast – Plant City |
| Mar. 2 | Manhattan Avenue United Methodist Church/South Tampa | Mar. 19 | Telephone Town Hall Meeting |
| Mar. 3 | Bell Shoals Baptist Church/Brandon | | |



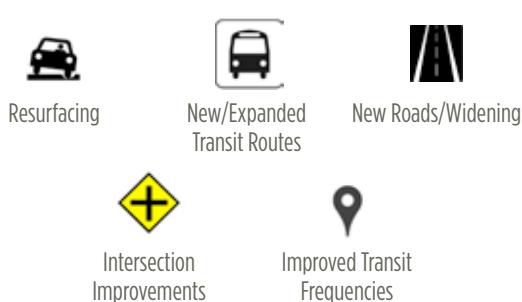
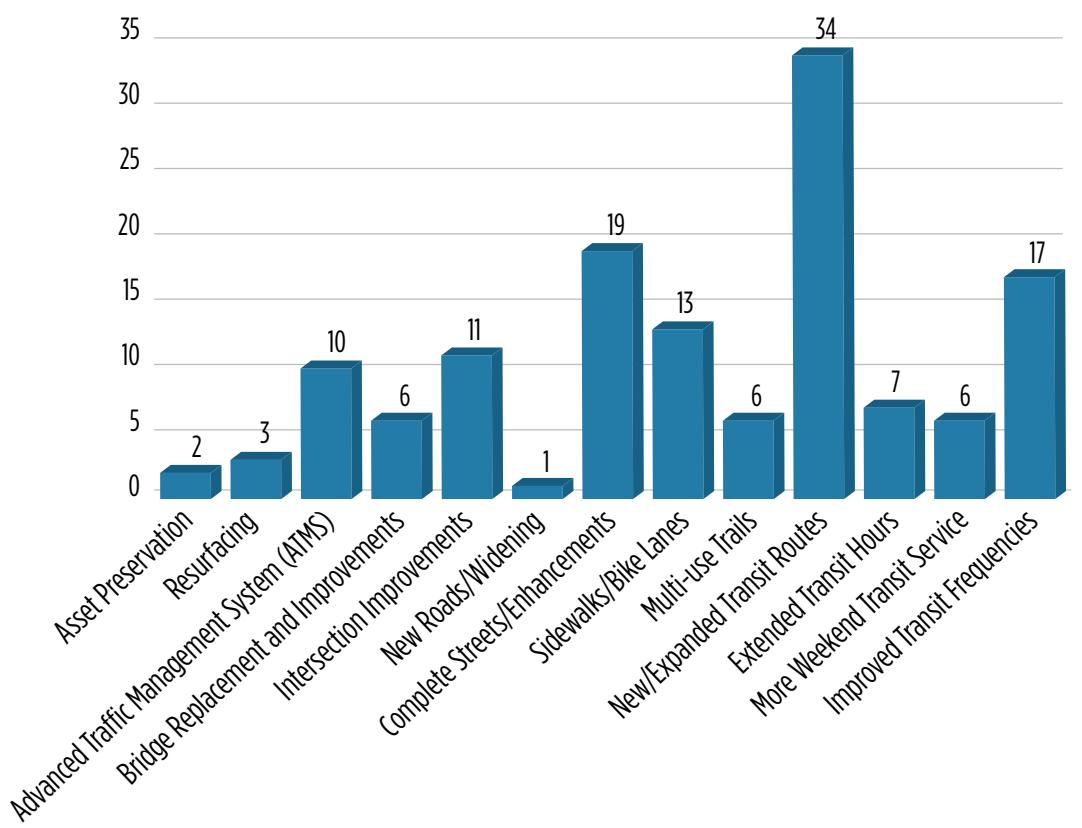
GENERALIZED PUBLIC MEETING AREAS

Public Meeting Zones	New Tampa/Temple Terrace/University Area	South County/Sun City
Brandon Area	Northeast/Plant City	South Tampa/West Tampa
Central - East Tampa	Northwest	Westchase/Town-n-Country/Carrollwood

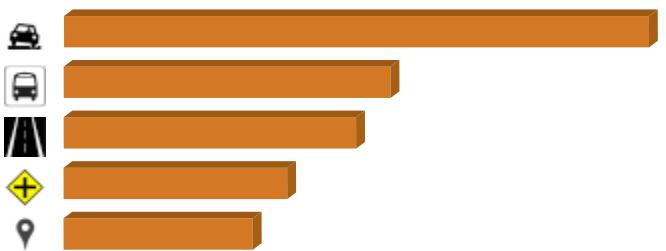


West Tampa – 2/17/2015

Attendance: 44



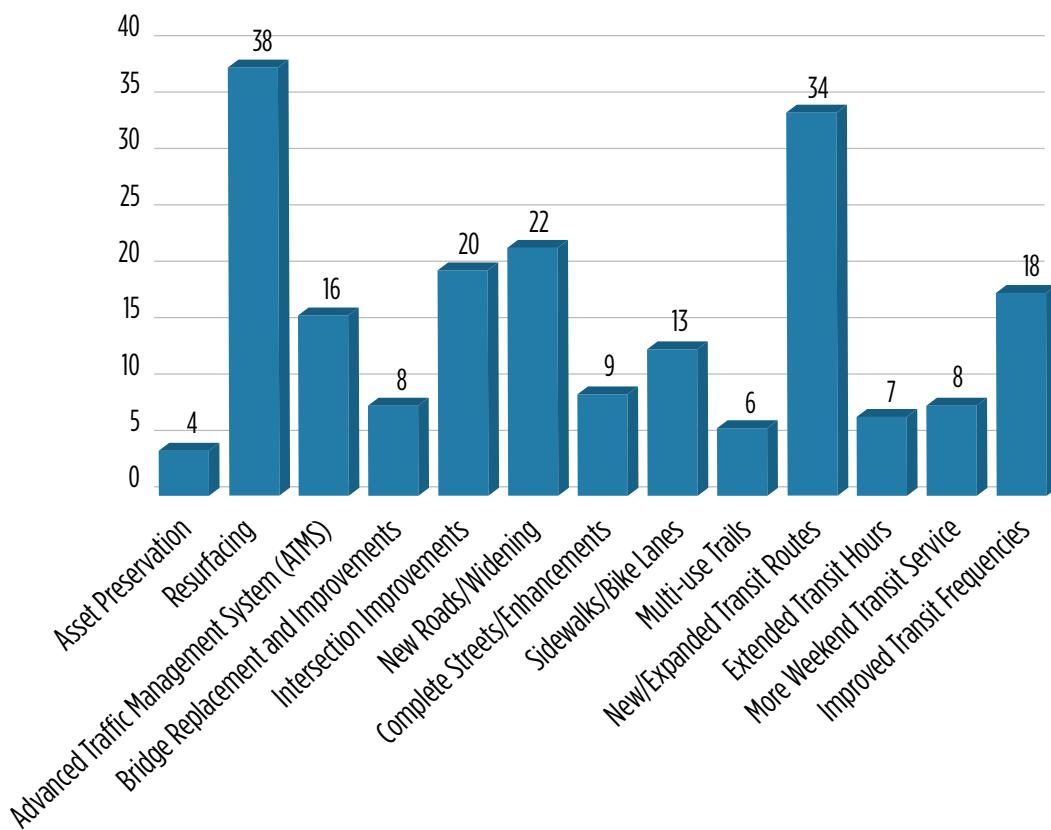
TOP PRIORITIES



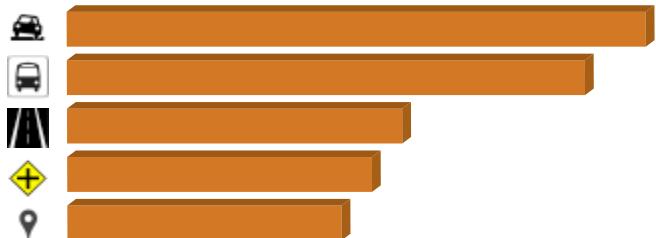


Westchase, Town 'N Country, and Carrollwood – 2/19/2015

Attendance: 54



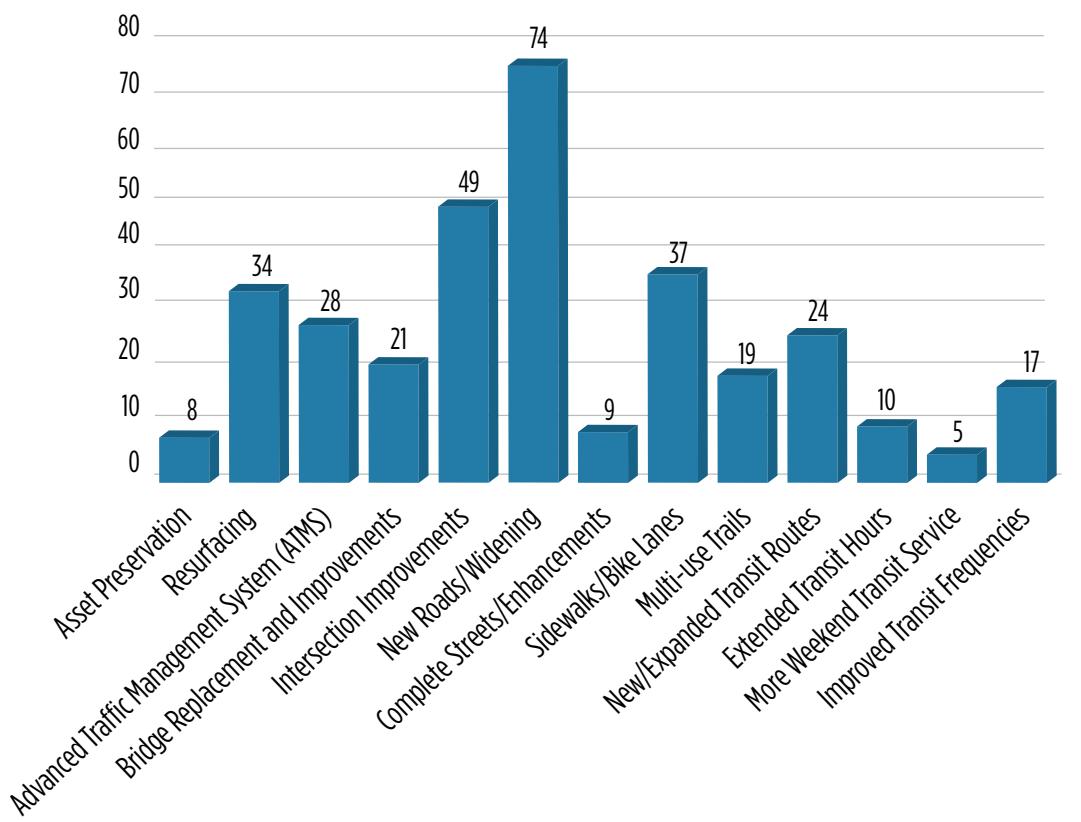
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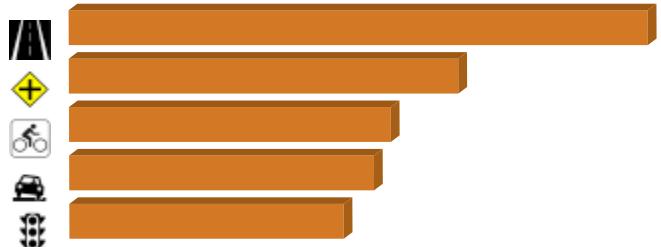


South County – 2/23/2015

Attendance: 94



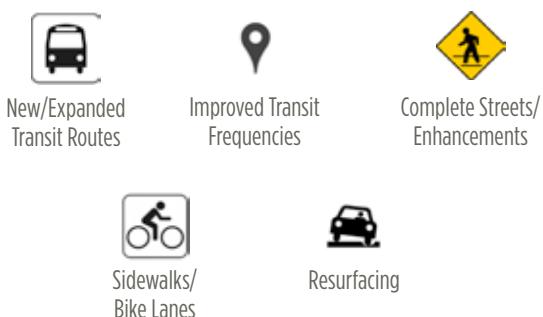
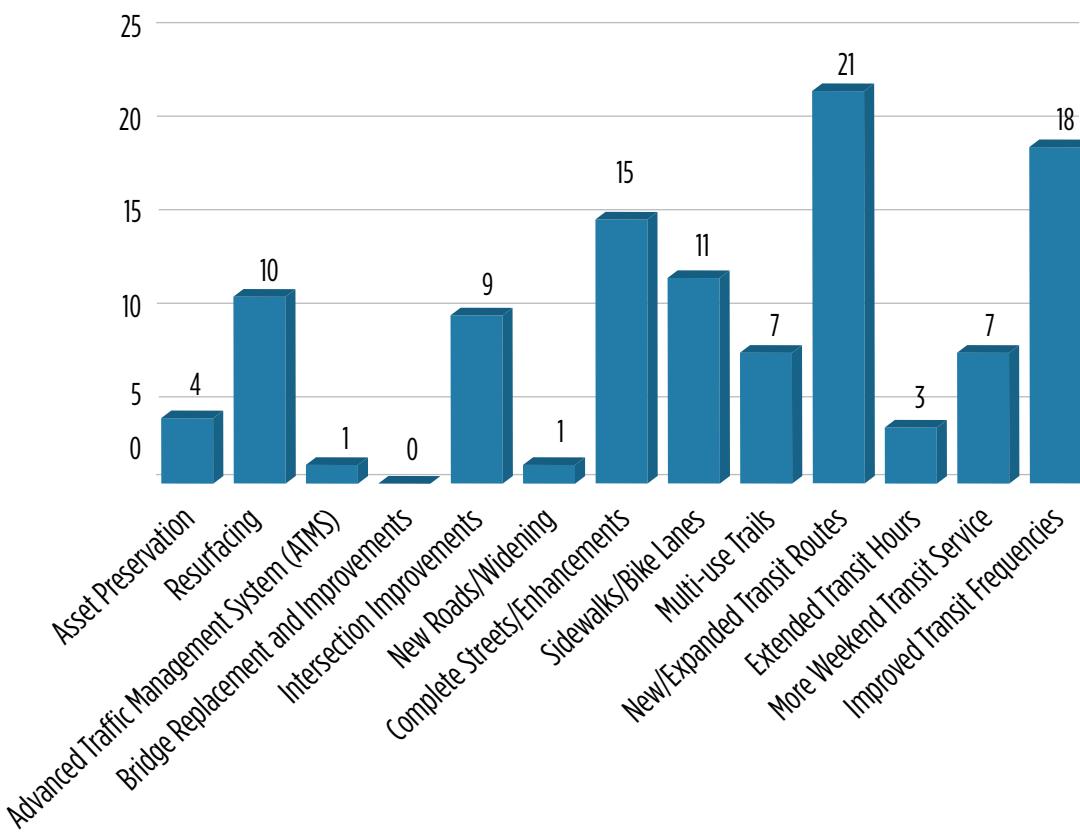
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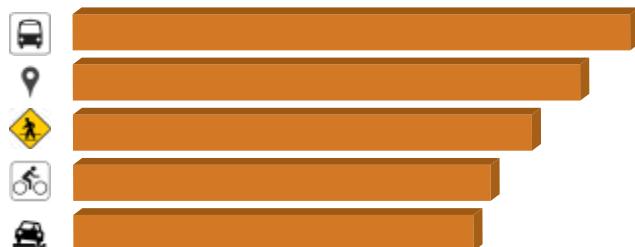


Central-East Tampa – 2/24/2015

Attendance: 33



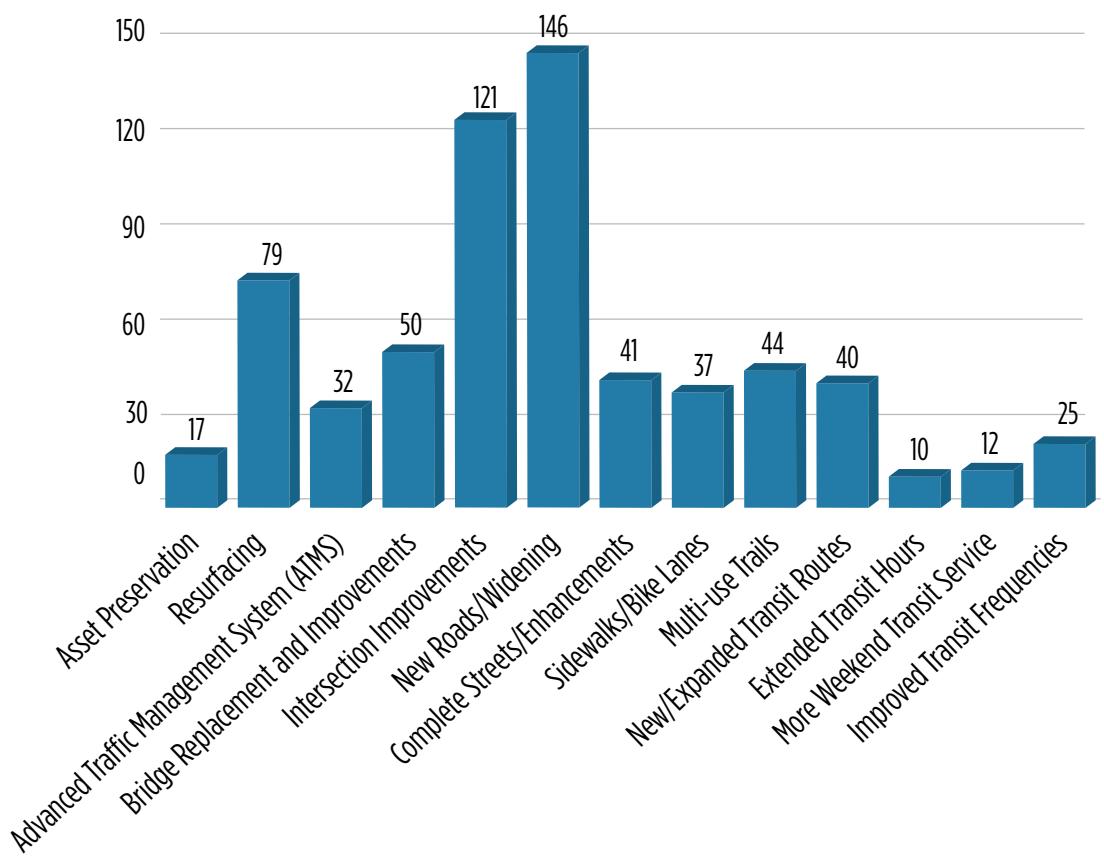
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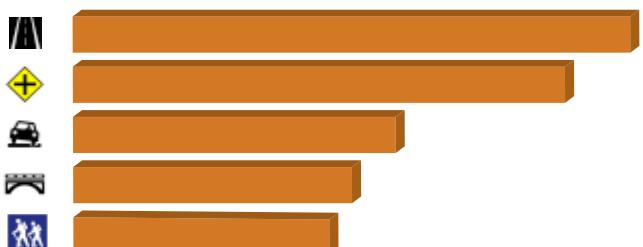


South County/Sun City – 2/26/2015

Attendance: 211



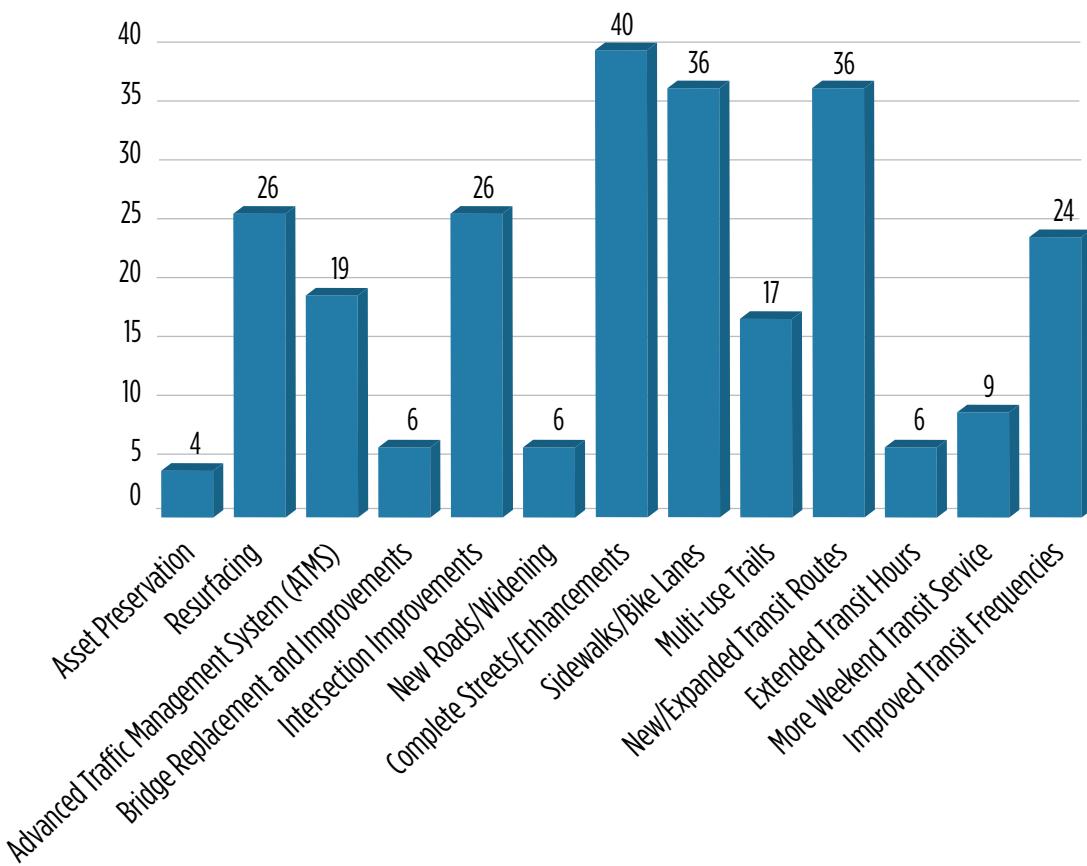
TOP PRIORITIES



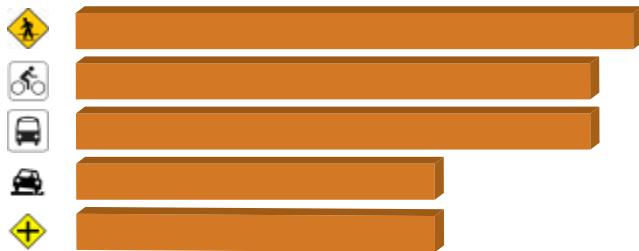


West Tampa/South Tampa – 3/2/2015

Attendance: 74



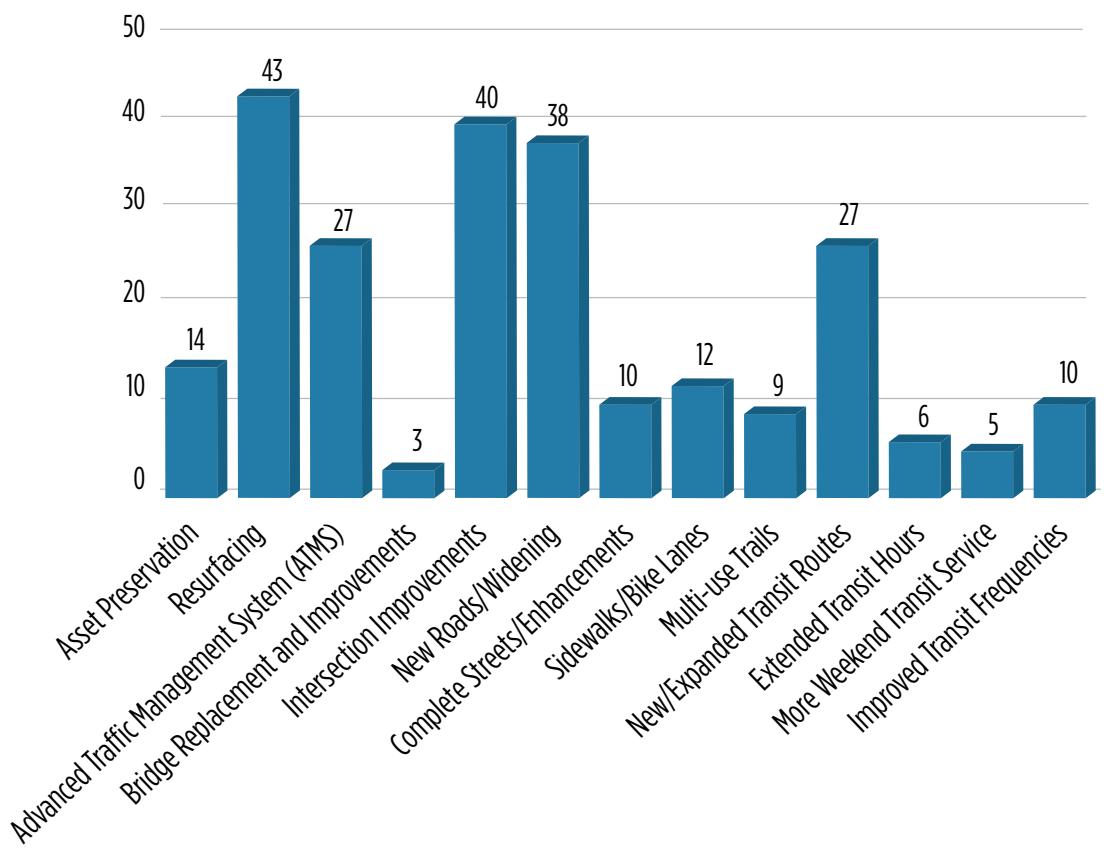
TOP PRIORITIES





Brandon – 3/3/2015

Attendance: 79



TOP PRIORITIES



Resurfacing



Intersection
Improvements



New Roads/Widening



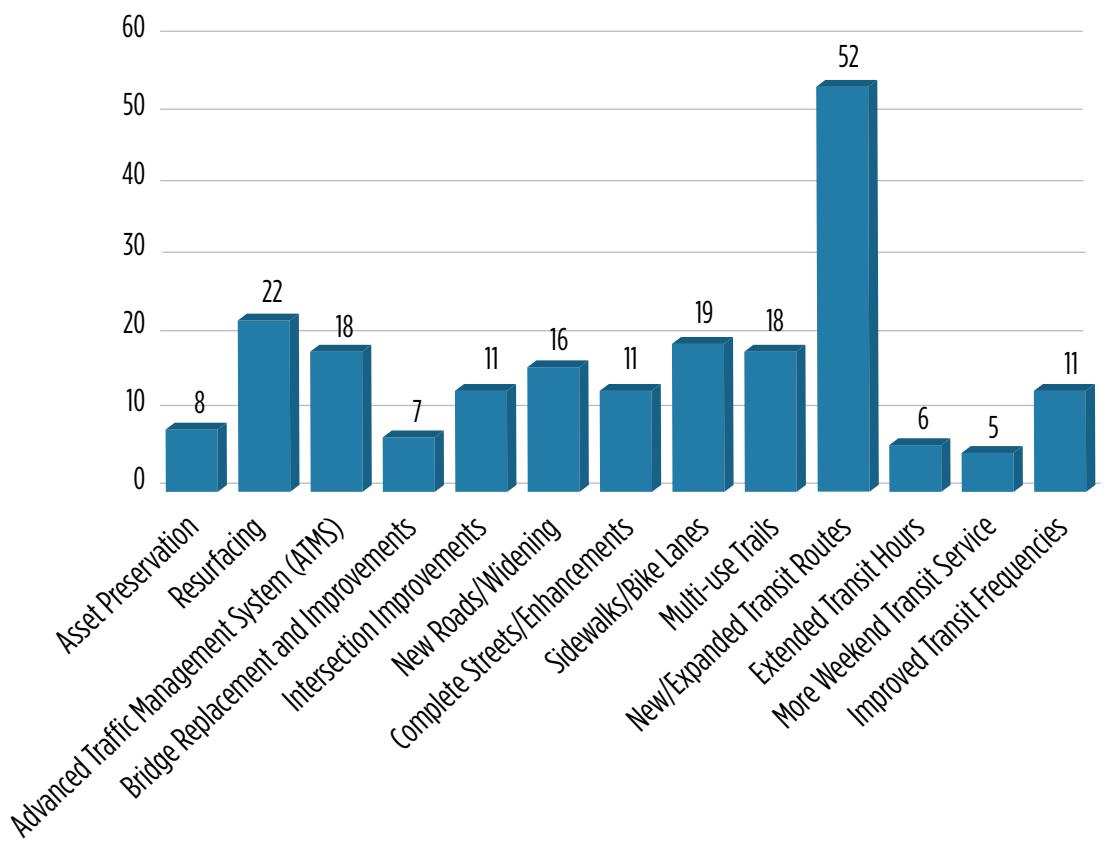
Advanced Traffic
Management System
(ATMS)



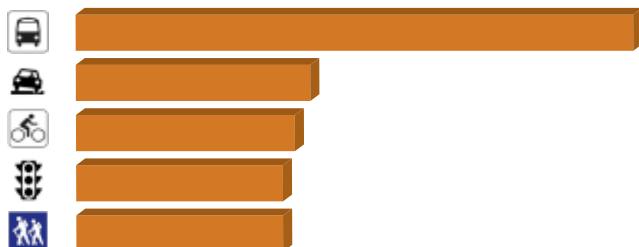


New Tampa – 3/9/2015

Attendance: 52



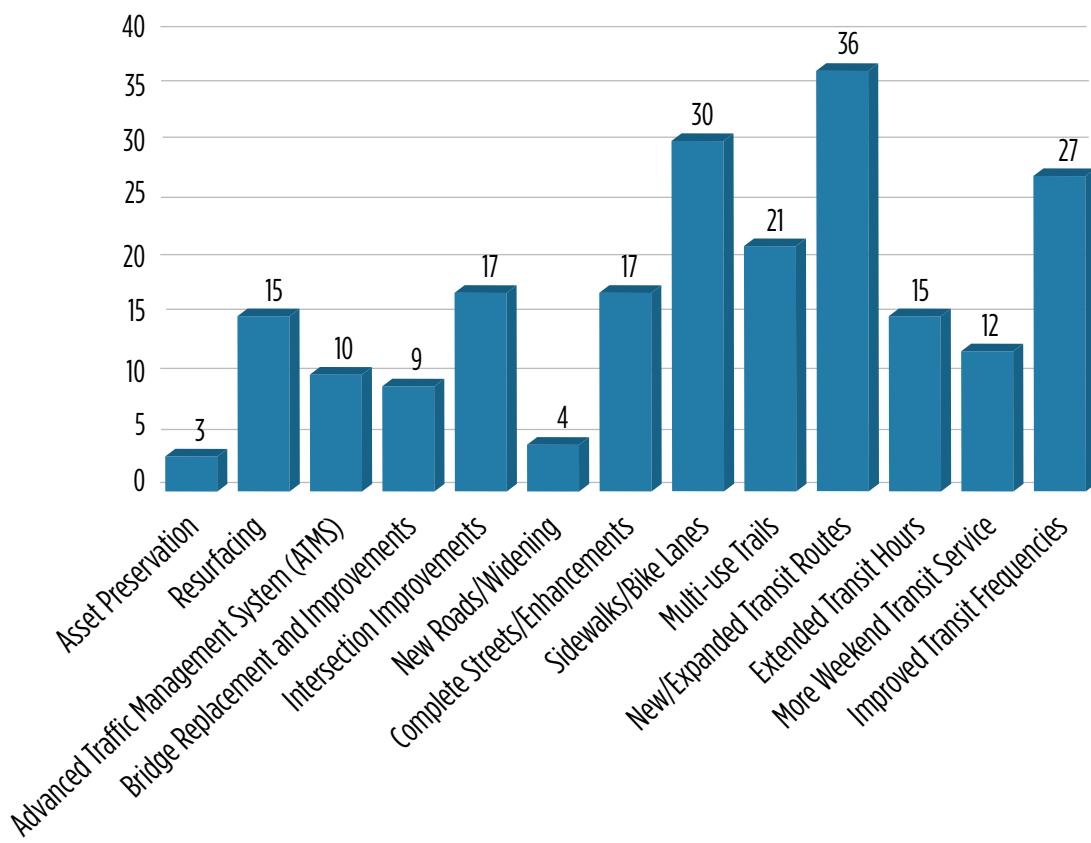
TOP PRIORITIES



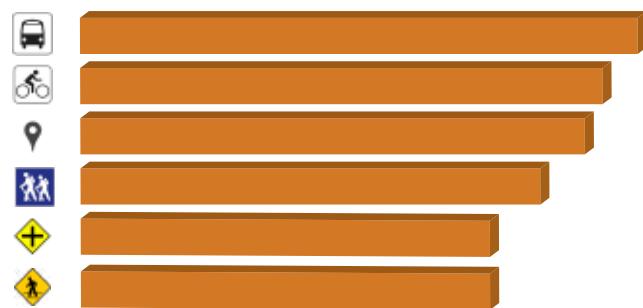


New Tampa/Temple Terrace/University – 3/10/2015

Attendance: 71



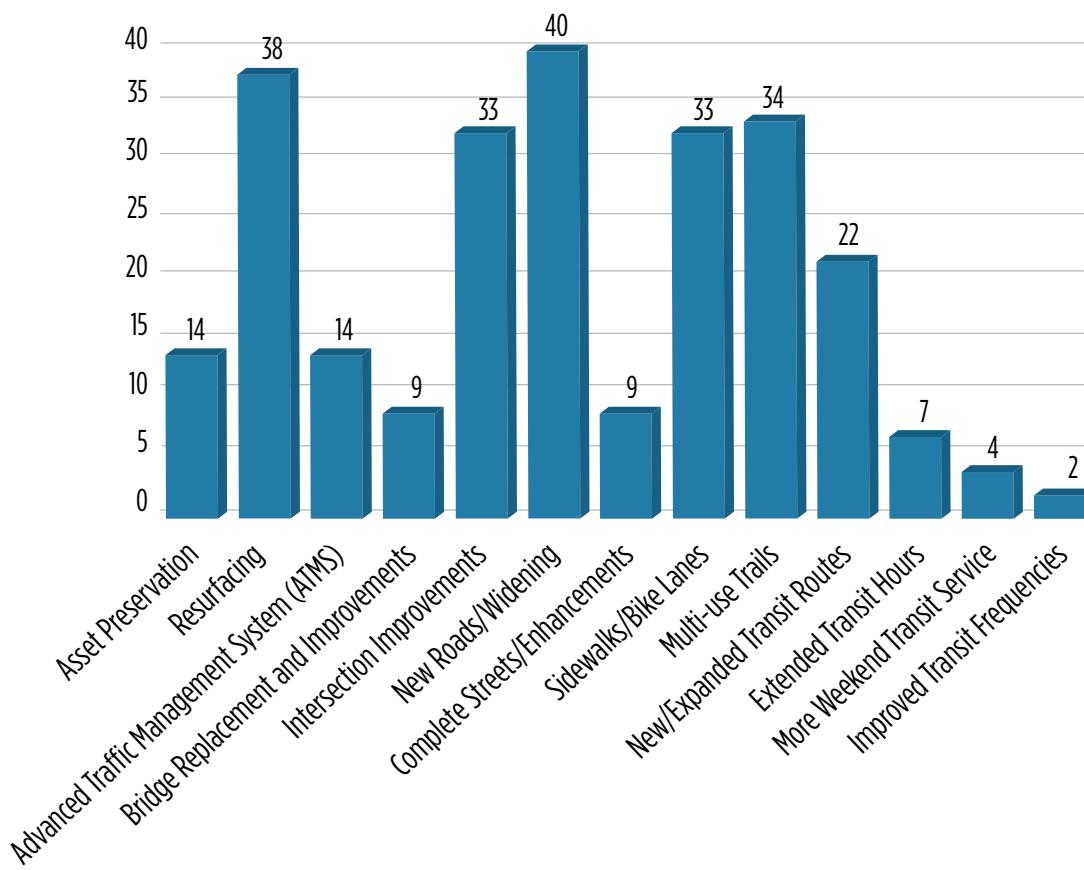
TOP PRIORITIES



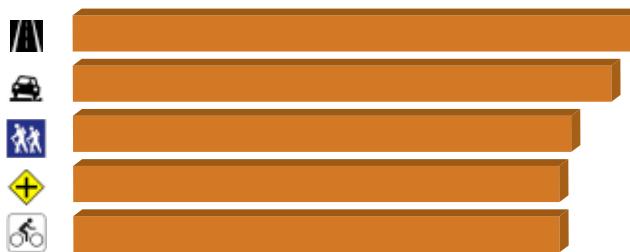


Northwest – 3/12/2015

Attendance: 73



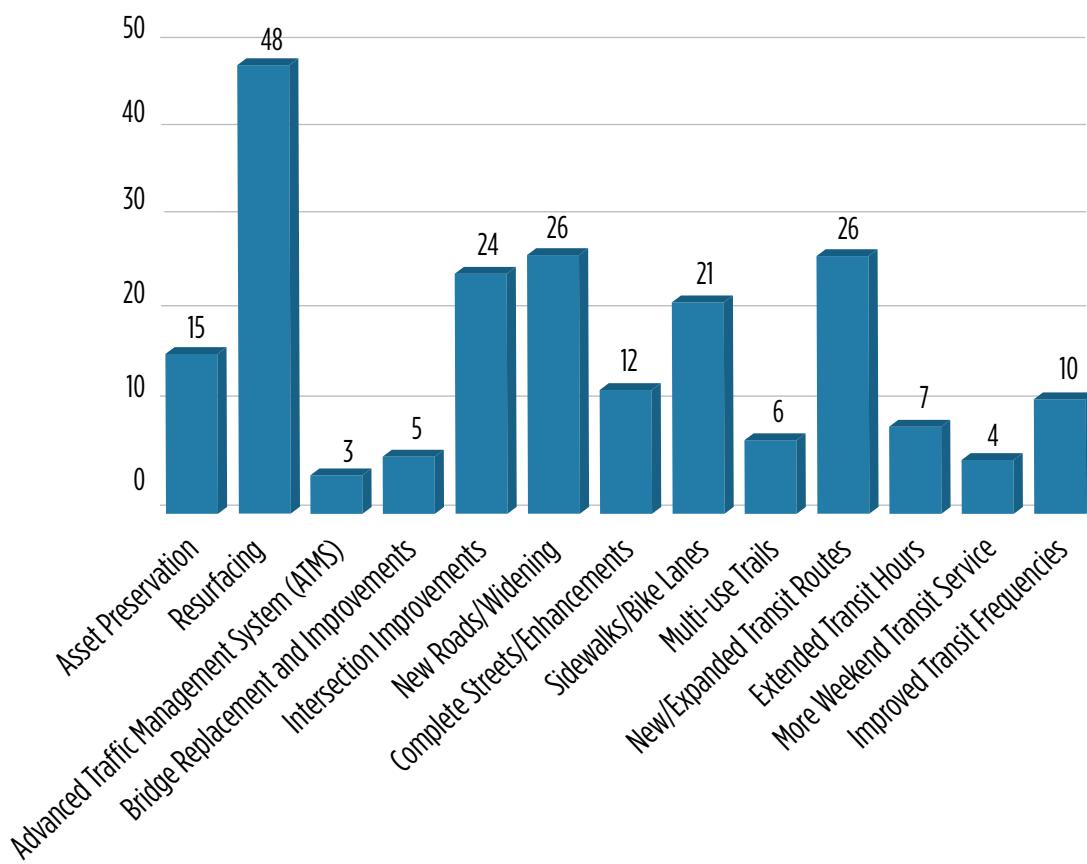
TOP PRIORITIES





Thonotosassa — 3/16/2015

Attendance: 66



TOP PRIORITIES



Resurfacing



New Roads/Widening



New/Expanded
Transit Routes



Intersection
Improvements



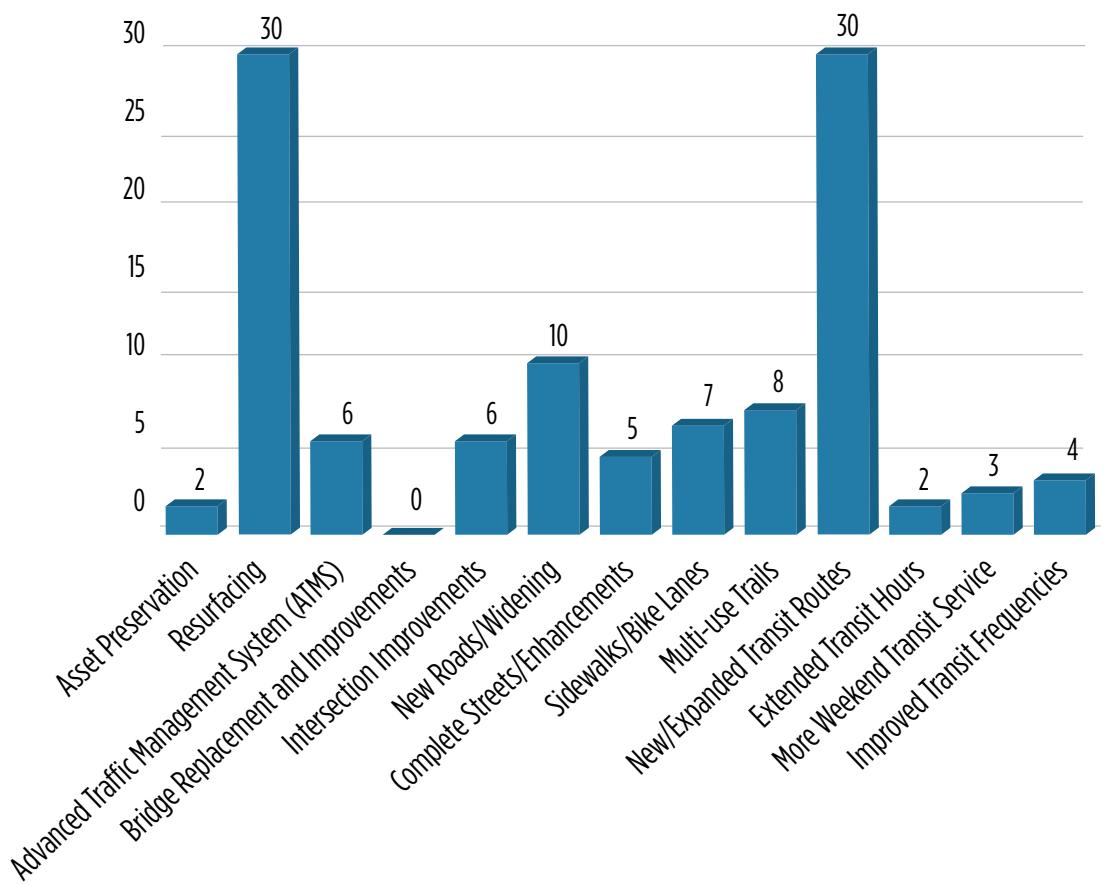
Sidewalks/
Bike Lanes



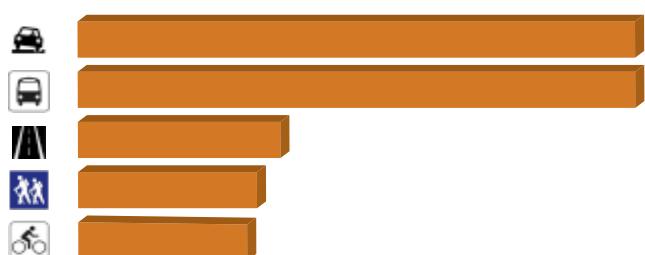


Northeast/Plant City – 3/17/2015

Attendance: 45



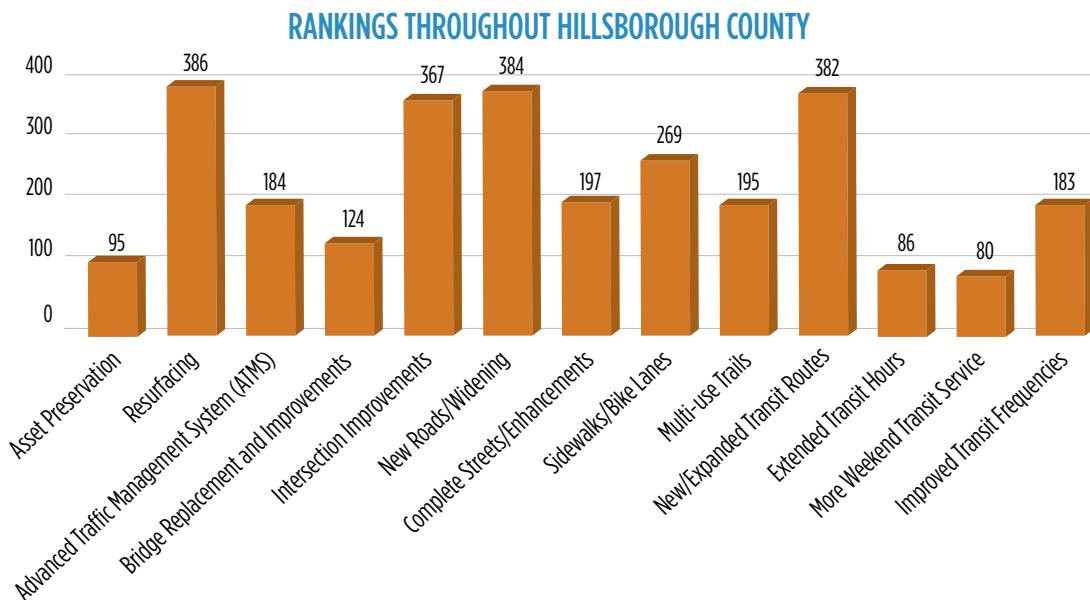
TOP PRIORITIES



UNDERSTANDING THE ISSUES DATA FROM COUNTYWIDE PERSPECTIVE

Dot Exercise/Kitchen Table Discussions

This feedback clearly shows that although we have a diverse community, we also have a great deal of shared values and priorities.



However, when narrowing your feedback into geographic areas of the county and cross-referencing with neighborhood priorities, we do begin to see emerging consensus in and around the same 5 key areas: resurfacing, new roads/widening, new/expanded transit routes, intersection improvements and sidewalks/bike lanes. One immediately clear area of consensus and the highest priority is that you want resurfacing and maintenance.

As a reality check, resurfacing as a top priority dramatically underscores that our community clearly recognizes that we are experiencing a decline in our quality of life.

TOP 5 PRIORITIES THROUGHOUT HILLSBOROUGH COUNTY

Resurfacing	386
New Roads/Widening	384
New/Expanded Transit Routes	382
Intersection Improvements	367
Sidewalks/Bike Lanes	269

RANKINGS BY COUNTY REGIONS

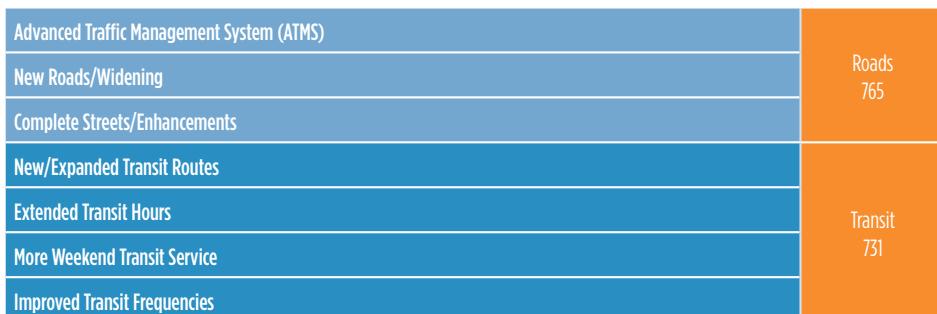
	West County	Central County	East County	South County	TOTAL
Asset Preservation	18	21	31	25	95
Resurfacing	76	76	121	113	386
Advanced Traffic Management System (ATMS)	30	58	36	60	184
Bridge Replacement and Improvements	17	28	8	71	124
Intersection Improvements	53	74	70	170	367
New Roads/Widening	62	28	74	220	384
Complete Streets/Enhancements	18	102	27	50	197
Sidewalks/Bike Lanes	46	109	40	74	269
Multi-use Trails	40	69	23	63	195
New/Expanded Transit Routes	56	179	83	64	382
Extended Transit Hours	14	37	15	20	86
More Weekend Transit Service	12	39	12	17	80
Improved Transit Frequencies	20	97	24	42	183
	462	917	564	989	2,932

West County: Northwest Tampa/West Chase/Town 'N Country/Carrollwood
 Central County: West Tampa/South Tampa/Central/East Tampa/Temple Terrace/New Tampa

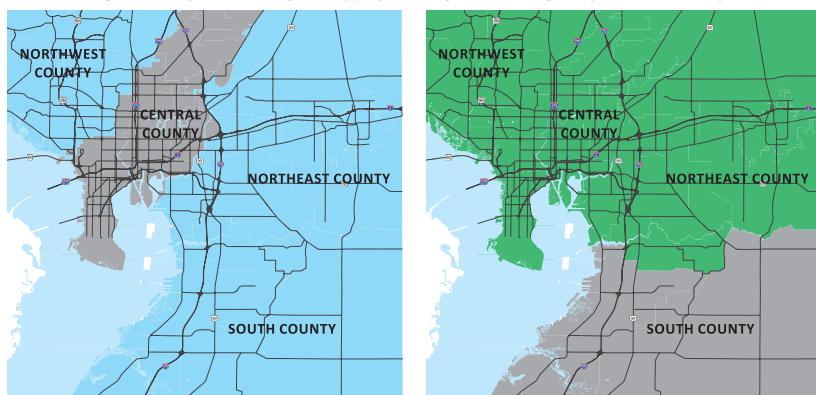
East County: Northeast Tampa/Plant City/Brandon
 South County: South County/Sun City

Interestingly, when priorities were viewed on a map of the county, we learned that while central Hillsborough and South Hillsborough have very different priorities, that is not so in the West and East areas of the county where each ranked transit as No. 2.

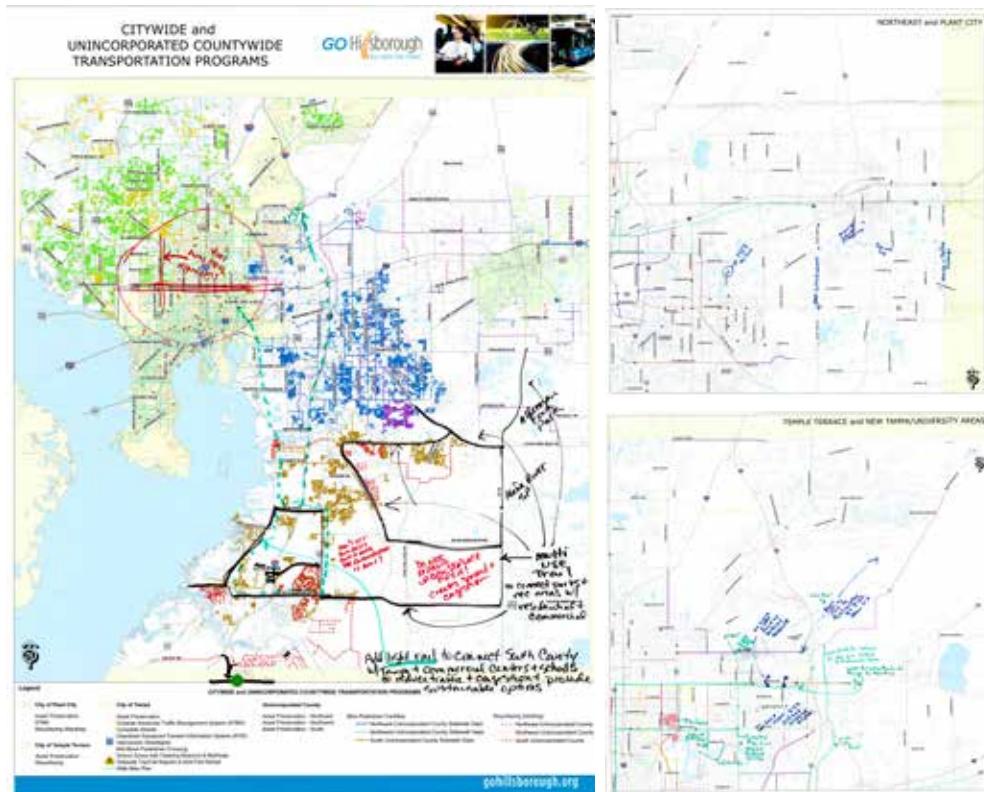
TOP PRIORITIES BY COUNTY REGIONS — EMERGING CONSENSUS ON ROADS AND TRANSIT



NORTHEAST AND NORTHWEST PRIORITIZE ROADS AND TRANSIT



Project Priorities by Type



Maps shown are a sampling of what citizens noted and for illustrative purposes.

We also received very helpful information and requests about specific projects that are of importance to you. We collected nearly 350 map activity projects during the public meetings, resulting in 251 unique projects. Those projects are aggregated by type below. Specific project discussions are being planned for August through December 2015 to address priority, feasibility and timing.

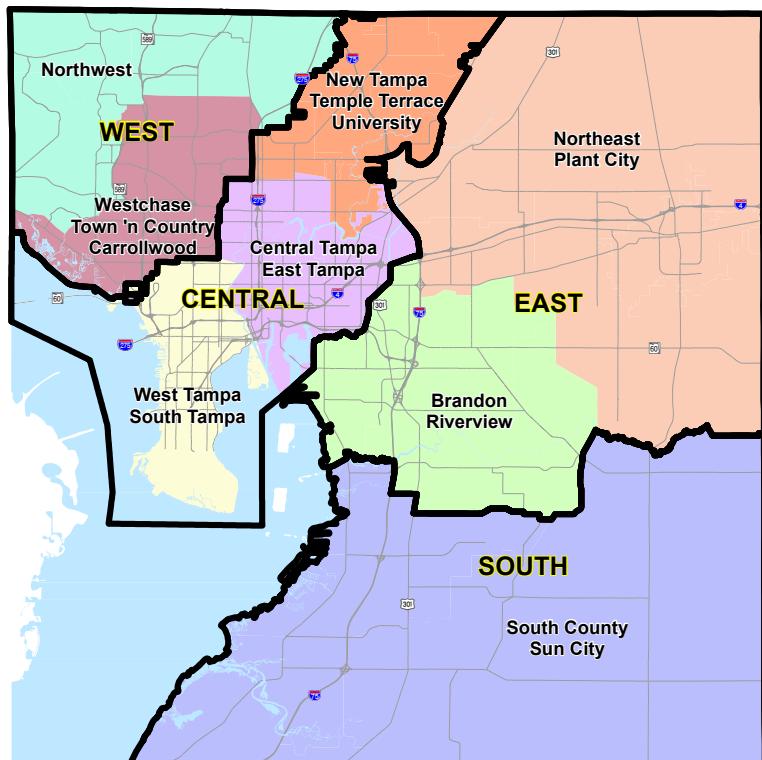
PROJECTS MAPPED BY PUBLIC

ATMS	3
Bike/Pedestrian Facilities	41
Complete Street	11
Grade Separation/New Interchange	9
Intersection Improvement	72
Fixed Guideway/Bus Rapid Transit/Light Rail	17
New Road	23
Noise Wall	3
Resurfacing	17
Road Widening	31
Trails	12
Transit	11
Water Ferry	3

EXPLORING OPTIONS

During these 4 larger geographical sessions and a second telephone town hall meeting, we created context among a larger region to further develop perspectives on how the greater community sees itself fitting together our values as they relate to transportation. We talked about realities and possibilities, ensuring public safety and taking care of what we already have.

To further narrow in on commonalities and differences and to maintain consistency, we again used a Dot Board exercise. This time, however, we asked you to consider the top 5 countywide priorities and to rank them into your top 3.



MAR. 24
Omar K. Lightfoot Center
(New Tampa/Temple Terrace/Central-East Tampa/University/
West-South Tampa)

MAR. 26
Bell Shoals Baptist Church
(Brandon/South County/Sun City)

MAR. 30
Town 'N Country Regional Public Library
(Northwest/Westchase/Town 'N Country/Carrollwood)

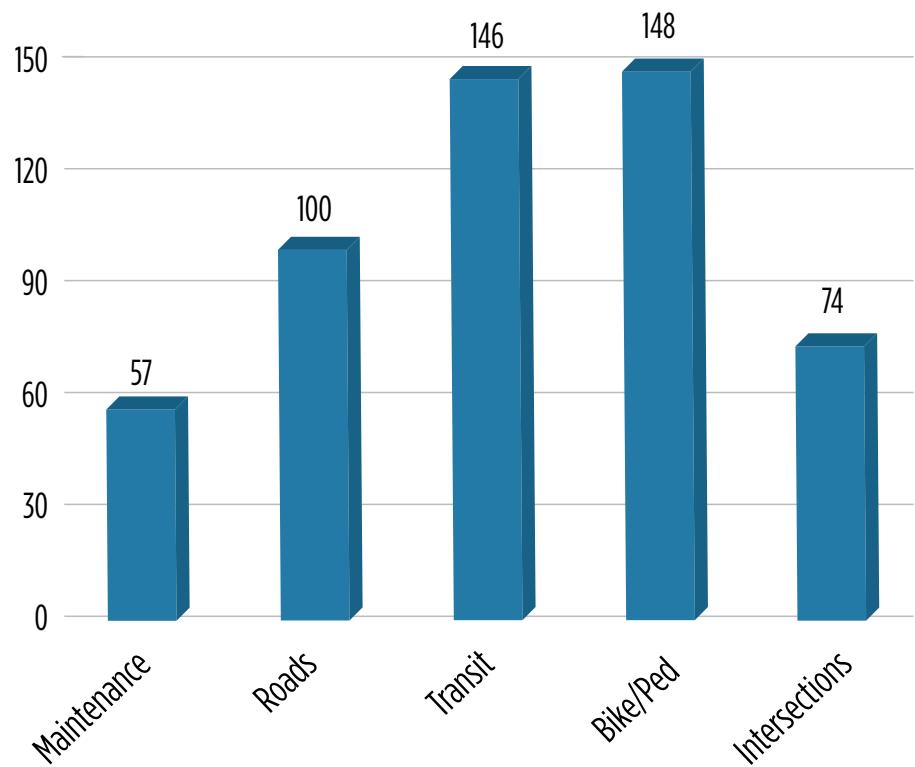
MAR. 31
Trinkle Center
(Northeast/Plant City)

APR. 2
Telephone Town Hall Meeting



New Tampa/Temple Terrace/Central-East Tampa/University/West-South Tampa – 3/24/2015

Attendance: 45

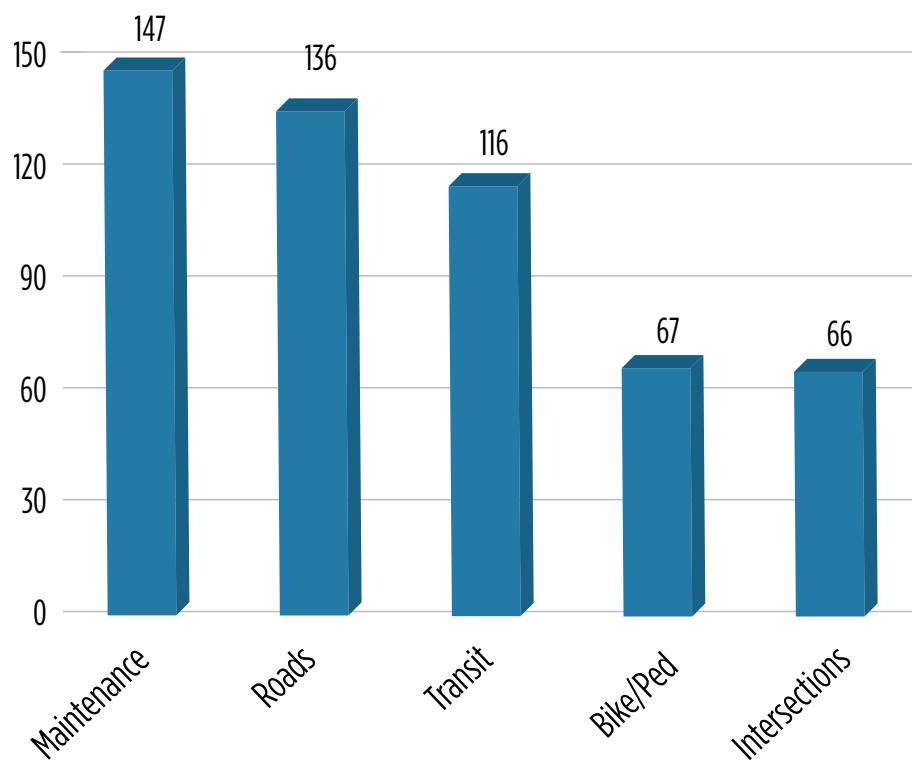


Methodology: Priority #1 - 7 points; Priority #2 - 5 points; Priority #3 - 3 points.



Brandon/South County/Sun City – 3/26/2015

Attendance: 57

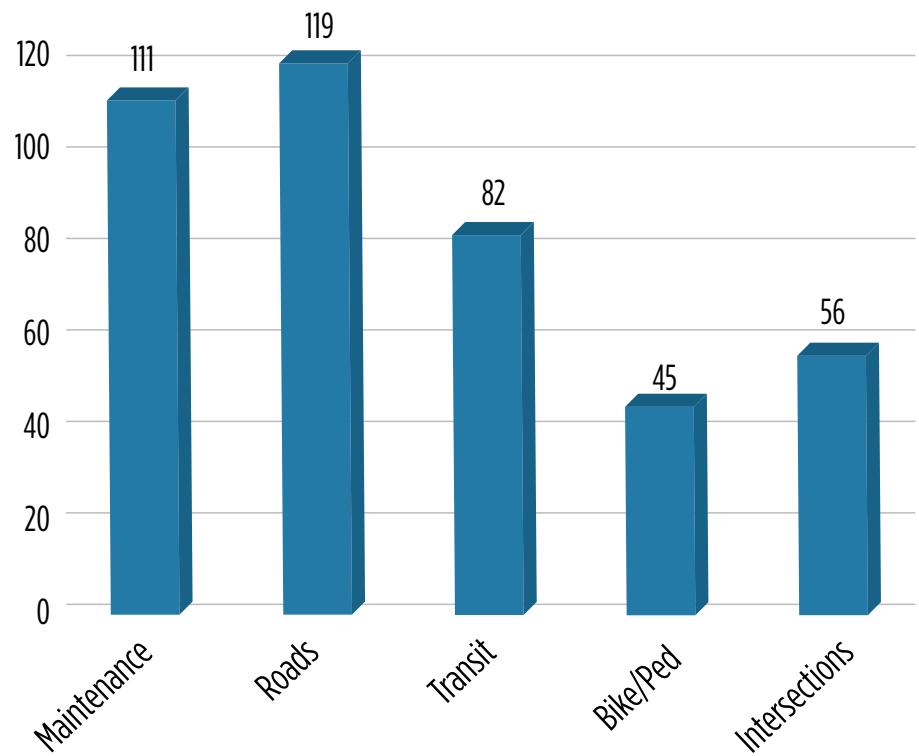


Methodology: Priority #1 - 7 points; Priority #2 - 5 points; Priority #3 - 3 points.



Town 'N Country/Westchase/Carrollwood – 3/30/2015

Attendance: 45

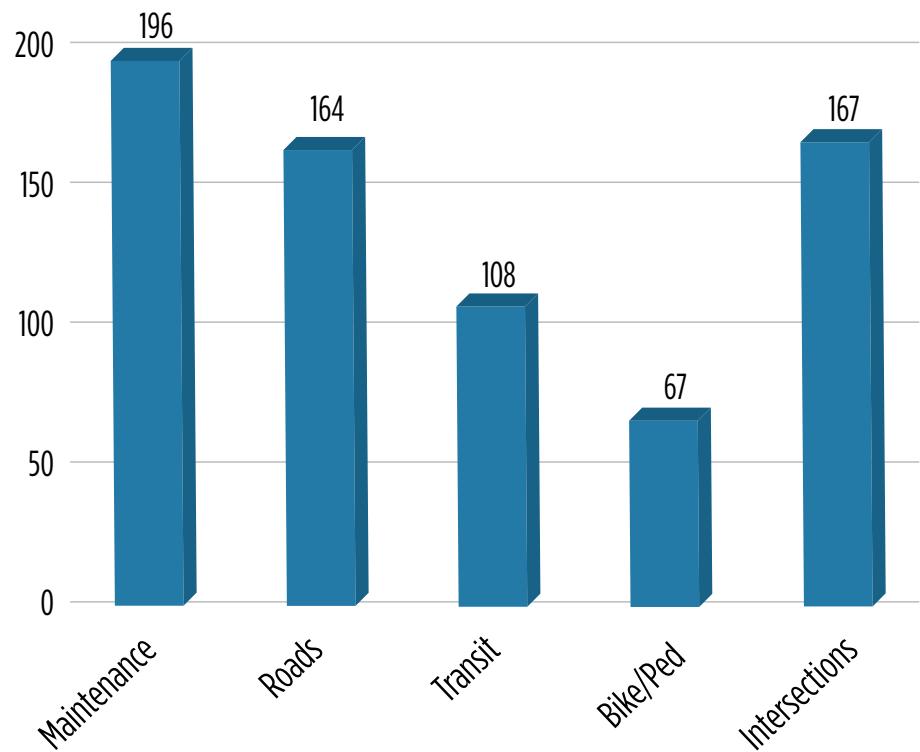


Methodology: Priority #1 - 7 points; Priority #2 - 5 points; Priority #3 - 3 points.



Northeast/Plant City – 3/31/2015

Attendance: 57



Methodology: Priority #1 - 7 points; Priority #2 - 5 points; Priority #3 - 3 points.

ISSUES & OPPORTUNITIES

MAJOR THEMES OF VALUES AND PRIORITIES

During our engagement with you, and when we reviewed and thought about your feedback, issues and concerns, we were able to get a clear picture of the values in our community. As our conversations further developed, your priorities tracked well with those values and, most importantly, you identified several opportunities that can lead to an effective Community Transportation Plan.

KEY TAKEAWAY: There is consensus that maintenance, including resurfacing, is our community's top priority.

KEY PRIORITY TO RESOLVE: Balance needs for both new and improved roads and transit.

ISSUES

- Significant decline in standard of living
- Stark diversity of needs in county and cities
- Rapidly increasing population base
- Escalating population
- Difficulty maintaining roads
- Failing roads and intersections
- Ineffective transit system
- Developers not responsible for paying for backlogs
- Gas taxes don't keep pace with costs
- Other competing needs within the county and cities
- Vulnerable to keeping and losing jobs
- Choices limited
- Increasing congestion
- Growth and land use misaligned with transportation planning
- Impact fees insufficient
- Lack of trust in government
- Construction fatigue
- Dangerous conditions for pedestrians and cyclists

VALUES

- Safety
- Quality of Life
- Mobility
- Choice
- Health/Environment
- Stewardship

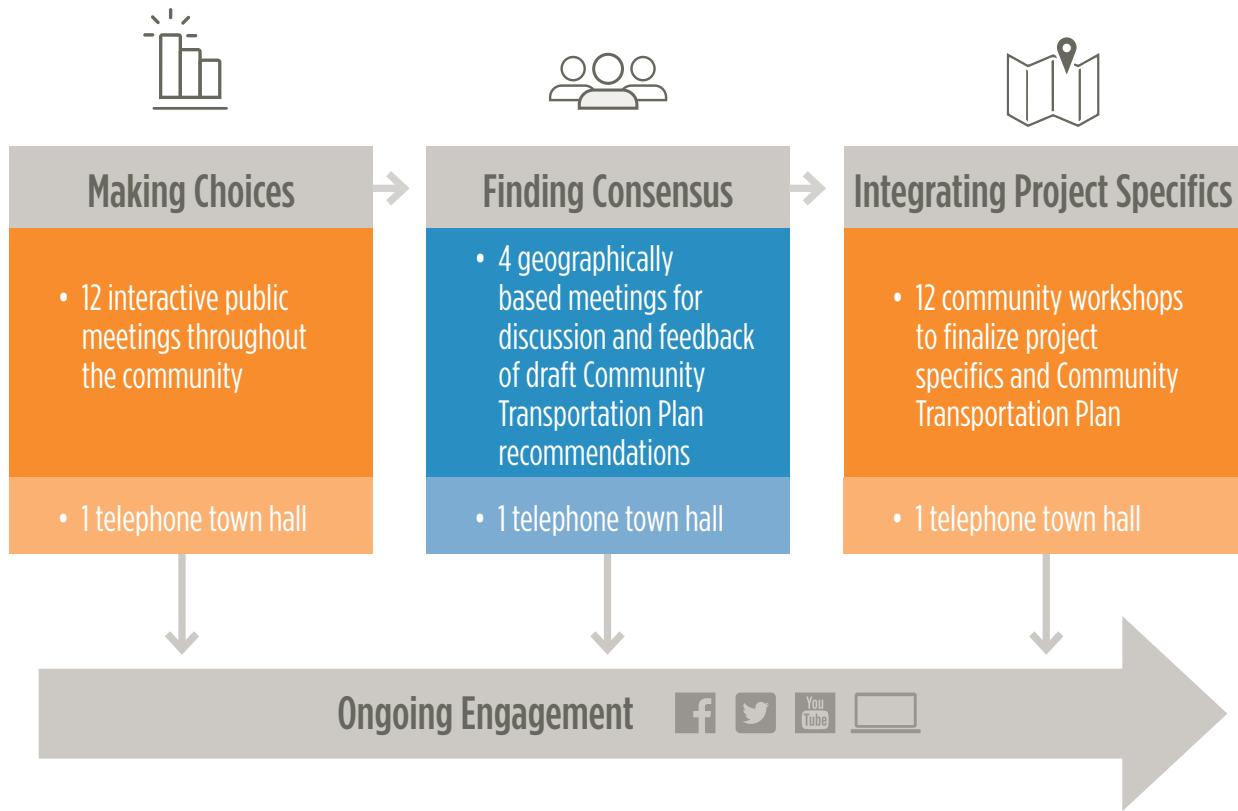
TOP 5 PRIORITIES

- Maintenance
- Better Roads
- Transit Options
- Sidewalks/Bike Lanes
- Intersections

OPPORTUNITIES

- Accept key consensus on maintenance, including resurfacing
- Ongoing public engagement to integrate specific projects
- Recognize that together we can accomplish much more than we can separately
- Create a balanced Road and Improved Transit strategy
- Focus on community safety through intersection, bike lane and pedestrian improvements
- Expand our choices to meet as many countywide needs as possible
- Earn community confidence

NEXT STEPS: MAKING CHOICES, FINDING CONSENSUS & INTEGRATING PROJECT SPECIFICS



Please join us for **Making Choices**, our second set of 12 open-house-style workshops, and one telephone town hall meeting, to continue the conversation and help narrow down your choices for transportation recommendations. This is where we begin balancing a transportation system of roads and public transportation to minimize stop-and-go congestion and inconsistent travel times, to better protect pedestrians and bicyclists, to maintain what we have and to improve our standard of living. All meetings are from 6 to 8 p.m. The telephone town hall will begin at 7 p.m.

Apr. 6	SouthShore Regional Library
Apr. 7	Town 'N Country Regional Public Library
Apr. 9	Ragan Park
Apr. 13	Manhattan Avenue United Methodist Church
Apr. 14	Bell Shoals Baptist Church
Apr. 16	Mt. Olive A.M.E. Church
Apr. 20	New Tampa Regional Library
Apr. 21	Waterset Landing Café
Apr. 23	Trinkle Center
Apr. 27	Thonotosassa Library
Apr. 28	Omar K. Lightfoot Center
Apr. 30	St. Timothy Catholic Church
May 4	Telephone Town Hall Meeting, Toll Free Number: 877-229-8493, PIN: 110301

Finding Consensus will encompass our last 5 meetings (4 open-house-style workshops and 1 final telephone town hall), and we will strive to identify areas of consensus and commonality among our communities on their preferences.

We are going to face difficult — sometimes conflicting — opinions and choices but we will focus on the important decisions in your life: public safety, family and community values, and how we continue to leverage our transportation investment to protect our standard of living. These meetings are also from 6 to 8 p.m. The telephone town hall will begin at 7 p.m.

May 11	Bell Shoals Baptist Church
May 12	Omar K. Lightfoot Center
May 18	Town 'N Country Regional Public Library
May 19	Trinkle Center
May 21	Telephone Town Hall Meeting, Toll Free Number: 877-229-8493, PIN: 110301

ESTIMATED TIMELINE*

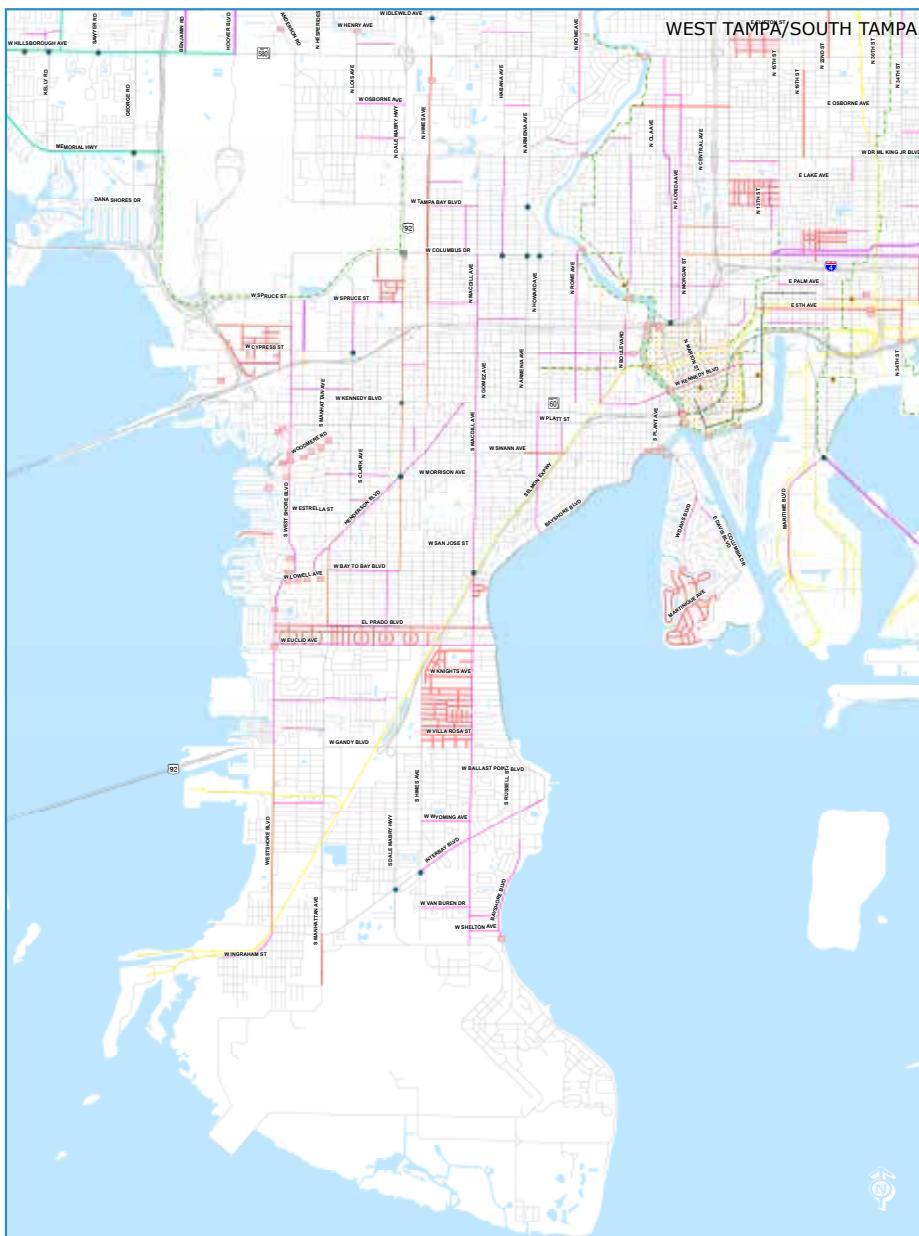
Sept 2014	Oct 2014	Nov 2014	...	Jan 2015	Feb 2015	Mar 2015	Apr 2015	June 2015	...	Nov 2015	Dec 2015	Jan 2016	...	Nov 2016
	MPO Long-Range Transportation Plan							HART Transit Development Plan						
Stakeholder/Opinion Leader Meetings	Technical: Research, Validation, Analysis, Scenarios Development			Draft Community's Transportation Plan Recommendations				Finalized Plan						
Visual Identity & Communication Tools Preparation				Public Engagement				Workshops Focused on Specific Projects and Plan Finalization						
													Private Sector Advocacy*	

*Assumes appropriate board approvals

APPENDIX

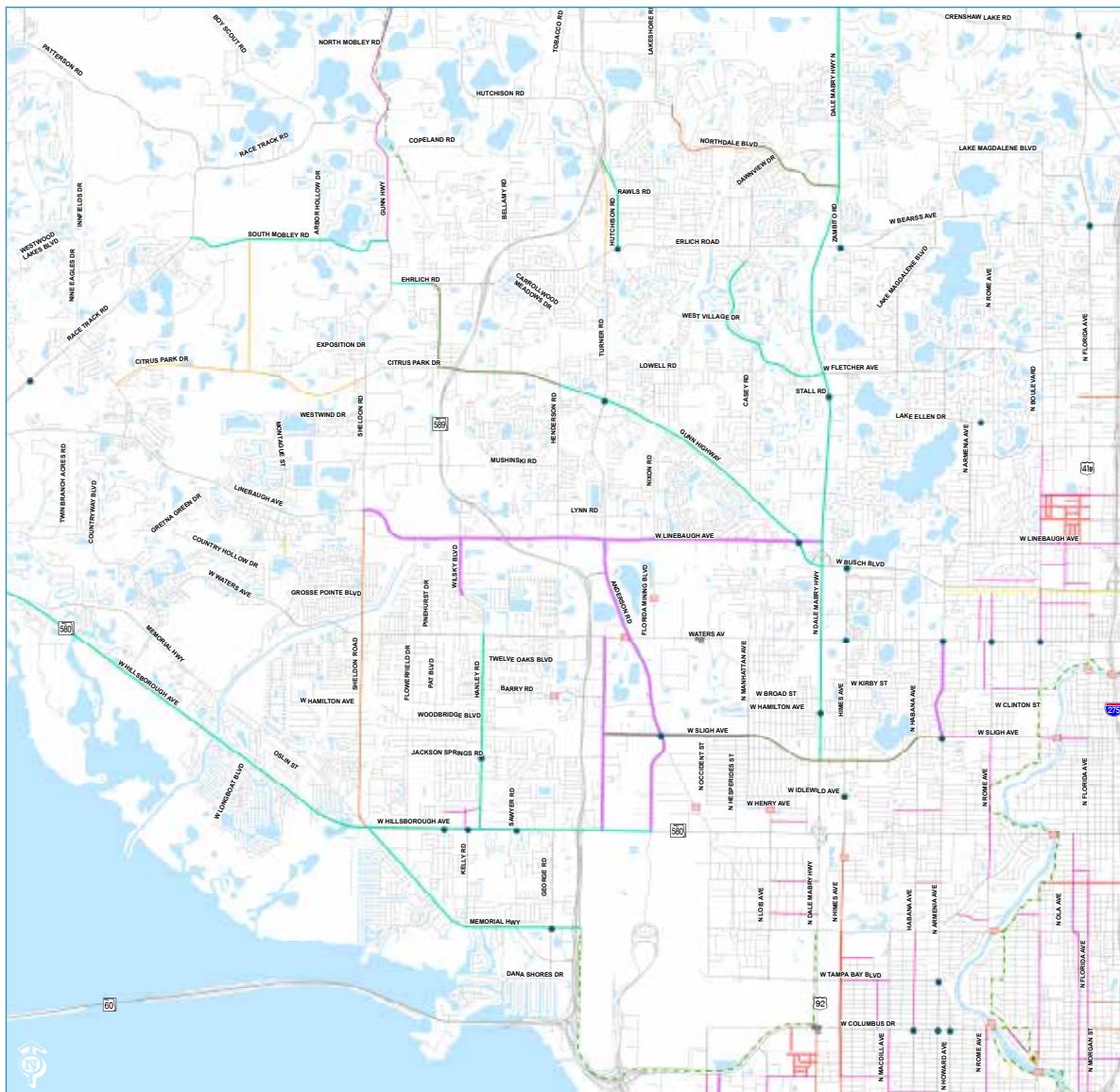


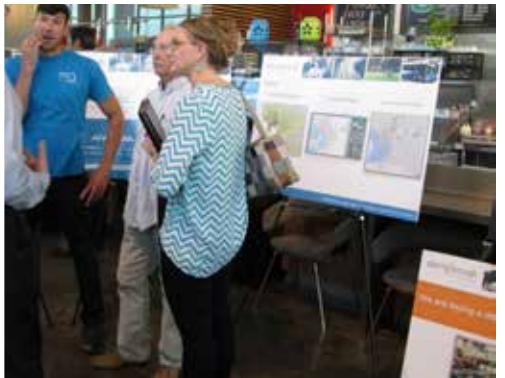
West Tampa



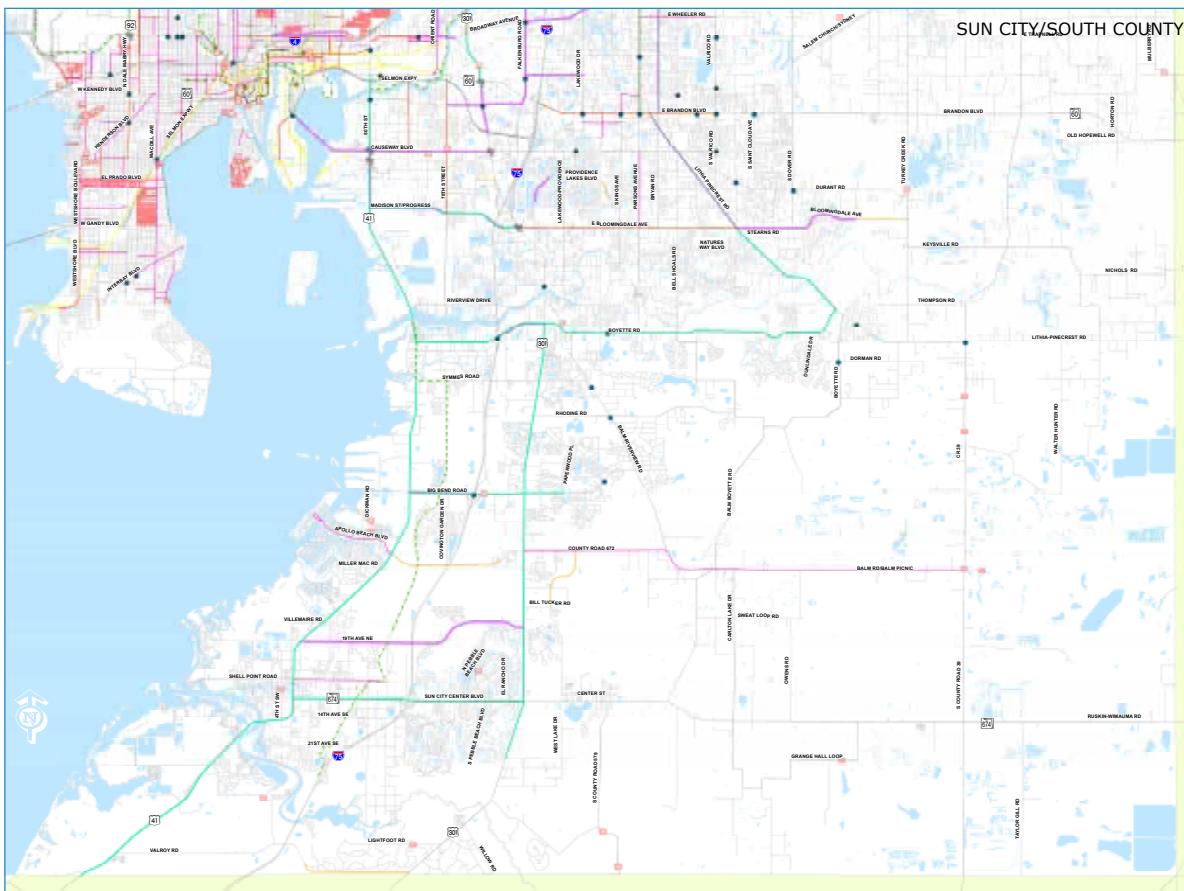


Westchase, Town 'N Country, and Carrollwood



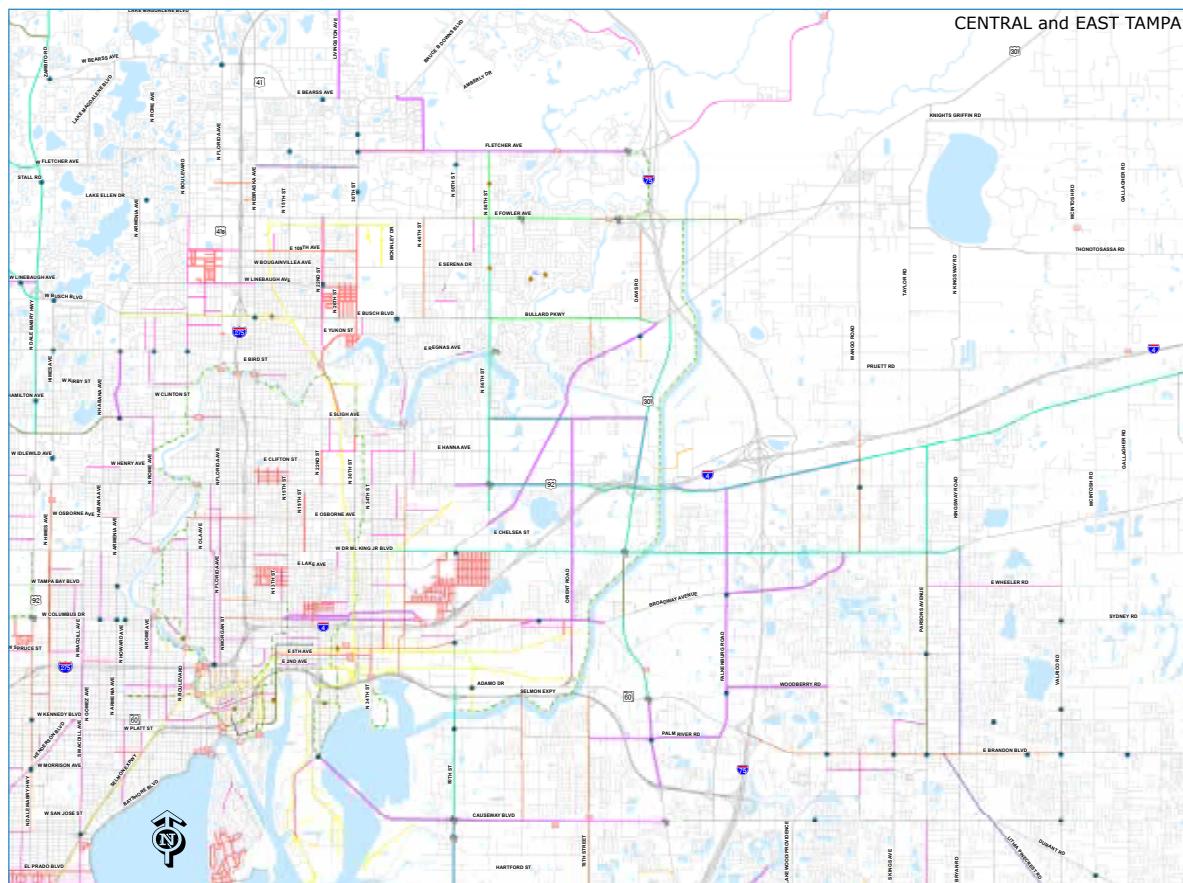


South County



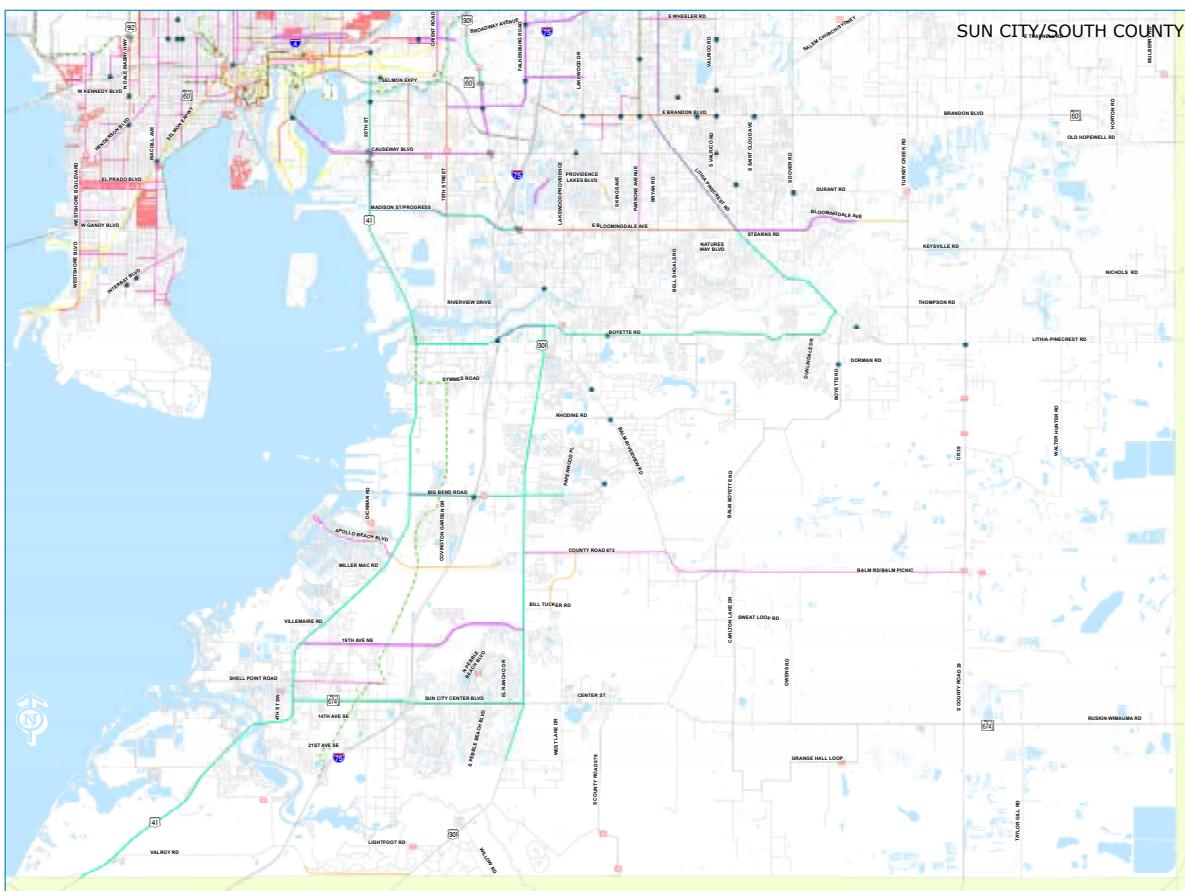


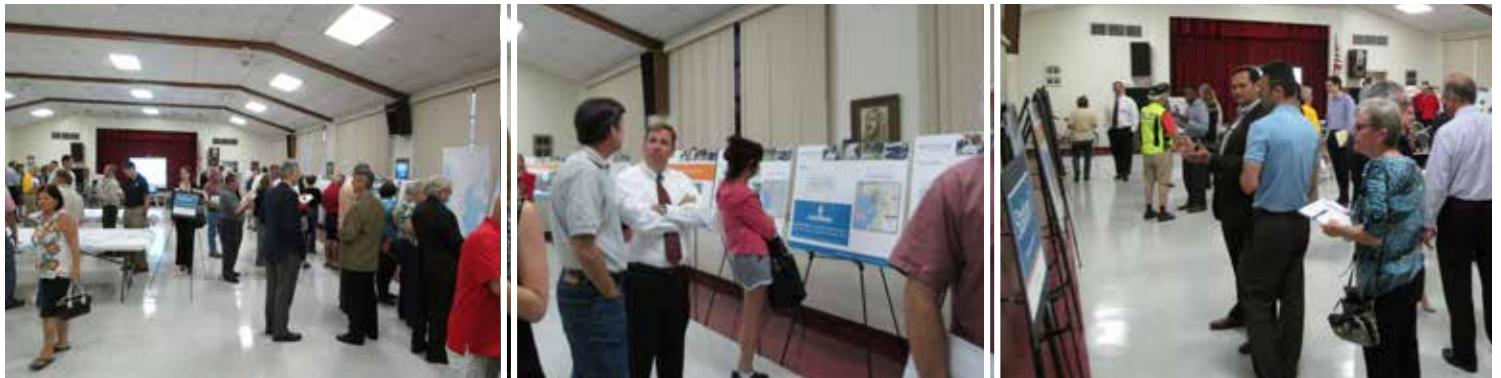
Central-East Tampa



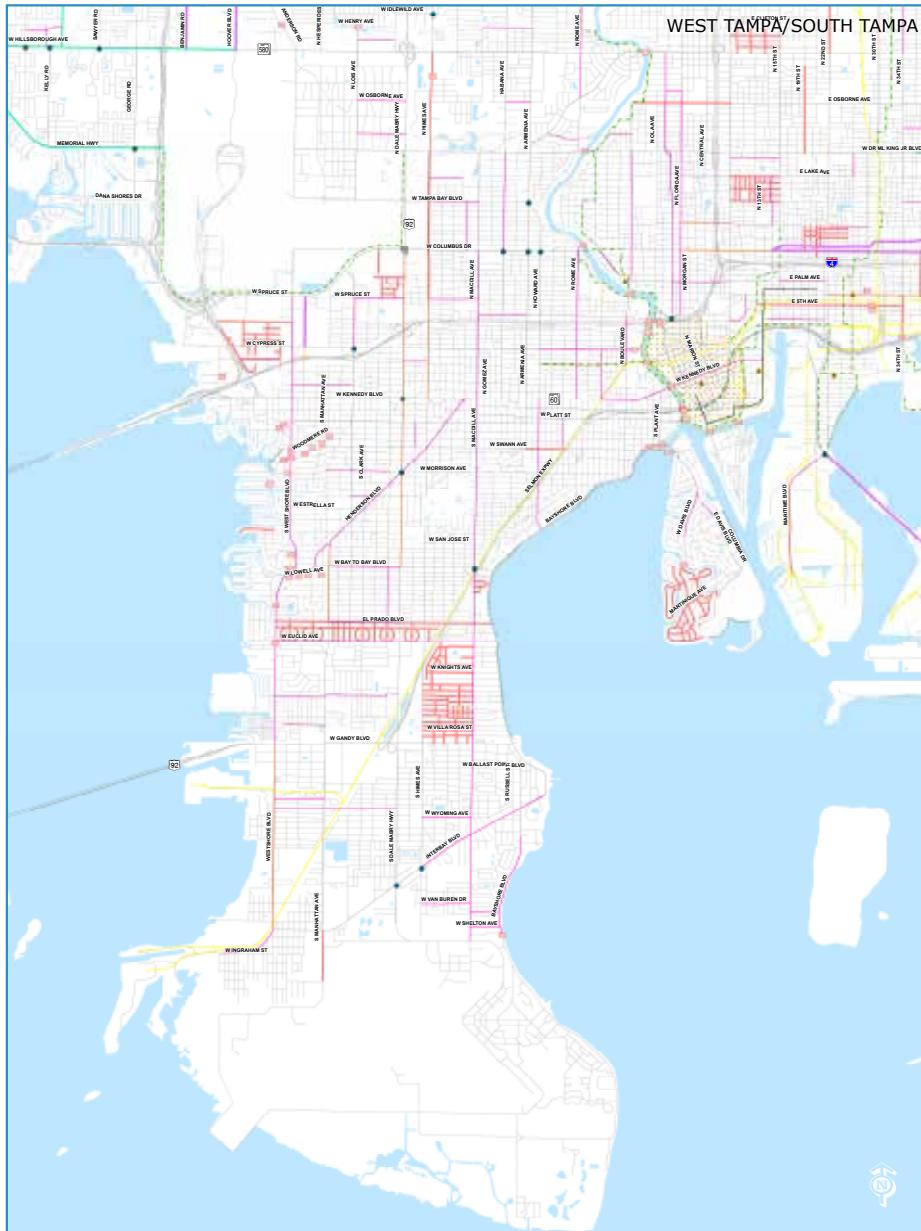


South County/Sun City



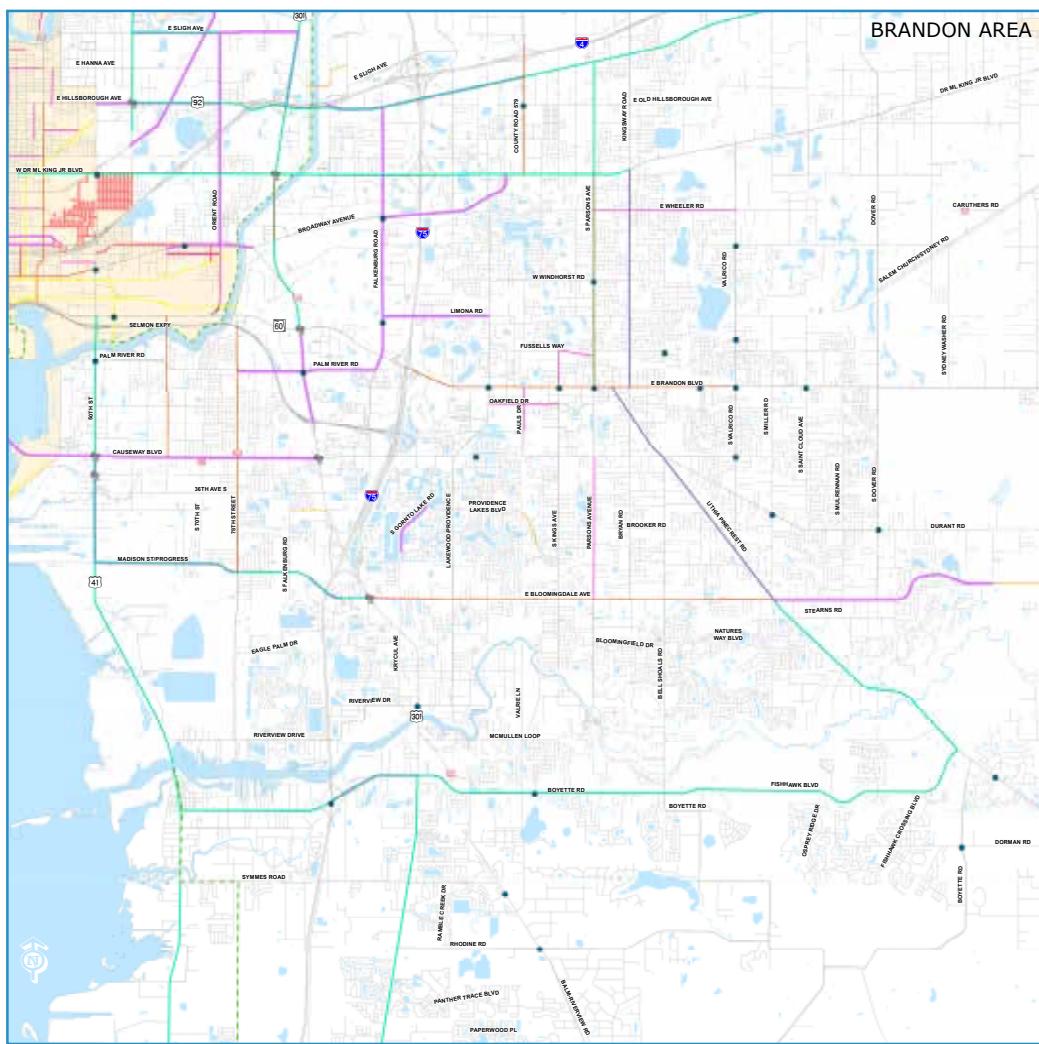


West Tampa/South Tampa



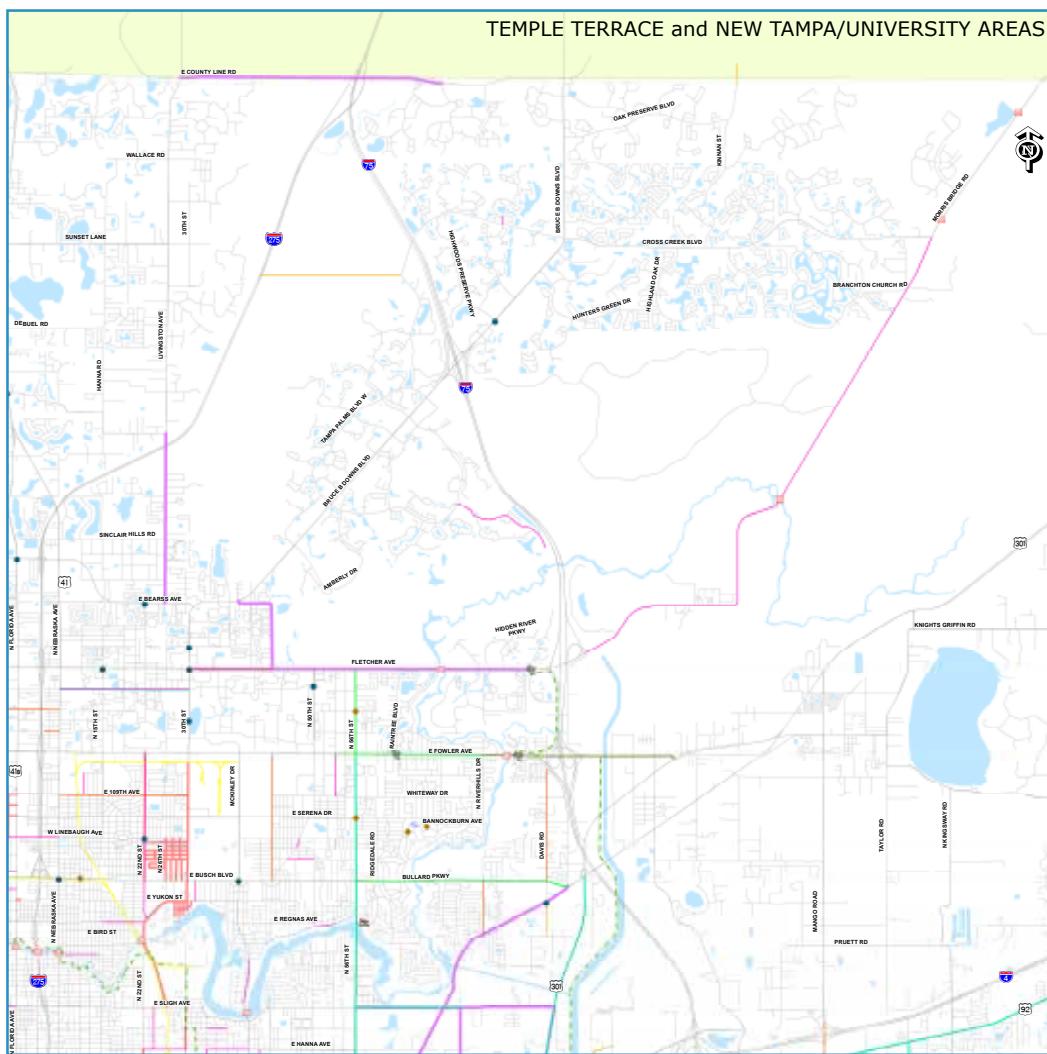


Brandon



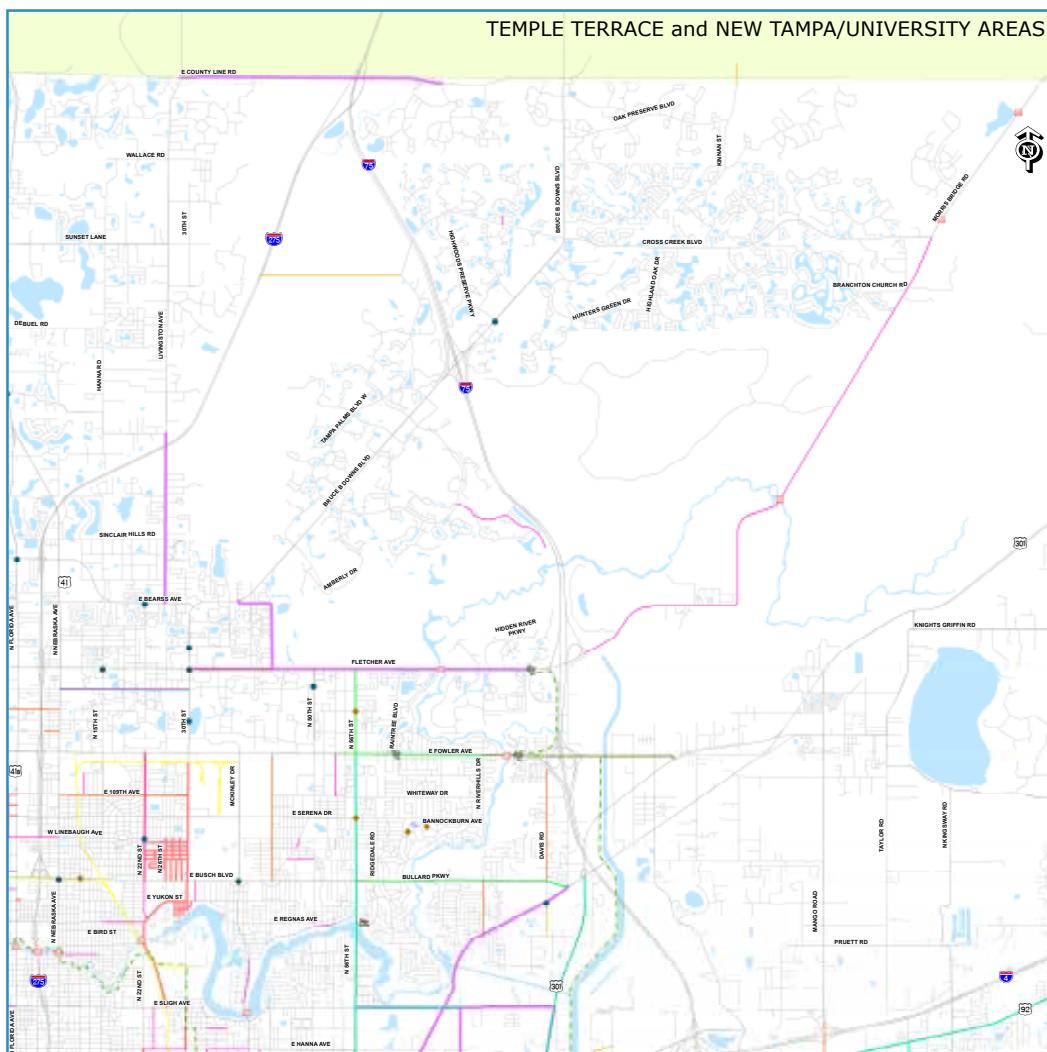


New Tampa



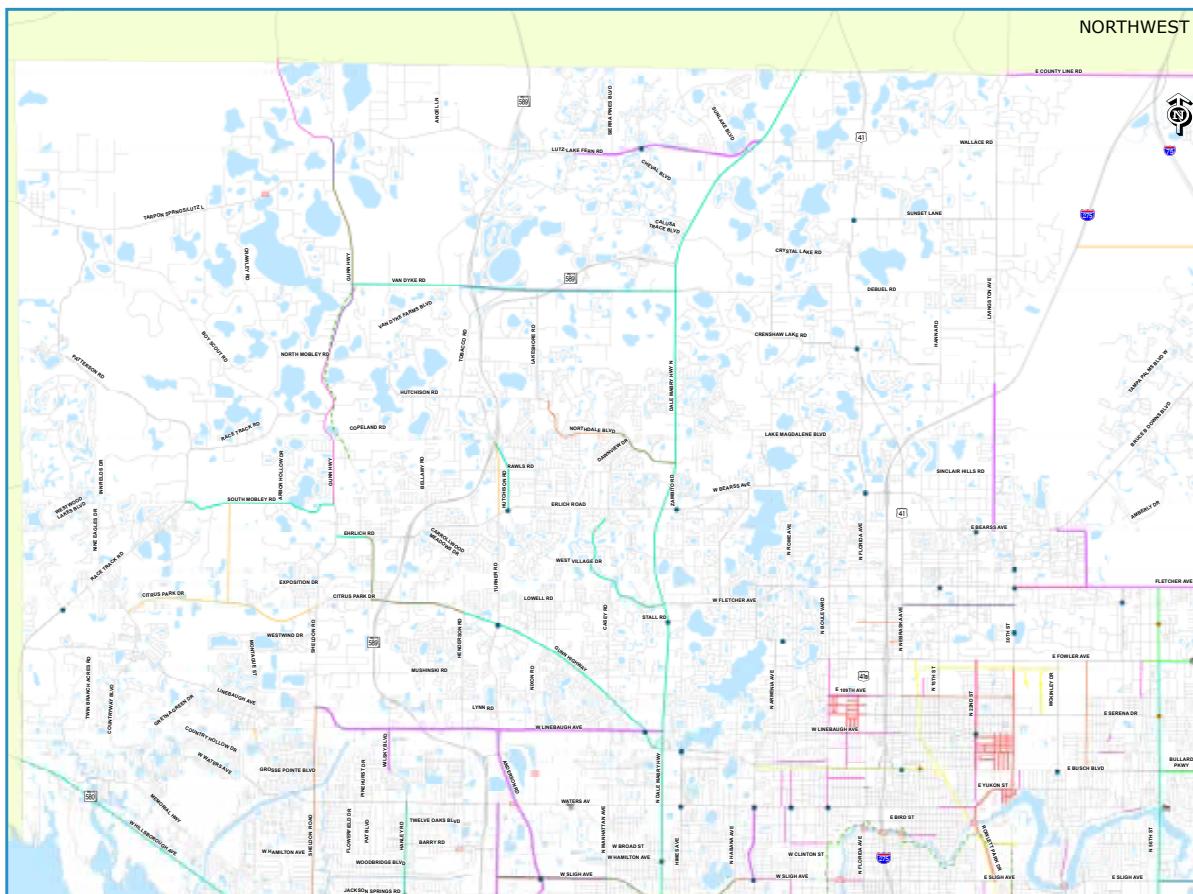


New Tampa/Temple Terrace/University



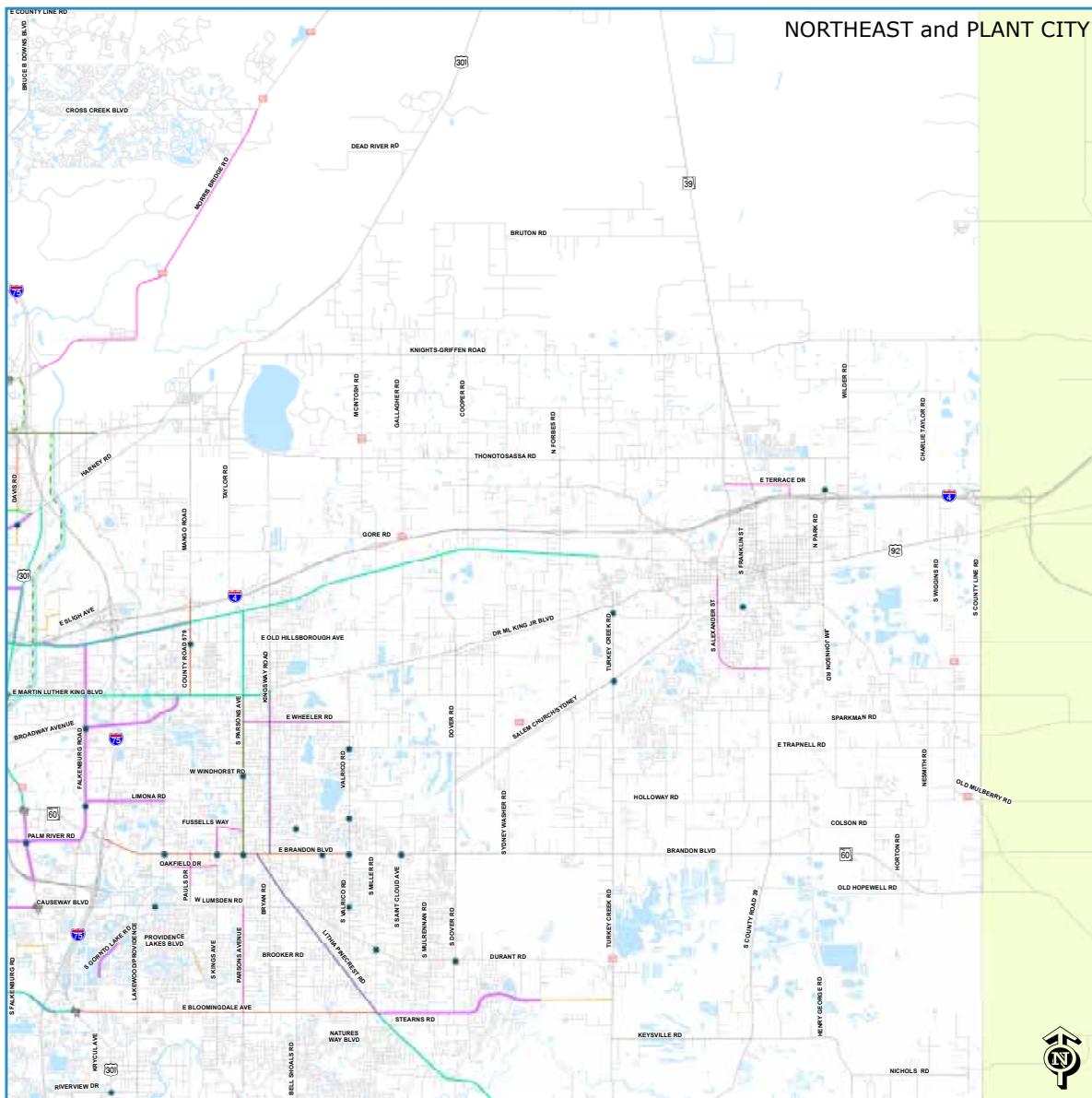


Northwest



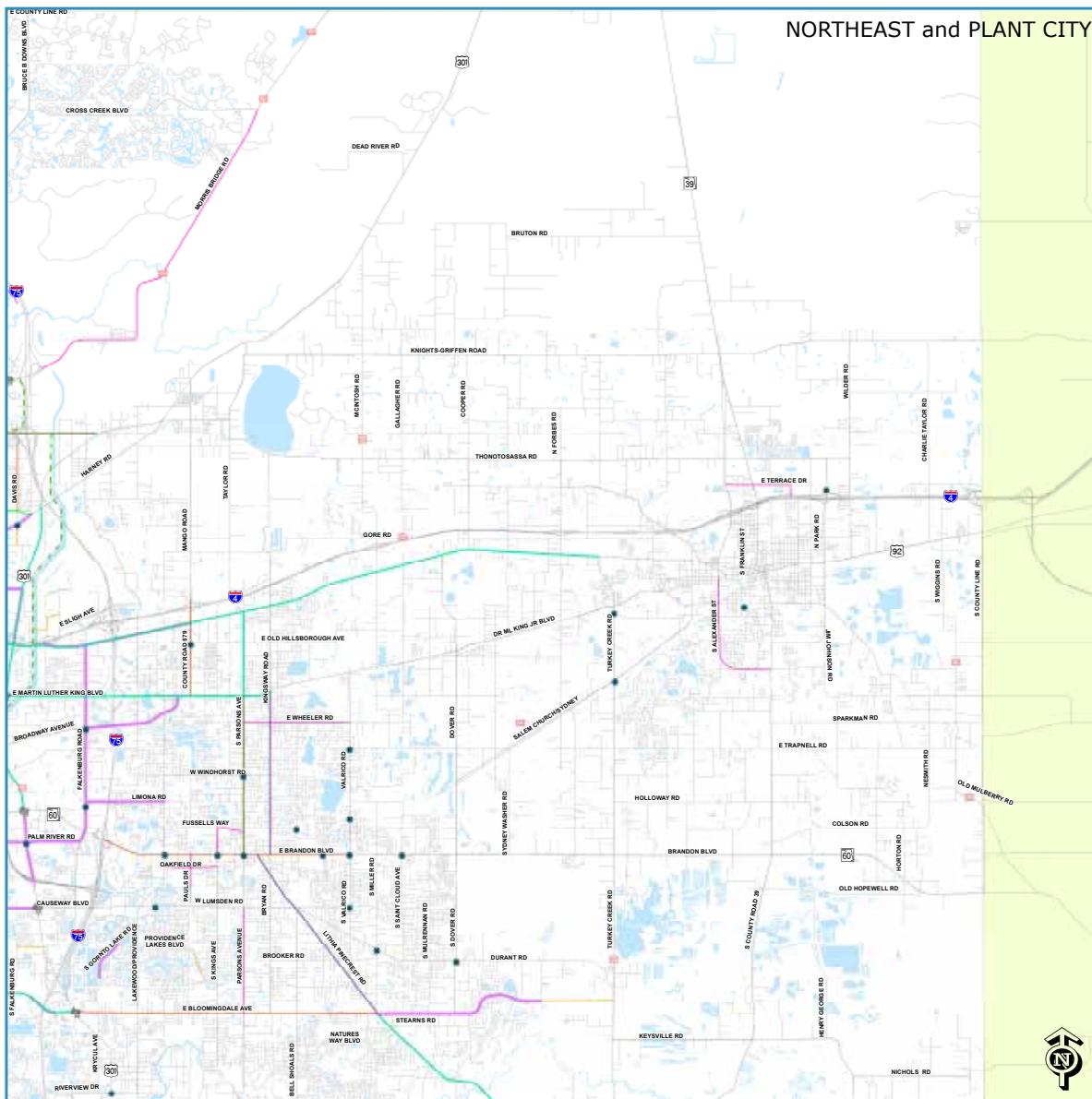


Thonotosassa



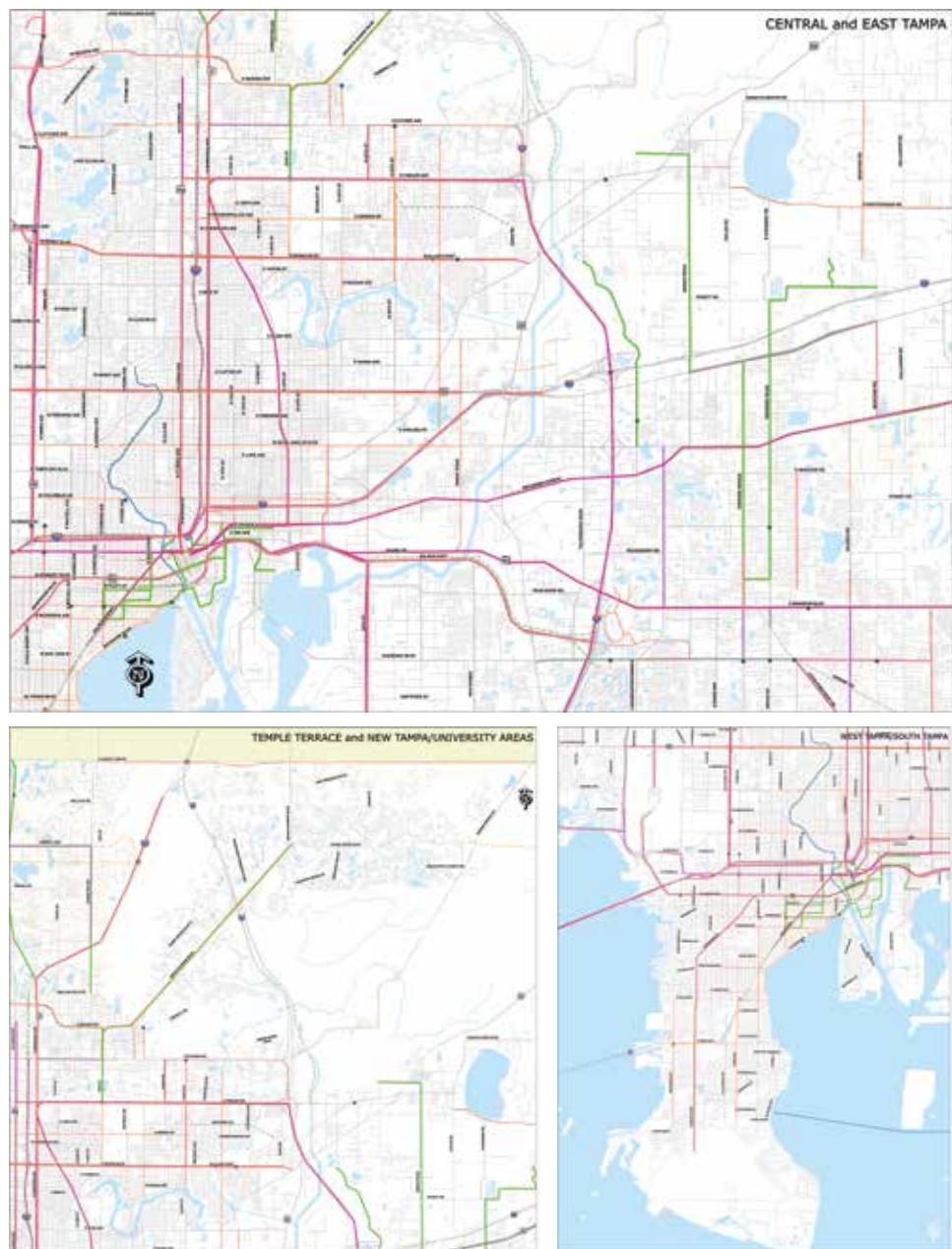


Northeast/Plant City



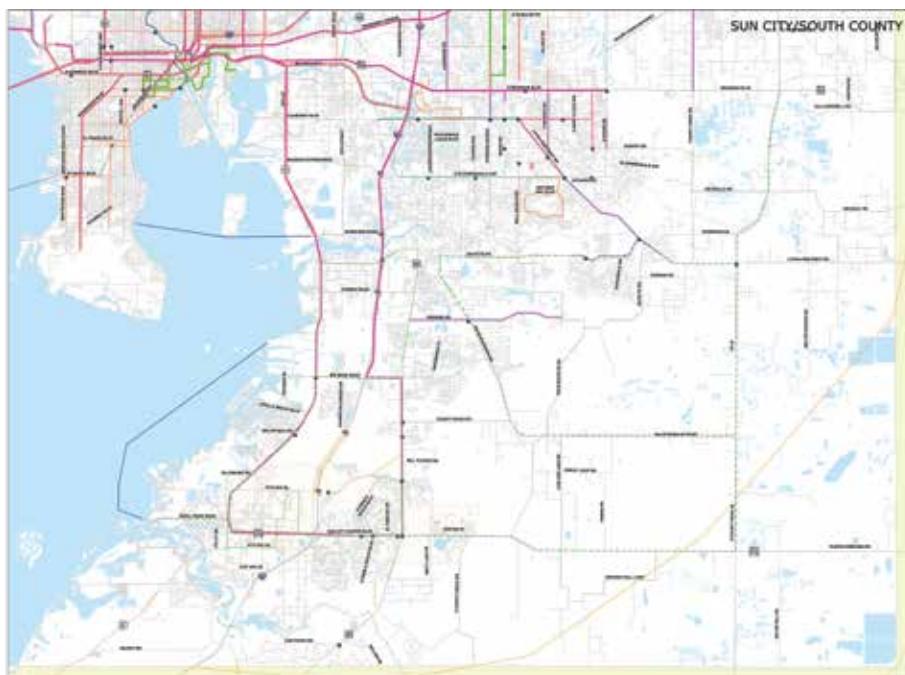
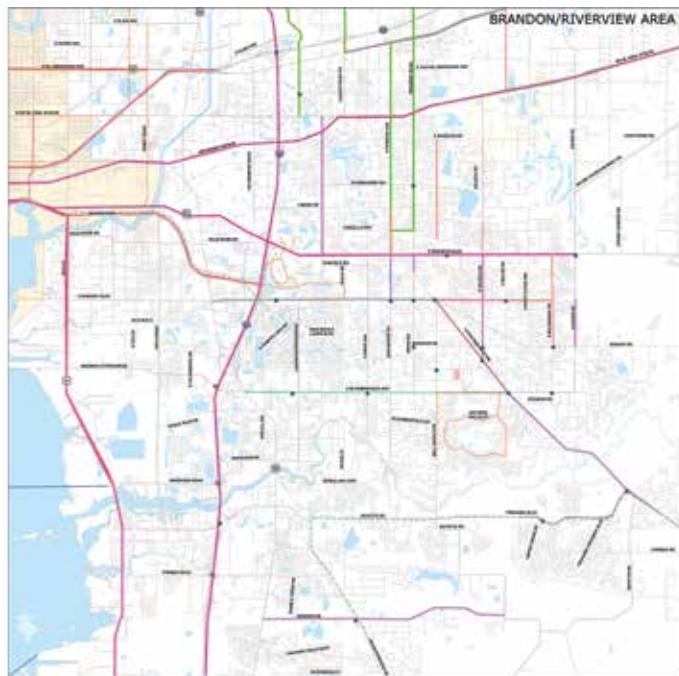


New Tampa/Temple Terrace/Central-East Tampa/University/West-South Tampa



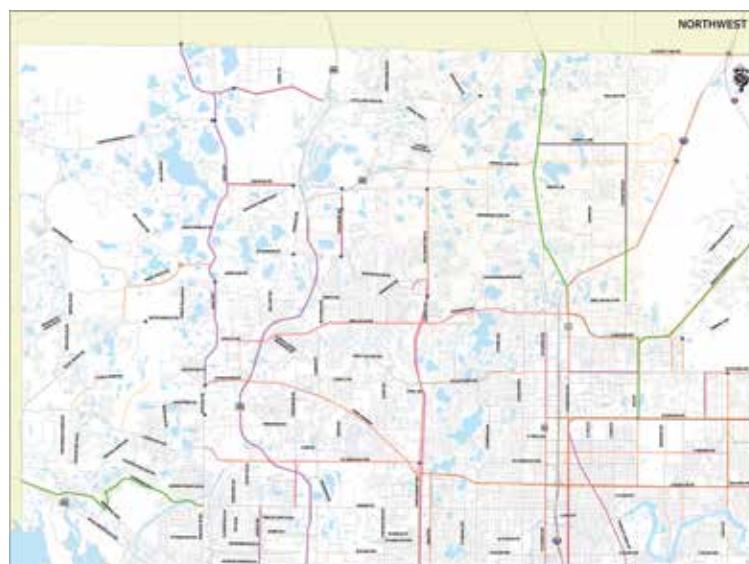
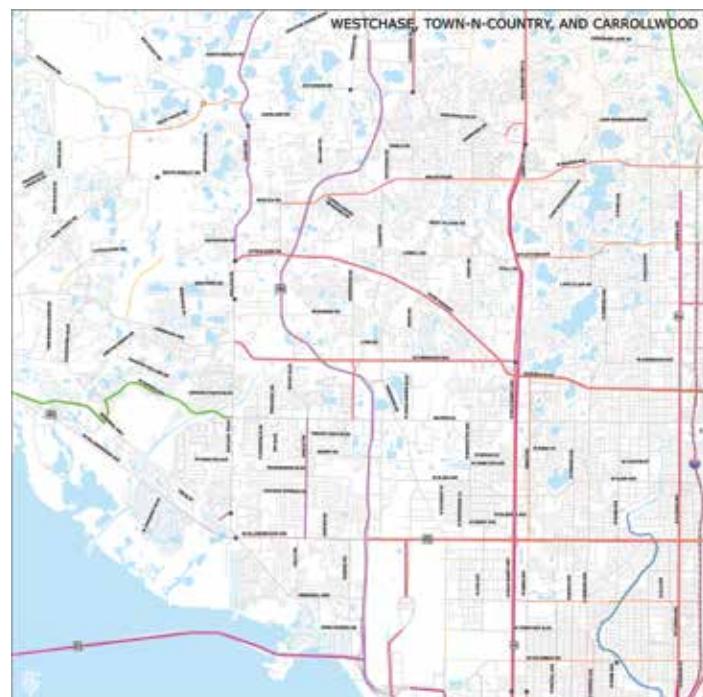


Brandon/South County/Sun City





Town 'N Country/Westchase/Carrollwood





Northeast/Plant City



The Transportation for Economic Development (TED) initiative is led by all seven Hillsborough County Commissioners, the mayors of Plant City, Tampa and Temple Terrace, as well as the chair of the HART board, and is referred to as the Policy Leadership Group. These elected leaders have come together to study, develop and create consensus around a comprehensive community mobility plan that ensures continued quality of life and economic prosperity now and well into the future.

In 2014, Parsons Brinckerhoff, the international engineering firm with expertise in transportation, joined the PLG team to analyze and validate existing data and information, to conduct broad community engagement and to recommend options for the Community Transportation Plan. This effort, now known as GO Hillsborough, is providing citizens with multiple opportunities to participate in creating our Community Transportation Plan. Whether through online town hall meetings and social channels or through more traditional methods, including public and neighborhood meetings, one-on-one discussions and community speaking engagements, every citizen can have their voice and choice heard.