

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

*presented by* **Lynn E. Merenda**  
*Public Engagement &  
Community Relations*



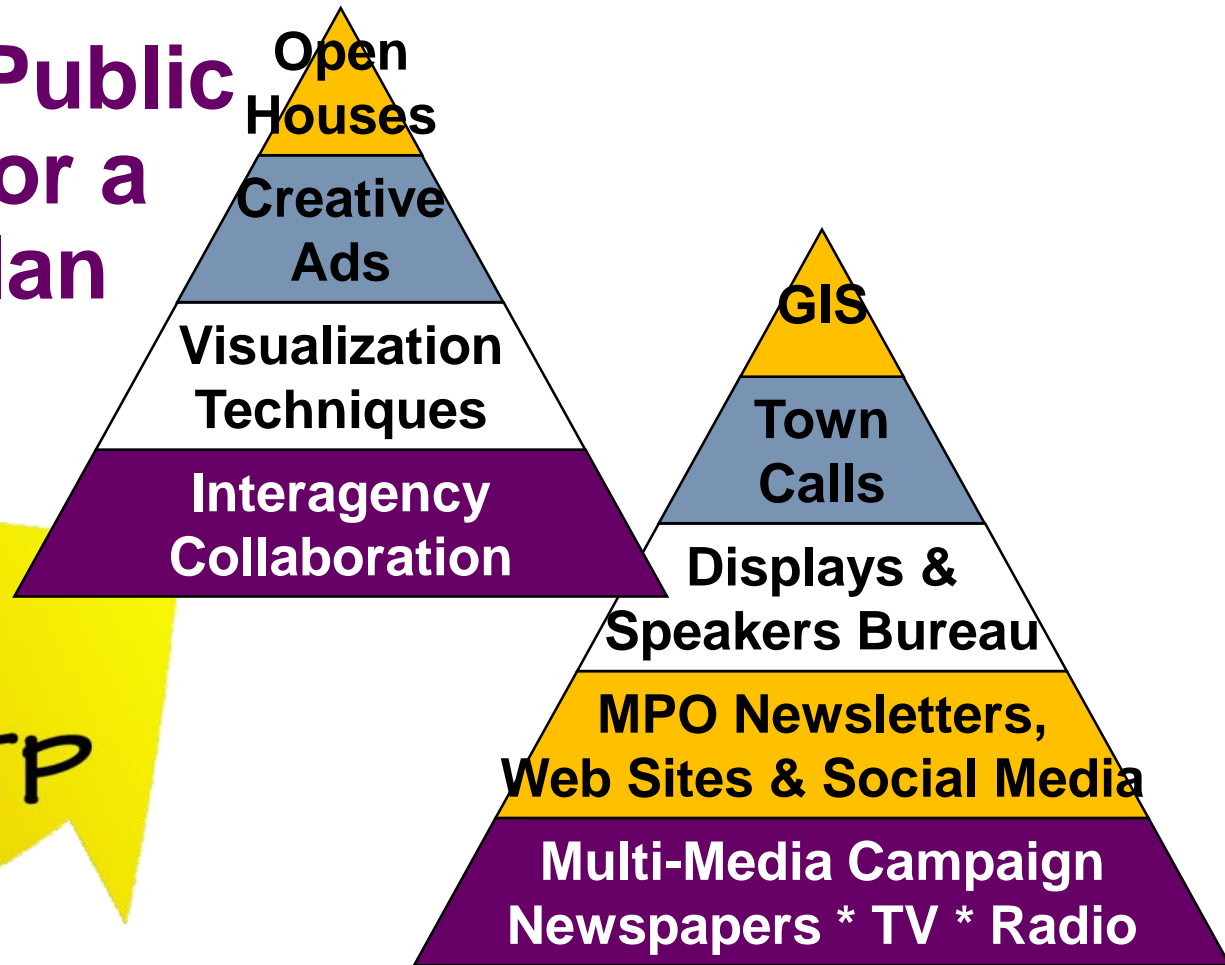
**Plan  
Hillsborough**  
planhillsborough.org



# Multi-layered Public Engagement for a Multi-modal Plan



**2035 LRTP**







**2035** LRTP



**What's  
on the  
MPO's  
menu?**



# 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



813 272 5940

US Dollars  
FREE

[www.hillsboroughmpo.org](http://www.hillsboroughmpo.org)

## RECIPES FOR TRANSPORTATION PLANNING SUCCESS

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





# 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 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 (L RTP). Comprehensive, countywide and inter-jurisdictional, the 2035 L RTP 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, pollution and greenhouse gas emissions;
5. Promote efficient transportation system management and operation; and
6. Preserve the existing transportation system.



## 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](mailto: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](http://www.hillsboroughmpo.org).



# 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
1 part	Public Meetings		Television
1 part	Free Newsletter	1 part	Speakers Bureau
1 part	Planning Commission	1 part	Community Displays
	Library		or Workshops
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.



# 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.



# 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](mailto:mpo@plancom.org)  
Web: [www.hillsboroughmpo.org](http://www.hillsboroughmpo.org)  
U.S. Mail: [www.mpotransit.org](http://www.mpotransit.org)  
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 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.



# 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:



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

**FDOT** – The Florida Department of Transportation is the state agency responsible for transportation issues and planning. [www.dot.state.fl.us](http://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](http://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](http://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!



**2035** LRTP

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





# Let's Design Hillsborough's Future

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



# Innovative Outreach

imagine  
hillsborough  
2040



Open Planning Tools  
Exemplary

Implementation Award  
at the New Partners for  
Smart Growth Conference





# Innovative Outreach

imagine  
hillsborough  
2040



1<sup>st</sup> Place

Public Education

Future of the

Region Awards!





# Innovative Outreach

imagine  
hillsborough  
2040



One Bay Award!  
Future of the  
Region Awards





# Best Practices

WELCOME

2

PLANS

✓

Investment Programs

Comment

See Instructions

4

PROJECTS

5

STAY INVOLVED

✓

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 40% 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 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: \$6,563

\$6,563  
(dollars in millions)

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

Next

Share

f

t

e

+

Award of Merit  
from the  
Florida Chapter  
American Planning  
Association



# Emergency Preparedness/ Resiliency



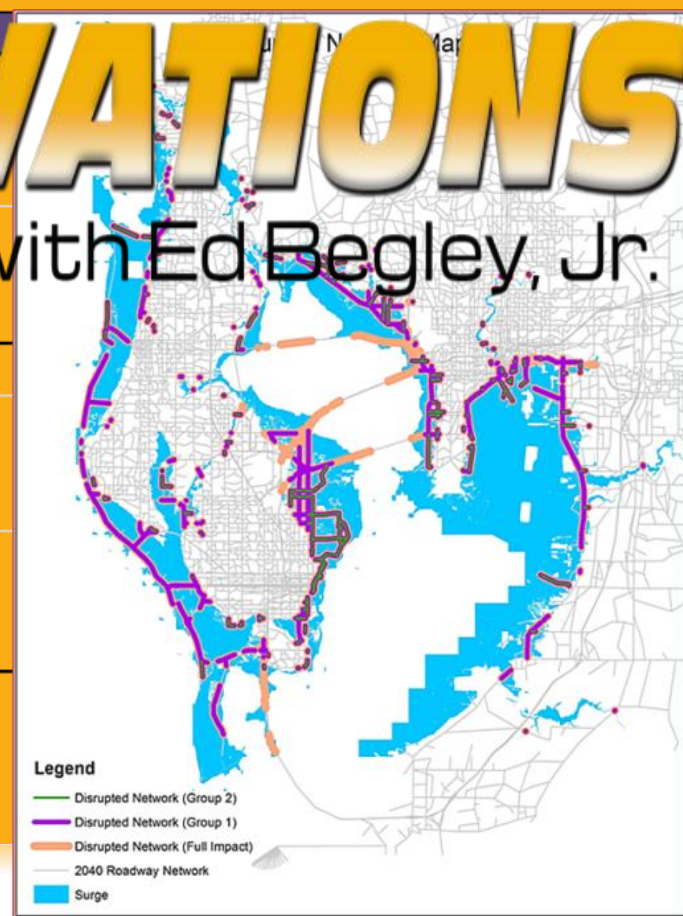
Featured on FOX Business  
& Discovery Channel's

Investment Level	
Scenario 1	\$31 M
Level 1	<p>Category 3 storm impacts:</p> <ul style="list-style-type: none"> <li>- 8 weeks major roads may be unusable</li> <li>- \$266 million economic loss</li> </ul>
Scenario 8b	\$39 Million per year
Level 3	<p>Continue today's stormwater drainage, plus: raise road profiles, enhance base, protect shorelines from wave damage</p> <p>Category 3 storm impacts:</p> <ul style="list-style-type: none"> <li>- 3 weeks major roads may be unusable</li> <li>- \$119 million economic loss (cut in half!)</li> </ul>

Economic  
losses cut  
in half

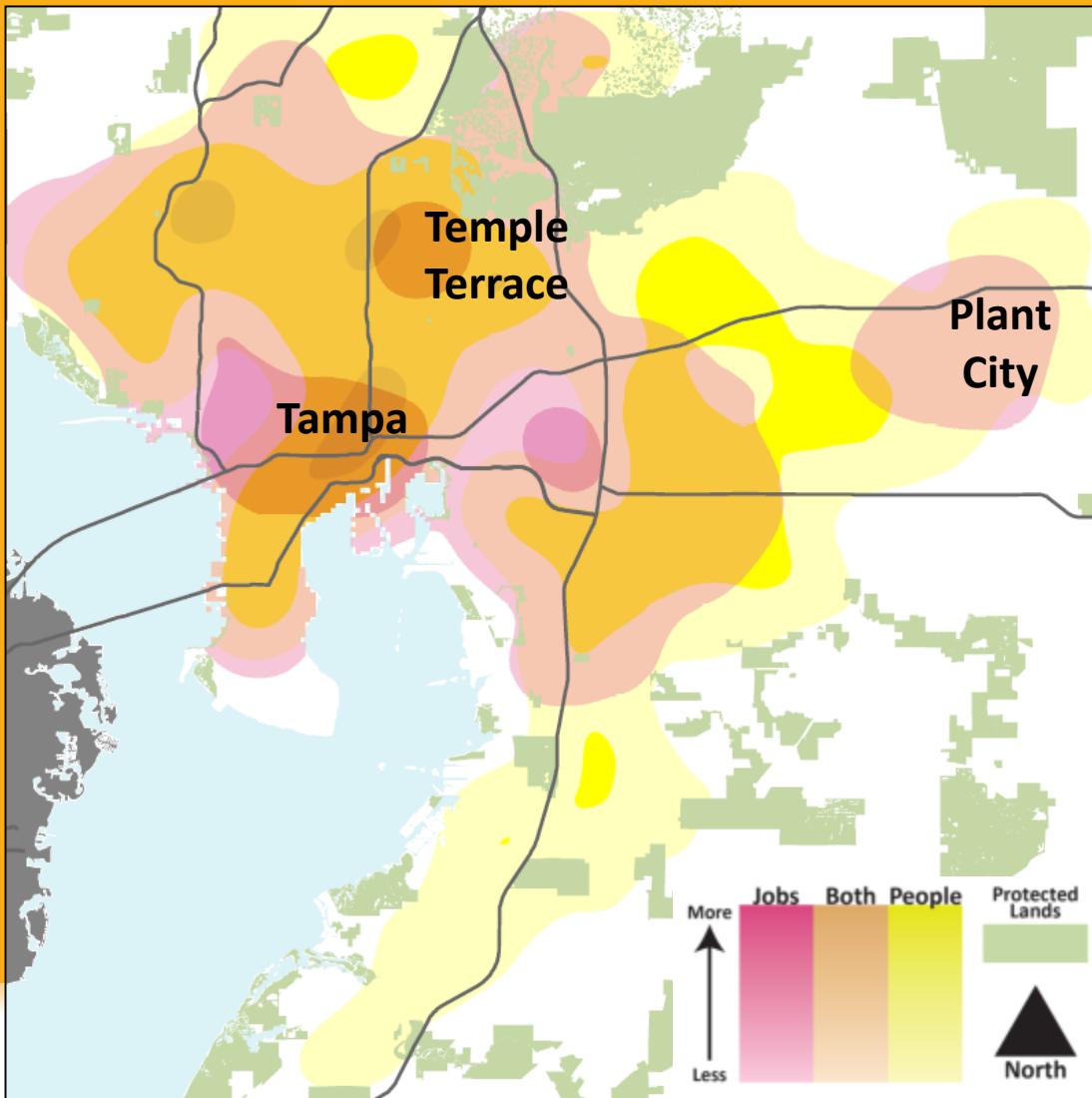


**INNOVATIONS**  
with Ed Begley, Jr.





# 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 6<sup>th</sup> 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

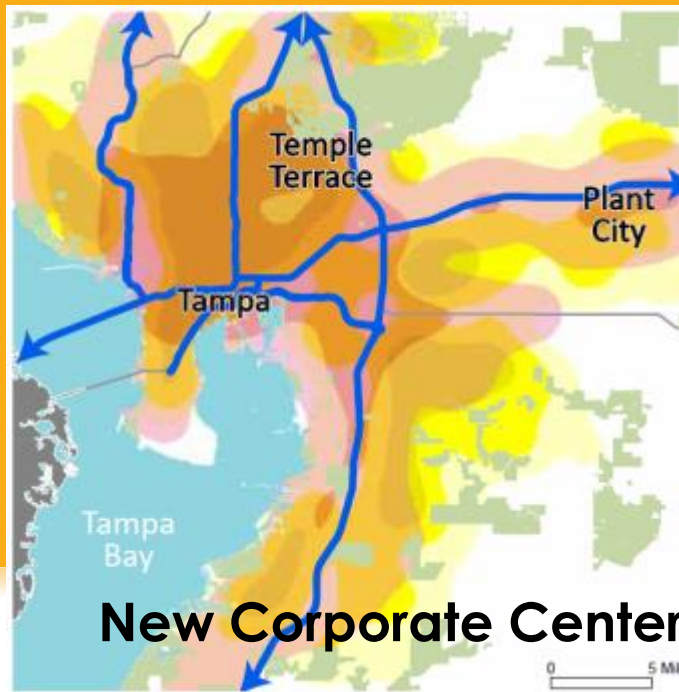
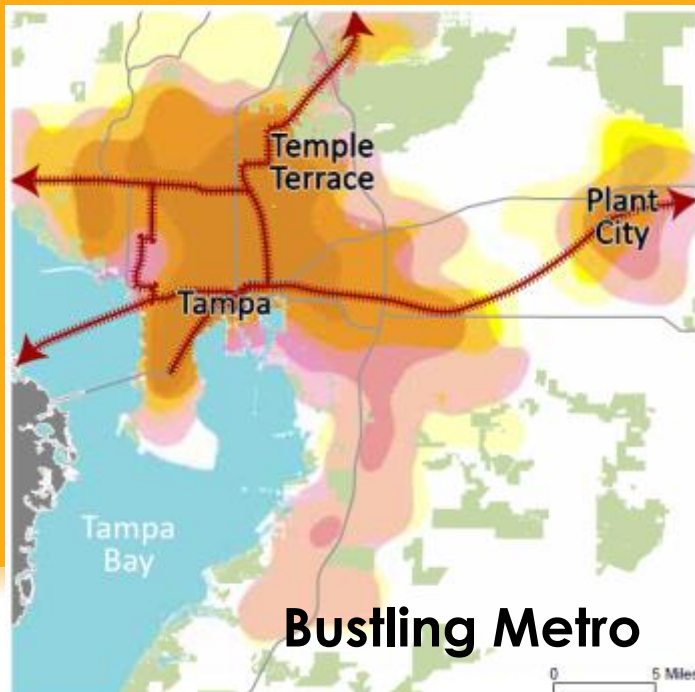
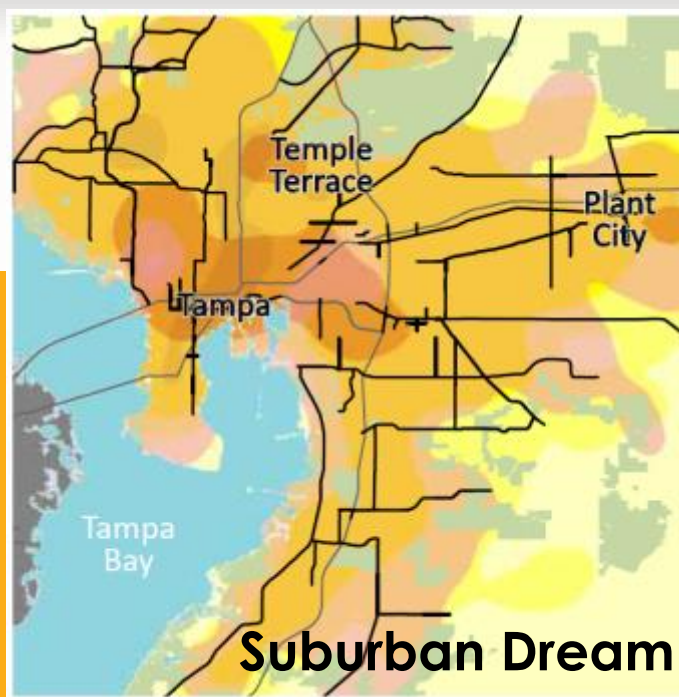
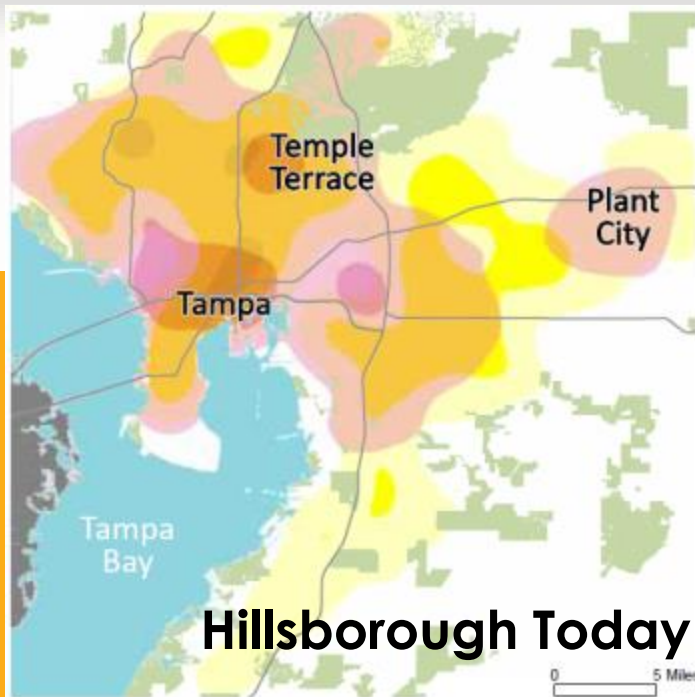


**Hillsborough County  
City-County  
Planning Commission**



**Hillsborough MPO  
Metropolitan Planning  
for Transportation**





**Building  
on the  
Present**

# Three Stories about 2040

Simplified, visuals to inspire discussion of trade-offs

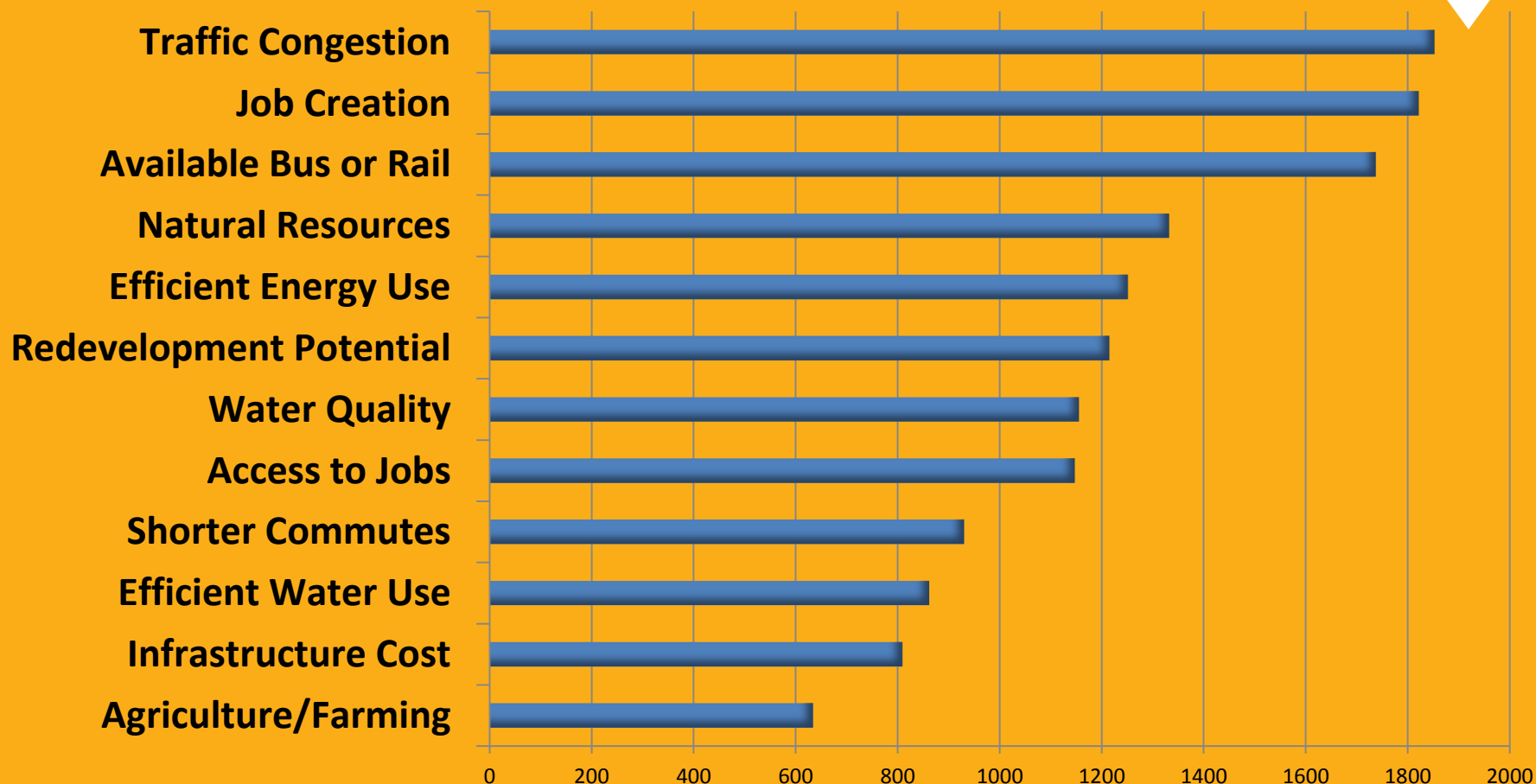


**3 stories of alternative futures  
considered a national model by the  
FHWA Scenario Planning Peer Exchange**

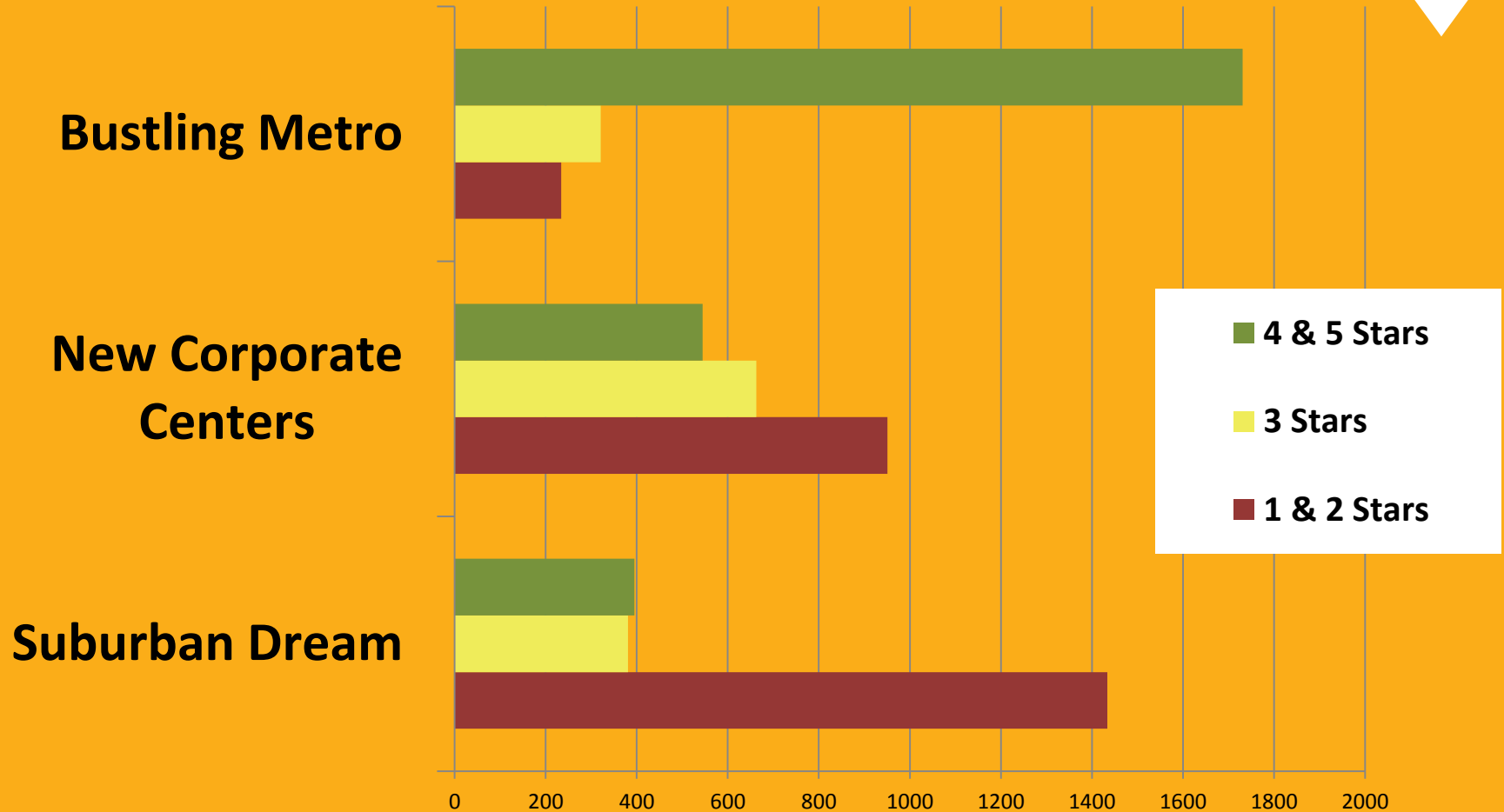




# What's important to you?



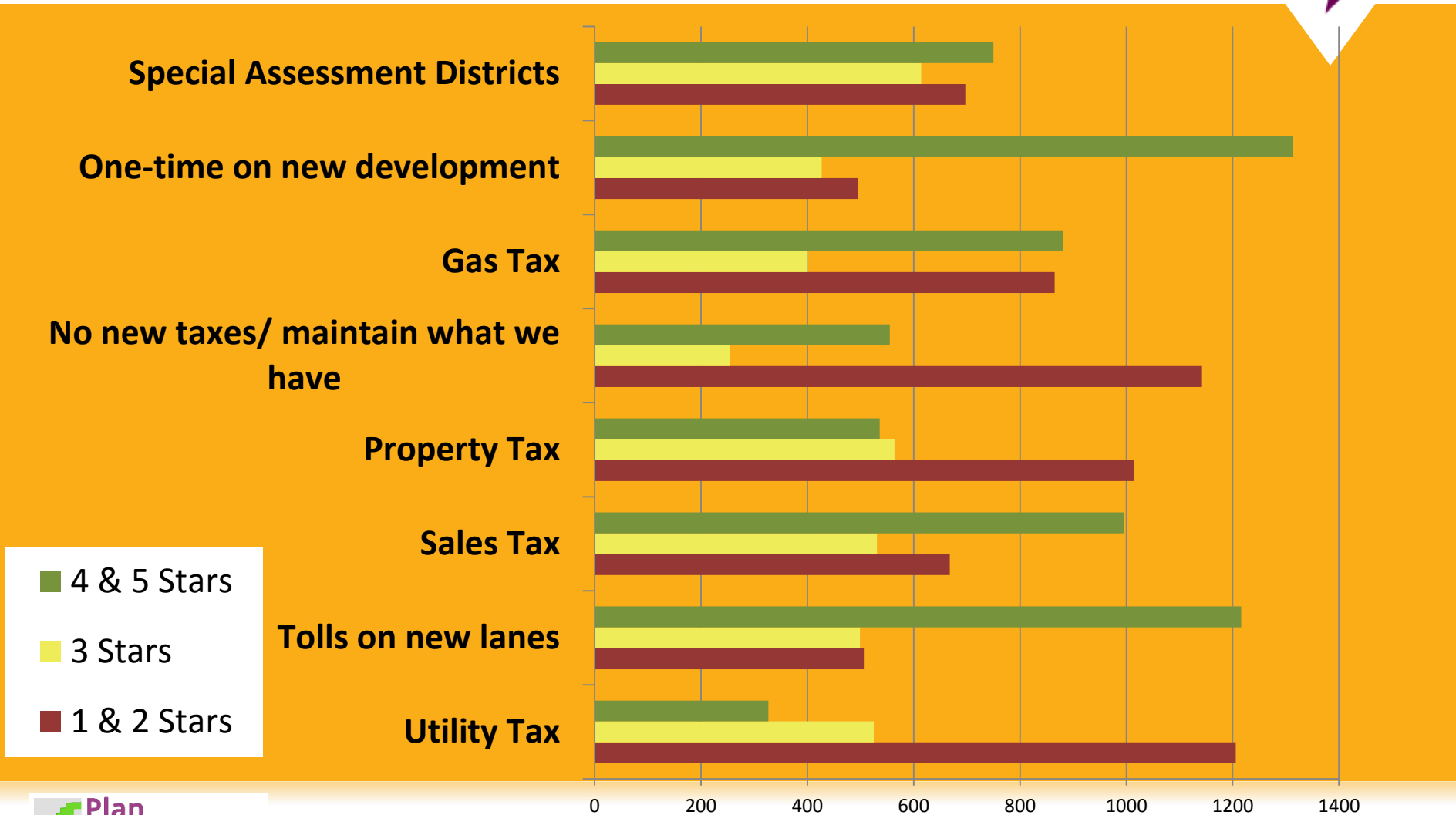
# Significant results





# Funding

What's the fairest & most reasonable way?



# 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%

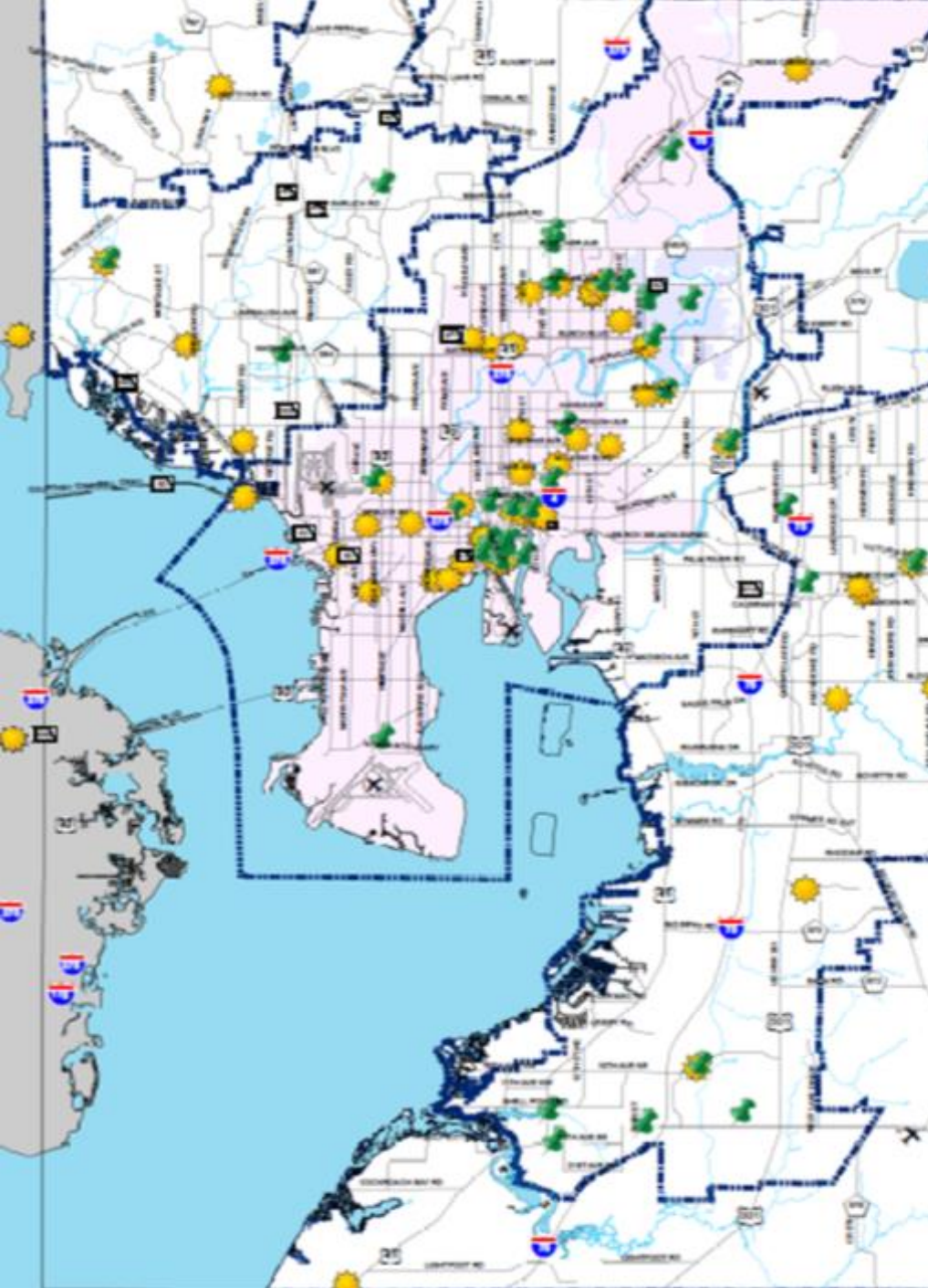
**91,500+** data points collected through prioritizing, ranking, rating, choosing, suggesting, and commenting on ideas and preferences - at iPad stations, at kiosks, at community meetings, and on the web!





# 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 Chiaramonte | 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 14<sup>th</sup>!

FREE admission on Friday courtesy of ABC Action News

**Part 2: Tell us which projects to invest in!**



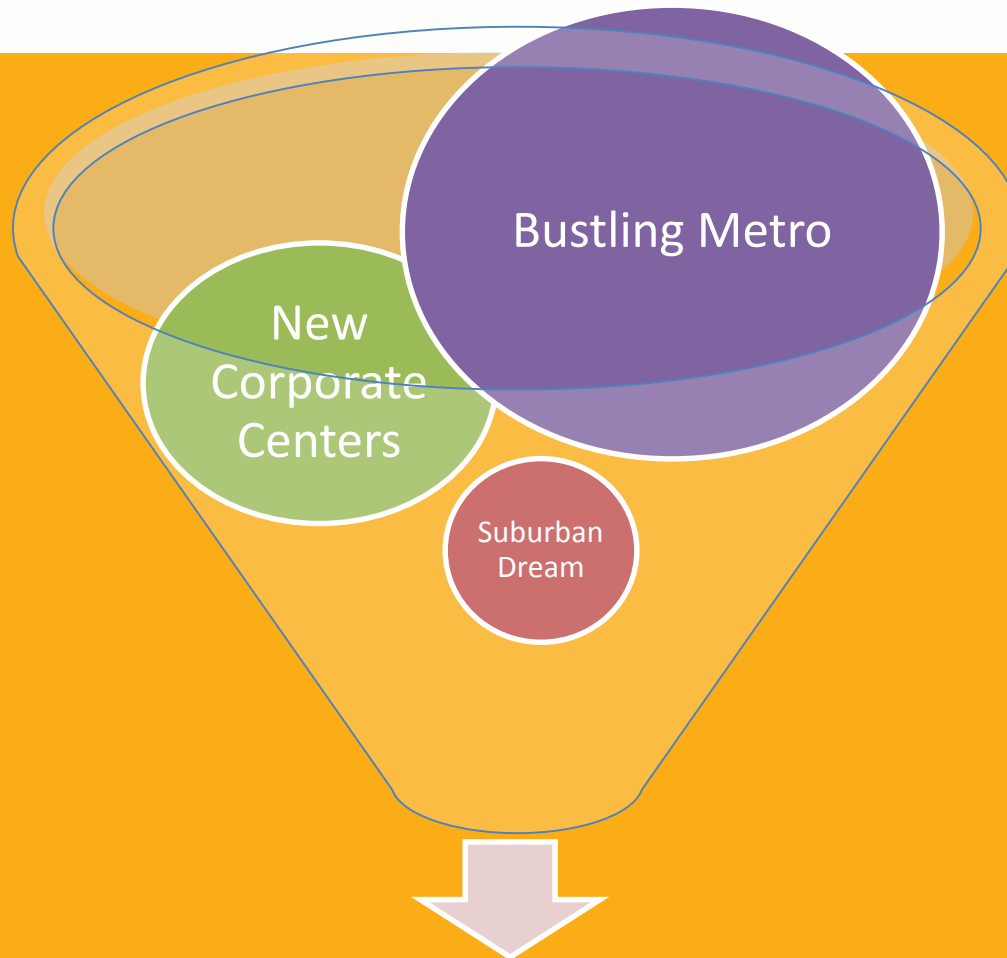
Take the survey by August 25 & Get a **FREE** ticket to Florida's Largest Home Show!

**Take Survey NOW!** [imagine2040.org](http://imagine2040.org)





# Imagine 2040 Vision



**Hybrid Scenario**



**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

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

Share



# 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**



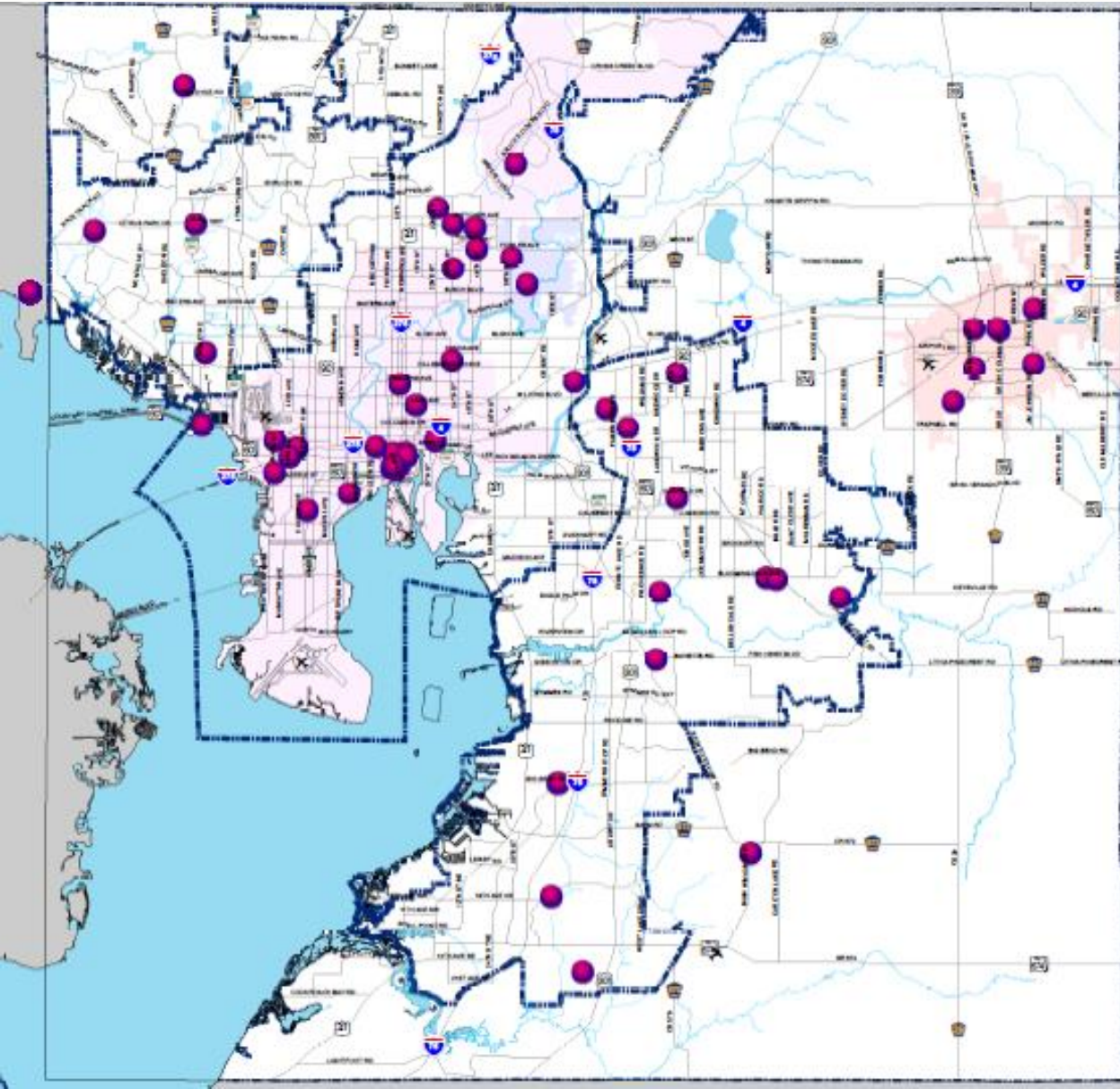
PART

**II**





# 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**



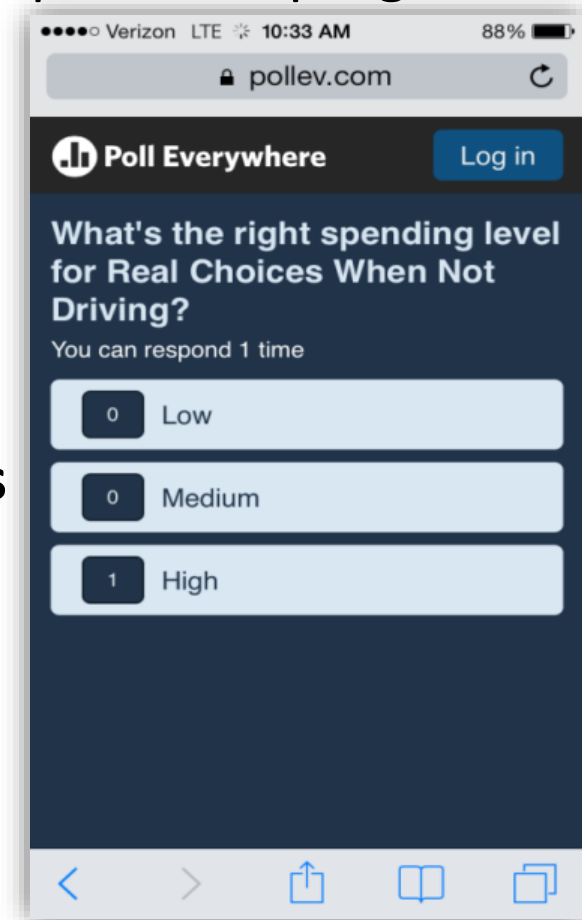
**Minimize Traffic for Drivers & Shippers**



**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.

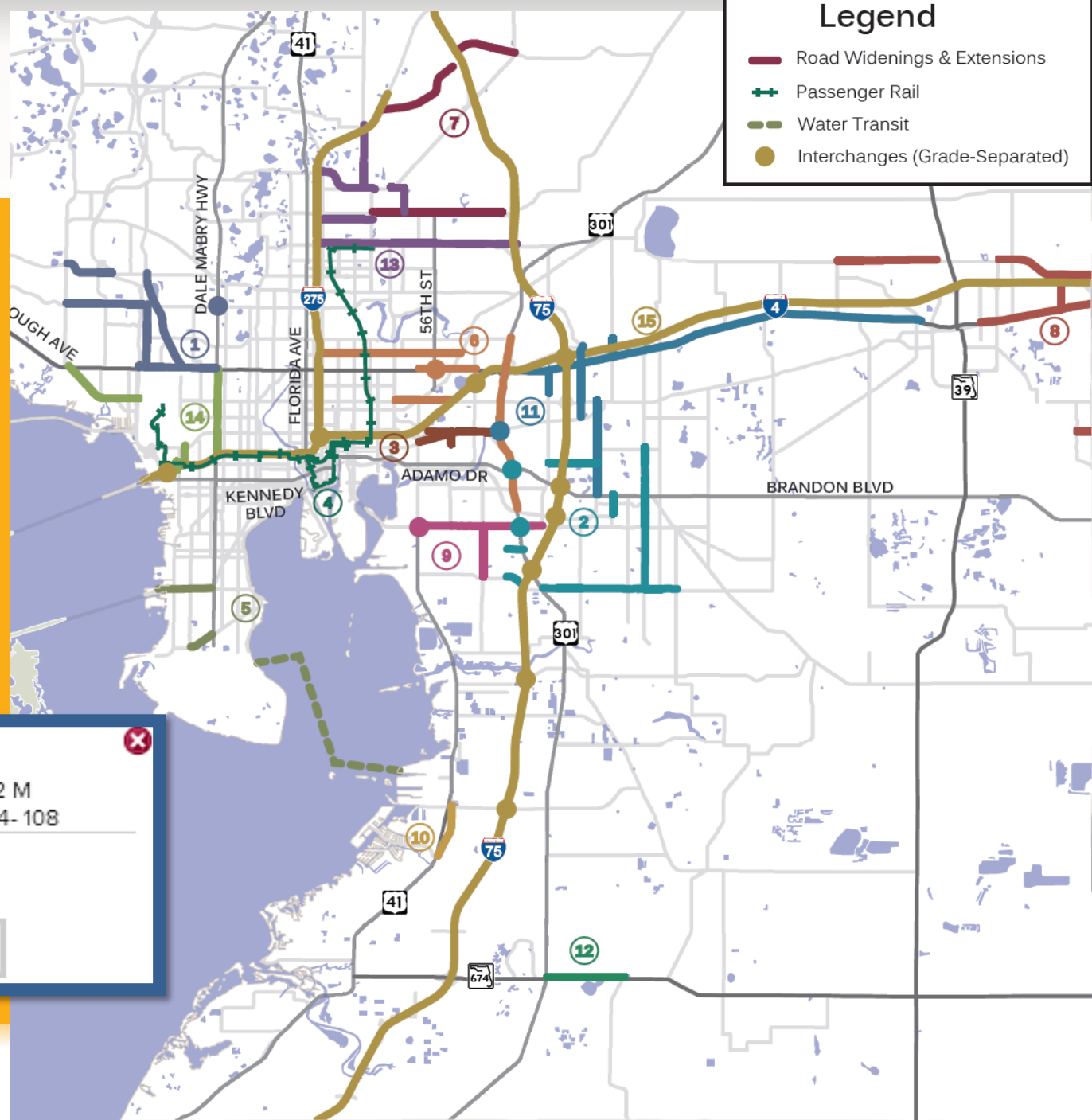




# Major Projects for Job Growth

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.



## Brandon West

Widen, Extend Roads: \$302 M  
Thousands of Jobs in 2040: 44- 108

Invest here?



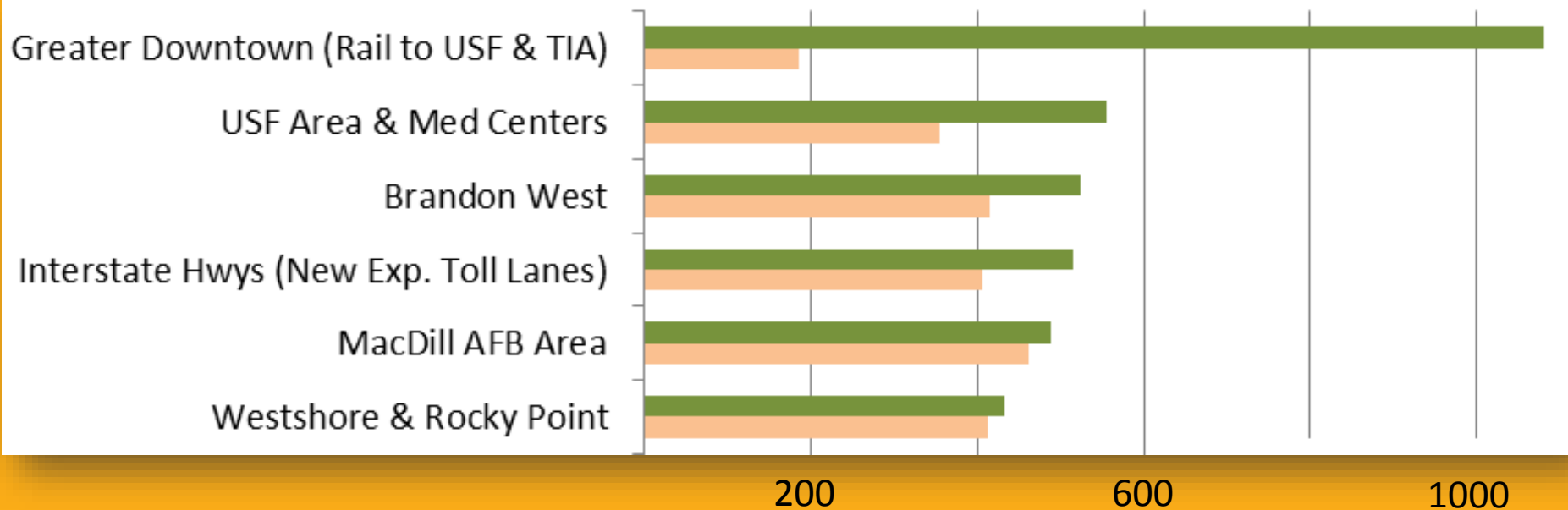
Yes



No

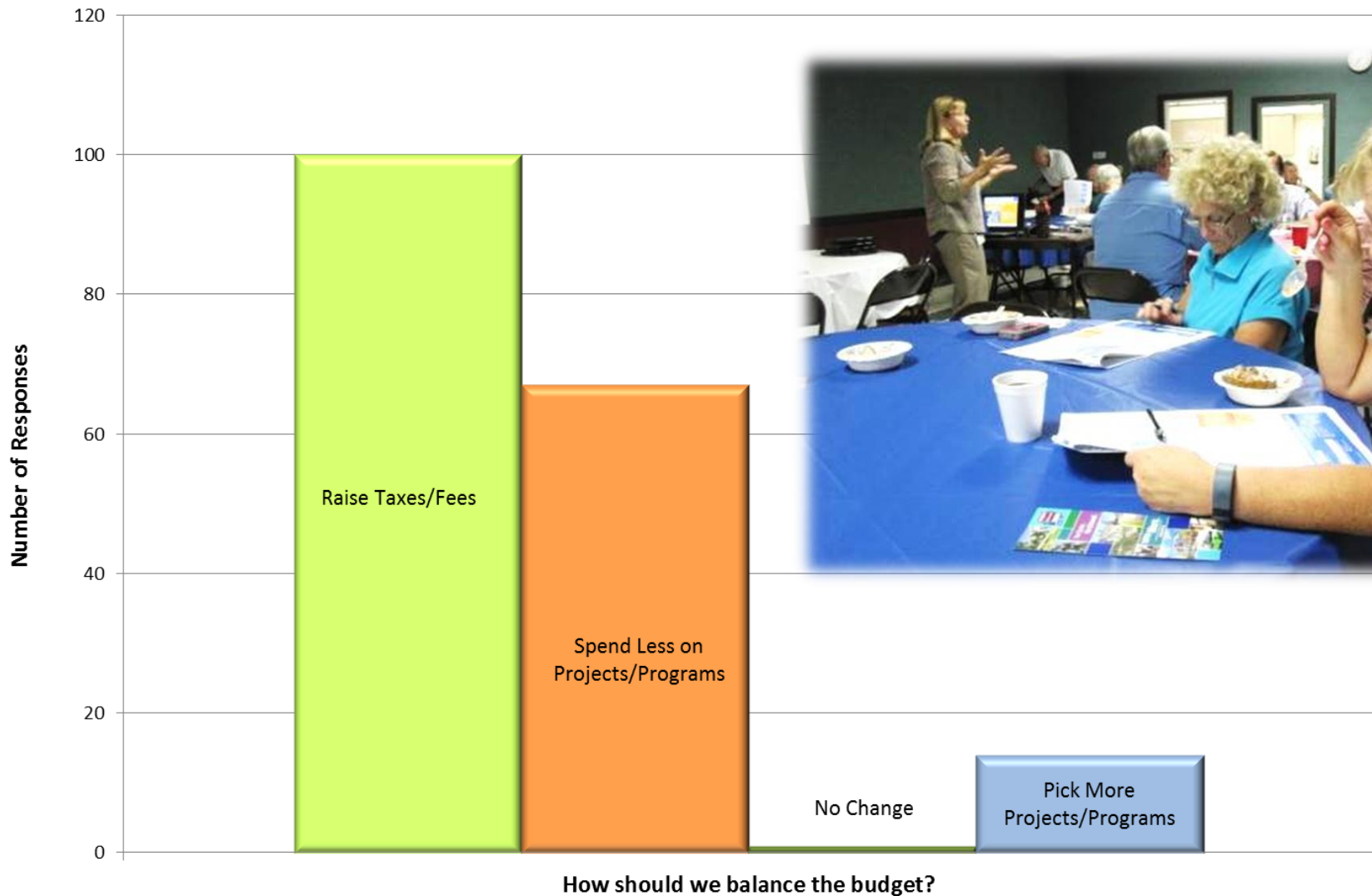
# Major Projects for Job Growth

Invest here?



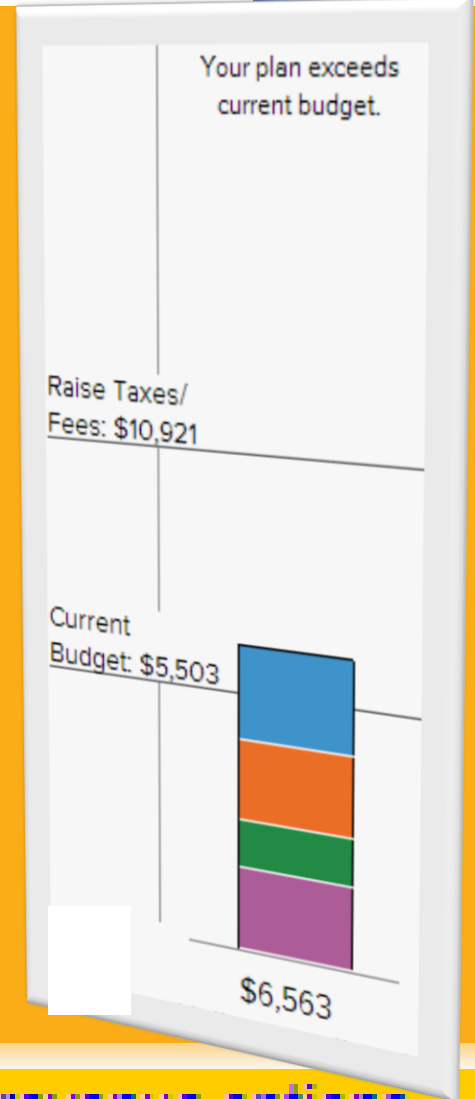
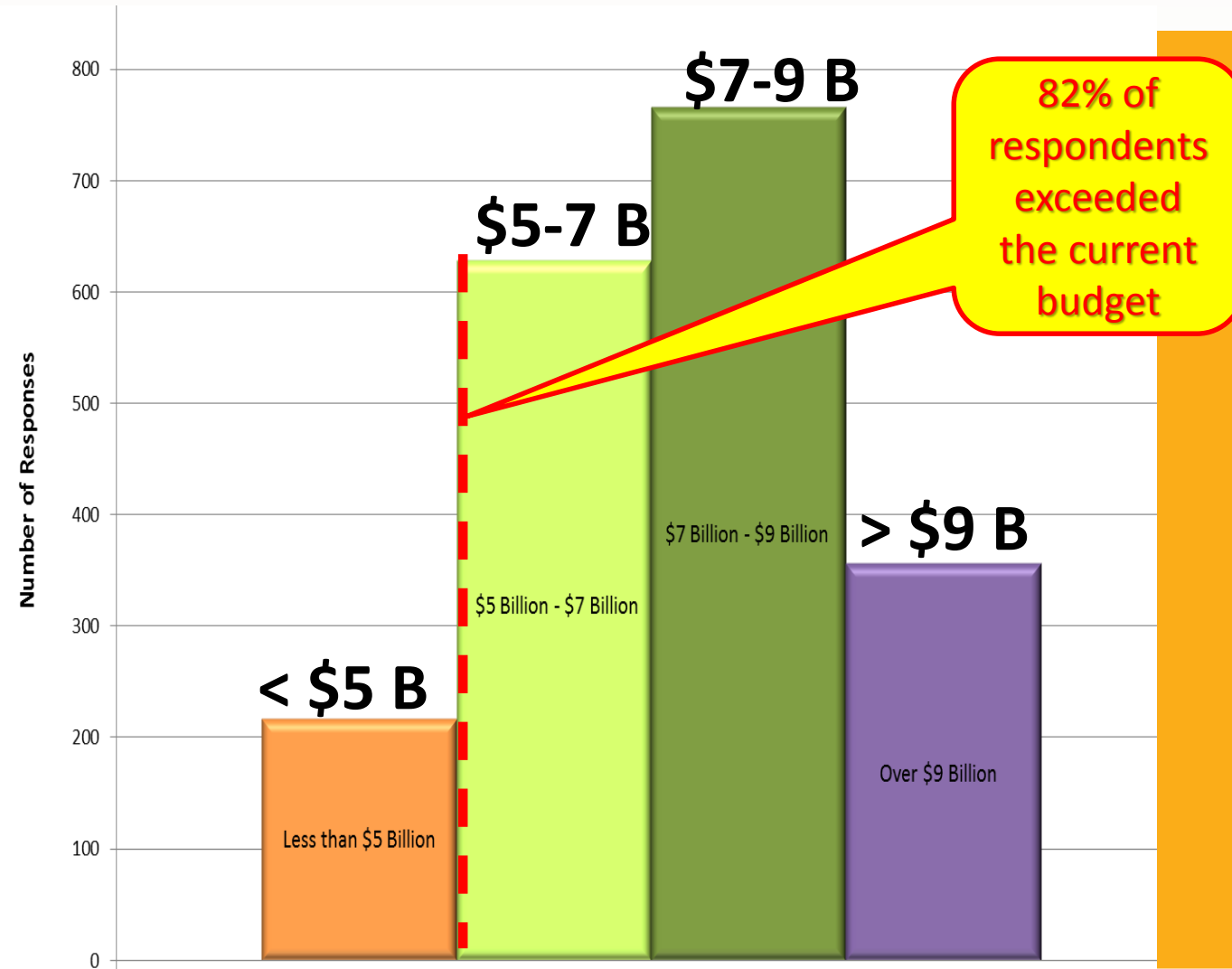


# We've overspent. How do you want to handle the deficit?



# Spending Level Preferences (online)

Includes spending on both programs & projects over 20 years

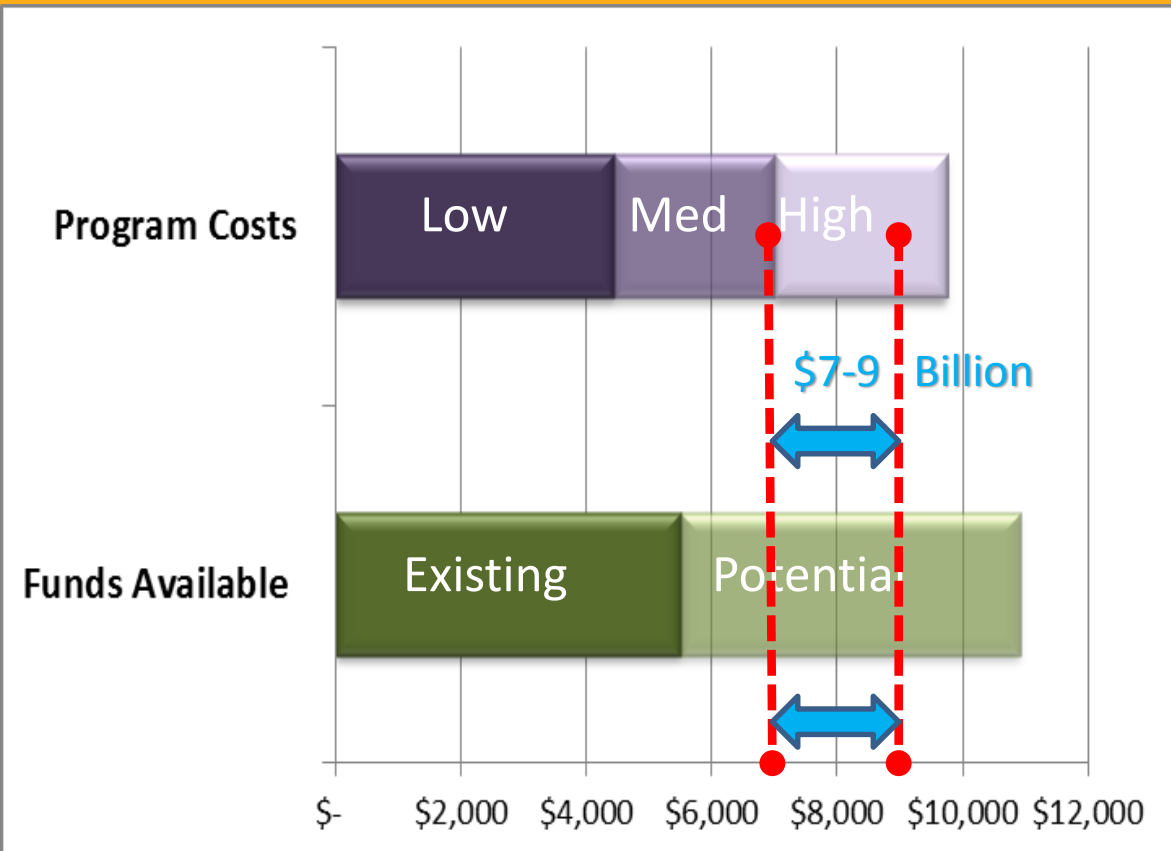


[Your plan exceeds current budget. Click for info on revenue options.](#)



# 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](http://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

**You Spoke. We Listened.**

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**  
August 29 - Sept 1, 2014  
Lakeland Convention Center  
Lakeland, FL

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.

**MPO 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

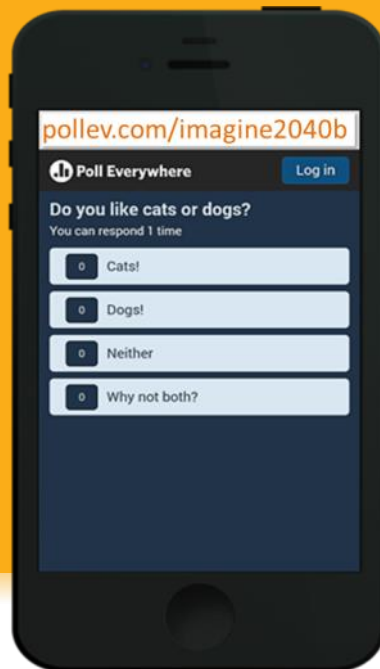
**You Spoke. We Listened.**

**Tell Us More.**  
imagine2040.org

# Distribution and Promotion: Audience response survey

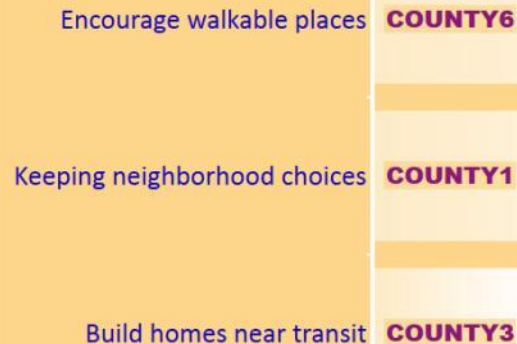
## Poll Everywhere tool during PowerPoint presentations

- 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 More

## Poll Everywhere: Text it

First, think about the big picture. We heard you want to grow as a vibrant and bustling place with more jobs. You can also suggest new projects in the space provided below.

**Q1. Our county needs to:**

☐ Keep neighborhood character

☐ COUNTY1

☐ COUNTY4

**Q2. My neighborhood needs:**

☐ 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 [space2040.org](http://space2040.org)

**Q3. Preserve the System:**

☐ Low: \$3,273 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: \$1,185 million

**Q5. Minimize Traffic for Drivers and Ship:**

☐ Low: \$385 million (current spending)

☐ Medium: \$672 million

☐ High: \$1,060 million

**Q6. Real Choices When Not Driving:**

☐ Low: \$1,771 million (current spending)

☐ Medium: \$2,405 million

☐ High: \$2,945 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 checking "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"/>	YESSP NOSPP
12. Sun City Center Commercial: \$49 M	<input type="checkbox"/>	<input type="checkbox"/>	YESSC NOSSC
13. USF Area & Med Centers: \$328 M	<input type="checkbox"/>	<input type="checkbox"/>	YESUSF NOUSF
14. Westshore & Rinkas 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"/>	YESITOLL 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 ☐ Business/Property Owner

☐ Work/School ☐ Some combination of the above

**What best describes you?**

☐ Work outside of my home ☐ Work at or from my home ☐ Student

☐ Retired or unemployed

**How do you describe yourself?**

☐ A mix of ethnicities ☐ Hispanic/Latino ☐ Other

☐ African American/Black ☐ White/Caucasian

☐ American Indian

☐ Asian

Return survey to: Lisa Silva, 601 E. Kennedy Blvd, 18<sup>th</sup> Floor, Tampa, FL 33602, fax 813 272-6255, or [lsilva@plancom.org](mailto:lsilva@plancom.org).

## Imagine 2040 - I

### 1. Airport North Business Area

These projects are on or parallel to the most congested roads:

Anderson Rd (Hillsborough-Hwy, Sligh-Benjamin Rd (Hillsborough to Waters)

Dale Mabry Hwy (at Waters Ave)

Hillsborough Ave (Veterans Exwy to Dale I)

Lindbergh Ave (Sheldon Rd to Veterans Ex)

Waters Ave (Sheldon Rd to Veterans Ex)

Sligh Ave (Benjamin to Manhattan)

Passenger Rail Service alongside Busch/Lu

Other projects which have been suggested:

County Line Rd (north of I-4 to Kingfisher Griffin Rd)

Other projects which have been suggested:

Hoover Ave (Hillsborough to Sligh)

Sligh Ave (Benjamin to Manhattan)

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### 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)

Widened to 4 lanes and extend eastward to Polk Co

Trappell 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)

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### 9. Port Tampa Bay Area \$251 M

These projects are on or parallel to the most congested roads:

Causeway Blvd (US 41/50<sup>th</sup> St to Falkenberg)

US 41/50<sup>th</sup> St (at Causeway Blvd to CSX rail crossing)

"B" St (Causeway Blvd to Madison Ave)

Other projects which have been suggested:

County Line Rd (north of I-4 to Kingfisher Griffin Rd)

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### 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 Gibsonton Rd)

US 41 (Apollo Beach Blvd to Pembroke Rd/Musica)

Other projects which have been suggested:

County Line Rd (north of I-4 to Kingfisher Griffin Rd)

Other projects which have been suggested:

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Sligh Ave (Benjamin to Manhattan)

Passenger Rail Service alongside Busch/Lu

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BayNews9 interview

Tampa General Hospital Healthpark



Campo YMCA

# IMAGINE HILLSBOROUGH 2040

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

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!**

*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 will our transportation be like? Take the *Imagine 2040* survey and help shape the future.



Sign up for Bay News 9 NOW for **Breaking News** & Alerts

Input needed for transportation survey: **Imagine 2040**

Lots of coverage by media & business groups!

## You Designed Hillsborough's Future

By 2040, there will be about a half million more people living in Hillsborough County.

**RESULTS** We asked you to tell us your priorities and to make choices. You responded!

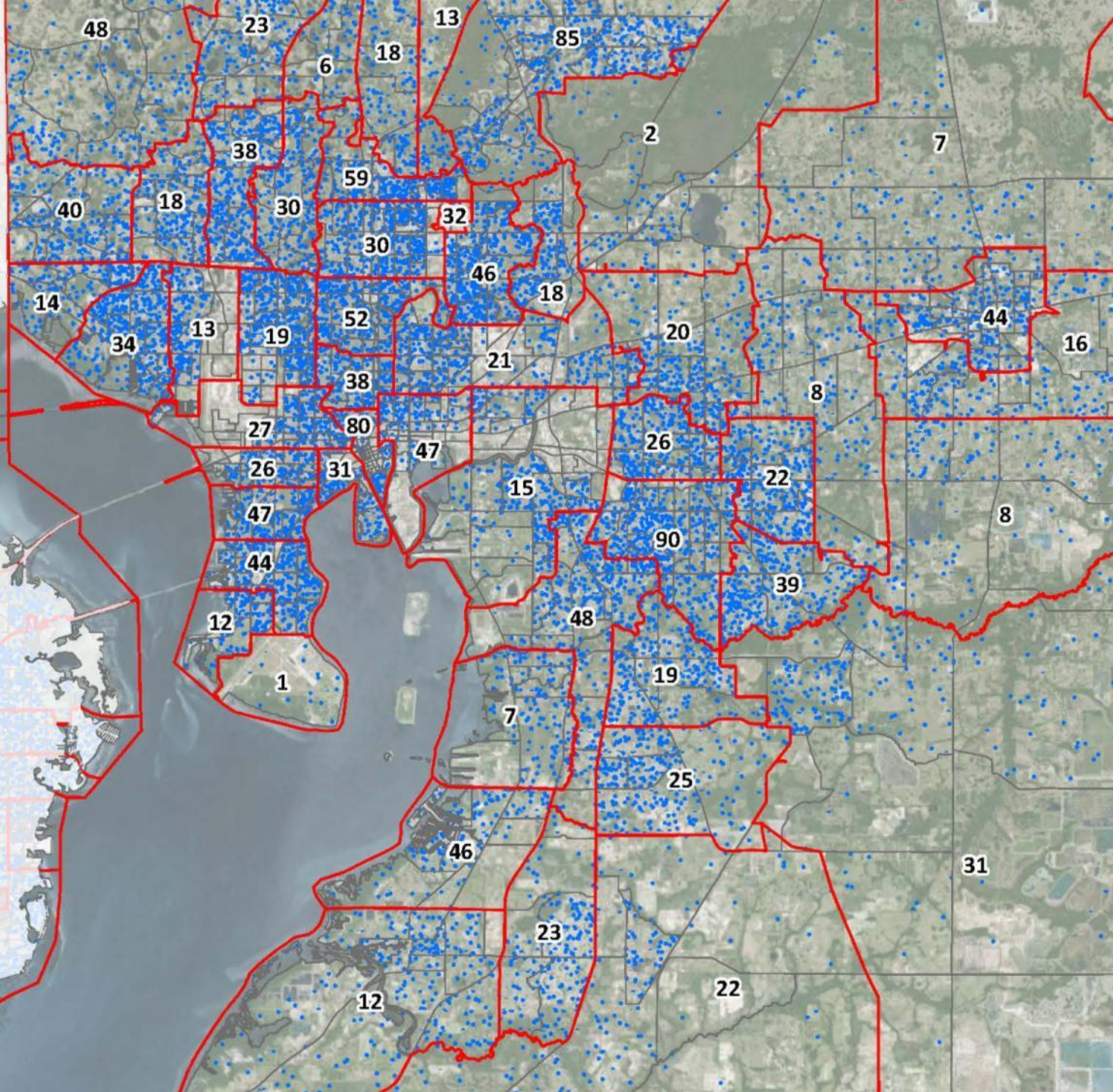


Aug 1, 2014

## 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
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<u>Poll Everywhere survey</u>	<u>225</u>
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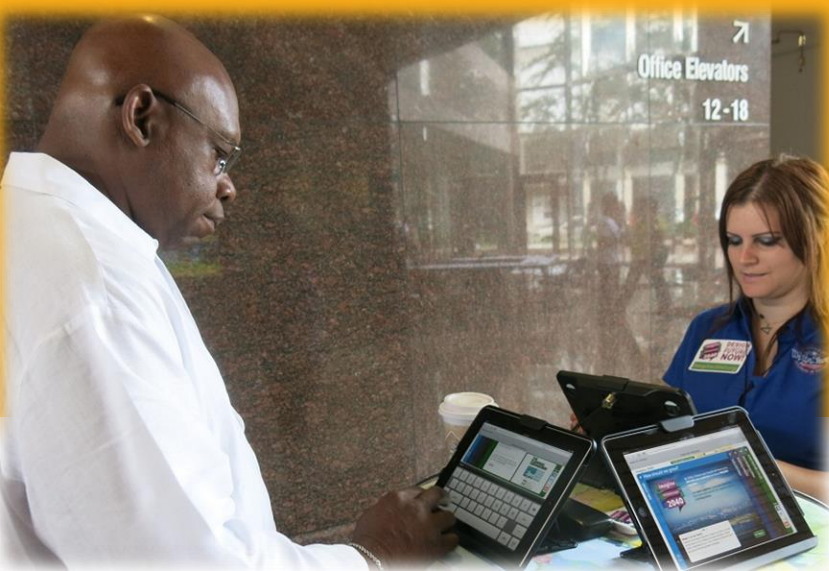
<b>Total responses</b>	<b>2,442</b>
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*Averaged 11 more surveys per week than Part 1!*

<b>Media coverage</b>	9+ stories (print, TV, radio)
-----------------------	-------------------------------

<b>Web campaign</b>	500,000 mentions & retweets
---------------------	-----------------------------

	459,000 ad impressions on-line
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# 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
- Keep raising the bar





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/](http://PlanHillsborough.org/2040-lrtp/) or contact Lisa Silva at 813.273.3774 x329 or [silval@plancom.org](mailto: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](mailto: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/](http://www.PlanHillsborough.org/non-discrimination-commitment/)



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

**Lynn E. Merenda**

*Public Engagement & Community Relations  
Hillsborough MPO & Planning Commission*

E: [merendal@plancom.org](mailto:merendal@plancom.org)

P: 813/273-3774 x342

Twitter: [@HillsboroughMPO](https://twitter.com/HillsboroughMPO) / [@HillsCoPlanCom](https://twitter.com/HillsCoPlanCom)

Facebook: [HillsboroughMPO](https://www.facebook.com/HillsboroughMPO/) / [Planning Commission](https://www.facebook.com/PlanningCommission/)



**Plan  
Hillsborough**

[planhillsborough.org](http://planhillsborough.org)

