Westshore Mobility Strategy
Survey Results

August 2007
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EXECUTIVE SUMMARY

The Hillsborough County Metropolitan Planning Organization, in partnership with the Westshore Alliance, launched a survey in April 2007 as part of the Westshore Mobility Strategy study effort. The Westshore Mobility Strategy will provide a framework to achieve a safe, balanced, and accessible multimodal transportation network. The survey results are critical to the Westshore Mobility Strategy in that they convey the key transportation issues identified by Westshore employees and residents, as well as the types of transportation improvements and investments that should take place in order to meet the needs of the area employees, residents, and visitors.

In conjunction with the findings from the previously prepared Westshore Mobility Strategy Existing Conditions Report, the survey results will serve as the foundation in developing a set of strategies to implement the needed Westshore area transportation enhancements.

The results from the survey are summarized as follows. It should be noted that the employees and residents referred to below represent only those individuals who participated in the survey.

1. The majority of employees have worked in Westshore for 0-4 years; the employees predominantly work for professional service organizations (legal, sales, finance, etc.); the majority of employees work within organizations consisting of 200 or more employees.

2. Westshore employees mainly commute from areas within Tampa, Hillsborough County including: Citrus Park/Westchase, Town ‘n’ Country, Greater Carrollwood, and Downtown Tampa.

3. The majority of residents have resided in Westshore for 0-4 years; most of the residents live within households consisting of 1-2 individuals.

4. Westshore residents predominantly work in the area of Greater Carrollwood within Tampa, Hillsborough County.

5. It takes most employees 30-45 minutes to travel from home to Westshore.

6. The commute time for the majority of residents is between 10-20 minutes.

7. Both employees and residents indicated that they drive alone in traveling to/from Westshore and within the area. Some individuals, however, indicated that they occasionally carpool or walk to travel within the Westshore area.

8. Residents are the predominant group to ride a bicycle or walk to travel within Westshore; those individuals who occasionally ride a bicycle or walk do so 1-2 times per week or 1-2 times per month.

9. A very limited number of employees and residents use HART transit services to travel to/from Westshore.
10. While a number of employees and residents indicated that driving is more convenient in order to travel within Westshore, most also indicated that there are factors in Westshore that limit them from biking, walking, or taking transit; the main factors include:
   - Speeding cars on roadways,
   - Personal security/safety concerns,
   - Limited sidewalk connections and barriers, and
   - Lack of bike lanes and crossing signals.

11. The majority of employees and residents indicated that they would consider biking or walking more in Westshore if the following improvements were made:
   - Pedestrian overpasses and underpasses,
   - More sidewalks/connected sidewalks,
   - More crosswalks at intersections and crossing signals, and
   - More landscaping.

12. The majority of employees and residents indicated that they would consider taking transit to move to/from Westshore and around within Westshore if the following improvements were made:
   - Circulator/shuttle service traveling around Westshore,
   - Direct trips with no transfers,
   - Service every 15 minutes,
   - Ride time less than 15 minutes, and
   - Extended hours of operation.

13. The majority of employees and residents selected the following two activities for which they might bike, walk, or take transit in Westshore if transportation improvements were made:
   - To and from lunch/dinner and
   - To and from retail/shopping.

14. The majority of employees and residents indicated that they would travel to the following three destinations if new or improved transit services were provided:
   - Tampa International Airport,
   - International Plaza, and
   - Westshore Plaza.

15. The majority of employees and residents indicated that they would use the following three transit systems if transit was the only option available:
   - Light rail,
   - Commuter rail, and
   - Circulator shuttle.
16. Almost all of the employees and residents indicated that traffic congestion is an issue in Westshore; the most problematic locations (corridors and intersections along the corridors) identified by the employees and residents are:
   • Westshore Boulevard,
   • Kennedy Boulevard,
   • Veterans/Causeway/Memorial Interchange,
   • Spruce Street/Boy Scout Boulevard/Columbus Drive, and
   • Dale Mabry Highway.

17. Almost all of the employees and residents indicated that traffic congestion is an issue at the following times during the day:
   • Morning Rush Hour (7am – 9am)
   • Lunch Hour (11am – 2pm)
   • Evening Rush Hour (4pm – 6:30/7:00pm)

18. A number of employees and residents indicated that the most important automobile related improvements that should take place within Westshore are as follows:
   • Improve timing/synchronization of traffic signals,
   • Add more turn lanes on major intersection,
   • Add signalized turn lanes, and
   • Enforce specific routes for trucks.

The above survey findings, along with the findings from the review and analysis of existing plans, policies, and related documents/data, have resulted in the identification of the following major themes and issues that inhibit mobility within Westshore:

**Better sidewalk connectivity is needed throughout the area**
While sidewalks are present on nearly every major street within the primary study area, gaps and deficiencies in the sidewalk network exist at major intersections. The deficiencies in the sidewalk network serve as a barrier to pedestrian access. As a result, walking is discouraged as a form of travel.

**More bicycle facilities are needed throughout the area**
Due to the constrained nature of the roadways within the area, few on-road facilities are present; they are also unlikely to be installed. As a result, a series of off-road trails is needed to promote cycling as a viable form of travel.

**Better integration of transit stops with pedestrian network facilities**
Pedestrian access to a number of transit stops within the area is inhibited due to deficiencies in the sidewalk network and the lack of connectivity between pedestrian crosswalks and transit stops.
**Need for transit circulator**

While the HART Authority operates 13 routes that provide service to the Westshore area, none of the routes circulate between attractions within Westshore. Due to the rapid new growth that is occurring within the district, roads in Westshore have become stressed accommodating additional volumes of single-occupant motor vehicles. A circulator shuttle would aid in relieving traffic congestion of the area.

**Need for traffic operational improvements**

As traffic congestion within Westshore increases, operational improvements are needed, especially at intersections, to improve traffic flow. Turn lanes, signal timing progression, and additional through lanes should be considered as treatments.
BACKGROUND

The Hillsborough County Metropolitan Planning Organization, in partnership with the Westshore Alliance, launched a survey in April 2007 as part of the Westshore Mobility Strategy study effort. The Westshore Mobility Strategy will serve as the transportation vision for the Westshore Business District, providing a framework for future transportation and land use decisions in order to achieve a safe, balanced, and accessible multimodal transportation network. The primary objective of the Westshore Mobility Strategy is to identify corridors and areas throughout Westshore where improvements are needed in order to prioritize investments.

The Westshore area is bounded by Kennedy Boulevard to the south, Himes Avenue to the east, Hillsborough Avenue to the north, and Rocky Point to the west. The area of primary focus within the study is defined by Kennedy Boulevard to the south, Himes Avenue to the east, Boy Scout Boulevard to the north, and Tampa Bay to the west (including Cypress Point Park).

The Westshore Mobility Strategy expands upon the Westshore Area Pedestrian System Plan completed in March 2005. While the Pedestrian System Plan recommended various treatments to strengthen the pedestrian network, the Westshore Mobility Strategy focuses on multimodal (pedestrian, bicycle, transit, and automobile) enhancements. It is anticipated that the improvements presented within the Westshore Mobility Strategy will be integrated into the plan to be prepared by the established Tampa Bay Area Regional Transportation Authority (TBARTA).

The survey results are critical to the Westshore Mobility Strategy. The survey was developed to solicit public input on the types of transportation improvements and investments that should take place within Westshore in order to meet the needs of the area employees, residents, and visitors. As such, the survey responses will help identify and prioritize improvements to enhance the Westshore transportation system.

In conjunction with the existing conditions analysis previously conducted as part of this study effort, the survey results will serve as a foundation in developing a set of strategies to implement the enhancements identified by Westshore employees and residents.
SURVEY DEVELOPMENT

The survey served as a tool to capture public input on Westshore transportation issues and needed improvements. In order to attain specific mobility needs and preferences from Westshore area employees and residents, three different surveys were constructed.

The three surveys that were developed are as follows:

- Work Only Survey – geared towards individuals employed in Westshore
- Live Only Survey – geared towards individuals residing in Westshore
- Work and Live Survey – geared towards individuals who work and live in Westshore

Each survey was tailored to extract certain information from the respective target group. All three surveys could be accessed on-line or obtained in hard copy format at the offices of both the Hillsborough County MPO and the Westshore Alliance. In providing the survey in two different formats, a larger audience of respondents could be reached. The three surveys are located in Appendix A.

Each survey contained approximately 20 questions and took about 10 minutes to complete. The survey response period lasted approximately 8 weeks; the survey was launched at the end of April 2007 and concluded in the middle of June 2007.

To announce the survey, as well as increase response coverage, an e-mail and a flyer were prepared and distributed to residents and employees of the Westshore area. The Westshore Alliance sent the e-mail announcing the survey to businesses located within the Westshore Special Assessment District, as well as to members of the Alliance. The e-mail may be found in Appendix B. Appendix C contains the flyer that was mailed by the Hillsborough County MPO to businesses and residents of the study area. The addresses of these organizations and individuals were obtained from 2007 parcel data developed by the Hillsborough County Property Appraiser’s Office.
SURVEY RESULTS

A total of 268 survey responses were received. The response totals for each of the three groups are as follows:

- Work Only – 204 employees
- Live Only – 38 residents
- Work and Live – 26 employees/residents

The survey results are presented in three sections. The results were divided into these sections in order to better understand the factors that inhibit mobility, as well as the improvements deemed important to the employees and residents of the Westshore area. The three sections are as follows:

- Demographics
- Issues
- Improvements
**Demographics**

The demographic related questions and accompanying results of the employees and residents who responded to the survey are portrayed within this section. All of the survey questions tailored to Westshore employees, along with the results, are presented first. The survey questions pertaining to Westshore residents, including the results, follow.

*It should be noted that the responses received from those individuals who both work and live in Westshore have been integrated into the employee and resident results presented within this section.*

**Employees**

**Question: How long have you worked in Westshore? (Please provide one answer)**

Results:

Of the 230 total employee responses received, 92 employees indicated that they have worked in Westshore for 0-4 years.
Of the 230 total employees who responded, 96 employees indicated that they work at organizations providing professional services (i.e. legal, sales, finance, etc.). Approximately 20% of the employees (47) indicated that they work at organizations categorized as “Other”, such as hotels, banks, IT processing/technology firms, consulting firms, and the Tampa International Airport.
Question: How many employees work at your organization? (Please provide one answer)

Results:

The majority of employees (79) work at organizations consisting of 200 or more employees.
Question: Where do you live? (Please provide your 5-digit zip code)

Results:

Westshore employees mainly commute from the following areas within Tampa, Hillsborough County (8-13 employees): Citrus Park/Westchase, Town ‘n’ Country, Greater Carrollwood, and Downtown Tampa. Additional areas within Hillsborough County (5-7 employees) include: South Tampa, New Tampa, and Brandon. A number of the employees (5-7 employees) also commute from Safety Harbor and St. Petersburg in Pinellas County.
Residents

Question: How long have you resided in Westshore? (Please provide one answer)

Results:

Of the 64 total residents who responded, 26 residents indicated that they have resided in Westshore for 0-4 years. A fairly large portion of the residents (16) indicated that they have lived in Westshore for over 25 years.
Question: How many are in your household? (Please provide one answer)

Results:

While the majority of residents (26) live in households consisting of 2 individuals, a number of residents (21) live alone.
Question: Where do you work? (Please provide the 5-digit zip code)

Results:

As illustrated on the map above, the majority of Westshore residents (4-5 residents) work in the area of Greater Carrollwood within Tampa, Hillsborough County.
**Issues**

The survey results presented in this section reveal the issues that were deemed most critical by the survey respondents.

**Employees**

**Question:** How long does it take you to get to Westshore from your home?  
(Please provide the number of minutes)

**Results:**

![Travel Time Bar Chart]

It takes most employees (69) 30-45 minutes to travel from home to Westshore; a large portion (50), however, estimate a commute time of 10-20 minutes.
Residents

Question: How long does it take you to get to work from your home in Westshore? (Please provide the number of minutes)

Results:

The commute time for the majority of residents (21) is between 10-20 minutes.
Individsals Who Work and Live in Westshore

Question: How long does it take you to get to work?
(Please provide the number of minutes)

Results:

For most individuals who both work and live in Westshore (9), it takes between 5-10 minutes to get to work. A number of individuals from this group (6), however, indicated that it takes a total of 10-15 minutes to commute to their office within Westshore from their home within Westshore.
All Respondents

Question: How do you travel to/from Westshore? (Please check all that apply)

Results:

Almost all of the employees and residents surveyed (255) indicated that they drive alone in traveling to/from Westshore.
Question: How do you travel within Westshore? (Please check all that apply)

Results:

Almost all of the employees and residents surveyed (237) indicated that they drive alone in traveling around within Westshore. Some individuals, however, indicated that they occasionally carpool (72) or walk (54) to travel within the Westshore area.
Question: How often do you ride a bicycle or walk to get around within Westshore?  
(Please provide one answer)

Results:

While the majority of employees and residents combined (63%) indicated that they never ride a bicycle or walk to get around within Westshore, residents are the predominant group to choose to bicycle or walk. Those individuals who ride a bicycle or walk to travel within Westshore do so 1-2 times per week or 1-2 times per month.
Question: How often do you use HART transit services to get to/from Westshore?
(Please provide one answer)

Results:

Almost all of the employees and residents surveyed (97%) indicated that they never use HART transit services to get to/from Westshore.
Question: Are there any factors in Westshore that limit you from biking, walking, or taking transit?

Results:

A number of Westshore employees and residents (82%) indicated that there are several factors in Westshore that limit them from biking, walking, or taking transit.
(Question continued): If Yes, then please check all that apply.

Results:

While the majority of respondents (158) indicated that driving is more convenient in order to travel around within Westshore, the respondents also identified several factors that limit them from biking, walking, or taking transit; the main factors include:

- Speeding cars on roadways
- Personal security/safety concerns
- Limited sidewalk connections and barriers
- Lack of bike lanes and crossing signals
**Improvements**

This section reveals the types of mobility improvements employees and residents prefer.

**Question:** If the following improvements were made, please indicate how likely you would consider biking or walking in Westshore. (Please check **all** that apply)

**Results:**

Very Likely

![Bar chart showing the likelihood of considering biking or walking in Westshore for various improvements.](chart-image)

- **Pedestrian overpasses or underpasses**
- **More sidewalks/connected sidewalks**
- **More crosswalks at intersections**
- **More pedestrian signal times**
- **Wider sidewalks**
- **More landscaping (trees, plantings, lighting, benches)**
- **On-street and off-street bike lanes/trails**
- **Improved pedestrian signal times**
- **Reduced speed limits on major roadways**
- **More bike racks/storage**
(Results continued):

![Bar chart showing likely improvements selected]

- More sidewalks
- More sidewalks connected
- More pedestrian signals
- More crosswalks at intersections
- Improved pedestrian signal times
- Wider sidewalks
- Pedestrian overspans or underpasses
- On-street and off-street bike lanes/trails
- Improved access for persons with disabilities
- More bike racks/longs
- More landscaping (trees, plantings, lighting, benches)
Based on the above results, employees and residents indicated that they would consider biking or walking more in Westshore if the following improvements were made:

- Pedestrian overpasses and underpasses
- More sidewalks/connected sidewalks
- More crosswalks at intersections and crossing signals
- More landscaping

Improvements that employees and residents would less likely consider in deciding to bike or walk more include:

- Improved access for persons with disabilities
- More bike racks/storage
- Reduced speed limits
Question: If the following improvements were made, please indicate how likely you would consider taking transit to move around within Westshore. (Please check all that apply)

Results:

![Bar chart showing the results of the survey questions related to improvements in transit service around Westshore.](chart.png)

Improvements:
(Results continued):

![Bar Chart]

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<tr>
<th>Improvements</th>
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<tr>
<td>Service every 15 minutes</td>
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<td>Circulator/shuttle service traveling around Westshore</td>
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<tr>
<td>Direct trips with no transfers</td>
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<tr>
<td>Ride time less than 15 minutes</td>
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<tr>
<td>Direct trips with no transfers</td>
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<tr>
<td>Service that begins early in the morning and ends late at night</td>
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<tr>
<td>More transit stops within walking distance from work place</td>
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<tr>
<td>Transit stops at park-n-ride facilities</td>
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</tr>
<tr>
<td>More transit stops within biking distance from work place</td>
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<td>More transit stops within walking distance from work place</td>
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Survey Results
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(Results continued):

Not Likely

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<tr>
<td>Transit stops at park-n-ride facilities</td>
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<td>More information about routes at stops</td>
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<td>Shelter at stops</td>
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<td>Direct trips with no transfers</td>
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<td>Ride time less than 15 minutes</td>
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<td>Service every 15 minutes</td>
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<td>Circulator/shuttle service traveling around Westshore</td>
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<tr>
<td>More transit stops within biking distance from residence</td>
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<tr>
<td>More transit stops within walking distance from work place</td>
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<tr>
<td>Service that begins early in the morning and ends late at night</td>
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</table>

Based on the above results, employees and residents indicated that they would consider taking transit to travel around within Westshore if the following improvements were made:

- Circulator/shuttle service traveling around Westshore
- Direct trips with no transfers
- Service every 15 minutes
- Ride time less than 15 minutes

Improvements that employees and residents would less likely consider in deciding to take transit to move around within Westshore include:

- More transit stops within biking distance from work place
- Transit stops at park-n-ride facilities
Question: If the following improvements were made, please indicate how likely you would consider taking transit to get to/from Westshore. (Please check all that apply)

Results:

Very Likely

![Bar chart showing improvements and their likelihood]
(Results continued):

Likely

Improvements
(Results continued):

Based on the above results, the majority of employees and residents indicated that they would consider taking transit to travel to/from Westshore if the following improvements were made:

- Direct trips with no transfers
- Circulator/shuttle service traveling around Westshore
- Service every 15 minutes and extended hours of operation
- Ride time less than 15 minutes

Improvements that employees and residents would less likely consider in deciding to take transit to travel to/from Westshore include:

- More transit stops within biking distance from work place
- More transit stops within biking distance from residence
- Ride time less than 45 minutes
- Transit stops at park-n-ride facilities
Question: Choose the activities for which you might bike or walk if transportation improvements were made in Westshore. (Please check all that apply)

Results:

The majority of employees and residents selected the following two activities for which they might bike or walk in Westshore if transportation improvements were made:

- To and from lunch/dinner
- To and from retail/shopping
Question: Choose the activities for which you might take transit if transportation improvements were made in Westshore. (Please check all that apply)

Results:

The majority of employees and residents selected the following two activities for which they might take transit in Westshore if transportation improvements were made:

- To and from lunch/dinner
- To and from retail/shopping
Question: Choose three destinations that you would travel to if new or improved transit service was provided. (Please only select three)

Results:

The majority of employees and residents indicated that they would travel to the following three destinations if new or improved transit services were provided:

- Tampa International Airport
- International Plaza
- Westshore Plaza
Question: Choose three transit systems that you would use if transit was the only transportation option available. (Please only select three)

Results:

The majority of employees and residents indicated that they would use the following three transit systems if transit was the only transportation option available:

- Light rail
- Commuter rail
- Circulator shuttle
Question: Do you think traffic congestion is an issue in Westshore?

Results:

A number of Westshore employees and residents (86%) indicated that traffic congestion is an issue in Westshore.
(Question continued): If Yes, please refer to the map and list the three most problematic locations (corridors or intersections).

Results:

As illustrated on the map above, the majority of Westshore employees and residents identified the following corridors, and intersections along these corridors, as being the most problematic locations in terms of traffic congestion:

- Westshore Boulevard
- Kennedy Boulevard
- Veterans/Causeway/Memorial Interchange
- Spruce Street/Boy Scout Boulevard/Columbus Drive
- Dale Mabry Highway
(Question continued): If Yes, please list the time(s) of day that it is an issue.  
(Please indicate AM or PM)

Results:

Of the employees and residents who indicated that traffic congestion is an issue within Westshore, the majority of individuals agreed that it is an issue at the following times during the day:

- Morning Rush Hour (7am – 9am)
- Lunch Hour (11am – 2pm)
- Evening Rush Hour (4pm – 6:30/7:00pm)
Question: Please indicate the **importance** of the following automobile related improvements. (Please check **all** that apply)

Results:

**Very Important**

- Improve timing/synchronization of traffic signals
- Add more turn lanes on major intersections
- Enforce specific routes for trucks
- Improve street connectivity
- Improve street lighting
- Add traffic signals to unsignalized intersections
- More customer/client parking

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**Westshore Mobility Strategy**
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August 2007
(Results continued):

![Bar chart showing important improvements selected.](chart)

- More customer/client parking
- Add signalized turn lanes
- Enforce specific routes for trucks
- More employee parking
- Improve street lighting
- Add traffic signals to unsignalized intersections
- Add more turn lanes on major intersections

**Important**
(Results continued):

### Not Important

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<td>Enforce specific routes for trucks</td>
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<td>Add more turn lanes on major intersections</td>
<td>20</td>
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<tr>
<td>Improve street lighting</td>
<td>15</td>
</tr>
<tr>
<td>More employee parking</td>
<td>10</td>
</tr>
<tr>
<td>More customer/client parking</td>
<td>5</td>
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</tbody>
</table>

Based on the above results, employees and residents indicated that the most important automobile related improvements are as follows:

- Improve timing/synchronization of traffic signals
- Add more turn lanes on major intersections
- Add signalized turn lanes
- Enforce specific routes for trucks

Automobile related improvements that employees and residents indicated are less important include:

- More employee parking
- Improve street lighting
FINDINGS

In conjunction with the previously conducted existing conditions analysis, the survey results will identify the key issues and improvements that need to be considered in the development of the Westshore transportation vision. The foundation for the creation of the Westshore Mobility Strategy will be guided by the survey results revealed within this document, as well as the previous findings of the Westshore Mobility Strategy Existing Conditions Report.

The findings from the survey, along with the findings from the review and analysis of existing plans, policies, and related documents/data, resulted in the identification of the following major themes and issues that inhibit mobility within Westshore.

**Better sidewalk connectivity is needed throughout the area**
While sidewalks are present on nearly every major street within the primary study area, gaps and deficiencies in the sidewalk network exist at major intersections. These intersections include:
- Westshore Boulevard and Spruce Street/Boy Scout Boulevard
- Lois Avenue and Spruce Street/Boy Scout Boulevard
- Cypress Street under I-275
- Cypress Street west of Memorial Highway

The deficiencies in the sidewalk network serve as a barrier to pedestrian access. As a result, walking is discouraged as a form of travel.

**More bicycle facilities are needed throughout the area**
Due to the constrained nature of the roadways within the area, few on-road facilities are present; they are also unlikely to be installed. As a result, a series of off-road trails is needed to promote cycling as a viable form of travel.

**Better integration of transit stops with pedestrian network facilities**
Pedestrian access to a number of transit stops within the area is inhibited due to deficiencies in the sidewalk network and the lack of connectivity between pedestrian crosswalks and transit stops.

**Need for transit circulator**
While the HART Authority operates 13 routes that provide service to the Westshore area, none of the routes circulate between attractions within Westshore. Due to the rapid new growth that is occurring within the district, roads in Westshore have become stressed accommodating additional volumes of single-occupant motor vehicles. A circulator shuttle would aid in relieving traffic congestion of the area.

**Need for traffic operational improvements**
As traffic congestion within Westshore increases, operational improvements are needed, especially at intersections, to improve traffic flow. Turn lanes, signal timing progression, and additional through lanes should be considered as treatments.
1. What category best describes you or your organization? (Please provide one answer)
   - Education
   - Government and Non-Profit
   - Industry and Manufacturing
   - Retail Services
   - Health and Medical
   - Real Estate and Development
   - Transportation
   - Construction
   - Restaurants and Entertainment
   - Professional Services (legal, sales, etc.)
   - Other (Please Describe)

2. How long have you worked in Westshore? (Please provide one answer)
   - 0-4 years
   - 5-9 years
   - 10-14 years
   - 15-19 years
   - 20-24 years
   - 25 years or more

3. How many employees work at your organization? (Please provide one answer)
   - 0-4
   - 5-9
   - 10-24
   - 25-99
   - 100-199
   - 200 or more

4. Where do you live? (Please provide your 5-digit zip code)

5. How long does it take you to get to Westshore from your home? (Please provide the number of minutes)

6. How do you travel to/from Westshore? (Please check all that apply)
   - Drive Alone
   - Carpool
   - Vanpool
   - Bicycle
   - Walk
   - HART Local Bus Service
   - HART Express Bus Service
   - Other (Please Describe)
7. How do you travel within Westshore? (Please check all that apply)

- Drive Alone
- Carpool
- Vanpool
- Bicycle
- Walk
- HART Local Bus Service
- HART Express Bus Service
- Other (Please Describe)

8. How often do you ride a bicycle or walk to get around within Westshore? (Please provide one answer)

- Daily
- 1-2 times per week
- 1-2 times per month
- 1-2 times per year
- Never

9. How often do you use HART transit services to get to/from Westshore? (Please provide one answer)

- Daily
- 1-2 times per week
- 1-2 times per month
- 1-2 times per year
- Never

10. Are there any factors in Westshore that limit you from biking, walking or taking transit?

- Yes
- No

If Yes, then please check all that apply:

- Crossing barriers (freeways, roadways, canals, etc.)
- Limited sidewalk connections or missing segments
- No separation between sidewalk and roadway
- Lack of pedestrian signals or crosswalks
- Lack of bus stops or shelters
- Lack of connections to bus stops or bus shelters
- Limited bus service to/from district and within district
- Lack of bike paths or bike lanes
- Streets are too wide to cross
- Lack of wheelchair ramps
- Speeding cars on roadways
- Personal security/safety concerns
- Unattractive scenery
- Driving is more convenient
11. If the following improvements were made, please indicate how likely you would consider biking or walking in Westshore. (Please check all that apply)

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14. Choose the activities for which you might bike or walk if transportation improvements were made in Westshore. (Please check all that apply)

- To and from work
- To and from retail/shopping
- To and from lunch/dinner
- To and from entertainment opportunities
- To and from recreational opportunities
- To and from special events

15. Choose the activities for which you might take transit if transportation improvements were made in Westshore. (Please check all that apply)

- To and from work
- To and from retail/shopping
- To and from lunch/dinner
- To and from entertainment opportunities
- To and from recreational opportunities
- To and from special events

16. Choose three destinations that you would travel to if new or improved transit service was provided. (Please only select three)

- Tampa International Airport
- Westshore Plaza
- International Plaza
- Raymond James Stadium
- Rocky Point
- Hillsborough Community College
- Work Place
- Residence
- Other (Please Describe)
17. Choose three transit systems that you would use if transit was the only transportation option available. (Please only select three)

- HART Local Bus Service
- HART Express Bus Service
- Bus Rapid Transit (BRT) (a)
- Circulator shuttle (b)
- Streetcar
- Light rail (c)
- Commuter rail (d)

   a. Bus Rapid Transit (BRT):
      Generally characterized as express bus service with increased frequencies and limited stops; may run in its own right-of-way, dedicated lane, or curbside lane. Described as “rail on rubber tires”.

   b. Circulator Shuttle:
      Generally characterized by smaller transit vehicles operating within a limited area on a fixed route (either point to point or in a loop). These shuttles are often tied into a larger network of bus routes such that passengers can transfer onto longer routes.

   c. Light Rail:
      Generally characterized by lightweight passenger rail cars operating on fixed rail tracks in right-of-way that may or may not be separated from other traffic. Light rail vehicles may be electrically powered by an overhead electric line or powered by diesel.

   d. Commuter Rail:
      Urban passenger train service operating on fixed, dedicated rail tracks between a central business district and adjacent suburbs. Trains run at specific hours rather than at specific intervals; service is generally characterized by multi-trip tickets and specific station-to-station fares. Commuter rail cars may be powered by either diesel engines or by an overhead electric line.

18. Do you think traffic congestion is an issue in Westshore?

- Yes
- No

If Yes, please refer to the attached map and list the three most problematic locations (corridors or intersections).

___________________________________
___________________________________
___________________________________

If Yes, please list the time(s) of day that it is an issue. (Please indicate AM or PM)

___________________________________
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19. Please indicate the importance of the following automobile related improvements in Westshore. (Please check all that apply)

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20. Would you like to make any additional comments not covered in this survey?

____________________________________________________________________________
____________________________________________________________________________
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1. How long have you resided in Westshore? (Please provide one answer)

☐ 0-4 years  ☐ 15-19 years
☐ 5-9 years  ☐ 20-24 years
☐ 10-14 years ☐ 25 years or more

2. How many are in your household? (Please provide one answer)

☐ 1  ☐ 4
☐ 2  ☐ 5
☐ 3  ☐ 6+

3. Where do you work? (Please provide the 5-digit zip code)


4. How long does it take you to get to work from your home in Westshore? (Please provide the number of minutes)


5. How do you travel to/from Westshore? (Please check all that apply)

☐ Drive Alone  ☐ Walk
☐ Carpool  ☐ HART Local Bus Service
☐ Vanpool  ☐ HART Express Bus Service
☐ Bicycle  ☐ Other (Please Describe)
6. How do you travel within Westshore? (Please check all that apply)

- Drive Alone
- Carpool
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- Walk
- HART Local Bus Service
- HART Express Bus Service
- Other (Please Describe)

7. How often do you ride a bicycle or walk to get around within Westshore? (Please provide one answer)

- Daily
- 1-2 times per week
- 1-2 times per month
- 1-2 times per year
- Never

8. How often do you use HART transit services to get to/from Westshore? (Please provide one answer)

- Daily
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9. Are there any factors in Westshore that limit you from biking, walking or taking transit?

- Yes
- No

If Yes, then please check all that apply:

- Crossing barriers (freeways, roadways, canals, etc.)
- Limited sidewalk connections or missing segments
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13. Choose the activities for which you might bike or walk if transportation improvements were made in Westshore. (Please check all that apply)

- To and from residence
- To and from retail/shopping
- To and from lunch/dinner
- To and from work
- To and from retail/shopping
- To and from lunch/dinner

14. Choose the activities for which you might take transit if transportation improvements were made in Westshore. (Please check all that apply)

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- Circulator shuttle (b)
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- Commuter rail (d)

  a. Bus Rapid Transit (BRT):
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17. Do you think traffic congestion is an issue in Westshore?

- Yes
- No

If Yes, please refer to the attached map and list the three most problematic locations (corridors or intersections).

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If Yes, please list the time(s) of day that it is an issue. (Please indicate AM or PM)

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19. Would you like to make any additional comments not covered in this survey?

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   - [ ] 25 years or more

2. How many are in your household? (Please provide one answer)
   - [ ] 1
   - [ ] 2
   - [ ] 3
   - [ ] 4
   - [ ] 5
   - [ ] 6+

3. Where do you work? (Please provide the 5-digit zip code)

4. What category best describes you or your organization? (Please provide one answer)
   - [ ] Education
   - [ ] Government and Non-Profit
   - [ ] Industry and Manufacturing
   - [ ] Retail Services
   - [ ] Health and Medical
   - [ ] Real Estate and Development
   - [ ] Transportation
   - [ ] Construction
   - [ ] Restaurants and Entertainment
   - [ ] Professional Services (legal, sales, etc.)
   - [ ] Other (Please Describe)

5. How long does it take you to get to work? (Please provide the number of minutes)

6. How do you travel to/from Westshore? (Please check all that apply)
   - [ ] Drive Alone
   - [ ] Carpool
   - [ ] Vanpool
   - [ ] Bicycle
   - [ ] Walk
   - [ ] HART Local Bus Service
   - [ ] HART Express Bus Service
   - [ ] Other (Please Describe)
7. How do you travel within Westshore? (Please check all that apply)

- Drive Alone
- Carpool
- Vanpool
- Bicycle
- Walk
- HART Local Bus Service
- HART Express Bus Service
- Other (Please Describe)

8. How often do you ride a bicycle or walk to get around within Westshore? (Please provide one answer)

- Daily
- 1-2 times per week
- 1-2 times per month
- 1-2 times per year
- Never

9. How often do you use HART transit services to get to/from Westshore? (Please provide one answer)

- Daily
- 1-2 times per week
- 1-2 times per month
- 1-2 times per year
- Never

10. Are there any factors in Westshore that limit you from biking, walking or taking transit?

- Yes
- No

If Yes, then please check all that apply:

- Crossing barriers (freeways, roadways, canals, etc.)
- Limited sidewalk connections or missing segments
- No separation between sidewalk and roadway
- Lack of pedestrian signals or crosswalks
- Lack of bus stops or shelters
- Lack of connections to bus stops or bus shelters
- Limited bus service to/from district and within district
- Lack of bike paths or bike lanes
- Streets are too wide to cross
- Lack of wheelchair ramps
- Speeding cars on roadways
- Personal security/safety concerns
- Unattractive scenery
- Driving is more convenient
11. If the following improvements were made, please indicate how likely you would consider biking or walking in Westshore. (Please check all that apply)

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Not Likely</th>
<th>Likely</th>
<th>Very Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>More sidewalks/connected sidewalks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wider sidewalks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More crosswalks at intersections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More pedestrian signals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improved pedestrian signal times</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedestrian overpasses or underpasses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improved access for persons with disabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-street and off-street bike lanes/trails</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More bike racks/storage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduced speed limits on major roadways</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More landscaping (trees, plantings, lighting, benches)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. If the following improvements were made, please indicate how likely you would consider taking transit to move around *within* Westshore. (Please check all that apply)

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Not Likely</th>
<th>Likely</th>
<th>Very Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>More transit stops within walking distance from residence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More transit stops within walking distance from work place</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More transit stops within biking distance from residence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More transit stops within biking distance from work place</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit stops at park-n-ride facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More information about routes at stops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelter at stops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct trips with no transfers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service every 15 minutes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service that begins early in the morning and ends late at night</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ride time less than 15 minutes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulator/shuttle service traveling around Westshore</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
13. If the following improvements were made, please indicate how likely you would consider taking transit to get to/from Westshore. (Please check all that apply)

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Not Likely</th>
<th>Likely</th>
<th>Very Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>More transit stops within walking distance from residence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More transit stops within walking distance from work place</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More transit stops within biking distance from residence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More transit stops within biking distance from work place</td>
<td></td>
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<tr>
<td>Transit stops at park-n-ride facilities</td>
<td></td>
<td></td>
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<td>More information about routes at stops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelter at stops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct trips with no transfers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service every 15 minutes</td>
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<td>Service that begins early in the morning and ends late at night</td>
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<tr>
<td>Ride time less than 15 minutes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulator/shuttle service traveling around Westshore</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other ____________________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

14. Choose the activities for which you might bike or walk if transportation improvements were made in Westshore. (Please check all that apply)

- To and from work
- To and from retail/shopping
- To and from lunch/dinner
- To and from entertainment opportunities
- To and from recreational opportunities
- To and from special events

15. Choose the activities for which you might take transit if transportation improvements were made in Westshore. (Please check all that apply)

- To and from work
- To and from retail/shopping
- To and from lunch/dinner
- To and from entertainment opportunities
- To and from recreational opportunities
- To and from special events

16. Choose three destinations that you would travel to if new or improved transit service was provided. (Please only select three)

- Tampa International Airport
- Westshore Plaza
- International Plaza
- Raymond James Stadium
- Rocky Point
- Hillsborough Community College
- Work Place
- Residence
- Other (Please Describe)

4
17. Choose three transit systems that you would use if transit was the only transportation option available. (Please only select three)

- □ HART Local Bus Service
- □ HART Express Bus Service
- □ Bus Rapid Transit (BRT) (a)
- □ Circulator shuttle (b)
- □ Streetcar
- □ Light rail (c)
- □ Commuter rail (d)

   a. Bus Rapid Transit (BRT):
      Generally characterized as express bus service with increased frequencies and limited stops; may run in its own right-of-way, dedicated lane, or curbside lane. Described as “rail on rubber tires”.

   b. Circulator Shuttle:
      Generally characterized by smaller transit vehicles operating within a limited area on a fixed route (either point to point or in a loop). These shuttles are often tied into a larger network of bus routes such that passengers can transfer onto longer routes.

   c. Light Rail:
      Generally characterized by lightweight passenger rail cars operating on fixed rail tracks in right-of-way that may or may not be separated from other traffic. Light rail vehicles may be electrically powered by an overhead electric line or powered by diesel.

   d. Commuter Rail:
      Urban passenger train service operating on fixed, dedicated rail tracks between a central business district and adjacent suburbs. Trains run at specific hours rather than at specific intervals; service is generally characterized by multi-trip tickets and specific station-to-station fares. Commuter rail cars may be powered by either diesel engines or by an overhead electric line.

18. Do you think traffic congestion is an issue in Westshore?

- □ Yes
- □ No

If Yes, please refer to the attached map and list the three most problematic locations (corridors or intersections).

___________________________________
___________________________________
___________________________________

If Yes, please list the time(s) of day that it is an issue. (Please indicate AM or PM)

___________________________________
___________________________________
___________________________________
19. Please indicate the importance of the following automobile related improvements in Westshore. (Please check all that apply)

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Not Important</th>
<th>Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>More customer/client parking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More employee parking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve timing/synchronization of traffic signals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add traffic signals to unsignalized intersections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add signalized turn lanes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add more turn lanes on major intersections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforce specific routes for trucks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve street connectivity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve street lighting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

20. Would you like to make any additional comments not covered in this survey?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Lauren, FYI

Chris Weber  
Director of Transportation  
Westshore Alliance  
3109 W. Dr. Martin Luther King Jr. Blvd.  
Suite 140  
Tampa, Florida 33607  
Tel: 813-289-5488  
Fax: 813-289-6727  
weber@westshorealliance.org  
www.westshorealliance.org

From: Ron Rotella  
Sent: Friday, April 27, 2007 2:29 PM  
Cc: Chris Weber  
Subject: Westshore Mobility Study

WE NEED YOUR HELP!

Help us identify and prioritize transportation improvements that will shape a vision for the Westshore business district by taking our 10 minute online survey. Your opinion is very important to us and will serve as a valuable asset in developing a set of guidelines and improvements to enhance the Westshore transportation system.

To access the survey, please visit www.westshoremobility.com.

Please help us increase coverage of this survey by passing this e-mail along to others in your organization.

The survey is a critical part of the Westshore Mobility Strategy which is being developed by the Hillsborough County Metropolitan Planning Organization, in partnership with the Westshore Alliance. This transportation vision plan will provide a framework for transportation strategies and land use decisions in order to achieve a safe, balanced and accessible transportation network that supports all modes of travel within the Westshore business district.

If you have any questions on the study or difficulty accessing the survey, please contact:

Chris Weber  
Westshore Alliance  
Phone: 813-289-5488  
weber@westshorealliance.org

THANK YOU FOR YOUR PARTICIPATION!
Ron Rotella  
Executive Director  
Westshore Alliance  
3109 W. Dr. M.L. King Blvd., Suite 140  
Tampa, Florida 33607  
813-289-5488 Phone  
813-289-6727 Fax  
www.westshorealliance.org
APPENDIX C

Survey Flier
Westshore Mobility Strategy

April 2007

Westshore serves as a place where people can live, work, shop and play.

Contact Information
For more information on the Westshore Mobility Strategy, please contact:

Alan Steinbeck
Hillsborough County Metropolitan Planning Organization
Phone: 813.273.3774 ext. 336
Fax: 813.272.6258
steinbecka@plancom.org
www.hillsboroughmpo.org

or

Chris Weber
Westshore Alliance
Phone: 813.289.5488
Fax: 813.289.6727
weber@westshorealliance.org
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We Need Your Help!
Help us identify and prioritize transportation improvements that will shape a vision for the Westshore Business District by taking 10 minutes to complete our online survey at:

www.westshoremobility.com

Please complete your survey by Friday, June 15, 2007.

Your Input Is Critical!

Why Create A Vision?
The Hillsborough County Metropolitan Planning Organization, in partnership with the Westshore Alliance, is currently developing the Westshore Mobility Strategy. With YOUR HELP, this transportation vision will provide a framework for future transportation and land use decisions in order to achieve a safe, balanced, and accessible transportation network that supports all modes of travel. Survey results will be posted on the Westshore Mobility Strategy website at:

www.westshoremobility.com

Thank you for your participation!

We would like to thank Bay Area Commuter Services, Hillsborough Area Regional Transit Authority, and the Center for Urban Transportation Research at the University of South Florida for their assistance in the development of the survey.

Study Area Map
The Westshore Business District has evolved into Florida’s most dynamic regional activity center...

...Now we need your help to create a Transportation Vision!