FOCUS GROUP VALUES WORKSHOPS

During November and December, 2006, eight focus group meetings were held within communities across Hillsborough County as the kick-off to the MPO Transit Study. In the study, the Hillsborough MPO is exploring various transit technologies and development patterns to support decision making during scheduled updates to the MPO Long Range Transportation Plan and comprehensive plans. At each meeting, Hillsborough MPO staff gave a presentation describing the study and the growth and transportation issues facing Hillsborough County. The presentation was followed by an activity in which participants explored personal values and the relationship of those values to transportation and urban form in their communities. The information presented below is a summary of the values and issues expressed in these communities.

**Core Values:**
- Time
- Personal integrity and freedom
- Safety and security
- Opportunities for education, learning and the arts in my community
- Natural environment
- Spiritual faith
- Community

**Key Issues:**

**TOWN N’ COUNTRY**
- Core Values: Time, Personal integrity and freedom, Safety and security
- Key Issues: More opportunities and choices for groups often overlooked, Affordable housing, Reliable bus system

**LUTZ**
- Core Values: Personal integrity and freedom
- Key Issues: Preserve residential aspects of my community, Space for wildlife, Greater transportation choices

**TEMPLE TERRACE**
- Core Values: Time, Safety and security
- Key Issues: Ease of use of transportation system, Emphasis on bike and pedestrian access, Small city feel

**PLANT CITY**
- Core Values: Natural environment
- Key Issues: Better transportation choices and connectivity in my community, Better links to regional destinations

**WEST TAMPA**
- Core Values: Diverse and equitable community
- Key Issues: More opportunities and choices for groups often overlooked, Affordable housing, Reliable bus system

**EAST TAMPA**
- Core Values: Safety and security, Spiritual faith
- Key Issues: Safety for children, Taking care of seniors, More public spaces and jobs, More public spaces to mingle and mix

**SOUTHSHORE**
- Core Values: Natural environment
- Key Issues: Multiple housing options and types, Infill at different densities, Transit oriented development along major transit corridors, Employment centers in major suburban centers

**BRANDON**
- Core Values: Personal integrity and freedom
- Key Issues: Preserve the rural/suburban feel, Improve the bus system (including its marketing), More accessible local services to residential areas

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**Town n’ Country**

**Key Issues:**
- 30-60 minute threshold for work commute
- 10-15 minute walk to local destinations
- 10 minute walk to local activities
- Transportation choices

**Lutz**

**Key Issues:**
- Personal integrity and freedom
- Time
- Safety and security
- Community
- Transportation choices

**Temple Terrace**

**Key Issues:**
- Time
- Safety and security
- Space for wildlife
- Greater transportation choices

**Plant City**

**Key Issues:**
- Accessibility and walkability in support of high quality of life
- Reliability and predictability of travel times
- Better linkages with USF
- 30 minute threshold for work commute
- 5-7 minute distances to shopping stores
- Public gathering spaces
- Streets as places, not just for automobiles

**West Tampa**

**Key Issues:**
- More opportunities and choices for groups often overlooked
- Affordable housing
- Reliable bus system

**East Tampa**

**Key Issues:**
- Safety and security
- Spiritual faith
- More opportunities and choices for groups often overlooked
- Affordable housing
- Reliable bus system

**Southshore**

**Key Issues:**
- Natural environment
- Accessibility and walkability in support of high quality of life
- Reliability and predictability of travel times
- Better linkages with USF
- 30 minute threshold for work commute
- 5-7 minute distances to shopping stores
- Public gathering spaces
- Streets as places, not just for automobiles

**Brandon**

**Key Issues:**
- Personal integrity and freedom
- Natural environment
- Safety and security
- Historical and cultural heritage
- Community
- Spiritual faith