

Background Information for Imagine Hillsborough 2040

“What Is Important To You?” Definitions and Methods of Measurement

- **Impact on Agriculture**

Productive agricultural areas provide food, jobs, and economic benefits to the local economy and the region.

What was measured? The potential for existing agricultural lands to be impacted by the growth of residential development.

- **Impact on Natural Resources**

Wetlands and wildlife habitat provide water filtration, erosion control, recreational opportunities, healthy ecosystems, and other benefits.

What was measured? The potential for large wetlands (greater than 40 acres) and designated Significant Wildlife Habitat to be impacted by the growth of residential development.

- **Efficient Energy Use**

Building homes next to each other and near to destinations reduces fuel consumption for transportation, cooling and heating.

What was measured? The consumption of energy by vehicles (cars, trucks, buses, passenger rail), and by typical households living in (and heating and cooling) single-family homes or apartments. Vehicular energy consumption is forecast using the regional travel demand model. This measure reflects energy efficiency per person. Total energy use in Hillsborough County will be greater than today, in all the 2040 growth concepts.

- **Efficient Water Use**

For a typical house with a good-sized lawn, more than half the water consumed is used outdoors.

What was measured? The consumption of water by typical households living in single-family homes or apartments. This measure reflects water use per person. Total water use in Hillsborough County will be greater than today, in all the 2040 growth concepts.

- **Impact on Water Quality**

Rain water picks up pollutants as it runs off roofs and parking lots and drains into rivers, lakes, and drinking water reservoirs.

What was measured? The relative increase in impervious surfaces -- such as roofs and parking lots -- in each of the growth concepts, affecting the quality of surface water runoff into water bodies.

- **Job Creation**

One part of growing businesses and attracting new ones is having great places for business growth.

What was measured? The potential for different growth concepts to improve the population to job ratio over recent trends.

- **Traffic Delay/ Traffic Congestion**

More people means more cars on roads for more time—unless some trips are by bus or rail, or trips are shorter because homes and destinations are less spread out.

What was measured? A forecast of total, countywide, vehicle hours of delay per person, on a typical weekday, using the regional travel demand model.

- **Shorter Commutes**

The location of homes and jobs, and the transportation facilities that connect them, affects the amount of time the average person must spend on the road (or the bus) each day.

What was measured? A forecast of the length of the average home-to-work trip using the regional travel demand model.

- **Air Pollution Rate *[Omitted from final draft]***

Motor vehicles account for about 40% of the ground-level ozone, an ingredient of smog. Less driving and fewer vehicles stuck in traffic help reduce air pollution.

What was measured? A forecast of the total tons of emissions from vehicles (cars, trucks, buses, passenger rail) using the regional travel demand model and standardized per person.

Reason for omission from final draft: The variation in tons of emissions, as calculated by the regional travel demand model, is much more affected by vehicle fuel efficiency than by growth patterns or transportation mode split. Since the Corporate Average Fuel Economy, or CAFE, standards are to go up starting in 2020, vehicular emissions per capita are reduced almost equally in all the growth scenarios.

- **Cost To Expand Infrastructure**

The more households and businesses use a particular water main, or a particular street or transit line, the less costly is the infrastructure for each individual.

What was measured? The relative cost of providing infrastructure to each new home or apartment based on their dispersal and distance from existing centers, using the methodology developed for Hillsborough County's Multimodal Mobility Fee Study of 2010.

- **Potential for Redevelopment**

The reuse of older properties typically has higher out-of-pocket costs to the developer, but provides community revitalization.

What was measured? The potential for previously developed office, retail or industrial land to attract a new use. The measurement was calculated by averaging of the amount of population and employment growth that could be accommodated through redevelopment, based on a percentage in each scenario.

- **Available Bus or Rail Service**

Public transit provides access to jobs, health care, and other activities for those who cannot drive, and can be an alternative to sitting in traffic for those who prefer not to.

What was measured? The percent of all the people and jobs in the county that are within walking distance (a quarter of a mile) of bus service. In the Infill Scenario, this also includes people and jobs in walking distance of rail service.

- **Access to Jobs from Under-Employed Communities**

Moderately priced housing may be a longer drive (or bus trip) away from a living-wage job.

What was measured? A forecast of the length of the average home-to-work trip for communities protected under the Executive Order on Environmental Justice, and the percent of those communities with access to transit service running at least once every 30 minutes, using the regional travel demand model.