You ranked the fairest and most reasonable ways to pay for new infrastructure:

- One-time fee on new development
- Tolls on new highway lanes
- Sales tax
- Gas tax
- Special assessment districts
- Property tax
- No new taxes, just maintain what we have
- Utility tax

More positive rankings than negative

More negative rankings than positive

What you liked about the “Bustling Metro” growth strategy:

- “Allows individual communities to create their own identities.”
- “Will bring Tampa into the 21st century.”
- “...preserves agricultural lands and rural communities.”
- “The need for more highways and road widening is reduced (with) public transportation...go shopping and work closer to home makes walking or cycling more likely.”
- “Focuses investment, energy, and resources to an area that has a bigger return on investment.”
- “It’s a benefit for seniors and others who can’t drive.”

Survey Responses

Between August 16 and November 11, more than 3,500 people responded to the survey, mostly through imagine2040.org. We also spoke at nearly 100 community meetings, where audience members submitted 574 paper surveys. Interactive kiosks were set up at 49 different locations around the county. A full report of survey results is available at imagine2040.org.

Imagine 2040 was not designed as a scientific poll using a random sample of pre-selected households, but rather as a broad opportunity for public engagement. The survey was widely publicized. Everyone was welcome to respond. All responses were strictly voluntary.

Imagine 2040 is, by far, the most extensive public engagement ever mounted by the Planning Commission and MPO, and more than 600 participants have said they intend to stay involved.

What’s Next?

Imagine 2040 will be used to guide the update of the 2040 Long Range Transportation Plan and the Comprehensive Plans for Tampa, Temple Terrace, Plant City and Hillsborough County.

Please stay involved to help bring this vision closer to reality.

Contact us by phone: 813.272.5940

Contact us by email: planhillsborough@plancom.org

Subscribe to our e-newsletters at: planhillsborough.org

Be involved! Follow us on Facebook and Twitter

Find out more at imagine2040.org

Thank you to our partners:

Thank you to our partners:

Coming Summer 2014

Imagine 2040: Part II

How will we connect our communities?

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

We asked you to tell us your preferences and priorities for growth in Tampa, Temple Terrace, Plant City and Hillsborough County. Here are your results!

Through an interactive survey conducted August - November 2013, people who live, work, play, or go to school in Hillsborough County reviewed the three different growth strategies shown here and were able to tell us what they like and don’t like about each. The hybrid growth strategy shown inside is based on what respondents said were the most important elements of each of the three growth strategies.

...gave 91,500 opinions, priorities, and preferences

...3,500+ participants from across the greater Tampa area...

You gave each growth strategy a one- to five-star rating.

“Bustling Metro”

Preferred by citizens in every part of Hillsborough County

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

 chooses

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

“New Corporate Centers”

“Suburban Dream”

“Bustling Metro”

“New Corporate Centers”

“Suburban Dream”

“What’s Next?

Imagine 2040 will be used to guide the update of the 2040 Long Range Transportation Plan and the Comprehensive Plans for Tampa, Temple Terrace, Plant City and Hillsborough County.

Please stay involved to help bring this vision closer to reality.

Contact us by phone: 813.272.5940

Contact us by email: planhillsborough@plancom.org

Subscribe to our e-newsletters at: planhillsborough.org

Be involved! Follow us on Facebook and Twitter

Find out more at imagine2040.org

Thank you to our partners:

Coming Summer 2014

Imagine 2040: Part II

How will we connect our communities?
What’s important to you

Employment and Population Density

Imagine 2040 Growth Strategy designed by You

Hillsborough County Today

Your Top Priorities

Traffic Congestion
Job Creation
Available Bus or Rail
Natural Resources
Efficient Energy Use
Redevelopment Potential
Water Quality
Access to Jobs
Shorter Commutes
Efficient Water Use
Infrastructure Cost
Agriculture/Farming

Number of times chosen as a “Top 5”

900

1800

Frequent bus service and safe walk and bike ways expand access to a first line of rail

A mix of transportation improvements will be needed county-wide

Some new town centers with a mix of places to live, work, and shop, at rail and bus stations and older commercial areas

Business districts and corporate parks add jobs and buildings, filling vacant lots

Potential expansions of the growth boundary may provide space for some new homes

New suburban style neighborhoods inside the current growth boundary account for about half of new homes

Many rural and agricultural lands are preserved

What you liked

Your top-rated choices:

1 and 2 Stars
3 Stars
4 and 5 Stars

1 and 2 Stars
3 Stars
4 and 5 Stars

You said we need a mix of housing options. Your top-rated choices:

Rebuild commercial corridors with apartments and townhomes

Condors and apartments near business districts

Town centers with a mix of places to live: single family homes, townhomes, apartments

You said we need more of all transportation options. Your top-rated choices:

In existing job centers like Westshore, Downtown Tampa, and the USF area

Redevelopment and filling in existing corporate parks and industrial areas

In town centers with a mix of places to work like retail and office space

More
Less

Your Desired Housing Growth Mix

Your Desired Job Centers Growth Mix

Commuter or light rail
Express bus or BRT
Circulator and shuttle buses
New express toll lanes

Sidewalks, bike lanes, and trails
Smart traffic signals and better intersections

One-time fee on new development
Special assessment districts

Property tax
Utility tax
Sales tax
Gas tax

Your top-rated choices:

"Suburban Dream"
"Bustling Metro"