2045 Transportation Plan

Survey Results

Hillsborough MPO
Metropolitan Planning for Transportation
Survey Snapshot

Over 5,200 responses!

Public Transit continues to be a high priority
Background
What’s a Long-Range Transportation Plan?

• The LRTP **directs federal and state dollars** towards transportation investments we value in our community.

• It looks out at least 20 years and must be **updated every 5 years**.

• The LRTP will be adopted in November 2019.
Creating the 2045 Plan

CREATE GROWTH SCENARIOS
Why It’s TIME! Tampa Bay is growing up. We feel it every day as traffic congestion worsens and commutes get longer. Add another one million people to the region over the next 20 years, and it’s easy to see why IT’S TIME to address our mobility needs.

Spring 2018

Summer 2018
ESTABLISH GOALS AND OBJECTIVES
You spoke, we listened. With input received from nearly 10,000 citizens in the It’s TIME Tampa Bay survey, the MPO developed goals and objectives for how we want our region to grow.

Spring 2019

summer 2019
IDENTIFY NEEDED IMPROVEMENTS
What is IT’S TIME Hillsborough? The Hillsborough MPO is collecting input on specific projects people in Hillsborough County want.

Summer 2019

PLAN ADOPTION
November 5, 2019 at 6:00 pm
Public Hearing of the Hillsborough MPO Board
Hillsborough County Center
601 E. Kennedy Blvd., 2nd Floor

Engagement on Future Projects
How can I share my input?
Take the online survey at planhillsborough.org/2045Itp/
Share the link with your friends and family.

Book an It’s TIME Hillsborough presentation. We are scheduling presentations for community groups in June and July. May we schedule you?
What Regional Priorities Emerged

Nearly 10,000 citizens responded to the 2018 regional survey!

Provide alternatives to driving
Rail, bus, & walk/bike spaces

Reduce congestion

Reinvest in established neighborhoods

Minimize outward growth

Use new technologies
Improve transportation efficiency

Strengthen downtowns
Create spaces like them
Phase 1 results to Phase 2 questions

Screen 2: Where would you like to see bus corridors?

Screen 3: What major investments should be prioritized for study?

Screen 4: What would you like to see done with the Downtown Interchange?

55% highly rated express bus rapid transit

81% highly rated local & regional rail

73% highly rated a focus on walk/bike

52% highly rated water ferry

55% highly rated new/expanded interchange ramps
2045 Investment Programs

In addition to transit and roadway projects (Major Investments), the LRTP will include many other kinds of projects LRTP include maintenance, safety, innovative transportation mgmt. systems, walk/bike and bus projects. These projects do not have to be shown on maps; funding can be set aside for them, and locations of highest need determined later. 

We heard you—it’s already in the Plan.
Engagement
Multimedia news
TV | Radio | Online | Print

$550K+
total publicity / earned media value

Tune in Monday morning, June 3, at 8:20!
Melissa & Beth will be talking transportation and growth in Hillsborough County.
Learn more: planhillsborough.org/2045LRTP

WILD 94.1 FM • Sunday 6-7 A.M.
The Shark 98.7 FM • Sunday 6-7 A.M.
96.5 WQYK FM • Sunday 5-6 A.M.
99.5 WQYK HD2 • Sunday 9-10 P.M. (HD Radio)
104.7 Q105 FM • Sunday 5-6 A.M.
104.7 Q105 HD2 • Saturday 6-7 A.M. (HD Radio)
Money Talks 1010 AM • Sunday 6-7 A.M.

Take the survey now: planhillsborough.org/2045LRTP/
Radio partnerships

Kick off event-June 10
News Radio WFLA AM Tampa Bay
Live remote broadcast

Kids Day-July 21, 2019
15K diverse people at Raymond James
Hundreds of surveys on one day

Incentives — ticket, tickets, tickets!

Thank you to our marketing partners!
Social Media Advertising

Website 55% direct
Email, LinkedIn, Instagram, Twitter, Newsletters, Partner promotion
44% referrals from Facebook

65% of participants left emails

2,596 NEW survey-taker emails added to MPO mailing list
Outreach

43 events (vs. 84)

20 groups spread the word

9 bus ride-alongs (new COC routes)

676 surveys completed through outreach events

1,200 attendees
Survey Results
More voices... Better results

MetroQuest engagement tool

- Intended to cast a wider net
- Allow more people to weigh in at their convenience without having to come to a meeting

Checked for a representative dataset

- Demographic comparisons
- Geographic coverage
- Valid responses
Demographics
Employment Status

- Currently Unemployed
- Employed FullTime
- Employed PartTime
- Retired fulltime Florida resident
- Retired parttime Florida resident
- Student
Bus Rapid Transit
Order the top 5 BRT Priorities

Order your top 5 items above this line

- I-275 Limited Stop BRT
- Brandon Boulevard BRT
- Busch-Linebaugh BRT
- Downtown-USF BRT
- Bruce B Downs Blvd BRT
- Dale Mabry Highway BRT
- Hillsborough Ave BRT
- US 301 South BRT

Transit as an alternative to driving
Bus Rapid Transit (BRT) provides fast, high-quality bus service. BRT typically includes pleasant stations, shorter wait times, modern vehicles, smart technology, and speedier trips. Tell us what roads you want BRT on.
BRT - Results

Popularity vs Score

- US 301 South
- Downtown-USF
- Brandon Boulevard
- I-75 Limited Stop
- Dale Mabry Highway
- Hillsborough Ave
- Bruce B Downs Blvd
- Busch-Linebaugh

Score:

- 0
- 1,000
- 2,000
- 3,000
- 4,000
- 5,000
- 6,000
- 7,000
- 8,000
- 9,000
- 10,000

Popularity:

- 0
- 500
- 1,000
- 1,500
- 2,000
- 2,500
- 3,000
Major Investments
Respond Yes or No for each project.

This map shows some potential major projects. Select the projects you feel should be a priority for further study or suggest a different one. These projects are designed to reduce congestion and may include walk and bike facilities. Projects in black are already in the plan.
Major Investments – Overall Results

- Reuse freight rail tracks
- Rapid transit Downtown Airport
- Extend Downtown Streetcar
- Greenway Trail corridors
- Rightsizing Tampa multilane roads
- Elevated Exp Lanes major roads
- New water transit system
- I4 I75 Interchange area roads
- USF New Tampa Temple Terrace
- Interstate Expressway toll lanes
- Bloomingdale Fishhawk roads
- Airport North Westchase roads
- SouthShore roads
- Road widenings near rural area
- Plant City new wider roads

Percent Positive  Percent Abstain  Percent Negative
Major Investments – Reuse Freight Rail Track

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Plant City
New Wider Roads

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Downtown Interchange
Rate each scenario

**No Build**
- No further construction
- Existing lanes stay the same
- Severe crash hotspot
- Airport ↔ Ybor in 15-30 minutes
- Airport ↔ MLK in 10-30 minutes
- Impacts 0 homes/businesses
- Construction cost: $0

Please rate this scenario:
Downtown Interchange – Overall Results (1=lowest, 5=highest)

- **No Build**: 2,380 responses (4.3x greater)
- **Safety Traffic Quick Fix**: 531 responses
- **Add Express Lane Flyover**: 1,210 responses
- **Full Rebuild w Exp Lanes**: 1,257 responses

All 4 approx. = 3,819 responses

0 500 1,000 1,500 2,000 2,500

Number of Responses

Star Ranking

1 2 3 4 5

1 and 5 almost equal
Downtown Interchange – Results by Home Zip Code

Preliminary Survey Results through June 30th, 2019

Note: Zip codes with less than 5 responses removed

No-Build Score

Express Lane Score

Safety and Traffic Quick Fix

Full Rebuild Score

High Star Rating

Low Star Rating

Note: Zip codes with less than 5 responses removed
Downtown Interchange – Results by Home Zip Code

No-Build Score

High Star Rating

Low Star Rating

Note: Zip codes with less than 5 responses removed
Downtown Interchange – Results by Home Zip Code

Preliminary Survey Results through June 30th, 2019

Note: Zip codes with less than 5 responses removed

Safety and Traffic Quick Fix Score

High Star Rating

Low Star Rating

Note: Zip codes with less than 5 responses removed
Downtown Interchange – Results by Home Zip Code

Preliminary Survey Results through June 30th, 2019

Note: Zip codes with less than 5 responses removed
Downtown Interchange – Results by Home Zip Code

Preliminary Survey Results through June 30th, 2019

Note: Zip codes with less than 5 responses removed

Full Rebuild Score

High Star Rating

Low Star Rating

Note: Zip codes with less than 5 responses removed
What’s happens next?

Draft Plan for review
Posted online on or before October 5, 2019
planhillsborough.org/2045ltp

Plan adoption
November 5, 2019 at 6:00 pm
MPO Public Hearing
County Center
601 E. Kennedy Blvd., 2nd Floor
Major Investments – USF-New Tampa-Temple Terrace

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – SouthShore

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Airport North Westchase Roads

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – I-4/I-75 Interchange Area Roads

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Elevated Express Lanes Major Roads

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Interstate Expressway Toll Lanes

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Greenway and Trail Corridors

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Right-sizing Tampa Multilane Roads

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Road widenings near rural area

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Bloomingdale Fishhawk roads

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Rapid Transit from Downtown to Airport

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – New Water Transit System

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed
Major Investments – Extend Downtown Streetcar

Results by Home Zip Code

Mostly Positive

Mostly Negative

Note: Zip codes with less than 5 responses removed