Survey Snapshot
Preview of the Results

● A record setting response!

● Extensive outreach, including successful social media campaign

● Address traffic jams, and desire for alternatives to driving

● Minimize outward growth, reinvest in neighborhoods

Designed to optimize engagement, MetroQuest surveys are quick to complete on any device – laptops, tablets, and smart phones.

Take the survey at: itstimetampabay.org
Create Initial Scenarios (with Pasco & Pinellas, Sept 2017 – Feb 2018)

2045 Population & Employment based on:
- Business as Usual (Trend) with TBX
- Transit-Oriented with: Regional Transit Feasibility Plan (Dec 2017)
- Other Tampa Bay Next Concepts, ex. Beltway

Evaluate Scenarios (Mar 2018 – Sept 2018)
- Travel Demand Model Runs
- Cost Estimates
- Revenue Forecasts
- Environmental Impacts
- Other impacts, ex. Health?

Public Engagement (May 2018 – Sept 2018)
- Create Public Survey/Tool/Game
- Outreach using Survey Tool
- Survey Results: Likes/Dislikes in each Scenario

Part 1: Growth Concepts
### Background

**Survey Development and Execution**

<table>
<thead>
<tr>
<th>Create Hybrid Scenario (with Pasco &amp; Pinellas, Nov 2018 – Dec 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Combine Best Elements of the Growth Scenarios (Hybrid Scenario)</td>
</tr>
<tr>
<td>✓ Further develop funding strategies, build Cost Feasibility Scenario(s)</td>
</tr>
<tr>
<td>✓ Calculate Performance Outcomes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Public Engagement on Funding Strategies (Jan 2019 – May 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Create Tool/Survey</td>
</tr>
<tr>
<td>✓ Allow choice of “No new funding”</td>
</tr>
<tr>
<td>✓ Survey Results</td>
</tr>
<tr>
<td>✓ Set Performance Targets</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Review &amp; Adoption (Oct 2019 – Dec 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Public Review Period</td>
</tr>
<tr>
<td>✓ Hold Public Hearing</td>
</tr>
<tr>
<td>✓ Adopt Plan</td>
</tr>
<tr>
<td>✓ Document</td>
</tr>
</tbody>
</table>

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**SEIS Public Hearing**

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**Part 2: Funding & Affordability**
Background
Survey Development and Execution

TMA Meeting #1
May 11, 2018

Survey Development

Testing / Refinement

Working Group Kickoff (#1)
January 26, 2018

Working Group #2
March 16, 2018

Working Group #3
April 19, 2018

Working Group #4
May 24, 2018

Working Group #5
June 20, 2018

Begin Survey
July 31, 2018

Survey Live

End Survey
October 1, 2018
Background

Next Steps

- **November**
  - Complete survey analysis
  - Finalize key themes/messaging
- **Early 2019**
  - Develop Hybrid Scenario
Background
Scenario Planning Process

Scenario A
- New Technologies
  - DRIVERLESS CARS
  - RAPID BUS ON SHOULDERS

Scenario B
- Expressway Lanes
  - TOLLED EXPRESS LANES
  - I-275 CONVERTED TO BOULEVARD

Scenario C
- Transit Service
  - REGIONAL & STATEWIDE RAIL
  - WATER FERRY
  - RAPID BUS

- Visualize long-term implications of today’s decisions
- Explore “what-ifs”
  - About things we control and things we don’t
- Build consensus with quantitative feedback
  - What long-range outcomes are the most widely accepted?
Executing the Survey
Getting the Word Out!

- Engaging website with video, embedded MetroQuest survey
- Presentations to advisory committees, councils, boards
- Large events including Florida’s Largest Home Show and Back to School Bash
- Earned media including radio & TV interviews and newspaper articles
- Social media, newspaper ads
- TRIM Notice, Nextdoor app, utility mailout
Executing the Survey
Outreach and Social Media

- 34% of visits to the Itstimetampabay.org site came from social media
  - Facebook (265,000 impressions) - 85%
  - Twitter (46,000 impressions) - 9%
  - Instagram (54,000 impressions) - 5%

Thank you to our marketing partners!
Executing the Survey
Matching Presentation / Paper Survey

If you are completing the **online survey**, you should be on screen 3

If you are completing the **paper survey**, you should be at section 3
Queremos Oír de Usted!

3. OPCIONES

**OPCIÓN A**
Imagine un futuro en que invertimos en nuevas tecnologías y algunos proyectos de carreteras para mejorar el flujo de tráfico y reducir la

<table>
<thead>
<tr>
<th>¿Cómo te gusta este escenario?</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muchísimo</td>
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<tr>
<td>Muy poco</td>
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<td>¿Qué te gusta?</td>
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<tr>
<td>¿No te gusta?</td>
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</tbody>
</table>

**OPCIÓN B**
Imagine un futuro en que invertimos en carriles de autopistas formando un lazo exterior para que el tráfico no tenga que atravesar

<table>
<thead>
<tr>
<th>¿Cómo te gusta este escenario?</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
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<td>¿No te gusta?</td>
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</tbody>
</table>
2045 Transportation Plan

Survey Results
Survey Disclaimer

- **MetroQuest is a self-select survey**
  - Not intended to be statistically valid

- **Check for representative dataset**
  - Demographic comparisons
  - Geographic coverage
  - Retargeted outreach
  - Valid responses
Survey Results

- **July 31st to October 1st**
- **Raw Numbers**
  - 17,762 visitors
  - 9,666 participants (54.4%)
  - 234,884 data points
  - 10,471 comments
  - Over 5,600 emails
- **Final Dataset**
  - 9,575 participants
- **US MetroQuest Record!**
Survey Results

- **Most Participants**
  - August 28\textsuperscript{th} (500)

- **33 straight days with over 100 participants**
  - August 13\textsuperscript{th} to September 14\textsuperscript{th}
Survey Participation (by County)

Hillsborough: 61.3% Survey Response, 48.4% 3-County Area Population
Pinellas: 33.8% Survey Response, 26.5% 3-County Area Population
Pasco: 17.8% Survey Response, 12.2% 3-County Area Population
Zip Code Coverage

Participants

Hillsborough
4,012

Pinellas
1,731

Pasco
801

Zip Code Coverage

Zip Code
Home    Work

1 to 5
6 to 25
26 to 50
51 to 100
Over 100

Home Zip Code Coverage

Hillsborough
4,012

Pinellas
1,731

Pasco
801

Work Zip Code Coverage

Hillsborough
4,012

Pinellas
1,731

Pasco
801
2045 Transportation Plan

Demographics
### Employment Status

**Hillsborough**
- Employed Fulltime: 70.4%
- Employed Parttime: 7.1%
- Currently Unemployed: 2.9%
- Student: 7.0%
- Retired Fulltime: 12.0%
- Retired Parttime: 0.5%

**Pinellas**
- Employed Fulltime: 73.2%
- Employed Parttime: 7.6%
- Currently Unemployed: 2.7%
- Student: 2.8%
- Retired Fulltime: 12.6%
- Retired Parttime: 1.2%

**Pasco**
- Employed Fulltime: 71.4%
- Employed Parttime: 7.7%
- Currently Unemployed: 5.4%
- Student: 2.8%
- Retired Fulltime: 12.0%
- Retired Parttime: 0.8%

**Not Provided**
- Employed Fulltime: 56.1%
- Employed Parttime: 8.0%
- Currently Unemployed: 1.0%
- Student: 25.1%
- Retired Fulltime: 9.4%
- Retired Parttime: 0.3%

**All Participants**
- Employed Fulltime: 70.4%
- Employed Parttime: 7.1%
- Currently Unemployed: 2.9%
- Student: 7.0%
- Retired Fulltime: 12.0%
- Retired Parttime: 0.5%

**Zip Code**
- Hillsborough: 70.4%
- Pinellas: 73.2%
- Pasco: 71.4%
- Not Provided: 56.1%
<table>
<thead>
<tr>
<th>Income Range</th>
<th>Hillsborough</th>
<th>Pinellas</th>
<th>Pasco</th>
<th>Zip Code Not Provided</th>
<th>All Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>$39,999 or Less</td>
<td>14.9%</td>
<td>15.1%</td>
<td>17.9%</td>
<td>21.5%</td>
<td>17.9%</td>
</tr>
<tr>
<td>$40,000 to $54,999</td>
<td>12.6%</td>
<td>15.8%</td>
<td>14.8%</td>
<td>14.3%</td>
<td>15.8%</td>
</tr>
<tr>
<td>$55,000 to $99,999</td>
<td>30.9%</td>
<td>29.4%</td>
<td>33.5%</td>
<td>28.7%</td>
<td>33.5%</td>
</tr>
<tr>
<td>$100,000 to $199,000</td>
<td>31.6%</td>
<td>31.1%</td>
<td>28.7%</td>
<td>27.8%</td>
<td>27.8%</td>
</tr>
<tr>
<td>$200,000 or More</td>
<td>10.0%</td>
<td>8.6%</td>
<td>5.1%</td>
<td>7.6%</td>
<td>7.6%</td>
</tr>
</tbody>
</table>
Race / Ethnicity

All Survey Participants

- White/Caucasian, 77.3%
- Hispanic/Latino, 9.0%
- African American/Black, 5.5%
- Native Hawaiian, 0.2%
- Other, 4.8%
- American Indian, 0.5%
- Asian, 2.7%

Hillsborough

- White/Caucasian, 72.4%
- Hispanic/Latino, 11.0%
- Native Hawaiian, 0.2%
- Other, 5.5%
- American Indian, 0.5%
- Asian, 3.3%
- African American/Black, 7.0%

Pinellas

- White/Caucasian, 86.4%
- Hispanic/Latino, 4.9%
- Native Hawaiian, 0.1%
- Other, 3.7%
- American Indian, 0.5%
- Asian, 1.7%
- African American/Black, 2.7%

Pasco

- White/Caucasian, 82.1%
- Hispanic/Latino, 8.0%
- Native Hawaiian, 0.1%
- Other, 3.8%
- American Indian, 0.5%
- Asian, 1.9%
- African American/Black, 3.6%
2045 Transportation Plan

Priorities
Select Your Top 5 Priorities

1. Storm Vulnerability
2. Traffic Jams
3. Open/Green Spaces
4. Alternatives to Driving
5. Equal Opportunity
6. Shorter Commutes
7. Public Service Costs
Priorities

First Tier
- Traffic Jams
- Alternatives to Driving

Second Tier
- Open / Green Space
- Shorter Commutes

Additional Notes
- Pinellas
  - 1st priority – Alternatives to Driving (over Traffic Jams)
  - Storm Vulnerability (57%)
- Pasco
  - 3rd priority – Shorter Commutes (over Open / Green Space)
2045 Transportation Plan

Scenarios
Scenario A
New Technologies

Average Star Rating

Average Rating

<table>
<thead>
<tr>
<th></th>
<th>Hillsborough</th>
<th>Pinellas</th>
<th>Pasco</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 &amp; 2</td>
<td>2.81</td>
<td>2.88</td>
<td>2.97</td>
</tr>
<tr>
<td>3</td>
<td>1.00</td>
<td>1.50</td>
<td>2.00</td>
</tr>
<tr>
<td>4 &amp; 5</td>
<td>2.50</td>
<td>3.00</td>
<td>3.50</td>
</tr>
<tr>
<td></td>
<td>4.00</td>
<td>4.50</td>
<td>5.00</td>
</tr>
</tbody>
</table>

Hillsborough Pinellas Pasco
Scenario B
Expressway Lanes

Average Star Rating

1 & 2

3

4 & 5

Average Rating

Hillsborough
Pinellas
Pasco

2.55
2.35
2.77
2.53

1.00
1.50
2.00
2.50
3.00
3.50
4.00
4.50
5.00
Scenario C
Transit Focus

Average Star Rating

4 & 5

3

1 & 2

Average Rating

Hillsborough | Pinellas | Pasco
---|---|---
4.13 | 4.16 | 3.96
2045 Transportation Plan

Elements
What Should Be in the Plan?

- Drill down into the ingredients that make up each of the scenarios
- Help determine what elements should be included in the hybrid scenario

✓ Roadway
✓ Transit
✓ Community
✓ Funding
Roadway Elements (All Participants)

- Expanded/New Ramps: 21.5%, 22.9% 32.1%, 31.9%, 37.2%, 54.1%
- Advanced Technology: 21.8%, 22.4% 31.9%, 46.1%, 45.7%, 37.2%, 39.8%
- Elevated Toll Roads: 19.5%, 55.5%, 46.1%, 45.7%, 39.8%, 26.4%
- Complete the Loop: 22.9%, 21.8%, 22.4%, 23.0%, 19.5%, 16.4%
- I-275 Boulevard: 21.5%, 22.9% 32.1%, 31.9%, 37.2%, 54.1%

Average Rating:
- Expanded/New Ramps: 3.56
- Advanced Technology: 3.23
- Elevated Toll Roads: 3.20
- Complete the Loop: 3.03
- I-275 Boulevard: 2.49
## Roadway Elements (Average Rating)

<table>
<thead>
<tr>
<th></th>
<th>Expanded/New Ramps</th>
<th>Advanced Technology</th>
<th>Elevated Toll Roads</th>
<th>Complete the Loop</th>
<th>Convert I-275 to a Boulevard</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Participants:</strong></td>
<td>3.56</td>
<td>3.23</td>
<td>3.20</td>
<td>3.03</td>
<td>2.49</td>
</tr>
<tr>
<td><strong>Hillsborough:</strong></td>
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</tr>
<tr>
<td><strong>Pinellas:</strong></td>
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</tr>
<tr>
<td><strong>Pasco:</strong></td>
<td>—</td>
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</tr>
</tbody>
</table>

**NOTES:**
1) Average rating is calculated by summing the 1 to 5 star rating for each element and dividing by number of participants for each category.
2) **Green** or **red** arrows indicate a difference of 0.08 or greater as compared to all survey participants.
## Transit Elements (All Participants)

<table>
<thead>
<tr>
<th>Element</th>
<th>1 &amp; 2</th>
<th>3</th>
<th>4 &amp; 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide Rail</td>
<td>9.1%</td>
<td>82.4%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Rail (Local/Regional)</td>
<td>9.3%</td>
<td>9.9%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Express BRT</td>
<td>20.7%</td>
<td>24.2%</td>
<td>55.1%</td>
</tr>
<tr>
<td>Water Ferry</td>
<td>24.9%</td>
<td>22.1%</td>
<td>53.0%</td>
</tr>
<tr>
<td>Expanded Ridesharing</td>
<td>38.6%</td>
<td>27.1%</td>
<td>34.3%</td>
</tr>
</tbody>
</table>

### Average Rating

- **Statewide Rail**: 4.35
- **Rail (Local/Regional)**: 4.28
- **Express BRT**: 3.54
- **Water Ferry**: 3.49
- **Expanded Ridesharing**: 2.93
### Transit Elements (Average Rating)

<table>
<thead>
<tr>
<th></th>
<th>Statewide Rail</th>
<th>Rail (Local/Regional)</th>
<th>Express BRT</th>
<th>Water Ferry</th>
<th>Expanded Ridesharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Participants:</td>
<td>4.35</td>
<td>4.28</td>
<td>3.54</td>
<td>3.49</td>
<td>2.93</td>
</tr>
<tr>
<td>Hillsborough:</td>
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<td></td>
</tr>
<tr>
<td>Pinellas:</td>
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</tr>
</tbody>
</table>

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Community Elements (All Participants)

<table>
<thead>
<tr>
<th>Community Elements</th>
<th>1 &amp; 2</th>
<th>3</th>
<th>4 &amp; 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserve Neighborhoods</td>
<td>8.9%</td>
<td>11.7%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Walk &amp; Bike Focus</td>
<td>15.0%</td>
<td>15.0%</td>
<td>15.0%</td>
</tr>
<tr>
<td>More/Better Downtowns</td>
<td>10.4%</td>
<td>16.8%</td>
<td>19.9%</td>
</tr>
<tr>
<td>Efficient Land Use</td>
<td>15.6%</td>
<td>19.9%</td>
<td>64.5%</td>
</tr>
<tr>
<td>Expanded Growth Area</td>
<td>21.9%</td>
<td>22.2%</td>
<td>55.8%</td>
</tr>
</tbody>
</table>

Average Rating:
- Preserve Neighborhoods: 4.13
- Walk & Bike Focus: 4.11
- More/Better Downtowns: 4.07
- Efficient Land Use: 3.82
- Expanded Growth Area: 2.40
# Community Elements

## (Average Rating)

<table>
<thead>
<tr>
<th></th>
<th>Preserve Neighborhoods</th>
<th>Walk &amp; Bike Focus</th>
<th>More/Better Downtowns</th>
<th>Efficient Land Use</th>
<th>Expanded Growth Area</th>
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<tr>
<td><strong>All Participants:</strong></td>
<td>4.13</td>
<td>4.11</td>
<td>4.07</td>
<td>3.82</td>
<td>2.40</td>
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<tr>
<td><strong>Pasco:</strong></td>
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Funding Elements (All Participants)

<table>
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<th>3</th>
<th>4 &amp; 5</th>
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</thead>
<tbody>
<tr>
<td>Taxes/Fees for Rail</td>
<td>24.1%</td>
<td>24.1%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Special District Fees</td>
<td>59.4%</td>
<td>52.7%</td>
<td>59.4%</td>
</tr>
<tr>
<td>Taxes/Fees for Buses</td>
<td>16.5%</td>
<td>23.2%</td>
<td>23.9%</td>
</tr>
<tr>
<td>New Lanes with Tolls</td>
<td>26.0%</td>
<td>42.3%</td>
<td>44.7%</td>
</tr>
<tr>
<td>Taxes/Fees for Roads</td>
<td>52.7%</td>
<td>33.2%</td>
<td>30.2%</td>
</tr>
</tbody>
</table>

Average Rating
- Taxes/Fees for Rail: 3.61
- Special District Fees: 3.47
- Taxes/Fees for Buses: 2.84
- New Lanes with Tolls: 2.76
- Taxes/Fees for Roads: 2.76
# Funding Elements (Average Rating)

<table>
<thead>
<tr>
<th>Taxes/Fees for Rail</th>
<th>Special District Fees</th>
<th>Taxes/Fees for Buses</th>
<th>New Lanes with Tolls</th>
<th>Taxes/Fees for Roads</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.61</td>
<td>3.47</td>
<td>2.84</td>
<td>2.76</td>
<td>2.76</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillsborough:</td>
<td>---</td>
</tr>
<tr>
<td>Pinellas:</td>
<td>[Green arrow]</td>
</tr>
<tr>
<td>Pasco:</td>
<td>[Red arrow]</td>
</tr>
</tbody>
</table>

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Elements Summary
Key Takeaways – Growth/Land Use

More Positives than Negatives
● Preserve neighborhoods (75)
● More/Better downtowns (73)
● Efficient use of land (65)

More Negatives than Positives
● I-275 boulevard (26)
● Expanded growth area (22)

* Numbers represent percentage of respondents rating this high (4 or 5 stars)
Elements Summary
Key Takeaways – Transportation

More Positives than Negatives
- Statewide rail (82)
- Rail service (81)
- Walk and bike focus (73)
- Taxes to fund rail (59)
- Express bus & BRT (55)
- Water Ferry (53)
- Special district fees (53)
- Advanced technology (46)
- Elevated tolls (46)

Ambivalence
(close levels of positive and negatives, and/or high level of “3” stars)
- Complete the loop (40 v 37)
- Expanded ridesharing (34 v 39)
- Taxes to fund buses (34 v 42)
Sub areas (by Zip Code)

4,012 HC surveys
## Scenarios

<table>
<thead>
<tr>
<th>More Likely to Rate...</th>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
</tr>
</thead>
</table>
| **High** (4 or 5 stars) | • Student  
• African American  
• Hispanic | • Student  
• Make $40K to $55K  
• Hispanic  
• African American  
• Live in Southshore  
• Live in Northeast part of County | • Make $40K to $55K  
• Hispanic  
• African American  
• Live in Tampa |
| **Neutral** (3 stars)  | • Live in Northwest  
• Commute to Pinellas  
• Commute to Pasco* | • African American | • Unemployed |
| **Low** (1 or 2 stars) | • Retired | • Unemployed  
• Commute to Pasco*  
• Commute to Pinellas | • Unemployed  
• Commute to Pasco*  
• Commute to Other |

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## Roadway Elements

<table>
<thead>
<tr>
<th>More Likely to Rate...</th>
<th>Advanced Technology</th>
<th>Expanded/New Ramps</th>
<th>Elevated Toll Roads</th>
<th>Complete the Loop</th>
<th>I-725 Boulevard</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong> (4 or 5 stars)</td>
<td>• Student</td>
<td>• Unemployed</td>
<td>• Live in Southshore</td>
<td>• Retired</td>
<td>• Unemployed</td>
</tr>
<tr>
<td></td>
<td>• Hispanic</td>
<td>• Make less than $40k</td>
<td>• Live in Northeast</td>
<td>• Hispanic</td>
<td>• Student</td>
</tr>
<tr>
<td></td>
<td>• Commute to Pasco*</td>
<td>• African American</td>
<td></td>
<td>• African American</td>
<td>• Make less than $40k</td>
</tr>
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<td></td>
<td></td>
<td>• Live in Southshore</td>
<td></td>
<td>• Other</td>
<td>• Hispanic</td>
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<td></td>
<td>• Commute to Pasco*</td>
<td></td>
<td>• Live in Northwest</td>
<td>• African American</td>
</tr>
<tr>
<td><strong>Neutral</strong> (3 stars)</td>
<td>• Commute to Pasco*</td>
<td>• Student</td>
<td>• Make less than $40k</td>
<td>• Commute to Pasco*</td>
<td>• Retired</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>• Hispanic</td>
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<td>• Live in Northeast</td>
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<td>• Live in Northwest</td>
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<td>• Other</td>
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<td>• Live in Northeast</td>
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<td></td>
<td></td>
<td>• Commute to Pasco*</td>
</tr>
<tr>
<td><strong>Low</strong> (1 or 2 stars)</td>
<td>• Unemployed</td>
<td>• Live in Tampa</td>
<td>• Make less than $40k</td>
<td>• Commute to Pasco*</td>
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<td></td>
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<td>• Commute to Pasco*</td>
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<td></td>
<td>• Commute to Pinellas</td>
</tr>
</tbody>
</table>

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## Transit Elements

<table>
<thead>
<tr>
<th>More Likely to Rate...</th>
<th>Ridesharing</th>
<th>Express BRT</th>
<th>Rail (Local/Regional)</th>
<th>Water Ferry</th>
<th>Statewide Rail</th>
</tr>
</thead>
</table>
| **High** (4 or 5 stars) | • Student  
• Make less than $40k  
• Make $40k-$55k  
• Hispanic  
• African American  
• Commute to Pasco* | • Make less than $40k  
• Make $40k-$55k  
• Hispanic  
• African American  
• Commute to Pasco*  
• Commute to Other | • Make $40k-$55k  
• Commute to Pasco* | • Unemployed  
• Student  
• Make less than $40k  
• Hispanic  
• African American  
• Live in Southshore | • Make less than $40k  
• African American |
| **Neutral** (3 stars) |  |  |  | Commute to Pasco* |  |
| **Low** (1 or 2 stars) | • Live in Southshore  
• Commute to Pinellas | • Make $100k or more  
• Commute to Pinellas | • Retired  
• Live in Southshore  
• Commute to Other | • Retired  
• Live in Northwest  
• Live in Northeast  
• Commute to Other | • Retired  
• Live in Northeast |

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<table>
<thead>
<tr>
<th>More Likely to Rate...</th>
<th>Expanded Growth Area</th>
<th>Preserve Neighborhoods</th>
<th>More/Better Downtowns</th>
<th>Efficient Land Use</th>
<th>Walk/Bike Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong> (4 or 5 stars)</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>• Student</td>
<td>Student</td>
<td>Live in Tampa</td>
<td>Make $100k or more</td>
<td>Live in Tampa</td>
<td>Hispanic</td>
</tr>
<tr>
<td>• Make less than $40k</td>
<td>Make less than $40k</td>
<td></td>
<td>Hispanic</td>
<td>Live in Tampa</td>
<td>Live in Tampa</td>
</tr>
<tr>
<td>• Hispanic</td>
<td>Hispanic</td>
<td></td>
<td>Other</td>
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<tr>
<td>• African American</td>
<td>African American</td>
<td></td>
<td>Live in Northeast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Other</td>
<td>Other</td>
<td></td>
<td>Commute to Pinellas</td>
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<tr>
<td>• Live in Northeast</td>
<td>Live in Northeast</td>
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<td><strong>Neutral</strong> (3 stars)</td>
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</tr>
<tr>
<td>• Student</td>
<td>Student</td>
<td>Commute to Pasco*</td>
<td>Other Race</td>
<td>Live in Northeast</td>
<td>Retired</td>
</tr>
<tr>
<td>• Live in Tampa</td>
<td>Live in Tampa</td>
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<td>Commute to Other</td>
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<td>Live in Northeast</td>
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<tr>
<td><strong>Low</strong> (1 or 2 stars)</td>
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<td>Live in Southshore</td>
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<td>Retired</td>
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<td>Commute to Pasco*</td>
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<td>Live in Southshore</td>
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## Funding Elements

<table>
<thead>
<tr>
<th>More Likely to Rate...</th>
<th>New Lanes with Tolls</th>
<th>Taxes/Fees for Roads</th>
<th>Taxes/Fees for Buses</th>
<th>Taxes/Fees for Rail</th>
<th>Special District Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong> (4 or 5 stars)</td>
<td>• Unemployed</td>
<td>• Unemployed</td>
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2045 Transportation Plan

Guidance for 2045 Plan

“Hybrid Scenario”
Guidance for the 2045 Plan
Hybrid Scenario

Growth / Land Use Elements

- Encourage in local government comprehensive plans
  - Reinvest in neighborhoods
  - Strengthen downtowns, create more downtown-like places
  - Minimize outward growth
Guidance for the 2045 Plan
Hybrid Scenario

Transportation Elements-transit

● Consider options for incorporating rail in the 2045 Plan
  ▪ Brightline
  ▪ Streetcar
  ▪ Other rail or fixed guideway transit
  ▪ Plan should include express bus and BRT connections
Guidance for the 2045 Plan

Hybrid Scenario

Transportation Elements - roadways and highways

- New, expanded interchange ramps
- Continue to explore elevated express lane projects
  - Possible strategy for Downtown Tampa interchange (i.e. alts C & D)
  - Possible strategy for SR 54 / US 41 interchange area in Pasco
    - Explore connection between them via I-75 and I-4, not I-275
  - Tolls should be used for congestion management rather than raising revenue
Guidance for the 2045 Plan
Hybrid Scenario

Transportation Elements-other

- Walk and bike modes are important to include and address
- Public support not present for I-275 boulevard conversion
- Demonstrate how technology advances can be implemented realistically and safely