Meeting of the Bicycle Pedestrian Advisory Committee
Wednesday, November 14, 2018, 5:30 PM

I. Call to Order

II. Public Comment - 3 minutes per speaker, please

III. Approval of Minutes – October 10, 2018

IV. Members’ Interests (2 Minutes Each)

V. Action Items
   A. It’s Time Tampa Bay Survey Results & Recommendations (Lisa Silva, MPO Staff)
   B. 2019 Committee & MPO Schedule (Wade Reynolds, MPO Staff)

VI. Status Reports
   A. Heights Mobility Plan (Stephen Benson, FDOT)
   B. How the Media Fails Bicyclists (Julie Bond, CUTR)

VII. Old Business & New Business
   A. Questions for Elected Officials (Wade Reynolds, MPO Staff)
   B. Gasparilla Children’s Bike Rodeo (Wade Reynolds, MPO Staff)
   C. Noise Wall Best Practices (Wade Reynolds, MPO Staff)

VIII. Adjournment

IX. Addendum
   A. MPO Meeting Summary & Committee Report
   B. Event: Cleveland Elementary Mural
   C. Event: TBNext Community Working Meeting – Westshore November 15, 2018

The full agenda packet is available on the MPO’s website, www.planhillsborough.org, or by calling (813) 272-5940.

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I. CALL TO ORDER

Chair Forbes called the meeting to order at 5:31 p.m. and the meeting was held in the Plan Hillsborough Room of the County Center Building.

Members present: Rachel Chase, Jay Collins, Lynda Crescentini, Jonathon Forbes, Jason Jackman, John Kubicki, John Marsh, Monica Martin, Faye Miller, Tony Monk, Karla Price, Diana Ramirez, Richard Ranck, Jamie Rubscha, Jim Shirk, Holly Simmons, Calvin Thornton, Sally Thompson, Kristy Udagawa, and Alain Watson

Others present: Wade Reynolds, Michele Ogilvie, Gena Torres, Sarah McKinley - Hillsborough MPO; Sharon Snyder - Planning Commission; Alex Henry - FDOT; Mimi Lawson – BikeWalk Tampa; Brad Hissing; and Jason Reed

II. PUBLIC COMMENT

Mr. Brad Hissing, City of Tampa resident, spoke regarding the Green Artery Perimeter Trail. He doesn’t feel the road he lives on, North Ridge Avenue, is suitable for bicycling for several reasons: it is made of brick, the elevation, the site line and the lack of stop signs. In his opinion, a bicycle trail through Riverside Heights isn’t a good idea, but Oak Dale Avenue would be a better option than North Ridge.

Committee members that are involved with the perimeter trail re-routing were not in attendance, but Mr. Reynolds assured Mr. Hissing he would pass along his comments to them.

Mr. Forbes asked Mr. Reynolds to add this issue to a future meeting agenda.

III. APPROVAL OF MINUTES

Motion: Approval of the minutes of September 12, 2018. (Shirk - Watson). The motion passed unanimously.

IV. ACTION ITEMS

There were no action items.

V. STATUS REPORTS

A. LRTP Goals Update (Michele Ogilvie, MPO)

Ms. Ogilvie presented the Long Range Transportation Plan (LRTP) Goals update. The LRTP guides investment now and in the future. She explained the process and major policy and planning issues framework, as well as the ten guiding principles of the Fixing America’s Surface
Transportation Act (FAST). The MPO also needs to establish performance measures, integrate transit and freight plans, congestion management process, safety and security plans, the 2040 planning emphasis areas, other planning initiatives and studies, and possibly health. She explained the Florida Department of Transportation’s goals and the six existing LRTP goals.

Discussions followed regarding if air pollution doesn’t equal health, why is health part of Goal 3 (air pollution and air quality are closely linked to health, but other things might not be); air pollution causes other issues, such as environmental issues, so maybe it should be listed as a separate goal; the suggestion to highlight examples of how goals became reality; how Goal 1 can be explained when $6 billion is spent each year on building new roads; how the way people use roadways changes over the course of their lives; putting more cars on highways doesn’t take cars off of local roads; the opinion that service drives demand so more money needs to be spent on transit; the opinion that FDOT doesn’t think there is anything they can do about air quality; the improvements of health impacts; the impact on the tax base; the need to minimize land use by adding more bicycle lanes to existing roads; and Goal 4 is equally as important as it includes multi-modal transportation choices. Mr. Monk encouraged members to keep these goals in mind when reviewing the Transportation Improvement Plan (TIP).

B. EcoDistrict (Sean Baraoidan, Real Building Consultants)

Mr. Baraoidan presented on EcoDistricts, which is a framework for neighborhood development that ensures equity, resilience, and climate protection are integrated into every step of the planning and implementation processes. He discussed who uses EcoDistricts and why they do, and the six priorities. He also explained the EcoDistricts process and presented a relevant case study.

Discussions were held regarding if Real Building Consultants (RBC) is working with Innovation Place (not officially, still in talks); if RBC does the certification (there is a non-profit out of Portland, OR, that is the certification system); if any community has looked into adding some of these components to their land code (some developers are using it but Mr. Baraoidan doesn’t know of any jurisdiction include it in their comprehensive plan); besides Innovation Place, are they working with any other Tampa Bay communities (RBC approached the UACDC and Tampa Downtown Partnership and have received good feedback from both); if Mr. Baraoidan can provide examples of dealing with local zoning conflicts (He hasn’t heard of any. This is way for neighborhoods to do their own planning and organizations are encouraged to work with the City); and how developers have accepted this concept (they find value in the branding and goal setting).

C. Multimodal Level of Service Evaluation (Sarah McKinley, MPO)

Ms. McKinley presented the multimodal level of service evaluation. The purpose of the study was to evaluate existing multimodal level of service (MMLOS) used by the MPO and update the methodology based on current best practices. The MPO currently uses FDOT’s MMLOS methodology. The process is data intensive and does not account for new innovations in multimodal infrastructure. An example is the paved shoulder on Lithia Pinecrest which is currently a LOS C bike facility, indicating an acceptable level of service, but is not comfortable for the average cyclist. The LOS concept was developed for vehicles as a measure of inconvenience (delay) but the MPO is exploring new methods to qualify safety and comfort for bicyclists and pedestrians.
Ms. McKinley explained the review of best practices and how the MPO is moving forward with looking at the levels of traffic stress. An MPO intern has developed an inventory of all intersections on our roadway network. The initial recommendations are segments-level evaluations to review level of traffic stress (LTS) for bicycles, adapt LTS methodology for pedestrians and intersection-level evaluation to adapt Charlotte’s (NC) pedestrian level of service (PLOS) and bicycle level of service (BLOS).

Ms. McKinley provided a project update and explained the downtown Tampa case study. She discussed the pedestrian level of traffic stress and bicycle intersection evaluation. Ms. McKinley explained the purpose of the bicycle facility design toolkit is to combine multiple design resources and provide best practice design guidance based on the user’s comfort. She discussed the toolkit framework and facility selection tool. The next steps are to complete the countywide evaluation and present the final results during the December Committee meetings.

Discussions followed regarding if the MPO is coordinating the test intersections with the County (Ms. McKinley stated the consultant is applying the methodology, then it will be presented to the County for input); right-away concerns (this project will only show where the gaps are for now); data isn’t a substitute for conceptual design (intersection data will help determine the better intersections); if there will be an opportunity for feedback (yes); is there an opportunity to partner with the Downtown Partnership for the walkability portion (yes, Ms. McKinley will reach out to Karen Kress) and Mr. Marsh likes the logic of the methodology (Ms. McKinley explained it is mimicking Portland and Charlotte).

D. North Alexander Street Corridor Land Use & Marketing Study (Jay Collins, Planning Commission)

Mr. Collins presented the North Alexander Street Corridor Land Use & Marketing Study. The focus of the study was to improve coordination between Plant City and Hillsborough County, assess land uses for parcels once annexed into Plant City, conduct a demographic analysis and market study, identify community/neighborhood focal points and evaluate adopted policy direction for the study area. North Alexander was constructed as part of SR39 to divert trucks around historic Plant City and to develop economic opportunity in Plant City. The new two mile roadway now connects the northern end of Alexander Street to Paul Buchman Highway. There are also opportunities over time to see new retail and residential, planning for that vision is what was accomplished in conducting this Land Use and Marketing Study.

Mr. Collins discussed the public outreach conducted through stakeholder interviews, open house at City Hall and on the website. He presented the future land use, environmental resources reviewed, the preferred land use scenario for the northeast Master Plan, the transportation network, adopted studies and policy direction, the market study, trade area, the 10 year city-wide employment trends, logistics and distribution, housing, office, and retail. Mr. Collins discussed the recommendations to the 2040 Plant City Comprehensive Plan and the Northeast Plant City Area Master Plan. He presented the existing and proposed northeast master plan, which was accepted by the Plant City Commission on September 10, 2018. Other major recommendations are to encourage voluntarily annexations into Plant City, coordinate this transition process with Hillsborough County, meet annually with the Hillsborough County School District, study transportation issues via the processes of the Hillsbourough County MPO, conduct preliminary long-range analysis on how to serve the area with utilities, solid waste, fire protection, etc., evaluate signage to encourage truck traffic to use North Alexander Street, and conduct a more in-depth analysis of the neighborhood on the westside of Paul Buchman Highway between Monroe Street and Terrace Drive.
Discussions ensued regarding if any neighborhoods are serving commercial (yes); if opportunities for mixed use are available (yes. Plant City has mixed use category at the Gateway, which is SR39 heading south. This was a learning curve for the community and they weren’t very receptive, but this may change in the future, especially if the area near SR39 and Shapnel does well), what is the plan for building major roadways so there isn’t a one road in/one road out back to the interstate scenario (there needs to be discussions about extensions of small roads); what is the plan to keep employment and retail in Plant City so residents don’t need to head east or west to work or shop; and the issues surrounding road density development (Mr. Collins referred back to the aerial maps, explaining the area on the west side is out of potential development because of the wetlands. Commercial nodes have been planned along the interstate, Sam Allen and Knights Griffin.)

E. Vision Zero Quarterly Update & Nebraska Avenue (Gena Torres, MPO)

Ms. Torres presented the Vision Zero Quarterly Update and Nebraska Avenue update. She highlighted the four action tracks of the Vision Zero policy: Paint Saves Lives, Consistent and Fair, the Future is Not Like the Past, and One Message, Many Voices. Because of the limitations under a government agency, the next steps are to either form a non-profit or partner with an existing non-profit. The Vision Zero Coalition is holding quarterly meetings and an executive board needs to be formed.

Ms. Torres also presented the Nebraska Avenue Road Diet – 10 years later. She provided a history of how the opportunity to do a road diet came about and explained the outreach process. Nebraska Avenue became one of the first road diet projects in Florida to be implemented on a state road. The results, using 2010 data, showed a crash rate decrease from 7.6 per million vehicle miles travel to 2.83. The statewide average crash rate for this roadway configuration was 4.18. There was also a 61% reduction in fatal/severe crashes, pedestrian crashes were reduced from 7 per year to 2.5 and bicycle crashes were reduced from 5 per year to 1.7. Ms. Torres recently visited with businesses along Nebraska Avenue and received mostly appreciative comments.

Discussions followed regarding the feeling that Vision Zero is more of a statement/awareness campaign than a policy; Jeff Speck commented Florida has the deadliest roads and the most roads owned by FDOT going through communities – to make streets safer, stop hiring civil engineers to design streets (Ms. Torres replied it will be an awareness campaign for a couple of years until data can be analyzed); curbs saved more lives than paint (Ms. Torres explained this initiative is low cost, quick fixes); the need for evidence based design; the need to create monuments/memorials at locations where severe/fatal crashes occur to educate the public where unsafe roadways are (Ms. Torres will research signage); the need to remember the adoption of the resolution when making decisions and hold the MPO accountable; what the MPO’s involvement was in the Bay-to-Bay decision (the Committees were involved and staff attended meetings); Mr. Thornton stated each roadway and community has their own specific social needs and encourage members to not give up on Bay-to-Bay; how will Vision Zero work as a non-profit (Ms. Torres feels a non-profit will have more ability to move things forward, especially if there are influential people on the Board); and the MPO should present TIP projects with an evidence based approach, with Vision Zero in mind, focusing on the number of lives that will be saved compared to a project planned status quo (the 2040 plan has a crash analysis that the MPO can fund at a certain level and presented the number of lives that could be saved).

VI. OLD BUSINESS & NEW BUSINESS
A. Member’s Interests

Mr. Shirk asked members to research political candidates’ view of pedestrian and bicycle safety when determining whom to vote for.

Mr. Shirk announced an All for Transportation day for action on Saturday, October 13th, at 9:30 a.m. at 504 East Tyler Street. The group will canvas in the morning and end the day with a bike ride.

Mr. Thornton suggested the Committee present a list of questions to the candidates. Members of the Committee felt there wasn’t time to do this for the November election, but may for the March elections. Mr. Reynolds asked members to email him their questions and he’ll put them all together for the November meeting. Ms. Thompson suggested sending the questions to the League of Women Voters for their interview sessions.

Per Patrick Thorpe, Commissioner Kemp would like a quarterly update from the BPAC.

In response to Mr. Forbes question, Mr. Ranck stated there will be an update to the PD&E for the gap along the Upper Tampa Bay Trail. There will be public outreach effort once a consultant is selected.

Due to public concern, Mr. Ranck stated the County will readdress the impacts of keeping the Maydell Bridge as a pedestrian only bridge. Mr. Reynolds stated during the Greenway Trail outreach, he heard many people ask when the bridge will be reopened to vehicles so they don’t have to go to 78th Street to cross. **Motion:** Mr. Thornton made a motion to support rebuilding the Maydell Bridge and the trail. Mr. Shirk seconded. All were in favor, two members abstained.

**VII. ADJOURNMENT**

There being no further business, the meeting was adjourned at 7:51 p.m.
Board & Committee Agenda Item

**Agenda Item**
It's TIME Tampa Bay Survey Results and Recommendations

**Presenter**
Lisa K. Silva or Committee Liaison (MPO Staff)

**Summary**
It’s TIME Tampa Bay, is a collaboration of the Metropolitan Planning Organizations (MPOs) of Hillsborough, Pasco, and Pinellas counties. Federal law requires MPOs to evaluate trends, project future growth, and identify fiscally constrained multimodal transportation investments for at the next 20 years as part of their Long Range Transportation Plan (LRTP) update.

It’s TIME Tampa Bay represents the first tri-county planning initiative the three counties have undertaken as part of the 2045 LRTP planning process. Together, the MPOs are addressing regional mobility needs to ensure that connections to jobs, universities, healthcare, airports, state parks, and the beaches are accessible to everyone. Each MPO will utilize the results of the tri-county public outreach effort to help identify county-specific and cross-county, projects that support and enhance regional mobility.

MetroQuest, an online survey platform, was selected as the primary public outreach tool for the It’s TIME Tampa Bay initiative. The survey provided the public the opportunity to weigh in on transportation and growth priorities, exaggerated future year growth scenarios and a variety of potential roadway and transit projects, community development and funding options. The results of this survey will help the MPOs identify the best ideas, projects, and policies to evaluate further as we develop the 2045 LRTP hybrid regional scenario that will feed into the Hillsborough LRTP to be completed in 2019.

Based on the survey results, staff has drawn the following conclusions to be used as guidance for the 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

**Transportation Elements - Transit**
- Consider options for incorporating rail in the 2045 Plan  
  - Brightline connection to Orlando and other Florida metro areas  
  - Streetcar  
  - Other rail or fixed guideway transit services
Plan should include express bus and BRT connections

Transportation Elements – Roads & Highways
- Continue to explore elevated express lane projects
  - Possible strategy for Downtown Tampa interchange (i.e. alternatives 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
  - New, expanded interchange ramps

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

Recommended Action
Approve Guidance for 2045 Plan “Hybrid Scenario” from the It’s Time Tampa Bay Outreach

Prepared By
Lisa K. Silva, AICP, PLA (MPO Staff)

Attachments
- It's TIME Tampa Bay Survey Results and Recommendations Presentation (link)
- 2045 Tri-County Transportation Plan Survey Results Report (link)
Board & Committee Agenda Item

**Agenda Item**
2019 MPO and Committee Meeting Calendar

**Presenter**
Committee Staff

**Summary**
Staff has prepared a calendar of meetings for 2019. We ask that each MPO advisory committee review and approve its meeting dates. Upon approval by the MPO board, this calendar will be published and posted online to provide the public with ample notice of meeting schedules.

**Recommended Action**
Review and approve the 2019 MPO and Committee Meeting Calendar

**Prepared By**
Rich Clarendon, AICP, MPO Staff

**Attachments**
DRAFT 2019 MPO Meeting Calendar
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**Meeting Location**
- (a) BOCC Chambers, County Center, 601 East Kennedy Blvd., 2nd Floor
- (b) Plan Hillsborough Committee Room, County Center, 601 East Kennedy Blvd., 18th Floor
- (c) 26th Floor, Rooms A&B, County Center Building, 601 E. Kennedy Blvd.
- (d) Call (813) 282-8200 or [www.tbarta.com](http://www.tbarta.com) for meeting location - TBARTA Office, 4350 W. Cypress St. #700, Tampa
- (e) Glazer Children’s Museum, 110 W. Gasparilla Plaza, Tampa
- (f) Planning Commission Boardroom, County Center, 601 East Kennedy Blvd., 18th Floor

**Acronyms**
- BPAC: Bicycle - Pedestrian Advisory Committee of the MPO Board
- CAC: Citizens Advisory Committee of the MPO Board
- CCC: TBARTA MPO Chairs Coordinating Committee
- ITS: Intelligent Transportation Systems Committee of the MPO Board
- MPO: Metropolitan Planning Organization Board
- POLICY: Policy Committee of the MPO Board
- TAC: Technical Advisory Committee of the MPO Board
- TDCB: Transportation Disadvantaged Coordinating Board
- LRC: Livable Roadways Committee of the MPO Board
- TMA: Tampa Bay Transportation Management Area Leadership Group
- STWG: School Transportation Working Group
- TBARTA: Tampa Bay Area Rapid Transit Authority
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**Meeting Locations**
- FDOT: District 7 Headquarters, 11201 N. McKinley Drive, Tampa
- FL Poly: Florida Polytechnic University, 4700 Research Way, Lakeland
- PSTA: Pinellas Suncoast Transit Authority, 3201 Scherer Drive, St. Petersburg
- TBRPC: Tampa Bay Regional Planning Council, 4000 Gateway Centre Blvd #100, Pinellas Park
- PASCO: Pasco County Utilities Administration Building, 19420 Central Blvd., Land O’ Lakes
Board & Committee Agenda Item

**Agenda Item**
Heights Mobility Study

**Presenter**
Stephen Benson, FDOT District 7

**Summary**
The Heights Mobility Study is an effort to improve safety and mobility in the Greater Seminole Heights/Tampa Heights area, especially, along the Florida Avenue and Tampa Street/Highland Avenue corridor between downtown Tampa and the Hillsborough River. Additionally, the Study Team will work with the community to develop a long-term vision for transportation improvements in the area.

The study objectives, schedule and ways to get involved will be discussed.

**Recommended Action**
None. For information only.

**Prepared By**
Gena Torres, MPO staff

**Attachments**
Visit Heights Mobility Study website for more information.
Board & Committee Agenda Item

**Agenda Item**
Media Framing of Fatal Bicycle Crashes in Hillsborough County: A Critical Discourse Analysis

**Presenter**
Julie Bond, CUTR

**Summary**
This research seeks to gain an understanding of the complex roles of the media in shaping perceptions of a vulnerable road user group and will help identify effective means to change language in local media reporting for fatal crashes involving bicyclists. Identified patterns include:

- Lack of agency for the motorist
- Framing the deaths as unconnected
- Socioeconomic Status and marginalization

**Recommended Action**
None, for information only

**Prepared By**
Wade Reynolds, MPO Staff

**Attachments**
Streetsblog Article
Conclusive Evidence: How the Media Fails Bicyclists

By Angie Schmitt | Sep 28, 2018 | 17

Media coverage of cycling deaths consistently suggests that the deaths are acceptable and the victims were at fault, a new study shows.

University of South Florida researchers Julie Bond and Erin Sheffels used a scientific technique called “critical discourse analysis” in their review of 189 news reports of 94 bicycling deaths in Hillsborough County, Florida, between 2009 and 2018 — and discovered substantial bias.

The articles, Sheffels said, “reflect an assumption that responsibility for safety lies on the bicyclist.”

Here are some patterns they identified:

Lack of agency for the motorist

Reporters had a habit of distancing the driver from the death. In 111 cases, the accounts referred to the “truck,” “car” or “vehicle” as the actor in the collision.

For example, one account read:

[The cyclist] was standing on the corner of Waters Avenue and Florida Mining Boulevard at 2:14 p.m., when a Mack truck made a sharp right turn and hit [the cyclist], deputies said.

In many cases, driver's name did not appear in the story at all.

"In almost all the articles motorist agency was eliminated from the story," Sheffels said Thursday in a webinar explaining the findings.

Sentence constructions were also subtly biased. The reporters often used passive construction to avoid singling out blame: "A bicyclist was hit by a car," rather than "John Doe stuck the bicyclist with his car." Other studies have shown that
passive language has a major impact on the way people assign blame in other situations, such as how jury members review sexual assault cases.

**Framing the deaths as unconnected**

Media accounts tended to treat each death as isolated, rather than part of a larger pattern with an identifiable set of causes. Hillsborough County is one of the most dangerous areas in the country for cyclists. But many reports offered no wider framework to understand the deaths, Bond and Sheffels found.

Of the 189 account analyzed, 133 treated the cycling deaths as an isolated event, unconnected from any wider public concerns. “Episodic” coverage — they called it — creates the impressing that cycling deaths are “normal,” and to be accepted, rather than part of a wider epidemic.

In addition, these accounts typically reflected “an assumption that responsibility for safety lies on the bicyclist.” This “narrative functioned to remove blame from the motorist,” said Sheffels.

Roughly 30 percent of the stories did connect the death to wider concerns like infrastructure or motorist or cyclist education. News coverage was much more likely to be “thematic,” the study found, in hit-and-run deaths, because then the crash was seen as a crime.

**Socioeconomic status and marginalization**

Cyclists were implicitly blamed for their own deaths in a majority of the media coverage. But Bond and Sheffels found that the socioeconomic status of the cyclist affected how likely they were implicitly blamed.

When the victim was poor — most Hillsborough County cycling deaths were in low-income neighborhoods — he or she was more likely to be characterized as being at fault.

Status wasn’t always apparent, but news reports often carried clues by referring to where a victim lived or his or her profession. Other “identity markers” included attire, gender, age, socioeconomic status.

"All of those traits can stigmatize bicyclists," Sheffels said.

In cases where the victim had more social capital, coverage tended to be more sensitive, for example, offering accounts from family members.

Media accounts that blame cyclists for their own deaths are a national problem. When 22-year-old Sylvia Bingham was killed by a truck driver in Cleveland in 2009, the *Cleveland Plain Dealer* noted that "she was not wearing a helmet at the time of the accident," even though a doctor said it would not have made a difference.

Often, the media bias stems from insensitive initial information given to the press by police. In New York City, for example, Citi Bike rider Dan Hanegby was blamed by a police spokesperson for “swerving” into traffic before he was hit by a tour bus in 2017. Video footage of the crash released much later showed that Hanegby never veered from his path.

Police even blame cyclists in *non-fatal incidents*, suggesting that drivers have hegemony over the roads. Many reports show how the media and local officials conspire to create a “fear of cyclists” that is not supported by any statistical evidence.

A similar study earlier this year by MacEwan University Professor Heather Magusin, studying media coverage of pedestrian deaths in Canada, identified
similar patterns of blame.
CALL TO ORDER, PLEDGE OF ALLEGIANCE & INVOCATION

Chairman Les Miller called the meeting to order at 9:02 a.m., led the Pledge of Allegiance and gave the invocation. The meeting was convened on the 26th floor of the County Center.

APPROVAL OF MINUTES – September 5, 2018

A motion was made by Commissioner Sandra Murman to approve the September minutes as presented. The motion was seconded by Councilman Guido Maniscalco and carried unanimously.

Commissioner Miller read for the record a memo from Councilman Luis Viera stating that he was unable to attend due to a conflict.

PUBLIC COMMENT

Mr. Gary Cloyd, transit advocate, spoke regarding the Westshore Action Plan, the three transit initiatives, and thanked elected officials for their advocacy as projects move forward.

Mr. Jim Davison commented on the response that the MPO provided to his presentation last month on the comparison of the All for Transportation Petition Category Funding versus the Hillsborough County MPO 2040 Long Range Transportation Plan (LRTP) Category Funding. Mr. Davison provided several handouts regarding funding scenarios and studies.

Ms. Charlotte Greenberg provided comments on the MPO’s 2045 Plan survey and stated that the MPO should distance itself from the rail tax. She expressed concerns if the proposal passes. She stated voters will see a basket full of empty promises that will never take place. Rail will eat up all of the money and there will not be enough money for operating expenses.

Ms. Sharon Calvert, with Fix Our Roads First, commented on the 2040 LRTP, and the 1% Surtax to fund transportation improvements. She stated that the proposal does not include new technology, and it is a requirement by both State and Federal Agencies. She expressed concerns regarding a presentation that MPO Executive Director, Beth Alden, made at the Tampa City Council. She felt that the presented information was misleading, and she stated that the MPO needs to be credible to the public.

Ms. Josephine Amato, with Safe Bus for Us, provided statistics on safe school bus transportation and holding the school district accountable for the hazardous walking conditions children are being subjected to. Instead of supporting the elimination of school buses, the County should help to solve the problem.

COMMITTEE REPORTS, ONLINE COMMENTS

Ms. Gena Torres, MPO staff, presented the committee reports. Committees approved and forwarded to the MPO Board the Transportation Improvement Program (TIP) Amendment for the Florida Department of Transportation (FDOT) Grant for Streetcar Free Fares. In addition, they approved the TIP Amendment for
Transit Asset Management, Pavement & Bridge, and System Performance Measures. A couple members would like to see more aspirational, definitive plans on how to reach higher targets when the targets are reassessed in a couple of years.

The Policy Committee recommended that HART address how they are going to promote the Free Fare Program.

The Westshore Transportation Action Plan, on the Consent Agenda, was supported at the August committee meetings.

The committees also received reports on Tampa Bay Next, Tri-County Travel Market Analysis, Vision Zero, and Nebraska Avenue.

The MPO's Attorney, Mr. Cameron Clark, spoke to the Policy Committee in response to questions about providing donated prizes for survey responses. Mr. Clark noted several examples of other public agencies in Florida who provided donated prizes.

The TBARTA MPO Chairs' Coordinating Committee Staff Directors discussed the performance target setting process that is underway for all MPOs. Once the MPOs have met the requirements of coordinated target setting, discussion can take place regarding regionwide targets. The group also made plans for the December 14th meeting of the MPO Chairs and discussed the MPO Advisory Council position opposing transportation earmarks.

There were no Facebook comments. Ms. Torres summarized email comments received from citizens. Copies of emails were provided in full to board members in their meeting folders.

There were no questions following the report.

**CONSENT AGENDA**

A. Committee Appointments  
B. Westshore Transportation Action Plan

A motion was made by Commissioner Murman to approve the Consent Agenda. The motion was seconded by Councilman Maniscalco and carried unanimously.

**ROLL-CALL VOTE: TIP Amendment for FDOT Grant for Streetcar Free Fares**

This item was discussed at the Policy Committee and brought back to the MPO Board for approval. There was no additional discussion.

A motion was made by Commissioner Murman to approve the TIP Amendment for FDOT Grant for Streetcar Free Fares. The motion was seconded by Councilman Cohen and carried with a roll-call vote (*Commissioner Kemp, Commissioner Hagan, Councilman Viera, and Mrs. Cindy Stuart were not in attendance during the vote*).

**ACTION ITEMS**

A. TIP Amendment – Transit Asset Management, Pavement & Bridge, and System Performance Measures

Dr. Johnny Wong, MPO staff, provided an overview of the TIP Amendment. MPOs and DOTs are required to establish performance targets for transit asset management, pavement & bridge condition, and system performance. The three rules originate from Federal Law, MAP-21 and the FAST Act. These legislative
acts relate to ensuring government accountability and a push for performance-based planning. The rules prescribe specific performance measures that DOTs and MPOs must track to establish a benchmark baseline to rate performance in three areas and monitor progress as program funding continues for specific projects. The targets are data driven. Once every four years the targets are updated and reported in the TIP.

Following the presentation, Mayor Mel Jurado inquired about Information Technology (IT) not being covered under transit asset management, and she wanted to know how it would impact future justification for system upgrades. Cyndy Zambella, HART Director of Budget, Grants, and Fixed Assets, addressed Mayor Jurado’s concerns and stated that IT was assessed in the measurements. CAD/AVL was excluded from the evaluation because HART knew that it was an imminent need and has an aggressive plan to replace their CAD/AVL system in the upcoming year.

Under pavement and bridges, Mayor Jurado wanted clarification on the logic behind setting a lower goal. If the goal for safe bridges is currently being exceeded, she is uncomfortable with lowering the metric. Dr. Wong stated the reason for supporting the statewide target established by FDOT was because the performance measures are new to the MPOs, and they are not well positioned to see how specific investments by FDOT will improve conditions in such a small geographic area. Mayor Rick Lott agreed with Mayor Jurado that setting goals less than 100% and lower than current conditions does not make sense.

Mayor Jurado inquired about reliability listed under system performance. How can travel time reliability be maintained, progressively pursued, measured and monitored? Dr. Wong stated that the performance targets for the TIP are based on the improvements that can be expected from transportation projects that were programmed in the past. This process is an initial assessment to set benchmarks. Mayor Lott confirmed that the performance measure information is based on funding decisions made five years ago.

Ms. Beth Alden attempted to provide clarification and stated that funding is already committed to many projects in the TIP to improve performance. The projects in the TIP must be able to show progress towards the MPO’s targets. Setting a higher target means that funds should be allocated differently in the TIP. The Federal Government is setting MPOs up to create an ongoing performance-based planning process, and more information will be brought back during development of the long-range transportation plan (LRTP), as required in the new Federal rules. The Hillsborough MPO was one of four MPO pilots working with FDOT to review data sets for performance measures, and the financial scenarios in the current LRTP show that there is not a lot of progress being made on the performance targets at the existing spending levels. There are a lot of deficiencies in the spending categories.

Mayor Jurado inquired about changing funding in the TIP and wanted to know if funding has been taken away from bridges. Ms. Alden asked Secretary Gwynn if the Department would have any concerns if the MPO established a higher target for bridge conditions in Hillsborough County, for bridges that are on the National Highway System (NHS) and are rated on a statewide basis and dependent on FDOT funding? Secretary Gwynn stated that he would have to check with FDOT’s Bridge Maintenance Department since it is handled statewide. Additional coordination will be done with the FDOT District office and the MPO.

Mr. Waggoner wanted to know if staff coordinated the analysis with FDOT prior to the meeting and expressed concerns about lowering performance measures. He also wanted to know if all of the roads being discussed are owned by FDOT? Secretary Gwynn stated that they are not. Mr. Waggoner wanted to know what portion of the NHS Roadway System is owned by FDOT and their ratings? He stated that this information is important to know if it is going to be used to allocate funds. He also wanted to know what funds will be allocated? Additional information would be helpful in order to make decisions on adopting measures.

Councilman Cohen agreed with the questions that were asked and stated that he would need to know
what funding difference will be made to Hillsborough County if the standards are adopted.

Dr. Wong stated there are no penalties for failing to meet the targets that are set. The targets are set based on current conditions in order to set the bar and establish the status so progress can be tracked in the future.

Commissioner Miller suggested deferring the item to the next board meeting based on numerous concerns expressed by members.

Mr. Mechanik would like to understand whether the requirements are Federal Transit Administration’s (FTA) or Federal Highway Administration’s (FHWA), and if there are consequences for failing to meet a standard. He would like to understand what the legal framework is before the group votes on the item. He also stated that there are red flags in the presentation. If the information is going to be useful it should be plugged into future decision-making and allocation of funding. He stated that the goal on travel time reliability for truck traffic sounds horrific.

Commissioner Miller spoke with Ms. Alden and a decision was made to postpone the action item until the next meeting. He requested an email be sent out to board members requesting their concerns and questions, so they can be answered and brought back to the next meeting for discussion.

Commissioner Kemp expressed concerns about the importance of HART’s transit operations and maintenance center needing a $40 million update.

Mr. Waggoner stated he does not understand the idea of setting a goal based on where you are going and it is below standard. How does setting a goal of failing promote making better decisions in the future?

Mayor Lott wanted to know if thirty days would be enough time for staff to answer member’s questions in preparation for the next meeting. Ms. Alden will coordinate with staff.

Commissioner White would like to see a sampling of potential budget amendments in which funding is decommitted in certain categories to enhance funding to get metrics up to speed.

Commissioner Murman agreed with comments that were made and stated we should never settle for less than 100%. She suggested a message go back to FDOT’s home office stating the standards are unrealistic and recommended a transcript of the conversation be sent to them.

**STATUS REPORTS**

**A. BRT & Economic Development: Orlando’s Experience**

Ms. Laura Minns, WSP, provided an overview of housing and commercial development around Orlando’s bus rapid transit (BRT) system. Their ridership continues to grow as the area develops.

Following the presentation, Commissioner Kemp thanked Ms. Minns for an excellent presentation and thanked Ms. Alden for scheduling the presentation. Commissioner Kemp encouraged members to visit Orlando and utilize street-level BRT.

Mr. Waggoner inquired about capital cost. Ms. Minns stated the initial investment was $20 million for the first 2½ mile line and then there was an approximate $25 million investment on the Grapefruit and Parramore BRT lines. Approximately $40 million over twenty years was spent. The City pays Lynx a little less than $3 million per year in operating costs. Annual ridership is around 700,000 - 800,000 per year.
B. Smart Cities/Integrated Corridor Management

Dr. Wong introduced Mr. Ron Chin, FDOT’s Chief Traffic Engineer, who provided information on Integrated Corridor Management and operational strategies to improve travel time reliability. Mr. Joe Bugel, FDOT’s Arterials Manager, provided information on current operations and technology that are being added. Corridors of focus include I-4 and I-275, and parallel and connecting major roads.

Commissioner Murman hopes that the technology can quickly be implemented.

Commissioner Kemp wanted to know if the integrated technology will make traffic queue-jumping possible for buses? Mr. Bugel stated it will and transit is a major component in achieving the maximum efficiency and capacity of the system.

Commissioner Kemp also wanted to know if the project includes the ability to read when a road is open and traffic light signaling. Mr.Bugel stated it addresses road maintenance and detectors that may not work properly. When the system is implemented, it will be able to address the source of issues. Sensors and detection devices will be added to the infrastructure so they will have the capability of knowing where volume is.

Mr. Klug wanted to know if there was any way that Port Tampa Bay could coordinate with FDOT on the current project for integrated activity for their trucks. Mr. Chin stated that Port Tampa Bay is a partner on the project.

Mr. Waggoner thanked FDOT for contributing to their connected and automated vehicle pilot project.

EXECUTIVE DIRECTOR’S REPORT

Ms. Alden thanked Mr. Eric Hill with MetroPlan Orlando for attending the meeting. MetroPlan has reached out to other MPOs to collaborate on a mega-regional program to expand Transportation Systems Management and Operations (TSMO) practice, with a focus on supporting the I-4 Corridor effort and linking the three districts along the I-4 Corridor.

The next board meeting will be held Tuesday, October 30th on the 26th floor of the County Center.

The next Tampa Bay Transportation Management Area Leadership Group (TMA) will take place on November 2nd and will be held at the Pinellas Suncoast Transit Authority. The TMA has decided to have a rotating chairperson beginning at the November meeting. The group will discuss options for creating a voting structure at the tri-county level.

Outreach was wrapped up on the tri-county survey for It’s Time Tampa Bay. A national record was broken for a MetroQuest-platform survey, with more than 9,600 survey responses. Ms. Alden thanked staff in the audience who conducted outreach at 84 different community meetings and events over the last month. There were over 8,700 attendees at the events.

Ms. Alden also thanked the Tampa Bay Times for donating online impressions and matching the MPO’s by donating $2,000 in print ads. In addition, Florida’s Largest Home Show provided complimentary exhibit space during Labor Day weekend. The Beasley Media Group provided two talk show broadcasts, 30-second public service announcements, distributed rack cards at station events, and donated the Lightning tickets that were raffled off. They also featured the department on their website in several social media campaigns. Ms. Alden also thanked the Property Appraiser’s Office for allowing the insert into their mailers at cost.

She thanked MPO Board members and their local staff for their support during the outreach effort.
The responses to the surveys will be summarized, and the information will be provided to the MPO’s advisory committees in November. Ms. Alden will schedule discussions with board members and then the information will be on the agenda for the December Board meeting with recommendations on how to synthesize public preferences into the LRTP update.

Following meeting adjournment, the drawing took place for winners of the donated Lighting tickets.

**OLD & NEW BUSINESS**

Commissioner Kemp invited members to attend a community conversation event that she is hosting on Monday, October 8th from 6:00 to 7:30 p.m. at the Saunders Library, located at 1505 North Nebraska Avenue in Tampa. Dr. Beverly Ward and Professor Taryn Sabia are scheduled to present.

**ADJOURNMENT**

A quorum was maintained for the duration of the meeting. There being no further business, the meeting adjourned at 10:51 a.m.
Committee Reports

Meeting of the Citizens Advisory Committee (CAC) on October 10

The committee approved and forwarded to the MPO Board:

✓ TIP Amendments for the Bloomingdale Ave/US 301 intersection and for the HART CAD/AVL bus equipment replacement, by a unanimous vote

✓ The Autonomous Transit Feasibility Study for the USF Campus for acceptance as a concept, by a vote of 10 to 2. The nay votes were due to concerns about impacting bicycling, cost-effectiveness versus Bull-Runner bus service and how to pay for such an autonomous transit service.

The CAC also received reports on:

- The North Alexander Street Corridor Land Use and Marketing Study
- The Brightline Proposal for Rail to Orlando and Miami
- Long Range Transportation Plan Goals
- After an inquiry from the CAC, the Florida Turnpike Enterprise sent a letter stating that they expect to implement dynamic toll pricing following the completion of improvements at the I-275/SR 60/Veterans interchange, which is anticipated by the summer of 2019.

Meeting of the Technical Advisory Committee (TAC) on October 22

The committee approved and forwarded to the MPO Board:

✓ TIP Amendments for the Bloomingdale Ave/US 301 intersection and for the HART CAD/AVL bus equipment replacement – The committee wanted to ensure bicycle facilities and signage would be included in the Bloomingdale/US301 project, and was concerned if there would be a delay in replacing aging buses.

✓ Autonomous Transit Feasibility Study for USF Campus – Interest was sparked as to whether the cost estimate included signal upgrades, and if students living just beyond campus boundaries would be served.

The TAC also received reports on:

- Brightline Proposal for Rail – The committee was interested in the increasing ridership numbers, speeds attained, if the technology was compatible with existing tracks, and the development opportunities.
- MLK Boulevard Operational Improvements (40th Street to I-4) – The committee agreed with the FDOT design ideas to complete sidewalks, add bike lanes, extend turn lanes and reconfigure two intersections. There was interest in having...
refuge islands, since medians were not recommended along the two-way left turn section.

- District 7 Freight Plan, Sub Area Study & Local Freight Improvements – Questions arose on how to improve intersection turning radii for trucks without compromising pedestrian safety.
- Long Range Transportation Plan goals update
- SouthShore Transit Study Reevaluation

Meeting of the Policy Committee on October 23

The committee approved and forwarded to the MPO Board:

✓ TIP Amendments for the Bloomingdale Ave/US 301 intersection and for the HART CAD/AVL bus equipment replacement
✓ Renewal of the interlocal agreement with TBARTA for organizational and administrative services for the MPO Chairs’ Coordinating Committee
✓ Board positions on federal performance measures, with the request that HART send a letter or representative to the board meeting

The Policy Committee also received reports on:

- Long Range Transportation Plan goals update

Meeting of the Bicycle/Pedestrian Advisory Committee (BPAC) on October 10

The committee approved a motion supporting the reconstruction of the Maydell Ave. Bridge as previously supported by the committee.

The BPAC received reports on:

- Long Range Transportation Plan goals update – Committee members expressed interest in understanding how air quality and pollution are addressed.
- Eco Districts
- Multimodal Level of Service Evaluation
- Vision Zero Quarterly Report and Nebraska Ave

The committee discussed several ways that they might be able to better advocate for the interests of pedestrians and cyclists. Committee members suggested that submitting questions to the MPO Board about priorities might be an effective path.

Public comment on the Green Artery Trail was submitted by Brad Hissing of Riverside Heights who questioned the route through that neighborhood.

Meeting of the Intelligent Transportation Systems (ITS) Committee on October 11

The committee approved and forwarded to the MPO Board:

✓ TIP Amendments for the Bloomingdale Ave/US 301 intersection and for the HART CAD/AVL bus equipment replacement
✓ MPO Autonomous Transit Feasibility Study for USF Campus

The committee also received reports on:

- Connected Traveler Initiative
Meeting of the Livable Roadways Committee (LRC) on October 17
The committee approved and forwarded to the MPO Board:

✓ Autonomous Transit Feasibility Study for USF Campus – Interest was sparked as to whether the cost estimate included signal upgrades, and if students living just beyond campus boundaries would be served.

The LRC also received reports on:
- District 7 Freight Plan, Sub Area Study & Local Freight Improvements
- Multimodal Level of Service Evaluation

Meeting of School Transportation Working Group (STWG) on October 24
The working group agreed to recess this month.

Meeting of the Transportation Disadvantaged Coordinating Board on October 26
A verbal report will be provided at the board meeting.

Meeting of the TBARTA MPO Chairs’ Coordinating Committee (CCC) Staff Directors on October 19
The MPO Chairs’ Coordinating Committee will meet on Friday, December 14, over lunch, at a facility near the I-75/University Pkwy interchange, arranged and hosted by the Sarasota/Manatee MPO. Box lunches will be available for a small charge, and RSVP information will be provided.

The CCC is scheduled to make minor adjustments to the regional priority lists for Multi-Use Trails, the Transportation Regional Incentive Program (TRIP), and major regional projects for discretionary funding.

The staff directors also briefly discussed arrangements for the 2019 Gulf Coast Safe Streets Summit, the October 2019 public workshop for the Regional Planning Best Practices Study and confirmed support for renewal of the TBARTA Staff Services Agreement which is on today’s agenda.
CLEVELAND ELEMENTARY SCHOOL

MURAL PAINTING DAY!

Join us as we paint the winning student's mural design on the street in front of the school!

Sat. December 15th
10 AM - NOON
723 E. Hamilton Ave.

Refreshments and snacks will be provided.

For further information please contact torresg@plancom.org
Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Persons with disabilities who require accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact Alex Henry, by phone at (813) 975-6405, or via email at alex.henry@dot.state.fl.us at least seven (7) days prior to the meeting. If you are hearing or speech impaired, please contact us by using the Florida Relay Service, 1-800-955-8771 (TDD) or 1-800-955-8770 (Voice).

The environmental review, consultation, and other actions required by applicable federal environmental laws for this project are being, or have been, carried out by the Florida Department of Transportation (FDOT) pursuant to 23 U.S.C. §327 and a Memorandum of Understanding dated December 14, 2016 and executed by the Federal Highway Administration and FDOT.

Comuníquese Con Nosotros: Nos importa mucho la opinión del público sobre el proyecto. Si usted tiene preguntas o comentarios, o si simplemente desea más información, por favor comuníquese con nuestra representante, Sandra González, P.E., 813-975-6089. Departamento de Transportación de Florida, 11201 N. McKinley Dr., Tampa, FL 33612, sandra.gonzalez@dot.state.fl.us.