The County Center and Plan Hillsborough offices are closed to the public in response to the COVID-19 pandemic. **Members of the public may still access this meeting and participate by phoning in or using the GoToWebinar link below.** The agenda packet and presentation slides are available for download by visiting the Plan Hillsborough website. To prevent disruptions to the meeting, all attendees will be muted upon joining and must follow the procedures listed below to provide public comment. For technical support during the meeting, please contact Michael Rempfer at (813) 273-3774 ext. 348

**VIRTUAL Meeting of the Independent Oversight Committee for the Transportation Sales Surtax**

**AGENDA**

Monday, April 27, 2020, 6:00p with soundcheck beginning at 5:45p

To view presentations and participate in the meeting via your computer, tablet or smartphone, click on the link below:

https://attendee.gotowebinar.com/register/5419925327642077964

To call in and LISTEN ONLY, dial: 1-(914)-614-3221 and use Access Code: 356-430-652


I. Committee Soundcheck 15 minutes prior to meeting

II. Call to Order and instructions for providing public comment

*Public comments are welcome, and may be provided in real-time during this virtual meeting by clicking the “raise hand” button on the control panel.*

*Comments may also be provided up until one hour before the meeting begins:*

- by leaving a voice message at (813) 273-3774 ext. 369
- by email to [mpo@plancom.org](mailto:mpo@plancom.org)

*Comments will be screened in advance and written comments will be read into the record & provided in full to committee members.*

III. Public Comment – please limit to 3 minutes per speaker

IV. Members’ Interests

V. Approval of Minutes – January 27, 2020

VI. Status Updates

A. 2019 IOC Annual Report Draft
B. IOC Media Plan

VII. Old Business & New Business

A. Public Hearing tentatively rescheduled to August 2020 due to COVID-19 concerns

VIII. Adjournment

IX. Addendum

The full agenda packet is available on the web at www.independentoversight.org, or by calling the Hillsborough MPO office at (813) 272-5940.

Public comments are welcome, and may be given in person at this meeting; via e-mail to mpo@plancom.org, or by visiting the event posted on the Facebook page, until 3pm the day before the meeting. Written comments will be provided in full to the committee members.

Administrative support for the Independent Oversight Committee is provided by the Hillsborough MPO.

The MPO does not discriminate in any of its programs or services. Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Learn more about our commitment to non-discrimination.

Persons needing interpreter services or accommodations for a disability in order to participate in this meeting, free of charge, are encouraged to contact Johnny Wong, 813-273-3774 ext. 370 or wongj@plancom.org, three business days in advance of the meeting. Also, if you are only able to speak Spanish, please call the Spanish helpline at (813) 273-3774, ext. 211.

Si necesita servicios de traducción, el MPO ofrece por gratis. Para registrarse por estos servicios, por favor llame a Johnny Wong directamente al (813) 273-3774, ext. 370 con tres días antes, o wongj@plancom.org de cerro electronico. También, si sólo se puede hablar en español, por favor llame a la línea de ayuda en español al (813) 273-3774, ext. 211.

In accordance with Title 17 U.S.C. Section 107, materials attached are for research and educational purposes, and are distributed without profit to MPO Board members, MPO staff, or related committees or subcommittees the MPO supports. The MPO has no affiliation whatsoever with the originator of attached articles nor is the MPO endorsed or sponsored by the originator. Persons wishing to use copyrighted material for purposes of their own that go beyond ‘fair use’ must first obtain permission from the copyright owner.

If a person decides to appeal any decision made by the committee, he or she will need a record of the proceedings, and for such purpose may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.
Helpful Hints for Committee Meeting Participation

To minimize risk of transmitting the coronavirus, we are requesting that everyone participate in this meeting remotely. Below are some helpful hints to guide your remote participation in the upcoming meeting.

- You can call by telephone to listen only, or you can follow the link provided and attend using the GoToWebinar online meeting site.
- **If you use the telephone**, you’ll need to follow along with a copy of the meeting agenda and materials sent via e-mail or made available on the IOC website (http://www.planhillsborough.org/event/independent-oversight-committee-3/?instance_id=8122) – materials will be linked toward the bottom of the page and are available for download.

You can provide comments up to one hour in advance of the meeting by:
  - leaving a voice message at (813) 273-3774 ext. 369
  - e-mail to mpo@plancom.org

Voice messages will be screened in advance. Written comments will be read into the record if brief, and provided in full to the committee members.

- **If you use the Go To Webinar service**, you will be able to view the agenda and presentation materials on your screen, as they are discussed during the meeting. You will also be able to provide verbal or written comments while the meeting is going on, as described below.

- In either case, please leave your microphone muted when you are not speaking, to minimize background noise.

Getting Set Up:

- Much as you would arrive at our offices early for a meeting, please log-in or phone in 10 to 15 minutes before the meeting start time. This will give us a chance to assist participants that are having technical difficulties.

- Feel free to call us, e-mail us or text one of us if you need assistance. A technical support contact person and phone number is listed near the top of each virtual meeting agenda.

- When you start in the GoToWebinar environment, at the top of the screen is a drop-down menu that says “View everyone.” Change this to “View who’s talking” to automatically see whomever is speaking. Change it to “Hide webcams” to make the agenda and materials on the screen larger.

- You can also enlarge the screen size by moving your cursor to the right side of the screen and clicking the “+” button.
If you have trouble with your computer speakers or microphone, use your phone instead. Click the triangle next to the word “Audio” to see your choices. Do input the Audio PIN when prompted so we can unmute you!

Click this red arrow to expand or minimize your sidebar in Go To Webinar.

Click this “raise hand” button if you want to speak. The chair will recognize you at the appropriate time and staff will unmute you. If you have put yourself on mute as well, you will ALSO need to unmute yourself.

When the meeting begins:

Committee members, please wait to announce your attendance until the roll is called.

There will be an opportunity for members of the public to provide comments. Please click the “raise hand” button (illustrated above). When recognized and unmuted, announce yourself and adhere to the time limits. Members of the public may also ask questions to staff at any time during the meeting by typing them into Questions/Chat box (illustrated above, lower right of screen).

During discussion of agenda items, committee members are requested to:

- Please signal to the Chair that you would like to speak by clicking the “raise hand” button (illustrated above).
- Please wait until the Chair calls on you to begin speaking.
- Please re-state your name at the beginning of your remarks, for the benefit of the recording secretary.
You can also communicate with each other and with staff by typing questions and comments into chat window reserved for meeting organizers and panelists. This will become part of the meeting record. Staff will bring questions and comments raised in the chat window to the attention of the chair at an appropriate time during the meeting.
The Independent Oversight Committee (IOC) for the Transportation Sales Surtax, Hillsborough County, Florida, met in Regular Meeting, scheduled for Monday, January 27, 2020, at 6:00 p.m., in 26th Floor Conference Room, Frederick B. Karl County Center, Tampa, Florida.

The following members were present:

Sean Shaw, Chairman  
Dan Aprile  
Ray Chiaramonte  
Ricardo Fernandez  
Jay Hollenkamp  
Robert Hunter  
Arthenia Joyner  
Vanetta Kilpatrick  
Dustin Lemke (arrived at 6:01 p.m.)  
Manuel Menendez  
Audrey Sullivan Moore  
Dan Raulerson  
Chip Fletcher

The following member was absent:

Robert Hunter

I. CALL TO ORDER

Chairman Shaw called the meeting to order at 6:00 p.m. and led in the pledge of allegiance to the flag.

II. PUBLIC COMMENT - None.

III. MEMBERS’ INTERESTS

Chairman Shaw introduced the item. Attorney Joyner wanted copies of the minutes and attachments provided at every meeting. Following roll call, Chairman Shaw inquired about hard copies of the background material, which Dr. Johnny Wong, Metropolitan Planning Organization (MPO) addressed.

IV. APPROVAL OF MINUTES - NOVEMBER 21, 2019

Chairman Shaw called for a motion to approve. Mr. Chiaramonte made a motion to approve, seconded by Mr. Aprile, and carried twelve to zero. (Attorney Fletcher was absent.)

V. WORKSHOP TOPICS

A. How to Foster Transparency and Accountability

Dr. Wong shared a presentation. Mr. Chiaramonte spoke on the IOC website and accessibility. Members discussed having a simple IOC
website/dashboard, displaying benchmarks, the IOC’s role/purpose, branding, a public announcement regarding surtax fund availability, and the implementing agencies funding the IOC public relations efforts. Mr. Raulerson examined the role of the press in IOC exposure. Chairman Shaw supported a request for proposals (RFP) for media strategy and wanted to be sure the April 27, 2020, IOC meeting was well advertised. Ms. Kilpatrick opined that a lack of interconnectivity in government agencies diminished public trust and transportation discussions should not occur in isolation.

Mr. Aprile noted older citizens may not use the website and the IOC would need to utilize the media. Dr. Wong advised the IOC could not advocate for projects. Ms. Moore suggested creating a video to reach residents and contacting the County for advice on public engagement rather than hiring a consultant. Mr. Chiaramonte commented on referendum history and the public trust. Mr. Hunter remarked on project submission requirements and asked staff to bring back marketing options.

Chairman Shaw echoed the request include an RFP. Dialogue ensued on the RFP scope and funding. MPO Director Beth Alden affirmed surtax dollars could be used to fund the disbursement of public information once the funds were released. Mr. Chiaramonte inquired about the status of the surtax dollars being released, which Senior Assistant County Attorney Samuel Hamilton addressed. Mr. Hunter questioned local governments funding the IOC marketing initiatives.

B. Storyboard of Forthcoming IOC Annual Report
   i. Messaging and Content Guidance

Ms. Caroline Charles, Planning Commission, distributed material and shared a presentation. Ms. Moore requested the municipalities be distinguished in the report. Attorney Hollenkamp favored providing examples for project categories. Discussion continued. Ms. Kilpatrick wanted to see a summary chart with the jurisdictions further divided into the expenditure categories.

C. Rapid Fire Updates
   i. Website and Mapping Tool
   ii. Logo and Branding
Ms. Charles delivered a presentation. Chairman Shaw asked why the IOC was branding. Ms. Charles continued the presentation. Members offered suggestions on potential themes/symbols for an IOC logo.

VI. OLD AND NEW BUSINESS

A. Public Hearing Scheduled for April 27, 2020, with Town-Hall Style Presentation of Citizen Project Proposals

Chairman Shaw proposed a meeting in March 2020 to address marketing and plan for the April 27, 2020, meeting.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 7:17 p.m.

READ AND APPROVED: ______________________________ CHAIRMAN

ATTEST:
PAT FRANK, CLERK

By: _______________________
    Deputy Clerk

ag
Agenda Item

2019 IOC Annual Report Draft

Presenter

Johnny Wong, IOC Support Staff

Summary

The Independent Oversight Committee is charged with preparing an annual report to the Clerk and each Agency, presenting the results of the annual audit process and any findings made.

Because the 2019 surtax funds have not been expended, the results and findings of the audit process will be abbreviated. To complement this information, the 2019 IOC Annual Report includes an overview of the sales tax; role and responsibilities of the IOC; and, project highlights from the CY2020 plans.

Committee support staff will present the draft report and solicit feedback from IOC members about the document.

A final version of the report will be presented to the IOC for approval at the public hearing tentatively scheduled for August.

Upon finalizing the annual report, the IOC shall publish a summary of the report in a local newspaper, make the report and audit available online, and deliver a copy to every library located within the County for public review.

Recommended Action

None. For information only.

Prepared By

Johnny Wong, PhD

Attachments

2019 IOC Annual Report Draft
Message from the Chair

Hillsborough County is gaining in both people & jobs and seems destined to emerge as the next major metropolis of the southeast. As anyone who lives here knows, however, transportation improvements are sorely needed. Less than 30% of our population currently has access to acceptable bus service. Some of our roads have not been repaved in 60 years. 24% of our bridges are classified as obsolete or deficient. Congestion on major roads is estimated to cost Hillsborough County nearly $2 billion per year in lost productivity. Worst of all, we continue to rank among the most dangerous counties in the nation for drivers, cyclists, and pedestrians.

On November 6, 2018, Hillsborough County voters made a commitment to fund transportation improvements by voting for a one-cent sales tax for transportation.

This past year, the Hillsborough Area Regional Transit Authority (HART), Hillsborough County, and the cities of Tampa, Temple Terrace, and Plant City, developed detailed project plans outlining how they plan to use these funds to rebuild critical transportation infrastructure, improve public transportation, provide more mobility options, manage traffic congestion, and improve safety for all users. Over time, these investments will make the transportation network more safe, convenient, and comfortable for all of Hillsborough County’s communities.

Oversight is critically important to ensuring that the surtax funds are invested in the approved manner. To achieve this, the Independent Oversight Committee (IOC) was created to monitor and oversee the expenditure of the revenue raised by Hillsborough County’s transportation surtax.

The IOC is entrusted with reviewing each project plan for compliance with governing law. Litigation regarding the validity of the sales tax is still pending and the funds collected have yet to be spent on projects. Nonetheless, the IOC believes it is important for the public to understand how these projects will improve transportation. We eagerly look forward to these projects improving transportation across Hillsborough County, and it is our pleasure to share with the community the progress which has been made.

Sincerely,

The Honorable Sean Shaw, IOC Chair

Summary of findings from the 2019 Audit

During fiscal year 2019, a total of $187,277,337 of Transportation Improvement Surtax revenue was recorded by applicable governments. None of this money was spent during fiscal year 2019 due to pending litigation.

Clerk of Court & Comptroller of Hillsborough County Pat Frank contracted with Cherry Bekaert LLP, a certified public accounting firm, to conduct an independent audit of the distribution and expenditure of Transportation Improvement Surtax proceeds for the purpose of determining the Clerk’s and each Agency’s compliance with the provisions of Hillsborough County Charter Amendment XI, County Ordinance 19-20, and other requirements.

No audit findings were noted by the auditors. On page 1 of the Transportation Improvement Surtax audit report, Cherry Bekaert LLP stated:

In our opinion, the Statement of Transportation Improvement Surtax Revenues, Expenses, and Changes in Net Position of the Clerk is presented in accordance with the requirements set forth in Note 1, and the Clerk complied with the compliance requirements set forth in Notes 3 and 4 in all material respects, as of and for the year ended September 30, 2019.

See the Transportation Improvement Surtax audit report for more information.

bit.ly/IOCFinancialAudits
The sections below and on the next page show how the surtax revenue will be divided among the agencies in Hillsborough County.

**What the surtax can fund**

The governing law states that 54% of the surtax proceeds (the "general purpose" portion) shall be distributed to the county and to each municipality in accordance with their relative populations. Because the distribution is based on population, it is subject to change based on future growth patterns. As of 2020, the general purpose portion is distributed accordingly: Hillsborough County receiving 40% of the surtax proceeds, City of Tampa 12%, Plant City 1.2%, and Temple Terrace 0.8%.

The surtax allows Hillsborough County, the cities, and HART to make progress on key performance metrics. Looking at the future 25 years from now, the Metropolitan Planning Organization forecasts that with the surtax, we can:

- Minimize potholes by resurfacing "all" roads on time (vs. 60% resurfaced on time without the surtax)
- Improve traffic flow, reducing delay from future growth 44% (vs. a 28% reduction without the surtax)
- Reduce fatal and injury crashes by 35% (vs a 15% reduction without the surtax)
- Expand bus service and run it more often on 800 miles of roads (vs. 300 miles without the surtax)
- Install "complete streets" treatments on 350 miles of high-crash roads, streetlights on 500 miles of unit roads, and NII 1400 miles of sidewalk gaps (vs. 150 miles of "complete streets" treatments without the surtax)
- Build 150 miles of trails (vs. 50 miles without the surtax)
- Rehabilitate $4 bridges per year (vs. 2 per year without the surtax)

**for Roadways**

The sections below and on the next page show how the surtax revenue will be divided among the agencies in Hillsborough County.
Highlights from the CY2020 Surtax Project Plans

Before any of the agencies spend surtax money on projects, agency project plans must be approved by their governing body and certified by a professional engineer or procurement professional that the plans comply with the law. If those criteria are met, the surtax plans are then submitted to the IOC for review. These checks ensure a transparent process in which agencies are accountable to taxpayers.

On November 21, 2019, after thoroughly reviewing all agency project plans, the IOC certified that the surtax plans submitted by the local governments and HART comply with governing law. The following sections describe some highlights of each plan. To see a full list of projects for each agency, please visit our web page bit.ly/HillsboroughIOC.

Hillsborough County

Home to about 1 million people, Hillsborough County is a large municipality. Because it has such an immense population, it is required to allocate a percentage of its surtax revenue toward specific project categories. The county owns more than 7,000 miles of pavement and more than 250 bridges, and in this first year, will invest $30 million to maintain and rehabilitate these critical structures.

Safety is a major concern for county residents, as Hillsborough has consistently ranked toward the top of most dangerous metro areas in the nation. To address this issue, the Vision Zero movement resolves to create a future with zero serious injuries and fatalities on our roadways. To begin making progress toward Vision Zero, nearly $60 million will be invested to improve safety at intersections, near schools, and do Complete Streets treatments on 17 corridors.

25 intersections will be improved with enhancements like turn lanes, medians, signals, and bike/pedestrian treatments. This, along with a total expansion of the Traffic Management Center, will reduce traffic jams and lead to marked improvements in travel time reliability. Last but not least, the County will begin work on 11 trail projects to promote recreation and commuting.

City of Tampa

The City of Tampa will commit to spending more than $15 million to rehabilitate the Bermuda Blvd. seawall and the Brorein and Cass St. bridges, as well as resurface pavements in five neighborhoods across the city. This amount far exceeds the minimum required percentage for spending in this category and signals the City’s commitment to properly maintaining its existing assets.

Traffic is a real problem in the urban core, and the City of Tampa will invest $13 million to alleviate congestion on some of the worst offending roads. Ybor City, for example, will receive 15 upgraded traffic signals to improve traffic flow through the neighborhood, and extension of the streetcar will allow some travelers to get out of the car and onto a modern transit vehicle.

15 city streets will be enhanced with Complete Streets treatments, including things like roundabouts, sidewalks, bike facilities, crosswalks, or other safety enhancements.

In addition to these specific projects, many existing city programs like the Neighborhood Improvements Program, Sidewalk Construction, Safe Routes to School, the East Tampa & Ybor City Mobility Program, ADA compliance, the Green Artery Trail, Green Spine cycle track, and signage improvements will be supported with safety and network improvement funds to enhance safety and promote cycling and walking.

City of Plant City

Plant City will use its share of the surtax to repave 10 miles of neighborhood streets to reduce potholes and improve driving safety across 40 neighborhoods.

City of Temple Terrace

Tempel Terrace will invest more than $4 million in several pavement rehabilitation projects to prevent further deterioration of local roads. Nearly $300,000 will be invested in bicycle and pedestrian improvements to help create a safe walking environment along 122nd and 127th Avenues, and for students at Woodmont Charter and Tempel Terrace Elementary schools. Finally, pavement markings and signage replacements will promote safety and placemaking.

We want to hear from you!

While these surtax plans have been created by the local governments, in coordination with the public, we invite all Hillsborough County residents to submit their ideas for new projects. If you have a good idea, please visit bit.ly/IOCprojectrequest to submit it to us, or pitch the idea in-person at the annual public hearing, which is typically held in the month of April or May each year.
Fixed guideway projects, such as a commuter rail or streetcar, will likely represent the largest investments funded with the surtax revenues. These modes will become the centerpieces of Hillsborough County’s revitalized transportation system.

In 2020, HART will take the first steps toward overhauling the system by extending and modernizing Tampa’s historic streetcar to make it a truly viable transportation option for those in downtown Tampa, Ybor City, the Channel District, and surrounding neighborhoods.

HART will use its Bus Services portion of the funds to restore service on Routes 4, 41, 44 and 46, which had been eliminated due to Mission Max economizing efforts. On the weekend, buses on Routes 9, 15, 31, 32 and 42/45 will arrive every 30 minutes (60 minutes frequency for Route 31). Weekday frequency will also be enhanced to every 15 minutes for Routes 30 and 52, and to 30 minutes for Routes 12 and 42/45.

The rest of the Bus Services portion will improve the rider experience and buy 16 new Compressed Natural Gas buses, ten of which will be dedicated paratransit vehicles. Looking toward the future, HART will purchase 10 new battery-electric buses to continue express route service while also reducing vehicular emissions. Several capital projects will also be advanced, including a new maintenance facility capable of servicing the expanded fleet, and improvements to bus shelters and stops.

$83 million of the $88 million available in the Public Transit Options portion will be held in reserve to spend in future years.
The Independent Oversight Committee (IOC) was created by the same governing law which enacted the one-cent transportation sales surtax. The IOC consists of at least 12 Hillsborough County residents who are appointed by a governing or administrative body. Members serve at the pleasure of the appointing body on a voluntary basis, without compensation, for up to three years. There are currently 13 members of the IOC, two of whom are experts in either transportation, planning, sustainability, engineering or construction; one of whom is an attorney and member of the Florida Bar; one of whom is a land use or real estate expert; and, one of whom is a certified public accountant.

The primary charge of the IOC is to oversee both spending of the transportation surtax and implementation of the projects identified in each Agency's Project Plans. This is accomplished by ensuring a transparent process of reviewing an annual audit of the surtax proceeds; certifying that Agency Project Plans comply with governing law; preparing an annual report summarizing the results of the annual audit; and, reviewing projects proposed by citizens.

The IOC is proud of the work its inaugural members have done over the past year. Each has devoted many hours to preparing for, and attending, meetings; overseeing project plan compliance; and, diligently disclosing findings to the public.
IOC Committee Members

**Chair Sean Shaw**, appointed by HART Board of Directors

**Vice Chair Chip Fletcher**, appointed by Hillsborough County Board of County Commissioners (BOCC)

Vanetta Kilpatrick, appointed by Hillsborough County BOCC

Audrey Sullivan Moore, appointed by Hillsborough County BOCC

Robert Hunter, appointed by Hillsborough County BOCC

Arthenia Joyner, appointed by Mayor, City of Tampa

Rick Fernandez, appointed by Tampa City Council

Jay Hollenkamp, appointed by Mayor, City of Plant City

Dan Aprile, appointed by Mayor, City of Temple Terrace

Dustin Lemke, appointed by HART Board of Directors

Manuel Menendez, appointed by Hillsborough County Clerk of Circuit Court

Ray Chiaramonte, appointed by Hillsborough County Property Appraiser

Dan Raulerson, appointed by Hillsborough County Tax Collector

IOC staff support provided by Hillsborough MPO
Contact: Johnny Wong
wongj@plancom.org
813-273-3774 ext. 370

Visit our website
bit.ly/HillsboroughIOC

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Independent Oversight Committee Agenda Item

**Agenda Item**
Independent Oversight Committee Media Plan

**Presenter**
Caroline Charles, Planning Commission

**Summary**
During the January IOC public meeting, the committee directed support staff to collaborate with public information officers and engagement specialists from HART and the four local governments to draft a media plan. Together, the agencies produced a media plan which sets forth the general communication goals, strategies and activities for the IOC. The plan also includes specific recommendations for engaging the community prior to the first annual public hearing.

Staff will provide an overview of the plan and advise the committee as to how best to promote the hearing.

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

**Prepared By**
Johnny Wong, PhD

**Attachments**
IOC Media Plan
OVERVIEW

The Independent Oversight Committee (IOC) seeks to elevate the community conversation and involvement in public meetings regarding transportation projects funded by the one-cent sales tax.

The purpose of the IOC states:

*The primary charge of the IOC is to oversee both spending of the transportation surtax and implementation of the projects identified in each Agency’s Project Plans. This is accomplished by ensuring a transparent process of reviewing an annual audit of the surtax proceeds; certifying that Agency Project Plans comply with governing law; preparing an annual report summarizing the results of the annual audit; and, reviewing projects proposed by citizens.*

The following media plan sets forth the communication goals, strategies, and activities for the Independent Oversight Committee up until the upcoming public hearing.

GOALS

What obstacles stand in the way of success?

- All for Transportation may be overturned by the Florida Supreme Court
- Lack of general awareness; the IOC, its meetings, and committee members are not well known to the public
- IOC online presence, via the website or social media
- Negative perception of bureaucracy in general

Key messages:

Key messages aren’t meant to be memorized and repeated word-for-word but should be used as guidelines to be included naturally into written and spoken communications. They shape what you want the public to think and do.
While the case remains under review with the Florida Supreme Court, we stand ready to implement the transportation improvements if All for Transportation is upheld.

- We have already reviewed the first round of project plans from each of the cities and the county

**Your voice can initiate change by helping us identify needed projects.**

- Everyone is welcome to submit project ideas for consideration through the form on our website, planhillsborough.org/project-request-form-for-citizens/
  - This is your opportunity to voice your ideas and get the right projects funded in your community
- Whether you drive, walk, bike, or ride the bus to get around, the impact of these projects will drive our whole community forward

**IOC members will ensure your tax dollars are spent as intended.**

- Our committee provides the oversight to protect the priorities you voted for
  - Funding is specifically allocated to fix the problems people are frustrated with everyday like road and bridge improvements, safer streets, expanding public transit, and congestion reduction.
- We are a volunteer committee comprised of experts in key fields who understand the transportation issues affecting our community
  - Including an attorney, land use/real estate expert, certified public accountant, and other professionals in transportation, planning, sustainability, engineering, and construction

**We are transparent.**

- Our meetings are open to the public
  - We understand not everyone is able to attend. Meetings are televised live on Hillsborough County Television (HTV) which can be streamed on your device at any time. You can also submit a comment or question to be addressed at the public meeting by visiting the Go to Meeting link while the meeting is in progress.
- All project plans from the cities and the county are posted on our website
  - If you don’t see a project for your neighborhood that is needed, submit one online using the project request form
- An Annual Report summarizing the year’s results will be available online in May 2020 and published for wide distribution prior to the public hearing
MEASURES

This section defines the quantifiable measures we are hoping to reach.

- Referral traffic
- Reach and Engagement on Facebook
- Attendance at the public hearing
- Media coverage

COMMUNICATION CHANNELS

Several channels have been identified to carry out communications and meet the goals of the Media Plan.

Media Relations

Contact the local press to have committee members do on-air interviews (interviews done at the TV and radio stations are free). We will also publish a legal ad in the paper for the public hearing.

TV

- All local stations will be pitched with focus on stations that continue to cover transportation stories, including ABC Action News, BayNews9, News Channel 10 WTSP, Fox 13 News, etc.

Print

- Legal ad in the Tampa Bay Times
- Pitch stories to transportation writers like Caitlin Johnston

Radio

- Schedule interviews WFLA News Radio AM Tampa Bay with Jack Harris and Aaron Jacobson
- Beasley Media Group community programing with Roxanne Wilder and other morning show hosts and news radio
- Public radio interviews including WUSF, WMNF, and other NPR stations
Government Partners

Capitalize on the strong relationship with our government partners Unincorporated Hillsborough County, Plant City, City of Temple Terrace, and City of Tampa to reinforce messaging.

- We will create a graphic they can share on their social media platforms, email, and/or web, and potentially create a 30-second PSA video that could be played on their television stations

Social Media

*Facebook*

Build social media presence on the IOC Facebook page by posting 2–3 times each week up to the public hearing. See the suggested Facebook content schedule is listed in the Content section below.

Plan Hillsborough Website

Continue to update the IOC’s webpage on the Plan Hillsborough site.

HTV

Public meetings are broadcast live on HTV and are available to view anytime thereafter. We will continue to advertise that those who are unable to attend can stream the meeting on their device.

CONTENT

This section identifies the visual and written materials that need to be developed as well as a suggested content schedule for social media.

Materials

- Logo design
- Graphic for the public meeting (*for Facebook*)
  - The cities and the county agreed to share the graphic created on their FB pages
- Project plan related imagery (*curate images from local cities and county where possible*)
- Infographic or short video to demonstrate how people can submit their own project ideas
• Set up Go to Meeting link (so those who cannot attend the public meeting can submit a comment)
• Press release (once the state Supreme Court makes a ruling and/or prior to the public hearing, whichever comes first)
• IOC Annual Report
• We will also seek a presence on board all HART buses

Suggested Facebook Content

(THU) March 26 — Didn’t catch last night’s meeting? Watch it on HTV, here (link).
(THU) March 26 — Create Facebook event page for public hearing on April 27
(MON) March 30 — Promote the public hearing on April 27
(THU) April 2 — Advertise how citizens can submit a project request with infographic/video
(MON) April 6 — Highlight City of Tampa Project Plan (mention citizens can submit their own too)
(THU) April 9 — Highlight City of Temple Terrace Project Plan (mention citizens can submit their own too)
(MON) April 13 — Highlight Plant City Project Plan (mention citizens can submit their own too)
(THU) April 16 — Highlight Unincorporated Hillsborough County Project Plan (mention citizens can submit their own too)
(MON) April 20 — Advertise how citizens can submit project proposals with infographic/video
(THU) April 23 — Promote the public hearing, tease Annual Report
(MON) April 27 — Join us for the Public Hearing today. Watch on HTV and Go to Meeting to submit a public comment.

To be scheduled:

Press release (once there is a ruling)
Committee members’ TV and radio interviews
BUDGET

$16,236 (estimate only) | Annual Report

- Cost includes print and insertion in the weekly tbt* paper

Other expenses:

- Legal ad costs vary from a few hundred dollars to a few thousand

Should the Supreme Court leave the peoples’ will intact, other expenses could be considered, including things like:

- a live radio remote with scheduled IOC and transportation expert speakers

- a digital advertising campaign linked to promotion of people bringing their big ideas to our big meeting

- Facebook advertising and more

ROLES & RESPONSIBILITIES

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<tr>
<td>Annual Report</td>
<td>Caroline Charles (design)</td>
<td>Johnny Wong (content)</td>
</tr>
<tr>
<td>Marketing Materials</td>
<td>Caroline Charles</td>
<td>Lynn Merenda</td>
</tr>
<tr>
<td>Logo Design</td>
<td>Jeremy Rex (City of Tampa)</td>
<td></td>
</tr>
<tr>
<td>Media Interviews</td>
<td>Sean Shaw</td>
<td>Other committee members</td>
</tr>
<tr>
<td>Media Outreach</td>
<td>Lynn Merenda</td>
<td></td>
</tr>
<tr>
<td>Press Releases</td>
<td>Lynn Merenda</td>
<td></td>
</tr>
<tr>
<td>Social Media Management</td>
<td>Caroline Charles – Facebook</td>
<td>Lynn Merenda - twitter</td>
</tr>
</tbody>
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