

Chapter 3: Measuring Visibility & Productivity

This chapter measures the visibility and productivity of MPO projects and reports during the 2018-2019 evaluation cycle. Visibility corresponds to the efforts and products the MPO produces to increase the agency’s engagement with the public. Productivity is the output of the MPO’s tasks.

Number of MPO publications produced

Each year the MPO produces plans, projects and studies outlined in its yearly Unified Planning Work Program (UPWP). The resulting documents are made available to the public as reports, technical memoranda, and maps. Feedback on these documents is solicited through public meetings, presentations to the MPO’s committees, and online engagement. Overall, there were 38 reports and studies produced in the 2018-2019 cycle (**Table 2**).

Table 2: Documents Produced from 2018-2019

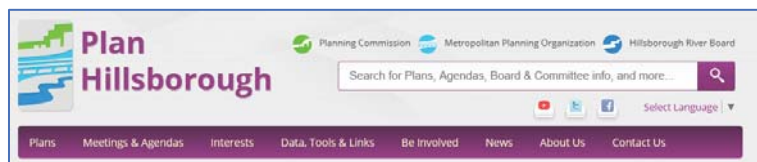
Document Title	Published or Adopted
Abbreviated CTC Evaluation	Feb 2018
Community Transportation Coordinator Evaluation	Mar 2018
Title VI Non-Discrimination Plan	Mar 2018
Unified Planning Work Program FY 18/19	May 2018
2016 - 2017 Public Participation Plan Measures of Effectiveness Report	Apr 2018
Health Atlas	Jun 2018
Public Participation Plan 2018 Update	Jun 2018
Transportation Improvement Program FY 2019 – 2023	Jun 2018
Transportation Disadvantaged Service Plan	Jun 2018
Transportation Improvement Plan Public Comment Content Analysis	Jul 2018
Garden Steps Final Report to Healthiest Cities and Counties Challenge	Aug 2018
MetroQuest Tool for Phase 1 Outreach	Aug 2018
School Transportation Safety Study	Sep 2018
South Coast Greenway Alignment Study	Sep 2018
TriCounty Vision Summary for the 2045 LRTP	Sep 2018
West Tampa Multimodal Plan - Walk Bike Plan Phase VI	Sep 2018
King’s Forest Safe Routes to Parks	Oct 2018
LRTP Phase 1 Outreach Public Engagement Plan – Local & Regional	Nov 2018
Health in All Policies Resolution and Report	Jan 2019
Multi-Modal Level of Service Update	Mar 2019
2018 MPO State of the System Report	Apr 2019
Transportation Disadvantaged Service Plan	Jun 2019
Transportation Improvement Program FY 2019/20 - 2023/24	Jun 2019
USF Campus Autonomous Transit Feasibility Study	Jun 2019
Temple Terrace Electric Vehicle/Golf Cart Crossing Study	Jul 2019
TIP Public Comment Content Analysis	Jul 2019
LRTP Phase 2 Public Outreach Report	Aug 2019
Temple Terrace LEV Best Practices Study	Aug 2019
2nd Annual Gulf Coast Safe Streets Summit	Nov 2019

Document Title	Published or Adopted
Automated, Connected, Electric & Shared Mobility Research Paper	Nov 2019
Data & Analytics Portal	Nov 2019
Smart Cities Needs Assessment	Nov 2019
System Performance Report	Nov 2019
Vision Zero Needs Assessment	Nov 2019
2045 Long Range Transportation Plan	Nov 2019
Environmentally Friendly Noise Wall White Paper	Dec 2019
TRB Poster Final	Dec 2019
Transportation Equity Score Card	Work Ongoing

MPO Publications Available Online

The MPO continues to maintain a strong presence on the internet to publicize plans, studies, regular meetings, and special meetings. All agenda packets for regular and committee meetings are posted on the PlanHillsborough.org website, typically one week before the meeting takes place. The PlanHillsborough.org website includes an archive of current and past newsletters dating back to 2011, as well as agenda packets for the current and past two calendar years.

During the 2018-2019 period, the MPO continually expanded its online library of completed and pending plans, studies, maps and documents covering the planning program. The



MPO also disaggregated many recent reports by chapter to make website searches more relevant and help documents load faster. **Table 3** shows the number of packets, documents, and newsletters available through the PlanHillsborough.org website as of the last days of 2018 and 2019.

Table 3: Documents, packets and informational pages available through PlanHillsborough.org

	2018	2019
Current & Archived Newsletters	81	91
Current & Archived Meeting Packets	724	810
MPO-Produced Reports & Documents Published to Website	30	29
Total	835	930

MPO Outreach Products and Materials Newsletters & Press Releases

In August 2017, the Plan Hillsborough agency consolidated all five of its publications into one monthly newsletter titled *Connections to Tomorrow*. The consolidated newsletter



reduces the treatment of Plan Hillsborough emails as spam/ clutter. *Connections to Tomorrow* contains featured stories covering topics of interest to the MPO’s advisory committees, along with an events schedule and archive of stories featuring Plan Hillsborough’s agencies. *Connections*

to Tomorrow is archived on the PlanHillsborough.org website as well as on Constant Contact, an email marketing platform. This allows viewers to click through to project pages and other sources of interest directly from within the website-hosted newsletter.

Virtual links to these newsletters are promoted online through Facebook and Twitter. The MPO honors requests for Spanish translations of its newsletters, which it began providing for each of its three newsletters from August 2016 to July 2017. Requests for Spanish translations of newsletters may be made via email or phone.

Newsletters and committee agenda packets continue to be sent via Constant Contact. Electronic distribution presents some significant advantages:

- Minimized printing and mailing costs;
- Quicker access to information;
- Allowing members of the public to easily self-subscribe to any or all mailing lists; and
- Enables the MPO to generate statistics on how many recipients opened, clicked links, and forwarded newsletters.

Disadvantages include the potential that committee members or interested members of the public without internet access will be unable to view these materials. To mitigate this, the MPO provides printed agendas at the beginning of each committee meeting. The agency also provides a large-print version of its Transportation Disadvantaged Coordinating Board packet.

Users can sign up to receive the *Connections to Tomorrow* newsletter via PlanHillsborough.org, by emailing or calling a staff member, or by signing up through a link included in newsletters shared online. The MPO offers an option for users to receive a Spanish version of the newsletter, which may be requested via phone or email. In addition, there is a drop-down tool available at the top of PlanHillsborough.org in which a language selection can be made, and translations are accessible in over 100 different languages.

As of December 2019, the mailing list database contained 13,417 mailing addresses, which amounts to approximately 61% more than during the previous evaluation period.

Table 4a and 4b displays statistics on the number of newsletters distributed via Constant Contact. **Table 5** displays press releases over this period. **Table 6** displays other notifications sent from 2018 to 2019.

Table 4a: 2018 MPO Newsletters Distributed via Constant Contact

Date Sent	Issue	Distribution
Jan 10, 2018	Connections to Tomorrow 6	4525
Feb 8, 2018	Connections to Tomorrow 7	4610
Mar 9, 2018	Connections to Tomorrow 8	4442
Apr 6, 2018	Connections to Tomorrow 9	4467
May 8, 2018	Connections to Tomorrow 10	5006
Jun 12, 2018	Connections to Tomorrow 11	5361
Jul 11, 2018	Connections to Tomorrow 12	5067
Aug 7, 2018	Connections to Tomorrow 13	4539
Sep 11, 2018	Connections to Tomorrow 14	5045

Date Sent	Issue	Distribution
Oct 16, 2018	Connections to Tomorrow 15	8777
Nov 9, 2018	Connections to Tomorrow 16	8840
Dec 10, 2018	Connections to Tomorrow 17	8665
TOTAL		77,318

Table 4b: 2019 MPO Newsletters Distributed via Constant Contact

Date Sent	Issue	Distribution
Jan 9, 2019	Connections to Tomorrow 18	7974
Feb 4, 2019	Connections to Tomorrow 19	8621
Mar 6, 2019	Connections to Tomorrow 20	7729
Apr 4, 2019	Connections to Tomorrow 21	7944
May 22, 2019	Connections to Tomorrow 22	9718
Jun 24, 2019	Connections to Tomorrow 23	8657
Jul 25, 2019	Connections to Tomorrow 24	8288
Aug 20, 2019	Connections to Tomorrow 25	10639
Sep 17, 2019	Connections to Tomorrow 26	11143
Oct 17, 2019	Connections to Tomorrow 27	11238
Nov 13, 2019	Connections to Tomorrow 28	11258
TOTAL		95,235

Table 5: MPO Press Releases via Constant Contact in 2018 and 2019

Date Sent	Title	Distribution
Feb 15, 2018	Press Release 02.15.18 – Commuter Challenge18	139
Mar 12, 2019	Press Release 03.12.09 – Healthiest Cities Challenge Award	158
Nov 25, 2019	Press Release 11.25.19 – IOC Takes Action	214

Table 6: Other MPO Email Communications via Constant Contact

Date	Title	Distribution
Mar 12, 2018	2045 LRTP Outreach Invite	255
Mar 27, 2018	Vision Zero Speakers Bureau	573
May 4, 2018	SouthShore Transit Study Outreach	137
May 17, 2018	SouthShore Transit Study – Rescheduled	126
Jun 1, 2018	Transportation Improvement Program Public Hearing Notice 06.12.18	1942
Jun 7, 2018	SouthShore Transit Reevaluation Study Presentation	126
Jun 21, 2018	SouthShore Transit Study Mtg 06.28.18	270
Aug 1, 2018	Resilient Tampa Bay Transportation	52
Aug 7, 2018	Resilient Tampa Bay Transportation – Reminder	52
Aug 21, 2018	Vision Zero Quarterly Meeting August 2018	303
Sep 6, 2018	SouthShore Transit Study Mtg 09.13.18	970
Sep 20, 2018	Vision Zero - Walk of Silence 10.08.18	290

Date	Title	Distribution
Oct 8, 2018	Vision Zero - Walk of Silence 10.20.18	289
Oct 16, 2018	SouthShore Transit Study Mtg 11.15.18 - Save the Date	974
Nov 7, 2018	SouthShore Transit Study Mtg 11.15.18	972
Nov 8, 2018	Vision Zero Quarterly Meeting 11.29.18 - Save the Date	152
Nov 15, 2018	Vision Zero Quarterly Meeting 11.29.18	151
Dec 7, 2018	Untitled Campaign Created 12.06.18 (<i>Vision Zero Quarterly Mtg Update</i>)	150
Dec 11, 2018	FDOT Tentative Work Program Public Hearing Notice	194
Dec 14, 2018	Cleveland Mural Painting – Reschedule	377
Jan 15, 2019	Dr. Martin Luther King, Jr. Parade - <i>Help Requested</i>	502
Jan 24, 2019	MPO Special Briefing 1 (<i>Announcement Re: FDOT Plans for I-275 Interchanges w/in Downtown & Westshore 01.31.19</i>)	1582
May 21, 2019	Vision Zero Quarterly Meeting June 2019 - Save the Date	154
Jun 21, 2019	LRTP Environmental Consultation Workshop	32
Jul 8, 2019	USF College of Public Health LRTP Outreach Event 07.16.19	127
Nov 4, 2019	2nd Annual Gulf Coast Safe Streets Summit	152

Agendas produced for the MPO Board and committees

Notices of agendas for regularly scheduled Board meetings and committee meetings are sent to all members as well as those who have expressed interest in receiving agendas. Individuals can sign up for an agenda by emailing or calling a staff member at any time.

Over the 2018-2019 cycle, a total of 42,616 agenda notices were emailed to the MPO’s email list.

Appendix 1 summarizes the statistics for all MPO meeting agendas sent during the 2018-2019 evaluation period.

Public information pieces

During the 2018-2019 cycle, the MPO continued to distribute public information pieces developed both in-house and in collaboration with other agencies. Public information pieces such as brochures and calendars provide the public useful information about plans and projects, examples of the MPO’s role in major transportation efforts across the county, and details on how citizens can get involved.

The MPO printed 1,000 copies of its 2018 State of the System Report, which identifies goals related to the condition of the county’s transportation network, during the 2018 to 2019 cycle. In both 2018 and 2019, the agency developed a Year-in-Review calendar summarizing the MPO’s achievements over the prior year. There were 1,200 of the calendars printed in 2018 and 2019.

Promotional materials

To support the Vision Zero coalition’s efforts, the MPO created promotional materials to distribute to the public. Thousands of Vision Zero reflective slap-bands were distributed at fairs and events visited by the MPO. The agency also produced a Vision Zero handout summarizing the importance of the initiative to Hillsborough County, which had a print run of 300.



Tables 7 and 8 summarize the MPO’s public information materials, and the promotional materials created to support Vision Zero.

Table 7: Other MPO Brochures, Maps and Public Information Pieces

Brochures, Maps and Flyers	Year	Printed Copies
MPO 2018 Calendar & Year-in-Review	2018	1,200
State of the System Report (2018)	2018	1,000
English/Spanish Flyers for the South Coast Greenway Trail Project	2018	720
English/Spanish Flyers for the TIP Public Hearing	2018	1,381
Indoor Billboards for Vision Zero High Crash Corridors Awareness	2018	10
It’s Time Tampa Bay Survey Rack Cards	2018	10,000
It’s Time Tampa Bay Survey “Buckslips” in TRIM Notices mailed to property owners	2018	430,000
Vision Zero Information Sheets	2018	2,000
Vision Zero Quarterly Reports	2019	300
MPO 2019 Calendar & Year-in-Review	2019	1,200
English/Spanish Flyers for the TIP Public Hearing	2019	10,348
It’s Time Tampa Bay Bifold	2019	1,000
L RTP Flyer for Greater Riverview Chamber of Commerce Newsletter	2019	700

Table 8: MPO Vision Zero Promotional Materials

Promotional Materials	Date	Number Printed/Distributed
Vision Zero Reflective Slap Bracelets	2018, 2019	6,000
Roller & Paint Brushes	2018, 2019	24
Cans of Road Quality Paint	2018, 2019	10
Vision Zero T-Shirts	2018	200
Vinyl Banners for Parades/Events	2018	2
Yellow Safety Message Signs	2018	100
Bumper Stickers	2018	5,000
Window Clings	2018	2,250
Clay Flowerpots	2019	20
School Bus Flashing Pins	2019	350
Light Up Bicycle Flashing Pins	2019	950

Media Coverage of the MPO
Newspaper Advertisements and Public Notices



After the acquisition of *The Tampa Tribune* by *The Tampa Bay Times* in 2016, Hillsborough County is primarily served by *The Tampa Bay Times*. According to the 2019 Nielsen Scarborough Report, <https://marketing-advertising.tampabay.com/audience-market/>, *The Tampa Bay Times* has a daily circulation of 181,280 and a Sunday circulation of 294,483.



The agency also published notices in *La Gaceta*, a tri-lingual English, Spanish, and Italian newspaper. *La Gaceta* an estimated weekly circulation of 18,000, according to <http://lagacetanewspaper.com/advertising/>



In compliance with state requirements, the MPO continued advertising Transportation Disadvantaged Coordinating Board meetings in the *Florida Administrative Register*, published weekly on the internet free of charge by the Florida Department of State as a means of increasing public access to Florida government. Although the publication does not provide readership numbers, two posts were made to this online source in 2018 and 2019.

Table 9 contains all the public hearing and meeting notices posted in newspapers by the MPO between 2018 and 2019. **Table 10** contains the circulation numbers for these publications.

Table 9: Public Meeting Notices Published in Newspapers or Online Periodicals by the MPO in 2018 and 2019

Publication(s)	Date Published	Notice or Announcement
Tampa Bay Times	April 29, 2018	Draft Public Participation Plan Update
Florida Administrative Register	May 7, 2018	Transportation Disadvantaged Coordinating Board – Notice of Meeting/Workshop Hearing
Tampa Bay Times	June 1, 2018	MPO June 12 Public Hearing Notice (TIP)
Florida Administrative Register	February 14, 2019	Transportation Disadvantaged Coordinating Board – Notice of Meeting/Workshop Hearing
Tampa Bay Times	May 26, 2019	MPO June 11 Public Hearing Notice (TIP)
Florida Sentinel Bulletin	May 31, 2019	MPO June 11 Public Hearing Notice (TIP)
La Gaceta	May 31, 2019	MPO June 11 Public Hearing Notice (TIP)

Publication(s)	Date Published	Notice or Announcement
Florida Sentinel Bulletin	September 27, 2019	MPO November 5 Public Hearing Notice (2045 LRTP)
LaGaceta	September 27, 2019	MPO November 5 Public Hearing Notice (2045 LRTP)
Tampa Bay Times	September 29, 2019	MPO November 5 Public Hearing Notice (2045 LRTP)
Tampa Bay Times	October 25, 2019	MPO November 5 Public Hearing Notice (2045 LRTP - 2 nd Notice)

Table 10: Daily and weekly circulation of newspapers in which the MPO posted notices

Newspaper	2019 Circulation (Daily & Weekly)
Tampa Bay Times – Daily	181,280 [1]
Sunday Circulation	294,483 [2]
La Gaceta – Weekly	18,000 [3]
Florida Sentinel Bulletin	22,000 [4]

Sources:

- [1] Circulation numbers provided by newspaper (Feb 2020)
- [2] Circulation numbers provided by newspaper (Feb 2020)
- [3] Circulation numbers provided by newspaper (Feb 2020)
- [4] Circulation numbers provided by newspaper (Mar 2020)

Advertisements and public notices placed in publications with primarily minority audiences

Two meeting notices were placed in newspapers with minority populations during the 2018-2019 cycle: *La Gaceta* and *Florida Sentinel Bulletin*.

Public Meeting notice signs and Mass Mailings

For the 2018 and 2019 TIP public hearings, the MPO placed notice signs in areas affected by major capacity projects detailing the location, date and time. These were in conjunction with flyers detailing projects in the draft TIP that were mailed in each of the past two years to between 1,300 and 1,400 property owners residing near upcoming major projects.



Online Advertisements, Social Media, and Public Notices

According to Pew Research Center, 37% of adults prefer an online method for local news, 41% prefer television, and fewer adults prefer print newspaper (13%) or radio (8%)¹. To keep up with the changing news habits of the public, the MPO continued providing notices, announcements and information via email, Facebook, Twitter, and its regularly updated website.

¹ Mitchell, A., Matsa, K., Weisel, R. & Klein, H. (2019, Mar 26). Americans Embrace Digital but Still Want Strong Community Connection. *Pew Research Center*. Retrieved from <https://www.journalism.org/2019/03/26/nearly-as-many-americans-prefer-to-get-their-local-news-online-as-prefer-the-tv-set/>.

Continuing from previous years, the MPO announced major projects and events on its PlanHillsborough.org home page, which become part of a news archive after the projects leave the front page.

Media Coverage of the MPO

By virtue of having elected officials serving on its board, and by providing a public forum in which to discuss transportation issues, the media frequently covers the MPO. Following an online media search of all mentions of the Hillsborough MPO and its programs, a total of 417 articles appeared in 2018 and 2019 combined. This is an increase of 532% from the previous 2016-2017 cycle. Articles primarily appeared in *The Tampa Bay Times* (89 articles) and Tampa Bay Business Journal (43 articles). Topics of articles in which the MPO appeared between 2018 and 2019 included the Transportation Sales Surtax, safety, proposed projects for Tampa's I-275 and downtown interchange with I-4, and pedestrians.

Meetings broadcast on television

MPO public hearings are broadcast on Hillsborough Television (HTV), produced by Hillsborough County Government and available on major cable providers in the Hillsborough County area as well as on the web at



<https://www.youtube.com/c/HillsboroughCountyMeetings/live>. All 21 of the MPO's Board meetings were televised in 2018 and 2019. These meetings were broadcast live, close-captioned and later rebroadcast throughout the corresponding month. First-plays and replays of televised MPO meetings are noticed on the online HTV calendar.

In August 2017, MPO staff created and began uploading MPO Board meetings to its [YouTube channel](#). As of the end of 2019, this channel is a video archive of all MPO Board meetings held between August 2017 and December 2019, Independent Oversight Committee meetings and some of the Tampa Bay TMA Leadership meetings. Combined with the 2017 TIP Public Hearing recorded on the Hillsborough County YouTube profile, these meetings have received approximately 1,231 total views as of the end of 2019. The MPO makes efforts to increase the viewership of its meetings and hearings for members of the public who cannot attend, by providing the live-stream link at the top of the Board meetings and Public Hearings meeting agendas, which can be accessed from the agency's PlanHillsborough.org homepage.

Summary of Achievements

New Opportunities for Public Engagement

The MPO also greatly expanded the number of events at which staff had a presence at in 2018 and 2019.

With its longstanding commitment to improving safety and mobility for all users and modes of transportation throughout Hillsborough County, the MPO along with the MPO's School Transportation Working Group (STWG) made improving safety and mobility for students one of its priorities. To identify opportunities to enhance the safety and comfort of getting to and from

school, the MPO initiated a School Safety Study to prioritize public school areas in order to conduct multimodal safety reviews at ten school areas that will result in a list of actionable safety and mobility improvements. Several meetings were held with school administration, parents, and PSTA Safety Chairs with the focus of educating and encouraging the right behaviors for traffic patterns near schools. In addition, students were encouraged to observe traffic rules when walking and cycling to school.

In 2018, the MPO and the Hillsborough County Public Works completed the South Coast Greenway Connector Study to connect with the Selmon Greenway and planned Tampa Bypass Canal Trail. The trail will provide recreation and non-motorized transportation opportunities for cyclists, in-line skaters, and pedestrians. It links important destinations including parks and recreation facilities, public schools, a community college, nature preserves, shopping, town centers, and neighborhoods. Three engagement opportunities were made available to the public and adjacent residents to seek their input on the project.



Also in 2018, the Garden Steps Project had the privilege to continue its networking opportunities, educational programs, and information gatherings throughout the community. During this period, the MPO, City of Tampa, and the Coalition of Community Gardens teamed up to present veggie cooking demonstrations and tasting for the Senior Connection Centers. The events were held at the Williams Park Community Center, Tampa Heights Community Garden, and the Lee Davis Neighborhood Service Center. The MPO sponsored two of three events for

Grow Community Gardens. Approximately 65 people attended each of the events. Two of the events were held in 2018 and the third event is scheduled to be held in 2020.

An essential component of long range transportation planning is a public involvement process that maximizes opportunity for the public at large to engage and provide input to the process. In 2018, the It's Time Tampa Bay tri-county collaborative effort began and included Pasco and Pinellas County MPOs. Staff contacted a wide variety of community organizations, homeowners' associations, chambers of commerce, business groups, civic and environmental organizations, particularly in the MPO's communities of concern. Many hosted presentations, distributed information to their members, and communicated with e-blasts to draw attention to the surveys and encourage the public to participate. Social media platforms were used throughout the surveys' implementation period to encourage residents to visit the survey websites and complete the survey. The MPO posted on their own social media channels and invested in paid social media advertising. A significant part of the advertising budget was spent in Communities of Concern.

In 2019, during the It's TIME Hillsborough survey initiative, the MPO utilized paid and earned media to heavily promote that they were seeking the public's input on the 2045 Long Range Transportation Plan. The MPO partnered with News Radio WFLA AM Tampa Bay Live for a remote broadcast with Jack Harris and Aaron Jacobson at Fred's Market Restaurant. In addition, they participated in a radio cross promotion on both iHeart Radio and Beasley Media Group. At the Kids Day 2019, which is a Beasley Media Group event, and was one of the largest events during the survey period, that had an opportunity to reach the 15,000 people who attended the event at Raymond James Stadium. There was a digital scheduled tied into iHeartRadio & Beasley

Media stations that provided streaming and on click-thru banners linked to the survey on station websites and key station emails. The total audience reached through media coverage was more than 4.6 million.

In 2019, the Independent Oversight Committee (IOC) was created to oversee spending of the penny surtax for transportation. The IOC is guided by a set of bylaws which govern the performance of committee members and ensure a commitment to the principles established by the Hillsborough County Charter. The IOC consists of at least 12 Hillsborough County residents who are appointed by a governing or administrative body. The six agencies receiving surtax funds have entered into an agreement confirming the roles and responsibilities of each. The agreement calls for administrative and other required support to be provided to the IOC by the Hillsborough Metropolitan Planning Organization (MPO), and legal support by the Hillsborough County Attorney's Office.

Important collaborative achievements

Working in collaboration with other agencies increases the MPO's exposure. Contributing organizations promote MPO projects and events because they are partially responsible for their success. The MPO continued its 2016-2017 collaborative activities into the 2018-2019 cycle, working with Department of Health, Hillsborough County School Board, and continued its USF fellowship program. In addition, through the Vision Zero initiative, the MPO has continued to engage new and diverse groups in its products. The following projects represent the major collaborative undertakings of the MPO in 2018 and 2019.



When approached by a grassroots coalition of bicycle and pedestrian safety advocates, Walk Bike Tampa, with the idea of developing a Vision Zero Action Plan, the MPO embraced the challenge and completed the Action Plan in December 2017. Since that time, the MPO continues to advance the Vision Zero movement. In 2018, community volunteers, students, partners and staff held signs along 56th Street, one of the highest rates of severe crashes in Hillsborough County, to alert motorists to the dangers of speeding. The signs included messages to slow down, put phones down, that aggressive driving cost lives, and identified locations where people had been hurt or killed. Another event was held along 15th Street, another high crash roadway, to bring attention to presence of cyclist and pedestrians and the lack of continuous sidewalks by painting an intersection mural, a colorful crosswalk, affixing bike lights, and lining flower pots along a gap of missing sidewalk. These examples were just the start of marches to remember the victims, many more intersection mural paintings, neighborhood sign-waving events, speaking to homeowner associations. A few other significant safety events to highlight were the:

- Walk of Silence was held in both 2018 and 2019 to honor the lives lost through traffic violence. In 2018, approximately 75 attendees painted shoes painted white, quietly marching along the Riverwalk. In 2019, participants carried signs bearing the victims' names and dates of death. Both years, the names of the friends and family members who died in traffic crashes were read aloud.

- The Vision Zero Coalition, along with the MPO's Bicycle Pedestrian Advisory Committee assisted the Tampa Police Department and St. Joseph's Hospital in handing out free helmets to kids at the Gasparilla Children's Parade Annual Bicycle & Pedestrian Safety Rodeo.
- The Tampa Heights Junior Civic Association and Dowdell Middle School in Palm River requested that their summer camp elementary and middle school students learned about the importance of community and transportation planning. The children received information on what Vision Zero is all about and tips on walking and bicycling safely. An art contest to design an intersection mural was held with bicycles given away to the winning students. At end of the summer, a festival, the intersection mural was painted, and a bicycle rodeo held. The camp would not have been possible without the amazing community volunteers and donations from the Tampa Heights Junior Civic Association, Hillsborough County, the City of Tampa and the Tampa Police Department, Hillsborough School District, the Children's Board of Hillsborough County, Lyfe-Stile Network, the Andrew Joseph Foundation, the Women's Transportation Seminar – Tampa Chapter, Planning Commission, and Tampa Bay ITE/George F. Young, Inc.



Regional collaboration was needed to pull off the Gulf Coast Safe Streets Summit in both 2018 and 2019. The sold-out summits brought in national experts and local officials and professionals to learn how individually and together we can turn the corner on our serious injury and fatal traffic crashes.

- 2019 USF Transportation Day/Cyclovia – Alumni Drive was closed to automobile traffic, and the goal of the event was to increase the variety of transportation options available for USF students, faculty and staff, and to promote a behavior change away from driving alone in a car. Staff had the opportunity to conduct a bicycle lane painting activity and promote the Vision Zero initiative. There were over 300 people who attended the event.

The MPO supported the interagency School Transportation Working Group created by the MPO Chairman in 2015 through December 2018. Numerous collaborations lead to improvements on city, county state-owned roadways near schools including Benito, Sulfur Springs, Chamberlain, Farnell, Pride, FishHawk, and Newsome. The MPO and the STWG also supported safety education and outreach at events like the Parent University Choice Expo and Back to School Bash. Improvements and collaboration continue with school district staff, engineers, planners, the Florida Department of Transportation's Community Traffic Safety Team (CTST), the school district's Circulation Committee, and the School Board's Transportation Team.



The MPO worked collaboratively with Tampa's Community Gardens Coalition, the DOH, HART, and the City of Tampa on the Garden Steps project. Garden Steps is the group's submission to the Aetna Foundation's Healthiest Cities & Counties Challenge, which aims to establish community gardens in food deserts and evaluate conditions around garden sites. In 2019, the Garden

Steps initiative was named as one of the eight runners-up in the Healthiest Cities & Counties Challenge. The MPO received \$50,000 in funding to continue planting the seeds for a healthier community through the Garden Steps Initiative. As well as working to improve health equity by creating community gardens with easy pedestrian, bicycle, and transit access in identified food deserts in the City of Tampa. Garden Step events were held at the Williams Park Community Center and the Lee Davis Neighborhood Service Center in conjunction with the Senior Connection Center's Living Healthy.

Work with the DOH on the cross-sector collaborative, the Health in All Policies project, continued from 2017. A resolution was adopted by the MPO that developed strategies to consider the health impacts of MPO decisions that include chronic and acute health outcomes, mental and physical wellbeing, health behaviors such as physical activity, measures of social cohesion and community connectedness, access to healthcare, employment and educational opportunities and the environment.

FDOT continues to fund projects from the MPO's priorities. The MPO and its committees participated in FDOT's Tampa Bay Next Open Houses, which began at the end of 2018.