



The Transportation for Economic Development (TED) initiative is led by all seven Hillsborough County Commissioners, the mayors of Plant City, Tampa and Temple Terrace, as well as the chair of the HART board, and it is referred to as the Policy Leadership Group (PLG). These elected leaders have come together to study, develop, and create consensus around a comprehensive community mobility plan that ensures continued quality of life and economic prosperity now and well into the future.

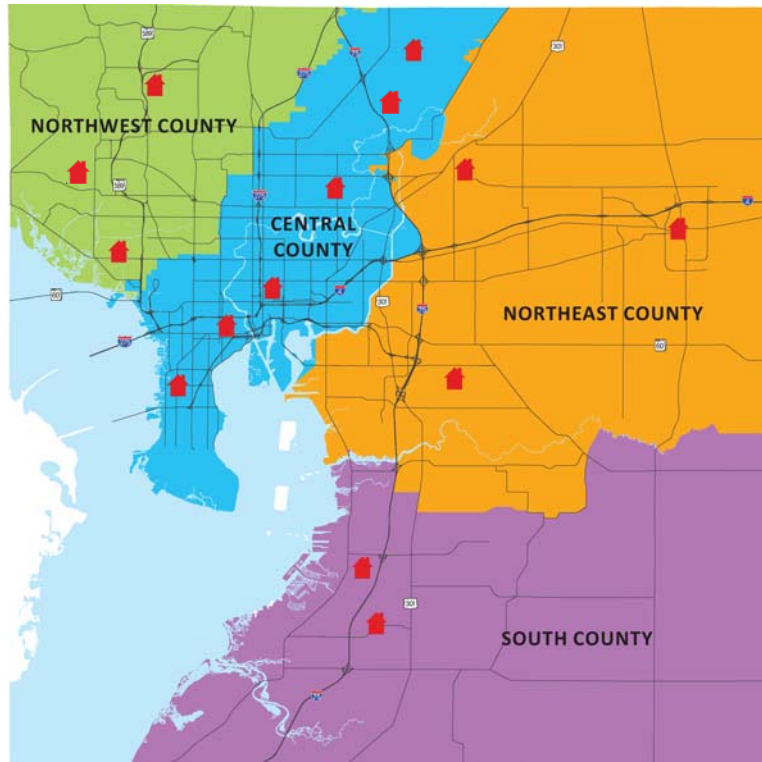
The PLG work effort is underway to analyze and validate existing data and information, to conduct broad community engagement and to recommend options for a community transportation plan. This effort, now known as GO Hillsborough, is providing citizens with multiple opportunities to participate in creating our Community Transportation Plan. Whether through online town hall meetings and social channels or through more traditional methods, including public and neighborhood meetings, one-on-one discussions and community speaking engagements, every citizen can have their voice and choice heard.





## HEARING YOUR VOICES AND CHOICES

### Community Engagement



- 28 Interactive Community Workshops
  - Over 1,500 in person attendees
  - Over 1,320 comments (written and by email)
- 3 Telephone TownHall Meetings with over 17,000 participants
- Over 40 Speaking Engagements
- 2,000+ fans on Facebook



## UNDERSTANDING ISSUES & EXPLORING OPTIONS

### What we discussed:

- Hillsborough is a really big county with lots of needs
- Quality of life is declining
  - Tampa is the 11th worst city in the nation for traffic congestion.
- There are limited resources
  - 2 cents of every dollar of county's portion of property tax goes to transportation.
  - We are facing more than \$750 million in maintenance needs.
- Project Categories: Maintenance, Roadway, Transit, and Bike/Ped



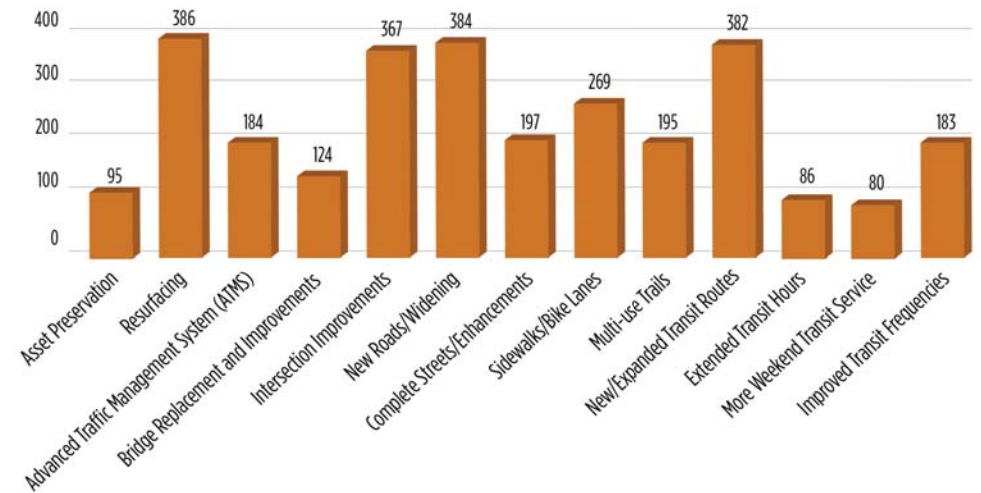
# UNDERSTANDING ISSUES & EXPLORING OPTIONS

## What we learned from you

TOP 5 PRIORITIES THROUGHOUT HILLSBOROUGH COUNTY

Resurfacing	386
New Roads/Widening	384
New/Expanded Transit Routes	382
Intersection Improvements	367
Sidewalks/Bike Lanes	269

RANKINGS THROUGHOUT HILLSBOROUGH COUNTY





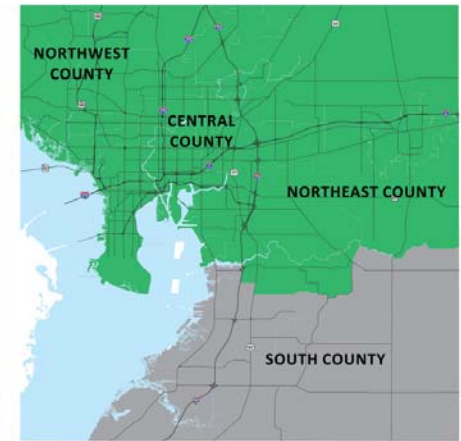
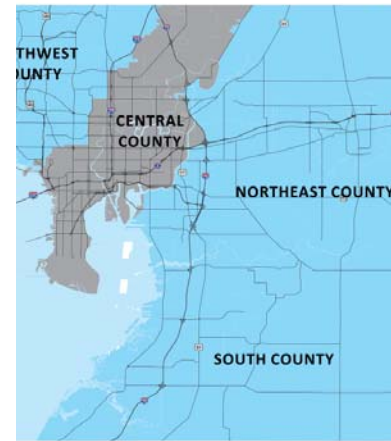
# UNDERSTANDING ISSUES & EXPLORING OPTIONS

## What we learned from you

TOP PRIORITIES BY COUNTY REGIONS –  
EMERGING CONSENSUS ON ROADS AND TRANSIT

Advanced Traffic Management System (ATMS)	Roads 765
New Roads/Widening	
Complete Streets/Enhancements	
New/Expanded Transit Routes	Transit 731
Extended Transit Hours	
More Weekend Transit Service	
Improved Transit Frequencies	

NORTHEAST AND NORTHWEST PRIORITIZE  
ROADS AND TRANSIT





# UNDERSTANDING ISSUES & EXPLORING OPTIONS

## What we learned from you

### UNDERSTANDING THE ISSUES ACTIVITY PROJECTS MAPPED BY PUBLIC

We collected nearly 350 map activity projects during the public meetings, resulting in 251 unique projects.

<b>ATMS</b>	<b>3</b>
<b>Bike-Pedestrian Facilities</b>	<b>41</b>
<b>Complete Street</b>	<b>11</b>
<b>Grade Separation/New Interchange</b>	<b>9</b>
<b>Intersection Improvement</b>	<b>72</b>
<b>Fixed Guideway/Bus Rapid Transit /Light Rail</b>	<b>17</b>
<b>New Road</b>	<b>23</b>
<b>Noise Wall</b>	<b>3</b>
<b>Resurfacing</b>	<b>17</b>
<b>Road Widening</b>	<b>31</b>
<b>Trails</b>	<b>12</b>
<b>Transit</b>	<b>11</b>
<b>Water Ferry</b>	<b>3</b>

As of April 2, 2015



# EMERGING CONSENSUS

## ISSUES & OPPORTUNITIES

### MAJOR THEMES OF VALUES AND PRIORITIES

During our engagement with you, and when we reviewed and thought about your feedback, issues and concerns, we were able to get a clear picture of the values in our community. As our conversations further developed, your priorities tracked well with those values and, most importantly, you identified several opportunities that can lead to an effective Community Transportation Plan.

**KEY TAKEAWAY:** There is consensus that maintenance, including resurfacing, is our community's top priority.  
**KEY PRIORITY TO RESOLVE:** Balance needs for both new and improved roads and transit.

### ISSUES

- Significant decline in standard of living
- Stark diversity of needs in county and cities
- Rapidly increasing population base
- Escalating population
- Difficulty maintaining roads
- Failing roads and intersections
- Ineffective transit system
- Developers not responsible for paying for backlogs
- Gas taxes don't keep pace with costs
- Other competing needs within the county and cities
- Vulnerable to keeping and losing jobs
- Choices limited
- Increasing congestion
- Growth and land use misaligned with transportation planning
- Impact fees insufficient
- Lack of trust in government
- Construction fatigue
- Dangerous conditions for pedestrians and cyclists

### VALUES

- Safety
- Quality of Life
- Mobility
- Choice
- Health/Environment
- Stewardship

### TOP 5 PRIORITIES

- Maintenance
- Better Roads
- Transit Options
- Sidewalks/Bike Lanes
- Intersections

### OPPORTUNITIES

- Accept key consensus on maintenance, including resurfacing
- Ongoing public engagement to integrate specific projects
- Recognize that together we can accomplish much more than we can separately
- Create a balanced Road and Improved Transit strategy
- Focus on community safety through intersection, bike lane and pedestrian improvements
- Expand our choices to meet as many countywide needs as possible
- Earn community confidence

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## MAKING CHOICES

### What we discussed:

- Affirmed your priorities
- Project Costs
- Funding Opportunities



## MAKING CHOICES

There is emerging consensus supporting a **Gas Tax (70% said yes)** or **Sales Tax (67% said yes)** to fund our transportation needs, with **maintenance as the largest allocation**, followed by transit, roads, and bike/ped.



## FUNDING SOURCES

Support for:

	Yes	No	Don't Know	No Response
Property Tax	44% (215)	37% (178)	10% (49)	9% (44)
Gas Tax	70% (339)	17% (83)	6% (30)	7% (34)
Sales Tax	67% (326)	20% (99)	5% (22)	8% (39)

## BUDGET ALLOCATION

Percent of budget for:

	Maintenance	Roads	Transit	Bike-Ped
Percent	29.4%	26.2%	29.3%	15.1%



## FINDING CONSENSUS - ROUND TABLE

- A facilitated discussion with the goal of reaching a **broadly supportable, community-driven transportation plan** with a new revenue source.
- Topics: Reaffirming what you want, considering what it costs, and figuring out how to pay for it.



## FINDING CONSENSUS - RULES OF ENGAGEMENT

### We acknowledge:

- These are complicated issues and clear communication is important.
- This is a collaborative effort and we seek understanding of our fellow citizens' needs.
- We are reviewing data and financial information from an objective perspective.
- There will be differences of opinion.
- There is not an "either/or" proposition.
- We will be respectful and polite to one another and allow others to speak.
- Specific projects will be prioritized over the coming months.



## FINDING CONSENSUS - WHAT IT CAN LOOK LIKE

- We support mutually beneficial solutions for everyone's day to day life.
- We consider and plan for future issues.
- We have better information to use to make decisions.
- We agree to continue our conversations as we work toward a better community.



## ESTIMATED TIMELINE\*

Sept 2014	Oct 2014	Nov 2014	...	Jan 2015	Feb 2015	Mar 2015	Apr 2015	June 2015	...	Nov 2015	Dec 2015	Jan 2016	...	Nov 2016	
	<b>MPO Long-Range Transportation Plan</b>						<b>HART Transit Development Plan</b>								
<b>Stakeholder/Opinion Leader Meetings</b>		<b>Technical: Research, Validation, Analysis, Scenarios Development</b>				<b>Draft Community Transportation Plan Recommendations</b>				<b>Finalized Plan</b>					
<b>Visual Identity &amp; Communication Tools Preparation</b>				<b>Public Engagement</b>				<b>Workshops Focused on Specific Projects and Plan Finalization</b>							
												<b>Private Sector Advocacy*</b>			





\*Assumes appropriate board approvals





## TRANSPORTATION REVENUE SOURCES

Assumes new growth will pay an increased and equitable share, and Federal and State grants.

Revenue Sources	How does it work?	How much does it generate?	Who pays for it?
 <b>Gas Tax</b>	<p>Local option levied up to 5 cents per gallon of gasoline.</p> <p>May be authorized by a super majority, County Commission vote, or by referendum.</p>	<p>One penny per gallon raises approximately <b>\$5 million every year.</b></p> <p>All five pennies per gallon raises approximately <b>\$25 million annually.</b></p>	<p>Residents Tourists Businesses Visitors (or anyone else) Anyone that purchases gas</p>
 <b>Property Tax</b>	<p>Taxes levied on <b>real estate and intangible personal property</b> by local government. Tax amount is based on the taxable value of property.</p> <p>May be authorized by County Commission and/or City Councils. For example, in Hillsborough County 1 mill on an average home with \$165,000 assessed value yields \$115 annually.</p>	<p><b>\$68.4 million</b> Countywide</p>	<p>Property Owners</p>
 <b>Community Investment Tax (CIT)</b>	<p>One half percent of local option sales tax levied on the <b>purchase of goods and services</b> at the point of sale (basic needs such as groceries and medicine excluded).</p> <p><b>Unavailable until 2027.</b> May be reauthorized by countywide referendum.</p>	<p><b>\$0</b> until 2027</p> <p>\$100 million average per year</p>	<p>Residents Tourists Businesses Visitors (or anyone else)</p>
 <b>Sales Tax</b> (Local option Transit Surtax)	<p>One percent local option sales tax levied on the purchase of <b>goods and services</b> at the point of sale (basic needs such as groceries and medicine excluded).</p> <p>May be authorized by countywide referendum.</p>	<p><b>\$200 million</b> average per year</p>	<p>Residents Tourists Businesses Visitors (or anyone else)</p>



## WHAT REVENUE SOURCES CAN PAY FOR

Assumes new growth will pay an increased and equitable share, and Federal and State grants.

Revenue Sources		Property Tax	Gas Tax	Community ** Investment Tax	Sales Tax
Maintenance	Capital	✓	✓	✓	✓
	Operating	✓			✓
Roads	Capital	✓	✓	✓	✓
Transit	Capital	✓		✓	✓
	Operating	✓			✓
Bike/Ped	Capital	✓		✓	✓ *
Intersections	Capital	✓	✓	✓	✓

\* Not all trails available

\*\* Unavailable until 2027



## Project Types and Categories

Asset Preservation	<b>Maintenance</b>
*Resurfacing	
Bridge Replacement and Improvements	
Advanced Traffic Management System (ATMS)	<b>Roads</b>
*New Roads/Widening	
Complete Streets/Enhancements	
*Intersection Improvements	
*New/Expanded Transit Routes	<b>Transit</b>
Extended Transit Hours	
More Weekend Transit Service	
Improved Transit Frequencies	
*Sidewalks/Bike Lanes	<b>Bike/Ped</b>
Multi-use Trails	