



***envision***  
THE FUTURE OF TRANSIT IN TAMPA BAY *2030*

Regional Transit Development Plan  
Public Involvement  
Summary



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## Section 1 Introduction

During the 2017 Florida Legislative Session, the Tampa Bay Area Regional Transit Authority (TBARTA) underwent changes to its name and organization as part of Senate Bill (SB) 1672 (known as the “TBARTA Act”). The updates to the legislation changed the name and focus of the agency from the Tampa Bay Area Regional Transportation Authority and reduced the agency membership counties from seven to five. The five-county region includes Hernando, Hillsborough, Manatee, Pasco, and Pinellas. Reference to the “Tampa Bay region” herein includes all five counties unless otherwise noted.

As described in SB 1672, TBARTA is required to develop a Regional Transit Development Plan (RTDP). This first RTDP, branded *Envision 2030: The Future of Transit in Tampa Bay*, is a strategic guide for TBARTA and its partner agencies, representing the regional vision for transit in the Tampa Bay region during the next 10 years. *Envision 2030* must meet the requirements of the TBARTA Act, Chapter 14-73.001, Florida Administrative Code (F.A.C.), and other relevant State and Federal requirements and will include the following major elements:

- Public involvement plan and process
- Baseline data compilation and analysis (review of regional demographic and travel behavior characteristics)
- Performance evaluation of existing services
- Situation appraisal (agency strengths and weaknesses; external barriers and opportunities; estimation of demand for transit)
- Vision, mission, and goals
- Transit demand and mobility needs
- Regional transit needs and enhancements (funded and unfunded)
- 10-year implementation and financial plan (projected costs and revenues)
- Organizational structure and role of TBARTA

Upon completion, *Envision 2030* will cover the 10-year planning horizon for Fiscal Years (FYs) 2021–2030 and will be adopted by the TBARTA Board and submitted for acceptance by Florida Department of Transportation (FDOT) Districts 1 and 7 prior to the September 1, 2020, deadline.

This last of five technical memoranda for *Envision 2030* documents the public outreach activities undertaken to guide and support development of this plan.

## Section 2 Public Involvement Plan

Involving and listening to the public throughout the development of *Envision 2030* was a primary objective for this plan to ensure community support and outcomes that effectively serve the residents and visitors of the Tampa Bay region. To guide this process, a Public Involvement Plan (PIP) was prepared as a strategic guide for the public involvement approach and was used while developing the RTDP. The PIP is provided in Appendix A.

### 2.1 Outreach Goals and Guiding Principles

Successful public engagement at a regional level requires four primary goals:

- Instill awareness of the agency and awareness of the specific planning effort.
- Identify the appropriate outreach strategies, tactics, and innovations to target the diverse populations within Tampa Bay and achieve the greatest amount of participation.
- Execute those strategies through timely planning and successful logistics.
- Listen to the ideas provided and use them to discuss trade-offs and to define a plan that benefits the community.

The guiding principles of the PIP included the following:

- Involve the public in key aspects of the plan's development, such as through identification of major issues, preferences, and priorities.
- Provide maximum exposure and opportunities for the public to offer input into the plan.
- Ensure that information is communicated in a clear, credible, concise, and consistent manner.
- Be responsive to messages received from the public and ensure that issues are explicitly responded to and considered.
- Provide a high level of coordination with government and other agencies in the region.
- Make effective use of resources, such as maximizing use of existing communication channels within the community.
- Tailor communication methods to the preferences and needs of the various audiences and comply with the Governor's Plain Language Initiative.
- Make a special effort to inform and engage populations that have historically been under-represented in the transportation decision-making process and are protected under Federal non-discrimination authorities, such as Title VI and Environmental Justice.
- Notify the public when key decisions will be made and provide enough opportunity for comment and response before decisions have been made.

## 2.2 Stakeholders, Partners, and Audience

Working with and allowing agency partners, stakeholders, the Regional Workforce Board, community organizations, and the public to provide comments throughout the effort is essential. The team engaged and worked with local and regional stakeholders and partners, business organizations, professional organizations, and the community to develop an RTDP that will serve the region effectively.

## 2.3 Public Involvement Tools and Activities

To communicate and engage the public across the five-county region, the *Envision 2030* team conducted public outreach during specific phases of the study, targeting wide audiences with broad outreach tools using a variety of strategies, from online methods to smaller group venues for in-depth conversations. Due to the size of the region, existing partnerships were leveraged to coordinate with other planned outreach efforts by partner agencies. This increased the reach and understanding of what the community wants without creating more events that compete for their time. In addition, materials were provided in Spanish where most practical.

### Communication Tools

The following tools were used to communicate the study to stakeholders and the community and are described in more detail in Section 3:

- **Study branding** to provide a cohesive image and make the study easily recognizable.
- **Webpage** on TBARTA's website to provide study information, announce public involvement opportunities, and provide the opportunity to submit a comment and request to be added to the mailing list.
- **Social media** to encourage participation in the online surveys and provide plan updates.
- **Stakeholder database** and email list to collect contact information for those invited and/or who requested to participate in the various outreach activities and receive updates and special announcements throughout the process.
- **Email blasts** to communicate plan development updates and public outreach opportunities, including the online survey opportunities.
- **Informational materials** to communicate plan development updates, including online survey opportunities, at meetings or events.
- **Media outreach** to get the word out about the study and invite participation in the transit needs and MetroQuest surveys.
- **Bilingual fact sheet** to communicate information about the plan provided at meetings and events.
- **Public comment database** to collect all comments received, date they were received, how they were received, responses offered (as applicable), and follow-up conducted (if applicable).

## Outreach and Engagement Strategies

The following strategies were used to create and maintain a dialogue with stakeholders and the community and are described in more detail in Section 4:

- **TBARTA Board** presentations to provide updates and allow for input at key milestones during the plan development and final adoption of *Envision 2030*. One Board meeting consisted of an in-depth workshop to obtain consensus concerning critical decision points to guide TBARTA’s role in regional transit in Tampa Bay.
- **TBARTA Citizens Advisory Committee (CAC)** presentations to provide updates and allow for input at key milestones during the plan development.
- **Technical Advisory Group (TAG)** comprising staff from partner agencies to review the technical analysis at plan milestones and provide comments on all major deliverables.
- **Presentations to partner agency boards and committees** to allow agency staff and elected officials to provide comments and ask questions throughout the process.
- **Speakers Bureau presentations** to discuss the study progress and regional transit needs with local community organizations.
- **One-on-one meetings** with local policy leaders to understand local perspectives of regional transit and obtain support for TBARTA’s future vision.
- **Transit Needs survey** to collect public opinion regarding public transit usage and needs throughout the region. This survey was available in both English and Spanish.
- **County outreach events** to bring information to where people are already gathering and talk with members of the community about the study.
- **MetroQuest survey** to collect public opinion regarding the proposed short-term and long-term strategies for regional transit. This survey was available in both English and Spanish.



## Section 3 Outreach and Communication Tools

The *Envision 2030* team used several tools to communicate the study to stakeholders and the community. This section describes the tools used to brand the study, get the word out, and collect the comments received.

### 3.1 Study Branding

Early on, the RTDP was branded *Envision 2030: The Future of Transit in Tampa Bay* to convey the purpose of the planning effort to the public. Logos in English and Spanish (Figure 3-1) and corresponding branding of all *Envision 2030* materials were used to ensure a cohesive image and make the study easily recognizable among the many planning efforts underway in the region. The unified look was used on all materials for the study, including documents, maps, fact sheets, presentations, and meeting displays and was created to complement the existing TBARTA logo and color palette. The five circles incorporated into the logo represent the five counties within TBARTA’s service area.

Figure 3-1: *Envision 2030* Logo



### 3.2 Webpage

An *Envision 2030* webpage was created on TBARTA’s website (Figure 3-2). to provide study information, announce public involvement opportunities, and allow comment submissions and requests to be added to the e-mail list (Figure 3-3). To visit the site, users may navigate through the TBARTA website or go to [tbarta-envision2030.com](http://tbarta-envision2030.com). The website was launched in April 2019 and is available in both English and Spanish by use of a toggle at the top of the site. All text on TBARTA’s website can be translated to Spanish.

Figure 3-2: *Envision 2030* Website

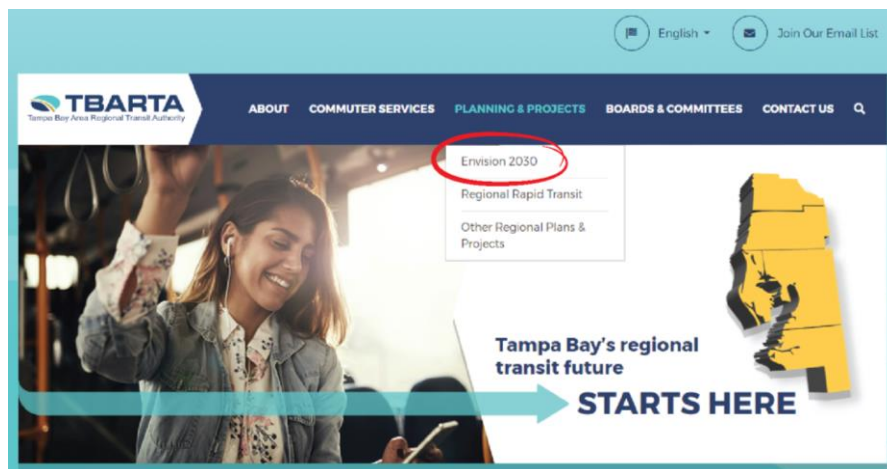




Figure 3-3: *Envision 2030* Webpage

### PLANNING & PROJECTS: ENVISION 2030

Envision 2030 is Tampa Bay's first Regional Transit Development Plan. It's both a vision and a strategy to improve the quality of life in Tampa Bay through world-class regional transit service connecting Hernando, Hillsborough, Manatee, Pasco and Pinellas counties.

More than just a plan, Envision 2030 will:

- Identify the best ways for regional transit to connect people and places in Tampa Bay
- Develop a long-term strategy for TBARTA and its partners to make regional transit improvements over the next ten years
- Determine what types of regional transit work best for us - operationally and financially
- Find ways TBARTA can better serve people right away.

### ENVISION 2030 PROPOSED NETWORK

Click to see the proposed Envision 2030 Network

We want to hear from you. Send us your comments and feedback on Envision 2030 here.

First Name\*

Last Name\*

Email Address\*

Home Zip Code\*

Comments\*

Sign up to receive project updates and public meeting notices.

Receive Project Information

Sign up to receive the TBARTA newsletter.

Subscribe to our Newsletter

I'm not a robot

reCAPTCHA

Want more information on Envision 2030? You can find it here:

[ENVISION 2030 FLYER](#)

[PUBLIC INVOLVEMENT PLAN](#)

[TECH MEMO SEPT. 2019](#)

[TECH MEMO NOV. 2019](#)

### 3.3 Social Media

Social media is a modern way of reaching out to an array of local citizens, residents, and community leaders. Information can be spread on a large scale, is cost-effective, and can provide a platform for individuals to interact with the study.

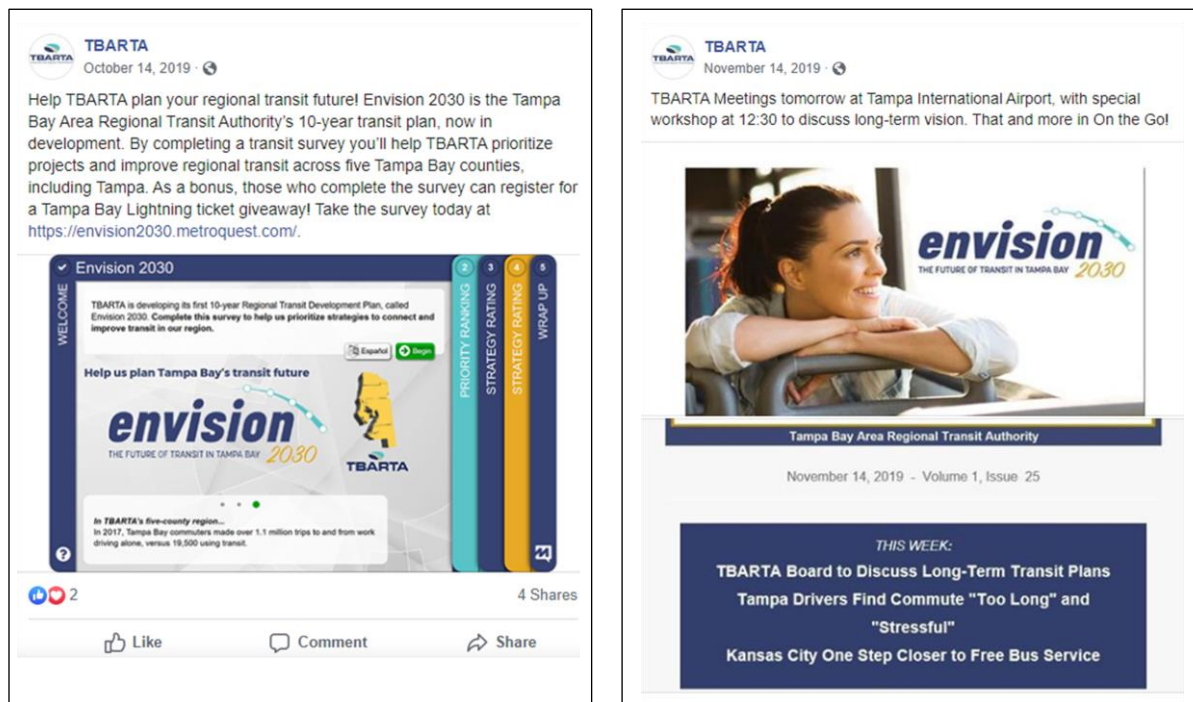
TBARTA used LinkedIn, Twitter, Facebook, and YouTube social media platforms to communicate information about the study's progress and encourage participation in the online surveys, expanding the audience that interacts and learns about *Envision 2030*. Between April 29, 2019, and January 10, 2020, TBARTA posted 70

social media posts, reaching more than 25,000 people and resulting in nearly 870 engagements (likes, share, clicks, etc.) (Table 3-1 and Figure 3-4).

**Table 3-1: TBARTA *Envision 2030* Social Media Posts**

Platform	Number of Posts	Impressions	Engagements
Linked In	9	505	27
Twitter	31	17,980	140
Facebook	29	7,060	696
YouTube	1	--	6
<b>Total</b>	<b>70</b>	<b>25,545</b>	<b>869</b>

**Figure 3-4: *Envision 2030* Sample Social Media Posts**



### 3.4 Stakeholder Database

At the onset of the study, a comprehensive stakeholder database was created to collect contact information for people invited to participate and/or who requested to participate and receive updates and special announcements throughout the process. The database was continuously updated and, at the conclusion of the study, included nearly 250 contacts for:

- Policy leaders (Federal, State, regional, and local elected officials)
- Transit and planning agency staff
- Business organizations
- Professional organizations
- Community organizations
- Media

In addition to this stakeholder database, all who completed a survey, visited the *Envision 2030* webpage, or attended an outreach event were invited to enter their email address to receive email blasts providing information and updates about TBARTA and/or specifically *Envision 2030*. Approximately three quarters of the way through the study, more than 550 email addresses (names and other contact information were not required) were collected. (Note: Some email addresses on the list may repeat those in the stakeholder database, as no filter was instilled to remove duplicate email addresses.)

### 3.5 Email Blasts

Email updates were sent out regularly as part of the weekly TBARTA e-newsletter to communicate plan development updates and public outreach opportunities. Email blasts were sent to people in the regular TBARTA email list, identified stakeholders, and anyone who requested to receive them as part of the other outreach activities. Table 3-2 outlines the dates and content of the email blasts.

**Figure 3-5: Example Email Blast Announcement**



**Table 3-2: *Envision 2030* Email Blasts**

Date	Topic
May 16, 2019	TBARTA Launches <i>Envision 2030</i>
May 24, 2019	<i>Envision 2030</i> Makes Television News
June 7, 2019	First Results for <i>Envision 2030</i> Survey
October 4, 2019	Your Turn to Decide (MetroQuest survey invitation)
October 7, 2019	Decide Tampa Bay's Transit Future (MetroQuest survey reminder)
October 11, 2019	Take the <i>Envision 2030</i> Survey (MetroQuest survey reminder)
October 18, 2019	Your Turn to Decide (MetroQuest survey reminder)
October 25, 2019	Your Turn to Decide (MetroQuest survey reminder)
October 31, 2019	Your Turn to Decide (MetroQuest survey reminder)
November 7, 2019	Response Strong to <i>Envision 2030</i> Survey
November 14, 2019	TBARTA Board Workshop Set to Discuss <i>Envision 2030</i>
November 21, 2019	Help TBARTA Plan Your Regional Transit Future! (survey reminder)
December 6, 2019	Take Our Transit Survey (survey reminder)
December 13, 2019	Take Our Transit Survey (survey reminder)
December 20, 2019	Last Change to Take TBARTA Transit Survey (final survey reminder)
January 10, 2019	<i>Envision 2030</i> Transit Survey Results (summary of final survey results)

### 3.6 Bilingual Fact Sheet

A study fact sheet was created to provide a single-page summary of the effort with information about the plan, the study area, what transit types it would include, the website address to review more information

and keep up-to-date on public involvement opportunities, and how to provide comments. The fact sheet was provided in English, with Spanish on the reverse side, as shown in Figure 3-6.

Figure 3-6: Bilingual Fact Sheet



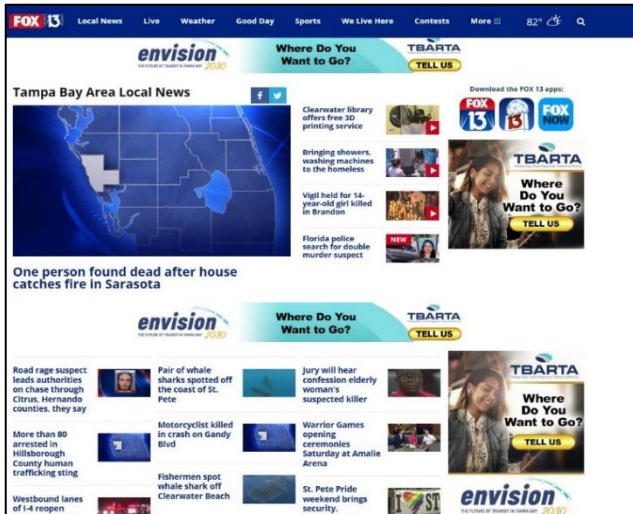
### 3.7 Public Comment Database

A database was created and maintained to collect and catalogue all comments received, the date they were received, how they were received, responses offered (as applicable), and follow-up conducted (if applicable). In total, 345 comments were received and reviewed by the project team.

### 3.8 Media Outreach

Various media and advertising strategies were used to promote *Envision 2030* at two key phases during the study. During the first phase, outreach was intended to inform residents about *Envision 2030* and promote the online transit needs survey discussed in the next section. Media outreach efforts during this phase included live news reports, online news articles, news and radio interviews with TBARTA Executive Director David Green, web videos, press releases, posters placed in partner agency buses, sponsored web content (including a 30-second video), and targeted digital advertisements. The digital aspects of this initial campaign reached more than 1.3 million people and resulted in nearly 2,000 engagements/clicks. Figure 3-7 illustrates examples of the various media outreach strategies, and Table 3-3 summarizes the interviews and articles associated with initial campaign in May 2019.

Figure 3-7: Media Campaign Examples



Top left: Fox News website, "Take Over Day," June 24, 2019  
 Top right: Tampa Bay Times-sponsored content, June 24–July 1, 2019



Above: Envision 2030 Interior bus poster.  
 Left: Envision 2030 property tax/utility insert (Spanish translation on reverse).

**Table 3-3: *Envision 2030* Media Deliverables**

Deliverable	Date	Note/Source
Pr.com (national news release)	May 8, 2019	<a href="https://www.pr.com/press-release/784872">https://www.pr.com/press-release/784872</a>
WFTS ABC Action News (live morning report)	May 9, 2019	<a href="https://www.youtube.com/watch?v=aee83VBWuag">https://www.youtube.com/watch?v=aee83VBWuag</a>
WFTS ABC Action News.com (web story)	May 9, 2019	<a href="https://www.abcactionnews.com/news/driving-tampa-bay-forward/envision-2030-asks-for-drivers-input-on-how-to-fix-transportation-issues-throughout-tampa-bay-area">https://www.abcactionnews.com/news/driving-tampa-bay-forward/envision-2030-asks-for-drivers-input-on-how-to-fix-transportation-issues-throughout-tampa-bay-area</a>
<i>Bus Ride</i> magazine (web article)	May 9, 2019	<a href="https://busride.com/tbarta-launches-next-step-in-10-year-transit-plan-envision-2030/">https://busride.com/tbarta-launches-next-step-in-10-year-transit-plan-envision-2030/</a>
Yahoo Finance (web video)	May 9, 2019	<a href="https://finance.yahoo.com/video/envision-2030-asks-drivers-input-105956416.html">https://finance.yahoo.com/video/envision-2030-asks-drivers-input-105956416.html</a>
BitChute.com (web video)	May 9, 2019	<a href="https://www.bitchute.com/video/VVYm2pTz0VED/">https://www.bitchute.com/video/VVYm2pTz0VED/</a>
One Page News.com (web video)	May 9, 2019	<a href="https://www.onenewspage.com/video/20190509/11691010/apos-Envision-2030-apos-asks-for-drivers-apos.htm">https://www.onenewspage.com/video/20190509/11691010/apos-Envision-2030-apos-asks-for-drivers-apos.htm</a>
WTVT Fox 13 report (web article)	May 11, 2019	Aired on 6:00 pm and 11:00 pm newscasts
WTVT (web story)	May 11, 2019	<a href="http://www.fox13news.com/news/local-news/new-cross-county-transit-options-could-be-on-the-horizon-for-the-tampa-bay-area">http://www.fox13news.com/news/local-news/new-cross-county-transit-options-could-be-on-the-horizon-for-the-tampa-bay-area</a>
<i>Sarasota-Manatee Herald-Tribune</i> (newspaper & web article)	May 13, 2019	<a href="https://www.heraldtribune.com/news/20190513/transit-authority-wants-manatee-residents-input">https://www.heraldtribune.com/news/20190513/transit-authority-wants-manatee-residents-input</a>
Jacksonville News.com (web video)	May 13, 2019	<a href="https://www.jacksonville.com/news/20190513/transit-authority-wants-manatee-residents-input?template=ampart">https://www.jacksonville.com/news/20190513/transit-authority-wants-manatee-residents-input?template=ampart</a>
WFLA Morning Report	May 14, 2019	Aired during morning news segment
<i>Mass Transit</i> magazine (web article)	May 14, 2019	<a href="https://www.masstransitmag.com/bus/news/21080465/transit-authority-wants-manatee-residents-input">https://www.masstransitmag.com/bus/news/21080465/transit-authority-wants-manatee-residents-input</a>
Streetsblog USA (web article)	May 14, 2019	<a href="https://usa.streetsblog.org/2019/05/14/could-a-new-mayor-bring-new-transit-to-tampa-bay-hint-hed-better/">https://usa.streetsblog.org/2019/05/14/could-a-new-mayor-bring-new-transit-to-tampa-bay-hint-hed-better/</a>
Bay News 9 (interview with David Green)	May 27, 2019	Aired four times 1:00–5:00 pm

The second media campaign focused on the MetroQuest survey. TBARTA worked with television station WTVT (Fox 13) to run a media campaign October 28–November 24, 2019 to advertise the survey online with a direct link to the MetroQuest site. The campaign had a total of 1.17 million impressions, which resulted in 1,548 clicks to the survey. TBARTA also provided bilingual inserts to get the word out about the survey to be included in property tax notices and utility bills sent by the following agencies in November and December 2019:

- Hillsborough County Tax Collector
- Pinellas County Utilities Department
- St. Petersburg Utilities Department
- Pinellas Park Water Department
- Dunedin Water Department
- Manatee County Water Department

More than 660,000 inserts were sent out by the Hillsborough County Property Tax Collector and Pinellas County Utilities Department alone.

Overall, the targeted advertising, sponsored content, and inserts reached nearly 2.5 million people throughout the region, resulting in more than 3,500 direct clicks on the content (Table 3-4).

**Table 3-4: *Envision 2030* Digital Campaign Statistics**

Campaign	Reach	Impressions/Clicks
Digital Transit Needs survey (Jun–Jul 2019)	1,297,344	1,942
Digital MetroQuest survey (Oct 28–Nov 24, 2019)	1,177,040	1,548
Property Appraiser/utility inserts	662,000+	Not measurable
<b>Total</b>	<b>3,136,384+</b>	<b>3,490+</b>

## Section 4 Outreach and Engagement Strategies

This section describes in detail all outreach and engagement strategies conducted during *Envision 2030*. Two main outreach strategies were undertaken—direct engagement through meetings, presentations, and community events and input gathered online through survey tools.

### 4.1 Meetings, Presentations, and Community Events

In total, 40 outreach events that were open to or were provided for the public were held (or scheduled at time of publication) for *Envision 2030* (Table 4-1):

- **TBARTA boards and committees** – 16 presentations made to the TBARTA Board, the Citizens Advisory Committee, and the Transit Management Committee/*Envision 2030* Technical Advisory Group (TAG).
- **Community workshops/events** – 9 events at which members of the *Envision 2030* team directly engaged and interacted with the public at events throughout the region.
- **Stakeholder presentations** – 15 presentations to partner agency boards and committees and other interested community organizations that allowed agency staff, elected officials, and community leaders the opportunity to learn more, ask questions, and provide comments about *Envision 2030*.

**Table 4-1: Public/Stakeholder Meetings and Presentations**

Date	Agency or Organization
March 12, 2019	TBARTA Transit Management Committee/ <i>Envision 2030</i> Technical Advisory Group
March 22, 2019	MPO Staff Directors
April 26, 2019	TBARTA Citizens Advisory Committee
May 11, 2019	<i>Envision 2030</i> Outreach Event – Tampa Train Day
May 17, 2019	TBARTA Board
May 18, 2019	<i>Envision 2030</i> Outreach Event – St. Petersburg Saturday Morning Market
May 19, 2019	<i>Envision 2030</i> Outreach Event – Brooksville Farmers Market
May 25, 2019	<i>Envision 2030</i> Outreach Event – Bradenton Farmers Market
June 1, 2019	<i>Envision 2030</i> Outreach Event – Fresh Market at the Shops at Wiregrass
June 5, 2019	TBARTA Citizens Advisory Committee
June 6, 2019	Tampa Bay Partnership
June 7, 2019	TMA Leadership Group
June 22, 2019	<i>Envision 2030</i> Outreach Event – Red Barn Flea Market, Bradenton
July 10, 2019	Westshore Alliance Group
June 11, 2019	TBARTA Transit Management Committee/ <i>Envision 2030</i> Technical Advisory Group
July 10, 2019	Tampa Bay Partnership
July 19, 2019	Chairs Coordinating Committee
August 14, 2019	Hillsborough MPO Citizens Advisory Committee



August 19, 2019	Hillsborough MPO Technical Advisory Committee
September 10, 2019	TBARTA Transit Management Committee/ <i>Envision 2030</i> Technical Advisory Group
September 27, 2019	TBARTA Board
October 16, 2019	TBARTA Citizens Advisory Committee
November 12, 2019	TBARTA Transit Management Committee/ <i>Envision 2030</i> Technical Advisory Group
November 15, 2019	TBARTA Board <i>Envision 2030</i> Workshop
November 21, 2019	Intercultural Advocacy Center
December 4, 2019	Forward Pinellas Technical Coordinating Committee
December 5, 2019	Forward Pinellas Citizens Advisory Committee
December 5, 2019	Regional Rapid Transit Public Workshop, Pasco County
December 10, 2019	Regional Rapid Transit Public Workshop, Hillsborough County
December 11, 2019	Regional Rapid Transit Public Workshop, Pinellas County
December 12, 2019	Visit Pasco
January 7, 2020	Hillsborough MPO Board
January 10, 2020	Tampa Bay Partnership
January 17, 2020	TBARTA Board
February 12, 2020	TBARTA Citizens Advisory Committee
February 13, 2020	Hernando-Citrus MPO Board
March 10, 2020*	TBARTA Transit Management Committee/ <i>Envision 2030</i> Technical Advisory Group
April 15, 2020*	TBARTA Citizens Advisory Committee
May 12, 2020*	TBARTA Transit Management Committee/ <i>Envision 2030</i> Technical Advisory Group
May 15, 2020*	TBARTA Board ( <i>Envision 2030</i> adoption)

\*Scheduled as of publication date.

### Technical Advisory Group

The TAG was responsible for oversight of the study and ensuring that it adhered to regional objectives and needs. The 12 TAG members include TBARTA’s Transit Management Committee (TMC), which is made up of the region’s transit agency directors, representatives from FDOT Districts 1 and 7 and the four Regional Workforce Boards as required by Florida Statutes, and one MPO representative from the Chairs Coordinating Committee (CCC) Staff Directors Committee.

The TAG was scheduled to meet six times during development of *Envision 2030*. During the meetings, the study team presented an update of work completed since the prior meeting and facilitated a dialogue, accepting comments and questions about the information presented. Table 4-2 outlines topics discussed at the meetings.

**Table 4-2: TAG Meeting Summary**

Date	Topic
March 12, 2019	Overview of RTDP, make-up of TAG, objectives of plan, and factors to consider during development of plan
June 11, 2019	Baseline conditions analysis, public outreach update, and agency selection for peer review
September 10, 2019	Existing regional transit services and initial regional transit vision
November 12, 2019	Regional transit demand assessment, regional transit needs, transit improvements evaluation, and public outreach update
Scheduled for March 10, 2020	Draft <i>Envision 2030</i> Plan, including 10-year service and financial plan
Scheduled for May 12, 2020	Final <i>Envision 2030</i> Plan approval by TAG

**County Outreach Events**

The project team attended nine events around the region to provide information, answer questions about the effort, and request that people complete the Transit Needs survey. These events allowed the team to bring information to where people were already gathering and talk with members of the community about the study.

During the initial phase of outreach, the team attended six events. At each, the team had a booth that consisted of a table and display boards. Materials available included a fact sheet, business cards with the survey link, and tablets pre-loaded with the Transit Needs survey. The events during this phase included:

- May 11, 2019 – Train Day (Tampa)
- May 18, 2019 – St. Petersburg Saturday Morning Market
- May 19, 2019 – Brooksville Farmers Market
- May 25, 2019 – Bradenton Farmers Market
- June 1, 2019 – Fresh Market at The Shops at Wiregrass, Wesley Chapel
- June 22, 2019 – Red Barn Flea Market, Bradenton



*Fresh Market at The Shops at Wiregrass*



*Brooksville Farmers Market*



*St. Petersburg Saturday Morning Market*



*Bradenton Farmers Market*

During the final phase, the team attended three public meetings for TBARTA's Regional Rapid Transit (RRT) project to provide information and answer questions. Meetings during this phase included:

- December 5, 2019 – RRT Workshop at Pasco-Hernando State College, Wesley Chapel
- December 10, 2019 – RRT Workshop at International Plaza Corporate Center 3, Tampa
- December 11, 2019 – RRT Workshop at Pinellas Suncoast Transit Authority, St. Petersburg



*RRT Workshop, Wesley Chapel*



*RRT Workshop, Tampa*

## 4.2 Online Surveys

### Transit Needs Survey

An online Transit Needs survey was used to obtain input early about public transit usage throughout Tampa Bay and the public’s thoughts on regional transit needs. This information also assisted TBARTA in understanding the existing challenges and obstacles to consider in the plan. The survey was available on the website from May 6, 2019, to July 26, 2019, and a total of 811 surveys were completed. Of those, 31% of respondents subscribed to receive periodic *Envision 2030* information and 20% subscribed to TBARTA’s newsletter.

Below are the Transit Needs survey questions with responses.

**Figure 4-1: Transit Needs Survey**

**Envision 2030 Transit Needs Survey**

The Tampa Bay Area Regional Transit Authority (TBARTA) invites you to take a few minutes to complete this brief survey for Envision 2030, Tampa Bay’s first regional transit development plan. The purpose of this plan is to identify the best ways for regional transit to connect people and places across TBARTA’s five-county service area (Hernando, Hillsborough, Pasco, Pinellas and Manatee counties).

1. Are you aware of the Tampa Bay Area Regional Transit Authority (TBARTA) and its purpose?

Yes to both

Yes, I have heard of TBARTA but I’m not sure of its purpose

No

2. Have you ridden public transit in the Tampa Bay Region in the past year?

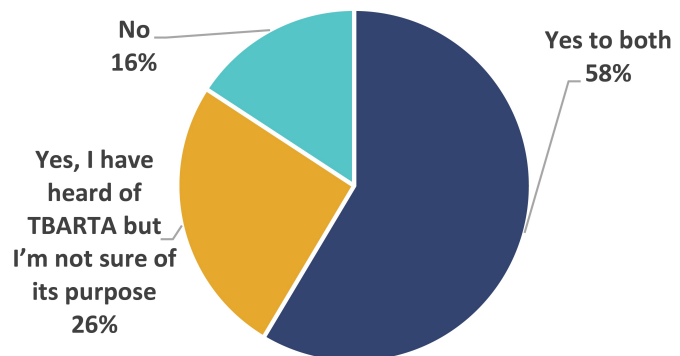
Yes

No

[Next](#)

**Figure 4-2: Awareness of TBARTA**

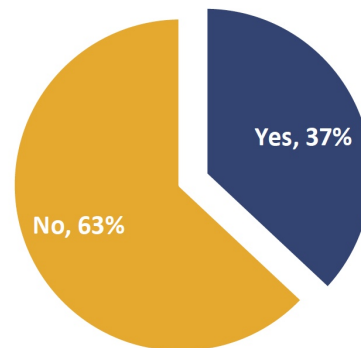
**Survey Question:**  
Are you aware of the Tampa Bay Area Regional Transit Authority (TBARTA) and its purpose?



**Figure 4-3: Experience with Transit in Past Year**

**Survey Question:**

Have you ridden public transit in the Tampa Bay Region in the past year?



**For those who answered “no” ...**

Which transit services in the Tampa Bay region are you aware of?

- **HART 81%**
- MCAT 32%
- **PSTA 63%**
- PCPT 25%
- THEBus 11%
- Cross Bay Ferry 57%
- Downtown St. Pete Looper 31%
- Clearwater Jolley Trolley 38%
- Other 5%

What is the #1 reason you do not use transit?

- Doesn't come often enough 11%
- Does not run when I need to go 9%
- **Does not go where I need it to go 37%**
- Weather (heat/rain) <1%
- I don't feel safe on transit 3%
- **I prefer to drive 21%**

**For those who answered “yes” ...**

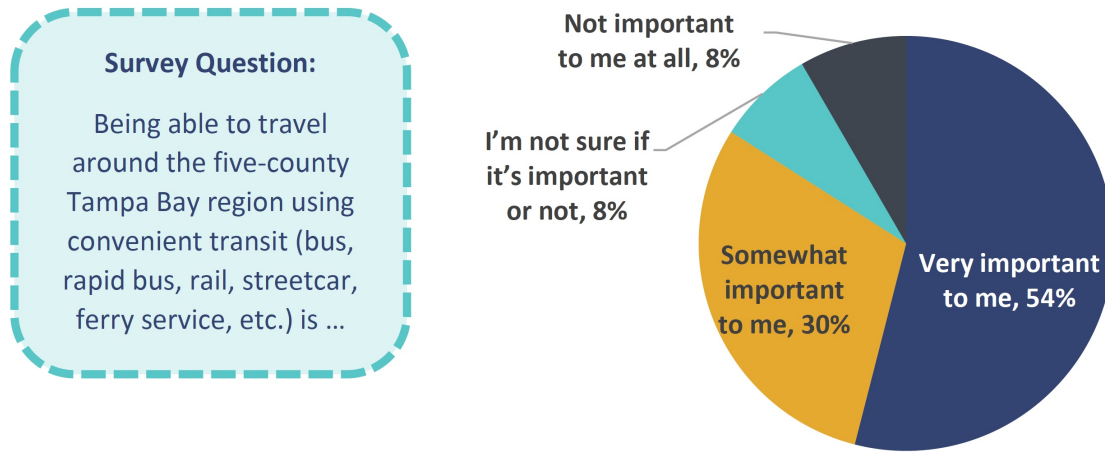
Which transit services in the Tampa Bay region have you used within the past year?

- HART 47%
- MCAT 14%
- PSTA 27%
- PCPT 7%
- THEBus – 1%
- Cross Bay Ferry – 25%
- Ybor Streetcar – 61%
- Downtown St. Pete Looper 15%
- Clearwater Jolley Trolley 13%
- Other 4%

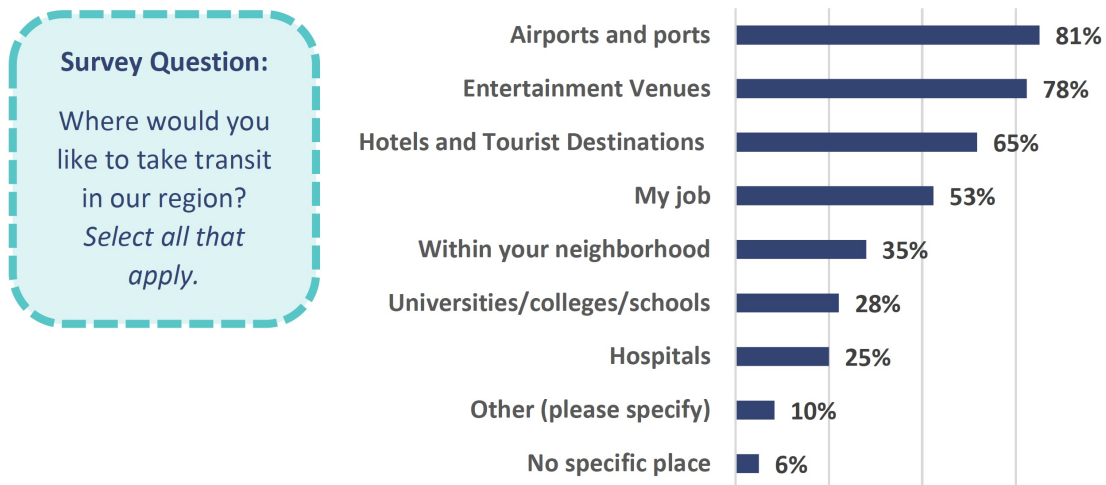
How often do you ride transit?

- Daily 9%
- Weekly 16%
- Monthly 17%
- Once every few months or less – 58%

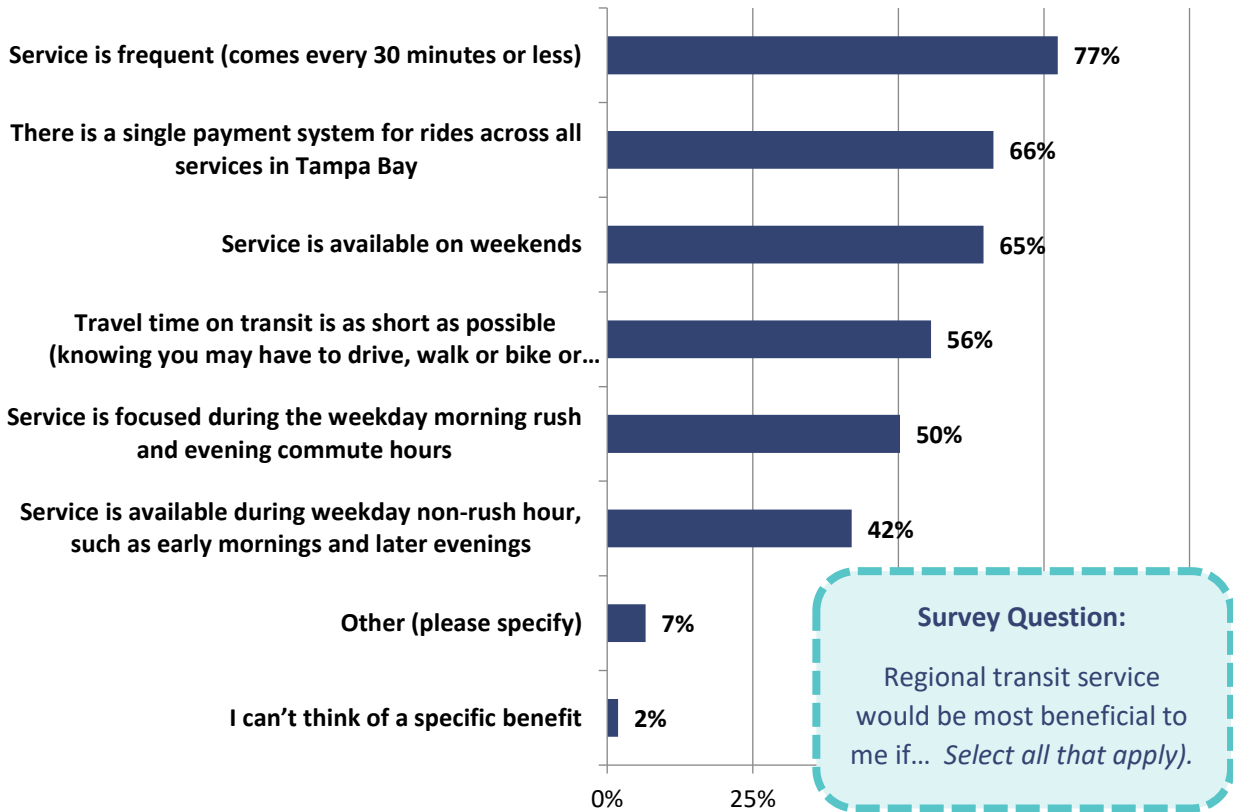
**Figure 4-4: Importance of Regional Transit**



**Figure 4-5: Regional Transit Destinations**



**Figure 4-6: Most Beneficial Regional Transit Service**



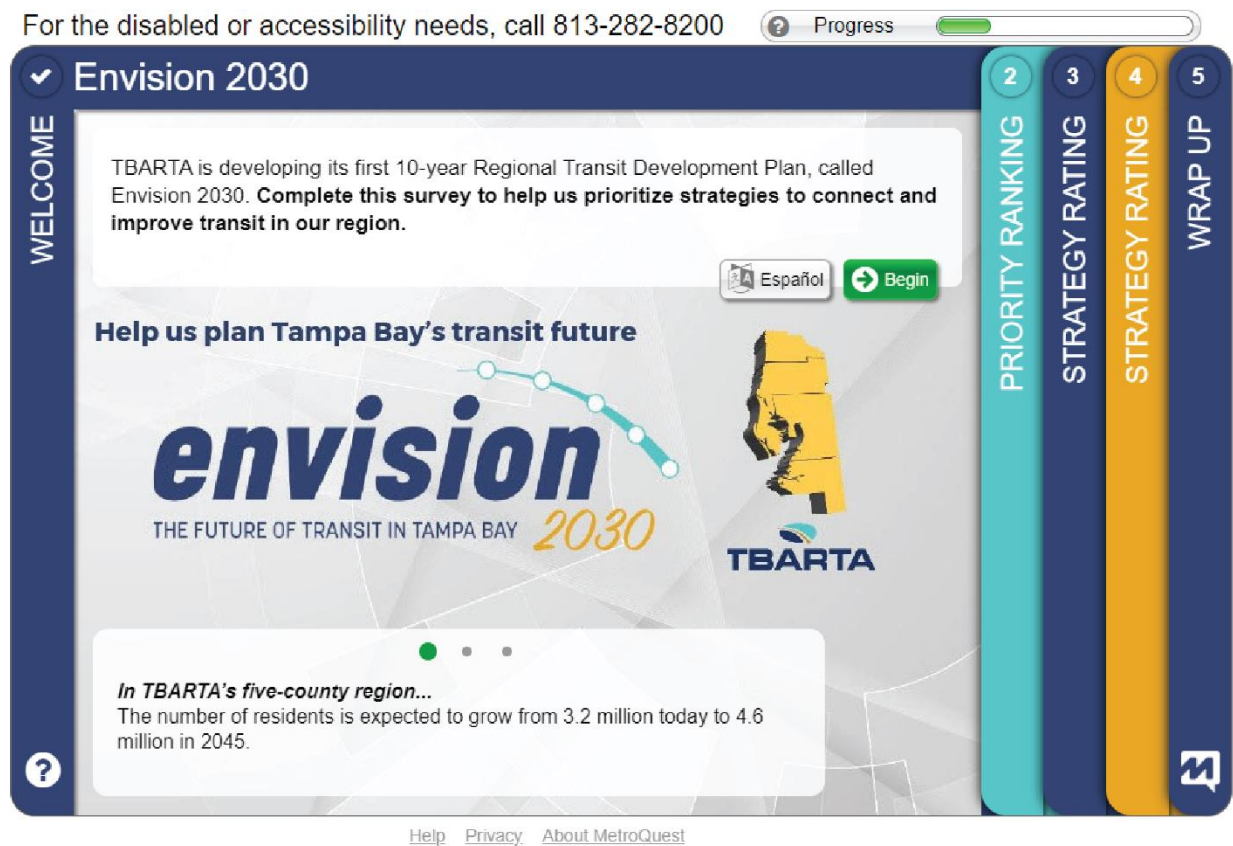
**Table 4-3: Demographic Profile (Transit Needs Survey Participants)**

Question	% of Responses
<b>In our house we have...</b>	
No cars in our household by choice	3%
No cars in our household not by choice	2%
One car per licensed driver	42%
1 car shared by multiple drivers	10%
2+ cars shared by multiple drivers	43%
<b>My age is...</b>	
Less than 18	1%
18–24	5%
25–54	54%
55–64	21%
65+	19%
<b>My annual household income is...</b>	
Less than \$25,000	6%
\$25,000–\$34,999	6%
\$35,000–\$49,999	9%
\$50,000–\$74,999	18%
\$75,000–\$99,999	18%
\$100,000 or more	43%

## MetroQuest Survey

During the final phase of outreach, a MetroQuest survey was built to collect public opinion throughout Tampa Bay regarding the short- and long-term strategies for regional transit. The survey included five digital survey pages, some with multiple tabs. A Spanish version of the survey was made available. Survey participants who completed the survey were entered into a drawing to win one of two sets of Tampa Bay Lightning tickets. In total, 1,784 surveys were collected; of these, 12 were in Spanish and 32% were taken via a mobile device. The individual screens and results are presented below.

**Figure 4-7: MetroQuest Screen 1, Welcome**



The “Welcome” screen explained why *Envision 2030* is necessary to assist in prioritizing strategies to connect and improve transit in the region. This page included the following facts to help set the stage before the user completed the activities on the following screens:

In TBARTA’s five county region ...

- The number of residents is expected to grow from 3.2 million today to 4.6 million in 2045.
- In total, 7% of all households are carless, and 43% have access to only one vehicle.
- In 2017, Tampa Bay commuters made more than 1.1 million trips to and from work driving alone versus 19,500 using transit.

This screen did not include any questions or opportunities to answer.



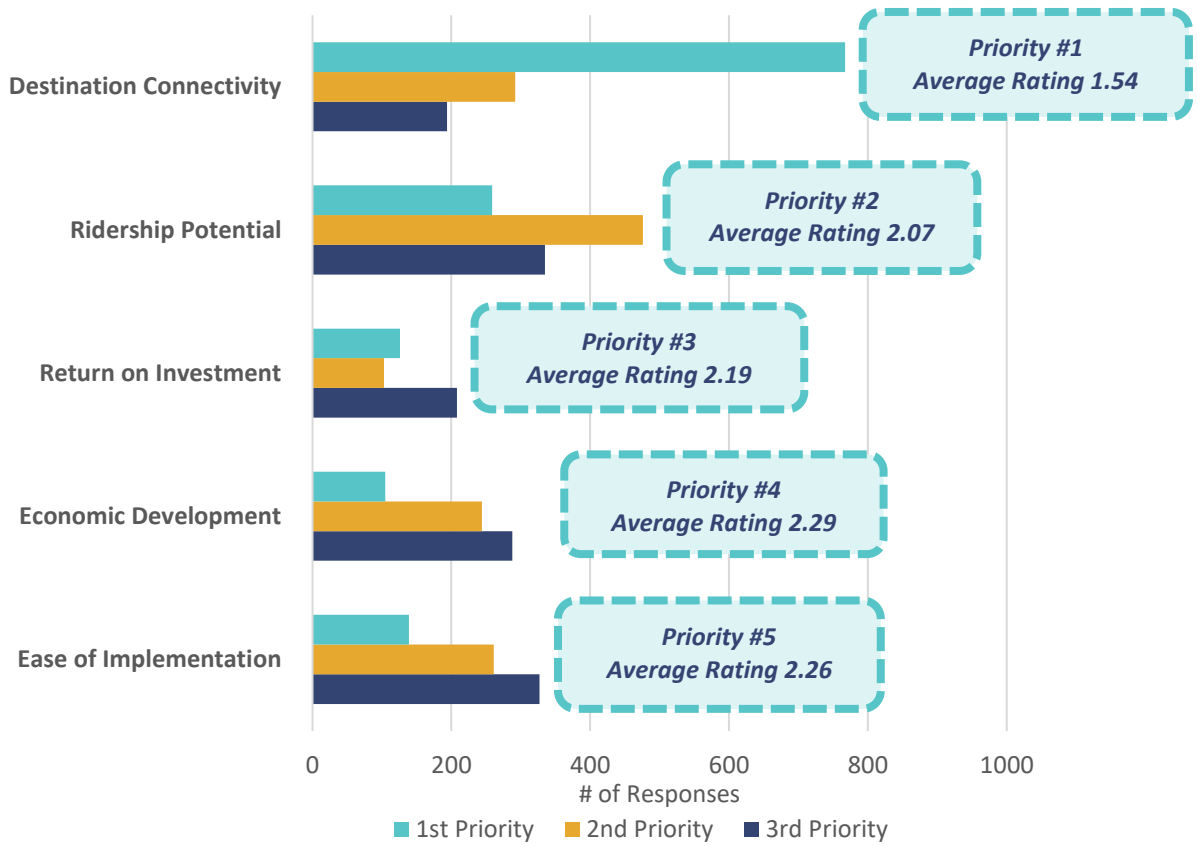
**Figure 4-8: MetroQuest Screen 2, Priority Ranking**



This slide gave participants the option to rank their top three preferred strategies for what matters most to them when it comes to planning for future regional transit from the following five categories:


- **Economic Development** – would focus on the projects and service that could stimulate smart, compact, and/or mixed-use development.
- **Ease of Implementation** – would focus on the projects and service that could be built or started quickly and at a relatively lower cost.
- **Destination Connectivity** – would focus on the projects and service that connect major destinations, such as Downtown Tampa, Westshore, or the University of South Florida.
- **Ridership Potential** – would focus on the projects and service that are expected to serve the most riders, typically serving common travel patterns.
- **Return on Investment** – would focus on the projects and service that bring in a higher level of investment and a lower cost.

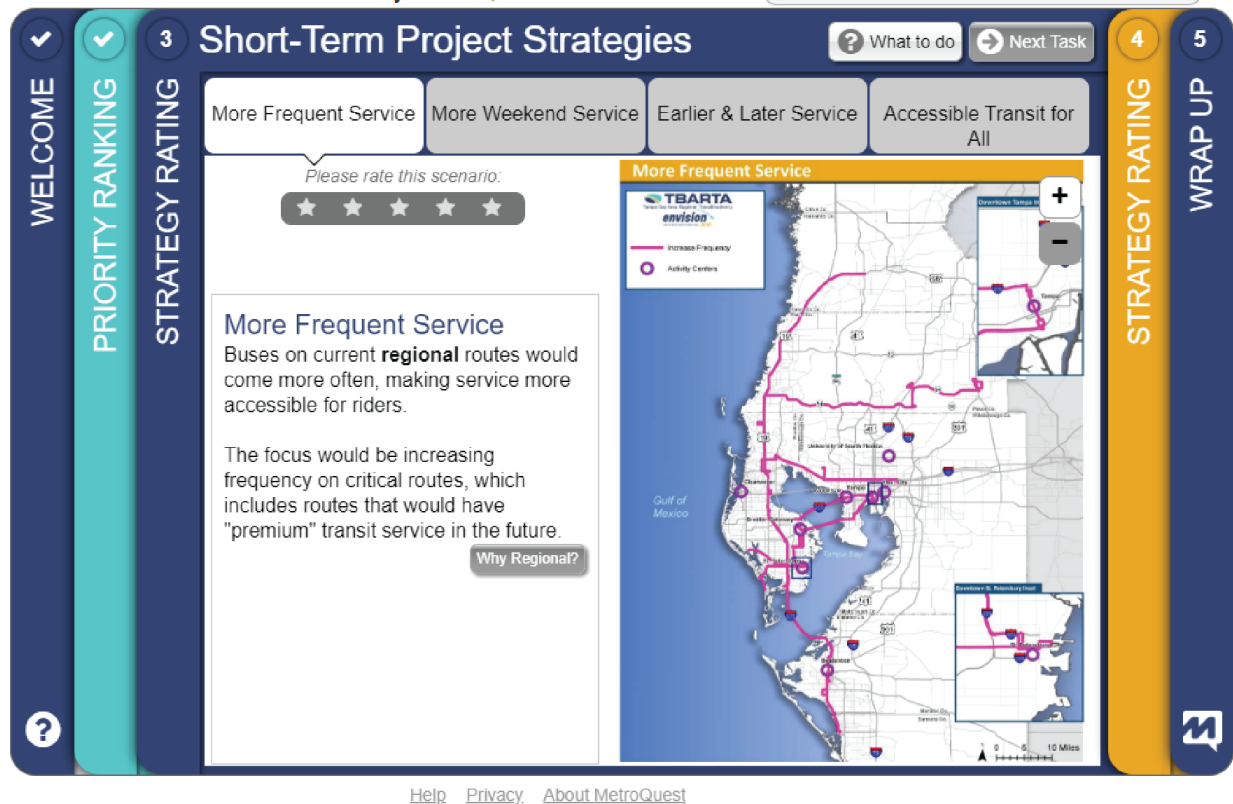
**Figure 4-9: MetroQuest Priority Ranking Results**



**Figure 4-10: MetroQuest Screen 3, Short-term Project Strategies**

For the disabled or accessibility needs, call 813-282-8200

Progress 



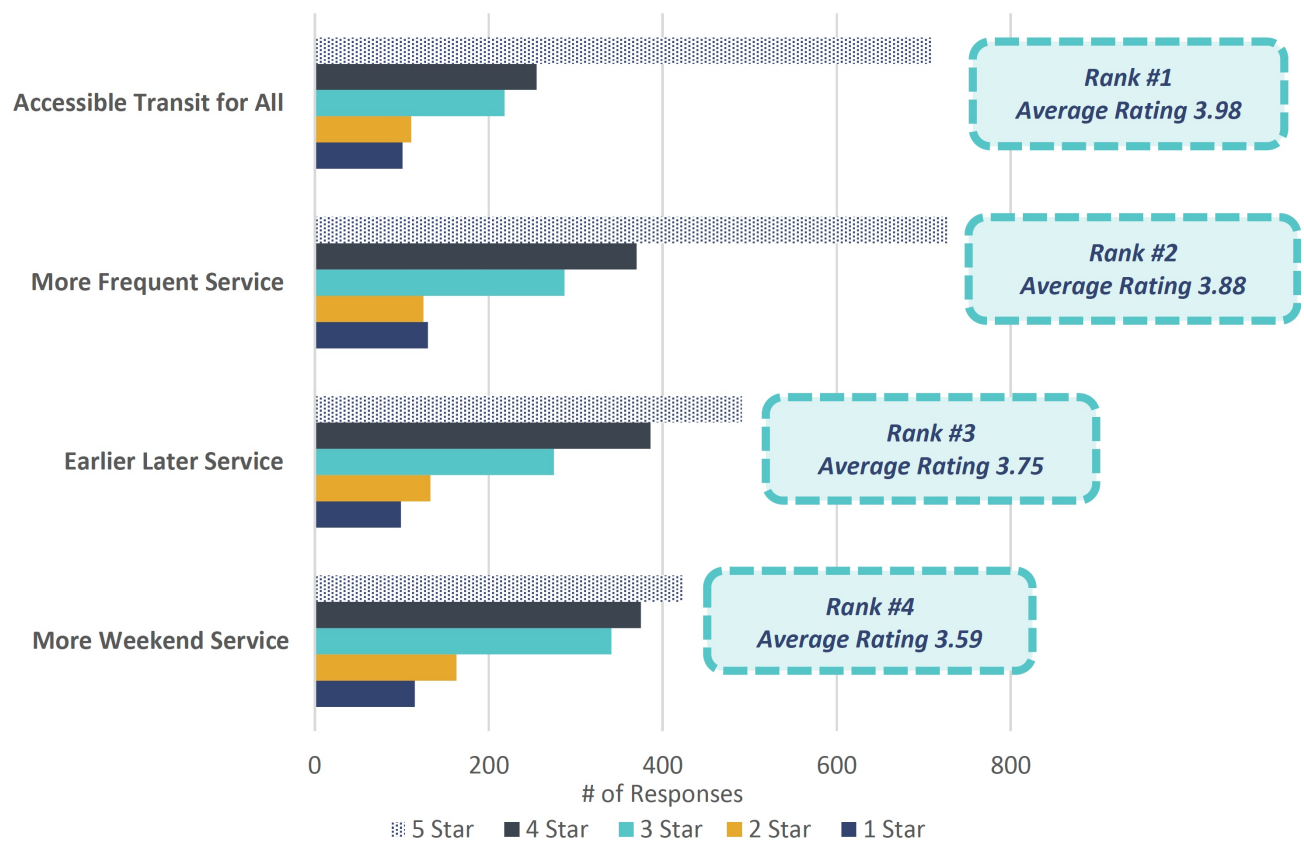
The screenshot displays the 'Short-Term Project Strategies' screen. At the top, there are four strategy buttons: 'More Frequent Service', 'More Weekend Service', 'Earlier & Later Service', and 'Accessible Transit for All'. The 'More Frequent Service' strategy is highlighted. Below the buttons, there is a star rating section with five stars and a 'Please rate this scenario:' prompt. The main content area for the selected strategy includes a title 'More Frequent Service', a description: 'Buses on current regional routes would come more often, making service more accessible for riders.', and a sub-section 'The focus would be increasing frequency on critical routes, which includes routes that would have "premium" transit service in the future.' with a 'Why Regional?' button. To the right is a map of the Tampa Bay area with pink lines indicating transit routes and purple circles for activity centers. The map includes a legend for 'Increase Frequency' and 'Activity Centers', a scale bar for 10 miles, and zoom controls. The screen is framed by a navigation bar with 'WELCOME', 'PRIORITY RANKING', 'STRATEGY RATING', and 'WRAP UP' sections, and a progress indicator at the top right.

[Help](#) [Privacy](#) [About MetroQuest](#)

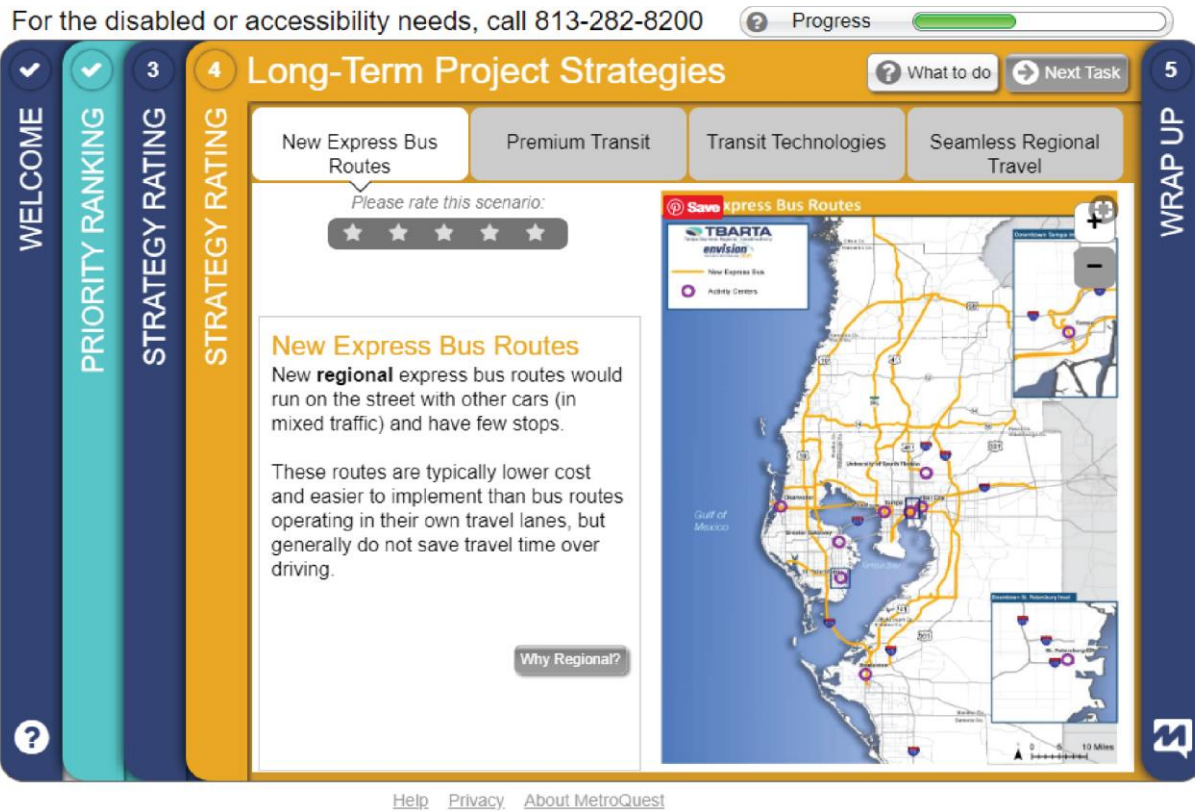
The short-term project strategies screen asked, “How could we improve regional transit in the shorter term (2–5 years)?” Participants were asked to rate each strategy with 1 to 5 stars, with 5 being the best. Each of the packages gives different strategies for improving regional transit:

- **Short-Term Strategy 1: More Frequent Service** – improvements to how often the bus comes would be made to existing regional routes, focusing on critical regional transit routes; this includes increasing frequency of service on existing routes identified for premium transit service in the future.
- **Short-Term Strategy 2: More Weekend Service** – provide new or improve existing weekend service on select routes that serve multiple counties or major destinations, so transit could be an option for making these regional trips; currently, there is very limited weekend regional transit service.
- **Short-Term Strategy 3: Earlier and Later Service** – focus on new or modified routes that can be implemented in the near term to close gaps between existing routes and major activity centers in the regional network.
- **Short-Term Strategy 4: Accessible Transit for All** – focus on improving regional transit options for transit-dependent persons, including older adults, persons with disabilities, or persons who are low-income.

**Figure 4-11: MetroQuest Screen 3 Results**



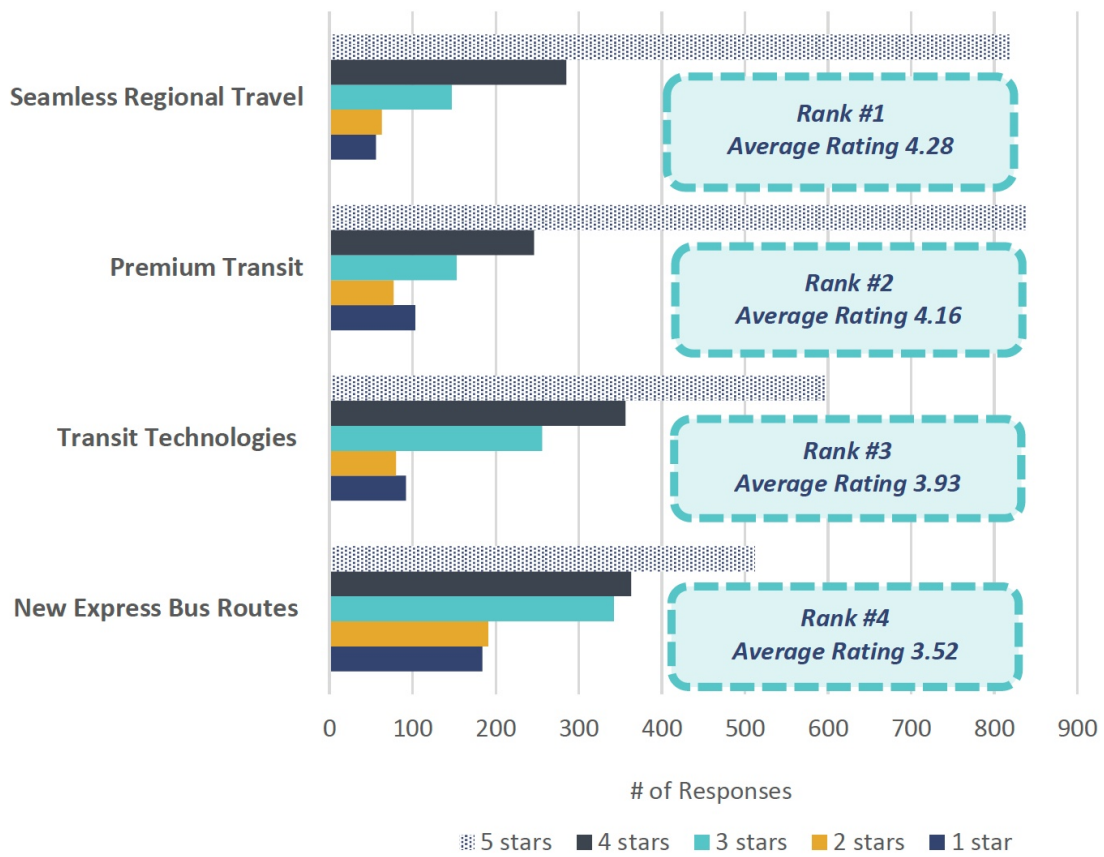
**Figure 4-12: MetroQuest Screen 4, Long-term Project Strategies**




Long-term project strategies asked, “How could we improve regional transit in the longer term (5+ years)?” Participants could rate each strategy with 1 to 5 stars, with 5 being the best. These are all long-term solution and services that represents strategies for improving regional transit:

- **Long-Term Strategy 1: New Express Bus Routes** – focus on improving existing regional service by adding new express bus routes that operate in mixed traffic and have few stops. These routes are typically lower-cost and easier to implement than bus routes operating in exclusive travel lanes, but generally do not have travel time advantages over driving.
- **Long-Term Strategy 2: Premium Transit** – focus on premium transit service options where vehicles operate outside of general traffic lanes; this includes passenger ferry service, rail, or premium bus service that operates in dedicated transit lanes (either permanently dedicated or only during specific times). These modes can allow transit to be a faster option than driving, particularly during times of high traffic congestion.
- **Long-Term Strategy 3: Transit Technologies** – implement transit technologies or innovative modes that make regional transit service faster, easier, and more reliable.
- **Long-Term Strategy 4: Seamless Regional Travel** – pursue a comprehensive and coordinated regional transit system. Potential strategies include improving the ease at which riders can transfer between systems, developing a unified regional transit brand, improving wayfinding/signage for regional services, and simplifying fare payments between different systems.

**Figure 4-13: MetroQuest Screen 4 Results**



**Figure 4-14: MetroQuest Screen 5, Closing**

For the disabled or accessibility needs, call 813-282-8200 Progress 

WELCOME

PRIORITY RANKING

STRATEGY RATING

STRATEGY RATING

WRAP UP

## Closing

**Final Questions (Optional)**

Home ZIP code:

Work ZIP code (If none, skip):

Age:  
Select...

Annual Household Income:  
Select...

Would you like to receive more information?

Yes, Envision 2030 project information


Yes, TBARTA's weekly email     No, thank you

Provide your email to receive project updates and be entered into a drawing to win Tampa Bay Lightning tickets!


**Thank you!**

For more information, or to provide additional comments, click one of the links below.

Enter your email for a chance to win Tampa Bay Lightning tickets!



THE FUTURE OF TRANSIT IN TAMPA BAY 2030



Tampa Bay Area Regional Transit Authority

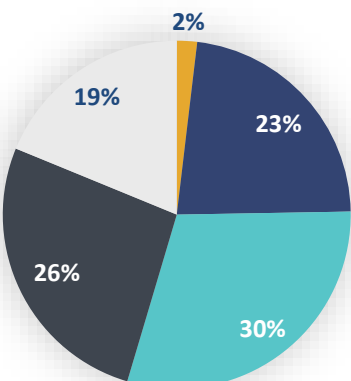
[Help](#) [Privacy](#) [About MetroQuest](#)

Questions on the closing page were optional. Participants were asked demographic questions and could also enter their email address to keep up with the future of the study and TBARTA's weekly newsletters and enter their email for a chance to win Tampa Bay Lightning tickets.

**Figure 4-15: MetroQuest Screen 5 Results**

**My age is ...**

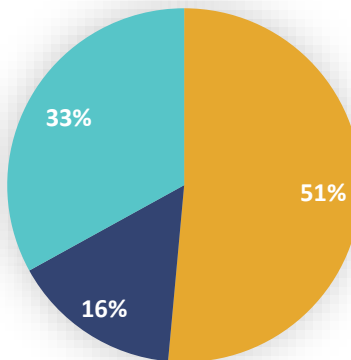
- 18-24
- 25-39
- 40-54
- 55-64
- 65+



Age Group	Percentage
18-24	2%
25-39	23%
40-54	30%
55-64	26%
65+	19%

**More Information?**

- No, thank you
- Yes, Envision 2030 project information
- Yes, TBARTA's weekly email

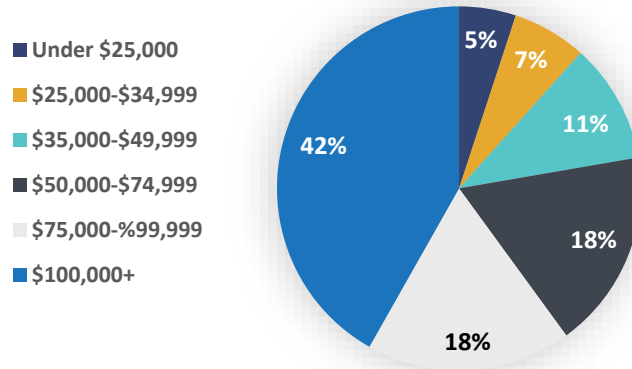


Response	Percentage
No, thank you	51%
Yes, Envision 2030 project information	16%
Yes, TBARTA's weekly email	33%

Envision 2030 Technical Memorandum 5

4-16

My annual household income is ...



### 4.3 Summary of Envision 2030 Outreach Efforts

During both the transit needs and MetroQuest surveys, home ZIP codes provided by participants were tracked to monitor the geographic reach of each. Using this information, digital and social media strategies described in the previous section were adjusted to target areas with lower participation.

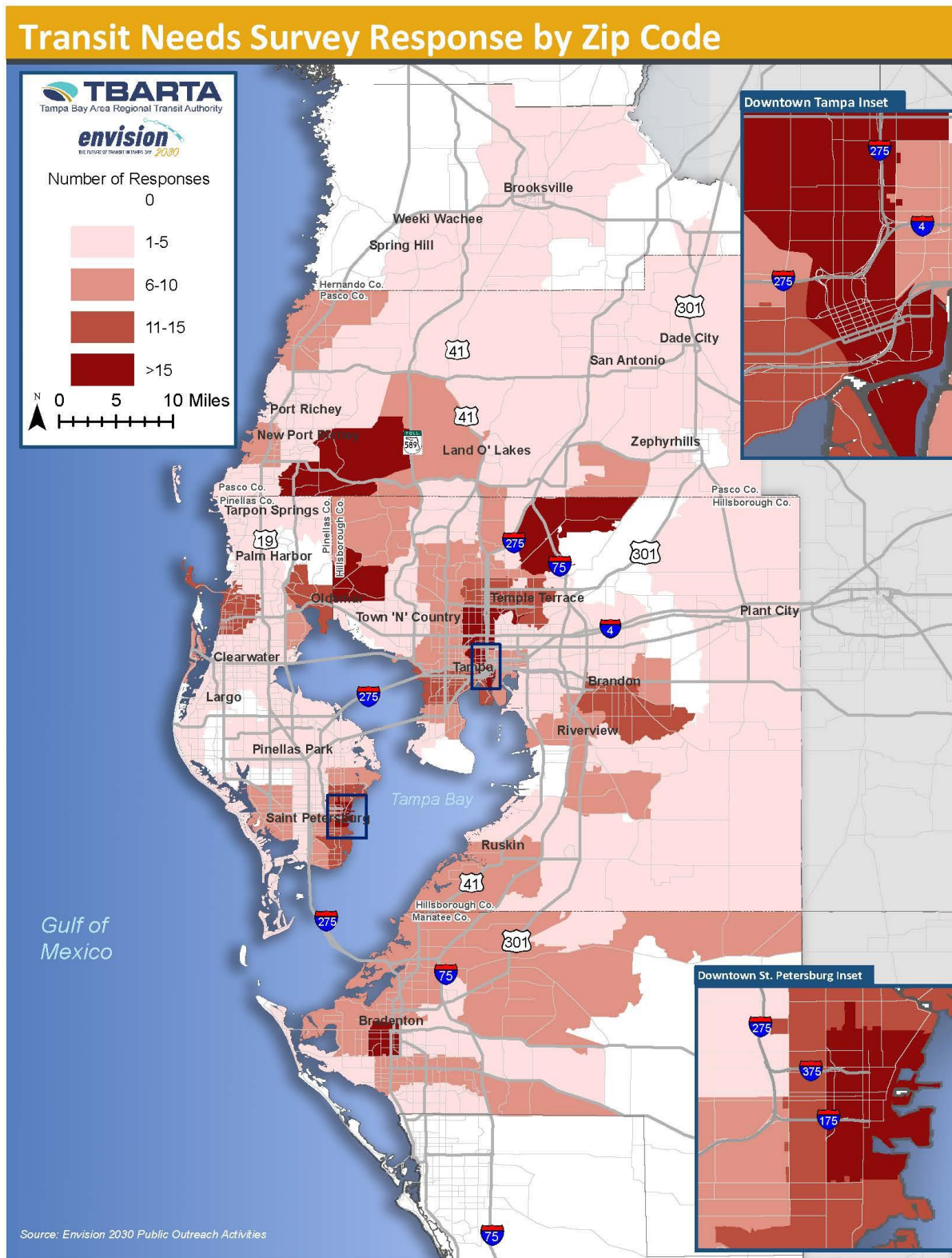
Maps 4-1 and 4-2 illustrate the final distribution of ZIP codes received for the transit needs and MetroQuest surveys, respectively. Responses were received from 81% of the region’s ZIP codes and the distribution of ZIP codes by county for each survey is presented in Table 4-4.

Table 4-4: Survey Responses by ZIP Code

County	Transit Needs Survey		MetroQuest Survey	
	# Participants	Percent	# Participants	Percent
Hillsborough	403	50%	722	50%
Pinellas	183	23%	510	36%
Manatee	94	12%	66	5%
Pasco	87	11%	81	6%
Hernando	11	1%	20	1%
Other	25	3%	36	3%
<b>Total</b>	<b>803</b>	<b>100%</b>	<b>1,435</b>	<b>100%</b>



Map 4-1: Transit Needs Survey ZIP Code Distribution



Map 4-2: MetroQuest Survey ZIP Code Distribution

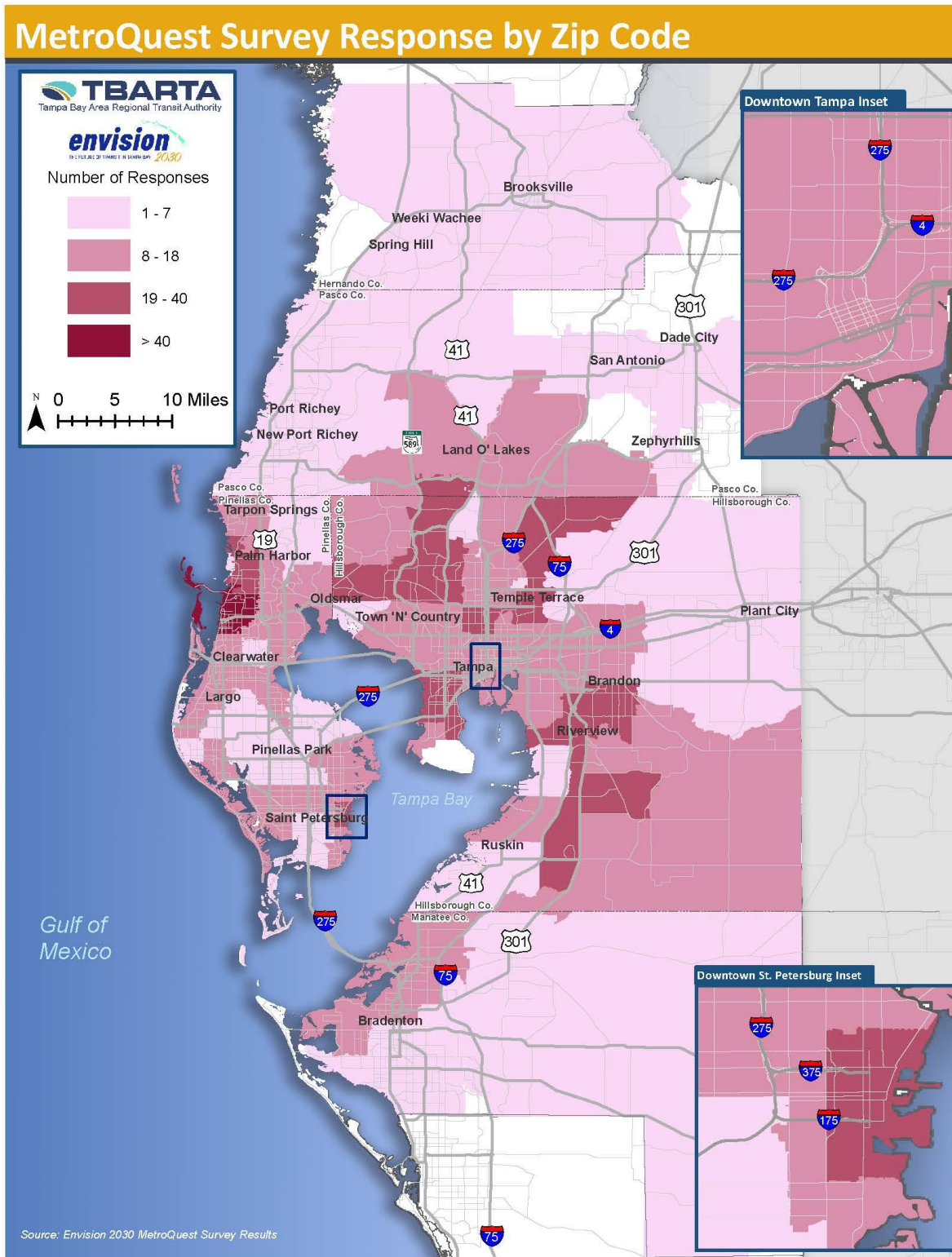


Table 4-5 summarizes the estimated number of contacts from the outreach activities previously discussed. Based on the available data, it is estimated that 3.17+ million people were reached through the various activities and more than 10,000+ people were directly engaged, either through digital methods, emails, online surveys, or in-person at meetings/community events.

**Table 4-5: *Envision 2030* Outreach Contacts (April–December 2019)**

Outreach Activity	Estimated Number of Contacts	Estimated Number of Engagements
Social media	25,545	869
Digital campaign	3,136,384+	3,490+
<i>Envision 2030</i> stakeholder contacts	190	
Public outreach events, meetings, presentations (9)	500+	
Online surveys (Transit Needs & MetroQuest)	2,594	
TBARTA email communications	2,349	
Website comment forms	85	
<b>Total Reach (Direct Engagements)</b>	<b>3.17M+</b>	<b>10,000+</b>

*Strategies used to spread the word about Envision 2030*

*Input used to help identify and evaluate needs & improvements*



# *envision*

THE FUTURE OF TRANSIT IN TAMPA BAY *2030*

## Regional Transit Development Plan Public Involvement Plan

Final  
April 30, 2019

*Prepared for*



*Prepared by*



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## Section 1 Background

During the 2017 Florida Legislative session, the Tampa Bay Area Regional Transportation Authority underwent changes to its name, membership and planning requirements as part of Senate Bill (SB) 1672. SB 1672 refocused the agency as the Tampa Bay Area Regional Transit Authority (TBARTA), reduced its membership from seven to five counties to include Manatee, Pasco, Pinellas, Hernando, and Hillsborough, and modified its planning requirement from producing a 25-year long-range transportation master plan to a 10-year Regional Transit Development Plan (RTDP).

Involving and listening to the general public throughout the development of the TBARTA RTDP will ensure that the Tindale Oliver Team defines a plan that has community support and will effectively serve the residents and visitors of Tampa Bay and the rest of the region.

This Public Involvement Plan (PIP) is a strategic guide for the public involvement approach that will be used while developing the RTDP to inform the public about how they can be involved in the process to develop the RTDP. The following describes the potentially affected communities, stakeholders, and audiences, the general goals and guiding principles, and the means and methods that will be used to most effectively notify, engage, and ensure the involvement of the public and stakeholders throughout the plan's development. The PIP will be modified and updated throughout the process.

### 1.1 Project Description

As described in SB 1672, the TBARTA RTDP must provide a 10-year plan for regional transit projects in the five-county area that meets the requirements set forth in Chapter 14-73.001, Florida Administrative Code (F.A.C.) and other relevant state and federal requirements. Upon completion, the RTDP will cover the 10-year planning horizon for Fiscal Years 2021–2030 and will be submitted for acceptance by Florida Department of Transportation (FDOT) Districts 1 and 7 prior to the September 1, 2020 deadline.

The RTDP is a strategic guide for TBARTA and partner agencies that represents the regional vision for transit in the five-county Tampa Bay region during the next 10 years.

## Section 2 Outreach Goals and Guiding Principles

### 2.1 Public Involvement Plan Goals

Successful public engagement at a regional level requires four primary components:

- Instill awareness of the agency and awareness of the RTDP effort.
- Identify the appropriate outreach strategies, tactics, and innovations to target the diverse populations within Tampa Bay and achieve the greatest amount of participation.
- Execute those strategies through timely planning and successful logistics.
- Listen to the ideas provided and use them to discuss trade-offs and to define a plan that benefits the community.

### 2.2 Public Involvement Plan Guiding Principles

The guiding principles of the PIP include the following:

- Involve the public in key aspects of the plan's development, such as through identification of major issues, preferences, and priorities.
- Provide a high level of exposure and range of opportunities for the public to offer input into the plan.
- Ensure that information is communicated in a clear, credible, concise, and consistent manner.
- Be responsive to messages received from the public and ensure that issues are explicitly responded to and considered.
- Provide a high level of coordination with other agencies and governments in the region.
- Make effective use of resources, such as capitalizing on existing communication channels within the community.
- Identify individual community and stakeholder groups, develop communication that is tailored to address the specific needs and priorities of each group, and do so by following the Governor's Plain Language Initiative.
- Make a special effort to inform and engage populations that, in the past, have been under-represented in the transportation decision-making process.
- Notify the public when key decisions will be made and provide sufficient opportunity for comment and response before decisions have been made.

## Section 3 Stakeholders, Partners, and Audience

In a region that encompasses such a large and diverse area, a wide range of opinions and perspectives must be considered and respected when developing the RTDP. This is true of stakeholders and partners as well as the community. Working with and allowing agency partners, stakeholders, the Regional Workforce Board, and the public to provide comments throughout the effort is essential.

The stakeholders and organizations listed within this section does not reflect an inclusive list. This list will be modified and/or amended to allow for flexibility in the PIP in response to new audiences and issues as they emerge.

### 3.1 Local and Regional Stakeholders and Partners

The following lists the stakeholders and partners to be engaged during development of the plan through meetings, email blasts, or other strategies, as described in Section 4. Local and regional elected and appointed officials/policy-makers

- State legislators
- Counties
  - Hernando
  - Hillsborough
  - Manatee
  - Pasco
  - Pinellas
- Cities/towns
  - Anna Maria
  - Brandon
  - Brooksville
  - Dunedin
  - City of Clearwater
  - City of Bradenton
  - City of New Port Richey
  - City of Palmetto
  - City of Plant City
  - City of St. Petersburg
  - City of Tampa
  - City of Temple Terrace
  - Ellenton
  - Port Richey
  - Safety Harbor
  - Spring Hill
  - Tarpon Springs
  - Weeki Wachee
  - Wesley Chapel
- Local and regional transit and planning agency staff
  - Florida Department of Transportation Districts 1 and 7
  - Tampa Bay Regional Planning Council
  - Tampa Bay Transportation Management Area (TMA) Leadership Group
  - TBARTA MPOs Chairs Coordinating Committee (CCC)
  - Local transit agencies
    - Hernando County Transit (TheBus)
    - Hillsborough Area Regional Transit Authority (HART)
    - Manatee County Area Transit (MCAT)



- Pasco County Public Transportation (PCPT)
- Pinellas Suncoast Transit Authority (PSTA)
- Metropolitan Planning Organizations (MPOs)
  - Forward Pinellas
  - Hernando/Citrus MPO
  - Hillsborough MPO
  - Pasco County MPO
  - Sarasota/Manatee MPO
  - Polk County Transportation Planning Organization (TPO)

### 3.2 Business Organizations

The following lists the business organizations to be engaged during development of the plan. This is not an inclusive list.

- Associated Builders and Contractors
- Bay Area Apartment Association
- Bradenton Area Convention and Visitors Bureau
- Bradenton Downtown Development Authority
- Building Owners & Managers Association (BOMA) Greater Tampa Bay
- Central Pinellas Chamber of Commerce
- Center for Urban Transportation Research (CUTR)
- Clearwater Regional Chamber
- Florida Gulfcoast Commercial Association of Realtors
- Gateway/Carillon
- Greater Hernando County Chamber of Commerce
- Greater Tampa Association of Realtors
- Greater Tampa Chamber of Commerce
- Hernando County Tourist Development Council
- Manatee Chamber of Commerce
- National Association of Industrial & Office Properties (NAIOP) Tampa Bay
- New North Transportation Alliance (NNTA)
- Pasco Economic Development Council
- Plant City Economic Development Council
- Pinellas Realtor Organization
- Port Tampa Bay
- St. Petersburg Chamber of Commerce
- St. Pete-Clearwater International Airport
- St. Petersburg College
- St. Petersburg Downtown Partnership
- St. Petersburg Economic Development
- Suncoast Workforce Board

- Tampa Bay Beaches Chamber of Commerce
- Tampa Bay Partnership
- Tampa Downtown Partnership
- Tampa-Hillsborough Economic Development Corporation
- Tampa !p
- Tampa Bay Mobility Alliance
- Tampa International Airport
- University of South Florida (USF)
- Urban Land Institute (ULI) Tampa Bay
- USF-St. Petersburg
- Visit Pasco
- Visit St. Pete/Clearwater
- Visit Tampa Bay
- Wesley Chapel Chamber of Commerce
- West Pasco Chamber of Commerce
- Westshore Alliance
- Ybor City Chamber of Commerce

### 3.3 Professional Organizations

The following lists the professional organizations to be engaged during development of the plan. This is not an inclusive list.

- American Planning Association (APA) Sun Coast Chapter
- American Society of Civil Engineers (ASCE)
- American Society of Highway Engineers (ASHE)
- Conference of Minority Transportation Officials (COMTO) Central Florida
- Hispanic Professional Women's Association Tampa
- National Association of Women in Construction (NAWIC) Tampa Chapter
- Tampa Bay Association of Environmental Professionals (TBAEP)
- Tampa Bay ITE (Institute of Transportation Engineers)
- Tampa Bay Transportation Applications Group (TB-TAG)
- Women's Transportation Seminar (WTS) Tampa Bay

### 3.4 Community

The following lists the community organizations and members of the public to be engaged during development of the plan.

- All for Transportation
- Neighborhood associations
- Service and community organizations
- Disadvantaged organizations (i.e., older adults, persons with disabilities, minorities, disenfranchised persons)

- AARP
- Lighthouse of Pinellas County
- Tampa Lighthouse for the Blind
- Lighthouse of Manasota
- Lighthouse for the Visually Impaired and Blind (Pasco County)
- Aging services for Hernando, Hillsborough, Manatee, Pasco, and Pinellas counties
- Area Agency on Aging of Pasco–Pinellas
- National Association for the Advancement of Colored People (NAACP)
- Latino Coalition of Tampa Bay
- Barrio Latino Commission
- Hispanic Chamber of Commerce Tampa Bay
- InterCultural Advocacy Institute (Hispanic Outreach Center)
- Tampa Organization of Black Affairs
- Florida Diversity Council Tampa Bay
- Non-profit organizations
- Property owners
- Small and large business owners
- Professional organizations
- Transportation disadvantaged community
- Daily and community newspapers
- General public/interested citizens

## Section 4 Public Involvement Plan Activities and Tools

Communicating and engaging the public across a five-county region can be challenging. The Tindale Oliver Team will conduct public outreach at each milestone associated with each project phase. Whereas we are prepared to conduct all types of public outreach, we plan to target wide audiences with broad outreach tools using a variety of strategies, from online methods to smaller group venues for in-depth conversations. The following are the most effective outreach activities that may be used.

### 4.1 Leveraging Existing Opportunities

Due to the size of the region, we will leverage existing partnerships to coordinate with other planned outreach efforts by partner agencies to increase the reach and understanding of what the community wants without creating more events that compete for the public's time. For example, the valuable information obtained during the Regional Transit Feasibility Plan (RTFP) and MPO Long Range Transportation Plan (LRTP) updates, as well as the region's existing Transit Development Plans (TDPs), can augment the information collected over the development of this RTDP.

### 4.2 Anticipated Outreach Activities

#### 4.2.1 Project Branding/Templates

The team will create a unified project "look" to provide a cohesive image and make the project easily-recognizable in the public.

#### 4.2.2 Project Information Online

Information regarding the update will be posted on the existing TBARTA website so the general public and agency staff can retrieve, review, and comment on plan information and materials. It will be continually updated throughout development of the RTDP. Information will include all plan documents and maps, including draft documents for public review for each phase of the process; electronic surveys; upcoming and past public outreach events; presentations; and public outreach materials, including flyers and brochures.

#### 4.2.3 Social Media

The use of social media can be an effective and inexpensive tool to encourage participation in the online surveys and provide updates on the plan's process. The team will work with TBARTA and the agency's partners in the region to create and distribute messages to share on their social media networks.

#### 4.2.4 Email List

Members of the public and stakeholders who wish to receive information, updates, and special announcements regarding the plan may request to be added to the email list via the website or at a presentation or engagement event. The opportunity to join TBARTA's general email list and to receive updates about the commuter services program will also be offered.

#### 4.2.5 Email Blasts

Email blasts will be produced and distributed periodically to maintain interest in the plan and to inform the public and stakeholders about the planning process, public outreach opportunities, and other useful information.

#### 4.2.6 Informational Materials/Flyers

Informational materials will be produced periodically to communicate plan development updates, upcoming public engagement opportunities, plan-related milestones and results, or other information related to the RTDP and will be available online and handed out at relevant meetings and presentations. Consistent with the most recently adopted TBARTA Title VI and Limited English Proficiency (LEP) Plan, project materials to engage participation will be produced in English and Spanish, with written translation of project deliverables to be provided in Spanish and in other languages upon request. Spanish is the most prevalent language among the LEP population, and speakers are the largest representative likely to come into contact with transit services in the five-county TBARTA service area.

#### 4.2.7 Online Surveys

Surveys will be administered at key points during the effort to understand community preferences, travel behavior, attitudes of current riders, and opinions of non-riders during development of the mission, goals, and objectives of the RTDP. They may be specially designed with an interactive interface or as simple as a question-and-answer online survey. Paper copies of the surveys will be provided at outreach events and meetings and integrated with online results. Surveys will include the option to switch language to Spanish and others, if identified. Results from the surveys conducted as part of this effort will be augmented with the results of recent onboard and other surveys in the region.

#### 4.2.8 Interactive Survey (MetroQuest)

MetroQuest is an interactive online tool that provides a simple yet entertaining way for members of the public to review project information in an easy-to-follow format, identify elements that are most important, and witness how different planning decisions impact outcomes. The results are easily quantifiable and helpful when evaluating different scenarios or strategies. A MetroQuest platform specific to the RTDP will be prepared during later phases of the plan's development to solicit feedback on potential regional transit network scenarios and project priorities. The platform will include the option to switch language to Spanish and others, if identified.

#### 4.2.9 Technical Advisory Group

To ensure that the project proceeds in adherence with regional objectives and needs, a Technical Advisory Group (TAG) will review the technical analysis used in developing the RTDP and provide comments on all major deliverables. Five TAG meetings will be held at key milestones during the effort. The TAG will primarily be composed of 11 members, including a representative from each of the five transit agencies and four Workforce Boards within the five-county region and FDOT Districts 1 and 7. The MPOs in the region may be consulted through this group as well.

#### 4.2.10 Presentations to Agency Boards and Committees

The team will make presentations to the TBARTA Board and TBARTA Committees at key milestones during the effort. Presentations will be made that give a general update of the project, work completed to date, results of the technical analysis, anticipated tasks in the coming months, and upcoming public engagement opportunities (as appropriate) or a summary of past public engagement completed.

Presentations will be made to partner agency boards and committees to allow the agency staff and/or consultant team to give updates on the effort and answer questions about the RTDP. Partner agencies may include local transit agencies, local MPOs, County Commissions, City Councils, the Tampa Bay Regional Planning Council, or other agencies interested in learning about and being part of the process.

#### 4.2.11 Public Meetings

Public workshops and meetings provide the public with an opportunity to be a vital part of the planning process from the start. At the meeting, attendees can speak directly to project and agency staff, review materials, and provide comments, allowing for an open dialogue with agency and project staff. One round of in-person meetings (five meetings total, one in each county) will be held early in the plan's development to solicit input on initial priorities.

As specified in the most recently adopted TBARTA Title VI and LEP Plan, the Census Bureau's "I Speak Cards" will be provided at workshop and/or meeting sign-in tables to identify language needs other than Spanish for future meetings. Although the team may not be able to provide translation assistance at a meeting, the cards can be an excellent tool to identify language needs for future meetings and responding to comments in languages other than English and Spanish.

#### 4.2.12 Speakers Bureau Presentations

Presentations to community groups will bring the information where people are already meeting to reduce the potential for meeting fatigue while garnering valuable input from people that might not otherwise be engaged in the planning process. The team will make presentations at up to 10 meetings around the region during key milestones to communicate information about the effort.

#### 4.2.13 One-on-One Meetings with State Elected Officials

One-on-one meetings will provide state elected officials an opportunity to ask poignant questions about Envision 2030 and to learn more about community concerns over regional transit as collected through the RTDP outreach process. TBARTA staff will identify with whom and when these informational meetings are needed.

### 4.3 Comment Database

A comment database will be created and continually maintained to track all comments received during the effort. The information collected will include the comment, date received, format/source (e.g., email, at meeting, from website, etc.), responses given (if applicable), and follow-up conducted (if applicable). Commenters will be asked to provide their zip code. Following entry of the comment, staff will review the comments for favorable, unfavorable, or neutral; and categorize the comments.