

# PUBLIC ENGAGEMENT & AGENCY OUTREACH SUMMARY

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Prepared for:  
City of Tampa

Prepared by:  
HDR with Kimley-Horn,  
and B2 Communications

# Public Engagement & Agency Outreach Summary

As part of the InVision: Tampa Streetcar Study, the City of Tampa conducted extensive public engagement to residents and stakeholders as well as outreach to multiple agencies. This memorandum details the outreach activities that were conducted as part of Phase 1 of the study effort.

## 1. PROJECT BRANDING

At the onset of the study, the City undertook a project branding effort. A study logo and other branding materials were developed for use throughout the study.

## 2. PROJECT WEBSITE

The City of Tampa created a project specific webpage on the City's website: [www.tampagov.net/streetcar](http://www.tampagov.net/streetcar). The webpage was frequently updated and provided details about the study, frequently asked questions, a study schedule, documents and relevant studies or plans, presentation materials from the public meetings held during the study, an interactive survey, and an online comment form. Comments received via the online comment form are provided in Attachment A. The City also created a project email address: [streetcar@tampagov.net](mailto:streetcar@tampagov.net).

## 3. SOCIAL MEDIA

Existing City of Tampa social media channels were used to share important information with residents and stakeholders. Notifications about the study and information about the public meetings were shared on the City's Facebook Events listing ([www.facebook.com/TampaGov](https://www.facebook.com/TampaGov), which is liked by nearly 33,000 people) and Twitter (<https://twitter.com/cityoftampa>, which has 133,000 followers) accounts. This allowed the City to reach as many people as possible with the public outreach messages.

Through the City's Community Partnerships and Neighborhood Engagement Division, meeting notices were also sent to all of the neighborhood association presidents for further distribution to their membership. The City's Public Information Officer also issued press releases to various media outlets.

## 4. PRESENTATIONS, BRIEFINGS & SMALL GROUP MEETINGS

Several stakeholder presentations, briefings, and small group meetings were held with local property owners, community groups, and other stakeholders with an interest in the project. These meetings provided opportunities for staff and the project team to educate stakeholders and solicit feedback on the project.

Presentations, briefings, and small group meetings were held with:

- » Tampa Community Redevelopment Agency (CRA) Citizens Advisory Committee (December 6, 2016);
- » Tampa Downtown Partnership Transportation Committee (January 13, 2017);
- » Regional Premium Transit Feasibility Plan project team (March 20, 2017 and April 27, 2017);
- » Strategic Property Partners (SPP) representatives (March 31, 2017);
- » Vinik Family Foundation representatives (April 21, 2017);
- » CSX Representatives (May 8, 2017); and
- » Tampa Heights Civic Association (May 25, 2017).

Additional briefings were made to the Hillsborough County Metropolitan Planning Organization (MPO) committees:

- » Citizens Advisory Committee (February 15, 2017);
- » Technical Advisory Committee (February 20, 2017); and
- » Livable Roadways Committee (February 22, 2017).

## 5. STAKEHOLDER MEETINGS

The intent of the Stakeholder meetings was to share the presentations previously given to the public while providing an opportunity for these stakeholders to voice any additional comments or concerns.

The **first stakeholder meeting was held on March 23, 2017** at the Tampa Municipal Office Building. Invited attendees included representatives from the Hillsborough Planning Commission and MPO, Port Tampa Bay, TBARTA, THEA, THS, Inc., Hillsborough County, FDOT, and HART. At the meeting stakeholders received an update on the study goals and schedule. The following topics were discussed:

- » An overview of the study, products and schedule;
- » A summary of findings to date on downtown travel and mobility options;
- » Key findings from the first public meeting held on March 7, 2017; and
- » Discussion on study purpose and need and initial downtown mobility options.

The **second stakeholder meeting was held on April 6, 2017** at the Tampa Municipal Office Building. Invited attendees included representatives from: East Tampa Community Revitalization Partnership, Greater Tampa Chamber Of Commerce, Heights Urban Core Chamber, Hillsborough Community College – Ybor City, North Hyde Park Alliance, Soho Business Alliance, South Tampa Chamber of Commerce, Lorrin Shepard, Tampa Bay Partnership, Tampa Downtown Partnership, University Of Tampa, USF Health, Westshore Alliance, and the Ybor City Chamber Of Commerce.

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- » An overview of the study, products and schedule;
- » A summary of findings to date on downtown travel and mobility options;
- » Key findings from the second public meeting held on April 4, 2017; and
- » Discussion on study purpose and need and initial downtown mobility options.

## 6. PUBLIC WORKSHOPS

The City and consultant team held three public workshops to provide information and solicit input during Phase 1 of the study. The meeting was publicized through a news release to local media, via social media, and with targeted email notices to key stakeholders. The City also created Facebook Events for all of the workshops, which was visible to everyone and pushed to the newsfeeds of anyone who likes the City of Tampa's Facebook page.

### First Brainstorm Session – Focus on Purpose and Need

The first public workshop was held on March 7, 2017 from 5:30 to 7:30 p.m. at the Tampa Bay History Center. Approximately 100 participants attended the workshop. Jean Duncan, P.E., Director, City of Tampa Transportation and Stormwater Services Department, gave introductory remarks and Steve Schukraft, Dave Vozzolo, and Clarence Eng from the consultant team presented.

The purpose of this workshop was to introduce the study to the public and gather feedback on the preliminary Purpose and Need statement. The presentation also included a review of the history of the streetcar in Tampa, provided an overview of modern streetcar systems and technology, and discussed existing conditions and context. Additionally, the consultant team introduced three streetcar concepts for the future: Downtown Circulator, Venue Connector, and Subregional Link. Throughout the workshop, participants were asked to provide live feedback to a number of questions

through the interactive online survey tool Mentimeter. Following the presentation, a question and answer session was held.

A copy of the presentation, Mentimeter survey results, handout, sign-in sheets, verbal comments received, and written comment forms is provided in Attachment A.

## Second Brainstorm Session – Focus on Corridor Options

The second public workshop was held on April 4, 2017 from 5:30 to 7:30 p.m. at the Tampa Bay History Center. Approximately 60 participants were in attendance. Jean Duncan, P.E., Director, City of Tampa Transportation and Stormwater Services Department, gave introductory remarks and Steve Schukraft and Clarence Eng from the consultant team presented. Following the presentation, a question and answer session was held.

The purpose of this workshop was to introduce several corridor options and gather input from attendees on their preference for these options. The presentation also focused on an overview of the streetcar study, study timeline, a recap of comments from the first meeting, a review of the Purpose and Need statement, and an introduction to seven generalized corridor options. Throughout the workshop, participants were asked to give

live feedback to a number of questions through the interactive online survey tool Mentimeter. Attendees were able to provide input on their preference for each corridor option.

A copy of the presentation, Mentimeter survey results, handout, sign-in sheets, verbal comments received, and written comment forms is provided in Attachment B.

## Results Roundtable

The final workshop was held on May 2, 2017 from 5:30 to 7:30 p.m. in the Ybor Room at the Hillsborough Community College, Ybor City Campus. Approximately 80 participants attended. Jean Duncan, P.E., Director, City of Tampa Transportation and Stormwater Services Department, gave introductory remarks and Steve Schukraft and Clarence Eng from the consultant team presented. Following the presentation, a question and answer session was held.

The focus of the final workshop was to present more refined alignment options based on public input provided at the first two workshops. The presentation included a recap of the study progress and work completed, an overview of the alignment options screening process, an introduction



to seven alignment options, a review of rating factors, a discussion of the preliminary ratings, and a review of next steps in Phase 1 and Phase 2. Throughout the workshop, participants were asked to give live feedback to a number of questions through the interactive online survey tool Mentimeter. Attendees were able to provide input on their preference for each alignment option.

A copy of the presentation, Mentimeter survey results, handout, sign-in sheets, verbal comments received, and written comment forms is provided in Attachment C.

## Draft Recommended Alignment Public Workshop

[to be held on October 24, 2017]

## 7. ONLINE SURVEY

The City of Tampa conducted an online survey asking residents about their thoughts on the InVision: Tampa Streetcar project. Eight hundred and thirty five (835) people responded to the online survey, which was open from February 23 through March 27, 2017 on the study website. A brief description of survey results follows. Full survey analysis is provided in Attachment D.

- » A majority of respondents either lived (31%) or worked (23%) in the downtown Tampa area. Driving was the main transportation mode for respondents getting to and from work (77%). However, when asked how they got around downtown, other modes of transportation were also used, including walking (29%), taxi/Uber/Lyft (11%) and bike (7%). When attending special events downtown, the majority of people either drove (43%) or took a taxi/Uber/Lyft (22%).
- » While a significant percentage of people who responded to the survey do not currently use public transit (44%), 30 percent of those who do use public transit ride the Tampa Streetcar. Fourteen percent (14%) use the Downtowner and 10 percent choose a HART bus.

Respondents felt that the biggest transportation challenge facing downtown and surrounding neighborhoods today is availability of transit options (42%).

- » Sixty-five percent (65%) of respondents stated that they have used the Tampa Streetcar at least once in the past year, with the largest percentage using it on an occasional basis (33%). Ybor City was the number one destination for streetcar users (46%) and they used it because it was convenient (37%) or because it was a novelty/curiosity (25%).
- » When asked what factors were most important in creating successful mobility solutions for downtown, “high frequency service” received very high marks, along with “direct connections between urban neighborhoods and jobs” and “direct connections between entertainment and cultural destinations.”
- » Respondents said the focus for these mobility solutions should be on helping commuters go to downtown jobs (33%) and on helping downtown residents (20%). However, respondents believe that political will (49%) and the cost of construction (19%) will be barriers to implementing a downtown mobility solution.
- » The Tampa Streetcar could be utilized a number of different ways by riders. Forty-two percent (42%) of respondents said they would use a Downtown Circulator weekly and 21% would use it daily. Thirty-four percent (34%) of respondents said they would use a Venue Connector weekly and 20 percent would use it occasionally. Finally, 33% of respondents would use the Tampa Streetcar as a Subregional Link occasionally and 21% would use it weekly.
- » When asked if they would be willing to pay more in property taxes for the service, the majority of respondents either strongly or moderately agreed to this when discussing all three services – Downtown Circulator, Venue Connector and Subregional Link, with Downtown Circulator receiving the largest number of responses.
- » Support for the statements, “Level of service is critical to meet future mobility demands for downtown residents, works and

visitors,” and “This type of service is important for the future success of downtown,” was even higher on all three types of service, with the Downtown Circulator receiving the highest level of support.

## 8. NEWS COVERAGE

Local news media coverage was extensive during Phase 1, and numerous stories and articles were written in support of the project and about the public meetings that were held. The following list includes some of the news coverage that was received:

- » January 29, 2017: Tampa Bay Business Journal, “Tampa’s streetcar feasibility study takes crucial step forward.” <http://www.bizjournals.com/tampabay/news/2016/01/29/tampastreetcar-feasibility-study-takes-crucial.html>
- » March 6, 2017: Tampa Bay Times, “Tampa looking for ideas to expand and upgrade streetcar.” <http://www.tampabay.com/news/transportation/masstransit/tampa-looking-for-ideas-to-expand-and-upgrade-streetcar/2315295>
- » March 7, 2017: WTVT Fox 13 TV
- » March 7, 2017: WFLA NBC 8 TV
- » March 14, 2017: Tampa Bay Times, “Study will help determine expansion of once-bustling Tampa streetcar system.” <http://www.tampabay.com/news/transportation/study-will-help-determine-expansion-of-once-bustling-tampa-streetcar-system/2316422>
- » April 3, 2017: Tampa Bay Business Journal, “Tampa looks to the public to help overhaul dated streetcar.” <http://www.bizjournals.com/tampabay/news/2017/04/03/tampa-looks-to-the-public-to-help-overhaul-dated.html>
- » April 3, 2017: Tampa Bay Reporter, “Tampa to hold ‘InVision: Tampa Streetcar’ brainstorming session.” <http://www.tbreporter.com/transportation/tampa-hold-invision-tampa-streetcar-brainstorming-session/>
- » April 10 2017: 83degreesmedia.com, “City of Tampa invites public input on streetcar route extension.” <http://www.83degreesmedia.com/devnews/Invision-Tampa-planning-streetcar-expansion-041017.aspx>

- » April 14, 2017: Next City website, “Tampa Dreams of Turning Novelty Streetcar in Transit Solution.” <https://nextcity.org/daily/entry/tampa-streetcar-expansion-commuters>
- » April 18, 2017: 83degreesmedia.com “What’s next for Tampa streetcar line? Speak up.” <http://www.83degreesmedia.com/inthenews/Tampa-streetcar-line-extension-041817.aspx>
- » May 3, 2017: Tampa Bay Business Journal, “Seven routes Identified for Tampa’s streetcar of the future.” <http://www.bizjournals.com/tampabay/news/2017/05/03/seven-routes-identified-for-tampas-streetcar-of.html>
- » May 16, 2017: 83degreesmedia.com, “7 potential routes identified for Tampa’s streetcar expansion.” <http://www.83degreesmedia.com/devnews/future-Tampa-streetcar-routes-identified-051617.aspx>

## 9. ATTACHMENTS

**Attachment A – Online Comments (March to May 2017)**

**Attachment B – First Brainstorm Session – Focus on Purpose and Need**

**Attachment C – Second Brainstorm Session – Focus on Corridor Options**

**Attachment D - Results Roundtable**

**Attachment E – Survey Results**