

FOCUS GROUP VALUES WORKSHOPS

During November and December, 2006, eight focus group meetings were held within communities across Hillsborough County as the kick-off to the MPO Transit Study. In the study, the Hillsborough MPO is exploring various transit technologies and development patterns to support decision making during scheduled updates to the MPO Long Range Transportation Plan and comprehensive plans. At each meeting, Hillsborough MPO staff gave a presentation describing the study and the growth and transportation issues facing Hillsborough County. The presentation was followed by an activity in which participants explored personal values and the relationship of those values to transportation and urban form in their communities. The information presented below is a summary of the values and issues expressed in these communities.



TOWN N' COUNTRY

Core Values:

Time
Personal integrity and freedom
Safety and security
Opportunities for learning, education and the arts in my community
Natural environment
Spiritual faith
Community

Key Issues:

30-60 minute threshold for work commute
10-15 minute walk to local destinations
10 minute walk to local activities
Transportation choices

LUTZ

Core Values:

Personal integrity and freedom
Time
Safety and security
Community
Opportunities for education, learning and the arts in my community

Key Issues:

Preserve residential aspects of my community
Space for wildlife
Greater transportation choices

TEMPLE TERRACE

Core Values:

Time
Safety and security
Ease of use of transportation system
Emphasis on bike and pedestrian access
Small city feel
Not becoming a victim of poor planning and development
Accessibility to services

Key Issues:

Accessibility and walkability in support of high quality of life
Reliability and predictability of travel times
Better linkages with USF
30 minute threshold for work commute
5-7 minute distances to shopping stores
Public gathering spaces
Streets as places, not just for automobiles
Safe transportation

PLANT CITY

Core Values:

Natural environment
Personal integrity and freedom
Spiritual faith
Community
Time
Caring for others less fortunate

Key Issues:

Better transportation choices and connectivity in my community
Better links to regional destinations
A more bikeable and walkable community
Stabilize local businesses and jobs



WEST TAMPA

Core Values:

Diverse and equitable community
Personal integrity and freedom
Time
Natural environment
Safety and security
Opportunities for education, learning and the arts in my community
Spiritual faith

Key Issues:

More opportunities and choices for groups often overlooked
Affordable housing
Reliable bus system

EAST TAMPA

Core Values:

Safety and security
Spiritual faith
Affordability of services
A community that takes care of itself
Caring for others less fortunate
Time
Community

Key Issues:

Safety for children
Taking care of seniors
A more walkable community
More services and jobs
More public spaces to mingle and mix

SOUTHSHORE

Core Values:

Natural environment
Planning vs. reacting to development to improve community quality of reacting to crisis
Efficient use of land when developing for new residents
Preserve rural lifestyle and community heritage
Transportation choices
Safety and security

Key Issues:

Multiple housing options and types
Infill at different densities
Transit oriented development along major transit corridors
Employment centers in major suburban centers
Spiritual connection of the community at-large to rural areas
Separate northward from southward commuters

BRANDON

Core Values:

Personal integrity and freedom
Time
Natural environment
Safety and security
Historical and cultural heritage
Community
Spiritual faith

Key Issues:

Preserve the rural/suburban feel
Improve the bus system (including its marketing)
More accessible local services to residential areas
Transit links to potential downtown jobs