

Chapter 5: Public Interest & Feedback

Feedback through Comment Cards, Surveys, and Oral Comments

Feedback from the public was received via several sources in 2018-2019: community events, public hearings, meetings, comment cards, the PlanHillsborough.org website, walk-ins from visitors, phone calls, emails, Twitter, and Facebook.

The MPO received 18 responses related to the speed of staff service, satisfaction with information received, and overall quality of service with respect to the agency during the 2018-2019 cycle. Overall, more than 83% of citizens rated their satisfaction in each of these metrics as “excellent”.

Annual Evaluation of the Community Transportation Coordinator (CTC)

Every year, an assessment of transportation disadvantaged services in Hillsborough County is undertaken to determine if these services are meeting client needs. The Transportation Disadvantaged Coordinating Board’s Evaluation Subcommittee developed two client satisfaction surveys and administers them to existing door-to-door and bus pass clients on an annual basis.

To encourage participation in this survey, the cover letter and survey questions are distributed in both English and Spanish, and pre-addressed postage-paid return envelopes are provided.

The 2018 CTC Evaluation Client survey received a total of 564 responses. The 2019 survey received 932 responses. With a 97% approval rating for 2018 and 98% approval for 2019, respondents generally felt satisfied with door-to-door transportation and believed it improved their independence and quality of life.

TIP Hearing Comment Content Analysis

To analyze written public comments on the TIP received during and prior to the 2018 and 2019 TIP hearings, staff employed NVivo qualitative data analysis software. This software is used to provide greater detail about the public’s opinions toward the content of the annual TIP. The results of these analyses were included in the addendum documents to the TIP in both 2018 and 2019.

Visitors to MPO websites and MPO documents

Internet and mobile connectivity of American citizens continued to grow over the two-year evaluation period. According to Pew Research, the percentage of American adults owning a cellphone has grown to 96% (from 95% in the previous evaluation period), and the percentage of mobile users who own a smartphone has grown to 81% (from 77%)³.

Although internet connectivity is growing, citizens who make use of the internet to become involved with the MPO are not necessarily representative of the public at large. Therefore, while the MPO has expanded its online opportunities to connect with the agency, it has retained the use of traditional in-person, phone, and mail comment opportunities as well.

Website Streamlining and Additions

From 2016-2017, the MPO made improvements to usability on the PlanHillsborough.org website. Staff began to make report chapter titles more referential to promote more relevant search results.

³ Pew Research Center. (2019, Jun 12). Mobile fact sheet. Retrieved from <http://www.pewinternet.org/fact-sheet/mobile/>.

The MPO has expanded the number of interactive maps its features on the PlanHillsborough.org website. The Planning Information Map App (PIMA) is updated yearly with new Transportation Improvement Program (TIP) projects, which includes developed as an interactive mapping application that allows users to view transportation projects, descriptions, and funding over the next five years in Hillsborough County. The MPO continues to host a bicycle suitability map and a map of traffic count stations.

The PlanHillsborough.org website continues to be updated to keep information on projects and meetings current. The front page includes a list of all upcoming MPO committee meetings and hearings, and a slider bar at the top of the page is updated frequently to feature new projects.



In 2019, a Frequently Asked Questions (FAQ) page was added to the Plan Hillsborough website. This information includes FAQs for Plan Hillsborough, the Planning Commission, the MPO, and the River Board.

Most Viewed Web Pages

There were an estimated 510,642 webpage hits on PlanHillsborough.org across 2018 and 2019, which represents a 16.18% increase from the previous period. This increase is partially attributable to the 2045 LRTP update. This webpage was the highest-visited webpage on PlanHillsborough.org in 2019. The most visited MPO-related webpages in 2018 and 2019 are shown in **Table 14**.

Table 14: Most Viewed Webpages in 2018 and 2019

Webpage	2018 Views
http://www.planhillsborough.org/metropolitan-planning-organization-mpo/	9,005
http://www.planhillsborough.org/ GIS maps and data files /	6,779
http://www.planhillsborough.org/traffic-counts/	4,463

Webpage	2019 Views
http://www.planhillsborough.org/2045 LRTP/	10,954
http://www.planhillsborough.org/metropolitan-planning-organization-mpo/	9,150
http://www.planhillsborough.org/ GIS maps and data files /	7,761

The average website visitor spends 1 minute and 43 seconds on the webpage as of 2018, a slight increase from the 1 minute and 41 seconds in the previous reporting period.

Social Networks

The MPO continued to expand its use of social media in 2018 and 2019, including Facebook, Twitter, and YouTube. Social media was used to promote public notices, advance stories of transportation interest in Hillsborough County, and event details.

Facebook

In 2010 the MPO established a [Facebook page](#), which was joined by a [Vision Zero Hillsborough page](#) in December 2016, and in 2019 an [Independent Oversight Committee page](#) for the Hillsborough County Transportation Surtax. These pages are used to promote news stories, events, newsletters, and meetings of interest to the public. Combined, these pages have approximately 1831 followers as of 2019. Public comments made on these pages are forwarded to MPO staff for response and shared with MPO Board members at their Board meetings.

Continuing from 2015, the MPO hosted a Facebook event one week prior to each MPO Board meeting in 2018 and 2019. This event allowed the public to comment online and have their comments shared during the MPO Board meeting.

The @HillsboroughMPO Facebook page had 180 posts or shares in 2018-2019, resulting in over 46,691 impressions (timeline views) and nearly 2,614 engagements (likes, comments, shares and photo views) with users. The number of engagements made with users slightly decreased (13.8%) between 2018 and 2019. Posts with the highest number of user engagements in 2018 and 2019 are shown in **Table 15**. The content of all Facebook posts made during this period are contained in [Appendices 4](#) (2018) and [5](#) (2019).



Table 15: @HillsboroughMPO Posts with Top Facebook Interactions

Year	Post content	Number of engagements
2018	It's Time Tampa Bay – Transportation Innovation Mobility for Everyone	124
	Are you 65+, living in Hillsborough County, and lacking regular transportation?	106
	Great news for resiliency planning in Tampa Bay! The Hillsborough MPO	105
	This past semester, the MPO worked with USF students in the Sustainable Transportation course.	48
	TODAY! Everyone is welcome to join the Hillsborough MPO's School Transportation Working Group	47
2019	Parts of East Central Ave. between N. Nebraska and 14 Street are about to undergo a "road diet"	338
	At last -- big victory for long-time advocates and parents asking for middle school crossing guards.	279
	At the August 6 board meeting, the MPO Board recognized Vision Zero Heroes	265
	WUSF story on MPO-sponsored Garden Steps program, runner up in the national Healthiest Cities & Counties Challenge!	224
	A HUGE thanks to everyone who came out this morning and contributed to the MPO and HART workshop	215

The @VisionZeroHillsborough, Facebook page, which launched in December 2016, had 203 posts or shares within the evaluation period. This amount is an increase of 103%. Posts or shares made on this page have resulted in almost 88,559 impressions and over 6,800 engagements since the page launched. **Table 16** shows the leading posts by engagement on the @VisionZeroHillsborough Facebook page. All posts made by the @VisionZeroHillsborough Facebook page between 2018 and 2019 are listed in [Appendix 6](#).

Table 16: @VisionZeroHillsborough Posts with Top Facebook Interactions

Date	Post content	Number of engagements
April 1, 2019	We are at MacFarlane Park School sharing #VisionZero messages! #VisionZero813	502
November 9, 2019	Updates on the Crosswalk- looking smart!	490
October 6, 2019	Remembering Alexis Miranda tonight. Her life ended way too soon,	360
April 1, 2019	Special thanks to all the staff, parents & kids	323
July 18, 2018	Webinar: Rural Roundabouts are Saving Lives	265

Twitter



As with Facebook, the Hillsborough MPO continued using [Twitter](#) to bring attention to transportation topics of interest, events, and notices. In December 2019, the Hillsborough MPO had 6,620 followers, an increase of 8.2% from the prior period. The Hillsborough MPO is one of the most followed MPOs in the country, with followers including citizens, elected officials, candidates, journalists, bloggers, local businesses, professionals, non-profits, advocates, and other planning organizations.

The @HillsboroughMPO Twitter account had 825 tweets (a decrease of 22.8% from the last period) between

January 2018 and December 2019 and had approximately 1,264 profile visits per month in the same period. In 2018, #CommuterChallenge18 had over a million hashtag impressions.