



ACCESS 2050

LONG RANGE TRANSPORTATION PLAN





SPREADING THE WORD

Meeting People Where They Are



We will host pop up events, attend community events, and present at neighborhood meetings to reach residents and visitors where they are.

Providing Access to Everyone



Participants can access the multilingual, and ADA compliant survey on any digital device or by filling out a hardcopy.

Reaching All Voices



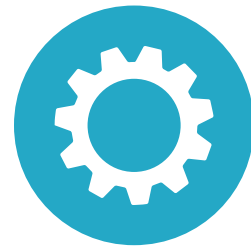
We will engage with hard-to-reach communities and residents through innovative outreach, working with community leaders, and boots-on-the-ground engagement.

ACCESS 2050 SURVEY



Priorities

Community members will be given the opportunity to rank their transportation priorities. (Real Choices, Vision Zero, Road widenings, etc.)



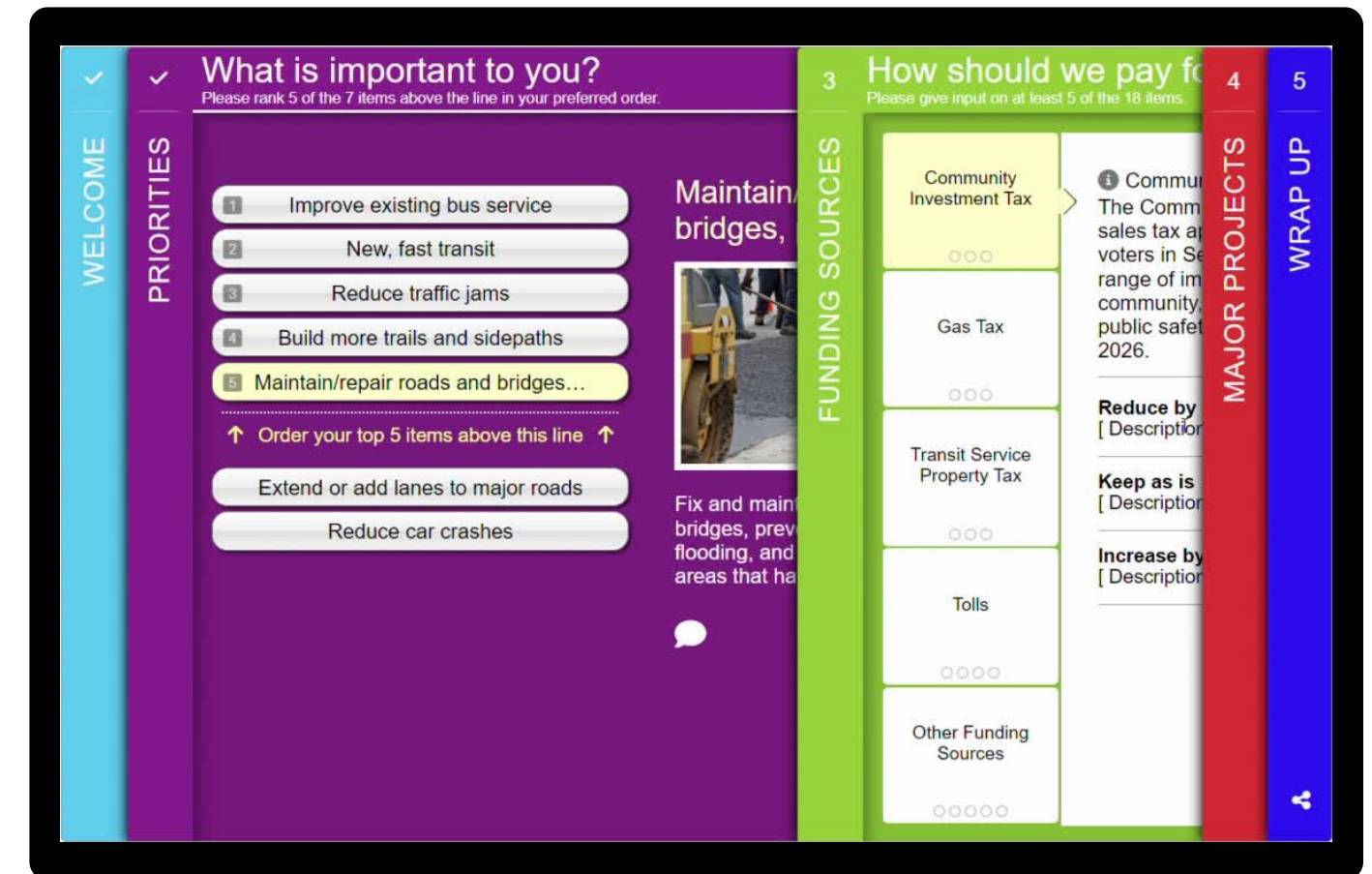
Major Projects

Feedback will be gathered regarding major projects such as highway interchanges and premium transit via an interactive map screen.



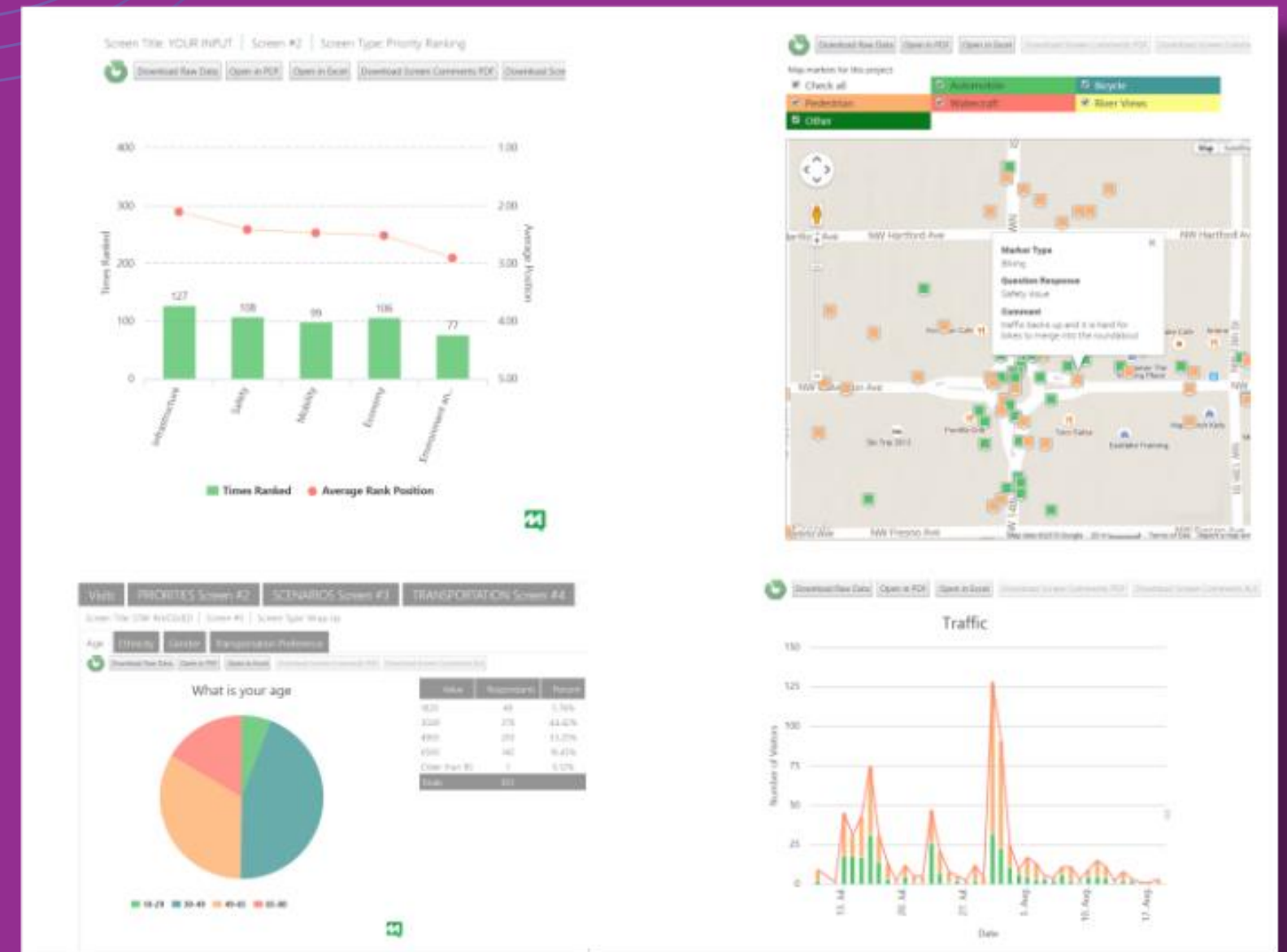
Funding Sources

Once feedback has been provided regarding project priorities and preferences, community members will then be asked to give input on what funding sources they would deem most effective at funding their desired transportation plans.



Data Analysis

- **Visualizing in Real Time:** Using a real-time database, we can make sure we're reaching everyone, identify any missing voices, and ensure public input directly affects the planning process.
- **Identifying Our Representation:** Data analytics will help us make sure we've reached all our communities, have broad and diverse participation, and have heard from difficult-to-reach segments of people.
- **Understanding Public Priorities:** We can quickly see the public's priorities using data heat maps, graphs, and word clouds and provide accurate information for the planning process.





January 2024
Launch survey



Jan. to April 2024
Community Outreach



May 2024
Preliminary Insights
Analysis

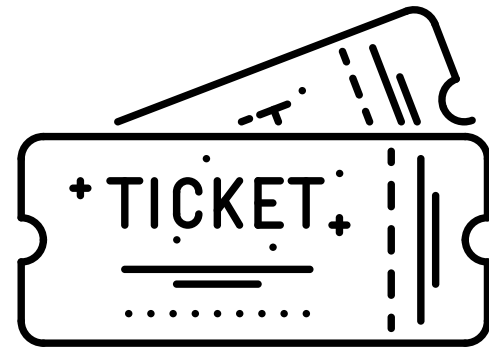


July 2024
Detailed Analysis

SURVEY TIMELINE

INCENTIVES

To encourage greater participation, survey respondents will have the opportunity to win one of the following prizes:



Concert Tickets

Bad Bunny
Kane Brown



Tampa Bay Bucs Tickets

Fall 2024 Tickets



Amazon Gift Card

\$100 Amazon Gift Card



GOALS AND OBJECTIVES

What does successful engagement look like?

High number of responses?

Wide geographical distribution of participants?

Targeted engagement to communities?

Are there specific people or groups we should make sure we speak with?

How You Can Help

Spread the Word:



Share on social media

*Be sure to tag us on Facebook @HillsboroughTPO
and on Instagram @planhillsborough*



Share in newsletters



Connect us with community members

