Westshore District
Baseline Study
Westshore District Coverage

Approximately

15,000 Residents

and

97,000 Workers

Residents: Tampa Bay Regional Planning Commission 2015
Workers: 2015 On the Map, US Census
Methodologies Used

**Stakeholder Interviews**
- Major corporations
- Residents
- Workers
- Alliance members

**Online Survey within District Footprint**
- Direct mail
- Postcards
- In-person visits
- E-blasts
- Handout cards
- Phone calls
- Social media
- Press release

Close to **1,200 participants** overall
## Profile of Westshore Workers

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Age</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>within past 2 years</td>
<td>1 in 5</td>
<td>1 in 10</td>
</tr>
<tr>
<td>10 years+</td>
<td>Close to half</td>
<td>Close to 1 in 3</td>
</tr>
<tr>
<td></td>
<td>Over 1 in 4</td>
<td>Over half</td>
</tr>
</tbody>
</table>

*More than half* married

*More than one-third* with children
Profile of Westshore Residents

### Tenure
- **within past year**
- **Over 5 years**

### Age
- **Born: 1982-2004** Close to half
- **Born: 1965-1981** Close to one-third
- **Born: 1925-1960** 1 in 5

### Income
- **$ 1 in 5**
- **$$ 2 in 5**
- **$$$_$$_$$  Over one-third

### Marital Status
- **One-third married**

### Family Status
- **1 in 10 with children**

### Pets
- More than **one-third** have at least one pet
Time Spent

50% + Residents
8a-4p

70% + Workers
8a-5p

70% + Residents
5p-9p

Over half workers in district after 6:00pm

Over one-third workers in district after 7:00pm
Amenities & Assets

- Restaurants
- Shopping
- TIA access
- Central Location
- Highway Access
- Employment Opps
- Live/Work/Play
- Retail
- Entertainment
- Safety
94% of workers are likely to recommend Westshore as a place to work.

98% of Residents are likely to recommend Westshore as a place to live.
# Top Expectations

<table>
<thead>
<tr>
<th>Workers</th>
<th>Residents</th>
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<tbody>
<tr>
<td>Traffic Flow</td>
<td>Personal Safety</td>
</tr>
<tr>
<td>Traffic Circulation</td>
<td>Housing Options</td>
</tr>
<tr>
<td>Parking Accessibility</td>
<td>Things to Do</td>
</tr>
<tr>
<td>F&amp;B Hours</td>
<td>Traffic Flow</td>
</tr>
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## Expectation Gaps

<table>
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<th>Residents</th>
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<tr>
<td>Traffic Flow</td>
<td>Pedestrian/Bicycle Trails</td>
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<tr>
<td>Traffic Circulation</td>
<td>Greenspaces</td>
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<tr>
<td>Walkability</td>
<td>Traffic Flow</td>
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Strongest Demands

- Traffic Flow
- Traffic Circulation
- Green Space
- Grocery Store
- Bike/Trails
- Walkability
Brought to you by Westshore Alliance in partnership with HCP

Additional data from the study will be available through the Westshore Alliance