

2019 Westshore Resident and Worker Study Results



Conducted on behalf of Westshore Alliance by HCP Associates

District Populations

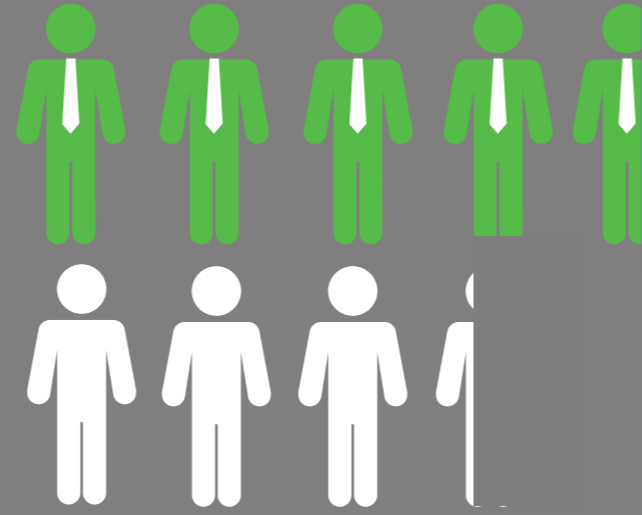
 15,000 residents (Tampa Bay Regional Planning Council)

 102,244 workers (US Census, most recent estimates from 2017)



Survey Methodology:

Respondents



468 workers

327 residents

Distribution Channels Used



Mail postcard



Phone calls



Email blasts



Handout cards (QR code)



Facebook posts and ads



Press release



In-person visits/Canvassing (Shirts to add credibility)



NextDoor

- Data collected from to
- Online survey distributed through multiple channels

Profile of Westshore Workers



39% have children



63% are married

Age



1925-1975



55%



1976-1985



22%



1986-2002






23%

How long have you worked in the Westshore District?

Less than one year	9%
1 – 2 years	19%
3 – 5 years	23%
More than 5 years	50%

In which income group does your household fall?

	Less than \$49,999	10%
	\$50,000 to \$149,999	55%
	More than \$150,000	35%

Profile of Westshore Residents



39% have children



55% own and 45% rent



63% are married



68% have one or more pets

Age



1925-1975



1976-1985






1986-2002



How long have you worked in the Westshore District?

Less than one year	14%
1 – 2 years	21%
3 – 5 years	21%
More than 5 years	43%

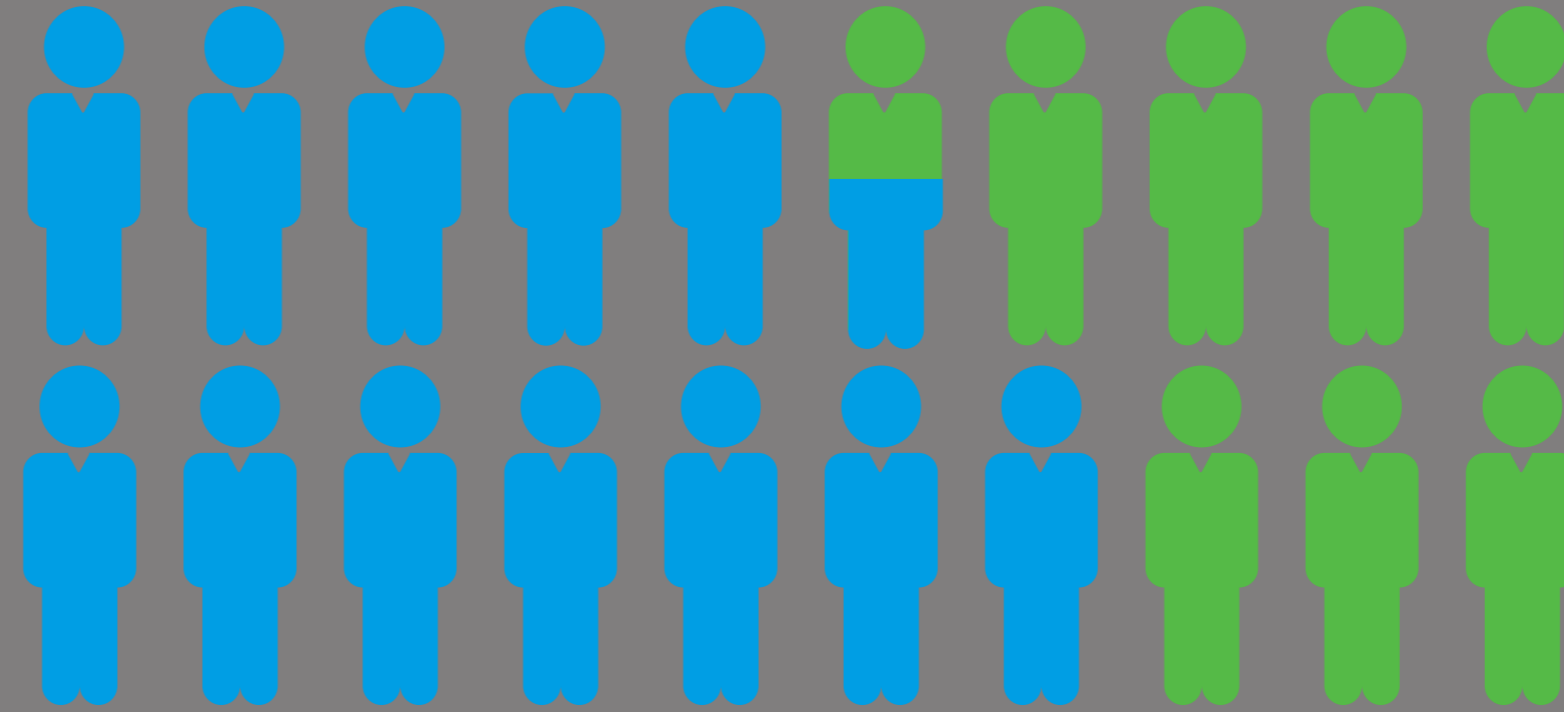
In which income group does your household fall?

	Less than \$49,999	20%
	\$50,000 to \$149,999	55%
	More than \$150,000	25%

Time Spent

Residents

55% of residents active from 8 am – 9pm



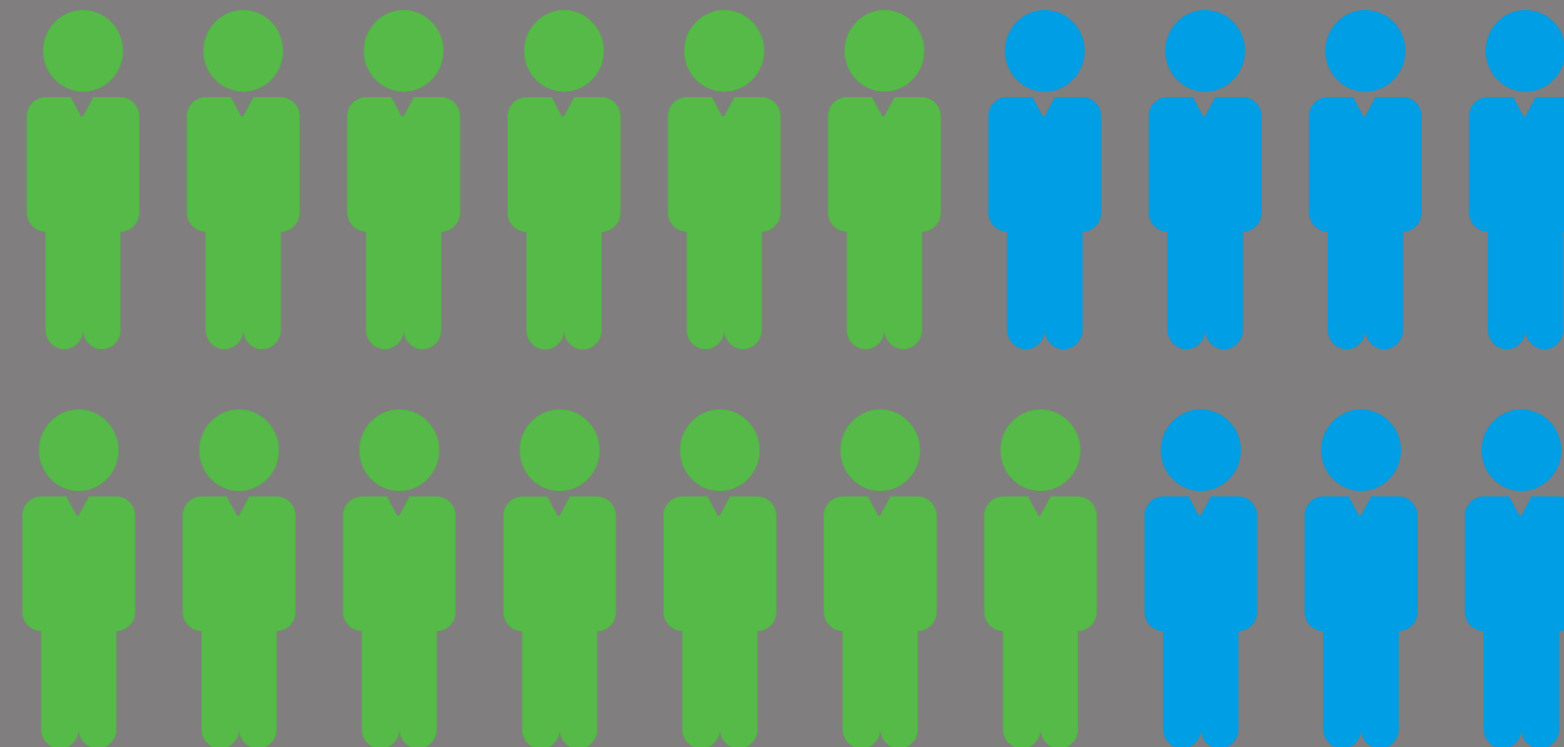
More than 70% active from 5pm – 9pm

No major changes from 2017 in time active in district for residents

Slight increases in time spent early in the morning (5am, 6am) – to reexamine in future studies to see if there is a trend.

Workers

At least 60% of workers active from 8 am – 6pm















More than 70% active from 9am – 5pm




No major changes from 2017 in time active in district for workers






District's Strengths






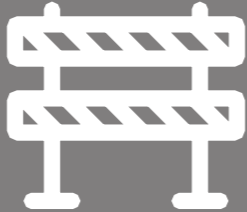
Resident	2019 Ranking	From 2017
1 	Conveniently located/Accessible	65%  8.3%
2 	Retail	34%  25.9%
3 	Dining/Food/Bars	28%  7.7%
Worker	2019 Ranking	From 2017
1 	Dining/Food/Bars	47%  4.4%
2 	Retail	44%  0.6%
3 	Central Location	32%  1.8%

District's Assets











Resident		2019	From 2017
1		Central Location	53% ↑ 10.4%
2		Retail	37% ↑ 19.3%
3		Dining/Food/Bars	33% ↓ 10.8%

Worker		2019	From 2017
1		Central Location	40% ↑ 25%
2		Proximity to airport	39.4% ↑ 14.7%
3		Dining/Food/Bars	39% ↑ 3%

Priorities for Improvement

Resident	2019	From 2017
1	 Traffic Issues	41% ↑ 36.9%
2	 Walkability/ Bikeability/ Lack of sidewalks	23% ↓ 25.1%
3	 Lack of grocery options	17% ↓ 7.4%
Worker	2019	From 2017
1	 Traffic Issues	63% ↑ 1.6%
2	 Walkability/ Bikeability/ Lack of sidewalks	18% ↓ 10.0%
3	 Road issues/ Infrastructure	6% ↓ 14.3%

Characteristics Most Important to Residents and Workers

Ranking		Residents		Workers
1		Strong sense of personal safety		Traffic flow in and out of the District
2		Cleanliness of the District		Traffic circulation within the District
3		Traffic flow in and out of the District		Cleanliness of the District
4		Traffic circulation within the District		Strong sense of personal safety
5		Quality housing options		Good parking accessibility

Top Expectation Gaps

Expectation Gaps refer to the characteristics of the district that Residents and Workers believe should be prioritized for improvement

Ranking	Residents	Workers
1	 Greenspaces	 Traffic flow in and out of the District
2	 Traffic flow in and out of the District	 Traffic circulation within the District
3	 Pedestrian/bicycle trails	 Walkability
4	 Traffic circulation within the District	 Greenspaces
5	 Walkability	 Pedestrian/bicycle trails

Greenspaces and Walkability



Greenspace is now the greatest expectation gap for Westshore Residents, overtaking traffic-related issues




Residents and Workers alike want Dog Parks, Fitness Trails, Crosswalks, and other ways of activating outdoor spaces

- A case for advocacy: the Trust for Public Land has identified areas of the Westshore District as having a ‘very high’ need for a park.¹
- 10 Minute Walk is a national movement, made possible by The Trust For Public Land, National Recreation and Parks Association (NRPA), and Urban Land Institute (ULI) to improve access to parks & green spaces
 - Many Mayors have signed the pledge to guarantee all citizens a ten-minute walk to a park by 2050. In Florida there are 17 pledging cities, including places like Clearwater, Orlando, Ocala, Tallahassee, Gainesville, and Miami

[1] The Trust for Public Land. (n.d.). *Park Serve*. Retrieved from: <https://parkserve.tpl.org/mapping/index.html?CityID=1271000>





Recommending

More residents are “definitely likely” to recommend the Westshore District as a place to live, work, and play.

	Resident		Worker	
	2019	From 2017	2019	From 2017
 Definitely	51%	↑ 2.0%	42%	↑ 31.3%
 Likely/Somewhat likely	42%	↓ 12.5%	54%	↓ 12.9%
 Unlikely	7%	↑ 250%	4%	↓ 33.3%

Strongest Demands

Likely to participate or utilize the following if available or more prevalent

	Resident		Worker	
	2019	From 2017	2019	From 2017
 Grocery store	98%	↓ 0.9%	90%	↑ 11.1%
 Trolley style shuttles between major points in Westshore	82%	*New in 2019	79%	*New in 2019
 Free car service within the District	81%	*New in 2019	77%	*New in 2019
 Pedestrian/bicycle bridge over major roadways	76%	↑ 4.1%	64%	↑ 23.1%



Brought to you by Westshore Alliance in
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