



Westshore District

Baseline Study

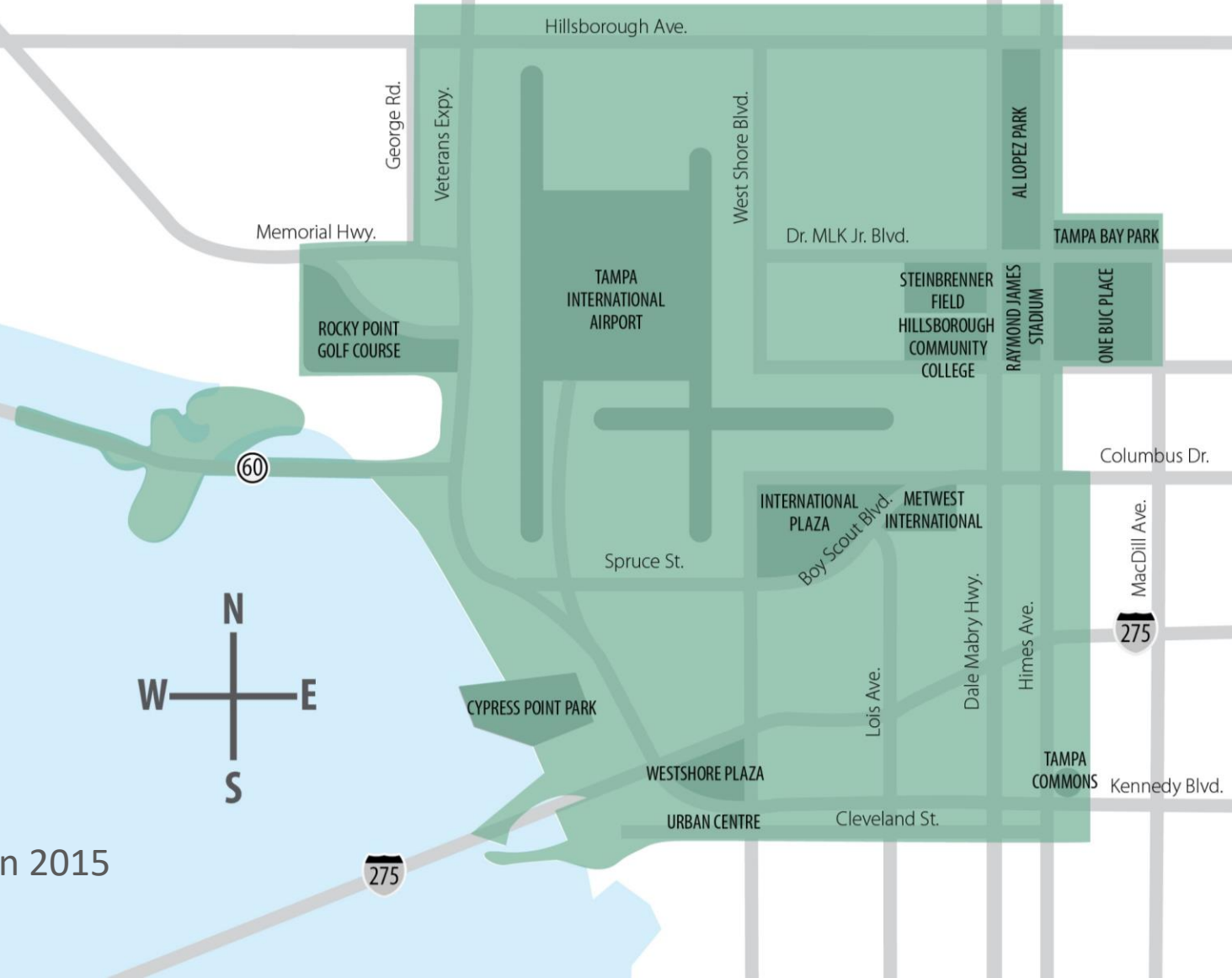
Westshore District Coverage

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



E-blasts



Phone calls



In-person visits



Handout cards



Social media



Press release

Close to **1,200 participants** overall

Profile of Westshore Workers

Tenure



within past 2 years



10 years+

Age

Born:

1982-
2004

1 in 5

Born:

1965-
1981

Close to half

Born:

1925-
1960

Over 1 in 4

Income



1 in 10



Close to 1 in 3



Over half



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



One-third married



1 in 10
with children



More than **one-third**
have at least one pet



Time Spent



50% +
Residents



70% +
Workers



70% +
Residents



*Over half workers
in district
after 6:00pm*

*Over one-third workers
in district
after 7:00pm*

Amenities & Assets



Restaurants



Central Location



Retail



Shopping



Highway Access



Entertainment



TIA access



Employment Opps



Safety



Live/Work/Play

Priorities & Reflections



Career



Proximity to Home



Central Location

94% of workers
are likely to recommend
Westshore as a place to **work**.



Proximity to Work



Live/Work/Play



Central Location

98% of Residents
are likely to recommend
Westshore as a place to **live**.



Top Expectations

Workers



Traffic Flow



Traffic Circulation



Parking Accessibility



F&B Hours



F&B Options

Residents



Personal Safety



Housing Options



Things to Do



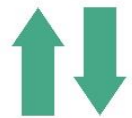
Traffic Flow



F&B Options

Expectation Gaps

Workers



Traffic Flow



Traffic Circulation



Walkability



Greenspaces



Pedestrian/Bicycle Trails

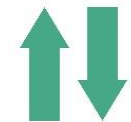
Residents



Pedestrian/Bicycle Trails



Greenspaces



Traffic Flow



Traffic Circulation



Walkability

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