Resident & Worker Data
Methodology

Process
• Collaborated with YCDC management to develop survey questionnaires for residents and workers
• Selected an online surveying methodology
• Coded the questions into online survey platform

Timeline
• Surveys remained open for two weeks

Outreach
• Publicized the survey through the YCDC board, direct outreach to businesses and homeownership/residential groups, social media, eblasts

Responses
• 309 residents
• 404 workers
Residents
Ybor residents tend to skew younger (*more 25-44*), more affluent (*more $50k+*) and fewer report presence of children, than Tampa residents.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Ybor</th>
<th>City</th>
<th>Tampa Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48.8%</td>
<td>48.9%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>51.2%</td>
<td>51.2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Ybor</th>
<th>City</th>
<th>Tampa Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>2.9%</td>
<td>11.0%</td>
<td></td>
</tr>
<tr>
<td>25 to 34</td>
<td>34.8%</td>
<td>22.0%</td>
<td></td>
</tr>
<tr>
<td>35 to 44</td>
<td>30.9%</td>
<td>18.2%</td>
<td></td>
</tr>
<tr>
<td>45 to 54</td>
<td>17.9%</td>
<td>19.2%</td>
<td></td>
</tr>
<tr>
<td>55 to 64</td>
<td>9.7%</td>
<td>14.7%</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>3.9%</td>
<td>15.3%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Ybor</th>
<th>City</th>
<th>Tampa Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>28.6%</td>
<td>33.9%</td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>60.2%</td>
<td>66.1%</td>
<td></td>
</tr>
<tr>
<td>Divorced/Separated/Widowed</td>
<td>11.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pets Present</th>
<th>Ybor</th>
<th>City</th>
<th>Tampa Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dogs</td>
<td>44.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cats</td>
<td>30.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Currently a student at UT, Saint Leo (Channel District), HCC (Ybor) or Stetson University (Tampa)?</th>
<th>Ybor</th>
<th>City</th>
<th>Tampa Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>3.9%</td>
<td>12.8%*</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>96.1%</td>
<td>87.2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children in HHLD</th>
<th>Ybor</th>
<th>City</th>
<th>Tampa Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>10.8%</td>
<td>27.9%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>89.2%</td>
<td>72.1%</td>
<td></td>
</tr>
</tbody>
</table>

*Enrolled in any college or graduate program
Resident Quality of Life
—Most Important & Satisfied Expectations

Most Important:
- Walkability
- Sense of personal safety
- Things to do

Most Satisfied:
- Festivals and events
- Things to do
- Walkability
Resident Quality of Life — Largest & Smallest Gaps In Expectations

**Largest Expectation Gaps:**
- Incoming/outgoing traffic flow
- Sense of personal safety
- Diversity in shopping/retail options

**Smallest Expectation Gaps:**
- Festivals and events
- Affordable parking
- Parking accessibility
Residents shared the areas most important to them and then how satisfied they were with their experience with each as a resident of Ybor.
9 in 10 residents are:

- Satisfied with living in Ybor City
- Likely to recommend Ybor as a place to live

Residents shared that the following would improve their satisfaction:

- Grocery store
- Greater sense of safety *(visible police presence, homeless, lighting)*
- More restaurants *(non-chain, non-tourist)*
- Shorter roadway construction timelines
- Reduce open lots
- Dog park
- More housing options
- Clean up streets

---

**Satisfaction Living in Ybor**

- Extremely satisfied: 36.4%
- Somewhat satisfied: 54.4%
- Neutral: 5.3%
- Somewhat dissatisfied: 3.4%
- Extremely dissatisfied: 0.5%

**Likelihood of Recommending Ybor as Place to Live**

- Definitely likely: 34.8%
- Likely: 37.7%
- Somewhat likely: 20.8%
- Somewhat unlikely: 4.8%
- Unlikely: 1.0%
- Definitely unlikely: 1.0%
Top priorities named by residents from those provided were:

- Residential housing
- Events
- Bike paths
- Walking trails

![Bar chart showing resident perceived priorities for district]

- Residential housing: 82.3% Priority, 5.3% Not a Priority, 12.4% Unsure
- Events: 80.4% Priority, 7.1% Not a Priority, 12.4% Unsure
- Bike paths: 72.2% Priority, 13.7% Not a Priority, 14.1% Unsure
- Walking trails: 61.9% Priority, 22.6% Not a Priority, 15.5% Unsure
- Dog parks: 57.7% Priority, 21.6% Not a Priority, 20.7% Unsure
- Urgent care/physician services: 51.1% Priority, 23.3% Not a Priority, 25.6% Unsure
- Playgrounds: 27.9% Priority, 50.0% Not a Priority, 22.1% Unsure
Resident Patronage

Usage in Ybor if More Available:

1 in 4 would be **daily** users of:
- Grocery stores
- Health Club/Gym

1 in 2 would be **weekly+** users of:
- Grocery stores
- Casual dining
- Coffee shop
- Convenience store
- Health Club/Gym

3 in 4 would be **monthly+** users of:
- Grocery store
- Casual dining
- Coffee shop

Current Expenditure Frequencies Outside of Ybor:

3 in 4 residents leave Ybor at least once per month for:
- Grocery store
- Casual dining restaurant
- Clothing stores/boutiques
- Pharmacies/drug stores
- Fine dining restaurants

1 in 3 leave 2-4 times a month for:
- Casual dining
- Clothing stores/boutiques
- Pharmacies/Drug stores
- Fine dining

1 in 4 leave 5 or more times a month for:
- Grocery
- Health club/gym
- Casual dining
- Convenience store
- Pharmacies/Drug stores
• Respondents reported the percentage of their income that they spend in the categories below.

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean</th>
<th>Median</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>34%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Apparel/Apparel Services</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>6%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Electronics</td>
<td>5%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Personal Care &amp; Related Services</td>
<td>14%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

• The average resident spends just over one-third on F&B, 14% of their income on personal services and 11% on apparel/apparel services.
Resident - Times Active in District

Most active times for residents were Happy Hour and Evening hours.

- Late Bird → 612 residents
- Evening → 1,242 residents
- Happy Hour → 1,324 residents
- Afternoon → 812 residents
- Lunchtime → 812 residents
- Morning → 762 residents
- Early Bird → 513 residents

Time Ranges Actively Spending Time in Ybor
• The most popular modes were walking, car, streetcar, Uber/Lyft and personal bicycle
• Write-in responses included Coast bikes and rental cars
Residents - Transportation Satisfaction

Users of the following modes shared their satisfaction.

- Half or more are satisfied (somewhat or completely) with the modes used.
- Modes they named using if they were more available included light rail, extended streetcar hours/routes, safe walking paths, bike rentals/parks, and carriage rides.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Completely Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Completely Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uber/Lyft</td>
<td>0.8%</td>
<td>1.6%</td>
<td>31.1%</td>
<td>66.4%</td>
</tr>
<tr>
<td>Friend’s vehicle</td>
<td>0.0%</td>
<td>9.1%</td>
<td>43.6%</td>
<td>47.3%</td>
</tr>
<tr>
<td>Personal car</td>
<td>6.8%</td>
<td>9.5%</td>
<td>40.0%</td>
<td>43.7%</td>
</tr>
<tr>
<td>By foot</td>
<td>0.5%</td>
<td>14.9%</td>
<td>43.3%</td>
<td>41.2%</td>
</tr>
<tr>
<td>Motorcycle/scooter*</td>
<td>7.7%</td>
<td>15.4%</td>
<td>38.5%</td>
<td>38.5%</td>
</tr>
<tr>
<td>TECO Line Streetcar</td>
<td>2.3%</td>
<td>21.1%</td>
<td>42.9%</td>
<td>33.8%</td>
</tr>
<tr>
<td>HART bus service*</td>
<td>7.1%</td>
<td>14.3%</td>
<td>50.0%</td>
<td>28.6%</td>
</tr>
<tr>
<td>Personal bicycle</td>
<td>6.8%</td>
<td>21.6%</td>
<td>47.7%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Skateboard*</td>
<td>22.2%</td>
<td>22.2%</td>
<td>44.4%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Taxi*</td>
<td>25.0%</td>
<td>25.0%</td>
<td>50.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

*Small respondent base
Resident - Employment

- A vast majority of residents are employed—92%.
- Industries of employment varied, as shown below.
  - Write-in responses included architecture, real estate, videography, entrepreneurs and food service
- Resident demand for job openings exceeds supply.

**Industry of Employment**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>13.8%</td>
</tr>
<tr>
<td>Management/Professional</td>
<td>13.3%</td>
</tr>
<tr>
<td>Technology</td>
<td>8.7%</td>
</tr>
<tr>
<td>Public service/Government</td>
<td>8.7%</td>
</tr>
<tr>
<td>Sales/Retail/Customer service</td>
<td>7.7%</td>
</tr>
<tr>
<td>Medical/Patient care</td>
<td>6.7%</td>
</tr>
<tr>
<td>Banking/Financial</td>
<td>5.6%</td>
</tr>
<tr>
<td>Media/Entertainment</td>
<td>5.6%</td>
</tr>
<tr>
<td>Service/Maintenance/Construction</td>
<td>4.6%</td>
</tr>
<tr>
<td>Legal Services</td>
<td>3.1%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>3.1%</td>
</tr>
<tr>
<td>Clerical/Administrative</td>
<td>2.6%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

**Perceptions of Job Availability**

- There are not enough job openings for my skill set in Ybor City: 73.3%
- There are a fair amount of job openings for my skill set in Ybor City: 22.5%
- There are many job openings for my skill set in Ybor City: 4.2%
• 6 in 10 Ybor residents work within 15 minutes of their home.
• 1 in 10 commutes more than 30 minutes.
• Personal car is the most common mode of commute.
• 9 in 10 of those with a 16+ minute commute would prefer to work in Ybor if there was a suitable job for their skillset.
Respondents shared their top motivations for moving to Ybor, with the *urban lifestyle experience*, *restaurants* and *arts/entertainment* factoring in the decision for more than half of the residents.

**Motivations to Move to Ybor**

- **Experience the urban lifestyle**: 76.0%
- **Restaurants**: 64.9%
- **Arts/Entertainment**: 60.6%
- **Close proximity to work**: 49.5%
- **Events/Special programs/Functions**: 48.6%
- **Ethnic/Racial diversity**: 37.5%
- **Affordability**: 36.5%
- **Proximity to friends and family**: 31.3%
- **Investment opportunity**: 25.0%
- **Retail shops**: 10.1%
- **Security/Safety**: 5.3%
- **Personal services (spas, dry cleaners, gyms, etc.)**: 3.4%
Resident - Ybor’s Strengths & Weaknesses

Strengths:
- Neighborhood Feel
- History
- Urban Lifestyle
- Diverse
- Sense of Community
- Entertainment
- Walkability
- Affordable
- Fun
- Restaurant Options
- Central Location
- Cultural Roots
- Architecture
- Atmosphere
- Happy Hour
- Potential for Growth
- Happy Hour
- More Dining

Weaknesses:
-crime
- Convenience Stops
- Vacancies
- Parking Rates & Safety
- Housing Affordability/Availability
- Inbound & Outbound Traffic
- Grocery
- Safety
- Homeless/Panhandlers
- Noise
- Surrounded Neighborhoods
- Reputation
- Cleanliness
- More Dining
- Focus Beyond 7th Ave
Resident - Challenges

Number of factors challenge Ybor as a residential community:

• Need to leave for daily personal needs (gym, grocery, pharmacy, shopping, convenience)
• Discrepancy in sense of personal safety expectations (better lighting, police presence, homeless, visible security guards)
• Transportation options are limited (streetcar hours, route), Coast Bike is not fully present through East and West Ybor prompting high personal car usage and Uber/Lyft reliance
• Insufficient job opportunities for full live/work/play experience
• Lack of retail diversity
• Current residential density
• Panhandlers can be aggressive and homeless population puts residents at dis-ease
• Parking cost and safety
• Limited daytime activity
• Interest in greater diversity of housing options than current inventory
• Construction projects interrupt the norm
Factors making Ybor a strong residential community:

• Expectations best align with experience for festivals/events/things to do, parking affordability and accessibility, walkability, streetscapes, F&B hours, etc.

• Users of current transportation mediums available report satisfaction.

• Convenient distance to downtown, ability to walk through the district and connectivity to highways.

• Authenticity—residents acknowledge Ybor’s great character, fascinating history, and stunning architecture.

• There is a sense of community that produces a familial feel.

• All are welcome.

• Vibrant place from the diversity that lives here—ethnicity, age, sexual orientation, to the variety in restaurants and things to do and see.

• Affordable housing and entertainment.

• Lots of potential for growth.
Ybor workers tend to skew younger and indicate lower income than downtown workers. More indicate being single.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Ybor City</th>
<th>Downtown Tampa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>39.3%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Female</td>
<td>60.7%</td>
<td>70.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Ybor City</th>
<th>Downtown Tampa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>7.3%</td>
<td>3.2%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>23.4%</td>
<td>19.0%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>24.1%</td>
<td>22.7%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>25.4%</td>
<td>28.1%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>15.8%</td>
<td>22.4%</td>
</tr>
<tr>
<td>65+</td>
<td>4.0%</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Ybor City</th>
<th>Downtown Tampa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>53.2%</td>
<td>60.6%</td>
</tr>
<tr>
<td>Single</td>
<td>36.5%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Divorced/Separated/Widowed</td>
<td>10.4%</td>
<td>13.3%</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Currently a student at UT, Saint Leo (Channel District), HCC (Ybor) or Stetson University (Tampa)?</th>
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<th>Downtown Tampa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>4.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>No</td>
<td>95.4%</td>
<td>98.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children in HHLD</th>
<th>Ybor City</th>
<th>Downtown Tampa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>32.8%</td>
<td>37.1%</td>
</tr>
<tr>
<td>No</td>
<td>67.2%</td>
<td>62.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Income (HHI)</th>
<th>Ybor City</th>
<th>Downtown Tampa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $35,000</td>
<td>9.6%</td>
<td>15.9%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>18.9%</td>
<td></td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>31.3%</td>
<td>38.4%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>23.4%</td>
<td>23.6%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>9.3%</td>
<td>11.1%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>7.6%</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

*Downtown Tampa Data Source: Tampa Downtown Partnership*
Workers – Most Important & Satisfied

**Most Important:**

- Sense of personal safety
- Good parking accessibility
- Walkability

**Most Satisfied:**

- Convenient food/beverage hours of operation
- Walkability
- Diversity in food/beverage options
Workers – Largest & Smallest Expectations Gaps

Largest Expectation Gaps:
- Sense of personal safety
- Incoming/outgoing traffic flow
- Good parking accessibility

Smallest Expectation Gaps:
- Affordable housing options
- Festivals and events
- Quality housing options
Workers - Quality of Life

- Workers shared the areas most important to them and then how satisfied they were with their experience with each as an employee within Ybor.
8 in 10 workers are:

- Satisfied with working in Ybor City
- Likely to recommend Ybor as a place to work

Workers shared that the following would improve their satisfaction:

- Parking availability
- Parking affordability
- Addressing the homeless
- Improving sense of security
- More shopping
- Better traffic flow/light timing
- Increased food options
- Ability to run lunchtime errands w/o leaving Ybor
Workers - Priorities

Top priorities from those provided were:

– Events, Walking trails, Bike paths, Residential Housing, Urgent/Physician Services

Worker Perceived Priorities for District

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>63.1%</td>
</tr>
<tr>
<td>Walking trails</td>
<td>54.3%</td>
</tr>
<tr>
<td>Bike paths</td>
<td>54.3%</td>
</tr>
<tr>
<td>Residential housing</td>
<td>53.5%</td>
</tr>
<tr>
<td>Urgent care/physician services</td>
<td>48.7%</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>32.0%</td>
</tr>
<tr>
<td>Dog parks</td>
<td>28.9%</td>
</tr>
</tbody>
</table>
# Worker Patronage

## Usage in Ybor if More Available:

<table>
<thead>
<tr>
<th>Daily Users</th>
<th>Weekly+ Users</th>
<th>Monthly+ Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Coffee shops/cafes</td>
<td>- Coffee shops/cafes</td>
<td>- Casual dining restaurants</td>
</tr>
<tr>
<td>- Health clubs/gyms</td>
<td>- Casual dining restaurants</td>
<td>- Coffee shops/cafes</td>
</tr>
</tbody>
</table>

## Current Expenditure Frequencies Outside of Ybor:

<table>
<thead>
<tr>
<th>At Least Once</th>
<th>2-4 Times</th>
<th>5 or More Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Casual dining restaurants</td>
<td>- Grocery stores</td>
<td>- Health clubs/gyms</td>
</tr>
<tr>
<td>- Grocery stores</td>
<td>- Pharmacies/Drug stores</td>
<td>- Casual dining restaurants</td>
</tr>
<tr>
<td>- Coffee shops/Cafes</td>
<td>- Fine dining restaurants</td>
<td>- Convenience stores</td>
</tr>
</tbody>
</table>
Workers – Active Time Periods

• 4 in 5 Ybor workers are active in the district between 8 AM and 5 PM

• Employees are not only limiting their time in Ybor to traditional work hours:
  – More than 1 in 4 are present during “Early Bird” hours
  – Two-thirds are present during “Happy Hour” timeframe

<table>
<thead>
<tr>
<th>Time Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late Bird (midnight to 4am)</td>
<td>11.0%</td>
</tr>
<tr>
<td>Evening (8-midnight)</td>
<td>23.3%</td>
</tr>
<tr>
<td>Happy Hour (5-8pm)</td>
<td>66.7%</td>
</tr>
<tr>
<td>Afternoon (2-5pm)</td>
<td>87.7%</td>
</tr>
<tr>
<td>Lunchtime (11am-2pm)</td>
<td>88.0%</td>
</tr>
<tr>
<td>Morning (8-11am)</td>
<td>84.8%</td>
</tr>
<tr>
<td>Early Bird (5-8am)</td>
<td>31.4%</td>
</tr>
</tbody>
</table>
The most popular modes of transportation were:

- Personal car
- Walking
- Uber/Lyft
Users of the following modes shared their satisfaction.

- Half or more are satisfied (somewhat or completely) with the modes, with the exception of skateboarding.*
- Modes they would use if available included streetcar (earlier start, faster, extended line, light rail/high-speed connectors); bicycles (rentals, paths); and bus (if direct route).

<table>
<thead>
<tr>
<th>Mode</th>
<th>Completely Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Completely Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uber/Lyft</td>
<td>2.6%</td>
<td>7.8%</td>
<td>32.5%</td>
<td>57.1%</td>
</tr>
<tr>
<td>Friend's vehicle</td>
<td>3.4%</td>
<td>8.6%</td>
<td>55.2%</td>
<td>32.8%</td>
</tr>
<tr>
<td>Personal car</td>
<td>2.9%</td>
<td>13.5%</td>
<td>41.1%</td>
<td>42.5%</td>
</tr>
<tr>
<td>By foot</td>
<td>5.1%</td>
<td>12.0%</td>
<td>45.1%</td>
<td>37.7%</td>
</tr>
<tr>
<td>Motorcycle/scooter*</td>
<td>12.5%</td>
<td>12.5%</td>
<td>25.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>TECO Line Streetcar</td>
<td>1.8%</td>
<td>26.8%</td>
<td>35.7%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Personal bicycle*</td>
<td>10.0%</td>
<td>20.0%</td>
<td>50.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Taxi*</td>
<td>23.5%</td>
<td>17.6%</td>
<td>41.2%</td>
<td>17.6%</td>
</tr>
<tr>
<td>HART bus service*</td>
<td>33.3%</td>
<td>11.1%</td>
<td>44.4%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Skateboard*</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

*Small respondent base
• Industries of employment varied

• Write-in responses included:
  – Staffing
  – Hospitality
  – Architecture
  – Marketing

• Workers would like to see more job openings for their skillsets in Ybor.

**Workers – Industries Employed**

**Industry of Employment**

- Management/Professional: 21.1%
- Sales/Retail/Customer Service: 18.8%
- Education: 16.8%
- Technology: 5.6%
- Media/Entertainment: 3.3%
- Service/Maintenance/Construction: 3.3%
- Public service/Government: 3.0%
- Clerical/Administrative: 2.3%
- Banking/Financial: 2.0%
- Non-Profit: 2.0%
- Legal Services: 1.3%
- Medical/Patient care: 0.0%
- Other (please specify): 20.7%

**Perceptions of Job Availability**

- There are not enough job openings for my skill set in Ybor City: 59.2%
- There are a fair amount of job openings for my skill set in Ybor City: 36.4%
- There are many job openings for my skill set in Ybor City: 4.4%
Workers - Commute

- A majority of respondents were fulltime employees within the district.
- 1 in 4 employees indicated living within 15 minutes of Ybor and 6 in 10 live within 30 minutes.
- Personal car is the most common mode of commute.
Workers – Residential Communities

Ybor workers are in large part Hillsborough County residents.

- Top communities include Downtown, the City of Tampa proper, and South Tampa

<table>
<thead>
<tr>
<th>Top 10 Communities of Ybor Worker Residence</th>
<th>Share of Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Area</td>
<td>14.6%</td>
</tr>
<tr>
<td>Tampa</td>
<td>13.4%</td>
</tr>
<tr>
<td>South Tampa</td>
<td>9.3%</td>
</tr>
<tr>
<td>University</td>
<td>6.3%</td>
</tr>
<tr>
<td>New Tampa</td>
<td>5.2%</td>
</tr>
<tr>
<td>Riverview</td>
<td>4.9%</td>
</tr>
<tr>
<td>Brandon</td>
<td>4.5%</td>
</tr>
<tr>
<td>Valrico</td>
<td>4.5%</td>
</tr>
<tr>
<td>West Tampa</td>
<td>4.5%</td>
</tr>
<tr>
<td>Carrollwood</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

Worker County of Residence

- 82% Hillsborough
- 8% Pasco
- 8% Pinellas
- 2% Outside
Workers - Ybor’s Strengths & Weaknesses

Strengths:
- Sense of Community
- Culture
- Diversity
- Restaurants
- History
- Walkable
- Cool/Unique Shops
- Art scene
- Bars/Clubs
- Shopping
- Architecture
- Things to do
- Events

Weaknesses:
- Homeless/Panhandlers
- Safety
- Parking
- Crime
- Traffic
- Limited Retail/Daily Needs
- Clubs & Young Kids
- Sketchy People
- Affordable Housing
- More Businesses
- Affordable Food
- Dirty
- Not Kid-Friendly
- Affordable Housing
- Daytime Activities

35
Workers - Interest in Moving to Ybor

- More than 1 in 4 workers expressed interest in moving to Ybor within the next five years.
- Those uninterested named lack of housing options of interest/affordable housing, safety concerns, lack of daily amenities, and being satisfied with their current housing, as their reasons for not expressing interest in moving to Ybor in the next five years.

Interest in Moving to Ybor Next 5 Years

- Completely interested: 12.5%
- Somewhat interested: 15.8%
- Unsure: 15.8%
- Somewhat uninterested: 9.9%
- Completely uninterested: 43.4%
Workers - Challenges

- There are significant gaps in expectation for two of the three most important characteristics to workers—*sense of personal safety* and *parking accessibility*.
- Amenities of convenience are lacking—*grocery, gym, drug store, convenience store, dry cleaning, etc.*
- Sustaining employees will be a challenge for Ybor unless new employers enter the district.
  - More than half of employees in each industry segment feel that there are not enough openings for their skillset.
- A majority of workers live outside of Ybor and drive into the district, making them sensitive to and currently displeased with the construction that limits ingress and egress.
- Safety after hours, parking availability/cost, homeless/panhandler presence, limited shopping, and unclean streets/alleyways challenge worker satisfaction with the district.
- A vast majority of workers did not express interest in moving to Ybor within the next five years.
Highlighted assets included the district’s:

- Character
- Variety/Options
- Walkability
- Business Owners
- The Chickens
- Events

What workers consider Ybor City strengths:

- Food Options
- Historical Significance/Culture/Architectural Style
- Easy to walk to restaurants/bars/shops
- Sense of community
- Unique shops
- Things to do
Priorities

**Build perception of safety**
- Visible police/security presence
- Homeless and panhandling reduction
- Lighting

**Parking**
- Visible security presence
- Harsher stipulations on authorized lots
- Increase valet

**Attraction of amenities**
- Grocery
- Convenience
- Gym
- Pharmacy
- Retail
- More coffee shops
- More casual restaurants

**Non-amenity additions**
- Diverse & Affordable Housing
- Bike/walking paths
- Dog park

**Communication**
- Construction activities that impede pedestrian walkability
- Traffic ingress/egress changes

**Initiatives**
- Streetcar AM hours extension
- Incentives for retail categories needed
- EDC presentation
- Fam tours
- Development (offices, residential, hotels)