2021
Ybor Resident and Worker Study

Created for the Ybor City Development Corporation by HCP Associates
Introduction

• In 2016, the Ybor City Development Corporation (YCDC) launched its baseline district survey of residents and workers.
  • The survey was conducted in 2018 and the third biennial installment was fielded June 15 – August 1, 2021.

• Results from prior studies brought to light requested changes and improvements deployed by YCDC and its partners, including items such as new crosswalks, 7th Avenue lighting, an extended Streetcar hours of operation trial, the See Something Say Something program, new corporate headquarters, new residential dwellings, and much more.

• The district is growing and as such, YCDC continues to seek feedback on amenities, programs and activities through the District study.
Region of Study: Ybor CRA 1 and 2
Methodology

**Handout Cards**
- QR Code
- Passed out to businesses in Ybor

**Landing Page**
- Included on Flash E-blasts to full YCDC email list
- Featured on handout card and social media
- Respondents opted-in to which survey (resident or worker)

**District Outreach**
- Emailed board members, social groups, and business leaders
- Canvased district with handout cards
- Targeted outreach via social media and phone calls

**Do you live or work in Ybor?**
Do you have thoughts on changes or improvements? We want to hear from you!

Take the Survey
YborCityOnline.com/Survey

**Total Respondents**
- Workers: 544
- Residents: 384
DO YOU LIVE OR WORK IN YBOR?

Do you have thoughts on changes or improvements? We want to hear from you!

Share your opinions with the Ybor Community Advisory Committee / City Development Corporation through an online survey, which takes approximately 10 minutes.

yborcityonline.com/survey

Please spread the word!

Survey participants can enter for a chance to win various gift cards to Ybor businesses, including a one-night stay at Hotel Haya!

Take the Survey

Workers
Demographics

**How long have you worked in Ybor City?**

- Less than two years: 43%
- 2 to 3 years: 22%
- 4 to 8 years: 22%
- 9 to 12 years: 5%
- More than 12 years: 9%

**Gender**

- Male: 45%
- Female: 51%
- Prefer Not To Identify: 3%

**Marital Status**

- Married: 40%
- Single: 51%
- Divorced/Separated/Widowed: 9%

**Children in Household**

- Yes: 66%
- No: 34%

**Annual Household Income Range**

- Under $35,000: 6%
- $35,000 to $49,999: 13%
- $50,000 to $99,999: 23%
- $100,000 to $149,999: 23%
- $150,000 to $199,999: 12%
- $200,000 to $249,999: 3%
- $250,000 or more: 9%

**Age Range**

- Under 25: 7%
- 25 to 34: 25%
- 35 to 44: 25%
- 45 to 54: 20%
- 55 to 64: 10%
- 65 to 74: 3%
- 75+: 0.3%
• Ybor’s workers live across Tampa Bay

• They are most concentrated in the Downtown and South Tampa areas
Employment

Are you employed full-time or part-time?

- Full-time: 89% (2018), 92% (2021)
- Part-time: 11% (2018), 8% (2021)

Thinking about what is available for your skillset in Ybor, which do you believe to be true?

- There are a fair amount of job openings for my skill set in Ybor City: 45% (2018), 48% (2021)
- There are not enough job openings for my skill set in Ybor City: 42% (2018), 49% (2021)
- There are many job openings for my skill set in Ybor City: 6% (2018), 10% (2021)

What is your industry of employment?

- Sales/Retail/Customer service: 19% (2018), 13% (2021)
- Management/Professional: 20% (2018), 15% (2021)
- Technology: 11% (2018), 15% (2021)
- Public service/Government: 10% (2018), 11% (2021)
- Service/Maintenance/Construction: 6% (2018), 4% (2021)
- Legal Services: 3% (2018), 4% (2021)
- Non-Profit: 4% (2018), 4% (2021)
- Media/Entertainment: 3% (2018), 4% (2021)
- Education: 3% (2018), 4% (2021)
- Banking/Financial: 2% (2018), 3% (2021)
- Clerical/Administrative: 3% (2018), 3% (2021)
- Medical/Patient care: 21% (2018), 19% (2021)
- Other: 19% (2018), 19% (2021)

Other includes professions in the following industries: Accounting, architecture, hospitality, manufacturing, and real estate.
## Important to You as an Ybor Employee

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2018</th>
<th>2021</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong sense of personal safety</td>
<td>9.27</td>
<td>9.31</td>
<td>8.94</td>
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<td>Public area cleanliness</td>
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<td>9.00</td>
<td>8.73</td>
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<tr>
<td>Good parking accessibility</td>
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<td>Walkable city</td>
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<td>8.66</td>
<td>8.36</td>
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<tr>
<td>Diversity in food/beverage options</td>
<td>8.13</td>
<td>8.30</td>
<td>8.12</td>
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</tr>
<tr>
<td>Affordable parking</td>
<td>8.24</td>
<td>8.45</td>
<td>8.03</td>
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</tr>
<tr>
<td>Incoming/outgoing traffic flow</td>
<td>8.36</td>
<td>8.39</td>
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<td>In-town traffic circulation</td>
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<td>Things to do</td>
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<td>7.74</td>
<td>7.34</td>
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<tr>
<td>Sense of community</td>
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<td>6.99</td>
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<tr>
<td>Diversity in shopping/retail options</td>
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<td>6.51</td>
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<tr>
<td>Festivals and events</td>
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Experience as an Ybor Employee

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<th>Aspects</th>
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<th>2021</th>
<th>Δ</th>
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<td>In-town traffic circulation</td>
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<td>Festivals and events</td>
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<td>Diversity in food/beverage options</td>
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Expectation Gaps

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<th>Category</th>
<th>Importance</th>
<th>Experience</th>
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Importance vs. Experience
## Top Worker Expectation Gaps: Trending

<table>
<thead>
<tr>
<th></th>
<th>2016 Top 5 Gaps</th>
<th>2018 Top 5 Gaps</th>
<th>2021 Top 5 Gaps</th>
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<td></td>
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<td>Strong sense of personal safety</td>
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<td>Public area cleanliness</td>
<td>2.92</td>
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<tr>
<td></td>
<td></td>
<td></td>
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<td>Good parking accessibility</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Good parking accessibility</td>
</tr>
<tr>
<td>In-town traffic circulation</td>
<td>2.01</td>
<td>Good parking accessibility</td>
<td>2.08</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Affordable parking</td>
</tr>
<tr>
<td>Affordable parking</td>
<td>1.76</td>
<td>Incoming/outgoing traffic flow</td>
<td>1.80</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Diversity in food/beverage options</td>
</tr>
</tbody>
</table>
Ybor’s Greatest Assets and Weaknesses

Assets

- Food
- Diversity
- History
- Community
- Culture
- Restaurant
- History
- Walkable
- Local Street
- Historic

Weaknesses

- Homeless
- Safety
- Cleanliness
- Parking
- Street

Workers emphasized Ybor’s long history and unique aesthetics, its walkability, and diversity of people and businesses.

Workers focused on the following weaknesses: safety, cleanliness, parking, and homelessness. These issues often were interrelated in their responses.
What level of priority should Ybor City place on developing or improving the following within the district? ‘Very high priority’ and ‘High priority’

Respondents stated priority should be placed on ‘Other,’ which can be summarized by the following categories:

- Cleanliness & Beautification
- Promoting Arts
- Safety
Retail Recruitment

Are there any specific retailers that have locations in the area, and would do well opening an Ybor location?

- Workers were most interested in fast-food or fast-casual dining options
- In addition to naming many popular brands—such as Chipotle and Fresh Kitchen—many workers expressed that they wanted a place to grab breakfast or lunch that was quick
How Often do You Leave Ybor? Trending

In a typical 30 days, how often do you leave Ybor City for any of the following, during the workday?
Leaves Ybor at some frequency in 30 days

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casual dining restaurants</td>
<td>81%</td>
<td>78%</td>
</tr>
<tr>
<td>Grocery stores</td>
<td>73%</td>
<td>65%</td>
</tr>
<tr>
<td>Coffee shops/Cafes</td>
<td>63%</td>
<td>61%</td>
</tr>
<tr>
<td>Fine dining restaurants</td>
<td>56%</td>
<td>61%</td>
</tr>
<tr>
<td>Convenience stores</td>
<td>59%</td>
<td>57%</td>
</tr>
<tr>
<td>Pharmacies/Drug stores</td>
<td>61%</td>
<td>56%</td>
</tr>
<tr>
<td>Clothing stores/Boutiques</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>Health clubs/Gyms</td>
<td>36%</td>
<td>44%</td>
</tr>
<tr>
<td>Hair/Nail salon</td>
<td>38%</td>
<td>44%</td>
</tr>
<tr>
<td>Home furnishing stores</td>
<td>28%</td>
<td>38%</td>
</tr>
<tr>
<td>Electronics stores</td>
<td>29%</td>
<td>37%</td>
</tr>
<tr>
<td>Dry cleaners</td>
<td>23%</td>
<td>35%</td>
</tr>
<tr>
<td>Book/Music stores</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Florists</td>
<td>23%</td>
<td>32%</td>
</tr>
<tr>
<td>Laundromats</td>
<td>10%</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Categories highlighted have increased from 2018*
7th Avenue Rebricking

In the past, 7th Avenue was a brick road. As part of the strategy to reinstate an element of historical character of Ybor City, the community has asked the City of Tampa to consider rebricking 7th Avenue from Nuccio Parkway to 26th Street.

To facilitate rebricking 7th Avenue, certain blocks would be closed to vehicular traffic in phases for approximately 30 to 60 days, while sidewalks would remain open to pedestrians.

In light of this, rate your level of support for the rebricking of 7th Avenue where one is ‘do not support’ and five is ‘support enthusiastically.’

(Base: Those that rated 3, 4, or 5 on previous question)
Do you use any of the following modes in Ybor City? Select all that apply.

- Travel by foot
- Personal bicycle
- Trolley (TECO Line Streetcar)
- Personal car
- Motorcycle/Moped
- Friend’s vehicle
- HART bus service
- Uber/Lyft
- Rental bikes
- Scooters

Weekdays  | Weekends  | Never
Commute to Work

How do you normally commute to work?

- Work from home
- Carpool
- Public Transportation
- Walk
- Bike
- Drive personal car
- Other

- 2016
- 2018
- 2021

How long is your commute to work?

- Less than 5 minutes
- 5 to 15 minutes
- 16 to 30 minutes
- 31 to 45 minutes
- More than 45 minutes

Do you foresee your employer to offer work from home in some capacity in the future? (Base: Those working from home)

- Yes
- No
- Not sure

- 2016
- 2018
- 2021
On average, the 22% of workers who pay for their parking pay $164.97 per month.
How satisfied are you with the following aspects of parking?
“Completely satisfied” and “Somewhat satisfied”

- Daytime availability: 79% (2018), 81% (2021)
- Distance to workplace: 76% (2018), 89% (2021)
- Cost: 73% (2018), 78% (2021)
- Car security: 67% (2018), 74% (2021)
- Parking for clients and guests: 66% (2018), 65% (2021)
- Parking time limits for clients and guests: 64% (2018), 68% (2021)
- Lighting: 62% (2018), 73% (2021)
- Nighttime availability: 61% (2018), 70% (2021)
- Personal safety walking to vehicle: 56% (2018), 66% (2021)
Do you have any open feedback to share regarding the topic of parking in Ybor City?

In open-ended feedback regarding parking from workers, the responses focused on the following themes:

- Safety
  - Presence of security guards in garage
  - Lighting
  - Walking from parking to location
- Lots
  - Desire to be paved or covered
- Payment
  - Should be free
  - More affordable options wanted
- Want EV charging stations
What ideas do you have to activate Ybor City in a post COVID-19 world?

Ideas from workers included
- Activities
  - Family friendly
  - Ideas such as street festivals
  - Close 7th for events
  - Experiential options post COVID
- Safety
  - Restore safety
  - Guidelines for COVID
- Clean up the district
Satisfaction and Recommending Working in Ybor City

In general, how satisfied are you with working in Ybor City?

- Extremely dissatisfied: 3%
- Somewhat dissatisfied: 3%
- Neutral: 2%
- Somewhat satisfied: 7%
- Extremely satisfied: 2%

How likely are you to recommend Ybor City to a friend or peer as a place to work?

- Definitely unlikely: 3%
- Unlikely: 3%
- Somewhat unlikely: 7%
- Somewhat likely: 26%
- Likely: 29%
- Definitely likely: 34%
How interested are you in living in Ybor City within the next five years?

- **Completely uninterested**: 43% (2016), 37% (2018), 35% (2021)
- **Somewhat uninterested**: 10% (2016), 11% (2018), 17% (2021)
- **Unsure**: 16% (2016), 18% (2018), 15% (2021)
- **Somewhat interested**: 16% (2016), 21% (2018), 20% (2021)
- **Completely interested**: 13% (2016), 12% (2018), 12% (2021)
- **N/A—I already live in Ybor**: 3% (2016), 3% (2018), 0% (2021)
Workers relayed the following themes with their future vision of Ybor:

- Hope it will be a better place
- Historical aspects maintained
  - Preserve history and “old times”
- Close off to vehicles
- Continue being unique and eclectic
- More restaurant options
- Alternative to just nightlife
- Reduce crime and homeless
- Growth
  - Filling empty store fronts
  - Bigger retailers
- More upscale
- Maintain local feel
- Safer
Residents

Do you live or work in Ybor?

Do you have thoughts on changes or improvements? We want to hear from you!

Share your opinions with the Ybor Community Advisory Committee / Ybor City Development Corporation through an online survey, which takes approximately 10 minutes.

yborcityonline.com/survey

Please spread the word!
Survey participants can enter for a chance to win a Ybor City prize pack.
Demographics

How long have you lived in Ybor City?
- Less than two years: 19%
- 2 to 3 years: 38%
- 4 to 8 years: 28%
- 9 to 12 years: 5%
- More than 12 years: 10%

Children in Household
- Yes: 62%
- No: 38%

Marital Status
- Married: 45%
- Single: 49%
- Divorced/Separated/Widowed: 6%
- Prefer not to identify: 1%

Gender
- Male: 47%
- Female: 51%
- Prefer not to identify: 1%

Annual Household Income Range
- Under $35,000: 10%
- $35,000 to $49,999: 22%
- $50,000 to $99,999: 28%
- $100,000 to $149,999: 22%
- $150,000 to $199,999: 10%
- $200,000 to $249,999: 5%
- $250,000 or more: 3%

Age Range
- Under 25: 3%
- 25 to 34: 39%
- 35 to 44: 32%
- 45 to 54: 14%
- 55 to 64: 7%
- 65 to 74: 4%
- 75+: 0.3%
Resident Information

An average reasonable monthly mortgage for respondents is $2,418.09

**What best describes your residence?**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single family home</td>
<td>27%</td>
<td>49%</td>
</tr>
<tr>
<td>Condo/Townhome/Apartment</td>
<td>73%</td>
<td>51%</td>
</tr>
</tbody>
</table>

**Do you rent or own your residence?**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>51%</td>
<td>50%</td>
</tr>
<tr>
<td>Own</td>
<td>49%</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Do you have an interest in owning a residence in Ybor?**
*(Base: Those that rent in Ybor)*

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<thead>
<tr>
<th></th>
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<tr>
<td>No</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Yes</td>
<td>84%</td>
<td>87%</td>
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## Importance to You as an Ybor Resident

On a scale from 1 to 10 where 1 is ‘extremely unimportant’ and 10 is ‘extremely important,’ how important are each of the following to you, as an Ybor resident?

<table>
<thead>
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<th>Feature</th>
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<td>Public area cleanliness</td>
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<td>8.90</td>
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<td>7.47</td>
<td>↓</td>
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<tr>
<td>Things to do</td>
<td>8.74</td>
<td>8.52</td>
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<td>↓</td>
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<tr>
<td>Diversity in food/beverage options</td>
<td>8.61</td>
<td>8.51</td>
<td>7.41</td>
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<tr>
<td>Sense of community</td>
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<td>7.37</td>
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<tr>
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<td>-</td>
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<tr>
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<tr>
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</tr>
<tr>
<td>Good parking accessibility</td>
<td>7.55</td>
<td>7.62</td>
<td>6.74</td>
<td>↓</td>
</tr>
<tr>
<td>Art-filled streetscapes</td>
<td>7.31</td>
<td>7.29</td>
<td>6.59</td>
<td>↓</td>
</tr>
<tr>
<td>Affordable parking</td>
<td>7.11</td>
<td>7.23</td>
<td>6.48</td>
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</tr>
</tbody>
</table>
## Experience as an Ybor Resident

On a scale from 1 to 10 where 1 is ‘extremely dissatisfied’ and 10 is ‘extremely satisfied,’ how satisfied are you with your experience as a resident, with each of the following?

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2018</th>
<th>2021</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkable city</td>
<td>7.30</td>
<td>7.48</td>
<td>6.70</td>
<td>↓</td>
</tr>
<tr>
<td>Things to do</td>
<td>7.41</td>
<td>7.17</td>
<td>6.66</td>
<td>↓</td>
</tr>
<tr>
<td>Festivals and events</td>
<td>7.59</td>
<td>7.33</td>
<td>6.60</td>
<td>↓</td>
</tr>
<tr>
<td>Diversity in food/beverage options</td>
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<tr>
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<td>6.99</td>
<td>6.39</td>
<td>↓</td>
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<tr>
<td>Good parking accessibility</td>
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<tr>
<td>Car-free transportation options</td>
<td>-</td>
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<tr>
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<tr>
<td>In-town traffic circulation</td>
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<td>6.23</td>
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<tr>
<td>Art-filled streetscapes</td>
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<tr>
<td>Quality housing options</td>
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<td>6.02</td>
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</tr>
<tr>
<td>Incoming/outgoing traffic flow</td>
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<td>6.44</td>
<td>6.02</td>
<td>↓</td>
</tr>
<tr>
<td>Diversity in shopping/retail options</td>
<td>5.46</td>
<td>5.55</td>
<td>5.67</td>
<td>↑</td>
</tr>
<tr>
<td>Affordable housing options</td>
<td>6.17</td>
<td>6.02</td>
<td>5.65</td>
<td>↓</td>
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<tr>
<td>Strong sense of personal safety</td>
<td>5.70</td>
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<td>5.62</td>
<td>↓</td>
</tr>
<tr>
<td>Public area cleanliness</td>
<td>-</td>
<td>6.14</td>
<td>5.36</td>
<td>↓</td>
</tr>
</tbody>
</table>
Expectation Gap

- Public area cleanliness
- Quality housing options
- Walkable city
- Affordable housing options
- Car-free transportation options
- Sense of community
- Incoming/outgoing traffic flow
- Diversity in food/beverage options
- Things to do
- In-town traffic circulation
- Art-filled streetscapes
- Good parking accessibility
- Festivals and events
- Affordable parking

<table>
<thead>
<tr>
<th>Feature</th>
<th>Importance</th>
<th>Experience</th>
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<tbody>
<tr>
<td>Public area cleanliness</td>
<td>7.67</td>
<td>5.36</td>
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<tr>
<td>Quality housing options</td>
<td>7.78</td>
<td>5.62</td>
</tr>
<tr>
<td>Walkable city</td>
<td>7.47</td>
<td>6.02</td>
</tr>
<tr>
<td>Affordable housing options</td>
<td>7.06</td>
<td>5.67</td>
</tr>
<tr>
<td>Car-free transportation options</td>
<td>7.93</td>
<td>6.70</td>
</tr>
<tr>
<td>Sense of community</td>
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<td>6.76</td>
</tr>
<tr>
<td>Incoming/outgoing traffic flow</td>
<td>7.37</td>
<td>6.39</td>
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<tr>
<td>Diversity in food/beverage options</td>
<td>7.41</td>
<td>6.62</td>
</tr>
<tr>
<td>Things to do</td>
<td>7.42</td>
<td>6.66</td>
</tr>
<tr>
<td>In-town traffic circulation</td>
<td>7.15</td>
<td>6.23</td>
</tr>
<tr>
<td>Art-filled streetscapes</td>
<td>7.41</td>
<td>6.59</td>
</tr>
<tr>
<td>Good parking accessibility</td>
<td>7.42</td>
<td>6.74</td>
</tr>
<tr>
<td>Festivals and events</td>
<td>7.42</td>
<td>6.88</td>
</tr>
<tr>
<td>Affordable parking</td>
<td>7.42</td>
<td>6.60</td>
</tr>
</tbody>
</table>
## Expectation Gap Trending

### Top Resident Expectation Gaps: Trending

<table>
<thead>
<tr>
<th></th>
<th>2016 Top 5 Gaps</th>
<th>2018 Top 5 Gaps</th>
<th>2021 Top 5 Gaps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong sense of personal safety</td>
<td>3.46</td>
<td>Strong sense of personal safety</td>
<td>2.92</td>
</tr>
<tr>
<td>Incoming/outgoing traffic flow</td>
<td>3.09</td>
<td>Public area cleanliness</td>
<td>2.76</td>
</tr>
<tr>
<td>Diversity in shopping/retail options</td>
<td>2.75</td>
<td>Diversity in shopping/retail options</td>
<td>2.29</td>
</tr>
<tr>
<td>In-town traffic circulation</td>
<td>2.59</td>
<td>Quality housing options</td>
<td>2.24</td>
</tr>
<tr>
<td>Quality housing options</td>
<td>2.28</td>
<td>Diversity in food/beverage options</td>
<td>1.89</td>
</tr>
</tbody>
</table>
Ybor’s Greatest Assets and Weaknesses

**Assets**

Residents focused on Ybor’s history, culture, diversity, and walkability as the predominant assets of the District.

**Weaknesses**

Residents focused on similar weaknesses as workers, which include safety and homelessness. Retail and parking were also frequently mentioned.
Level of Priority

What level of priority should Ybor City place on the following within the district? ‘Very high priority’ and ‘High priority’

- Enhanced lighting: 81% in 2021, 68% in 2018
- Recruiting retail businesses: 68% in 2021, 68% in 2018
- Patrolling officers: 89% in 2021, 66% in 2018
- Security cameras: 77% in 2021, 65% in 2018
- Bike paths: 69% in 2021, 61% in 2018
- Walking trails: 66% in 2021, 58% in 2018
- Dog parks: 61% in 2021, 51% in 2018
- Outdoor sports and recreation: 50% in 2021

Respondents stated priority should be placed on ‘Other,’ which can be summarized by the following categories:
- Controlling noise
- Safety
- More shade
Retail Recruitment

Are there any specific retailers that have locations in the area, and would do well opening an Ybor location?

- Residents were most interested in grocery options
- Specific stores such as Publix and Trader Joes were called out, with drug stores such as CVS also named
In a typical 30 days, how often do you leave Ybor City for any of the following, during the workday?

Leaves Ybor at some frequency in 30 days

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery stores</td>
<td>99%</td>
<td>98%</td>
</tr>
<tr>
<td>Pharmacies/Drug stores</td>
<td>94%</td>
<td>95%</td>
</tr>
<tr>
<td>Casual dining restaurants</td>
<td>92%</td>
<td>94%</td>
</tr>
<tr>
<td>Fine dining restaurants</td>
<td>86%</td>
<td>91%</td>
</tr>
<tr>
<td>Clothing stores/Boutiques</td>
<td>90%</td>
<td>91%</td>
</tr>
<tr>
<td>Convenience stores</td>
<td>64%</td>
<td>80%</td>
</tr>
<tr>
<td>Home furnishing stores</td>
<td>54%</td>
<td>79%</td>
</tr>
<tr>
<td>Hair/Nail salon</td>
<td>65%</td>
<td>78%</td>
</tr>
<tr>
<td>Coffee shops/Cafes</td>
<td>65%</td>
<td>76%</td>
</tr>
<tr>
<td>Book/Music stores</td>
<td>50%</td>
<td>72%</td>
</tr>
<tr>
<td>Health clubs/Gyms</td>
<td>54%</td>
<td>71%</td>
</tr>
<tr>
<td>Electronics stores</td>
<td>47%</td>
<td>70%</td>
</tr>
<tr>
<td>Dry cleaners</td>
<td>55%</td>
<td>67%</td>
</tr>
<tr>
<td>Florists</td>
<td>26%</td>
<td>65%</td>
</tr>
<tr>
<td>Laundromats</td>
<td>13%</td>
<td>48%</td>
</tr>
</tbody>
</table>

*Categories highlighted have increased from 2018
7th Avenue Rebricking

In the past, 7th Avenue was a brick road. As part of the strategy to reinstate an element of historical character of Ybor City, the community has asked the City of Tampa to consider rebricking 7th Avenue from Nuccio Parkway to 26th Street.

To facilitate rebricking 7th Avenue, certain blocks would be closed to vehicular traffic in phases for approximately 30 to 60 days, while sidewalks would remain open to pedestrians.

In light of this, rate your level of support for the rebricking of 7th Avenue where one is ‘do not support’ and five is ‘support enthusiastically.’

(Base: Those that rated 3, 4, or 5 on previous question)
Time Spent in District

Select the typical time ranges that you are awake and actively spending time in Ybor City. Select all that apply.
Do you use any of the following modes in Ybor City? Select all that apply.

- Personal car: 65%
- Travel by foot: 62%
- TECO Line Streetcar: 59%
- Personal bicycle: 37%
- Uber/Lyft: 36%
- Friend's vehicle: 18%
- Scooters: 17%
- Taxi: 12%
- Motorcycle/Moped: 11%
- HART bus service: 7%
- Rental bikes: 7%
- Other: 1%
**Car and Parking**

**Do you have a car?**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Yes</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**How satisfied are you with the following aspects of parking?**

‘Completely satisfied’ and ‘Somewhat satisfied’

- **Daytime availability**: 79% (2018), 76% (2021)
- **Onsite resident parking**: 83% (2018), 70% (2021)
- **Personal safety walking to vehicle**: 64% (2018), 66% (2021)
- **Offsite resident parking**: 64% (2018), 65% (2021)
- **Visitor parking time limits**: 64% (2018), 64% (2021)
- **Onsite visitor parking**: 62% (2018), 64% (2021)
- **Car security**: 61% (2018), 59% (2021)
- **Lighting**: 60% (2018), 56% (2021)
- **Offsite visitor parking**: 58% (2018), 53% (2021)
- **Nighttime availability**: 56% (2018), 47% (2021)
Parking Feedback

In open-ended feedback regarding parking from residents, the responses can be categorized into the following sentiments:

• Limited availability
  • Need more spots
  • Larger lots
• Complaints about parking operators
• More designated resident and visitor parking desired
• Better management and supervision
• Poorly organized
• Expensive

Do you have any open feedback to share regarding the topic of parking in Ybor City?
Employment

Are you employed?

2018: 10% Yes, 90% No
2021: 5% Yes, 95% No

What is your industry of employment?

- Banking/Financial: 5% (2018), 13% (2021)
- Sales/Retail/Customer service: 5% (2018), 11% (2021)
- Management/Professional: 6% (2018), 11% (2021)
- Public service/Government: 9% (2018), 9% (2021)
- Technology: 8% (2018), 7% (2021)
- Media/Entertainment: 4% (2018), 4% (2021)
- Medical/Patient care: 7% (2018), 7% (2021)
- Education: 7% (2018), 9% (2021)
- Service/Maintenance/Construction: 6% (2018), 7% (2021)
- Non-Profit: 5% (2018), 4% (2021)
- Legal Services: 4% (2018), 2% (2021)
- Clerical/Administrative: 2% (2018), 1% (2021)
- Other: 11% (2018), 21% (2021)

Other includes professions primarily in the following industries: Hospitality, marketing, and real estate.
Employer Location

Is your employer located in Ybor?

- 2018: 30% Yes, 70% No
- 2021: 57% Yes, 43% No

- Increasing numbers of residents work in Ybor City
How do you normally commute to work?

- **Drive personal car**: 76% (2016), 73% (2018), 76% (2021)
- **Work from home**: 21% (2016), 14% (2018), 10% (2021)
- **Walk**: 12% (2016), 10% (2018), 9% (2021)
- **Bike**: 2% (2016), 3% (2018), 9% (2021)
- **Public transportation**: 1% (2016), 0% (2018), 6% (2021)
- **Carpool**: 1% (2016), 1% (2018), 4% (2021)
- **Other**: 8% (2016), 9% (2018), 2% (2021)
- **Skateboard**: 0% (2016), 0% (2018), 0% (2021)

Do you foresee your employer offering work from home in some capacity in the future? (Base: Those working from home)

- **No**: 3% (2016), 7% (2018), 9% (2021)
- **Not sure**: 90% (2016), 87% (2018), 80% (2021)
- **Yes**: 7% (2016), 7% (2018), 3% (2021)

How long is your commute to work?

- **Less than 5 minutes**: 0% (2016), 5% (2018), 10% (2021)
- **5 to 15 minutes**: 29% (2016), 36% (2018), 40% (2021)
- **16 to 30 minutes**: 27% (2016), 25% (2018), 35% (2021)
- **31 to 45 minutes**: 25% (2016), 30% (2018), 25% (2021)
- **More than 45 minutes**: 16% (2016), 29% (2018), 29% (2021)
Motivations to Live in Ybor

Respondents were asked to rank a series of factors on how important or not important each were in their motivations to move to Ybor City.

<table>
<thead>
<tr>
<th>Most Important Motivating Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
</tr>
<tr>
<td>Experience the urban lifestyle</td>
</tr>
<tr>
<td>Arts/Entertainment</td>
</tr>
<tr>
<td>Proximity to family and friends</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Least Important Motivating Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
</tr>
<tr>
<td>Affordability</td>
</tr>
<tr>
<td>Security/Safety</td>
</tr>
<tr>
<td>Proximity to family and friends</td>
</tr>
</tbody>
</table>
In general, how satisfied are you with living in Ybor City?

- **2016**
  - Extremely dissatisfied: 3%
  - Somewhat dissatisfied: 5%
  - Neutral: 54%
  - Somewhat satisfied: 36%

- **2018**
  - Extremely dissatisfied: 6%
  - Somewhat dissatisfied: 9%
  - Neutral: 45%
  - Somewhat satisfied: 40%

- **2021**
  - Extremely dissatisfied: 4%
  - Somewhat dissatisfied: 16%
  - Neutral: 51%
  - Somewhat satisfied: 28%
Do you have any feedback regarding your experience as a business owner in Ybor to share with the City?

Resident business owners shared that:
- There should be more synergy and collaboration
- Safety is a major concern
- YCDC should be given the resources they need to make improvements
- Cleanliness is also a major concern

What ideas do you have to activate Ybor City in a post COVID-19 world?

Residents provided ideas such as:
- Seek new developments and business
- Promote the revival of all enterprises
- Unite businesses through merchant associations that would promote Ybor as a whole
- More outdoor experiences and events
- Incentivize residents to visit Ybor businesses
3%

1%

1%

11%

2%

2%

11%

4%

5%

25%

13%

38%

19%

42%

38%

34%

30%

19%
Residents cited their future vision of Ybor as:

- A walkable and vibrant community
- Historical destination
- Clean and safe district
- More than an entertainment district
- Getting better and continuously improving
- More developed
- More retail and addition of some big box stores
- Maintain diversity
Summary Findings
Summary Findings

- Workers and Residents agree that *Ybor’s culture, history, and diversity* are its greatest strengths
  - Both groups are supportive of rebricking 7th Avenue
- Safety remains a top priority for both residents and workers
  - Most open-ended feedback correlated homelessness, littering, and safety together
- Cleanliness has overtaken parking-related concerns as a high priority for the district
- Residents are less active in Ybor than years prior – likely as a result of COVID
- Residents and workers are less interested in retail and boutiques; workers want more fast- and fast-casual food options, while residents want more grocery options
- Both residents and workers recommend Ybor less and have lower satisfaction levels than years prior; despite the decreased sentiments, the open-ended question about the future vision for Ybor shows hopefulness
Summary Findings (Cont’d)

• More residents both live and work in Ybor – a promising sign for the district’s future growth as a mixed-use district

• More residents and workers are using the streetcar on a regular basis

• Use of the parking garage has increased – a trend that we should expect to continue as more development takes place in the district

• Residents and workers want to see greater activation of Ybor City
  • More events, especially outside events
  • Many respondents suggested closing 7th Avenue to host block parties, street fairs, and other events more often