Reality Check: Can Legos® tell your future?

A publication of the Tampa Bay Regional Planning Council
Convening the region for 45 years
MISSION STATEMENT
To serve our citizens and member governments by providing a forum to foster communication, coordination and collaboration in identifying and addressing issues and needs regionally.

Acknowledgments
The Tampa Bay Regional Planning Council wishes to extend its sincere appreciation to the organizations that have generously co-sponsored the 15th Annual Future of the Region Awards Luncheon.

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16th Annual Future of the Region Awards
We cordially invite you to participate in next year’s...
16th Annual Future of the Region Awards

Call for Entries - October 2007
Deadline for Entries - Early January 2007
16th Annual Future of the Region Awards Luncheon - March 2007
Venue to be announced.

For more information or to be placed on the mailing list, please contact Wren Krahl, Manager of Administration/Public Information, wren@tbrpc.org, 727-570-5151 ext. 22. Visit the website to view the Annual Future of the Region Commemorative Programs, www.tbrpc.org.
COMMMUNITY SERVICE
9/11 Memorial Oldsmar Fire Rescue - City of Oldsmar
Community Center/A LEED Project - City of Dunedin
Morgan Heart Hospital at Morton Plant/Clearwater - Harvard Jolly, Inc.
True Compassion Campaign - Drug Free America Foundation, Inc.

CULTURAL/SPORTS/RECREATION
Mahaffey Theater Renovations - Downtown Enterprise Facilities, City of St. Petersburg
Online Guide to Pinellas County Blueways - Pinellas County Planning Department
Plant City Tennis Center - City of Plant City
The Historical Richey Suncoast Theatre - City of New Port Richey
Tibbals Learning Center at Ringling Museum of Art - Harvard Jolly, Inc.

DEVELOPMENT
MacDill Air Force Base General Plan - Englehardt, Hammer & Associates
MacDill Air Force Base Phase 5 Military Housing - Diaz Pearson & Associates
PSTA’s New Scherer Drive Administration & Operating Facilities - PSTA
Tangerine Plaza and Sweetbay Supermarket - City of St. Petersburg
The Wilson Miller Office Building - Wilson Miller
The Wimauma Village Plan - Hillsborough County/CBP/PGM

ENVIRONMENT
Glen Oaks Stormwater Management Project - City of Clearwater
Lancaster Tract Habitat Restoration Project - Southwest Florida Water Management District
Tampa Harbor Operations & Maintenance Project - Pinellas County Department of Environmental Management

INFRASTRUCTURE
Clean School Buses in Pinellas County - Pinellas County Department of Environmental Management
Fiscal Impact Estimates of Land Development (FIELD) Model - Hillsborough County Planning Commission
Memorial Causeway Bridge - City of Clearwater
Pinellas County Galvanized Pipe Replacement Program - Pinellas County Utilities

PUBLIC EDUCATION
Brownfield Spotter Patch Program for Girl Scouts - Pinellas County Economic Development
Dunedin Celebrates Diversity Week - City of Dunedin
Florida-Friendly Landscaping - Southwest Florida Water Management District
Have A Plan-Know Your Plan - Hillsborough County
Mayor’s Mentors & More - City of St. Petersburg
“Pick Up the Phone and You’re There, Call PSTA” - PSTA
PSTA’s Bikes and Buses Instructional Powerpoint - PSTA
Share the Road Media Campaign, Tampa Bay Region - City of Clearwater
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FUTURE OF THE REGION
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Visions is published twice annually by the Tampa Bay Regional Planning Council, 4000 Gateway Centre Blvd., Suite 100, Pinellas Park, FL 33782. Telephone: (727) 570-5151; Fax: (727) 570-5118. Postmaster, please send change of address to Visions, 4000 Gateway Centre Blvd., Suite 100, Pinellas Park, FL 33782. The Visions logo is copyrighted. It is a registered trademark of the Tampa Bay Regional Planning Council. No portion of this magazine’s contents may be reprinted or reproduced electronically in whole or part without the written permission of the publisher.
Reality Check

Picture our region with double the current population.

Between 2001 and 2030 the population of the Tampa Bay region is expected to increase by 2.0 million residents; the population will double by the year 2050. Employment is projected to increase by more than 940,000 jobs by 2030 or 1.6 million jobs by the year 2050.

On May 18, 2007, over 300 invited leaders, from the public, private and not for profit community participated in an exercise to build consensus on regional growth issues - Reality Check Tampa Bay. Using engaging materials such as Legos, ribbons, and regional maps, participants in diverse groups of 10 decided where and how our region should grow. Along the way they discovered a remarkable level of agreement on growth principles and a roadmap for how to build the region they want to live in and leave to their children and grandchildren.

Spearheaded by the Urban Land Institute and the Tampa Bay Partnership, Reality Check’s marquee partners included the Tampa Bay Regional Planning Council, the Southwest Florida Water Management District and the Tampa Bay Estuary Program. Reality Check was created by ULI Los Angeles and inspired by Envision Utah. “The event is a public/private partnership that required resources across the region.” “This is the most exciting citizen involvement exercise I have been associated with,” said Manny Pumariega, executive director of the Tampa Bay Regional Planning Council. “Participants learned first hand the challenges and opportunities facing our region.” Reality Check exercises have been held successfully in Los Angeles, Washington D.C., North Texas and Maryland. Seattle and Arizona are in the planning stages and will also be holding Reality Check events in 2007.

This gathering was a tipping point for the region forming a lasting impression to understand the growth of the Tampa Bay region by the year 2050. The initiative was tailored to the specific needs of our region, yet building upon the expertise of visioning activities and other Reality Check exercises conducted in other major metropolitan areas.

Reality Check is neither a traditional conference nor a theoretical exercise. Participants worked in teams of 8 to 10 people per table, negotiating with each other to create a blueprint for the growth of the region based on actual demographic, geographic and economic data assembled specifically for the event.

The tabletop exercises were designed to increase
COUNCIL CAPSULES

WHO ARE WE AND WHAT WE DO

The Tampa Bay Regional Planning Council offers a wide variety of services and products. Can we provide a service to you?

Among the services and programs the council offers: economic modeling and analysis; community visioning and charette planning; spatial growth modeling; environmental technical assistance and analysis; hurricane and hazard preparedness planning; the official Hurricane Guide; the Small Business Disaster Kits; GIS mapping; and planning technical assistance to local governments.

Our Regional Information Center serves as a Florida State Data Center; official U.S. Census affiliate; provides technical assistance; and is a clearinghouse for technical assistance and administrative materials related to planning and development in the Tampa Bay Region.

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THE VISIONS PROJECT

FUTURE OF THE REGION 2007

ReaLIty CheCk OObJeCIVes:

Promote a region wide awareness of the level of growth that is coming to the Tampa Bay Region.

Allocate projected housing and employment growth among jurisdictions.

Recognize the legitimate points of view of different stakeholders.

Lay the foundation for the development of a concrete list of next steps to assure quality growth to meet the region’s needs over the coming decades.

From Vision to Implementation...

REALITY CHECK BECOMES ONE BAY: FULFILLING LIFE’S POSSIBILITIES

Following the morning’s Reality Check exercise a group of over 400 gathered for lunch to unveil the next phase of the project, One Bay: Fulfilling Life’s Possibilities. One Bay will examine the 32 scenarios that were developed in the team exercises. These scenarios will be subjected to rigorous evaluations over the coming months to test their feasibility and to share the analysis with the community. “It’s all about implementation. This study will not be on a shelf, but a living document,” stated One Bay Chair, Dan Mahurin. “The focus in the coming months will be to broaden the community conversation and touch as many people as we can.” The next steps will be to lay a foundation for the development of a concrete list of ideas to assure quality growth over the next few decades.

“Over the next 18 months we will be interacting with thousands of citizens, institutions and several professional experts to work through the many choices and tradeoffs in arriving at the preferred future growth pattern of our 7-county region,” said Manny Pumariega. “The endeavor has helped us to pool our knowledge and resources to chart the best course for our community.” For more information visit www.myonebay.com.

Contributors to this article:
Tampa Bay Partnership
McIntosh Award to

**MAYOR'S MENTORS & MORE**

Investing time and energy into future generations is on every city agenda. But Rick Baker, mayor of St. Petersburg since 2001, has made this concept a mantra by inaugurating a mentoring program that has won national recognition for his city—and now the Charles A. McIntosh Jr. Award of Distinction.

Mayor Baker's Mentors & More program involves encouraging city employees as well as corporations to donate time and money toward mentoring public school students, providing subsidies and awards for education professionals, and generating scholarships for college.

And this was the first program of its kind in the country:

The McIntosh Award was presented at the 15th annual Future of the Region Awards by the Tampa Bay Regional Planning Council.

Mayor Baker has "consistently gone above and beyond what is expected of a St. Petersburg mayor," noted Scott Black, chairman of the Tampa Bay Regional Planning Council and Dade City Commissioner.

"Our schools need to be great for people to want to live in our neighborhoods and bring their businesses to Florida."

-Mayor Rick Baker

"He has remade the image of the city with his innovative programs. This Mentors & More program is one of the best."

The Mentors & More program began more than five years ago as part of Baker's platform as he ran for mayor of St. Petersburg. The concept was to encourage corporate support of schools and to provide models for mentoring by allowing city employees to volunteer during their workweek.

Currently, 80 corporations are partnered with 47 city schools, providing children with mentors while at school. The program has also raised scholarships for St. Petersburg students and made certain that each student has a mentor in partnership with the local education foundation.

The program also includes housing loans for teachers to live in the city where they teach.

City employees are encouraged to mentor up to an hour a week in city schools without losing pay. Currently, approximately 160 city employees are volunteering as...
Commissioner Black has served Dade City since 1990 and has been their representative on the Tampa Bay Regional Planning Council since 1999. Commissioner Black also served as Mayor from 2000-2004 and as Mayor Pro-Tem from 1992-2000. Commissioner Black is known for his past service as President of the Florida League of Cities and Chair of the Florida Investment Trust, 2000-2001. He also served as President of the Suncoast League of Municipalities.

Vice-Mayor Kynes has served the city of Dunedin since 1999 and has been with the Tampa Bay Regional Planning Council since 2000. Vice-Mayor Kynes was President of the Junior League of Clearwater-Dunedin, Chair of the Pinellas County Arts Council and Chair of the Clearwater Jazz Holiday Foundation. She is an alumna of Leadership Pinellas, Leadership Tampa Bay and Leadership Florida and is in her third term as Chair of the Pinellas Suncoast Transit Authority.

Reverend Golden has represented the City of Bradenton on the Tampa Bay Regional Planning Council since 2000. He currently serves on the Legislative Committee, the Regional Planning Advisory Committee, the Clearinghouse Review Committee and he has served as Co-Chair of the Council’s Workforce Housing Think Tank. Reverend Golden is pastor of Ward Temple AME Church and received his Juris Doctorate from the University of Florida.

Mayor Baker is “investing in our children,” Chairman Black said. “It’s one of those things which is making an investment in our future leaders, helping with reading and other fundamentals which our young people need more attention to these days.”

The McIntosh award is presented annually for a single project that involves achievement in a wide range of community categories, from culture, sports and recreation to development, the natural environment, infrastructure and public education.

“Obviously, I’m very grateful for the award,” Baker said. “The award stands for recognition for the program which I think is very important. I think we decided about six years ago that quite often, cities don’t get involved in their schools, but schools are so critical to whatever we do. You can’t stand on the sidelines. Our schools need to be great for people to want to live in our neighborhoods and bring their businesses to Florida.”

The innovative program has been recognized by other cities inside as well as outside of Florida, Baker noted. Gov. Jeb Bush gave the program a Municipal Mentoring Award in 2002 and the National League of Cities appointed Baker chair of its public school task force as a result of the program.

“Mayor Baker moved beyond the traditional role of city government,” noted Manny Pumariega, executive director of the Tampa Bay Regional Planning Council. “This project contributes to improving public education and also to provide students an opportunity to achieve to their highest potential. Providing support, opportunity, motivation and funds for school children has clearly earned the Mentors & More program nationwide recognition, and deservedly so.”
**LEPC TRAINING OPPORTUNITIES**

A prime focus this past year has been in assisting counties with Computer Assisted Management of Emergency Operations (CAMEO) training. Modified one-day courses were provided for Pasco, Manatee, and Pinellas Counties for first responders with a need for accessing the CAMEO database and for plume modeling through other related programs. A Hazardous Waste Operations (HAZWOPER) refresher course was offered in January and in June. The LEPC also sponsored a 3-day Chlorine Training course for water and wastewater treatment operators and other chlorine handlers. In collaboration with the Pinellas County EMS and Fire Administration, three one-day Clandestine Meth Lab Courses were held at the Star Center in Largo.

**NEW DEVELOPMENT IS COMING TO PASCO COUNTY**

The Tampa Bay Regional Planning Council has completed review for two Development of Regional Impact proposals within Pasco County. The proposals, which are awaiting final approval by Pasco County, are:

- **Pasco Town Center** – The Shalindra Group, LLC is seeking full project approval for a 945-acre mixed-use community slated to consist of 1,750 residential units, 2 million sq. ft. of Retail (including an Outlet Mall), 1.7 million sq. ft. of Office, 1.7 million sq. ft. of Industrial and 640 hotel rooms when fully constructed in 2020. The project is located at the southeast corner of I-75/S.R. 52 in north central Pasco County. The Council’s Final Report was approved on June 11, 2007 for this project denoted as “257” on the map.

- **Wiregrass Ranch** - Several companies including Wiregrass Ranch, Inc. are jointly seeking specific approval for the first three of four project phases of a project which would ultimately consist of 13,500 residential units, 3.2 million sq. ft. of Retail, 2.075 million sq. ft. of Office, a hospital and four school facilities when fully completed in 2020. The 5,100-acre Wiregrass Ranch is situated in southern Pasco County between S.R. 54 and S.R. 56, east of I-75, approximately one mile north of the Hillsborough County line. The Council’s Final Report was approved on December 11, 2006. The project is depicted as “260” on the map.
ECONOMIC PROGRAM ANALYSIS

The Tampa Bay Regional Planning Council (TBRPC) utilizes economic analysis to help communities and organizations predict how policy changes or economic events (activities) affect the economy. Some of the typical events studied are business expansions, startups, closings, new housing sub-divisions, use of economic development incentives, and changes in inter-governmental revenues. An economic impact analysis traces spending through the local economy and measures the cumulative effects of that spending. The most common measure of economic impact is the number of jobs created or lost, but other measures include personal income, business production, value added, and tax collection. The Economic Analysis Program provides critical information for governments, economic development agencies, chambers of commerce, service organizations, policy makers, public interest groups, and businesses.

The Economic Analysis Program employs a number of tools to provide the community with high quality economic analysis. Our tools include: strong data sources in the Regional Information Center, IMPLAN® (an input/output model), REMI Policy Insight® (a highly sophisticated econometric model), and extensive staff training.

ECONOMIC DEVELOPMENT DISTRICT

The Tampa Bay Regional Planning Council (TBRPC) successfully applied to have the Tampa Bay MSA be designated as an Economic Development District (EDD) by the Economic Development Administration (EDA). TBRPC has received a matching fund to help with the costs from the EDA. One of the biggest elements of becoming an Economic Development District is producing a Comprehensive Economic Development Strategy (CEDS). TBRPC last completed a CEDS in 2005; a new CEDS will be finalized in September of 2007. The CEDS is a project that is created in conjunction with local business leaders. These leaders create the committee to guide what the project should focus on to figure out how and where the EDA can help. TBRPC utilizes the in-house Economic Analysis Program to provide data information, statistical calculations, and future forecasts. The 2005 CEDS can be found on the TBRPC webpage for download.

RDSF PLANNER

TBRPC will continue to staff a Planner position for the Regional Domestic Security Task Force Region 4 during 2007. This position is being funded through the Florida Division of Emergency Management. The RDSF Planner will work closely with the various agencies and personnel in the 8-county region on several projects and exercises.

The primary duty of the Planner will be to develop and train a Type 3 Incident Management Team (IMT) for RDSF Region 4. A Type 3 IMT is made up of the command and general staff members in an Incident Command Structure organization. Eighteen members of the team have received the US Fire Administration’s All Hazards Course for Incident Management Teams. This course has greatly enhanced the team’s ability to work together in response to an incident. The remaining team members should receive their training in cooperation with Region 5 later this year. Several team members were also selected to attend the pilot Position Specific Training courses at the Emergency Management Institute to provide input on IMT courses in development.

Staff will also assist with the development and evaluation of the 2007 RDSF Region 4/Region 5/Governor’s Tabletop exercise and the Mass Casualty Full Scale exercise. The RDSF Planners will also help the Department of Emergency Management conduct monitoring visits of agencies and urban areas receiving Homeland Security grant money.

FACILITY DISASTER PLANNING

The Tampa Bay LEPC in 2006 formed a team to devise a series of workshops to assist facilities in disaster planning. This community outreach recognizes that many smaller businesses have no emergency response plans to respond to disasters such as hurricanes. It is especially important that these facilities begin planning to protect their hazardous materials (hazmat) and prevent spills or releases of these materials in the event of a major event. A total of 4 workshops was held to assist facilities in addressing hazardous materials in their disaster planning process and the workshops were all well attended. As a result, follow-up workshops have begun to assist facilities in identifying hazards and risks and to perform assessments which will highlight the specific needs and focus required for plans. Additional efforts will be undertaken to recognize those plans which most nearly meet all planning objectives through an appropriate awards ceremony. The guiding force behind this effort was the results of Chet Klinger of Essilor USA, Inc. As a result, Mr. Klinger received the 2006 Thomas Yatabe Outstanding Achievement SERC award for District 8 and was awarded his recognition certificate by Florida Director of Emergency Management, Craig Fugate.

Executive Director Receives National Recognition

The National Association of Regional Councils (NARC) presented the prestigious Walter Scheiber Leadership Award to Manny L. Pumariega, Executive Director of the Tampa Bay Regional Planning Council (TBRPC). The award, given annually by NARC, recognizes the significant impact an Executive Director of a regional planning organization has made at the local, state, and national levels. It is named after Walter Scheiber, former Executive Director of the Metropolitan Washington Council of Governments and a founder and first president of NARC. Since 1976, one executive director in the nation is chosen each year to receive the honor. Manny received the award at the National Association of Regional Councils 41st Annual Conference held in Orlando. The recipient is nominated by a policy official or a fellow executive director and chosen by the NARC Executive Committee, the NARC Executive Director and the NARC Deputy Director. The Walter Scheiber Leadership Award is equivalent to NARC’s executive Director of the Year and was presented at the annual awards luncheon by keynote speaker, General Barry McCaffrey and the Honorable John P. Thompson, current President of NARC. Those in attendance at the luncheon included his wife, Doreen Pumariega; his three daughters, Lisa Pumariega; Dina Howell and her husband, Troy, Natalie Dean, her husband Troy, and their two children, Charlie and Julia.

Throughout his 27 year tenure with the Council, Manny has continually worked to promote the concept of regionalism on all levels with accomplishments such as the following: the first Hurricane Evacuation Plan which served as a model for the nation; the first Regional Planning Council in the state and the nation to complete and adopt a Comprehensive Regional Policy Plan; the Future of the Region Plan which served as a model for the 10 other RPCs in the State; 10,000 signatures to enable the Tampa Bay Estuary to have its own Florida State license tag, which brings in more than $150,000 annually back to the Region for environmental programs; first to produce and distribute the Official Hurricane Guide, which is in its 20th year of distribution (now also printed in Spanish); first to receive designation of a National Estuary Program for Tampa Bay; and first to adopt a growth policy and use it as a guide in the review of large scale development and other planning programs. He was also responsible for the following initiatives: the Regional Economic Impact Analysis Model, a state of the art GIS Decision Support System and the Telework Tampa Bay Pilot Program. Manny represented the Council as a marquee partner in the recent regional visioning exercise, Reality Check-One Bay. He is a gubernatorial appointee to the State Emergency Response Commission.

“From community leader to executive director, Manny Pumariega is always in the forefront ready to take the lead. Those who know Manny personally are aware of his personal dedication and unsurpassed energy and his willingness to help and share ideas. With his strong leadership ability and warm demeanor it is obvious why he has been elevated by his peers locally, statewide and nationally.”

-Commissioner Scott Black, 2007 TBRPC Chair
SEAGRASSES - VITAL & VULNERABLE

The seagrasses of Tampa Bay are a critical link in the food chain of the bay's aquatic life, important to the stability of the bay's sediments and a key indicator of the bay's overall health. From bryozoans to bottlenose dolphins, minnows to manatees, the fauna of the bay depend on the plants' physical structure, photosynthetic functions and biomass to sustain life.

In 1870 Tampa Bay had an estimated 76,500 acres of seagrass. By 1950 seagrass coverage was estimated at 38,000 acres (Tampa Bay's area is 256,000 acres). By 1982 seagrass coverage had declined to 21,600 acres due to reduced water clarity or turbidity, dredging and filling, and changes in tidal circulation. Improvements in wastewater treatment were mandated in the late 1970s and profoundly improved bay water quality. Environmental regulation effectively halted the direct destruction of shallow seagrass habitat.

The Council's Agency on Bay Management (originated in 1985) immediately began work to reduce impacts to seagrasses caused by commercial net fishing to increase public awareness of the value of bottom habitat, and to re-establish seagrasses in suitable areas.

In the early 1990s the Tampa Bay Estuary Program set the goal of restoring seagrass coverage in Tampa Bay to the early-1950s level, primarily through water quality improvement. By promoting seagrass recovery we help ensure a healthy estuary -- important to all residents of the Tampa Bay region and beyond. The most recent (2000) estimation of bay seagrass coverage is 31,000 acres. This is remarkable because development continues in the Tampa Bay watershed, with more stormwater from urban and suburban areas being delivered to the bay than ever and more vehicles on the region's roadways contributing air pollutants that contribute to water pollution. Both public and private sectors have been responsible for the recovery.

At the same time water quality was improving the bay area experienced a surge in development and, with it, a surge in boaters on the bay. In just the last five years the number of registered boats has increased by more than eight percent in the bay area. This confirms the bay's recovery -- increased fishing success and a more enjoyable recreational venue.

While it is important that people have access to the bay - to appreciate and support its restoration -- irresponsible boaters create a problem. Seagrasses in Tampa Bay typically grow in waters shallower than six feet. Boats operating in shallow water can cut the grasses or dredge trails through them; it takes 3.6 - 6.4 years for the scars to heal. In some popular areas of the bay, such as near Fr. DeSoto County Park in southern Pinellas County and Cockroach Bay Aquatic Preserve (CBAP) in west-central Hillsborough County, prop scars became so numerous that the seagrass meadows were completely decimated. Various management tools were tried to stop scarring and restore the seagrasses, from voluntary slow speed to boater-exclusion zones. Success was best where access management and enforcement were combined.

The recent resurgence in prop scarring in Cockroach Bay - 15,000 counted in Cockroach Bay alone -- is one problem addressed in the draft Seagrass Management Action Plan prepared by the Environmental Protection Commission of Hillsborough County. Management actions proposed for immediate implementation include: continuing to manage nitrogen loads to the bay, addressing prop scarring and other boating impacts, and encouraging greater on-water enforcement of environmental laws and rules.

The Agency supports the Seagrass Management Action Plan, including the establishment of a "polo-and-troll" zone in the CRAB and increased enforcement, to protect and restore vital seagrasses in the area. Raising awareness of the value of seagrasses, and of the harm done by careless boating practices, are key to protecting this vital bay resource.

AGENCY ON BAY MANAGEMENT

The Agency on Bay Management has been very busy during this past quarter tackling issues important to Tampa Bay as well as its citizenry. The Agency hosted a forum on Slam Bayous in cooperation with Senator Bill Nelson's office, NOAA, the City of Gulfport and the SWFWMD, exploring the causes of pollution and habitat degradation and discussing possible solutions. Another forum was held on Cockroach Bay, involving potential additional protection measures, seagrass management and feasible boat management strategies. Two proposals for waterfront residential development were reviewed and comments forwarded to the Council or appropriate permitting agencies. The Agency also sent recommendations to the Florida Department of Environmental Protection concerning the coordination of programs and schedules for setting Minimum Flow/Levels and Total Maximum Daily Loads for the region's water bodies.

On February 9, 2006, the Independent Awards Jury, Charles D. Blume, Executive Director of the Apalachicola Regional Planning Council; Christopher Steinrocher, Marketing Director of the Tampa Bay Partnership; and Ray Chiaramonte, Assistant Executive Director for the Hillsborough County City-County Commission, reviewed each entry on the following criteria:

- Regional quality of life benefit
- Benefit to the environment
- Innovation
- Cost effectiveness
- Capacity for continuing impact
- Regional benefit

After many hours of deliberation the judges acknowledged those projects representing notable achievement in resource planning and management in the Tampa Bay region.

The winners of the 15th Annual Future of the Region Awards are making innovative changes that are enhancing the quality of life in the Tampa Bay region. The 15th Annual Future of the Region Awards, is the culmination of months of planning and preparation by the Council and those who submitted applications. This year thirty applications were received covering the following categories:

- Community Service
- Cultural/Sports/Recreation
- Development
- Environmental
- Infrastructure
- Public Education

Congratulations to the following First Place winners!

COMMUNITY SERVICE
Community Center/A LEED Project
City of Dunedin

The new Dunedin Community Center, completed December 2006, comprises 42,624 sf of community service-space that fully complies with US Green Building Council LEED criteria for Green Building construction and operation. The building meets exceptional criteria for recycling processes, energy efficient construction, enhanced indoor air quality and environmentally responsible building maintenance.

CULTURAL/SPORTS/RECREATION
Mahaffey Theater Renovations
Downtown Enterprise Facilities, City of St. Petersburg

The Mahaffey Theater Renovation Project is a $20 million project undertaken during 2005-2006 that included the addition of a colonnade and atrium to the exterior of the building availing panoramic views of the waterfront and downtown skyline.
TELEWORK

Hurricane season is fast approaching. Have you thought about how your business will continue to operate if your building is heavily damaged, destroyed or your employees can’t get to the office?

You may find it difficult to think about or plan for the unexpected. However the lessons learned from nation-wide disasters can help your company prepare for, and recover from, a crisis that could otherwise put you out of business.

A crisis is not a good time to try to collect information on teleworking and one cannot underestimate the importance of management’s support in order for teleworking to work effectively.

A plan of action is needed to ensure business continuity during a crisis. Research what plans your company may already have for disaster preparedness. If teleworking is not part of these plans, consider the steps below for implementing teleworking at your office.

Seven Steps toward Disaster Preparedness

Gain support from all levels of management. Create a list of employees who could work from home or another remote location.
1. Locate alternative facilities where employees could work.
2. Determine equipment needs and resources.
3. Develop remote access to office files.
4. Train employees and managers on teleworking procedures.
5. Establish a teleworking pilot program and monitor results now so that it can be expanded rapidly in the event of a disaster or emergency.

For more information about implementing telework at your worksite, please contact Jessica White at 727-570-5151 ext. 38 or visit www.teleworktampaBay.org.

LEPC CHAIRMAN HIERS RESIGNS

After 13 years as Chairman of the Tampa Bay LEPC, Fire Chief Ernie Hiers retired as Chief of the Temple Terrace Fire Department and moved to North Carolina, where he has since taken a new position as Fire Chief of the Kannapolis, NC Fire Department. Chief Hiers received a special glass plaque from TRRPC Executive Director Pumariega for his services. Although the ready smile and outstanding leadership of Chief Hiers will be missed, the LEPC is fortunate to have as its new Chairman, Chief of Special Operations Scott Ehlers, Tampa Fire Department. Chief Ehlers will also occupy the District 8 primary position on the State’s Training Task Force which meets quarterly in Tallahassee.

HOMELAND SECURITY EXERCISE EVALUATION PROGRAM (HSEEP)

The intent of the HSEEP is to provide common processes, consistent terminology, tools, and policies that are practical and flexible for all exercise planners. The reference documents deliver exercise program guidelines that capture lessons learned and best practices of existing exercise approaches, while suggesting strategies that align exercise programs within a broader spectrum of preparedness activities such as training, planning, and equipment purchases. The program can be adapted to a variety of scenarios and events from natural disasters to technological calamities and acts of terrorism.

It integrates language concepts from the National Response Plan, National Incident Management System, National Preparedness Goal, Universal Task List, Target Capabilities List, existing exercise programs, and representative prevention and response protocols from all levels of government.

The Tampa Bay Regional Planning Council hosted Florida’s only HSEEP course to be offered by the Department of Homeland Security (DHS) to Florida in 2007. This course was revised from the one previously taught by the Tampa Bay LEPC in 2005 and includes a special module on exercise planning and evaluation. The Train-the-Trainee module offered as part of the course now enables attendees to provide wide-scale training throughout the state at much lower costs.
REGIONAL ROUNDUP

TBRC WORKS WITH TAMPA BAY WATER TO FIND & PROTECT DRINKING WATER SOURCES

The Tampa Bay Regional Planning Council has partnered with Tampa Bay Water on the 2007 Long-Term Water Supply Plan Update. A series of six workshops was held in April to provide information on the Plan Update and source water protection options, and to gather input from the public. To encourage participation from around the region, workshops were held in each of Tampa Bay Water’s member government jurisdictions - Hillsborough, Pasco and Pinellas counties as well as the cities of New Port Richey, St. Petersburg and Tampa.

Workshop participants were given wireless keypad cards to provide interactive responses during the presentation. Attendees were asked to rank the importance of key criteria for evaluating future drinking water supply options. Participants also ranked the importance of source water protection activities for Tampa Bay Water and for the region as a whole. In addition, attendees were given a comprehensive list of water supply project ideas and were asked to comment on the projects and offer suggestions for additional project ideas. The workshop survey was also offered online at the project website, www.futurewater.org.

Using input gathered at the workshops and online, the Comprehensive Project List of about 300 potential future water supply projects will be narrowed down. The smaller group of potential projects will then be studied further. From the short list, future water supply projects will be chosen for Tampa Bay Water’s Master Water Plan to meet the region’s water needs through 2027.

COUNCIL ACQUIRES INTERACTIVE AUDIENCE RESPONSE TECHNOLOGY

Tampa Bay Regional Planning Council (TBRPC) has acquired an Interactive Audience Response system. The system consists of credit card sized keypads, receivers, and software. Participants answer questions displayed on a screen and receive answer confirmation on their ResponseCard through two-way communication. Successful transmissions are acknowledged on the participant’s keypad via a three second long visual green light signal. In addition to displaying the audience response instantly on-screen, the TurningPoint software can perform demographic slicing of all response in countless ways. Currently, the Council owns 200 keypads but can add additional keypads for larger events. To find out how the system can energize your meetings contact, Greg Miller, greg@tbrcpc.org, or Avera Wynne, avera@tbpc.org.

BAY SOUNDINGS RECOGNIZED

The Council’s quarterly environmental journal has recently been recognized for its excellence by two organizations. The Florida Government Communicators Association granted Bay Soundings Third Place in its 2006 Crystal Image Awards, External Publication category. The Society of Professional Journalists, Florida Chapter, awarded the Bay Soundings editors Mary Hoppe and Victoria Parsons, and manager Suzanne Cooper Second Place (from among 17 entries) in the 2007 Sunshine State Awards, Trade/Special Interest Publication category.

In July Bay Soundings begins its fifth year of publication. In addition to the Tampa Bay Regional Planning Council sponsors include the Tampa Bay Estuary Program, the Southwest Florida Water Management District, and the Florida Department of Transportation District Seven.
Do you need a speaker or informative presentation for your next community or business organizations meeting?

The Tampa Bay Regional Planning Council staff is available to provide a presentation on various regional topics at your next community or business organizations meeting. Our most requested presentation is a general overview of the Tampa Bay Regional Planning Council’s activities and programs. This presentation includes a 15 minute DVD with Q&A to follow. Audio visual capabilities are not required by the host facility. Upon request, Council staff will provide all the equipment needed for the presentation.

Contact Wren Krahl, Manager of Administration/Public Information, to schedule a presentation. wren@tbrpc.org or 727/570-5151, ext. 22.

Tampa Bay is getting better...

YOU CAN HELP!

Reel in your tarpon tag today and help keep Tampa Bay on the road to recovery. Please request a Tampa Bay Estuary license tag the next time you renew your auto registration. Be a part of an environment success story - the restoration of Florida’s largest open-water estuary. When it comes time to renew your car, motor home or boat trailer license plate, or even before, choose the Tampa Bay Estuary specialty plate. You will be contributing directly to projects that restore Tampa Bay’s natural habitats and improve water quality - ensuring the survival of inhabitants like the spectacular Silver King Tarpon that’s pictured on the plate.

Tarpon illustration by Russ Sirmons
In 1978 the National Weather Service identified the Tampa Bay Region as “one of the most hurricane vulnerable areas in the United States with the potential for large scale loss of life.” Tampa Bay’s vulnerability was not based on history. “We have been extremely lucky — the last landfall of a major hurricane in Tampa Bay was 1921, but the risk is here.

The Bay and shallow gulf waters will dramatically increase our storm surge, a hurricane’s most deadly hazard. We have a large mobile home population which is particularly vulnerable to hurricane-force winds. A large senior and special needs population requires special pre-planning to prepare for the impending storm as well as information to assist citizens with the recovery process following the storm.

In order to provide the most accurate information possible to citizens of the region, the guides include evacuation routes; a complete listing of county shelters and emergency management contact information; special needs shelters and transportation information; pet shelters; a family management contact information; a large evacuation zone map complete with evacuation routes; a complete listing of county shelters and emergency management contact information; special needs shelters and transportation information; pet shelters; a family management contact information; and a complete listing of county shelters and emergency management contact information.

The study and the ongoing program successful. Emergency management professionals at all levels of government learn from each other when disaster strikes. The very nature of their business requires communication and cooperation.

Over the past 25 years, the Tampa Bay region has learned form disasters here as well as across the country. Hurricane Elena was the first real test of the Tampa Bay Regional Hurricane Evacuation Study and the county hurricane plans. Elena initiated the largest single county evacuation (600,000 people), the largest shelter operation in US history (325,000 people in shelters) and the largest medical facility evacuation. Although the storm eventually moved away from Tampa Bay before landfall, it caused an estimated $120 million in damages.

“As we reflect on 25 years in hurricane evacuation planning, we recognize where we were, how far we have come.”

-Manny Pumariega, Executive Director for the Tampa Bay Regional Planning Council.

You can get the Official Hurricane Guide at the following locations: your local U.S. Post Office; your county Emergency Management Department; the Red Cross and your local Chambers of Commerce. To find more information on the Hurricane Evacuation Guide, visit www.tbrcp.org.
The Tampa Bay Regional Planning Council is proud to announce the 25th edition of the Official Hurricane Guide which is now available to citizens of the Tampa Bay area. In the Official Hurricane Guide citizens will find the following invaluable information: a large evacuation zone map complete with evacuation routes; a complete listing of county shelters and emergency management contact information; special needs shelters and transportation information; pet shelters; a family evacuation plan guide and tips on how to prepare for the impending storm as well as information to assist citizens with the recovery process following the storm.

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How important was this study? One only needs to look to the most recent experience in New Orleans in 2005. The 1981 Study and county implementation guides addressed key issues such as transportation assistance and the allocation of buses in the evacuation. The Study addressed residents with special medical needs and how they could be cared for in public shelters and health care facilities as well as the evacuation of those hospitals and nursing homes themselves that were vulnerable to storm surge flooding.

The nation's first regional hurricane evacuation study was not formulated in a vacuum. The County Directors of Emergency Management, the Red Cross and literally more than 100 other partners played key roles in the planning process to ensure the study was viable and addressed crucial issues. It was their participation and their continued commitment that made the study and the ongoing program successful. Emergency management professionals at all levels of government learn from each other when disaster strikes. The very nature of their business requires communication and cooperation.

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TELEWORK

Hurricane season is fast approaching. Have you thought about how your business will continue to operate if your building is heavily damaged, destroyed or your employees can’t get to the office? You may find it difficult to think about or plan for the unexpected. However, the lessons learned from nationwide disasters can help you prepare for, and recover from, a crisis that could otherwise put you out of business. A crisis is not a good time to try to collect information on teleworking and one cannot underestimate the importance of management’s support in order for teleworking to work effectively.

A plan of action is needed to ensure business continuity during a crisis. Research what plans your company may already have for disaster preparedness. If teleworking is not part of these plans, consider the steps below for implementing teleworking at your office.

Seven Steps toward Disaster Preparedness

Gain support from all levels of management.
Create a list of employees who could work from home or another remote location.
1. Locate alternative facilities where employees could work.
2. Determine equipment needs and resources.
3. Develop remote access to office files.
4. Train employees and managers on teleworking procedures.
5. Establish a teleworking pilot program and monitor results now so that it can be expanded rapidly in the event of a disaster or emergency.

For more information about implementing telework at your worksite, please contact Jessica White at 727-570-5151 ext. 38 or visit www.TeleworkTampaBay.org.

LEPC CHAIRMAN HIERS RESIGNS

After 13 years as Chairman of the Tampa Bay LEPC, Fire Chief Ernie Hiers retired as Chief of the Temple Terrace Fire Department and moved to North Carolina, where he has since taken a new position as Fire Chief of the Kannapolis, NC Fire Department. Chief Hiers received a special glass plaque from TRRPC Executive Director Pumariega for his services. Although the ready smile and outstanding leadership of Chief Hiers will be missed, the LEPC is fortunate to have as its new Chairman, Chief of Special Operations Scott Ehlers, Tampa Fire Department. Chief Ehlers will also occupy the District 8 primary position on the State’s Training Task Force which meets quarterly in Tallahassee.

HOMELAND SECURITY EXERCISE EVALUATION PROGRAM (HSEEP)

The intent of the HSEEP is to provide common processes, consistent terminology, tools, and policies that are practical and flexible for all exercise planners. The reference documents deliver exercise program guidelines that capture lessons learned and best practices of existing exercise approaches, while suggesting strategies that align exercise programs within a broader spectrum of preparedness activities such as training, planning, and equipment purchases. The program can be adapted to a variety of scenarios and events from natural disasters to technological calamities and acts of terrorism. It integrates language concepts from the National Response Plan, National Incident Management System, National Preparedness Goal, Universal Task List, Target Capabilities List, existing exercise programs, and representative prevention and response protocols from all levels of government.

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DEVELOPMENT

The Wimauma Village Plan
Hillsborough County/CSF/PGM

The Wimauma Village Plan provides guidance for growth while preserving rural character, promoting conservation of natural resources, and revitalizing an impoverished community. The Plan creates a new Future Land Use category that ensures clustered residential development and interconnected open space, while providing a vehicle for the redevelopment of downtown Wimauma.

ENVIRONMENT

Lancaster Tract Habitat Restoration Project
Southwest Florida Water Management District

The Lancaster Tract is an approximately 14-acre restoration project completed by the Southwest Florida Water Management District and Pinellas County in 2005. The project focused on providing critical low salinity nursery habitat and improving water quality entering Tampa Bay from a highly urbanized watershed.

Tampa Harbor Operations & Maintenance Project
Pinellas County Department of Environmental Management

The Tampa Harbor Operation and Maintenance Project removed shoaled sand from the Tampa shipping channel. Rather than dumping the sand offshore, the beaches of Egmont Key and Ft. DeSoto Park were nourished in this “beneficial use of dredged material” project that benefited historical resources, shipping, the environment, and public recreation.

INFRASTRUCTURE

Fiscal Impact Estimates of Land Development (FIELD) Model
Hillsborough County Planning Commission

The Hillsborough County City-County Planning Commission created the Fiscal Impact Estimates of Land Development (FIELD) model. FIELD is an innovative, multi-jurisdictional model that assesses the financial feasibility of comprehensive land use plans and tests policy options for optimizing levels of service, revenues, and land use patterns. FIELD’s dynamic, visual style successfully communicates complex ideas and relationships to policymakers and citizens.

PUBLIC EDUCATION

Have A Plan – Know Your Plan
Hillsborough County

Have a Plan – Know Your Plan was a comprehensive crisis communications plan for Hillsborough County that took into account community outreach, branding, better planning at the Emergency Operations Center during a disaster and targeting audiences. These techniques proved successful as information flow this hurricane season was targeted, timely, complete and accurate.
The winners of the 15th Annual Future of the Region Awards are making innovative changes that are enhancing the quality of life in the Tampa Bay region.

The 15th Annual Future of the Region Awards, is the culmination of months of planning and preparation by the Council and those who submitted applications. This year thirty applications were received covering the following categories:

- Community Service
- Cultural/Sports/Recreation
- Development
- Environmental
- Infrastructure
- Public Education

On February 9, 2006, the Independent Awards Jury, Charles D. Blume, Executive Director of the Apalachee Regional Planning Council; Christopher Steincocher, Marketing/Director of the Tampa Bay Partnership; and Ray Chiaromonte, Assistant Executive Director for the Hillsborough County City-County Commission, reviewed each entry on the following criteria:

- Regional quality of life benefit
- Benefit to the environment
- Innovation
- Cost effectiveness
- Capacity for continuing impact
- Regional benefit

After many hours of deliberation the judges acknowledged those projects representing notable achievement in resource planning and management in the Tampa Bay region.

SEAGRASSES - VITAL & VULNERABLE

The seagrasses of Tampa Bay are a critical link in the food chain of the bay’s aquatic life, important to the stability of the bay’s sediments and a key indicator of the bay’s overall health. From bryozoans to bottlenose dolphins, minnows to manatees, the fauna of the bay depend on the plants’ physical structure, photosynthetic functions and biomasses to sustain life.

In 1870 Tampa Bay had an estimated 76,500 acres of seagrass. By 1950 seagrass coverage was estimated at 38,000 acres (Tampa Bay’s area is 256,000 acres). By 1982 seagrass coverage had declined to 21,600 acres due to reduced water clarity or turbidity, dredging and filling, and changes in tidal circulation. Improvements in wastewater treatment were mandated in the late 1970s and profoundly improved bay water quality. Environmental regulation effectively halted the direct destruction of shallow seagrass habitat.

The Council’s Agency on Bay Management (originated in 1985) immediately began work to reduce impacts to seagrasses caused by commercial net fishing to increase public awareness of the value of bottom habitat, and to re-establish seagrasses in suitable areas.

In the early 1990s the Tampa Bay Estuary Program set the goal of restoring seagrass coverage in Tampa Bay to the early-1990s level, primarily through water quality improvement. By promoting seagrass recovery we help ensure a healthy estuary – important to all residents of the Tampa Bay region and beyond. The most recent (2006) estimation of bay seagrass coverage is 31,000 acres. This is remarkable because development continues in the Tampa Bay watershed, with more stormwater from urban and suburban areas being delivered to the bay than ever and more vehicles on the region’s roadways contributing air pollutants that contribute to water pollution. Both public and private sectors have been responsible for the recovery.

At the same time water quality was improving the bay area experienced a surge in development and, with it, a surge in boaters on the bay. In just the last five years the number of registered boats has increased by more than eight percent in the bay area. This confirms the bay’s recovery – increased fishing success and a more enjoyable recreational venue.

While it is important that people have access to the bay - to appreciate and support its restoration -- irresponsible boaters create a problem. Seagrasses in Tampa Bay typically grow in waters shallower than six feet. Boats operating in shallow water can cut the grasses or dredge trails through them; it takes 3.6 - 6.4 years for the scars to heal. In some popular areas of the bay, such as near Fr. DeSoto County Park in southern Pinellas County and Cockroach Bay Aquatic Preserve (CBAP) in west-central Hillsborough County, prop scars became so numerous that the seagrass meadows were completely decimated. Various management tools were tried - to stop scarring and restore the seagrasses, from voluntary dock speed to boater-exclusion zones.

The recent resurgence in prop scarring in Cockroach Bay - 15,000 counted in Cockroach Bay alone – is one problem addressed in the draft Seagrass Management Action Plan prepared by the Environmental Protection Commission of Hillsborough County. Management actions proposed for immediate implementation include: continuing to manage nitrogen loads to the bay, addressing prop scarring and other boating impacts, and encouraging greater on-water enforcement of environmental laws and rules.

The Agency supports the Seagrass Management Action Plan, including the establishment of a “pole-and-troll” zone in the CBAP and increased enforcement, to protect and restore vital seagrasses in the area. Raising awareness of the value of seagrasses, and of the harm done by careless boating practices, are key to protecting this vital bay resource.

AGENCY ON BAY MANAGEMENT

The Agency on Bay Management has been very busy during this past quarter tackling issues important to Tampa Bay as well as its citizenry. The Agency hosted a forum on Clam Bayou in cooperation with Senator Bill Nelson’s office, NOAA, the City of Gulfport and the SWFWMD, exploring the causes of pollution and habitat degradation and discussing possible solutions. Another forum was held on Cockroach Bay, involving potential additional protection measures, seagrass management and feasible boat management strategies. Two proposals for waterfront residential development were reviewed and comments forwarded to the Council or appropriate permitting agencies. The Agency also sent recommendations to the Florida Department of Environmental Protection concerning the coordination of programs and schedules for setting Minimum Flow/Levels and Total Maximum Daily Loads for the region’s water bodies.
ECONOMIC PROGRAM ANALYSIS

The Tampa Bay Regional Planning Council (TBRPC) utilizes economic analysis to help communities and organizations predict how policy changes or economic events (activities) affect the economy. Some of the typical events included in the economic analysis are business expansions, startups, closings, new housing sub-divisions, use of economic development incentives, and changes in inter-governmental revenues. An economic impact analysis traces spending through the local economy and measures the cumulative effects of that spending. The most common measure of economic impact is the number of jobs created or lost, but other measures include personal income, business production, value added, and tax collections.

The Economic Analysis Program provides critical information for governments, economic development agencies, chambers of commerce, service organizations, policy makers, public interest groups, and businesses. The Economic Analysis Program employs a number of tools to provide the community with high quality and low cost analysis. Our tools include: strong data sources in the Regional Informational Center, iMPLAN® (an input/output model), reMi Policy Insight® (a highly sophisticated econometric model), and extensive staff training.

ECONOMIC DEVELOPMENT DISTRICT

The Tampa Bay Regional Planning Council (TBRPC) successfully applied to have the Tampa Bay MSA be designated as an Economic Development District (EDD) by the Economic Development Administration (EDA). TBPRChas received a matching fund to help with the costs from the EDA. One of the biggest elements of becoming an Economic Development District is producing a Comprehensive Economic Development Strategy (CEDS). TBPRC last completed a CEDS in 2005, a new CEDS will be finalized in September of 2007. The CEDS is a project that is created in conjunction with local business leaders. These leaders create the committee to guide what the project should focus on to figure out how and where the EDA can help. TBPRC utilizes the in-house Economic Analysis Program to provide data information, statistical calculations, and future forecasts. The 2005 CEDS can be found on the TBPRC webpage for download.

RDSF PLANNER

TBPRC will continue to staff a Planner position for the Regional Domestic Security Task Force Region 4 during 2007. This position is being funded through the Florida Division of Emergency Management. The RDSF Planner will work closely with the various agencies and personnel in the 8-county region on several projects and exercises.

The primary duty of the Planner will be to develop and train a Type 3 Incident Management Team (IMT) for RDSF Region 4. A Type 3 IMT is made up of the command and general staff members in an Incident Command Structure organization. Eighteen members of the team have received the US Fire Administration’s All Hazards Course for Incident Management Teams. This course has greatly enhanced the team’s ability to work together in response to an incident. The remaining team members should receive their training in cooperation with Region 5 later this year. Several team members were also selected to attend the pilot Position Specific Training exercises at the Emergency Management Institute to provide input on IMT courses in development.

Staff will also assist with the development and evaluation of the 2007 RDSF Region 4/Region 5/Governor’s Tabletop exercise and the Mass Casualty Full Scale exercise. The RDSF Planners will also help the Department of Emergency Management conduct monitoring visits of agencies and urban areas receiving Homeland Security grant money.

FACILITY DISASTER PLANNING

The Tampa Bay LEPC in 2006 formed a team to devise a series of workshops to assist facilities in disaster planning. This community outreach recognizes that many smaller businesses have no emergency response plans to respond to disasters such as hurricanes. It is especially important that these facilities begin planning to protect their hazardous materials (hazmat) and prevent spills or releases of these materials in the event of a major event. A total of 4 workshops was held to assist facilities in addressing hazardous materials in their disaster planning process and the workshops were all well attended. As a result, follow-up workshops have begun to assist facilities in identifying hazards risks and to perform assessments which will highlight the specific needs and focus required for plans. Additional efforts will be undertaken to recognize those plans which most nearly meet all planning objectives through an appropriate awards ceremony. The guiding force behind this effort was the results of Chet Klinger of Essilor USA, Inc. As a result, Mr. Klinger received the 2006 Thomas Yarabe Outstanding Achievement SERC award for District 8 and was awarded his recognition certificate by Florida Director of Emergency Management, Craig Pugate.

Executive Director Receives National Recognition

The National Association of Regional Councils (NARC) presented the prestigious Walter Scheiber Leadership Award to Manny L. Pumariega, Executive Director of the Tampa Bay Regional Planning Council (TBPRC). The award, given annually by NARC, recognizes the significant impact an Executive Director of a regional planning organization has made at the local, state, and national levels. It is named after Walter Scheiber, former Executive Director of the Metropolitan Washington Council of Governments and a founder and first president of NARC. Since 1976, one executive director in the nation is chosen each year to receive the honor. Manny received the award at the National Association of Regional Councils 41st Annual Conference held in Orlando. The recipient is nominated by a policy official or a fellow executive director and chosen by the NARC Executive Committee, the NARC Executive Director and the NARC Deputy Director. The Walter Scheiber Leadership Award is equivalent to NARC’s Executive Director of the Year and was presented at the annual awards luncheon by keynote speaker, General Barry McCaffrey and the Honorable John P. Thompson, current President of NARC. Those in attendance at the luncheon included his wife, Doreen Pumariega; his three daughters, Lisa Pumariega; Dina Howell and her husband, Troy, Natalie Dean, her husband Trey, and their two children, Charlie and Julia.

Throughout his 27 year tenure with the Council, Manny has continually worked to promote the concept of regionalism on all levels with accomplishments such as the following: the first Hurricane Evacuation Plan which served as a model for the nation; the first Regional Planning Council in the state and the nation to complete and adopt a Comprehensive Regional Policy Plan; the Future of the Region Plan which served as a model for the 10 other RRPCs in the State; 10,000 signatures to enable the Tampa Bay Estuary to have its own Florida State license tag, which brings in more than $150,000 annually back to the Region for environmental programs; first to produce and distribute the Official Hurricane Guide, which is in its 20th year of distribution (now also printed in Spanish); first to receive designation of a National Estuary Program for Tampa Bay; and first to adopt a growth policy and use it as a guide in the review of large scale development and other planning programs. He was also responsible for the following initiatives: the Regional Economic Impact Analysis Model, a state of the art GIS Decision Support System and the Telework Tampa Bay Pilot Program. Manny represented the Council as a marquee partner in the recent regional visioning exercise, Reality Check-One Bay. He is a gubernatorial appointee to the State Emergency Response Commission.

“From community leader to executive director, Manny Pumariega is always in the foreground ready to take the lead. Those who know Manny personally are aware of his personal dedication and unsurpassed energy and his willingness to help and share ideas. With his strong leadership ability and warm demeanor it is obvious why he has been elevated by his peers locally, statewide and nationally.”

- Commissioner Scott Black, 2007 TBPRC Chair

General Barry McCaffrey presents, Manny Pumariega with the Walter Scheiber Leadership Award.

Pumariega Family with General Barry McCaffrey.
THE GOLDNER AWARD

Community Advocate and Developer Wins Goldner Award

DON WHYTE

In Florida, developers aren't often seen as being community-minded. Too often, the economics of the construction override the needs and goals of the community. Not so with Don Whyte, president of Newland Communities (Southeast), who was awarded the 2007 Herman W. Goldner Award for Regional Leadership. The award was given at the annual Future of the Regions Awards ceremony by the Tampa Bay Regional Planning Council.

Whyte becomes the first person from the private sector to be honored with the Goldner Award.

“You don’t typically think of a development company with the type of envisioning he has,” noted Scott Black, chairman of the council. “It’s refreshing to see the type of commitment he has to the community. He’s a good regional spokesperson for us because of the leadership he has shown.”

For the past 20 years, Whyte has practiced his philosophy of building communities while supporting communities, preaching and practicing a community activism.

Typically, Whyte’s company will go to added expense while planning a new community, bringing in land planners, biologists, wetland experts and botanists to help in the planning before the first brick is laid.

“He hasn’t taken the typical steamroller type of approach,” Black noted. “Wanting to partner with the local government is a refreshing philosophy that he’s brought to the table in the way he conducts his business.”

Whyte and his company exemplify the ideal developer, Black suggested. The operative word is “sustainability — not being a financial burden on the community, not taking away from what’s already there environmentally. In other words, “Being a good neighbor — a stewardship type of approach.”

Whyte agrees with that observation. “Our developments tend to use a lot of public input,” he said. For example, for the Waterset Community under way in Apollo Beach, “We basically have proceeded with development that facilitates Apollo Beach’s master plan through community involvement. We generally tend to work with the public. We believe the public has a large, vested interest in our developments,” he said.

The Goldner Award “was a tremendous reinforcement that the public process has arrived at something truly viable,” Whyte added.

The Waterset development will involve an estimated 3,000 acres, and Whyte’s company has looked for ways to keep the community accessible and functional, such as including room for a pedestrian/bike corridor.

In fact, such community activism can also be good business. Whyte said his company “really sees that as this region grows, so will the success of our business grow.” Newland Communities has projects as well as Fish Hawk Ranch in south Brandon, MiraBay in south Hillsborough County and Besley in Pasco County.

The Goldner Award is given each year by the Tampa Bay Regional Planning Council to an individual who exemplifies the spirit of regional cooperation, dedication to his or her community and notable achievement in community and regional activism.

NEW DEVELOPMENT IS COMING TO PASCO COUNTY

The Tampa Bay Regional Planning Council has completed review for two Development of Regional Impact proposals within Pasco County. The proposals, which are awaiting final approval by Pasco County, are:

- Pasco Town Center - The Sh tallest Group, LLC is seeking full project approval for a 945-acre mixed-use community slated to consist of 1,750 residential units, 2 million sq. ft. of Retail (including an Outlet Mall), 1.7 million sq. ft. of Office, 1.7 million sq. ft. of Industrial and 640 hotel rooms when fully constructed in 2020. The project is located at the southeast corner of I-75/S.R. 52 in north central Pasco County. The Council’s Final Report was approved on June 11, 2007 for this project denoted as “257” on the map.

- Wiregrass Ranch - Several companies including Wiregrass Ranch, Inc. are jointly seeking specific approval for the first three of four project phases of a project which would ultimately consist of 13,500 residential units, 3.2 million sq. ft. of Retail, 2.075 million sq. ft. of Office, a hospital and four school facilities when fully completed in 2020. The 5,100-acre Wiregrass Ranch is situated in southern Pasco County between S.R. 54 and S.R. 56, east of I-75, approximately one mile north of the Hillsborough County line. The Council’s Final Report was approved on December 11, 2006. The project is depicted as “260” on the map.

LEPC TRAINING OPPORTUNITIES

A prime focus this past year has been in assisting counties with Computer Assisted Management of Emergency Operations or CAMEO training. Modified one-day courses were provided for Pasco, Manatee, and Pinellas Counties for first responders with a need for accessing the CAMEO database and for plume modeling through other related programs. A Hazardous Waste Operations (HAZWOPER) refresher course was offered in January and in June. The LEPC also sponsored a 3-day Chlorine Training course for water and wastewater treatment operators and other chlorine handlers. In collaboration with the Pinellas County EMS and Fire Administration, three one-day Clandestine Meth Lab Courses were held at the Star Center in Largo.
COMMISSIONER SCOTT BLACK, CHAIR  
CITY OF DADE CITY, FLORIDA

Commissioner Black has served Dade City since 1990 and has been their representative on the Tampa Bay Regional Planning Council since 1999. Commissioner Black also served as Mayor from 2000-2004 and as Mayor Pro-Tem from 1992-2000. Commissioner Black is known for his past service as President of the Florida League of Cities and Chair of the Florida Investment Trust, 2000-2001. He also served as President of the Suncoast League of Municipalities.

Vice-Mayor Kynes has served the city of Dunedin since 1999 and has been with the Tampa Bay Regional Planning Council since 2000. Vice-Mayor Kynes was President of the Junior League of Clearwater-Dunedin, Chair of the Pinellas County Arts Council and Chair of the Clearwater Jazz Holiday Foundation. She is an alumna of Leadership Pinellas, Leadership Tampa Bay and Leadership Florida and is in her third term as Chair of the Pinellas Suncoast Transit Authority.

REVEREND JAMES T. GOLDEN, SECRETARY/TREASURER  
COUNCILMAN, CITY OF BRADENTON, FLORIDA

Reverend Golden has represented the City of Bradenton on the Tampa Bay Regional Planning Council since 2000. He currently serves on the Legislative Committee, the Regional Planning Advisory Committee, the Clearinghouse Review Committee and he has served as Co-Chair of the Council’s Workforce Housing Think Tank. Reverend Golden is pastor of Ward Temple AME Church and received his Juris Doctorate from the University of Florida.

Mayor Baker is “investing in our children,” Chairman Black said. “It’s one of those things which is making an investment in our future leaders, helping with reading and other fundamentals which our young people need more attention to these days.”

The McIntosh award is presented annually for a single project that involves achievement in a wide range of community categories, from culture, sports and recreation to development, the natural environment, infrastructure and public education.

“Obviously, I’m very grateful for the award,” Baker said. “The award stands for recognition for the program which I think is very important. I think we decided about six years ago that quite often, cities don’t get involved in their schools, but schools are so critical to whatever we do. You can’t stand on the sidelines. Our schools need to be great for people to want to live in our neighborhoods and bring their businesses to Florida.”

The Mentors & More Program has also raised funds from corporate donors – $9.48-million for college scholarships for 625 low income sixth graders. Other funds raised – public moneys are involved – include state-of-the-art playgrounds for seven schools, grants for principals and assistant principals who bring up a school’s grade and $154,000 in grants over a four-year period from the Pinellas Education Foundation to provide mentor training for more than 800 members of the St. Petersburg community.

In addition, the program raised almost $90,000 to provide 112 students with special scholarships for tuition and supplies to the city’s vocational technical center.

The innovative program has been recognized by other cities inside as well as outside of Florida, Baker noted. Gov. Jeb Bush gave the program a Municipal Mentoring Award in 2002 and the National League of Cities appointed Baker chair of its public school task force as a result of the program.

“Mayor Baker moved beyond the traditional role of city government,” noted Manny Pumariega, executive director of the Tampa Bay Regional Planning Council. “This project contributes to improving public education and also to provide students an opportunity to achieve to their highest potential. Providing support, opportunity, motivation and funds for school children has clearly earned the Mentors & More program nationwide recognition, and deservedly so.”
McIntosh Award to

MAYOR’S MENTORS & MORE

In 2001, Rick Baker, mayor of St. Petersburg, launched the Mayor’s Mentors & More program to encourage corporate support for schools and provide models for mentoring by allowing city employees to volunteer during their work week. Currently, 80 corporations are partnered with 47 city schools, providing children with mentors while at school. The program has also raised scholarships for St. Petersburg students and made certain that each student has a mentor in partnership with the local education foundation.

The program also includes housing loans for teachers to live in the city where they teach.

City employees are encouraged to mentor up to an hour a week in city schools without losing pay. Currently, approximately 160 city employees are volunteering as mentors.

“Investing time and energy into future generations is on every city agenda. But Rick Baker, mayor of St. Petersburg since 2001, has made this concept a mantra by inaugurating a mentoring program that has won national recognition for his city – and now the Charles A. McIntosh Jr. Award of Distinction.

Mayor Baker’s Mentors & More program involves encouraging city employees as well as corporations to donate time and money toward mentoring public school students, providing subsidies and awards for education professionals, and generating scholarships for college.

And this was the first program of its kind in the country.

The McIntosh Award was presented at the 15th annual Future of the Region Awards by the Tampa Bay Regional Planning Council.

Mayor Baker has “consistently gone above and beyond what is expected of a St. Petersburg mayor,” noted Scott Black, chairman of the Tampa Bay Regional Planning Council and Dade City Commissioner.

“He has remade the image of the city with his innovative programs. This Mentors & More program is one of the best.”

The Mentors & More program began more than five years ago as part of Baker’s platform as he ran for mayor of St. Petersburg. The concept was to encourage corporate support of schools and to provide models for mentoring by allowing city employees to volunteer during their work week.

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“Our schools need to be great for people to want to live in our neighborhoods and bring their businesses to Florida.”

-Mayor Rick Baker

McIntosh Award to

MAYOR’S MENTORS & MORE

By Fred Wright Jr. 

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WHO ARE WE AND WHAT WE DO

The Tampa Bay Regional Planning Council offers a wide variety of services and products. Can we provide a service to you?

Among the services and programs the council offers: economic modeling and analysis; community visioning and charrette planning; spatial growth modeling; environmental technical assistance and analysis; hurricane and hazard preparedness planning; the official Hurricane Guide; the Small Business Disaster Kits; GIS mapping; and planning technical assistance to local governments.

Our Regional Information Center serves as a Florida State Data Center; official U.S. Census affiliate; provides technical assistance; and is a clearinghouse for technical assistance and administrative materials related to planning and development in the Tampa Bay Region.

TBRPC Programs and Staff Contacts
(727) 570-5151
www.tbrpc.org

Agency on Bay Management
Suzanne Cooper, Principal Planner, x32

Local Government Comprehensive Plans
Jessica White, Senior Planner, x38
Richard Kephart, Senior Planner, x28

Developments of Regional Impact (DRI)
John Meyer, Principal Planner, x29

Economic Development & Economic Analysis
Patrick O’Neil, Senior Planner, x31

Betti Johnson, Principal Planner, x39

Telework Tampa Bay
Jessica White, Senior Planner, x38

Tampa Bay Local Emergency Planning Committee (LEPC)
Bill Lofgren, Principal Planner, x33

Public Information
Wren Krahl, Manager of Administration/Public Information, x22

Awareness and education about the interrelationships among regional land use, transportation systems and natural resources. Participants, led by trained facilitators, used a detailed map to plan future growth by placing Lego building blocks to represent additional homes and jobs. These individuals were asked to determine where new residents will live and new employment will locate.

From Vision to Implementation... Reality Check becomes One Bay: Fulfilling Life’s Possibilities

Following the morning’s Reality Check exercise a group of over 400 gathered for lunch to unveil the next phase of the project, One Bay: Fulfilling Life’s Possibilities. One Bay will examine the 32 scenarios that were developed in the team exercises. These scenarios will be subjected to rigorous evaluations over the coming months to test their feasibility and to share the analysis with the community. “It’s all about implementation. This study will not be on a shelf, but a living document,” stated One Bay Chair, Dan Mahurin. “The focus in the coming months will be to broaden the community conversation and touch as many people as we can.” The next steps will be to lay a foundation for the development of a concrete list of ideas to assure quality growth over the next few decades.

“Over the next 18 months we will be interacting with thousands of citizens, institutions and several professional experts to work through the many choices and tradeoffs in arriving at the preferred future growth pattern of our 7-county region,” said Manny Pumariega. “The endeavor has helped us to pool our knowledge and resources to chart the best course for our community.” For more information visit www.myonebay.com.

Contributors to this article:
Tampa Bay Partnership

REALITY CHECK OBJECTIVES:

- Promote a region wide awareness of the level of growth that is coming to the Tampa Bay Region.
- Allocate projected housing and employment growth among jurisdictions.
- Recognize the legitimate points of view of different stakeholders.
- Lay the foundation for the development of a concrete list of next steps to assure quality growth to meet the region’s needs over the coming decades.
Picture our region with double the current population.

Between 2001 and 2030 the population of the Tampa Bay region is expected to increase by 2.0 million residents; the population will double by the year 2050. Employment is projected to increase by more than 940,000 jobs by 2030 or 1.6 million jobs by the year 2050.

On May 18, 2007, over 300 invited leaders, from the public, private and not for profit community participated in an exercise to build consensus on regional growth issues - Reality Check Tampa Bay. Using engaging materials such as Legos, ribbons, and regional maps, participants in diverse groups of 10 decided where and how our region should grow. Along the way they discovered a remarkable level of agreement on growth principles and a roadmap for how to build the region they want to live in and leave to their children and grandchildren.

Spearheaded by the Urban Land Institute and the Tampa Bay Partnership, Reality Check's marquee partners included the Tampa Bay Regional Planning Council, the Southwest Florida Water Management District and the Tampa Bay Estuary Program. Reality Check was created by ULI Los Angeles and inspired by Envision Utah. The event is a public/private partnership that required resources across the region. "This is the most exciting citizen involvement exercise I have been associated with," said Manny Pumariega, executive director of the Tampa Bay Regional Planning Council. "Participants learned first hand the challenges and opportunities facing our region." Reality Check exercises have been held successfully in Los Angeles, Washington D.C., North Texas and Maryland. Seattle and Arizona are in the planning stages and will also be holding Reality Check events in 2007.

This gathering was a tipping point for the region forming a lasting impression to understand the growth of the Tampa Bay region by the year 2050. The initiative was tailored to the specific needs of our region, yet building upon the expertise of visioning activities and other Reality Check exercises conducted in other major metropolitan areas.

Reality Check is neither a traditional conference nor a theoretical exercise. Participants worked in teams of 8 to 10 people per table, negotiating with each other to create a blueprint for the growth of the region based on actual demographic, geographic and economic data assembled specifically for the event.

The tabletop exercises were designed to increase
FUTURE OF THE REGION
AWARD NOMINEES

COMMUNITY SERVICE
9/11 Memorial Oldsmar Fire Rescue - City of Oldsmar
Community Center/A LEED Project - City of Dunedin
Morgan Heart Hospital at Morton Plant/Clearwater - Harvard Jolly, Inc.
True Compassion Campaign - Drug Free America Foundation, Inc.

CULTURAL/SPORTS/RECREATION
Mahaffey Theater Renovations - Downtown Enterprise Facilities, City of St. Petersburg
Online Guide to Pinellas County Blueways - Pinellas County Planning Department
Plant City Tennis Center - City of Plant City
The Historical Richey Suncoast Theatre - City of New Port Richey
Tibbals Learning Center at Ringing Museum of Art - Harvard Jolly, Inc.

DEVELOPMENT
MacDill Air Force Base General Plan - Engelhardt, Hammer & Associates
MacDill Air Force Base Phase 5 Military Housing - Diaz Pearson & Associates
PSTA’s New Scherer Drive Administration & Operating Facilities - PSTA
Tangerine Plaza and Sweetbay Supermarket - City of St. Petersburg
The WilsonMiller Office Building - WilsonMiller
The Wimauma Village Plan - Hillsborough County/CBP/PGM

ENVIRONMENT
Glen Oaks Stormwater Management Project - City of Clearwater
Lancaster Trail Habitat Restoration Project - Southwest Florida Water Management District
Tampa Harbor Operations & Maintenance Project - Pinellas County Department of Environmental Management

INFRASTRUCTURE
Clean School Buses in Pinellas County - Pinellas County Department of Environmental Management
Fiscal Impact Estimates of Land Development (FIELD) Model - Hillsborough County Planning Commission
Memorial Causeway Bridge - City of Clearwater
Pinellas County Galvanized Pipe Replacement Program - Pinellas County Utilities

PUBLIC EDUCATION
Brownfield Spotter Patch Program for Girl Scouts - Pinellas County Economic Development
Dunedin Celebrates Diversity Week - City of Dunedin
Florida-Friendly Landscaping - Southwest Florida Water Management District
Have A Plan-Know Your Plan - Hillsborough County
Mayor’s Mentors & More - City of St. Petersburg
“Pick Up the Phone and You’re There, Call PSTA” - PSTA
PSTA’s Bikes and Buses Instructional Powerpoint - PSTA
Share the Road Media Campaign, Tampa Bay Region - City of Clearwater
Tibbals Learning Center at Ringing Museum of Art - Harvard Jolly, Inc.

Future of the Region:
The McIntosh Award: Mayor’s Mentors & More
The Goldner Award: Don Whyte
TBRPC Executive Director Receives National Recognition
Honoring Notable Achievement
Award Luncheon Pictorial
Official Hurricane Guide
Future of the Region Award Nominees

Departments:
Regionally Speaking: Reality Check
Regional Roundup
Council Capsules
Meet the Officers
Council Members
MISSION STATEMENT

To serve our citizens and member governments by providing a forum to foster communication, coordination and collaboration in identifying and addressing issues and needs regionally.

Acknowledgments

The Tampa Bay Regional Planning Council wishes to extend its sincere appreciation to the organizations that have generously co-sponsored the 15th Annual Future of the Region Awards Luncheon.

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16th Annual Future of the Region Awards

We cordially invite you to participate in next year's...
16th Annual Future of the Region Awards

Call for Entries - October 2007
Deadline for Entries - Early January 2007

16th Annual Future of the Region Awards Luncheon - March 2007
Venue to be announced.

For more information or to be placed on the mailing list, please contact Wren Krahl, Manager of Administration/Public Information, wrn@tbrpc.org, 727-570-5151 ext. 22. Visit the website to view the Annual Future of the Region Commemorative Programs, www.tbrpc.org.
Reality Check: Can Legos® tell your future?