

**ONE
BAY**

FULFILLING
LIFE'S
POSSIBILITIES



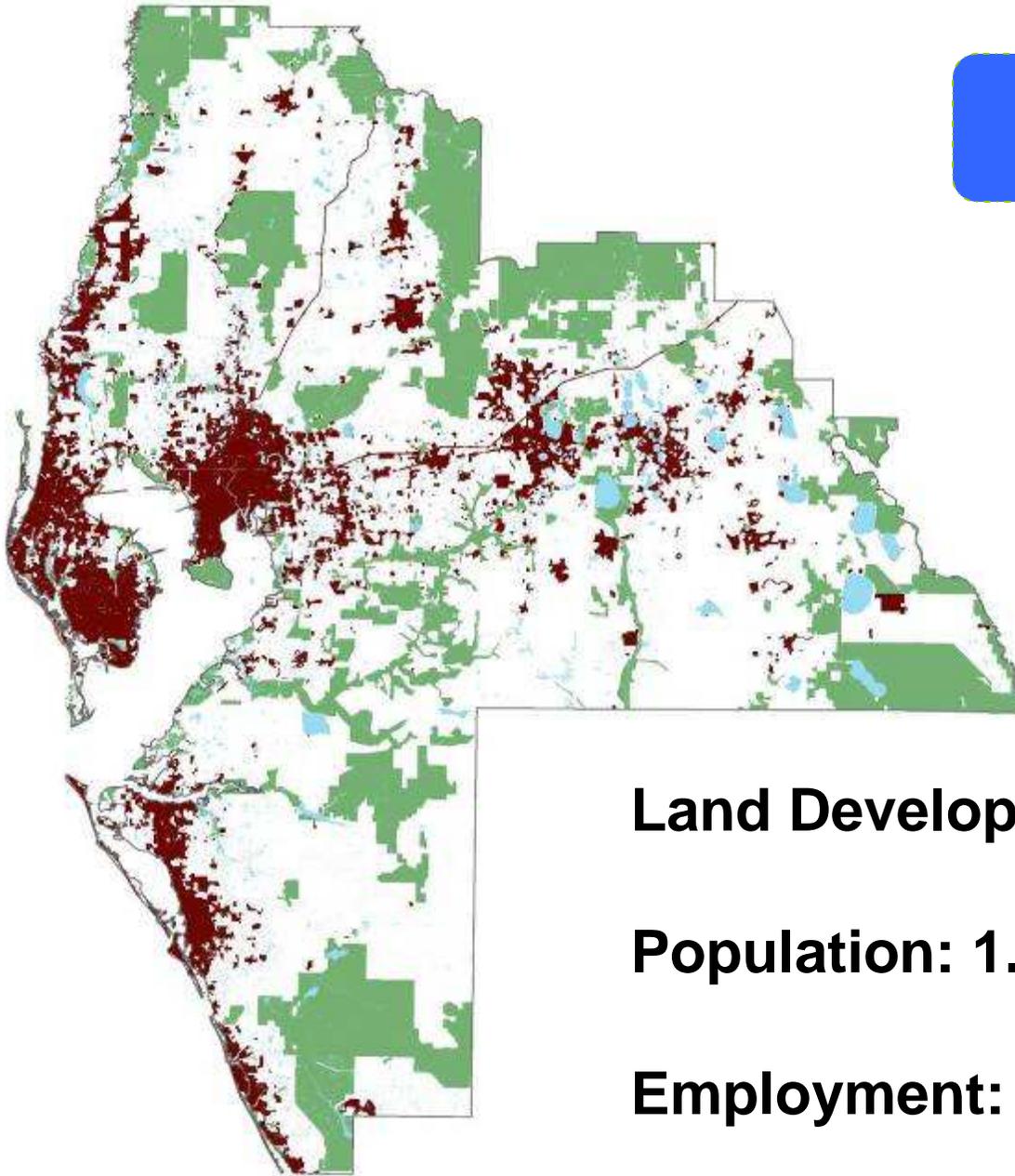
Council Briefing August, 2009



www.myOneBay.com



1972

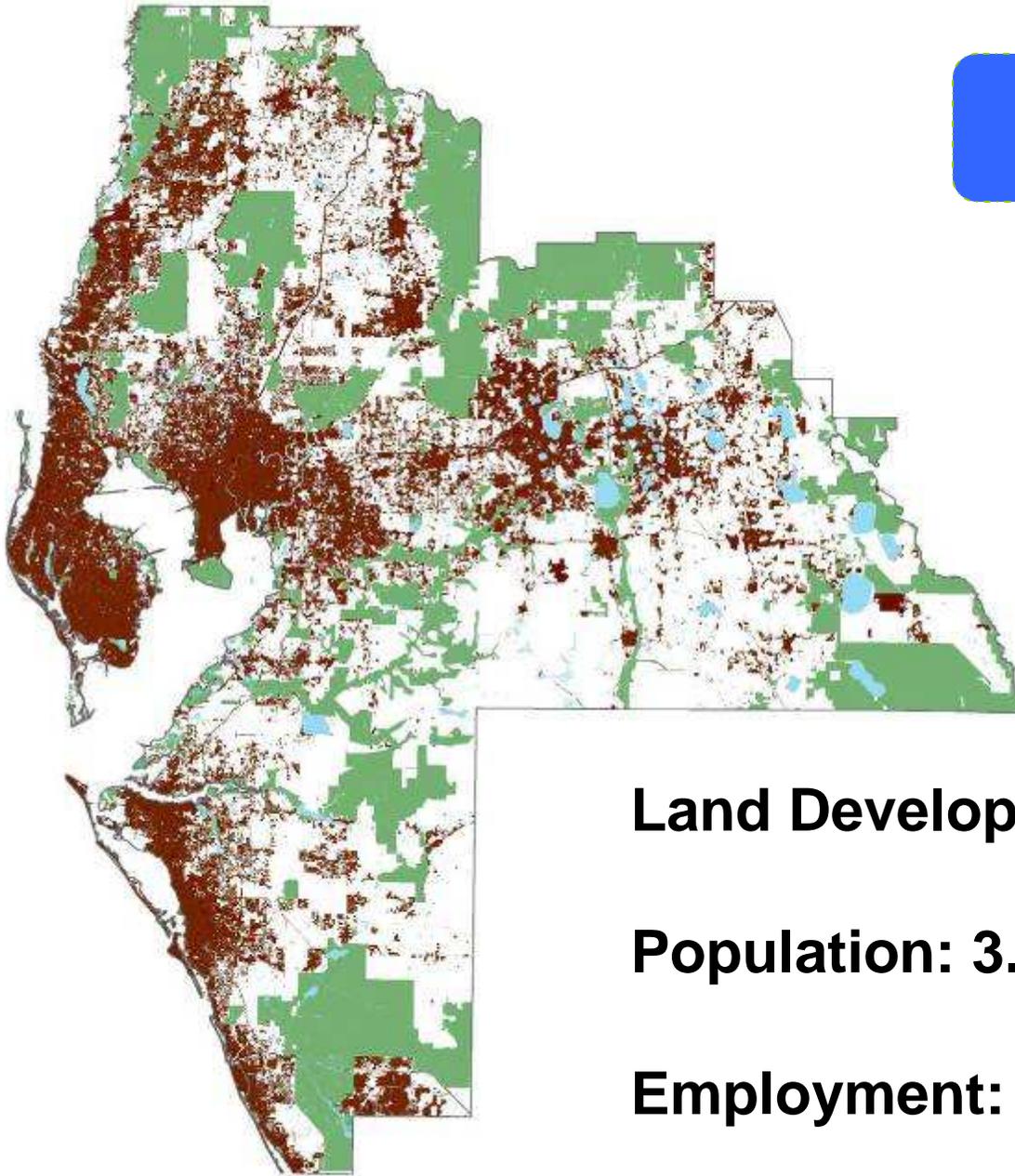


Land Developed: 493,110 acres

Population: 1.7 Million

Employment: 517,806

2005

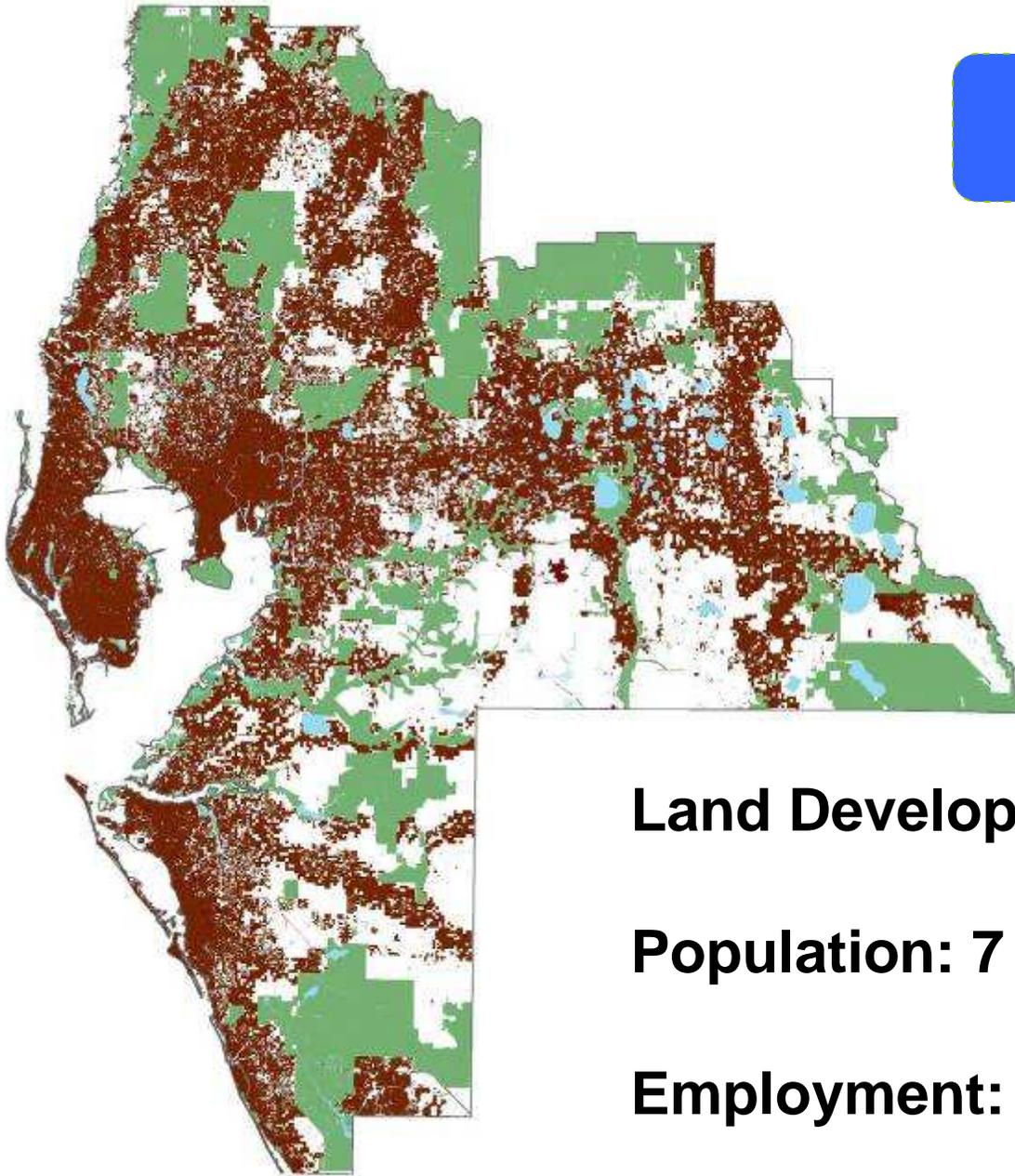


Land Developed: 876,696 acres

Population: 3.8 Million

Employment: 2.2 Million

2050



Land Developed: 1.6 Million Acres

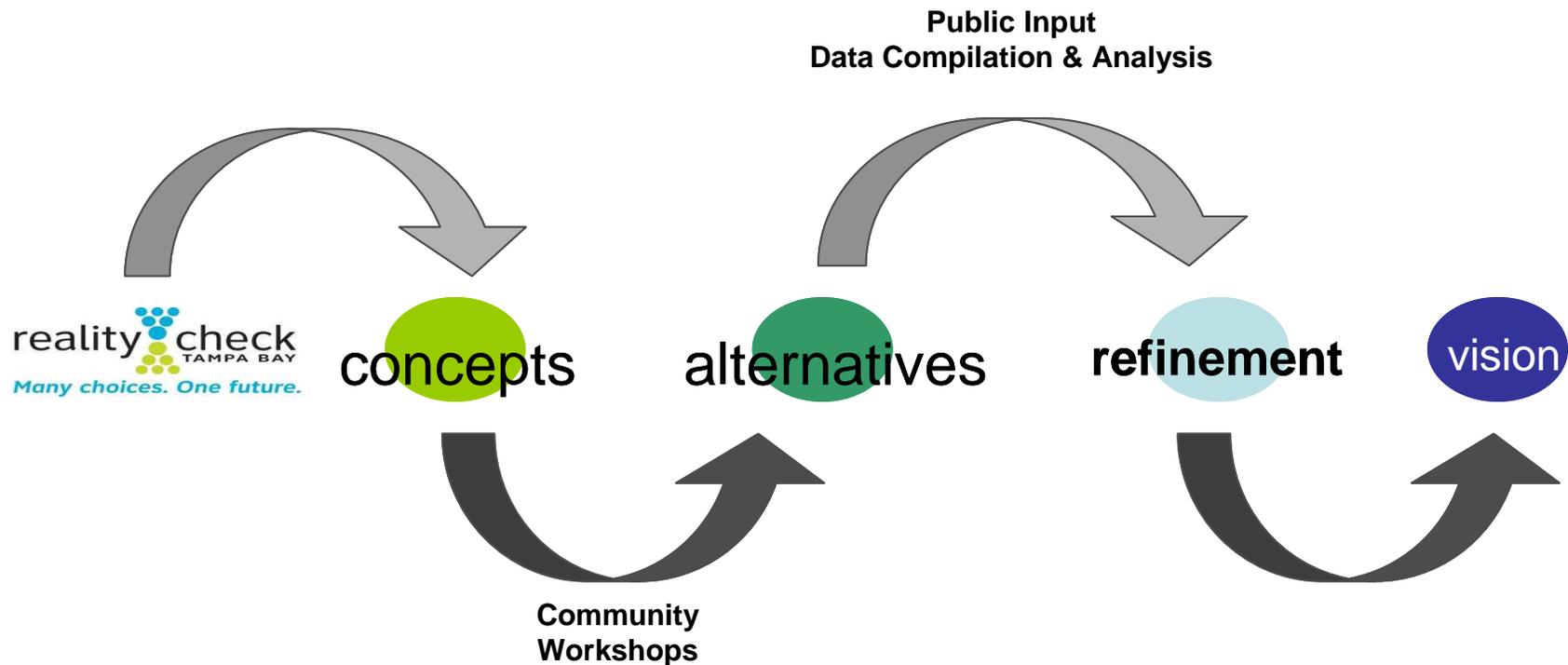
Population: 7 Million

Employment: 3.8 Million

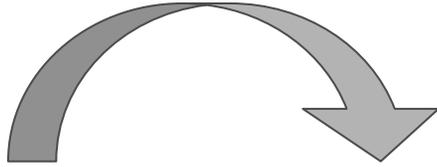
Regions Will Compete to be Great Places to Live and Work



Public Participation Process



Guiding Principles



- Create a sense of place
- Maximize multi-modal transportation
- Preserve natural systems
- Balance jobs & housing
- Strengthen economic development
- Sustain the role of agriculture



My say for tomorrow's community. My One Bay.



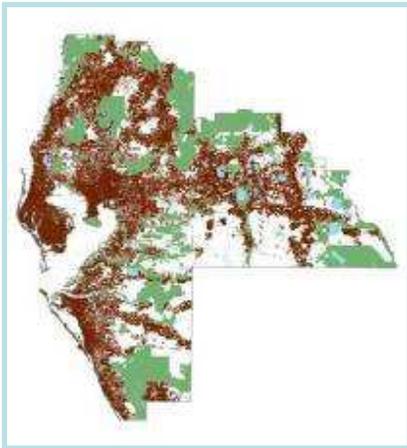
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My say for tomorrow's community. My One Bay.



The four scenarios ...



A



B



C



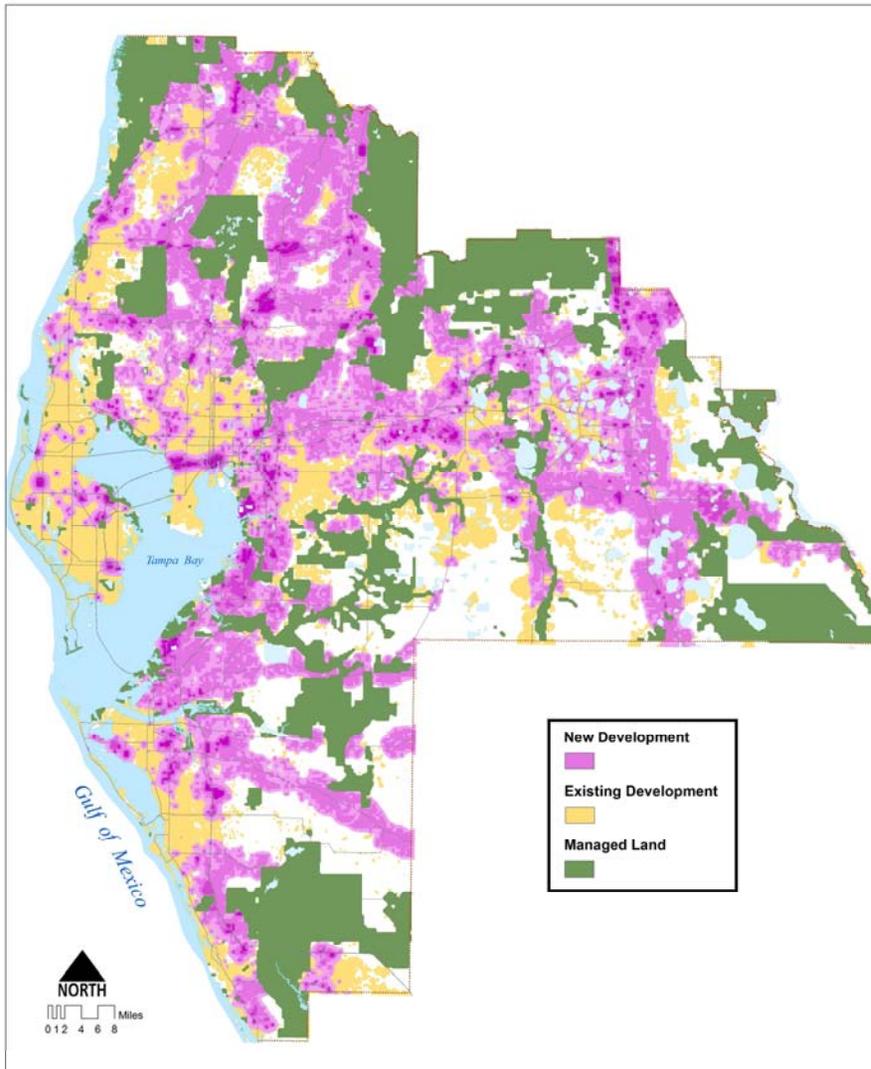
D



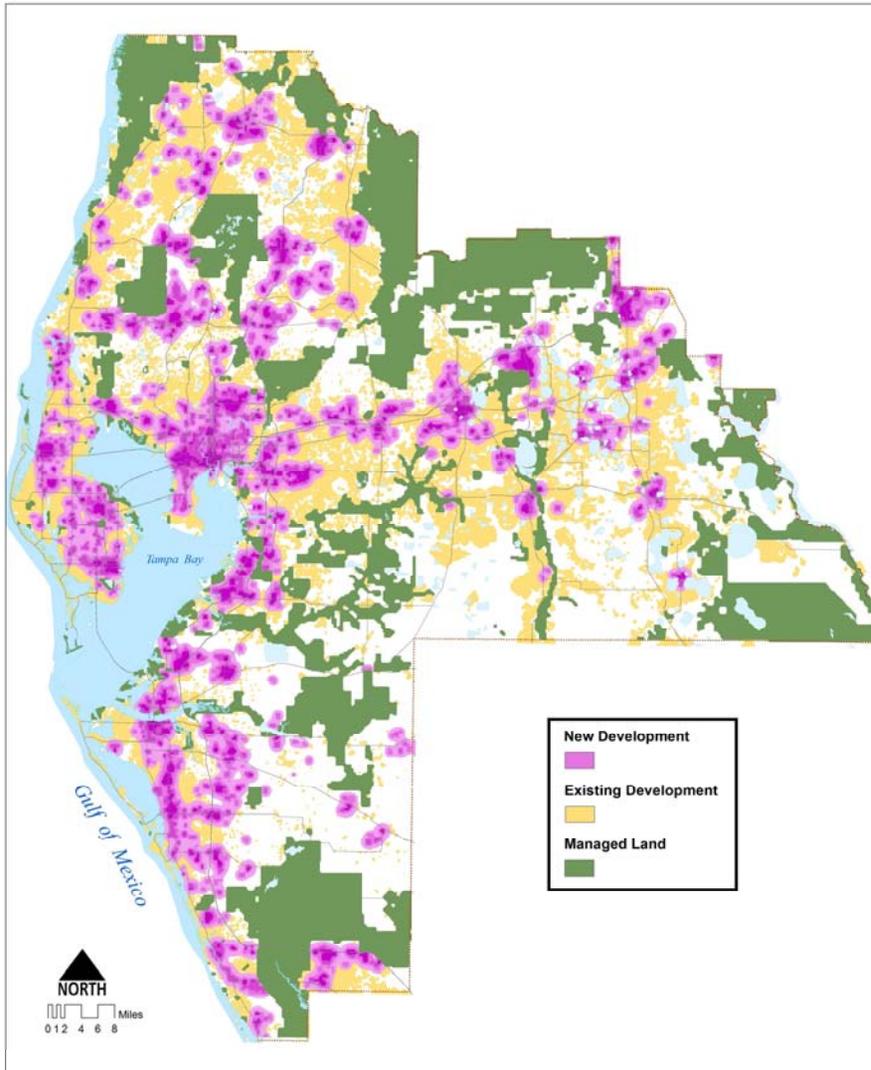
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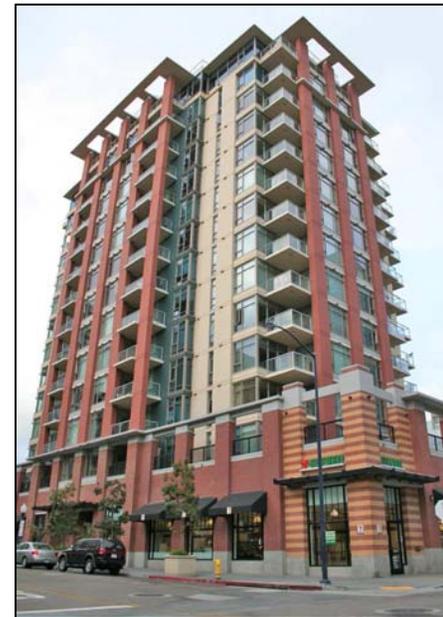
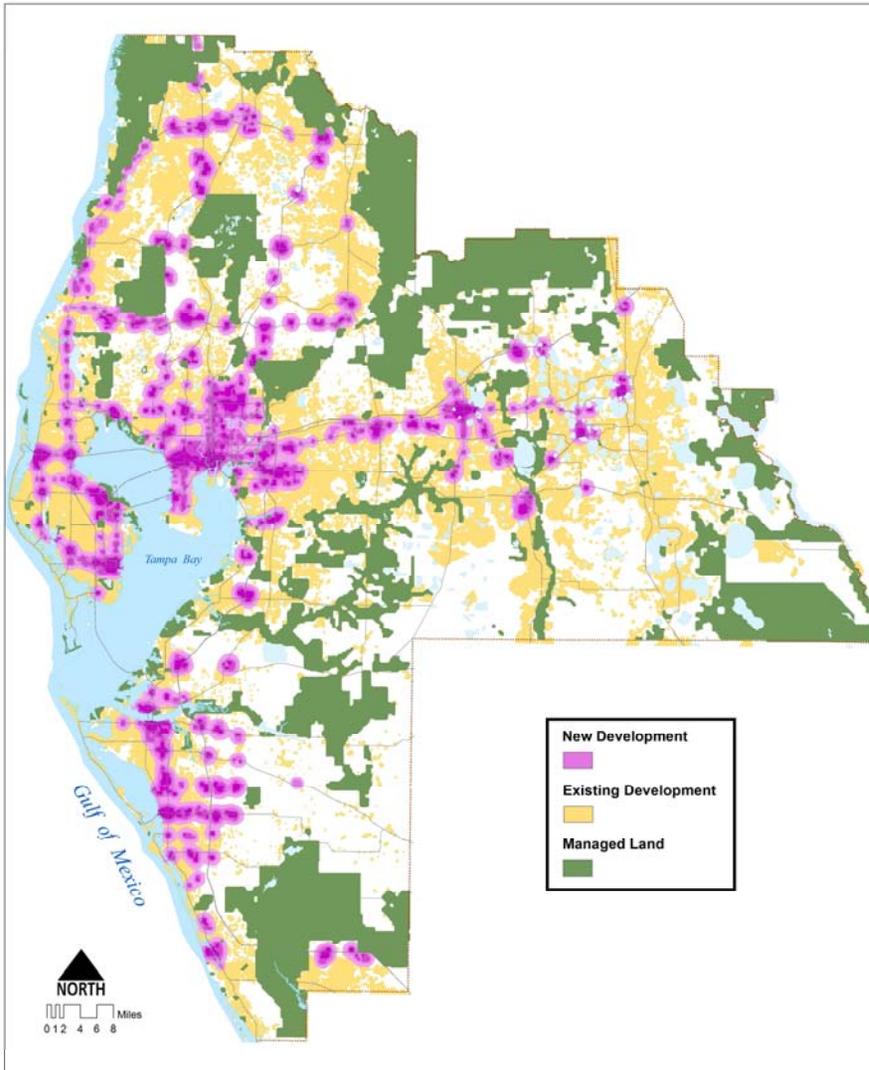
Scenario A



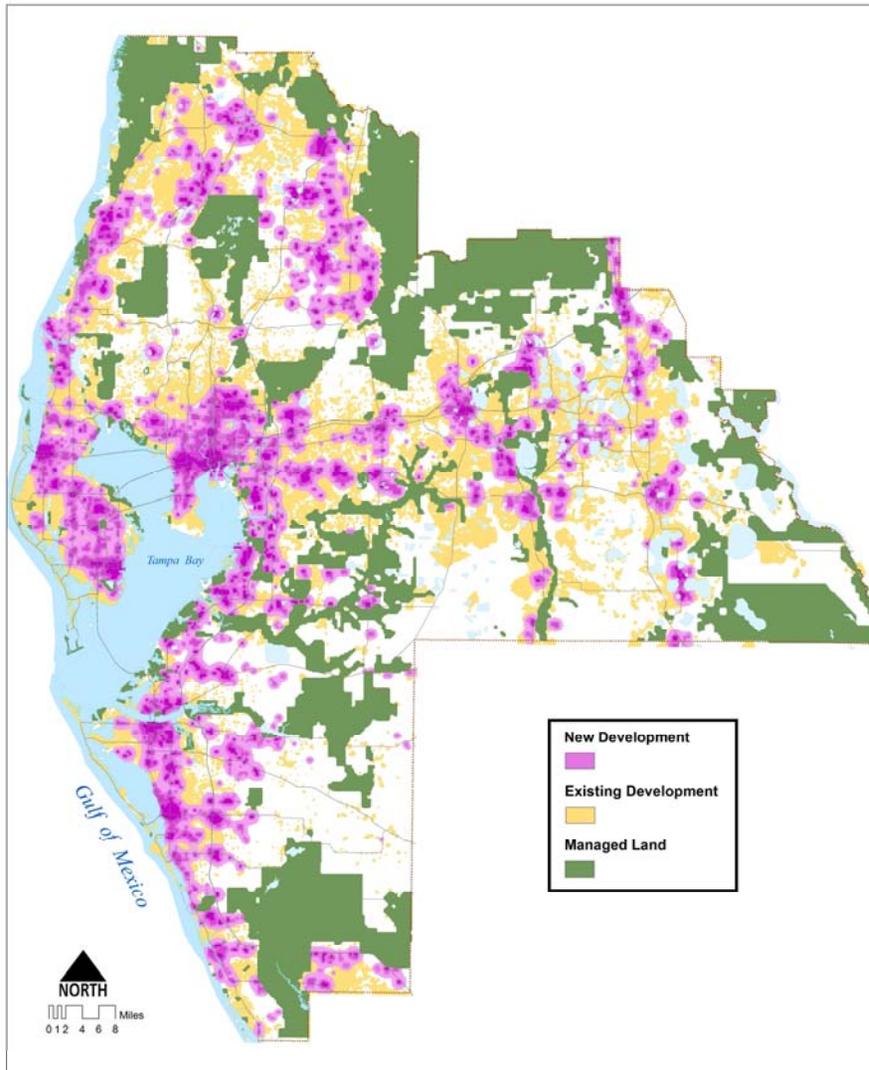
Scenario B



Scenario C

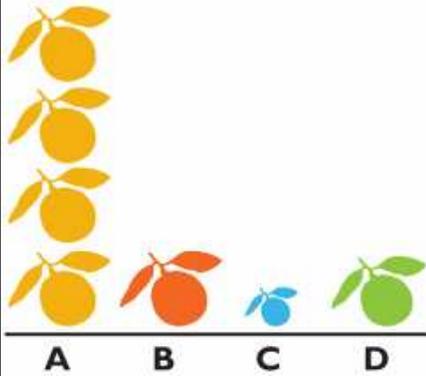


Scenario D

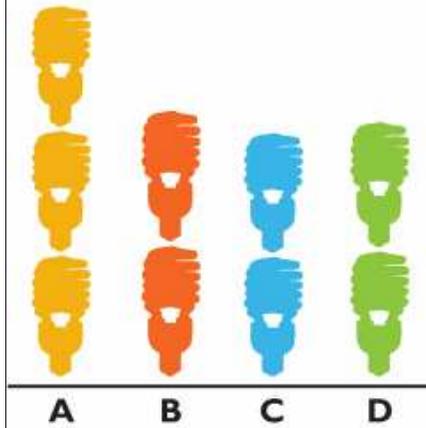


Indicators

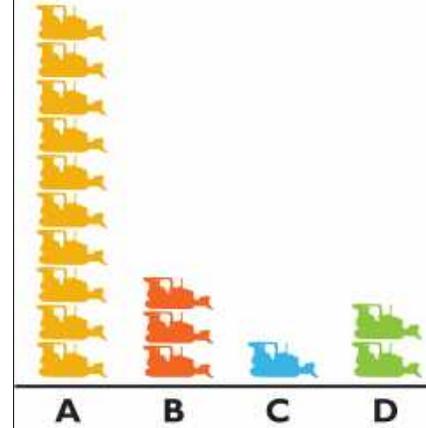
Agricultural Land Impacted



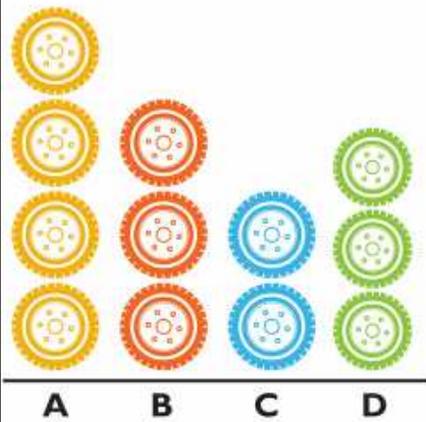
Electricity Usage



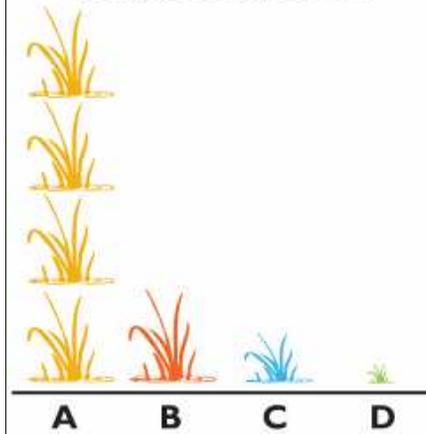
Total Land Consumed



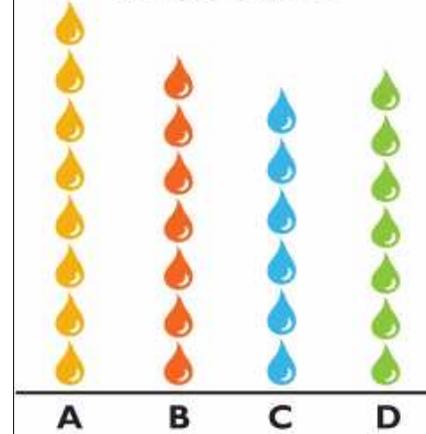
Vehicle Miles Traveled



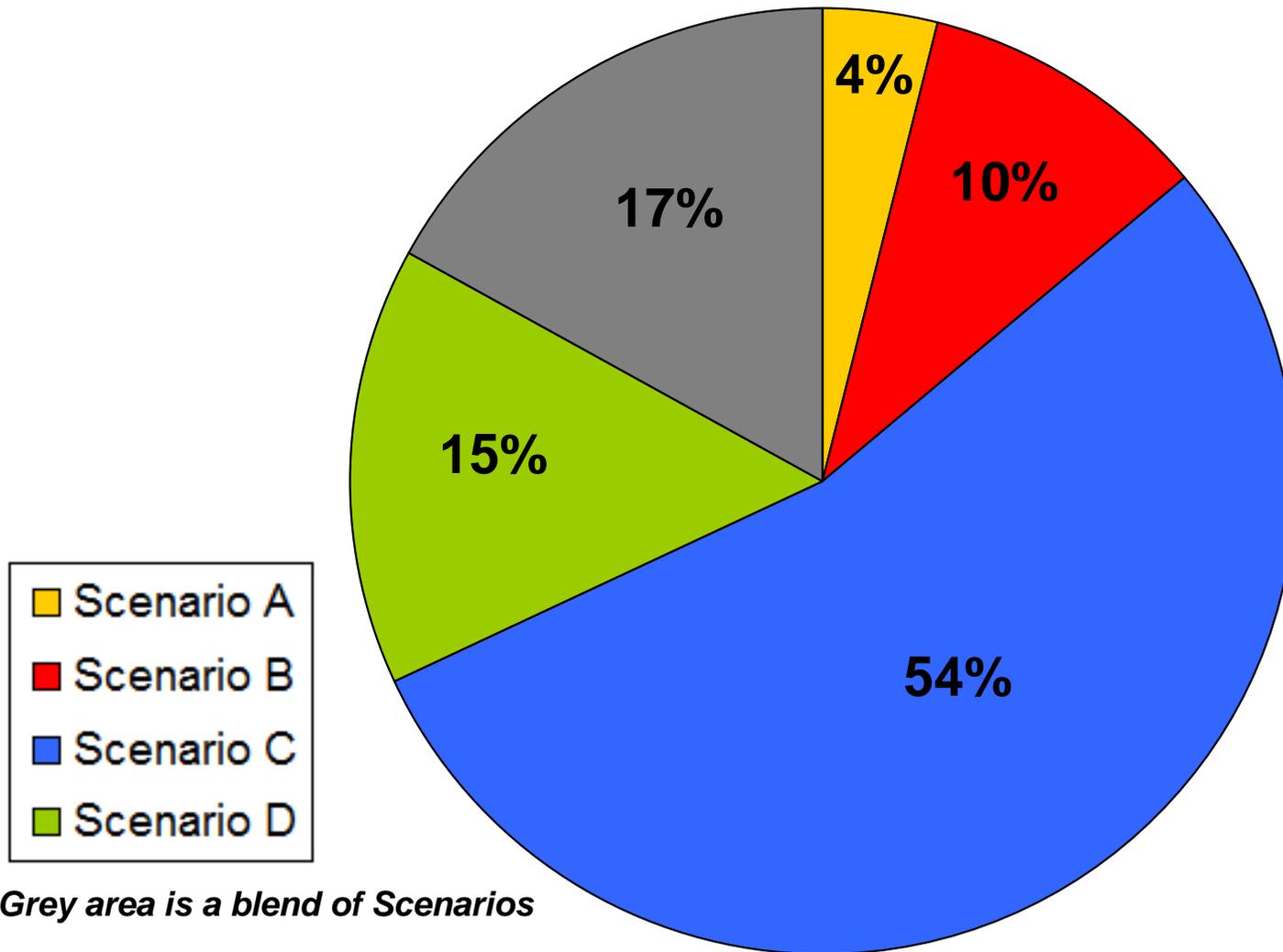
Wetlands Impacted



Water Demand

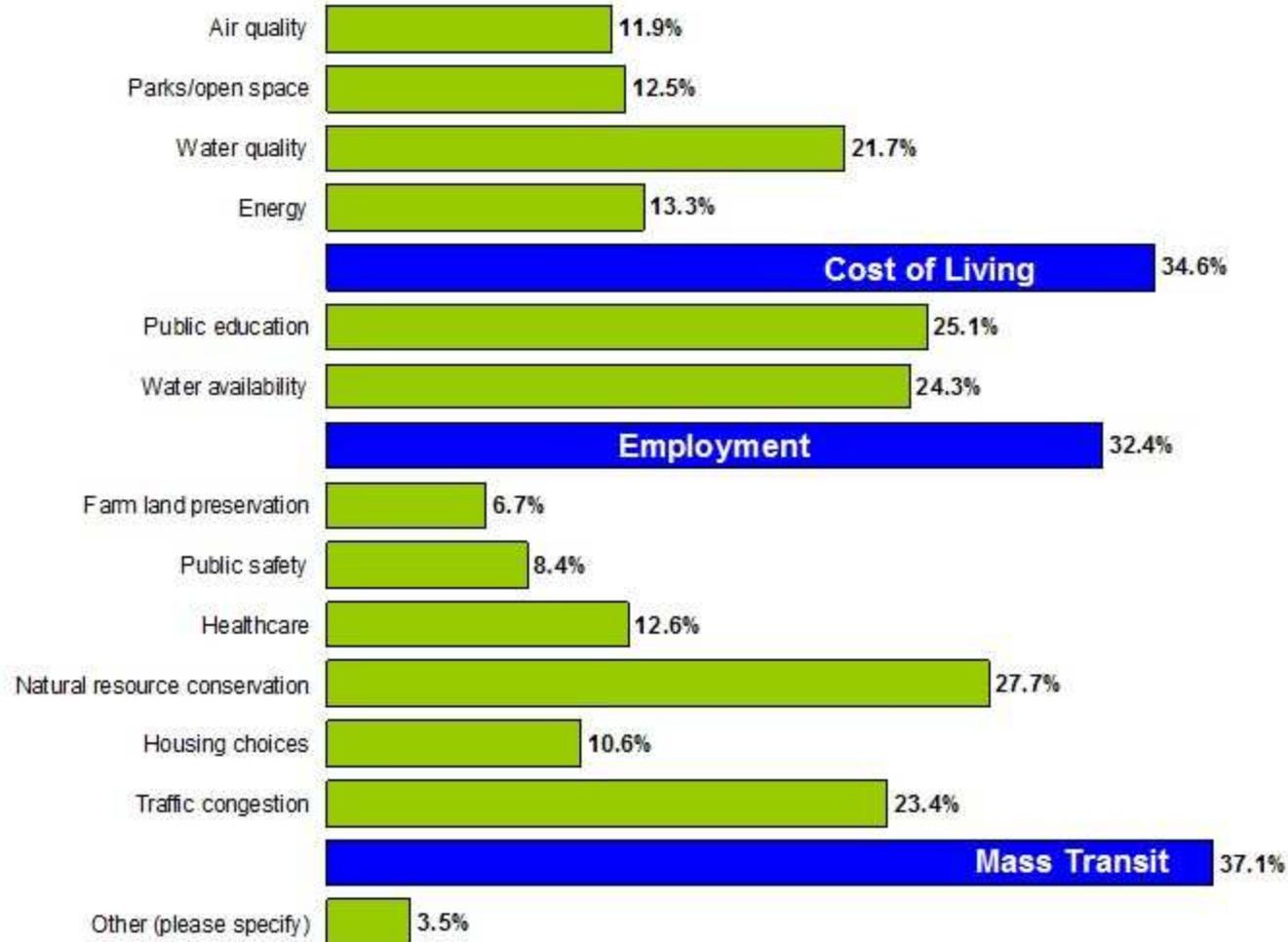


Which Scenario best reflects your overall values



Grey area is a blend of Scenarios

Issues (3) MOST IMPORTANT for FUTURE of Tampa Bay region?



Mason-Dixon Poll

- In June 2009, ONE BAY commissioned Mason Dixon Polling survey of 1,100 adult residents of Hillsborough, Pinellas, Pasco, Polk, Hernando, Manatee and Sarasota counties by telephone from June 1 through June 5, 2009. The margin of error is plus or minus 3 percentage points.



Mason-Dixon Poll

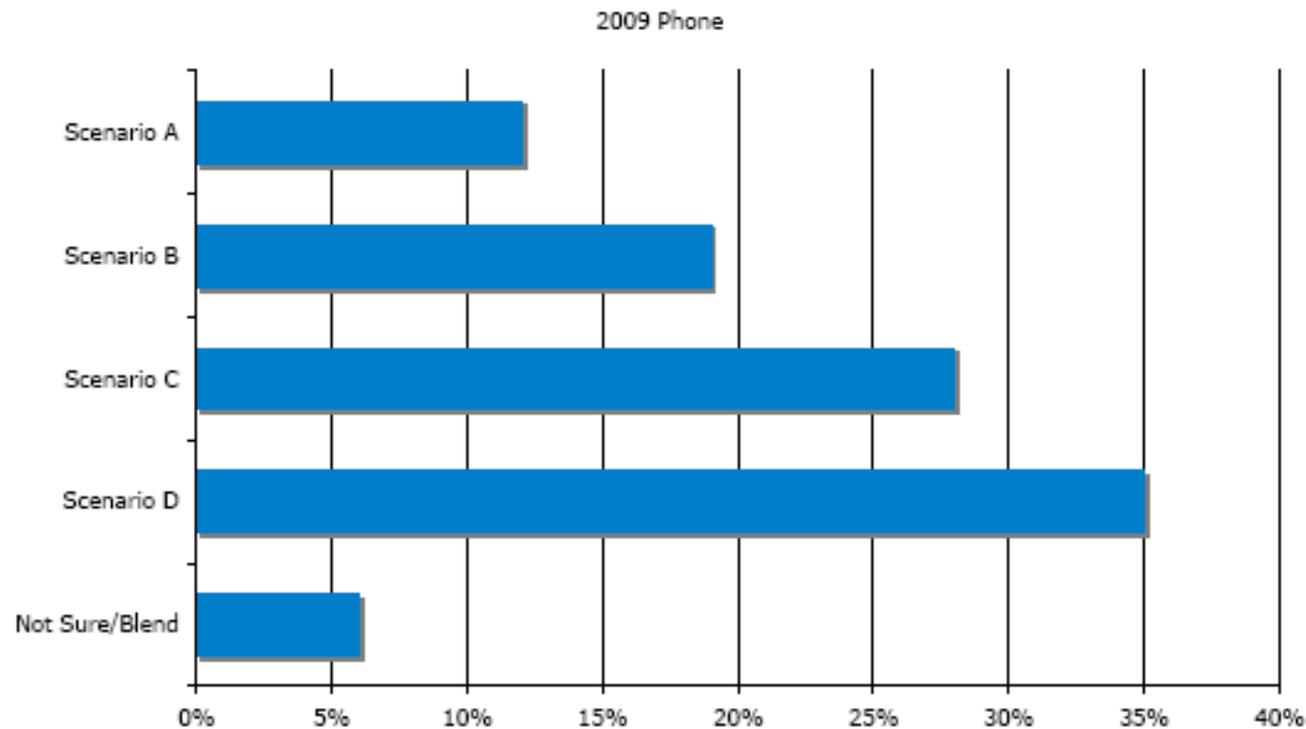
- Residents soundly reject “business as usual” when it comes to future growth in the region. A plurality of residents support a scenario for future growth that focuses on protecting water resources (Scenario D), followed by one that emphasizes compact design along transportation corridors to preserve open space (Scenario C).
- Employment, Public Education, Water Availability and Transportation Issues (Traffic or Mass Transit) are considered to be the Tampa Bay region’s most important issues that need to be addressed over the long-term.

Mason-Dixon Poll

- There was strong agreement among local residents that local planners should plan future growth to minimize water demand (89%), that they should give higher priority to protecting water resources than protecting open space (85%), that they should plan future growth around planned communities in order to maximize the amount of protected open space (81%) and that they should try to reduce automobile trips by enhancing rail and bus transit options throughout the Tampa Bay region (80%).
- When looking at a combination of "high importance" and "medium importance" Locating Businesses and Jobs Close to Where Employees Live (85%), Addressing Local Environmental Issues (84%), and Providing a Vision for Land Use Patterns within the Region (84%) also scored high.

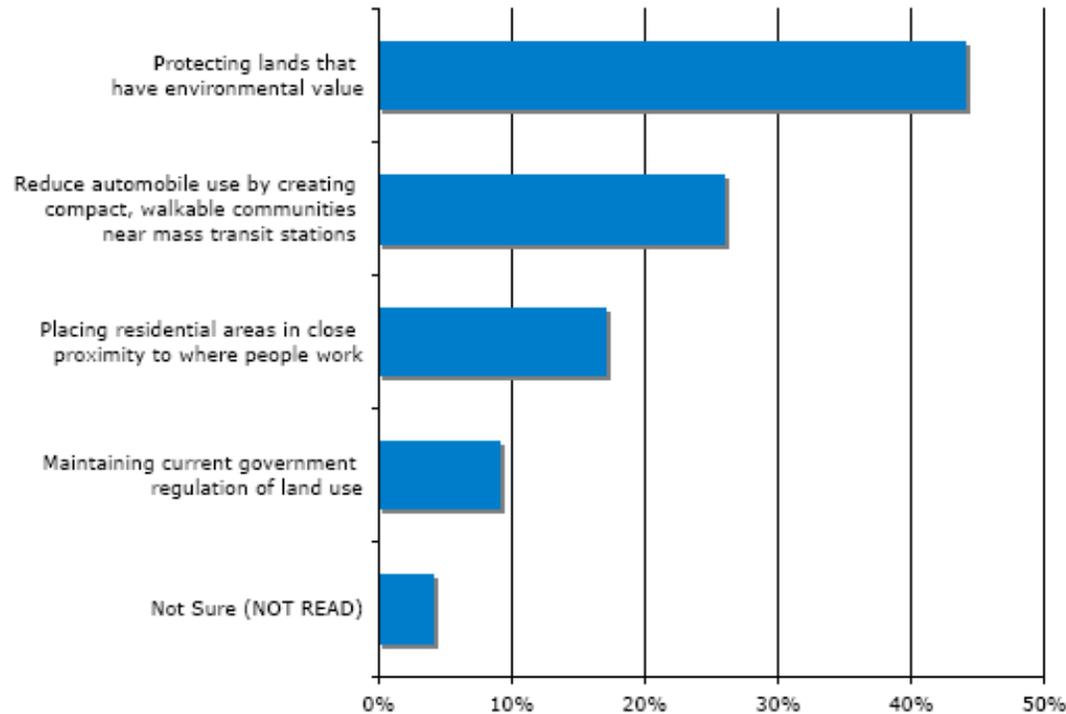
Mason-Dixon Poll

Which one of the following four scenarios best reflects your vision for future growth in the Tampa Bay region?



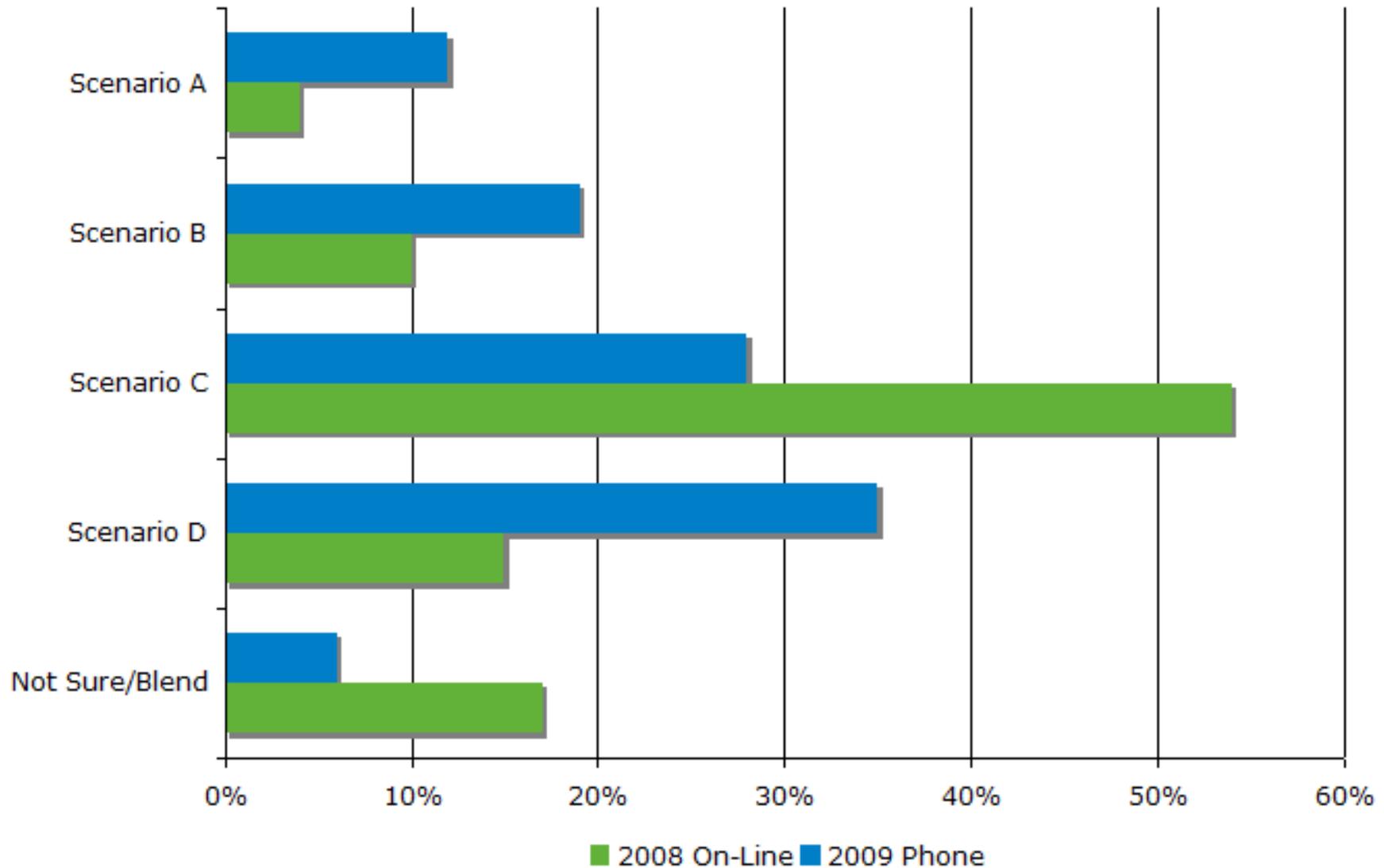
Mason-Dixon Poll

QUESTION: Which one of the following do you feel local planners should give the highest emphasis to?



These results tracked closely to the findings in the more detailed scenario question from the survey, with residents preferring protecting environmental land (Scenario D) over emphasizing mass transit (Scenario C). The 44%-26% margin was even higher in this question than in the detailed question. Still their combined 70% is further evidence that these two approaches are more strongly supported than the other two scenarios (Scenario A & Scenario B).

Mason-Dixon Poll vs. Voice It!





One Bay Scenario

One Bay Scenario

- **Develop based on Voice It! responses**
 - Utilize both scenario and issue based preferences
 - Strong support for Scenario C followed by D & B
 - Seeks to incorporate the preferred elements of B & D into C
 - Represents a blended scenario based on the levels of support indicated in survey responses
- **Consideration given to Mason Dixon Poll**
 - Rejected Scenario A “Business as Usual”
 - Preferred Scenario D slightly over C

Preliminary Recommendations

- **Promote transit and transit-oriented development**
- **Encourage compact and mixed-use development**
- **Encourage preservation of open space and agricultural land**
- **Support increased housing options**
- **Support environmentally sustainable growth**

Next Steps

- Refine a One Bay Scenario
- Complete One Bay Report
 - Refine Recommendations
 - Work with subject matter experts and stakeholders
- Participate in Transportation Forum (October)
- Participate in ULI Trends Conference (November)
- Reality Check II – “Implementing One Bay” (2010)

Thank you

ONE BAY

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Southwest Florida
Water Management District



www.myOneBay.com

