



# VISIONS

A long bridge, likely the Sunshine Skyway Bridge, stretches across the horizon at dusk. The sky is a gradient of orange and yellow, and the water below is dark with some reflections. The bridge has a series of lights along its length, and a single tall tower is visible on the left side.

**Annual Report Edition 2004**

A publication of the Tampa Bay Regional Planning Council  
Convening the region for 42 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.**

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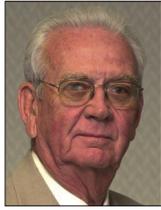
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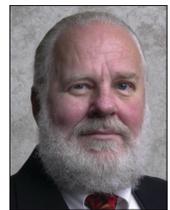
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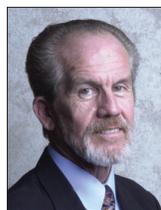
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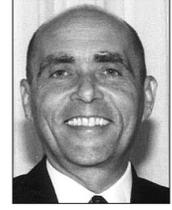
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## COMMITTEE ASSIGNMENTS 2004

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Reverend James Golden  
Mr. Ken Hoyt  
Vice Mayor Jo Jeter  
Councilman Bob Matthews  
Councilman Ed Taylor  
Commissioner Jane von Hahmann  
Mr. Philip Waller  
Ms. Pat Whitesel

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(12)

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Councilwoman Mary Alvarez  
Ms. Jill Collins  
Mayor Ward Friszolowski  
Reverend James Golden  
Mr. Michael Guju  
Mr. Kenneth Hoyt  
Mr. Robert Kersteen

### FRCA Policy Board (maximum 4)

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Commissioner Scott Black  
Commissioner Barbara Sheen Todd  
Ms. Pat Whitesel

### Legislative Committee

(15)

Vice Mayor Deborah Kynes, Chair

### Regional Planning Advisory Committee (4)

Mr. Kenneth Hoyt  
Mr. Robert Kersteen  
Vice Mayor Keith Zayac

### Arts/Cultural Steering Committee (3)

Vice Mayor Deborah Kynes  
Commissioner Jane von Hahmann  
Commissioner Jan Platt

## LEADERS LOOK AHEAD

The past year brought physical and fiscal changes for TBRPC and the new year will find the Council pursuing private as well as public funds for a myriad of projects.

In reviewing a year behind and predicting a year ahead, the glass is always both half-full and half-empty. Lots have been accomplished and yet much more lies ahead.

Despite a year that saw four hurricanes threaten the four-county jurisdiction of the Tampa Bay Regional Planning Council, major changes have occurred in the physical as well as fiscal world of the council.

“It was a pretty busy year,” succinctly stated outgoing Chair Steve Simon. And perhaps the symbol of such a year is the Council’s new, permanent Pinellas Park headquarters which became a reality this year. No more rent. More space. A home base for nearly two dozen staff members. And a building that came in ahead of schedule and within budget.

“A fabulous upgrade of facility,” Simon noted. “It will establish an identity for us.” And the facility came through hurricane season just fine, he added.

Receiving a 501(C)3 nonprofit status will also make the future easier for the Council, Simon said. This will allow the Council to seek private as well as public funds for the myriad projects on the coming year’s agenda.

“We’re looking for public and private partnerships in a lot of areas,” Simon said. “It will be a tool for allowing us to do more.”

For the coming year, there will be much emphasis on continuing studies of homeland security, expanding resource management and measuring the environmental impact of natural and manmade forces.

One ongoing project is the Spatial Growth Modeling (SGM) program, a decision-support GIS software suite under development by the Council, according to Manny Pumariega, Executive Director. Two components that will receive special

emphasis in the coming year. The first involves “the economic development module to assess the impact of various projects in our region,” he said.

A second SGM component to be developed this year will “provide more data and analysis options upon which local governments can make a decision relating to emergency management mitigation and response planning, land development and resource planning,” Pumariega explained.

Still another project to involve domestic security will develop 10 to 12 courses to train first responders. These “All Discipline Training” courses will be held in different locales, including the Council’s new headquarters, and will reach out beyond the Council’s traditional four-county responsibility to include Citrus, Hernando, Polk

and Sumter counties as well.

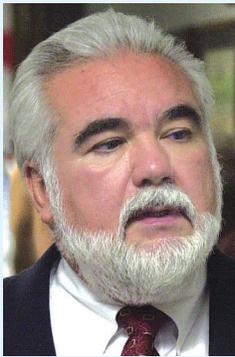
Pasco County will also be involved in a continuing study of domestic security and operational plans, Pumariega noted. “We’ll look at critical areas – communications, fire, corporate headquarters, the main county government – and try to plan for them to continue operations in case of a natural or national emergency.”

Four Pinellas County cities -- Largo, Pinellas Park, Tarpon Springs and Dunedin -- will also be included in this study.

Naturally, this season’s hurricanes will also get a serious review, Pumariega said. “I think we can all learn from them.” Evacuation plans will be reviewed. “We do that every five years anyway,” he explained. “But while it’s fresh in everybody’s minds, we’ll be conducting a behavioral study” a year earlier, over the next nine to 12 months.

If funding becomes available, up to 10,000 people will

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– Manny Pumariega, Executive Director



"It was a pretty busy year. (Next year), we're looking for public and private partnerships in a lot of areas (as) a tool for us to do more."

– Steve Simon, outgoing Council Chair

be interviewed by phone, he explained, about how they reacted to the storms and to evacuation orders and about what they did – and didn't – do.

Pumariega also believes one benefit of the hurricanes is that the council's statewide Small Business Disaster Kit, unveiled and released earlier this year, will be even more in demand. He said he hopes there will be additional funding to print even more CD-ROMs beyond the initial 70,000. "I think, with these storms, there will be more opportunity to at least involve more businesses to look at their operations," he said.

A major ongoing project, the Strategic Regional Policy Plan – a direction setting document for the Tampa Bay Regional Planning Council's planing and review functions -- needs to be updated, Pumariega said. Last updated in 1995, Pumariega's staff is even now reviewing each aspect of the plan and scheduling eight public meetings in the coming year.

"We anticipate completing that update in Spring 2005," he said.

Lastly, an experimental project, Telework Tampa Bay, encourages regional employers to look for fresh out-of-office opportunities for their staffs. The pilot was funded last February, and to date, approximately eight businesses have

agreed to accept participation in the program.

The goal is to learn how teleworking positively impacts traffic patterns and air quality. "We are a pilot ourselves," Pumariega said. "We need to practice what we preach."

For Steve Simon, there will be less commuting for his duties as Council Chair -- up to 80 minutes each way. "That's about the only thing I didn't enjoy," he said. As a Pasco County District 4 Commissioner, Simon lives in New Port Richey.

In looking back over his tenure, Simon acknowledged his style may have been a bit unconventional, but he has no regrets. "My 'Chair' was a little bit different," he confessed. "Vocal, out front, we took a little less formal structure.

"There was a good level of engagement (but) not always cooperative engagement," he said. "Sometimes it was a little confrontational."

In retrospect, would Simon do anything differently? "No, not a lick," he said.

"I'm very pleased with the way it went."

He said he was looking forward to turning over the "symbol" of his style of stewardship at his final December meeting -- the traditional gavel, nearly two and a half feet long, "a big bad boy," he noted, "with a healthy mallet end." ❖

## COORDINATING THE REGION

An unusual number of hurricanes kept the region on its toes in 2004, but the Council managed to deliver its planning services in fine style.

2004 was another busy year for all of the Council's planning programs. Highlights include:

- ❑ Continued Spatial Growth Modeling decision-support GIS initiative. This project will produce a software tool to aid in growth management and growth policy decisions in the future.

- ❑ Produced and distributed 70,000 copies of the Florida Business Disaster Survival Kit and companion web site ([www.fldisasterkit.com](http://www.fldisasterkit.com)) to include natural and technological hazards including terrorism, cyber-attacks, sabotage and economic impacts.

- ❑ Occupied new office building, 4000 Gateway Centre Blvd., Suite 100 Pinellas Park, Florida, January 2004.

- ❑ Developed Continuity of Operations (COOP) Plans for Pinellas County, St. Petersburg and Clearwater. Provided staff COOP training to Pasco County and Temple Terrace.

- ❑ Received final FEMA approval for the adopted Local Mitigation Strategy (LMS) reports for Pinellas, Manatee and Hillsborough Counties.

- ❑ 12th Annual Future of the Region Awards took place in March 2004.

- ❑ In partnership with the *St. Petersburg Times* and the *Bradenton Herald*, produced and distributed 1.2 million copies of the official Hurricane Guide in eight counties and two languages.

- ❑ Partnered with the State and the *Tampa Tribune* Newspaper in Education Program to produce and distribute copies of the Hazardous Weather Awareness tabloid to area schools and subscribers.

- ❑ Coordinated and implemented the 7th Annual Florida Brownfields Conference.

- ❑ Tampa Bay Economic Development District received an EDA grant to study regional manufacturing supply chains.

- ❑ Developed economic development Spatial Growth Model GIS.

- ❑ Completed first EDA annual update of the Comprehensive Economic Development Strategy.

- ❑ Hosted several Regional Transit Roundtable discussions.

- ❑ Served as chair for sub-committees of both the National Hurricane Conference and Governor's Hurricane Conference. Solicited and received more than \$50,000 in sponsorships for the Governor's Hurricane Conference as part of the mar-

keting effort.

- ❑ The Economic Analysis Program conducted 21 studies. Examples include the impacts of redevelopment of Patricia Avenue, transportation studies, support for various grant applications, and numerous "new or retained" business impact studies.

- ❑ ABM held five full Agency meetings and nine Committee meetings, addressing issues affecting the Tampa Bay estuary.

- ❑ Produced four issues of Bay Soundings, an environmental journal focusing on the Tampa Bay estuary and the other natural resources of the Tampa Bay Region; and increased distribution in print and on-line.

- ❑ Hosted a regional workshop on Low Impact Development and prepared a CD of the workshop summary and reference material.

- ❑ Hosted, with the Tampa Bay Estuary Program, two workshops on Tampa Bay Water's Downstream Augmentation project.

- ❑ Adopted recommendations concerning the placement of dredged material in man-made holes in Tampa Bay.

- ❑ Telework Tampa Bay (TTB) was launched in February 2004. Telework Tampa Bay encourages Pinellas and Hillsborough employers to host pilot telework programs within their worksites. In turn, Telework Tampa Bay provides a comprehensive package of technical assistance services at no cost.

- ❑ Telework Tampa Bay hosted 13 workshops/presentations; held nine employer meetings; and 8 employers are currently using TTB services.

- ❑ Telework Tampa Bay was represented/participated in the 2004 Governor's Hurricane Conference, Transportation Supersession, Association of Commuter Transportation Annual Conference (as speaker and attendee), Westshore Alliance annual event.

- ❑ Telework Tampa Bay was highlighted in the *St. Petersburg Times*, the *Tampa Bay Business Journal*, the *Jack Harris Morning Radio Show*, and *Channel 10 News*.

- ❑ Conducted preliminary analysis of a future land use map amendment for Hillsborough County.

- ❑ Continued to facilitate meetings of local elected officials and representatives from regional arts, cultural, and scientific

facilities and organizations to ascertain interest in the formation of an arts, cultural, and scientific district for the Tampa Bay region.

- ❑ Facilitated community visioning program for civic leaders of the city of Treasure Island.

- ❑ Hosted two workshops sponsored by the Suncoast Section, Florida Chapter, American Planning Association.

- ❑ Participated in the West Central Florida Metropolitan Planning Organizations Chair's Coordinating Committee (CCC) and its accompanying Staff Directors Committee.

- ❑ Responded to over 200 requests for DRI-related information.

- ❑ Updated and distributed nearly 400 copies of the 2004 Regional Directory.

- ❑ Made available to RIC users the most current releases and up-to-date information available from the Census Bureau related to the 2000 Census.

- ❑ Maintained listserv so anyone can receive Council, CRC, ABM, RPAC, and LEPC agendas, and general announcements via e-mail. Sign up today at [www.tbrpc.org](http://www.tbrpc.org).

- ❑ Maintained and improved websites for Economic Programs; Agency on Bay Management; Intergovernmental Coordination & Review (IC&R); Spatial Growth Model (SGM); *Visions Magazine*; Employment Opportunities; and Site Contents.

- ❑ The LEPC (Local Emergency Planning Committee) completed an update of the Hazardous Materials Emergency Response Plan, conducted six bimonthly meetings and processed 1580 Tier Two (right-to-know) reports.

- ❑ Provided staff assistance ranging from the answer to a single question to significant research effort to approximately 1300 inquires by phone, and 4000 email communications, or letters.

- ❑ Attended three quarterly SERC, Training Task Force, and LEPC Staff and Chair meetings and the annual Florida Emergency Preparedness Association (FEPA) Conference in Orlando, the USCG Rapid Response Team (RRT) meeting at St. Pete Beach, attended the National War College Conference on National Security Affairs, MacDill AFB, attended Division of Emergency Management (DEM) Area 4 Meeting in Crystal River.

- ❑ Promoted EPCRA Awareness Week 2/22-28/04 and accepted proclamations on behalf of EPCRA Awareness Week from



area city and county commissions.

- ❑ Sponsored the DuPont TRANSCAER Training at the CSX Rail Yard, Tampa, the Chlorine Refresher training to water/waste-water treatment operators in City of Largo and sponsored the METRA-West HAZWASTE Workshop.

- ❑ Served on planning staff for the Clean Gulf Conference scheduled for the Tampa Convention Center.

- ❑ Attended 2004 Inaugural Southwest Homeland Security Conference, Orlando.

- ❑ Attended Florida

Department of Education meeting in Tallahassee and participated in Hillsborough Co Schools TTX Exercise and Training.

- ❑ Distributed 30,000 2004 USDOT Emergency Response Guides to LEPC Districts V and VIII.

- ❑ Participated in the Yara North America ammonia terminal tabletop exercise and subsequent full-scale exercise as exercise evaluator.

- ❑ Provided LEPC updates to Tampa Bay Spillage Committee, the Greater Tampa Bay Marine Advisory Committee, the US Coast Guard's Readiness, the USCG Area Contingency Plan (ACP) steering Committee, and the Coordination Group (RCG).

- ❑ Staff reviewed and reported on 46 local government comprehensive plan amendments representing 141 individual amendments.

- ❑ Reviewed and supported eleven(11) local applications for subjects pursuant to the Florida Forever program.

- ❑ Staff reviewed 21 Development Order amendments, 30 Notices of Proposed Changes and 85 annual reports for approved DRIs.

- ❑ Four Development of Regional Impact Final Reports were issued during the past year. The Reports were for: Cypress Creek Town Center, Sarasota-Bradenton International Airport Substantial Deviation, Sunlake Centre and Oakley Plaza.

- ❑ Reviewed and issued recommendations on 274 projects through the Intergovernmental Coordination and Review (IC&R) process, of which 147 projects were determined to be regionally significant.

- ❑ Mapping included growth scenario modeling preparation for the regional spatial growth modeling project, preparation of facility maps for various local mitigation strategy projects, and numerous maps for staff reports. ❖

## A HOME OF OUR OWN

The Council moved into its own office building in 2004, marking the start of a new epoch in the 42-year history dedicated to elevating the quality of life in the region.

In January 2004, the Tampa Bay Regional Planning Council (TBRPC) moved into a new facility and began a new chapter in the 42 year history of the organization.

The TBRPC leased office space for over 27 years from Koger Equity, Inc. Three years ago, with anticipation of a lease renewal, the Council began to look at various ownership options. "This project has encompassed four Chairmanships" said TBRPC Chair, Commissioner Steve Simon.

"This process began under the leadership of former Mayor Pat Whitesel, of the City of Palmetto, followed by former Councilman Jerry King, of the City of Temple Terrace and Commissioner Barbara Sheen Todd of Pinellas County. It has

been a privilege and an honor for me to play a role in the completion of this important project."

Located in Gateway Centre Corporate Park, the 25,000 square foot facility is home to the Tampa Bay Regional Planning Council and its tenant, Help A Child, Inc.

"We are very excited about our new home and the many partners which made the new facility a reality," said Executive Director Manny Pumariega.

"This project would not have been possible without the support of our member governments. We are also grateful to our new neighbors, the City of Pinellas Park and our new tenants, Help A Child, Inc.," he said. ❖





### TBRPC's New Home Facts

Real Estate Broker: Colliers Arnold, Inc.  
 Financed by: Northern Trust  
 Civil Engineer: Northside Engineering Services, Inc.  
 Architects: Harvard, Jolly, Clees, Toppe  
 Hoffman and Associates  
 General Contractor: Gary Sepsi  
 Contractor: Bandes Construction Co., Inc.

TBRPC occupies 11,000 sq. ft  
 Help A Child, Inc. leases approximately 14,000 sq. ft.  
 On-site parking for approximately 150  
 Conference room capacity of up to 125 with retractable walls  
 for two separate meeting facilities  
 Additional Executive Boardroom  
 Separate conference room access for public usage



## VISIONS OF THE FUTURE

Computer modeling can show demographic changes, distribution of jobs, wage changes and residential distribution of employees throughout the Tampa Bay area.

Numerous policy and resource planning activities can benefit from a software model suite under development by the Regional Planning Council.

The suite is called Spatial Growth Modeling (SGM) and is a GIS based application that will include land use, transportation, environmental, economic, fiscal, emergency management and domestic security modules. SGM will generate land use scenarios, in selected time steps, to a 50-year time horizon, as a function of population changes, land use policy decisions, environmental constraints, and other factors.

The basic land use components of the model are operational. Currently, staff is completing work on the economic development module and beginning work on the domestic security and environmental modules.

This article takes an in-depth look at the economic development module.

While everybody can generally understand the broad implications for economic growth or decline, only specialized tools can tell decision-makers where jobs will go, where new homes might be built, where spending might increase in a strong economy or where and how many jobs might disappear in a recession.

While knowing that a new industry moving to your city is useful, understanding where that industry's employees might live, where they would spend their disposable income and which roads they are most likely to impact is critical.

TBRPC staff has been developing the economic development module of the Council's Spatial Growth Model GIS.

Tampa Bay Regional Planning Council staff consulted with economic development partners to refine data and analysis needs. Meetings were held with software developers, government agencies and economic development partners since last fall.

Consensus was that the model would be instrumental in considering industrial site selection requirements, assessing the availability and overall suitability of land for economic development and modeling the fiscal and economic consequences of individual projects. Also the value of integrating different components of the Spatial Growth Model, such as disaster recovery, was discussed with these partners.

Since meeting with the Council's economic development partners, staff has collected data and identified standardized data sources and has developed a 'beta' version of the Economic Development Spatial Growth Model (EDM).

Presently, the test version of the EDM can model demographic changes, the distribution of direct and indirect jobs, wage changes, and residential distribution of employees throughout the Tampa Bay region.

Potential future development of EDM will include transportation related capabilities, depending upon the needs of the Council's economic development partners and the technical feasibility of adding those components.

With EDM, not only can firms interested in relocating to the Tampa Bay region find the most suitable land for their operations based on any number of factors, such as available and properly designated land, access to labor or industry clusters, but governments too can evaluate the potential costs and affected public facilities by new developments. Because change in the economy has ripple effects across the social geography of the Tampa Region, EDM can

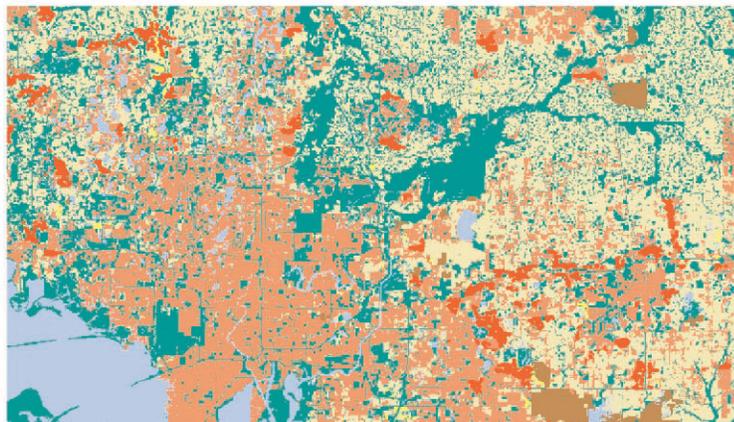
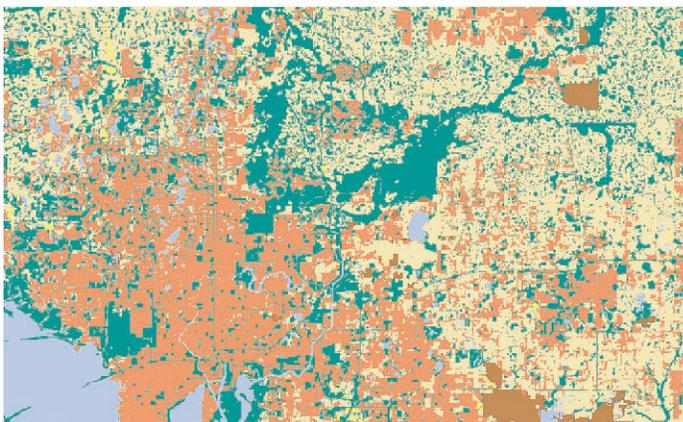
help decision makers track changes in demographic patterns, consumer behavior and ancillary impacts on housing and schools. Thanks to the multi-year forecasting capabilities of the Spatial Growth Model GIS and REMI Policy Insight®, policy impacts and events can be modeled out to a year 2050 horizon.

The potential applications of EDM span these types of analysis and have many other potential applications. Coupled with other Council GIS models, including a new Domestic Security

### Tool For Analysis

EDM will be a great tool for analyzing:

- \* Site selection studies
- \* Scenario testing
- \* Benefits/costs of particular parcels
- \* Suitability of land for development
- \* Industry clusters by geography
- \* Relative fiscal impacts
- \* Labor source accessibility
- \* Jobs-housing balance
- \* Project/event impacts



module, a vast range of policy decision impacts can be modeled and their consequences evaluated.

Economic development is not just about the jobs a firm creates when a new business moves to your community. There are many other consequences for your community than just additions to total payroll.

New employees that move with the firm to a community buy homes, and existing businesses may find the market for employees to be more competitive. Just as new employees and new businesses must adjust to a new environment, the fact that additional competition has entered the marketplace impacts other firms, inducing demand for services and goods that ripple through a region's economy—not only creating new jobs in other industries but fostering sales of a wide range of locally produced and sold goods.

Conversely, new businesses and their employees place demands on public facilities—roads, schools, parks and utilities with which local governments must contend.

Of course, these positive and negative impacts pertain to both large and short term trends and events as well.

Sharp drops in consumer spending, because of economic downturns, will impact the economy of the Tampa Bay region – impacting different sectors of the economy, affecting wages and total employment – which in turn will have localized impacts throughout the region, hurting retail jobs perhaps the most.

The loss of retail jobs may also lead to changes in economic migration patterns. With fewer retail services, professional workers may find the decline in local amenities frustrating and the more fleet footed of them may move to regions with a healthier economy. ❖

## PREPARED FOR DISASTER

From tabletop planning to full execution, the Council assists the emergency management community in simulating and responding to security threats.

Florida's seven Regional Domestic Security Task Forces this year sought assistance from Florida's Regional Planning Councils (RPCs) to assist them with exercise preparation and execution.

This was the first time that the RPCs were actively involved with law enforcement to such a large scale.

Having worked for years with fire and emergency medical departments, it became a challenge to ensure that the exercises incorporated all elements that would respond to any emergency which included weapons of mass destruction.

The TBRPC worked with Central Florida RPC in assisting the nine counties comprising the Region 4 Regional Domestic Security Task Force.

First, a series of tabletop exercises were conducted in each region to discuss response strategies, tactics, and procedures.

Full-scale exercises followed in which the emergency management community were able to respond to a variety of scenarios to test their capabilities. The exercises were sponsored by the US Department of Homeland Security (DHS).

To add greater realism to the exercises, the state emergency operations center also participated. One objective of the exercises was to see how multiple crises could be handled simultaneously.

Communications equipment always required evaluation due to the many different frequencies employed by different organizations.

Communications equipment purchased with funds from the Department of Homeland Security was able to promote greater interoperability of communications.

Another new equation in the process involved funding provided by DHS for the renting or purchase of exercise supplies and equipment to make the exercises as realistic as possible. Each of the seven regions received \$100,000, which was the most ever spent in Florida on a single series of exercises.

Region 4's exercise involved two widely separate sce-



Simulated emergency response.

narios.

One in Hernando County involved the emergency landing of an airplane at the Hernando County Airport which contained chemicals and an elaborate spray apparatus along with several passengers who were part of a terrorist plot.

Before coming to an emergency landing, the plane was leaking chemicals from the rear of the plane and the net results was about 70 people hospitalized regionally. As the passengers exited the plane, they were also suffering the effects of the chemicals on board. In an attempt to escape their surroundings, they resist when Air Rescue and Firefighting crews responded to the crash landing exercise.

The objective of this potential terrorist plot was Tampa's Raymond James Stadium which had a large-scale event with a sell-out capacity crowd in progress.

The second scenario was in Hardee County. This scenario involved a 4,000-gallon tank truck loaded with sulfuric acid parked at the Hardee County Payne Creek Generating Station (PCGS) in Bowling Green, Florida.

In this scenario, the tank truck was waiting on the loading pad adjacent to the diesel fuel tank-loading/metering facility before being permitted to proceed to the sulfuric acid

unloading area.

A large diesel fuel storage tank was located nearby. There was a simulated explosion near the diesel fuel manifold with cause unknown, and power plant employees experienced multiple injuries. The photo depicts the HAZMAT team evacuating an injured employee for treatment.

The exercises were highly successful as training events. They demonstrated areas of strength and weaknesses which serve as tools for managers to improve and refine plans to meet whatever threats may confront the community.

## Tampa Bay LEPC Has Banner Year

The Tampa Bay Local Emergency Planning Committee (LEPC) experienced a successful 2004 with hazardous materials training for first responders and community outreaches in three prime areas.

The annual round of 16 How-to-Comply Workshops were held throughout the region to assist facilities with a requirement to report on an annual basis, their chemical inventories under the Emergency Planning and Community Right-to-Know Act (EPCRA).

A second community outreach involved the LEPC's conduct of hazards analyses for 34 extremely hazardous substance facilities in Pinellas County.

Analyses portray location and inventories of the chemicals, means of mitigating releases, and maps showing vulnerability zones surrounding the facility which might be at risk in the event of a release.

A third and popular outreach continued with the briefings on the ammonia siren warning system.

The system which was recently upgraded and provides for more than twice the coverage for warning in the event of an

ammonia release from one of Tampa's three portside ammonia terminals.

Briefings were given to business and civic groups in communities of close proximity to the Port of Tampa and valuable information was shared for sheltering-in-place in the event of a release.

The LEPC also sponsored a workshop for revising the hazardous materials annex to the Coast Guards Area Contingency Plan (ACP). This plan provides guidance in a variety of spill scenarios which would affect the waters of Tampa Bay and the adjoining Gulf areas. Instructors from the National Oceanic and Atmospheric Administration (NOAA) assisted the Coast Guard in developing probable spill scenarios what would be addressed in the ACP.

In the area of training, District 8 LEPC continued to concentrate on hospital emergency room security and facilities management personnel as a priority for hazardous materials response preparation.

A number of courses were conducted throughout hospitals in the area under grant funds provided by the U.S. Department of Transportation's Hazardous Materials Emergency Preparedness (HMEP).

A highlight for 2004 was being recognized as a national runner-up for the Chemical Education Foundation's (CEF) LEPC Award.

The recognition was for the best display of a commitment to public safety, industry partnerships, and chemical safety awareness. The award was presented at the foundation's annual conference in Orlando on September 23, 2004. ❖



LEPC Chair, Fire Chief Ernie Hiers (right) receives recognition from the Chemical Education Foundation.

## UNFORGETTABLE STORM SEASON

The slew of hurricanes that followed each other almost in lock step taught the emergency management community valuable lessons in response and recovery.

The 2004 Atlantic Hurricane Season was one of the busiest, deadliest and most destructive in history. While late in starting, there have now been 12 named storms this season.

These devastating storms resulted in 21 federal disaster declarations covering 13 states and Puerto Rico.

Unfortunately, at least in the U.S., the State of Florida took the brunt of Mother Nature's fury with the unprecedented landfall of four hurricanes within six weeks.

Once Hurricane Jeanne touched ground in Florida on September 25, the state surpassed the record set in 1964, when three hurricanes struck in less than two months, according to Frank Lepore of the National Hurricane Center.

According to the National Hurricane Center, the only other state to endure four hurricanes in a single season was Texas in 1886.

Over the course of six weeks, hurricanes damaged more than one of every five Florida homes.

The insurance industry expects claims this season to surpass 2 million, easily surpassing the 700,000 claims filed 12 years ago after Hurricane Andrew, the nation's most destructive hurricane.

Florida Chief Financial Officer Tom Gallagher, who oversees insurance regulation, estimated insured losses from

this season's four storms to be \$18 billion, or \$3 billion more than Andrew. He said Jeanne added \$6 billion in insured losses to nearly \$12 billion estimated from hurricanes Charley, Frances and Ivan.

Even before the latest Hurricane Jeanne, the state's agricultural industry sustained an estimated \$2 billion in damage to the state's crops from Hurricanes Charley and Frances.

Even though many areas have recovered or were spared the impacts of these hurricanes, the images of roofs being ripped off houses, docks crumbling from crushing surf, palm trees toppling, and torrents of water rushing down side streets have scared off many travelers who might have otherwise taken advantage of Florida's affordable off-season rates.

The full impact of this hurricane season on Florida's tourism industry has not yet been fully assessed, but officials are bracing for a substantial hit. In fact, based on 2003 figures, the Travel Industry of America (TIA) estimates that even a one percent decline in

visitors this year would mean a 5.4-billion-dollar loss in revenue. In the Tampa Bay area, county emergency management agencies and response crews alternated between emergency response operations and providing mutual aid to our neighbors more seriously impacted.





The counties' Emergency Operations Centers (EOCs) were activated four times this season in response to Hurricanes Charley, Frances, Ivan and Jeanne. Hurricane Charley was projected to directly make landfall in Tampa Bay before it turned into Southwest Florida.

Charley's hurricane force winds impacted Manatee County, but it was Frances and Jeanne, both exiting storms which caused the most damaging winds and inland flooding in the region.

Laurie Feagans, Emergency Management Chief in Manatee County said there were many lessons learned in both the response and recovery phases.

"But three stand out," she indicated, "First, this season was a test as to how to effectively staff your EOC for recovery efforts while also providing mutual aid to more impacted counties.

"Second, it highlighted the need to standardize the County Special Needs Programs and work with the state to devel-

op a consistent risk/host shelter program.

"Third, the powerful storms dramatically demonstrated the need for a secure, hardened EOC and Alternate EOC as well as other critical facilities such as fire and police stations and our schools."

TBRPC is working with State officials and the county emergency management officials to get a comprehensive behavioral survey under way as soon as possible. "We have lots of questions to ask our citizens... Did they evacuate? Where did they go? Would they leave again? We need to do this quickly before memories of this entire season blur," stated Gary Vickers, Director of Emergency Management in Pinellas County.

"What we learn from this study will be invaluable for decision makers as well as for the update of the regional hurricane evacuation study we hope to start before next season," stated Larry Gispert, Hillsborough County Emergency Management Director.

Sources: [www.CBSNew.com](http://www.CBSNew.com); [www.noaa.gov](http://www.noaa.gov); [www.floridadisaster.org](http://www.floridadisaster.org). ❖



## REVISING A VITAL GUIDE

Education, emergency management, funding, growth management, land use coordination, and water/natural resource protection are being incorporated in the revision.

The Strategic Regional Policy Plan for the Tampa Bay Region (SRPP), adopted in 1995 pursuant to Chapter 186, FS, and Chapter 27E-5, FAC, serves as a long range guide for physical, economic, and social development of the region.

In this role, the SRPP serves as a plan for the region, not the Tampa Bay Regional Planning Council. To ensure that the SRPP remains a viable planning document requires that it be periodically evaluated and revised. The undertaking of this evaluation is a multi-faceted process covering a period of several years and requiring the input of various groups and resources.

The SRPP evaluation was completed in December 2001 with the publication of the Indicators Survey and Evaluation and Appraisal Report (EAR) and the facilitation of a Regional Visioning Assembly in January 2002.

The results of these efforts identified the following areas which needed to be addressed: Improving readability and usability by making the SRPP policies concise and more user-friendly and eliminating duplication throughout the document. The results also ensured that the document address the generalized themes of education, emergency management, funding, growth management, land use coordination, leadership, regional approaches, societal issues, and water/natural resource protection.

Subsequently, no formal action was taken to incorporate these revisions into the SRPP. This changed in 2004 with the updating of the Indicators Report and formal initiation of the revision process. Actively involved in the process has been the Regional Planners Advisory Committee, Agency on Bay Management, and other local, regional, and state agencies.

In keeping with the recommendations of the EAR, the revision process has been focused on achieving the aims of improving usability, readability and eliminating duplication.

This has been accomplished by the following actions:

- ❑ Moving the subject area goals to the beginning of each subject area and grouping the implementing policies by topic area(s) associated with goals.

- ❑ Collapsing the list of regionally significant resources and facilities into a single chapter grouped according to goal area and general topic area. The list of regionally significant resources and facilities was also expanded to reflect the wide spectrum of topics covered by the SRPP. To enhance usability, maps identifying the location of the various regionally significant resources and facilities were developed to the maximum extent possible.

- ❑ Merging the list of regional indicators into a single section. A similar approach was also utilized in the preparation of the list of agencies to be coordinated, abbreviations, and glossary. In addition, it is proposed that the regional indicators not be adopted as part of the revised SRPP in order to permit their updating as new information become available.

In addition to these steps, the 1995 optional goal areas of Education, Public Safety, Our People, and Health were eliminated and applicable concepts/strategies were incorporated into the five required goal areas.

These concepts/strategies were particularly useful in addressing the issues identified by the Regional Visioning Assembly. To enhance the discussion of growth management, the Economic Development section was expanded to include sustainable development. Also, the Natural Resources section was expanded to address firewise development.

Draft revisions to the SRPP will be distributed in December for local government and agency comments. Eight public meetings will be held around the region in January/February 2005 to obtain public comment. Adoption of the revisions is anticipated in spring 2005. ❖

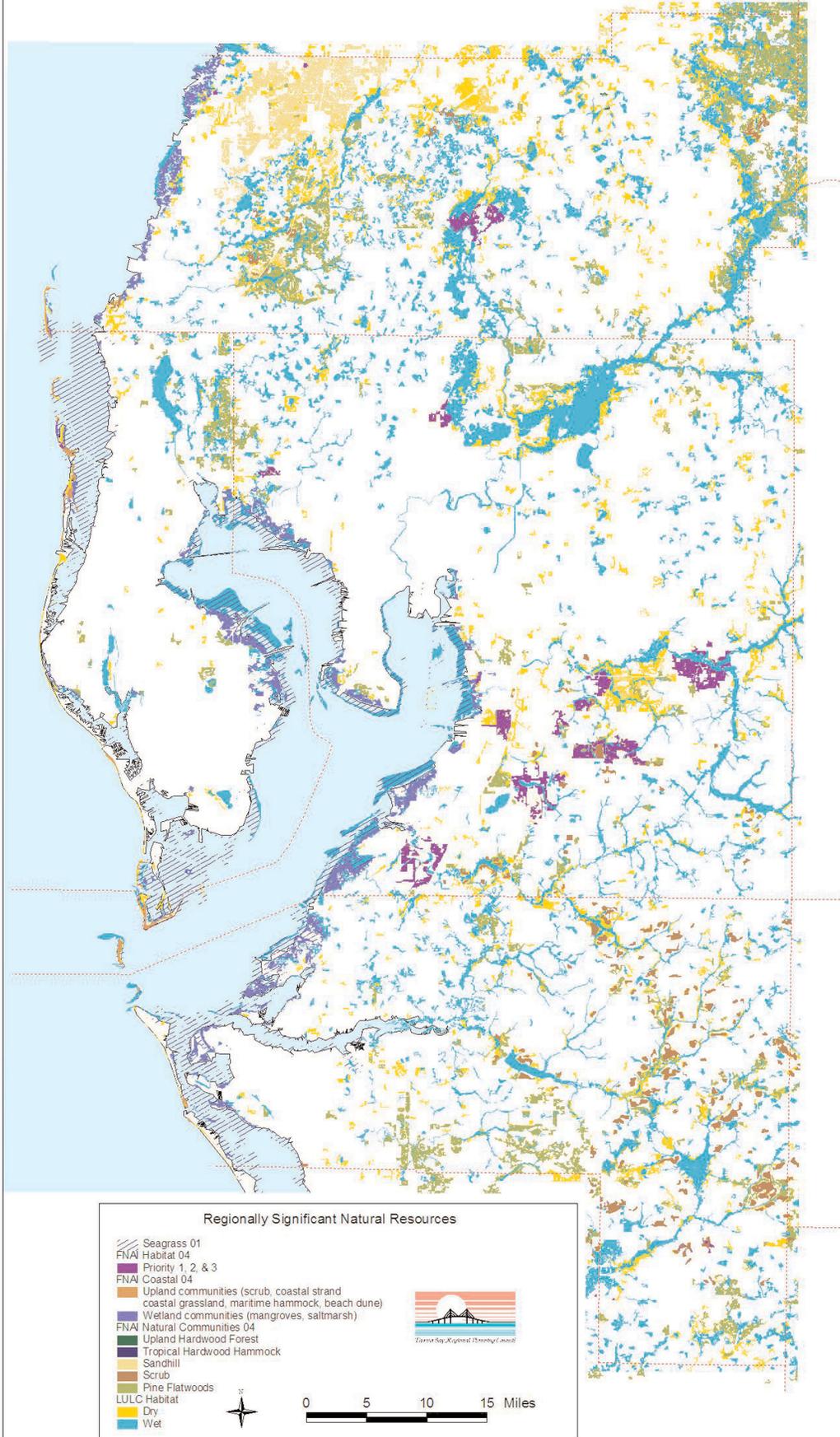
### Five Goal Areas of the SRPP

- ❑ Affordable Housing
- ❑ Economic Development
- ❑ Emergency Preparedness
- ❑ Natural Resources
- ❑ Regional Transportation

[Visit our website to view or request your SRPP on CD.](#)

# TAMPA BAY REGION

## Regionally Significant Natural Resources



## CHAMPIONING THE ENVIRONMENT

In its 20th year, the agency continues to fulfill its mission of recommending how to preserve and protect the Tampa Bay Estuary and other natural resources.

The year 2004 marks the 20th Anniversary of the Agency on Bay Management! This is the natural resources committee of the Regional Planning Council, providing recommendations to the Council regarding the Tampa Bay estuary and the region's other natural resources.

Because of its reputation as a science-based, objective and resource-focused organization and forum, the Agency's review and comment on issues affecting Tampa Bay are often also requested by other entities.

For the second year, Piney Point remained one of the top issues for the Agency. While progress continued toward closure of the phosphogypsum stacks and the removal of highly-acidic water, the Agency remained concerned about the discharge of treated process water into Bishop Harbor.

The Florida Department of Environmental Protection (FDEP) provided updates to the Agency on a monthly or bi-monthly basis, and support was often requested by FDEP for actions proposed to facilitate the closure.

A massive algal bloom, exacerbated by Piney Point's dis-

charge of excess nitrogen, prompted the Agency to request that FDEP find alternatives to discharging into the Aquatic Preserve. Through the use of reverse osmosis, double-lime treatment and evaporation, about 1.3 million gallons are removed from the site each day and the nitrogen loading rate is about four lbs./day, far below the 318 lbs./day average that was occurring before the algal bloom.

As of November 1st, three of the four large holding ponds have been lined and the fourth pond's liner is under construction. The ponds could serve as freshwater or reclaimed water reservoirs and be capable of holding about 860 million gallons.

Additional issues discussed, evaluated and addressed by the Agency during 2004 included:

- Tampa Bay Water's Master Water Plan;
- Blue Crab management strategies;
- Alafia Banks Dredged Material Disposal/Beneficial Uses;
- Updating the Tampa Bay Regional Planning Council's Natural Resources policies and the Map of Regionally-Significant Natural Resources;
- Recreational boat launch facilities on Tampa Bay;
- Hydrodynamic model being developed for the Tampa Harbor General Reevaluation Report;
- Mulberry Phosphate/Alafia River restoration proposals;
- Palm River restoration plans and funding;
- Asian green mussel in Tampa Bay;
- Use of dredge holes for beneficial use;
- Stabilization and expansion of the Alafia Bank refuge;
- Status of funding for US Army Corps of Engineers' projects in Tampa Bay;
- Results of the Downstream Augmentation workshops held jointly with the Tampa Bay Estuary Program;
- Egmont Key shoreline and historic structure stabilization, short- and long-term;
- Tampa and St. Petersburg Harbors General



Piney Point

Reevaluation Studies;

- ❑ Economic analysis of the Tampa Bay Physical Oceanographic Real Time System (PORTS);
- ❑ Cargill Crop Nutrition Spill;
- ❑ Seagrass Bars Restoration project; and
- ❑ Red Drum stock enhancement and monitoring in Tampa Bay.

Environmental activities involving TBRPC and its staff included:

- ❑ Hosted a meeting of US Army Corps of Engineers, Southwest Florida Water Management District and City of Oldsmar representatives to discuss concerns about Safety Harbor's water quality.

- ❑ Served as Secretary for the West Central Florida Air Quality Coordinating Committee.

- ❑ Hosted a workshop on the proposed Blue Crab Advisory Board recommendations.

- ❑ Presented information on Piney Point and Bishop Harbor to the Policy and Management Boards of the Tampa Bay Estuary Program.

- ❑ Managed the production of Bay Soundings, the Council's quarterly environmental journal, including review of storylines and content, distribution and expanding sponsorship.

- ❑ Reviewed draft legislation concerning the Development of Regional Impact review process.

- ❑ Participated as the environmental representative on the Tampa Bay Harbor Safety and Security Committee.

- ❑ Co-hosted workshops on Tampa Bay Water's Downstream Augmentation proposal.

- ❑ Staff coordinated meetings of the Stormwater Management Task Force, and managed funding for public education projects under contract to the FL Department of Transportation District Seven. This helps to fulfill the requirements of the Department and local government partners under National Pollutant Discharge Elimination system permit for stormwater flowing off roads and other non-point sources.

- ❑ As a member of the Hillsborough River Interlocal Planning Board's Technical Advisory Council - reviewed and made recommendations on issues affecting the river's health.

- ❑ Participated on the Myakka River Management Advisory Council.

- ❑ Appeared on Talk To Your Government, a government access show hosted by Commissioner Jan Platt, to discuss regional environmental issues.

- ❑ Reviewed proposed changes to the Tampa Bay Estuary Program's Comprehensive Conservation and Management Plan for Tampa Bay; implemented actions.

- ❑ Organized a workshop on Low Impact Development, co-sponsored by the FL Department of

Environmental Protection and the Tampa Bay Estuary Program, to discuss environmentally-sensitive design alternatives.

- ❑ Reviewed numerous projects for environmental impact and made recommendations consistent with the Council's Strategic Regional Policy Plan.

- ❑ Provided technical assistance to local governments and environmental information to numerous media representatives.

## Bay Soundings: The Second Great Year

During 2004 *Bay Soundings*, the Council's quarterly environmental journal, presented many environmental topics of significance to the Tampa Bay region. Some of the subjects were:



Sharks in

Tampa Bay; Florida-friendly landscaping; Aquaculture; Derelict crab traps; Controlling surface water flows: Low Impact Development; Clean Marinas program; Habitat restoration efforts; Piney Point and Bishop Harbor; Air quality and atmospheric deposition; The vulnerability of beach-nesting birds; Profiles of outstanding Bay stewards; Environmental education; Tampa Bay's National Wildlife Refuges; Proposed county environmental lands programs; and Tampa Bay oyster, sea turtle and manatee populations.

Thanks to funding partners such as the Pinellas County Environmental Foundation, the Tampa Bay Estuary Program, Port Manatee, and the Southwest Florida Water Management District, Bay Soundings was available to reach even more people than during its first year.

The inaugural edition's printing, in the summer of 2002, was 15,000 copies. The 23,000 copies of the Fall 2004 edition weren't enough to meet the demand! The website containing current and searchable past editions and available at <http://www.baysoundings.com>, also has a large audience.

The editors and management have been expanding distribution and improving visibility at many outlets. Look for the wire racks and tabletop displays with the Bay Soundings banners throughout the region.

At the same time, feedback on the public's acceptance has been very positive. One of the best measures of public acceptance is funding support. We are still able to offer *Bay Soundings* as a free publication, without advertising.

Thanks to our sponsoring partners, the journal is spreading the message to a very broad audience about how special and fragile the Tampa Bay region's ecosystem is. ❖

# FUNDING REGIONAL PROGRAMS

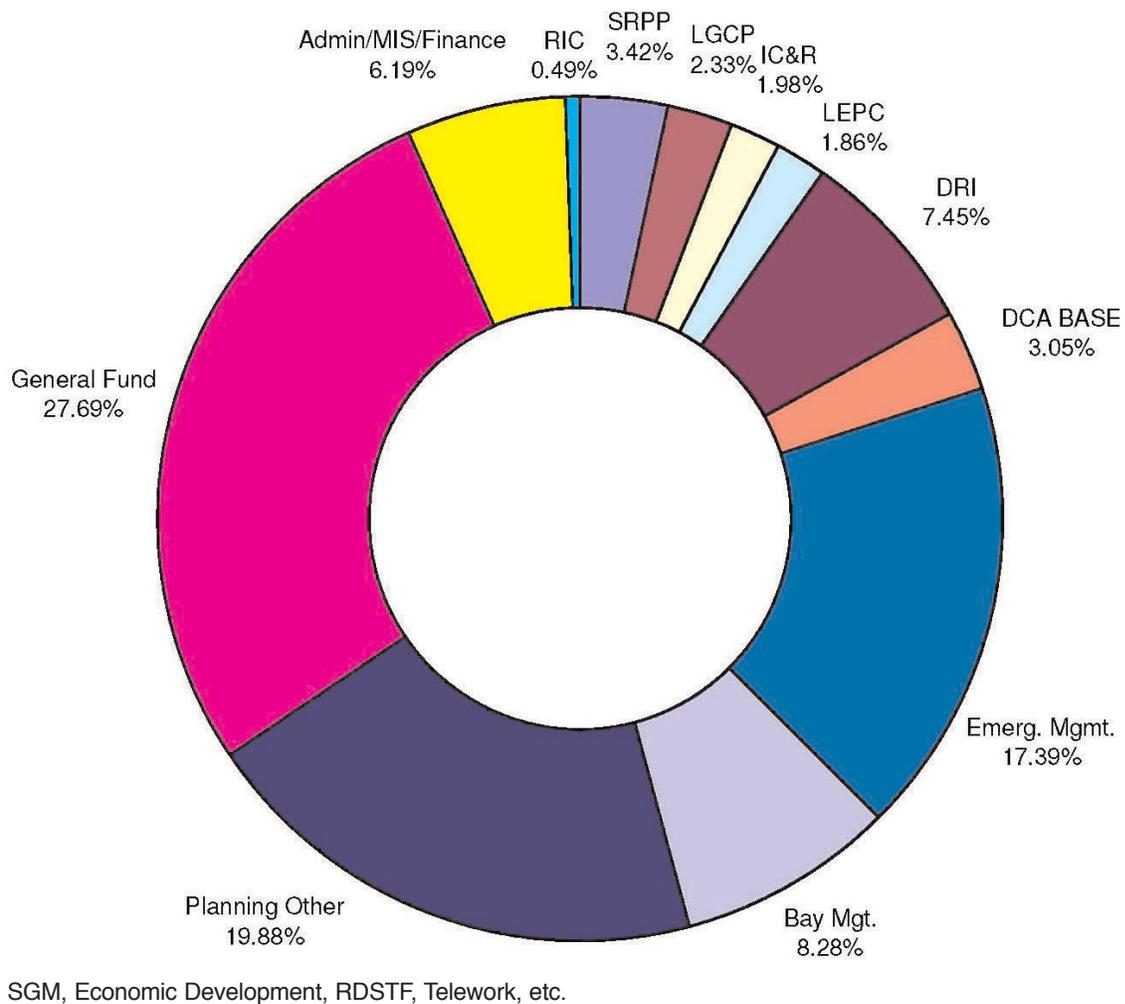
The Council's regional programs were financed with more than \$4,129,456. Moving into its new building was one of the highlights of the year.

The Tampa Bay Regional Planning Council's Budget Committee accounted for more than \$4,129,456 financing the regional programs featured in this annual report. Staff worked closely with the Executive/Budget Committee during the 2004 fiscal year. The administrative staff finalized the construction of the new building and coordinated the move to the new facility

in January 2004.

An Open House was held in April to recognize project participants and dedicate the new building.

Administration continues to emphasize staff development, encouraging each staff member to attend local workshops in areas of his or her expertise. ❖



## IMPACT OF STORMS

The number of proposed amendments was affected by the extraordinary hurricane season in the Tampa bay region.

The hurricane season of 2004 affected almost every aspect of life in Florida. Surprisingly, one of the areas affected was the number of comprehensive plan amendments reviewed by the Tampa Bay Regional Planning Council.

Prior to Hurricane Frances, the Council processed a total of 41 reports representing 132 amendments.

Since Labor Day, only seven regular and 13 small scale amendments were reviewed.

The impact of the hurricanes on the amendment process is best seen when compared to the preceding two years.

Between September and December 2003, 37 regular and small scale reports were issued representing 99 amendments.

For 2002, the numbers were 42 reports and 96 amendments. Through the November Council meeting a total of 46 reports were issued representing 141 amendments.

The reviews conducted during 2004 were interesting in ways other than the impact of hurricanes.

In 2004 we saw the submission of the first redevelop-

ment/brownfields land use amendment by the City of St. Petersburg.

There were also a surprisingly large number of DRI-related text and map amendments submitted by Pasco County for Bexley Ranch, Connerton, and Cypress Creek Town Center.

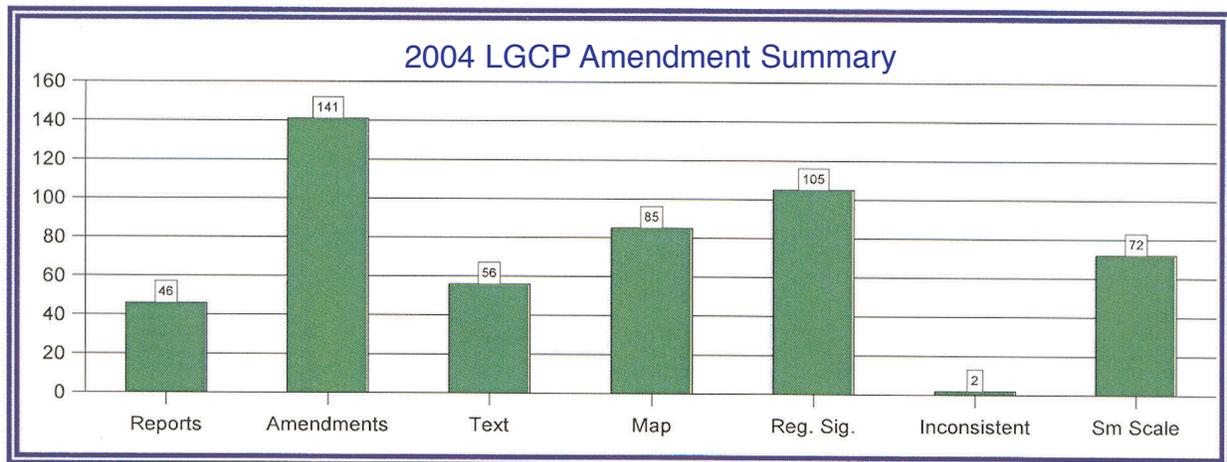
In the second half of 2004, the submission of the first Evaluation and Appraisal Reports (EAR) were submitted from Manatee and Pasco Counties.

The remainder of the Region's jurisdictions will be submitting their EARs between 2004 and 2007 use amendment by the City of St. Petersburg.

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## Regional Transit Roundtables

In June and again in August the Council hosted a regional transit roundtable discussion to encourage coordination and the sharing of ideas on transit-related issues between local transit agencies and local governments. Both roundtables hosted in 2004 were well-attended and stakeholders from throughout the region were represented.

Some of the issues that were discussed included: the definition of regional transit, the barriers to providing regional transit, and the possibilities of bus rapid transit within the region. The transit roundtable meetings have evolved into a valuable communication and brainstorming tool for the region's transit professionals.

Therefore the Council has plans to host additional roundtable discussions, as needed, throughout the upcoming year.

## Interlocal Service Delivery

Among the many problems facing Florida today is the recognition that there is a duplication of service delivery among Florida's counties and municipalities.

In response, the Florida Legislature amended Chapter 163, Part II, FS, to require counties with a population greater than 100,000 and their municipalities to submit a report to the

Department of Community Affairs.

These reports identify all existing or proposed interlocal service delivery agreements on a select list of services.

Section 163.3177(6)(h)7, FS, called for the Department of Community Affairs and the appropriate regional planning council to "coordinate a meeting of all local governments within the regional planing area to discuss the reports and potential strategies to remedy any identified deficiencies or duplications."

The Tampa Bay Regional Planning Council hosted this required workshop on June 24th.

Attended by 21 planners from throughout the region, the workshop consisted of an overview/ purpose presentation by DCA, review of each County's Interlocal Service-Delivery Agreement Reports; discussion/identification of deficits/duplication of service delivery and other extra- /intra-jurisdictional and regional issues; and the identification of potential remedy strategies and follow-up activities.

## Hosts for Florida Planning Association

Once again, the Council hosted a series of workshops sponsored by the Professional Development Committee of the Sun Coast Section, Florida Chapter, American Planning Association.

The first was held on Friday, June 11th and was titled "Developments of Regional Impact - Part I." Topics included the history of the Development of Regional Impact (DRI) process, the nuts and bolts of the required DRI analysis, emerging regulatory and practical issues associated with new urbanism and how to better craft and implement regulations and standards, an update on current DRI activity in the Tampa Bay Region, and the relationship between the DRI and comprehensive plan amendment processes.

The second DRI workshop was held on Friday, September 24th.

The topics included an update from DCA; DRI transportation planning and new transportation strategies; and an example of the implementation of sector planning.

A total of approximately 80 public and private planners and interested parties attended the workshops.

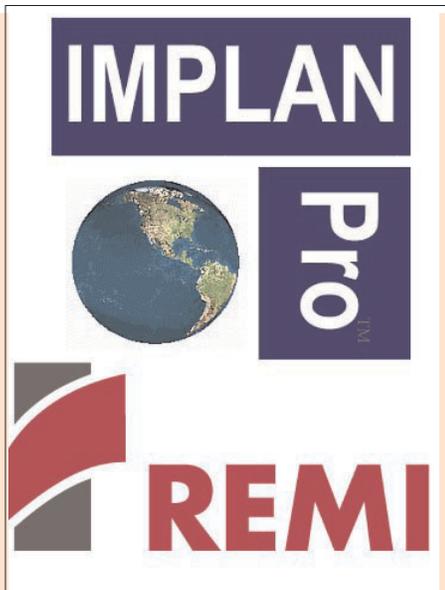
## Low Impact Development: A tool for Tampa Bay?

This was the question explored at the May 25th workshop hosted by the Council, Tampa Bay Estuary Program, and the FL Department of Environmental Protection.

Low impact development is a term applied to a variety of innovative land use design practices, and particularly stormwater management approaches. Nationally-recognized experts providing a strong foundation for the discussion included Larry S. Coffman of Prince George's County, Maryland, Dr. James Heaney of the University of Florida, and Robert Brownell from Bielenski Homes of Waukesha, Wisconsin.

State and local leaders such as Eric Livingston of FDEP, Jacob Stowers of Pinellas County, and Holly Greening of the Tampa Bay Estuary Program described the local needs and concerns regarding stormwater's impact on the environment and the real or perceived roadblocks to changing the local popular paradigm of land development.

The diverse group of participants developed a list of ideas for identifying and implementing LID practices, possible incentives for developers, and next steps for discussion. A summary of the workshop plus an abundance of reference material, was prepared for use by public and private sector interests.



## Economic Development Plan

Tampa Bay Regional Planning Council has offered its Economic Analysis Program to public and private sector clients throughout Florida and the Tampa Bay region since 1998.

The Council began its Economic Analysis Program to help communities predict how policy changes or economic events will affect the economy. Event impacts which can be analyzed by the Economic Analysis Program include business activities, new housing subdivisions, economic development incentives and intergovernmental revenue changes.

The Economic Analysis Program can provide critical information about the economy and population changes for governments, policy-makers, public interest groups and businesses.

Economic impact analysis involves the use of historical data, input-output tables and equilibrium models to assess the impact of a particular event or industry on the local and/or regional economy. Our tools include Implan® (a basic input/output model), REMI Policy Insight® (a highly sophisticated econometric model) and extensive staff training. Since January 2004 the Council's Economic Analysis Program has conduct-

ed 21 studies for public and private sector clients on subjects including transportation costs, industry impacts on the state and regional economy and other issues, such as redevelopment alternatives for Patricia Avenue in Dunedin, the impacts of the US Coast Guard station in Clearwater, airport studies and firm headquarters relocation impact analyses. The Economic Analysis Program can be viewed at <http://www.tbrpc.org/economic/eap.htm> and many recent studies can be downloaded from the program website.

For more information or to receive a program brochure, please contact Randy Deshazo at (727) 570-5151 x 31 or at [randy@tbrpc.org](mailto:randy@tbrpc.org).

## Economic Development District

On April 30, 2003, the Tampa Bay Regional Planning Council was designated as an Economic Development District (EDD).

Two primary benefits of belonging to an EDD for the region's counties will be an increase in the federal share of the cost of regional economic development projects under the Economic Development Administration's (EDA) economic adjustment program, as well as the elimination of the need for the Tampa Bay region's counties to maintain a Comprehensive Economic Development Strategy (CEDS) required for eligibility in most EDA programs.

A requirement for EDD designation is the maintenance of a Comprehensive Economic Development Strategy (CEDS) for the region. According to EDA requirements, the Tampa Bay EDD updates the region's Comprehensive Economic Development Strategy (CEDS) on an annual basis. Working with the EDD's economic development partners, TBRPC staff updated the CEDS in Spring 2004. At its April 12,



2004 meeting, the Tampa Bay Regional Planning Council approved the updated CEDS.

Each winter, staff will convene the EDD partners to revisit the CEDS and update the document again to ensure its relevance to the region's economy.

In fall 2004, the District received a \$37,000 matching grant from EDA to conduct a manufacturing supply chain study for the Tampa Bay region. The Tampa Bay Partnership is a valuable partner in this effort. The study will include all four council counties plus Hernando, Polk and Sarasota counties.

Through survey methods, the project will identify advantages and disadvantages that local manufacturers encounter when purchasing inputs produced by other local (regional) manufacturers and will also identify missing 'links' in local supply chains.

Results of the survey will complement the existing extensive 'rearview' understanding of regional purchases of inputs with a 'forward view' look at trends over the near term.

The project will provide key information for enhancing regional competitiveness and valuable market information to local economic developers and entrepreneurs. Completion is expected in Summer 2005.

## Developing pilot programs in the region

Telework Tampa Bay was established in February 2004 through a partnership with the Tampa Bay Regional Planning Council and Bay Area Commuter Services. Funding for the program comes from a Congestion Mitigation and Air Quality (CMAQ) allocation that is administered locally through the District 7 Office of the Florida Department of Transportation and the Pinellas and Hillsborough MPOs.

The goal of Telework Tampa Bay is to develop up to 39 pilot telework (also known as “telecommuting”) programs within area businesses, both public and private sector, during its 3-year campaign.

Participating employers will host 12-month pilot telework programs within their work sites. In turn, Telework Tampa Bay provides a comprehensive package of technical assistance services at no cost.

This program has made it possible to bring in a nationally-known telework consulting firm, UrbanTrans Consultants, whose services have been used by some of the country’s largest employers.

Why consider a pilot? Employers instituting telework programs have reported productivity increases up to 20% and absenteeism decreases by 2 to 4 days per teleworker per year. For productivity gains, this translates to \$1,850 per teleworker annually, and with absenteeism, the savings can be as much as \$2,086 per teleworker per year.

Additionally, telework is an excellent emergency management/disaster recovery tool. Telework can keep your business operational, even when disaster strikes.

With a telework program tested and in place, employees can easily transition into working at home until it is safe to return to the work site. Finally, telework is good for our community by actually decreasing congestion on highways during



## Frequently Asked Questions:

**What is teleworking?** *Teleworking, also known as telecommuting, replaces travel to, from and for work with telecommunications technologies. It refers to working at home or another location on a full or part time basis. Many employees telework only once or twice per week, on the other hand, some employees telework full time and only go to the office on an occasional basis.*

**What type of equipment is needed for teleworking?** *Teleworking can be done with as little technology as a phone, a piece of paper, and a pen or may involve computer hardware, software and other technologies. The amount and type of equipment for successful teleworking will depend on the nature of the job and the frequency of teleworking.*

**What type of jobs are appropriate for teleworking?** *Most "information-based" jobs are appropriate for teleworking. Teleworking is ideal for jobs that require reading, writing, research, working with data and talking on the phone. Many jobs that may not seem appropriate at first may be modified so that the employees can telework, at least on a part-time basis. One of the secrets to designing a good teleworking program lies in the ability to organize specific jobs so they can be done without constant interaction or need for feedback.*

peak traffic periods.

In the past eight months, Telework Tampa Bay has been very busy holding informational workshops, participating in public outreach events, meeting with prospective participants, implementing direct marketing plans, and advertising

the program and its workshops in local business periodicals.

In addition, Telework Tampa Bay has provided services to more than eight local businesses and will continue its efforts to increase participation over the coming year.



## Regional Information Center

On January 21, 2004 the Tampa Bay Regional Planning Council made its first move to a new location in over 20 years. This was a huge endeavor for the Regional Information Center (RIC) with over 1000 documents that needed to be packed and moved. The RIC maintains a wide variety of documents including; books, periodicals, reports, and census data. In this way we provide a convenient resource of information to the Tampa Bay Region.

The RIC maintains a copy of every publication produced by the Council, dating back to 1962. These documents range from subjects such as; tourism and economic development to solid waste management and hurricane evacuation studies. Each planning specialty maintains its own book case to easily find a document or other published material produced within that particular subject.

The RIC also maintains all DRI applications, including development orders and subsequent amendments, as well as local government comprehensive plans for the Tampa Bay Region. As a State Data Center (SDC) affiliate, the RIC receives census data products for Florida and the nation. Census data are made available to the general public. This data describes how the nation, state and local areas are changing demograph-

### 2004 Highlights

- ❑ Responded to over 200 requests for DRI-related material.
- ❑ Updated and distributed over 400 copies of the 2004 Regional Directory.
- ❑ Digitized and uploaded all of the DRI Development Orders to our web site. They are now available without charge.

ically, as well as the condition of housing, education, employment and income.

In the RIC we provide technical assistance regarding the Tampa Bay region to local jurisdictions, serve as a clearing-house for technical and administrative materials related to planning and development in the region and maintain the Council's webpage ([www.tbrpc.org](http://www.tbrpc.org)) as the regional resource for data and information. The Council web site focuses on the collection and dissemination of data needed by the business and development community, natural and physical resource managers, local governments, economic development practitioners, and grant writers.

## Council Hosts Treasure Island Meetings

On July 1st and July 22, 2004, civic leaders from Treasure Island were invited by Mayor Mary Maloof to participate in two facilitated meetings.

The purpose of the meetings was to provide an opportunity for the civic leaders to share their ideas of where the City should be going and how it should get there. To ensure that the sessions were conducted in a neutral setting, the Tampa Bay Regional Planning Council was invited to facilitate the sessions.



After the first meeting, the civic leaders had identified 101 issues. Among the 25 identified as being most important was to involve all citizens on how to redevelop their community, and to become active in tourism.

When all the issues were examined, it was found that they fell into the six (6) general theme areas of: Community character; community involvement; community/civic relations; business/ development trends; environment; and infrastructure.

Initially, the facilitated civic leaders meetings were seen as an opportunity for open dialogue and discussion among individuals with differing opinions of the issues facing the City of Treasure Island. In the end, much more was accomplished. Through the exchange of ideas, active listening, and open discussion, it was soon recognized that everyone shared a common desire – To ensure the long-term betterment of the City of Treasure Island.

## 7th Annual Brownfields Conference

The 7th Annual Florida Brownfields Conference, "Taming Brownfields from Rural to Urban Communities" took place in Sarasota, Florida in October 2004. Originally scheduled for August, the conference was rescheduled due to Hurricane Charlie.

It provided an opportunity for developers, and real estate professionals, lenders, regulators, attorneys, legislators, community stakeholders and environmental justice advocates to discuss the challenges associated with the restoration and reuse of urban and brownfield sites.



The conference covered such topics as Florida's Brownfields Redevelopment Act and Cleanup Criteria; federal, state and local economic incentives available for brownfield sites; targeting and recruiting developers and end users for redevelopment of brownfield sites; land use and planning issues; and public involvement necessary for successful redevelopment.

The Tampa Bay Regional Planning Council partnered with the Florida Brownfields Association and its Conference Planning Committee to implement this successful event. The four-day conference had over 250 attendees and 30 exhibitors from around the state of Florida.

The 8th Annual Florida Brownfields Conference will take place in October 2005, Jacksonville, Florida at the Adams Mark Hotel.

## Regional Cooperative Alliance

Council approved the establishment of a not-for-profit institute entitled Regional Cooperative Alliance, Inc. (RCA) to research, identify, develop and disseminate strategy to regional issues. RCA was incorporated as a Florida nonprofit corporation and received 501 (c) (3) status from the Internal Revenue Service.

The Council relies primarily on State funding and local dues to carry out the majority of its programs. Additional funding sources are provided from fees and contract services provided by the Council and grants. Contract service fees and grants have more annual variability than do the state and local funding sources.

In order to conduct the Council activities consistent with the Mission Statement and to implement the priority initiatives, additional funding is needed. Some of the activities related to Convener of the Region may be more appropriately funded by non-traditional revenue sources. RCA was created to

assist in attracting private sector funding to assist the Council's mission.

## Intergovernmental Coordination and Review

The IC&R process is a federally-mandated program designed to notify state and elected officials about federal projects, programs and documents within their jurisdiction or of statewide significance which may affect them.

State Executive Order 83-150 designated Florida's eleven Regional Planning Councils (RPC) as "regional clearinghouses," giving the RPCs responsibility for reviewing such projects and determining each project's significance.

The following types of proposals are routinely processed as part of the Regional Planning Council's IC&R Program:

- Environmental applications from the various environmental permitting agencies;
- Federal Consistency projects from the Florida State Clearinghouse; federal grant applications;
- Transportation Improvement Programs and Unified Planning Work Programs; and
- Ten-Year Site Plans for the power companies serving the Tampa Bay Region.

Of the 274 applications/proposals processed over the past year, 147 were determined to be regionally significant, 122 were environmental permit applications, 41 were submitted by the Florida State Clearinghouse and 121 were federal grant applications. Each proposal is independently analyzed to determine the extent of consistency with the Council's Strategic Regional Policy Plan and, where appropriate the project's respective Development Order. Projects are also assessed to determine multi-jurisdictional impacts.



## Developments of Regional Impact

A DRI is a development which, because of its character, magnitude, or location would have a substantial effect upon the health, safety, or welfare of citizens of more than one county.

The DRI process ensures that all large-scale development is adequately assessed and mitigated from all perspectives, including: transportation, environmental and affordable housing.

There are 19 projects receiving approval for Development Orders modifications within the Tampa Bay area thus far in 2004, four Final Reports were also issued by TBRPC to address new DRI proposals.

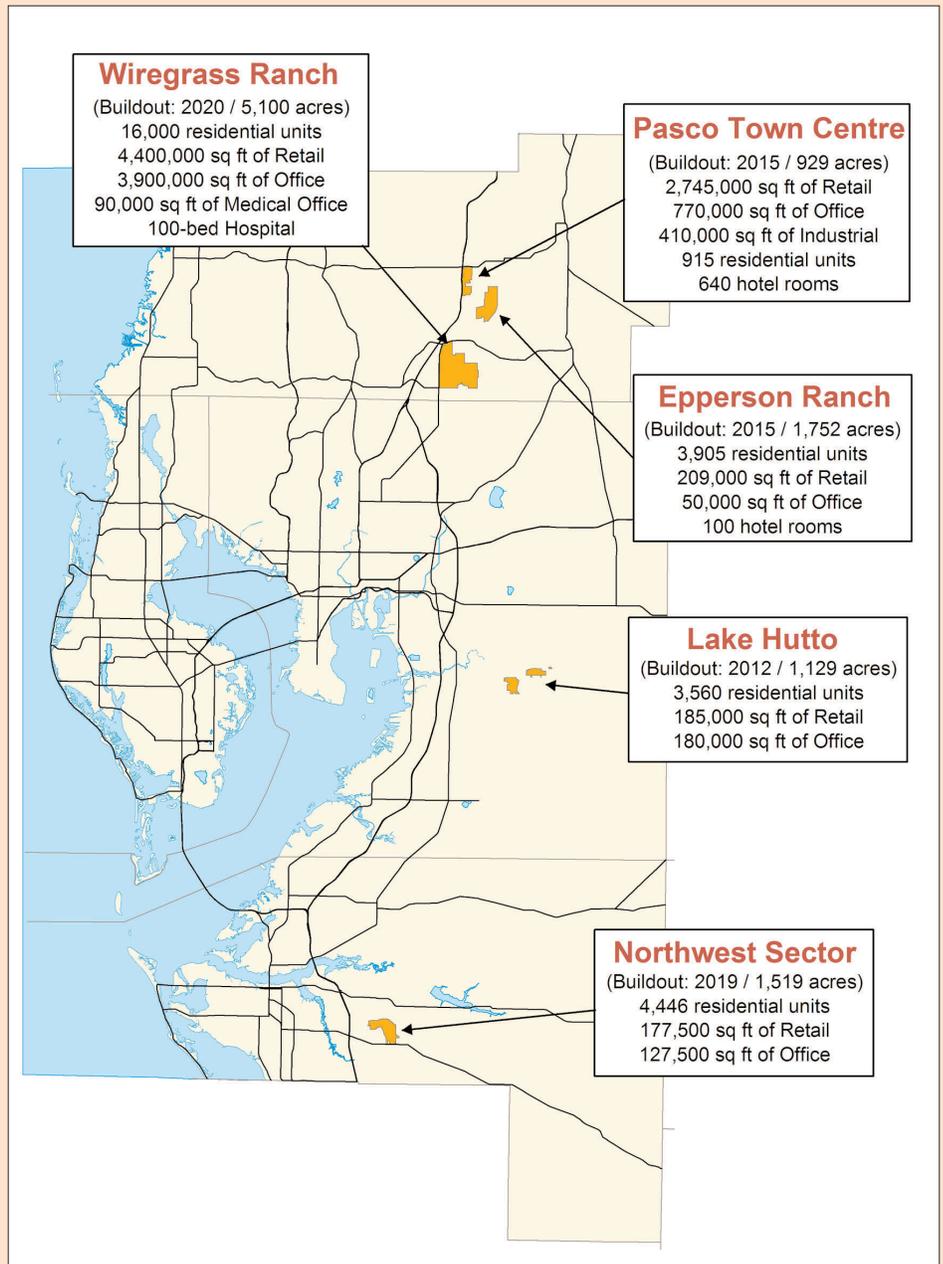
These Reports were for: Cypress Creek Town Center, Sunlake Centre and Oakley Plaza (all in Pasco County), as well as a Substantial Deviation to the Sarasota-Bradenton International Airport DRI located in the southern portion of the Tampa Bay Region.

Five significant new development proposals were introduced into the DRI process during 2004 and will undergo Council staff review during the present and upcoming years.

Three of the proposals are located in south to central Pasco County and essentially line the eastern side of the S.R. 581/I-75 corridor.

The Hillsborough County project, Lake Hutto, is located in southeastern Hillsborough County and is adjacent to the Fishhawk Ranch DRI and Hillsborough County land holdings attained under the Environmental Lands Acquisition and Protection Program.

The proposed Northwest Sector DRI, located in southern Manatee County, is part of Schroeder Manatee Ranch's vision to provide mixed-use development north of S.R.70.



## Local Mitigation Strategies

The Council provided technical assistance to Hillsborough, Manatee and Pinellas counties in the development of their Local Mitigation Strategies (LMSs).

The LMS identifies the jurisdiction's vulnerability to natural and man-made hazards and develops a strategy to minimize or eliminate the risk to citizens and property from those hazards.

"This season certainly reinforced the direction Florida needs to follow. Mitigation is key to the safety of our residents; the protection of our homes, businesses and infrastructure and the economic recovery of our community after a disaster," stated Susan Mueller, Hillsborough County LMS Committee member and Tampa Electric Company representative.

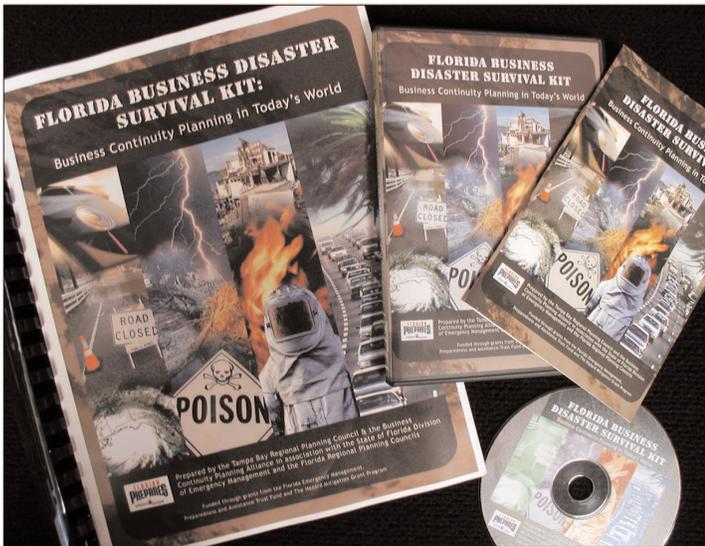
The LMS identifies mitigation goals and policies which are incorporated into short- and long-term planning initiatives.

Cost-effective programs and projects were listed and prioritized and an ongoing program was established to insure the plan is maintained, updated and viable.

"The LMS is a dynamic document. We learn from our experiences which help us to set the course toward safer communities;" stated Michele Baker, Director of Pasco County Office of Emergency Management.

For more information, go online to the following websites:

- [www.Tampabayprepares.org](http://www.Tampabayprepares.org)
- [www.HillsboroughLMS.org](http://www.HillsboroughLMS.org)
- [www.PinellasLMS.org](http://www.PinellasLMS.org)
- [www.ManateeLMS.org](http://www.ManateeLMS.org)



## Business Disaster Survival Kit

The Florida Business Disaster Survival Kit@ developed under federal and state grants last year became an invaluable tool for the Small Business Administration (SBA) as they provided emergency grants and loans and disaster planning guidance for businesses directly affected or on the fringe of impacted areas. "This season certainly got our attention and emphasized the need for businesses to plan ahead of time if they want to be more disaster resilient", stated Manny Pumariega, TBRPC Executive Director. The CD-ROM and companion website provides guidance to businesses to prepare for civil and technological emergencies in addition to natural hazards.

Jerry Bock who works for Raymond James and Assoc. is a member of our Business Disaster Planning Alliance as well as President of the Tampa Bay Chapter and a Corporate Director of the Association of Contingency Planners (ACP). At the monthly ACP President's Council conference call, the San Diego Chapter requested information on tools used to help small to medium size businesses develop their continuity plans in the aftermath of California's wildfires and floods.

After reporting on our project team's activities and referring them to our web site, he had requests from chapter presidents from all over the country including California, Utah, Washington and Texas. "I take the kit when I give presentations and they are always highly received," Jerry commended.

More than 70,000 copies of the Kit were distributed throughout the state in 2004.

Some copies remain available through the Florida Regional Councils, emergency management agencies, local governments and chambers of commerce. For more information, go to [www.fldisasterkit.com](http://www.fldisasterkit.com).

## Continuity of Operations Planning

The Continuity of Operations (COOP) Plans are basically a “business continuity plan” to ensure that “business” of government – especially the “critical services” essential for public safety – remain operational even if the government itself is a target of a natural, technological or civil disaster.

A COOP was developed for each of the departments responsible for critical services: emergency management, EMS, 9-1-1, fire rescue, law enforcement and public works.

In 2004 TBRPC assisted local

governments with the development of their Continuity of Operations Plans (COOPs) in Pasco County, Pinellas County and the cities of Plant City, St. Petersburg, Clearwater and Temple Terrace.

In 2005 selected cities and additional county departments will complete their COOP Plans including Port Richey, Zephyrhills, Dunedin, Tarpon Springs, Largo and Pinellas Park.

## Regional Directory – a goldmine of contacts

The Tampa Bay Regional Planning Council produces an annual

publication called the Regional Directory of the Tampa Bay Region.

The Directory contains phone numbers, addresses, website addresses, departments, and contact persons in local and state government.

The Directory also includes news media listings, chambers of commerce, election information, and environmental agencies.

The Directory will be available in mid-June and can be purchased for \$15.00 per copy through the Council’s Regional Information Center.

If you would like to be notified when the directories are available, please send your name and address, or your e-mail address, to [rebeca@tbrpc.org](mailto:rebeca@tbrpc.org).

# 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 environmental 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

**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 Kit; GIS mapping; and technical assistance to local governments.

Our Regional Information Center is open to the public from 9 a.m.- 4 p.m. weekdays. The 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**

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**Agency on Bay Management**

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**Community Visioning**

Gerald Smelt, Principal Planner, x28

**Developments of Regional Impact (DRI)**

John Meyer, Principal Planner, x29

**Economic Analysis Program**

Randy DeShazo, Senior Planner, x31

**Emergency Preparedness and Planning: Hurricane Guide, Small Business Disaster Kit**

Betti Johnson, Principal Planner, x39

**Regional Information Center**

Rebeca Searcey, Communications Planner, x41

**Telework Tampa Bay**

Jessica White, Senior Planner, x38

**Tampa Bay Local Emergency Planning Committee (LEPC)**

Bill Lofgren, Principal Planner, x33

**Public Information**

Wren McAllister, Manager of Administration/Public Information, x22



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**Credits**

The Tampa Bay Regional Planning Council extends gratitude to the following for contributions to the 2004 Annual Report edition of Visions:  
Jim Shadle, Photographer and Cover Artist

The 13th Annual  
Future of the Region Awards  
**Call For Entries**  
is now available!

We invite you to submit your entries  
to the Tampa Bay Regional Planning Council  
by Friday, January 7, 2005

Mark your calendars for this years event  
which will take place, Monday, March 14, 2005  
at the Marriot Westshore, Tampa

Please visit our web site to download the  
**Call For Entries** form at [www.tbrpc.org](http://www.tbrpc.org).

For further information contact Wren McAllister  
at 727-570-5151 x22 or [wren@tbrpc.org](mailto:wren@tbrpc.org).





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