

VISIONS



2006 FUTURE OF THE REGION EDITION

Observing 25 Years of Emergency Management

The Winners:

The McIntosh Award

The Goldner Award

A publication of the Tampa Bay Regional Planning Council

Convening the region for 44 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.

VISIONS

Future of the Region:

The McIntosh Award	6
The Goldner Award	8
Honoring Notable Achievement	10
Award Luncheon Pictorial	12
Future of the Region Award Nominees	26



Departments:

Regionally Speaking: Observing 25 Years of Emergency Management	4
Regional Roundup	14
Council Capsules	18
Council Members	23



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.

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REGIONALLY SPEAKING

Observing 25 Years of EMERGENCY MANAGEMENT



FIRST, LET'S TAKE A LOOK BACK TO 1981:

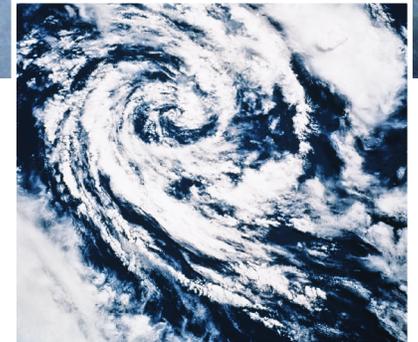
- **On January 20th, Ronald Reagan takes office as the country's 40th president.**
- **The song of the year was "Sailing", Christopher Cross, songwriter.**
- **MTV goes on the air running around the clock music videos, debuting with "Video Killed the Radio Star."**
- **Pacman-mania sweeps the country.**
- **Ordinary People won the Oscar.**
- **Oakland won the Super Bowl and the Dodgers took the pennant.**
- **The first woman, Sandra Day O'Connor, was appointed to the Supreme Court.**

And in June 1981, the Tampa Bay Regional Planning Council released the nation's first regional hurricane evacuation plan, Technical Data Report.

This 400-page study was a catalyst for a 25+ year program in the Tampa Bay region that has served as a model for other communities both in the State of Florida as well as other hurricane vulnerable areas in the country.

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 particularly vulnerable to hurricane-force winds. A large senior and special needs population requires special pre-planning to ensure critical needs are met. TBRPC conducted a Needs Assessment in 1979 which identified these key components of the pilot study.

The significance of this study should not be



Emergency management professionals AT ALL LEVELS OF GOVERNMENT LEARN FROM EACH OTHER WHEN DISASTER STRIKES.

underestimated. For the first time, local emergency managers were provided crucial information regarding storm surge vulnerability using NOAA's new SLOSH model. For the first time, emergency managers had quantitative data to show them who would need to evacuate, how much shelter space was necessary and how long it would take to get their residents out of harm's way.

A few years later, the county hurricane evacuation plans were tested with evacuation of Hurricane Elena. Elena, which threatened Tampa Bay on Labor Day weekend in 1985, only came within 80 miles of the region at the closest point of approach. Yet it resulted in more than \$120 million in damages, 4 deaths and 450+ injuries. Elena also initiated the largest peacetime evacuation (more than 500,000 people), largest shelter operation (325,000 shelterees) and largest medical facility evacuation in US history (approximately 2500 patients).

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 busses 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 insure that 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.

"As we reflect on 25 years in hurricane evacuation planning, we recognize where we were, how far we have come and, hopefully, the need to for all of us – including local officials – to be aware of the plans and to continue to work together to plan for the inevitable with knowledge, experience, compassion and innovation," said Manny Pumariega, Executive Director for the Tampa Bay Regional Planning Council.

THE MCINTOSH AWARD

By Fred Wright Jr.

This year's principal Future of the Region award winner is ***PINELLAS BY DESIGN: AN ECONOMIC DEVELOPMENT AND REDEVELOPMENT PLAN FOR THE PINELLAS COMMUNITY***



Living and working in the most densely populated county in Florida comes with responsibilities – not only to be good neighbors but to plan ahead. As Pinellas County approaches total buildout, with green spaces and vacant lots becoming extinct, the future economic health of the county requires more innovative thinking.

The result has been a 5-year study, *Pinellas by Design*, which this year won the Charles A. McIntosh Jr. Award of Distinction, presented at the 14th annual Future of the Region Awards by the Tampa Bay Regional Planning Council.

The plan was a collaborative effort between the Pinellas Planning Council and the Pinellas County Economic Development Department, explained David Healey, executive director of the Pinellas Planning Council. All 25 local Pinellas governments were involved as well as representatives of the business community and the general public, as many as 50 people altogether.

“At times, the planning folks and the economic development folks talk past each other and aren’t on the same page,” he said. “Here’s an instance where we were able to come together and blend economic development objectives and long term planning objectives in a single undertaking.”

“That by itself is somewhat unique,” he said.

The McIntosh award is presented 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. *Pinellas by Design* was selected from 30 entries.

There were three countywide public participation summits, an economic development workshop, three major reports, nine supportive technical memoranda and the creation of a web site (www.PinellasByDesign.org). “We all felt that it was critically important to involve a wide cross-section of the community in this planning process,” said Mike Meidel, Director of Pinellas County’s Economic Development Department. “Each of the three summits had about 400 participants, including elected officials and staff, business leaders, officers of homeowners’ associations, members of environmental groups and of the League of Women Voters.”

The three major areas of focus were economic investment and job creation, designed to attract and retain high-wage target industries; real estate factors, with emphasis on the need for sufficient and appropriate land to allow effective redevelopment; and regulatory tools and urban design that will provide the blueprint needed to shape the urban environment.

As Healey noted, getting two influential planning agencies to see a similar objective was a major outcome of the report. “Often times, the economic development folks are out there permitting (with) the mind set that any business is a good business and land restrictions are viewed as an obstacle,” he said. “On the other



Greenwood Apartments in Clearwater before and after redevelopment.

Living and working in the most densely populated COUNTY IN FLORIDA COMES WITH RESPONSIBILITIES - NOT ONLY TO BE GOOD NEIGHBORS BUT TO PLAN AHEAD.

hand, land use planning often doesn't appreciate or understand the private sector needs in this community in terms of creating new jobs. So trying to marry those two disciplines in an overreaching document that looks at long term redevelopment of the county became the report: *Pinellas by Design: An Economic Development and Redevelopment Plan for the Pinellas Community*, an 88-page document.

Another key challenge in generating the report was to meet the needs of both the whole and the parts – the entire Pinellas community as well as the 25 individual municipal communities. “That’s an ongoing issue,” Healey explained, “and challenge because the needs and expectations of Tarpon Springs, for example, are different from St. Petersburg and are different from Clearwater.”

The analysts compared the Pinellas community's economy to the 10 best and 10 weakest economies in the U.S. over a 10-year period. “Pinellas fared very well compared to the 10 best,” Healey noted. “What the study showed were implications of buildout which become apparent in 2011 or 2015. If we don't provide opportunity for business development and growth, our economies will stagnate and decline. This became a rallying point,” Healey said.

Manny Pumariega, executive director of the Tampa Bay Regional Planning Council, agrees. “I think if we follow the implementation strategies and goals in that plan, it will encourage additional private investment in Pinellas. It will position Pinellas to be more competitive

with other areas in the state and the nation.”

One vital finding, Pumariega noted, was that Pinellas will need additional high-wage jobs in the next 20 years in order to remain competitive and vital.

For Robert A. “Bob” Kersteen, chairman of the Tampa Bay Regional Planning Council, *Pinellas by Design* “is something whose time has come,” and since Pinellas is virtually built out, “the future is redevelopment.”

“We can make our lives better by putting density along major routes which will encourage more use of mass transit,” he added. The new look might include common walls, zero lot lines and less impact on infrastructure, Kersteen said.

Kersteen cited a recent study in Los Angeles where it was revealed that 80 percent of development occurred on 2 percent of the land. “That’s what we have to look at,” he said. “We have to use more compact development.”

And the *Pinellas by Design* study clearly encourages such concepts.

The plan also encourages creative use of space, even in the most densely populated county in Florida. “What we hope to encourage is a more mixed use kind of concept where as business locates and grows, we look at what the opportunities are for including housing in that mix,” explained Healey.

Meidel noted that “Redevelopment is inevitable. It is happening all around us every day. *Pinellas by Design* was formed with the goal of steering this redevelopment in order to maximize the benefits to our area economy and to the quality of life of every Pinellas resident.”

THE GOLDNER AWARD

By Fred Wright Jr.

The Herman W. Goldner Award winner:

DAVID J. FISCHER



Survival in numbers seems to be the new philosophy for the Tampa Bay region, according to David J. Fischer, the recipient of the 2006 Herman W. Goldner Award for Regional Leadership.

"It's a regional award," Fischer acknowledged, "and we've progressed now to where the various parts of this region can no longer survive by themselves. We've certainly proved that with water (and) now with air and transportation."

As president and CEO of the Community Foundation of Tampa Bay, Fischer continues to think and act regionally, both in the present as well as in future planning. It's a vision he said he first saw in the 1960s when Goldner was mayor of St. Petersburg.

"He could see the region from as far back as then," Fischer noted... "(Goldner) guided the city through the civil rights crisis and did a great job. To have this award is really an honor because I remember what he did for St. Petersburg."

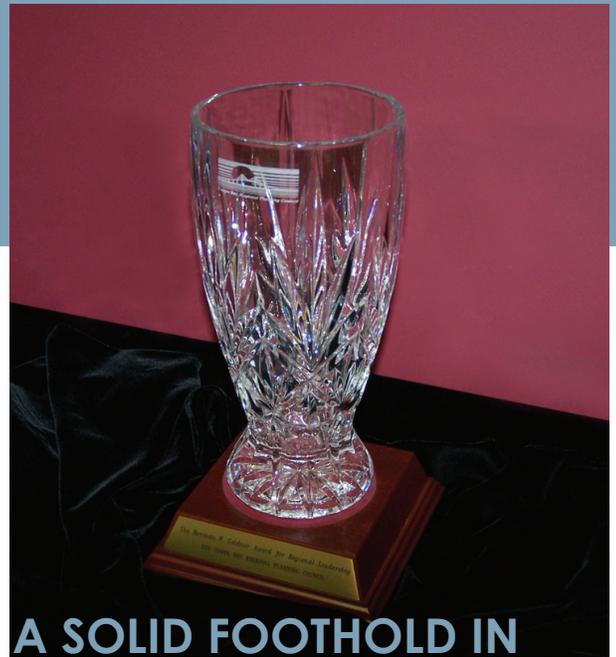
The Goldner award is given annually by the Tampa Bay Regional Planning Council to an individual who exemplifies the spirit of regional cooperation, dedication to his/her community and notable achievement in encouraging future vision. The award is named for Goldner because, in addition to becoming mayor of St. Petersburg in 1961, he is considered the founding father of the council.

Fischer definitely fits the award criteria, according to Beverley McLain, director of communications for the Community Foundation, who also nominated Fischer for the award. The foundation is a nonprofit organization that administers endowments for individuals, private foundations and other nonprofit agencies. Funds are donated to the Community Foundation which invests the funds, "and the assets often generate a better return because we invest on an institutional level," McLain explained. And donations are spread out to educational and cultural agencies throughout the Tampa Bay area and beyond.

"My experience of Fischer is someone who is visionary and much focused on the betterment of our region," McLain said... "It's his decades' worth of focus."

After spending three years in the U.S. Air Force, Fischer launched a 32-year career as a municipal bond dealer. His political career began while he was still in business. Fischer was a St. Petersburg City Councilman from District 5 from 1975 to 1979. From 1982 to 1983, he was president of the St. Petersburg Area Chamber of Commerce. Also in 1982, he became a member of the Board of Trustees for Eckerd College, a position he held until 2004.

Fischer retired as a municipal bond dealer in 1990 and ran for mayor of St. Petersburg; He held that office from 1991 to 2001. His mayoral duties overlapped with



The community at large,

THE REGIONAL VISION, HAS A SOLID FOOTHOLD IN LOCAL AND REGIONAL GOVERNMENT.

his leadership of the Tampa Bay Water Board from 1993 to 2001 (and he was chairman from 1998 to 2001). From 2001 to 2004, Fischer was chairman of the Florida Orchestra, joining the Community Foundation of Tampa Bay in 2004.

“The region grew,” he observed succinctly. “It’s the 21st century. Now we’re here. If we hadn’t created Tampa Bay Water, which we formed in the 1990s, this drought we’re feeling right now, we’d be desperate.”

Fischer said the regional vision embraces more than just environmental issues. “We see it in various activities – the Florida Orchestra, the Tampa Bay Partnership. As we become closer and closer together, it’s important that the Tampa Bay Regional Planning Council recognize both those people – my predecessors in this award and the people who will follow me.”

A regional vision sees in all directions, sometimes in ways not perceived as particularly visionary at the time. “I believe he has demonstrated regional leadership through his involvement with the Gandy Friendship Trail” which opened in the late ‘90s, noted Manny Pumariega, executive director of the Tampa Bay Regional Planning Council.

“He was instrumental in the redevelopment of St. Petersburg’s downtown which really has become one of the diamonds in our region,” Pumariega said.

Bob Kersteen, chairman of the Tampa Bay Regional Planning Council, agrees. “David was the catalyst that has brought about what is happening in downtown St. Petersburg today and has been happening for the last four to five years. It commenced with BayWalk,” he said.

“David had a lot to do with that and with the expiration of the previous ill-advised development plan, Bay Plaza,” Kersteen noted.

“As a former municipal bond dealer, he brought to the St. Petersburg City Council and city government that expertise he accrued over 32 years,” Kersteen recalled. “We were dealing with derivative bonds. He was instrumental in getting us out of most if not all of those. He set a trend which is benefiting this city to a great degree now.”

Fischer was instrumental also in helping the city become known as “Tree City U.S.A.,” Kersteen noted, developing a tree-planting project that lined many of St. Petersburg’s streets and thoroughfares with live, green trees, earning him the nickname as “The Tree Mayor.”

Kersteen noted that he and Fischer sat side by side on the St. Petersburg City Council from 1995 to 2001 during Fischer’s mayoral tenure. “He has the temperament to be a mediator,” Kersteen noted, “to siphon out of you what bothers you, put that up on a board so to speak and then analyze it to bring out the positives and the negatives.

“He is always low key,” Kersteen added. “He did not get excited and become part of the problem. He stepped aside and tried to look at both sides and worked out something that’s best for the community at large.”

Indeed, Fischer agrees that the “community at large,” the regional vision, has a solid foothold in local and regional government. In fact, he noted, a younger generation no longer remembers the territorial spats between the region’s major municipalities.

HONORING NOTABLE ACHIEVEMENT

The winners of the **14th Annual Future of the Region Awards** are making innovative changes that are enhancing the quality of life in the Tampa Bay region.

The 14th 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 Steinocher, Marketing Director of the Tampa Bay Partnership; and Ray Chiamonte, Assistant Executive Director for the Hillsborough County City-County Commission, reviewed each entry on the following criteria:

- Regional quality of life benefit
- Benefit to 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.



Congratulations to the following First Place winners!

COMMUNITY SERVICE

Prosperity Campaign of Hillsborough and Pinellas Counties

In the 2005 tax season, with the support of a coalition comprised of almost 100 public and private organizations, the Prosperity Campaign of Hillsborough and Pinellas Counties prepared over 15,000 free tax returns for low- and moderate income families at 74 sites in the two counties, bringing \$10.8 million in total refunds back into the community - including \$2.9 million in Earned Income Tax Credit and \$1.5 million in Child Tax Credit.



Youth Enhancement Skills (YES) Program- YMCA of Greater St. Petersburg

The Youth Enhancement Skills (YES) program, sponsored by the YMCA of Greater St. Petersburg, is an early intervention and prevention middle school program that proactively addresses in-school student misbehavior prior to referral to the juvenile justice system. The YMCA of Greater St. Petersburg has been working collaboratively with its partners since the inception of this program, which is now in its third year.



CULTURAL/SPORTS/RECREATION

Samuel W. Cooper Park-City of Plant City, Florida

Samuel W. Cooper Park is the result of the development of a storm water collection and retention area for a flood-prone portion of the city that both assists in the control and cleansing of storm water runoff (benefitting the east county water supply) and has become a recreational attraction for the entire region.



DEVELOPMENT

Ruskin Community Plan-Ruskin Working Committee and Hillsborough County Planning and Growth Management

Ruskin has prepared a Community-Based Plan that provides guidance for growth while preserving its small-town character and unique history. The plan provides for revitalizing downtown along Ruskin Inlet with a mixed-use format. Four distinct neighborhoods are identified to provide a variety of housing styles and diversity.



ENVIRONMENT

Lake Seminole Park Pond Restoration-Pinellas County Parks and Recreation Department

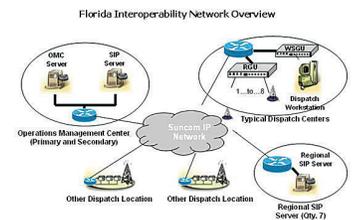
What began in early 2005 as an algae laden, weedy, unattractive, nearly sterile pond has become a haven for wildlife, birding and public enjoyment. The restoration and conservation of the pond at Lake Seminole Park is an example of how the collaboration of state and local agencies, volunteers and environmental groups can make a vast improvement in the quality of life for the citizens and visitors to Pinellas County.



INFRASTRUCTURE

Tampa Bay Regional Public Safety Communications Interoperability-Pinellas County

The Communications Interoperability Project includes all public safety agencies throughout the Tampa Bay Region. Using various technologies and grant programs the Tampa Bay Region has been able to connect together public safety communications systems allowing all agencies to directly communicate with one another and significantly increasing communications interoperability.



PUBLIC EDUCATION

Mosaic Coastal Education Center at Fiddler's Cove-Mosaic

The Mosaic Coastal Education Center at Fiddler's Cove is a unique environmental education center and boardwalk overlooking Hillsborough Bay and The Richard T. Paul Sanctuary at the mouth of the Alafia River in south Hillsborough County. Fiddler's Cove was created specifically for fourth grade students to learn about the balance of nature, industry and the communities surrounding Tampa Bay. The project has been carefully planned for the past three years by a team of Mosaic employees, Hillsborough County School administrators and educators, Audubon representatives and local citizens. The grand opening of the facility was held December 1, 2005.



AWARD LUNCHEON



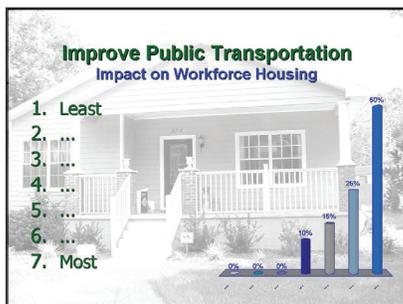


REGIONAL ROUNDUP

EMPLOYER-ASSISTED HOUSING

As an implementation activity resulting from last October's Workforce Housing Think Tank, TBRPC conducted two Employer-Assisted Housing Workshops in early May. One was held in Westshore and co-sponsored

with the Westshore Alliance and one was held in Pinellas Park and co-sponsored by Pinellas County Economic Development Department. The sessions featured several speakers including Dan Hoffman from Philadelphia who is a recognized leader in employer-assisted consulting. Stan Fitterman, Sharon West, and Anthony Jones also presented information on State and local efforts and TBRPC executive director Manny Pumariega provided an update on workforce housing legislation. The event featured interactive polling to get feedback on strategies that may work in the Tampa Bay area. To view the results of the session visit www.tbrpc.org or contact Avera Wynne at avera@tbrpc.org.



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@tbrpc.org, or Avera Wynne, avera@tbrpc.org.

SEA LEVEL RISE

As part of an ongoing program evaluating global climate change, the U.S. Environmental Protection Agency (EPA) has initiated a nationwide project promoting planning for and awareness of sea level rise. The Tampa Bay Regional Planning Council (TBRPC), as a sub-grantee of the nationwide project, is conducting a study of sea level rise in the Tampa Bay Region.

This study seeks to create maps of the Tampa Bay Region that identify the coastal areas that are likely to be protected from erosion, inundation, and flooding from those areas where natural shoreline retreat is likely to take place. This study is designed to support the EPA's national effort encouraging long-term thinking required to deal with the issues associated with sea level rise. The ultimate goal of this project is to diminish losses to life and property from coastal hazards, such as erosion and inundation, and to ensure the long-term survival of coastal wetlands. This project will represent one of the first key steps in planning for sea level rise in the Tampa Bay Region.



REVIEWING THE DOWNSTREAM AUGMENTATION PROJECT

The Agency on Bay Management and the Tampa Bay Estuary Program jointly held three technical/scientific workshops on Tampa Bay Water's Downstream Augmentation project in 2004-2005 to provide early input on the project and its environmental aspects. The project was envisioned to replace, one for one, 9-11 million gallons per day (annual average) of surface water taken from (one or more) the Tampa Bypass Canal, the Hillsborough River, and the Alafia River with treated wastewater from the City of Tampa's Howard F. Curren plant. The Alafia River was dropped from consideration before the third workshop.

Forty-five issues of concern were identified at the first workshop. The issues included changes in water quality and habitat expected with the release of treated wastewater into freshwater bodies and the potential effect on the biota; cumulative loss of freshwater to the estuary; and the best use of the wastewater.

The second workshop provided the opportunity for Tampa Bay Water's consultants to describe how the issues raised at the first workshop would be addressed. Water quality models were to be employed, and reviews of the existing literature on endocrine disruptors and other chemical effects were to be conducted.

At the third workshop, held in December 2005, Tampa Bay Water representatives presented the results of assessments of the 15 priority environmental issues identified in the earlier workshops. Although substantial effort had been made to address the issues, it was the consensus opinion of the workshop attendees that not all were fully addressed.

Subsequently it was suggested by ABM and TBEP staff that two additional alternatives to the Downstream Augmentation Project be analyzed: additional withdrawals

during high flows without augmentation; and relocating augmentation points in the Palm River/Tampa Bypass Canal/McKay Bay system. These suggestions were made to avoid the potential impacts of increased nitrogen and organic loadings from the treated wastewater as well as that of PPCP (pharmaceutical and personal care products) on fish and invertebrates in the confined water bodies. By locating the augmentation points so as to hydrate wetlands along McKay Bay and the lower Palm River, freshwater flow would be restored to the system, providing habitat for young fish.

In May Tampa Bay Water announced that it will study the possibility of withdrawing more water from the Tampa Bypass Canal, Hillsborough River and/or Alafia River during higher flow times without augmentation. It also announced that it is withdrawing the proposal to seek a lower (by 20 to 50 percent) dissolved oxygen standard for the Hillsborough River and the Bypass Canal.

The Agency on Bay Management will continue to follow the permitting process for additional water withdrawals from the three water bodies, with or without the downstream augmentation component.



REGIONAL ROUNDUP

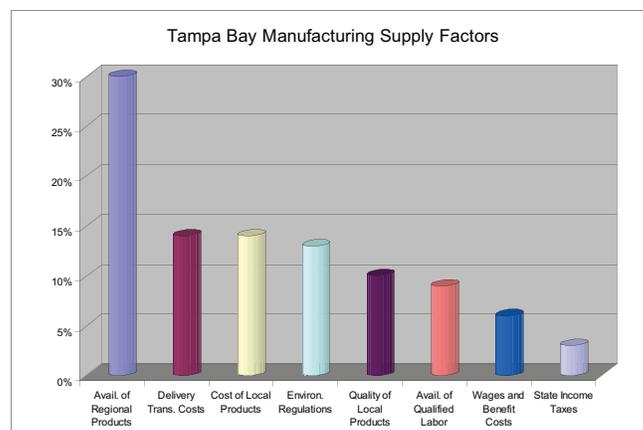
MANUFACTURING SUPPLY CHAIN STUDY

The Tampa Bay Regional Economic Development District received a matching grant from the Economic Development Administration to conduct a supply chain study on local manufacturers. The manufacturers included in the survey were from Pinellas, Hillsborough, Manatee, Sarasota, Pasco, Hernando, and Polk counties. The results were very informative.

The first two questions of the survey researched general trade patterns within the Tampa Bay Region concerning where firms sold goods and where firms purchased materials. A follow up question was asked in regards to where firms felt most of their competition was from, using the same set of possible answers. Thirty-two percent felt the pressure within their own county, an additional 14 percent of the competition was in the same region, 11% more was in Florida, while 23% was in the United States, and 20% in the World.

Additional questions allowed manufacturer's to discuss the most important factors for their sustainability. The graph below depicts the importance of each factor. The most important factors are:

- **Availability of Regional Products**
- **Delivery/Transportation Costs**
- **Cost of Local Products**
- **Environmental Regulations**
- **Quality of Local Products**
- **Availability of Qualified Labor**
- **Wages and Benefit Costs**
- **And, State Income Taxes**



The survey also included a series of open-ended questions. The results indicated that since most sales take place in either the region or the state, regional manufacturers find it more important to be closer to customers than providers of inputs.

Typically, manufacturers who locate closer to sources of production inputs are those who focus on processing raw materials, while manufacturers who locate closer to customers tend to be more service oriented, specialized and focused more on value-added activities. While these results are

Where Firms Sold Most

Florida - 33%
Regional - 20%
County - 19%
US - 14%
World - 4%

Where Firms Purchased Most

Florida - 13%
County - 25%
Regional - 26%
US - 26%
World - 9%

not surprising, given the region's emphasis on service oriented industries, manufacturing firms that support construction and high value-added manufacturing, the results provide some additional anecdotal support to existing empirical manufacturing employment data.

The two most important statistics from a regional perspective also indicate a large degree of regional self-supply (39% of sales of final products take place within the region and 51% of regional input purchases take place within the region). Regional self-supply is an important characteristic of a region's economic strength. If most secondary economic impacts take place within a county or a region, employment multipliers will be higher because other inputs purchased from other firms generate more demand for labor, creating new jobs and pushing regional wages up.

The down side of the results indicates that, aside from inherent advantages such as a warm year-round climate and easy access to one of the largest US populations, the Tampa Bay region's principal advantage is low wages. Given globalization trends, this 'advantage', as opposed to a highly skilled labor force, puts the region's economy at a disadvantage because with long-term falling transportation costs, other countries with even more 'advantageous' labor costs could out-compete the Tampa Bay area for firms that are labor intensive.

Indications of Self Supply

39% of sales take place within the region.

51% of input purchases are from the region.

Self supply fuels secondary economic impacts.

FIAM TRAINING

The Tampa Bay Regional Planning Council (TBRPC) commenced training with local governments using the Fiscal Impact Analysis Model (FIAM). The communities involved include county planning agencies, growth departments, and city governments. FIAM is utilized to analyze the existing jurisdiction policies and how this will forecast into the future. Costs and revenue impacts are estimated for the future based on a per capita approach. FIAM will look at current land use and project out the future land use by year. Additionally, FIAM calculates Levels of Service, Capital Costs, Inflation, Costs of Borrowing, Population, Visitors, and additional factors.

FIAM will be helpful in creating, maintaining, and making adjustments to the comprehensive plan required in each community. Policy decisions can be tweaked as well with a reliable estimate as to the affects the change will bring. This tool will help local and regional planners plan for the best scenario in each community. FIAM training will be completed in July; however, TBRPC is committed to providing ongoing continuing education as well as providing technical assistance to any community.

COUNCIL CAPSULES

RDSTF PLANNER



During 2006, Tampa Bay Regional Planning Council (TBRPC) will staff a Planner position for the Regional Domestic Security Task Force (RDSTF) Region 4. This position is being funded through the Florida Division of Emergency Management. The RDSTF Planner will work closely with the various agencies and personnel in the nine 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 RDSTF Region 4. A Type 3 IMT is made up of the command and general staff members in an Incident Command Structure organization. It is a standing team of trained personnel from different departments, organizations, agencies, and jurisdictions within the region. The team would be activated to support incident management at events throughout the Region and State that extend beyond one operational period.

Staff will also assist with the development and evaluation of the 2006 Region 4 RDSTF Tabletop exercise, as well as provide assistance on functional and full scale exercises in other RDSTF Regions.

RDSTF TABLETOP EXERCISE

The Tampa Bay Regional Domestic Security Task Force (Region 4) along with all other RDSTF regions

conducted a tabletop exercise. The Tampa Bay exercise, involved a multi-jurisdictional scenario across several counties. The exercise primarily tested the capabilities of participants to communicate and to share intelligence provided as part of the exercise plan. The exercise itself involved multiple terrorist events with weapons of mass destruction and participants were able to test concepts and procedures prior to using the same basic scenario for a functional exercise and then a full-scale exercise to be held in the spring of 2007.

LEPC BIENNIAL EXERCISE

The Tampa Bay Local Emergency Planning Committee (LEPC) partnered with the Pinellas County Sheriff's Office to conduct a mass-casualty exercise at the Pinellas County jail in Clearwater. The exercise was designed to test the capabilities of the medical unit at the jail to respond to victims overcome by hazardous materials. The scenario involved a simulated truck crash, carrying hazardous materials, near the jail exercise yard. There was contamination by hydrochloric acid vapors of both simulated prisoners, role-played by jail staff and corrections deputies in the exercise yard who were overcome by toxic fumes which permeated their clothing. The medical unit demonstrated their capability to quickly order shelter-in-place procedures and thus prevent the toxic cloud from causing further injury. They then assisted first responder hazmat personnel to decontaminate and triage all victims. Those deemed to have suffered more serious injury were transported to local hospitals,

with prisoners under guard. Those with lesser injuries were treated at the jail's infirmary. Approximately 30 LEPC and Pinellas County Sheriff's Office (PCSO) staff were involved in the 4-month long planning effort and approximately 100 participants and observers attended the exercise.



FACILITY DISASTER PLANNING

The Tampa Bay Local Emergency Planning Committee (LEPC) has 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 plan 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. While hurricanes pose the most immediate threat, other threats such as tornados, lightning strikes and fire are also responsible for the release of hazardous material into the environment. A sample plan or template is being developed and will form the instructional basis for half-day workshops to be scheduled

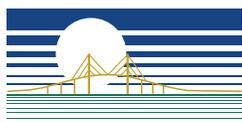
later in the year. Planning experts from government and industry/business will assist in conducting the workshops. The goal is to make the community safer by appropriate planning before a disaster event strikes the Tampa Bay area.

ECONOMIC ANALYSIS PROGRAM

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 event impacts 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 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.

RECENT AGENCY ON BAY MANAGEMENT ACTIVITIES



Tampa Bay Regional Planning Council
Agency on Bay Management

In February the Florida Department of Environmental Protection proposed to issue a 10-year maintenance dredging permit to the US Army Corps of Engineers for Tampa Harbor. Spoil disposal was authorized in six dredged holes around Tampa Bay. All had been analyzed by the Tampa Bay Dredge Hole Assessment Advisory Team and five had been recommended for no filling, due to the observed

water quality and species use. Despite the Agency's written objections, the permit was issued, though the top-ranked dredge hole was removed from the list of approved disposal sites.

In April the Department published its intent to issue a modified permit for Port Manatee to allow operation of the new berths in advance of completed seagrass mitigation. Due to the short time for formal action, the Agency's Executive Steering Committee met and received a presentation from the Port Authority's Executive Director, staff and consultants. Satisfied that the Port was making significant progress toward meeting the required seagrass reestablishment levels, the Committee recommended that the Regional Planning Council not take formal action on the permit modification.

LOCAL GOVERNMENT COMPREHENSIVE PLANS - PASCO COUNTY

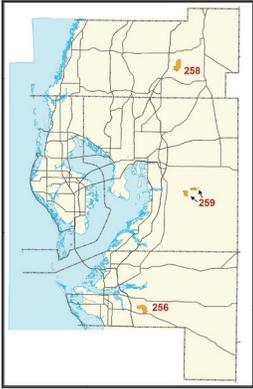
Pasco County recently submitted its proposed Evaluation and Appraisal Report EAR-based comprehensive plan amendments. Based upon the EAR recommendations, Pasco County proposed sixty (60) revisions to its Future Land Use Map totaling 6,659 acres.

Of the sixty (60) proposed revisions, thirty-two (32) were deemed to be Regionally Significant of which 28 were recommended to be found consistent with the SRPP and seven (7) were found to be inconsistent. The majority of the proposed amendments were supported by data and analysis that outlines the need for employment center (EC) and town center (TC) designations on the Pasco County Future Land Use Map. While it was unclear whether the proposed changes were screened against the SRPP's map of Regionally Significant Natural Resources, several of the amendments were found to be inconsistent with the map.

The majority of the proposed amendments were found to be supportive of and further the goals and policies of the SRPP's five subject areas. Generally, the prevailing theme of increased employment centers and town centers further several key planning concepts such as reduced vehicle miles traveled, compact development, mixed-use development, and in some cases preservation or conservation of natural

COUNCIL CAPSULES

NEW “DEVELOPMENTS” IN THE TAMPA BAY REGION



Three proposed pre-dominantly residential Developments of Regional Impacts have recently received the Tampa Bay Regional Planning Council's endorsement for Development Order approval subject to the terms and conditions specified within each of the project's respective Final Reports. The projects are:

- **DRI #256** – Northwest Sector, Manatee County. This 1,519+ acre proposal is located in southern Manatee County, generally along the north side of S.R. 70 between Lakewood Ranch Boulevard and Lorraine Road. The project is adjacent to Schroeder Manatee Ranch's other land holdings including the University Lakes DRI, Cypress Banks DRI and the proposed Lakewood Centre DRI. As indicated, the project would consist of: 4,446 residential units, 200,000 sq. ft. of retail and 105,000 sq. ft. of Office, as well as school sites upon project completion in 2019. It is recommended that the final 1,446 residential units (i.e. Phase 2) be subject to further analysis

prior to specific approval. The proposal is identified as “256” on the map.

- **DRI #258** – Epperson Ranch, Pasco County. Proposed on approximately 1,750 acres, Lennar Homes, Inc. anticipates development of 3,905 residential units, 209,000 sq. ft. of Retail and 55,000 sq. ft. of Office to occur on the project site by 2015. The site is east of I-75 and along the west side of Curley Road between S.R. 54 and S.R. 52 in east-central Pasco County. The project is situated immediately south of the approved Cannon Ranch DRI and in close proximity of the Pasco Town Centre DRI currently under review. Both project phases are recommended for specific approval. The project is depicted as “258” on the map.

- **DRI #259** – Lake Hutto Hillsborough County. Pulte Homes, Inc. has proposed development on three non-contiguous parcels, totaling 1,129 acres in eastern Hillsborough County. Upon buildout in 2012, the project would contain: 3,460 residential units, 185,000 sq. ft. of retail and 180,000 sq. ft. of office and a combination elementary school/middle school site. The proposed development is adjacent to the Fishhawk Ranch DRI and in the vicinity of Boyette Road, Fishhawk Boulevard and Lithia Pinecrest Road. The parcels are indicated on the map as “259.”

THE OFFICIAL HURRICANE GUIDE



This year, the Tampa Bay Regional Planning Council and the county emergency management agencies partnered with WFLA Channel 8 to produce and distribute over 1.3 million hurricane guides in English and Spanish in the 11-county market area. Channel 8 developed an extensive bi-lingual promotional campaign to run throughout the hurricane season and included the Tampa Tribune, TBO.com, radio partners, and coverage partners (neighborhood newspapers). Promotion kicked off with a Hurricane Expo, interviews with emergency management directors and a 1-hour hurricane special with an 18-hour opportunity for viewers to call-in their questions about hurricanes and preparedness actions on Saturday, May 20th. Radio and newspaper

partners will continue the program through PSAs and articles throughout the season. The distribution plan includes points of purchase (Publix, SunTrust, Walgreen's), public buildings, fire stations and the post offices. In addition, partners including the United Way, Area Agency on Aging, home health care agencies and Spanish radio and newspaper (Centro Grupo De Comunicacion) targeted seniors, special needs, transportation dependent and Hispanic populations. The 32-page official regional guide includes evacuation zone maps, shelter information and guidance for residents to make their family disaster plans. Steve Jerve, Chief Meteorologist for Storm Team 8 said, “While we're all hoping for a quiet hurricane season, it's still important to be ready for whatever may come our way.”

REGIONAL HURRICANE EVACUATION STUDY UPDATE



The TBRPC is currently updating the Regional Hurricane Evacuation Study to include a new hazards analysis based on detailed topography utilizing LIDAR data in Pasco, Pinellas and Manatee counties and 1-foot contour data in Hillsborough County. The first deliverable includes a new SLOSH Storm Tide Atlas which is the basis for the new evacuation levels in the region. Revised existing and projected population data will be completed this summer and the results of the behavioral surveys will be applied to get a picture of evacuation scenarios in the region. These scenarios will result in new clearance times and evacuation decision-making strategies.

Behavioral surveys conducted following the 2004 and 2005 hurricane season did not seem to indicate that bay area residents learned much from the previous unprecedented hurricane seasons. Forty percent of residents in the most vulnerable Evacuation Level A hurricane evacuation zone did not evacuate from Hurricane Charlie. Most said they felt their home was safe even in a Category 5 hurricane! "This is a recipe for disaster – the same thinking that resulted in the deaths of more than 1200 people in Hurricane Katrina" stated Dr. Jay Baker at the 2006 Governor's Hurricane Conference, "We have to do a better job of conveying the risk to our residents." The Governor and Legislature appropriated \$50 million to develop such a campaign. Pat Roberts, Executive Director of the Florida Association of Broadcasters said one of the ideas is to release some of the 9-1-1 calls from residents who decided to stay in evacuation areas in Mississippi during Hurricane Katrina. "It's extremely emotional, but maybe it can save lives." TBRPC will be meeting with emergency management directors and local officials to develop an aggressive program in Tampa Bay to warn residents of this potentially fatal decision.

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

1. Gain support from all levels of management.
2. Create a list of employees who could work from home or another remote location.
3. Locate alternative facilities where employees could work.
4. Determine equipment needs and resources.
5. Develop remote access to office files
6. Train employees and managers on teleworking procedures
7. 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.



COUNCIL CAPSULES

Meet the Officers

CHAIR



Robert A. "Bob" Kersteen, Chair, is a gubernatorial appointee who holds degrees in both business and law. He retired in 1999 from GTE after a 37 year career in various executive management positions. Mr. Kersteen has been a council member since 1995.

Mr. Kersteen, a former councilman for the City of St. Petersburg, has volunteered on the City's Environmental Development Commission for 14 years with 10 years as chairman or vice chairman. He has served as Chairman for the National League of Cities Telecommunications Committee and past Chair for two years with the Pinellas Planning Council. He is also a former member of Workforce of Pinellas and is currently a member of the Sierra Club. He was recently elected as a member of the executive committee for Friends of Weedon Island, Inc. and was past president of the Suncoast Chapter of Florida Planning and Zoning Commission.

Mr. Kersteen has served numerous years as president of Westgate Elementary and Tyrone Middle School's PTAs and SAC Committees. He further involved himself as President of the Azalea Youth Soccer League and the Azalea Youth Sports foundation. Mr. Kersteen has been a resident of St. Petersburg since 1963.

VICE CHAIR



Jill Collins, Vice Chair, is a gubernatorial appointee from Hillsborough County and is with Barclay Partners, LLC of Florida. Ms. Collins was first appointed to the TBRPC by Governor Jeb Bush in 2000. She was recently re-appointed in 2004.

Currently, Ms. Collins serves as president for the Florida Regional Councils Association Policy Board. She also serves on the Governor's Affordable Housing Study Commission, the Affordable Housing Task Force for Hillsborough County and the Secretary/Treasurer for the Real Estate Investment Council.

Ms. Collins attended Eckerd College in St. Petersburg, Florida and Southeastern College in Lakeland, Florida and holds a Florida Real Estate Salesperson License. Her numerous recognitions include the recipient of the National Association of Industrial and Office Properties (NAIOP) Tampa Chapter President's Award (1998), the International Development Research Council (IDRC) Florida Chapter Award for Outstanding Service (1998-99) and the Tampa Bay's Under 40 Award in 2000.

SECRETARY/TREASURER



Commissioner Scott Black, Secretary/Treasurer, has served as commissioner for the City of Dade's City since 1990 and has represented his city on the Tampa Bay Regional Planning Council since 1999. Commissioner Black also served as mayor from 2000-2004 and mayor pro-tem from 1992 to 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.

Commissioner Black is active in several organizations such as the Pasco County Historical Society, East Pasco Habitat for Humanity and the Pasco County Tourism Council. He is a member of the Dade City Rotary Club and can boast perfect attendance since 1987. Commissioner Black is an agent/partner with Most & Black Agency/Nationwide Insurance Companies.

Council Members

OFFICERS

Robert Kersteen
Chair
Gubernatorial Appointee
Pinellas County

Jill Collins
Vice Chair
Gubernatorial Appointee
Hillsborough County

Commissioner Scott Black
Secretary/Treasurer
City of Dade City

MEMBERS

Richard Albrecht
Gubernatorial Appointee
Pasco County

Councilwoman Mary Alvarez
City of Tampa

Commissioner Gigi Arntzen
City of Largo

Mayor Larry Bustle
City of Palmetto

Bob Clifford
Ex-Officio, FDOT

Councilor John Counts
City of Seminole

Vice Mayor Larry Crowley
City of South Pasadena

Commissioner Bill Dodson
City of Plant City

Mayor Ward Friszolowski
City of St. Pete Beach

Julian Garcia Jr.
Gubernatorial Appointee
Hillsborough County

Dr. Lois Gerber
Gubernatorial Appointee
Manatee County

Ms. Deborah Getzoff
Ex-Officio, FDEP

Housh Ghovae
Gubernatorial Appointee
Pinellas County

Reverend James T. Golden
Councilman
City of Bradenton

Michael Guju
Gubernatorial Appointee
Pinellas County

Council Member Ken Halloway
City of Temple Terrace

Kenneth Hoyt
Gubernatorial Appointee
Hillsborough County

Ms. Angeleah C. Kinsler
Gubernatorial Appointee
Hillsborough County

Commissioner Deborah Kynes
City of Dunedin

Mayor Mary Maloof
City of Treasure Island

Deputy Mayor Matthew McCaffery
City of New Port Richey

Commissioner James McCormick
City of Safety Harbor

Vice Mayor Janice Miller
City of Oldsmar

Michele R. Miller
Ex-Officio, Enterprise Florida

Council Member Carlen Petersen
City of Clearwater

Vice Mayor John E. Phillips
City of Gulfport

Todd Pressman
Ex-Officio, SWFWMD

Commissioner Robin Saenger
City of Tarpon Springs

Commissioner Mark Sharpe
Hillsborough County

Commissioner Steve Simon
Pasco County

Councilman Ed Taylor
City of Pinellas Park

Barbara Sheen Todd
Gubernatorial Appointee
Pinellas County

Commissioner Jane von Hahmann
Past Chair
Manatee County

Philip L. Waller
Gubernatorial Appointee
Hillsborough County

Commissioner Kenneth Welch
Pinellas County

Councilman Earnest Williams
City of St. Petersburg

Kathleen Wolf
Gubernatorial Appointee
Pasco County

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.

TBRPC Programs and Staff Contacts

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www.tbrpc.org

Agency on Bay Management

Suzanne Cooper, Principal Planner, x32

Local Government Comprehensive Plans

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

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

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

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Manny L. Pumariega, Executive Director

Avera Wynne, Planning Director

Roger S. Tucker, General Counsel

Wren Krahl, Manager of Administration/Public Information/Editor

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	30	Avera Wynne	Planning Director
	40	Roger Tucker	General Counsel
	22	Wren Krahl	Manager of Administration/Public Information
	19	John Jacobson	Accounting Manager
	32	Suzanne Cooper	Principal Planner, ABM (Environmental)
	17	Lori Denman	Administrative Assistant
	11	Marshall Flynn	Information Systems Manager, GIS
	26	Nancy Harrison	Accountant
	15	Frank Hughes	Accounting Assistant
	10	Bobbi Jaroy	Planning Secretary
	39	Betti Johnson	Principal Planner, Emergency Management (Hurricane)
	28	Richard Kephart	Senior Planner
	33	Bill Lofgren	Principal Planner, LEPC Sara III-Haz. Mat.
	29	John Meyer	Principal Planner, DRI Coordinator
	18	Greg Miller	Senior Planner
	31	Patrick O'Neil	Senior Planner
	38	Jessica White	Senior Planner
	41	Kim Williams	Communications/Graphics Coordinator
	14	Sue Young	Planning Secretary

Credits

The Tampa Bay Regional Planning Council extends gratitude to the following for their contributions to the 2006 Future of the Region Awards edition of Visions:
All organizations that entered this year's Future of the Region Awards Program.

FUTURE OF THE REGION AWARD NOMINEES

COMMUNITY SERVICE



Prosperity Campaign of Hillsborough and Pinellas Counties
Youth Enhancement Skills (YES) Program- YMCA of Greater St. Petersburg
Northeast Pasco County Special Area Plan-Pasco County Growth Management Dept.
Leadership Development Institute for Public School Administrators-Community Foundation of Tampa Bay
Cops and Kids Program- City of Tarpon Springs, Florida
Neighborhood Enhancement Program – City of Dunedin, Florida
Pinellas County Board of County Commissioners Automated External Defibrillator Program
Storm Ready Community- City of Oldsmar, Florida

CULTURAL/SPORTS/RECREATION



Samuel W. Cooper Park-City of Plant City, Florida
Dunedin Causeway Improvement Program/Master Plan-City of Dunedin, Florida

DEVELOPMENT



Ruskin Community Plan- Ruskin Working Committee and Hillsborough County Planning and Growth Management
The Garden District at FishHawk Ranch-Newland Communities
AutoNation Conversion: Police, General Services & Fleet Maintenance Facilities for the City of Plant City

ENVIRONMENT



Lake Seminole Pond Restoration-Pinellas County Parks and Recreation Department
Connerton Village I Wildlife Corridor-Connerton
Gateway Tract Habitat Restoration Project-SFWMD
Mobbly Bayou Wilderness Preserve-City of Oldsmar, Florida
Cotee River Park Project-City of New Port Richey, Florida
Preservation of an Estuarine Environment-James E. Grey Preserve-City of New Port Richey, Florida
We See Sea Oats-City of Treasure Island, Florida
2004 Treasure Island/Long Key Beach Nourishment-Pinellas County Department of Environmental Management

INFRASTRUCTURE



Tampa Bay Regional Public Safety Communications Interoperability-Pinellas County
Kapok Wetland and Floodplain Restoration Project-City of Clearwater, Florida and Parsons
Cedar Street Community Reconstruction Project-City of Tarpon Springs, Florida
Safford Avenue Pinellas Trail Reconstruction-City of Tarpon Springs, Florida

PUBLIC EDUCATION



Mosaic Coastal Education Center at Fiddler's Cove-Mosaic
The Easy Way to Cross the Bay-PSTA
7 Day Youth Platinum Pass-PSTA
Water Champ-SFWMD

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

