A cityscape of skyscrapers built from yellow and red Lego bricks on a map of the Tampa Bay region. The buildings vary in height and are arranged in a cluster. A red ribbon is draped across the base of the buildings. The background is a light blue sky.

# VISIONS

2007 FUTURE OF THE REGION EDITION

**Reality Check:  
Can Legos® tell  
your future?**

A publication of the Tampa Bay Regional Planning Council

**Convening the region for 45 years**

## **MISSION STATEMENT**

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

# VISIONS

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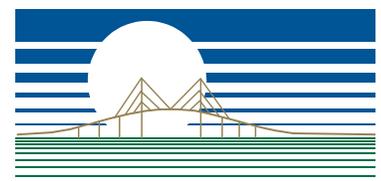
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*Tampa Bay Regional Planning Council*

# REGIONALLY SPEAKING

## Reality Check

### Picture our region with double the current population.

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

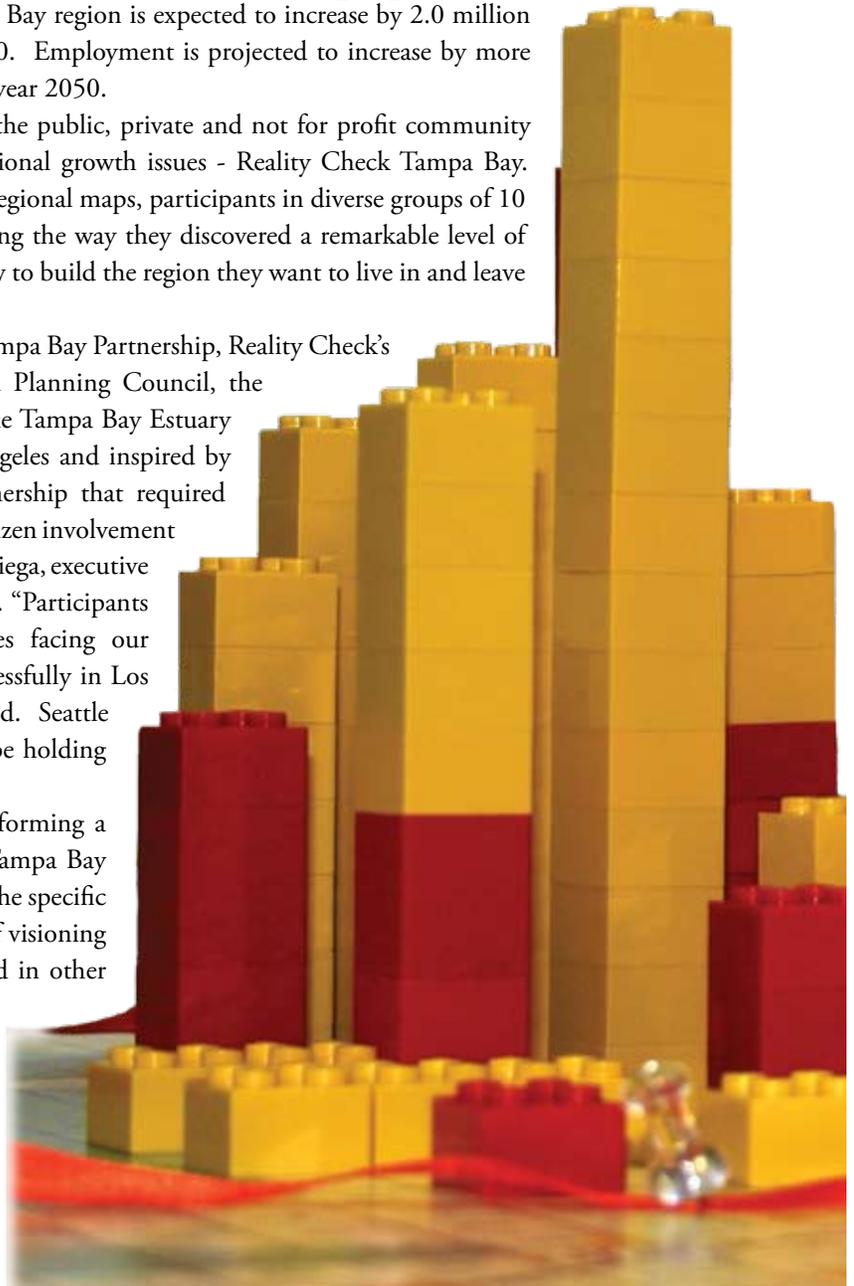
On May 18, 2007, over 300 invited leaders, from the public, private and not for profit community participated in an exercise to build consensus on regional growth issues - Reality Check Tampa Bay. Using engaging materials such as Legos, ribbons, and regional maps, participants in diverse groups of 10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

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

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

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

The tabletop exercises were designed to increase





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

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

Following the morning's Reality Check exercise a group of over 400 gathered for lunch to unveil the next phase of the project, One Bay: Fulfilling Life's Possibilities. One Bay will examine the 32 scenarios that were developed in the team exercises. These scenarios will be subjected to rigorous evaluations over the coming months to test their feasibility and to share the analysis with the community. "It's all

about implementation. This study will not be on a shelf, but a living document," stated One Bay Chair, Dan Mahurin. "The focus in the coming months will be to broaden the community conversation and touch as many people as we can." The next steps will be to lay a foundation for the development of a concrete list of ideas to assure quality growth over the next few decades.

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

Contributors to this article:  
Tampa Bay Partnership

**REALITY CHECK OBJECTIVES:**

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

# THE MCINTOSH AWARD

By Fred Wright Jr.

## McIntosh Award to *MAYOR'S MENTORS & MORE*



Commissioner Scott Black, 2007 TBRPC Chair, and Mr. Manny Pumariega, Executive Director, present Mayor Rick Baker with the McIntosh Award.

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

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

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

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

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

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

-Mayor Rick Baker

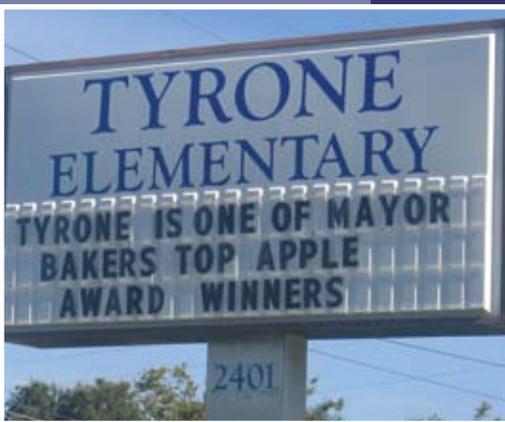
"He has remade the image of the city with his innovative programs. This Mentors & More program is one of the best."

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

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

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

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



Mayor Baker with students of Northshore Elementary.

mentors.

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

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

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

The Mentors & More Program has also raised funds from corporate donors – \$9.48-million for college scholarships for 625 low income sixth graders. Other funds raised – public moneys are involved – include state-of-the-art playgrounds

for seven schools, grants for principals and assistant principals who bring up a school’s grade and \$154,000 in grants over a four-year period from the Pinellas Education Foundation to provide mentor training for more than 800 members of the St. Petersburg community.

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

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

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

# THE GOLDNER AWARD

By Fred Wright Jr.

## *Community Advocate and Developer Wins Goldner Award*

# DON WHYTE



In Florida, developers aren't often seen as being community-minded. Too often, the economics of the construction override the needs and goals of the community.

Not so with Don Whyte, president of Newland Communities (Southeast), who was awarded the 2007 Herman W. Goldner

Award for Regional Leadership. The award was given at the annual Future of the Regions Awards ceremony by the Tampa Bay Regional Planning Council.

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

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

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

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

"He hasn't taken the typical steamroller type of approach," Black noted. "Wanting to partner with the local government

is a refreshing philosophy that he's brought to the table in the way he conducts his business."

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

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

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

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

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

The Goldner Award is given each year by the Tampa Bay Regional Planning Council to an individual who

exemplifies the spirit of regional cooperation, dedication to his or her community and notable achievement in

**See Goldner Page 21**

***"You don't typically think of a development company with the type of envisioning he has. It's refreshing to see the type of commitment he has to the community."***

-Commissioner Scott Black,  
2007 TBRPC Chair

# SPECIAL RECOGNITION

## *Executive Director Receives National Recognition*



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

The National Association of Regional Councils (NARC) presented the prestigious Walter Scheiber Leadership Award to Manny L. Pumariega, Executive Director of the Tampa Bay Regional Planning Council (TBRPC). The award, given annually by NARC, recognizes the significant impact an Executive Director of a regional planning organization has made at the local, state, and national levels. It is named after Walter Scheiber, former Executive Director of the Metropolitan Washington Council of Governments and a founder and first president of NARC. Since 1976, one executive director in the nation is chosen each year to receive the honor. Manny received the award at the National Association of Regional Councils 41st

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

-Commissioner Scott Black,  
2007 TBRPC Chair

Annual Conference held in Orlando. The recipient is nominated by a policy official or a fellow executive director and chosen by the NARC Executive Committee, the NARC Executive Director and the NARC Deputy Director. The Walter Scheiber Leadership Award is equivalent to NARC's Executive Director of the Year and was presented at the annual awards luncheon by keynote speaker, General Barry McCaffrey and the Honorable John P. Thompson, current President of NARC. Those in attendance at the luncheon included his wife, Doreen Pumariega; his three daughters, Lisa Pumariega; Dina Howell and her husband, Troy; Natalie Dean, her husband Trey, and their two children, Charlie and Julia.

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



Pumariega Family with General Barry McCaffrey.

# HONORING NOTABLE ACHIEVEMENT

The winners of the 15th Annual Future of the Region Awards are making innovative changes that are enhancing the quality of life in the Tampa Bay region.

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

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

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

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

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



## Congratulations to the following First Place winners!

### COMMUNITY SERVICE

#### **Community Center/A LEED Project City of Dunedin**

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



### CULTURAL/SPORTS/RECREATION

#### **Mahaffey Theater Renovations Downtown Enterprise Facilities, City of St. Petersburg**

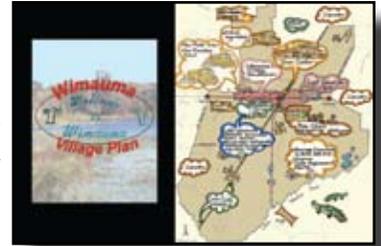
The Mahaffey Theater Renovation Project is a \$20 million project undertaken during 2005-2006 that included the addition of a colonnade and atrium to the exterior of the building availing panoramic views of the waterfront and downtown skyline.



## DEVELOPMENT

### **The Wimauma Village Plan Hillsborough County/CBP/PGM**

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



## ENVIRONMENT

### **Lancaster Tract Habitat Restoration Project Southwest Florida Water Management District**

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



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

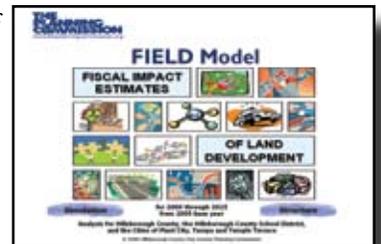
The Tampa Harbor Operation and Maintenance Project removed shoaled sand from the Tampa shipping channel. Rather than dumping the sand offshore, the beaches of Egmont Key and Ft. DeSoto Park were nourished in this “beneficial use of dredged material” project that benefited historical resources, shipping,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



## INFRASTRUCTURE

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

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



## PUBLIC EDUCATION

### **Have A Plan-Know Your Plan Hillsborough County**

Have a Plan – Know Your Plan was a comprehensive crisis communications plan for Hillsborough County that took into account community outreach, branding, better planning at the Emergency Operations Center during a disaster and targeting audiences. These techniques proved successful as information flow this hurricane season was targeted, timely, complete and accurate.



# AWARD LUNCHEON



## 15th Annual *Future of the Region Awards*





# OFFICIAL HURRICANE GUIDE

*Hurricane Season is here again...*



The Tampa Bay Regional Planning Council is proud to announce the 20th edition of the Official Hurricane Guide which is now available to citizens of the Tampa Bay area. In the Official Hurricane Guide citizens will find the following invaluable information: a large evacuation zone map complete with evacuation routes; a complete listing of county shelters and emergency management contact information; special needs shelters and transportation information; pet shelters; a family evacuation plan guide and tips on how to prepare for the impending storm as well as information to assist citizens with the recovery process following the storm. In order to provide the most accurate information possible to citizens of the region, the guides are county specific and will provide you with contact information for your individual county. The Official Hurricane Guide is also published in Spanish.

The Official Hurricane Guide is a long-term by-product of the 1981 Hurricane Evacuation Study. The Tampa Bay Regional Planning Council authored the nation's first regional hurricane evacuation plan - A 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 which is 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 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 ensure the study was viable and addressed crucial issues. It was their participation and their continued commitment that made the study and the ongoing program successful. Emergency

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

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

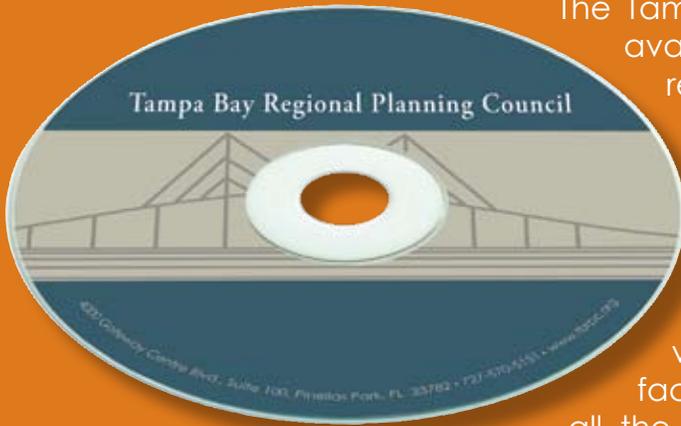
“As we reflect on 25 years in hurricane evacuation planning, we recognize where we were, how far we have come and, hopefully, the need to for all of us – including local officials – to be aware of the plans and to continue to work together to plan for the inevitable with knowledge, experience, compassion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

You can get the Official Hurricane Guide at the following locations: your local U.S. Post Office; your county Emergency Management Departments; the Red Cross and your local Chambers of Commerce. **To find more information on the Hurricane Evacuation Guide, visit [www.tbrpc.org](http://www.tbrpc.org).**

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

-Manny Pumariega

## Do you need a speaker or informative presentation for your next community or business organizations meeting?



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

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

## Tampa Bay is getting better...

# YOU CAN HELP!



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

Tarpon illustration by Russ Simons

# REGIONAL ROUNDUP

## TBRPC WORKS WITH TAMPA BAY WATER TO FIND & PROTECT DRINKING WATER SOURCES

*An additional 26 million gallons of water per day is needed by Tampa Bay Water to meet the projected demand in 2027.*

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

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

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

## COUNCIL ACQUIRES INTERACTIVE AUDIENCE RESPONSE TECHNOLOGY



Tampa Bay Regional Planning Council (TBRPC) has acquired an Interactive Audience Response system. The system consists of credit card sized keypads, receivers, and software. Participants answer questions displayed on a screen and receive answer

confirmation on their ResponseCard through two-way communication. Successful transmissions are acknowledged on the participant's keypad via a three second long visual green light signal. In addition to displaying the audience response instantly on-screen, the TurningPoint software can perform demographic slicing of all response in countless ways. Currently, the Council owns 200 keypads but can add additional keypads for larger events. To find out how the system can energize your meetings contact, Greg Miller, [greg@tbrpc.org](mailto:greg@tbrpc.org), or Avera Wynne, [avera@tbrpc.org](mailto:avera@tbrpc.org).



## BAY SOUNDINGS RECOGNIZED

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

In July Bay Soundings begins its fifth year of publication. In addition to the Tampa Bay Regional Planning Council sponsors include the Tampa Bay Estuary Program, the Southwest Florida Water Management District, and the Florida Department of Transportation District Seven.



# COUNCIL CAPSULES

## TELEWORK

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

You may find it difficult to think about or plan for the unexpected. However the lessons learned from nation-wide disasters can help your company prepare for, and recover from, a crisis that could otherwise put you out of business. A crisis is not a good time to try to collect information on teleworking and one cannot underestimate the importance of management's support in order for teleworking to work effectively.

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

### Seven Steps toward Disaster Preparedness

Gain support from all levels of management.

Create a list of employees who could work from home or another remote location.

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

For more information about implementing telework at your worksite, please contact Jessica White at 727-570-5151 ext. 38. or visit [www.TeleworkTampaBay.org](http://www.TeleworkTampaBay.org).



## LEPC CHAIRMAN HIERS RESIGNS



After 13 years as Chairman of the Tampa Bay LEPC, Fire Chief Ernie Hiers retired as Chief of the Temple Terrace Fire Department and moved to North Carolina, where he has since taken a new position

as Fire Chief of the Kannapolis, NC Fire Department. Chief Hiers received a special glass plaque from TBRPC Executive Director Pumariega for his services. Although the ready smile and outstanding leadership of Chief Hiers will be missed, the LEPC is fortunate to have as its new Chairman, Chief of Special Operations Scott Ehlers, Tampa Fire Department. Chief Ehlers will also occupy the District 8 primary position on the State's Training Task Force which meets quarterly in Tallahassee.

## HOMELAND SECURITY EXERCISE EVALUATION PROGRAM (HSEEP)

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

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

## SEAGRASSES - VITAL & VULNERABLE

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

In 1870 Tampa Bay had an estimated 76,500 acres of seagrass. By 1950 seagrass coverage was estimated at 38,000 acres (Tampa Bay's area is 256,000 acres). By 1982 seagrass coverage had declined to 21,600 acres due to reduced water clarity or turbidity, dredging and filling, and changes in tidal circulation. Improvements in wastewater treatment were mandated in the late 1970s and profoundly improved bay water quality. Environmental regulation effectively halted the direct destruction of shallow seagrass habitat. The Council's Agency on Bay Management (originated in 1985) immediately began work to reduce impacts to seagrasses caused by commercial net fishing to increase public awareness of the value of bottom habitat, and to re-establish seagrasses in suitable areas.

In the early 1990s the Tampa Bay Estuary Program set the goal of restoring seagrass coverage in Tampa Bay to the early-1950s level, primarily through water quality improvement. By promoting seagrass recovery we help ensure a healthy estuary -- important to all residents of the Tampa Bay region and beyond. The most recent (2006) estimation of bay seagrass coverage is 31,000 acres. This is remarkable because development continues in the Tampa Bay watershed, with more stormwater from urban and suburban areas being delivered to the bay than ever and more vehicles on the region's roadways contributing air pollutants that contribute to water pollution. Both public and private sectors have been responsible for the recovery.

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

While it is important that people have access to the bay - to appreciate and support its restoration -- irresponsible boaters create a problem. Seagrasses in Tampa Bay typically grow in waters shallower than six feet. Boats operating in shallow water can cut the grasses or dredge trails through them; it takes 3.6 - 6.4 years for the scars to heal. In some popular areas of the bay, such as near Ft. DeSoto County Park in southern Pinellas

County and Cockroach Bay Aquatic Preserve (CBAP) in west-central Hillsborough County, prop scars became so numerous that the seagrass meadows were completely decimated. Various management tools were tried to stop scarring and restore the seagrasses, from voluntary slow speed to boater-exclusion zones. Success was best where access management and enforcement were combined.

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

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

## AGENCY ON BAY MANAGEMENT

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

# COUNCIL CAPSULES

## ECONOMIC PROGRAM ANALYSIS

The Tampa Bay Regional Planning Council (TBRPC) utilizes economic analysis to help communities and organizations predict how policy changes or economic events (activities) affect the economy. Some of the typical 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 lost cost analysis. Our tools include: strong data sources in the Regional Informational Center, IMPLAN® (an input/output model), REMI Policy Insight® (a highly sophisticated econometric model), and extensive staff training.

## ECONOMIC DEVELOPMENT DISTRICT

The Tampa Bay Regional Planning Council (TBRPC) successfully applied to have the Tampa Bay MSA be designated as an Economic Development District (EDD) by the Economic Development Administration (EDA). TBRPC has received a matching fund to help with the costs from the EDA. One of the biggest elements of becoming an Economic Development District is producing a Comprehensive

Economic Development Strategy (CEDS). TBRPC last completed a CEDS in 2005; a new CEDS will be finalized in September of 2007. The CEDS is a project that is created in conjunction with local business leaders. These leaders create the committee to guide what the project should focus on to figure out how and where the EDA can help. TBRPC utilizes the in-house Economic Analysis Program to provide data information, statistical calculations, and future forecasts. The 2005 CEDS can be found on the TBRPC webpage for download.

## RDSTF PLANNER

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

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

Staff will also assist with the development and evaluation of the 2007 RDSTF Region 4/Region 5/Governor's Tabletop exercise

and the Mass Casualty Full Scale exercise. The RDSTF Planners will also help the Department of Emergency Management conduct monitoring visits of agencies and urban areas receiving Homeland Security grant money.

## FACILITY DISASTER PLANNING



The Tampa Bay LEPC in 2006 formed a team to devise a series of workshops to assist facilities in disaster

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

## LEPC TRAINING OPPORTUNITIES

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

## NEW DEVELOPMENT IS COMING TO PASCO COUNTY



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

**Pasco Town Centre** - The Shailendra Group, LLC is seeking full project approval for a 945-acre mixed-used community slated to consist of 1,750 residential units, 2 million sq. ft. of Retail (including an Outlet Mall), 1.7 million sq. ft. of Office, 1.7 million sq. ft. of Industrial and

640 hotel rooms when fully constructed in 2020. The project is located at the southeast corner of I-75/S.R. 52 in north central Pasco County. The Council's Final Report was approved on June 11, 2007 for this project denoted as "257" on the map.

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

## Goldner from Page 8

encouraging future vision. The award is named for the late Herman Goldner, former mayor of St. Petersburg, who was also considered the founding father of the council.

Whyte holds a number of positions with local and regional agencies:

- \* Presiding chairman of the Urban Land Institute's Tampa Bay Council.
- \* Member of the Florida Century Commission studying regionalism and strategies for sustainability throughout Florida.
- \* Member of the Tampa Bay Partnership, serving as one of 21 people selected for Vision 21.
- \* Member of the University of South Florida College of Education.
- \* Member of the Builders Association of Greater Tampa Bay (and past president).
- \* Member of multiple councils of the Greater Tampa Chamber of Commerce.
- \* Member of Membership Committee of the Tampa Committee of 100.

"Whyte has embraced good regional policies that would match the economic and development projects he's involved with," offered Manny Pumariega, Tampa Bay Regional Planning Council executive director.

"He really honed in on protection of the environment in the large developments. He tried to link that development to conservation of the environment. I think he's really trying to do the maximum to make the projects feasible," Pumariega added. "He's trying to build great places for folks to live."

# COUNCIL CAPSULES

## MEET THE OFFICERS

### COMMISSIONER SCOTT BLACK, CHAIR CITY OF DADE CITY, FLORIDA



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

### VICE MAYOR DEBORAH KYNES, VICE CHAIR CITY OF DUNEDIN, FLORIDA



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

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



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

# COUNCIL MEMBERS

## OFFICERS

Commissioner Scott Black  
Chair  
City of Dade City

Vice Mayor Deborah Kynes  
Vice Chair  
City of Dunedin

Reverend James T. Golden  
Councilman  
Secretary/Treasurer  
City of Bradenton

## MEMBERS

Commissioner Gigi Arntzen  
City of Largo

Mayor Larry Bustle  
City of Palmetto

Bob Clifford  
Ex-Officio, FDOT

Council Member Bob Consalvo  
City of New Port Richey

Vice Mayor Larry Crowley  
City of South Pasadena

Commissioner Bill Dodson  
City of Plant City

Commissioner Ronnie Duncan  
Pinellas County

Commissioner Rose Ferlita  
Hillsborough County

Council Member Alison Fernandez  
City of Temple Terrace

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

Mr. Robert "Bob" Kersteen  
Past Chair  
Gubernatorial Appointee  
Pinellas County

Commissioner Jack Mariano  
Pasco County

Councilor Bob Matthews  
City of Seminole

Commissioner James McCormick  
City of Safety Harbor

Vice Mayor Janice Miller  
City of Oldsmar

Michele R. Miller  
Ex-Officio, Enterprise Florida

Commissioner Robert Minning  
City of Treasure Island

Councilwoman Mary Mulhern  
City of Tampa

Council Member Carlen Petersen  
City of Clearwater

Todd Pressman  
Ex-Officio, SWFWMD

Commissioner Robin Saenger  
City of Tarpon Springs

Vice Mayor Ed Taylor  
City of Pinellas Park

Barbara Sheen Todd  
Gubernatorial Appointee  
Pinellas County

Commissioner Jane von Hahmann  
Manatee County

Philip L. Waller  
Gubernatorial Appointee  
Hillsborough County

Councilman Earnest Williams  
City of St. Petersburg

Commissioner Robert Worthington  
City of Gulfport

Seven Gubernatorial  
Appointments are pending for the  
following counties: Hillsborough,  
Pasco and Pinellas.

# 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**

(727) 570-5151  
[www.tbrpc.org](http://www.tbrpc.org)

#### **Agency on Bay Management**

Suzanne Cooper, Principal Planner, x32

#### **Local Government Comprehensive Plans**

Jessica White, Senior Planner, x38

Richard Kephart, Senior Planner, x28

#### **Developments of Regional Impact (DRI)**

John Meyer, Principal Planner, x29

#### **Economic Development & Economic Analysis**

Patrick O'Neil, Senior Planner, x31

#### **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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	30	Avera Wynne	Planning Director
	22	Wren Krahl	Manager of Administration/Public Information
	19	John Jacobson	Accounting Manager
	11	Marshall Flynn	Information Systems Manager, GIS
	32	Suzanne Cooper	Principal Planner, ABM (Environmental)
	17	Lori Denman	Administrative Assistant
	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
	42	Brady Smith	Senior Planner
	21	Mike Spina	Senior Planner
	43	Luis Suarez	Planning Intern
	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 2007 Future of the Region Awards edition of Visions: Organizations and entities that entered this year's Future of the Region Awards Program, sponsors of the 2007 Future of the Region Awards and the Tampa Bay Partnership: Reality Check.

# FUTURE OF THE REGION AWARD NOMINEES

## COMMUNITY SERVICE

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

## CULTURAL/SPORTS/RECREATION

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

## DEVELOPMENT

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

## ENVIRONMENT

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

## INFRASTRUCTURE

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

## PUBLIC EDUCATION

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

## *Acknowledgments*

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

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**16<sup>th</sup> Annual**

## *Future* of the *Region Awards*

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

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

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

For more information or to be placed on the mailing list, please contact Wren Krahl, Manager of Administration/Public Information, [wren@tbrpc.org](mailto:wren@tbrpc.org), 727-570-5151 ext. 22. Visit the website to view the Annual Future of the Region Commemorative Programs, [www.tbrpc.org](http://www.tbrpc.org).

