



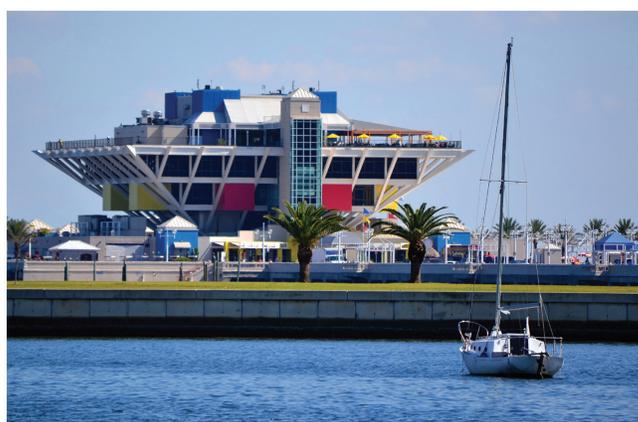
# VISIONS

2014 **ANNUAL REPORT** EDITION

A PUBLICATION OF THE TAMPA BAY REGIONAL PLANNING COUNCIL  
**CONVENING THE REGION FOR 52 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.



Images: The Historic Dade City Courthouse, Pasco County; The Historic Plant Hall, University of Tampa, Hillsborough County; Beautiful Palma Sola Botanical Park, Manatee County; and the iconic St. Petersburg Pier, Pinellas County.

# VISIONS

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VISIONS is published twice annually by the Tampa Bay Regional Planning Council, 4000 Gateway Centre Blvd., Suite 100, Pinellas Park, FL 33782. Telephone: (727)570-5151. Fax: (727)570-5118. Postmaster, please send change of address to Visions, 4000 Gateway Centre Blvd., Suite 100, Pinellas Park, FL 33782. The Visions logo is copyrighted. It is a registered trademark of the Tampa Bay Regional Planning Council. No portion of this magazine's contents may be reprinted or reproduced electronically in whole or part without the written permission of the publisher.

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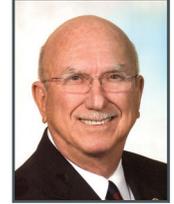
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Mr. Nick DeCeglie, Gubernatorial Appointee - Pinellas County  
Mr. Mike Moore, Gubernatorial Appointee - Pasco County  
Mr. John Neal, Gubernatorial Appointee - Manatee County  
Ms. Mary Yeargan, Ex-Officio - Florida D.E.P.

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## MESSAGE FROM THE CHAIR AND THE EXECUTIVE DIRECTOR



Mr. Andy Núñez  
Chair  
Gubernatorial Appointee

We are proud to say that 2014 marked the Tampa Bay Regional Planning Council's (TBRPC) 52nd year in regional planning. During the last five decades, the Council has strived to achieve best practice standards in all aspects of its programs and endeavors. It is also important to convey that the Tampa Bay Regional Council is comprised of leaders who understand the importance of coming together as a region and working beyond those jurisdictional boundaries. We are fortunate to have a dedicated Board with a wide spectrum of expertise and who serve their communities well.

The year 2014 served as a "kick off" for the Council's newly established Strategic Initiatives Plan which was the product of the Council's strategic planning initiative that was adopted in the fall of 2013. The Council undergoes this process every five years to reflect on our past endeavors and to engage in the "here and now" issues affecting the Tampa Bay region. Convening the region through collaborative efforts continues to be the main outcome of the Council's strategic planning process. This past year, the Council held collaborative meetings with seaports, airports, tourism boards and amateur sports boards within the region in an effort to maximize and capitalize on the aspects and strengths each brings to a healthy Tampa Bay economy.



Other noteworthy TBRPC projects and programs were completed such as the Statewide Energy Resiliency Study, the Statewide Energy Assurance Study, and the ground-breaking Tampa Bay Valuation Study. The Council also received grants to study solar energy, coastal resiliency and sea level rise, as well as, an EDA grant award to analyze advanced manufacturing. All of these projects and programs are covered in detail in this annual report and can be found on the Council website at [www.tbrpc.org](http://www.tbrpc.org).



Manny L. Pumariaga  
Executive Director

TBRPC also actively participated in the Florida Regional Council's Association (FRCA) Strategic Planning Session which will serve as a future guide for Florida's 11 regional planning councils. Regional councils and other regional organizations design strategies and create the partnerships for effective regional cooperation. As the Tampa Bay Regional Planning Council embarks upon its 53rd year we will continue to focus on the spirit of cooperation as we endeavor to serve our local governments and the citizens of the Tampa Bay region. Whatever we try to accomplish in the future, whatever problem we try to solve and whatever solutions we devise, we need to make a difference in the daily lives of our citizens.

However, we also recognize that we could not have accomplished this alone, by ourselves. In order to make this entire process work, and work really well, we know that we could only be successful if we had the support of our member governments

who share our vision, the support of our citizens and member agencies, the support of our private sector partners who provide such valuable input and tireless service to our mission, and the support of our State Agency Partners and the legislature of this wonderful state who embrace a common vision for the continuing and future greatness of the Tampa Bay region.

The Tampa Bay Regional Planning Council is grateful for your support over the past 5 decades and for your continued support into the future. Thinking regionally is a strategic investment in our future.



## STUDY SHOWS TAMPA BAY IS A ECONOMIC ENGINE

*“The study shows that the Bay’s watershed is a significant economic driver for industries within our region, both directly and indirectly,” said Andy Nunez, Chair of the Tampa Bay Regional Planning Council.*

The most recently completed study, undertaken jointly by the Tampa Bay Regional Planning Council and the Tampa Bay Estuary Program, shows that nearly one of every two jobs in the Tampa Bay watershed is influenced by the bay. Perhaps more importantly, almost 20% of those jobs – representing about 300,000 workers – are dependent upon a clean and healthy bay and contribute more than \$20 billion to the region’s economy.

While the studies gauge benefits differently, the results make it clear that protecting Tampa Bay’s natural resources is critical to the region’s economic success, said Manny Pumariega, TBRPC executive director. “Until now, the economic value of the bay has generally been unquantified, but these studies show that without a clean, healthy bay and well-functioning natural resources, our region’s economy would not be what it is today.”

A healthy Tampa Bay supports nearly one in every five jobs in the region. Mangrove forests lining the bay provide habitat for many commercially important species, help remove contaminants from water before it enters the bay and protect man-made structures from flooding.

The TBRPC study, released in August, looks at employment, real estate, food services and lodging in the Greater Tampa Bay region, encompassing all or parts of six counties from Hernando to Sarasota. Overall, more than two million people work in the 6-county bay area, with 68% of those working directly in the bay’s watershed.

## POWERFUL

The dollar valuations detailed in the TBRPC study are limited to TB watershed, specifically excluding Pinellas County beaches which drain to the Gulf of Mexico. That makes the numbers even more impressive: homes directly on the bay generate roughly four times the property tax revenue of inland homes. Even homes within a quarter-mile of the bay generate double the tax revenues of those farther away.

Similar differences are found in lodging, where a 3-star hotel situated on the bay costs an average of 45% more per night.

Along with the short-term economic benefits of tourism, the study tried to determine the impact on other industries that could operate from anywhere, including technology, management and professional firms. Surveys completed by industry, economic development and environmental professionals show a significant dependence on a healthy bay across a wide range of industries including:

- **4,981** jobs, or **37%** of the total **66,052** workers in real estate and leasing
- **34%** of accommodation and food service workers for a total of **33,875** jobs
- **31%** of the total **37,861** workers in the arts and entertainment
- **18,836**, or **25%** of the total **72,448** construction jobs in the region

And what might come as a surprise to some people but doesn’t shock economic development experts is the 27,152 jobs – or 24% of the total 113,132 –



Sundown Cortez. Schwartz, Rick (Photographer). March 31, 2014. Manatee County, FL. From <https://www.flickr.com> made available under Creative Commons Attribution-NonCommercial 2.0 Generic License (CC BY-NC 2.0).

in professional, scientific and technical fields that are dependent upon a healthy bay. "People visit Tampa Bay for the bay, then they are more likely to move here for the quality of life," said Avera Wynne, TBRPC planning director. "In many cases, they have the skills that make it possible for them to live wherever they want."

*Excerpts from the Fall 2014 Bay Soundings*



Bayshore Boulevard. Ward, Bill (Photographer). July 11, 2011. Hillsborough County, FL. From <https://www.flickr.com> made available under Creative Commons Attribution-NonCommercial-NoDerivs 2.0 Generic License (CC BY-NC-ND 2.0).



Reddish Egret at Sunset. Westmoreland, Andrea (Photographer). May 31, 2010. Pinellas County, FL. From <https://www.flickr.com> made available under Creative Commons Attribution-ShareAlike 2.0 Generic License (CC BY-SA 2.0).

## 22<sup>nd</sup> Annual

## *Future* of the

## *Region Awards*



This year 35 applications were received for the 22nd Annual Future of the Region Awards Program. The Tampa Bay Regional Planning Council (TBRPC) sponsors this awards program each year to provide recognition for outstanding achievement and contributions that benefit the regional community. The competition is open to individual, private, and public sectors.

Awards are presented in the following categories: Community Service, Cultural/Sports/Recreation, Development/Infrastructure, Natural Resources and the Environment, Going Green! and Public Education. All winners are chosen by an independent awards jury.

In addition to the individual category winners, an overall winner is chosen from the entire field of

applicants. The Charles A. McIntosh, Jr. Award of Distinction (The McIntosh) is presented to the entry which touches each of the categories, provides excellence in the region, and exhibits distinction in regional visioning. This is the highest honor of the annual program. This year's award was co-sponsored by our partner, The Mosaic Company.

With over 300 attendees present, there was A FIRST for the annual Future of the Region Awards. Pasco County won the top honors of the competition. The Harbors, West Market Redevelopment Infill Plan won both the Charles A. McIntosh, Jr. Award of Distinction, and The One Bay Award. The One Bay Award was created and sponsored by the One Bay Executive



A first for the Future of the Region Awards...Pasco County won both the 2013 McIntosh Award and the 2013 One Bay Award for The Harbors, West Market Redevelopment Infill Plan.

*A complete listing of the 2013 projects and programs can be viewed in the 22nd Annual Future of the Region Awards Commemorative Program on the Council website.*

Committee which consists of the Tampa Bay Regional Planning Council, Tampa Bay Estuary Program, Southwest Florida Water Management District, Tampa Bay Partnership Regional Research and Education Foundation, Tampa Bay Area Regional Transportation Authority, and the Urban Land Institute Tampa Bay District Council.

In 2003 an award for an individual was added to the competition. The Herman Goldner Award for Regional Leadership is presented to an individual who exemplifies the spirit of regional cooperation, dedication to his/her community and notable achievement in

encouraging future vision. This year's award was co-sponsored by our partner The Mosaic Company. The winner is Ann Hildebrand, former Pasco County Commissioner. She was chosen based upon her notable achievement in encouraging future vision and cooperation within the regional community.



Former Pasco County Commissioner, Ann Hildebrand is named the 2013 Herman Goldner Award Winner.

## THE FOLLOWING ARE THE FIRST PLACE RECIPIENTS IN EACH CATEGORY:

### COMMUNITY SERVICE

*Concerts for a Cause at FishHawk Ranch and Waterset  
Newland Communities*

### CULTURAL/SPORTS/RECREATION

*Highland Recreation Complex  
City of Largo*

### DEVELOPMENT/INFRASTRUCTURE

*Reverse Osmosis Water Treatment Plant  
City of Oldsmar*

### GOING GREEN!

*Reverse Osmosis Water Treatment Plant  
City of Oldsmar*

### NATURAL RESOURCES AND THE ENVIRONMENT

*Comprehensive Ecosystem Restoration of the Southern Shoreline of  
MacDill Air Force Base, Tampa Bay  
Tampa Bay Watch, MacDill Air Force Base*

### PUBLIC EDUCATION CATEGORY

*Pinellas Park Medical District  
City of Pinellas Park*

*See page 26 for information on the 23rd Annual Future of the Region Awards.*



TBRPC Chair, Andy Nunez delivers the opening remarks at the 22nd Annual Future of the Region Awards.



Barbara Sheen Todd, Mistress of Ceremonies, former Pinellas County Commissioner, and past Chair of the TBRPC



Shahra Anderson, Regional Director for U.S. Senator Bill Nelson; Pinellas County Commissioner, Ken Welch; and Mayor George Cretokos, City of Clearwater



Richard Ghent, Senior Public Affairs Manager for Mosaic presented the McIntosh Award and the One Bay Award.

Remembering . . .

## Julia E. Greene

*“ If you had to encapsulate Julia in one way, she was ahead of her time. We will always remember the contributions she made to this organization and to our region. ”*



1939 - 2014

Julia E. Greene former Executive Director of the Tampa Bay Regional Planning Council passed away on May 31st after a long battle with cancer.

Ms. Greene worked for the Council for 22 years where she climbed the ladder to become the Director of the Area Agency on Aging and eventually serving as the TBRPC Executive Director from 1986 to 1998.

Julia was very passionate about improving the quality of life in the Tampa Bay region. Among her many accomplishments in growth management and transportation she was instrumental in the passage of two key legislations:

- The Florida surface water improvement and management act (AKA as the SWIM bill).
- And the Grizzle-Figg Bill requiring advanced wastewater treatment of all discharges to the Bay.

Julia was also part of a group that led the effort to get federal designation to nominate Tampa Bay as a National Estuary Program.

Under her watch in 1996 the Council started the signature campaign drive that led to the state legislature approving the "Tarpon Tag" license plate which provides funds for bay-related restoration and education projects.

She was also responsible for establishing the Emergency Planning and Community Right-To-Know Act Program which operates through the Local Emergency Planning Committee.

Julia also started the annual Future of the Region Awards Program. In March the Council celebrated its 22nd year and we had the privilege to recognize her at the luncheon event.

In 1992, Ms. Greene was named "One of Tampa Bay's Most Influential Women."

At the national level she was Past President of the Executive Director's Board of the National Association of Regional Councils and past recipient of the National Walter Scheiber Award for Regional Planning. Before retiring in 2009, she served as the Executive Director of the San Joaquin Council of Governments (SJCOG) in Stockton, California

Julia Greene mentored many in their jobs, career paths and had a positive influence on those around her. Manny Pumariega, current TBRPC director and long-time friend stated, "If you had to encapsulate Julia in one way, she was ahead of her time. We will always remember the contributions she made to this organization and to our region."

*Julia is survived by her husband of 57 years, Warren T. Greene; daughter, Wren G. Krahl and son-in-law David E. Krahl; son, J. Mark Greene and daughter-in-law Ann Greene; granddaughter, Erin Strott and husband D.J. Strott; grandson, Jake McAllister; and great-granddaughter, Harper Wren Strott.*

## COURTNEY CAMPBELL TRAIL

In late 2013, construction of the Courtney Campbell Multiuse Trail Bridge was completed. The 3,258-foot-long bridge, which stops at the Hillsborough County line, rises more than 45 feet above Old Tampa Bay, boasts excellent views of manatee, dolphin, shorebirds, as well as city skyline, and has the unique distinction of being the only high-level pedestrian bridge in Florida. The two-phased project will ultimately connect the cities of Tampa and Clearwater for cyclists, pedestrians and other recreational users. Construction on the second phase (Pinellas County portion) of the trail began in early 2014 and is expected to be completed by summer 2015. The TBRPC serves as the Corridor Management Entity for the Courtney Campbell Scenic Highway.



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

## TBRPC PRINCIPAL PLANNER WINS PRESTIGIOUS AWARD- 2014 GOVERNOR'S AWARD

TBRPC Principal Planner Betti Johnson recently received the 2014 Governor's Award. This is the top award given every year at the annual Governor's Hurricane Conference. She won the award for her 35 years of extraordinary contribution to Hurricane Planning in the State of Florida encompassing evacuation, mitigation, and recovery projects that have changed the way Florida views hurricane risks.

Ms. Johnson is a principal planner and program manager at the Tampa Bay Regional Planning Council heading up the region's Emergency Management Planning Program. This successful program has focused on state-of-the-art research projects from the development of the nation's first regional hurricane evacuation study (1980) to the annual coordination of the Disaster Planning Guide and the online Tampa Bay Prepares public information campaign. She is currently serving as Region 4 RDSTF Emergency Management Planner helping to coordinate and facilitate multi-disciplinary planning, training and exercises. She serves on the State's Hazard Mitigation Assistance Team, Catastrophic Planning Committee and Post-Disaster Redevelopment Technical Committee. She also serves on the program committees for both the National Hurricane Conference and the Governor's Hurricane Conference. Recent work has focused on mitigation and the update of Local Mitigation Strategies (LMS), Post-Disaster Redevelopment and Recovery Planning, technical lead for the Statewide Regional Evacuation Study Program and Business Continuity Planning.



Ms. Johnson has a Master of Urban and Regional Planning Degree from Florida State University and a Bachelor of Arts Degree in Applied Urban Anthropology from USF. Ms. Johnson is a certified Florida Professional Emergency Manager (FPEM) and a member of the American Institute of Certified Planners (AICP), the Florida Emergency Preparedness Association (FEPA), and the American Planning Association (APA). TBRPC Executive director, Manny Pumariega stated, "The TBRPC is proud and honored that our colleague was acknowledged for her notable achievements and contributions to emergency management throughout her career. Betti certainly earned and deserved this special recognition."

*Betti Johnson is a pioneer in the field of emergency management in both the State of Florida and at the national level. Manny Pumariega, TBRPC Executive Director*

Ms. Johnson has a Master of Urban and Regional Planning Degree from Florida State University and a Bachelor of Arts Degree in Applied Urban Anthropology from USF. Ms. Johnson is a certified Florida Professional Emergency Manager (FPEM) and a member of the American Institute of Certified Planners (AICP), the Florida Emergency Preparedness Association (FEPA), and the American Planning Association (APA). TBRPC Executive director, Manny Pumariega stated, "The TBRPC is proud and honored that our colleague was acknowledged for her notable achievements and contributions to emergency management throughout her career. Betti certainly earned and deserved this special recognition."

## BAY SOUNDINGS

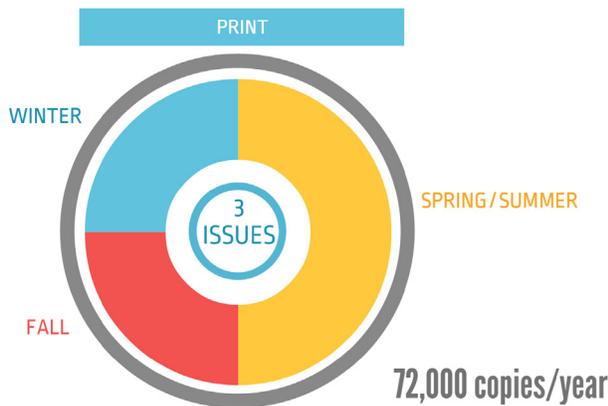
In its 13th year, Bay Soundings was awarded additional financial support through competitive grants from the Tampa Bay Environmental Restoration Fund and District Seven of the Florida Department of Transportation. Bay Soundings continues to serve as the region's premier publication dedicated to chronicling the people, places, creatures and issues influencing the environmental health of the Tampa Bay estuary. Victoria Parsons, Bay Soundings Editor, keeps a finger on the pulse of community and expertly translates scientific information for a lay audience.

This year, Bay Soundings featured a variety of compelling stories including profiles on [Jan Platt](#), [Peter Krulder](#) and [Suzanne Cooper](#); spotlights on citizen scientists monitoring [mangroves](#), [horseshoe crabs](#) and [artificial reefs](#); restoration projects at [Giant's Fish Camp](#), [Robles Park](#), [near canals in south Tampa](#) and at [Stewart Middle School](#); and timely looks at what folks can do to help [injured birds and other wildlife](#), the potential risks associated with a [proposed ferry](#) service in Tampa Bay, and how [Amendment 1](#) would benefit Tampa Bay and the greater watershed. Bay Soundings also urged readers to get outside and enjoy the natural beauty of the region with stories about [nature photography at Fort DeSoto](#), [exploring Indian mounds](#) and tips for finding some of the [best hiking spots](#) throughout the region. Some of the most engaging stories featured in the journal this past year highlighted important relationships, from the shifts in plants and animals driven by [seasonal changes in salinity](#) in the Bay and its tributaries, to the more than [\\$20 billion of the region's economy](#) that relies upon the presence of a clean, healthy bay.



## BAY SOUNDINGS

### BY THE NUMBERS



### WEB

www.BaySoundings.com averaged

**219,000**

web hits/year



### SOCIAL MEDIA

Facebook likes have increased 79% over the past year.

A post about the mosquito-repelling properties of beauty berry was liked, shared and commented on more than any other!

### SUBSCRIPTIONS

350



#### DELIVERY STOPS

Copies of Bay Soundings are delivered in bulk to schools, libraries, restaurants, shops and regional attractions.

492



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You can have Bay Soundings delivered automatically to your inbox, before it is available in print! Sign up at <http://baysoundings.com/subscribe/>

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#### MAIL SUBSCRIBERS

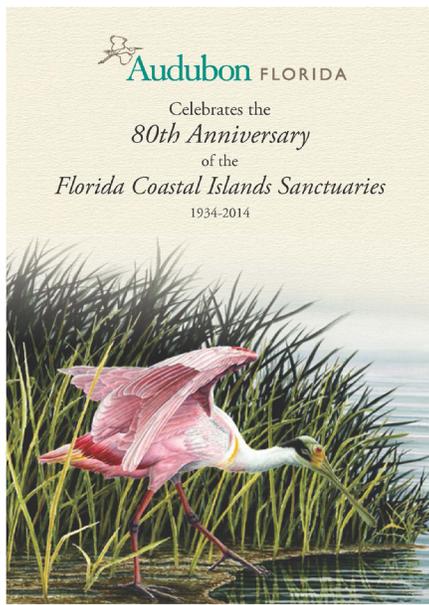
10% of each print run of Bay Soundings is sent via USPS to individuals throughout the entire country.

## AGENCY ON BAY MANAGEMENT

The Agency on Bay Management is the natural resources committee of the Tampa Bay Regional Planning Council and serves as an advocate for the entire Tampa Bay ecosystem. It is chaired by Mayor Bob Manning and is made up of representatives from the recreational, commercial, industrial, regulatory, academic and scientific communities as well as local, regional, state and federal governments. Together, these interests work to promote the restoration and protection of Tampa Bay through pragmatic, science-based resource management techniques, encourage the public to become informed, engaged stewards of the bay and foster wise use of bay-related resources by the entire region.

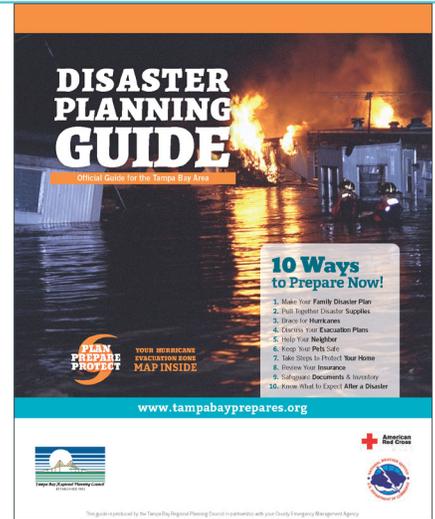
Land Conservation Amendment; and tackled a variety of issues, including a proposal to construct a ferry terminal on a portion Schultz Preserve, pre-feasibility studies contemplating a possible cruise terminal west of the Sunshine Skyway, the St. Petersburg Downtown Waterfront Master Plan and coordination of sea level rise planning throughout the region. The Agency also addressed the Unit Management Plan for Anclote Key Preserve State Park, compensatory wetland mitigation in environmental resource permitting, the potential role of recharge and aquifer storage and recovery in the Southern Water Use Caution Area, new techniques for mapping wetlands in the region, water quality reporting, gulf oil spill research and the importance of forage fish to the Tampa Bay ecosystem. The Agency highlighted exciting restoration projects at MacDill Air Force Base and a partnership between Tampa Electric Company (TECO), the Florida Aquarium and the Florida Fish and Wildlife Conservation Commission to build an Energy Technology Center and Center for Conservation on land near the Manatee Viewing Center in southern Hillsborough County.

Over the past year, the Agency celebrated the 80th anniversary of the Audubon of Florida Coastal Islands Sanctuaries; endorsed the Florida Water and



## 2014 DISASTER PLANNING GUIDE

For more than 30 years the Tampa Bay Regional Planning Council in partnership with the county emergency management agencies, the American Red Cross and other partners has produced and distributed the Hurricane Survival Guide. In 2013, this effort was expanded to provide an “all hazards” approach to disaster preparedness. More than 400,000 copies of the Disaster Planning Guide were distributed in eight counties (Hernando, Citrus, Pasco, Manatee, Pinellas, Hillsborough, Charlotte and Sarasota) in English and Spanish. The guides included the detailed evacuation zone maps, shelter locations and preparedness instructions. All information and artwork for the new maps were made available to all broadcast and print media in the Tampa Bay market. Many of the county emergency management agencies have developed websites which allow citizens to input their home or business address and look up their evacuation level or, if they prefer, citizens can call a toll-free number to call to talk with someone who will tell them their zone. The TBRPC website also has a downloadable guide and a map which can zoom in to your neighborhood. “Individual preparedness is critical to ensure the safety of your family and business. That personal responsibility toward preparedness is the backbone to regional resiliency”, stated Manny Pumariega, Executive Director. The Council is committed to seeking new and innovative ways to engage our citizens in preparedness at work, school, neighborhood and home. Next year the Council hopes we can expand our collaboration to reach our diverse and multi-generational population through social media and mobile applications to strengthen our public warning and risk assessments.



## TBRPC PROVIDES SUPPORT TO STATE AND NATIONAL INITIATIVES

TBRPC also provided support to the State as part of the Statewide Hazard Mitigation Plan Assistance Team (SHMPAT) in the update of the Enhanced State of Florida Hazard Mitigation Plan. Staff also serves on the Program Committee of the Governor’s Hurricane Conference, the largest hurricane conference in the U.S. as well as the National Hurricane Conference which shares lessons learned throughout the country. Following the devastating impact of Hurricane Sandy in October of 2012, there continues to be much to learn about the growing vulnerability of our coastal and inland states.



## UPDATE OF THE LOCAL MITIGATION STRATEGIES

All four counties in the region have or are in the process of completing their 5-year update of their Local Mitigation Strategies (LMS). The multi-jurisdictional county-wide plans engage a 10-step planning process to develop strategies to reduce our risk to natural hazards such as floods, tropical storms and hurricanes, wildfire, and pandemics. Many also evaluated technological hazards (hazardous materials incidents and oil spills) as well as human-caused events such as terrorism and civil unrest.



TBRPC staff provided technical support to Pinellas County in the 5-year update of the Pinellas County Local Mitigation Strategy, a collaborative effort of the county and its 24 municipalities. The draft is available for review on their website, [www.pinellaslms.org](http://www.pinellaslms.org).

The LMS provides a blueprint for all local jurisdictions to become more disaster-resilient. The communities have also come together regionally to identify

adaptive strategies necessary to deal with emerging hazards associated with climate change. This effort will be supported by the Regional Resiliency initiative of the One Bay.

## 2014 EVACUATION STUDY UPDATE

Since 2008, all eleven regional evacuation studies in the entire state of Florida have been updated at the same time with consistent methodologies in a coordinated manner. In an unprecedented strategy and with \$29 million in funding from the legislature, In 2008 the entire coastline of the State of Florida was flown and LIDAR topographic data was collected in one of the largest projects of its kind. This LIDAR was incorporated into the new SLOSH basins which have significantly higher resolution, and all updated to NAVD88 vertical datum (the new standard).

Since the original volumes produced in the Study, there have been updates along the way as more funding and data became available. In 2012, all regions produced the companion Depth Atlases for the Study. Starting this year, the entire state will be creating a Directional Surge Atlas which depicts surge in a more realistic graphic scenario than the worst case scenario modeled with storms from all directions, otherwise known as MOMs. The Directional Atlases we are producing now are modeled on storm directions chosen by consensus amongst the Emergency Managers within our region.

TBRPC again provided leadership in the GIS management of the statewide project including the modeling for our region.

The small area demographic data is also currently being updated to provide input to the new Evacuation Transportation Model due out in 2015. This data involves transportation analysis zones and Census Block Group data that has been updated since the beginning of the Study in 2008.

## EVACUATION ZONES AND FLOOD ZONES ARE DIFFERENT

Evacuation zones are based on SLOSH Storm Surge Model, developed by NOAA / National Hurricane Center. The SLOSH model predicts the amount of storm surge – an abnormal rise in sea level from tropical storms and hurricanes – on a basin (like Tampa Bay). Flood zones are mapped by FEMA as part of the National Flood Insurance Program to determine areas most vulnerable to flooding. This is a very different model incorporating not only coastal flooding but inland and riverine flooding. Staff will provide a presentation explaining the purpose of each model as well as the differences between the two models. For more information on flood zones, visit the National Flood Insurance Program at [www.floodsmart.gov](http://www.floodsmart.gov) (888) CAL-FLOOD (225-5356) For more information on evacuation levels visit [www.tampabayprepares.org](http://www.tampabayprepares.org) or your county emergency management website.

## TBRPC TO HELP MAKE TAMPA BAY "SOLAR READY"



Solar Ready Florida is a collaborative effort to improve and expand the solar market in the Tampa Bay and Southwest Florida regions. Led by the Tampa Bay Regional Planning Council (TBRPC) and the Southwest Florida Regional Planning Council (SWFRPC), Solar Ready Florida is working toward introducing and implementing solar best management practices, providing training materials and additional proven implementation strategies. Together, with support from participating local governments, Solar Ready Florida will achieve more streamlined and standardized solar practices, resulting in measurable improvement in the area's solar market conditions.

Solar Ready Florida's lead organizations, TBRPC and SWFRPC, have partnered with eight other regional councils around the country and the National

Association of Regional Councils on the U.S. Department of Energy SunShot Initiative Rooftop Solar Challenge. Nationally, this project seeks to achieve measurable improvements in solar market conditions by removing barriers to solar photovoltaic (PV) adoption.

In the Tampa Bay region, Solar Ready Florida is working toward:

- Providing easy-to-access solar permitting and information resources through our region's local government websites
- Implementing voluntary solar ready design guidelines for new construction that can help avoid certain retrofit costs for future solar PV system installation
- Exploring and expanding the availability of finance

options for residential and commercial solar PV installations

Solar energy has the potential to provide important benefits to our economy. Solar energy:

- Creates jobs – Florida added 1,500 jobs in the solar industry in 2013, a 60 percent increase in just one year. Florida now ranks 7th in the U.S. in solar industry employment.
- Creates economic value – solar energy is a \$12 billion industry in the U.S.
- Has the potential to add economic value to currently underutilized rooftops, brownfields, and landfills.

Solar Ready Florida seeks to engage key solar electric stakeholders in this process, including city and county governments, solar contractors and other solar industry groups, electric utilities, business leaders, and interested citizens. If you or your organization, agency, or business would like to be a part of Solar Ready Florida, please contact **Brady Smith** at the **Tampa Bay Regional Planning Council**: [brady@tbrpc.org](mailto:brady@tbrpc.org) or **727-570-5151 x42**. For more information, visit our website: [www.SolarReadyFlorida.com](http://www.SolarReadyFlorida.com).

## LOCAL EMERGENCY PLANNING COMMITTEE

The Local Emergency Planning Committee District 8 (LEPC) continues to receive annual funding allocations

for facilitating hazardous materials-related training of public-sector First Responders. While the Hazardous Materials Emergency Preparedness (HMEP) grant is administered by the Florida Division of Emergency Management, the funding is actually provided by the U.S. Department of Transportation. A transportation theme (or component) is a notable pre-requisite for any/all corresponding courses. Identical Contracts and funding amounts proportionate to District populations have been awarded and implemented annually to each of the 11 LEPCs across the State. A total of 4,288 student hours of instruction/training were invoked while attending the following hazmat courses conducted within and/or funded by LEPC District 8 during FY 2013-14:



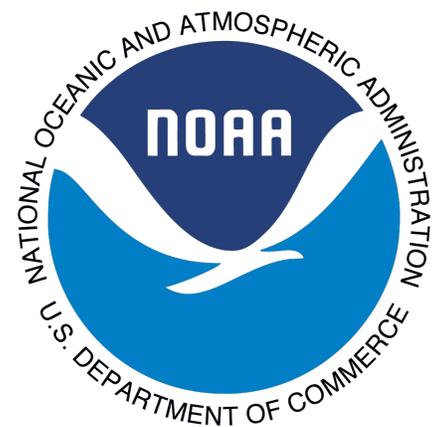
- 40-Hr. Marine Firefighting for Land-Based Firefighters - 11 Attendees
- Three 8-Hr. CAMEO® course – 97 Attendees
- 16-Hr. Hazmat Symposium – 2 Attendees
- Three 24-Hr. Life Safety & Command courses – 50 Attendees
- Two 5-Hr. Transportation Community Awareness and Emergency Response courses – 160 Attendees
- 160-Hr. Hazmat Technician Certification course – 2 Attendees
- 24-Hr. Air Monitoring for Hazmat Technicians – 30 Attendees

## NOAA COASTAL RESILIENCE NETWORK GRANT AWARDED TO TBRPC

The National Oceanic and Atmospheric Administration (NOAA) awarded the TBRPC \$100,000.00 through the Coastal Resilience Networks (CRest) grant program to leverage the existing ONE BAY: Livable Communities Working Group for the purpose of improving the Tampa Bay area's regional capacity to withstand adverse impacts associated with sea level rise, storm surge and extreme weather. The two-year grant will be used through the Resilient Communities Working Group which will encourage knowledge sharing and facilitate discourse between local planners, developers, emergency managers,



business leaders, floodplain managers, decision makers and researchers, and generate consensus around a common approach to understanding, communicating and planning for coastal hazards.



## REGIONAL DOMESTIC SECURITY TASK FORCE (RDSTF) PLANNING

Following September 11th, Florida divided itself into seven (7) Regional Domestic Security Task Forces (RDSTFs). These regions follow the Florida Department of Law Enforcement (FDLE) regions within the State. The Tampa Bay RDSTF (Region 4) consists of eight (8) counties: Citrus, Sumter, Hernando, Pasco, Pinellas, Hillsborough, Polk, and Hardee. Until recently it also included Manatee, but a realignment to follow the FDLE borders put Manatee in Region 6. Due to the proximity of Manatee and its port and boundary with Tampa Bay, Manatee continues to be involved in our regional emergency planning.



The goal of the RDSTF is to provide a regional response to any WMD or terrorist incident or natural or technological hazard that may occur within the State. Addressing security issues at a regional level allows for “economies of scale” for homeland security funds, especially in recent years as the amount of DHS funding to the States has decreased.

The RDSTF Emergency Management planner position is housed at the Tampa Bay Regional Planning Council. This position facilitates the coordination of training and exercises throughout the region, the update of plans and procedures and facilitates the identification and prioritization of projects.

The focus in 2014 included:

- Update and implementation of the Region 4 Multi-Year Training and Exercise Plan (MY-TEP) and the training for the Readiness Training Identification and Preparedness Planning (RTIPP) course which revised the MY-TEP process;
- Support in the development of the Regional Health Care Coalition in the region;
- Facilitation of the 2015 DHS Funding process in the region which identifies multi-disciplinary projects to enhance our ability to respond in a regional emergency; and
- Facilitated and attended Interoperable Communications Exercise in June.



The RDSTF Planner also assisted the State Division of Emergency Management, the Florida Department of Law Enforcement and the Tampa UASI<sup>1</sup> prepare documents containing the Threat and Hazard Identification and Risk Assessment (THIRA). A requirement of FEMA, the THIRA is a common risk-assessment process that helps the “whole community” identifies and understands likely vulnerabilities. Simply put, you need to understand your risks in order to manage them. This directive is part of the Presidential Policy Directive 8/ PPD-8: National Preparedness and becomes part of the State Preparedness Report submitted in December.

<sup>1</sup>A corollary to the RDSTF is the Urban Area Security Initiatives (UASI- “you-ah-see”). These were established throughout the nation by DHS after 9/11. It provides additional DHS funds to large urban areas across the nation.

## ECONOMIC ANALYSIS PROGRAM

Economic Analysis Program had another busy year in 2014. The program completed the Valuation of Tampa Bay study (featured article) and projects for numerous clients including HCA hospitals, Florida Tax Watch, Hillsborough MPO. Once again numerous analyses were conducted for the county economic development organizations. Nearly two dozen projects were completed in 2014.

Tampa Bay Regional Planning Council's Economic Analysis Program (EAP) helps communities and organizations predict how policy decisions or economic events affect the economy. 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. EAP 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 Tampa Bay community with high quality and low cost analysis. Our tools include



IMPLAN® (a input input/output model), REMI Policy Insight® (a highly sophisticated econometric model), the Economic Development Decision Support GIS, strong data sources in the Regional Information Center and extensive staff training.

 The EAP also supports the use of REMI Policy Insight by other regional planning councils in Florida through technical assistance. To complement these support activities, the Council maintains additional models including a statewide model that includes Florida as one economy and a 67 county model with each county broken out.

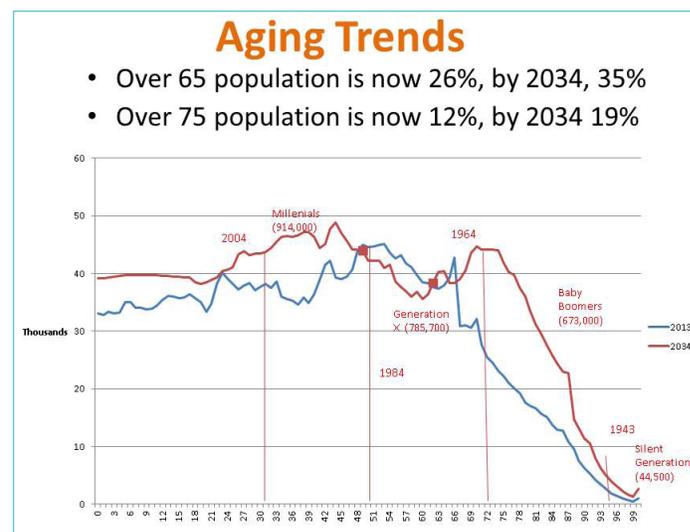
## FORUM ON THE NEW NORMAL

TBRPC hosted a forum on November 10 entitled The New Normal: Fiscal and Demographic Trends Shaping Florida and Tampa Bay. The forum presented and discussed the demographic trends shaping our region's future. What challenges lay ahead for community and economic development? This and other questions were answered. The forum was lead off by Dr. Carol Wiessert of FSU's Leroy Collins Institute. Dr. Collins presented the findings of the Tougher Choices report.

Beginning in 2005, the Leroy Collins Institute produced reports in a series called Tough Choices: Shaping Florida's Future. These publications provide an in-depth analysis of Florida tax and spending policy and concluded that Florida's pattern of low spending and low taxes conflicted with the growing demands of the state's residents.

Tampa Bay Implications were addressed by TBRPC Principal Planner Randy Deshazo. The region, like Florida, and the United States generally are facing a

historic shift in the average age of the population. As Baby Boomers reach retirement age, more Americans than ever before will no longer be in the workforce. Deshazo described the profound impacts these changes will have on the region's economy, from the



costs of maintaining a dependent population to the problems of a smaller workforce.

The forum wrapped up with a lively “generations divide” panel discussion. Panel participants included Jim Cloar, Downtown Advisory Services; Leigh Fletcher, Attorney, Fletcher & Fischer; Wilma Norton, Director, Marketing and Communications, Community Foundation Tampa Bay; and Reuben Pressman, CEO, CheckImHere. The panel was moderated by Avera Wynne, TBRPC Planning Director. Presentations from the event can be found on the TBRPC website.



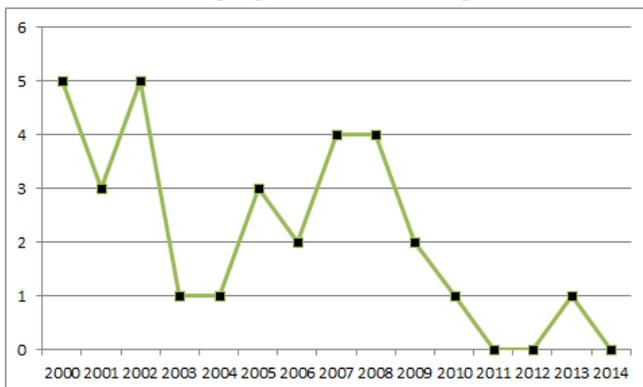
## DEVELOPMENTS OF REGIONAL IMPACT

The review activities associated with the Developments of Regional Impact (DRI) program have remained relatively stagnant since the recent recession starting in 2008. While many local economists have indicated that Tampa Bay and the State of Florida have demonstrated strong signs of a recovery, the effects of the recession continue to impact local, state, and national economies. The trend in DRI activities continues to be impacted by the economy of the Tampa Bay region.

Since the DRI Inception, TBRPC has coordinated the review and approval of more than 271,991 residential units, 65 million square feet of retail/commercial space, and 110 million square feet of office space. That is enough to house the population of two Cities of Tampa, enough retail/commercial space for 51 International Plazas, enough office space for 47 additional Westshore areawide office parks and 41 additional Carillon office parks.

The following illustrate the DRI review trends since 2000:

**NEW DEVELOPMENTS OF REGIONAL IMPACT**

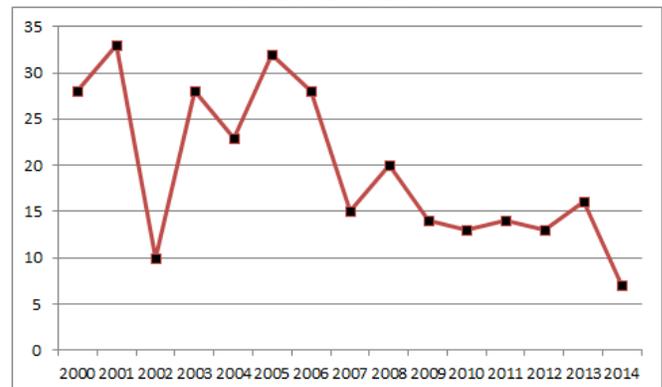


The following changes to the DRI process implemented by the legislature over the past few years would likely have a bearing on any/all potential increase(s):

- Establishment of Dense Urban Land Areas (DULAs) and Urban Service Areas (USAs) criteria and allowance of such to be exempt from the DRI process;
- Modification to the DRI thresholds and Substantial Deviation criteria; and
- Authorization for many Amendments to be processed administratively by the local government rather than through the Notice of Proposed Change process.

There are currently 98 DRI projects which remain active in various phases of build-out and are anticipated to provide 20%-25% of the residential housing needs over the next 20 years.

**DEVELOPMENT ORDER AMENDMENTS**



## TBRPC'S LOCAL GOVERNMENT COMPREHENSIVE PLAN REVIEWS

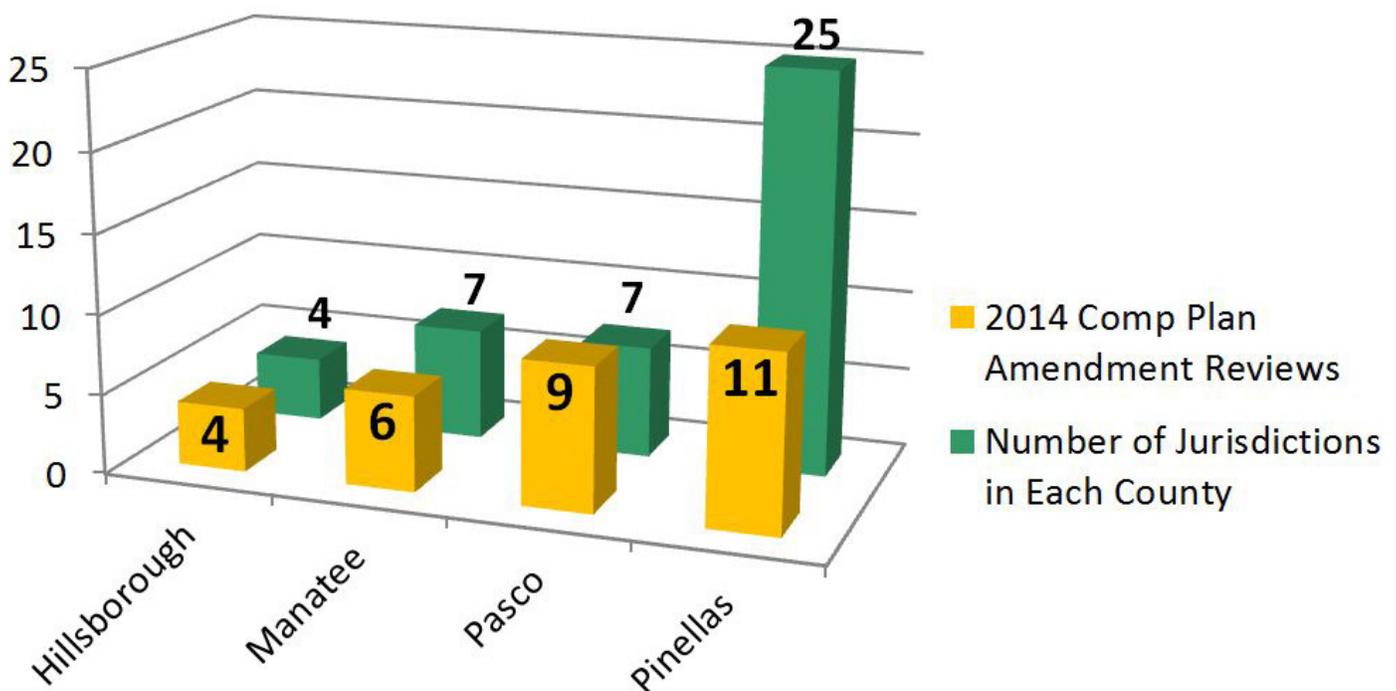
A local government comprehensive plan is the document that a city or county uses to guide the development of its physical, economic, and social landscape. Comprehensive plans provide a rational basis for local land use decision-making over a specified number of years in the planning horizon. From time-to-time, and for a variety of reasons, local governments may wish to amend its comprehensive plan to account for and adapt to changing trends that may have been unforeseen at the time the original plan was adopted.

The Tampa Bay Regional Planning Council serves as a reviewing agency for local government comprehensive plans and plan amendments for 43 jurisdictions in Hillsborough, Manatee, Pasco, and Pinellas Counties. TBRPC's review ensures that local government comprehensive plans and plan amendments are consistent with Future of the Region: A Strategic Regional Policy Plan for the Tampa Bay Region (SRPP). The SRPP is the direction-setting document that serves as long-range guide for physical, economic, and social development of the region through identified goals and policies.

The process for adoption of local government comprehensive plans and plan amendments is spelled

out in §163.3184, Florida Statutes. TBRPC's review and comments are limited in most cases to any adverse effects that the plan or plan amendment would have on regionally significant resources and facilities, and extrajurisdictional impacts that would be inconsistent with another local government's comprehensive plan. In those instances where adverse impacts are identified, Council staff attempts to provide the local government with assistance in correcting the potential problem.

In 2014, TBRPC staff reviewed 30 local government comprehensive plan amendments. For each review, a report is written which summarizes the amendment and, pursuant to Florida Statutes, provides comments about any adverse effects created by the amendment. For each proposed text and large-scale amendment, a Comprehensive Plan Amendment Report is sent to the local government, the state land planning agency, and is included in TBRPC's council meeting agenda package. The total number of 2014 TBRPC's comprehensive plan amendment reviews for all jurisdictions within each county is shown below, along with the number of local government jurisdictions in each of the four counties in the Tampa Bay planning district.

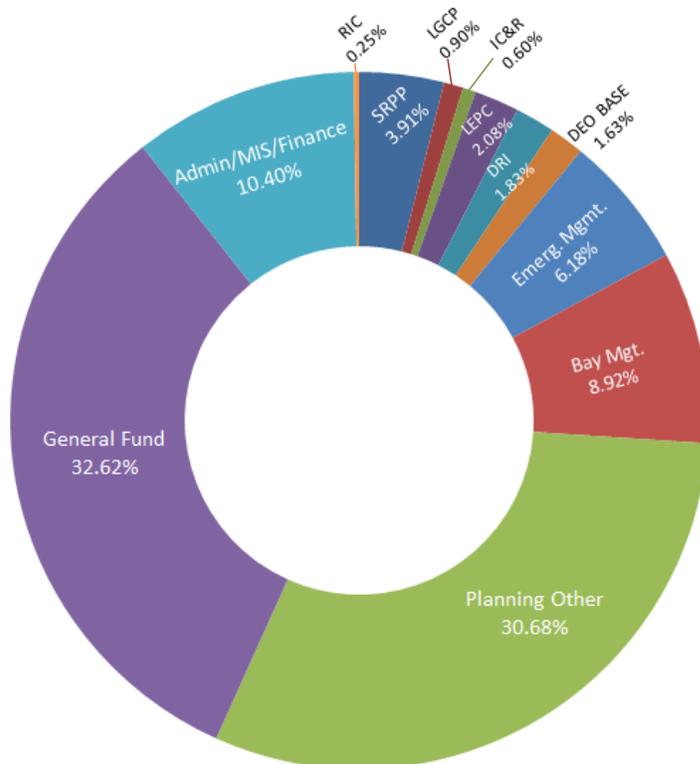


## THE ANNUAL BUDGET

The Tampa Bay Regional Planning Council's Executive/Budget Committee provided for \$2,063,382 financing toward the regional programs featured in this annual report. The \$2,063,382 in revenues was derived from federal (11.68%), state (1.89%) and local (86.43%) sources. Staff worked closely with the Executive/Budget Committee during the 2014 fiscal year.

The administrative staff is responsible for the overall operations of the Council's office facility. These responsibilities include, but are not limited to: board operations, TBRPC tenants, inner office procedures and policies, records management, human resources for Council staff, the Annual Future of the Region Awards and public information. Administration continues to emphasize staff development and encourages each staff member to attend local workshops in the area of his or her expertise.

## FY14 EXPENDITURES



## AUDIENCE RESPONSE SYSTEM

One of the Council's more popular services is the Audience Response System (ARS). Over the course of the past year, TBRPC has provided ARS services to local governments and agencies on several occasions. Using the ARS provides audience feedback on complex questions in real-time. A few highlights of ARS engagements this year include the Tampa International Airport Sustainability Plan, Corey Avenue (St. Pete Beach) District Revitalization workshops, and the Re-Image Gall Boulevard (Zephyrhills) kick-off meeting.

For information on how the ARS can improve your meeting productivity, contact Brady Smith, Principal Planner, at: [brady@tbrpc.org](mailto:brady@tbrpc.org) or (727) 570-5151 ext. 42.

### AUDIENCE RESPONSE SYSTEM



LET THE TAMPA BAY REGIONAL PLANNING COUNCIL MOVE YOUR NEXT MEETING INTO THE 21ST CENTURY!

Tampa Bay Regional Planning Council 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 responses in countless ways.

Currently the Council owns 350 keypads but can add additional keypads for larger events.

To find out how the system can energize your meetings contact, Brady Smith, [brady@tbrpc.org](mailto:brady@tbrpc.org), or Avera Wynne, [avera@tbrpc.org](mailto:avera@tbrpc.org).

## MEET THE OFFICERS

### MR. ANDY NÚÑEZ, CHAIR GUBERNATORIAL APPOINTEE, PINELLAS COUNTY



Mr. Núñez has served on the Tampa Bay Regional Planning Council since 2006. As Vice Chair he also serves on the Executive/Budget Committee, is Chair of the Clearinghouse Review Committee and serves on the Tampa Bay Regional Collaboration Committee. He is Vice President of Transportation Services for GENESIS and is the Past President of the American Society of Highway Engineers. Mr. Núñez is a two time recipient of Engineer of the Year from the American Society of Highway Engineers and was inducted into the Georgia Tech Academy of Distinguished Engineering Alumni. He is also a volunteer for Moffitt Cancer Center, Big Brothers Big Sisters and Metropolitan Ministries.

### COMMISSIONER VICTOR CRIST, VICE CHAIR HILLSBOROUGH COUNTY, FLORIDA



Commissioner Crist has served on the Tampa Bay Regional Planning Council since 2010. He is a member of the Executive/Budget Committee, the Clearinghouse Review Committee, the Legislative Committee and is Vice Chair of the Tampa Bay Regional Collaboration Committee. Commissioner Crist was first elected to the Hillsborough County Commission in 2010 and reelected in 2012. Prior to serving on the County Commission, he represented parts of Hillsborough County and Pasco County in the Florida House of Representatives for 1992 until 2000 where he received the Republican Leadership, Outstanding Productivity and Performance Award. He was then elected to the Florida Senate in 2000, where he served until 2010.

### MAYOR WOODY BROWN, SECRETARY/TREASURER CITY OF LARGO, FLORIDA



Mayor Woody Brown, representing the City of Largo, has served on the Council for the past 6 years. He is a member of the Council's Executive/Budget Committee, the Agency on Bay Management, and the Clearinghouse Review Committee. Mayor Brown established Main Street Chiropractic in down town Largo in spring of 2002 and is active in the Pinellas County Chiropractic Society and has served on the Board of Directors since 2003. He is also member of the Florida Chiropractic Association and the International Chiropractic Pediatric Association. Mayor Brown is past Chair of the City of Largo Recreation Parks & Arts Advisory Board, a member of the Clearwater Jazz Force and is a member of the University of Central Florida Alumni Association.

TAMPA BAY REGIONAL PLANNING COUNCIL PRESENTS THE...

# 23<sup>rd</sup> Annual *Future of the Region Awards*

Do you have a project or program that exemplifies regionalism? The Tampa Bay Regional Planning Council is sponsoring the 23<sup>rd</sup> Annual Future of the Region Awards program to provide recognition for outstanding achievement and contribution which benefit the regional community.

The Awards Luncheon will take place Friday, March 27th 2015, 11:45 at the Hilton St. Petersburg Carillon Park, 950 Lake Carillon Drive, St. Petersburg, FL 33716.

For more information on eligibility and to download submission forms visit [www.tbrpc.org](http://www.tbrpc.org) or contact Ms. Wren Krahl, Director of Administration/Public Information, [wren@tbrpc.org](mailto:wren@tbrpc.org).



## CALL FOR ENTRIES

**SUBMISSIONS DEADLINE: Friday, January 9, 2015**

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Avera Wynne, Director of Planning  
Wren Krahl, Director of Administration/  
Public Information/Editor  
Marshall Flynn, IT/GIS Director

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