

EXECUTIVE SUMMARY

On May 18, 2007, over 300 leaders from throughout the Tampa Bay region participated in an exercise to build consensus on regional growth issues. The event “Reality Check Tampa Bay” provided a forum to educate the community on the projected growth of the Tampa Bay region. Diverse participants from the seven counties were representative of the public, private and not-for-profit/community sectors.

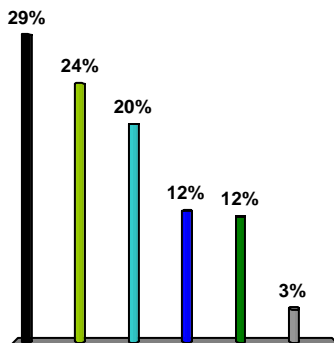
Using engaging materials including Legos®, ribbons, and regional maps, participants in diverse groups of ten made decisions about where and how our region should grow. The tabletop exercise educated the participants about the interrelationship among regional land use, transportation systems, and natural resources. Along the way, they discovered a remarkable level of agreement on growth principles.



The 32 scenarios developed by the participants in the team exercises will be subjected to rigorous evaluations over the coming months to test their feasibility and share the analysis with the community. Based on the initial evaluations of the tables, the following observations are summarized below and explained in more detail in the full summary report.

Guiding Principles for Growth for the Tampa Bay region:

Each of the individual tables started the Reality Check Tampa Bay exercise in a dialogue to determine the table's priorities for guiding growth and allocation of the Legos® and ribbon. Each table identified their top three priorities. The principles were then summarized into six common themes outlined below. During the lunch program, over 700 individuals had the opportunity to vote on the principles prioritizing their individual top three with the results as follows:



1. Promote quality communities to **create a sense of place** by uniquely clustering higher density mixed-use development, organized around transportation corridors.
2. Maximize mobility using **multi-model transportation**.
3. **Preserve natural systems**, emphasizing connectivity and sustainable water supplies.
4. **Balance jobs and housing** for affordable quality of life.
5. Attract higher paying jobs – **strengthen economic development**
6. Preserve farmland and **sustain the role of agriculture**.

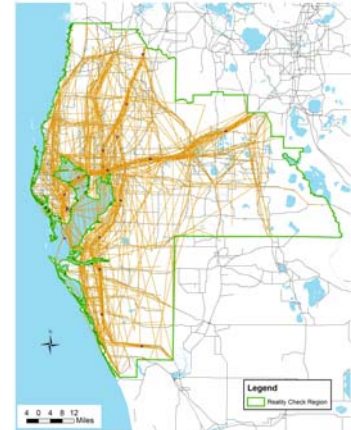
Lego® & Ribbon Distribution Summary

Participants in the Reality Check exercise were given region-wide population projections utilizing Legos® to represent population and employment growth. The exercise was designed to give the participants choices on the allocation and location of population growth for each county taking into consideration the interconnectedness of the region. No county lines were provided on the regional map.

EXECUTIVE SUMMARY CONTINUED...

Generally, even though participants placed growth in already developed areas, it is less than what the population and employment projection models indicated. Tables placed an emphasis on higher density activity centers and mixed-use. The locations were then connected with roads and transit.

- On average, residential land was allocated at five (5) housing units per acre. Many of the region's current large suburban developments are approximately (2) units per acre.
- On average, employment was allocated at 12 employees per acre. Many of the region's employment centers are at around 6-7 employees per acre.
- All 32 tables utilized the orange ribbon allocating an average of **500 miles of transit** across the region (see right).
- On average, participants added **400 miles of new or enhanced roadways**.
- In all 32 tables, only about 5 Legos® were placed on land marked as environmental lands.



Next Steps

The focus in the coming months will be to broaden the community conversation about regional visioning and smart growth. The goal will be to build upon the guiding principles for quality growth by gathering input that creates more housing opportunities closer to jobs, choices for our transportation needs, preservation of green space, and access to our natural assets.

Through the ONE BAY campaign in October 2007, citizens in each county will be given opportunities to provide further input into the allocation and distribution of the population projections for their specific county. This input will be translated into land use and transportation scenarios.

The success of Reality Check Tampa Bay was largely due to broad community involvement from hundreds of sponsors and volunteers with the leadership guidance of five included: Urban Land Institute Tampa Bay District Council, Tampa Bay Education Foundation's Vision21 Steering Committee, Tampa Bay Estuary Program Council, and the Southwest Florida Water Management District.



We hope you enjoy learning more about Reality Check and ONE BAY.

Please join us – log onto www.myonebay.com and learn more about upcoming events, sponsorship opportunities and the implementation plan over the next 12-18 months.

www.MyOneBay.com