



Hillsborough County Public Workshop

Wednesday, October 24, 2007
Crowne Plaza Tampa East

Workshop Hosted by:





Dear Hillsborough County Participants:

Thank you for joining us for the Hillsborough County One Bay workshop on October 24, 2007. Your input and ideas are appreciated and will help us to shape the alternative growth scenarios for the region.

As you know, the Reality Check Tampa Bay event held in May was an exercise in regional visioning to promote an awareness of the level of growth that is coming to the region, engage participants in a dialogue about the values we hold for our region, and lay the foundation for the choices and strategies we will make to assure quality growth to meet the needs of the region. ULI Tampa Bay along with the Tampa Bay Partnership Regional Research & Education Association with its Vision21 Steering Committee, the Southwest Florida Water Management District, Tampa Bay Estuary Program and the Tampa Bay Regional Planning Council along with many additional sponsors and volunteers are supporting this effort.

The ongoing effort, now called One Bay will continue with the same leadership as Reality Check. Over the next 12 months we will be continuing to build outreach into each of the seven counties with public workshops, educational programs and partnerships, as well as continuing to work with our appointed and elected officials throughout the region.

This spring, the culmination of all the public input will be developed into alternative growth scenarios for the region. The public will be invited to provide feedback and select which scenario best suits the growth needs of the region which will then be presented to the elected officials and governing bodies throughout the seven-county region. The One Bay initiative is scheduled to continue throughout the spring and summer of 2008 and we will be seeking additional partnerships to continue educating and promoting smarter growth practices in the future.

Your participation is greatly appreciated and we thank you for your observations. We also hope you enjoyed the experience and will continue to promote the effort. We are in need of additional sponsorship dollars, volunteers and nominees. We will be working diligently over the next few months to achieve these goals and we need your continued help.

Again, thank you for taking this chance to build a great future together. I'm looking forward to working with you and am excited to continue this effort. If you have additional ideas or individuals you think would like to get involved please contact me at amy@realitychecktampabay.org. To learn more about One Bay, please visit www.myonebay.com.

Warm Regards,

A handwritten signature in black ink that reads 'Amy Maguire'.

Amy Maguire
Project Manager
One Bay/Reality Check Tampa Bay

The Exercise

Purpose:

The County exercises will use a condensed version of the Reality Check exercise to determine if the citizen's vision and guiding principles for growth is consistent with those that participated in the regional exercise. In addition, the data, input and feedback received will be incorporated into draft alternative growth scenarios starting with the regional event in May.

Tools:

Base Map with grids for Hillsborough County and limited extension around the county without grids to show regional context. Base map data is based on 2005 land use land cover data. 268 Yellow Legos (representing 836,160 people) and 115 Red Legos (representing 441,600 jobs) will be provided based on the average allocated growth by Reality Check participants. Orange and Purple Ribbon will be available for regional transit/road corridors.

DRAFT AGENDA:

- 1:30 pm **Introduction & Testimonial** – Sponsor & Participant in May Reality Check Exercise (5 minutes)
- 1:35 pm **VIDEO/PPT – What is Reality Check/What happened on May 18th/Importance of Local Community Input/Guiding Principles** – Amy Maguire, Project Director (15 minutes)
- 1:50 pm **Exercise Guidelines** – description of map and tools including Lego's and Ribbon; rules of engagement (15 minutes)
- 3:05 pm **Exercise** – Tables will engage in a mini-Reality Check for each county (65 minutes: GP 10 min; Legos 45 min; Implications 10 min)
- 3:10 pm **Interactive Polling** – each participant will answer questions about planning for growth for the Tampa Bay region. (15 minutes)
- 3:25 pm **Closing Remarks/Questions** – (5 minutes)

Visioning Process Rules

- ✓ **Everyone has an equal voice.** This is an exercise in collective decision making. Acknowledge that every participant has a valid perspective from which you can learn. No one should dominate the discussion.
- ✓ **Think big.** Remember that this is a regional exercise with a tight timeline. Visioning is intended to be broad. Avoid getting bogged down in too much specificity at a local level.
- ✓ **Keep an open mind.** Don't discount any ideas without discussing and evaluating them. Build upon each other's ideas in a positive way.
- ✓ **Be bold & Creative.** Work together to find solutions.

Table 1

Guiding Principles:

- Mixed use/higher density & infill
- Village centers/remove or reduce sprawl – cluster development
- Pedestrian scale development
 - Zero property line
 - Ground floor retail



Bold Ideas/Implications:

- Change existing trends/existing zoning policies
- Vast changes in process and policies of land use planning, integrated with transit and transportation corridors, infrastructure placement before development begins
- Infill and higher density
- Preserving agricultural/open space
- Identification of potable water resources
- Determine how you want to live
 - And where you can't live
 - Areas to protect
- Need for multi-modal transportation corridors

Table 2

Guiding Principles:

- Promote mixed use urban centers connected by mass transit incorporating affordable housing and green/open space (sun city, plant city, Tampa, Westshore, Carrollwood, USF, Brandon)
- Regional and local coordination between land use and transportation
- Promote urban infill and higher density vs. sprawl



Bold Ideas/Implications:

- Transit Oriented Development (TOD)
- Preserve and connect large open spaces and greenways
- Multimodal/mass transit connecting centers to 7 urban centers

Table 3

Guiding Principles:

- Promote quality communities to create a sense of place by uniquely clustering higher density mixed use developed organized around transportation corridors
- Encourage (infill) development by clustering development around existing infrastructure and corridors
- Attract higher paying jobs and ensure they are equally distributed
- Preserve natural environment and better utilize natural environment



Bold Ideas/Implications:

- Created mass transit strategy
- Focused on building up Ruskin
- Maximize transportation corridors by distributing job opportunities
- Ferry system connecting Hillsborough, MacDill, and Pinellas

Table 4

Guiding Principles:

- Create a sense of place with mixed use/balance of jobs and housing
- Preserve the environment/green space
- Efficient transportation



Bold Ideas/Implications:

- Transit focus
- Plant City growth in NE county
- New development in Oldsmar and Westshore

Table 5

Guiding Principles:

- Design community mixed use with walkability, affordable housing in proximity to jobs, with density proportions that create sense of place.
- Transit (well-designed) that connects communities via multi-modal transportation (walk, bike, cab, car, trolley) and mass transit (bus, rail)
- Preserve green space by limiting sprawl, preserving land, protecting the environment, water, and natural resources

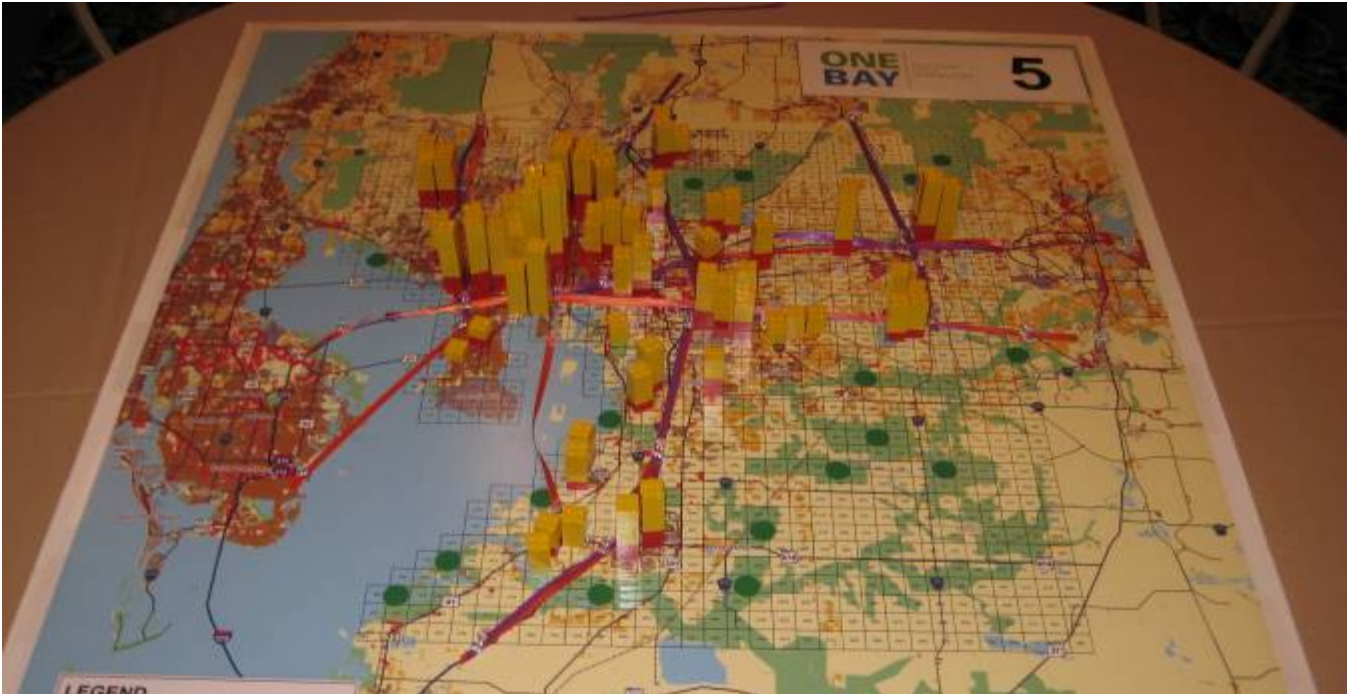


Table 6

Guiding Principles:

- Preserve natural resources and control sprawl
- Maximize and improve density in already established areas along transit corridors and encourage mixed use development
- Create options for transit other than driving and improve connectivity with natural corridors (large areas of untouched land, water, green space)



Bold Ideas/Implications:

- Kept growth along transit areas
- Introduce ferry system/blueways
- Light commuter rail from Westshore to Lakeland
- No new roads – just transit
- Connected green areas
- Get cars off the road, introduce rail/transit

Table 7

Guiding Principles:

- Identify consolidated activity centers linked by various transportation options
- Minimize environmental encroachment
- Cluster and attract higher paying jobs



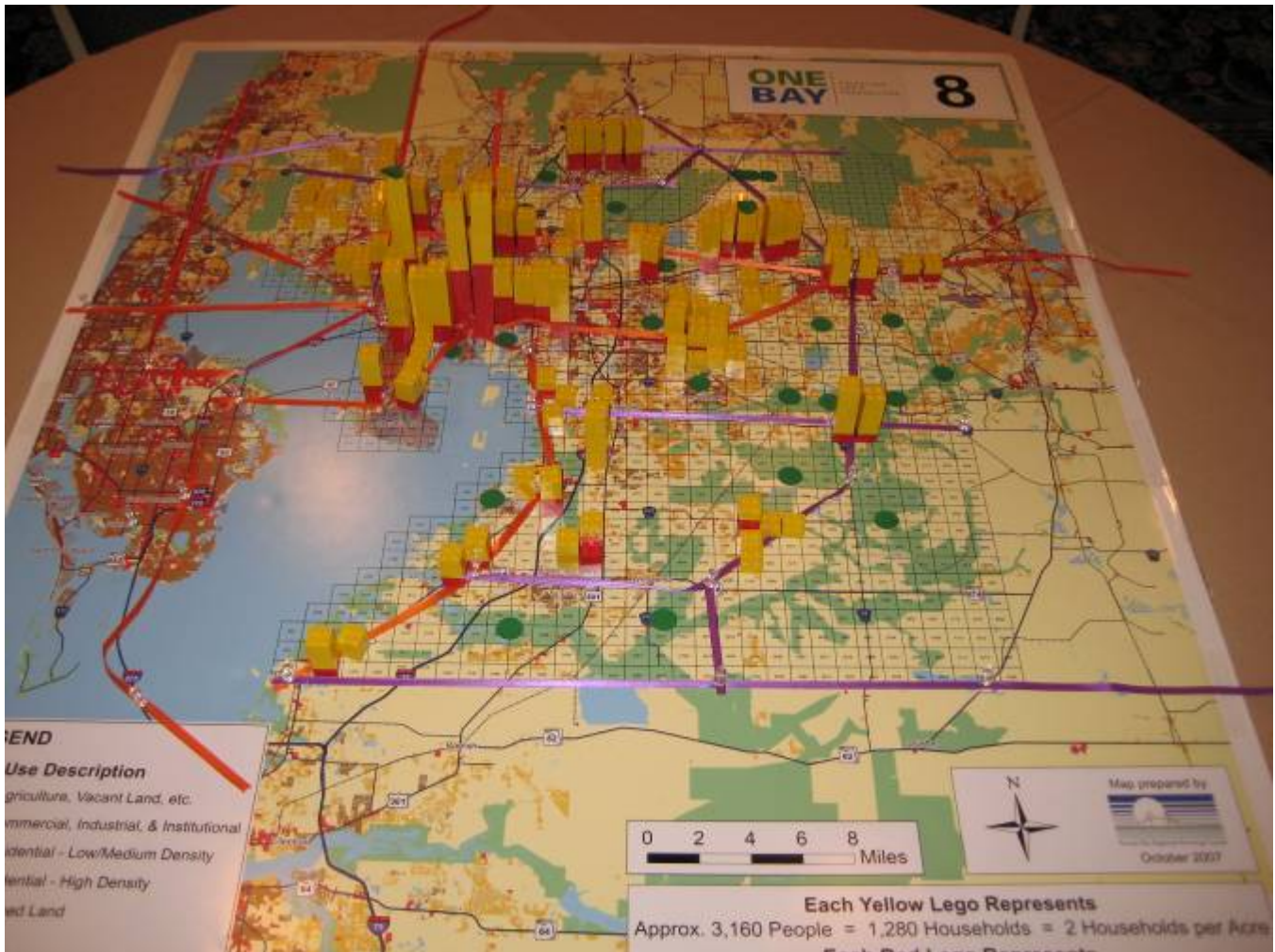
Bold Ideas/Implications:

- Public transportation
- Focus growth around mass transit
- Provide external relief (bypass) to internal roadways
- Higher densities than traditionally experienced

Table 8

Guiding Principles:

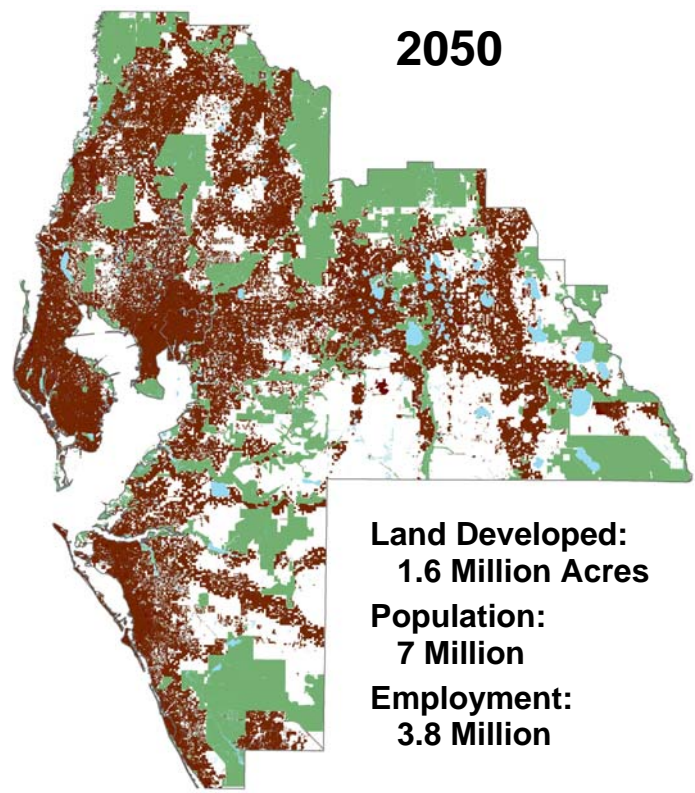
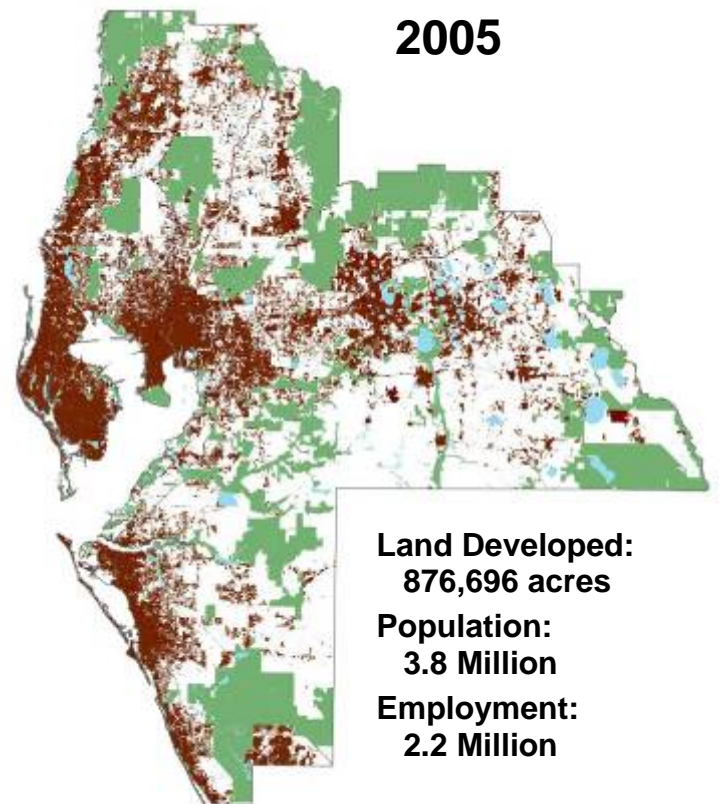
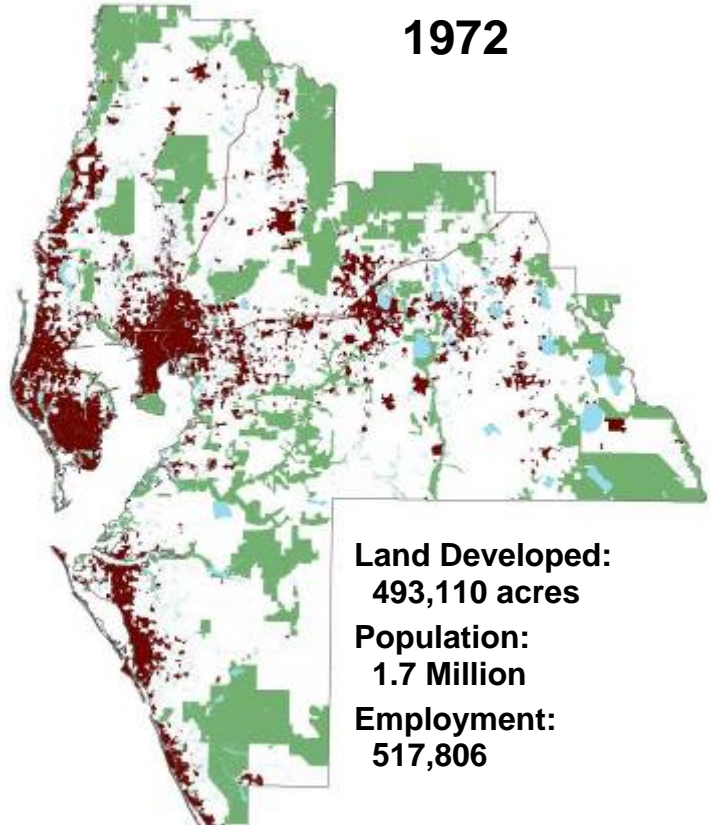
- Maximize mobility through multi-modal transportation – countywide
- Create sense of place/community through mixed-use development for live, work, play. Preserve individual community's historic character.
- Strengthen economic development through bringing in new businesses.



Bold Ideas/Implications:

- High infrastructure cost
- Relocation of business centers
- Outer beltway
- East-West transportation connectors in North & South County
- Transit Oriented Development (TOD)

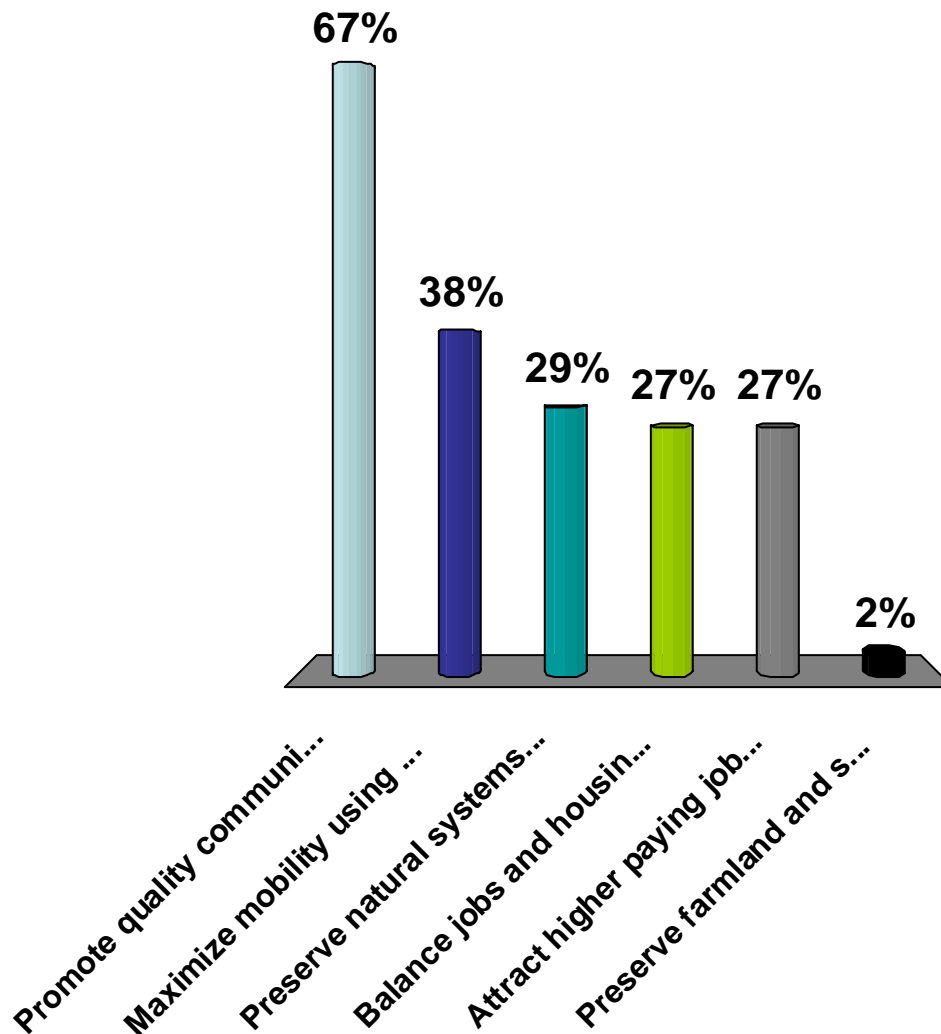
Developed Lands:



Guiding Principles:

Prior to the start of the exercise, participants voted on the top two guiding principles that resulted from the Reality Check event in May.

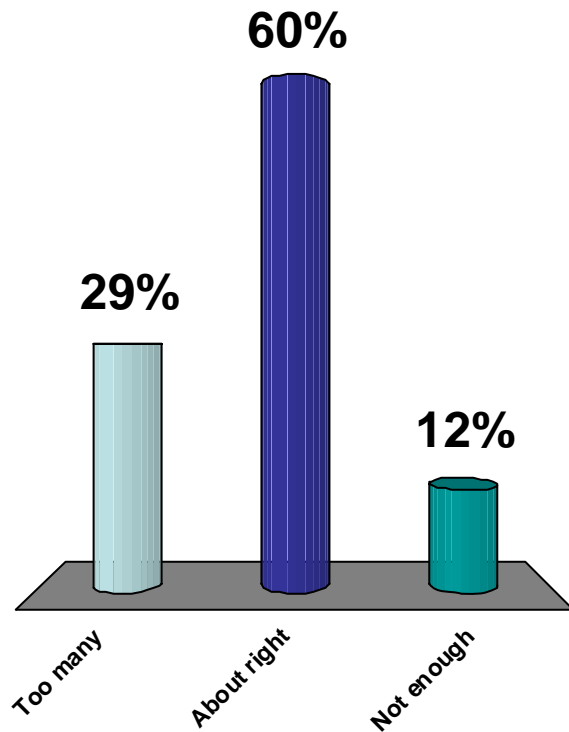
- Promote quality communities to create a sense of place by uniquely clustering higher density mixed-use development, organized around transportation corridors.
- Maximize mobility using multi-modal transportation.
- Preserve natural systems, emphasizing connectivity and sustainable water supplies.
-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



Interactive Polling:

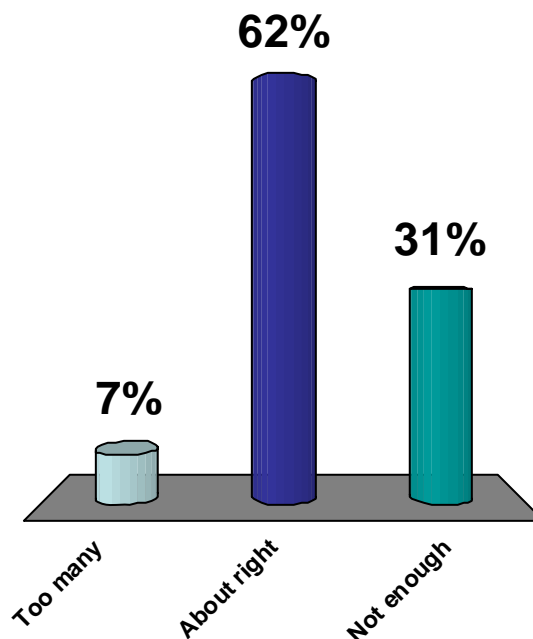
How do you feel about the number of yellow Legos® provided in the exercise as a representation of future population?

1. Too many
2. About right
3. Not enough



How do you feel about the number of red Legos® provided in the exercise as a representation of future employment (jobs)?

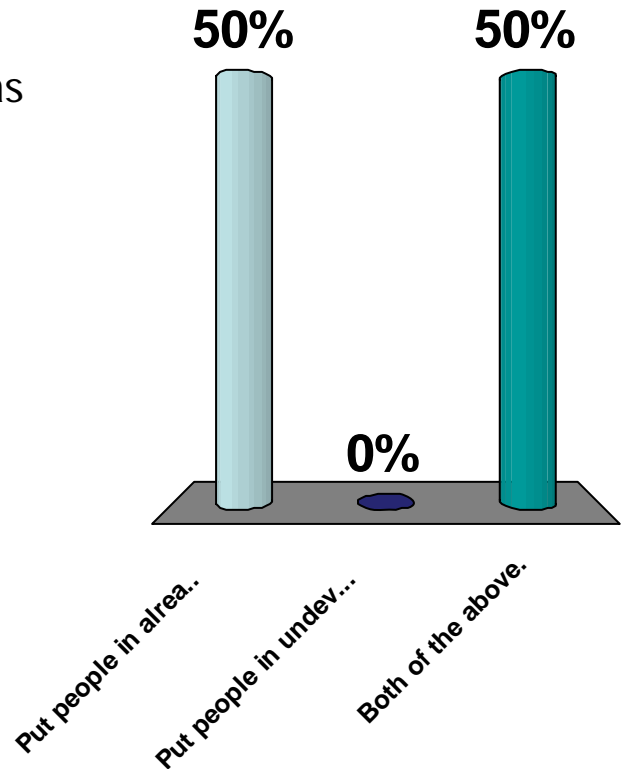
1. Too many
2. About right
3. Not enough



Interactive Polling:

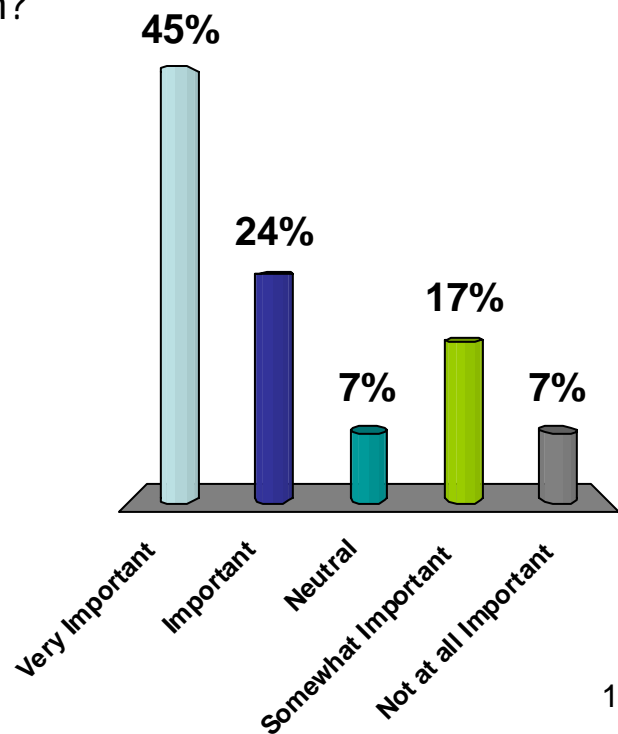
What would be the best way to fit three (3) million more people into the Tampa Bay region?

1. Put people in already developed areas
2. Put people in undeveloped areas
3. Both of the above.



How important is retaining the character of rural communities in the Tampa Bay region?

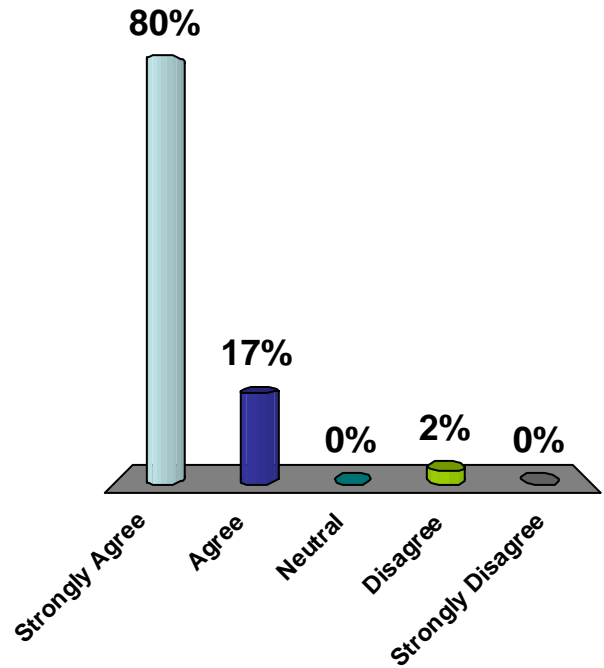
1. Very Important
2. Important
3. Neutral
4. Somewhat Important
5. Not at all Important



Interactive Polling:

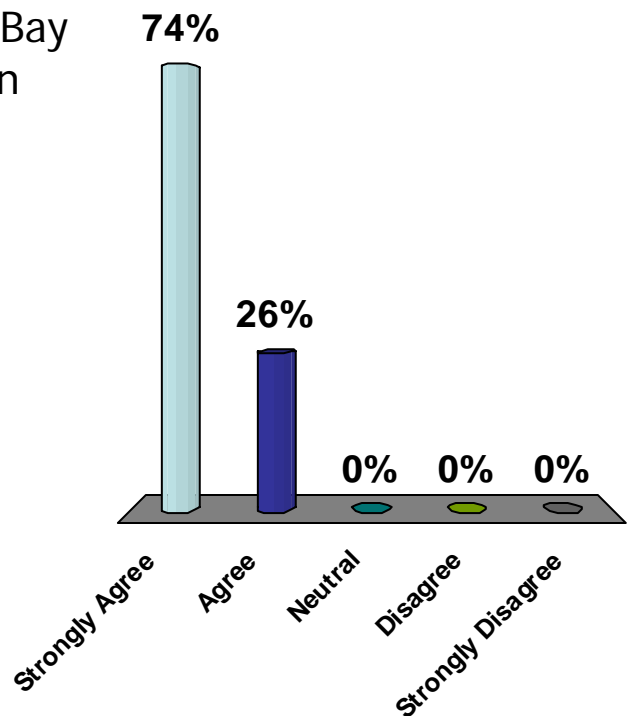
The quality of life in the region can be preserved or improved with planning and visioning.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Most future residential, employment, and retail development in the Tampa Bay region should occur in mixed-use town centers and along corridors.

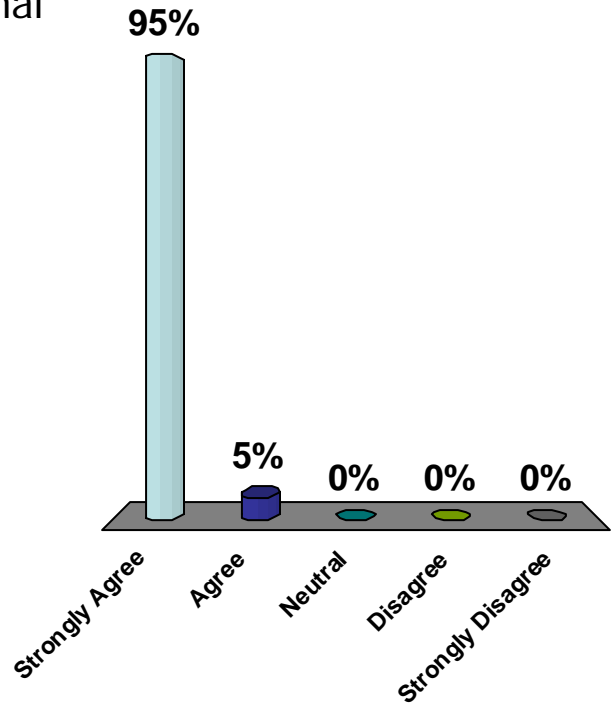
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Interactive Polling:

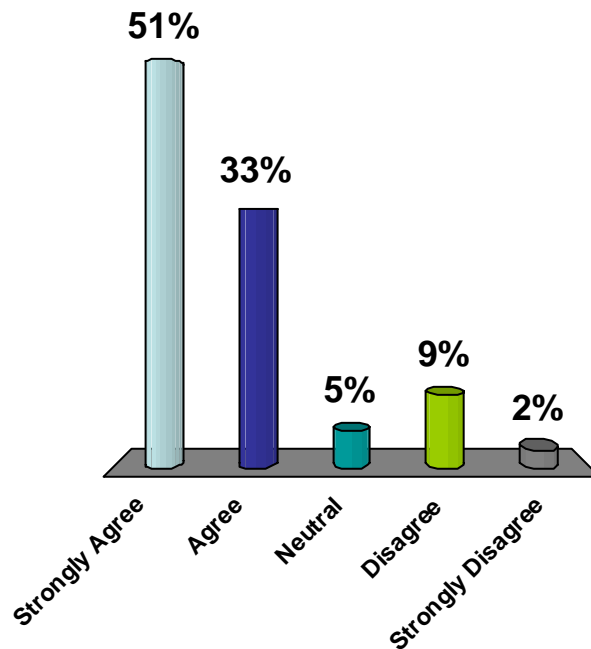
Cities and Counties should adopt a regional strategy to guide future development

- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree



Any growth strategy for the region and my community should incorporate neighborhood plans developed through a formal process that involves neighbors and the City/County Planning Departments.

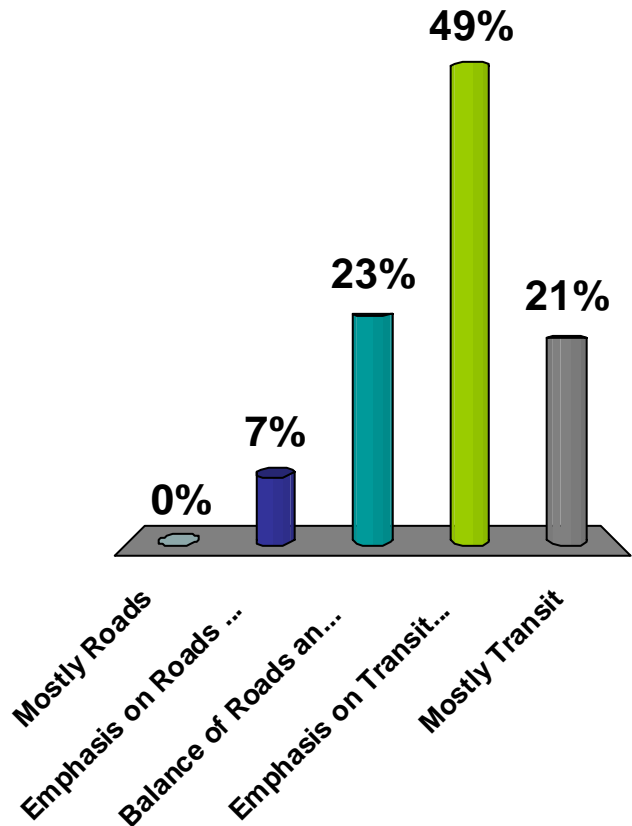
- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree



Interactive Polling:

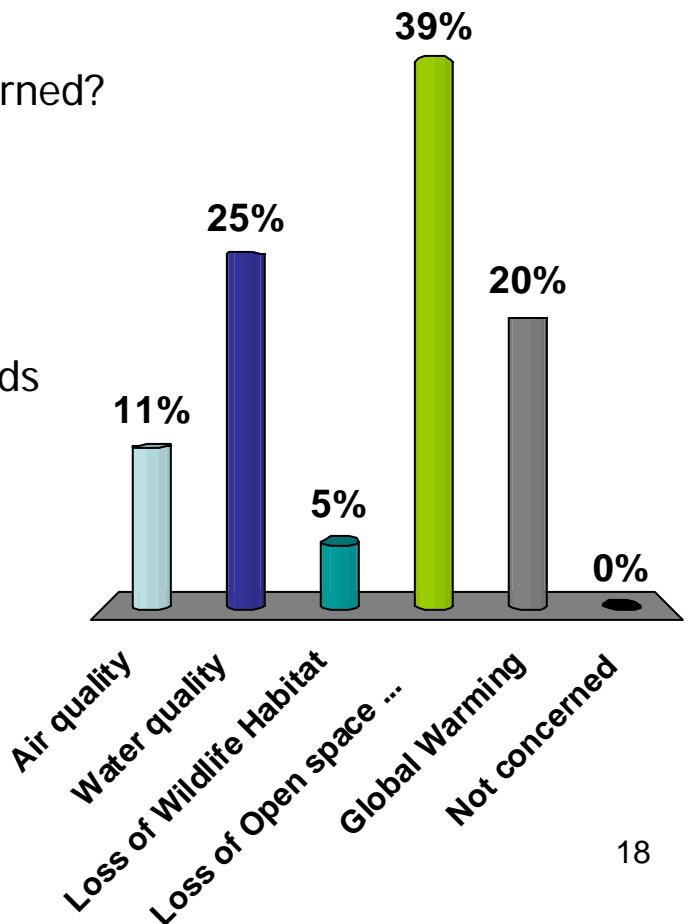
What do you think should be the focus of future transportation investment?

1. Mostly Roads
2. Emphasis on Roads with Some Additional Transit
3. Balance of Roads and Transit
4. Emphasis on Transit with Some Additional Roads
5. Mostly Transit



Which of the following aspects of the environment are you most concerned?

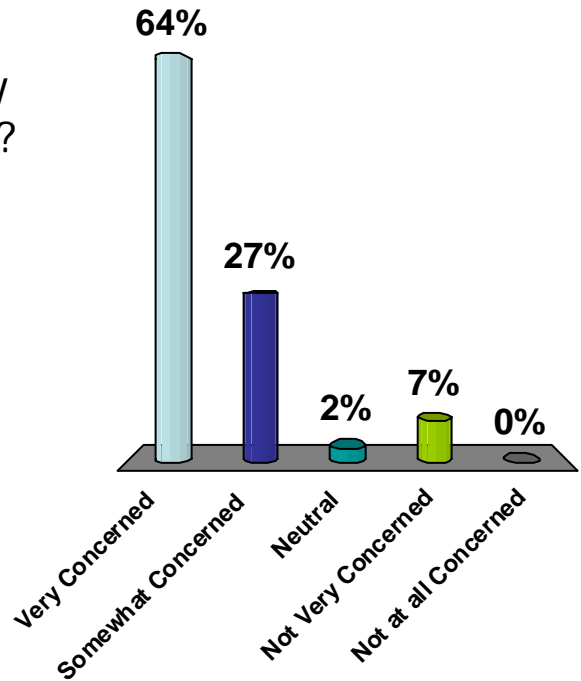
1. Air quality
2. Water quality
3. Loss of Wildlife Habitat
4. Loss of Open space and Wetlands
5. Global Warming
6. Not concerned



Interactive Polling:

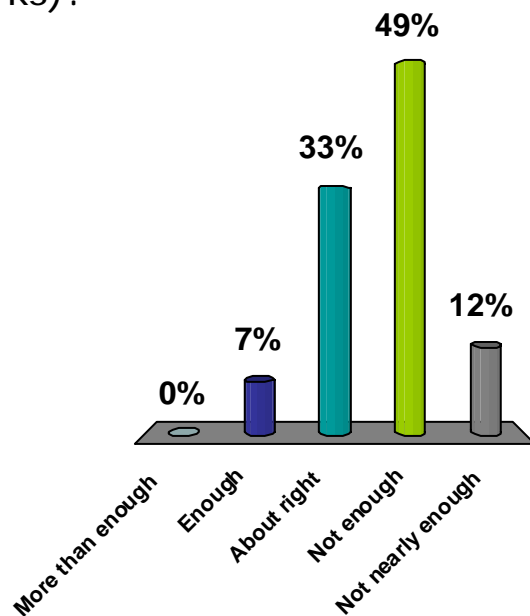
How concerned are you that the region will have adequate drinking water supply to sustain anticipated population growth?

- 1. Very Concerned
- 2. Somewhat Concerned
- 3. Neutral
- 4. Not Very Concerned
- 5. Not at all Concerned



Do you feel the Tampa Bay region has enough open space and recreation areas (parks)?

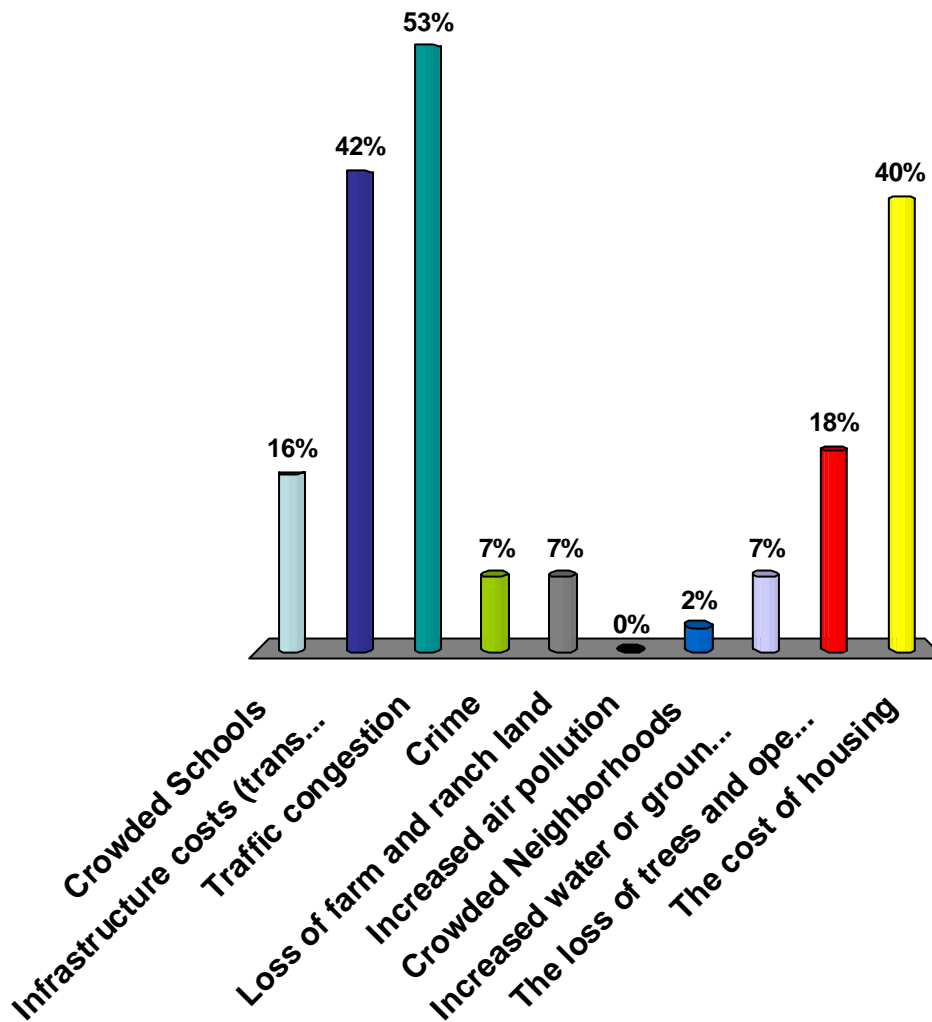
- 1. More than enough
- 2. Enough
- 3. About right
- 4. Not enough
- 5. Not nearly enough



Interactive Polling:

What are your top two (2) concerns with population growth?

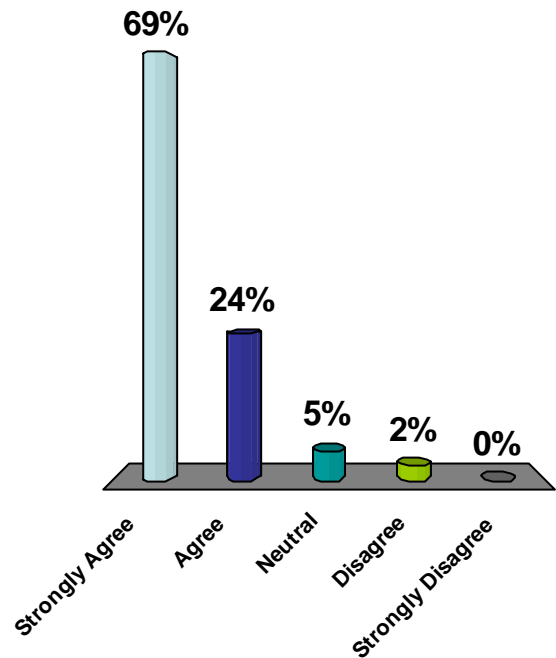
1. Crowded schools
2. Infrastructure costs (transportation, water, sewer, etc.)
3. Traffic congestion
4. Crime
5. Loss of farm and ranch land
6. Increased air pollution
7. Crowded neighborhoods
8. Increased water or groundwater pollution
9. The loss of trees and open space
0. The cost of housing



Interactive Polling:

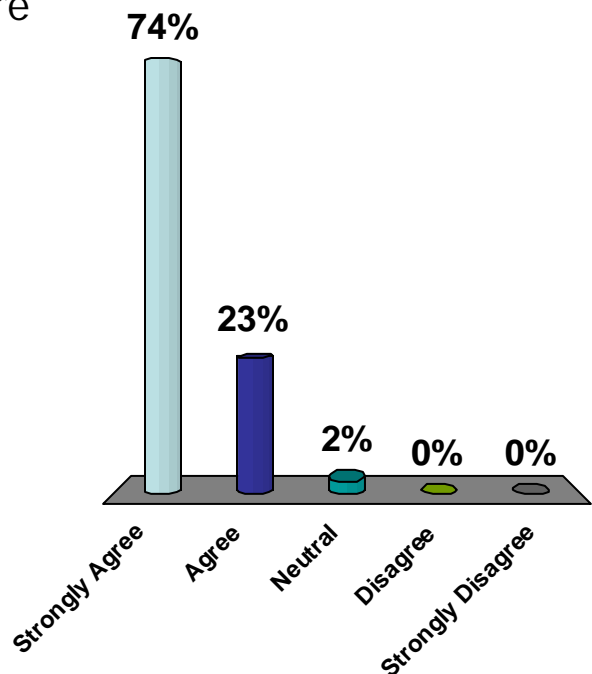
Blighted areas should be redeveloped before using open space for new development.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Neighborhoods with higher density are okay if they are well designed and provide open space

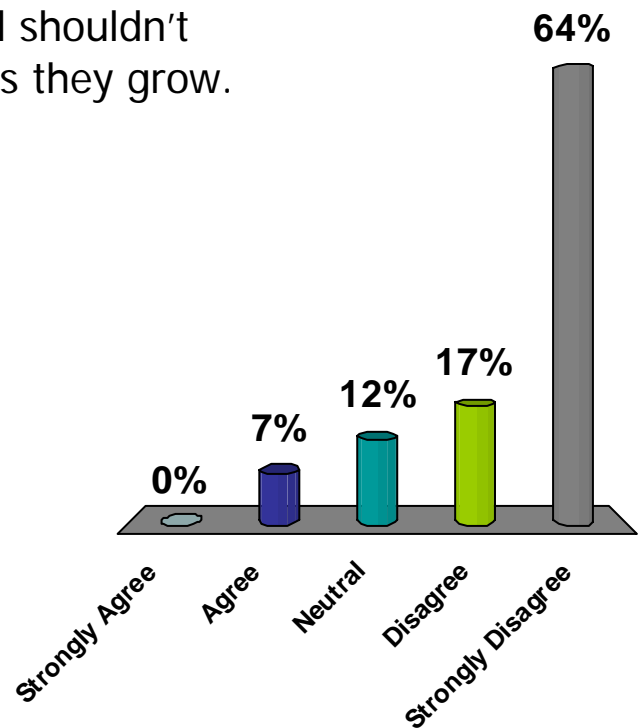
1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Interactive Polling:

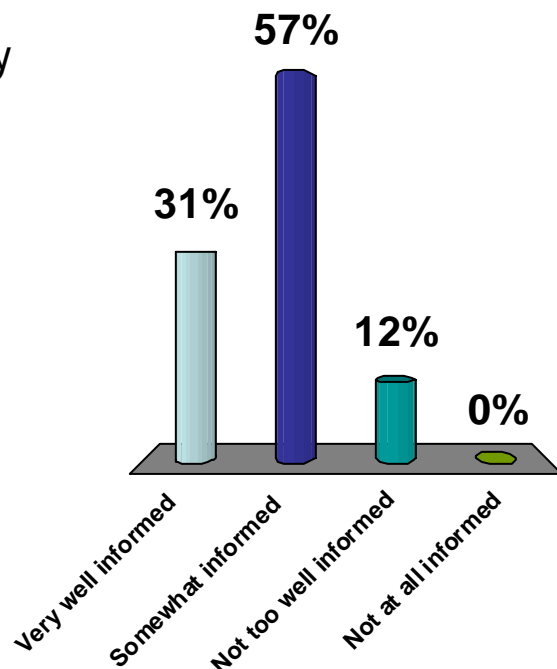
We have plenty of room in Florida and shouldn't worry about the cities spreading out as they grow.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



When it comes to being informed about growth, land use, transportation, and environmental issues in the Tampa Bay region, are you...

1. Very well informed
2. Somewhat informed
3. Not too well informed
4. Not at all informed



*One Bay – Hillsborough County Workshop
October 24, 2007*





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www.myONEBAY.com



Our region's future should be a matter of choice – not chance.

The Tampa Bay region is expected to grow by 2.0 million residents by 2030 and double in population by the year 2050 to over 7 million people. Growth in the Tampa Bay region will come primarily from new residents attracted by the region's hot economy and diverse communities. By accommodating growth in different and better ways, we can harness the vitality of the region's growth allowing choices to fulfill life's possibilities for all, now and in the future.

By embracing quality growth for the region, we can create more housing choices closer to jobs, provide a variety of transportation choices, preserve green space and access to the natural environment.

Continued growth and development involves many choices, where people live, how our interconnect our transportation systems, how to balance economic and environmental needs, and how we will create communities where all citizens can attain the highest quality of life.

Every citizen has an interest in making our growing Tampa Bay community a better place, now and in the future. Please join us in this endeavor...

Creating a shared regional vision to guide projected growth in land use, transportation and environmental preservation.

ONE BAY is a diverse network of leaders, community and economic development experts and resources, all aligned to help the community address the opportunities and challenges of growth and development.

The marquee partners from Reality Check (The Tampa Bay Regional Planning Council, Tampa Bay Estuary Program, Southwest Florida Water Management District, Tampa Bay Partnership, and the Urban Land Institute Tampa Bay District Council) will continue to provide the leadership for ONE BAY. The ONE BAY project will be housed under the Tampa Bay Partnership's Regional Research & Education Foundation directed by leadership of the Vision21 Steering Committee.

Community Principles for Growth:

The following guiding principles were developed at the Reality Check Tampa Bay exercise:

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

ONE BAY: Fulfilling Life's Possibilities

Implementation Plan

The implementation and creation of a shared regional vision will be developed over the next 12-18 months utilizing guiding principles and scenario planning.



First 100 Days – Reality Check Outreach Analysis & ONE BAY Structure (May 2007 - August 2007)

- Finalize Guiding Principles
- Media and Outreach Communications to Participants/Counties & Cities/Organizations
- Compile data and summary report resulting from Reality Check Tampa Bay.
- Formalize ONE BAY organizational structure including working committees.
- Develop work plan and budget for ONE BAY
- Build Base Case and DRAFT Alternative Growth Scenarios
- Develop the indicators in the scenarios to identify the impacts growth will have on land use, mobility and the environment.
- Conduct scenario analysis and define four scenarios for public input and measurement; conduct sub-regional workshops (September/October)



Next 100 Days – Citizen Input & Outreach (September 2007 – December 2007)

- Develop a targeted outreach campaign engaging and obtaining input from community leaders, elected officials, and citizens on draft scenarios
- Conduct Sub-Regional Workshops in each of the seven-counties to obtain further input into each county's desired growth pattern and input on draft alternative growth scenarios.
- Refine scenarios with national peer review and analysis
- Organize partnerships with community leaders and organizations who are working regionally in the areas land use, transportation, and the environment.

Phase III - Making Choices for our Future Growth

(January 2008 – May 2008)

- Extensive public outreach campaign targeted to invite all citizens to learn and choose a scenario (vision) for our region.
- Work closely with elected officials, planning departments, stakeholders to ensure community adoption of the regional vision.
- Provide the tools needed by the communities to make decisions about growth, development and preservation
- Continue outreach to ensure implementation of the vision.



Sponsors are essential to the success of this important public-private partnership for the Tampa Bay region. Your contributions will ensure that the implementation work plan can be completed and that the results can be shared widely throughout the region. Contributions to ONE BAY will be used:

- To conduct outreach to thousands of citizens from all seven counties.
- For technical analysis and expertise.
- To develop partnerships and programs that furthers the mission of ONE BAY.

ONE BAY sponsors will receive the following marketing benefits with additional opportunities tailored to meet the needs of each organization:

Titanium Sponsors (\$25,000)

- Logo recognition in ONE BAY publications, on the website and at all events
- Invitations to participate in the Advisory Board and task forces supporting the project
- Five (5) complimentary registrations for ONE BAY hosted events

Platinum Sponsors (\$10,000) receive:

- Premier-level recognition in ONE BAY publications, on the website and at all events
- Invitations to participate in task forces supporting the project
- Five (5) complimentary registrations for ONE BAY hosted events

Gold Sponsors (\$5,000) receive:

- Recognition in ONE BAY publications, on the website and at all events
- Invitations to participate in task forces supporting the project
- Three (3) complimentary registrations for ONE BAY hosted events

Silver Sponsors (\$2,500) receive:

- Recognition in ONE BAY publications, on the website and at selected events
- Invitations to participate in task forces supporting the project
- One (1) complimentary registration for ONE BAY hosted events

Bronze Sponsors (\$1,000) receive:

- Recognition in ONE BAY publications and on the website
- Invitations to participate in task forces supporting the project

Sub-Regional Workshop Sponsors (\$1,500) receive:

- All Bronze level benefits, plus:
- Signage at the designated workshop sponsored and a speaking role at the workshop. Workshops will be held in late September/early October in each county.



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"Looking forward far enough that you get a concept of what you want your region to look like...and setting strategies to move in that direction." (Robert Grow, Envision Utah)

Sponsorship Opportunities

We want to support the work of ONE BAY as a Sponsor!

- At the Titanium level (\$25,000)
- At the Platinum level (\$10,000)
- At the Gold level (\$5,000)
- At the Silver level (\$2,500)
- At the Bronze level (\$1,000)
- A Sub-Regional Workshop (\$1,500): County: _____
- With a sponsorship of another amount: \$_____

This is our choice for making the contribution:

- A check to "Tampa Bay Partnership Regional Research & Education Foundation" is enclosed.
- Credit Card Payment (MasterCard/Visa only)
- Please bill us.

Payment is due within 60 days of commitment.

Please provide a digital version of our logo to be used in ONE BAY materials.

The primary contact person regarding this sponsorship is:

Name: _____ Title: _____

Company or Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email address: _____

Please mail, fax or email this form to the address below. Should you need additional information, please contact Elisa DeGregorio, Tampa Bay Partnership (813) 872-2810 or edegregorio@tampabay.org.
Thank you for your involvement and support!



4300 W Cypress Street, Tampa, FL 33607
TEL: 813-878-2208 FAX: 813-872-9356

www.myonebay.com

Marquee Partners



ULI Tampa Bay



Urban Land Institute Tampa Bay District Council: The Urban Land Institute regional visioning program assists District Councils as they plan, build upon, and implement regional exercises and visions. "Reality Check," a one-day participatory visioning exercise created by ULI Los Angeles and inspired by Envision Utah, is an important tool available to District Councils to engage regional leaders in a regional dialogue on growth issues.

Tampa Bay Partnership Regional Research & Education Foundation: Tampa Bay Partnership Regional Research & Education Foundation serves as the project manager for Reality Check Tampa Bay. In 2005, the Foundation created a long-term visioning steering committee and recruited 21 business leaders and wide-ranging thinkers to help develop this visioning process. This group is charged with researching 1) where are we now; 2) where are we going (trend analysis); 3) where do we want to go (scenario planning); and 4) how do we get there (implementation and action).

Tampa Bay Estuary Program: The Tampa Bay Estuary Program (TBEP) was established in 1991. TBEP coordinates the overall protection and restoration of the bay. Tampa Bay is one of 28 estuaries in the National Estuary Program; others in Florida are Sarasota Bay, Charlotte Harbor and Indian River Lagoon.

Southwest Florida Water Management District: The mission of the Southwest Florida Water Management District is to manage water and related natural resources to ensure their continued availability while maximizing environmental, economic and recreational benefits. Central to the mission is maintaining the balance between the water needs of current and future users while protecting and maintaining water and related natural resources which provide the District with its existing and future water supply.

Tampa Bay Regional Planning Council: The Tampa Bay Regional Planning Council was established as Florida's first regional planning council in 1962. TBRPC brings together governments to coordinate planning for the community's future and provide an opportunity for sharing solutions among the 43 jurisdictions in the Tampa Bay region.