

TAB 4



City of Palmetto Agenda Item

Meeting Date

9/26/2011

Presenter: Mark Barnebey/Lorraine Lynn

Department: Legal and Planning

Title: One Bay Resolution

The attached resolution is intended to recognize that the City of Palmetto supports the One Bay Regional Vision. This vision was created with input from several thousand citizens and a variety of local businesses and government entities throughout the Tampa Bay Region. A copy of the One Bay Vision and resolution is attached.

Budgeted Amount: 0 **Budget Page No(s):** **Available Amount:** 0 **Expenditure Amount:** 0

Additional Budgetary Information: _____

Funding Source(s): _____ **Sufficient Funds Available:** Yes No **Budget Amendment Required:** Yes No **Source:** _____

City Attorney Reviewed: Yes No N/A **Advisory Board Recommendation:** For Against N/A **Consistent With:** Yes No N/A

Potential Motion/Direction Requested: Motion to approve Resolution 2011-33

Staff Contact: Mark Barnebey and Lorraine Lynn

Attachments: One Bay Final Vision

**CITY OF PALMETTO
RESOLUTION NO. 2011-33**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF PALMETTO,
FLORIDA, DECLARING SUPPORT FOR THE ONE BAY REGIONAL VISION.**

WHEREAS, the Tampa Bay region is expected to almost double in population by the year 2050 and add an additional 1.5 million jobs; and

WHEREAS, a regional vision for the Tampa Bay region is critical for community livability, economic prosperity and environmental sustainability; and

WHEREAS, a regional vision crosses municipal and county boundaries; and

WHEREAS, a regional vision includes input from all stakeholders within the public, private, not-for-profit industries and community organizations; and

WHEREAS, the ONE BAY Regional Vision was created with the input of over 10,000 citizens across the region through workshops, educational forums, presentations, surveys and polls; and

WHEREAS, ONE BAY is a true example of a public private partnership whose leadership consists of the Southwest Florida Water Management District, the Tampa Bay Area Regional Transportation Authority, the Tampa Bay Estuary Program, the Tampa Bay Partnership Regional Research and Education Foundation, the Tampa Bay Regional Planning Council, and the Urban Land Institute Tampa Bay District Council.

NOW, THEREFORE, be it resolved by the City Commission of the City of Palmetto that:

1. The ONE BAY Regional Vision is supported and a commitment is made to work to integrate the vision's principles and recommendations into the City of Palmetto Comprehensive Plan and future growth decisions.
2. Recognizing that ONE BAY has input from thousands of stakeholders, the City of Palmetto supports the ONE BAY recommendations as:
 - Support environmentally sustainable growth, protection of water resources, and energy conservation.
 - Create jobs through sustainable economic development practices and fostering quality communities.
 - Support increased diversity in housing options for families and individuals.
 - Encourage compact and mixed-use development.
 - Promote transit and transit-oriented development.
 - Encourage preservation of open space and agricultural land.
3. This Resolution shall become effective immediately upon its passage.
4. All Resolutions and parts of Resolutions in conflict herewith are repealed.

PASSED AND DULY ADOPTED, in regular session, by the City Commission of the City of Palmetto, with a quorum present and voting, this 26th day of September, 2011.

CITY OF PALMETTO, FLORIDA
BY AND THROUGH THE CITY
COMMISSION OF THE CITY OF
PALMETTO

By: _____
SHIRLEY GROOVER BRYANT, MAYOR

ATTEST: JAMES R. FREEMAN

By: _____
City Clerk

ONE BAY

LIVABLE
COMMUNITIES

A SHARED REGIONAL VISION FOR
TAMPA BAY

www.myonebay.com



Southwest Florida
Water Management District



tampaBAY
partnership
A REGIONAL PARTNERSHIP
FOR LIVABLE COMMUNITIES



ULI Urban Land
Institute
Tampa Bay



About ONE BAY: Livable Communities

Dear Tampa Bay citizens:

For the past 2 ½ years, the *ONE BAY: Livable Communities* initiative has drawn upon thousands of citizens to create a shared regional vision to plan where future population and employment growth should occur based upon responsible land use, mobility, economic, and environmental sustainability.

What started as a Lego® exercise in Reality Check turned into a continuing opportunity to seek input from residents on what our region could, if not should look like in the future. When considering the long-term impacts of continuing to grow as we have in the past, residents emphatically told us that “business as usual” was no longer acceptable. Rather, they wanted to focus on new patterns for development that ensured that our natural resources – water quality and availability – were sustainable over the long-term. They want convenient alternative transportation choices to the car. They want jobs, especially jobs closer to home. And finally, they want homes that fit their lifestyle.

The ONE BAY Vision was created with the input of over 10,000 citizens across the region through workshops, educational forums, presentations, surveys and polls. The ONE BAY Vision offers regional leaders the opportunity to develop short- and long-term strategies as they make important decisions about the built environment, natural environment and mobility in the region.

Our communities and neighborhoods have long provided a distinct “sense of place” for Tampa Bay residents. This vision, implemented responsibly, can sustain these values while still accommodating any increase in population and jobs in the future.

We want to thank everyone who joined ONE BAY in providing feedback to the vision and we look forward to working together in the future. We invite you to visit our website at www.myonebay.com to learn more.

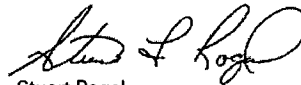
Sincerely,



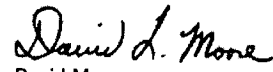
Dan Mahurin
Chair, ONE BAY
Chairman, President & CEO
SunTrust Bank, Tampa Bay



Scott Shimberg
Chair, ULITampa Bay
President/CEO
Hyde Park Builders



Stuart Rogel
President
Tampa Bay Partnership



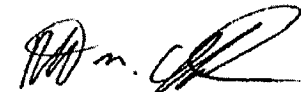
David Moore
Executive Director
Southwest Florida Water



Manny Pumariega
Executive Director
Tampa Bay Regional
Planning Council



Holly Greening
Executive Director
Tampa Bay Estuary Program
Management District



Bob Clifford
Executive Director
Tampa Bay Area Regional
Transportation Authority

A collaborative partnership.

ONE BAY: Livable Communities is a diverse partnership of private and public leaders aligned to facilitate a regional visioning process to achieve a sustainable, high-quality Tampa Bay region for decades to come.

It is an equal partnership of the following regional organizations: Tampa Bay Regional Planning Council, Tampa Bay Estuary Program, Southwest Florida Water Management District, Tampa Bay Partnership Regional Research & Education Foundation, Tampa Bay Area Regional Transportation Authority, and the Urban Land Institute Tampa Bay District Council.

Since 2007, ONE BAY has reached out to more than 10,000 citizens across the seven-county region through a series of events to help define and express their vision for Tampa Bay's next 40 years.

Southwest Florida
Water Management District



tampaBAY
partnership
A COMMITMENT TO RESPONSIBLE DEVELOPMENT



ULI
Urban Land
Institute
Tampa Bay



Why ONE BAY?

A look back.

What would Tampa Bay look like today if leaders hadn't recognized the potential of the University of South Florida and Tampa International Airport? Just 50 years ago, USF was wide-open

land in the middle of nowhere and TIA consisted of a couple of abandoned airstrips after World War II. Through visionary leaders, these are two economic engines that today are an integral part of our community that dramatically shape the quality of life for everyone who lives here.



1972

Environmental and water supply protection.

The rapid development of the Tampa Bay region over the past fifty years has increased citizens' concerns over protecting the scarce natural resources and drinking water supply. The exercises and public participation during the ONE BAY process has demonstrated that the region can accommodate its future housing and commercial development needs and still protect the region's natural assets.

Increased congestion.

If development patterns continue to sprawl as they have over the past fifty years, our already congested highways will only get worse. Alternatives to the automobile and development that provides well-designed, diverse places to live, work and play in close proximity will be critical to the future prosperity of the region. *Forbes* magazine recently ranked Tampa Bay as the nation's worst city for commuters.



Global competitiveness.

As the world population grows and economies become increasingly more complex, the regions of Florida are being both pushed and pulled into conversations about regional connectivity and economic co-dependence. More than 75% of the nation's population and economic growth by 2050 is expected to take place in 11 emerging megaregions. Megaregions are large connected networks of metropolitan areas that maintain economic, environmental, cultural and functional linkages.

The Florida Megaregion stretches from Tampa Bay to Orlando to Miami and Jacksonville, is made up of 15.1 million people with a collective economic output of over \$430 billion, and is among the top 15 most productive economies in the world.

An aging nation.

Boomers - the 78 million people born between 1946 and 1964 - are key to Florida's economic future. They are expected to make up more than 30 percent of the state's population by 2015. Understanding this demographic group and its needs is imperative to our long-term future.

By 2040 single-person households will increase to 30% from 13% in 1960. Households with children will decrease to only 27% from 48% in 1960. What kind of homes will the increasing single-person and childless households desire? How will the growing aging population get around for daily needs such as food and medical care?

Energy costs.

The increasing cost of energy impacts all aspects of daily life such as air conditioning our homes and driving our cars. A shift in housing and community development patterns from the current trend can reduce demands on energy. Conservation and diversification of our energy resources will be imperative for our region to remain competitive and affordable.



2005

The future will not look like the past.

Even with a recent downward trend in population growth, demographers still believe that Florida will regain its status as one of the fastest-growing states in the nation over the next forty years. America will add 100 million people, growing to 450 million persons by 2050, faster than any other developed country except Pakistan and India. Florida's population is expected to increase to 32 million, with the Tampa Bay region doubling to seven million people.

Shift to long-term thinking.

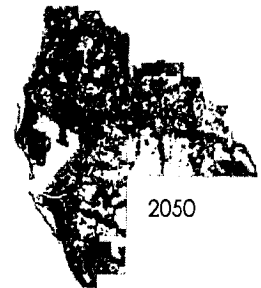
The ONE BAY effort has been an exercise in long-term thinking - beyond typical 20-25 year planning horizons of public sector entities. It has given citizens an opportunity to think beyond what short-term plans are in place, be creative and think about how our future generations may live, work and play in our region. The decisions we make now will shape the future of Tampa Bay and can improve our quality of life.

Collaboration - doing more with less.

The ONE BAY exercise punctuates the need for collaboration across jurisdictional lines so instead of physically growing together, we plan together, we work together, and now we can implement together.

Collaborative efforts have long benefited the Tampa Bay community. For example, the "water wars" of the past led to the establishment of Tampa Bay Water and the Peace River Manasota Water Supply Authority. The agencies cross jurisdictional boundaries to develop and deliver high-quality drinking water supplies and protect the sources of those supplies.

And now the Tampa Bay Regional Transportation Authority (TBARTA) is working across jurisdictional lines to create a true regional transportation system.



2050

Current Trend

What happens if our current trends continue?

The current trend scenario depicts how Tampa Bay may look if future development follows the growth patterns and trends of the past. It's the "business as usual" representation of how and where growth would likely occur if those patterns continue.

If current trends continue:

- The amount of developed land will nearly double as the population grows, requiring more than 500,000 acres to house new residents and provide them with jobs.
- Up to 200,000 acres of wetlands and wildlife habitat may be impacted.
- State and local regulations call for "no net loss" of wetlands, but mitigated wetlands or those in close proximity to development may not be as effective as those left in a more natural state.
- The value of wildlife habitat, even if protected, also may decline if connections to other habitats are lost to development.
- By 2050 travel delays will be more than twice as long as they are today.



The current trend also projects that the region's downtown areas will become more concentrated with people and jobs, but most redeveloped areas will be very similar to what we see today. The new developments will probably have extensive parks and outdoor recreational facilities, but residents will need to drive several miles to enjoy natural open space. At the same time, a continued emphasis on new construction may mean that older neighborhoods deteriorate and become even less attractive to new residents.

Transportation/Housing costs among highest in nation.

Costs for infrastructure to serve those new communities also may be more expensive than improving services in existing neighborhoods. Subdivisions and planned communities will consist of homes that are similar to each other in style and price, and their residents will need an automobile to get nearly everywhere they go.

When transportation is added to the equation, affordability will continue to be an issue. As a percent of household income, the combined

costs of housing and transportation in Tampa Bay already are among the highest in the nation. The average commute is likely to become even longer and more expensive as homes are built farther away from employment centers.

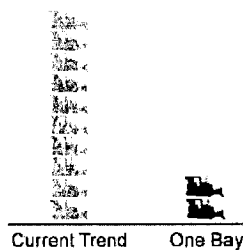
Over the past 15 years, the population grew by 30% but travel delays caused by congestion increased by more than 100%.



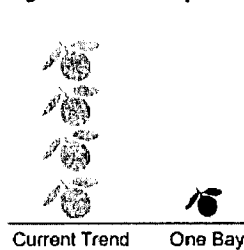
Growing together.

The current trend anticipates the ongoing development of suburban-type communities with an average density of around two homes per acre. The edges of cities will continue to blur and grow together, creating a continuous city running from downtown cores to the outer reaches of the region, generally clustered near interstate highways and major roads.

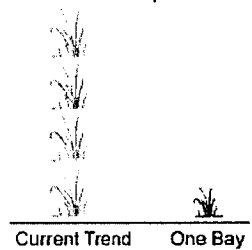
Total Land Consumed



Agricultural Land Impacted



Wetlands Impacted

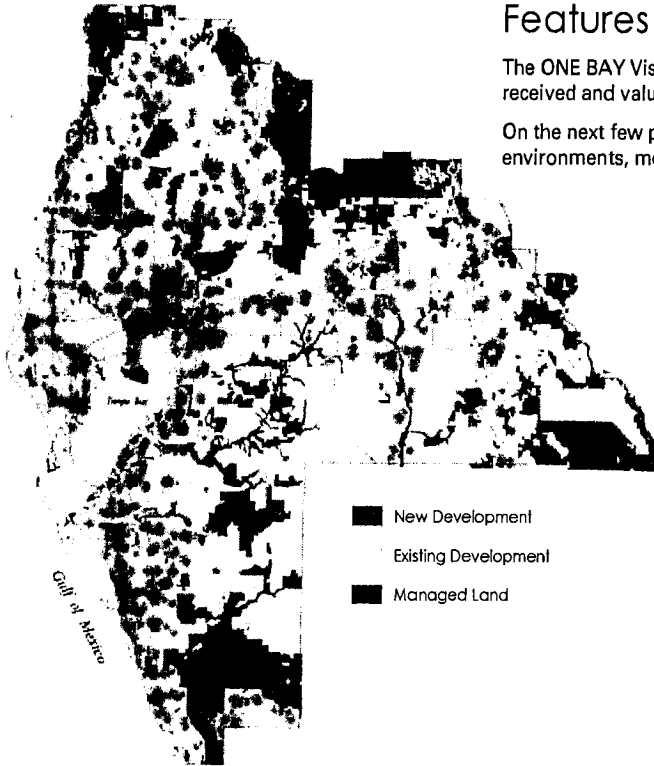


ONE BAY Vision

Features of the Vision.

The ONE BAY Vision Map and recommendations (on the back page) illustrate the feedback received and values expressed during the ONE BAY public participation process.

On the next few pages, we'll go into greater detail of the Vision for the natural and built environments, mobility, economy and energy.



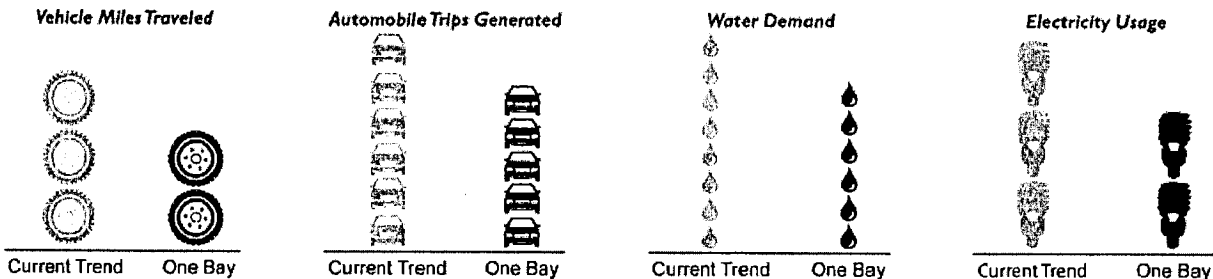
What will daily life be like?

- More housing choices closer to places to work, dine and shop.
- Transit is a real and viable alternative to driving.
- Less time in the car and improved alternatives to cars.
- Easier and safer to walk or bicycle from place to place.
- Lots of recreational opportunities and open space.
- A greater feeling of community and safety because more people know their neighbors.
- An overall sense of opportunity and possibility in a region where communities share goals and work together on common problems.

Purpose of the map.

The ONE BAY Vision Map is meant to help visualize how the guiding principles of ONE BAY could be implemented within the region. The map displays a possible pattern of development that represents the feedback received and allows for indicators to be calculated. The ONE BAY Scenario was built using nationally recognized techniques and state-of-the-art software.

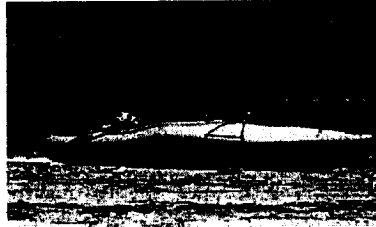
The ONE BAY Vision Map is intended to show a scenario that would attain the goals of the ONE BAY regional vision. It is critical to keep in mind that the Vision Map is NOT prescriptive and that the map does NOT forecast future development patterns.



Natural Environment

Today we are ...

- Reducing water consumption through education and conservation. (Pinellas Technical Education Centers)
- Acquiring vital natural resources for conservation. (Hillsborough County ELAPP)
- Increasing alternative water resources. (Tampa Bay Water Desal Plant)



An environment that is beloved and protected forever.

Reflecting a region-wide concern for the environment, new development patterns will result in:

- Lots of open green space, parks and trails, designed for people in the populated areas.
- The most ecologically sensitive land protected in perpetuity.
- Clean air, even as the population grows.
- Clean water in our lakes, rivers and bay.
- Sustainable water supplies, both surface and groundwater, for our region.

Open space and recreational opportunities.

Between 1972 and 2005, almost 400,000 acres of open space and agricultural land were lost to new development. The more than doubling of the region's population over this timeframe has led to many negative impacts on our environment and quality of life. Reduced air quality, strain on water resources, and loss of productive agricultural land are just a few of the many impacts.

Protected environmental land and open space naturally help to improve our air and water quality. Open space contributes to our region's character and provides economic value and recreational opportunity to us all.

Clean and diverse water bodies and supplies.

The ONE BAY Vision advocates for environmentally sustainable growth that will protect our region's natural resources and increase our quality of life. The type of growth envisioned in the ONE BAY Vision will lead

to significantly less impacts on the natural environment, including wetlands and wildlife habitat, than if the current trend is followed.

The sprawling development patterns of the past and current trend significantly increase the amount of land that is built on and paved over. This land creates surfaces that are unable to absorb and filter rainwater which leads to water pollution through increased run-off into our lakes, rivers, and ultimately the bay. A more compact and well-designed development scenario will reduce the overall footprint of new development and decrease the quantity of run-off and pollution into Tampa Bay.

Additional benefits to the natural environment from a shift to the ONE BAY Vision include a reduction in water used for lawn irrigation, more opportunities to utilize reclaimed water, and an overall reduction in the amount of wastewater that is generated in comparison to the current trend.

Continuous wildlife habitats.

One of the biggest impacts a more compact and environmentally sustainable future will have is in the amount and quality of wildlife habitat and sensitive ecosystems we are able to preserve. Wetlands and the habitat of thousands of species are impacted by new development. By growing in a more organized and compact manner, more precious habitat and land can be protected for the benefit of humans and nature alike.

Sustainable agricultural opportunities.

Many areas of open space within our region are not in their native condition but instead have been and are being used as productive agricultural land. Preservation of this land and the ability to sustain agriculture is vital to our region. Both for economics and as a source of much of the food for our region, agriculture is a key component to a sustainable region.



You told us ...
"We see a region ..."

- > "Preserving natural habitat is very important for our eco-system and for our overall well being."
- > "Without [long-term] sustainability and stewardship, the Tampa Bay areas' social, agricultural, tourism, environmental and recreational aesthetics will suffer."
- > "It's important to have a balance of environmental preservation lands and smart-sustainable growth with limited wetland impacts."
- > "Educate the public regarding the absolute importance of healthy ecosystems."

(Citizen responses from the VoiceIt campaign)



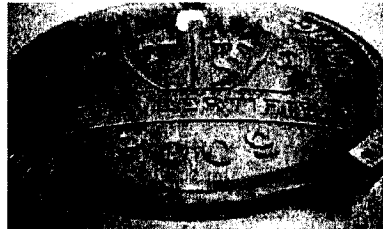
Built Environment

You told us ...
"We see a region ..."



- > "Our urban areas must become walkable villages – with mass transit – in order to encourage job growth, reduce energy costs and protect the environment."
- > "Land owners should be free to develop their properties. Government should encourage, not mandate, redevelopment of existing neighborhoods."
- > "The best way to accomplish sustainable land use is by planning higher density, mixed use communities around transit corridors; it's critically important for walkable communities, high density (lower runoff), and inner city revitalization."

(Citizen responses from the Voicelt campaign)



Well-designed centers.

An expected gain of over three million new residents and 1.5 million new jobs by 2050 presents a real opportunity in how the Tampa Bay region's built environment will look in the future. The ONE BAY Vision encourages:

- Fewer sprawling subdivisions present in the current trend.
- More focused development and redevelopment around existing and new centers.
- Centers located around transit stations that will encourage use of mass transit and reduce dependency on the automobile.
- More overall compact development patterns that will increase the diversity of housing options.
- Supporting existing communities.
- Reducing energy demands.

Diversity of housing.

Development patterns will become more compact and will allow for preservation of significant amounts of open space in comparison to the current trend scenario. While traditional single-family homes will remain available, there will be fewer single-family homes built on large lots and more homes on smaller lots. In many cases, these single-family homes will be within walking distance of enhanced centers and recreational opportunities.

Choices in housing will be increased with options to live in multi-family apartments and condos above retail businesses and offices or in townhomes and detached homes just outside the centers of activity. Local markets, restaurants, and cafes will front on the sidewalks and public gathering areas will be easily accessed by pedestrians, bicyclists, transit riders, and the automobile.

Today we are ...

- Certifying sustainable buildings – over 30 certified to date. (Dunedin Community Center)
- Developing live, work & play communities. (Westchase - West Park Village)
- Increasing community recreation with multi-use trails. (Legacy Trail)

The diverse profile of the housing market will create options that are attractive to all lifestyles and incomes.

More time for family & friends.

Transportation costs and commute times can be reduced with shorter distances traveled to reach work and non-work destinations. A decrease in the time spent commuting to and from work will allow for increased time spent at home and with family and friends.

Existing communities benefit.

Focusing on supporting existing communities will allow for leveraging of investments to maximize current infrastructure and preserve and enhance the unique character of communities throughout the Tampa Bay region. The region already has many vibrant communities and centers. The ONE BAY Vision seeks to strengthen these existing and new communities by encouraging investment in patterns that protect and enhance a high quality of life.

Energy savings.

Center-based development will allow households to save more money on energy and transportation costs, with shorter commutes and more efficient use of energy, than households in a more sprawling scenario.

A vibrant region.

The ONE BAY Vision imagines a Tampa Bay region flourishing with vibrant urban, suburban and rural lifestyles. These choices of lifestyle are enhanced by their surrounding built environment and are connected with the entire region and the natural environment. These connections are made through the increased mobility that a more compact built environment will support.

Mobility

Today we are ...

- Collaborating for seamless regional mass transit. (HART/PSTA/PCPT/MCAT/SCAT)
- Planning for "transit-ready" development sites. (TIA)
- Moving forward on high speed rail – Tampa to Orlando. (FDOT)
- Creating pedestrian friendly connections to downtown waterfronts. (Bradenton's Artisan Avenue)



Seamless, regionally integrated transportation systems.

Any complete transportation system requires balance, especially as the population and number of jobs in the metropolitan regions grow. Promoting "seamless travel" across the region, the Vision can knit the Tampa Bay region together with highways, light rail, commuter rail, bus rapid transit and express buses, plus special managed freeways lanes that provide congestion-free travel for buses, carpools and toll payers.

The ONE BAY Vision calls for:

- Greater mobility of people, products and services.
- Alternatives to cars – rapid transit, bicycle lanes, trails, sidewalks and pedestrian features, buses and shuttles.
- Transit that operates at the neighborhood, community, and regional level and is coordinated with the locations of major employers, denser areas of housing, industry clusters and other modes of transportation.
- Transportation systems that provide the level of service Floridians expect.
- Preserving open space lost during construction of new roads.
- Improved air quality by reducing emissions.

New development patterns support transit.

Denser, more populated areas will help expand our transportation choices and enhance the effectiveness of transit. In addition, clustering development around transit service improves the efficiency of the system, allowing for higher quality service, which, with supportive planning and development policies, increases property values.

Safety for pedestrians.

Feeling comfortable and safe walking from origin to destination is a critical element of regionally integrated transportation systems. Studies show that well-designed walkable environments shaped by compact development are also safer for pedestrians, an important consideration given that Florida's pedestrian fatality rate is over 85% higher than the national average.

With transit, families can choose to save.

No one expects Floridians to simply abandon their cars. The automobile will continue to provide essential mobility and flexibility for many Florida families. The cost of car ownership, however, is far from trivial and will only get more expensive.

The American Automobile Association (AAA) calculates that the annual cost in 2009 of owning and operating an automobile ranged from \$5,500 for a small sedan to nearly \$11,500 for an SUV driven 20,000 miles. The AAA's formula for 2009 sets gas prices at \$2.30 per gallon.

Using the car less or owning fewer cars can free up dollars that families can spend elsewhere. Families will have choices about how much they spend on transportation, while still getting where they want to go.

World-class regions have world-class transit systems.

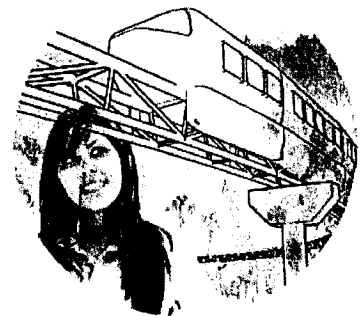
From Dallas to Beijing, Charlotte to Madrid, Denver to Salt Lake City to Phoenix and Oregon, metropolitan regions around the world realize that in order to compete, they must provide complete transportation systems that offer choices and alternatives. Twenty-three of America's large and medium-sized cities now operate modern light rail systems.



You told us ...
"We see a region ..."

- > "To build community, we have to get out of our cars and into mixed-use areas."
- > "Cycling, alternative transportation (like scooters), and mass transit that encourages dense urban growth is key to the future of our city."
- > "Protecting our natural resources and encouraging mass transit to reduce the number of vehicles on the roads are equally important."
- > "As part of the aging population that will soon no longer drive, I'd like to see more mass transit."
- > "Make more use of toll roads as a means to help pay for the infrastructure."

(Citizen responses from the Voicelt campaign)



Economy/Energy

You told us ...
"We see a region ..."



- > "We urgently need to utilize alternative energy sources such as solar and wind. These need to be made affordable, and may need to be forced on us. We can't worry about pleasing all; the common good must take priority."
- > "Use incentives and the marketplace to encourage development patterns to achieve desired goals rather than mandated government control."
- > "Encourage more sustainable businesses that understand the importance of economic growth equally partnered with the environment and community."
- > "Education and a well-educated workforce will increase employment."

(Citizen responses from the Voicelt campaign)



Economic resilience.

Largely because of the Great Recession, the nation as a whole gained almost no jobs during the last decade. From the fourth quarter of 1999 through the fourth quarter of 2009, job growth nationwide was only 0.3 percent. The 100 largest metropolitan areas, taken together, fared little better, with 1.6 percent job growth over the decade. The Tampa Bay area, while maintaining a net job growth over the last 10 year period, lags most other metropolitan areas in recovery.

The ONE BAY Vision calls for:

- Diversifying the regional economy to create a more resilient region that can better confront future downturns.
- Attracting quality businesses, and supporting our strong base of small- and medium-sized local businesses and entrepreneurs as a continuous source of innovation, job creation and economic growth.
- Supporting life-long learning for our residents, as a more educated workforce can increase a region's economic prosperity.
- Developing a collaborative network of individual, corporate and philanthropic leaders to understand the region's underpinnings of national economic trends, and promote public- and private-sector responses to the downturn, taking into account metropolitan areas' distinct strengths and weaknesses.
- Building sustainable development patterns that feature clusters of business, industry and commerce linked with an effective and efficient transportation system for workers.

The Tampa Bay region must come together and strive every day to create the kind of healthy and vibrant communities that form the foundation of the U.S. economy.

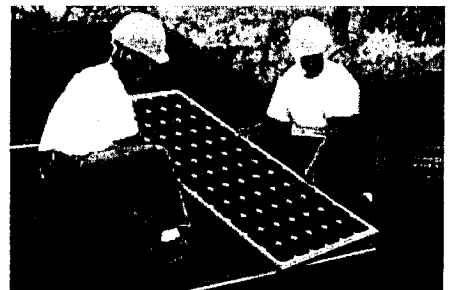
Today we are ...

- Diversifying the economy and growing existing businesses. (SRI/USAA/Draper Laboratory)
- Installing energy-saving LED traffic and street lighting. (All Counties)
- Producing energy with cleaner fuels. (TECO/Progress Energy/FP&L)

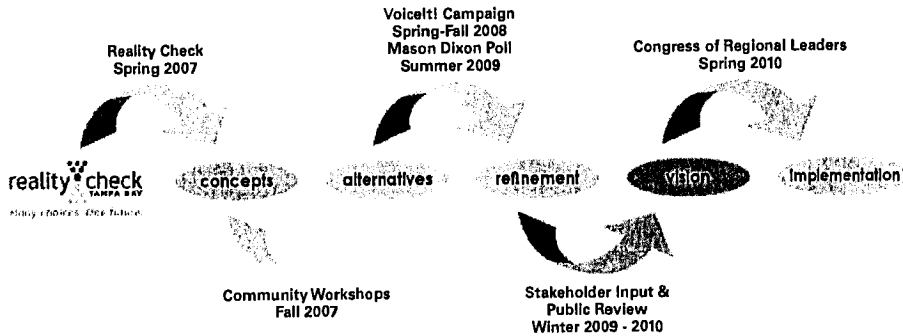
Diversity and energy resources.

The Tampa Bay region can become a stronger, more attractive region by diversifying our existing energy resources and reducing reliance on energy sources that come from outside the state and country. The ONE BAY Vision calls for:

- Responsibly planning and constructing buildings and homes that minimize energy demand and environmental impact.
- Reducing energy demand by locating jobs, housing and services closer together.
- Creating a steady supply of sustainable jobs in emerging high-growth, "green" industries.
- Reducing emissions by taking advantage of alternative fuel vehicles and creating a more effective transportation system based on modern technology.
- Developing a more energy-efficient transportation system with decreased reliance on the single-occupant automobile.
- Increased investment in renewable energy sources and decreased reliance on energy sources produced outside of the region.



How We Got Here



Reality Check Workshops

Participants in Reality Check and ONE BAY workshops built virtual communities based on priorities they decided were most important using Legos® to represent new development and ribbons for roads and transit.

Voicelt! Scenarios Campaign



In 2008, ONE BAY sought citizen input, using a grassroots, qualitative survey, on the *four distinct scenarios of potential growth patterns* of the Tampa Bay region. The scenario illustrations were presented to help convey the cause/effect relationship of different land use patterns on transportation options, environmental issues, preserving drinking water resources, preservation of agricultural land, the location of jobs vs. housing, and future housing options.

The four scenarios were conceptual and served to illustrate the Guiding Principles. Citizens were asked to offer their input and ideas on these four scenarios through ONE BAY's website www.myonebay.com or by attending one of over 70 presentations or workshops held throughout the region.

- **Scenario A:** "Business-as-usual;" described how the region may look if current growth patterns continue to exist through the year 2050.
- **Scenario B:** Derived specifically from the Reality Check workshops.
- **Scenario C:** Emphasized compact design that encourages mass transit.
- **Scenario D:** Focused on the preservation of water resources and wildlife habitat, avoiding construction in areas defined as wetlands, aquifer recharge and priority habitat areas.

More than 50 percent of the respondents (54%) identified Scenario C as the scenario that "best reflects own overall values"; followed by a "blend of scenarios" (17%); Scenario D (15%); Scenario B (10%), and Scenario A (4%).

Mason-Dixon Statistical Poll



ONE BAY commissioned Mason-Dixon

to complete a telephone survey of 1,100 adult residents of the seven-county Tampa Bay region.

Findings of this phone survey included:

- **Residents soundly reject "business as usual" when it comes to future growth in the region.** A plurality of residents support a scenario for future growth that focuses on protecting water resources (Scenario D), followed by one that emphasizes compact design along transportation corridors to preserve open space (Scenario C).
- **Employment, Public Education, Water Availability and Transportation Issues** (Traffic or Mass Transit) are considered to be the Tampa Bay region's most important issues that need to be addressed over the long-term.
- There was strong agreement among local residents that local planners should plan **future growth to minimize water demand** (89%), that they should give higher priority to **protecting water resources** than protecting open space (85%), that they should plan future growth around planned communities in order to maximize the amount of protected open space (81%) and that they should try to **reduce automobile trips** by enhancing rail and bus transit options throughout the Tampa Bay region (80%).



Our guiding principles

- > Preserving natural resources; balancing jobs and housing for an affordable quality of life.
- > Clustering higher-density developments around transportation corridors.
- > Maximizing mobility using multi-modal transportation.
- > Attracting higher-paying jobs and strengthening economic-development initiatives.
- > Preserving farmland and sustaining the role of agriculture.
- > Promoting quality communities to create a sense of place by uniquely clustering higher-density mixed-use development, organized around transportation corridors.



Moving Forward/Next Steps

We have a vision ...



- > Support for local planning processes, both existing and future, with high citizen participation as a balanced means of realizing both local and regional goals and visions.
- > Highly collaborative public/private sector dialogue, with market forces being a critical determinant in identifying and choosing courses of action.
- > A new era of public engagement – forums, voting, volunteering and civic involvement in matters that will shape our future.
- > The state of Florida, colleges and universities as partners in the Tampa Bay Region's future.
- > Unified buy-in of multi-jurisdictional effort recognizing that every governmental authority is an equal partner in the process.



Actions of partners.

- **ULI Tampa Bay**
Provide resources such as technical assistance, educational leadership and best practices for responsible land use to local governments and the development community, fostering consistent alignment with the ONE BAY vision.

- **Tampa Bay Regional Planning Council (TBRPC)**
Integrate the ONE BAY Regional Vision into the Strategic Regional Policy Plan (SRPP) and provide technical assistance to local governments wishing to make their plans consistent with the ONE BAY Regional Vision. Review local plans for consistency with ONE BAY and the SRPP.

- **Tampa Bay Partnership**
Promote understanding and support of the Vision through programming on evolving national and regional trends. Launch ONE BAY Healthy Communities and Life Long Learning initiatives as the next components of the regional Vision.

- **Southwest Florida Water Management District (SWFWMD)**
Integrate ONE BAY Regional Vision principles and recommendations into the core District responsibilities of Water Supply, Flood Protection, Water Quality, and Natural Systems.

- **Tampa Bay Estuary Program (TBEP)**
Integrate the ONE BAY Regional Vision into Charting the Course: The Comprehensive Conservation and Management Plan for Tampa Bay. Apply ONE BAY recommendations in the Estuary Program's decision-making process.


Host a community dialogue.

ONE BAY will host a Congress of Regional Leaders in the Spring of 2010 to review the Vision and recommendations for implementation.

- **Tampa Bay Area Regional Transportation Authority (TBARTA)**

Implement the TBARTA Regional Transportation Master Plan and create the framework to meet the transportation needs and desires of the region as envisioned through ONE BAY. Coordinate with local governments to ensure that land use patterns complement the efforts to develop a regional transit network.



Establish public sector support.

ONE BAY will determine a strategy to engage elected officials throughout the region to:

- Build regional consensus around locally appropriate strategies to implement the livable communities principles and recommendations of the Vision.
- Address local and regional barriers to the implementation of the Vision.
- Promote understanding and support of the Vision.
- Obtain resolutions of support from local governments in support of the Vision.

Federal sustainable communities initiative.

HUD, DOT, and EPA have formed the Partnership for Sustainable Communities. The goal of the sustainable communities initiative is to coordinate federal policies, programs and resources to align federal transportation, housing, water and other environmental infrastructure, economic and environmental policies, programs and funding. A federal sustainable communities planning grant program will be announced in the Spring 2010. ONE BAY is prepared to collaborate with our regional partners to apply and leverage this investment opportunity.

ONE BAY Vision: Recommendations

Support environmentally sustainable growth, protection of water resources, and energy conservation.



Encourage compact and mixed-use development.



Create jobs through sustainable economic development practices and fostering quality communities.



Promote transit and transit-oriented development.



Support increased diversity in housing options for families and individuals.



Encourage preservation of open space and agricultural land.



Acknowledgements

ONE BAY would like to thank all the citizens who shared their thoughts, ideas and values that assisted in the creation of this shared regional vision. We thank everyone who sponsored ONE BAY at a community, civic or governmental presentation and everyone who attended a workshop or participated in the surveys. **This has been your opportunity to help shape the way Tampa Bay will look in the year 2050 and the actions we take now – individually, as a community and as a region – will impact our future, promote our sense of community, and protect our economic vitality.**

Inspiration & Resources

- Delaware Valley Regional Planning Commission
- Envision Utah
- Envision Central Texas
- Fregonese + Associates
- myregion.org
- Smart Growth Alliance & Information Network
- Urban Land Institute
- Vision North Texas
- TBARTA Land Use Working Group
- Regional Planning Advisory Committee

Photos & Images

- Bay Area Commuter Services
- Fregonese + Associates
- Hillsborough County City-County Planning Commission
- Schifino Lee Advertising
- Tampa Bay Partnership
- Urban Advantage

Data Sources

- American Automobile Association (AAA)
- Arthur C. Nelson, Ph.D.
- Regional Economic Models, Inc.
- The Brookings Institution

For More Information:

ONE BAY: Livable Communities

c/o Tampa Bay Partnership Regional Research & Education Foundation
4300 W. Cypress Street, Suite 250
Tampa, FL 33607
www.myonebay.com

Southwest Florida
Water Management District



tampaBAY
partnership

an equal opportunity organization
dedicated to the development of
a sustainable future



Tampa Bay Regional Planning Council



Urban Land
Institute

Tampa Bay



Tampa Bay Area Regional Transportation Authority