



FACT SHEET

What is Reality Check Tampa Bay?

Reality Check is a one-day exercise designed to discuss, analyze and develop alternative growth scenarios for our rapidly growing region through 2050. Reality Check is designed to accomplish four tasks:

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

Participants will work in teams of 8 to 10 per table, negotiating with each other to create a blueprint for the growth of the region based upon actual demographic, geographic and economic data assembled specifically for the event.

Why does the region need a Reality Check?

Picture our region with double the population. Robust job creation is fueling the regional economy, and in turn, the demand for housing, school, commercial buildings and infrastructure. Experts tell us that by the year 2050 the region will have generated 1.5 million new jobs and 3.2 million new residents, requiring an additional 1.3 million housing units. Where will these new homes go? Where will our new residents and families live, work, and play?

Where did these growth projections come from?

Projections are based upon data from the U.S. Census and Regional Economic Models, Inc. (REMI). The Participants Guidebook includes detailed demographic, geographic and economic information along with specific sources. The Participants Guide contains detailed information on population growth (Pg. 38) and job growth (Pg. 41).

Who are the Marquee Partners responsible for staging Reality Check Tampa Bay?

- Urban Land Institute Tampa Bay District Council
- Southwest Florida Water Management District
- Tampa Bay Regional Planning Council
- Tampa Bay Estuary Program
- Tampa Bay Partnership and its Vision21 Steering Committee



About the Participants

As of May 17, 2007, we have 323 confirmed participants for the Reality Check exercise. Based upon population projections for the year 2050, the county breakdown is as follows (*we also have two state participants who are not included in this breakdown*):

- Hernando 13
- Hillsborough 115
- Manatee 31
- Pasco 33
- Pinellas 80
- Polk 24
- Sarasota 27

Some specifics about the participants:

- All of the 7 County Commissions are represented
- 45 cities will be represented
- 49 elected officials are participating in the exercise
- 86 are from the non-profit/community/interfaith/environmental sector
- 121 are from the private sector
- 117 are from the public sector

Participants were selected from nearly 1,000 individuals from all across our region who expressed interest in being involved with the May 18 Reality Check exercise. A thorough selection process was used to assure the 300 individuals selected were equally distributed among the public, private, and community/interfaith/not-for-profit/environmental sectors with representation from each of the seven counties. For a list of participating organizations, go to

<http://www.realitychecktampabay.org/documents/Media%20Center/Participating%20Organizations.pdf>

About the Exercise

Each table of 8-10 participants will be provided with the following:

- 1015 yellow Legos® representing residential growth.
Each yellow Lego® = 1,280 new households or 2 HH/acre
- 408 red Legos® representing employment growth.
Each red Lego® = 3,840 new jobs or 6 jobs per acre
- Orange and purple ribbon to represent new transit and roadways
- 6 foot x 7 foot map of the seven county Tampa Bay region, minus jurisdictional lines
- Facilitator (Professional facilitators have been coordinated through Collaborative Labs.)
- Scribe to record the Guiding Principles and other comments (Scribes are volunteers from various planning, economic development and governmental organizations.)

All Legos® blocks must be allocated by the end of the exercise. Participants were provided with a Participants Guidebook which contains instructions for the exercise along with demographics, information and other data specifically compiled for this event. Access a copy of the Guidebook at <http://www.realitychecktampabay.org/TheExercise/ParticipantGuidebook.aspx>.