

50 YEARS...

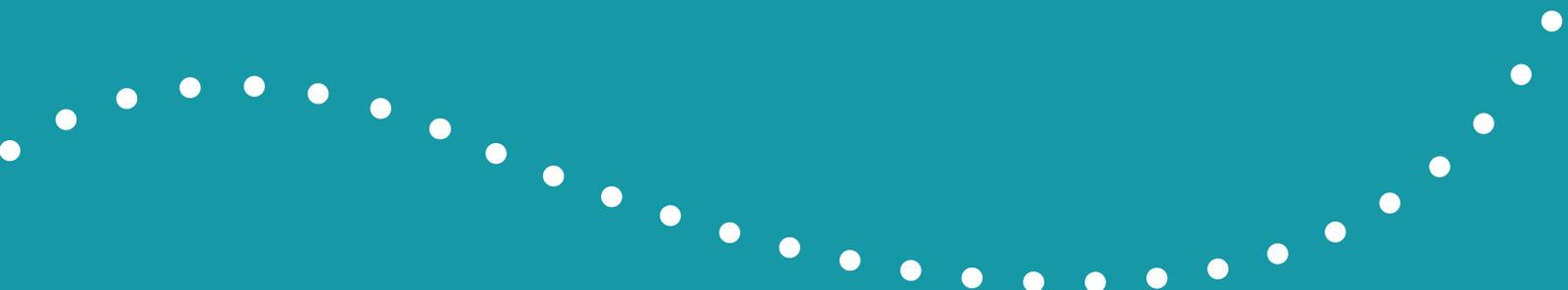
AND STILL GROWING

2014 ANNUAL REPORT



1964

50 YEARS



**PLANS
ARE
NOTHING;
PLANNING
IS EVERYTHING.**

— *Dwight D. Eisenhower*

CONTENTS



01/

LEADERSHIP'S MESSAGES

03/

WFRPC'S 50TH YEAR ANNIVERSARY

04/

FINANCIAL REPORT

05/06

TIMELINE OF EVENTS

07/

RIDEON WINS AWARD

08/

TRANSPORTATION PLANNING ORGANIZATIONS

09/

TRANSPORTATION DISADVANTAGED

10/

LOCAL EMERGENCY PLANNING COMMITTEE

11/

STATE HOUSING INITIATIVES PARTNERSHIP

12/

ECONOMIC DEVELOPMENT

13/

SAVING LIVES IN NORTHWEST FLORIDA

14/

BAY DAY 2014

15/

AIR QUALITY STANDARDS

16/

STORMWATER MARKING PROGRAM

17/

BROWNFIELDS

18/

TRANSPORTATION SYMPOSIUM

19/

JAY LIVESTOCK MARKET

20/

SOUTH SANTA ROSA BIKE/PED PLAN

21/

WFRPC NEW WEB SITE

22/

WFRPC GAINS NEW MEMBERS

23/

COUNCIL MEMBERSHIP

24/

WFRPC STAFF



CHAIRMAN'S MESSAGE



I had the great honor of serving as chairman of the West Florida Regional Planning Council during the 50th Anniversary celebration. Since 1964, the WFRPC has provided professional planning, coordinating, and advisory services to local governments, state and federal agencies, and the public to preserve and enhance the quality of life in northwest Florida.

The 50th Anniversary was celebrated at WFRPC offices with an open house and council meeting. More than 100

guests from our entire seven-county area attended the event, where the many programs and services of the planning council were on display, and staff members were available to answer questions.

This year we also celebrated with eight new members of the planning council. The cities of Bonifay, Chipley, Freeport, and Panama City Beach, and the towns of Jay, Paxton, Ponce de Leon, and Vernon all joined as members of the planning council in 2014. Regional planning councils are an important resource for local governments, providing a forum for coordination and cooperation, and we are excited with the addition of these municipalities to our regional efforts.

The WFRPC is already working to continue coordination and intergovernmental solutions to issues

facing our region. The planning council is committed to encouraging balanced growth and organized change in areas of transportation, economic, and comprehensive planning. The expertise of the staff at WFRPC gives us the opportunity to take advantage not only of their knowledge, but also of the great relationships that they have built throughout the region, and with state and federal agencies. I encourage you to familiarize yourself with WFRPC's programs and services. A key benefit of council membership is the professional technical assistance that can be conveniently provided to our region's municipalities.



Thomas W. Abbott, Chairman
West Florida Regional Planning
Council

EXECUTIVE DIRECTOR'S MESSAGE



What an exciting year at WFRPC! This year marks the 50th anniversary of the Council. In 1964, local leaders had a vision of how they wanted to see Escambia County and the City of Pensacola grow and their early desire for thoughtful planning led to many of the improvements that have sustained our quality of life in northwest Florida. Although the impetus for the Council formation was transportation improvements, the agency quickly acquired expertise in important topics

such as environmental justice, housing revitalization, air quality, wastewater improvements, and water quality.

Transportation planning is an area in which the Council has excelled during the last 50 years. Major improvements such as the Pensacola Bay Bridge, I-110 connector and Hathaway Bridge were once included in the Metropolitan (now Transportation) Planning Organization (TPO) 50-year plans. Projects considered today by elected officials will become a reality for our children and grandchildren.

Finally, the Council could not exist without the cities and counties of northwest

Florida. Our Council has assisted our local governments in meeting statutory requirements, and provided technical assistance on a wide range of projects.

On a personal note, it has been my privilege to serve the public through WFRPC. The interaction with diverse people and programs has been the strongest attraction of this organization for me. Thank you for being a huge part of my 30 years with West Florida Regional Planning Council.



Terry Joseph, Executive Director



**IF WE'RE PLANNING
FOR WHAT WE HAVE,
WE'RE BEHIND
THE CURVE.**

— Anthony Foxx, 17th United States Secretary of Transportation

WFRPC CELEBRATES 50 YEARS OF SERVING NORTHWEST FLORIDA

For 50 years, the West Florida Regional Planning Council has provided professional planning, coordinating and advisory services to local governments, state and federal agencies, and the public to preserve and enhance quality of life in northwest Florida. In 2014, we kicked off our golden anniversary with an updated logo and an enhanced web site featuring a blog and links to our social media pages on Facebook and Twitter. Then – to really celebrate – we hosted an open house on October 20th and were excited to see more than 100 guests from throughout our seven-county area!

All the programs and services of the planning council were on

display including Long Range Transportation Plans, Geographic Information Systems (GIS), Transportation Symposia, bike helmet fittings, rideOn, the Rural Work Program, Bay Area Resource Council, brownfields cleanup and reuse, HAZMAT services (LEPC), Small Quantity Generators, and SHIP housing replacement. Many were surprised at the number and diversity of programs and services we can offer to counties and municipalities.

District Director Sheilah Bowman from Congressman Jeff Miller's office read from the Congressional Record of the 113th Congress entered on behalf of our celebration

and Commissioner Wilson Robertson read the proclamation from Escambia County in honor of our event. Proclamations and resolutions of support were received from across our seven-county area. A letter of congratulations was delivered from Senator Bill Nelson.



STATS

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Walton, Bay, Holmes, Washington

PROJECT GOALS: Give members, partners, vendors and friends the opportunity to learn more about our programs, services and staff

NUMBER OF GUESTS AT EVENT: More than 100

NUMBER OF DISPLAY BOOTHS: 13

YEARS SERVING NORTHWEST FLORIDA: 50

FINANCIAL REPORT



FEDERAL

| | |
|--|--------------------|
| Federal Transit Administration | \$371,925 |
| Federal Highway Administration | \$1,623,130 |
| Economic Development Administration | \$32,250 |
| Homeland Security & Department of Emergency Planning | \$74,800 |
| TOTAL | \$2,102,105 |

80%
OF GRAND TOTAL

STATE

| | |
|------------------------------------|------------------|
| Commuter Assistance | \$150,000 |
| Transportation Disadvantaged | \$137,432 |
| FDOT Match - FTA 5303 | \$32,599 |
| Work Program Liaison | \$25,000 |
| Hazardous Materials Planning | \$40,909 |
| TOTAL | \$385,940 |

15%
OF GRAND TOTAL

LOCAL

| | |
|--------------------|-----------------|
| Council Dues | \$47,375 |
| FTA Match | \$35,683 |
| TOTAL | \$83,058 |

3%
OF GRAND TOTAL

LOCAL-SPECIAL PROJECTS

| | |
|--------------------------------------|-----------------|
| Hazardous Waste Verification | \$19,800 |
| Bay Area Resource Council | \$16,000 |
| County Hazards Analysis | \$5,725 |
| Development of Regional Impact | \$7,500 |
| TOTAL | \$49,025 |

2%
OF GRAND TOTAL

GRAND TOTAL \$2,620,128

PLANTING SEEDS IN OUR COMMUNITY

HELMET FITTING PROGRAM

Certified WFRPC staff take a hands-on approach to safety with a new FDOT helmet fitting program.

STATE HOUSING INITIATIVES PARTNERSHIP

State Housing Initiatives Partnership (SHIP) Program, administered by WFRPC, kicks off to assist low-income families with housing needs.

TRANSPORTATION DISADVANTAGED

Wheels are turning on WFRPC's management of the Transportation Disadvantaged program.

RIDEON

rideOn program launches in an effort to reduce vehicle emissions and traffic congestion in the area.

WFRPC IS PLANTED



1964

1960s

EARLY
1970s

MID
1970s

LONG RANGE TRANSPORTATION PLANNING

Planning begins for the future of the region's transportation network.

1988

1989

TRANSPORTATION PLANNING

WFRPC is at the helm of transportation planning in northwest Florida.

TRANSPORTATION SYMPOSIUM

WFRPC coordinates first regional Transportation Symposium in northwest Florida.

STORMWATER MARKING

Stormwater Marking Program gets underway with WFRPC spearheading public awareness efforts.

2007

2013

JAY LIVESTOCK MARKET

WFRPC holds a public visioning session to help plan the redevelopment of the Jay Livestock Market.

BIKE PLANNING

WFRPC starts a social media campaign and public visioning sessions to shape the future of bicycle and pedestrian planning in south Santa Rosa County.

BROWNFIELDS

WFRPC receives an EPA Revolving Loan Fund for cleanup and redevelopment of brownfields.

2005

2000

BAY DAY

First Bay Day environmental awareness event for students is coordinated by the WFRPC team.

AIR QUALITY

WFRPC educates the region about EPA air quality standards dictated by the Clean Air Act (CAA).

1999

1995

1994

ECONOMIC DEVELOPMENT

WFRPC is designated an Economic Development District (EDD) with a mission to grow the regional economy.

RIGHT-TO-KNOW ACT

The Emergency Planning & Community Right-To-Know Act is implemented by the development of a Local Emergency Planning Committee (LEPC), staffed by WFRPC, which assists emergency responders throughout the region.

... AND HELPING THEM GROW.



RIDEON WINS TRAVEL CHOICES MARKETING EXCELLENCE AWARD



In 2014, rideOn, the commuter assistance program operated by West Florida Regional Planning Council and funded by Florida Department of Transportation, won the Travel Choices Marketing Excellence Award. This award was presented by Mike Wright of FDOT to rideOn staff members Dan Deanda, Rob Mahan, and Kate Daniel at the 2014 Florida Commuter Choice Summit. The award recognizes a marketing campaign that featured two commercials, “Sick Day” and the “Proposal,” highlighting the cost savings of carpooling and vanpooling, and the benefit of the Emergency Ride Home Program, which provides a free ride home from work in the event of an emergency.

STATS

SERVICES RENDERED: Commuter assistance; ride matching; travel options

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Gulf, Jackson, Calhoun

PROGRAM GOALS:

- Improve mobility for commuters by facilitating the availability and use of alternatives to the Single Occupant Vehicle (SOV) commute including carpools, vanpools, public transit, bicycles, and walking.
- Identify and promote the use of Park and Ride facilities.
- Assist commuters and employers in the process of identifying and utilizing the most beneficial Transportation Demand Management tool for each commuter and/or workplace.
- Assist local governments and jurisdictions in identifying barriers to mobility within their communities.
- Increase the online presence and availability of ride matching software to better serve rideOn’s users.
- Increase regional awareness of transportation programs available to the public.

NOTABLE PROGRAM ACCOMPLISHMENTS: Provided 14 emergency rides home to rideOn participating commuters. The Emergency Ride Home Program provides a voucher for a free emergency ride home from work for commuters who carpool, vanpool, transit, bike or walk to work three days a week or more.

NUMBER OF VANPOOL RIDERS: 165

RIDEON INFORMATION PRESENTATIONS/MEETINGS: 84

NUMBER OF RIDEON HOTLINE CALLS: 394

PARK AND RIDE LOTS IN REGION: 15

LONG RANGE TRANSPORTATION PLANS IN PROCESS FOR TWO TPOs

The Florida-Alabama Transportation Planning Organization (TPO) is now well underway in the Long Range Transportation Plan (LRTP) process and the Bay County TPO kicked off its 2040 LRTP in mid 2014. LRTPs are a TPO's transportation blueprint for the future and are required by federal legislation. The completed LRTPs are used to help guide investments in the region's transportation system to reduce congestion, ease commutes, improve safety, enhance sidewalks, bike, and multi-use trails, and maintain an efficient and effective transportation system.

Transportation affects every one of us and our transportation systems have a large impact on the regional economy. To make fair and efficient choices with limited resources, it is important that citizens share with us what is working – as well as what needs improvement. We greatly appreciate our communities' support and the public's involvement in the planning process, as we endeavor to make northwest Florida a safe place to live, learn, work and play.



STATS

SERVICES RENDERED: Long range transportation planning

COUNTIES SERVED: Parts of Baldwin County in Alabama (Orange Beach, Lillian) plus the urbanized areas of Escambia and Santa Rosa counties; All of Bay County.

PROJECT GOALS: To provide comprehensive, multi-modal transportation planning for the communities' needs in the next 25 years.

PROJECT DURATION: 18 months

STAKEHOLDERS INVOLVED: Citizens of the Florida-Alabama TPO and the Bay County TPO

PLAN HORIZON: 25 years

NUMBER OF LRTP MEETINGS HELD IN 2014: 13

NUMBER OF LOCAL GOVERNMENTS INVOLVED: 15

POTENTIAL PROJECTS: Many projects will be identified and added to FDOT's Five-Year Plan

TRANSPORTATION DISADVANTAGED

The Transportation Disadvantaged program strives to ensure the coordination of transportation services that enhance access to employment, health care, education, and other life-sustaining activities for senior citizens, persons with disabilities, people with low incomes and at-risk children who are dependent upon others for transportation.

The West Florida Regional Planning Council (WFRPC) assisted Bay and Escambia counties in becoming the designated Community Transportation Coordinator (CTC) for their respective areas. The designation process requires approval from the respective Local Transportation Disadvantaged Coordinating Boards and Transportation Planning Organizations with final approval from the Florida Commission for the Transportation Disadvantaged (CTD).



STATS

SERVICES RENDERED: Coordinated transportation

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay

PROGRAM GOALS: To ensure the availability of efficient, cost-effective and quality transportation services for transportation disadvantaged persons.

COORDINATED SYSTEM COST: \$9,734,748

MILES DRIVEN: 4,828,992

COORDINATED SYSTEM RIDES PROVIDED: 541,909

LOCAL EMERGENCY PLANNING COMMITTEE (LEPC)

The District 1 Local Emergency Planning Committee (LEPC) hosts first responder trainings several times every year. In March 2014, the LEPC hosted a TRANSCAER® (Transportation Community Awareness and Emergency Response)/CSX Safety Training at the Pensacola CSX Transflo Terminal in Pensacola. The event was very well attended, with responders receiving classroom and hands-on training on ammonia, chlorine, and ethanol safety procedures.



THOMAS YATABE – STATE EMERGENCY RESPONSE COMMISSION (SERC) AWARDS PROGRAM



Each year the State Emergency Response Commission presents awards to members or partners of the state's 11 Local Emergency Planning Committees (LEPCs), who perform outstanding achievement or participation in the Emergency Planning and Community Right-to-Know Act (EPCRA). The Thomas Yatabe Award signifies the award winner's contributions and support of the Community Right-to-Know Act, which provides public and local governments with information concerning potential chemical hazards present in their communities.

This year, the Thomas Yatabe award was presented to Steve Mewborn, logistics chief with Santa Rosa County Emergency Management. Steve has provided exceptional service to the District 1 LEPC and to the emergency responders in our district. We thank him for his dedication and appreciate all his hard work.



SERVICES RENDERED: First responder training

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay

NUMBER FIRST RESPONDERS TRAINED: 688

NUMBER OF TRAININGS: 55

STATE HOUSING INITIATIVES PARTNERSHIP (SHIP)

Through the SHIP program, WFRPC is able to assist several low-income families with housing each year. The program pays for repairs on houses, helps with down payments for new homebuyers, and replaces homes that are beyond repair. Many elderly and persons with disabilities are helped through this program.

BEFORE



AFTER



STATS

SERVICES RENDERED: Housing Rehabilitation and Replacement

COUNTIES SERVED: Holmes, Walton, Washington

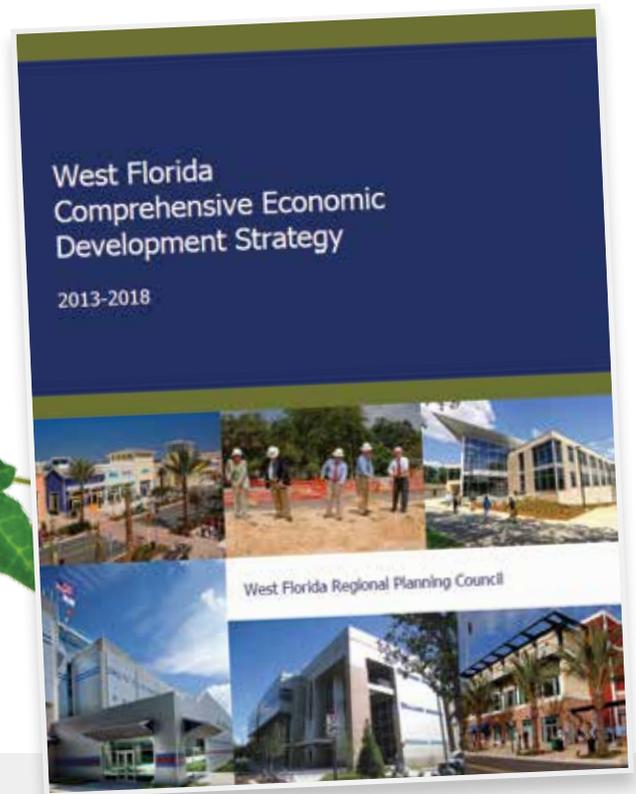
PROGRAM GOALS: To provide financial assistance to low-income citizens in need of safe housing.

MONEY SPENT ON REHABILITATION AND REPLACEMENT HOUSING: \$417,496

NUMBER OF HOUSES THAT RECEIVED WORK: 21

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) 2014 UPDATE

The annual update of the CEDS was completed in the fall of 2014. The CEDS Committee proposed changes to the document that reflect the current priorities for development. Updates were also made to the current strategic project list, and 17 new potential projects were added.



STATS

SERVICES RENDERED: Strategic planning and economic development

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay

STAKEHOLDERS INVOLVED: 31 members on CEDS Committee

STRATEGIC PROJECTS: Six

POTENTIAL PROJECTS: 29

SAVING LIVES IN NORTHWEST FLORIDA — ONE HELMET AT A TIME!



Trained and certified in helmet fitting by FDOT, WFRPC staff traveled to public events throughout the region to expertly outfit adults and children with bicycle helmets in 2014. A variety of educational and promotional materials were distributed to encourage bicycle/pedestrian safety and educate citizens on the importance of wearing a helmet every time they ride. Transportation surveys (in English and Spanish) were also available to gain insight on the transportation needs of the economically disadvantaged.

These outreach activities strengthened partnerships with our community organizations and the public in the three TPO areas.

Each of the community-organized events targeted the underprivileged

in northwest Florida. Helmets and educational materials were provided to WFRPC through the Florida Pedestrian/Bicycling Safety Resource Center, funded by FDOT.

STATS

SERVICES RENDERED: Bike helmet fittings and bike/ped safety information distribution

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Bay

PROGRAM GOALS: Promote bicycle and pedestrian safety through distribution of bike helmets, safety literature, and promotional items.

NUMBER OF EVENTS: Six

NUMBER OF HELMETS FITTED: 355

NUMBER OF NEW HELMET FITTERS CERTIFIED BY FDOT: Five

NUMBER OF COMPLETED SURVEYS: 199

STAKEHOLDERS INVOLVED: 355 persons fitted with helmets, countless more given bike-ped safety information

EVENTS ATTENDED:

- 2nd Annual Cool the Panhandle Funky Bike Fest in Pensacola's Belmont-Devilliers neighborhood
- Striving 4 Success's 6th Annual Community Festival in Fort Walton Beach
- "Increase the Peace" in Pensacola's Morris Court neighborhood
- Glenwood BBQ Cook-off and Red Velvet Cake Contest in Panama City's Glenwood neighborhood
- Brace Youth Emergency Preparedness (YEP!) Expo at Pensacola's Washington High School
- Santa at the Fire Station in Gulf Breeze

BAY DAY 2014



Former State Representative Holly Benson organized the first Bay Day event in 2000 to provide hands-on environmental education to fifth grade students in Escambia and Santa Rosa counties. Since, volunteers from local governments, environmental groups, universities, and local businesses have provided thought-provoking environmental activities to area youth, and to promote conservation and restoration of local marine resources. Bay Day 2014 provided two days of environmental education for area students. Escambia County Bay Day was held at the Roy Hyatt Environmental Center, and the Santa Rosa County Bay Day was held at Russell Harbor Landing Park. Bay Day is coming into its 15th year and continues to provide local youth with the education they need to make informed decisions about protecting and preserving one of our most valuable natural resources, the Pensacola Bay Watershed.

STATS

SERVICES RENDERED: Environmental education

COUNTIES SERVED: Escambia and Santa Rosa

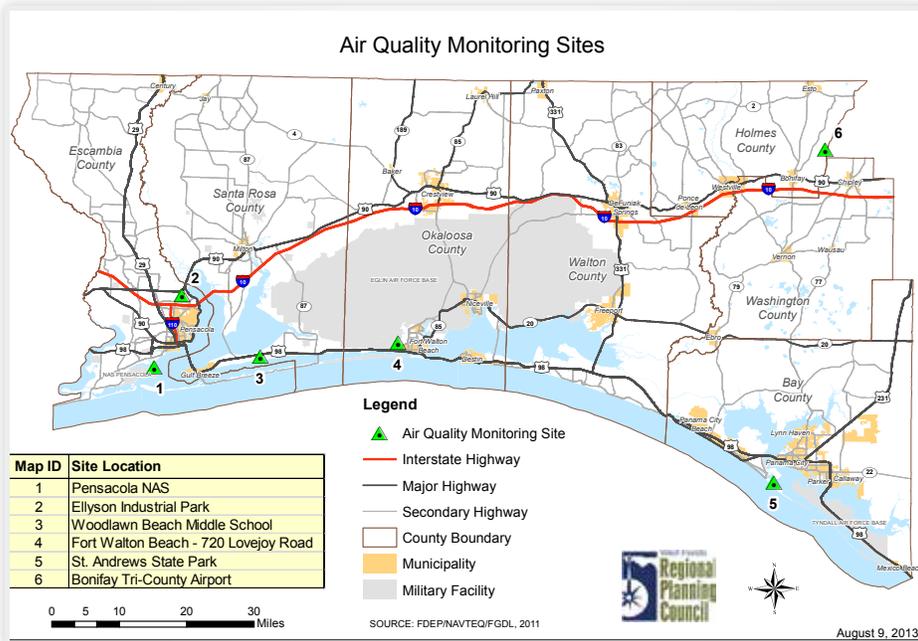
PROJECT GOALS:

- Provide positive, hands-on environmental experiences
- Build environmental stewardship in today's youth
- Provide career role models in environmental fields
- Provide networking activities for local environmental professionals
- Provide a setting that serves as an example of shoreline and habitat restoration activities

NUMBER OF STUDENTS REACHED: 500

ENVIRONMENTAL PROFESSIONAL VOLUNTEERS: 30

EPA TO REVIEW NATIONAL AMBIENT AIR QUALITY STANDARDS (NAAQS)



The Clean Air Act (CAA) requires the US Environmental Protection Agency (EPA) to develop and enforce air quality standards. Under the CAA, the EPA is to review the standards for criteria pollutants every five years. The National Ambient Air Quality Standard (NAAQS) for ozone was last reviewed in 2008, after which it was changed from 85 parts per billion (ppb) to the current ozone standard set at 75 ppb.

In 2015, a proposed revision to the National Ambient Air Quality Standard will be reviewed and comments received. The EPA proposed that the new standard be set between 60 ppb and 70 ppb. The new standard is set to be finalized in October 2015.

There are five air quality monitors located in the region: two in Escambia County, one in Santa Rosa County, one in Okaloosa County and one in Bay County. The monitors tend to be concentrated in areas with the largest population densities, and measure air quality hourly for criteria pollutants producing an eight-hour daily average.

The region has maintained attainment under the current NAAQS of 75 ppb. Based on the 2014 year-to-date three-year Running Attainment Average, the region would maintain attainment under a proposed new standard between 65 ppb – 70 ppb.



SERVICES RENDERED: Monitoring and reporting of air quality

COUNTIES WITH AIR QUALITY MONITORS: Escambia, Santa Rosa, Okaloosa, Bay

PROJECT GOALS: Monitor the attainment of air quality standards set by EPA.

NOTABLE ACCOMPLISHMENTS: Three-year attainment status for all five air quality monitoring station show annual improvement of air quality.

STORMWATER MARKING PROGRAM



In 2014, International Paper awarded a grant for a stormwater marking program to help mitigate stormwater's effects on the ecological health of our estuaries and bays. WFRPC staff educate high school students about stormwater pollution and prevention. Then, these student ambassadors share their new-found knowledge with the surrounding communities raising awareness of the effects that stormwater poses on our waterways.



STATS

SERVICES RENDERED:

- Educate high school students.
- Mark stormwater drains in each county, increasing local awareness about stormwater pollution.
- Distribute informational brochures to residents, educating them about the environmental impacts of stormwater runoff and strategies to mitigate stormwater pollution.

COUNTIES SERVED: Escambia, Santa Rosa

NOTABLE PROGRAM ACCOMPLISHMENTS:

- Covered approximately 15 miles, 300 curbmarkers were placed on stormwater drains.

STUDENTS TRAINED: 100+

INLETS MARKED: 300

MILES WALKED: 15

BROWNFIELDS



In 2014 the WFRPC administered two brownfields grants from the Environmental Protection Agency (EPA). The Assessment grant provides funding to determine if there is contamination on a site, and if cleanup is needed. The Revolving Loan Fund provides low-interest loans and subgrants for cleanup and redevelopment of sites with known contamination. The former Domestic Laundry site in Panama City, received \$135,222 of assessment funding to evaluate the extent of contamination and to create a cleanup and redevelopment plan for the site.

THE DEFINITION:

BROWNFIELD: *real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land.*

STATS

SERVICES RENDERED: Brownfields assessment; redevelopment planning; public outreach

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay

PROJECT GOALS: Develop inventories of brownfields, prioritize sites, conduct community involvement activities, conduct site assessment and cleanup planning related to brownfields.

NOTABLE PROJECT ACCOMPLISHMENTS: Received the Chrysalis Award. The award recognized WFRPC's outstanding efforts in the cleanup and redevelopment of brownfields properties in the state of Florida.

REVOLVING LOAN FUND DOLLARS AVAILABLE FOR CLEANUP AND REDEVELOPMENT OF BROWNFIELDS: \$770,000

2ND ANNUAL EMERALD COAST TRANSPORTATION SYMPOSIUM

The Northwest Florida Regional TPO and West Florida Regional Planning Council hosted the 2nd Annual Emerald Coast Transportation Symposium on Pensacola Beach, May 29th and 30th. Building on the success of the first symposium, the two-day event provided a forum for leadership in transportation and developing vibrant communities. With four keynote speakers and nine breakout sessions, more than 200 professionals and policymakers came together to discuss ways in which we can more efficiently and effectively adapt our transportation system to 21st century economic and environmental realities.



“Transportation planning projects are long-term and expensive. When newly elected officials come into office, it’s often hard to keep existing long-range plans on track,” said Destin City Councilman and Northwest Florida Regional TPO Chairman Jim Wood. “Those who attended this event left with a better appreciation of the need for our citizens to come to a consensus and elected officials to stay the course.”

Discussion topics included airport and port planning issues, complete streets strategies, alternative fuels, infrastructure and health, and more. Look for information on the 3rd Annual Emerald Coast Transportation Symposium coming soon.

STATS

SERVICES RENDERED: Provided a forum for transportation leaders and professionals to discuss ways to more efficiently and effectively adapt our transportation system to 21st century economic and environmental realities.

COUNTIES SERVED: Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, and beyond

PROJECT DURATION: One year of planning followed by a spectacular two-day event!

NUMBER OF SESSIONS: Four keynote addresses, nine breakout sessions

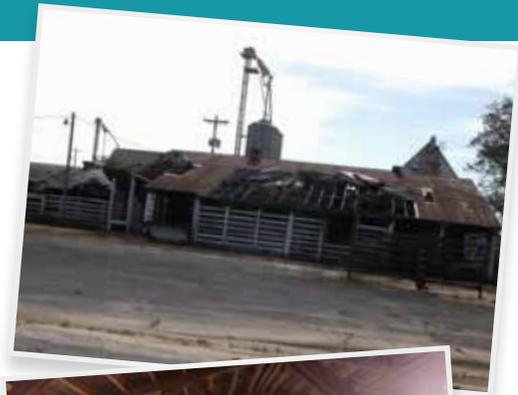
NUMBER OF SPEAKERS: 51

NUMBER OF GUESTS: 200

NUMBER OF SPONSORS: 30



JAY LIVESTOCK MARKET



Originally built in the 1940s, the Jay Livestock Market has been abandoned for more than a decade. The Town of Jay leased the property from the Florida Department of Agriculture with the intention of revitalizing the space for community use. The town requested the WFRPC identify the use for the site preferred by the community of Jay. WFRPC collected feedback via survey, in person and online, and held a community visioning session. Four main uses for the site were reiterated by community members throughout the three-month study. The preferred uses for the site included: a farmers' market to focus on locally-owned, locally-grown produce; a livestock use such as an auction or clinic space; a multi-purpose space for events such as art festivals, weddings, parties, and a teaching facility for FFA and 4-H. The town is currently in the process of determining which use to pursue as part of the site redevelopment.

STATS

SERVICES RENDERED: Planning, community outreach, grant identification

COMMUNITY SERVED: The Town of Jay in Santa Rosa County

NUMBER OF PARTICIPANTS AT COMMUNITY MEETING: 26

NUMBER OF SURVEYS COMPLETED: 30

SANTA ROSA COUNTY CONTRACTS WITH WFRPC FOR BIKE-PED PLAN

A benefit of membership in the West Florida Regional Planning Council is reduced fees on technical assistance. In 2014, Santa Rosa County contracted with WFRPC to develop a much-needed bicycle-pedestrian plan for the south end of the county. This exciting project was funded by a Florida Department of Economic Opportunity grant. A condensed timeline made a partnership between WFRPC and the county for public involvement and planning assistance a logical step. The plan will provide a mapped bicycle loop route and/or minimum grid as an alternative to automobile travel on U.S. 98, determine priorities based on identified goals, and identify funding strategies for the development of the plan.

A web site, online survey and Facebook page were created for gathering feedback and sharing information on existing bike-ped facilities, crash data and project ideas. In November 2014, a series of meetings were held to gather vital public feedback and a second series in early 2015 will help the team complete the planning process.



STATS

SERVICES RENDERED: Public involvement and planning for south Santa Rosa County

COUNTY SERVED: Santa Rosa

PROJECT GOALS: Work with the users of bicycle and pedestrian infrastructure to create a minimum grid or mapped bicycle loop of the area as an alternative to travel on U.S. 98 and identify funding.

PROJECT DURATION: Six months

INPUT TO DATE: 199 surveys completed, 60+ attendees at three public meetings, 343 active fans on Facebook

POTENTIAL PROJECTS: Improved infrastructure for alternative modes of transportation in the project area including new bike paths, new sidewalks, new connections, enhanced existing bike routes and improved (bike-ped friendly) intersections.

WEST FLORIDA REGIONAL PLANNING COUNCIL NEW WEB SITE

As part of its 50th Anniversary celebration, WFRPC completed a reorganization and visual remodel of the agency web site. The five-month process included a complete re-write of content for each program of the Council. The web site has received more than 3,000 unique visits since going live in September.



STATS

PROJECT GOALS: Launch a web site that is informative, user friendly, attractive, and intuitive.

PROJECT DURATION: Five months

NUMBER OF WEB PAGES: 194

UNIQUE VISITS: 3,072

DAYS LIVE (AS OF DECEMBER 31, 2014): 119

WFRPC GAINS NEW MEMBERS

It was a year of growth for the West Florida Regional Planning Council. Staff made visits to the region's municipalities, sharing the many services the planning council has to offer. Several cities and towns were delighted to learn about our programs and quickly got on board! Here's a little more about our newest members:

Bonifay is the county seat of Holmes County with a population of more than 2,000. It is located about 45 miles north of Panama City and 45 miles south of Dothan, AL. Bonifay became a town when the railroad was built through it in 1882 and was named for Judge Frank Bonifay, an official with the railroad company.

The county seat of Washington County, **Chipley**, has a population of about 3,500. Originally called "Orange," the city was renamed for the railroad businessman and Florida state senator William Dudley Chipley in 1882.

Freeport is located in the middle of Walton County with a population of a little more than 2,200. The city is said to have been established in about 1830 and named Freeport, literally because there was no charge to

dock at the port area at the junction of Four Mile Creek and LaFayette Creek. Another locally circulated story is that at some point in that time period, an unclaimed shipment of wine was discovered in the port area and everyone in the area was encouraged to come have a little "free port."

Jay is a town in north Santa Rosa County with a population of around 550. While it is mostly a farming community – growing cotton, soybeans, peanuts and hay – it is also the site of a large oil field that produced more than 330 million barrels since its discovery in 1970. Planning council staff, the Jay Town Council and a local citizens' group began the new WFRPC partnership with a project to revitalize the former Jay Livestock Market.

The Town of **Paxton**, with a population of more than 600, is located in Walton County close to the Alabama state line. At 345 feet above sea level, the town has the highest elevation of any town in Florida!

Panama City Beach is located on the gulf coast in Bay County and boasts a population of more than 12,000. It is often referred to under the umbrella term of "Panama City" despite being a

distinct municipality from the older and larger inland Panama City to the east. Panama City Beach, with its sugar-white sandy beaches, is a popular spring break destination, with more than 100,000 students visiting during the months of March and April.

The Town of **Ponce de Leon**, in Holmes County, has a population of more than 550 and was named for Spanish explorer, Juan Ponce de Leon. Ponce de Leon is widely credited with leading the first European expedition to Florida in search of (according to legend) the Fountain of Youth. While its youthful properties are yet to be determined, the town is home to Ponce de Leon Springs - which produces 68-degree crystal clear water and is the centerpiece of a 443-acre state park - as well as Vortex and Morrison Springs.

The Town of **Vernon**, with a population of more than 650, is the geographical center of Washington County. Named for George Washington's Virginia home, Mt. Vernon, the town was also the site of a major Indian settlement. Vernon held the county seat until 1927 when the seat was moved to Chipley.

STATS

NUMBER OF NEW MEMBERS: Eight

NUMBER OF TOTAL MEMBERS: 24 (seven counties and 17 cities)

NUMBER OF STAFF AVAILABLE TO HELP YOU: 28



2014 COUNCIL MEMBERSHIP

Chairman: Mayor Thomas W. Abbott

City of Callaway

Vice Chairman: Commissioner Nathan Boyles

Okaloosa County

Commissioner Joseph Ashbrook

City of Lynn Haven

Councilman Charles Bare

City of Pensacola

Mayor Russell Barley

City of Freeport

Ms. Virgie Bowen

Florida Department of Transportation, ex officio

Mayor David Cadle

City of Crestview

Mr. Charles Carlan

Governor Appointee

Mayor Michelle Cook

City of Vernon

Commissioner William T. Dozier

Bay County

Mayor Pro-Tem Henry D. Ennis, Sr.

City of DeFuniak Springs

Mayor Ronald Farrington

Town of Ponce de Leon

Councilman Jim Foreman

City of Destin

Commissioner Lynn Gothard

Washington County

Councilman Bobby Griggs

City of Fort Walton Beach

Mr. Shawn Hamilton

Florida Department of Environmental Protection, ex officio

Councilwoman Mary Ellen Johnson

City of Milton

Commissioner Cecilia Jones

Walton County

Mayor Lee Dell Kennedy

City of Chipley

Commissioner Mike Nelson

Bay County

Mayor Gayle F. Oberst

City of Panama City Beach

Mr. Sydney Joel Pate

Governor Appointee

Mayor Kurvin Qualls

Town of Jay

Commissioner Billy Rader

City of Panama City

Commissioner Wilson B. Robertson

Escambia County

Mr. J. D. Smith

Governor Appointee

Mr. Jon Steverson

Northwest Florida Water Management District, ex officio

Mayor Hayward Thomas

City of Paxton

Commissioner Doug Underhill

Escambia County

Commissioner David Whitaker

Holmes County

Commissioner Jayer Williamson

Santa Rosa County

Commissioner Kelly Windes

Okaloosa County

THE WFRPC TEAM

ADMINISTRATION

TERRY JOSEPH

Executive Director

DAWN SCHWARTZ

Chief Financial Officer

KATHY SCOTT

Accountant

DEB BROWN

Accounting Clerk

COMPREHENSIVE PLANNING

KATHY AHLEN

Regional Planner – LEPC Staff

TRACI GOODHART

Regional Planner – Environmental Planning

TAMIE MAHAN

Planning Technician

CINDY MCILWAIN

Planning Technician

TRANSPORTATION DIVISION

MARY BO ROBINSON

Director of Transportation

GARY KRAMER

Senior Planner – Long-Range Transportation Planning

ROB MAHAN

Senior Planner – Public Transportation

MARY BETH WASHNOCK

Senior Planner – TPO Coordinator

JENNY COOK

Regional Planner – Bike-Ped Coordinator

KATE DANIEL

*Regional Planner – Economic Development /
Long-Range Transportation Planning*

DAN DEANDA

Regional Planner – rideOn

VIKKI GARRETT

Regional Planner – Public Transportation

JILL LAVENDER

Regional Planner – Special Projects

JESSICA PAUL

GIS Coordinator

HOWARD VANSELOW

Regional Planner – Transportation Disadvantaged

BRANDI WHITEHURST

Regional Planner – Public Involvement

BRIAN YOUPTOFF

Regional Planner – TPO Coordinator

GINA WATSON

Planning Technician

BRITTANY ELLERS

Administrative Professional

DOROTHY MCKENZIE

Administrative Professional





West Florida
**Regional
Planning
Council**



1-800-226-8914

WWW.WFRPC.ORG

4081 EAST OLIVE ROAD, SUITE A • PENSACOLA, FL 32514

P.O. BOX 11399 PENSACOLA, FL 32524-1399

