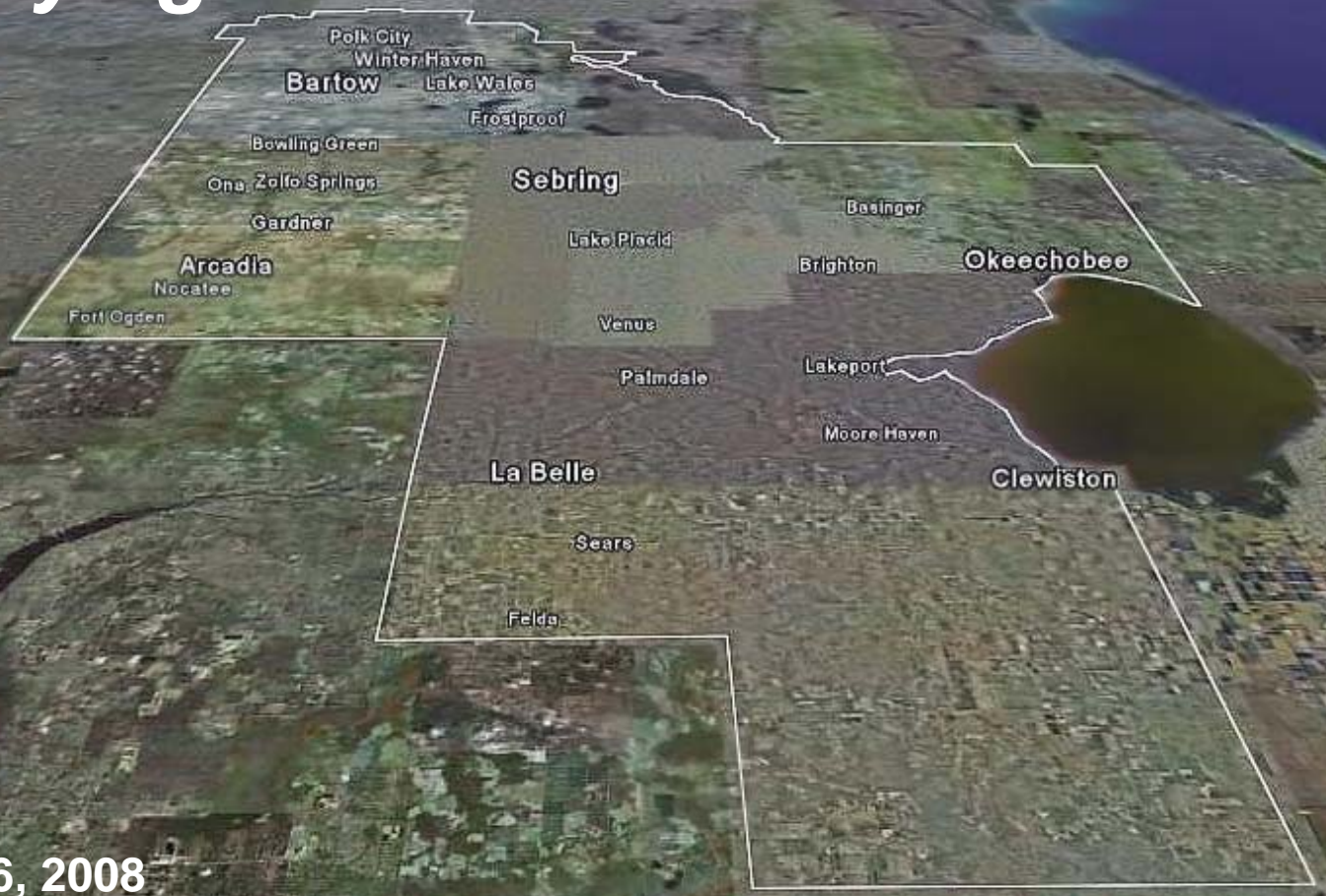


Heartland 2060

Laying the Groundwork



April 16, 2008
Sebring, Florida



Introductions

- **Central Florida Regional Planning Council**
 - **Pat Steed**
 - **Shannon Brett**
 - **Eva Hall**
 - **Jennifer Codo-Salisbury**
- **Cambridge Systematics**
 - **John Kaliski**
 - **Chris Porter**
 - **Evan Enarson-Hering**

Today's Agenda

- **Project update**
- **Project description and values statements**
- **Issue area presentations**
 - **Environment and natural resources**
 - **Education, workforce, and economic development**
- **Breakout groups to identify questions for Issue Area Task Forces**
- **Next steps**

Project Update

- **Phase I: Getting Started (through summer 2008)**
 - Plan and formally initiate the regional visioning process
 - Develop regional profile and baseline conditions
 - Recruit stakeholders and identify resources
- **Phase II: Visioning (fall 2008 to fall 2009)**
 - Obtain citizen and partner input
 - Develop and assess alternative regional futures
 - Identify issues and potential solutions
- **Phase III: Implementation (2010 and beyond)**
 - Develop action plan
 - Implement key priorities
 - Measure progress and refine strategies

Project Description

- 2-page overview of project
- Draft summary statement:

Heartland 2060 will craft a shared regional vision and growth strategy for the future of our seven-county region. This inclusive, participatory process will engage residents and enable decision-makers to address regional challenges and help shape our future.

- Please review and provide comments (sbrett@cfrpc.org)

Heartland 2060
A Regional Vision of the Future

Heartland 2060 will craft a shared regional vision and growth strategy for the future of our seven-county region. This inclusive, participatory process will engage residents and enable decision-makers to address regional challenges and help shape our future.

The Heartland 2060 Regional Vision will guide our region's future. Through a collaborative and creative process we will develop a regional blueprint to guide our growth and development over the next 50 years. We will establish priorities for increasing land conservation, recreational areas, and open spaces; strengthening the regional economy; increasing our agricultural industries; enhancing regional education, healthcare, and transportation; guiding transportation and infrastructure investment; and planning future land use.

Residents will be able to actively participate in envisioning the future of the Heartland. The Central Florida Regional Planning Council will coordinate, develop, and implement the Heartland 2060 Vision, in consultation with elected officials, state, regional, and local agencies, as well as community and business leaders. The multi-year effort will result in a vision statement expressing common values, a regional future growth guide, and an implementation plan to address regional priorities.

Heartland 2060 will address questions such as:

- How can we ensure the best possible future for our children and secure our communities' values and independence?
- What can we do to protect our water supply, critical ecosystems, recreational areas, and open spaces for future generations?
- What economic opportunities will provide quality jobs and meet the needs of all residents?
- What educational advantages are needed to ensure our economic strength and children's future?
- How can we plan for transportation infrastructure to allow residents the mobility and choices to link regional centers and connect to other areas?
- How do we anticipate development and grow sustainably and appropriately for the Heartland?
- What private initiatives and government investments are required to achieve our vision for the future?

The Heartland region is composed of the seven counties of DeSoto, Glades, Hardee, Hendry, Highlands, Cleveland, and Polk. Providing key linkages between coastal communities, economic opportunities for residents, core communities and cultural hubs, and unique water, conservation, and recreational resources—this truly is the Heart of Florida.

Florida's Heartland

A Regional Vision of the Future
Community, County, and Region

In past years, many Heartland counties completed forward-thinking community visioning or disaster recovery plans. In other meetings, Heartland residents have indicated their core community values, ideas for the future, and priority issues. The Heartland 2060 Regional Vision will build on the valuable input that residents have provided through these efforts. Many of the region's most pressing challenges cross traditional community and county boundaries and require a regional approach to problem solving. Now we can unite these county visions and form a regional strategy to guide decision making.

Over the next 50 years, the region is projected to add another 400,000 people, growing from a total of 500,000 in 2007 to a population of over 1.2 million. We have an opportunity to shape our future for the better. We can learn from other regions' experiences with rapid growth and act now to influence how we grow. We will think long-term about the legacy we are leaving for our children and use this visioning effort to provide input on current projects.

What Does Our Future Hold?

Creating a regional vision entails extensive public engagement, community participation, leadership development, technical activities, and intergovernmental coordination.

- Residents will come together and participate in interactive workshops to imagine future growth possibilities.
- Government, civic, and business leaders will dedicate time to confront regional challenges with innovative solutions.
- Population, economic, and land use forecasts will be developed to depict alternative paths the region may pursue.
- Governments at all levels will work together to adopt and implement policies and encourage private enterprise.

To become involved in the Heartland 2060 regional visioning, the regional issue web forum, or for more information please contact the Central Florida Regional Planning Council.

355 East Church Street, Bartow, FL 33500-3951
(phone) 800.574.7280 or 800.297.8041
(email) info@cfrpc.org

Values Statements

- November 2007—initial brainstorm of the Heartland's core values
- January 2008—four breakout groups identified top five values each
- Commonalities used to form basis of values statements

Heartland 2060
A Regional Vision of the Future

Heartland 2060: Priority Issues and Key Questions

Conservation of Natural Resources Future generations will benefit from a landscape that is healthy, resilient, and beautiful. How can we ensure that our natural resources are protected and managed in a way that allows for future generations to enjoy them?

Transportation and Land Use The Transportation system will connect the Heartland's regions, allowing people and goods to move from the region, provide reliable emergency services to cities, and enhance the mobility and lifestyle of our residents. Transportation decisions, making it easier to deal with our most development pressures, allowing them to get to work, school, to the store, and back for many from our home, are critical to our future success.

Education, Workforce, and Economic Development Providing quality jobs for all residents, including growth industries in the region, and providing lifelong learning opportunities for residents will make opportunities in the future. We can prepare the educational pipeline for our children, beginning with early childhood education and high schools, and continuing through technical or advanced degrees, and workforce training and learning.

Community Services Our communities must retain their home from, strengthen, and improve services and infrastructure, while providing services and opportunities to residents living throughout the region. Our health care system must be able to respond to the needs of all residents. Sustainable growth and economic health, vibrant cultural, and vibrant communities.

A Regional Vision of the Future

Heartland 2060: What Do We Value?

Resilience of natural resources We strive to be responsible stewards for protecting and managing our open spaces, water resources, soils, and natural areas so that these regional assets may be enjoyed by future generations.

Water resources We will ensure that fresh water remains available for the region's immediate needs and future growth by reducing our reliance on groundwater and planning for alternative water sources. Freshwater from the Heartland is a precious resource that will bring future economic and environmental benefits when protected and preserved.

Support for agriculture We recognize that a defining aspect of the Heartland is its heritage and economic base in agricultural production. We will work to address our nation's agricultural opportunities and to promote both agricultural production.

Jobs for our children We will expand educational and economic opportunities so that each generation can live in the region, access great schools, jobs, and opportunities are available. Educational opportunities in the form of early literacy, high school graduation, skill training, and advanced degrees are vital for advancement of all residents and the region's growth. Economic opportunities include the chance to grow successful businesses, increase our economy, and provide all residents with well-being.

Our communities We appreciate that the strength of our communities and values are linked to our physical surroundings and we will continue to be connected. Our communities must provide infrastructure while preserving rural America. Heartland communities actively engage youth, rural and suburban values, and our residents' health, safety, and security, which includes the ability to enjoy local work and enjoy new energy.

Multi-generational We will work to ensure development and growth in a sustainable manner that is appropriate for our region that respects the spirit of the Heartland. We will engage in growth leadership to find new development opportunities that honor the Heartland's values.

To learn more about the Heartland 2060 regional vision, regional and local issues, or for more information please contact the Chief of Florida Regional Planning Council.

800 West County Road, Suite 201, MARIETTA, GA 30067
Phone: 770.243.2100 or 770.243.2100
Email: info@floridaplanning.com

Top Five Values by Group – January 2008

Group 1

- Urban and rural lifestyle
- Sense of community
- Stewardship of natural resources
- Respect for agriculture and rural economy
- Plan for growth

Group 2

- Stewardship of resources and values
- Planning before growth
- Education and future for children
- Respect for agriculture
- Water protection

Group 3

- Sense of community
- Ethics and morals
- Stewardship of natural resources
- Education and future for children
- Smart, sustainable growth

Group 4

- Planning for sustainable growth
- Stewardship and natural preservation
- Water protection
- Respect for agriculture
- Appreciation for open space

Six Common Core Values Identified

1. Stewardship of Natural Resources
2. Our Water Resources
3. Respect for Agriculture
4. Our Communities
5. Future for Our Children
6. Sustainable Growth

1. Stewardship of Natural Resources

- *We desire to be responsible stewards by protecting and enhancing our open spaces, conservation lands, and recreational areas, so that these regional assets may be enjoyed by future generations.*

2. Our Water Resources

- *We will ensure that fresh water remains available for the region's immediate needs and future growth, by reducing our reliance on groundwater and planning for alternative water sources.*

3. Respect for Agriculture

- *We recognize that a defining aspect of the Heartland is its heritage and economic base in agricultural industries. We will work to ensure viable and sustainable agricultural opportunities.*

4. Our Communities

- *We appreciate that the strength of our communities and values are linked to our physical surroundings and we will maintain those connections. Our accessible communities provide urban amenities while preserving rural lifestyles. Heartland communities embody family, ethical, moral and faith-based values, and our residents honor fairness, honesty, and sincerity, while continuing to display hard work and entrepreneurship.*

5. Future for Our Children

- *We will expand educational and economic opportunities so that each successive generation may live in a region where great schools and jobs are available. Educational opportunities are vital for advancement of adult residents and the region's youth. Economic opportunities include the chance to grow our small businesses, diversify our economy, and maintain our self-sufficiency.*

6. Sustainable Growth

- *We will anticipate development and grow in a sustainable manner that is appropriate for our region and that reinforces the spirit of the Heartland. We will engage in growth leadership so that new development sustains the Heartland's values.*

Issue Areas: A Framework for Regional Leadership





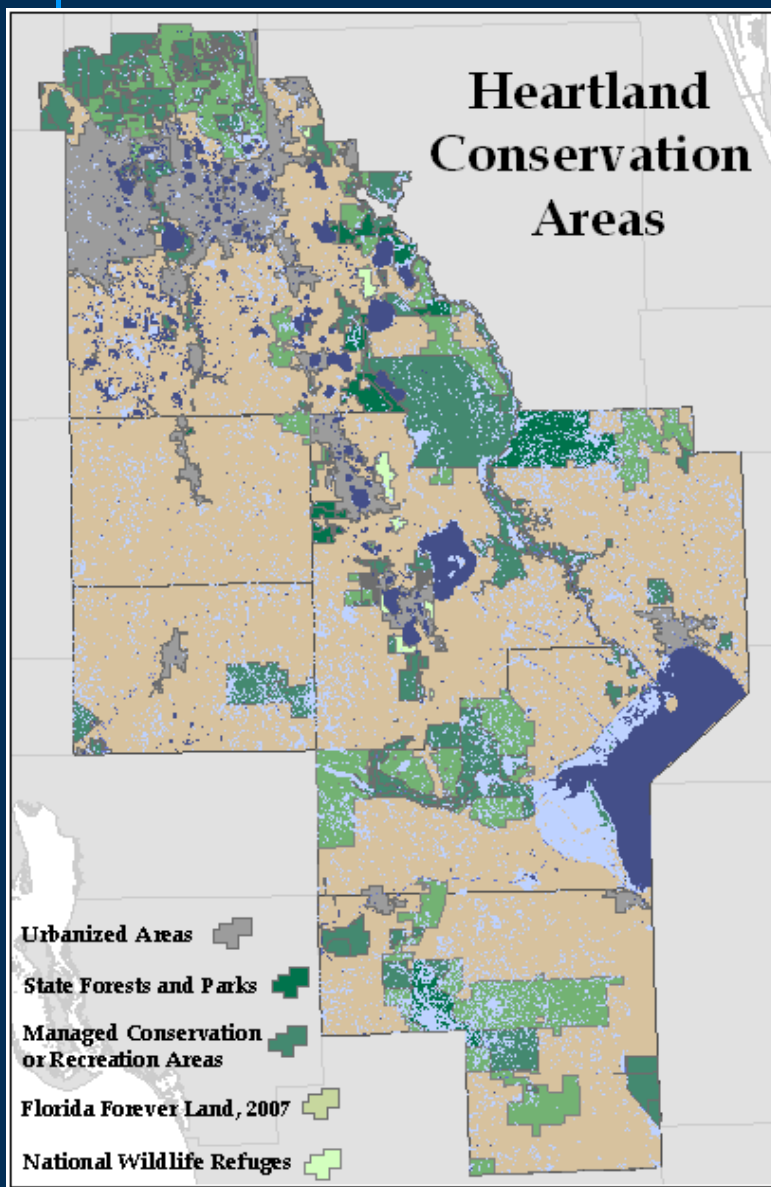
Key Issues

- **Land conservation**
 - Key natural habitat & ecosystems
 - Recreational opportunities & open space
 - Watershed protection
- **Water**
 - Supply – protection & allocation
 - Demand – consumption & efficiency
- **Energy**
 - Supply - self-sufficiency & environmental impact
 - Demand - consumption & efficiency
- **Air quality and greenhouse gases**
 - Transportation, industry, & other sources
 - National standards, state targets

A Snapshot of Today and a View of Tomorrow

- **Existing conditions**
 - Conservation and agriculture resources
 - Natural areas
 - Recreational resources
 - Water resources and quality
 - Energy resources and use
- **Future trends**
 - Future growth pressures
 - Critical natural resource areas
- **How can a vision help?**

Existing Conservation and Recreation Areas

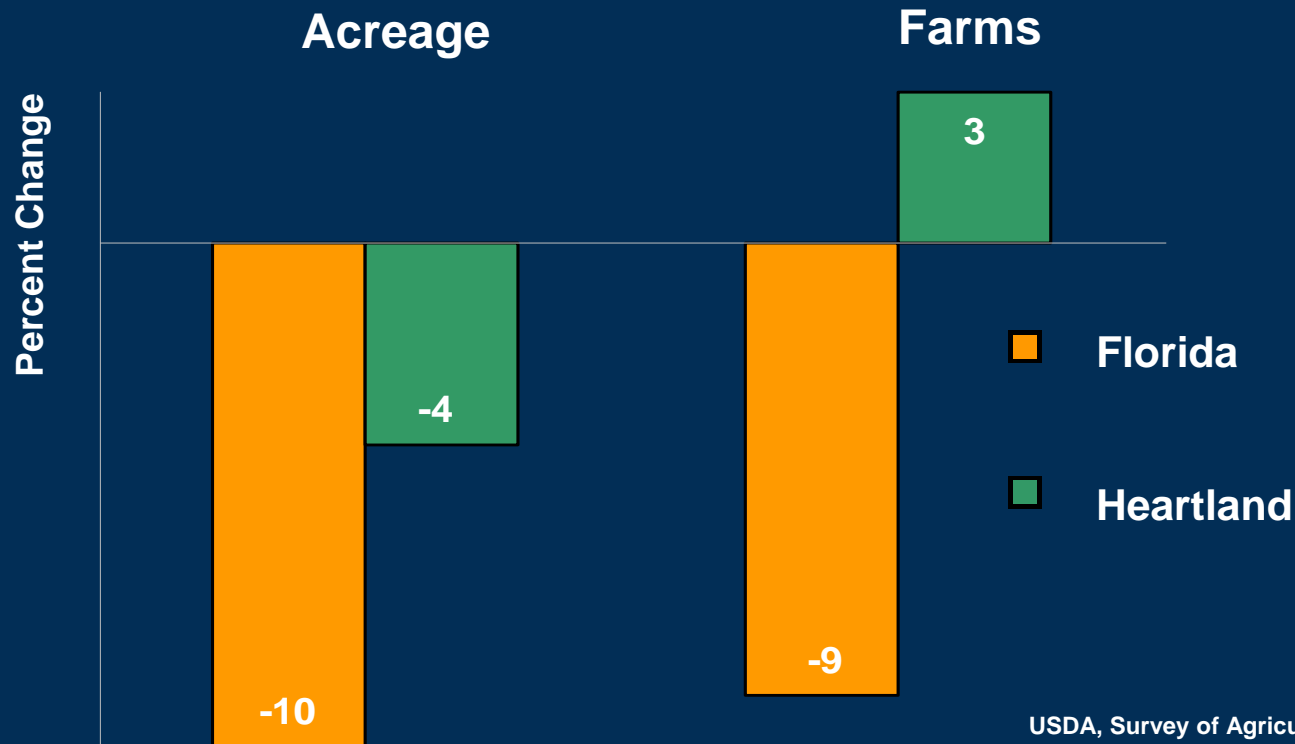


- Over 750,000 acres currently managed for conservation, preservation, or recreation
- Almost 18% of the region's land area conserved - 24% of the state's conservation area
- 14% owned by private individuals
- 78% managed by state agencies
- Acreage in over 20% of areas was acquired in less-than-fee transactions (vs. 5% statewide)

Florida Natural Area Inventory, 2007

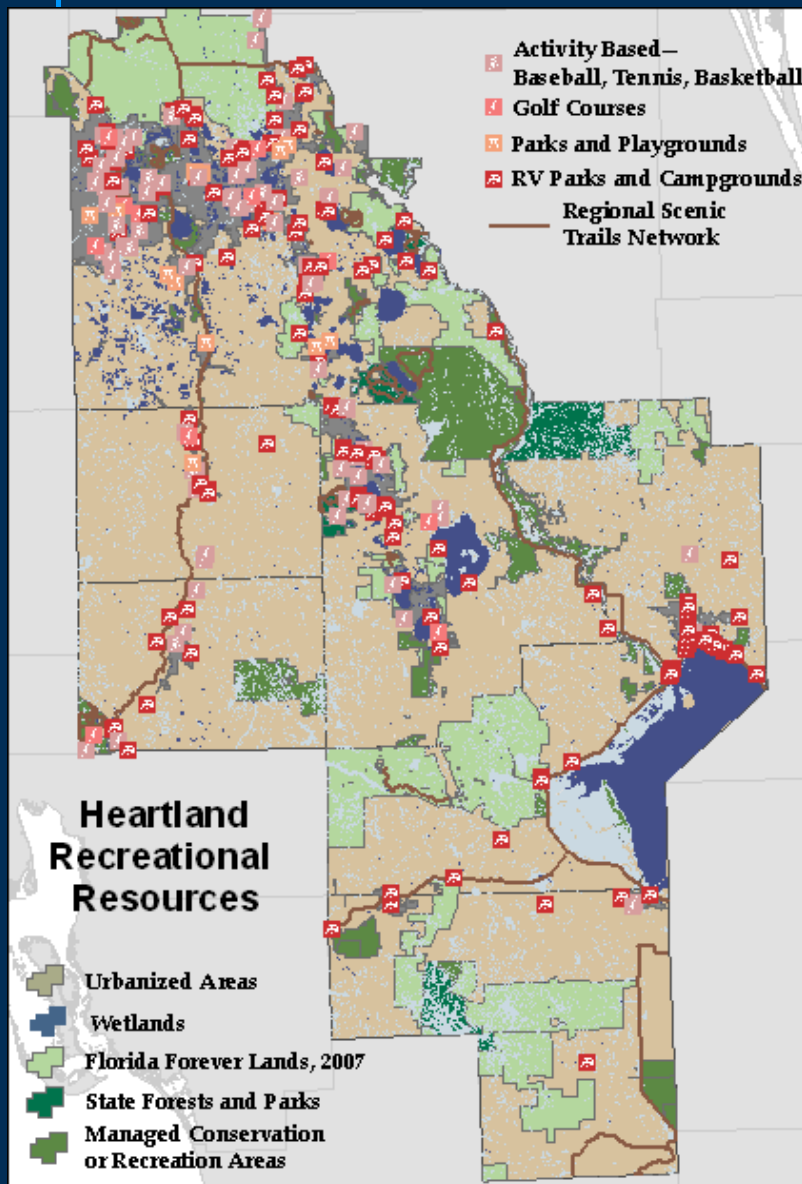
Change in Agricultural Activity, 1997-2002

- The Heartland contains over 3,600 farms totaling 463,043 acres in 2002—51 percent of the state's total agricultural land.
- Region has not seen quite the same trends as the state
- Significant amount of land still in agricultural use, not developed

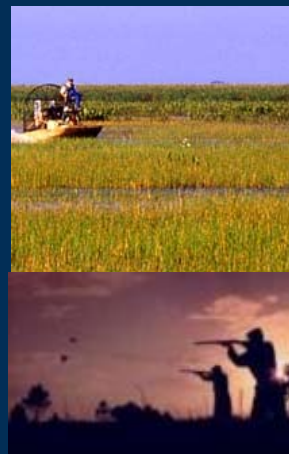


USDA, Survey of Agriculture, 1997-2002

Heartland Recreational Resources



- 300 miles of hiking trails – primarily Florida National Scenic Trails
- 25 miles of biking trails – Highlands Hammock, Carter Park, and Green Swamp
- 160 miles of canoeing trails – Peace River State Park, Fisheating Creek, and Okeechobee Waterway Paddling Trail
- Over 160,000 acres of Wildlife Management Areas open to hunting; top Florida bass lakes and other fishing areas
- Over 150 RV parks and campgrounds, 90 golf courses, and hundreds of parks, playgrounds, and activity areas



Heartland Natural Resources

Green Swamp

- Florida's aquifer system
- Continuing cooperative management, conservation, and restoration efforts



Lake Wales Ridge

- 35 plants and 19 animals federally or state listed as endangered
- Over 80 percent of area lost to development between 1945 and 1980



Lake Okeechobee

- Cultural and economic resource
- 2010 Vision for the ecosystem produced by The Everglades Coalition

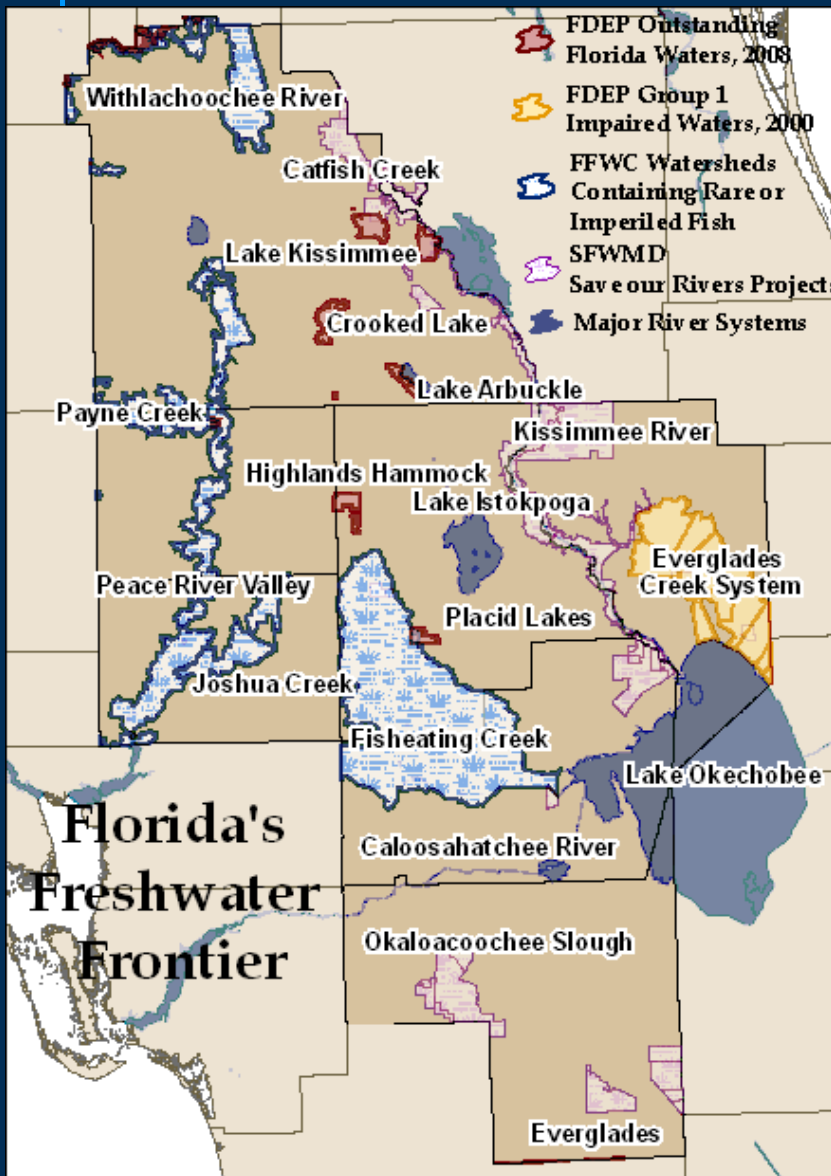


Peace River Valley

- Recreational, ecological, and economic resource
- Part of Southern Water Use Caution Area-- water resources will be critical in the next 20 years



Heartland Water Resources



• Watersheds

- Impaired watersheds, affecting fish and wildlife habitat
- Recreational resources of regional significance

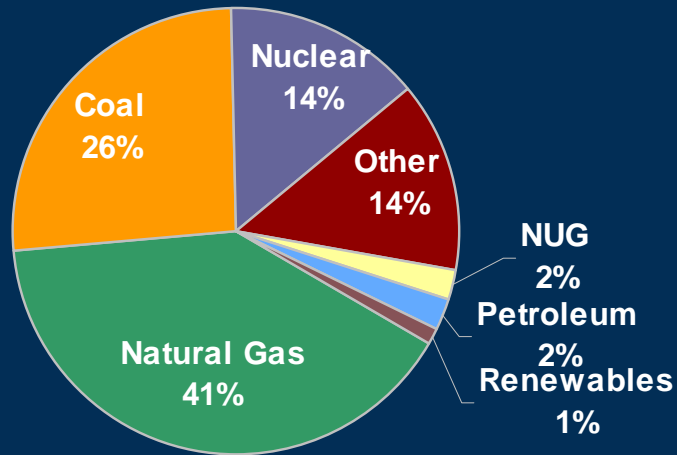
• Consumption

- 90 million gallons per day
- Average 147 gallons per day, per person
- Per-capita use has fallen since 1995
- 70% of water supply ground, 30% from surface water
- 85% of total water withdrawals used for agricultural

USGS, Water Withdrawal Survey, 2005

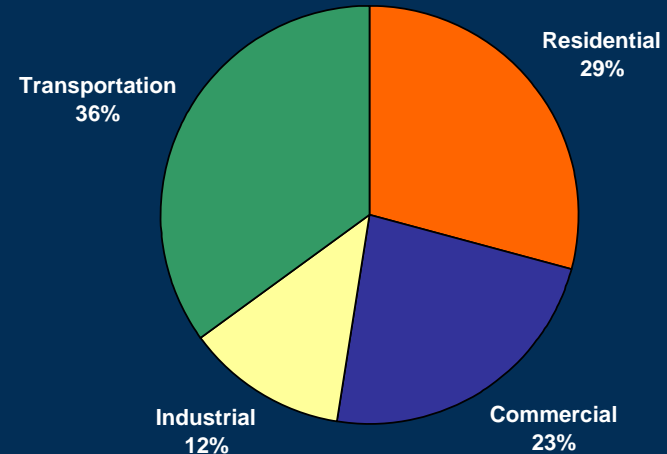
Heartland Energy Resources

Florida Production by Source, 2007



US DOE, Florida Energy Commission

Florida Consumption by Sector, 2005

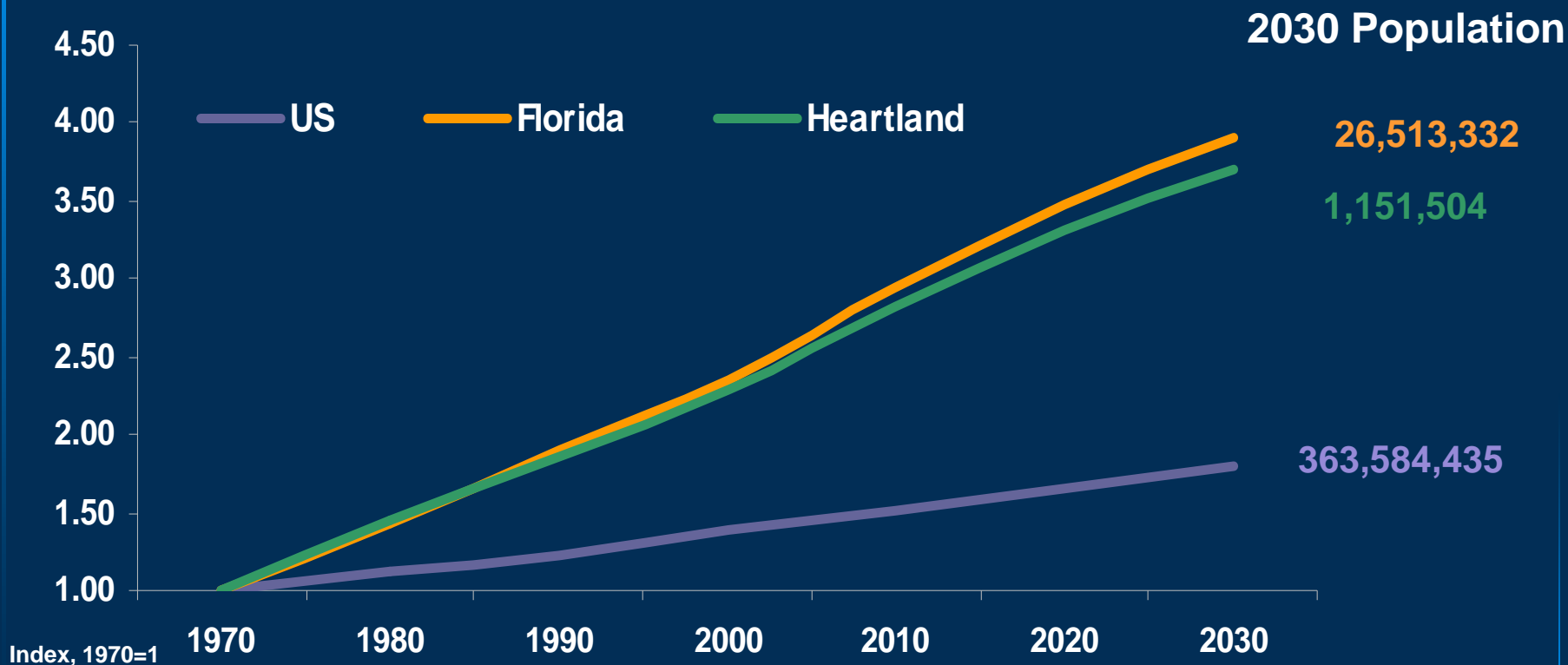


Polk County, Gasification Power Plant

- How do we meet our future energy needs?
- What will be the impacts of state and national climate change policies?

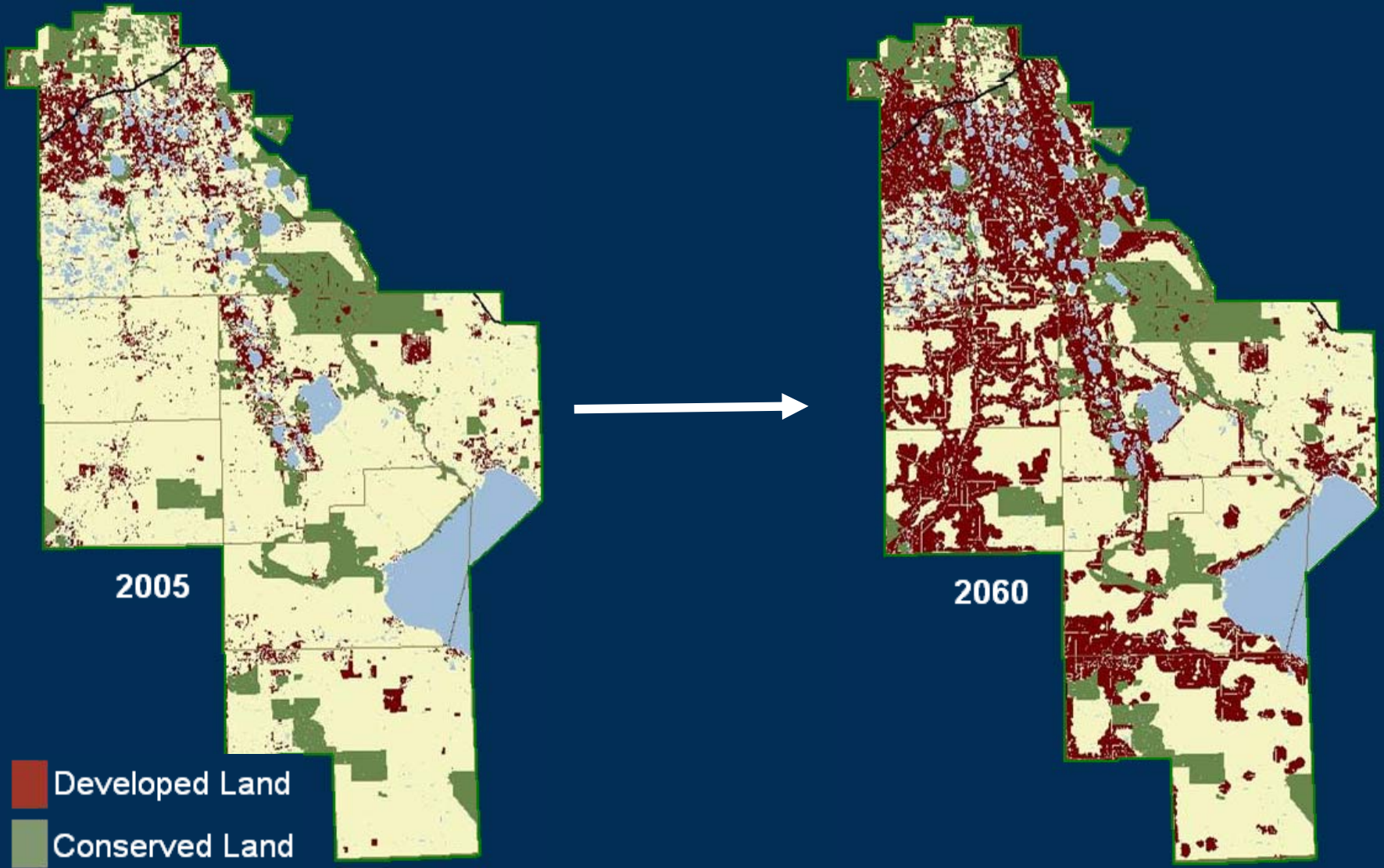
Population Growth, 1970-2030

- The Heartland is expected to add over 300,000 residents between 2000 and 2030
- Two-thirds of that growth could occur in Polk County alone



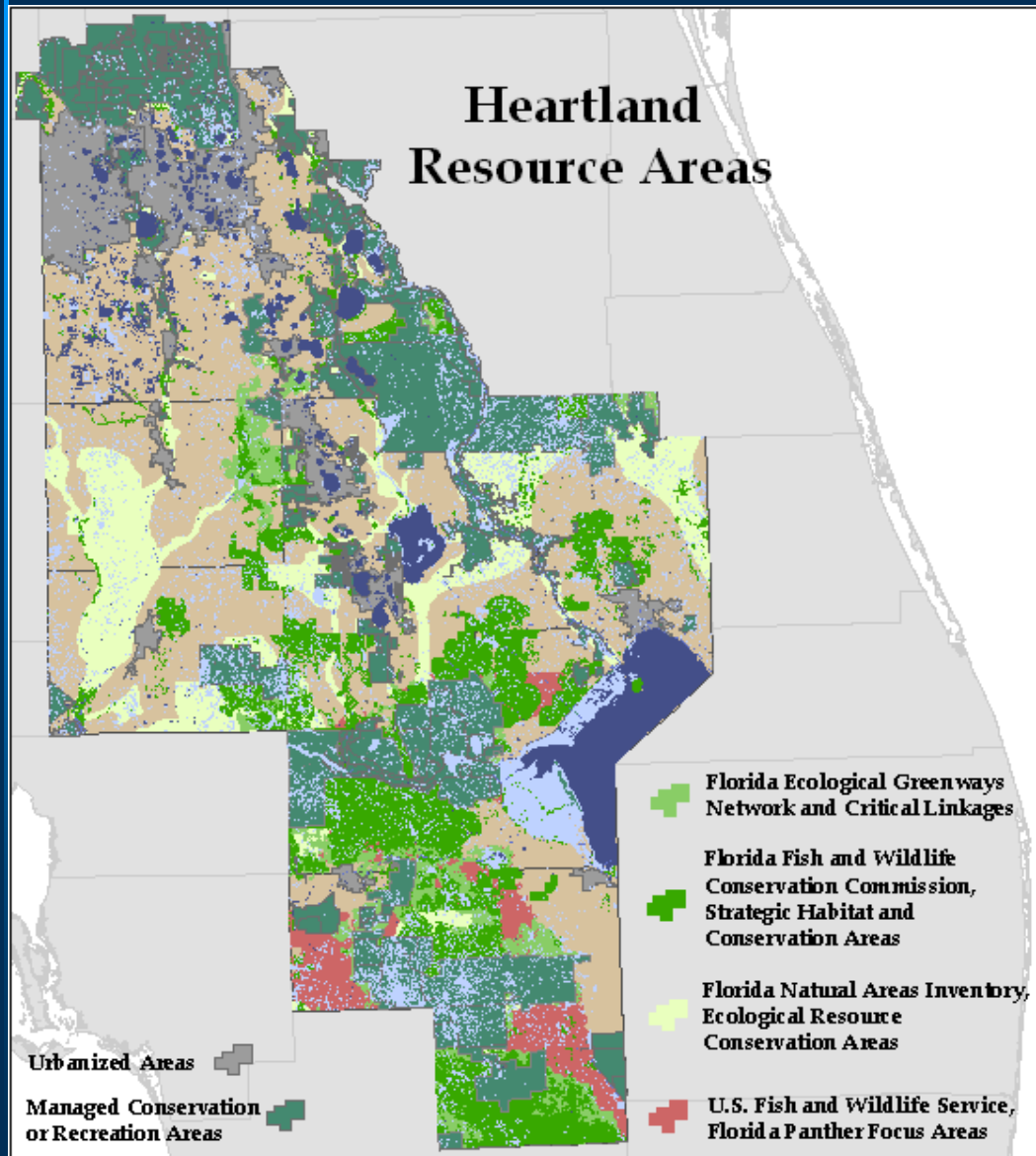
Bureau of Economic and Business Research, 2008

Florida 2060: Population Distribution Scenario



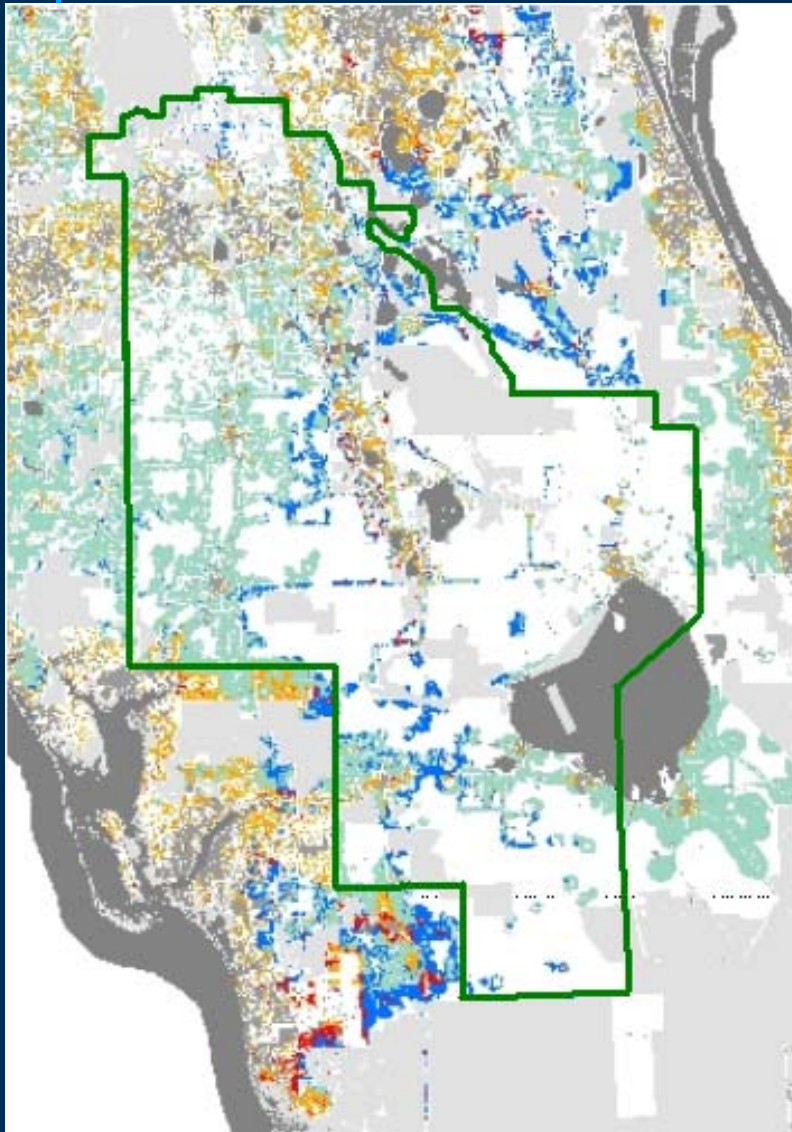
1000 Friends of Florida

Resources of Regional Significance



- Heartland contains many “must save” places and regional significant lands
- Several statewide processes in place to identify priority lands and waters
- Unique regional identification and prioritization processes may be needed

Critical Lands/Waters Identification Project



- Significant growth pressures will conflict with regional conservation goals
- Century Commission has established a statewide process to identify lands
- Could be adopted as conservation elements in regional visions and local comp plans

Projected Conflicts Between Natural Resources and Population Growth, 2020 & 2060



How Can a Vision Help Us Address Critical Issues?

- Identify guiding principles, goals, and policies related to land, water, energy, and air quality
- Set priorities for critical preservation areas, recreation areas, water resources, etc.
- Provide a framework for coordinated decision-making and action across jurisdictional boundaries
- Provide input into relevant state, regional, and local government plans, including specific functional plans (e.g., habitat preservation, natural resource protection, water supply, land use plans)
- Identify implementation mechanisms (e.g., institutional relationships, programs)



Breakout Questions

- 1. What are the key issues facing the Heartland, in this topic area?**
 - Current issues
 - 50-year issues
- 2. What key pieces of information do we need to help create a vision?**
- 3. What specific issues should the Environment & Natural Resources Task Force address?**
- 4. What key issues should be excluded from the vision?**

A Framework for Regional Leadership

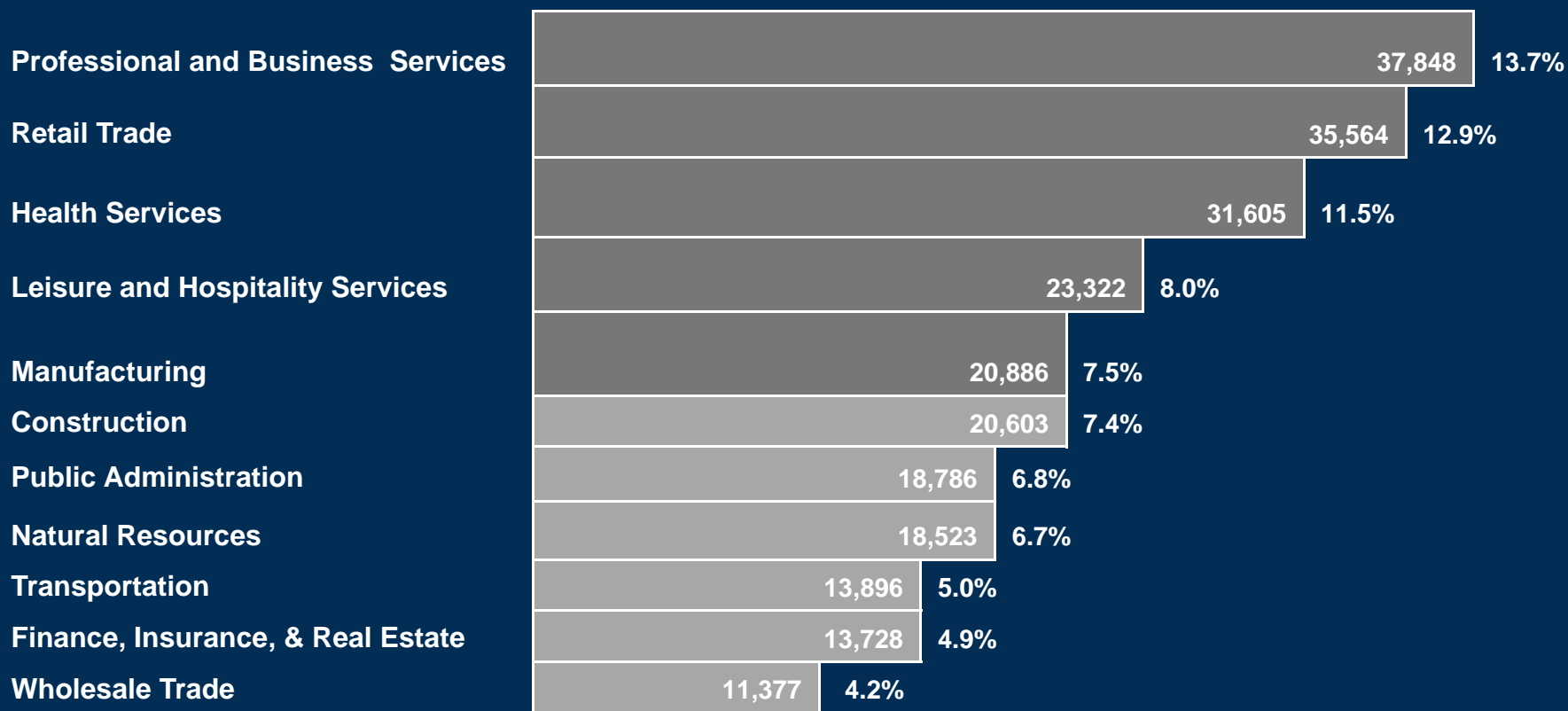




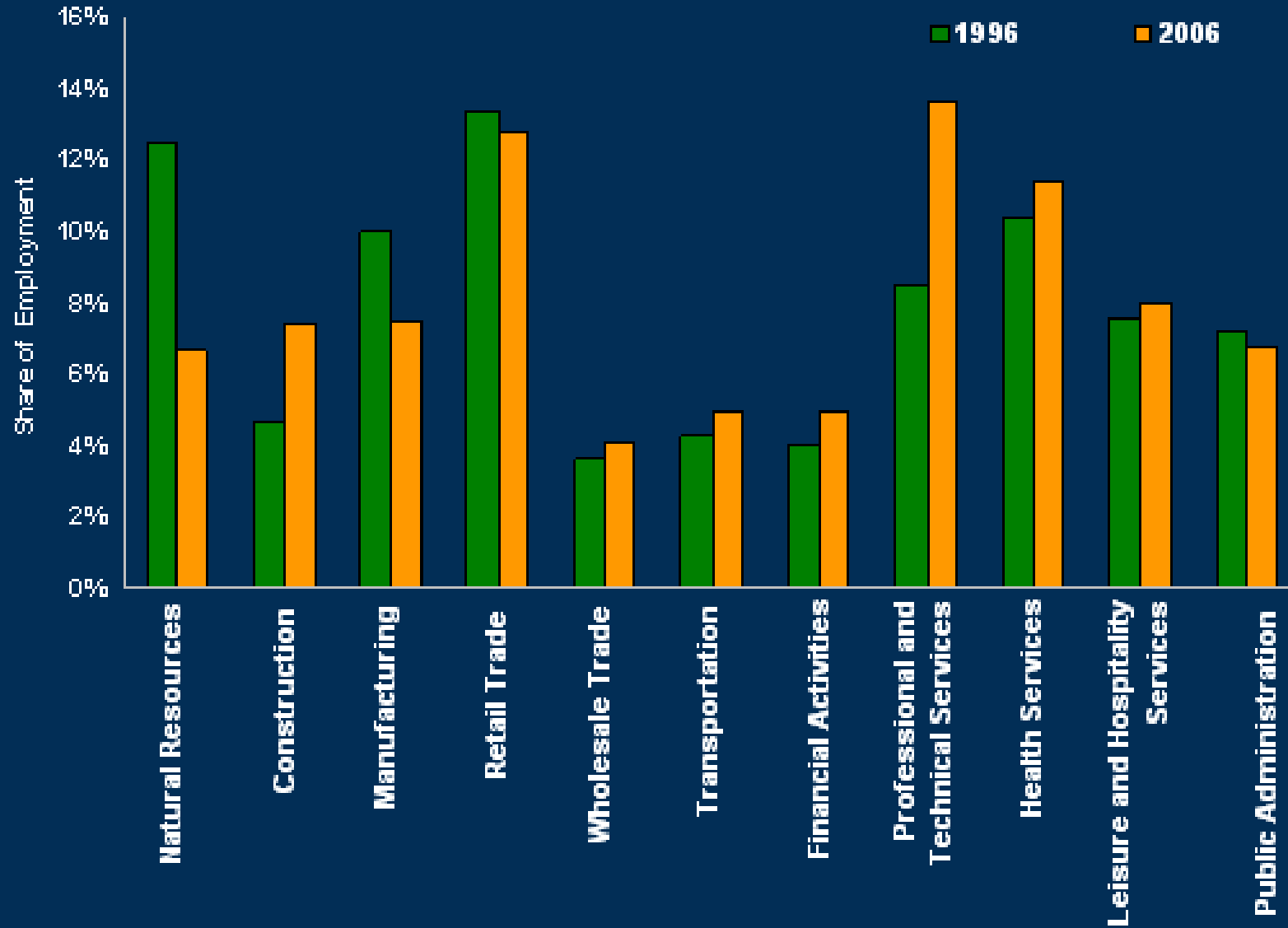
Key Issues

- **Economic conditions**
 - Employment and key industries
 - Wage and income trends
- **Economic diversification**
 - Enterprise Florida Rural Catalyst Project
- **Education and workforce**
 - Attainment of current and future workforce
 - Educational and workforce resources

Heartland Employment by Industry, 2005



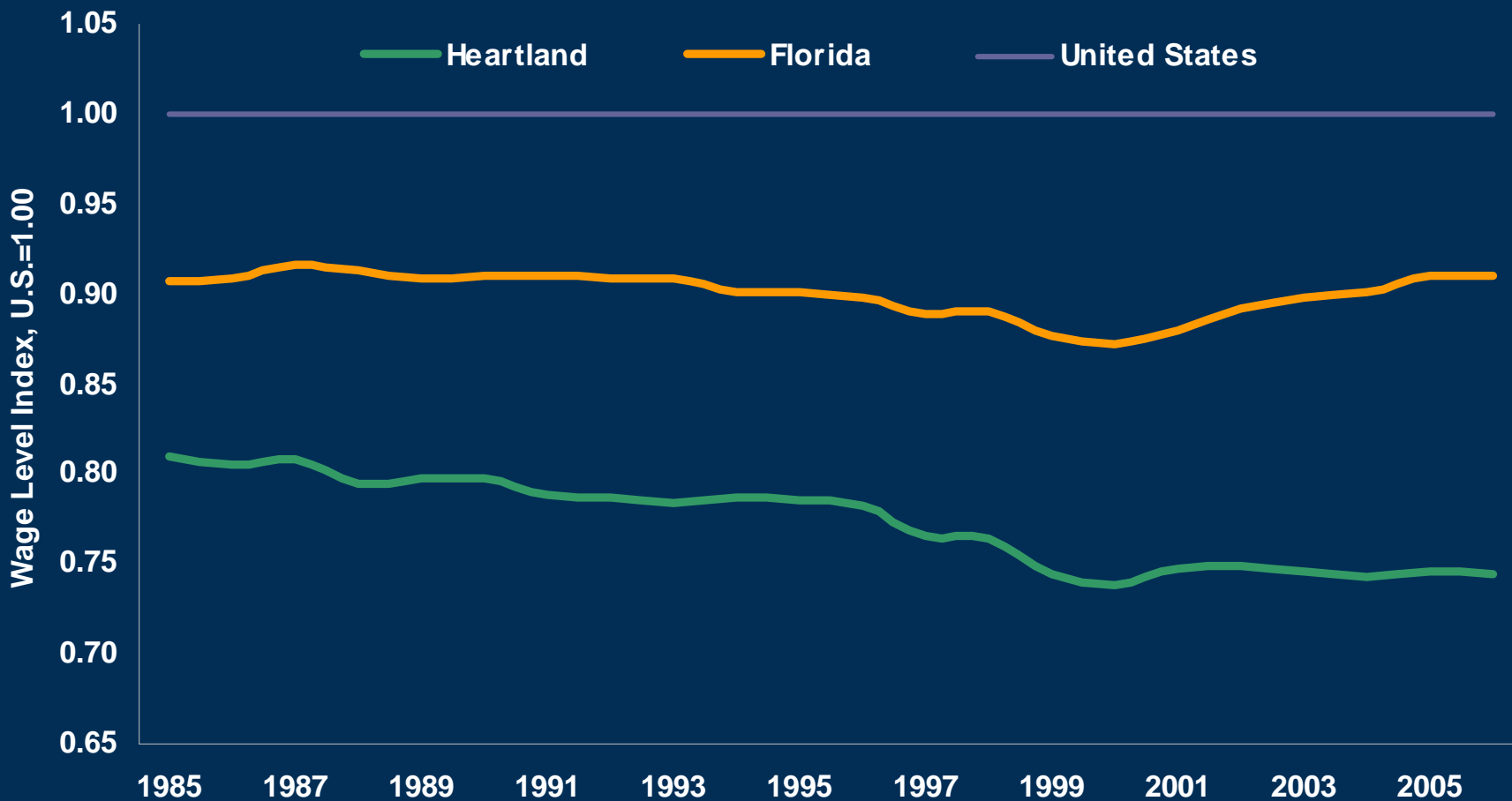
10 Year Change in Share of Employment by Industry



Workforce Conditions, 2006

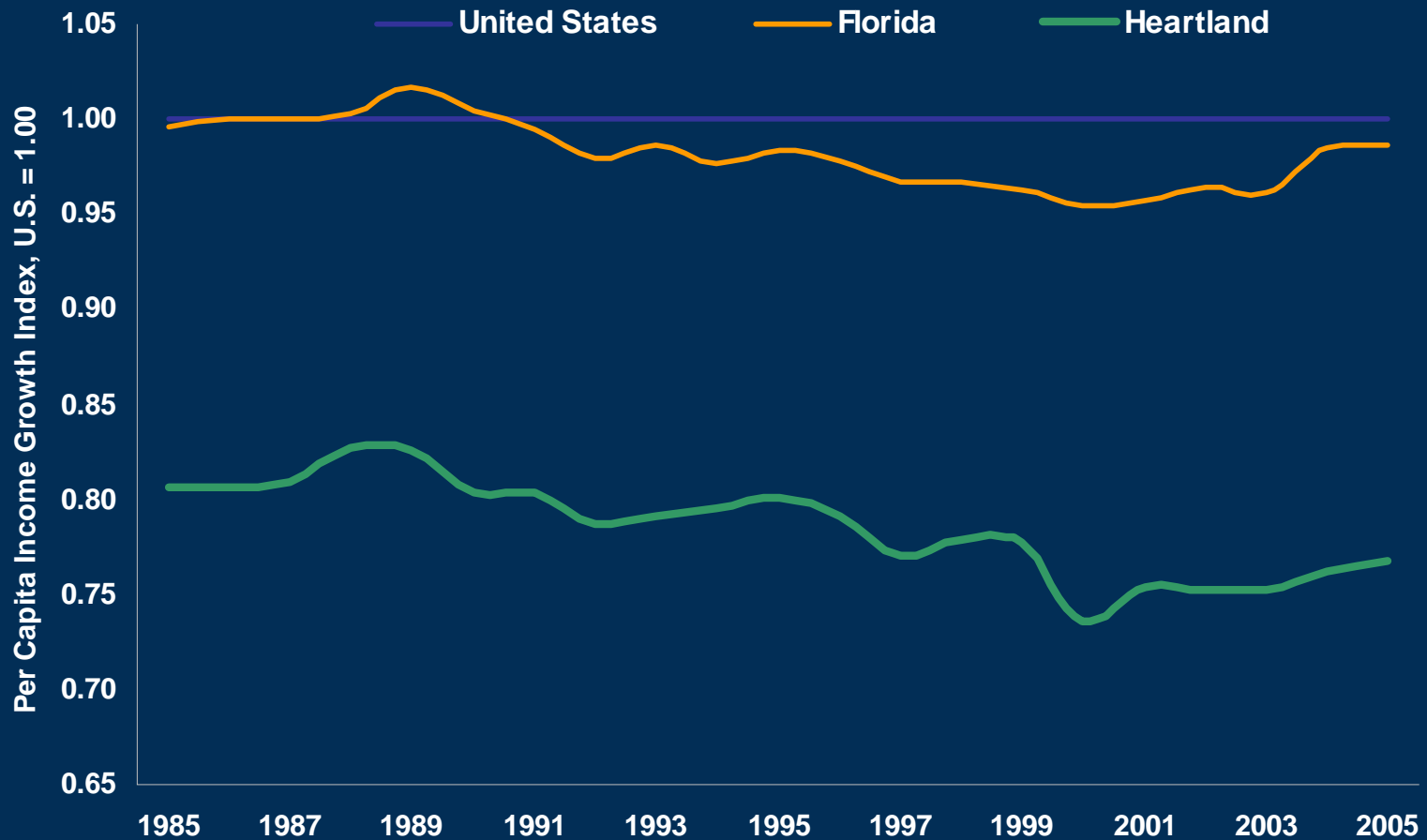
Enterprise Florida and FedStats, 2006	Unemployment Rate (2007)	Labor Force Participation	Average Earnings Per Job
Polk	4.5%	47.9%	\$36,428
Okeechobee	5.3%	43.3%	\$33,262
Highlands	4.8%	42.5%	\$26,778
Hendry	7.5%	43.8%	\$25,912
Hardee	4.4%	42.2%	\$24,844
DeSoto	5.0%	40.8%	\$24,439
Glades	4.9%	40.5%	\$17,888
Florida	4.0%	62.2%	\$40,245

Indexed Wage Growth, 1985-2006



US Bureau of Economic Analysis, 2006

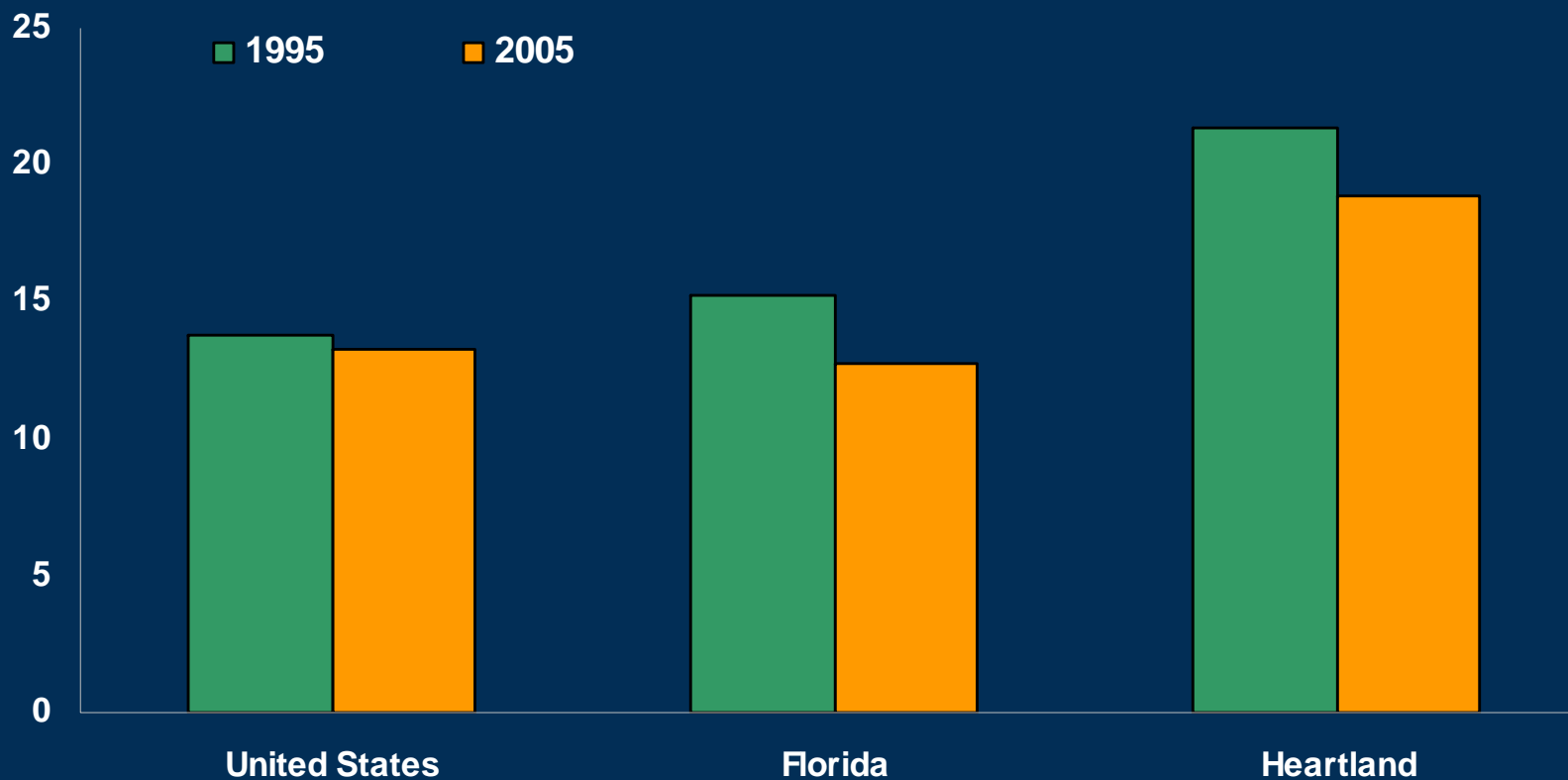
Per Capita Income Growth, 1985-2006



US Bureau of Economic Analysis, 2006

Poverty Levels

Percent of total population in poverty, 1995 and 2005



US Census, Small Area Poverty and Income Estimates, 2005

Economic Diversification

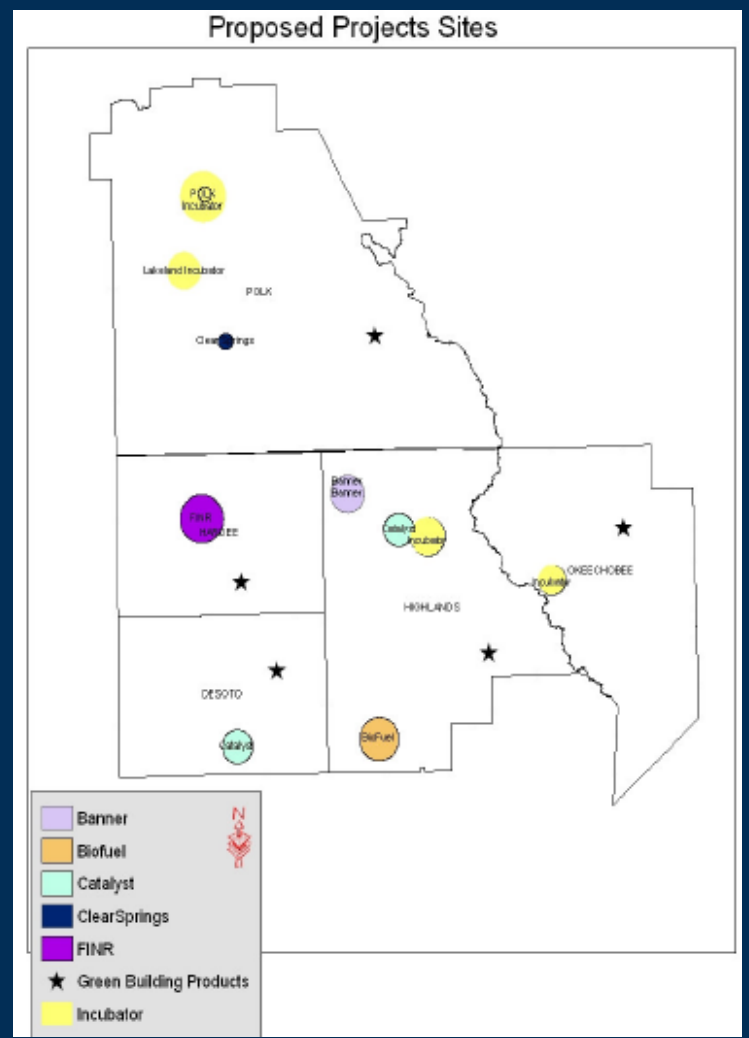
- Enterprise Florida's Rural Catalyst Project identified future target industries, located regional sites, and marketed opportunities
- Goal: How can we diversify the economy and create higher-value jobs?
- Priority Target Industries
 - Healthcare and Social Sciences
 - Building Component Design and Manufacturing
 - Niche Manufacturing
 - Logistics and Distribution
 - Bio-fuels and Energy



Target Industry Priority Sites

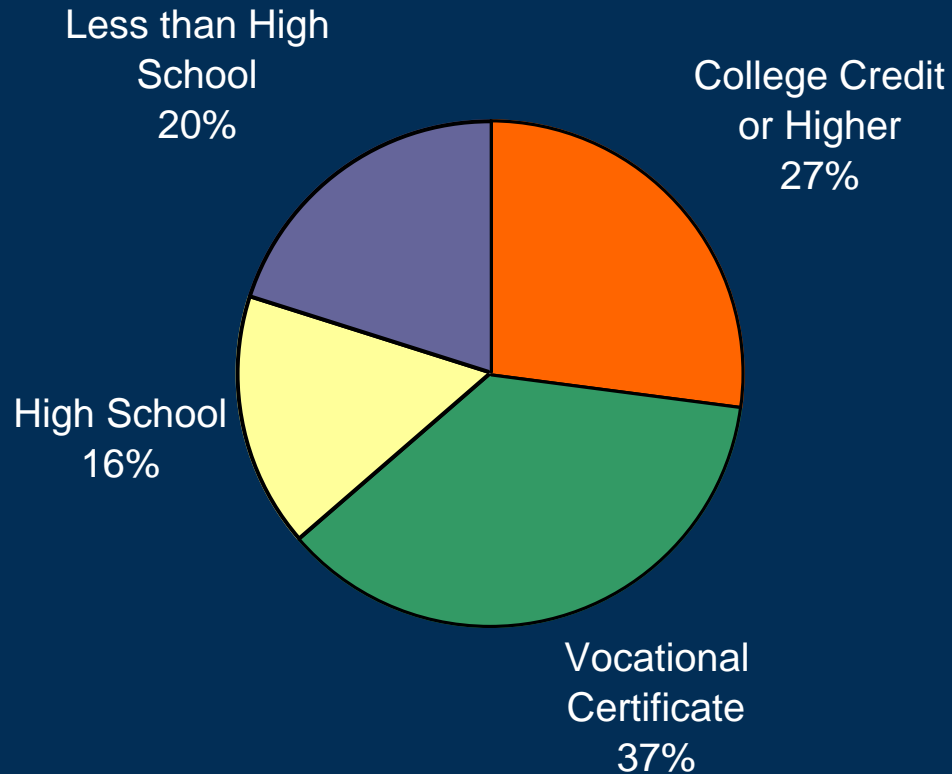
Central Florida Regional Planning Council,
Comprehensive Economic Development Strategy, 2007

Central Florida Rural Catalyst Project



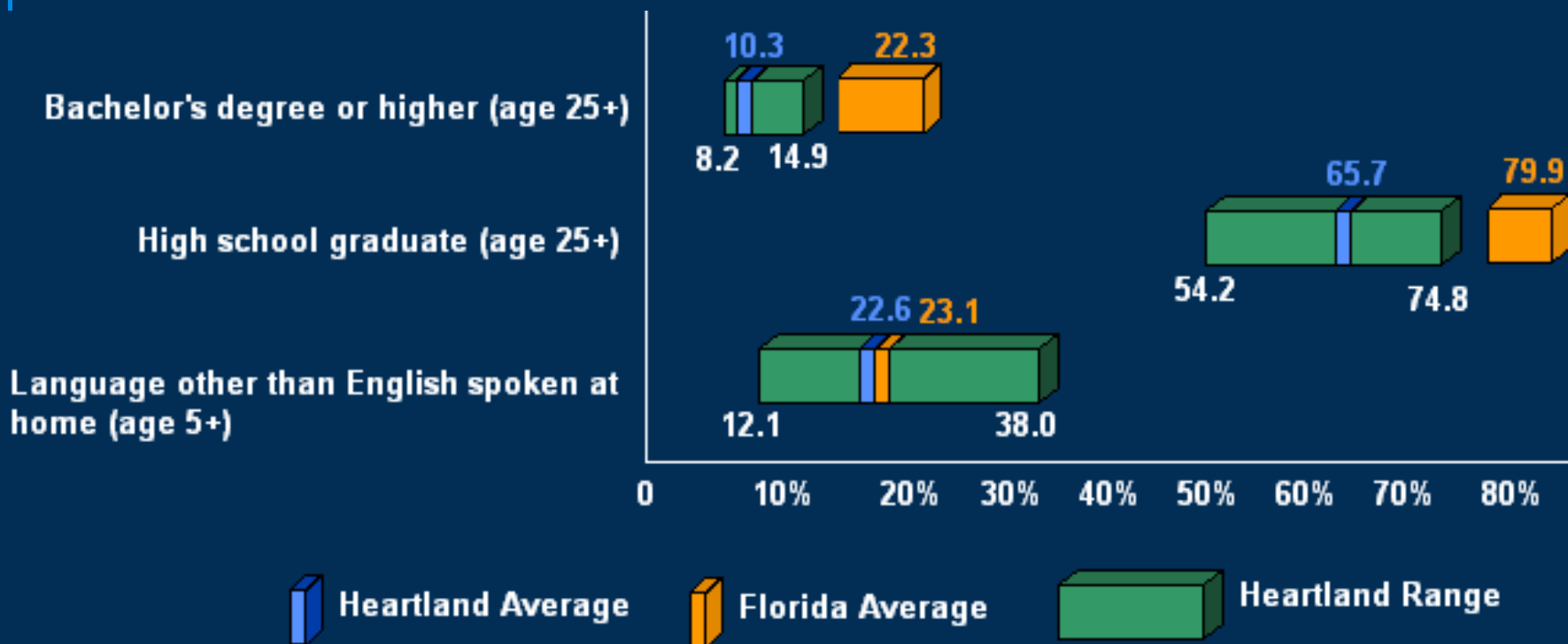
Future Workforce Needs

- Educational requirements for forecast jobs in the Heartland, 2007-2015



Educational Attainment

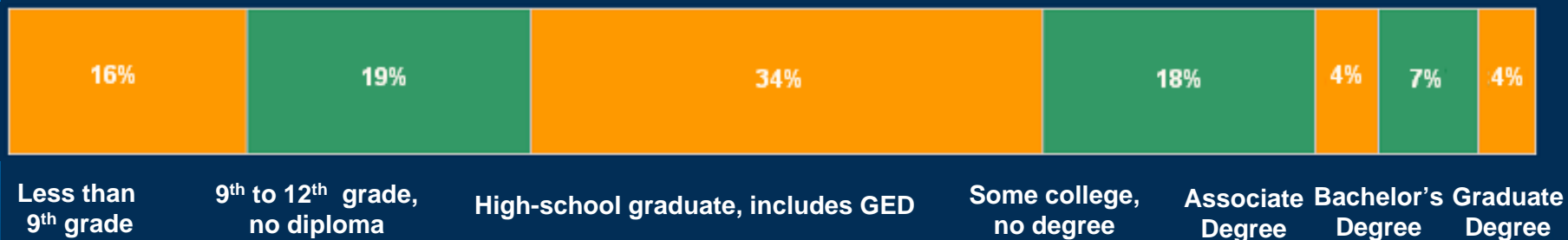
- The region lags behind the state in population with advanced and high school degrees



Educational Pipeline, Population 25 and Older

- Where are we losing people?
 - 35% of population did not finish high-school
 - 67% of population have only a high-school education, or less
 - 18% attended college, but did not graduate
 - 15% have graduated from higher education institutions

Heartland

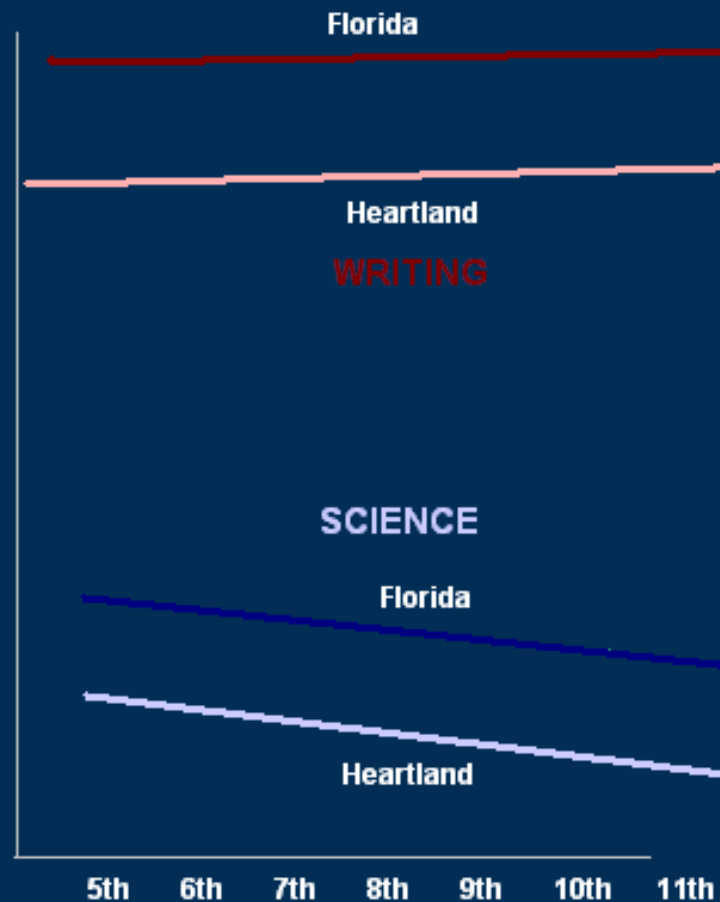
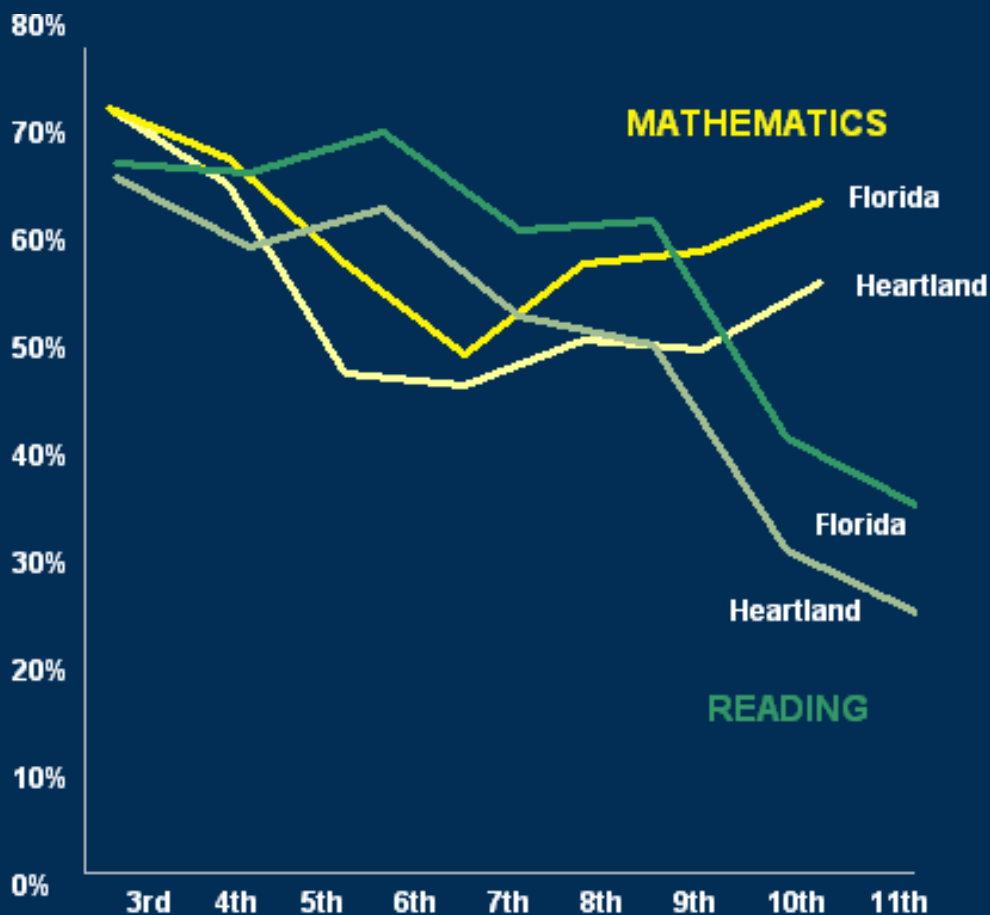


Florida



Student FCAT Performance

- Average percent of Heartland School Districts' student scoring 3.0 or higher on FCAT subject areas in 2007



The Future of the Heartland's Economy

- **Low educational attainment rates** → • **Develop regional potential for a more highly skilled workforce**
- **Some core infrastructure is not available in all parts of the region** → • **Coordinate investment in infrastructure, such as high-speed telecommunications and wastewater systems**
- **Costs of living, land, housing, and other goods and services are relatively low** → • **Develop regional approach to business marketing, retention, and recruitment**
- **Few major industrial and business parks** → • **Utilize Rural Catalyst Project and other area entrepreneurs to make land and spec space available**

How Can a Vision Help Us Address Critical Issues?

- Identify guiding principles, goals, and policies related to education, workforce, and economic development
- Establish or reaffirm regional target industries, priority development sites, and critical infrastructure needs
- Provide a framework for coordinated decision-making and action across jurisdictional boundaries
- Set priorities for regional investment, incentives, marketing, and funding programs
- Create new implementation mechanisms (e.g., institutional relationships, programs)

Breakout Questions

Break into two issue area groups

Identify Top 5 Key Issues

Report back to group

You have 40 minutes to discuss

- 1. What are the key issues facing the Heartland, in this topic area?**
 - Current issues
 - 50-year issues
- 2. What key pieces of information do we need to help create a vision?**
- 3. What specific issues should the Education, Workforce, and Economic Development Task Force address?**
- 4. What key issues should be excluded from the vision?**

A Framework for Regional Leadership





Next Steps

- **Issue Task Forces (Education, Workforce, & Economic Development; Environment & Natural Resources)**
 - Recruit members
 - Begin in late summer/fall 2008
- **Leadership Team**
 - Meet June 18th, 2008
 - Topics: Transportation & Land Use; Community Resources
- **Steering Committee**
 - Recruit members
 - Meet June 2008
- **Project Team**
 - Continue data/information collection