

Heartland 2060

Getting Started



January 30, 2008

Sebring, Florida

CAMBRIDGE
SYSTEMATICS



Introductions

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



Agenda

- **Summary of Nov. 28, 2007 Leadership Team Meeting**
- **Review of State Initiatives on Regional Visioning**
- **Proposed Approach to Visioning Process**
- **Breakout Groups**
 - A) Identify Key Task Force Participants
 - B) Prioritize Core Values
- **Next Steps**



Review of November 28th Meeting

- Overview of region's economic, social, and political dynamics
- Review of visioning processes, including key elements and approaches
- Group discussions of Heartland values, leadership structure, working issues, and public involvement methods
- Discussion of existing and potential funding sources and next steps



Review of November 28th Meeting

- What we heard...

- Acknowledge regional identity and differences from coastal communities
- Ensure previous regional work is accepted and built upon
- Key issues should include: *Transportation and Land Use, Economic Development, Environment, Education and Workforce, and Community Infrastructure*
- Encourage broad participation early in the process and develop regional champions
- Balance public, private, civic engagement in leadership and process
- Apply innovative approaches to public involvement to reach the full spectrum of residents



Review of State Initiatives

What is Regional Visioning?

- A **long-term framework** for making decisions about the future of our region
- Useful for:
 - Building a regional identity
 - Identifying core community values
 - Informing residents about growth trends and impacts
 - Developing realistic future growth strategies
 - Providing guidance for public and private decision-making



Florida Regional Visioning Processes



Committee for a Sustainable Emerald Coast



Our Region Tomorrow



Northeast Florida Regional Vision for the Future



How Shall We Grow?



One Bay

Heartland 2060



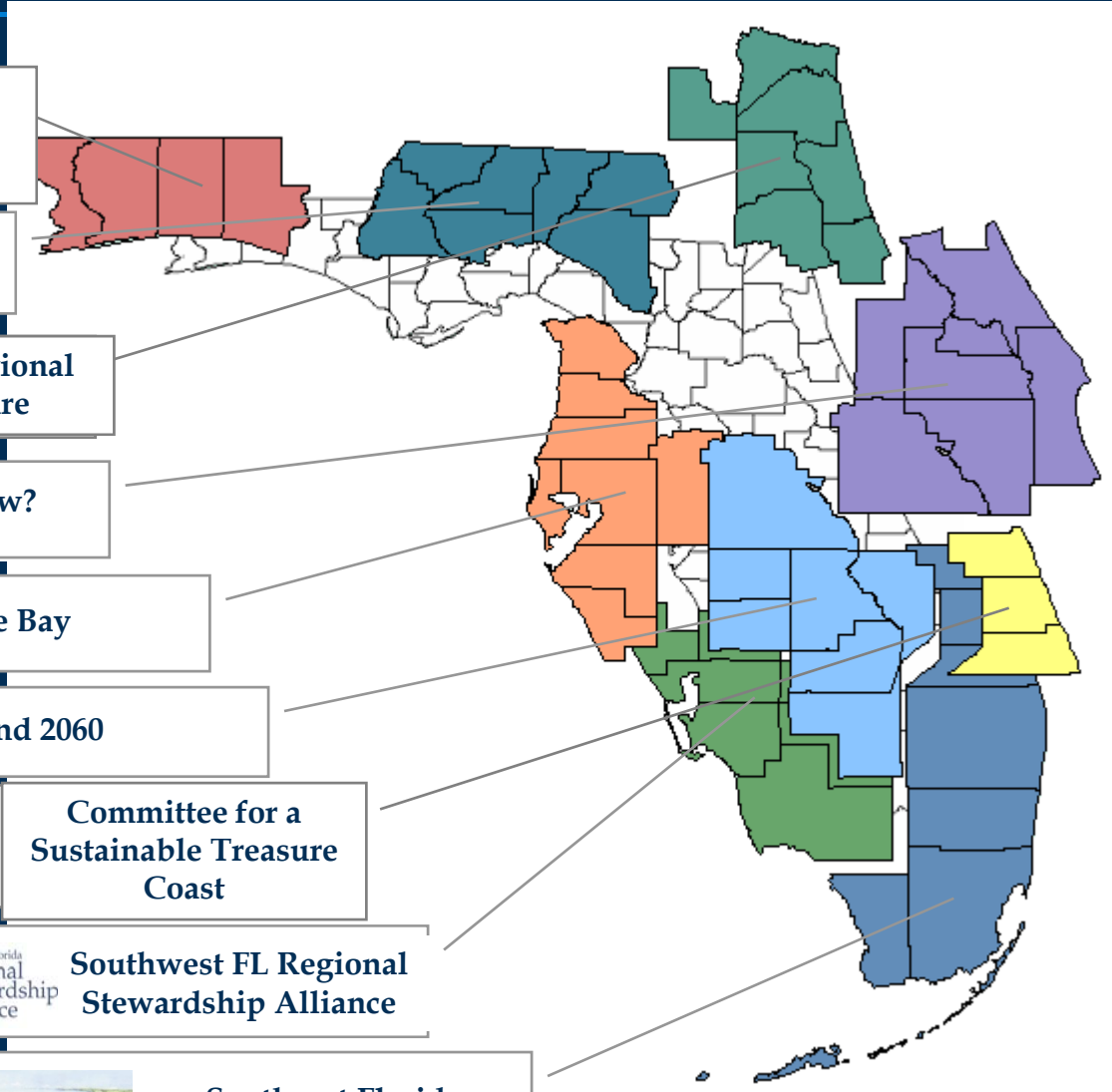
Committee for a Sustainable Treasure Coast



Southwest FL Regional Stewardship Alliance



Southeast Florida 2060



Century Commission

- **Created under 2005 Growth Management legislation**
 - Charged with establishing a sustainable future for Florida
 - Major principles include regional visioning and intergovernmental coordination
- **2007 Reports on State Involvement in Regional Visioning**
 - Investigate and report on state and regional efforts to “engage the future”
 - Recommend how a program of coordinated statewide regional visioning should be implemented in Florida

Century Commission Report

Key Findings

“Engaging the Future through a State-Sponsored Regional Visioning Initiative” (2007)

- Regional visioning can take a variety of forms
- Regional visioning requires sufficient resources
- Regional visioning takes time
- Regional visioning should be based on public-private-civic partnership
- Regional visioning is most successful when there is commitment to both process (community input and empirical analysis) and action (policies, plans, programs)
- Regional visioning is extremely important in fostering inter-governmental and public-private-civic connections



Century Commission Report Recommendations

“A Coordinated, Statewide Regional Visioning Approach for Florida” (2007)

- Suggest a coordinate, statewide regional visioning agenda
- Support the development of regional visions for all areas of the state
- Develop quality growth principles to guide development in the state
- Establish regional visioning as a funded initiative
- Require that regional visions guide local and regional plans
- Identify opportunities to incentivize implementation
- Commit state agency activities and resources to support the regional visions



Complementary State Initiatives

- **Florida DOT- 2025 Florida Transportation Plan and Strategic Intermodal System**
- **Florida DCA - Growth Management implementation and potential revisions**
- **Governor's Climate Change Action Plan**
- **Enterprise Florida - Strategic Plan for Economic Development**
- **Florida Chamber Foundation - New Cornerstone Report**
- **1000 Friends of Florida - Florida 2060**
- **Urban Land Institute - Florida Committee on Regional Cooperation**



Implications for Heartland 2060

State Guidance

Regional Vision

Environment and Natural Resources

Economic Development

Land Use and Transportation

Education and Workforce

Implementation

Community Infrastructure

Local

Regional

State

Consistency with Local Government Comprehensive Plans and Capital Improvement Plans (CIPs), County Transportation Plans,

Consistency with Strategic Regional Policy Plans, Water Management District Plans, Regional Economic Development Strategies

State Agencies' Plans, Policies, Programs, and Investments

Development Permitting and School Board CIPs

Conformity with DRI, OSP, RLSA, etc

Proposed Approach to Visioning Process

- Process and milestones
- Leadership structure



Three Phases of the Process

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



Heartland 2060: DRAFT Project Timeline

	Jan. – June 2008	July – Dec. 2008	Jan. – June 2009	July – Dec. 2009
Project definition & start-up activities	■			
Develop regional profile	■			
Develop guiding principles		■		
Conduct public engagement & outreach		■		
Develop alternative growth futures			■	
Develop & refine regional vision			■	
Identify implementation strategies & actions				■



Heartland 2060: DRAFT Phase 1 Timeline

	Jan.	Feb.	March	April	May	June
Define work plan, project description, leadership structure, participants	█					
Recruit leadership & technical support	█					
Inventory data & compile existing plans		█				
Develop regional profile, maps, baseline scenario		█				
Develop public involvement plan & communication materials		█				
Conduct outreach to community & business leaders, media				█		



Proposed Leadership Structure

Steering Committee

Heartland 2060 Leadership Team

Issue Task Forces

- **Transportation and Land Use**
- **Environment and Natural Resources**
 - **Economic Development**
 - **Education and Workforce**
 - **Community Infrastructure**

Leadership Team

- Interested regional leaders from all sectors
- Establish and continue to help direct process
- Meet quarterly over life of project
- Steering Committee to help guide key decisions



Heartland 2060 Steering Committee

- **Proposed membership:**
 - 1 Commissioner from each county
 - 1 at-large representative from each county (government, business and community sectors)
 - Issue Task Force chairs
- **Led by co-chairs**
- **Generally meet every two months**



Issue Task Forces

- **Open membership groups, representative of various interests**
- **Led by co-chairs**
- **Identify issues, develop goals and objectives, and recommend implementation strategies**
- **Topics**
 - **Transportation and Land Use**
 - **Environment and Natural Resources**
 - **Economic Development**
 - **Education and Workforce**
 - **Community Infrastructure**



Breakout Discussion Groups

- **Three groups, two tasks**
- **1) Revisit and prioritize Heartland Core Values (30 mins)**
 - Identify 5 most important and report out
- **2) Identify key Task Force participants (30 mins)**
 - **Group A) Transportation and Land Use & Environment and Natural Resources**
 - **Group B) Education and Workforce & Economic Development**
 - **Group C) Community Infrastructure & additional key public involvement participants**



Heartland Core Values

Our Future

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Future for children • Need for educational opportunities • Sustainability | <ul style="list-style-type: none"> • Willingness to change • Desire to grow • Plan before growth | <ul style="list-style-type: none"> • Do something different • Retain urban and rural amenities • Mobility |
|---|---|--|

Our Communities

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Rural lifestyles and communities • Community pride • Independence • Fairness • Respect | <ul style="list-style-type: none"> • Friendliness • Family values • Ethics and morals • Sincerity | <ul style="list-style-type: none"> • Tradition • Hardworking • Entrepreneurial • Honesty |
|--|---|--|

Our Surroundings

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Small town atmospheres • Stewardship and preservation of environment • Appreciation for open space | <ul style="list-style-type: none"> • Access to recreation on public lands • Respect for agriculture • Not the coast | <ul style="list-style-type: none"> • Protect water resources • Heritage |
|--|--|---|



Heartland Core Values

● Group 1

- Urban & rural
- Sense of community
- Stewardship of natural resources
- Respect for agriculture/rural economy
- Planning for growth

● Group 2

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

● Group 3

- Sense of community
- Ethics & morals
- Stewardship of natural resources
- Education/ Childrens' future
- Smart, sustainable growth

● Group 4

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



Key Task Force Participants

	Transportation and Land Use	Environment and Natural Resources	Economic Development	Education and Workforce	Community Infrastructure	Public Involvement
Government						
Business						
Community						

Heartland 2060 – DRAFT Phase 1 Meeting Calendar

Meeting Date	★	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Heartland 2060 Leadership Team	★		★				★		
Steering Committee					★			★	
<i>Issue Task Forces</i>									
Transportation and Land Use						★			★
Environment and Natural Resources					★			★	
Economic Development						★			★
Education and Workforce							★		
Community Infrastructure							★		



Next Steps

- **For next meeting**
 - Finalize values statement
 - Finalize work plan
 - Identify potential Steering Committee membership
- **Identify and approach Task Force members**
 - Initial meetings April-June
- **Branding**
 - Begin developing communications materials
- **Next Leadership Team meeting**
 - Wednesday March, 26th (?)

