



## Draft Goals

### Community Resources

#### ***Topic: Health Care***

##### Key Issue: Expand Health Care Industry

- By 2060, the Heartland will expand by 100% the number of key educational resources and medical support staff, to build support for a global medical treatment center.
- By 2035, provide full service hospitals within a reasonable distance to 100% of the Heartland to provide immediate life saving services.

##### Key Issue: Improve Access to and Quality of Healthcare

- By 2060, 100% of Heartland residents will have access to high quality healthcare, including primary, specialty, and ancillary services.
- By 2035, 100% of the region's stakeholders will have collaborated to improve emergency and non-emergency medical transportation, retain and expand existing healthcare facilities specifically in rural areas, and provide incentives to attract healthcare providers (both physicians and facilities).
- Strategy: 70% of the Heartland will be able to utilize telemedicine services.

##### Key Issue: Promote Healthy Communities

- By 2060, eliminate health risk factors in the Heartland, including childhood and adult obesity and diabetes.
- By 2035, reduce teen pregnancy rates in the Heartland by 50%

## Community Resources

### ***Topic: Cultural Identity***

#### **Key Issue: Maintain Sense of Community and Rural Character**

- By 2060, 100% of the communities in the Heartland Region will have cooperated on a regional cultural communications, marketing, and programming plan to strengthen and promote a sense of regional identity, expand opportunities, and increase youth retention.
- Strategy: Complete a cultural inventory in 100% of the Heartland Region, in order to identify key community resources for promotion and preservation

#### **Key Issue: Expand Cultural Opportunities to Increase Retention of Youth**

- By 2060, to recognize, maintain, and grow existing resources in the Heartland Region, increase public and private funding available for youth development programs, educational technology, historical, sporting, and cultural community events by 100%

## Environment and Natural Resources

### ***Topic: Sustainable and Viable Natural Systems***

#### **Key Issue: Integrity of Natural Systems (Preservation and Restoration)**

- By 2060, the Heartland shall have 100% connectivity of targeted conservation and preservation lands on both public and private lands.
- By 2035, the Heartland shall have 70% connectivity of targeted conservation and preservation lands on both public and private lands.
- By 2060, the Heartland will have restored function to 100% of preservation and conservation areas through natural resource management mechanisms (fire, etc.) and land development policies.
- By 2035, the Heartland will have restored 50% of critical corridors' natural functions.

#### **Key Issue: Conservation (Species and Habitat)**

- By 2060, 100% of the Heartland will have completed a regional growth and development plan to balance conservation and future population growth.
- By 2035, the Heartland will have increased the number of critical conservation areas that are in public or private management by 50%, through incentives, funding, and other mechanisms.

- Strategy: The Heartland will complete a regional green infrastructure plan to identify high-value conservation lands in 100% of the region.

#### Key Issue: Management (Fire, Water, Habitat, Recreational)

- By 2060, establish incentive based programs that will result in a minimum of 50% of identified critical lands in private ownership being actively managed in an ecologically sensitive manner to promote conservation, preservation, and/or restoration.
- By 2035, establish a public access program that is site appropriate for 100% of suitable public lands in the Heartland.

## Environment and Natural Resources

### ***Topic: Agriculture***

#### Key Issue: Sustainability

- By 2060, 100% of the Heartland public water will be supplied from diversified sources, including reclaimed fresh water, groundwater, desalinization, and other technologies.
- By 2035, establish a regional public education structure in 100% of the Heartland to promote public investment in agriculture.

#### Key Issue: Way of Life

- By 2060, 100% of communities will be included within a regional organization to incentivize and promote agriculture as a sustainable way of life for residents in the Heartland.
- By 2035, economic incentives will be available to 100% of the Heartland working land owners to promote investment in new agri-technologies and to encourage regional agricultural industry diversification and entry into emerging niche markets.
- Strategy: Regional development regulations will be aligned within 100% of the Heartland communities to balance agricultural development, infrastructure provision, and social-cultural elements for quality of life.

#### Key Issue: Changing Markets

- By 2060, reduce the number of acres devoted to crop production by 50% while producing equal or greater value or volume of crops.
- By 2035, increase agricultural domestic and international export markets by 100%
- Strategy: Identify alternative sustainable agricultural industries that provide for both environmental conservation and business development opportunities.

### Key Issue: Linkage to Conservation

- By 2060, increase conservation lands by 50% by implementing local government incentives through Comprehensive Plan provisions, tax incentives, and other innovative programs to encourage landowners to participate in conservation programs.
- By 2035, 100% of the Heartland's Comprehensive Plans will have long term conservation elements that include multiple use strategies in place
- Strategy: 100% of financial barriers for large landowners to participate in federal conservation programs will be removed.

## Environment and Natural Resources

### ***Topic: Water***

#### Key Issue: Water Supply

- By 2060, protect the Heartland's water supply by utilizing viable alternative water sources for 100% of public supply needs.
- Strategy: 100% of the Heartland will collaborate on a population forecast study for the Heartland to project future water demand. This plan will be updated concurrently with the planning cycles of the WMD's through 2060.

#### Key Issue: Water Quality

- By 2060, improve surface and groundwater quality by 100% over current levels, for all uses throughout the Heartland.
- By 2035, maintain 100% of the current surface and groundwater quality of the water supply throughout the Heartland.

#### Key Issue: Conservation, Drought Protection, and Water Storage

- By 2060, reduce Heartland water consumption by 50% through incentives, such as recycling (reuse), increased efficiency, and innovative techniques (i.e. sand filtration).
- By 2035, 100% of regional Water Management Districts, in conjunction with Heartland stakeholders, will develop a regional water master plan to identify critical water areas for conservation, storage, and recreation.

#### Key Issue: Restoration and Management

- By 2060 implement 100% of the identified restoration and management projects.

- By 2035, implement a minimum of 50% of the identified restoration and management projects.
- Strategy: Identify and prioritize restoration and management areas for public water supply, fish and wildlife, agriculture and industry, and recreation opportunities and identify sustainable funding sources for ongoing restoration and management projects.

## Environment and Natural Resources

### ***Topic: Energy and Climate Change***

#### Key Issue: Future Energy Production

- By 2060, 25% of power produced by renewable energy in the Heartland should be available for export to the State's coastal grids.
- By 2035, 50% of power generation facilities in the Heartland should produce energy using renewable energy (i.e.: solar, biomass, etc.).

#### Key Issue: Clean Energy

- By 2060, 100% of the Heartland should participate in a regional organization to promote the development of alternative energy production.
- By 2035, alternative energy planning and permitting should be streamlined within 100% of governments in the Heartland.

#### Key Issue: Carbon Impacts

- By 2060, reduce greenhouse gas emission in the Heartland by 80%
- By 2035, make funding strategies and stimulus packages available to reduce emissions and implement the Climate Action Plan in 100% of the Heartland.
- Strategy: Develop and implement Climate Action Plan, including a baseline inventory, incentives, and strategies in 100% of the Heartland.

#### Key Issue: Future Population Growth and Migration

- By 2060, 100% of population growth and development in the Heartland has been accommodated according to the regional vision.
- By 2035, a regional growth framework and vision has been established and implemented in 100% of the Heartlands' communities.

# Education, Workforce, and Economic Development

## ***Topic: Economic Diversification***

### Key Issue: Business Retention and Attraction

- By 2060, six of the Heartland's (X number of ) target industries will be established
- By 2035, three of the Heartland's (X number of) target industries will be established, with supporting educational and lifestyle resources and infrastructure in place.

### Key Issue: Opportunities for Youth

- By 2060, the median age of the Heartland's population will be 10 years less than 2010, due to the availability of greater opportunities for youth to remain in the region
- By 2035, career exploration programs and partnerships between private and public sectors will be established in 100% of the Heartland's public schools.

### Key Issue: Meeting Future Industry Skills Needs

- By 2060, the Heartland will attract a sufficiently skilled workforce to meet future employment demands in 100% of the region.
- By 2035, the Heartland will become a national leader in providing financial resources to support workforce training and skill development programs in 100% of the region.
- Strategy: Heartland's service providers and economic development institutions will collaborate to maintain a skilled workforce.

### Key Issue: Mix of Employment Opportunities

- By 2060, the mix of industries in the Heartland will have changed to increase the share of employment in: Professional and Technical Services, Healthcare, Tourism Services, Natural Resources, Transportation, and Wholesale Trade by 50%
- By 2060, the share of regional employment in skilled labor occupations should grow to 50%.

## Education, Workforce, and Economic Development

### ***Topic: Infrastructure to Support a Diversified Economy***

#### Key Issue: Utilities (including Broadband)

- By 2060, 100% of electricity consumed in the Heartland will be generated in the Heartland.
- By 2060, 100% of the Heartland's generated municipal solid waste will be converted to electricity.
- By 2035, the Heartland will provide 100% telecommunication and service coverage within regional urban growth areas, as defined by local plans.

#### Key Issue: Transportation

- By 2060, the Heartland will be established as a hub for global, national, and state distribution through development and implementation of a multimodal, interconnected transportation system in 100% of the region.
- By 2035, the Heartland will develop and adopt a transportation plan for 100% of the region's targeted industry clusters.

#### Key Issue: Energy Infrastructure

- By 2060, 100% of Heartland's electrical generation capacity will be carbon neutral and independent of foreign sources, and the region will be a net exporter of renewable energy.
- By 2035, the Heartland will use clean energy to drive economic development and increase energy related employment, by a minimum of 15,000 jobs
- By 2035, the Heartland will increase relative energy infrastructure by 25%.

#### Key Issue: Business Climate

- By 2060, the Heartland will develop vertical and horizontal integration of key industries, including expanding manufacturing and research in the Heartland by 100%
- By 2035, the Heartland will develop a distribution industry with a network of hubs that connect to global markets and complement existing networks.
- Strategy: The Heartland will collaborate on regional economic development.
- Strategy: The Heartland will be sensitive to the cost-of-doing business and remain competitive with peer regions.

## Education, Workforce, and Economic Development

### ***Topic: Early Learning, K-16 and Lifelong Education***

Key Issue: Opportunities for Children of the Heartland to Learn and Work Locally

No Goals Written by Group

Key Issue: Creating a 2060 Workforce

- By 2060, provide access for 100% of Heartland residents to a wide range of innovative courses that enable self driven, continuous education at minimal cost.
- By 2035, expand access to adult education and alternative learning for 100% of Heartland residents.

Key Issue: Improve Low Graduation and Achievement Rates

No Goals Written by Group

Key Issue: Expand Access to Adult Education, Alternative Learning, and Lifelong Improvement

- By 2060, 100% of the Heartland's educational institutions will continuously communicate and coordinate with regional employers and economic development organizations to identify and respond to rapidly changing skill sets.

## Transportation and Land Use

### ***Topic: Transportation and Land Use to Support Economic Development***

Key Issue: Land Use to Support a 2060 Economy

- By 2060, 100% of developable areas along transportation corridors within the Heartland shall have established a "mixed-use" land use category and supporting development regulations.
- Strategy: Local Comprehensive Plans will provide for appropriate land use designations to support economic drivers, such as mixed use centers in appropriate locations, to support livable, viable communities utilizing innovative planning tools.

Key Issue: Moving People to Support a 2060 Economy

- By 2060, establish multi-use, multi-modal, corridors that support transportation alternatives, to support responsible growth and provide connections to 100% of the Heartland's employment centers.

- By 2035, establish a multi-modal North-South corridor that promotes rail freight movements which could divert up to 50% of truck traffic from local roadways within the Heartland.

#### Key Issue: Moving Goods to Support a 2060 Economy

- By 2060, develop a state of the art global distribution center that integrates seaports, inland logistics centers, freight rail and truck corridors in the Heartland.
- By 2035, develop integrated commuter rail, transit, trucking, and aviation systems to support emerging industries and urban communities in the Heartland.

#### Key Issue: Linking Transportation and Land Use to Support a 2060 Economy

- By 2035, 75% of the Heartland's population will reside within 10 minutes of regional employment centers
- Strategy: The balance of jobs and housing in identified development areas in the Heartland will be optimized.

## Transportation and Land Use

### ***Topic: Ensuring Multi-Modal Connectivity***

#### Key Issue: Creating Multimodal Corridors

- By 2060, multi-modal corridors and new infrastructure should be developed to link to all population and economic centers, to handle 75% of regional Vehicle Miles Traveled (VMT), or equivalent trips.
- By 2035, create multi-use, multi-purpose corridors that maximize existing infrastructure to link economic activity centers and are capable of handling 50% of regional Vehicle Miles Traveled (VMT), or equivalent trips.

#### Key Issue: Moving Freight by Rail, Roads, and Air

- By 2060, develop the Heartland as major, competitive logistics and distribution hub by expanding multimodal connectivity and pursuing focused economic development strategies.
- By 2035, develop the components of the Heartland logistics hub, including an air cargo facility and necessary rail connectivity to support the Intermodal Logistics Centers.
- Strategy: Develop a strategy for 100% of the Heartland to engage in air and rail freight markets and compete with other areas of Florida

### Key Issue: Connecting the Heartland with Other Regions

- By 2060, identify sustainable revenue source(s) for maintenance and expansion of regional transportation systems in 100% of the Heartland's communities.
- By 2035, complete 100% of the Coast to Coast and Heartland Parkways with connections to regional airports, regional air cargo facilities, and regional inland ports
- Strategy: Establish a Regional Transportation Authority, or organization to facilitate multimodal transportation operations and connections within 100% of the Heartland.

### Key Issue: Moving People by Rail, Roads, and Transit

- By 2060, reduce Vehicle Miles Traveled (VMT) by 70% (or attainable reduction to be determined) from 2020 baseline) in the Heartland
- By 2035, ensure that a commuter rail network is planned and adopted through the Heartland.
- Strategy: Adopt policies to encourage public transportation system development and multimodal facilities in the Heartland's employment centers/communities

## **Transportation and Land Use**

### ***Topic: Enhancing and Creating Sustainable Communities***

#### Key Issue: Promoting Energy Efficient Land Use Patterns

- By 2060, 100% of the Heartland's urban communities are walkable, with alternative modes of travel available.
- Strategy: Create demonstration projects in the Heartland counties to implement sustainable development principles.
- Strategy: Develop a set of tools, low impact design principles, smart codes and apply these to all of the region's Future Land Use plans.

#### Key Issue: Supporting Redevelopment

- By 2060, at least 50% of future development in the Heartland will occur as urban infill and redevelopment.
- By 2035, 30% of development in the Heartland will occur as urban infill and redevelopment.

### Key Issue: Housing Affordability and Sense of Place

- By 2060, affordable attainable housing will be available in all of the Heartland's urban communities.
- Strategy: Conduct public education efforts to increase awareness of housing issues and the benefits of changing priorities.

### Key Issue: Improvements to Serve the Needs of New Communities

- By 2060, implement a future build out plan for 100% of the Heartland that has clearly protected ecologically sensitive, (high value areas), focused growth into high density centers and provides for infrastructure that facilitates for both.
- By 2035, implement policies and regulations in 100% of the Heartland that facilitate/encourage sustainable communities that achieve a balance of mixed use, conservation, infrastructure, economic development.
- Strategy: Communities collaborate to develop a template for sustainable development that serves as a public education benchmark and framework for action.

## **Transportation and Land Use**

### ***Topic: Integrating Transportation and Land Use with Natural Resources Planning***

#### Key Issue: Transportation Systems that Prevent Fragmentation of Natural Systems

- By 2060, a transportation system that accommodates both human and wildlife mobility needs will be in place in the Heartland.
- By 2035, establish state and local policies and programs that provide for the protection of habitats and critical corridors while protecting private property rights (including financing mechanism) in 100% of the Heartland.

#### Key Issue: Infrastructure Provision that Supports Sustainable Agriculture

- By 2030, develop a regional green infrastructure and sustainable agriculture plan that considers both the agricultural viability and potential future use of land areas, covering 100% of the Heartland.

#### Key Issue: Land Use that Supports a Sustainable Economy and a Sustainable Environment

- By 2060, increase number of conservation easements by 100% and provide incentives to landowners that contribute to economic and environmental sustainability.

- Strategy: Ensure local government Comprehensive Plan's Future Land Uses will provide for a balance of commercial, residential, industrial, agriculture, conservation, to support economic and environmental sustainability.
- Strategy: Ensure local governments in the Heartland will adopt policies to allow for "adaptability" of land uses.