

Heartland 2060: Getting Started



presented by
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Sebring, Florida

Outline

- *What is a regional vision?*
- Approaches to regional visioning
- Key issues
- Breakout groups

What Is a Regional Vision?

- 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




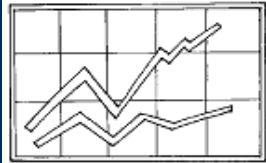


Core Elements of a Regional Vision

- Defines clear *regional identity*
- Led by network of *regional leaders*
 - Includes local elected officials
 - Includes mechanism for ongoing regional dialogue and planning
- Reflects input of region's *residents and stakeholders*
 - Documents citizen engagement
 - Provides visible and accessible information
- Reflects agreement on *key priorities* facing the region
 - Demonstrates consensus on goals and outcomes

Core Elements of a Regional Vision (cont'd)

- Includes implementation strategies
 - Develops *intergovernmental partnership* agreements
 - Defines *actions* and *roles* to accomplish the vision
 - Includes process for *reconciling differences* in individual community visions and local comprehensive plans
 - Includes processes for *future updates* to vision and implementation strategies
 - Includes process for *measuring and evaluating progress* towards regional vision

Typical Regional Visioning Process Steps

Where are we now?	Where are we going?	Where do we want to be?	How do we get there?
			
<p align="center">Community Profile</p>	<p align="center">Trends and Conditions</p>	<p align="center">Vision Statement</p>	<p align="center">Implementation Strategies</p>
<p>Collaborate to define region and develop shared identity and values.</p> <p>Compile existing geographic information.</p> <p>Assess existing strategic, comprehensive, transportation, and other agency plans.</p>	<p>Establish benchmark trends and conditions.</p> <p>Identify priority issues and guiding principles.</p> <p>Identify alternative growth strategies.</p> <p>Collect community input.</p>	<p>Create regionally preferred future growth strategy from public input.</p> <p>Craft shared regional vision.</p> <p>Develop goals and strategies.</p>	<p>Produce vision statements, goals, policies, inter-governmental agreements, other implementation tools.</p> <p>Establish process to update vision and to measure progress toward achieving regional vision.</p>

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- What is a regional vision?
- *Approaches to regional visioning*
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Examples of National Regional Visioning Processes



Portland Metro
2040 Growth
Concept (2000)



Sacramento Area
Blueprint (2004)



Envision Utah
(1999)



Denver Metro Vision
2030 (2005)



Chicago Metropolis
2020 (1999)



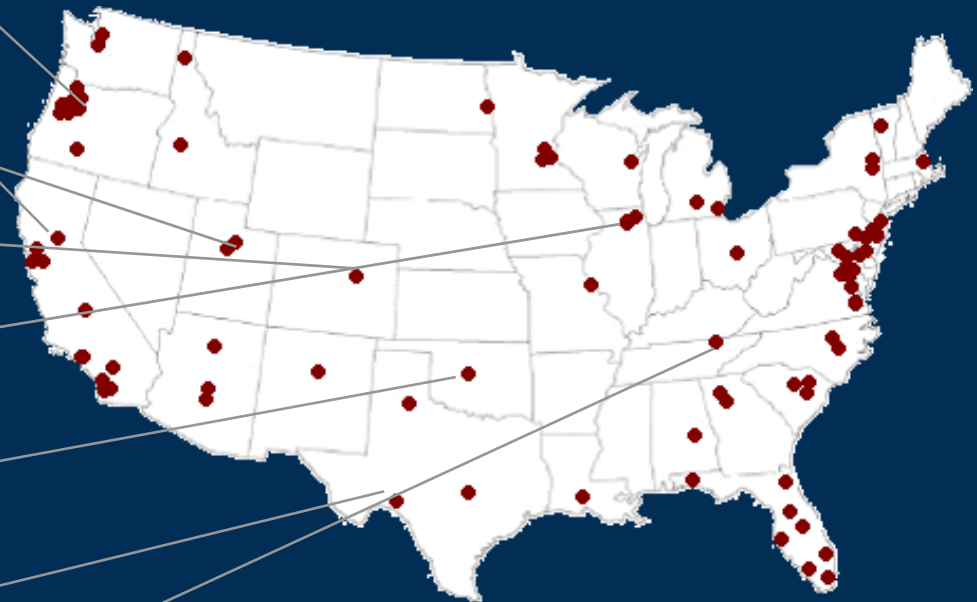
Central Oklahoma
2020 (1993)



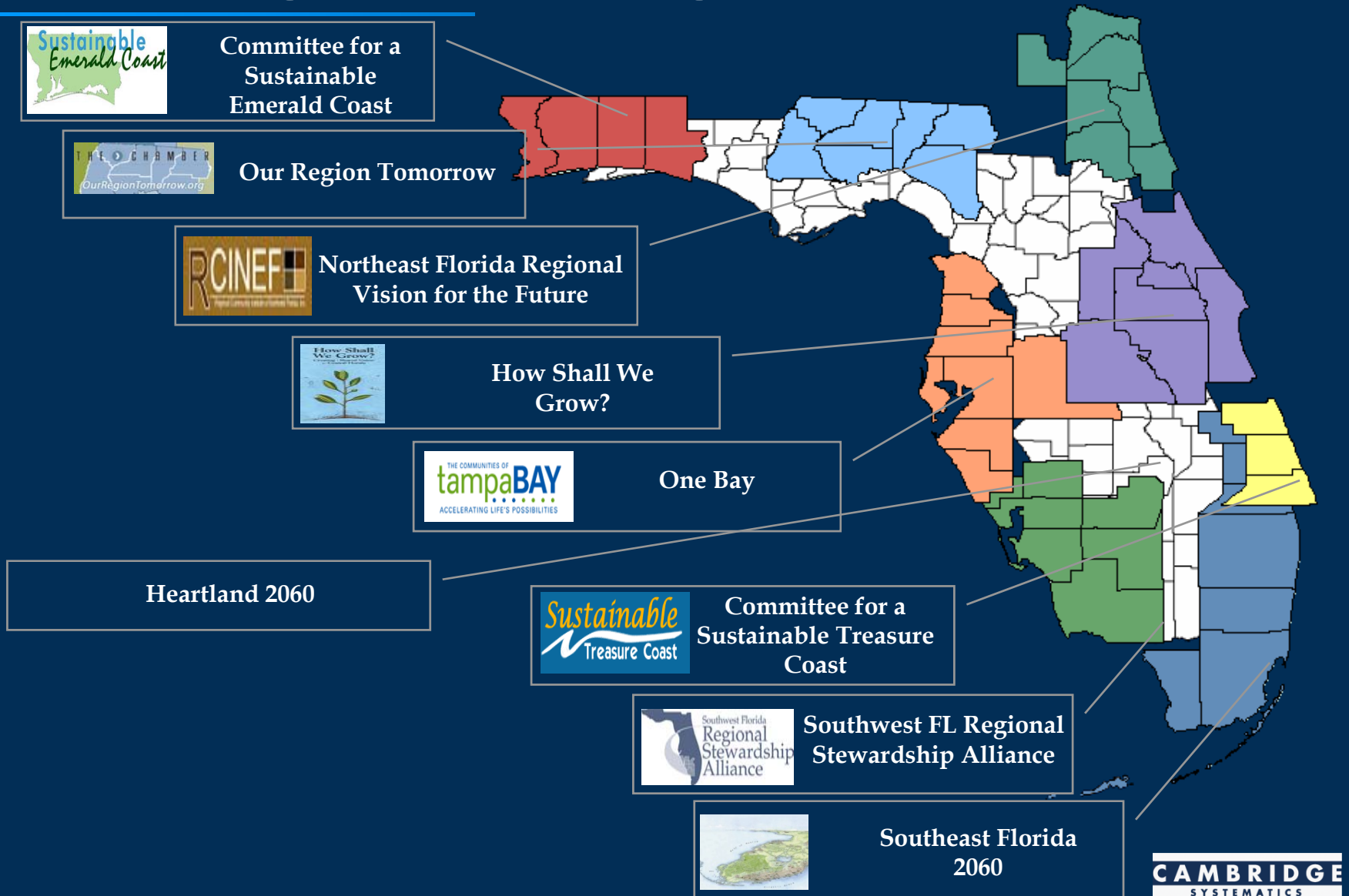
Envision Central
Texas (2004)



Cumberland Region
Tomorrow (2003)

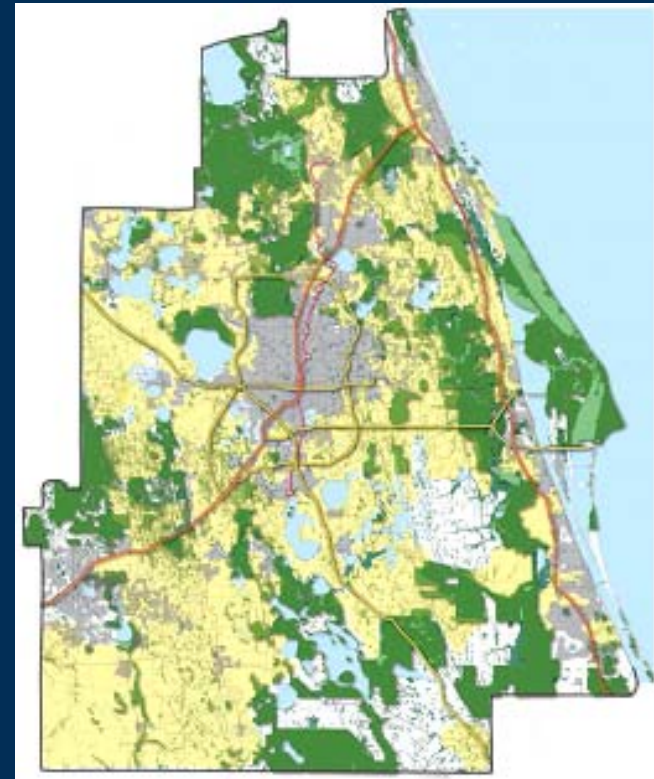


Florida Regional Visioning Processes



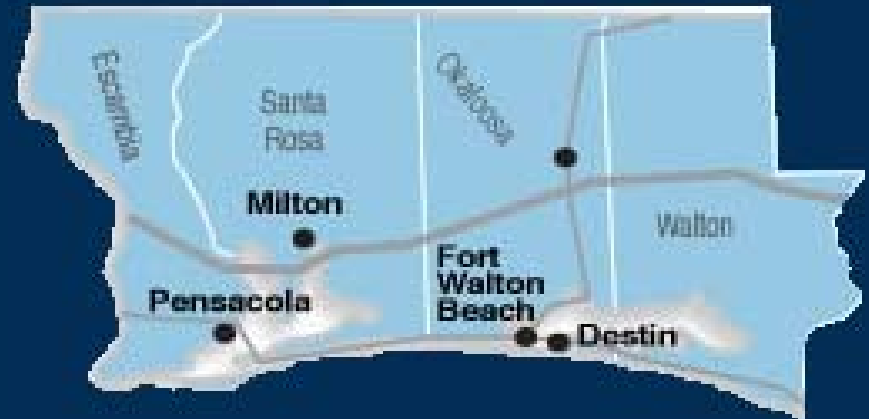
Central Florida: “How Shall We Grow?”

- 7 counties, 86 cities, 3.5 million people
- Partnership of myregion.org, 2 RPCs, 5 MPOs, FDOT, FDCA, Orlando Regional Chamber of Commerce
- 7-year, 2-phase process
 - Phase 1: regional research and identity-building
 - Phase 2: shared regional vision
- Outcomes
 - Stronger regional identity
 - Regional vision with 6 growth principles
 - Regional elected officials councils, compact
 - Policy framework and action plan



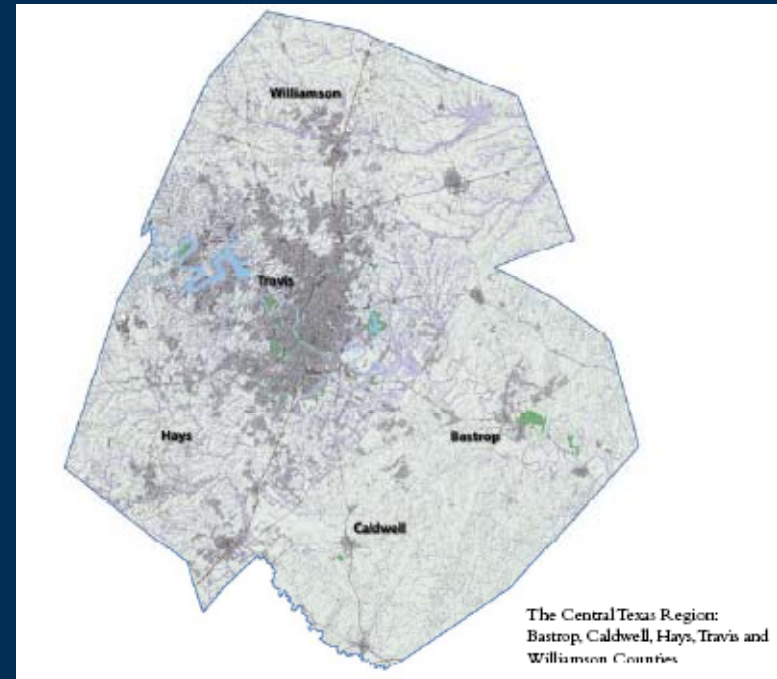
Northwest Florida: Committee for a Sustainable Emerald Coast

- 4 county, 668,000 residents
- Committee formed by Executive Order
- 1-year process
 - Regional issues and priorities
 - Public workshops
 - INDEX software tool
- Outcomes
 - Regional 2030 goals and policies
 - Technical reports and implementation strategies



Central Texas: Envision Central Texas

- 5 counties, 1.3 million people
- Led by non-profit organization of public, private, and civic leaders
- 5 year visioning effort
 - Phase 1: Extensive public input, community meetings
 - Phase 2: Interactive scenario building, public opinion surveys
- Outcomes
 - Regional vision with growth principles
 - Implementation guidance with issue toolboxes and county-level performance measures
 - “Greenprinting” effort underway



Typical Elements of Successful Visioning Outcomes

- ***Vision statement*** – Region's desires for future growth and development
- ***Guiding principles and strategies*** – Decision-making basis and policy recommendations for implementation with endorsement of elected officials
- ***Performance measures*** – Indicators to track success
- ***Implementation strategy*** – Fully developed recommendations, implementation guidance, inter-governmental agreements, roles and responsibilities, timeframe

Vision Statement (example)

“Central Texas can become an oasis among other regions of the Southwest – a vibrant, economically powerful, globally connected, locally led community that absorbs and tames its growth by becoming taller and denser in places, greener throughout, more connected – while keeping its unique sense of place and soul.”

Envision Central Texas

Vision Themes (example)

2050 Regional Growth Vision *Four Key Themes (The 4 C's):*



Conservation



Centers



Countryside



Corridors

Vision Map (example)





Guiding Principles (example)

- **PRESERVE**... open space, recreational areas, farmland, water resources, and regionally significant natural areas.
- **PROVIDE**... a variety of transportation choices.
- **FOSTER**... distinct, attractive, and safe places to live.
- **ENCOURAGE**... a diverse, globally competitive economy.
- **CREATE**... a range of obtainable housing opportunities and choices.
- **BUILD**... communities with educational, health care, and cultural amenities.

Guiding Principles (example)

“We recognize and support regional vision, collaboration and action as essential to maintaining and developing the region’s economic vitality, beauty, and prosperity.

We value the land and open space of the Cumberland Region and recognize the economic cultural and aesthetic importance of greenspace preservation.

We support revitalization and rural communities to retain their unique characteristics and economic vitality while keeping development concentrated around existing community centers.

We seek to preserve the region’s farmlands and strong agricultural heritage.

We support good stewardship practices that protect the environment including air and water, natural habitats, forests, and open spaces.

We want all residents and communities to benefit from the region’s prosperity and to have equitable access to community services, good jobs, educational opportunities, quality housing, and sensible and efficient transportation options.

We support economic development and land use that is in concert with housing, transportation, and environmental considerations.

We value the diverse and differing perspectives of all residents of the region and seek to provide a venue for discussion, learning, and decision making.”












Cumberland Region Tomorrow

Performance Indicators (example)

	2050 TREND	2050 VISION
Developed Land	5,195 sq. miles	3,278 sq. miles
Conserved Lands	2,144 sq. miles	4,627 sq. miles
Average Commute	90 minutes	66 minutes
Water Demand	1.70 billion gallons	1.55 billion gallons
Air Quality	3.419 mkg CO	2.824 mkg CO
Economic Impact	\$421 billion	\$ 513 billion

Implementation Strategy (example)

Summary of Strategies and Actions to Preserve Open Space and Enhance Recreational Areas

Strategy	Action Items	Priority	Lead	Time	In Progress	Best Practice
<p><i>Continue to develop a Regional Greenprint to set priorities for acquiring natural areas and conservation lands</i></p>	Create a regional Greenprint by using current criteria and data available from local, regional and statewide planning efforts. Develop a regional map, conduct gap analyses, and empirically identify natural areas, green corridors, and sensitive lands that provide significant opportunities for acquisition and conservation.					
	Use the Greenprint to educate stakeholders and policymakers about the importance of the Seven Natural Jewels and other ecologically, economically, and strategically valuable areas in Central Florida.					
	Apply the Greenprint throughout the region to set priorities and inform decisions for acquiring, managing, and providing access to conservation lands, recreational areas, and other open spaces.					
	Reflect Greenprint priorities in state, regional, and local comprehensive, transportation, and resource plans, to provide predictability and cohesiveness to long-term conservation and land management goals.					
	<i>How Shall We Grow?</i>					

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- *Key issues*
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Heartland 2060: Prior Work Provides a Foundation

- **County visions**
 - Long-term Recovery Plans after 2004 hurricane experiences
 - Countywide visions
- **County and local government comprehensive plans**
- **Central Florida Regional Planning Council**
 - Strategic Regional Policy Plan
 - Comprehensive Economic Development Strategy
- **Florida Heartland Rural Economic Development Initiative (FHREDI)/Enterprise Florida**
 - Economic development planning, e.g. Rural Catalyst Project (ongoing)
- **Florida Department of Transportation District 1/FHREDI**
 - Florida Heartland Rural Mobility Plan (ongoing)

Heartland 2060: Other Key Inputs

- **Statewide plans and initiatives**
 - **Century Commission for a Sustainable Florida – Critical Lands and Waters initiative**
 - **Florida DOT – 2025 Florida Transportation Plan, Strategic Intermodal System**
 - **Florida DCA – Growth management implementation and potential revisions**
 - **Florida DEP – Florida Forever**
 - **Governor’s Climate Change Action Plan**
 - **Florida Energy Commission**
 - **Enterprise Florida – Strategic Plan for Economic Development**
 - **Florida Chamber Foundation – New Cornerstone**
 - **1000 Friends of Florida – Florida 2060**
- **Neighboring/overlapping regional visions**
 - **Central Florida, Tampa Bay, SW Florida, Treasure Coast, ...**

Discussion Issues

1. Heartland values
2. Leadership structure
3. Issue working groups
4. Level and methods of public involvement

1) Heartland Values

- **Goal**

- Identify the unique values of Heartland residents that will shape the regional vision

- **Examples** *(from How Shall We Grow?)*

- **Peace of Mind and Security from Living in Safe and Secure Communities**
- **Enjoyment in Family Friendly Activity**
- **Parental Peace and Pride Through Good Educational Opportunities**
- **Freedom from Aggravation from Traffic and Infrastructure**

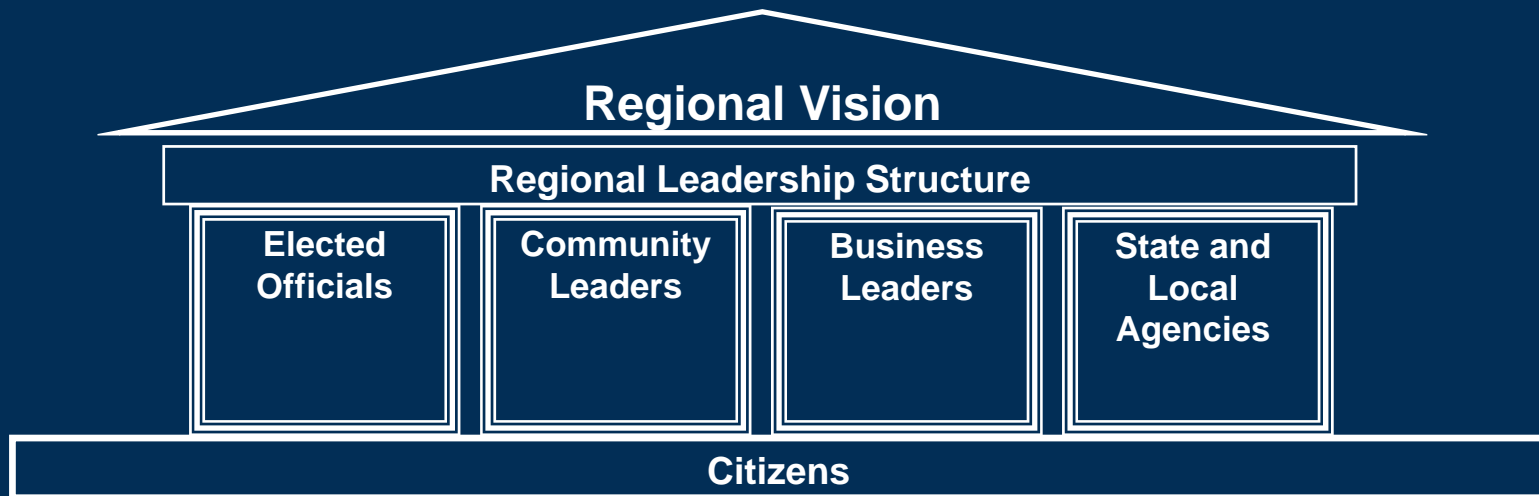
1) Heartland Values

● Questions

- What do you think are the core values of Heartland residents?
- How can we identify/confirm these values with the public?
- What are the implications of these values for the regional vision?

2) Leadership Structure

- Goal: Identify leadership structure to provide overall direction for the visioning process



2) Leadership Structure

- **Typical components**
 - **Broad-based policy group**
 - **Technical advisory group(s) to assist with planning meetings and developing data, forecasts, and maps**
 - **Issue working groups to assist with developing policies and implementation strategies**

2) Leadership Structure

Key Questions

- Does the suggested leadership structure make sense?
- Should a smaller core steering committee be created from the policy group?
- How many people should be included in the key policy/decision-making group? What types of stakeholders should be included?
- Who should be included in the technical committee? How will the technical committee interact with the policy committee?
- What should be the decision-making protocol for the policy committee?

3) Issue Working Groups

Results from Existing County Visioning Efforts

Heartland Region, County Visioning Processes, 2005-2006	Number of Counties Identifying Priority as Key Concern					
	1	2	3	4	5	6
Priority Areas						
Transportation						
Quality Healthcare						
Diverse New Business / Retention / Expansion						
Quality Education System						
Development of Planning and Regulation						
Affordable Housing						
Lake Okeechobee						
Culture and the Community						
Revitalize Downtown						
Recreation						
Law Enforcement						
Emergency Management						
Economy and Economic Development; Post Secondary Education; Airports; Improve Infrastructure; Build Homes and Communities						

3) Issue Working Groups

Potential list of issues

- **Transportation and land use**
- **Agriculture and economic development**
- **Environment**
- **Education**
- **Others?**

3) Issue Working Groups

Key Questions

- What key issues should be addressed in the visioning process?
- How should these issues be combined into working groups?
- What is the purpose/function of the issue working groups?
- How should these groups work?
- What key stakeholders should we be sure to invite into each working group?

4) Level and Methods of Public Involvement

- **Goal: Select activities, techniques, and outreach strategies appropriate for the region's residents and that maximizes community input**
- ***Limited community engagement*** – Holding small educational and issue workshops, publicizing process, inviting public comment
- ***Moderate community interaction*** – Additional activities that allow residents to help define and select future growth alternatives
- ***Extensive community participation*** – Widespread opportunities to participate in goal-setting, scenario development, and implementation through regional forums, workshops, public opinion surveys, and other methods

4) Level and Methods of Public Involvement

Public Involvement Strategies

Strategy	Tools	Skills	Resource Needs
Framing Information	Visually compelling photos and graphics, “story-telling” techniques	Teaching, writing, speaking, graphic and web design	Printing, display materials, Internet capacity, design software
Facilitating Dialogue	Interactive meetings and workshops, key stakeholder focus groups and interviews	Active listening, conflict resolution, consensus-building	Meeting rooms, food, interactive materials/technology
Formulating Input	Values identification, scenario planning	Analysis, modeling, planning, public policy	GIS and modeling data, hardware and software
Fostering Leadership	Multi-stakeholder advisory committees, grass-roots coalitions, professional networks	Connecting people to one another, inspiring people to commit to the process	Communication technology, ongoing educational resources



4) Level and Methods of Public Involvement

Public Involvement Methods

- Internet
- Stakeholder interviews
- Focus groups
- Community meetings
 - Committees, workshops, charrettes, open houses, town meetings
 - “Hands-on” activities
- Surveys



4) Level and Methods of Public Involvement

Education and Outreach

- Web site updates – tools, success stories, etc.
- Newsletter updates
- Media/press coverage
- Presentations to municipal officials and staff
- Educational forums on specific topics

4) Level and Methods of Public Involvement

Key Questions

- **What methods should be used to conduct education and outreach? How can these methods be targeted to reach different constituencies?**
- **What are the best methods to solicit input from the public? How can we make sure that a broad cross-section of the public is represented?**
- **At what points in the visioning process should public input be solicited? On what questions/issues?**
- **How interactive is the public input in developing scenarios?**

Breakout Group Topics

- Heartland values – *all groups*
- Leadership structure – *Group A*
- Issue working groups - *Group B*
- Level and methods of public involvement -- *Group C*

Budget and Funding Partners

- State
 - DCA
 - DOT
- Local governments?
- Private sector

DCA Technical Assistance Funding

- **Identify stakeholders, funding partners, and work group participants – December 2007**
- **Develop work program and milestones – March 2008**
- **Develop GIS maps identifying key regional resources – May 2008**
- **Document meeting information and results -- ongoing**

Next Steps

- **Branding**
 - Heartland 2060?
- **Next leadership team meeting**
 - January 23 or 30