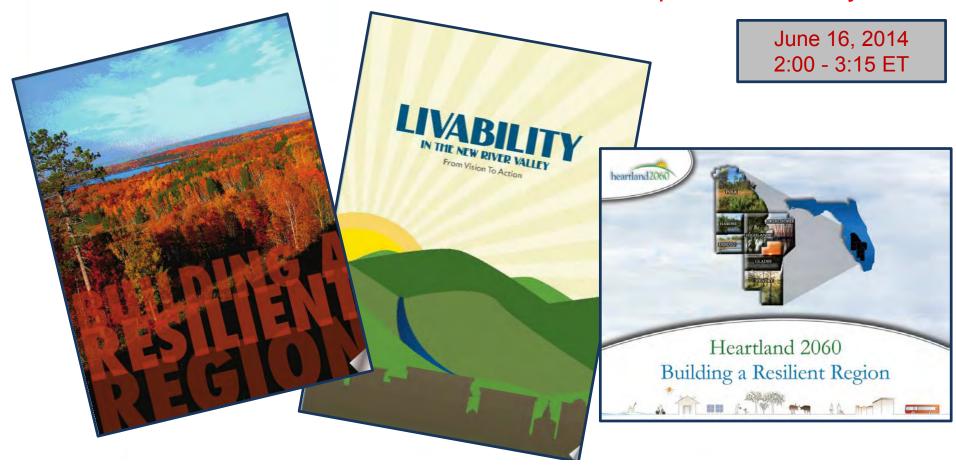
# Putting It All Together: The Nuts and Bolts of Designing a Regional Plan

(That People Will Actually Read)





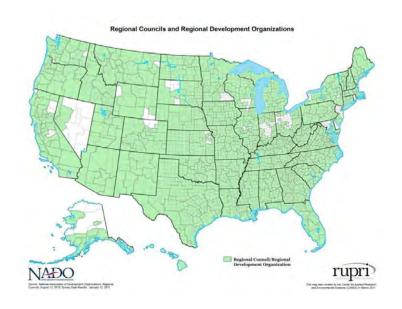
Sustainable Communities

Learning Network





# Our Membership



The National Association of Development Organizations (NADO) is a membership organization for the network of over 520 **regional development organizations** (RDOs) throughout the U.S.

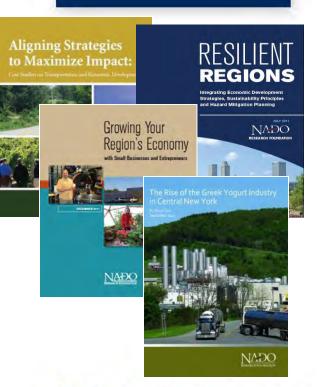
RDOs are **also known as** "Councils of Governments," "Regional Planning Commissions," "Economic Development Districts," and other local names

Promote efforts that strengthen local governments, communities, and economies through regional strategies focusing on economic development, infrastructure, housing, transportation, and regional planning



REGIONAL STRATEGIES, PARTNERSHIPS, SOLUTIONS, NADO, ORG

# NADO Research Foundation



Founded in 1988, the **NADO Research Foundation** is the non-profit research affiliate of NADO

Shares **best practices** in latest developments and trends in small metropolitan areas and rural America through training, peer exchanges, publications, and other resources

## **Focus Areas:**

Rural Transportation
Regional Resilience
Sustainable Communities
Capacity Building
Organizational Support





REGIONAL STRATEGIES, PARTNERSHIPS, SOLUTIONS, NADO, ORG

# HUD Sustainable Communities Capacity Building

Sustainable Communities

Learning Network



NADO Research Foundation serves as one of the capacity building teams in the Sustainable Communities Learning Network providing support and technical assistance to HUD Sustainable Communities grantees and EPA technical assistance recipients

Initiative of the **Partnership for Sustainable Communities** (HUD/DOT/EPA)

Capacity building support to strengthen grantee communities to create more **housing choices**, make **transportation** more efficient and reliable, make more effective **infrastructure investments**, and build vibrant, **economically prosperous** neighborhoods, towns, and regions

**Sharing** lessons learned and resources to a wider audience



REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS. NADO.ORG



### NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS

### **Brett Schwartz**

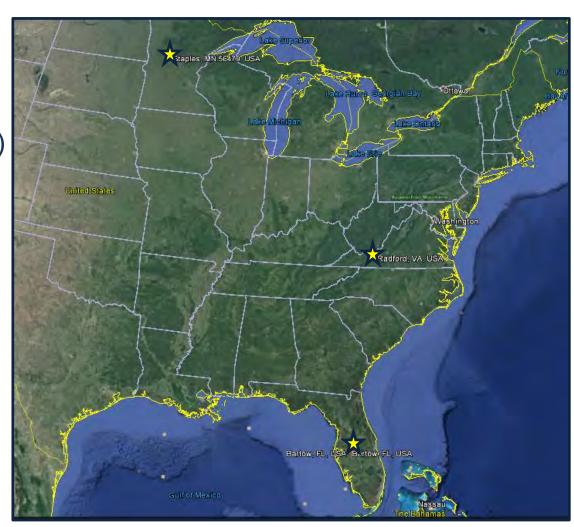
Program Manager NADO Research Foundation

bschwartz@nado.org 202.624.7736



# Today's Presenters:

- Kevin Byrd, Executive Director, New River Valley Planning District Commission (Radford, VA)
- Cheryal Hills, Executive Director, Region Five Development Commission (Staples, MN)
- Pat Steed, Executive Director, Central Florida Regional Planning Council (Bartow, FL)



# Webinar Logistics

Please type any questions you have for the speakers in the question box on the side panel throughout the presentation

The webinar is being recorded and will be posted within a day along with the PowerPoint slides on the NADO website at <a href="https://www.nado.org">www.nado.org</a>

1.25 AICP CM credits are available

Please contact Brett Schwartz at <a href="mailto:bschwartz@nado.org">bschwartz@nado.org</a> if you have any questions after the presentation



# New River Valley Livability Initiative

Lessons Learned in Plan Design

June 16, 2014





# **OVERVIEW**

- Selecting the firm
- What to expect
- Quick tips
- Where are we now?







# **CONSORTIUM MEMBERS**





















New River

Serving Since 1965





**NRV Planning District Commission** 

Montgomery County

Pulaski County

Floyd County

**Giles County** 

Town of Blacksburg

Town of Christiansburg

City of Radford

Virginia Tech

**Community Housing Partners** 

National Committee for the New River

**Community Foundation** 

**New River Community Action** 

Metropolitan Planning Organization

**NRV HOMF Consortium** 

New River Health District

# SELECTING THE FIRM

- Get samples of similar products
- References
- Staffing capacity at firm
- Establish Point of Contact
- Designers are different from planners!







# WHAT TO EXPECT

- Pick a color pallet early
- Request multiple layout options
- Content delivery (firm preference vs project reality)
- "Beauty is in the eye of the beholder"
   ...report holder!







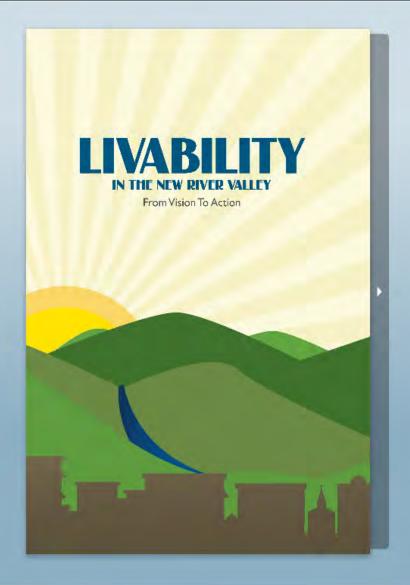
# **FINAL PRODUCTS**

- Reports, books, binders, magazines
- High resolution pdf (graphics, emailing)
- Think about internet formatting
- Retain original project files (InDesign)
- Develop plan for reprinting
- Recovering cost...when/how much to charge









Search results

Q Search

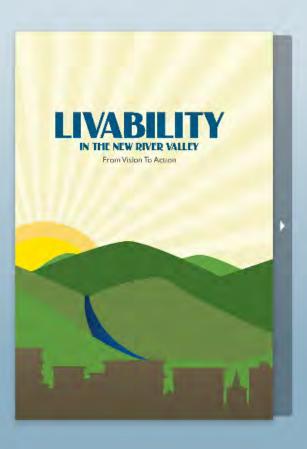
trails

Q

11 pages found.

p. 45: ...level of physical activity. Recreation options include outdoor trails, multi-purpose paths, gyms and public recreation centers, ...

- p. 65: ...This could mean extending sidewalks, bike lanes, and trails into larger neighborhoods or connecting sections to create...
- p. 85: ... and the Appalachian Trail. »» Most established roadways and trails are protected in the immediate vicinity of the resource, but ...
- p. 87: ...Districts Conservation Easements Town Boundaries Multi-purpose Trails Hiking Trails Pulaski Dublin Rich Creek Glen Lyn Narrows...
- p. 91: ...» Protection and enhancement of parkland, open space, trails and land or water corridors provides for outdoor recreation...
- p. 94: ...appreciate opportunities to get out in nature for physical activity. Trails connecting town and village centers to natural and ...
- p. 97: ...culture in the New River Valley. 'Round the Mountain Artisan Trails Promotes artists and artisans in southwest Virginia. Crooked ...
- p. 128: ...as sidewalks, shared roads, bike lanes, and multipurpose trails - to existing road systems makes it easier to cross the street...
- p. 129: ... Safe Routes to School funds and the



02

### **CURRENT TRENDS**

# WHAT IS HAPPENING TO THE CHARACTER OF COMMUNITIES WITHIN THE REGION?

The character of communities within the region is slowly changing. Some communities are experiencing a revitalization of their town centers, while others continue to see a growing number of vacant commercial and residential properties.







National forests, state parks, and privately conserved lands will continue to protect important natural resources and will increasingly serve as a draw for outdoor recreation and tourism. Those localities with fever conserved lands may face future threats to water quality and ecological diversity due to anticipated changes in land use.



Increased attention towards creating arts and culture opportunities in some communities has helped to bring them tourist dollars and generates pride and a sense of cultural identity among local residents.

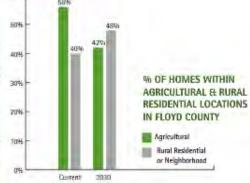
### Top 10 Most Popular Outdoor Activities In the New River Valley

- 1. Walking for Pleasure 6. Flunting
  - 7 Hein
- 2. Swimming 7
  - Using a Playground
     Visiting Natural Areas
- Driving for Pleasure
   Jogging & Running
   Fishing
  - 9. Sunbathing 10. Bicycling



Royd County, in particular, carexpect to see more large-lot development, with farmland shifting slowly but steadily implow density rural residential properties.

Montgomery County a becoming more authorized nearmajor employment centers, with more dense housing and commercial development along its major road comidors.



### What does this mean for the region?

- » Scenic landscapes along major road corridors become increasingly detted with development.
- » Average farm size decresses.
- » More stormwater runoff and lower water quality in rivers and streams.
- » More tax dollars required to extend and improve public water, sewer and stormwater systems:
- » More housing units relying on septic and well systems.
- » Increasing number of arts, culture, and outdoor recreation amerities.

### What can be done to shift the trends?

Improving land use planning and practices can help protect forest and water resources as well as the nural character, scenic views and opportunities for active repression they provide. Strengthening small town centers provides an opportunity to revitalize local economies without sacrificing the beauty of the surrounding landscape or unique character and identity of communities. Developing arts and outfurd activities to serve as a "community chaw" can stimulate business activity attract tourism revenue, and help retain high quality employers and employees by creating highly desirable places in which to raise a family work and retire. Characterig investments into existing main streets can also preserve existing infrastructure, historic pharacter and spur new economic opportunities, while making wiser use of public resources.

# 26

# ENCOURAGE THE USE OF HISTORIC TAX CREDITS TO FINANCE REHABILITATION AND RECONSTRUCTION OF MULTI-UNIT HOUSING

### Things to Know:

Historic Tax Credits (HTCs) are dollar-for-dollar reductions in income tax liability for taxpayers who rehabilitate historic buildings. Credits are available from both the federal government and the State of Virginia. The rehabilitation work for the entire project must meet the Secretary of the Interior's Standards for Rehabilitation. In order to be eligible for an HTC, the building must either listed on the Virginia Landmarks Register or certified as a structure that contributes to a designated historic district. If the project does not meet these standards, no part of the credit may be claimed.

The Virginia Historic Tax Credit Program states that since its inception in 1997, the program has spurred private investment of approximately \$1.5 billion in the rehabilitation of more than 1,200 landmark buildings. This investment in turn has generated an economic impact of nearly \$1.6 billion in the Commonwealth and created more than 10,700 jobs and \$444 million in associated wages and salaries, while helping to revitalize historic town centers.



### What NRV Communities Can Do:

- a. Educate planning staffs, local developers, and planning commission members on the specific requirements of using lifetoric Tax Credits. Resources include: "Prosperity through Preservation," an overview of Virginia's historic rehabilitation tax credit programs www.dhr.virginia.gov/pdf\_files/ ProsperityXacthroughXacPreservation.pdf.
- b.The Virginia Department of Historic Resources: www.dlr.virginia.gov/tax\_credits/tax\_credit\_faq.htm
- Network with regional lenders specializing in renovation, construction, or wrap-around loans for historic structures.
- d. Document and publicize success stories.

### Considerations:



- » Requires a developer with a strong understanding of the requirements for HTCs.
- » Inspires people toward reviving historic districts and reclaiming their community's legacy.
- > Provides a broader range of housing stock.
- » Supports smart-growth and sustainable development through the efficient reuse of existing buildings and infrastructure.

### Examples:

Taylor Hollow Construction has used historic tax credits to rehabilitate three mixeduse properties in the New River Valley.

### Key Implementers:

Historic Tax Credit Developers/Consultants, Local & Regional Lenders, Local Governments, NRV HOME Consortium







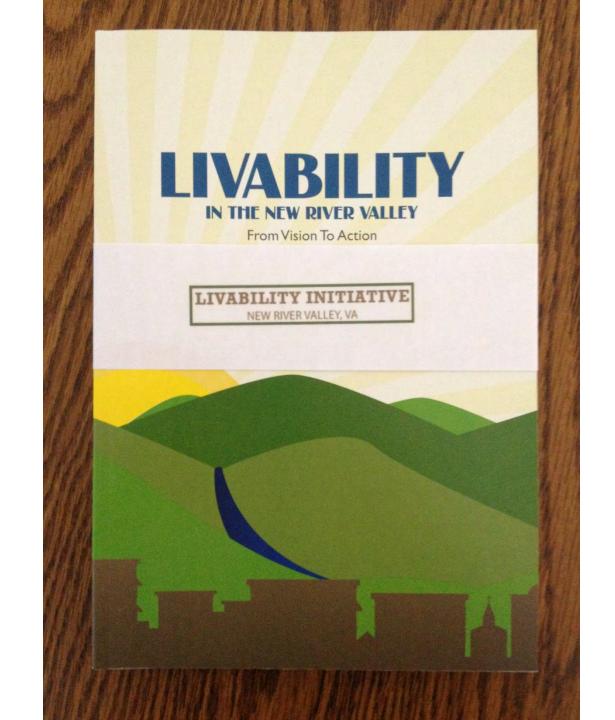
From Vision To Action



Creating an Affordable, Reliable, and Sustainable Energy Future

HOME IN THE NEW RIVER VALLEY

Housing & Neighborhood Options



# **QUICK TIPS**

- Build in extra time before the deadline
- Infographics-figure out what content is best communicated creatively
- Review, review, review before publishing
- Graphic design firm coordinate with printer/publisher
- Get a proof







# WHERE ARE WE NOW?

 Partnering with the Community Foundation of the NRV for Implementation

 Solarize Blacksburg (solarizeblacksburg.org)







# **WANT MORE INFO?**

Kevin Byrd, AICP

**Executive Director** 

New River Valley Planning District Commission

540-639-9313

kbyrd@nrvpdc.org

www.nrvpdc.org

www.nrvlivability.org



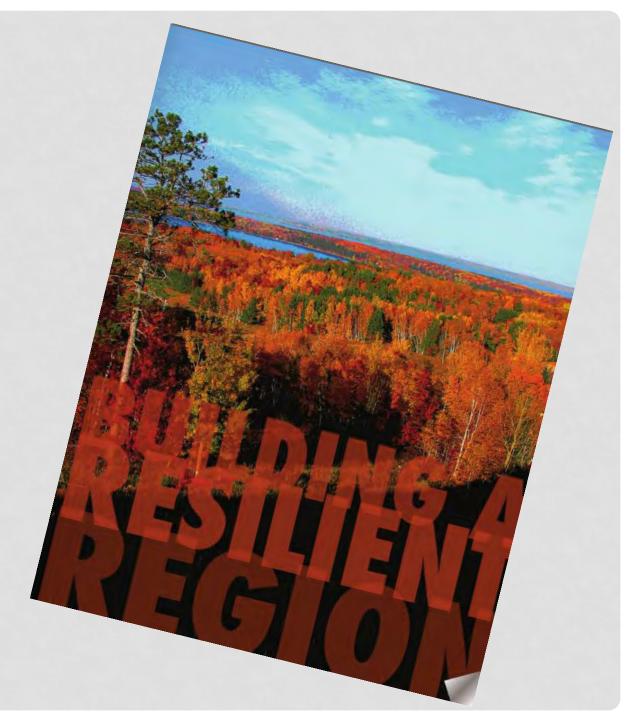






Cheryal Hills Executive Director





### GUIDES TO OUR APPROACH

A5. Increased participation and decisionmaking in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.

A4. Reduced social and economic disparities for the low-income and communities of color within the targeted area.

A5. Decrease in per capita Vehicle Miles Traveled (VMT) and transportations-related emissions for the region.

A6. Decrease in overall combined housing and transportation costs per household.

A7. Increase in the share of residential and commercial construction on underutilized infill development sites that encourage revitalization, while minimizing displacement in neighborhoods with significant disadvantaged

populations

A8. Increase proportion of low and very lowincome households within a 30-minute transit commute of major employment centers inurban, suburban, and rural settings.

B(5). Increased proportion of affordable housing units located close to walking trails, parks, green space, and vital amenities such as hospitals and schools.

B(8). Decrease in the rate of conversion of underdeveloped land into utilization across the region.

B(11). Increased proportion of the local population adequately prepared to participate in the core economic growth sectors of the region.



"I am not so much in terested in the future for myself because I might not be here that much longer. I am interested in the future for my childre and my grandchildren ... and the future of everyone else—that is why I am on this committee." (Jar Warner; Non-Profit Historical Preservation)

### THE PLAN

### EEI Recommendation EE1

Leverage roadway resources: Local government should dedicate funds for sustainable roadway projects that can leverage additional federal or state funds.

### EEI Recommendation EE2

Housing efficiency: Provide more efficient housing in the region in all areas where housing needs to be maintained by considering higher density infill development, or expanding when necessary.

### EEI Recommendation EE3

Collaboration between local governments: Encourage partnerships between local governmental units and organizations that will lead to lowered costs and improved services, such as mass transit, police, fire, etc.

### EEI Recommendation EE4

Cost of development: While the role of government includes providing infrastructure, local governments must provide infrastructure that meets strict, long-term financial criterion (i.e. full cost accounting). Communities must be assured that they will not be burdened with rising property taxes to cover infrastructure maintenance and replacement costs, or the costs to fix potential long-term environmental degradation.

### THEME 11. VIC&N - Affordable Housing

### VIC&N - Affordable Housing Issue I (AHI)

Affordable housing: This key issue include rental and single-family housing: the need for physical development of affordable rental housing and affordable pricing and/or financing of single-family housing. Building design an green technology can play a major role is reaching these affordable housing goals. Home less emergency shelters are a vital componer of affordable housing, including the need for such a shelter to service the entire region. Developing affordable senior housing is also a profit for this issue.

### VIC&N - Affordable Housing Issue I Goal

Affordable housing: Develop affordable housing that meets the needs of individuals an families. This includes the need for stability an proximity to employment and communit amenities, like schools, health care, and recreation. The percentage of lower income hous holds spending 30% or more of their income o housing decreases from the current level (45% to 33%. This decrease occurs because th region is willing to invest in affordable housin and because incomes increase due to bette paying local jobs.

### AHI Recommendation AHI

Program funding: Recognize the value of programs that have been very effective in provicing affordable housing, such as rural rent;



To help the region maximize scarce resources, RREAL will provide solar thermal site assessments to 10 regional school districts in an effort to educate school district building and grounds managers, school boards and support staff on the energy cost-stabilizing benefits of solar thermal technologies. This was identified as a vital project and received USDA/RCDI funding in the fall 2012

### GUIDES TO OUR APPROACH

We also crafted regional guiding principles as part of the grant application process to align the work with the desires and wishes of the fivecounty region:

Region's Gulding Principles:

- 1. Think regionally and inclusively (RGP1),
- 2. Consolidation of effective data (RGP2).
- Capitalize on assets, current plans and work in progress (RGP5).
- Balance redevelopment / development preservation opportunities through effective land-use planning (RGP4).
- Consider regionalization of services (BMPs or our region, drive opportunities) (RGP5).
- Connect more people to well-paying jobs.
- Connect active living opportunities to the region (RGP7).
- Connect broadband technology to entire region (RGP8).

### Valued Resources

We also understood

that the work would not be easy. The nation, even the state, was very divided on a number of issues. Engaging in civil discussion was going to be essential to crafting a well-verted plan. We needed all perspectives and opinions – but we also needed to gather these in a way that honored everyone's contribution. The following were valued resources in helping us create a safe place for dialogue.

Art of Hosting. Four members of the core team participated in "The Art of Hosting" training supported by the Bush Foundation. In their written materials, the Art of Hosting is characterized as a "training unlike any training program you've ever experienced. It is a respons to a world that is becoming increasingly complex and fragmented, where solutions and innovations lie not in one leader or one viewpoin but in the bigger picture of collective intell gence. [It is designed] to enhance the way yo invite, design, open and hold inspired an meaningful conversations in your work, communities and life. Yo

Show

constructive

will:



- Develop a shared urderstanding of collaboration and how to nurtur ongoing conversation
- Explore and identify nev strategies and approache for furthering your work I communities and systems

 Use art, music, movement and poetry to work cre

atively and imaginatively with each other o issues that matter to all of us in our commun ties."

Art of Hosting: http://www.artofhosting.org/home

InCommons. was used later in the project thelp host online conversations. On it's hom page, InCommons was described as "a new an growing community-based initiative that cornects people - face-to-face and online - so the can find and share credible tools, knowledge and resources to solve problems. It's based o





RR publication



Web portal





"We truly were worried given the extreme divisiveness within the state and country that it would not be possible to facilitate civil dialogue. We needed to find common ground if we were going to survive and thrive within this region." (Stacey Stockdill; Project Evaluator)



# Dr. Stacey Stockdill EnSearch, Inc.

The Plan The Central Minnesota Sustainable Development Plan

Annotated Index of Support Resources This online index provides a quick link to the support resources identified in the soon to be released Building a Resilient Region: Final Report for the HUD/DOT/EPA Sustainable Communities Planning Grant and an inventory of

Our Plan This plan was presented to the community at our celebration event August 14, 2012, It include the all the resources included on the Resilient Region website. Livability Principles, Regional Guiding Principles, Vision and Values, and Issues, Goals, Recommendations, and

Table of Themes Cross Referenced with Principles & Source This document provides a comprehensive view of the final plan. It includes the issues, goals, recommendations and action steps cross-referenced with the Action Steps organized across 11 themes. HUD/DOT/EPA Livability Principles (HUD 1-6), the Regional Guiding Principles (RGP 1-8), Activities 1-26, Comprehensive Economic Development Strategies (CEDS), and workgroups H = Housing; T = Transportation; E = Economic Development; and L = Land Use (Final Report Reference: Appendix B).

Model Comp Plan is the culmination of a year-long project by students of the University of Minnesota Law School's Moder Comp Fight to the committation of a year-long project by Students of the Ornversity of Millinesota Law Sch Environmental Sustainability Clinic, Land Use Planning Section. The goal of the project was to develop model comprehensive plan language and accompanying model ordinances to help communities in Minnesota implement

Policy Toolkit The "Supporting a Resilient Region: A Best Practices Toolkit for the Central Minnesota Sustainable the Partnership for Sustainable Communities' Livability principles.

Development Plan" is a capstone project from a team of Hubert H. Humphrey School of Public Affairs Maser of Urban and Regional Planning students working collaboratively with Regional Sustainable Development

**Building a Resilient** Region Plan

A-4: Our Kick Off Event was held February 23, 2011. Activities were designed to begin to obtain input from the reason, to havin to define "energianability," and to setablish norms. A-4: Our Kick Off Event was held February 23, 2011. Activities were designed to begin to obtain input from the region, to begin to define "sustainability" and to establish norms

for positive dialogue.
http://www.resilientregion.org/cms/files/Kick%20Off%20February%2023%202011.pdf A-5; During Work Group J, March 2, 2011, we reviewed data provided by MN DEED and began to identify regional assets and issues.

http://www.resilientregion.org/cms/files/Work%20Group%2012%20March%2022%20201

pdf

WWW.RESILIENTREGION.ORG Index-1

BUILDING A Resilient Region

Index of Support Resources

Annotated Index of Resources

Cross-Referenced with Support Resources in Building a Resilient Region: Final Report for the HUD/DOT/EPA Sustainable Communities Planning Grant

This online index provides a quick link to the support resources identified in Building a Resilient Region: Final Report for the HUD/DOT/EPA Sustainable Suilding a Resulent Region: Final Report for the ITUL/DUI/EFA Sustainable Communities Planning Grant and an inventory of all the resources included on the Resilient Region website. Appendix A: Step-by-Step

A-1: Who We Are - A Community-Driven, University Assisted, Partnership. A A-1: Who We Are – A Community-Driven, University Assisted, Partnership. A complete list of the roles, responsibilities, qualifications and contact information may be found in Community Driven University Assisted Partnership. Assisted Parnership.

http://www.resilientregion.org/cms/files/Community%20Driven%20University%20Assis

ted%2ftPartnership%2ftpsf.ndf

A-2: Guides to Our Approach includes a comprehensive discussion of the resources used to guide our work.
http://www.resilientregion.org/cms/files/Guides%20to%20Our%20ApproachvE.pdf A-3: We hit the ground running, once the grant award was announced - making sure the

A-3: We hit the ground running, once the grant award was announced - making sure the Region Five Development Commission and local units of government were reminded of the available and what was to be accomplished 25DC presentation January 27, 2011 the application and what was to be accomplished RSDC Presentation January 27, http://www.resilientregion.org/cms/files/R5DC%20January%2027%202011.pdf

partnerships (RSDP). Implementation of the Plan: Enter The Champions

# \$30,000,000.00

# **IMPLEMENTATION:**

Energy projects

Local Foods Micro-Lending

Service member housing

Broadband

Workforce Training

Safe-Routes 2 School

Disaster projects

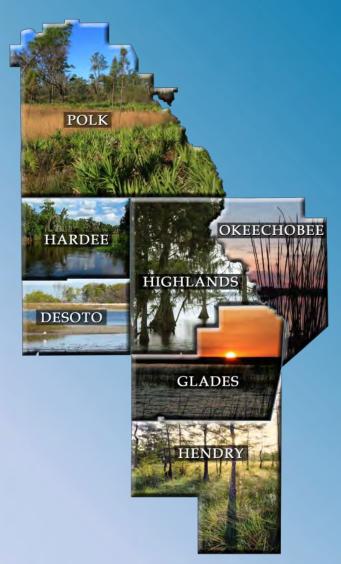
Active Transp.

**NEW funding** 

# **Building a Resilient Region**



Patricia M. Steed
Executive Director
Central Florida Regional Planning Council





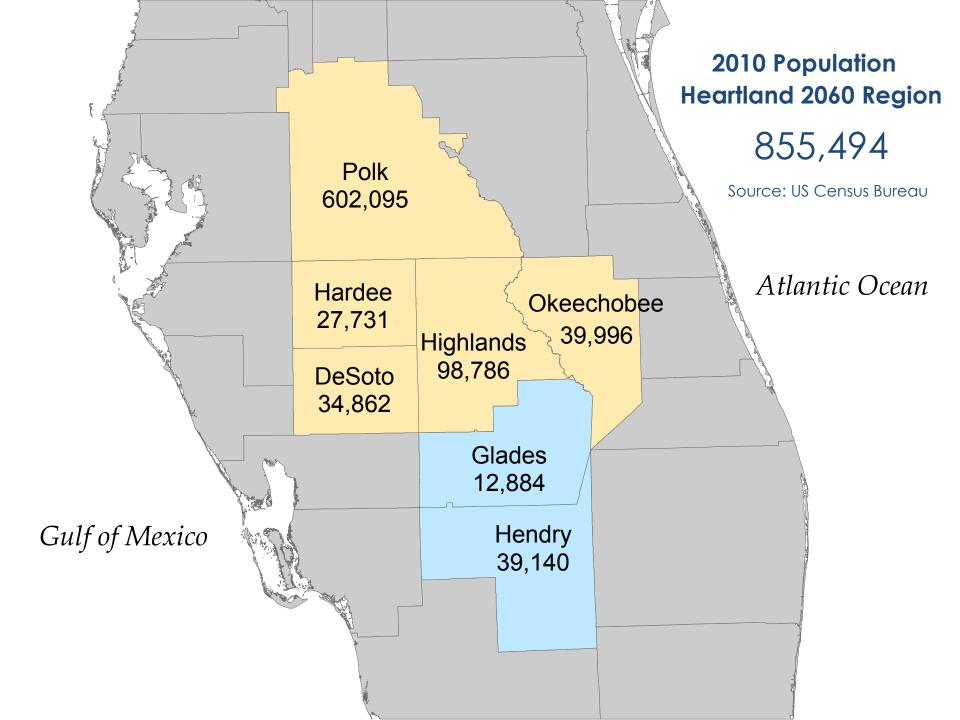


# Heartland of Florida









# How much is too much?

- 6 Years
- 500+ People
- 4 Task Forces
- 109 Goals → 18 Goals
- 30 Strategies
- 89 Meetings
- 7 County Economic Model
- 16 Studies/Projects/Products
- 580,580 Parcel Land Allocation
   Model Covering 7000 square miles
- 1000+ Pages
- 2000+ Slides
- 1,000,000+ Words & Numbers









# Heartland 2060: Organizational Structure



- Develop core values and regional issues
- Guide process

- Discuss regional priorities
- Draft long-term goals and objectives
- Synthesize goals and objectives
- Develop recommendationsand implementation actions











# **Established Core Values**

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

6. Sustainable Growth











# What We Treasure alues

The Core Values of the Vision, which were established by the Heartland 2060 Leadership Team, address the key concerns of the region as follows: Stewardship of Natural Resources, Our Water Resources, Respect for Agriculture, Our Communities, and Future for Our Children. The following Task Forces worked on identifying Key Issues and Goal Setting: Environment and Natural Resources; Education, Workforce and Economic Development; Community Resources; and Transportation and Land Use.



### Stewardship of Natural Resources

Natural resources form the foundation of the Heartland's way of life.

# of conserved lands.

### **Our Water Resources**

Water for people, business, and nature in the Heartland.



The Heartland has 318,183 acres of lakes.

#### **Respect for Agriculture**

Agriculture is a foundation of the past, present and future of the Heartland.



The Heartland has 28 cities and 39 Censusrecognized communities spread across 7 counties.

The Heartland has over 2.9 million acres of land designated for agricultural uses.

#### **Our Communities**

Preserving and improving our quality of life for all Heartland residents.



The Heartland has 225,000 children; over 25% of our population.

#### **Future for Our Children**

Ensuring our children's future to live, learn, work and play in the Heartland.

### How much is too much?

- 6 Years
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- 7 County Economic Model
- 16 Studies/Projects/Products
- 580,580 Parcel Land Allocation
   Model Covering 7000 square miles
- 1000+ Pages
- 2000+ Slides
- 1,000,000+ Words & Numbers









### **Issue Task Forces**



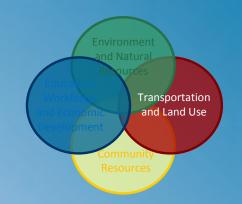




## Environment and Natural Resources: Key Issues and Trends

#### Water

- How do we continue to reduce demand?
- Sustainable & Viable Natural Systems



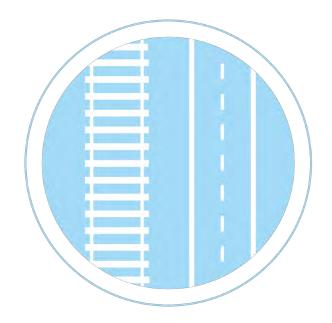
- How do we plan at the systems level?
- Agriculture
  - How do we sustain productive agriculture in the Heartland?
- Energy & Climate Change
  - How do we prepare for potential impacts?













## Environment & Natural Resources

Florida's Freshwater Frontier boasts miles of canoeing routes, world class bass fishing, bird watching, turkey and deer hunting, and boundless recreational opportunities. The Heartland will become one of the key areas in the state for land conservation and water protection in the future. The splendor of these natural resources will be conserved for the enjoyment of future generations.

#### **Key Questions**

- · How will we work together to preserve important natural resources?
- · Which resources are top priorities?
- How can we conserve our limited resources?

#### Goal

- Protect natural resources to ensure recreational opportunities including fishing, hunting and eco-tourism
- Reduce conflicts between natural areas and development by identifying key ecological resources.

- Water
- Sustainable and Viable Natural Systems
- Agriculture
- Energy and Climate
   Change









Providing quality jobs for all residents, attracting growth industries to the region, and providing lifelong learning opportunities for residents will create opportunities in the future. We can improve the educational pipeline for our children, fostering a lifelong love of learning.

#### **Key Questions**

- How do we grow local businesses and provide quality jobs?
- · How do we prepare our future workforce?

#### Goals

- · Enhance lifelong learning opportunities for Heartland residents
- · Encourage innovation and creativity in education at all levels
- · Develop, attract, and retain a skilled workforce to meet future employer needs
- Support existing and new business
- Increase the share of employment in skilled labor occupations
- Improve the Heartland's telecommunications and information technology infrastructure
- · Strengthen the Heartland's energy, logistics and manufacturing, agricultural, tourism and recreation industries
- · Support both established and emerging regional employment centers





- · Economic Diversification
- Infrastructure to Support a Diversified Economy
- Early Learning, K-16 and Lifelong Education
- Creating a 2060 Workforce



## Transportation & Land Use

Tomorrow's transportation system will connect the Heartland's centers, efficiently move people and goods to, from, and through the region, provide reliable emergency evacuation routes, and enhance the mobility and choices of our residents. Transportation decision-making is linked with land use and development patterns which ultimately affect how we get to work and to school, and how far from our homes are essential services and shopping centers.

#### **Key Questions**

- In what kind of transportation system shall we invest and where?
- How do we link new communities with existing towns?

#### Goals

- Improve coordination of economic development, land use, infrastructure, transportation, and natural resource planning
- Develop transportation systems to support a prosperous, globally competitive economy and improves the quality of life for Heartland residents while minimizing impacts to the natural environment
- Encourage development of affordable and attainable housing in all communities of the Heartland
- Creating and enhancing a north-south multimodal corridor with connections to major markets







- Integrating with Natural Resources Planning
- Supporting Economic Development
- Creating a Multimodal Transportation System
- Enhancing Existing and New Sustainable Communities



Our communities must retain their home town atmosphere, historic downtowns, and cultural amenities, while providing services and social opportunities to residents living throughout the region. Our health care systems must be able to respond to the needs of all residents. Growth can encourage healthy and vibrant communities.

#### **Key Questions**

- · How can we grow while preserving our values?
- · How can we address the health, cultural, and social needs of residents as we grow?

#### Goals

- · Encourage youth to remain in the Heartland
- Strengthen and promote a regional identity for the Heartland that reflects its vibrant, diverse, and collaborative communities
- Improve the region's quality of life and enhance the health and wellness of its residents
- · Promote the Heartland's arts, cultural, and historic resources

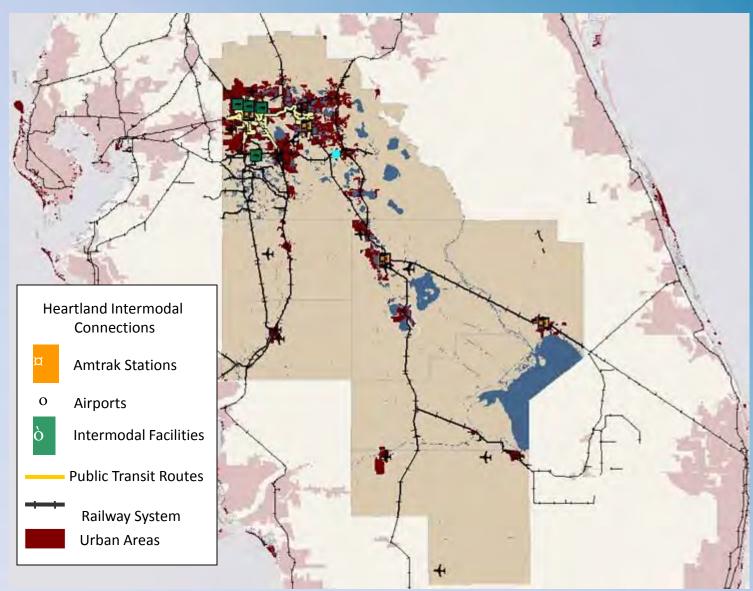
- · Health Care
- Cultural Resources
- Cultural Identity







## **Ensuring Multi-Modal Connectivity: Future connections, future choices**





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#### Where Are We Going?

## Transportation & Land Use

#### **Transportation**

#### **Trends**

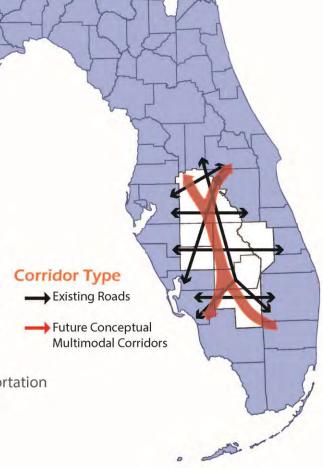
The regional transportation network moves freight and people both within and through the region as part of the statewide transportation system. The Heartland will double in population creating demand for expanded employment and residential areas.

#### **Opportunities**

The region has a large supply of land that is available for business development at competitive prices. Due to regional climate, alternative energy provides many opportunities. The region is developing a logistics reliant industry with high speed roads that facilitate freight transportation and the development of Intermodal Logistics Centers (ILCs) and planning for connectivity to ports in order to move goods.

To accommodate the forecast growth, additional multi-modal transportation corridors may be needed across the Heartland region.

#### Regional Transportation Network



## **Heartland 2060 Population Change**

County/Area	1990	2000	% Change 1990-2000	2010	% Change 2000-2010
DeSoto	23,865	32,209	34.96%	34,862	8.24%
Hardee	19,499	26,938	38.15%	27,731	2.94%
Highlands	68,432	87,366	27.67%	98,786	13.07%
Okeechobee	29,627	35,910	21.21%	39,996	11.38%
Polk	405,382	483,924	19.37%	602,095	24.42%
Five County Region	546,805	666,347	21.86%	803,470	20.58%
Glades	7,591	10,576	39.32%	12,884	21.82%
Hendry	25,773	36,210	40.50%	39,140	8.09%
Seven County Region	580,169	713,133	22.92%	855,494	19.96%
Florida	12,938,071	15,982,824	23.53%	18,801,310	17.63%
Nation	248,718,302	281,424,603	13.15%	308,745,538	9.71%

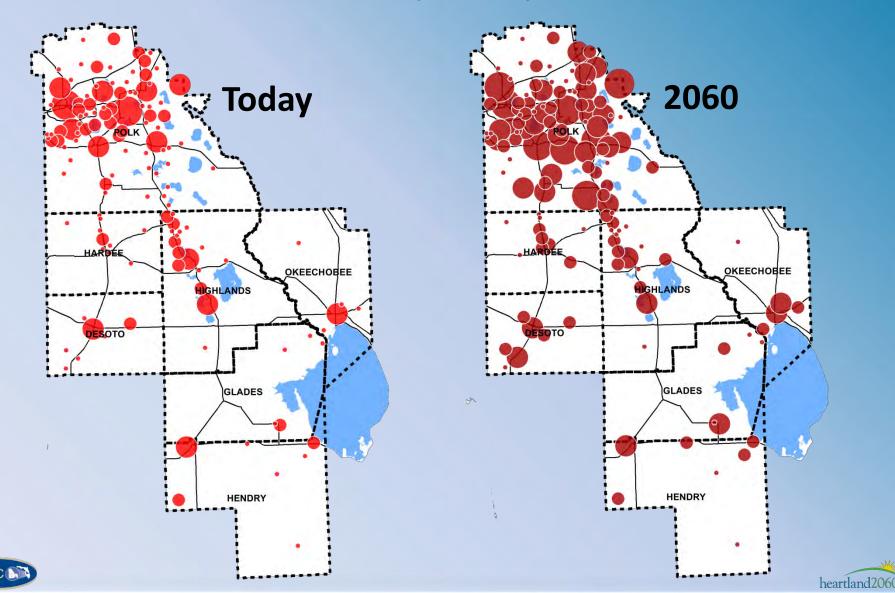
Sources: 2009 BEBR and the 2010 Census Release at <a href="http://2010.census.gov/2010census/data/index.php">http://2010.census.gov/2010census/data/index.php</a>, US Census Bureau





## Population

The population in Heartland is projected to increase by over 50% to 1.73 million persons by 2060.



### How much is too much?

- 6 Years
- 500+ People
- 4 Task Forces
- 109 Goals → 18 Goals
- 30 Strategies
- 89 Meetings
- 7 County Economic Model
- 16 Studies/Projects/Products
- 580,580 Parcel Land Allocation
   Model Covering 7000 square miles
- 1000+ Pages
- 2000+ Slides
- 1,000,000+ Words & Numbers







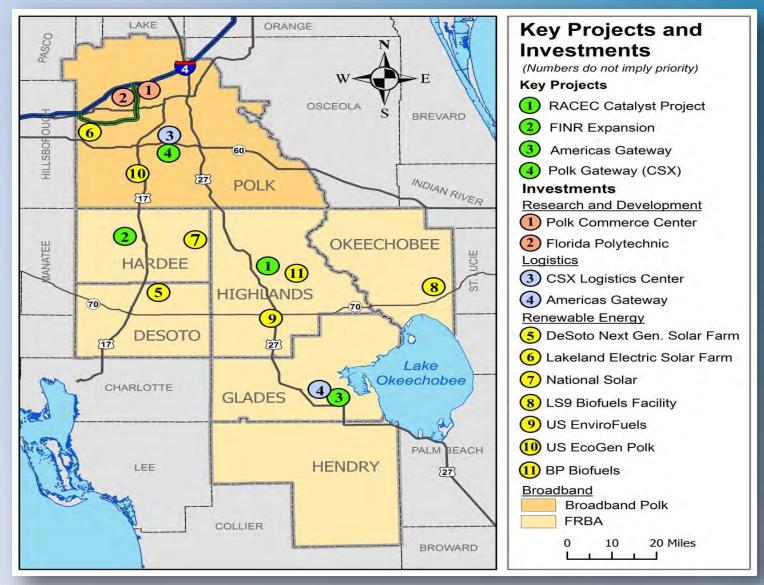


## The Heartland Tomorrow... Future Industry Clusters

Where we could be going... Renewable Advanced Energy Manufacturing Energy Manufacturing Production Alternative Agriculture Research & **Fuels** Business & Development Technology Agriculture Logistics Life Sciences **Economic** & Healthcare **Opportunities** Tourism & **Ecotourism** (from the CEDS)

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## Regional Economic Development Investments









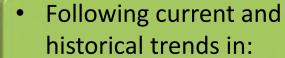
## **Current Economy**

A future that...

## Resembles the Present.

"If we continue with business-as-usual, including healthcare, natural resources, and ecotourism, then we can expect our future to look like..."





- 。 population
- 。 employment
- 。 land use
- Continuing economic prominence of agriculture, healthcare, mining, warehousing, ecotourism, and service industries







## **Energy Economy**

A future that is...

## Focused on Energy.

"If we focus on supplying technologies and goods that create energy and become energy exporters, then we can expect our future to look like..."



- Developing an alternative fuels industry based on agriculture
- Manufacturing and installing renewable energy technologies
- Using high-tech energy technologies to become an energy exporter
- Energy efficiency and conservation technologies





## **Trade Economy**

## A future that is... Making & Moving Goods.

"If we focus on employment hubs for manufacturing, transportation, and warehousing, then we can expect our future to look like..."









- Using current and future industrial areas and logistics and trade networks
- Maintaining high capacity transportation networks for moving goods
- Enhancing distribution of air cargo
- Connecting ports
- Establishing advanced manufacturing and warehousing facilities





### **Energy-Focused Economy**

#### Targeted Energy Industry Clusters

#### A future that is focused on energy

By focusing economic development on certain industry clusters, the Heartland can enhance 9 existing and future employment centers utilizing existing infrastructure and regional competitive advantages. This focus on technology, research-and-development, alternative fuels, and renewable energy generation can help secure a place in the Florida mega-region as a top energy-provider and advanced manufacturing location.

#### The Energy Economy is a future focused on:

- · Developing an alternative fuels industry based on agriculture
- · Manufacturing and installing renewable energy technologies
- Using high-tech energy technologies to become an energy exporter
- · Energy efficiency and conservation technologies



In the Energy-Focused Economy, Manufacturing, and Professional, Scientific, and Technical Services employment are projected to increase by 11% over the Current Economy.









### **Trade-Focused Economy**

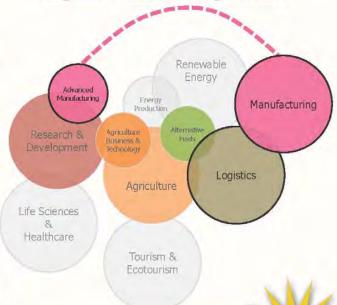
## A future that is making and moving goods

The Trade Economy includes 9 existing and future employment centers, and is an economy that makes, handles, and moves goods, including processing, packaging, and logistics. This economy anticipates and accounts for different workforce demands, infrastructure needs, and industry locational requirements.

The Trade Economy is a Future focused on:

- Uses current and future industrial areas and logistics and trade networks
- Maintains high capacity transportation networks for moving goods
- · Enhances distribution of air cargo and connects ports
- Establishes advanced manufacturing and warehousing facilities

#### **Targeted Trade Industry Clusters**



In the Trade-Focused Economy,
Transportation and Warehousing,
and Manufacturing employment are
projected to increase by 10% over the
Current Economy.









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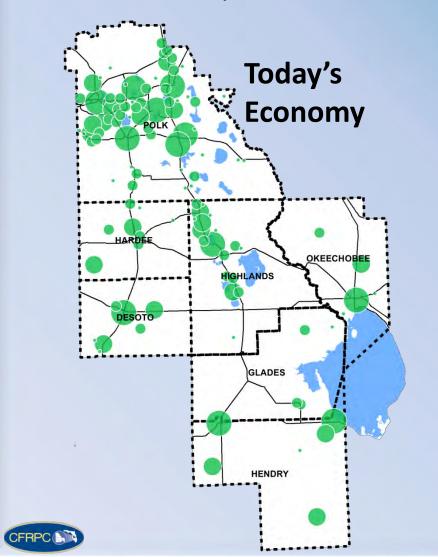


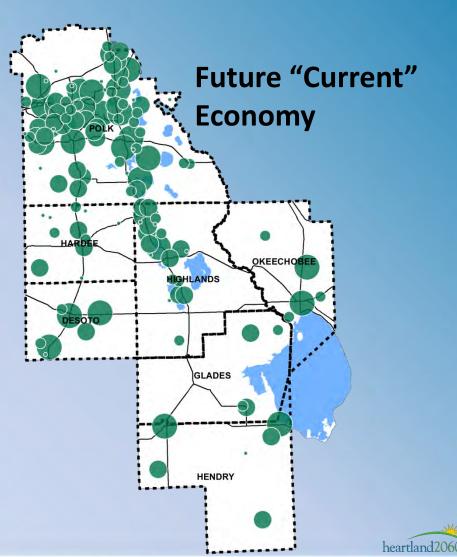




## **Employment**

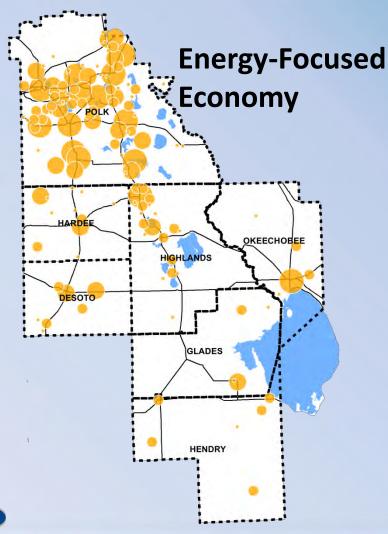
The employment in today's economy reflects over 350,000 jobs. The number of jobs in the Future "Current" Economy for the region is projected to increase by nearly 50% to close to 690,000.

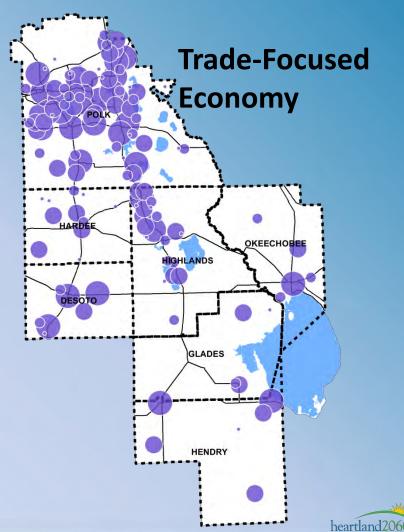




## **Projected 2060 Employment**

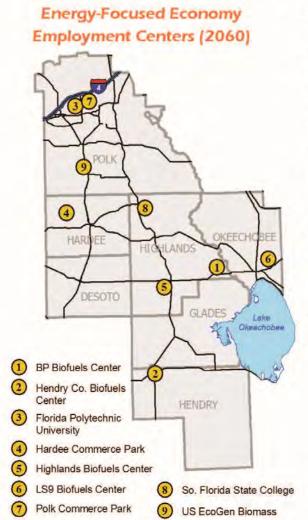
Professional, scientific, and technical services and manufacturing industries are projected to increase by 11% in the Energy-Focused Economy. The most targeted industries in the Trade Economy (manufacturing, transportation and warehousing) see an increase of approximately 10%.





#### **Trade-Focused Economy**

In the future Trade Economy, five existing projects and employment centers as well as the emergence of four forecasted new employment centers are identified. The locations of these centers are predicted based upon existing projects



as well as infrastructure, access to transportation and rail corridors and connectivity to key ports, as well as strategic geographic locations. These employment centers primarily focus on jobs in areas such as transportation and warehousing, advanced manufacturing, wholesale trade, construction, educational services. management, and professional, scientific, and technical services.



strong industries of phosphate mining and citrus groves and processing. Ecotourism is an important future industry, and the region's unique ecosystems are a natural fit for this activity. Many key linkages in the state's greenway network are located in the Heartland, which is both an opportunity and a challenge. Solar resources in the Heartland have great potential for alternative energy or growing biofuel crops.

#### Challenges

The agricultural industry still has a strong employment presence, but has experienced decline in recent years. Agricultural diseases continue to be a threat to crops. There is pressure to urbanize greenfields and agricultural lands.

#### Photovoltaic Solar Resource of the USA



Environmental planning must respect private property rights and development needs. The water supply must be protected, as the region's supply of water from the Floridian Aquifer is limited. Additionally, phosphate reserves are a finite resource.

The Florida Heartland gets more solar energy than any area in the eastern United States.

#### **Biofuels Soil Suitability**



## State & Regional Priorities Drivers of Florida's Next Economy

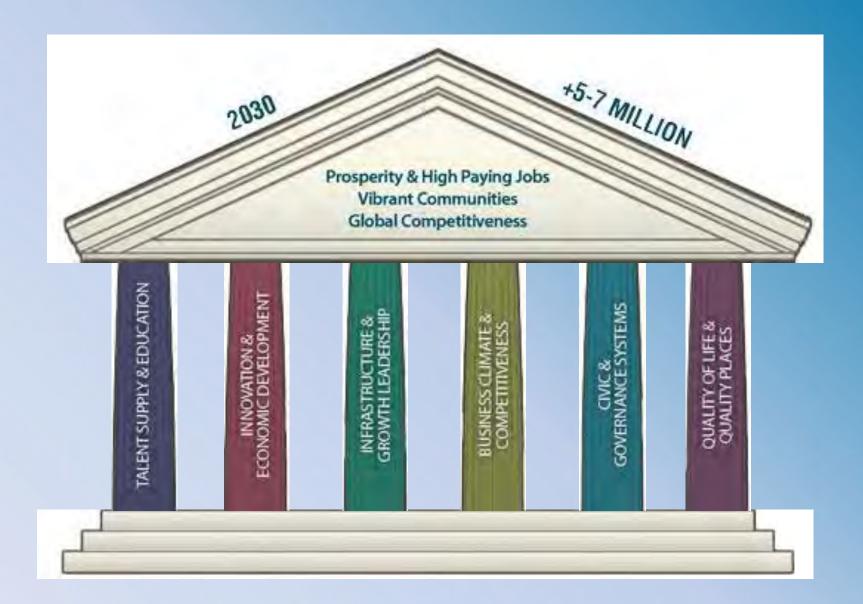
Prosperity & High Paying Jobs
Vibrant Communities
Global Competitiveness

Talent Supply
& Education
Bevelopment
Crowth Leadership
Business Climate
& Competitiveness
Systems

Quality of Life
& Quality Places

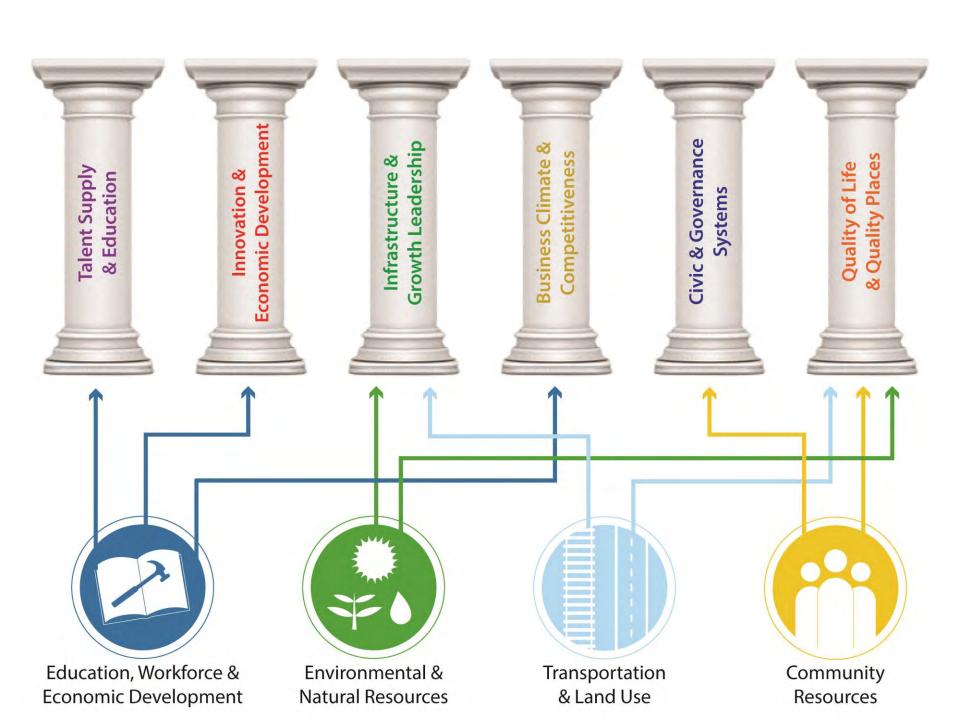












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# Shared Knowledge Capacity Scenario Modeling

#### Regional Generalized Future Land Use Map (Generalized FLUM)

The Future Land Use Element of every local Comprehensive Plan in the region (7 counties and 28 cities) were gathered, standardized, and combined into a database that summarizes the desired future development pattern for the region.

#### Transportation Cost Model (TCM)

Transportation-related costs were estimated for the entire Heartland region by examining a location's proximity to jobs, goods, and services. These factors were estimated based on household size, location, and fuel costs.

#### Sea Level Rise (SLR)

The potential future displaced population that might migrate to the Heartland was estimated assuming a three foot rise in sea level by the year 2060. Ultimately, there were not enough extra immigrants (only  $\sim$ 0.6% extra) to justify alternative scenario development.

#### Land Use Conflict Identification Strategy (LUCIS)

This report outlines the methodology for the model and process that projects future land use patterns and development for each of the three Heartland Economic Futures. The LUCIS model identifies conflicts between certain characteristics associated with individual areas of land and balances those conflicts according to user-defined criteria.

#### **Heartland Economic Futures**

Three future development scenarios, or Futures, were envisioned as either a continuation of the Current Economy, or alternative Futures focused on alternative energy or trade and logistics. Alternative future scenario modeling is used to project these Futures and estimate their impact on employment and residential development trends to give local officials a tool for use in planning and decision making.

#### Population Projections Methodology

Population projections to the year 2060 were created for the seven Heartland counties. These projections were used in the scenario modeling.

#### **Employment Projections Methodology**

Employment projections to the year 2060 were created for the seven Heartland counties, in each of 23 different NAICS employment categories. These projections were used in the scenario modeling.

#### Affordable Housing

#### Housing Suitability Model (HSM)

The Housing Suitability Model (HSM) was developed by the University of Florida Shimberg Center for Housing Studies. The model uses local data to create a spatial snapshot of affordable housing suitability of the region.

#### Fair Housing and Equity Assessment (FHEA)

The Fair Housing Equity Assessment (FHEA) uses HUD-provided and local datasets to investigate the status of housing with regard to race and poverty.

#### Affordable Parcel Inventory (API)

To measure residential affordability, housing and transportation costs were estimated for every residential parcel. Rent, mortgage, property taxes, homeowner's insurance, utilities, and transportation costs were estimated for each residential parcel.

#### Energy

#### Florida Heartland Greenhouse Gas and Energy Baseline Inventory (EBI)

This comprehensive assessment of greenhouse gas emissions and energy use for the entire Heartland region is groundbreaking in its depth and breadth of scope.

#### Florida Energy Resiliency Report (FERR)

Florida's energy vulnerabilities and opportunities are assessed and strategies are provided for improving economic resiliency to potential energy supply disruption events, as well as case studies of early adopters of energy resiliency technologies.

#### **Economic Development**

#### Comprehensive Economic Development Strategy (CEDS)

The Heartland region's Five-Year Comprehensive Economic Development Strategy analyzes the economic health of the region and creates a roadmap for the future. The CEDS identifies goals, key projects, opportunities, and investments as well as establishes indicators to track the progress being made.

#### **Environment and Natural Resources**

#### **Heartland Ecological Assessment Report**

Used in the Futures modeling, this dataset prioritizes land based on its ecological value and is useful for conservation planning at state, regional, and local levels.

#### Regional Assessment of Critical Lands and Waters (Regional CLIP) for the Cooperative Conservation Blueprint (CCB) Pilot Project

The Heartland Futures modeling uses a combination of ecological priorities data from both the Florida Fish and Wildlife Conservation Commission Cooperative Conservation Blueprint Regional Pilot Project (CCB) and the original Heartland 2060 ecological priorities. This dataset prioritizes land based on its ecological value.

#### Cooperative Conservation Blueprint (CCB) Regional Pilot Project

This multi-partner strategic conservation process has created conservation incentives to provide for wildlife habitat and connectivity priorities across Florida.

## Acknowledgments

Heartland 2060 is an ongoing effort to build a resilient region that can work towards a better economic future for the citizens of the seven-county Heartland region while keeping the best of our natural resources and our communities for today and for generations to come.

Heartland 2060 is about people, and our thanks to all who have participated in the early years of meetings, research, sharing of ideas and volunteering your valuable time.

From the first foundational meeting in late 2007 through:

- 12 Leadership Team Meetings;
- 16 Task Force meetings on Education, Workforce & Economic Development; Environment & Natural Resources; Transportation & Land Use; and Community Resources;
- 6 Focus Group Meetings;
- 3 Weighting Workshops;
- 2 Goal Setting Meetings;
- 6 Housing Work Group Meetings;
- 4 Comprehensive Economic Development Strategy Meetings;
- 20 Heartland 2060 Consortium Partner Meetings; and to-date,
- 20 Public Engagement/Community meetings:

with presentations and discussions in small groups and large, to young people, senior citizens, minority neighborhoods, handicapped citizens, cities, counties, and economic development organizations, to name but a few, the Heartland has developed its voice. Our heartfelt thanks for being a part of the journey. To all Heartland citizens of today and those tsho will arrive tomorrow, please join us as we work together to build a resilient region.

#### Heartland 2060 - 5 Year Strategic Plan



HOME

TASK FORCES

DOCUMENTS

RESOURCES

Welcome to the heartland2060 website!

This website is undergoing significant updates. Please visit again soon.

Our Values



Heartland 2060 is about a region working together so that we and future generations may have the opportunity to live our values in a world that is constantly changing. By building a more resilient region, citizens, business and government can respond to changes beyond our control in a cooperative, proactive partnership based upon shared goals and established relationships.

In order to accomplish this over the coming decades, there must be a strategic plan of action to engage decision makers, community leaders, business owners, educators, environmentalists, and citizens of all ages. The Heartland 2060 Five Year Strategic Action Plan will be web-based on www.heartland2060.com. Information from partners' contributions will be available upon this platform to track alignment with the goals of Heartland 2060.

Benchmarks will be evaluated annually to measure progress toward meeting goals and for consistency with regional and state economic development plans. Strategic actions may include update of comprehensive plans, adoption of strategic or capital funding plans, implementation actions, creation of programs and training, staging of events or festivals, or any of a wide variety of activities undertaken by government, private sector, non-profits and community organizations. The Six-Pillar Platform will be used for the Strategic Action Plan.



View the Heartland 2060 Building A Resilient Region Plan



View an informative Heartland 2060 Presentation

#### Heartland 2060 Task Forces

Education, Workforce & Economic Development



Environment & Natural Resources



Transportation & Land Use



Community Resources







Central Florida Regional Planning Council 555 E Church St Bartow, FL 33830 www.cfrpc.org



www.heartland2060.org















## Thanks for joining us! Any questions?

Please type any questions you have for the presenters in the question box on the side panel

Kevin Byrd, <a href="mailto:kbyrd@nrvpdc.org">kbyrd@nrvpdc.org</a>
<a href="mailto:http://nrvlivability.org/">http://nrvlivability.org/</a>

Cheryal Hills, <a href="mailto:chills@regionfive.org">chills@regionfive.org</a>
<a href="mailto:http://resilientregion.org/">http://resilientregion.org/</a>

Pat Steed, <u>psteed@cfrpc.org</u> http://www.heartland2060.com/



