

## Southeast Florida Regional Partnership

Indian River - St. Lucie - Martin  
Palm Beach - Broward - Miami-Dade - Monroe

### PARTNERSHIP MEMBER GENERAL INFORMATION

Partnership Member (Name of Organization)	The Collins Center for Public Policy
Membership Status (Please indicate whether the organization is a General Partner or Consortium Member)	Consortium Member
Address	100 N. Biscayne Blvd., Suite 1900 Miami, FL 33132
Main Contact Name	Rod Petrey President  Phil Bacon Vice President Neighborhood and Regional Initiatives
Telephone	305-377-4484
Email/Website	<a href="mailto:RPetrey@collinscenter.org">RPetrey@collinscenter.org</a> <a href="http://www.collinscenter.org">www.collinscenter.org</a>  <a href="mailto:pbacon@collinscenter.org">pbacon@collinscenter.org</a>
Name of Chief Executive Officer or Director	Rod Petrey
Number of Years in Business	23 years
Task/s (as defined in the Comprehensive Work Plan)  Please list in bulleted form those task areas in which your organization is interested in performing paid work. Greater detail can be provided in the accompanying document.	Our work will address the major work areas contemplated under the HUD grant. Those areas are: <ul style="list-style-type: none"> <li>• Build Collaborative Partnerships</li> <li>• Develop Regional Resource Library and Scorecard</li> <li>• Conduct Public Engagement</li> <li>• Enhance Regional Leadership and Technical Capacity</li> <li>• Develop Regional Vision</li> <li>• Develop Regional Blueprint</li> <li>• Begin Implementation</li> </ul>

# The Collins Center for Public Policy

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Tasks (as defined in the comprehensive work plan)

As a consortium subcontractor our desire is to assist a Master consultant in collecting psychographic, population and income data that more accurately reflects the growth, production and economic conditions in our urban and rural centers. We hope that this will help inform all areas of the work plan as well as to form the basis for an “equitable growth model.”

We also have specific skills in convening groups that are hard to reach and using social media to advertise and attract attention to issues. Our expertise, presence and knowledge of issues that affect regions as well as the State helps us to understand complex issues of growth management. We have personal networks that span the entire State which are beneficial in realistic problem solving and resource gathering. We plan to use these skills and resources in helping a master consultant organize and implement all seven of the major activities in the work plan. Below would be but a few examples of how we might contribute to the Partnership:

- Build Collaborative Partnerships- Our team will be applying for additional grants designed to strengthen regional partnerships. We have taken a leading role in the local Choice Neighborhood Grant that may be melded with the Regional HUD grant
- Develop Regional Resource Library and Scorecard- our data collection and “drill down” methodologies can help ensure that accurate data is gathered. Together with psychographic data, this effort may enrich our understanding of how trends will affect individuals and communities that are not commonly understood.
- Conduct Public Engagement- Our team has resources that have proven valuable in reaching and communicating with key stakeholders. We also have expertise in state of the art social media systems that might aid in this process
- Enhance Regional leadership and Technical Capacity- Our ability to use data to communicate to jurisdictions, agencies and community groups helps to promote engagement and economy while reducing the risks of investment and non-collaboration among diverse groups.
- Develop Regional Vision- We propose to build an equitable growth model based on accurate data a scenario that can be measured against more traditional growth models. The gap between the traditional growth model and the equitable growth model will reveal what priorities we should employ to close that gap. This can also be measured against “alternative futures” that don’t take into account declining social capital.
- Develop Regional Blueprint- The policy framework anticipated here will be informed by the analysis of the regional vision as discussed
- Begin Implementation- We believe that an inclusive and socially equitable agenda will enhance implementation and receive the “buy-in” of a broader range of community participants as well as to increase the range of benefits that the region at-large receives.

## **COLLINS CENTER FOR PUBLIC POLICY STAFF BIOS**

### **Philip Bacon**

#### **Vice President - Community & Regional Development**

##### **Professional Experience**

Mr. Bacon has over 20 years experience in economic, community and small business development. He has direct experience in planning and implementing community development strategies and analyzing results. Prior to joining the Collins Center, Mr. Bacon was the director of economic development and manager of the Northwest Progresso Community Redevelopment Agency for the City of Ft. Lauderdale Florida. Since joining the Collins Center, Mr. Bacon has led strategic and comprehensive revitalization strategies in Overtown and is currently the project manager for the highly regarded Lake Okeechobee Regional Initiative (LORI), a rural economic development project. Mr. Bacon currently serves as Vice President for Neighborhood and Regional Initiatives for the Collins Center.

##### **Project Experience**

Mr. Bacon has worked with a variety of state and federal community development initiatives including Empowerment, HUB and Enterprise zones. Armed with an array of thoughtful and measured initiatives Mr. Bacon and team were responsible for bringing \$679 million in new investments to a previously disinvested areas. Mr. Bacon has lead teams that have been engaged in assessing housing priorities and has worked in depth in community organizing and convening's designed to establish neighborhood priorities and access to transportation, economy and quality of life issues. A number of these priorities have been adopted by the Southeast Overtown Park West Community Redevelopment Agency under an agency known as "The Overtown Civic Partnership".

### **Steve Seibert**

#### **Senior Vice President for Strategic Visioning**

##### **Professional Experience**

Mr. Seibert currently heads the Collins Center's Our Florida-Our Future initiative. This project is a multi-year effort to envision the future of the state of Florida with the intent of engaging 4 million Floridians in a civic discussion of the state they wish to create

Prior to joining the Collins Center Mr. Seibert was elected to the Pinellas County Commission in 1992, and in that capacity served as its Chairperson twice, as Chair of the Tampa Bay Regional Planning Council, the Metropolitan Planning Organization (MPO), the Agency on Bay Management, as a charter member of the region's water supply authority (Tampa Bay Water), and as a member of the Tampa Bay National Estuary Board.

After re-election in 1996, he was tapped to head Florida's Department of Community Affairs (DCA) in 1999, and he served in that capacity until 2003. As Secretary of DCA, Mr. Seibert was a member of numerous statewide bodies, including the Florida Housing Finance Corporation, the

Governor's Growth Management Study Commission and the Florida Community Trust Governing Board.

### **Professional Affiliations**

Mr. Seibert is currently a member of the Board of Directors of The Mosaic Company (NYSE: MOS). He is also a member of the Board of Trustees of the Florida Humanities Council and the Association of Professional Futurists.

### **Leda Perez, Ph.D.**

#### **Vice President for Health Initiatives**

#### **Professional Experience**

Leda M. Perez is the Vice President of Health Initiatives at the Collins Center for Public Policy where she leads efforts to improve decision-making on state and national public policies relating to health. Dr. Perez also consults for the British government's Department for International Development (DFID) Medicines Transparency Alliance (MeTA), providing support for Peru, one of seven pilot countries around the world engaged in MeTA.

Dr. Perez also directed Community Voices Miami, part of a national initiative launched by the W.K. Kellogg Foundation to improve access to health care for the uninsured and underserved. Before her leadership of Community Voices Miami in early 1999, Dr. Perez was executive coordinator for Global Education Associates, focusing on Latin American higher education. She also assisted the North-South Center in researching and writing on Latin American issues.

Dr. Perez earned her PhD in International Studies with concentrations in Interamerican Affairs and Development from the Graduate School of International Studies at the University of Miami in 1996.

### **Tim Center**

#### **Vice President of Sustainability Initiatives**

#### **Professional Experience**

In his capacity as Vice President, Mr. Center serves as the Director of Sustainable Florida, an alliance of private and public partners committed to promoting sustainable development through collaboration and education. He also serves as the Executive Director of the Century Commission for a Sustainable Florida – a governmental body charged with helping envision the state on a 50 year planning horizon.

An attorney, he has worked for the Florida Legislature, Florida Home Builders Association, Florida Chamber of Commerce, and the Florida Department of Juvenile Justice.

A graduate of Leadership Florida and Leadership Tallahassee. Tim has worked with many organizations including Walmart, Darden Restaurants, JM Family Enterprises and Perry Ellis International on their sustainability efforts.

## **Professional Associations**

He is a member of the International Society of Sustainability Professionals.

## **April Young, Ph.D.**

### **Vice President for Justice Initiatives and Business Development**

## **Professional Experience**

Dr. April M. W. Young designed the recent assessment of senior and disabled residents of Chester Housing Authority's Chester Towers HOPE VI redevelopment. She currently leads the Collins Center team working closely with Chester Housing Authority (Pennsylvania) on strategic philanthropic and entrepreneurial efforts to secure supportive services for the Chester Towers HOPE VI population and other public housing residents. She designed the *Overtown Men's Health Study*, gathering extensive data on residents of the distressed Miami neighborhood. In addition to research on the social determinants of poor men's health and eHealth and mHealth solutions to under-service, Young works on related issues of juvenile justice, school-to-jail pipeline policy reform, adult incarceration, and community re-entry. She also provides program evaluation and technical assistance to public housing agencies.

Dr. Young is a social anthropologist who has worked extensively on questions of community change in urban areas. She joined the Collins Center in August 2003 as Director of Community Development for The Growth Partnership (TGP), an initiative of the Collins Center for Public Policy, working to revitalize distressed South Florida neighborhoods and to empower residents.

Dr. Young's *Overtown Men's Health Study* (2006) has received international attention as a rare empirical data set on urban residents, men, and health. She works globally on men's health policy and programs, emphasizing social determinants of health, especially poverty and incarceration. Prior to joining the Collins Center, she directed the Community-University Roundtables Project at Stanford University. The Roundtables Project initiated applied research and provided technical assistance in urban California communities on topics ranging from police racial profiling to senior women's health to equitable technology access. Young has administered federal and state rental housing subsidy programs in Boston. She provided housing policy analysis and delivered technical assistance in the Housing, Income Security, and Employment group of Abt Associates, the social science research company headquartered in Cambridge, Massachusetts.

Young has a Ph.D. in Social Anthropology from Harvard University. She conducted doctoral research on institutionalized violence, surveillance, and women's experience in a mixed-income residential community. Young has a Ph.D. in Social Anthropology from Harvard University and an A.B. from Princeton University's Woodrow Wilson School of Public and International Affairs.

**Jon DeVries**  
**Senior VP for Communications, Marketing & Development**

**Professional Experience**

Mr. DeVries coordinates communications, development, branding and marketing efforts for the Collins Center. Mr. DeVries also manages Collins Community Information division, which produces informational and educational programs based on journalism models, such as the Constitutional amendments website, [www.flamendments.org](http://www.flamendments.org).

Mr. DeVries joined the organization in 2007 as the first Collins Fellow of Gulf Coast Community Foundation of Venice, and was named VPSD in 2008. He brings a strong media background to the Collins Center, having spent 17 years helping readers at three daily newspapers in Florida make sense of the issues that matter to them.

Before joining Collins, Mr. DeVries spent 14 years at the Sarasota Herald-Tribune, the last five as one of the first Readership Editors in the country. In that role, he worked with the newsroom and all departments on developing strategies, tactics and products to drive readership of the paper, viewership of the H-T's 24-hour cable news station, and usage of its website. Prior to joining the H-T, Mr. DeVries worked at The Ledger in Lakeland, Fla., and the Leesburg, Fla., Daily Commercial.

**Tony Carvajal**  
**Vice President - Community & Regional Development**

**Professional Experience**

Tony Carvajal is the Director of State Policy Coordination for the Collins Center for Public Policy and manages the visioning and scenario planning projects of the Our Florida. Our Future. initiative, a program focused on engaging 4 million Floridians in a conversation about the future of Florida in 2030 and beyond.

Over the last five years, Mr. Carvajal has worked on a number of long-range planning initiatives including FDOT's Horizon 2060 and the Strategic Intermodal System report; the Florida Chamber Foundation's Six Pillars; Enterprise Florida's Strategic Roadmap; the Century Commission's Critical Lands & Water Inventory Project; the state's Cooperative Conservation Blueprint; Florida's Science, Technology, Engineering & Math (STEM) plan, and various regional visioning initiatives.

Mr. Carvajal has also worked extensively with nonprofit organizations across the country including the faculty at the U.S. Chamber's Institute for Organization Management, Executive Director of the Florida Psychological Association, Account Executive with Harris Management Group, and Director of Continuing Education for the Florida Pharmacy Association.

## **Professional Affiliations**

His civic accomplishments include the Volunteer Florida Foundation Disaster Recovery Fund, Leadership Florida, Leadership Tallahassee, the Mission San Luis Executive Committee, Leadership Miami, and various boards and commissions.

## **Roderick (Rod) N. Petrey, President**

### **Professional Experience**

Mr. Petrey is President of the Collins Center for Public Policy, Inc., a non-partisan, non-profit statewide policy center named after former Florida Governor LeRoy Collins. He has served in that role since 1992. The Center has a substantial portfolio of projects, ranging from regional growth strategies and revitalization of urban neighborhoods to elections reform, healthcare, alternative dispute resolution, and hurricane catastrophe insurance. He is counsel to the John S. and James L. Knight Foundation, a private philanthropy with assets of \$2 billion; the Amateur Athletic Union of the United State; the Flight Attendant Medical Research Institute, the North Dade Medical foundation and others.

### **Professional Affiliations**

Mr. Petrey is a member of the Board of Trustees of and legal counsel for the P.L. Dodge Foundation. He has been Vice President of the Edna McConnell Clark Foundation in New York; counsel for the Florida International University (FIU) Foundation; general counsel for FIU; Chairman of the We Will Rebuild Foundation, Inc., a private citizens' organization formed after Hurricane Andrew in 1992 which raised over \$27 million in private funds; a leader of "Miami Partners for Progress," formed in 1993 to carry out a 20-point economic development plan; Chairman of the Greater Miami Advisory Committee for the non-profit Local Initiatives Support Corporation (LISC); President of the Florida Bar Foundation which provides millions of dollars annually for legal services for the poor; President of Florida Legal Services; Founder and Chairman of the Florida Justice Institute; Chairman of the Associated Marine Institutes, Inc. (a national youth services organization); Chairman and President of the Miami Museum of Science and Space Transit Planetarium; Chairman of the Standing Committee on Specialization of the American Bar Association; and others; past President of The Donors Forum of South Florida and Senior Adviser for the Council for Educational Change, successor to the South Florida Annenberg Challenge, Inc., a \$100 million private-public partnership for public education. He is a member of the Board of Directors of BAC Florida Bank, an international bank based in Coral Gables.

He received a Bachelor of Arts degree in history from Yale University magna cum laude and a Juris Doctor degree from Harvard University.