



# MEMORANDUM

AGENDA ITEM #V.D.2

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DATE: MAY 12, 2014  
TO: COUNCIL MEMBERS  
FROM: STAFF  
SUBJECT: FRCA LEGISLATIVE HIGHLIGHTS

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Attached is the FRCA Legislative Highlights Report.



Apalachee • Central Florida  
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## RETREAT OUTCOMES/RECOMMENDATIONS SHORT TERM ACTION PLAN

*As of April 30, 2014*

*Most recent activities are noted below in red text.*

### **Gubernatorial Advisory Committees**

Following the retreat, some regional planning councils began moving forward on their own to create Gubernatorial Advisory Committees or consortiums of key members on their councils or within their regions, to meet with the Governor for the purpose of advocating for regional planning council funding by demonstrating the value of financially supporting regional planning councils at the state level to further the Governor's priorities. After discussing this approach with Ron Book, Executive Director, and FRCA President Patty Asseff, it was determined that this approach was viable and wouldn't preclude the creation of a FRCA Gubernatorial Advisory Committee, which will come together in conjunction with the next Policy Board meeting in August 2014.

### **Actions to Date:**

- **FRCA:** Successfully secured a \$2.5 million appropriation for regional planning councils in the 2014-15 proposed budget; issued Legislative/Executive Talking Points for use by RPC members when meeting with a legislator, the Governor, or staff to advocate for RPC funding.
- **ARPC:** A Gubernatorial Appointee has offered to take the lead and gather a list of other Governor Scott appointees to RPCs to determine their interest in meeting with the Governor.
- **NEFRC:** All board members have been provided with FRCA's Legislative Talking Points and are using them with they meet with members of the Legislature and representatives of the Administration. UPDATE: A NEFRC Gubernatorial Appointee will be meeting with the Governor on another matter but will address the issue of RPC funding.
- **SFRPC:** Staff is working with individual board members to determine their ability and willingness to communicate their support to the Executive Office of the Governor.
- **TCRPC:** A Gubernatorial Advisory Committee was formed and met one time, but as of yet, has not taken any action to meet with the Governor; however, individual committee members may contact the Governor to discuss RPC funding.
- **WFRPC:** Two elected members are planning to seek a meeting with the Governor to discuss several issues, including RPC funding.

### **Communications Strategy**

To move forward with a FRCA communication plan or program, the following activities were recommended:

- Creation of an orientation package for all newly elected officials within each region;
- Sharing of best practices through a quarterly FRCA newsletter;

- Sharing of individual council accomplishments within the region through a council electronic newsletter;
- Issuance of press releases/public service announcements; and,
- Strengthening relationships with the Florida Association of Counties and Florida League of Cities by having a presence in the exhibit hall at each of its annual conferences.

#### **Actions to Date:**

- **FRCA:**
  - Chose a social marketing vendor, Vertical Response, to host FRCA's quarterly newsletter subscription;
  - Issued a press release unveiling FRCA's economic scorecard website utilizing the Six Pillars metrics and worked with Enterprise Florida to further distribute the press release to the economic development organizations in the state;
  - Provided each of the RPC Executive Directors with an electronic copy of the FRCA Annual Report; FRCA Brochure; Economic Modeling hand-out; Return on Investment Document; Economic Development Districts and Economic Development Organizations document; and narrative regarding the role of RPCs in economic development, for use in their respective orientation packages; and,
  - Secured a booth in the Exhibit Hall at the Florida Association of Counties annual conference; and, will secure space in the Florida League of Cities' resource room at its annual conference.
- **ARPC:** The council issued its own press release within the region pertaining to FRCA's economic scorecard website.
- **CFRPC:** The council is looking at modifying or supplementing its annual report, which is used as the base orientation document with its board, with additional materials. The council is also working on a design for an e-newsletter but hasn't determined how often it will be issued.
- **ECFRPC:** The Council is working on a brief marketing hand-out/brochure. It currently produces a newsletter associated with the Central Florida GIS Program only.
- **NEFRC:** The NEFRC is creating a newly elected officials academy, which will be a one day session to present regional issues; those who do not attend will receive copies of the materials and have the ability access them on-line. The Council will continue issuing its quarterly electronic newsletter and has plans to expand its current pool of recipients.
- **SFRPC:** The SFRPC provides an orientation package to new council members only at the current time and has updated the package to include the FRCA materials. The Council is planning to continue sending out updates pertaining to the Seven50 project.
- **SWFRPC:** The SWFRPC is continuing its orientation program, with the next one scheduled in May; the Executive Director also meets individually with newly elected officials and city and county managers.
- **TBRPC:** The council issued its own press release within the region pertaining to FRCA's economic scorecard website.
- **TCRPC:** The TCRPC created an orientation package, which was given to its council members at it February board meeting. The council also issued its own press release within the region pertaining to FRCA's economic scorecard website.
- **WFRPC:** The WFRPC is designing an orientation packet around its 50<sup>th</sup> Anniversary and will include the FRCA items described above. The WFRPC currently issues an electronic newsletter that may evolve into email blasts issued on a more regular basis.

**From:** Rana Brown <[Rana@rlbookpa.com](mailto:Rana@rlbookpa.com)>

**Subject:** Budget finalized

The budget was just released and here is our line item! Rana

**Line 2226A SPECIAL CATEGORIES**

**GRANTS AND AIDS - REGIONAL PLANNING COUNCILS**

**FROM GRANTS AND DONATIONS TRUST**

**FUND . . . . . 1,750,000**

**FROM SPECIAL EMPLOYMENT SECURITY**

**ADMINISTRATION TRUST FUND . . . . . 750,000**

Funds in Specific Appropriation 2226A are provided to the Regional Planning Councils, 75 percent of which must be divided equally among the councils, and 25 percent of which must be allocated according to population. The funds shall be used to implement the Florida Five-Year Strategic Plan for economic development, address problems of greater-than-local concern, and provide technical services to local governments, economic development organizations, and other stakeholders.

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