South
Florida
Regional
Planning
Council

MEMORANDUM

AGENDA ITEM V.F

DATE: JUNE 4, 2012

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: SOUTHEAST FLORIDA'S REGIONAL VISION AND BLUEPRINT FOR ECONOMIC PROSPERITY (SUSTAINABLE COMMUNITIES INITIATIVE UPDATE)

The Southeast Florida Regional Partnership, a collaboration of the South Florida and Treasure Coast Regional Planning Councils and more than 200 regional partners, is proceeding with organizational and program activities.

Milestones and Key Accomplishments:

A) A Strong Identity

Staff is proud to announce the choice of an official name for the Southeast Florida regional vision and blueprint for economic prosperity.

The name, "Seven50," was developed in conjunction with our marketing-communications consultants in order to support the successful launch and branding of the projects. Our consultants are the brains behind naming Sirius satellite radio and Cingular, among others, and the search for the name has been an outstanding process.

The key attributes of this new name include:
-   Seven50 is a strong, memorable and distinctive name that emphasizes both the "who" (the united group of seven SE Florida counties) as well as the "what" (the bold 50-year vision for the Region)
-   Seven50 is a one-of-a-kind idea that is immediately recognizable by virtue of its word + number composition.
-   The name stands out from every other similar type of organization – not just in Florida but across the U.S.
-   The name has strong "talk value." It is easy to say, remember and talk about with others.
-   It is easy to translate into every language spoken in the Region

Seven50 marks a bold beginning for the project.

B) Progress: State of the Project

Work is currently underway to fulfill Tasks 2 through 4, and Subtasks 5.1, 5.2, 5.3 and 5.9 of the HUD-approved work plan. Please see below for the tasks currently underway.

Task 2: Regional Resource Library and Scorecard
        Task 2.1: National Research
        Task 2.2: Survey and Integrate Regional Values
        Task 2.3: Data Warehouse
        Task 2.4: Demographic Forecasts
        Task 2.5: Regional Housing Assessment
        Task 2.6: Virtual Present
        Task 2.7: Existing Conditions Analysis and Modeling
        Task 2.8: Trend Future
        Task 2.9: Model Trend
        Task 2.10: Develop Range of Regional Indicators for Scorecard
        Task 2.11: Select Indicators for Scorecard, Review with Executive Committee
        Task 2.12: Integrate Scorecard Indicators in Modeling Efforts
        Task 2.13: Ongoing Monitoring Program

Task 3: Conduct Public Engagement
        Task 3.1: Create Outreach and Engagement Strategy
        Task 3.2: Refine and Implement Phased Outreach Strategy
        Task 3.3: Web Site and Template Materials (including Regional Scorecard)
        Task 3.4: Regional Values Polling
        Task 3.5: Regional Scenario Workshops and Summits
        Task 3.6: Develop a Speakers Bureau

Task 4: Enhance Regional Leadership and Technical Capacity
        Task 4.1: Develop Capacity-Building Strategy
        Task 4.2: Asset Mapping
        Task 4.3: Develop Regional Leadership Program
        Task 4.4: Best Practices

Task 5: Develop Regional Vision
        Task 5.1: Develop Workshop Framework and Content
        Task 5.2: Workshop Training with Partners
        Task 5.3: Regional Workshops
        Task 5.9: Create Vision Plan

Program work is currently being conducted by the staffs of the two Regional Planning Councils, guided by an Executive Committee and two appointed Subcommittees: [1) Organization and Equity and 2) Operations and Budget], the selected Master Consultant, and a number of Consortium Members.

Upcoming Events

I.   **The Partnership's 2012 Opening Summit**
        June 27, 2012
        10:00am to 3:00pm (Registration opens at 9:00am)
        Old School Square
        51 North Swinton Avenue
        Delray Beach, FL 33444

Agendas and other materials pertaining to the project and Partnership are available on the Council's website under Southeast Florida Regional Partnership (www.sfrpc.com/Regional%20Partnership.htm).

Recommendation
Information only.