



MEMORANDUM

AGENDA ITEM #III.H

DATE: SEPTEMBER 10, 2012

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) FOR SOUTH FLORIDA (2012-2017)

Introduction

Broward, Miami-Dade, and Monroe Counties are designated as an Economic Development District (EDD) and are eligible for program assistance provided under the Public Works and Economic Development Act since May 20, 1994. The program is managed by the U.S. Department of Commerce's Economic Development Administration (EDA). The South Florida Regional Planning Council (SFRPC) is the District's "Planning Organization," receiving annual EDA planning funding to develop and implement a Comprehensive Economic Development Strategy (CEDS) for the District. Normally, the CEDS is required to be updated every five years. The last update of the CEDS was in 2007.

The Updated CEDS

This 2012 update of the CEDS is a unique opportunity to align and bring together several important states, regional, and local economic development initiatives through an integrated, synergistic, and results-oriented approach to economic development planning and implementation. It shares the Florida Chamber Foundation's Six-Pillars of Florida's Future Economy™ as its organizing foundation. The pillars are Talent Supply & Education, Innovation & Economic Development, Infrastructure & Growth Leadership, Business Climate & Competitiveness, Civic & Governance Systems, and Quality of Life & Quality Places. The State of Florida is using the Six-Pillars to develop its Five-Year Statewide Strategic Plan, and the other 10 Regional Planning Councils are preparing their similarly focused CEDS using the same Six-Pillars framework. At the local level, this CEDS integrates the recently updated Miami-Dade County *One Community One Goal* vision, the *Broward County Six-Pillars Strategic Plan*, and Monroe County's *Evaluation and Appraisal Report* of its Comprehensive Plan.

While the South Florida CEDS is focused on Monroe, Miami-Dade and Broward Counties, the South Florida Region is part of the seven-county Southeast Florida Region economy, which includes Palm Beach, Martin, St. Lucie and Indian River Counties (the Treasure Coast Region). The two regional CEDS will be integrated into the Southeast Florida Seven50 project to form a 2060 vision plan.

The updated CEDS analyzes the regional economy and serves as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action, identifying investment priorities and funding sources, and assigning lead organizations responsibilities for execution of the CEDS. Council staff worked with public and private sector partners to create the CEDS Committee, which

includes community leaders and representatives from workforce development boards, institutions of higher education and minority and labor groups as well as private individuals and public sector representatives.

Council staff worked closely with the CEDS Committee throughout the update process. The CEDS Committee met on July 9th, August 6th, and August 20th to provide input on the technical report and the strategy report, including the economic vision, goals, objectives, strategies for the South Florida Region, the 5-year plan of actions, and priority projects.

The CEDS is currently under review by the Committee as well as the general public. The CEDS document will be revised according to the comments provided by the Committee and the public and finalized by September 30, 2012. The whole report (strategy report and technical report) and the strategy report summary are available on the Council's website:

<http://www.sfrpc.com/CEDS/SouthFloridaCEDS2012-17.pdf>, and

http://www.sfrpc.com/CEDS/SouthFloridaCEDS2012-17_StrategySummary.pdf.

Council staff will provide an update on the final document of the 2012-2017 South Florida CEDS on the Council meeting in November or December, 2012 and a quarterly update to the Council afterward.

As a performance-based plan, the CEDS will serve a critical role in the region's efforts to defend against economic dislocations due to global trade, competition and other events resulting in the loss of jobs and private investment. As such, the updated CEDS is compatible with and supportive of the following goals of the SRPP and its supporting policies.

Goal 1: Invest in the youth and workforce of the Region by providing quality education, workforce training, and targeted job creation.

Goal 2: Increase employment opportunities and support the creation of jobs with better pay and benefits for the Region's workforce.

Goal 3: Promote the health, safety, and welfare of South Florida's residents.

Goal 4: Enhance the economic and environmental sustainability of the Region by ensuring the adequacy of its public facilities and services.

Goal 8: Enhance the Region's mobility, efficiency, safety, quality of life, and economic health through improvements to road, port, and public transportation infrastructure.

Goal 14: Preserve, protect, and restore Natural Resources of Regional Significance.

Goal 15: Restore and protect the ecological values and functions of the Everglades Ecosystem by increasing habitat area, increasing regional water storage, and restoring water quality.

Goal 17: Maintain a competitive, diversified and sustainable regional economy.

Goal 18: Ensure regional coordination, preparation, and response to emergencies.

Goal 19: Direct future development away from areas most vulnerable to storm surges.

Goal 20: Achieve long-term efficient and sustainable development patterns that protect natural resources and connect diverse housing, transportation, education, and employment opportunities.

Goal 21: Assume a leadership role to enhance regional cooperation, multi-jurisdictional coordination, and multi-issue regional planning to ensure the balancing of competing needs and long-term sustainability of our natural, developed, and human resources.

Goal 22: *Create a regional environment that is aware of and sensitive to cultural diversity and that provides opportunities for all to become successful regional citizens.*

Recommendations

Find the updated 2012-2017 *CEDS* generally consistent with the *Strategic Regional Policy Plan for South Florida (SRPP)*. Direct staff to transmit the updated *CEDS* to the U.S. Economic Development Administration for review.