



MEMORANDUM

AGENDA ITEM #8c)1

DATE: NOVEMBER 2, 2009
TO: COUNCIL MEMBERS
FROM: STAFF
SUBJECT: STRATEGIC PLANNING SESSION SUMMARY

The following pages provide a summary of the Strategic Planning Session that was conducted on October 5, 2009. The primary conclusion reached during the Strategic Planning Session is that regional leaders need to be convened to identify where resources can be consolidated, intra-regional competition can be reduced, benchmarks can be established and solutions implemented to guide successful regional growth.

Council staff will implement additional directions regarding the planning for and implementing the regional visioning meeting.

Recommendation

Information Only

South Florida Regional Planning Council
Strategic Planning Session Summary
October 5, 2009, Noon - 2:00 PM
3440 Hollywood Boulevard, Suite 140
Hollywood, Florida 33020

The primary conclusion reached during the Strategic Planning Session is that regional leaders need to be convened to identify where resources can be consolidated, intra-regional competition can be reduced, benchmarks can be established and solutions implemented to guide successful regional growth.

I. Challenges and Opportunities Facing the Region

- A. How to support economic development in the Region?
- B. The Region should not look at taxing ourselves more as a solution. Alternative approaches include developing tourism by reaching out to other places in the world and cultivating our film industry.
- C. The Region should not concentrate on Smart Growth at this time, since no growth is occurring. Florida is no longer an inexpensive place for relocation. The Region needs to take advantage of its economic drivers, which are:
 - 1. Talented people;
 - 2. Innovation;
 - 3. Infrastructure;
 - 4. Business climate;
 - 5. Civic and government systems; and
 - 6. Quality of life.
- D. The Region is not retaining its university graduates. We must determine how do we get companies to see the Region as competing with areas such as Boston and California and their universities?
- E. The regional economy needs to be diversified.
- F. The Region contains many organizations with similar and competing missions. There needs to be a way to align these organizations, possible under a larger umbrella, to share resources, reduce competition and fragmentation, and enhance competitiveness.

II. Council's Role and Responsibilities to Address Regional Challenges and Opportunities

- A. There is a need to fund and develop a "regional vision". The effectiveness of full visioning needs to be reevaluated, as part of the process.
- B. The regional visioning process should look at resources as a whole to be used in a more coordinated manner. For instance, should every airport have flights to the same destination; should the ports receive and send cargo to and from the same places?
- C. The Council should act as a "coalescing" agent and transformational force for development of the regional vision.

- D. The Council should serve in an unbiased role to assess implementation and accomplishments. There should be benchmarks for intrastate and national competitiveness and more annual reporting.
- E. The regional visioning sessions should be accessible by teleconference.
- F. The recommendations of the Governor's Commission for a Sustainable South Florida should be reviewed; however, we should not be discouraged because implementation may not have happened. Good ideas will remain in people's minds.
- G. The guiding principles for the regional vision:
 - 1. Bottom-up approach;
 - 2. Use lessons from the past (i.e., Governor's Commission for a Sustainable South Florida);
 - 3. Explore ways to reduce intra-regional competition;
 - 4. Explore ways to increase coordination;
 - 5. Explore opportunities for consolidation;
 - 6. Determine key economic development issues and growth sectors. At a minimum the following should be examined:
 - a. Tourism;
 - b. Education;
 - c. Energy (including alternatives such solar, non-petroleum, bio-fuels);
 - d. Bio-medical; and
 - e. Diversification.
 - 7. Representatives of the following partners should be convened for the development of the regional vision:
 - a. South Florida and Treasure Coast Regional Planning Councils;
 - b. Broward, Miami-Dade, and Palm Beach County MPOs;
 - c. School Boards;
 - d. Universities and Colleges;
 - e. Urban Land Institute;
 - f. Ports;
 - g. Airports;
 - h. Economic Development Organizations;
 - i. Chambers (including Florida Chamber);
 - j. Major employers;
 - k. President of Florida Senate and Speaker of Florida House of Representatives and key legislators; and
 - l. People with new perspectives.

III. Action Steps:

- A. Determine the specific representatives that should be invited to participate in developing the regional vision.
- B. Develop list of major employers.
- C. Set meeting date for the regional vision session.

IV. Potential Resources:

- A. Ron Simms. Assistant Secretary, U.S. Department of Housing and Urban Development (via Councilmember Lieberman).
- B. Dan Onorto, County Executive, Allegheny County, Pennsylvania (via Councilmember Lieberman).