

EAST CENTRAL FLORIDA REGIONAL PLANNING COUNCIL

HOW DID WE GROW REGIONAL LISTENING SESSIONS

Project Description

How Shall We Grow? (HSWG) is the 50-year regional growth vision adopted in 2007 for East Central Florida. The East Central Florida Regional Planning Council (ECFRPC) continues to support the implementation of the regional growth vision through its Strategic Regional Policy Plan (SRPP) and by evaluating its implementation and supporting regional collaboration and partnerships to address identified challenges.

HSWG emphasized growth according to 4 key concepts: Conservation, Countryside, Corridors, and Centers. The ECFRPC conducted a two-phased analysis of HSWG: an analysis of the growth trend (from 2007 to 2017) and community engagement assessing the region's current values and priorities. Through this assessment, residents of the 8-county region ranked values and priorities derived from the growth vision and then rated how the region is faring in implementing the vision.

Managing and Balancing Growth was ranked the top priority for respondents. Respondents were then given a series of statements within 5 themes and asked to rate to what degree they agree with the statements by providing 1-5 stars, with 5 stars being the most agreement. Those theme areas were: My Community, Regional Prosperity, Centers, Conservation and Country, and Corridors. The findings derived from these efforts revealed more work is needed to raise regional satisfaction with how the growth vision is being implemented and overall community development across the region.

Scope of Work

The ECFRPC proposes to create an educational and outreach campaign on the principles of HSWG and growth management, and conduct listening and engagement sessions around the 8-county ECFRPC region to assess where further action should be taken to implement the region's current priorities. Regional leadership and the public will be given the opportunity to engage in a deeper conversation about "managing and balancing growth" within the region and their respective counties including challenges as well as strategies for the implementation of the goals and objectives of HSWG. The ECFRPC SRPP will also be audited for updates that may strengthen the SRPP to further support the regional growth vision. A recommendation report with actions for supporting the region's communities will be developed based on the information gathered through the roundtable sessions and will be presented to the ECFRPC Board and used for further action as directed by the Board. The HDWG Leadership Committee will be leveraged for guidance on key decision points in the process.

Grant-funded deliverables will include:

Deliverable 1 –

- HSWG and Growth Management educational media: Materials in multiple formats, which could include print, web, and video, will be created to educate stakeholders on the HSWG regional growth vision and growth management principles.
- COST: \$5,000

Deliverable 2 -

- Regional listening and engagement sessions of leadership and technical experts from permitting agencies, local staff, emergency response, developers and the public will be scheduled and facilitated to allow for roundtable discussions of barriers, challenges, and opportunities related to growth management implementation. Discussions will also focus on mechanisms and incentives to incorporate and emphasize growth within the 4 “C”s of HSWG: Corridors, Countryside, Centers, and Conservation.
- COST: \$50,000

Deliverable 3 –

- A recommendation report will be developed from the information and feedback received during the listening sessions.
- The recommendation report will be presented to the board for approval.
- COST: \$10,000

Deliverable 4 –

- The ECFRPC SRPP will be audited based on the recommendations gathered through the regional listening sessions.
- The recommendation report and SRPP audit will be presented to the ECFRPC Board for approval.
- COST: \$10,000

DELIVERABLES	TASKS & PERFORMANCE MEASURES	COSTS	DATES
1. HSWG and Growth Management educational media	<p>Completion of Task 1 as evidenced by submission of the following deliverables:</p> <ul style="list-style-type: none"> • Screenshot and link to project webpage on the ECFRPC website • PowerPoint presentation(s) • social media postings (to be used throughout the grant period) • Overview videos hosted on website. 	\$5000	November 30, 2022
2. Regional listening and engagement sessions	<p>Completion of Task 2 as evidenced by submission of the following deliverables:</p> <ul style="list-style-type: none"> • At least 3 in-person listening sessions with leadership will be held as evidenced by meeting notices, agendas, and any presentations. • At least 3 in-person listening sessions with the public will be held as evidenced by meeting notices, agendas, and any presentations. 	\$50,000	February 28, 2023
3. Recommendation Report	<p>Completion of Task 3 as evidenced by submission of the following deliverables:</p> <ul style="list-style-type: none"> • A recommendation report in pdf format • Presentation to the board as evidenced by agenda and powerpoint.. 	\$10,000	May 31,2023
4. ECFRPC SRPP Audit	<p>Completion of Task 3 as evidenced by submission of the following deliverables:</p> <ul style="list-style-type: none"> • A summary report, including a tracking spreadsheet, of the SRPP audit and corresponding recommendations from the listening sessions. 	\$10,000	May 31, 2023

Budget Justification Information

The ECFRPC is proposing to receive the full contract amount, which will be spent only to cover employee salaries, benefits, indirect costs, and travel. None of these funds will be used to pay for subcontractors or equipment. In 2019, the ECFRPC submitted the attached indirect cost rate to the US Economic Development Administration (EDA) as part of the ECFRPC's Economic Partnership Planning Grant application. This 34% indirect rate is the one currently used by the ECFRPC to fund all EDA activities. Based on this information, the anticipated project expenditures are detailed below. These numbers may be adjusted based on the needs of the Department of Economic Opportunity.

Budget Categories	Total
Personnel Salaries and Fringe Benefits	\$60,511.36
Indirect Costs	\$14,488.64
TOTAL	\$75,000.00