



Quality of Life and Places Advisory Committee

Meeting #3

May 8, 2017 3pm EST

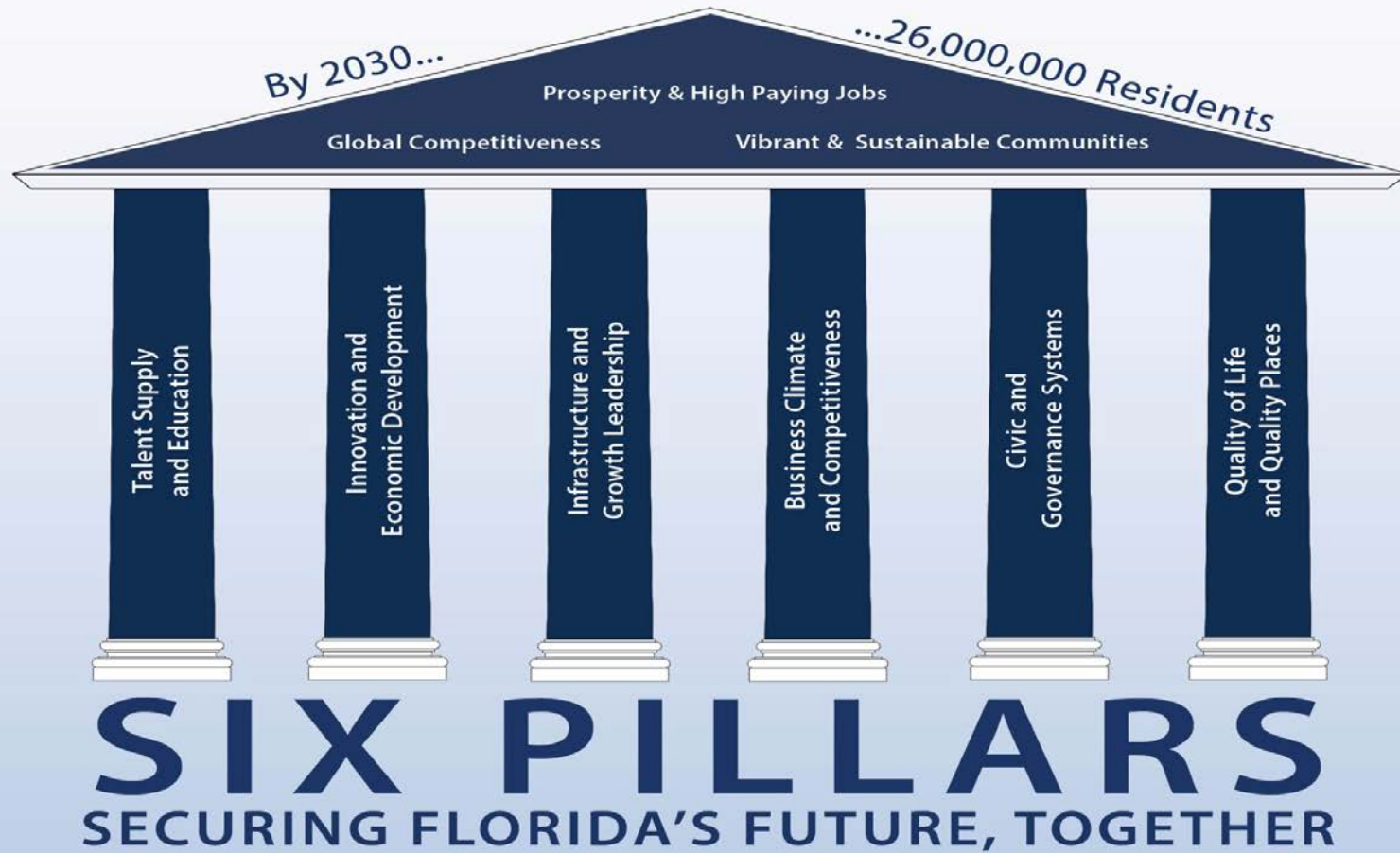
Housekeeping

- **Please do not place your line on hold**
- **Moderated conference lines**
- **To raise questions and participate**
 - Through the conference call:
 - Listen for operator cues
 - Press * 1 on your phone when prompted
 - All lines will be open during the Q&A/Discussion sections
 - Through the webinar:
 - You can type in a question directly through the webinar under the questions section.

* 1

Today's Agenda

- **Introductions**
- What have we learned so far?
- Where do we want to go?
- How do we get there?
- Next steps



“We must plan better for the next 6 million Floridians than we did for the last 6 million”

Florida Chamber Foundation Trustees

Florida 2030
Executive Steering
Committee

Stakeholder,
Association, and
Agency Partners

Talent Supply &
Education
Advisory
Committee

Innovation &
Economic
Development
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Committee

Infrastructure &
Growth
Leadership
Advisory
Committee

Business Climate
&
Competitiveness
Advisory
Committee

Civic &
Governance
Systems
Advisory
Committee

Quality of Life &
Quality Places
Advisory
Committee

Caucus Members

Caucus Members

Caucus Members

Caucus Members

Caucus Members

Caucus Members

Committee Work Plan

Date	Activity
March 22-23	Kickoff meeting
April 12	Meeting #2 via web conference
April 18	Joint call of all committees
May 8	Meeting #3 via web conference
June 14-15, Orlando	In person meeting to begin identifying 2030 targets and strategies
July-August	Additional webconferences as needed to refine 2030 targets and strategies
September 27-29, Orlando	Future of Florida Forum– in person meeting to review draft Pillar research report
Early 2018	Rollout of Florida 2030 report

Pillar Advisory Committee Introductions



LEIGH COOK
Senior Director Futures
Solution Lead



SANDJAR KOZUBAEV
Senior Manager Futures
Project Lead



JONATHAN MILLER
Senior Consultant
Research & Strategy



CAROL MASSA
Senior Manager Futures
Research & Strategy

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Quality of Life/Quality Places: Initial Themes

- **Health and wellness in every zip code**
 - Measuring and improving health in diverse populations
- **A new “Florida Dream”**
 - Attainable housing and lifestyles to raise families
 - Vibrant places to attract creative workers for the knowledge economy
- **Living and dying in $\frac{3}{4}$ time**
 - Making places that continue to attract retirees
 - Quality of end of life
- **Florida’s place in world culture**
- **True Floridians**
 - Building affinity and sense of belonging among residents
 - Arts/Culture/Heritage

April 12 Recap

HEALTH AND WELLNESS IN EVERY ZIP CODE

- Telehealth will be increasingly important in delivering care
- New models of healthcare coverage will change the way we cover people
- Concern that healthcare needs will outpace availability of physicians & providers

THE FLORIDA DREAM

- For safety & security, look at how state, counties, cities coordinate law enforcement
- Broadband access may be main factor in having access to jobs in future
- We need to include data on where Florida stands on payscales

LIVING AND DYING IN ¾ TIME

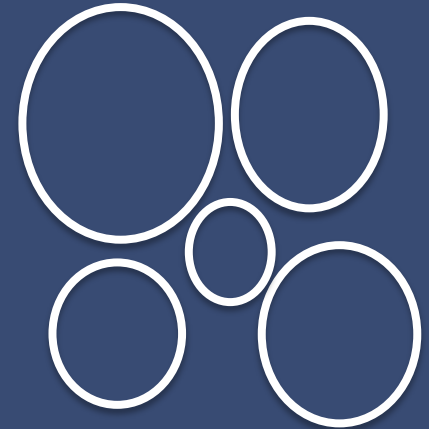
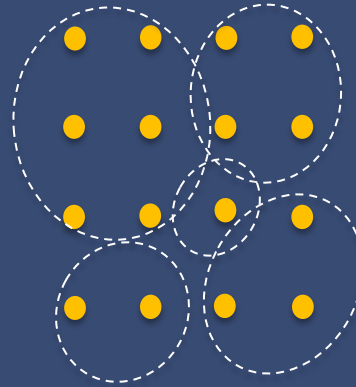
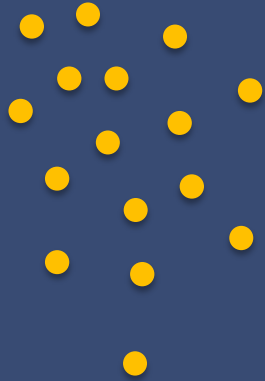
- Consider important of encore careers, self-reliant mindset of Boomers
- Look at the dynamics of the older population with the younger, more diverse generations

FLORIDA'S PLACE IN WORLD CULTURE/TRUE FLORIDIANS

- You can work from anywhere in the world, so what that location has to offer really draws people into a location
- Are there any trends to make us less attractive?
- Medical tourism is common for affluent foreigners – Miami for procedures/cancer/heart – other Latin American countries are not as good medical services

Pillar Research Process

The research framework captures and brings organization to naturally-occurring relevant signals. The signals are synthesized into underlying drivers of change that will be used to frame Florida's opportunities, strengths, and action areas.



Data Collection

Collection of relevant signals (today, emerging, weak)



Sorting

Systematic classification of signals into STEEP model and identification of key tensions



Clustering

Development of thematic clusters and themes to outline key drivers of change per global region



Drivers of Change

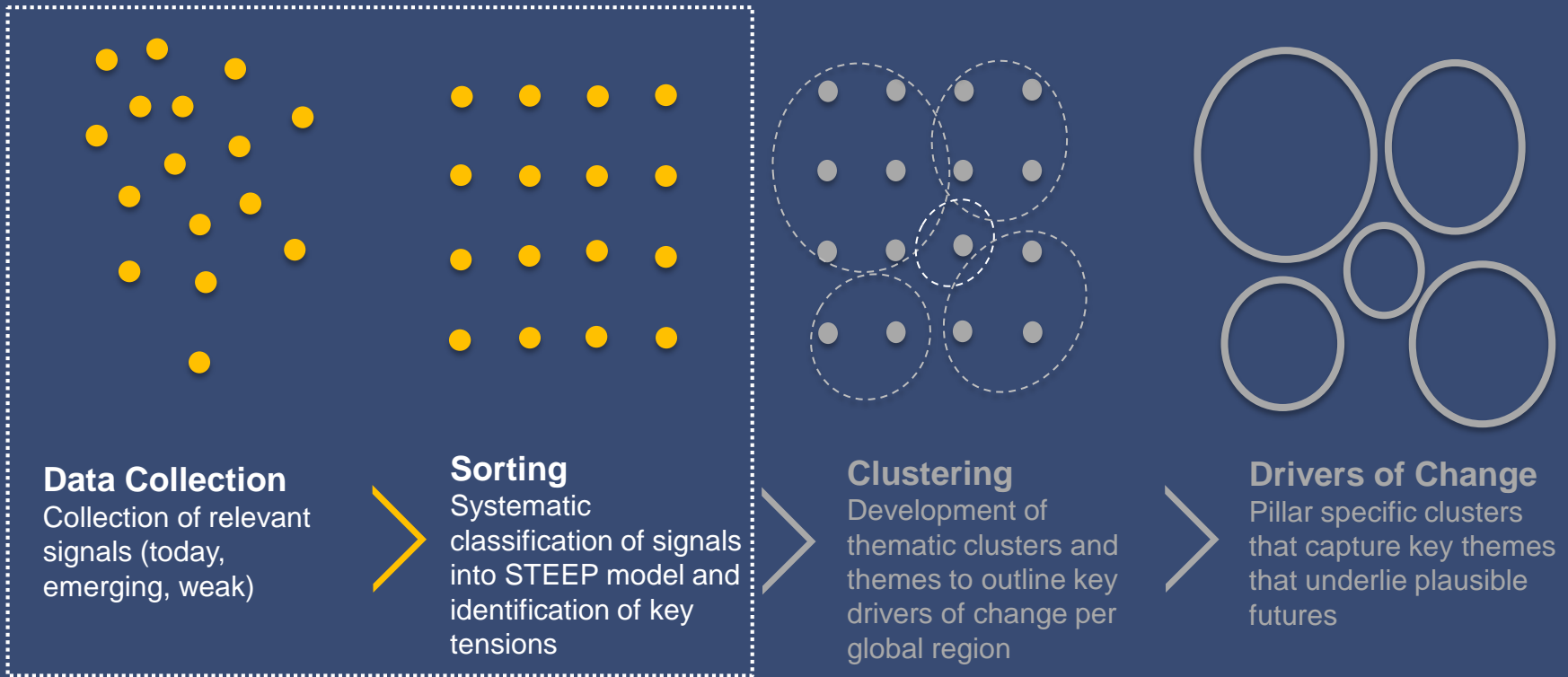
Pillar specific clusters that capture key themes that underlie plausible futures

Pillar Research Process

The Social, Technological, Economic, Environmental, and Political (STEEP) framework provides key dimensions to research and determine major drivers of change.

	<u>S</u> OCIAL	<u>T</u> ECHNOLOGICAL	<u>E</u> CONOMIC	<u>E</u> NVIRONMENTAL	<u>P</u> OLITICAL
Sample Categories	<ul style="list-style-type: none">• Demographics• Changing social values• Technology adoption rates• Lifestyle demands	<ul style="list-style-type: none">• Autonomous tech• Block chain• Artificial intelligence• Startup investments• Super computing	<ul style="list-style-type: none">• Urban planning• Household income• National growth• Transportation infrastructure• Public transit• Smart city investment	<ul style="list-style-type: none">• Regulatory changes• Climate change• Population growth• Natural resources availability	<ul style="list-style-type: none">• Political climate• New legal precedent and lawsuits• Government funded research• Municipal initiatives• Trade relations

Pillar Research Progress



North Highland is focused on collection and sorting stages. The team is developing hypotheses around key pillar tensions/uncertainties that will impact Florida's preferable path.

Underlying Values and Future Change: Illustrative Impact of 13 years



2004



2017



?

2030



2004



2017



?

2030

Discussion Questions

- **What would this pillar look like if Florida is a top 10 economy globally by 2030?**
- **What are the key uncertainties and/or other signals that could impact this pillar?**
- **What would this pillar look like if we had a pathway to prosperity for all zip codes in the state by 2030?**
- **What would this pillar look like if Florida's communities lead the nation and world as places to live, work, and visit?**
- **How should we measure success in 2030?**

Quality of Life/Quality Places: Initial Themes

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Health & Wellness

Relevant Signals of Change

- **Millennials** are now the **country's biggest** generation. At the other end of the spectrum, **Sumter County, Florida** has the **oldest generation** in the US.
- **Telehealth** industry is **accelerating** and being enhanced by IoT, Big Data, AI enablers.
- Policies to **increase vegetation** may provide opportunities for physical activity, reduce harmful exposures, increase social engagement, and improve mental health.

Hypothesized Tensions/Uncertainties

- Customization v. affordability of healthcare
- Scarcity of federal funds v. new policies around telehealth investments
- Dependability on technology (automation) v. human resources
- Longevity v. quality of life

Example

Blue Zones Project is a community well-being improvement initiative designed to change the way people experience the world around them, as a result, people can live longer, better, and communities can lower healthcare costs, improve productivity, and boost national recognition as a great place to live, work, and play.



Attainable Housing & Livability

Relevant Signals of Change

- A study suggests 58% of professionals consider **distance to home a priority**.
- Community planning around **healthier lifestyles and healthcare services**.
- Growth in **sustainable alternatives for transportation** (shared economy, bike, underground tunnels).
- **Smart cities** as enablers of **economic growth** (currently mostly located in Europe and Asia).

Hypothesized Tensions/Uncertainties

- Current real estate market v. new models of affordable housing
- Alternative mobility infrastructure v. today's traffic/transportation issues
- Affordable well-designed v. cheap-faster government housing
- Increase smart infrastructure v. concern for security and privacy

Example

MIT's Digital Construction Platform used 3D printing to create houses fast. New system can build a house in just hours, different materials like ice can also be used. Systems like this are future of housing, sculpture and more.



Work & Prosperity

Relevant Signals of Change

- Up to 50% of U.S. jobs could be at high risk of automation by the early 2030s (less-educated workers facing the biggest challenges).
- 80% to 90% of the US workforce indicates they would like to telework at least part time. There is a need for a balance between contemplative (at home) and collaborative (at the office) work.
- Increased demand for social connectedness blurring lines between work, life, and play.

Hypothesized Tensions/Uncertainties

- Current educational models v. new ways of developing skills
- Job scarcity v. high demand for skilled labor
- Disappearance of professions v. emergence of new professions
- Flexible workspace v. fixed schedules and workplaces

Example

The new Innova Schools (Peru) combine teacher-led, project-based learning in small groups with self-directed time using digital learning tools. Dynamic learning environments include community spaces, that are optimized for flexibility: furniture on wheels, movable walls, and efficient uses of space to allow for different modes of learning.



Sense of Place & Community

Relevant Signals of Change

- **Art districts** are increasingly considered to be **catalysts** for **economic development**.
- Increased **cultural diversity** and evolution of the nuclear family will challenge the concepts of place and community.
- **Resilience** could be a key strategic goal for cities to bring **new alternatives** for economic growth.

Hypothesized Tensions/Uncertainties

- Public arts as an expense v. public arts as an investment for growth
- Generation gaps in contrast v. wants and needs for living habits/activities
- Multifaceted identity v. unity and homogeneity
- Consumption-driven growth v. resilience-driven growth

Example

The city of Melbourne (Australia) published in May 2015, a city strategy plan that represents a collaborative effort across 32 local councils, hundreds of local organizations, and departments in the Victorian State Government to build the capacity of individuals, communities, institutions, businesses and systems within the city. The Community Resilience Framework is scheduled to be launched and piloted in the first quarter of 2017.



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Blockers and Enablers

- **What would be the biggest challenge around livability by 2030?**
- **How to measure quality of life considering different generations, culture and identity?**
- **How to engage citizens to move, live and work in Florida?**
- **What and who we would need to talk to make things happen?**

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Upcoming Dates

- **May 22, 2-3 PM ET: Joint call of all committees with Chamber Board of Governors**
- **June 14-15, Orlando: In person meetings**
 - All Committees*
June 14, 2017
6:30 p.m. – 7:00 p.m. ET: Reception
7:00 p.m. – 8:30 p.m. ET: Dinner
 - Six Pillar Advisory Committees
June 15, 2017
8:30 a.m. – 9:00 a.m. ET: Breakfast
9:00 a.m. – 12:00 p.m. ET: Meetings

1,000s of Floridians

6 Pillars

2 Years

1 Plan

FL 2030 @FLChamber.com

FLORIDA 2030

FLORIDA CHAMBER FOUNDATION