FLORIDA▸2030
FLORIDA CHAMBER FOUNDATION

CIVIC & GOVERNANCE
Advisory Committee
Meeting #4
June 15, 2017   9:00 AM-12 Noon

Today's Agenda

- **Introductions**

- **What have we learned so far?**

- **Where do we want to go?**

- **How do we get there?**

- **Next steps**

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

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Florida Chamber Foundation Trustees

Florida 2030 Executive Steering Committee

Stakeholder, Association, and Agency Partners

Talent Supply & Education Advisory Committee

Innovation & Economic Development Advisory 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

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Committee Work Plan

Date	Activity
March 22-23	Kickoff meeting #1 in Tallahassee
April 18	Joint call of all committees
April 13	Meeting #2 via webconference
May 8	Meeting #3 via webconference
June 14-15	Meeting #4 in person in Orlando
July	Surveys or review of draft documents
August	Meeting #5 via webconference
September 27-29	Meeting #6 in person at Future of Florida Forum (Orlando) - review draft Pillar research report
March 2018	Rollout of Florida 2030 report

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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 Associate Futures
Research & Strategy

TROY SANDS
Vice President
Healthcare SME

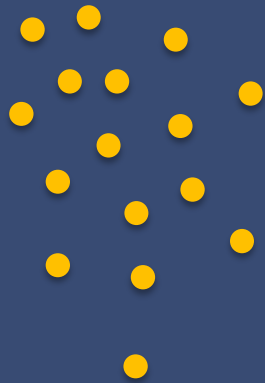**CYNTHIA LORENZO**
Principal
Public Sector SME

JOHN FLEMING
Analyst
Public Sector SME

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May 8 Recap

- **Community Engagement**
  - What can business community do to improve volunteerism and philanthropy?
  - What will volunteerism look like in the future?
  - How does size and role of government affect this?

- **Trust & Responsiveness**
  - How can we increase civic education? How to be a Floridian? What's unique about our gov't and state?

- **Efficiency & Effectiveness**
  - How do we evolve the 2 party system?
  - Gov't must be responsive, inclusive and participatory

- **Flexible Planning**
  - Caring for aging population is going to be a big burden and expense
  - How design communities? Age doesn't matter, what they need matters more

- **Technology & Governance**
  - Open processes and flexibility to gather info on citizens
  - Privacy as number 1 priority
  - How does gov't not become main tyrant

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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 pillar opportunities, strengths, and action areas.
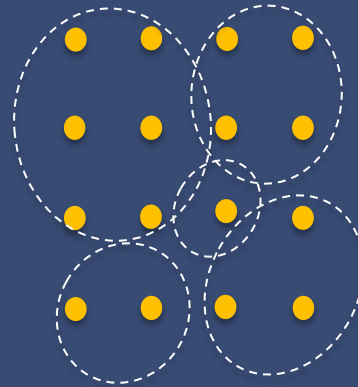

Data Collection
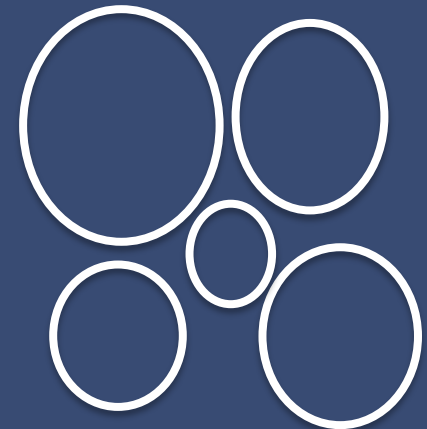Collection of relevant signals (today, emerging, weak)

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

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Futures Session Overview

The Futures Session explored possible futures and drove consensus through scenario generation, storytelling and concepting exercises. We will use the output to co-create and align on the final vision and strategies.

SYNTHESIS AND DEVELOPMENT

- Identify change driver cards
- Summarize insights

FUTURE SCENARIO DEVELOPMENT

- Introduce futures to the audience
- Build scenarios across change drivers and each pillar

DOCUMENTATION AND FINAL REPORT

- Share draft with 6 PAC and collect feedback
- Develop report for each pillar

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Today's Agenda

- **Introductions**

- **What have we learned so far?**

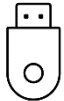- **Where do we want to go?**

- **How do we get there?**

- **Next steps**

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Multidimensional Civic Participation

Citizens of the future will want more ways to engage in civic life beyond voting, which can be enabled by better access to information and non-profit institutions that create new modes of participation.

Data Is The New Oil

While the government's implementation of new technology has been slow, civic data and open platforms can improve the nature and quality of government services and help reinvent civic engagement.

Rise Of The Metros

Metropolitan governance are at the forefront of stimulating local growth and development through improving mobility, connectivity and infrastructure at a scale that isn't possible in smaller municipalities.

Governing For Resilience

Since Florida needs a proactive and comprehensive approach to resiliency, which will require new capabilities, relationships and policies.

Rural Life Challenged

Rural areas are struggling due to economic and cultural pressures, but are integral to growth and identity.

The New Complexity

With the increasing complexity and pace of change in the social, economic, environmental, technological and other domains, the role of government and its relationships with citizens may need to be reinvented.

What Have We Learned So Far?

For each theme, discuss and consider the following:

- What are the other uncertainties and/or other signals that could impact this driver of change?

- What are the most important factors that would:
  - Enable Florida to be a top 10 economy globally by 2030?
  - Drive a pathway to prosperity for all zip codes in the state by 2030?
  - Allow Florida's communities to lead the nation and world as places to live, work, and visit?

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Multidimensional Civic Participation

Signals of Change

Latino Participation
Findings from the 2015 Latino Civic Health Index indicate that Latinos tend to "participate less in both voting and nonvoting forms of political activity."

Anchors & Attachment
People who feel attached to their community and people say they always vote in local elections have the strongest local news media habits.

Digital Engagement
New apps and online engagement platforms are reinventing civic participation. Countable has facilitated 8 million messages to Congress.

Virtual Volunteers
Vollie is an online marketplace that connects talented people to non-profits, charities, and social enterprises for skills-based exclusive online volunteering.

Voting Experiments
In 2016, Maine became the first state to allow ranked choice voting for statewide elections (congressional, gubernatorial, and state legislative races).

Participatory Planning
In Boston, the Mayor's Office of New Urban Mechanics used a virtual world and avatar-based decision-making to capture input for the master plan process.

| Social |
| Technological |
| Economic |
| Environmental |
| Political |

State of Florida

Data Bank
Ranked 50th for volunteer rates in 2015

Voter turnout was 9th highest in 2016.

Ranked 44th in 2016 ranking of the Most Charitable States.

Felon records prevent 10% of population and 21% of African Americans from voting.

Propensity of voters age 65+ to vote compared to 18-34 year olds (mayoral):
- TLH: 26x
- MIA: 22x
- JAX: 15x

Key Tensions

Technology   Community   Institutions

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The New Complexity

Signals of Change

Job Automation
A recent study shows that up to 40% of jobs could be lost due to automation. Policy responses may include job training, universal basic income, a 'robot tax,' among others.

Based in Evidence
Evidence-based policy is increasing in prevalence as governments seek to understand the impact of spending. Florida is strong in juvenile justice programs reporting.

| Social |
| Technological |
| Economic |
| Environmental |
| Political |

Cybersecurity
In 2016, Virginia had 86 million cyberattacks. Attacks targeted 911 systems, medical systems, and personal data. Cyberattacks could trigger credit downgrades, per S&P.

Managing Tax Reality
Between 1996 and 2015, state tax revenue volatility was 5.1 percentage points above/below growth trend. Volatility reflects YoY change and diversity of taxes.

Amazon-ification
Cities are shifting away from 311 as a question/answer system to a customer-centric platform that integrates work management, field services, and customer satisfaction.

Evolution of Non-Profits
In 2017, the Texas House of representative passed a bill to outsource the care of abused children in the state to non-profits and county governments.

State of Florida

Data Bank
Sales tax receipts account for almost 80% of total state receipts.

Tax revenue in Q3 2016 was 15% or more below the state's pre-recession peak (only 5 states in this category).

Tax revenue volatility ranked 9th for between 1996 and 2015.

The state dependency ratio is among the top five of all states.

In FY2014, 33% of state revenue came from federal sources (22nd most).

Key Tensions

Technology   Customers   Scope

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Data Is The New Oil

Signals of Change

In Data We Trust	**Shared Services**
While 65% of Americans used the Internet to find information on government in 2015, fewer believed government data sharing would improve the quality of services.	Oakland County's IT handles IT for 82 different county departments, 150 public safety agencies, and 60 external government agencies that use its cloud solutions.

Digital Equity	**Innovate to Serve**
Governments are starting to tackle digital equity, to addresses the lack of access in specific populations. Seattle, Portland, and Austin have digital equity strategies.	In Rhode Island, teams of two from different state agencies embed with the Office of Innovation for 20% of their time for 9 months to focus on solving a key strategic issue.

If We Can…Should We?	**Gov't as a Platform**
Local governments are experimenting with technology that allows almost immediate intervention, but face key questions around privacy and security.	A recent report estimates that unlocking government data and sharing it with industry could support $3-5 trillion in new economic value creation.

Legend:
- Social
- Technological
- Economic
- Environmental
- Political

State of Florida

Data Bank

The Florida Legislature funded a Chief Data Officer during the 2017 session.

Florida has increased its "grade" from the Center for Digital Government's Digital States Survey from a D in 2012 to a B+ in 2016.

A private vendor is spending $20 million to deploy Wi-Fi kiosks across Miami-Dade's transit system. The company will recoup the investment with ad revenue.

Key Tensions

Security   Innovation Cost   Management

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Governing For Resilience

Signals of Change

Leaving Home

Sea-level rise may displace coastal residents, who will likely head for inland metros. Orlando could receive up to 460,000 migrants from South Florida.

Insurance Assurance

National and state insurance programs are facing fiscal challenges. The long-term impact of artificial insurance rates remains uncertain.

Social
Technological
Economic
Environmental
Political

What are the Options?

The threat of sea-level rise is prompting governments across the globe to pursue creative solutions, including floating infrastructure and land purchases for resettlement.

Borrowing Costs

S&P evaluates resiliency for bond ratings and a 2015 report showed that climate change increases the risk of bond downgrades by 20% for sovereign borrowers.

Rise of the CRO

Metros are incorporating resilience into their organizational structures. In North America, 31 cities are participating in a program to install Chief Resiliency Officers.

Funding Buckets

Virginia established a revolving loan fund to help homeowners and businesses make changes to their properties in anticipation of sea-level rise. No funding has been set.

State of Florida

Data Bank

Florida is home to six of the top 10 U.S. areas most susceptible to storm surge.

Climate researchers say Southeast Florida could experience 240 tidal floods per year by 2045 due to climate change.

Zillow estimates that 934,000 Florida properties are at risk of being submerged by the end of the century.

In 2016, home sales in the U.S. increased about 2.6% over 2015, but dropped 7.6% in high-risk flood zones in Miami-Dade County.

Key Tensions

Timing   Coordination   Enforcement

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Rise Of The Metros

Signals of Change

The Columbus Way

Columbus is creating an ecosystem for success, including improving public education and developing smart infrastructure. The region won USDOT's smart city challenge.

Look and Feel

Form based code provide uniformity in aesthetics, but may decrease feelings of authenticity. Florida is home to 68 FBCs the most of any state or country.

Social
Technological
Economic
Environmental
Political

Park(ing) Spots

Social, economic, and technological forces are dis-incentivizing auto-centric urban development. As well, driverless cars will reshape urban areas.

Isolating Growth

Research on Chicago shows that if racial and economic segregation were reduced to the national median levels, black per capita income would increase by 15.1%.

In the Middle

Across the nation, about 4 of 10 neighborhoods are considered on the verge of growth and/or decline ("in the middle"). Local strategies to build pride can be transformative.

The Local Muni

There are signals that relationships between cities, utilities, and residents may change. In Chattanooga, the electric utility has added ISP services.

State of Florida

Data Bank

Of the more than 20 million people in Florida in 2016, about 13 million lived in four metropolitan statistical areas.

Of 22 metro statistical areas, 14 had poverty levels below the state average (16.5%).

In Forbes' ranking of fastest growing cities, 4 of the top 5 spots are in FL.

The income of top 1% of earners is 35 times greater than that of bottom 99% (5th highest in the nation).

Key Tensions

Test & Learn   Expectations   Regionalism

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Rural Life Challenged

Signals of Change

Connecting to Compete

Per the FCC, 39% of the rural population lacked access to basic fixed broadband service, compared to four percent of the urban population.

Rural Land Use

The Sacramento region shifted their land use planning to include rural areas. The Crop Map shows parcel-level crop details and is paired with analytics to optimize land use.

Social

Technological

Economic

Environmental

Political

Civic Deserts

In contrast to the overall young vote, young rural voters supported Donald Trump. Almost 60% of rural youth live in 'civic deserts' which lack opportunities for engagement.

Tax Rerouting

Population shifts make economic progress harder for rural areas. In Japan, residents can direct part of their income tax to rural areas ($1.4 billion was redirected in 2016).

Population Loss

More than 1,300 non-metro counties lost population since 2010. Kansas offers tax and student loan waivers for new residents living in a Rural Opportunity Zone.

Rural Economics

The economics of rural living are increasingly challenged as wages lag urban areas, young people leave, and key institutions, such as hospitals, close.

State of Florida

Data Bank

The census estimates that in 2010, 1.6 million Floridians lived in a rural setting, accounting for 8.8% of total population.

Between 2000 and 2010, Florida's rural population has decreased by 50,892 (a decline of 3%).

According to the FCC, 7% of residents lack access to basic broadband, but in rural areas the share is 29%.

In rural areas 15% of the population age 25+ has a bachelor's degree or higher (28% in non-rural counties).

Key Tensions

Technology   Economy   Institutions

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Where Do We Want to Go?

Review each FL 2030 PRELIMINARY Vision & Strategy worksheet (per driver of change), discuss and capture feedback:

Florida 2030 | Going Beyond Health

Despite the controversial national healthcare debate, a state policy needs to focus on pragmatic, holistic and novel approaches to human wellbeing.

Vision Statement:

By 2030, Florida will establish a healthcare system that is preventive, efficient and person-centric and more transparent. The system rewards a holistic approach to health and wellbeing by incentivizing exchange of value flows between payers, providers and patients.

SHORT-TERM ACTIONS	MID-TERM ACTIONS	LONG-TERM ACTIONS
Focus on access	Streamline the process	
• Identify key gaps in the healthcare system that are unique to the state	• Coordinate and develop an agreed upon a set of metrics to measure outcomes that benefit citizens	• Establish promote
• Align vision around on how to improve citizen's health and wellness experiences	• Promote a change in culture away from process towards outcomes	• Promote predictiv virtual a
• Promote collaborative initiatives on prevention and proactive care	• Incentivize constant iteration of the metrics to adequately reflect the evolving needs of the patient	• Launch r preventi

Florida 2030 | Places of the Future

Citizens want the built environment to facilitate a seamless exchange of services, products, connectivity and mobility.

Vision Statement:

By 2030, Florida will emerge as the leading state in urban and multimodal infrastructure innovation. The new built environment of Florida is a seamless and integrated network in which citizens thrive and participate and businesses prosper.

SHORT-TERM ACTIONS	MID-TERM ACTIONS	LONG-TERM ACTIONS
Assess transportation needs	Test novel ideas	Scale and strengthen solutions
• Solicit feedback from community leaders to identify key issues	• Launch experimental spaces to test effectiveness and viability	• Expand new alliances between state and local governments and planners to take advantage of the most effective solutions
• Study the emerging behaviors of citizens to understand evolving needs related to the built environment (spaces, communities, infrastructures)	• Target a few cities or communities for one-off tests	• Support innovative transportation funds that expand the new infrastructure and solutions vertically and horizontally
• Develop a comprehensive plan to encourage future investments in multimodal transportation	• Validate needs and desires of the community during the tests	
	• Identify key best practices to roll out state wide	

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Where Do We Want to Go?

Discuss and capture feedback keeping in mind the following:

- **What would this pillar look like if Florida is a top 10 economy globally by 2030?**

- **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?**

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How Do We Get There?

Discuss and capture top 3-4 goals for this pillar by 2030 and how we would measure success.

As time permits, discuss and capture the following:

- **What key issues need attention?**

- **What major risks do we face?**

- **What could disrupt progress?**

- **What should we keep doing?**

- **What should we be doing differently?**

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1,000s of Floridians

6 Pillars

2 Years

1 Plan

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