

# Part 5 of 5: Building a Prosperous Florida Transportation, Affordable Housing & Homelessness

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**A Five-Part Virtual Event Series on  
Ending Inequality of Opportunity in Florida**

[www.FloridaChamber.com/ProsperitySeries](http://www.FloridaChamber.com/ProsperitySeries)



*Presented by the Florida Chamber Foundation Prosperity Initiative*

# Part 5 of 5:

## Building a Prosperous Florida

### Transportation, Affordable Housing & Homelessness

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Rick  
Kearney

—  
Chairman  
Mainline Information  
Systems

# MAINLINE INFORMATION SYSTEMS

- Technology
- Real Estate





# CLIENT CENTERED ECOSYSTEM

- Client-focused approach
- Covid-19 impact





# DESIGN OF PROGRAMS

- Design of space



The Kearney Center



Westgate



Dwellings



Community Space

# WHERE WE ARE NOW

- Time to plan again



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Javi  
Correoso

—  
Public Affairs  
Uber Technologies



# Florida Prosperity Initiative

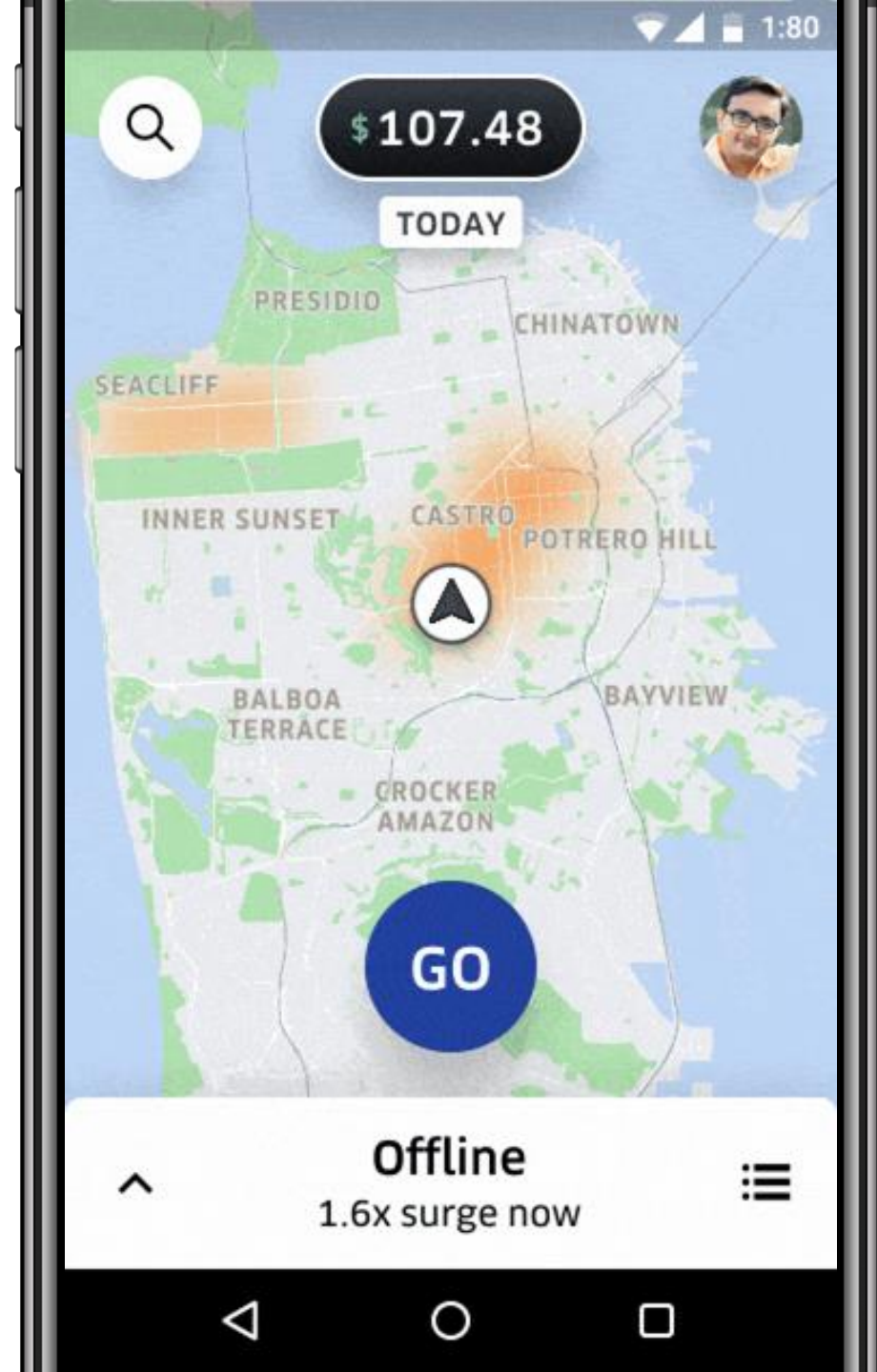
August 19, 2020

Uber

Uber: Independent work  
opportunities for 3+ million

## Uber's independent work model has four core features:

- Access: Open access to opportunity for millions of Floridians from those that need an additional income source to those that have traditionally been left out of the labor market such as the long-term unemployed or those that are deaf or hard of hearing and struggle to find work
- Flexibility: Ability to exercise control in your work - no shifts, no exclusivity, and no minimum commitment - which partners say is a key reason for choosing Uber
- Protection: Options to protect yourself for injury at work or illness through innovative flexible and affordable options such as driver injury protection
- Growth: The ability to progress through your experience and achieve personal goals which we can support through learning partnerships.







**The world has changed with COVID-19.**

These difficult times also present a once-in-a-lifetime opportunity for cities to chart a different course.

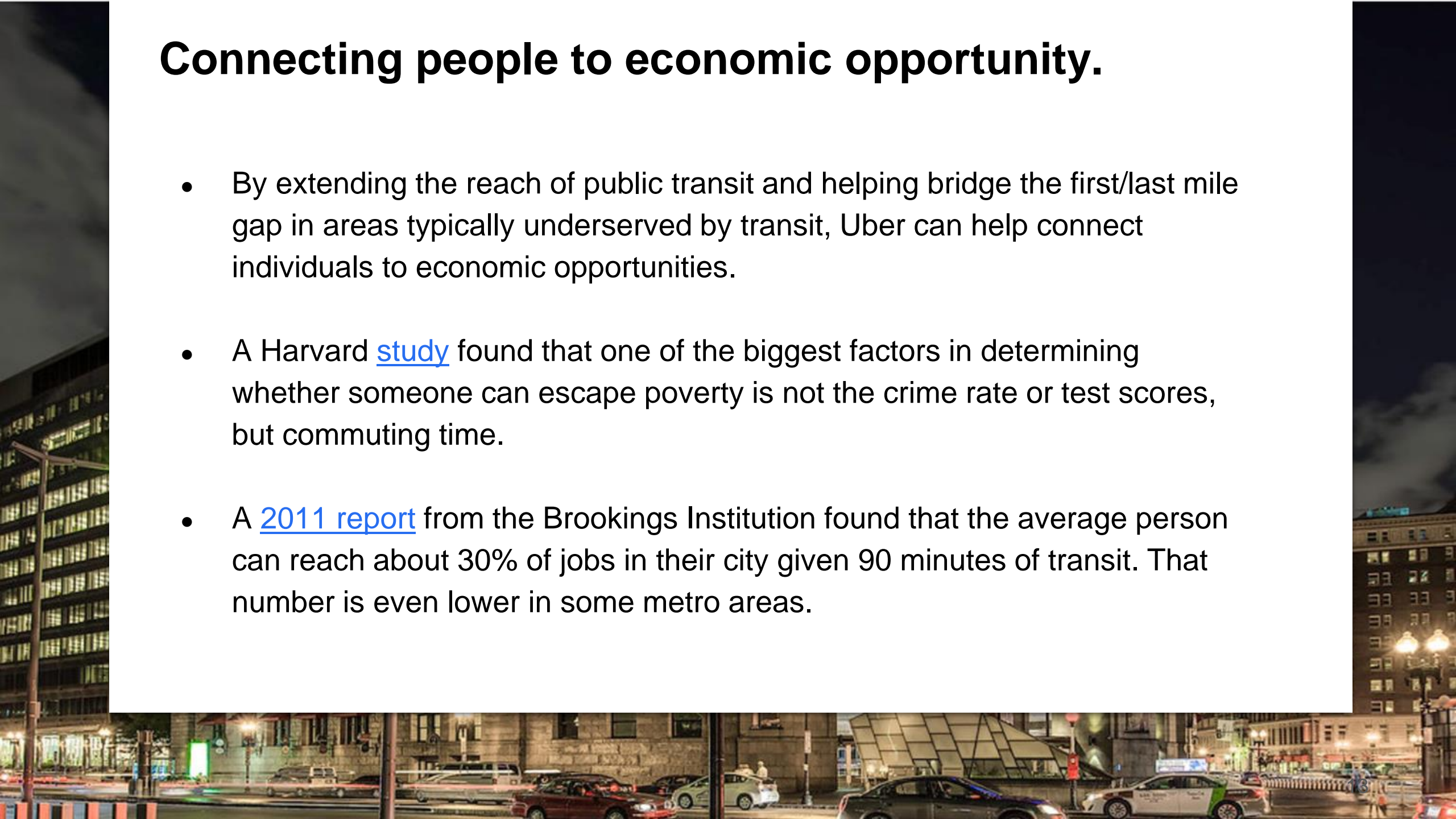
But we must ask ourselves, on the other side of this crisis,

**What do we want Florida to look like?**



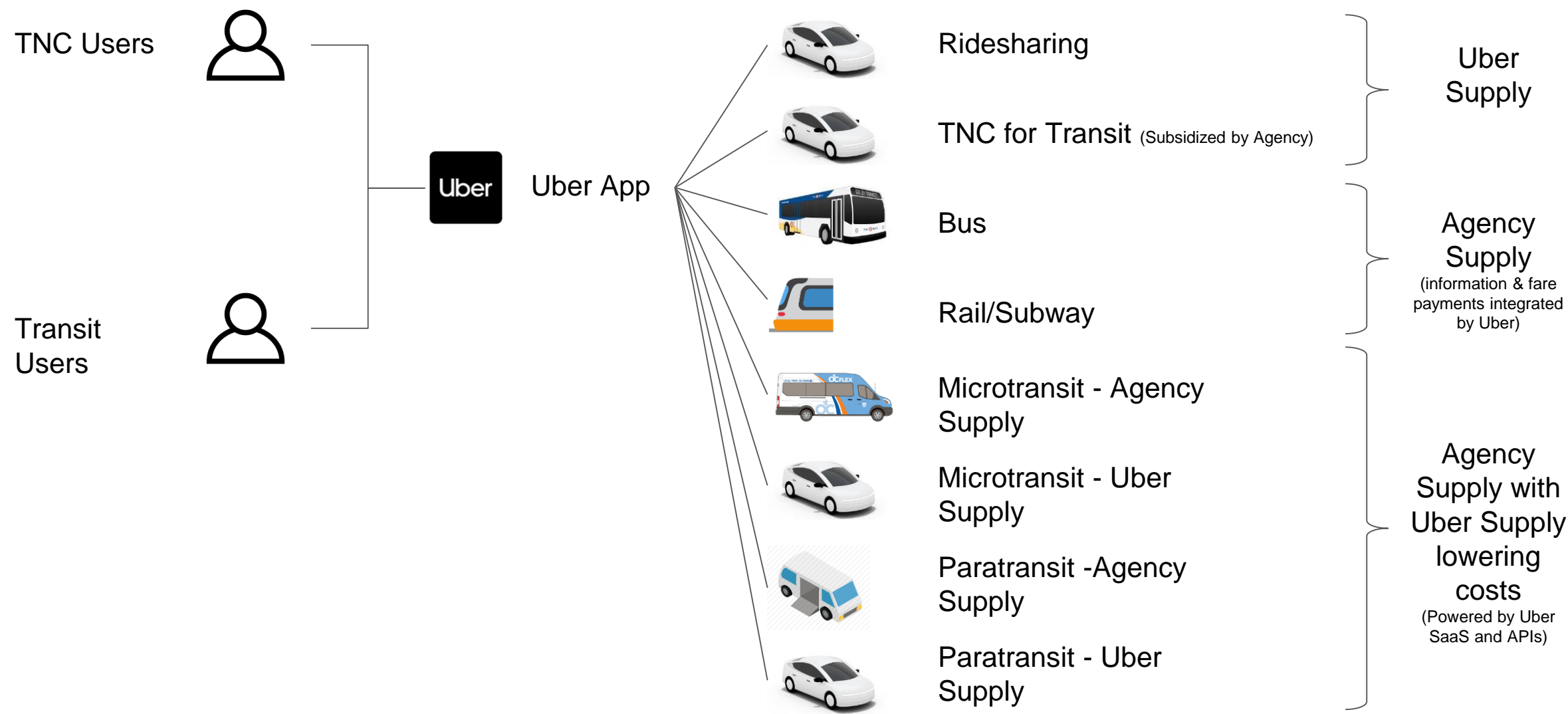
# Connecting people to economic opportunity.

- By extending the reach of public transit and helping bridge the first/last mile gap in areas typically underserved by transit, Uber can help connect individuals to economic opportunities.
- A Harvard [study](#) found that one of the biggest factors in determining whether someone can escape poverty is not the crime rate or test scores, but commuting time.
- A [2011 report](#) from the Brookings Institution found that the average person can reach about 30% of jobs in their city given 90 minutes of transit. That number is even lower in some metro areas.





# Uber Transit is enabling MaaS with agencies across the globe



# First/Last Mile and Late Night Service

**Pinellas Suncoast Transit Authority (PSTA), Florida**

## **Direct Connect**

In February 2016, Uber partnered with the Pinellas Suncoast Transit Authority (PSTA) to create a “first mile, last mile” solution to provide reduced-cost rides to and from designated Direct Connect locations.

Direct Connect includes trips from 24 eligible locations and will be in operation daily, from 6am – 11pm. This makes it easier than ever to affordably combine the convenience of Uber with public transportation.

**Uber**

## **Transportation Disadvantaged Late Shift**

The PSTA Transportation Disadvantaged program is aimed at helping low-income, unemployed residents overcome transportation barriers to employment. With this new program, riders can request up to 23 free rides per month between the hours of 9 p.m. and 6 a.m. Rides must be to a place of employment or residence.

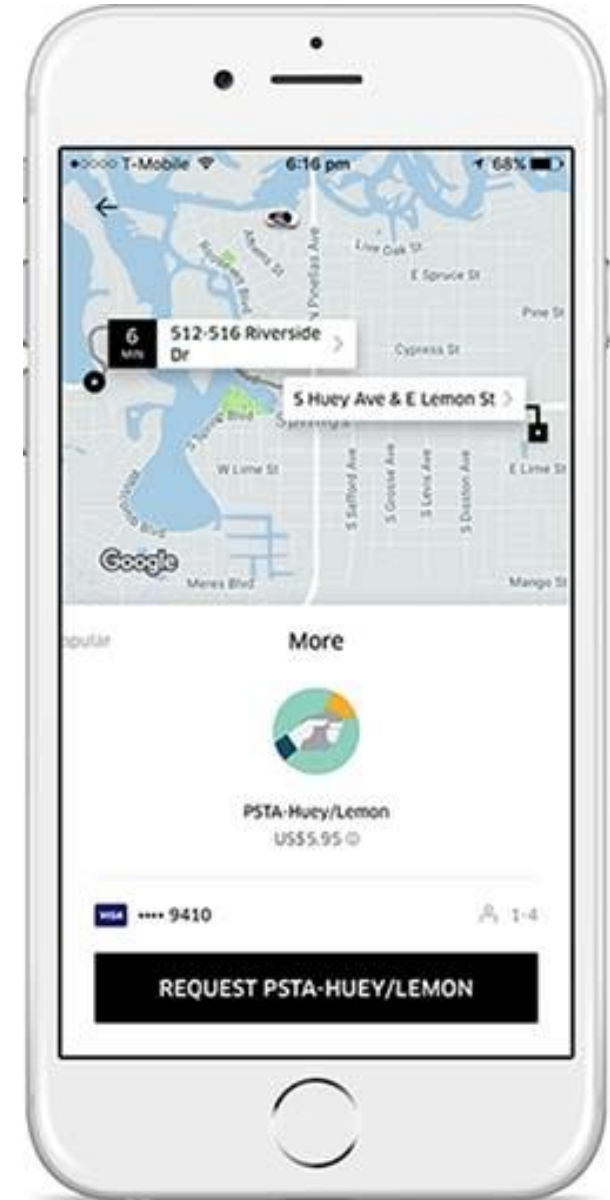
Trips are ordered via PSTA’s call centre, and centrally dispatched through the Uber Central booking platform. PSTA receives data on the trips taken and is billed on a monthly basis.

# First/Last Mile and Late Night Service

Pinellas Suncoast Transit Authority (PSTA), Florida

We are solving age-old transportation barriers with technology, innovation, and Uber.

-Brad Miller, PSTA Chief Executive Officer





# Partnering with Miami-Dade Transit to fill transit gaps resulting from COVID-19 service adjustments

## Background

Service reductions due to COVID-19 have led to dangerously crowded buses during the day that jeopardizes the safety of drivers and passengers.

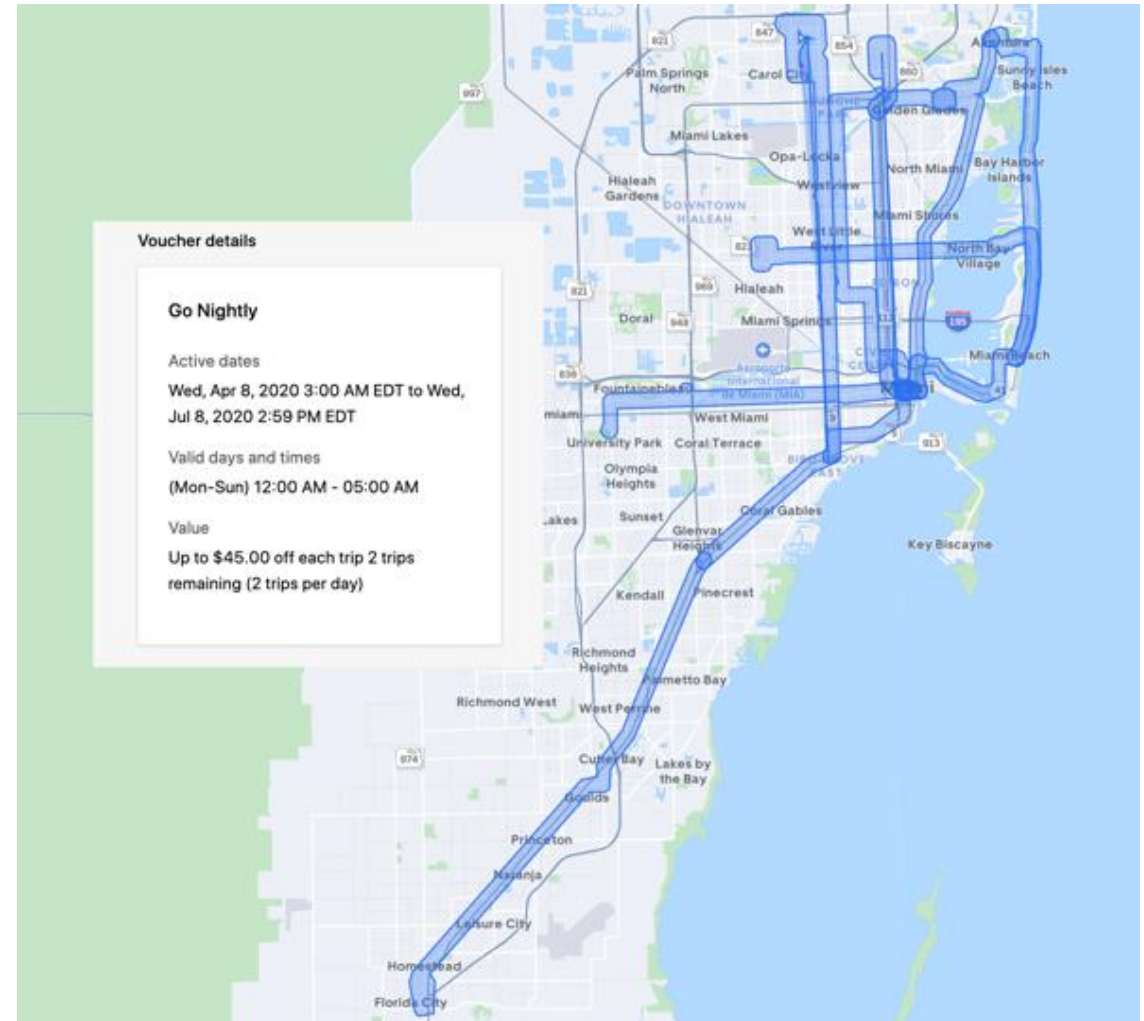
## Problem

As a result, between hours of 12am and 5am along 9 routes, transit dependent individuals no longer have a reliable means to get to work, the drugstore, etc.

## Solution

Miami-Dade launched GoNightly, a program that provides riders an Uber Voucher along nearly a dozen bus routes with a value of up to \$45/trip.

Uber

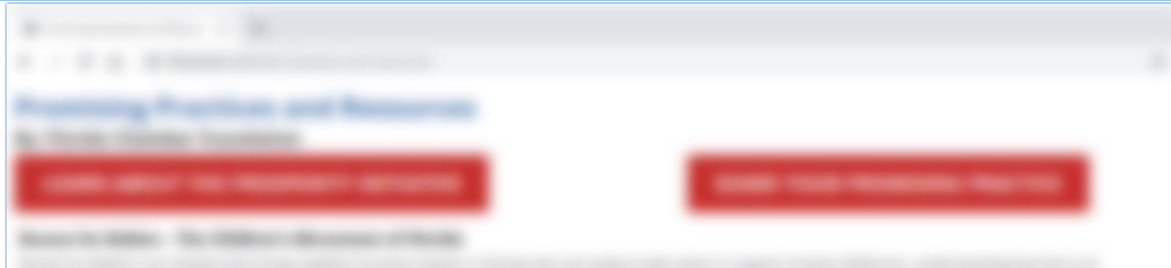


# Thank You!

**Javi Correoso**

**[jcorreoso@uber.com](mailto:jcorreoso@uber.com)**

# Promising Practices

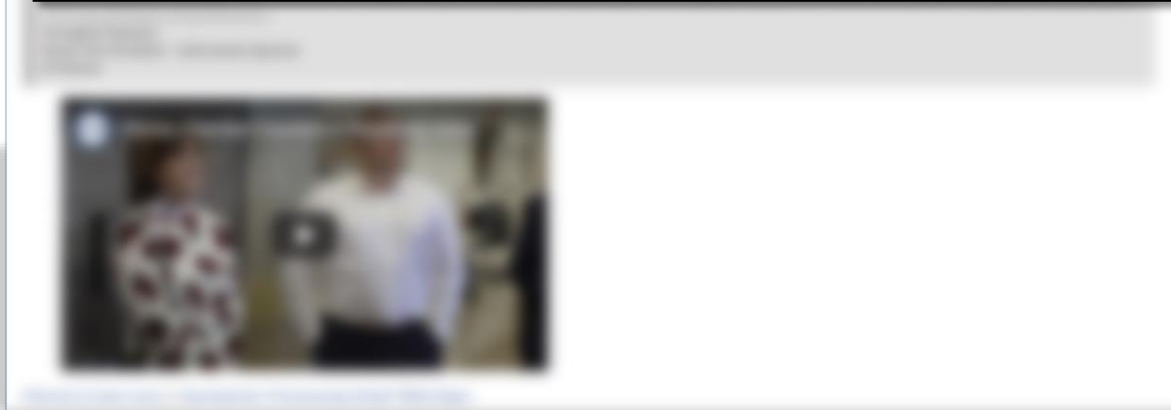


## **Humana Bold Gold**

In 2015, Humana announced **Bold Goal**, a population health strategy to improve the health of the communities they serve by 20% by 2020. Through community, clinical and business integration, Humana is taking that goal beyond 2020 and creating community partnerships to tackle issues such as food insecurity, loneliness and social isolation and unreliable or lack of transportation.

[Click here to learn more.](#)

*Location: Nationwide – Florida Communities include Jacksonville, Broward County and Tampa Bay*



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Tom Sittema

—  
Executive Chairman  
Conversus

Co-Founder  
LIFT Orlando



PEOPLE • PLACE • PARTNERSHIPS





# A NEW MODEL TO ADDRESS SOME OF OUR MOST COMPLEX SOCIAL PROBLEMS



Housing



Education



Wellness



Income

## A PLACED BASED COMMUNITY QUARTERBACK

Business Leaders



partnering with Residents



# THE WORST APARTMENTS IN ORLANDO









# AN AWARD WINNING COMMUNITY







AT WEST LAKES









# OUR VISION 2020

## A HEALTHY NEIGHBORHOOD ECOSYSTEM

LIVE

LEARN

WORK

GROW

120 Senior  
Residences

200 Mixed Income  
Apartment Homes

Early Learning  
Center

Bradley / Otis  
Boys & Girls Club

Community Health  
& Wellness Center

New Lake Lorna  
Doone Park





# MID-YEAR HIGHLIGHTS

- Childhood poverty down **16%**
- Per Capita Income up **50%**
- Crime down **30%**
- High School graduation rate up **17%**
- Kindergarten readiness up **12%**
- Resident satisfaction **88%**



# A HEALTH INJUSTICE

## Health Access Points Zip Code Comparison

32789 Zip Code in Winter Park

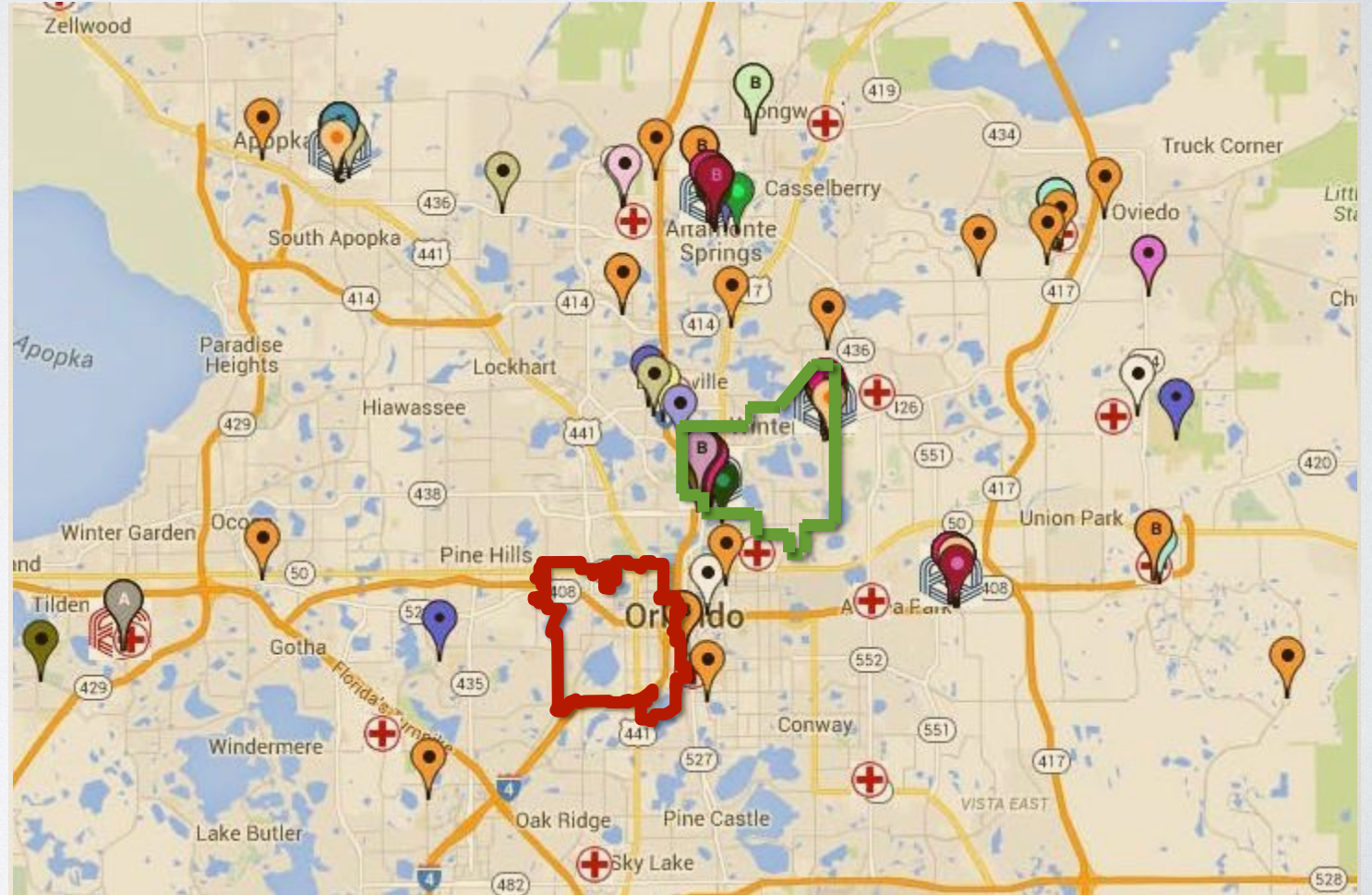
Population: 24,979

Health Access Points: **112**

32805 Zip Code in West Lakes,  
Parramore, Washington Shores

Population: 22,421

Health Access Points: **12**



# Panel Discussion and Q&A

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Moderated by Michael Williams, Executive Director, Florida Prosperity Initiative



**Javier Correoso**  
Public Affairs Manager  
Uber Technologies, Florida



**Rick Kearney**  
Founder  
The Kearney Center



**Tom Sittema**  
Chair  
LIFT Orlando



**Mark Wilson**  
President and CEO  
Florida Chamber of Commerce

# What Can You Do To Help End Florida's Equity Gaps

- The Florida Prosperity Initiative has a place for you:
- 1 Statewide Prosperity Advisory Council
- 67 Counties- County Prosperity Initiatives
- 983 Zip Codes- Zip Code Champions
- Stakeholders



# Prosperity Advisory Council

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Michael Griffin, Vice President of Public Affairs



Susan Towler, Vice President



Deborah Galloway, Regional President

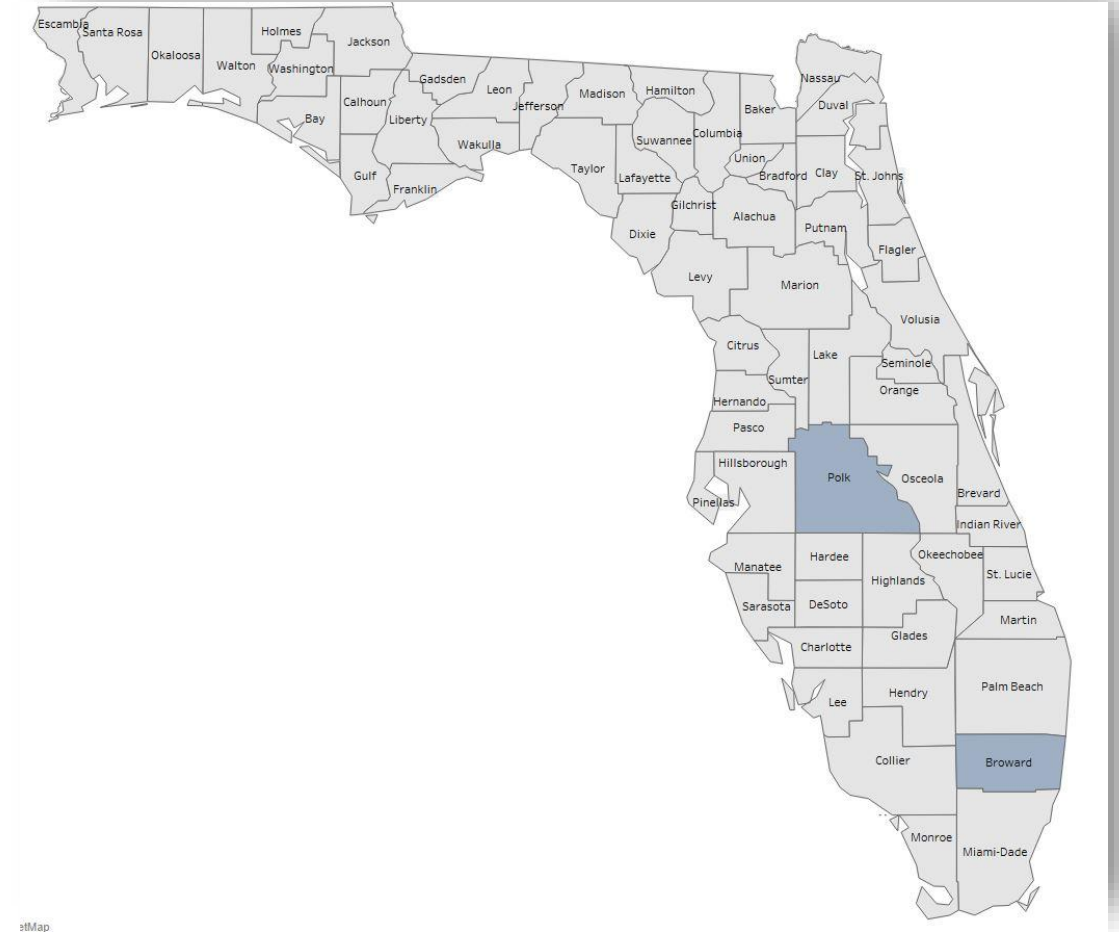


# County Prosperity Initiatives

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Prosperity Broward  
Greater Ft. Lauderdale Alliance

Prosperity Polk  
Lakeland Chamber of  
Commerce  
Greater Winter Haven Chamber  
of Commerce



# Zip Code Champions

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32114- Forough Hosseini

32206- Florida Blue

32301- South City/ Purpose Built  
Communities

32304- Tallahassee Community  
College

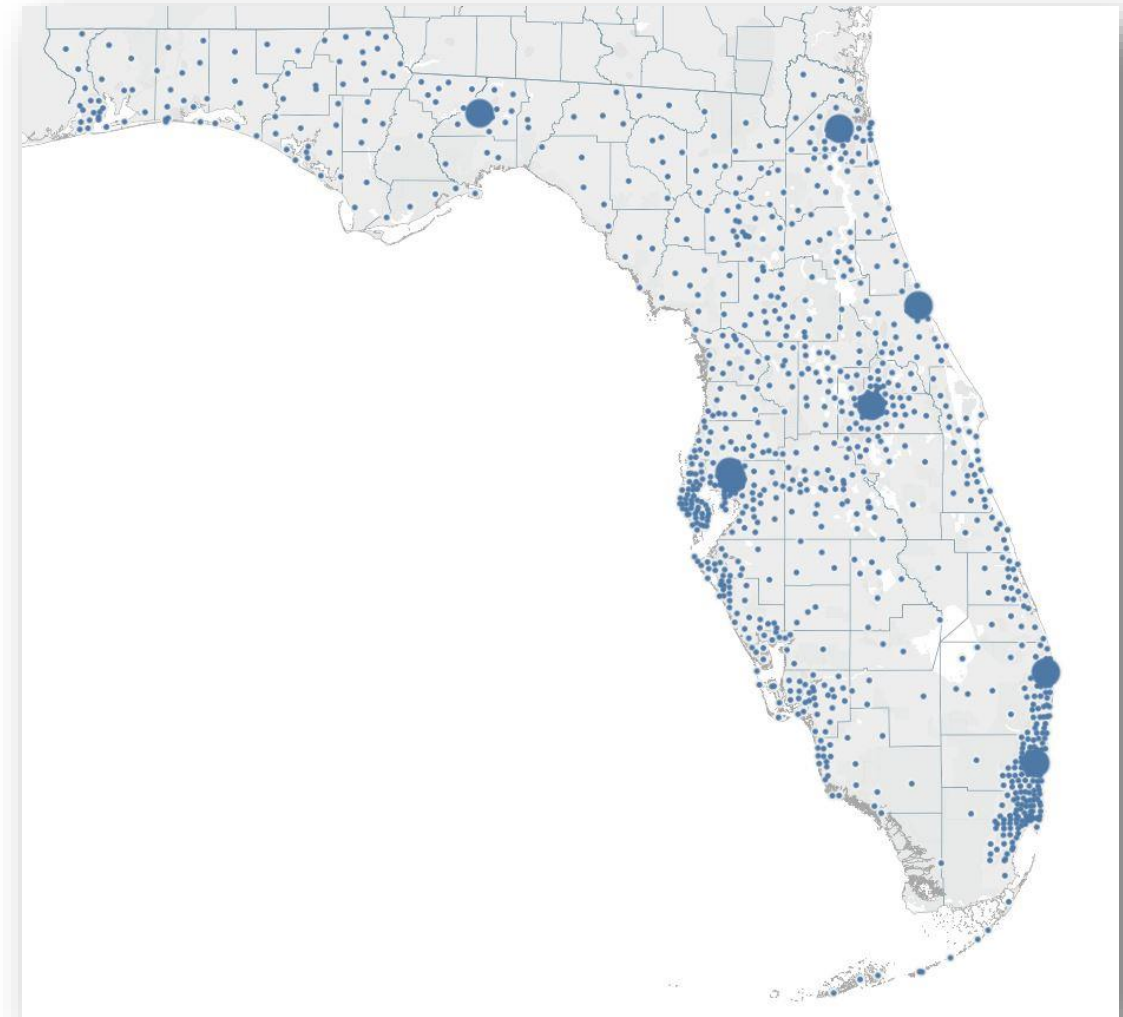
32805- LIFT Orlando/ Florida Blue

33311- Florida Blue

33407- Northend RISE/ Rybovich

33612- Florida Blue

33613- Florida Blue



# Stakeholders

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4Generations Institute

4R Restaurant Group

AdventHealth

A.M.W.A.T.

AFSN-Tutors Academy

Broward College

Bullard Family Foundation

CareerSource Florida

The Children's Forum

The Children's Movement

The Federal Reserve Bank of Atlanta

Feeding Florida

Florida Blue

Florida Safety Council

Florida Sheriff's Association

Greater Ft. Lauderdale Alliance

Greater Gainesville Chamber of Commerce

Greater Naples Chamber of Commerce

Greater Pensacola Chamber of Commerce

Greater Winter Haven Chamber of Commerce

ICI Homes

Humana

Jackson County Chamber of Commerce

The Kearney Center

Lake Nona Regional Chamber

Lakeland Chamber of Commerce

The Learning Pavilion

LIFT Orlando

Maximus

Moore

Northend RISE

OIC of South Florida

PGT Innovations

Prosperity Broward

Publix

Purpose Built Communities

Quantum Foundation

Rybovich

Tallahassee Chamber of Commerce

Tallahassee Community College

Uber

United Way of Florida

United Way of the Big Bend


Volunteer Florida

VCAN 2020/ Forough Hosseini

YMCA



# FLChamber.com/BeTheSolution



## Contact Michael and Join the Prosperity Initiative

Name \*

FirstLast

Email \*

I am interested in contributing to the prosperity initiative, and would like to: \*

Adopt a Zip Code / County

Any additional information you would like to provide or question that we can address?

# Promising Practices

Promising Practices and Resources

flchamber.com/best-practices-and-resources/

## Promising Practices and Resources

By: Florida Chamber Foundation

[LEARN ABOUT THE PROSPERITY INITIATIVE](#)

[SHARE YOUR PROMISING PRACTICE](#)

**Bosses for Babies - The Children's Movement of Florida**

Bosses for Babies is an initiative that brings together business leaders in Florida who are ready to take action in support of early childhood—understanding that this is an investment both in their bottom line and in community-level prosperity. The initiative highlights the many ways Florida businesses are taking action and enables more businesses to get involved. This initiative contributes to The Children's Movement's partnership with the Florida Chamber of Commerce Foundation. It allows businesses to support the goal of 100% K-readiness by 2030 and drives engagement with the Business Alliance for Early Learning, leading to more business-led advocacy for greater investment in early care and education.

[Click here to learn more.](#)

*Location: Statewide*

**Broward Up**

Broward County is one of the areas most affected by COVID-19. It is home to 33311, the zip code with the highest number of children in poverty in the state. These two factors make life even more difficult for those families in or near the poverty line. One of 33311's greatest champions is **Broward College**, and their **Broward Up™** movement providing educational opportunities, workforce training, and support services directly in neighborhoods throughout the county. While many of these resources are offered for free, COVID-19 has made their job harder.

[Click here to learn more.](#)

**4Rivers**

The Florida Department of Agriculture's Summer Food Service Program provides meals to students, but this program does not cover other hungry family members. 4Roots and 4Rivers come alongside meal program sites – over 60 in Orange and Seminole counties – to provide **Family Meals** to students' family members, and others in need.

[Click here to learn more.](#)

**Feeding Florida**

Feeding Florida, formerly Florida Association of Food Banks, is the state's network of food banks working to solve hunger. The statewide network unites 12 member food banks to provide a healthy, adequate, and consistent food supply to every community every day. Feeding Florida member food banks support more than 2,200 local charitable agencies, which provide food directly to individuals and families in need to ensure a hunger-free Florida. Each year, the Feeding Florida network provides food to the 2.8 million Floridians facing hunger, including over 850,00 children.

[Click here to learn more.](#)

*Location: Statewide*

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*Location: Nationwide – Florida Communities include Jacksonville, Broward County and Tampa Bay*

# What's Next?

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## SPECIAL THANKS TO OUR COMMUNITY DEVELOPMENT PARTNERS



Holland & Knight

Publix®

RS&H



VISITFLORIDA®





# Aaron Kinnon

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Director of Investor Relations  
Florida Chamber Foundation

[Akinnon@FLFoudnation.org](mailto:Akinnon@FLFoudnation.org)

# What's Next?

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## Florida Chamber Board of Governor's Call

**Monday, August 24**  
2:00 - 3:30 p.m. EDT

*Special Keynote Speaker:*  
**Governor Ron DeSantis**

*\*\*\* Open to ALL Floridians \*\*\**



# What's Next?

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**FLORIDA  
CHAMBER  
Foundation**

## 2020 Virtual Future of Florida Forum and Annual Meeting

**Relaunch & Reimagine Florida's Future**  
*Stronger Together, Reuniting Business For Good*

This year has been unlike any other in our history and while COVID-19 may have slightly diverted the course, our mission remains focused on securing Florida's future. It is more important than ever.

Join the Florida Chamber Foundation for **9 hours of content over the span of three days!** The Forum will feature engaging presentations, unique networking opportunities, and insight from the leading voices in Florida and across the nation.

**Tuesday, Oct. 20 - Thursday, Oct. 22**  
**1:00 - 4:00 p.m.**



# “Ending Inequality in Florida” Webinar Series Speakers



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