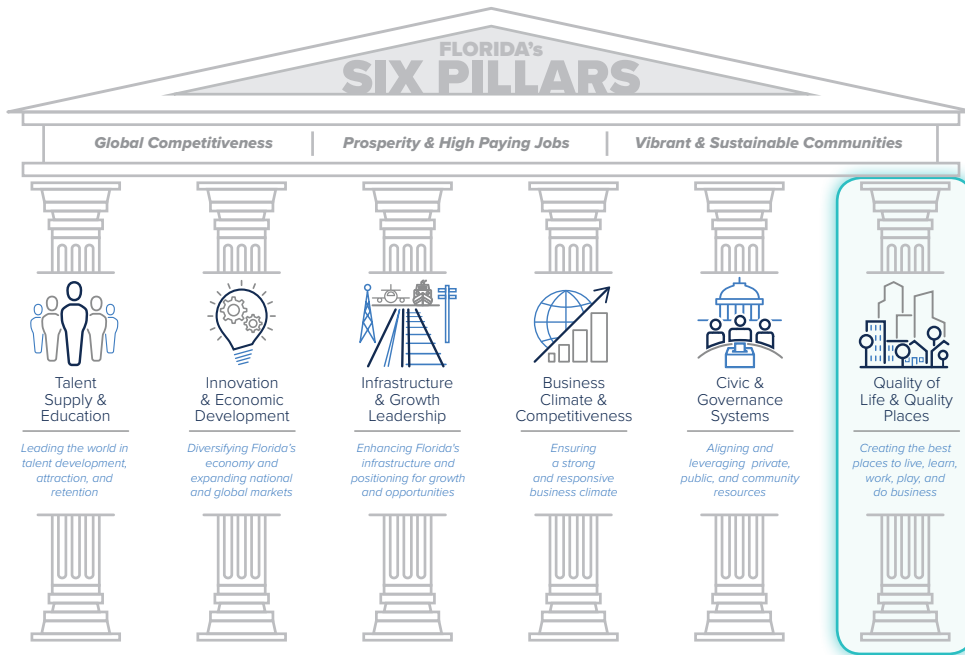


QUALITY OF LIFE & QUALITY OF PLACES



Florida 2030 is creating Florida's next strategic plan—a blueprint for how we can remain globally competitive, create prosperity and high-wage jobs, and foster vibrant and sustainable communities.

This blueprint is organized around the Six Pillars of Florida's Future Economy. This document discusses opportunities, challenges, and potential goals and strategies related to the sixth pillar, Quality of Life and Quality of Places.

Florida's quality of life is one of our greatest assets in the global competition to attract and retain talent. We must continually refresh and sustain our great places and spaces to provide quality choices for a diverse population—and we must design our communities to enable a path to prosperity for every zip code in the state.

FLORIDA 2030

FLORIDA CHAMBER FOUNDATION

What is changing?

Growing population: Florida will add 5 million new residents by 2030, with strongest gains occurring in the next few years. This means more demand for housing, health care, recreation, and other amenities (*Florida Chamber Foundation projection, 2018*).

Diverse population: Florida's population will remain one of the most diverse in the nation, with growth among elders, millennials, youth, and multiple racial, ethnic, and sociocultural groups. This means demand for a range of quality choices and services to meet the needs of diverse groups in both urban and rural areas, leveraging natural and man-made amenities. This also means greater emphasis on creating an open and inclusive society.

Innovation and disruption: New technologies and business models are transforming expectations and experiences, as well as revolutionizing industries and offices, creating new ways to live, work, and meet market and personal needs.

Risk and resiliency: Florida's geography and economy place the state in the path of a growing range of risks—from extreme weather and coastal risks to infectious diseases and invasive species. Communities must adapt to be safe, resilient, and sustainable over time.

More choices for jobs, capital, and talent across the globe: As our economy becomes more global and our population becomes more mobile, people can live in one place and work in another. Increasingly, talent makes choices based on place and amenities, so we need to leverage our quality places including arts, culture, heritage, sense of place, and inclusiveness. We also need to build upon Florida's truly unique strengths— from commercial space to medical services to environmental stewardship—that support a high quality of life and create global economic opportunities at the same time.

Learn more, get involved, and help write Florida's future by visiting

www.Florida2030.org

WHERE ARE WE TODAY?

Health & Wellness

Florida ranks

12th in the nation for **overall wellbeing**

including ranking

1st for **social wellbeing** & **4th** for **purpose**

(Gallup-ShareCare Wellbeing Index, 2017)

19.5% of Floridians report they are in **“fair” or “poor” health**

(Kaiser Family Foundation, 2016)

More than

6 million

Floridians (**29% of the state’s population**) live in areas with a **shortage of primary care health professionals**

(U.S. Department of Health and Human Services, June 2018)

8.6% of Florida infants are born with **low birthweight, above the national average**

(Centers for Disease Control, 2017)

Economic Prosperity

Florida gains

\$879,000 of **income per hour**

from **migration into the state**

(How Money Walks, 2016)

13.1 million

Floridians have at least **one chronic disease**

(Florida Department of Health, 2015)

110,000 **new cancer cases** are **diagnosed**

each year in Florida,

2nd most in the **nation**

(Florida Department of Health, 2013)

Public Safety & Security

42.8% decrease

in total number of reported **violent or property crimes** between

1997 & 2017

(Florida Department of Law Enforcement)

Florida’s coastal community experienced

43 **disaster events** with impacts of **\$1 billion** or more between **1980 & 2016**

(Federal Emergency Management Agency)

The share of Florida’s population living **below the poverty line** decreased from

17.2% in **2012** to **14.8%** in **2016**

(U.S. Census Bureau, 2016)

Florida “Brand”/Sense of Place

87% of Florida 2030 **town hall participants** are **optimistic** about Florida’s **future**

(Florida Chamber Foundation, 2018)

116.5 million **visitors** to Florida in 2017 **spending approximately \$111.7 billion**

(Visit Florida)

More than

1,000 people **move to Florida** everyday

(U.S. Census Bureau, 2017)

Florida’s arts and cultural industries support

245,650 jobs

and **contribute**

\$33.4 billion

in **value-added** to Florida’s economy

(U.S. Bureau of Economic Analysis, 2015)

76,211 Florida **K-12 students** were identified as **“housing insecure,”** **sharing housing** with extended family or friends, or **living in motels, homeless shelters,** or in other unstable situations

(Florida Department of Education, 2016-7 school year)

WHERE DO WE WANT TO BE?

Vision: Create and sustain quality places for people to live, learn, work, play, and grow a business

Goals	Where Are We Now?	Where Do We Want to Be in 2030?
Health and Wellness for All Residents	Florida ranks 12th among the states for overall well being (<i>Gallup-Share Care Wellbeing Index, 2017</i>).	Top 5
Sense of Safety & Security	Florida's reported violent crime rate ranks 32nd worst in the nation (<i>Federal Bureau of Investigation, 2016</i>). Some Florida cities and counties have a resiliency plan to to prepare for and respond to short- and long-term risks.	Top 10 All 67 counties and 411 cities have resiliency plans
Path to Prosperity for All Zip Codes	21.3% of Florida's children and teenagers live in poverty (<i>U.S. Census Bureau, 2016</i>). In 286 Florida zip codes , at least 20% of households live in poverty (<i>U.S. Census Bureau, 2016</i>). Nearly 1.3 million Florida households are housing-cost burdened , more than any state except California (<i>U.S. Census Bureau, 2016</i>).	< 10% < 100 zip codes National median or better
Florida Brand and Culture	Florida ranks 2nd among U.S. destinations for market share of overseas visitors (<i>International Trade Administration, 2015</i>).	1st

HOW DO WE GET THERE?

Example strategies that could be applied in your region

Goal	Strategies
Health and Wellness for All Residents	<ul style="list-style-type: none">• Provide convenient, accessible, and affordable healthcare and wellness options for all residents, with continuing focus on cost shifts and quality outcomes and care.• Create targeted strategies to address areas with shortages for health professionals, including expanding medical education and provider practices and implementing innovations such as telemedicine and robotics.• Demonstrate meaningful improvements in maternal and child health.• Help more Floridians achieve healthy weight by improving access to fresh food, nutrition habits, education, and access to and participation in physical activities.• Develop targeted strategies for improving mental health, reducing substance abuse with emphasis on opioid use disorders, and preventing suicide.• Increase cross-sector collaboration for the prevention, early detection, treatment, and management of chronic diseases and conditions.
Sense of Safety and Security	<ul style="list-style-type: none">• Continue and enhance actions proven to help reduce the crime and recidivism rates.• Expand data-driven approaches to identifying and responding to potential safety and security risks.• Strengthen cross-sector collaboration to detect, mitigate, prepare for, and respond to emergencies and security risks.
Path to Economic Prosperity for all Zip Codes	<ul style="list-style-type: none">• Strengthen cross-sector collaboration to ensure efficient supply of attainable housing for varying demographic needs, including essential workers, and to reduce homelessness.• Enhance coordination of land use, transportation, and economic development decisions to improve access to jobs and to reduce the combined cost of transportation and housing.• Continue cross-sector partnerships committed to breaking the cycle of generational poverty.• Improve access to education, health care, transportation, and other services for traditionally underserved residents.
Florida Brand and Culture	<ul style="list-style-type: none">• Strengthen Florida's brand as a place to start a career, raise a family, and grow a business, in addition to being a place to visit and retire.• Continue to support growth in Florida's visitor industry, including maintaining the integrity of diverse visitor experiences statewide.• Continue to protect and strengthen Florida's position as a place to prosper at any age, as well as to retire and age in place.• Protect and enhance the economic value of Florida's natural, arts, cultural, and historic resources as world-class differentiators.

HOW DO WE GET THERE?

Example strategies that could be applied in your region

Connections to other Pillars

Pillar	Opportunity
Talent Supply & Education	<ul style="list-style-type: none">• Promote quality places that attract and retain talented workers.
Innovation & Economic Development	<ul style="list-style-type: none">• Apply innovation and technology to help provide and enhance housing, transportation, energy, water resources, health care, food security, and other services and needs important or essential to a growing and diverse population.
Infrastructure & Growth Leadership	<ul style="list-style-type: none">• Strengthen regional and community visioning and coordination of economic development, land use, environmental stewardship, and community planning, readiness, and resiliency decisions.
Business Climate & Competitiveness	<ul style="list-style-type: none">• Ensure accessible and affordable healthcare by focusing on wellness; quality care and outcomes; controlling cost shifts; addressing provider shortages; supporting innovations in health and wellness practices; and reducing fraud, waste, and abuse.
Civic & Governance Systems	<ul style="list-style-type: none">• Strengthen partnerships between the private, public, and civic sectors.
