



@CFLPartnership
#CFLPForum

CENTRAL FLORIDA REGIONAL LEADERSHIP FORUM



Working Together to Advance
a Regional Water Strategy

**Friday, November 21, 2014 • 8:00 - 11:30 a.m.
Hyatt Regency Orlando International Airport**

Welcome, Introductions & Acknowledgements

Jacob V. Stuart
President

Central Florida Partnership



Central Florida Regional Leadership Forum
Working Together to Advance a Regional Water Strategy



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Community Partners



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Special Comments

Aaron J. Gorovitz

Chair, Central Florida Partnership
Shareholder, Lowndes, Drosdick, Doster,
Kantor & Reed, P.A.



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Understanding Our Regional Values

Mark Brewer

Chair, myregion.org

Board Member, Central Florida Partnership

President & CEO, Central Florida Foundation



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Understanding the Values and Priorities of Central Floridians: *A Deeper Look at Water Issues*

Prepared for:

The Central Florida Partnership







October 20, 2014



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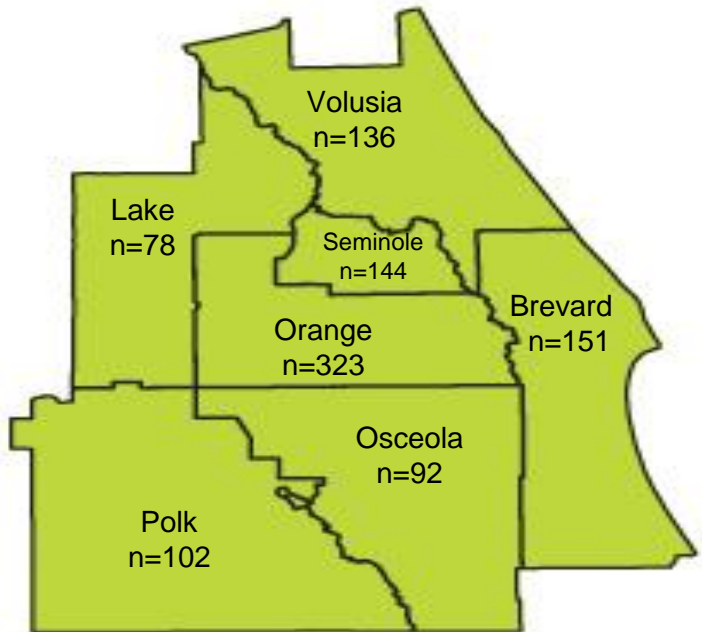
Background—Quantitative Phase

Research Design and Methodology

 Who?	Central Florida Residents
 Sample Size	n=1,026
 Field Dates	January 27 th – February 4 th , 2014
 Interview Method	Online Survey
 Length	28 minutes
 Respondent Criteria	General Public, 18+ Resident of central Florida

Note:

Data in this report have been weighted to reflect age distribution from the census





> EXECUTIVE SUMMARY AND IMPERATIVES

Implications

- To elevate water as a regional priority and generate public support for change or action, the following will be key:
 1. Elevate awareness of the current threats to the availability of quality water resources to the future of the region.
 2. Validate the hypothesis that *Economic Development and Community Growth* is the dominant values orientation for water in the region.
 3. If validated, communicate the connection of water to the ability of the region to grow and provide jobs/opportunities and affordable living for the people who live here.
 - + *Abundant, available water is the juice needed to support our growing communities and the jobs and low cost of living we need in order to live and enjoy life here in Central Florida*
 4. Secondly, validate the hypothesis that *Environment and Healthy Living* is also a key values orientation for water to residents in the region.
 - + *Clean water sustains the environment, natural lands, waterways and beautiful recreational areas that contribute to the healthy lifestyle and quality of life residents enjoy.*



While mentioned in some isolated instances, water issues aren't generally top of mind as positive or negative elements for the region.

Stakeholders



What do you personally **enjoy most** about living and working in the Central Florida region and your community?

5 mentions out of 408

Clean water

Access to water – coast

Fresh water lakes

Weather, friends, proximity to water

Weather, outdoor activities, college football, water front, restaurants, education, economy, air quality

Thinking about this region and the community where you live, what do you enjoy **LEAST**?

11 mentions out of 685

Degrading water quality

Lack of understanding of our water issues

Increasing water pollution

Concerns of water issues

Environmental concerns –water

Water quality, drinking water and aquifer

Water in jeopardy

Water issues are beginning to get concerning

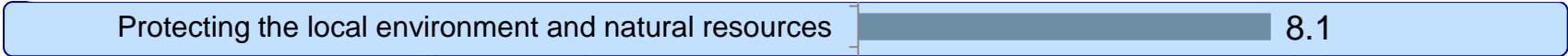
Lakes going dry



What are the MOST important **REGIONAL** priorities?

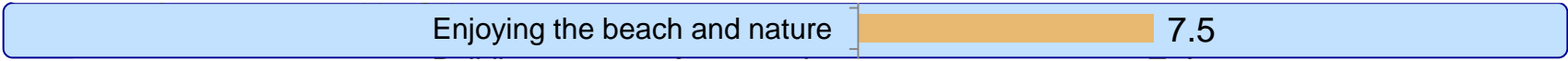
Mean Score

Importance of Priorities on a REGIONAL Basis



Groups placing higher priority on environment and natural resources:

- Osceola 8.7
- Influentials 8.8
- Liberals 8.4
- Women 8.4



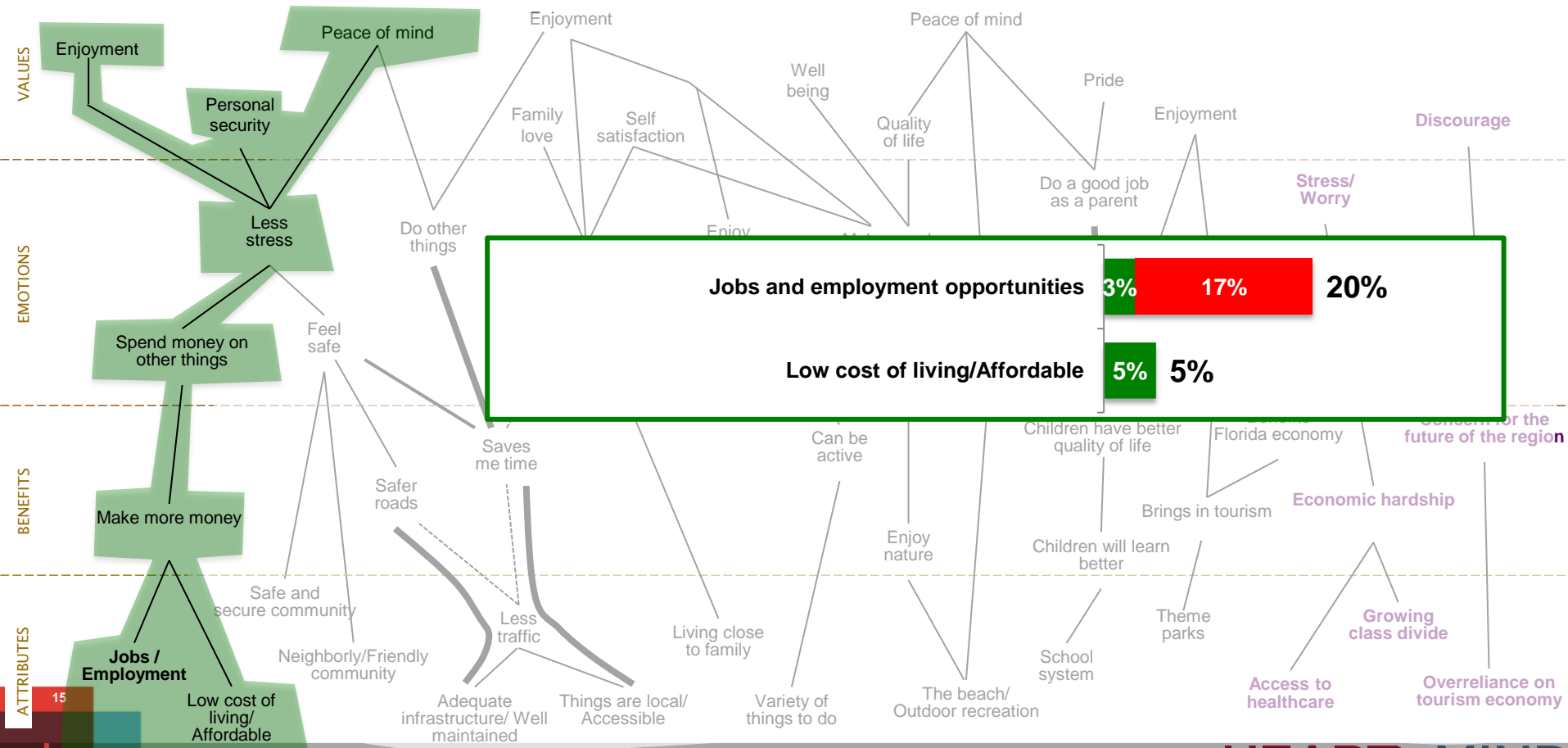
Groups placing higher priority on enjoying beach and nature:

- Brevard 8.0
- Volusia 8.3
- Influentials 8.2
- Women 7.9

BASE: ALL QUALIFIED RESPONDENTS

Q315. Please rate each of the following issues where 1 means "not at all important to the future of the region" and 10 means "Extremely important to the future of the region."

Central Florida Pathways –Jobs/Opportunity/Affordability (25%)



Note:
New items in purple

Jobs/Opportunity/Affordability

25%

Residents

There are good job opportunities and we can earn good money and afford a very nice lifestyle. It allows us to eat out more, go to more entertainment, and worry less about the financial impacts of leisure expenses. This gives me a sense of security.

Peace of Mind
Enjoyment
Personal Security

Less stress/
worry / better life

More money/
Money goes further

Jobs/Employment
Low cost of living

Central
Florida



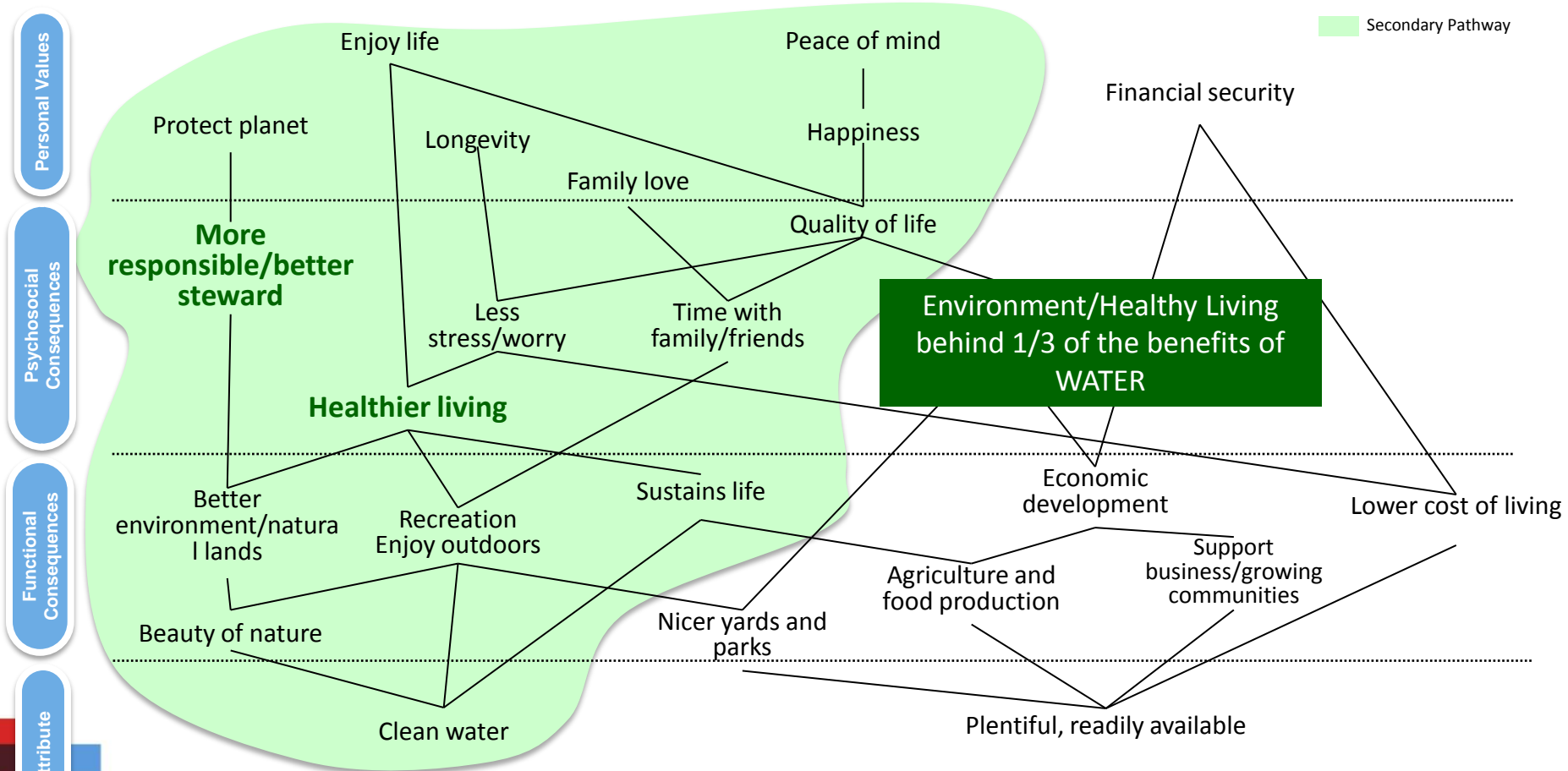
> Values and Personal Benefits of Water

Values and Personal Benefits of Water

- Recent Values research in another region provides a first time ever look at the values and personal benefits of water.
- Experience has shown strong consistency in the constructs and architecture of maps between regions across the country
 - + So, while this is suggestive of the constructs and architecture of the values and priorities for water...
 - + This map may be missing elements important to Central Florida
 - + Even if these are the right constructs and architecture, we do not know the relative weight of these priorities for Central Florida

Water Values: Environment/Healthy Living

Secondary Pathway



Personal Values

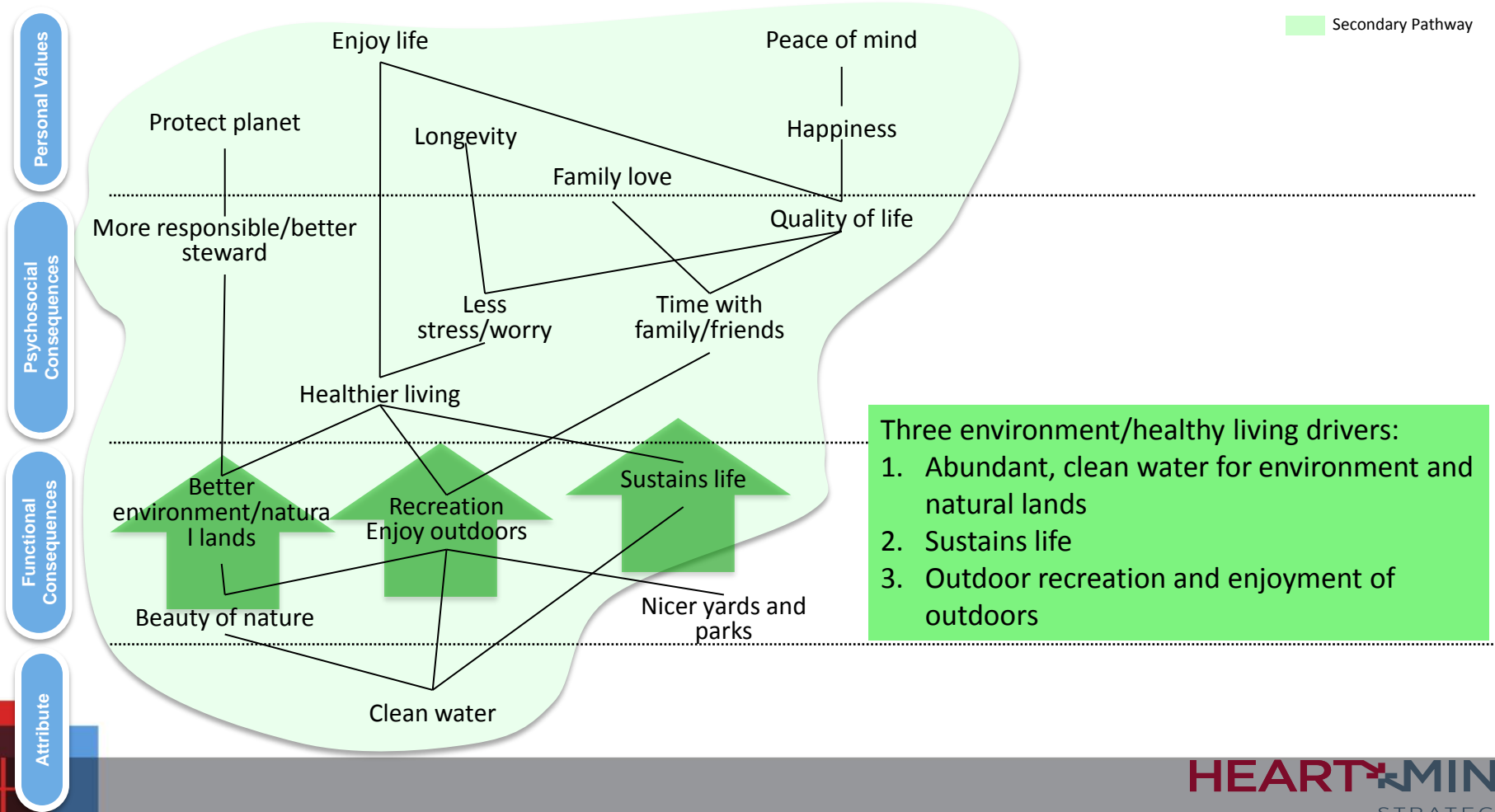
Psychosocial Consequences

Functional Consequences

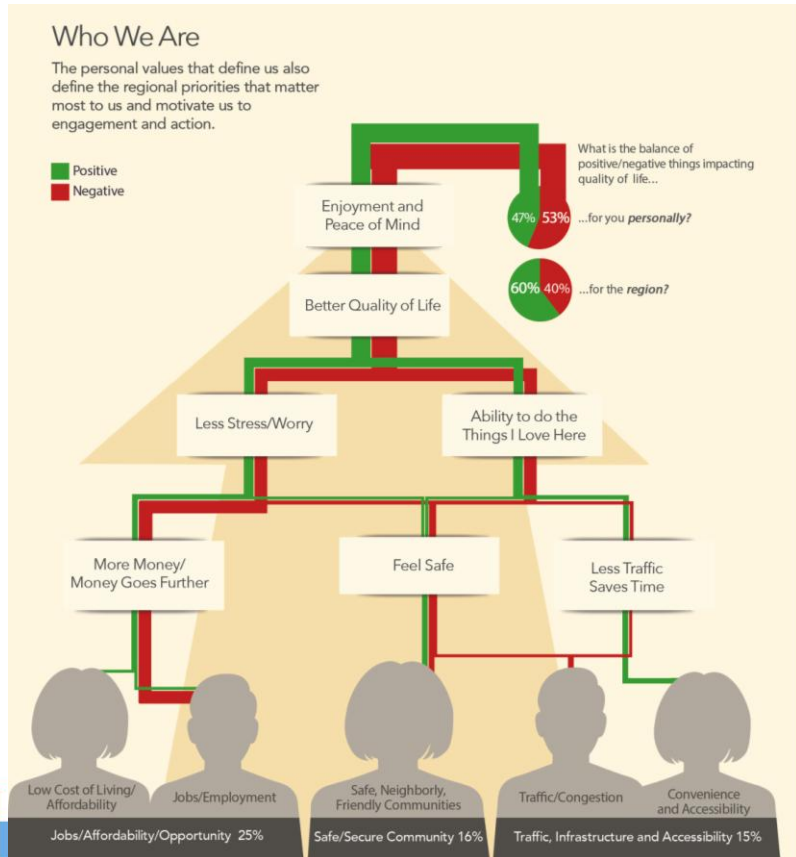
Attribute

Water Values: Environment/Healthy Living

Secondary Pathway



Connecting Water Issues to the Values of Central Florida



Until something is personally relevant, people will not care. Increasing personal relevance boosts the number of people who care about an issue, ultimately increasing interest in doing something about it.

Water issues are currently NOT personally relevant to most residents. Jobs/Affordability/Opportunity is by far the dominant regional priority most impacting quality of life and personal values.

The potential formula to elevate water as a regional priority may come in the following way:

1. Elevate awareness of the current threats to the availability of quality water resources to the future of the region.
2. Communicate the connection of water to the ability of the region to grow and provide jobs/opportunities and affordable living for the people who live here.
3. Secondarily connect water issues more explicitly to broader environmental concerns as well as an important recreational attraction.



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A Statewide Perspective – Securing Florida's Future

Mark Wilson

President & CEO

Florida Chamber of Commerce



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Securing Florida's Future



**FLORIDA
CHAMBER**
of Commerce
Securing Florida's Future

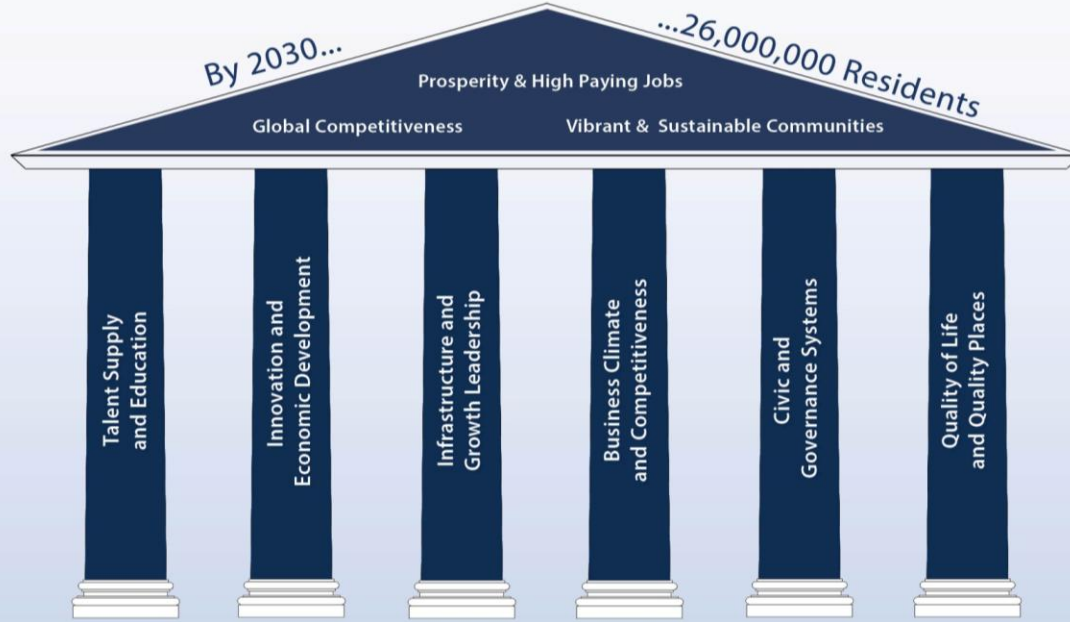
Florida is Changing...

- 19.5m residents, 4th to 3rd (passing NY)
- +6 million by 2030, 738 new per day
- Global competition...19th (\$800 B)
- Unemployment rate: 6.1%, +651,300 since 2010
- Cost of living...5th to
- “Securing Florida’s Future”



That was then...This is now





SIX PILLARS

SECURING FLORIDA'S FUTURE, TOGETHER

Florida Chamber Water Efforts - 2014

Rep. Matt Caldwell:
Outlined the importance of the water issues



Danny Martel, President of the Economic Council of Palm Beach County moderated a joint discussion on water with the boards of the Florida Chamber and Florida Chamber Foundation

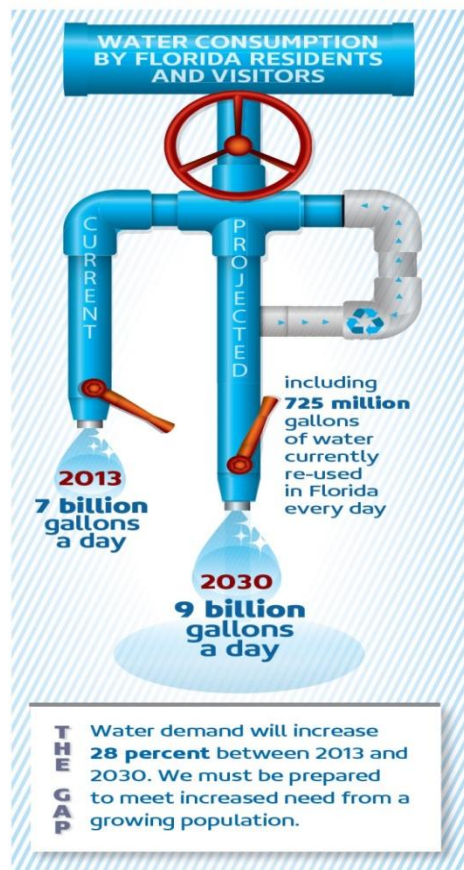
California Case Study

The Florida Chamber learns what not to do during California trip in July 2014



California State Capitol, July 2014

Sustainable Resources Needed for Future Demand



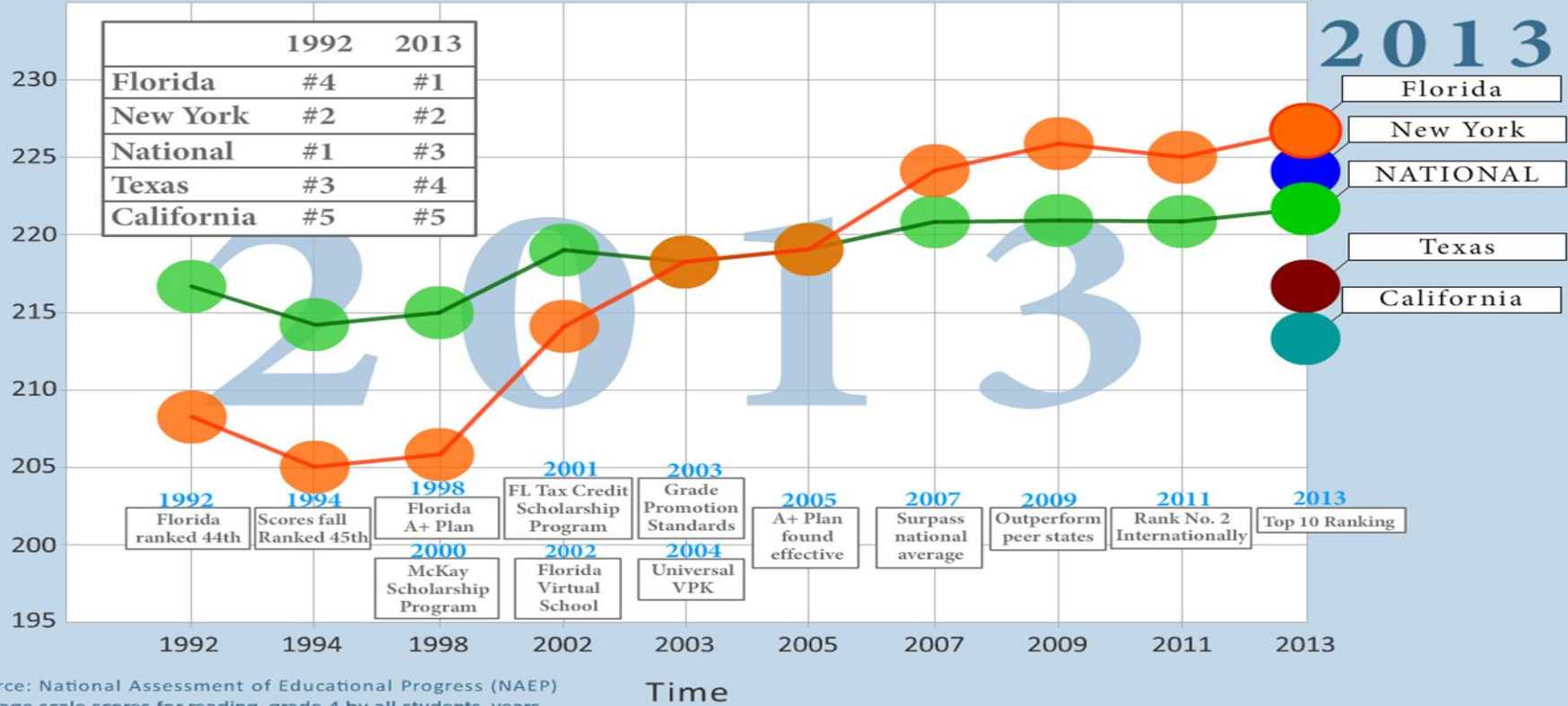
Sources: Florida Department of Environmental Protection; Florida Chamber Foundation.

Battlefields:

- Federal
- State
- Regional
- Municipal

Gains in 4th Grade Reading Scores (1992-2013)

Average 4th Grade Reading Scores



Source: National Assessment of Educational Progress (NAEP)
Average scale scores for reading, grade 4 by all students, years
and jurisdictions

Florida Water Stats

- 2013 Florida Consumption- 7b gallons/day
- 2030 Florida Consumption- 9b gallons/day
 - Water demand will increase by 28% by 2030.
- Florida receives an average of 54 inches of rainfall per year (NOAA)
 - Rainfall averages 30 inches per year for the nation as a whole (NOAA)
- \$32.4B in new drinking and wastewater infrastructure needed by 2020 (ASCE, 2013)
- \$750M over the next 10 years for capital improvements and maintenance for flood control (ASCE, 2012)

Florida Water Facts

There is no problem...

- “We get so much rain”
 - Florida receives an average of 54 inches of rainfall per year (NOAA)
 - 30 inches/year in other states (NOAA)
- “Total usage is down”
 - Florida freshwater use down 22% from '00-'10 (USGS)

There is a problem...

- “Population is growing”
 - 738 new residents daily
- “Industry is growing”
 - As industry expands, water usage will increase
 - Tourism: Nearly 100m visitors in on horizon
- “Mother Nature”
 - Potential for droughts
 - Climate change?

Florida's Major Water Hot-Spots

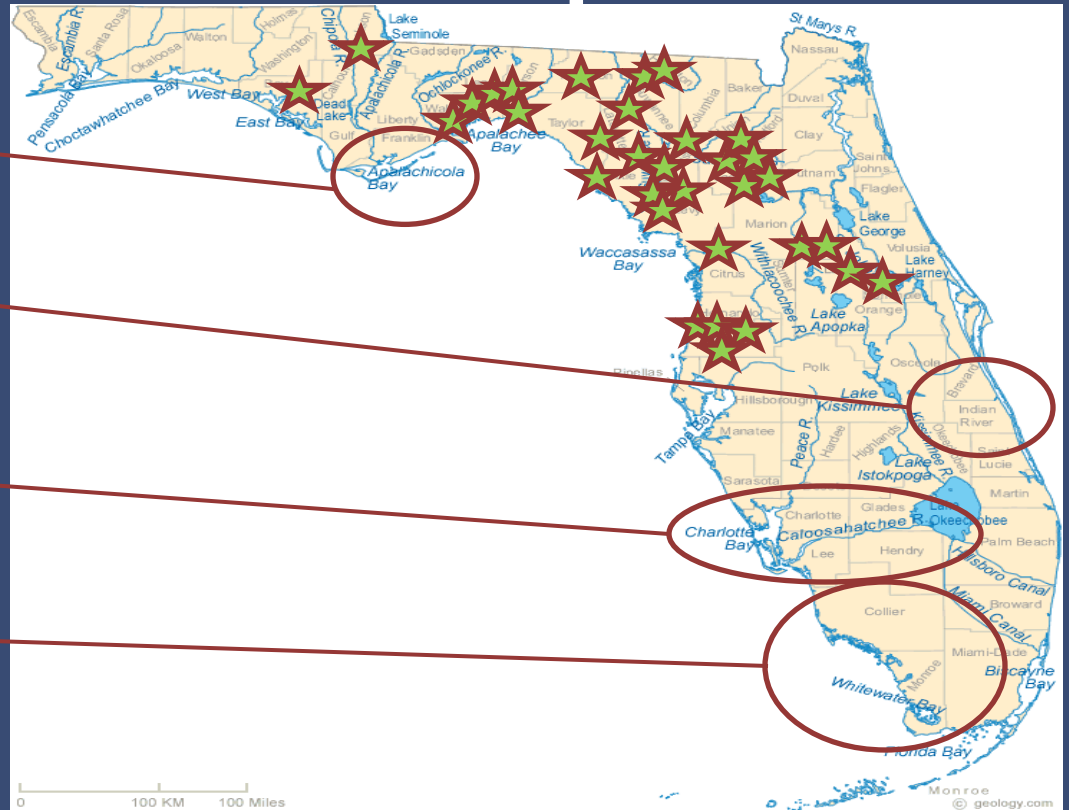
Apalachicola Bay

Indian River Lagoon

Caloosahatchee River

The Everglades

1st Magnitude Springs (33) 



U.S. Supreme Court Involved

Naples Daily News

SCOTUS WILL HEAR FLORIDA v. GEORGIA WATER WAR CASE

Winter deep freeze
Big chill to bring havoc our way, too

■ Growers and shelters prepare for temps in 30s

By Kristine Gill
kgill@naplesnews.com; 239-403-6374

Vegetable growers in Southwest Florida prepared for harsh cold and wind Monday as forecasters predicted temperatures would dive into the mid-30s overnight. Meanwhile, shelters in Lee and Collier counties opened their doors for the homeless in need of a warm place to stay. Airport officials continued to encourage travelers to check with their carriers before arriving for a flight.

The National Weather Service in Tampa had yet to issue freeze warnings for the area Monday but said the possibility for a 20-degree wind chill was a threat to less-hardy crops.

For a freeze warning to be issued, temperatures must be at 32 degrees or lower for at least two hours, meteorologist Paul Clave said. In Miami, freeze warnings are issued when the temperature hits 32.

"We're not looking for any frost, but there will be a lot of cold air," Clave said.

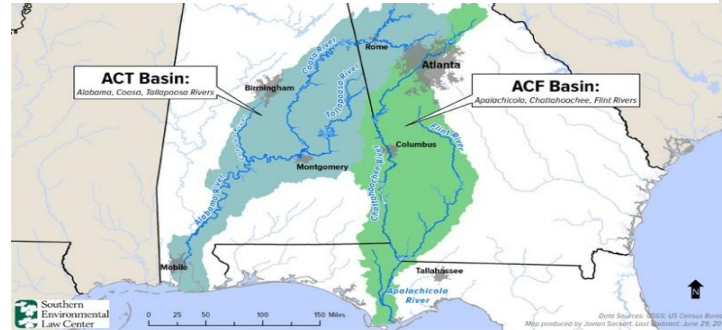
In LaBelle, crop growers at

See COLD, 6A

Inside today

STATE | FLORIDA SUPREME COURT
Scott sued to name a lieutenant governor

TALLAHASSEE — A lobbyist and political activist Monday asked the Florida Supreme Court to force Gov. Rick Scott to appoint a lieutenant governor to replace



Florida State quarterback Jameis Winston, above, didn't play like the Heisman Trophy winner for most of the BCS Championship game.

But he added to his lore and his nickname "Famous Jameis" — and he gave himself a perfect birthday present.

Winston rallied the Seminoles in the final two minutes. The redshirt freshman led the No. 1 Noles on an 80-yard scoring drive, lifting them over No. 2 Auburn, 34-31, at the Rose Bowl in Pasadena, Calif. Winston, who struggled at times, went 6-for-7 and 77 yards on the game-winning drive, including a 2-yard TD pass to

Kelvin Benjamin with 13 seconds remaining in the game. The Seminoles trailed 21-10 at halftime — for the first time all season. But FSU got a spark in the fourth quarter when freshman Levonte Whitfield ran back a kickoff 100 yards for a touchdown to give them their first lead since the first quarter.

Then Florida State left it up to Winston, who was a pedestrian 20-for-35 passing for 237 yards, to win its third national championship.

Winston turned 20 on Monday.

Stories in Sports

Robert Rauschenberg lawsuit | \$600 million estate

Late artist's trustees seeking \$60 million in fees

■ At issue: Is the sum 'reasonable' under Florida law?



Amendment 1 Passage

- Why we opposed?
 - Decade-long position on constitutional amendments
 - Ties the hands of the Florida Legislature in the event of a future downturn in the economy
 - Encourages other special interests to try to get their funding placed in the Constitution
 - Is not a responsible or effective way of protecting Florida's environmental resources

Voters have spoken

Support: 75% (4.23m)

Oppose: 25% (1.41m)

What does it mean?

\$10-\$19B over 20 years spent on conservation efforts.

Over \$600m in year one

We need to lead the implementation to ensure it's done right

Florida Leaders Vow to Focus on Water

“I believe water is the biggest long-term issue facing Florida. If we don’t have a sustainable, high-quality, affordable source of water to support environmental and economic development initiatives, then Florida as we know it ceases to exist.



“Water is the closest thing we have to a common identity in a state that’s made up of people who come here from all over the world.



“Water is inseparable from the three pillars of our state’s economy.”

– Adam Putnam, Agriculture Commissioner
Florida Chamber’s 2014 Capitol Days

Florida Leaders Vow to Focus on Water



“...it's important that we come together to develop a better strategy to address water management...”

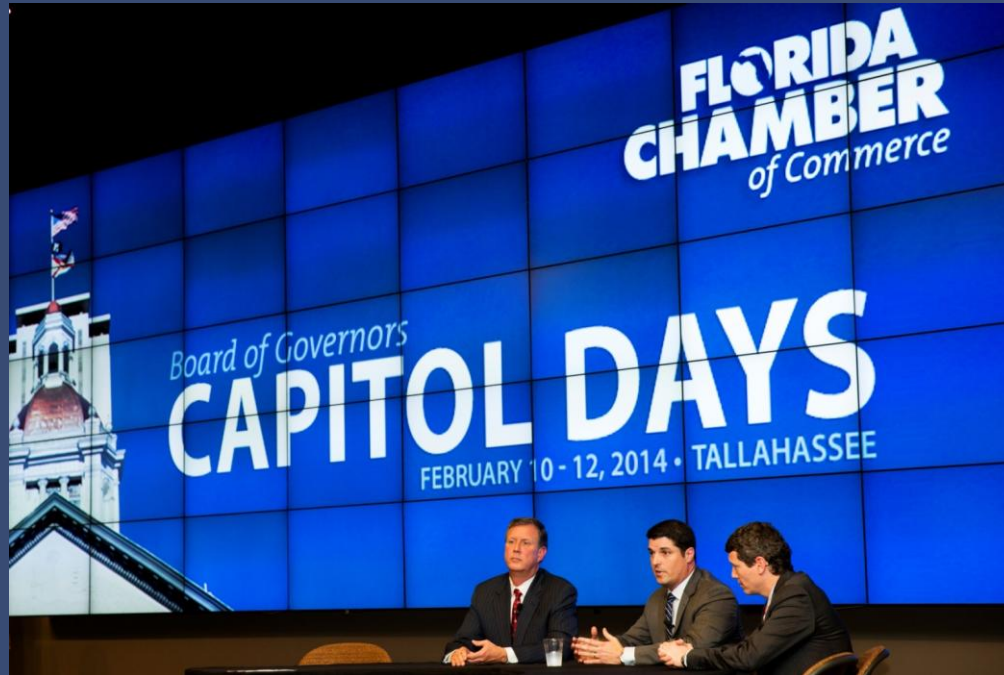
Senate President Andy Gardiner



“To continue to fill the needs of the future of Florida, it's going to take water. It's a precious natural resource that we need to be focused on...”

House Speaker Steve Crisafulli

Water Discussion @ Capitol Days



A panel discussion features the state's leaders on the water policy issue at our 2014 Capitol Days event

dhart@flchamber.com



Executive Vice President David Hart leads
the water policy conversation

2014 Legislative Session Springs Efforts



Sen. Montford



Sen. Hays



Sen. Dean



Sen Simmons



Sen. Simpson

“Gang of 5”

Solutions must be based on science



Must be properly funded



2014 discussions set the stage for 2015



mwilson@flchamber.com



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An Introduction to the Central Florida Water Initiative

Michael D. Minton

Member, Central Florida Water Initiative

Board Member, Central Florida Partnership

Board Member, Florida Chamber of Commerce

Vice President, Dean Mead



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Leading the Way in Regional Collaboration, Regional Cooperation & Regional Partnerships

Moderator

Steve Seibert

Former Secretary

Florida Department of Community Affairs

Former Executive Director

Century Commission for a Sustainable Florida

Founding Partner, triSect



Central Florida Regional Leadership Forum

Working Together to Advance a Regional Water Strategy

Leading the Way in Regional Collaboration, Regional Cooperation & Regional Partnerships

Robert Beltran

Executive Director

Southwest Florida Water
Management District

Blake Guillory

Executive Director

South Florida Water
Management District

Hans Tanzler

Executive Director

St. Johns River Water
Management District



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Central Florida Regional Leadership Forum

Central Florida Water Initiative

Robert Beltran, P.E.

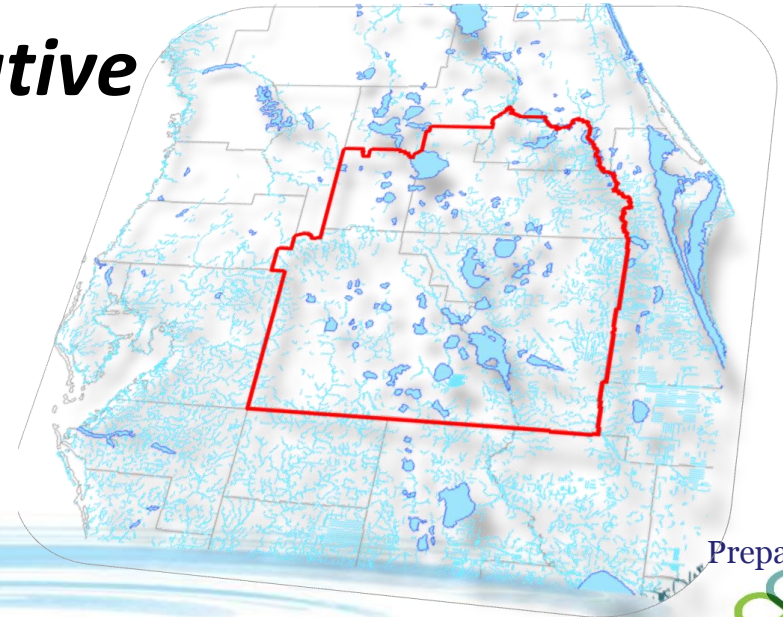
Executive Director,
Southwest Florida Water Management District

Blake C. Guillory, P.E.

Executive Director,
South Florida Water Management District

Hans G. Tanzler III

Executive Director,
St. John River Water Management District

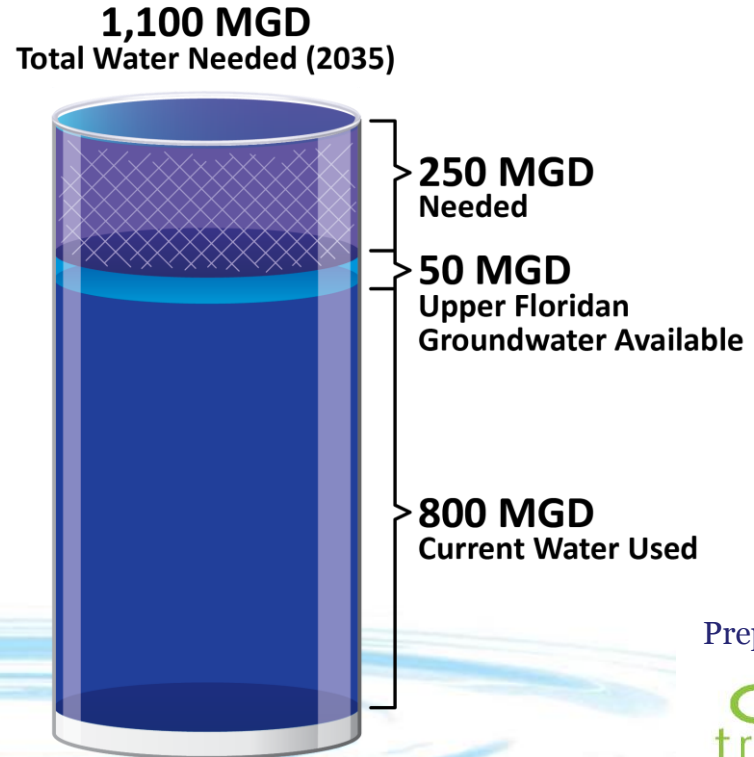


Prepared by



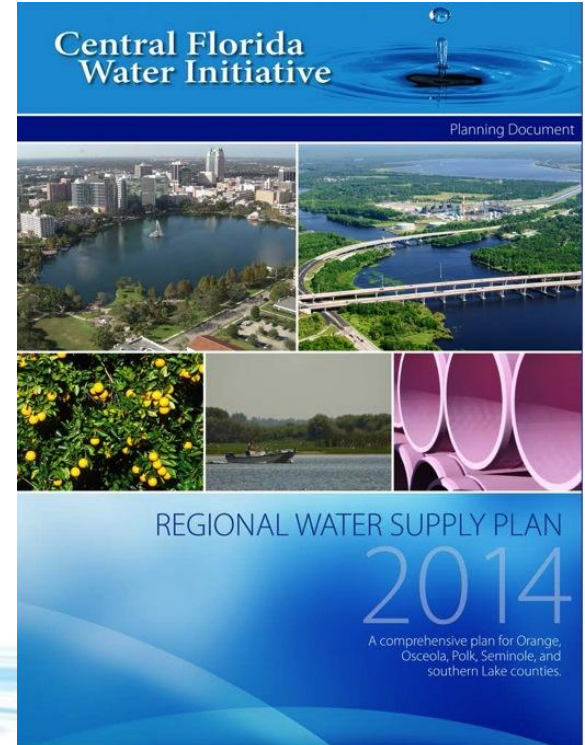
The Region's Challenge

- With population growth in central Florida, the pressures on water supply will only increase



One Plan for CFWI Region

- Developing first-ever Regional Water Supply Plan
- Collaborative effort between Districts, FDEP, FDACS, utilities and other stakeholders
- Technical teams provided strong scientific foundation for development of Plan

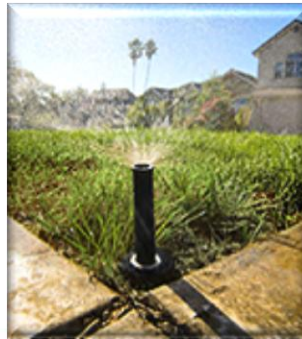


Regulatory Team

- **Goal:**
 - Equitable and predictable review of consumption use permit applications among Districts
- **Consistent regulations**
 - Develop options
 - Identify legislative changes needed
- **Implement solution strategies**
- **Assist resource recovery strategies**

Conservation

- Public supply
- Domestic self supply
- Agriculture
- Commercial and industrial
- Power generation



Solutions Team

- **Develop strategies to meet future water demands by:**
 - Conservation
 - Optimize groundwater
 - Develop viable alternatives
 - Coordinate projects to maximize efficiencies
 - Encourage planning and partnerships

Central Florida Water Initiative

DRAFT Project Summary

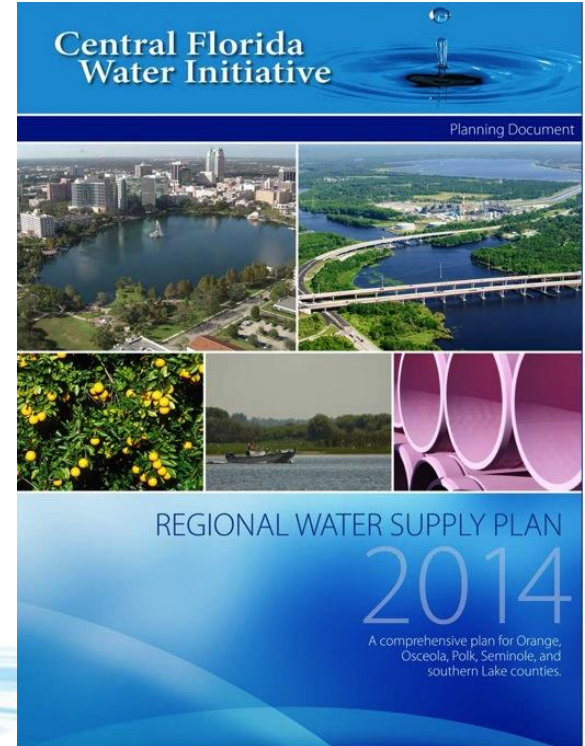
Sub-Team	# of Projects	Total Potential MGD for all Projects	Total Capital Cost (Mil)
Conservation			
• Public Supply & Other (DSS, CII, Rec, PG) BMPs	10	33	\$122
• Agriculture BMPs	7	6	TBD
Groundwater	4	78	\$827
Reclaimed Water	6	30	\$196
Stormwater	4	14	\$58
Surface Water	5	266	\$2,514
Environmental Evaluation	N/A	N/A	N/A
Total	36	427	\$3,717

Feedback from Public Workshops

- Need for more consistent, ongoing education both on general water and environmental issues and impacts (elected officials, staff, and citizens)
- More frequent participation in the solutions planning process
- More specific information about projects and funding sources

One Plan for CFWI Region

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Business & Government Working Together

Moderator

Diana Bolivar

President

Hispanic Chamber of
Commerce of Metro Orlando



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Business & Government Working Together

William Capote

*Member, Central Florida
Congress of Regional Leaders
Mayor, City of Palm Bay*

Adam Jones

*Vice President
of Quality Assurance
Massey Services, Inc.*

George Lindsey, III

*Member, Central Florida
Congress of Regional Leaders
Commissioner – District 1
Polk County Commission*

Erik Jacobsen

*General Manager
Deseret Ranches of Florida*

Adrian Jones

*Board Member
Central Florida Partnership
General Manager
LEGOLAND Florida*

Rasesh Thakkar

*Board Member
Central Florida Partnership
Senior Managing Director
Tavistock Group*



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Community Voices— A Community Conversation

Moderator

Mark Brewer

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Concluding Remarks

Jacob V. Stuart

President

Central Florida Partnership



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SAVE THE DATE

Next Central Florida Regional Leadership Forum Scheduled – Mark Your Calendar

Advancing an Innovation Economy and Expanding Sources of Capital

**Thursday, March 19, 2015 - 8:00 to 11:30 a.m.
Hyatt Regency Orlando International Airport**



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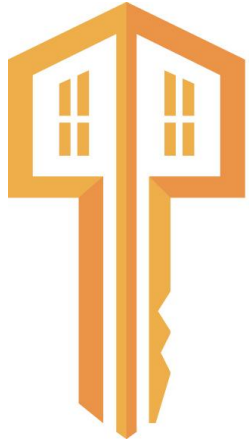
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