

# NEFRC

## Highlights

Monthly Report of the Northeast Florida Regional Council

April 2014

### NEFRC ignites interest in Regional Resiliency (R2) through Social Media at the One Spark Festival - Twitter @NEFRC

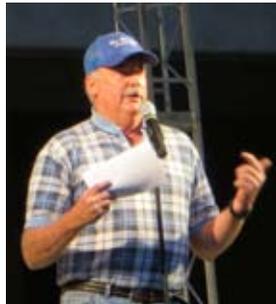
The Council participated in the 2014 One Spark Festival created to tap into innovation, revitalize downtown Jacksonville and increase public awareness of community issues. The Council and RCI, Inc. promoted two concepts in the science category: "Gotta Eat, Gotta Grow" and "Dipping our Toes in Rising Waters". The entries promote regional resiliency in the areas of agribusiness and sea level rise vulnerability and helped launch the R2 Challenge via social media platforms like Twitter, Instagram, and Pinterest. Gotta Eat, Gotta Grow finished 79th out of 635 creators. Over the five day event, staff and volunteers distributed 4,000 promo cards to educate elected officials, jurors, investors, and visitors about the importance of Regional Resiliency.



**Gotta Eat, Gotta Grow** *RCI partnered with First Coast Fresh, a Family Farms Group to highlight regional resiliency and to support Family Farms. The partnership was showcased during the One Spark Festival with live cooking demonstrations using local produce and one-on-one talks with folks about the challenges facing our farmers*



City of Jacksonville Mayor Alvin Brown with Margo Moehring



Danny Johns, Blue Sky Farm

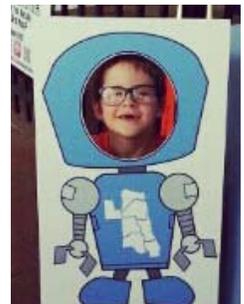


(on the left) David Dinkins speaking at Gotta Eat, Gotta Grow!

**Dipping our Toes in Rising Waters** *The NEFRC is beginning ACTION on a Regional Action Plan to address sea level rise. For 2014, this meant participating in the One Spark Festival to expand awareness of the importance of the Region. We engaged businesses and residents by showing them sea level rise scenarios and helping them make flood zone maps of their property. Visitors were encouraged to join the Regional Resiliency (R2) Challenge. Sea level rise community meetings will be scheduled in each county and can help participants WIN THE R2 CHALLENGE!*



Allen Tilley



Follow the R2Challenge on  Twitter,  Pinterest &  Instagram.  
#OneSpark #R2Challenge



Follow the Northeast Florida Regional Council on Facebook & Twitter

Bringing Communities Together to Advance the Regional Agenda

## Council Unveils New Economic Scorecard website Utilizing Six Pillars Metrics



The Northeast Florida Regional Council received a new suite of economic development tools recently, as the Florida Regional Councils Association in partnership with the Florida Chamber Foundation launched a new website on regional metrics: <http://floridarpcscorecard.com>. Each of Florida's eleven regional planning councils will now be able to compare statistics ranging from high school graduation rates and trade imports to employment by industry and relative housing prices.

The Florida Regional Councils Association is the statewide organization of the eleven Regional planning councils. The Florida Chamber Foundation is the business-led, solutions development and research organization, working in partnership with state business leaders to secure Florida's

future. The Foundation's Six Pillars™ serve as a visioning platform for developing the first-ever long-term strategic plan for the state. For more information, contact Brian Teeple, [bteeple@nefrc.org](mailto:bteeple@nefrc.org).

## Council Planning Directors recognized as National Experts

Margo Moehring, AICP attended the National American Planning Association (APA) Conference in Atlanta as a session moderator. Margo led her fellow planners in a facilitated discussion on "Talking about Tough Issues". (Follow APA Conference on Twitter #APA14)

The Region is honored to have a local planning director be made a Fellow of the American Institute of Certified Planners. Steve Lindorff, Jacksonville Beach, was inducted as a Fellow at the Conference. This honor recognizes significant contributions of extraordinary planners to the profession and their communities. Congratulations to Steve Lindorff! For more information, contact Margo Moehring, [mmoehring@nefrc.org](mailto:mmoehring@nefrc.org).

## Council designated to run Florida's Hazardous Materials Program: LEPC District 4

During the April meeting of the State Emergency Response Commission, the Florida Division of Emergency Management announced its partnership with the Florida Regional Councils Association to implement the Florida's Hazardous Materials Program. This transition will allow the Council to provide a specialized focus for Local Emergency Planning Committee District 4 and is aided by the release of GATOR (Geospatial Assessment Tool for Operations and Response), an interactive web mapping tool for analyzing hazardous materials threats to critical infrastructure. The tool includes real-time data like weather radar, weather watches and warnings, and tropical storm tracks and is the mapping application used by the Florida Division of Emergency Management and the State Emergency Response Team. For more information, contact Eric Anderson, [eanderson@nefrc.org](mailto:eanderson@nefrc.org).



## Bringing Communities together through a Coordinated Mobility Plan

Liz Peak, Regional Services Coordinator for the Jacksonville Transportation Authority, presented mobility achievements of the Northeast Florida Mobility Coalition to the NEFRC Board of Directors at their April meeting. The Coalition was formed in 2006 to strengthen regional partnerships in order to inventory available services and minimize gaps in public transit. For more information, contact Edward Lehman, [elehman@nefrc.org](mailto:elehman@nefrc.org).

### Did you know...

During the first two quarters of FY 2013-2014, 166 jobs were created and/or retained by brownfield revitalization and business-related revolving loan funds through Florida's Regional Planning Councils.

*Source: FRCA's Performance Analysis, Florida's Strategic Plan for Economic Development, April 2014.*