



**Developing Florida's 5-Year Strategic Direction**  
Statewide Strategic Plan: Statutory Charge, Vision, Goals, Objectives, and  
Cross-Reference of the Plan's "Starter List" of Strategies with The Florida Chamber Foundation Six Pillars  
Caucus 2011 20-Year Strategic Plan

## Statutory Charge

### *Subsection 20.60(5)(a)4, Florida Statutes*

Develop a 5-year statewide strategic plan. The strategic plan must include, but need not be limited to:

- a. Strategies for the promotion of business formation, expansion, recruitment, and retention through aggressive marketing, international development, and export assistance, which lead to more and better jobs and higher wages for all geographic regions, disadvantaged communities, and populations of the state, including rural areas, minority businesses, and urban core areas.
- b. The development of realistic policies and programs to further the economic diversity of the state, its regions, and their associated industrial clusters.
- c. Specific provisions for the stimulation of economic development and job creation in rural areas and midsize cities and counties of the state, including strategies for rural marketing and the development of infrastructure in rural areas.
- d. Provisions for the promotion of the successful long-term economic development of the state with increased emphasis in market research and information.
- e. Plans for the generation of foreign investment in the state which create jobs paying above-average wages and which result in reverse investment in the state, including programs that establish viable overseas markets, assist in meeting the financing requirements of export-ready firms, broaden opportunities for international joint venture relationships, use the resources of academic and other institutions, coordinate trade assistance and facilitation services, and facilitate availability of and access to education and training programs that assure requisite skills and competencies necessary to compete successfully in the global marketplace.
- f. The identification of business sectors that are of current or future importance to the state's economy and to the state's global business image, and development of specific strategies to promote the development of such sectors.
- g. Strategies for talent development necessary in the state to encourage economic development growth, taking into account factors such as the state's talent supply chain, education and training opportunities, and available workforce.



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### **Vision, Goal, and Objective Statements**

**Vision** – *An aspirational description of what we want to achieve in the future.*

Florida will have the nation's top performing economy and be recognized as the world's best place to live and do business.

**Goals** – *Broad, primary expectations as a result of the plan.*

- Lead the nation in global competitiveness as a location for business, investment, talent, innovation, and visitors.
- Become the nation's top performing economy.
- Provide the nation's leading communities of choice for workers, residents, and visitors.

**Objectives** – *Observable, realistic, and measurable outcomes or results to be achieved within a timeframe (in this case, five years).*

1. Lead the nation in high quality job creation.
2. Increase employment.
3. Reduce unemployment.
4. Increase prosperity for Florida workers.
5. Lead the nation in student performance and market-related workforce skills.
6. Increase business start ups, expansions, and relocations into Florida.
7. Increase global trade and investment.
8. Lead the nation in business climate, infrastructure, and services to meet the needs of business.
9. Increase competitiveness for all of Florida's regions.
10. Lead the nation in quality of life in Florida's communities.



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**A “Starter List” of Strategies and Tactics Organized by Pillar for the 5-Year Statewide Strategic Plan**

**Strategies** – *Plans or methods chosen to bring about a desired future, such as achievement of a goal.*

**Tactics** – *Detailed actions by which a strategy is carried out.*

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*Talent Supply and Education*

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
1. Develop a strong talent supply chain encompassing education, training, and workforce development programs.	<ul style="list-style-type: none"> <li>• Identify and engage collaborative partners to develop a strong talent supply chain.</li> <li>• Increase integration of private business into education through apprenticeship and internship opportunities.</li> <li>• Enhance workforce training programs to produce industry recognized certifications.</li> <li>• Develop job opportunities to help retain college graduates and skilled workers in Florida.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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***Talent Supply and Education***

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
2. Develop innovative, next generation preK through postsecondary education systems.	<ul style="list-style-type: none"> <li>• Increase the rigor of standards and improve student achievement.</li> <li>• Consider year round academic programs.</li> <li>• Increase enrollment in postsecondary education programs (two- and four-year colleges, career centers, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• TSE 1: Implement a valid and reliable assessment of readiness linked to curricula.</li> <li>• TSE 2: Implement a communications platform to raise awareness (of early learning programs).</li> <li>• TSE 3: Implement statewide quality rating system for early learning.</li> <li>• TSE 4: Incorporate workforce development in family support programs.</li> <li>• TSE 5: Implement best-in-class Pre K program in Florida.</li> <li>• TSE 6: Develop and implement effective accountability and incentives for teachers and administrators.</li> <li>• TSE 7: Support school choice.</li> <li>• TSE 10: Importance of engagement of business in Pre K-12 in career academies, project-based learning and integration of academics and CTE.</li> <li>• TSE 11: Implement Flexible Starts Enrollment and seamless transitions.</li> <li>• TSE 12: Create opportunities for creative financing leveraging public and private resources.</li> <li>• TSE 13: Minimize need for remediation.</li> <li>• TSE 14: Develop and implement curriculum integrity.</li> <li>• TSE (New): Create a children’s trust, bringing together public/private resource in a positive, productive manner.</li> </ul>



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***Talent Supply and Education***

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
3. Strengthen the role of higher education as a catalyst for talent and innovation	<ul style="list-style-type: none"> <li>• Align higher education funding resources to place greater emphasis on performance, including student placement in Florida jobs, STEM degree production, and commercialization of research.</li> </ul>	<ul style="list-style-type: none"> <li>• TSE 15: Increase post secondary degrees and industry credentials earned.</li> </ul>
4. Grow Florida’s STEM (science, technology, engineering, and mathematics) leadership and talent pool.	<ul style="list-style-type: none"> <li>• Increase the number of appropriately certified incoming middle and upper school teachers in STEM fields.</li> <li>• Expand opportunities for Florida students to study STEM fields and to apply their skills in internships.</li> </ul>	<ul style="list-style-type: none"> <li>• TSE 8: Enhance STEM education.</li> </ul>
5. Align workforce programs with current and future employer needs.	<ul style="list-style-type: none"> <li>• Use real time data tools to measure the talent and workforce needs of businesses.</li> <li>• Create or strengthen demand-driven workforce solutions that align workforce, education, and training programs with the needs of Florida’s established, expanding, and emerging industry clusters.</li> </ul>	<ul style="list-style-type: none"> <li>• TSE 9: Align and integrate an improved strategic occupation list.</li> <li>• TSE 16: Increase and create apprenticeships as a best practice model for the country.</li> <li>• TSE 17: Implement innovative workforce training solutions and resources to meet Florida’s changing economy.</li> </ul>
6. Expand access to opportunities for talent in rural and urban distressed markets.	<ul style="list-style-type: none"> <li>• Expand the use of broadband for distance learning and telework.</li> <li>• Develop targeted programs to connect job seekers in distressed markets to employment opportunities.</li> <li>• Develop targeted training and mentoring programs to facilitate career paths for residents in distressed markets.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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*Innovation and Economic Development*

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
1. Maintain Florida’s leadership in its strong established industries and develop Florida’s leadership in expanding and emerging industries.	<ul style="list-style-type: none"> <li>• Preserve Florida’s strengths in established industries including agriculture, tourism, military, and space launch.</li> <li>• Position Florida for growth in expanding and emerging industries.</li> <li>• Focus and align workforce, infrastructure, capital, and other resources around existing, expanding, and emerging industry clusters.</li> <li>• Encourage the development of new industry clusters through research, development, and commercialization support.</li> <li>• Provide targeted support to help regions update their targeted industry lists and develop economic diversification strategies, with emphasis on rural areas.</li> </ul>	<ul style="list-style-type: none"> <li>• IED 3: Invest in training and education.</li> <li>• IED 4: Tying our education system to the growth of targeted and emerging clusters.</li> <li>• IED 5: Simultaneously accelerate the development of targeted and emerging clusters necessary to attract/grow talent.</li> <li>• IED 10: Enhance Florida’s industry clusters through a competitive business climate.</li> </ul>



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***Innovation and Economic Development***

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
<p>2. Develop and maintain a vibrant entrepreneurial ecosystem to create, nurture, and grow innovation businesses.</p>	<ul style="list-style-type: none"> <li>• Expand effective programs and tools such as university technology transfer offices, venture labs, and incubators.</li> <li>• Increase private investments in innovation companies through angel, seed, and early stage venture capital.</li> </ul>	<ul style="list-style-type: none"> <li>• IED 7: Dramatically increase early stage funding of emerging technologies.</li> <li>• IED 8: Develop and support university and industry collaborations focused on technology transfer and commercialization.</li> <li>• IED 9: Support and develop an entrepreneurial ecosystem, such as university technology transfer offices, venture labs and incubators, by increasing private investment in innovation companies through angel, seed and early stage venture capital.</li> <li>• IED 11: Create ecosystem for start up and growing innovation companies.</li> <li>• IED 12: Market Florida globally for innovation based economy.</li> <li>• IED 13: Implement regional innovation corridors. (Expand FHTCC concept.)</li> <li>• IED 14: Evaluate current economic development structure.</li> <li>• IED 15: Double the number of Florida Ph.D. scientists and engineers in clusters of strategic excellence with the critical mass sufficient to be meaningful.</li> <li>• IED 16: Make state R&amp;D infrastructure (facilities, equipment, talent) based on ROI, in focused areas supporting desired business clusters, building on existing capacity and leveraging non-state funding. Where practical, make awards competitive, or contingent upon a competitive process.</li> <li>• IED 17: Improve SBIR/STTR award rates.</li> <li>• IED (new): Implement a matching grants research program as contained in Governor's plan for economic development.</li> </ul>



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<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
3. Increase the productivity of Florida’s existing businesses.	<ul style="list-style-type: none"> <li>• Provide incentives and support for existing businesses to modernize their Florida operations, including use of new technologies and practices.</li> <li>• Leverage Florida’s network of small business development centers, manufacturing extension partnerships, and institutes of food and agricultural sciences to provide targeted support to small businesses.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
4. Position Florida as a global hub for trade, logistics, and manufacturing	<ul style="list-style-type: none"> <li>• Expand effective programs for international marketing, export promotion, foreign investment attraction, and international visitors.</li> <li>• Support proactive trade policies and strong international partnerships.</li> <li>• Target infrastructure investments in trade corridors, international gateways (such as seaports and airports), and integrated logistics centers.</li> </ul>	<ul style="list-style-type: none"> <li>• IED 2: Exporter of both traditional and high value goods and services.</li> <li>• IED 18: Market Florida globally as an international trade hub</li> <li>• IED 19: Enhance Florida’s global connections with federal advocacy.</li> <li>• IED 20: Ensure Florida’s multimodal infrastructure for global commerce.</li> </ul>





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<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
5. Compete aggressively with other states to attract and expand businesses in key industries.	<ul style="list-style-type: none"> <li>• Focus business incentives to help attract, expand, and retain companies in the state’s targeted industry clusters.</li> <li>• Implement business incentive policies that are competitive with other states, fiscally responsible, and responsive to changing conditions.</li> <li>• Create a seamless, customer-focused approach to business recruitment and development that is responsive to changing market conditions.</li> <li>• Provide targeted marketing support for Florida’s rural areas.</li> </ul>	<ul style="list-style-type: none"> <li>• IED 1: Evaluate and adjust incentives toolkit tied to 2030 economy.</li> </ul>
		<ul style="list-style-type: none"> <li>• IED 6: Enable a systematic approach to staff and legislator education.</li> </ul>



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***Infrastructure and Growth Leadership***

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
1. Develop transportation systems to support a prosperous, globally competitive economy.	<ul style="list-style-type: none"> <li>• Improve and expand Florida’s transportation gateways and corridors for global and domestic commerce, including airports, seaports, spaceports, rail corridors and terminals, truck corridors, and integrated logistics centers.</li> <li>• Develop, enhance, and fund Florida’s Strategic Intermodal System (SIS).</li> <li>• Expand and integrate public transit systems in urban and rural areas.</li> <li>• Modernize Florida’s transportation system so it is efficient, reliable, interconnected, safe, and secure.</li> <li>• Address the need for adequate funding to improve and expand the transportation system, including financing options and public private partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>• IGL 3: Identify incentives and regulations tool box focused on transportation.</li> <li>• IGL 4: Protect and expand public and private investments in transportation infrastructure and systems.</li> <li>• IGL 5: Leverage federal transportation funding and policy.</li> </ul>
2. Develop and maintain a modern telecommunications infrastructure.	<ul style="list-style-type: none"> <li>• Complete deployment of broadband infrastructure and equipment in rural areas,</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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***Infrastructure and Growth Leadership***

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
3. Ensure the future supply and quality of water to meet Florida’s economic and quality of life goals.	<ul style="list-style-type: none"> <li>• Develop a comprehensive, integrated statewide water policy with regional components.</li> <li>• Conserve clean water resources.</li> </ul>	<ul style="list-style-type: none"> <li>• IGL 12: Develop a comprehensive and integrated water policy.</li> <li>• IGL 13: Secure funding for potable water, sanitary sewer, flood control, etc.</li> <li>• IGL 14: Improve water quality and supply in cost-effective manner.</li> </ul>
4. Ensure future energy supply to meet Florida’s economic and environmental goals.	<ul style="list-style-type: none"> <li>• Develop a comprehensive, integrated statewide energy policy with regional components.</li> <li>• Expand use of existing and develop new renewable energy resources.</li> </ul>	<ul style="list-style-type: none"> <li>• IGL 1: Increase reliability and efficiency</li> <li>• IGL 2: Identify incentives and regulations tool box focused on energy</li> </ul>
5. Create a business-friendly approach to making future development decisions.	<ul style="list-style-type: none"> <li>• Ensure state and local regulatory and permitting processes are streamlined and predictable.</li> <li>• Ensure state, regional, and local land use planning promotes economic development.</li> <li>• Identify and market a list of investment-ready sites in both rural and urban areas that are suitable for existing and targeted industries, have available infrastructure, and have been approved for development or can receive necessary permits in a quick-turnaround manner.</li> <li>• Encourage public/private partnerships to support economic development.</li> </ul>	<ul style="list-style-type: none"> <li>• IGL 8: Create business-friendly climate and streamline regulations.</li> <li>• IGL 9: Restructure growth management process/governance.</li> <li>• IGL 10: Create a customer-driven incentives toolbox.</li> </ul>



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<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
6. Improve coordination of economic development, land use, infrastructure, water, and natural resources decision-making.	<ul style="list-style-type: none"> <li>• Prepare comprehensive, far-reaching, and sustainable growth visions and land use/infrastructure plans at the local, regional, and statewide scales.</li> <li>• Develop regional visions and strategic plans for rural areas that identify targeted areas for regional employment generators, as well as economic productive rural lands.</li> <li>• Regionalize transportation/infrastructure funding and planning objectives to better support economic development efforts.</li> </ul>	<ul style="list-style-type: none"> <li>• IGL 6: Identify incentives and regulations tool box focused on environmental preservation/enhancement.</li> <li>• IGL 7: Balance the protection of the natural environment while pursuing economic development.</li> <li>• IGL 11: Promote and support regionalism and regional coalitions.</li> </ul>



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*Business Climate & Competitiveness*

Potential Strategies	Potential Tactics	Related Strategies in Six Pillar 2011 Strategic Plan
1. Ensure state and local agencies provide collaborative, seamless customer service to businesses.	<ul style="list-style-type: none"> <li>Encourage a single point of entry for businesses dealing with state and local agencies.</li> <li>Ensure timely permitting and licensing programs through state and local agencies.</li> <li>Establish incentives for companies that plan to create a certain number of jobs (or jobs over a certain wage rate) such as providing a team of permit facilitators to expedite regulatory processes.</li> </ul>	<ul style="list-style-type: none"> <li>BCC 5: Develop a plan to implement uniform regulations and enforcement.</li> </ul>
2. Reduce barriers to small business and entrepreneurial growth.	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
3. Develop a tax structure that clearly supports economic development.	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>BCC 8: Develop a tax structure that clearly supports the state’s priority toward business development and growth.</li> </ul>
4. Provide predictable, competitive business costs for Florida’s targeted industries.	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>BCC 6: Develop state energy policy that supports business growth and development.</li> <li>BCC 7: Develop health care policy that enables business growth.</li> </ul>



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*Business Climate & Competitiveness*

<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
5. Create a more predictable state and local legal and regulatory environment.	<ul style="list-style-type: none"> <li>• Ensure a fair and predictable legal system that discourages unnecessary litigation.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	<i>(Addressed in Innovation and Economic Development)</i>	<ul style="list-style-type: none"> <li>• BCC 1: Re-align incentives to achieve strategically targeted competitiveness.</li> <li>• BCC 2: Leverage intellectual capital to transition to a knowledge-based economy.</li> <li>• BCC 3: Leverage the intermodal transportation network to improve manufacturing capabilities.</li> <li>• BCC 4: Identify key issues that help or impede growth in targeted industries.</li> </ul>



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*Civic & Governance Systems*

Potential Strategies	Potential Tactics	Related Strategies in Six Pillar 2011 Strategic Plan
1. Create and support vibrant, sustainable economic regions in Florida.	<ul style="list-style-type: none"> <li>• Encourage regional visioning and collaboration activities at the scale at which Florida’s economy functions.</li> <li>• Encourage Florida’s regions to be incubators for Florida’s future.</li> <li>• Support each region’s efforts to make measurable progress toward its vision and to continue to improve regional cooperation.</li> <li>• Ensure that all state agencies foster, support, and monitor regional initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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<b>Potential Strategies</b>	<b>Potential Tactics</b>	<b>Related Strategies in Six Pillar 2011 Strategic Plan</b>
2. Improve collaboration and alignment among state, regional, and local entities toward the state’s economic vision.	<ul style="list-style-type: none"> <li>• Ensure that all state agencies function in a highly responsive and integrated way to develop and implement the statewide strategic plan.</li> <li>• Clearly define roles and responsibilities of state, regional, and local government to eliminate duplication of effort and to leverage overlapping expertise.</li> <li>• Align the statewide strategic plan, the regional comprehensive economic development strategy (CEDS), and other regional/local economic development plans.</li> </ul>	<ul style="list-style-type: none"> <li>• CGS 4: Convene commission to bring together state and local elected officials to identify and address common problems and opportunities.</li> <li>• CGS 5: Implement Six Pillars Caucus System executive education program to bring together state and local elected officials to identify and address common problems and opportunities.</li> <li>• CGS 9: Streamline government practices to eliminate redundancy.</li> </ul>
3. Improve public/private/civic collaboration and stewardship of Florida’s future.	<ul style="list-style-type: none"> <li>• Create incentives for collaborative public/private/civic partnerships to develop and implement solutions on long-term issues.</li> <li>• Develop a statewide vision to provide a unified view of Florida’s future over a 50-year period.</li> </ul>	<ul style="list-style-type: none"> <li>• CGS 3: Broaden inclusiveness to include diverse voices and interests.</li> </ul>
4. Provide capacity to invest in statewide and regional economic development priorities.	<ul style="list-style-type: none"> <li>• Explore opportunities for innovative investment strategies such as regional revenue generation models.</li> <li>• Focus state resources to implement the statewide strategic plan.</li> </ul>	<ul style="list-style-type: none"> <li>• CGS 6: Further restrict the ability to impose unfunded mandates.</li> <li>• CGS 12: Implement existing Internet tax.</li> <li>• CGS 13: Evaluate state’s 2017 tax structure.</li> </ul>





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5.	•	<ul style="list-style-type: none"> <li>• CGS 1: Implement election reform.</li> <li>• CGS 2: Reform Committees of Continuing Existence.</li> <li>• CGS 7: Propose Constitutional amendment reform.</li> <li>• CGS 8: Examine the impact of strengthening the executive branch, e.g., appointed cabinet.</li> <li>• CGS 10: Strengthen enforcement of laws related to government fraud.</li> <li>• CGS 11: Digitize government processes, records and systems.</li> </ul>



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 Cross-Reference of the Plan’s “Starter List” of Strategies with The Florida Chamber Foundation Six Pillars  
 Caucus 2011 20-Year Strategic Plan

**A “Starter List” of Strategies and Tactics Organized by Pillar for the 5-Year Statewide Strategic Plan**

**Strategies** – Plans or methods chosen to bring about a desired future, such as achievement of a goal.

**Tactics** – Detailed actions by which a strategy is carried out.

The following statements were developed by DEO staff in consultation with Cambridge Systematics based on input from a November 2011 statewide stakeholder forum, a February regional stakeholder forum, agency and public-private partnership leadership, as well as from analyses of existing statewide and regional plans. These were offered as starting points for the stakeholders’ forums across the state in March 2012.

*Quality of Life & Quality Places*

Potential Strategies	Potential Tactics	Related Strategies in Six Pillar 2011 Strategic Plan
1. Provide for future growth and development to sustain Florida’s environment and quality of life.	<ul style="list-style-type: none"> <li>• Plan and implement future infrastructure investments and major developments in a manner that protects and, where feasible, restores the function and character of the natural environment and avoids or minimizes adverse environmental and community impacts.</li> <li>• Re-establish high quality and effective land acquisition and management programs.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
2. Provide high quality housing options and amenities for Florida’s workforce.	<ul style="list-style-type: none"> <li>• Ensure there are a range of housing types in proximity to regional employment centers in both urban and rural areas, including quality workforce housing.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



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Potential Strategies	Potential Tactics	Related Strategies in Six Pillar 2011 Strategic Plan
3. Create and sustain vibrant, healthy communities.	<ul style="list-style-type: none"> <li>• Ensure a quality of life and amenities attractive to a full range of workers and residents.</li> <li>• Use public investments to guide redevelopment, including opportunities around transit stations and in city and town centers.</li> <li>• Develop safe and walkable neighborhoods.</li> </ul>	<ul style="list-style-type: none"> <li>• QLQP 1: Implement diversity education program for businesses and elected leaders.</li> <li>• QLQP 2: Build economic case for diversity.</li> <li>• QLQP 3: Work to promote adoption of statewide non-discrimination policies.</li> <li>• QLQP 4: Revitalize communities.</li> <li>• QLQP 5: Strengthen the role of community-based organizations.</li> <li>• QLQP 6: Encourage communities to plan for sustainable living.</li> <li>• QLQP 13: Incentivize wellness.</li> <li>• QLQP 14: Encourage sustainable health standards.</li> <li>• QLQP 15: Support community-based health initiatives.</li> <li>• QLQP 16: Promote economic rationale for health and wellness practices.</li> </ul>
4. Identify and promote Florida’s brand to residents, visitors, and businesses.	<ul style="list-style-type: none"> <li>• Promote, develop, and leverage Florida’s natural and cultural assets in a sustainable manner.</li> </ul>	<ul style="list-style-type: none"> <li>• QLQP 7: Identify Florida’s brand and then promote and develop these assets.</li> <li>• QLQP 8: Incentivize creative organizations, individuals, and industries.</li> <li>• QLQP 9: Leverage Florida’s natural and cultural assets in a sustainable manner.</li> </ul>
	<i>(Addressed in Civic &amp; Governance Systems)</i>	<ul style="list-style-type: none"> <li>• QLQP 10: Promote civic engagement.</li> <li>• QLQP 11: Promote civil discourse</li> <li>• QLQP 12: Convene opportunities for civic engagement.</li> </ul>