How to Build a Successful Coalition

Presented at:
New Partnership for Smart Growth Conference

Presented by:
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Project Manager, myregion.org

February 4, 2011
Central Florida

Population:
- Population in “core” 7 counties (86 cities) nearly 3.7M
- Expected to grow 91% by 2050, reaching 6.7M

Economics:
- ‘09 GDP $147B
- 18th largest Region in the US
- 10th largest “Super-Region” in the US; 45th largest in the World
- 15th largest global Mega-Region (“So-Flo Mega-Region”)

Employment:
- 1.5M+ jobs in 7-county area
- $41K average annual wage
- 12% unemployment

Demographics
Background:

- Started in 1999 to encourage Regional Collaboration
- Phase I began as a partnership between Orlando, Inc. and the East Central Florida Regional Planning Council
- Initial organizational structure was a board of 100 public, private and civic leaders
- Goal was to get people thinking about regional collaboration
Structuring for Regional Success

Focus on County Boundaries

Focus on Economic Centers

New Organizational Structure:

- 8 Regional Boards of Advisors
- RBA Members selected from each multi-county/jurisdictional economic center
- De-centralized Organization
- Each RBA aligned with a business-led organization in the economic center

New Structure
Project: The New Regional Agenda

Published: 2003
Investment: $3M

Project Partners:
- East Central Florida Regional Planning Council
- Orlando, Inc.

Key Outcomes:
- Economic Leadership
- Education
- Environment
- Fragmentation
- Quality of Life
- Smart, Quality Growth
Project: How Shall We Grow?

Published: 2007
Investment: $850K

Project Partners:
- Department of Community Affairs
- MPO Alliance
- East Central Florida Regional Planning Council
- Central Florida Regional Planning Council
- Orlando, Inc.

Key Outcomes:
- 20,000 citizens engaged
- Developed regional growth vision for 2050
- 70% of local governments adopted comprehensive plans
- ECFRPC & MPO Alliance changed long range plans
Project: Connecting for Global Competitiveness

Published: 2010
Investment: $300K

Project Partners:
- Tampa Bay Partnership
- Central Florida Partnership
- Florida High Tech Corridor Council
- WORKFORCE CENTRAL FLORIDA
- University of Central Florida

Key Outcomes:
- Research completed
- Action planning in progress
- Over 4,000 people engaged in research and education
- Prepared us for HSR award
Building a Successful Coalition

Common Themes:
- Vested self-interest
- Time, talent and/or treasure to commit
- Champions dedicated to new thinking
- Public, private and civic participation
- Structure that facilitates percolation
- Fact based research

Variables:
- Collaboratives
- Investment strategies
- Size
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Appendix
A regional partnership where leaders are in the best position to collaborate and take decisive action to advance prosperity and quality of life.
myregion.org Leadership Team

- Executive Board of Advisors
  - NE RBA
  - NW RBA
  - NE RBA
  - SE RBA
  - SW RBA
  - EC RBA
  - SC RBA
  - CEN RBA
Evolution of myregion.org

Mission: Connecting Our Communities by building regional solutions

1999

WHY REGIONAL COLLABORATION?

2003

BUILDING REGIONAL AWARENESS

Knowledge Base
Leadership Team
Administrative “Team”

2009

COMMITTING TO REGIONAL THINKING

Knowledge, Leadership, Trust,
Partners Willing to Commit to
Actions, “Senior Statesmen”

2011

ADVOCATING REGIONAL ACTION

Diverse Leadership Network
Advocate Regional Knowledge & Solutions
Measurement & Accountability

Core Values

Inclusion
Partnerships
Regional Thinking
Exploration & Discovery
Consensus
Building
myregion.org – Project Examples

Regional Implementation
2005-2007
Why These Economic Centers?

- Link population and job centers
- Connect areas that have economic similarities
- Move beyond traditional thinking based on city or county boundaries

- Multi-Dimensional Cities (Over 10,000 in population)
- Multi-Dimensional Cities and/or Economic Centers
Regional leaders committed to:
1. Regional Leadership
2. Research Corridor
3. Regional Transportation Organization
4. Environmental Assets
5. Regional Economic Development
6. Regional Concurrency Standards
7. Educational Excellence
8. Regional Access
9. Public Safety
10. Regional Brand
“The “So-Flo Megaregion” stretches from Tampa Bay to Orlando to Miami and Jacksonville and is made up of 15.1 million people with a collective economic output of over $430 billion.”