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Envision Alachua Phase III Task Force

Summary of Task Force Meeting #1
April 17, 2014

prepared by

MIG, Inc.

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in support of the Envision Alachua
process convened by Plum Creek



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Background

On April 17, 2014, Plum Creek convened the first Task Force meeting of Phase III of the Envision Alachua process. Envision Alachua is a community planning process to discuss future economic, environmental and community opportunities in Alachua County on lands owned by Plum Creek. Plum Creek is the largest private landowner in Alachua County, with approximately 65,000 acres. Nearly 24,000 of these acres are permanently conserved. The company's holdings are located throughout northern and eastern Alachua County.

Phase I of the process, which began in June 2011, yielded a community vision, goals and planning principles to guide Plum Creek's decision making as it explores potential opportunities for lands in East County that are suitable for uses other than timber. Phase II resulted in the development of the Long Term Master Plan (LTMP) which serves as the basis for Plum Creek's Sector Plan application. The application was submitted on December 12, 2013 and is currently being reviewed by Alachua County staff.

A Sector Plan is a long-range plan (50 years) for a specific geographic area of at least 15,000 acres in one or more local governmental jurisdictions. Local governments—or combinations of local governments—may adopt Sector Plans into their comprehensive plans. Sector Plans are authorized by Section 163.3245 of the Florida Statutes. A Long-Term Master Plan is a vision document that is reviewed by the state and approved by the local jurisdiction. The LTMP includes maps, illustrations and text supported by data and analyses.

During Phase III, which began in Spring 2014, Plum Creek will continue to work with the Task Force and the community to improve and refine the LTMP portion of the Sector Plan application. They will also begin planning for the Detailed Specific Area Plans (DSAPs or zoning). A DSAP is prepared for an area within the LTMP of at least 1,000 acres. It includes detailed analyses and policies and identifies the capital improvements needed for future land uses.

The objectives for the first Task Force meeting were to:

- Provide an update on Envision Alachua process and Sector Plan Application
- Provide updates on related initiatives
- Discuss the Task Force's interactions with the community and information needs

This document summarizes the general discussion comments made by the facilitator, presenters and Task Force members during the April 17, 2014 meeting. It is intended only as a summary and should not be considered a transcription of the meeting. Meeting materials, information about the

process and a videotape of the meeting can be found at www.envisionalachua.com.

I. Welcome and Introductions

Todd Powell, General Manager, Real Estate, Plum Creek, opened the meeting and welcomed participants. He thanked everyone for attending, including members of the public in attendance. He encouraged anyone new to the process to feel free to ask him or Rose any questions they have after the meeting. Todd noted there is a lot of misinformation out in the community about the Envision Alachua process and we are seeking to help everyone stay on the same page. The Task Force developed the Vision, Goals and Planning Principles in Phase II. In Phase II, we took the process to the next level of detail and developed the Long Term Master Plan which was the basis for the Sector Plan application. Now in Phase III, we are taking it down to ground level where we will get more specific so we can develop the zoning.

He then turned the meeting over to Daniel Iacofano of MIG, Inc., lead facilitator for the Envision Alachua process, who extended his thanks and appreciation to everyone who has made the commitment and continues to participate. Daniel commented that the process is reaching more people and, as a result, we are getting more feedback.

He briefly reviewed the agenda, noting that it includes some summary information and also information on some new activities. He commented that we will review the LTMP and highlight some of its major characteristics and provide clarification and new details.

II. Update on Envision Alachua Process

a. Update on Application Process and Schedule

Daniel shared the current schedule of activities which shows dates for upcoming Task Force meetings. He called out the Education Summit on June 18, 2014, where we will convene to discuss how to become job-ready by aligning education and training with job opportunities in the county. (As of the date of these notes, the Education Forum date is changing and we will notify everyone of that new date.) He also noted that the next Task Force meeting is proposed for October 9, 2014. A third meeting is scheduled for March 4, 2015.

b. Update on the Economic Progress Initiative

Daniel introduced Dr. Dale Brill, Thinkspot Inc., who provided an update on the Economic Progress Initiative. Dale's presentation focused on three main points:

- a. Best practices and site visits
- b. RIS3 model development

c. Objectives of our Regional Innovations System with Smart Specialization (RIS3)

To introduce his comments on best practices and site visits, he shared a quote by Professor Randall Holcombe from his book *"Creating Prosperity:"*

"For practical people who want continued prosperity, it is important to develop and understand the theoretical foundations that produce it... [prosperity]—maximizing policies are those that create an environment in which entrepreneurship and innovation are most likely to flourish."

Dale shared an example of qualitative and quantitative improvements that had totally changed and greatly reduced the effort required to launch a satellite. A new NASA satellite can be launched now at a cost of \$7,500. It used to cost \$400 million to get a satellite into space. This is an example of both a quantitative and qualitative improvements.

Dale also quoted Professor Philip Cooke on how industry, government and universities interact to create innovation and economic progress:

"...the rise of the entrepreneurial university and promotion of the so-called 'triple-helix' of interaction between industry, government and universities as a key feature of the knowledge economy testifies to the practical evolution of interactive innovation process."

Dale and his team conducted site visits to five locations where this kind of interaction has been successful, and talked to people in the field. The locations include: Research Triangle Park, North Carolina; Austin, Texas; Silicon Valley; Kannapolis, North Carolina and Greenville/Spartanburg, South Carolina. He talked about what they learned, providing an example from Kannapolis where a large investor from Dole bought up many of the area's closed buildings and invested in the area's future. BMW has a large presence there, and recently invested about one billion dollars in the area. Clemson University went to BMW and asked "What can we do for you?"

He listed the key takeaways from these site visits as follows:

1. Innovation is the fundamental core
2. Transformation is tied to your capacity
3. Sustainability demands workforce readiness and supply
4. Launch success tied to anchor firms
5. Institutions and social capital (trust, persistence and will) ultimate "make or break" elements

He provided a visual in the form of a wheel that showed what various sectors bring to this process in order to make it work. He reminded participants that we do not aspire to become these other communities—we aspire to be a new Gainesville. He noted, "it is your future and your children's to decide."

Dale described the concept of Smart Specialization—what it is and what it isn't. Smart specialization is NOT a planning approach that requires a region to specialize in a particular set of industries. It IS an approach to policy that considers whether those activities that are already strong or showing promise for a region can benefit from R&D and innovation.

Smart specialization is largely about the process of selecting and prioritizing fields or areas where a cluster of activities should be developed. It lets entrepreneurs discover the appropriate domains for future specialization.

Envision Alachua's Regional Innovations System with Smart Specialization (RIS3) has three objectives:

1. Achieve and leverage scientific pre-eminence
2. Develop and maintain new technologies and workforce for innovation-based sectors
3. Attract major technology-intensive companies and nurture home-grown innovation-based companies

He gave an example: could we build industries around technology that UF has developed to reduce the spread of disease between citrus groves? There are companies who work on these types of problems. He shared a speculative case study using data from a real firm that has announced that it is expanding to the US.

Here's how the process would work: UF is conducting research on a specific topic and we look for a company using key enabling technologies. First we need capital investment of about \$10 million to construct a new 25,000 square foot facility (about equivalent to a medium-sized Publix).

The related jobs created by this would include:

- Direct impact: 65 construction jobs; \$3.6 million impact
- Indirect impact: 23 jobs; \$1.34 million in wages and \$2.08 million in value added
- Induced impact: 32 jobs; \$1.47 million in wages and \$2.66 million value added

This yields:

- Total economic impact of \$17.8 million
- Total jobs: 120
- Total wages: \$6.1 million
- Total Florida tax revenues: \$539,150

Kevin Thorpe asked Dale if he could identify the educational levels that apply to those jobs. Dale responded that the electronics assembly jobs would likely require an associate degree. Positions in field services would require a bachelor's degree. Software developers are often hired with or without

advanced degrees depending on their programming abilities. Many of the indirect and induced jobs are at a variety of skill levels.

Vivian Filer wanted to know where and how we can train our people so they are ready for the first wave of jobs. Dale responded that they have met with numerous people to discuss this. Along with these jobs come the supply chains and their related jobs. Vivian wanted to know at what point Santa Fe College becomes part of East Alachua County. Dale responded that our entities need to work together as a team so we are prepared for this company.

c. Update on the East County Educators Committee

Dr. Karen Cole-Smith provided an update on efforts in the county to improve education and workforce preparedness. She shared that the East County Educators Committee has been meeting for the last year and a half. One of the questions the group has asked is, "how do we prepare our K-12 students and other residents to be job-ready?"

The Educators Committee has identified that we need tailored vocational, technical and job training in the career fields that need employees. Educational institutions have already begun some of this training.

We also need to support digital divide initiatives to help bridge the digital gap in the local community. People without computers need to be able to have access at libraries and churches. She mentioned a new program partnership between the NAACP and Gainesville Housing Authority with Cox Cable to address the digital divide. Through this partnership, they are setting up computers and printers in community centers in Gainesville's low-income housing developments (of which there are 12). This will help provide the tools so youth are prepared and can access the tests and applications that, in the near future, will only be available online. They are working to establish leadership/training programs for younger cohorts.

The Committee is working to increase connectivity with the Hawthorne Community. These efforts are underway, and they are meeting on a monthly basis to make sure Hawthorne, Rochelle and other communities are actively engaged in these efforts. The communities want to be on board, and they are working with Santa Fe College to see what the college can offer so their youth and young adults are prepared when the jobs become available. They asked, what can Santa Fe College offer us now so we are prepared?

The Committee seeks to increase access to local schools to identify, train and prepare students for jobs that require a high school diploma and workforce development. Instead of a pipeline to prison, they want to have a pipeline to academic success. They will have to be innovative and active to achieve this goal.

The Committee is reviewing the school board's short and long-term plans to see how they align with Plum Creek's plan. The strategic plan talks about mentoring, internships and technology delivery options, so there is alignment on many issues.

The Committee is looking at implementation of varied educational and workforce training opportunities that can be provided by Santa Fe College's Center for Innovation and Economic Development (CIED) Program. Some of these activities are already happening. For example, they're providing space, training and assistance to help start-ups.

The Committee is looking at ways to partner with a consortium of education and job training organizations to determine job needs of local employers and develop and implement programs to meet these needs. She emphasized that we should never worry about who's in charge and who gets the credit. It is necessary to come out of our silos, work together and acknowledge that education is the great equalizer.

The Committee is looking at early intervention and educational programs for students to improve graduation rates and successful transition to school and work. It's necessary to start as early as possible—in elementary and middle school—and think about how kids can be exposed to apprenticeships. What incentive can be provided to make sure kids stay in school? The approach needs to be supportive, collaborative and include local residents. We need to make sure what we are designing involves the people who are impacted by these efforts.

Finally, she noted that the Committee recognizes that this is a process; policies may change and it's necessary to stay current. While this is a long-term plan, they have to be able to answer questions about what is happening now and in the next few years in order to keep people engaged and excited.

Justin Williams commented that as someone who is not an Alachua County resident, he found it exciting to see that this plan also incorporates people in Putnam County where he lives. It will prepare our kids closer to home—they won't have to travel as far for work and training.

Kevin Thorpe noted that Karen's summary responds to one of the key criticisms and scare tactics that is being used by the opposition—that this plan won't have an impact. This investment in our youth speaks directly to this criticism.

Dug Jones highlighted for the group that there will be a small business workshop on May 12. Rose Fagler emphasized that one of the lessons learned is that you have to link education and work force training with the jobs that will become available.

d. Update on the Talent and Job Readiness Initiative

Next, Adrian Taylor, in his role as Vice President of Innovation Gainesville (iG), made a presentation on the Talent and Job Readiness Initiative. He emphasized the vision and the need to look at the big picture—five, ten or more years into the future. From a support perspective, how do we create this innovation economy that supports the entire base and is sustainable over time? The magic is the involvement of the community. Different voices and sectors coming together has been the basis for the success of iG and Envision Alachua. He noted that we need to focus on how we can work together to move forward to help the entire region and stop focusing on our individual territories. Innovation Gainesville is working on the following priorities:

1. Bring a convention center to our area and create more meeting space. The intent is to increase the area's exposure to research and other activities. Eric Godet is the lead champion for this effort.
2. Improve iG Communications to increase awareness of what is happening in the area. Something cool happens here everyday.
3. Address the needs for dual career partnerships. As businesses grow, they can't find the workers they need locally. They recruit and bring people from outside the area, and many have spouses or partners who also need jobs.
4. Increase iG Public Private Partnership activities. The public and private sectors working together will be critical to bringing the desired opportunities to the area.

Adrian continued by providing a summary of talent and workforce alignment activities being led by the Chamber of Commerce. The Chamber is focused on:

1. Aligning talent needs with five growing industry sectors in which we have a strategic advantage. We need to line up the talent with these sectors so we don't have to import talent. We can have local residents prepared. We should consider starting as early as middle school.
2. Business leaders presenting to students. The chamber wants to encourage having business leaders in the classrooms on a weekly basis, not just once a year. They would talk about what our companies are doing and the skill sets needed. The goal is to help kids make the connection between class and their future at a local company.
3. Supporting education and information on business trends and growth activities. We need to be out there sharing this information and being prepared so we don't have to play catch up.

Vivian Filer expressed that she was impressed with the presentation and thinks it's ideal to start in the lower grades and move up. She wanted to know, how can we pull in those on the street who are not working? They have not had this opportunity before. Adrian replied that they are working

with the region's five target industries to identify opportunities. He agreed that some jobs will require researchers with a Ph.D.; but many of the jobs will require people with a program certification from Santa Fe College.

He noted that we've done poorly at honoring those in our community in jobs that don't require a Ph.D. Many people in the community don't realize they can make a good living wage with a two-year degree. Also, the business community didn't realize for a long time that Santa Fe College has the ability to turn on a dime and create new programs and certifications as the job market requires. That relationship is now working much better. When we looked at the number of industry certifications that are produced in Alachua County, we found there were more than 900.

Karen Cole-Smith also responded to Vivian's question. She shared that a group of pastors are working together on a plan called Refocus. Refocus serves men between the ages of 18 and 24 by identifying resources and providing educational support. Refocus has 30 partners who are concerned about this population, and Plum Creek has provided a grant to help implement the program starting in May or June of 2014.

e. Update on the Water Advisory Panel

Steve Seibert provided a brief update on the work of the advisory panel that Plum Creek convened to get feedback on the water strategy for the sector plan. Last year, Plum Creek approached UF's Dr. Wendy Graham to see if she could identify a group of professionals with water expertise to comment on the water strategy. We asked:

- Are the assumptions in the water strategy reasonable?
- Are the results and recommendations in the plan reasonable?
- Do the proposed solutions appropriately address the key issues?
- Are there solutions which have not yet been considered?
- Is there additional data, analysis or research needed?

The group met in mid-March and discussed these basic questions. They were encouraged to be creative and innovative in their thinking. They were asked to review some of Envision Alachua's policies and commitments such as: not using potable (drinking) water for landscape irrigation; not allowing private wells and septic tanks; and using reclaimed water only for the following, in order: environment first, then industry, then agriculture. They agreed these were significant policies and commitments. They also wanted Plum Creek to be more aggressive in some areas. One example that Steve shared was in the area of wastewater management. The panel suggested Plum Creek look more into waste separation. Currently, a tremendous amount of water is used to manage a very small percentage of waste (urine). While the technology is not there yet, it is possible there will be viable solutions within the 50-year timeframe of our plan. It was also suggested that we take care when building roads, so as to release as little as possible of the phosphate in our local soils.

Currently, the panel members are reviewing our draft summary of their recommendations for accuracy and completeness. Once finalized, our intention is to take their recommendations and incorporate them into our strategy.

Charles Lee commented that he is happy to hear about the priorities for reclaimed water. In most parts of the state, the availability of reclaimed water allows areas to continue to overwater landscaping and lawns. He believes reclaimed water is a resource that is too valuable to be used for lawns. He is looking forward to seeing landscapes that don't require watering once they are established.

Vivian Filer noted that one of the comments she has heard out in the community is that we are planning to put 7,000 houses in an area that is very wet. The response to that comment is – No! Daniel noted that Tim Jackson will be talking about this in the next section, and he can provide more information on how to respond to that kind of comment.

VI. Review of the Long Term Master Plan Key Policies and Concepts

Daniel introduced Tim Jackson, Director, Real Estate, Plum Creek. Daniel and Tim reviewed some key points and refreshed people's understanding of the project.

Plum Creek has holdings in 19 states which total 6.8 Million acres. Daniel briefly described a substantial project in Maine where 97% of the land was put in conservation. He showed a map of Plum Creek's current holdings in Alachua County, including lands that are already in conservation.

He then showed a map showing the community assets that are within 5, 10, and 15 miles of East Gainesville. Plum Creek's lands included in the LTMP are even closer to these opportunities, and the plan provides a very compact pattern of development.

Daniel noted that Plum Creek has gotten questions as to why they are the only ones in Alachua County to do a Sector Plan. He explained that no one else (either a single owner or group of owners) has come forward with the 15,000 acres necessary to be eligible to prepare an application. He also reminded people this is not a new process. Several Sector Plans have been completed throughout the state, and there are several plans pending in communities that see the value of large scale regional planning.

He reviewed the four key points addressed by this planning process. The Envision Alachua Sector Plan:

- Proposes land development that creates economic opportunities for the innovation economy
- Creates large Jobs Centers

- Establishes large scale regional conservation
- Removes existing 5 acre lots

He reviewed diagrams that show the proposed pattern of development. He also explained some of the policies in the LTMP that would shape where conservation and development occur. He noted that plan is very job-oriented, allowing one housing unit for every three jobs and relying on the surrounding neighborhoods to supply some of the housing that is already there so as to support and revitalize these areas. Tim pointed out that one policy "...ensures that a majority of housing is within a half-mile radius of non-retail employment uses." This is a very important community design consideration.

Daniel noted that we had received questions about whether the proposed numbers of jobs are achievable. To answer this, Daniel presented some key points from a research study prepared by Dr. David Denslow, as follows:

- UF seeks a new engine of economic growth to stay at the forefront of the knowledge economy.
 - 80%—90% of Alachua County's economic activity depends on UF
 - UF now experiences less growth in enrollment, and more competition for increasingly limited public support
 - UF must seek new and innovative funding sources to support its efforts to become a top 10 public research university
- A collaboration of UF, the State of Florida, local residents, local business owners, local governments, Plum Creek and other local land owners is required to expand the economic base.
- UF can augment limited revenue growth from traditional sources by collaborating with business partners, especially within local labor market.
- The entire State of Florida would benefit from growth in Alachua County.
- Alachua County residents stand to gain by:
 - Improving employment opportunities, especially for East County; and
 - Increasing the value of taxable land.
- Increasing base employment in Alachua County by 30,000 above trend over 50 years is a reasonable goal, under the circumstances assumed, with larger increases quite possible.
 - County residents can plan to meet the county's economic needs rather than just continuing past practices.
 - Mild winters, relatively high educational attainment, and the presence of UF place Alachua County in a strong position for above trend growth (with appropriate local and state-wide investment and collaboration).

Dr. Denslow's research confirmed that the jobs numbers in the plan are viable and achievable.

Charles Lee commented that when you look at the areas that are actually marked on the map as Employment Oriented Mixed Use (EOMU—shown in purple), 30% will not be developed. This is really important, and it's a high number. Tim Jackson responded that the County Comp Plan requires only 20%. We are exceeding their requirement substantially.

Daniel reviewed a map showing the extent and location of habitat linkages that Envision Alachua would provide. These support and ultimately connect to larger regional and statewide linkages. He wanted to make sure Task Force members know that the Ocala to Osceola (O2O) Greenway is to the east of Alachua County. There is some misinformation out in the community that the Greenway passes through Plum Creek lands in Alachua County; it does not. It does, however pass through Plum Creek lands in neighboring Putnam, Baker, Union and Colombia Counties. The lands connect to the larger statewide regional landscape connections. On another related item, Daniel clarified that lands identified as bear habitat are located outside the project area, to the east in Putnam County. The primary and secondary habitat for bear is all located east of Highway 301.

The conservation land use designations in Envision Alachua accomplish the following:

- Establish conservation easements
- Remove the right of one home per 5 acres
- Remove the right to intense agriculture
- Require management plans

Tim Jackson provided a review of the Growth Management Strategy in the Sector Plan as it compares to the County Comp Plan. The Growth Management Strategy in the Comp Plan shows how each community will grow outward. This is how the County will accommodate new growth and development. When you overlay the conservation lands with the designations in the County Comp Plan, you show how the growth near Hawthorne is accommodated. Plum Creek also believes that this is not enough to accommodate what is needed, and that growth should occur along Highway 20 in a manner that connects East Gainesville and Hawthorne.

He explained that the Envision Alachua strategy:

- Permanently protects lands from development
- Permanently protects the edges of development
- Matches use or buffers adjacent lands
- Maximizes existing infrastructure, with no extensions of utilities outside EOMU
- Requires walkable patterns of development within EOMU

Plum Creek's lands designated for permanent conservation start to create some boundaries. The rural clusters have one home per five acres. This plan helps maintain the edge of these areas with conservation lands. The plan policies also call for these edges either having a buffer or the same adjoining land use. The plan also specifies a land use pattern that makes the area walkable, by requiring the majority of the jobs to be located at the south end of the area, along Highway 20, so that we can meet our policy that jobs are within a half-mile walk of future transit access for transit connections to Hawthorne or East Gainesville. The difference between this and the current Comp Plan is that this plan is about creating job centers while putting significant lands in conservation. These two things together accommodate a future that's consistent with the future envisioned by the County, but that recognizes and takes advantage of this opportunity to fulfill the needs of the community.

Tim went on to briefly review the water conservation policies in the Sector Plan application. Plum Creek is developing a new water ethic standard based on the following principles:

- Conservation First
- Right Water for the Right Use
- Efficiency of Use
- Source Protection and Restoration
- Performance Monitoring over 50 Years

The Water Management Concept in the plan calls for conserving, harvesting and offsetting usage. Storage must be provided, including stormwater ponds that can manage treated wastewater. Tim also emphasized that reclaimed water would first be used for natural systems, industry, agriculture, and targeted irrigation (short-term) to help get new Florida-friendly landscaping established. He highlighted a few of the water policies for the group, including the following:

- The use of large water storage facilities for water harvesting and capture shall be encouraged.
- All Agriculture and Silviculture (forestry) activities shall follow the most recent applicable best management practices.
- Priority use of reclaimed water shall be given to environmental restoration projects, industrial users and agricultural users.
- State-of-the-art system components (e.g., water recycling) shall be incorporated where appropriate and feasible.
- Residential lots shall not be irrigated with potable water except for a limited period during the initial establishment of landscaping.
- The use of Florida-Friendly plant species shall be required for landscaping within the EA-EOMU, with a preference for native species.

Tim reviewed a slide that showed typical water usage by residential properties in Gainesville, and how removing irrigation from the equation

greatly reduces water use. He also explained how one of the concepts is to identify projects to improve existing water quality issues. For instance, on some of the land that is already in conservation next to Lochloosa Creek, water can be diverted out of the creek, treated to remove phosphorus and nitrogen, and then be returned to Lochloosa Lake in a much cleaner state.

Tim reviewed a slide showing the locations of the first two DSAPs and concepts for how they may be developed. These are the areas for which rezoning applications will be made as soon as the Comprehensive Plan amendment has been approved. One of the policies addresses how this development will be carried out with the kind of low-impact solutions Tim has been describing. This is an opportunity for Plum Creek to show leadership in establishing a new water ethic, and to demonstrate how it's possible to use least 50% less water and still have a fruitful and enjoyable lifestyle. He pointed out that if we can accomplish this, and the practices rub off on both those new to the area and those already here, we can use less water while still accommodating all of these new jobs and new residents.

It's important to remember that the plan is going through this approval process. None of the development can occur until the land is rezoned. This is the reality of how the Sector Plan legislation works. Then we can go forward and make large-scale conservation a reality.

Charles Lee commented that he thinks that the promise of the tradeoff between entitlements and conservation is wonderful. He noted that what we have to assure, against the backdrop of unhappy experiences that have occurred with some other Sector Plans, there are important particulars that need to be attended to with regard to the conservation easements. One is the necessity of an absolute, precise schedule for those conservation easements to take effect. Also, a piece of advice that his organization has been giving is that the local government should not be the only grantee that holds the easement—that makes it very easy to unwind the easement at some point in the future by going to the County Commission getting four votes. Instead, there should be multiple grantees, including a non-profit such as the Nature Conservancy or the Land Trust who will not easily unwind that easement.

He went on to point out that in addition to the actual conservation easement language, there be a conservation management plan that affects all of those plans and to move the practices on that land in the direction of the kind of forestry that supports wildlife habitat. Tim responded regarding the point about the conservation easements going to two parties to say that the language in the application has been modified so that two parties are required. He also noted that Plum Creek has met with County staff and is working to modify the application language to address all of these points.

Vicki McGrath asked about where the existing housing stock fits into the plan. She had several questions: How do we get great conservation results with

the existing housing stock? How do we bring in or retrofit the current housing stock to achieve this? Tim responded that we intend to do this by showing leadership and demonstrating that it is possible. Then it takes all of us to share that success with others in the community. Personal responsibility is also required. Much can be achieved through education instead of regulation.

Daniel compared the changing attitude regarding water usage to that which occurred when opinions started changing about smoking—especially indoors. There has been a similar cultural attitude shift around water usage and people are starting to think more about how we use water.

Kevin Thorpe commented that he would like to know more about how the plan will impact current wetlands and how this would be mitigated. Tim responded that we have 60,000 acres in the Sector Plan, and there are 23,000 acres already in conservation. Thirty percent of these are wetlands. The lands that are identified to be zoned as EOMU are about 17.5% wetlands. He highlighted the fact that DSAP Area A is about 23% wetlands, which is about average for the area. Plum Creek will mitigate consistent with state and federal permitting requirements, and will be allowed to impact some wetlands in exchange for mitigating other acreage.

He continued that there are better solutions than surrounding every wetland. Tim cited an example wherein Disney bought a ranch and turned it into a 17,000 acre preserve as mitigation for 400 acres that were impacted. Charles Lee added that the practice is that if you impact one acre, you restore and enhance several acres of land in exchange. Wetlands quality is also an issue. Some wetlands are marginal in terms of habitat quality and others are high-value. You have to refer to the acre-by-acre analysis to determine the quality of wetlands impacted. He described how a pocket of wetlands that is preserved in the middle of development usually doesn't flourish. Large management units are usually more successful. Charles said a typical ratio—as in the Disney example—is 10-1, but that we shouldn't expect a one-size-fits-all type scenario.

There were questions about mitigation and how it works. Tim explained that when you have to fill a wetland, you mitigate by going to an alternate location and make improvements that will enhance the natural systems. Charles Lee explained that all of Plum Creek's land was impacted before Plum Creek even owned it. To mitigate, we improve natural systems and bring the wetlands back by plugging ditches or other activities that bring the water table back. Tim suggested that, based on the number of questions and comments on this topic, Plum Creek may want to put together a fact sheet on this issue.

IV. Analysis of Resource Consumption for Alternative Development Scenarios

Daniel noted to the group that, since there was limited time left available for comments from the Task Force, he would be deferring Pierce Jones' presentation to a future meeting.

V. Task Force Discussion: Community Interactions and Information Needs

Daniel used the remainder of the meeting time to solicit comments from each of the Task Force members. He requested comments on any of the three suggested topics as follows:

- A. Your ideas for improving the plan
- B. Key issues and questions you are hearing out in the broader community
- C. Information materials or other tools that are needed

Vivian Filer was first to comment. She shared that she was asked if she thought white people will move to this area. She responded that yes, she thought they would, and that both black and white people already live in East County. This plan is not just for black people.

Brad Pollitt commented that any efforts we can make to simplify this complicated process will be helpful.

Gladys Wright encouraged the group to keep the communication alive and keep it positive and accurate. We need to take steps to correct misinformation quickly.

Vicki McGrath commented that she had nothing to add at this time.

Bill Strassberger referenced a comment made by Lindsay Krieg at an earlier meeting, where she expressed that her friends and other young professionals her age were moving away since there were no opportunities to keep them here. Our materials should emphasize that we are working to address this.

Dug Jones agreed with Gladys Wright and noted that we need to address and dispel myths that are out there. He expressed appreciation for the resources being provided on the project website.

Bobbi Walton inquired about the process for changing the land use on conservation lands and if the conservation use could be changed by the County Commission. Tim Jackson responded that, if the Commission approves the plan and lands goes under conservation easement, and the commission wants to change the land use, it will require a series of actions. Plum Creek's application specifies that the conservation easements must be held jointly with at least one other party such as the Nature Conservancy, so

that if the Commission wants to change the use of these lands, it will require the agreement of the other parties holding the easements. This is designed to make it more difficult to change the use of the lands under conservation easement. That is our intent. The Commission has to agree with this approach for the easements to be managed this way.

Karen Cole-Smith expressed hope that we are having a community forum with people between the ages of 18-25 people so we can get their feedback. She also asked, what is the commitment from Plum Creek to providing an annual accountability report under each of the subject headings we have talked about? Plum Creek should be sharing information about what's going on. Will there be a commitment to reporting out? The response was that yes, Plum Creek intends to do this, and it's included in the vision document. Tim also noted the Comp Plan policy, which is for the Commission to create an ongoing task force that would do an update every year.

Pete Johnson mentioned that we have talked about sustainability for jobs, education and resources, but we haven't touched on Newnans Lake. The lake is in horrible condition, and a sewage treatment facility is needed to address this. Relying on septic tanks is not sustainable. Daniel summarized Pete's comments and suggested that we need a Newnans Lake strategy.

Dorothy Brown asked if Plum Creek had informational resources about water management that Task Force members could share with local residents. She also asked, can a water workshop be held to educate residents about water and septic issues?

Rob Brinkman commented that water conservation is critical. He noted that we shouldn't be defensive about using water to grow food. He expressed surprise regarding the astounding statements and myths that have been heard out in the community. We need concerted and continuing efforts to respond to misinformation. He appreciated that Envision Alachua responds quickly with accurate information.

Justin Williams commented that many of the lies and myths are intentional and are a diversionary tactic to mislead people about what this plan does. He believes this is the best plan that exists and the best plan for our future. He encouraged Task Force members to challenge the people who are spreading misinformation.

He emphasized that he wants to see the conservation areas strongly protected. As a member of the Hunt Club, he wants to continue to be able to enjoy these lands as he has for 43 years.

He also reminded Task Force members that the Commission works for the residents. He encouraged the members to contact the County Commissioners and let them know their priorities. We need to help people understand this

plan is NOT about zero development versus development on the properties. It's about participating in directing how future growth will occur.

Lindsay Krieg expressed that this is a complicated plan and process and she encouraged efforts to better engage the 18-25 year old group. She asked for short talking points so that questions can be answered in short sound bites—140 characters would be helpful.

Charles Lee commented on some of the myths, for instance the myth that the Comp Plan achieves long-term conservation and ecosystem protection. The Comp Plan is only as strong as the Commission that agrees to use it. He cited an example from Osceola, which had a really good Comp plan. The Commission has decided that the plan doesn't need to address making conservation requirements anymore, and they will rely on state and federal requirements instead. He reminded the group that even if the current set of elected officials is conservation-minded, the track record for keeping this emphasis in place for a decade or more is not good.

Kevin Thorpe commented that his questions had already been answered.

Eric Godet echoed many of the comments that had been expressed. He encouraged the group to return to the goals and messaging for the community. We have to be very strategic and precise. He complimented Rose Fagler on a recent presentation to the Rotary Club, and encouraged that we continue to work to get the plan's messages out to the broader community.

Helen Warren commented that the focus of what Plum Creek has provided has stimulated the conversation about the community and how it will grow. The questions she hears the most are about jobs and concern with making sure we attract jobs for the people who are already here. She noted that we want to allow growth to happen here, but we need to pay attention to the unintended consequences. She also expressed that she likes that the process has a 5-year and ongoing evaluation process.

Steve Seibert noted the importance of articulating a positive future. Most visions are mush—our presentation tonight showed how the vision is expressed in reality. He referenced the activities reported by Adrian Taylor and Karen Cole-Smith. These are happening now—usually it takes 5-10 years for this level of activity to occur.

Adrian Taylor commented that we keep continuing to have to defend what's in the plan, and instead we should focus on why this plan is important. It's about people—not just living in a beautiful place, but also having a job that pays well enough that you can enjoy where you live. Many residents are working 2-3 jobs to make ends meet and have no chance to enjoy our area's quality of life. Despite all that work, they are still living in poverty. Without Envision Alachua, we don't have the uplift for local people to be able to get good paying jobs. This plan allows us to demonstrate that you can have a

good paying job in an area where there is conservation and high quality of life.

Vivian Filer commented that we are talking about the disenfranchised people in the county. We want everyone to have a high quality of life. We are trying to level the bar for everyone.

Rose Fagler shared that Plum Creek has created a number of materials that we hope are helpful. She told the Task Force that if they are getting questions that they would like some assistance responding to, please contact her and she'll help them provide an accurate response. She said that Plum Creek will gladly meet with any groups, so please contact her if you or a group you are involved with would like a presentation.

VI. Summary and Next Steps

Todd thanked everyone for staying late. He closed by sharing his thoughts and concerns regarding the process. Todd said that what keeps him up at night is not the approval process or what's in the newspaper. It's the personal pressure he feels to make this happen. He takes personal responsibility for Envision Alachua and he knows this plan will impact many people in our community. He reflected that we started the process three years ago and many things are already happening as a result. He expressed hope that the group will continue on this journey.

A meeting wallgraphic, attendance roster of Task Force members and a comment card submitted by a member of the public are attached at the end of this document.

ENVISION ALACHUA

WILL LIVE/WORK IN A BEAUTIFUL PLACE

MOVING FORWARD

FOR ECON DEV

- ▶ TRANSLATE JOB TYPES INTO EDUC. LEVELS
- ▶ TRAIN @ SANTA FE COLLEGE
 - ↳ ESTABLISH A CENTER IN EAST COUNTY
 - ↳ MAKE PROGRAMS, COURSES AVAILABLE @ SCHOOLS, CHURCHES, ETC.

FOR EDUCATION:

- ▶ INCLUDE PUTNAM COUNTY
 - MAY 10: ZUCCHINI FESTIVAL WINDER
 - MAY 12: SMALL BIZ WKSHP.
- JUNE 18: ED SUMMIT
- ▶ HOW CAN WE PULL IN YOUNG PEOPLE "ON-THE-STREET" ?
 - ↳ RE-FOCUS PROGRAM

CONSERVATION IMPACT

FOR ENVIRONMENT

- ▶ THE WATER PANEL
 - WATER RE-USE PRIORITIES
- ▶ EASEMENTS/ EUTRIEMENTS MUST BE ON A SCHEDULE IN PERPETUITY.
 - ↳ MULTIPLE GRANTEES
 - ↳ NEED CERTIFICATIONS
 - ↳ INCLUDE REQUIRE CONSERVATION PLAN
- ▶ HOW CAN WE APPLY POLICIES TO EXISTING PATTERNS OF IMPACT
 - ↳ HOW DO WE TREAT WETLANDS?
 - ↳ EXAMPLES:
 - DISSEMINATE WETLAND QUALITY RATIO

- ▶ CONVEY A POSITIVE VISION... MAKE IT REAL
- ▶ ADDRESS MYTHS
- ▶ AN INCLUSIVE COM
- ▶ K. IT SIMPLE
- ▶ ACCURATE INFO
 - ▶ KEEP OUR YOUNG PEOPLE
 - ▶ PROCESS F/ APPROVAL OF CONG. AGENS
 - ▶ CON. FORUM: 18-35
 - ▶ REGULAR PROGRESS REPORT
 - ▶ ALL ASPECTS OF SUSTAINABILITY
 - ↳ ADDRESS NODONAL'S LAKE
 - ▶ SHARE WATER NET IDEAS/ CONSERVATION
 - ▶ CONTINUOUS SOCIAL MEDIA
 - ▶ IDENTIFY KEY MESSAGES
 - TRAILING POINTS
 - ▶ DON'T OUT: COMP. PLAN BY ITSELF DOES NOT GUARANTEE FUTURE OF CON. BRING THE ENTIRE COUNTY INTO THE CONVERS.

Envision Alachua Phase III
Task Force
Meeting #1 – April 17, 2014

Appendix A: Roster of Task Force Members

*** denotes in attendance at April 17, 2014 meeting**

Jane Adams

Vice President, University Relations
The University of Florida

Dr. Dale Brill*

Founder
Thinkspot, Inc.

Rob Brinkman*

Vice Chair of Citizens Advisory Committee to
MTPO, Former Chair of Suwannee St. Johns
Sierra Club

Dorothy M. Brown*

Windsor Resident

Robert Castellucci

President, CEO
RoomSync

Dr. Karen Cole-Smith*

Executive Director
Community Outreach and East Gainesville
Instruction
Santa Fe College

Tom Coward

Retired Alachua County Commissioner &
Retired Lincoln High School Teacher

Ed Dix

Realtor, Developer
Edix Investments, Inc.

Mike Dykes

Officer, Cracker Boys Hunt Club
Senior Project Manager, CH2MHILL

Vivian Filer*

Chair, Cotton Club Museum & Cultural Center
Retired, Santa Fe College & Shands Healthcare

Tim Giuliani

CEO
Gainesville Area Chamber of Commerce &
Council for Economic Outreach

Eric Godet*

President & CEO
Godet Industries

Dr. Richard Hilsenbeck

Director Conservation Projects
The Nature Conservancy

Pete Johnson*

Former Board Member
Gainesville Regional Airport Authority

Dug Jones*

Associate Vice President of Economic
Development
Santa Fe College

Nona Jones*

Community Relations Director
GRU

Lindsay Krieg*

Bariatrics Educator
Center for Obesity Surgery & Treatment

Charles Lee*

Director of Advocacy
Audubon Florida

Vicki McGrath*

Alachua County Public Schools
Director, Community Planning

Dr. Jack Payne

Senior Vice President
Institute of Food & Agricultural Sciences (IFAS)
University of Florida

Brad Pollitt*

Vice President of Facilities
Shands Healthcare

Ed Regan

Energy and Utilities Consultant
Retired, Assistant General Manager, Strategic
Planning, GRU

Steven Seibert, J.D.*
triSect Innovates

Bill Strassberger*
District Engineer
Clay Electric

Adrian Taylor*
Pastor
Springhill Missionary Baptist Church

Kevin Thorpe*
Senior Pastor
Faith Missionary Baptist

Bobbi Walton*
President Community Service for Windsor,
Retired, CH2MHILL and Environmental
Science & Engineering

Helen Warren*
Agent, Prudential Trend Realty
Audubon Florida, Alachua County Chapter

Justin Williams*
Officer, Public Relations, Cracker Boys Hunt
Club
Information Technologies, Clay Electric

Dr. Gladys Wright*
Retired Principal
Alachua County School Board

Ex Officio Members

Scott Koons*
Executive Director
NCF Regional Planning Council

Participating Task Force Members Representing Plum Creek

Todd Powell*
Senior Director Real Estate
Plum Creek

Rose Fagler*
Manager Community Relations
Plum Creek

Plum Creek Resource Liaisons to the Task Force

Kelly Robinson
Senior Resource Manager

John Sabine
Resource Supervisor

MIG, Inc.

Daniel Iacofano*
Principal & Lead Facilitator
MIG, Inc.

Joan Chaplick*
Principal
MIG, Inc.

Appendix B: Public Comment Cards



Task Force Meeting Public Comment Card

Please write your comments regarding the *Envision Alachua* planning process below:

List Community Know where they can go to receive guidance ~~letter~~ for jobs that will be created thru this project. If a person is in Santa Fe now - how do they get into the ~~project~~ ~~the~~ right program at school to be ready for these upcoming jobs. They need to get into the pipeline.

Name (optional): Bobbi Watson
Please print Bobbi J. Watson

Please turn in this card to a project team member at the end of the meeting.

Thank you for participating in the *Envision Alachua* planning process!

www.envisionalachua.com

over

Must make sure that a change to the Conservation lands will almost take an "act of congress" -- More than Commission and 1 other agency - I understood it would take the approval of several agencies plus the Ct. Commission. I want to be assured that "Cracker Bay" do not lose their hunting ~~protection~~ in this space among other things.



Task Force Meeting Public Comment Card

Please write your comments regarding the *Envision Alachua* planning process below:

Water conservation, reuse and disposal will clearly be important. A reduction in normal potable water use (without irrigation) of 35-40% can be achieved by using reclaimed water for toilet flushing. However this is only feasible if new developments have separate flushing water systems installed during construction.

Name (optional): Paul Jarrett
Please print Reclaim Solutions Inc.

Please turn in this card to a project team member at the end of the meeting.

Thank you for participating in the *Envision Alachua* planning process!

Great meeting!
www.envisionalachua.com



Task Force Meeting Public Comment Card

Please write your comments regarding the *Envision Alachua* planning process below:

A suggestion to make messaging more succinct; create an acronym of major points.

Name (optional): Charles A. Bowler
Please print

Please turn in this card to a project team member at the end of the meeting.

Thank you for participating in the *Envision Alachua* planning process!

www.envisionalachua.com



Task Force Meeting Public Comment Card

Please write your comments regarding the *Envision Alachua* planning process below:

I have not heard how the archaeological & historic sites will be preserved.

Name (optional): *Melanie Rara*
Please print

Please turn in this card to a project team member at the end of the meeting.

Thank you for participating in the *Envision Alachua* planning process!

www.envisionalachua.com