



Mission

We engage our community stakeholders as equal voices in dialogue, consensus and action...resulting in leadership development and community improvement in Seminole County

COMMUNITY LEADERS SURVEY RESULTS

Issues, Challenges, and Opportunities

in

Seminole County

January 29, 2010

Vision Conference IV Planning Committee

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Part I

General Questions

Part I: General Questions

1. For many people, businesses, and industries these have been challenging times; how Good & Easy –or– Difficult & Challenging has it been in your business/industry?

Difficult/Challenging-----Good/Easy

	1	2	3	4	5	6	7	8	9	10
Overall %	14.0	24.1	13.9	18.6	15.9	8.1	3.1	1.2	1.2	0.0
Business	23.8	14.3	23.8	0	9.5	9.5	9.5	4.8	4.8	0
Econ Develop	16.7	16.7	33.3	16.7	16.7	0	0	0	0	0
Environment	12.5	0	12.5	37.5	25.0	12.5	0	0	0	0
Education	22.2	66.7	0	0	0	11.1	0	0	0	0
Government	0	26.7	20.0	33.3	6.7	13.3	0	0	0	0
Healthcare	14.3	0	28.6	14.3	14.3	14.3	14.3	0	0	0
Human Svs	13.3	13.3	6.7	0	26.7	20.0	6.7	6.7	6.7	0
Lifestyle	28.6	42.9	14.3	14.3	0	0	0	0	0	0
Public Safety	9.1	27.3	0	36.4	27.3	0	0	0	0	0
Transportation	0	33.3	0	33.3	33.3	0	0	0	0	0
	140.0	241.2	139.2	185.8	159.5	80.7	30.5	11.5	11.5	0

Very Difficult/Challenging (Rating of 1 – 3)

Overall 52.0%

Education	88.9%
Lifestyle	85.8%
Economic Dev	66.7%
Business	61.9%
Government	46.7%
Healthcare	42.9%
Public Safety	36.4%
Transportation	33.3%
Human Services	33.3%
Environment	25.0%

2. Seminole County has always prided itself on being innovative and “ahead of the curve.” What should community leaders in Seminole County do now that could help the community bounce back from these difficult times?

Perspectives of BUSINESS leaders

- a) It is very important to promote the growth of small businesses. Creating incentives will promote job generation and it will go back to the community.
- b) Encourage small business development by reducing costs for businesses to provide employment
- c) More economic development and change zoning to accommodate for the possibility of Hometown Democracy
- d) Unified County Commission - stop the infighting and work together.
- e) Invest in infrastructure.
- f) I am sure there are other deserving factions within the community, however I will speak as a medical device manufacturer. Orlando has invested heavily into the Medical City complex out by UCF, e.g., Burnham, Med. School, etc. Seminole County is poised to become an excellent incubator for medical device and technology companies sure to come from Burnham's research. Quality is the common denominator found in all highly successful medical device companies. Surprisingly, there is no Quality-specific training/education providers in the area targeting FDA compliance, Medical Device Design, Verification and Validation techniques, etc. If the community is interested in bringing in and retaining medical device & technology companies, I think we would be well served with investing in mission critical infrastructure supporting the fundamentals of FDA compliance and Good Manufacturing Practices (GMP).
- g) Encourage the development of businesses which generate revenue form outside the Central Florida region.
- h) Create incentives to bring both white and blue collar jobs in. Everyone loves the high wage jobs but there is a large blue collar workforce who want to work and can't find jobs they are qualified for.
- i) Focus on assisting the business community. Examples: direct counseling programs to help the business community (mostly small and medium businesses) manage crisis and survive it. There are businesses that are still ongoing, but will undoubtedly collapse without this support. The support needs to be tangible and offered by experienced practitioners who have had experience with business from operational and financial perspective. Seminars will not be sufficient to meet this critical need. An example of a productive program can be the Florida Bar's FLASH (Florida Attorneys Saving Homes) program, that was developed to recruit volunteer attorneys to assist foreclosure victims. A similar

program can be devised to offer businesses specialized assistance to save their businesses.

- j) Would together to support each other. Urge businesses to utilize Seminole County business partners first - we must take care of each other. We cannot depend on others to do so.
- k) Target key facets of the community that increase our attractiveness to business. For example: -education - keep it strong and support our quality education
- l) Seminole State College and Business partnerships -
- m) Promote high speed rail - focus on infrastructure to make it efficient and useful
- n) Connect community agencies to keep families independent and in tact (homelessness is increasing and we need to help families)
- o) Figure out how to put a floor under housing and get the excess inventory of unsold homes off the market.
- p) I don't think the Country can have a miracle answer. Be prudent , be positive and be progressive.
- q) Engage businesses...get them talking to each other.
- r) Make sure that the county is proactive in letting businesses know that it is "pro-small business" and develop programs now to incentivize business to start or move here as the economy mends & grows. These programs/incentives should be shouted from the mountain tops
- s) Business incentives for new businesses and business who move AND grow - real jobs, not just rhetoric
- t) Stay positive, don't spend more than you receive, continue to be aggressive in attracting new businesses, don't raises any taxes
- u) Vote to fully fund our schools. It has a positive impact on property values and funding their capital improvements creates jobs in our community. Keep the sales tax at 7% AND do anything else you can do to support our school system. Previous leaders did this and we reap the rewards of their vision. Let's do the same for future generations.
- v) Focus on what makes the county strong. This includes education. Also, work on relationships with Lake Nona Medical City. Improve transportation with the 429 and Sunrail.

Perspectives of ECONOMIC DEVELOPMENT leaders

- a) Micro lending to small businesses small business support services lower taxes and fees

- b) Continue to provide support and funding for valuable resources such as the UCF Business Incubation Program, Chambers of Commerce, etc. Consistently and fervently support and help promote programs that foster loyalty and spending within Seminole County.
- c) Reach out to local businesses to hear what their issues are and determine if there are resources we could provide to help. Look at developing new resources if we are lacking/missing the boat.
- d) Develop some reasonable job creation strategies
- e) Given the tough economic times ensure that those areas that have contributed so significantly to our quality of life are not allowed to deteriorate. Spend more time helping existing businesses prosper and create jobs.

Perspectives of ENVIRONMENT leaders

- a) Seminole County should pause during this downturn to re-evaluate the way it intends to grow. The rapid growth of the past several years led to a host of challenges related to schools, traffic and water. We need to take steps now to ensure that when the economy rebounds those issues are addressed proactively. We also need to ensure that future growth is managed in a way that it creates significant numbers of good-paying jobs and is not simply growth for its own sake.
- b) Create "green" jobs that put people to work while also promoting the environment.
- c) Implement more bike friendly roads/routes and alternative transportation thereby greatly reducing the consumers need to drive everywhere with fuel costs continuing to rise.
- d) Resist the impulse to give developmental interests anything they want to attract them. Preserve the quality of life by keeping Seminole County the "Natural Choice."
- e) Assure that systems and standards that are in place are maintained and remain in tact, including environmental standards and public lands.
- f) We feel that the lawsuit over the St. Johns River withdrawal should be dropped. Also, use the term "gateway community" for marketing. Promote the environmental gems in Seminole County that are inexpensive such as the bike trails to local residents. On a recent Sun we rode the Seminole Wekiva Trail and at least 100 bikes were at Panera Bread in Lake Mary.

Perspectives of EDUCATION leaders

- a) Look for ways to make doing business in Seminole County easier. Examine government regulations and see how they impact doing business. Look for ways to partner creatively between agencies and businesses. Seek out businesses that are looking to relocate to decrease their costs and attempt to attract them to the County.

- b) Support education.
- c) Support local businesses and provide community events that will help struggling families.
- d) We need to identify job growth opportunities to reduce the unemployment rate.
- e) Continue focusing and building on the many positives throughout our community ... superior k-20 educational system, quality of life, and our natural beauty.
- f) Stimulate our local economy through improved marketing of the benefits of our County and also by focusing on infrastructure improvements to enhance our attractiveness and increase employment.
- g) As the Seminole County Council President, I will answer this survey from that prospective. Students of course, are our main interest. Supporting innovations to help the SCPS budget concerns to keep qualified teachers in the classroom and programs that are essential are of major interest to us. Our concerns also involve a healthy family life for our students. Homeless students due to parents losing jobs also create stressful situations for these students, so jobs and affordable housing and of course health care are of major concerns. I am so sorry I do not have answers to these problems just concerns.
- h) Legislators should put politics aside and come up with permanent funding for education, health care, transportation, and support local control of how expenditures are made. What works in Dade doesn't necessarily work in Seminole!
- i) Work together to develop a job market that will bring revenues sources to Seminole County.

Perspectives of GOVERNMENT leaders

- a) Focus on maintaining jobs in their businesses.
- b) Get to our elected officials in the state legislature and tell them to quit passing bills that are drastically affecting the way local government can operate.
- c) Concentrate on economic development and continue to work together.
- d) Help to promote the continuation of the Local Option One Cents Sales Tax. Seek out businesses that could relocate to our County and encourage them to set up business in the areas in need of revitalization...where the residents "are" but the businesses "aren't". Focus on rebuilding/revitalizing existing communities, taking care of and improving upon what we already have rather than "sprawl". We need to keep people closer to home to encourage less travel, less expense of energy, less waste of time in traveling... "live, work, and play" very near home. Build a stronger community spirit amongst communities, cities, the county.
- e) Support the construction industry in any way possible expediting permitting and development process; remove impact fees that cripple the industry and potential buyers who have to fund the additional cost these fees require. This industry

along with Real Estate professional cause a trickle down effect on other large and small industries - from construction workers to companies supplying supplies. Let's help them!

- f) Increase partnerships throughout the State of Florida; other counties; private businesses; entire regions of Florida.
- g) Think of innovative ways to attract new businesses into Seminole County.
- h) Keep people employed.
- i) Make development and investment in our county easy by reducing fees, speeding up permitting processes, expediting inspections and then getting out of the way.
- j) Local governments must work together and with the local businesses.
- k) Not sure that Seminole has been or is innovative or "ahead of the curve"! If Seminole County continues to have severe budget problems, the County should step back from providing municipal services and focus on and restrict itself to the state required duties (courts, sheriff, jail, social services). Also be more cooperative with the cities and helping them become stronger and allow them to carry the municipal services, including into the unincorporated areas via annexation.

Perspectives of HEALTHCARE leaders

- a) Support business that creates jobs.
- b) Zooming health care costs have to be addressed in a meaningful manner but this will take time, in the meanwhile the numbers of uninsured continue to increase. The rise in the number of uninsured is fueling the high cost of providing quality health care. Persons are working and walking around with undetected illnesses and chronic diseases that could be prevented or controlled if they were taught how. It is a catch 22 cycle which needs to be broken. It takes a Village to contain the ever increasing cost of providing quality health care for the uninsured.

Experience has taught us at HHI, that people don't want to be sick if they can help it. They want to play an active role in their health care but we need to teach them how. Many persons try to take care of themselves at home and as best they know how, only to show up at the ER so sick they have to be admitted.

People want to be more responsible for their health but we need to teach them how, monitor them and encourage them to learn more about healthy habits, nutrition, regular exercise and disease prevention.

Health literacy is rampant in our nation as it transcends all cultures, races, ethnicity and income levels. Providing the public with Health information, that is, education regarding prevalence of diseases, who is at risk, what are the risk factors, how to prevent, control and self manage chronic diseases has to be

given greater attention by the health institutions in order to restore some sort of order, trust and confidence in our Country's health system.

- c) Insist on looking for ways to work collaboratively with non traditional partners to find solutions
- d) Capitalize on reinvestment and recovery opportunities provided by the federal government. Invest in local businesses first before bringing in outside expertise.
- e) Provide more opportunities to encourage exercise for residents of the county.
Community bike rides, 5K

Perspectives of HUMAN SERVICES leaders

- a) Focus on Economic Develop; Work on Job Creation; Ensure the safety net for social service and health care needs is intact and strengthened; Ensure there is good education about the County's needs and elicit input and keep the citizens informed
- b) Make it as easy as possible for business to do/conduct business, continue to invest in proven/effective prevention programs/organizations so that we are not always in crisis mode. Express optimism at every turn.
- c) Ease restrictions on businesses.
- d) Cut out duplication and waste. Merge like services where possible.
- e) Cut down the bureaucracy that impedes organizations and businesses from quality growth.
- f) Spend wisely...focus on Children and the future.
- g) Improve communication: Our community leaders are working hard to address the many issues facing the County, but they are not effectively reaching out to our citizens to let them know what they are doing to support the needs of the communities they serve.
- h) Some State Lobbying for small business and city government would be good.
- i) Bring in more job opportunities - Work with the region on attracting more employers
- j) Jobs! Jobs! Jobs!
- k) Affordable health Care
- l) Work together in collaboration to eliminate duplication of services
- m) Continue to review necessary costs and fund only necessary costs and resist cutting people/salaries because that has a diminishing return in the short run.

- n) Analyze the economic down turn effects on residents, assess needs and prioritize resources based on this analysis

Perspectives of LIFESTYLE (Arts, Culture, and Recreation) leaders

- a) County-wide internet, personnel and administrative support of Faith-based and other volunteer Health Clinics in the County, use administrative staff to help find and train volunteers to help staff parks/rec and library to more fully use facilities without further tax payer expense.
- b) Continue to look forward and plan for the future. Dwelling on the past and present only magnifies the challenges of today.
- c) Increase the commitment to economic development and economic gardening.
- d) Governmental purchases should be from LOCAL businesses first.
- e) With unemployment at 11% we should make every effort to utilize SC based companies, putting our own residents back to work.
- f) Continue to plan for the future and make sure to maintain the present infrastructure.

Perspectives of PUBLIC SAFETY leaders

- a) Do more cost analysis on services? Look beyond the obvious for cost saving initiatives.
- b) Continue to critically evaluate the level services it provides with an emphasis on fiscal conservatism.
- c) Focus on improving the poorest areas in the county. The county will never reach its fullest potential until this is done.
- d) Attract clean industry and commerce to fill the increasing number of vacant facilities that are deteriorating and becoming a blight on the community.
- e) Assure that we do not let the economy of today affect the decisions for tomorrow. Government is the last to recover when the rebound begins. This being the case, it sets up the potential for government to still be catching up when the community served is already moving forward. This can put the community and government at odds when needs can not be serviced quickly.
- f) Stick with the basics of what government is there for. To provide for the health, safety and welfare of the citizens.
- g) Consolidate governments and lower taxes/fees.
- h) Work together to encourage economic growth throughout Seminole County.
- i) Government absolutely MUST stop spending money on unnecessary expenditures. That includes things that make life more comfortable and improve

our quality of life here in Seminole County. Those unnecessary yet beneficial items can be added to the budget when these economic times improve. In the meantime, the cross-walks, the trails and the building upgrades can wait. The citizens of Seminole simply cannot afford increased taxes or additional fees at this time.

Perspectives of TRANSPORTATION leaders

- a) Prepare for the future. Revisit/update economic development, transportation and land use plans to be ready for the rebound.
- b) Growth will come. Our task is to be ready, and to direct it and manage it with programs designed to get the business here, and then make it attractive for them to develop and stay.

3. What are the most important quality of life issues, challenges, or opportunities within Seminole County that community leaders should address?

1)	Economic Development	53.70%
2)	Education (K-12)	52.97%
3)	Business Development	49.43%
4)	Job Creation	48.35%
5)	Transportation: Public	43.93%
6)	Growth Mgt / Land Use	40.01%
7)	Crime Prevention /Public Safety	37.85%
8)	Penny Sales Tax Renewal	36.82%
9)	Healthcare: Access & Affordability	34.53%
10)	Affordable Housing	25.93%
11)	Human Services: Basic Needs	24.43%
12)	Transportation: Traffic	21.65%
13)	Consolidated Government Services	21.36%
14)	Environment: Air/Water	18.70%
15)	Education (Post Secondary)	15.10%
16)	Human Services: Youth Activities	13.22%
17)	Human Services: Mental Health & Substance	12.83%
18)	Environment: Open Spaces	12.51%
19)	Human Services: Seniors	11.83%
20)	*Other	9.54%
21)	Job Training	4.64%

*Other:

- Increase recycling regulations both residentially and commercially
- Child abuse and violence including youth
- See Question #2, Quality Training (specifically medical and manufacturing)
- Tourism to the County
- Nutrition/ healthy diet education
- Ditching Amendment 1
- Restructuring government to live within its revenue stream (without raising taxes)
- Re-generation of existing buildings for business development
- Leisure services that provide healthy lifestyles and positive economic impact

4. Name and describe ONE specific undertaking that would MOST contribute to improving the quality of life in Seminole County at this time. When developing your recommendation please be guided by the following qualifier...What is something community leaders can help accomplish AND what is "doable" at this time. Please be as specific as possible (within the allocated space).

BUSINESS

- a) Better communication of what is going on in the community and how citizens can get more involved
- b) It is important to be optimistic. We are in business because we believe in what we do, and we think that being optimistic will create a better work environment and therefore a better place to live.
- c) Reduce the cost to do business at every level. Remove the barriers to entry for small business.
- d) Provide tax incentives for small business job creation
- e) Cannot answer at this time
- f) Central Florida's Only "Quality Institute" for medical device companies, manufacturers, and those businesses seeking to exceed customer expectations.
- g) Support development around Sunrail
- h) Bring in more blue collar jobs by attracting manufacturing and processing jobs to the area so that there are lower income jobs available.
- i) Business Development - An immediate need is to ensure businesses do not close down and lay off people. Helping businesses stay afloat productively will ensure people stay employed and the economy stabilizes. Case on point - Oviedo Mall and stores closing.
- j) The County cannot allow itself to fall into a depressed state. We need to continue to have an aggressive economic development program to seek new business and increased growth of current businesses. We cannot afford to have the attitude that the economy is bad, so we must do nothing at this time, we must continue to work hard for the time when things will improve, and they will.
- k) Lobby governmental leaders with clear agenda supported by all community leaders
- l) Create "roadmap" of small activities that are coordinated for completion of a singular purpose agreed upon by community leaders. Set priorities for "roadmaps" (No more than 4). For example: Utilize the upcoming session to determine clear agenda for governmental leaders: ex. sales tax issue - there are numerous things that need to be done to establish a "grass roots" initiative and many communication forums need to be established and implemented

- m) Push the teachers' union to accept the merit pay proposal that includes funding from Washington.
- n) A real "continuous" trail throughout the county that interacts with passive people spaces like Panera's at Oakmonte Plaza in Lake Mary.
- o) Incentive programs for small/mid-size business. the right incentives will add more businesses, jobs and increase revenues for the county
- p) Attracting new business through a task force of not just government but business leaders to develop a plan for job growth and creation
- q) Renew the 1% sales tax. Stop rolling back taxes and fund community programs. The few dollars that citizens get from tax holds or reductions are far less valuable to the individual than the cumulative effect of the cut back. Please don't continue to pander to campaign slogans. Also, government in the sunshine should apply to all local government and ALL lobbyists. The citizens deserve to have their local officials held accountable and they deserve to know who is driving local decisions.
- r) Communicate with each other to develop a strategic plan that the County and Cities will follow.
- s) An entity that resolve small claims with out having to spend more money that what you are going to

ECONOMIC DEVELOPMENT

- a) Attract business development and jobs
- b) Create/Implement an economic development plan with short-, mid-, and long-term action items that would result in a vibrant economic environment for local businesses and consumers.
- c) The issue most people complain about is traffic congestion, particularly with regard to I-4. SunRail will hopefully help get more folks off the road. Anything that can be done to accelerate that process ought to be welcomed and a step in the right direction.
- d) Encourage leaders to spend a much greater percentage of economic development dollars on Business Retention and Expansion
- e) Support the renewal of the penny sales tax to support K-12.

ENVIRONMENT

- a) Growth management needs to become a much bigger priority. Without strong, thoughtful, long-term plans, our economy, our environment, our schools and our communities will all suffer further decline.

- b) Any new developments should satisfy more stringent criteria regarding their environmental impact and resource usage. Focus on re-developing or better using existing developments.
- c) Increase alternative transportation options. By reducing dependence on personal vehicles, air quality improves, traffic issues can be easily resolved, and a greater incidence of exercise will occur thereby improving health...all of which improve quality of life.
- d) Renew the penny tax rather than cut services.
- e) Reduce poverty in the County. Ensure good housing, education, and job opportunities.
- f) Manage growth along transportation corridors which will fight sprawl, and encourage infilling and economic development along those corridors, thereby preserving open spaces and the environment.
- g) Promote on-line and print the natural areas of Seminole County

EDUCATION

- a) Continue to create an environment with support services that is family friendly. Seminole County has always prided itself on its "natural" appeal, greenspace, and family environment. In these tough times when families are struggling, more community events that are free and meaningful would be helpful as people seek to keep their families together and motivated to achieve their best. Expand the library services, expand the parks services, expand the events open to the community. We should be trying to build MORE of a sense of community as a safe haven for the residents.
- b) Growth management to control traffic issues.
- c) Family community events that will help struggling families get services and needed job skills.
- d) Finding ways to stimulate job growth either through state/federal grant resources our local initiatives.
- e) Get a significant company to seed the Innovation Way initiative and locate here in Seminole County.
- f) If the community leaders could help with job creation, it would go a long way to help our homeless student's parents find jobs and get them on their feet again.
- g) Passage of penny sales tax renewal with cities, county and schools participating.
- h) Support for small businesses

GOVERNMENT

- a) Quality of life is good in Seminole County. during this time - we should focus on "maintaining" what we have - but public & private.

- b) Some areas of government operation could be consolidated (fire, building dept.).
- c) We must keep our school system fully funded which should enable them to continue with their excellent quality.
- d) Unify to keep out and stop all efforts to expand any type of gambling in Seminole County and surrounding areas.
- e) County and city elected officials and staff should continue expanding on providing cost saving coordinated efforts for their constituents. And they should work diligently through a fortified front with the legislative delegation to insure they will not support implementation of more unfunded mandates that have broken the backs of local government. Run government lean but work to provide the citizens with the basic necessities - otherwise this county will not continue to be the quality location it is today. Communicate more with the citizens.
- f) Promote our area to the rest of the US and other countries.
- g) Support the renewal of the Penny Sales Tax!
- h) Identify and support various "out of the box" funding ideas/sources to pay for government services without additional taxation.
- i) Unify their approach to business development investment and attracting high paying industries to locate in Eastern Seminole County to generate jobs which generate and keep dollars within the county.
- j) Economic Development. The local governments must work to attract high wage businesses to our county.
- k) Reduce duplication of services.
- l) Reduce duplication of services.

HEALTHCARE

- a) Jobs, Jobs, Jobs. support Economic Development and businesses that create jobs.
- b) Figure out what is the force driving the high cost of health care and then try to address that force in a humane and reasoned manner

There are various approaches to help address health disparities. We have various models for Patient Navigation programs in Seminole County, of which, Hispanic Health Initiatives, Inc. is one probably one of the oldest. HHI projects are cost effective approaches to providing quality health care. Our services are Free and provided to everyone. We have been doing this work in Seminole County for over 9 years with the help of community volunteers which we train, and medical experts who volunteer too. Find out what these kinds of programs entail and how they can be replicated to help address health disparities issues in our communities

Fund these services so that they can help Seminole County provide quality affordable health care for its residents.

- c) Using currently existing information (and more as needed) identify elements of and then create an action plan for creating Healthy Seminole--and use of "health" is intended to be broad, i.e. physical, environmental, fiscal, community with strong values and strong families, etc.
- d) Commission a health advisory council that would have high level involvement from hospitals, faith based, governments, medical society and public health. The role would be to ensure all participate in a collaborative solution to health care issues.
- e) Commit to protecting Seminole's counties precious waterways and green areas by creating incentives to renovate existing areas already constructed.
- f) Penny sales tax renewal to support K-12 schools and county infrastructure.
- g) Help to organize and advertise more opportunities to encourage exercise for residents of Seminole County. Hospitals, Health Departments, and other community leaders could work together to create community bike rides, 5K runs, etc. throughout the year at local trails and bike paths. Emphasis would be put on heavily advertising the events so as many residents as possible would be award and encouraged to get out and exercise with their community.

HUMAN SERVICES

- a) Improve resources to the Medical System of Care for the Uninsured or Under insured. Help this system increase its capacity to service more people
- b) Increase and support for effective children's development and safety services so that we can build on future generations that have values, skills and the ability to take care of themselves when adults.
- c) Rail mass transit.
- d) Continue to cut govt. spending.
- e) Acquire housing from the lot of sitting vacant homes and rehab into affordable housing for families.
- f) Create a Children's Commission to fund services to children and ensure a future for Seminole County.
- g) Work with Lynx or other transportation alternatives to provide affordable or free transportation for medical appointments, food shopping and other necessities for those that cannot drive. Provide funding to support Meals on Wheels or other similar agencies that provide food to those in need.

- h) County-wide land planning and Water Availability planning, binding arbitration on water use and land use done with the whole county in mind.
- i) Improving access to and increase capacity for health and mental health care for the uninsured and underinsured. Improved access and increased capacity will help reduce health disparities, relieve use of emergency depts. for routine care, improve the overall health of its citizens.
- j) Timing of traffic lights. We waste 10-25% of fuel going from 1 light to stop at the next. Timing is terrible! People are paid to make it efficient. Stopping and starting, sitting at lights wastes a tremendous amount of gas!
- k) Single point of contact for social services which would allow citizens to get the services they need when they need them.
- l) Undertake economic development activities to find and create jobs, jobs, jobs.
- m) Life coaching for residents who have lost jobs, health coverage and "hope" and support their finding/making available such resources.

LIFESTYLE

- a) Sustainable funding, which is directed to the county for our education and library system. Specifically support the schools penny sales tax to help fund school and library needs (not just capital expenditures - but kept from administration payroll) to equip our students K-16 and most specifically our high school and college students to enter into the workforce with skills that help drive economics in our county!!
- b) Explore opportunities for consolidation of city and county services to eliminate duplication of services.
- c) Crime prevention.
- d) Renew the penny tax for roads and schools to ease the pressure on the Ad Valorem Tax payer in Seminole County.
- e) Protect the quality of public safety including: fire, emergency rescue and law enforcement.
- f) Provide for a full community master plan for culture and recreation to include ALL stake holders in the community through focus groups, charrettes, surveying, and consensus building.

PUBLIC SAFETY

- a) Approval of the penny sales tax.
- b) Continue to address traffic congestion by up-dating and building major traffic corridors around the county.

- c) ensure that youth in all parts of the county have access to youth/sports programs and other positive after school activities
- d) The economy has slowed our growth in recent months, but as the economy recovers, local governments should ensure planned and orderly growth that will be commensurate with our infrastructure and service capabilities.
- e) As a leader in emergency services, it is important to continue to look at the benefits of merged emergency services. It is not the county's place to initiate mergers but the smaller agencies need to conduct their own feasibility studies to determine the long term benefit. This shouldn't be done only when dollars are tight but in preparation for being able to meet the demands of future growth.
- f) Ensure that the safety of the public is addressed first and foremost. Provide the funding necessary for Law Enforcement, EMS and Fire Services. Consolidation of many of these services can and do save the citizens money and there are some economies of scale.
- g) Light rail network for SR 436 and Hwy. 17-92 corridors.
- h) Develop Seminole Way at a faster pace.

TRANSPORTATION

- a) Make plans for renewing the penny sales tax.
- b) Develop and maintain smart growth parameters for the Sunrail corridor and Transit Districts that Cities have adopted.

Part II

STAKEHOLDER GROUPS

BUSINESS

ECONOMIC DEVELOPMENT

ENVIRONMENT

EDUCATION

GOVERNMENT

HEALTHCARE

HUMAN SERVICES

LIFESTYLE (Arts, Culture, Recreation)

PUBLIC SAFETY

TRANSPORTATION

Part II Stakeholder Groups

BUSINESS

5. How would you evaluate the current reality of BUSINESS concerns in Seminole County?

We have serious problems	
1	10.0%
2	5.0%
3	5.0%
4	25.0%
5	25.0%
6	20.0%
7	10.0%
8	0.0%
9	0.0%
10	0.0%
We are in great shape	

6. What are the three (3) most important BUSINESS issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Incentives Should we create/expand incentive to encourage business relocation and/or expansion in Seminole County?	18
Transportation Should we give high priority to improving all forms of transportation (auto, rail, other) in Seminole County?	9
One Stop Shopping Should community business resources (EDC, Chambers, Central Florida Partnership and others) be simplified to encourage greater access and participation?	8
Community Ambassadors Should we form a team of business people to interact with companies looking to relocate in Seminole County?	8
Buyer Loyalty Program Should we develop a vendor-to-vendor program to encourage spending dollars in Seminole County	8
Other	
1. Can I select "incentives" three times?	1
2. Retain companies that are currently here	1
3. Important to ensure businesses stay afloat by	1

providing access to business Counseling Resources and lowering barrier for them to establish in the county (e.g. licensing, fees, taxes). There is no purpose in bringing businesses to Seminole County (especially small and medium businesses) if we don't have resources or policies to help them succeed.	
4. Should focus on high speed rail and infrastructure; and focus on keeping our education quality high, which means keeping funding	1
5. Maintaining of quality developments and main transportation routes	1
6. Encourage development of affordable office space	1
7. Work with all counties in CF to coordinate a growth plan that benefits Central Florida	1
Total Votes: 20 respondents X three votes each = 60	58*

* Some respondents did not utilize all their votes

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving BUSINESS concerns in Seminole County. When developing your recommendation please be guided by the following qualifier...

What is something community leaders can help accomplish AND that is "doable" at this time?

- a) It would be very nice to integrate what SCC is teaching their students and what the market is looking for.
- b) Reduce the cost
- c) Make changes to Planning and Development so that developers want to do business in Seminole
- d) See Question #4 - Central Florida's only "Quality Institute"
- e) Local governments need to make it easier to develop property. The process should be streamlined.
- f) Create incentives to move thriving businesses into the spaces that are vacant all over the county.
- g) Lower unnecessary administrative barriers to opening a business. e.g., do not require high fees for menial change in business purpose description; lower impact fees expense.
- h) Community leaders need to meet with business leaders, of all size, on an ongoing basis, as a group and one on one to ask "how are we doing? what can

we do to help you ?" Too many times, we wait until a business is leaving to ask, "what can we do to make you stay?" And, the decisions have already been made to leave.

- i) Hold business forums that focus on an industry in Seminole County
 - hospitality industry (ex. those who are in the hotel business and those who support the hotel business or those who are in the restaurant business and those who support the restaurant business)
 - education / government
 - IT
 - health care
 - Retail Stores
- j) Focus on the best use of the land around the new rail system terminals.
- k) Someday we have to learn how to develop Sanford into the potential that it could have as a waterfront living, working and entertainment community.
- l) Community ambassadors above - not just a "list" but an action plan
- m) Incentive programs for small/mid-size business. the right incentives will add more businesses, jobs and increase revenues for the county
- n) Revitalize blighted business areas and create affordable office space and industrial space. Create business innovation zones in these areas (BIZ). This is different from an incubator since it will appeal to existing small and large employers that are in the market for commercial space. It could give us a competitive edge. We have the best school district, wonderful communities and we will have created the best commercial business zones. Right now we only appeal to businesses that can afford the best. We need to diversify. Zones should be near major roads and train stations.
- o) Prepare and approve a strategic plan.

ECONOMIC DEVELOPMENT

5. How would you evaluate the current reality of ECONOMIC DEVELOPMENT concerns in Seminole County?

We have serious problems		
1		0.0%
2		0.0%
3		0.0%
4		16.7%
5		16.7%
6		33.3%
7		33.3%
8		0.0%
9		0.0%
10		0.0%
We are in great shape		

6. What are the three (3) most important ECONOMIC DEVELOPMENT issues, concerns, and opportunities within Seminole County that community leaders should address?

(You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Business Incubators Study results validate that Business Incubators make good economic sense; should funding be increased to expand this program?	6
Economic Gardening Should this initiative that provides loans, advice, and counsel to CEOs of "stage two" companies (creators of new jobs) be expanded in Seminole County and the region?	5
Foreign Investment Should we work to remove the barriers to foreign investment in Seminole County and the region?	1
Preservation of High Quality of Life Should Seminole County give high priority to quality of life issues (preservation of natural resources, promoting growth in urban centers, mixed use multi-story buildings and shops that are connected to mass transit, and whenever possible to the prevention of further sprawl)?	5
Other 1. Support for "main street gardening" -stage 1 businesses that econ gardening does not address	1
Total Votes: 6 respondents X three votes each = 18	18

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving ECONOMIC DEVELOPMENT concerns in Seminole County. When developing your recommendation please be guided by the following qualifier...

What is something community leaders can help accomplish AND that is “doable” at this time?

- a) Provide capital fund for small businesses that they can qualify for and can pay back over time with reasonable interest rate.
- b) Continue to support the Business Incubators in the county so that their long term effect can be realized.
- c) While Econ. Gardening is great, it's not only the stage 2 companies that need cash. Sm. businesses in general need better/easier/more access to loan programs - with the banks still tightening their purse strings and making the process difficult, companies can't get access to \$\$ for growth.
- d) Same as #4
- e) Ensure that the funding support for business development efforts of the county and cities is sustained going forward.

ENVIRONMENT

5. How would you evaluate the current reality of ENVIRONMENTAL concerns in Seminole County?

We have serious problems

1	14.3%
2	28.6%
3	42.9%
4	14.3%
5	0.0%
6	0.0%
7	0.0%
8	0.0%
9	0.0%
10	0.0%

We are in great shape

6. What are the three (3) most important ENVIRONMENTAL issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Water Initiate serious conservation efforts; protect ground water and surface water flows; greater attention to the use of fertilizers	6
Water Must stop drawing water from St John's River at Yankee Lake	1
Natural Lands Referendum Must initiate efforts to get the referendum back on the ballot and passed	3
Invasive Plants Monitor and remove invasive plants from property before natural habitats are lost	0
Environmental Partnerships Organizations already working to conserve/preserve natural resources should better work together to achieve shared goals	1
Ecotourism Market ecotourism in Seminole County	0
Recycling Increase use for businesses, multi-family dwellings, and county offices and facilities	1
Promote Renewal Energy Encourage and promote greater adoption and use	4
Car Pool Provide incentives for carpooling; create parking	1

along I-4 for carpooling, lobby for strict enforcement of carpool lanes on I-4	
Environmental Education Initiate programs for adults and children	1
Other	
2. Work on public transit, bicycle lanes and other clean transit, to augment Sun Rail.	1
3. Increase alternative transportation options	1
4. Preserve the Environmental Studies Center & its programs	1
Total Votes: 7 respondents X three votes each = 21	21

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving ENVIRONMENTAL concerns in Seminole County. When developing your recommendation please be guided by the following qualifier... *What is something community leaders can help accomplish AND that is “doable” at this time?*

- a) The greatest environmental challenge for the foreseeable future is the protection of our drinking water. We need to dramatically step up conservation efforts in order to meet future needs without increasing costs to consumers and harming our environment. New landscaping and appliance efficiency standards for new developments combined with incentives for upgrades to existing properties funded by our tiered water rate structure could dramatically reduce the negative impacts on our ground and surface waters.
- b) Develop and begin implementing a specific County-wide plan for bus routes, bike lanes and other means for accessing SunRail.
- c) Increase alternative transportation options. By reducing dependence on personal vehicles, air quality improves, traffic issues can be easily resolved, and a greater incidence of exercise will occur thereby improving health...all of which improve quality of life.
- d) Environmental Education for students and adults to include water resources and conservation, land/habitat protection including recognition of invasives, and Florida Friendly landscape (including educating homeowner groups so as to eliminate mandated lawns).
- e) Include environmental requirements in development requests AND enforce them! LEED certification, WaterStar, landscaping, infrastructure, energy, et al.
- f) Promote conservation (water and energy); reuse; recycling; renewable energy.
- g) Drop the lawsuit against Riverkeeper over water withdrawal from the St. Johns River

EDUCATION

5. How would you evaluate the current reality of EDUCATION concerns in Seminole County?

We have serious problems

1	0.0%
2	0.0%
3	0.0%
4	0.0%
5	0.0%
6	11.1%
7	33.3%
8	33.3%
9	11.1%
10	11.1%

We are in great shape

6. What are the three (3) most important EDUCATION issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Additional Funding Extending the penny sales tax in cooperation with BCC	5
Additional Funding Initiate efforts to gain voter approval for ½ cent sales tax with clearly defined project list	6
Additional Funding Raise property taxes ¼ mil	2
Federal Dollars Do say "yes" to federal dollars and accept the consequences or do we say "no thanks"	0
Merit Pay System for Teachers Collaborative creation with unions of a merit pay system to acknowledge the work of our deserving teachers	2
Curriculum & Career Paths Develop a process to focus on preparing students for jobs that will enhance the economic well-being of Seminole County	4
Access to Special Programs Students are paying more out-of-pocket for special programs in K-12 (music, athletics) - how can we improve access by making these opportunities more affordable?	0
Alternative Classroom Space Many commercial facilities remain vacant as a result of the local economy. How can we take advantage of	0

vacant facilities to increase or improve classroom space until funding is available to support education?	
Homeless Children Develop special programming to address the needs of the increasing number of homeless children attending SC schools	1
Class Size Issue School average v. classroom	4
Other 1. Address the funding issue for higher education. Seminole State is now receiving as much per student as they did 10 years ago in state funding, yet their enrollment is up 50% over the fall of 2007. If you want an educated workforce, the community college/State College system is the answer and yet the funding shortfall is going to actually close the door to access for the current and future workforce.	1
Total Votes: 9 respondents X three votes each = 27	25*

* Some respondents did not utilize all their votes

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving EDUCATION concerns in Seminole County. When developing your recommendation please be guided by the following qualifier...

What is something community leaders can help accomplish AND that is "doable" at this time?

- a) Work with our Legislators to get more equitable funding for Seminole State College. K-12 gets funding because the students have to go to school at that age. Universities get funding because they garner the support of the Legislators and the community. Community colleges/State Colleges get whatever is left and it is stressing the system to the point where students will not be able to access classes and continue their education.
- b) Improve partnerships to provide more mentors, assistance for schools in need.
- c) Help get the sales tax passed for Seminole County
- d) Identify additional funding to support K-12 and higher education in Seminole County. Also, utilize more partnerships to develop economies of scale and reduce redundancy of operations (libraries).
- e) Support extension of the current penny sales tax to address school infrastructure needs (roofs, HVAC, security and technology). Focus on getting local companies to compete successfully for the business.
- f) Support funding for education through the 1 cent, 1/2 cent initiative or the raise in millage.
- g) Passage of 1/2 penny sales tax renewal
- h) Identify and put in place a dedicated funding source for education

GOVERNMENT

5. How would you evaluate the current reality of GOVERNMENT concerns in Seminole County?

We have serious problems	
1	0.0%
2	0.0%
3	30.8%
4	7.7%
5	23.1%
6	7.7%
7	7.7%
8	15.4%
9	7.7%
10	0.0%
We are in great shape	

6. What are the three (3) most important GOVERNMENT issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Sales Tax Renewal Initiate efforts to continue the penny sales tax	8
Home Rule and the Impact of Unfunded Mandates	10
Commuter Rail How to capture and maximize the positive redevelopment opportunities	7
Red Light Camera Program Create a county wide red light camera program with a dedicated portion of the fines going to community projects that benefit us all such as the Drivers Education program	1
CCNA Services Alter the statute to reflect that price can be but one of the criteria upon which procurement awards are made	0
Tax Exemption Numbers for Contractors Empower contractors to buy materials free of sales tax for authorized governmental projects, thus doing away with the need for the owning government to “buy direct.”	0
Homeless Develop a coordinated system among providers for addressing homelessness and homeless prevention	0
Job Creation	6
Healthcare of Uninsured/Underinsured	0

Improve access to and increasing capacity for the healthcare needs of the uninsured and underinsured	
Water Approach water issues from a Regional perspective	2
County Library Service Support and sustain library services to include a wide range of social assistance and learning services in addition to traditional library services	0
Fee for Service Consider a move to a fee for service platform that will cover the cost of operations in service areas	1
Other 1. "Right-Size" county government 2. Stop all efforts to expand gambling in Seminole County 3. Declining property values; 3) Charter Amendment regarding Home Town Democracy	1 1 1
Total Votes: 13 respondents X three votes each = 39	38*

* One respondent did not utilize all their votes

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving GOVERNMENT concerns in Seminole County. When developing your recommendation please be guided by the following qualifier... *What is something community leaders can help accomplish AND that is "doable" at this time?*

- a) Renewal of the penny sales tax. There needs to be thoughtful discussion to determine the appropriate use of the penny.
- b) Bring all leaders together (county and cities) to strategize on our approach to the state legislature and the possibility of consolidating in certain areas (not all, just some!).
- c) Seminole County Leaders need to work together instead of against each other. We are all on this ship together and need each other to stay afloat. Put the politics aside and do what is best for the people as a whole.
- d) Sales tax renewal for transportation and schools.
- e) Stop all efforts to expand gambling in Seminole County and surrounding areas. The expansion of gambling effects all aspects of life (our local businesses, our children and families, public safety, schools, economy, quality of life, etc)
- f) Communication with the public.
- g) Sales tax extension.
- h) Getting the Legislature out of local government's business!
- i) Educate the public on key issues.

- j) Inspire economic growth through minimizing processes and costs for individuals and companies wanting invest and to do business in our cities which create jobs and provide economic impact.
- k) Encourage the county commissioners to be more aware of the cities and their concerns.
- l) Reduce duplication of services--continue to merge the fire departments which will reduce all of our costs.

HEALTHCARE

5. How would you evaluate the current reality of HEALTHCARE concerns in Seminole County?

We have serious problems	
1	0.0%
2	14.3%
3	42.9%
4	0.0%
5	14.3%
6	28.6%
7	0.0%
8	0.0%
9	0.0%
10	0.0%
We are in great shape	

6. What are the three (3) most important HEALTHCARE issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Uninsured How to provide healthcare for the uninsured	5
Primary Care Create access without resorting to hospital emergency departments (for non emergent conditions)	3
Shepherd's Hope Clinic Should we expand and/or add additional conditions?	2
Healthy Lifestyle Promotion Implement strategies and activities to encourage health and wellness (e.g. obesity, smoking, exercise, etc)	6
Healthcare Authority Establish a community healthcare authority to create healthcare synergy, act as a catalyst for positive change in terms of the "big picture" healthcare issues, and become the "go to" authority within the county	3
Volunteerism Initiatives to increase volunteerism in health sector	1
Public Awareness Inform the public about programs and services that may be available to help them	1
Provider Shortages Create a mechanism to help local educational institutions add capacity to train/educate certain healthcare providers	0

Drug-Seeking Patients	0
Develop a process to manage and/or track	
Total Votes: 7 respondents X three votes each = 21	21

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving HEALTHCARE concerns in Seminole County. When developing your recommendation please be guided by the following qualifier... *What is something community leaders can help accomplish AND that is “doable” at this time?*

- a) Leverage available funds of county and local governments as well as hospitals and grants and provide to those service providers such as Shepherds’ hope and the Health Department who can best maximize the most efficient use of those funds, thereby reducing costs to hospitals ER’s.
- b) Examine the issues perpetuating health disparities and develop a feasible strategic plan with specific time frames. Then set out to see if there are evidence based strategies we should try.
- c) I believe advocates for health within the county should develop a dynamic county-wide plan for 1. Educating the public and 2. Providing opportunities (programs and services) for individual health improvement.
- d) Coordination of health services in the community then educate public on where to go for help.
- e) Establish a circle of healthcare leaders who can meet regularly and work across competitive lines to develop programs and services which address pressing health needs.
- f) Implement wellness programs in the workplace that incentivize employees to adopt a personal healthier lifestyle.
- g) Encourage community leaders to promote proactive healthcare within our county. Work to promote those programs which will encourage residents to take care of themselves before illness/injury becomes a bigger problem. Promote Healthy Lifestyle Activities, Diabetes & Healthy Diet Education, Blood Pressure & Mass Body Index screenings, and more opportunities to encourage exercise for residents.

HUMAN SERVICES

5. How would you evaluate the current reality of HUMAN SERVICES concerns in Seminole County?

We have serious problems	
1	0.0%
2	33.3%
3	8.3%
4	25.0%
5	16.7%
6	8.3%
7	0.0%
8	8.3%
9	0.0%
10	0.0%
We are in great shape	

6. What are the three (3) most important HUMAN SERVICES issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Secondary Health Services Access for the uninsured to care/treatment by a specialist after receiving a diagnosis from primary care or emergency room	6
Rent & Mortgage Assistance Short term/emergency assistance	7
Food Assistance Adequate availability of food for the poor and seniors	5
Jobs Creation and/or access to employment	11
Unemployment Assistance Assistance for those unemployed	2
Other	
1. Prevention/skills development	1
2. Services to victims of child abuse (violence prevention)	1
3. Affordable housing opportunities (homelessness)	1
4. County supported social services, more fully!!	1
Total Votes: 13 respondents X three votes each = 39	35*

*Some respondents did not utilize all their votes

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving HUMAN SERVICES concerns in Seminole County. When developing your recommendation please be guided by the following qualifier... *What is something community leaders can help accomplish AND that is "doable" at this time?*

- a) Help with coordination of all community providers and/or stakeholders to ensure an effective and efficient system of care for the citizens in need.
- b) Establish a children's services tax that can provide a reliable funding mechanism for children at highest risk within the county.
- c) Hospital in Oviedo
- d) Work with the non-profit community agencies that have a proven track record of providing needed services at a lower cost.
- e) Highly communicated support for and focus on the existing nonprofit organizations in the County that are attempting to meet these needs.
- f) Develop and Fund a Children's Commission dedicated to providing quality services to children.
- g) Provide tax incentives to businesses in the County that actively fund to specified amounts, County agencies that support those in need including seniors, and/or that add jobs above current head counts that are available to those that reside in the County.
- h) Set aside county land for Homeless shelter and build with non-profit and business funds.
- i) Develop a social service council or forum in order to better understand the myriad of services, what is working well, where are the gaps and develop strategies to work together to address gaps and improve the service system - not compete with each other
- j) Keep people from losing their homes. Banks and mortgage companies renegotiating loans. Help families get through joblessness.
- k) Work collaboratively to identify and/or create affordable housing and provide case management to guild individuals and families back to self-sufficiency.
- l) Forum for social services, initiated and led by County leaders, such as done for rail.

LIFESTYLE

5. How would you evaluate the current reality of LIFESTYLE concerns in Seminole County?

We have serious problems

1	28.6%
2	14.3%
3	0.0%
4	0.0%
5	28.6%
6	28.6%
7	0.0%
8	0.0%
9	0.0%
10	0.0%

We are in great shape

6. What are the three (3) most important LIFESTYLE issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Performing Arts Should support be continued and/or expanded for adults and children in Seminole County and the region?	1
Cultural Corridor Should there be a concerted effort to create a culture corridor in Seminole County/Sanford?	4
Arts Education Should we build additional support for arts education in local public schools?	1
Neighborhood Parks Should we create/improve convenient and safe access to parks, playgrounds, and trails?	1
Community Places Should we create "seamless" boundaries and partner opportunities for community places or centers for events, programs, etc. - that eliminates jurisdictional boundaries?	2
Programming for Underserved Populations Should we give emphasis to creating greater access to affordable programming?	0
Economic Impact Should we continue to explore opportunities to expand the economic impact of all recreational and cultural facilities and programs?	4
Community Priorities Should the leisure and recreation needs/preferences	3

of residents be assessed to determine what is needed, what is used, and what is worth paying for?	
Community Support Should a concerted effort be undertaken to increase public support for all the arts (art education, exhibit space, community galleries, performance venues, public art projects, and others)?	4
Other	0
Total Votes: 7 respondents X three votes each = 21	20*

* One respondent did not utilize all their votes

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving LIFESTYLE concerns in Seminole County. When developing your recommendation please be guided by the following qualifier...
What is something community leaders can help accomplish AND that is "doable" at this time?

- a) We can purchase buildings (through public and private investment groups) in proven or "natural" county centers and use them to expand the cultural corridor encouraging all kinds of groups to utilize these buildings for classes in all performing and art education areas as well as providing performance venues to increase awareness, build community connections and awareness.
- b) A comprehensive up-to-date leisure services master plan that encompasses cities, county, school board and private and not-for-profit leisure services entities to create and ensure an appropriate road map for the future of parks, recreation and leisure services within and throughout the county.
- c) Invest in and support the Arts Venues that bring visitors into the County to shop, spend money and dine as Economic Development.
- d) Creation of a "Cultural Development" director to consolidate and coordinate efforts throughout the county (similar to Economic Development).
- e) Provide for a full community master plan for culture and recreation to include ALL stake holders in the community through focus groups, charrettes, surveying, and consensus building.

PUBLIC SAFETY

5. How would you evaluate the current reality of PUBLIC SAFETY concerns in Seminole County?

We have serious problems

1	0.0%
2	0.0%
3	9.1%
4	0.0%
5	0.0%
6	9.1%
7	9.1%
8	27.3%
9	36.4%
10	9.1%

We are in great shape

6. What are the three (3) most important PUBLIC SAFETY issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Unemployment There is a correlation between unemployment and crime, efforts to increase employment will positively impact public safety.	3
Sentencing Guidelines Crime can be reduce by adherence to stringent sentencing guidelines and not releasing prisoners early	4
New Technology & Equipment Allocating funds to purchase new technologies to further the police mission.	3
Youth Crime Increase funding of the Juvenile Justice Center (JAC) to deal with youthful offenders and at-risk children.	6
Community Response to Drug Abuse There are a number of organizations and law enforcement agencies working in this area but not all understand what the other is doing. Coordination and a strategic plan is needed.	1
Internet Crime More aggressive measures are needed to intervene on internet related crimes (fraud, theft, child pornography, etc.)	0
Gangs Increase efforts to reduce gang membership and target existing gangs and gang members who engage in violence and carry weapons/guns	5

White-Collar Crime There are dwindling training dollars to help law enforcement understand and address computer crime, identity theft and other white-collar crime	1
Domestic Violence Economic stressors have increased domestic violence, greater assistance is needed	2
Crime Prevention Activities With limited funding, ancillary crime prevention programs have been reduced or eliminated	3
Other 1. Ensure repeat offenders get maximum sentences, especially for violent crimes 2. These selections aren't directly relevant to EMS/Fire/Rescue services. Important to consider is a changing population demographic; aging community and increased number of retirement and assisted living type facilities. This creates additional load on EMS system delivery. 3. Duplication and overlap of Cities & County in Policing & Fire-Rescue Service provision	3
Total Votes: 11 respondents X three votes each = 33	31*

* Some respondents did not utilize all their votes

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving PUBLIC SAFETY concerns in Seminole County. When developing your recommendation please be guided by the following qualifier... *What is something community leaders can help accomplish AND that is "doable" at this time?*

- a) Increase proactive dealing with Gang activity. Specifically in schools.
- b) Lobby for tougher sentencing for repeat youthful offenders.
- c) Community leaders need to realize that reducing the size of a law enforcement agencies or consolidating services will not necessarily provide better service. It will also not result in lower costs. A good example is the consolidation of fire services in Winter Springs that resulted in a net increase in the cost for that service. Leaders also need to communicate clear to the general public that cutting taxes to the bone will result in the reduction of service that we have all come to take for granted.
- d) Ensure repeat offenders get maximum sentences and stay in jail. this is accomplished by better coordination by all members of CJ system.
- e) Enhanced offender supervision and management.
- f) We must continue to look at the benefits and feasibility of mergers relative to fire/rescue services. This continues to be a big issue across the state and many are looking to the successes here to guide them. There are two main

components that make it successful - the cities must conduct their own feasibility studies and decisions made on their conclusions. There will always be naysayers to consolidation for numerous agendas and concerns. The bottom line to consider is will the public served still receive the same level of service, will it be more economical/efficient and will it better prepare for future growth. The second reason it works well here is the existence of automatic aid between all agencies. The closest unit responds regardless of jurisdiction, all are dispatched through a common communications centers, all work under the same set of medical protocols and same procedures on fires. Automatic aid must be preserved at all cost. The county benefits from automatic aid as sometimes cities are closer. The cities benefit for the same reason and have access to resources they don't own for mitigation of incidents. Merger is the logical next step if it has both service delivery efficiency and economic feasibility. Prevention is the key for emergency intervention. Through code enforcement for life safety issues and public education on both fire and injury prevention, we manage our risk more effectively. Typically, we don't allocate enough resources to these efforts as they are not viewed as immediately critical. Merged services allow for more diversity in resources to be applied. Though it may sound flamboyant, our country is under attack from a new type of threat. Terrorist aren't just one's who hijack planes under the auspice of supreme religion. Gangs, bad actors and just plain bad people are everywhere and the media helps them see the extreme circumstances they can create with little effort on their part. Though Seminole County may not be a rich target area for threats, it has all the potential which is why it benefits from the Urban Area Security Initiative to include Orlando and Orange County. The Orlando/Sanford International Airport is a direct link to Heathrow Airport which is known for its point of travel of terrorist. The important thing to remember about EMS/Fire/Rescue is that our proactiveness lies in our training to be reactive when emergencies happen.

- g) Support the agencies financially that are doing the work. Although you may not see the results today, the long term benefits to the community are worth the investment.
- h) Consolidate ALL law enforcement & Fire-Rescue service provision (Cities & County) into one organization with an elected Public Safety Czar like has occurred in Broward County where the Sheriff runs the Sheriff's Office and County Fire-Rescue Services.
- i) Work jointly on removing violent and repeat offenders from the street.

TRANSPORTATION

5. How would you evaluate the current reality of TRANSPORTATION concerns in Seminole County?

We have serious problems

1	0.0%
2	0.0%
3	0.0%
4	0.0%
5	33.3%
6	0.0%
7	66.7%
8	0.0%
9	0.0%
10	0.0%

We are in great shape

6. What are the three (3) most important TRANSPORTATION issues, concerns, and opportunities within Seminole County that community leaders should address? (You may add an additional issue if you believe something is missing – but you only get three votes.)

Item and Description	Votes
Sales Tax Renewal Should voters be asked to extend it - if so for what purpose?	3
Premium Transit Corridors Should Lynx establish express service along 17/92 and 436?	1
Sunrail How should other transportation services coordinate with SunRail?	2
Reservation Service Should Lynx establish a reservation pick up service?	0
Orlando-Orange County Expressway Authority Should there be a regional policy board?	0
Buses & ITS Should buses have signal prioritization at key intersections?	0
Education Programs Should there be a program that outlines the economic, environmental, and quality of life advantages of public transit?	0
Pedestrian & Bike Safety Should this be made a high priority in Seminole County?	1
I-4 Toll Lanes Should I-4 be expanded with toll lanes?	2
Airport Access	0

Should Lake Mary Blvd be changed to give direct access to the airport?	
SR 46 Should it be 4-laned to 415?	0
Other	0
Total Votes: 3 respondents X three votes each = 9	9

7. Name and describe ONE specific undertaking that, if accomplished, would make a significant contribution to improving TRANSPORTATION concerns in Seminole County. When developing your recommendation please be guided by the following qualifier... *What is something community leaders can help accomplish AND that is "doable" at this time?*

- a) Revising land use plans as may be necessary to allow for higher density, mixed-use projects near SunRail stations.
- b) Create transportation alternatives to connect east and west movements toward the Sunrail corridor. Think beyond the old and obvious (buses), and move toward "Flex Cars," and future themes.