



## NEWS RELEASE

**Date:** October 6, 2011  
FOR IMMEDIATE RELEASE

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### **First Coast Vision A Vision for Growth and Development in the Northeast Florida Region for the next 50 years**

Bob Rhodes, Esq., Chair of the Regional Community Institute of Northeast Florida, Inc., formally presented First Coast Vision, a vision for growth and development in the Northeast Florida Region that includes Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns to the Northeast Florida Regional Council (NEFRC) at their Board meeting today. The vision will be used to inform an update to the Strategic Regional Policy Plan (SRPP), the state-mandated long-range plan for the Region. Mr. Rhodes said "A vision is not a plan. A vision is a collection of goals and objectives that reflect the choices and values of citizens as to how they want to live. Implementation of the vision ultimately is the job of elected officials, regional organizations, non-profits and businesses spurred by regional champions." NEFRC will use the vision as a way to begin dialogue in the Region on the update to the SRPP.

Regional visioning efforts kicked off with Reality Check First Coast in May 2009. Since then, the Reality Check Lego® brick and yarn visioning exercise has been repeated in each of the seven counties of the Region, as well as in youth-only forums. These exercises resulted in four Growth Patterns that could describe the way that the Region grows. The Regional Community Institute did public polling on the growth patterns to create the images used in First Coast Vision, and convened expert committees to recommend the aspirational goals that they believe should reflect how the Region will have developed by 2060.

#### **About the Regional Community Institute (RCI)**

The Regional Community Institute of Northeast Florida, Inc. (RCI) is a non-profit created by NEFRC to focus on policy issues. Its membership includes graduates of the Regional Leadership Academy of Northeast Florida.

First Coast Vision is available on-line at

[http://www.firstcoastvision.com/First\\_Coast\\_Vision\\_doc.pdf](http://www.firstcoastvision.com/First_Coast_Vision_doc.pdf)

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