TREASURE COAST REGIONAL PLANNING COUNCIL

MEMORANDUM

To: Council Members

From: Staff

Date: June 16, 2017 Council Meeting

Subject: Florida Regional Councils Association Update

Background

Florida Regional Councils Association (FRCA) is an alliance of the 10 Regional Planning Councils (RPC) composed of 30 members. Three councilmembers are appointed from each of the 10 RPCs to make up the membership of the Policy Board. Treasure Coast Regional Planning Council membership on the FRCA Policy Board this year includes: Chairman Doug Smith, Commissioner Tod Mowery, and Vice Chairman Reece Parrish; with Commissioner Peter O’Bryan and Councilmembers Michael Davis and Tobin Overdorf serving as alternates. The 10 RPC executive directors serve as the Policy Board’s staff and function as an advisory committee controlled by the Board. FRCA employs an Executive Director and a part-time Statewide Coordinator to support FRCA’s daily operations.

FRCA’s purpose is to:

- further the interests of RPCs in Florida;
- promote the delivery of RPC services to local government;
- improve relationships and information exchange between RPCs and local government;
- promote mutually supportive goals and policies among member RPCs; and
- assure RPCs are effective and relevant organizations to the people of Florida.

FRCA has recently completed a comprehensive rebranding effort focused on improving public outreach and education about the necessary and good work provided statewide by the RPCs. The purpose of this effort was to better position RPCs for the future and increase public and private sector awareness about their value and relevance statewide. Highlights of the rebranding effort include:

- FRCA rebranding with new logo, tag line, color scheme and mission statement
- FRCA website relaunch
- Institution of a monthly FRCA electronic newsletter
- FRCA Brochure
- One page FRCA “leave-behind”
- FRCA/RPC Communications Plan
- FRCA PowerPoint presentation
- Updated E-Mail Distribution and Data Base
- Improved relations with Florida Association of Counties and Florida League of Cities
- Contracted with Florida Association of Counties to host, manage, update and distribute FRCA's new website, monthly e-newsletter, and email contact list.

A brief presentation will be provided at the Council meeting to provide further information about FRCA, RPC activity statewide, and the recent rebranding efforts.

**Recommendation**

Presentation for information purposes only.