

FLC Annual Conference

FLORIDA GROWTH & PUBLIC SENTIMENT

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clearview
RESEARCH

Historians push back as last cigar factory faces demolition

Development sparks debate over green space, clear-cutting

Development threatens greenway, road and flooding

Neighbors gear up against proposed

Opposition to golf course: Residents concerned about development's impacts

Residents push back against proposed high-density housing project

Can County's anti-development wave strike again?

Faced with neighbor backlash, city to hold meeting on housing project

Residents concerned about development plan in their community

Hotel rezoning denied by City Council

Land tract near historic cemeteries sparks grave concerns

To grow or not to grow...



To grow or not to grow...

*...that is **NOT** the question*



The pace of growth, in numbers

813

New Floridians
every single day

The pace of growth, in numbers

813

New Floridians
every single day

5,691

New Floridians
every single week

The pace of growth, in numbers

813

New Floridians
every single day

5,691

New Floridians
every single week

295,932

New Floridians
every single year

Why are they coming to Florida?

- 1 Vacation halo
- 2 Weather
- 3 Cost of living
- 4 Lower taxes
- 5 Jobs / economy
- 6 And...Political climate “The Big Sort”

What do they DISlike about Florida?

1 The tourists who "stayed too long"

2 Rising cost of living

3 Property and car insurance

4 Growth and related impacts

5 Traffic... traffic... traffic

So? How do they *really* feel about growth?

What are they telling us?

General audience takeaway: *Not anti-growth (per se) — but anti-uncertainty.*

THEY WORRY ABOUT

- Traffic / congestion
- Taxes going up to pay for it
- Cost of housing
- Infrastructure not being ready

WHAT MOVES PEOPLE — RANKED

Infrastructure-readiness framing 94%

"Roads, water, safety ready before more growth"

Taxpayer-protection framing 84%

Good planning protects taxpayers

Jobs / economy framing 78%

New housing priced to be affordable

Process matters too. *65% say every project should require a public hearing*

Messages that move people

Tested statements, ranked by how convincing residents found them:

“

Before we approve more growth, roads, water, and public safety should be ready.

94%

found this convincing

“

Growth without infrastructure isn't responsible growth.

84%

found this convincing

“

Good planning protects taxpayers.

84%

found this convincing

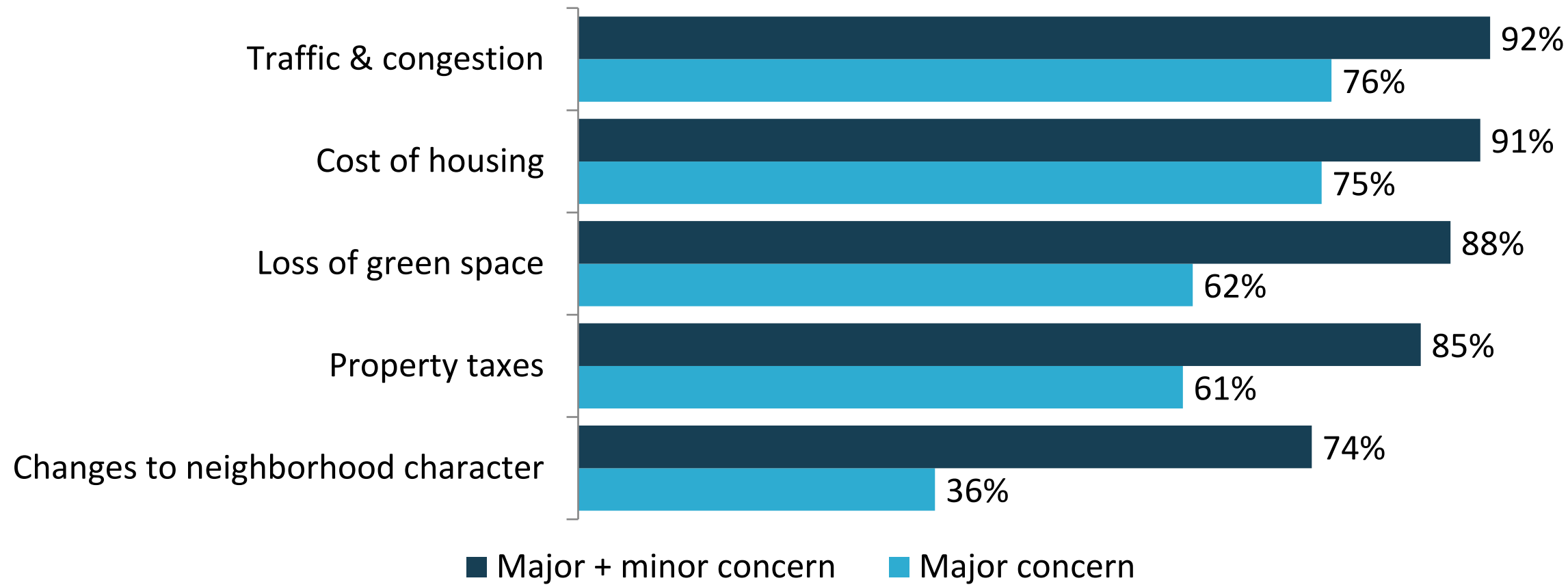
Mixed feelings on growth

**1 Not universally
opposed to
growth**

**2 Dislike many
of its effects**

What worries residents most about growth

“When you think about growth in your community, how concerned are you about each of the following?”





If they are 50/50 on
“growth”...why the
“red shirts”?

CAVEs + NIMBYs = “Red Shirts”

NIMBY

“Not In My Back Yard”

Normally neutral on growth issues
– just not near them.



CAVE

“Citizens Against Virtually Everything”

Oppose nearly any change,
regardless of merit, location, or
need.

It's a no-win situation

congestion

NIMBY

urban sprawl

data centers

spoiled neighborhoods

incompatibility

gentrification

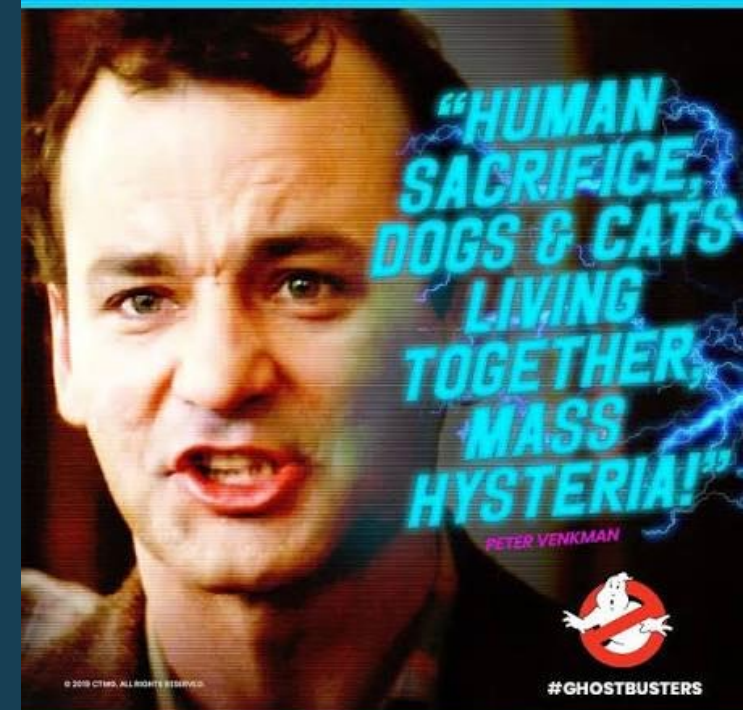
destroying history

destroys
greenspace

evil developers

too much, too fast

traffic



Conclusions and guiding principles

1 Do the right thing

5 Don't pre-cut ribbons

2 Follow the processes in place

6 Expect the “Red Shirts” crowd anyway

3 Be mindful of & address legitimate concerns

- Respect and hear their concerns
- Find ways to address legitimate concerns

4 Hyper-localize the issue

Questions?