GRENC TOGETHER WE CREATE OUR

Livable Regions and Communities in Appalachia: Kingsport, TN July 12, 2012 Applications of Livable Communities Initiatives in Appalachian Regions Case Study: GroWNC



Project Overview

What:

• The creation of a regional vision and strategies for economic prosperity, quality growth, sustainable development

How:

- Build on existing plans and strategies , develop future scenarios and alternatives, and ensure extensive public involvement
- Recognize the inter-relatedness of land use, energy, natural & cultural resources, health, housing and transportation choices.

Who:

 A Consortium of local governments, economic development entities, non-profits, businesses, and other organizations will guide the process

Where:

 The five county region of Western NC that includes Buncombe, Haywood, Henderson, Madison & Transylvania counties.

Why:

• So that **Together, We Create Our Future**.

Overview



Workgroup Focus Areas

Jobs/Economic Development



Housing



Transportation



Energy



Natural and Cultural Resources



Health





Governance Structure

Consortium Overview

- A Consortium of local governments, businesses, nonprofits, economic development entities, and others will work together to guide the project
- Entities interested in joining the Consortium will sign a Consortium Agreement (found on our website)
- Consortium members will participate in Workgroups and will help form the Steering Committee

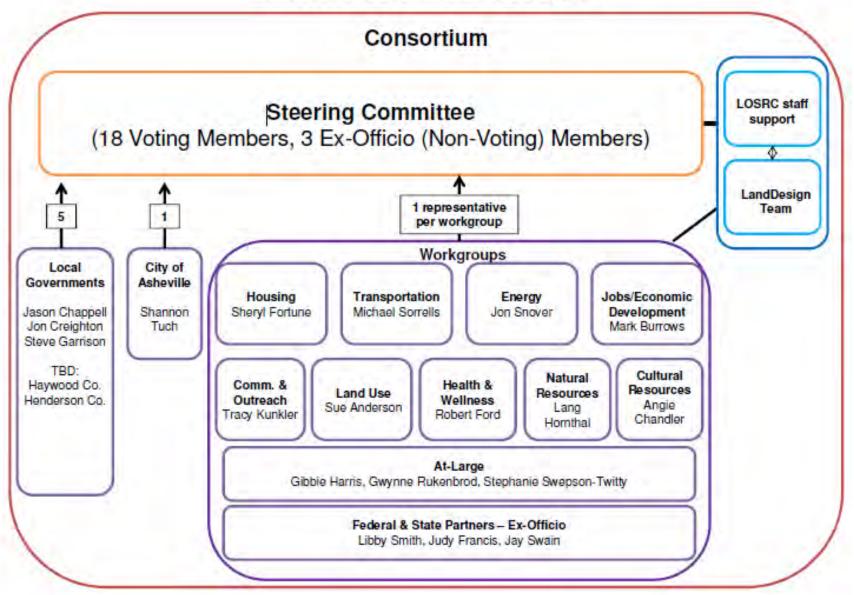


Workgroups Overview

- Form partnerships
- Help identify issues that are common across the region
- Identify opportunities and challenges
- Help to synthesize information and work across disciplines to find interconnected solutions
- Develop strategies
- Seek implementation opportunities



GroWNC Governance Structure





Branding/Logo/Communications

A Brand Comparison





New Logo & Project Title



- Two colors of blue and green represent growth, prosperity, hope and optimism.
- Simple, text driven logo.
- Tag line represent working together to create the future.
- The O in Gro has potential to convey the different study areas.
- The W and arrow hint at economic development

GRENNIC TOGETHER WE CREATE OUR FUTURE

July 10 Integrated Workgroup Worksession POSTPONED

Community Meeting

Home FAQ

Share Stories

Workgroups

Información en Español (Spanish) 🗍 информация на русском (Russian)

Get Involved

About GroWNC

Project Overview FAQ Project Timeline Contact Us Get Involved Get Updates Events

Join the Consortium

Volunteer

Community Road Trip

Share Stories

Complete a Survey

Welcome to GroWNC!

GroWNC is focused on economic competitiveness and job creation for our region. Over the course of a year, the GroWNC project team, Consortium, Steering Committee, and Workgroups are listening to community input, carefully examining existing plans, and presenting models to the region that will demonstrate and define what our future looks like. At a series of community meetings, residents of the region will be asked about their goals for the future of our community and to identify strategies, actions and early implementation projects that should be brought forward for final recommendation to the Steering Committee, LOS Board, and participating member governments and organizations.

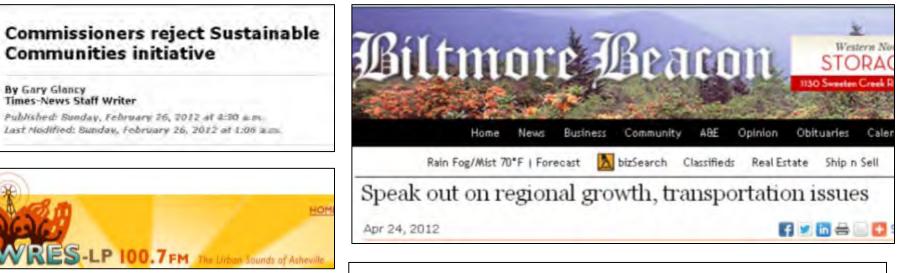
MADISON BUNCOMBE HAYWOOD HENDERSON TRANSYLVANIA

Together we will draw on existing plans and strategies to develop a plan to foster economic prosperity through a regional vision that identifies implementable projects and actions.









How should WNC grow? Residents offer ideas, opinions.

Written by Katie Bailey on June 4, 2012 in Buncombe, Community, Environment, Haywood, Henderson, Housing, Jobs and the Economy, Madison, Region, Resources, Special Reports, Top News, Transylvan comments



Outreach

Goals for Community Outreach

- Gather input from our community in order to facilitate and create a regional vision, identifying strategies for economic development in the study area
- Give traditionally underrepresented groups an opportunity provide their input.



Outreach Methods

- Communication Tools
- Community Meetings
- Paper and Electronic Surveys
- Interactive Meeting
- Grants for Outreach Assistance



Challenges and Opportunities

Challenges

- Diverse region
- Value of private property ownership
- Complex process difficult to explain
- Planning is sometimes a hard sell
- Thinking long-term is difficult when short-term challenges abound
- Vocal opposition



Opportunities

- Enthusiastic workgroup members
- History of planning that feeds into this project
- Work with outside organizations and community members to get feedback – foster partnerships
- Spectrum of communication tools
- Pivot conversation back to the focus economic prosperity
- Entering an active, data-rich portion of project
- Illustrate "implementation opportunities"
- Be present
- Understand viewpoints of opposition





What now?

Current Project Status

- Workgroups meeting since January 2012 to develop Goals and Objectives in their subject area
- Community Meetings held throughout region in May to gather input on preliminary findings and draft goals
- Scenario Planning Workshop scheduled for July 30 where Workgroups will combine to envision our region's future through maps, data, and scenario planning
- Second round of Community Meetings currently scheduled for October
- Outreach ongoing throughout GroWNC process



Questions?



THANK YOU!!!

Contact us grownc@landofsky.org www.gro-wnc.org