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.
Workgroup Focus Areas

- Jobs/Economic Development
- Housing
- Transportation
- Land Use
- Energy
- Natural and Cultural Resources
- Health
Governance Structure
Consortium Overview

• A Consortium of local governments, businesses, non-profits, 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

Consortium

Steering Committee
(18 Voting Members, 3 Ex-Officio (Non-Voting) Members)

- City of Asheville: Shannon Tuch
- Workgroups:
  - Housing: Sheryl Fortune
  - Transportation: Michael Sorrells
  - Energy: Jon Snover
  - Jobs/Economic Development: Mark Burrows
  - Comm. & Outreach: Tracy Kunkiler
  - Land Use: Sue Anderson
  - Health & Wellness: Robert Ford
  - Natural Resources: Lang Hornthal
  - Cultural Resources: Angie Chandler
  - At-Large: Gibbie Harris, Gwynne Rukenbrod, Stephanie Swapson-Twitty
  - Federal & State Partners – Ex-Officio: Libby Smith, Judy Francis, Jay Swain

LOSRC staff support
LandDesign Team
Branding/Logo/Communications
A Brand Comparison

Livable Communities Initiative

GROWNC
Together we create our future
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.
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.

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.
GroWNC

Organisation
Jobs, Housing, Transportation, Land Use, Energy, Health & Wellness, Natural & Cultural Resources

Who's talking about us

Like GroWNC

Recent Posts by Others on GroWNC
GroWNC
@JoinGroWNC
GroWNC wants to hear from you. What can we do together to create a better future? Serving Buncombe, Haywood, Henderson, Madison & Transylvania Counties. #WNC.
Asheville, NC  http://www.gro-wnc.org

**Tweets**

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- Nancy Tanker @ShopLocalHVL Follow
- Flat Rock Cinema @FlatRockCinema Follow
- Caroline Gunther @CarolinesDogs Follow

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**GroWNC @JoinGroWNC**

The Integrated Workgroup Worksession has been rescheduled to July 30 at the NC Arboretum. No GroWNC meeting tomorrow. See you later in July!

Expand

**GroWNC @JoinGroWNC**

July 10 Workgroup Worksession has been postponed to later in the month. The new date will be posted as soon as one is available. Thanks!

Expand

**GroWNC @JoinGroWNC**

GroWNC is seeking qualified applicants to assist with Community Outreach. DEADLINE EXTENDED to Friday June 22. gro-wnc.org/pdf/Community...

Expand

**GroWNC @JoinGroWNC**

GroWNC is seeking qualified applicants to assist us with...
GroWNC inspires neighboring counties to think like a region

Written by Caitlin Bowling

Commissioners reject Sustainable Communities initiative

By Gary Glancy
Times-News Staff Writer

Published: Sunday, February 26, 2012 at 4:30 a.m.
Last Modified: Sunday, February 26, 2012 at 1:08 a.m.

Speak out on regional growth, transportation issues

Apr 24, 2012

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, Transylvania 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 under-represented 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?

www.gro-wnc.org
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?