



Livable Regions and Communities in Appalachia:

Kingsport, TN July 12, 2012

**Applications of Livable Communities Initiatives in
Appalachian Regions**

Case Study: GroWNC

www.gro-wnc.org



Project Overview

www.gro-wnc.org

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

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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)

LOSRC staff support

LandDesign Team

5

1

1 representative per workgroup

Local Governments

Jason Chappell
Jon Creighton
Steve Garrison

TBD:
Haywood Co.
Henderson Co.

City of Asheville

Shannon Tuch

Workgroups

Housing
Sheryl Fortune

Transportation
Michael Sorrells

Energy
Jon Snover

Jobs/Economic Development
Mark Burrows

Comm. & Outreach
Tracy Kunkler

Land Use
Sue Anderson

Health & Wellness
Robert Ford

Natural Resources
Lang Homthal

Cultural Resources
Angie Chandler

At-Large

Gibbie Harris, Gwynne Rukenbrod, Stephanie Swepson-Twitty

Federal & State Partners – Ex-Officio

Libby Smith, Judy Francis, Jay Swain



Branding/Logo/Communications

www.gro-wnc.org

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



July 10
Integrated
Workgroup
Worksession
POSTPONED



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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 implemmentable projects and actions.



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



Photos



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GroWNC
Monday

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Now

June

2012

Founded



GroWNC

@JoinGroWNC

GroWNC wants to hear from you. What we can do together to create a better future? Serving Buncombe, Haywood, Henderson, Madison & Transylvania Counties. #WNC.

Asheville, NC <http://www.gro-wnc.org>

Edit your profile

41 TWEETS

91 FOLLOWING

89 FOLLOWERS

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Caroline Gunther @CarolinesDogs
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9 Jul

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

3 Jul

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



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20 Jun

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

Expand



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11 Jun

GroWNC is seeking qualified applicants to assist us with

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Wednesday, 16 May 2012 12:45

GroWNC inspires neighboring counties to think like a region

Written by [Catlin Bowling](#)



1350 WZGM Talk Radio

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

www.gro-wnc.org

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

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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?

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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