Prosperous, Healthy, Vibrant Rural Regions and Communities

Kathy Nothstine
August 16, 2012
ARC Workshop (California, PA)
About NADO

- National association for 500+ regional planning and development organizations
- Develop training and resources to support regional development organizations, strengthen local governments and communities, and foster quality economic development
Developed land in the U.S. quadrupled between 1945 – 2007, twice the rate of population growth over this time.

National Population and Land Use Trends

Source: EPA
Transportation Patterns


** Source – US Census Bureau, Annual Population Estimates
Mobile Population

Staying Put
The recession has slowed the exodus of people from the Midwest and Northeast to the Sunbelt and the West.

From 2004 to 2005

2008 to 2009

Source: William H. Frey analysis of Census Bureau data
Rural Economic Trends
Terminology?

SIX LIVABILITY PRINCIPLES

Provide more transportation choices.
Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation’s dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.

Promote equitable, affordable housing.
Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Enhance economic competitiveness.
Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.

Support existing communities.
Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Coordinate and leverage federal policies and investment.
Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Value communities and neighborhoods.
Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.
Livability means being able to take your kids to school, go to work, see a doctor, drop by the grocery or post office, go out to dinner and a movie, and play with your kids at the park, all without having to get into your car. Livability means building the communities that help Americans live the lives they want to live—whether those communities are urban centers, small towns, or rural areas.

—Secretary Ray LaHood
U.S. DOT
How do we know when we get there?
There is no one destination!

Every community’s needs and solutions will look different.
Creating stronger, more resilient, more dynamic regions and communities
1. Building on Assets
Mobilize Northern Maine

Goal: To evaluate assets and create and retain wealth

www.nmdc.org/Development/mobilize_mainemaine
2. Growing Economic Competitiveness
East Central Iowa

Goal: To redevelop underutilized land and create space for new businesses.

[Map of East Central Iowa with marked areas such as Clinton Marina, Downtown Clinton, and Liberty Square Redevelopment Sites (Vacant).]

http://www.ecia.org/
3. Enhancing Quality of Life
Lewistown, Pennsylvania

Goal: To revitalize downtown by refocusing investments

http://www.downtownlewistown.com/
4. Creating Efficiencies
Rural-Urban Connections Strategy in Sacramento

Goal: To look at region’s growth and sustainability objectives from a rural perspective

http://www.sacog.org/rucs/
5. Empowering Communities to Decide Their Futures
Goal: To create guidelines for responsible growth

Mountain Landscapes Initiative (Western NC)

www.mountainlandscapesnc.org
Resources

www.sustainablecommunities.gov
Resources

Kathy Nothstine  knothstine@nado.org

www.NADO.org

http://www.nado.org/tag/vibrant-rural-communities/