PLANET WORKING GROUP

FROM IDEAS TO ACTION
Our Regional Playbook

Strategic direction
Achievable
A Range of Choices

Our Framework for Action
In the future . . .

- Our region will need to accommodate 298,000 new residents and 240,000 new jobs.
- Demographics will change. By 2040, 21% of us will be 65 or older.
- The average household size will be smaller.
- Preferences will change.
Our Framework

• Goals
• Objectives
• Strategies
• Progress
Our Region’s Future

- Strong towns
- Quality places
- Healthy people and places
- Choices for all
What do we want to achieve?

Clean Air & Water  
Regional Prosperity  
Create Great Places  
Efficient Infrastructure  
Local Food Production  
Healthy People  
Transportation Choices  
Housing Choices

Our Framework for Action
Our Framework

What can you do?
What can your community, organization or company do?
What can we do regionally?
Clean Air & Water

- **REDUCE Pollutants**
  - YOU can reduce the amount you drive, reduce idling, reduce pollutant runoff
  - YOUR COMMUNITY can provide rules & incentives for permeable materials
  - REGIONALLY, we can educate residents and support alternatives to driving alone

- **COOPERATE across jurisdictional lines**
  - YOU can contribute information and ideas
  - YOUR COMMUNITY can coordinate with other communities
  - REGIONALLY, we can share data

Our Framework for Action
Clean Air & Water

- PRESERVE the region’s natural filters
  - YOU can landscape using natural materials
  - YOUR COMMUNITY can daylight creeks
  - REGIONALLY, we can provide data about our natural resources

- GROW more efficiently
  - YOU can support infill development
  - YOUR COMMUNITY can allow shopping and services in existing neighborhoods
  - REGIONALLY, we can support the creation of an inventory of underused land

Our Framework for Action
Clean Air & Water

- DEVELOP commitment to address air & water quality
  - YOU can participate in and organize water and energy audits
  - YOUR COMMUNITY can start and/or expand recycling programs
  - REGIONALLY, we can develop and implement a regional and outreach program to increase understanding and change behaviors

Our Framework for Action
What’s Next for PlanET?

Our Framework for Action
What’s Next for PlanET

Community Indicators Platform

- Partnership dedicated to assembling and disseminating key economic & quality of life indicators
  - PROVIDE communities, organizations and the public with a common picture of conditions in the region
  - MONITOR trends and track progress towards reaching shared goals
  - INFORM data-driven decision making among local governments, agencies, foundations and non-profits who devote resources to make our communities stronger

Our Framework for Action
What's Next for PlanET?

Our Framework for Action
QUESTION OR COMMENTS?

FROM IDEAS TO ACTION
Committed Partners

- 53 Consortium Partners
- Over 200 meetings
- Over 18,000 hours contributed
Committed Partners

Our Framework for Action
Commitment to Action

- Review the top strategies for each goal

- What are you willing to commit to?
  - As an individual?
  - On behalf of your organization or company?

- Add your name or organization you represent to the boards.
Commitment to Action

We are stronger together!

Identify one short-term action you will take before the end of the year (ex: email another person/organization working on a strategy you would like to work on; share information with my colleague about “x”; read the final playbook; share the playbook with my colleagues, etc…)

- Add it to the postcard
- Sign your name
- Leave on the table
We Hope To See You Soon!

Friday, **October 25**
*Tell Our Story: Our Legacy Matters* - A PlanET documentary short film premiere

Friday, **November 8**
*Equity in East Tennessee: Why Health Equity Matters*

Tuesday, **November 19**
*ETcompetes! Committing to a Stronger East Tennessee*

Wednesday, **December 11**
*ETcompetes! Speaker Series: Creative Placemaking in East Tennessee*