WORKING GROUP AGENDA

- Welcome and Introductions
- Introductory Presentation
  - Project Presentation
  - Working Group Ground Rules
  - Who is Not Represented?
- Review of Existing Conditions Memo
- Group Discussion
- Prioritization of Group Materials
- Next Steps
WHAT IS PlanET?

- A COMMUNITY CONVERSATION about the future

- A PARTNERSHIP focused on improving the prosperity and livability of the region
  - Local governments
  - Local businesses
  - Non-profits
  - Institutions
  - Citizens/Civic Organizations

- A PLAN FOR ACTION that lays out strategies and prioritizes investments to reach the region’s goals

- Tools for IMPLEMENTATION, including leadership engagement and capacity-building programs

- 5 COUNTIES
- 16 CITIES
- 4 TOWNS
- And a diverse COMMUNITY of partners
PlanET will focus on **FIVE MAJOR FOCUS AREAS** to improve the livability and prosperity of the region.

- Policies and strategies will be created to **IMPLEMENT** identified actions.
THE PLANNING PROCESS

PHASE ONE
Establishing a Shared Identity & Vision
- Project Start-Up
  - Kickoff Celebration
- Data Collection & Regional Assessment
  - Regional Forum Series 1
- Regional Future Vision
  - Regional Forum Series 2

PHASE TWO
Engage, Educate, & Develop a Shared Direction
- Understanding Future Trends
- Considering Alternative Futures: Scenario Development
  - Regional Forum Series 3
  - Regional Forum Series 4
- Regional Growth Framework

PHASE THREE
PlanET Report & Implementation Activities
- Draft Plan
  - Regional Forum Series 5
- Plan Endorsement
  - Public Review /Comment
- Progress Yardstick & Demonstration Projects
- Capacity-Building Training

CAPACITY BUILDING

PUBLIC OUTREACH
ROLE OF WORKING GROUPS

Purpose:

- An opportunity for people with specialized knowledge/interest in PlanET focus areas to help inform each phase of PlanET decision making.

- Complement, not duplicate, public forums and leadership dialogues.

- Contribute to implementation of PlanET priorities beyond the plan’s endorsement by decision makers.

- Integrate equity and land use planning considerations across the five focus areas of PlanET.
WORKING GROUPS SCHEDULE

- Five rounds of meetings planned
- Progression of PlanET meetings:

  - Regional Forums
  - Working Groups
  - Leadership Dialogues
  - PlanET Action Plan
Regional Forum 1

Themes

BUILDING ON KEY ASSETS

- Major regional assets: ORNL, UT, and medical centers
- Excellent transportation accessibility
- Mild climate is an asset
- Low cost of living relative to other parts of the country is attractive
- More quality jobs are needed throughout the region
- Tourism is important: economic and recreational value of natural resources

Regional Forum Series 1
November 14 – 17, 2011
Working Groups

GROUND RULES

- Working groups will operate on the basis of consensus decision making.
- Agenda and notes from previous meetings will be available on the PlanET website.
- Meetings will be open to the public.
- Notes, flip chart sheets, sign in sheets, etc. will be preserved throughout the planning process.
- Additional information requested will be forwarded to the MPC/TPO for further consideration. Staff will not be given *ad hoc* assignments.
Working Groups Membership

- PlanET is a **PARTNERSHIP** focused on improving the prosperity and livability of the region
  - *Local governments*
  - *Local businesses*
  - *Non-profits*
  - *Institutions*
  - *Citizens/Civic Organizations*

- Are there **KEY VOICES MISSING** from the current group?
HIGHLIGHTS OF REGIONAL TRENDS

- The region’s population is projected to grow by 27 percent over the next two decades.
- The population is growing older and more diverse.
- The region has seen a decline in median household income and an increase in poverty rates.
- Increasing transportation costs have made many areas of the region unaffordable to middle- and lower-income households.
HIGHLIGHTS OF REGIONAL TRENDS

- The region’s physical environment is contributing to growing rates of physical inactivity, **obesity**, **asthma**, **diabetes**, & other chronic illnesses.

- The region experienced economic losses during the recent recession, but the impact was **not as severe** as that in many other regions.

- **Science and math training and technical skills** are becoming increasingly important in the region’s job market.
HIGHLIGHTS OF ECONOMIC & WORKFORCE FINDINGS

- Need for “fuzzy boundaries”
  - Economic region beyond Plan ET

- Recovery – slow, but “padded”
  - Mix of jobs and mix of talent helped ease the burden
  - Reliance on Federal and state $$ to drive regional success
  - Opportunities to spin-off or expand from that base

- Continued economic transformation
  - Reductions in manufacturing and distribution
  - Increases in education, health, and traded services
HIGHLIGHTS OF ECONOMIC & WORKFORCE FINDINGS

- Aging workforce
  - Transitioning from workforce
  - Different set of career opportunities for next gen workers

- Available talent will need to match growth opportunities
  - “Polarized” workforce education and skills

- Growth in “middle skill” careers
  - Credentials – not necessarily just degrees
  - Skills: communicating with customers, STEM
Regional Job Centers Draw Workers From a Wide Area

PlanET Region Commuting Patterns (2009)

50.4% of workers in the region live & work in the same county

Source: US Census Bureau, Local Employment Dynamics (2009)
Job Growth
Outperformed TN and U.S.

Source: U.S. Bureau of Labor Statistics
Continued Economic Shift from Manufacturing to Traded Services

Source: EMSI 2011Q4, Covered Employment
Challenges Facing the Region’s Agricultural Sector

Source: US Bureau of Economic Analysis
Potential Clusters of Opportunity:
Info Services, Plastics, Optics, Building Products

- **Information services**: 6,175
- **Financial services & insurance**: 15,997
- **Aluminum & aluminum products**: 2,226
- **Machine tools**: 2,016
- **Plastics manufacturing**: 1,785
- **Nonresidential building products**: 467

**Legend**:
- **Green bubbles** are stable clusters
- **Blue bubbles** are emerging clusters
- **Yellow bubbles** are potential clusters

**Axes**:
- Relative Concentration (2011)
- Average earnings (2011)

**Values**:
- $0, $20,000, $40,000, $60,000, $80,000
- 0.00, 0.50, 1.00, 1.50, 2.00, 2.50, 3.00
Economic Engines:
ORNL and UT

![Bar chart showing financial data from 2002 to 2009]

- University of Tennessee
- Oak Ridge National Lab.

Source: National Science Foundation
Educational Success Helped Keep Unemployment Rates Lower

Source: American Community Survey 2008-2010, Public Use Microdata Sample

- United States
- Tennessee
- PlanET

![Bar Chart](chart.png)
Slightly Older Workforce than Those in TN and US

Source: US Census Bureau, ACS 2008-2010
Slightly Better Educated Workforce than Those in the Rest of TN

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>PlanET</th>
<th>TN</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post graduate</td>
<td>8.5%</td>
<td>7.1%</td>
<td>9.1%</td>
</tr>
<tr>
<td>4-year degree or equivalent</td>
<td>17.3%</td>
<td>14.9%</td>
<td>17.5%</td>
</tr>
<tr>
<td>2-year degree or equivalent</td>
<td>6.9%</td>
<td>6.3%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Some college</td>
<td>18.1%</td>
<td>17.7%</td>
<td>17.8%</td>
</tr>
<tr>
<td>HS degree or equivalent</td>
<td>39.4%</td>
<td>41.7%</td>
<td>36.2%</td>
</tr>
<tr>
<td>Less than Grade 12</td>
<td>9.8%</td>
<td>12.3%</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

*Source: ACS 2008-2010*
Putting People Back to Work: Summary of Web Advertisements (9/28/11 to 1/25/12)

Source: Wanted Analytics
QUESTIONS FOR GROUP DISCUSSION

- Are there any group focus area-related issues, challenges, or opportunities not adequately presented in the Existing Conditions Memo?
- Are issues related to the topic adequately addressed for the entire region?
- Is there any particular urgency or time sensitivity to issues, challenges, or opportunities discussed?
PRIORITIZATION OF GROUP MATERIALS

- List the most important trends for the working group’s PlanET focus area.
- List the priority issues to be addressed.
NEXT STEPS FOR PlanET WORKING GROUPS

- Meeting Summary
- On-line Information & Discussion
- Regional Leadership Dialogue
- Next Working Group Meeting
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