THE PlanET PROCESS

PHASE ONE
Establishing a Shared Identity & Vision
- Project Start-Up
- Data Collection & Regional Assessment
- Regional Future Vision

PHASE TWO
Engage, Educate, & Develop a Shared Direction
- Understanding Future Trends
- Considering Alternative Futures: Scenario Development
- Regional “Building Blocks” & Principles for Action

PHASE THREE
PlanET Report & Implementation Activities
- Draft Plan
- Plan Endorsement
- Progress Yardstick & Demonstration Projects
- Capacity-Building Training

PUBLIC OUTREACH CAPACITY BUILDING
WHERE ARE WE NOW?

PHASE ONE
Establishing a Shared Identity & Vision

Project Start-Up
October 2011
Kickoff Celebration

Data Collection & Regional Assessment
November 2011 – March 2012
Regional Outreach Series 1
PlanET Livability Report Card

Regional Future Vision
April 2012 – August 2012
Regional Outreach Series 2
WHERE ARE WE NOW?

PHASE TWO
Engage, Educate, & Develop a Shared Direction

Understanding Future Trends
April 2012 - July 2012

Considering Alternate Futures: Scenario Development
May 2012 – December 2012
Regional Outreach Series 3

Regional “Building Blocks” & Principles for Action
November 2012 – May 2013
Regional Outreach Series 4
ENGAGING THE REGIONAL COMMUNITY

TOP AREAS OF AGREEMENT

Regional Strengths
- ORNL, UT, and the region’s medical centers
- The region’s history/Appalachian heritage
- Combination of urban/suburban/rural settings
- Natural beauty of mountains, rivers, and open spaces
- Good range of regional amenities

Regional Challenges
- Need for quality jobs
- Quality of the region’s schools
- More transportation options
- Lack of places to walk or ride bikes
- Aging/deteriorating infrastructure and maintenance
- Drug use
- Poor air quality
- Poor water quality
PlanET LIVABILITY REPORT CARD

Regional Strengths

- Economic Engines
- Regional Commutes & Highway Congestion
- Housing Affordability
- Parks, Recreation, & Tourism

Regional Weaknesses

- Jobs
- Transportation Costs
- Rates of Disease/Illness
- Air Quality
- Agriculture

Based on existing conditions data and analysis
EXISTING CONDITIONS SCAN

LISTENING

DATA

General agreement on regional issues
REGIONAL LEADERSHIP DIALOGUE PRIORITIES

**ECONOMY & WORKFORCE**
- Low educational attainment
- Quality of the region’s schools
- Large number of low-skill jobs with limited opportunities for advancement

**TRANSPORTATION & INFRASTRUCTURE**
- Limited alternatives to auto transportation
- Rising transportation costs that have outpaced household income growth
- Areas without broadband Internet service

**HOUSING & NEIGHBORHOODS**
- Homelessness
- Cost of commuting from neighborhoods that are far from employment & commercial centers
- Affordable housing for the low-income/aging population

**HEALTHY COMMUNITIES**
- Drug use
- High rates of obesity
- Access to affordable medical care

**ENVIRONMENT**
- Poor air quality & associated health issues
- Loss of farmland & farming as a way of life
- Balancing the economic benefits of recreation & tourism with environmental protection
WHAT FACTORS ARE DRIVING THE REGION’S BIGGEST CHALLENGES TODAY?

1. Demographic Shifts
2. Dispersed Development & Separation of Land Uses
3. Loss of Agricultural Land
4. Few Transportation Options
5. Location Decisions
6. Rising Energy Costs
7. Low Educational Attainment, Low Wages, & Limited Job Advancement
8. Food, Activity, & Lifestyle
The region’s senior (65 and over) population grew by 24 percent and its non-white population grew by nearly 34 percent between 2000 and 2010.

- The aging of the Baby Boomer generation and an influx of retirees have increased the number of senior citizens in the region.
- The region also has seen substantial growth in its minority population.
- These population changes are bringing new housing, service, medical, and transportation needs to the region.

“The region needs services and centers to support aging in place.”

“We need more doctors who can speak Spanish to serve our Hispanic population.”
In 2009, the average regional household spent over 52 percent of its monthly income on housing and transportation expenses.

“We need more connected communities—schools, jobs, and housing—and integrated neighborhoods, making communities more walkable and not as dependent on cars.”

DISPERSED DEVELOPMENT PATTERNS & SEPARATION OF LAND USE TYPES

• Land use and zoning regulations have encouraged the separation of land uses.

• The region has a development pattern in which residents must drive to reach workplaces, shopping, doctors’ offices, other services, and recreation sites.
The region lost almost 61,000 acres of farmland between 1992 and 2007.

• Growing production costs, crop changes, and reduced profitability have led to thousands of acres of the region’s farmland being sold for suburban development.

• The region is losing sources of locally grown food and open space that provides important environmental benefits.

“Agricultural land should be seen as a resource to protect and use, not as a nuisance.”

“We need more agricultural education. We need to attract a new generation of workers interested in farming.”
“It’s difficult to reach retail and grocery stores by any means of transportation other than automobiles.”

FEW TRANSPORTATION OPTIONS

• Most areas of the region do not have residential densities that support transit service, so residents have no option other than to drive.

• Riding a bicycle or walking generally is not a choice because employment, commercial, and recreation areas are too far away from most suburban and rural homes.

The minimum residential density required to support basic bus service is 6-8 dwelling units/acre. The region’s overall density was 1.4 dwelling units/acre in 2010.
In 2009, almost 43 percent of the region’s workers commuted out of their home county for employment.

“Decent jobs are far away and it requires long travel times [to get to them].”

- Choosing where you live usually relates to housing cost, neighborhood services, and cultural preferences.

- Many of the region’s lower- and middle-income households only can afford lower-cost units located farther away from employment and commercial areas.

- These households face high transportation costs that affect their ability to purchase needed goods and services.
In 2009, the average regional household spent 31 percent of its income on transportation expenses. Increases in transportation costs since 2000 have outpaced growth in regional household income.

---

Growth in the Average Cost of Auto Use

- **In 2009:** 9.6 cents per mile
- **In 2009:** 19.1 cents per mile

Source: Center for Neighborhood Technology

---

"In the future, our cars will be more energy efficient and some will be powered by alternative technologies."

**RISING ENERGY COSTS**

- The region’s residents, on average, pay more than twice the standard for affordable monthly transportation costs (which is 15 percent of household income).
- This means they have less money to spend each month on housing, food, medical services, clothing and entertainment.
- They also are strongly affected by fluctuating gas prices because they are so auto-dependent.
LOW EDUCATIONAL ATTAINMENT, LOW WAGES, & LIMITED JOB ADVANCEMENT OPPORTUNITIES

- Unemployment is high in the region for workers who did not graduate from high school or have only a high-school education.
- Advancement opportunities for workers may be limited if employers do not invest in job training that would help build employment skills.

In 2010, 44 percent of the region’s working age residents had only a high-school diploma or did not complete high school.

“We have to have a better fit between the education/training of students and good available jobs in a changing workforce.”

“We need improvement in the quality of schools. Excellence in schools attracts excellence in economic development.”

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate/Professional Degree</td>
<td>30.4%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>18.1%</td>
</tr>
<tr>
<td>Associate's Degree</td>
<td>10.4%</td>
</tr>
<tr>
<td>Some College; No Degree</td>
<td>6.9%</td>
</tr>
<tr>
<td>High-School Diploma or Equivalent</td>
<td>20.5%</td>
</tr>
<tr>
<td>Did Not Graduate High School</td>
<td>13.7%</td>
</tr>
</tbody>
</table>
FOOD, ACTIVITY, & LIFESTYLE

Nearly two-thirds of the region’s residents are overweight or obese, and rates of diabetes and cardiovascular disease have grown over the past decade.

- People often make food choices based on convenience and low cost. This can lead to unhealthy diets.
- Getting regular exercise may be difficult because the region’s physical environment does not support walking to destinations or recreational facilities close to homes.
- Today the region is seeing consequences of these lifestyles: low rates of physical activity, health issues, and associated economic costs.

“We need more healthy lifestyle choices (restaurants, grocery stores, etc.) within a better built environment.”

“Recreational facilities should be available to all areas and communities.”

People often make food choices based on convenience and low cost. This can lead to unhealthy diets.

Getting regular exercise may be difficult because the region’s physical environment does not support walking to destinations or recreational facilities close to homes.

Today the region is seeing consequences of these lifestyles: low rates of physical activity, health issues, and associated economic costs.
GROUP VOTING EXERCISE

Which drivers have the strongest impact on outcomes in your group’s focus area?
SUMMER 2012 OUTREACH PROGRAM

- Series of outreach activities designed to engage participants in discussion about future vision ideas for the region
WE NEED YOUR HELP!

MEETING IN A BOX 2

• Volunteers take the Forum 2 questions out to small groups throughout the community.

• Meetings can be held anywhere, at your convenience.

• Will YOU help us with one meeting this summer?
**NEXT STEPS**

**WORKING GROUP WEBPAGES**

The transportation and infrastructure working group convened on February 21, 2012 to gather reactions to the draft of an Existing Conditions Memo which provides an overview of regional conditions. Meeting documents are linked below:

- Meeting Agenda
- Introductory Presentation
- Transportation Section, Draft Existing Conditions Memo*
- Infrastructure Section, Draft Existing Conditions Memo*
- Meeting Minutes
- Summary of Key Findings

*The full version of the Draft Existing Conditions Memo is available for download in the Data Clearinghouse.
WORKING GROUP ASSIGNMENT:

Who are potential PlanET champions for your focus area?