CLEAR Plan 2030: Overview

CLEAR Plan 2030
Community Livability for the East Alabama Region
Conversation 2
CLEAR Plan 2030: Partners

- Alabama Network of Family Resource Centers
- Alabama Power Company
- Calhoun Area Metropolitan Planning Organization
- Community Action Agency of Talladega, Clay, Randolph, Calhoun, and Cleburne Counties
- Community Foundation of Northeast Alabama
- Coosa Valley Resource Conservation & Development Council
- East Alabama Mayors Association
- Gadsden/Etowah County Metropolitan Planning Organization
- Jacksonville State University
- Sylacauga Alliance for Family Enhancement
- United Way of East Central Alabama
CLEAR Plan 2030: 10 County Region
Livability Resource Teams

- Transportation
  - LRT
- Housing
  - LRT
- Economic Competitiveness
  - LRT
- Community Engagement Policy
  - LRT
- Education
  - LRT
- Health
  - LRT

Consortium
Livability Survey

Completed as of May 13, 2013

5,464 Surveys Completed
Per County Livability Survey results discussed
To access the handout for each County’s survey results go to the link below

http://tiny.cc/PerCountySurveyResults

For the most part, many of the results from the Counties mirror the Regional results
The Regional Survey Results booklet is located at http://tiny.cc/RegionalSurveyResults
Regional Survey Results

Accessible Transportation

- A variety of transportation options
- Affordable transportation options
- Accessible transportation options
- Regional transportation coordination
- Well maintained roads

Legend: Don’t Know, Most/All, Some, None/Few

Community Leadership

- Represents the opinions of residents
- Seeks participation from residents in the early stages of projects
- Collaborates with leadership in other communities for the benefit of residents

Legend: Don’t Know, Most/All, Some, None/Few
Regional Survey Results

Jobs & Prosperity

- Employment opportunities
- Attractive destinations and services
- High quality education
- Life long learning opportunities

Legend:
- Don’t Know
- Most/All
- Some
- None/Few
### Individual County Conversation 1 Results

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do residents love?</td>
<td></td>
</tr>
<tr>
<td>What do residents want to see improved?</td>
<td>Individual County Results are located at <a href="http://tiny.cc/PerCountyConvo1Results">http://tiny.cc/PerCountyConvo1Results</a></td>
</tr>
<tr>
<td>What do residents want to see in 5 years?</td>
<td></td>
</tr>
</tbody>
</table>
## Regional Conversation Results

| What do people love?                     | • Communities and Neighborhoods  
|                                         | • Natural Environment  
|                                         | • People  |
| What do people want to see improved?    | • Jobs  
|                                         | • Infrastructure  
|                                         | • Beautification  
|                                         | • Educational Opportunities  |
| What do people want to have in place in 5 years? | • Economic Development  
|                                           | • Educational Opportunities  
|                                           | • Health Care  
|                                           | • Entertainment and Leisure  
|                                           | • Infrastructure Investments  |

[http://tiny.cc/RegionalConvo1Results](http://tiny.cc/RegionalConvo1Results)
What Would Make Your Community More Livable?

Word cloud using responses from the livability survey open-ended question
A truly livable community is livable for all residents, present & future. Livable communities have a culture that values prosperity, diversity, fairness, dignity & equality. Components of a livable community must be equally accessible & available to all residents & future generations. Access in a community context means jobs, livable income, decent housing, quality education and adequate health care are within reach for current and future residents.
8 Principles of Livability

- A livable community...
  1. Encourages prosperity and upward mobility
  2. Champions valued communities
  3. Values and protects its beauty and natural resources
  4. Celebrates heritage and cultural assets
  5. Thinks regionally, acts locally
  6. Invests in quality and accessible education
  7. Promotes a sense of place and a pride of ownership and home
  8. Grows local and regional leadership
8 Principles of Livability

1. Encourages prosperity and upward mobility
2. Champions valued communities
3. Values and protects its beauty and natural resources
4. Celebrates heritage and cultural assets
5. Thinks regionally, acts locally
6. Invests in quality and accessible education
7. Promotes a sense of place and a pride of ownership and home
8. Grows local and regional leadership

Livability Resource Teams

- Community Engagement
- Economic Competitiveness
- Education
- Health
- Housing
- Transportation
The CLEAR Plan 2030 (Community Livability for the East Alabama Region) is a planning project working to improve the livability of all residents in the 10-County East Alabama region the East Alabama Regional Planning and Development Commission serves.

As a part of this planning process, a Livability Survey was conducted. Over 5,400 surveys were received between November 1st, 2012 and May 13, 2013, which exceeded the survey goal of 5,000 surveys. This equates to 1% of the Region’s 470,000 residents.
Priorities: Per County and Region-wide

- County Ranking of priorities:
  1. 
  2. 
  3. 
  4. 
  5. 
  6. 
  7. 
  8. 

- Eastern Alabama Ranking of priorities:
  1. Quality Education
  2. Employment Opportunities
  3. Healthy Environment
  4. Affordable Housing
  5. Economic Development
  6. Improved Infrastructure
  7. Transportation Choices
  8. Arts & Culture

Located on the bottom right of the per county survey handout
Livability Resource Teams

- Economic Competitiveness & Development
- Health & Wellness
- Housing
- Transportation & Infrastructure
- Education & Workforce Development
- Community Engagement & Leadership

Utilize the Developing Priorities and Actions Handout

Develop regional strategies & assessment of existing industries to define opportunities for expansion & retention of employment.

Establish regional inventory of prepared industrial sites coupled with a coordinated regional marketing initiative.

Align local and regional economic strategies, resources & recruitment for job creation.

Establish a regional mechanism & clearinghouse to enhance small business & entrepreneurial growth.

Establish & maintain alignment of economic, education, workforce training and employer goals on a regional basis for effective job creation & recruitment.
Utilize and enhance cultural assets as a tool for economic development, downtown revitalization & tourism.

Engage region in a unified, strategic tourism development initiative through common branding & marketing.

Expand development of a skilled, prepared workforce through quality education, workforce training, technical skill development and increased levels of educational attainment.

Establish development strategies along I-20, U.S. 280, U.S. 431 and other key transportation corridors.

Establish strategies to support best practices, resources & programs for downtown revitalization.
Health & Wellness

- Increase awareness and expansion of educational programming for health and wellness
- Create parks and other outdoor amenities that will encourage physical/recreational/wellness activities for all ages.
- Enhance quality & accessibility of health care facilities for both physical and mental health.
- Expand farmer’s markets community gardens and throughout the region.
- Continue to enhance infrastructure to accommodate walking and bicycling throughout East Alabama.
Health & Wellness

- Recapture experience, talents & skills of the mature, retired workforce as a means of enhancing wellness and as an economic asset.
- Insure lifelong learning opportunities are available for all ages, especially the mature population to contribute to wellness and continued civic & social engagement.
- Expand awareness of public health programs and resources throughout the region for all ages.
- Expand education and information for seniors, and their families, about available wellness and nutrition programs to assist in effective decision-making.
- On a regional basis, promote wellness among all ages.
Housing

- Increase affordable housing opportunities provided by faith, non-profit, and private developers
- Expand awareness of and opportunities for volunteer-based home renovation programs for seniors and veterans.
- Enrich and revitalize downtowns to encourage more individuals to settle near town centers
- Provide a central clearinghouse of housing information to expand awareness and education related to affordable & available housing throughout the region, especially for seniors and low-to-moderate income based citizens.
- Insure that building codes, zoning and other regulatory processes are efficient and citizen-friendly.
Housing

- Develop & implement strategies for the region to recruit retirees, understanding that they are a major economic resource.
- Provide a central educational information source for citizens, especially seniors, returning veterans and low-to-moderate income individuals & families, that relate to home modifications, home assessments, service providers, public housing, credit & reverse mortgages, and other subjects that contribute to better decision-making and financial stability.
- Support development & maintenance of quality neighborhoods through use of livability & cultural assets.
Transportation & Infrastructure

- Implement appropriate transportation & infrastructure strategies to support regional economic expansion.
- Expand & enhance technology & telecommunications infrastructure & capabilities throughout East Alabama.
- Enhance gateways & entryways into East Alabama & into individual counties to put forth a positive, hospitable image.
- Maintain and enhance natural resources and the beauty of the East Alabama region, including parks, water resources & gateways.
- Develop & implement the appropriate strategies required to expand key economic corridors in East Alabama.
Transportation & Infrastructure

- Promote, support and identify resources for improvement and expansion of sidewalks, bike lanes, walking trails and other physical assets in local communities in the region.
- Improve coordination of transportation & infrastructure development on a regional basis
- Explore transportation/infrastructure resources, grants and programs to support & promote downtown revitalization in communities throughout the region.
- Assess opportunities for improving/expanding public transportation for both urban and rural counties.
Expand affordable, accessible early childhood & pre-K education in East Alabama.

Increase high school graduation rates.

Increase number of people graduating from a two or four-year secondary institution.

Create and expand programs for continuing education and lifelong learning for all ages and skill level capacities.

Expand collaboration & connection between and among all educational systems & institutions and business & industry.

Establish regional & local education attainment goals & benchmarks that exceed state & national standards.
Education & Workforce Development

- Enhance accessible educational programming at museums, historical sites, libraries & other community centers for all citizens of all ages.
- Improve alignment of economic & educational strategies in the region; and secure involvement of business & industry in all educational and workforce development initiatives.
- Expand utilization of technology-based capabilities and distance learning opportunities for all citizens that contribute to higher levels of education attainment.
- Establish a goal that every K-12 school in East Alabama becomes a high-performing school.
Community Engagement & Leadership

- Institute a regional, strategic public-private partnership stakeholder group that can advance and sustain the CLEAR Plan 2030.
- Create specific task forces and/or recruit strategic stakeholders for implementation action on selected goals.
- Utilize annual historical, arts, music festivals and other cultural events to celebrate our common heritage in East Alabama & that engage visitors, tourists and residents.
- Develop & empower future leaders in the public, private and non-profit sectors to be active participants in pursuing the goals of CLEAR Plan 2030.
- Develop and establish an annual regional youth leadership development program.
Advocate & encourage collaboration and alignment of all economic & community development strategies within the region among public, private and non-profits sectors.

Establish benchmarks and measurements for all adopted strategies within CLEAR Plan 2030 coupled with annual reporting and accountability to all stakeholders and the general public.

Hold a CLEAR Plan 2030 summit every three years to update and sustain the process.

Enhance the region’s civic infrastructure that creates awareness of and accessibility to civic participation for all citizens and expands regional stewardship.
Voting on Priorities

- Rank your top 3 for each of the 6 categories

Utilize the Developing Priorities and Actions Handout
(PDF version-[http://tiny.cc/Priorities-ActionsPDF](http://tiny.cc/Priorities-ActionsPDF) or
Online Version-[http://tiny.cc/Priorities-ActionsVoting](http://tiny.cc/Priorities-ActionsVoting))
Next Steps...

- Reviewing the Timeline
- Fall Regional Symposium
- Working Towards CLEAR Plan 2030’s Completion
The work that provided the basis for this publication was supported by funding under an award with the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this publication. Such interpretations do not necessarily reflect the views of the Government.