PLACES & SPACES • DEVELOPMENT PATTERNS

Goals	Objectives	Strategies
Promote the efficient and sustainable use of land and resources.		
	Foster the efficient and sustainable use of land resources to increase the benefits and reduce the costs of future growth.	
		Focus most new development and infrastructure investments in existing communities where services and infrastructure already exist.
		Pursue growth policies and regulations to support the efficient use of existing water, sewer and transportation infrastructure.
		Identify and protect environmentally sensitive conservation areas and habitats and farm and forest lands.
		Encourage infill, reuse and redevelopment of existing urban areas before developing rural farm and forest lands.
		Encourage new development to be designed to accommodate future re-use and redevelopment.
		Encourage new development that balances economic, social and environmental community interests.
		Foster the assessment, clean-up and redevelopment of old commercial and industrial sites (i.e. brownfields).
		Encourage transportation, water & sewer infrastructure plans that support and incorporate sustainable community development patterns and principles.
		Encourage land development plans and ordinances that support proposed road functions and incorporate sustainable community patterns & principles.
		Incentivize and streamline the approval process for the kind of sustainable development patterns communities decide they want in the future.
	Build vibrant, lively and attractive neighborhood & town centers with a mix of higher-density uses in areas communities identify as most appropriate.	
		Foster functional, pedestrian-friendly and attractive design that supports economic, environmental and social interests.
		Identify top-priority opportunity areas for redevelopment of under-utilized sites into mixed-use reinvestment areas and corridors which are accessible by multiple modes of transportation.
		Support site planning for redevelopment areas in our region's communities to serve as sustainable reinvestment pilot projects.
		Pursue flexible land use policies and regulations allowing higher densities and a wider mixture of uses in redevelopment areas and town centers.
	Provide more housing choices with greater access to jobs and services.	
		Incentivize affordable housing options, especially along major transit corridors.
		Foster collaborative partnerships between public & private sectors in the provision of affordable housing.
		Encourage development of housing, jobs and services in close proximity to one another.
	Pursue Farmland and Open Space Protection.	
		Support the Voluntary Agricultural District program.
		Support land conservation and open space protection efforts.
		Identify programs that protect land and water quality in rural areas (e.g. WHIP, EQIP, NC-WRP) and insure they are in place in the region.
	Promote LEED and green construction support.	

Goals	Objectives	Strategies
		Consider LEED-affirmed permit fee rebates.
		Allow reduced permit fees for green energy installations (e.g. solar, geo-thermal, etc.
		Provide information, resources and best practice advice.
	Provide pedestrian connectivity planning and support.	
		Connect sidewalks, trails and bike paths to provide a more complete network of transportation choices – especially among major residential areas, employment and commercial areas, and community landmarks and gathering areas.
Enhance the economic and social vitality of our region's downtowns.		
	Initiate façade and beautification programs for downtown buildings, sidewalks and streetscapes.	
		Establish façade and awning loan or grant programs.
		Pursue budgeted town streetscape improvements (e.g. light posts, hanging plants/flowers, benches).
		Consider a downtown service district fee to provide specific additional services (e.g. street cleaning, trash collection, repair, security).
	Promote engaging community activities and cultural offerings.	
		Create or expand downtown arts or food festivals highlighting offerings from local businesses.
		Establish regularly scheduled downtown "days" or "nights" with music, food, business bargains and festivities.
	Support private sector activities and investments.	
		Consider permit fee reductions for downtown up-fits and infill development.
		Encourage efforts to promote downtown businesses (e.g. downtown directories, maps, online advertising).
		Work with non-profit organizations to fill long-term unleased space to keep unfilled space at a minimum.
		Encourage local business shopping promotions.
	Access outside assistance (e.g. NC STEP & NC Main Street Programs for small towns).	
Promote the agricultural economy by organizing greater connectivity among local farms and urban centers.		
	Create Food Policy Councils in each county of the Piedmont Triad.	
		Ensure broad levels of participation, including not only the sectors listed above, but organizations that address issues of food sustenance and hunger (local schools, social service organizations, etc.).
		Facilitate cooperation among councils to maximize their impact.
	Develop local Farmers' Markets.	
		Initiate a process (e.g. led by the local Food Policy Council) designed to build or expand a market using public and private resources.
		Contact potential agricultural participants to gauge interest and a preferred scope of operations (e.g. days, hours).
	Develop a Region-wide Local Food Network.	
		Perform an assessment of market supply/demand and opportunities.
		Explore the possibility of forming a region-wide distribution system that systematically brings fresh produce and farm products from the farthest reaches of the Piedmont Triad (Caswell, Surry, Montgomery counties), distributes some product

Goals	Objectives	Strategies
		on its route, and picks up additional product on its way to its final destination at the centrally located Piedmont Triad Farmers Market in Colfax (at the Guilford/Forsyth county line on I-40) and other urban markets.
	Establish Regional & Local Food Processing and Distribution Co-ops and Collectives.	
		Identify the production capacity of existing or potential agricultural products (e.g. grape production for wine, purple sweet potatoes, hops for beer).
		Work with current processors to expand capacity – or create a new processing facility as necessary – to provide a local bulk market for agricultural products (e.g. a former grist mill or grain elevator, grape processing or winery; Biofuels processing; Inland fish processing.)
Promote greater community connectivity.		
	Enhance pedestrian, biking and trail options.	
		Add connective pieces to existing infrastructure (e.g. sidewalks, trails, bike lanes) to provide safe and convenient pedestrian and bicycle transportation options between residential areas and work, school and commercial centers in communities.
		Pursue grant opportunities (e.g. PARTF, others) to access funding for pedestrian and bike system expansion.
		Create community bike-share programs that provide a healthy transit option, reduce automotive traffic and add a sense of vibrancy to communities.
	Pursue greater public transit options for dependent and non-dependent riders (especially in and among urban centers).	
		Increase access, connectivity, reliability and timeliness to enhance public transit for dependent riders and to encourage non-dependent riders to elect using public transit systems.
		Explore electric or bus trolley systems for downtown mobility in urban centers to provide an attractive transit option and enhance economic development opportunities in downtown areas.
	Increase social connectivity, including engaging diverse communities, newcomers and young and elderly adults.	
		Encourage communities to provide inclusive community outreach and engagement efforts in all neighborhoods that build relationships, help to identify and affirm a diversity of interests, and encourage everyone to contribute to the good of the community.
		Establish community-wide events that engage and celebrate the diversity of the entire community.

PLACES & SPACES • GREEN INFRASTRUCTURE, CLIMATE ADAPTATION & ENERGY

Goals	Objectives	Strategies
Decrease the Piedmont Triad's Vulnerability to Climate Change		
	Protect the Piedmont Triad's Water Supply and Quality	
		Protect water quality for drinking water, recreation, and ecological habitat purposes through watershed management, low impact development, and using best management practices for all land uses.
		Protect water supplies through watershed management, utilizing water conservation pricing, infrastructure maintenance, and employing new, more efficient plumbing standards including water reuse. (CAE related)
		Manage Stormwater: Collaborate with the regional council and municipal/county stormwater management and planning departments on an integrated watershed plans that factor in climate change and use innovative measures to manage stormwater. (CAE related)
		Manage sediment: Collaborate with the regional council, municipal planning departments, and county agricultural organizations (Soil & Water Conservation Districts) on practices and policies that minimize erosion and stabilize streambanks to reduce sediment loss.
		Adopt a regional green infrastructure infrastructure plan and implement key principles of regional green infrastructure and urban green design*
	Ensure the Persistence of the Triad's Agricultural Heritage	
		Work with NRCS, NCSU Cooperative Extension, and other partners to develop outreach strategies that ensure all federal and state programs that promote sustainable agricultural practices are available to the region's farmers.
		Work with public, non-profit, and private sector partners to promote farming as a lifestyle and career for younger generations.
		Assess which crops are most vulnerable to climate change impacts (hotter, drier summers; wetter, warmer winters) and develop a mitigation or adaptation strategy to either ensure the success of existing crops or promote the transition to new staple crops. (CAE related)
		Work with public, non-profit, and private sector partners to promote "Farm-to-Fork" food systems that both support the local agricultural sector and promote healthier communities.
		Identify weaknesses in the existing regional food distribution system and address them with the institution of new farmers markets, commissaries, and/or food centers.
		Identify communities that do not have access to healthy, affordable foods, and develop a program to deliver locally-grown foods to them.
	Preserve Piedmont Triad Plants, Trees and Natural Landscapes	
		Identify natural features that provide multiple public benefits such as hunting or swimming, better assess their economic value to region, and develop a regional marketing strategy to promote them throughout the state and the Southeast.
		Identify urban communities without access to tree canopy cover, recreational resources like parks or greenways, and/or natural landscapes,

Goals	Objectives	Strategies
		and develop plans to rectify this inequity.(CAE Related)
		Identify priority species and habitats that remain unprotected.
		Revisit and update approved urban plantings lists to favor or encourage native North Carolina Piedmont species which are heat and drought tolerant. (CAE Related)
		Identify those species most vulnerable to the Triad's anticipated impacts from climate change (hotter, drier summers; wetter, warmer winters) and develop a transition or mitigation strategy for their survival.(CAE Related)
		Identify species most effective at providing ecosystems services, but especially stormwater management and urban heat island mitigation and prioritize their use throughout all communities. (CAE Related)
		In both the urban and rural environments, track invasive species and the migration of species northward and up slope as climate changes.(CAE Related)
		Adopt a regional green infrastructure plan and implement key principles of regional green infrastructure and urban green design*
	Decrease the Piedmont Triad's Vulnerability to Wildfires	
		Monitor and track conditions conducive to wildfire hazard.
		Assess areas most vulnerable to wildfires under the hotter, drier summers climate change is anticipated to deliver to the region.
		Work with state and federal forestry services and land owners to manage lands and reduce wildfire risk.
		Continue and bolster wildfire risk education
	Reduce the Vulnerability of Piedmont Triad Residents to Health Risks Associated with Climate Related Hazards	
		Track Public Health Trends: e.g. monitor the rates of asthma and heat related visits hospitals and health clinics according to weather events such as heat waves. (CAE Related)
		Increase efforts related to maintaining the well-being of persons whose work requires them to be exposed to the elements—educating employers as well as employees with particular focus on agriculture and landscaping businesses. (CAE Related)
		Develop an outreach strategy with EMS programs and the health care system to ensure that the region's most vulnerable populations are aware of the risks of hotter, drier conditions, flash flooding, and other climate change impacts, and that they are aware of what relief resources they may rely upon for safety and shelter.
		Monitor changes in rates of infections of vector borne diseases according to weather events such as summertime flooding. (CAE Related)
		Enhance all urban tree canopies to at least 40% coverage to mitigate the urban heat island effect. This coverage must be universal to all communities and ensure equity of distribution. (CAE Related)
		Develop a relocation transition strategy for those living in floodplains so that they can live in safer conditions. (CAE Related)
	Engaged and Responsible Businesses and Government Sectors	

Goals	Objectives	Strategies
		Work with businesses and governments to analyze their vulnerability to climate change and take action.
		Take particular note of the tourism and outdoor recreation markets which are very strong in the Piedmont Triad and very susceptible to extreme weather events.
		Work with energy providers on innovative ways—which do not rely on chemical spraying or the destruction of tree canopy—to decrease the vulnerability to weather related hazards of energy delivery systems.
		Adopt a regional green infrastructure plan and implement key principles of regional green infrastructure and urban green design*
	Plan for Future Challenges	
		Use the Consortium Oversight Committee to assign and oversee implementation efforts, assess plan implementation, recommend revisions, report to towns, counties and all Piedmont Triad residents on implementation progress.
		Adopt a regional green infrastructure plan and implement key principles of regional green infrastructure and urban green design*
Improve long-term energy security, economic well-being, and air quality in the Piedmont Triad through energy efficiency and renewable energy technologies.		
	Objective: Increase the number of renewable energy projects.	
		Invest in electric and thermal solar energy technologies.
		Investigate feasibility of a large-scale biomass processing facility for agriculture and forestry waste and perennial crops.
		Improve existing hydropower facilities
		Continue expansion of landfill gas recovery projects (LFG)
		Investigate smart grid and energy storage potential opportunities.
		Encourage use of residential geothermal heat-exchange systems.
		Explore and pilot the development of shared renewable energy.
		Develop or expand educational programing on energy efficiency.
	Objective: Increase the number of energy efficiency projects.	
		Improve energy efficiency at the residential scale through identifying and weatherizing homes built prior to 1975 building code requirements
		Increase the use of energy efficient appliances through education, incentive and buyback programs.
		Investigate market structures which minimize upfront investment in energy efficiency technologies during construction for commercial facilities.
		Identify funding mechanisms to make large scale energy-efficiency improvements to industrial facilities.
		Identify retrofit opportunities and establish a funding mechanism for commercial and industrial buildings.
		Work with nonprofit agencies, Duke Energy and North Carolina's Department of Commerce and Agriculture to simplify retrofit processes for residential, commercial and industrial building owners.
		Develop or expand educational programing on renewable energy.

Goals	Objectives	Strategies
	Objective: Boost the regional economy and keep dollars local through energy efficiency and renewable energy projects.	
		Promote the development of energy efficient and renewable technology programs and partnerships through research facilities and in the college and university systems.
		Identify contaminated lands which may be unsuitable for traditional development and investigate suitable renewable energy opportunities.
		Utilize the regions' strong network of existing infrastructure from vacant factories and mills to foster the production of new energy technologies.
		Identify a funding mechanism to support an early program stimulus investing in energy efficiency and renewable energy technologies
		Encourage or provide incentives to business and policy leaders to implement efficiency measures or utilize energy from renewable resources.
	Objective: Adopt policies supporting energy efficiency and renewable energy projects.	
		Encourage decoupling policies for all electric utilities
		Encourage water efficiency measures through ordinances, education, leak detection, conservation pricing of water and sewer services, plumbing efficiency standards and landscape irrigation ordinances.
		Conduct an audit all municipal and county facilities and address shortfalls.
	Objective: Reduce emissions through improved transportation systems.	
		Support the development of fuel efficient vehicles and use of alternative fuels.
		Improve the general efficiency of the transportation network
		Support alternative modes of transportation including mass transportation, greenways, and car/bicycle sharing programs.
		Encourage counties and municipalities to purchase alternative fuel vehicles and train staff on efficient driving techniques.

TRANSPORTATION

Goals	Objectives	Strategies
Provide more transportation choices through the development of safe, reliable and economical transportation infrastructure and services to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, and promote public health.		
	Establish and enhance a robust network of multi-modal transportation choices at the statewide, regional, county and municipal levels involving highways, passenger and freight rail, regional and local transit, streets, para-transit services, sidewalks, cycling infrastructure, and recreational trails and greenways.	
		Identify a regional transportation network that focuses on the movement of goods and people connecting urban centers to small towns, and the region to the State and beyond.
		Request MPO's and RPO's to adopt the Sustainable Street Network Principles developed by the Congress for New Urbanism as a framework for developing street networks in local communities.
		Request MPO's, RPO's, cites and town to adopt the North Carolina Complete Streets Manual as a policy statement for the decision making process to enhance transportation infrastructure in local communities.
		Request MPO's and RPO's to develop Long Range Transportation Plans that focus on the integration of multi-modal transportation infrastructure with the location of housing and job centers.
		Update the Regional Transit Development Plan and revisit funding and implementation priorities. To go http://www.partnc.org/rtdp.html for more detail.
		Encourage each community to develop a transportation network tailored to their needs that integrates with the regional network.
	Conduct local research and education on the benefits of a multimodal regional network.	
		Conduct a study on the economic benefits resulting from the development of fixed-guideway systems within the region.
		Conduct a study that addresses the potential health benefits and cost savings from the development of more sidewalks, bike lanes and expansion of transit service.
		Develop and distribute an educational toolkit promoting the benefits of a robust multimodal network on energy independence, improving air quality, public health and economic development.
		Establish a citizen's advocacy group to promote the benefits of public transit.
	Establish a structure to locally fund and promote the development of a regional transportation network.	
		Establish a locally dedicated funding source for transportation infrastructure improvements.
		Invest in multiple modes of transportation for pedestrians, cyclists, and transit riders as part of the roadway network.
		Investigate the use of existing funding mechanisms (sales tax, vehicle registration fee).
	Increase options for daily transportation needs for a health conscious transportation system through the creation of walkable and bikeable communities.	

Goals	Objectives	Strategies
		Create incentives for people to walk, bike and use public transit as part of their transportation options.
		Within town and city centers, concentrate on providing the safe infrastructure for walking and cycling as a means of daily transportation, not just recreation.
		Reconfigure existing infrastructure so that it is hospitable for modes of transportation other than the automobile.
		Reestablish historical patterns of mixed land uses within walkable distances to create an environment in which walking and biking is a social norm.
		Encourage communities to adopt the NCDOT Complete Streets manual.
	Evaluate the roles and responsibilities of existing transportation organizations and agencies in order to be competitive for federal and state funding, reduce redundancies in planning and operations, and be better stewards of transportation resources.	
		Define roles among NCDOT, PART, MPO's and RPO's to streamline transportation planning and funding reflective of organizational mission and responsibilities.
		Study the potential benefits of creating a regional MPO.
		Develop a list of regionally significant projects that are managed or coordinated by the Piedmont Authority for Regional Transportation.
Maintain and enhance the region's competitive edge as a transportation and logistics hub along the Eastern Seaboard by focusing on facilities and infrastructure planning, improving coordination and cooperation among stakeholders.		
	Develop a comprehensive vision for freight infrastructure in the region.	
		Convene a Freight Roundtable consisting of key stakeholders.
		Prepare educational materials related to freight infrastructure for planners and elected officials.
		Develop a freight component for the Regional Travel Demand Model.
		Establish regional freight infrastructure improvement priorities.
	Develop a multimodal freight network strategy in the region designed to create, protect and maintain transport links, connecting intermodal facilities and appropriate modes, both public and private. As an example the hub transport hub at Memphis includes water, air, truck and rail intermodal facilities. The various independent facilities are tied together by excellent roads so that those freight flows that have to move from one facility to another can with minimal problems.	
		Conduct a feasibility study to identify the location and operational characteristics for a multimodal freight facility in the region.
	Maintain a low level of traffic congestion in the region along Unlimited Truck Routes.	
		Identify, communicate and employ mitigation techniques along alternate routes to redirect traffic during times of high congestion.
		Utilize NCDOT message boards within the region to facilitate the efficient movement of traffic along the system of alternate routes in response to accidents, construction and other incidents which create congestion.
		Incorporate Smart Road Technology in the planning and design of future truck routes.

Goals	Objectives	Strategies
		Lower automobile VMT's through the expansion of public transit, car pool, van pooling and ride sharing.
	Expand logistics educational and career opportunities for the Piedmont Triad workforce.	
		Establish a local scholarship and/or Two & Two program for Logistics students.
		Expand the capacity of the local education system to accommodate more students and degree offerings.
		Continue to the foster the relationships among the educational intuitions and freight carriers.
		Promote Logistics as a career path beginning at the high school level.

HOUSING

Goals	Objectives	Strategies
Provide More Housing Choices		
	Stimulate more housing in 'location-efficient' areas, expanding location-efficient housing choices for people of all ages, incomes, races, and ethnicities in ways that increase mobility and lower the combined cost of housing and transportation [energy-efficient deleted- nothing recommended in work group]	
		Develop a Regional Assessment of Fair Housing (building upon the Fair Housing Equity Assessment) and use it to guide future housing investments.
		Target federal and state funding to promote the development of mixed use/mixed income communities near existing employment centers (housing and communities)
		Create and promote adoption of model ordinance language that permits a mix of housing choices within neighborhoods, encouraging economically and culturally diverse communities.
	Revitalize '*Redevelopment Opportunity Areas*', increasing investment in redevelopment areas that will improve housing quality and choices and promote infill housing in locations close to services.	
		Target federal and state funding toward areas designated by municipalities to revitalize existing neighborhoods that are close to services, schools and employment centers.
		Develop model infill housing incentives and encourage local implementation. Techniques such as density bonuses for developing near transit lines, mixed-use development near transportation hubs/corridors, shared-home arrangements and accessory dwellings, land recycling and adaptive reuse of older buildings will stimulate revitalization, improve the efficiency of public investments, and safeguard rural landscapes. (housing and communities)
		Build partnerships between public agencies, private investors and community-based groups to plan and fund redevelopment projects.
	Promote mixed income development.	
		Encourage use of voluntary inclusionary housing policies that offer market-based incentives for mixed income housing
		When federal, state or local assistance is provided, use this subsidized funding as an incentive to achieve a mix of incomes in the housing community. Potential sources include New Markets Tax Credits, Low Income Housing Tax Credits, and interest-free soft second mortgages.
		Leverage state and federal assistance, as well as historic preservation credits, as a way to convert abandoned mills and factories into mixed use/ mixed income developments
	Decrease the number of homeless persons in the region.	
		Establish a regional network of homeless service providers that will facilitate communication, pursue common solutions and help identify funding opportunities
		Improve transportation options from homeless shelters to employment and services
		Increase awareness among the community and elected officials about

Goals	Objectives	Strategies
		homeless
		Using a 'Housing First' model, coordinate delivery of services to individuals and families that will stabilize them in residential settings.
	Convert foreclosures into assets	
		Develop a regional land bank or community land trust, a partnership between banks, local governments, and regional foundations, to purchase, redevelop, and resell foreclosed housing, while also assisting homeowners in restructuring their debt and staying in their communities.
		Pursue funding to convert properties in the foreclosure process into new homeownership opportunities, transitional housing and scattered site rental housing.

HEALTHY COMMUNITIES

Goals	Objectives	Strategies
Value communities and neighborhoods: Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods - rural, urban, or suburban.		
	Develop capacity for health impact assessments in the Piedmont Triad	
		Provide education and training to elected officials around the process and value of health impact assessments
		Conduct a survey for public agencies gathering information on HIA knowledge and propensity to use HIAs
	Provide a safe infrastructure for walking and bicycling as an alternative means of transportation in Town and City Center	
		Establish a locally dedicated funding source for alternative transportation and leverage federal resources
		Encourage public/private partnerships in providing greenway facility funding
		Establish Complete Streets policies locally for any road improvement or maintenance projects
		Establish policies and programs that incentivize building design that supports active transportation (e.g. showers, bicycle parking)
	Encourage larger healthcare providers to open satellite offices in underserved urban areas, town centers and employment generators	
		Establish local ordinances that incentivize locating healthcare facilities in convenient locations
		Provide tax abatement for smaller healthcare campuses
Value rural landscapes and productive farmland, while supporting healthy local food consumption.		
	Preserve productive farmland by identifying targeted growth areas for higher density development while simultaneously, limiting the extension of infrastructure into agricultural lands	
		Develop an educational campaign that identifies the economic impact of Piedmont farms and agribusiness while also explaining the potential loss due to sprawling patterns of development
		Illustrate the link between public health and community planning through an educational campaign.
		Create, distribute and promote adoption of incentive-based ordinance language that encourages farmland preservation through cluster development
	Develop a region-wide, sustainable production and transportation network for fresh food from local farms and community gardens	
		Initiate efforts to link multiple non-profit organizations, such as Piedmont Grown, with public health departments, agriculture extension and soil and water conservation districts, local farming groups and others.
		Develop partnerships between local colleges and growers/farmers to provide educational and extension courses in USDA regulations and innovative farming methods, while also exploring land preservation incentives provided by the state.

Goals	Objectives	Strategies
		Explore opportunities to establish a Region Wide Local Foods Network to better connect local farmers and processors with local restaurants, food co-ops, grocery stores, farmers markets and families.
To promote a regional, decentralized network of cold storage and aggregation enterprises geared toward assisting small-scale producers engage with new markets and wholesale buyers, and increase the profitability of a diversity of food and farm businesses.		
	Integrate small-scale, independent local food aggregation and cold storage business support and development into the Piedmont Triad region economic and community development efforts.	
		Provide and maintain an up-to-date online hub for resources related to technical support, foundation or other grant support, and access to financing that is specific to local foods aggregation and cold storage.
		Ensure that the information provided is relevant to and accessible by all farmers, small business owners, and entrepreneurs. Consider Spanish-language translations of some materials, and use language that is clear and not reliant on industry jargon.
		Disseminate the location of this information through a diversity of media channels, specifically reaching out to underserved communities and sectors not yet considered to be part of the "local food movement."
	Facilitate private sector efforts to locate existing and potential sites and facilities for the aggregation and cold storage of local foods. Promote the "clustering" of food and farm businesses, while also recognizing the economic development potential that small-scale aggregation and storage holds for rural regions of the Piedmont Triad.	
		Encourage the use of NC Growing Together's Local Food Infrastructure Inventory through promoting the tool in regional development online and print materials. (http://www.cefs.ncsu.edu/statewide-infrastructure-map.html)
		Facilitate the coordination between growers, buyers, and producers through promoting the use of existing directories such as Piedmont Grown (http://www.piedmontgrown.org/) and Local Harvest (http://www.localharvest.org/).
		Work in tandem with local economic development offices and agencies (especially those in the more rural parts of the Piedmont Triad) to ensure that they have access to these resources.
	Build connections between Piedmont Triad local food system efforts and University, Cooperative Extension, and other partners that can provide on-going technical assistance regulatory expertise to food and farm businesses.	
		Inform the appropriate University and Cooperative Extension partners of the Piedmont Triad region's commitment to developing aggregation and cold storage capabilities for food and farm businesses (specifically those addressing the needs of small-scale producers) so that potential partnerships can be identified and pursued.
		Include information about conferences, workshops, and seminars throughout the state that pertain to aggregation and cold storage of local foods on Piedmont Triad websites. Examples include the National Good Food Network (NGFN) Food Hub Conference in Raleigh (March, 2014) and various seminars conducted by NC State's Fresh Produce Safety department (http://ncfreshproducesafety.ncsu.edu/).

JOBS

Goals	Objectives	Strategies
Build on and improve sectors of the Piedmont Triad's regional economy which are vital to our economic mix, are growing or emerging, or are unique to our region.		
	Assess and affirm the most promising urban and rural industrial clusters of the region. $$$	
		Affirm the land use, road reconfiguration and airport business plans and projections with the PTI Airport Authority and all adjacent jurisdictions. Focus on:
		Explore opportunities for community college, university and private sector engagement and technology transfer
		Engage local hospitals, college nursing and public health programs, community colleges, K-12 and other relevant parties to begin a comprehensive healthcare training program for the region.
		Initiate a Disney-style world-class customer service training program at select area high schools. Provide training in superior ways to handle public interaction applicable to success in event management, facility management, restaurant operations and management, and call center operations.
		Assess the market for rural tourism demand. Determine demand for bed and breakfast, rural "dude ranch" equivalents, and NC wine country day trips and overnight stays.
		Develop a partnership with NC Cooperative Extension and home food processing experts to mentor willing and able home cooks to develop more local food products for the market. (e.g. Jenny's Pickles).
		Assess the viability of developing fish hatchery and processing facilities.
		Explore opportunities to develop alternative energy technologies (e.g. biomass, solar).
	Develop select low location-quotient areas of opportunity in the region. $$$	
		Access current arts and performance studies to determine opportunities for artistic business opportunities and create a database and map of performance and gallery venues.
		Focus manufacturing efforts on targeting processes and products that use techniques that are new and different from generations earlier or those commonly used in low-cost foreign operations. Migrate away from products and processes that are simple and labor intensive and can easily be displaced by cheaper competition.
		Incorporate technological advances such as 3-D printing and robotics into the mix of producing capacity.
		Develop energy/fuel training and processing capacities.
		Expand the business opportunities behind recycled waste and recycled products.
		Evaluate the potential for geothermal energy use in the region. Because of moderate (nearly constant) year-round shallow ground temperatures, geothermal heat pumps might be widely suitable for both cooling and heating.
		Take advantage of opportunities to retool current and former manufacturing operations to become green industry component manufacturers for wind,

Goals	Objectives	Strategies
		solar and biomass technologies
	Develop "Talent Clusters" through education, mentoring and internship programs. $$$$$	
		Develop or expand curricula in selected industrial clusters that benefit from industry-specific education or training.
		Develop or expand curricula in 3-D Printing.
		Develop or expand curricula in Robotics.
		Develop or expand curricula in Solar Energy.
		Develop or expand curricula in Application Development (Coding).
		Foster development of Talent Clusters around Local Expertise.
	Develop collaborative economic development processes. $$$$	
		Assess the current legal and legislative status of inter-jurisdictional agreements and legislation
		Evaluate the interest in and the opportunity for inter-jurisdictional business parks.
		Maximize the economic development potential of the Piedmont Triad International Airport.
		Establish rural partnerships to provide for scale-appropriate business parks.
		Investigate urban/rural partnerships using less expensive rural land and urban amenities as a means for collaboration.
	Establish a strong focus on entrepreneurship & self-sustaining economic development efforts. $$$$	
		Assess our region's current practices and capacity for entrepreneurial mentorship and internship opportunities.
		Promote and support direct entrepreneurial **education, mentorship and internship** efforts.
		Promote and support direct entrepreneurial **technical assistance** efforts.
		Promote and support the development of entrepreneurial-friendly **work spaces and facilities.**
		Promote and support entrepreneurial **business capital formation.**
		Explore development of, and support for a **regional resource wizard** to access entrepreneurship assistance.
Build on and improve the fixed assets of the region – transportation, utilities, connectivity, healthcare, support systems and the natural environment.		
	Expand the reach and increase the upload/download speeds of broadband internet service throughout the region. $$$$	
		Pursue rapid development of local implementation of the NC Next Generation Network (NCNGN). (Currently, Winston-Salem is engaged.)
		Make other urban areas of the region aware of the program and encourage their engagement.
		Build upon NC Broadband programs (BIP, Middle Mile, others) to bring high speed broadband to rural areas of the Piedmont Triad.
		Establish local Wi-Fi in downtowns and heavily trafficked areas in each community (e.g. Lexington).

Goals	Objectives	Strategies
	Enhance transportation options. $$$	
		Complete the urban beltways around Greensboro and Winston-Salem.
		Complete the planned Interstate and NC highway improvements.
		Expand regional (PART) and local mass transit system and funding options.
		Encourage the use of car-sharing and ride-sharing services.
		Increase lower-cost air transportation options.
	Maximize the efficiency of public utilities and solid waste management efforts. $$$	
		Optimize existing landfill space to maximize its lifespan.
		Begin the process of studying long-term solid waste disposal options.
		Pursue water and wastewater reduction and efficiency programs.
		Conduct a region wide water and wastewater system assessment to identify existing and potential future service areas, treatment and delivery capacities, and system demands and maintenance requirements.
		Pursue a region wide water and wastewater system funding initiative to identify top-priority needs and assist local governments to apply for and administer grant funds (e.g. Community Development Block Grant, Clean Water Management Trust Fund, DENR Water Infrastructure Fund, Appalachian Regional Council) and implement projects.
	Encourage reduced energy use. $$$	
		Adopt programs to promote reduced household energy use to retain more dollars in the community.
		Encourage local governments and school boards to adopt sustainability policies and conduct audits covering water, energy and vehicle use.
	Prepare industrial land for development. $$$$	
		Seek local government accommodation for the development of shovel ready industrial sites.
		Seek local government accommodation for the redevelopment of existing shuttered or underutilized industrial sites.
		Seek inter-jurisdictional collaboration on site development.
		Assess the desirability, necessity and feasibility of public/private partnerships for business/industrial park development.
	Encourage increased healthcare facility access. $$$	
		Support increased use of clinics to provide accessible healthcare assistance. Clinics tend to provide quicker and more accessible treatment services as opposed to major medical centers, especially in less densely populated areas.
		Create public/private/healthcare/non-profit coalitions to deliver additional healthcare services. Community coalitions that include hospitals, county governments, county health and social services departments, county schools, doctors, dentists, nutritionists, psychologists, drug stores (and any other entity that provides or funds any level of healthcare services) are encouraged to join in an initiative that will offer maximum preventative health and treatment services while avoiding expensive duplication and lost opportunities.

Goals	Objectives	Strategies
Provide opportunities for a high quality of life in communities throughout the region.		
	Enhance the vitality of the region's downtowns. $$$$	
		Initiate façade and beautification programs for downtown buildings, sidewalks and streetscapes.
		Promote engaging community activities and cultural offerings.
		Support private sector activities and investments.
		Access outside assistance (e.g. NC STEP & NC Main Street Programs for small towns).
	Promote the agricultural economy by organizing greater connectivity among local farms and urban centers. $$	
		Create Food Policy Councils in each county of the Piedmont Triad.
		Develop local Farmers' Markets.
		Develop a Region-wide Local Food Network.
		Establish Regional & Local Food Processing and Distribution Co-ops and Collectives.
	Promote greater community connectivity. $$	
		Enhance pedestrian, biking and trail options.
		Pursue greater public transit options for dependent and non-dependent riders (especially in and among urban centers).
		Increase social connectivity, including engaging diverse communities, newcomers and young and elderly adults.
	Develop connections in and among communities for cultural & recreational facilities & programming.	
		Pursue development of after-school shared-use libraries.
		Pursue the development of shared-use parks and athletic fields.
		Pursue the development of Public/Private/Non-profit partnerships for community centers, arts and performance facilities, youth, teen and elderly centers.
	Promote the efficient and sustainable use of land and resources. $$$	
		Foster the efficient and sustainable use of land resources to increase the benefits and reduce the costs of future growth.
		Build vibrant, lively and attractive neighborhood & town centers with a mix of higher-density uses in areas communities identify as most appropriate.
		Provide more housing choices with greater access to jobs and services.
		Pursue Farmland and Open Space Protection.
		Promote LEED and green construction support.
		Provide connectivity planning and support.
		Promote sustainable practices among citizens, local businesses and governmental organizations.
Invest in and develop the human capital of the region – the youth, workforce, disenfranchised, and those with underdeveloped capacity.		
	Promote excellent baseline education. $$$$	

Goals	Objectives	Strategies
		Support greater 4-star and 5-star childcare opportunities.
		Seek K-12 enhancements that provide more real world connectivity and uses limited resources more wisely.
		Promote greater use of inclusion programs (e.g. ESL).
	Provide accessible and affordable supplemental education for workplace engagement. $$$$	
		Seek more internships and On-the-Job Training for greater education/industry connectivity.
		Develop more mentoring programs.
		Promote increased training-to-work efforts for the long-term unemployed with increased focus on individual situations and additional attention to current efforts.
	Develop greater levels of economic capacity through greater educational attainment, more knowledge, and networked relationships. $$$$$	
		Focus efforts to develop individual capacity in two top-priority identified industrial clusters to achieve widely applicable talent cluster capacity.
		Promote greater citizen achievement of a bachelor degree.
		Promote increased online/MOOC course involvement.
		Create a culture of education throughout the region.
		Create greater access to personal network and global connectivity.
	Promote increased civic engagement. $$$$	
		Encourage the re-formation and growth of participatory civic leadership organizations.
		Build more civic participation in K-12 education.
		Introduce community transformational processes and practices into communities.
	Encourage the Inclusion of Prosperity-Enhancing Components Beyond Wages in Economic Development Recruitment and Local ED Contracts $$	
		Expand the inclusion of explicit health care dollar amounts (or hourly contributions) in local economic development incentive contracts to provide for basic healthcare insurance coverage for employees and their families.
		Include an allowance in local economic development incentive contracts (e.g. 10%) for incentivized companies to receive a match for their tax-deductible provision of transportation alternatives to help their employees get to and from work (e.g. bus, rail, vanpool, ride-sharing, etc.).
		Include the provision in local economic development contracts for companies to receive a match (e.g. 50%) for providing 4-star and 5-star child care for their employees.