

# Sustainable Communities Grants Applicant Training Webinar



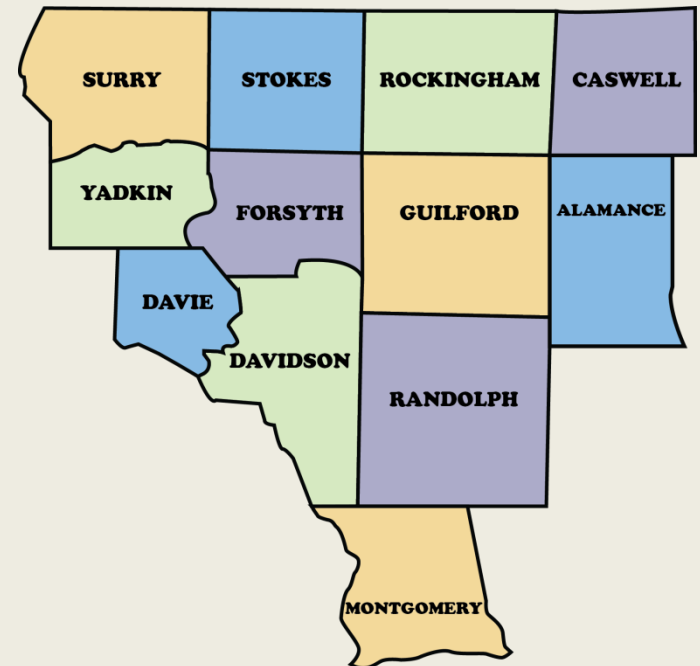
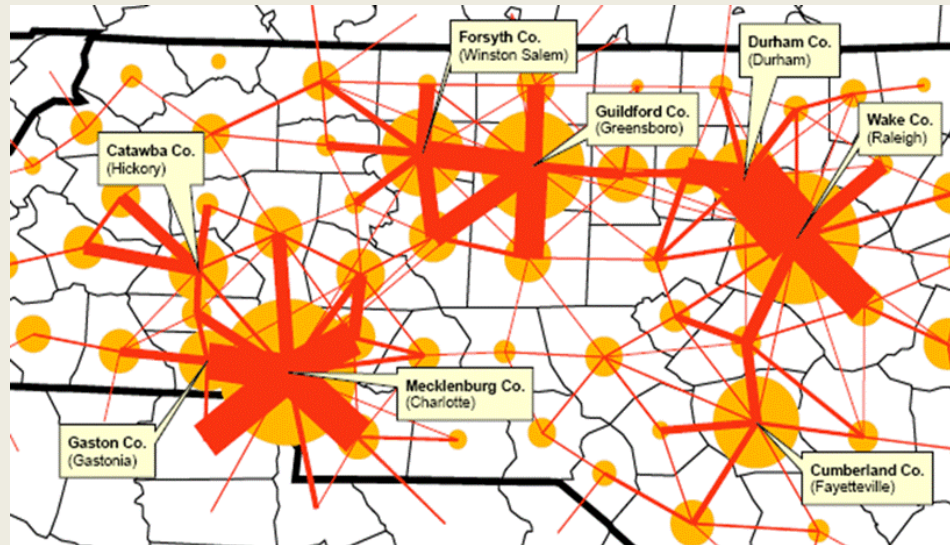
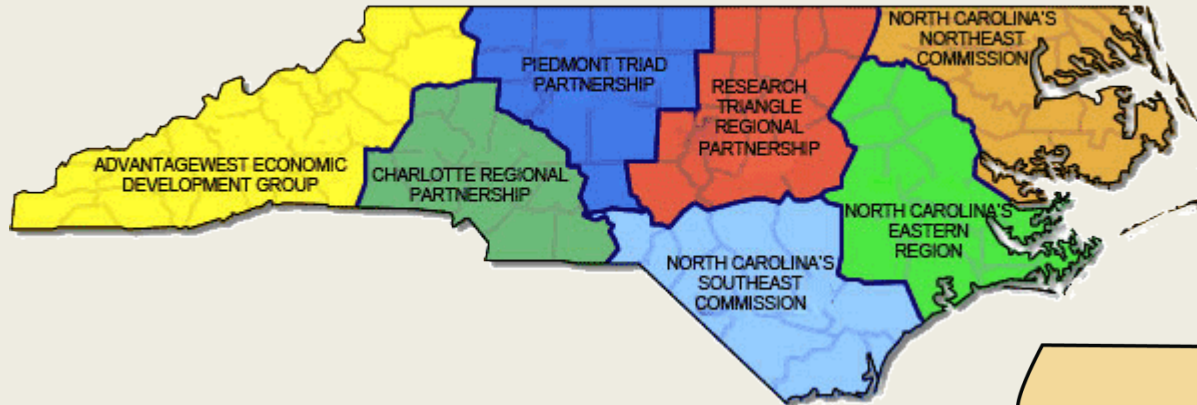
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Project Manager

Project Web Site: [triadsustainability.org](http://triadsustainability.org)

# Quick overview

- Where is the Piedmont Triad
- Building a coalition
- Putting together the application

# Who are we? Why are We?



# Building a Coalition...

- Get started early
- Be INCLUSIVE early
- Define a “fuzzy” vision for the plan
- Set aside politics and personalities
- Call in favors and make promises

# The Consortium...

- Piedmont Authority for Regional Transportation
- Piedmont Triad Council of Governments
- Northwest Piedmont Council of Governments
- Piedmont Triad Partnership
- Metropolitan Planning Organizations
  - Burlington-Graham
  - Greensboro
  - High Point
  - Winston-Salem
- Urban Centers
  - City of Burlington
  - City of Greensboro
  - City of High Point
  - City of Winston-Salem
- 28 other supporting agencies and local governments

# Lessons Learned...

- 12 county area – couldn't include everyone
  - Mostly government
- Application / Coalition – it's a chicken and egg story
  - Couldn't always articulate project goals
- Be clear about what you are asking for or need to ask for
  - Support, in-kind hours, money



# Tell a Compelling Story...



# Tell a Compelling Story...

- **Increased auto reliance and travel**, with few alternatives and serious impacts.
- **Combined housing + travel costs too high** for many households.
- **Many jobs now not accessible**, following loss of jobs in community and town centers.
- **Not investing in existing centers and communities** has resulted in underused public facilities and loss of air quality, green spaces, farmland.
- **Barriers to connections and smart energy** choices exist, impact a diverse population.
- **Health problems growing**, linked with few walkable, safe, healthy neighborhoods.



# Say what you are going to do about it...



- Transit, sharing, walking programs growing, helping clean air, giving travel options.
- ‘H + T’ costs less with new sustainable communities and more options.
- New jobs being attracted and started up, many are in centers and are ‘green’.
- Re-use plans for town centers throughout region in place or upcoming.
- Compact living and working in demand, but with limited supply.
- More partnerships supporting energy efficient buildings, healthy green space & walking.
- More healthy options seen for active living and local fresh food connections.

# Tell how can we make it happen...

- **Undertake education**  
efforts to help create sustainable communities, with extensive input & involvement with citizens, businesses, institutions and governments in region.
- **Find 'best practices' and data reports**  
on key topics important to region, to help demonstrate the measurable benefits of sustainable practices in communities.
- **Sustainable vision and future growth scenario for the region**  
Develop a regional consensus on a vision and scenario.
- **Adopt a regional plan**  
for sustainable communities, detailing policies and implementation actions to successfully build stronger communities in the region.
- **Active implementation efforts**  
carried out, to assist in creating more successful and sustainable communities, including the formation of key partnerships and use of other tools.

# Community Engagement Plan...

- **Goals**
  - Accessible
  - Credible
  - Believable
  - Address social justice
- **Multiple Directions**
  - Low Income, Minority and Economically Challenged
  - Place-based and Citizen-based Leadership
  - Traditional outreach
- **Sustaining the Participation**
  - Project Committees
    - Consortium Oversight Committee
    - Project Intergradation Team
    - Work groups
  - Community Meetings
  - Public forums
  - Website
  - Newsletters
  - Social Media
  - Media Relations
  - Plan Charrettes

# Lessons learned...

- In house or consultant?
- Read the NOFA
- Understand the NOFA
- Your proposal could become your project plan
- Have seasoned HUD grant recipients/clients on the team
- Plan ahead but accept that will be working on the application up to the last moment



## Contact Information

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## Project Web Site

[triadsustainability.org](http://triadsustainability.org)

**One region, Our region.  
With multiple centers  
linked together  
to re-build our economy and  
provide affordable and livable communities  
for a sustainable future.**