



Promoting “Opportunity Awareness” in Non-Urban Communities

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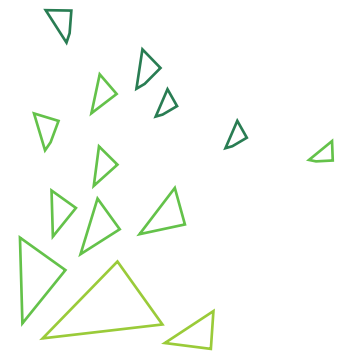
Mentor: Professor Stephen Bird

The Question

What is the best method to promote “opportunity awareness” for non-urban communities?

- Sustainable Holistic Planning Systems
- Visioning for non-urban communities
 - The importance of connections

‘Opportunity Awareness’



- How connected a community is to unknown information and possibilities
- A community’s method of choosing advancements
- Citizen’s level of acceptance towards change

Examples:

- Community Conferences on best planning practices or grant opportunities
- Local newspapers or emailing lists with community updates and governmental activities
- Professional Journals on development sent to towns on a national level

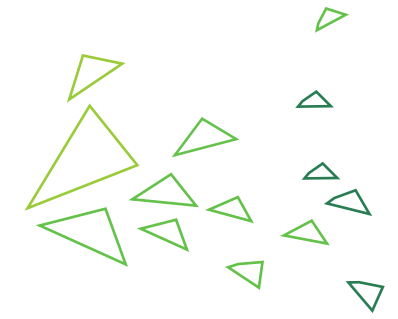
What is “non-urban”?

- Term needs further development
- Tends to be defined by what it is not; “not urban” or “not metropolitan”
- For the case of this project, “non-urban” encompasses both properties of peri-urban spaces and rural small towns



The Problems Facing Non-Urban Outreach

What makes “non-urban” more challenging?



Origin and Change

Nostalgia and tradition can be difficult obstacles to overcome



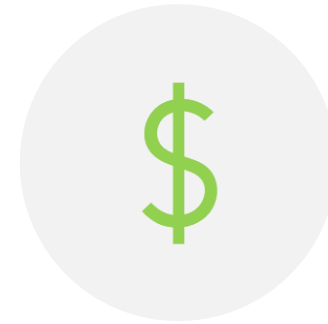
Community Characteristics

Connection to external information and experiences can have great effects



Concept of Community

Larger communities may find a consensus difficult to reach while smaller, less diverse locations may be afraid of new opportunities



Economy and Resources

Both natural and man-made resources such as tourism or historical landmarks



Environmental Involvement

How a community interacts with and utilizes the natural world

The Final Community Goal

What do communities need to be aware of?

Sustainable Holistic Planning Systems

A blanket term for a wide variety of community development programs

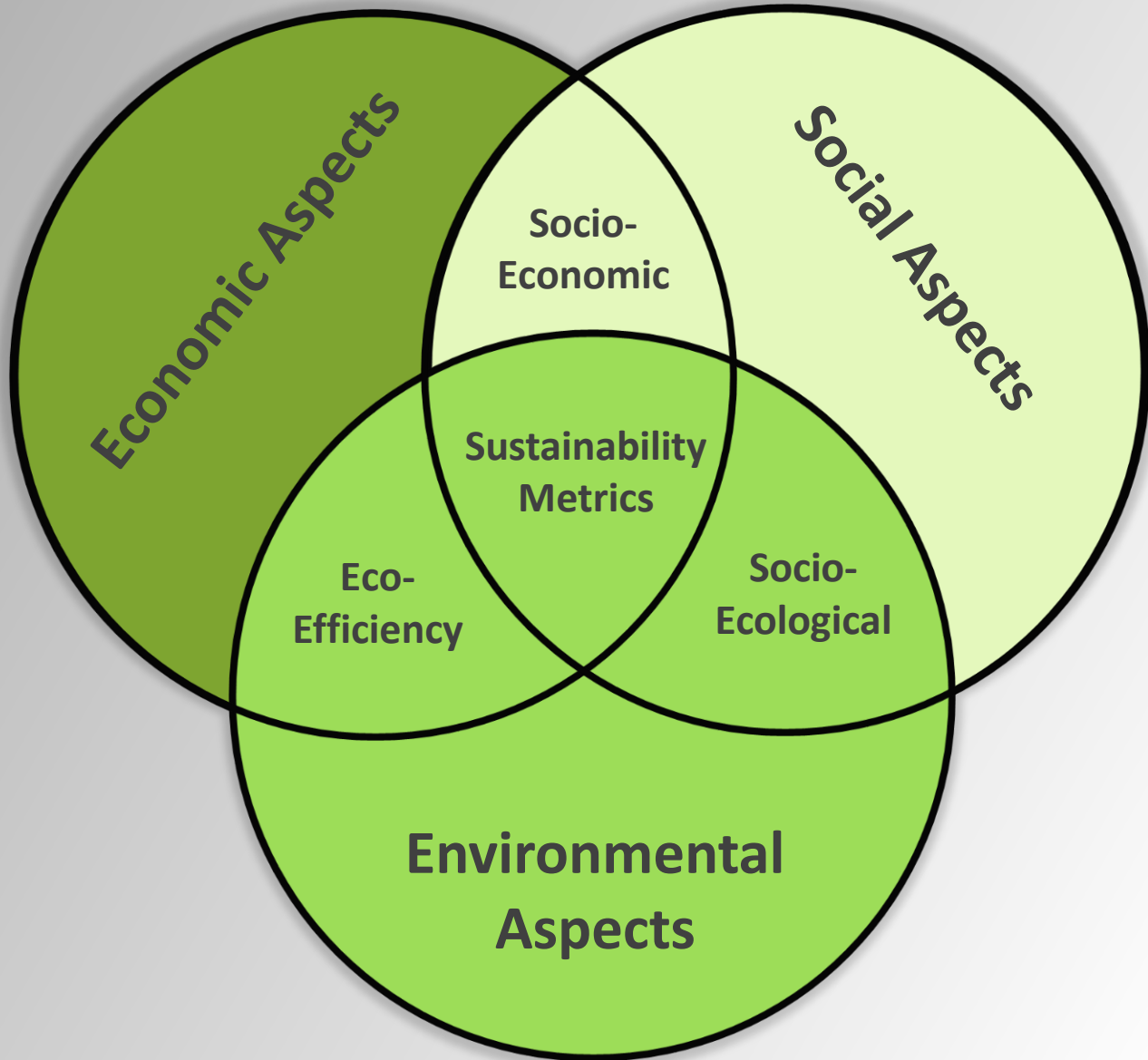
There are many different forms...

- Broad and all encompassing
- Involve regular and detailed data collection

Examples:

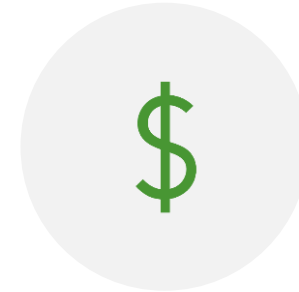
- LEED for Communities
- Complete Streets
- Main St. USA
- Energy Smart Communities
- Resilient Cities





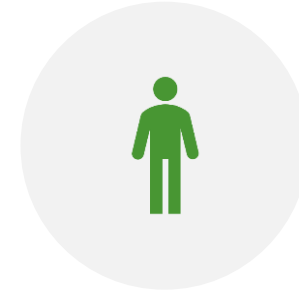
The 3 Spheres of Sustainability

There are other theories



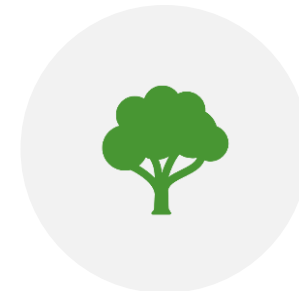
Economic

Maintaining economic growth and stability is integral to community and environmental health



Social

The happiness of the community members cannot be overlooked and often directly correlates to the health of the other two spheres



Environmental

The environmental sphere often encompasses both the social and economic aspects as it pertains to more than just citizens

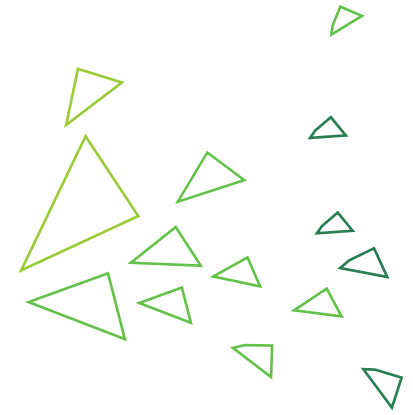


The Trail to an Answer

Research and Solutions

Research Design

This is not a brand-new path



Interviews and Outreach

Semi-structured interviews with experts in the field can provide crucial case by case information



Case Studies

Critical analysis of communities that have undergone a similar process could yield valuable tips or methods



Literature Review

Previous studies asking similar questions can help give direction to the research and the solution

A Proposed Solution

How can non-urban communities promote opportunity awareness



Community Partnerships and Mentors

Promoting with grant opportunities

(State or non-profit)

Wider connections beyond single states



Internal Connections

Expanding the reach of information such as newspapers, email lists, or web pages



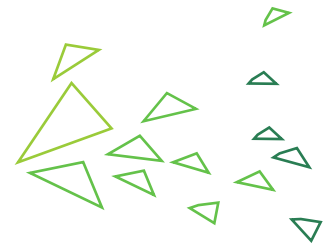
Universities and Passionate Volunteers

Encouraging college connections through planning organizations



Significance

Where does it all apply



Local Applications



- With SHPS programs being implemented across the North Country, more and more communities are pushing for engagement
- Lake Placid, Canton, Gouverneur, Potsdam, Saranac Lake

National Sustainability



- By increasing awareness on the local community level, national awareness increases simultaneously
- A more connected concept of sustainability provides extensive possibilities for future advancement

Streamlined Involvement




- Often the issue comes down to time and cost
- By streamlining the engagement process and the methods by which communities choose a program, significant time and economic loss can be avoided

Thank You



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