



# Creating a Resilient Region:

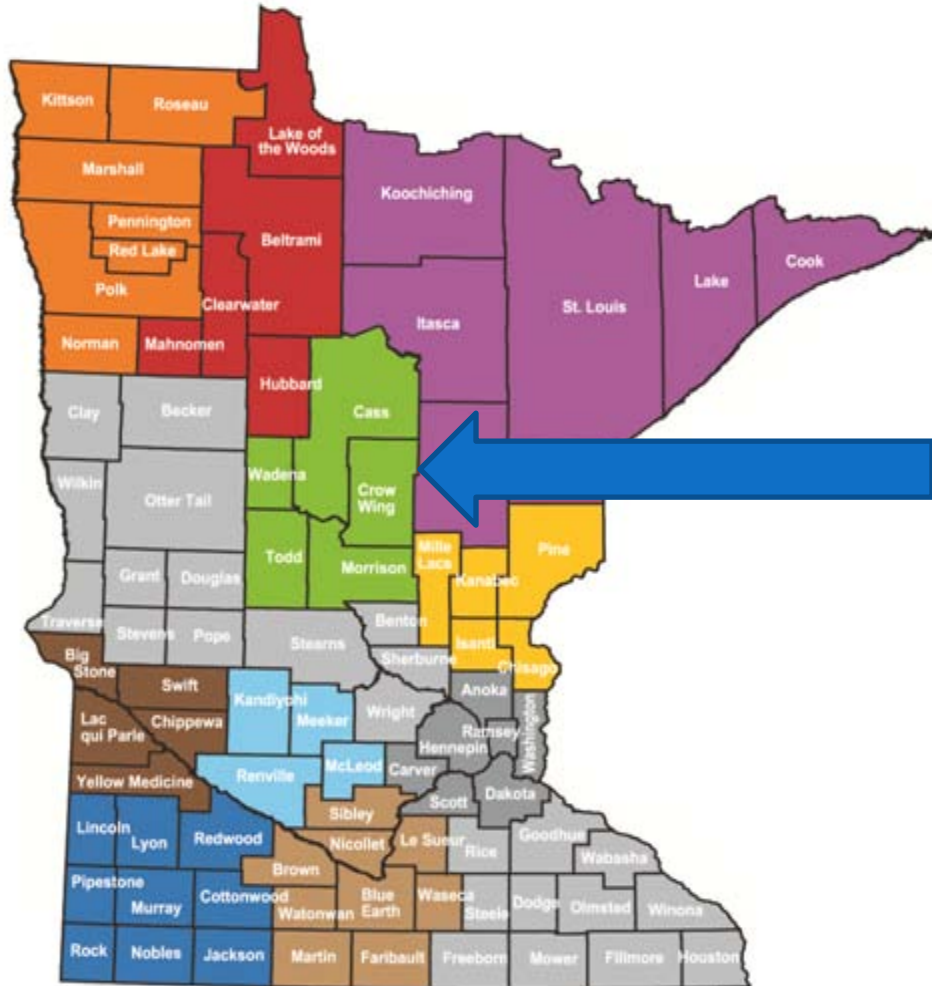
## The Central Minnesota Sustainable Development Plan

(2010 HUD/DOT/EPA SCRP awardee)

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# 5 Counties, 65 Cities, 155 Townships, 2 Tribes



- Total population of the Region is 163,000
  - All 5 Counties in Region are currently considered economically distressed.
  - Most of the 65 Cities under 500 residents
- Largest city; Brainerd is one of top 20 fastest growing Micropolitan's in the nation

# Championing economic and environmental vitality.....Community Driven, University Assisted.

- Sustainable Development in action will satisfy three guiding principles of: economic prosperity, ecological stewardship and community livability.
- The challenge is to NOT sacrifice one for the sake of the other.
- By definition, sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.

# Creating a Resilient Region: The Central Minnesota Sustainable Development Plan

- 25 year implementation plan
- Extensive inclusionary process
  - A 200+ member consortium
  - Workgroups
  - Basecamp/ InCommons
- Immediate implementation through 26 activities

# WHO IS ENGAGED?



## "Creating a Resilient Region: The Central Minnesota Sustainable Development Plan"

Community Driven, University Assisted.....Championing regional resilience in economic and environmental vitality.



Several different communities, agencies.....disciplines.....and the CUSTOMER at the table?

Consider the challenges....but consider the benefits.

**The Region Five Sustainable Communities Regional Planning Consortium consist of members from:**



### **\*Advisory Board Member**

#### **Housing**

**\*Central MN Housing Partnership**

**Local HRA's - \*Brainerd HRA**

**\*Greater MN Housing Fund**

MN Housing Finance Agency

HUD

Builders

Realtors

Low-income housing occupants

#### **Land-Use**

Dept. of AG

FEMA

**\*Envision MN (1000 Friends of MN)**

**\*MN Department of Natural Resources**

MN Pollution Control Agency

EPA

Land Trust agencies

#### **Transportation**

**\*MN Department Of Transportation**

DOT

**General public** all income levels; disabled, unemployed, underemployed, farmers, veterans, immigrants, homemakers

#### **Non-profits /Education/LUGs/other**

**Philanthropic foundations (\*Initiative Foundation, Bush, Otto Bremer, Blandin)**

**Education; \*K12/Community Education, \*Central Lakes College, \*University of Minnesota** (students, educators, administrators)

**County Staff: \*Public health, P&Z, county engineers, \*County Administrators**

MN Department of Health, (health care industry reps)  
Elected Officials (all levels; counties, cites, townships)

Arts Agencies and artists

Historical Societies

**\*Evaluation expert: EnSearch, Inc.**

**\*Hunt Utilities Group**

**\*Happy Dancing Turtle**

#### **Economic Development**

**\*USDA**

MN Department Energy Resources

**\*MN Department of Employment and Economic Development**

Economic Development practitioners from all five counties  
EDA

Rural MN CEP (workforce investment board)

**Businesses (all sectors), \*S.E.H Firm, \*Rural Renewable Energy Alliance**

Chambers of Commerce from all over region

# Mission

- To create a Community driven, University assisted partnership around planning sustainable regions integrating:
  - Housing
  - Transportation
  - Natural environment and land use
  - Economic Development (including energy and local foods)
- Through HIGHLY involved civic engagement, building an inclusive region to provide opportunities, be free from discrimination, and improve the quality of life of ALL residents.

# Central Guiding Principle

- Think regionally and inclusively
- Consolidate effective data
- Capitalize on assets, current plans, and work in progress
- Use land use planning to balance redevelopment and to preserve opportunities
- Consider regionalization of services
- Connect more people to well-paid jobs
- Connect active living opportunities in the region
- Connect broadband technology to entire region



# Process/ Approach

- PLANNING
- 26 initiatives that inform the planning process.



Extensive stakeholder input

Workgroups L,R,S plan integration

Key issues and recommendations

Scenario building/ modeling and first selection

Education period (8 mon)

Final scenario selection

Strategies & evaluation matrix agreed upon

Policy & finance plan developed.

Implementation commitments made

Celebrate plan completion implement

Publish plan and Resilient Region Toolbox

# Structure

## Full Consortium

200+ members  
Representing the regional  
profile



## Workgroups

Land Use and Natural Resources  
Transportation  
Housing  
Economic Development



## Advisory Board

25 members  
Representing the Full Consortium

35 member  
cross-discipline  
Workgroups

EACH consisting of:

5 housing

5 transportation

5 land use

5 economic  
development

5 from regional profile

5 elected officials

5 business

# Identified Key Issues (Economic Development)

Work Force & Education

Technology Advances (Energy and more)

Infrastructure

Natural and Social Environment

Financing

**Final plan includes strategies and identified leadership for 20 key issues within the core areas of Housing, Transportation, Land Use, and Economic Development.**



# Leveraging Resources

## **Multi-level agency engagement:**

- Invite federal, state and local agencies to participate**
- Promote interagency opportunities**
- Establish specific assistance**
- Showcase success**

## **ALIGN with partners who can :**

- **Encourage federally recognized plans that foster economic, environmental, and social balance.**
- **Incorporate regional resilient plans into statewide planning and implementation.**
- **Give funding priority points to programs within resilient region plan and to those initiatives that support the plan's guiding principals: INCLUDING FOUNDATION PARTNERS.**



# OPPORTUNITIES

- PROJECT PLANNING FORM
- PREFERRED SUSTAINABILITY STATUS
- Collage of Sustainability Symposium Oct 13. Pine River.  
(see handouts)

# Through practice we will

Create the Tool Box of processes that fosters an economic, environmental, and socially VIBRANT region.

The Tool Box processes include the “how to---”

- Engage resources to create and implement a SCRP.
- Identify , prioritize and measure projects.  
(provide sample sustainable projects and activities)
- Attract, secure, and manage investments.
- Align policy with sustainable strategies & goals.  
(provide sample policies, comprehensive plan language and zoning ordinances)

# Lessons/challenges

## Lessons:

- Build a great team. Committed Champions who can lead and DO are essential.
- Don't re-invent the wheel. R5DC was invited by the region to lead our SCRP because of its capacity to build on the work it already does well.
- Communication is key. The message must reach a broad base of stakeholders with frequency, relevance, and varied mediums.

## Challenges:

- Local policy implementation at all levels of government based on regional vision.
- Integration into State & Federal processes.
- Alignment of funding capacity.



# Want to learn more? Resources:

Green Step City program: <http://greenstep.pca.state.mn.us/>

Conservation Design Scorecard:

<http://www.envisionmn.org/conservation-design-scorecard>

DNR shore land standards:

[http://www.dnr.state.mn.us/waters/watermgmt\\_section/shoreland/shoreland\\_rules\\_update.html](http://www.dnr.state.mn.us/waters/watermgmt_section/shoreland/shoreland_rules_update.html)

Hunt Utilities Group:

<http://www.hugllc.com/>

Habitat for Humanity:

<http://www.lakesareahabitat.org/>

# How to be involved?

To join the  
consortium contact:  
Dan Frank, Initiative  
Foundation  
1-877-632-9255  
Extension 2056

## QUESTIONS



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# Survey

- Eight respondents
- Seven Utility Companies
- One Housing /Redevelopment Authority.



**All Region Five Counties  
Represented**

**Crow Wing, Cass, Todd, Wadena  
and Morrison.**

# Number of Members served

- 1 serves: 0-999
- 2 serve: 1,000 – 4,999
- 2 serve: 5,000 – 9,999
- 2 serve: 10,000 – 49,999
- 1 serves: 50,000 +

# Services Provided

- Energy Efficiency Education: 85.7%
- Energy Efficiency Rebates: 100%
- Renewable Energy Rebates: 28.6%
- Energy Efficiency Loans: 42.9%
- Renewable Energy Incentives: 28.6%
- Energy Management Services: 57.1%
- Build Energy Efficient Homes: 14.3%
- Provide Weatherization services: 0%

# Programs specific to Low Income

- Yes: 75%
- No: 25%

# Which Programs?

1. Low income Housing section 8
2. Work with Local CAPs on Weatherization
3. Several programs through local CAPs
4. Grant program with local HRA to target low income properties they manage.
5. Energy Awareness Expo and Energy Partners
6. Funding to CAPs for weatherization as well as funding member improvement projects directly.

# What Orgs do you collaborate with?

- Utility Companies: 57.1%
- Community Action Programs: 71.4%
- Central MN Housing Partnership: 14.3%
- Habitat for Humanity organizations: 42.9%
- Housing and Redevelopment Authorities: 28.6%
- Economic Development Practitioners: 28.6%
- Division of Energy Resources: 14.3%
- Clean Energy Resource Teams: 28.6%
- Region Five Development Commission: 28.6%
- Renewable Energy Companies: 28.6%
- Energy Management Companies: 57.1%
- Energy Education Companies: 14.3%

# General Topics around collaboration you would like to discuss

1. Low income HVAC Installation
2. CAP Agencies and How \$\$ is spent on weatherization
3. Education Efforts, single point source for information
4. Helpful to Develop plans for collaboration that address specific goals within the region.

# Discussions around Collaborations

- Fill out Post it and put it up
- We can do up to three topics at a time
- We can do two sets of discussions

# The Nominal Process

- Use Go-Rounds
- Everyone has an opportunity to speak once before anyone speaks twice
- Respect every ones contributions
- No side conversations

**Record Answers on sheet on tables**

# Questions

- What is the issue?
- Who can be involved?
- What are the benefits?
- What are the cautions?

**Law of two feet, move if you need to**

**Record answers on sheet on tables**

# Wrap Up

- Thanks!
- Complete Evaluation
- Upcoming Events, December 15th
- Lunch