



A PLACE WHERE **EVERYONE** THRIVES

CREATING THE VISION

- 2.5 year process (First year preliminary planning/groundwork)
- Robust, inclusive, multichannel community engagement
- Powered by public/private collaboration and support
- Qualitative & Quantitate data review processes





ONE GASTON CARES

- Development of a Charitable Food collaborative who have been meeting to discuss needs and ideas for collaboration
- Educational summit for the Charitable Food collaborative to be held in 2025
- Beginning work to facilitate a Food Policy Council for Gaston County
- Starting work on the 2025 Community Health Assessment and will engage members of this group to help guide the work (including participating in focus groups)

ONE GASTON CONNECTS

- Understandings:
 - Concerns around disruption and disaster
 - Key cross-jurisdictional projects
 - Digital Divide and Needs re: Broadband
- Opportunities:
 - Comprehensive Transportation Plan;
 - Regional Transportation Demand Management
 - Micro Transit
 - Coordination with “Grows” Focus Area
 - Local Carolina Thread Trail Initiatives
 - Downtowns, Housing, Trails, Broadband, Mobility Options (incl. Micro Transit)
 - Mobility and Broadband initiatives with 2025 actions upcoming
 - Augment County resiliency through transportation & technology





ONE GASTON GROWS

- Three key objectives
 - Maximizing housing options
 - Providing adequate infrastructure
 - Retaining character and natural amenities
- Grows and Connects teams held a joint meeting
- Involved in community initiatives
 - City of Gastonia Comprehensive Plan
 - Organizing Belmont's roads bond campaign
 - Serving on the City of Gastonia's Affordable Housing Committee

ONE GASTON WORKS

- Utilizing information from other communities' visions
 - Lynchburg, VA
- Including the arts in economic development
- Establishing common goals with other organizations
 - i.e. Gaston College, Belmont Abbey, Goodwill, & Gaston County Schools





ONE GASTON SHINES

- Utilizing social media
 - #Gastonshines
- Marketing and Merch campaign
 - Working on:
 - Stickers
 - Pens
 - T-shirts
- One Gaston 2040 Week

GASTON COMMUNITY EXPLORER

- Community data portal
- Look at specific data sets or explore categories
 - Population
 - Health
 - Education
 - Tourism Development
- Explore jurisdictions
- Mapping tools
 - Carolina Thread Trail
 - Drive NC
 - Gaston County GIS
 - NC Broadband Adoption



HOW TO GET INVOLVED

- Help us spread the word
- Utilize the Gaston Community Explorer
- Incorporate the One Gaston 2040 Vision into your strategic planning



One Gaston 2040
Strategic Planning Guide



Gaston Community
Explorer





GASTON TOGETHER

COMMUNITY, HEALTH, LEADERSHIP, EDUCATION

- Leslie Lee, Executive Director
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Gaston Together

