



[Onegaston2040.com](http://Onegaston2040.com)



## OVERVIEW

- Creating the Community Vision
- Vision as a **Foundation** for Community Collaboration, Action, and Data-Informed Decision Making
- What Does It Say?
- What's Next?: Implementation
- Data Dashboard/Community Information Hub
- Staying Involved



## CREATING THE VISION

- 2.5 year process (First year preliminary planning/groundwork)
- Public/private initiative (THANK YOU!)
- Diverse steering committee
- Purposeful community engagement

### ONE GASTON 2040



A PLACE WHERE **EVERYONE** THRIVES





## COMMUNITY ENGAGEMENT



- Three Rounds
  - 70+ workshops/meetings
  - 2 online surveys
  - 1700 participants
- 
- **The product is “the end of the beginning”**

# VISION AS A COMMON FOUNDATION FOR THE WORK OF OUR ORGANIZATIONS AND COMMUNITY







A place where everyone thrives

# ONE GASTON 2040



A PLACE WHERE **EVERYONE** THRIVES





A place where everyone thrives

## DEFINING TRAITS

### Sense of Belonging

People will feel welcomed and valued in Gaston County, long-term residents, newcomers, commuters, and visitors alike.

### Collaborative Spirit

Collaboration will be a byword for success in Gaston County, as people and organizations join forces to address community challenges and leverage the benefits of growth.

### Unique Locales

Gaston County has it all: mountains, lakes, trails, parks, farmland, charming downtown districts. These locales will continue to lend character and vibrance to the County.

### Quality Growth

Robust economic growth will be a part of Gaston County's future, bringing investment, jobs, and opportunity, without destroying the things that residents value.

### Inclusive Opportunity

No one will feel excluded from or overlooked by the community. Everyone will see people who look like them in positions of leadership in the community.



## FOCUS AREAS

### One Gaston Shines

We will have a sense of pride about all Gaston County has to offer.

- Generate pride and positive perceptions
- Leverage arts and culture

### One Gaston Grows

We achieve quality growth and economic success by using our land and resources wisely.

- Maximize housing options
- Provide adequate infrastructure
- Retain character and natural amenities

### One Gaston Works

We have great job and career opportunities, and we are prepared and equipped to succeed.

- Strengthen childcare and early childhood education
- Ready students for college and careers
- Strengthen targeted economic development

### One Gaston Connects

We have convenient access to the internet, and the ability to get around by walking, biking, driving, and using public transit.

- Improve mobility, connectivity, and accessibility
- Enable broadband internet access

### One Gaston Cares

We are healthy in body, mind, and spirit, and our communities work together for quality of life for all.

- Collaborate and build coalitions
- Welcome and value diversity
- Promote health and wellness in body, mind, and spirit





A place where everyone thrives

## IMPLEMENTATION STRUCTURE

ONE GASTON 2040 Implementation Lead Organization

### Gaston Together

**ONE GASTON  
CARES**

Focus Area Team

**ONE GASTON  
CONNECTS**

Focus Area Team

**ONE GASTON  
WORKS**

Focus Area Team

**ONE GASTON  
GROWS**

Focus Area Team

**ONE GASTON  
SHINES**

Focus Area Team



## FOCUS AREA TEAMS

- Leverage existing teams/initiatives – do not duplicate
- 10 – 15 members per team
- Led by a
  - 1 -2 Subject Matter Experts
  - 1 - 2 Community Champions
- Diverse and energized membership
- Develop collaborative strategies
- Set specific near-term goals
- Identify measures to track progress
- Innovate for efficient and effective use of resources

### **ONE GASTON CARES**

Focus Area Team

### **ONE GASTON CONNECTS**

Focus Area Team

### **ONE GASTON WORKS**

Focus Area Team

### **ONE GASTON GROWS**

Focus Area Team

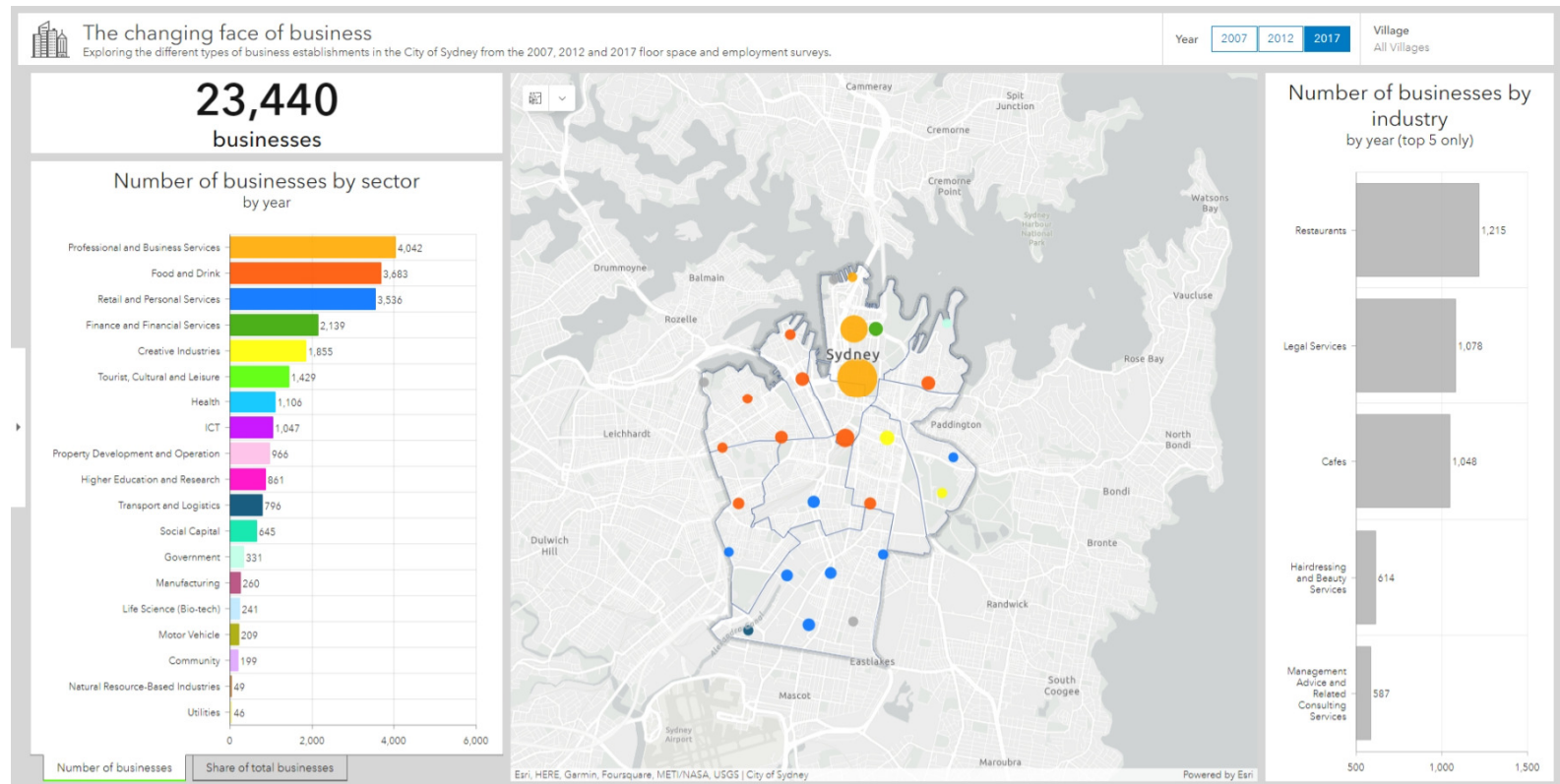
### **ONE GASTON SHINES**

Focus Area Team



# DATA DASHBOARD/ COMMUNITY INFORMATION HUB

- ArcGIS Hub Premium
- Enables a community of users
- Can be customized to each locality or initiative





## MOVING FORWARD AS A COMMUNITY

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## How Can You Get Involved?

- Help us spread the word
- Offer names as potential members of Focus Area Teams
- Participate in the Data Dashboard/Community Information Hub
- Reference and support One Gaston 2040 in your strategic planning
- Innovate, Collaborate, Create

[www.onegaston2040.com](http://www.onegaston2040.com)

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COMMUNICATION

COLLABORATION

INCLUSION