



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**

WISE USE OF RESOURCES	COMMUNITY INTERACTION	MEASURES OF SUCCESS
COMMUNITY DATA	INNOVATION	SHARED GOALS
INFORMED STRATEGIES	COLLABORATIVE PLANNING	COORDINATED ACTION
		



A place where everyone thrives

ONE GASTON 2040



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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



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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
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**ONE GASTON
WORKS**
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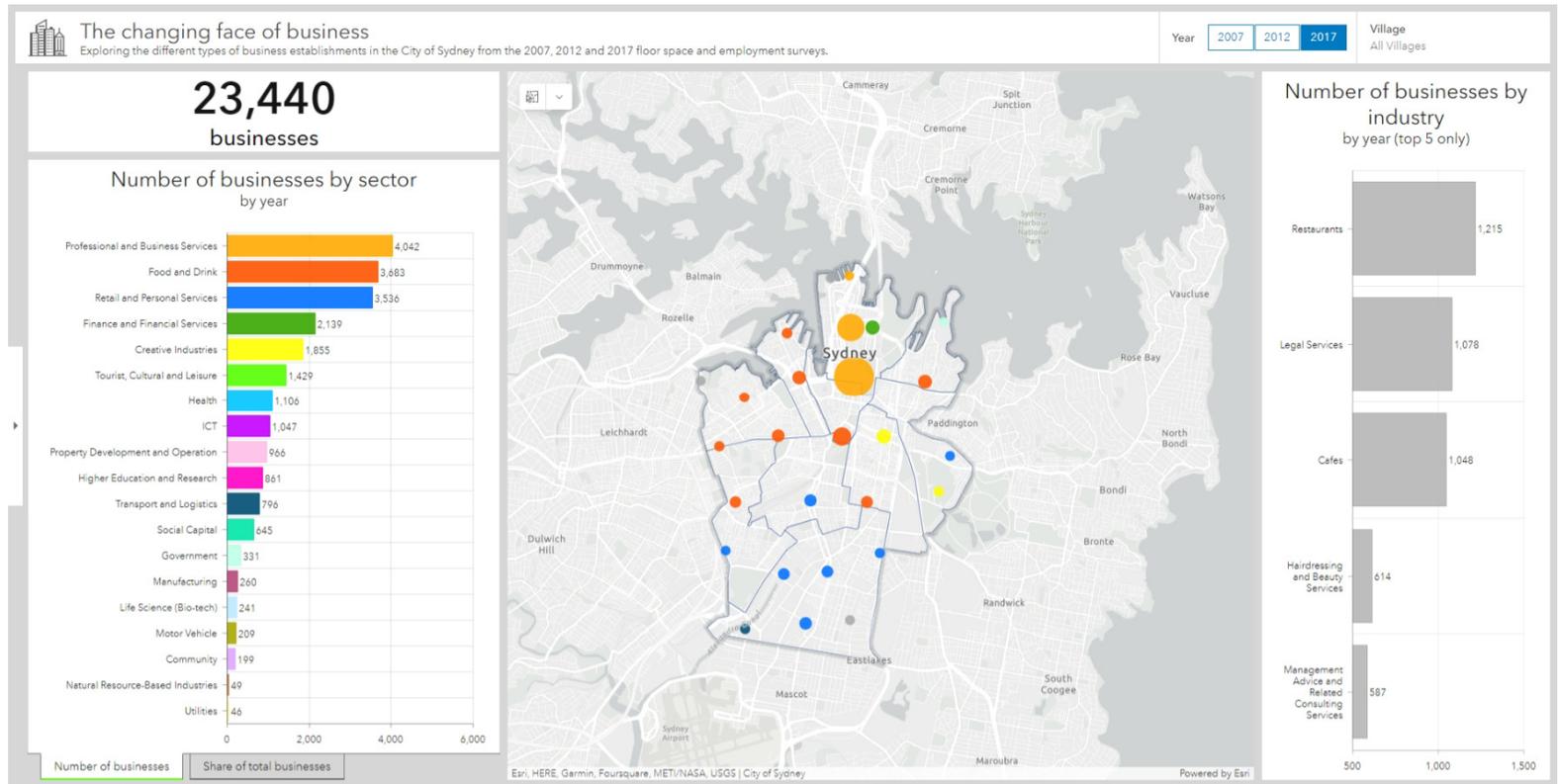
**ONE GASTON
GROWS**
Focus Area Team

**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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COMMUNICATION

COLLABORATION

INCLUSION



How Can You Get Involved?

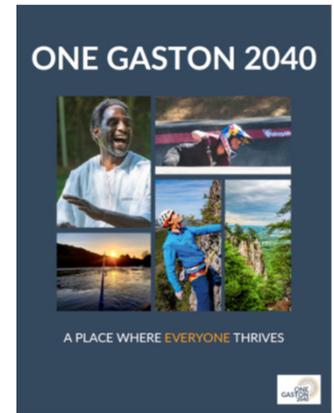
- Help us spread the word
- Offer names as potential members of Focus Area Teams
- Participate in the Data Dashboard/Community Information Hub
- Reference and support One Gaston 2040 in your strategic planning

- Innovate, Collaborate, Create

www.onegaston2040.com

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COMMUNICATION

COLLABORATION

INCLUSION