

# RURAL PLACEMAKING INNOVATION CHALLENGE



"Rise Our Region"



# WHY? BECAUSE WE CARE

Pierce County is a special place. We're progressive, yet we are focused on families. As we grow, countless organizations together with resident advocates are striving to make the communities within our borders stronger for future generations.





# HOW? MINDSET SHIFT

As a Community of Leaders and Entrepreneurs, we will listen to the voices of our residents and pave the way for future generations. We will deliver on what they are asking for to make their small town a way of life that's healthy and rewarding.

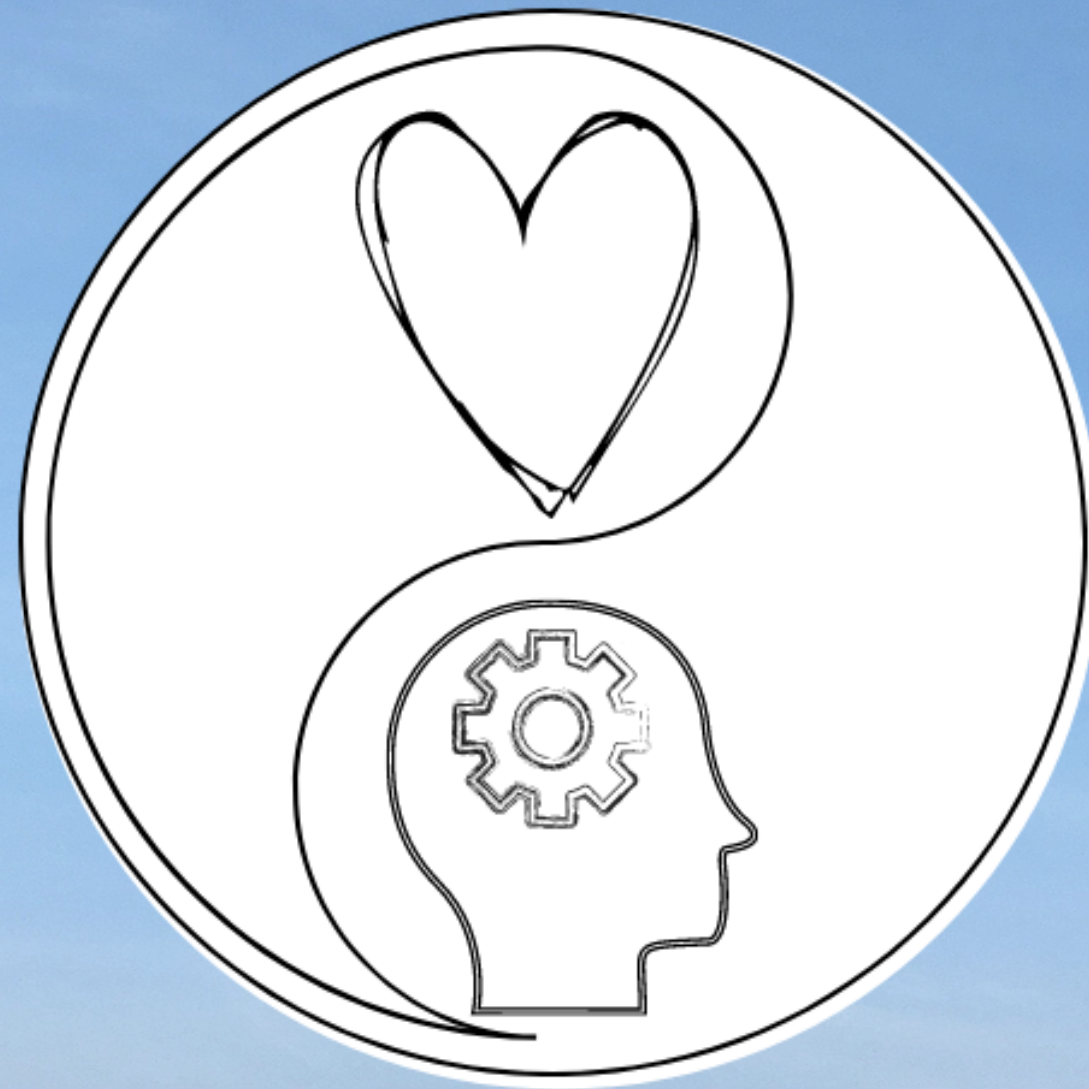


# HOW?

## BALANCING THE PROCESS

### QUALITATIVE DATA

- Individual Interviews
- Focus Group Conversations
- Community Survey



### QUANTITATIVE DATA

- Land Use Inventory
- Population Growth Patterns
- Economic Trends





# What's Been Accomplished

- Completed on-site land use inventory, documenting: use, condition, and status of every property in the Osmond zoning jurisdiction.
- Completed baseline assessment of all streets and sidewalks in the city limits of Plainview.
- Collected economic and demographic data that will provide clues to the potential future growth and community needs.







# What's Been Accomplished

In 2020 (first half of the ECAP Process), the preliminary priorities identified were :

- Infrastructure/Digital Connectivity
- Entrepreneurial Support
- Education/Workforce IQ
- Vision Planning for the Future
- Communication listening and sharing information





# What's Been Accomplished

- **In 2020 (first half of the ECAP Process), potential projects identified were:**
  - Increase daycare options (sense of place, vision)
  - Housing for young families and elderly in transition (infrastructure)
  - Internet improvements (Infrastructure, Digitally Connected)
  - New businesses (Entrepreneurial Ecosystems, Sense of Place)
  - Nursing home (Sense of Place, Infrastructure)
  - Flood Control (Infrastructure)





# What's Been Accomplished

- Osmond Completed the ECAP process on March 30, 2021
- Participants were tasked with expanding on each of the Focus Priorities:
  - What success would look like in 3-5 years?
  - What would change for the community, residents, guests?
  - What community values does this uphold or embrace?
- Goal Statements were created for each of the priorities identified





# What Success Looks Like

## COMMUNITY ECAP GOAL: Infrastructure

### SUCCESS MEASURES:

- Add 5-10 new single family houses
- Identify and remove vacant homes
- Offer a free lot program
- Add 1-2 new multi-family housing facilities
- Offer a spec house program for existing lots (last choice)

### RESULTING CHANGES:

- Businesses and schools benefit from increased numbers
- Osmond gains more population (people/families)

### VALUES:

- Increased community pride







# What's Been Accomplished

## COMMUNITY ECAP GOAL: Infrastructure

### HOUSING

- Identification and removal of vacant homes
- Construction of new single family homes
- New Multi-family housing

### STREETS

- Street repair and replacement
- New swimming pool
- Flood protection study





# What Success Looks Like

## COMMUNITY ECAP GOAL: Digital Connectivity

- Innovation - have competition, strive to better than similar communities
- Digital Platforms - for communications including newspaper, schools and churches, a digital board for announcing events (replace street sign)
- High Speed Access - 100mb+
  - Define how to measure speed/bandwidth, map of service area







# What's Been Accomplished

## **COMMUNITY ECAP GOAL: Digital Connectivity**

- **New broadband options - fiber and wireless**
- **Increased Telehealth (building addition)**
- **Increased importance of broadband**





# What Success Looks Like

## COMMUNITY ECAP GOAL: Entrepreneurial Support

- Active venture captial group
  - Younger members from all occupations are involved, mentors offer advice, coaching contacts, and financing.
- Open, inviting, and formal point of contact - welcome packet with banking and city office information.
- Existing Business and Youth grow based on ideas and excitement
- Property/city tax support for businesses.
- Community Founcation as a base of funds?
- Economic Development group provides grants and business plan assistance.







# What's Been Accomplished

## **COMMUNITY ECAP GOAL: Entrepreneurial Support**

- New swimming pool
- New restaurant
- New dentist and chiropractor offices
- More support for local businesses
- Downtown Revitalization to the Infrastructure (PCED is in the early planning stage on this project)
- Updated school community activity facility





# What Success Looks Like

## COMMUNITY ECAP GOAL: Education/Workforce IQ

### SUCCESS MEASURES:

- Recruitment of trade businesses/workers
- Recruitment of medical staff
- Establishment of a membership "makerspace"
- Support work/life balance
- Creation of Jobs with benefits
- Scholarships for students
- Career Academy - bring in trade presentations, CAN Academy, course credit for employment
- Business succession and retention planning







# What's Been Accomplished

**COMMUNITY ECAP GOAL: Education/Workforce IQ**

**Received increased support for local businesses from  
Pierce County Economic Development**





# What Success Looks Like

## COMMUNITY ECAP GOAL: VISION

Develop and act on a unified vision. Community members feel that there is not a clear vision of where Osmond is going in the future.







# What's Next

## COMMUNITY VISION

- Form a Committee to explore this idea and create a Vision Statement that the entire Osmond Community can rally around.
- Incorporate strategic planning in order to act on the Vision.
- Expand on the Vision and Strategy through the ECAP goals and actions
- Select an outside resource to help craft a vision statement, logo, and slogan for Osmond.





# What Success Looks Like

## **COMMUNITY ECAP GOAL: COMMUNICATION & SHARING INFORMATION**

Foster an environment of open communication with more active listening and better communication to inform the Community of what is going on and decisions that are being made.







# What's Been Accomplished

**COMMUNITY ECAP GOAL: COMMUNICATION & SHARING INFORMATION**





# OSMOND COMMUNITY FOUNDATION – PRIORITIES IDENTIFIED

<b>ADDITIONAL DIVERSE AFFORDABLE HOUSING</b>	<b>MODERN IMPROVED INFRASTRUCTURE</b>	<b>SPORTS COMPLEX EXPANSION</b>	<b>RECREATIONAL ACTIVITIES</b>	<b>ATTRACTING GROWING BUSINESSES</b>	<b>HEALTHY LIVING</b>	<b>EVOLVING TECHNOLOGY</b>	<b>DIVERSE NEW AND OLD</b>
Affordable Housing (x3)	All Streets Repaired	Gym & Track (x2)	Cowboy (Walking) Trail	Thriving Business District	Expansion of Hospital Services	Updated Tech, Internet/Cell Services	Early Childcare Learning & Daycare
Housing (New) New Family into Town	New Street Lights	Community Activity/Rec. Center (x2)	Pond Golf Course Bike Trail	Update Older Business Buildings	Up to Date Healthcare	Advanced Ag Engineering Classes	New Legion
Apartments	Flood Control (x2)	School Gym	Dog Park	Car Wash	Assisted Living (NH)	Improved Technology	Museum
	Street Improvements (x2)	Ballfield Improvements	Hunting, Tourism, Gun Range	Professional Job Opportunities	More Volunteers for Fire Departments EMTs		
	Paved Streets	New Track		Retail Shopping	Senior Assisted Living		
	Improvement of Roads (County)	Activity Center		Professional Job Opportunities			
	Good Water Source	Track/Football Complex		Drive-in Movie Theatre			
		Activity Center at School		Casino Card Games			
		Retention of School and Students		Movie Theatre			



# ENTREPRENEURIAL COLLABORATION

## SMART PLANNING

Acting on recommendations in the Comprehensive Plan based on the proposed Future Land Use Map.

## RURAL PLACEMAKING

Implementing ongoing projects between the Osmond City Council and local citizen-led groups.

Emphasis in these areas: resident retention, sustainable and affordable housing, and economic development.





**PIERCE COUNTY Community Stakeholders & Advocates**

**Susan Norris, PCED, Project Sponsor**

**Lowell Schroeder, FIVE RULE-Lead Planner**

**Marilyn Schlake, ECAP Lead Facilitator**