Key Question:

Why is “Thinking Regionally” and forming cross-jurisdictional and cross-sector partnerships important?
Why Should We Work Together?

“People who work together will win, whether it be against complex football defenses, or the problems of modern society. Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.”

~Vince Lombardi

Working Together Doesn’t Eliminate Individual Identities, It Makes Everyone Stronger

“The strength of the team is each individual member. The strength of each member is the team.”

~Phil Jackson
Why Should We Work Together?

- Unplanned growth (sprawl) doesn't recognize political and geographic boundaries
- Transportation, Education, Air and Water quality do not stop at city and county lines
- Collectively, our assets are greater, thus making the region more attractive for economic development
- Many employers have regional workforces
- Provides potential for maximizing resources
- Other regions (our competition) are recognizing the value of working together as a region
- Together, we can impact issues that we cannot address individually – We are Stronger Together

What Does Community Collaboration Look Like?
Traditional Collaboration Model

Short Term Partnerships to Meet a Need or Solve a Problem

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Traditional Collaboration Model

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Collective Impact/Relational Collaboration

Non-traditional partners coming together to build relationships, embrace new ways to work together and address seemingly unsolvable problems.
Differences Between Collaboration Types

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Relational/Collective Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Short-Term</td>
<td>➢ Long-Term</td>
</tr>
<tr>
<td>➢ Focused on One Issue</td>
<td>➢ Focused on Multiple Issues</td>
</tr>
<tr>
<td>➢ Starts with How?</td>
<td>➢ Starts with What?</td>
</tr>
<tr>
<td>➢ Crisis</td>
<td>➢ Problems, but Not Crisis</td>
</tr>
<tr>
<td>➢ Noticeable</td>
<td>➢ Not Always Noticeable</td>
</tr>
<tr>
<td>➢ More About positions than people</td>
<td>➢ People Drive the process</td>
</tr>
</tbody>
</table>

Collaboration in Central Florida

- 1999 – Failure of Light Rail Line from Airport to Downtown Orlando
- 2000 – Creation of myregion.org
- 2007 – Adoption of How Shall We Grow? Regional Growth Vision
- 2007 – Approval of SunRail
- 2007 – Approval of Orlando Facilities Initiative
- 2014 – SunRail Opens
- 2017 – Orlando Hosts NFL Pro Bowl
Collaboration in the Upstate

10-County Upstate Region
United States Population Growth

The United States will add 100 million new residents by 2050, with 70% projected for these 10 megaregions. Piedmont Atlantic is the third largest megaregion economy in the U.S.

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United States Population Growth

2040 Upstate Growth Projections

Upstate Population
2015 Population: 1,420,000
2030 Projection: 1,620,000
2040 Projection: 1,742,000
2010-2015: +64,000
2016-2040: +322,000

0% Union
+7% Greenwood
+4% Abbeville
+4% Laurens
+27% Anderson
+33% Greenville
+20% Spartanburg
+22% Pickens
+13% Cherokee
+10% Oconee

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Creating a Barbell Effect

By 2030 25% of Upstate population will be age 65+ and 40% will be age 55+

Key Question:

Is the Upstate positioned to SHAPE future growth instead of BEING SHAPED by that growth?
But Remember...

When it relates to economic vitality and quality of life, SHAPING GROWTH is about more than just land use and transportation.

And ...

Reaching our full potential is about creating success across the entire Upstate region.
Fostering Collaboration & Strategic Thinking

By WORKING TOGETHER, we can ensure that the Upstate is prepared to meet the needs of current and future residents and businesses.

Serving as the Regional Connector

- Sharing Ideas
- Identifying Gaps
- Increasing Efficiency
- Creating Regional Networks & Cross-Jurisdictional Solutions

Community Vibrancy | Economic & Entrepreneurial Vitality | Human Potential
Natural Beauty & Resources | Sustainable Growth

Ten Counties | One Upstate | Stronger Together
Overall Regional Outreach & Participation

- **Events 2010 - 2017**: 642
- **Presentations**: 272
- **Regional Forums & Workshops**: 169
- **Program & Initiative Meetings**: 75
- **TATT Meetings**: 98
- **Regional Surveys**: 28

- **Participants 2010 - 2017**: 31,400
- **TATT Meetings**: 5,319
- **Regional Surveys**: 6,402
- **Regional Forums & Workshops**: 6,637
- **Program & Initiative Meetings**: 8,837
- **Presentations**: 2,005
TATT’s Role in The Upstate

Connecting Regional Stakeholders to Build Collective Capacity Around Key Upstate Issues

Building Trust and Fostering Discussion

- Upstate Regional Summit – 900 attendees in 2016
- The Pique - Young Leaders Elevating the Upstate
- Quarterly Forums on Key Upstate Issues
- Annual Education & Economic Development Forum
- Bus Tours to Upstate Counties
Upstate Information Hub

Site regularly includes links to 600+ community events and 1,200+ regional resources

Monthly Traffic Average: 27,000 unique users, 38,000 pageviews

Regional Asset Mapping & Inventories
Regular Upstate Planners Meetings

- Regular meetings focus on various topics related to growth and planning in the Upstate
- Created Regional Planning Basics Tool Kit
- Conducted Analysis of all County Comprehensive Plans in the Upstate
- Served as the Technical Advisory Committee for the Shaping Our Future Initiative
- Will serve as conduit for results from Shaping Our Future to local Governments

Shaping Our Future

What are the impacts of our current growth trends?

What are ways we can ensure future growth does not negatively impact economic vitality and quality of life?

Analysis result rollout May 25th
Clean Air Upstate

Counties at Risk of Exceedance (2016 DVs) – 70 ppb Ozone NAAQS

Voluntary efforts in Upstate counties have made an impact in keeping the Upstate in Ozone emission attainment

Upstate Elected Officials Meetings

Regional Partners:

- Held since 2010
- Regular meetings (at least twice annually) of city, county and state elected and appointed officials
- Each session is on a different topic associated with growth in the Upstate
Senior Issues

How can we collectively grow awareness around the needs facing our senior population today and into the future?

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Community Vibrancy Workshops and ELEVATE UPSTATE Grants

In four years, the program has awarded $56,000 to 17 communities
2017 applications available June 1st
Grant workshop on June 14th
Entrepreneurial Support Workshops

Entrepreneurial & small business support providers sharing ideas and resources

Quarterly Workshops Started in 2017

Other Collaboration Efforts/Initiatives

- United Way Directors: Born Learning Campaign
- Community Vibrancy “How To” Guides
- Facilitated Partnership Between MPOs
- Entrepreneurial Friendly Communities “Tool Kit”
- Ongoing Conversations Related to Infrastructure Investments
- Development of Upstate Child Well-Being Network
Keys to Successful Collaboration

- Get the “Right People” in the Room
- Leave Individual Agendas at the Door
- Don’t Start with a Pre-Conceived Plan/Agenda
- Focus on the “What” before the “How”
- When Possible Think Long-Term and Strategic
- Think Big and Bold
- Create ways for everyone to be vested in the effort
- Find short-term “wins” to celebrate while still looking at the long-term goals

Continuing the Discussion

- TATT Committees & Task Forces
- Regular Social Media Presence
- www.tenatthetop.org
- Weekly Uniquely Upstate E-Newsletter
- TATT E-Newsletter and TATT Insider
- TATT YouTube Channel
Continuing to Build Trust and Partnerships

Coming together is a beginning; keeping together is progress; working together is success.

~Henry Ford

TOGETHER

WE CAN ENSURE THAT THE UPSTATE REMAINS
A GREAT PLACE TO LIVE, LEARN, DO BUSINESS & RAISE A FAMILY
South Carolina Association of Counties

Building Collaboration & Capacity

Dean Hybl
Executive Director, Ten at the Top
May 18, 2017