Where Have We Been? Where Are We Now? Where Are We Going?

Dean Hybl

Where Have We Been, Where Are We Now, Where Are We Going?
U.S. will add 100 million new residents in the next 35 years with 70% projected for these 10 Megaregions.
How is the Upstate Growing?

- **1930**: 546,000
- **1950**: 666,000 (22% growth)
- **1970**: 806,000 (21% growth)
- **1990**: 1,060,000 (31% growth)
- **2010**: 1,362,000 (29% growth)
- **2030***: 1,632,000 (20% growth)

2013 Population: 1,395,624

Projected Population Growth from 2010-2030: 275,000

* 2030 is projected population
## Looking Back to 2009

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Market:</td>
<td>DOW: 7,606</td>
<td>DOW: 17,097</td>
</tr>
<tr>
<td>Price for Gallon of Gas:</td>
<td>$1.76</td>
<td>$3.04</td>
</tr>
<tr>
<td>SC Unemployment Rate:</td>
<td>11.40</td>
<td>5.70</td>
</tr>
<tr>
<td>Upstate Per Capita Income:</td>
<td>$30,834</td>
<td>$34,434</td>
</tr>
<tr>
<td>Upstate Capital Investment:</td>
<td>$483,551,000</td>
<td>$3,727,800,000*</td>
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</table>

* Year to-date
Upstate Reality Check

- Supported by ULI South Carolina
- Funded through local funding support and matching Advance SC Grant
- 375 “Game” participants
- 500 total attendees
- Received significant media attention
- Provided opportunity to look at where and how the region should grow
- Created clear growth themes and principles
- Can serve as a launching pad for creating a Shared Regional Vision
3 Key Areas from Reality Check

- Land Use Patterns
- Barriers to Future Success
- Regional Priorities
Four Observed Patterns of Growth

Dispersed (trend)

Corridor

Compact

Rural village
Preferences for Future Growth

89% of Reality Check attendees preferred a future growth pattern other than the Trend Model.
81% of Our Upstate vision survey participants called for some reduction in land consumption over next 20 years.
Preferences for Future Growth

Upstate residents do not want the trend and instead want to see the Upstate grow in a more thoughtful and strategic way.
How Are We Doing?

- Study ranks Upstate as one of 10 most sprawling regions in U.S.
- 2010 study shows that Upstate lost 700,000 acres of forest cover between 1992 and 2010.
- Projections call for Southern Megalopolis by 2060.
Efforts to Change the Dynamic

- Regional MOU between GPATS, SPATS and ACOG
- More transit and walkable areas than in 2009
- Revitalization and infill development in downtowns across the region
- Regional study of comprehensive plan maps
- Regional efforts or discussions around air quality and water assessment
Barriers to Success - 2009

- Lack of effective regional collaboration: 20%
- Lack of funding for infrastructure: 16%
- Lack of regional leadership: 14%
- Lack of political will: 12%
- Resistance to planning: 10%
- Lack of education & quality workforce: 10%
- Lack of transportation choices: 8%
- Resistance to compact development: 7%
- Jobs & housing out of balance: 3%
How are We Doing? 2014
Creating Effective Regional Collaboration

94%
think we are collaborating better than 2009

64%
think we are collaborating better, but it is still a potential barrier

30%
See collaboration as no longer a barrier
Examples of Collaboration & Building Regional Capacity

- United Way Partnership for Born Learning
- Support to bring Southwest to the Upstate
- Upstate Planners Group
- Upstate Elected Officials Meetings
- Community Vibrancy Workshops & Elevate Upstate Grant Program
2009 Question: Which Solutions Should the Region Focus On?

- Regional/Community Coordination & Collaboration: 33%
- Funding Mechanisms: 20%
- Visioning, Planning & Ordinances to Implement: 19%
- Strategic Economic/Marketing/Workforce Development Plan: 12%
- Building Leadership Capacity: 10%
- Coordinated Education Initiatives: 6%
<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Regional/Community Coordination &amp; Collaboration</td>
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<tr>
<td>Strategic Economic/Marketing/Workforce Development Plan</td>
<td>3.16</td>
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<tr>
<td>Building Leadership Capacity</td>
<td>3.08</td>
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<td>Visioning, Planning &amp; Ordinances to Implement</td>
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<td>Funding Mechanisms</td>
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Where Have We Been?  Where Are We Now?  Where Are We Going?
What’s Next Upstate?
where have we been? where are we now? where are we going?

our family
our future
our upstate

working together today for generations to come
2030 Shared Growth Vision:
10-county Upstate South Carolina region is universally recognized as one of the leading places in the United States to live, learn, do business and raise a family.
Our Upstate Vision Drivers

- Human Potential
- Economic and Entrepreneurial Vitality
- Sustainable Growth
- Natural Beauty and Resources
- Community Vibrancy
What Overarching Regional Issue Must We Address by 2030?

- Growing the Economic & Community Vibrancy of urban and rural areas: 21.6%
- Addressing Current & Future Transportation & Infrastructure Needs: 21.4%
- Creating Culture that Values Education and Life-Long Learning: 20.3%
- Meeting our Current and Future Workforce Needs: 16.4%
- Supporting Growth of Entrepreneurs and Small Businesses: 5.8%
- Controlling/Reducing Urban Sprawl: 4.7%
- Supporting the Needs of Our Growing Senior Population: 3.8%
- Maintaining Environmental Special Places & Resources: 3.0%
- Other: 3.0%
What Issue Provides the Greatest Opportunity for Collaboration?

- Addressing Current & Future Transportation & Infrastructure Needs: 32.3%
- Growing the Economic & Community Vibrancy of urban and rural areas: 19.6%
- Meeting our Current and Future Workforce Needs: 17.6%
- Creating Culture that Values Education and Life-Long Learning: 11.4%
- Supporting Growth of Entrepreneurs and Small Businesses: 6.1%
- Supporting the Needs of Our Growing Senior Population: 4.7%
- Controlling/Reducing Urban Sprawl: 3.3%
- Maintaining Environmental Special Places & Resources: 2.8%
- Other: 2.2%
What’s Next?

✓ Continuing Role as a Neutral Regional Convener

✓ Task Forces and committees continue current efforts while also looking at ideas from “What’s Next Upstate?” and who else needs to be involved to address key regional issues. Please Join a TATT Task Force!

✓ Continue the “What’s Next Upstate?” conversation through WhatsNextUpstate.com and workshops
What’s Next?

- Exploring partnerships that can increase regional measurements of key issues and whether the needle is being moved.
- Partner with Greenville Business Magazine on an Upstate Regional Report to keep the conversation from today going into 2015.
- Host Four Regional Forums in 2015 and next Regional Summit in 2016.