

Regions Connecting
for Rural Innovation



Southern Region



**Implementation Plan and
Management Chart**

<i>Work Area: Energy</i>			
Strategic Outcome	Action Steps	Who is working on it?	Benchmarks
Utilize energy cooperatives to complete energy audits for institutions, utilities, businesses, farms and other energy users to increase energy efficiency.	<p>Develop pilot effort in South Carolina on a multi-county regional basis that can be used as a model in the Southern region.</p> <p>Contact electric co-ops in Maryland/Virginia/Delaware that are already conducting residential energy audits at no charge to their residential members. Develop matrix on how to structure the pilot effort based on their input and recommendations.</p> <p>Work with communities in South Carolina pilot area to address energy efficiency through strategies such as:</p> <ul style="list-style-type: none"> • utility services, water and waste water audits • community transportation opportunities • partnerships with RCAP, Rural Electric Co-ops and Rural Development • local food production and distribution <ul style="list-style-type: none"> - improve profitability of local food and energy food stock providers by reducing transportation (energy) costs by linking these resources with end users in suburban and 	<p>Walter Harris, South Carolina Rural Development Council</p> <p>Glen Sink, Council for Rural Virginia</p> <p>Vanessa Orlando, Rural Maryland Council</p> <p>Jack Tarburton, USDA Rural Development State Director MD/DE</p> <p>Energy Cooperatives</p> <p>National Good Food Network</p> <p>RUPRI</p>	<p>8/15/10: Glen Sink contact Virginia Electric Cooperatives for update on their work regarding energy audits</p> <p>8/27/10: Glen Sink, Walter Harris begin strategy development of how to create pilot project; determine focus</p> <p>10/1/10 – 10/15/10: Contact energy cooperatives in SC/VA/MD/DE to review what has been successful with their efforts</p> <p>10/15/10 – 11/1/10: Utilize input from SC/ MD/VA/DE cooperatives to create a matrix for how to structure energy audit program</p> <p>11/1/10 – 12/1/10: Determine and Promote Outreach to multi-county target area; enlist communities and cooperatives</p> <p>1/1/11 – 5/1/11: Promote system for energy audits in multi-county target area</p> <p>5/1/11 – 8/1/11: Review audit information, address energy efficiency strategies with communities</p> <p>8/1/11 – 9/1/11: Summarize findings, restructure pilot effort based on lessons learned</p> <p>9/30/11: Feedback provided to USDA</p>

	<ul style="list-style-type: none">- urban areas- improve local rural economies by local food utilization		
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<i>Work Area: Workforce Development</i>			
Strategic Outcome	Action Steps	Who is working on it?	Benchmarks
Increase efficiency through partnerships that leverage available resources to develop and sustain workforce development programs.	<p>Disseminate information from a pilot project in Virginia/North Carolina that will help other multi-county regions assess how to leverage resources to develop and sustain workforce development programs.</p> <p>Utilize Dan River Region Collaborative (Virginia/North Carolina) to determine:</p> <ul style="list-style-type: none"> • How to align current programmatic needs and revenue streams with new programs and needs. • How to build capacity at the local level for organizations to seek resources effectively • Determine how to evaluate the impact of programs on varying scales <p>Target multi-county region along Virginia and North Carolina border for collaborative effort that leverages partnerships created from the Southern</p>	<p>Glen Sink, Council for Rural Virginia</p> <p>Mark Roberts, North Carolina Department of Commerce</p> <p>Laurie S. Moran, Danville/Pittsylvania County Chamber of Commerce</p> <p>Dan River Region Collaborative</p> <p>National Association of Counties</p> <p>National Association of Workforce Boards</p> <p>Ted Abernathy, Jr., Southern Growth Policy Board</p>	<p>6/1/10: Glen Sink, Laurie Moran conversation on how Danville Region Collaborative could be utilized to launch pilot effort for implementing strategic outcome from Southern Regional Summit</p> <p>8/15/10: Glen Sink, Mark Roberts brainstorm how respective organizations can become partners on Dan Region Collaborative; leveraging resources; determine partnerships created from Southern Region Summit that have resources or capacity to assist with Dan River Region Collaborative</p> <p>9/13/10 – 9/14/10: Virginia Rural Summit, sessions addressing Virginia’s economy, community capacity, partnerships; Glen Sink will utilize Summit to help identify additional partners for Dan River Region Collaborative</p> <p>9/16/10: National Association of Counties/National Association of Workforce Boards webinar on “Partnerships to Support Your Local Workforce Investment.”</p> <p>9/30/10: Follow up with NACO and NAWB on how their programs can help with Dan River Region project.</p> <p>10/1/10 – 3/1/11: Identify organizations that are</p>

	<p>Region Summit.</p> <ul style="list-style-type: none"> • Identify organizations that are addressing systematic workforce development and education issues. • Determine if resources can be leveraged and partnerships created to advance strategies for addressing workforce development issues, versus entities working separately to address challenges. Connect similar efforts. <p>Condense information into a format that is accessible for all organizations to utilize.</p> <p>Develop web-based inventory and post the information on PRA's website.</p>		<p>addressing systemic workforce development and education issues in the South, with focus in VA/NC that could become partners on Dan River Region project</p> <p>6/1/11: Host Summit that brings all partnering entities together in Dan River Region to connect similar efforts, determine how resources can be leveraged, determine goals</p> <p>6/15/11 – 8/1/11: Catalog information on what resources are available from partner entities; detail how organizations could assist other multi-county regional efforts similar to Dan River Region</p> <p>9/1/11: Post partnership inventory on PRA's website; discuss lessons learned from Dan River Region effort</p> <p>9/30/11: Feedback provided to USDA</p>
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<i>Work Area: Rural Economic Development</i>			
Strategic Outcome	Action Steps	Who is working on it?	Benchmarks
Create a best management practices document for rural communities.	<p>Create a best management practices committee comprised of entities involved in rural economic development.</p> <p>Identify existing community development models that work within the region as well as the best practices from beyond the region.</p> <p>Develop a living web-based document that serves as a one-stop resource with information such as:</p> <ul style="list-style-type: none"> • Case studies on community development, business development, infrastructure, e-Commerce, leadership development, etc. • Economic development pillars • “How-to” information on asset mapping and community capital • “How-to” manuals, practices <p>Launch best-practices manual on PRA’s website</p>	<p>Bo Beaulieu, Southern Rural Development Center</p> <p>Glen Sink, Council for Rural Virginia</p> <p>Tennessee Valley Authority</p> <p>USDA Rural Development</p> <p>university based economic developers and researchers</p> <p>economic development organizations</p> <p>workforce development organizations</p> <p>Southern Regional Cooperatives</p> <p>Southern Region Cooperative Extension Services</p>	<p>9/30/10: Create best management practices committee; establish timelines for project completion</p> <p>10/1/10 – 12/1/10: Research existing community development models; catalog success stories at regional and national level</p> <p>12/1/11 – 2/1/11: Begin draft document highlighting one-stop resource information</p> <p>2/1/11 – 4/1/11: Outreach to interested parties regarding TN conference and presentation on community assessments</p> <p>4/15/11: Mary Randolph presentation in Tennessee regarding community assessments</p> <p>4/15/11 – 5/15/11: Use information from TN meeting as springboard for using community assessments to develop best practices</p> <p>6/1/11: Launch web-based document on PRA’s website</p> <p>6/1/11 – 8/1/11: Develop marketing plan for best management practices document</p> <p>8/1/11 – 9/1/11: Outreach to interested parties</p>

			9/30/11: Feedback provided to USDA
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