



*Greenville, Pa*  
**COMMUNITY VISION TASK FORCE**

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**START-UP MEETING JUNE 26<sup>TH</sup>, 2018**



# WHY IS THIS IMPORTANT?

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- Long range planning provides direction.
- Community involvement in the planning process maintains local control.
- Greenville's joint comprehensive plan was last updated in 2004 – a lot has changed in 14 years.
- Having a plan is favorable and beneficial in receiving funding.
- The State, County and citizens take notice.
- We regain perspective.

# WHY IS THIS IMPORTANT?

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- Casting a vision provides valuable insight and objectives for:
  - Government Study Commission
  - Greenville Planning Commission, Hempfield Planning Commission
  - Future Comprehensive Planning
  - Local Government: Greenville Borough, Hempfield Township
  - Community Organizations & Institutions
  - Community Action



# WHAT'S THE OBJECTIVE?

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- Answer questions like:
  - Who/What are we now as a community?
  - Who/What do we want our community to look like in 20 years?
  - What is our community identity? (Defining who we are and/or who we want to be.)
  - What are our strengths we can leverage to get where we want to be?
  - What are our weaknesses that are hindering our growth and success?
  - Why do people leave Greenville?
  - Why do people stay?
  - What are other communities doing to promote growth?

# WHAT'S THE OBJECTIVE?

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- Cast a vision for the Greenville Community at large.
- Make valuable recommendations and propose actions items.
- Achieve a better understanding of who we are as a community.



# ORGANIZING THE PROCESS

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Community Vision Task Force is broken down into 5 sub-committees:

- Residential Neighborhoods
- Commercial Blocks/Downtown
- Recreation, Arts, & Entertainment
- Economic Development
- Organizations & Institutions

# ORGANIZING THE PROCESS

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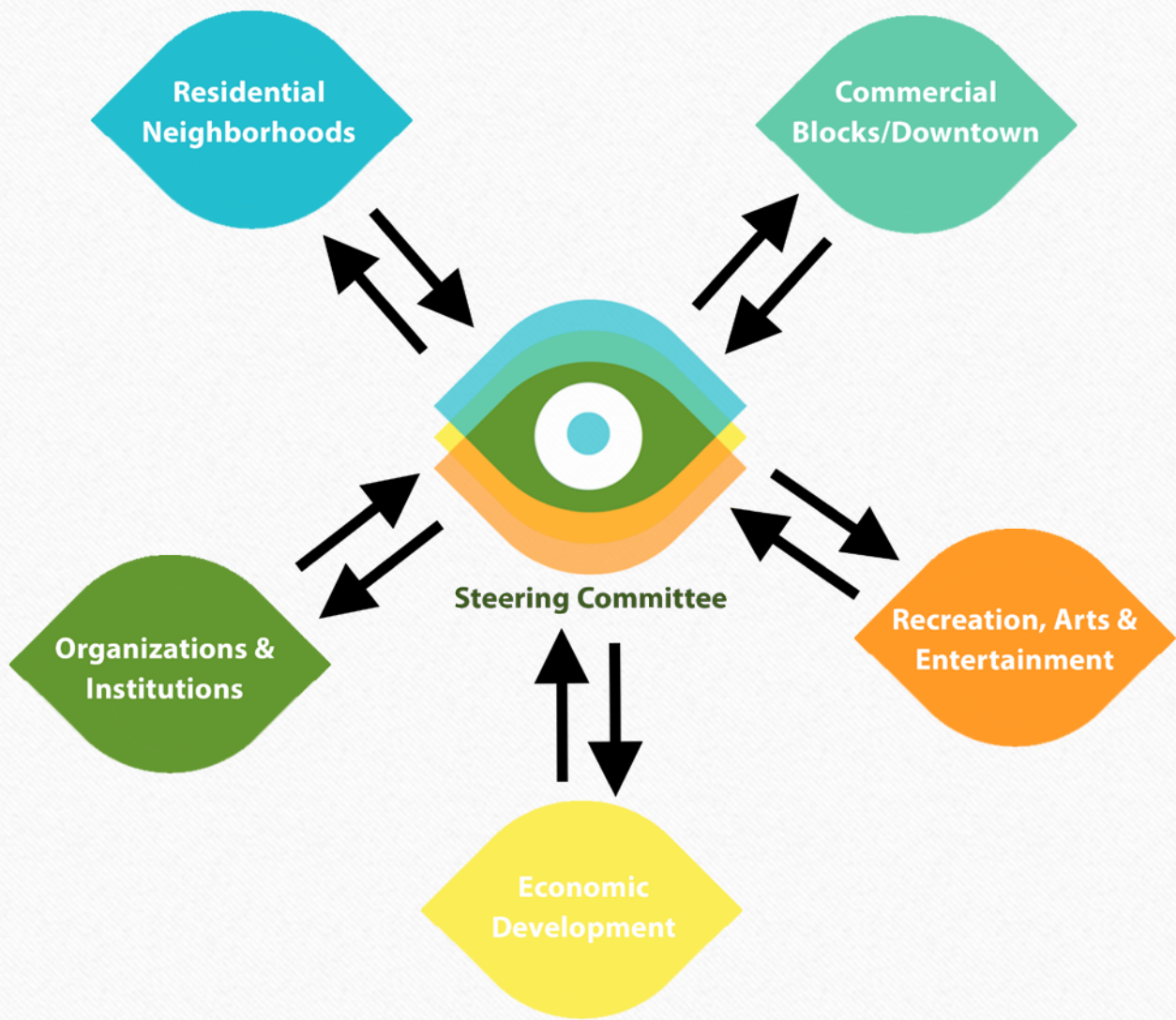
Each sub-committee will meet separately to work on assignments.

Each sub-committee will volunteer at least one individual to report to Steering Committee work-session where the information, questions, and ideas gathered will be shared to comprehensively address the following:

- Community Identity
- Community Vision
- Recommendations to Council and Commissions
- Marketing Initiatives
- Additional Action Items

This will move back and forth until a clear and specific conclusion can be presented.







# SUB-COMMITTEES

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## Residential Neighborhoods

- Sean Hall
- Terra Radaker
- Nancy Yauger
- Hannah Cassell
- Stephanie Russo

## Commercial Blocks/Downtown

- Stacy McKay Benander
- Joe Ribley
- Vicki Poe
- Joshua Rowley
- Jeanette Rowley
- Barbara Long-Cooper

## Recreation, Arts & Entertainment

- Terri Deist
- Jennifer Ribley
- Samantha Iliff
- Catherine Richardson
- Anne Butcher
- Stephanie Wilson

# SUB-COMMITTEES

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## Economic Development

- Martin Johnson
- David Reeves
- Ryan Davis
- Scott Graubard
- Joe Wilson
- Caleb Stright

## Organizations & Institutions

- Tracy Mohr
- Lori Reeves
- Fred Kiser
- Emily Eckler
- Mark Hoffacker



# TODAY'S ASSIGNMENT

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1. Describe the Greenville Community.
2. List Greenville Adjectives.
3. Why do you choose to live in Greenville?
4. What makes Greenville unique to you?

# SUB-COMMITTEE ASSIGNMENTS

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## 1. Review and assess previous plans.

- Comprehensive Plans (1981 & 2004)
- What action steps were identified?
- What has been implemented?
- What has changed? What is no longer relevant?
- Review and analyze previous SWOT and Survey Results.



# ASSIGNMENTS

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## 2. Community Self-Assessment:

- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- Hear from the “experts”.
- Community Survey

# ASSIGNMENTS — COMMUNITY SURVEY

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- Each sub-committee will submit questions to include in the survey.
- An online survey will be embedded on the website.
- A few volunteers are needed for the Open House style “interactive” survey event.

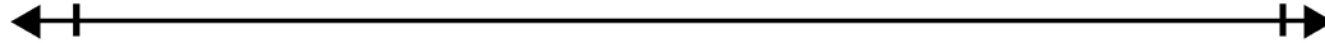


# Positives

How significant is that positive to you personally?

It's a positive, but it  
doesn't call me to action

It's why, I'm here.  
Extremely Significant



Greenville Area Community Theater  
Museums  
Greenville Symphony Orchestra  
Library  
River Recreation  
Riverside Park  
Senior Center  
Sports Complex  
Trails  
Locally Owned Restaurants  
Chain Restaurants  
Downtown Businesses  
Heritage Days  
Parades  
Greenville School District  
Fraternal Organizations  
Non-Profit Organizations  
Churches  
Youth Sports Teams  
Local Artisans/Artists  
Affordable Living/Low Cost of Living  
Proximity Pittsburgh and Cleveland

Thiel College  
Business Community  
Small Businesses  
Hospital/Wellness Services  
All Seasons  
No Major Natural Disasters  
Sport Recreation (Golf)  
Sense of Community  
Giving Community  
Slower Pace  
Fairly Safe  
No Urban Sprawl  
Friendly Neighborhood  
Senior Services  
Quiet

Fill In The Blank

I don't think this belongs  
on the Positives List

# Negatives

How significant is this negative to you personally?

It's a negative, but not  
a nuisance

It's why, I might  
leave town



Lack of Diverse Food  
Low Standard of Living  
Old School  
Trinity's Empty Site  
Job Loss  
Lack of Employment Opportunities  
Lower Paying Jobs  
Failing Infrastructure  
Bad Roads  
Long Winters  
High Taxes  
Lack of "Things to Do"  
Nothing for Youth  
No Public Transportation  
Food Deserts  
Rush Hour Traffic on Main Street  
Too Small  
Old Homes, Difficult Maintenance  
Code Restrictions  
Permitting  
Drug Abuse

Unsafe Neighborhoods  
Vacant Properties  
Lack of Social Services  
Lack of Wellness Services  
No Entertainment  
Lack of Diversity of Thought  
Lack of People My Age  
Too Much Overcast, Not Enough Sun  
Small Town Gossip  
Local Government

Fill In The Blank

I don't think this belongs  
on the Negatives List



# ASSIGNMENTS — THE FUN PART

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## 3. Modeling from Examples & Dreaming Big

- What are other communities doing that we have experience and like?
- What makes it special or unique?
- How does it translate?
- How can we make it our own?

# ASSIGNMENTS — THE HARD PART

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## 4. Goals, Action Items, & Recommendations

- Prioritizing goals
- Create a timeline
- Determine where recommendations should be made
- Develop a strategy to accomplish action items



# ADDITIONAL RESULTS

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- Discover ways to engage future community leaders.
- Inspire community ownership, investment, and commitment.
- Encourage a change in the self narrative.

# RESOURCES

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[www.greenvilleborough.com/community-vision-task-force](http://www.greenvilleborough.com/community-vision-task-force)



# 1 TAKE-AWAY FOR THE EVENING

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<http://www.goerie.com/opinion/20180617/pat-howard-face-it-erie-its-up-to-us>

Pat Howard's article *Face it Erie: It's up to us*

“This is not about anything else but you,” he said. “It’s about whether you’re going to be intentional or not. Erie has all the pieces of the puzzle on the table. The challenge is not whether you have the assets or whether you have the resources, the challenge is whether you have the political and community will to come together and change your behavior and reimagine an Erie that’s a very different place.” - former three-term Pittsburgh Mayor Tom Murphy speaking to Erie

Listen to urbanist and author Bruce Katz on Friday night at the Jefferson Educational Society's birthday shindig, talking about the behavior of communities that are renewing themselves at a time of toxic, sclerotic government at the national and state levels.

“They’re not waiting for the next earmark from Washington, which is not coming,” he said. “And they’re not waiting for the next bit of walking-around money from Harrisburg, which is also not coming. They’ve reached into their pockets and they’ve invested in their future.”



Murphy knows first-hand what Erie's up against, including a culture of inertia, resignation and obstruction that must be defeated and dismantled. He recalled Pittsburgh residents who actively opposed replacing a 250-acre slag dump with a park and housing.

“Like a lot of cities, you have that history of paralyzing yourself,” he said. “And the challenge is ... to not let people define the status quo as the goal, but to define reaching for the future as the goal.”

# PLAN FOR CITY IDENTITY ESTABLISHMENT AND CITY MARKETING THE CASE OF KIMPO CITY

Kim Inn

Department of Geography, Seoul National University

This study starts with a viewpoint that most problematic urban issues, whatever they are in geographically defined area, influence deeply on the city image in negative way. **The bad images in result of the current urban problem issues critically link to the living conditions of the city, and when the bad images are rumored outside the city they become escalated, and once people become conscious the bad image it will let the city spiral down in many aspects, for example, attraction, competition, investment, etc.** To overcome this kind of problem it is necessary to build place asset in the problem area in order to turn out the city's negative image out to a positive one and prevent city conditions from spiraling down.



Thank you,

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for being a positive force for change  
in our community