



EnvisionEAST-2050

Unprecedented population growth is coming to eastern North Carolina. Projections are that we will have 485,000 to over a million new residents, another Raleigh or Charlotte, by 2050ⁱ. Where will the projected new residents, and the millions who will follow them, live and work in this nine-county region. Is eastern North Carolina prepared to absorb the projected population increase? What will be the cumulative effect on the region's agriculture, military installations, transportation network, water resources, housing, taxes, etc.? What, ultimately, will be the effect of this growth on the quality of life of eastern North Carolinians?

To address these and other questions, community leaders including government and elected officials, representatives from large corporations, small businesses, non-profits, neighborhoods, faith-based groups, environmentalists, educators and others from across this nine-county region, will participate in **EnvisionEAST-2050** scheduled for October 24, 2012 at the Jones County Civic Center in Trenton. **EnvisionEAST-2050** is modeled after the successful Urban Land Institute's **Reality Check** programs held in other parts of the country, to include:



Los Angeles, CA (2005)
Washington, DC (2005)
North Texas (2005 & 2007)
Baltimore, MD (2006)
Tampa Bay, FL (2007)
Charleston, SC (2007)

Upstate South Carolina (2008)
Seattle, WA (2008)
Phoenix, AZ (2008)
Triangle, NC (2009)
Jacksonville, FL (2009)
Hampton Roads, VA (May 2012)

EnvisionEAST-2050 is designed to:

- Raise awareness about the pace and amount of eastern North Carolina's anticipated growth
- Facilitate conversations among community leaders on growth issues
- Develop guiding principles and alternative future visions for the region
- Evaluate the impacts of these alternative visions and of continuing current trends
- Seek areas of agreement in the alternative visions and guiding principles

This is neither a traditional conference nor a theoretical exercise. On the day of **EnvisionEAST-2050**, approximately 300 participants will be organized into thirty teams of 10, assembled around a table to create their consensus visions for growth. Each table will work on a regional map that depicts existing conditions and is overlaid with a grid. They will build their vision for eastern North Carolina's future using yellow LEGO® Bricks to represent new housing, white LEGO® Bricks for new seasonal homes and red LEGO® Bricks for new jobs. Yarn will represent roadways and transit proposed by the participants and green stickers will represent open space areas. Before placing anything on the gridded basemap, each of the groups will develop principles to guide their proposed growth patterns.

At the end of the morning session, facilitators will collect data from all participant tables and evaluate the alternative visions for new land consumed and impact on agricultural lands, wetlands and air space. Calculations will also be made to determine jobs to housing balance and potable water demand, commuting factors and the infrastructure cost of the alternative scenarios. The work of **EnvisionEAST-2050** will serve to guide the work program of the **PlanIt EAST** regional forum for years to come.

ⁱ 2050 population projections for eastern North Carolina are being finalized.