



What is it?

And what does it have to do with
New Hampshire's North Country

No, not New Urbanism





New Ruralism

- Gated communities?
- There just for the benefit of cities?
- Community gardens and green spaces?

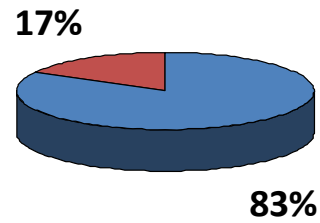
NNECAPA and New Ruralism:
Plenary Discussion Questions
2013 Annual NNECAPA Conference

Peg Elmer Hough, Community-Resilience.org

Do you agree that we, representing planners in this region, have something going on here that we ought to better define for our practice and for transfer to other rural regions?

1. Yes

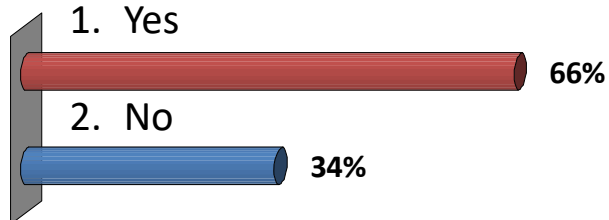
2. No



Should more research be conducted to ensure broader, practical implementation?

1. Yes

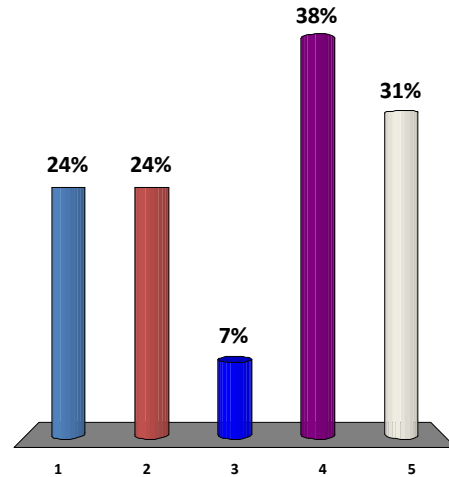
2. No



What is most important for research?

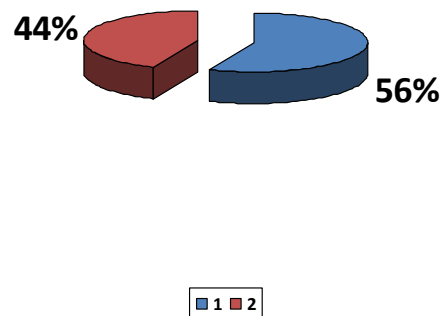
(Choose all that apply)

1. Refine the definition of the concept and case examples
2. Identify barriers and create recommendations
3. Identify closed loop and integration across sector examples
4. Identify examples of success on low budgets
5. All of the above



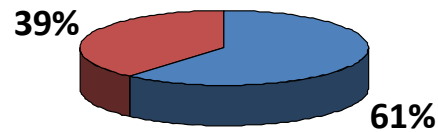
Would a specific New Ruralism web portal from NNECAPA be useful?

1. Yes
2. No



Should NNECAPA create a committee to build a larger project to encompass the favored ideas?

1. Yes
2. No



NNECAPA Project Leadership Team

New Hampshire:

Tara Bamford, North Country Council

Vermont:

Peg Elmer Hough, Community-Resilience.org

Maine:

Mark Lapping, Muskie School of Public Service

Lynne Seeley, Community Planning Consultant

DON'T REINVENT THE WHEEL

Facilitate the collection and sharing of examples of how rural communities successfully addressed challenges similar to those faced in New Hampshire's North Country.



We know it when we see it



American Planning Association
Northern New England Chapter

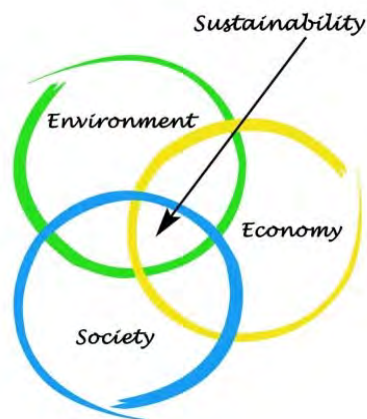
Making Great Communities Happen

[Home](#) > [Connect with APA](#) > [About APA](#) > [APA Leadership](#) >

Chapter Presidents Council



Healthy Community Values Focus



How are we building on modern technology and infrastructure to support a thriving environmental, economic and social fabric?

Criteria

The strategy, solution or innovation proposed to be highlighted in a case study appropriately fits rural communities/areas with low population density, is not dependent on the existence of professional town staff, is locally-driven and locally supported, and fosters:

- some attributes under the social, environmental and economic spheres of community planning
- improvement in quality of life, livable wage jobs, meeting basic household needs, and/or long-term community sustainability
- growth in the local and regional economy rather than leakage of wealth outside the region
- thriving communities

Sustainable Approach

- Long-term success is not dependent on ongoing direct funding from an outside NGO or public agency or staffing from an outside organization, although innovative or successful local programs might be related to or supported by a public program or policy.
- Resource-based strategies have a foundation in sustainable stewardship for the long-term.



FOCUSING ON FOOD

Click on the link in each description below to read more about that Case Study-

In Skowhegan Maine, an abandoned building was rehabilitated to accommodate new business and support the growing grain industry by again filling its original role of the [Somerset Grist Mill](#).

[Local Foods Plymouth](#) in New Hampshire and [Vermont's Farm to Plate](#) program both strive to reduce the miles traveled by food and strengthen the local agricultural economy.



Maine's [Port Clyde Fresh Catch](#) harvests, packages and sells seafood using environmentally sound methods.



“Vermont’s Farm to Plate is THE model of every other state's process, at least in New England. I think nationally it is a model as well.”

Mark Lapping, Principal Investigator, Maine Food Strategy and Distinguished Professor, University of Southern Maine

 +
  +
  =
 SALES OF \$8.6 billion
 A 24% INCREASE FROM 2007

DIRECT SALES \$27,430,000 3.53% of **6th** IN THE NATION
FARMER SALES

7,338 FARMS – MOST SINCE 1964! 

Loss in farmland halted – **1,251,713 acres** MOST SINCE **1997**

 In past decade, manufacturing jobs **↑ 31%** + businesses **↑ 75%**

EMPLOYMENT >61,000
ESTABLISHMENTS >12,000



MULTIPLIER 2.28
 FOR EVERY 1 FOOD SYSTEM JOB CREATED THERE ARE 2.28 ADDITIONAL JOBS CREATED



PEOPLE HELPING PEOPLE

*Click on the link in the description below to read more about the **Case Study**-*

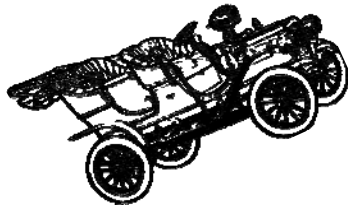
The **Lubec Community Outreach Center** in Maine is just that, building partnerships to provide programs for children, food education and pantry, and other basic needs.



Successful Aging in Place by piloting the World Health organization's Age Friendly Communities Indicator Guide.

Monadnock at Home in New Hampshire is a non-profit member-based organization helping seniors continue to live at home successfully.

Bowdoinham Maine formed an Advisory Council on Aging to advance



<http://www.monadnockathome.org/>



<http://www.monadnockathome.org/>

Lubec Community Outreach Center *“Working together for each other.”*



LOCAL FOODS

Healthy food, community collaboration, and connection
Get Growing Program



Photo: LCOC

COLLABORATION

with Good Shepherd Food Bank
Local Community Food Pantry



Photos: LCOC

LEADERSHIP + VOLUNTEERISM



Afterschool
and
Senior Programs

Photos: LCOC

BUILDING JOBS ON OUR STRENGTHS

Click on the link in the description below to read more about that Case Study-



The [Mad River Valley Economic Study](#) in Vermont takes a close look at the agricultural economy, tourism and other elements of the local economy to identify realistic sustainable goals.

On Maine's Deer Isle/Stonington, the [Island Employee Cooperative](#) formed to keep the core businesses in the hands of local workers for the benefit of the community.

New Hampshire's [Women's Entrepreneurial Network \(WREN\)](#) is a membership-driven organization that offers access to resources, training, technical assistance, and markets.

Island Employee Cooperative
The Galley, Burnt Cove Market, V&S Variety & Pharmacy



Photo: Cooperative Institute



Women's Rural Entrepreneurial Network



The Bethlehem Community Mural on the side of our LocalWorks MarketPlace

<http://wrenworks.org/>



Women's Rural Entrepreneurial Network

THE MAKER MOVEMENT

AN EXTENSION OF DIY CULTURE WITH AN EMPHASIS ON TECHNOLOGY, ENGINEERING AND FABRICATION. MAKERS USE A COMBINATION OF HOME TOOLS, EQUIPMENT AT LOCAL HACKERSPACES, AND ONLINE FABRICATION SERVICES TO BUILD, PROTOTYPE, MAKE AND MANUFACTURE ALL KINDS OF THINGS. THE MAKER MOVEMENT VALUES COMMUNITY & COLLABORATION, OPEN SOURCE MODELS, AND A SPIRIT OF *experimentation.*

DOUBLE YOUR SNAP & GET FREE FRUITS & VEGETABLES \$20 = \$40

WREN LOCAL WORKS



Fresh Produce, Meats, Breads, Jams & Herbs

Farmers' Market
June 28-Sept 18 Every Thursday 3-7pm
Located on Pleasant Street, RT. 105 Berlin
Local Food, Artisans & Live Music
wrenworks.org 783-0060

Market Match SNAP

WREN WORKS MAKER STUDIO

<http://wrenworks.org/>

THE ENERGY OF VOLUNTEERS



Thetford, Vermont's Home Energy Action Team (HEAT) and Plymouth Area Renewable Energy Initiative (PAREI) in New Hampshire both

organize volunteers to help residents reduce energy costs, in Thetford by weatherizing homes and in Plymouth by installing solar thermal energy systems.





Credit: UVVC





<http://www.plymouthenergy.org/>

OTHER INNOVATIVE RURAL INITIATIVES

Click on the link in the description below to read more about that Case Study-

King Arthur Flour in Norwich, Vermont provides customized incentives to employees to carpool based on an innovative data-driven [Smart Commute Program](#).

[Downeast Lakes Land Trust](#) in Maine represents a successful coalition of those who care about the area natural resources and their role in the region's economy.

Northfield, Vermont's [Water Street](#) neighborhood provides an example of retrofitting an historic neighborhood to reduce flood risks.



Individualism *within* Community

- volunteerism
- empowerment
- ingenuity, creativity
- entrepreneurship
- cooperatives
- local ownership
- self-sufficiency
- ***leadership!***



Simplicity
 Leadership
 Community-Soul
 Enlightenment
 Place-Making
 Individualism

Political
 Forestry
 Co-operatives
 Entrepreneurial
 Stonewalls Villages
 Democratic
 Energy
 Farming
 Regional
 Community
 Local
 Deliberative
 Volunteerism
 Economy
 Sustainable
 Tourism
 Engaged
 Resources
 Decentralized
 Water
 Barns
 Arts

The logo for 'New Ruralism' is positioned at the top left of the block. Below it is a photograph of a rural landscape with rolling green hills and a small town with several buildings. The text 'New Ruralism' is overlaid on the top right of the photograph.

Working for Us!
APA National Planning Conference
New York City
May 8, 2017



Leadership Team

- Tara Bamford
- Peg Elmer
- Mark Lapping
- Lynne Seeley
- Jo Anne Carr



Next steps

- Continue national rollout
- Collect nationwide case studies
- Canada?
- Book?

The screenshot shows the Routledge website homepage. At the top left is the Routledge logo with the text "Taylor & Francis Group". To the right, there are links for "United States", "Cart", and "Account", along with a search bar. Below the navigation bar, the main heading reads "Global publisher of quality academic books, journals & online reference". A paragraph of text follows, describing Routledge as the world's leading academic publisher in the Humanities and Social Sciences. To the right of this text are social media icons for Twitter, Facebook, YouTube, Google+, and LinkedIn. Below this is a blue banner titled "Professional Resources" with a sub-heading "We are the home to authoritative content for professionals, Routledge provides the competitive edge and essential training skills for those working in areas such as Education, Nursing, Counselling, Applied Media, Built Environment, Law, and more." To the right of the text are three book covers: "Workite Learning with Adults", "THE ENERGY OF CHANGE", and "WHAT COMPLICATED EDUCATION DOES DIFFERENTLY".

The screenshot shows the APA Publications page. At the top, there is a breadcrumb trail: "Home > Knowledge Center >". The main heading is "APA Publications". Below this is a large image of a man with glasses and a goatee, standing in front of a bookshelf. The bookshelf contains several books, including "LASTING VALUE" by Rick Pratte, "RECONSIDERING JANE JACOBS", "THE ETHICAL PLANNING PRACTITIONER", and "THE ENVIRONMENTAL PLANNING HANDBOOK". A blue banner across the bottom of the image reads "New from Planners Press". Below the banner is a smaller image of a red ribbon and the text "Creating Healthy Neighborhoods".

THE DIRT

New Ruralism: Solutions for Struggling Small Towns

Jared Green

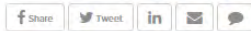


Scream Ridge farm, Vermont / Scream Ridge

Can a 'New Ruralism' Save Small Towns?

Small towns are in crisis. To save them, it might take a "new ruralism" of community leadership, volunteerism, and ventures in the creative economy.

July 3, 2017, 10am PDT | Philip Rojc | @PhilipRojc





Next Stop New Orleans?



National Planning Conference

Save the Date

NPC18 | New Orleans | April 21-24, 2018

Take Aways



