



COUNCIL KICKOFF
MONDAY, FEBRUARY 24, 2020
3 – 5 PM
TRI-CITIES BUSINESS & VISITOR CENTER
BECHTEL BOARD ROOM

WELCOME

INTRODUCTIONS

THE MYTRI 2030 JOURNEY

TURNING IDEAS INTO ACTION

CONDITIONS FOR SUCCESS

- DATA & INFORMATION
- PROJECTS
- COMMUNITY ASSETS
- RESOURCES

MONITORING AND TRACKING PROGRESS

Q & A

CLOSING

THE myTRI 2030 JOURNEY

- A Regional Affairs Committee (RAC) was chartered in 2015 to provide leadership and a heightened understanding of opportunities and challenges facing the region.
- RAC convened the community to produce a vision of the future and employ a process to achieve collective goals and meet common challenges.
- MyTRI organizers benchmarked against best-in-class community visioning projects across the United States.
- NewEdge, a local strategy company, has facilitated the inclusive visioning process.
- Well over 5,000 Tri-Citians have engaged in this transformative and unprecedented community project.
- The Tri-Cities region is uniquely positioned to pursue opportunities in six areas (Agriculture, Education, Energy, Inclusion, Life and Prosperity).
- Experts and practitioners from each area participated in workshops designed to leverage a wide range of insights and serve as a platform to collect BIG ideas.
- The Top 10 Report, with 60 high level strategies and suggested ideas will be used to inform decisions.
- Opportunity Area Councils are formed to identify actions, build teams and bring myTRI 2030 to fruition.
- Ultimately, myTRI 2030 success will be determined by the continued engagement of citizens, business, government and non-profits.

FOUNDERS



**American Rock Products • Benton PUD • Community First Bank
Franklin PUD • HPM Corporation • Moon Security Services, Inc.**

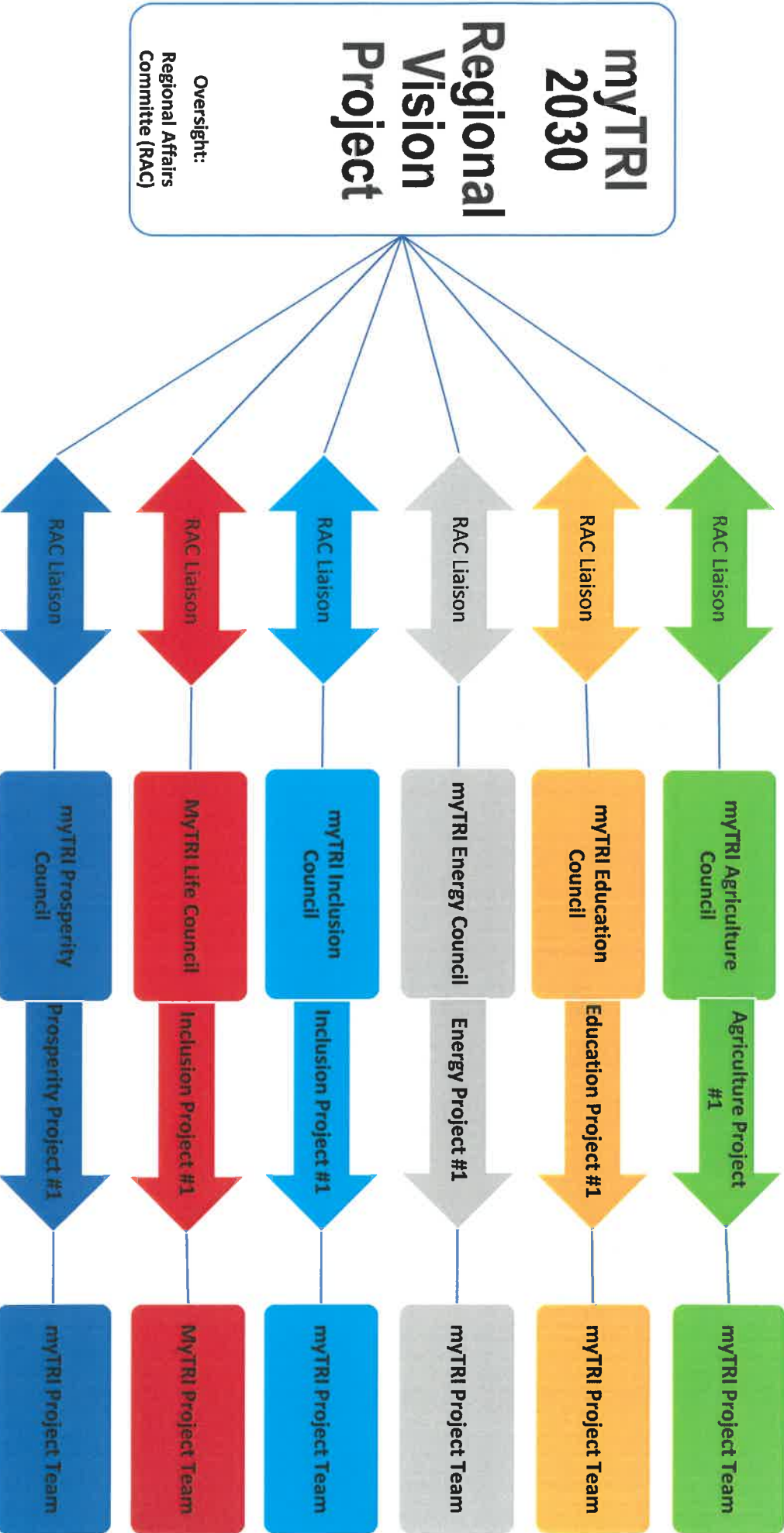


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FRAMEWORK FOR ACHIEVING MYTRI SUCCESS





GLOSSARY OF TERMS

Big Vision Workshop	An intensive 2-day workshop, where representatives from 28 stakeholder groups came together in the spirit of collaboration to begin creating a vision for the region.
Community Questionnaire	The Community Questionnaire was developed by NewEdge and RAC – with 15 questions (9 open-ended). Over 4,300 Tri-Citians responded to 15 questions over a two-month period. Residents from diverse backgrounds and all parts of our region were engaged in the process.
Community Questionnaire Summary	A one-page summary of the Community Questionnaire provided by Market St.
Community Questionnaire Raw Data	The raw data from over 4,300 responses of the Community Questionnaire.
Community Questionnaire Analysis	An independent consulting company, Market St., reviewed and analyzed the data in a 10-page deliverable.
Findings Report	The Findings Report summarizes the first phase of the visioning process – from the trends research through the Big Vision Workshop.
High Level Strategy	High-Level Strategy is a plan of action to achieve a major or overall goal.
Idea	Ideas are specific suggestions as to a possible course of action.
myTRI 2030	myTRI 2030 is community-driven Regional Vision Project. Based on the belief that our collective future is enhanced through collaboration. The fundamental goal of myTRI 2030 is to create a shared vision for the region and drive collaborative action.
myTRI Council	Comprised of passionate experts and leaders, my TRI councils identify projects and activate teams that will bring myTRI 2030 to fruition.
NewEdge Consulting	NewEdge is a nationally known consulting company based in Richland WA. RAC hired NewEdge to facilitate the comprehensive visioning process.
One-on-One Interviews	One-on-one interviews were conducted by NewEdge Consulting with 23 community leaders.
One-on-One Leader Interview Summary	A bullet point summary of the raw data without names of the interviewees.



GLOSSARY OF TERMS

One-on-one Leader Interview Raw Data	The raw data from the 23 one-on-one leader interviews.
Opportunity Area	Thousands of Tri-Citians have contributed to the understanding of our region’s strengths and challenges. The insights gleaned from those voices, combined with comprehensive research, has coalesced into a set of Opportunity Areas (Agriculture, Education, Energy, Inclusion, Life, and Prosperity) that our region is uniquely positioned to pursue.
Opportunity Area Workshop Capture Reports	A Capture Report was written for each of the six Opportunity Area Workshops. The report contains a summary from each of the five table leaders including high level strategies, ideas and score card results.
Opportunity Area Workshop One-Pager	RAC liaisons and table leads winnowed-down the Capture Reports into one-page report of workshop findings including high-level strategies, ideas and leaders.
Opportunity Area Workshops	Approximately 180 experts and practitioners attended 6 Opportunity Area Workshops to discover high-level strategies and ideas in each Opportunity Area.
Project	A project is a collaborative undertaking that is carefully planned and designed to achieve a goal.
RAC	The Tri-City Regional Chamber Board of Directors created the Regional Affairs Committee (RAC) in 2015. RAC was chartered with providing leadership and a heightened understanding of opportunities and challenges facing the region. They set out to identify a process to engage the community in creating a shared vision for the region. RAC ensures that implementation honors the myTRI 2030 process and vision. They will provide oversight for transparency and accountability.
RAC Liaison	Each Opportunity Area Council is designated a liaison from RAC. RAC liaisons establish and maintain mutual understanding and connection between the Councils, myTRI, and the community.
Table Lead	A RAC member or Chamber staff that helped facilitate one of the 6 Opportunity Area Workshops.
Theme	A theme is an idea that recurs or pervades throughout each opportunity area. Each opportunity area has five main themes. For example, the five themes of Agriculture include: Science and Tech, Global Status, Education, Commerce, Management.
Top Ten	A compilation of the top ten high-level strategies and ideas from each of the Opportunity Area Workshops.



COUNCIL CHARTER

Purpose: myTRI Councils (comprised of passionate experts and leaders) identify projects and activate teams that will bring myTRI 2030 to fruition.

Council Description:

- Council Appointments – myTRI Council members are appointed by the Tri-City Regional Affairs Committee (RAC).
- Size – myTRI Council(s) will not exceed 15 members.
- Chairperson – myTRI Council(s) may select a chairperson(s), as deemed necessary.
- Liaison – One or two RAC members serve as liaison to each myTRI Council.

Primary Objectives:















- Verify and commit to the Opportunity Area outcomes
- Identify top 2-5 projects
- Select 1st project
- Set 1st project goals
- Create a timeline for 1st project
- Build a Project Team for 1st project
- Provide a lead for the 1st project team
- Prioritize potential subsequent projects

Roles and Responsibilities:

- Reporting Practices: The RAC liaison(s) may report progress to the Regional Affairs Committee unless otherwise specified.
- Attendance: Requirements for attendance may be determined by myTRI Council(s).
- Meeting: myTRI Council(s) will meet at least once per month.
- Governance: Each myTRI Council may develop a governance structure to suit their needs.
- Autonomy:
 1. In partnership with RAC, myTRI Council(s) will ensure that projects and teams maintain the integrity of the community's shared vision.
 2. In addition to the Opportunity Area Workshop outcomes, the following *Community Impact* criteria will be used when selecting projects to pursue:
 - *Will this strengthen the region?*
 - *Does this foster collaboration?*
 - *Will this improve the quality of life?*
 - *Will this drive sustainable growth?*
 - *Does this leverage our strengths or assets?*
 - *Will this prepare us for the future?*



CROSS-OPPORTUNITY AREA IDEAS

IDEA	Agriculture	Education	Energy	Inclusion	Life	Prosperity
Workforce/Training						
Innovation Center						
Inventory of Resources						
Branding						



Project Selection Criteria

Diagnosis:

- What is the problem?
- What are the needs?
- What are the assets?

What do we want to achieve? In a particular period?

What are the possible ways of achieving this objective?

How much money, time, and effort will be needed for this project?

What are the advantages and disadvantages of this project?

Who does it affect positively (individuals and groups)?

Who does it affect negatively (individuals and groups)?

At what point do we need to evaluate and who should be involved?

Where does this project fit into current community priorities?

Are there any groups working on related projects?

Have there been past attempts on this or similar projects?

Which project do we accept?

Who will do what, when, where and how?



Links to myTRI Resources:

www.myTRI2030.com

- Top 10 Report

www.mytri2030.com/news/

- Subscriber Updates
- Tri-City Herald Editorials

www.mytri2030.com/about/

- Findings Report
- Community Questionnaire Summary Analysis
- Community Questionnaire Analysis
- Consolidated Leader Interviews
- Project Plan
- Regional Affairs Committee Roster

www.bentonfranklintrends.org

TRICITY REGIONAL
CHAMBER OF COMMERCE

2020

ANNUAL MEETING & AWARDS LUNCHEON

WEDNESDAY, MARCH 18

THREE RIVERS CONVENTION CENTER

NETWORKING & EXPO: 11 AM - 12 PM LUNCHEON & PROGRAM: 12 - 1:30 PM



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KEYNOTE SPEAKER
ALEX PEARLSTEIN

VICE PRINCIPAL, ALCHEMY COMMUNITY TRANSFORMATIONS

TRANSFORMING THE TRI TOGETHER
OPPORTUNITY. VISION. IMPACT.

Communities that come together around ambitious, interconnected regional strategies have an advantage in today's economy. Keynote Speaker Alex Pearlstein will share stories and demonstrate how a regional vision project, myTRI 2030, will position the Tri-Cities for growth and opportunity.

TICKETS

\$40/PERSON | \$320/TABLE OF 8

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