An Introduction to:
Rural Placemaking Innovation Challenge (RPIC)

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The Rural Development Innovation Center is hard-wired into USDA’s customer-driven approach in helping communities achieve prosperity across rural America. The Center applies cutting-edge techniques to provide innovative products and services to its rural customers.

The Center works to improve prosperity for rural communities through its three divisions: Partnerships, Data Analytics and Regulations Management.

Learn more about the Center’s three divisions and the innovative resources they have created to help rural customers thrive.
What is the Rural Placemaking Innovation Challenge
1. Partnering
2. Leveraging
3. Quality of Life: “A good place to live – work – and play”
4. Some key elements of a Quality Place:
   - Effective public spaces
   - Broadband capability
   - Transportation options
   - Housing options
   - Respect for community heritage
   - Recreation and green spaces
   - Access to Local food

Placemaking: The process of creating quality places where people want to live, work, and play.

• Ultimately, the goal is to create greater social and cultural vitality in rural communities aimed at improving people's social, physical, and economic well-being.
Quality Places
Data-Driven Community Planning

• Focused goals and strategies
• Broad community participation
• Robust partnerships
• Evidence-based decision making
Public, Private and Philanthropic Partnerships

• Key Driver

• Address Challenges

• Leverage Resources and Capital

• Build Expertise
RPIC operates under the following beliefs:

<table>
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<tr>
<th>Belief</th>
<th>Description</th>
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<tr>
<td>Creating livable communities is important</td>
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<td>Innovative and adaptive processes and solutions are important</td>
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<td>Partnerships are a key element</td>
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<td>Placemaking contributes to long-term investment</td>
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<td>Broadband is an essential component to supporting placemaking initiatives</td>
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The Challenge

Innovation Implementation Challenge – Seed Grant

• Hey we did this but want your opinion.
Rural Placemaking Innovation Challenge (RPIC) Awards

Round One

Northeast: PA Downtown Center

South: Winrock International for Ag Development

West: Tolani Lake Enterprises

Midwest: 1. McClure Engineering Co

Midwest 2. Pierce County – Nebraska
Update – Examples of progress in Round One

ALL THAT IS VALUABLE IN HUMAN SOCIETY DEPENDS UPON THE OPPORTUNITY FOR DEVELOPMENT ACCORDED THE INDIVIDUAL.

— Albert Einstein

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A Community Engagement

- Is carried across the organization.
- Is inclusive
- Creates solutions that are resilient and have long-term quality of life impacts.
To Highlight:

USDA Rural Development Program and Office Locations
https://www.rd.usda.gov/

USDA Rural Development Program Matrix:

USDA RD Innovation Center:
https://www.usda.gov/topics/rural/rural-development-innovation-center

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