



An Introduction to: Rural Placemaking Innovation Challenge (RPIC)

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<https://www.usda.gov/topics/rural/rural-development-innovation-center>




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Rural Development Innovation Center

Share your ideas to improve program delivery in your town.

What can USDA do differently to serve your rural community?

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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



Placemaking Approach– Rooted in:

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

<https://www.rd.usda.gov/about-rd/initiatives/rural-placemaking-innovation-challenge>

Placemaking - for rural areas under RPIC

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:



Creating livable communities is important



Innovative and adaptive processes and solutions are important



Partnerships are a key element



Placemaking contributes to long-term investment



Broadband is an essential component to supporting placemaking initiatives

The Challenge

Innovation Implementation Challenge – Seed Grant

- Hey we did this but want your opinion.



Rural Placemaking Innovation Challenge (RPIC) Awards

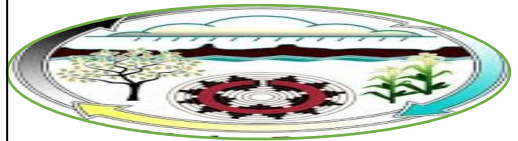
Round One



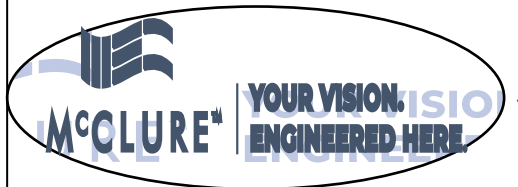
Northeast: PA Downtown Center



South: Winrock International for Ag Development



West: Tolani Lake Enterprises

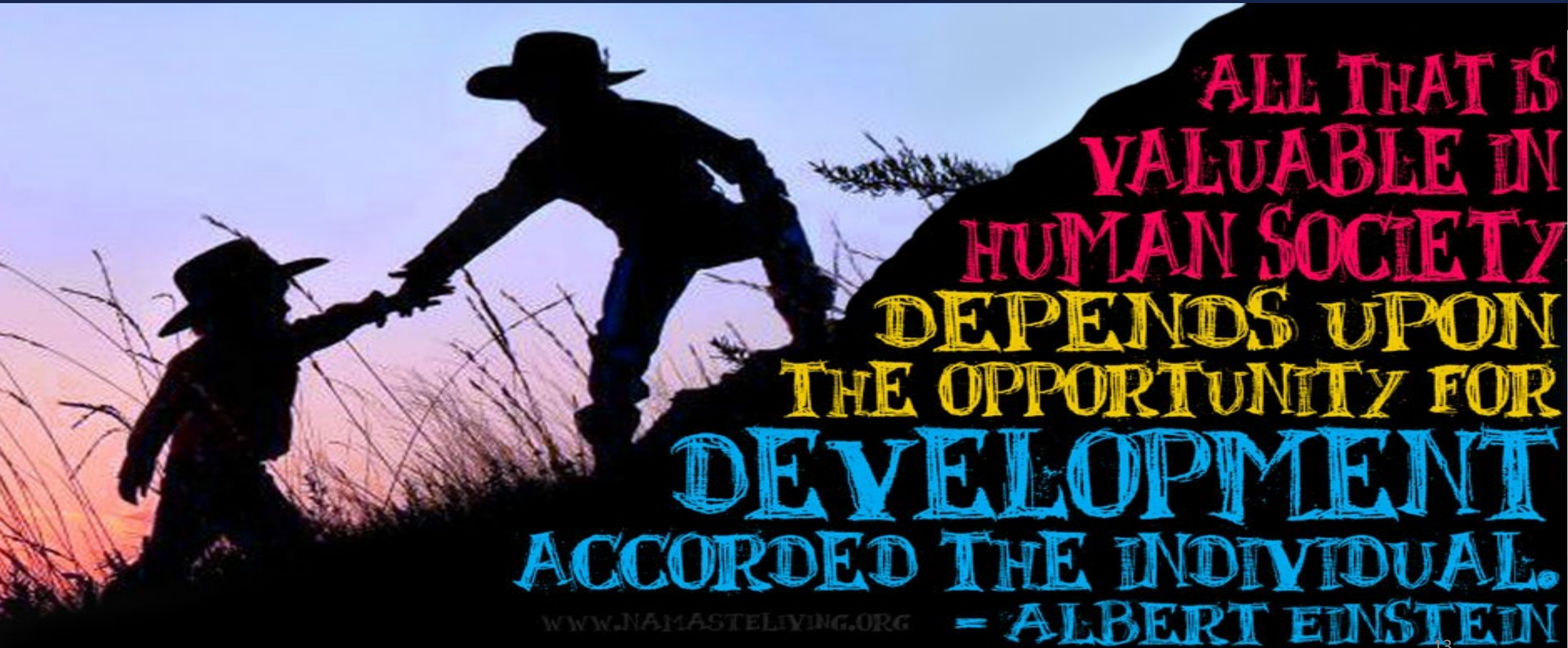


Midwest: 1. McClure Engineering Co



Midwest 2: Pierce County – Nebraska

Update – Examples of progress in Round One



A Community Engagement

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



Any
Questions



To Highlight:

USDA Rural Development Program and Office Locations

<https://www.rd.usda.gov/>

USDA Rural Development Program Matrix:

https://www.rd.usda.gov/sites/default/files/508_RD19_SummarOfPrograms112519_1.pdf

USDA RD Innovation Center:

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