

FAQ

Why does Chattanooga need Stand?

25 years ago, Chattanooga reached a crossroads. Facing economic, environmental and social challenges, a handful of city leaders rallied a few thousand citizens to identify problems and possibilities. Chattanooga Venture's Vision 2000 process established a legacy of visioning in our community and played a significant role in the remarkable turnaround of Chattanooga's downtown in the following years.

The community stands at another crossroads. In July 2008, Volkswagen announced Chattanooga as its choice for a North American manufacturing hub. This celebrated news raises an important question. Chattanoogaans are asking, what's next for us?

Downtown, in every neighborhood, across counties, and throughout the region: Stand invites you to help us build on the visioning process that began our community's transformation 25 years ago.

What is community visioning?

Visioning is a planning process where a community envisions the future it wants and begins to make it a reality. A community's vision should reflect its core values, capturing diverse viewpoints, representing a wide variety of interests. Creating a vision requires deep and wide participation from people in all walks of life. Their input will more accurately show what we like about our community and what challenges we face, and their ideas will lead to plans and strategies for improving quality of life for everyone.

Who decides what's next for Chattanooga?

You do, along with every newcomer and lifelong resident, city-dweller and suburbanite, activist and skeptic, grandmother and grandchild, executive, housewife and homeless person in our region. Making a difference for the future depends entirely on those who get involved. That's why we want to give voice to thousands of people and give each voice equal weight. Community change starts with people speaking up, standing up, standing together. It's that simple and that powerful.

Is this like Venture and the Vision 2000 process?

Chattanooga Venture was a not-for-profit organization that created and led Vision 2000, a goal-setting process with more than 1,700 local participants over a 20-week period in 1984. The ideas generated were used to shape 40+ goals for the city to accomplish by the year 2000, supporting citizens' emphasis on quality of life. Vision 2000 led to more than 200 projects and programs and a community investment of over \$800 million from public and private funders.

Building on Vision 2000, ReVision 2000 was initiated in 1993 and drew 2,600 participants, resulting in 27 goals and 122 recommendations for the future.

Stand hopes to build on the model established by these visioning processes, keeping a clear sense of our legacy. Like Vision2000, Stand asks residents for their input and ideas about the community's future. This time, we aim to reach more people representing more places than ever before, in the city and in the surrounding region.

What's the plan for making this happen?

It all starts with a simple survey to be completed by every person in the Chattanooga region. Stand hopes to equip and empower groups of individuals, businesses and communities to work together to be part of and proud of our home.

Responses will be used to identify common themes, challenges and ideas, which will be shared with residents, community leaders and potential funders. Even more importantly, results will be shared with anyone who wants to help, enabling groups to form around particular issues, supporting and strengthening each other.

Who is making Stand possible?

Really, you are. A community's visioning process has a real, lasting impact when citizens decide what they want for the future, and then do something about it.

A growing and diverse group of people and organizations are partnering to collectively imagine what is possible for our future. While Stand is planned and driven by community members, a movement of this scale has associated costs. CreateHere has a continued interest in Chattanooga's future, and has provided physical space, people power and organizational resources for this project. Core support is generously provided by the Benwood Foundation, the Community Foundation of Greater Chattanooga and the Lyndhurst Foundation. Visit ChattanoogaStand.com to see a list of people and organizations standing up to support and endorse Stand.

How will you reach people from every walk of life?

Stand's volunteer team is dividing and conquering to take Stand to the area's many festivals and events, neighborhoods, businesses, industries, clubs, churches, schools and organizations. The survey will be available in Spanish and English. Stand HQ will happily work with anyone needing special assistance. Also, every person who answers the visioning questions is asked to provide their zip code, which is used to track our coverage throughout the region.

Will every response be read? Who is going to read and analyze them?

Yes, every response will be read by a person, not a computer. A third party will enter responses into a database, code the content, and then all the codes will be statistically analyzed by a third party researcher. This work will be done by smart, thorough and dedicated individuals. If you would like more information about this process, please contact Stand HQ.

How will the survey results be shared?

After the data from the survey is coded, the results will be shared with the community at large through public forums, the Internet, news & media outlets, word of mouth and non-traditional, creative means.

Who will address the issues and priorities?

You and your friends and neighbors. You and people like you. You and people totally different from you who don't know you, but want the same things as you. Stand's goal is not to make sure that "somebody does something about it." Instead, we want residents across the region to share an understanding of what needs to be done and a sense of responsibility for making it happen.

How can I help?

First, you can take the survey. Then, join a group of ordinary Chattanoogaans taking the Stand campaign to all corners of the region. We hope to hear from every person, every neighborhood and every community that make up our region. We need your help to make this possible. Visit www.ChattanoogaStand.com to plug in.

In the meantime, here are a few ideas: talk about Stand with your classmates, colleagues and neighbors; donate your Facebook status; blog about your big ideas for the future; give a presentation to your motorcycle gang or gardening club (we'll help); join our volunteer team; work behind the scenes at Headquarters; or host a party for friends.

How will Chattanooga be different when this is done?

The future of the Chattanooga region is up to us—to those who speak up and stand up to start working for tomorrow, today. This is your home, and it's mine too. If we work together, there's no end to what we can accomplish.