
FORWARD



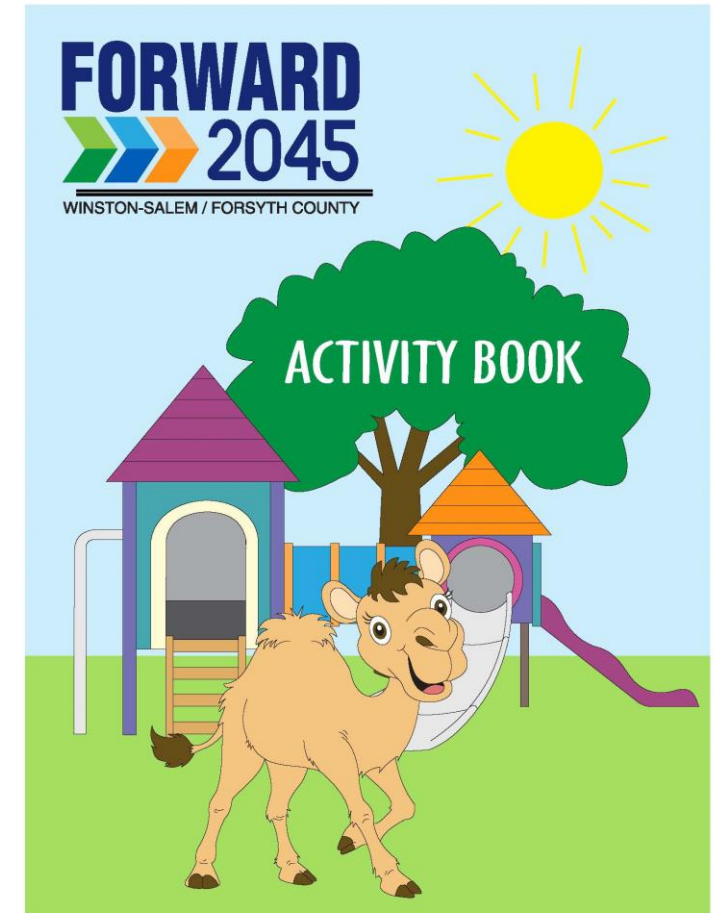
WINSTON-SALEM / FORSYTH COUNTY

STATUS UPDATE

SEPTEMBER 11, 2023

PROGRESS UPDATE

- ❑ Online survey and website – April 21
 - Forward2045.com
- ❑ Social media postings, videos, and other marketing efforts
- ❑ Stakeholder meetings held
- ❑ Presentations to boards and commissions
- ❑ Attendance at community events
- ❑ Teen outreach completed and children’s booklet distributed
- ❑ Poster distributed to County Parks and Recreations and Library Departments
- ❑ Fall public input meetings scheduled



OUTREACH EFFORTS – STAKEHOLDER MEETINGS

8 topic-based meetings held between June and August

- Arts and Appearance
- Neighborhood Services
- Environment, Rural, and Agriculture
- Food Access
- Institutions and Employers
- Mobility
- Economic Development
- Diversity, Equity, and Inclusion

1 general stakeholder meeting held in August



OUTREACH EFFORTS – BOARDS AND COMMISSIONS MEETINGS

14 presentations to public boards and commissions between January – July

- Community Appearance Commission
- Public Art Commission
- Historic Resources Commission – DEI and Education Committees
- Winston-Salem Transit Authority
- College Advisory Board
- Youth Advisory Council
- Affordable Housing Coalition
- Recreation and Parks
- Sustainability
- Utilities
- Keep Winston-Salem Beautiful
- Urban Food Policy
- Bicycle, Pedestrian, and Active Mobility



OUTREACH EFFORTS – OTHER PRESENTATIONS

10 presentations to other organizations

- Quarterly Development Forum
- Kernersville Rotary
- Piedmont Triad Apartment Association
- Old Richmond Grange
- Piedmont Environmental Alliance
- WFU Staff Advisory Council
- Ministers' Conference of Winston-Salem
- Realtor Commercial Alliance
- Winston-Salem Department Heads
- Winston-Salem Community Assistance Liaisons



OUTREACH EFFORTS – COMMUNITY EVENTS

13 community events attended

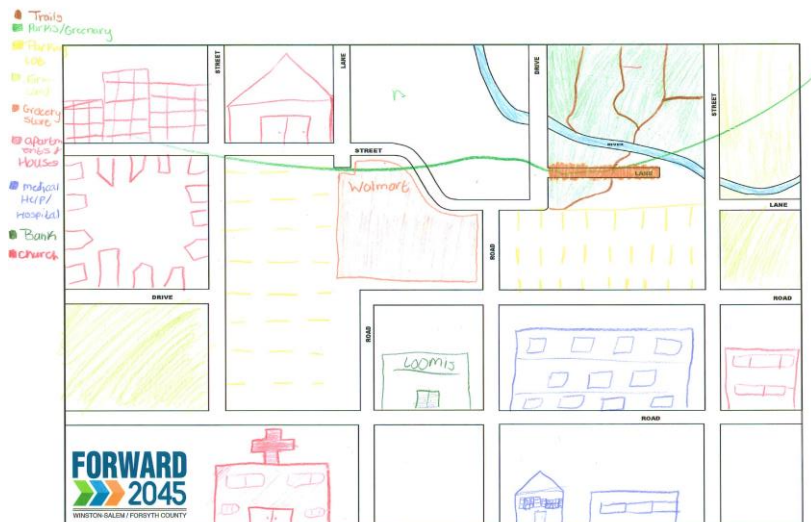
- 2022 Carolina Classic Fair
- 2022 Walkertown Fall Festival
- 2022 International Village Food and Music Festival
- 2022 Waughtown Freedman’s School Marker Unveiling
- 2023 Earth Day Fair
- 2023 Boston Cottage Co. Marker Unveiling
- 2023 Preservation Month Trivia Night
- 2023 Juneteenth Festival
- Cobblestone Farmer’s Market (2 events)
- Downtown Jazz
- 2023 Rooted in Wellness, State Health Fair
- 2023 Fiesta Festival



OUTREACH EFFORTS – TEEN OUTREACH

3 presentations to teen summer programs at Winston-Salem recreation centers

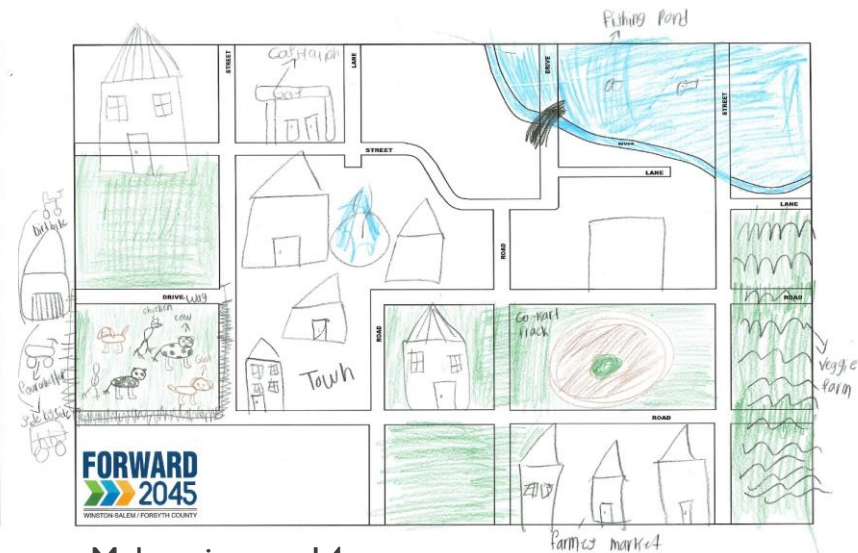
- Given scenario of available land to build their own city
- 11-14 years old



Jayla, age 14



Laila, age 13



Makenzie, age 14

SURVEY AND WEBSITE PARTICIPATION

Survey

- 1,630 participants
- 65,453 data points

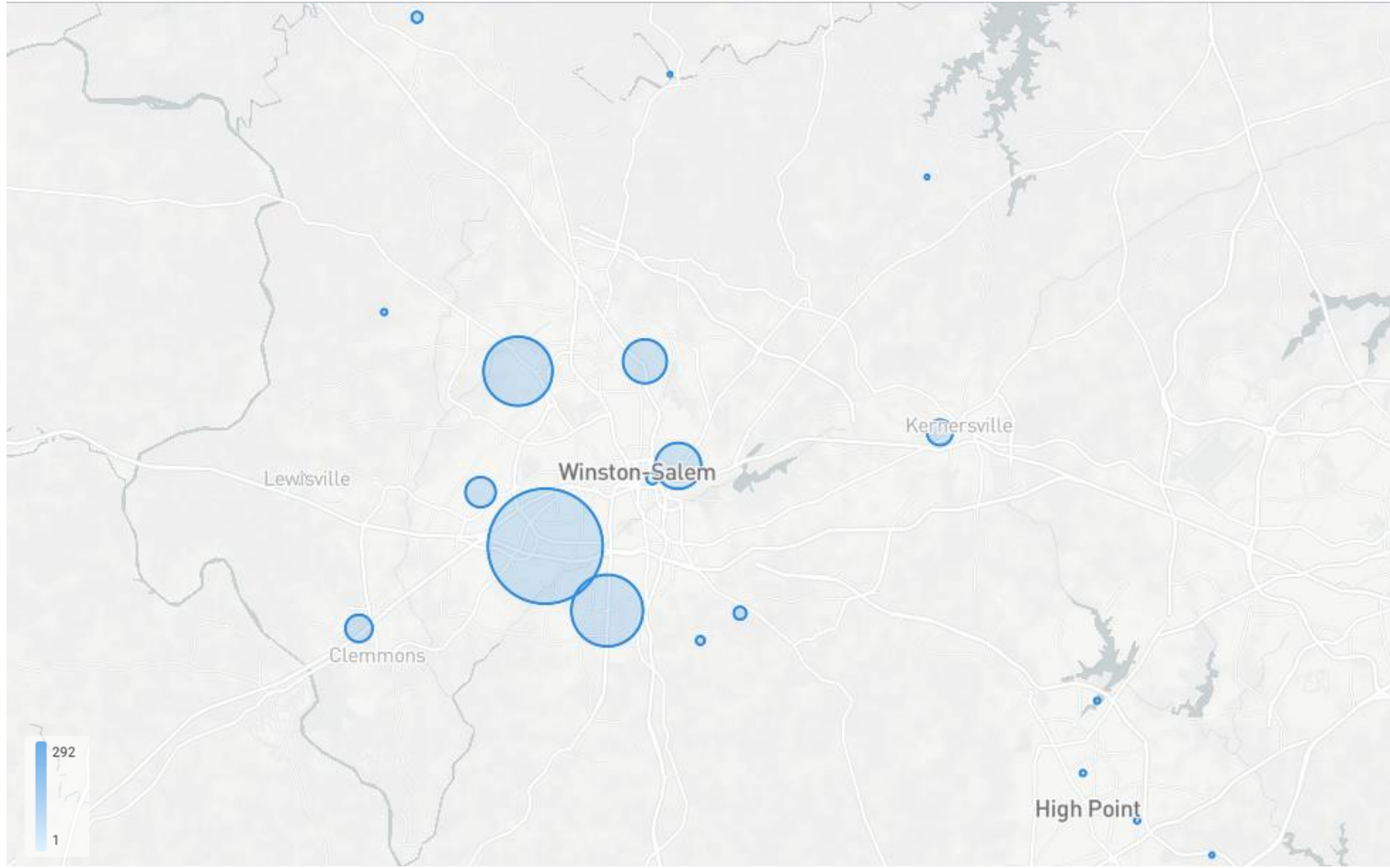
Website

- 3,523 page views
- 2,264 site sessions
- 1,698 unique visitors
- 6m, 7s = average session

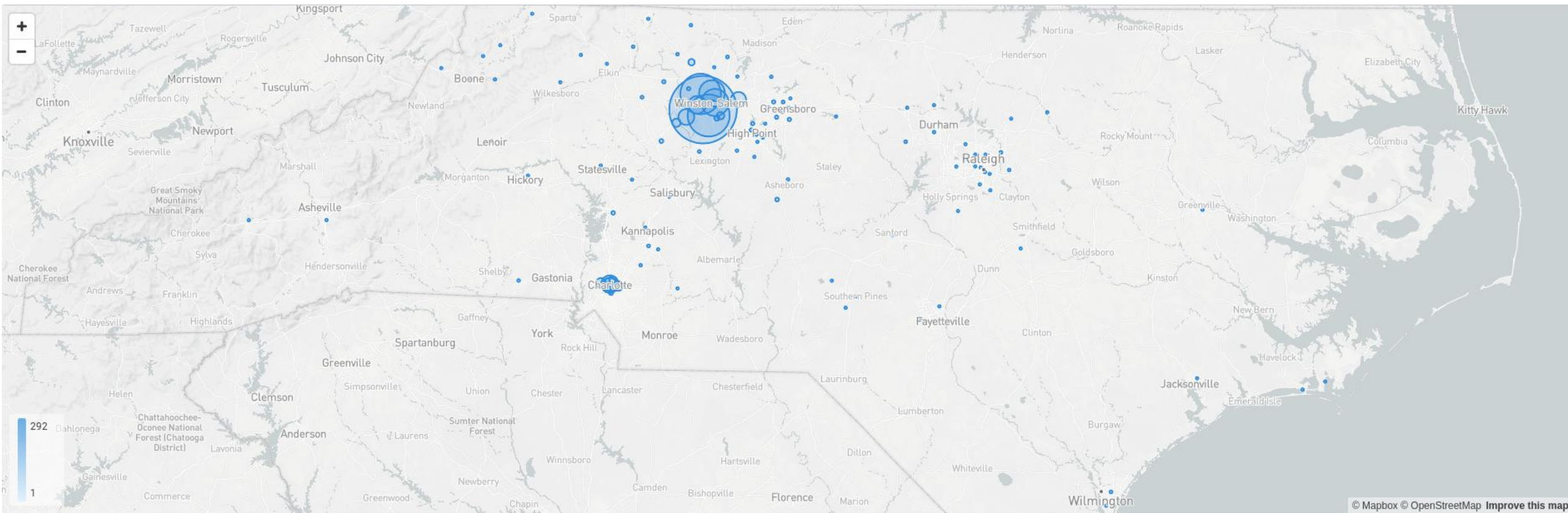


* as of September 6

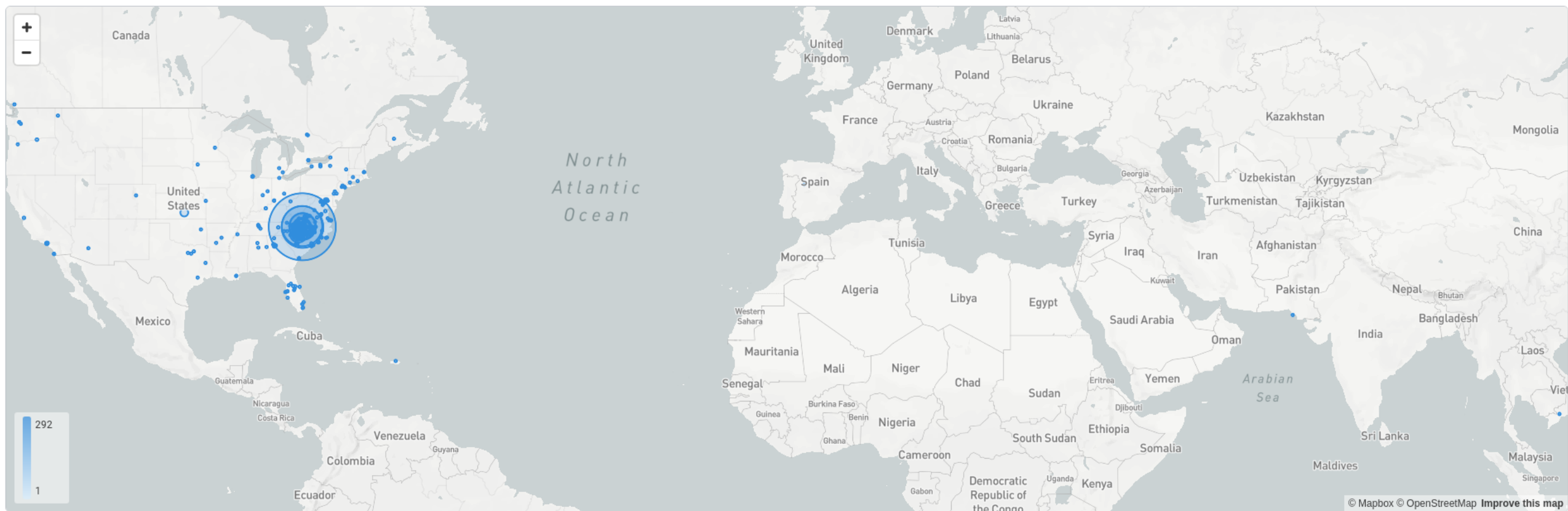
WEBSITE ACTIVITY – FORSYTH COUNTY



WEBSITE ACTIVITY – STATEWIDE



WEBSITE ACTIVITY – WORLDWIDE





NEXT STEPS

NEXT STEPS

- ❑ Survey will remain open until October 31
- ❑ Review of written comments underway
- ❑ Attendance at fall community events in September
- ❑ Fall public input meetings in October
- ❑ Continue discussions with Marketing about targeted outreach
- ❑ Continue to present to outside organizations
- ❑ November – late winter/spring: targeted outreach, input analysis, finalize format, and draft recommendations
- ❑ Late winter/early spring: growth management public input meetings



What's the best path forward?

Housing

Better Transportation

Economic Development

Rural Preservation

Take our quick survey!

FORWARD
2045
WINSTON-SALEM / FORSYTH COUNTY



foward2045.com

OUTREACH EFFORTS – UPCOMING COMMUNITY EVENTS

- Apple Festival – September 23
- 2023 Carolina Classic Fair – September 29 – October 8
- WS Fairgrounds Market – TBD



OUTREACH EFFORTS – UPCOMING PUBLIC INPUT MEETINGS

- All meetings will be in October – 9 meetings, 8 locations
- Geographically spread across the County
 - 5 City locations
 - 3 County locations
- Presentation followed by a “world café” format
 - 4 – 5 tables with individual topics
 - Interactive activities at each table

OUTREACH EFFORTS – UPCOMING PUBLIC INPUT MEETINGS

Date	Location	Time
Tuesday, October 3	Milton Rhodes Center for the Arts – Reynolds Place Theatre 251 N. Spruce Street, Winston-Salem, 27101	11:30 – 1:30 5:30 – 7:30
Tuesday, October 17	The Enterprise Conference and Event Center 1922 S. Martin Luther King Jr. Drive, Winston-Salem, 27107	5:30 – 7:30
Wednesday, October 18	Alice Watts Tuttle Community Center 4225 Tobaccoville Road, Tobaccoville, 27050	6:00 – 8:00
Thursday, October 19	Walkertown Library 2969 Main Street, Walkertown, 27051	5:30 – 7:30
Monday, October 23	Forsyth County Public Health Building – Public Meeting Room 799 Highland Avenue, Winston-Salem, 27101	5:30 – 7:30
Tuesday, October 24	Union Cross Elementary School – Gym 4300 High Point Road, Kernersville, 27284	5:30 – 7:30
Wednesday, October 25	Mary Alice Warren Community Center 7632 Warren Park Drive, Lewisville, 27023	6:00 – 8:00
Monday, October 30	South Fork Community Center – Ballroom 4403 Country Club Road, Winston-Salem, 27104	5:30 – 7:30



QUESTIONS?