

## FY 24 DRAFT Goals and Strategies

Growing Greater Philadelphia has four focus areas that address and provide nuance to the intersectionality of, and issues within, the three pillars of sustainability: economic, environmental, and social; with the overarching goal for Greater Philadelphia’s residents and businesses to prosper.



- PROSPERITY
- LIVABILITY
- ADAPTABILITY
- CONNECTIVITY

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### PROSPERITY

In an era defined by systemic change, the region must provide pathways, remove barriers, align resources, and create equitable opportunities to ensure economic success and the well-being of the workforce.

**Goal: Residents and businesses have access to the educational, technological, and capital resources needed for financial and economic mobility.**

**Strategy:** Foster a regulatory ecosystem that supports the cultivation of a diverse and local entrepreneurial talent pool.

**Strategy:** Support the region’s innovation districts and PROPEL Tech Hub, while seeking research and development investments to enable creativity and economic diversification.

**Strategy:** Equip the regional workforce with the relevant skills needed to be able to adapt to advancements in production and distribution.

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### LIVABILITY

Changing workforce dynamics and heightened competition from peer regions requires that Greater Philadelphia be a place where people choose and can afford to live and thrive.

**Goal: Quality of life improvements lead to talent and resident and business retention and greater reliability in workforce productivity.**

**Strategy:** Employ placemaking initiatives that leverage and enhance the region’s unique identity, natural environment, and cultural amenities.

**Strategy:** Support the development of a variety of housing types to preserve regional affordability and meet the needs of a wider range of households.

**Strategy:** Pursue opportunities to assess and clean up contaminated properties throughout the region.

**Strategy:** Promote primary prevention strategies and healthy built environments as ways to reduce healthcare needs.

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## **ADAPTABILITY**

Global events and climate change have underscored the need to anticipate and respond to changing economic, environmental, and social dynamics.

**Goal: The region remains economically competitive while anticipating and mitigating the adverse impacts of climate change and global forces.**

**Strategy:** Diversify economic sectors to reduce the impacts of future economic downturns, regardless of causality.

**Strategy:** Prevent future development patterns from encroaching into ecologically sensitive and agriculturally productive areas.

**Strategy:** Invest in adaptation and enhance resilience within the built environment, including the relocation of at-risk structures.

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## **CONNECTIVITY**

The evolving economy places higher importance on expanded and improved telecommunications, clean and reliable energy systems, and convenient and connected transportation infrastructure. Investing in the built environment can lead to economic diversification and regional competitiveness. \_

**Goal: Residents and businesses have enhanced and reliable access to regional, national, and global economies.**

**Strategy:** Expand and adopt new telecommunications infrastructure and technologies.

**Strategy:** Prioritize multimodal transportation investments to improve access to jobs, quality housing, and education.

**Strategy:** Modernize the region's freight infrastructure to increase supply chain efficiencies and connectivity.

**Strategy:** Support the transition to an energy efficient, electric and renewables-based economy.