



Community & Economic Development Assessment & Strategic Planning Project *At-A-Glance Summary*



Create Huntington

The City of Huntington initiated the Create Huntington Project to help move the City forward and empower its citizens to effect change in their community. The project was carried out from August 2008 through March 2009. As part of the assessment, a diverse team of stakeholders came together to guide the process. A Create Huntington Planning Team representing stakeholder groups within the city was convened to oversee the project. With the help of Collective Impact, LLC and its consultant team, Create Huntington carried out Huntington Speaks, a citizen engagement strategy that included community discussions and a community survey. Other activities completed as part of the project included a review and analysis of existing data, a community capacity assessment, the development of a community profile, and the creation of an organizational structure for the ongoing efforts of Create Huntington.



Many Thanks

We give many thanks to the Claude Worthington Benedum Foundation for their financial support of this effort. Additional thanks go to the City of Huntington, the Create Huntington Planning Team, and the many residents, businesses, non-profit organizations, governmental agencies, and members of the Marshall University community who offered their expertise and experiences in order to make this project successful and move the City of Huntington forward.



Current Assets and Needs

Primary assets within the city of Huntington include:

- Marshall University
- Friendly people
- A relatively low cost of living
- Good healthcare facilities
- Parks and museums
- Public transportation
- Modern schools
- The Ohio River
- Pullman Square
- A rich history
- Strong values and citizens willing to help

Primary needs within the city of Huntington include:

- Good jobs
- Additional law enforcement
- Well maintained roads
- More green space
- Better access by bicycle and pedestrian traffic
- Development of riverfront
- Further downtown development
- Improved attitude and image
- Citywide cleanup
- Removal or renovation of abandoned buildings



Recommended Goals for the City of Huntington

Health & Well Being

- Increase the number of “good jobs” available to city residents.
- Increase educational opportunities for all city residents.

Community Infrastructure

- Rehabilitate or demolish empty buildings within the city of Huntington.
- Improve the general cleanliness of city.
- Increase access to all areas of the city by pedestrians and bicycle traffic.
- Improve the condition of streets and roads throughout the city.

Development Resources

- Promote and support entrepreneurship and small business development.
- Attract outside investment.

Culture and Quality of Life

- Establish Huntington as a cultural destination.
- Expand recreational opportunities.

Natural Resources

- Further develop the riverfront area of the city.
- Promote environmentally friendly uses for abandoned or empty properties within the city.

Social Capital

- Strengthen and develop neighborhood associations so that they are active, engaged, and working to improve local conditions within each neighborhood of the city.
- Strengthen ties between Marshall University students and faculty and the larger Huntington community.

Image and Attitude

- Publicize and celebrate community improvements and successes.
- Expect the best from each other and your city.

System Effectiveness

- Coordinate planning and development among human service providers, city government, Marshall University, and local neighborhood associations to improve the quality of life in Huntington.
- Use the Create Huntington Network to move toward continuous integration of services, resources, and supports with the local community and economic system to increase efficiency and effectiveness.



We have a serious growing drug problem in Huntington. This drug problem branches off into other crimes such as theft, prostitution, forgery.

- Survey Respondent

Huntington needs to be a ‘green’ hub. By that I mean we need to be a leader in West Virginia when it comes to sustainability (recycling, energy efficiency, and other environmentally friendly initiatives).

- Survey Respondent

I see a lot of solar power, I smell (H2O) from water powered cars, and I hear birds.

*- Elementary Student,
Discussion Group Participant*

Huntington needs to be pristine clean. No litter, storefronts kept up, and up to date signage.

- Discussion Group Participant

Marshall University students need to feel included in the community - the community doesn’t respond in terms of their interest.

*- Marshall University Student,
Discussion Group Participant*