

An aerial photograph of a rural Montana landscape. The foreground and middle ground are dominated by rolling hills covered in golden-brown hay bales, indicating a recent harvest. The hills are separated by green grassy valleys. In the background, a dense forest of evergreen trees covers a ridge. The sky is clear and blue. The text "One Montana: Bridging the Rural-Urban Divide" is overlaid in the center in a white, serif font.

*One Montana:
Bridging the Rural-Urban Divide*



**Future of rural air-service subsidies
under Congressional scrutiny**

Billings Gazette, February 33, 2011

**Census 2010: Urban
areas gain, rural areas
lose population**

Billings Gazette, March 15, 2011

**Rural hospitals worry about
health care overhaul**

Billings Gazette, July 4, 2011

**Identity Theft: Rural residents say
post offices tie towns together**

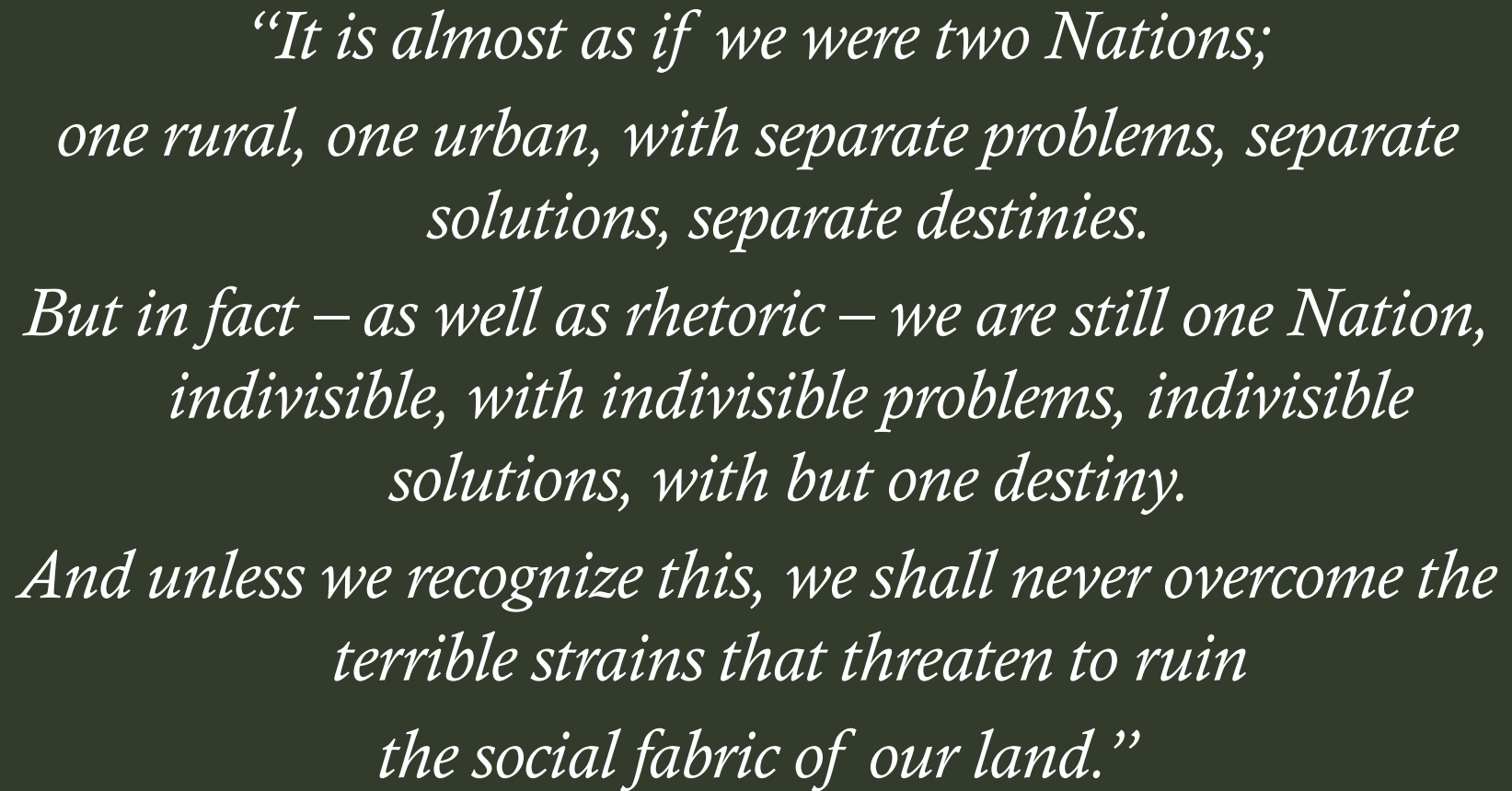
Billings Gazette, July 28, 2011

**Funds may dry up for
rural water projects**

Great Falls Tribune, February 25, 2011

**Rural Legislators' Power
Ebbs as Populations Shift**

New York Times, June 3, 2011



*“It is almost as if we were two Nations;
one rural, one urban, with separate problems, separate
solutions, separate destinies.
But in fact – as well as rhetoric – we are still one Nation,
indivisible, with indivisible problems, indivisible
solutions, with but one destiny.
And unless we recognize this, we shall never overcome the
terrible strains that threaten to ruin
the social fabric of our land.”*

Orville Freeman, Secretary of Agriculture, May 13, 1968

Project 2030 Demographic Study

Originally done in 2008 by George Haynes, Doug Young and Myles Watts, Agricultural Economics Professors, Montana State University. Now being **updated** as a Montana University System research project

80% of Montanans will live in seven cities

Percentage of people 65+ doubles (13% to 26%)

Implications are immense for

- Tax Revenues
- K-12 Funding
- Health Services
- Elderly Care
- Family Scale Production Agriculture
to name a few...



One Montana

Mission:

To change the way we think
and act about rural and
urban communities ...

from *DIVIDE* to *CONNECT*



We all want the same things:

Personal Well-Being

Economic Stability

A Healthy Planet for the Future

A More Prosperous and Sustainable World for our
Children and Grandchildren



One Montana is a statewide program that focuses on:

- Connections:
 - Rural and urban
 - University System Resources
 - Nonprofit and For Profit Resources
- Local and regional issues in our communities
 - Identify needs
 - Match needs with appropriate resources
- Training local leaders to help with connections
 - Examples: Extension agents, Leadership Montana alumni
- Results in creation of partnership projects between communities and resource entities; locally, statewide, and on occasion, nationally



In this process, *One Montana* will strive to:

- Create and nurture fair and constructive decision-making processes at the local and state levels for all Montanans
- Further the success of existing grassroots programs to resolve local issues
- Build and sustain a basic trust between rural and urban Montanans to address larger issues in the state to bridge the existing “rural-urban divide”
- Develop collaborative civil discourse in our communities, the state and beyond

A scenic view of a Montana landscape. In the foreground, there's a small farmstead with a barn and a house. The middle ground shows rolling hills with a mix of green and brown grass. In the background, a dense forest of evergreen trees covers a ridge. The sky is clear and blue.

How can *One Montana*
be part of your community?



Does your community have any of these unmet needs?

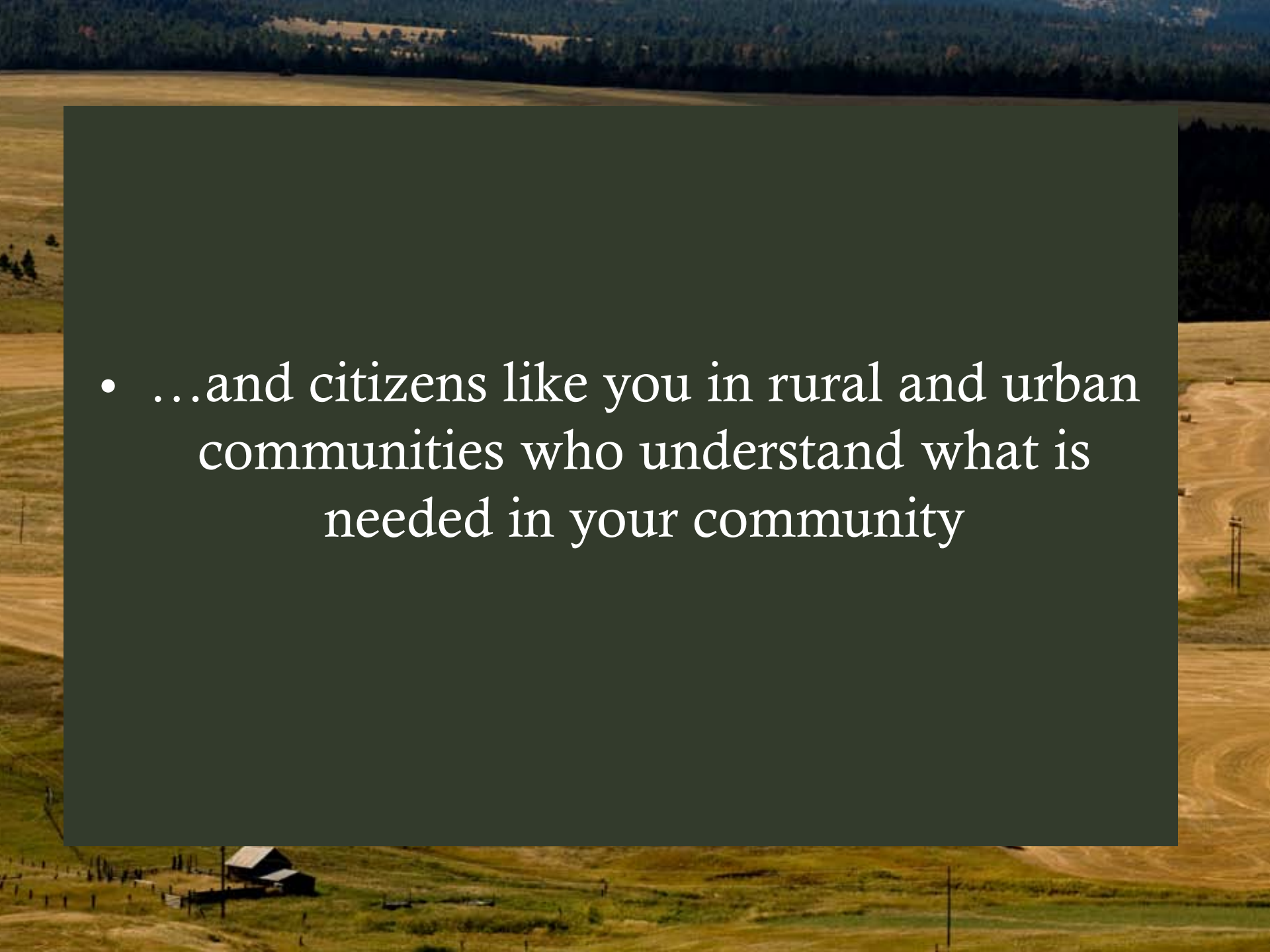
- Increased **income for farmers and ranchers?**
- Access to **quality health care?**
- Local **educational opportunities?**
- High speed **access to the Internet?**
- Urban recreationists needing **better access to public lands?**
- A way for family farms and ranches to **sell more products directly?**
- A way for urbanites to **buy food directly from ranchers and farmers?**
- Local **economic development initiatives ?**

A scenic view of a Montana landscape. In the foreground, a small farmstead with a barn and a house is visible on a grassy hillside. The middle ground shows rolling hills with a mix of green and golden-brown grass. In the background, a dense forest of evergreen trees covers a ridge. The sky is clear and blue. A dark grey rectangular box is overlaid on the center of the image, containing the text.

One Montana can help!

Who Will Be Involved?

- The Montana University System
- State and local governments
- The Extension Service
- Tribal colleges
- Nonprofit and trade associations
- The private sector
- Alumni of Leadership Montana

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- ...and citizens like you in rural and urban communities who understand what is needed in your community

The background image shows a vast, open landscape under a clear sky. In the foreground, a green field is partially enclosed by a wooden fence, with a small, weathered barn and a few trees. The middle ground features rolling hills with patches of green and brown grass. In the distance, a dense forest of evergreen trees covers a ridge, with more hills visible beyond. The overall scene is peaceful and rural.

Implementing *One Montana*

Progress to Date: *One Montana..*

- Has been partially funded with a three year grant from the David & Lucile Packard Foundation
- Is supported by leadership of the Montana University System, the Montana Congressional delegation, and State Legislative leadership
- The 2011 Montana Legislature passed a resolution urging the University System to have, as a priority, programs and strategies that bridge the rural-urban divide

Progress To Date (cont.)

- Is in the process of hiring staff, establishing connections with resource organizations, creating a website, training resource people and creating a marketing plan
- Organizational development: Coordinating Committee, staff, website, University System inventory, strategic plan, pilot projects, training, etc.

When and how will *One Montana* come to your community?

- Starting in 2012, local community leaders, like your County Extension agent, will begin to organize meetings to describe the *One Montana* concept and how it can be integrated into **local problem solving strategies**
- Community leaders and *One Montana* staff will help you connect with resource organizations that could **partner** with the community
- University System Extended Learning and Outreach Programs will reflect **the *One Montana* mission** in many of their programs

A scenic landscape featuring rolling hills under a clear sky. In the foreground, there is a small farmstead with a barn and a house. The middle ground shows a large, open field, possibly a farm or a park. In the background, a dense forest covers a ridge. The overall scene is peaceful and rural.

Examples of Community Partnership Projects

Example #1 – Access to Health Care

- **Problem**: Community needs better access to quality health care without traveling long distances to an urban area
- **Solution**: Creation of a telemedicine program linking local medical practitioners with specialists who can provide diagnosis and treatment plans via the Internet for local treatment at a lower cost
- **Partnership**: College of Nursing, Montana State University
- **Local Benefits**: Lower cost and higher quality local health care without the need to travel long distances
- **Rural-Urban Benefits**: Telemedicine improves rural access to quality healthcare, expands the professional experience of urban and rural practitioners and recognizes that both urban and rural residents should have access to quality health care at a reasonable cost.

Example #2 – Local Economic Development

- **Problem**: Local community wants to attract tourists to the area to highlight local attractions and generate local income but lacks the kind of lodging and eating places needed
- **Solution**: Creation of a community owned lodge, discovery center and restaurant serving local foods
- **Partnerships**: Institute for Tourism and Recreation Research (ITTR); Bureau of Business and Economic Research, MSU College of Business, MSU College of Architecture, local tribal college, Bozeman marketing firm
- **Local Benefits**: Creation of local jobs, community sense of pride and ownership; focal point for local guide services, agritourism and local products
- **Rural-Urban Benefits**: A way for urban residents to understand and experience rural way of life, community values and land stewardship.

Example #3 – Use of Local Foods in Schools

- **Problem:** Urban community schools want to buy and use foods from local rural producers
- **Solution:** Cooperative formed between nearby local ranches to organize neighborhood food deliveries that are processed, local school food menu promoting local food baskets
- **Partnership:** Farmers and ranchers with urban school system, USDA Extension Service, Nutrition and Physical Activity (NAPA) Program at MSU, Community Food and Agriculture Coalition (CFAC) Program at University of Montana, Alternative Energy Resource Organization (AERO), National Center for Appropriate Technology (NCAT)
- **Local Benefits:** Low cost, healthy and local food for urban school children, helps family scale agriculture production stay in business
- **Rural-Urban Benefits:** Rural gains a direct food market; urban clear as to where their food comes from and monies stay in the local community.

Other Possible Examples:

- Distance learning – AP, professional development, etc.
- Broadband access to rural communities
- Better public hunter access to private lands
- Rural-urban student exchange program
- Agritourism

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What can you do to promote
One Montana?



Today:

- Write down five rural-urban connections you believe can benefit your community

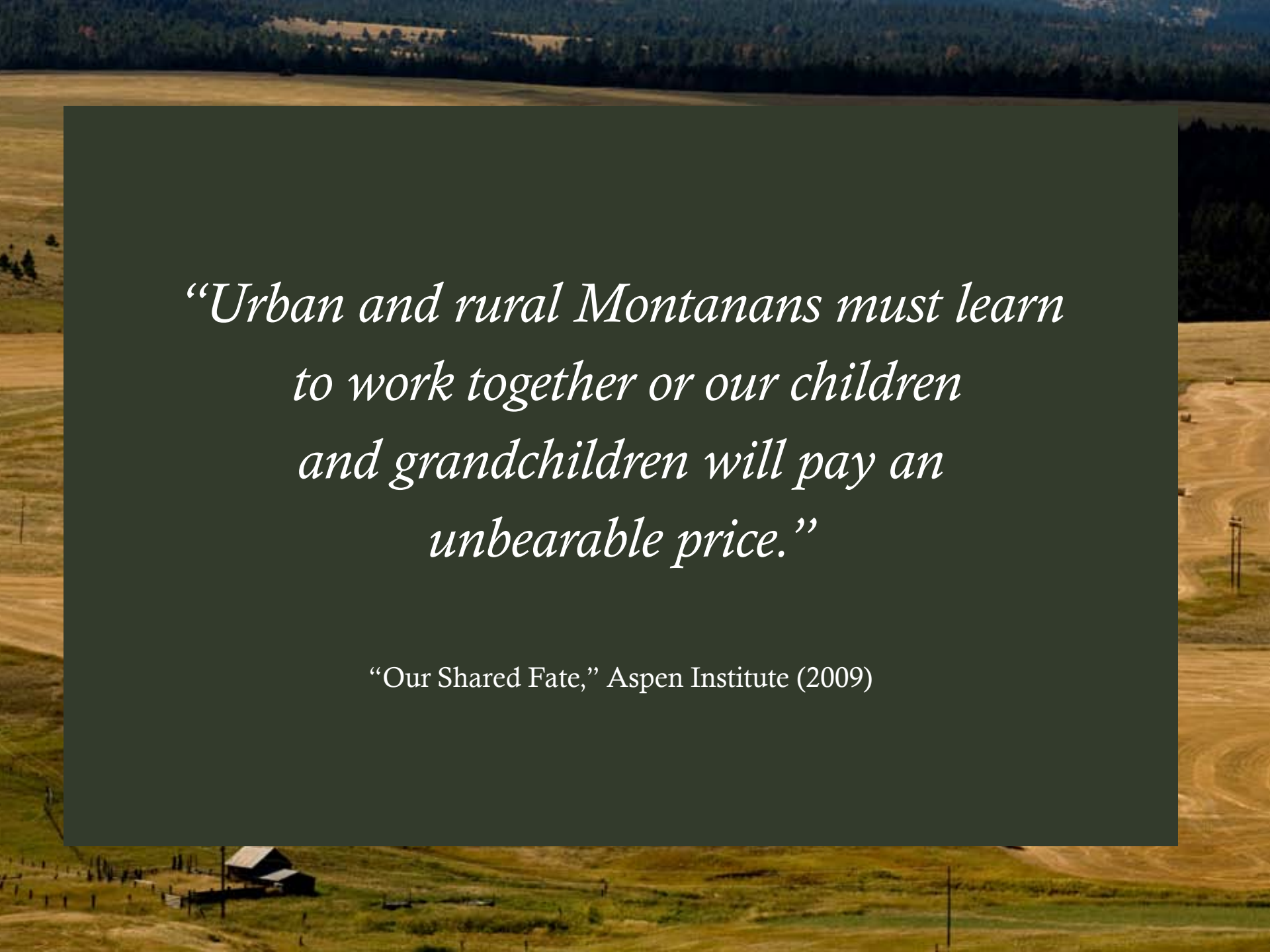
During the next month:

- Meet with at least four people in your community or profession to share the *One Montana* approach
- Contact the *One Montana* program and let us know you are interested in rural-urban partnerships to address issues in your community



During the next several months:

- Contact your local extension agent and/or a Leadership Montana alumnus about *One Montana*
- Write a letter to the editor of your local paper about how the *One Montana* approach can be used to solve a local problem
- Use your unique skills and expertise to promote *One Montana* in your own way
- When ready, schedule a community meeting



*“Urban and rural Montanans must learn
to work together or our children
and grandchildren will pay an
unbearable price.”*

“Our Shared Fate,” Aspen Institute (2009)



*This presentation was made possible
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The Montana University System
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The Rural Landscape Institute
Off the Beaten Path, LLC

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Discussion:

- Do you understand what *One Montana* is trying to do?
- What are your concerns about how the program might be limited in addressing your local issues?
- What unresolved issues in your community might be helped by *One Montana*?
- What is your take away from this presentation?