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The region’s proposal for READI 2.0 centers around five overarching pillars and related goals for local, regional, and state investment in the six-county region:

● **Housing and Neighborhoods** – Provide 1,800 new housing units by 2030 and ensure that those new assets are available at attainable price points based on annual per capita income earnings.

● **Culture, Tourism, Recreation, and Lifestyle** – Preserve, enhance and activate our communities, destinations and recreational activities as a front-line resource to grow our regional population by 5,000 residents by 2030.

● **Infrastructure** – Increase regional infrastructure capacity and reach by 10% to ensure that our regional transportation and utility infrastructure systems are safe, efficient and meet the needs of our current and future residents and businesses.

● **Business Retention, Growth, and Attraction** – Grow our regional target industries by adding 2,500 jobs by 2030 through business recruitment, expansion, and attraction efforts in an effort to increase the per capita income by 2.50% per year.

● **Child Care** – Expand access to quality and affordable child care and early education programs by 10% percent each year through 2030.