



**CONSERVATION
TRUST
FOR NORTH
CAROLINA**
LAND WITH PURPOSE

Princeville Collaborative

Achieving climate resilience through community partnerships

Dr. Glenda Knight

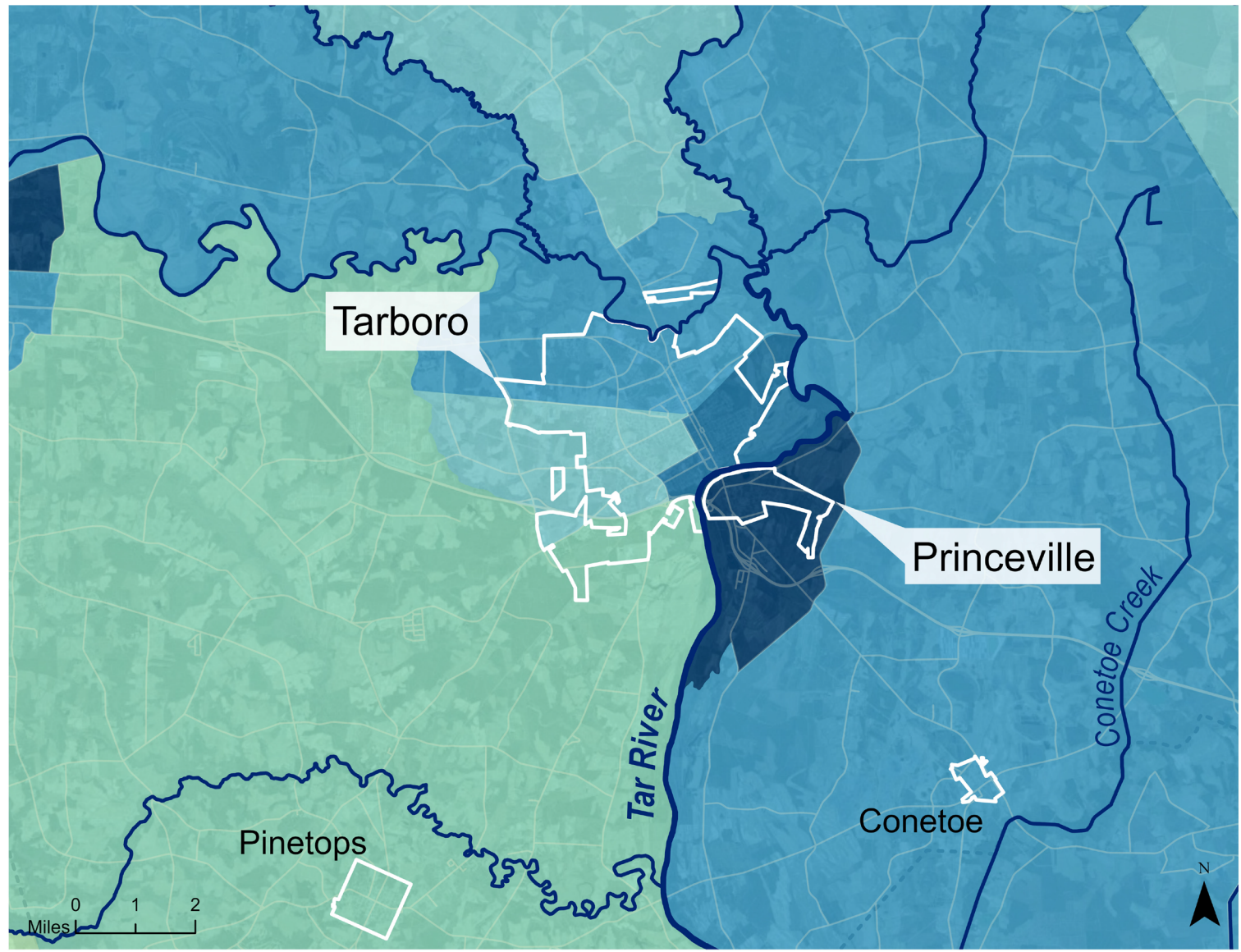
Town Manager

Town of Princeville

Chris Canfield

Executive Director

Conservation Trust for North Carolina



Earthstar Geographics



Final Flooding Risk Score



Learning to Live With Floods

- **Early settlers choose nearby swampland** to settle because it's not currently settled or farmed by White counterparts.
- **Catastrophic floods** date back to the late 1700s.
- **For over a century**, town residents are able to live with periodic flooding and build a new way of life for multiple generations.
- **The Army Corps of Engineers** offer flood protection by constructing a levee system in 1967.



1898 flood - image provided by the Lena Martin Collection.

A Renewed Sense of Urgency

- **Record storms Floyd (1999) and Matthew (2016)** threaten the survivability of the Town.
- **Following Floyd**, FEMA offers to facilitate an entire buy-out of Princeville.
- **Town leaders decline** the post-Floyd buyout citing the importance of preserving culture and heritage of its residents.
- **Hurricane Matthew flooding** then leaves an estimated 80% of the town underwater and recovery must restart again.



Princeville Town Hall (1999) following Hurricane Floyd.

A Resilient Recovery Strategy

- **Remaining residents choose to rebuild** committing to reimagine a more flood-resilient community.
- **Experts collaborate to develop a master vision plan and land-use strategies** recommending infrastructure improvements that protect from future floods.
- **Princeville's environmental and community planning approach** aspires to serve as a model for resiliency and recovery work across North Carolina and the Eastern seaboard.



Mayor Bobbie Jones and Mayor Pro Tem Linda Joyner during the Opening Ceremony for the Princeville Town Hall, October 2021

Partnerships for a Resilient Recovery

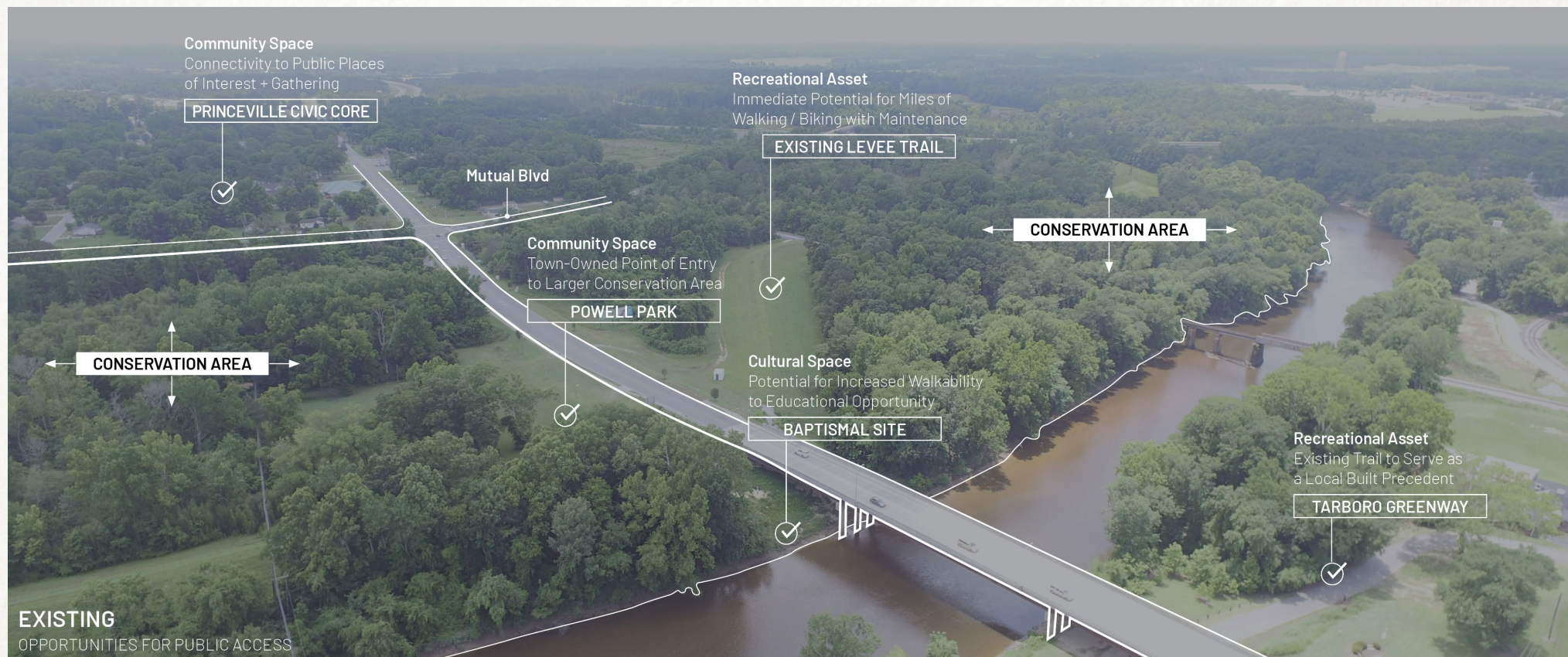
- **Purchase of annexed land** to increase affordable housing and business development opportunities.
- **Town Hall, Senior Center, Elementary School** are rebuilt with the latest flood-proofing technology designed to withstand future flood damage.
- **The Princeville Community Floodprint** evaluates land-use, conservation and stormwater management strategies to mitigate impacts of flooding.



Town residents provide Master Vision Plan feedback during a community stakeholder event. (April 2021)

Princeville's Community Floodprint

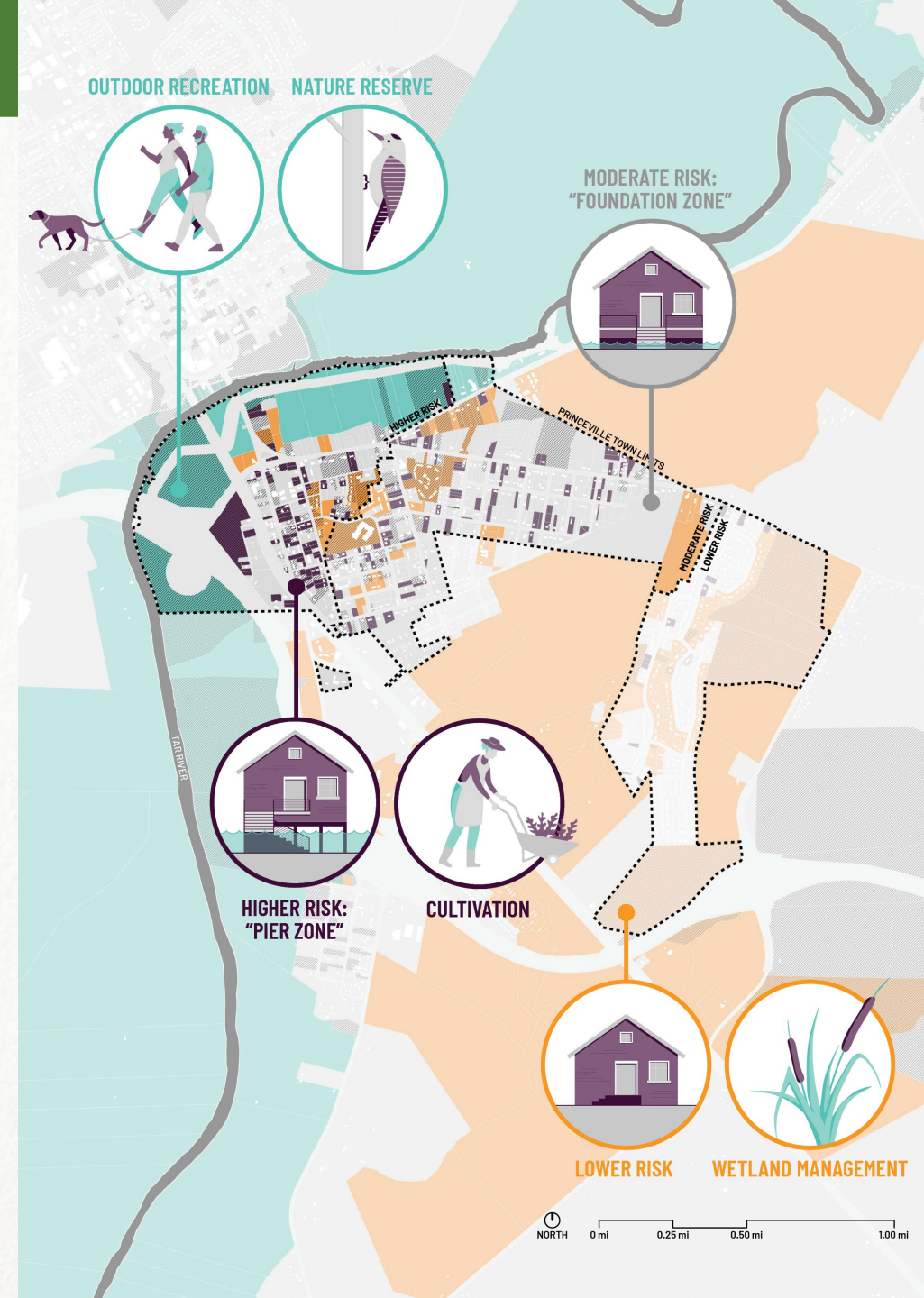
Town of Princeville, CTNC, NC State Coastal Dynamics Design Lab developed landscape analysis, planning and design strategies that respect and reflect Princeville's local character and history. **\$50,000 - Z. Smith Reynolds Foundation, Duke Energy**



Credit: NC State Coastal Dynamics Design Lab.

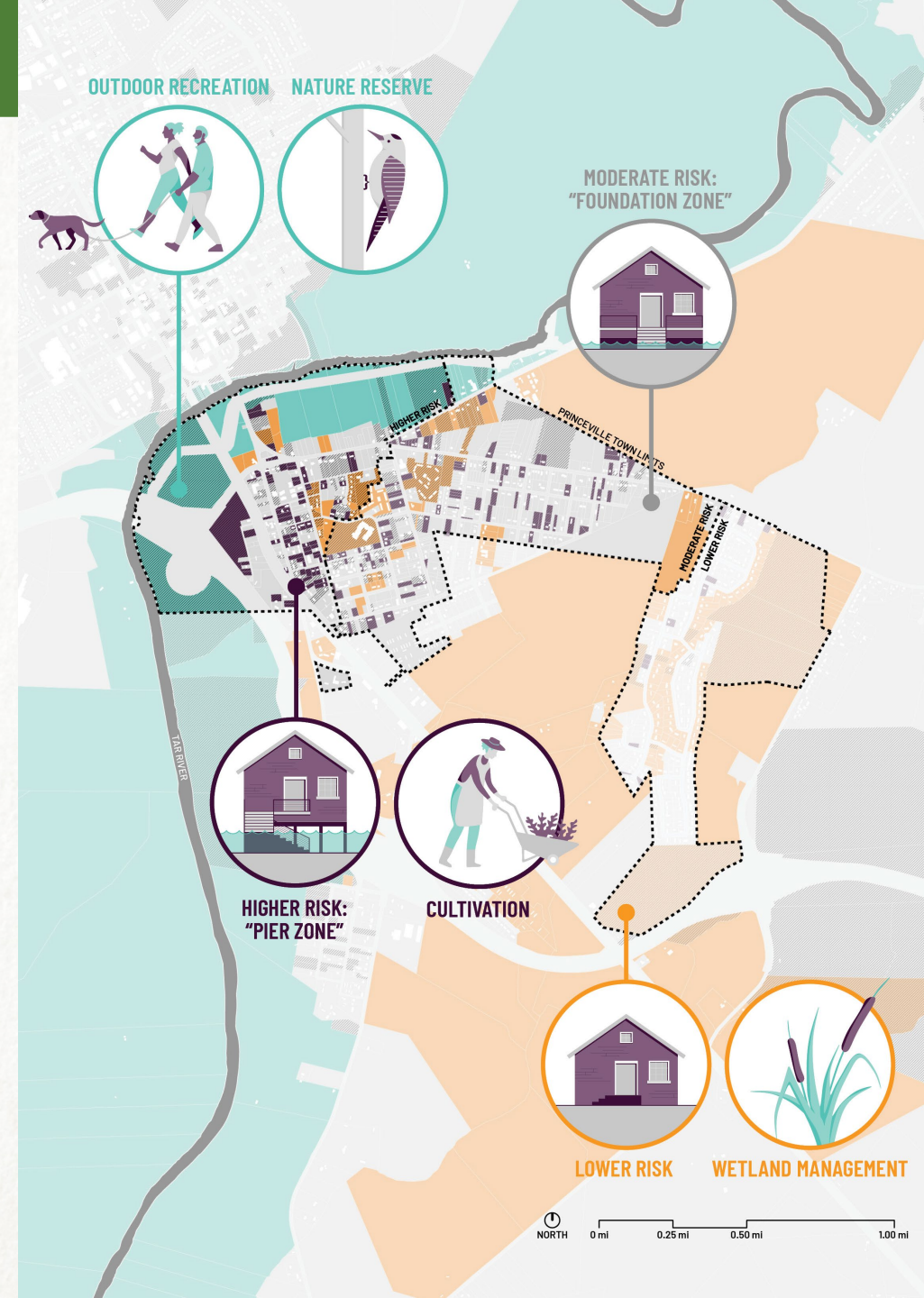
Detailed Planning Led To:

- Phase I: NFWF/Wells Fargo Resilient Communities - \$200,000
- Match from Z. Smith Reynolds Fdn, Duke Energy Fdn, Barnhill Fdn, Eddie and Jo Allison Smith Family Fdn, Pepsi Co Fdn
- Hired **local youth** for summer work and enrichment
- Installed **trails, rain gardens and educational signage** on county school property and town land
- Contracted **nearby businesses** to expand portfolio and expertise



Detailed Planning Led To:

- Phase II: Commission for Environmental Cooperation - \$160,000
- Match from Anonymous Trust, Z. Smith Reynolds Fdn, Wells Fargo Fdn, Pepsi Bottling Ventures, Telus Agriculture
- Converting **vacant FEMA parcels** to flood mitigation and agricultural land-use
- Planting **trees to absorb water, carbon** and reduce temperatures on downtown sidewalks
- Hiring **community garden coordinator** to support a **local farmer's market**



Improved Flood Protection



Education and Engagement



Lessons learned

- Build a **community-led conservation project**.
- Use **data-driven planning** to increase your funding opportunities.
- Network with **diverse collaborators and funders**.
- Pair benefits for land and people as part of a **holistic approach** to community planning.



Community leaders gather to celebrate the completion of Phase I of conservation interventions at Princeville Elementary School. (August 2021)

The image features a solid green background with a fine, grainy texture. Overlaid on this background are several thin, white, wavy lines that flow horizontally across the frame, creating a sense of movement and depth. The lines vary in amplitude and frequency, resembling a stylized wave pattern.

Questions?