

COMPREHENSIVE COMMUNITY WEALTH APPROACH

*An Overview for Indiana Landmarks
Affiliate Organizations*



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WELCOME + INTRODUCTIONS

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WELCOME + INTRODUCTIONS



Encourages comprehensive, talent-centric community economic development



Connects Communities to BSU expertise and resources



Conducts statewide outreach and engagement



Works to build vibrant, resilient communities



**BALL STATE
UNIVERSITY**



WELCOME + INTRODUCTIONS

ICI's approach: Revolved around Community (People and Place), Grounded in Research, Engaged in Practice, and Focused on Policy.



TODAY'S PRESENTATION



Photo: Ripley County Community Foundation

- Review the Comprehensive Rural Wealth *Framework*
- Introduce the Comprehensive Community Wealth *Approach*
- Consider how CCWA can be used in your community
- Field questions



SETTING THE STAGE

Comprehensive Community Wealth Approach

SETTING THE STAGE

Think about your favorite community ...

Somewhere you live now



Photos: Chris Flook, BSU Libraries; The Atlantic

Somewhere you've visited



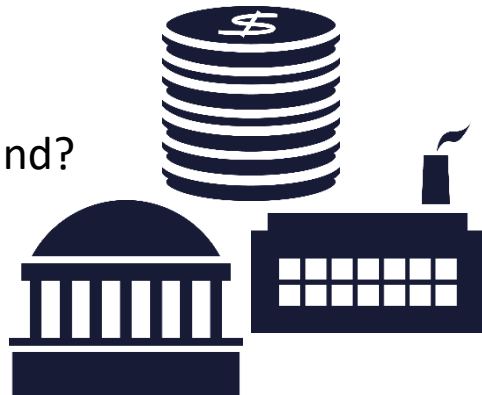
Somewhere you used to live



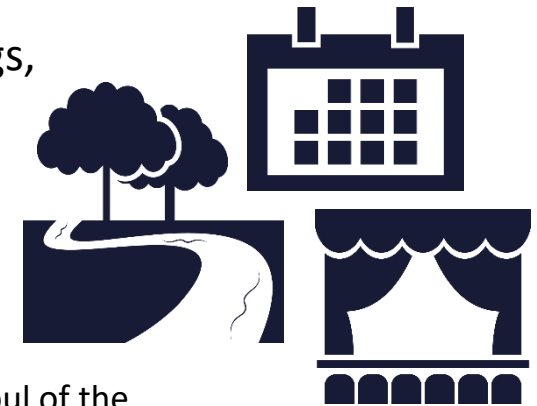
SETTING THE STAGE

Why did you think of this community ...

Did GDP, government expenditures, or tax incentives come to mind?



Or did social offerings, aesthetics, cultural opportunities?



See Knight Foundation “Soul of the Community”; place attachment

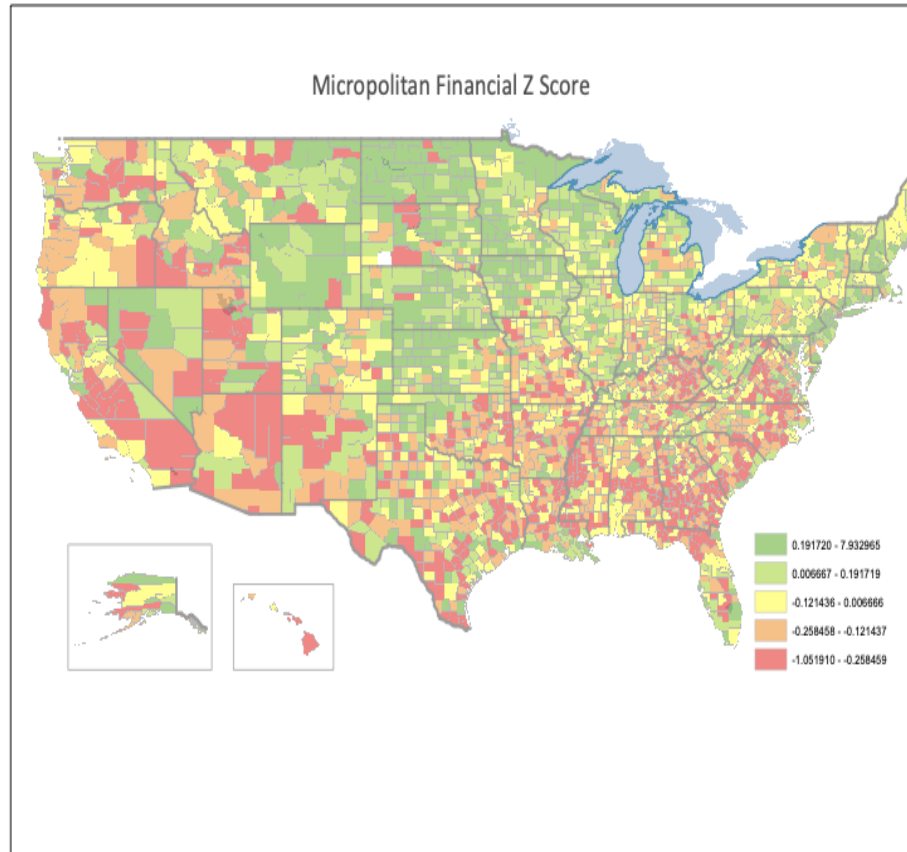


SETTING THE STAGE

And yet , we often measure what makes a community
successful in economic or financial terms ...



SETTING THE STAGE



U.S. counties based on typical financial factors such as wages per capita and average home value:

- Green is good (related to these factors)!
- Why, then, aren't people flocking to the Upper Midwest and fleeing the South?
- Community vitality is about more than good financial indicators ...



A FRAMEWORK

Comprehensive Community Wealth Approach

COMPREHENSIVE RURAL WEALTH FRAMEWORK

The Comprehensive Rural Wealth Framework:



Image: RUPRI

- Developed by Rural Policy Research Institute (RUPRI)
- Represents and accounts for the all wealth found in a community, not just financial wealth
- Builds off of the Community Capitals Framework (CCF) first established by Cornelia Flora and Jan Flora
- Identifies assets, but also attempts, at least in theory, to better understand how they interact

COMPREHENSIVE RURAL WEALTH FRAMEWORK

Financial Capital



Image: Industry Week



- Money
- Other Liquid Assets that can be Easily Converted into Money
 - ✓ Stocks
 - ✓ Bonds
 - ✓ Credit



COMPREHENSIVE RURAL WEALTH FRAMEWORK

Intellectual Capital



Image: Callaghan.co.com; Photo: Brian Blackford



- Human Knowledge, Innovation, and Ideas Embedded throughout a Society
 - ✓ Intellectual Property (e.g. patents and copyrights)
 - ✓ Common Knowledge



COMPREHENSIVE RURAL WEALTH FRAMEWORK

Human Capital



Photo/Images: Sources of Insight; Schools for Health; HR Daily Advisor

- Productive Capabilities of the Individuals in a Population
- Embodied in People's:
 - Education
 - Skills
 - Talents
 - Health Status



COMPREHENSIVE RURAL WEALTH FRAMEWORK

Social Capital



Photo: imageric.com



- Trust, Relationships, and Networks found in Civil Society
- Held by Individuals, Groups, and/or Organizations





COMPREHENSIVE RURAL WEALTH FRAMEWORK

Cultural Capital



Photos: jlbphotography

- Practices, Values, Sense of Identity Embedded in a Society
- Held by Individuals and Groups
- Tangible: Works of Art, **Architecture**, Monuments, Places of Significance
- Intangible: Beliefs, Traditions, Practices that Distinguish Groups of People, Their Values, and Identity



COMPREHENSIVE RURAL WEALTH FRAMEWORK

Political Capital



- Influence, Power, and/or Goodwill
- Held by Individuals, Groups, and/or Organizations
- Can be Held, Spent, and/or Shared to Achieve Specific Goals

COMPREHENSIVE RURAL WEALTH FRAMEWORK

Physical Capital



Photo: Chris Flook, BSU Libraries

- Built assets
 - ✓ Equipment
 - ✓ Buildings
 - ✓ Roads
 - ✓ Bridges
 - ✓ Telecommunications networks
 - ✓ Physical infrastructure



COMPREHENSIVE RURAL WEALTH FRAMEWORK

Natural Capital

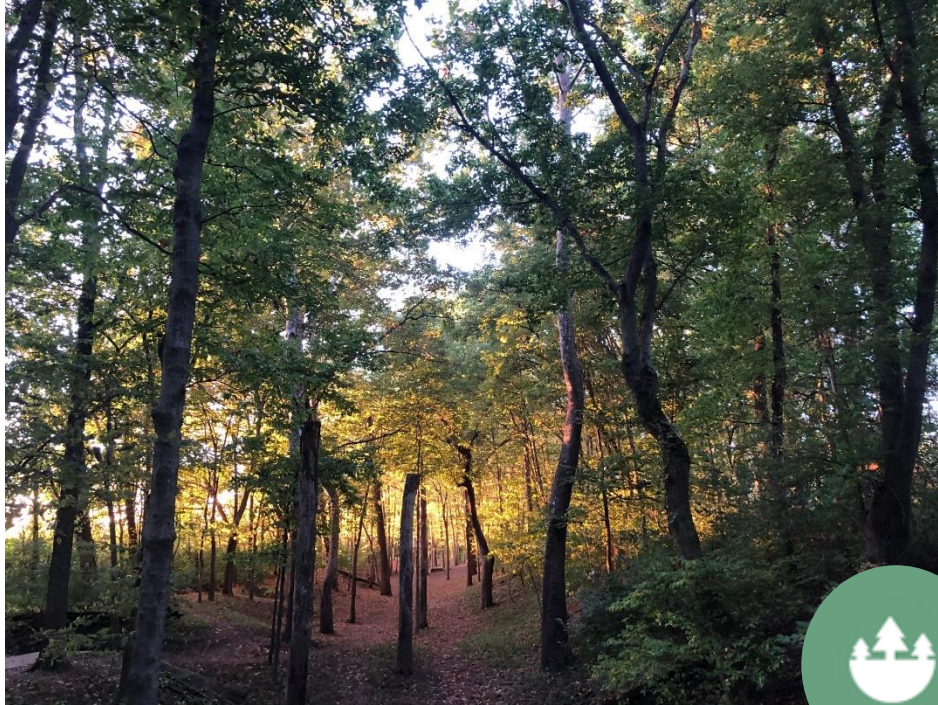


Photo: Brian Blackford



- Resources provided by nature
 - ✓ Clean air
 - ✓ Clean water
 - ✓ Climate
 - ✓ Land
 - ✓ Flora (forests and vegetation)
 - ✓ Fauna (wildlife)



COMPREHENSIVE RURAL WEALTH FRAMEWORK

Thought Exercise: Consider your community or, more specifically, the downtown or a core historic district or neighborhood within your community. Write down assets related to each capital that are present there. When prompted, type one or two examples into chat box (if you want).



Photo: Chris Flook, BSU Libraries

Capital	Brief Description
Financial	Money, Other Liquid Assets
Intellectual	Human Knowledge, Innovation, Ideas
Human	Productive Capabilities of a Population
Social	Trust, Relationships, Networks
Cultural	Practices, Values, and Identities Based in Society (art, beliefs)
Political	Influence, Power, and Goodwill that is Held, Spent, or Shared
Physical	Built Environment, Infrastructure
Natural	Resources Provided by Nature



COMPREHENSIVE RURAL WEALTH FRAMEWORK

Building

Physical: Built

Cultural: Architecture

Political: Who owns it? Are they local? Are they maintaining it or neglecting it?

Community Capitals used within the CRWF ...

- Are a useful asset mapping tool
- Can be subjective
- Are not mutually exclusive and are interconnected
- Can change over time
- Are both specific and general



Overall

Citizens help keep downtown beautiful using their skills (Human) to help rehab buildings and create a gathering space (Social)

Railroad

Financial + Physical + ...

If deserted and turned into a rail trail does it become a Social asset?





AN APPROACH

Comprehensive Community Wealth Approach



COMPREHENSIVE COMMUNITY WEALTH APPROACH

From a Framework ...



A structure to consider your community and its assets

... to an Approach



A practical strategy for pursuing *community* economic development





COMPREHENSIVE COMMUNITY WEALTH APPROACH

The Comprehensive Community Wealth Approach (CCWA):

- Established by ICI and Center for Local and State Policy at Ball State and adapted from the Comprehensive Rural Wealth Framework
- Shifts from traditional economic development (focused almost entirely on incentivizing business/job attraction)
- Focuses more on *community* economic development (based on the premise that investing more holistically in quality of place/life leads to greater economic success)
- Uses Community Wealths (capitals) for asset mapping, but also decision making and resource allocation

CCWA Foundations:

1. Quality of life/place ARE economic development
2. Developing for your CURRENT community is a priority
3. Community Wealths (capitals) are interconnected
4. Decisions have short- and long-term impacts that can be positive and negative





COMPREHENSIVE COMMUNITY WEALTH APPROACH

1. Quality of life/place ARE economic development

- People no longer follow jobs, rather they look for high-quality communities near job opportunities
- They prioritize good schools, amenities, sense of place, openness, social offerings, etc.
- I'm preaching to the choir, but it's good to note that research backs this up ...



Photo: jlbphotography





COMPREHENSIVE COMMUNITY WEALTH APPROACH

Study:

- Dr. Emily Wornell and colleagues studied several micropolitan communities across the country
- They categorized communities into two groups based on several variables:
 - Those with a high quality of life
 - Those with a high quality of business environment
- Measured population growth and job growth in each community and charted results based on which category they were assigned to (high quality of life or high quality business environment)



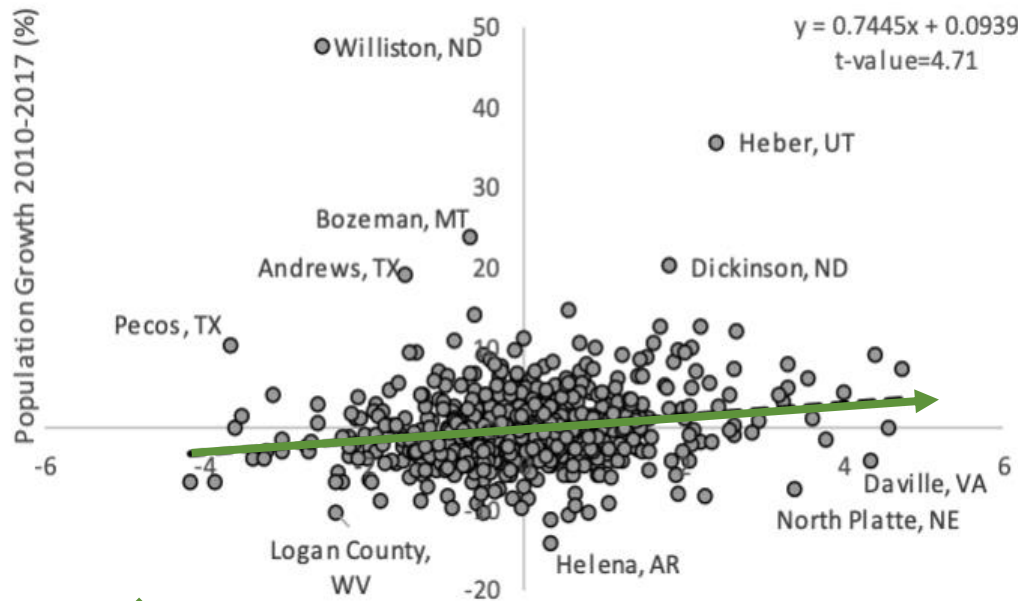
When looking at **population growth** and **job growth**, how do communities with a **high quality of life** fare compared to communities with a **high quality business environment**?





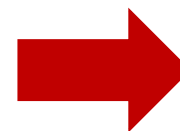
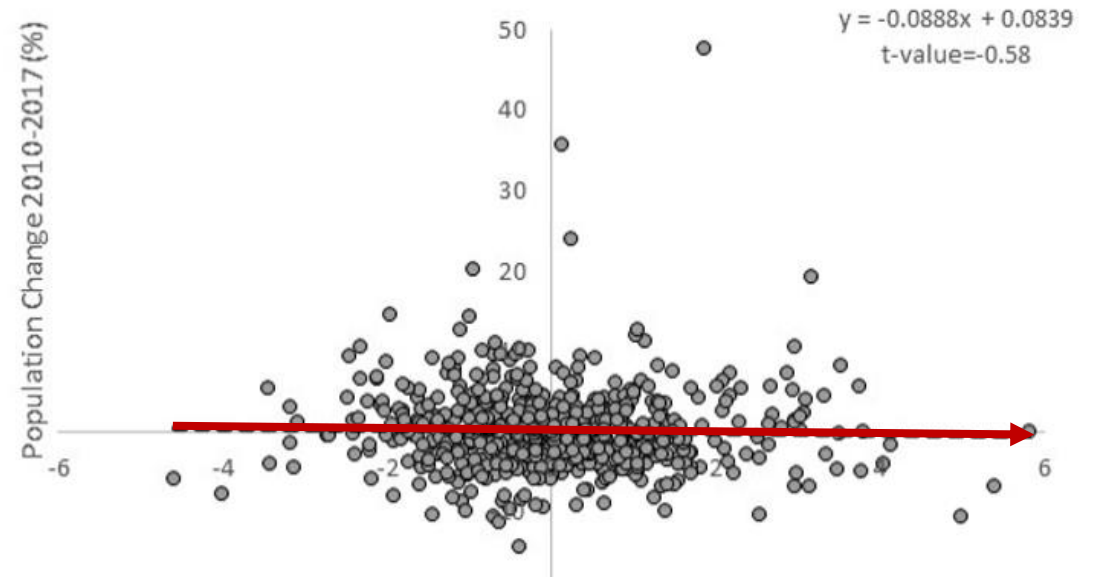
COMPREHENSIVE COMMUNITY WEALTH APPROACH

Population change and **quality of life** in sampled micropolitan communities



Population growth is occurring in communities with higher quality of life indicators

Population change and **quality of business environment** in sampled micropolitan communities



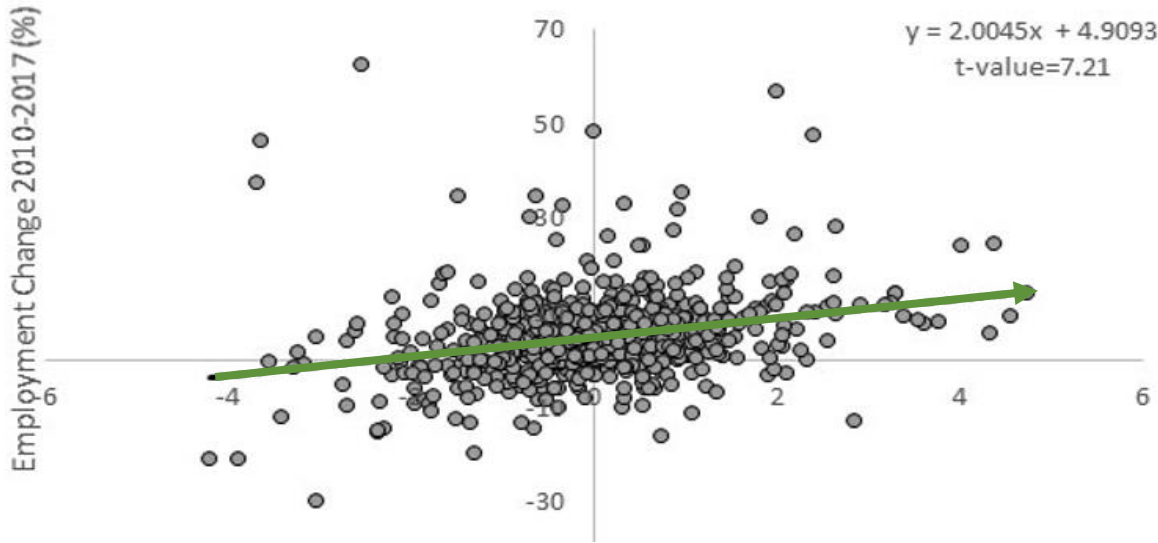
Population growth is flat in communities with higher quality of business environment indicators





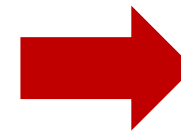
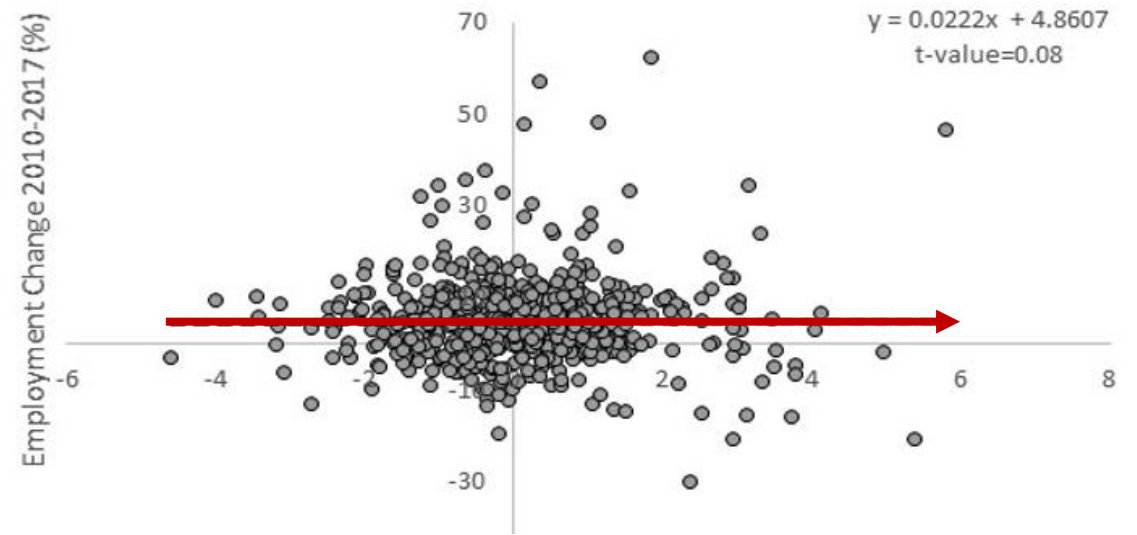
COMPREHENSIVE COMMUNITY WEALTH APPROACH

Job growth and **quality of life** in sampled micropolitan communities



Job growth is stronger in communities with higher quality of life indicators

Job growth and **quality of business environment** in sampled micropolitan communities

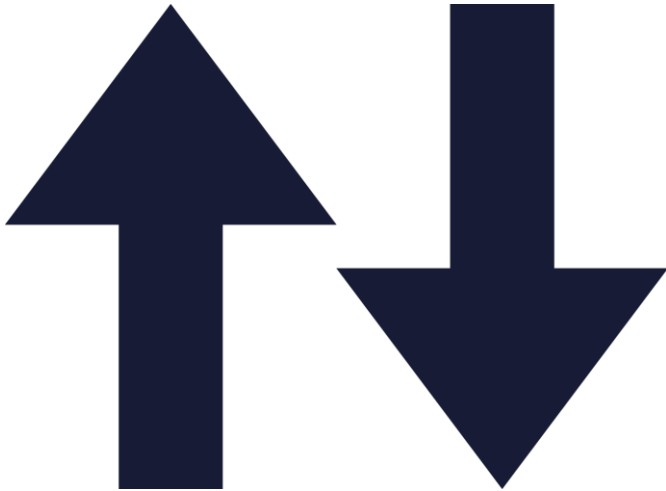


Job growth is flat in communities with higher quality of business environment indicators





COMPREHENSIVE COMMUNITY WEALTH APPROACH



Per the research:

- Quality of life/place factors are the basis for economic development
- Having a community where people want to live not only attracts more people, but also attracts jobs
- Pursuing/prioritizing traditional economic development strategies and having a “business friendly” community does neither





COMPREHENSIVE COMMUNITY WEALTH APPROACH

2. Developing for your CURRENT community is a priority

- Quality of life/place means different things to different people
- Development efforts should prioritize the people who currently live in a community
 - Developing for the current community will likely attract other people too
 - Even if it doesn't, making the community better is a good thing
- To develop for the current community requires constant, comprehensive, and creative engagement – not just the “SOS” (same ole’ six)





COMPREHENSIVE COMMUNITY WEALTH APPROACH

3. Community Wealths (capitals) are interconnected

- Consider an example: Oregon
- Oregon has lots of Natural capital (mountains, forests, sand dunes, oceans, rivers, etc.)
- Natural assets, like forests, connect with and relate to other capitals including:
 - Financial
 - Human
 - Political
 - Social
 - Etc.

Social capital: Activities



Political capital: Trade



Natural capital: Forests



- Financial capital: jobs
- Human capital: craftsmanship



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COMPREHENSIVE COMMUNITY WEALTH APPROACH

Not only are wealths interconnected, but so are the policy decisions related to those capitals ...
... Policies pursued to manage forests impact more than Natural capital:



Photo: Cascadia Wildlands

- Overlogging can have devastating impacts on Financial, Political, Human, and Cultural capitals

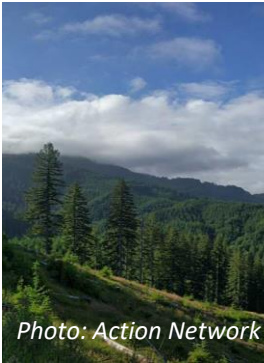


Photo: Action Network



Photo: Yale E360

- Stopping logging, however, can also impact these capitals, and more
- Research shows that in some former logging towns poverty rates skyrocketed and educational attainment decreased
- Mismanagement caused forest fires





COMPREHENSIVE COMMUNITY WEALTH APPROACH

4. Decisions have short- and long-term impacts that can be positive and negative

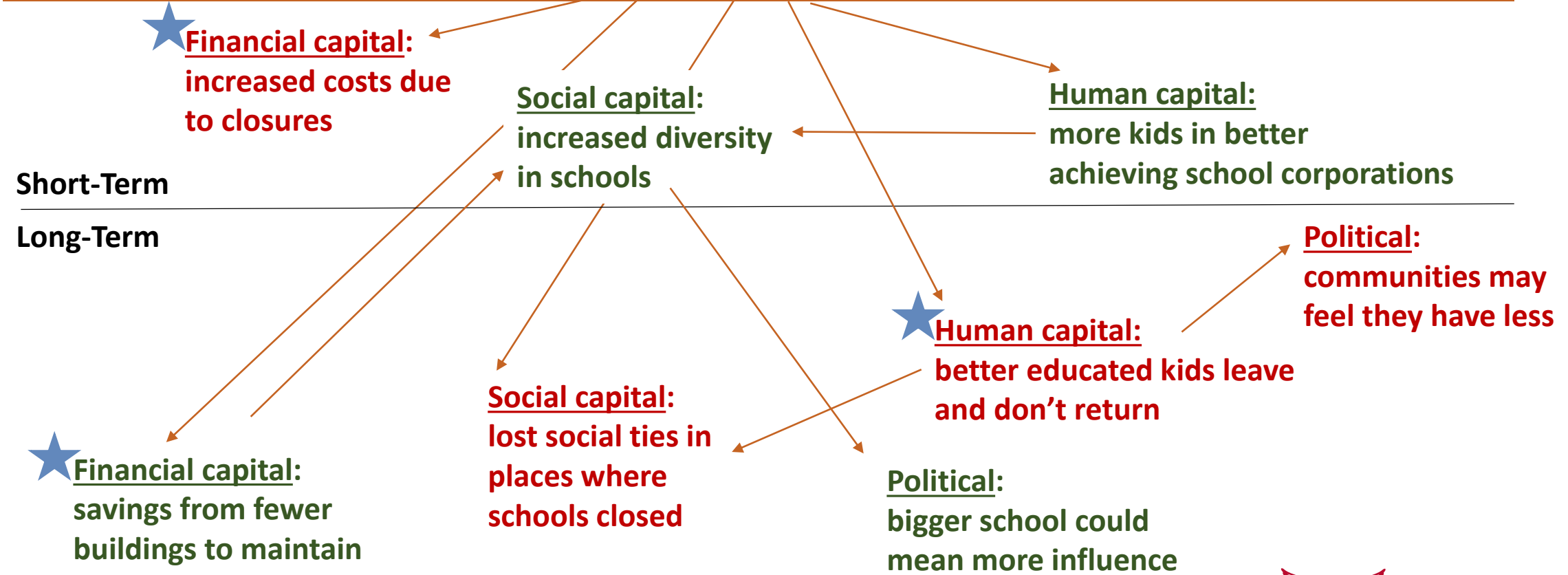
- Back to the logging example: If citizens and policy makers consider how decisions about logging impact more than natural capital, they might adjust priorities or be ready for the consequences
- Using the Comprehensive Community Wealth Approach to help consider both short- and long-term impacts, but also positive and negative impacts can help:
 - Prioritize options
 - Plan for consequences
 - Mitigate bad outcomes
 - Maximize good outcomes
- Let's look at an example—school consolidation





COMPREHENSIVE COMMUNITY WEALTH APPROACH

School Consolidation





COMPREHENSIVE COMMUNITY WEALTH APPROACH

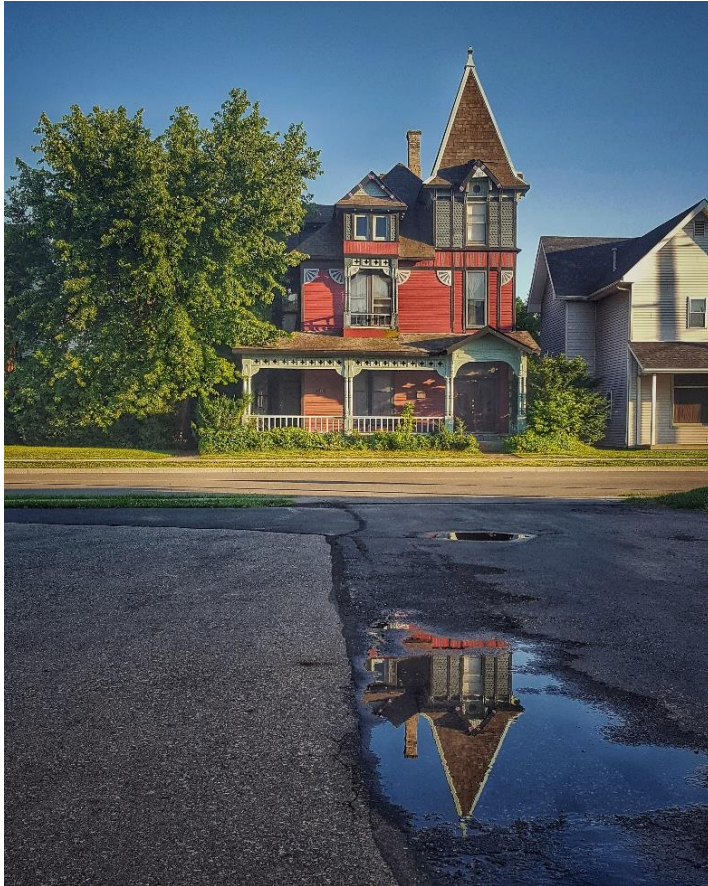


Photo: jlbphotography

Now, consider CCWA and policy decisions related to your work:

- Pick a project-based opportunity or decision (present, past, make one up)
- Consider short- and long-term; positive and negative

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Human	Productive Capabilities of a Population
Social	Trust, Relationships, Networks
Cultural	Practices, Values, and Identities Based in Society (art, beliefs)
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COMPREHENSIVE COMMUNITY WEALTH APPROACH



Photo: Brian Blackford

Example: Historic tax credits

Capital Impacted	Short-term	Long-Term
Financial	Less revenue for general use	Greater revenue from increased investment
Social	More activity, interaction in renovated area	Gentrification=Displacement in renovated area
Physical		Saved structures
Cultural		Saved history

The power of this exercise isn't necessarily to dictate what should or should not be done, it's to better understand impacts and opportunities and properly mitigate or maximize them to ensure greater, more sustainable success





COMPREHENSIVE COMMUNITY WEALTH APPROACH

The CCWA is a tool for:

- Asset mapping
- Project prioritization/impact considerations
- Resource allocation





COMPREHENSIVE COMMUNITY WEALTH APPROACH

Financial	Money & other liquid assets that can be readily converted to money
	Local Examples:
Intellectual	Human knowledge, innovation, & ideas
	Local Examples:
Human	Productive capabilities of a population (education, health)
	Local Examples:
Social	Trust, relationships, and networks
	Local Examples:
Cultural	Practices, values, and identity based in society (art, beliefs)
	Local Examples:
Political	Influence, power, & goodwill that is held, spent, or shared
	Local Examples:
Physical	Built capital and physical infrastructure
	Local Examples:
Natural	Resources provided by nature (clean air/water, landscapes, flora, & fauna)
	Local Examples:

**Example of how we use it in communities:
Asset Mapping**





COMPREHENSIVE COMMUNITY WEALTH APPROACH

Capital	Positive Impact(s)		Negative Impact(s)	
	Short-Term	Long-Term	Short-Term	Long-Term
Financial				
Intellectual				
Human				
Social				
Cultural				
Political				
Natural				
Physical				

**Example of how we use it in communities:
Impact Considerations**





FINAL THOUGHTS + QUESTIONS

Comprehensive Community Wealth Approach

? FINAL THOUGHTS

It's hard

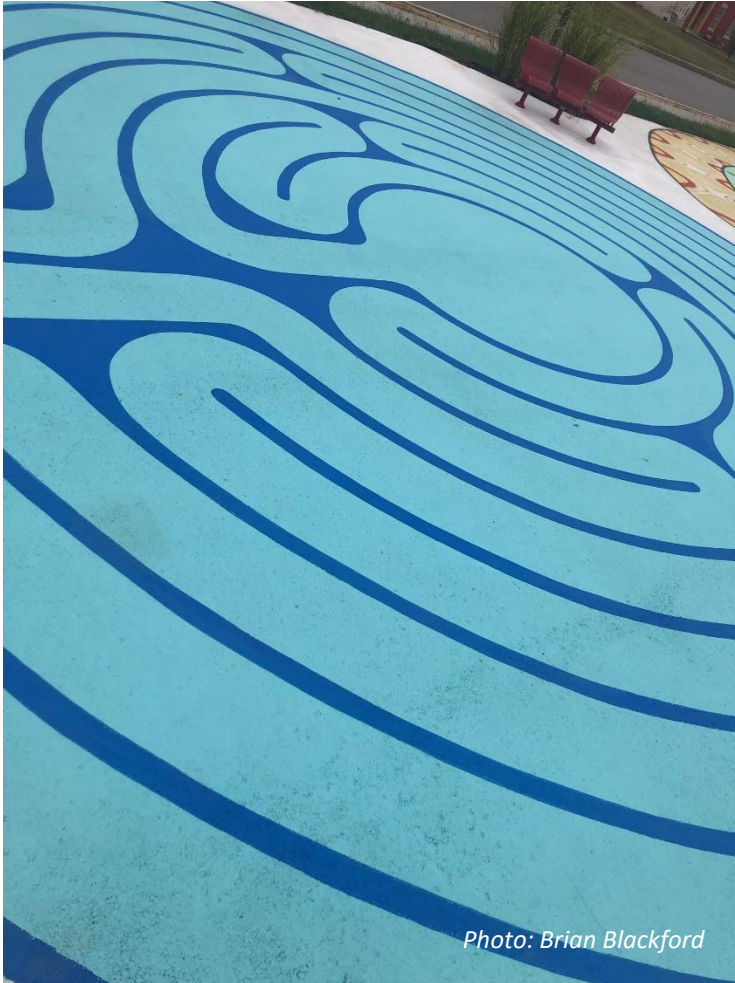
- Relies on a new paradigm
- Won't provide all the answers
- Requires honest, thoughtful discussion

It's worth it

- Supports community-first development
- Ensures transparency
- Helps prepare for obstacles and opportunities



? QUESTIONS



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? THANK YOU



Photo: Franklin County Community Foundation



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