COMPREHENSIVE COMMUNITY WEALTH APPROACH

An Overview for Indiana Landmarks Affiliate Organizations

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WELCOME + INTRODUCTIONS

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WELCOME + INTRODUCTIONS

Connects Communities to BSU expertise and resources

Encourages comprehensive, talent-centric community economic development

Works to build vibrant, resilient communities

Conducts statewide outreach and engagement
WELCOME + INTRODUCTIONS

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

- 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
Think about your favorite community ...

Somewhere you live now

Somewhere you’ve visited

Somewhere you used to live

Photos: Chris Flook, BSU Libraries; The Atlantic
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
And yet, we often measure what makes a community successful in economic or financial terms ...
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
The Comprehensive Rural Wealth Framework:

- 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
Financial Capital

- Money
- Other Liquid Assets that can be Easily Converted into Money
  - Stocks
  - Bonds
  - Credit
COMPREHENSIVE RURAL WEALTH FRAMEWORK

Intellectual Capital

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

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

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

➢ Trust, Relationships, and Networks found in Civil Society

➢ Held by Individuals, Groups, and/or Organizations

Photo: imageric.com
Cultural Capital

➢ 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

Photos: jlbphotography
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

Image: blog.edmentum.com
COMPREHENSIVE RURAL WEALTH FRAMEWORK

Physical Capital

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

Photo: Chris Flook, BSU Libraries
COMPREHENSIVE RURAL WEALTH FRAMEWORK

Natural Capital

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

Photo: Brian Blackford
**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).

<table>
<thead>
<tr>
<th>Capital</th>
<th>Brief Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>Money, Other Liquid Assets</td>
</tr>
<tr>
<td>Intellectual</td>
<td>Human Knowledge, Innovation, Ideas</td>
</tr>
<tr>
<td>Human</td>
<td>Productive Capabilities of a Population</td>
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*Photo: Chris Flook, BSU Libraries*
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

**Building**
Physical: Built
Cultural: Architecture
Political: Who owns it? Are they local? Are they maintaining it or neglecting it?

**Railroad**
Financial + Physical + ...
If deserted and turned into a rail trail does it become a Social asset?

**Overall**
Citizens help keep downtown beautiful using their skills (Human) to help rehab buildings and create a gathering space (Social)
AN APPROACH
Comprehensive Community Wealth Approach
COMPREHENSIVE COMMUNITY WEALTH APPROACH

From a Framework ... ... to an Approach

A structure to consider your community and its assets

A practical strategy for pursuing community economic development

Photos: Brian Blackford
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
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 ...
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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?
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**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.
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
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
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)
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.

- Natural capital: Forests
- Financial capital: jobs
- Human capital: craftsmanship
- Social capital: Activities
- Political capital: Trade
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:

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

- 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
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**

**Short-Term**
- **Financial capital:** increased costs due to closures
- **Social capital:** increased diversity in schools
- **Human capital:** more kids in better achieving school corporations
- **Financial capital:** savings from fewer buildings to maintain
- **Social capital:** lost social ties in places where schools closed

**Long-Term**
- **Human capital:** better educated kids leave and don’t return
- **Political:** communities may feel they have less
- **Political:** bigger school could mean more influence
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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Example: Historic tax credits

<table>
<thead>
<tr>
<th>Capital Impacted</th>
<th>Short-term</th>
<th>Long-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>Less revenue for general use</td>
<td>Greater revenue from increased investment</td>
</tr>
<tr>
<td>Social</td>
<td>More activity, interaction in renovated area</td>
<td>Gentrification=Displacement in renovated area</td>
</tr>
<tr>
<td>Physical</td>
<td></td>
<td>Saved structures</td>
</tr>
<tr>
<td>Cultural</td>
<td></td>
<td>Saved history</td>
</tr>
</tbody>
</table>

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.
The CCWA is a tool for:

- Asset mapping
- Project prioritization/impact considerations
- Resource allocation
### Example of how we use it in communities: Asset Mapping

<table>
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<tr>
<th>Category</th>
<th>Description</th>
<th>Local Examples:</th>
</tr>
</thead>
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<td>Money &amp; other liquid assets that can be readily converted to money</td>
<td></td>
</tr>
<tr>
<td>Intellectual</td>
<td>Human knowledge, innovation, &amp; ideas</td>
<td></td>
</tr>
<tr>
<td>Human</td>
<td>Productive capabilities of a population (education, health)</td>
<td></td>
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</tr>
<tr>
<td>Physical</td>
<td>Built capital and physical infrastructure</td>
<td></td>
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<tr>
<td>Natural</td>
<td>Resources provided by nature (clean air/water, landscapes, flora, &amp; fauna)</td>
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Example of how we use it in communities: Impact Considerations

<table>
<thead>
<tr>
<th>Capital</th>
<th>Positive Impact(s)</th>
<th>Negative Impact(s)</th>
</tr>
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<tr>
<td></td>
<td>Short-Term</td>
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</tr>
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<td></td>
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<td>Long-Term</td>
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**Financial**

**Intellectual**

**Human**

**Social**

**Cultural**

**Political**

**Natural**

**Physical**
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
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THANK YOU
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