

Down on Mainstreet: The Capital of Community Resilience

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Mainstreet as a Metaphor

Defining the economy:

Wall Street or Main Street?

If Wall Street is up, is Main Street down?

What does “Main Street” West Virginia look like?

Best States Rankings

Measuring outcomes for citizens using more than 70 metrics



(GETTY IMAGES)

Some states shine in health care. Some soar in education. Some excel in both – or in much more. The Best States ranking of U.S. states draws on thousands of data points to measure how well states are performing for their citizens. In addition to health care and education, the metrics take into account a state’s economy, its roads, bridges, internet and other infrastructure, its public safety, the fiscal stability of state government, and the opportunity it affords its residents.

More weight was accorded to some state measures than others, based on a survey of what matters most to people. Health care and education were weighted most heavily. Then came state economies, infrastructure, and the opportunity states offer their citizens. Fiscal stability followed closely in weighting, followed by measures of crime & corrections and a state’s natural environment.

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RANK	STATE	HEALTH CARE	EDUCATION	ECONOMY	INFRASTRUCTURE	OPPORTUNITY	FISCAL STABILITY	CRIME & CORRECTIONS	NATURAL ENVIRONMENT
47	West Virginia	48	44	50	50	30	34	21	41
48	Mississippi	50	46	48	45	44	44	26	11
49	Alabama	46	50	45	38	45	23	45	35
50	Louisiana	45	48	49	48	50	43	50	50

A Needs Driven Dead End

In an economic death spiral: West Virginia is America's worst state for business in 2017

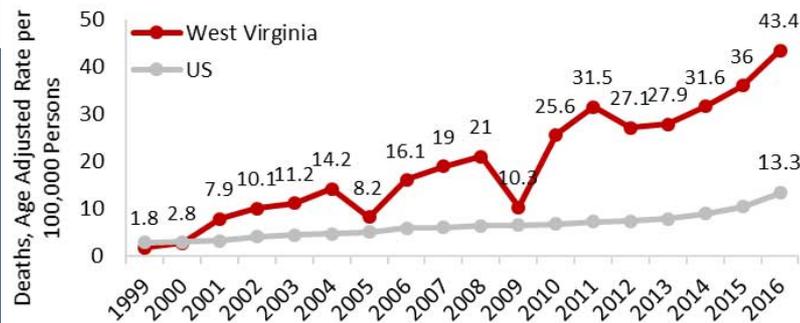
- West Virginia hit the bottom of the CNBC Top States for Business for the first time.
- In 2016 West Virginia's GDP shrank 0.9 percent.
- A decline in coal production has hurt West Virginia's economy hard.
- Mining employment is down 40 percent in just the past five years, with some parts of the state losing as many as 70 percent of their coal mining jobs.

Scott Cohn | @ScottCohnTV

Published 4:44 PM ET Tue, 11 July 2017 | Updated 4:11 PM ET Wed, 12 July 2017



Rate of Opioid Related Overdose Deaths in West Virginia

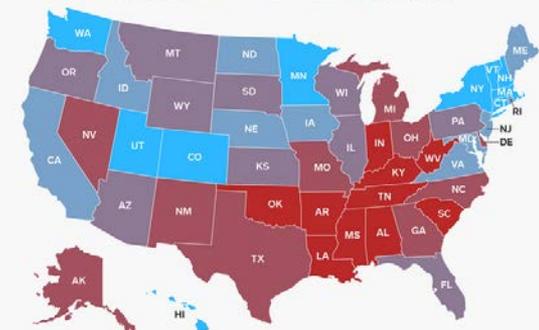


- 48th in median HHI rankings
- 49th in PCY rankings
- 43rd in HH poverty
- 50th in education attainment (bachelors degree +)
- 45th share of new entrepreneurs
- 50th new business startup density
- Losing pop. faster than any other state

Every state ranked by healthiness, 2018

Rank based on behaviors, environmental factors, policies, medical care, and outcomes

Most healthy █ █ Least healthy



W EXTENSIONSERVICE

Extension Assistant Professor Daniel Eades &
Extension Professor Michael Dougherty

Adapted from Stout, Eades, and Aurednik, 2018

Complex Community Problems

- Communities (especially in rural areas) are experiencing significant social, economic, and environmental challenges
- To address all factors of quality of life that foster human flourishing and thriving communities, a **transdisciplinary approach** is needed
- To enable translation and shared metrics across disciplines, a **common framework** is necessary

Daniel Eades, Extension Assistant Professor Eades & Michael Dougherty, Extension Professor

Adapted from Stout, Eades, and Aurednik, 2018

What is Community Resilience

- Community resilience is a measure of the sustained ability of a community to utilize available resources to respond to, withstand, and recover from adverse situations.
- And it should be grounded in resilience science, which tells us how complex systems—like human communities—can adapt and persist through changing circumstances.

The Capital(s) of Resilience



Community resilience is a measure of the sustained ability of a community to utilize available resources to respond to, withstand, and recover from adverse situations.

In order to be strong and resilient, communities have to develop their community capitals.

Community Capitals

The eight community capitals are:

- Cultural
- Human
- Social
- Organizational
- Political
- Financial
- Natural
- Built

The Community capitals Framework was created by Cornelia and Jan Flora.
See: Flora, C.B. and J.L. Flora. 2013. Rural Communities: Legacy and Change, 4th Edition. Boulder, CO: Westview Press

Social Capitals of Community Resilience

- **Cultural Capital**
 - History, traditions, belief systems, language, creativity, and outlooks that enable both a sense of identity and capacity for change
- **Human Capital**
 - Health, skills, knowledge, abilities, and optimistic dispositions
- **Social Capital**
 - Trusting, respectful, and caring relationships within groups and across difference

Economic Capitals of Community Resilience

- **Organizational Capital**
 - Effective structure, policies, plans, and track record of existing groups and anchor institutions providing goods and services
- **Political Capital**
 - Responsive political leaders, active civic engagement, and the ability to make or influence public policy at local, county, state, and federal levels of government
- **Financial Capital**
 - Sufficient basic income, the ability to build wealth, access to investment, lending, and philanthropy, and local reinvestment

Environmental Capitals of Community Resilience

- **Natural Capital**
 - Geography, climate, land and natural resources, natural beauty and recreation areas, and environmental quality and safety
- **Built Capital**
 - Trails, sidewalks, lights, roads, bridges, buildings, utility systems, communications technologies, and public facilities and gathering places

WVUES and Community Capital

- The Community Capitals Framework provides a holistic organizing structure and basic definitions, but no clear direction in regard to **indicators** and **benchmarks**
- Effective assessment, planning, technical assistance and evaluation requires this type of data

Data Driven Capital

- Drawing from widely available population statistics, community data and analytics are abundant
- **Community Indicators Consortium**
 - <http://www.communityindicators.net/home>
- **Community Commons**
 - <https://www.communitycommons.org/>
- **Thriving Cities**
 - <http://explore.thrivingcities.com/endowments>

Data Driven Capital

What makes sense?

- A **place-based approach** that can accommodate primary data collection through qualitative methods and attend to history and culture
- A **participatory** democratic approach to knowledge production that can attend to politics and enable collaboration
- Which particular indicators to choose (i.e., social science) becomes less important than **shared agreement among stakeholders** to use them to guide decision making and action

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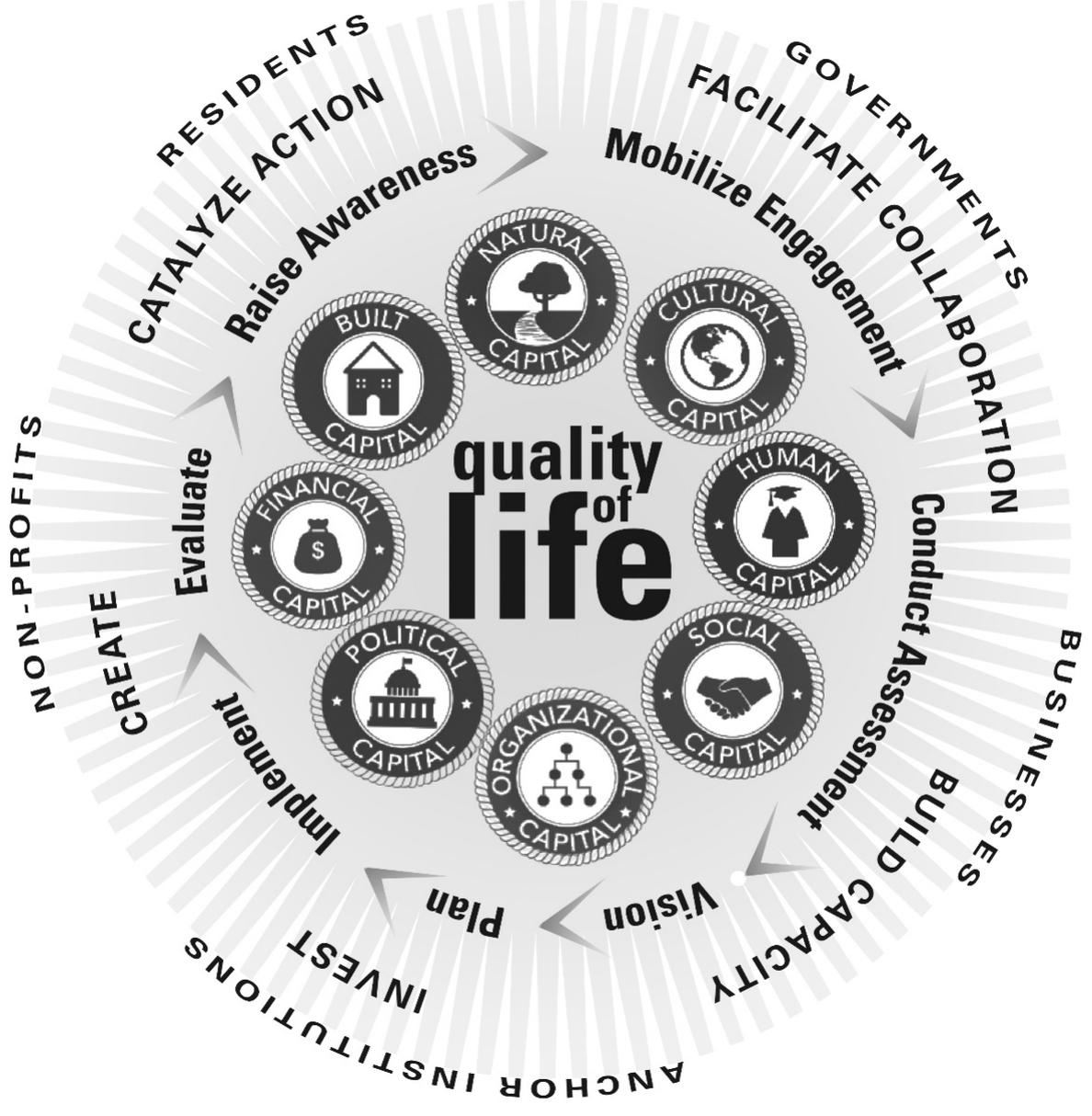
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Community Capitals Dynamics

- “Spiraling” theory suggests a developmental path among community capitals
- Building social factors...
 - enables development of economic assets...
 - which support environmental improvements...
 - which foster healthier social factors...

Daniel Eades, Extension Assistant Professor Eades & Michael Dougherty, Extension Professor

Adapted from Stout, Eades, and Aurednik, 2018



Community Capitals – Mon Forest

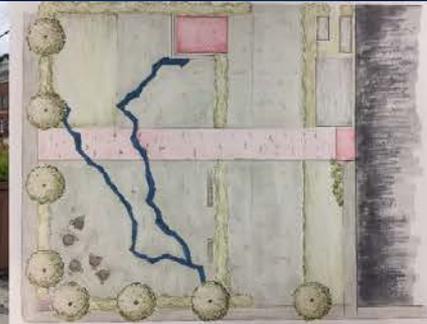


“My husband and I have always come here for recreation. Why not invest in a place you love.”

– Tucker Co. retail store owner



Community Capitals – Marlinton



Creative Site Reuse: Processes & Partnerships

Peter M. Butler, Associate Professor & Extension Specialist. Landscape Architecture Program. Director, School of Design and Community Development. West Virginia University. pebutler@mail.wvu.edu

Lauren Bennett, Pocahontas County Parks & Recreation

Carly Clevenshine, West Virginia University Landscape Architecture

USFS MNF Representatives: Cindy Sandeno

Pocahontas Opera House: Brynn Kusic

Pocahontas County Extension Service: Lucia Mosesso

Mayor Sam Felton, Marlinton WV

Niharika Alahari, West Virginia University MLA Student
Landscape Architecture Students

Keywords: Trans-disciplinary, Planning & Design, Collaborative, Development



Community Capitals – Marlinton

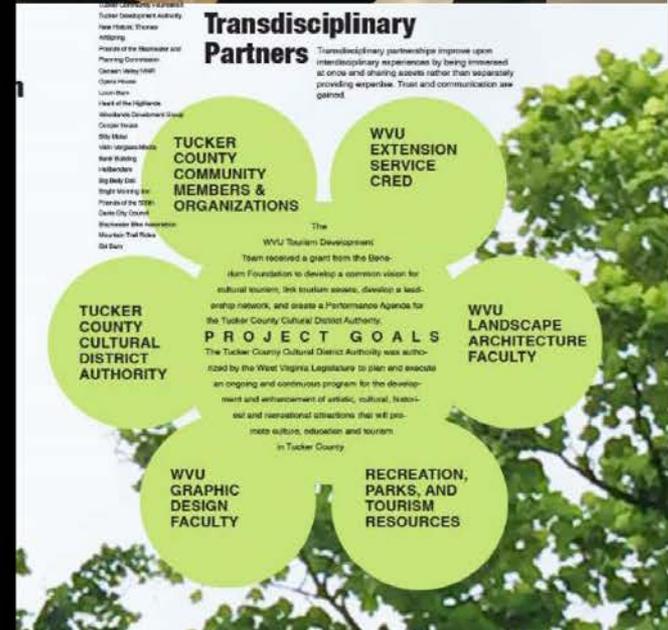
Academic Context...trans-disciplinary

service-learning
'laboratories'
collaborative
cultivating relationships
robust approach
scaffolding

CRED- Extension...Resource Economics, Graphic Design, Landscape Architecture, Planning, Recreation Parks and Tourism Resources, Public History, Public Administration, Land Use Law Clinic...

<https://extension.wvu.edu/community-business-safety/community-development/community-engagement-lab>

<https://publicinterestdesign.wvu.edu/home>



WVUES and the Community Capitals of Resilience

- Which community capitals do you focus on in your work?
- How does data guide your programming currently?
- What indicators and metrics do you use to assess capacity in these capitals?
- Let's share... Are there commonalities?

Community Capital Framework for Funding

- Funders in Central Appalachia want a coherent approach to developing and analyzing shared metrics
- The Appalachian Funders Network
 - “the more relationships, common analysis, and vision we have, the more we can align our strategies to make lasting impact on the root cause challenges holding back the region from greater prosperity”
- This has become particularly relevant in light of POWER grants to coal-impacted communities

Main Street Economics and Community Resilience

- We are working across the University to support significant change in our state.
- The community capital framework and community resilience are intricately linked, and the University can support community efforts to develop their capitals and be resilient.

- In an announcement last week:
 - The Center for Resilient Communities in the Eberly College at WVU is pleased to invite you to attend a public lecture entitled Redrawing Economies: Making other Worlds Possible in Uncertain Times by Dr. Stephen Healy, Senior Research Fellow at the Institute for Culture and Society at Western Sydney University, Australia on Tuesday, October 8, 2019.

In his talk Stephen dismantles the idea that the economy is separate from us and best comprehended by experts. Rather he argues that the economy is the outcome of the decisions and efforts we make every day.

