Community Revitalization

Housing Washington Conference
October 6, 2015

- What is the Idaho Rural Partnership?
- What are community reviews and why are Idaho communities requesting them?
- What are we learning about community revitalization and resiliency?
Idaho Rural Partnership mission

“The Idaho Rural Partnership (IRP) joins diverse public and private resources in innovative collaborations to strengthen communities and improve life in rural Idaho.”

• 36 member board comprised of state and federal agency representatives, legislators, nonprofit and academic leaders, and private sector partners
• Nonpartisan
• Key words: facilitate, coordinate, collaborate, resource matching
IRP's community review program

- 37 community reviews conducted since 2000.
- Communities initiate the process by submitting an application. Application typically inspired by local business or city leadership.
- Revolve around 3 focus areas.
- Requires courage and significant commitment from community

- Forum for open communication
- Communities use value of community review as third-party validation and local match in subsequent funding requests
- Relationship and momentum-building opportunities
- Identify challenges and solutions around which a large number of people agree
Map by Christine Schuette
Graduate student, UI UI Bioregional Planning and Community Design
major partners

- Idaho Department of Commerce
- Idaho Department of Labor
- U.S. Department of Housing and Urban Development
- USDA-Rural Development
- University of Idaho Extension
- Idaho Housing and Finance Association
- U.S. Federal Highway Administration

- Idaho Transportation Department
- Association of Idaho Cities
- Region IV Development Association
- Idaho National Laboratory
- Monsanto
- Elwood Staffing
- Idaho Chapter of American Planning Association
community review elements

Role and importance of home and visiting teams
community review elements

- Survey
- Home team training
- Orientation and background information
community review elements

Meals
community review elements

Community meetings
community review elements

Community listening sessions
community review elements

Focus area meetings and site visits
community review elements

Presentation development
community review elements

- Written report
- Follow-up
community review elements

- Post-review follow-up
- U of I Extension’s Community Coaching for Grassroots Action
- To date, three communities have taken advantage of this opportunity.
biggest changes over 15 years

- Review started out 1.75 days; is now 2.5 days
- Addition of listening sessions (beginning in 2008)
- Pre-review surveys are much higher quality.
- Reviews are more inclusive; greater Hispanic involvement (esp. since 2012)
- Report writing done on contract (starting in late 2006)
- More detailed reports, more resources, turned around more quickly
- Visiting team debriefs the review the following week.
- More attention paid to post-review follow-up.
- Fundraising within private sector happening within communities prior to review.
what we’re hearing

In more recent years:

- High priority on job creation and youth development remains.
- Infrastructure (esp. water and wastewater) needs not coming up quite as much.
- Less interest in planning that’s not connected to acting/doing.
- Socio-cultural divisions increasingly coming up. Communities challenged to develop consensus and take collective action.
- Strong “bonding”; weak bridging
what we’re hearing

In more recent years:

Increasing interest in....

- Community identity and branding, tourism.
- Downtown revitalization (“We want to fill our empty storefronts”.)
- Developing local food system.
- Developing bike/ped infrastructure
- Housing (esp. variety of housing in smaller communities)
- Restoring class offerings in schools that have been lost (e.g. vo-tech, arts, other electives.)
Greater emphasis on ensuring broader, more diverse community involvement.

Collect background information about the community from a variety of sources.

Providing more assistance re: publicity.

Paying more attention to regional context and potential for collaboration with other communities and organizations.

We want to work with communities who have capacity and commitment to do follow-up prioritizing and action planning after their review.

Continue communicating info. re: emerging strategies and resources with communities (e.g. via program’s Facebook page)

Increasing the community’s financial stake and investment in their review.

Evaluating/documenting program’s effectiveness.
Thank you!

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Leadership dedicated to building Montana’s Economy
RESOURCE TEAM ASSESSMENTS

2003

45

$$$

MARY

MONTANA ECONOMIC DEVELOPERS ASSOCIATION
Leadership Dedicated to Building Montana's Economy

MONTANA DEPARTMENT OF COMMERCE

DEPARTMENT OF COMMERCE
The Montana Process
(We know, we know…it is really Wyoming’s process – but we added lots of Montana style!)

Town Talks → Team Gathers → Team Writes → Town Works
Town Talks

Local on-the-ground Action Items

Agenda/Logistics

Tour

Food and Lodging

A key to success: participation from all sectors of the community!
A key to success: a wide span of knowledge and experience on each team.
Team Gathers

Resource Team On-the-Ground

Listen, Listen, Listen

Summarize and Present

A key to success: a team member must be engaged through the entire process!
A key to success: resource info contains contact information in detail.
Town Works

Team’s Return Visit and 2\textsuperscript{nd} Town Meeting

Report Read and Shared

2\textsuperscript{nd} Town Meeting Buzz

Projects, Priorities, People

A key to success: strategic attendance is needed for the 2\textsuperscript{nd} town meeting so that working groups form.
WHAT IT LOOKS LIKE:

Teams on Tour
WHAT IT LOOKS LIKE:
Listening Sessions

Ronan Team ~ May 2016
WHAT IT LOOKS LIKE:
Summarizing Town Meeting

Following a Work Session, it is the team’s turn to talk.
WHAT IT LOOKS LIKE: TEAM REPORTS


April 26, 2016
Category: Resource Team Assessments

Deer Lodge Report 2016

RESOURCE TEAM ASSESSMENT REPORT

For

DEER LODGE, MONTANA

Deer Lodge Resource Team Assessment Report 2016
Three Step Process:
A, B, C

WHAT IT LOOKS LIKE:
Return visit – prioritizing town meeting
CHALLENGES

Empty Chairs

Local Politics

Data
SUCCESS ....

CRDC's = Yes

One Year Celebration + Training
MORE SUCCESS ....

Growth Policy Integration

USDA Grant Award

And
Over $800,000 in match!
AND THEN
SUPER SUCCESS!

Lockwood, MT
SUCCESSFUL OUTCOMES
Leadership dedicated to building Montana’s Economy

Resource Team Assessments 46 and 47 in the works for this fall.
Increasing Wyoming’s Prosperity
Resource Team Assessment

• A community based planning and assessment process consisting of interviewing a large number of people in the community at listening sessions, recording their suggestions and having a team of experts write up implementation plans for community use.
Resource Team Assessment

• Building stronger rural communities through evaluation of the community’s assets and liabilities and developing suggestions that serve as a springboard for development, planning and community success.

Helping communities develop locally conceived and locally driven development strategies.
Process

1. Assessment

What are the problems and challenges in your community?

What are the strengths and assets in your community?

What projects or initiatives would you like to see in the next 2, 5, 10, 20 years?
Process

2. Report

Wyoming Rural Development Council

Follow Up Community Assessment Resource Team Report For the Town of Hartville, Platte County, Wyoming April 3 & 4, 2013

- Addresses Major Themes
- Resource heavy
  - Success Stories
  - Funding Sources
Process

- Citizens set priorities
Process

4. Follow-up
Success Stories

• Impact
  • Built Capital = 275
  • Human Capital = 167
  • Financial Capital = 80
  • Natural Capital = 65
  • Political Capital = 39
  • Social Capital = 20

Success Stories
Strengths

• Affordable means of assisting communities in beginning steps of strategic planning.

• Holistic assessments – looks at the community economically, environmentally and socially.

• A process a rural community can make happen.
Challenges

Community Engagement

• Community Involvement
• How to get the word out
• Assessment fatigue
• Lack of community capacity (real or perceived)
Overcoming Challenges
Overcoming Challenges

"There are plenty of difficult obstacles in your path. Don't allow yourself to become one of them."

- Ralph Marston
What we’ve learned

• Over 15 years of community assessments
  • 82 communities
  • 6 county wide
  • 40 follow up assessments
  • 3 specialized
# What we’ve learned

<table>
<thead>
<tr>
<th>Top Ten Major Themes</th>
<th># Communities</th>
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<tbody>
<tr>
<td>Services</td>
<td>126</td>
</tr>
<tr>
<td>Beautification</td>
<td>87</td>
</tr>
<tr>
<td>Planned Growth/Preservation</td>
<td>83</td>
</tr>
<tr>
<td>Community</td>
<td>78</td>
</tr>
<tr>
<td>Economic Development</td>
<td>72</td>
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<tr>
<td>Facilities</td>
<td>71</td>
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<tr>
<td>Infrastructure</td>
<td>71</td>
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<td>Housing</td>
<td>70</td>
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<tr>
<td>Recreation</td>
<td>65</td>
</tr>
<tr>
<td>Employment</td>
<td>58</td>
</tr>
</tbody>
</table>
What’s next?

Here’s what we know:

- Statewide themes
- Recurring themes

• **Mission:** To provide tools to help communities be successful in the areas of common struggles with a team that can provide resources, information and a map to lead to action.
What’s next?

Toolkit

• Multidisciplinary Team
  • WBC
  • UW Extension
  • WY Assoc. of Municipalities
  • WY Economic Development Assoc.
  • USDA Rural Development
• Pool resources and knowledge
• Working on the process currently
What’s next?

Housing

• Added to team
  • WY Community Development Authority
  • WY Housing Network
  • WY Chapter of the National Assoc. of Housing and Redevelopment Officials
  • WY Realtors Assoc.
  • HUD
What’s next?

• Identify the gap
  • What is the exact nature of the problem?
  • WHY?

• Design the process
  • Resources?
  • Success stories?
  • New models?
  • Asset Mapping?
  • Asset Based Community Development?
  • Can we duplicate this in other toolbox areas?
THANK YOU

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www.wyomingbusiness.org
WyRDC
Community Assessment Program

and

UW Extension
(Duane’s World--Aspirations)
• Participation
• Applied Research
• Program Development and Collaboration
WyRDC Community Assessment Program and UW Extension (Duane’s World--Aspirations)

- Training—Housing Study
- Clues Project
- Youth Entrepreneurship
Wyoming Rural Development Council

WyRDC Community Assessment Program and UW Extension (Duane’s World--Aspirations)
WyRDC Community Assessment Program and UW Extension (Duane’s World—Aspirations)

• Wyoming Business Council—Toolkit Project
• Clues Project—pending
  • Board Support
  • Designing Launch/Marketing Approach
• Youth Entrepreneurship—NE Ext. ESI/CC
WyRDC Community Assessment Program and UW Extension (Duane’s World--Aspirations)

- Engagement
- Action
- Impact (Success)
Extension’s Role in Idaho Community Reviews

Lorie Higgins
UI Extension Community Development

- ICR offers:
  - Opportunity to network with residents, agencies and organizations across the state
  - Identify community needs first hand
  - Develop programs in partnership
  - Add value to existing efforts
16 Reviews – Listening Session Co-Lead for 13 Reviews

- Kuna – 2005
- St. Maries – 2006
- Kamiah – 2008 (first listening sessions)
- Bonners Ferry – 2010
- New Meadows & Silver Valley – 2011
- Glenns Ferry; Lapwai/Nez Perce Tribe & Driggs – 2012
- Grand View; Dubois & Sandpoint – 2013
- Aberdeen – 2014
- Preston – 2015
- Cascade - 2016

- 1st Review in 2003: Emmett
Roles

- Design and Co-lead Listening Sessions (and co-write that section of the report)
- Ad Hoc Steering Committee
  - Planning conference calls & strategic planning
- Engage county Extension faculty; other University faculty – students
- Re-design town hall meeting format
- Design & implement follow up program: Community Coaching for Grassroots Action
- Recruit communities
Focus on Community Engagement

Name: _______________________
Phone Number: __________ Email: ______________

From cooking and construction to gardening or graphics—please tell us about your skills and knowledge. Think of a time you contributed to a school, church or community project. Think of a time you helped or taught someone else and what made that possible.

Skills/Knowledge:

________________________________________

Helping/Teaching example and what made it possible:

________________________________________
Community Coaching for Grassroots Action (CCGA or SeeSeeGa)

- Emmett
- Meadows Valley
- Lapwai (Lapwai Community Action Team)
- Aberdeen (Aberdeen Community Action Network)

1. Help existing organizations work more effectively together
   OR
2. Start from scratch (where there are no community development groups)
   - Asset / Strengths Assessment
   - Community Vision
   - Form Action Teams
   - Action / Work Plans
   - Coaching & Capacity Building
Town Hall Meeting Re-Design

← From

→ To
From Listening Session to Facilitated Brainstorming

**Listening Session**
- Four stations
- Participants rotate every 15 minutes and provide input *(what do you want? What are the assets and challenges?)*
- Communication is primarily from individuals to visiting team members
Facilitated Brainstorming

- Listening Session summaries
- Participants self-select into one of three focus areas
- Opportunity to add input
- Break into groups of two – four to develop newspaper headlines that reflect desired future for the community
- Report out
- Sticky dot voting

Cascade Farmers Market Supports Youth Entrepreneurs
- Provides Space & Marketing
Next Up: Research & Extension Proposal to USDA: Wy, Id & Mt?

- Indicators of success
- Evaluation protocol
  - Follow-up surveys
  - Ripple Effects Mapping
- Student internship
- Resource database
- Community project funding
- Community Coaching/Next Steps
- Listening Session Re-Design?

Thank you!