



# Welcome!

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# Goals

- Widen perspectives of sustainability
- Provide resources suited to sustainability planning and project implementation
- Realities of working in Rural Communities
- Introduce the Community Capitals Framework (CCF) and its role in sustainability
- Provide an example a Kansas sustainability project
- Ask you to use the CCF in a sustainability project scenario and share your group's input

# Kansas PRIDE = Volunteer Community Improvement

- Kansas PRIDE assists communities with their grassroots efforts to improve the quality of life in Kansas communities.
- The goal of PRIDE is to help maximize community and economic development efforts by encouraging all groups to coordinate and work collaboratively for community betterment.
- The program is 40 years old, has worked with more than 400 communities, and is currently assisting 70 Kansas communities



# PRIDE Program Partnership

The PRIDE program is a partnership between three entities in Kansas:

- Kansas Department of Commerce
- Kansas State University Research and Extension
- PRIDE, Inc. the non-profit Board that raises funds to support communities' goals with grants and provides recognition of communities' achievements

Supports the Healthy Ecosystems-Healthy Communities (HEHC) natural resource planning program



# Sustainability + Sustainability

Two aspects of SUSTAINABILITY:

1. Create programs that will sustain itself
  - Stays in existence (and)
  - Maintains functionality (and)
  - Enduring: remains healthy, vital, resilient, (and)
  - Creatively adapt to changing conditions over time
2. Implement a change in the built environment
  - Improves quality of life using less natural resources (and)
  - In harmony with human needs (and)
  - Is ecologically friendly, supports natural resource health

# Funding Opportunities for Sustainability Planning and Projects

- Kansas PRIDE: Partners in PRIDE (PIP), \$2000 grants for new community improvement initiatives with long-term impacts: <http://www.kansasprideprogram.ksu.edu/pride/>
- Kansas Dept. of Commerce:  
<http://www.kansascommerce.com/>
  - Small Community Improvement Program (SCIP) grant: less than 5000 pop. match through sweat equity and volunteerism, up to \$125,000 for arts, parks, restrooms, etc.
  - Community Capacity Building or CCB grants: support collaborative community development ***planning activities*** in cities or counties under 50,000 pop. up to \$25,000



# Funding Opportunities

Dept of Commerce con't:

- Community Development Block Grants (cities and/or counties):
  - Annual Competitive: supports various community improvements, water and sewer, housing rehabilitation, and neighborhood revitalization works
  - Urgent Need: fix “emergency created” health /safety issues
  - Economic Development: gap financing to assist with new business coming to town, some repayment required;
  - Kansas Small Towns Environment Program (KAN STEP): infrastructure improvement in cities of any population—water, sewer, public building needs;
  - Neighborhood Stabilization Program (NSP)



# Funding Opportunities

- Kansas Sunflower Foundation: trails to increase health of community residents
- Jones Foundation: support projects for youth in Coffey, Lyon, and Osage counties
- County/community/private foundations
- Federal Sources of funding for Sustainability:
  - USDA = Business Development, Energy, and Infrastructure
  - HUD =Regional Planning Grants, Challenge Grants
  - DOT=TIGER grants, Fed Transit Authority funding





# Realities of Rural Communities

## Glass half empty considerations:

- Declining populations
- Declining financial and natural resources and infrastructure

## Glass half full considerations:

- Highly motivated citizenry and local governments
- Usually less “red tape” involved to get things done



# Sustainability in Rural Communities

Small population = less tax dollars for governing, maintaining the community, and community improvement projects.

- Volunteers are very important to getting things done in communities (PRIDE)
- Outside funding is often needed to support significant built community improvement projects (grants)
- Projects that offer “more for the money” making the most of volunteer s’ time and community resources =

# Community “Capitals”

- “Old” reference was to economy and financial investments
- “New” reference is to a resource or an asset that can be:
  - Used
  - Invested, or
  - Exchanged

**To create new resources  
or enhance existing  
community resources**

\*Cornelia and Jan Flora, with Susan Fey, developed the idea of the Community Capitals Framework (CCF) as a tool to analyze how communities work (2004)



# CCF and Sustainable Communities

SUCCESSFUL communities support and invest in the following resources:

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



# Benefits of using the CCF

- CCF group with Mary Emery (2006) applied the CCF to community development
  - Identify resources and activities of local economy
  - Mobilize variety of resources to address issues
  - Expanded opportunities to diverse stakeholder groups
  - Multiple asset “accounts” represented capacities to store strengths, skills, opportunities, and other resources the community could draw upon
  - And when used WISELY it created new resources and strengthened multiple community asset “accounts”.



# Community Accounts/Capitals

- Human: the “PEOPLE” account--the skills, knowledge, leadership capabilities, wisdom, and information present in citizens of the community
- Social: the “NETWORKING” account—the close bonds among families and friends, and the loose bonds to other organizations, government representatives, etc.
- Financial: the “MONEY” account—funding, credits, grants, tax revenue, etc.
- Built: the “INFRASTRUCTURE” account—homes, roads, schools, hospitals, communication, drinking water, sewer, businesses



# Community Asset Accounts (2)

- Cultural: the “VEIWS/TRADITIONS” account—represents the way we do things in a community—our habits and attitudes—dances, stories, food, and connections (unify and guide youth, attract tourism)
- Natural: the “ENVIRONMENTAL” account—represents the ecosystem in which the community lives and depends on for water, food, and quality of life: beauty, recreation, income, etc.

# Healthy Ecosystems – Healthy Communities Program

A community natural resource planning program (within PRIDE designed to help communities protect their natural resources, through a process of:

1. citizen engagement
2. assessment and evaluation of their natural, built, and cultural assets, and
3. goal setting and planning to sustain those resources

The process included outside, impartial, facilitation and funding to initiate a community-selected project identified in their natural resource planning work

***<http://www.communityecosystems.org/welcome.htm>***





# HEHC Water Quality Focus

Funded through U.S. EPA Clean Water Act Non-Point Source (NPS) Water Pollution funds to protect quality of *surface and ground waters*

- Communities receive funds to conduct HEHC public meetings and for events increase public awareness of water quality issues and solutions.
- \$5000 mini-grant to implement a “community-appropriate” water quality project identified and selected by the community as a result of their HEHC work.



# Healthy Communities

What makes a “healthy” community?

- Healthy Economy = jobs = financial = enough businesses and industries to support citizens (status quo) or new community development
- Healthy infrastructure = roads, sidewalks, parks, drinking water, sewer, storm drainage, public lighting, civic centers or public spaces, medical services, emergency response (fire, ambulance)
- Citizens: for jobs, for local government, social networks, schools, cultural events
- Natural resources = WATER, income producing assets, quality of life assets = **are part of an Ecosystem**



# Healthy Ecosystems

Components of a healthy ecosystem include:

- Sunlight (energy source)
- Living organisms (producers, consumers, decomposers; predator/prey)
- Nonliving things (land forms, water sources, soil, rocks)
- Dead organisms (food, nutrients)
- Natural boundaries (set by the living and nonliving things within the area)



# HEHC Process

- Public meetings to communicate process, goals, and objectives to all citizens and establish community values and visions for natural resources
- Six assessments to help develop natural resource knowledge and expertise within the community: wildlife, native plants, water, local land uses, infrastructure, and historic/cultural assets
- Planning Meeting—Reviewed Comm. Values and Visions, A-teams reported top findings to community, and community used information to identify and prioritize goals and plans for their resources



# HEHC Process

- From Goals and Plans, community identified projects and/or activities most suitable for their community's water quality mini-grant.
- Community was asked to apply the CCF to the Top 3-4 projects
  - Showed projects which offered the greatest benefits to other community capitals
  - Expanded project scope and scale of community benefit and impact
  - Created opportunities to expand stakeholder involvement, resources, and funding



# Sustainability project or activities

- Melvern, KS, 450 pop. wanted to build hiking biking trails on 40 acres of community land along a river;
- Using the CCF they identified the following opportunities and grants to expand the capacity of their project
  - Use as a natural area for youth outdoor/environmental education (\$10,000 grant)
  - Stabilize and widen part of trail to enhance social benefits, and to prolong trail construction (Sunflower grant, \$9250)
  - Build public restroom for human comfort and to protect environment, and



# Melvern, KS con't

- Build shelter house for students/trail users –part of SCIP grant (\$42,000)
- Use trails for outdoor exercise program to reduce obesity and diabetes (\$6000)
- Use to draw new people to the community and generate income for trail maintenance
  - Haunted trails event
  - Geo-caching
  - Candlelight trails
  - Mountain biking race
- Created a new community group: Friends of the Trail that organize events and educational activities on the trail:



# Rossville, KS

- Built a rain garden to capture stormwater runoff from a public parking lot; increase infiltration and contaminants (\$7500 Service Learning Grant)
- Eliminated swamp with mosquitoes—drains within 24 hours; protect public health
- Created habitat for local songbirds, butterflies, and toads
- Incorporated local artist's work in butterfly houses
- Serve as a county demonstration/education site for public garden with native species—(\$3500 grant for signage) reduces water and pesticide use





# Apply CCF

- Community sustainability project scenario
- Consider and try to “work within” community specifics provided to come up with
- Brainstorm within your group to identify potential projects that would create benefits to the community capitals shown on your Project Scenario Sheet
- Discuss how these expansion ideas could be used to generate additional funds to expand, enhance, or complete your project.
- Identify opportunities created for new stakeholders to participate in project



# Share

- Report how your community used the CCF model to expand benefits to the capitals listed on your scenario
- We'll record for afternoon sessions
- Summarize the results of activity and relate to today's conference