

Community Heart & Soul™

— Guided by What Matters Most —

A Barn-Raising Approach to Community Wealth

New Partners for Smart Growth
St Louis, MO February 2, 2016

Alece Montez, Orton Family Foundation

Mimi Iijima, Pennsylvania Humanities Council

Chris King, Galesburg On Track

Jane Lafleur, Lift360 and Heart & Soul Coach

Strengthening leaders,
organizations and communities



ORTON FAMILY
FOUNDATION

A chalkboard menu board with a red wooden frame stands on a cobblestone patio. In the background, several people are seated at tables, and a brick wall is visible. The menu board is the central focus, displaying a list of topics in white text.

Menu

- Introductions
- Community Heart & Soul®
- Activities
- Experience from the Field
- Questions, Food for Thought

Who are you?



Conversation



People don't care to show up.

Who typically attends public meetings?

How are we hearing from the community?

Where is input gathered?

People are too busy to participate.

No time to get more input.



How do we reach everyone?



how do we keep our
somewhere
from becoming
anywhere?

Community Heart & Soul[®]

— Guided by what matters most —



We Love
The Friendly
People!



I Love The small
Town & friendliness
of Crawford people
The scenery & animals







character



traditions



heritage

places



culture



neighbors

future



1 Lay The Groundwork

4 Take Action

3 Make
Decisions

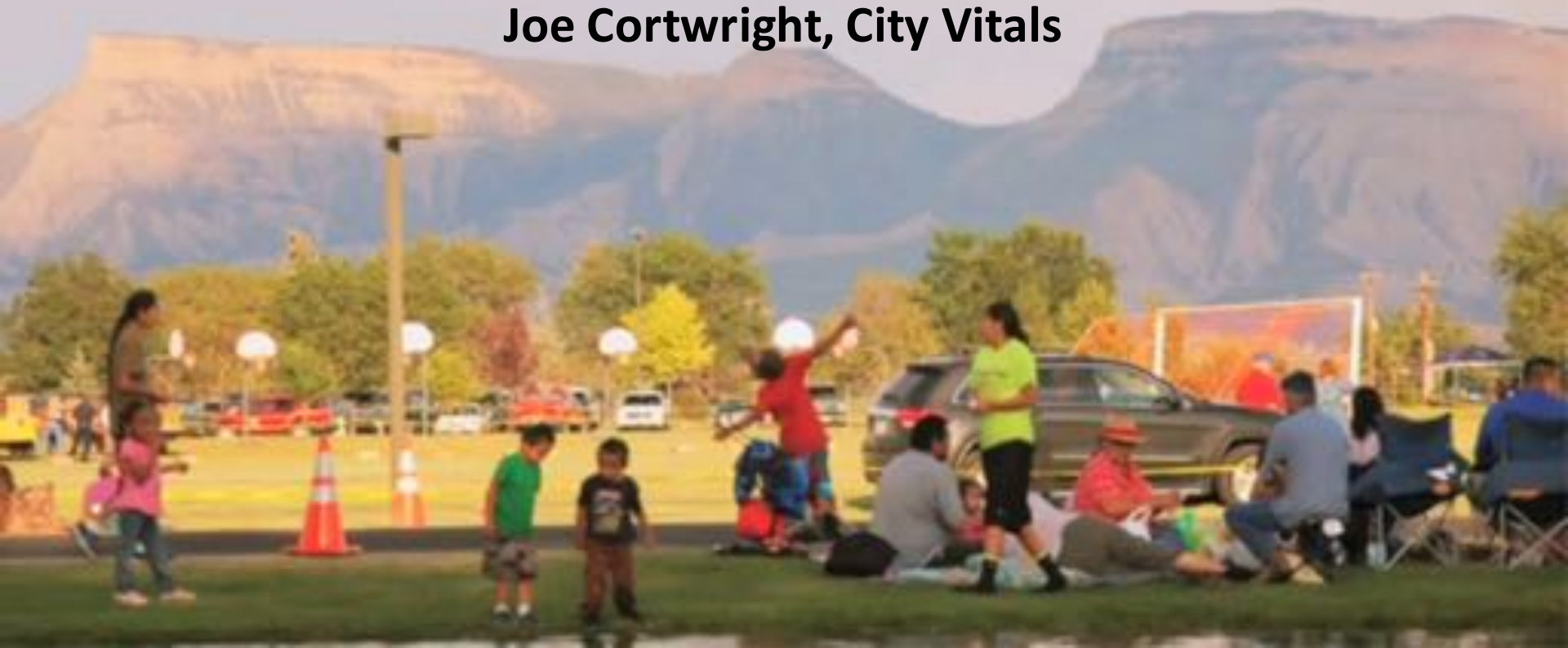


2 Explore Your
Community



**“The unique characteristics of place
may be the only truly defensible
source of competitive advantage
for communities.”**

Joe Cortwright, City Vitals



A Barn-Raising Approach to Community Wealth – Community Heart & Soul

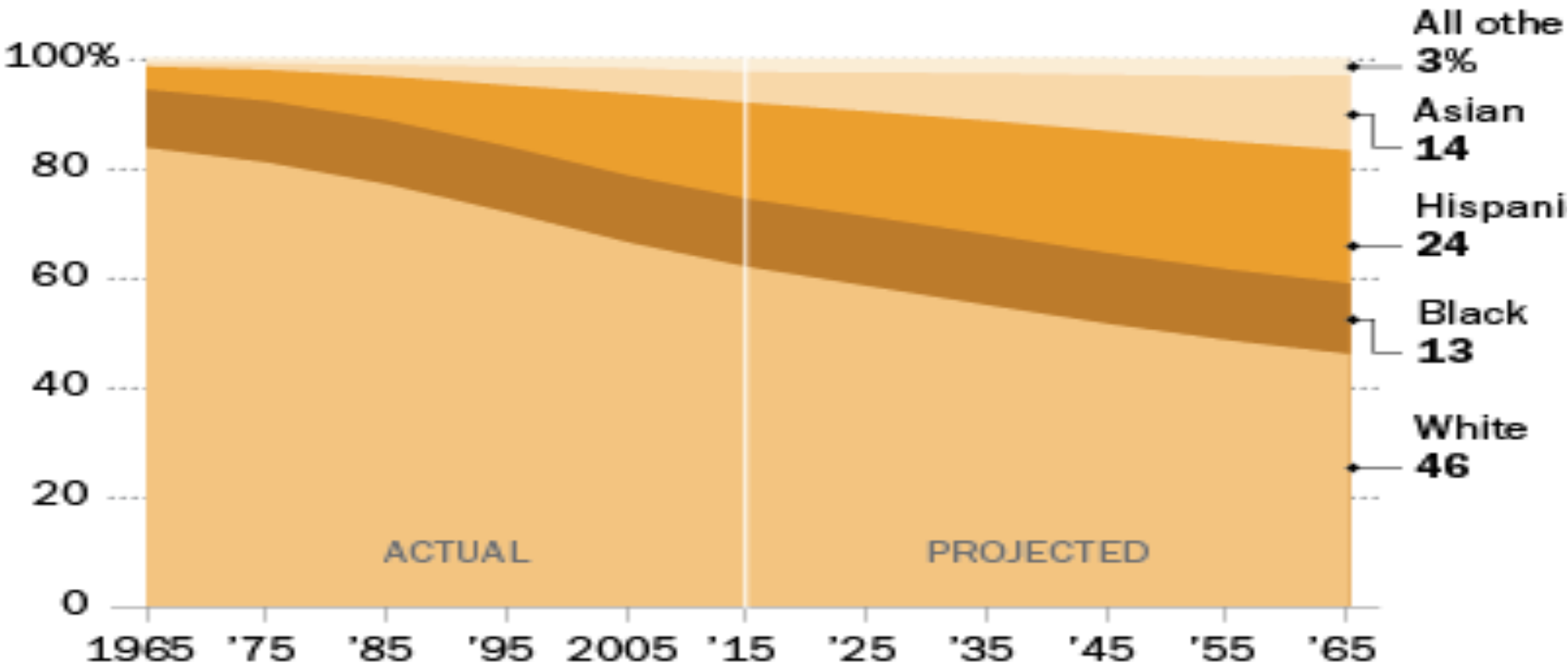
National Community Trends

Jane Lafleur
Lift 360 Senior Consultant
and
Heart & Soul Coach
#NPSG2017



The changing face of America, 1965-2065

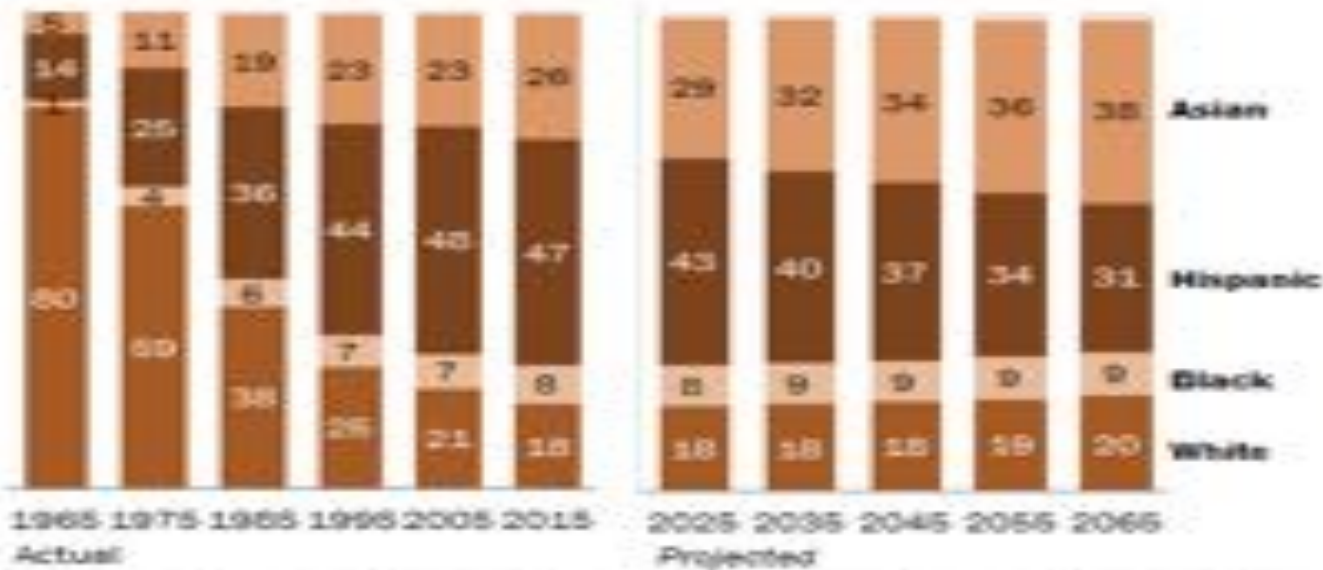
% of the total population



Asia has replaced Latin America (including Mexico) as the biggest source of new immigrants to the U.S.

Asians Projected to Become the Largest Immigrant Group, Surpassing Hispanics

% of immigrant population



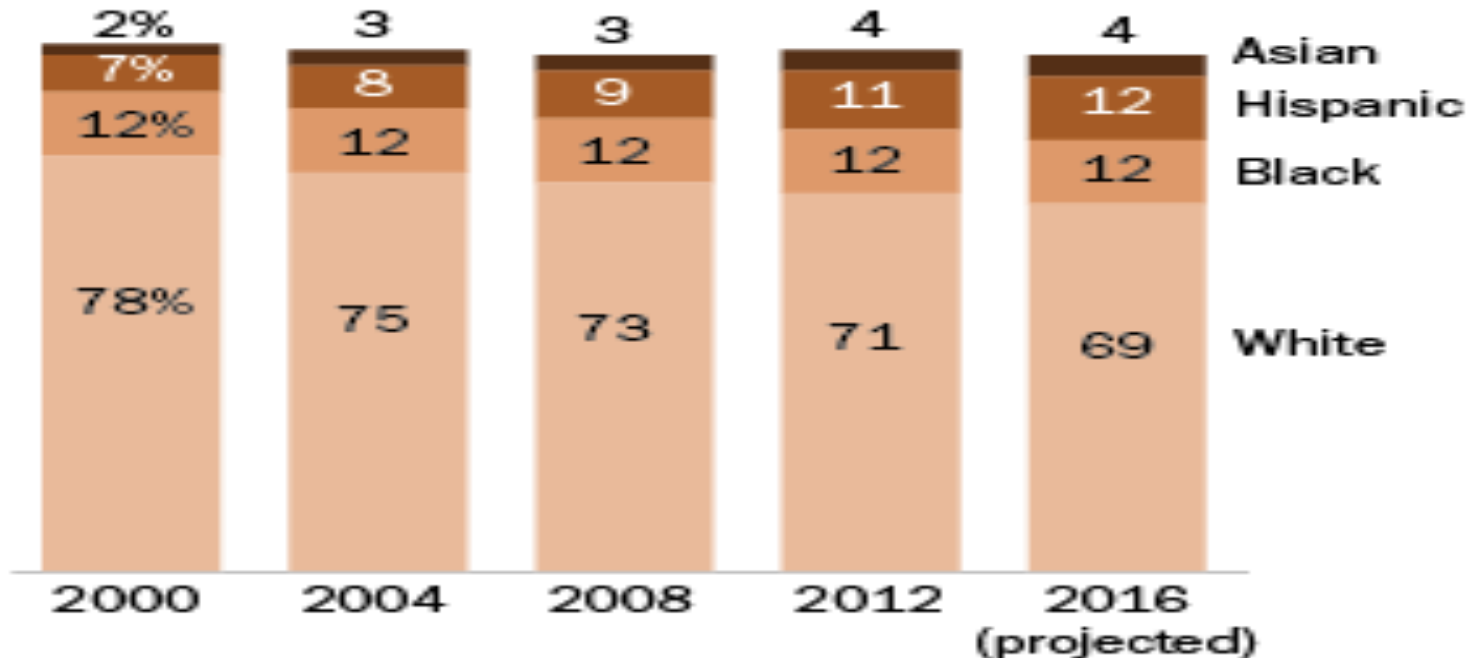
Note: Whites, blacks and Asians include only single-race non-Hispanics. Asians include Pacific Islanders. Hispanics are of any race. Other races shown but not labeled.

Source: Pew Research Center estimates for 1965-2015 based on adjusted census data; Pew Research Center projections for 2025-2065.

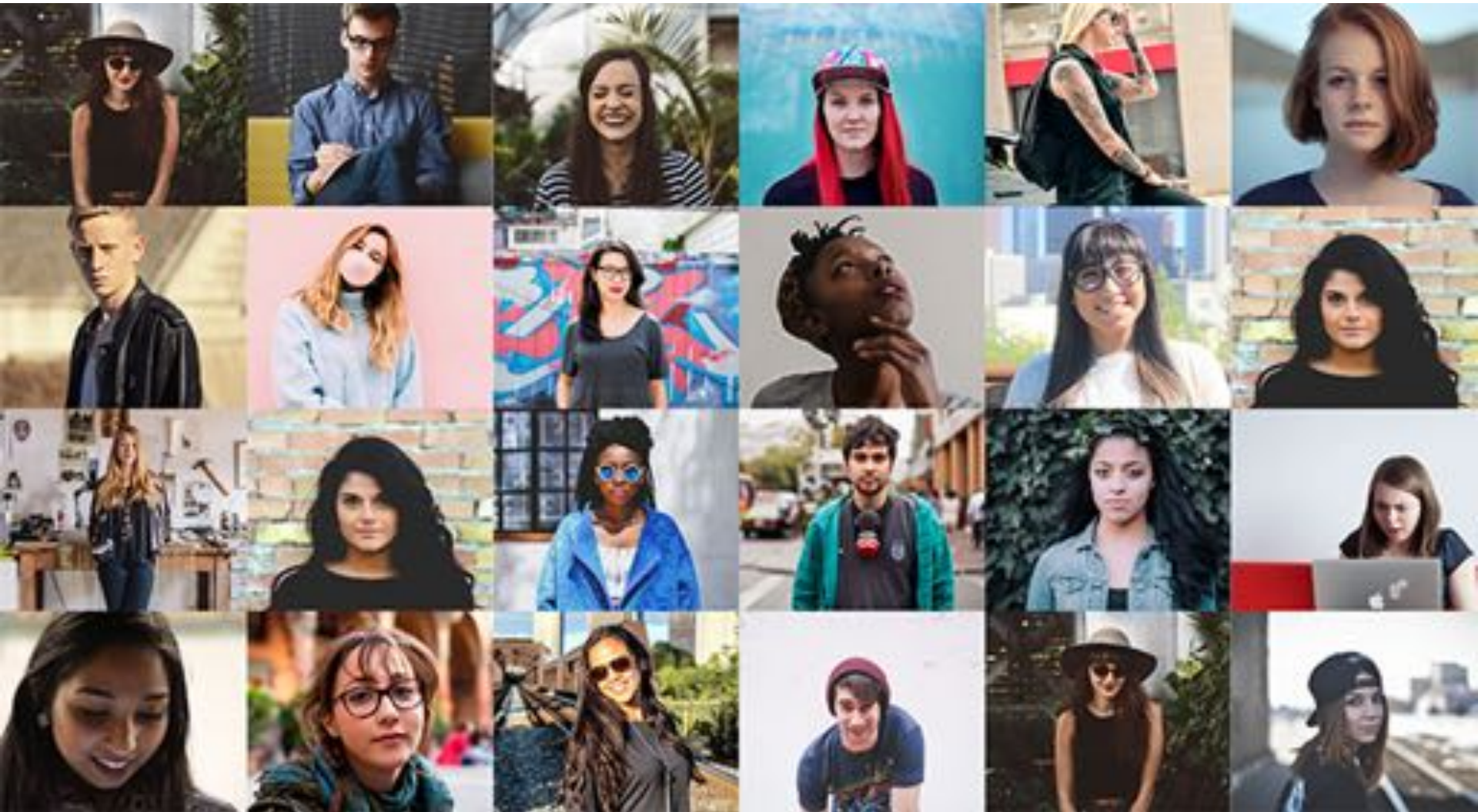
America's demographic changes are shifting the electorate – and American politics.

2016 voters most diverse ever

% among eligible voters



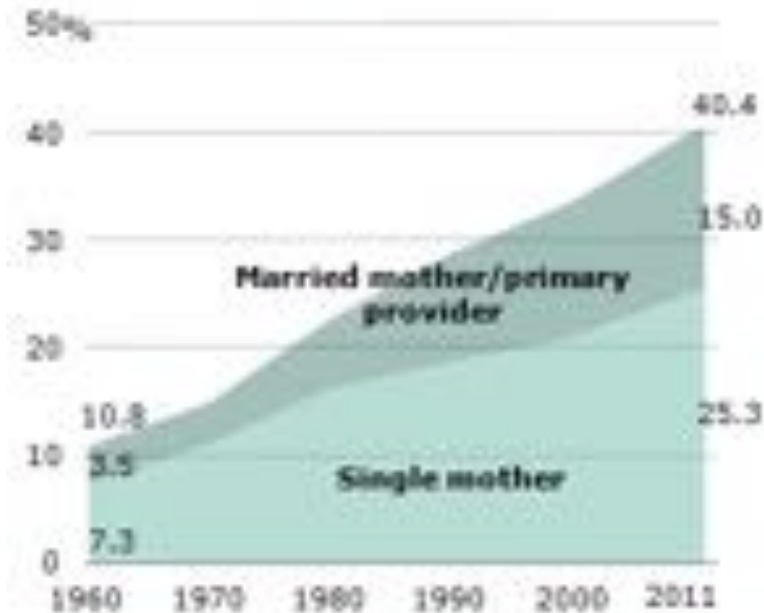
Millennials, young adults born after 1980,
are the new generation to watch.



Women's role in the labor force and leadership positions has grown

Mother as the Sole or Primary Provider: 1960-2011

% based on households with children under age 18



Note: Single mothers include mothers who are never married, divorced, widowed, separated, or married but the spouse is not in the household.

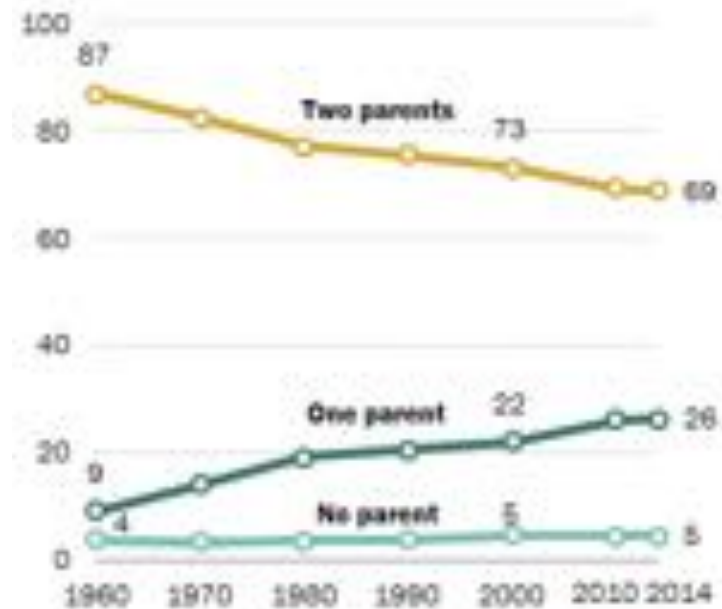
Source: Pew Research Center analysis of the Decennial Census and American Community Surveys (ACS) Integrated Public Use Microdata Sample (IPUMS) files

PEW RESEARCH CENTER

The American family is changing.

The two-parent household in decline

% of children living with ...



Note: Based on children under 18. From 1990-2014, a child living with cohabiting parents is counted as living with two parents. Prior to 1990 cohabiting parents are included in "one parent."

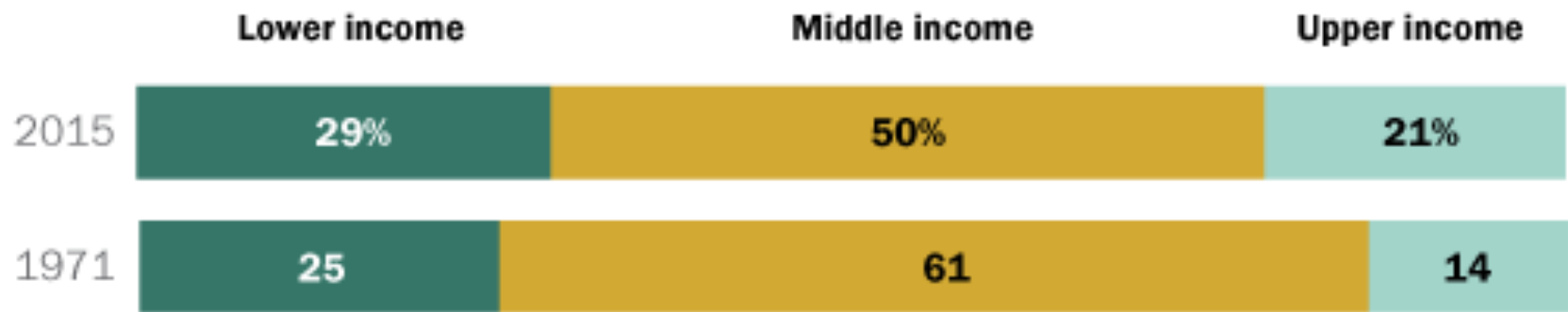
Source: Pew Research Center analysis of 1960-2000 Decennial Census and 2010 and 2014 American Community Survey (PLMS)

PEW RESEARCH CENTER

The share of Americans who live in middle class households is shrinking.

Share of adults living in middle-income households is falling

% of adults in each income tier



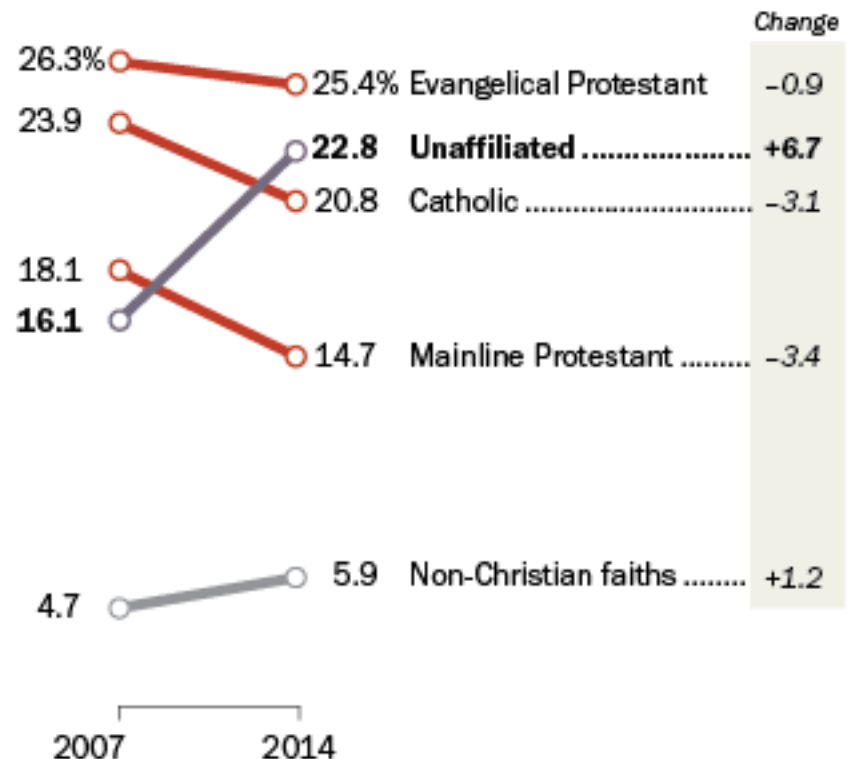
Note: Adults are assigned to income tiers based on their size-adjusted household income in the calendar year prior to the survey year

PEW RESEARCH CENTER

Christians are declining as a share of the U.S. population, and the number of U.S. adults who do not identify with any organized religion has grown.

Changing U.S. Religious Landscape

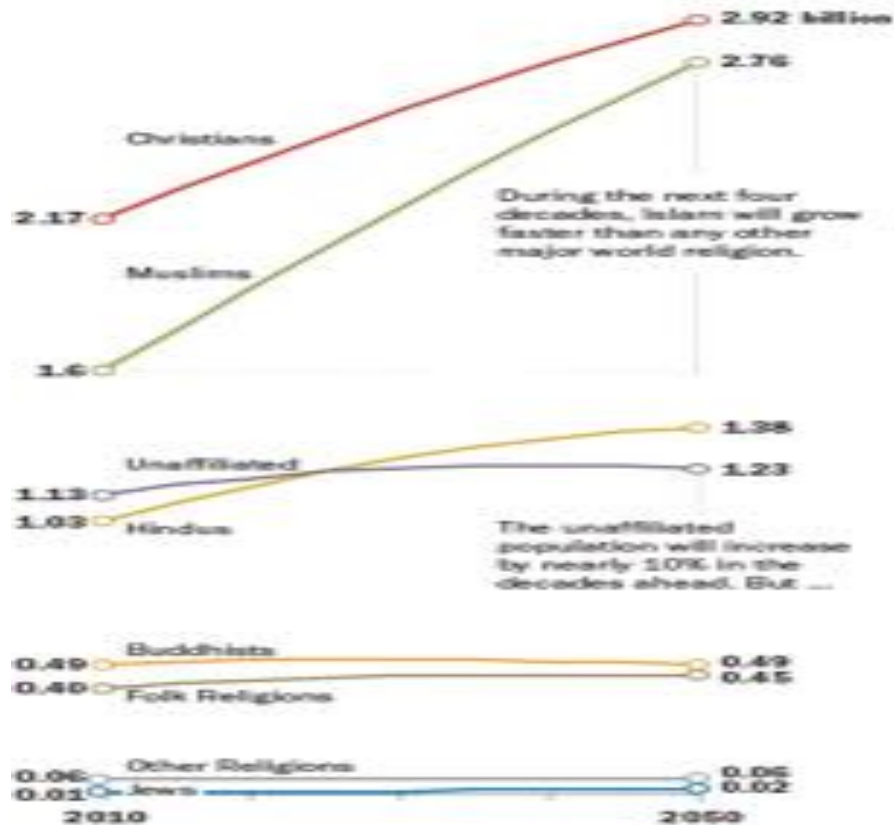
Between 2007 and 2014, the Christian share of the population fell from 78.4% to 70.6%, driven mainly by declines among mainline Protestants and Catholics. The unaffiliated experienced the most growth, and the share of Americans who belong to non-Christian faiths also increased.



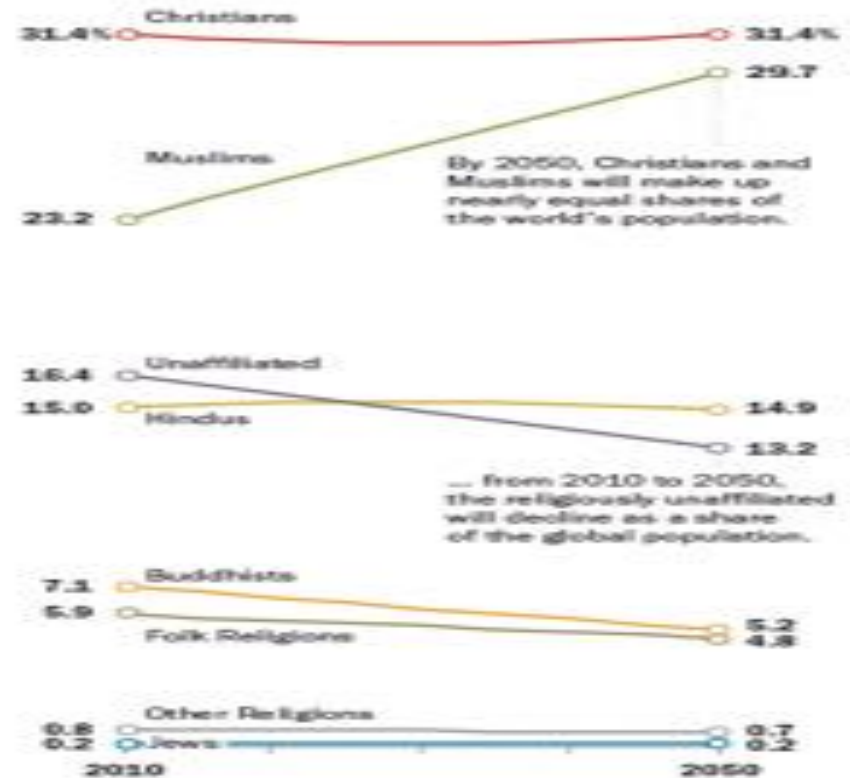
Source: 2014 Religious Landscape Study, conducted June 4-Sept. 30, 2014

The world's religious makeup will look a lot different by 2050:

Number of people, 2010-2050, in billions



% of global population, 2010-2050



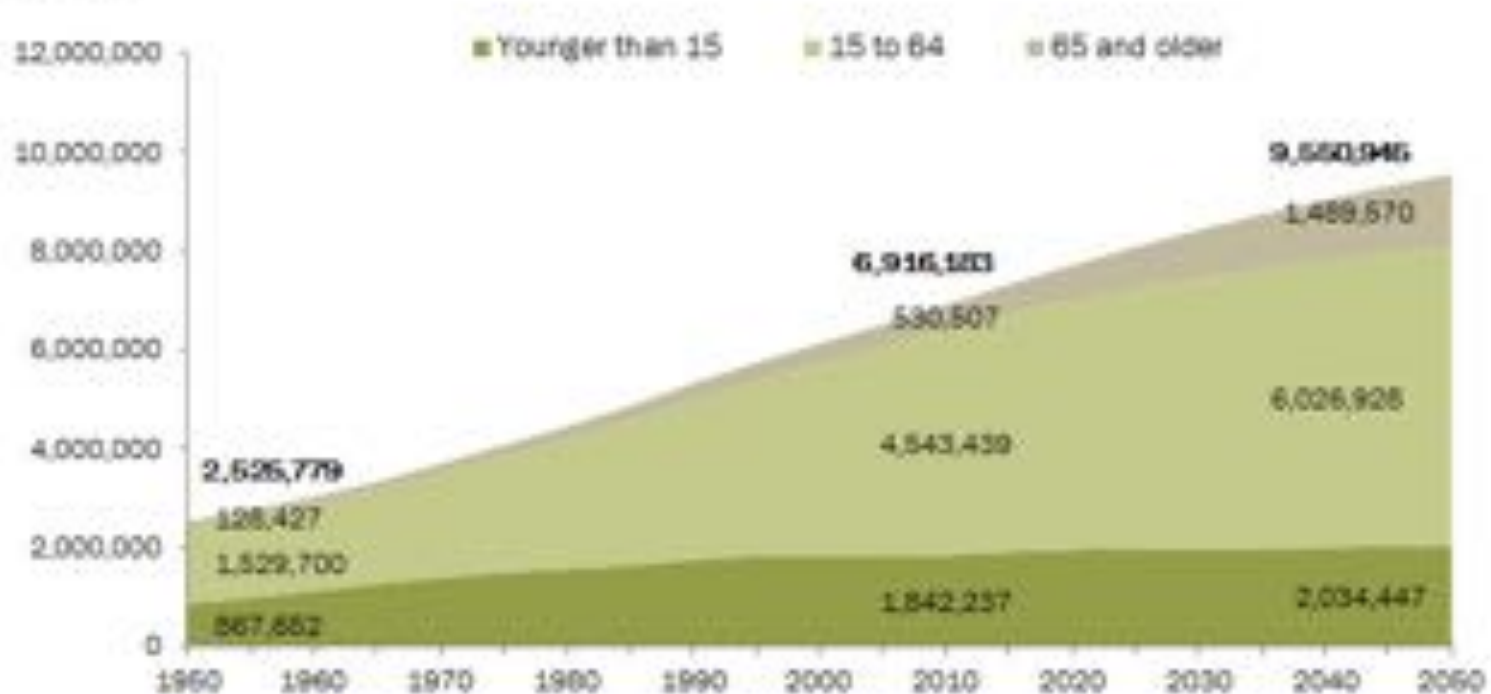
Source: The Future of World Religions: Population Growth Projections, 2010-2050

PEW RESEARCH CENTER

The world is aging.

Estimates of the Global Population, by Age, 1950 to 2050

Thousands

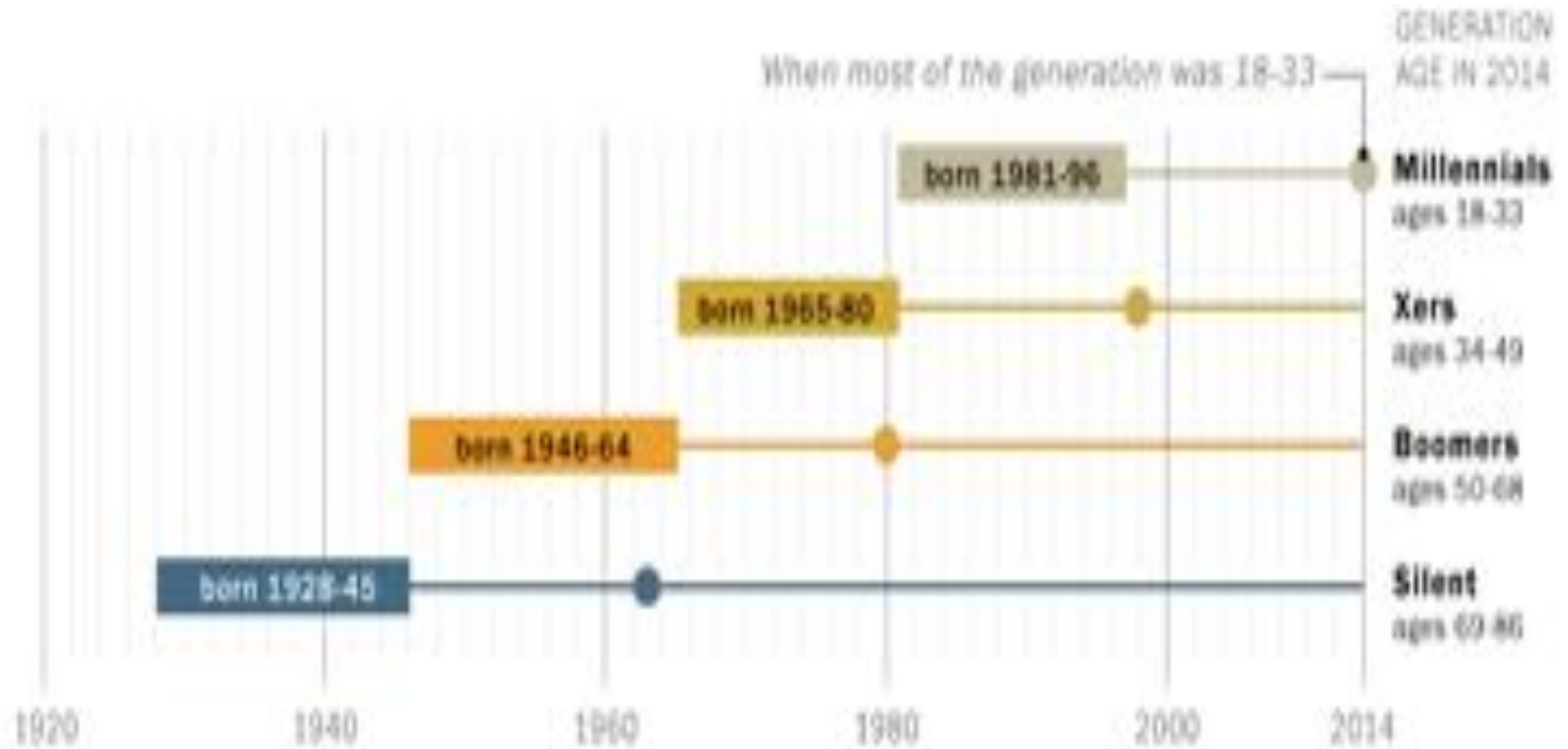


Source: United Nations, Department of Economic and Social Affairs, World Population Prospects: 2012 Revision, June 2013.

<http://esa.un.org/wpp/index.htm>

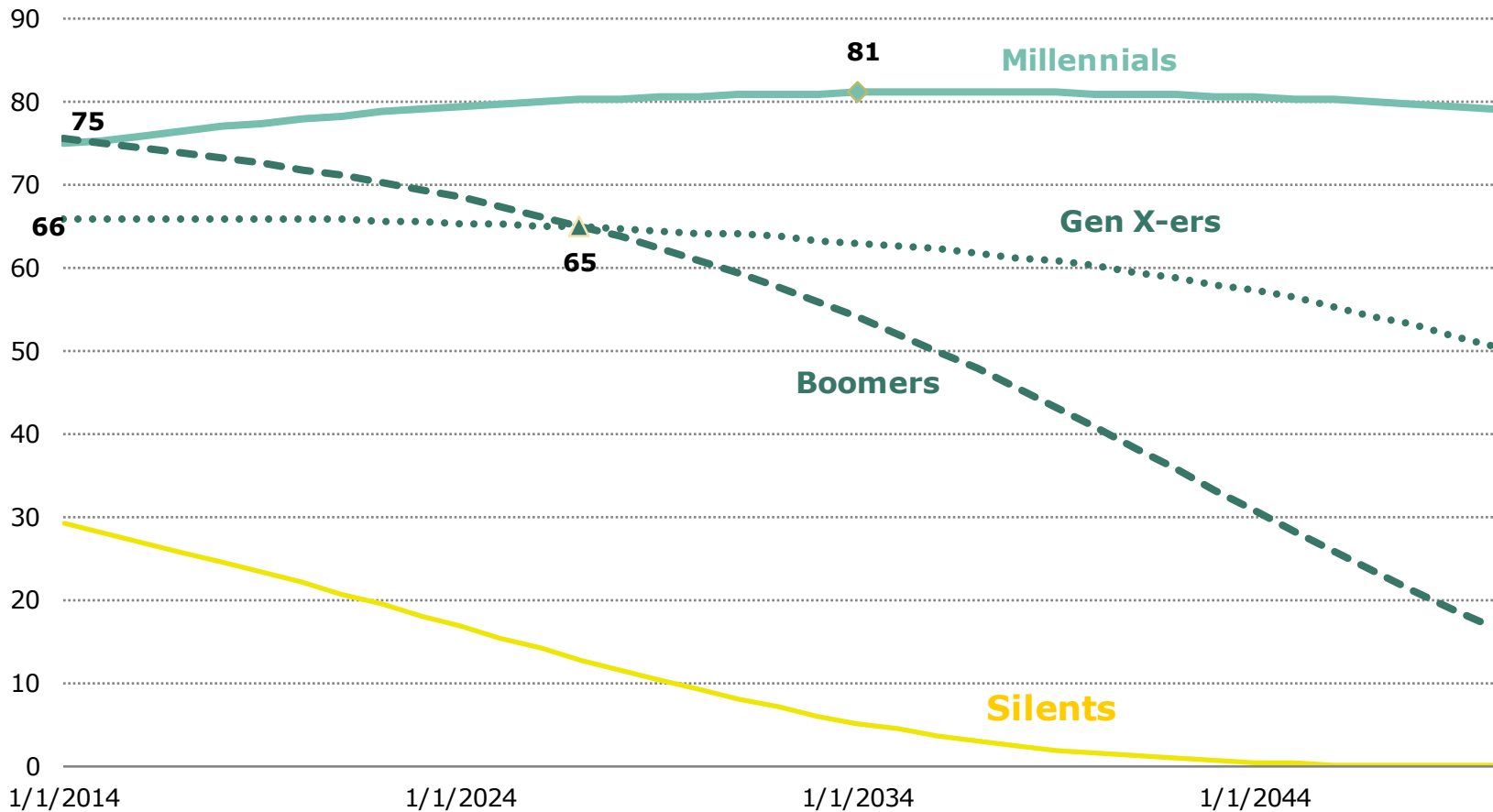
PEW RESEARCH CENTER

The Generations Defined



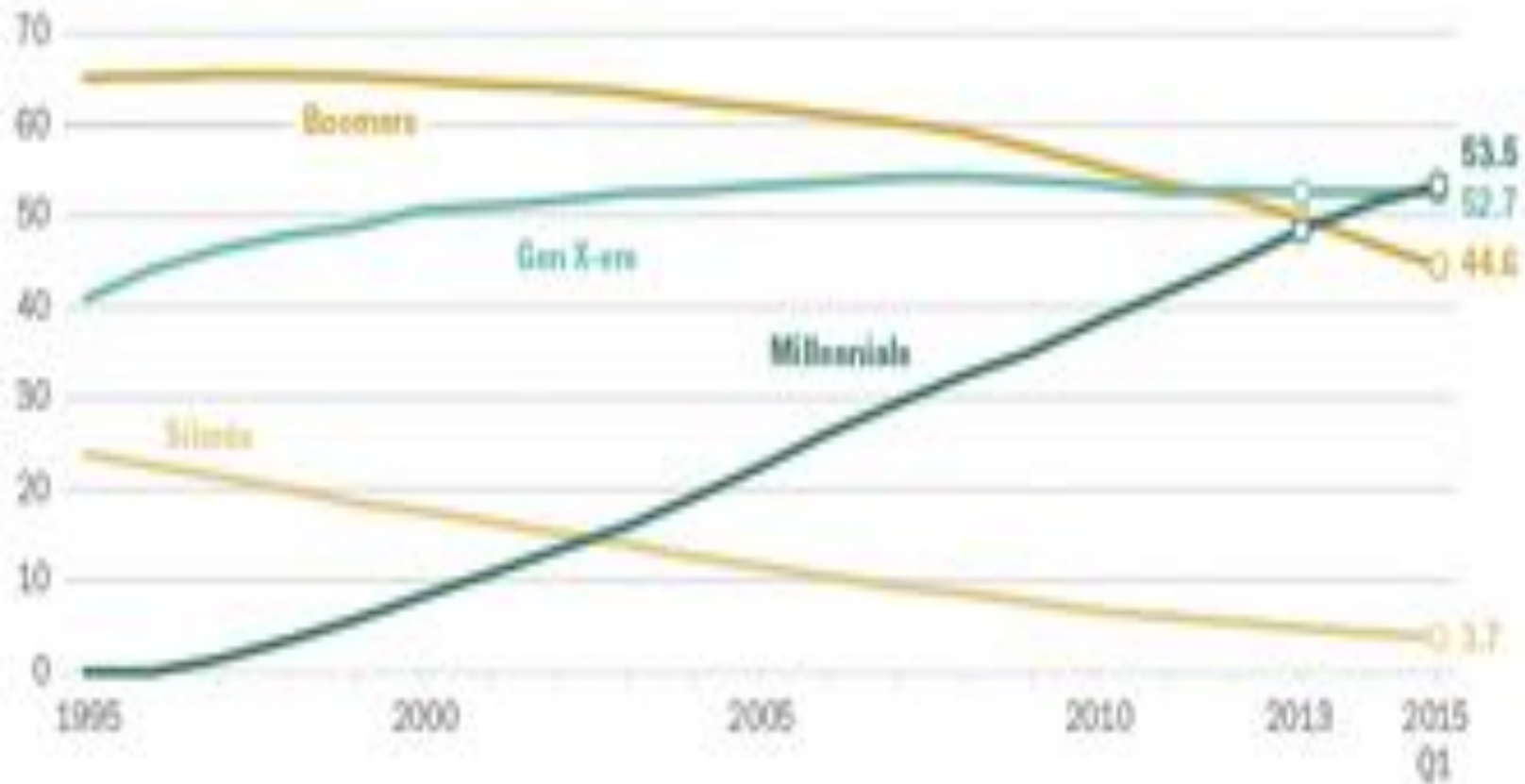
Millennials Overtook Boomers in 2015

• *Projected Populations, In Millions, 2014 to 2050*



Millennials Already Largest Generation in the Work Force

- *Labor Force, In Millions, 1995-2015*



Race and Ethnicity

Race and Ethnicity When They Were Ages 18-33



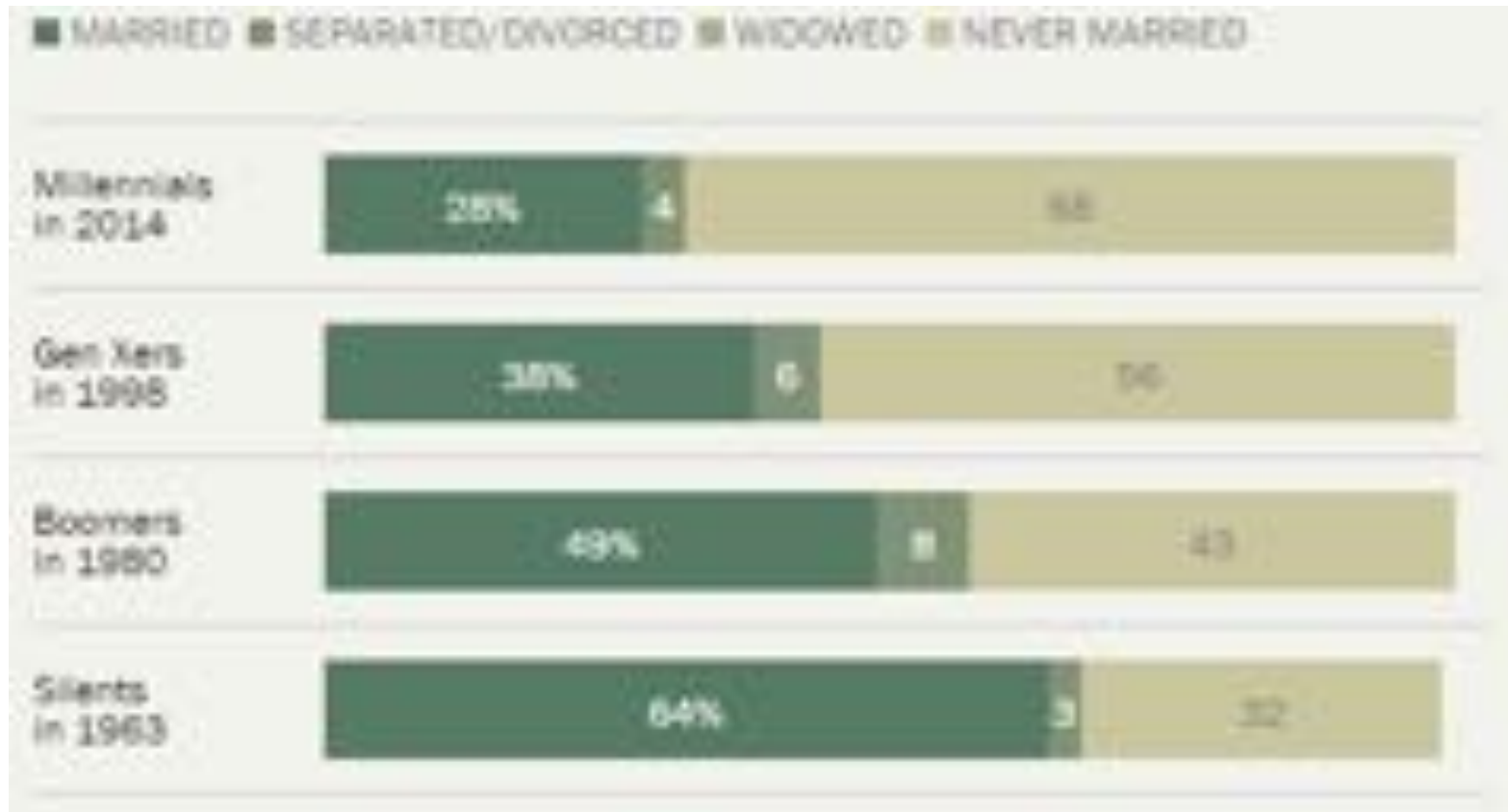
Veteran Status (Among Males)

Veteran Status (Among Males) When They Were Ages 18-33



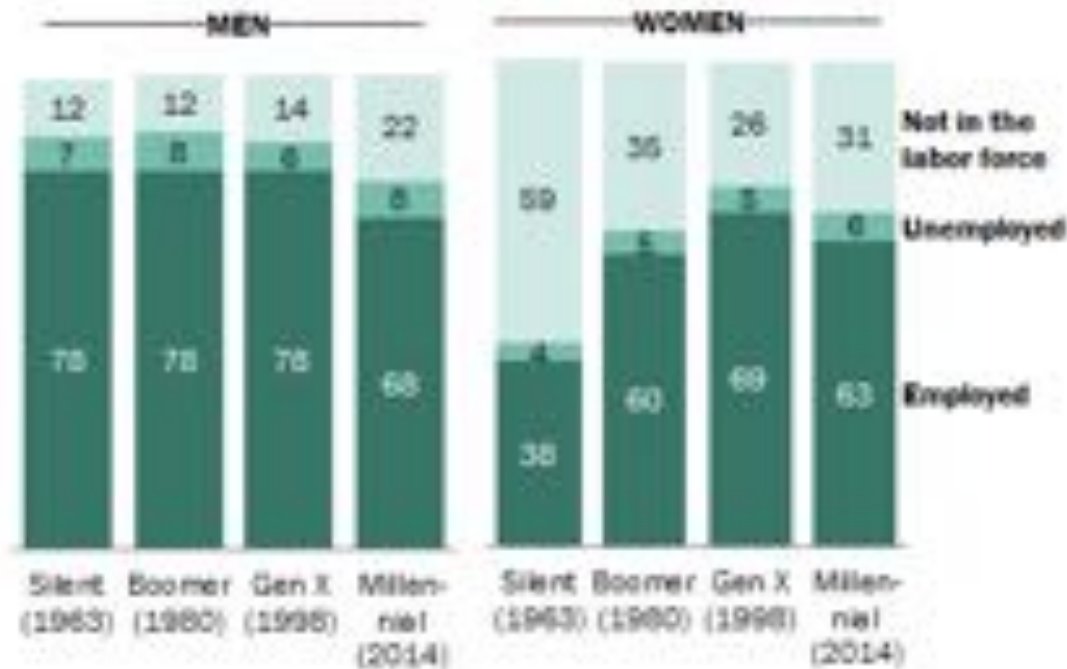
Marital Status

Marital Status When They Were Ages 18-33



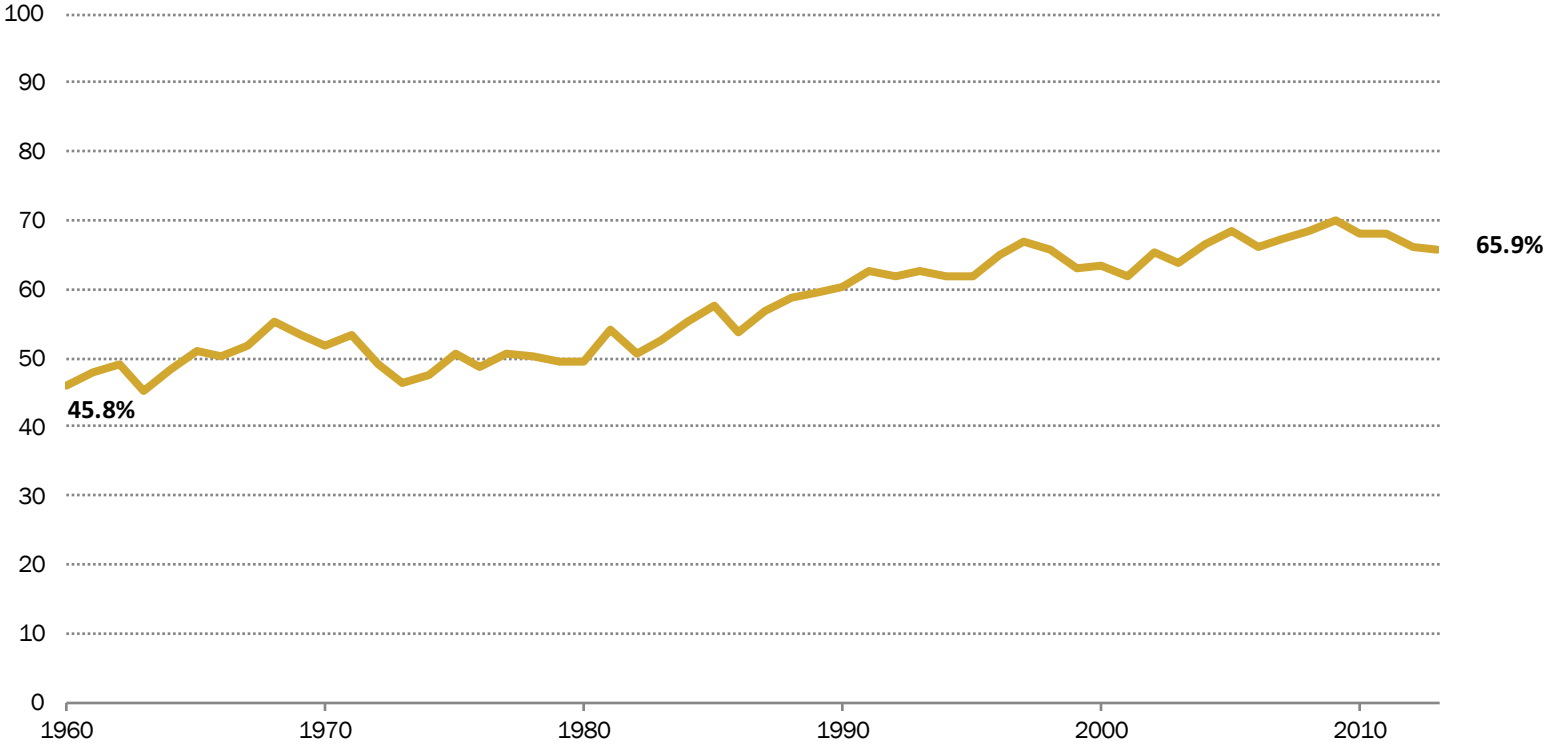
As Young Women, Silents Were About Twice As Likely as Millennials to be Out of the Labor Force

Employment Status of each Generation at Ages 18-33, by Gender (%)



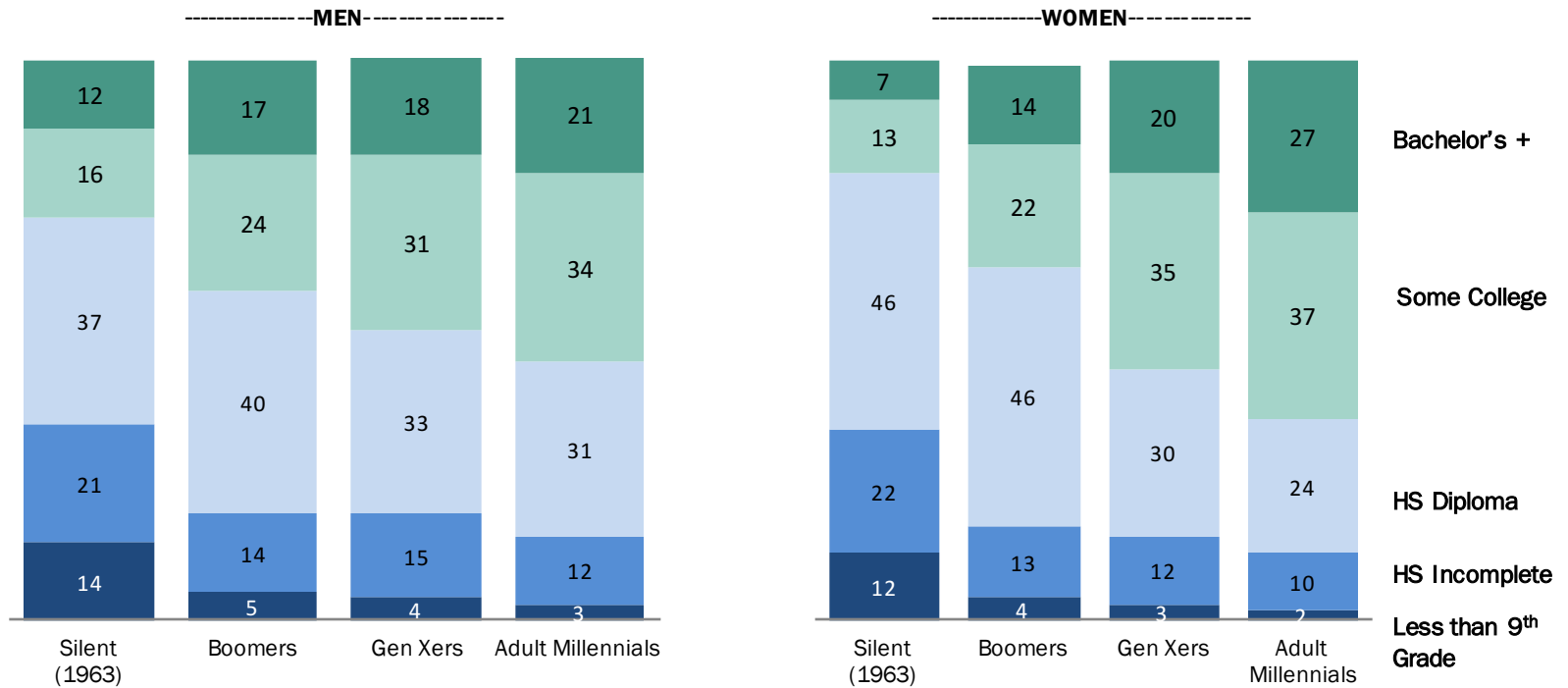
Immediate Enrollment in College

% of Recent High School Completers Enrolled in College



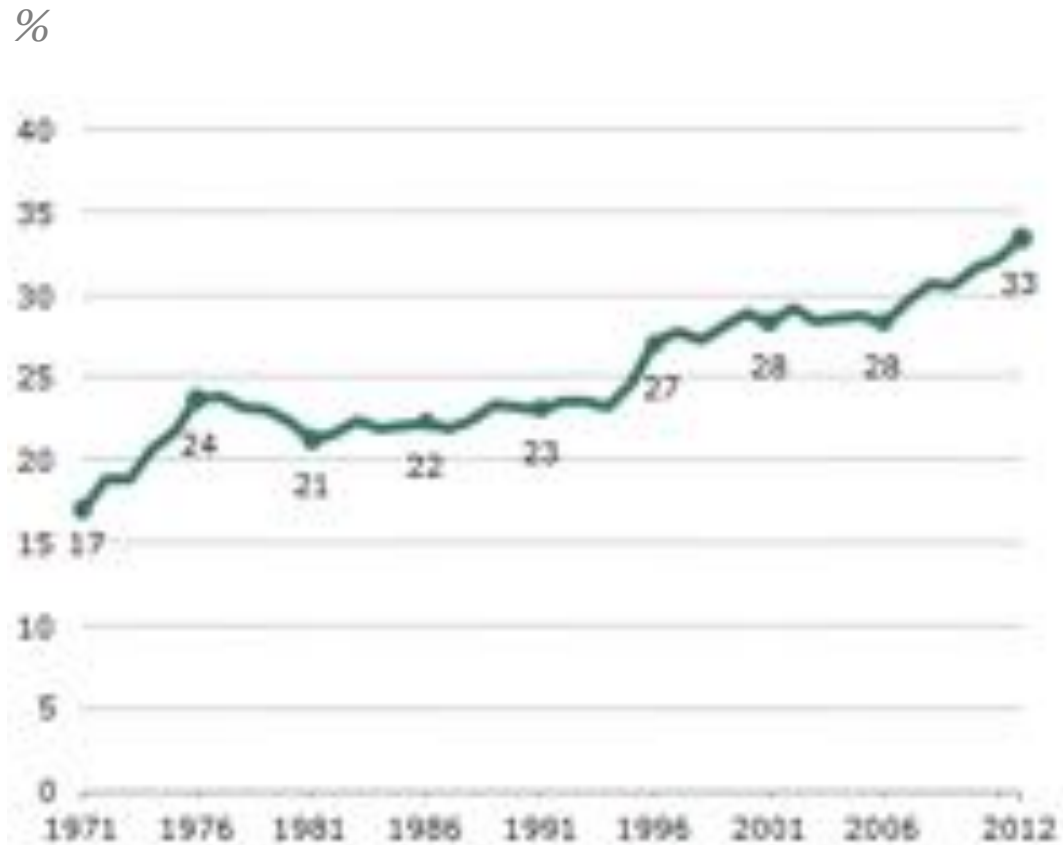
• Source: National Center for Education Statistics

Rising Educational Attainment



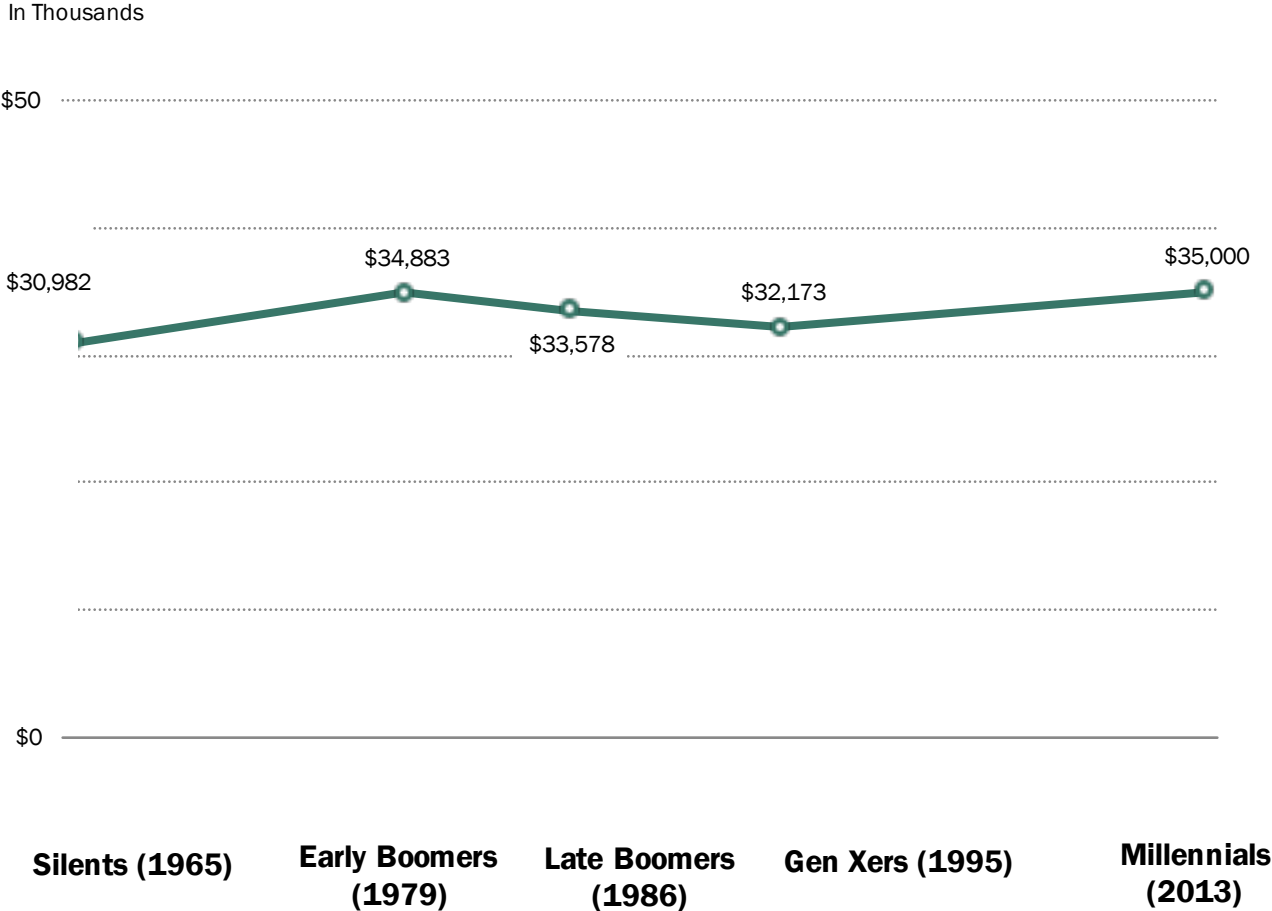
• Source: Pew Research Center tabulations of the March Current Populations Survey (1963, 1980, 1998, and 2014) from the Integrated Public Use Microdata Series (IPUMS)

Share of 25-29-Year-Olds Completing Four-Year College Degrees, 1971-2012



Median Annual Earnings of 25- to 32-Year-Olds Have Remained Flat

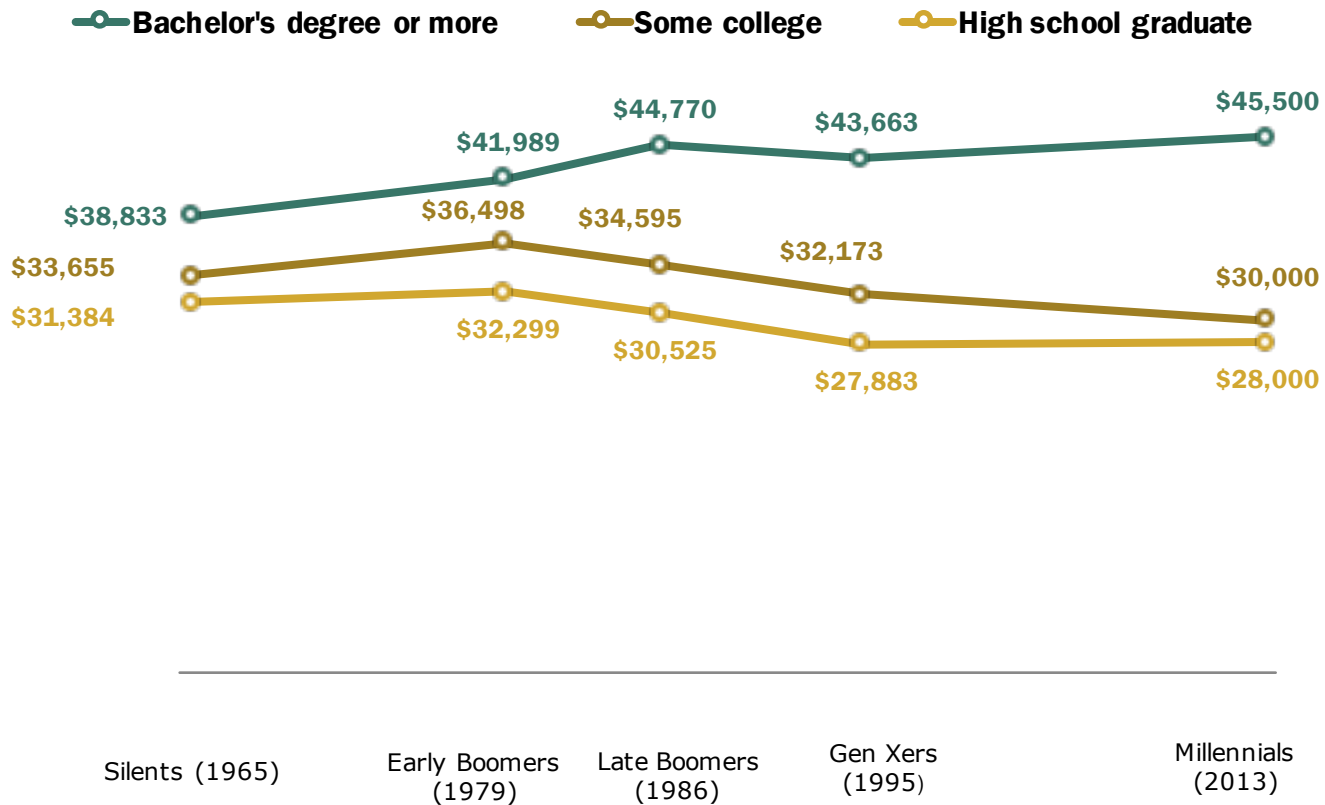
Among Full-Time Workers, in 2012 Dollars



Source: Pew Research Center tabulations of the March Current Population Survey (CPS) Integrated Public Use Micro Samples

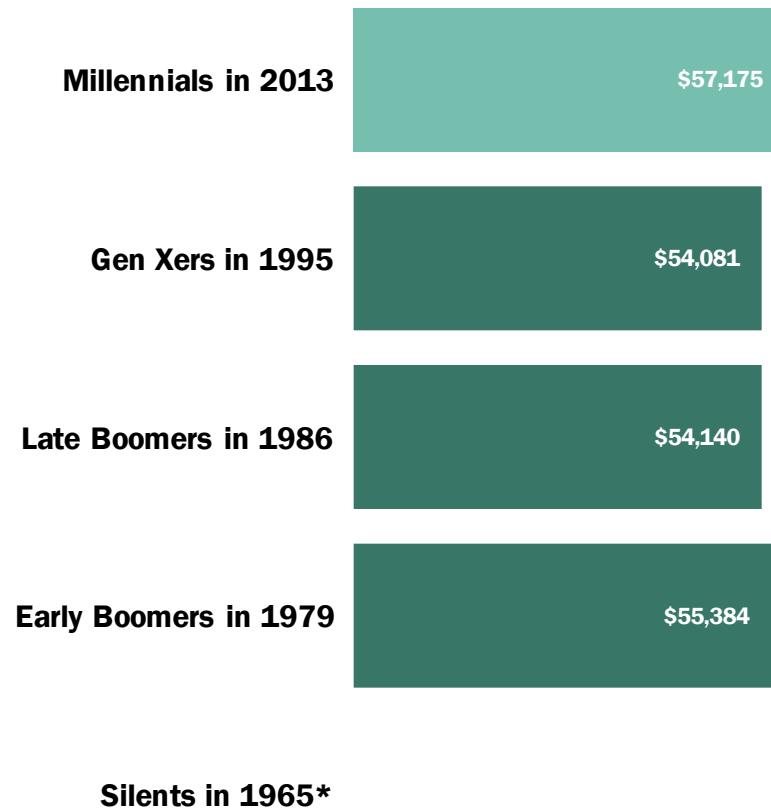
Earnings of Young Adults Have Increased for the College-Educated

Median Annual Earnings Among Full-Time Workers, in 2012 Dollars



Median Adjusted Household Income of Households Headed by 25-to 32-Year-Olds

In 2012 Dollars



Median Adjusted Household Income of Households Headed by 25-to 32-Year-Olds by Educational Attainment

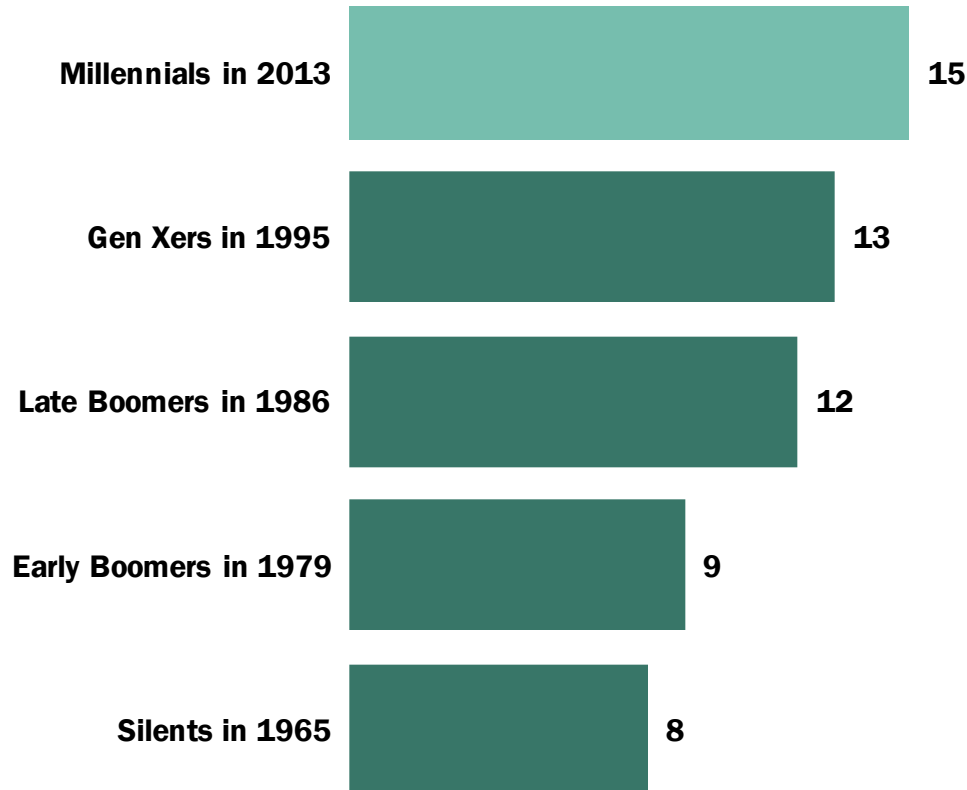
In 2012 Dollars

	All	Bachelor's degree or more	Two-year degree/ Some college	High school graduate
Millennials in 2013	\$57,175	\$89,079	\$51,962	\$39,842
Gen Xers in 1995	\$54,081	\$86,237	\$55,168	\$45,164
Late Boomers in 1986	\$54,140	\$81,686	\$59,518	\$47,986
Early Boomers in 1979	\$55,384	\$71,916	\$58,432	\$50,097
Silents in 1965*	NA	NA	NA	NA

Living Arrangements of 25-to 32-Year-Olds

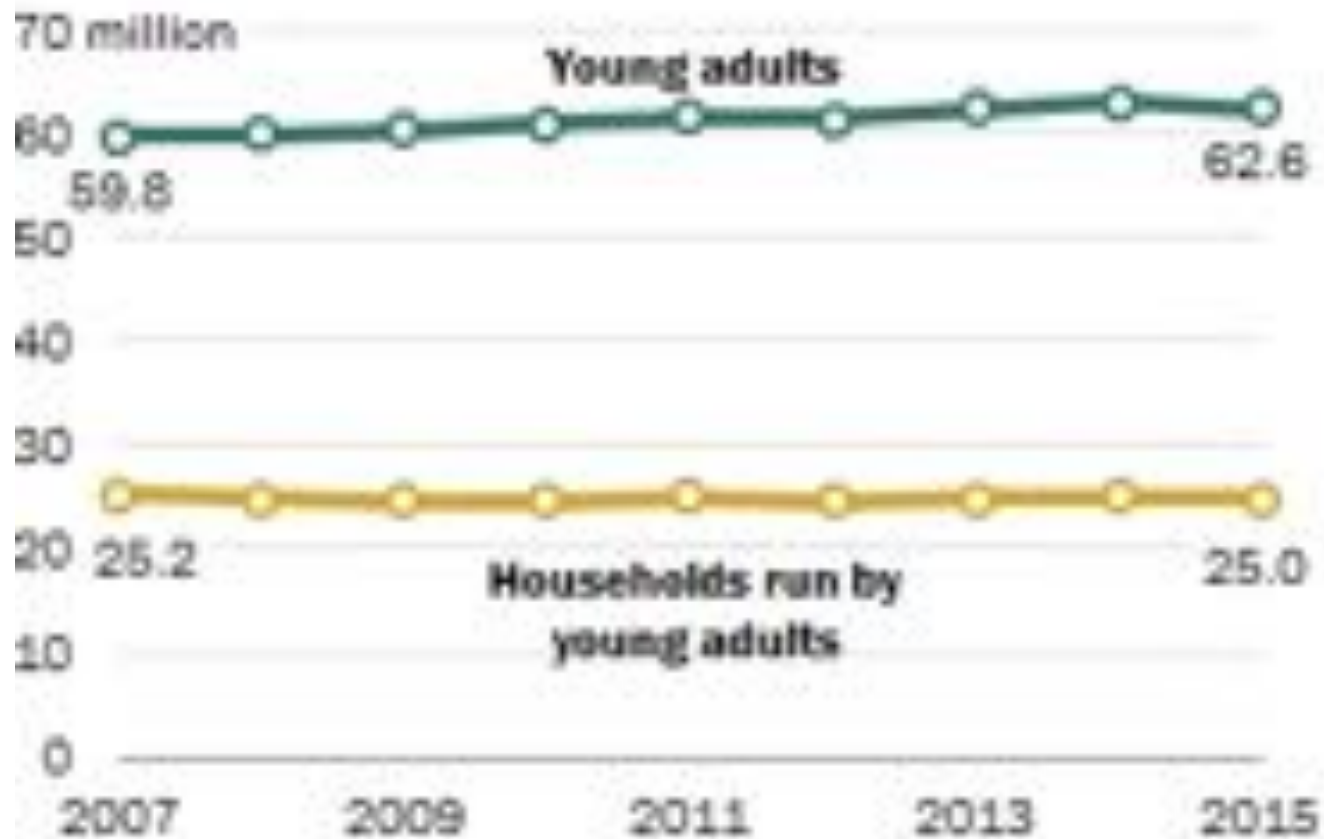
Living in Parent's Home

%



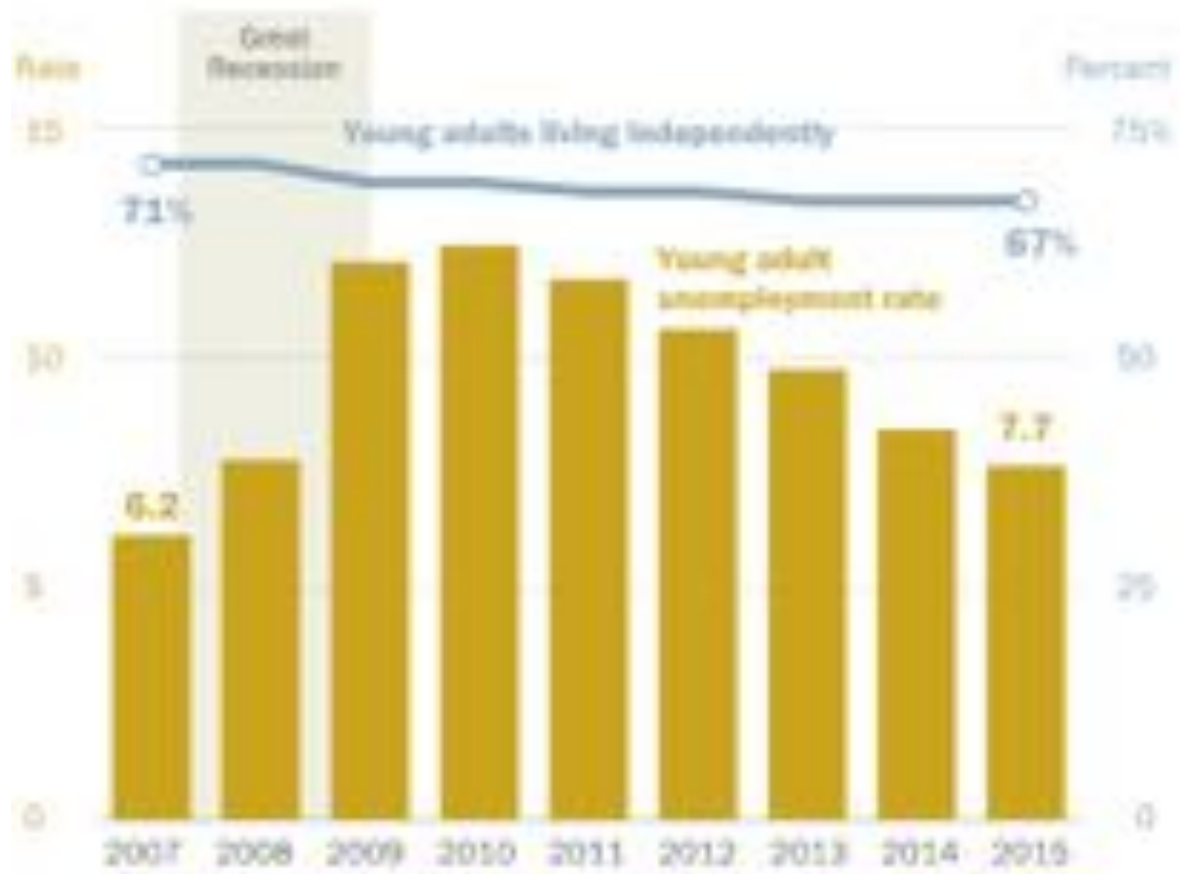
No Increase in Young Adult Households

- *18- to 34- Year-olds*



Independent Living and the Young Adult Labor Market

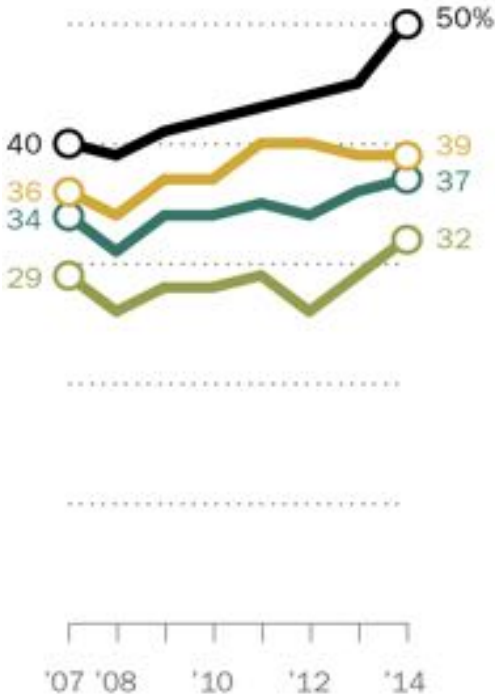
- *18- to 34- Year-olds*



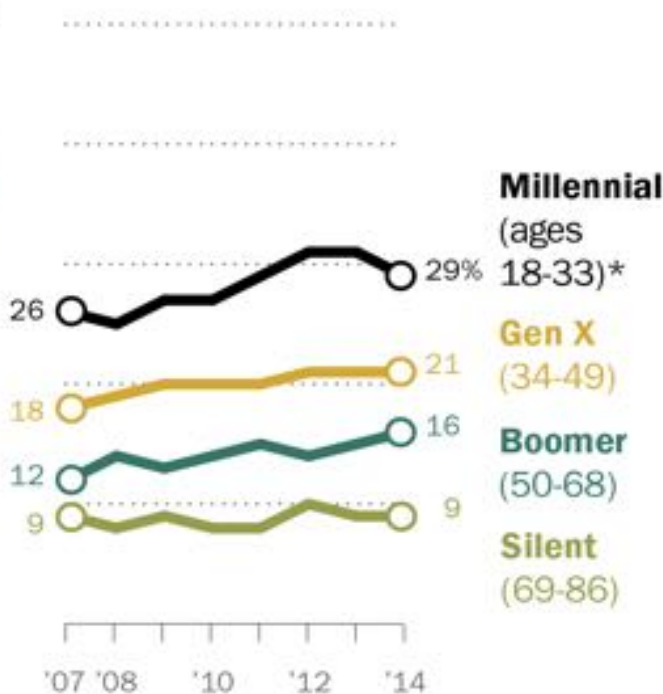
• Source: Pew Research Center analysis of the Current Population Survey Merged Outgoing Rotation Group data files and 2015 basic monthly files.

Millennials: Unmoored from Institutions

Percent who consider themselves political independents



Percent of adults in each generation who are religiously unaffiliated

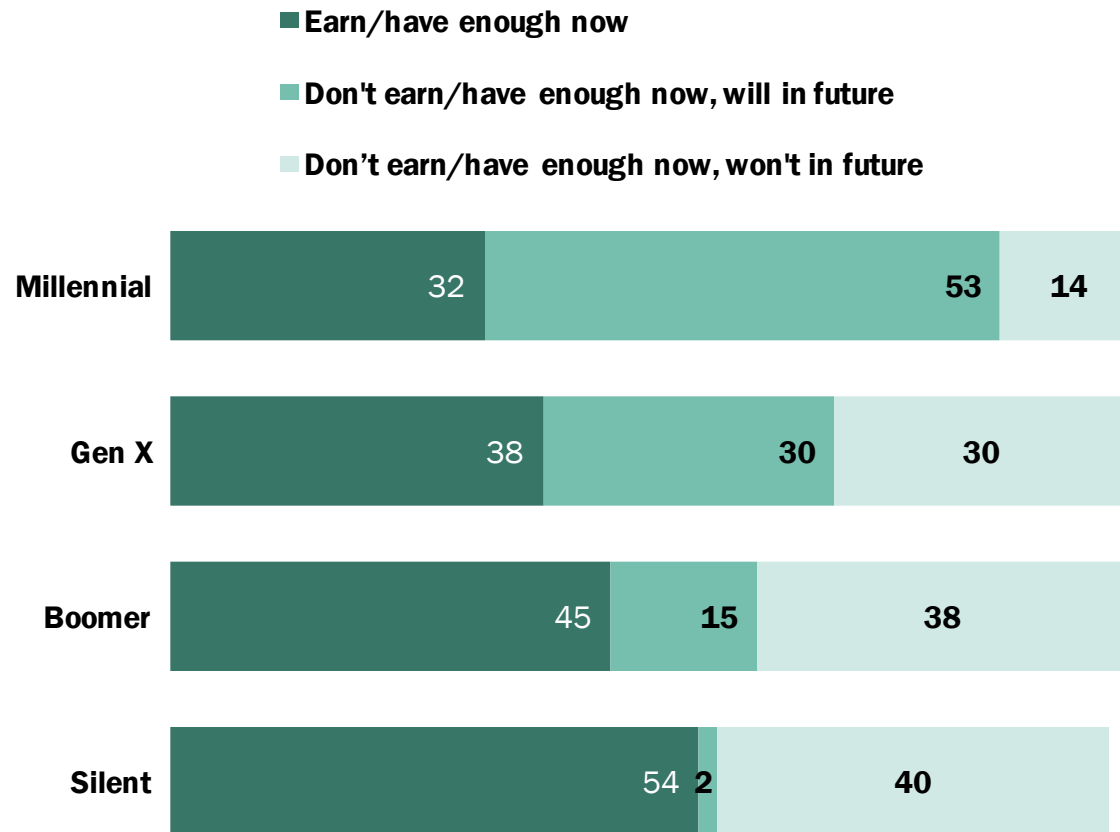


* Age ranges are for 2014

Source: Data points represent totals based on all Pew Research surveys of the general public conducted in that calendar year.

Millennials Upbeat about Their Financial Future

% saying they ... to lead the kind of life they want



How will you incorporate the voices of the next generation into your community?



R. Mimi Iijima
Pennsylvania Humanities Council

Community Heart & Soul:
Partnerships for Success








NATIONAL ENDOWMENT FOR THE

Humanities



 PBS HOME VIDEO

"Brings the American Civil War to life as no history has ever been brought to life on a screen."

—THE WALL STREET JOURNAL



— THE —
CIVIL WAR
— A FILM BY KEN BURNS —



Culture is the way
you think, act, and
interact.





HOW
Heart of
Williamsport

We Can Do It!



1943-1945. © 1986-1988

WAR PRODUCTION CO. (ORGANIZING COMMITTEE)



















PHC | Pennsylvania
Humanities
Council

— Community —
Heart & Soul





ORTON FAMILY
FOUNDATION



Committed to the future of rural communities.

DEPARTMENT OF COMMUNITY &
ECONOMIC DEVELOPMENT



pennsylvania

GOVERNOR'S CENTER FOR
LOCAL GOVERNMENT SERVICES



pennsylvania

DEPARTMENT OF CONSERVATION
AND NATURAL RESOURCES

*North Central PA Regional Planning
and Development Commission*



American Planning Association
Pennsylvania Chapter

Making Great Communities Happen



Pennsylvania
Historical & Museum
Commission

PA STATE HISTORIC PRESERVATION OFFICE

 GREATER
CARLISLE
PROJECT



A collection of various items pinned to the board, including:

- Small white cards with text, some handwritten and some printed.
- Colorful sticky notes in yellow, orange, and purple.
- Handprints in yellow, pink, and purple.
- Small green and orange paper cutouts.

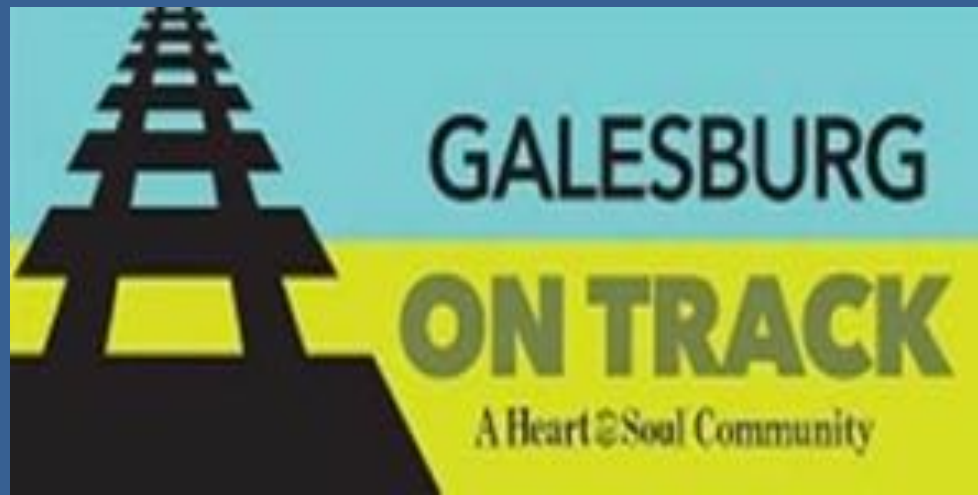
R. Mimi Iijima

Pennsylvania Humanities Council

rmiiijima@pahumanities.org

www.pahumanities.org













Why Conventional
Planning has failed
for so long?







70% of Galesburg's
Children Qualify for Free
or Reduced Lunch



Backpack Fridays









Explicit bias

Expressed directly

Aware of bias

Operates consciously

Example -- "I like whites more than Latinos."

Implicit bias

Expressed indirectly

Unaware of bias

Operates sub-consciously

Example -- sitting further away from a Latino than a white individual.

Source: Unconscious (Implicit) Bias and Health Disparities: Where Do We Go from Here?





Implicit Bias Testing

Harvard University

Awareness test



<https://youtu.be/Ahg6qcgoay4>

Community Driven Revitalization Through Community Heart & Soul

A Barn-Raising Approach to Community Wealth – Community Heart & Soul

Jane Lafleur

Lift360 Senior Consultant

Heart & Soul Coach and Champion

#NPSG2017

Community Heart & Soul

— Guided by what matters most —

Strengthening leaders,
organizations and communities







Big Box Size Cap Initiative



Town-wide Charrette



Damariscotta Values

we work locally



We value **working locally** and growing locally owned businesses.

culture & nature meet



We value having **culture and nature in close proximity**, where we might see a seal or a moose but we also have restaurants, art galleries, local theater and a library, all within walking distance.

we live locally



We value **living locally**, being able to afford to live and shop in Town.

town is accessible



We value an **accessible community** where we have easy access to goods and services, to local government and information.

community is involved



We value **community involvement** where people participate in schools, organizations, churches and community events and festivals.

sense of community



We value a strong **sense of community** where people trust one another and feel safe.

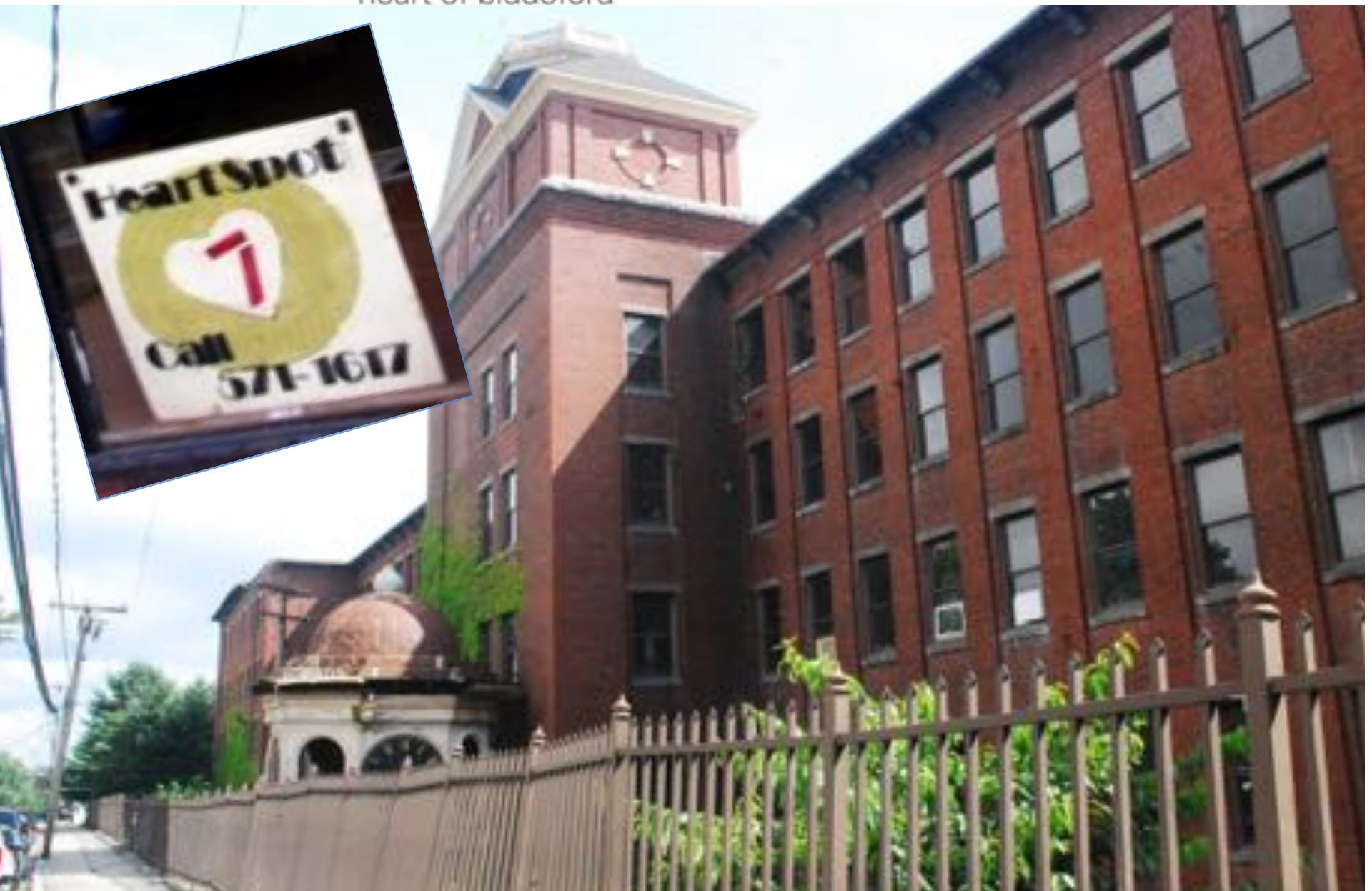
The Trash Incinerator



 The image part with



HOB
heart of biddeford





HOB
heart of biddeford





Project Goals

- Engage a breadth and diversity of Gardiner's population in identifying common community values
- Develop a values-based vision that will inform the City's Comprehensive Plan, Downtown Master Plan and Waterfront Master Plan
- Use community values to guide future policy change and investment decisions



Family Friendliness- We value spaces and organizations that are available to residents of all ages and income levels.

Education- We value an education system that prepares students for a global environment.

Connection to Nature- We value outdoor recreation opportunities and the preservation of open space.

History, Arts, & Culture- We value history while continuing to develop diverse cultural activities for residents of all ages.

Strong Local Economy- We value a strong economy that welcomes businesses and entrepreneurs while maintaining the character of the community including the historic downtown.

Sense of Community, Sense of Belonging- We value a community where residents are helpful, caring, and show respect for each other.

Community Involvement & Volunteerism- We place high value on volunteering and civic involvement.

Livability- We value preserving the character of the city while ensuring that residents of all ages and incomes have access to family support systems, transportation, and arts and culture opportunities.

Infrastructure/City Services- We value safe, well-maintained roads, sidewalks, schools, and public spaces that are accessible and clean in all seasons.

Unique Physical Assets- We value the city's unique natural and built assets that are at the heart of the community's identity, and believe they should be available to all residents.

Inclusive, Responsive Government- We value open, two-way communication between residents and community decision makers.



Community Action Plan

Gardiner, Maine

January 2014





Grant funding is a boon to Gardiner trail project

City officials are putting funding in place for the Colburn Trail, which has been planned for more than a decade.

By [Name] | [Date] | [Time]



The Colburn Trail is a scenic route that flows through lush green forest. This area will be transformed into a paved trail along the river.

GRAND NEWS—A \$10,000 grant awarded by Gardiner Main Street will help pay for the design of the Colburn Trail project, which will open up a section of the city by making road that will link the Riverside Street Trail with a path that spans the downtown business district and extends along the Colburn Street to the river and then.

Collaboration from the Garden & Street Foundation, which is also the city's largest volunteer group, supported an initial budget that includes the city's share of the design of the Colburn Trail project. Patrick Wright, owner of Gardiner Main Street, said the organization applied for the grant and is happy to see support for the project funding would be included in the upcoming plan.



Camden National Bank donates Gardiner buildings

Gardiner Main Street plans a \$2.7 million renovation of the five Water Street buildings.



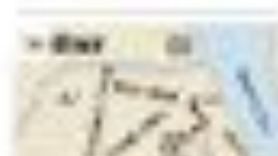
WJME-TV Channel 37 HD 107.5 FM
View



Camden National Bank announced in November the donation of five buildings on Water Street in Gardiner to the city of Gardiner for renovation and reuse. The buildings are currently vacant and are expected to be sold to an operator of the project in the next few weeks. WJME-TV photo by [unreadable]

GARDINER — In a move that will help to change the face of downtown Gardiner, Camden National Bank has donated a historic block of buildings to the city for redevelopment.

The block, 149-167 Water St., consisted of five brick buildings that had long been vacant and were a part of the National Bank building.



An aerial view of the buildings on Water Street in Gardiner, Maine, showing the location of the buildings. The buildings are currently vacant and are expected to be sold to an operator of the project in the next few weeks. WJME-TV photo by [unreadable]

Business

Thursday, Dec. 25, 2015 Last update: 12:41 p.m.

[NEWS](#) [THE POINT](#) [BUSINESS](#) [NEXT](#) [SPORTS](#) [OUTDOORS](#) [HOMELIFE](#) [FOOD](#) [EVENTS](#)

News from your community: [State](#) | [Acron/Co. Augusta](#) | [Bangor](#) | [Down East](#) | [Hancock](#) | [Lewis/Co. Auburn](#) | [Mid-Maine](#)

Community

Camden National Bank Donates Historic Buildings to Gardiner Main Street to Support City's Revitalization Efforts

By Kim Rafter

Posted Nov. 23, 2015, at 2 p.m.

GARDINER, Maine – Camden National Bank has donated a historic block of buildings in downtown Gardiner to Gardiner Main Street in support of the city's redevelopment efforts. Located at 149-167 Water Street in Gardiner's National









You're invited!

"Set your place at the table"

BLOCK PARTY

Tuesday, August 16, 2016

5:30 - 7:30 PM

- Know Your Neighbors • Free Food • Family Fun •
- Story Gathering •

WHEN: Tuesday, August 16, 2016 from 5:30 - 7:30 p.m.

WHERE: Jewett School Play Ground, 66 Bridge Street
(We will move inside if it rains)

HOST/HOUSTESS: The Sulliens, Guns & Hoses, The Blissonettes

DINNER MENU: Burgers and Hot Dogs (grilled by Guns and Hoses) Water and Lemonade All Provided by Bucksport Heart & Soul

You are invited (although not required) to bring a side dish or dessert

PARTY THEME: Attendees will be asked to share their thoughts when asked the question "Why do you stay in or what brought you to Bucksport?" Bucksport Heart & Soul facilitators will be sitting at each table to collect your answers.

Learn more at www.bucksportheartandsoul.com





DEC 31 New Year's Eve Event at VWD!



Leslie is interested





Community Heart & Soul™

— Guided by what matters most —

Building Community Wealth

Basic Services
Local Economy
Safety
Leadership/Elected
Education Systems

Aesthetics
Social Offerings
Open/Welcome
Civic Involvement
Social Capital

Knight Foundation:

Soul of the Community

We may be
doing this



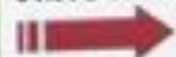
But we need to
be doing this

Aesthetics...



Silver Bean

DRIVE THRU



OPEN
WEEKDAYS
'TIL 2:00
SATURDAY
'TIL NOON

Closed



Social offerings...

MONTANA
CO/OP

TOGETHER WE THRIVE

ACTIVITY CENTER

ROBOTICS

<http://bit.ly/2ia7e6B>











building social capital...







civic involvement ...



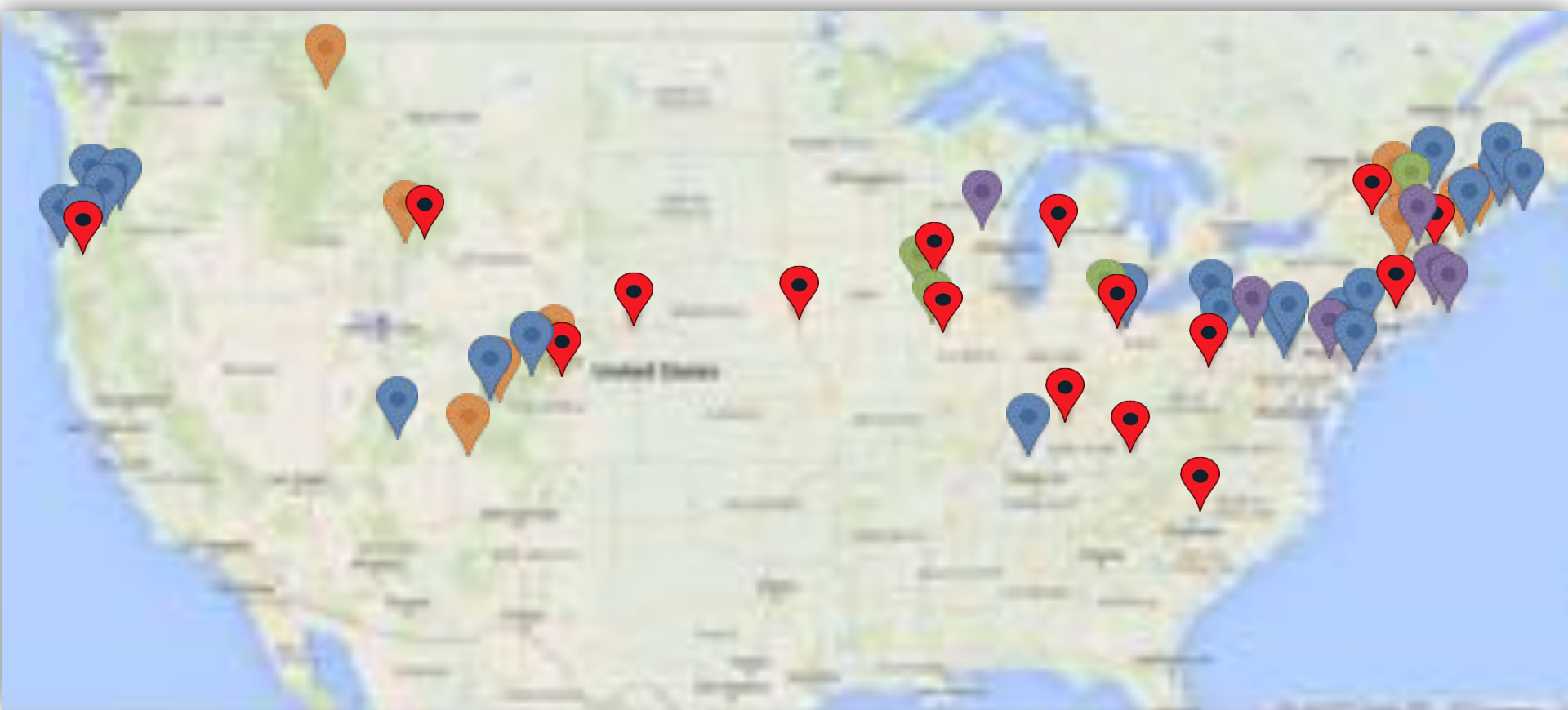
feel are most important? 







More of this...








Applied Community Heart & Soul

-  Towns completed
-  Currently in process

Active interest in Community Heart & Soul

-  Towns
-  Organizations
-  Foundations



we've **you're** together. we're ...

methods
knowledge

BUILDING

VIBRANT

creative

tools

unique

people

vision art



stories places

energy

youth

active

innovative

participation

resources

heart & soul

research

diverse time

ENDURING

COMMUNITIES

ideas
hope

traditions



Community Heart & Soul™

— Guided by What Matters Most —

**Thank you for joining us
as we come together to build
successful futures for small towns in
America.**

HelpDesk@orton.org

Strengthening leaders,
organizations and communities



PHC | Pennsylvania
Humanities
Council