A Barn-Raising Approach to Community Wealth

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

Alece Montez, Orton Family Foundation
Mimi Iijiima, Pennsylvania Humanities Council
Chris King, Galesburg On Track
Jane Lafleur, Lift360 and Heart & Soul Coach
Menu

- Introductions
- Community Heart & Soul®
- Activities
- Experience from the Field
- Questions, Food for Thought
Who are you?
Who are we?
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?
We Love The Friendly People!

I love the small town - friendliness of Crawford people, the scenery and animals.
“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

- All other: 3%
- Asian: 14%
- Hispanic: 24%
- Black: 13%
- White: 46%

ACTUAL vs PROJECTED
Asia has replaced Latin America (including Mexico) as the **biggest source of new immigrants** to the U.S.
America’s demographic changes are shifting the electorate – and American politics.
Millennials, young adults born after 1980, are the new generation to watch.
Women’s role in the labor force and leadership positions has grown dramatically.
The American family is changing.
The share of Americans who live in middle class households is shrinking.

<table>
<thead>
<tr>
<th>Year</th>
<th>Lower income</th>
<th>Middle income</th>
<th>Upper income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>29%</td>
<td>50%</td>
<td>21%</td>
</tr>
<tr>
<td>1971</td>
<td>25</td>
<td>61</td>
<td>14</td>
</tr>
</tbody>
</table>

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

PEW RESEARCH CENTER
The world’s religious makeup will look a lot different by 2050:

- Christians: 2.92 billion (2010-2050), 31.4% of global population.
- Muslims: 2.76 billion, 29.7%.
- Unaffiliated: 1.28 billion, 16.4%.
- Hindus: 1.23 billion, 15.0%.
- Buddhists: 1.23 billion, 15.0%.
- Other Religions: 0.06 billion in 2010, 0.05 billion in 2050.
- Jews: 0.01 billion in 2010, 0.02 billion in 2050.

During the next four decades, Islam will grow faster than any other major world religion. By 2050, Christians and Muslims will make up nearly equal shares of the world’s population. From 2010 to 2050, the religiously unaffiliated will decline as a share of the global population.

Source: The Future of World Religions: Population Growth Projections, 2010-2050
PEW RESEARCH CENTER
The world is aging.
The Generations Defined

- Millennials: born 1981-96
  - Ages 18-33 in 2014
- Xers: born 1965-80
  - Ages 34-49
- Boomers: born 1946-64
  - Ages 50-68
- Silent: born 1928-45
  - Ages 69-86

When most of the generation was 18-33
Millennials Overtook Boomers in 2015

• Projected Populations, In Millions, 2014 to 2050

Source: Pew Research Center tabulations of U.S. Census Bureau Population Projections Released December 2014
Millennials Already Largest Generation in the Work Force


*Source: Pew Research Center tabulations of monthly Current Population Surveys*
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_

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Veteran Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials in 2014</td>
<td>3%</td>
</tr>
<tr>
<td>Gen Xers in 1998</td>
<td>6%</td>
</tr>
<tr>
<td>Boomers in 1980</td>
<td>18%</td>
</tr>
<tr>
<td>Silents in 1963</td>
<td>35%</td>
</tr>
</tbody>
</table>

Marital Status

Marital Status When They Were Ages 18-33

<table>
<thead>
<tr>
<th>Generation</th>
<th>Married</th>
<th>Separated/Divorced</th>
<th>Widowed</th>
<th>Never Married</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>28%</td>
<td>4</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>Gen Xers</td>
<td>38%</td>
<td>6</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>Boomers</td>
<td>49%</td>
<td>8</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Silents</td>
<td>64%</td>
<td>3</td>
<td>32</td>
<td></td>
</tr>
</tbody>
</table>

Source: Pew Research Center tabulations of the March Current Populations Survey from the Integrated Public Use Microdata Series (IPUMS)
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 (%)*

Source: Pew Research Center tabulations of the March Current Populations Survey from the Integrated Public Use Microdata Series (IPUMS)
Immediate Enrollment in College

% of Recent High School Completers Enrolled in College

- Source: National Center for Education Statistics
Rising Educational Attainment

---MEN---

<table>
<thead>
<tr>
<th>Generation</th>
<th>Bachelor's +</th>
<th>Some College</th>
<th>HS Diploma</th>
<th>HS Incomplete</th>
<th>Less than 9th Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent (1963)</td>
<td>12</td>
<td>40</td>
<td>37</td>
<td>21</td>
<td>14</td>
</tr>
<tr>
<td>Boomers</td>
<td>17</td>
<td>24</td>
<td>18</td>
<td>31</td>
<td>4</td>
</tr>
<tr>
<td>Gen Xers</td>
<td>18</td>
<td>31</td>
<td>34</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td>Adult Millennials</td>
<td>21</td>
<td>31</td>
<td>34</td>
<td>31</td>
<td>12</td>
</tr>
</tbody>
</table>

---WOMEN---

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<td>7</td>
<td>46</td>
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<td>22</td>
<td>12</td>
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<td>27</td>
<td>37</td>
<td>37</td>
<td>37</td>
<td>10</td>
</tr>
</tbody>
</table>

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

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*

- **Millennials in 2013**: $57,175
- **Gen Xers in 1995**: $54,081
- **Late Boomers in 1986**: $54,140
- **Early Boomers in 1979**: $55,384

**Silents in 1965***

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

*In 2012 Dollars*

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

Living Arrangements of 25-to 32-Year-Olds

Living in Parent’s Home

% Living in Parent’s Home:
- Millennials in 2013: 15%
- Gen Xers in 1995: 13%
- Late Boomers in 1986: 12%
- Early Boomers in 1979: 9%
- Silents in 1965: 8%

No Increase in Young Adult Households
• 18- to 34- Year-olds

Independent Living and the Young Adult Labor Market

• 18- to 34-Year-olds

Millennials: Unmoored from Institutions

* 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

- Earn/have enough now
- Don’t earn/have enough now, will in future
- Don’t earn/have enough now, won’t in future

<table>
<thead>
<tr>
<th>Generation</th>
<th>Earn/have enough now</th>
<th>Don’t earn/have enough now, will in future</th>
<th>Don’t earn/have enough now, won’t in future</th>
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<td>53</td>
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<td>38</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Boomer</td>
<td>45</td>
<td>15</td>
<td>38</td>
</tr>
<tr>
<td>Silent</td>
<td>54</td>
<td>2</td>
<td>40</td>
</tr>
</tbody>
</table>

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*
Culture is the way you think, act, and interact.
R. Mimi Iijima
Pennsylvania Humanities Council
rmiiijima@pahumanities.org
www.pahumanities.org
http://juliesondradecker.blogspot.com/2014/11/diversity.html
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?

http://catherineonyemelukwe.com/implicit-bias/
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
Big Box Size Cap Initiative
Town-wide Charrette
We value community involvement where people participate in schools, organizations, churches and community events and festivals.

We value working locally and growing locally owned businesses.

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

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

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 value a strong sense of community where people trust one another and feel safe.
The Trash Incinerator
The Downtown Left Behind
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 Cobbossee Trail, which has been planned for more than a decade.

GARDINER — A $160,000 grant awarded to Gardiner Main Street will help pay for the design of the Cobbossee Trail project, which will open up sections of the city's 2.5-mile walking trail that will link the downtown business district with Fort Popham State Park, the city's historic district and coves along the Cobbossee River.

Officials from the District and National Preservation Trust, center at about the city's 2.5-mile walking trail, approved an outline that includes the city's ideas for the Cobbossee Trail project. Patrick Wright, chairman of the Gardiner Main Street, said he was grateful for the grant he hopes to secure. He said the project funding would be included in a new spending plan.
Camden National Bank donates Gardiner buildings

Gardiner Main Street plans a $1.5 million renovation of the Five Water Street buildings.

By Ken Raitner  
Posted Nov. 22, 2017, 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 Historic District, the buildings include two former banks, a law office and two small commercial buildings.

The donation is intended to prevent the downtown buildings from being demolished and to preserve an important part of Gardiner’s history.

“As Camden National Bank is known for its strong community support, we believe this is the right thing to do,” said Camden National Bank President and CEO Steven Goodwin. “The buildings are part of Gardiner’s historic district and we’re glad to be able to preserve them for future generations.”

The bank has already spent more than $500,000 to make improvements to the buildings, including new windows, doors and exterior paint. The bank also contributed funds to the development of a new parking lot on the Water Street side of the property.

Gardiner Main Street has plans to renovate the buildings and transform them into mixed-use commercial spaces.

“I’m excited about this project,” said Gardiner Main Street Executive Director Jenny Nash. “It’s a great opportunity to bring new life to these buildings and add to the vibrancy of our downtown.”

The buildings will be listed on the National Register of Historic Places and will be open to the public as part of Gardiner’s future downtown improvements.

The Camden National Bank donation is the latest in a series of contributions to the downtown area. Other recent donations include a $1 million gift from the Blair Family Foundation and a $250,000 gift from the Gardiner Improvement Fund.

For more information on Gardiner Main Street or to learn how you can support the downtown area, please visit gardinermainstreet.org.
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

WHERE: Stewert School Playground, 66 Bridge Street
We will move inside if it rains.

HOST/HOSTESS: The Sullers, Cans & Hoses, The Premonitors

DINNER MENU: Burgers and Hot Dogs (grilled by Cans and Hoses), Water and Lemonade (provided by Buckspop Heart & Soul)

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

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

Learn more at www.bucksporthearthead&soul.com
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...
Social offerings...

http://bit.ly/2ia7e6B
building social capital...
civic involvement ...
I love the recipe's spirit to forge a new direction. I would like the breath of inspiration.

Heart & Soul Project

What do you love about the North Fork Valley?

What would you leave if you had to leave it out of the valley?

I love the community, the open space, the mountain views, the people, the water.

I love the feeling of freedom, the open spaces, the community, the water.

I have been visiting the valley for 10 years and I love it.
Applied Community Heart & Soul

- Towns completed
- Currently in process

Active interest in Community Heart & Soul

- Towns
- Organizations
- Foundations
You've got ... we're together we're building vibrant communities. We've got ... we're building vibrant places. We've got ... we're building vibrant communities. You've got ... we're building vibrant communities.

Knowledge, research, methods, tools, creative people, energy, youth, innovative, unique, participation, active, art, stories, places, diverse time, resources, heart & soul, traditions, hope, ideas.
Thank you for joining us as we come together to build successful futures for small towns in America.

HelpDesk@orton.org