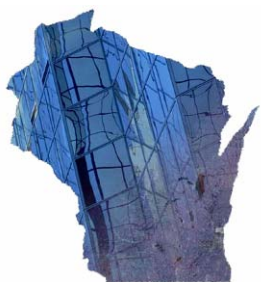


# Community & Economic Development

## *“Theory and Practice - Tools to Succeed in Today’s Economy”*



**<sup>LW</sup>Extension**



# Andy Lewis



SLIDE

2

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Community Development Specialist

Center for Community & Economic Development

University of Wisconsin Extension

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Madison, WI 53703

(608) 263-1432, (608) 263-4999 fax

andy.lewis@uwex.edu

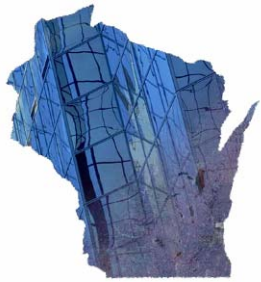
<http://www.uwex.edu/ces/cced/andylewis.html>

(Link to this presentation is available at this URL)

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# U.W. System

SLIDE

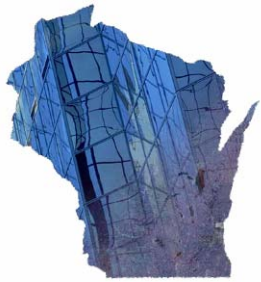
3

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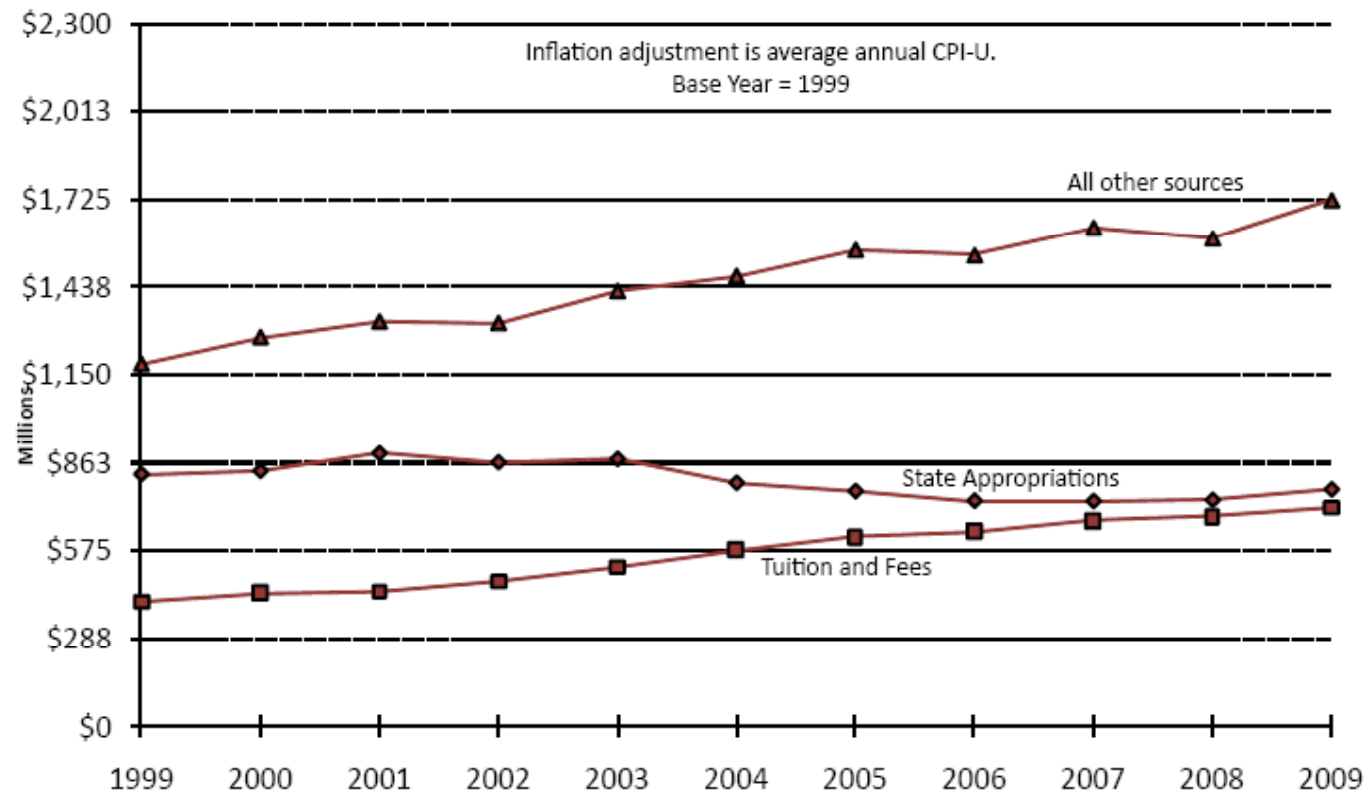
# Funding Trends

SLIDE

4

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TEN-YEAR COMPARISON OF CURRENT FUNDS REVENUES  
ADJUSTED FOR INFLATION  
1999 - 2009





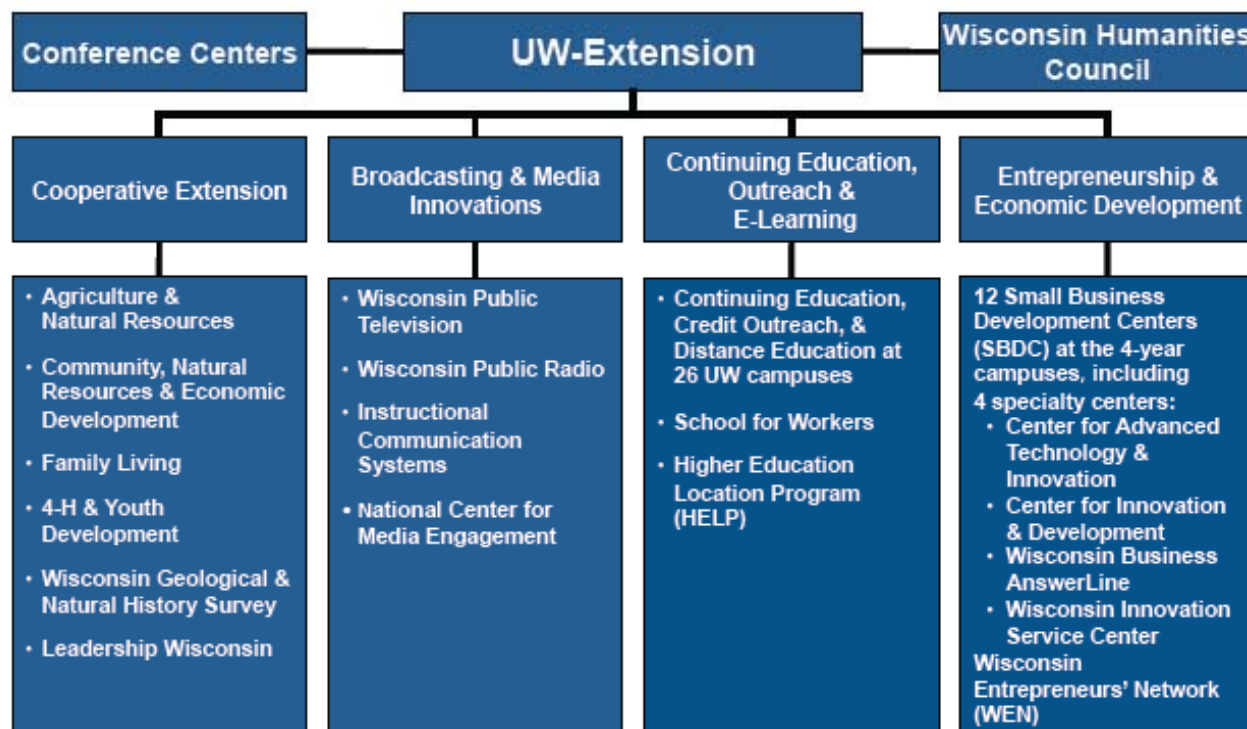
# U.W. Extension

SLIDE

5



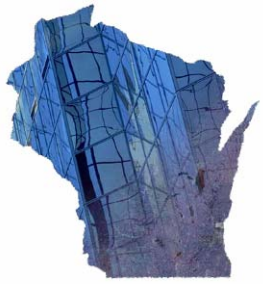
## UW-Extension Structure



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# The Father of Earth Day: Gaylord Nelson

SLIDE

6

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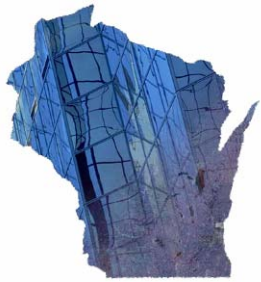
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Governor, Wisconsin 1959 - 1963

U.S. Senator Gaylord Nelson

1963-1981



# QUOTATIONS from Aldo Leopold

SLIDE

7

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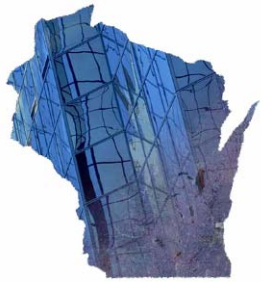
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"We shall never achieve harmony with land, any more than we shall achieve absolute justice or liberty for people. In these higher aspirations, the important thing is not to achieve but to strive."

"That the situation appears hopeless should not prevent us from doing our best."

"A land ethic, then, reflects the existence of an ecological conscience, and this in turn reflects a conviction of individual responsibility for the health of the land."



# Economic Development:

SLIDE

8

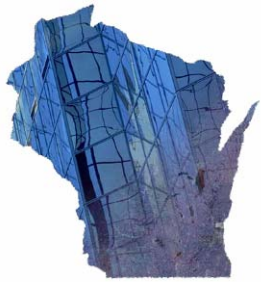
*“There is no generally accepted definition of economic development” - LAB 2006*

*“The process of retaining, expanding, and attracting jobs, income and wealth in a manner that improves individual economic opportunities and the quality of human life.”*

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# Ron Shaffer, Founder of the Center for Community & Economic Development

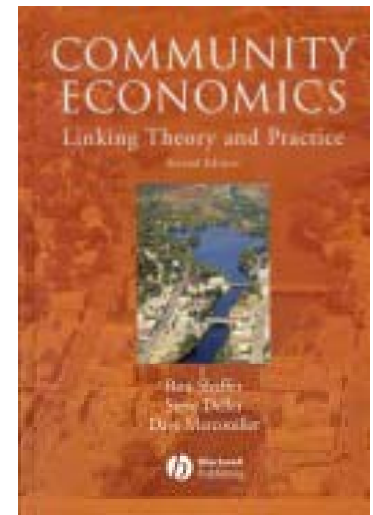
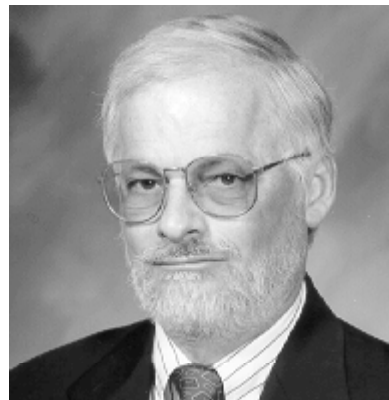
SLIDE

9

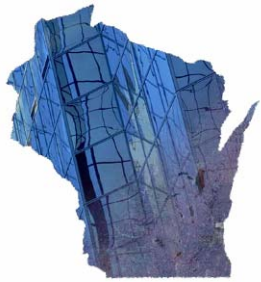
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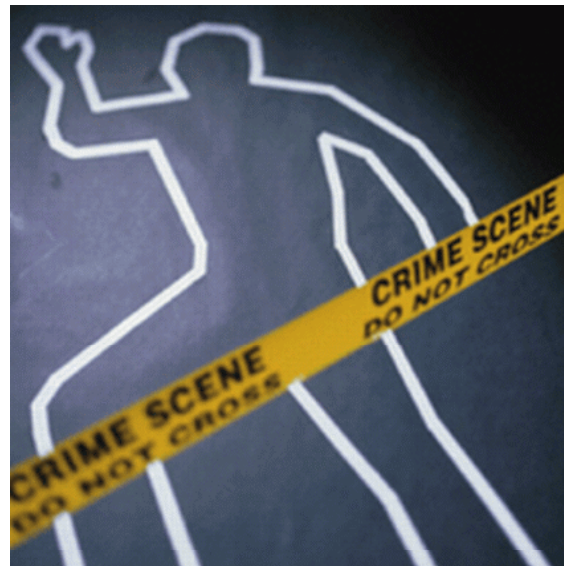
“Economic development is sustained,  
progressive change to attain individual and  
group interests.”



# Not All Quality of Life Issues are Related to the Environment and are Not the Focus of Sustainable Development Initiatives

SLIDE 10

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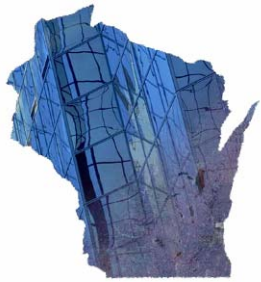


# Growth vs. Development

SLIDE 11

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- We want jobs and more jobs
- We want tax base
- Any growth is good
- We want balanced growth
- We want quality of life
- We want economic security



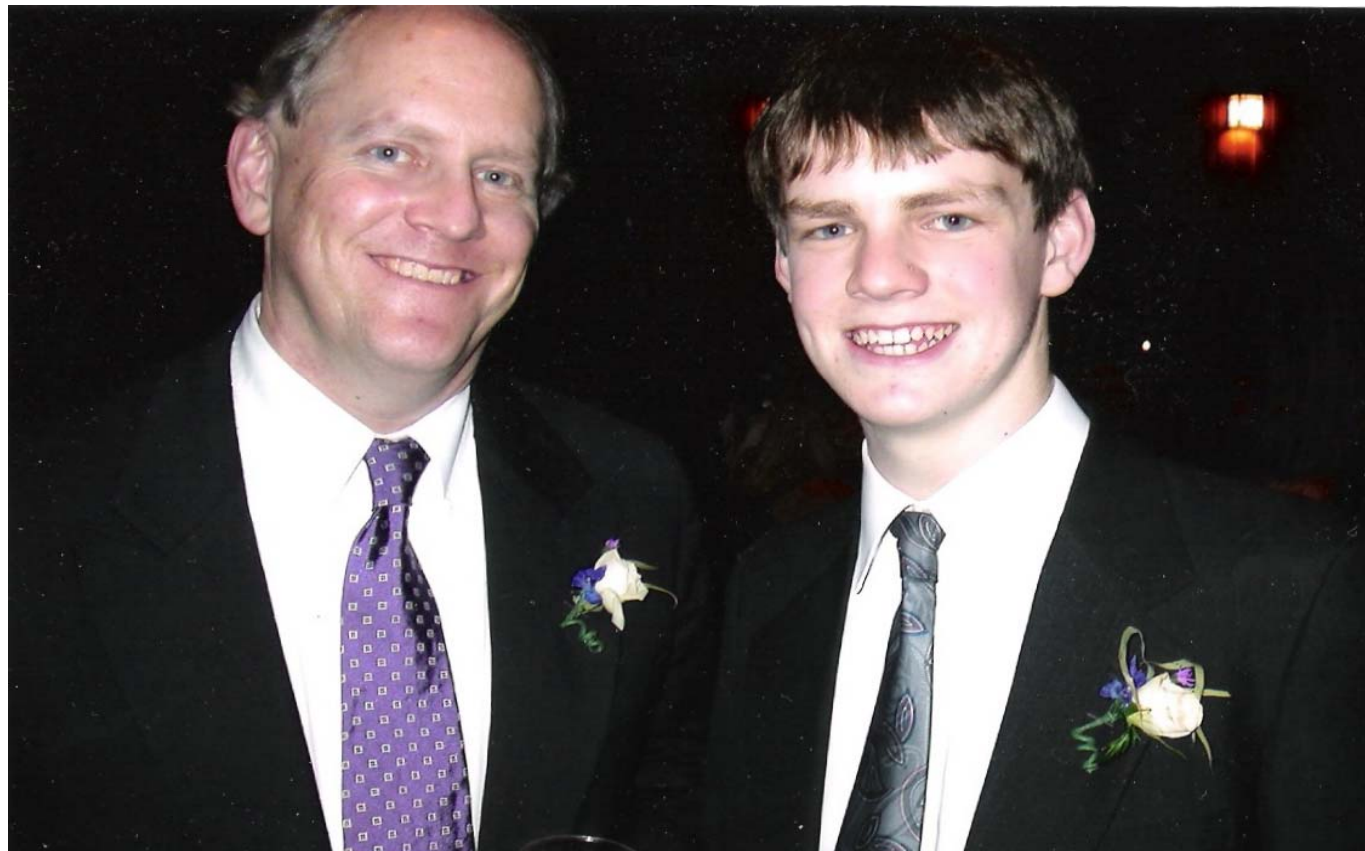
# Economic Growth vs. Economic Development

SLIDE 12

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## If GDP is relatively easy to measure, how are we going to measure “quality of life”?

SLIDE 13

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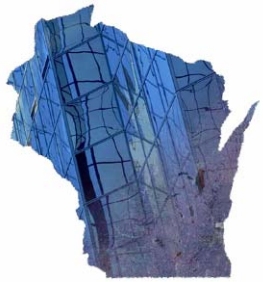
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World Bank Economist Mahbub ul Haq (1970's):

Existing measures of human progress failed to account for the true purpose of development—to improve people's lives and expand individual human choices.

<http://hdr.undp.org/en/humandev/reports/>



# Environmental Disaster or Economic Disaster?

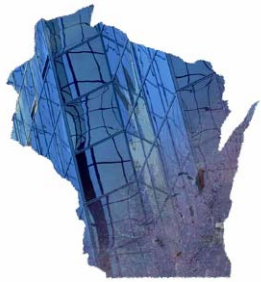
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# Economic impact of the BP oil spill in Florida

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Sean Snaith, an economist at the University of Central Florida, recently completed a study showing that Florida's gulf coast could lose 195,000 jobs and \$11 billion this year alone if the spill cuts tourism in half.

Florida has a lot to lose, even beyond tourism and fishing. Housing has become increasingly concentrated along the state's 8,436 miles of shoreline. With property values already down by a third in many areas and unemployment around 12 percent, the state could see its economy darkened for a decade by the spill.

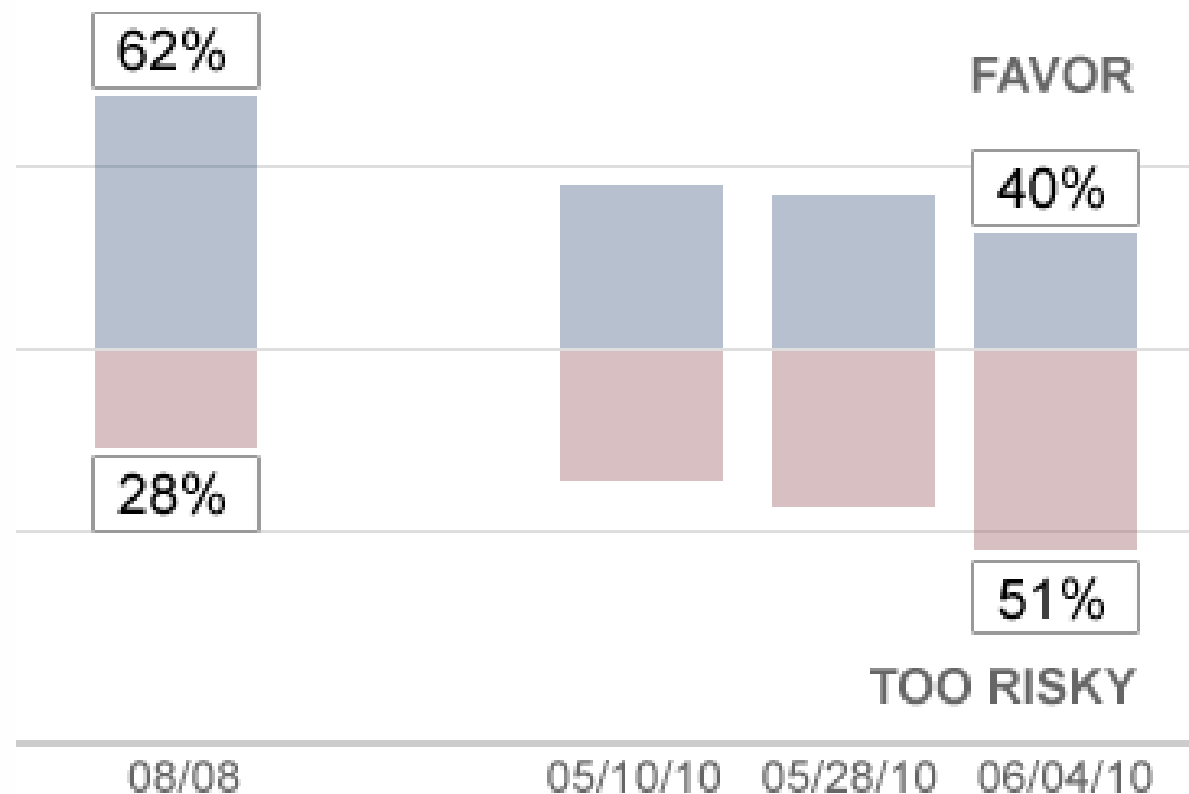


# CBS News Poll

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## Increased Offshore Oil Drilling?





# Did we learn from the Exxon Valdez disaster?

SLIDE 17

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“The Valdez disaster prompted new oil-safety rules, and the petroleum industry — which wants to widen areas where energy development can occur — says technological advances make oil production, transport and cleanup far less risky than in decades past”.

March 24, 2009....prior to the BP Oil Spill

<http://www.earthportal.org/news/?p=2261>



# Economic Development: Whose Job Is It?

SLIDE 18

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*The economic developer's role is to influence the economic development process for the benefit of the community through expanding job opportunities, income, wealth, and the tax base.*



# Definition of Community Development

SLIDE 19

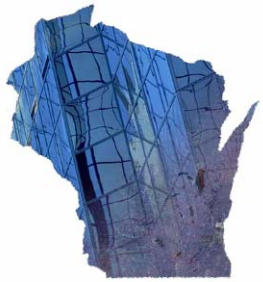
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*“A group of people in a locality initiating a social action process (i.e., planned intervention) to change their economic, social, cultural and/or environmental situation.”*

*“Community organizing is how ordinary people respond to out-of-touch politicians and their failed policies.”*



# Attitude

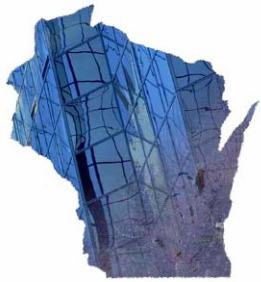
## Sometimes people can be very consistent...

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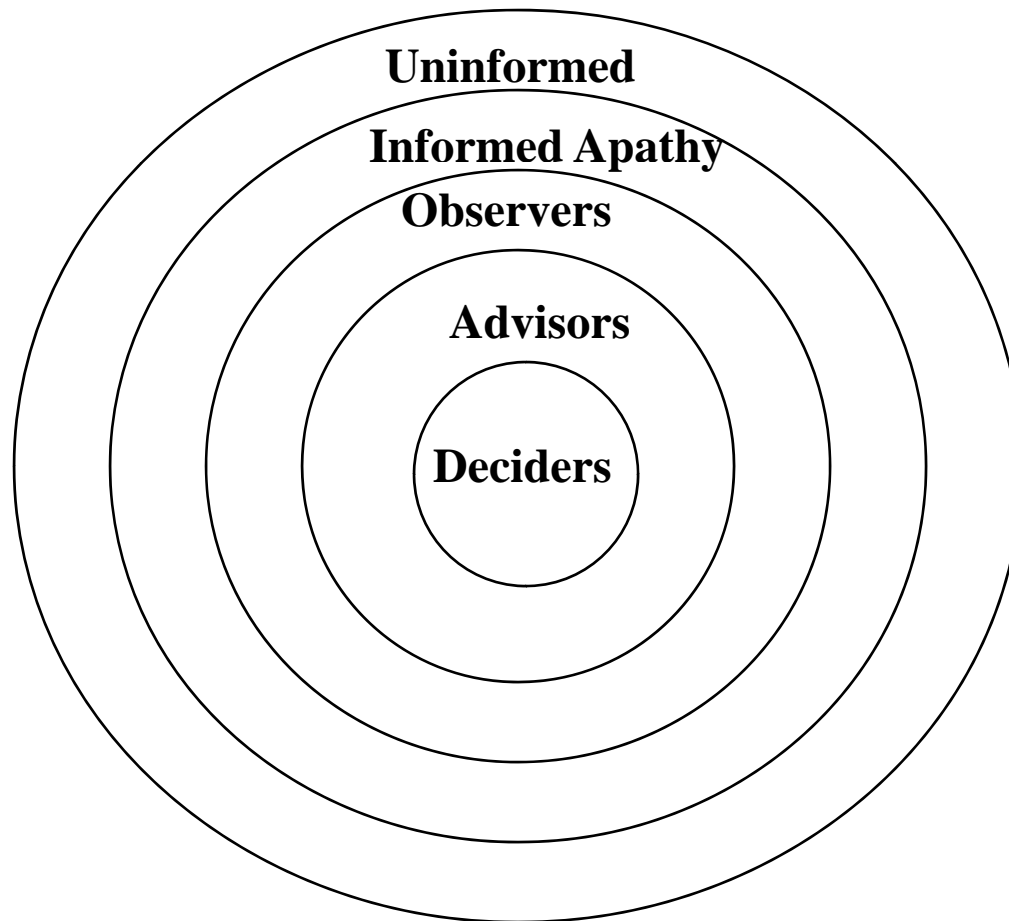
*“Lived in this town 75 years. Seen a lot of changes...and fought every damn one of them.”*

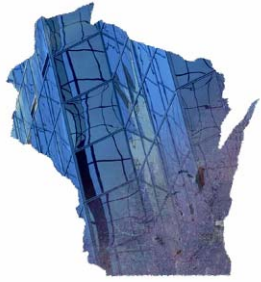


# Keeping the Community Involved

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# The Community Development Factor...

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If we recognize the mobility of Americans, we can't lose sight of the fact that we need to build communities where people want to stay and economic opportunities are only **part** of the equation.



# Understanding the connection between *Community Development* and *Economic Development*

SLIDE **23**

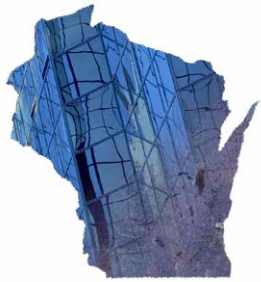
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Build communities/neighborhoods where people want  
to:

- Come to
- Come back to
- Stay in



# Community

SLIDE 24

## **Building Community Capacity for Economic Development:**

- Residents hold a common vision of their collective future which challenges, motivates and unites them;
- Leaders identify and resolve issues; and
- Organizations and institutions anticipate and adapt to an ever changing environment.
- Everyone is part of the marketing Department

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# NIMBY

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Ordinary people most often participate in their community at the neighborhood level. When people sense that decisions are going to impact them at the neighborhood level, they are likely to organize and respond. Why not recognize this and make it a strength of your community? Whether positive, or negative, when change takes place near ones home, the stakes go up.



# Everything is local...

SLIDE 26

- Neighborhoods are the building blocks for healthy, thriving, vibrant towns, cities, and regions.
- Residents often gauge the health of the city or region based on the perceived strength of their neighborhood.

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# Reframing the Issue?

SLIDE 27

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Addressing a problem involves building awareness and willingness to solve the problem, choosing a course of action, and then rebuilding trust and commitment to common goals.

Issues frequently become controversial due to the way they are framed. Often that's the agenda for a sub-group.... :

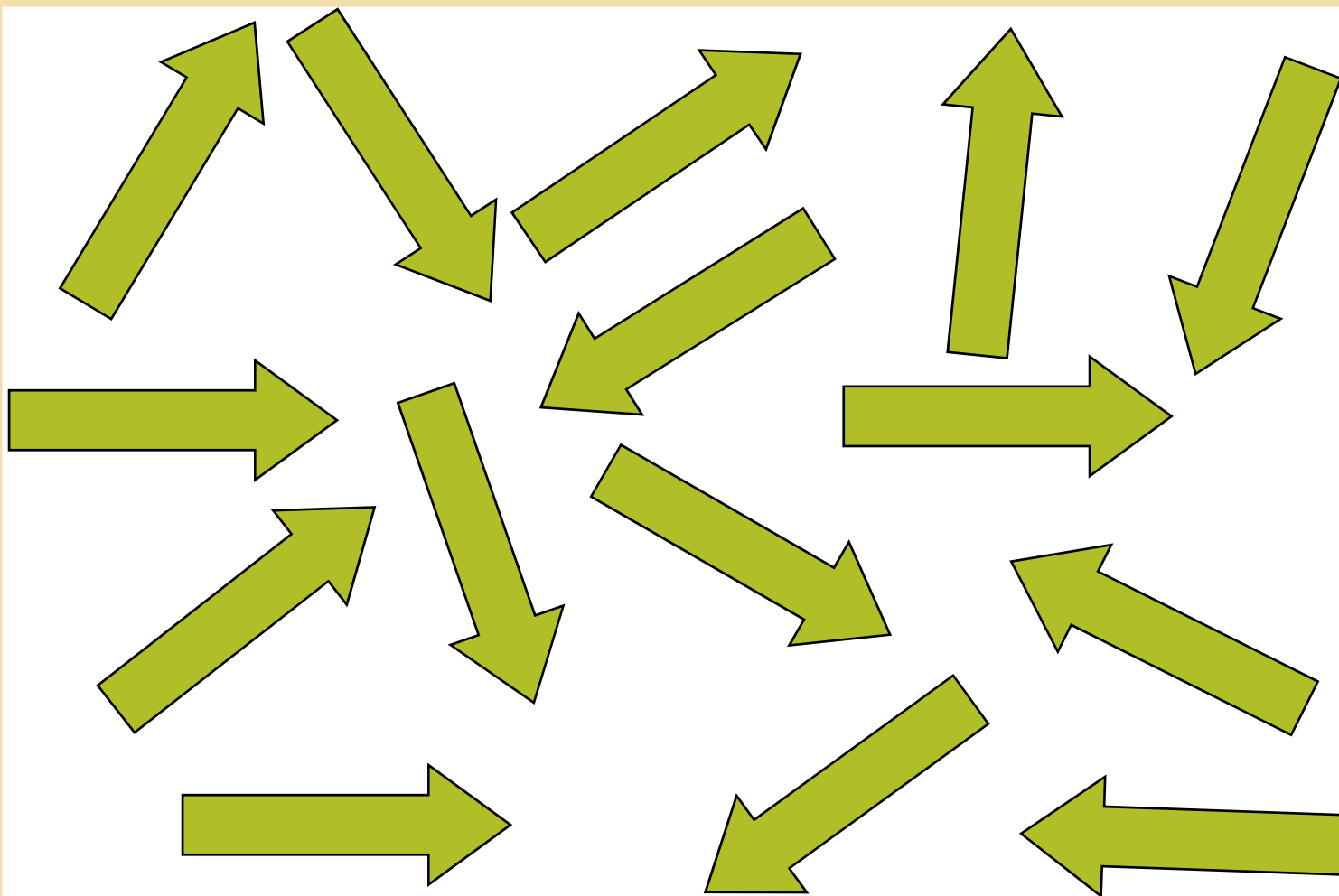
- “We have a parking problem”
- “This development is going to create traffic congestion”
- “We need a shoe store”
- “We need to recruit an industry to fill that vacant building”



# Committed groups - unfocused

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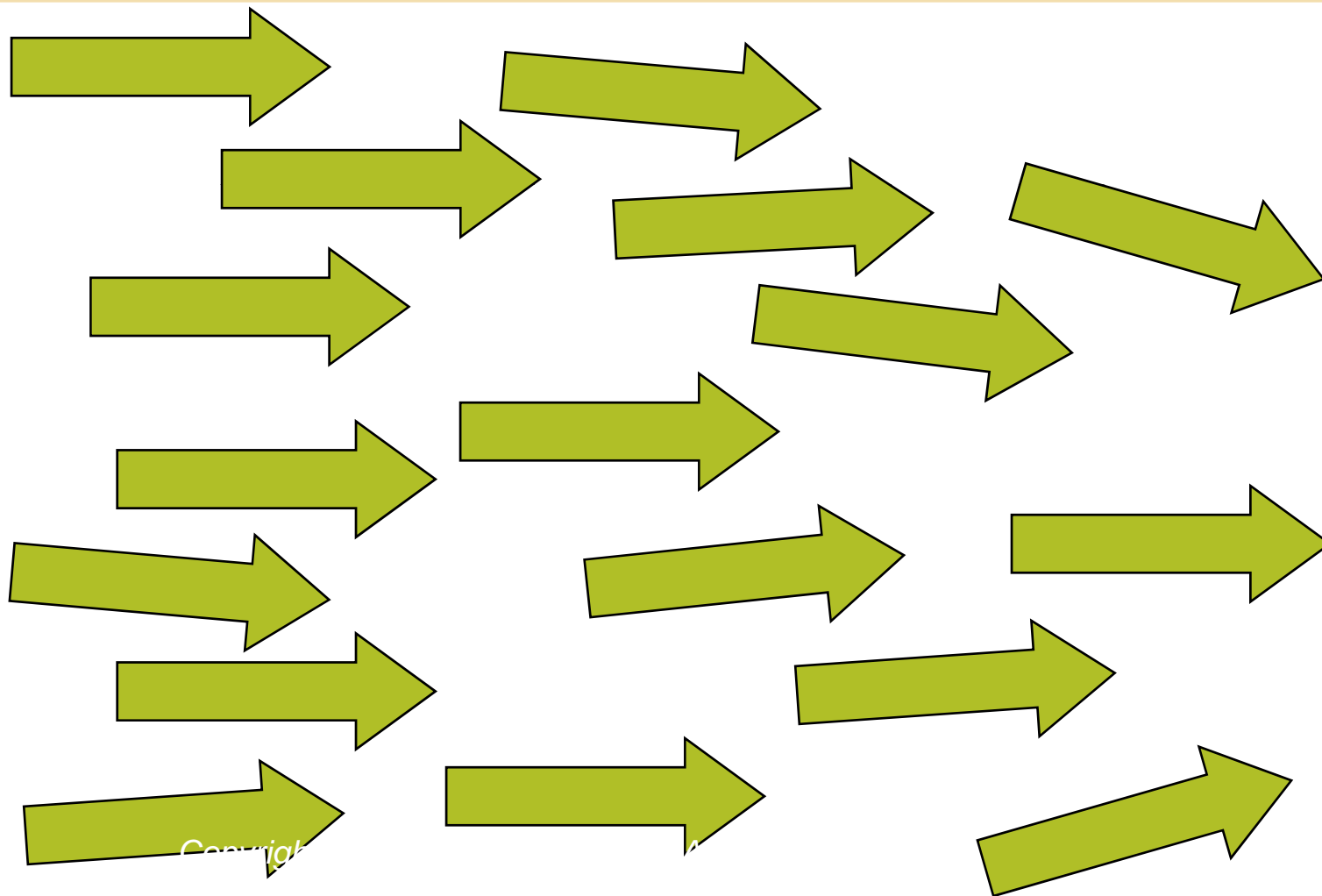
# Committed groups – focused

SLIDE 29

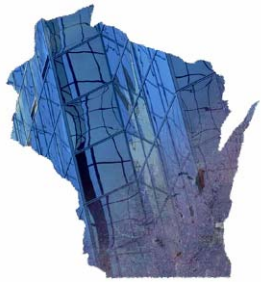
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## Discussions over the well being of communities are not limited to the United Nations....

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*Mission: Growing the region's economy in ways that preserve and enhance the quality of life.*

<http://www.thrivehere.org/>



# “Think Global, Act Local”

SLIDE **31**

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The original phrase "Think Global, Act Local" first appears in the book "The Evolution of Cities" (1905) by Scots Planner and social activist Patrick Geddes.

The first use of the phrase in an environmental context is disputed but most of these disputes date back to the late 60's and 70's.





## SLIDE 32

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Quality of Life Committee Reviewed and compiled a list of more than 120 quality of life indicators organized into 10 categories.

The initial list was prioritized and reduced down to 3-4 indicators in each of the QOL categories

# Final Dashboard of Indicators:

## **Life at Work:**

Reliable Energy

Income

Business Growth

Employment Growth

## **Life at School:**

- Adult Lifelong Learning opportunities
- Health of the Wisconsin Idea
- Post-Secondary Education
- Graduation Rate

## **Life at Leisure:**

City and County Parks

Variety of Leisure Activities

Youth Leisure Activities

## **Living a Healthy Life:**

Health Insurance Coverage

Childhood Immunizations

Prenatal Care

Exercise Opportunities and Participation

# Final Dashboard of Indicators:

## **Life in our Natural Environment:**

Land Use Planning

Preservation of Agricultural Lands

Surface Water Quality

Access to Public Spaces

## **Life at Home - Housing:**

The Cost of a Home

Shelter for the Homeless

Affordable Access to High Speed Internet

## **Life at Home:**

Healthcare Availability

Residents Living in Poverty

Subsidized Child Care

## **Life Together – Public Safety:**

Perception of Public Safety

Violent Crimes

Emergency Preparedness

# Final Dashboard of Indicators:

## **Life Together – Civics & Diversity:**

Local Government  
Performance

Voter Participation

Volunteerism

Neighborhoods

## **Life on the Road:**

Walkability

Transportation Investment

Mass Transit Options

Bike Ped Options

Commute Time to Work



# Objective Data

SLIDE 36

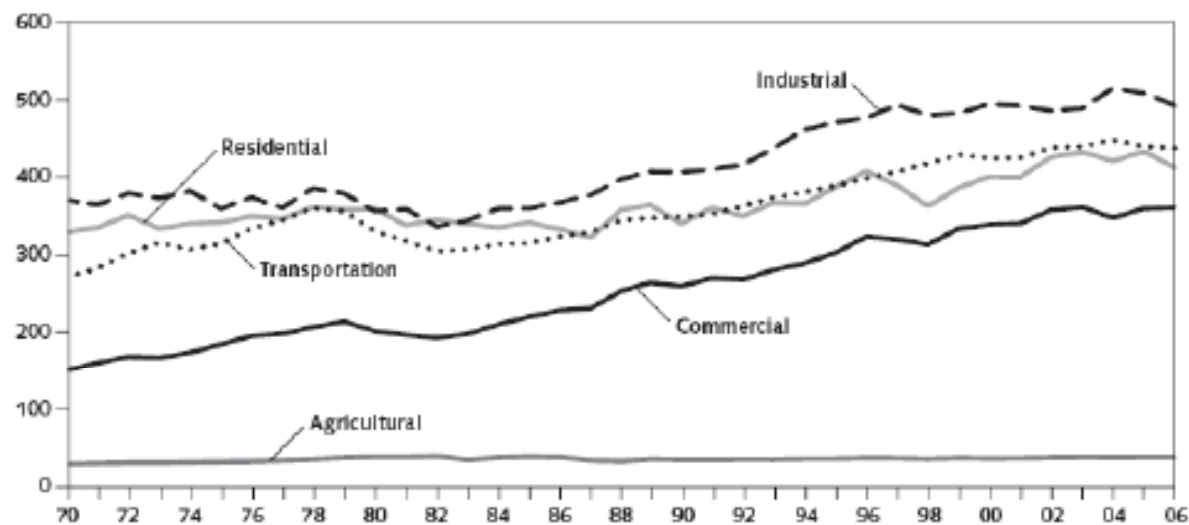
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## Energy consumption

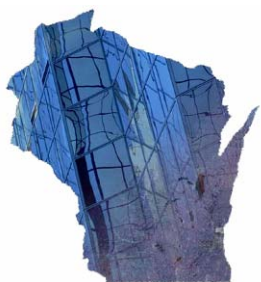
Chart 2

1970-2006

(Trillions of Btu)



Source: 2007 Wisconsin Energy Statistics, Wisconsin Office of Energy Independence,  
<http://power.wisconsin.gov/docview.asp?docid=11632&locid=131>



# Objective Data

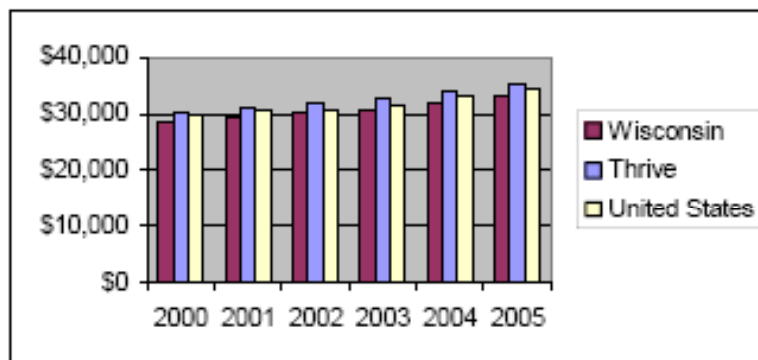
SLIDE 37

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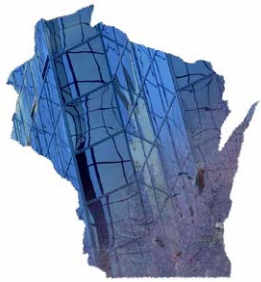
Per capita income  
Chart 7



Madison Region schools with a  
graduation rate lower than the state  
average ('06-'07):

Table 1

County	School District	Regular Diplomas
Rock	Beloit	75.60%
Sauk	Weston	76.90%
Dane	Madison Metropolitan	81.80%
Rock	Edgerton	83.50%
Jefferson	Watertown	85.30%
Iowa	Iowa-Grant	85.60%
Jefferson	Jefferson	85.70%
Dane	Belleville	85.90%
Green	Monroe	86.10%
Rock	Janesville	86.60%
Columbia	Cambria-Friesland	87.50%
Green	Brodhead	87.50%
Sauk	Baraboo	89.00%
Columbia	Pardeeville Area	89.20%
Jefferson	Fort Atkinson	89.40%
Wisconsin		89.60%



# Subjective Data

SLIDE 38

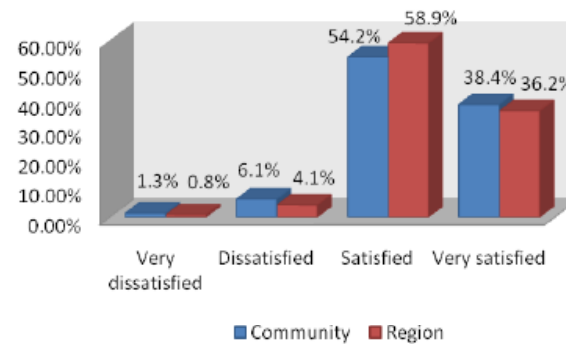
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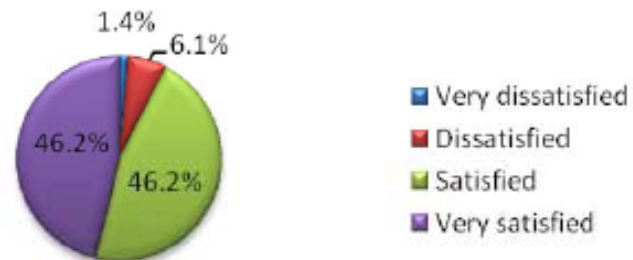
Satisfaction with parks & open space

Chart 15



**How satisfied are you with the University of Wisconsin's ability to conduct and apply research to solve problems and improve health, quality of life, the environment and agriculture for all state citizens?**

Chart 18





# Perception vs. Reality?

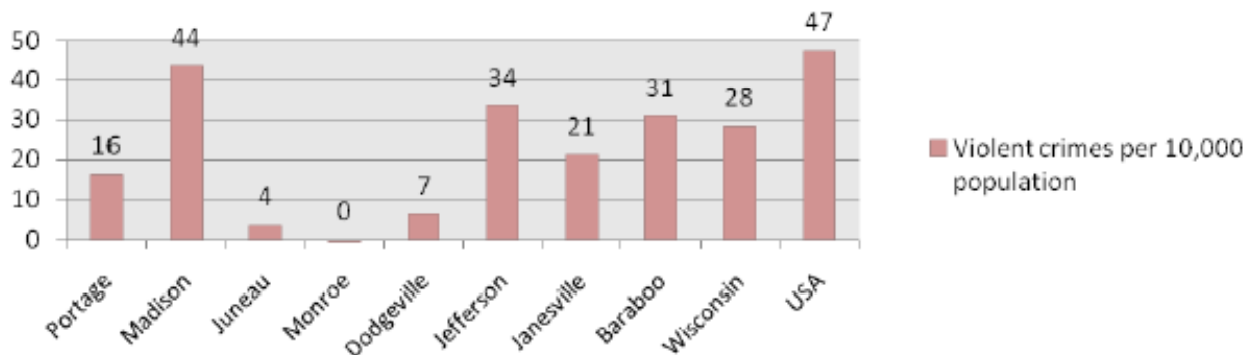
SLIDE 39

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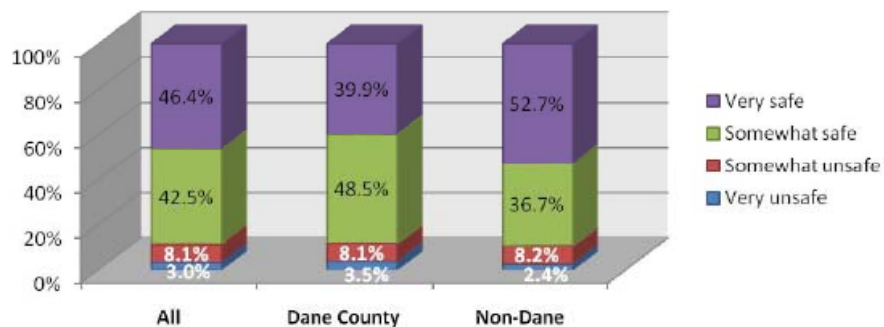
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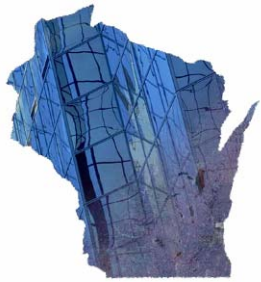
Violent crimes per 10,000 population  
Chart 37



Sources: FBI, [http://www.fbi.gov/ucr/cius2006/data/table\\_10\\_wi.html](http://www.fbi.gov/ucr/cius2006/data/table_10_wi.html)

How safe do you feel in your community?  
Chart 39



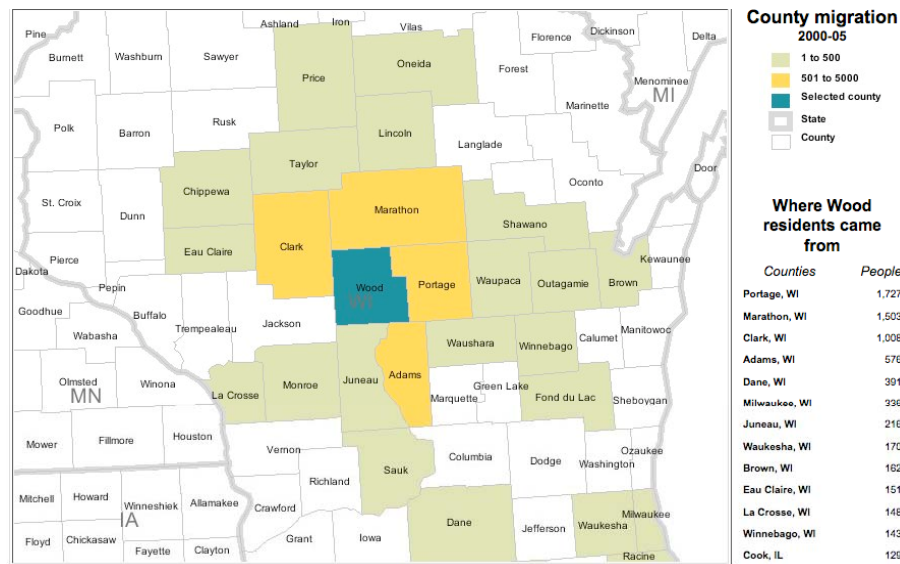


# County Migration Mapper

<http://enterprise.star-telegram.com/ARClms/Maps/clt/2007/irsmig.asp?pick>

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**County migration  
2000-05**

- 1 to 500
- 501 to 5000
- Selected county
- State
- County

**Where Wood  
residents came  
from**

Counties	People
Portage, WI	1,727
Marathon, WI	1,503
Clark, WI	1,008
Adams, WI	576
Dane, WI	391
Milwaukee, WI	336
Juneau, WI	216
Waukesha, WI	170
Brown, WI	162
Eau Claire, WI	151
La Crosse, WI	148
Winnebago, WI	143
Cook, IL	120
Rock, WI	122
Outagamie, WI	116
Taylor, WI	98
Waushara, WI	97
Hennepin, MN	89
Maricopa, AZ	67
Oneida, WI	59
Monroe, WI	58
Price, WI	58
Chippewa, WI	55
Racine, WI	52
Sauk, WI	50
Kenosha, WI	48
Lincoln, WI	45
Waupaca, WI	22
Fond du Lac, WI	21
Shawano, WI	15

Your next click on a county will:

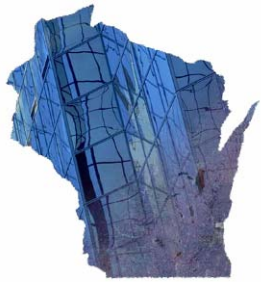
- Zoom to a state
- Show where county residents moved from
  - Show where county residents moved to
  - Zoom In
  - Zoom Out
  - Recenter
  -

Selected county: **Wood, Wisconsin**

Migration	In	Out	Net
<b>Total people migrating</b>	<b>12,795</b>	<b>14,476</b>	<b>-1,681</b>
Median household income	\$21,420	\$19,919	\$1,501
<b>Within US</b>	<b>12,707</b>	<b>14,426</b>	<b>-1,719</b>
Median household income	\$21,455	\$19,951	\$1,504
<b>Foreign</b>	<b>88</b>	<b>50</b>	<b>38</b>
Median household income	\$17,931	\$16,453	\$1,478

**Not migrating: 63,948**  
Median household income: \$33,372

Source: Charlotte Observer analysis of IRS data



# Downtown *and Business District* Market Analysis

Tools to Create Economically Vibrant Commercial Districts in Small Cities

SLIDE **41**

## Downtown Madison Market Analysis

2007



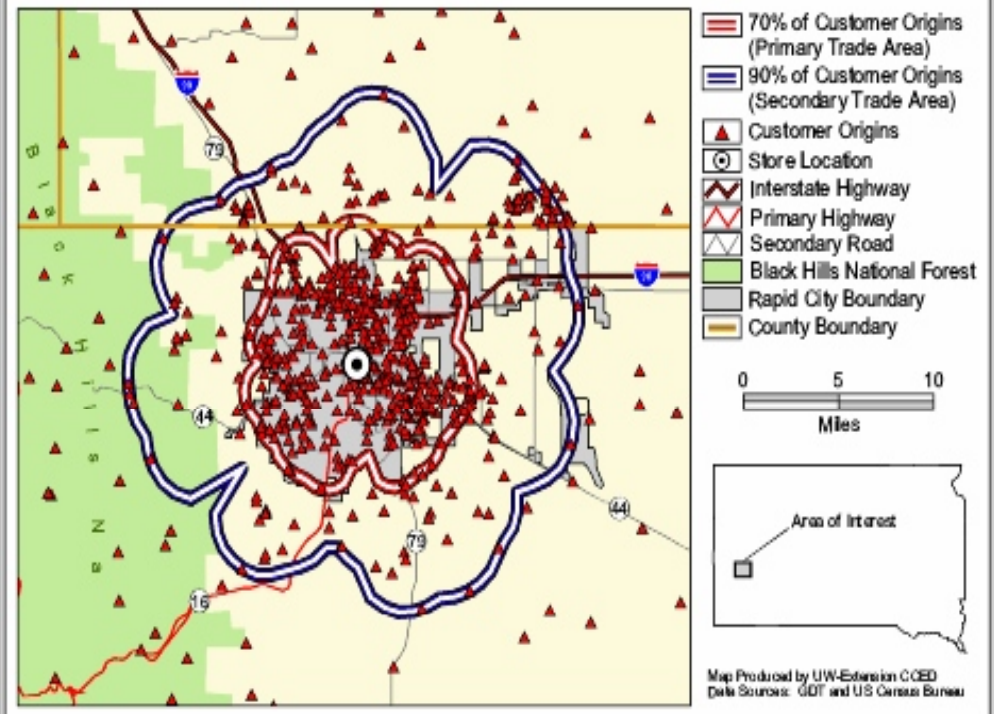
Photo: Jeff Miller - University of Wisconsin-Madison

Created in Partnership with:

Madison Central Business Improvement District  
Downtown Madison, Inc.  
City of Madison  
University of Wisconsin-Extension

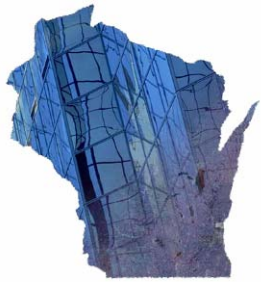


## Hardware Customer Origins



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<http://www.uwex.edu/ces/cced/downtowns/dma/index.cfm>



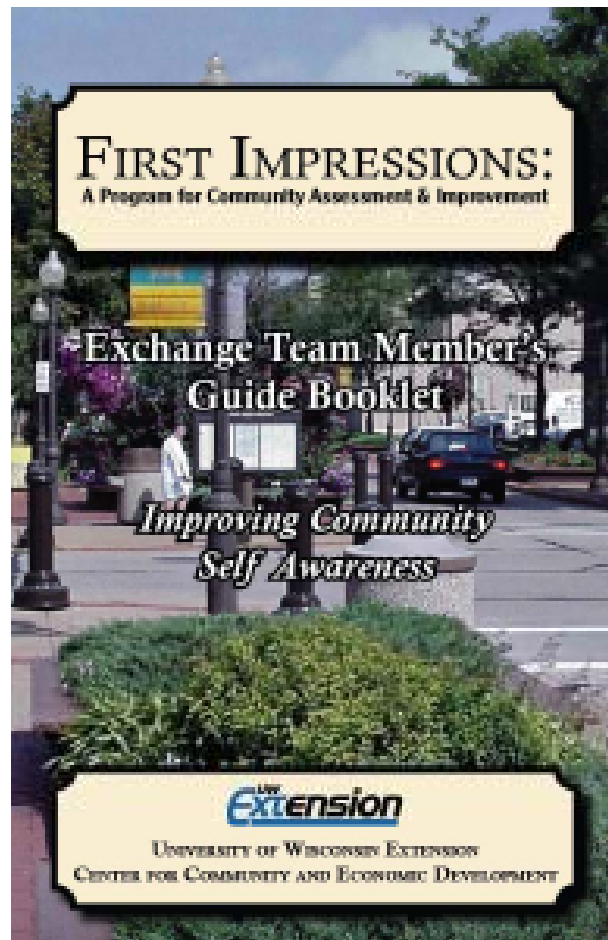
# First Impressions

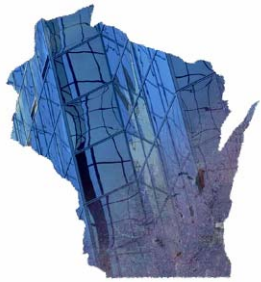
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# Community Economic Development Preparedness Index

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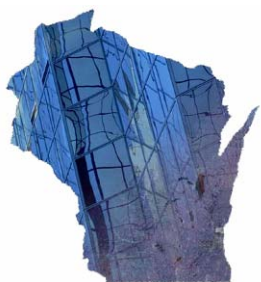
**UW Extension**  
Community Economic Development Preparedness Index\*

April 2004  
A Publication  
From:

**The Center for Community Economic Development**  
610 Langdon Street  
Madison, WI 53703-1104

The image shows the cover of a report titled 'Community Economic Development Preparedness Index\*'. At the top is the 'UW Extension' logo. Below it is a photograph of a white water tower with the word 'PLOVER' written on it. Underneath the photo, it says 'April 2004 A Publication From:' followed by a logo of a person sitting on a bench. At the bottom, it lists the publisher: 'The Center for Community Economic Development, 610 Langdon Street, Madison, WI 53703-1104'.

<http://www.uwex.edu/ces/cced/publicat.html#CEDPI>



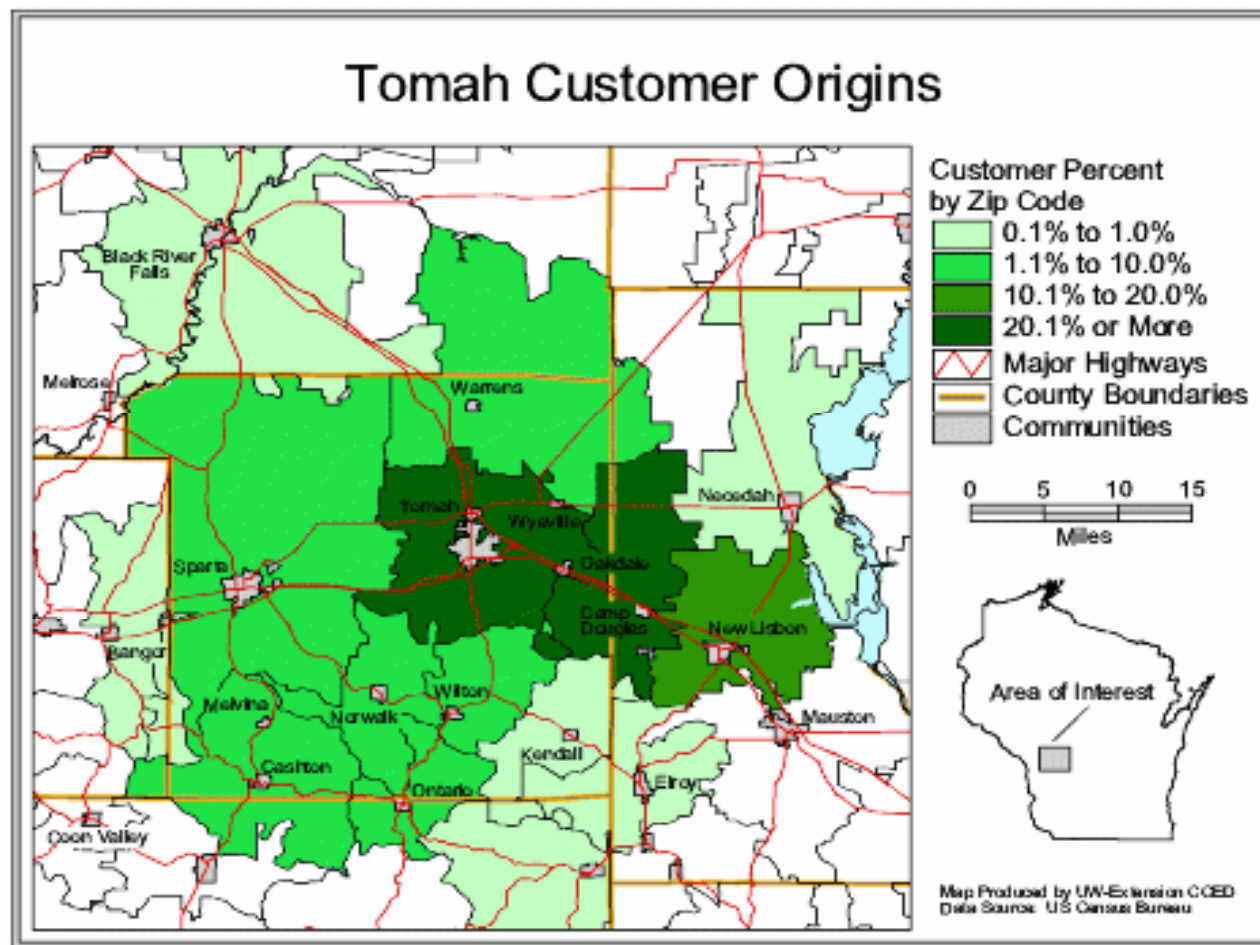
# Trade Area Mapper

SLIDE 44

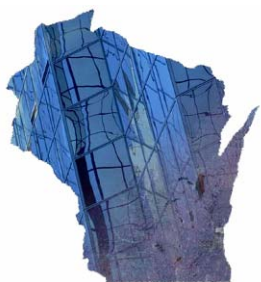
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<http://www.uwex.edu/ces/cced/economies/TAMI.cfm>



# Community Indicators

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## Community Indicators

Andy Lewis and Bill Pinkovitz

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Would you like to be able to easily obtain detailed data about your community and others like it? Would you like the data to be in a format that focuses on helping you identify and analyze issues instead of simply providing access to lots of data? Would you like it in a format that is presentation-ready? Would you like it free and easy to use? We thought so.

We have initiated a project to identify several **Community Indicators**. Our intent is to develop and publish online templates that will provide practical thought provoking information and stimulate discussion at the community level. The templates are designed to provide easy access to a variety of data about your community. They will also enable you to obtain similar data about other communities throughout the United States.

Each **Community Indicator** includes an easy-to-use template that will enable even novice users to access, input, and display data in a presentation-ready Excel™ format. Detailed online instructions explaining how to use the templates and how they were developed is included with each **Community Indicator**.

Because we believe that using these templates must be easy, regardless of where you are, we are limiting our indicators to data that is readily available via the WEB.

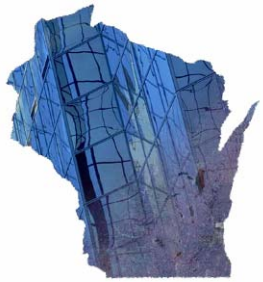
We invite you to take a look at **Community Indicators**. We'd also like to hear from you. What do you think of **Community Indicators**? How did you use them? What other indicators would you like to see?

[Mobility: A Culture on the Move](#): How long have you lived in your community? In the United States, only half the population is living in the same place that they lived in five years ago. According to James M. Jasper, the only group that moves more frequently than Americans are nomadic tribes. What does that mean for your community? How does your community compare? To find out how your community compares, take a look at the following **Community Indicator**.

[Age COHORTS: Lets Compare Apples to Apples](#): What happened to all the residents of your community who were age 20 to 29 years old in 1990. By the year 2000, they had all turned 30 to 39 years old. So, why when analyzing communities do people compare the 20 to 29 year olds of 1990 to the 20 to 29 year olds of 2000? Isn't that comparing apples to oranges? If you would like compare apples to apples, take a look at **Age COHORTS**.

[Understanding Worker Flow Data](#): While communities can work on becoming more "self-sufficient" and attracting jobs which meet the employment needs of

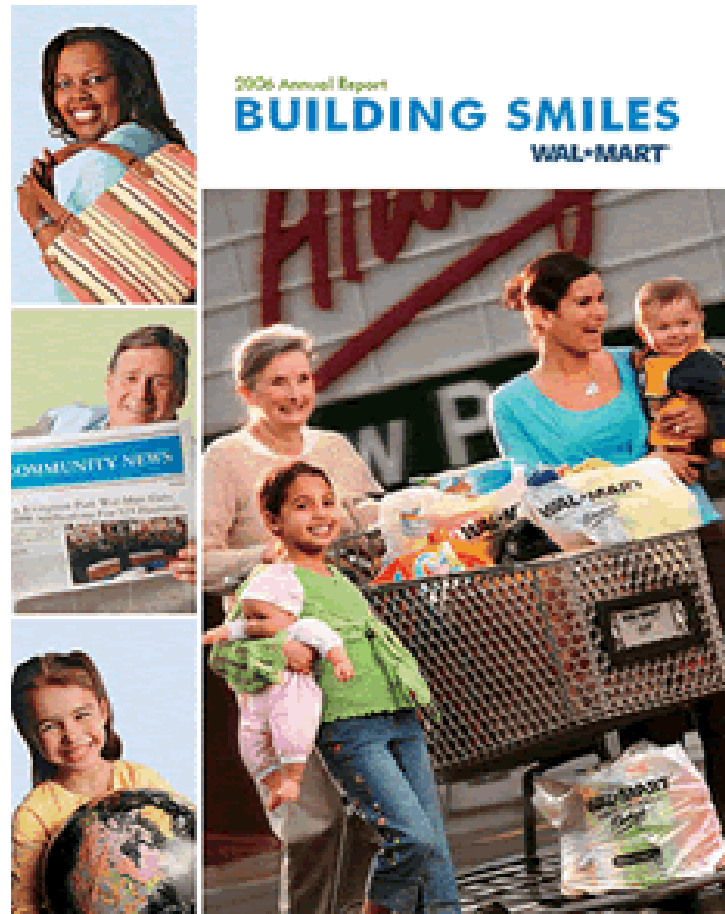
Done Internet 100%



# Big Box Retail

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# Wisconsin State Journal

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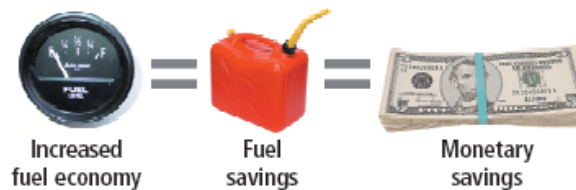
## ECONOMIC SNAPSHOT

### Reaping the rewards of fuel economy

Saving even a little gasoline can have a significant impact locally. In 2005, there were 136 million passenger cars registered in the United States. According to the Energy Information Administration, the average vehicle was driven 12,375 miles, consumed 541 gallons of gasoline and averaged 22.9 miles per gallon. Increasing the average to 25 miles per gallon would save 6.2 billion gallons of gasoline annually — enough to fuel almost half a million cars for a year.

What about Dane County? Increasing the average mileage for the 213,198 cars registered in Dane County by a similar amount would save 9.7 million gallons of gasoline each year — enough to fuel approximately 18,000 passenger cars for a year. The savings would also mean that county residents would have \$29 million more to save, invest or spend locally.

Passenger vehicles are driven an average of 240 miles per week. If Dane County residents elimi-



nated 10 miles of driving per vehicle per week, enough gasoline would be saved annually to fuel 9,000 cars for a year.

If Dane County increased its fuel efficiency and reduced driving as just discussed, it would save enough gasoline to fuel 27,000 cars for a year. That's the equivalent to all the passenger cars registered in Sauk County.

On an individual basis, savings can also be significant. For example, increasing gas mileage in a vehicle from 20 to 25 miles per gallon will cut your gasoline bill by 20 percent.

Part 1 of this month's series on conservation  
Next week: Incandescent vs. energy-efficient light bulbs

QUESTIONS: Contact Bill Pinkovitz, Center for Community and Economic Development, University of Wisconsin Extension at [bill.pinkovitz@ces.uwex.edu](mailto:bill.pinkovitz@ces.uwex.edu).

Economic Snapshot is a weekly feature provided by the **UW Extension**

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