



Using Community Capitals in Planning & Evaluation

A Comprehensive Design

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FHLB-Pgh's Blueprint Communities Initiative (BCI)

- ▶ Developed in 2005 to revitalize older communities through a holistic, team-based approach known as comprehensive neighborhood development.
- ▶ A community planning process that seeks to:
 - ▶ Foster strong local leadership, collaboration & development capacity
 - ▶ Serve as a catalyst for revitalization
 - ▶ Use sound local and regional planning that includes:
 - ▶ A clear vision
 - ▶ A comprehensive implementation strategy

FHLB-Pgh's BCI, cont.

- ▶ Teams of community volunteers are provided training and coached in creating community development plans.
- ▶ Teams are provided with technical assistance money and funding opportunities.
- ▶ BCI encourages coordinated public & private investments in targeted communities.
- ▶ To date, over 30 communities across Delaware, Pennsylvania and West Virginia have been certified and/or recertified to participate

The Dilemma vs. The Solution

The Dilemma:

- ▶ How can we measure the community impact of team-driven planning processes in a way that allows for meaningful evaluation of different communities and state programs across common measures?

The Solution:

- ▶ By developing and using Community Capitals assessment tools to provide a common basis for participating team members to indicate the degree to which planning and implementation has impacted their communities.

2014 Pennsylvania Blueprint Teams

- ▶ 6 community teams from 3 cities and 3 regions in rural Pennsylvania (see Reuters article)
- ▶ All communities had populations less than 15,000 and also met bank requirements for program eligibility:
 - ▶ Team composition & diversity
 - ▶ Resolution of Support from the local government
 - ▶ Community status/readiness
 - ▶ Small, Emerging communities
 - ▶ Local leadership & some capacity
 - ▶ Prior planning efforts

2014 PA BCI Schedule

- Kickoff & First workshop–May 2014
- Current Community Assessment work completed May-July 2014
- Workshops held in July, September, October, December
- Graduation-March 2015
- BCI Recertification- 2016
- 2-Year Evaluation (survey & focus group) 2017
- 5-Year Evaluation (survey & focus group) 2020

FHLB-Pittsburgh (Program Sponsors)

- ▶ Laura Rye, Community Investment Relationship Manager, lrye@fhlb-pgh.com
- ▶ David Buches, Community Investment Manager
- ▶ John Bendel, Director of Community Investment

Program Staff

- ▶ PA Downtown Center: Bill Fontana, Director; Julie Fitzpatrick, Assistant Director; Stefan Klosowski, Field Outreach Specialist; and Rick Viglione, Western Field Services Coordinator. www.padowntown.org, (717) 233-4675
- ▶ Penn State: Walt Whitmer, Senior Extension Associate (wew2@psu.edu) and William C. Shuffstall, Senior Extension Educator (wcs2@psu.edu)
- ▶ Independent consultant Denise Schlegel, Denise Schlegel & Associates (dsschlegel@wildblue.net)
- ▶ Independent consultant and evaluator, Marylin McKeown, 304-690-0021, marylin63@yahoo.com

2014 PA BCI: Key Principles

- ▶ Outcomes-based approach to both planning AND evaluation
- ▶ Integration of the Community Capitals Framework into both planning AND evaluation
- ▶ Participatory Evaluation

2014 PA BCI: Planning & Evaluation Components

Pre-Planning	During the Program	End of Program	2- and 5-Years Post Program
Pre-work assignment	Community-specific outcomes and indicators	Program Staff evaluation	Web-based survey on Community Capitals
Individual questionnaires	Measurement plans, baseline data	Individual questionnaires	Focus Groups
Community Capitals Assessment Tools	Action plans that build Capitals	Team assessment	
Online Community Survey	Workshop Evaluations	Universal Indicators (baseline)	

Pre-planning Components

- ▶ Pre-work assignment (see packet)
 - ▶ Reading material on Community Capitals
 - ▶ Answer a few questions about their community
 - ▶ Take photos of healthy and impaired assets
 - ▶ Complete the Human Capital Assessment
- ▶ Individual questionnaires
 - ▶ Participants' level of knowledge, skills, experience
 - ▶ Asked one question about level of knowledge on 7 Community Capitals
 - ▶ Perceptions on community support for planning process, and team capacity to carry out planning

Pre-planning Components: Community Capitals Assessment Tools

- ▶ One tool for each of the 7 Capitals
- ▶ Based on a literature review:
 - ▶ A summary of each capital was developed.
 - ▶ Between 3 and 8 dimensions were identified and defined for each Capital type.
 - ▶ A variety of possible measurement indicators were identified for each dimension.
- ▶ Teams were asked to rate their community today on each dimension on a 5-point Likert scale
- ▶ Teams were also asked to identify dimensions with high priority for investment, explain why, and describe the type of investment that could make a difference.

Pre-planning Components: Community Capitals Assessment Tools, cont.

- ▶ Natural Capital ratings included two aspects: health & use. (SEE PACKET)
- ▶ Some tools had additional questions that the teams answered prior to completing the ratings.
- ▶ Teams were encouraged to involve others in the community in coming up with their ratings.
- ▶ SEE HUMAN CAPITAL ASSESSMENT TOOL IN YOUR PACKET
- ▶ Teams were also given a sheet that allowed them to weight each dimension based on potential for further investment. (SEE PACKET)

What participants said about the Community Capitals Assessment Tools

Questions	Avg. Scores
1. On a scale of 1 to 5 (1 being very easy, 5 being very difficult), please rate the degree of difficulty your team had in using the 7 Community Capitals Assessment tools to gather information about your community .	2.5
On a scale of 1 to 5, indicate your level of agreement with the following statements where 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree	
2. As a result of using the 7 community capitals assessment tools, I have a broader understanding of my community's assets.	4.0
3. The assessment process helped us to surface different perspectives and opinions amongst our team members.	4.1
4. We were able to resolve any differences of opinion and agree on team responses that made sense.	3.9
5. The tools helped us identify opportunities and prioritize areas for future improvement.	4.0
6. I would recommend the Community Capitals assessment tools to other communities who are beginning their planning processes.	4.0

What participants said about the Community Capitals Assessment Tools, cont.

► **What made it difficult?**

- Not having information needed/lack of access to data (4)
- Staying focused (2)
- Time consuming (2)
- Layout of forms (1)
- Applicability (1)

What participants said about the Community Capitals Assessment Tools, cont.

- **Suggestions for changing the tools to make them easier to use:**
 - Design of form (3)
 - Provide more time (2)
 - More explanation of tools (1)
 - Better system to organize data (1)

Post-program Components: Community Capitals Assessment Tools

- ▶ SEE 2-YEAR EVALUATION SURVEY TOOL IN YOUR PACKET

Team Results of Community Capital Assessments

- ▶ SEE SHEET IN PACKET: “Blueprint Community Capitals by CCT and Weighting”

Other Components that Relate to Community Capitals Framework-During the Program

- ▶ Community-specific Outcomes & Indicators
 - ▶ Teams identify what they want to achieve, how they will measure it
 - ▶ For each objective, indicate which community capitals will be impacted
 - ▶ Teams were asked to build on the work they did in assessing priority areas for investment on each of the 7 Community Capitals Assessment tools.
 - ▶ They were reminded about potential indicators listed on each of the tools.
- ▶ Action Plans that Build Community Capitals
 - ▶ During the training session on creating their one-year action plan, teams were asked to think about HOW they were going to execute strategies, and identify action steps that would help them to build and leverage the Capitals.
- ▶ Workshop evaluations

Other Components that Relate to Community Capitals Framework-End of Program

- ▶ Individual participant questionnaires
 - ▶ Similar to pre-planning questionnaires
 - ▶ Includes 7 questions about level of knowledge on each of the Capitals
- ▶ Team Assessment
 - ▶ Each team's self assessment
 - ▶ Will include a general question about Community Capitals framework
- ▶ Universal indicators are being identified
 - ▶ To be tracked across all communities, using secondary data
 - ▶ 2-5 indicators per Community Capital
 - ▶ Will be finalized once teams have finished identifying their outcomes and indicators