

Community Capitals

Human Capital

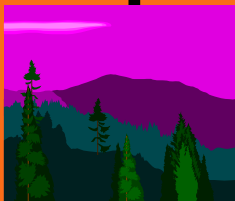


Social Capital



Healthy ecosystem
Vital economy
Social equity

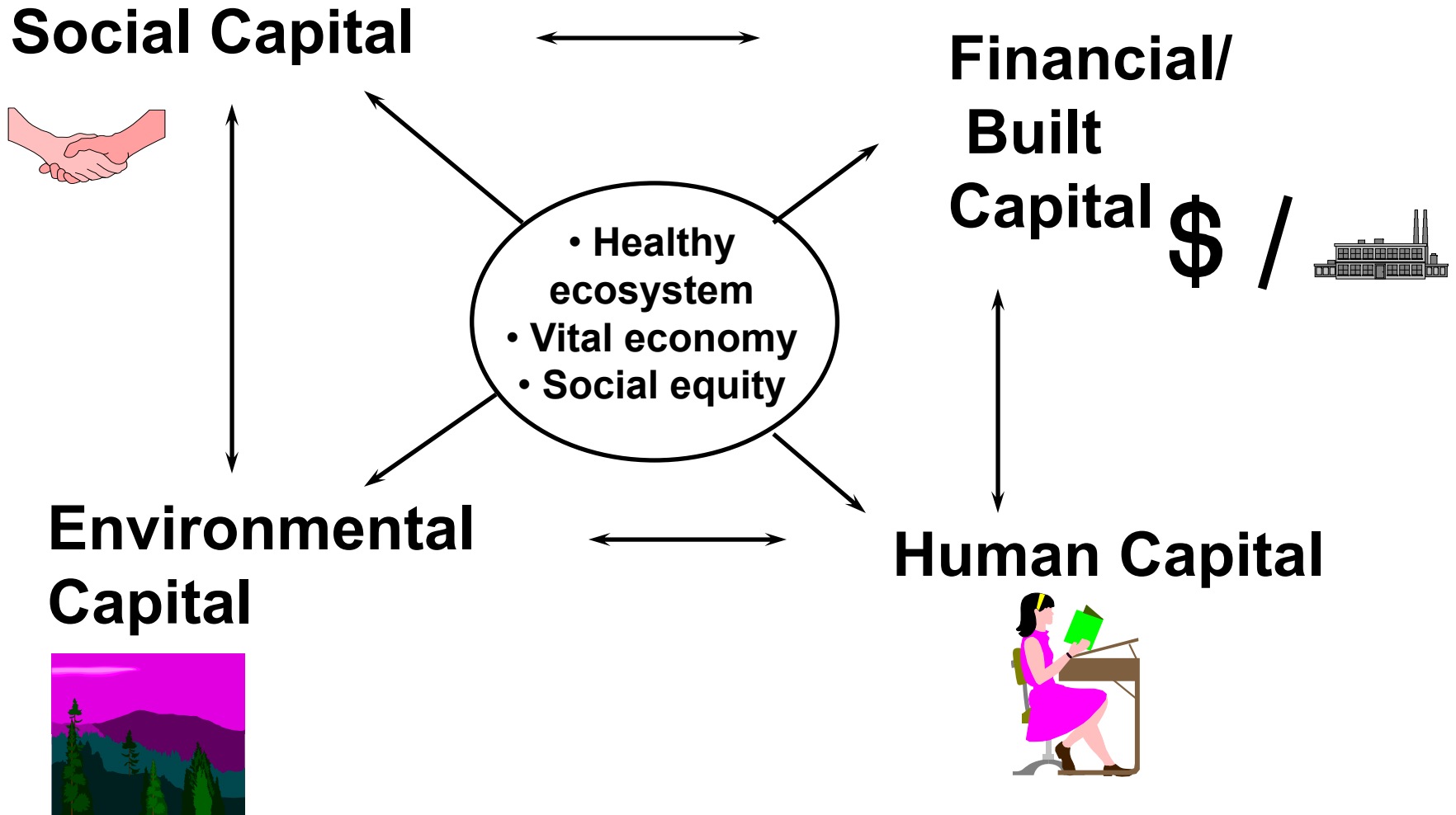
Natural Capital



Financial/Built Capital
\$



Forms of Capital Within Communities



**Increased use of the knowledge,
skills, and abilities of
local people (*human capital*)**

- **Identify capacities**
- **Enhance capacities**
- **Recombine capacities**

Strengthened relationships and communication *(social capital)*

- **Increased interactions among unlikely groups within the community**
- **Increased interactions among unlikely groups outside the community**
- **Increased availability of information and knowledge**

Improved community initiative, responsibility, and adaptability (*social capital*)

- **Shared vision**
- **Building first on internal resources**
- **Looking for alternative ways to respond to constant changes**
- **Loss of the victim mentality**

Sustainable, healthy ecosystems with multiple community benefits (*natural capital*)

- **Human communities plan and act in concert with natural systems**
- **Ecosystems are used for multiple community benefits**
- **Those with alternative uses of the ecosystem seek common ground**

Appropriately diverse and healthy economies (*economic capital*)

- **Reduced poverty**
- **Increased business efficiency**
- **Increased business diversity**
- **Increased community residents'
assets**

Capitals As Assets and As Outcomes

Assets—4 capitals

Capacity

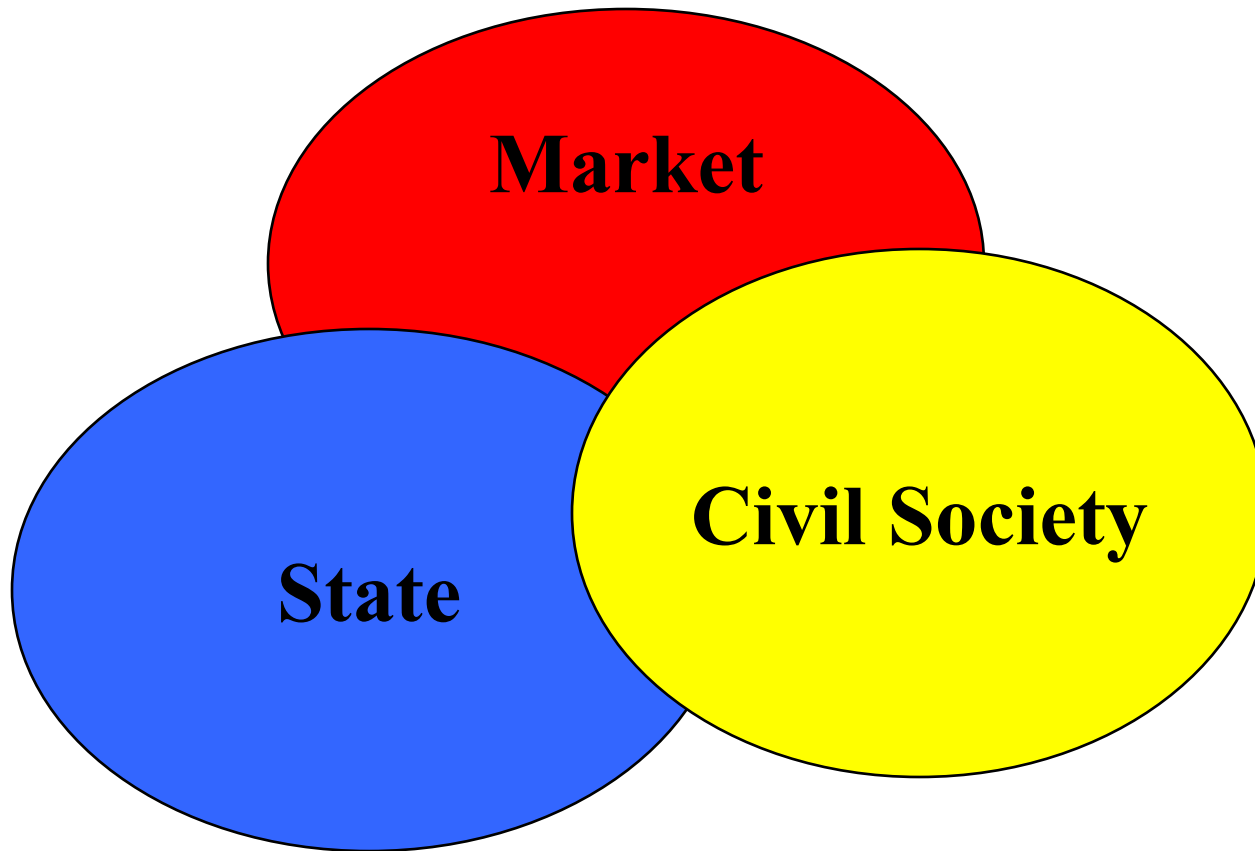
Desired Futures

Four capitals:

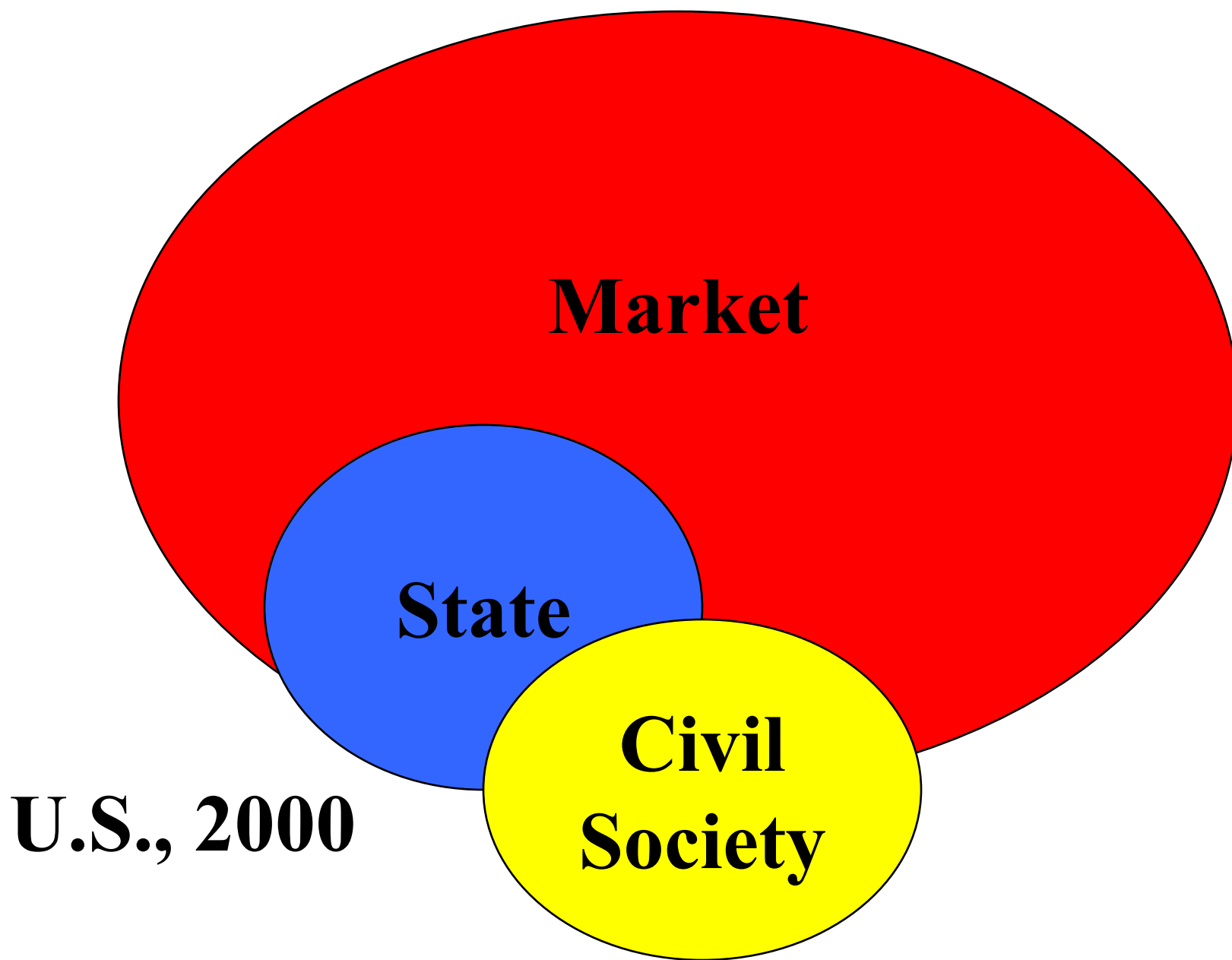
- Social
 - Bridging
 - Bonding
- Human
- Natural
- Economic
 - Financial
 - Built)

- **Increased use of knowledge, skills, and abilities of local people**
- **Strengthened relationships and communication**
- **Improved community initiative, responsibility, and adaptability**
- **Sustainable, healthy ecosystems w/multiple community benefits**
- **Appropriately diverse and healthy economies**

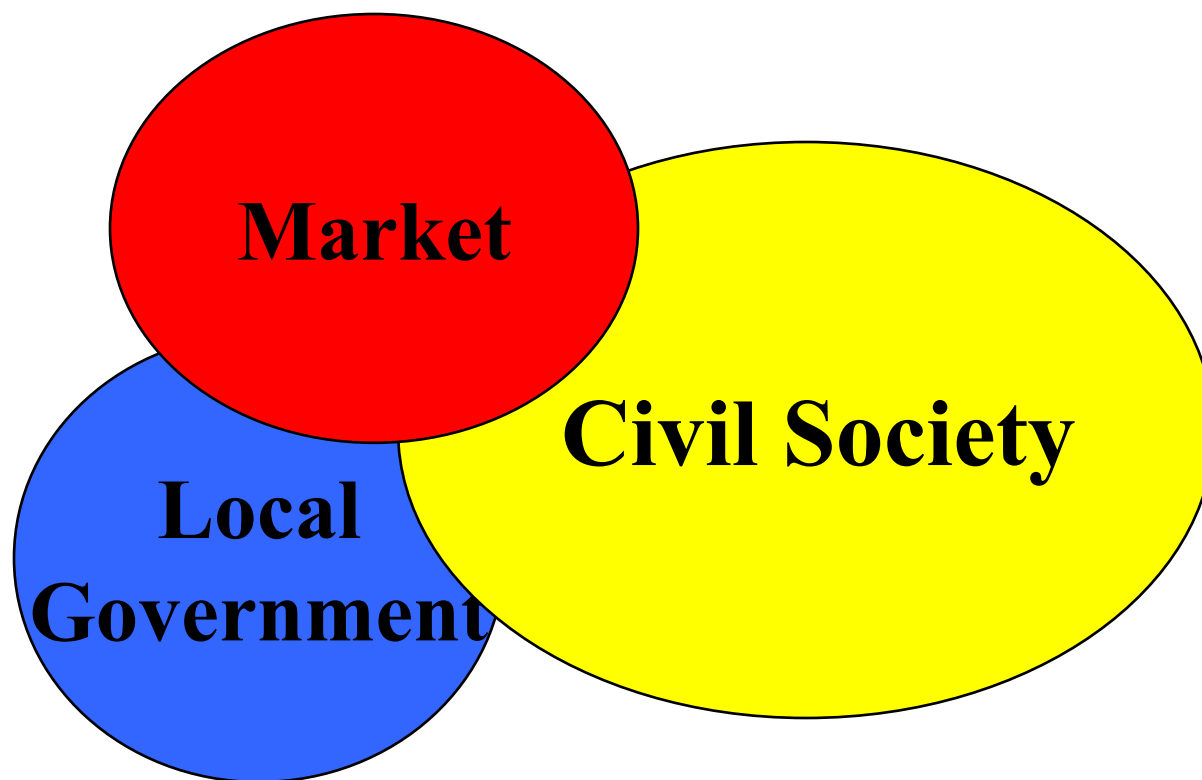




Ideal Balance

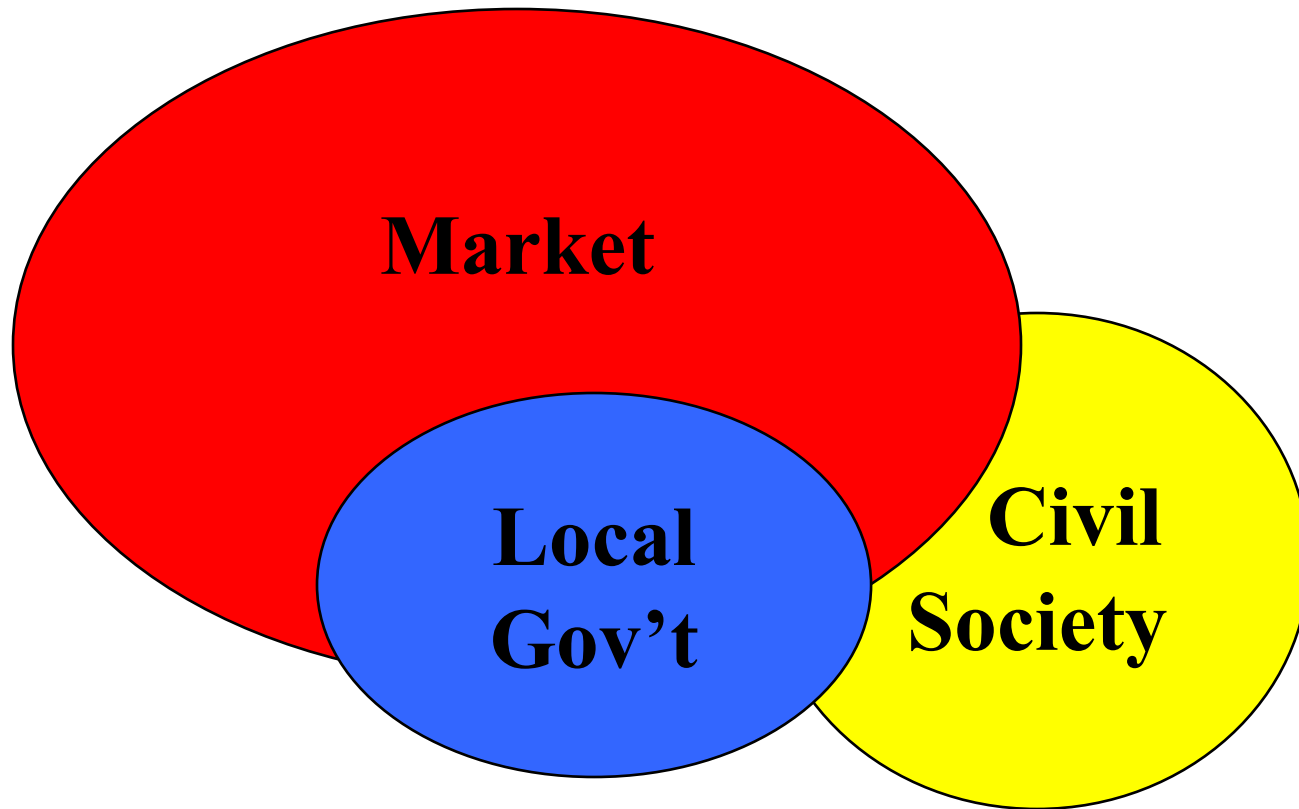


Relation of Community Sectors Before State Decentralization



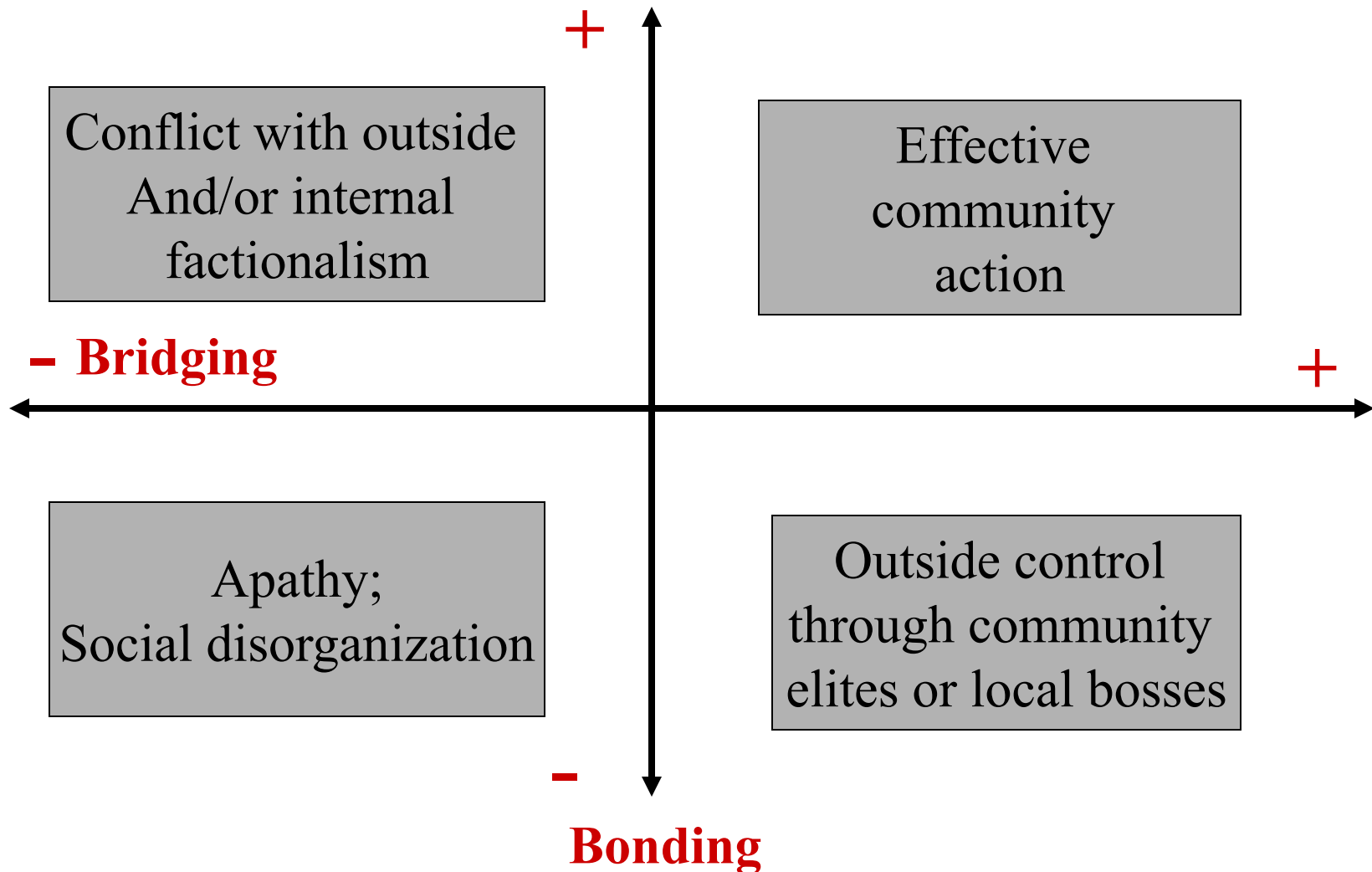
Under Economic Dispersion

Community Sectors Before State Decentralization

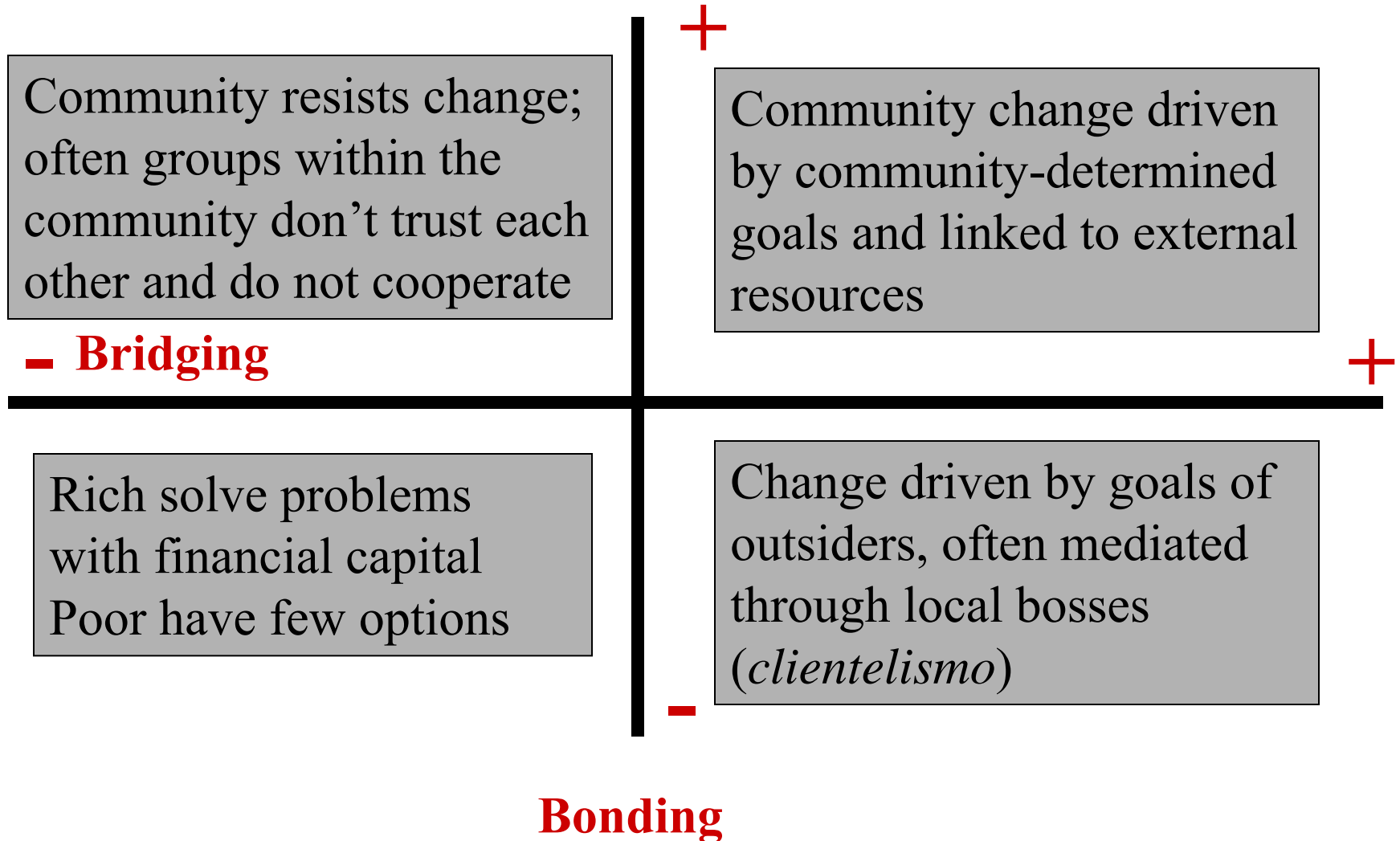


Under Economic Concentration

Community Social Capital Action Typology



Dimensions of Social Capital: Implications for Community Building



Study of 99 Iowa Non-Metro Communities, 1994-1998

Dependent Variables—Economic Development:

Self-Development (Count variable)

- Historic/cultural site for tourism (67%)
- Downtown revitalization (66%)
- Retain/expand local business (61%)
- Find buyer for local business (53%)

Industrial Recruitment (Guttman scale)

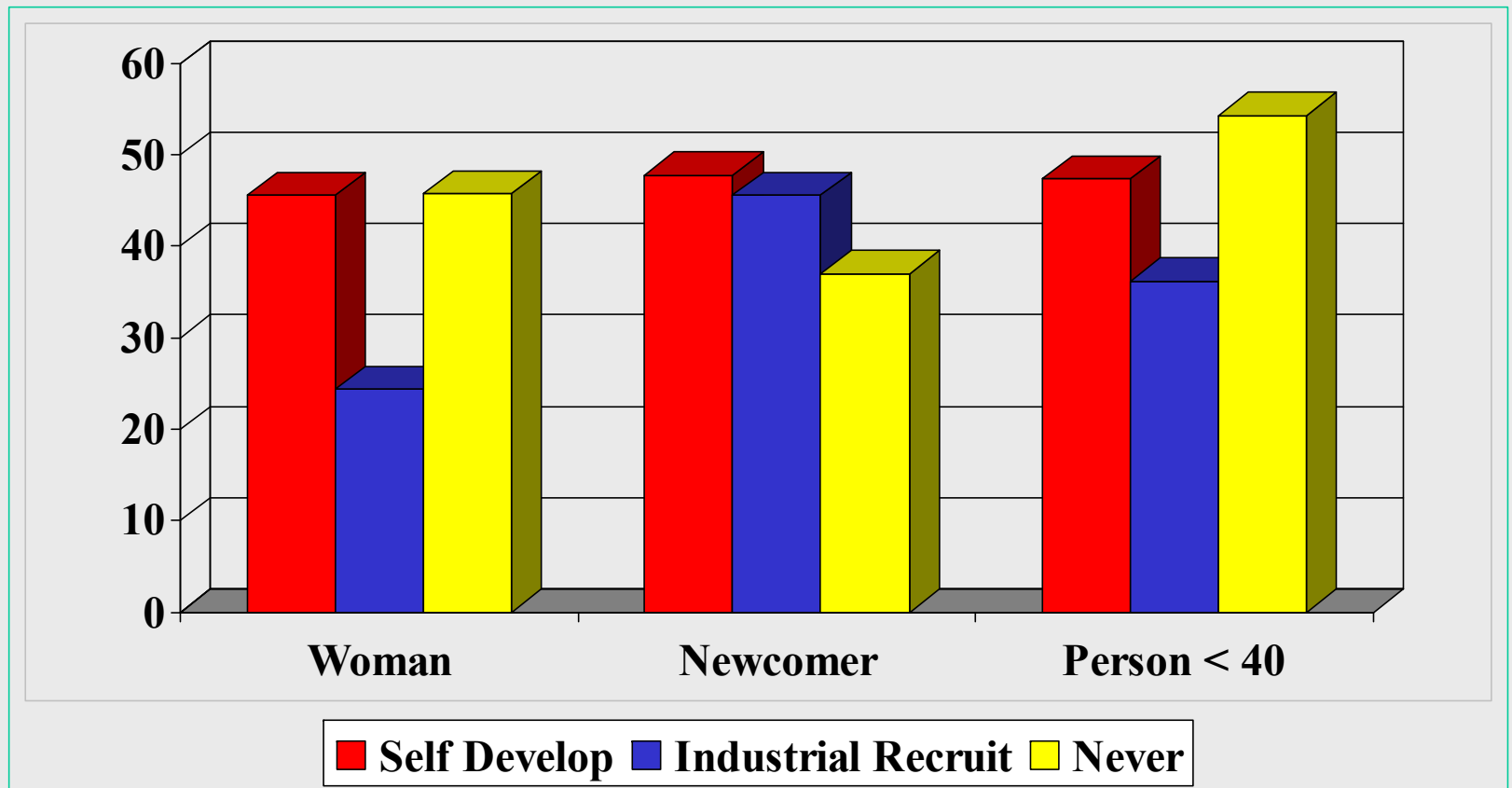
- Organize recruitment committee (59%)
- Develop industrial park (31%)

Economic Development Regressed on Social Infrastructure, 99 Iowa Communities, 1994-98

<u>Social Infrastructure Indicators</u>	<u>Self Dev.</u>	<u>Ind. Recruit.</u>
Population size (1990) (Control)	<u>.32</u>	<u>.29</u>
LogPop w/20 mile radius (Control)	-.14	-.05
Whole community group (Symbols)	-.01	-.08
Community inclusiveness (Symbols)	-.01	-.07
Citizen input scale (Symbols)	<u>.26</u>	.18
Linkage scale I (Quality of Linkages)	<u>.21</u>	<u>.30</u>
Linkage scale II (Quality of Linkages)	<u>.16</u>	.03
Business supportiveness (Resource Mobil.)	<u>.39</u>	.10
Organizational activism (Resource Mobilization)	<u>.19</u>	.06
Fundraising capacity (Resource Mobilization)	<u>.19</u>	.15
R Square	<u>.63</u>	<u>.51</u>

Sample of U.S. Nonmetro Communities

% of economic development projects with at least one --



ESI and Locally Initiated Economic Development in Non-metro US

Jan Flora,

Jeff Sharp,

Cornelia Flora,

and

Bonnie Newlon

Significant ESI Indicators

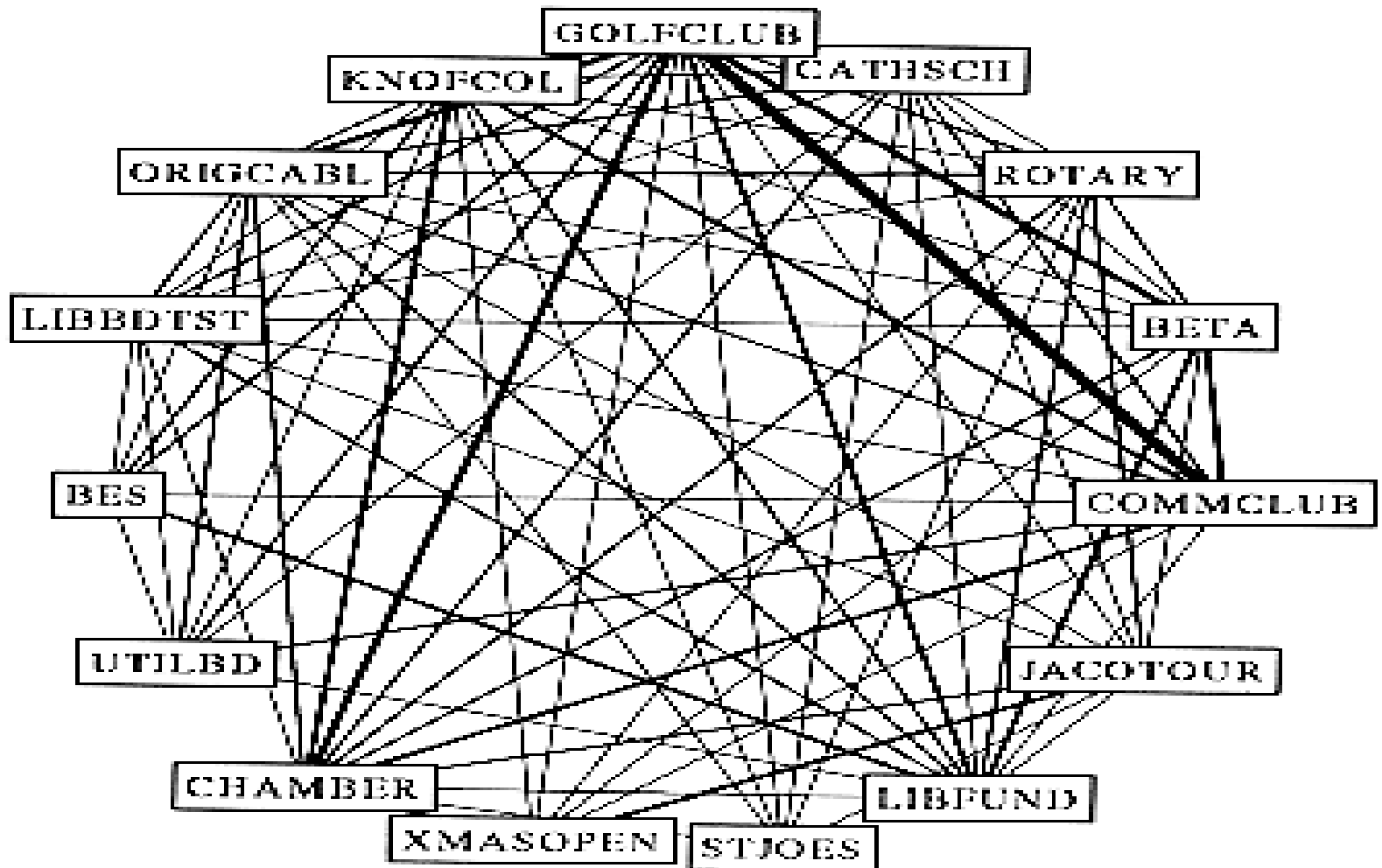
- Legitimacy of Alternatives: newspaper stimulates information flow regarding local issues
- Resource Mobilization: financial institutions contribute to community projects
- Network Qualities: number of horizontal/vertical linkages within and outside community

Social Reconnaissance, Social Capital:

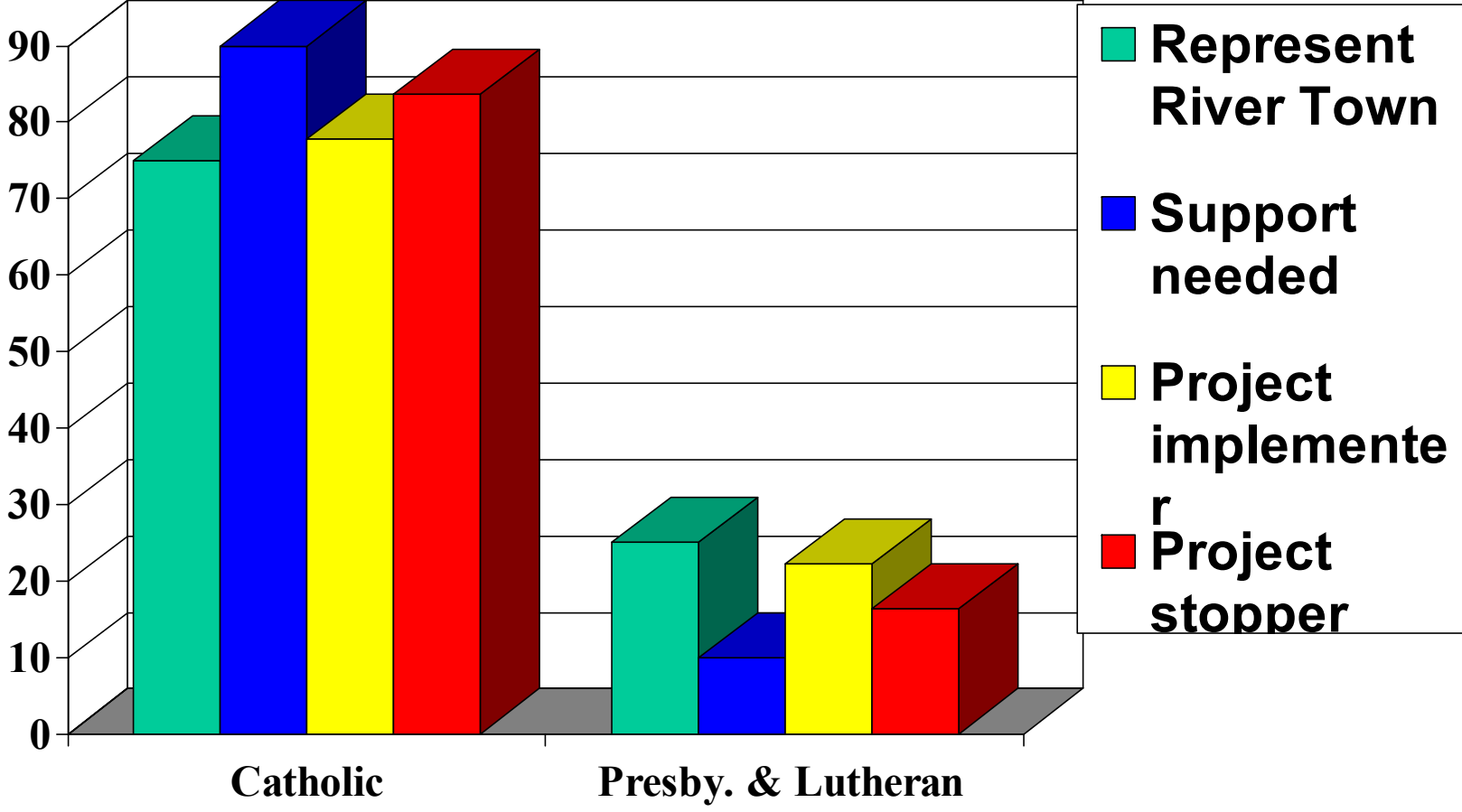
Field Research by a Student Team to
Inform a Participatory Community
Development Project

Jan Flora, Brent Hales, Peggy Petrzela, Vern
Ryan, Jeff Zacharakis-Jutz, and Sandy Trca-
Black

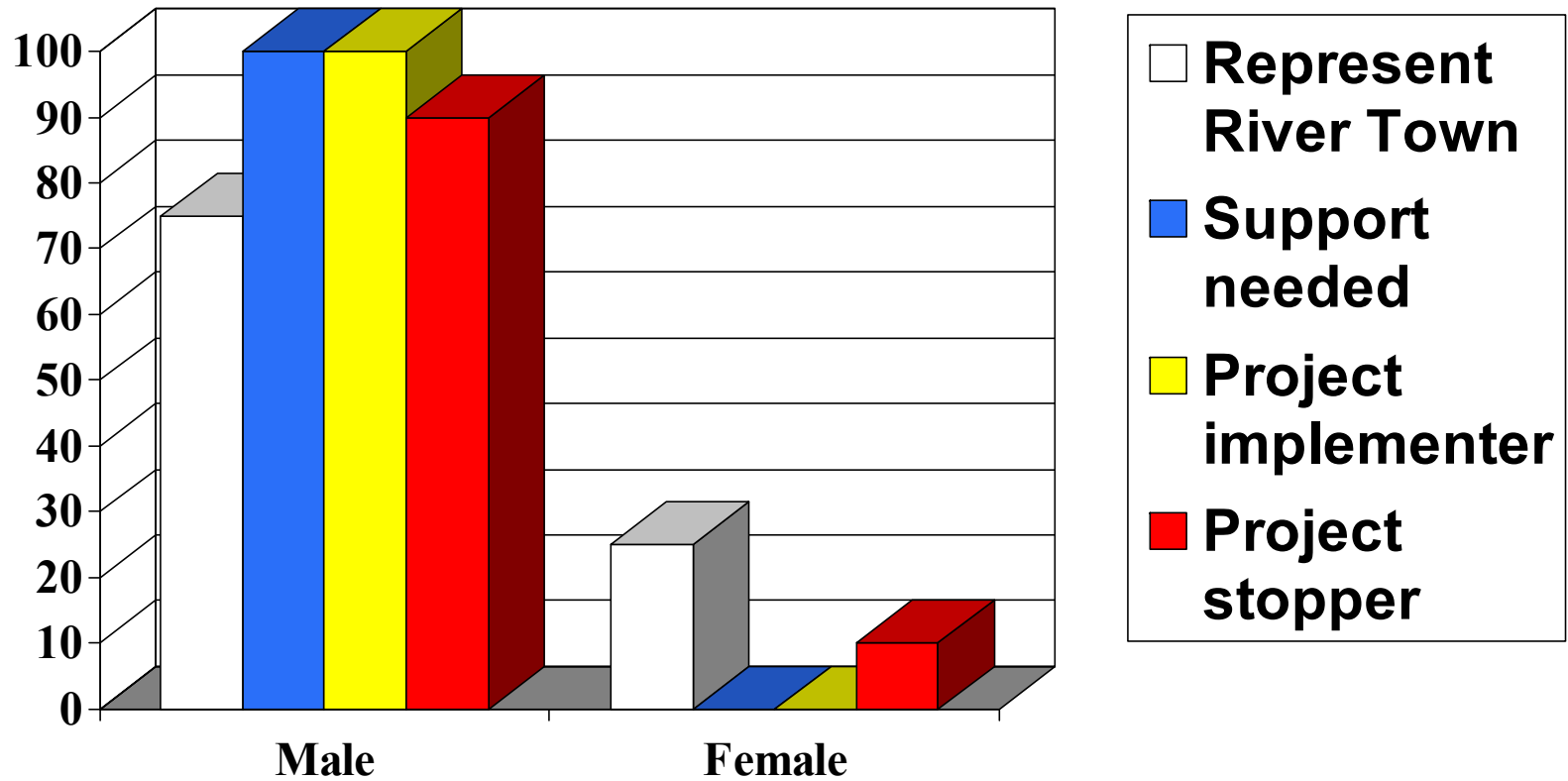
Core Organizations in Riverside



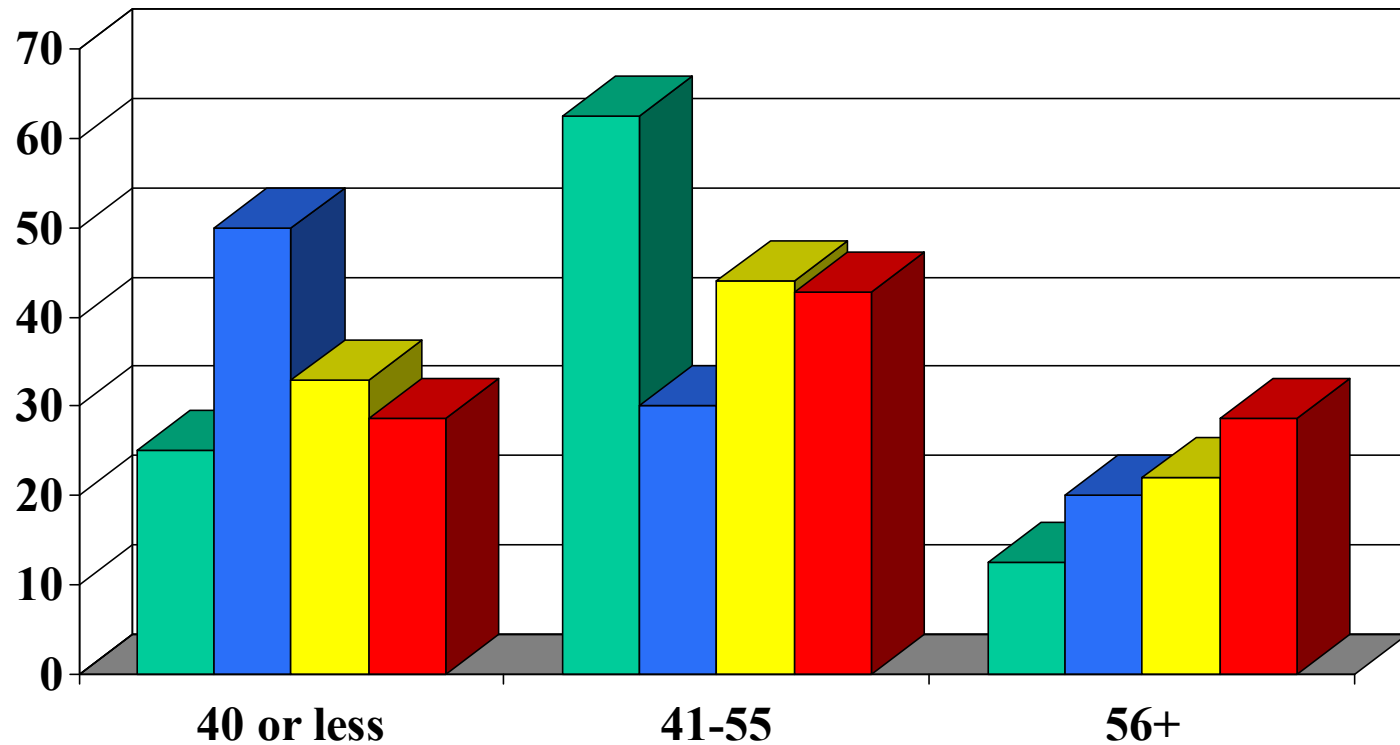
Reputational Leaders by Religion



Reputational Leaders by Gender

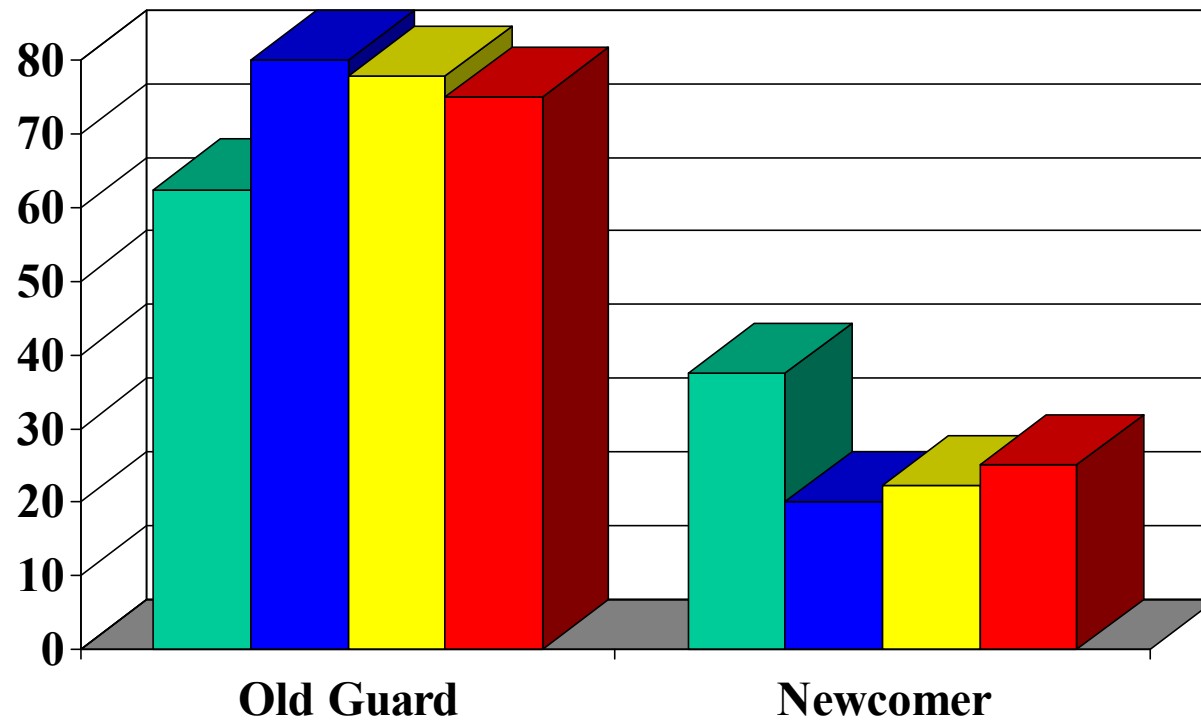


Reputational Leaders by Age



■ Represent River Town **■ Support needed**
■ Project implementer **■ Project stopper**

Old Guard vs. Newcomers



■ Represent River Town **■ Support needed**
■ Project implementer **■ Project stopper**

Riverside Residents' Assessment of Social Capital

Acquaintanceship

- % of adults you know by name in R +
- % of close friends living in Riverside +
- Can usually find someone to talk to in River T. +

People in Riverside are--

Trust

- friendly/unfriendly +
- supportive/indifferent +
- trusting/not trusting +

Community Action

- Concern about the community -
- People work together successfully -
- Existence of community spirit -

Two Patterns for High Social Capital:

- **Bonding without bridging**

- Predominance of strong local ties
- High boundary maintenance
- Exclusion of “non-deserving” groups;
- enemy orientation against internal and external groups
- Single answer focus
- Lack of transparency
- Fruits of action accrue only to certain groups

- **Bridging with bonding**

- Weak but dense ties with outside
- Mixture of strong and weak ties within community
- Permeable and open boundaries
- Legitimization of alternatives
- Inclusion of those who are different
- Process tends to be participatory
- More likely to be successful at community improvement that benefits all

Preliminary results of case studies in rural Iowa

Community that was high on bonding social capital and low on bridging social capital has following characteristics:

- ❖ Considerable infighting among different groups of community leaders
- ❖ Relatively high poverty rates
- ❖ Was reasonably effective in community action; where there was consensus, things got done; when consensus was lacking, project was stymied
- ❖ One entrepreneurial family was clearly dominant in community
- ❖ Active leaders in community projects had much higher incomes than was true for comparable leaders in two other communities