Practice and research informs policy and community investment

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Ottawa

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Overview

Concept

- CED practitioners
- CED tools as policy
- Assets of time & knowledge as investment
Objective

• Investigate relation among rural practitioners and policy and community investment

Outline

1. Scan needs of practitioners
2. Respond with applied research
3. Respond to more commitment
4. Next steps
Methods

• Scan of issues
• Sample selection of practitioners
• Participatory approach/experiential learning
  – practitioners and service providers
• Rapid prototyping (make something)

(T. Brown 2007)
• **2000** hunting for tools and proven practices (BMP)

• **2012** overwhelmed with choices and uncertain about quality
Scan of practitioners

- Job responsibilities more complex
  - More decision makers
  - More stakeholders & citizens
  - More interests and values
- Exploding requirements, approvals
- More information created and received
- Shorter response times, higher risk – mistake

**NEED:** to work ‘smarter’ & benefit from experiences of others
**Issue:** info overload, tools, mostly unorganized

**Response 1:** list preferred tools, categorized

**Response 2:** build a solution, significant additional investment

**Results:** Web site, multi-year commitment, aiming to a national service (meta site, tool for tools)
Categorize tools
• Adapt from what exists and works
• Examine tool warehouses
  – Cdn, US, UK, AU

CCEDNet
  2950 items-tools, books, videos
  180 tools
  39 categories: E/F, format, yr,
  title, keyword

Community Renewal (CCRC)
  1130 items
  50 tools
  5 categories: territorial initiatives,
  Economic sectors, Enterprise,
  Finance, Marco trends

Foundation Centre (US)
  – 167 items
  – 167 tools
  – 4 categories

Community Toolbox (Uof Kansas)
  – 409 items
  – 319 tools
  – 3 categories: solve problem,
  promising approaches, do the
  work

Sustainability and Env’t (Australia)
  – 68 items
  – 68 tools
  – 5 categories; project context,
  community context, project
  parameters, teams, alpha list
Categorizing approaches

- Expert centred (perfection, power)
- User informed (Microsoft office drop downs)
- Friendly disorder, mashing (Amazon)

New digital disorder
(D. Weinberger, 2007)
• Some are ahead of us, categorization
  – Flickr 400M photo, 1M/day, no professional catalogers, users make-up labels or tags
  – US library of Congress 8000 new categories/yr, 7000 books/day
  – Endeca – oil & gas, 25M items on 10,000 properties - logistics
  – Sidean – health, insurance records & transactions
  – Advanced user resource annotation (AURA), Microsoft research (R&D), Connect barcode to public annotations, aggregator, product of community

Categorization is key to access
• Practitioners wanted more than a report. They wanted a solution – rapid prototyping
  – Web site (beta)
  – Inventory tools they use
  – Meaningful categories
  – Clear, simple descriptions
Additional commitments

Find social development tools for a project.

Search by keywords – date, geography, author, language, etc.

Find environmental tools for a project.

Find economic development tools for a project.

Find tools for project cycle.

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Additional commitments

THE CHOICE MATRIX

Search Find the tool you are looking for

Basic Search  Advanced Search

Keywords With all of the words

Author Return tools written by

Language Return tools written in this language

Rating Tools with at least this rating

Date Created Return tools published between

d e.g. 1996

Searches
Additional commitments

THE CHOICE MATRIX

Phases Identify tools using CED phases

Step 1 Select a phase:
- Organizing (79)
- Planning (49)
- Analyzing (50)
- Implementing (22)
- Reviewing (13)

Step 2 Select a purpose:
- Assessment (32)
- Comprehensive Analysis (18)

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Green View green tools

Displaying all 12 tools.

- **Build a simple solar powered outdoor light**
  - I will describe how you can build a simple solar powered light. This is not one of those inexpensive solar walk lights sold in garden supply stores. This is a commercial quality light that can easily illuminate a parking area, remote outbuilding, dark driveway, or large road sign.

- **Cape Cod Growth Management Audit**
  - The intent of the audit was to continue discussions on growth and development patterns - discussions that had already begun through a series of workshops in early 2004. The Growth Management Audit is modeled on the Vision 2020 audit form (see above) and tailored to meet the needs of the local communities on Cape Cod. The audit process allowed communities to understand what policies were impacting their development projects, a way to gather and organize information on what policies were not working, and it afforded each town a way to examine a range of policies may work in their own communities.

- **Colorado Smart Growth Scorecard**
  - The Colorado Smart Growth Scorecard is divided into 10 categories with multiple-choice questions relating to each of the ten sections. Each category is accompanied by a list of resources that relate to that particular category. As the introduction indicates, there is no concise, all encompassing definition of smart growth in Colorado. This scorecard allow communities to assess their own situations, take the information and opt to make changes based on the answers generated from these questions. Users of this card are encouraged to work with sections most relevant to a community's needs.

- **Commonwealth Capital Scorecard (PDF)**
  - Commonwealth Capital (initiated in 2005) is a new system for distributing state funding for capital/infrastructure, based on whether cities and towns in Massachusetts are engaged in smart growth. The key tool is the Commonwealth Capital scorecard.
**Build a simple solar powered outdoor light**

**Description**
I will describe how you can build a simple solar powered light. This is not one of those inexpensive solar wall lights sold in garden supply stores. This is a commercial quality light that can easily illuminate a parking area, remote outbuilding, dark driveway, or large road sign.

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**Reviews**
This tool has not been reviewed.

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Next steps

- More CED tools
- Different suites of tools
Next steps

• Community investment: sustain and grow reviews, suites of tools, share benefits
• Organizations with tools and practitioners
• Sponsors – friends of thriving communities
• Training to use tools
• Design more effective tools
Summary

• **Tools implement policy**, bring about change
• **Applied research**
  – tapped practitioners needs & knowledge
  – shaped website, categories, search paths, tool selection, reviews
• **Website** = significant community investment (desirable, feasible)
• **Viability of website** is now our pursuit and passion (longer term)
Next steps

1. Applied research
2. Rapid prototyping
3. Business case

Practitioners

CED, service providers, others

Tools, categories, search path

Product of practitioners
Sustain web service

Policy

Community Investment
Questions & Discussion

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