APPALACHIA
FUNDERS NETWORK

Central Appalachian Community Asset Scan

April 12, 2023

Town Hall Agenda: Community Asset Scan

- Summary Overview of White Paper Findings (9:30-10:00)

- Data Walk (10:00-10:30)

- Break (10:30-11:00)

- World Café Round Table Discussions (11:00-12:00)

- Lunch/Break (12:00-1:30)

- Breakout Sessions:
  - Making Connections between Community Assets & Social Wellbeing (1:30-3:00)

  - Extending White Paper Findings to Other Domains and Emerging Priorities in the Region (3:30-4:30)

- Adjourn

REINVESTMENT FUND

Study Overview: Asset Scan Review

- Project Overview & Goals

- Overview of Social Wellbeing & Community Asset Indexes - Assets Types & Data Inputs

- Findings Review –
  - Social Wellbeing & Community Asset Indexes
  - Intersections between Community Assets and Social Wellbeing Indexes

Reinvestment Fund

- A national mission-driven financial institution that creates opportunity for underserved people and places through partnerships. Reinvestment Fund marshals the capital, analytics, and expertise necessary to build strong, healthy, and more equitable communities.

- Since 1985, Reinvestment Fund has made $2.7 billion in cumulative investments and loans.

- Reinvestment Fund is supported by 830 investors that include individuals, foundations, religious institutions, financial institutions, civic organizations and government.

Community & Economic Development Initiative of Kentucky (CEDIK) at the University of Kentucky. College of Agriculture, Food and Environment

- Provides research and information that supports community and economic development.

- Builds the leadership and organizational capacity of peoples and communities.

- Supports community decision-making and collaborative initiatives.

- Facilitates partnerships and networks that enable communities to thrive economically, physically, and socially.

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Study Overview: Primary Goals

1. Create a data-informed investment strategy for private investors to guide targeted investments in Central Appalachian community assets that will enhance the quality of life in these communities.

1. Develop a shared understanding among Central Appalachian investors of the existing opportunities for private investment to complement public funding in order to create sustained improvements to the quality of life in Central Appalachian communities.

1. To assess the readiness of Appalachian communities to absorb private investments in local assets to enhance social and economic wellbeing.
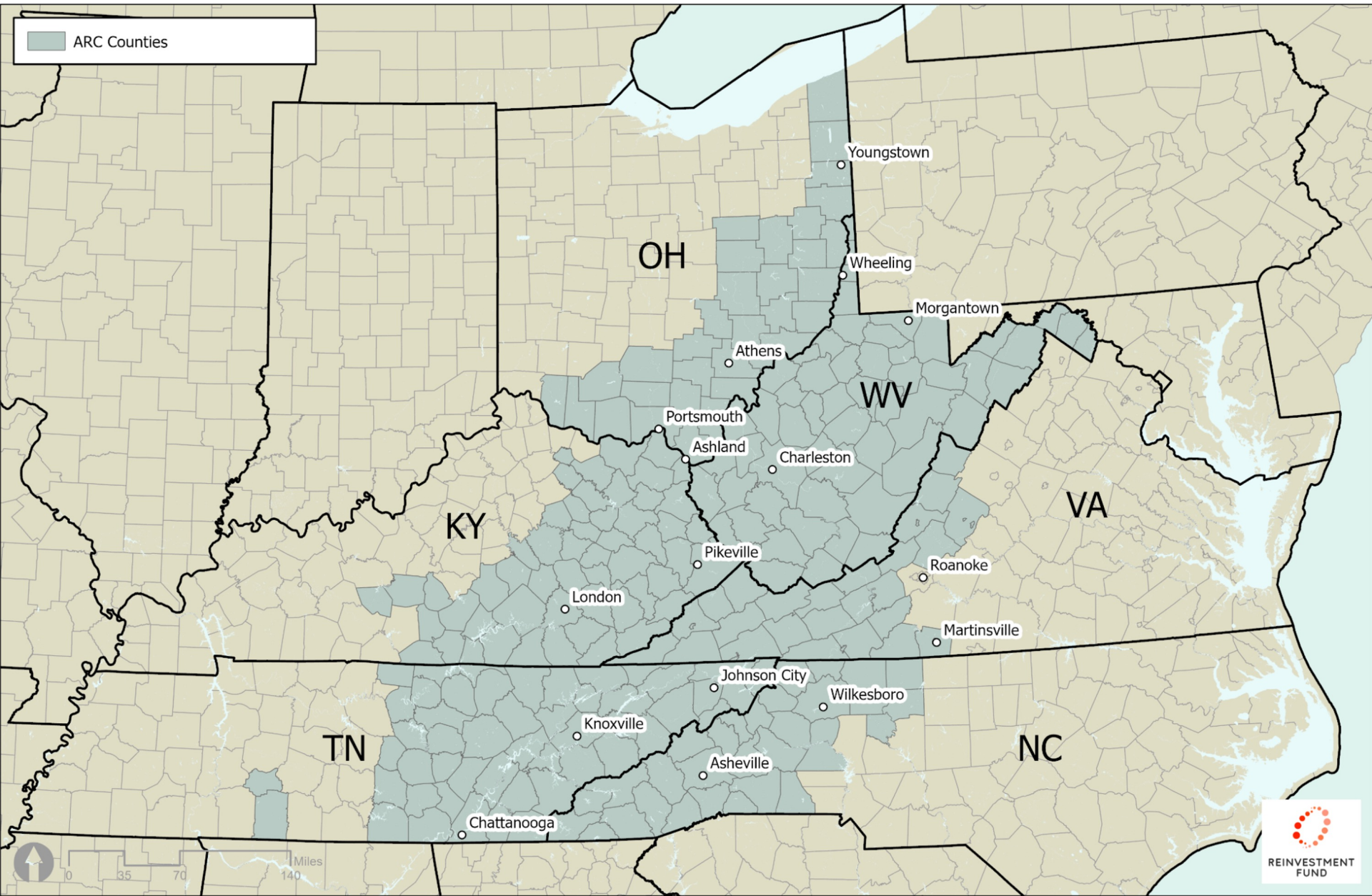
Study Overview: Why Do an Appalachian Asset Scan Now?

Economic Development Capacity Index
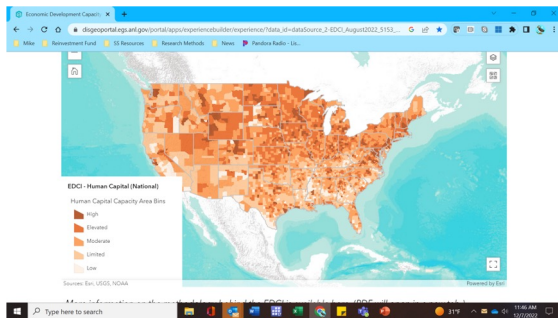
Re-envisioning Rural America
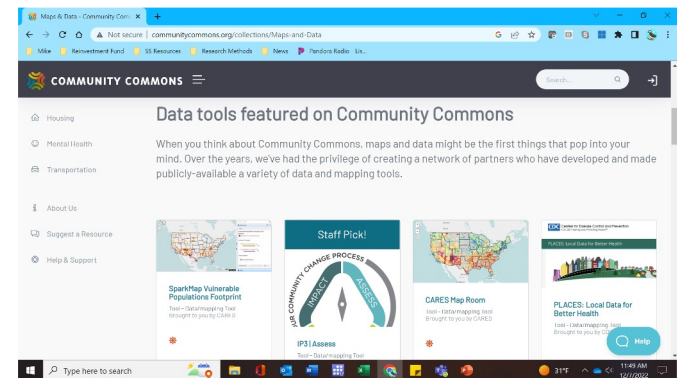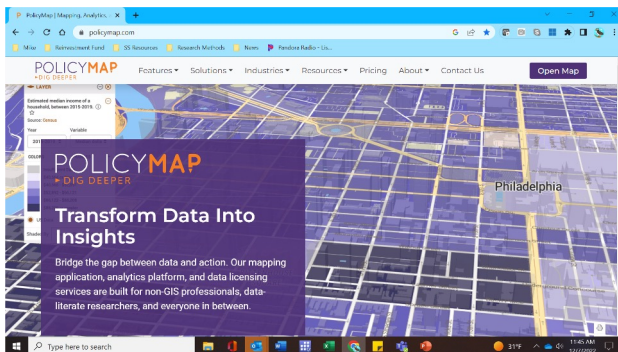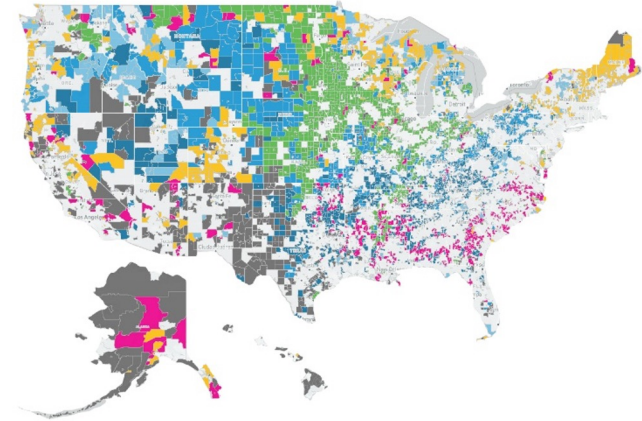
Study Overview: Central Appalachia Study Region

Study Overview- Subject Matter Experts (SME)

Matt Klesta, Senior Community Development Analyst – Federal Reserve Bank, Cleveland

Adam Scavette, Regional Economist – Federal Reserve Bank, Richmond

Stephanie Norris, Senior Research Analyst – Federal Reserve Bank, Richmond

Natalie Kruse, Professor of Environmental Studies – Ohio University

Michael Meit, Research Associate Professor of Health Services Management and Policy – East Tennessee State University

Corianne Payton Scally, Senior Fellow at Metropolitan Housing and Communities Policy Center – Urban Institute

Kasey Martin, Brand Chief of Research and Evaluation – US Dept. of Agriculture, Rural Development

Heather Stephens, Associate Professor of Resource Economics and Management –

University of West Virginia

Richard Rheingans, Professor of Sustainable Development – Appalachian State University

Angus Welch, Co-Chair of Appalachian Task Force – Environmental Protection Agency

Betty Barnes, Co-Chair of Appalachian Task Force – Environmental Protection Agency

Jesse Fripp, CEO – Shining Rock Ventures

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Study Overview - Community Advisory Board (CAB)

Debbie Philips, Executive Director – Rural Action

Molly Hemsteet, Executive Director – Industrial Commons

Dave Clark, Executive Director – Woodlands Development & Lending

Scott Schenerlein, Executive Director – Wheeling Heritage

Kim Davis, Executive Director – Friends of SW VA

Patrick Crane, Vice President of Strategic Initiatives – NC Community College System

Amanda Fryman, Grants Administrator – Appalachian Regional Healthcare

Kathlyn Terry, Chief Executive Officer – Appalachian Sustainable Development

Kathryn Umali, Director, Community Based Division, Rural – HRSA, FORHP

Scott McReynolds, Executive Director – Housing Development Alliance

Gene Coulson, Chief Executive Officer – EntreEd, The Consortium
for Entrepreneurship Education

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Study Overview: Asset Scan Phases

Phase One: Analyze county-level socio-economic measure of wellbeing and the presence or absence of community assets.
Deliver Asset Scan whitepaper

Phase Two: Convene a diverse stakeholder group to reflect on asset scan findings and build consensus on priority areas for future investments.
Deliver final Asset Scan synthesis report

Phase Three: Dissemination, Application and Meaning-Making of Asset Scan Synthesis Report

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Private Investments into Key Community Assets are Essential to Enhancing the Wellbeing of Individuals and Communities in Central Appalachia

Multi-Layered Investments in Central Appalachia:

Public Sector –
Federal; State; Local

Private Sector –
Business; Philanthropy;
Non-Profit;
Private Investment

Can Bolster…

Systems of Community Assets that are Cross-Sectoral & Mutually Reinforcing Determinants of Economic and Social Wellbeing

Health Facilities & Practitioners
Business Environment
Non-Profit Sector
Civic Participation
Housing

Economic Wellbeing
Population Health

Challenge: Identifying those places where private investment to bolster specific community assets can improve key dimensions of economic and social wellbeing

Study Overview:
Identifying & Operationalizing Wellbeing & Community Assets

Inclusion Criteria
- Data Availability & Reliability at the County-Level
- Domains where Private Investment Makes a Difference

Consultation
- SME Group
- CAB Group

Factor Analyses
- Do the data inputs available for each concept conceptually and statistically hang together?
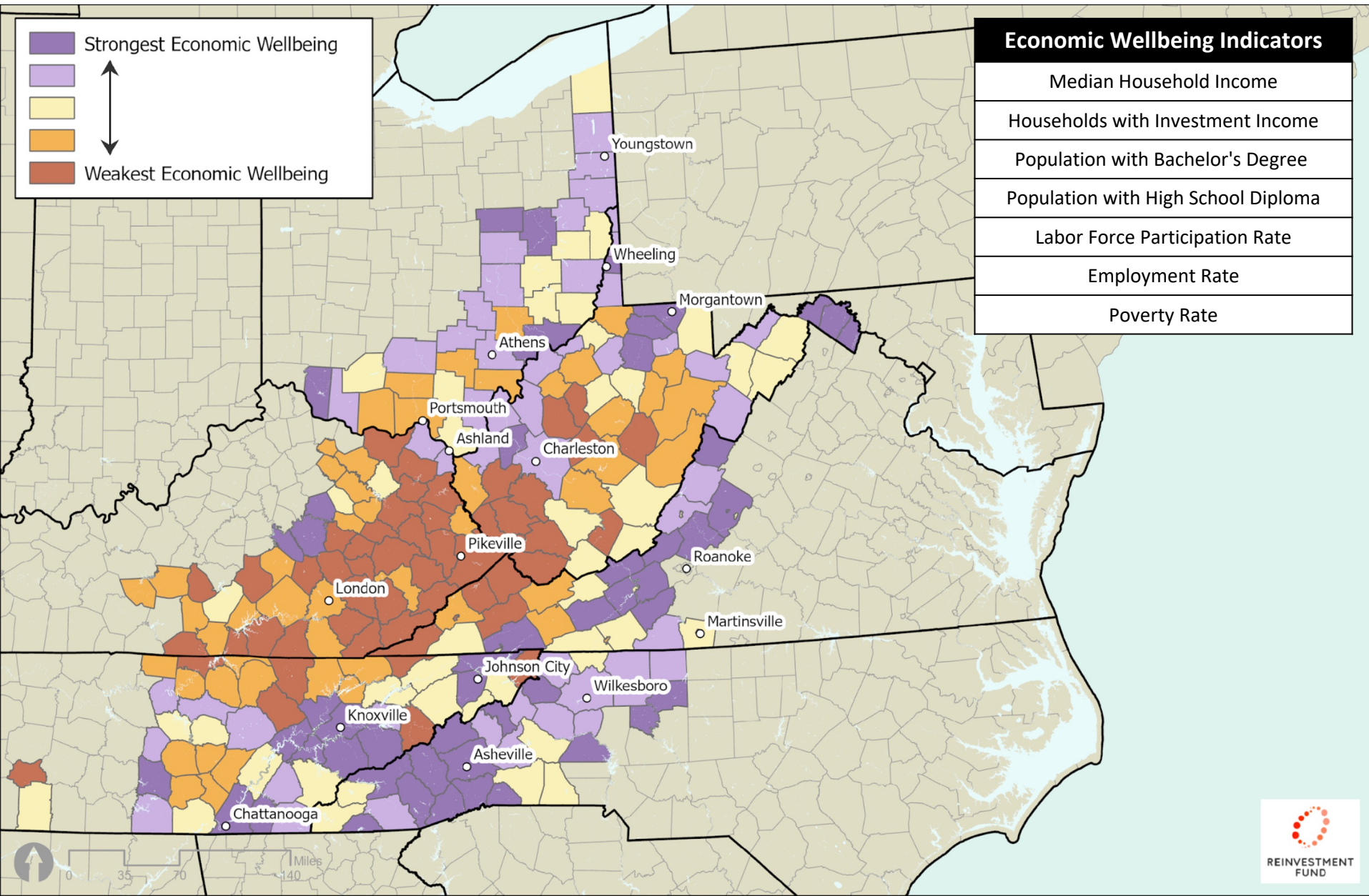
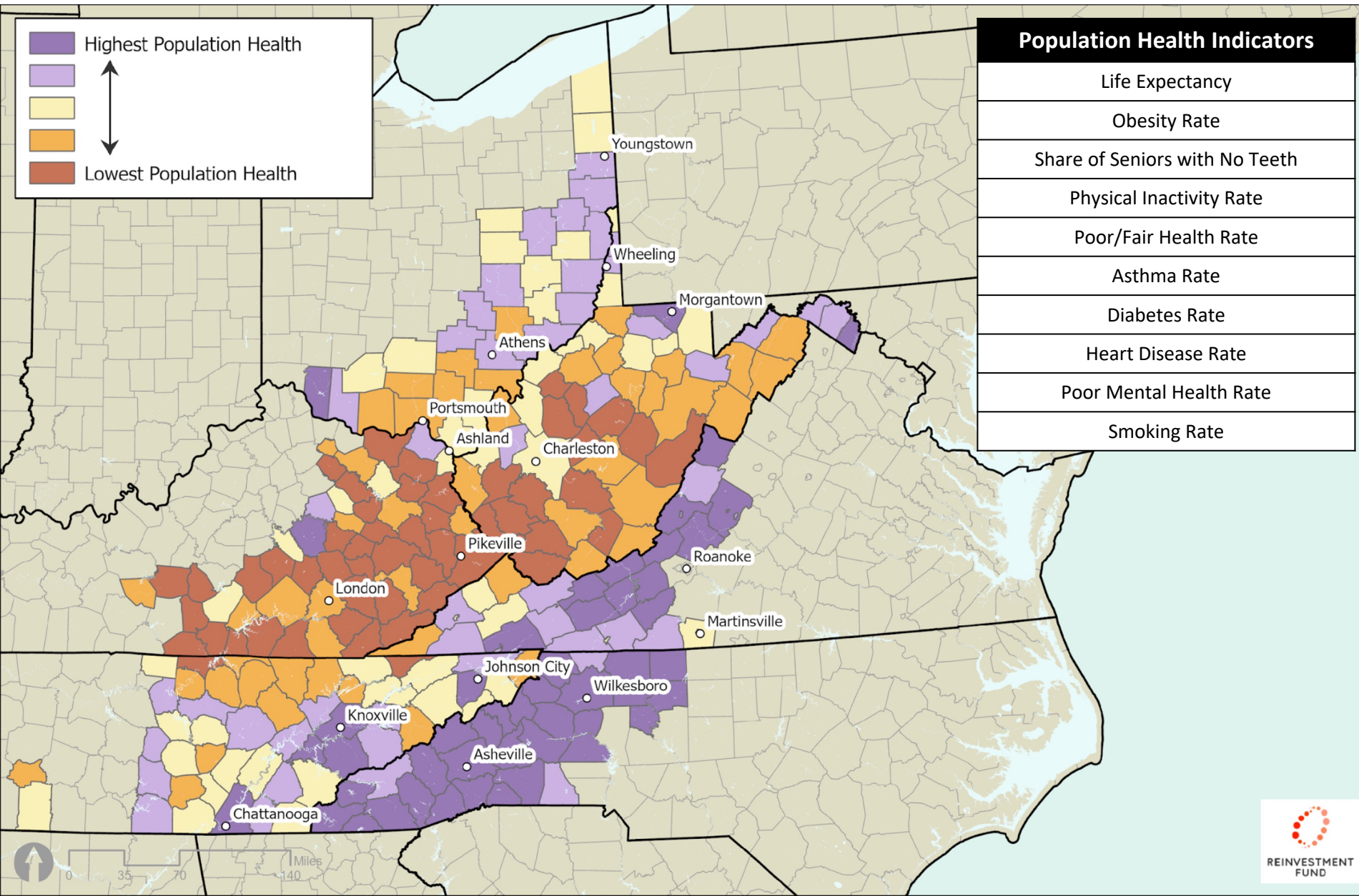| Sample of Project Data Sources |
| --- |
| American Community Survey |
| CDFI Fund |
| County Health Rankings |
| Federal Communications Commission |
| Homeland Infrastructure Foundation-Level Data |
| MIT Elections Lab |
| National Housing Preservation Database |
| Small Business Administration Data |
| US Economic Development Administration |
| USDA Economic Research Services |

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Study Overview: Social Wellbeing & Community Assets

Social Wellbeing Dimensions
Economic Wellbeing – a measure of existing and potential economic capacity of people in a place.
Population Health – a measure of the overall health of people living in a place.
Community Assets
Health Facilities – a measure of the presence of, and access to, medical facilities and providers in a place.
Non-Profit Organizations – a measure of the clustering of non-profit organizations that focus on the arts, education, religion, or are philanthropic organizations.
Economic Infrastructure – a measure of the overall economic capacity of a place - the diversity of jobs, access to educational institutions, access to childcare and wireless/internet connectivity.
Civic Engagement – a measure of how engaged the local population is in their local communities and public life.
Philanthropic Investment – a measure of philanthropic investments in small businesses, community development, and non-profit sector in a place.
Housing Conditions (Owners and Renters) – measures of the costs and condition of owner-occupied and renter-occupied units in a place.
Active & Abandoned Mines – a measure of the existence of active or abandoned coal mines in each county.

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Findings: Economic Wellbeing

Findings: Population Health

Legend:
- Highest Population Health
- (gradient)
- (gradient)
- (gradient)
- Lowest Population Health

Population Health Indicators

Population Health Indicators
Life Expectancy
Obesity Rate
Share of Seniors with No Teeth
Physical Inactivity Rate
Poor/Fair Health Rate
Asthma Rate
Diabetes Rate
Heart Disease Rate
Poor Mental Health Rate
Smoking Rate

Map labels: Youngstown, Wheeling, Morgantown, Athens, Portsmouth, Ashland, Charleston, Pikeville, Roanoke, London, Martinsville, Johnson City, Wilkesboro, Knoxville, Asheville, Chattanooga

REINVESTMENT FUND

Findings: Civic Engagement

Civic Engagement Indicators

- Voter Participation Rate
- Share of the Foreign-Born Population
- Participation in Volunteer Organizations
- Presence of Volunteer Organizations*
- Presence of Philanthropic Organizations*
- Distance to Nearest Library

*all inputs are measured 'per-capita'

Legend:
- Highest Levels of Civic Engagement
- Lowest Levels of Civic Engagement
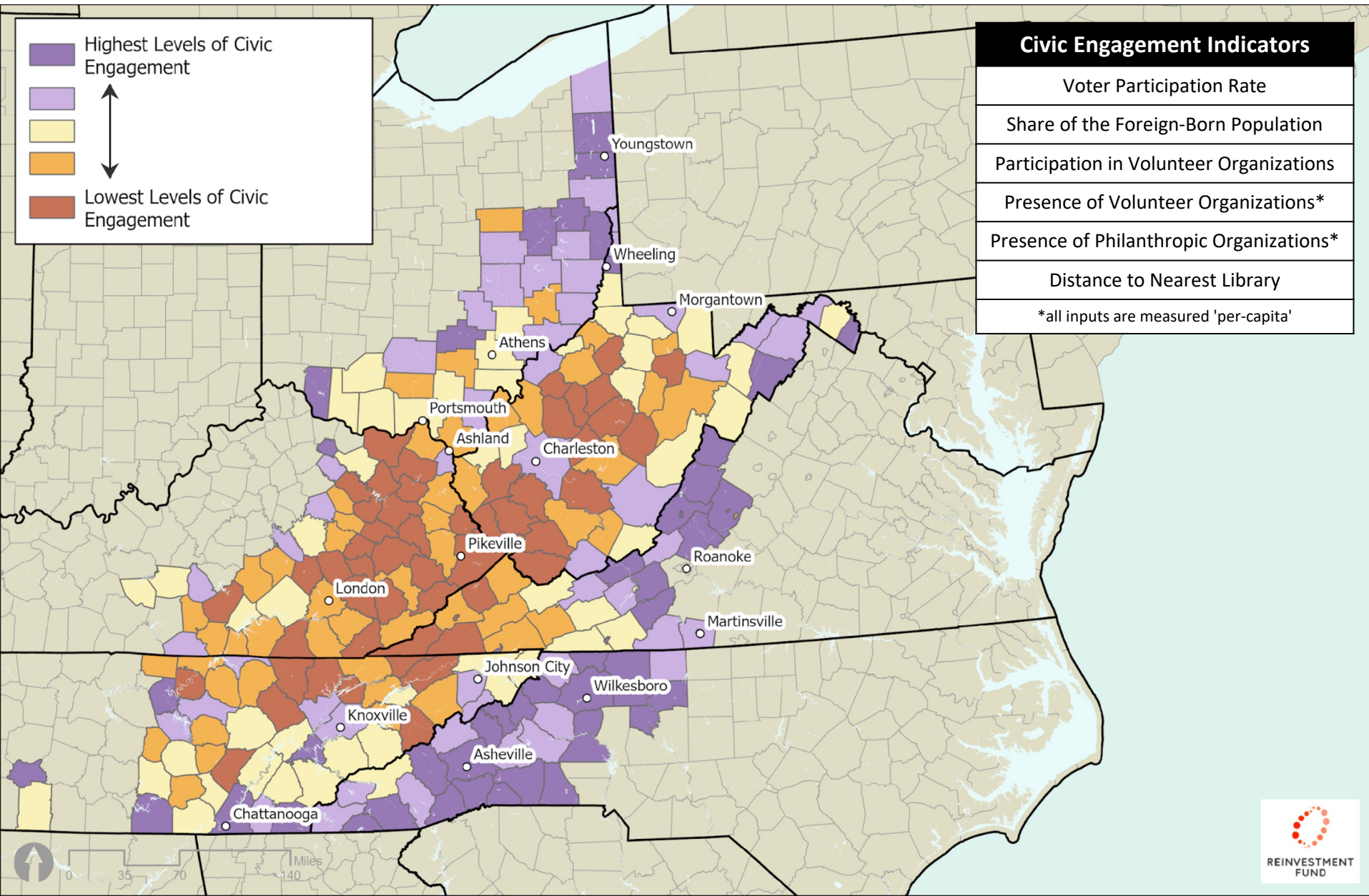
Findings: Economic Infrastructure

Legend:
- Strongest Economic Infrastructure
- Weakest Economic Infrastructure

Economic Infrastructure Indicators

- Industry Diversity of Businesses
- Agricultural Concentrated County
- Mining Concentrated County
- Manufacturing Concentrated County
- Distance to Nearest 4-Year College/University
- Distance to Nearest 2-Year College
- Capacity of Early Childhood Education Providers
- Broadband Internet Speed
- 4G Cell Coverage

REINVESTMENT FUND

Findings: Health Facilities

Legend:
- Greatest Access to Health Facilities
- Least Access to Health Facilities

Access to Health Facilities Indicators

- Healthcare Providers per Household
- Distance to Nearest Fire/EMS Station
- Distance to Nearest Emergency Room
- Distance to Nearest Grocery Store
- Access to Maternal Care

Map labels: Youngstown, Wheeling, Morgantown, Athens, Portsmouth, Ashland, Charleston, Pikeville, Roanoke, London, Martinsville, Johnson City, Wilkesboro, Knoxville, Asheville, Chattanooga

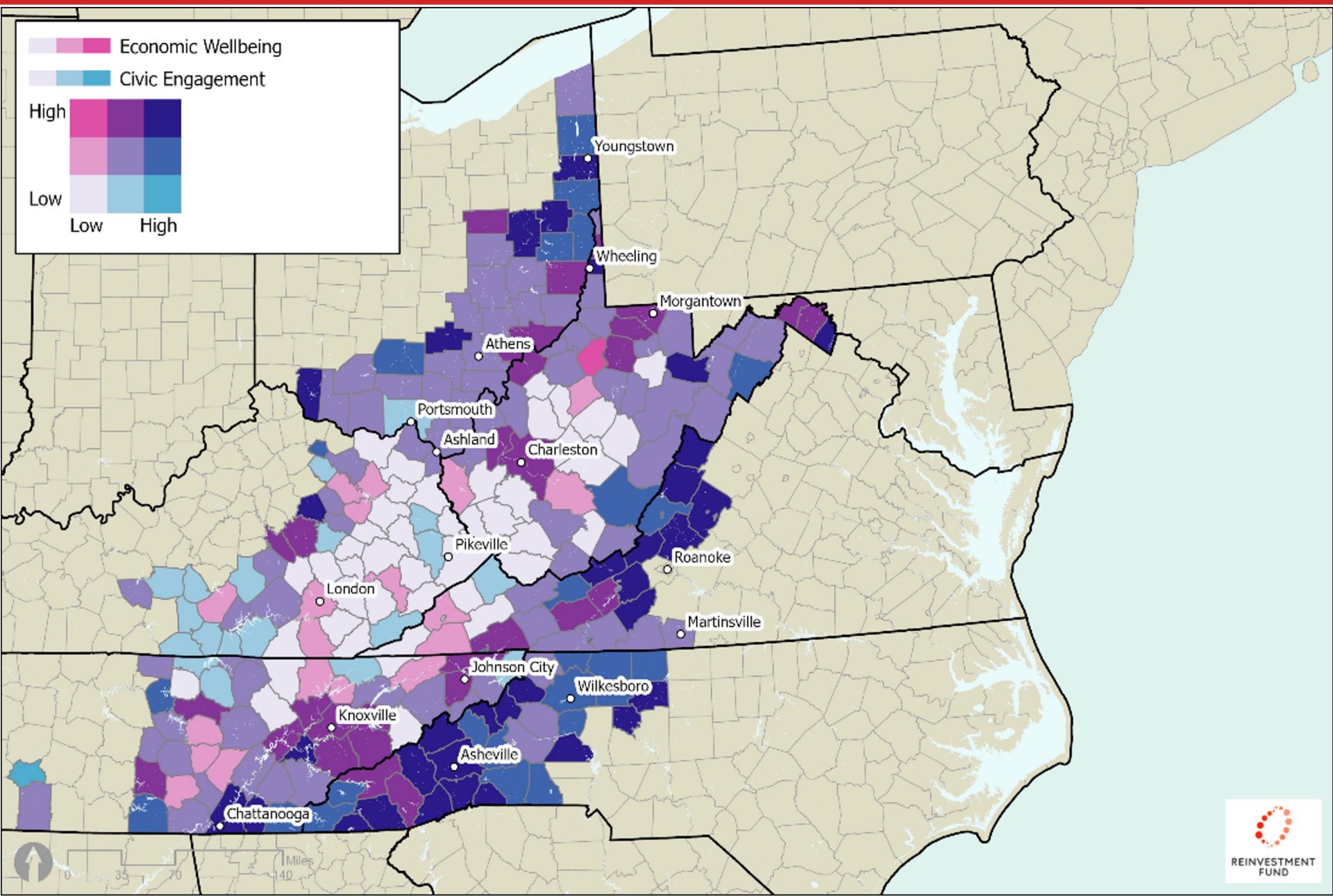REINVESTMENT FUND

Findings: Philanthropic Investments
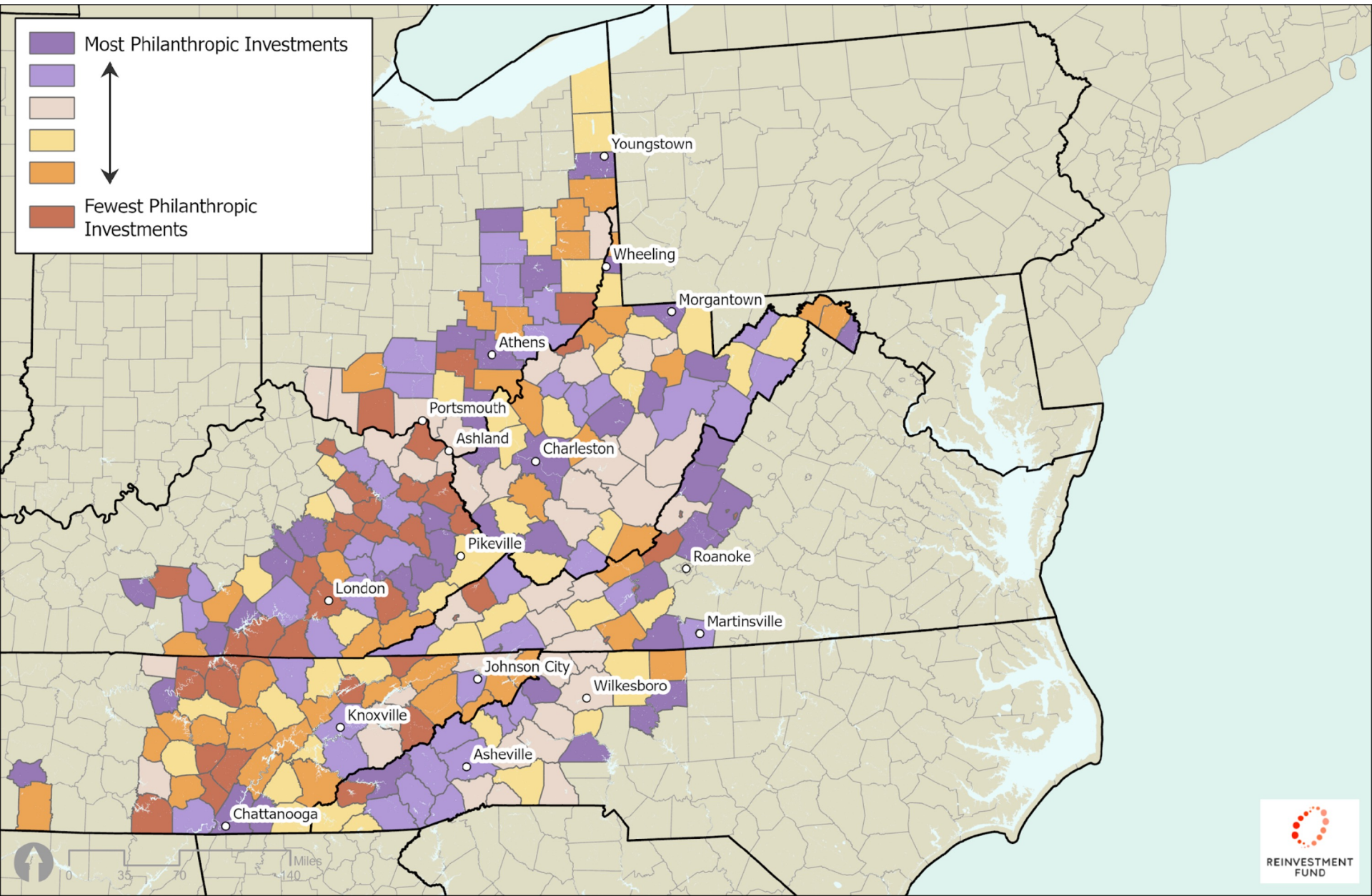
Findings:

Associations Between Community Assets & Social Wellbeing

| Significant Associations between Community Assets and Social Wellbeing		
Community Assets	**Economic Wellbeing**	**Population Health**
Civic Engagement	0.624	0.712
Economic Infrastructure	0.449	0.281
Health Facilities	-	-
Per Capita Philanthropic Investments	0.00008	-
Nonprofit Organizations	-	-
Housing Conditions - Rental Housing	-1.644	-
Housing Conditions - Homeownership	-5.204	-4.097
Non-Metro Counties	-0.372	-0.246
Remote/Rural Counties	-0.333	-0.313
n = 256 counties	r^2 = .637	r^2 = .591

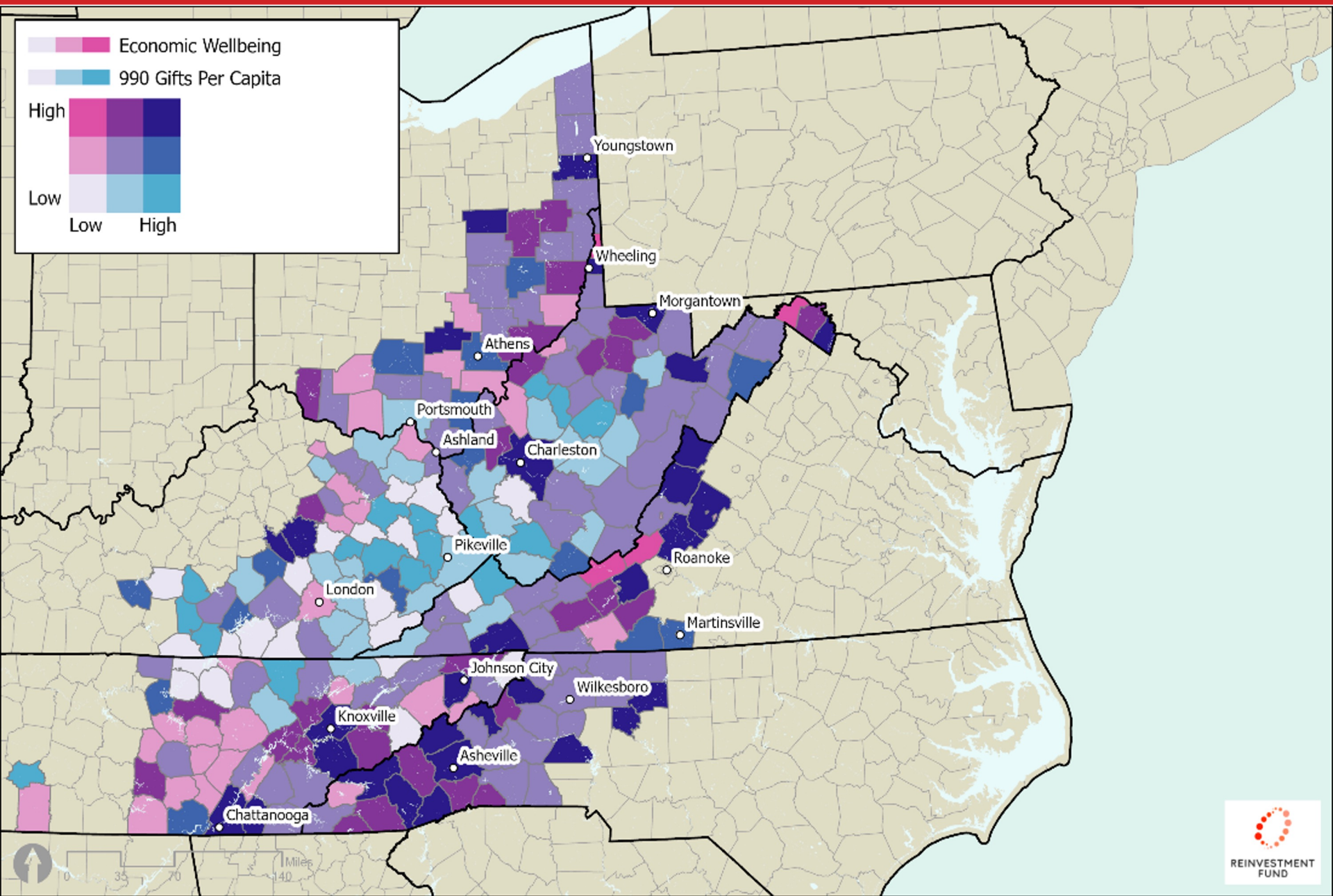*reported associations were significant at p<.05 or below; ^ p<.10

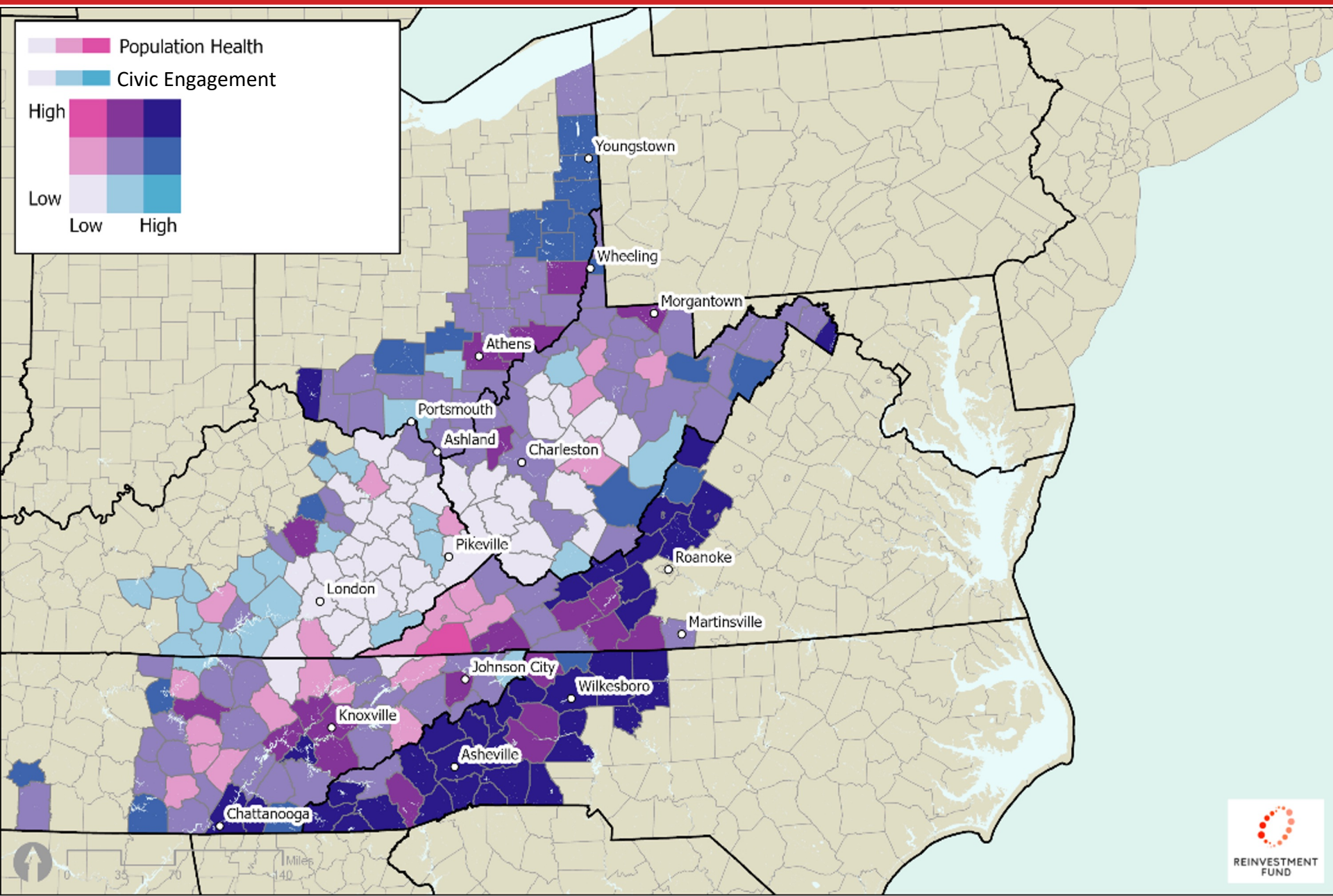# Findings: Economic Wellbeing & Civic Engagement

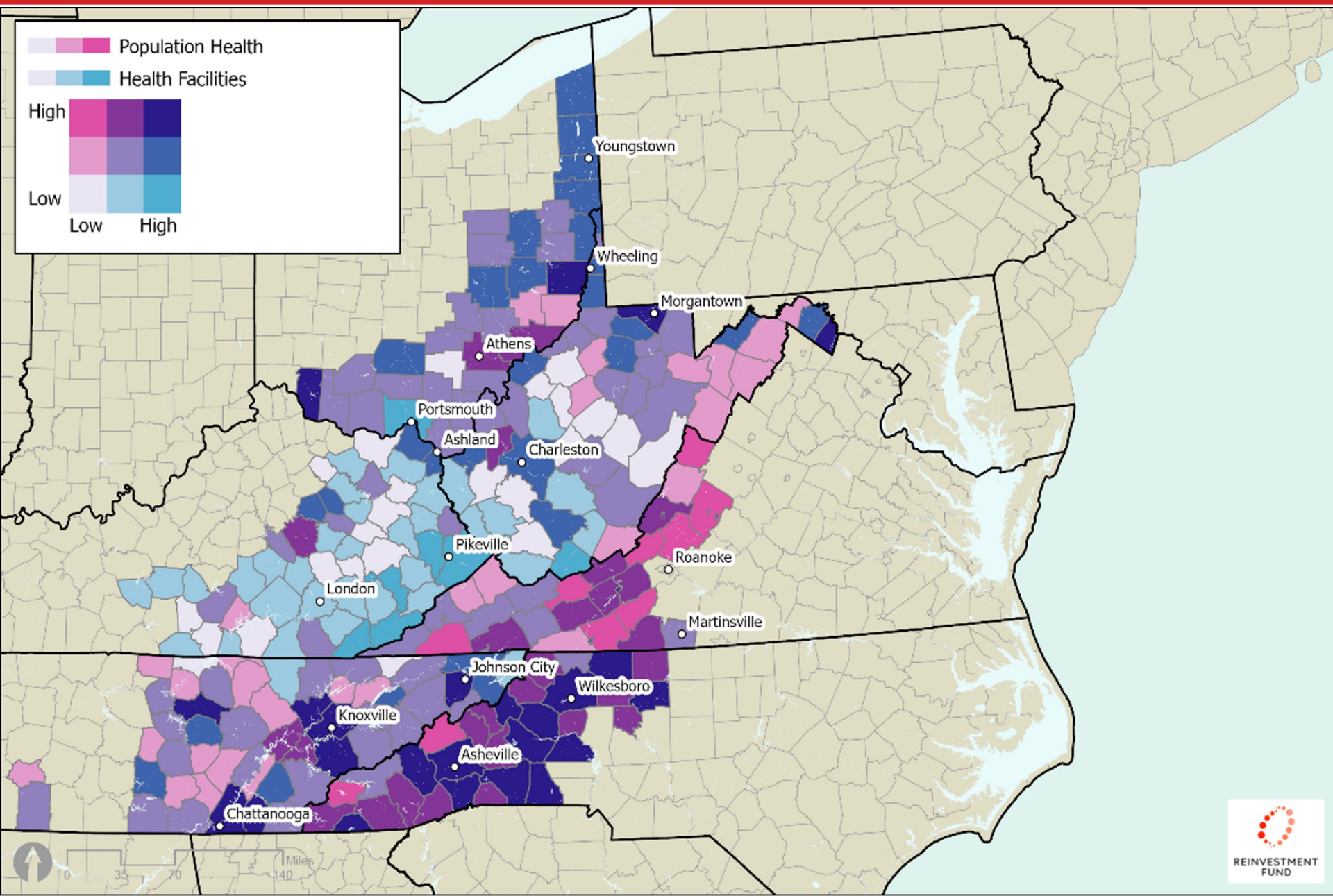# Findings: Economic Wellbeing & Economic Infrastructure
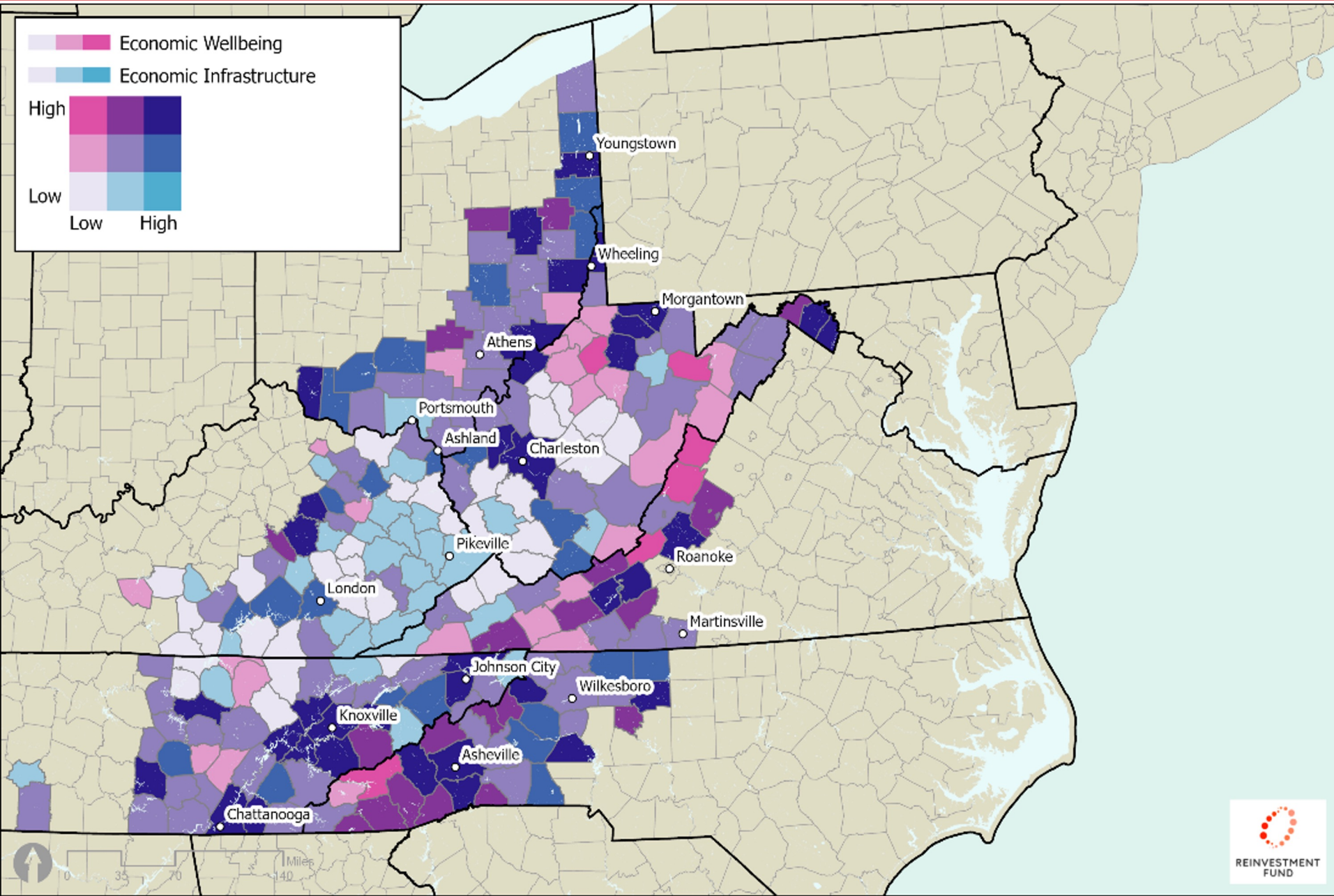
Findings: Economic Wellbeing & Philanthropic Investments
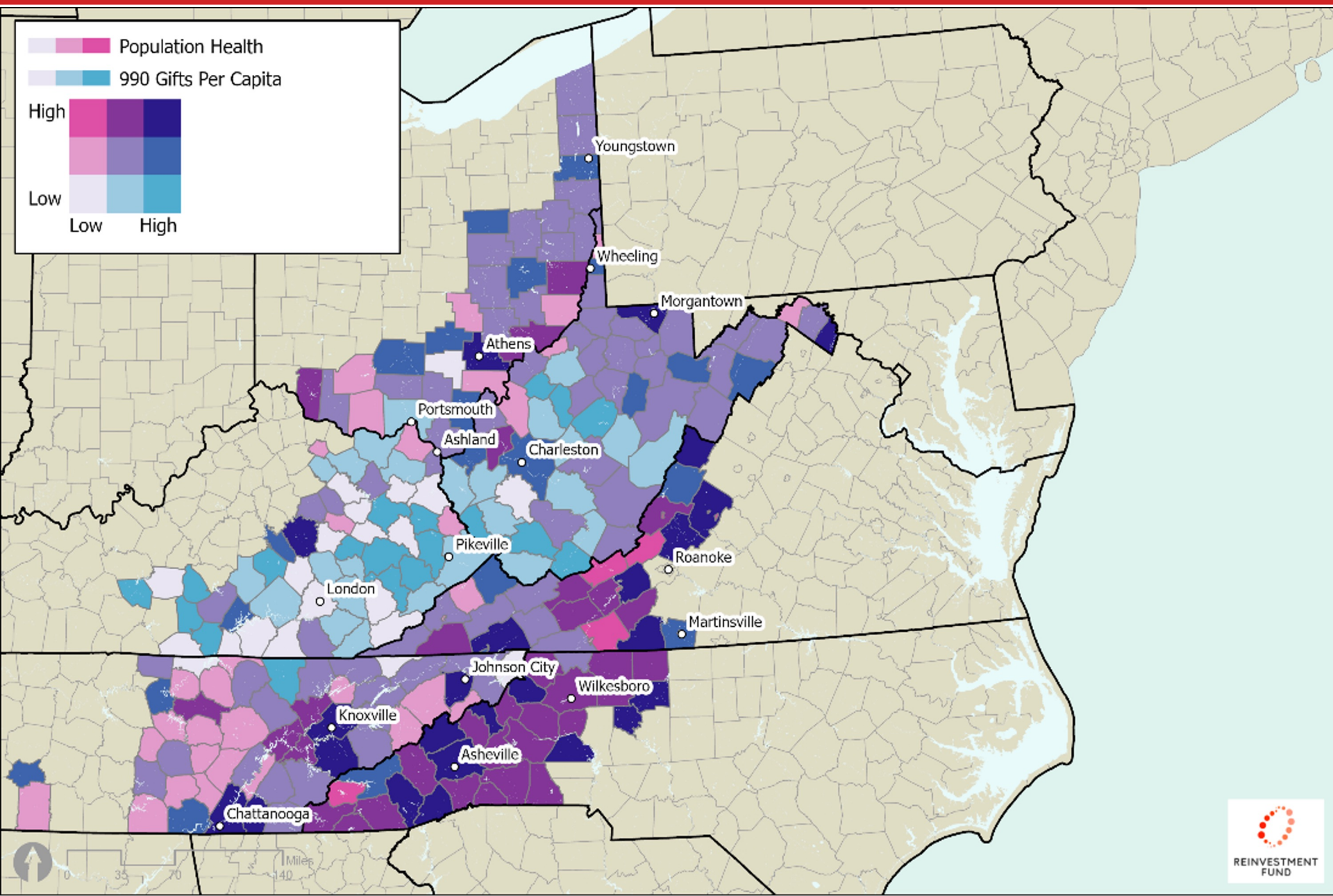
Findings: Population Health & Civic Engagement

Findings: Population Health & Health Facilities

Findings: Population Health & Philanthropic Investments

What Does this All Mean?

- This is why we're all here!

- **Data Walk** – digesting the distribution of Social Wellbeing and Community Assets across the region.

- **World Café Round Tables** – wrapping our heads around the intersections of Social Wellbeing and Community Assets across the region.

- **Breakout Session 1** – drawing out implications for your work, and the work of other investors in the region, from the patterns we're seeing in the data.

- **Breakout Session 2** – extending the findings presented today to other adjacent issues, or emerging priorities for Social Wellbeing and Community Assets in the region

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Data Walk: ~30 Minutes

Goal: Familiarize Ourselves with Variation in Social Wellbeing & Community Assets in Central Appalachia:

Nine Maps:
1. Economic Wellbeing;
2. Population Health;
3. Health Facilities;
4. Civic Engagement;
5. Non-Profit Organizations;
6. Economic Infrastructure;
7. Philanthropic Investment;
8. Housing Conditions (Owners and Renters);
9. Active/Abandoned Mines

Three Questions:
1. Do the patterns you see ring true with your experience in the region?

1. Are there patterns you see that are unexpected or surprising?

1. What data are missing from these maps that are critically important for advancing your work?

~3 Minutes Per Station

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Rotating World Café Round Table Activity: ~60 minutes

Goal: Start Thinking about Intersections Between Social Wellbeing & Community Assets in Central Appalachia

Eight Tables:
1. Economic Wellbeing & Population Health;
2. Health Facilities;
3. Civic Engagement;
4. Non-Profit Organizations;
5. Economic Infrastructure;
6. Philanthropic Investment;
7. Housing Conditions (Owners and Renters);
8. Active/Abandoned Mines

One Question:
1. How do the relationships you see in these maps reflect your experiences in different parts of the region?

~ 7 minutes per table

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

LUNCH

Breakout Session 1 (~90 minutes): Strengthening Essential Community Assets

Goal: Dig into Implications for Investments in Community Assets Given the Observed Intersections Between Social Wellbeing & Community Assets in the Region

Group Assignments
(look at your name tag)

Community Engagement

Economic Infrastructure

Housing & Nonprofits

Health Facilities
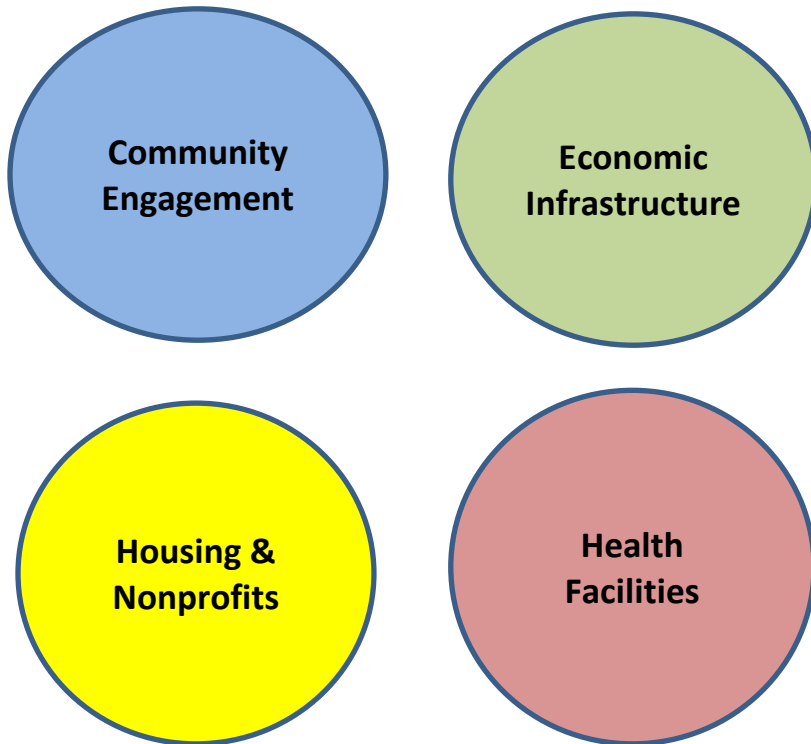
Guiding Questions:

1. How can these data help you think about the next investments your organization, or others, might make to support this asset-type?

1. Can you identify places in the region (on these maps) where your organization, or others, have made investments to support these assets?
   a. What do these data suggest about the assets and wellbeing of that place?
   b. What was the investment designed to do, and why did you pick that place?
   c. What characteristics about the place facilitate, or frustrated, the 'success' of this investment?

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

BREAK – BE BACK BY 3:30 PM

Breakout Session 2 (~60 minutes):
Emerging Opportunities for (Eco)Systems Change

Goal: Extend the conceptual framework and findings from the asset scan to other dimensions of your work in sectors not represented in this study.
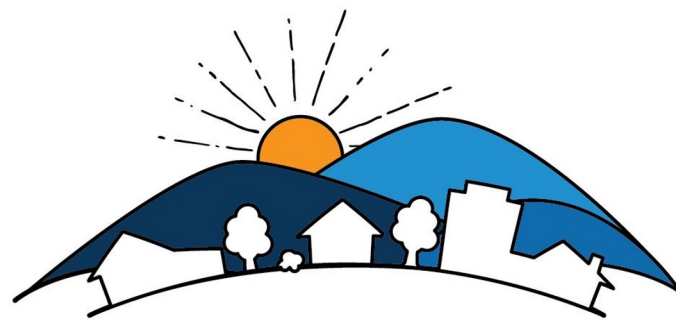
Group Assignments: Your Choice.

Topic Areas & Guiding Questions

1. Climate Resilience: What assets and approaches can make communities more resilient to natural disasters and/or man-made upheavals?

1. Education/Workforce: What assets and approaches can transcend limited access to K-16, workforce training and other professional education?

1. Re-entry/Recovery: What assets and approaches can improve the likelihood of successful re-entry and recovery for individuals exiting the criminal justice system and/or treatment for addiction?

1. Food Access: What assets and approaches can help improve the production, distribution, and consumption of healthy foods?

College of Agriculture, Food and Environment
Community and Economic Development Initiative of Kentucky

REINVESTMENT FUND

Study Team Primary Contacts

Michael Norton, Chief Policy Analyst,
Reinvestment Fund
michael.norton@reinvestment.com

Alison Davis, Executive Director, CEDIK;
Professor of Agricultural Economics at the
University of Kentucky
alison.davis@uky.edu