

Community Strategies Group



Chris Estes
Co-Executive Director

A Connecting Hub for Equitable Rural Community and Economic Development

Community Strategies Group

 aspen institute



Hub of Hubs

Peer Learning

Thrive Rural Framework

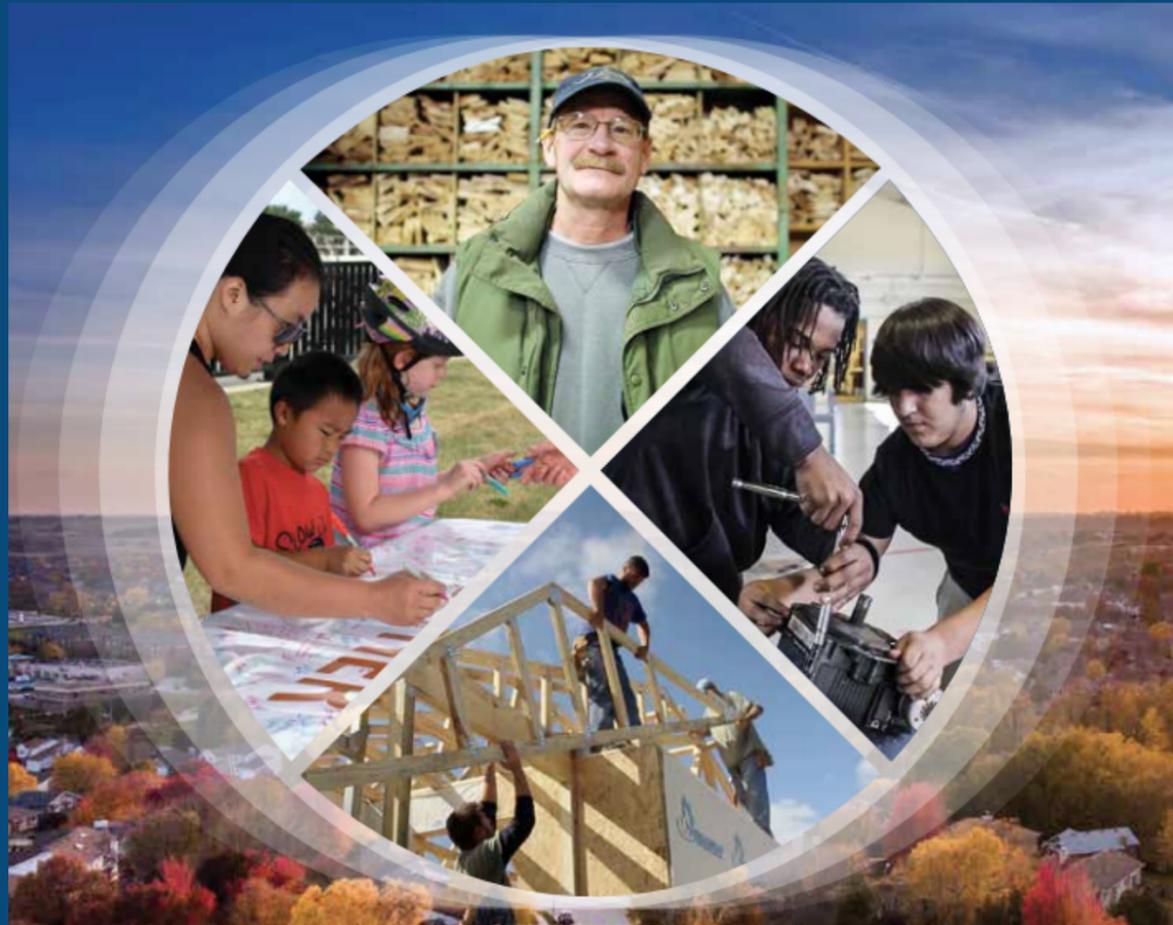




Advancing an asset-based, wealth-building, approach to rural community and economic development.



Qualities of Hubs

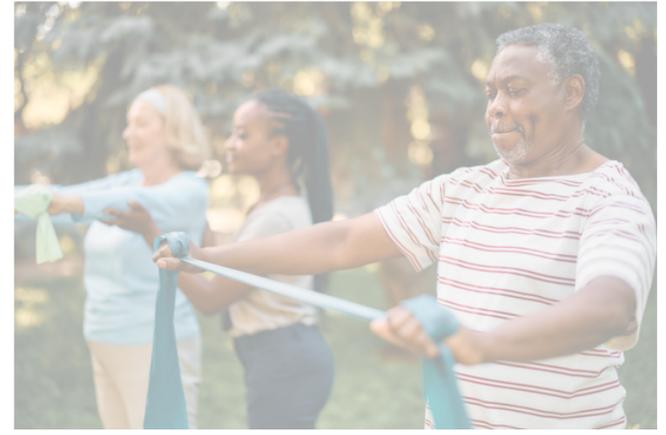


- 01 Think and work "Region."
- 02 Assemble the region for discovery and dialogue.
- 03 Are of their region, know their region, and build trust in their region.
- 04 Take the long view.
- 05 Bridge issues and silos.
- 06 Analyze at the systems level and intentionally address gaps in the systems.

Qualities of Hubs

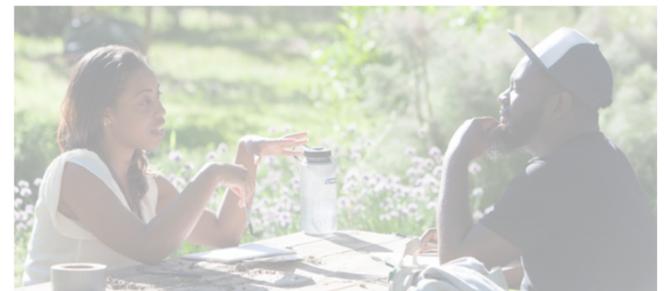
- 07 Collaborate as an essential way of being and doing.
- 08 Create structures, products, and tools that foster collaborative doing.
- 09 Translate, span, and integrate action between local and national actors.
- 10 Flex, innovate, and become what they need to become to get the job done.
- 11 Take and tolerate risk.
- 12 Hold themselves accountable to the whole community.





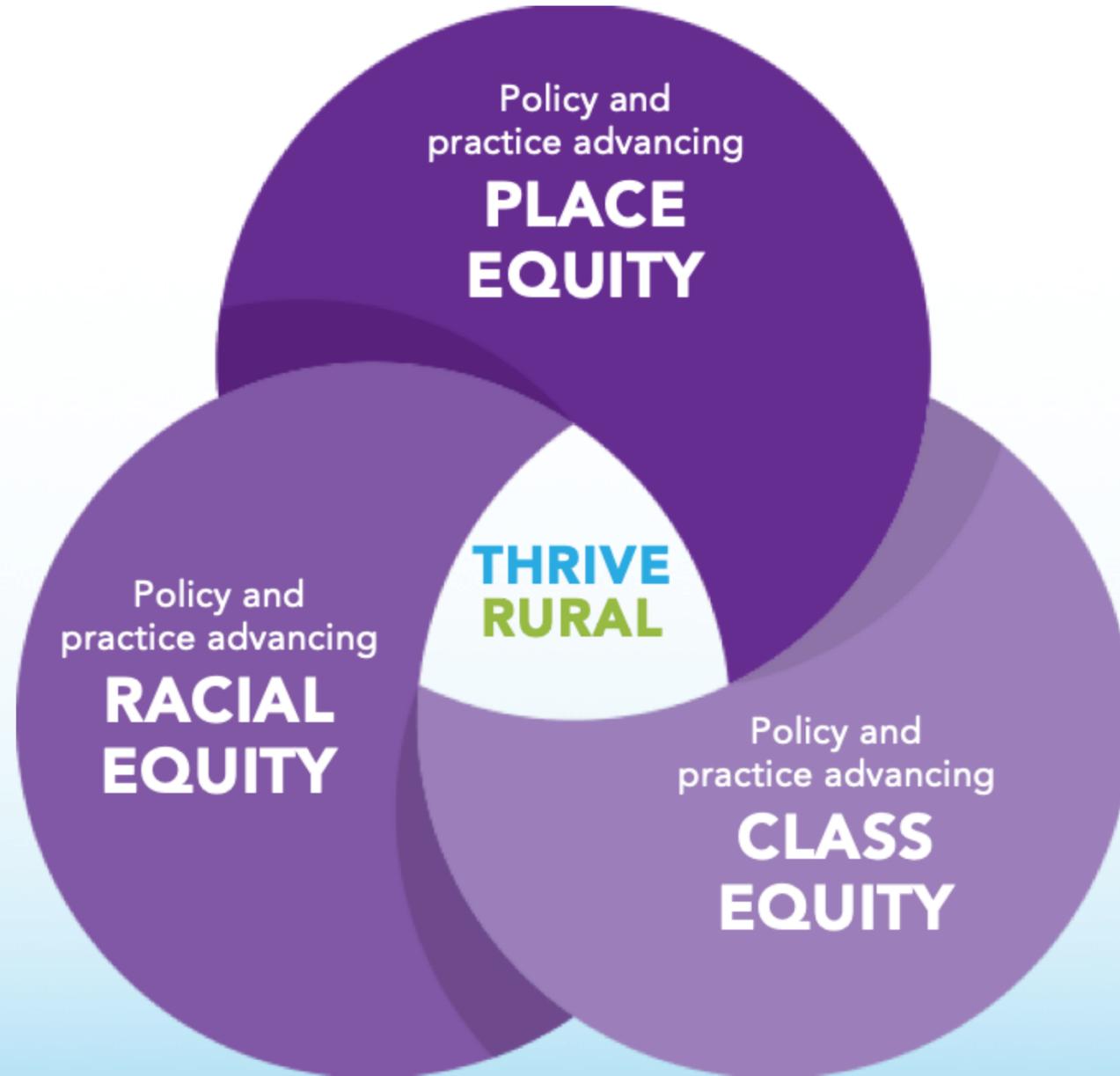
THE THRIVE RURAL FRAMEWORK ULTIMATE OUTCOME

Communities and Native nations across the rural United States are healthy places where each and every person belongs, lives with dignity, and thrives.



THRIVE RURAL FRAMEWORK





Importance of Place Equity



1/3 of US counties are designated as “maternity care deserts” – areas with no hospital obstetric care, birth center, or obstetric provider.



Broadband services are wildly available in population-dense, urban areas, but rural communities have been long neglected by service providers.



Affordable housing is less connected by public transportation and more likely to be in food deserts.



Most rural counties where severe poverty persists are predominantly counties where people of color are the majority.





Rural Voice and Power



Welcome All
to the
Community

Advance
Personal
Well-Being

Strengthen
Local
Ownership and
Influence

Equitable Aims and Design



Build from
Current
Assets

Balance
Development
Goals

Design for
Everyone
to Thrive

Resources for Productive Action



Prepare
Action-Able
Leadership

Organize an
Action
Infrastructure

Act
as a
Region

Build
Momentum



Rural Voice and Power



Rural Voice in Design and Action



Aligned Rural Fields and Actors



Accurate Rural Narrative

Equitable Aims and Design



Balanced Development Outcomes



Cohesive Rural Policy Lens



Valued Rural Stewardship



Rural Stakeholder Equity

Resources for Productive Action



Ready Rural Capital Access and Flow



Rural Data for Analysis and Change



Regional Analysis and Action

THRIVE RURAL FRAMEWORK

Rural Voice and Power

Equitable Aims and Design

Resources for Productive Action

Local-Level Building Blocks



Welcome All to the Community



Advance Personal Well-Being



Strengthen Local Ownership and Influence



Build from Current Assets



Balance Development Goals



Design for Everyone to Thrive



Prepare Action-Able Leadership



Organize an Action Infrastructure



Act as a Region



Build Momentum

Systems-Level Building Blocks



Rural Voice in Design and Action



Aligned Rural Fields and Actors



Accurate Rural Narrative



Balanced Development Outcomes



Cohesive Rural Policy Lens



Valued Rural Stewardship



Rural Stakeholder Equity



Ready Rural Capital Access and Flow



Rural Data for Analysis and Change



Regional Analysis and Action



The Foundational Element requires identifying and dismantling historical and ongoing discriminatory practices that disadvantage rural people and places based on place, race, & class.

Mapping a New Terrain: A Call to Action

Our Goal

To equip local- and systems-level actors with equity-centered principles that will lead to equitable, healthy, and long-lasting outdoor recreation economies in rural and Indigenous communities.

Who Contributed

27 rural economic and community development practitioners from a diverse range of rural and Native nation communities.

Why Equitable Outdoor Recreation?



Rural Opportunity: The outdoor recreation economy is one of the largest economic sectors in the United States, estimated at \$374.3 billion in 2020.

Need for Equity: The sector has a history of inequitable outcomes.



How can recreation create more jobs and local wealth for people in the community while not loving a place to death with overcrowding, loss of housing, or abuse of natural resources?



Juan Martinez
*Senior Program Manager, Aspen
Institute Forum for Community
Solutions*



Health Equity & Equitable Outdoor Recreation

The outdoor recreation landscape is ripe for people to participate in healthy activities to improve their health outcomes. However, financial barriers often keep longtime residents of the local community from taking advantage of those activities.

THRIVE RURAL FRAMEWORK

Rural Voice and Power

Equitable Aims and Design

Resources for Productive Action

Local-Level Building Blocks



Welcome All to the Community



Advance Personal Well-Being



Strengthen Local Ownership and Influence



Build from Current Assets



Balance Development Goals



Design for Everyone to Thrive



Prepare Action-Able Leadership



Organize an Action Infrastructure



Act as a Region



Build Momentum

Systems-Level Building Blocks



Rural Voice in Design and Action



Aligned Rural Fields and Actors



Accurate Rural Narrative



Balanced Development Outcomes



Cohesive Rural Policy Lens



Valued Rural Stewardship



Rural Stakeholder Equity



Ready Rural Capital Access and Flow



Rural Data for Analysis and Change



Regional Analysis and Action



The Foundational Element requires identifying and dismantling historical and ongoing discriminatory practices that disadvantage rural people and places based on place, race, & class.

Principles For Equitable Rural Outdoor Recreation Economies

1

Advance local, equitable, sustainable ownership and control of outdoor recreation assets.

2

Build resilient infrastructure that supports a flourishing community, including diverse outdoor recreation businesses and workers.



Principles For Equitable Rural Outdoor Recreation Economies

3

Work regionally to build trust, achieve scale, and meet shared outdoor recreation challenges and opportunities.

4

Respect the local landscape, people, and culture in the design and implementation of all development efforts.

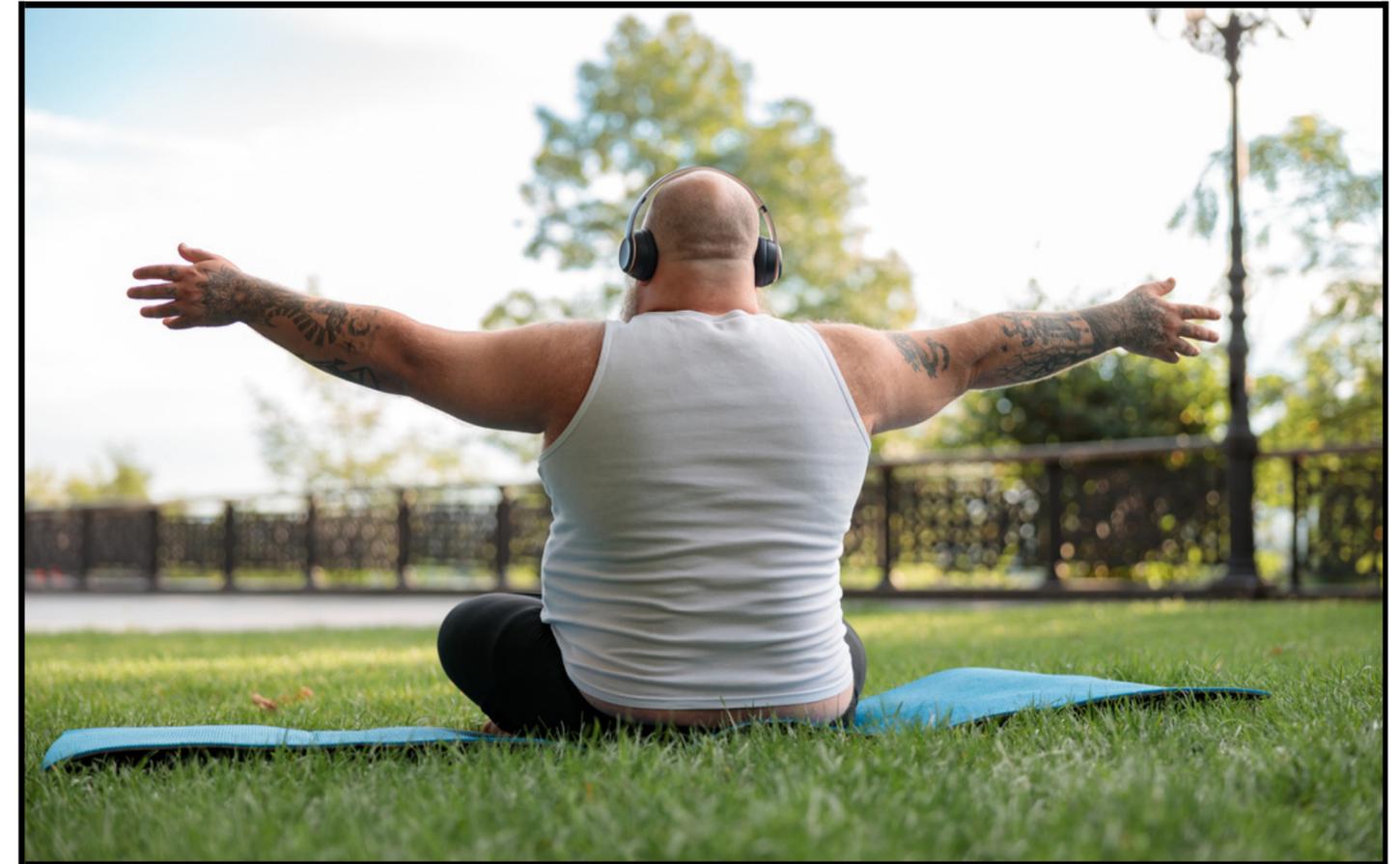
5

Design for equitable access to and participation in outdoor recreation activities.





Promote ongoing and deep cultural competency, equity, and justice discussions and workshops throughout communities.



Uplift and share stories of outdoor recreation development done well — in an equitable, resilient, and environmentally sustainable manner.

Cross-Cutting Recommendations



Value Indigenous knowledge and experience in all planning, funding, and implementation processes.

Consider the work of other types of actors (e.g., government, philanthropy) to discover potential areas of collaboration and partnership.





Create learning and sharing networks among rural communities where solutions and challenges can be elevated and shared.

Support leadership development and education to create the next generation of rural outdoor recreation leaders.



Support system-building to facilitate collaborative approaches to outdoor recreation challenges.

Community Strategies Group



AspenCSG.org

 [@AspenCSG](https://twitter.com/AspenCSG)

 [Aspen Institute Community Strategies Group](https://www.linkedin.com/company/Aspen-Institute-Community-Strategies-Group)

Bonita.Robertson@AspenInstitute.org

Chris.Estes@AspenInstitute.org

This work is supported by the Robert
Wood Johnson Foundation