

Creating Healthy and Sustainable Communities in an Era of Economic Uncertainty

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Overview

- A Climate of Uncertainty
- Characteristics of a Sustainable Community
- Civic Entrepreneurial Model of Community Health, Competitiveness, and Sustainability
- Challenges Ahead
- Discussion

Turbulent Times

- 9/11 Terrorist Attacks
- Public Health Risks
- Gulf Coast Natural Disasters
- Current Global Economic Recession
- Earthquakes in Haiti, Chile, & China
- The BP Oil Disaster

Average Shares of Long-term Unemployment From 1990-93 and 2001-04 by Education

<u>Education</u>	<u>Share of Long-term Unemployment</u>		
	<u>1990-93</u>	<u>2001-04</u>	<u>Percentage-point Change</u>
Less than high school	24.7%	23.7%	-1.0
High school graduate	40.6	34.3	-6.3
Some college	20.7	24.4	3.7
Bachelor's degree or more	14.0	17.6	3.6

Average Shares of Long-term Unemployment From 1990-93 and 2001-04 by Occupation

<u>Occupation*</u>	<u>Share of Long-term Unemployment</u>		
	<u>1990-93</u>	<u>2001-04</u>	<u>Percentage-point Change</u>
Blue Collar	40.5%	31.6%	-8.9
Service Occupation	14.3	16.7	2.4
White Collar	38.5	44.4	5.9

* Occupational categories do not sum to 100% because in the Armed Forces and those who did not report an occupation were left out.

The Long-Term Unemployed 2009

Profession	Share of All Jobless Workers
Architecture & Engineering	41.2
Management	39.0
Community & social services occupations	36.1
Installation, Maintenance & Repair Work	34.9
Production Occupations	33.4

America's Most Sinful Cities

Classification	Indicators
Most Jealous	Property Crimes/100,000 Residents
Most Murderous	Murders/100,000 Residents
Most Vain	Plastic Surgeons/100,000 Residents
Most Greedy	Forbes 400 Members Per Capita-50 major MSA's.
Most Obese	Percent Population With BMI > 30
Most Sedentary	BMI, Physical Inactivity, and TV Watching Habits

Most Obese Cities, 2007

Rank	City	Percentage	Rank	City	Percentage
1	Memphis	34.0	11	Cincinnati, OH	26.3
2	Birmingham	31.3	12	Indianapolis	26.0
3	San Antonio	31.1	13	Baltimore	25.8
4	Riverside/ San Bernardino	30.8	14	New Orleans	25.8
5	Detroit	30.4	15	Virginia Beach, VA	25.8
6	Jacksonville, FL	29.8	16	Atlanta	25.6
7	Nashville, TN	28.8	17	Milwaukee	25.4
8	Oklahoma City	27.5	18	Richmond	25.4
9	Kansas City	26.9	19	Austin	24.9
10	San Diego, CA	26.7	20	Las Vegas	24.9

Most Sedentary Cities, 2007

Rank	City	Rank	City
1	Memphis	11	Houston
2	New Orleans	12	Tampa
3	Las Vegas	13	San Diego
4	Detroit	14	Pittsburgh
5	Birmingham	15	Oklahoma City
6	Louisville	16	Indianapolis
7	San Antonio	17	Atlanta
8	Jacksonville	18	Richmond
9	Nashville	19	Cleveland
10	Miami	20	Philadelphia

Top 25 Fattest Cities, 2009

Cities

1. Miami, FL
2. Oklahoma City, OK
3. San Antonio, TX
4. Las Vegas, NV
5. New York, NY
6. Houston, TX
7. El Paso, TX
8. Jacksonville, FL

9. Charlotte, NC

10. Louisville-Jefferson, KY
11. Memphis, TN
12. Detroit, MI

Cities

13. Chicago, IL
14. Dallas-Fort Worth, TX
15. San Jose, CA
16. Tulsa, OK
17. Baltimore, MD
18. Columbus, OH

19. Raleigh, NC

20. Philadelphia, PA
21. L.A.-Long Beach, CA
22. Phoenix-Mesa, AZ
23. Indianapolis, IN
24. San Diego, CA
25. Kansas City, MO

Top 25 Fittest Cities, 2009

Cities

1. Salt Lake City, UT
2. Colorado Springs, CO
3. Minneapolis, MN
4. Denver, CO
5. Albuquerque, NM
6. Portland, OR
- Honolulu, HI
8. Seattle, WA
9. Omaha, NE
10. Virginia Beach, VA
11. Milwaukee, WI
12. San Francisco, CA

Cities

13. Tucson, AZ
14. Boston, MA
15. Cleveland, OH
16. St. Louis, MO
17. Austin, TX
18. Washington, DC
19. Sacramento, CA
20. Oakland, CA
21. Atlanta, GA
22. Fresno, CA
23. Tampa, FL
24. Nashville-Davidson, TN
25. Pittsburgh, PA

States with the Highest Adult Obesity Rates, 2006-2008

Rank	State	Percentage of Adult Obesity <small>(Based on 2006-2008 Combined Data, Including Confidence Intervals)</small>
1	Mississippi	32.5% (+/- 0.9)
2	Alabama	31.2% (+/- 1.1)
3	West Virginia	31.1% (+/- 1.0)
4	Tennessee	30.2% (+/- 1.3)
5	South Carolina	29.7% (+/- 0.8)
6	Oklahoma	29.5% (+/- 0.8)
7	Kentucky	29.0% (+/-1.0)
8	Louisiana	28.9% (+/- 0.9)
9	Michigan	28.8% (+/- 0.9)
10	Arkansas	28.6% (+/- 0.9)
11	Ohio	28.6% (+/- 1.0)

States with Highest Rates of Overweight and Obese 10- to 17-year-olds, 2007

Rank	State	Percentage of Overweight and Obese 10- to 17-year-olds (95% CIs)
1	Mississippi	44.4% (+/- 4.3)
2	Arkansas	37.5% (+/- 4.2)
3	Georgia	37.3% (+/- 5.6)
4	Kentucky	37.1% (+/- 4.1)
5	Tennessee	36.5% (+/- 4.3)
6	Alabama	36.1% (+/- 4.6)
7	Louisiana	35.9% (+/- 4.6)
8	West Virginia	35.5% (+/- 3.9)
9	District of Columbia	35.4% (+/- 4.8)
10	Illinois	34.9% (+/- 4.1)

North Carolina Health Indicators – Adults, Various years, 2003-2008

	Incidence	National Ranking
Obesity	28.3%	12
Overweight /Obese	64.4%	13
Diabetes	9.2%	11
Physical Inactivity	24.2%	20
Hypertension	29.8%	10
Poverty	14.1%	14

North Carolina Health Indicators – Children and Adolescents

Indicator	Percent
Obese High School Students*	12.8
Overweight High School Students*	17.1
High School Students Not Meeting Recommended Physical Activity Level*	55.7
Obese Low Income Children**	15.3
Overweight and Obese Children***	33.5
6-17 Years Old Participating In Rigorous Physical Activity Daily***	38.5

Source: * 2007 Youth Behavioral Risk Survey
** Pediatric Nutrition Surveillance Report
*** 2007 National Survey of Children's Health

Triple Bottom-Line Sustainability Principles

- Do no harm to the environment and protect natural resources.
- Adhere to principles of social justice and equity in economic and community development efforts.
- Return strong shareholder/stakeholder value.

Sustainable Places or Communities – General Principles

- Natural and historic resources are preserved
- Jobs are available
- Sprawl is contained
- Neighborhoods are secure
- Health care is accessible
- All citizens have the opportunity to improve their lives.

Sustainable Places or Communities – Goals

- Minimize ground water extraction, air and water contamination, use of agricultural and forest lands, and disruption of biodiversity and habitat.
- Compact development patterns.
- Transportation systems less reliant on the automobile and more dependent on public transit, walking and biking.

Sustainable Places or Communities – Goals *(cont'd)*

- Infill development and adaptive re-use of existing buildings.
- Protect and/or avoid ecological sensitive and hazard prone areas.
- Curtail land-use at the urban periphery.
- Minimize or cease to export waste and pollutants.

Sustainable Places or Communities - Characteristics

- Nurture built environments and settlement patterns that are uplifting, inspirational, and memorable.
- Create a strong sense of place – a special feeling of attachment and belonging.
- Respect bioregional or natural and historical context.
- Strive to create and preserve places, rituals and events that foster attachment to the social fabric of the community.

Sustainable Places or Communities – Characteristics *(cont'd)*

- Look beyond narrow, conventional solutions to social and environmental problems and address them instead from a broad, holistic view.
- Pursue development with the interests of other places and the future in mind.

Sustainable Places or Communities – Characteristics *(cont'd)*

- Strive to eliminate environmental and other forms of racism.
- View population diversity as a strength.
- Promote a full cost-accounting of its decisions and policies.

Characteristics of a Sustainable Community

- Actively and aggressively pursues strategic alliances with other communities, domestically and especially internationally, with an eye toward developing not only cultural ties but also profit-centered activities that generate revenue and create jobs for the local citizenry.

Characteristics of a Sustainable Community

(cont'd)

- Creates a regulatory environment that promotes and supports the generation of new community wealth via civic entrepreneurial ventures and innovations that are designed specifically to sustain and enhance the health, competitiveness, and vitality of the community.

Characteristics of a Sustainable Community

(cont'd)

- Recognizes the need for, and is committed to continuous investment in, a world-class physical infrastructure that connects it to the regional, national, and international economy.

Characteristics of a Sustainable Community

(cont'd)

- Invests heavily in its educational system (K–12, community colleges, and four-year institutions) to ensure the availability of education and training programs for its citizens so that they can compete for new economy jobs, thereby enhancing the community's attractiveness to businesses.

Characteristics of a Sustainable Community

(cont'd)

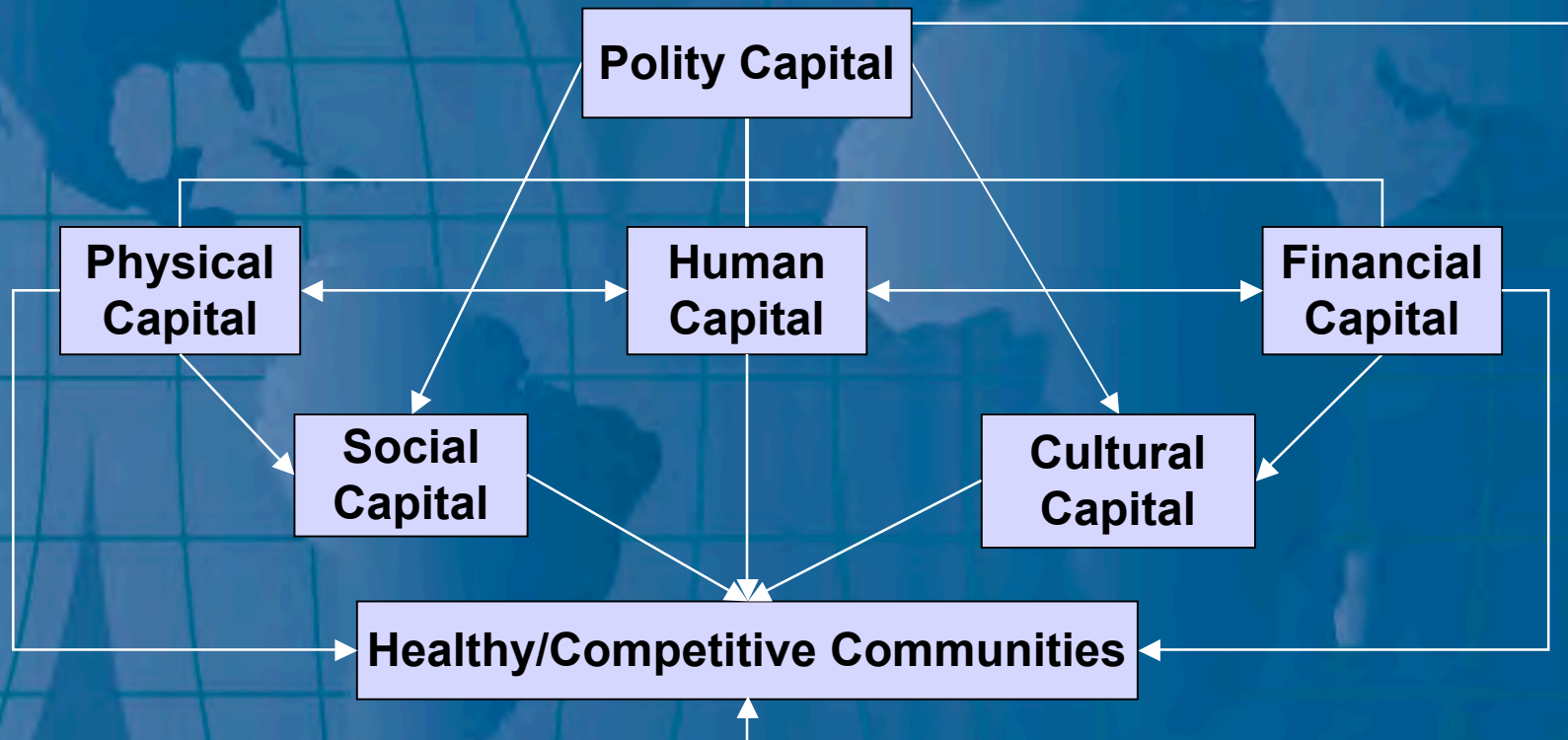
- Instills in its citizens, especially its youth, the attitudes, values, and beliefs about education and work that are key to upward mobility in the knowledge-based economy of the 21st century.

Characteristics of a Sustainable Community

(cont'd)

- Strives to reduce, to the maximum extent possible, geographical, racial and/or ethnic, and class disparities by investing substantial resources in an array of community-building institutions (e.g., the YMCA, the YWCA, and the Boys and Girls Club) that seek to mend the social fabric and provide bridges to education and economic mainstream for its members, especially those who are socially and economically disadvantaged.

Civic Entrepreneurial Model of Community Sustainability



Community Capital Assets - Definitions

- ***Polity Capital***: commitments from local government organizations to continuously strive to enhance the health and socioeconomic well being of local residents and advance the competitiveness of the local community in the global marketplace.
- ***Physical Capital***: the network of highways, railways, airports, and telecommunications systems (telephone, Internet, etc.) as well as walking, jogging, and biking trails that form the infrastructure of the community. Also includes park and recreation areas, community/roof top gardens, and exercise facilities.

Community Capital Assets – Definitions *(cont'd)*

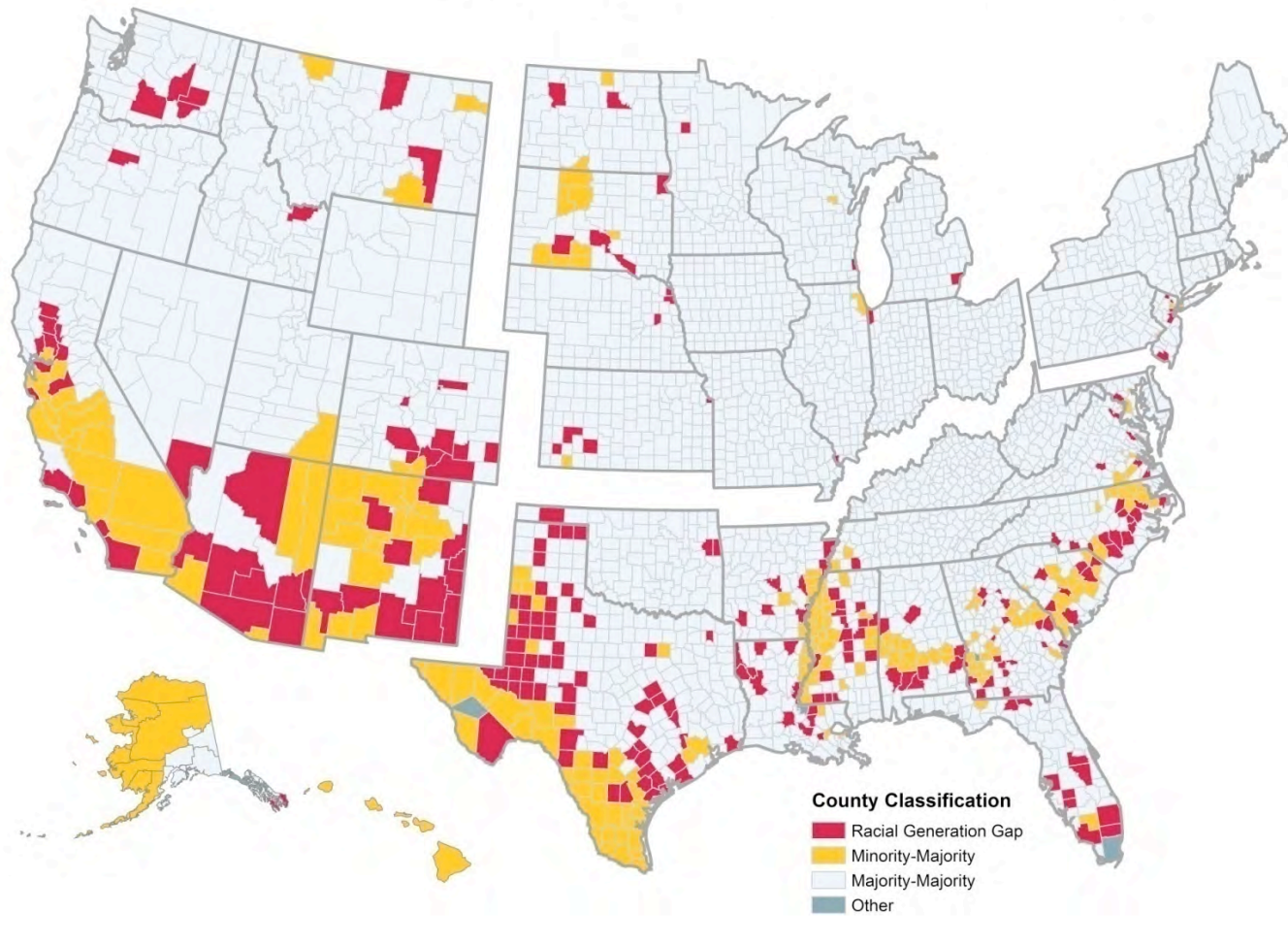
- ***Financial Capital:*** traditional and non-traditional sources of revenue that support the provision of services and promote future economic growth and community development (e.g., the Pennsylvania Fresh Food Financing Initiative).
- ***Human Capital:*** individuals with the requisite education, training, and “soft” skills to compete for jobs in the highly integrated world economy.

Community Capital Assets – Definitions *(cont'd)*

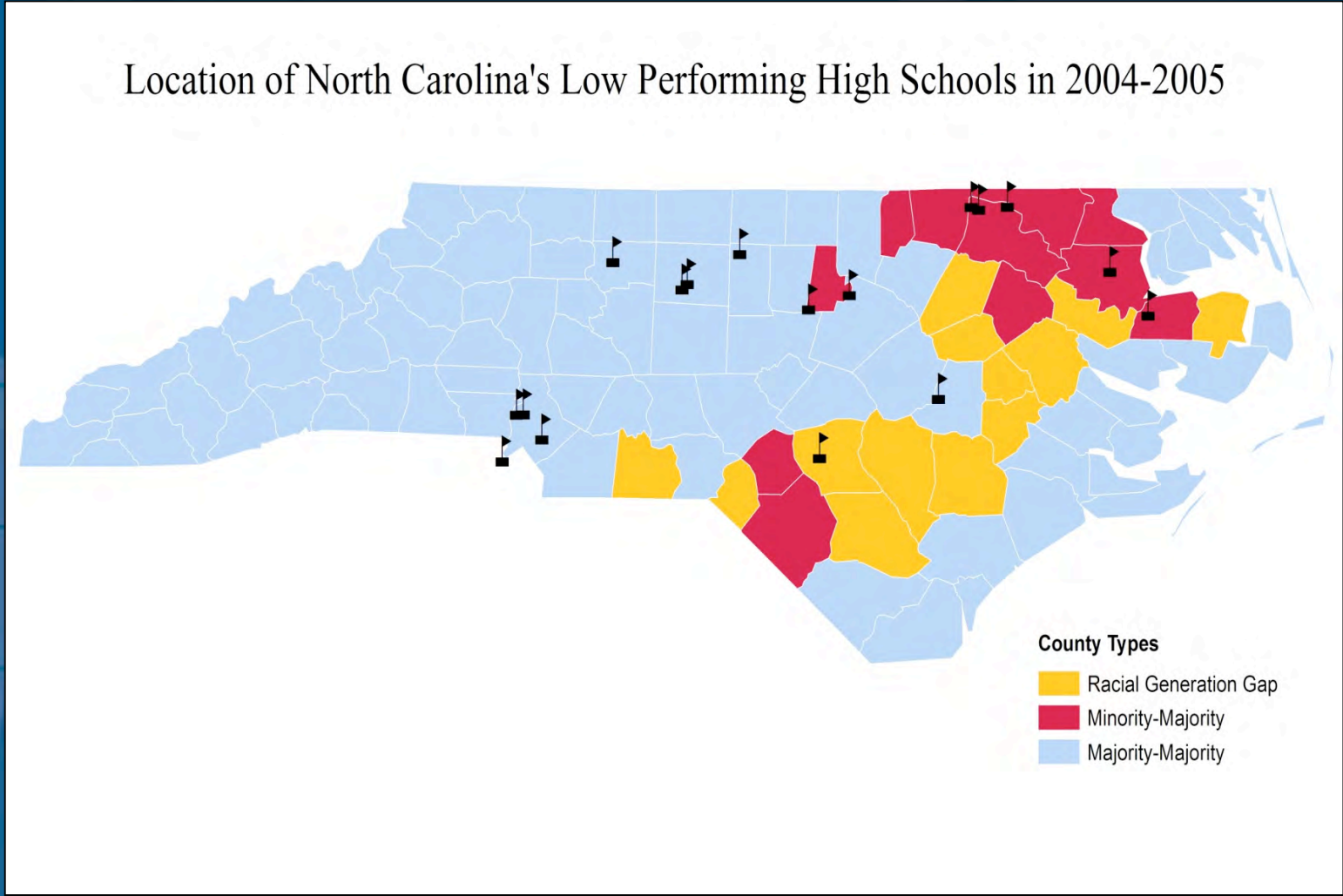
- ***Cultural Capital***: residents with the appropriate values, attitudes, and beliefs about their current life chances and their future opportunities in the local community.
- ***Social Capital***: resources – personal and institutional – through which individuals maintain their social identity and receive emotional support, material aid and services, information and new social contacts.

Challenges Ahead

Racial/Ethnic Typology of U.S. Counties, 2005



Location of North Carolina's Low Performing High Schools in 2004-2005



Implications for Communities

- Change is the only constant
- Competitive intelligence gathering is paramount
- Speed
- Agility
- Flexibility

Implications for Community Leaders

- Competitive drive
- Voracious consumer of competitive intelligence
- Tenacity
- Persistence
- Entrepreneurial spirit
- Soft skills
- Hard work