

7 YEAR SUMMARY 1996 - 2003

CALIFORNIA
COMMUNITIES
PROGRAM
*Citizenship
Governance
Prosperity*

UNIVERSITY OF CALIFORNIA



UNIVERSITY of CALIFORNIA
**Agriculture &
Natural Resources**



CALIFORNIA COMMUNITIES PROGRAM

7 YEAR SUMMARY

1996 - 2003

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From the Director

The great Japanese baseball player, Sadahara Oh, was once asked his secret of hitting. He said, “I look at the opposing pitcher as my partner who, with every pitch, is serving up an opportunity for me to hit a home run.”

What Mr. Oh had discovered was the power of a simple change in perspective to improve his craftsmanship as a hitter. Our hope at the California Communities Program is similar: to illuminate with fresh perspective the civic crafts of community governance, active citizenship, and sustainable economic development.

Our work during the past seven years has taken us to community settings all over California where we have promoted, monitored, and evaluated a variety of experiments in local governance. Amidst a widely lamented malaise about the decline in citizen participation, we have witnessed extraordinary efforts to mobilize the public to solve community problems. During a time marked by globalization and the eclipse of local autonomy, we have viewed determined efforts to preserve and defend what is unique about particular communities. At a time of diminished confidence in government, we have observed city and county agencies reach intended outcomes through successful partnerships with community-based organizations.



The best of these community endeavors are marked by one or more of the following four perspectives, which together form the building blocks of community vitality:

- An economic vision that focuses on community well-being;
- A social vision that treats diversity as an asset rather than a problem;
- A moral vision that supports the “have nots;”
- A cultural vision that values citizenship and public work.

Not every swing produces a home run, and the home team doesn’t always carry the day. By carefully observing, analyzing, and reporting what occurs when committed citizens practice governance, we hope to raise the quality of reflection accompanying local action, thereby improving the collective batting average of California communities.

A handwritten signature in black ink, appearing to read "D. Campbell".

David Campbell
Community Studies Specialist
UC Cooperative Extension

About the California Communities Program

Mission

Community development research and outreach that is aimed at:

- Strengthening the leadership capacities of local citizens;
- Fortifying community self-governance; and
- Enhancing local and regional economies.

Guiding Ideas

Democracy is the shared American ideal, and promise of democracy rests on the practice of active citizenship. Historically in the United States, the institutions and processes of local governance were seen as the hub of democratic decision-making and as incubators of civic-mindedness. Cooperative Extension, the outreach arm of Land Grant Universities such as the University of California, were originated by a desire to develop and deepen the practice of democratic citizenship.

The ideals of local control and home rule retain currency today, though community fortunes have grown increasingly dependent on economic and policy decisions made elsewhere. Laments over the decline of civic virtue, the erosion of social capital, and the eclipse of representative democracy are now commonplace, but so are efforts to reverse these trends. The hunger for social connection and a sense of public achievement is a distinguishing feature in contemporary communities, though it is not always vividly felt or effectively channeled.

Three recent trends in American political life have heightened the renewed interest in the processes of community self-governance. The first is policy devolution - the idea that government programs are more effective and more engaging of citizen energy and allegiance if they are designed and managed at the local level. The second is the move to reinvent government - the attempt to turn isolated bureaucratic programs into results-oriented integrated services partnerships between government, business, nonprofit organizations, and other elements of local civil society. The third is a growing regional awareness - the realization that local governments must learn to plan and act cooperatively if they are to thrive in the new global economy and care for what is unique in their heritage and place.

A wave of innovation and experimentation in community settings has accompanied these trends. Our research and education is designed to deepen the quality of reflection and learning that accompanies these local efforts. Typically, this involves conducting fieldwork in which we monitor, compare, and draw lessons from par-

ticular local initiatives. Our approach is to hold in creative tension the particularities of local situations and the “big picture” or structural factors facing all communities. Similarly, we try to be open to how local adaptations may result in new or revised theories or knowledge, while also putting local actors in touch with the best of received wisdom and expertise. We believe this iterative, two-way approach to learning is an important pathway to engaging the university with community concerns and to strengthening the practice of public scholarship in our time.

Activities

Major California Communities Program activities include:

- Community research and education programs
- Evaluations of community governance initiatives
- Publications on California community issues
- Workshops and training
- Graduate student internships

Partners

The California Communities Program (CCP) operates under core funding (\$60,000) provided by USDA to the University of California’s Division of Agriculture and Natural Resources (ANR). The CCP Director is part of the Community Studies Cooperative Extension unit of the Department of Human and Community Development at UC Davis, and has statewide functions and responsibilities. The Director reports to an advisory committee made up of specialists and faculty from the Davis, Berkeley, and Riverside campuses, and representatives of county and regional Cooperative Extension offices.

CCP projects are often conducted in partnership with county Cooperative Extension advisors. Many of these advisors are affiliates of the California Communities Workgroup of the University’s Division of Agriculture and Natural Resources, for which CCP provides staff support and a major coordinating role. The workgroup integrates ANR activities and promotes collaboration with respect to major policy and development issues that confront the state’s communities. The primary workgroup activity is to convene an annual coordinating conference highlighting a significant problem or issue that merits sustained interdisciplinary research and extension effort.

CCP conducts research, education, training, and other projects and programs with a wide range of local, state, and federal agencies, nonprofit organizations, and citizen groups.

Funding

In addition to annual funding of \$60,00 from the U.S. Dept. of Agriculture, the California Communities Program obtains funds from various sources to conduct research and other programs. Below is a summary of funding sources during 1996-2003.

2002-04	California Employment Development Department Evaluation of California Community and Faith-Based Initiative	\$90,000
2000-02	Kettering Foundation Prepare case study for project "Realizing the Engaged Institution: A Research Project for Building a New Theory and Practice of Public Scholarship"	\$7,500
1999-2002	David and Lucille Packard Foundation, James Irvine Foundation, Miriam and Peter Haas Fund, Peninsula Community Foundation, Walter and Elise Haas Fund Evaluation of Prop 10 Civic Engagement Project - CEP	\$177,000
1997-2002	California Department of Social Services Evaluation of Merced County Attendance Project (MerCAP)	\$295,000
1999	Proteus, Inc. Welfare Reform and Community Well-Being; Non-Profit Involvement in Welfare Reform	\$12,000
1998-99	Lassen Community Planning and Advisory Council (ComPAC) Evaluation of Lassen Healthy Communities Project funded by California Endowment/James C. Irvine Foundation	\$43,000
1998-99	UC ANR Competitive Grant Best Practices and Outcomes Assessment for Community Economic Development: Learning from Humboldt County	\$51,000
1998-99	USDA Fund for Rural America (subcontract) Increasing Adoption of Sustainable Agriculture and Positive Community Impacts	\$4,000
1997-98	Sustainable Communities Consortium UC Davis How Cities Look to the Future: General Plans in the Sacramento Region	\$20,000
	TOTAL	\$699,500

Research Program

Evaluation of the California Community and Faith-Based Initiative (2002-)

One of the few points of agreement in the debate over “faith-based” or “charitable choice” policy initiatives is that little rigorous evidence exists to document the efficacy of faith-based programs. To address this gap in the literature and contribute to a more informed debate, CCP is part of a research team conducting an evaluation of the California Community and Faith-Based Initiative (CFBI). Through CFBI, the California Employment Development Department (EDD) has received an allocation to fund 40 faith-related and community-based organizations that are helping hard-to-employ individuals prepare for, find, and retain employment. CFBI program participants include the homeless, previously incarcerated individuals, recovering substance abusers, emancipated foster care youth, refugees and new immigrants, women freed from abusive relationships, mental health clients, and autistic youth.

In addition to providing grants to community and faith-based organizations, CFBI includes both technical assistance to funded programs and an evaluation. The technical assistance component is designed to enhance the capacity of these organizations to operate effectively and responsibly in an environment of state and federal oversight, and to tap into federal and state funding sources for ongoing support. The evaluation seeks to learn how—and how well—such programs identify, recruit, train, and support employment among unemployed or underemployed persons that are not typically served by existing government programs.

CCP investigators are preparing case studies of six CFBI organizations that are based on interviews with staff, participants, and community leaders. The study will also analyze administrative data on employment outcomes. An initial evaluation report is expected in fall, 2003.

Publication:

David Campbell, Eric Glunt, Shel Bockman, Judith Little, and Barbara W. Sirotnik. 2003. “Evaluating the California Community and Faith Based Initiative.” Paper presented at the Spring 2003 Research Forum of the Independent Sector, “The Role of Faith-based Organizations in the Social Welfare System.” Washington, D.C. March 6-7.

Welfare Reform and Community Well-Being: Public-Private Collaboration in California Counties (1997-1999)

This applied research project monitored the implementation of welfare reform in several California counties. The inquiry compared the nature of county planning and governance processes and the policies and programs that result. CCP was particularly interested in monitoring new relationships between non-profit organizations and county governments. The counties selected for in-depth study - Butte, Kern, Sacramento, San Diego, Tulare and Ventura - represent diverse regions of the state, including both urban and rural areas. The study identified tensions, ironies, and questions experienced in the field, and interpreted these in a broader policy and scholarly context.

The research team conducted more than 200 open-ended interviews with welfare, child care, and economic development officials, elected leaders, non-profit directors, United Way representatives, community college administrators, members of the business community, and others. Also, as a special supplement, CCP conducted 27 interviews with leaders of faith-related organizations who have welfare reform-related activities. Under a contract with Proteus, Inc., a large nonprofit social service and job training agency, CCP also conducted a case study of non-profit welfare reform engagement in Fresno County (see Non-Profit Involvement in Welfare Reform: Fresno County and Proteus, Inc.).

Publications:

David Campbell. 1997. *Community Welfare Reform Planning: Early Indications From Six California Counties*. CCP Working Paper #2. California Communities Program. October.

David Campbell. 1998. Welfare Reform, Work Force Development, and the Challenge of Job Creation. *CCP Topics* No. 3. July. California Communities Program.

David Campbell. 1998. Building the Plane While Flying It: Welfare Reform and Community Governance Strategies. *CCP Topics* No. 4. California Communities Program.

David Campbell. 2002. Beyond Charitable Choice: The Diverse Service Delivery Approaches of Local Faith-related Organizations. *Nonprofit and Voluntary Sector Quarterly*. 31 (3). pp. 207-230. June.

David Campbell. 2000. Armies of Compassion or Citizen Soldiers: Welfare Reform and the Reinvention of Citizenship. Paper prepared for a panel at "Work, Welfare and Politics Conference." University of Oregon, Eugene, OR. February 28-29.

David Campbell. 2000. Welfare Reform: Shining a Light on Workforce Development Challenges. *California Agriculture* 54 (1). January-February. pp. 35-40. University of California Division of Agriculture and Natural Resources.

Prop 10 Civic Engagement Project Evaluation (1999-2002)

In November 1998, California voters approved Proposition 10 which placed a new \$.50 per pack tax on cigarettes. The funds generated by the tax are designated for programs and services that support children ages 0-5, including the areas of child care, health, and parent education. Tax funds are distributed proportionally to each of the state's 58 counties based on their birth rate. Each county establishes an independent commission to make decisions on how best to use the funding. Prop 10 provides a rare opportunity in that counties have relatively large amounts of discretionary funding that can be used to support locally designed programs.

Beginning in late 1999, eight counties - Contra Costa, Monterey, San Diego, San Francisco, San Mateo, Santa Clara, Santa Cruz, and Yolo - joined the Prop 10 Civic Engagement Project. Each participating county received supplemental funds from a consortium of five private foundations (David and Lucille Packard Foundation, James Irvine Foundation, Miriam and Peter Haas Fund, Peninsula Community Foundation, and Walter and Elise Haas Fund). These funds were used to broaden the participation of the public in Prop 10 decision-making, and engage all participants in a deeper and more reflective dialogue about shared values and common concerns. The Prop 10 Civic Engagement Project recruited a team from the CCP to evaluate their activities.

The evaluation team conducted observations of public meetings and sponsored dialogues, interviews with county commissioners, staff, and citizen participants, and reviewed Prop 10 strategic plans and other documents. The purpose of the evaluation was to aid the project staff as they implement activities, and to generate a deeper understanding of the meaning and nature of civic engagement and how it can be more effectively promoted.

Publications:

David Campbell and Joan Wright. 2002. *The Civic Engagement Project for Children and Families (CEP): Year 2 Evaluation Report*. California Communities Program.

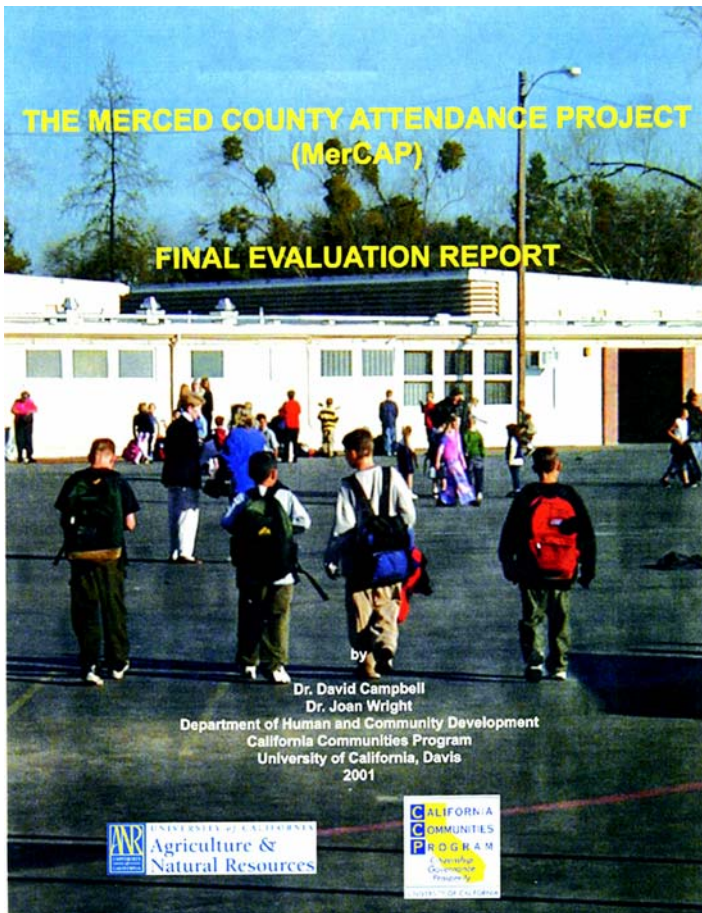
David Campbell and Joan Wright. 2001. *The Civic Engagement Project for Children and Families: Year 1 Evaluation Report*. California Communities Program.

Merced County Attendance Project (MerCAP) Evaluation (1997-2001)

Under welfare reform, 40 states have mandated school attendance as a condition of receiving welfare cash aid. The Merced County Attendance Project (MerCAP) was a county demonstration program approved by the California Department of Social Services. Under MerCAP, families with children ages 6-15 who had more than 10 unexcused absences per school year were subject to sanctions which diminished their welfare (TANF) grants. The goal was to improve welfare student attendance, improve chances of graduation, and end intergenerational welfare dependency.

The California Department of Social Services charged CCP to evaluate MerCAP. The evaluation team included UC Davis specialists David Campbell and Joan Wright, UC Davis associate professor Ted Bradshaw, and Merced County UCCE advisor Richard Mahacek. To determine if the pilot project improved TANF student attendance, the team collected school attendance data for every student in all Merced County schools for four years. The information (monthly student attendance patterns) indicated whether student attendance rose in the years after MerCAP was implemented. To learn about the process of implementing a school attendance program, the team interviewed more than 700 parents, school officials, and welfare department representatives to discover their activities, ideas, and attitudes regarding MerCAP. The researchers then 1) analyzed how uniformly schools implemented the new policy, 2) identified best practices in developing efficient implementation strategies for schools and the human services agency, 3) noted working relationship patterns among project stakeholders, and 4) assessed the degree to which the particular local context in Merced County shaped the program in ways that might alter results in other locales.

The evaluation provided ongoing feedback to Merced County decision-makers as they designed and adapted the program. Resulting improvements included instituting a project advisory committee, developing a MerCAP handbook for schools, and streamlining the process by which the welfare department shared TANF student lists with schools. The final evaluation identified a series of problematic assumptions underlying existing welfare school attendance policies and provided alternative starting points for developing these programs. Specifically, it recommended universal attendance policies that pertain to all students and an increase in health-related interventions because illness, not truancy, is the main cause of student absences.



Publication:

David Campbell and Joan Wright. 2002. *The Merced County Attendance Project (MerCAP): Final Report*. California Communities Program.

**Best Practices for Outcomes Assessment in
Community Economic Development:
Learning From Humboldt County
(1998-2000)**

Both private and government funders are demanding more rigorous indicators of project outcomes. This project examined the promise and limits of outcomes assessment, using research conducted on California's North Coast, which is an area moving from timber dependency toward more diversified economic development. The CCP conducted surveys and focus groups with community decision-makers, and worked closely with a diverse set of project developers as they prepared project descriptions based on a Program Logic Model that specifies outcomes and indicators.

The study found that outcomes assessment practices are difficult for local project developers to understand and implement. Viewed as a good idea in the abstract, they are frequently resisted or abandoned in practice. A key question - how do particular

projects are contributing to community-wide goals? - is difficult to determine with existing methods, which focus either narrowly on project specific outcomes or broadly on community-wide indicators.

Funding to support this research came from the competitive grants program of the UC Division of Agriculture and Natural Resources. It was conducted in collaboration with UC Cooperative Extension Humboldt County and the Center for Environmental Economic Development in Arcata.

Publications:

David Campbell, Deborah Giraud, Dan Ihara, Joan Wright. 2000. *The Promise and Limits of Outcomes Assessment in Community Economic Development*. California Communities Program.

David Campbell. 2002. Outcomes Assessment and the Paradox of Nonprofit Accountability. *Nonprofit Management and Leadership*. Spring 12 (3). pp. 243-259.

David Campbell. 2001. Community Outcomes and the Paradox of Not-For-Profit Accountability. *The Not-For-Profit CEO Monthly Letter*. 8 (9). July. pp. 6-8.

**Non-Profit Involvement in Welfare Reform:
Fresno County and Proteus, Inc.
(1999)**

CCP used the findings developed in its ongoing longitudinal study of welfare reform to consider this particular case of non-profit engagement. The focus is on the welfare-to-work effort in Fresno County. Under a contract with Proteus, Inc., a leading non-profit service provider, this investigation was designed to better understand the dynamic policy context in which non-profits are engaged.

The study analyzed the perceptions of a variety of community stakeholders about the county's stance on involving the community in welfare reform decision-making, progress on integrating welfare and workforce development services, and the benefits and difficulties associated with contracting service delivery to non-profit organizations. Based on interviews, observations, and a review of documents, the analysis reveals a high level of non-profit engagement in Fresno County welfare reform activities.

Publication:

David Campbell, Cathy Lemp, and Joan Wright. 1999. *Nonprofit Involvement in Welfare Reform: Fresno County and Proteus, Inc.* Prepared for Proteus, Inc. California Communities Program.

**How Cities Look to the Future:
General Plans in the Sacramento Region
(1997-1999)**

As well as serving to satisfy state planning mandates, the periodic updating of city and county general plans often becomes an exercise in community “visioning.” Some general plans effectively capture a community’s sense of its tradition and future, linking these ideas and images to more tangible land use and other policies and tools.

This project systematically analyzed the pertinent contents of 24 current city general plans in the Sacramento region. This comparative analysis examined the values implicit in general plan language, including how plans define “sustainability,” either explicitly or implicitly, how these values are expressed in policy terms, and the connections with regional patterns.

Publication:

Alvin D. Sokolow, Corinne Hartnett, and David Campbell. 1999. *How Cities Look to the Future: General Plans in the Sacramento Region*. California Communities Program.

**Evaluation of Lassen County
Healthy Community Projects
(1997-1999)**

This project established a relationship between an evaluation team from the CCP and two separate but related projects that aimed to develop Lassen County as a “healthy community.” The first project, funded by the California Endowment, involved a set of healthy community initiatives under the direction of the Community Planning and Advisory Council (ComPAC). The goal of these initiatives was to promote strong families, quality education, holistic health, a sense of community/civic infrastructure, treasuring and protecting the environment, and economic opportunities. The second project, funded by the James Irvine Foundation, was a community fitness health promotion project conducted by Northeastern Rural Health Clinics, Inc. (NRHC). The purpose of the evaluation was to engage participants in ComPAC’s healthy community initiatives (including the Community Fitness Health Promotion Project) in a process of reflection and continuous learning related to project activities and goals.

The evaluation helped the community focus its goals, reflect on the actions taken to reach goals, assess progress, chart direction, and change as needed to meet challenges effectively.

Publications:

David Campbell and Joan Wright. 1999. *Lassen Fitness Project: Final Evaluation Report*. California Communities Program.

David Campbell and Joan Wright. 1999. *Lassen Healthy Community Projects: Final Evaluation Report on The California Endowment Grant to the Community Planning and Advisory Council (ComPAC)*. California Communities Program.

**Assessing the Economic Development Potential of
Entrepreneurial Community Gardens
(1997-98)**

Market gardens have gained attention as ways to enhance community economic development, increase community food security, and employ local residents. These gardens are promising vehicles for providing job training, life skills, educational opportunities, and improving the quality of life by forming creative collaborations in local communities. This research was a joint project of the CCP and the Sustainable Agriculture Research and Education Program (SAREP), both statewide programs of the University of California’s Agriculture and Natural Resources division.

This study described conditions under which entrepreneurial gardens prosper or fail, and provides comparative data to help new garden projects judge their own capacities. Personnel at 27 entrepreneurial gardens were interviewed by telephone in 1997 and 1998. Five of the most innovative and successful gardens in California were selected for in-depth case studies. The report included a comparative analysis of the 27 entrepreneurial gardens, five case studies, extensive appendices with urban agriculture and gardening contacts, an annotated contact list of entrepreneurial community gardens, business development resources, and funding opportunities for job creation and training in urban agriculture.

Publication:

Gail Feenstra, Sheryl McGrew, and David Campbell. 1999. *Entrepreneurial Community Gardens: Growing Food, Skills, Jobs and Communities*. UC SAREP and California Communities Program.

A Local Partnership for Sustainable Food and Agriculture: The Case of PlacerGROWN (1997-1998)

This joint project with the UC Sustainable Agriculture Research and Education Program (SAREP) developed a case study of a citizen's initiative to enhance food self-reliance and create a more sustainable community. The setting was a rapidly urbanizing county with a rich agricultural heritage located in the Sierra foothills just east of Sacramento, California. The focus of the case was a local agricultural marketing organization known as PlacerGROWN. The purpose of the organization was to create a "win-win" arrangement in which county economic development joins an agricultural industry sustained and supported by its residents. By buying locally grown agricultural products, consumers get the benefits of fresh produce and help growers maintain economic viability. A healthy agricultural economy, in turn, benefits the whole community by preserving open space and maintaining a sustainable and harmonious relationship with nature. In addition, food purchased locally or directly from farmers reduces environmental costs associated with transportation and packaging.

PlacerGROWN represents a unique partnership between public agencies and a nonprofit organization created by local citizens. The Placer County Board of Supervisors approved start-up funding and the UC Cooperative Extension office has provided ongoing organizational and technical support. The case, which drew on open-ended interviews, also examined documents and statistical reports, and provided a detailed analysis of the history of the partnership, difficulties encountered, and lessons learned.

Among the complexities the study discovered is the difficulty of balancing the nonprofit group's need to establish a distinct community identity with its concurrent need to rely on established institutions like Cooperative Extension for support. Similarly, the case illustrates the need for substantial public investment to fund the marketing effort, and discusses alternative funding strategies. At a deeper level, the study highlighted how citizens, who might otherwise be jaded by politics, can be moved to participate by appeals to neighborly cooperation or enlightened consumerism. A key challenge is taking the next step, drawing people into the type of planning, debating, and conducting strategic analysis that mark the world of active citizenship. The task for public administrators and advocates of sustainable community development is to build organizations and partnerships that can bridge the private and public realms, enabling people to conceive of their lives, work and institutions in larger and more satisfying terms.

Publications:

David Campbell and Gail Feenstra. 1998. *Learning From a Citizens' Initiative to Sustain Agriculture and Preserve a Rural Quality of Life: The Case of PlacerGROWN*. Working Paper #4. California Communities Program.

David Campbell and Gail Feenstra. 2001. "Learning From a Citizens' Initiative to Sustain Agriculture and Preserve a Rural Quality of Life: The Case of PlacerGROWN" in Mark Daniels, (editor) *Creating Sustainable Community Programs: Examples of Collaborative Public Administration*. Praeger. pp. 205-220.

Internship Program

The California Communities Program awards small grants to support graduate students working on field projects in conjunction with county Cooperative Extension offices. The purpose of the internship program is threefold:

- Support county-based projects that reflect the CCP mission to fortify local governance, build citizenship capacity, and enhance economic development;
- Provide graduate students with professional experience and skills;
- Develop campus-county linkages.

Each student works directly with a Cooperative Extension advisor who serves as a supervisor and mentor. Many CCP intern projects were successful in creating positive community outcomes, and improved Cooperative Extension's visibility and influence in the community as shown by the projects described below:

- Advisor Ken Wilmarth in Stanislaus County, along with interns Lucinda Smith and Marianne Jacobson, worked with a neighborhood association in a low-income neighborhood to revive a community garden that had been abandoned. Oversight of the garden was eventually transferred to a local non-profit organization. The garden is still active and provides an attractive community gathering location.
- Tuolumne County, fearing that revenue was disappearing from the region, asked Advisor Nancy Feldman, Specialist Joan Wright, and intern Andrew Murray to conduct a survey that would measure local business and consumer attitudes and actions. The findings, presented to local organizations and governing bodies, resulted in a number of local measures designed to improve business practices and keep revenue inside the county.
- Intern Frances Ferreira and Tulare County Advisor Manuel Jimenez worked with local organizations, government officials, and youth groups to create a demonstration garden which grew more than 700 plant varieties. The garden was featured in *Sunset* magazine, and it became a site for school visits and a source of community pride. A photo from this project is on page 14 of this report.

- Advisor Marianne Bird from Sacramento County and Advisor Charles Go from Alameda County along with interns Dave Davis, Jennifer Mayer, Erin Dann, and Rose Wong worked in collaboration with community partners to provide after-school programs with educational and research benefits, including a publication on best practices for outreach to Southeast Asian youth.

- Fearing the loss of culture and community cohesion, Wiyot tribe leadership in Humboldt County, in partnership with then-Advisor Kim Rodrigues and intern Christine Ambrose, cultivated a garden for reaping traditional basket weaving materials.

- Advisors Diane Metz and Larry Clement, along with intern Jill Kopel, worked with Solano County organizations to develop local strategy and collaborative networks designed to fill gaps in food security programs and policy. They organized a community garden, a county food directory, an ongoing Food Security Fair, and a Food Security Coalition.

- Lake County leaders asked Advisor Rachel Elkins, Specialist Al Sokolow, and intern Matt Whacker to help them understand the benefits and disadvantages of enacting a Right-To-Farm ordinance in their county. The team developed a research report that informed local discussion and decision-making on the issue.

- Solano County Advisor Carole Paterson and intern Rebecca Stark worked with the Vallejo Leadership team to improve public dialogue. They conducted and analyzed a community survey on leadership issues which was then used to help the team create a discussion guide for local issue forums.

During the past seven years, CCP has funded more than 40 intern projects in 27 different county Cooperative Extension offices. These are listed as follows by county with the supervising advisors name in **bold** and the university from which the intern came in parentheses where known:

Alameda County

- Best Practices to Outreach to Middle School Youth: An East Oakland Cambodian Youth Sample. **Charles G. Go.** 2001-2002.
- Cambodian Urban Youth Program. **Charles G. Go.** 2000-2001.
- West Oakland Food Security Project. **Lucrecia Farfan-Ramirez.** 2000-2001.

Colusa, Glenn, and Tehama Counties

- Invasive Weeds Archive and Mapping System. **Marc Horney.** 2001-2002.

Contra Costa County

- The Role of Young People in Community Decision Making. **Shelley Murdock.** 2001-2002.
- Improving Environmental Education Access to Underrepresented Teens. **Shelley Murdock.**

El Dorado County

- Capacity Building in the South Lake Tahoe Latino Community - Assessment and Leadership. **Dan Desmond.** 2002-2003.

Fresno County

- Citizenship Training for a Hmong Community. **John Voris.** (CSU Fresno) 1997-1998.

Humboldt/Del Norte Counties

- Welfare Reform and Self-Employment Outreach to Hmong Families in the North Coast. **Deb Giraud.** (CSU Humboldt) 1998-99.
- Humboldt County Wholesale Food Project. **Deb Giraud.** (CSU Humboldt) 1997-98.
- A Tribal Community Garden for Basket Materials: Design, Collection, Propagation, and Production. **Kim Rodrigues.** (CSU Humboldt) 1997-1998.

Lake County

- Development of a Workshop Series Curriculum for Local Agricultural Producer and Marketers on Business Fundamentals and Product/Marketing Alternatives. **Rachel Elkins.** 2002-2003.
- Developing a Right-to-Farm Ordinance for Lake County. **Rachel Elkins.** (UC Berkeley) 1999-2000.

Los Angeles County

- 5 A Day-Power Play! Campaign. **Edwina U. Williams.** 2000-2001

Marin County

- Assessing Community Impact of a Non-Lethal Predation Management Program in Marin County. **Stephanie Larson.** 2001-2002.

Placer/Nevada Counties

- Development of a Train-the-Trainer Curriculum for Community Education in Sustainable Resource Practices. **Cindy Fake.** 2001-2002.

Plumas/Sierra Counties

- Integrating Resource Management and Economic Development through Watershed Education: Creating a Strategic Education Plan for Plumas County. **Michael De Lasaux.** (UC Berkeley) 1998-99.

Riverside County

- Corona-Norco Community Children and Weight Coalition. **Chutima Ganthavorn.** 2002-2003.

Sacramento County

- Caregiver Training Program. **Gloria Barret.** 2002-2003.
- Science Literacy Expansion Project. **Marianne Bird.** (UC Davis) 1999-2000.

San Diego County

- Community Conversations in Youth/Adult Partnerships. **Steve Dasher** and **Sue Manglellan.** 2001-2002.
- Invasive Plants in San Diego County Watersheds; Stakeholder Identification and Outreach. **Carl E. Bell.** 2000-2001.

San Francisco County

- Pilarcitos Watershed Monitoring and Education Program. **Jodi Cassell.** (UC Berkeley) 1998-99.

Santa Barbara County

- Agua Pura: Developing Authentic Assessment Tools to Monitor Program Effectiveness. **A. Michael Marzolla.** 2002-2003.

Santa Clara County

- Keeping our Landscapes Working - Developing Opportunities for Marketing Livestock Products from the Bay Area's Open Spaces. **Sheila Barry.** 2002-2003.

Siskiyou County

- Utilization of Post-Consumer Clothing and Textiles. **Yvonne Steinbring.** (UC Davis) 2000-2001.
- Siskiyou County Agricultural, Food, Beverage & Harvested Forest Products Marketing Technical Assistance Project. **Yvonne Steinbring.** (Shasta College) 1998-99.

- Intern for Shasta and Scott River Coordinated Watershed Management Organizations in Siskiyou County.
Steve Orloff. (UC Santa Barbara) 1998-99.

Solano County

- Assessing Food Security in Solano County.
Diane Metz. 2002-2003.
- Strengthening Capacity to Engage California Citizens.
Carole Paterson. 2001-2002.
- Vallejo Community Leadership Project. (UC Davis)
Carole Paterson. 1997-98.
- Strengthening Food Security in Solano County.
Larry Clement and Diane Metz. (UC Davis) 1997-1998.

Sonoma County

- Development of an Economic Plan for Producing, Processing and Distributing Locally Produced Grass Fed Beef.
Stephanie Larson. 2002-2003.

Stanislaus County

- Community Garden Development.
Ken Willmarth. (CSU Stanislaus) 1998-99.

Tulare County

- Agriculture Education Project.
Manuel Jimenez. (College of the Sequoias) 1999-2000.

Tuolumne County

- Consumer/Business Survey for Tuolumne County: Progress Toward Preventing Leakage of Goods and Services Out of the County from 1989-1997.
Nancy Feldman. (UC Davis) 1997-1998.

Yolo County

- Creating Infrastructure to Effectively Support the Development of Youth Transitioning Out of the Foster Care System.
Rebecca Carver. 2001.
- Evaluating Residents' Criteria for Selecting Pesticides for Home Use.
Mario Moratorio. (UC Davis) 1999-2000.
- Enhancing Youth and Adult Citizenship in an Underserved Community" (UC Davis).



Photo by Manuel Jimenez

Woodlake Pride from the Agriculture Education Project internship, UCCE Tulare County

Annual Conference

As part of its mission, the CCP conducts conferences for UC Cooperative Extension personnel, representatives of state and federal agencies, leaders of community-based organizations, and others. The conference focuses on recent ideas and trends in community development as well as featuring actual case studies. To date, the CCP has held five conferences.

COMMUNITY FOOD SYSTEMS: SUSTAINING FARMS AND PEOPLE IN THE EMERGING ECONOMY was held October 2-3, 1996 at UC Davis. This conference was co-sponsored by the UC Sustainable Agriculture Research and Education Program, the CCP, the Community Food Security Coalition, and the Community Alliance for Family Farmers. The conference featured several keynote speakers including Joan Dye Gussow, professor emeritus and former chair of the Nutrition Education Program at Teachers College, Columbia University; Daniel Kemmis, mayor of Missoula, Montana, former speaker of the Montana House of Representatives and author; and Fred Kirschenmann, manager of Kirschenmann Family Farms in North Dakota, a member of the National Organic Standards Board and author. A conference highlight was Pulitzer-prize winning poet Gary Snyder reading some of his poetry.

IMPLICATIONS OF WELFARE REFORM FOR COOPERATIVE EXTENSION was held May 28-29, 1997 at UC Davis. The conference focused on the changes underway in welfare reform, and considered the implications for UC Cooperative Extension. Presentations were made by a panel consisting of representatives from the California Department of Social Services, California State Association of Counties, Placer County Office of Education, California Budget Project, Sacramento County Department of Human Assistance, and California Food Policy Advocates. This was followed by a second panel of specialists/advisors from several UC Cooperative Extension programs.

DEMOGRAPHIC CHANGE AND COMMUNITY CHALLENGES was held on March 20, 2000 at UC Davis. Keynote speaker William A.V. Clark, professor of geography, University of California, Los Angeles, described the changing and future trends in the racial and ethnic demographics in California and the type of ANR programs that will be needed to accommodate them.

WHEN SCIENCE BECOMES CIVIC: Connecting Engaged Universities and Learning Communities was held on September 11, 2001 at UC Davis. This conference had two keynote speakers: Mike Fortun, Assistant Professor,



Mike Fortun

Department of Science and Technology Studies, Rensselaer Polytechnic Institute, Troy N.Y. whose address was entitled “*Becoming Scientists of the Age of Noise*,” and Connie Flanagan, Professor of Youth Civic Development, Pennsylvania State University whose presentation was entitled “*Youth Civic Engagement: Membership and Matter*



Connie Flanagan

ing in Local Communities.” The conference focused on the historic idea that scientific research can be put to use to foster community development and public decision-making, a key underpinning of Cooperative Extension and Land Grant Universities. Recently this idea has received renewed critical attention for a variety of reasons, includ-

ing the concern that Land Grant universities have become too removed from community issues and problems, a growing interest in the role of local knowledge in the research process, and a limited or sometimes erroneous understandings of the scientific process among the public. The conference addressed these issues by coupling the keynote addresses to several case presentations about programs throughout the state where the University was a partner with community groups.

DEVELOPING CIVIC MUSCLES - Higher Education, Public Work, and California's Diverse Democracy was held on September 9, 2002 at UC Davis. Harry Boyte of The Center for Democracy and Citizenship, University of Minnesota was the keynote speaker. His address was entitled



Harry Boyte

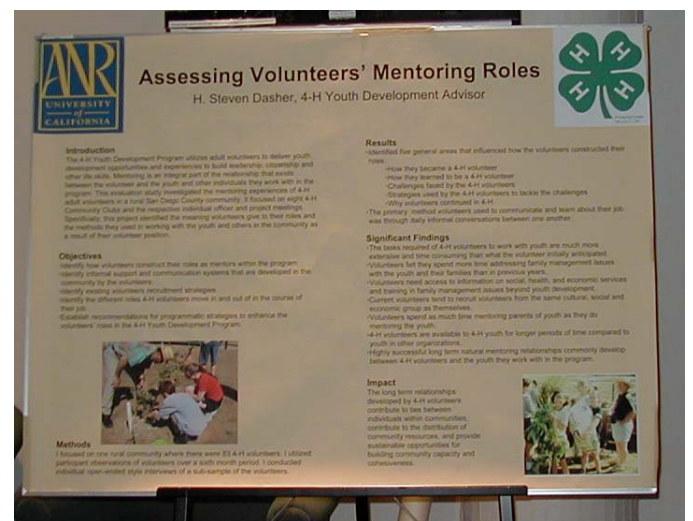
“Information Age Populism: Higher Education as a Civic Learning Organization.” The conference addressed the question of how university educators can be catalysts for everyday public work, i.e., for sustained efforts by a mix of citizens whose collective labors produce things of common and lasting value. This was accomplished by looking at a variety of cases in which Cooperative Extension educators and university faculty have engaged their communities in a spirit of practical and collaborative learning.

Maria Melendez, the Writer-in-Residence of the UC Davis Arboretum, read some of her original poetry and the work of others. She also conducted an interactive poetry ses-

sion wherein she wrote a poem based on input from the conference’s participants around the conference’s theme.



Maria Melendez



Poster by Steve Dasher, UCCE San Diego County

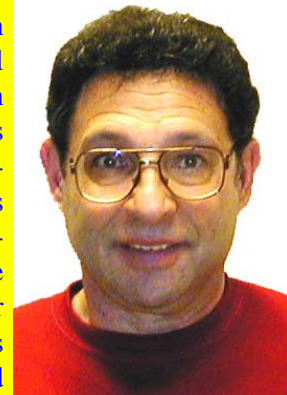


Nancy Woodbury of UCD Science and Society Program and Keith Abeles of Community Alliance for Family Farmers

David Campbell is a political scientist who serves as a Cooperative Extension Specialist in Community Studies and as Director of the California Communities Program (CCP) in the Human and Community Development Department at UC Davis. His research examines the intersection between public policy and community development processes at the local level—focusing on governance, civic engagement, active citizenship, and economic development. In recent years he has conducted comparative collaborative initiatives in California currently part of evaluating the Community and Initiative, in Economic Department has million dollar appropriation to community and organizations to help hard to employ individuals prepare for, find, and retain jobs. Dr. Campbell has taught American government and public administration at UC Davis, Mercer University, and Emory University. A native of east Tennessee, he received his Ph.D. from the University of Oregon in 1984. Since 1989 he has lived in Davis with his wife, a Presbyterian pastor, and his teenage son.



Jeff Woled is the Program Representative for the California Communities Program and other programs in the Dept. of Human and Community Development Cooperative Extension. He received a Master's Degree in Social Work from the George Warren School of Work, Washington University in St. Louis in 1980. His background includes natural resource, aerospace conductor. Previous positions he has held include editor/publisher at the UC Centers for Water and Wildland Resources, and technical writer at Aerojet Strategic Propulsion Co. and Signetics Military Products. His specialties are editing, desktop publishing, and computer graphics.



Juliet King (Navajo/English) began working as a Community Economic Development Researcher in February, 2003. Prior to coming to UC Davis, she directed the research and policy program for a national Native nonprofit organization, First Nations Development Institute, where she worked on a wide range of community and economic issues affecting tribalities. She also managed research for the National Indian Council which is the national organization for Indian Housing professionals and programs. She has a Ph.D. in sociology from the University of Wisconsin-Madison, with an emphasis in rural sociology. Her research interests include rural community and economic development, with a specific focus on Native American communities and related public policy.



Affiliated Cooperative Extension Specialists

James I. Grieshop is a Lecturer and Specialist in Community Education Development. He received a Ph.D. in Foundations of Education from the University of New Mexico in 1973 and a Master's Degree in Anthropology from the State of New York, College at Binghamton in 1969. Grieshop served in the Peace Corps in Ecuador and taught primary, secondary, and adult classes in rural communities, as well as assisting in rural community development projects. He has also worked for the Home Education

Programs que and New educator for Farm-gram. At State Uni-Grieshop Specialist tive Ex-Communit from Grieshop



ored with awards and fellowships including the James H. Meyer Distinguished Achievement Award from the University of California, Davis' Academic Federation in 1995; a Fulbright Research Fellowship to Mexico in 1992-93 and to Ecuador in 1984-85; a Special Advisor from the Freedom from Hunger Foundation in Davis, California in 1988-89; and Visiting Fellow to Cornell University's Department of Education, Ithaca, New York in 1982-83. His research interests include using education to help implement social change, the use of photographic materials for inducing change in behavior with hazardous materials, motivation as a behavioral factor for productivity, creativity and change, and risk perception. Grieshop is fluent in Spanish.

Livelihood in Albuquerque, Las Cruces, Mexico as its tional coordithe Migrant worker Pro-New Mexico versity, worked as a in Cooperatension, nity Develop-1974 to 1975. has been honnumeros

Joan Wright went to graduate school at Cornell University after raising 5 kids and working 5 years for a local youth-serving agency, getting her doctorate in

adult education. Since served on of Cornell and North State Uni-California, 1986 as a Extension Her interests evaluation

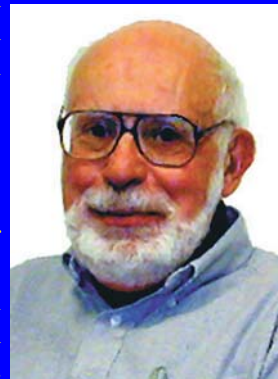


of educational programs, natural resource conservation, and civic literacy. Wright has helped develop policy issue materials for public discussion of rural land conversion and wildland fire in California. She has been a co-investigator on a number of program evaluation projects.

then she has the faculties University Carolina versity, joining the Uni-Davis in Cooperative specialist. include of educa-

Alvin D. Sokolow is a Public Policy Specialist. He has a Ph.D. in political science from University of Illinois. Community governance is the target of most of his work. His research and extension activities focus on farmland and land use policy in California, state-local government relations, local government finance and

tion, and policy in munities. the Associ-for rural-ur-the UC Agri-sues Center Center's re-series on farmland space policy. of the



1999 book, *California Farmland and Urban Pressures: Statewide and Regional Perspectives*. Prior to joining Cooperative Extension in 1992, he was a Professor of Political Science at UC Davis for 27 years, teaching courses and conducting research on local government, California policy and politics, and American Federalism.

organiza-politics and small com-Sokolow is ate Director ban issues of cultural Is-and edits the search report California and open He is co-editor of the Center's

List of Publications

Where indicated, the CCP publications listed below are downloadable from the publications link on the CCP web site - <http://www.ccp.ucdavis.edu>.

EVALUATION REPORTS

David Campbell and Joan Wright. 1999. *Lassen Fitness Project: Final Evaluation Report*. California Communities Program.

David Campbell and Joan Wright. 1999. *Lassen Healthy Community Projects: Final Evaluation Report on the California Endowment Grant to the Community Planning and Advisory Council (ComPAC)*. California Communities Program.

David Campbell and Joan Wright. 2001. *The Civic Engagement Project for Children and Families (CEP) Year 2 Evaluation Report*. California Communities Program. Downloadable from CCP web site.

David Campbell and Joan Wright. 2002. *The Merced County Attendance Project (MerCAP) Final Report*. California Communities Program. Downloadable from CCP web site.

David Campbell and Karen Leventhal. 2002. *CCP Internship Program Evaluation Report*. California Communities Program. Downloadable from CCP web site.

CONFERENCE PROCEEDINGS

“WHEN SCIENCE BECOMES CIVIC: Connecting Engaged Universities and Learning Communities.” *Proceedings of the Second Annual California Communities Coordinating Conference*. Sept. 2001. Jeff Woled, editor. California Communities Program. Downloadable from CCP web site.

“DEVELOPING CIVIC MUSCLES: Higher Education, Public Work, and California’s Diverse Democracy.” *Proceedings of the Third Annual California Communities Coordinating Conference*. Sept. 2002. California Communities Program. Jeff Woled, editor. Downloadable from CCP web site.

OTHER

David Campbell. 1996. *Community and University: Case Studies and Commentary on University of California Cooperative Extension Interventions*. California Communities Program. **

David Campbell and Gail Feenstra. 1998. *Community Food Systems in California: Profiles of 13 Collaborations*. UC Sustainable Agriculture Research and Education Program and

the California Communities Program. UC Sustainable Agriculture Research and Education Program and the California Communities Program. **

David Campbell, Cathy Lemp, and Joan Wright. 1999. *Nonprofit Involvement in Welfare Reform: Fresno County and Proteus, Inc.* Prepared for Proteus, Inc. California Communities Program.

Alvin D. Sokolow, Corinne Hartnett, and David Campbell. 1999. *How Cities Look to the Future: General Plans in the Sacramento Region*. California Communities Program.

Gail Feenstra, Sheryl McGrew, and David Campbell. 1999. *Entrepreneurial Community Gardens: Growing Food, Skills, Jobs and Communities*. UC Sustainable Agriculture Research and Education Program and the California Communities Program. Downloadable from the CCP web site.

Cathy Lemp and Joan Wright 1997. *How Can We Live With Wildland Fire?* California Communities Program. Book and video.**

David Campbell, Deborah Giraud, Dan Ihara, Joan Wright. 2000. *The Promise and Limits of Outcomes Assessment in Community Economic Development*. California Communities Program.

James I. Grieshop. 2001 *ADVICE for Effective Community Development Education*. California Communities Program. Downloadable from CCP web site.

CALIFORNIA COMMUNITY TOPICS

California Community Topics is an occasional publication series which provides useful information to citizens and local leaders about important issues of community governance, leadership, and economic development. All CCP topics are downloadable from the CCP web site.

Alvin D. Sokolow. 1997. PROPOSITION 218: How it Works and What it Means. *CCP Topics* No. 1. May.

**available only from:

ANR Communication Services
6701 San Pablo Ave.

Oakland, CA 94608

Toll free order line: (800) 994-8849

Voice: (510) 642-2431 FAX: (510) 643-5470

Larry Lloyd. 1997. California's Forest Counties: Payments From the U.S. Forest Service. *CCP Topics* No. 2. December.

David Campbell. 1998. Welfare Reform, Work Force Development, and the Challenge of Job Creation. *CCP Topics* No. 3. July.

David Campbell. 1999. Building the Plane While Flying It: Welfare Reform and Community Governance Strategies. *CCP Topics* No. 4. March.

Phil Martin. 1999. Welfare Reform in Rural California: Issues and Challenges. *CCP Topics* No. 5. May.

David Campbell. 2000. Realizing the Engaged University: Woodlake Pride and the Challenge of Developing Youth into Community Leaders. *CCP Topics* No. 6. April.

Janet Momsen and Jill Donaldson. 2001. Cultivating Farm Stays in California. *CCP Topics* No. 7. April.

Janet Momsen and Diana Hershey. 2001. Public/Private Land Use Policies in Northern California and Native American Access to Gathering Sites. *CCP Topics* No. 8. August.

WORKING PAPER SERIES

The Working Papers Series features reports on research in progress by University of California faculty. The papers deal with the themes of community governance, citizenship capacity building and local economic development, and are specific to California concerns. The purpose of the series is to stimulate dialogue about new research ideas, especially among audiences that would be

unlikely to access the information through traditional academic channels. The series is not peer-reviewed and is intended to support subsequent publication in journals rather than precluding it. All views and ideas presented are the authors and do not necessarily reflect those of the CCP or the UC Division of Agriculture and Natural Resources. All Working Papers are downloadable from the CCP web site.

Luis Eduardo Guarnizo. 1997. *The Mexican Ethnic Economy in Los Angeles: Capitalist Accumulation, Class Restructuring, and the Transnationalization of Migration*. Working Paper #1.

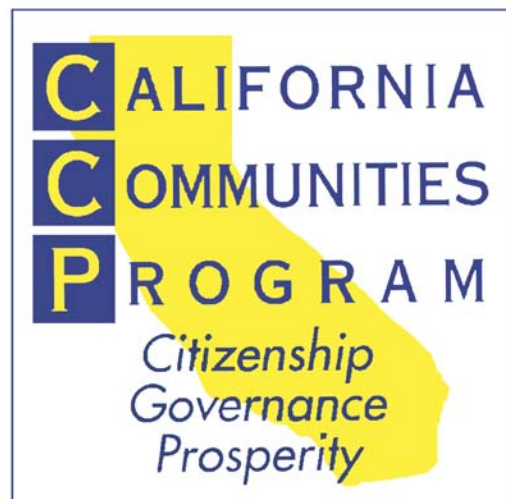
David Campbell. 1997. *Community Welfare Reform Planning: Early Indications From Six California Counties*. Working Paper #2.

Ted Bradshaw. 1997. *Complex Community Development Projects: Collaboration, Comprehensive Programs, and Community Coalitions in Complex Society*. Working Paper #3.

David Campbell and Gail Feenstra. 1998. *Learning From a Citizens' Initiative to Sustain Agriculture and Preserve a Rural Quality of Life: The Case of PlacerGROWN*. Working Paper #4.

David Campbell. 2003. *Managing Citizen Participation Given Cultural Diversity: Tool Choices and Implementation Challenges*. Working Paper #5.

David Campbell and Joan Wright. 2002. *The Importance of Peripheral Vision in Evaluative Practice*. Working Paper #6.



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