



# Effective Communications Kentucky Watershed Academy

## Disadvantaged & Minority Community Engagement

**Shane Barton**

Downtown Revitalization Coordinator

Community and Economic Development Initiative of Kentucky (CEDIK)

University of Kentucky

320 C.E. Barnhart Building

Lexington, KY 40546-0276

859-218-3903

[shane.barton@uky.edu](mailto:shane.barton@uky.edu)



College of Agriculture,  
Food and Environment

*Community and Economic Development Initiative of Kentucky*



**Effective Communications  
Kentucky Watershed Academy**

**"Social Justice Issues and Watershed Planning"**

# About CEDIK

## **Mission**

Catalyze positive change to build engaged communities and vibrant economies.

## **Vision**

Engaged Communities. Vibrant Economies.

## **Goals**

1. Provide research and information that supports community and economic development.
2. Build the leadership and organized capacity of peoples and communities.
3. Support community decision-making and collaborative initiatives.
4. Facilitate partnerships and networks that enable communities to thrive economically, physically, and socially.
5. Sustain CEDIK's organizational capacity to efficiently and effectively accomplish its mission and vision.

# Data, Data, Data...

## County Data Profiles

CEDIK has created county profiles for all 120 Kentucky Counties. Currently we have county profiles that cover the following topics:



AGRICULTURE AND FOOD



COUNTY BUDGETS



DIGITAL DIVIDE



ECONOMIC\*



HOUSING



RETAIL SECTOR



SMALL BUSINESS\*



WORKFORCE

# Summary | Previous Presentation

- Low Knowledge – High Concern
- Actions don't meet the need
- Low national priority (water)
  
- Group Affinity (Political & Motivated Reasoning)
- Entanglement of opposing belief -> complexity of individual/s experiences
- Morals from care to liberty.
- Social Cognitive Theory (personal, environmental and behavior)
  
- Values of Outreach



**Who are we talking about  
when we say disadvantaged  
communities or discuss  
Environmental Justice (EJ)?**

**Chat Box.....**

**CEDIK | [cedik.ca.uky.edu](http://cedik.ca.uky.edu)**

# Moral of the Story

- Broaden approach and scope of efforts.
- Be authentically empathetic.
- Listen.
- Connect/intersect w/issues that matter.
- Value BIPOC contributions.
- Participation -> Leadership -> Ownership.

# Moral of the Story

- Funding Metrics
  - Representation (diversity) has become the new 'regional'
    - Partners and integrative planning
    - Impacts (positive or adverse) on vulnerable populations
- Stack Capital
- Innovative & Creative



# Broaden approach...

- Scale & format of engagement (social constraints)
- Inclusion (of partners)
- Issue intersections
- Authentic interactions

# Engagement Frame | Disadvantaged Communities

## Broaden approach...

BUT HOW?

- Civil dialogue.
- Empathy.
- Creativity.

# Background | Public Participation in Water Resource Planning

**Not a technical solution but rather a long term engagement strategy.**

People within dominant social groups are more formally engaged in water issues than their counterparts.

People of color, and those of lower income brackets are;

- Underrepresented in water-related programming or decision-making, and
- Often disproportionately affected by water problems.

Cultural Narratives on Constraints to Community Engagement in Urban Water Restoration. Amit Pradhananga, Mae Davenport, and Emily Green. Universities Council on Water Resources. Journal of Contemporary Water Research & Education. Issue 166, pgs 79-94, April 2019

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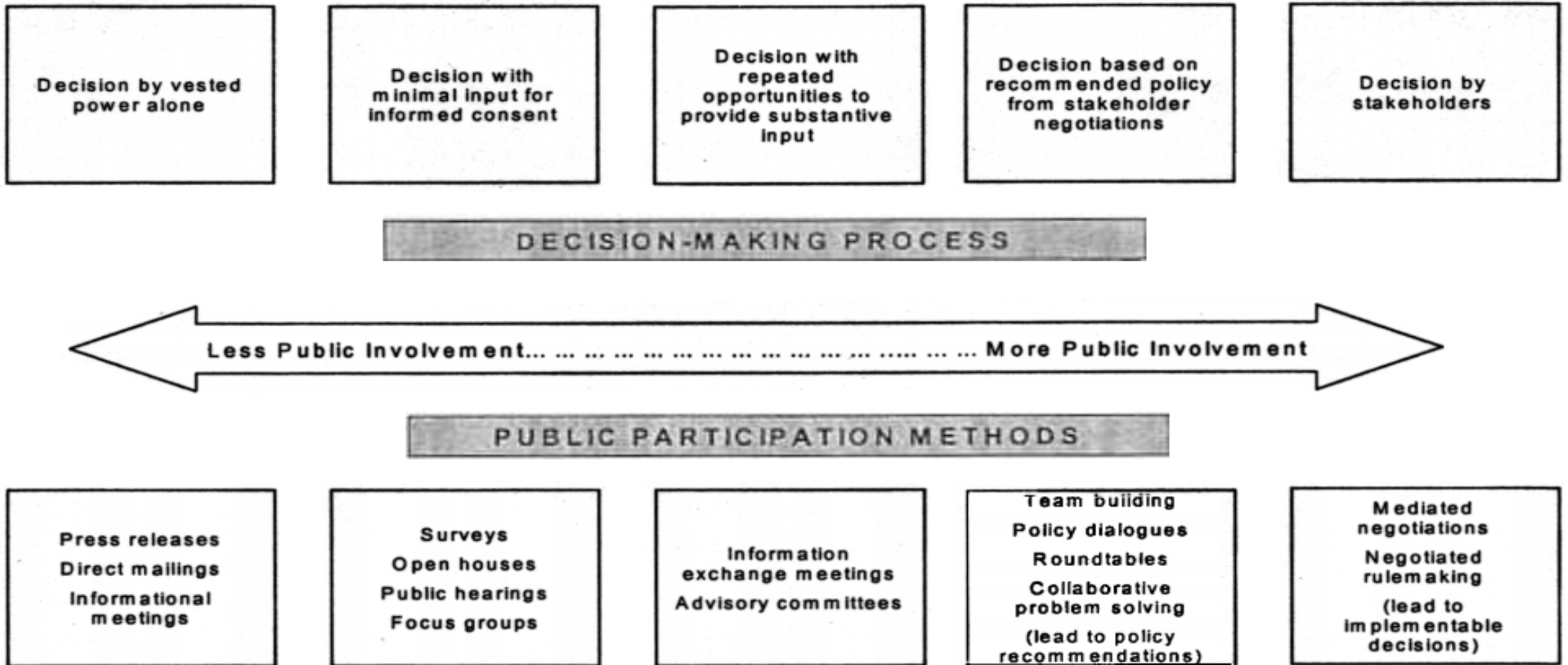
# Background | Public Participation in Water Resource Planning

Planning **processes that treat the public as having a singular unified interest fail** to recognize different voices, empower diverse leaders, or inspire collective and sustained action (Lane 2005).

Multiple ecological and cultural benefits;

- Enhances implementation and long terms support of water plans.
- Bolsters public funding for water programs.
- Builds social capital, or networks of community influence.
- Can increase public trust in and perceived legitimacy of planning processes.
- Can diffuse community tensions around environmental problems and policy interventions.

# Background | Public Involvement



[Turning Lemons into Lemonade. Public Conflict Resolution.](#) Ronald J. Hustedde, College of Agriculture, University of Kentucky. Steve Smutko, Cooperative Extension, North Carolina State University. Jarad J. Kapsa, Sociology Department, University of Kentucky.

# The separation of “environmental” from “social” issues.

- Communities facing pressing social issues (e.g., employment, poverty, housing, immigration) commonly prioritize those issues over environmental problems (e.g., Gibson-Wood and Wakefield 2013).
- The structure and method of a public participation can constrain diverse community engagement (Clarke and Agyeman 2011).

# Public Participation | Constraints to Engagement

**Participation involves real costs** (transportation, childcare costs to attend meetings) that may differentially affect lower income community groups (Clarke and Agyeman 2011);

- Formal meetings may exclude marginalized communities.
- People of color were more involved in community-oriented events, rather than environment-oriented events.

# Public Participation | Constraints to Engagement

Inaccessibility and invisibility of water.

- No perceived connection or threat to drinking water supply.
- ‘Covered up’. Water is often not “central to the community identity”.

Lack of local leadership in water issues.

- Champion to discuss water issues
- Framing things that matter not the technical detail

Limited community dialogue about water problems and solutions.



# Public Participation | Constraints to Engagement

Unique constraints felt specifically by members of color:

- Cultural constraints around water uses or safety.
- Recreation.
- Inequities or disenfranchisement in community decision-making processes and water programming.
- Distrust - dominant culture's limited intercultural understanding and history of oppression.

[Cultural Narratives on Constraints to Community Engagement in Urban Water Restoration.](#)

Amit Pradhananga, Mae Davenport, and Emily Green. Universities Council on Water Resources.

Journal of Contemporary Water Research & Education. Issue 166, pgs 79-94, April 2019.

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## Public Participation | Narrative Conveyed

These narratives are significant because they create cultural worldviews.

- Frame and/or impede water action.
- They reflect varying water beliefs, social and cultural norms, attitudes, and behaviors.

# Public Participation | Narrative Conveyed

**Exclusion from programmatic design or project planning limits sense of ownership in water programs & projects.**

Fuels frustration and detachment from water issues.

- Design and definitions of success.

“Frustration Effect” (Lawrence et al. 1997) stems from past experiences with attempting engagement in community events and meetings in which their needs and concerns were not taken seriously.

# Engagement Frame | Disadvantaged Communities

## Link water and expressed community needs.

Housing, transportation, immigration, workforce development, youth mentoring, climate change, energy efficiency or parks and trails access.

- Which community-based organizations are having success in these areas and how might water managers best partner with these organizations to build mutual capacity?
- As past research suggests, the segregation of environmental from social issues (e.g., Di Chiro 2008) can be a barrier for community engagement.

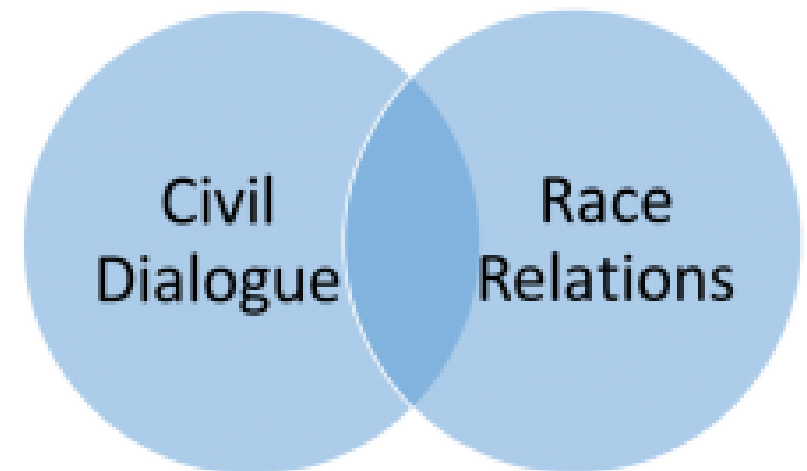
## Civil Dialogue

Southern Rural Development Center (SRDC). Civil Dialogue.

Resources generated from within Cooperative Extension Service that help promote civil dialogue on race relations.

- Curriculums, Guides and Tools
- Fact Sheets
- Research Articles, Reports and Datasets
- Resource Repositories and Websites

<https://civildialogue.extension.org/explore-extension-resources-on-civil-dialogue/>



# Screen Tool Examples | Disadvantaged Communities

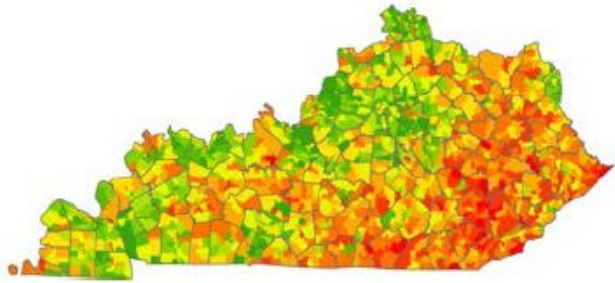
“Empower Kentucky Environmental Justice Analysis” (2017)  
Kentuckians For The Commonwealth (Laura Greenfield).

[https://www.kftc.org/sites/default/files/docs/resources/empowerky\\_ej\\_analysis\\_documentation\\_20161129.pdf](https://www.kftc.org/sites/default/files/docs/resources/empowerky_ej_analysis_documentation_20161129.pdf)

Richmond Virginia’s Office of Sustainability’s Climate Equity Index Map.

<https://cor.maps.arcgis.com/apps/webappviewer/index.html?id=e4d732f225fe457d83df11fe9bf71daf>

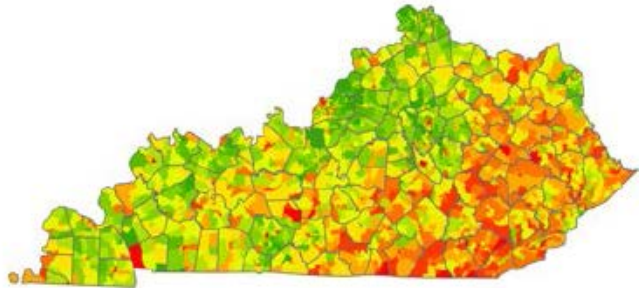
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Percent Less Than High School Degree



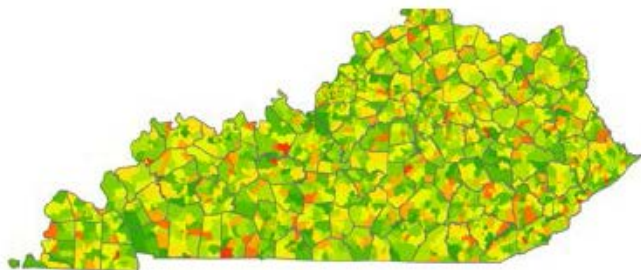
Percent Linguistic Isolation



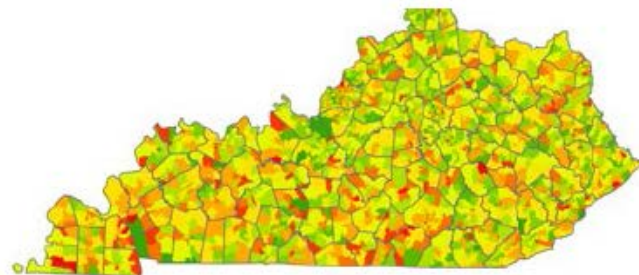
Percent Low Income



Percent Minority



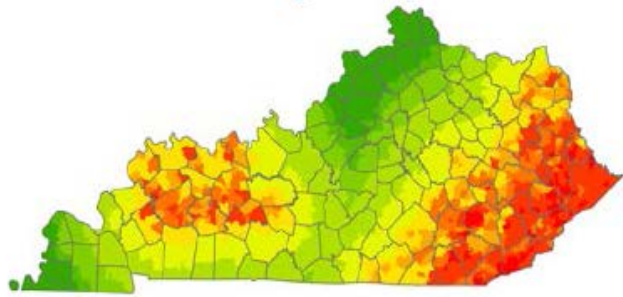
Percent Under Age 5



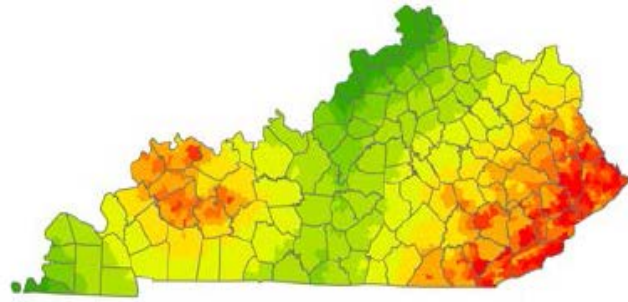
Percent Over Age 64

“Empower Kentucky  
Environmental Justice Analysis”  
(2017) Kentuckians For The  
Commonwealth.

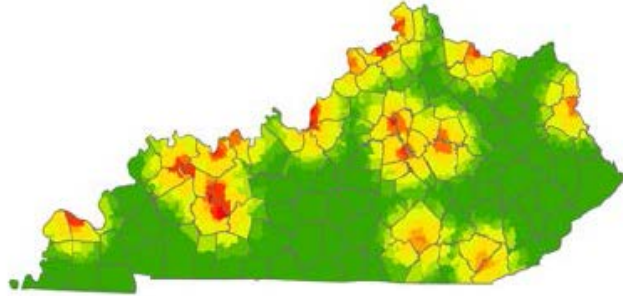
[https://www.kftc.org/sites/default/files/docs/resources/empowerky\\_ejanalysis\\_documentation\\_20161129.pdf](https://www.kftc.org/sites/default/files/docs/resources/empowerky_ejanalysis_documentation_20161129.pdf)



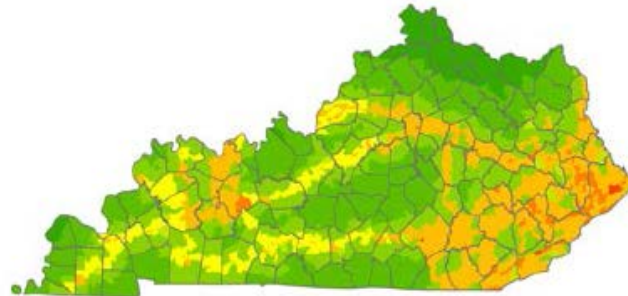
Proximity to Surface Coal Mines



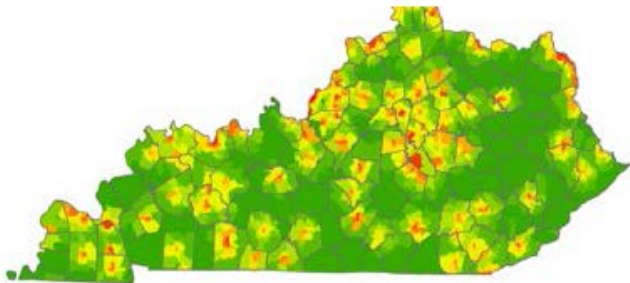
Proximity to Underground Coal Mine



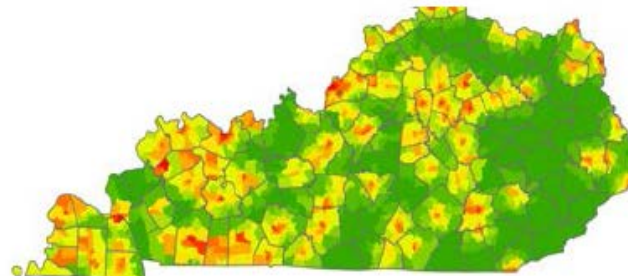
Proximity to Coal Ash Impoundments



Proximity to Coal Haul Highway System



Proximity to Major Direct Water Dischargers (NPDES)



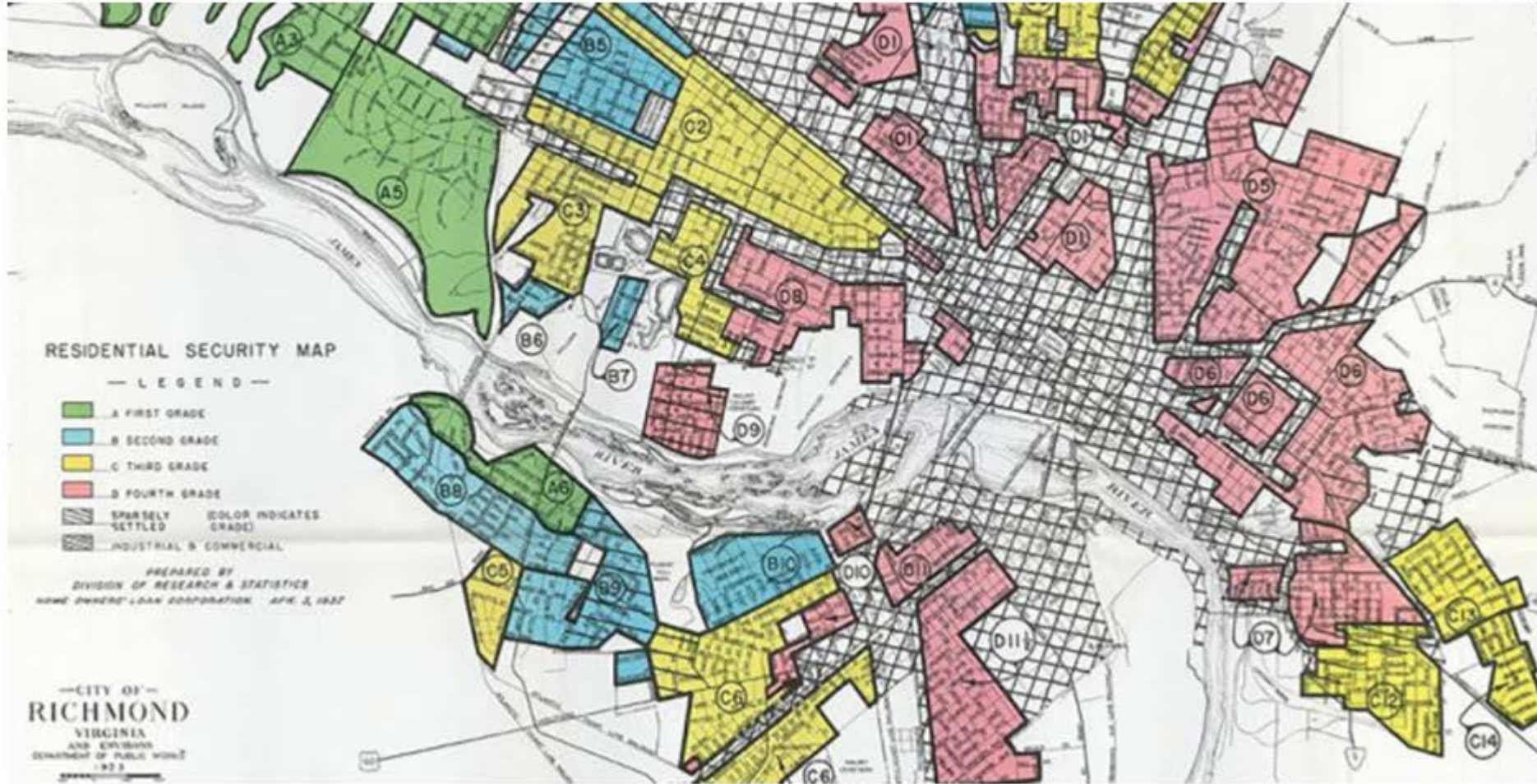
Proximity to Risk Management Plan (RMP) Facilities

“Empower Kentucky Environmental Justice Analysis”  
(2017) Kentuckians For The Commonwealth.

[https://www.kftc.org/sites/default/files/docs/resources/empowerky\\_ejanalysis\\_documentation\\_20161129.pdf](https://www.kftc.org/sites/default/files/docs/resources/empowerky_ejanalysis_documentation_20161129.pdf)



## Formerly Redlined Areas of Richmond Are Going Green



Formerly redlined neighborhoods can be 5 to 12 degrees hotter than other parts of the same city.

In 1937, the Home Owners' Loan Corporation rated the risks of different neighborhoods in Richmond, Virginia for real estate investment by grading them on a color-coded scale that ranged from "best" (green) to "hazardous" (red).

MAPPING INEQUALITY

<https://www.cbf.org/blogs/save-the-bay/2020/09/formerly-redlined-areas-of-richmond-are-going-green.html>

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# Example: Urban Tree Canopy | Disadvantaged Communities

## Trees Grow on Money: Urban Tree Canopy Cover and Environmental Justice. (2015)

- Strong positive correlation between UTC cover and median household income.

Environmental equity broadened from a sole focus on burdens to include the distribution of environmental goods/amenities.

## Example: Urban Tree Canopy | Disadvantaged Communities

Studies on the allocation of amenities across urbanizing landscapes have focused mostly on the placement of parks and open spaces, as well as vegetation cover.

- Uneven distribution of environmental amenities disfavors racial & ethnic minority and low income neighborhoods.

# Example: Urban Tree Canopy | Disadvantaged Communities

UTC cover has been associated

- Improved aesthetics
- Noise reduction
- Stronger social cohesion
- Community empowerment.

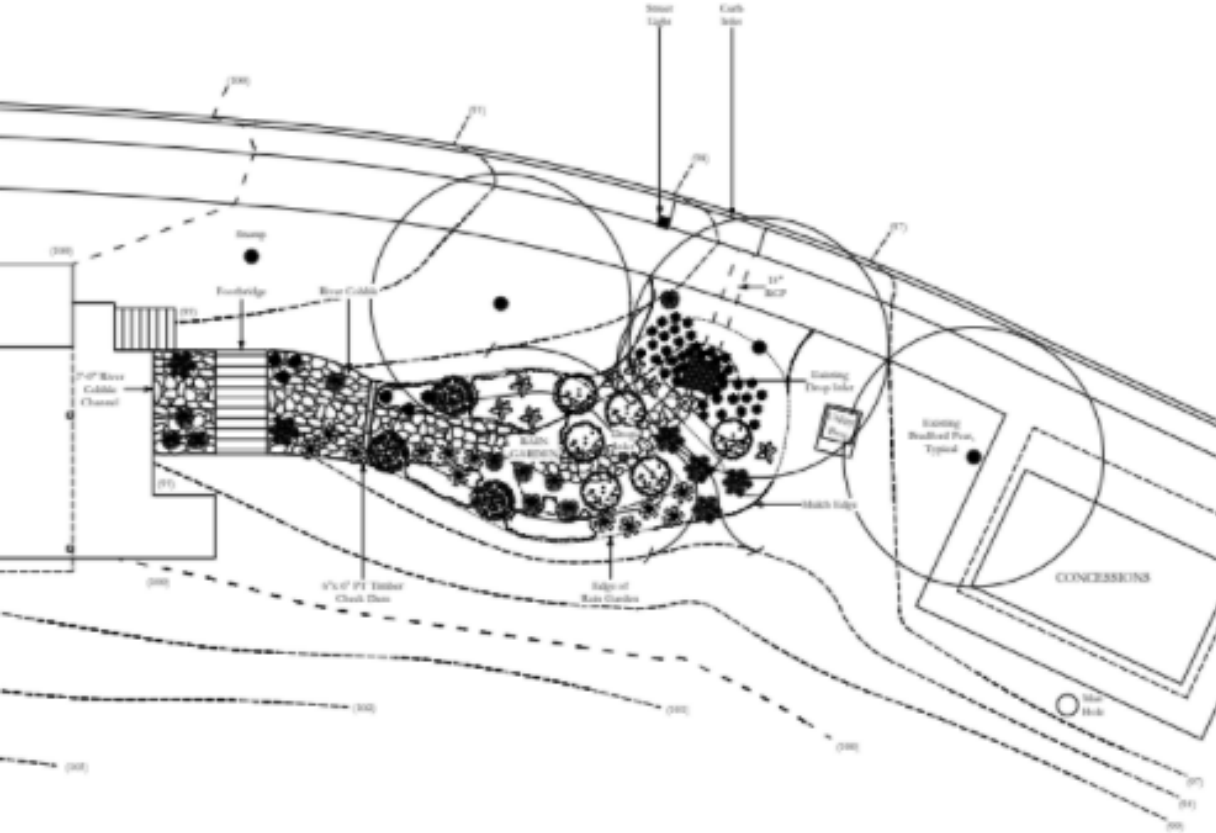
It is important to note, however, that UTC can also create disamenities such as increased water demand, maintenance costs, allergies, and perceived safety concerns.

# Downtown Revitalization | Disadvantaged Communities

## Storm Water and Accessibility

Whitesburg, KY. (Flooding, Boil Water Advisories, Placemaking, Sidewalk Audits, etc.)

LID – Rain Garden.  
Demonstration Site.  
Educational programming and signage.



# EPA Mid-Atlantic Region | Brownfields Program



## Stone Creek Outdoor Classroom and Community Park Pennington Gap, VA

### Site Description

Mine-scarred lands have become a persistent problem in many communities due to the economic and environmental challenges of cleaning up and reusing mine-scarred lands. Stone Creek Tipple Site in Pennington, VA was selected as one of the six National Brownfields Mine Scarred Land Demonstration Projects across the US.

### Site after cleanup was completed



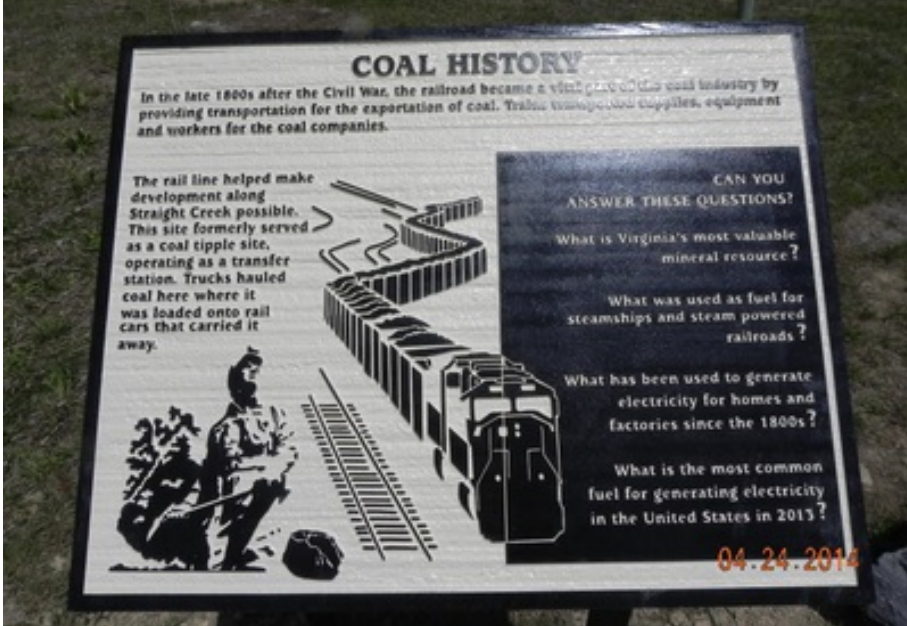
*Aerial view of abandoned coal tipple site*

Located at the former Osborne Coal Tipple Yard along Straight Creek near St. Charles, Virginia in the Stone Creek Community in Lee County, this site served as a transfer station where trucks delivered coal for train pickup and delivery. The coal operations ceased and the site was abandoned. With extensive partner support and collaboration both behind the scenes and on-the-ground, the Stone Creek Outdoor Classroom and Community Park is a reality.

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# Example: Economic Development | Disadvantaged Communities

Water pollution can reduce **economic growth** by a third: World Bank.  
AUGUST 20, 2019

"Clean water is a key factor for economic growth. Deteriorating water quality is stalling economic growth, worsening health conditions, reducing food production, and exacerbating poverty in many countries," said World Bank Group President David Malpass.



# Example: Economic Development | Disadvantaged Communities

## Water Quality and Supply

Broadly underpins every facet of economic development.

- Drinking, Cooking & Food Prep/Production
- Industrial Processes
- Recreation, Tourism and Quality of Life
- Natural Disaster & Municipal Budgets

## Example: Economic Development | Disadvantaged Communities

# First Impressions Program (visitor comments).

Online comments about boil water advisory - deterrent to want to visit. Water supply and boil water advisories.

Lake accessibility and walkability to improve visitor experience and extend visits. Underutilized asset.

“The river in [Town] and lake in [Town] are such natural assets. Cleaning up could be great for water activities.”

“Clean up the water/ river....” “Clean up Riverwalk.”, Restore canals for walking trail.

“I pressed one young lady why the rivers weren’t utilized she said the water was bad and ever since she was a little girl she was told not touch it, not to play in it. She said too many straight pipes and mine drainage. She said we all drink bottled water.”

# Example: Economic Development | Disadvantaged Communities

## Business Retention and Expansion

- We hear anecdotally about industry representatives who visit industrial parks but ultimately ask to be driven downtown or to exceptional assets.
- Food based businesses and constraints for historic buildings – grease trap retrofits.
- Flooding concerns.
- Intermittent water supply disruptions

# EPA Resources | Disadvantaged Communities

EPA EJ 2020: National EJ Challenges

<https://www.epa.gov/environmentaljustice/ej-2020-national-ej-challenges>

EJ 2020 Action Agenda: EPA's Environmental Justice Strategy

<https://www.epa.gov/environmentaljustice/ej-2020-action-agenda-epas-environmental-justice-strategy>

Environmental Justice Grants and Resources

<https://www.epa.gov/environmentaljustice/environmental-justice-grants-and-resources>

EJScreen: EPA Environmental Justice Screening and Mapping Tool.

<https://www.epa.gov/ejscreen>

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# Environmental Justice Program Funded Projects



<https://www.epa.gov/environmentaljustice/environmental-justice-program-funded-projects>

## EPA | Kentucky Communities

- 2017. Bluegrass Greensource. Air Quality
- 2010. Appalachia – Science in the Public Interest, Inc. Renewables and Energy Efficiency
- 2010. Appalshop, Inc. Water Quality, Air Quality
- 2008. Lexington-Fayette Urban County Government. Toxic Substances
- 2004. West Jefferson County Community Task Force. Air Quality
- 2003. Morehead State University. Solid Waste Disposal
- 2003. University of Kentucky. Farming and Fishing, Toxic Substances
- 2001. West Jefferson County Community Task Force. Air Quality

## Additional Resources | Disadvantaged Communities

“Technical Guidance for Assessing Environmental Justice in Regulatory Analysis” EPA (2016) several best-practice methods for conducting such analysis are presented and recommended.

“Implementing Environmental Justice in Appalachia” 2012. William and Mary Policy Review. Evan Smith.

- Capacity to participate in the regulatory process.

“The White Empathy Industrial Complex”. October, 2020. Education for Liberation. Jaime M. Grant. Praxis Center. Arcus Center for Social Justice Leadership.

# Additional Resources

- The Watershed Institute – Grant Finder
- Kentucky Nonpoint Source Management Plan: A Strategy for 2019-2023. Kentucky Division of Water
- Who Is Working On The Climate Crisis In Kentucky. Bluegrass Greensource
- River Voices. Volume 18. Number 2. 2008. Making Tough Decisions Together. A River Network Publication.



# Additional Resources

- Denver Wants to Fix a Legacy of Environmental Racism. Sept. 30<sup>th</sup> 2020. Veronica Penney. The New York Times.
- In Providence, Fighting Climate Change Starts with Racial Equity. National League of Cities. Sept 28<sup>th</sup> 2017.

# Additional Resources

- Segregation in St. Louis: Dismantling the Divide. Washington University in St. Louis. Brown School. Health Equity Works.
- The Environmental Justice Movement. National Resource Defense Council. March 17<sup>th</sup> 2016.
- Cleveland Climate Action Plan Racial Equity Tool.
- Urban Sustainability Directors Network – Equity Foundations Training Tools
- National Integrated Heat Health Information System
- CDC Heat and Health Tracker. Climate and Health Program.



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## QUESTIONS?

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