

THE CCED'S CAMPUS COMPACT AMERICORPS VISTA TEAM



AmeriCorps



Campus Compact

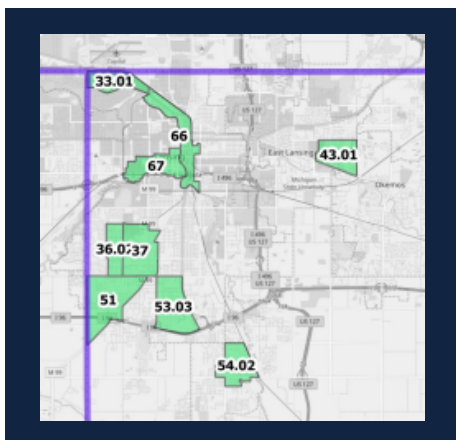
COURTNEY LUONG: HEALTH ZONES VISTA AT CCED

At the beginning of this project, the goal was to partner with “Blue Zones”, a journalistic approach to focusing on the health and well-being of centenarians across the world. Following multiple interactions with local organizations and representatives of Blue Zones, the team decided to use the inspiration of “Blue Zones” but partner with local stakeholders doing similar work to aid the social well-being and quality of life of vulnerable, low-income senior populations. This project is now called “Health Zones”, and focuses on Ingham County – home of Michigan State University. Currently, the project has dialed in on nine areas within Ingham County called opportunity zones. Though more traditionally used for tax incentive purposes, these zones helped identify low income areas where residents live, work and play.

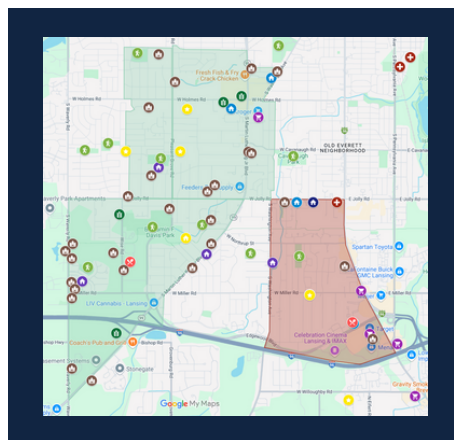


In this project, we are not focused on tax incentives but instead rather on the poverty rate and ALICE threshold or Asset-limited, Income-constrained statistics. Within these zones, we were able to analyze the resources and services available in these areas and pinpoint community centers, food distribution sites, health centers, and much more on an ecosystem map. This map was created through the use of Google Maps and public data from the local community partners. Looking at this map, we are able to observe several gaps and barriers.

The gaps and barriers that we are looking at are similar to the Blue Zones’ Power 9. The Power 9 are variables the Blue Zone project has identified as impactful to improving the overall well-being of an individual. However, the Power 9 appears to work only in certain living conditions and environmental terrain. Therefore, using the Power 9 as inspiration, our community advisors have narrowed it down to seven variables more appropriate for Ingham County. These seven variables are mental health, access to transportation, balanced diet, connectivity, access to parks and recreation, accessible housing, and affordable healthcare.



Nine Ingham County Opportunity Zones

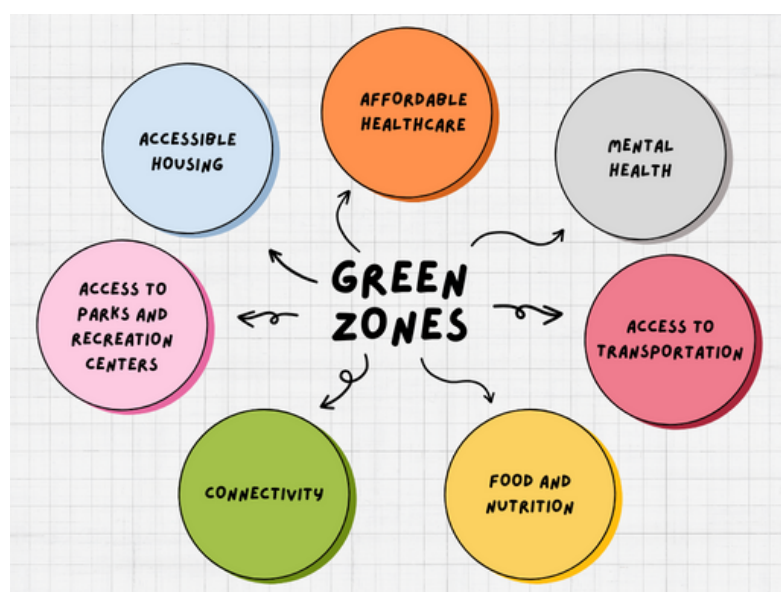


Ecosystem Mapping

The aim of this project is to focus on these seven variables within the opportunity zones to improve the social well-being and quality of life of vulnerable, low-income seniors through measurements of “age in place” and “longevity”.

The Health Zones team is lucky to receive additional support from Michigan State University students and local stakeholders to reach their goal. Partnering with a MSU data science capstone team has allowed the Zones team to further their research utilizing data analytics. The MSU Capstone team has started to map out what is occurring in these areas using the seven variables given. Through their research, we will be able to observe trends, gaps and barriers that are negatively impacting the senior population living in these areas. Not only does Health Zones have support from the MSU Capstone team, but we also partnered with Ingham County Health Department, East Lansing Prime Time, Tri-County of Aging, and many more. These supportive partnerships will help move the project forward into Yr 2.

The next step for this project is to work closely with vulnerable senior citizens to receive feedback regarding the resources and services they are aware of through a series of focus group. Stay tuned! Lastly, I want to thank you for a great year of National Service and this impactful volunteerism opportunity through Campus Compact.



Green Zones



Reagan is in her final semester as a senior at Michigan State University, majoring in International Relations at James Madison College, with a dual major in Economics and a minor in Political Economy.

REAGAN WINNIE: CIRCULAR ECONOMICS VISTA AT CCED

She is passionate about the intersection of economic development and environmental sustainability and actively contributes to the circular economy initiatives at the MSU Center for Community and Economic Development (CCED). Over the past few months, in her role as an AmeriCorps* Volunteer in Service to America (VISTA), Reagan has worked on various projects to enhance capacity for circular economy initiatives within Michigan's communities.

Circular economy seeks to redefine traditional economic models by minimizing waste, reusing resources, and establishing sustainable and regenerative systems. Reagan's involvement on this topic has encompassed research, outreach, coalition building, and educational efforts to raise awareness and foster the adoption of these innovative practices. She has collaborated with community leaders, local businesses, and various stakeholders to create educational opportunities that enhance understanding and promote the adoption of sustainable practices. Reagan has made progress in shaping a more sustainable future for Michigan's communities through her research and outreach efforts.

One of Reagan's notable early accomplishments was organizing a forum dedicated to the circular economy, called the Conversations of Circular Economy Fall Forum. This event successfully brought together stakeholders from various sectors, including business, government, and academia, to explore the role of the circular economy in shaping Michigan's future. Reagan played a pivotal role in both the organization of the event and in contributing to discussions on how to integrate circular economy practices into local development strategies. The forum yielded valuable insights into the challenges and opportunities the state faces as it progresses toward a more sustainable future.

Additionally, Reagan has undertaken a significant project focused on conducting interviews and surveys regarding the barriers and successes in recycling management throughout Michigan. Through these efforts, she has collected crucial input from waste management leaders, which will help inform policy decisions and support the establishment of education hubs to increase recycling rates. Her work in this area has been vital in laying a stronger foundation for circular economy initiatives at both the state and local levels.

Reagan's commitment to education and outreach is demonstrated through her podcast series Transforming Tomorrow Together. This podcast highlights various projects from MSU CCED teams and is an accessible platform for the public to learn about our initiatives. It has become a valuable resource for anyone interested in circular economy practices, domiciology, community benefits work, green zones, and more. In addition, Reagan has also been involved in producing a webinar focused on EGLE programs, which will be released soon. This webinar will serve as an educational tool for the community. It will feature key leaders from EGLE, who will offer insights on how organizations and individuals can promote sustainable practices. Reagan aims to further the conversation around the circular economy through these resources and ensure that communities have the knowledge and tools they need to thrive.

As Reagan's term with AmeriCorps VISTA comes to a close, she is eager to continue her efforts in advancing circular economy initiatives. A primary objective of the circular economy team is to reintroduce a circular economy bill. This bill aims to secure 10% of the Solid Waste Fund to establish a circular economy institute at Michigan State University. Reagan and the circular economy team have been engaged in discussions with key stakeholders, including the Michigan Department of Environment, Great Lakes, and Energy (EGLE), the Michigan Chamber of Commerce, and various state representatives, to garner support for this bill.



**The Circularity team meets with
MSU President Kevin Guskiewicz**



**Reagan Winnie presents on the
Circular Economy Institute**

Additionally, Reagan is excited to announce the launch of a monthly Circular Economy Newsletter. This newsletter will offer updates on legislative developments, educational opportunities, and success stories related to the circular economy. It will be an important tool to keep MSU Faculty informed and engaged as Michigan builds momentum toward a more sustainable future.

Throughout her time as an AmeriCorps VISTA at the MSU Center for Community and Economic Development (CCED), Reagan has gained invaluable experience in research, community engagement, event planning, coalition building, and policy support. She has made a lasting impact on Michigan's efforts to adopt circular economy principles. As she prepares to graduate and take the next step in her career, Reagan's dedication to creating a more sustainable future will continue to guide her work and inspire those around her.



THEO VAN HOF: COMMUNITY BENEFITS VISTA AT CCED

The CCED and our community benefits team has been hard at work on increasing our understanding of community benefits and how they can best be applied in our communities. Community benefits represent an important tool for communities as they look to foster environments of equitable economic development. The Center worked with our advisory committee to create, plan, and host an event in January 2025 surrounding community benefits. The event, *Conversations on Community Benefits and Equitable Development*, was formatted around three main sessions and a lunch keynote with time allotted for audience Q&A after each session.

The first session, Community Benefits: What Are They, gave attendees an understanding of what community benefits are and ensured that people were operating with the same definitions as we went into the rest of the event.

We were joined by Dr. Sarah Reckhow from the MSU Political Science Department and John Goldstein, a long-standing community benefits advocate who has been involved in this work for decades. The panelists, along with our moderator Sam Butler from Doing Development Differently Detroit, discussed the origins of the community benefits movement, the way it developed, and ultimately, where we are now. They gave a brief overview of the three main forms of community benefits: plans, agreements, and ordinances. The session wrapped up with a conversation about the Detroit Community Benefits Ordinance (CBO) and how that is structured and how it results in a Community Benefits Agreement (CBA).

Following the first session, the second session focused on why community benefits matter. We were joined by two Neighborhood Advisory Council (NAC) members who were involved in the CBA negotiation process for the City of Detroit. One, Deirdre Jackson, represented the community side and the other, Richard Hosey, represented the developers' side. In addition, we had Denise Brooks-Williams from Henry Ford Health and Leah Gordon standing in as our union representative from the Michigan Regional Council of Carpenters and Millwrights. The panelists and our moderator, Arlynn Dailey from the MSU College of Human Medicine, talked about the benefits that community benefits and specifically CBAs can have for both communities and developers. They spoke about how CBAs center and place the community at the heart of the development process and ensure that community voices are heard. We also heard about how the CBA process helps developers connect with the community they are building in and give them a better understanding of the community's needs and the community a better understanding of the developer's capacity to provide benefits.



**State Representative Tonya Myers-Phillips
talks about Community Benefits**



**Attendees listen to panelists at the CCED's
Conversations on Community Benefits event**

At lunch we heard from our keynote speaker, Terrell Knight from the Community Benefits office in Cleveland. He spoke about the CBO that the City of Cleveland passed in the summer of 2023, its structure and where it stands today. The CBO is triggered, and a Standard CBA is required when there is more than \$250,000 of city assistance to the development project. If the total cost exceeds \$20 million then the developer must enter into an Expanded CBA where additional benefits are negotiated and provided. As of January 2025, 19 CBAs have been signed in Cleveland with four of those being Expanded CBAs. Terrell spoke about some of the benefits that have been agreed to in Cleveland including expanded apprenticeship and paid internship opportunities, workforce development, and community infrastructure improvements. Additionally, Terrell was joined by Aaron Goodman from the City of Detroit Planning and Development Department to put the two cities in conversation with one another. They discussed some of the similarities and differences between the two city's CBOs and some best practices moving forward.

After lunch, we launched straight into our final panel of the day, *The Way Forward*. We heard from Michigan State Representative, Tonya Myers-Phillips about her advocacy on community benefits, as well as hearing from Alan Walts from the Environmental Protection Agency (EPA) and Sean Egan from the Michigan Department of Labor and Economic Opportunity (LEO). Alan spoke about the importance of community benefits in promoting environmental justice, especially in historically underinvested communities. Meanwhile, Sean gave us insight into the future of community benefits with regard to the state's attitude. The sentiment around community benefits is overwhelmingly positive and the session gave a brief look into where community benefits can go from here.



**Attendees listen to panelists during the session:
*Why are Community Benefits important?***