

The community you live in is about more than your address.

It is also about the places you **eat** and **shop**, the **schools** your children attend and the **scouting groups** and **soccer teams** they are part of. **Churches**, **parks**, **art galleries**, and **hospitals** help define your community, but so does the **crime rate**, the **voter turnout**, the **road**, **air**, and **water quality**, and the **responsiveness of local officials**. Everything that matters to you and affects your day-to-day determines your community's **QUALITY OF LIFE**.

Everything that matters to you about your community can most likely fit into one of seven categories, collectively known as **Community Capitals**. The seven Community Capitals are:



Financial Capital • Political Capital • Social Capital • Human Capital
Cultural Capital • Natural Capital • Built Capital

While economic development in a community is important, you cannot use it as the sole measure, or indicator, of your community's quality of life. The problem is, it is perhaps the easiest component of quality of life to measure. With this guide, however, and the example reports on the UWEX CCED website, you, too, can use indicators from all components of quality of life to assess your community and help to move it forward.

What, then, are the components of each community capital, and what indicators can you use to measure them? Use the tables below as a guide, but please feel free to customize the indicators to your community. Please also note that some indicators can be found under more than one type of capital, but the more specific measurements are found under only the most relevant capital.

Financial	Political	Social	Human
<p>COMPONENTS</p> <ul style="list-style-type: none"> • Income • Wealth • Security • Credit • Investment <p>INDICATORS</p> <ul style="list-style-type: none"> • Home <ul style="list-style-type: none"> - Eligibility for Free & Reduced Lunch Program - Cost-burdened households - FoodShare recipients - Poverty rate • Work <ul style="list-style-type: none"> - New home construction activity - Unemployment - Proprietor earnings & salary and wage 	<p>COMPONENTS</p> <ul style="list-style-type: none"> • Inclusion • Voice • Power • Responsiveness • Efficacy <p>INDICATORS</p> <ul style="list-style-type: none"> • Community <ul style="list-style-type: none"> - Violent crime - Property crime - Alcohol-related car accidents • Safety <ul style="list-style-type: none"> - Child abuse & neglect - Domestic violence 	<p>COMPONENTS</p> <ul style="list-style-type: none"> • Leadership • Groups • Bridging Networks • Bonding Networks • Trust • Norms of Reciprocity <p>INDICATORS</p> <ul style="list-style-type: none"> • Community <ul style="list-style-type: none"> - Voter participation - Income distribution • Social support networks • Learning • Safety • Self-Sufficiency 	<p>COMPONENTS</p> <ul style="list-style-type: none"> • Self-Esteem • Education • Skills • Health • Creativity • Youth • Diverse Groups <p>INDICATORS</p> <ul style="list-style-type: none"> • Education and Learning <ul style="list-style-type: none"> - Third grade reading proficiency - Fifth grade attendance - Tenth grade math proficiency - Educational attainment - Library circulation • Health <ul style="list-style-type: none"> - County health ranking - Drug and alcohol hospitalizations - Health insurance coverage - Mothers with prenatal care - Psychiatric-related hospitalizations • Home <ul style="list-style-type: none"> - Childcare costs - Older resident poverty - Teen birth rate

Cultural	Natural	Built
<p>COMPONENTS</p> <ul style="list-style-type: none"> • Values • Religion • Language • Rituals • Tradition • Dress • Heritage • Celebration <p>INDICATORS</p> <ul style="list-style-type: none"> • Arts & Culture <ul style="list-style-type: none"> - Level of art in schools <ul style="list-style-type: none"> o Participation in the arts, 6-12th grade - Number of art-related businesses <ul style="list-style-type: none"> o Employment in arts-related field - Amount of art-related organizations - Cultural festivals • Community 	<p>COMPONENTS</p> <ul style="list-style-type: none"> • Air, Soils, & Water (Quantity And Quality) • Landscape • Biodiversity • Scenery <p>INDICATORS</p> <ul style="list-style-type: none"> • Environment <ul style="list-style-type: none"> - Impaired surface water - Good air quality days - County environment health rankings • Recreation & Leisure <ul style="list-style-type: none"> - Amount of recreation and leisure resources <ul style="list-style-type: none"> o State & county rec. facilities, parks, and trails - Commute & work time - Visitor spending & tourism expenditures 	<p>COMPONENTS</p> <ul style="list-style-type: none"> • Water Systems • Sewers • Utilities • Health Systems • Transportation • Housing <p>INDICATORS</p> <ul style="list-style-type: none"> • Homes <ul style="list-style-type: none"> - Average age - Condition - Ownership rates • Transportation network <ul style="list-style-type: none"> - Extent of repairs needed - Level of connection through net • Other infrastructure <ul style="list-style-type: none"> - Downtowns, major industries, transportation hubs, etc.

Adapted from "Quality of Life Indicators as an Economic Development Tool" PPT; Cornelia Flora, Jan Flora, Susan Fey, Mary Emery