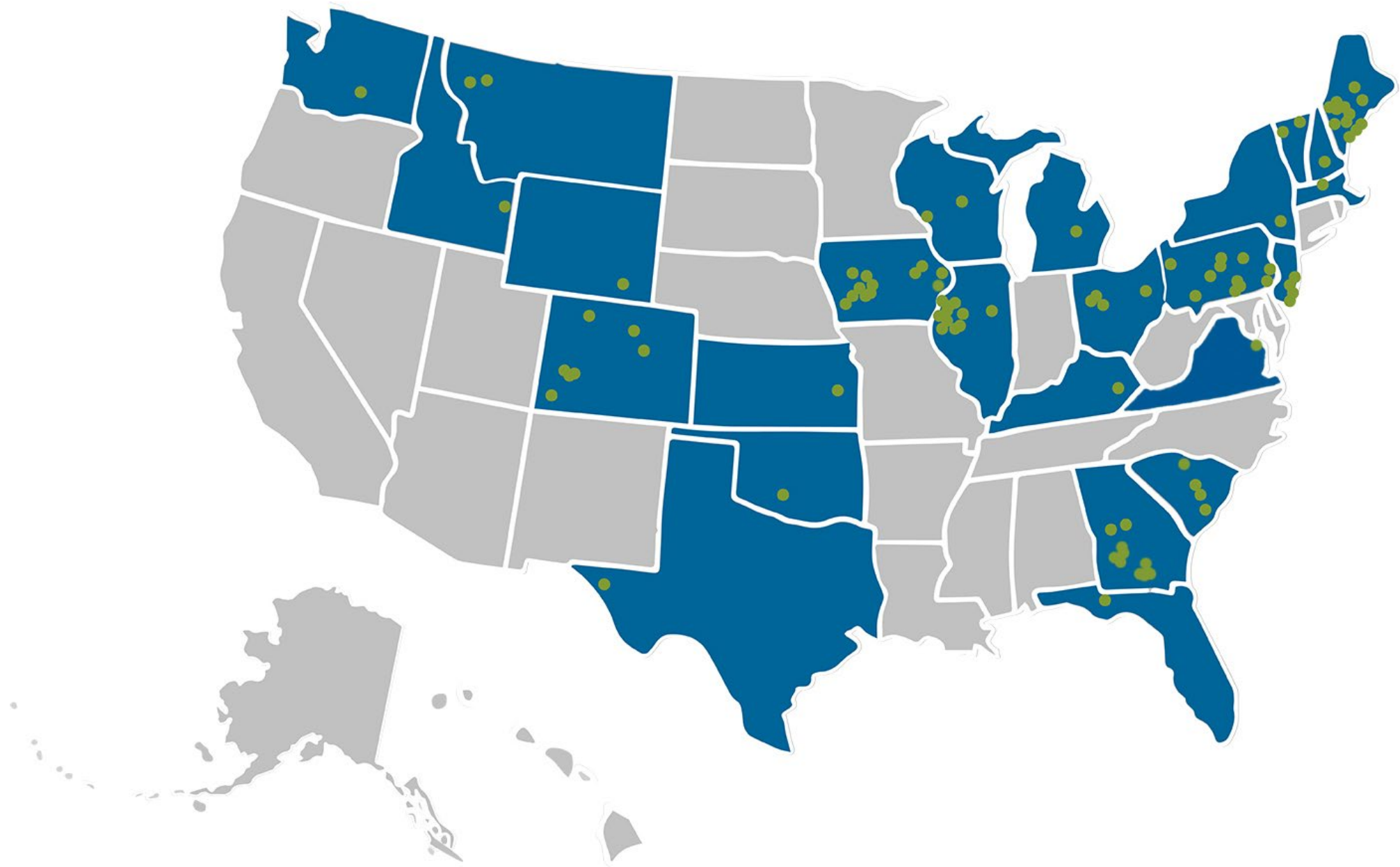


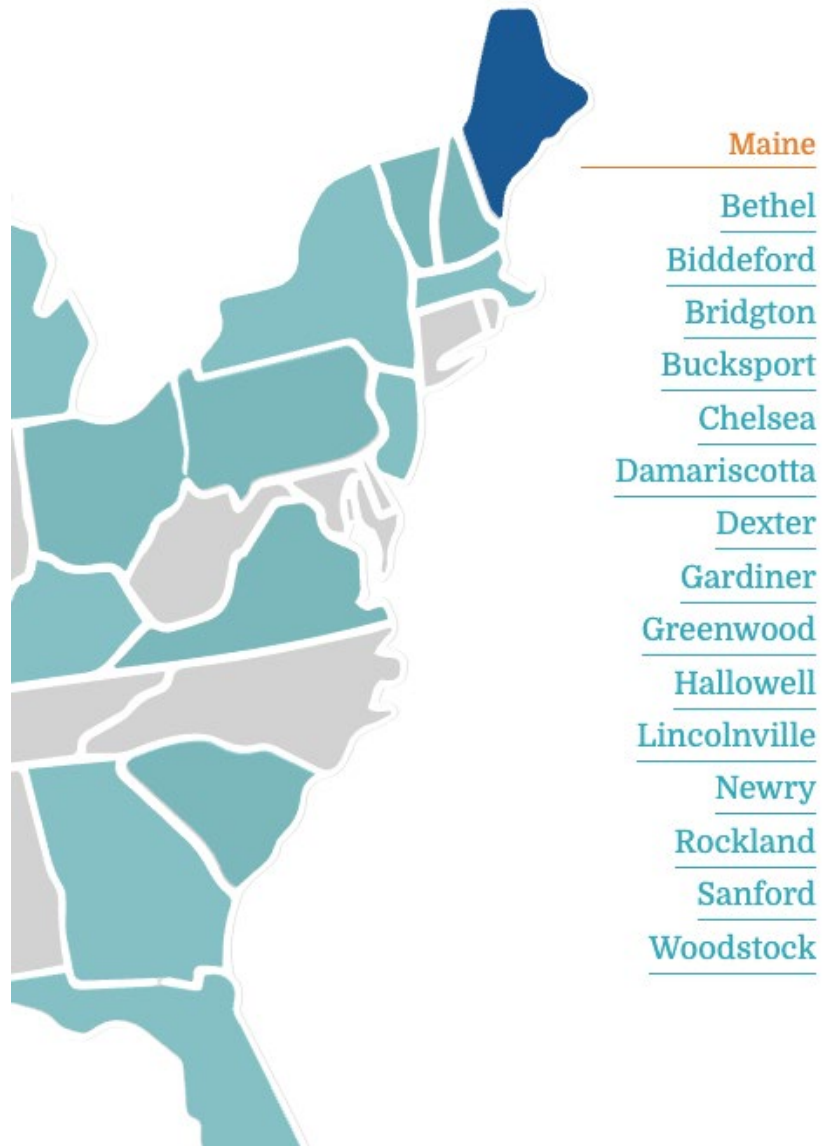
Community Heart & Soul™





NECAPA 2023 - New Castle, NH
Judith Hull, CH&S Coach
Jane Lafleur, MCRP, CH&S Coach



Maine has the greatest representation of Heart & Soul communities in New England



 **SNAPSHOT: Bucksport, Maine** ✕



Bucksport sits on the Penobscot River in the region of Maine known as Mid-coast. For 84 years the town's main employer was a papermill that manufactured paper made from wood harvested in the Maine forest. Paper from the mill was used for magazines such as Time and Good Housekeeping and catalogs for L.L. Bean and others. When the mill closed in 2014, this town was determined not to be defeated. Community Heart & Soul® inspired new ways for people and organizations to collaborate, volunteer, and get things done to build a better Bucksport.

[BUCKSPORT TOWN PROFILE](#)

[LEARN MORE](#)

Community Heart & Soul™

What You'll Hear About Today

- What makes Community Heart & Soul unique?
- The 3 principles and 4 phases of Heart & Soul
- **Using Stories to Generate Data and Planning Principles**
- Outcomes: Ways Community Heart & Soul transforms towns
- Participant and Supporter Roles in Heart & Soul

What makes Heart & Soul unique?

1. Interactive
2. Resident driven
3. Partnership between officials and community
4. Volunteers take the lead
5. Emphasis on the positive
6. Multi-year process



GALESBURG ON TRACK

GET ON
BOARD!

A Heart & Soul Community

LIST "FREE" STUFF TO DO IN GALESBURG:

1. Library ^{playgrounds}
2. Parks (fishing, pools) ^{picnic}
3. Cafe in the Park ^{go do something nice for someone}
4. LAKE STOREY + swimming ^{white poetry}
5. The night sky - star-gazing
6. Biking / Cyclists of Galesburg (C.O.G.)
7. Mall Book Swap
8. MOVIES AT DRIVE-IN ^{concert on the lawn}
9. Thursday Movies ^{roller skating}
10. Great Ball ^{cruise the ship}
11. People Watch ^{BBQ @ Rotary shelter}
12. SKATEBOARDING
13. FRISBEE GOLF

14. Dinner at Knox County Prairie Kitchen
15. Community Gardening
16. Volunteer
17. Cyclists of Galesburg (C.O.G.)
18. Run
19. Window Shopping
20. 4th OF JULY FIREWORKS
21. TENNIS Courts
22. STEARMAN FLY-14
23. HIKING LAKE STOREY
24. DOG PARK
25. FARMERS MARKET
26. FIRST FRIDAYS
27. Swim Lake Storey or Municipal Pool - small #

- 28) HERITAGE DAYS
- 29) (over 65) ^{BUS}
30. FISHING DERBY
31. Bike trail
32. hiking
33. baseball fields
34. CARL SANBURN BIRTHPLACE
- 35) READ A BOOK AT FULL VIEWPOINT PARK AND READ THE STONES
36. Sit outside & drink beer
37. STANDISH PARK TREES
38. OLD MAIN
39. churches
40. BIRD WATCHING
41. BE KIND TO PEOPLE
42. KITE FLYING or DRONE

43. CARVER CENTER
44. KAYAK/CANOE LAKE STOREY
45. Welcome Center & Museum
46. Free Veteran ^{Payroll} Cards & Courthouse
47. HORSESHOES AT LINCOLN PARK
48. PARADES
49. SINGING IN THE RAIN (or SHOWER)
50. JOIN A CHARITABLE GROUP

51. ART IN THE PARK
52. BAKE IN THE PARK
53. NORTH BOLD SCHOOL
54. RACE & RIDE CRUISE
55. JOIN GALESBURG ON TRACK
56. HANDS ON OPTIMIST PARK
57. BASEBALL Courts
58. SCEDDING LAKE IN PARK
59. SCARFROW FESTIVAL
60. ICE SEATING
61. ICE FISHING
62. BUILD HABITAT HOUSES
63. MAKE SAND CASTLES AT LAKE STOREY BEACH
64. GOLFING PROMISE
65. HILL ROSS AT HOME SOCIETY
66. GOLFING
67. Visit Historical Society Museum
68. Orienteering
69. Tran watching
70. Visit St. Greco
71. Dick Clark Yard Sale June 18th
72. Music room listening
73. Visit neighbors
74. Yoga in the Park
75. Visit Oak Ave Center
76. Cheer on sports teams
77. Holiday Tour of Homes
78. Hope Cemetery Tour
79. Library reading program
80. Story time
81. MUSIC MORNINGS
82. Sun at Lake Storey on FREE DAYS
83. ATTEND KNUX COUNTRY SPORTING EVENTS
84. LAKE THE HISTORICAL READING TABLE
85. ATTEND SWIMMING COURSE AND KNUX AS A GOLF SENIOR
86. ATTEND SWIMMING COURSE ON GALESBURG PROMISE
87. WALK ROSS AT HOME SOCIETY
88. YOGA IN THE PARK
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101. WALK ROSS AT HOME SOCIETY



PRINCIPLE 1: FOCUS ON WHAT MATTERS MOST



What do residents like about their community?

Building on the positive to develop the long game.

PRINCIPLE 2: INVOLVE EVERYONE



PRINCIPLE 3: PLAY THE LONG GAME

The mural is a project of a youth group in Meadville PA.

It is a public statement of “What matters most” in Meadville.



Imagine

Phase 1

Heart & Soul teams are formed to build awareness, interest, and commitment in all segments of the community.



Connect

Phase 2

Stories are gathered from residents, leading to the development of Heart & Soul Statements that identify what matters most and reflect what they love about their



Plan

Phase 3

Residents develop action plans to guide future town planning based on their Heart & Soul Statements.



Act

Phase 4

Heart & Soul Statements are officially adopted by town and city councils, incorporated into comprehensive and other plans, and are used to guide future policies and decisions.





Story Listening Notes

Adapted from Lincolnvile, Maine.



SAMPLE STORY LISTENING FORM

CORRESPONDS WITH MAINE’S GROWTH MANAGEMENT ACT

Date: _____ Record number: _____ Story listener(s): _____
Storyteller: _____ Story collected at/during: _____

Themes (Check all that apply or write in):

- ☐ Accessibility ☐ Community ☐ Culture ☐ Economy ☐ Education ☐ Environment
☐ Government ☐ Health ☐ History ☐ Housing ☐ Infrastructure ☐ Land Use
☐ Livability ☐ People ☐ Recreation ☐ Small Town Feel ☐ _____
☐ _____

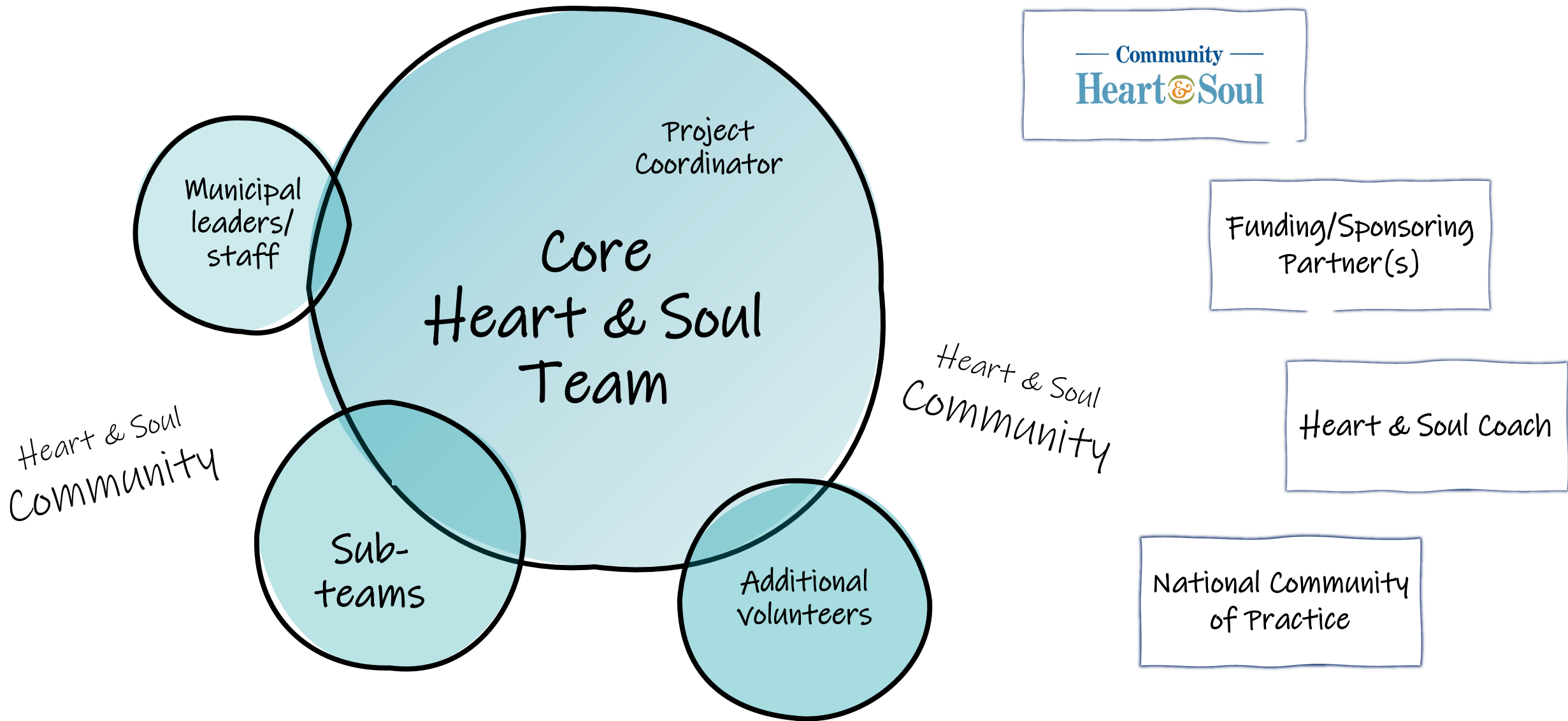
Corresponding Required Element of the Comprehensive Plan (Check all that apply):

- ☐ Historic and Archaeological Resources ☐ Water Resources ☐ Natural Resources
☐ Agricultural and Forest Resources ☐ Marine Resources ☐ EconomyHousing
☐ Population/Demographics ☐ Recreation ☐ Public Facilities/ and Services
☐ Transportation ☐ Fiscal Capacity and Capital Investment Plan ☐ Existing Land Use
☐ Future Land Use

What Matters:

Hopes





1

Community pride is strengthened

2

New leaders and volunteers emerge



3

History and culture are honored



4

Downtowns are re-energized

5

Trust is Built



Listening Session and Discussion



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- ☐ _____

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- ☐ Future Land Use

What Matters:

Hopes



USING THE STORY LISTENING NOTES FORM TO LISTEN TO A STORY
STORY LISTENING

CommunityHeart@Soul
Guided by what matters most

What did we hear?

What matters to the storyteller?

Any hopes and concerns?

Ideas for action?



STORY DEBRIEF AND SUMMARIZING KEY POINTS
STORY LISTENING AND SHARING

CommunityHeart&Soul®

SAMPLE STORY LISTENING FORM

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☐ Future Land Use

What Matters: _____

Hopes _____

Community Heart & Soul™

Thank you

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THE FOLLOWING SLIDES ARE EXTRA

Boneyard of images in case we need to add to the presentation

Community pride is strengthened

1

- Emphasis on the positive is impactful: rather than what is wrong here, we understand what is valuable to build upon
- Residents come together and listen to each other
- Civility and respect increase
- Residents feel connected to each other
- New relationships are created



2

New leaders emerge

- More residents run for local office
- Younger leaders emerge
- Youth gain appreciation of local government and its opportunities



Enhanced civic
engagement

2

New leaders and volunteers emerge

- Volunteerism increases
- Volunteering translates into money saved for towns.
- Volunteering builds skills that translate into jobs:
 - new experiences
 - public presentations
 - new contacts
- Grant makers like data on volunteerism.



Enhanced civic engagement

History and culture are honored

- Mt. Holly Springs, PA: story-telling led to discovering and preserving an historical African-American church
- Ohio Heritage Trail



Economic conditions improve

- Downtowns are re-energized
- New local businesses emerge
- Investment improves
 - Grant makers appreciate data generated by the H&S process
 - Grant applications may become more data oriented
 - Grants include resident input



Trust is built

- Residents know each other & town government better
- Residents understand the long game, resulting in greater commitment throughout the community to planning
- “Change only moves at the speed of trust”



And new relationships are created!