



COMMUNITY BENEFITS GUIDING PRINCIPLES

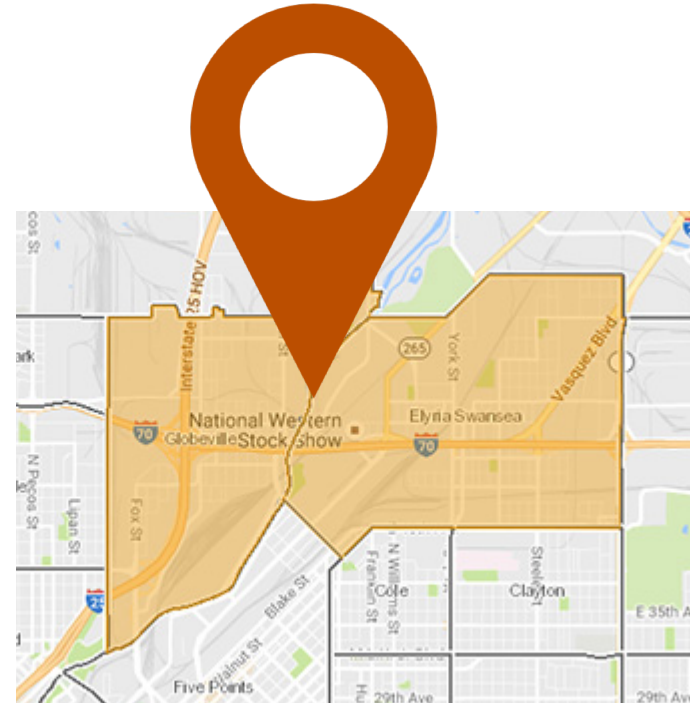
July 2019

IMAGINE. DISCOVER. CULTIVATE.

HOW WE ARRIVED HERE

The Community Benefits Guiding Principles are:

- ❖ A culmination of community benefit discussions at **CAC meetings** over several years.
- ❖ Driven by the National Western Center's **commitment** to create community benefit.
- ❖ Informed by the **community engagement** led by Councilperson Debbie Ortega and Susan Aldretti.
- ❖ Developed by the National Western Center's **Community Benefits Subcommittee**.
- ❖ Now **board-approved**, as of June 27, 2019.



GOAL OF THE GUIDING PRINCIPLES

A comprehensive community benefits program to better **serve and foster partnership** with adjacent neighborhoods and communities impacted by campus development and operations to ensure that **educational and economic opportunities** and **financial and other benefits** accrue to all in our community.



WHAT DOES THIS MEAN?

The National Western Center Authority will adopt a **triple bottom line** analysis to guide its decisions:

- ❖ Economic
- ❖ Environmental
- ❖ Socially Equitable

In balancing these three goals, the National Western Center will promote **sustainability and community benefits**.



THE NWCA WILL SUPPORT ECONOMIC OPPORTUNITY AND NEGOTIATE OUTCOMES WITH THE COMMUNITY THAT COULD INCLUDE THE FOLLOWING:

- ❖ Community involvement in program and policy design and evaluation.
- ❖ Workforce development programs focused on diversity and skill-building.
- ❖ Hiring goals for target geographies and populations.
- ❖ Environmental programs and policies for a sustainable, positive impact.
- ❖ Educational programs.
- ❖ Economic impact from local collaboration and procurement practices.
- ❖ Land-use policies to promote health, sustainability and accessibility.
- ❖ Diversity and inclusion programs and initiatives.
- ❖ Improvements in community health.
- ❖ Physical design and outreach activities to increase access to campus.



NWCA STAFF COMMITMENTS

In application of this policy to NWCA's operations, projects and activities, the NWCA staff shall:

- ❖ Create processes to effectively engage neighbors, stakeholders and communities.
- ❖ Build a budget and staffing plan to implement the program.
- ❖ Set guidelines, metrics and evaluation methodologies for existing and future community benefits initiatives.
- ❖ Provide ongoing reporting on the above metrics.
- ❖ Demonstrate diverse and culturally competent communication.



WHAT'S NEXT FOR THE GUIDING PRINCIPLES?

Learning about best practices:

- ❖ Anchor institutions
- ❖ Community wealth building
- ❖ Supplier diversity and inclusive procurement
- ❖ Community benefits agreements
- ❖ Collective impact

Putting the principles in motion:

- ❖ Create a shareable version of guiding principles
- ❖ Explore staffing strategies to implement principles
- ❖ Inform the Triangle RFP
- ❖ Incorporate into the SIP
- ❖ Apply to campus-wide service planning
- ❖ Promote on the NWC website



POTENTIAL ROLE FOR THE CAC

1. Share the guiding principles with community members and other external stakeholders.
2. Continue to identify opportunities to put our guiding principles into practice.
3. Hold the National Western Center accountable for successful implementation.

