



**CALIFORNIA
RURAL DEVELOPMENT
SHOWCASE FORUMS**

**INTERNATIONAL
EXPOSITION
OF RURAL
DEVELOPMENT**



**RURAL DEVELOPMENT FORUMS
TULARE/KINGS COUNTIES, CALIFORNIA**

MARCH 31, 1984

International Agri-Center

Tulare, California

RURAL DEVELOPMENT SHOWCASE FORUMS CALIFORNIA

During 1984 Rural Development Showcase Forums will occur across the State of California. Each of these one-day workshops will allow rural development projects, government and private programs that work in rural areas, and rural communities to share the approaches to development they have used that are effective. Each participating group will report on its particular experiences, and accomplishments from all the programs will be listed. Key learnings will be identified and groups will work corporately to look at the implications of those learnings for the immediate future. The Forum will end with a discussion of new and innovative approaches that need to be implemented within the next 12 months, both within projects and cooperatively between projects and communities.

Each Rural Development Showcase Forum will be sponsored by a coalition of rural programs and communities in the area of the State the Forum is serving. The CALIFORNIA RURAL DEVELOPMENT COMMITTEE, a coordinating committee made up of State and Federal agencies working in rural California, is sponsoring this series of Forums statewide. The INSTITUTE OF CULTURAL AFFAIRS, a non-profit community development organization, is organizing this effort and providing set-up and facilitation staff.

THE INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

The Rural Development Showcase Forum Program is part of an international effort to spotlight approaches to rural development that are working. The International Exposition of Rural Development (IERD) began with documentation of over 1000 rural development projects and communities in the US and a similar effort in 60 other nations. During February 5-15, 1984, over 550 delegates representing selected projects from 52 nations, met in New Delhi, India, for the IERD's Plenary. Self-Help Enterprises, a self-help housing and community development organization of Visalia, California, attended this Plenary representing California. Following the Plenary interchange conferences such as the Showcase Forums will occur in many locations and successful project replication will be encouraged. The International Exposition of Rural Development will demonstrate that local initiative in rural communities worldwide is making a critical difference.

TULARE/KINGS COUNTIES RURAL DEVELOPMENT SHOWCASE FORUM

On Saturday, March 31st, 1984, 40 residents of Tulare and Kings Counties gathered at the International Agri-Center Building south of Tulare, California, for a Rural Development Showcase Forum. Participants represented small unincorporated communities, major development organizations, the Tulare County Board of Supervisors, larger incorporated communities, and other groups. During the morning a long list of accomplishments was made and learnings that pertained to approaches to development that work were discerned. Over lunch Bob Marshall, Director of Self-Help Enterprises, presented a slide report on his journey to the Central International Event in India of the IERD. Sal Solinas, Chairman of the California Rural Development Committee, also reported on CRDC's involvement in the Showcase Forum Program. After lunch two exciting presentations were made on key directions that development is taking in the next few years: first, Tulare Supervisor Clyde Gould reported on the proposed "County-Wide Service District", and secondly, Ed Graves, Director of Tulare County's Economic Development Corporation, told of economic development possibilities that are now available in Tulare County.

This document contains the results of the discussions and a list of the participants. Sponsors of the Tulare/Kings Counties Rural Development Showcase Forum included The Tulare County Board of Supervisors, Self-Help Enterprises, Self-Help Training & Employment, Kings County Economic Development Commission, University of California Cooperative Extension of Tulare Co., Tulare Economic Development Corporation, and the Valley Communities Human Development Network. We would like to thank these organizations and all those who participated. This Forum was a success because of the outstanding wealth of rural development experience in the lower San Joaquin Valley, and because 30 communities and projects and 40 individuals took the time to share their experiences and listen to others share their experiences.

Special thanks to the Sponsoring Committee that made this Forum possible:

Bob Marshall, Self-Help Enterprises
Michael Montgomery, Self-Help Enterprises
Paul Boyer, Self-Help Enterprises
Carolyn Callahan, Self-Help Training & Employment
Rita Hill, Tulare Co. Building & Planning
Ed Graves, Tulare Co. EDC
Don Hillman, Valley Communities Human Dev. Network
Pat Goodger, Valley Communities Human Development Network
Fred & Jann McGuire, Valley Communities Human Dev. Network
Tamar Armstrong, Pixley Town Council
Curt Lynn, Tulare Co. Cooperative Extension Director

And of course we extend our thanks to the Tulare County Board of Supervisors, Lorie Mangine, Chair, John Conway, Leroy Swiney, Clyde Gould, and Ben Webb. Tulare/Kings RDSF
March 31, 1984

The Tulare/Kings County RURAL DEVELOPMENT SHOWCASE FORUM

Saturday, March 31, 1984
International Agri-Center, Tulare, California

AGENDA

- 8 am - 9 am Display Set-up
 (Tables available)
- 9 am Opening & Welcome
 Don Hillman, Former Chairman, Tulare
 County Board of Supervisors
 Introduction of Special Guests
 Opening Remarks
 Lorie Mangine, Chair of Tulare County
 Board of Supervisors
- 9:30 am Accomplishments Workshop
 COMMUNITY & ORGANIZATION REPORTS
 --"What has been done that has made a
 positive difference?"--
- 11:30 am Lunch
 Report on "International Exposition of
 Rural Development, New Dehli, India"
 Bob Marshall, Director, Self-Help
 Enterprises
- 12:45 pm New Approaches Workshop
 PRESENTATIONS & SMALL GROUP DISCUSSIONS
 --Presentation on County-wide Service
 District
 Clyde Gould, Tulare County Board of
 Supervisors--
 --Presentation on Economic Development
 Vehicles Now Available
 Edward Graves, Director, Tulare County
 Economic Development Corporation--
- 2:30 pm Closing

MAJOR ACCOMPLISHMENTS & KEY LEARNINGS

Accomplishments

Workshop I:

1. Three Rivers septic tank system
2. Three Rivers library, school district support, Municipal Advisory Council, sense of community unity
3. Water Quality Control Board, Fresno Office, coordinating with local communities on water/sewer systems
4. Water Quality Control Board educating residents on all needs and requirements.
5. Fresno St. Univ. project in Fresno neighborhood, survey houses, work with neighborhood watch, ect.
6. FSU, improvement in staff services with grad students available to local communities.
7. E. Porterville Advisory Committee formed, concerned about youth activities, neighborhood watch.
8. Porterville family health center.
9. E. Porterville analysis of past voting patterns.
10. E. Porterville advisory committee with strong cross sectional nature, strong viewpoints.
11. International Exposition (IERD) event in New Delhi, India.
12. Tipton forming CSD with General Obligation Bonds.
13. Tipton supplying all water/sewer service through CSD.
14. 54 Self-help Homes, Tipton.
15. Private recreational park, Tipton.
16. Kettleman City CSD, bought private water/sewer system, runs park, garbage service.
17. Kettleman City, new well, new tanks, \$1.1 million project.
18. Kettleman City, 40 units farm labor housing.
19. EFNEP program, began Tulare/Kings Food & Nutrician Coor. Council (21 agencies with directory of 80 entries).
20. Food & Nutrician Council collect food for 43 organizations.
21. Sunkist Juicing Plant, Tipton, coordinated effort by industry, county, community.
22. Teviston Betterment Assoc., community center, many activities.
23. FAHA working with farmers in trouble.
24. Self-Help housing in Lemoor.
25. Pixley Town Council, activities and strong communication with County.
26. SH Training & Employment bringing Fed. and State \$ to outlying areas.
27. CA programs working with small local groups and unincorporated communities.
28. Coop. Extension Service working with Farm Equip. Show from beginning.
29. International Agri-Center, growth, \$1.5 million drive, leaving \$13 million spent in area each year.
30. Nutrician education project, farms willing to donate food, network across two counties.
31. School nutrician program in 2nd and 3rd grade.
32. Community Garden project, Woodlake, \$2500 gross in 1 year, 12 youth decide to reinvest in garden.
33. Working with 3000 small Tulare Co. farmers.

Accomplishments, continued.

34. Rural Valley Lands Plan.
35. Teviston: new gas dines, new housing, new housing rehab.

Workshop II:

1. Pixley recreation program, with wrestling, soccer, soltball.
2. REACH working with churchs.
3. Self-Help Enterprises--funding from widely different sources.
4. SHE board, 9 at large and 9 participant (self-help home owners) members.
5. 21 organizations in the Tulare/Kings Food & Nutrician Coordinating Council.
6. Food resource book. (Tulare/Kings Food & Nutrician Cord. Council)
7. SHE, 2750 families build homes in 7 counties.
8. SHE, 2000 homes rehabed, 2000 weatherized.
9. Parlier: unified zone ordinances using planning inter'ns from FSU.
10. Lindsay-Strathmore Coordinating Council: Christmas Sharing Program, transportation, nutrician program, translators, scholarshops, youth summer program.
11. Springville: improved communication, advisory council coordinating organizations, improved septic tanks, newspaper, \$2 mil water project, park restroom, \$5000 raised, new Post Office, soccer field, senior complex, ministerial assoc: most of this in last 2 years.
12. Poppy Food Company assistanct, \$220,000, trained 120 people (Dinuba).
13. Securing help of Governor's Office, Sen. Vuich's Office, plus work of local EDC.
14. Farmersville: Stein Trucking SBA loan = 4-8 people working in 2 weeks.
15. Valley Human Development Council activities, helping with Clovis Town Meeting; sending F. McGuire to Kenya Conference on Rural Dev.
16. Continueing unincorporated community councils (10-20 in two county area.).
17. Citizenship Task Force, legislative understanding and education.
18. C.A.P Tulare with combine with Self-Help Training & Employment to become Community Services Employment & Training.
19. Tulare Airport, 85 planes, 7 operators, new hanger, \$500,000 runway.
20. CSU-Fresno students in 10 communities as interns.
21. Allensworth: infrastructure improvements, new community services district, new school, new park, volunteer effort 12 years ago enabled this work. (All with SHE assistance.)
22. FmHA: new apartments in Kings (465 units) and Tulare (540 units) plus work with privite developers toward 125 farmworker housing units and 350 senior housing units.
23. 7 new sewer systems, Hanford plus others plus water expansion.
24. Tulare EDC: help for Ruiz Foods, Exeter bus complex.
25. Earlimart Park: Dedication March 31, 1984 (today) with \$5400 recreation director part-time, rest rooms, baseball league, master plan adopted, swimming pool, youth foundation.

Learnings

Workshop I:

1. Volunteer effort is basic to everything these days.
2. Development of methods of communicating and planning that move beyond talking, to real consensus, and that get to the real issues is key.
3. Enlarging the context beyond one's own community is enabling.
4. Planning/implementation efforts must involve more than the same old handful of "doers".
5. Unincorporated Communities have common interests and that is an advantage that could be very helpful.
6. The volunteer network that already exists in Tulare/Kings Counties is a powerful informal communication avenue.
7. An organized coordinated effort with grass-roots input and leadership is central to all community development.
8. There needs to be a good plan with attainable goals.
9. Knowing what resources exist for rural communities is important.
10. A high degree of resident interaction is a prerequisite to a motivated community.
11. Identifying future challenges is more important than constantly correcting current problems.
12. Rural communities need outside technical assistance regarding economic development.
13. Learning from other communities is very important.
14. Rural communities need to join together in planning, evaluation, implementation, and celebration activities.

Workshop II:

1. Listen to whom you are serving.
2. Get to the people who can make decisions, ready with facts and figures.
3. Be persistent.
4. Finding the "right people" with resources is key.
5. At one key motivator is required for success.
6. People taking responsibility for themselves is the constant aim.
7. Listen to the particular need before delivering the service.
8. Agency & organization cooperation, for all services, from womb to tomb, is gaining momentum and is key.
9. Assume that there are no limitations to your efforts, that you can affect the communities life for the better.
10. Action now, for the future, is the foundation of all development.
11. Time, labor, intelligence (people resource) combined with \$, technical assistance = success.

Other learnings:

12. Volunteer forces are critical to getting work done.
13. Give people a helping hand, not a hand-out.
14. Strength comes from local businesses.
15. There are "barber-shop" groups (informal groups) which continue to serve in making decisions.
16. Patience and caring by community members is basic.

Tulare/Kings RDSF
March 31, 1984

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CALIFORNIA RURAL DEVELOPMENT SHOWCASE FORUMS

SPONSORS

CALIFORNIA RURAL DEVELOPMENT COMMITTEE

... is a state committee of state and federal agency representatives, non-profits and community groups who work or have responsibilities in the rural areas of California. It's major purpose is to promote the sharing of information concerning issues and programs between those entities who are involved. The CRDC works in conjunction with the state Food and Agriculture Council, which is the coordination committee for USDA agencies. It has been in existence since 1972 and creates a plan of work for each calendar year. The entire Committee meets every other month starting in January of each year; the Executive Committee meets on alternative months. These meetings are open and interested or curious people are welcomed. For further information, contact the Executive Secretary, L. Clair Christensen, (916) 752-3006.

Participation Members include:

Soil Conservation Service, USDA	Superior California Dev. Council
UC Cooperative Extension	Central Sierra Econ. Dev. District
Employment Development Dept.	Dept. of Econ. & Business Dev.
Federal Crop Ins. Corp, USDA	Rural Community Assistance Corp.
CA Dept. of Housing & Community Dev.	State Dept. of Forestry
Office of Local Government Affairs	Dept. of Aging
Farmers Home Administration	Dept. of Water Resources
Economic Development Adminis.	Water Resources Control Board
CA Dept. of Food & Agriculture	Rural Policy Project
Office of Economic Opportunity	Institute of Cultural Affairs
Dept. of Consumer Affairs	State Health & Welfare Agency
Small Farm Center, UC Davis	Small Business Administration
League of California Cities	State Census Data Center
AG. Stabilization and Cons. Ser., USDA	CDBG Program, HUD
County Supervisors Assoc., of CA	Rural Housing Assist. Corp.
Economic Research Service, USDA	Natural Resources Dev. Project
Cal. State University, Chico	CA Ass'n. of Family Farmers
Forest Service, USDA	Macrosocial Accounting Project
Office of Local Econ. Development	Sierra Economic Develop. District
Rural Electrification Admin., USDA	

THE INSTITUTE OF CULTURAL AFFAIRS

... is a private, non-profit international organization that is concerned with the human factor in world development. ICA projects include comprehensive rural development schemes in some 20 nations, from India to Peru. The ICA also conducts training seminars and planning consultations with public and private organizations of all kinds. The ICA currently is organizing an International Exposition of Rural Development that is co-sponsored by United Nations agencies and other development organizations. The ICA operates in 32 nations with resident staff.

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