



COMPREHENSIVE COMMUNITY DEVELOPMENT FACT SHEETS

KEY PRINCIPLES

What are the common characteristics of comprehensive community development (CCD) efforts in the NeighborWorks network?

Based on input from the NeighborWorks network, and research into other models across the community development field, NeighborWorks has established a set of principles that describe the core elements of comprehensive community development (CCD) efforts. This framework is presented as a set of “principles,” because there is no standard definition for CCD. Instead, it is a lens through which we view community development work. The principles are intended to offer a framework that recognizes complexity and allows for customization.

7 KEY PRINCIPLES

#01 INTENTIONAL APPROACH

#02 LAYERED STRATEGIES

#03 COMMUNITY-DRIVEN

#04 GUIDING VISION & PLAN

#05 STRATEGIC PARTNERSHIPS

#06 COORDINATED LEADERSHIP

#07 LAYERED INVESTMENT



Principle #01 | INTENTIONAL APPROACH CCD is an intentional approach to creating a place of opportunity

- ❖ CCD brings about positive change by improving lives and strengthening communities
- ❖ CCD acknowledges the history of a place and seeks to address the root causes of present-day issues or challenges
- ❖ CCD can be applied in a variety of places (including rural, urban and suburban areas) and contexts (including weak and strong markets) and at a variety of scales (from a multi-family housing development to a neighborhood to a city or region)

Principle #02 | LAYERED STRATEGIES Several core goals and strategies that improve lives and strengthen communities underlie CCD efforts – common strategies include:

- ❖ Providing people opportunities to live in safe, healthy and affordable homes
- ❖ Ensuring the core needs of individuals are met by providing, linking to or improving essential services (e.g. health, education, workforce development, financial services, etc.)
- ❖ Creating community assets (e.g. health centers, grocery stores, community facilities, banks, parks/green spaces, etc.)
- ❖ Stabilizing markets, improving physical conditions and enhancing community image

- ❖ Building resident leadership, social connections and collective capacity
- ❖ Promoting economic growth
- ❖ Tackling complex challenges through collaboration and complementary investments

Principle #03 | COMMUNITY-DRIVEN
Every effort is unique and driven locally by residents and stakeholders

- ❖ Community engagement requires participation from a range of residents and stakeholders (including the public, private and nonprofit sectors)
- ❖ Each community defines success for itself and selects the strategies that are best suited to meet those goals
- ❖ Some CCD efforts are more multifaceted than others (each community chooses its own strategic priorities)

Principle #04 | GUIDING VISION & PLAN
Robust CCD approaches are guided by a community-generated plan that includes:

- ❖ A target area, population and/or issue
- ❖ Resident and stakeholder engagement in defining goals and implementing strategies
- ❖ Data and market analyses that identify drivers of change
- ❖ An identification of community assets
- ❖ An inspiring vision and goals
- ❖ An action plan with defined roles, milestones and timelines
- ❖ An evaluation/continuous improvement framework
- ❖ Contingency planning to allow for adaptability to changing conditions

Principle #05 | STRATEGIC PARTNERSHIPS
No one can do it alone: partnerships are essential

- ❖ CCD requires partnerships to implement strategies across sectors

- ❖ CCD benefits from support from local, state and federal government
- ❖ CCD also benefits from supportive investments from local, regional, statewide and national institutions

Principle #06 | COORDINATED LEADERSHIP
Leadership matters

- ❖ Strong, high-capacity organizations and community leadership are needed to lead and coordinate CCD efforts

Principle #07 | LAYERED INVESTMENT
Capacity and investment are required to achieve long-term change

- ❖ CCD is ambitious; positive change requires local capacity and sustained, long-term investment of significant and flexible resources

What is comprehensive community development?

Comprehensive community development (CCD) is a place-based and intentional approach aimed at improving lives and strengthening communities. CCD works at the intersection of people, place, and systems. By creating a shared vision, unified strategy, and a collaborative structure to attract and deploy resources, comprehensive community development creates vibrant local communities that offer people opportunities to thrive. It is also built on a foundation of resident engagement, which is central to creating and sustaining positive change.