

How Green Does Your Garden Grow: Assessing Community Capacity and Aligning Local Instigations

Presented by Kenneth Warren, Director, Lakewood Public Library
March 27th, 2008

The Urban Farming Public Lecture Series
at Carnegie Mellon University

This lecture will discuss how psychographic tools such as Spiral Dynamics and Prizm can provide assessment insight concerning the community's capacity and interest in developing local agricultural, cultural and economic circuits of exchange. Featured will be a practical report from Lakewood, Ohio on grassroots alignment efforts of artists, citizen journalists, farmers, local food system activists and public librarians to enact the community and place-making vision of LEAF - the Lakewood Earth and Food Community.

Shattered States

Globalization, Neoliberal Order and Post-Industrial Processes

"...Don't you know the crime rate is going up, up, up, up, up
To live in this town you must be tough, tough, tough, tough, tough!
You got rats on the west side
Bed bugs uptown
What a mess this town's in tatters I've been shattered
My brains been battered, splattered all over Manhattan...."
The Rolling Stones, from "Shattered"

"In the expanding middle class era, you had good public schools and public universities.... All of that era was the triumph of the middle-class American dream... and all of that is disappearing... at a rate of speed that's staggering... as Henry Adams prophesied when America took off globally in the first place..."
William Irwin Thompson

"Neoliberal campaigns to downsize public education also aimed to largely abolish the public nature of support for broad-based access to knowledge and information - and to define education more as a matter of personal responsibility - a private, personal economic matter. An effective response, and defense of mass education for democracy, would need to comprehend the overall cultural projects of neoliberalism and their relation to the economic policies and politics that underwrite them(42)."

Lisa Duggan, from *The Twilight of Inequality*

"The bottom-up hive mind will always take us much further than seems possible. It keeps surprising us. ...At that same time, the bottom-up hive mind will never take us to our end goal. We are too impatient. So we add design and top down control to get where we want to go."
Kevin Kelly

Wreckage

- Family
- Community

- Politics
- Health
- Academy
- State
- Public service
- Market
- Self and socialized commitments to others

Dying in Modern Times and Living for a New Context

"The primacy of place in pre-modern settings has been largely destroyed by disembedding and time-space distancing. Place has become phantasmagoric because the structures by means of which it is constituted are no longer locally organized."

Anthony Giddens, *The Consequences of Modernity*

"By disembedding I mean the 'lifting out' of social relations from local contexts of interaction and their restructuring across indefinite spans of time-space."

Anthony Giddens, *The Consequences of Modernity*

"Expert systems are disembedding mechanisms because, in common with symbolic tokens, they remove social relations from the immediacies of context."

Anthony Giddens, *The Consequences of Modernity*

"Nothing 'post' is permanent or even long-lived. Ours is a transition period. What the future society will look like, let alone whether it will indeed be the 'knowledge society' some of us dare hope for, depends on how the developed countries respond to the challenges of this transition period, the post-capitalist period - their intellectual leaders, their business leaders, the political leaders, but above all, each of us in our own work and life. Yet surely this is a time to make the future -- precisely because everything is in flux. This is a time for action."

Peter Drucker, from *Post-Capitalist Society*

General Conditions

- The emancipated undercapitalized individual
- Undoing of American Great Lakes industrial business by global industrialists.
- Winnowing of middle class capitalists.
- Disembedded Place
- Money is the symbolic token and social form that in modern times underwrites the disembedded place.

Assumptions

- To paraphrase James Carville, it's the human post-capital, stupid.
- The community demonstrates its soundness through the expansion of spontaneous and unconscious access to its *imagi*.

- A grid of typologies will make the *imagi* comprehensible to various degrees.
- History is a struggle of the group for necessities of life.
- In old parochial neighborhoods, the engines of conformity - church, industry, family, ethnic loyalty - are running out of gas.
- The atomistic individual of American liberal economics is imploding around the Great Lakes.
- Participation is back in business with production of localized agriculture, mystique, and storied phenomena.
- We will not become wholly detached from the representation.
- There will be unintended consequences.

Goals

- Create a municipal revolution in civic chops and community norms through a retro-experiment in Polis. That is to say, enact the myth of the whole community in the central location, i.e. an independent, economic, social unit with strict boundaries.
- Reject anonymity, cynicism and neighborhood anomie.
- Build circuits for affectual barter and instinctual security upon the vertical mysterium (ecology, morality, religion) and across the postmodern vegetable horizontal.

Objectives

- Food Security
- Commonwealth
- Education
- Moral Order
- Play
- Social Defense

Praxis

- Dare to know.
- Commit with others in the city that would know itself better than any other to face-time education and ecstasy through the ultra-local production of agriculture, alternative exchange circuits, art, journalism and social capital.
- Join poet's intuition, the gardener's cultivation of delight and scientist's scrutiny in an exploration of Lakewood's conservative chthonic.
- Execute through all species of collaborative psycho-geographic genius the poetic art of the dialectic in ecstatic time.
- Advance across real and unreal Lakewood both rigorous deflationary assessments of any representation of social capital and wildly inflationary mirage making for any potential social capital.

21st Century Lakewood: A Classic Jane Jacobs City in a Desperate Region

- With 53,000 people in about six square miles on the shore of Lake Erie Lakewood occupies, perhaps the most valuable piece of sustainable urban real estate in Northeast Ohio. While faux urbanism rules the sprawlgeoisie, Lakewood is a classic walkable, grid street mixed economic community nestled in nature. The city is developing both a growing low rent underclass and a coherent sense of itself and civic strategies needed to evolve intelligently in the 21st century.
- A coherent, organic, particular sense of each local community is critical at ground level so that a regional metro model does not estrange communities from familiar parts to be leveraged into the whole.
- Regionalism/metro government models are designed by and for corporations to mask the unraveling of progressive taxation systems and the disembedding effects of capital.

Inclinations of the Lakewood Psyche

- Oceanic
- Yin
- Introverted, Sensation, Feeling, Perception.
- Ambitions: tangible, practical.
- Enneagram Nine.
- Individualist culture types are prevalent in Lakewood.

Strategies for Re-embedding:

Visionary Alignment, Self-Defense, Food Security, Garden Beds and the Ecology of Civic Engagement

"How the major stakeholders in a community align themselves to respond to broad cultural, social, economic, and political change, and how that alignment is shaped by the character and history of interaction among and between them, informs our understanding of the ecology of civic engagement."

- Marion Orr, "The Changing Ecology of Civic Engagement"

"All of us are already civilian soldiers, without knowing it...War happens everywhere, but we no longer have the means of recognizing it."

- Paul Virilo and Sylvere Lotringer, *Pure War*

"Collective action involves freely chosen self-election (which is almost always coincident with self-interest) and distributed coordination..."

- Howard Rheingold

Lakewood's Visionary Alignment

Lakewood's Visionary Alignment is a project initiated to build civic intelligence using experiential learning, public library capacity,

civic dialog, community journalism, food security, art, the new academy food court for higher education, and community currency.

"The Visionary Alignment is about marshalling *citizen-centric* inquisitive resources for the sake of developing community understanding...if a community implemented enough informal anthropological capability, its *energetics* would be transformed and, over time, the deep processes of relationship between and among residents, institutions would also change. A second supposition is: this would also alter the ecology of the city's socio-cultural and economic and political economies...This long discussion is extremely important and worth close attention. It is possible that Lakewood is among the very few communities in the US with the chutzpah and commitment and devotion to proceed to dialog openly and with a certain genius about some of the most difficult issues *post-industrial* suburbs are faced with today." - Stephen Calhoun, Experiential Toolmaker

Place-Making with Good Neighbors on the Lake

- Flow =s Quality of Life
- Increase the flow states in the community.
- Refresh the conventional sense of local living in Lakewood by engaging good neighbors.
- Cultivate the habit of good neighbors listening to one another.
- Activate through the Lake a sense of the liminal among good neighbors, that is, the threshold of physiological or psychological response to the unique energy that permeates the people and place.
- Make Lakewood permeable to new experience, ideas, mechanisms and structures among good neighbors who are joining society to economy, conscience to knowledge.
- Obtain commitments from good neighbors to act on projects that will stretch beyond circular, self-justified egocentric gated communities.
- Know there is a beginning point and ending point to each good neighborhood.
- Realize that a commitment to sustainability is shift in consciousness, not about constructing a pretty fence.
- Understand that places and institutions can get high-jacked by interests that lie outside the particular community, i.e. absentee landlords and absentee public employees.
- Construct IEDs - Improvised Economic Devises.
- Link local culture, local politics and local economics to a new model for economic and social buffering through higher learning.

Setting the World Record for Local Knowledge Creation

In 2005 Lakewood Public Library deployed Experiential Toolmaker Stephen Calhoun in a Future Tools program that proposed an exploration of ordinary life through the question: What would happen if residents of a small inner ring suburban took it upon themselves to collaborate together to set a WORLD RECORD for coming to know the city they live in?

Questions included:

1. What's the current world record?
2. What bundle of knowledge so gained breaks this record?
3. How would the residents go about this?
4. What would it be like to actually try to do this?
5. Are there any underlying reasons besides doing this for its own sake that might vitalize and amplify this audacious attempt at civic knowledge creation?

Opening Up to the Lakewood Lifestream
Through Transformative Anthropology and Street Research

"We did an experiment in the summer of 2005 where folk anthropologists were briefly trained to go out into the community and listen to Lakewood's human lifestream.

Three functional phases were implemented:

(1) Inclusive – to take the lifestream as it naturally arose from sidewalk, venue, backyard, back door, etc. The ordinate for this was not to pick and choose; thus it was to include, be inclusive, take it in as it presented itself.

(2) Receptive – to be open and present to this lifestream, so as to navigate the human universe attentively, and to defer filtering and interpretation.

(3) Culmination – (or integration) To substantiate the moment of interaction as a deep play of consciousness upon consciousness.

(These three phases constitute the somewhat oxymoronic, novel, open source, Transformative Anthropology.)

The frame of reference for this was/is: the community coming to know itself. The bar was raised very high too. This was visualized at the time as the city come to know itself better than any other...

It remains out of the ordinary for any community to deploy its intelligence for the sake of really knowing itself." - Stephen Calhoun

'Chop Building'

- The older knowing the younger
 - The richer knowing the poorer
 - The narrow knowing the wide
 - The literate knowing the post-literate. . .
 - Unity; unity in the light of knowing multiplicity; assimilating the lifestream, literally, for "all it's worth."
- Stephen Calhoun

Liberating Exchange with Community Currencies

- Mutual Credit Clearing Exchanges
- Complementary Currencies
- Consult with Thomas H. Greco Jr.
- Construct IEDs - Improvised Economic Devices to devise discounting mechanisms - for the public sector labor force - that increases the local exchange velocity of the medium they receive as wage, while decreasing the savings value of that same medium. The muni credit could be redeemed at a reduced percentage for the competitive dollar, but exchanged in the local circuits for a period of time for full face value. In a sense it is unfortunate our Hospital is no longer a community hospital, because an individual HSA could be organized for deposit of the muni credits. Likewise the public university could set up such individual accounts. The discounting mechanism would continue in these circuits as well, creating buffers from the shocks of too few competitive dollars.
- Jack IED currency into higher voltage economic backbone - local taxes, public employment, etc. Local currency is not just about violin lessons and massage. Local currency - a creative currency is the bridge to a true Creative Class, Creative Economy.

Going Bonkers Rather than Broke

- Go off the traditional economic development grid that competes for middle class \$\$\$. It's not the only game in town. It can alienate the 20-35 indie creative market that is currently the city's best hope.
- Market to generational, gendered, institutional and indie circuits of commerce via a bold mixed economy economic development plan.
- Use market segmentation to craft a tiered economic development vision that incorporates civics lessons, participation among younger generations otherwise disengaged in urban exchange/survival.
 - High end traditional - ala Rockport.
 - Indie - alternative culture - ala Phoenix, My Mind's Eye.
 - Sub money economy - allows for the old volunteerism of the Greatest Generation to morph toward the "what's in it for us" younger generation. This could be given community coherence, strength, recognized as another asset in the mix.

Creating the Academy of the Medieval Future

"So if we are back into the Middle Ages again, then the role of the monastery is an isomorph of what we need to do in the Academy for the future. The Plan of St. Gall produced: new agriculture for post-tribal society. When St. Columbanus came to France, the Franks were primitive farmers, so the first thing he did was to raise their level of farming. The medieval monastery was a public resource for the community. Now people are terrified and public schools and lower-middle class neighborhoods are disintegrating, so that if the Academy can meet this need—as Waldorf schools and "the threefold social order" have—then new wealth-producing commonwealths can counter the GATT-NAFTA process of pauperization and remedievalization."

- William Irwin Thompson

- Write and share with others inspirational, practical and theoretical content needed to initiate civic personalities into thinking about a transformational partnership in higher education, economic development and place-making with a public university.
- Localize higher education in Lakewood's place-making and economic development strategies.
- Break open narrowly defined disciplines and institutional interests for innovation in policy, action and delivery of public service informed by transformational circuits of higher learning.
- Embed the knowledge economy in Lakewood's efforts to realize the life of the good city through partnership with a public university.
- Bring Lakewood's specific cultural, economic, environmental, historical, political and psycho-demographic circumstances into circuits of public higher leaning.
- Enhance individual and community perceptions about belonging, difference, identity, learning, place and value through a transformational partnership with a public university.
- Join Lakewood City Hall's planning, policy-making and education to place-making and economic development strategies through partnership with a public university.
- Improve habits of learning, living, thinking and working in the creative/knowledge economy from Lakewood's neighborhood level toward the Cleveland/Akron metropolitan region and beyond toward Pittsburg and Buffalo.
- Create world class opportunities for public higher education in Lakewood that will appeal to foreign markets.
- Re-negotiate the cost of public higher education for Lakewood citizens.
- Imagine a Food Court for Higher Education in Lakewood.
- Field a team of committed and intelligent civic personalities that will represent Lakewood in efforts to engage a public university in conversation about a transformational partnership.
- Build a coherent bottom-up, bottom sideways strategy for exploring how Lakewood's "difference factor" - i.e. the assets - civic know-how, collective intelligence, community loyalty, facilities, interpersonal power, institutional relationships, land, material resources, multicultural mosaic - might compel a transformational partnership between the city and a public institution of higher education.

- Provide Lakewood data, dreams, models, planning tools and stories to the prospective university partner.
- Explore the prospective university's ability and commitment to remove constraints on imagination and invention both in its engagement as transformational partner, and in its delivery of higher learning to Lakewood's aspirants.
- Address macro-economic issues upfront. Underscore such driving factors as the affordability crisis in higher education, economic restructuring in the public sector, the need to explore protectionist strategies for public goods such as higher education, schools, and libraries in the face of globalizing market and privatization dynamics.
- Establish for Lakewood the ladder of learning that will advance the transformational partnership. That is to say, articulate the rungs or levels of public university product, program, experience, and transformational engagement needed to sustain the partnership for mutual advantage.
- Devise new strategies of economy - exchange, reciprocity, redistribution - to address the affordability crisis in public higher education and provide a sense of belonging and value to Lakewood aspirants.
- Consider the use of an adjunct Lakewood faculty compensated in complementary currency.
- Explore collaborations with other public institutions to create civic learning experiences, honors college internships, interdisciplinary institutes, which would be uniquely suited to Lakewood's engage strengths and weaknesses in transformational ways.

Community Journalism:
The Lakewood Observer's Hyper-local Dojo

Mission

The mission of the Lakewood Observer is to attract, articulate, and amplify civic intelligence and community good will in the city of Lakewood and beyond.

Our goal is to help Lakewood residents and neighbors learn as much as possible about the city. In its efforts to know Lakewood par excellence, the Lakewood Observer will illuminate the many facets of culture, arts, business, education, religion, and lifestyle this diverse city has to offer.

The Lakewood Observer will capture Lakewood life in the present, imagine its promising future, and celebrate its rich urban history.

The Lakewood Observer shall provide a sounding board for charities, institutions, schools, children, families, events, and City Hall. We intend to open a space for long running dialogue with everyone who works, lives, or plays in the great city of Lakewood.

In this twenty-first century urban experiment, the Lakewood Observer will strive to construct for the city an open and unbiased ensemble of white papers for mapping community solutions, advancing responsible economic development and sustainability strategies, and tracking results.

Finally, the Lakewood Observer will invite the entire community to celebrate the vibrant mosaic of culture, nature, history, and personality we call Lakewood.

- LO is a populist, post-professional platform for community organization, storytelling and technological innovation that through hyper-localism resists the de-centering and displacement of neighbors from early 20th century neighborhood space.
- Hyper-local cannot be meaningfully aggregated in a major metropolitan newspaper without damaging the ecology of civic engagement and neighborhoods.
- The local community must cohere through words, images and interaction in order to define its brand and make its place meaningful in global world of diffusion and distraction.
- If it's not Lakewood; it's Leakwood.
- With critical consciousness, LO observes the activation of the fascism-paranoia pole (see *A Thousand Plateaus: Capitalism and Schizophrenia* by Gilles Deleuze and Felix Guattari) - resulting from stepped-up indoctrination and colonization efforts of mainstream media, the Levin College of Urban Affairs, faith-based regional organizers, and real estate developers interested in collapsing seats of hyper-local municipal governments in Cuyahoga County.
- Conversely, LO observes the activation of the anarchy-schizophrenia pole in the lone, nomadic egos of bloggers lost in the infinitely open source of virtual space and technological cyber-life.
- As a form of hyper-local community defense, LO is at war with traditional media and commercial newspapers that sell the diffused nature of regionalism and evacuation of the demos of subsidiarity from City Hall.

Sowing Urban Agriculture for Embedded Community

Mission

Lakewood Earth And Food Community is dedicated to the development of a more sustainable, healthful and economically viable community through actions producing broad access to the purchasing, growing and trading of fresh, local foods and culture.

Initiatives

The LEAF Community is working to realize this mission by focusing our collective energy on four main initiatives; community gardening, purchasing of bulk foods, earth building and cultivating relationships with local farmers through CSA participation.

History

The LEAF Community emerged through the electronic community sounding board - the Lakewood Observer's Observation Deck. An online conversation eventually led to several face-time meetings with young mothers looking to economize, apartment dwellers looking for gardening

space, landscapers looking to recycle yard waste. Several participants were involved in a 2006 effort to test communal capacity with a Lakewood CSA node linked to Covered Bridges Gardens in Astabula County.

LEAF was established in 2007 from these grassroots with a fourfold focus: Community Gardening, Community Supported Agriculture, Bulk Buying, and Soil Building.

Minimal Volunteer Capacity Requirements

A core of fifteen committed members giving between three to ten hours per week at peak season - June through October - is required to sustain the LEAF community's 2007 program.

Interfaces

- New Agrarian Center - Jones Farm - Oberlin College
Applied agriculture student interns - work the land
- Ohio State University Extension
- City Fresh
- Covered Bridge Gardens
- Lakewood Public Library
- Lakewood Observer
- Local artists

- Regional farmers

Communication Tools

- e-mail
- Website
- Lakewood Observer Observation Deck
- Printed brochures
- e-newsletter
- Instant messaging from CSA farmer to shareholder

The "Plover Patch" Community Garden

The "Plover Patch," 2000 square feet of space on the city-owned property served as the first LEAF garden and functioned as a laissez-faire gardening space on Plover avenue in Lakewood's Bird Town neighborhood.

CSA and Bulk Buying

In the Community Supported Agriculture and Bulk Buying initiatives, LEAF Community volunteers developed partnerships with City Fresh, Covered Bridge Gardens, bulk goods brokers and local livestock farmers. Approximately 200 individuals purchased Community Supported Agricultural (CSA) share bags each week in 2007.

Community Supported Agriculture (CSA) program offered both regular income share prices and limited income share prices, depending on the member's ability to pay. Ohio Direction card, WIC farmer's market

vouchers, and Senior Vouchers for our City Fresh Program were accepted. In the 2007 season, there were 15 low-income shareholders per week including WIC, senior voucher, Ohio Direction and discount rate).

"City Fresh: is an aggregator of locally grown produce with a built-in socially responsive mechanism for redistributing produce(wealth) to under-underprivileged neighborhoods lacking access to fresh fruits and vegetables.

A share bag from City Fresh is comprised of vegetables from multiple sources, including: conventional farms, Amish farms and urban gardeners. Everything in your bag is produced within a "75 mile radius of your plate".

The price of each share bag includes a mark-up which effectively subsidizes reduced shares for low income individuals and families. The program is regional in scope and focused on delivering fresh food to inner-city neighborhoods which lack sources for nutritious fruits and vegetables.

Covered Bridge Gardens: is one of a few conventional farms that sell wholesale produce to the City Fresh program. Covered Bridge Gardens also vends through locals farmer's markets and their CSA (Community Supported Agricultural) program.

By purchasing your CSA share from Covered Bridge Gardens you are connecting directing to the source. Your farmers, Mick and Kay Prochko, will be present during each LEAF pick-up. The buyer has an opportunity to develop an intimate relationship with the producer of their food.

This relationship is essentially a closed circuit, between the farmer and the community in which they sell CSA shares which is reminiscent of the pre-mega farm connection between producer and consumer, with no middle man." - Dan Slife, Founder-member of LEAF

LEAF Nights at Lakewood Public Library

LEAF Community volunteers organized "LEAF Nights" at Lakewood Public Library, a weekly outlet for the selling and trading of locally produced fruits and vegetables, dry bulk items, meats and other items. Members collected their goods each Thursday evening at LEAF Nights at the Lakewood Public Library main library building.

LEAF Nights were envisioned and realized as a cultural and educational event involving the merger of healthy food, sustainable living practices, art and music all enfolded within the overarching purpose of community building.

Local artists and musicians displayed work and provided entertainment each week. By the close of the season, over thirty artists and musicians had volunteered their work for the public.

For LEAF Nights Lakewood Public Library staff organized nutrition based children's educational activities such as writing poems, creating books and artwork, and playing educational games.

In addition, LEAF Community volunteers organized presentations on topics including vermiculture (red wiggler worm composting), food preservation, buying local/supporting local farming and grain milling. Shareholders in the CSA programs were given recipes and samples using key seasonal ingredients.

Soil Building and Composting

The Soil Building initiative was included at LEAF Nights. Residents without access to compost bins were able to drop their food scraps off each week to be composted by the LEAF volunteers. LEAF Community volunteers also networked with local restaurants, offering to compost their food scraps.

Sharing the Bounty

The LEAF Community volunteers donated approximately 220 pounds of food from the CSA programs to local organizations including the Lakewood Christian Service Center and the Westerly Senior Living Apartments.

Annual Operating Budget

2007 Annual Budget was approximately \$2000.00, of which \$1,300 was in-kind support from from volunteers, Lakewood Public Library, Bela Dubby, Lakewood Observer, Welcome House Inc. (served as fiscal agent in 2007), Travelboards, Inc. Phoenix Coffee Shop, local artists, musicians, and educators. \$700.00 was received from New Agrarian Center.

Community Benefits

1. Health - increasing access to healthy foods (CSA, Gardening and Bulk Buying), and increased opportunity to be active (Gardening).
2. Skill Building/Education - teaching community residents how to grow their own food, prepare healthy recipes, preserve food, and build soil (Gardening, CSA, and Soil Building).
3. Community Revitalization - maintaining underutilized green spaces throughout the city, which will help reduce crime, beautify the city, and encourage residents to engage with their neighbors (Gardening).
4. Community Involvement - offering programs that are fun and practical ways for residents to be involved with the community (All Programs).
5. Environmental stewardship - reducing the ecological footprint of Lakewood by buying locally produced and sustainably grown foods, composting food scraps rather than throwing them away, developing rainwater harvesting to conserve water and prevent flooding.
6. Public Service - donating excess food to local organizations including but not limited to the Lakewood Christian Service center and the Westerly (CSA and Gardening).

Next Steps

In 2008 LEAF is in the process establishing itself as an incorporated non-profit organization.

The LEAF Community is proposing to negotiate long-term leases with the city to maintain the vacant properties as community gardens. Sites include parks at Cove, Kaufmann, Madison, Merl-Bunts and Webb. By leasing sections of these parks to the LEAF Community for the Community

Gardening Program, the community will take an active role in chaperoning the parks and maintaining them.

Folk Typology:
Leveraging the Traditional Arts of Librarianship

Lakewood Public Library examines its market with particular attention to demographics, attitudes, cultural values, financial assets and creative capital. As part of its educational mission, Lakewood Public Library develops, communicates and disseminates planning tools for community, economy, markets and neighborhoods to businesses and institutions to advance the intelligent evolution and positioning of a classical streetcar suburb in the region and nation.

In a democracy the public library is the temple of knowledge. When the creation and realization of knowledge in a self-aware, coherent and viable community is your calling, you become the priest or priestess of the temple. One does so by leveraging the traditional arts of librarianship - imagination, organization, research and storytelling, and more specifically, by mastering typology.

Clusters

Prizm

Using consumer segmentation systems and story-telling techniques, Lakewood Public Library strives to deliver broad marketing information about the city on a timely basis. This marketing information is designed to help businesses and organizations offer the right products and services in ways that can appeal particularly to Lakewood consumers. Prospective businesses, developers and residents can also benefit from the rich array of marketing tools focused on the Lakewood market.

One resource suited to Lakewood Public Library's marketing services is a "geodemographic segmentation" tool called Prizm from Claritas. As a segmentation tool, Prizm is based on the premise that households within a "neighborhood" are fairly similar in their demographics, lifestyles, and purchasing behaviors.

A Prizm lifestyle cluster is a classification of a neighborhood that incorporates many different variables such as family status, income, consumer spending behaviors, media and advertising influences, and even leisure and recreational activities. These variables create a "portrait" of the households in that neighborhood.

Prizm's roots as a cluster segmentation tool can be traced to political analysis. In Cluster Analysis (1970), Daniel Bailey and William Tryon applied the technique to four decades of U.S. census data generated in the San Francisco Bay Area. These census tracts were analyzed according cluster variables such as socioeconomic status, employment, condition of housing, etc. A cluster analysis of forty years of election results indicated general voting behavior remained identical for those tracts over those four decades. While new residents moved in and out of tracts, the aggregate political behavior therein stayed the same.

Prizm suggests that birds of a feather flock together. According to Prizm, the U.S. consumer market is divided into 15 different groups and 66 different segments. These segments are based on degree of urbanization and socioeconomic status.

PRIZM NE LAKEWOOD HOUSEHOLDS

American Dreams 6463 25.27%

American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods-one in ten speaks a language other than English. Middle-aged immigrants and their children live in middle-class comfort.

Urban Achievers 4452 17.67%

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Multi-Culti Mosaic 3953 15.70%

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

Close-In Couples 1978 7.86%

Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

Bohemian Mix 1798 7.14.%

A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

Money & Brains 1567 6.22%

The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these citydwellers-predominantly white with a high concentration of Asian Americans-are married couples with few children who live in fashionable homes on small, manicured lots.

City Roots 598 2.37%

Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods -more than a third

are African-American and Hispanic- residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles

Big City Blues 490 1.95%

With a population that's 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.

Memes versus Types

"Once you have a brain harnessed to imitation, you can transmit behavior non-genetically, thus giving rise to "culture" or "memes." Richard van Ort, on "Mirror Neurons"

"Memes are cultural units of information that self replicate by means of thought contagion, using the human mind as a host, and attach themselves to individuals, organizations, entire cultures, and societies. They culturally impact the body politic, just like genes, the code carriers of DNA, biologically impact the body physical."

Caleb Rosado, from "An Explanation of Spiral Dynamics Memes and Vmemes What are they?"

Graves and Spirals

"Briefly, what I am proposing is that the psychology of the mature human being is an unfolding, emergent, oscillating spiraling process marked by progressive subordination of older, lower order behavior systems to newer, higher order systems as man's existential problems change." Clare W. Graves, from: "The Theory of Levels of Human Existence."

"Graves realized that the neuro-psycho-social apparatus that we carry (i.e. our body) interacts with our outer world and the life conditions existing at the time. To facilitate this we form a set of internally consistent values and beliefs appropriate to our circumstances. As life conditions change, our values and beliefs must also change to remain appropriate. This creates a series of nested, emergent levels unfolding as we grow in consciousness and understanding. We progress through a hierarchy of developmental stages, generally only moving up when we have sufficient competency at our existing stage." Victor MacGill, from "Complexity Theory as a possible mechanism for the progression through the stages of social evolution as described by Spiral Dynamics®"

"Graves' theory can be summarized in the following five key points:

1. Human nature is not static, nor is it finite. Human nature changes as the conditions of existence change, thus forging new systems. Yet, the older systems stay with us.
2. When a new system or level is activated, we change our psychology and rules for living to adapt to those new conditions.
3. We live in a potentially open system of values with an infinite number of modes of living available to us. There is no final state to which we must all aspire. [Here is where Graves differed with Maslow and most other psychologists. Maslow, before his death, told Graves that he (Graves) was correct and he (Maslow) was wrong in thinking of human development as a closed state.
4. An individual, a company, or an entire society can respond positively only to those managerial principles, motivational appeals, educational formulas, and legal or ethical codes that are appropriate to the current level of human existence.
5. A Spiral vortex best depicts this emergence of human systems as they evolve through levels of increasing complexity. Each upward turn of the spiral marks the awakening of a more elaborated version on top of what already exists. The human Spiral, then, consists of a coiled string of value systems, world views, and mindsets, each the product of its times and conditions. In other words, new times produces new minds."

Spiral Dynamics

"The concept of Spiral Dynamics is that human nature is not fixed; we're not set at birth. Rather, we have the capacities, in the nature of the mind/brain itself, to construct new conceptual worlds. So what we're trying to describe is simply how humans are able, when things get bad enough, to adapt to their situation by creating greater complexities of thinking to handle new problems."

-Don Beck

Stage / Wave	Color Code	Popular Name	Thinking	Cultural manifestations and personal displays
8	Turquoise	WholeView	Holistic	collective individualism; cosmic spirituality; earth changes
7	Yellow	FlexFlow	Ecological	natural systems; self-principle; multiple realities; knowledge
6	Green	HumanBond	Consensus	egalitarian; feelings; authentic; sharing; caring; community
5	Orange	StriveDrive	Strategic	materialistic; consumerism; success; image; status; growth
4	Blue	TruthForce	Authority	meaning; discipline; traditions; morality; rules; lives for later
3	Red	PowerGods	Egocentric	gratification; glitz; conquest; action; impulsive; lives for now
2	Purple	KinSpirits	Animistic	rites; rituals; taboos; superstitions; tribes; folk ways & lore
1	Beige	SurvivalSense	Instinctive	food; water; procreation; warmth; protection; stays alive

[Source: Presentation by Don Edward Beck, Ph. D at the State of the World Forum, New York, 2000. Stages of Social Development: The Cultural Dynamics that Spark Violence, Spread Prosperity, and Shape Globalization: THE TWELVE POSTULATES.]

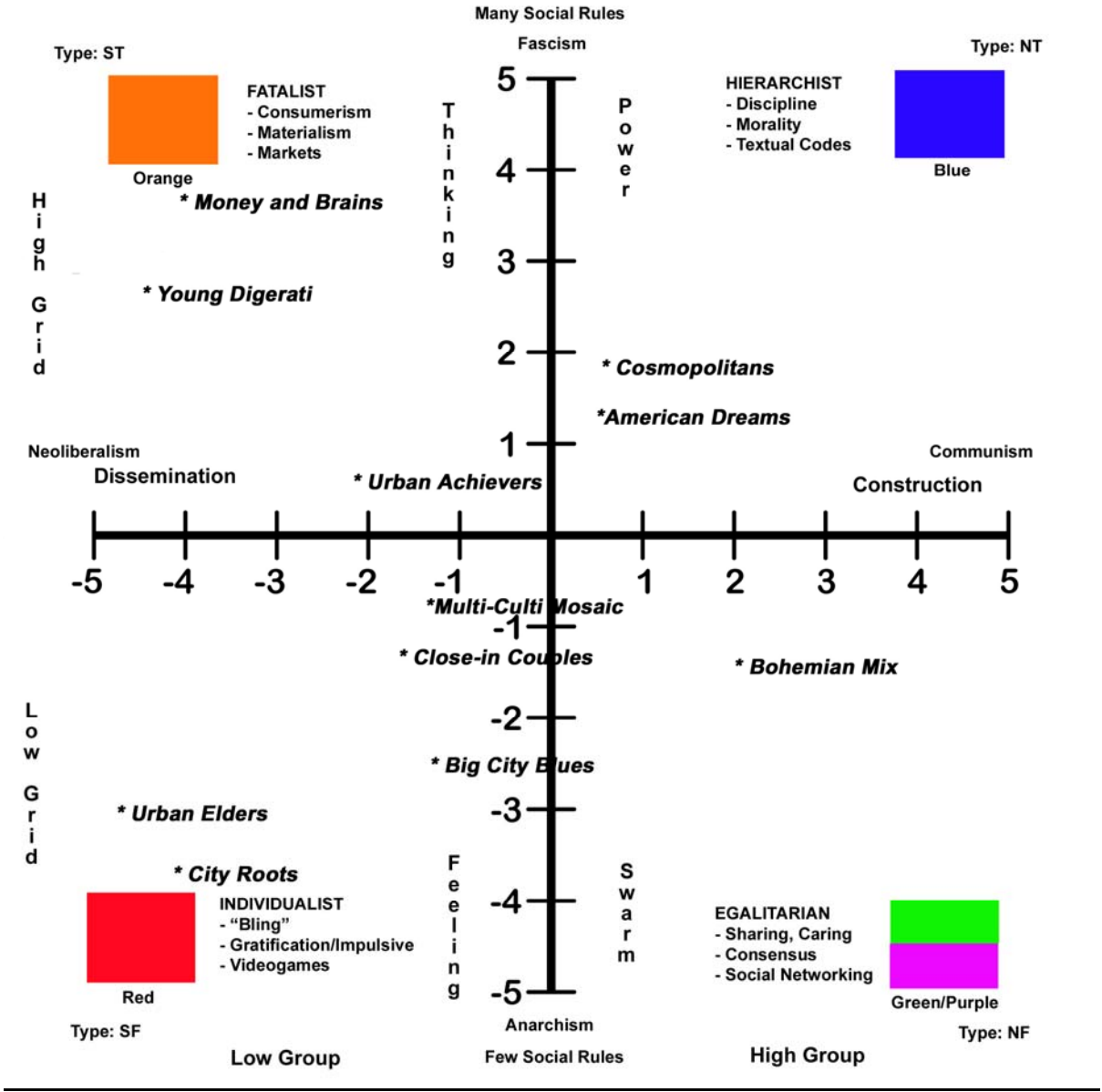


Illustration: 2007 Prizm for Lakewood, Ohio