

# Community and Economic Development Preparedness

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## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

Community and Economic Development Preparedness

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
608	Community Resource Planning and Development	100%			
	<b>Total</b>	100%			

## V(C). Planned Program (Inputs)

### 1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	10.0	0.0	0.0	0.0
<b>Actual</b>	14.3	0.0	0.0	0.0

### 2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 1023630	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching 1023630	1890 Matching	1862 Matching	1890 Matching
	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

## **V(D). Planned Program (Activity)**

### **1. Brief description of the Activity**

The statewide community and economic development preparedness team provides a variety of educational activities including presentations, professional development offerings through workshops, conferences and teleconferences; dissemination of teaching materials through websites, publications, CDs and DVDs. Major 2007 activities:

**Building Communities:** Established by Community development specialist Andy Lewis and business management specialist Bill Pinkovitz, UW-Madison Center for Community Economic Development, more than 40 Building Communities webinars have introduced new educational resources to colleagues, state agency staff, private sector partners, North Central Regional Center for Rural Development and national participants.

**Building regional economies:** CCED specialists are helping regional partners assemble and communicate economic asset and opportunity data for the Capital Region — Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock and Sauk counties. To advance regional sustainable forestry economic development, a collaborative of Wisconsin and Michigan extension services, natural resource agencies, economic development commissions and organizations convened three conferences attended by local government, business, economic development, education, forestry and logging. To help both new colleagues and experienced practitioners identify and use the most appropriate educational tools, the statewide Community and Economic Development Preparedness Team created an online Community and Economic Development Tool Box accepted as the introduction to the International Municipal Economic Development Tool Kit" to be published by the Global Urban Studies Program and Michigan State University Extension Service, and currently published by the Northern Center for Community and Economic Development: <http://www2.uwsuper.edu/cedpt/index.htm>

**Community Economic Development Preparedness Index (CEDPI)** has prepared dozens of Wisconsin communities for Economic Development. A CEDPI chapter will be published in the International Municipal Economic Development Tool Kit and presented in Kiev, Ukraine in 2008: <http://www.uwex.edu/ces/cced/economies/cedpi.cfm>

**Economic Snapshots:** Initiated by Bill Pinkovitz, Andy Lewis and Matt Kures, CCED Geographic information specialist, more than 100 Economic Snapshots — brief articles providing economic data about the region — have been published on the front page of the Sunday Business Section of the Wisconsin State Journal, reaching about 350,000 readers and online at: <http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm>

**First Impressions:** A Program for Community Assessment & Improvement has been applied in more than 100 Wisconsin communities and a thousand more across the United States and Canada. <http://www.uwex.edu/ces/cced/communities/firstimpressions/>

**2. Brief description of the target audience**

The statewide community and economic development preparedness team works with a variety of audiences including community leaders, business owners, elected officials, plan commissions, town boards, county boards, local planning departments and citizens.

UW-Extension colleagues: The statewide Community and Economic Development Preparedness Team works with extension colleagues including the Community, Natural Resource and Economic Development (CNRED) Sustainability Team and Energy Team and Family Living Programs Affordable Housing Team in developing new educational programs, tools, resources and approaches to assess and address priority local needs. State specialists with the UW-Madison Center for Community and Economic Development and Local Government Center and UW-Superior Northern Center for Community and Economic Development collaborate with state urban and regional planning, national and international colleagues to research and align best practices and effective stakeholder involvement in developing downtown market analysis, community placemaking and business improvement district education.

Educational partners include the UW-River Falls Survey Research Center, community and technical colleges, Workforce Development Board of South Central Wisconsin, Wisconsin Department of Workforce Development, Wisconsin Department of Commerce, Alliance for Sustainability, Focus on Energy program. UW-Extension state specialists in the UW-Madison Center for Community and Economic Development and Local Government Center, UW-Stevens Point Survey Research Center, and UW-Superior Northern Center for Community and Economic Development work with county faculty and community partners in developing and applying needed tools, resources and approaches that strengthen local efforts.

Community partners include local officials, city, county and tribal governments, school districts, school teachers, economic development practitioners, and news media.

Economic Snapshots —Expanding readership provides the means to reach a wide range of people and businesses, generating interest and comment from traditional and nontraditional audiences. For example, June 2007 snapshots covered farm employment, farmland sales, farmers nearing retirement, farming and the cost of petroleum.

Green Team Network of Early Adopters of Sustainability: New Chequamegon Bay region network includes three municipalities, two Tribal governments, two school districts, two colleges, two government agencies, two commercial businesses, two industries, one bus company and one restaurant.

Ultimate beneficiaries include youth and families, community retailers, residents, workers, consumers, visitors.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	13000	0	0	0
2007	28224	350000	0	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2007:	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>			
2007	0	8	8

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

Direct participant contact.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2007	13000	0

**V(G). State Defined Outcomes**

<b>O No.</b>	<b>Outcome Name</b>
1	Participants will increase their awareness, knowledge, and/or visibility re: the issue of community economic development and awareness.
2	Participants will develop strategies and take action that address local economic development issues.
3	Additional resource leveraging such as funding, expertise and partnerships that address local economic development issues.

**Outcome #1**

**1. Outcome Measures**

*Not reporting on this Outcome for this Annual Report*

**2. Associated Institution Types**

**3a. Outcome Type:**

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
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**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Populations changes (immigration,new cultural groupings,etc.)

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

- Before-After (before and after program)
- During (during program)

## Evaluation Results

Community and Economic Development Tool Box: Will Andresen and Bob Kazmierski developed a survey to measure the awareness, access, use and usefulness of the Community and Economic Development Tool Box. The survey was delivered via e-mail to the CNRED-ALL list in the summer of 2007. The survey results indicated that there was excellent awareness of the resource, that it was relatively easy to access, that it was well-used and that it was a useful resource. Based on these findings, the team agreed to invest additional time and resources into enhancing the tool box based on the survey comments.

Evidence Eighty-eight percent of the respondents were aware of the resource, 86% found it easy to access, 62% used the site and 92% found it to be "somewhat useful" or "very useful."

Respondents stated that they used the tool box in a number of powerful ways: building community capacity, analyzing community readiness, preparing for public meetings, sharing the resource with local officials and researching available tools and resources related to community and economic development.

Successful outcomes experienced by the respondents as a result of using the resource included: an organizational assessment for a tourism group, community team building and improving the user's own community development assessment skills.

Of 190 colleagues surveyed after being introduced to the new Community and Economic Development Toolbox at the National Association of Community Development Extension Professionals Conference in San Antonio, most found the toolbox useful in their work:

- 90% of respondents stated that the toolbox would be useful in their programming.
- 85% rated toolbox effectiveness as "good" or "excellent" in helping them decide which tool to use.

Green Team Network of Early Adopters of Sustainability: All 17 teams are preparing energy action plans to share with the whole network in March 2008, and will then conduct evaluation of the project's first year. The Practical Energy Management training provided very practical suggestions and a spreadsheet tool for evaluating and reporting actions. The evaluation tool is useful for providing financial analysis of proposed actions and many of the suggested first action steps have very favorable paybacks. One of the teams implemented multiple lighting upgrades in its facility and provided a tour for network members. Until the Energy Action plans are shared in March 2008 most of the evidence so far is anecdotal. The stories have included: switching out incandescent bulbs for compact fluorescent bulbs, T-12 bulbs for T-8 bulbs, changing Christmas lights for city displays to LED bulbs, replacing water heaters with on-demand heaters and many other small steps. Nearly every team has had an energy audit conducted on their facilities and they are currently developing action plans.

## Key Items of Evaluation