

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Community Resource Development

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management	0%		40%	
602	Business Management, Finance, and Taxation	6%		0%	
604	Marketing and Distribution Practices	2%		0%	
605	Natural Resource and Environmental Economics	3%		30%	
607	Consumer Economics	6%		0%	
608	Community Resource Planning and Development	25%		20%	
610	Domestic Policy Analysis	3%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	29%		10%	
805	Community Institutions, Health, and Social Services	26%		0%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

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

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	5.0	0.0	6.0	0.0
Actual	5.4	0.0	4.1	0.0

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

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
112790	0	258153	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
112790	0	258153	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
269960	0	892511	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Training for Extension personnel in community mobilization, facilitation, economic development.
- Work with rural communities on a regional approach to small town tourism including making optimal use of environmental resources, respecting the socio-cultural authenticity of host communities while conserving their built and living cultural heritage and traditional values, and ensuring viable, long-term economic operations, including stable employment and income-earning opportunities.
- Conduct basic and applied research in areas exploring the interface between agribusiness, rural development, and natural-resource-amenity-based opportunities.
- Conduct workshops and other educational activities with community stakeholders.

2. Brief description of the target audience

Community members, general public, consumers, and/or community organizations.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	30000	3000	0	0
Actual	28957	51810	135	0

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

Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	5	10	
Actual	11	23	34

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Training opportunities for community members

Year	Target	Actual
2010	10	167

Output #2

Output Measure

- Technical publications related to economics, public policy, community development and related areas.

Year	Target	Actual
2010	10	11

Output #3

Output Measure

- Amount of grant dollars garnered to support community development research and outreach.

Year	Target	Actual
2010	200000	1456778

Output #4

Output Measure

- Number of agencies partnering in this effort.

Year	Target	Actual
2010	40	84

Output #5

Output Measure

- Number of volunteers supporting this planned program.

Year	Target	Actual
2010	100	577

Output #6

Output Measure

- Number of new technologies adopted by producers.

Year	Target	Actual
2010	5	7

Output #7

Output Measure

- Number of newsletters developed in support of this plan.

Year	Target	Actual
2010	5	21

Output #8

Output Measure

- Number of newsletters distributed in support of this plan.
Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Percent of community residents, businesses and leaders who increase their understanding of sustainable community development, tourism and economic development principles.
2	The number of communities which evaluate the potential for sustainable community development, tourism and economic development and prioritize to target specific interests, actions, and valued community resources to maintain and grow.
3	The number of communities which experience increased economic gain from sustainable community development, tourism, and economic development efforts including increased tax revenues, employment, and retention of community valued resources.
4	Planning, development and implementation of bio-based, renewable energy projects (such as processing plant, wind farm).
5	Percent of program participants reporting changing an attitude as a result of these programs.
6	Percent of participants reporting intent to change behavior and/or changing behavior as a result of these programs.
7	Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands
8	Water Policy and Management Challenges in the West

Outcome #1

1. Outcome Measures

Percent of community residents, businesses and leaders who increase their understanding of sustainable community development, tourism and economic development principles.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	55	89

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Viewing Colorado and its varied communities from the perspective of community capital, the assets, needs and opportunities are many. Capital can be thought of as the capacity to do things, or provide things. Professors of Sociology at Iowa State University, Cornelia and Jan Flora (2008) developed the Community Capitals Framework as an approach to analyze how communities work. Using this framework, communities can be thought of as having seven different kinds of capital: natural, financial, human, built, political, social, cultural. Each geographic community or area possesses 'capital' in differing amounts leading to differing levels of community vitality and health.

What has been done

Assist communities in becoming sustainable and resilient to the uncertainties of economics, weather, health, and security.

Increase civic and social responsibility among youth and adults in urban and rural communities by developing and enhancing leadership, citizenship, and public participation skills through partnerships which lead to sustainable communities.

Improve community economic capacity through retaining and growing wealth opportunities by developing and providing tools in marketing, entrepreneurship, risk analysis, and decision-making for both adults and youth.

Results

89% of participants surveyed indicated they had increased knowledge related to one or more of these topics:

community financial capacity building; community social capacity building; individuals' roles in

community capacity building; built environmental community capital development; natural environment capacity building as related to community vibrancy; building community political capacity; understanding the role of cultural capacity in community development.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #2

1. Outcome Measures

The number of communities which evaluate the potential for sustainable community development, tourism and economic development and prioritize to target specific interests, actions, and valued community resources to maintain and grow.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	45

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

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health.

What has been done

Some examples include Jackson County's development of community wildfire protection plans; Larimer's and Weld's strategic plan to prioritize objectives and determine next steps for promoting heritage visitation around the region; Washington, Sedgwick, Phillips, Yuma and Logan Counties' value proposition analysis; and adoption of Colorado Market Maker online platform by over 100 farmers.

Results

45 counties reported they examined and/or evaluated the potential for sustainable community development, tourism and economic development and prioritize to target specific interests, actions, and valued community resources to maintain and grow.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis

Outcome #3

1. Outcome Measures

The number of communities which experience increased economic gain from sustainable community development, tourism, and economic development efforts including increased tax revenues, employment, and retention of community valued resources.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	5	1

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The CSU Extension Sustainable Community Development program efforts serve audiences that are struggling in difficult economic times. Dolores County has had the States? highest unemployment rate for the last 18 months.

What has been done

Extension efforts provided leadership through the Dolores County Development Corporation and help from Region Nine and the El Pomar Foundation.

Results

They restarted the Chamber of Commerce, added a new tenant to the Business Park (MSTS a Metals? salvage & transfer operation) and expanded the DCTV coverage area.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
610	Domestic Policy Analysis

Outcome #4

1. Outcome Measures

Planning, development and implementation of bio-based, renewable energy projects (such as processing plan, wind farm).

Not Reporting on this Outcome Measure

Outcome #5

1. Outcome Measures

Percent of program participants reporting changing an attitude as a result of these programs.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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2010

50

68

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

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What has been done

Train Extension personnel in community mobilization, facilitation, economic development; work with rural communities on a regional approach to small town tourism including making optimal use of environmental resources, respecting the socio-cultural authenticity of host communities while conserving their built and living cultural heritage and traditional values, and ensuring viable, long-term economic operations, including stable employment and income-earning opportunities; conduct basic and applied research in areas exploring the interface between agribusiness, rural development, and natural-resource-amenity-based opportunities; conduct workshops and other educational activities with community stakeholders.

Results

68% of participants surveyed indicated they had changed an attitude as a result of CSU Extension programming, related to one or more of these topics: community financial capacity building;
community social capacity building;
importance of community capacity building;
built environment community capital development;
natural environment capacity building as related to community vibrancy;
building political capacity of community;
building cultural capacity of community.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #6

1. Outcome Measures

Percent of participants reporting intent to change behavior and/or changing behavior as a result of these programs.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	75	87

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

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What has been done

Train Extension personnel in community mobilization, facilitation, economic development; Work with rural communities on a regional approach to small town tourism including making optimal use of environmental resources, respecting the socio-cultural authenticity of host communities while conserving their built and living cultural heritage and traditional values, and ensuring viable, long-term economic operations, including stable employment and income-earning opportunities; Conduct basic and applied research in areas exploring the interface between agribusiness, rural development, and natural-resource-amenity-based opportunities; Conduct workshops and other educational activities with community stakeholders.

Results

% of participants surveyed indicated they intended to adopt a new behavior related to one or more of the following: community financial capacity building, community social capacity building, community capacity building, built environmental community capital development, community vibrancy, building capacity within the community, and/or building cultural capacity within community.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities

Outcome #7

1. Outcome Measures

Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

City, County, State and Federal agencies as well as non-governmental conservation groups and their staffs, often need benefit-cost information about a wide range of non market natural resources. These range from the benefits of protecting human health (air quality, water quality) to valuation of fishing and protecting endangered fish. However, public policy decisions frequently must be made quickly and agency staff economists often do not have time or budgets to perform original economic valuation studies in time for making agency decisions. Agency economists also need sound non-market valuation methods for important analyses that warrant an original benefit-cost study.

What has been done

In this project we obtained data from the State of California on behalf of the USDA Forest Service to estimate the health effects from air pollution arising from forest fires in National Forests. A summary of more than a decade's worth of research on non-market valuation of fire was coauthored with a USDA Forest Service scientist and presented at a workshop for fire managers

sponsored by CSU and at a Portland State University workshop for USDA Forest Service field personnel. We conducted statewide recreational surveys of anglers? economics benefits in Colorado.

Results

The U.S. Bureau of Land Management (BLM) relied upon our research in drafting its Instruction Memo 2010-061 "Guidance on Estimating Nonmarket Environmental Values", issued March 2010. BLM in Grand Junction is relying upon prior research from this project for visitor expenditures and values for the Grand Junction Resource Management Plan. This saved BLM tens of thousands of dollars and more than six months time from not having to conduct its own study of Off-Highway recreation. These examples suggest significant cost savings are being realized by agencies and non-governmental organizations being able to apply our new and existing studies to emerging natural resource policy issues without having to conduct their own expensive studies and without having to delay management decisions while new economic studies are conducted.

4. Associated Knowledge Areas

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics
610	Domestic Policy Analysis

Outcome #8

1. Outcome Measures

Water Policy and Management Challenges in the West

2. Associated Institution Types

- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Statewide population in Colorado is forecasted to more than double over the next 50 years. Most of this growth is expected to occur along Colorado's Front Range. The state of Colorado is currently trying to determine how best to meet the water needs of future residents. Water conservation and the reallocation of water from Ag to municipal uses are the two most likely

candidates for meeting new demands.

What has been done

: Project activities focused on developing a better understanding of how to successfully design alternative market-based instruments which allow for the reallocation of water from ag to urban uses without the negative side effects associated with traditional "buy and dry" methods. Outputs associated with design of alternative market based instruments, computerized water market experiment to test impact of different institutional settings on the effectiveness of water markets and impacts on agriculture. Experiment was run several times including with test subjects (spring 2010), irrigators (08/2010), and state officials (05/2010). The experiment was also run each semester in class to enhance students understanding of water markets (Spring and Fall 2010).

Results

Results from the experimental water market suggest that while the introduction of active water leasing markets will result in more water in agriculture, it may make irrigators worse off. This is especially the case if information about past transactions is not publicly available. These results directly address questions/concerns raised by irrigators about participating in water leasing at the start of the project. These results were communicated to state officials, who indicated they will incorporate these findings into future discussions regarding the design of alternative institutions. The results provide insight into why many in irrigated agriculture are reluctant to participate in alternatives to traditional water rights transfers. The water market program was also used as a learning tool on several different occasions to help students, irrigators, and state officials better understand how water markets work and the decision process for those involved. Evidence of the impact of the learning exercise includes: comments from one participant who indicated that it contributed to a change in their thinking about whether or not to sell their water rights and student course evaluations which indicated it changed their thinking about the reallocation of water using markets. In terms of research, the results have provided new insight into how water rights and water leasing markets interact.

4. Associated Knowledge Areas

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics
610	Domestic Policy Analysis

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

In the recent Colorado Rural Development Council's 2008 Annual Report 13 Colorado counties are now being referred to as AgUrban. These counties have access to additional resources economic and political resources and face additional challenges such as infrastructure for transportation systems that link the urban/rural interface they represent.

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

1. Evaluation Studies Planned

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Case Study

Evaluation Results

Most data for educational seminars, workshops and programs is collected via surveys at the end of classes regarding perceived knowledge gained and potentially several weeks after classes to measure behavior change. Other data is drawn from sources such as summary reports on completed projects, focus groups, and observation.

Key Items of Evaluation

CSU Extension Sustainable Community Development program efforts provide opportunities for engagement in collaborative strategic planning. . . . "When local citizens and agency representatives are engaged in collaborative strategic planning related to issues that directly impact their lives, they form strong working relationships that foster effective working partnerships. The result is the strengthening of an engaged citizenry who take responsibility for participating in developing alternative solutions to address critical social, economic and environmental issues in their community, state, nation and world." (Jackson County, 2010)