

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

**Program # 3**

**1. Name of the Planned Program**

Community and Economic 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
608	Community Resource Planning and Development	85%		100%	
805	Community Institutions, Health, and Social Services	15%		0%	
	<b>Total</b>	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	27.7	0.0	2.1	0.0
Actual	22.0	0.0	9.6	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
517576	0	223585	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
517576	0	223585	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
2828752	0	621825	0

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

1. Brief description of the Activity

Workshops and educational efforts were conducted with community organizations, individuals and leaders to assist developing and implementing plans for physical and social community improvements. Research and outreach to communities was done on planning, zoning, resource management, and

community and economic development activities using a variety of information dissemination methods. Training sessions were conducted to improve skills of local government officials, community leaders and individuals. Development of a process model that communities can use to determine residents' housing needs was initiated in response to the flooding in 2008. Focus groups were conducted to ensure that services meet the needs of Extension clients.

Faculty participated in relevant multistate research committees: NC1030 and NE1029.

## 2. Brief description of the target audience

Individuals, businesses, organizations, public officials and community leaders, and public and not-for-profit organizations in Iowa.

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

#### 1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	20000	200000	0	20000
<b>Actual</b>	72146	704898	0	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
<b>Plan</b>	4	3	
<b>Actual</b>	1	1	0

### V(F). State Defined Outputs

#### Output Target

**Output #1**

**Output Measure**

- Number of articles, publications, reports, plans.

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	70	206

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

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Community visioning and design: Communities completing quality of life projects.
2	Community planning: Community plans/projects initiated.
3	Community planning: Communities with improved civic functioning.
4	Community economic development: Communities participating in economic development events.
5	Community economic development: Number of jobs created or retained.
6	Community planning: Communities participating in training sessions.
7	Community institutions, health and social services: Community improvements made

## **Outcome #1**

### **1. Outcome Measures**

Community visioning and design: Communities completing quality of life projects.

### **2. Associated Institution Types**

- 1862 Extension
- 1862 Research

### **3a. Outcome Type:**

Change in Condition Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	50	32

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

A gap exists between demand for design services to rural Iowa communities and the availability of those services. Many smaller communities in Iowa face enhancement related issues that they are unable to address due to lack of planning personnel and/or resources. Many small Iowa communities also lack resources and expertise to develop comprehensive plan and individual community improvement projects. Issues facing communities include the growing bioeconomy, Iowa's aging population, and wellness issues such as adult and childhood. In 2010, many communities were still recovering from severe storm or flood damage that occurred in 2008, intensifying this deficiency. On July 24, 2010, the Delhi Dam on the Maquoketa River in eastern Iowa collapsed under pressure from rising floodwaters. The breach drained a nine-mile recreational lake behind the dam, and the resulting flash flood destroyed 16 homes, caused significant damage to more than 70 others and released tons of accumulated sediment.

#### **What has been done**

The Iowa's Living Roadways Community Visioning Program assists small Iowa communities to develop enhancement plans that reflect the values and identity of the community. The visioning process is sponsored by the Iowa DOT in partnership with ISU Extension and Trees Forever. In 2010, the Community Visioning Program provided technical landscape and transportation planning assistance to 13 Iowa communities. Design studios worked 14 communities/areas in 2010. The Town/Craft center in Perry hosted a roundtable on creating a sustainability index for Iowa. ISU Extension CED and a community design studio worked with the Governor's Task Force on Lake Delhi to develop alternative futures for the dam and the surrounding area.

#### **Results**

In 2010, 13 communities participated in community visioning or community planning programs. Each community received a conceptual design plan, a project feasibility study and assistance in

implementation planning. Impact assessments have shown that 94 percent of communities that participate in community visioning complete at least one project proposed during the process. Types of projects completed include roadside plantings, signage or signage improvements, streetscape enhancements, downtown area improvements, parks and other infrastructure improvements such as storm water drainage, welcome centers and historic areas. ISU Extension conducted 6 GIS short courses for 44 participants. PLaCE projects completed included Main Street storefront designs for 3 cities, comprehensive plans for 2 projects involving 4 cities and 1 school district, 2 public facility interior designs, 3 park/public outdoor space designs, 1 affordable architecture project, graphic Identity design for 3 public organizations and nonprofits. Landscape architecture students worked with community leaders and stakeholder in the Lake Delhi area to develop proposals for the Lake Delhi dam and surrounding areas. A report was submitted to the Governor's Task Force in December 2010.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

##### Outcome #2

###### 1. Outcome Measures

Community planning: Community plans/projects initiated.

Not Reporting on this Outcome Measure

##### Outcome #3

###### 1. Outcome Measures

Community planning: Communities with improved civic functioning.

###### 2. Associated Institution Types

- 1862 Extension
- 1862 Research

###### 3a. Outcome Type:

Change in Condition Outcome Measure

###### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	30	9

###### 3c. Qualitative Outcome or Impact Statement

**Issue (Who cares and Why)**

Rising fossil fuel costs, the current recession, shrinking city budgets, and disaster recovery expenses have created the need for communities to invest in alternative energy sources, such as biofuels, wind energy, and low-cost sustainable housing opportunities. When planning new community development, local governments need to take into account possible disasters, particularly flooding, before they take place, rather than just mitigating the effects after the fact.

**What has been done**

The ISU Extension Southeast Iowa Area began a "green initiative" in 23 counties four years ago and has been working with the community of Fairfield on sustainable living and energy efficient technology Fairfield applied for and received an Iowa Power Fund grant, with which it funded a development of single-family homes that operates off the grid. The grant was also used to fund part of a sustainability specialist position to be shared between ISU Extension and the City of Fairfield. Following through on the 2009 Housing Policy Roundtable and workshops, ISU Extension CED and IFA conducted a study to create a methodology for examining housing needs following a local disaster. Researchers worked with 8 Iowa communities that were flooded in 2008: Cedar Rapids, Iowa City, Coralville, Mason City, Waterloo, Columbus Junction, Charles City, and Waverly.

**Results**

ISU Extension and IFA conducted an online survey of residents in the 8 communities, as well as an online survey of housing stakeholders. Face-to-face and telephone interviews and focus groups were also conducted to collect information. The results are being used to create training modules for distribution and use by councils of governments. Fairfield held several workshops for residents on backyard projects in sustainability, and showcased sustainability during local events.

**4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
608	Community Resource Planning and Development

**Outcome #4**

**1. Outcome Measures**

Community economic development: Communities participating in economic development events.

**2. Associated Institution Types**

- 1862 Extension
- 1862 Research

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	180	2

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Many communities in Iowa lack the resources necessary to develop innovative projects and initiatives designed to improve their economic growth. The current recession has further affected economic growth in these communities and they are looking for innovative ways to attract new residents, visitors and businesses. Because it has many experienced foreclosures and abandonment's, Corning, Iowa, received \$312,000 grant from the Neighborhood Stabilization Program, and needed assistance in determining the best way to use the grant money to make the town more viable. Buchanan County Conservation, Story County Health and Human Services, and the City of Ames requested assistance from CD-DIAL in conducting quality of life assessments.

#### What has been done

The ISU College of Design Bridge Studio worked with stakeholders in Corning to develop affordable, sustainable housing. CD-DIAL conducted needs assessment surveys for Buchanan County, Story County Health and Human Services, and the City of Ames. CD-DIAL also conducted an online survey of stakeholders in urban forestry for the Iowa Department of Natural Resources Forestry Bureau and Trees Forever.

#### Results

Groundbreaking for the first sustainable housing unit took place in Corning in September 2010, and the Center of Sustainable Communities offered training on affordable green building for professionals. CD-DIAL produced needs assessment reports for Buchanan County, Story County, and the City of Ames. The results of the forestry survey have been presented to the Iowa Legislature.

### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

### Outcome #5

#### 1. Outcome Measures

Community economic development: Number of jobs created or retained.

#### 2. Associated Institution Types

- 1862 Extension
- 1862 Research

### 3a. Outcome Type:

Change in Condition Outcome Measure

### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	100	358

### 3c. Qualitative Outcome or Impact Statement

#### Issue (Who cares and Why)

Due to housing crisis, financial crisis, and recessionary layoffs, a growing number of people are facing financial stress, credit issues, and loss of income. Many conventional lenders are not able to extend credit to entrepreneurs to the same extent as previously due to a tightening of underwriting standards. Extra technical assistance to small entrepreneurs with business plans that are realistic has been shown to reduce loan losses and enhance business success. Small business and jobs creation is particularly important for sustaining family income for many people during economic recovery.

#### What has been done

The Community Vitality Center (CVC) was created to identify policy topics of concern to rural communities; commission research to analyze the priority policy topics and impacts of public policy on rural areas; assess best practices, lessons learned and performance of alternative strategies to improve rural vitality; and foster collaborative partnerships to engage rural communities and diverse rural and urban interests in dialogue.

#### Results

CVC sponsored entrepreneurship projects in 5 communities and regions including Keokuk County, Marshall County Extension District, Northeast Iowa Food and Farm Coalition, Pathfinders RC&D, and Ida County Community Betterment Foundation. CVC continued development of several collaboration projects, including a national Main Street Development Loan Program Pilot with the Iowa Department of Economic Development (IDED), Preservation Iowa, National Trust for Historic Preservation, and Iowa MicroLoan. CVC partnered with the Community Foundation of Greater Des Moines and Iowa MicroLoan on an Iowa Microenterprise Assistance Project cluster involving 7 rural community foundations affiliates: Adair, Greene, Boone, Story, Hardin, Mitchell, and Okoboji Foundation. CVC worked with Iowa MicroLoan, Rural Development Partners, and Ag Ventures Alliance to successfully apply for the USDA Rural Microentrepreneur Assistance Program (RMAP) and received a \$400,000 loan fund and \$100,000 technical assistance grant. CVC collaborated with Iowa MicroLoan the Iowa Small Business Development Centers (SBDCs) and IDED to implement a \$5 million Iowa Small Business Loan Program. CVC worked with Iowans for Social and Economic Development to reinvigorate a dormant Community Development Financial Institution certified by the US Treasury and tendered an application for a \$600,000 project that includes a \$450,000 equity fund for a ten county regional local food project in Southeast Iowa. CVC organized a Fast Trac certification workshop for 30 potential facilitators

from Main Street Programs, Extension, Horizon Communities, New Iowans Center, and Iowa MicroLoan. CVC provided technical assistance support for the Iowa Foundation for Microenterprise and Community Vitality (IFMCV) during its second year of operation. All Microloan borrowers are entrepreneurs who have previously been denied credit from conventional lenders. IFMCV approved 15 MicroLoans and 25 Iowa Small Business Loans spread across Iowa during 2010. These direct loans were leveraged with local loans to create nearly \$2.5 million in new investment during a recessionary period in which the recovery lacked momentum. In turn, the technical assistance and new investment generated or retaining approximately 102 direct jobs and 179 direct, indirect and induced jobs.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

#### Outcome #6

##### 1. Outcome Measures

Community planning: Communities participating in training sessions.

Not Reporting on this Outcome Measure

#### Outcome #7

##### 1. Outcome Measures

Community institutions, health and social services: Community improvements made

##### 2. Associated Institution Types

- 1862 Extension
- 1862 Research

##### 3a. Outcome Type:

Change in Condition Outcome Measure

##### 3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	927

##### 3c. Qualitative Outcome or Impact Statement

###### **Issue (Who cares and Why)**

Iowa municipal employees must also deal with constantly changing legislation and procedures. Many communities in Iowa are still recovering from severe flooding or tornado damage that

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created a new set of problems local officials and organizations are still addressing. An added dimension has been the country's financial crisis, particularly in terms of housing. State, county, and local government revenues are down because of the slow economy as well and need information about planning fiscal year budgets. As part of its restructuring process, ISU Extension was required to assess whether or not it is meeting client needs.

#### **What has been done**

Extension Office of State and Local Government Programs conducted its annual municipal professionals' certification program. ISU Extension CED and the Iowa League of Cities conducted six budget workshops throughout the state to help Iowa's city clerks and finance officers prepare for the fiscal 2012 budget. Extension CED partnered with the Iowa Finance Authority to develop a statewide housing policy, and Extension CED continued to assist in establishing local housing trust funds.

#### **Results**

In 2010, 293 municipal professionals were trained at the Extension Office of State and Local Government Programs municipal professionals' certification program. Five hundred city clerks and finance officers attended budget workshops conducted by Extension CED and Iowa League of Cities. Extension CED partnered with the Iowa Finance Authority to develop a statewide housing policy. Extension CED assisted 1 city and 5 regions in establishing housing trust funds. Extension CED conducted 8 thematic focus groups with 52 attendees from IDEED, Iowa DOT, Iowa Workforce Development, Manpower, councils of government, and other stakeholders. CED held 10 regional focus groups with 82 attendees, consisting of nutritionists, local vegetable growers, and fitness professionals.

#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
805	Community Institutions, Health, and Social Services

#### **V(H). Planned Program (External Factors)**

##### **External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes

##### **Brief Explanation**

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

##### **1. Evaluation Studies Planned**

- After Only (post program)
- Time series (multiple points before and after program)
- Case Study

- Other (focus groups)

## **Evaluation Results**

ISU Extension Community and Economic Development conducted three roundtable meetings at Town/Craft to address the following issues: gap between research and Extension, biofuels and the rural economy, and elder-friendly communities. For the Community Visioning Program, random surveys of residents in six communities were conducted to obtain feedback for the development of transportation enhancement concepts.

## **Key Items of Evaluation**

Need for better community programming. Community programming is often not intuitively related to what is seen as Agricultural Extension. In cooperation with the Southwest Iowa Latino Resource Center and the nonprofit educational corporation Experience Education, Community and Economic Development expanded its Spanish-language DVD series, *Éxito en el Norte*, designed to help immigrants adjust to life in Iowa and the United States. CED continued to publish its quarterly newsletter and improve the Program Builder website, and continues to develop ongoing programming into products. ISU Extension revamped its data services program with the development of ReCAP (Regional Capacity Analysis Program) to enhance the ability of communities to do economic development planning.