

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Community and Economic Development

Reporting on this Program

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%		100%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	25.0	0.0	12.6	0.0
Actual Paid Professional	7.9	0.0	0.8	0.0
Actual Volunteer	3.0	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	1890 Extension	Hatch	Evans-Allen
656262	0	102554	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
656262	0	102554	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1710536	0	1103914	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 in developing and implementing plans for physical and social community improvements.

Research and outreach to communities were 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. Special services were developed to aid Iowa communities that suffered from flooding or other disasters. We conducted participatory research, outreach and training with leaders, workers and individuals to improve the effectiveness and skills of leaders and volunteers in community organizations. We partnered with local economic development organizations to create two new joint economic development-Extension specialist positions. We also partnered with the University of Wisconsin Extension and the City of Dubuque to create a joint faculty line position that will focus on issues important to the greater Dubuque regional economy and develop successful strategies that can be replicated in other communities in Wisconsin and Iowa.

Faculty participated in relevant multistate research committees: NC1030, NC1034, and NE1029.

2. Brief description of the target audience

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

3. How was eXtension used?

Gary Taylor is on the leadership team for the Land Use Planning and Zoning eXtension Community of Practice (COP). The COP held four in-service webinars and published an additional 12 fact sheets during the year.

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	151365	683011	0	0

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

Patent Applications Submitted

Year: 2012

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2012	Extension	Research	Total
Actual	1	5	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of articles, publications, reports, plans.

Year	Actual
2012	229

Output #2

Output Measure

- Community planning and visioning: showcasing community development at the national level

Year	Actual
2012	275000

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 planning and visioning: showcasing community development at the national level.

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

Year	Actual
2012	35

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. Issues facing communities include Iowa's aging population, and wellness issues such as adult and childhood obesity.

Several severe weather events, including flat-line winds, flooding, tornadoes, and most recently the drought have affected Iowa towns, increasing in both number and severity. As a result, many Iowa communities are in a state of recovery.

What has been done

The Iowa's Living Roadways (ILR) Community Visioning Program assists small Iowa communities in developing enhancement plans that reflect the values and identity of the community. The program provided technical landscape and transportation planning assistance to 12 Iowa towns. ISU Extension Community and Economic Development (CED) developed mapping technology for use by school districts to create safe routes to school. The Community Design Lab was created to assist communities with design challenges at multiple scales and see projects through to implementation. The College of Design's Bridge Studio aimed to develop sustainable development ideas in Cedar Rapids neighborhoods still recovering from the 2008 flood. The landscape architecture community design studio worked with Mapleton to identify strategies for its long-term recovery from a devastating tornado in 2011.

Results

The 12 visioning communities received a conceptual design plan, a feasibility study and assistance in implementation planning. Types of projects completed include roadside plantings, signage or signage improvements, streetscape enhancements, downtown area improvements, parks and other infrastructure improvements. The 2012 Community Design Lab worked on the 6th

Avenue corridor in Des Moines. In the Cedar Rapids Time Check neighborhood, volunteers from local schools and churches built fields and the first harvest from the urban garden was May 2012. Extension CED employed mapping technology using smartphones for SRTS (I-WALK) in 4 communities, resulting in requests from other communities in multiple states for similar projects. The Community Design Studio developed a series of proposals for Mapleton that addressed community infrastructure, renewable energy, recycling, and new uses for open space. Mapleton applied for and was accepted for the 2012 Iowa's Living Roadways Projects Program and the 2013 Community Visioning Program.

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.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	60

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 small Iowa communities also lack resources and expertise to develop comprehensive plan and individual community improvement projects. Issues facing communities include Iowa's aging population and wellness issues such as adult and childhood obesity. Several severe weather events, including flat-line winds, flooding, tornadoes, and most recently the drought have affected Iowa towns, increasing in both number and severity. As a result, many Iowa communities are in a state of recovery.

What has been done

Design studios worked with 7 communities in 2012. The College of Design initiated a Community Design Lab that will help communities think through design challenges at multiple scales. The lab

worked with 6th Avenue corridor neighborhood in Des Moines. CD-DIAL (Community Development Data Information and Analysis Laboratory) provided technical assistance in program evaluation, research methods and data analysis to communities, agencies and organizations. The landscape architecture community design studio worked with the town of Mapleton on its recovery efforts following a devastating tornado.

Results

Through the College of Design PLaCE (Partnering Landscape and Community Enhancement) program, the communities of Perry, Dubuque, Maquoketa and Ottumwa, as well as Adair County, partnered with design studios on various planning projects. PLaCE projects completed included a county comprehensive plan, a way-finding plan, an outdoor facilities master plan and three storefront redesign plans. The 2012 Community Design Lab redeveloped the 6th Avenue corridor in Des Moines, including working green storm-water infiltration systems in the design of bike trails. CD-DIAL conducted four surveys in 12 communities: Oelwein Area Health Assessment, City of Ames Residential Satisfaction Survey, Dual Language Preschool Program Survey, and Maquoketa Future Choices Survey. The Community Design Studio developed a series of proposals for Mapleton that addressed community infrastructure, renewable energy, recycling, and new uses for open space. Mapleton applied for and was accepted for the 2012 Iowa's Living Roadways Projects Program and the 2013 Community Visioning Program.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

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	Actual
2012	2313

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 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.

What has been done

Extension Office of State and Local Government Programs (OSLGP) 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 2013 budget. Other educational programs provided by OSLGP included training for newly elected officials with MIDAS, council and mayor training, Iowa Library Association training, advanced accounting and Comprehensive Annual Financial Report (CAFR) and TIF (Tax Increment Financing) certification training. In spring 2012, introduction to planning and zoning workshops were conducted in seven communities throughout the state. The sustainability specialist in Fairfield Iowa collaborated with Alliant Energy to pilot the Alliant Energy Hometown Rewards program.

Results

In 2011, 306 municipal professionals were trained at the Extension Office of State and Local Government Programs municipal professionals' certification program. More than 600 city clerks and finance officers attended budget workshops conducted by Extension CED and Iowa League of Cities. Nearly 300 planners and local officials attended planning and zoning workshops held in six locations in the state. Extension CED partnered with the Iowa Finance Authority to develop a statewide housing policy. Extension CED assisted 36 counties in establishing housing trust funds, resulting in grants and leveraged resources totaling nearly \$3 million. Through the Alliant Energy Hometown Rewards Program, more than 500 Fairfield volunteers planted more than 400 trees over a weekend.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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	Actual
2012	56

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. As the immigrant population grows, the demand for Latino business and community development assistance grows.

What has been done

CED submitted a proposal for a second specialist with expertise in minority businesses and leadership. CED partnered with the University of Minnesota to assess the financing and technical assistance needs of underserved entrepreneurs and identify barriers separating them from providers of those services. We also partnered with the University of Wisconsin Extension and the City of Dubuque to create a joint faculty line position that will focus on issues important to the greater Dubuque regional economy and develop successful strategies that can be replicated in other communities in Wisconsin and Iowa. Research project funded by US EDA working with regional trade centers to identify strategies to engage private businesses and public entities in adopting TBL (triple bottom line) sustainability measures into long-term planning.

Results

In fall 2012, a second community development specialist with expertise in minority business and leadership development was hired and works out of Town/Craft in Perry. A two-day roundtable discussion was held at the Town/Craft center in Perry, a community with a Latino population of 35%. The outcome of the underserved entrepreneurs project will be a proposal to develop, pilot and implement new curricula for Extension professionals to use in working with underserved entrepreneurs, financial institutions, and technical assistance providers in nonmetro areas. Two shared economic development-community development specialists were established in Keokuk and Cedar County. The project was piloted in Carroll and Keokuk and the team is now working with Centerville. CED launched a new program called "Communities to Community" (C2C), through which CED will partner with to five Iowa communities in different areas the state. C2C will offer a two-year schedule of bundled design, educational, business and leadership development services available through CED and the ISU College of Design.

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	Actual
2012	350

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. CVC and ISU Extension created the Iowa Microloan Program to provide microcredit and technical assistance statewide to small businesses. CED enhanced its support of immigrant entrepreneurship by hiring a second Latino business and community development specialist. CED continued to promote entrepreneurship through programs such as First Step FastTrac classes and Exito en el Norte Spanish-language DVD series.

Results

More than 200 businesses were expanded or improved and 1,300 local business leaders and entrepreneurs were assisted in creating and/or retaining approximately 350 jobs. More than 120 businesses were started or assisted with help from ISU Extension CED. Of those, approximately 100 were minority entrepreneurs.

Latino businesses that have benefited from Extension CED's efforts include bakeries, restaurants, grocery stores, clothing stores, and even goat meat producers. ISU Extension CED and the University of Minnesota developed a proposal to assess the financing and technical assistance needs of underserved rural entrepreneurs--particularly Latino entrepreneurs--and identify barriers separating them from service providers. Since its inception in 2008, Iowa Microloan has approved more than 50 loans to small entrepreneurs across Iowa who were unable to access capital for their business.

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.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	360

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. Several severe weather events, including flat-line winds, flooding, tornadoes, and most recently the drought have affected Iowa towns, increasing in both number and severity. 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.

What has been done

ISU Extension CED conducted leadership training through Developing Dynamic Leaders, the Nonprofit Management Academy, GIS workshops, planning and zoning workshops, and financial accounting courses. CED launched Community to Communities (C2C) to help communities identify strategies for reinventing themselves to meet the changing needs of their residents and to attract new residents and businesses. Programs such as Community Visioning and I-WALK teach citizens how to assess their community assets, needs, and desires, and how to use this information in making informed decisions. Community development specialists help community leaders address issues such as housing, disaster recovery, and reduced financial resources. The Sustainable Economies project was created to help communities develop strategies for sustainable growth.

Results

The town of Waukon is learning to redefine itself as an elder-friendly community through the C2C program. Ottumwa has also initiated C2C to evaluate the housing situation. Roughly 50 volunteers in 12 communities completed participatory planning through Community Visioning, while teachers, parents, students, and local leaders in four communities evaluated safe routes to school in their communities through I-WALK. Carroll and Centerville participated in the Sustainable Economies project, which uses economic analysis of financial, social and environmental indicators to develop strategies for sustainable growth. This project earned national recognition for excellence from the University Economic Development Association. More than 300 communities benefited from leadership, planning and zoning, GIS, and financial accounting workshops.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #7

1. Outcome Measures

Community planning and visioning: showcasing community development at the national level.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	275000

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Every year the Smithsonian Folklife Festival, a 10-day event attracting more than 1 million visitors, commemorates our living heritage by presenting community-based, cultural exemplars. The 2012 theme was "Campus and Community: Public and Land-grant Universities and the USDA at 150." ISU was one of 17 universities selected to participate in the festival and was the only university that focused on design's role in outreach. The exhibit showcased ISU as a leader in the unique, ongoing partnership between the College of Design and Extension CED in applying creative problem solving to find innovative solutions to communities' complex challenges.

What has been done

The ISU exhibit communicated multi-layered message through a mix of interactive technology and personal conversation, in which ISU Extension CED was featured prominently, along with the College of Design outreach projects such as PLaCE (Partnering Landscape and Community Enhancement), the ILR Community Visioning Program, and the landscape architecture community design studio. College of Design faculty and staff, as well as CED community development specialists, staffed the exhibit during the festival and interacted one on one with festival attendees.

Results

The ISU Smithsonian Exhibit was displayed on the National Mall in Washington DC for 10 days during the period June 27 through July 8 and ISU faculty, staff, and Extension community development specialists were on hand to answer questions from the public and to explain the role of the College of Design and ISU Extension and Outreach in community planning, development and problem solving. The exhibit was also ISU's focal point at both the Iowa State Fair and the Farm Progress Show. US Secretary of Agriculture Tom Vilsack visited the exhibit at all three venues and spent time talking with the staff about design outreach programs. Based on the annual attendance at each of these events, an estimated 275,000 people saw the exhibit and/or interacted with ISU faculty and staff.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

The economy is a major external factor affecting ISU Extension CED outcomes because not only has it led to a shrinking state budget, but more communities need assistance with budgeting and financial management, and some local businesses are struggling. That said, the economic climate is good for entrepreneurship, and CED has

assisted in starting new businesses throughout the state. Natural disasters that occurred as far back as 2008 continue to affect Extension CED outcomes. Communities such as Cedar Rapids are still recovering from the 2008 flood, east central Iowa is still rebuilding after flat-line winds, and more than half of the trees in Mapleton were destroyed by a tornado in 2011. CED specialists have been working with these communities on issues such as affordable housing, land use practices, population shifts, and other disaster-related issues. The immigrant population of Iowa continues to grow and CED has responded with diversity training, assistance for immigrant entrepreneurs, and providing training on parenting skills, budgeting, and language.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

ISU Extension Community and Economic Development launched the Community to Communities project to work with communities on issues such as affordable housing, health and wellness, and economic sustainability. These community projects involve random sample surveys in such topic areas as health care, health systems, economic development, land use, transportation, and environment and conservation. For the Community Visioning Program, random surveys of residents in seven communities were conducted to obtain feedback for the development of transportation enhancement concepts. The I-WALK project surveyed teachers and conducted mapping workshops with parents and children in four communities that needed to assess their routes to school.

Key Items of Evaluation

Need for better community programming. Community programming is often not intuitively related to what is seen as Agricultural Extension. CED continued to publish its quarterly newsletter and improve the CED and the Program Builder websites, and continues to develop ongoing programming into products. The College of Design initiated a Community Design Lab that is helping communities think through design challenges at multiple scales, many of which are part of disaster recovery (e.g., Cedar Rapids). Providing support in disaster recovery is crucial with the increasing number of severe weather events in Iowa. Several CED initiatives addressed healthy communities (NE Food and Fitness, I-WALK, Oelwein area health needs assessment). CED continues to develop programming for the growing Latino population in Iowa, including the creation of a second Latino business and community development specialist.