

V(A). Planned Program (Summary)

Program # 4

1. Name of the Planned Program

Community 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
124	Urban Forestry	2%		0%	
131	Alternative Uses of Land	5%		5%	
134	Outdoor Recreation	5%		5%	
601	Economics of Agricultural Production and Farm Management	5%		20%	
602	Business Management, Finance, and Taxation	3%		0%	
603	Market Economics	3%		5%	
604	Marketing and Distribution Practices	3%		5%	
605	Natural Resource and Environmental Economics	5%		10%	
608	Community Resource Planning and Development	15%		20%	
609	Economic Theory and Methods	0%		5%	
610	Domestic Policy Analysis	5%		5%	
802	Human Development and Family Well-Being	20%		0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	10%		20%	
805	Community Institutions, Health, and Social Services	9%		0%	
806	Youth Development	5%		0%	
903	Communication, Education, and Information Delivery	5%		0%	
	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	5.8	0.0	3.0	0.0
Actual Paid Professional	7.6	0.0	0.0	0.0
Actual Volunteer	0.0	0.0	1.7	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
199282	0	132228	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
199282	0	132228	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
374941	0	582377	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- The Community Development Team has implemented the Community Coaching for Grass Roots Action program to meet the needs of rural communities that desire a focus on action (rather than protracted educational delivery). Similar involvement is reported for several local economic development councils and similar citizen-led initiatives, several of which formed through catalyzing efforts by Community Development Team members.

To help communities understand inter-related activities, Ripple Effects Mapping has been initiated in several Horizons communities. Customer Service workshops, Business and Community Entrepreneurship, and Smart Growth workshops have been delivered, as have been a number of workshops that focus on local, sustainable food systems and enterprise development, including support for Big Wood River Raspberries, local farmers markets, the Blue Sage Farm and Green Goat Farm, work on forages and marketing, and exploration of a Sustainable Food Systems Farm. Extension conducted an economic impact study and a rapid market assessment.

A youth entrepreneurship program was initiated as a pilot for the state and faculty continued delivering USDA Rural Business Enterprise Grant funded workshops on small business development, primarily focusing on art marketing. Work began (with Washington State University Extension) to plan a joint small business development training that is a collaborative effort with other small business service providers.

In cooperation with community leaders, faculty helped to organize and manage several community projects, including a Xeriscaping Golf Course project, Community Gardens, People's Gardens, County Fair projects and a Fire-Wise Landscaping project. Other efforts include a county comprehensive groundwater plan, emergency preparedness plans, and a civil defense working group.

Families are included in the community development portfolio through the Just-in-Time Parenting program (website and newsletter), estate planning workshops, and the Idaho's Journey diversity tour.

2. Brief description of the target audience

Target audiences include:

- Small business owners in Idaho
- Government organizations/agencies in Idaho
- Community non-profit organizations
- Entrepreneurs - current and future
- Elected officials & decision makers (state & local)
- State & local employees
- New leaders and individuals currently serving in leadership roles
- Rural communities
- UI staff and volunteers
- Educators
- Youth
- Families

Target audiences will participate in educational training opportunities. In many instances target audiences will also be involved in designing of programs, serving on steering committees, teaching of curriculum, recruiting of program participants, and in evaluation & redesign of programs.

3. How was eXtension used?

unknown

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	7230	27347	875	352

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	40	41

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Steering Committees/Teams formed.

Year	Actual
2012	8

Output #2

Output Measure

- Materials/Curriculum developed.

Year	Actual
2012	2

Output #3

Output Measure

- Presentations/Workshops delivered

Year	Actual
2012	71

Output #4

Output Measure

- Series/Short Courses/workshops - organized &/or taught

Year	Actual
2012	22

Output #5

Output Measure

- Conference posters/presentations

Year	Actual
2012	10

Output #6

Output Measure

- Boards & Communities - Facilitated/Mentored/Coached.

Year	Actual
2012	27

Output #7

Output Measure

- Communities served.

Year	Actual
2012	59

Output #8

Output Measure

- Counties served.

Year	Actual
2012	44

Output #9

Output Measure

- web-based educational materials developed

Year	Actual
2012	2

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	O: Effective local leadership: Elected officials, decision makers, government agencies, and civic organizations will become knowledgeable about data relevant to their communities. I: Number of participants who increase knowledge about local data and how to find it. (Retrospective Post)
2	O: Entrepreneurs: Current & future Idaho Entrepreneurs learn business practices and develop skills needed for starting a business. I: Number of participants learning skills
3	O: Customer: Small business owners and government organizations adopt customer oriented operating practices. I: Percentage of participants indicated adoption of practices. (customer service follow-up checklist)
4	O: Leadership: Incumbent and emerging leaders learn skills for leadership positions. I: Number of participants with increased skills (pre-post test)
5	O: Leadership: New leaders will assume leadership roles. I: Number of new leaders serving in communities. (1 yr. follow up checklist/count)
6	O: Family Life: Users of web-based family life materials find useful information that addresses their needs. I: Number of participants accessing the materials who rate the information as useful
7	O: Human capital development. I: Youth gain understanding of post-high school educational opportunities.(Retrospective pretest)
8	O: Regional business development: Economic and business development organizations collaborate at a regional level to offer comprehensive business training and support to local communities. I: Number of regions, counties or clusters of communities establishing a regional business development effort. (Retrospective Post)
9	O: Social Capital Development: Community Partnerships will be developed through community networks and mentoring. I: Number of participants in network and mentoring relationships.
10	O: Spaces and Places: Student teams will develop design concepts that meet community planning and design needs. I: Completed design project.
11	Entrepreneurs establish or expand their business. Number of business clients establishing new businesses or expanding existing businesses (measured every third year)

Outcome #1

1. Outcome Measures

O: Effective local leadership: Elected officials, decision makers, government agencies, and civic organizations will become knowledgeable about data relevant to their communities. I: Number of participants who increase knowledge about local data and how to find it. (Retrospective Post)

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

O: Entrepreneurs: Current & future Idaho Entrepreneurs learn business practices and develop skills needed for starting a business. I: Number of participants learning skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	58

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

People struggle with all the details, where to start in developing businesses and fostering the correct environment.

What has been done

Technical assistance was provided to numerous small businesses - several were start-up businesses, others were established businesses interested in growing. Assistance was provided through workshops and individual consultation and mentoring.

Results

Several businesses have developed new business plans and others have adopted specific practices such as the creation of a web presence. Many business owners have gained new skills and knowledge. These efforts are all continuing.

4. Associated Knowledge Areas

KA Code	Knowledge Area
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134	Outdoor Recreation
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
903	Communication, Education, and Information Delivery

Outcome #3

1. Outcome Measures

O: Customer: Small business owners and government organizations adopt customer oriented operating practices. I: Percentage of participants indicated adoption of practices. (customer service follow-up checklist)

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

O: Leadership: Incumbent and emerging leaders learn skills for leadership positions. I: Number of participants with increased skills (pre-post test)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	71

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural communities that rely on volunteers and small groups of people that work well together to accomplish community development. Government and other services are limited in small towns.

What has been done

Asset identification, visioning, and small group decision-making workshops were taught to New Meadows residents interested in community and economic development as part of the Community Coaching for Grassroots Action leadership program.

Results

Ongoing projects were initiated with some successfully receiving funding. A \$50,000 grant was obtained to install sidewalks on New Meadows Main Street. Community members have a common vision and better skills for developing effective and positive working relationships.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services
903	Communication, Education, and Information Delivery

Outcome #5

1. Outcome Measures

O: Leadership: New leaders will assume leadership roles. I: Number of new leaders serving in communities. (1 yr. follow up checklist/count)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	11

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural communities that rely on volunteers and small groups of people that work well together to accomplish community development. Government and other services are limited in small towns.

What has been done

Formation of four action teams and a steering committee; Team coaching and leadership training; four trainings to develop a community organization to run the Orofino Farmers Market, including workshops on conducting meetings, writing bylaws, taking meeting minutes, electing officers, creating volunteer job descriptions, running a farmers market, etc.

Results

The action teams were widely credited with results already reported elsewhere. At least three of the MV team leaders sustained throughout the year, and the program just recently started two more teams. Valley County gained two action team leaders. Formation of a formal five member board of directors for the Orofino Farmers Market with bylaws, officers, and volunteers. They successfully took over and ran the market for the 2012 market year (June - October). A market assessment was conducted by Extension on September 25 with an estimated \$1500 in gross sales that day.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services
903	Communication, Education, and Information Delivery

Outcome #6

1. Outcome Measures

O: Family Life: Users of web-based family life materials find useful information that addresses their needs. I: Number of participants accessing the materials who rate the information as useful

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	350

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Parents of young children are short on time and timely research based child rearing information. Parents and grandparents are interested in learning developmental stages to help them understand development growth.

What has been done

The Just in Time Parenting Newsletter was created for parents of children from prenatal to age 5, with electronic delivery on a monthly or bi-monthly basis. Family newsletters went to over 300

families every 2 months with articles that covered healthy living choices. The website provided information and links to University healthy-living websites. Flyers were distributed at events to promote the EFPN classes being offered.

Results

National data on the JITP show that users rate the information as timely and useful.

4. Associated Knowledge Areas

KA Code	Knowledge Area
802	Human Development and Family Well-Being
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services

Outcome #7

1. Outcome Measures

O: Human capital development. I: Youth gain understanding of post-high school educational opportunities.(Retrospective pretest)

Not Reporting on this Outcome Measure

Outcome #8

1. Outcome Measures

O: Regional business development: Economic and business development organizations collaborate at a regional level to offer comprehensive business training and support to local communities. I: Number of regions, counties or clusters of communities establishing a regional business development effort. (Retrospective Post)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Rural communities are begging for assistance with developing small businesses. Providing services to very remote isolated communities is expensive. Also, in order to be successful, entrepreneurs need a supportive environment that is also lacking in many rural areas. For these reasons, a collaborative approach that links service providers and avoids duplication can provide the consistency and support networks needed by small businesses.

What has been done

In North central Idaho a collaborative effort of community and economic development professionals are working together to help small businesses obtain micro loans.

Results

Three small businesses (graphic arts, small farm & bakery) are in the process of applying for small loans with the assistance of the regional collaborative group.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
805	Community Institutions, Health, and Social Services

Outcome #9

1. Outcome Measures

O: Social Capital Development: Community Partnerships will be developed through community networks and mentoring. I: Number of participants in network and mentoring relationships.

Not Reporting on this Outcome Measure

Outcome #10

1. Outcome Measures

O: Spaces and Places: Student teams will develop design concepts that meet community planning and design needs. I: Completed design project.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	2

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

People in the community of Moore feel the need to have a "neutral" location to have community activities and Butte County lacks a large facility for family and community gatherings outside of the school.

What has been done

Members of the Moore Community Association (a Horizon outcome) expressed the need to develop a facility. We have helped facilitate this by putting the MCA in contact with UI Architecture, the High County RC&D and with Senator Risch's Office who are interested in the project.

Results

The MCA now has developed some criteria for design of the building, have acquired land for the building and are working with the HC RC&D to develop plans and funding for the project.

4. Associated Knowledge Areas

KA Code	Knowledge Area
124	Urban Forestry
131	Alternative Uses of Land
134	Outdoor Recreation
608	Community Resource Planning and Development
903	Communication, Education, and Information Delivery

Outcome #11

1. Outcome Measures

Entrepreneurs establish or expand their business. Number of business clients establishing new businesses or expanding existing businesses (measured every third year)

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	7

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Local business provide employment for local residents, and if locally own further add to the economic base in rural communities.

What has been done

Assistance was provided through the Business Center to Family Dollar Corp, Bobbies Dollhouse, DeJavue, for regulatory issues promotion and merchanzing of the business. New business formation assistance was provided to Big Wood River Raspberries. Assistance was provided to help expansion for Blue Sage Farm and Green Goat Farm.

Results

Seven businesses were created or expanded in rural Idaho.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
602	Business Management, Finance, and Taxation
603	Market Economics
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Competing Programmatic Challenges

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Kelly's Whitewater Park (Kelly's) in Cascade, Idaho resulted from an asset-driven economic development effort led by the University of Idaho Horizons project. The park was intended to fill the void after the local sawmill closed in 2001.

A 2007 University of Idaho Extension community leadership program (Horizons) provided the necessary momentum to turn this idea into action. The primary intent of this study is to evaluate initial results and identify constraints and leverage potential for the park's economic impact. The study identifies community integration and urban connectivity as constraints and value-added activities as leverage.

The study's secondary purpose is to clarify and validate visitor-counts to aid the community in a more effective discussion.

The study used a quantitative survey design with a self-administered questionnaire. Results are based on 243 interviews conducted at 24 sessions, randomly covering the open park-hours on weekdays and weekend days during the months of July and August. With only eight interviewees (3%) refusing to answer, the survey results are accurate with plus/minus variations of 6% at 95% statistical confidence.

Even though 60% of park visitors originate from within a 2 hour drive, only 8% of the 40,000 unique daily visitors are from Valley County; 26% of visitors are from outside of Idaho. About 10,000 (25%) visitors came specifically for Kelly's. More than half (54%) of visitors had Kelly's as one of several destinations on their trip. The remaining 21% of visitors did not have the park as a planned destination and they were already in Valley County. Taking this into account the study estimates that 15,000 of the 40,000 unique daily visitors were new (incremental) to Valley County. Cascade, not being a strong tourist destination before Kelly's, can count 90% of 40,000 unique daily visitors as incremental.

The survey's results on spending-categories per visitor are extrapolated to visitor spending using typical spending patterns. Average stay per visitor is 1.7 days with an average spending of \$43/day, with the whitewater enthusiasts (25% of visitors) spending less - primarily because this relatively younger group favors camping over lodging in a hotel. The survey results on visitor origin and purpose of visit were used to determine the proportion of visitor spending that translates into economic impact.

Key Items of Evaluation

A conservative estimate of Kelly's economic impact on Valley County is then approximately \$600,000, representing 7.5 seasonal jobs and a tax impact of around \$84,000 (equally divided over state and federal receipts). The estimated impact for Cascade is around \$436,000, representing 5.5 seasonal jobs (excluding the jobs at the park). The park's economic impact is not concentrated in Cascade but seems more evenly distributed over Valley County as supported by long-term taxable sales trends in the three different sub-regions of Valley County.