

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: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	25.0	0.0	5.1	0.0
Actual Paid Professional	9.3	0.0	1.8	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
600018	0	228603	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
600018	0	228603	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
1751433	0	554116	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Conducted workshops and educational efforts with community organizations, individuals and leaders to assist developing and implementing plans for physical and social community improvements.
- Conducted research and outreach to communities on planning, zoning, resource management, and community and economic development activities using a variety of information dissemination methods.
- Held training sessions to improve skills of local government officials, community leaders and individuals.
- Provided long-term, disaster-recovery planning assistance to aid Iowa communities that suffered from flooding or other disasters.
- Conducted participatory research, outreach and training with leaders, workers and individuals to improve the effectiveness and skills of leaders and volunteers in community organizations.
- Faculty participated in relevant multistate research committees: NC1030 and NC1034.

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?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	52260	735622	1016	0

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

Patent Applications Submitted

Year: 2013

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2013	Extension	Research	Total
Actual	0	0	10

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of articles, publications, reports, plans.

Year	Actual
2013	296

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	Extension education, leadership training, and economic development through university collaborative.
8	Indirect contacts reached through Latino community outreach and economic development programming.

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
2013	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. 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 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 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 7 Iowa towns plus the 7 Amana Colonies villages. ISU Extension CED completed 15 I-WALK (Iowans Walking Assessment Logistics Kit) projects in 14 Iowa towns to help 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 LA Community design studio worked with Mapleton to identify strategies for its long-term recovery from a devastating tornado in 2011.

Results

Seven visioning communities and the Amana Colonies received conceptual design plans, feasibility studies, and implementation planning assistance. As a result, Mapleton received two ILR Project grants for planting and a REAP grant to develop a conservation area; and Fonda received a \$50,000 REAP grant to improve a park. In 2013, the Community Design Lab created proposals for Maquoketa, Centerville, Waukon, and the 6th Avenue Neighborhood in Des Moines. The CDL also assisted Carver Elementary School in Des Moines in planning a school garden.

The Community Design Studio developed proposals for Mapleton that addressed trails, infrastructure, and community lighting. The I-WALK project produced SRTS reports for 15 school districts.

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
2013	38

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 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

Sixteen community design projects were completed through the College of Design's PLaCE program, which partners design classes/individual students with communities and organizations in need of design and planning assistance. The ILR Community Visioning Program provided technical landscape and transportation planning assistance to 7 Iowa towns plus the 7 Amana Colonies villages. The Community Development Data Information Analysis Lab (CD-DIAL) conducted six surveys for five clients: Ottumwa, Oelwein, Waukon, Cerro Gordo County, and Ames. CED Extension partnered with Waukon, Ottumwa, and Maquoketa to conduct community

assessment and planning assistance through the Communities to Community (C2C) program.

Results

The PLaCE projects yielded 14 community reports; one design-build project including landscaping and interior design was completed for the House of Hope in Waterloo through PLaCE as well. Seven visioning communities and the Amana Colonies received conceptual design plans, feasibility studies, and implementation planning assistance. Communities are using the CD-DIAL surveys results as part of their long-term planning activities, such as county health improvement plans, housing plans, and economic development plans. C2C communities are conducting strategic planning based on the economic, demographic, and design analyses conducted by CED Extension faculty and staff.

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
2013	630

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Iowa municipal employees and planning officials must 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 Great Recession, particularly in terms of housing and jobs. State, county, and local government revenues are down because of the slow economy as well, so local government staff need information about planning fiscal-year budgets. Legislative and economic issues also impact nonprofit organizations.

What has been done

The Extension CED 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 workshops on finance, budgets, effective meetings and parliamentary procedures, annual urban renewal, and intergovernmental relations. Associate professor and Extension specialist Gary Taylor conducted eight Introduction to Planning and Zoning workshops. Taylor also worked with the Iowa DNR to develop a series of online videos on flood management ("Flooding in Iowa").

Results

In 2013, 299 municipal professionals were trained at the OSLGP municipal professionals certification program. Extension CED and the Iowa League of Cities trained 271 participants on Annual Urban Renewal, 368 on City Finance, 322 on effective meetings and parliamentary procedures, 32 on intergovernmental relations, 67 on improved citizen participation, and 6,043 on budgets. Two-hundred-forty-six planners attended planning and zoning workshops and 174 nonprofit employees attended nonprofit management academies in Linn and Marshall Counties.

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

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	61

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 recent 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

Extension CED is part of the Iowa Retail Initiative (IRI), a collaboration to create thriving rural communities. Extension CED maintains two specialists in Latino entrepreneurship and community development who work with Latino business owners, families, and youth. The Communities to Community program offers a two-year schedule of bundled design, educational, business and leadership development services available through Extension CED and the College of Design. Extension CED maintains partnerships and shares joint positions with the Keokuk Area Chamber of Commerce, the City of Fairfield, West Liberty (WE-LEAD), Cedar County (CCEDCO), and the regional development organization of Southwest Iowa (SWICO). Extension CED continued to conduct tours through its successful Road Scholar Program.

Results

The C2C program has generated \$106,488 for the Extension CED unit through partnerships with Ottumwa, Maquoketa, and Waukon. The IRI program has worked with local businesses in Spencer, Dubuque, Ottumwa, and Maquoketa on branding and merchandising. The Iowa Retail Initiative has also established projects in Shenandoah, Red Oak, and Clarinda. Through Alliant Energy's Hometown Rewards, Fairfield residents reduced their energy use by 8.5% and commercial customers cut energy use by 8%. Since 2012, 1,800 volunteer hours have been spent planting trees in Fairfield and Extension CED helped the community weatherize 2 homes. In 2013, the Road Scholar Program assisted 86 businesses, with a direct economic impact of \$203,615.

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

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	952

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Due to the 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

Community development specialists worked one on one with small business owners and entrepreneurs to start or strengthen their businesses and to assist them with writing business plans and navigating the business permit process. Community development specialist Frank Owens was involved in starting and supporting 18 local/regional housing trust funds with a dollar value of \$10,029,720 in new and rehabilitation housing construction in 2013.

Results

In 2012-13, nearly 700 jobs were created or retained. Approximately 200 businesses were started or assisted with help from Extension CED. Of those, 37 were minority entrepreneurs. The new and rehabilitation housing construction resulting from housing trust funds generated approximately 140 jobs in Iowa (80 jobs due to direct effect and 60 jobs due to indirect and induced effects).

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
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2013

33

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many Iowa communities lack the resources necessary to develop innovative projects and initiatives designed to improve economic development and quality of life for their citizens. The influx of immigrants to the state, particularly to Iowa's rural communities, creates the need for support to new Iowans who do not understand the US tax system, health-care system, and other aspects of US residency, as well as the need for long-time residents to adapt to their communities' changing demographics. Iowa's Healthiest State Initiative has created desire among Iowa communities to improve residents' wellness through education and changes to the built environment to make their towns safer and more convenient for physical activity. As local, state, and federal budgets become more limited, communities often turn to nonprofit organizations for financial and planning assistance.

What has been done

CED Extension conducted leadership training through Developing Dynamic Leaders, the Nonprofit Management Academy, GIS workshops, planning and zoning workshops, and financial accounting courses. Community to Communities (C2C) helps 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 decision making. Community development specialists help community leaders address issues such as housing, disaster recovery, and reduced financial resources. Through programs such as the College of Design's design camps for middle- and high-school students and JUNTOS, CED Extension educate youth on career options as well as strategies for pursuing higher education.

Results

Roughly 100 volunteers in 14 communities completed participatory planning through the Community Visioning Program, while 2,589 teachers, parents, students and local leaders in 15 school districts (14 towns) evaluated safe routes to school through the I-WALK program. The College of Design design camps were attended by 324 middle- and high-school students. CED specialists trained 420 middle-school students on diversity and the JUNTOS program assisted 12 families with higher education planning.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #7

1. Outcome Measures

Extension education, leadership training, and economic development through university collaborative.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Civic engagement is a key to successful community development; however, many communities lack the knowledge or resources to effectively engage their citizens and stakeholders. Training in leadership, building social capital, developing economic development strategies, and long-term planning is not always available or affordable. In light of the increase in number and severity of natural disasters in the Midwest, disaster preparedness, response, and recovery are particularly critical issues for many communities.

What has been done

Extension CED established a partnership with the City of Dubuque and the University of Wisconsin Extension to create a program for conducting research and outreach programming focused on community leadership development, Extension education, and community leadership in response to natural disasters. The University Community Development Collaborative is housed in Dubuque and staffed by a full-time, tenured faculty member who is shared by ISU and UW, and two ISU community development specialists.

Results

As a result of this unique partnership, ISU, UW, and the University of Illinois are hosting the 2014 Community Development Society Conference in Dubuque, where much of the city's economic development programs will be showcased at the national level. Collaborative staff have also successfully applied for two grants: "Longitudinal Study of Rural Community Social Capital, Amenities, and Quality of Life" (\$488,807) is follow-on of two earlier studies of Iowa towns and will provide an instrument for measuring changes in social climate of rural communities and the effectiveness of development strategies over the last 20 years; "Philanthropic Preparedness, Resiliency and Emergency Partnership Curriculum Development" will develop a curriculum for nonprofit organizations on disaster preparedness, response and recovery.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #8

1. Outcome Measures

Indirect contacts reached through Latino community outreach and economic development programming.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	500000

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The demographics of Iowa communities are changing. According to the 2010 US Census, 5% of Iowa's population is Latino, almost double that of the 2000 Census, in which Latinos made up 2.8% of the state's population. Woods & Poole Economics, Inc. projects that the Latino population in Iowa will reach 9.1 percent of the state's population by 2030. Since 2002, the number of Latino-owned businesses in the state has grown by nearly 60%.

What has been done

ISU Extension and Outreach Community and Economic Development (CED) has already been aggressively employing outreach strategies for this growing demographic. Since 2006, community development specialist Himar Hernandez has been working with minority businesses, community leaders, and new Iowa residents. ISU and University of Minnesota developed a proposal to assess financing and technical assistance needs of underserved entrepreneurs and identify barriers separating them from service providers. In 2012, a second community development specialist with expertise in Latino community and economic development joined the Extension CED staff.

Results

Extension CED's Latino outreach received national attention when the city of Ottumwa and CED specialist Himar Hernandez were featured on NBC's TODAY Show on Friday, April 12, 2013, in a piece on how communities adapt to changing populations. The TODAY Show learned about Ottumwa and Hernandez's work there in an article in the Wall Street Journal on November 8, 2012. The topic involved increasing Hispanic populations in the Midwest. Hernandez was mentioned for his work with Latino entrepreneurs in Iowa through ISU Extension and Outreach. Since the late '90s, the Latino population in Ottumwa has increased from virtually 0 to 20 percent. In late March a TODAY Show news crew visited Ottumwa to learn how the community has

changed and adapted to its newest residents. Hernandez was asked about his work helping entrepreneurial Latinos who are interested in starting their own business. The former Ottumwa mayor Dale Uehling told TODAY about the Latino population changes his city underwent and how the community responded while he was in office. Several Latino business owners and a representative from the school district were also interviewed.

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 because 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.