

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

**Program # 2**

**1. Name of the Planned Program**

Strengthening urban and rural community resources 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	45%	50%	0%	
610	Domestic Policy Analysis	10%	0%	0%	
723	Hazards to Human Health and Safety	10%	5%	0%	
724	Healthy Lifestyle	5%	5%	0%	
802	Human Development and Family Well-Being	5%	5%	0%	
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	5%	10%	0%	
805	Community Institutions and Social Services	5%	5%	0%	
806	Youth Development	5%	10%	0%	
902	Administration of Projects and Programs	5%	5%	0%	
903	Communication, Education, and Information Delivery	5%	5%	0%	
	<b>Total</b>	100%	100%	0%	

**V(C). Planned Program (Inputs)**

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

Year: 2014	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	5.0	2.0	0.0	0.0
<b>Actual Paid</b>	17.7	2.7	0.0	0.0
<b>Actual Volunteer</b>	0.0	15.0	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
192125	310382	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
192125	186975	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

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

#### 1. Brief description of the Activity

- Conduct workshops and meetings
- Deliver services
- Develop products, curriculum, resources
- Provide training
- Provide counseling
- Make assessments
- Work with the media
- Develop partnerships

#### 2. Brief description of the target audience

- Planners/Zoning officials
- General public
- Citizen committees
- Elected officials
- Regional Planning Councils
- Local government
- Technical users such as developers/builders/landowners/engineers
- Florida Association of Counties
- Extension faculty
- League of Cities
- State Legislators
- Post-secondary Students

#### 3. How was eXtension used?

eXtension was not used in this program

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

#### 1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Actual</b>	178690	425253	0	0

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

**Patent Applications Submitted**

Year: 2014

Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2014	Extension	Research	Total
<b>Actual</b>	6	0	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- {No Data Entered}

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

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

O. No.	OUTCOME NAME
1	Change in Knowledge Growth Management and Land Use Policy
2	Change in Behavior Growth Management and Land Use Policy
3	Change in Condition Growth Management and Land Use Policy
4	Change in Knowledge Civic Engagement, Leadership, and Community Development
5	Change in Behavior Civic Engagement, Leadership, and Community Development
6	Change in Condition Civic Engagement, Leadership, and Community Development
7	Change in Knowledge Economic Development
8	Change in Behavior Economic Development
9	Change in Condition Economic Development

**Outcome #1**

**1. Outcome Measures**

Change in Knowledge Growth Management and Land Use Policy

Not Reporting on this Outcome Measure

**Outcome #2**

**1. Outcome Measures**

Change in Behavior Growth Management and Land Use Policy

Not Reporting on this Outcome Measure

**Outcome #3**

**1. Outcome Measures**

Change in Condition Growth Management and Land Use Policy

Not Reporting on this Outcome Measure

**Outcome #4**

**1. Outcome Measures**

Change in Knowledge Civic Engagement, Leadership, and Community Development

Not Reporting on this Outcome Measure

**Outcome #5**

**1. Outcome Measures**

Change in Behavior Civic Engagement, Leadership, and Community Development

Not Reporting on this Outcome Measure

## **Outcome #6**

### **1. Outcome Measures**

Change in Condition Civic Engagement, Leadership, and Community Development

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

- 1862 Extension
- 1890 Extension

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

Change in Condition Outcome Measure

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

<b>Year</b>	<b>Actual</b>
2014	903

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

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

The Indian River Lagoon is a 156 mile long estuary that runs from Ponce DeLeon Inlet in Volusia County to Jupiter Inlet in Palm Beach County. The lagoon is found in all or part of five counties and contains 2,284 square miles. The latest figures available place the lagoon economic value at \$3.7 billion, 15,000 full and part time jobs and recreational opportunities for 11 million people annually. The lagoon generates an estimated \$30 million in annual fisheries sales and 50 % of the annual fish harvest along the east coast of Florida. In the spring of 2011 an algal bloom developed. In the summer of 2013, a brown tide developed. The algal bloom came back in 2013. Approximately 60% of the lagoon's seagrass was lost. Pelican, manatees and bottlenose dolphin deaths were showing up throughout the lagoon.

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

UF/ IFAS Extension Volusia County assisted the County of Volusia in developing a Fertilizer Ordinance to reduce nutrient flow into the lagoon. Two educational programs, one radio and two television interviews have been conducted explaining the Fertilizer Ordinance. Extension assisted the Marine Discovery Center and the Florida Fish and Wildlife Conservation Commission conduct two seagrass survey's. Extension also conducted six kayak programs in cooperation with the Marine Discovery Center to educate clientele on the importance of the lagoon and what they can do to protect the lagoon, and . partnered with a multi-agency group to conduct five underwater clean-ups of the Ponce DeLeon jetty, a popular local fishing destination.

#### **Results**

In addition to helping to develop the city's Fertilizer Ordinance, six hundred and sixteen pounds of marine debris was removed from the lagoon.

#### 4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
610	Domestic Policy Analysis
805	Community Institutions and Social Services
903	Communication, Education, and Information Delivery

#### Outcome #7

##### 1. Outcome Measures

Change in Knowledge Economic Development

##### 2. Associated Institution Types

- 1862 Extension
- 1890 Extension

##### 3a. Outcome Type:

Change in Knowledge Outcome Measure

##### 3b. Quantitative Outcome

Year	Actual
2014	550

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

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

Regional workshops allow participants to gain an appreciation of regional issues; identify regional partners and players; and provide networking opportunities to leverage new and existing efforts. Through these workshops Extension supports the sustainability ethic of the county by highlighting current research and relevant county policies, demonstrates economic viability of local food systems, and promotes the community benefits gained from local production and consumption.

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

UF/IFAS Extension organized Tampa Bay Food System: Planning for Prosperity, a regional half-day workshop. This event hosted in the City of Tampa was held in recognition of National Community Planning Month under the theme Health and Prosperity, and sought to educate attendees about food policies and collaborative partnerships. Pinellas County Extension partnered with University of South Florida Urban Planning Department and the Suncoast Section, Florida Chapter American Planning Association for this innovative event. The workshop included four sessions: Food Trucks & Fiestas, Tampa Bay Food Policies, Florida Farm to School, and Civic Agriculture. Twenty four participants attended from the four surrounding counties including

urban and community health planners, students, urban small farmers, and interested public.

### **Results**

The evaluations (n=15) revealed that many attendees were not familiar with Extension programs (46%) but 100% were pleased with the event, and 87% would attend a similar event in the future. Attendees reported increased knowledge gain (53%) and there was interest in additional topics like small farms, urban agriculture, and economic development. Although only 15% attended for professional credits, 100% attended due to interest in subject matter.

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

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

### **Outcome #8**

#### **1. Outcome Measures**

Change in Behavior Economic Development

Not Reporting on this Outcome Measure

### **Outcome #9**

#### **1. Outcome Measures**

Change in Condition Economic Development

Not Reporting on this Outcome Measure

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

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

- Economy
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges

#### **Brief Explanation**

Many parts of the state are still struggling due to the economy. This leads to greater numbers of people in need of help. Controversial issues such as climate change and GMOs take additional time and care when building relationships and trust with clientele, partners, and other stakeholders. Cuts to the university budget in year's past continue to have some impact. We are in the process of evaluating our Extension staffing needs statewide to ensure we are using our human resources most efficiently.

## **V(I). Planned Program (Evaluation Studies)**

### **Evaluation Results**

UF and FAMU's key evaluations, both quantitative and qualitative, are reported under the State Defined Outcomes section. Ideally, we would like to have statewide data on more focused, key indicators. UF/IFAS is currently working on an "Extension Toolbox" in Qualtrics that will store common survey instruments and questions for all our major planned programs to be used by UF and FAMU Extension county faculty and state specialists. This will greatly improve our ability to gather statewide data on issues related to community and resource development.

### **Key Items of Evaluation**

The outcomes associated with "Growth Management and Land Use Policy" are not reported on because we have changed our team structure for community development recently and do not collect data on this specific measure.