

V(A). Planned Program (Summary)

Program # 7

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%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	5.0	0.0	0.0	0.0
Actual Paid	0.7	0.0	0.0	0.0
Actual Volunteer	0.0	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
48995	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
48995	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
16458	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The Northeastern Nevada Regional Development Authority initiated a regional planning and community engagement process to explore future scenarios for Elko and Lander Counties based on local, regional, national and global trends and conditions. Currently, this process is gathering community input in Battle Mountain, Elko, Wells and West Wendover. Steering It Forward is a regional economic development planning process using scenario planning and community engagement to guide local decision making on future economic growth and development. The University Center for Economic Development used the Area Sector Analysis Process with the White Pine County Economic Development Authority to identify industries for location in White Pine County, NV. Agricultural producers in Nevada have a great opportunity to move into diversified, profitable farming operations through servicing the high demand market for locally grown, quality food products in the urban centers in Nevada. There are identified market demand for fresh produce with chefs and local farmer's markets. It is essential to provide a more stable income for producers and create a local food production and consumption system. Nevada Extension investigated the feasibility of producing niche products in Lincoln and Clark counties, and distribution systems and markets (consumer preferences and needs) statewide. The markets of focus included gourmet restaurants, specialty stores, and farmer's markets. The Lincoln County Action Engaged Leadership Team guided participants to take the lead and ownership of the groups' activities to change attitudes, produce leaders, create a county-wide identity and work to keep the valued attributes of the rural county lifestyle. The Lander County Comprehensive Economic Development Strategy (CEDS) supported Lander County to apply and be eligible for different federal economic development non-entitlement grants. Nevada Extension hosted two community workshops in Lander County to develop the CEDS. The team completed a Lander County CEDS, which was submitted to Lander County for final review. The Community Involvement Revitalization Project (CIRP) expands, increases and strengthen dialogue between the Washoe County Board of Commissioners and the citizens of the community.

2. Brief description of the target audience

Nevada Extension's target audiences for community and economic development activities include stakeholders in Nevada counties, including participants from business, government and educational sectors, growers interested in specialty crop and niche livestock in deserts targeting urban market and county, community and business leaders.

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
Actual	688	0	7	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
Actual	8	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Not reporting on this.
Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of individuals who gain knowledge about community and economic development.
2	Number of individuals who implement knowledge-based community and economic development.

Outcome #1

1. Outcome Measures

Number of individuals who gain knowledge about community and economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Based on results of a recent survey, skilled workforce, access to doctors and healthcare, partnerships to develop regional systems for economic development were dominant concerns for northern Nevada Counties. Elected and appointed government officials, state and federal agency heads, business owners and managers, and community leaders understand the need for long-term community planning to address primary cyclical economic activities, such as mining, which must be replaced with other economic drivers to sustain the community. Many northern Nevada economies are heavily dependent on mining and government services. They are also challenged by a narrow economic base, excessive distances to major markets, lack of amenities (social/cultural) and out-migrations of youth, all of which limit the potential to diversify. Paradoxically, many residents are also opposed to growth. Residents also want to retain youth and increase the number of non-service related jobs available. The major concerns regarding economic growth are related to retaining the rural character and preserving the natural beauty of the area. Many northern and central Nevada farms are small and medium-sized alfalfa hay and cow-calf operations with low average incomes. Agricultural producers in Nevada have a great opportunity to move into diversified, profitable farming operations through servicing the high demand market for locally grown, specialty products. There are identified market demands for fresh produce with chefs and local consumers. There is no community plan or program to get the residents of some counties working together to maintain the attributes of the community. The residents of these communities highly rate keeping their quiet rural lifestyle with abundant nature and safety for their children.

What has been done

Nevada Extension convened a project steering committee to enhance the participation of non-profit and government human service agencies, healthcare and education sectors and held

scenario planning workshops in two northern Nevada communities. Nevada Extension convened steering committee and community engagement meetings for the agriculture, federal and state government agencies that oversee natural resources, local government and education, utilities, healthcare and non-profit organizations and government agencies that address human services sectors. Participants identified 20 local and regional drivers that they considered most likely to shape the future of the region and ranked the top ten attributes that would create long-term economic development and the region's ability to be agile in changing environments. Nevada Extension provided education on the feasibility of growing niche products in the desert areas and delivering them directly to local markets. Nevada Extension designed an Agriculture Diversification program to provide the foundation of knowledge needed to move a community of growers from producing hay and calves to specialty niche markets for high end restaurants in Las Vegas. The program focuses largely on educating early adopters who will lead others by their actions. Nevada Extension met one-on-one with individual producers to discuss diversification opportunities and how to take advantage of them and held producer meetings on marketing opportunities together by forming a cooperative. Nevada Extension provided education on value adding local food products, presenting the lessons learned from the value-added grant activities at the Nevada Small Farm Conference. Nevada Extension participated in the Nevada Department of Agriculture conference in conjunction with the Farm Bureau Annual conference, assisted in establishment and operation of farmers markets where local goods were sold. Nevada Extension provided information on production techniques including crop choices, irrigation systems, hoop houses and organized and managed the How to create a successful produce business workshop as part of Nevada Beginning Farmer Rancher Program. Finally, Nevada Extension developed and ran the farmer discussion forum, Great Ideas from Growers, in which farmers from across the state met via video conference and telephone to learn from each other on the successes and failures in farming practices. Nevada Extension formed teams in Lincoln County. The teams completed projects composting for waste reduction and soil improvement for small scale agriculture and launching a Tourism Website for Lincoln County that links to other sites and activities in the area. Nevada Extension also organized, convened and hosted a very successful workshop on the Nevada Open Meeting Law.

Results

Nevada Extension successfully recruited participants for community engagement meetings for the agricultural sectors. This included federal and state government agencies that oversee natural resources, local government and education, utilities, and healthcare and non-profit organizations and government agencies that address human services sectors. A final report of the scenario planning was published and provided to the public. Six action planning teams were formed to address current conditions and opportunities: broadband infrastructure, industrial infrastructure, housing development, federal land policy, workforce development, Northeastern Nevada networks to develop regional systems for economic development. Nevada Extension shared economic planning results with citizen groups attending the industry sector meetings. The attendees at the small farm conference reported that they intend to use the information and gained knowledge. Post-event surveys of participants in the How to create a successful produce business workshop indicated that the participants found the educational information useful and highly valuable. The Community Value-Added Processing workshop in Lincoln County, NV project led to a collaborative relationship with faculty from Utah State University that will help small processors get review of new proposed new products. Nevada Extension facilitated review of a wide range of proposed commodities, including zucchini relish, strawberry rhubarb jam, chutney, harissa, barbeque sauce, frozen vegetable, refrigerated kimchee/sauerkraut, refrigerated salsa, cracker, cut and packaged vegetable, and dehydrated vegetables. Lincoln County's engaged leadership project teams completed their projects and rated the program as being very effective.

Participants demonstrated significant gains from before the program to after program in the following areas: Knowledge of Community Leadership, Skill and Attitude in developing project goals/plans and Skill in Running Meetings.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Number of individuals who implement knowledge-based community and economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

{No Data Entered}

What has been done

{No Data Entered}

Results

{No Data Entered}

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
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Grant funding availability)

Brief Explanation

Nevada's county health departments have varied requirements, some of which can prove difficult for small producers to meet. Strong metals prices support short term planning in counties with heavy reliance on a mineral extraction base. Decreased county revenues lead to decreased county support for Extension.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Nothing to report for this program sector.

Key Items of Evaluation

Nothing to report for this program sector.