V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Community and Economic Development Preparedness

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
<th>% 1862 Extension</th>
<th>% 1890 Extension</th>
<th>% 1862 Research</th>
<th>% 1890 Research</th>
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<tr>
<td>608</td>
<td>Community Resource Planning and Development</td>
<td>100%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td></td>
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</table>

V(C). Planned Program (Inputs)

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

<table>
<thead>
<tr>
<th>Year: 2009</th>
<th>Extension</th>
<th>Research</th>
</tr>
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<tr>
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<tr>
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2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

<table>
<thead>
<tr>
<th>Extension</th>
<th>Research</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Smith-Lever 3b &amp; 3c</td>
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<tr>
<td>1862 Matching</td>
<td>1890 Matching</td>
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<tr>
<td>681960</td>
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<td>1862 All Other</td>
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<tr>
<td>0</td>
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</table>

V(D). Planned Program (Activity)

1. Brief description of the Activity

The Community and Economic Development Preparedness Team and colleagues provide research-based education and assistance including facilitation and planning, geographic information system (GIS) mapping, presentations, professional development offerings through workshops, conferences and teleconferences, peer networking and mentoring, dissemination of teaching materials through websites, news media, publications, CDs and DVDs. In 2009, team members, colleagues and partners delivered Building Communities webinars on sustainability to nearly 500 people each month in Wisconsin and 6 other states. Economic Snapshots reached 150,000 readers of the Sunday Wisconsin State Journal. Housing foreclosure research informed public policy decisions and community responses to the foreclosure crisis.

Housing foreclosure analysis: The Cooperative Extension Center for Community and Economic Development (CCED) supports County and Tribal Extension educators. In partnership with the UW-Whitewater Fiscal and Economic Research Center (FERC) CCED specialists have collected and analyzed foreclosure data for all 72 counties for the past seven years. This research was used as a basis for awarding $38 million in funds for the Neighborhood Stabilization Program to areas of highest need in Wisconsin. Specialists have shared these data with policy makers and local housing groups and participated in a legislative hearing to inform Senate Bill 255, which requires mediation for home foreclosures. CCED and FERC are also beginning to analyze the impact of foreclosures on home values. CCED data are used by Extension educators and agency partners to develop local strategies dealing with the foreclosure crisis.
Building capacity for sustainable energy: Governor Jim Doyle and the Office of Energy Independence (OEI) created a new community-based energy initiative in 2008. The Wisconsin Energy Independent Community Partnership pairs communities with tools and resources to profitably and sustainably promote energy efficiency and local generation of renewable energy in keeping with the Governor's Energy Independence Executive Order of April 2007. The goal is to generate 25 percent of Wisconsin's electricity and transportation fuels from renewable sources by 2025. In 2009, the $500,000 grant program assisted 10 communities that serve as demonstrations to other communities statewide, six of these with Cooperative Extension facilitation.

Sustainable design specialist Sherrie Gruder worked with OEI, the Local Government Institute, Focus on Energy, and the Energy Center of Wisconsin to assist the pilots in accomplishing this. Eleven county community resource development and family living educators facilitated the sustainable energy planning process, which also included drafting the grant application, educating the community, gathering energy data and writing the final report. Each EIC pilot was successful in developing plans to reduce government energy consumption, educate their communities and develop local sources of renewable energy. Results are reported under outcomes 2, 4 and the evaluation studies section of this report.

2. Brief description of the target audience

Wisconsin Cooperative Extension Community, Natural Resource and Economic Development faculty, staff and colleagues reached a variety of audiences including community leaders, business owners, local elected officials, town, city, county and tribal governments, plan commissions, local planning departments, school districts, economic development practitioners, the news media, and diverse individuals, youth and families. Of the 19,340 adults reached through direct teaching methods in 2009, 92.2% were white, 2.8% were American Indian, 2.5% were African American, 2% were of other identity and 0.5% were Asian American; 56.5% were male and 43.5% were female. Of these, 1.8% (339) identified as Latino/a, who may be of any race. Community partners and the 470 volunteers trained made additional teaching contacts.

Extension colleagues are connected by email ListServ, online newsletters and shared resources such as webinars and the national Extension Disaster Education Network (EDEN) to quickly address critical timely issues such as the 2008 record flooding. State specialists and other professionals in this network collaborate with county faculty and staff, state urban and regional planning, national and international colleagues to research and align best practices, quality of life and other assets measurement and effective stakeholder involvement in making informed decisions to meet local needs effectively.

Partnerships: Community, Natural Resource and Economic Development (CNRED) campus and county faculty and staff collaborate with internal and external partners. Internally, within UW-Extension Cooperative Extension and the UW System, the Community and Economic Development Preparedness Team collaborates with the CNRED Energy Conservation and Renewable Energy Team, Sustainability Team, Family Living Programs and 4-H Youth Development colleagues, the UW-Madison Center for Community and Economic Development and Local Government Center, UW Stevens Point Center for Land Use Education, UW-Superior Northern Center for Community Economic Development, UW-River Falls Survey Research Center, and UW-Whitewater Fiscal and Economic Research Center. The team also collaborates with key external partners including the Wisconsin Counties Association, Wisconsin Towns Association, Alliance for Sustainability, Workforce Development Board of South Central Wisconsin, Wisconsin Department of Workforce Development, Wisconsin Department of Commerce Main Street Program, Neighborhood Stabilization Program, Focus on Energy program, and community, tribal and technical colleges.

Economic Snapshots: Expanding readership provides the means to reach a wide range of people and businesses, generating interest and comment from traditional and nontraditional audiences. For example, unemployment and the stock market were featured in December 2008 to move beyond media hysteria and provide unbiased facts and analysis to help people understand the situation and their options: http://www.uwex.edu/ces/cced/economies/economicsnapshot/index.cfm

Ultimate beneficiaries include diverse individuals, youth and families, community retailers, residents, neighbors, workers, employers, consumers, visitors.

V(E). Planned Program (Outputs)

1. Standard output measures

<table>
<thead>
<tr>
<th></th>
<th>2009 Direct Contacts Adults</th>
<th>Indirect Contacts Adults</th>
<th>2009 Direct Contacts Youth</th>
<th>Indirect Contacts Youth</th>
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<tr>
<td>Actual</td>
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<td>150000</td>
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</table>

Report Date 06/03/2010
2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2009
Plan: 0
Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

<table>
<thead>
<tr>
<th></th>
<th>Extension</th>
<th>Research</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
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<td></td>
</tr>
<tr>
<td>Actual</td>
<td>8</td>
<td>8</td>
<td>16</td>
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</table>

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

● {No Data Entered}
### V. State Defined Outcomes Table of Content

<table>
<thead>
<tr>
<th>O. No.</th>
<th>OUTCOME NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Participants will increase awareness, knowledge and/or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.</td>
</tr>
<tr>
<td>2</td>
<td>Participants, organizations and communities will have increased leveraged resources such as funding, in-kind service or volunteers.</td>
</tr>
<tr>
<td>3</td>
<td>Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.</td>
</tr>
<tr>
<td>4</td>
<td>Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.</td>
</tr>
<tr>
<td>5</td>
<td>Communities create, retain or expand sustainable economic opportunity for people.</td>
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</tbody>
</table>
Outcome #1

1. Outcome Measures

Participants will increase awareness, knowledge and/or ability to use data or information about economic trends and conditions and community strategies to address the issue: community and regional economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
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<td>1139</td>
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</tbody>
</table>

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)
Between 2006 and 2009, Wisconsin foreclosure cases increased by an estimated 75 percent. In response, the Wisconsin Department of Commerce was awarded $38.8 million in funds for the Neighborhood Stabilization Program (NSP) from the U.S. Department of Housing and Urban Development and directed to allocate the funds to areas of highest need. While foreclosure cases were being compiled at the state and county levels by UW-Extension Community Development Specialist Andy Lewis and Russ Kashian of UW Whitewater, the Department of Commerce could not properly evaluate foreclosure "hot-spots" in smaller geographic areas needed to distribute NSP funds.

What has been done
Working with 2008 foreclosure case data from the Wisconsin Circuit Court Access Program Web site, UW-Extension Cooperative Extension GIS Specialist Matt Kures geocoded (mapped) the addresses for more than 20,000 properties. The geocoded foreclosure cases were then aggregated by Census Tract to determine those areas with both the highest numbers and the greatest rates of properties facing foreclosure. Maps created for all 72 Wisconsin counties include tables that detailed the number of cases, rates and demographic characteristics for more than 1,300 Census Tracts.

Results
When the state was awarded $38 million in funds for the Neighborhood Stabilization Program and directed to allocate the funds to areas of highest need, Wisconsin was positioned with perhaps the best data set in the nation to assist with this decision. Andy Lewis and Matt Kures conducted a webinar for the Wisconsin Department of Commerce and communities interested in applying for NSP funds. The program focused on how to mine the foreclosure data to identify potential projects and to complete the NSP application. These data are used by extension educators to inform local strategies for dealing with the foreclosure crisis. This is now the primary source of housing foreclosure data being used by most Wisconsin news media and state agencies: http://www.uwex.edu/ces/cced/foreclosure_cases_censustract.cfm

Citing the usefulness of the maps created in 2009 by Matt Kures, the Wisconsin Department of Commerce has updated and identified additional maps to be created in 2010. Commerce will be using this information in their strategic planning and assessment of the Neighborhood Stabilization Program.

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>608</td>
<td>Community Resource Planning and Development</td>
</tr>
</tbody>
</table>
Outcome #2

1. Outcome Measures

Participants, organizations and communities will have increased leveraged resources such as funding, in-kind service or volunteers.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)
The Lake Superior Chequamegon Bay region fosters an active sustainability movement. One of its most compelling issues is energy. In 2008, gasoline prices rose to $4.15 per gallon, while natural gas and heating oil prices outstripped budgets. Many businesses and non-profits in the area were suddenly investigating energy efficiency and renewable energy. At the state level, Governor Jim Doyle created the Office of Energy Independence (OEI), which issued a call for proposals for communities interested in becoming pilot Energy Independent Communities. A collaborative group of nine Chequamegon Bay region governmental entities formed to submit a joint proposal.

What has been done
Cooperative extension contributed to development of the pilot program and community resource development educators were tasked with supporting government recipients from their counties. Tom Wojciechowski, Ashland County and Tim Kane, Bayfield County, worked with the consortium to submit the collaborative grant application to OEI. Assistance included data gathering, resolution development, presentations to elected officials and editing.

The Chequamegon collaborative group was funded as one of the 10 pilot communities. This Energy Independent Communities grant required that the collaborative develop a regional plan to increase the use of renewable energy and renewable fuels by 25 percent by 2025 (25x25). Wojciechowski and Kane worked closely with the Alliance for Sustainability, which provided overall coordination. The educators met prior to each monthly meeting with alliance staff to develop agendas and prepare information and presentations. Wojciechowski lead the Ashland County team that collected three years of baseline data, identified more than 20 Ashland County energy efficiency and renewable energy options, drafted the county 25x25 plan and submitted a related Energy Efficiency Community Block Grant application.

Results
Statewide in 2009, community economic development plans adopted through Cooperative Extension facilitation valued nearly $71.7 million. The Chequamegon Bay consortium includes three cities, two counties, two townships, one tribal government, and the rural transit authority, with Cooperative Extension and Alliance for Sustainability support. All nine members of the collaborative developed and passed Energy Independent Community resolutions. The baseline energy data contains compelling statistics that highlight energy and financial opportunities. The group is optimistic that its efforts will bring in over a million dollars of grant funds for energy efficiency projects, which will be announced in 2010.

With baseline data in hand, the nine members identified more than 70 energy-saving opportunities and drafted a 25x25 plan. Members learned from each other and several initiatives grew out of discussions: 1) Six members submitted grants for the Energy Efficiency Community Block Grant. 2) A wind energy consortium formed and held three public meetings. 3) Development of infrastructure for bio-diesel fuel in the region has been the subject of several meetings. 4) A new group of 11 non-profits has applied to become pilot communities in 2010.
4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>608</td>
<td>Community Resource Planning and Development</td>
</tr>
</tbody>
</table>

Outcome #3

1. Outcome Measures

Participants, organizations and communities will have increased partnerships and/or networks to address the issue: community and regional economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantitative Target</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
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</table>

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)
The Gogebic Range of Iron County, Wisconsin and Gogebic County, Michigan has been losing population since the closure of the region's mines in the 1920's. Traditional economic development initiatives have not been successful in reversing these trends as the community continues to decline and age. To sustain its economy, the community must attract and retain more young people.

What has been done
To understand the location preferences of today's young people, Iron County community resource development educator Will Andresen conducted a survey of 668 high school students, college students and young professionals in the two-county area. After analyzing the results, he identified four opportunities to attract and retain young people on the Gogebic Range, leading to the creation of four community-based work-groups: 1) Attract Young Workers by Strengthening Our Niche. 2) Attract Young Workers by Promoting our Strengths. 3) Retain Students by Better Connecting Them to the Community. 4) Retain Young Workers by Building Social Capital. These work groups form the structure of the Gogebic Range Next Generation Initiative.

Results
More than one hundred local residents are involved in this initiative. A vision for a regional non-motorized trail has been created and shared with community leaders, a promotional website is being designed, area youth service organizations are collaborating on ways to better connect our students to the community and a new Go-In Forward young professionals networking organization has been created.

Several key indicators are showing initial success. New connections between community groups have been established, new initiatives have been formed and new people are becoming involved in the community. According to one local leader, the initiative "has indeed been one of the most positive steps I have been involved with in my 35 years in the area. New leaders are emerging and new thoughts are being brought into the picture. I think we are in an exciting time on the Range." And according to a young transplant to the area, the initiative "has created an accessible network for young members of our community. New members to the area have an opportunity to make friends and create connections to help make the Gogebic Range their home."

Another indicator of the initiative's success is that it has attracted outside attention. Neighboring Ashland County is conducting a similar survey of its own young people. Andresen has presented the initiative to several audiences, including the Governor's Northern Wisconsin Economic Development Summit, the International...
Making Cities Livable Conference, the UW-Extension Department of Community Resource Development Symposium, the WACEC District 4 Annual Meeting, and the UW Colleges Colloquium, and will be presenting before the Northern Illinois Institute for Rural Affairs and the National Association of Community Development Extension Professionals in 2010. He also authored a publication entitled Attracting and Retaining Young People as an Economic Development Strategy: http://www.iira.org/pubs/publications/IIRA_RRR_707.pdf

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>608</td>
<td>Community Resource Planning and Development</td>
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</tbody>
</table>

Outcome #4

1. Outcome Measures

Participants, organizations and communities will make informed decisions and commitments such as volunteering, leadership, plans adopted, strategies employed or practices changed to address the issue: community and regional economic development.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

<table>
<thead>
<tr>
<th>Year</th>
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</tr>
</thead>
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</table>

3c. Qualitative Outcome or Impact Statement

**Issue (Who cares and Why)**

Governor Jim Doyle and the Office of Energy Independence (OEI) created a new community-based energy initiative in 2008. The Wisconsin Energy Independent Community Partnership pairs communities with tools and resources to profitably and sustainably promote energy efficiency and local generation of renewable energy by communities in keeping with the Governor's Energy Independence Executive Order of April 2007. The goal is to generate 25 per cent of Wisconsin's electricity and transportation fuels from renewable sources by 2025. (See also the outcome 2 success story and evaluation study results in this report.)

**What has been done**

In 2009, the $500,000 grant program funded 10 pilot Energy Independent Communities, six of these with Cooperative Extension facilitation. Grants provided services to communities to inventory their energy use and sources, conduct strategic energy planning, analyze options, and prepare a report to guide implementation toward achieving 25 percent local energy generation by 2025. Sustainable design specialist Sherrie Gruder worked with OEI, the Local Government Institute, Focus on Energy, and the Energy Center of Wisconsin to assist the pilots in accomplishing this. Gruder co-developed a webinar series on sustainability with Jerry Hembd, director of the Northern Center for Community Economic Development Center, as part of Building Communities webinars hosted by Greg Wise, director of the Center for Community and Economic Development. She also headed an effort by a Sustainability Team subgroup to design and deliver an in-service training to Extension faculty about sustainable communities, incorporating sustainable energy planning into the curriculum.

**Results**

Eleven county community resource development and family living educators facilitated the sustainable energy planning process, which also included drafting the grant application, educating the community, gathering energy data and writing the final report. Each EIC pilot was successful in developing plans to reduce government energy consumption, educate their communities and develop local sources of renewable energy. Some approaches already initiated include designing and pursuing LEED certification for new and existing facilities, efficiency upgrades, testing wind resources for a potential wind energy farm and ordering hybrid and electric vehicles.
one community, negotiations are occurring between a cattle production facility, cheese plant, meat processor and an engineering firm to develop a bioenergy production facility. Brown County and the Oneida Tribe are pursuing large-scale energy production projects: a 1.8-megawatt landfill gas-to-electric project and a 75-kilowatt wind turbine. Communities now track energy consumption, many with Energy Star Portfolio Manager and CO2 emissions.

At the start of the 2009 pilot, 40 municipalities had adopted Energy Independent Community resolutions. One year later, there are 100 Energy Independent Communities by resolution. Forty municipal groups applied for 2010 grants, several in counties of Cooperative Extension educators who worked on pilot programs.

4. Associated Knowledge Areas

<table>
<thead>
<tr>
<th>KA Code</th>
<th>Knowledge Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>608</td>
<td>Community Resource Planning and Development</td>
</tr>
</tbody>
</table>

Outcome #5

1. Outcome Measures

Communities create, retain or expand sustainable economic opportunity for people.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- After Only (post program)

Evaluation Results

Issue:
Governor Jim Doyle and the Office of Energy Independence (OEI) created a local energy initiative in 2008. The Wisconsin Energy Independent Community (EIC) Partnership pairs communities with tools and resources to profitably and sustainably promote energy efficiency and local generation of renewable energy in keeping with the Governor's Energy Independence Executive Order. The goal is to generate 25 per cent of Wisconsin's electricity and transportation fuels from renewable sources by 2025. In 2009, the $500,000 grant program assisted 10 community groups. Cooperative Extension Dean Rick Klemme and sustainable design Specialist Sherrie Gruder participated in OEI committees to develop and administer the program.

Response:
Gruder helped develop extension's key role in building community capacity to carry out strategic energy planning drawing on the expertise of the statewide network of county educators. She provided a two-day in-service training working with colleagues on the Sustainability Team, and targeted webinars on sustainable energy. Eleven faculty assisted in the Sustainable Community in-service development and training. The January in-service trained 72 faculty from 40 counties. The trainings were filmed and posted on the Sustainability Team Capacity Center website to train others. Grants were awarded in February to 10 pilots representing 23 communities statewide. Six pilots included extension educators as part of their EIC team. Two county agents assisted one pilot representing 8 municipalities and the Bad River Band of Lake
Superior Ojibwa (see outcome 4 success story in this report).

Results:
In-Service evaluations showed that 59% of participants had low knowledge of sustainable energy planning before the training and that 71% increased their knowledge as a result of the training. A participant commented: “Wonderful energy, camaraderie, content rich, valuable time spent...” At the end of the year, the St. Croix County agent who worked with an EIC pilot community reported that the training had been extremely helpful.

Each of the EIC pilots was successful in developing plans to reduce government energy consumption, educate their communities and develop local sources of renewable energy. Some approaches already initiated include designing and pursuing LEED certification for new and existing facilities, efficiency upgrades, testing wind resources for a potential wind energy farm and ordering hybrid and electric vehicles. In one community, negotiations are occurring between a cattle production facility, cheese plant, meat processor and an engineering firm to develop a bioenergy production facility. Brown County and the Oneida Tribe are pursuing large-scale energy production projects: a 1.8 MW landfill as-to-electric project and a 75 kW wind turbine. Communities now track energy consumption, many with Energy Star Portfolio Manager and CO2 emissions.

At the start of the 2009 pilot, 40 municipalities had adopted Energy Independent Community resolutions. One year later, there are 100 Energy Independent Communities by resolution. Forty municipal groups applied for 2010 grants, several in counties of agents who worked on pilot programs.

Key Items of Evaluation