Why Urban Matters to Our Future Success

Presented by the National Urban Extension Leaders
SINCE THE START OF EXTENSION, THERE HAS BEEN A SHIFT OF PEOPLE MOVING TO URBAN AREAS.

80.7% OF THE U.S. POPULATION LIVES IN URBAN AREAS.
Urban Extension Framework

• 2015 National Urban Extension Framework
  • Background of work in urban
  • Demographic overview of urban & need to serve
  • Outlines 4 areas to focus – 4Ps
    - Positioning
    - Personnel
    - Programming
    - Partnerships

• Presents a Call to Action
Urban Extension Implementation Plan

• 2018 Draft Implementation Plan
  • Creating a substantial presence in cities, metro
  • Create wide range of partnerships & collaborations
  • Urban-metro appropriate, transdisciplinary programming, projects, initiatives
  • Urban/metro specific professional development
  • Examination of current funding & development of new funding, complimentary use to support urban-metro
  • Development of urban-metro advocacy groups
Green Infrastructure

An approach to stormwater management that is cost-effective, sustainable, and environmentally friendly.

Green Infrastructure projects:

- Capture
- Filter
- Absorb, and
- Reuse

Stormwater to maintain or mimic natural systems and treat runoff as a resource.
Opportunities for Extension

• Provide sound science for community activism
• Provide technical support in identifying and designing solutions
• Facilitate collaboration among local partners
• Assist in securing funding to address issues
Green Infrastructure includes:

• Green Roofs
• Rainwater Harvesting
• Tree Filter/Planter Boxes
• Rain Gardens/Bio-retention Systems
• Permeable Pavements
• Vegetated Swales or Bioswales
• Natural Retention Basins
• Green Streets
Stormwater Management for Impervious Surfaces for Climate Resiliency

- Conducting Impervious Cover Assessments (ICAs)
- Hosting community meetings and delivering workshops
- Developing Impervious Cover Reduction Action Plans (RAPs)
- Designing and implementing demonstration projects
- Updating ordinances, building codes, and master plans
Stormwater Management in your Schoolyard

- Delivering K-12 educational programs
- Engaging student in design process
- Building GI Practices on school properties
- Assisting with green certification for schools
Funding Sources

- Camden County Municipal Utilities Authority (CCMUA)
- Passaic Valley Sewerage Commission (PVSC)
- NJ Department of Environmental Protection 319h Program
- Surdna Foundation
- Geraldine Dodge Foundation
- Hamilton Township
- NJ Sea Grant
- Association of New Jersey Environmental Commissions
- North Jersey Resource Conservation and Development Program
Regional Collaboration

• Rain Garden App Collaboration – CT, NJ, DE, and MD – June 2013
• NE Regional Meeting at University of Connecticut – June 2015
• Delaware Valley Meeting in Philadelphia – March 2017
• UConn awarded $235k to complete green infrastructure studies following New Jersey’s protocol – November 2017
• NE Regional Meeting at University of Connecticut – June 2018
• Multistate Hatch Proposal – November 2018
National Interest in Green Infrastructure

- University of Florida – Lake and Pond Management Programs
- Washington State University and Oregon State University – Green Infrastructure Forum January 2018
- North Carolina State – Stormwater Engineering Group – applied research, Extension, and on and off-campus education
- Michigan State Extension - Programs on public policy issues related to environmental stewardship
NUEL’s Contribution

• Provides a platform for regional collaboration
• Provides a national network to share research results and successful programming
• Helps document collective impacts
• Promotes urban Extension to new potential partners and funders
Extension in Wake County

Grounded in Mission & Aligned with Vision & Values

- Improving Lives, Land & Economy
- Empowering people & Providing solutions
- Dynamic, Responsive & Relevant

Positioned to Lead Locally:

- Local Priorities with Comparative Advantage
- Points of Accountability at County & State
- Integration of thought & service delivery
- Shared decision-making = shared resources; co-branded
- Embracing role with Policy, Systems & Environment, beyond direct service

Priorities:
- Social & Economic Vitality
- Farmland Preservation
- Feeding Our Future
- Enriching Youth
Extension in Wake County

Funding Sources

- County: $1,852,839 (71%)
- State: $532,305 (20%)
- External: $225,126 (9%)

Personnel & Operations by Project Area

- 4-H: 17.5 FTEs
- Social & Economic Vitality: 4 FTEs
- Ag & Natural Resources: 3 FTEs
- Food Systems & Urban Agriculture: 7.25 FTEs

FTEs by Project Area

<table>
<thead>
<tr>
<th>Project Area</th>
<th>FTEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-H Youth Development</td>
<td>17.5</td>
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<tr>
<td>Social &amp; Economic Vitality</td>
<td>4</td>
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<tr>
<td>Ag &amp; Natural Resources</td>
<td>3</td>
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<tr>
<td>Food Systems &amp; Urban Agriculture</td>
<td>7.25</td>
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</tbody>
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Personnel & Operations by Project Area

- 4-H: $180,224 (61%)
- Social & Economic Vitality: $33,510 (11%)
- Ag & Natural Resources: $19,349 (7%)
- Food Systems & Urban Agriculture: $61,537 (21%)
Integrated Service
4-H Youth Development

Universal & Targeted
• Public Health
• Child Welfare

Innovative Programs
• Making Proud Choices Sexual Health
• Together for a Better Education/Juntos
• Club CHOICE
• Growing Food Security Leaders

Strategic Partnerships
• Food Bank of Central & Eastern NC
• WCPSS
• City of Raleigh Parks, Recreation & Cultural Resources

Community-based:
• Southeast Raleigh
• Eastern Wake County
Taking Collective Action

• Premier **collaborator and convener** in k-12

• **Training and technical assistance provider** for Wake County youth-serving professionals and organizations

• Ensure **shared measures** to foster data-driven decision-making

• **Analytics Platform**
Partnerships are relationships with people
Lessons Learned

• County boundaries and pride are important, but leveraging resources is critical. Demonstrate it through partnerships
• Diverse source of sustainable funds, i.e. foundations, fee for services, contracts
• Partnerships integrate across programs and community-have become their ‘bricks and mortar’
• Greater visibility for programs and upticks of support with funding and collaboration
• Acknowledge programs are more complex in scope; collaboration and partnerships
Lessons Learned

- Decisions are made by informed active participation of partners and stakeholders
- Acknowledge programs are more complex in scope; collaboration and partnerships
- Expect multiple areas of expertise to collaborate on projects
- Decisions are made by informed active participation of partners and stakeholders
- Partners are critical: all levels of government, non-profit’s, private sector, other universities,
- Effective leadership = strategic, facilitative, participatory and inclusive roles
Gathering Input to Inform Implementation Plan

- Queen Marie Ballroom – Front
- Queen Marie Ballroom – Back
- Gevurtz – Mezzanine, to right
- Marshall Joffre – 1st Floor
- Chief Poker Jim – 1st Floor

Directly below Ballroom
Discussion Reports

What would “Success” look like?

NUEL’s Role
How your state can get involved?

National Urban Extension Conference