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MESSAGE FROM ASSISTANT DIRECTOR GREG DAVIS:

It is an exciting time in Extension. Implementation of the 'Field Specialist Model' in early 2012 enables us to locate highly-specialized faculty throughout the state. Three of these field specialist positions are currently leading efforts focused on community economics and energy development. To advance initiatives in these areas they are expanding existing collaborative efforts and fostering new partnerships with communities, organizations, agencies, and other Extension and university colleagues in Ohio and other states. More about these positions can be found [here](#). I am excited by their efforts to date and pleased to share more about the individuals in this issue. This issue highlights some of their work in the area of Business Retention & Expansion, one of Extension's 'Signature Programs.'

This newsletter also provides a sampling of efforts involving Extension-CD professionals in partnership with residents, organizations, agencies, and communities to improve the quality of life in Ohio.

We hope this and future issues of the *CD Quarterly News* help you better understand how Extension-CD professionals partner to strengthen lives and communities through research-based educational programming.

If you are aware of additional opportunities to partner or have specific questions about the efforts highlighted, please give us a call!

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UPCOMING:

- **Ohio Land Use Conference**
Friday, January 11, 2013
8:30 AM - 4:30 PM
Nationwide & Ohio Farm Bureau
4-H Center (OSU-Columbus)

Complete information will be available soon at:
comdev.osu.edu (Events)



EXTENSION FIELD SPECIALISTS RESPOND TO CURRENT TOPICS AND PRESSING ISSUES

OSU Extension field specialists are located around the state, each with a particular focus enabling them to respond quickly to current topics and pressing issues. The field specialists also expand existing partnerships, develop new relationships, and foster long-term collaborations across the state to complement what local Extension educators are doing. They develop and enhance new curriculum, provide regional and state-applicable programs, co-sponsor programs with county-based staff, provide unbiased research-based alternatives, perform and document impact evaluations, and secure resources (grants, contracts, user fees) to focus on the critical issues.

The three Extension CD Field Specialists, featured below and on page 3, are:

- Nancy Bowen
- David Civittolo
- Eric Romich

Each welcomes opportunities to collaborate with local Extension educators, organizations, and agencies, as well as community and business leaders.

Their areas of focus are:

Economic Development

- Business Retention & Expansion (BR&E)
- Entrepreneurship
- Strategic Planning for Economic Development Organizations
- Conduct Workforce Development Surveys

Sustainable Communities/Regions

- Role of Extension and Higher Education in Economic Development
- Regionalism

Land Use

- Land Use Planning Tools
- Intergovernmental Relations
- Comprehensive Land Use Planning

Energy Development

- Renewable Energy
- Renewable Energy Policy
- Energy Efficiency

Click [here](#) to view the CD Field Specialist brochure.

NANCY BOWEN

FIELD SPECIALIST,
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Nancy Bowen's areas of program specialization include business retention & expansion, strategic planning, entrepreneurship, site development, economic impact analysis, and renewable energy development. She obtained a Master of Urban and Regional Planning from the University of New Orleans and is a certified economic developer (CEcD) through the International Economic Development Council. Nancy has over 25 years experience in the field of community economic development.

Nancy's goal is to deliver relevant and timely programming to prepare community leadership for making critical decisions. Her approach is grounded in collaboration and working partnerships. Collaboration creates transparency and inspires innovation in finding solutions to problems, while empowering groups and individuals to assume leadership in community economic development. Building partnerships has been a central theme in her approach and has led to sustainable and increased funding and staffing for new community development organizations to meet regional objectives.

Nancy has worked collaboratively as a teacher, change agent, service provider, and catalyst to assist in leveraging over \$20.2 million in grants for community economic development projects in West Central Ohio. Since promotion in January 2008, she has received seven teaching awards for individual and team teaching efforts in addition to having received innovative program awards through the National Association of Community Development Extension Professionals (NACDEP) and, in 2012, the Distinguished Service Award for Community Development. As a Certified Economic Developer, she is regularly invited by the International Economic Development Council to grade certification examinations, having graded four times since 2008.

EXTENSION CD FIELD SPECIALISTS (Continued)

DAVID CIVITTOLO

FIELD SPECIALIST,
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& ASSISTANT PROFESSOR
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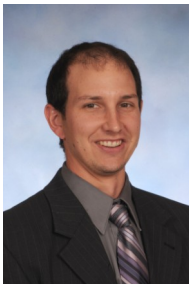
David Civittolo's primary focus is strategic planning for economic development organizations and conducting business retention and expansion surveys with Ohio communities. His research also addresses economic development tools that can be utilized by cities, villages, and townships to strengthen the impact of economic development projects. Civittolo obtained his Master of Public Administration from Bowling Green State University. Prior to his work with Extension, he was employed as a village manager in a number of communities in Ohio.

Civittolo strives to create an educational environment that encourages learners to utilize scientific research, experience, creativity, and problem solving to address specific concerns. His programs are designed to address the expressed or research-identified needs of learners and taught in a manner that takes into account the learning styles of participants. Civittolo believes that he should recognize the worth of each individual and develop a positive environment in which all participants can gain knowledge. Lastly, Civittolo strives to develop educational programs that are hands-on in nature. He has developed programs to meet community needs and these programs are reflective of his approach to and goals for teaching.

Since 2007, Civittolo has been responsible, in part, for obtaining \$152,000 to support community development and applied research efforts. Projects include developing township zoning codes, creating comprehensive land-use plans, and conducting community economic development programs and incentives in partnership with Ohio communities. Awards Civittolo has received include Planning Agency of Year, Medina County; New Cost Recovery Award, Ohio State University Extension (2010); Excellence in Community Development Programming - Individual, OSU Extension, Community Development (2009); Excellence in Community Development Programming - Team, OSU Extension, Community Development (2009); and Epsilon Sigma Phi State Mid Career Award (2011).

ERIC ROMICH

FIELD SPECIALIST,
ENERGY DEVELOPMENT
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Eric Romich specializes in renewable energy development, including renewable energy drivers and policy and solar energy, wind energy, and bioenergy development. Romich works with elected officials, community planners, community residents, OSU faculty and Extension educators, and state and federal government agencies to deliver educational programs throughout Ohio. He earned his Bachelors from Franklin University and his Masters from Kent State University.

During his tenure as a Wyandot County Extension Educator, Romich was deeply involved in the development of a 12-megawatt solar farm that is now the largest solar facility in Ohio. Presently he leads the Energize Ohio team and its new OSU Extension Signature Program.

Romich subscribes to the Extension philosophy of a problem-centered approach to teaching and learning that takes into account experiences of learners. Furthermore, the development of relevant Extension programming is guided through a collaborative needs assessment assembled with input from industry professionals, state officials, and key community stakeholders. To maximize program impacts, various delivery methods are employed to increase participants' knowledge base and competence in energy development, ultimately fostering informed decision-making. Timely, relevant educational materials are developed and shared with audiences of all types and sizes.

Awards Romich has received include Regional Achievement Award (2-10 Years), Ohio Association of Extension Professionals (2010); NACDEP Educational Technology - Individual award, National Association of Community Development Extension Professionals (2010); OSU Community Development Educational Technology - Individual award, OSU Extension Community Development Program Area, OSU Extension (2010); and North Central Region Excellence In Community Development Work - Team, National Association of Community Development Extension Professionals (2010).

BUSINESS RETENTION & EXPANSION: AN OSU EXTENSION SIGNATURE PROGRAM

OHIO STATE UNIVERSITY EXTENSION AND THE CITY OF STRONGSVILLE: PARTNERS IN BUSINESS RETENTION AND EXPANSION SURVEYS SINCE 2003

By David Civittolo, Field Specialist, Community Economics

Since 2003, the City of Strongsville has partnered with a team of experts from Ohio State University Extension to learn about the needs of their business community via ongoing business retention and expansion surveys. Through this research the value Strongsville businesses place on available amenities and services, as well as their satisfaction level in those areas, has been learned.

The latest survey, conducted in 2011, involved 151 Strongsville businesses. Survey results indicate that 94% of businesses rated the City of Strongsville as a good to excellent place to do business with 96% rating the overall quality of life in Strongsville as good to excellent. In addition, 94% of respondents would recommend another business to locate in Strongsville.

The evaluation of city services and amenities show that the business community rated the following as high in quality:

- Snow/Ice Removal (92%)
- Local Roads & Freeway Access (90%)
- Fire (88%)
- Police (88%)
- Water/Sewers (86%)

The survey also reveals that the business community in Strongsville is optimistic for the future. Over the next three years:

- 83% expect an increase in their Number of Customers
- 87% expect an increase in Total Revenue

- 83% expect an increase in Profits
- 74% expect an increase in their Total Number of Employees

When comparing the 2011 survey data to previous findings, respondents consistently indicate that Strongsville is considered an excellent place to do business and would strongly recommend another business to locate to the community.

After reviewing the positive survey results from Strongsville, it is time for your community to engage in a Business Retention and Expansion Program so community leaders can learn more about the needs of the business sector!

Contact David Civittolo, civittolo.1@osu.edu, or Nancy Bowen, nbowen@cfaes.osu.edu, or visit the Ohio State University Extension [BR&E Webpage](#) to learn more about business retention and expansion as well as other economic development programs that may interest your community.

The survey also reveals that the business community in Strongsville is thriving.



Photo retrieved 9/24/2012 from: http://www.strongsville.org/content/economic_development.asp.

Read about all seven OSU Extension Signature Programs at: <http://extension.osu.edu/>.

- Assuring Quality Care for Animals
- Business Retention & Expansion
- Dining with Diabetes
- Energize Ohio
- Increasing Profitable Crop Yields above Trendline—2014
- Local Foods
- Real Money, Real World



BUSINESS RETENTION & EXPANSION: AN OSU EXTENSION SIGNATURE PROGRAM (Continued)

EXPANDING THE TRADITIONAL BR&E PROGRAM: THE DISASTER RESPONSE EXAMPLE

By Nancy Bowen, Field Specialist, Community Economics

A traditional Business Retention and Expansion (BR&E) program involves surveying and visiting local businesses to ensure their needs are being met while establishing a mutually beneficial relationship between community leadership and businesses. The result is an enhanced understanding about local development and how to respond. But, BR&E can also meet other, unforeseen or less traditional, community development needs: disaster preparation and recovery, downtown revitalization, and economic gardening, to name a few.

Let's take disaster preparation and recovery as an example. Of the many tools and resources available to communities in responding to disasters, BR&E is possibly the most overlooked. Information gathered as part of a traditional BR&E initiative becomes useful in response to business needs in the aftermath of a disaster. An ongoing BR&E program also fosters trust among the owners and managers of existing businesses and community leadership that becomes critical to a coordinated and practical response.

Specifically, the BR&E program facilitates a set of potential recovery mobilization tasks, four of which are outlined below:

Task 1: Access data sets for immediate contact. Company information including key executive names, phone (mobile) numbers, and e-mail addresses in addition to company profiles can be accessed to make emergency contact to affected businesses.

Task 2: Initial emergency meeting. Extension or the lead community economic development organization may need to hold and facilitate emergency meeting with affected businesses and local, state and federal

government agencies to mobilize resources. The meeting will determine immediate business needs such as establishing worker information station(s), financing, and expediting permitting.

Task 3: Generate an economic impact assessment. An immediate assessment will need to be conducted, which is shared with FEMA who uses the information to determine whether the area could be declared a disaster area eligible for federal funding. The analysis, using benchmark data collected through BR&E, measures job loss, loss of wages, business closures and interruption, damage to infrastructure, and damage to property.

Task 4. Produce a complete economic analysis. At the conclusion of the disaster event, a complete analysis should be conducted to measure the economic impact of the event on the local and regional economy, including the direct, indirect and induced impact of the disaster on all sectors of the economy. The impact analysis provides the framework for creation of a long-term economic development strategy to rebound from the disaster.

Communities are often completely unprepared for how they will respond to a disaster that cripples their economy. Destroyed businesses and lost jobs are not always thought of as a direct impact, but often are when dealing with a major disaster. BR&E programs are one of the best tools available to communities in preparing for, and responding to, disasters.



BR&E can also meet other, unforeseen or less traditional, community development needs . . .

Visit the [BR&E Web Page](#) for a complete listing of programs that may interest your community.

Visit Ohioline to view [BR&E Fact Sheets](#).

OSU EXTENSION COMMUNITY DEVELOPMENT PROGRAM HIGHLIGHTS

COMMUNITY ASSESSMENT PROCESS MOVES COUNTIES FORWARD

By Becky Nesbitt, Extension Educator, CD – Ohio Valley EERA
and Rose Fisher Merkowitz, Extension Educator, CD – Miami Valley EERA

In July 2012, community leaders in Highland and Clinton counties completed a comprehensive community health assessment process. The data collected through the assessment process will help the leaders and health professionals identify and analyze the current status of health care in each community. The reports, presented to policymakers and health care administrators in each county, include information collected from county residents and health professionals working in the communities. Each report focuses on the specific needs, concerns, assets, and resources in the county.

Julia Wise, Executive Director of the Highland County Community Action Organization (HCCAO), saw the need to conduct the community assessment. “Because of the high unemployment in Highland County, we have seen a real shift in the health care needs of residents,” said Wise. The HCCAO was instrumental in obtaining the grant from the Ohio Department of Health that helped fund the assessment process. “The data gathered and analyzed in this report gives us the information we need to make critical decisions about funding and development as it relates to health care in the county,” stated Wise.

Data collected will help inform decision making about program expansion, business development and capacity building within the health care facilities and larger health care system in the communities. Information obtained for the community health assessment will also be used to set priorities and to make decisions about program or organizational improvement, allocation of resources, and the development of a community health action plan. Each report is specific to the unique characteristics and demographics within the county, which allows for local ownership of the plan, strengthens community networks, and encourages the development of community linkages and partnerships.

A comprehensive community health assessment is tailored to meet the specific needs of a county. The community health assessment is not an end product in itself, but is part of a process that provides current, relevant information, which can lead to more informed decision making about health care facility expansion, program development, avoiding program redundancy, and improving quality of life indicators for county residents. OSU Extension professionals can facilitate a process for your community too. For more info contact: Becky Nesbitt (nesbitt.21@osu.edu) or Rose Fisher Merkowitz (merkowitz.1@osu.edu).



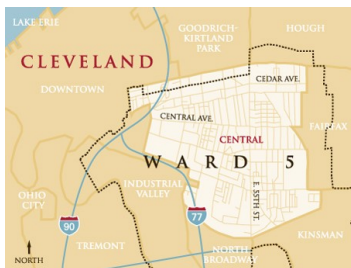
“The data gathered and analyzed in this report gives us the information we need to make critical decisions . . .”

OSU Extension professionals can facilitate a process for your community too.

OSU EXTENSION COMMUNITY DEVELOPMENT PROGRAM HIGHLIGHTS (Continued)

ENGAGING RESIDENTS TO SHAPE LOCAL PRACTICES AND POLICIES

By Marie Barni, Program Director, CD & County Extension Director – Cuyahoga County
and Erika Meschkat, Program Coordinator, CD – Cuyahoga County



Not unlike other transitioning urban communities, Cleveland's Central neighborhood (population of 12,000) is faced with significant challenges. High poverty, growing

rates of unemployment, poor housing, failing schools, limited access to fresh fruit and vegetables, and limited public transportation have resulted in poor social, environmental, and economic conditions. These factors have also impacted significant health disparities, including growing rates of obesity, diabetes, asthma, cancer, and even infant mortality.

In 2009, the Sisters of Charity Foundation of Cleveland (SOCF) launched its Healthy Eating, Active Living Program (HEAL), targeting Cleveland's Central neighborhood. This HEAL strategy stems from the realization that health is more than healthcare and that aging, urban communities, such as Central, are confronted with many social, economic and environmental conditions that negatively impact health and increase disparities. The residents and providers of Central understood this clearly too as the HEAL community engagement process resulted in much energy and consensus around nutrition, food access, transportation, physical activity and safe recreational spaces- all social determinants of health.

In 2011, OSU Extension in Cuyahoga County (OSUE), along with the Cleveland-Cuyahoga County Food Policy Coalition that is convened by OSUE, partnered with SOCF and other Central agencies to advance its HEAL initiative and further support specific programs that have increased opportunities for healthy eating and active living in Central with a special focus on

socio-economic and environmental conditions. Since 2011, OSUE's role within HEAL has been centered around social policy research and reform and civic engagement and advocacy relative to HEAL's core goals:

1. Increase the capacity of the local K-8 schools to implement the food and nutrition requirements and recommendations of Senate Bill 210 and the Healthy Hunger-Free Kids Act;
2. Conduct surveys/research and assess findings related to public transportation and food retail access and determine strategies to enhance connections for residents to food and recreational outlets; and
3. Develop and implement a resident-centered HEAL engagement structure.

Significant accomplishments have been achieved under the HEAL initiative to date. Most notably, OSUE has assembled and trained a 14-resident member HEAL Core Team on topics of community organizing, advocacy, leadership, policy, effective communication, and understanding conflict. A network analysis of local food assets has been completed, and this analysis will inform a comprehensive transportation study (currently underway) to better understand the connection between transportation and food access. OSUE has also assisted Core Team members in identifying research-based tools to assess schools' food environments during the 2012-13 school year.

HEAL strategies and team members' efforts have been utilized collectively to inform the emerging transition of the Central neighborhood into a Promise Neighborhood to improve children's success and the community in general. The HEAL initiative continues to serve as a promising model for community change achieved by authentic resident voice and engagement.

Significant accomplishments have been achieved under the HEAL initiative . . .

NEW CD FACT SHEETS AVAILABLE ON OHIOLINE

Natural Gas Drilling: Questions Residents and Local Leaders Should be Asking

- CDFS-1282-12
- By Mike Lloyd, Assistant Professor & County Extension Educator, CD / County Extension Director, Noble County.

Coordinating a Community-Led Retention and Expansion Program

- CDFS-1564-12
- By Joe Lucente, Assistant Professor & Extension Educator, Ohio Sea Grant, Lucas County.

Renewable Energy Policy Series: The Effect of Renewable Energy Projects on Current Agricultural Use Value (CAUV)

- CDFS-4003-12
- By Eric Romich, Assistant Professor & Field Specialist, Energy Development; and Chris Bruynis, Extension Educator, ANR / County Extension Director, Ross County.

Renewable Energy Policy Series: Rules for Siting a Utility Scale Wind Farm in Ohio

- CDFS-4004-12
- By Eric Romich, Assistant Professor & Field Specialist, Energy Development.

Shale Oil & Gas Development Fact Sheet Series: Summary of Hydraulic Fracturing in Ohio

- SOGD-DEV1-12
- By Eric Romich, Assistant Professor & Field Specialist, Energy Development; and Stephen Schumacher, Assistant Professor / Extension Educator, ANR, Belmont County / Co-Leader, Ohio State University Shale Education Work Group.

To view a complete listing of OSU Extension fact sheets and bulletins, visit: <http://ohioline.osu.edu>.

OSU EXTENSION MISSION:

Engaging people to strengthen their lives and communities through research-based educational programming.

OSU EXTENSION COMMUNITY DEVELOPMENT MISSION:

Helping communities enhance their well-being.

Contact us for more information about OSU Extension Community Development programs at: 614-292-6232 or comdev@ag.osu.edu, or visit us on the Web at: <http://comdev.osu.edu>.



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Keith L. Smith, Associate Vice President for Agricultural Administration; Associate Dean, College of Food, Agricultural, and Environmental Sciences; Director, Ohio State University Extension; and Gist Chair in Extension Education and Leadership.

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