

II. URBAN FORESTRY AND NATURAL RESOURCE MANAGEMENT

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V(A). Planned Program (Summary)

1. Name of the Planned Program

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V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
123	Management and Sustainability of Forest Resources		10%		10%
124	Urban Forestry		50%		50%
132	Weather and Climate		10%		10%
133	Pollution Prevention and Mitigation		10%		10%
403	Waste Disposal, Recycling, and Reuse		20%		20%
	Total		100%		100%

V(C). Planned Program (Inputs)

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

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	3.0	0.0	4.0
Actual	0.0	2.8	0.0	5.5

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 0	1890 Extension 90723	Hatch 0	Evans-Allen 296492
1862 Matching 0	1890 Matching 91245	1862 Matching 0	1890 Matching 231928
1862 All Other 0	1890 All Other 0	1862 All Other 0	1890 All Other 0

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V(D). Planned Program (Activity)

1. Brief description of the Activity

Some the research and experiments conducted during the year were in the need areas of quantifying the impacts of biobased plant and residues on nutrient management and growth of selected urban landscape trees, and GIS-RS supported nonpoint source pollution management information system. Other research activities were searching and quantifying environmental benefits of urban forests, carbon sequestration, urban forest effects on air quality, and quantifying urban forest effects on Ultra-Violet (UV) exposure in relation to proper vegetation design. Research activities and results were communicated to clientele and potential users through extension personnel via publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources. Also, research-based information were prepared on gulf coast climate and weather studies and disseminated to citizens through extension personnel. Areas affected by past hurricanes and other natural disasters received specific attention to enable them rebuild their tree population. Services and skills on caring for trees also received attention. Collaboration, cooperation and partnership with local, state and federal agencies, peer institutions, groups, private organizations/associations were utilized in seeking and delivering services to citizens. A collaborative project with Arkansas and Mississippi on preserving wildlife habitat and native grasses was started during the year.

2. Brief description of the target audience

Target audience included all citizens such as homeowners, metro areas, garden clubs, arborists, small producers, limited resource producers, land owners, socially and economically disadvantaged, women, and minorities. Others were youth (13 – 18 years and even those in grades K-8), community leaders/stakeholders, interested agencies and organizations.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	5000	90000	0	0
2007	3611	38110	0	0

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

Patent Applications Submitted

Year	Target
Plan:	0
2007:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	6	0

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V(F). State Defined Outputs

Output Target

Output #1

Output Measure

1. Number of educational program activities

Year	Target	Actual
2007	35	36

Output #2

Output Measure

2. Number of educational contacts

Year	Target	Actual
2007	95000	41721

Output #3

Output Measure

3. Number of published materials distributed

Year	Target	Actual
2007	3000	8110

Output #4

Output Measure

4. Number of research publications

Year	Target	Actual
2007	7	6

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V(G). State Defined Outcomes

O No.	Outcome Name
1	1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes.
2	2. Percentage of adoption rate for recommendations by clients.

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Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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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.)

Brief Explanation

Both federal and state dollars received via formula funds have remained "flat" for several years. However, as general prices increased, so did the cost of conducting program activities. These two squeezing factors had a great impact on SUAREC's ability to provide adequate resources for program activities. Also, incessant directives regarding the use (directives to reduce) of state funds sometimes at critical program implementation stages affected the timeliness of executing activities. Also, as a result of the broader definition of biosecurity, this program area is addressing plant related security problem by organizing workshops to educate citizens on the issues.

Population changes and competing programmatic challenges also affected the outcomes of the program activities. Our clientele are predominantly poor, socially and economically disadvantaged, therefore more resources were needed to accomplish the targeted objectives. Louisiana was still recovering (rebuilding) after hurricanes Katrina and Rita, there was continuous shifting of population as those who evacuated returned to their homes.

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

1. Evaluation Studies Planned

After Only (post program)

Before-After (before and after program)

During (during program)

Case Study

Comparisons between program participants (individuals, group, organizations) and non-participants

Comparison between locales where the program operates and sites without program intervention

Evaluation Results

In addition to the regular surveys conducted during program activities, a general customer satisfaction survey involving all planned programs was conducted during FY 2007. The main goal of the survey was to assess the overall satisfaction of clients regarding the services they received from SUAREC. The other objectives of the survey were: (1) to assess how useful SUAREC services were to the clients in carrying out their business, community, and family functions and meeting other needs; (2) to determine the responsiveness of SUAREC personnel to the needs of clients; and (3) to solicit clients' inputs on ways that SUAREC can best serve them by enhancing their ability to meet business, community, and family needs.

To ensure that evaluation was culturally contextual, stakeholders' involvement and inputs were strongly encouraged and utilized. The survey did not include clients in special programs where it is mandatory that participants' identity be kept confidential. Survey forms were sent via postal mail to clients.

Results

74.3% of the respondents indicated that the quality of services they received was very good while 23% said it was good.

97% of the respondents indicated that the services they received were useful.

97% of the respondents indicated that information they received was clear and helpful.

97% of the respondents indicated that services provided by SSUAREC met their needs.

Despite the high level of satisfaction, more services and activities were requested by clients.

Key Items of Evaluation