Extension Response to June 2008 Floods

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Extension Response to June 2008 Floods

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
111	Conservation and Efficient Use of Water	20%			
112	Watershed Protection and Management	20%			
131	Alternative Uses of Land	10%			
205	Plant Management Systems	5%			
216	Integrated Pest Management Systems	5%			
315	Animal Welfare/Well-Being and Protection	5%			
403	Waste Disposal, Recycling, and Reuse	5%			
602	Business Management, Finance, and Taxation	5%			
608	Community Resource Planning and Development	5%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	5%			
723	Hazards to Human Health and Safety	5%			
801	Individual and Family Resource Management	5%			
805	Community Institutions, Health, and Social Services	5%			
	Total	100%			

V(C). Planned Program (Inputs)

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

Year: 2008	Extension		Research	
	1862	1890	1862	1890
Plan				
Actual	3.4	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**
156458	0	0	0
1862 Matching	**1890 Matching**	**1862 Matching**	**1890 Matching**
156459	0	0	0
1862 All Other	**1890 All Other**	**1862 All Other**	**1890 All Other**
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

In early June 2008, record rainfall initiated widespread flooding across southern Wisconsin. Over the weekend of June 7 and 8, a stalled weather system brought 4 to 7 inches of rain, followed by another bout of intensive rain a week later. By June 13, total precipitation exceeded 10 inches, with 12 to 16 inches in some areas (USGS, 2009). This rain fell on soils already saturated starting with August 2007 flooding and record snowfall over winter, resulting in what Governor Jim Doyle called the "worst flooding" in state history. The flooding caused tens of millions of dollars in damages, including lost crops, soil erosion, water pollution, weakened and damaged infrastructure, flooding of homes and businesses. In late June, President Bush declared 30 southern Wisconsin counties to be federal major disaster areas (FEMA-1768-DR).

Farmers, families, homeowners and business owners faced personal and economic challenges from the flooding. Prominent were the impacts on local businesses, especially agriculture and horticulture. Forty percent of crops already planted were destroyed, mostly corn and soybeans, with assessment needed to determine the extent of financial loss and whether an alternative crop could still be replanted. As floodwaters rose, UW-Extension Cooperative Extension campus and county faculty and staff found themselves addressing a multitude of urgent needs. They walked fields, discussed management for specific cropping situations, advised on potential marketing plan adjustments, worked with businesses to complete loan applications, provided advice on handling damage, discussed safety concerns with homeowners, and tested for bacteria in lakes, rivers and recreational areas. Within hours of the flooding, the Extension Responds central web site was expanded and publicized. This site received 3,566 page views between June 1 and august 15, was linked from 2,100 other sites, and was the lead link on Governor Doyle's web site during the flooding crisis: http://www.uwex.edu/ces/ag/issues/extensionresponds-flood.html

UW-Extension Cooperative Extension campus faculty collaborated with local, state and federal agencies to provide educational programs, disseminate information and facilitate emergency response. In one case, Extension collaborated with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) and conducted an online survey of all county educators to provide crop loss and damage estimates needed for state disaster reporting. State specialists worked with emergency management agencies to insure that shared information was clear and consistent with state and federal policy. State specialists connected UW-Extension county educators with appropriate agencies; answered follow-up questions, and provided more specialized state level support as needed. They provided input and review of official reports, such as an editorial review and content writing for a special report to the Governor on the agricultural impacts of the 2008 Wisconsin flood. Results are presented in the Program Evaluation Report: Extension Response to June 2008 Floods, which is in production and will be available online at: http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html

2. Brief description of the target audience

UW-Extension Cooperative Extension campus and county faculty and staff worked with educational partners to quickly respond to the needs of thousands of diverse farmers, families, homeowners, businesses and communities recovering from 2008 record floods. Work continues on spring planting decisions, local preparedness planning, and with municipal water managers evaluating their systems.

UW-Extension Cooperative Extension colleagues are connected by email ListServ, online newsletters and shared resources such as the Extension Responds web site, statewide, regional and national teleconferences and webinars, the national extension web site and Extension Disaster Education Network (EDEN) and professional associations that enabled timely response to the 2008 flooding emergency. Colleagues and other professionals in this network include the Agricultural and Natural Resources Extension Dairy, Farm and Risk Management, Nutrient Management and Livestock teams, Team Forage, Team Grains, county educators and state specialists in the departments of Agronomy, Agricultural and applied Economics, Biological Systems Engineering, Dairy Science, Food Science, Plant Pathology, Soil Science and School of Veterinary Medicine; Community, Natural Resource and Economic Development campus, county and basin educators and state specialists in the Environmental Resources Center and Center for Community and Economic Development; Family Living and 4-H Youth Development campus and county faculty, staff and trained volunteers; researchers at UW-Madison, UW-Platteville, UW-River Falls, UW-Stevens Point, Discovery Farms and the Wisconsin Geological and Natural History Survey; UW-Extension Small Business Development Center; university extension specialists in Illinois, Indiana, Iowa, Minnesota, Missouri and nationwide.

Local educational partners include emergency preparedness staff, crop scouts and consultants, seed dealers and other farm service providers, extension-trained Professional Nutrient Applicator Association of Wisconsin, the banking community, chambers of commerce, manufacturing companies, economic development staff, executives and their boards of directors, public officials, town, village and municipal governments, wastewater districts, local agencies and organizations.

State, regional and national educational partners include news media, village hazard mitigation investigators, public health and human services, county land and water conservation departments, Association of Flood Plan Managers, state hazard litigation team, Wisconsin Emergency Management Agency, Wisconsin Department of Agriculture, Trade and Consumer Protection, Department of Natural Resources, Department of Transportation, Wisconsin Corn Growers Association, Wisconsin Farm Bureau, Extension Disaster Education Network (EDEN) and other multi-state collaboratives, Federal Emergency Management Agency, USDA NRCS and FSA, U.S. Geological Survey Water Resource Division, U.S. Small Business Administration, National Corn Growers Association and others.

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	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}	{NO DATA ENTERED}
2008	4470	496000	0	0

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

Patent Applications Submitted

Year	Target
Plan:	
2008:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2008	0	0	0

V(F). State Defined Outputs

Output Target
Output #1

Output Measure

{No Data Entered}

Not reporting on this Output in this Annual Report

Year	Target	Actual
2008	{No Data Entered}	{No Data Entered}

V(G). State Defined Outcomes

O No.	Outcome Name
1	Agricultural producers are able to respond optimally to flooding through provision of timely, accurate information and assistance.
2	Individuals and families are able to handle food, water and family health issues to protect themselves and families from flood impacts.
3	Affected homeowners are able to mitigate home and property damage and handle cleanup appropriately through access to timely and accurate information and assistance.
4	Affected businesses are able to access state and federal assistance as appropriate through provision of timely and accurate information and assistance.
5	Partners and collaborators enhance their ability to share resources, network and collaborate to meet the emergency situation efficiently and effectively.

Extension Response to June 2008 Floods

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

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area

V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought,weather extremes,etc.)

Economy

Brief Explanation

Natural disasters: In early June 2008, record rainfall initiated widespread flooding across southern Wisconsin. Over the weekend of June 7 and 8, a stalled weather system brought 4 to 7 inches of rain, followed by another bout of intensive rain a week later. By June 13, total precipitation exceeded 10 inches, with 12 to 16 inches in some areas (USGS, 2009). This rain fell on soils already saturated starting with August 2007 flooding and record snowfall over winter, resulting in what Governor Jim Doyle called the "worst flooding" in state history. The flooding caused tens of millions of dollars in damages, including lost crops, soil erosion, water pollution, weakened and damaged infrastructure, flooding of homes and businesses. In late June, President Bush declared 30 southern Wisconsin counties to be federal major disaster areas (FEMA-1768-DR).

Farmers, families, homeowners and business owners faced personal and economic challenges from the flooding. Prominent were the impacts on local businesses, especially agriculture and horticulture. Forty percent of crops already planted were destroyed, mostly corn and soybeans, with assessment needed to determine the extent of financial loss and whether an alternative crop could still be replanted. As floodwaters rose, UW-Extension campus and county faculty and staff found themselves addressing a multitude of urgent needs. They walked fields, discussed management for specific cropping situations, advised on potential marketing plan adjustments, worked with businesses to complete loan applications, provided advice on handling damage, discussed safety concerns with homeowners, and tested for bacteria in lakes, rivers and recreational areas.

Within hours of the flooding, the Extension Responds central web site was expanded and publicized. This site received 3,566 page views between June 1 and August 15, was linked from 2,100 other sites, and was the lead link on Governor Doyle's web site during the flooding crisis: http://www.uwex.edu/ces/ag/issues/extensionresponds-flood.html

UW-Extension Cooperative Extension campus specialists advised, worked with and responded to diverse people including county colleagues and partners, the banking community, small business centers, local economic development staff, local officials, news media, manufacturing companies, local emergency preparedness staff, Wisconsin Emergency Management Agency and Federal Emergency Management Agency representatives, local and state agency personnel, municipal water resource managers, crop scouts and consultants, seed dealers and others throughout Southern Wisconsin. Surveys with 19 UW-Madison and UW-Platteville campus specialists, 36 county and basin educators and a review of relevant documents, summarized through descriptive statistics and content analysis, is presented in the Program Evaluation Report: Extension Response to June 2008 Floods, which is in production and will be available online at: http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html

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

1. Evaluation Studies Planned

After Only (post program)
Retrospective (post program)
During (during program)
Other (Content analysis of relevant documents)

Evaluation Results

Extension Response to June 2008 Floods: In early June 2008, record rainfall on already saturated soils initiated widespread flooding across southern Wisconsin, causing tens of millions of dollars in damages, including lost planted crops (40%), soil erosion, water pollution, weakened and damaged infrastructure, flooding of homes and businesses. Governor Jim Doyle declared the June 2008 floods the "worst flooding" in state history. In late June, President Bush declared 30 southern Wisconsin counties to be federal major disaster areas (FEMA-1768-DR).

RESPONSE: By surveying UW-Extension Cooperative Extension faculty, a picture emerged of how Wisconsin Cooperative Extension responded to the flood emergency. Thirty-six county and basin educators completed an online survey reporting their work across 25 counties and two water basins. Nineteen state specialists were interviewed and relevant documents reviewed. The evaluation shows how their targeted and timely support made a positive difference in improving the effectiveness of local response and remediation. The Program Evaluation Report: Extension Response to June 2008 Floods is in production, and will be available online at: http://www.uwex.edu/ces/pdande/evaluation/evalstudies.html

RESULTS: UW-Extension faculty and staff worked side-by-side with farmers, families, businesses, local, state and federal agencies to respond to the floods. The effectiveness and efficiency of UW-Extension response depends greatly on personal relationships, trust and inter-agency collaboration. Survey results indicate that Extension educators most frequently distributed information, responded to individual requests via phone and email, and worked with news media, individuals and community partners on site. Crop producers and businesses received direct and targeted support to assess damage and options for mitigating impacts. Individuals, families and businesses benefited in many ways that resulted in reduced health, economic and environmental risks. Local, state and federal disaster agency staff received valuable support in reaching those in need.

Many factors enabled UW-Extension to respond quickly with relevant, accurate and unbiased information in this emergency. Advice from campus experts as the floods were underway was crucial to local response effectiveness. The partnership of campus and county faculty enabled development of unique, targeted educational materials to address specific local needs. UW-Extension capitalized on experience, existing systems, multi-pronged delivery, local and specialist knowledge base, and community-campus-regional-national network to meet the crisis, including the expanded Wisconsin Extension Responds web site and national EDEN and eXtension web sites. In their own words:

"We had information either ahead of or when producers were asking questions."

"We brought together resources from around the UW system to provide education and training that probably would not be possible without us."

"We had timely information that helped farmers get through the current crisis as well as prepare for the down the road issues such as feed shortages that might occur due to flood damage."

Key Items of Evaluation

Many factors emerged from formal evaluation that speak to the difference UW-Extension Cooperative Extension made to the 2008 flood emergency response across Southern Wisconsin. These are categorized into four main contributions:

1. UW-Extension Cooperative Extension was seen as a trusted local source of information and advice particularly needed in a time of crisis. Where the extension office and staff have visible and positive relations with its communities, it provided a known and ready go-to place, a personal touch that relieved anxieties and stress.

2. UW-Extension Cooperative Extension provided timely, accurate and relevant information and support especially critical during a crisis. Because extension educators live in the communities where they work, they were able to start work immediately and knew exactly what was needed. In the words of one, "We are here and can be responsive to emerging issues with appropriate resources." And from another, "We had relevant, user-friendly information to share within hours of the flooding." This often meant that resources were available that otherwise would not have been. For example:

"Team Forage responded while it was still raining, as crops were deluged. The team pooled information and efforts to make farmer recommendations, wrote materials related to hay and distributed them by email, posted info on the Web site, and held a statewide conference for extension agricultural agents to enable them to discuss the flood's effect on crops, to discuss post-flood cropping options, and to measure flood damage."

3. UW-Extension Cooperative Extension provided expert, unbiased knowledge based on research - knowledge related to specific commodities, geologies, horticultural practices, or family health issues. Relevant and timely information is necessary but not sufficient. Accurate information is also necessary. Extension's cadre of county educators and state specialists offer up-to-date, current information based on research findings and experience. They also are connected to a vast network of regional and national colleagues and resources to augment their own expertise.

4. UW-Extension Cooperative Extension provided multiple-delivery strategies necessary to fit the educational needs of diverse people in unique situations. As an educational institution with expertise in adult and nonformal education, communications, and outreach delivery, Wisconsin Cooperative Extension understands and uses an integrated, multi-strategy approach to meeting the needs of Wisconsin farmers, families, homeowners, businesses, agencies and communities.

One educator helped a farm wife who called in tears about how the flooding was going to end their farming and create a bankruptcy situation: "A week after speaking with her to provide advice on who to contact for assistance of many kinds, I called her back. She was so happy to know that I was checking back with her and said she had never expected that from anyone. She reported that she had visited with FSA, reported the crop loss, was eligible for an emergency loan and things were looking much better for her farm. She thanked me sincerely for showing the concern and empathy for her situation."