Summary of 2011 Lake County Extension Long Range Planning Listening Sessions

Methodology:
- Sent invitations to city councils, county commissioners, chambers of commerce, advisory committees, email lists
- Two sessions + online survey
  - South Lake County 6-8 pm – 9 attendees
  - North/Central Lake County 12-2 pm – 16 attendees
  - On-line survey results from 43 people
- South Lake County attendees:
  - Small farms/livestock/4-H/residential
- North/Central attendees:
  - Businesses/education/non-profits/retired
- On-line respondents
  - Retired (17), Public sector (10), self employed (4), other (7)
- No Ag Producers
- Standard set of questions

Results:
- **Strengths:**
  - Rural
  - Natural Resources
  - Small Town Communities
  - Diverse agriculture
- **Trends/Issues:**
  - Lack of jobs/ poor economy
  - Lack of smart growth planning
  - Rural and urban interface issues
  - Cuts in Services
- **Threats:**
  - Local Economy/Jobs
  - Decline in employment opportunities
  - No manufacturing
  - Decline in natural resources/green space/water quality & quantity
  - Ag economy vs. residential economy
  - Long term vs. short term residents
  - Social services cannot meet demand (health/elderly care)
- **Issues for Extension:**
  - Financial education
  - Facilitating social services
- Multi disciplinary programs
- Nutrition/food safety
- Healthy Lifestyles
- Promoting agriculture to youth
- Continue farm visits
- Small farms support
- Water/energy Issues
- More education for urban neighbors
- Transitioning economics
- Urban expansion/ smart growth

• Needs:
  - Need publicity/PR Program Assistant
  - Community Development Agent
  - Regional grant writing person
  - Expand – more programs to introduce youth to Ag, more areas of county
  - More hands-on teaching
  - Small Farms Agent – coop gardens
  - More evening and weekend programs – non commercial producers

• Educational Format:
  - High tech for youth, continue low tech for older audiences
  - Interactive educational programs on the web for youth audience – FaceBook, Twitter, blogs, etc.
  - Agents will need training in how to develop and present in web format
  - Hands-on on-site demonstrations still popular, but video/webinar for those who cannot attend
  - 4-H Youth demonstrations at schools, hands-on display of agriculture in schools