Developing Social Indicators for Evaluating Non-Point Source Management Efforts: Responses from a Spring 2006 Web Survey

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Acknowledgements:

This survey was developed and implemented through a joint project between USEPA Region 5, the Great Lakes Regional Water Quality Program of the USDA Cooperative States Research Extension and Education Service (CSREES), and state Nonpoint Management Programs in USEPA Region 5. The project team is led by Dr. Ken Genskow, University of Wisconsin-Madison and Dr. Linda Prokopy, Purdue University and includes representatives from the University of Illinois, Michigan State University, University of Minnesota, The Ohio State University, Purdue University, and University of Wisconsin. The survey was programmed and administered by Lori Langone, Michigan State Univeristy, Department of Community, Agriculture, Recreation & Resource Studies, under the direction of Dr. Murari Suvedi. For more information about this project, visit:
http://www.uwex.edu/ces/regionalwaterquality/Flagships/Indicators.htm

This summary was written and compiled by Ken Genskow and Jerry Long, University of Wisconsin – Madison.

Introduction:

This report presents results and comments from a web-based survey of stakeholders in nonpoint source management programs in USEPA Region 5. The survey was conducted to assist in the identification of "social indicators," or indicators that can be used to evaluate the social component of nonpoint source (NPS) management efforts in the Region.

The effort to develop a social component for NPS evaluation was initiated by the NPS Program in USEPA Region 5, state coordinators in the region, and the USDA Cooperative States Research Extension and Education Service (CSREES) Great Lakes Regional Water Quality Program, in response to their recognition of a need for a more comprehensive approach for evaluating the impact of efforts funded through Section 319 of the Clean Water Act. The social component will complement existing evaluation measures by more directly incorporating dimensions of human behavior into the evaluation of NPS programs. The component will be available to state programs in 2007. The project team is comprised of members from land grant universities throughout USEPA Region 5 as well as representatives from USEPA and state programs.

In order to develop a common set of social indicators that are meaningful throughout the Region, a series of workshops was held in fall 2005 to introduce concepts related to the social component of NPS management and to generate potential indicators for assessment and evaluation. The project team integrated workshop input with research to develop initial lists of potential indicators for the region. Indicators were arranged into categories, and within each category, the indicators were grouped to answer evaluation questions related to that category. The survey included five indicator categories, 18 evaluation questions, and 54 potential social indicators. Survey respondents were asked to rate the usefulness of each potential indicator for evaluating their projects. Respondents were also given the opportunity to comment on each potential indicator.

State NPS management programs developed stakeholder invitation lists for the fall 2005 workshops. The survey was sent to all who had been invited to the workshops, whether or not they attended. The final survey panel included 282 people: 124 who had attended a workshop in fall 2005 and 158 who had not. The survey panel received multiple e-mailed messages regarding the survey, including an e-mailed announcement shortly before the survey began, an individualized invitation with a unique link to the survey website, and up to two reminders. The survey announcement was sent on April 4, 2006, and the final reminder and thank you were sent on May 15, 2006. The web-based survey was implemented by staff at the Travel, Tourism & Recreation Resource Center in the Department of Community, Agriculture, Recreation & Resource Studies at Michigan State University, using Perseus Survey Solutions®/EFM software.

About 62% (175 people) of those invited to complete the survey did so. 62 people responded from Minnesota, 36 from Wisconsin, 28 from Indiana, 23 from Illinois, 13

from Michigan, and 13 from Ohio. Ninety-five of the respondents had attended workshops the previous fall; the response rate for workshop attendees was 77% (95/124).

This document lists and describes the indicators used in the Spring 2006 survey and presents the responses and comments. For information regarding the project and the current set of social indicators, visit:
http://www.uwex.edu/ces/regionalwaterquality/Flagships/Indicators.htm

List of Potential Social Indicators in the Spring 2006 Web-Survey

The initial list of potential social indicators included five indicator categories, 18 evaluation questions, and 54 potential indicators. The categories, evaluation questions, and indicators are listed below. These are described in greater detail in the following section.

Category 1: Attitudes

Evaluation Question 1.1 Did this project change attitudes in a way that is expected to facilitate desired behavior change?

Indicator 1.1.1 Water quality-related attitudes index
Indicator 1.1.2 Interests, motivations and constraints index
Indicator 1.1.3 Local legislation and plans to address water quality issues
Indicator 1.1.4 Active enforcement of water quality ordinances

Evaluation Question 1.2 What is the level of satisfaction with agencies or organizations?

Indicator 1.2.1 Level of satisfaction with agency or project
Indicator 1.2.2 Trust of local agencies/project groups

Category 2: Knowledge/Awareness

Evaluation Question 2.1 Did this project increase water quality knowledge and awareness in such a manner that is expected to facilitate desired behavior change?

Indicator 2.1.1 Awareness/knowledge of citizens
Indicator 2.1.2 Media coverage of water quality issues

Evaluation Question 2.2 Did the project impart a meaningful knowledge of the technical issues and/or recommended practices?

Indicator 2.2.1 Ability to select appropriate practice
Indicator 2.2.2 Knowledge of economic impacts of BMPs
Indicator 2.2.3 Media coverage of technical issues

Evaluation Question 2.3 Did the project increase awareness of institutions and policies?

Indicator 2.3.1 Number of contacts at relevant agency program
Indicator 2.3.2 Ability to identify governmental and other programs that provide technical and/or financial assistance with BMP installation

Category 3: Capacity

Evaluation Question 3.1 Did the project improve the overall *financial* capacity of this recipient?

Indicator 3.1.1 Diversity of funding sources
Indicator 3.1.2 Increased access to funds
Indicator 3.1.3 Financial stability
Indicator 3.1.4 Number of staff funded or leveraged

Evaluation Question 3.2 Did the project increase the *technical* capacity of this group's members?

Indicator 3.2.1 Appropriate skill set of group's staff
Indicator 3.2.2 Facilities and equipment

Evaluation Question 3.3 Did the project increase the *human resource* capacity of this organization or project?

Indicator 3.3.1 Turnover rate of organizational or project leader
Indicator 3.3.2 Index of staff capacity
Indicator 3.3.3 Number of members
Indicator 3.3.4 Number of volunteers
Indicator 3.3.5 Hours dedicated by volunteers
Indicator 3.3.6 Percentage of board members attending meetings

Evaluation Question 3.4 Did this project increase the *process* capacity of the recipient?

Indicator 3.4.1 Group process/structure index

Evaluation Question 3.5 Did this project increase the *representative and coordination* capacity of the recipient?

Indicator 3.5.1 Number of agencies/organizations participating in the project
Indicator 3.5.2 Diversity of participants
Indicator 3.5.3 Group representative of target audience population
Indicator 3.5.4 Public providing input representative of target audience population
Indicator 3.5.5 Involvement of early adopters in projects
Indicator 3.5.6 Issue Leadership

Category 4: Background/Contextual

- **Evaluation Question 4.1 What is the institutional context within which this project is occurring?**
  - Indicator 4.1.1 Number of people "participating" in environmental groups
  - Indicator 4.1.2 Number of environmental groups

- **Evaluation Question 4.2 What is the *economic context* within which this project is occurring?**
  - Indicator 4.2.1 Revenues generated from tourism
  - Indicator 4.2.2 Number of people who participate in outdoor recreation
  - Indicator 4.2.3 Dollars per person spent on drinking water treatment
  - Indicator 4.2.4 Financial Demographics

- **Evaluation Question 4.3 What are the *land use characteristics* of this project's watershed?**
  - Indicator 4.3.1 Land use

- **Evaluation Question 4.4 What are the *demographics* of this project's watershed?**
  - Indicator 4.4.1 Number of people in a targeted area to be reached
  - Indicator 4.4.2 Population and population affected by the project
  - Indicator 4.4.3 Basic demographics

- **Evaluation Question 4.5 What are the *land ownership patterns* in the watershed?**
  - Indicator 4.5.1 Size of agricultural operations
  - Indicator 4.5.2 Absentee landowners

Category 5: Behavior/Adoption

- **Evaluation Question 5.1 Did this project change behavior in a way that is expected to improve or maintain water resources?**
  - Indicator 5.1.1 Practices implemented
  - Indicator 5.1.2 Critical area practices
  - Indicator 5.1.3 Violations

    - Indicator 5.1.4 Watershed Plan

- **Evaluation Question 5.2 Did the project establish provisions to maintain behavior change beyond the project's time frame?**
    - Indicator 5.2.1 Continued funding
    - Indicator 5.2.2 Contact available
    - Indicator 5.2.3 Monitoring
    - Indicator 5.2.4 Ordinances

- **Evaluation Question 5.3 Was behavior change being maintained beyond an initial project?**
    - Indicator 5.3.1 Maintenance of practices
    - Indicator 5.3.2 Maintenance of watershed plans

Descriptions of Potential Social Indicators

This section includes the descriptions of categories and indicators that were included in the survey.

Category 1: Attitudes

This category addresses attitudes toward water quality within the project's geographic area and contains two evaluation questions and six potential indicators. The evaluation questions are included to help demonstrate how the indicators inform project evaluation. You will be asked to rate how useful the information provided by each indicator would be for evaluating the success of a nonpoint project.

Evaluation Question 1.1 Did this project change attitudes in a way that is expected to facilitate desired behavior change?

Indicator 1.1.1 Water quality-related attitudes index

- **Description**: This information would be collected through a survey before and after project implementation to measure attitudes toward water quality. This index would be measured at the individual level and would be based on questions about the benefits of protecting water resources, personal responsibility for water protection, use of water resources, credibility of information sources about watershed management, and usefulness of information sources about watershed management. Surveys would be conducted at the project level or as part of a larger state effort. The Social Indicators Toolkit (that is under development) would provide components and basic instructions for project level and state/regional scale surveys.

Indicator 1.1.2 Interests, motivations and constraints index

- **Description**: This information could be collected as part of a survey. It could also be documented during training sessions, public meetings (public comments), or focused workshops. This index would be measured at the individual level and would measure interests, motivations, and constraints in regards to behavior change. It would also include attitudes about financial loss.

Indicator 1.1.3 Local legislation and plans to address water quality issues

- **Description**: This indicator would be measured at the community level and would examine local bills, ordinances, incentives, and comprehensive plans to see whether certain water quality components have been included. This information would be collected at the project level. The Social Indicators Toolkit would include guidelines for collecting this information.

Indicator 1.1.4 Active enforcement of water quality ordinances

- **Description**: In communities that have ordinances to protect water quality, this indicator would examine the number of inspections, enforcement actions and appropriate resolutions. This information is typically available in each organization. Instruction on what aspects of available information to collect and analyze for project and regional assessment would be included in the Social Indicators Toolkit

Evaluation Question 1.2 What is the level of satisfaction with agencies or organizations?

<u>Indicator 1.2.1</u> Level of satisfaction with agency or project

- **Description**: This indicator would assess individuals' perceptions of the quality of technical assistance, availability of technical assistance and knowledge of staff of a pre-defined agency. Information would be collected using a checklist of options.

<u>Indicator 1.2.2</u> Trust of local agencies/project groups

- **Description:** This indicator would measure the extent to which constituents trust local agencies or project groups. Options for collecting this information include: as part of a survey or through focus groups related to project implementation.

Category 2: Knowledge/Awareness

This category addresses knowledge and awareness of water quality and related issues within the project's geographic area and contains three evaluation questions and seven potential indicators. The evaluation questions are included to help demonstrate how the indicators inform project evaluation. You will be asked to rate how useful the information provided by each indicator would be for evaluating the success of a nonpoint project.

Evaluation Question 2.1 Did this project increase water quality knowledge and awareness in such a manner that is expected to facilitate desired behavior change?

<u>Indicator 2.1.1</u> Awareness/knowledge of citizens

- **Description**: This information could be collected through a survey before and after the implementation of water-related educational projects to measure knowledge transfer to participants. Individual projects could collect this information, or state programs could survey the whole state, individual watersheds, and/or targeted populations on a revolving basis to monitor changes in awareness and knowledge over longer periods of time. The questions used to evaluate individual projects would be specific to the goals of the individual projects. Survey questions used by state programs would be more over-arching and related to knowledge of water-related terms, identification of water-related problems, and their causes, and proper water-related behaviors. The Social Indicators Toolkit would provide components and basic instructions for project level and state/regional scale surveys.

<u>Indicator 2.1.2</u> Media coverage of water quality issues

- **Description**: This indicator would measure hours/week (TV and/or radio) and/or inches of newsprint devoted to water quality issues in the target area. The Social Indicators Toolkit would include guidance for collecting this information at the project level.

Evaluation Question 2.2 Did the project impart a meaningful knowledge of the technical issues and/or recommended practices?

<u>Indicator 2.2.1</u> Ability to select appropriate practice

- **Description**: This indicator would measure individuals' ability to select an appropriate practice to address an identified environmental problem. The Social Indicators Toolkit

would include guidance for collecting this information through written questionnaires, interviews, staff assessment, or similar methods.

<u>Indicator 2.2.2</u> Knowledge of economic impacts of BMPs

- **Description**: This indicator would measure individuals' knowledge of the economic costs and benefits of different Best Management Practices. The Social Indicators Toolkit would include guidance for collecting this information through written questionnaires, interviews, staff assessment, or similar methods.

<u>Indicator 2.2.3</u> Media coverage of technical issues

- **Description**: This indicator would measure hours/week (TV and/or radio) and/or inches of newsprint devoted to technical issues and recommended practices in the target area. The Social Indicators Toolkit would include guidance for collecting this information.

Evaluation Question 2.3 Did the project increase awareness of institutions and policies?

<u>Indicator 2.3.1</u> Number of contacts at relevant agency program

- **Description**: This indicator would measure "calls received" including phone calls, walk-ins and emails that the relevant agency receives related to the topic being measured.

<u>Indicator 2.3.2</u> Ability to identify governmental and other programs that provide technical and/or financial assistance with BMP installation

- **Description**: This indicator would measure individuals' ability to do this. This information could be collected as part of a more comprehensive survey.

Category 3: Capacity

This category addresses the functional capacity of agencies and organizations receiving project funding. Some questions and indicators pertain to the functioning of watershed groups and will only be applicable for projects sponsored by watershed groups. The category includes five evaluation questions and nineteen potential indicators. The evaluation questions are included to help demonstrate how the indicators inform project evaluation. You will be asked to rate how useful the information provided by each indicator would be for evaluating the success of a nonpoint project.

Evaluation Question 3.1 Did the project improve the overall *financial* capacity of this recipient?

<u>Indicator 3.1.1</u> Diversity of funding sources

- **Description**: This indicator would measure the percent of the grant recipient's funding that comes from each of the following sources: foundation grants, membership dues, donations made by individuals, planned giving, government contracts or grants (federal, state, tribal, local), corporations, events, and self-generated income (sales, fee for service, or interest). Information would be collected from local records and reported by grant recipients.

<u>Indicator 3.1.2</u> Increased access to funds

- **Description**: This indicator would measure whether 319 funding enabled access to funds that were previously inaccessible. This information would be collected from local records and reported by grant recipients.

<u>Indicator 3.1.3</u> Financial stability

- **Description**: This indicator would examine the extent to which the organization or partnership has stable funding for different areas. This information would be collected and reported by the grant recipient.

<u>Indicator 3.1.4</u> Number of staff funded or leveraged

- **Description**: This indicator would look at the number of staff positions (full and part time) funded or leveraged as a result of a project. This information exists as part of work plan proposals submitted.

Evaluation Question 3.2 Did the project increase the *technical* capacity of this group's members?

<u>Indicator 3.2.1</u> Appropriate skill set of group's staff

- **Description**: This index would measure whether the staff and leaders have appropriate skill levels and would include area of expertise and years of experience for each staff member in local implementing agencies or watershed organizations. This information could be collected as a questionnaire included in a grant application process and at the end of a project.

<u>Indicator 3.2.2</u> Facilities and equipment

- **Description**: This index would measure whether the group has sufficient facilities and equipment. This information could also be collected as part of proposal work plan and project evaluation.

Evaluation Question 3.3 Did the project increase the *human resource* capacity of this organization or project?

<u>Indicator 3.3.1</u> Turnover rate of organizational or project leader

- **Description**: This indicator would examine the number of times leadership has changed hands in the recent past. Leadership refers to the person who is responsible for running the organization or project, such as a committee chairperson or project coordinator. Data could be collected through a questionnaire or annual report. *Please tell us how useful the information provided by **Indicator 3.3.1** would be for evaluating a project's success, by selecting one of the choices below. If you wish to comment on **Indicator 3.3.1**, use the box below.*

<u>Indicator 3.3.2</u> Index of staff capacity

- **Description**: This index would include measures for the number of positions that are new as a result of a project, the number of staff that are new as a result of a project, planning time dedicated by paid staff to a project, implementation time dedicated by paid staff, and availability of staff for projects. Much of this information could be collected from work plan

details. Guidance on analyzing an index would be included in the Social Indicators Toolkit.

<u>Indicator 3.3.3</u> Number of members

- **Description**: This indicator measures the number of members of the watershed organization.

<u>Indicator 3.3.4</u> Number of volunteers

- **Description**: This indicator measures the number of active volunteers in the watershed project. Active volunteers are those who participate in volunteer workdays and other volunteer opportunities. Information would be collected from volunteer time logs maintained as part of current and past projects.

<u>Indicator 3.3.5</u> Hours dedicated by volunteers

- **Description**: This indicator will measure the aggregate number of hours dedicated to the project by volunteers in a given time period (e.g. month). Information would be maintained by project staff.

<u>Indicator 3.3.6</u> Percentage of board members attending meetings

- **Description**: This indicator will reflect the average percentage of board members who attend regularly scheduled board meetings. This information could be collected as part of semi-annual updates on progress.

Evaluation Question 3.4 Did this project increase the *process* capacity of the recipient?

<u>Indicator 3.4.1</u> Group process/structure index

- **Description**: For watershed organizations and partnerships, this indicator would include the formality of the organization (to what extent the organization/partnership has developed a formal organizational arrangement), clarity of roles (to what extent the participants have clear roles and responsibilities relative to the partnership), the extent to which shared goals are established, the use of vision/mission, decision rules (has the organization/partnership developed clear rules for making decisions and resolving disputes), ownership (to what extent do participants share a stake in both the process and outcome of the organization's/partnership's work), and open communication (to what extent do partners share and communicate their interests and ideas). Guidance on collecting this information would be included in the Social Indicators Toolkit.

Evaluation Question 3.5 Did this project increase the *representative and coordination* capacity of the recipient?

<u>Indicator 3.5.1</u> Number of agencies/organizations participating in the project

- **Description**: This indicator would include the board/governing body, formal partners, and informal partners. This information could be found in work plans, however it may not always be comprehensive. It could be included as part of the semi-annual update or annual report.

<u>Indicator 3.5.2</u> Diversity of participants

- **Description**: This indicator would assess to what extent the diversity of the participants (including board/governing body and other partners) reflects the complexity of the issues under consideration. This data might best be collected through a survey administered locally or by a state program. Guidance on collecting this information would be included in the Social Indicators Toolkit.

Indicator 3.5.3 Group representative of target audience population

- **Description**: This indicator would assess whether collaborative watershed planning efforts are representative in terms of age, income, and ethnicity/race, education, gender, occupation. Basic census data could be contrasted with data collected for the project. Guidance on collecting this information for project and regional analysis would be included in the Social Indicators Toolkit.

Indicator 3.5.4 Public providing input representative of target audience population

- **Description**: For organizations or partnerships, this indicator would assess whether the public provides input in a representative way in collaborative watershed planning efforts in terms of age, income, ethnicity/race, education, gender, and occupation. This information could be collected using data from public meetings or from project participants. Guidance on collecting this information would be included in the Social Indicators Toolkit.

Indicator 3.5.5 Involvement of early adopters in projects

- **Description**: This indicator will look at the involvement of community leaders and respected peers in helping to organize demonstrations, field days, workshops and in communicating messages. Information on local leaders could be assessed by project staff or by collecting information from project landowners.

Indicator 3.5.6 Issue Leadership

- **Description**: This indicator would examine the extent to which the project-sponsoring organization/partnership is seen as a credible leader on related issues among relevant/knowledgeable parties in the community. This information could be collected through surveys and local discussions.

Category 4: Background/Contextual

The context in which nonpoint source pollution control projects take place can influence their implementation. This category addresses these contextual issues. The category includes five evaluation questions and twelve potential indicators. The evaluation questions are included to help demonstrate how the indicators inform project evaluation. You will be asked to rate how useful the information provided by each indicator would be for evaluating the success of a nonpoint project.

Evaluation Question 4.1 What is the institutional context within which this project is occurring?

Indicator 4.1.1 Number of people participating in environmental groups

- **Description**: This indicator would be measured by the percentage of population in the targeted area participating in environmental groups (including land trusts).

<u>Indicator 4.1.2</u> Number of environmental groups

- **Description:** This indicator would measure the number of environmental groups (including land trusts) in the target area. This information could be collected through local surveys or statewide databases. Guidance on collecting this information would be included in the Social Indicators Toolkit.

Evaluation Question 4.2 What is the *economic context* within which this project is occurring?

<u>Indicator 4.2.1</u> Revenues generated from tourism

- **Description**: This indicator would include all revenues generated from tourism in the target area. This information could be collected from the chamber of commerce. Analysis steps comparing this information to the project or a suite of projects would be described in the Social Indicators Toolkit.

<u>Indicator 4.2.2</u> Number of people who participate in outdoor recreation

- **Description**: This indicator would include both consumptive (e.g., hunting) and non-consumptive (e.g., hiking) recreation. This information could be collected from park service data or other existing sources. Guidance on collecting this information would be included in the Social Indicators Toolkit.

<u>Indicator 4.2.3</u> Dollars per person spent on drinking water treatment

- **Description**: Guidance on collecting this information would be included in the Social Indicators Toolkit.

<u>Indicator 4.2.4</u> Financial Demographics

- **Description**: This indicator would include median household income, median housing value, worker occupation, percent home ownership, and unemployment rate. Guidance on collecting this information would be included in the Social Indicators Toolkit.

Evaluation Question 4.3 What are the *land use characteristics* of this project's watershed?

<u>Indicator 4.3.1</u> Land use

- **Description**: This indicator would identify which land is used for row crops, pasture, industry, commercial, high and low density residential, and other land uses.

Evaluation Question 4.4 What are the *demographics* of this project's watershed?

<u>Indicator 4.4.1</u> Number of people in a targeted area to be reached

- **Description**: Guidance on collecting this information would be included in the Social Indicators Toolkit.

<u>Indicator 4.4.2</u> Population and population affected by the project

- **Description**: Guidance on collecting this information would be included in the Social Indicators Toolkit.

<u>Indicator 4.4.3</u> Basic demographics

- **Description**: This indicator includes educational attainment, population density, average household size, age, ethnicity/race, and gender. Guidance on collecting this information would be included in the Social Indicators Toolkit.

Evaluation Question 4.5 What are the *land ownership patterns* in the watershed?

<u>Indicator 4.5.1</u> Size of agricultural operations

- **Description**: This indicator would measure the size of agricultural operations (e.g., large scale vs. small scale farming operations). References on scaling information and guidance for collection would be included in the Social Indicators Toolkit.

<u>Indicator 4.5.2</u> Absentee landowners

- **Description**: Guidance on collecting this information would be included in the Social Indicators Toolkit.

Category 5: Behavior/Adoption

This category addresses issues of actual changes in behavior and adoption and maintenance of practices. The category includes three evaluation questions and ten potential indicators. The evaluation questions are included to help demonstrate how the indicators inform project evaluation. You will be asked to rate how useful the information provided by each indicator would be for evaluating the success of a nonpoint project.

Evaluation Question 5.1 Did this project change behavior in a way that is expected to improve or maintain water resources?

<u>Indicator 5.1.1</u> Practices implemented

- **Description**: This indicator measures number (or percent) of people implementing appropriate management practices. It also looks at the number of acres covered by appropriate management practices

<u>Indicator 5.1.2</u> Critical area practices

- **Description**: This indicator measures the number (or percent) of people implementing appropriate practices in a targeted priority area. It also looks at the number of acres covered by appropriate practices.

<u>Indicator 5.1.3</u> Violations

- **Description**: In situations where this indicator applies, number (and type) of violations will be ascertained.

<u>Indicator 5.1.4</u> Watershed Plan

- **Description**: This indicator measures the presence of a watershed plan.

Evaluation Question 5.2 Did the project establish provisions to maintain behavior change beyond the project's time frame?

Indicator 5.2.1 Continued funding

- **Description**: This indicator would assess whether funding is secured to support efforts beyond the project timeframe. This information could be collected by a review of closed projects. Guidance on collecting this information would be included in the Social Indicators Toolkit.

Indicator 5.2.2 Contact available

- **Description**: This indicator would measure whether resources have been identified for providing landowners additional information and support related to adopted practices.

Indicator 5.2.3 Monitoring

- **Description**: This indicator would measure the existence of provisions for monitoring compliance. This information is available through state water quality and volunteer programs and work plans of projects. Instructions on how to collect and analyze information at a project, state, or regional scale would be included in the Social Indicators Toolkit.

Indicator 5.2.4 Ordinances

- **Description**: This indicator would measure the implementation of ordinances addressing the nonpoint source issue. The information would be collected by local project staff. Collection and analysis instructions would be included as part of the Social Indicators Toolkit.

Evaluation Question 5.3 Was behavior change being maintained beyond an initial project?

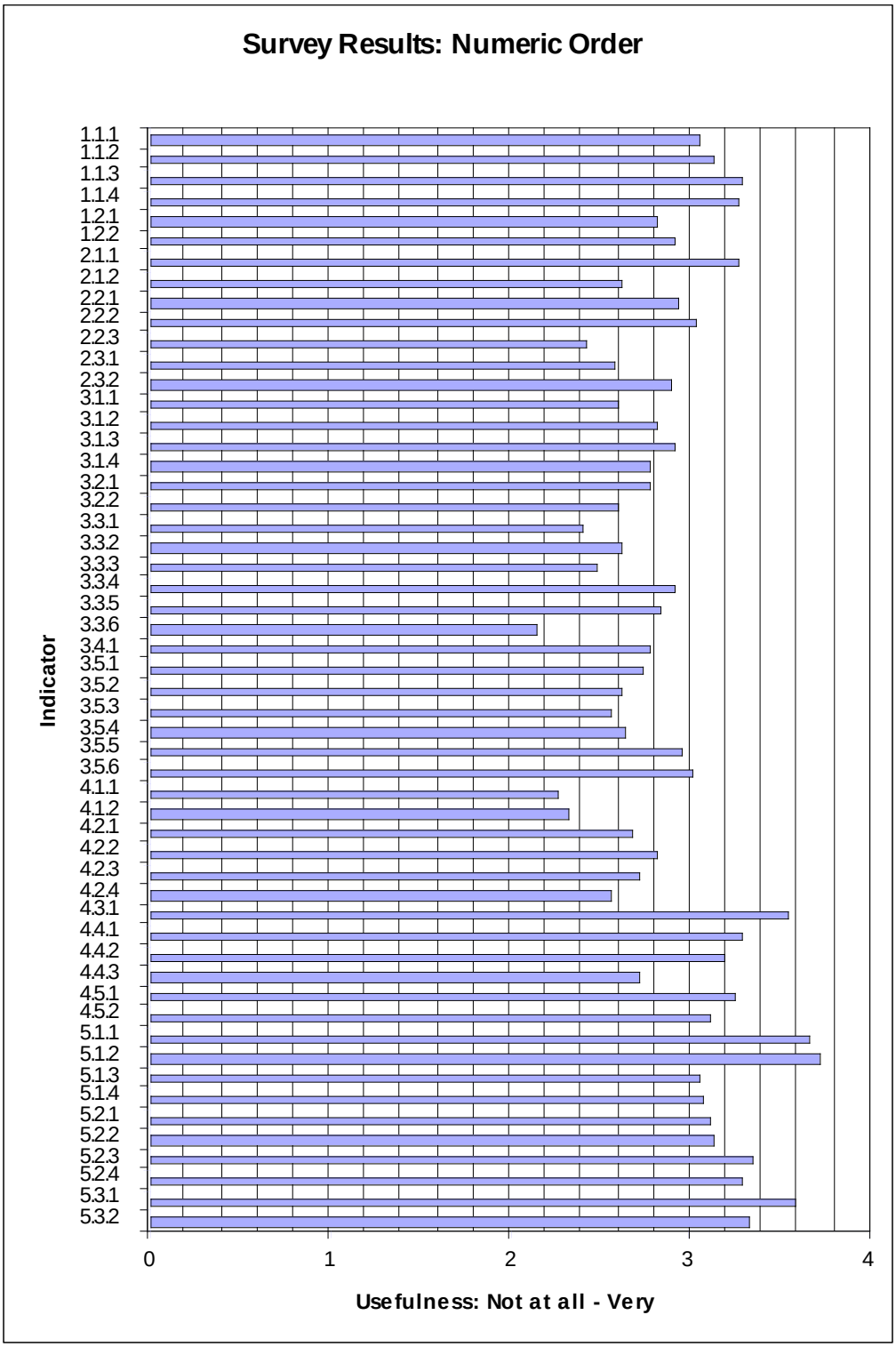
Indicator 5.3.1 Maintenance of practices

- **Description**: This indicator would measure whether installed structural and non-structural practices are maintained and continued. This information could be collected by follow-up visits and inspections or post-project surveys.

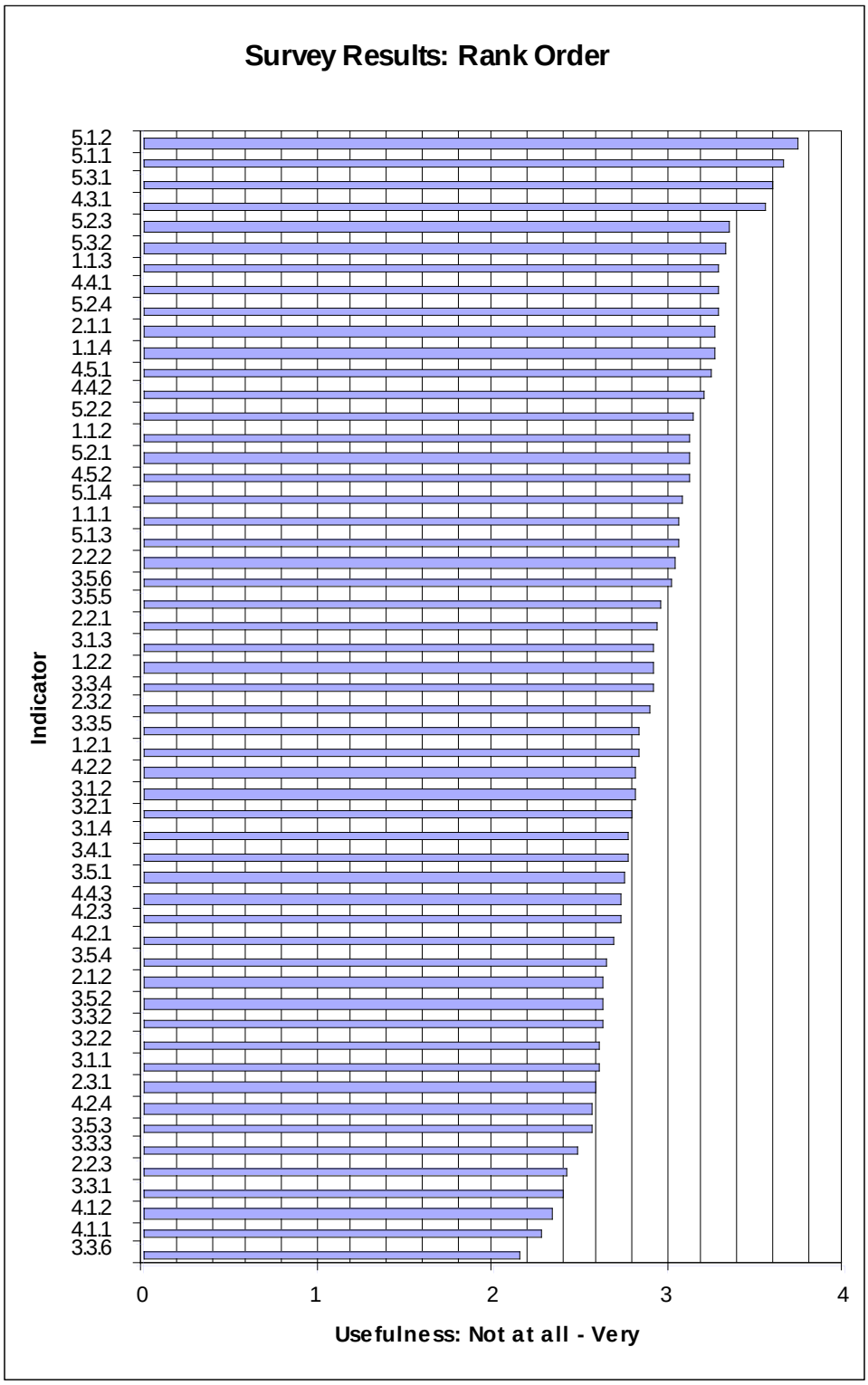
Indicator 5.3.2 Maintenance of watershed plans

- **Description**: This indicator would measure whether plans are kept current, the extent to which project plans are used by local government, and the extent to which plans are referenced in local documents. This information would be collected by a post-project assessment. Guidance on collecting this information would be included in the Social Indicators Toolkit.

Survey Results in Numeric Order



Survey Responses in Rank Order



Average Rating Scores by State

Indicator	Illinois	Indiana	Michigan	Minnesota	Ohio	Wisconsin	All Respondents
Indicator 1.1.1	3.10	3.13	3.42	2.98	3.08	2.97	3.06
Indicator 1.1.2	2.90	3.26	3.46	3.08	3.17	3.10	3.13
Indicator 1.1.3	3.26	3.67	3.54	3.23	3.62	2.87	3.29
Indicator 1.1.4	3.33	3.22	3.25	3.19	3.31	3.35	3.26
Indicator 1.2.1	2.94	2.67	2.75	2.91	2.69	2.81	2.82
Indicator 1.2.2	2.83	3.08	2.75	3.04	2.77	2.77	2.92
Indicator 2.1.1	3.32	3.42	3.62	3.15	3.08	3.23	3.26
Indicator 2.1.2	2.58	2.71	2.92	2.50	2.46	2.77	2.63
Indicator 2.2.1	2.76	3.10	3.15	2.98	2.69	2.87	2.94
Indicator 2.2.2	2.83	3.08	2.77	3.14	3.31	2.93	3.03
Indicator 2.2.3	2.33	2.63	2.23	2.39	2.54	2.38	2.42
Indicator 2.3.1	2.58	2.83	2.62	2.37	2.62	2.72	2.58
Indicator 2.3.2	2.56	3.33	2.75	2.96	2.54	2.83	2.89
Indicator 3.1.1	2.82	2.87	2.18	2.28	3.00	2.77	2.60
Indicator 3.1.2	2.88	3.24	2.73	2.71	3.00	2.59	2.81
Indicator 3.1.3	2.57	3.05	2.90	2.94	3.18	2.87	2.92
Indicator 3.1.4	2.75	2.74	2.55	2.75	2.83	2.93	2.78
Indicator 3.2.1	2.72	2.91	2.55	2.82	3.00	2.67	2.79
Indicator 3.2.2	2.69	2.63	2.40	2.59	2.67	2.59	2.60
Indicator 3.3.1	1.82	2.63	2.50	2.48	2.50	2.34	2.40
Indicator 3.3.2	2.76	2.75	2.50	2.52	2.50	2.67	2.62
Indicator 3.3.3	2.61	2.96	2.00	2.12	2.92	2.63	2.49
Indicator 3.3.4	3.06	3.21	2.70	2.77	3.17	2.77	2.90
Indicator 3.3.5	3.06	3.00	2.80	2.71	3.09	2.67	2.83
Indicator 3.3.6	2.22	2.54	1.70	2.00	2.58	2.00	2.14
Indicator 3.4.1	2.72	3.43	2.73	2.62	2.55	2.63	2.77
Indicator 3.5.1	2.88	2.91	2.82	2.63	3.08	2.59	2.75
Indicator 3.5.2	2.56	2.74	2.45	2.55	3.33	2.43	2.62
Indicator 3.5.3	2.72	2.55	2.64	2.49	2.58	2.55	2.56
Indicator 3.5.4	2.78	2.77	2.70	2.65	2.75	2.41	2.65
Indicator 3.5.5	3.11	3.05	3.09	3.02	3.00	2.54	2.94
Indicator 3.5.6	3.00	3.10	2.90	3.06	3.08	2.90	3.01
Indicator 4.1.1	2.21	2.52	2.36	2.18	2.09	2.31	2.27
Indicator 4.1.2	2.33	2.62	2.09	2.30	2.27	2.28	2.33
Indicator 4.2.1	2.67	2.58	3.00	2.75	2.36	2.62	2.68
Indicator 4.2.2	2.56	2.81	3.00	2.81	2.55	3.00	2.81
Indicator 4.2.3	2.94	2.85	2.73	2.55	2.45	2.89	2.72
Indicator 4.2.4	2.53	2.74	3.00	2.44	2.45	2.55	2.56
Indicator 4.3.1	3.56	3.36	3.33	3.60	3.55	3.71	3.55
Indicator 4.4.1	3.11	3.23	3.67	3.26	3.45	3.24	3.28
Indicator 4.4.2	3.22	3.00	3.36	3.15	3.45	3.24	3.19
Indicator 4.4.3	2.50	2.59	3.00	2.68	2.60	2.97	2.72
Indicator 4.5.1	3.24	3.14	3.42	3.24	3.09	3.34	3.25
Indicator 4.5.2	2.94	2.95	3.10	3.21	3.00	3.21	3.11

Indicator 5.1.1	3.78	3.73	3.75	3.62	3.36	3.69	3.66
Indicator 5.1.2	3.67	3.86	3.82	3.68	3.64	3.76	3.73
Indicator 5.1.3	3.00	3.18	3.20	2.96	2.73	3.21	3.05
Indicator 5.1.4	3.41	3.27	3.17	2.98	2.91	2.90	3.07
Indicator 5.2.1	2.89	3.33	3.00	3.13	2.91	3.21	3.12
Indicator 5.2.2	2.67	3.36	3.40	3.06	3.18	3.28	3.13
Indicator 5.2.3	3.39	3.55	3.44	3.25	3.36	3.31	3.35
Indicator 5.2.4	3.35	3.52	3.45	3.06	3.27	3.41	3.28
Indicator 5.3.1	3.56	3.77	3.91	3.47	3.70	3.52	3.59
Indicator 5.3.2	3.50	3.73	3.64	3.15	3.27	3.10	3.32

Raw Frequency Results

Category 1: Attitudes

Indicator 1.1.1 Water quality-related attitudes index

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	3	1.7	2.0	2.0
	Somewhat useful	39	22.3	25.5	27.5
	Useful	57	32.6	37.3	64.7
	Very useful	54	30.9	35.3	100.0
	Total	153	87.4	100.0	
Missing	Not Answered	8	4.6		
	Not applicable/I don't know	3	1.7		
	System	11	6.3		
	Total	22	12.6		
Total		175	100.0		

Indicator 1.1.2 Interests, motivations and constraints index

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	5	2.9	3.3	3.3
	Somewhat useful	35	20.0	23.3	26.7
	Useful	46	26.3	30.7	57.3
	Very useful	64	36.6	42.7	100.0
	Total	150	85.7	100.0	
Missing	Not Answered	9	5.1		
	Not applicable/I don't know	5	2.9		
	System	11	6.3		
	Total	25	14.3		
Total		175	100.0		

Indicator 1.1.3 Local legislation and plans to address water quality issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	4	2.3	2.6	2.6
	Somewhat useful	26	14.9	17.1	19.7
	Useful	44	25.1	28.9	48.7
	Very useful	78	44.6	51.3	100.0
	Total	152	86.9	100.0	
Missing	Not Answered	10	5.7		
	Not applicable/I don't know	2	1.1		
	System	11	6.3		
	Total	23	13.1		
Total		175	100.0		

Indicator 1.1.4 Active enforcement of water quality ordinances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	5	2.9	3.4	3.4
	Somewhat useful	27	15.4	18.1	21.5
	Useful	41	23.4	27.5	49.0
	Very useful	76	43.4	51.0	100.0
	Total	149	85.1	100.0	
Missing	Not Answered	11	6.3		
	Not applicable/I don't know	4	2.3		
	System	11	6.3		
	Total	26	14.9		
Total		175	100.0		

Indicator 1.2.1 Level of satisfaction with agency or project

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	10	5.7	6.6	6.6
	Somewhat useful	48	27.4	31.8	38.4
	Useful	52	29.7	34.4	72.8
	Very useful	41	23.4	27.2	100.0
	Total	151	86.3	100.0	
Missing	Not Answered	5	2.9		
	Not applicable/I don't know	4	2.3		
	System	15	8.6		
	Total	24	13.7		
Total		175	100.0		

Indicator 1.2.2 Trust of local agencies/project groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	7	4.0	4.7	4.7
	Somewhat useful	44	25.1	29.5	34.2
	Useful	52	29.7	34.9	69.1
	Very useful	46	26.3	30.9	100.0
	Total	149	85.1	100.0	
Missing	Not Answered	7	4.0		
	Not applicable/I don't know	4	2.3		
	System	15	8.6		
	Total	26	14.9		
Total		175	100.0		

Category 2: Knowledge/Awareness

Indicator 2.1.1 Awareness/knowledge of citizens

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	3	1.7	2.0	2.0
	Somewhat useful	27	15.4	17.8	19.7
	Useful	49	28.0	32.2	52.0
	Very useful	73	41.7	48.0	100.0
	Total	152	86.9	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	2	1.1		
	System	17	9.7		
	Total	23	13.1		
Total		175	100.0		

Indicator 2.1.2 Media coverage of technical issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	14	8.0	9.3	9.3
	Somewhat useful	56	32.0	37.3	46.7
	Useful	52	29.7	34.7	81.3
	Very useful	28	16.0	18.7	100.0
	Total	150	85.7	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	4	2.3		
	System	17	9.7		
	Total	25	14.3		
Total		175	100.0		

Indicator 2.2.1 Ability to select appropriate practice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	8	4.6	5.4	5.4
	Somewhat useful	39	22.3	26.4	31.8
	Useful	55	31.4	37.2	68.9
	Very useful	46	26.3	31.1	100.0
	Total	148	84.6	100.0	
Missing	Not Answered	6	3.4		
	Not applicable/I don't know	4	2.3		
	System	17	9.7		
	Total	27	15.4		
Total		175	100.0		

Indicator 2.2.2 Knowledge of economic impacts of BMPs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	7	4.0	4.7	4.7
	Somewhat useful	34	19.4	22.8	27.5
	Useful	55	31.4	36.9	64.4
	Very useful	53	30.3	35.6	100.0
	Total	149	85.1	100.0	
Missing	Not Answered	6	3.4		
	Not applicable/I don't know	3	1.7		
	System	17	9.7		
	Total	26	14.9		
Total		175	100.0		

Indicator 2.2.3 Media coverage of technical issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	21	12.0	14.2	14.2
	Somewhat useful	60	34.3	40.5	54.7
	Useful	51	29.1	34.5	89.2
	Very useful	16	9.1	10.8	100.0
	Total	148	84.6	100.0	
Missing	Not Answered	5	2.9		
	Not applicable/I don't know	5	2.9		
	System	17	9.7		
	Total	27	15.4		
Total		175	100.0		

Indicator 2.3.1 Number of contacts at relevant agency program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	22	12.6	14.8	14.8
	Somewhat useful	48	27.4	32.2	47.0
	Useful	49	28.0	32.9	79.9
	Very useful	30	17.1	20.1	100.0
	Total	149	85.1	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	5	2.9		
	System	18	10.3		
	Total	26	14.9		
Total		175	100.0		

Indicator 2.3.2 Ability to identify governmental and other programs that provide technical and/or financial assistance with BNP installation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	12	6.9	8.1	8.1
	Somewhat useful	38	21.7	25.5	33.6
	Useful	53	30.3	35.6	69.1
	Very useful	46	26.3	30.9	100.0
	Total	149	85.1	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	5	2.9		
	System	18	10.3		
	Total	26	14.9		
Total		175	100.0		

Category 3: Capacity

Indicator 3.1.1 Diversity of funding sources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	20	11.4	13.9	13.9
	Somewhat useful	51	29.1	35.4	49.3
	Useful	40	22.9	27.8	77.1
	Very useful	33	18.9	22.9	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	10	5.7		
	System	19	10.9		
	Total	31	17.7		
Total		175	100.0		

Indicator 3.1.2 Increased access to funds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	15	8.6	10.7	10.7
	Somewhat useful	33	18.9	23.6	34.3
	Useful	56	32.0	40.0	74.3
	Very useful	36	20.6	25.7	100.0
	Total	140	80.0	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	14	8.0		
	System	19	10.9		
	Total	35	20.0		
Total		175	100.0		

Indicator 3.1.3 Financial stability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	7	4.0	5.1	5.1
	Somewhat useful	37	21.1	26.8	31.9
	Useful	54	30.9	39.1	71.0
	Very useful	40	22.9	29.0	100.0
	Total	138	78.9	100.0	
Missing	Not Answered	5	2.9		
	Not applicable/I don't know	13	7.4		
	System	19	10.9		
	Total	37	21.1		
Total		175	100.0		

Indicator 3.1.4 Number of staff funded or leveraged

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	11	6.3	7.6	7.6
	Somewhat useful	41	23.4	28.5	36.1
	Useful	61	34.9	42.4	78.5
	Very useful	31	17.7	21.5	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	8	4.6		
	System	19	10.9		
	Total	31	17.7		
Total		175	100.0		

Indicator 3.2.1 Appropriate skill set of group's staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	17	9.7	11.7	11.7
	Somewhat useful	36	20.6	24.8	36.6
	Useful	53	30.3	36.6	73.1
	Very useful	39	22.3	26.9	100.0
	Total	145	82.9	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	7	4.0		
	System	22	12.6		
	Total	30	17.1		
Total		175	100.0		

Indicator 3.2.2 Facilities and equipment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	19	10.9	13.6	13.6
	Somewhat useful	49	28.0	35.0	48.6
	Useful	41	23.4	29.3	77.9
	Very useful	31	17.7	22.1	100.0
	Total	140	80.0	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	9	5.1		
	System	22	12.6		
	Total	35	20.0		
Total		175	100.0		

Indicator 3.3.1 Turnover rate of organizational or project leader

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	30	17.1	21.1	21.1
	Somewhat useful	53	30.3	37.3	58.5
	Useful	31	17.7	21.8	80.3
	Very useful	28	16.0	19.7	100.0
	Total	142	81.1	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	7	4.0		
	System	22	12.6		
	Total	33	18.9		
Total		175	100.0		

Indicator 3.3.2 Index of staff capacity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	17	9.7	12.1	12.1
	Somewhat useful	42	24.0	29.8	41.8
	Useful	60	34.3	42.6	84.4
	Very useful	22	12.6	15.6	100.0
	Total	141	80.6	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	11	6.3		
	System	22	12.6		
	Total	34	19.4		
Total		175	100.0		

Indicator 3.3.3 Number of members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	22	12.6	15.3	15.3
	Somewhat useful	46	26.3	31.9	47.2
	Useful	60	34.3	41.7	88.9
	Very useful	16	9.1	11.1	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	8	4.6		
	System	22	12.6		
	Total	31	17.7		
Total		175	100.0		

Indicator 3.3.4 Number of volunteers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	9	5.1	6.1	6.1
	Somewhat useful	32	18.3	21.8	27.9
	Useful	70	40.0	47.6	75.5
	Very useful	36	20.6	24.5	100.0
	Total	147	84.0	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	5	2.9		
	System	22	12.6		
	Total	28	16.0		
Total		175	100.0		

Indicator 3.3.5 Hours dedicated by volunteers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	7	4.0	4.8	4.8
	Somewhat useful	40	22.9	27.6	32.4
	Useful	69	39.4	47.6	80.0
	Very useful	29	16.6	20.0	100.0
	Total	145	82.9	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	5	2.9		
	System	22	12.6		
	Total	30	17.1		
Total		175	100.0		

Indicator 3.3.6 Percentage of board members attending meetings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	43	24.6	29.7	29.7
	Somewhat useful	50	28.6	34.5	64.1
	Useful	40	22.9	27.6	91.7
	Very useful	12	6.9	8.3	100.0
	Total	145	82.9	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	7	4.0		
	System	22	12.6		
	Total	30	17.1		
Total		175	100.0		

Indicator 3.4.1 Group process/structure index

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	24	13.7	16.4	16.4
	Somewhat useful	33	18.9	22.6	39.0
	Useful	42	24.0	28.8	67.8
	Very useful	47	26.9	32.2	100.0
	Total	146	83.4	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	5	2.9		
	System	22	12.6		
	Total	29	16.6		
Total		175	100.0		

Indicator 3.5.1 Number of agencies/organizations participating in the project

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	12	6.9	8.5	8.5
	Somewhat useful	40	22.9	28.2	36.6
	Useful	62	35.4	43.7	80.3
	Very useful	28	16.0	19.7	100.0
	Total	142	81.1	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	8	4.6		
	System	24	13.7		
	Total	33	18.9		
Total		175	100.0		

Indicator 3.5.2 Diversity of participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	22	12.6	15.8	15.8
	Somewhat useful	41	23.4	29.5	45.3
	Useful	44	25.1	31.7	77.0
	Very useful	32	18.3	23.0	100.0
	Total	139	79.4	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	10	5.7		
	System	24	13.7		
	Total	36	20.6		
Total		175	100.0		

Indicator 3.5.3 Group representative of target audience population

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	25	14.3	17.2	17.2
	Somewhat useful	45	25.7	31.0	48.3
	Useful	44	25.1	30.3	78.6
	Very useful	31	17.7	21.4	100.0
	Total	145	82.9	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	5	2.9		
	System	24	13.7		
	Total	30	17.1		
Total		175	100.0		

Indicator 3.5.4 Public providing input representative of target audience population

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	21	12.0	14.8	14.8
	Somewhat useful	47	26.9	33.1	47.9
	Useful	35	20.0	24.6	72.5
	Very useful	39	22.3	27.5	100.0
	Total	142	81.1	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	5	2.9		
	System	24	13.7		
	Total	33	18.9		
Total		175	100.0		

Indicator 3.5.5 Involvement of early adopters in projects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	10	5.7	7.0	7.0
	Somewhat useful	30	17.1	21.0	28.0
	Useful	61	34.9	42.7	70.6
	Very useful	42	24.0	29.4	100.0
	Total	143	81.7	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	7	4.0		
	System	24	13.7		
	Total	32	18.3		
Total		175	100.0		

Indicator 3.5.6 Issue Leadership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	10	5.7	6.9	6.9
	Somewhat useful	23	13.1	16.0	22.9
	Useful	66	37.7	45.8	68.8
	Very useful	45	25.7	31.3	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	4	2.3		
	System	24	13.7		
	Total	31	17.7		
Total		175	100.0		

Category 4: Background/Contextual

Indicator 4.1.1 Number of people participating in environmental groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	29	16.6	20.7	20.7
	Somewhat useful	58	33.1	41.4	62.1
	Useful	39	22.3	27.9	90.0
	Very useful	14	8.0	10.0	100.0
	Total	140	80.0	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	6	3.4		
	System	25	14.3		
	Total	35	20.0		
Total		175	100.0		

Indicator 4.1.2 Number of environmental groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	31	17.7	22.1	22.1
	Somewhat useful	48	27.4	34.3	56.4
	Useful	45	25.7	32.1	88.6
	Very useful	16	9.1	11.4	100.0
	Total	140	80.0	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	7	4.0		
	System	25	14.3		
	Total	35	20.0		
Total		175	100.0		

Indicator 4.2.1 Revenues generated from tourism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	20	11.4	14.3	14.3
	Somewhat useful	45	25.7	32.1	46.4
	Useful	35	20.0	25.0	71.4
	Very useful	40	22.9	28.6	100.0
	Total	140	80.0	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	7	4.0		
	System	25	14.3		
	Total	35	20.0		
Total		175	100.0		

Indicator 4.2.2 Number of people who participate in outdoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	17	9.7	11.8	11.8
	Somewhat useful	37	21.1	25.7	37.5
	Useful	46	26.3	31.9	69.4
	Very useful	44	25.1	30.6	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	4	2.3		
	System	25	14.3		
	Total	31	17.7		
Total		175	100.0		

Indicator 4.2.3 Dollars per person spent on drinking water treatment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	22	12.6	15.9	15.9
	Somewhat useful	34	19.4	24.6	40.6
	Useful	43	24.6	31.2	71.7
	Very useful	39	22.3	28.3	100.0
	Total	138	78.9	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	9	5.1		
	System	25	14.3		
	Total	37	21.1		
Total		175	100.0		

Indicator 4.2.4 Financial demographics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	24	13.7	17.3	17.3
	Somewhat useful	41	23.4	29.5	46.8
	Useful	46	26.3	33.1	79.9
	Very useful	28	16.0	20.1	100.0
	Total	139	79.4	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	9	5.1		
	System	25	14.3		
	Total	36	20.6		
Total		175	100.0		

Indicator 4.3.1 Land use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	4	2.3	2.8	2.8
	Somewhat useful	15	8.6	10.5	13.3
	Useful	22	12.6	15.4	28.7
	Very useful	102	58.3	71.3	100.0
	Total	143	81.7	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	4	2.3		
	System	25	14.3		
	Total	32	18.3		
Total		175	100.0		

Indicator 4.4.1 Number of people in a targeted area to be reached

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	5	2.9	3.4	3.4
	Somewhat useful	20	11.4	13.8	17.2
	Useful	49	28.0	33.8	51.0
	Very useful	71	40.6	49.0	100.0
	Total	145	82.9	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	3	1.7		
	System	26	14.9		
	Total	30	17.1		
Total		175	100.0		

Indicator 4.4.2 Population and population affected by the project

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	6	3.4	4.2	4.2
	Somewhat useful	20	11.4	13.9	18.1
	Useful	58	33.1	40.3	58.3
	Very useful	60	34.3	41.7	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	4	2.3		
	System	26	14.9		
	Total	31	17.7		
Total		175	100.0		

Indicator 4.4.3 Basic demographics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	16	9.1	11.4	11.4
	Somewhat useful	44	25.1	31.4	42.9
	Useful	43	24.6	30.7	73.6
	Very useful	37	21.1	26.4	100.0
	Total	140	80.0	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	7	4.0		
	System	26	14.9		
	Total	35	20.0		
Total		175	100.0		

Indicator 4.5.1 Size of agricultural operations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	5	2.9	3.5	3.5
	Somewhat useful	25	14.3	17.6	21.1
	Useful	42	24.0	29.6	50.7
	Very useful	70	40.0	49.3	100.0
	Total	142	81.1	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	6	3.4		
	System	26	14.9		
	Total	33	18.9		
Total		175	100.0		

Indicator 4.5.2 Absentee landowners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	9	5.1	6.4	6.4
	Somewhat useful	24	13.7	17.1	23.6
	Useful	49	28.0	35.0	58.6
	Very useful	58	33.1	41.4	100.0
	Total	140	80.0	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	8	4.6		
	System	26	14.9		
	Total	35	20.0		
Total		175	100.0		

Category 5: Behavior/Adoption

Indicator 5.1.1 Practices implemented

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	1	.6	.7	.7
	Somewhat useful	6	3.4	4.2	4.9
	Useful	34	19.4	23.6	28.5
	Very useful	103	58.9	71.5	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	2	1.1		
	System	26	14.9		
	Total	31	17.7		
Total		175	100.0		

Indicator 5.1.2 Critical area practices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat useful	7	4.0	4.9	4.9
	Useful	25	14.3	17.4	22.2
	Very useful	112	64.0	77.8	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	2	1.1		
	System	26	14.9		
	Total	31	17.7		
Total		175	100.0		

Indicator 5.1.3 Violations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	8	4.6	5.8	5.8
	Somewhat useful	32	18.3	23.0	28.8
	Useful	44	25.1	31.7	60.4
	Very useful	55	31.4	39.6	100.0
	Total	139	79.4	100.0	
Missing	Not Answered	4	2.3		
	Not applicable/I don't know	6	3.4		
	System	26	14.9		
	Total	36	20.6		
Total		175	100.0		

Indicator 5.1.4 Watershed plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	6	3.4	4.2	4.2
	Somewhat useful	30	17.1	20.8	25.0
	Useful	56	32.0	38.9	63.9
	Very useful	52	29.7	36.1	100.0
	Total	144	82.3	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	4	2.3		
	System	26	14.9		
	Total	31	17.7		
Total		175	100.0		

Indicator 5.2.1 Continued funding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	8	4.6	5.6	5.6
	Somewhat useful	22	12.6	15.4	21.0
	Useful	58	33.1	40.6	61.5
	Very useful	55	31.4	38.5	100.0
	Total	143	81.7	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	4	2.3		
	System	26	14.9		
	Total	32	18.3		
Total		175	100.0		

Indicator 5.2.2 Contact available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	5	2.9	3.5	3.5
	Somewhat useful	22	12.6	15.4	18.9
	Useful	65	37.1	45.5	64.3
	Very useful	51	29.1	35.7	100.0
	Total	143	81.7	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	4	2.3		
	System	26	14.9		
	Total	32	18.3		
Total		175	100.0		

Indicator 5.2.3 Monitoring

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	2	1.1	1.4	1.4
	Somewhat useful	17	9.7	12.0	13.4
	Useful	53	30.3	37.3	50.7
	Very useful	70	40.0	49.3	100.0
	Total	142	81.1	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	4	2.3		
	System	26	14.9		
	Total	33	18.9		
Total		175	100.0		

Indicator 5.2.4 Ordinances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	6	3.4	4.2	4.2
	Somewhat useful	15	8.6	10.5	14.7
	Useful	55	31.4	38.5	53.1
	Very useful	67	38.3	46.9	100.0
	Total	143	81.7	100.0	
Missing	Not Answered	2	1.1		
	Not applicable/I don't know	4	2.3		
	System	26	14.9		
	Total	32	18.3		
Total		175	100.0		

Indicator 5.3.1 Maintenance of practices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	2	1.1	1.4	1.4
	Somewhat useful	8	4.6	5.6	7.0
	Useful	37	21.1	25.9	32.9
	Very useful	96	54.9	67.1	100.0
	Total	143	81.7	100.0	
Missing	Not Answered	3	1.7		
	Not applicable/I don't know	3	1.7		
	System	26	14.9		
	Total	32	18.3		
Total		175	100.0		

Indicator 5.3.2 Maintenance of watershed plans

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not useful at all	4	2.3	2.8	2.8
	Somewhat useful	22	12.6	15.2	17.9
	Useful	43	24.6	29.7	47.6
	Very useful	76	43.4	52.4	100.0
	Total	145	82.9	100.0	
Missing	Not Answered	1	.6		
	Not applicable/I don't know	3	1.7		
	System	26	14.9		
	Total	30	17.1		
Total		175	100.0		

Comments From Survey Respondents

These are verbatim comments from respondents; they have not been edited or revised. Comments are organized by indicator and grouped based on state and workshop attendance. See the "Indicator Development" document for a description of each indicator.

Indicator 1.1.1 Water quality-related attitudes index

Illinois Attendees

- Our project, "Of Time and the River: 12,000 Years of Human Use of the Illinois," will create an educational Website for 5th-12 grade students. It doesn't involve surveys, attitudes toward water quality except from a historic perspective, water testing, watershed management, etc. Although I think the information would be useful, such questions are inapplicable to our project.
- The usefulness of this indicator needs to be balanced with the time-intensive nature of the data collection effort required. I realize you indicated that not all indicators would be used in every circumstance, but this one would be expensive to implement.

Illinois Non-Attendees

- May be hard to get a very good response.
- I don't understand what questions will be asked? "in general" this information would be very useful

Wisconsin Attendees

- It would be helpful to be able to do this at the state/regional level
- This kind of index might be tainted by respondents who give answers they think they should give rather than answers that truly reflect their actions and attitudes.
- How would such a pre-post survey be administered - telephone, mail, personal interview?

Wisconsin Non-Attendees

- Watershed wide "projects" are rare in Wisconsin. The state nps program is site specific. Measuring attitudes in these cases is not very useful.
- We have no means in changing attitudes of landowners without additional educational type personnel and provide additional cost share dollars to the landowners while also offering an incentive tool in conjunction with manadatory options.
- My reservations about this are the same for probably all of these questions: namely, money, time & personnel. While they are very desireable outcomes, where would the $$ come from to fund these outreach efforts? These expenses would not be eligible for state bonding; local funds are exceedingly tight. These intents also presume a relatively lengthy lead-in time prior to commencing the

project. Most of our grant-funded projects are on a two-year track. And, do localities, particularily smaller communities, have the personnel -- in terms of training/capabilities and available time -- to conduct these activities.

Indiana Attendees

- I think this would be very useful but the problem is getting people to participate in such a survey.
- This information would be useful if there was a reliable way to collect it. Some of our projects already send out surveys, and due to response rates and public disinterest get very little information back? Why would this attempt at surveying be any different? There's also the matter of how hard it is to create a survey that statistically will show good results. These project managers aren't statiticians...
- This project was a research project that leaves the most important analysis for the end of the project when all five years of data have been collected. At that point I would expect this research to be more significant.
- A bare minimum start...not sure how useful the information would be, or if it relates at all to improving water quality. Only useful if your goal is to improve attitudes.
- Although attitude based on survey response appears useful, I do have reservations about what survey responses are truly able to convey based on method. I await the Toolkit to see how these concerns will be addressed.

Indiana Non-Attendees

- Projects rarely have the budget to conduct a statistically signifigant survey.
- The usefulness of a survey depends on the number of responses received (or not received). It is my feeling that those who respond to surveys are at either end of a scale. Those in the middle do not respond. Depends on how the survey is presented.

Ohio Attendees

- Alot would depend on the size and distribution of the surveys as to how useful it would be.
- as long as it is the same people being surveyed before or after, if not, it might not be able to be weighed as heavily
- Loaded question. Who decides what is desireable behavior? Or maybe a better question is what would fall into the "undesireable" behavior category. Bottom line is that it seems that there is such a broad list of "desireable" behaviors that it would seem impossible to come up with survey results that wouldn't show some sort of improvement. Seems kind of like "fixing the vote" to me.
- Depends on the project, including short and long range goals. For example if attitdue changes would be important for the success of the project I think there would have to be a great deal of thought including who the target audience would be and how they would be involved in the survey research.
- Although useful, I'm not sure if this gives an accurate picture of people's views due to refusal to complete written and/or phone interviews. Those that do participate tend to have views that are extreme to one end or another and not an

accurate representation of the average. This process is also often very cost prohibitive.

Michigan Attendees

- I understand that attitudes & knowledge don't always = behavior change, though.
- 5 My limited experience suggests your survey should be about participatory tasks, not the larger goal. For instance, if you surveyed people about recycling, would you want to test knowledge of household recycling - what can be recycled, what bin does in go in - or survey them on their knowledge of how recycling affects solid waste management. I'd choose the first.
- If this includes actions as opposed to feelings then it could be useful. An individual's perceptions regarding water quality are less interesting to me than knowing that they purchase no-P fertilizer for their lawn.

Minnesota Attendees – St. Paul

- The usefulness will depend upon adequate pretesting with the survey group AND letting them evaluate the language and explanation of the question. The survey could be very useful; guard against leading questions or presuppositions-the very death in an over surveyed society. Talk with the stakeholders or surveyed audience FIRST!!!
- More useful if the audience is one that can impact water quality (such as a homeowner or decisionmaker); less useful if the audience are school age children
- (1) My response assumes that there would be performance measures assigned to the "questions about the benefits of protecting water resources, personal responsiblity for water protection.....," the qualitative and quantitative results of which would be analyzed according to thresholds or targets that were established as definitions of the "change attitudes in a way that is expected to facilitate desired behavior change" noted in the index question. (2) this assumes that knowledge/attitude is a precursor of behavior change. My understanding is that, according to research in social marketing, this is not necessarily the case. Behavior change can come before knowledge/attitude. While this is a useful index, I hope there is something later in the survey that indicates the toolkit will include indices that bring this point home. I hope I am making sense. I would not want this indice to mislead users and perpetuate a lack of understanding about how behavior change comes about.

Minnesota Attendees – Mankato

- Inclusion of this type of question would "personalize" an otherwise sterile topic attaching the survey process to core values and hopefully to action.
- Seems somewhat vague
- If past studies holds true, this data would be useful in showing that attitude is poor predictor of positive behavior. Also, like strawberries and puppies, everyone likes clean water and thinks we should protect it.

Minnesota Attendees – Brainerd

- usefullness would be dependant upon the level of participation.

- Although a one-time index itself provides some potential for increasing environmental awareness, some provision for a secondary follow-up would be useful to determine whether any project successess translated into something more than short-term positive responses shaped by the survey itself.
- When asked about attitudes, people often report what they expect you want to hear. This is a dilemma whether we are asking about water quality attiutudes, risky behaviors, health practices, teen perceptions, etc. Is there a way to sort out the responses giving the "proper" answer, rather than reflecting a person's true attitude?
- It just has been a challenge to collect this information, particularly in teh agricultural community.

Minnesota Non-Attendees

- Our work with phosphorus free fertilizer issues suggests that attitudes do not necessarily translate into behavior changes.
- The phrase "expected to facillitate desired behavior change" is less meaningful than a survey question that actually asks individuals whether or not they have changed their behavior regarding X, Y or Z.
- People in general may say they know the benefits of protecting wat. res. and or personal resp. but that does not mean they will take the TIME to do it. Asking people about the credibility of info. and usefulness of info sources is senseless if they are only aware of such but have never used them and if they have such a small level of experience in the topic such that they have no way to compare and thus assess "credibility" and usefulness. Their assessment will be more related to ease of use, clarity and other user-friendly issues. However, a target audience of experienced technical folks might be more likely to appropriately answer credibility and usefulness issues.
- People in general may say they know the benefits of protecting water resources and or personal resp. but that does not mean they will take the TIME to do it. Asking people about the credibility of info. and usefulness of info sources is senseless is they are only aware of such but have never used them and if they have such a small level of experience in the topic such that they have not way to compare and thus assess "credibility" and usefulness. Their assessment will be more related to ease of use, clarity and other user-friendly issues. However, a target audience of experienced technical folks might be more likely to appropriately answer credibility and usefulness issues.
- The watershed concept is difficult for a lot of people so it would be great to get indicators on water quality and watersheds
- would be somewhat useful - however, the small number of people that would be reached would not help to change the whole populations attitude or awareness, which is what needs to happen.
- If a changed mind translates into a changed behavior then it's useful...if not, it's not.
- It's impossible and pointkess to evaluate the usefulness of an index without knowing the content of the index. The types of variables mentioned seem

appropriate but index implies ranking. If you don't know what to measure it's impossible to say whether attitudes have changed.

<u>Indicator 1.1.2</u> Interests, motivations and constraints index

Illinois Attendees

- Again, although I think the information would be useful, such questions are inapplicable to our project.
- It is not clear who is being surveyed. Will people be asked about their onw motivations and constraints to behaviroal change or their perceptions of how others might feel? This is another labor-intensive effort to collect data that I think is of less value than that of #1.

Illinois Non-Attendees

- May get most responses at a public meeting.
- Comments same as above. Knowing before and after 'motivations' would be extremely useful

Wisconsin Attendees

- I think it might be helpful, but the data could be overwhelming
- Hard to imagine being able to generalize from the data collected.
- I'm not sure how the "financial loss" piece fits in here. I can see how it would help in designing a program, but not sure if it's useful for evaluating a program's success (financial loss is always bad and a watershed education program wouldn't change my attitude about that). But if this is getting at the idea "would you pay money for better water quality" then I can see its utility.

Wisconsin Non-Attendees

- It would help us to motivate people in to coming to our seminars; work groups; etc. Example recently the Sec. of the Wi DATCP meet in Walworth County with a handful of landowners mainly comprised of Farm Bureau Members ONLY. We have lots of absentee landowners they just receive their rental payments don't care or understand what could be happening to their land or even knowledgeable about the various State & Federal Programs. Times are changing on what the definition is for a FARMER/ now a days it is a partime URBAN landowner, or an older farmer looking at his 401 K retirement plan. Pressures of selling and hobby farms are increasing.
- What I've seen in many (not all) cases is the desire to do the right thing, but the small profit margin in some farming operations don't allow for investments in best management practices. If the questions were structured to get at what keeps the farmer from doing the right thing. The culture of government subsidies makes it difficult to promote anything in the farmer's business unless money is attached.

Indiana Attendees

- I suspect the reasons that behavior doesn't change, as well as how people feel about financial loss, are similiar across the country. Why not have EPA do a broad national survey that local managers can use for reference?
- I think this information if given at meetings or field days could be very important to environmental managers, farmers, land owners and other interested citizens.
- This would help determine what needs to be done to facilitate changing people's behavior to reduce NPS pollution.
- It seems that the group providing this information would be biased because they would be people ho have showed an interest. That my not be an issue depending on how the information is intended to be used.
- This seems to be less useful as an indicator of success, and more useful as a process tool for project progression and strategic planning.

Indiana Non-Attendees

- This seems more focused and forward thinking.
- What motivates individuals participation would be very useful in the planning and implementation phase of any project.

Ohio Attendees

- I think this would be more useful BEFORE a project is implemented to see what motivates participation. I'm not sure how it could be used to measure project success AFTER it is implemented, since people's motivations and constraints are unlikely to change as a result of the project.
- It would be helpful for the gov't types to understand and then be able to gauge the accuracy of reported economic loss We may be minimizing the true economic hardship with our altruistic goals for water quality

Michigan Attendees

- An example would be helpful. Might be more useful than 1.1.1
- This is the most critical question. We have in the past targeted the audiences, developed the messages, research how the targeted audiences get information. We have not done a good job at getting at the incentatives or motivators to get people to change their behaviour. As a result the messages developed are not effective.

Michigan Non-Attendees

- This indicator would likely only be useful on a few project specific evaluations. Comparing motivations in one small watershed with another may be extremely difficult to do, so I'm not sure how useful the indicator or motivation or interest will be.

Minnesota Attendees – St. Paul

- It would be very helpful to know the exact questions that would be asked to know if this is really valuable or not.
- The issue and questionaire/explanation must meet the fairness question-if I'm asked to sacrifice or do something that costs me out of the pocket cash, will I be

compensated? Most folks want to do the right thing, but incentives must be things that the target group sees as incentives. To much environmental policy is based upon the lack of factoring in the costs involved, and consequently meets resistance.

- Addition information may be needed to characterize the factors that correspond to the responses
- (1) This would be particularly helpful when the end use of the data was to help design social marketing campaigns to overcome the constraints and leverage the motivations and interests. (2) I had an experience in which the target subwatershed had 100 households. We were unable to conduct the survey on interests, motivations and constraints because of potential push back it would have created. We really needed a surrogate watershed for the research needed to design a pilot project in our targeted subwatershed. Any chance the toolkit will cover the DOs and DON'Ts of this research methodology?

Minnesota Attendees Mankato

- Potential to be very useful - financial constraints are huge.
- Usefulness depends on how accurate self-reported information is. If it is accurate then it could help design programs to "remove barriers" to change. If it is not accurate (people saying one thing, but behaving differently) then it could mislead efforts. The question is, is there a way to accurately collect this information if self-reporting is used?
- This indicator appears to measure the prevailing social conditions and not the a project's success.

Minnesota Attendees Brainerd

- I think that it would be helpful to better understand the intended audience. However, one common obstacle is the perceptions of individuals that are based upon false/incorrect information.

Minnesota Non-Attendees

- Interests, motivations, and constraints would be a good thing to ask DURING project design and then design accordingly, especially if asking a subset of your target audience for a focused workshop. However, asking at public meetings for interests, motivations and constraints is useful only if you are going to conduct the workshop for only people who tend to attend those public meetings--which is usually an activist or reactionary subset of the overall population of concern... so caution is necessary in the use of this index.
- Interests, motivations, and constraints would be a good thing to ask DURING project design and then design accordingly, especially if asking a subset of your target audience for a focused workshop. However, asking at public meetings for interests, motivations and constraints is useful on ly if you are going to conduct the workshop for only people who tend to attend thos public meetings--which is usualy an activist or reactionary subset of the overall population of concern... so caution is necessary in the use of this index.
- What motivates a persons to change behavior could be very effective.

- see 1.1.1 comment
- What are you going to do with this information...if you are collecting it because you can, it becomes data and data is not information
- See comment on Indicator 1.1.1

<u>Indicator 1.1.3</u> Local legislation and plans to address water quality issues

Illinois Attendees
- it needs to be tied back to the project
- Although I think the information would be useful, such questions are inapplicable to our project. Our project looks at such issues only from the historical perspective and the scope ends with the passage Clean Water Act (1972-1977).
- needs to assess if items are actuallt being implemented

Illinois Non-Attendees
- Would need to distinguish between urban and rural. Local legislation is limited in rural areas and could be difficult to measure changes.

Wisconsin Attendees
- I think this would be way too complicated to collect, especially by government employees. Seems like a good project for a University to conduct.
- Will the timeframes of the projects and legislation overlap?
- The timeframe for evaluation would be important here - may take quite some time to see these kinds of things appearing in the civic realm after a program has been implemented.
- There are so many odd politics/variables that enter into policy-making. . .this type of data may need to be more qualitative than quantitative.

Wisconsin Non-Attendees
- programs award extra points for having ordinances, which may be the reason locals adopt ordinances.
- We have already done this with a lake protection grant. It gave us indicators to see what was still needed and was useful to find out that majority of the lake residents do not have a clue.
- If we assume that Community A does things in the "appropriate" order -- i.e., first develop a storm water plan, then commence the recommended construction/implementation projects -- then the planning, analysis and local ordinances would be completed.
- Ordinances, incentives, etc. actually adopted/promulgated most important (as compared to plan recommendations)

Indiana Attendees
- Doing this would be a good use of time.
- Yes, this research should be used to help develop nutrient criteria for Indiana.
- Only if it could be tied to the project.

- Very useful in the event that there was documentation relating to project involvement/influence on legislation. There are often concurrent efforts in communities, where one active group is unaware of the other. For this reason, documentation is critical to assure that true success is documented as opposed to chance/coincidence.

Indiana Non-Attendees

- This is a great idea. Projects should be aware of their constraints and opportunities to combine efforts. This encapsulates the idea of comprehensive management.

Ohio Attendees

- This indicator has the POTENTIAL to be very useful, IF it is applied to communities that have undertaken the local bills, ordinances, incentives, and comprehensive plans VOLUNTARILY. If this action is driven by regulatory requirements, it is a false indicator of NPS project success. In particular 319 funds cannot pay for activities required by permits or compliance orders. So, projects are automatically doing the above mentioned things WITHOUT regulatory requirements to do so. That is a much better indicator of the impacts of a particular project.
- Who's going to collect this information? Local groups have very few resources do this. It's useful information, but not at the expense of conducting actual project work.

Michigan Attendees

- We will not be able to show the success of the 319 through instream improvement very effectvely but through local land use planning we have protected threaten streams from getting worse. This indicator will allow us to capture that effort.
- this seems to address capacity building. the previous item 1.1.2 addressess individual capacity/agency through a look at attitudes, while 1.1.3 addresses governmental capacity not attitude. belongs in category 3 or 5

Minnesota Attendees -- St. Paul

- Would this also seek to address or measure local commitment as indicated by staff, budget, and other measures of activity?
- Could be very useful-avoid the paper chase and the paralysis by analysis syndromes.
- Consistency of language found in regulatory documents is extremely important. Has impacts at the level of decision makes and enforcment. Good language creates expectations.

Minnesota Attendees -- Mankato

- Not only is this a good indicator of social environmental activity at the local level it can serve as an example and furthers state and legislative involvement.
- A necessary evil.

- The lack of ordinances, plans, policies, etc. would be indictiative that the community has not taken the step to align their "desired future" with their policies. HOWEVER, the presence of water protecting ordiances, policies, etc. may not mean much if they are not enforced - which is often the case. So a "negative" answer (lack of) is more telling information than a "positivie" answer (existance of). Often the planning department and public works department are not on the same page.
- This indictor would have limited value unless the measuring tool was more sophisticated than a yes/no result.

Minnesota Attendees -- Brainerd

- This has been done somewhat via some of the basin plans. Might want to review those first. This would be very difficult to capture as not all local type programs are easy to access - not all web based etc - could be a paper trail nightmare
- It is unclear to me how this information would be used in the specified evaluation.
- Natural resource language is frequently part of comprehensive plans. When projects within a community are proposed, that language is much less frequently used for evaluation of the project. Recognition of natural resources in the comprehensive plan are useful but a review of plans approved under the auspices of the comprehensive plan to see whether those natural resource components were specifically addressed might be more useful.
- It does not seem that "plans" are as effective as other indicators.
- We do this already with county water plans in Minnesota.

Minnesota Non-Attendees

- Our experience with phosphorus free fertilizer legislation suggests that ordinances and bills, combined with education programs can change behavior.
- This info is in County Water Plans. Once again if you really want it, know now and why you will use it before asking for it.
- While this is very useful information, we usually gather this information on a ongoing basis, so it would probably not provide us new information.

- Would the presence of local rules, plans, etc be a measure of project success? Shouldn't the local actions be linked in a meaningful way (mandate, strategy, funding item) to the project?

<u>Indicator 1.1.4</u> Active enforcement of water quality ordinances

Illinois Attendees

- not sure how you would specifically tie back to the project. Enforcing Ordiances may change with a change in staff/leadership...
- See previous three comments.

Wisconsin Attendees

- Would be good to then summarize at the state level.

- I would not include this here. If used, it should be part of 5.2. If kept, get rid of any bean counting about enforcement actions. These are a last resort and will not occur at all if voluntary resolution is achieved following inspections, which is usually what agencies want to see since enforcement actions are very time consuming and inefficient.
- Again - you may want this data to be more qualitative than quantitative.

Wisconsin Non-Attendees

- Having the ordinance is the not ultimate test. Some grant
- I think this data can be had without doing a survey.
- Do they actually "do it" or do they merely have the ordinances on the books because we or the EPA require them.
- Very important indicator.

Indiana Attendees

- I like the idea of talking with local officials to get an idea of what violations exist (MS4, septic, ect.), but let's not require that specific information about inspections, actions, and resolutions should be collected when a simple conversation with a local official will probably suffice.
- I could see this being important for streams being listed on the 303(d) list for impaired streams.
- Only if it could be tied to the project.
- Collecting this information could be time consuming. Do you envision that a small representative indicator list might be used?
- Similar comments to Indicator 1.1.3

Indiana Non-Attendees

- Indiana currently has Rule 5 for construction issues and it is currently worthless in some counties. A person needs to be hired and shared with 3 or 4 counties to take care of Rule 5 and other Non Ag environmental issues.

Ohio Attendees

- just so it isn't too long and complicated
- Same comments as above. If regulatory requirements are motivating these actions, it does not signify the type of behavior change we are trying to capture. Fear of being out of compliance and the associated fines, etc. is really what we'd be measuring, not a true motivation to protect or improve the environment.
- This is a slippery slope. You want to be careful about how you report enfocement actions most agecies and nonprofits in Ohio prefer using a carrot approach rather than a stick. I would prefer collecting data on how many partnerships and collaborations have been built than enforcement actions. It's a much more positive spin on the same issues.
- This sounds like a negative approach to changing attitudes, and will probably be received differently depending on local land use rights across various states.

Michigan Attendees

- Useful if data are available. Most regulatory entities have these records, but don't necessarily track them in a way that would be easily reported.
- Esp. soil erosion control
- One of the biggest objections when local ordinances are proposed is that it will cost the local unit of government too much money to do. Yet that hasn't been the case in this region. This question will be able to address that objection.
- this is another community/administrative capacity item not an attitude. belongs in category 3 or 5

Michigan Non-Attendees

- This information may be difficult to obtain.
- Minnesota Non-Attendees
- Do you want to dedicate Agency staff time to determine if LGUs are doing their job?
- Again, the link needs to be established between existing ordinances and the project goals.

Minnesota Attendees -- St. Paul

- Would a small number of enforcement actions indicate high compliance or a low commitment to enforcement?
- could be counter productive.
- Need associated information to distinguish between lack of enforcement due to high levels of compliance vs. lack of action, and if the latter, what factors influence lack of action

Minnesota Attendees -- Mankato

- This connects with the above question. This would be useful information to see if a LGU both plans for water quality improvement AND implements and enforces the plan.

Minnesota Attendees -- Brainerd

- Again, available in some locations easily - others not in MN. There are some tracked already via the Natural Resources Block Grant funding send to counties annually but not all townships are tracking this data in an easy to capture method nor the small municipalities
- Compliance and non-compliance of ordinances are not all of equal weight/environmental harm. I don't think that this information tells the entire story. In our agency, there is a limited amount of resources that focus on inspections, compliance and enforcement. If only a small percentage of projects are inspected, does this mean that staff are lazy, don't care, or simply stretched too thin (not enough staff to adequately perform the tasks)?
- Administrative and budgetary support for an ordinance are a useful measurement for the importance of the ordinance. This should not be a scorecard for the staff unless the staff has resources to complete their jobs.

- I think the statement that, "This informaiton is typically available in each organization." is not accurate. It may or may not be compiled in a usable format, and if it has been compiled, they may not make it accessible.

<u>Indicator 1.2.1</u> Level of satisfaction with agency or project

Illinois Attendees
- See previous comments about our project.
- The trust issue is bigger in my opinion. If an agency makes a mistake, it is not as big of a concern to stakeholders as, "will they admit it and fix the problem".

Wisconsin Attendees
- Are satisfaction and effectiveness related?
- I think it is difficult for non-technical people to judge the technical proficiency of those in the service/government sector. The question to ask is: Did you get the help you need? Do you believe the solutions presented are reasonable?

Wisconsin Non-Attendees
- This information could assist in personnel direction and highlight needs for additional training not only of staff but the various governmental officials involved in our existance.
- I assume we're talking about an ordinary citizen's perception of the competency of their community's public works dept. Not sure how they would develop that viewpoint and how closely it might be related to the construction of a detention pond in their neighborhood, for instance -- untainted by spring pot holes and other, non-related issues.
- There may be a limited use of local agency service prior to a project to judge service but a measure of that knowledge would be valuable.

Indiana Attendees
- These projects are best conducted at the LOCAL level, so I think it's important that the public know who in their area they can contact. Realistically, there's not much the state agency can do anyway besides give grant money and refer people to local resources.
- Would the person taking the survey be evaluating satisfaction with the project sponsor? I'm not sure that I understand this question.
- This addresses the merit of work, which when coupled with efficacy (administrative/environmental indicators) can be very informative.

Indiana Non-Attendees
- This would be great. Also share results with the agency to give them feedback to improve. This will also help the group redefine where they will recieve assistance not accounted for via agencies.
- Agency technical assistance and staff knowledge are usually based on local, state and federal funding. Sometimes out of the control of a particular office due to frequent staff changes.

Ohio Attendees

- You have three questions in one here (level of satisfaction with the project, level of satisfaction with the agency, and level of satisfaction with the quality and availability of technical assistance. I suggest you limit this question to level of satisfaction with the PROJECT and make sure "satisfaction" criteria aren't just I like it or don't like it. There needs to be a connection to WHY someone does or doesn't like the project and more importantly do these "whys" have anything to do with actual environmental results.
- Are folks ever completely happy with the level of service they receive? It will be difficult to tease apart why they they are unhappy.
- Participants would have to be carefully selected to ensure that they are receiving services from the appropriate agency.
- Not sure what a "checklist of options" is, but it is doubtful people would respond to a paper survey unless they are irritated by the bureacracy.

Michigan Attendees

- Citizen impression of an agency might be more influenced by a single contentious or otherwise disappointing interaction, rather than the competence of the agency or its employees.
- Give the various agencies including DEQ a picture of our stakeholders perception and areas we may need to improve.

Minnesota Attendees -- St. Paul

- great
- Finding out the specifics of what worked and what was problematic or stands below should be the underlying goal - not just a ranking.
- Quality of service is a great and often overlooked area esp. in government where external critique is not easily assimilated. I would be reluctant to use this indicator without guidance (from the tookkit?) on how to avoid generating data without supporting demographic information that could explain or correlate the varying degrees of knowledge or experience that the respondents had of/with the agency. I.e., the answer to this indicator may have more to do with the respondent's level of understanding and experience than with the quality of service provided by the agency.

Minnesota Attendees -- Mankato

- we need to look at the good, the bad and the ugly. Where the system is not working we must be willing to work to fix it.
- Perception is not reality in all cases. An agency may have great expertise and service, but if someone has not availed themselves of it, they may still assess the agency as being inadequate. Better put in a question (the old "think of your best corn field" approach) that asks them if they sought support in the past 3 months, if so what for, AND THEN ask what the experience was like. Otherwise you might get DNR / EPA / PCA bashing responses.

Minnesota Attendees -- Brainerd

- While this information may be helpful, much depends on the individual's specific issue and the level of detail necessary to address that issue. If it a general issue, many people could address that issue promptly. If it is obscure or very detailed issue, a smaller number of people may have the knowledge & experience to address the issue. This may take numerous transfers to find the right person, which may negatively affect the individual's satisfaction level. The demeanor of the individual is also a factor.
- There are two types of knowledge---One would be based on a specific interaction with the individual. The second would be a more general knowledge of what kind of information is available and where to find it.
- People's satisfaction often relies on personal connections within agencies, rather than on a perception of the whole agency. If there's a way to sort out satisfaction with an individual's performance (poor or stellar) vs the entire agency, that would be more useful.
- IF the entity is not providing good technical assistance, we don't want to continue funding them.

Minnesota Non-Attendees

- Perceptions can be hight subjective...I'm not sure how you will use this information.

<u>Indicator 1.2.2</u> Trust of local agencies/project groups

Illinois Attendees

- See previous comments about our project.
- This information will be difficult to obtain, at least reliably.

Wisconsin Attendees

- Potentially devisive.
- I think this is a loaded question and is way too subjective. What is trust, anyways? I would get rid of this question or ask a set of more objective questions that get at the same thing.

Wisconsin Non-Attendees

- Trust in importnant for particapation. Lack of trust has been and inhibitor in ground water projects where private wells are involved.

Indiana Attendees

- I guess, if people feel that IDEM is actively protecting their water resources that could lead to positive response. I don't think it is directly linked to our research though.
- A community may trust an effective project due to a transparent process. Trust may also exist by constituents due to limited project efficacy and unwillingness to address controversial contaminant issues. This indicator coupled with legislative or enforcement indicators may be more revealing.

Indiana Non-Attendees

- It would be intersting to see the correlation between trust and success.

Ohio Attendees

- The public's attitude towards EPA is not likely to change based upon a single project.
- This indicator will only be useful if the level of trust measurement is accompanied by the reasons for it.
- I'm not sure how useful "extent" would be unless it also included qualitative information that described what lead to the assessment of extent.

Michigan Attendees

- Minimally useful - see comment for 1.2.1. Also - trusted to do WHAT? Need to define a specific responsibility.
- this is also linked to capacity building. without trust there is no collaboration, without collaboration there is no capacity.

Minnesota Attendees -- St. Paul

- How would you separate out perceptions based upon the project in question vs past experiences vs base prejudices of the individual?
- The agencies shouldn't run the survery-should be done by a third party to assure objectivity both in drafting the questions and interpreting the responses.
- This might be a much better indicator than 1.2.1 because it is explicitly about perception. 1.2.1 is as much about perception as knowledge, but the data generated may be misleading because that is not explicit.

Minnesota Attendees -- Mankato

- Interesting information- i belive it is very hard to actually measure in a reliable fashon whithout a very large research type effort
- Here perception is reality. Folks will trust or not trust based on their beliefs and biases. BUT what are you going to do with the information? Useful if we are willing to shift responsibilities from one agency to another (from state to local).
- Important, but this could be very difficult to measure

Minnesota Attendees -- Brainerd

- Not clear to me how this would be helpful. People already seem to be in 2 camps -- work with agencies, or not. It might be better to explore what are the barriers to overcome in working with agencies.
- Knowing whether they trust us or not will help us know how to dissmeinate information/education
- You can not work collectively to achieve anything without TRUST.
- We think we know this,but it would be good to confirm, and help us ID who should leave future TMDLs and NPS projects.

Minnesota Non-Attendees

- Ask the customers.

<u>Indicator 2.1.1</u> Awareness/knowledge of citizens

Illinois Attendees
- See previous comments about our project.
- This indicator requires another labor-intensive survey. When I worked with indicators, it was stressed that they should use existing data where possible or find cost-effective ways of collecting the data.

Wisconsin Non-Attendees
- Would be a good indicator of project success.
- Important to designing education needs for a project.

Indiana Attendees
- I don't think this will be useful because I don't think local project managers have the skills to collect the type of information you want. In addition, behavior change is unlikely to change over the course of a 24 month project. It's going to take several years and the public seeing positive implementation measures before behavior starts to change.
- This research could be used to provide important information to citizens.
- This is a primary goal of many watershed projects, to document an increase in awareness would support the outcomes of many management plans.

Ohio Attendees
- This indicator measures against project goals. What if there aren't any? And more importantly, even is there is a measureable increase in knowledge and awareness, that does not automatically translate into desired behavior changes. You're really stretching it here. For this to work the way you envision it, each project would need to have a "behavior change goal" and that's not realistic.
  A better way to approach this is to have a way to measure increases in the level of involvement of local watershed residents from passive (get a newsletter) to attender (went to a project sponsored outreach event where minimal participation was required) to occasional participant (volunteered for 4 hours during the River Clean Up) to regular participant (member of the XYZ Watershed Watch Group for the past 5 years).
- This is a critical issue and one that could be very informative.
- An addition to the indicator toolkit to consider is program development models so that recipents are using the indicators to evaluate well designed programs.

Michigan Attendees
- Again, knowledge does not always = behavior change
- If localized and not general - e.g. immediately following a workshop
- linking to some of the items in category 1 ask about whether people know the actors involved in watershed efforts. If people don't know to whom to turn, then they will not be able to act on their concerns. Category 1 asks about trust of

organizations. It's hard to trust organizations if you lack knowledge of those organizations.

Michigan Non-Attendees

- In this case, it would be important to also develop standard questions that may help in comparing responses in different watersheds, and/or statewide to see if local attitudes differ from other local areas around the state or EPA region.

Minnesota Attendees -- St. Paul

- Appropriate new funds to do this, and use a third party to conduct the survey-not the agency involved.
- Please refer to comment to 1.1.1. I wonder if comment there applies here too.

Minnesota Attendees -- Mankato

- Important information- will be challenging to accurately collect
- If people are not aware or knowlegable, then they cannot start the process to behavior change. High levels of awareness and knowledge cannot be equated to behavioral change, BUT it will let us know that this "base" is covered and we can focus on other barriers to change. If possible, these questions should be "fill in the blank" so that people are not guessing from a list of four items. One benefit of telephone surveys is that you can ask open ended questions.

Minnesota Attendees – Brainerd

- especially if we target some key groups as well. We did a survey like this in Lake Superior basin -- and asked people to ID citizen versus elected official versus business interest. The varying attitudes by group had consistencty and were enlightening and surprising
- Again, timing is a key element to reviewing information learned. Follow-up surveys can identify what elements are retained on a long-term basis.
- aaah - good idea, tough to find funds, but I trust the social indicators project will help us deal with that, too.
- Measurment of knowledge/awareness issues are imprtant in the context of specific educational goals of individual projects. But, we need to remember that knowledge and awareness do not always transfer to behevior change.

Minnesota Non-Attendees

- Although awareness and knowledge are important to facilitate behavior change, they do not necessarily work alone. Despite many years of tobacco education, over 30% of young people still smoke.
- Citizens will have a finite patience with surveys and we may be approaching the limit.
- The phrase "expected to facillitate desired behavior change" is less meaningful than a survey question that actually asks individuals whether or not they have changed their behavior regarding X, Y or Z.
- Usefulness is limited by how well the questions are worded and by the appropriateness of the population subset surveyed.

- Usefulness is limited by how well the questions are worded and by the appropriateness of the population subset surveyed.
- Useful if it drives our educational efforts. In one of our surveys the public rated air quality as the top priority problem and ISTSs as not problem...which is the opposite of how Agency staff felt.
- Hmmm, if this a sort of "No Adult Left Behind" for environmental project. What project and what state could "survey the whole state...on a revolving basis"..??

<u>Indicator 2.1.2</u> Media coverage of water quality issues

Illinois Attendees

- tie back to project
- See previous comments about our project.

Wisconsin Attendees

- Is there a correlation between media coverage and awareness?
- The amount of media coverage is not an indicator of awareness; it is only an attempt to build that awareness. In looking at this, I think we want to combine results from 2.1.1 and 2.1.2 to ask whether the media campaign is actually working. Unless this type of analysis is done, I don't see how measuring the amount of media coverage will tell us anything. Also, if this indicator is used it needs to be expanded beyond basic meadia coverage to include other forms of education (flyers, newsletters, etc.)
- Watershed managers' and educators' access to media will vary widely by market (sometimes it can be very hard to get media coverage in a large market). Also, environmental reporting at newspapers is generally on the decline. This indicator may be less useful for evaluating a project and more valuable for getting a feel for the major issues that educators/managers can connect with to make programs relevant for area residents.
- Media coverage indicator would need to account for the number of "audience" members broadcast to, and then somehow assess whether the message was actually heard/seen/read, and if the message(s) changed attitudes or knowledge.

Wisconsin Non-Attendees

- Getting information covered on T/radio and in the newspaper can certainly help get the message out, but you cannot imply a behavioral change from the number of inches of newspaper coverage. Or perhaps there is a statistical conversion that some mathematician would like to create? Let's say...12 pounds of phosphorous delivery and a ton of sediment per every inch of newspaper--sounds a little ridiculous to me. It's only useful in knowing that you're creating awareness, but I don't see measuring changes from this one.
- Media Valuable not so much as a diliver of education but a method to add validity and recognition of a project by the residents.

Indiana Attendees

- What would be the point of this? How are you going to tie inches of newsprint to behavior change? Who is going to calculate that relationship? Not our local project managers. Most of our projects have requirements for submission of newspaper articles, but that doesn't mean that they will actually get printed.
- A measure of the number of articles concerning nutrient enrichment could be a useful indicator.
- Seems to be a component of existing project deliverables for administrative indicators.

Indiana Non-Attendees

- It really depends on the quality of the articles. Sometimes groups publish articles that are not very informative.

Ohio Attendees

- not sure about this one. How is this possible? If it is quick and easy, great. If not, might be a bit much.
- This indicator needs to be tweaked to be PROJECT focused. The coverage of water quality issues in general is not an indicator of the individual project "success" in terms of media coverage. However, documenting coverage of the project itself would be a very concrete indication of local interest and awareness.
- Again, who's really going to collect this information? Folks are too busy.
- this may not be accurate measure of message being absorbed. Kind of like an "output" that claims 3 radio spots and 1000 mass mailings but not knowing if the outcome involved enough listeners/readers to become informed.

Michigan Attendees Useful if tied directly to the watershed awareness survey.

- Accuracy of information presented important
- I would need to know the context of the questions related to indicator. I am not sure if this measure is too broad to determine if more media coverage was a result of the project.
- there should also be something about the nature of the coverage, although that becomes too difficult to implement.

Minnesota Attendees -- St. Paul

- This could be more useful if the project was expected to or did include a media component, or was led by a project manager who say media contacts as an important part of their job.
- However, you might consider supplementig with number of "hits" on broadcast outlets and audience numbers per hit; and circulation numbers for newspapers
- Not sure how or why this would be collected. All projects are subject to the media "If it bleeds, it leads".
- Heightens awareness but needs to be accurate and should help people learn to think through issues.
- Please provide guidance in setting up comparison watershed: one receiving media and the other not. Does that make sense?

Minnesota Attendees -- Mankato

- I don't know how useful this would be. If we want to measure awarenees / knowledge, then 2.1.1 above is a better question. However, an active presence in the media might serve as a motivator, a creator of a social norm, that could induce behavior change. It would be interesting to compare high action communities to the level of media coverage.
- Often informal networking / discussions at local coffee shop can be just as effective

Minnesota Attendees -- Brainerd

- I think that this should be done in conjunction with 2.1.1 for (potentially) greater effectiveness and feedback.
- In Minnesota our research tells us that 91% of our citizens recieve environemtnal information from TV, radio, or newspapers. This indicator could identify a potential partner to include in non-point efforts.
- This is so driven by the rest of the news world....on a slow news day, we get coverage and during news days filled with other crises, etc., there is no coverage....so the data could be impacted by the rest of the world's happenings.

Minnesota Non-Attendees

- Usefulness is very limited unless quality and focus of media is also evaluated. You could have lots of coverage of meaningless activity or incompetent reporting of the information--creating more work for educators to change misconceptions introduced by the media. Also caution must be taken to consider all affectted audiences when crafting media questions, i.e. will local public works departments get deluged by confused, overly expectant or angry callers? If so ask PW staff for their input before going ahead.
- Usefulness is very limited unless quality and focus of media is also evaluated. You could have lots of coverage of meaningless activity or incompetent reporting of the information--creating more work for educators to change misconceptions introduced by the media. Also caution must be taken to consider all affected audiences when crafting media questions, i.e. will local public works departments get deluged by confused, overly expectant or angry callers? If so ask PW staff for their input before going ahead.
- Hot issues make the news, at least where I live. I thought PIO provided the media with project information.
- Only if you could make an American Idol or Survivor out of a water quality project...

<u>Indicator 2.2.1</u> Ability to select appropriate practice

Illinois Attendees

- many times this would take a trained professional and we wouldn't expect it as an outcome
- See previous comments about our project.

Illinois Non-Attendees

- That would be the responsibility of the NRCS and SWCD personnel to determine appropriate practice.

Wisconsin Attendees

- Selecting the appropriate practice may be dependent on factors other than knowledge.
- Need to know if answers/"appropriate practice" are derived from knowledge or "random choice."

Wisconsin Non-Attendees

- Assume you are refering to something over which the individual homeowner could control -- for instance, mulching lawn clippings, fertilizer/pesticide application rates, leaves in the gutters, etc.
- Past project measures focused on contracts or dollars spent, however many individuals applied technology on their own or thru other programs even at a latter date.
- I think the technical issues may be too complex for the average property owner, but this would be more useful if targeted at municipal staff who must implement ordinances.

Indiana Attendees

- This is too vague for me to even guess at what you're implying. By 'individual' do you mean 'citizen' or 'local project manager'. What kind of practices do you want citizens to pick out for themselves? They can't choose farm bill practices without assistance. Perhaps they could choose residential urban practices like rain gardens.
- This research would not directly be used to discuss appropriate practices but it could be used to educate the public on practices that help nutrient enrichment.
- Specific application of awareness/knowledge question.

Ohio Attendees

- Again, this seems too broad to evaluate NPS implementation project success. If a project sponsor doesn't select the appropriate BMP, they won't get federal funding to implement it in the first place. So, the pool of projects to be evaluated would already be skewed toward those where appropriate BMPs ARE implemented.
- Which individual are you talking about? The landowner, watershed manager, or agency specialist?
- The written questionnaires will not be as effective as personal interviews to explain the evaluation

Michigan Attendees

- It would helpus understand if we were communicating effectively the message and the behavior change
- another capacity measure

Minnesota Attendees -- St. Paul

- Again, use a third party to collect and evaluate the data. If the agencies do it themselves, there will be a conflict of interest given the legislative and budgetary pressures they deal with.

Minnesota Attendees -- Mankato

- useful expecially when individuals behavior is crticial for a project's success
- This would be a measure of how extensive people's understanding of the issue really is. If people are able to pick a solution for a given problem, they either understand the priciples or have heard the solution enough times they can parrot it.

Minnesota Attendees -- Brainerd

- I think it more important that an individual can identify an environmental program and then know where to find answers, rather than their ability to select an appropriate practice. That's good if they can gain that knowledge. However, recognizing a problem and then attempting to address the problem would be quite a feat for the average individual.
- I know in the recycling world in MN, they have learned that people just need to believe it is the righ thing, and not always the why....so we have to be aware that some people will just adopt.

Minnesota Non-Attendees

- My belief is that if individuals are interested enough to distinguish between different BMPs, they are willing to change behavior.
- Please keep in mind that there is significant turnover in local staff associated with projects and that I/E type efforts begin there and then extend to the citizens. Huge burnout factor for keeping this pump primed.
- The right practice is key.
- Why are we collecting this information? Isn't this the job of Extensions, BWSRs, Dept. of Agric. and SWCDs to provide this information.
- this doesn't seem to be conceived in the real world

<u>Indicator 2.2.2</u> Knowledge of economic impacts of BMPs

Illinois Attendees

- see above comment
- See previous comments about our project.
- However useful this and the previous indicator might be, it is recommended that the economic benefits of collecting the data might be. These would be even more costly than surveys, assuming valid data would even result.

Wisconsin Attendees

- Need to know if answers are skewed by knowledge of who must pay for BMP-private landowners or "public purse."

Wisconsin Non-Attendees

- Aesthetics and health issues are often the primary reason for a project, rather than cost-benefit considerations.

Indiana Attendees

- Again, I'm assuming that 'individual' means 'public citizen'. It might be useful to know that the public has a general idea that NPS practices are economical, but anything more detailed than that is going to be impossible for our local managers to quantify.
- This would be more useful if motivation could be taken into acocunt, as the economic cost/benefit of cost share programs is often advertised as the primary benefit as opposed to a mean .

Indiana Non-Attendees

- Benefits would need to include those beyond monetary.

Ohio Attendees

- This would help us promote BMP's if done properly as a fringe benefit
- Knowledge of the economic costs and benefits of various BMPs only speaks to what BMPs the "consumer" (AKA landowner) is likely to embrace. This tells us nothing about whether the BMPs selected are successful in improving the environment.
- This could be a big help. The bottom line with policy makers in particular is always economic impact whether you're talking about environmental restoration or business development.
- I wouldn't limit this to BMPs costs and benefits of decisions, policies, actions, might be useful and important knowledge for project participants.

Michigan Attendees

- May tell us the depth of the knowledge a person has. This indicator may be appropriate for public and private engineers, planners, watershed groups. Knowing this information is not very usefull to the average citizen.
- i think the important factor here is perception rather than knowledge although obviously the two are linked. If people think it costs a lot either in concrete or opportunity costs they won't do it, despite the fact that the practice/program may be free.

Minnesota Attendees -- St. Paul

- Great-again a third party should conduct the survey for objectivity.
- what are the roles of incentives and grants for getting bmps in place

Minnesota Attendees -- Mankato

- If compared with the cost of doing NOTHING this could be valuable if just cost to implement the picture developed is skewed.
- This all depends. If we are talking about ag NPS BMPs, such as no-till or nutrient management, this would be useful information to gather. But if it is about urban

practices, the information would be less valuable unless you are asking specific decision makers that are responsible for cost / benefit anaylsis.

Minnesota Attendees -- Brainerd

- I think that this would be good for technical-based people, but, other than a general understanding, it is an over-reaching concept for the average person.
- This also relies on technical information about effectiveness, so is not totally social, and a lot of the information is still under development.

Minnesota Non-Attendees

- Grab them by the wallet always works well.
- Sad to say things do come down to economics. Yes we do need to cost effectiveness.
- BMPs have been in existance since the 1930s and there is little information on how much water quality has improved because of them.
- wouldn't you have to first understand what drives behaviors in selecting environmental outcomes?

<u>Indicator 2.2.3</u> Media coverage of technical issues

Illinois Attendees

- I'm not sure we could expect this as an outcome
- See previous comments about our project.

Wisconsin Attendees

- (see above)
- See comments for item 2.1.2. Expansion to other forms of I&E is probably more important to consider here because it seems rare that most general media really delve into technical and economic issues.
- See comments for Indicator 2.1.2
- Same caveat as above for other media "sound bites."

Wisconsin Non-Attendees

- Once again, media coverage and create awareness, but I don't think you can measure change through it--apples and oranges.
- Particularly if the news coverage was self-generated by the media, rather than proffered always by the community engineer.

Indiana Attendees

- It might be useful to know that a SWCD newsletter talks about technical issues but requiring that to be measured, again is pointless and just another hoop for managers to jump through. We requrie that articles be submitted to the media. That should suffice.
- Related to existing administrative indicators.

Ohio Attendees

- same comment as for other media coverage
- repeat question.
- This depends on the audience's ability, desire to learn.

Michigan Attendees

- Again, accuracy of the information important
- TV and radio are awarness vehicles and not means to get into technical issues. Nespring under special conditions can tackle more technical issues. However, you will not get enough coverage to make this indicatior meaningful.
- i guess it depends on the media outlets targeted. most popular sources just like writing feel good stories and don't address the details of exactly what people have done.

Michigan Non-Attendees

- If this if for paid advertising, I don't think this indicator will be of much use because the amount of money will determine the prominence that the media coverage will get. Otherwise, it may be helpful to know what local media covers environmental issues, but I don't think is that important.
- Minnesota Attendees -- St. Paul See previous comment on media related question.
- Same comment as previous indicator on media -- also look at broadcast and newspaper/magazine circulation numbers
- Success depends upon approach and how the items appear in the press. Avoid an advocacy approach. people don't want to be told what to do, and quickly the support will dissipate.
- important for deeper understanding and developing skills to think critically about the issues
- What about a more general indicator that would provide the opportunity to record effort behind any and all strategies not just the "educational" ones? E.g., prompts, incentives, commitments, etc. You probably get to this later in this survey.

Minnesota Attendees -- Mankato

- What good is hours of coverage or times in print if it is not received by the intended audience? Better to ask participants where they go for their information?
- Easier to collect- relevance to behavior less certain
- Once again, I don't know. A better measure is what the awareness / knowledge of the target audience is. Seeing if there is a relation between media coverage and "social norms" and behaviors would be interesting.

Minnesota Attendees -- Brainerd

- I agree. Not everyone can be an expert at all things. Provide the information and where to get more information and additional assistance is a good idea. It steers some of the people down the "intended" path.
- again, other news may push this off the radar screen..must be aware of that.

Minnesota Non-Attendees

- Could be very useful if reported accurately but could be detrimental if not reported correctly.
- Could be very useful if reported accurately but could be detrimental if not reported correctly.
- Are you suggesting that inches of newsprint and hours/week will translate into a cleaner environment?
- the measure ould have to be in hours/year; the media dumbs it down

<u>Indicator 2.3.1</u> Number of contacts at relevant agency program

Illinois Attendees
- See previous comments about our project.
- This is an "activity" measure but does not inform us about "outcomes".

Wisconsin Attendees
- Presumes agency contact is relevant.
- I'm not sure I see enough of a correlation here.
- ?? Measure "before" and "after" some milestone (??media "sound bite", etc.?)

Wisconsin Non-Attendees
- We seldom have people call us - we have to sell the programs and initiate the contact. Plant the seed into their heads by going door to door.
- This could also provide you with a "reverse" indicator. Perhaps a neighborhood group generates a high degree of not-in-my-backyard response. This would tell you that you've done a poor job of introductory I & E to "sell" the project.

Indiana Attendees
- I think your overestimating how interested the public is in some of these projects. Here in rural IN, our local managers don't experience a volume of unsolicited public input on 'economic cost of BMPs', 'relationship between behavior change and inches of newsprint' or other topics you're suggesting that they are measuring.
- Not sure that people email or walk into a project sponsor's facility. This might be relevant to people who ask about a BMP that they became aware of or that they became aware would enhance water quality.
- Method needed to remove repeat measurements.

Indiana Non-Attendees
- Seems vague

Ohio Attendees
- I hesitate with this one, but it is something to consider. It might be a complete time sucker.
- Again, this tells us nothing about environmental improvements that result from this "perceived" knowledge and awareness.
- With every project you get a TON of irrelevant phone calls. While it is good to see that you got some exposure, this may not really be an indicator that the project

had success - many of the people may have seen cost share available, and simply called the number, with little understanding of why - what you do with those people once they are on the phone could have an impact on your success.

Michigan Attendees

- Some entities in the NPS game have more contact with watershed groups, Conservation Districts, etc., rather than directly with the general public.
- its easy.

Michigan Non-Attendees

- Along this line, using things like website hits or phone calls is not very helpful. This could differ extremely from one place to the next. For one city, they could get 5 visits and consider that successful while a neighbor has 10 walk-in visits and considers that a failure.

Minnesota Attendees -- St. Paul

- Additional workload for the entity responsible for the project, could be difficult in these times of tight governmental resources.
- Will show "market demand", but interpretation must consider the variables in social change models to give a fair picture.

Minnesota Attendees -- Mankato

- It would be a measure of people taking action based on information - even if it is just a step to gather more information. A more useful measure would be to follow up on such requests for information to see if people took action, and if not, why not.

Minnesota Attendees – Brainerd

- little vague and who would decide what is the topic -- I suggest this because one can already look at our complaints page and note the issues of concern generally from that. Also -- this pre-supposes people know who to call and that is another barrier
- The calls would need to be categorized in order to give the contacts context and be useful. We receive lots of calls when a project is proposed and people have concerns about the project. Their concerns may or may not be warranted and/or based emotion rather than substantive information.
- It seems you would want an increase, and eventually a decrease....how to measure that well is a problem.

Minnesota Non-Attendees

- THis would be very taxing on local SWCDs and county zoning/planning/environmental agencies unless they already do some of this. Prechecking with some necessary or these folks are going to revolt on us.
- Useful but limited in that it is difficult to get everyone one on staff to log in the topics of phone calls. At my agency, everyone is an educator, even if they are in the field doing technical work or in the class room educating. Those who are not

the professional educators may not prioritize logging in personal contacts, queries or complaints; they may just take care of it without logging it.

- Useful but limited in that it is difficult to get everyone on staff to log in the topics of phone calls. At my agency, everyone is an educator, even if they are in the field doing technical work or in the class room educating. Thos who are not the professional educators may not prioritize loggin in personal contacts, queries or complaints; they may just take care of it without logging it.
- You can determine effectiveness of methods and adjust as needed.
- Are you suggesting that the number contacts is directly proportional to a program's success?
- Many the reason people don't call is because they know who is in charge..

<u>Indicator 2.3.2</u> Ability to identify governmental and other programs that provide technical and/or financial assistance with BMP installation

Illinois Attendees

- See previous comments about our project.

Illinois Non-Attendees

- Again, this would be the responsibility of NRCS and SWCD personnel. Most of our customers that have used our programs for years couldn't tell you which one they are in. They leave picking the right program for the right problem up to us.

Indiana Attendees

- I think it would be very useful for the local project manager or local agency to know about other $ assistance. I don't think it's neccessary that the public has a high knowledge of this.
- Especially in urban areas where the delivering agency could differ by county.
- Correlation to project success is less direct. Would the survey target only those individuals who had worked with the respective project?

Ohio Attendees

- I think this information should be made readily available by the watershed coordinator by their appropriate area assistance team. I don't really see how this is a social indicator.
- The fact that people know what types of technical or financial assistance are available does not inform us about why they actually choose to act on that knowledge by actually implementing something. More informative would be some sort of measurement of the variety of user groups (agricultural, municipality, non-profit groups, etc.) that actually implement a project using the technical and/or financial assistance
- In an Ag. setting (referring only to the Farm Bill) this is very useful, as the programs are more constant - outside of the Farm Bill, there seems to be a lot of variability, which means few people can keep up with the changing programs - that is part of why we are here.

- I wouldn't limit to BMP installation, this could knowledge of who to call if I have a stormwater issue.
- People won't change attitudes or practices if they don't know where to get info and assistance, so we need to pay attention to how well we promote the local "go-to" agencies/groups

Michigan Attendees
- Not really useful other than to folks who would apply for support/$/technical expertise.
- great this addresses my previous concerns about measuring knowledge.
- Michigan Non-Attendees

Minnesota Attendees -- St. Paul
- Again, requires objectivity and a third party.

Minnesota Attendees -- Mankato
- Resources are so slim that knowing who to contact is of marginal value. Of greater help is a self-help reference source that can be accessed as needed.
- Could be very important to provide information and resources to citizens who impact a project and area
- It is more important that people have at least one "in the know" agency to call to get directed to the right place. It could even be their "know it all" brother-in-law.

Minnesota Attendees -- Brainerd
- We have a good feel for this in MN....we have a number of groupw were we work together on this very thing.

Minnesota Non-Attendees
- Local coordination at the SWCD/NRCS level most times.
- It is useful to know of this awareness, but another thing to know if they actually use that info and take action.
- It is useful to know of this awareness, but another thing to know if they actually use that info and take action.
- Local County Water Plans and TMDL Reports contain this information. Instead of measurieng an individuals' ability to do this, why not create a fact sheet with this information and distribute it at meetings, etc.
- Why do individuals have to know this?

<u>Indicator 3.1.1</u> Diversity of funding sources

Illinois Attendees
- this would only work if you had an increase in funding because of a project
- See previous comments about our project.
- I am not sure I understand this evaluation question. Why are we trying to improve financial capacity? We want people to change behavior as it relates to nonpoint source pollution AND make money?

Wisconsin Attendees

- Would require a LOT of administrative effort to collect -- I'm not sure it is worth it.
- This is another one where the evaluation timeframe is a factor. Sometimes groups fare better with grants etc. as they complete one or more projects and demonstrate their ability to do good work. It might take years for a group to build momentum and appear "successful" based on funding.

Wisconsin Non-Attendees

- This would measure the effects of partnering and cooperative compliance which is a measure of community involvement.

Indiana Attendees

- In order for this to be an effective measurement of project success, I would first need a better idea of what it is the DEM considers a successful project. Are these projects designed to be ongoing? If so, diversity of funding is relevant and useful. Clarity on the intent of 319 funding for projects in Indiana is something I would like more information for (more than just the purposes of this survey).

Indiana Non-Attendees

- I'm not sure how much the general public would care about this indicator. It potentially leads to negative perspectives on gov't spending.

Ohio Attendees

- You're mixing apples and oranges again. An individual project does not improve the overall financial capacity of the recipient, other than temporarily during the funding period (usually just 3 years). The question about the diversity of funding souces supporting a local watershed group (versus a project) is a very good one and can stand alone without any connection to a particular project.
- Is this a goal of the 319 program? Although we've talked about it many times, I've never heard folks from 319 explictily say that this is a goal like I have with the watershed coordinator's program for instance.

Michigan Attendees

- Is this before/after?
- Will you be able to directly tie the diversity of the funding sources to the project improving the financial capacity of the recipient?

Minnesota Attendees -- St. Paul

- This is useful, but if the funding is project specific, additional capacity woulod expeire with the project. It might also divert managers attentions to seeking funding to retain staff rather than the larger purpose of the entity.
- getting distant from determining tangible improvements to water quality
- It feels to me like you are looking into the capacity of a grantee. If so, why would these indicators "only be applicable for projects sponsored by watershed groups?"

Grants can be creative in how they are distributed in relation to which organization within a grant project partnership builds capacity, esp. if the grantee is merely a fiscal agent. Maybe I am not getting something here. Sorry, if these comments are way off.

Minnesota Attendees -- Mankato

- This could be used to develop a sense of who "bought in" to the project locally. If all the funding is top-down as compared to a strong grass-roots structure. This does not result is a predicitable measure of accomplishment of project goals. I worked on two projects one top-down and the other with a strong local contribution. Both projects ran into the same issues. The larger area of land and its use outside the control of the project members had a far greater impact on the lake water quality. Reaching the larger audience - the agricultural land owners and getting changes on the land was much bigger than the project itself.
- Only useful if some pattern is shown and then there is ability to act on that information.

Minnesota Attendees -- Brainerd

- Does this mean leveraging money from one source to obtain additional funding?
- The ability to leverage funds is a useful skill; Putting those funds into on-the-ground, visible activities is a better indicator of a successful project.
- Helps us know if they will be forever dependent on state funding, or if they are creatively seeking out other funding sources.

Minnesota Non-Attendees

- This data is useful to the extent that it determines the amount of funding from local sources. Our observations suggest that programs depending on federal or state funding do not have broad local support, and thus are typically not very successful. Conversely, if the local population is willing to support and fund a program, it is much more likely to succeed.
- May be very difficult to obtain due to fluctuating funding sources (fed cuts, state roller coaster funding, local funding can be very limited.
- This in only useful if there is a clear use of the data. Be careful not to misinterpret the data or bias the interpretation in any way. Diversity of sources could mean something and may not mean anything. Tax-based agencies should not be compared to organizations that need to fund-raise.
- This is only useful if there is a clear use of the data. Be careful not to misinterpret the data or bias the interpretation in any way. Diversity of sources could mean something and may not mean anything. Tax-based agencies should not be compared to organizations that need to fund-raise.
- Who will collect this information and what questions will be answered by the data?

- I'm not sure what the implication of this would be.
- Too many categories - most of which are irrelevant - to most project initiators (LGUs)

- Does this measure diversity of funding sources rather than amount of funding as a measure of financial capacity? Or further, does it balance local with "other" sources?

<u>Indicator 3.1.2</u> Increased access to funds

Illinois Attendees
- See previous comments about our project.

Wisconsin Attendees
- Why limit this to 319 funds? I like knowing if there is enough funding and if it comes from a variety of sources.
- Would this be reported by state agencies rather than individuals or watershed groups? I know WI uses 319 funding a little differently than many other states - I don't know how many models exist for using 319 funding and if that would impair the evaluators' ability to design a standard set of questions for this indicator.

Wisconsin Non-Attendees
- This may be more significant in other states because they use 319 dollars differently than Wisconsin.

Ohio Attendees
- not sure what the point of measuring this is?
- You need to keep in mind that 319 projects don't necessarily only open the door to cash, but rather to resources (including much in-kind assistance). Take the word "funds" out of the question and replace it with resources and you'll stand a much better chance of getting some data.
- Now this is a more useful indoicator than 3.1.1 above.
- Not sure what this is asking? If 319 funds were used to develop a WAP, then that would potentially provide access to other funds. I don't believe a 319 grant is a prerequisite to other funding sources. Or is this about leveraging???

Minnesota Attendees -- St. Paul
- Would there be some reason that you would want to limit this to 319 when other grants provided for water quality work might elicit matching funds or other support?

Minnesota Attendees -- Mankato
- Got me there. It might be useful info to somebody.

Minnesota Attendees -- Brainerd
- don't understand what is meant by this??
- leverage for future work is important to me

Minnesota Non-Attendees

- Very useful if you need to know...most of us do not need to know; we just need to be awarded the 319 grants we apply for in the first place.
- Very useful if you need to know...most of us do not need to know; we just need to be awarded the 319 grants we apply for in the first place.
- Wouldn't it be more helpful and efficient for the Agency to spend staff time to create clear and concise quidelines on what money is available to whom.
- I'm not sure about this
- why is this a desired outcome?
- In my experience, the answer is yes in every case. The bigger question might be what are the indicators of local watershed groups making the investment in thier own projects.

<u>Indicator 3.1.3</u> Financial stability

Illinois Attendees
- See previous comments about our project.

Ohio Attendees
- useful within reason. Things change, sometimes rapidly
- Again, this really has no relationship to the success of a project. Rather it is a reflection of the success of a local organization (who also happens to be implementing a project). A more useful indicator would be the RELATIONSHIP between financial stability and ability to successfully implement NPS projects.

Michigan Attendees
- How will this indicator be tied to showing the success of a 319 project? Other factors could be the reason for finacial stability than having a 319 grant.

Michigan Non-Attendees
- It would be nice to know if 319 money is fostering long-term water quality protection with funding beyond what MDEQ gives out (that is a part of the 319 grant goals, fostering long-term sustainability).

Minnesota Attendees -- St. Paul
- useful for providing feedback to program administration; less useful in terms of assessing WQ improvements
- This indicator might make funders more willing to consider project life cycle; i.e., does their selection process or support process encourage grantees to propose end-of-grant strategy to sustain or replicate a successful program or project.

Minnesota Attendees -- Mankato
- We need to find ways to spend less of a project's money in admnistrative actions and more in impacting the cause of the water quality impairment.
- Stable funding is key for project success
- What are you going to compare the data against? Participation in programs? BMP use?

Minnesota Attendees -- Brainerd

- WE know some of this already.

Minnesota Non-Attendees

- Most of what we do tends to be very temporal
- Stable funding is essential for efficient sustainable programs. Applying for grants is a big time-consumer, and working within grant requirements restricts the ability of the recipient to adapt and change course when circumstances warrant. Financial stability allows for less dependance on grant limitations and thus allows more adaptive management and crativity as programs progress.
- Stable funding is essential for efficient sustainable programs. Applying for grants is a big time-consumer, and working within grant requirements restricts the ability of the recipient to adapt and change course when circumstances warrant. Financial stability allows for less dependence on grant limitations and thus allows more adaptive management and creativity as programs progress.
- Isn't this information available in the IN KIND space on the grant application.
- Some small local organizations might not have a lot of funding, and need 319 funding to help them with their water quality programs. So I don't know how this survey would be relevant or would help small local groups

<u>Indicator 3.1.4</u> Number of staff funded or leveraged

Illinois Attendees

- in some cases this may be a negative...using 319 funds to support staff instead of implementation would be a negative
- See previous comments about our project.
- This again appears to be an activity measure and not one dealing with outcomes, which presumably is reducing nonpoint source pollution by changing behaviors.

Wisconsin Attendees

- I would move this to indicator 3.

Wisconsin Non-Attendees

- It could be used for future staffing needs and would show who was fiscally responsible.
- This would be important in the context of the more staff you have the more people you can reach.

Ohio Attendees

- not sure if this measures success. need to look at volunteers, Board, etc. Might be good background info only, or to see what the capacity is.
- This means very little in terms of project success. Heavily staffed projects can be very unsuccessful and organizations with one staff person devoted to a project can be very successful.

- Also a great economic impact. Jobs and dollars are the two indicators policy makers understand.
- Could indicate a problem if staff disappears when funding ends

Michigan Attendees

- this would need quite a bit of explanation. many projects result in partnerships that achieve the same outcome but without designated paid staff. I hope there is some other indicator that would capture the non-pecuniary staff leveraging.

Minnesota Attendees -- St. Paul

- The spin given to this informatin is often counter productive to the over all goals of the project. Can be a pit of wasted time.
- some utility if emphasis is on staff who are providing tech assistance, less informative if measuring admin support
- If I understand this indicator, is should be particularly helpful to organizations trying to replicate a project (resource planning) or to grant projects interested in measuring for continuous improvement (FTE per outcome or FTE per output).

Minnesota Attendees -- Mankato

- I am currently in a project where I do not have the time to give what it needs. The potential is great; the frustration is greater.
- Information easy enough to gather. Be useful if it can be equated to success in reaching project goals - but there can be lots of varabilty. Projects working on large farms of uniform soils will get more done per staff person than projects working on small farms with variable soils. Care will be needed in how the data is interpeted. If staffing is compared across similar watersheds (communities), then it might be useful informtion.

Minnesota Attendees -- Brainerd

- This may not accurately portray the resources dedicated to a program. Staff positions funded does not equal staff working on the program.
- This should indicate project success, but I really don't think it does in all cases

Minnesota Non-Attendees

- High turnover typically, with significant efforts to train new local staff - tend to burn out people pretty quickly. Hence I would look for stable and longterm staffing for projects - great indicator of likely successes.
- This is useful especially if paid positions give the message that participation in the project is important and appreciated by the funder-- in ohter words, if the staff expansion is not self-serving but rather sends the message that participation is rewarded by paid work by those who have been volunteering their time.
- This is useful especially if paid positions give the message that participation in the project is important and appreciated by the funder-- in other words, if the staffexpansion is not self-serving but rather sends the message that participation is rewarded by paid work by those who have been volunteering their time.

- Are you assuming that more staff translates to a better work product? Some of our best TMDL and CWP projects are done by partners with three or less staff.

<u>Indicator 3.2.1</u> Appropriate skill set of group's staff

Illinois Attendees
- See previous comments about our project.

Wisconsin Attendees
- "Years of experience" is no measure of "level of competence"! Find a better gauge!

Indiana Attendees
- What would be the point of having this information? In rural areas, often the project managers are just people who have an interst in water quality. They may have a science background, but they might not have whatever you decide is the 'appropriate skill level'. Does that mean we won't fund them in the future?
- It might be difficult to collect as part of application process. But that would provide information on organizations not funded also.
- Useful information when applied with other indicators.

Indiana Non-Attendees
- Many project suffer because the sponser tries to hire the project out and the coordinator has insufficient experience to effectively work with a steering committee and write a Watershed Plan or cannot gain the respect of farmers and has trouble implementating a watershed plan.

Ohio Attendees
- Again, this question has little relevance to project implementation. Given the question you are asking, you are measuring organizational skills that have been DEVOTED to the project, not the organizational skills that are a RESULT of the project. Either way, this is not a linear relationship between the skills of an organization and project success. It is only when the skills are successfully APPLIED, that you see success. Figure out how to measure the APPLICATION of skills to a project and you might be on to something.
- Very useful information to have. Why give funding to a group without the technical expertise to carry out the project? This is why the watershed coordinators are such a crucial extension of the agency's ability to work locally.

Michigan Attendees
- Would this be before/after, to see if their skills increased as a result of a project?
- I read proposal all the time that on paper state great qualifications but in actually implementing aspects of the projects, the staff have not done a good job. How do you get at real skill and a person's perception of their skill?
- also include volunteer and resident knowledge. again watershed efforts are about building capacity beyond just a designated organization.

Minnesota Attendees -- Mankato

- Good as a gauge of ability of applicant to handle the project but gain of skills although good for future projects does not address that the project needs to cross-over into the folks who live within the project area and life-choice adaptations.
- adquate expertise for local projects can be very imnportant to insure that actions are moving to solve a problem.
- If the information is self-reported, I don't know what the value would be. Plus there is always staff changes. If the information was an actual test of knowledge, it might be useful.

Minnesota Attendees -- Brainerd

- While this may be useful, young, high-energy groups with little experience may produce a better product and shouldn't be discounted by their limited "track record".
- Important for us to know if our money is well spent, and they can reduce reliance on the state in the future (and thus carry this on past state funging)

Minnesota Non-Attendees

- Useful as long as the "appropriate skills" are appropriate. There is a lack of awareness of the types of skills needed for sustainable education, community-building, capacity-building, and gaining sustained, loyal social support for new ways of doing things.
- Useful as long as the "appropriate skills" are appropriate. There is a lack of awareness of the types of skills needed for sustainable education, community-building, capacity-building, and gaining sustained, loyal social support for new ways of doing things.
- It could help with additional grants
- the people working in water quality are working very hard and if they didn't have the skills wouldn't be in the field
- The Agency needs to know if a partner has the skills to implement the results of the project. If the skills are lacking, whom do you think should provide them?
- Only useful if it's not held against a local organization who's board members aren't usually educated, but know there is a need for water quality programs.
- Isn't the skill set of staff a function of the financial capacity of the organization?

<u>Indicator 3.2.2</u> Facilities and equipment

Illinois Attendees

- If grant recipients do not have adequate facilities they would sub-contract w/another business
- See previous comments about our project.

Wisconsin Non-Attendees

- The county has taken the Conservation office and merged with another department and going to jam the entire department into small quarters and no

longer are we merged with the Federal Agency. Many counties are not looking at a better service center for the farming communities; especially with FEDERAL AND STATE financial cutbacks. I believe to make the local conservation offices more successful, succeed from the County and have employees be STATE employees utilizing the same STATE cost sharing dollars. Need to rethink the Land Conservation Departments across Wisconsin and no longer have county employees but instead State employees enforcing State Rules.....

- I'm not understanding why the staff abilities and facilities should be used to measure the success of a project. You can have wonderful facilities and if no one ever participates in the program, then--so what?

Indiana Attendees

- I don't see how this is useful information for the state or EPA to have. The local organization will know what the status of their facilities/equipment are without having to 'measure' it. If they need something, they can ask for it through a 319 grant or some other funding mechanism.
- Useful information when applied with other indicators.

Indiana Non-Attendees

- They should know if they need to ask for equipement before they request a 319 grant.

Ohio Attendees

- Lets say we find out that a group does not have sufficient facilities and equipment, how will that inform us of project success.
- You've got to treat folks as professionals. Give them the training (including continual development), the tools and the assistance to adequately do their jobs.

Michigan Attendees

- States often require equipment obtained through a grant to be returned to the state at the end of the porject.
- How do you want to use the information gained from this question? Is this to be use to determine if a group get a grant or not?
- again watershed efforts are about building capacity beyond just a designated organization. The road commission may donate trucks and drivers and a local university may provide access to waders. Yet an official watershed entity may have none of those resources under its control.

Minnesota Attendees -- Mankato

- Isn't this getting off the topic of social indicators and into project management?

Minnesota Attendees -- Brainerd

- This information would be gatehred in advance, before awarding 319 funds? This would help identify whether the proposing organization has the capacity to carry out the proposed work. Not useful if it's collected after the project funds, to find

out whether the funds helped them build the equipment and facilities for future work.

Minnesota Non-Attendees

- MOst equipment is funded by our 319/cwp. Finite computerized equipment life is always an issue. Constant advances in computerized make obsolescence an big deal. The facilities (office, computers, meeting space, cars/trucks for sampling) are important
- Again this would be helpful for attaining additional grants
- Groups need equipment and the knowledge of how to use it...who do you think should train them how to use their equipment?
- Only if the grant can be used to provide facilities or equipment to help small local organizations do the work that they want to do.
- If they have sufficient resources, why go after the grant?

<u>Indicator 3.3.1</u> Turnover rate of organizational or project leader

Illinois Attendees

- when looking at organizations it is almost a "preaching to the choir" these are the folks that already have been "sold" we need to know about those that we haven't reached
- See previous comments about our project.

Wisconsin Attendees

- Turnover ratye often unrelated to projects or capacity.
- This might be better framed (for watershed groups) to ask whether leaders have served the term that they signed up for (e.g., the committee chair has a two year term and the person completed the full two years). Often, it's good to have new people taking on leadership and actually being able to find new leaders is a sign of a healthy organization. If this indicator relates to an agency, then turnover rate might be a good indicator.

Wisconsin Non-Attendees

- Hopefully will show trends that indicates uninterruped leadership could be helpful to meet project goals.
- This one is an excuse for not doing well, not a measurement of success.
- There can be many reasons for turnover and they are not all bad. Without knowing the reasons, I don't know what this information will give you.

Indiana Attendees

- What are we (state/EPA) going to do with this data? Are we just collecting it for the sake of knowing how their leadership operates? As long as the work gets done, who really cares? And if the work isn't getting done--whether that be due to the leadership or not--we just won't fund them again.

Indiana Non-Attendees

- Projects often have a very difficult time with turnover. Groups do not offer enough money to a coordinator and the job is tough so it is hard to keep someone in the position. Often watershed coordinators have no experience with the whole process and take months to catch up and the project often loses momentum.

Ohio Attendees

- On one hand the changing of leadership can be disruptive. However, if the organization can survive leadership changes it demonstrates sustainability.
- How does this inform us of project success. You're not measuring whether the project got done, but rather whether the organization was stable.
- It's not enough to determine changes in leadership. Someone needs to do a post-mortem on why leadership changes are taking place in problem organizations. Does anyone do an exit interview with coordinators when they leave? Are the findings from those meetings ever synthesized and used to make adjustments?
- As the third coordinator over a 5 year period, I think this would be very important information to have, including information from an confidential "exit interview" type of discussion as to WHY the coordinator is leaving. I believe this would get to the heart of secure funding and salary issues that most groups face.
- If the leadership of a government agency changes often does it affect the ability of the agency to perform its mission? Not really. We must not use standards for evaluating local watershed projects that we would not also use for our own agencies.

Michigan Attendees

- Turnover often unrelated to projects or funding - child rearing, spouse moves, etc.
- In the past the pay was so low that new graduates were offered the jobs, if they were good they left as they received recognition and were offered better paying jobs. Many projects suffered with the turnover. I am not sure will answer the questions as to increasing human resource but how to we keep good quality people at the same job through out the project.
- what would this tell you? does lack of turnover indicate stagnation and concentration of resources in the hands of few? or does increased turnover indicate vibrancy shared leadership and expansion of resources and skills?

Michigan Non-Attendees

- High turnover can be a multitude of factors, so I don't think this is useful at all (i.e. low wages, lack of benefits, good/bad boss, etc...). I would not use this as an indicator in 319 projects.

Minnesota Attendees -- St. Paul

- This would need to reflect the organizational structure and process for selecting leaders.
- Needs project by project interpretation to aviod unfair generalizations. Very difficult to develop meaningful benchmarks.

- This strikes me as more of an organizational evaluation that assesses ability of a grantee to fulfill the obligations of a grant it submitted. Less directly related to impacts of 319 on WQ
- Hum. This makes me pause....3.2 was a bit confusing to me; I wasn't completely sure what end use was envisioned for the results -- but felt like it was just me and my inability to understand the explanation in the survey of the intent of the indicators, so I didn't bother to say anything. But, now, 3.3.1 gives me further pause. Could the toolkit clarify the intended end use of the data to be generated by these indicators? Could these indicators be used in an unintended fashion to reflect poorly on the organization? Are these indicators more about characterizing the contextual and influencing factors that need to be managed around or leveraged? Or are they more about measuring performance of an organization or the extent to which capacity increased within an organization? It is late, so I may not be understanding the survey.

Minnesota Attendees -- Mankato

- Interesting measure- could yield significant insight on stability and commitment of organization to goals
- First, what are you going do with the information? Second, how are you going to filter out other factors that might affect project performance. Again, is this a social indicator, or project management issue?

Minnesota Attendees -- Brainerd

- Again, a more useful measure of potential success when collected before funding is awarded. OR, would we be measuring whether the project funds allowed them to retain a leader for future work?
- consistency is a key in my mind for success
- This is a huge problem, as they become trained then go to work for the state for more money. Not sure how this would help us...it is just a fact

Minnesota Non-Attendees

- Poor but stable leadership would be no more of an indicator of success than good, but high turnover leadership.
- Again high turnover is a constant bane of our efforts. County commissioners change just when the have a good awareness of the issues, local agency turnover is a bigger problem for quality efforts.
- Sustained capacity-building is essential for long term social change. Be sure to look for indications of this as you consider this indicator.
- Sustained capacity-building is essential for long term social change. Be sure to look for indications of this as you consider this indicator.
- This would help especially if htere were problems and areas that needed improvement
- sometime leadership changes because of a hopeless board or executive committee
- Shouldn't the workplan drive this rather than annual reporting. Why is this important if the work is getting done?
- Usually the turnover is due to lack of funding or internal politics

- this indicator would vary by type of organization - for elected officials, changes may be good; otherwise for nonprofits

<u>Indicator 3.3.2</u> Index of staff capacity

Illinois Attendees
- See previous comments about our project.

Wisconsin Attendees
- I would add some sort of statistic that askes what % of the workload need is being met. Just knowing how many resources are available does not tell us anything unless we know what the human resource need is.
- I think this would be better asked in terms of "Has the project increased the staff's ability to carry out the work of their organization," not necessarily tallying the hours they clocked in planning a project or counting the new staff. For example, do they have more/better equipment, more interaction with constituents/members/stakeholders (maybe this falls under "implementation time dedicated by staff"?), etc.

Indiana Attendees
- We already make our local managers measure staff time for invoicing purposes, and that is all we use that information for. Again--what would be the point of having this information? Arent' we just asking these local (sometimes volunteer) managers to do even more paperwork?

Ohio Attendees
- but I hesitate...this could turn into a LOT of busy work.
- You're measuring personnel, an indicator of organizational success, not project success.
- This seems very beaurocratic. To the extent that groups are not burdened by the amount of work reporting you're asking of them, this would be useful information. Don't overwhelm them with more reports and forms to fill out. Let them do their job. Could much of the information you're talking about in this survey be collected by agency staff in a interview-tupe process instead of forms and paperwork?

Michigan Attendees
- Would be good to know if new staff are likely to be retained after project is over.
- AGain the question I have is how will this information be used and does it tie cleanly back to the success of the project. I am not sure what it will tell you.

Minnesota Attendees -- St. Paul
- Focus on results, not this.
- To measure capacity, I would extend this to query the number of staff who stayed on beyond the term of the grant.

- Very useful. There's a lot of resistence to allocating true level of resources for planning and evaluating projects within government agencies. Project management and results tracking suffer as a result. This indicator might make more honest brokers out of our agencies.

Minnesota Attendees -- Mankato

- So, are we going to find the surprising result that low pay, low skills and high turnover results in MORE successful projects???

Minnesota Attendees -- Brainerd

- It might be useful in seeing if the 319 project funds helped grow the local sponsor's organization, but not in assessing the potential for improvement in water quality - unless we assume more staff equates to better WQ.

Minnesota Non-Attendees

- Primary indicator to me is the quality of the local project coordinator. High turnover - bigger issue is length of employment.
- This is great data to collect, but be careful how you use it.
- This is great data to collect, but be careful how you use it.
- to help determine what is needed for future projects
- What are you going to do with this information?
- It's pointless to evaluate an index without defined content

<u>Indicator 3.3.3</u> Number of members

Illinois Attendees

- before or after a project?
- See previous comments about our project.

- Active or simply members?

Wisconsin Attendees

- Easy to collect
- This may be good general information, but it is hard to translate numbers into an expression of how well the needs are being met.

Wisconsin Non-Attendees

- Hopefully would show fiscal responsibility , ie, doing more with less that is what we are having to do on a County level along with MULTI- tasking.
- Once again--what are we measuring? If I make up a membership of 30 people from diverse backgrounds, etc. that's great. But if only 10 of them show up for meetings and give input, that's a totally different story. And none of this actually shows any improvements to the water or land use.
- sometimes a very few people can get an amazing amount of work accomplished.

Indiana Attendees

- We only have a handful of 'watershed organizations' in the whole state. Most projects are run by a project manager and a steering commitee. 15 people tops.

Indiana Non-Attendees

- It would be interesting to see how the bigger groups fair as opposed to the smaller ones. It may help illustrate the importance of a steering committee.
- Members does not always reflect the success of a watershed organization.

Ohio Attendees

- Membership can be on paper only. To be useful must measure outcomes of membership.

Michigan Attendees

- could be a lag in time between starting a project and seeing more members
- Success is more determined by commitment and passion than numbers of members.

Michigan Non-Attendees

- Per sustainability, this is useful info, but can be more importantly tied to how much in other operating funds were gained by measuring the number of members of a watershed group.

Minnesota Attendees -- St. Paul

- Data would not necessarily reflect both the human and geographic variables the project is dealing with.
- Again, I might be missing something here, but why the focus on watershed organizations when nonpoint source work is so partnership oriented? Partnership members can be wide ranging.

Minnesota Attendees -- Mankato

- You could see if the group is growing or dying.
- Member in terms of residents, or in terms of board members or active participants?

Minnesota Attendees -- Brainerd

- Of limited use. Larger organizations don't necessarily provide better deliverables.
- There is a differentiation, especially on a local project, between the number of members and the number of active participants.
- A change in membership as a result of the project could indicate an increased awareness of and support for the activities intended to improve WQ (or, in contrast, a loss of confidence in the watershed organization's ability to make change).
- Increase in number of members during project would be more useful than raw numbers

Minnesota Non-Attendees

- The number is not useful due to high turnover - it's the duration of their training and direct involvement
- is this paid memberships? who had paid memberships as a watershed organization - very few - more appropriately how many people LIVE in a chosen watershed that need to be reached
- Are you equating membership size with the will to get something done? Isn't a proactive board of directors more important?
- Not sure what the point of this question is
- too variable

Indicator 3.3.4 Number of volunteers

Illinois Attendees
- See previous comments about our project.

Wisconsin Attendees Easy to collect
- This may be good general information, but it is hard to translate numbers into an expression of how well the needs are being met.

Wisconsin Non-Attendees
- Now we're getting somewhere! How many people are actually caring enough about the message they are hearing to take action!

Indiana Attendees
- This information is normally collected for in/kind purposes. I don't see the point of collecting it for any other purpose.

Ohio Attendees
- but make sure you clarify how the data is collected, i.e. total number of volunteers--does this mean if someone volunteers for two activities they get counted once or twice in the same report period? Quality control of data is very important here.

Michigan Attendees
- Commitment and passion of the volunteers will more determine the success of a project than just number of volunteers
- I have no idea how to answer some of these questions because I don't know what your definition of a successful project is. Many of these indicators would be outside the parameters of my definition of a successful project, but perhaps would be useful for your definition. It seems to me that the success of the project should be measured by how well it meets its stated goals, which are different for each project.

Minnesota Attendees -- St. Paul
- Same response. The environmental goal becomes subsumed under human statistics of questionable relevancy.

- Only useful if tied into learning outcomes. Learning outcomes are more meaningful and robust than simply quantifying the numbers of participants. The latter is often used to fulfill permit requirements with little emphasis on the actual impact of the activity on WQ

Minnesota Attendees -- Mankato

- Human resources available for a project are important to understand.
- It all depends. If the project is focusing on cropland practices, voluteers are less important. If it focuses on invasive species, native plantings, etc. then volunteers are more important. You would need to answer 3.3.3 in order to put this question into perspective.

Minnesota Attendees -- Brainerd

- same as for 3.3.3
- These watershed groups typicaly consist, or depend upon, volunteers to "carry the workload."
- Increase in number of volunteers is equally or more important

Minnesota Non-Attendees

- Volunteers tend to be plentiful if it is for worthwhile projects
- singing to the choir
- Would Secchi disk and trasparency tube data sheets give a more relevant answer of work done rather than time logs? Time logs presume that there is a program...is there one?
- Some organizations aren't able to use volunteers, because of the administration difficulties
- too variable

<u>Indicator 3.3.5</u> Hours dedicated by volunteers

Illinois Attendees

- in many cases we collect this information already. it is used as match for projects. Could be easy to incorporate the info we already have!
- See previous comments about our project.

Wisconsin Attendees Easy to collect

- This may be good general information, but it is hard to translate numbers into an expression of how well the needs are being met.

Indiana Attendees

- Again, already collected for in-kind.
- More useful in conjunction with 3.3.4

Ohio Attendees

- Volunteers only tell a portion of the story. They cannot replace full-time paid staff. Unskilled or low skilled volunteers can take more time to manage than

staff. Be careful on how this information is reported. thee will be a tendency to think projects with lots of volunteers are getting a lot done and that's not necessarily the case.

Minnesota Attendees -- St. Paul

- Same concerns-ignores the human and environmental challenges the project faces and the basic purposes of the program.
- See comments above. Also, committed volunteers are often already commmitted. The ones who show up on an ongoing basis have the potential to create capacity.

Minnesota Attendees -- Mankato

- Same as above. Am I almost done yet???

Minnesota Attendees -- Brainerd

- Does "more work" equate to potential for improvement in WQ? Or does more focused, more productive, more efficient work in/on the right areas equate to potential for improvement? I'd say the later, the first can be meaningless (and I strongly support the work of volunteers, who I believe do make a difference, but it's not how long they work, it's what they do that counts).
- In combination with 3.3.4, this would paint a picture of engagement.

Minnesota Non-Attendees

- Duration of involvement to understand sometimes complicated issues. Number of volunteers speaks to whether the education and outreach is successful.
- This is useful if the hours spent are meaningful and important to the overall project goals and not just busy-work. Volunteer hours are best used in a capacity-building manner.
- Thi is useful if the hours spent are meaningful and important to the overall project goals and not just busy-work. Volunteer hours are best used in a capacity-building manner.
- Good information for building trust and support
- This information fills in the IN KIND space on the reporting form. It seems to me that projects succeed because they have clear and concise goals that are implemented.
- see above
- meaningless

<u>Indicator 3.3.6</u> Percentage of board members attending meetings

Illinois Attendees

- needs to be tied to a project...before and after, was their an increase
- See previous comments about our project.

Wisconsin Attendees

- This is getting pretty obscure.

Wisconsin Non-Attendees

- This may reflect participation levels, but does it translate to any improvements to water quality?

Indiana Attendees

- This is usually collected for in-kind purposes as well, but even if it wasn't, what would be the point of the state/EPA having the information?
- This seems too influenced by the individuals participating due to the fact that boards are typically a much smaller group than the volunteers and members documented in 3.3.3 and 3.3.4

Ohio Attendees

- Not all projects have governing boards. Some are more technically oriented with agency and non-profits partnering. Also, as in the question above, bjust because you have strong involvement by the board does not necessarily equate to wate quality improvements.
- Commitment from the Board Members is a strong reflection of the commitment level from the sponsoring organizations and the amount of support the coordinator gets from those groups staff and subsequently, participation from residents in that area.

Michigan Attendees

- don't think this is related to NPS funding/projects, etc.
- HOwever, many projects are not given to organizations with Board members. The timing of meetings are more directed to those who are carrying out tasks than to have board members attend.
- 3.5.2 diversity of board as well

Minnesota Attendees -- St. Paul

- Attendence not predicated on knowledge.
- Same response. Are you collecting data or do you want change to occur?
- Why the focus on board members rather than members of any decision making or influential group? (i.e., TMDL advisory groups, task forces, etc.) [I am a bit concerned that I am not getting something here....that I've missed something in the survey assumptions. If so, my comments may really be off the mark.]

Minnesota Attendees -- Mankato

- I've been to lots of fully attended board meetings where hunt', fish' and crops were the main topic and the recommendations of the staff got rubber stamped. What will this tell us?

Minnesota Attendees -- Brainerd

- this would just indicate personal committment -- not necessarily project success
- This must refer to a volunteer-oriented watershed group. Most board members of watershed districts, Soil and water conservation districts, city councils, townships and county officials attend regularly scheduled meetings as a matter of course.

Minnesota Non-Attendees

- Board members are usually active people; only the minority of boards will probably reveal poor attendance. Not sure what you will gain with this question.
- Board members are usually active people; only the minority of boards will probably reveal poor attendance. Not sure what you will gain with this question.
- this is a problem - rather than see if the STAFF has appropriate skills as in one of the above questions - what about the board - do they have sufficient skills or knowledge to make decisions> most often not
- Only useful if a quorum is not present so that business can't be conducted.
- not sure how this relates
- micromanagement

<u>Indicator 3.4.1</u> Group process/structure index

Illinois Attendees

- See previous comments about our project.

Wisconsin Attendees

- Too complicated
- There are many variables that enter into groups' organizational devleopment. Ususally the skills do not exist within the group and they either needot rely on UWEX or other resource groups to provide the expertise to guide them through this capacity building process. They also may need to hire someone to lead the process. Many groups seem to struggle for years and years before this phase is resolved/completed.

Wisconsin Non-Attendees

- Probably need to be a C(3) or C(4) organization to be able to act in a sponsoring capacity.

Indiana Attendees

- We are moving towards more closely viewing the relationship of project partners and how responsibility is shared.
- These are elements that on their own do not signal project success, but in conjunction with volunteer hours, membership, and staff capacity indicates an additional measure of success.

Indiana Non-Attendees

- this is key to the process and of utmost importance. This would be very interesting.

Ohio Attendees

- sounds like a lot
- This is a measure of organizational success, not project success.

Michigan Attendees

- not sure NPS projects/grants would increase this
- meausure perceptions of participants

Minnesota Attendees -- St. Paul

- Helps include WQ in topics of public dialogue. Consider looking at citizen advisory groups as well
- Really important and, in my own experience, poorly understood in terms of defining attributes and measuring them. Guidance in this areas would be really helpful. I would be interested in guidance on how to evaluate or measure this internal to a large governmental agency, in which internal partnerships are often established in support of a grant project, as well as external partnerships.

Minnesota Attendees -- Mankato

- Not sure about significance of this.
- This would be done better by a "organizational performance assessment" process with a community development educator. I guess the question would be good if it directed less than functional groups into an increasing group performance exercise.

Minnesota Attendees -- Brainerd

- Great things can be accomplished without a formal organization, but an orgazation & related structure is helpful for projects that will take a long time (years) to implement/complete.
- Some organizations can deplete the collective energy of the organization by focusing too much on a committee structure and wordsmithing mission statements rather than accomplishing water quality protection activities.
- Leads to the delineation of effective and uneffective organizations

Minnesota Non-Attendees

- This may not be well received by some county SWCD boards who may recoil from intrusive questioning (because they don't do this).
- For new projects this info would be helpful
- what audience is this information for?
- Successful groups get refunded, nonsuccessful groups do not.
- too qualitiative and unfair to the grantee

<u>Indicator 3.5.1</u> Number of agencies/organizations participating in the project

Illinois Attendees

- See previous comments about our project.

Wisconsin Non-Attendees

- If 30 organizations ran a project that accomplished little, would that be considered better than 2 organizations that accomplished alot? It shouldn't.

Indiana Attendees

- This is pretty standard information already.
- Defining 'participation' is key. Active engagement of multiple organizations definitely indicates higher levels of performance by a project, but name only contributions are worthless.

Ohio Attendees

- are they active?

Michigan Attendees

- not comparable acrooss projects and watersheds. context dependent

Michigan Non-Attendees

- This indicator could be useful for large scale watershed, but would be of little use for a small village project on a small reach of a stream where there really needn't be other agencies or organizations participating.

Minnesota Attendees -- St. Paul

- Is this not obstructing the basic purposes of the programs? Concentrate on the before and after data. This is of much lower value. I would'nt bother with it.
- so many projects are laundry lists of participants without ranking the relative contributions (such as funding, participation in ongoing meetings etc)

Minnesota Attendees -- Mankato

- Minimal

Minnesota Attendees -- Brainerd

- Lots of inactive partnerships provides less potential for success than a few active organizations/partnerships. Include qualititative descriptors or rating of engagement/action.
- All of us are smarter than any one of us!

Minnesota Non-Attendees

- Don't understand this question
- Tracking over time how partners become partners is also useful, especially if it shows capacity-building is working in moving people or orgs to a higher level of responsibility. Also evaluate this information like you would evaluate who well a relay team works--everyone has a job and can take "it" only so far. The first member appriciates that there is someone waiting for him who will take it the next distance or direction and the recipient appreciates that the first runner already covered a lot of distance already...
- Tracking over time how partners become partners is also useful, especially if it shows capacity-building is working in moving people or orgs to a higher level of responsiblity. Also evaluate this information like you would evaluate how well a relay team works--everyone has a job and can take "it" only so far. The first member appreciates that there is someone waiting for him who will take it the

next distance or direction and the recipient appreciates that the first runner already covered a lot of distance already...
- again, who is this information for?
- Are you assuming that the number of formal and informal partners is an indicator of the success of a project rather than the dedication of the board and staff who work on the project?
- unfair and elitist

<u>Indicator 3.5.2</u> Diversity of participants

Illinois Attendees
- See previous comments about our project.
- This would be very useful if diversity is intended to mean occupational/background diversity. For example, how many farmers, homemakers, blue collar, and white collar members are involved. If diversity in this indicator refers to race, I change my answer to somewhat useful as this would only apply in areas where the general population is diverse in the first place.

Wisconsin Non-Attendees
- Diversity of participants in relation to issue complexity is not relevant unless there is a larger pool of participants to draw from

Indiana Attendees
- I assume by diversity you're refering to organizations. We already know who are projects are working with and often notice success being tied to having a broad spectrum of partners.
- In the situations I 've encountered this indicator and the following related to diversity and representation are all very useful. That said: what is meant by participant means volumes. It is easy to envision a group of very active, intuitive members that have community support but not much diversity among direct participants (i.e. board members, etc.). Ultimately, they may be more effective and open to full representation of all issues than a highly diversified board that has hidden-agendas and lacks the interest to move forward (also easy to envision).

Indiana Non-Attendees
- Groups that are one-sided often lose sight of whole picture.

Ohio Attendees
- The diversity of participants reflects how broad the appeal of the project is.
- is diversity relevant to the work being done?
- Just because watersheds are faced with a high diversity of issues does not mean they should be tackling all of them at once. If they priortize what they are able to work on, they will have greater success. That's why we ask them to write management plans. They diversity of

Minnesota Attendees -- St. Paul

- How would diversity be defined?

Minnesota Attendees -- Mankato

- Possibly
- Important to invovle all affected parties.
- This might be useful if you are going to compare large groups of similar projects for factors that predict success, but within a given project it probably is not too useful unless you know how important diversity is or is not to the given effort. How are you going to filter out other factors?

Minnesota Attendees -- Brainerd

- presumably more diversity would imply that more stakeholders are better represented.
- Groups with diverse participants who may not always agree are probably better than those who don't.

Minnesota Non-Attendees

- Key to successful project has always been related to the degree that farmers, lakeshore residents, urban dwellers have been blended and agree to primary project goals.
- there are so many variables for this information - are you in a sparsely populated county? are you in a metro area? make a huge difference in the anser and then how would that be useful information without all the qualifiers that relate to the answer?
- Wouldn't it be better to develop a quideline on how and why diverse groups create a more inclusive project rather than evaluating a project based on its diversity?
- a huge amount of extra work - who would pay for it

<u>Indicator 3.5.3</u> Group representative of target audience population

Illinois Attendees

- See previous comments about our project.
- Again, I feel that ethnicity data may not be as important as other parameters but could still be collected.

Wisconsin Attendees

- The way the indicator title is worded implies that only members of the target audience can develop projects or programs for that target audience, which I don't believe is true. Maybe the better way to frame this is to ask questions regarding the extent to which members of the target audience have been invited to participate (and ultimately participated) in the planning process (not measuring the diversity/representativeness of the watershed group itself).

Wisconsin Non-Attendees

- County possibly show trends within the County.

- What are we trying to measure? Are we measuring how well we catered to every ethnic group in the area or are we trying to measure if we achieved anything to actually improve the health of a watershed?
- I think this would be valuable because many times with our watershed projects, we are preaching to the choir. It's those people who are not actively involved who we need to reach.

Indiana Attendees

- What are you going to do with this information? If you find that watershed planning in NW Indiana is accomplished by white women in their 40s, is that good or bad? Will there be requirements to 'diversify the planning effort' if another grant is given? Tracking this is probably just more needless paperwork for our local sponsors.

Ohio Attendees

- make sure it is relevant to the local population, is realistic about who can really invest time, and look at why a specific audience may be targeted
- You've lost me again. I thought we were measuring the success of NPS implementation projects, not watershed planning.
- Why not simply require folks to use census data instead of checking their work. This seems like a waste of time to me.

Michigan Attendees

- This could be somewhat usefull but the outcome could also be misused or misapplied by EPA in terms of effectiveness of the group. It is very hard to reach the ideal of a very diverse watershed group by having all representatives participating. After 15 years of trying we still have not been as effective as we would like in this. Yet the watershed groups have complished good things.
- I know of no environmental groups that are representative of the populations in which they are imbedded. People who belong to or support environmental groups are generally better educated than the general population (otherwise they wouldn't understand the problems); they have more available time to devote to volunteer work; and they are overwhelmingly white, despite the efforts of most organizations I know to recruit minority members.
- do you measure distributional representativeness? spatial? interest? proportion of problem?

Minnesota Attendees -- St. Paul

- Representative of whom? The folks impacted or the folks doing the impacting? This gets to the very heart of sucessful projects.
- This information and relationship to census data is desperately lacking.
- Cool.

Minnesota Attendees -- Mankato

- Yes.

- You need to make sure the right people are at the table. This could replace 3.5.2 above - diversity is not as much the issue as if the right people are involved. It first has to be determined who are key groups - not all age groups, occupations, etc. need to be involved in every effort. First decide who needs to be involve and then see if they are - don't do a standard demographic for each project.

Minnesota Attendees -- Brainerd

- There is a tendency to develop a checklist for participation. Organizations should not take for granted that individuals participating in a watershed project necessarily speak for an entire community that they are supposed to "represent".
- In my mind proper representation informs grass roots buy-in and avoids exclusivity down the road.

Minnesota Non-Attendees

- Upper watershed residents often are resentful of lakeshore and water recreations. Ways to assess this aspect as an impediment are imprtant
- MOre important is the appropriateness of the target audience and whether enough effort was put towards reaching the population of that target audience. Be careful how you define target audience and make sure it is relevant to the project intentions.
- More important is the appropriateness of the target audience and whether enough effort was put towards reaching the population of that target audience. Be careful how you define target audience and make sure it is relevant to the project intentions.
- Are you assuming that projects with clear and concise implemental goals are less successful because they lack a diverse group to carry out the plan? This can be tested, but not by collecting the information that is suggested above.

<u>Indicator 3.5.4</u> Public providing input representative of target audience population

Illinois Attendees

- if tied back to the project
- See previous comments about our project.

Wisconsin Attendees

- While it sounds great, the reality is that getting public input on non-controversial issues is very difficult. It might be useful to document the different avenues that a group or agency used to seek public input (are they using current best practice for public participation and just didn't get a good response for whatever reason?) If a program doesn't receive representative public input, can it still be a success? If the answer is no, then I've seen a lot of unsuccessful programs/projects called "successes" by those who implemented them.

Wisconsin Non-Attendees

- Same comment as above!

Indiana Attendees

- See above comment. I think most people will agree that the public isn't representatively involved, but I think that says more about the public than the effort of our local project sponsors.

Ohio Attendees

- The public is the "grass roots" of an organiztion.
- Same comment as above.
- Simply asking folks a few demographic questions at a meeting would give you this information. I'm not so concerned with getting a represenative sample at my meetings as I am with getting warm bodies. I'll take five warm bodies over an army of representatives any day.

Michigan Attendees

- Again the watershed groups need more help on how to reach the various groups and not being told that they haven't. Most of realize that we haven't reach our goals but have had difficulty in getting them involved. Limited resources is one the reasons.
- The same arguments I've brought up in the previous question apply to those who volunteer for public meetings and voluntary project participants.
- do you measure distributional representativeness? spatial? interest? proportion of problem? many watershed problems do not match census representational units. e.g. if the project targets agricultural landowners, then one would not expect similar representation as the census units.

Michigan Non-Attendees

- Very helpful to know who from the target audience is providing input.

Minnesota Attendees -- St. Paul

- Depends on how it's done. Same response as above. Advocacy groups or the impacted?

Minnesota Attendees -- Mankato

- How is this different from 3.5.3?
- See above. Once again, input from key populations is more important that across a standard demographic. There is also great opportunity to gather this information in a meaningless manner.

Minnesota Attendees -- Brainerd

- getting the basic info might be helpful but understanding the barriers and how to get better representativeness would be better - if the indicator could somehow get at that. just by observation - someparts of the state are much better at full representations of public. Why is that ? is it access to information, is it discretionary time available to be a participant etc etc

Minnesota Non-Attendees

- Repeat comments from above
- Again, define the target audience first before you decide what "diversity" should look like.
- Again, define the target audience first before you decide what "diversity" should look like.
- You can target populations through mailings etc. to try to get a diverse group at a meeting, but in the end it's those who are interested that show up. My experience teaches me that the greater the participants are affected by the results of a project, the more likely they will show up.

<u>Indicator 3.5.5</u> Involvement of early adopters in projects

Illinois Attendees
- I would be more interested in involvement of LATE adopters. Or the ability for early adopters to step aside
- See previous comments about our project.

Indiana Attendees
- If local leaders don't care about the project, the suggestions coming from it likely won't be implemented, so there is some merit to this.

Ohio Attendees
- Again, I'll take a small group of highly skilled and professional indivuals over a lot of unskilled folks any day. This only makes sesnse if you have highly skilled folks who also happen to be community leaders.

Michigan Attendees
- It is my experience that these leaders set the stage for others to follow. This indicator has been the most important at being about change in behavior.
- context driven. for some, early adopters are not influential folks and have little cache with others. early adopters may also not represent the target group. early adopters may have lots of resources and so do not represent what is possible for those without resources.

Minnesota Attendees -- St. Paul
- Same caution as above.
- Would be useful to quantify the impact of peer-leaders on WQ and effectiveness of outreach by example
- This goes part way to answering an earlier comment in which I asked for inclusion of indicators that asked for other behavior change strategies besides the educational ones. This indicator speaks, in some way, to the idea of Jacobs (six degrees of separation).

Minnesota Attendees -- Mankato
- Does it always follow that an early success leads to accomplishing goals? I don't think so.

- Tough to meassure the involvement of truely respected local leaders but this is important for instituting local change.
- Standard belief is that it is important to have community leaders to take the lead - is this to collect information to prove that is might be wrong?

Minnesota Attendees -- Brainerd

- Could give us tips on how to better reach/engage those early adopters.

Minnesota Non-Attendees

- How will this be done without getting the local staff in deep doodoo? Local staff frequently swing on a tenuous string of employment subject to the board of managers and their
- This is useful only if these early adopter are empowered to be educators in formal or informal ways. There is danger in continued focus on the early adopters and ignoring the impact that they have or could have on expanding adoption beyond them, through them, by them... and see if they continue to evolve themselves refining and perfecting the BMP.
- This is useful only if these early adopters are empowered to be educators in formal or informal ways. There is danger in continued focus on the early adopters and ignoring the impact that they have or could have on expanding adoption beyond them, through them, by them... and see if they continue to evolve themselves refining and perfecting the BMP.
- A phone call to the Township chair provides this information.

<u>Indicator 3.5.6</u> Issue Leadership

Illinois Attendees

- See previous comments about our project.

Ohio Attendees

- building trust is essential.
- As watershed groups begin to be seen as a credible leader, the groups might be more likely to be contacted prior to major development projects, allowing for collaboration at the beginning of a project, rather than fighting against developers in the long run.

Minnesota Attendees -- St. Paul

- third party work.

Minnesota Attendees -- Mankato

- Difficulty here is credibility of a leadership position is seen as okay in one group and questionalble in another.
- Challenging to accurately measure and get representative and honest answers and respect people's confidentiality
- It would prevent the wrong messenger from stepping up to the podium. I'm still confused - are we taking about social indicators or project management?

Minnesota Non-Attendees

- would help gain creditibility
- who's using this information? and for what?
- A few discrete phone calls will provide this information. I'm not sure people want to be burdened with answering surveys or going to discussion groups, unless their is a good reason to do so.
- The organization should be demonstrating its leadership in the grant application

<u>Indicator 4.1.1</u> Number of people participating in environmental groups

Illinois Attendees

- if tied to a project
- See previous comments about our project.

Wisconsin Attendees

- Hours of effort would be a better measure.
- Expand beyond environmental groups. I don't think this is a very good indicator in and of itself.

Wisconsin Non-Attendees

- What would be more useful is the vocation of the participants. In many cases it is not the environmental group that actually gets things done on the land.

Indiana Attendees

- What are you going to do with this information? How do you expect our local groups to collect this? If they are working in a area with 'low' environmental participation, is that going to hinder or hurt them in some way? Do you want this information as a baseline to compare with another survey after the project is done? I can't strees enough how many of these indicators just seem like extra work that will take our local sponsors away from the important work they ought to be doing.

Michigan Attendees

- somewhat predictable (depending on how you define an environmental group) - blue states/counties have more Sierra Club-types than Ducks Unlimited-types, red counties the opposite. Rural vs. suburban vs hardcore urban would also be a contrast.
- context dependent. who decides what is an environmental group? or is it more important that the rotary club has embraced a watershed project and that is how many people engage in the project?

Minnesota Attendees -- St. Paul

- To what value will the data be? Data for sake of data? Again, the project must be measured by before and after progress, not by generalized benchmarks. Of limited value.

- Environmental projects are implemented by a large cast of participants - church and school groups, youth activities, community service. Many are NOT members of specifically environmental groups

Minnesota Attendees -- Mankato

- It would give a possible extrapolation to adoption rates through the project area.
- What are you going do with the information? Not start projects if the EQ (environmental quotent) is too low?

Minnesota Attendees -- Brainerd

- How would this info be collected? regional survey? which enviro groups - any level? state, international, hunting fishing? define "environmental"
- There may be other organizations that would fill this role that don't consider themselves as an environmental group (e.g., civic groups, social groups, religious groups).
- Most folks who may be members of hunting, fishing and, for that matter, agricultural groups would likely consider that they have environmental concerns, even if they aren't members of an "environmental group". Definition of terms here is very important.
- Need careful definition of environmental groups....are conservation groups like ducks unlimited and trout unlimited included? They do not consider themselves environemental groups per se.

Minnesota Non-Attendees

- Who cares...the world belongs to those who show up.
- only good if you are in an area where there are these groups. Some parts of the country don't have good representation - even though it might be viewed as needed by outside agencies
- How would this be measured in credible way? What about rural areas with very few environmental organizations?

<u>Indicator 4.1.2</u> Number of environmental groups

Illinois Attendees

- It would be more useful though to know the number of groups that started because of knowledge of the implemented project
- See previous comments about our project.

Wisconsin Attendees

- Expand beyond environmental groups. I don't think this is a very good indicator in and of itself.
- It would be helpful to know how many environmental groups exist in an area when designing a project or program, but an indicator that would measure success based on changing numbers of groups through time might be pretty tough - some areas already have a lot of existing groups and creating more would just add more cooks to an already-crowded kitchen. A decrease might be bad news, or it just

might be consolidation of existing groups. Some issues disappear over time and their groups should rightly disappear with them. So I'm not sure this is a great indicator.

Wisconsin Non-Attendees

- Would seem that the project sponsor would want to know this upfront -- whom do I contract at the genesis to promote public support for the project....

Indiana Attendees

- This information is usually already included in our watershed plans.

Michigan Attendees

- only useful for locally-based groups, or local chapter of national groups
- context dependent. who decides what is an environmental group? or is it more important that the rotary club has embraced a watershed project and that is how many people engage in the project?

Minnesota Attendees -- St. Paul

- Same response as previous question.

Minnesota Attendees -- Mankato

- It depends on the environmental group's agenda.
- See above

Minnesota Attendees -- Brainerd

- same problem as previous question - what's environmental and try to find a comprehensive list. We attempted this for the Laker Superior bsin and it's not as easy as it sounds simply becaus there are lots of smaller spinoff groups for particular environmental projects -- and -- people differ in their notion of "environmental" organization
- The number of environmental groups does not necessarily translate into levels of work, energy or progress. In more remote areas, there may not be a local chapter of a group.

Minnesota Non-Attendees

- Careful this could backfire
- Who will collect this information and what relevant questions does it answer?
- Favors surburban and metro areas where these groups exist; why is the existence of such a group a measure of success? They could be confounding participation.

<u>Indicator 4.2.1</u> Revenues generated from tourism

Illinois Attendees

- again, it would be more useful to know the gain in tourism dollars after a project was implemented

- See previous comments about our project. Note that access to the Website is free and involves no revenue production.

Wisconsin Attendees

- This is again useful information when designing a program or project, but in terms of how changes in revenues through time might demonstrate success - I'm not sure. For example, some communities might not want more tourists at their lake, even if the water quality improved.

Wisconsin Non-Attendees

- Within some areas, the majority of the tourism dollar is not being spent on water related activities.
- How about where the tourists originate from. It can be a compelling argument to say the protections and conditions of such and such stream draw visitors from a XX mile radius to recreate here.

Indiana Attendees

- This might be useful if a drive exists in an area to increase tourism. To mandate it though would be a mistake, plus one needs to think again about the local project sponsor that has to go out and collect all this 'social' information when they ought to be working on watershed planning or implementation.

Ohio Attendees

- What possible relationship is there between this indicator and NPS project success?
- The chamber of commerce doesn't collect this data unless the business is registered with them and many rural areas, where folks go to recreate, aren't represented by a chamber of commerce.

Michigan Attendees

- depends on NPS project; many are unrelated to recreation/tourism
- Very useful if you can tie revenues generated in tourism back to watershed protection.
- why? i sort of see the rationale, but again, this is context dependent. agricultural areas may have little tourism inputs but have nothing to do with the returns from improving water quality. also, if tourists come to tour wineries the return from water quality is not an issue or an incentive.

Minnesota Attendees -- St. Paul

- Making a direct connection between water quality projects and economic development in the surounding economy is questionable. Sounds like a debate over the economic benefits of building stadiums.
- Will other sectors, such as agriculture be measured? if not, why not? Will tourism drive environmental policy?

Minnesota Attendees -- Mankato

- This helps to quantify cost if nothing is done and is an understood reason for investing in improvement or at least minimizing continued degredation.
- Tourism can translate to political support for a project
- Are we evaluating success or predicting success? Lots of the past questions seem to be more about studies that go back in and see why some projects were more successful than others - but that does not help a given project in a given set of circumstances be successful with what they have delt them.
- This could be difficult to measure

Minnesota Attendees -- Brainerd

- This could be useful to demonstrate pressure for development in an area that is desirable of travelers for a specific destination (e.g., the North Shore in NE MN).

Minnesota Non-Attendees

- Useful data if used appropriately.
- Useful data if used appropriately.
- Why is MPCA collecting this information?
- Question that this information is readily available. What is the connection between tourism and an ag BMP project, for example? Dumb.

<u>Indicator 4.2.2</u> Number of people who participate in outdoor recreation

Illinois Attendees

- See previous comments about our project.

Wisconsin Attendees

- I do not see the connection, espsecially within the time-frame of any one project. Water quality impacts on recreation would take time (years?) to be realized.

Indiana Attendees

- See above.

Indiana Non-Attendees

- May want to consider all Non motorized activities.

Michigan Attendees

- see above
- again hunting has little connection to water quality. change water quality and you may have little change in hunting. the opposite is also true. i think the key is to encourage monitoring of key economic links to water quality where one can find those relationships. these are nice contextual variables, but one can also try to look at these as leverage points. e.g. areas that depend on fishing or canoeing might be more predisposed to engage in watershed protection. But then again, they may not have a 319 because the water quality is good enough to support quality fishing and canoeing.

Minnesota Attendees -- St. Paul

- This is good to know, but how is this relative to the project or activity in question?
- Usefulness depends on how objectively the data will be used.
- Define recreational use clearly. Many think that the ultimate example of green/open space is a ball field. Ecologically functioning landscapes versus open landscapes is not necessarily appreciated by someone riding a bike or jogging through.

Minnesota Attendees -- Mankato

- same reason as 4.2.1
- Same as previous question
- This might be useful in crafting motivating messages to get people to take action - to protect something they love.
- I imagine that this data would be very difficult to find

Minnesota Attendees -- Brainerd

- This has the potential to be disproportionally influenced by a project's proximity to a "destination" resource.

Minnesota Non-Attendees

- Very useful especially if other demographics are included.
- Very useful expecially if other demographics are included.
- Not fair to ag areas. Dumb.

<u>Indicator 4.2.3</u> Dollars per person spent on drinking water treatment

Illinois Attendees

- See previous comments about our project.

Wisconsin Attendees

- Surface vs groundwater? private wells vs munis?
- But only for this type of project. Need parallel indicators for other projects. Like: how much do people spend to swim at pools as opposed to the skanky lake; how much do people spend to fish in another state as oppopsed to at home? etc.

Indiana Attendees

- Is this going to be used as a baseline or to entice people to reduce sediment and reduce their water purification costs?

Ohio Attendees

- Rural areas would show high per capita costs due to low numbers of people/gallons of treated water.

Michigan Attendees

- most NPS projects not related to drinking water quality

- context driven. i leave this to an economist. i would guess certain areas have higher standards of living that entail higher costs to achieve drinking water standards independent of the quality of the water. there is also a consumer demographic characteristic to think about. In Detroit, they have really low water rates and they are trying to charge the suburbs more because they feel it is not fair to charge lower income residents the same as higher income residents.

Minnesota Attendees -- St. Paul

- Again, concerned ov the possibility of false connections.
- Same response as previous question
- or buying bottled water (identifies perceptions of cleanness)

Minnesota Attendees -- Mankato

- Possible
- This might be useful in crafting motivating messages to get people to take action - to protect something they depend on.

Minnesota Attendees -- Brainerd

- Might want to think about the application of this indicator. Would increasing dollars being spent show that the community is growing -- more processing and lines needed, that the water is in need of more treatment due to increasing water quality problems, that new standards are requiring across the board improvements etc. The context of the question, the communities being evaluated and their general baseline water quality and the data interp would need to be thought out more carefully.
- I think that this cost would vary greatly, depending on the area of the state and the source of drinking water.

Minnesota Non-Attendees

- Surface water supplies are few and could be targetted by our list included in the Lake Water Quality Assessment report (Heiskary and Wilson, 2005.) GW supplies are of limited use
- Especially if drinking water source is surface water. A relative cost to other treatment facilities with clean water sources may be more useful.
- Not a nmeasure that would be consistent from location to location

<u>Indicator 4.2.4</u> Financial Demographics

Illinois Attendees

- See previous comments about our project.

Wisconsin Attendees

- Seems like it would be useful, but I really don't know.
- This is again useful information when designing a program or project - is this supposed to change through time as an indicator or is it just collected as background info? If the former, I'm not sure what would indicate success -

Wisconsin Non-Attendees

- This information would be very useful to the project while it is forming, but not very useful to measuring the success of the project.
- This type of info would also be very useful to know about the people who are recreating, not just those who live there.

Indiana Attendees

- Like so many of these indicators, the information might be nice to know, but is the time and expense of collecting it really worth the sacrifice of time and expense that could be directed towards planning/implementation?

Ohio Attendees

- Census data
- Might also be useful for developing programs to be used in projects (e.g., educational, incentive etc.)

Michigan Attendees

- easy to collect

Minnesota Attendees -- Mankato

- Affects ability to pay for projects
- If folks don't have the money, they can't make investments.

Minnesota Attendees -- Brainerd

- Again - relationship to water protection and restoration would need careful thought. Otherwise it seems redundant with census data and might backfire with public -- seem to them like unnecessary government BS

Minnesota Non-Attendees

- Lots of busy work but what does it mean? prove?

Indicator 4.3.1 Land use

Illinois Attendees

- this could be useful if it is tied to change...before and after project implementation
- Some of these data were useful for the creation of the Website, but again, only from the historical perspective.

Wisconsin Attendees

- This is good provided the categories are properly identified. Also want to look at # people associated with each category.

Wisconsin Non-Attendees

- Obviously this data is critical ina watershed based project. I'm not certain that a survey is the most accurate way to gather this information.

- Same answer as before--very useful information for the beginning of the project, but not very meaningful for the measure of success unless you are looking at acres of row crops with practices at the beginning of the project compared to acres at the end. A measurement of the changes could be useful, but not just a measurement of how much is in each.

Indiana Attendees

- This information is typically collected during a watershed management plan project. Success is more based on offering appropriate bmp's for the land types in the watershed.
- Most of our plans already include this information.
- It is possible that land use could be a variable that predicts nutrient enrichment.
- This might be stable over the length of a project.
- This is background data unrelated to social indicators. If there are influences from project actions to decisions individuals make regarding landuse, that information would be very useful.

Ohio Attendees

- This is not a social indicator.

Michigan Attendees

- not sure - are you collecting real statistical data, or people's knowledge of local landuses?

Minnesota Attendees -- Mankato

- This information is essential, but shouldn't be gathered in another manner???

Minnesota Attendees -- Brainerd

- Some folks in MN already on top of this. Dr. Mulla at Univ of MN -- variety of other resources around the state - state and local govt. Don't re-invent the wheel on this one -- need to find out where the best data is and support the upkeep of that data -- possibly the GIS consortium in the state
- I believe, this is already available elsewhere, in usable form, for most regions
- Why do this by survey....we have GIS.
- Usually this information is already available and already collected for projects.

Minnesota Non-Attendees

- Essential
- Land use information is overly coarse. Highly detailed land cover mapping is much more useful for describing the characteristics of a watershed.
- This question can be powerful if nationally we begin to define land uses in terms of environmental footprint, or, for NPS concerns, in terms of watershed impact. We need to get land use planning profession education courses to redefine land use categories in terms of environmental impact instead of in terms of economic development and related infrastructure and â€œgrowthâ€ expectations that are

not congruent with the pressing need to recreate a society that is sustainable with infrastructure that supports sustainability.

- This question can be powerful if nationally we begin to define land uses in terms of environmental footprint, or, for NPS concerns, in terms of watershed impact. We need to get land use planning profession education courses to redefine land use categories in terms of environmental impact instead of in terms of economic development and related infrastructure and "growth" expectations that are not congruent with the pressing need to recreate a society that is sustainable with infrastructure that supports sustainablity.
- this is a huge duplication of information - all this information is readily available
- This can drive TMDL implementation plans.
- We have much of this information already.
- this ought to be in every project

<u>Indicator 4.4.1</u> Number of people in a targeted area to be reached

Illinois Attendees

- Our only demongraphic issue will be the number of 5th-12th grade students who access the Website.

Wisconsin Non-Attendees

- What would this accomplish? Perhaps number of people that were reached, but not the number to be reached.

Indiana Attendees

- Some of our education and outreach tasks already include this type of information. I often wonder how arbitrary the 'number of targeted people' really is. How is that number decide upon?
- Again, baseline information to be utilized with other indicators, unless this information will be utilized to designate status: rural, urban, etc. and gage audience.

Ohio Attendees

- This is tough to get. The only reliable source of data is the US Census and they don't report based upon watersheds. You have to collect using the centroid for each census track which gives the best approximation.

Michigan Attendees

- just keep in mind that watersheds are ecological beasts. it is not the number of people that counts, it is the number and location of people causing the harm that counts. that is the principle of targeting. you can get a lot of people, but not the right people.

Minnesota Attendees -- Mankato

- Important to know who is involved in project area.

- Essential information, but should it be gathered as part of a social indicator information exercise???

Minnesota Attendees -- Brainerd

- Again, we can go to the state demographer web page.....I suppose we could tell projects how to do that.
- In rural areas this is not a germaine consideration. Numbers using the resource either recreationally of for water supply would be more appropriate.

Minnesota Non-Attendees

- Ramifications of substantial growth projections are not understood by local leaders.
- Useful if combined with the effort of defining the target audiences within the geographic region,and even more useful if that region is assessed in regard to priority watershed drainage areas or neighborhoods.
- Useful if combined with the effort of defining the target audiences within the geographic region, and eve more useful if that region is assessed in regard to priority watershed drainage areas or neighborhoods.
- Not useful for projecting a projects success, but is an indicator of the amount of human sewage produced which is needed for the TMDL report.
- ought to be in every project

<u>Indicator 4.4.2</u> Population and population affected by the project

Illinois Attendees

- would be useful to target and plan for info/education
- See previous comments about our project.

Wisconsin Attendees

- 4.4.1 and 4.4.2 should be measured with an understanding that even reaching small numbers of people can sometimes have a significant impact.

Indiana Attendees

- Again, our projects usually already include this information in the background section of their plans.

Ohio Attendees

- How are you going to get population affected by the project?!? What's the determining factor here? If you can get that information, I agree that this would be useful, but you can't get this on a reliable basis.

Michigan Attendees

- what is the difference between population and population affected?
- not the number of people that counts, it is the number and location of people causing the harm that counts. that is the principle of targeting. you can get a lot of people, but not the right people.

Minnesota Attendees -- Mankato

- Essential information, but should it be gathered as part of a social indicator information exercise???
- Not sure how to measure # affected by project, especially if in a touristic area

<u>Indicator 4.4.3</u> Basic demographics

Illinois Attendees

- would be useful to target and plan for info/ed but I don't see how you would use if to measure change
- See previous comments about our project.

Wisconsin Non-Attendees

- Once again, this is useful information for setting up your project, but it does nothing to measure success.
- What about occupation and median household income?

Indiana Attendees

- Some of this would be useful (population density and average household size), but the rest of it seems burdensome to collect.

Ohio Attendees

- Census data
- Toolkit should also contain guidance on accepted or effective uses of such information in 319 projects.

Minnesota Attendees -- St. Paul

- and necessary to make sense of some of the other information that would be collected

Minnesota Attendees -- Mankato

- Essential information, but should it be gathered as part of a social indicator information exercise???
- Always tricky to use census data and watershed boundaries

Minnesota Non-Attendees

- seems like a repeat of the above Please remember the length and detail of the questionaires will limit response numbers.
- "Educational attainment" should be flexible so that we find out who out there has the specific skill needed for a BMP; so "experience in gardening" might be a more useful survey question if the project involves rain gardens and bioinfiltration BMPs for households, for example.
- "Educational attainment" should be flexible so that we find out who out there has the specific skill needed for a BMP; so "experience in gardening" might be a more

useful survey question if the project involves rain gardens and bioinfiltration BMPS for households, for example.
- potentially useful, more likely to be busy work

<u>Indicator 4.5.1</u> Size of agricultural operations

Illinois Attendees
- not measuring change
- But only from the historical perspective for our project.
- This is very useful but it is also a very touchy subject within the agricultural community.

Wisconsin Non-Attendees
- How does this translate into the success of a program?

Indiana Attendees
- The effects of large feedlots could impact nutrient enrichment as well as access to streams by animals.
- very useful if the documentation of project success indicates the change in land ownership patterns as a result of project efforts.

Ohio Attendees
- Number one impact on water quality nationwide. Of course this would be useful information.

Michigan Attendees
- particularly if you include farming practices, which are more important than farm size - crop types, tillage practices, etc.
- easy to measure. but not might relate to watershed problems or solutions.

Minnesota Attendees -- St. Paul What would this tell us?
- Will create problems from the get go, and is loaded with inaccurate assumptions about the behaviour, practices and impacts respectively of the small/large scale dichotomy. Drop it; it will create divisions instantly.
- It would only be helpful in developing a strategy of who to contact and how, not the degree of potential pollution contribution.

Minnesota Attendees -- Mankato
- Essential information, but should it be gathered as part of a social indicator information exercise???

Minnesota Attendees -- Brainerd
- Farmer's are very relucant to have this information as part of a grant...though we all know we can get this. Will this hurt our ability to get funds doing good work...that will be an important balacne.

- Very helpful, our experience has shown that the large operators are the least willing/likely to participate in BMPs. A different approach and message has to be devoped for that group with a focus on economnics and efficiencies.

Minnesota Non-Attendees
- Essential
- Large scale animal operations above 1000 animal units need NPDES permits.

<u>Indicator 4.5.2</u> Absentee landowners

Illinois Attendees
- not measuring change
- We didn't consider this as an issue after about 1930 within the context of the Website we're developing. And it was only a minor issue.

Wisconsin Non-Attendees
- How does this translate into the success of the program? Once again this is useful to the project in the beginning to know who the audience is, but it is not a measure of success.

Indiana Attendees
- I've never come across a case where this information would be useful.
- It is possible that watersheds with absentee landowners show less stewardship toward the land and could have higher nutrient enrichment.

Indiana Non-Attendees
- Interesting...something I haven't given much though to in the past.

Ohio Attendees
- More to the point, what can absentee landowners do to protect their lands when they are out of town?

Michigan Attendees
- easy to measure. but not might relate to watershed problems or solutions.

Minnesota Attendees -- St. Paul
- use carefully
- Other critical profile items in agricultural settings: - Landowner or operator routinely enrolls in conservation programs as part of a production plan or land management plan. - Landowner or operator is not motivated to integrate government conservation programs in his/her land management plan.

Minnesota Attendees -- Mankato
- Land ownership is critical in how the land is used and valued
- Essential information, but should it be gathered as part of a social indicator information exercise???

Minnesota Non-Attendees

- essential
- Very useful if the project involves BMPs on privately held land.
- Very useful if the project involves BMPs on privately held land.

<u>Indicator 5.1.1</u> Practices implemented

Wisconsin Attendees

- How one measures the number or percent of people implementing appropriate management practices is key; self-reporting isn't always reliable. It would be helpful if the toolkit included some suggestions for measuring this indicator.
- Need to know the parameters of the question.
- Could be difficult to measure. . .how would you collect the data?

Wisconsin Non-Attendees

- Other indicators are stream miles where streambank work was done. Number of barnyards. Pounds of P delivery reduced. Tons of sediment delivery reduction. etc

Indiana Attendees

- We already measure this and use it to calculate load reductions.

Indiana Non-Attendees

- All other things aside this is the goal...implementation and changed behaviors.

Ohio Attendees

- hard to quantify, maybe don't weigh results too heavily
- This number is going to be an amazingly small number and will not tell you anything except for how many folks are receiving subsidies.
- Could be especially helpful if address the difficulty involved in behavioral change and offeres guidance on best practices and alternatives to behavioral change (e.g., address change at system level).

Michigan Attendees

- The caveat to this questions is that sometimes such impact is difficult or impossible to measure accurately.
- again, we can't forget the critical importance of spatial adoption. you can't get a lot of people and acres enrolled, but if you don't have the right number and location, it has no impact at all.

Minnesota Attendees -- St. Paul

- This would be very useful information if the number/per cent of people were expressed in terms of the number of "problem" properties are within the watershed, as opposed to the total population. A few properties can cause most of the problem.

- Will assume some knowledge of what is the appropriate practice. The state of the art presently is pretty weak given the complex interactions of nutrients, soils, etc. Not sure this is worth collecting because it begs the question of what is the appropriate question-and that in many instances is a dialogue still in play.
- (1) If acres is being used here as a proxy for impact of practices implemented, then please provide guidance for alternate means of measuring impact of practices implemented. How about modeled or actual volume of water managed on site or pollutants treated on-site. Do I need to be concerned that area may not being a meaningful indicator of impact of the practices? Are my comments appropriate? (2) Number/% of people: is this meant to be collected as a baseline or as the percent or number of total people/sectors/organizations targeted by a strategy? (3) Can this be applied to point source as well as nonpoint source? Prevention practices among WWTP industrial users vs. BMPs at a construction or agricultural site?

Minnesota Attendees -- Brainerd

- The duration of implementation is key. Is it a short-term or long-term change?
- Doesn't this data base already exist. Access is the issue!

Minnesota Non-Attendees

- Make sure the practice is well defined such that survey respondents cannot confuse it with any other practice.
- Make sure the practice is well defined such that survey respondents cannot confuse it with any other practice.
- I wonder if it is possible to measure the incremental effect of a project as distinct from other influences on adoption.
- Useful for implementation plans

<u>Indicator 5.1.2</u> Critical area practices

Wisconsin Attendees

- May help to "target" a practice.

Indiana Attendees

- Our measures have to be implemented in critical areas, so, by default, we are already measuring this.

Ohio Attendees

- ditto
- Now this will give you useful infoprmation if you've got enough info to narrow down your focus area.

Michigan Attendees

- again, we can't forget the critical importance of spatial adoption. you can't get a lot of people and acres enrolled, but if you don't have the right number and location, it has no impact at all. this can occur even within critical areas.

Minnesota Attendees -- St. Paul

- But again, see my previous cautionary note.
- Similiar comments to those provided for 5.1.1

Minnesota Non-Attendees

- Targetted priority areas tend to be a very confusing concepts for many, ramping up of the concepts a big deal
- This measure would be appropriate for programs with a distinct targeting aspect, but not for programs which aim at broader adoption. Both are legitimate.

<u>Indicator 5.1.3</u> Violations

Wisconsin Attendees

- Many violations would likely go unnoticed/cited, therefore this may be difficult to accurately measure.

Wisconsin Non-Attendees

- If follow-up is accomplished.

Indiana Attendees

- What kind of violations? NPDES?
- Nutrient Criteria would allow for understanding of hotspots that managers could focus on.

Ohio Attendees

- How about determining the number of violations aveted by cooperative agreements and voluntary compliance measures?

Michigan Attendees

- what kind of violations? NPS programs not regulatory
- what does this tell you? that there is more enforcement? less enforcement? what about repeat offenders?

Minnesota Attendees -- St. Paul

- Violations of what? In the project are or surrounding community/jurisdiction? This question is not clear.
- Interpret with care. I think you're after change, not fines.
- but depends on how inspection and enforcement efforts can be assessed and normalized for meaningful comparisons
- Corresponding contextual information available? E.g., number of regulated entities....Maybe % entities receiving violations? Would this be more meaningful or add meaning?

Minnesota Attendees -- Mankato

- Enforcement actions can reflect the capability of the enforcement agency in addition to activities in the field

Minnesota Attendees -- Brainerd

- Violations do not measure the number of individuals who adapted their original plans to avoid violations. This is also related to the relative importance the governmental unit places on enforcement and staffing levels.

Minnesota Non-Attendees

- This would be useful if evaluated in conjunction with a thorough inspection program.
- This would be less useful if the law is poorly written or the enforcement program is poor.
- This would be less useful if the law is poorly written or the enforcement program is poor.
- target them and offer assistance
- there is likely to be resistance to this indicator in cases of widespread violation of ordinances -- but publicity of this evaluation could prompt increased compliance action.
- it would be great if whoever has the hammer would be willing to use it
- The agency is inconsistent when applying the black hat of enforcement. Lots of violations may mean that a very zealous enforcer is at work.

Indicator 5.1.4 Watershed Plan

Illinois Attendees

- more appropriate might be...because of a project was a watershed planning process started or did a watershed group decide to implement a plan that was already completed

Wisconsin Attendees

- Just because there is a plan does not mean that practices are being carried out on the ground. . .would need to be mixed with other measures.

Wisconsin Non-Attendees

- Content of the plan is an important variable, ownership changes rapidly in our county and so does mind set sometimes.
- Because a plan exists, it does not mean it is being implemented or is successful
- Need a plan before implementation
- The plan is a necessity to determine if goals of a project were met. If X tons reduction of sediment is in plan and y tons was actually reduced - that says some obvious things about the success of the project and the willingness of landowners to implement BMPs

Indiana Attendees

- You can't get implementation money here without a WMP.

- A plan to reduce nutrient enrichment is critical.
- Must have a plan to implement.

Michigan Attendees

- even more useful if you test for public's knowledge of a plan - existance, goals, implementation, organization,...
- however, what does presence or absence mean in terms of watershed conditions?

Michigan Non-Attendees

- What about areas where there is not watershed plan. MDEQ already has detailed maps of where watershed plans that are approved are in the state. Now if you are measuring the knowledge of whether people know if a plan is approved, that could be helpful, or if the efforts helped encourage the development of a plan, then that would also be helpful info.

Minnesota Attendees -- St. Paul

- with a relative quality rating. Comprehensive or embedded in different departmental plans as a chapter; managed by a special unit or not; considered during planning activities; has regulatory/review authority or not; has funding/budget or not; etc. etc
- Corresponding contextual info: adopted AND "enforced?"

Minnesota Attendees -- Mankato

- Having one and using one are different.
- I guess project managers would know if there was a plan or not - is this a survey question???

Minnesota Attendees – Brainerd

- Needs to be carefully fleshed out. What is the definition of a watershed plan - quite a few lakes have gone through some various type planning programs, also local govts have done some of this work. Measure would need to know if there was follow-up to the plan, if an organization is still in effect / in existence for plan implemenation etc. Not sure if just the presence of a plan is valuable
- Having a plan doesn't ensure practices are followed, although appropriate practices may have been characterized through plan development
- All 319 projects ahve to have this anyway...so why bother.
- They alread exist or shortly in all counties

Minnesota Non-Attendees

- Watershed planning tends to be a reactive process after things are substantially impaired. Proactive planning is the key.
- Depends on state and local rules programs that promote watershed planning. Minnesota State Statute 103D allows for the formation of watershed districts with taxing authority. All WDs will have a plan.

- This is useful only in comparison with previous plans by the same group or in comparison with the state of the art for similar situations. Look for improvement, creativity, and effort at making real progress in watershed health.
- This is usefuls only in comparison with previous plans by the same group or in comparison with the state of the art for similar situations. Look for improvement, creativity, and effort at making real progress in watershed health.
- There are many qualities of plans -- should rate them based on clarity of goals, public participation, presence of action strategies, etc.
- This is in the Local County Waterplan...Counties are very aware that nothing gets funded unless it's in the plan.
- There is a watershed plan for most of our watersheds, and since we participate in the development of the plans, we are familiar with their content.
- only useful if you live in a state that requires watershed plans. Otherwise, you can only evaluate on projects for their own merits

Indicator 5.2.1 Continued funding

Illinois Attendees
- good one

Wisconsin Attendees
- This would show committment by the sponsoring agencies and stakeholders.

Wisconsin Non-Attendees
- How does anyone know what money would be available in the future for future BMPs? This an unnecessary question to ask at the end of a project. However, if it was retrospective after a project, that might have some merit.

Indiana Attendees
- I think it would be useful for the state to know how many of our project sponsors were able to find non 319 funding. We should be doing more to encourage other grant solicitations.
- Long term evaluation is needed.

Ohio Attendees
- never know when new opportunities will arise
- The holy grail of program administrators.
- Especially if this could be added at the front end of project (e.g., in proposals) to encourage activities that are sustainable.

Michigan Attendees
- Where appropriate.
- I would make sure I would provide guidance in terms of making relevant change. buffer strips require maintenance while other practices don't. Once they are installed they are done and you don't need to have as much continued funding.

Minnesota Attendees -- St. Paul

- Depends upon state and federal appropriations actions-limited usefulness-and assumes that funds would be available. This is not a practical assumption.
- particularly contacts and access to knowledgeable assistance/information beyond the project timeframe
- (1) For instance, how many grant RFP include questions about provisions for encouraging or ensuring replication or maintenance of programs established during the proposed effort? (2) Funding, tech assistance, compliance and ordinance are not the only means of establishing long-term commitment. Any way to acknowledge this and provide means of recognizing other creative means through the indicators?

Minnesota Attendees -- Mankato

- This would be only useful in looking BACK to see if the present situation was improved / hindered by lack of funding.

Minnesota Attendees -- Brainerd

- It would be helpful to also know the relationship between time to fully implement a change and funding -- for example - if the time it took a farmer to fully integrate a practice and then routinely care for the practice and develop it as a habit with other projects. NRCS typically builds in 10 year agreements with their funding - they may be a source of some info. When state budgets change every 2 years, and fed budgets every year - this can be highly problematic to success in the long run.
- Once the project and its funding effort ends, often times there is a vacuum that is created and without a cohesive group, some of that momentum and expertise may be lost.
- Very very important in my mind
- critical

Minnesota Non-Attendees

- Yes it takes money, but sustained behavioral change can also be supported by a groing number of participants to the point that the behavior becomes a social norm--the social norms will then drive both voluntary and funded behaviors.
- Yes it takes money, but sustained behavioral change can also be supported by a growing number of participants to the point that the behavior becomes a social norm--the social norms wiill then drive both voluntary and funded behaviors.
- Who will collect this data?
- I hate this measure - it's really tough on local units and discourages applicatios of otherwise worthy projects

<u>Indicator 5.2.2</u> Contact available

Indiana Attendees

- Most counties are served by a capable SWCD staff that can provide this support.

Ohio Attendees

- This always helps encourage participation. It works for CRP and EQIP.

Minnesota Attendees -- St. Paul
- critical
- Why the focus on landowners? Why not all sectors, point and nonpoint sources, that impact water quality. (Industrial uses of POTWs, MS4s, other so-called point sources?) This goes to the "equity" and "financial assurance" issues in TMDLs.

Minnesota Attendees -- Mankato
- Huh? Shouldn't the project be providing an adequate level of information - either by itself or via partners - to get the job done?
- A key question -many watershed managers success rest on this

Minnesota Attendees -- Brainerd
- Reinforcement is very important in change

Minnesota Non-Attendees
- Follow-up with info requests is essential, especially if THEY come to YOU with their request. They are interested enough to make the effort to contact YOU (whoever the YOU is), saving the YOU time and effort at trying to reach target audience members.
- Follow-up with info requests is essential, especially if THEY come to YOU with their request. They are interested enough to make the effort to contact YOU (whoever the YOU is), saving the YOU time and effort at trying to reach target audience members.
- Seems vague. What kind of contact? A specialist or generalist, one or several, pro-active or wait for walk-in business or phone calls?
- Isn't this extensions job?
- no more brochures!

<u>Indicator 5.2.3</u> Monitoring

Wisconsin Attendees
- Monitoring compliance with what?
- The results of this component would be heavily dependant on funding availability.

Wisconsin Non-Attendees
- Project standpoint; however, without adequate trained and staffing monitoring is impossible. Watershed plan indicated we need 7 staff to achieve our goals we have 2 staff and state and county are requiring more and more with less bodies.

Indiana Attendees
- We requrie a QAPP for all monitoring.

Ohio Attendees

- You've missed an essential point. You need to ask whether folks have the appropriate training and expertise to conduct monitoring. State water qaulity monitoring programs are patchy and irregular. Projects who undertake this on thei rown frequently find themselves over their heads and at a loss to collect and analyze this information. An adequate program needs to be established to assist groups interested in conducting these efforts of the own.

Michigan Attendees

- monitoring is only meaningful if it is done correctly. what about monitoring conditions vs compliance?

Michigan Non-Attendees

- This is so vague that I am not sure it is applicable or useful. What type of monitoring? What compliance? Compliance from a past water quality violation?

Minnesota Attendees -- St. Paul

- varies by project - but when appropriate contributes to building science based support for NPS projects

Minnesota Attendees -- Mankato

- If complete enough this can possibly show water quality improvement. It must be comprehensive and of a long enough time period to account for variables such as weather.
- Monitoring is very important to evaluate the success of a project.
- What do you mean by monitoring. Monitoring the existance and condition of BMPs? That would be useful. Monitoring water quality? That would only be useful if land use / climate data was also collected at the same time.

Minnesota Attendees -- Brainerd

- ...If combined with assistance to move people from non-compliance to compliance.

Minnesota Non-Attendees

- Have to use multiple levels of monitoring from very simple to complex
- Monitoring and enforcement are critical components of any successful program.
- Useful if volunteer monitoring is feasible, if the intent of this questoin is to evaluate growth in volunteer monitoring efforts.
- Useful if volunteer monitoring is feasible, if the intent of this question is to evaluate growth in volunteer monitoring efforts.
- Clarify the term "monitoring compliance". Does this mean water quality monitoring to determine compliance with standards, or monitoring the behavior of people with respect to rules and ordinances?
- Who do you see will provide this?
- Is this an enforcement tool? or a measure of project performance? Not clear

Indicator 5.2.4 Ordinances

Wisconsin Attendees

- Again - would suggest this be qualitative data rather than quantitative.

Indiana Attendees

- I think this is a frontier in NPS strategy that needs to be exploited more. Our local sponsors need to know what local ordinances say and need to work to change those ordinances as needed.

Ohio Attendees

- It would be great to have a place where folks can review model ordinances for the state of Ohio if any exist.

Michigan Attendees

- However, Implementing many of the ordinances usually take 10 years or more after the intial funded watershed project unless there are regulations pushing for their adoption. It takes a long time to get people to understand the need for the ordinances and get political buy in. If you move to fast you can cause a turn over in the local government officials.
- context specific. do ordinances match the suite of problems present in a given watershed. I think working towards relevant congruence should be the goal. maybe groups have no funding, no ordinances and no paid staff, but they perfectly addressed their watershed needs. While others have tons of staff, grants and ordinances, yet the watershed continues to slide.

Minnesota Attendees -- St. Paul

- Ordinances will be counter productive. Doubt whether there will ever be authority to pass them, with the exception of feedlots. Political questin of dubious value and would turn technical assitance agencies (such as SWCDs) into enforcers. Not a good idea..
- the ability to get science based information into the hands of decisionmakers and into the verbiage of rules and ordinances will have a tremendous impact on the long term quality of natural and water resources
- Nonpoint source is best addressed through incentive and assistance-based approaches, not ordinances.

Minnesota Attendees -- Mankato

- If collected throughout the project area and even better if this data from multiple projects is combined to show impact.
- It depends if the existance of ordinaces are being measured or the implementation and enforcement of ordinaces are being measured. The later is the most useful information.

Minnesota Attendees -- Brainerd

- The more useful info would be the consistent application of the ordinance. not the existence of the ordinance. THere are quite a few very good state laws on the books and presumably all counties are in compliance -- that is they all have a

public health code for example -- but no county is fully compliant with total sewage/sanitation management.
- ordinances are not a measure of behavior change. If there is an increased need to regulate, the project has failed.

Minnesota Non-Attendees
- The connection between a specific, limited duration project and resultant ordinance changes is very difficult to make, and likely to separated by several years.
- If the project is about ordinances, then yes. If it's not, then no.

<u>Indicator 5.3.1</u> Maintenance of practices

Wisconsin Non-Attendees
- This will clearly identify whether a change is permanent or not.

Indiana Attendees
- This task is already addressed, but likely needs more attention.
- This will be important in assessing the affectiveness of policies to address nutrient enrichment.

Indiana Non-Attendees
- How many times have we provided cost-share for a project to find out a few years later that it has not been maintained. This is great...accountability.

Ohio Attendees
- This is essential.

Michigan Attendees
- We do not have enough time or money to do the follow up
- only when appropriate. see earlier comments about ensuring project/program/watershed relevance.

Minnesota Attendees -- St. Paul
- Could be very useful is accompanied by an analysis of the why or why not practices were maintained. the soft data is more important.
- lack of maintenance turns a good project into one that doesn't work, and loses social momentum (due to aethetic perceptions, and wasted money and effort)
- Why refer only to nonpoint source practices? Include prevention, conservation and business practices associated with point source that affect impaired waters.....

Minnesota Attendees -- Mankato
- I don't think this has been done but my sense is that it would be very helpful.
- Evaluates how well the practices are accepted by residents for longer term use beyond the life of the project

Minnesota Attendees -- Brainerd

- maintenance would demonstrate committment
- On a community basis, operation and maintenance plans and dedicated funding for the O& M would be one method for measuring longer-term success. Individual cost-shared structural projects are generally connected to a 10 or 15 year contract for maintenance.

Minnesota Non-Attendees

- critical - O&M is the first thing forgotten
- For how long? who's going to do it? pay for it???

<u>Indicator 5.3.2</u> Maintenance of watershed plans

Wisconsin Non-Attendees

- Again tied to the availability of personnel to implement.

Ohio Attendees

- Who is going to do this?

Michigan Attendees

- this is a systems thinking perspective. are there checks and balances in place such that the planning commission must receive clearance from the watershed coordinator/drain commissioner prior to approving plans? is there a check box for "yes, this plan fully complies with our watershed plan?"

Minnesota Attendees -- Mankato

- Not sure - you can update a plan but still not really use it. How do you measure that it is really being used?

Minnesota Attendees -- Brainerd

- WE know this already

Minnesota Non-Attendees

- Include in county local water plans. Better guidance in this regard may be needed.
- good luck here - if there isn't a presence of a project - the local government won't know a plan ever existed
- Already required in the Local County Water Plan

<u>Final Comments 1</u> You have reached the end of part one of the survey. In the box below, please list any indicators you think we have missed and type any additional comments you may have about the preceding indicators.

Illinois Attendees

- None of which I'm aware.

- The capacity section would seem to have limited applicability, unless the project was directly related to building capacity. It was difficult to understand how answering those questions would be useful in assessing the success of a project.
- Is wetlands protection, enhancement and creation an improving water quality component in watershed planning initiatives?
- I am concerned that much of the information required for these indicators will be difficult and costly to obtain. The value of the information needs to be weighed against these costs.
- Wow! I think you have most of them. If we were able to collect all this information (or even some of it) we would get a terrific idea about the success and outcomes of these projects.

Wisconsin Non-Attendees

- Changes in behavior and practice adoption remain for me the best indicators.
- In my experience, the majority of the data proposed in this survey is readily apparent to the project managers. I view a social indicator survey as a process to quantify what is mostly already known, with some exceptions. The time & money to prepare, collect, disseminate and report the data is not worth it because it doesn't add much value. Goverment surveys are viewed with suspicion and are often a data collection effort without much to show for it.
- Your questions were very vague at times so interpretation of your questions and what you were looking for may be two different things.
- There seem to be a lot of "indicators" in this survey that only indicate to me a lot of paperwork and not necessarily alot of practices or changes. A watershed may have the most wonderful plan on paper, but if it doesn't get implemented and put into practice, what good is it?
- Emphasis on detailed pre-planning of project (need, best alternative, potential problems) and preparation of public support. Similarly, long-term maintenance -- both from the physical municipal upkeep to the alteration of public attitudes.
- It's not as easy as a computer survey, but interviews with landowners who have or have not implemented BMPs associated with a watershed plan can be very telling. A component of any social indicator survey should encourage these types of interviews with prompting questions to the landowner. i.e. What is your opinion of the work done and how has it changed your work habits? Changed your understanding of threats to the stream/groundwater? If dollars were available in the future, would you install more BMPs to improve the natural resources? What is the bottom line for you as a landowner when you make a decision to invest in BMPs? What sort of values do you place on the groundwater under your land and/or the stream running through it? Do you consider the consequences of your farming practices to the groundwater and surface water? Get down to the nitty gritty of it all. Do the landowners think differently after natural resource agency staff have spoken with them about any suggested BMPs and their purpose. None of the questions I've seen in this survey get right down to the personal decisions. How can you measure social change if if you don't ask those pointed questions?

- It seems that the survey will over weight the input from activists in the watershed and under weight the "passive participants" ie those who might adopt BMPs but don't necessarily go to meetings or contribute.
- Working in both Rural and Urban nonpoint I found one issue which really must be addressed, they need to measure dirt,nutrients or whatever in the same way otherwise it is not a true comparison. Until that happens you will have farmers pointing the finger one way and cities pointing right back.

Indiana Attendees

- I think most of these indicators are very useful! This is information I currently wish I could glean for the 30 watershed projects I work with in order to help them be more effective in their communities!
- Before these indicators are mandated, we must consider what resources will be needed to collect this information. Local watershed planners do not have the time, resources, or expertise to collect accurate survery data. In addition, I firmly believe that many of these indicators simply are not necessary information. Let's not weigh done the local effort with additional paperwork.
- Whether the research was used in Criteria development? Did it lead to further research? What is the perception of managers: was this research useful to them?

Indiana Non-Attendees

- Social/economic group of area. Lower groups tend to pay less attrention to pollution issues
- Our biggest concern is that IDEM is not organized to deal with Rule 5 issues and will not furnish the people to do it.

Ohio Attendees

- Number of media features comcerning the project.
- I think the importance of each question should be weighted, according to a concensus
- We are particularly interested in identifying potential economic indicators. Some of these grants are relatively large for some areas of the state--it is obvious to us that there are local economic values to 319 grants however, we lack the necessary tools to measure such value.
- This entire survey has me wondering if I attended the same meeting everyone else did. I thought the idea was to measure the social aspects of PROJECT implementation. Instead I see a lot of data collection suggestions that do not link to project implementation at all. This isn't very encouraging at all.
- Many of these indicators are important and many are not. The issues related to census information, land use information, and BMP's are covered in most good management plans. Appendix 8 mandates this information for most plans in Ohio for instance.
- I think a real focus needs to be made on: 1. How readily did people adopt a BMP, etc. 2. How many people adopted (vs. target). 3. How many people adopted within a 3 year window after project ended/without cost-share, etc. 4. How many people kept the BMP, etc up for the useful life of the BMP - ie,

pumped and maintained a septic system for 25 years or used a piece of equipment for its full lifetime.

- environmental justice non-traditional issues that affect our environment such as crime and poverty
- We need to assess the degree to which local residents of a watershed are aware of the causes and sources of stream impairment in their watershed, and the extent to which they know where their drinking water comes from, any threats to that water, and any issues in their watershed related to treatment of sewage.

Michigan Attendees

- If these social indicatiors are evaluated it will be very costly to to the survey and analyze the imformation. I have seen the cost to do a few focus groups and surveys in the various projects. The information is critical but it is hard to balance all the other important components to implementing effective watershed management.
- I struggled with the indicators related to capacity. EPA's current definition of NPS "success stories" is related to measurable in-stream improvements. It's much easier to find these types of projects in remote, relatively pristine areas as opposed to urban areas. However, projects in remote areas may not have large numbers of volunteers, high diversity of participants, or large numbers of agencies participating.
- Please see above comments; as the head of a nonprofit group that does environmental awareness, many of these questions were out of my area.
- just to ensure that in the toolbox there is a full discussion of using watershed appropriate indicators. while groups might collect a breadth of data, they need to determine which are the most appropriate ones and focus on those to guide their management. that also goes for the agencies receiving and using the data.

Michigan Non-Attendees

- POssibly adding something not only on if behavior change happened, but at the beginning of the process....willingness to make changes.
- One indicator that is tough to measure but is important would be to consider local residents input on specific water quality concerns in their subwatershed/watershed.

Minnesota Attendees -- St. Paul

- The survey seemed to lose focus in places by addressing issues that are not directly relevant to a given project. The amount of survey work entailed by social indicators will be a significant task, and in our time stretched society, it will be a challenge to get people to complete surveys.
- The degree of "connectedness" between or among watershed groups and other levels of government seems to me to be indicative of the group's success. An indicator of this element would be accordingly useful. This is particularly true between state and local units of government.
- Cautionary note. State and local budgets are tight now. These surveys would draw off limited resources without financial assitance. Also, the number of indicators

need to be limited-this is simply to long and involved for practical implentation. Also, it is VERY CRITICAL that third parties be involved to assure objectivity and stakeholder acceptance. As an agency manager, I've to much self serving surveys-at all levels. The data would be helpful and accepted, given objectivity and lack of leading questions. People will not be fooled, and our audience wants up front objectivity and honesty, not advocacy and negative characterizations. In my judgement, 319 implementation has been generally abysmal in our state because it's been used as a tool by advocates within the administering agency to advance their own agendas. The role of regulatory agencies as also developers of bmps, etc, is in great need of review and rethinking. I am convinced, based upon nearly 20 years of experience, that we will not make meaningful progress in nps mitagation until and unless the entire admninistrative process vis-a-vis how decisons are made on 319 funding is reviewed and changed. The 319 plan is now a tool, in this state, for insiders to get funds for projects. Along with the previous review, role of the land grants must be enlarged to provide the third party objectivity I referred to several times. This particular exercise has potential, but will be succesful only with third parties involved and funding to conduct the evaluation research. I appreciate the opportunity to comment.

- very comprehensive, well thought out ideas
- I may have missed some assumptions made that limted the focus of the indicators to nonpoint source. I wondered why point sources capable of contributing to impaired waters were not targeted. See other relevant comments made within the survey.

Minnesota Attendees -- Mankato

- Good comprehensive list of indicators- the challenge will be on how to obtain information that is accurate and useful within time and budget constraints of a project
- As you can see, I got confused in the middle section of the survey. I see social indicators as ways to measure project performance in lieu of long term water quality data. However, the center section of the survey was more on indicators that would predict the success of a given project - not an evaluation but a prediction.

Minnesota Non-Attendees

- In addition to determining the number of agency participants in a project, measuring the number of agencies supporting a project (permitting agencies, funding agencies) may be important.
- High local staff turnover a very limiting factor. Training local commissioners is a long term effort and then seemingly they leave. Juggling welfare, safety, highways, medical care etc. with environmental issues is a huge effort for commissioners, city councils. We expect them to be experts at all, some are dismayed when they are not - who is having unrealistic expectations?
- Change in participation in regularly scheduled public meetings, such as watershed district meetings, lake association attendence, etc.

- Was behavior change being maintained beyond an initial project? Additional indicators to assess individual behavioral change may be helpful.
- Relevance is under-appreciated and often assumed but not really examined. It is essential to any behavior-change effort, large or samll. People will not change if it is not relevant to their lives, interests, pocketbook, etc. Diversity is one thing, but a multi-faceted program is another and is very important. Programs that allow many different entry points for participants can experience more participants entering their program. Entry points can be at different levels; so a person who enters at one level, can "graduate" to enter a higher level or divert to enter a different "door" due to a different interest. Watersheds are wonderfully diverse with many "entry points" for participants at different levels and different interest areas. Empower participants to progress, to look for partners to pass their baton on to. Encourage participants to gain leadership and use their leadership to influence others within their circle of influence. Maybe they can influence their family, or their church or school or neighbors. Over time one would hope that staff time incurred to get a project done will reduce over time as time spent is transferred to adopters with more experience teach other adopters with less experience, and so on. An agency cannot do it all. The ultimate indicator of success is that the project leader has everyone else doing the needed work, and the leaders role changes to support that. Institutional support for a practice means that the institution creates and implements policies, procedures, standards, budgets and staff (or volunteers such as in a church) that will implement the desired practice(s).
- Relevance is under-appreciated and often assumed but not really examined. It is essential to any behavior-change effort, large or small. People will not change if it is not relevant to their lives, interests, pocketbook, etc.
- What are you creating?...unless you know how you will use this data, it remains just data and not information. I'm afraid that constituants will feel about this like they feel about telemarketers. It's one more thing that's not funded that you're asking them to do, with very little understanding of why you are doing it.

<u>Final Comments 2</u> – comments continued

Illinois Attendees

- What is the public's perceptions and knowledge of "Nonpoint Source Pollutions?

Wisconsin Non-Attendees

- After my review of the La Moine and Vermillion survey reports, I think a survey/focus group of the local project managers for these two projects on the usefulness of the two survey reports would provide good information.
- The questions seemed to be developed by NOT ACTUAL FIELD/ IMPLEMENTATION TYPE PEOPLE, THEREFORE,it was difficult to respond to this survey in the real world within our county.
- The measurements of real action or change within the watershed were all agricultural indicating landowners. What about the urban watershed and

homeowners. There are plenty of practices that homeowners can do. Will we attempt to measure those?

Ohio Attendees

- Just a quick comment. This survey was WAY too long. I understand you all need a lot of info and I've giving you my honest assessment, but if you plan on doing this in other states , you really ought to consider ways to reduce the time on the participant side. Give a phone survey for instance.

Michigan Attendees

- I'm thinking about social indicators at three levels: project specific indicators; watershed specific indicators; and statewide or regional indicators. It seemed to me that most of the indicators were project or watershed specific. Indicators regarding perceptions of the adequacy of state or federal resources or laws (as well as actions to influence statewide or national efforts) might be useful.

Michigan Non-Attendees

- also, willingness to pay for protecting water quality.

Minnesota Non-Attendees

- I developed a 7-feature program development, implementation and evaluation "pyramid" that has an ultimate goal of shifting responsibility of stormwater pollution control from my agency to institutions throughout my agency's territory. Of course it will never be a total shift, but we want to move in that direction.
- Diversity is one thing, but a multi-faceted program is another and is very important. Programs that allow many different entry points for participants can experience more participants entering their program. Entry points can be at different levels; so a person who enteres at one level, can "graduate" to enter a higher level or divert to enter a different "door" due to a different interest. Watersheds are wonderfully diverse with many "entry points" for participants at different levels and different interest areas. Empower participants to progress, to look for partners to pass their baton on to. Encourage participants to gain leadership and use their leadership to influence others within their circle of influence. Maybe they can influence their family, or their church or school or neighbors.

<u>Final Comments 3</u> – comments continued

Illinois Attendees

- Why is watershed planning initiatives important to our communities water quality?

Minnesota Non-Attendees

- The 7 features of the program are: 1. Focus--completely understand it and define it for others. 2. Relevance is always important. 3. Multi-faceted programs involve more people for longer. 4. Teach technical facts as needed.

5. Empower participants to pass the baton or take the baton. 6. Learners become teachers. 7. Work towards institutional support of the needed practices.

- Over time one would hope that staff time incurred to get a project done will reduce over time as time spent is transferred to adopters with more experience teaching other adopters with less experience, and so on. An agency cannot do it all. The ultimate indocators of success is that the project leader has everyone else doing the needed work, and the leaders role changes to support that. Institutional support for a practice means that the institution creates and implements policies, procedures, standards, budgets and staff (or volunteers such as in a church) that will implement the desired practice(s). I developed a 7-feature program development, implementation and evaluation "pyramid" that has an ultimate goal of shifting responsiblity of stormwater pollution control from my agency to institutions throughout my agency's territory. Of course it will never be a total shift, but we want to move in that direction. The 7 features of the program are: 1. Focus--completely understand it and define it for others. 2. Relevance is always important. 3. Multi-faceted programs involve more people for longer. 4. Teach technical facts as needed. 5. Empower participants to pass the baton or take the baton. 6. Learners become teachers. 7. Work towards institutional support of the needed practices.