

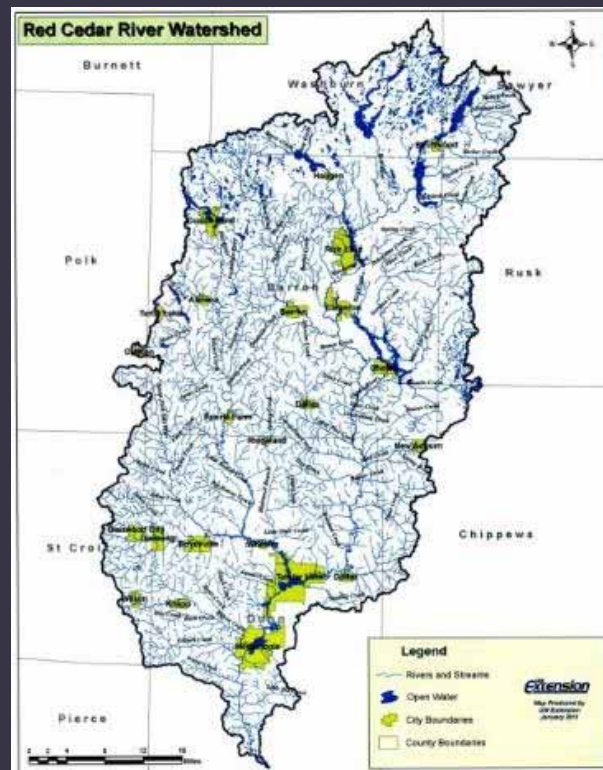
Identifying Stakeholders and Engaging Communities



Alysa Quilling
LAKES Research Coordinator
University of Wisconsin - Stout



The Red Cedar Watershed



The Red Cedar Watershed



- ~418,000 highly erodible acres in the RCB, 28% more converted to cropland in the past 5 years
- Estimated 75 tons of phosphorus added, depending on type of agriculture
- TMDL approved in 2012 – Implementation plan written in 2013 – Stakeholder group formed in 2013
- Goal: 65% reduction in phosphorus input (40% by 2025)
- If goal is reached, this could give us a month of summer back. If not, we could lose our whole summer.

Now the Social Science...

- We need to know where people are in terms of:
 - Understanding the problem
 - Supporting efforts at improving water quality
 - Changing their land use to reduce input



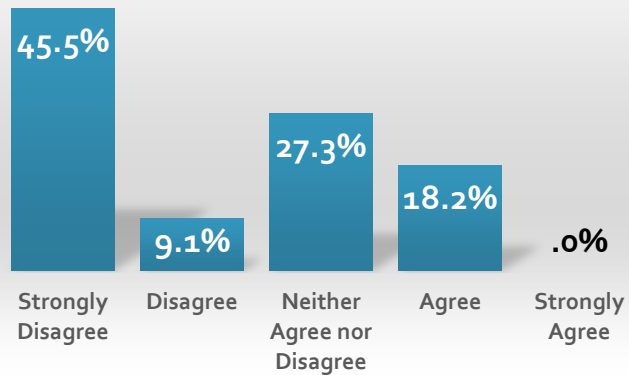
LAKES REU Project Overview

- Linking Applied Knowledge in Environmental Sustainability (LAKES) is a research project on phosphorus pollution in the Red Cedar Watershed
- National Science Foundation sponsored Research Experience for Undergraduates site with focus on phosphorus
- Three years (2014-2016) integrated applied research in sociology, biology, anthropology, economics, geography, mathematics, and geology
- 10-11 students each summer from around the U.S.
- Results bring together community in August each year
- Blog (<http://lakes-reu.blogspot.com/>), local Op-Eds, and website (www.uwstout.edu/lakes) offer descriptions of each project's initial results

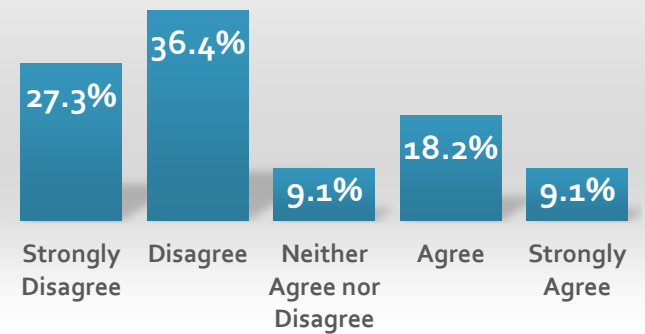


Agency Staff

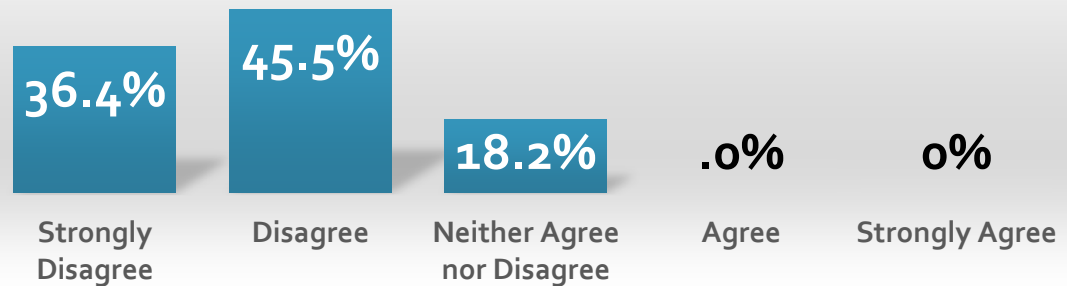
I have the **authority** to effectively improve water quality



I have **adequate policies** to work with to improve water quality



I have the **funds** to adequately improve water quality



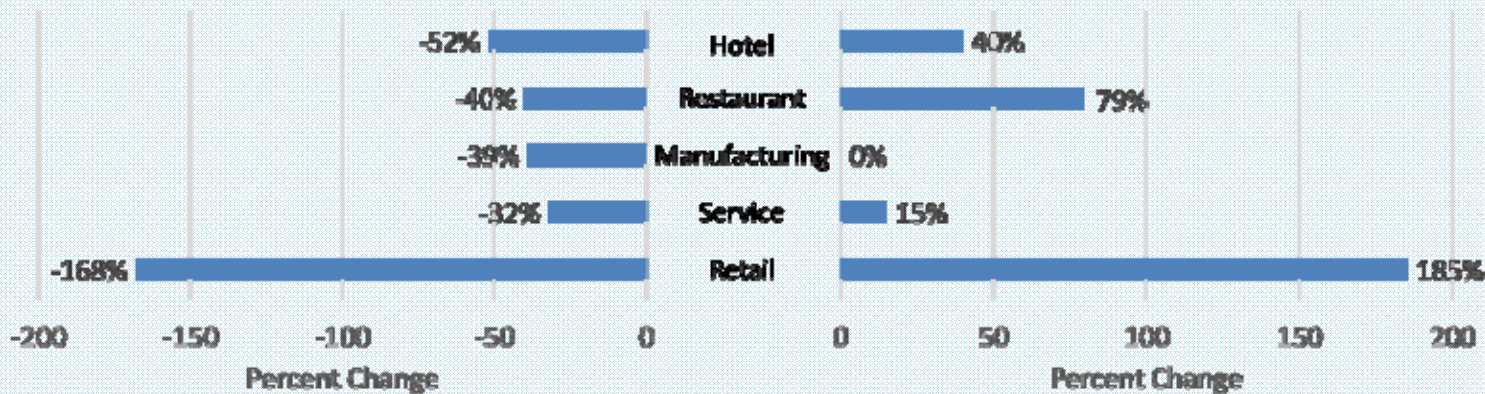
Agency Staff

“To be honest ***I hate the word enforcement*** because if I have to enforce something I’m not really working with people anymore. I’ve lost their interest, and now it’s the negative perception of government - I’m telling somebody what they can or can’t do and I would lose them right there at that point.” – Dunn County Official

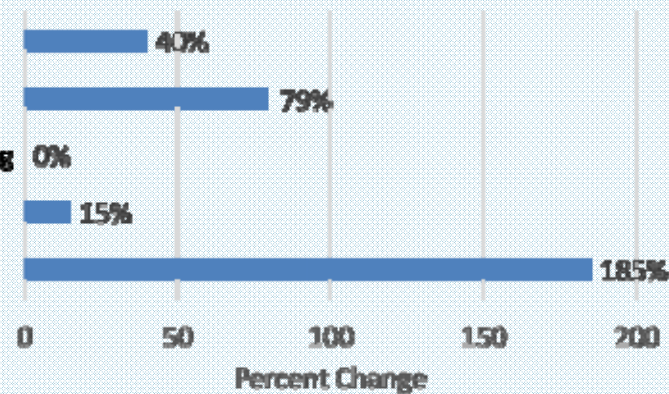
“We’re hoping this is going to be sustainable into the future...and having the landowners work on the problem and have them ***take ownership*** as much as we’re trying to enforce it, and trying to work with them so ***everybody is a part of the solution***” – Dunn County Official

Tourism & Local Economic Impacts

Effect of Deteriorated Water Quality on Sales Revenue



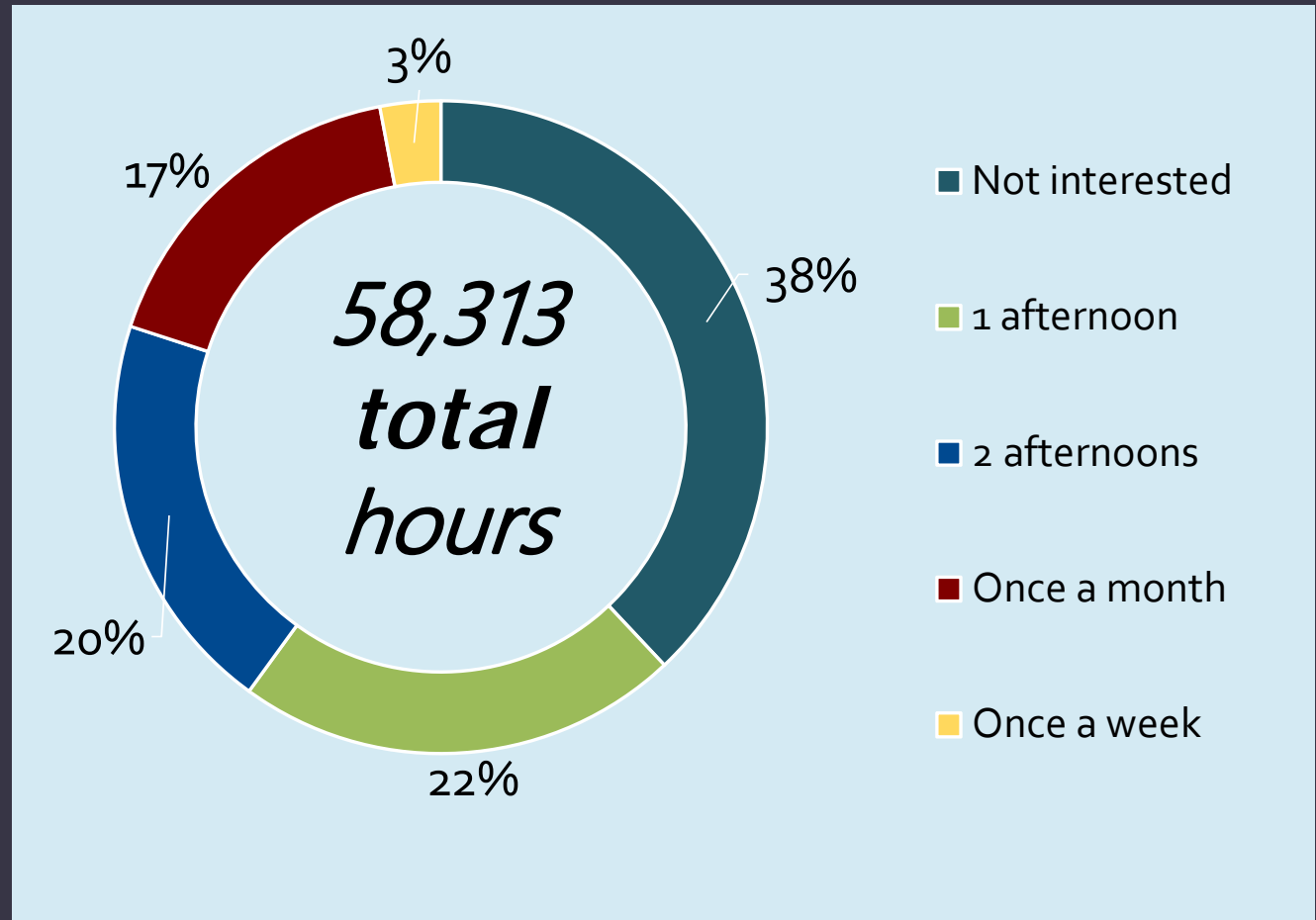
Effect of Improved Water Quality on Sales Revenue



Students

Willingness to volunteer:

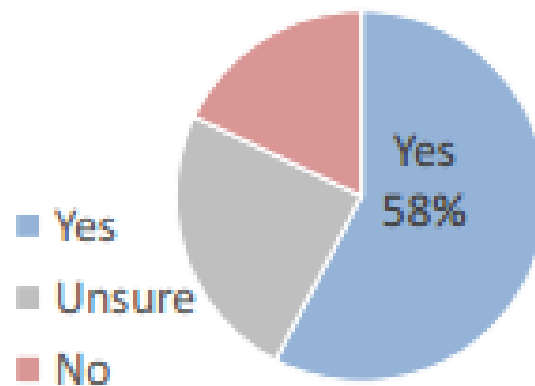
UW Stout students and faculty, and Menomonie citizens whether they would be willing to volunteer time to cleaning up the lake



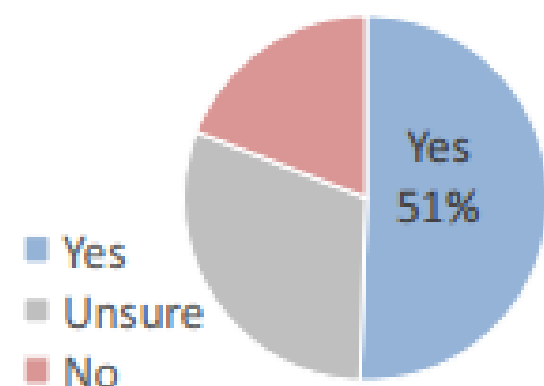
Community

Ready to contribute financially toward solutions:

Dunn County Sales Tax
Predicted Vote Outcome



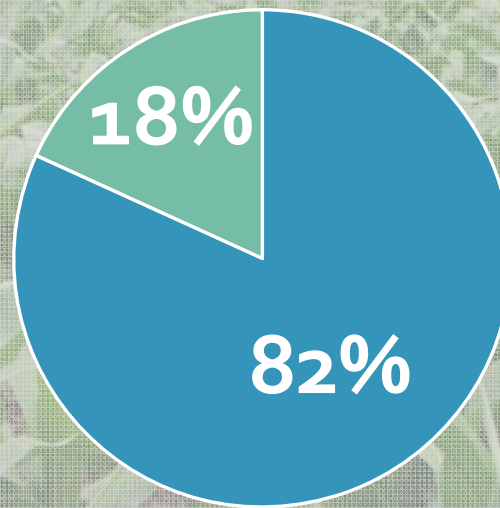
Barron County Sales Tax
Predicted Vote Outcome



Farmers

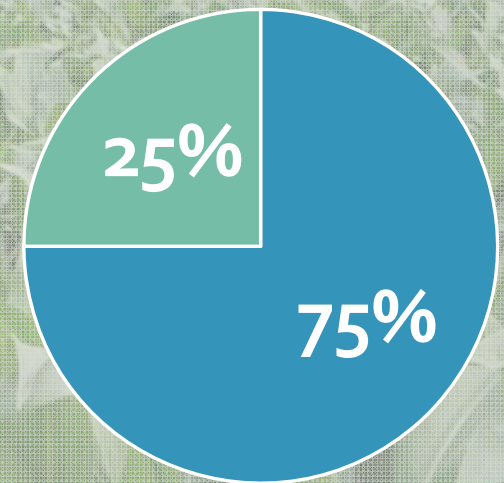
Value Land & Water

Important to protect water quality, even if it harms my personal livelihood



■ Agree ■ Disagree




























Improving Soil Health is...



■ Very or Extremely Important
■ Not Very Important

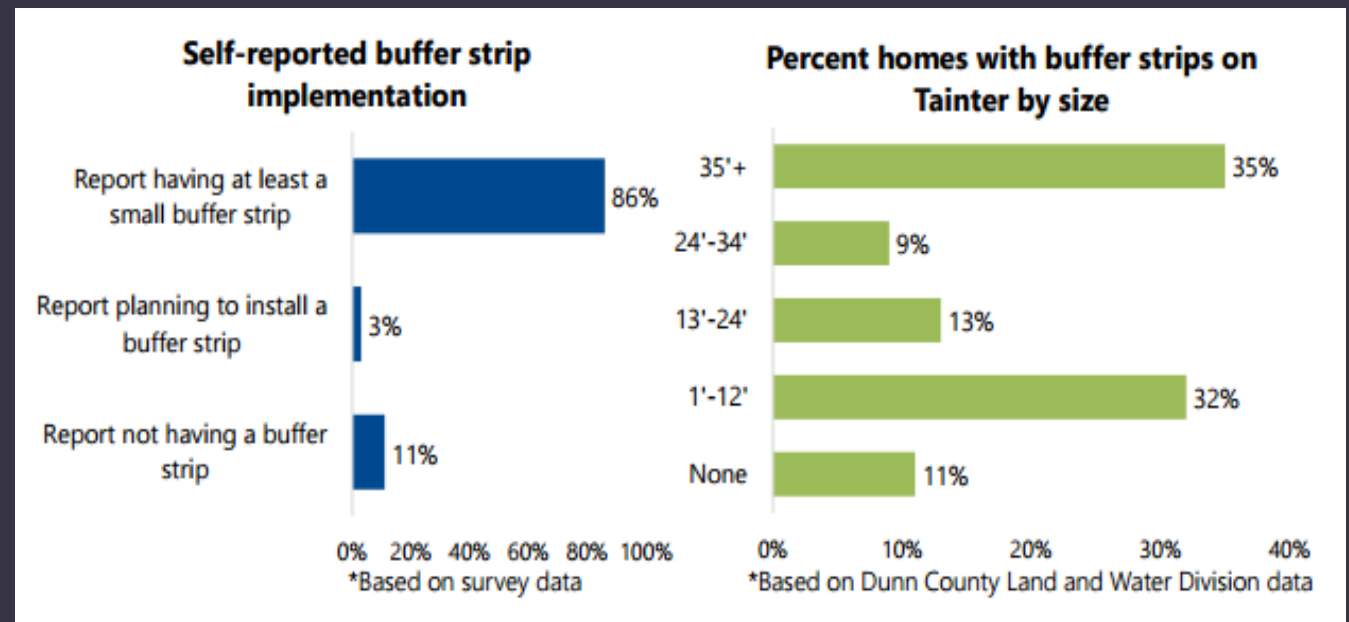
Farmer Transition to BMPs

Figure 4: Incentives Rated At Least “Somewhat Helpful” in Easing Transition to BMPs by Farm Size and Farm Type

Incentive	Farm Size			Farm Type			
							
Easement Programs							
Tax Breaks							
Subsidies							
Education Programs							
Technical Help							
Farmer Led Initiatives							

Home owners and land owners

“I didn’t buy the lake property to hurt the lake. So if you tell me that something we’re doing is hurting the lake, we’ll address it. But help me understand it and figure it out and not make me feel intimidated” Others chimed in to agree and one said: *“You don’t want to pollute the lake. You did buy and pay for your property.”*



Tipping Point

Goals Achieved



Goals Not Achieved



Change

- Imagine two ways to go about this:

Option #1: Force everyone to change with fines, stricter policies, and more cost sharing

Option #2: Acknowledge current characteristics of people, and build on community strengths that already exist to create a tipping point where people voluntarily do helpful things with the land and water

Community Capacity



Dissemination Matters



What To Do?

- Understand watersheds holistically
- Engage the community as you study it

