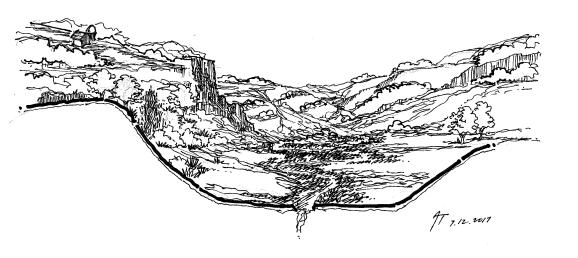


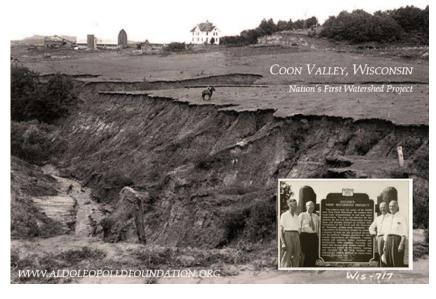
Aaron Thompson, Ph.D.

Assistant Professor | Landscape Architecture Program
Director, Center for Community & Environmental Design
Department of Horticulture & Landscape Architecture | College of
Agriculture

Purdue University | 625 Agricultural Mall Drive | HORT Room 324 Phone: 765.494.1324 | E-mail: awthomps@purdue.edu

"{Hugh Hammond Bennett, a soil surveyor with the USDA}, recruited a team from the University of Wisconsin-Madison, including Leopold, and proposed Coon Valley as an ideal site for a conservation effort due to its location and ...



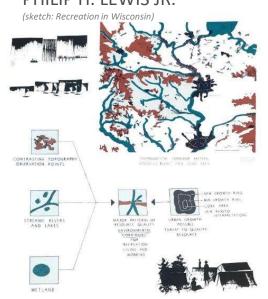


... and the perception that the landowners would perhaps be more cooperative there than elsewhere. The first watershed project in the nation was born.

(Caroline Schneider, https://www.soils.org/)







"The Regional Design Process ... requires interdisciplinary teams of two kinds: a **land team** and a **people team**."

"The people team's mission is to acquire a comprehensive understanding of the basic needs and expectations of the people of the region ... includes the behavioral sciences, which are concerned with information about human needs."

Tomorrow by Design



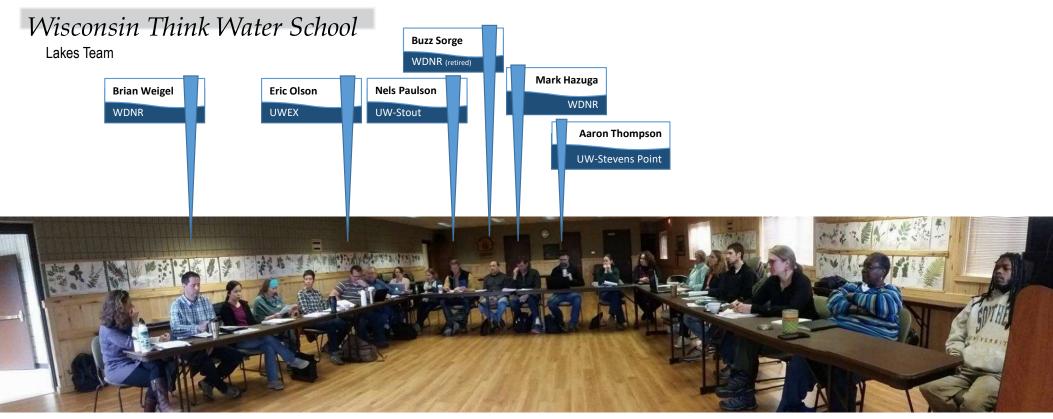
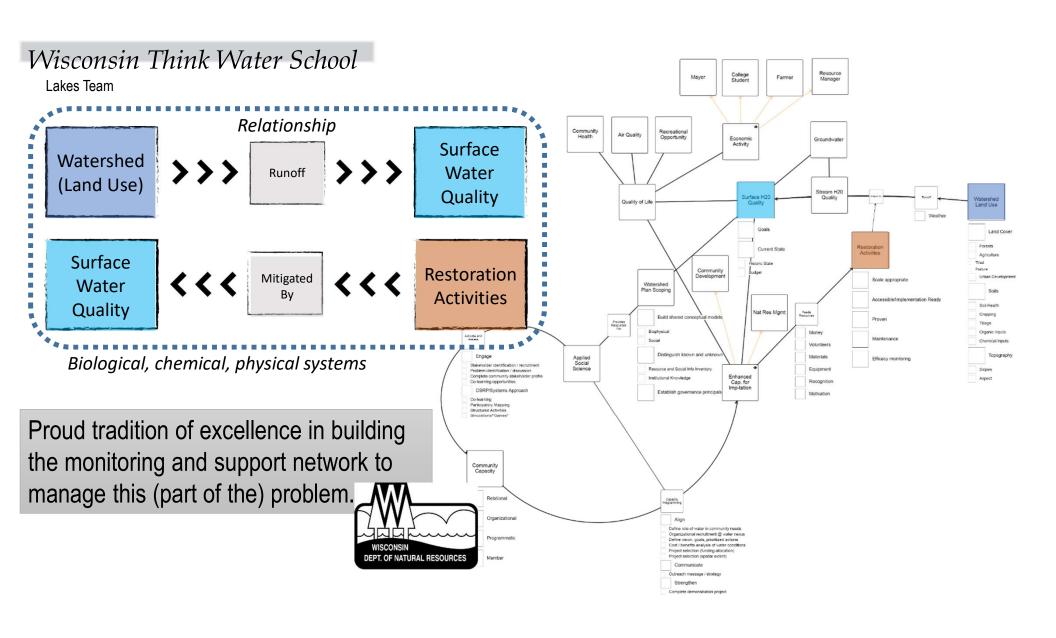


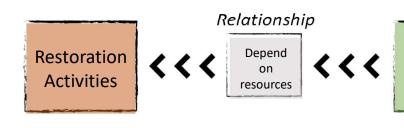
Photo Credit: Jeremy Solin

Our team-based strategy for the ThinkWater School program is to develop a new approach that can be applied to enhance existing watershed planning practices by leveraging an understanding of both social and ecological conditions to increase the effectiveness of these community efforts.

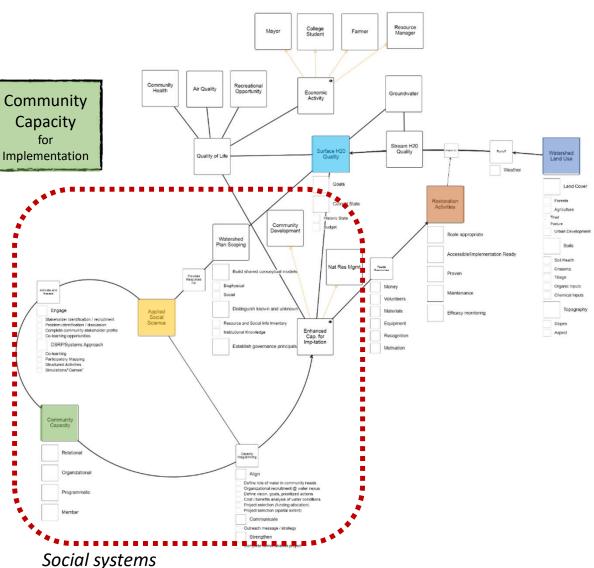


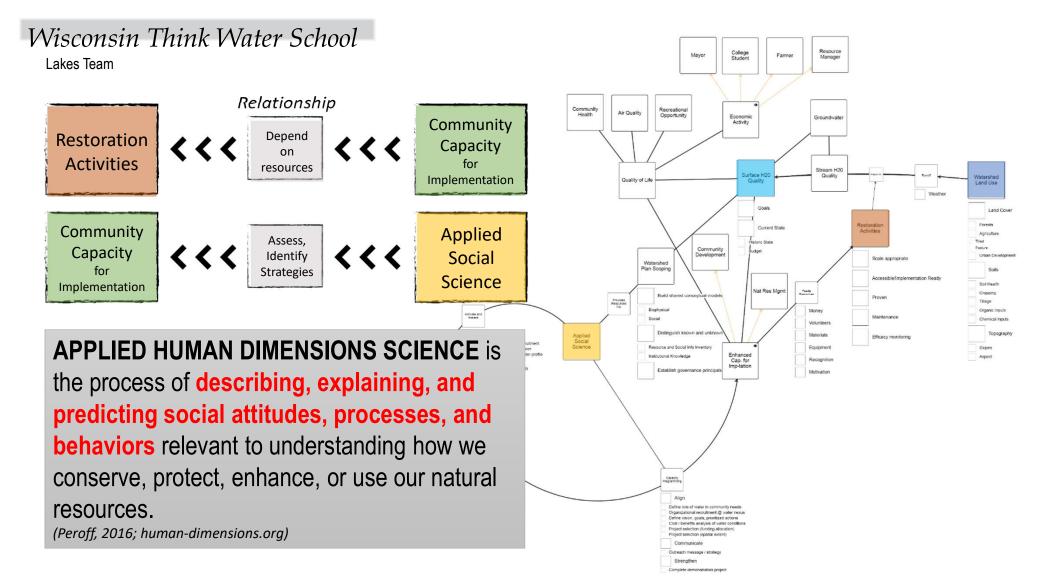
# Wisconsin Think Water School

Lakes Team

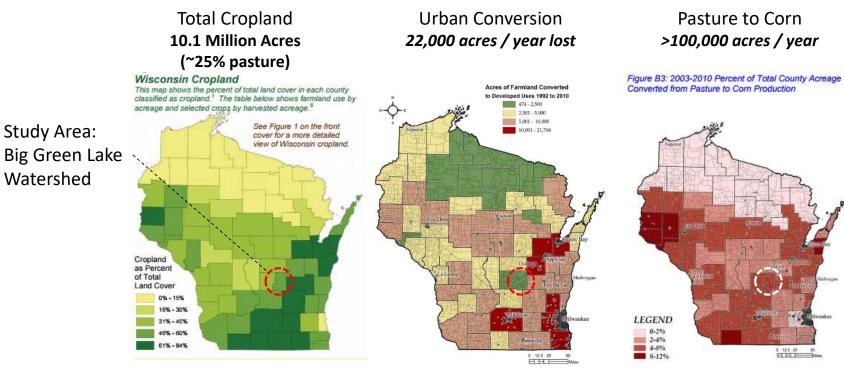


Water quality protection and restoration, in a resource constrained context, is the necessary reliance on community resources for implementation of these activities — thus community capacity is a LIMITING FACTOR in this system.





Our agricultural landscape is in transition ... average age, vertical integration, shifts in farming technology will all play a significant role in the success of conservation efforts over the next 10-20 years.



CLUE: Megatrends



## **Big Green Lake**

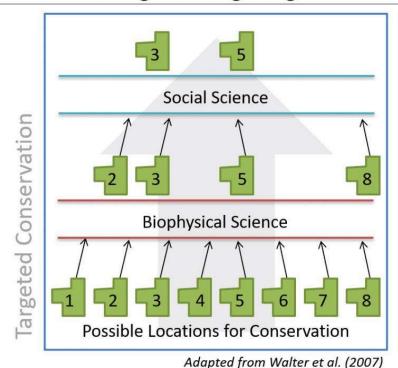


- Listed as impaired (2014) for low dissolved oxygen
- Phosphorus loading is primary driver of water quality change
- Agriculture dominates land use with only 3% of landscape in developed (residential, commercial, or industrial) uses

#### Research Objectives:

- Segment agricultural landowners into groups distinguished by key attitudes and demographic characteristics.
- 2. Test for significant differences between attitude groups for experience, interest, and perceived benefit of conservation practices.
- 3. Leverage VGI and GIS to incorporate attitude data into **spatial framework**, while maintaining individual respondent confidentiality.

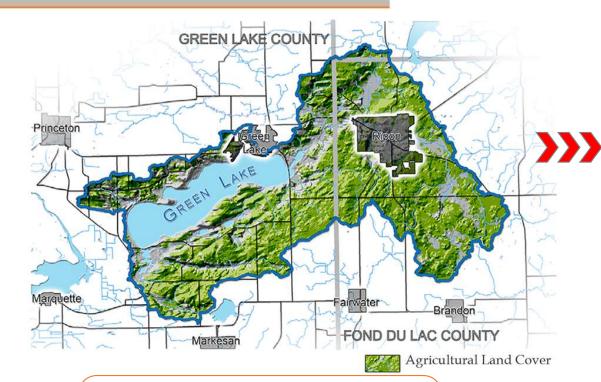
# Social-Ecological Targeting



Social science data collected using landowner surveys can reveal where landowners are more likely to adopt conservation practices.

Biophysical science (i.e. SWAT, EVAAL, stream survey) data reveal areas where management action will have the greatest effect on water quality.

Within a watershed there are many places where BMPs are appropriate, but funding typically limits how many can be constructed within the landsacpe.



Acreage Participation in Survey

51.0% - 62.1%

Estimate (rent + own duplication = 46741)

Valid Responses	Valid Addresses		
184	459	Total	40.09%

#### Green Lake Farmer Survey

College of Natural Resources University of Wisconsin-Stevens Point

We're asking for your help! A group in your community - the Green Lake Management Planning (LMP) Team - is working hard to protect the health of Big Green Lake. The multi-organization team works around Green Lake's shorelines, urban and agricultural areas in their effort to improve lake water quality. As highlighted in green in the map shown here, this lake is part of an agricultural landscape, which means that problem solving help from the farming community is critical to the



FOND DULLAC COUNTY

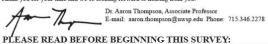
We want your input on the priorities of those who know the land best: agricultural producers and landowners in the Green Lake watershed. We are asking you to complete this survey, which should take about 20 minutes of your time. The survey is being conducted by the UW-Extension Center for Land Use Education at UW-Stevens Point that assists communities in understanding the priorities of key stakeholders. Please contribute to this effort by completing the survey and returning it in the enclosed postage paid envelope.

Here are a few important notes about this study.

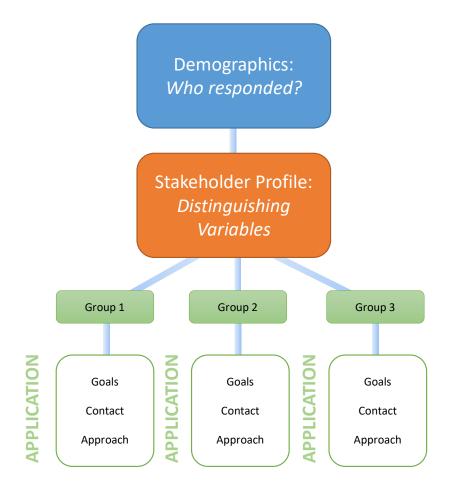
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- · All responses will be treated as anonymous and records used to contact respondents containing identifying information will be destroyed prior to the research team reviewing data
- Please skip any questions that make you feel uncomfortable or that you don't know how to answer.
- . We do not anticipate any potential for risk or harm due to participation in this study; however, if you have any complaints about your treatment as a participant in this study please contact Dr. Debbie Palmer, IRB Chair at (715) 346-3953, e-mail at irbchair@uwsp.edu, or mail at University of Wisconsin-Stevens Point, Science Building D240, Stevens Point Wisconsin 54481.

While your participation is voluntary your input can help bring local voices into these important efforts to benefit Green Lake! If you have any questions or comments about this project you may contact me using the information

Thank you for your time and we're looking forward to hearing from you!



This survey must be completed by an adult 18 years of age or older. Due to the type of research being conducted it is important that the individual responsible for making land management decisions is the individual who completes this survey to the best of his or her ability.



# Demographics: Who responded?

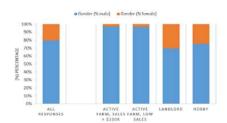
	will be used for classificati	on r	responses best describes your retirement plans?	☐ I will never fully retire from farming (retaining control of management and providing
what is your gene	der:	Female		some labor).
In what year were	you born?			☐ I will semi-retire from farming (providing some management and / or labor).
What is your highest level of formal education?	□ 2 year degree			☐ I will fully retire from farming (leaving all management and labor to others).
	☐ 4 year degree ☐ Graduate degree ☐ Other (specify)		What would you consider to be he most likely	☐ A family member will continue the farm operation. ☐ Sell my land to another
In 2016 how man	y acres of land did you:		arm when you	farmer.
a. Own (Total)			decide to quit arming?	Sell all or part of the land to a developer.
b. Rent from other	ers		Check all that	☐ Sell all or part of the land for conservation.
c. Set aside for co	onservation		apply.	☐ I don't know what options are available for my land.
Please indicate which best describes your farm operation based on gross farm sales.	☐ Less than \$50,000 ☐ \$50,000 - \$100,000 ☐ \$100,000 - \$250,000 ☐ \$250,000 - \$499,999 ☐ More than \$500,000 ☐ Do not farm	Describe your farming opera by marking th response that describes you	best   Farmer   Primaril	primarily row crops primarily dairy other: not dairy or row crops ly a landlord do not farm farm full-time, off-farm job

#### Farmer Survey Report

#### FARM OPERATION TYPE

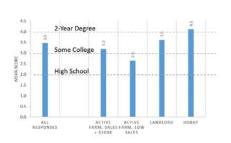
Combining the responses to the bottom two demographic questions shown on the previous page (gross farm sales and farming operation) allowed for constructing an overall profile of our sample of agricultural landowners. The chart shows that respondents are about 40 percent active farmers, 45 percent landlords, and 15 percent hobby farms.





#### GENDER

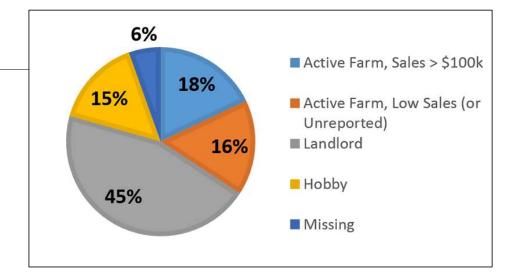
Nearly 80 percent of all respondents are male, which is consistent with other surveys conducted in Wisconsin of those who make farm management decisions. It is important to note that between active farms and landlords there is a significant difference in gender distribution, with significantly more women reporting their involvement as landlords (non-farming) than active farming situations.



- 13 -

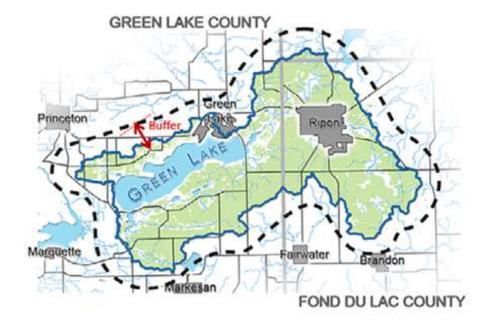
#### EDUCATION

Overall education levels are very similar with the average respondent having "some college" training.



#### SAMPLE ANALYSIS

	Wisconsin	Fon du Lac	Green Lake	Survey
# Farms	69754	1399	608	185
Land in Farms	14568926	315553	154595	46741
Average Farm Size	209	226	254	241
Percent farms	67.8%	68.1%	73.0%	70.3%
>=50 acres				
# Farms >=50 acres	47326	953	444	130
Percent farms >=500 acres	8.8%	10.7%	13.2%	11.4%
# Farms >=500	6136	149	80	21
acres				
Percent of farm	75.4%	62.2%	73.5%	60.2%
sales <\$100000 Percent of farms	24.60/	27.00/	26.5%	20.00/
sales >=\$100,000	24.6%	37.8%	20.5%	39.8%
Percent of farms: primary occupation	49.8%	59.0%	48.4%	36.2%
Percent of farms: Milk cows	16.5%	20.7%	15.3%	15.2%
Percent of farms: Corn for Grain	39.9%	49.7%	52.6%	58.2%
	*Note	e "do not farm, hobby	" excluded from milk /	corn
Percent of farms sales < \$50,000	66.3%	52.4%	59.4%	69.7%
Percent of farms sales \$50,000-	9.1%	9.8%	14.6%	10.3%
\$99,999				
Percent of farms sales >=\$100,000	24.6%	37.8%	26.5%	20.0%
		*Note "do not farm"	included in <\$50.000	



# Green Lake Farmer Survey:

Factors Motivating Conservation Agriculture

Areas for Improvement



# Green Lake Watershed Social Science Assessment

#### FARMER SURVEY REPORT

#### Survey Invitation Letter

We're asking for your help! A group in your community – the Green Lake Management Planning (LMP) Team – is working hard to protect the health of Big Green Lake. The multi-organization team works around Green Lake's shorelines, urban and agricultural areas in their effort to improve lake water quality. As highlighted in green in the map shown here, this lake is part of an agricultural landscape, which means that problem solving help from the farming community is critical to the success of community efforts.



FOND DU LAC COUNT

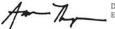
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- · Please skip any questions that make you feel uncomfortable or that you don't know how to answer.
- We do not anticipate any potential for risk or harm due to participation in this study; however, if you have any
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While your participation is voluntary your input can help bring local voices into these important efforts to benefit Green Lake! If you have any questions or comments about this project you may contact me using the information provided below.

Thank you for your time and we're looking forward to hearing from you!



Dr. Aaron Thompson, Associate Professor E-mail: aaron.thompson@uwsp.edu Phone: 715.346.2278



#### Wisconsin Think Water School College Student Lakes Team Relationship Air Quality Economic Activity Community Depend Restoration <<< <<< Capacity on **Activities** resources Implementation **Limiting Factor:** How do we Community enhance capacity? Capacity for Implementation **Member Capacity** Complete community sta Co-learning opportunities **Relationship Capacity Organization Capacity Program Capacity** Adapted from Davenport (2015)

Social systems

# Wisconsin Think Water School

Lakes Team

Individual / Member Capacity

# **Engage**

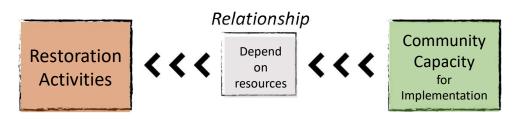
 Recruitment of resources (members, expertise, funding) and public participation (individual problem setting).



**Problem Identification** 

#### Stakeholder Recruitment





#### **BUILD RELATIONSHIPS & AWARENESS**

GROWING AWARENESS WITHIN THE AGRICULTURE COMMUNITY



The survey results confirmed anecdotal evidence conveyed by partners through past experience that the efforts of the Green Lake Association to address water quality are not widely known or understood by the agricultural community. In fact, only about 1 in 3 agricultural landowners are familiar with the Green Lake Association. Efforts to address this challenge must continue to focus on building these relationships through:

#### Green Lake Association Have you heard about Green Lake Association's efforts? They work to promote the conservation of Green Lake by addressing negative water quality trends before they become a critical issue that will affect this lake over the long term. Please select the response that best describes your familiarity. Never heard about \to Heard of them, but don't \to Heard of them and know I've attended meetings or events in the past know much about them these efforts what they are doing Not familiar Slightly familiar ■ Moderately Familiar Very Familiar OF VALID RESPONSES 60 50 30

ACTIVE FARM, ACTIVE FARM,

SALES > \$100K LOW SALES

LANDLORD

HOBBY

There is no 1 "new" practice or incentive program that will solve this problem. We will have to build capacity of communities to respond in order to address water quality challenges ... especially in agricultural watersheds.

ALL

RESPONSES

# Wisconsin Think Water School Lakes Team

Community
Capacity
for
Implementation

Limiting Factor: How do we enhance capacity?

Member Capacity

Relationship Capacity

Programmatic Capacity

Organizational Capacity

Identify Allied Organizations / Build Shared Networks / Search for Consensus



Relationship Capacity

Building relationships and working toward consensus on a common definition of the problem.

Obj. (1): Segment agricultural landowners into groups distinguished by key attitudes and demographic characteristics.

Stakeholder Profile:

Distinguishing

Variables

#### **Stewardship Attitudes**

#### Positive Stewardship, Negative Business

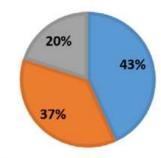
- 43 percent of survey responses
- Higher % female owned, smaller farms

#### Positive Stewardship, Positive Business

- 37 percent of survey responses
- Mid-size farms, more rental acres

#### Negative Stewardship, Positive Business

- 20 percent of survey responses
- · Largest farms (average acres owned)



-18-

#### STEP 1. FVE ATTITUDE SCALES (Thompson, 2015)

#### FARMERS AND THE ENVIRONMENT

The next series of questions ask about trade-offs farmers must make between production and conservation considerations. Please indicate whether you agree or disagree with each of the following statements:

Good farming requires using all available acreage as efficiently as possible to maximize yields.

To protect the rural landscape, farmers must move away from conventional agricultural practices to approaches that more closely mimic natural processes.

Stewardship

بن	O September 1	S. Signal	S. South	Agree .	Ashensol.	Ogi Log
	SD	D	N	A	SA	DK
ess	-2	-1	0	1	2	
nic	-2	-1	0	1	2	

#### STEP 2. CLUSTER ANALYSIS

#### Positive Stewardship, Negative Business

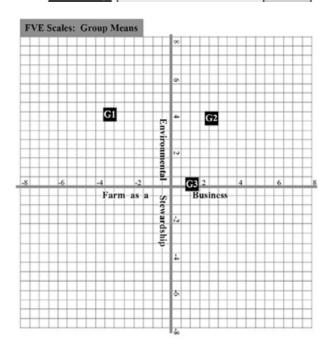
 These individuals view conservation as a primary goal for their land, while holding negative views of actions that maximize production at the expense of the land.

#### Positive Stewardship, Positive Business

 These individuals hold views that balance both conservation and business goals.
 This reflects a set of dual-interests that can influence conservation decisions depending on specific circumstances.

#### Negative Stewardship, Positive Business

 These individuals view farming as a business, while being neutral (or more negative than other members of their community) toward conservation goals.



Obj. (1): Segment agricultural landowners into groups distinguished by key attitudes and demographic characteristics.

Stakeholder Profile:

Distinguishing

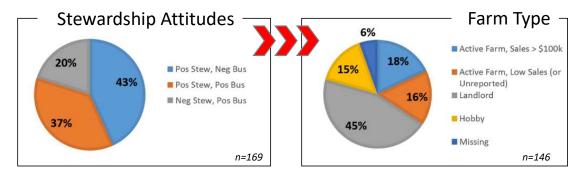
Variables

#### **Stewardship Attitudes**

X

**Farm Type** 

STEP 3. ATTITUDE – FARM TYPE RELATIONSHIP



#### ACTIVE FARMS

#### Positive Stewardship, Negative Business

• 13 percent of survey responses

# Positive Stewardship, Positive Business 18 percent of survey responses

• 18 percent of survey responses

Negative Stewardship, Positive Business

• 14 percent of survey responses

#### LANDLORDS

#### Positive Stewardship, Negative Business

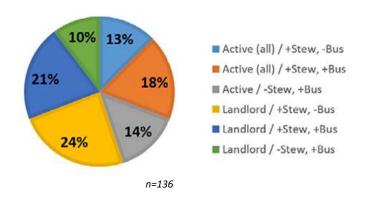
24 percent of survey responses

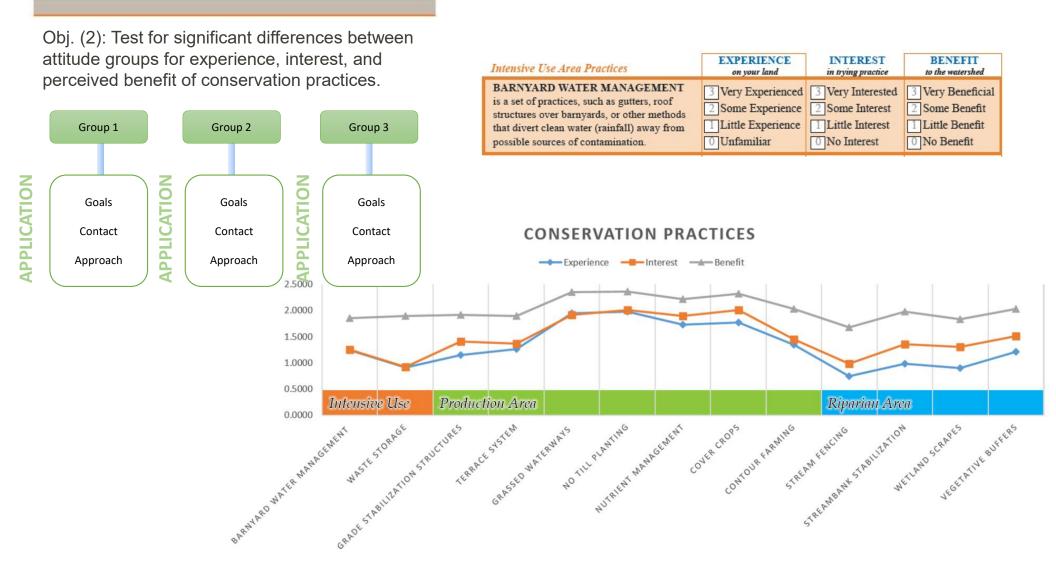
#### Positive Stewardship, Positive Business

• 21 percent of survey responses

Negative Stewardship, Positive Business

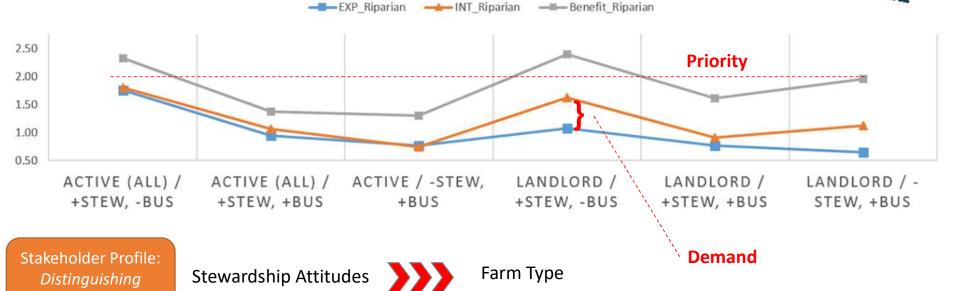
10 percent of survey responses





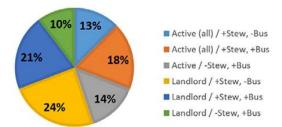
Obj. (2): Test for significant differences between attitude groups for experience, interest, and RIPARIAN AREA DETAIL perceived benefit of conservation practices.





Variables





Obj. (2): Test for significant differences between attitude groups for experience, interest, and perceived benefit of conservation practices.

Intensive Use Area Practices	EXPERIENCE	INTEREST	BENEFIT
	on your land	in trying practice	to the watershed
is a set of practices, such as gutters, roof structures over barnyards, or other methods	3 Very Experienced 2 Some Experience 1 Little Experience 0 Unfamiliar	2 Some Interest 1 Little Interest	3 Very Beneficial 2 Some Benefit 1 Little Benefit 0 No Benefit

	Comparison Group	Group Name	Mean Diff.	Std.	Sig.	p<.10		
				Error				
EXPERIENCE_13itemSum	Active (all) / +Stew, -Bus	Active (all) / +Stew, +Bus	6.6	3.0	0.230			
	Mean = 26.3	Active / -Stew, +Bus	<b>{</b> 9.1 <b>}</b>	3.2	0.060	х		
		Landlord / +Stew, -Bus	10.3	2.8	0.005	Х		
		Landlord / +Stew, +Bus	10.4	3.0	0.009	х		
		Landlord / -Stew, +Bus	12.8	3.5	0.006	Х		
INTEREST_13itemSum	Active (all) / +Stew, -Bus	Active (all) / +Stew, +Bus	8.0	3.2	0.141			
	Mean = 26.1	Active / -Stew, +Bus	<b>{11.0}</b>	3.5	0.026	х		
		Landlord / +Stew, -Bus	1.4	3.0	0.997			
		Landlord / +Stew, +Bus	11.1	3.2	0.011	х		
		Landlord / -Stew, +Bus	10.4	3.9	0.085	Х		
BENEFIT_13itemSum	Active (all) / +Stew, -Bus	Active (all) / +Stew, +Bus	7.7	2.9	0.094	х		
	Mean = 30.5	Active / -Stew, +Bus	{8.9}	3.1	0.059	х		
		Landlord / +Stew, -Bus	-1.5	2.7	0.994			
		Landlord / +Stew, +Bus	6.1	2.9	0.304			
		Landlord / -Stew, +Bus	3.5	3.5	0.917			
Note: Possible Score Range 0-39; Mean Diff. (Comparison Group-G1, G2, G6)								

- Attitude and Farm Type affect on Experience
- Underserved landowner demand
- "Farm as Business" priority: Sig. less experience, interest, and perceived benefit of practices.

Obj. (3): Leverage VGI and GIS to incorporate attitude data into spatial framework, while maintaining individual respondent confidentiality.

#### STEP 1. VOLUNTEERED GEOGRAPHIC INFORMATION

Please draw a circle about this size that best describes the general area where you farm, or own farmland, in the Green Lake watershed.

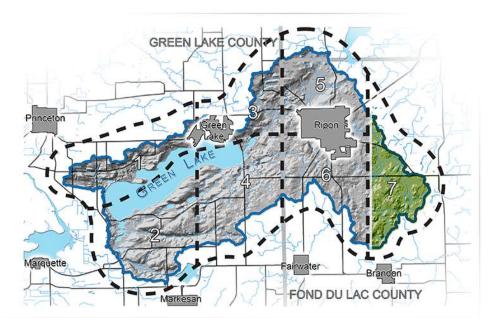


FOND DU LAC COUNTY

We're asking you to give us a general idea of the part of the watershed you call home, such as Green Lake versus Fond du Lac County, to help us better understand different landowner priorities across the watershed. Remember if any questions make you uncomfortable feel free to skip to the next question.

# STEP 2. LINK WITH UNIQUE SURVEY IDENTIFIER

- REMOVE IDENTIFYING INFORMATION (NAME, ADDRESS, ETC.)
- GROUPED I50 VALID RESPONSES (81.5% participation) INTO 7 GEOGRAPHIC GROUPS



STEP 3. RUN STATISTICAL ANALYSES TO DETERMINE PLACE-SPECIFIC MEASURES OF LANDOWNERS' CONSERVATION MOTIVATION

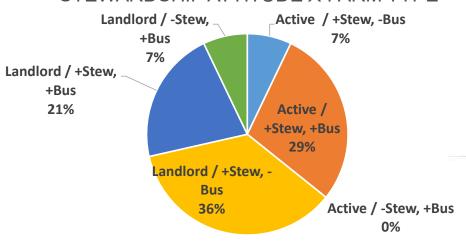
DEMOGRAPHICS

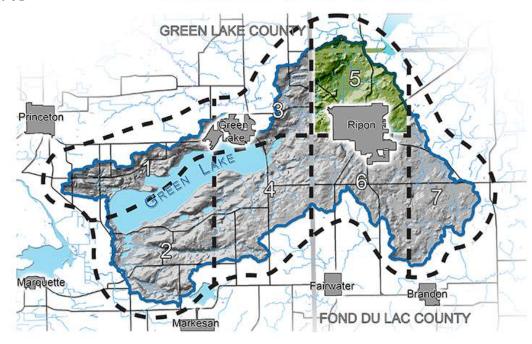
• # Survey Reponses: 19

Farmland Owned: 2,122 acres (total)

Farmland Rented: 690 acres (total)

#### STEWARDSHIP ATTITUDE X FARM TYPE





Farmer Survey Report

Background Methods Results

# Wisconsin Think Water School

Lakes Team

# Community Capacity for Implementation

Limiting Factor: How do we enhance capacity?

Member Capacity

**Relationship Capacity** 

**Organization Capacity** 

Program Capacity

#### Outreach Message & Strategy





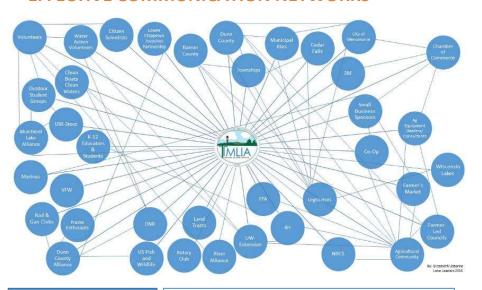
Manage Volunteers

Organization Capacity

# Communicate

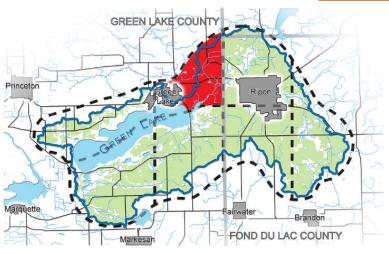
 Building the organizational capacity to collaborate, including communication and volunteer management strategies.

#### **EFFECTIVE COMMUNICATION NETWORKS**

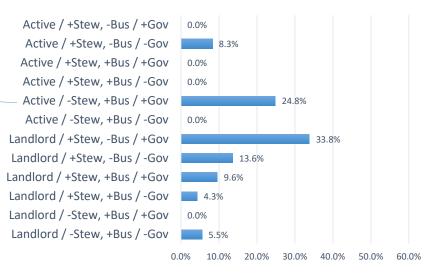


Need strategies that reach both

- Active farmer
- View "farm as a business", doesn't prioritize conservation goals
- Does NOT view government agencies as a partner
- Landlord (does not farm)
- View conservation goals as priority for their land
- View government agencies as a partner, express strong likelihood to work with existing programs

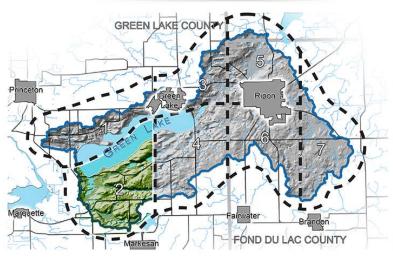


#### % Total Acres (Own) by Location



#### **Respond to Social Conditions**



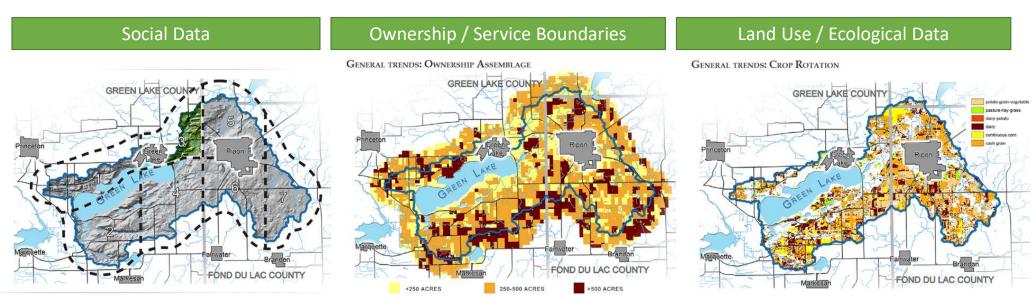




Who are they willing to work with? (Few existing partners)

#### **INTEGRATE SOCIAL & ECOLOGICAL DATA**

(2020): Partnering with UW-Madison to complete SWAT modeling to identify nutrient loading priority areas, integrate social-ecological data, develop land management tools.



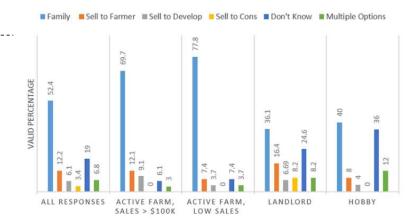
#### **RESPOND TO EMERGING STAKEHOLDERS**

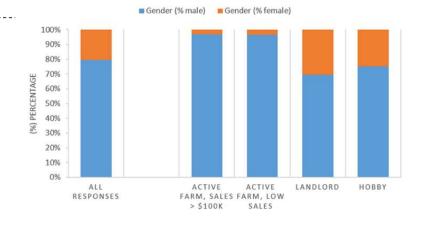
#### BUILDING RELATIONSHIPS WITH THE NEXT GENERATION



### SUPPORT FOR WOMEN WHO OWN FARMLAND







# Wisconsin Think Water School

Lakes Team

Community
Capacity
for
Implementation

Limiting Factor

Member Capacity

Relationship Capacity

Organization Capacity

**Program Capacity** 

Complete Demonstration Project



Program Capacity

# Strengthen

Program development and network building to achieve results. (Policy & Institutional Capacity)

Respond to Training Gaps

#### **PROGRAM DEVELOPMENT**



# What is the ultimate ask of farmers?

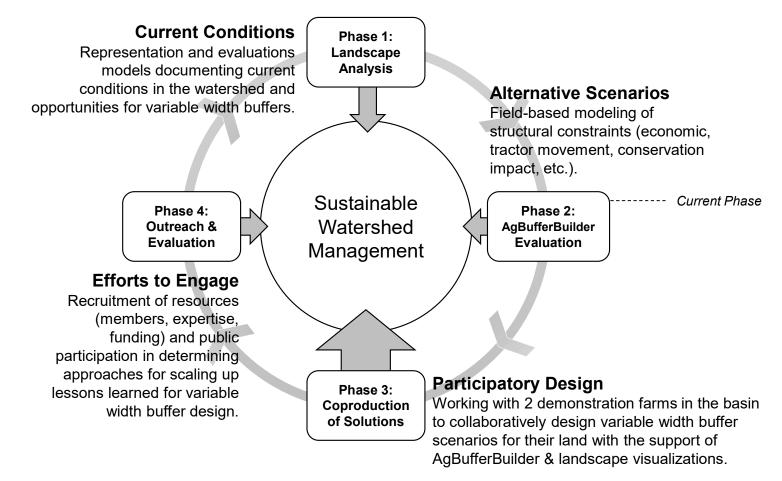
How will they know when they've done enough?

Is the level of responsibility being asked of farmers reasonable?

Who has to pay for the maintenance of these conservation services?

#### PROGRAM DEVELOPMENT

# **Designing Ecobuffers**



#### **PROGRAM DEVELOPMENT**

#### ALTERNATIVE SCENARIOS: STRUCTURAL CONSTRAINTS FOR VARIABLE WIDTH BUFFER DESIGN

