

Incorporating Social Indicators into a Regional Evaluation Framework for NPS

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Representing a collaborative project of the CSREES Great Lakes Regional
Water Quality Program, EPA Region 5, and the Region 5 states

Overview

- Project Description
 - Origin/drivers
 - Direction & Focus
 - Current status
- Regional Considerations
- Discussion

Project Objectives

- Develop a regional system for state NPS programs and projects to monitor indicators of:
 - individual change
 - broader social change
- Make relevant for regional, state, and project levels
- Facilitate system use for assessment and program evaluation

Project Drivers

- Shift toward outcome-based evaluation
- Dissatisfaction with existing measures
 - Inputs/outputs (administrative)
 - Un-responsive long-term impacts (environmental)
- Interest in measures of social change
- A Regional opportunity
 - USEPA Region 5 NPS Program/Region 5 states
 - CSREES Great Lakes Regional Water Quality Program

Charge to Region 5 States: Create NPS Evaluation Framework

- Measures state program and project level efforts
- Builds on existing data collection efforts of the State NPS Programs and partners
- Provides a feedback loop
- Includes *administrative, environmental, and social* components

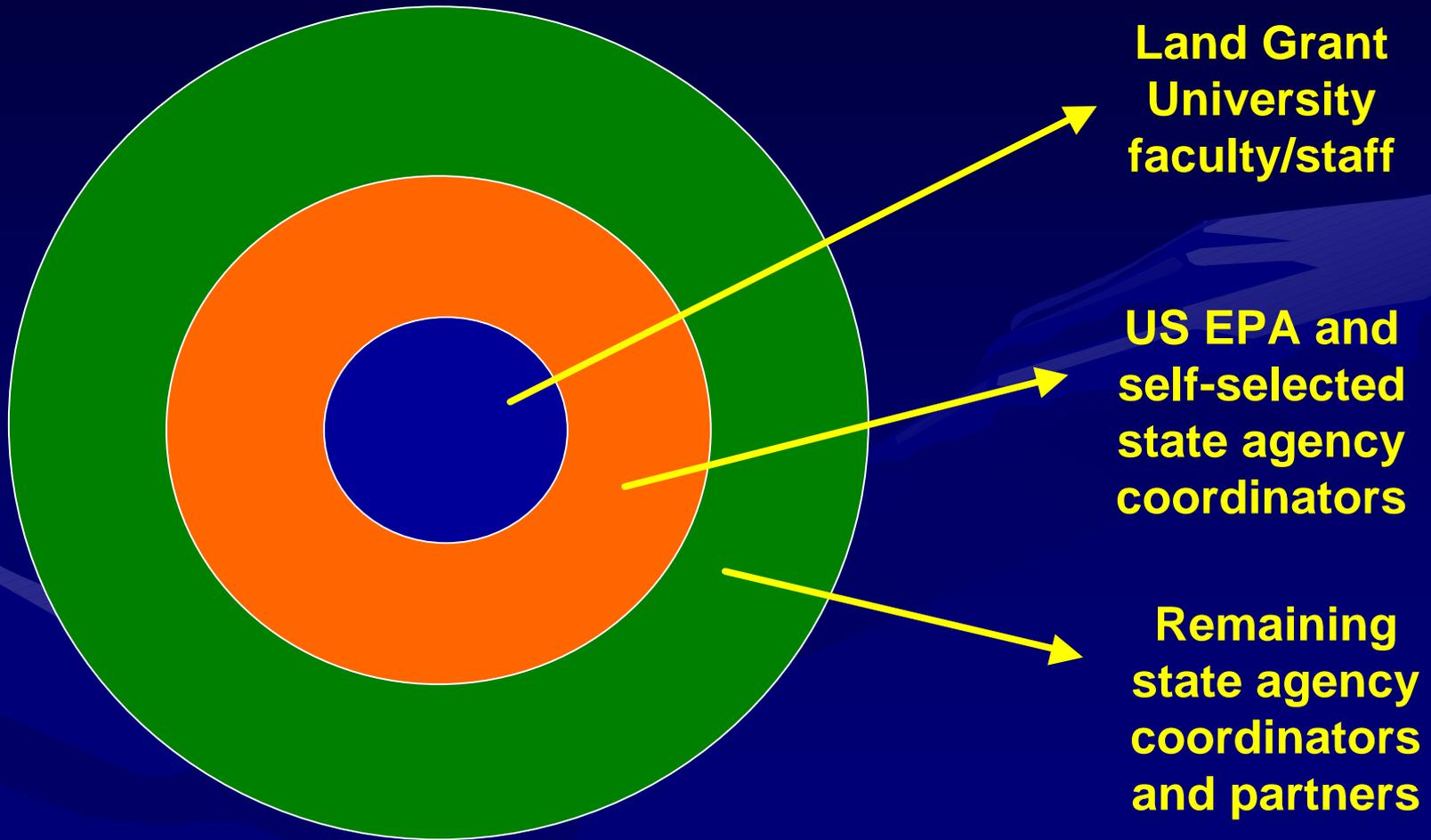
Social Component Shall Include...

- Description of indicators & data collected
- Methods
- Schedule
- Data management aspects
- Analysis and reporting
- Feedback loop
- Process for communicating results
- Criteria for using minimal vs. comprehensive evaluation

Project
Level

State
Level

Collaborative Project Structure



Project Activities

- Scoping - 2005/06
 - Research, discussions, workshops, Delphi
- Development - 2006
 - Identify indicators
 - Develop measures, tools & information system
- Feedback and revision - 2006/07
- Use by state programs & projects - Fall 2007
- Guidance and support - 2006 →

Conceptualizing the Social Component



Operationalizing a Social Component

Attitudes

Knowledge & Awareness

Capacity

Context

Behavior



Categories



Evaluation Questions



Indicators

Category: Knowledge & Awareness

Sample Question & Indicators:

- Did project impart meaningful knowledge of technical issues and/or practices?
 - Ability to select appropriate practices
 - Knowledge of economic impacts of practices
 - Media coverage of technical issues

Category: Behavior

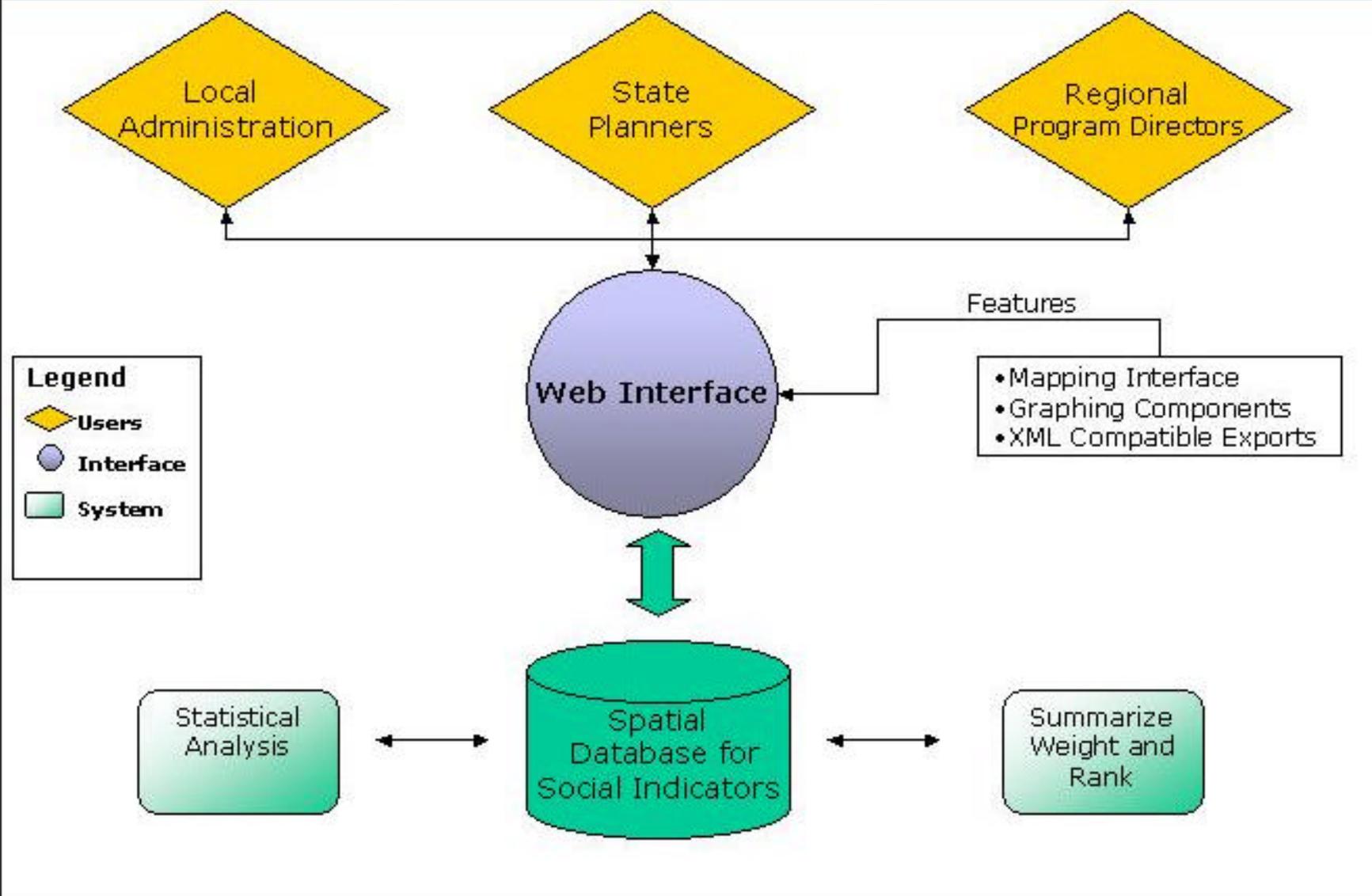
Sample Question & Indicator:

- Did project change behavior in a way that is expected to improve or maintain water resources?
 - Practices Implemented
 - Critical Area Practices
 - Violations
 - Plan

Using the Social Component

- Individuals, Organizations, Communities
 - Core & optional indicators
 - Guidance and tools
 - Information management & analysis
- 

Conceptual NPS Social Indicators Analysis & System Model



Regional Considerations

- Enabled by Great Lakes Regional Team
- Responsive to needs of key partners
- Innovative approach for consistency
- Realities of tapping LGI resources
- Challenges reconciling expectations & timelines

Project Collaborators

- CSREES Great Lakes Regional Water Quality Leadership Team
- US EPA Region 5 NPS staff
- Region 5 State Nonpoint Source Coordinators
- Land Grant Institutions Team:

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<http://www.uwex.edu/ces/regionalwaterquality/>