

# Social Indicators as a Planning and Evaluation Tool for Non Point Source Projects

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Linda Prokopy, Purdue University

Ken Genskow, University of Wisconsin-Madison

# Social Indicators for NPS Project Overview



- Develop a system for collecting and using social data to evaluate NPS management efforts in Great Lakes Region/Region 5
- Partnership with USEPA, state water quality agencies, and land grant universities
- Provide assistance & support to state programs and NPS projects
- Complement existing “administrative” and “environmental” indicators

# Three Types of Indicators

## ■ Environmental

- pH, TSS, bacteria, turbidity

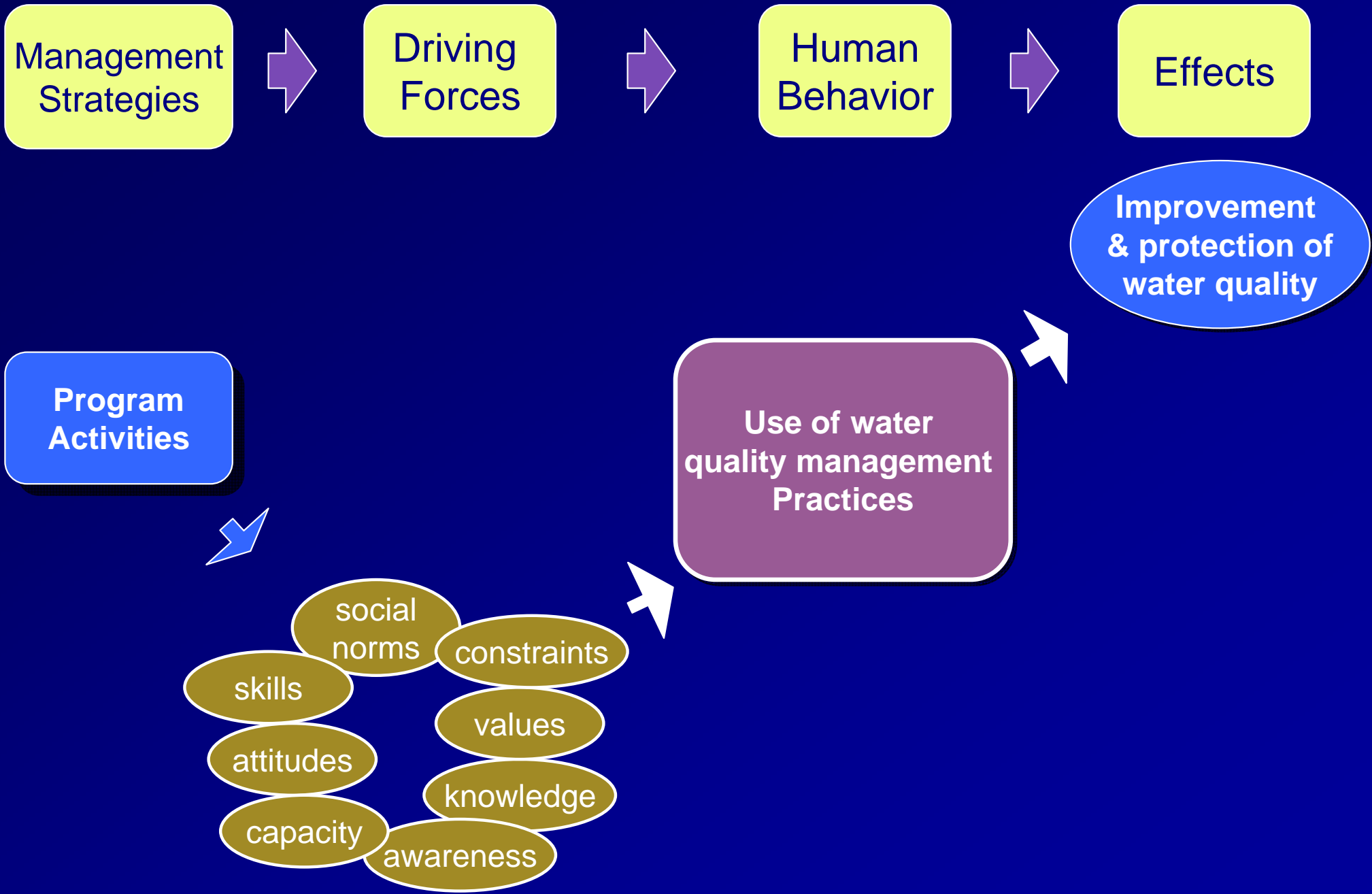
## ■ Administrative

- Bean counting!
- Number of plans written,  
number of newsletters distributed

## ■ Social



# Conceptual Model



# Overview of Social Indicators System

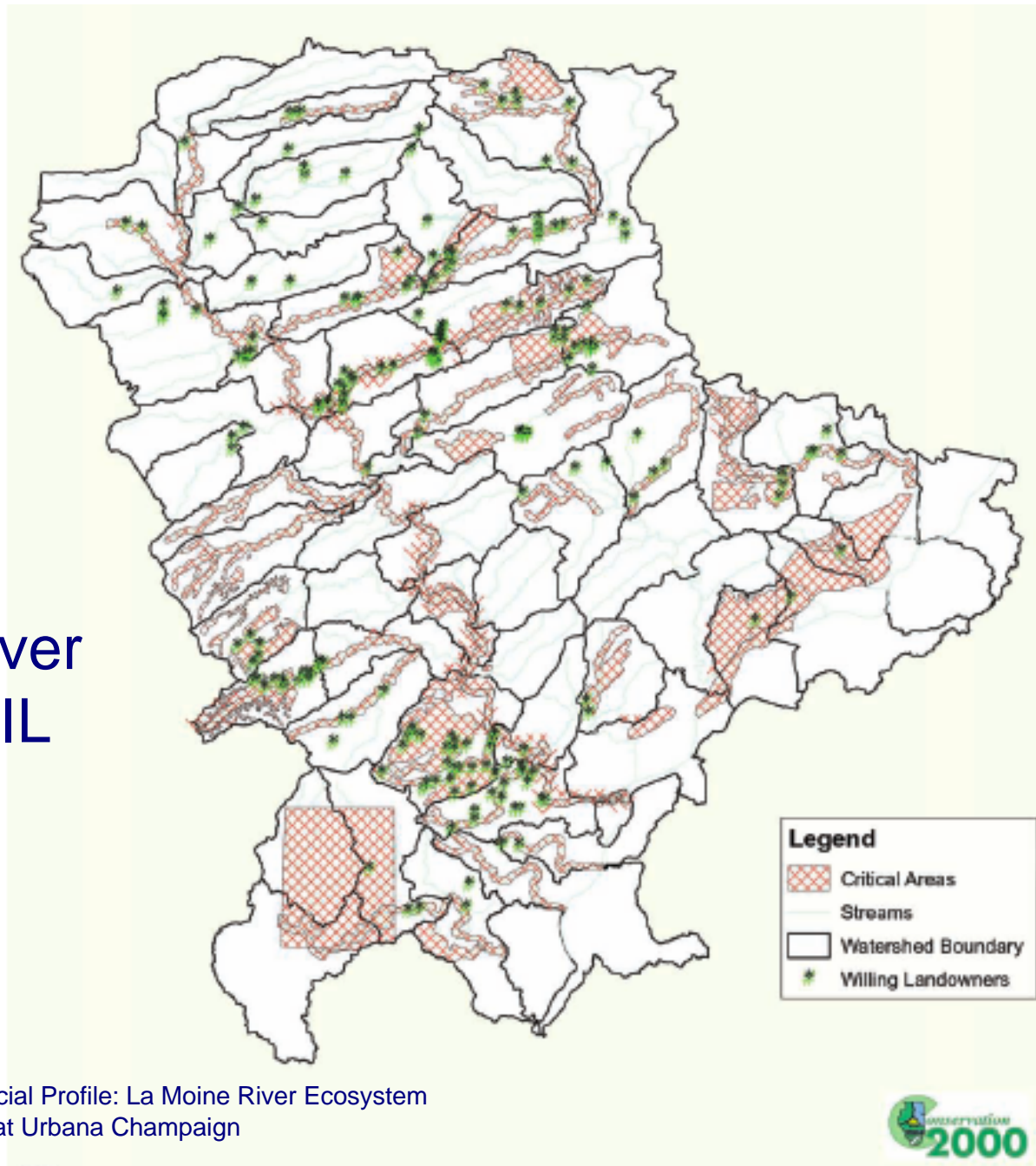
- Core indicators, supplemental indicators, and background/contextual factors
- All indicators measure change
- Scale is project level
- Critical areas
- Target audiences

# Targeting

- Focus efforts on area of greatest impact
  - Specific audience
  - Specific geographic area
- Some behaviors in some places can have a disproportionate impact on water quality

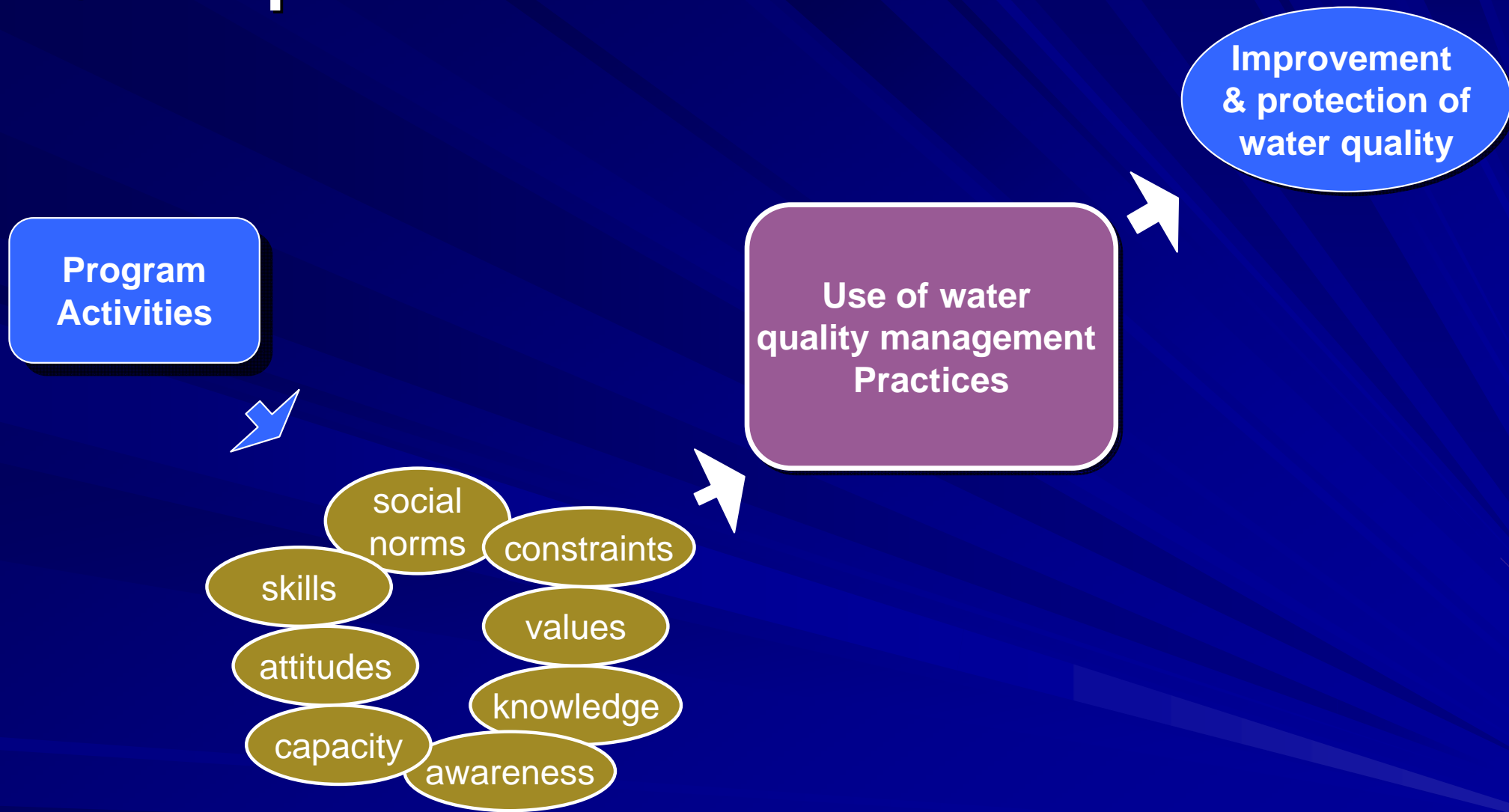
# Targeting Critical Areas

## La Moine River Watershed, IL

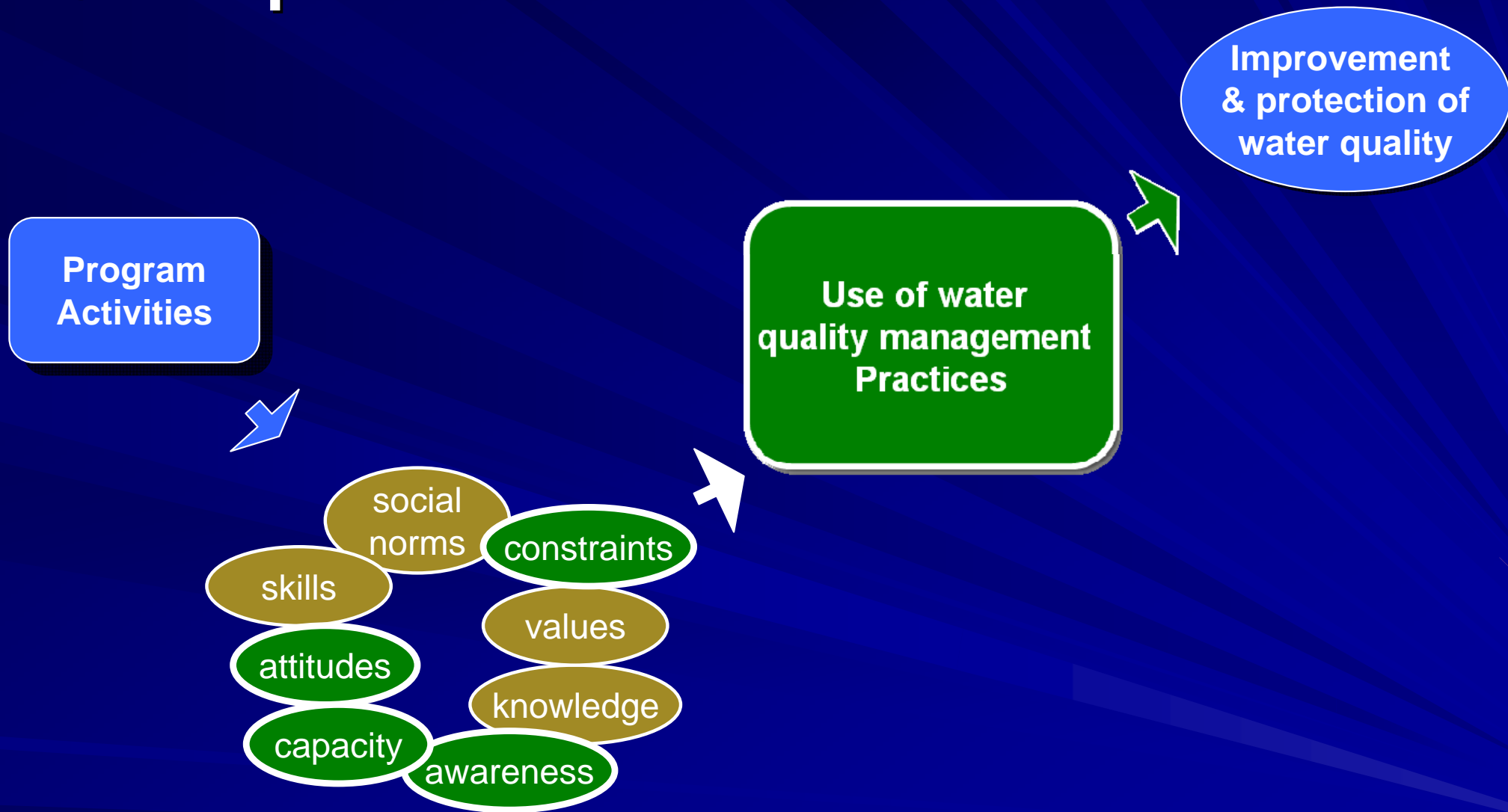


Source: McDermaid, K. 2005. Social Profile: La Moine River Ecosystem Partnership. University of Illinois at Urbana Champaign

# Conceptual model



# Conceptual model



# Awareness



- Awareness of consequences of pollutants to water quality
- Awareness of pollutant types impairing water quality
- Awareness of pollutant sources impairing water quality
- Awareness of appropriate practices to improve water quality

# Attitudes

- General water-quality-related attitudes
- Willingness to take action to improve water quality



# General Water-Quality Related Attitudes

## ■ Constructs:

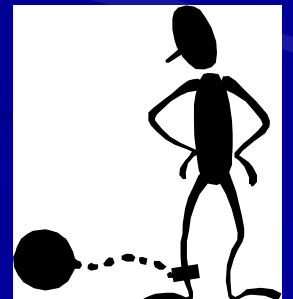
- Personal impact
- Value / importance of water quality
- Farm or household management impact
- Economics vs. water quality
- Personal action / responsibility



# Constraints to Behavior Change

## ■ Constructs:

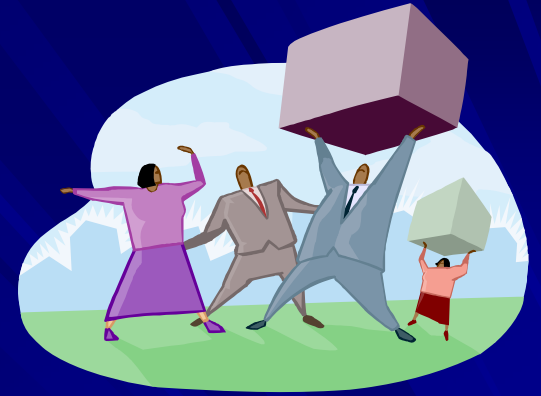
- Economics / profitability
- Financial incentives
- Independence / own ideas
- Environmental considerations
- Status quo / traditional
- Assistance incentives
- Caution about government programs
- Peer / norms considerations



# Behavior

- Percentage of critical area receiving treatment
- Percentage of target audience implementing practices in critical areas

# Capacity



- Resources leveraged by grant recipient
- Funding available to support NPS practices in critical areas
- Technical support available for NPS practices in critical areas
- Ability to monitor practices in critical areas

# Supplemental Indicators

- Indicators that did not clearly meet all of our criteria
- Include items like: staff capacity, leadership capacity, social networks
- Vision is that these will be optional for projects

# What's Novel in Our Approach

- Consistent questions used before and after a project (and possibly mid project)
- Consistent questions used across projects in one region
- Surveys (when appropriate methodology) used rigorously and consistently
- SIDMA – Social Indicators Data Management and Analysis tool

# SIDMA

Social Indicators  
Data Management and Analysis Tool



[Home](#) | [About Social Indicators](#) | [Projects](#) | [Analysis](#) | [Launch Map](#) | [Login](#)



## Login Status

User Logged Off

## Social Indicators 101

### Overview

Water quality problems have accumulated over many decades and may take decades to amend. Confirming that awareness and attitudes are changing and behaviors are being adopted in a watershed is one way that projects can demonstrate progress toward water quality goals. Social indicators provide consistent measures of social change within a watershed and can be used by managers at local, state, and federal levels to estimate the impacts of their efforts and resources.

For a more detailed description of the Social Indicators system, please download the Handbook.



## Steps To Measure Social Indicators

Measuring the social indicators of your project can be done in these 5 steps.



**1. Identified specific NPS problem(s)?**

Yes-sediments and nutrients from Ag runoff

**2. Identified critical area(s)?**

Yes-certain riparian lands, and upland areas in x,y,z subwatersheds

**3. Identified target audiences?**

Yes-farmers - row crop and livestock

**4. Identified actions for target audience(s)?**

Yes-various BMPs

**Project Data**

Use the buttons to the right to view your project checklist, download sample surveys, or create new surveys.

[View/Print Checklists](#)

[Create New Ag Survey](#)

[Create New Urban Survey](#)

**Tester watershed Ag survey** (*Agriculture Survey*)

[view](#) | [edit](#) | [delete](#)

**Pre-Project**

**Manage Survey**

- [Input Responses](#)
- [Quality Control](#)
- [Define Key Variables](#)

**View Results**

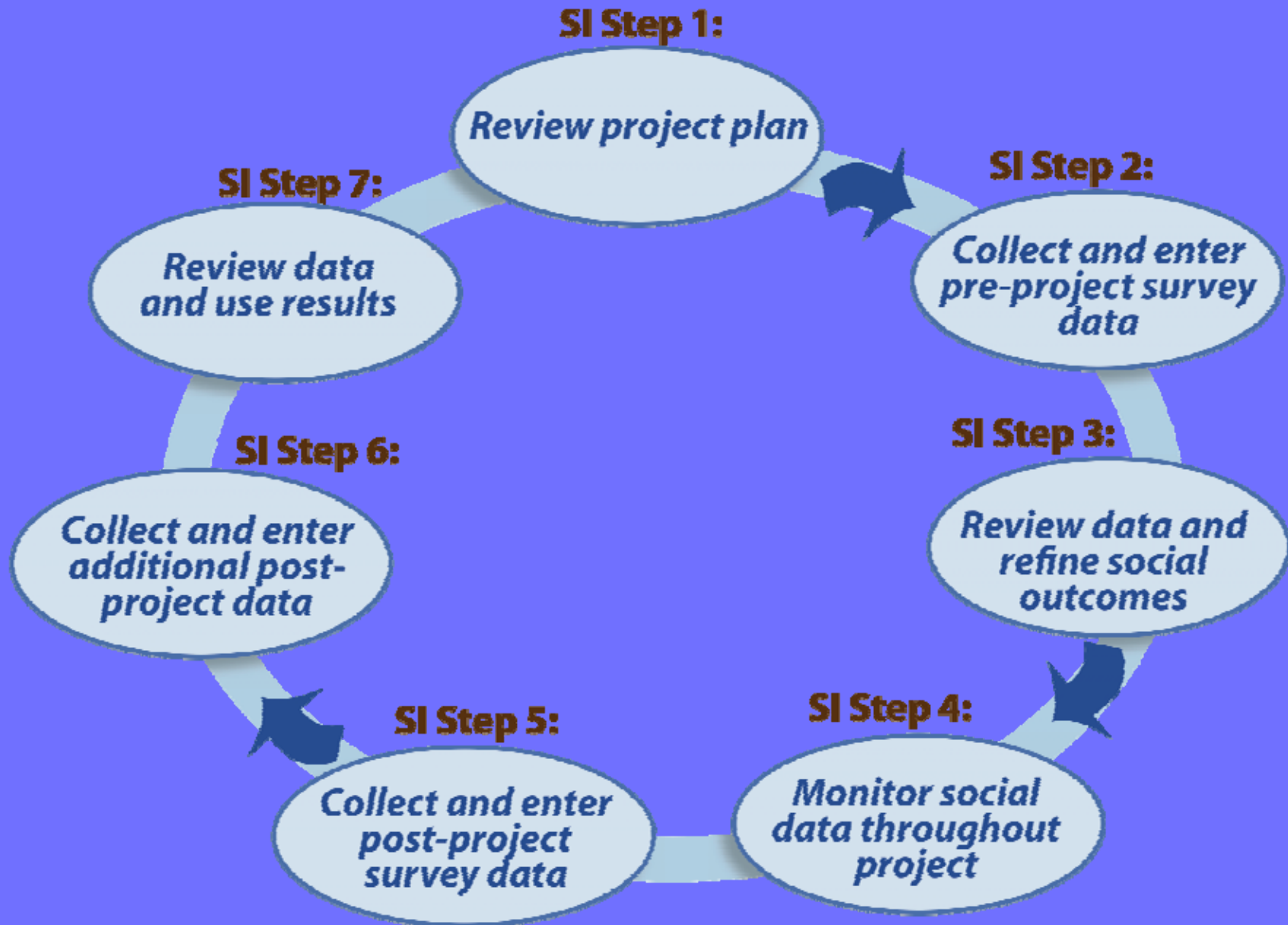
- [View Survey Results](#)
- [View Indicator Scores](#)

**Post-Project**

# Intended Applications

- The system was developed to evaluate NPS projects, expanded for planning
- Survey is not the same as a social profile or information collected as part of a social marketing campaign

# SI Planning and Evaluation Process



# Pilot Phase

- 2-3 projects per year per state; currently about 20 projects
- Testing core and supplemental indicators
- Testing across different target audiences
- Developing outreach materials based on baseline information
- Extending to other applications such as maintenance of BMPs

# Social Indicators Team

## Team Co-Leaders:

Ken Genskow, UW-Madison/UW-Extension

Linda Prokopy, Purdue University

## Team Members:

Jeremiah Asher, Michigan State University

Adam Baumgart-Getz, Purdue University

Joe Bonnell, The Ohio State University

Cyd Curtis, EPA Region V

Karlyn Eckman, University of Minnesota

Kristin Floress, University of Wisconsin – Stevens Point

Glenn O'Neil, Michigan State University

Rebecca Power, CSREES Regional Water Quality Liaison

Cindy Salazar, Purdue University

Danielle Wood, University of Wisconsin-Madison

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- Wisconsin Department of Natural Resources
- Great Lakes Regional Water Program
- Land Grant Universities in USEPA Region 5