

# **Step-by-Step Guide To Conducting A Social Profile For Watershed Planning**

University of Illinois  
Department of Natural Resources  
and Environmental Sciences



# Acknowledgments

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## **Web-Based Version of This Workbook**

Many of the tools presented in this workbook are accessible on the following web site:

**[www.watershedplanning.uiuc.edu](http://www.watershedplanning.uiuc.edu)**

If you have internet access, you may use these tools to streamline the data collection and analysis process. Here is a summary of what the web site contains:

- A brief introduction to this workbook.
- A brief introduction to the social profile process.
- Contact information for obtaining print copies of this workbook.
- Printable copies of the worksheets and data collection sheets found in Sections I and II.
- All of the survey questions and sample cover letters from Section IV, with the ability to select the questions of interest and print a custom questionnaire.
- A database for entering your survey data and performing simple statistical analysis on the survey results.

# Section **I**

## Overview

### Purpose of This Workbook

This workbook has been created to provide a general overview of the importance of social issues to the watershed planning process and also provide detailed guidance on how to assess these issues in individual watersheds. The workbook will help individuals and watershed committees with varying experience levels to

- evaluate the importance of social issues when developing watershed management plans;
- conduct a social profile that identifies and provides information about key social issues in the watershed; and
- prepare the content for the human dimensions section of a watershed management plan.

This workbook will guide you through the process of identifying relevant social issues, collecting information about them, and summarizing this data in your watershed management plan; in other words, the process of conducting a social profile. Even though this seems like a large task, taking time to integrate these social issues into the planning process is essential for developing a successful and effective watershed management plan.

#### *A Social Profile...*

- Provides a “snapshot” of life in the community at one point in time
- Uncovers issues of importance and concerns of the community that need to be addressed in the watershed management plan
- Illustrates positive and negative trends in land-use patterns, economic vitality, and citizen attitudes
- Reveals stresses in the community that may hinder the watershed planning process
- Serves as the human dimensions section of a watershed management plan



## How to Use This Workbook

Start by taking a few minutes to familiarize yourself with the workbook's content. The workbook is organized first to give you a brief overview of social issues in watershed planning and to explain what a social profile is (Section I), and then to lead you systematically through the process of conducting a social profile (Section II). Section II also contains a vast amount of information on specific social issues in watershed planning. In Section III, you will find names, street addresses, phone/fax numbers, and web site addresses for all the local, state, regional, and federal sources for finding data on these issues. Discussion of survey techniques appears in Section II, and sample survey questions appear in Section IV. Refer to the end of this workbook for a comprehensive reference list.

We recommend that you first read Sections I and II so that you understand the social profile process and can plan your efforts more effectively. Then skim through the remaining sections so you know what resources are available as you work on your social profile. When you have completed this review of the workbook, you will be ready to start with Section II, Step 1, and initiate the social profile planning process.

A number of worksheets also are provided throughout the workbook to help you organize your efforts. The first two worksheets (found at the end of this section) are useful for overall planning. The remaining worksheets assist you with specific steps in the social profile process. (If you have internet access, you may use this workbook's web-based tools to print these worksheets. See page iv for details.)



## Social Issues in Watershed Planning

Now let's consider why social issues are important in watershed planning. Because most of the natural resources problems that we try to address in watershed planning can be traced back to the way humans are using and changing the natural environment, finding solutions to watershed-based concerns will depend on the voluntary cooperation of landowners in your watershed. There are many social or motivating factors that influence how a landowner views natural resource problems, forms land management goals, and acts upon his or her goals and concerns.

These factors may include knowledge, experiences, cultural background, peer pressure, production goals, taxes, and government programs. If landowners are expected to voluntarily implement a watershed management plan, the plan must not only address ecological functioning in the watershed, but also consider all management issues that directly impact the individual.

The term “**social issues**” is being used loosely to mean economic, political, cultural, historical, and social factors that influence how humans interact with the natural environment.

When developing a watershed management plan, it can appear overwhelming to uncover the needs and concerns of many individually operating landowners. And once these issues are revealed, they often are difficult to condense and incorporate with biological and production goals into a land management

plan. Government agencies and academic institutions have been quick to supply an array of resources to assess the condition of water, soil, and habitat resources in watersheds, but few tools have been available to assess landowner attitudes and the condition of the social, economic, and political structures of the community that influence our decisions about the way we use the land. The tools that do exist are not widely used because we don't always know about them or we don't know how to use them.

## Using a Social Profile to Assess Social Issues

A social profile is a valuable tool in the watershed planning process and can help you identify relevant social issues, collect information about them, and summarize this data in your watershed management plan. A social profile<sup>1</sup> is a collection of baseline data that describes characteristics of a community or people in a defined area. This collection of data profiles human life in the community by describing (a) land use and ownership; (b) economic vitality; (c) community capacity; (d) governmental and political structures; and (e) public attitudes. The purpose of the social profile is to provide data and information for a reasonable summary of social issues in the watershed management plan that ultimately leads to more informed decisions by the watershed planning committee.

### *Watershed planning committees can use a social profile to*

- determine the feasibility of the watershed effort;
- identify stakeholders who should be included in watershed efforts;
- assist in establishing goals and measurable objectives;
- identify barriers associated with the adoption of the watershed management plan;
- develop education, communication, and implementation strategies; and
- develop the human dimensions section of a watershed management plan.



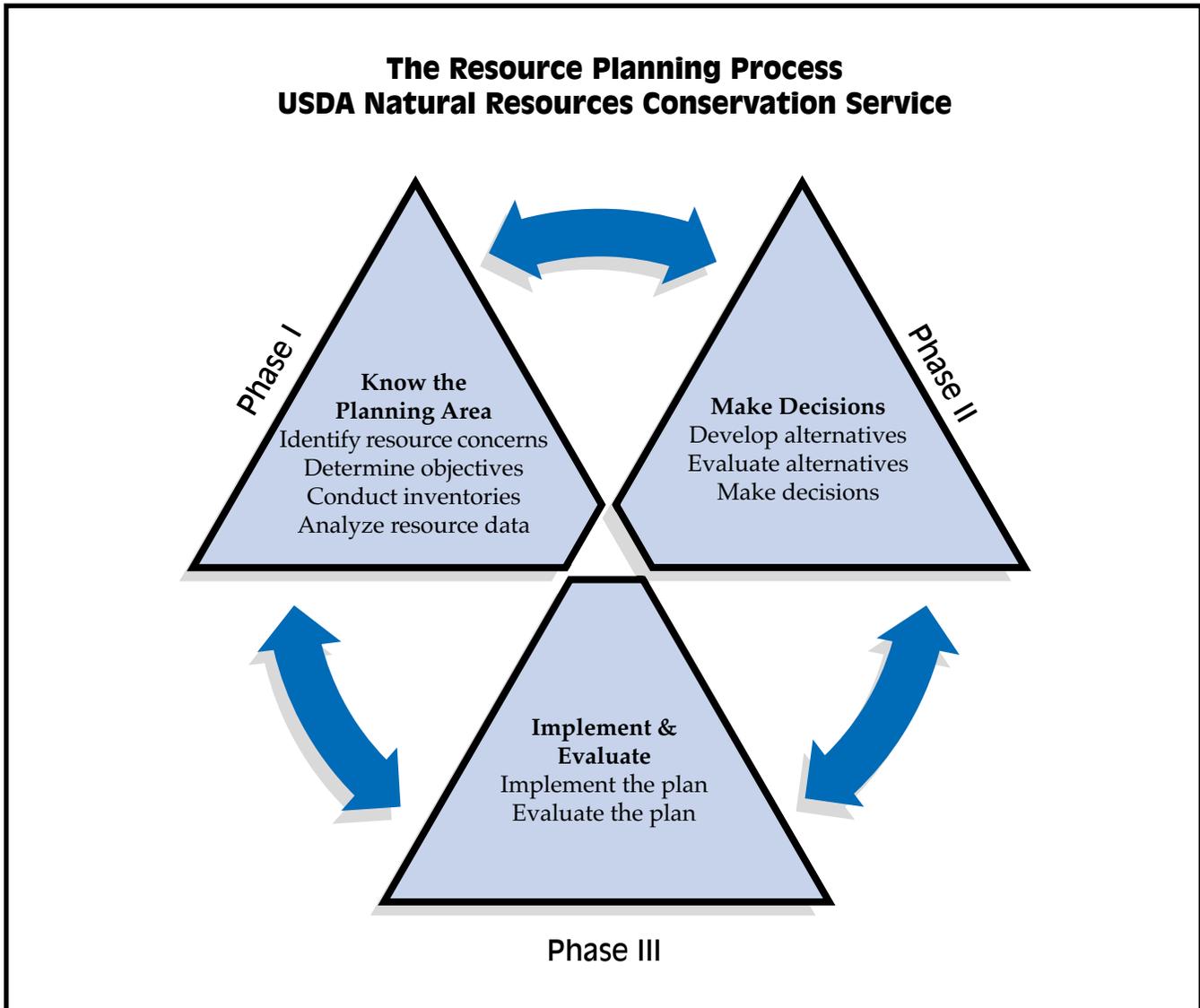
The profile provides a “snapshot” of life in the community at one point in time. Data collected for the profile illustrates prevailing conditions, such as positive and negative trends in land-use patterns, economic vitality, and citizen attitudes. These trends and data about specific indicators or measures can reveal stresses in the community that may hinder the watershed planning process. The profile will also uncover issues of importance and concerns of the community and local citizens that need to be addressed in the watershed management plan. Your first social profile will serve as a reference or baseline with which to compare future conditions in the community that result from changes in land-use management strategies.

A written summary of the social profile could also suffice as the human dimensions section of your watershed management plan. The human dimensions section of the watershed management plan describes the social nature of a watershed. In order to understand a community and its overall relationship to watershed management, its social structures and processes must be understood. This requires in-depth and innovative data collection and analysis that

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<sup>1</sup> Adapted from: Fitzsimmons, S.J., Stuart, L.I., and P.C. Wolff. 1977. *Social assessment manual: A guide to the preparation of the social well-being account for planning water resource projects*. Westview Press: Boulder, Colorado.

can be rather complex and has been historically under-appreciated. Just as we realize the importance of complete and accurate information about the physical and natural environment, social assessments should not be undertaken with any less care or quality. In fact, for those watershed groups following the 9-Step Planning Process of the USDA Natural Resources Conservation Service, collecting this type of information is merely an extension of Phase I.



*Provided by USDA Natural Resources Conservation Service, Illinois State Office, 2001*

The remainder of this workbook describes the six steps of conducting a social profile and provides detailed instructions and tools for facilitating the collection and analysis of social data related to watershed planning. The next two worksheets are provided to guide the overall planning process. Later worksheets are presented to help with the data collection process.

## Social Profile Task Sheet

Use this sheet to track your progress.

### Preliminary Preparations

\_\_\_\_\_ Preliminary Preparations

\_\_\_\_\_ Step 1: Determine Purpose and Scope

\_\_\_\_\_ Step 2: Select Indicators

\_\_\_\_\_ Step 3: Select Data Collection Methods

\_\_\_\_\_ Step 4: Collect Data

\_\_\_\_\_ Step 5: Analyze Data

\_\_\_\_\_ Step 6: Report Findings

Horizontal lines for tracking progress, including a shaded box for 'Preliminary Preparations'.



# Section **II**

## Steps to Conducting a Social Profile



### Step 1: Determining Purpose and Scope

#### Outcomes for Step 1:

- **State your purpose for completing the social profile:** What do you wish to accomplish?

Example: *“The purpose of our social profile is to identify land-use trends, economic and community conditions, and landowner attitudes that must be considered to ensure successful implementation of our watershed management plan.”*

- **Determine the scope of the profile:** What social issues do you need to address?

Example: *“We will collect and assess data relating to the suggested minimum data set.” (See page 9.)*

- **Determine whether you will need outside help** to conduct the social profile.

Example: *“We will consult with the USDA Natural Resources Conservation Service Illinois State Office about the design and analysis of our landowner survey.”*

### Six Steps to Conducting a Social Profile<sup>2</sup>



**Determine  
Purpose and Scope**



**Select Indicators**



**Select Data  
Collection Methods**



**Collect Data**



**Analyze Data**



**Report Findings**

<sup>2</sup> Adapted from: Fitzsimmons, S.J., Stuart, L.I., and P.C. Wolff. 1977. *Social assessment manual: A guide to the preparation of the social well-being account for planning water resource projects*. Westview Press: Boulder, Colorado.



## State Your Purpose

The first step is to establish the purpose of your social profile. (See worksheet on page 10.) When considering the purpose of conducting your watershed's social profile, identify several specific outcomes or goals that you want to achieve. In most cases, your purpose will be to identify information that can be used by the watershed management committee to make more informed decisions. Better decisions can be defined as those being more reflective of the preferences of the watershed stakeholders, those based on data or science that can be verified, or perhaps those that are actually more likely to be implemented in the watershed. Taking time to agree on goals and outcomes helps ensure that your committee has the same expectations of what the social profile process will involve.

## Determine the Scope

Once you agree upon the reasons for conducting your social profile, your committee must decide on the scope of your social profile. (See worksheet on page 11.) The scope refers to exactly which key social issues you will investigate with your social profile. Remember, social issues refer to human aspects of the environment. Social issues will vary from watershed to watershed depending on unique cultural, social, economic, and political conditions.

During our observations of watershed planning groups across Illinois,<sup>3</sup> we observed that the three following social issues repeatedly surfaced: 1) **Representation and involvement:** Groups tended to struggle with involving broad groups of citizens in the planning process and wondered if their watershed goals and plan were representative of the concerns of all citizens in the watershed. Most groups would benefit from the increased depth of knowledge, range of concerns, and "buy-in" to the plan that increased public involvement would bring. 2) **Attitudes:** Groups recognized landowner attitudes as potential challenges to the watershed planning process and implementation of the plan, but the groups generally did not have the means or tools available to help them further assess these issues. 3) **Education:** Groups recognized public education as a means to inform and involve more watershed stakeholders. However, it usually is difficult for groups with little experience to effectively implement a public education campaign. Your watershed may also struggle with these issues or you may face other issues related to working within governmental structures or economic conditions.

In determining the scope of your social profile, your committee must decide which social issues are of importance to your watershed and which social issues to address within the social profile. Based on our observations, we suggest that all social profiles should include information about the following questions. Depending on the unique situation of your watershed, you may also include other issues to explore.

<sup>3</sup> Mackinaw River, Court Creek, Hurricane Creek, and Sugar Creek Watersheds in Illinois.

### *Minimum Data Set for a Social Profile*

1. Who lives in the watershed?
2. How do residents earn their livelihood?
3. How do residents use and impact the natural resources of the watershed?
4. How do the conditions of the natural resources impact residents?
5. What vision do residents have for the watershed? What is important to residents?
6. What are residents' opinions about the proposed watershed management plan?



When you answer these questions with your social profile, you will identify the key social data and information needed for a reasonable discussion of social issues in your watershed plan. In the following sections, you'll learn the steps involved in collecting this data and preparing a social profile.

## **Determine Whether You Will Need Outside Help**

At this point, you must decide if a consultant will assist with the social profile. If a consultant is used, this person needs to be involved from the very beginning and throughout the remainder of the process. The use of such outside consultants does not preclude the need for the watershed coordinator and committee to understand the social profile. The quality of the profile is likely enhanced by an actively involved committee that contributes specific knowledge about the community and watershed. The more the coordinator and committee understand the research and data collection process, the more involved they can be.







## Six Steps to Conducting a Social Profile

Step 1

Determine Purpose and Scope

Step 2

Select Indicators

Step 3

Select Data Collection Methods

Step 4

Collect Data

Step 5

Analyze Data

Step 6

Report Findings



### Step 2: Selecting Indicators

#### Outcomes for Step 2:

- **Identify the specific indicators**, or measures, that you will use to provide data or insight about the social issues identified in Step 1.

Example: *“We will use the suggested indicators for the minimum data set.” (See pages 14–19.)*

Indicators are pieces of information that summarize or measure conditions, qualities, interrelationships, or problems. Indicator information can be expressed numerically or verbally and a change in the information identifies a movement forward or away from your desired goal. You are probably most familiar with indicators such as pH, temperature, turbidity, and chemical levels that are measures of water quality. In the same way, indicators can be used to assess the status and trends of community life in a watershed.

#### Two Important Points...

**1. View the social profile as a snapshot in time.** Social systems are constantly changing: populations grow, people migrate, social values evolve, and new technology and knowledge are gained. Information or data gathered at one point in time may change drastically in a relatively short period of time.

**2. Select more than one indicator for each social characteristic.** It is important to select more than one indicator to provide a fuller understanding of the current conditions and to provide validating data for your sources.



In this step, we offer both a minimum list of indicators (minimum data set) for a basic social profile and additional indicators for a more comprehensive social profile. Depending on the situation in your individual watershed, you may find that some indicators are irrelevant or, for some indicators, no data exist for your county. Recall that the idea is to create a general picture that outlines the current conditions and issues in your watershed. You may be able to do this with a few indicators or may find that you need more data in addition to the recommended indicators. Once you begin looking at a few data sources and talking to a few people in your watershed, you will start to get a feel for the types and amount of data you need to collect to fully understand the relevant issues in your watershed.

## Minimum Data Set for Conducting a Social Profile

In addition to unique considerations of your watershed, all social profiles should include information about the following social issues:

- Who lives in the watershed?
- How do residents earn their livelihood?
- How do residents use and impact the natural resources of the watershed?
- How do the conditions of the natural resources impact residents?
- What vision do residents have for the watershed? What is important to residents?
- What are residents' opinions about the proposed watershed management plan?



The following icon codes are used throughout the remainder of this section to indicate the format in which the data is published:

Data Icon	Data Sources
	Published sources
	Local records
	Web site
	CD-ROM
	Surveys or interviews
	Survey question provided in Section IV

As mentioned in Step 1 of the social profile process, all watershed groups should consider collecting the minimum data set for their profile. These recommended indicators appear first, followed by a description of additional or optional indicators. Depending on the unique situation in your watershed, you may select to complement your minimum data set with any of the additional indicators. The source of data for each indicator is also included. Once you've selected the indicators you plan to investigate, refer to Section III for specific information about where to find data sources for the indicators. You may use the worksheets on pages 43–54 to record your data.

## Minimum Data Set

### 1. Who Lives in the Watershed?

- 1a. Percentage of landowners who live in rural and urban areas
  -    USCB - USA Counties
  -   Illinois Statistical Abstracts, Table 1-7 Components of Population Change
- 1b. Percentage of landowners who are full-time, part-time, absentee, and tenant owner/operators
  -    USCB - Census of Agriculture – Illinois, Table 11. Tenure and Characteristics of Operator and Type of Organization
- 1c. Percentage of landowners who are nonfarmers
  -    USCB - Census of Population - Social and Economic Characteristics – Illinois, Table 145. Occupation of Employed Persons
- 1d. Ratio of people moving away vs. people moving to the watershed
  -    USCB - USA Counties
  -   Illinois Statistical Abstracts, Table 1-7 Components of Population Change
- 1e. Key nongovernment decision-makers and local leaders (elders, religious, corporate, academic)
  -  Surveys, Interviews
- 1f. Local groups (religious, political, civic, environmental, service clubs, outdoor recreation, ethnic, historical society, homeowners associations, business associations, labor unions, senior citizen, academic associations, neighborhood councils, economic development organizations, 4-H clubs, scouts, garden clubs)
  -  Chamber of Commerce, Local Office of Community Development
  -  Phone Book
  -  Surveys, Interviews
- 1g. Key government decision-makers and agencies active in the watershed (federal, state, conservation districts, local parks and recreation departments, local planning boards, local tourism offices)
  -  Carroll's County and Municipal Directories

### 2. How Do Residents Earn Their Livelihood?

- 2a. Number of family farms and percentage change in last 5-10 years
  -    USCB - Census of Agriculture – Illinois, Table 11. Tenure and Characteristics of Operator and Type of Organization
- 2b. Number of corporate farms and percentage change in last 5-10 years
  -    USCB - Census of Agriculture – Illinois, Table 11. Tenure and Characteristics of Operator and Type of Organization

- 2c. Average farm income in watershed and percentage change in last 5-10 years  
 📖 🌐 📖 USCB - Census of Agriculture - Part 13 – Illinois, Table 1. County Summary Highlights
- 2d. Percentage of watershed income earned from government employment and percentage change in the last 5-10 years  
 📖 GISP - Regional Economic Information  
 🌐 📖 Illinois Statistical Abstract, Table 7-19. Government and Government Enterprises Employment, Table 7-2. Total Employment
- 2e. Percentage of watershed income earned from industrial employment and percentage change in the last 5-10 years  
 📖 GISP - Regional Economic Information  
 🌐 📖 Illinois Statistical Abstract, Tables in Section 7 - Employment by Industry, Table 7-2. Total Employment to calculate percentage
- 2f. Percentage of watershed residents who worked outside of watershed and percentage change in the last 5-10 years  
 📁 Regional Planning Commission  
 👤 Surveys, Interviews  
 📄 Section IV. E-1
- 2g. Ten largest employers in watershed and number employed by each  
 📖 GISP - Regional Economic Information  
 📁 Chamber of Commerce
- 2h. Percentage of community employment by ten largest employers  
 📖 GISP - Regional Economic Information  
 📁 Chamber of Commerce
- 2i. Average community unemployment rate and annual percentage change in last 10 years  
 📖 🌐 📖 USCB - USA Counties  
 🌐 📖 Illinois Statistical Abstract  
 Table 6-3. Unemployment Rates by County
- 2j. Number and percentage of community population below the poverty level  
 📖 🌐 📖 USCB - USA Counties  
 🌐 📖 Illinois Statistical Abstract  
 Table 1-8 Poverty Status
- 2k. Property tax base and annual percentage change  
 📖 IDR - Illinois Property Tax Statistics
- 2l. Number of new full-time jobs created in past year and annual percentage change  
 📖 GISP - Regional Economic Information
- 2m. Number of new temporary jobs created in past year and annual percentage change  
 📖 GISP - Regional Economic Information





### 3. How Do Residents Use and Impact the Natural Resources of the Watershed?

- 3a. Percentage of time spent in outdoor activities (gardening, fishing, hunting, running, walking for exercise, hiking, boating, camping, biking, snowmobiles, golfing, team sports)

 Surveys, Interviews  
 Section IV. C-1, 2

- 3b. Number of acres and percentage of land in row crops

 IDNR Illinois Critical Trends Assessment Land Cover Database  
 NRCS Illinois Natural Resources Inventory - Broad cover/Land use by county  
 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

- 3c. Number of acres and percentage of land in livestock

 IDNR Illinois Critical Trends Assessment Land Cover Database  
 NRCS Illinois Natural Resources Inventory - Broad cover/Land use by county  
 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

- 3d. Percentage of land in forest

 IDNR Illinois Critical Trends Assessment Land Cover Database  
 NRCS Illinois Natural Resources Inventory - Broad cover/Land use by county  
 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

- 3e. Percentage of land in prairie

 IDNR Illinois Critical Trends Assessment Land Cover Database  
 NRCS Illinois Natural Resources Inventory - Broad cover/Land use by county  
 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

- 3f. Percentage of land in wetlands

 IDNR Illinois Critical Trends Assessment Land Cover Database  
 NRCS Illinois Natural Resources Inventory - Broad cover/Land use by county  
 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

- 3g. Percentage of land in riparian cover

 IDNR Illinois Critical Trends Assessment Land Cover Database  
 NRCS Illinois Natural Resources Inventory - Broad cover/Land use by county  
 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

- 3h. Percentage of land in industrial uses
-  IDNR Illinois Critical Trends Assessment Land Cover Database
  -  IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology
- 3i. Percentage of land in urban uses
-  IDNR Illinois Critical Trends Assessment Land Cover Database
  -  NRCS Illinois Natural Resources Inventory - Broad cover/Land use by county
  -  IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology
- 3j. Percentage of eligible land enrolled in conservation programs such as CRP
-  NRCS Local / State offices
  -  FSA Conservation-Conservation Reserve Program, CRP Reports
- 3k. Total acres enrolled in conservation programs such as CRP and CREP
-    USCB - Census of Agriculture – Illinois, Table 6. Farms, Land in Farms, Value of Land and Buildings and Land Use
- 3l. Number of farms enrolled in CRP
-    USCB - Census of Agriculture – Illinois, State Annual Summary
- 3m. Number of fish and/or swimming advisories in the past year and percentage change in the last 5-10 years
-  Local Water Company
  -  IEPA Regional offices
  -  IDPH Regional offices
- 3n. Prairie, forest, and wetlands converted to other uses annually and percentage change in last 5-10 years
-  NRCS/SWCD Regional offices
- 3o. Agricultural land converted to development annually and percentage change in last 5-10 years
-  NRCS/SWCD Regional offices
- 3p. Annual approval for rezoning from rural to urban use or percentage of impervious surfaces and percentage change in last 5-10 years
-  Regional Zoning/Planning Commission
- 3q. Percentage of natural areas that are not in protected status and percentage change in last 5-10 years
-  INHS Natural Areas Inventory
- 3r. Number of extraction companies [mining, fisheries, farming, forestry, heavy water use (processors, breweries)]
-    USCB - Census of Agriculture - Illinois - Part 13 – Illinois, Table 1. County Summary Highlights

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#### 4. How Do the Conditions of the Natural Resources Impact Residents?

- 4a. Annual revenue and/or employment in local outdoor recreation businesses (e.g., boat rentals, bait shops, nature guides, hunting lodges/leases, cross-country skiing, horse stables, resorts)
-  GISP - Population and Housing
  -  Illinois Statistical Abstract - Table 28 - Parks and Recreation
- 4b. Ambient air odor problems
-  City, County Regulatory Board
  -  Regional IEPA
- 4c. Number of days with high particulate matter in air
-  City, County Regulatory Board
  -  Regional IEPA
  -  Regional IDH
- 4d. Number of complaints to water company about poor water taste, appearance, smell
-  City, County Regulatory Board
  -  Regional IEPA
  -  Regional IDH
- 



#### 5. What Vision Do Residents Have for the Watershed?

- 5a. Things of importance and concern to watershed landowners
-  Surveys, Interviews
  -  Section IV. B-1, 2, 5, 6, 7, 8, 9, 10, 11, 12, 13; C-1, 2, 3, 5, 6, 7; D-2; F-1
- 5b. Identification of the most serious environmental problems facing the community
-  Surveys and Interviews
  -  Section IV. B-2, 5, 8, 9, 12; H-1, 2
- 5c. Local government strategic plan that includes environmental goals
-  City/County Zoning or Planning Boards
  -  Local SWCD, FS, NRCS offices
  -  City/County Environmental Manager
- 

#### 6. What Are Residents' Opinions About the Proposed Watershed Management Plan?

- 6a. Attitudes of nongovernment decision-makers and local leaders about the watershed effort
-  Surveys, Interviews
  -  Section IV. G-1, 2, 3, 4, 5

- 6b. Percentage of landowners who have participated in a government-sponsored conservation program
  -  Local SWCD, FS, NRCS offices
  -  Surveys, Interviews
  -  Section IV. D-1, 4
  
- 6c. Number and percentage of watershed landowners with an approved conservation plan
  -  Local SWCD, FS, NRCS offices
  -  Surveys, Interviews
  -  Section IV. D-4
  
- 6d. Conflicts between the watershed management plan and existing local or county comprehensive plans
  -  City/County Zoning or Planning Boards
  
- 6e. Regulations having implications for watershed management
  -  City/County Regulatory Board
  -  Regional IEPA
  
- 6f. Percentage of favorable and unfavorable opinions toward watershed effort expressed through public opinion survey
  -  Surveys, Interviews
  -  Section IV. G-1, 2, 3, 4, 5
  
- 6g. Number of citizens who think proposed watershed management plan would improve the overall attractiveness, pleasantness, and uniqueness of community
  -  Surveys, Interviews
  -  Section IV. G-3
  
- 6h. Residents' perceptions of the impacts the proposed plan would have on the environment, local community, and economy
  -  Surveys, Interviews
  -  Section IV. G-1, 2, 3
  
- 6i. Barriers to implementing the proposed watershed plan
  -  Surveys, Interviews
  -  Section IV. G-1, 2, 4, 5

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## Additional Indicators

Identifying stakeholders in your watershed is an essential step in initiating a watershed management strategy in your community. You will also want to evaluate the existing constraints and incentives that may impact the development and implementation of a management plan in your watershed. These constraints and incentives could be economic, political, or social in nature. We suggest that you consider the general areas of (1) land use, (2) community capacity, (3) economic vitality, (4) political structures, (5) landowner attitudes, and (6) education and communication outreach. Understanding these issues will help you identify watershed problems and form watershed goals.

## Stakeholders in the Watershed

In this sense, “stakeholders” is broadly used to reflect potential leaders and collaborators, information sources, and detractors to the process. To enhance your planning efforts, you will want to identify and engage a variety of people with leadership and motivational skills and reputations for “getting things done”. When it comes time to identify problems and desired outcomes or goals in the watershed, it is necessary to seek the input and involvement of everyone who would, in one way or another, be impacted by changes in the way your watershed is managed. It is important to identify all potential stakeholders, regardless of their involvement, as potential watershed partners. Information about perceptions toward watershed management issues should be representative of all the people in the area and not limited to those of opinion leaders.

It is also important to consider the positions not only of individuals, but also those held by stakeholder groups. These groups often have definite opinions even if they are not formally organized, and their opinions may be influential within a community. A consistent finding in social impact assessment research is that community interest groups always emerge to support and oppose a project<sup>4</sup>.

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### 7. Types of Residents in the Watershed

- 7a. Percentage of land in federal, state, and private ownership
  -  County Plat Book: At the present, percentages of land ownership may be found only by consulting county plat books, adding the number of acres per each ownership category, and comparing the sum acreage of each category.
- 7b. Average number of acres owned and percentage change in last 5-10 years
  -    USCB - Census of Agriculture – Illinois, Table 1. County Summary Highlights
- 7c. Number of farms by size and percentage change in last 5-10 years
  -    USCB - Census of Agriculture – Illinois, Table 1. County Summary Highlights; See Land-Use Issue A
- 7d. Average number of acres rented
  -    USCB - Census of Agriculture – Illinois, Table 11. Tenure and Characteristics of Operator and Type of Organization
- 7e. Number of female agricultural owner/operators
  -    USCB - Census of Agriculture - Illinois, Table 11. Tenure and Characteristics of Operator and Type of Organization
- 7f. Number of minority agricultural owner/operators
  -    USCB - Census of Agriculture - Illinois, Table 37. Operators by Selected Racial Groups; and Table 38. Operators of Spanish, Hispanic, or Latino Origin

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<sup>4</sup> Burdge, R.J. 1990. Utilizing social impact variables in the planning model. *Impact Assessment Bulletin*, 8(1/2):85-100.

- 7g. Average age of landowners  
 🖨️ 🌐 📖 USCB - Census of Population - Social and Economic Characteristics - Part 13 - Illinois, Table 140. Age, Sex, Ability to Speak English, and Disability
- 7h. Average age of agricultural owner/operators  
 🖨️ 🌐 📖 USCB - Census of Agriculture - Illinois, Table 11. Tenure and Characteristics of Operator and Type of Organization
- 7i. Education levels of landowners  
 🖨️ 🌐 📖 USCB - Census of Population - Social and Economic Characteristics - Part 13 - Illinois, Table 152. Education, Ability to Speak English, and Disability by Race and Hispanic Origin

### 8. Local Leaders, Organizations, and Interest Groups in the Watershed

- 8a. Number of environmental groups in the watershed and their roles in local politics/government  
 📁 Local Chamber of Commerce  
 📖 Local phone book
- 8b. Number of persons in each group  
 🗳️ Surveys, Interviews
- 8c. Main issues of each group that relate to watershed efforts  
 🗳️ Surveys, Interviews



### 9. Political Leaders, Governmental Units, and Agencies in the Watershed

- 9a. Counties in watershed  
 🖨️ GIS Database, 7.5" Topographical Map Clearinghouse  
 📖 ISWS - Watershed Subbasin Maps
- 9b. Population of each county in watershed  
 🖨️ 🌐 📖 USCB - Census of Population - Social and Economic Characteristics  
 🌐 📖 Illinois Statistical Abstract
- 9c. Percentage of watershed population in each county  
 📖 IDNR - Watershed Management Section  
 🖨️ INRGDC - County GIS Data
- 9d. Number of towns and villages in each county  
 📖 IDNR - Watershed Management Section  
 🖨️ INRGDC - County GIS Data
- 9e. Percentage of watershed towns in each county  
 📖 IDNR - Watershed Management Section  
 🖨️ INRGDC - County GIS Data

## Land Use

In the area of land use, you should seek a clear understanding of the constraints that will be imposed upon the plan by current land uses and also an understanding of the environmental and social effects resulting from those uses. Understanding land-use trends that are occurring or are likely to occur can help you identify both opportunities and constraints for future land management decisions.

### 10. Land Uses in the Watershed

- 10a. Number of farms by size  
   USCB - Census of Agriculture – Illinois, Table 1. County Summary Highlights
- 10b. Average size of farms  
   USCB - Census of Agriculture – Illinois, Table 1. County Summary Highlights
- 10c. Percentage of farms with livestock  
   USCB - Census of Agriculture – Illinois, Table 1. County Summary Highlights



### 11. Environmental Impacts of Land Uses

- 11a. Number of households in the 100-year flood plain  
 ISWS - Watershed Science Section
- 11b. Economic value of property loss due to flood events  
 FEMA - Regional office
- 11c. Feelings about potential harm to human health or the environment from local manufacturing, agriculture, business, or household practices  
 Surveys, Interviews  
 Section IV. B-2, 5, 12
- 11d. Number or percentage of residents who use public sewer system  
 City Public Works Department
- 11e. Percentage of population or number who use the public water system; percentage with private wells  
 Local Water Company  
 GISP - Census of Population and Housing
- 11f. Number of drinking water warnings in past year (boil orders, high nitrates, exceed EPA limits) and percentage change in the last 5-10 years  
 Local Water Company  
 Regional IEPA  
 Regional IDPH

- 11g. Number of water shortage incidents in past year (restrictions on lawn watering, private wells) and percentage change in last 5-10 years
- 📁 Local Water Company
  - 📁 Regional IEPA
  - 📁 Regional IDPH
- 11h. Number of times local industries were not in regulatory compliance with environmental standards
- 📁 WMRC
  - 📁 Regional IEPA

## 12. Land-Use Trends

- 12a. Plans for new roads, commercial or industrial sites, suburban areas, high-intensity agricultural sites, and/or recreational areas
- 📁 Regional Zoning/Planning Commission; County Highway Department
  - 📁 IDOT
- 12b. Number of beach closures, fishing advisories, or similar alerts for recreation areas
- 📁 Site Records, IDNR, Forest Preserve District, Conservation District, Regional IEPA
- 12c. Names and locations of scientific or research sites
- 📖 IDNR Ecosystem Partnership Area Assessment Publications
  - 📁 IDNR, IEPA, IDOA, SWCD, FS, NRCS offices
- 12d. Names and locations of recreation sites
- 📖 IDNR Parks, Conservation Areas, Nature preserves
  - 📖 IDNR Critical Trends Assessment Program publications for “Assessment Areas” - Part I: Socio-Economic Profile - Outdoor Recreation
  - 📁 City/County offices
- 12e. Legal protection of sites (registered historical site, proposed historical site listing, certified archeological site)
- 📁 INHS Natural Areas Inventory
  - 📖 INRGDC - County GIS Data - Archaeological Resource Potential
- 12f. Size of each area in square miles or acres
- 📖 IDNR Land and Water Report
- 12g. Type of recreation available at each site
- 📁 Site Records, IDNR, forest Preserve District, Conservation District
- 12h. Users of each recreation site (in-state, out-of-state, local)
- 📖 IDNR Land and Water Report
  - 📁 Site Records
- 12i. Number of visitor days/season for each recreation site
- 📁 Site Records



12j. Average distance traveled to major recreation areas

-  Surveys, Interviews
-  Section IV. C-4

## Community Capacity

Exploring community capacity<sup>5</sup> issues will give you knowledge about the ability of your community to influence local decisions, work together to create and sustain beneficial change, and adapt to change from outside influences. Community capacity is represented by the community's ability to coordinate its efforts and resources in a way that establishes cooperation among stakeholders and government officials and can be reflected in its ability to access outside information and financial resources.

Quality of life<sup>6</sup> issues can also be included in the analysis of community capacity. Quality of life issues describe the likelihood of a community to prosper and sustain its unique qualities. Quality of life may include such attributes as the community's cleanliness, safety, the friendliness of neighbors, strength of the economy, and affordability of housing. Another measure of community capacity is the degree to which community members feel that they belong and have a sense of relationship with each other. This can be measured by their participation in civic organizations and by their civic pride. How people feel about their community can be expressed in what they say they are proud of, what they would like to change about their community, the reasons they live there or plan to leave, and the characteristics that make their community unique.

Quality of life and community capacity both take human capital into consideration. Human capital consists of the qualities of individuals, such as values, education, skills, health, and leadership, that can be used to enhance environmental quality. Strong local leadership is usually the key to effective community development and long-term vitality.

### 13. Community Decision-Making

13a. Number of formal municipal government meetings during the past year

-  City Clerk, County Clerk

13b. Percentage of municipal government meetings during the past year that were open to the public

-  City Clerk, County Clerk

13c. Number of citizens who attended open municipal government meetings during the past year

-  City Clerk, County Clerk
-  Surveys, Interviews
-  Section IV. D-1



<sup>5</sup> Adapted from:

US Environmental Protection Agency, Office of Sustainable Ecosystems and Communities, Office of Policy. *Community cultural profiling guide: Understanding a community's sense of place.*

Flora, C.B., and J.L. Flora. 1988. *Guidelines for conducting social assessments.*

<sup>6</sup> Adapted from: US Environmental Protection Agency, Office of Sustainable Ecosystems and Communities, Office of Policy. *Community cultural profiling guide: Understanding a community's sense of place.*

- 13d. Percentage of citizens who have participated in a local group to address a specific community problem
-  Surveys, Interviews
  -  Section IV. D-1

## 14. Community Empowerment and Cohesiveness

- 14a. Percentage of eligible voters who cast ballots in last local election
-  County Clerk's Office
- 14b. Percentage of residents age 25 and over without a high school diploma
-    USCB - USA Counties
  -    USCB - Census of Population - Social and Economic Characteristics - Illinois Table 152. Education, Ability to Speak English, and Disability by Race and Hispanic Origin
- 14c. Percentage of population under 18 years old
-    USCB - USA Counties
  -    USCB - Census of Population - Social and Economic Characteristics - Part 13 – Illinois, Table 140. Age, Sex, Ability to Speak English, and Disability
- 14d. Percentage of population 65 years and older (or total social security recipients)
-    USCB - USA Counties
  -    USCB - Census of Population - Social and Economic Characteristics - Part 13 – Illinois, Table 140. Age, Sex, Ability to Speak English, and Disability
- 14e. Average number of hours/week/person devoted to participation in civic and community organizations
-  Surveys, Interviews, Local United Way
  -  Section IV. D-1
- 14f. Percentage of citizens who have cooperated with their neighbor to solve a common problem
-  Surveys, Interviews
  -  Section IV. D-1
- 14g. The nature of the farmer/nonfarmer relationship
-  Surveys, Interviews
  -  Section IV. B-7; D-5
- 14h. Community preservation of historical, cultural, and/or physical objects (buildings)
-  Historical Preservation Commission
- 14i. Number of newspaper articles related to land use, natural resources, or watersheds
-  Local newspaper, library archives
- 14j. Community natural resource or agricultural events (farm shows, logging competition, strawberry festival, fishing day)
-  Chamber of Commerce
  -  Local SWCD, FS, NRCS offices

- 14k. Age distribution of community  
 📄 🌐 📖 USCB - USA Counties  
 🌐 📖 Illinois Statistical Abstract Table 1-5. Population by Selected Age Groups
- 14l. Percentage of population who have lived in watershed less than 5 years, more than 5 years, and more than 20 years  
 📄 GISP - Census of Population and Housing  
 👤 Surveys, Interviews  
 📄 Section IV. A-1
- 14m. Projected population growth or decline and changes in recent years  
 📄 🌐 📖 USCB - USA Counties  
 📁 Regional Planning Commission
- 14n. Size of seasonal population (college students, wintering retirees, summering vacationers, migrant workers)  
 📁 Local University/College  
 📁 Local employment/unemployment agencies
- 14o. Ratio of homes/apartment developments with neat appearance vs. those that are clearly not cared for  
 📁 Public Works Department  
 👤 Surveys, Interviews
- 14p. Residents' image of their community or watershed  
 👤 Surveys, Interviews  
 📄 Section IV. B-8; D-6



- 14q. Outside image of community or watershed  
 👤 Surveys, Interviews  
 📄 Section IV. B-8
- 14r. Percentage of population who would recommend the community as a good place to live  
 👤 Surveys, Interviews  
 📄 Section IV. B-8; D-6
- 14s. Percentage of population who would rate the community as friendly  
 👤 Surveys, Interviews  
 📄 Section IV. B-8
- 14t. Percentage of population who would rate the community as visually attractive  
 👤 Surveys, Interviews  
 📄 Section IV. B-8
- 14u. Citizens' description of their community (like-minded, church-going, outdoor enthusiasts, young professionals, retirees)  
 👤 Surveys, Interviews  
 📄 Section IV. B-8; D-6

## Economic Vitality

Indicators of economic vitality<sup>7</sup> describe your community's economic history, current economic well-being, and sometimes its potential for future economic development. This information can provide an additional context for understanding how and why people in your community might make decisions related to land use. This information takes into account such factors as employment levels, types of jobs, per capita income, poverty and unemployment rates, the range of incomes in the community, trends in employment opportunities, presence of natural resources (fertile soil, clean water and air), and infrastructure (transportation routes).



In addition, you will need to explore issues of economic growth and prosperity<sup>8</sup> to determine if economic conditions might pose constraints on your watershed effort. For example, an economically stable community might be more interested and better equipped to address land use and natural resource issues. One important factor that allows a community or region to maintain an adequate level of economic health is the diversity of economic opportunities that exist. A resilient community has people with a wide range of skills and access to diverse employment opportunities. A diversified job market is less susceptible to changing market demands. Many small communities are relatively limited in the diversity of economic opportunities that are available. In these types of communities, economic growth is often within one or two existing industries. It is important to understand how the activities of these industries are affecting the watershed and, in turn, how changes in watershed management could impact these industries and the economic vitality of the community.

### 15. Economic Vitality and Trends

- 15a. Average nonfarm income in watershed and percentage change in last 5-10 years  
 📄 GISP - Regional Economic Information  
 🌐📖 Illinois Statistical Abstract, Table 9-3. Nonfarm Personal Income
- 15b. Average gross farm sales and percentage change in last 5-10 years  
 📄🌐📖 USCB - Census of Agriculture - Part 13 - Illinois, Table 4. Net Cash Return From Agricultural Sales, Government Payments, Other Farm-Related Income, Direct Sales, and Commodity Credit Corporation Loans
- 15c. Average farm debt and percentage change in last 5-10 years  
 📄🌐📖 USCB - Census of Agriculture - Part 13 - Illinois, Table 4. Net Cash Return From Agricultural Sales, Government Payments, Other Farm-Related Income, Direct Sales, and Commodity Credit Corporation Loans

<sup>7</sup> Adapted from: US Environmental Protection Agency, Office of Sustainable Ecosystems and Communities, Office of Policy. *Community cultural profiling guide: Understanding a community's sense of place.*

<sup>8</sup> Adapted from: Flora, C.B., and J.L. Flora. 1988. *Guidelines for conducting social assessments.*

- 15d. Percentage of watershed income earned from agricultural-based employment and percentage change in the last 5-10 years  
 GISP - Regional Economic Information  
  Illinois Statistical Abstract, Table 9-4. Farm Income, Table 9-2. Total Personal Income
- 15e. Percentage of farmers with off-farm income and annual percentage change in the last 5-10 years  
   USCB - Census of Agriculture - Part 13 – Illinois, Table 11. Tenure and Characteristics of Operator and Type of Organization
- 15f. Percentage of watershed residents employed in locally owned and operated businesses and annual percentage change in the last 5-10 years  
 Chamber of Commerce  
 Local employment/unemployment offices
- 15g. Average annual income (household or per capita) and percentage change in last 10 years and compared to state average  
 GISP - Regional Economic Information  
  Illinois Statistical Abstract, Table 9-5. Per Capita Personal Income
- 15h. Average annual cost of living  
  Illinois Statistical Abstract, Table 13-1. Consumer Price Index: All Urban Consumers, All Items
- 15i. Average number of hours worked per week  
   USCB - Census of Population - Social and Economic Characteristics, Section 8. Employment, Weekly Earnings, and Weekly Hours (Weekly hours statistics are only available for the state and select statistical areas.)  
 Surveys, Interviews  
 Section IV. E-2
- 15j. Number of people/families on public assistance  
 GISP - Census of Population and Housing  
   USCB - Census of Population - Social and Economic Characteristics - Number 15 – Illinois, Table 148. Income of Households, Families, and Persons  
  Illinois Statistical Abstract - Table 11-18. Aid to Families with Dependent Children (AFDC), Assistance, Cases, and Recipients
- 15k. Average real estate values and annual percentage change  
 GISP - Regional Economic Information - Census of Population and Housing
- 15l. Average real estate taxes paid and annual percentage change  
 IDR - Illinois Property Tax Statistics
- 15m. Average market value of farmland per acre and percentage change in last 5 years  
   USCB - Census of Agriculture - Illinois - Part 13 - Illinois, Table 6. Farms, Land in Farms, Value of Land and Buildings, and Land Use
- 15n. Number of farm acres sold in past year and annual percentage change  
 Local FS, SWCD, NRCS

- 15o. Number of homes sold in past year and annual percentage change  
 GISP - Regional Economic Information  
 Local Realtors Association
- 15p. Number of new homes built in past year and annual percentage change  
 GISP - Census of Population and Housing  
  Illinois Statistical Abstract - Table 15-1. New Privately-Owned Housing Units Authorized (for select statistical areas)
- 15q. Number of business establishments opened during the past year  
 GISP - Regional Economic Information  
 Chamber of Commerce
- 15r. Percentage of businesses that are locally owned  
 Chamber of Commerce
- 15s. Number of business establishments closed during the past year  
 GISP - Regional Economic Information  
 Chamber of Commerce
- 15t. Patronization of local shops, restaurants, and other businesses by local residents  
 Surveys, Interviews  
 Section IV. E-3

## 16. Economic Dependence on Natural Resources

- 16a. Revenue of each extraction company and percentage change in the last 5-10 years  
   USCB - Census of Agriculture - Illinois - Part 13 – Illinois, Table 1.  
 County Summary Highlights
- 16b. Number employed in each extraction company  
   USCB - Census of Agriculture - Illinois - Part 13 – Illinois, Table 1.  
 County Summary Highlights
- 16c. Entrance fee or activity fees at parks, beaches, and other recreation sites  
 Site Records
- 16d. Annual revenue from fees for use of parks, beaches, and other recreation sites and percentage change in the last 5-10 years  
 Site Records
- 16e. Number of people employed by recreation sites and activities  
 Site Records
- 16f. Annual number of fishing and hunting licenses issued and percentage change in the last 5-10 years  
 IDNR Ecosystem Partnership Area Assessment Reports - Part I. Socio-Economic Profile - Outdoor Recreation  
 IDNR - Fish and Wildlife Management

## Political Structures

Information about governmental and political trends in the watershed<sup>9</sup> will indicate how power structures function within your community, how elected and appointed officials in government interact and work with other important players in the community, and the role played by other community members in the political process. This information will also identify political opportunities and obstacles that might relate to the watershed planning effort, such as existing regulations and zoning and government programs.

### 17. Political Structures

17a. Agencies administering relevant regulations

-  City/County Regulatory Board
-  Regional IEPA



17b. Number of times the environment has been an issue in any community election

-  Newspapers, newsletters
-  Surveys, Interviews

17c. Number of times the environment has been an issue at a public hearing

-  Newspapers
-  Public hearing minutes

17d. Percentage of local government expenditures that go to local environmental protection and enhancement

-  City/County Clerk's office - Finance Department

17e. Number of times local government has used regulatory authority to protect the local environment

-  City/County Environmental Manager

17f. Existing agency programs that might affect the watershed effort

-  County or regional SWCD, FS, NRCS offices
-  City/County Environmental Manager

17g. Adequacy of the amount and quality of technical assistance to meet the needs of the community

-  Surveys, Interviews
-  Section IV. B-9, 10, 11

17h. Adequacy of federal and state conservation funding programs to meet the needs of the community

-  Surveys, Interviews
-  Section IV. B-9, 10, 11

<sup>9</sup> Adapted from: US Environmental Protection Agency, Office of Sustainable Ecosystems and Communities, Office of Policy. *Community cultural profiling guide: Understanding a community's sense of place.*

## Landowner Attitudes

An assessment of landowner values and attitudes describes what people know, think, and care about in their community<sup>10</sup>. The watershed planning committee can use this information in developing goals and objectives and in assessing impacts of the watershed management plan. A thorough understanding of these issues will also help you identify potential obstacles that might keep landowners from participating in the implementation of the watershed plan. A survey of landowner values and attitudes should focus on issues such as identification of watershed problems and preferred solutions, income and production concerns, and issues related to government involvement and recreation.



### 18. Landowner Attitudes

#### 18a. Attitudes about natural resource issues

-  Surveys, Interviews
-  Section IV. E-4; F-1

#### 18b. How citizens feel local natural resources should be managed

-  Surveys, Interviews
-  Section IV. B-2, 3, 4, 6; C-6, 7

#### 18c. Attitudes toward involved government agencies (satisfaction, trust)

-  Surveys, Interviews
-  Section IV. B-9, 10, 11

#### 18d. Community's impression of environmental regulations

-  Surveys, Interviews
-  Section IV. B-9; F-1

#### 18e. Community's impression of land-use regulations

-  Surveys, Interviews
-  Section IV. B-9; F-1

#### 18f. Community satisfaction with environmental protection results from government action

-  Surveys, Interviews
-  Section IV. B-9, 10, 11

<sup>10</sup> Adapted from:

US Environmental Protection Agency, Office of Sustainable Ecosystems and Communities, Office of Policy. *Community cultural profiling guide: Understanding a community's sense of place*. Flora, C.B., and J.L. Flora. 1988. *Guidelines for conducting social assessments*.

- 18g. Community's impression of where responsibility lies (local, state, federal, private)  
 👤 Surveys, Interviews  
 📄 Section IV. B-4, 12
- 18h. Types of recreation on private property  
 👤 Surveys, Interviews  
 📄 Section IV. C-8
- 18i. Importance of recreational activities to overall satisfaction and happiness of citizens  
 👤 Surveys, Interviews  
 📄 Section IV. C-1, 2, 3
- 18j. Satisfaction of residents with number and type of recreation areas available  
 👤 Surveys, Interviews  
 📄 Section IV. C-5, 7
- 18k. Percentage of local citizens who rate each cultural and recreational site as attractive, pleasant, and/or unique  
 👤 Surveys, Interviews  
 📄 Section IV. B-13; C-6
- 18l. Residents' perception of the importance of each cultural and recreational site  
 👤 Surveys, Interviews  
 📄 Section IV. B-13; C-1, 2, 3
- 18m. Percentage of citizens who perceive each cultural and recreational site as important to preserve  
 👤 Surveys, Interviews  
 📄 Section IV. B-13; C-1, 2, 3
- 18n. Number of leisure hours per week for owner/operators, absentee, tenant, and non-farm landowners  
 👤 Surveys, Interviews  
 📄 Section IV. A-2; C-1



- 18o. Users' perception of overall quality of each cultural and recreational site  
 👤 Surveys, Interviews  
 📄 Section IV. B-13; C-6, 7
- 18p. Impediments to use of recreation sites (age, lack of interest, distance to recreation sites, safety of recreation sites, lack of time, health, crowdedness, and condition of site)  
 👤 Surveys, Interviews  
 📄 Section IV. C-7

## Education and Communication Outreach

Education and public outreach are essential components of the watershed planning process. Groups that are able to reach, inform, and involve a broad cross-section of landowners ultimately will be most successful in addressing watershed concerns and in keeping and bringing new people into the planning process. Many watershed groups recruit volunteers to lead efforts in outreach and public education. However without prior experience, it can be difficult for citizen volunteers to design and deliver educational and motivational messages.

A more effective educational campaign can be launched when the committee understands the community's current perceptions and knowledge of watershed issues and conservation practices. You may even look to recruit local professionals or volunteers with experience in developing an environmental curriculum or other outreach materials. You will also want to determine the most effective modes of spreading your message and the feasibility of using local media sources and community events to promote watershed protection efforts and provide environmental awareness information.

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### 19. Current Level of Knowledge in Watershed

- 19a. Knowledge of watershed term, concept, boundary
  -  Surveys and Interviews
- 19b. Awareness of watershed planning effort
  -  Surveys and Interviews
- 19c. Perception of the quality of the watershed (water quality, water quantity, habitat, soil, air)
  -  Surveys and Interviews
  -  Section B-2, 5, 6, 8; C-6; H-1
- 19d. Who citizens believe should be held accountable for these problems
  -  Surveys and Interviews
  -  Section IV. B-3, 4, 12
- 19e. Knowledge and misconceptions of specific conservation practices
  -  Surveys and Interviews

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### 20. Preferred Delivery Methods for Receiving Watershed Information

- 20a. Hours per week listen to local radio news or talk program
  -  Surveys, Interviews
- 20b. Hours per week watch local television news broadcast
  -  Surveys, Interviews
- 20c. Receive and read special interest newsletters
  -  Surveys, Interviews
  - Section IV. I-1

- 20d. Opportunities available to learn about the environment (nature centers, park programs, sponsored lectures, school programs)  
 Environmental Groups, Park Districts
- 20e. Annual community cultural events (arts and crafts, musical, county fair)  
 Chamber of Commerce
- 20f. Percentage of residents with internet access  
 Surveys, Interviews
- 20g. Number of residents who would like to receive watershed information via the internet  
 Surveys, Interviews  
 Section IV. I-1

### Six Steps to Conducting a Social Profile

Step 1

Determine Purpose and Scope

Step 2

Select Indicators

Step 3

Select Data Collection Methods

Step 4

Collect Data

Step 5

Analyze Data

Step 6

Report Findings

Step 3

### Step 3: Selecting Data Collection Methods

#### Outcomes for Step 3:

- **Determine optimal data collection methods** (through surveys or studies, or by reviewing existing data, or both).

Examples:

*"We will use the following data sources for Land-Use Trends: Illinois Critical Trends Assessment and the U.S. Census of Agriculture."*

*"We will use the following data sources for Community Capacity: Community Government Offices, U.S. Census of Population, and an original mail survey."*

*"We will use the following data sources for Economic Vitality: Illinois Statistical Abstract and U.S. Census of Agriculture."*

*"We will use the following data sources for Landowner Attitudes: an original mail survey with results substantiated with personal interviews."*

In this step, you determine the appropriate methods for conducting the social profile. Currently, social data does not exist at a watershed scale, although we hope to see mapping of social data on geographical information systems in the future. For now, you will need to rely on community data for larger towns in your watershed and on county level data. A county is the smallest unit of government in most U.S. states where all state, federal, and census data are reported. Most census data, including vital statistics, are available at the county and municipal level and sometimes even for villages and townships. In the case of watershed management, the analysis also will include data collected from individuals or households, formal groups, and the community. Any one or all of these units of analysis could be relevant to various aspects of the social profile.



### Primary Data

Social profiles usually depend on both primary and secondary data. Primary data are generated and compiled by administering an original study, such as interviews, surveys, or focus groups. These types of data are designed to address a specific issue or information need that is not found in existing sources. Surveys are used to gather primary data about attitudes, beliefs, intentions, and behaviors. This method is unique in that it is the only information-gathering technique, other than talking to every single community member, that has the potential of representing all people in an area. In this respect a survey is a relatively inexpensive way to gather information from a large number of people in a short period of time. (Please refer to page 37 and Section IV for additional discussion on survey techniques and sample survey questions.)



A focus group consists of an interview with about a dozen people about a single topic. A moderator facilitates the focus group meeting and leads the discussion without influencing the responses. To be effective, the facilitator must be unbiased and trained in focus group techniques. Sometimes the discussion may be difficult to control and analyze, and the results cannot be extrapolated to the entire population. However, focus groups can be used successfully during the initial scoping phase to define issues of concern. They also are an effective method to substantiate and clarify results from mail surveys or telephone interviews.<sup>11</sup>

<sup>11</sup> Recommended source: Krueger, R.A., King, J.A., and Morgan, D.L. 1998. *Focus Group Kit*. Sage Publications.

### Secondary Data

*Secondary data* come from information sources that already exist, such as statistical abstracts, state reports, historical studies, and other published literature. Secondary data are usually available at minimal cost and effort, and information covers a broad spectrum of subjects that might be difficult to collect directly. However, the data found on a topic may be overwhelming, not restrictive enough to apply to local communities, or the documents or studies may not be current. Secondary sources should be evaluated just as primary data are examined, and the information should be corroborated by using as many sources as feasible, given time and resources.

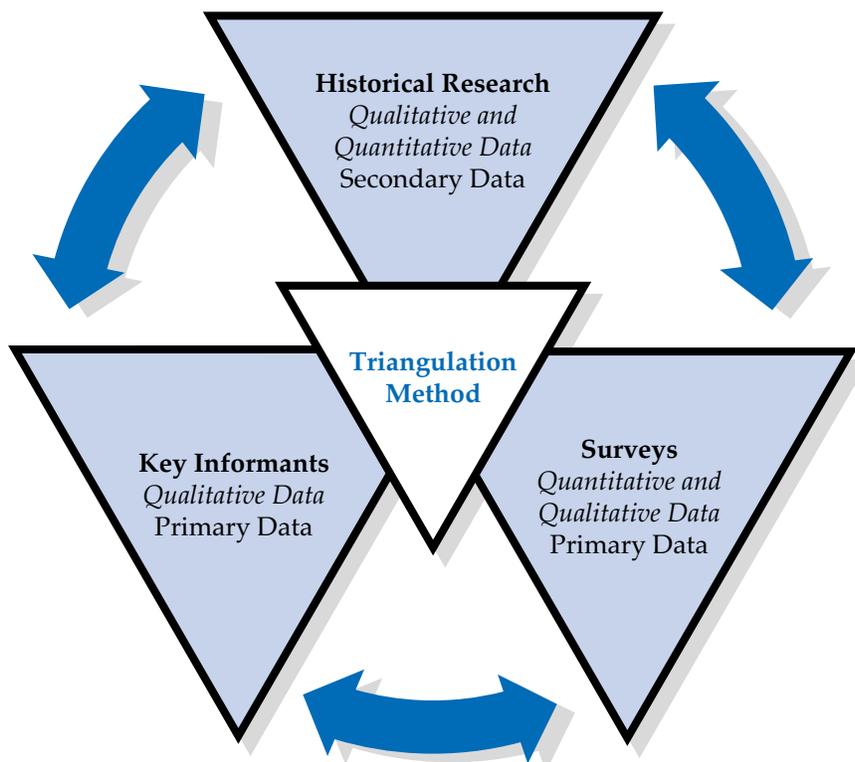


Recognizing the imperfections in each data collection method, social sciences research methodology recommends using a triangulation approach to cross-check gathered data (see accompanying diagram). Data validity is increased when you verify one set of data against data from another collection method. For example, the *triangulation approach* should be applied when conducting telephone or mail surveys. Because survey results usually are based on a sample of the population and responses sometimes can be skewed toward certain types of individuals, it is recommended that focus groups or interviews with key informants be conducted to corroborate and complement the survey findings. However, some data will be

available only through one collection method. As long as one data source is not heavily relied upon, gathering from a mixed approach should ensure balanced results.

The data you collect can be recorded either quantitatively or qualitatively. Quantitative data consist of numerical scales that may be analyzed through the use of statistical techniques. Qualitative data are typically verbal or written descriptive accounts of an issue. Qualitative data are analyzed by looking for themes or reoccurring issues in the data. A researcher summarizes these themes and then may collaborate with the watershed planning committee to interpret the meaning of the themes or data.

### Triangulation Method for Cross-Checking Data



### Survey Methodology

The following information will help you conduct a mail survey in your watershed, but it is not intended to be a complete guide to survey methodology. It is essential that your group consult with your USDA NRCS state office, University Extension offices, local community college or university staff who are familiar with survey techniques.



While preparing the social profile for your watershed, you'll find that some data, especially information about citizen attitudes, does not exist in available sources. For this reason, your planning committee may select to use survey methods to gather additional information specific to your watershed. The most commonly used survey methods are person-to-person interviews, mail questionnaires, and telephone surveys. Most surveys are conducted on small groups of people, which can act as a sample of the total population. However, a survey can also be administered to everyone in a community, thus providing each person with an opportunity to express themselves. For watershed groups dealing with low participation rates at public meetings, administering a survey could serve as a means to define watershed problems and goals and to educate citizens about the watershed.

Although surveys are commonly used tools, they are difficult to develop and implement successfully. Poorly designed surveys may not identify underlying attitudes, may yield inaccurate results, and may also antagonize survey recipients. Therefore, it is essential that your group consult with agency, county extension, or university staff who can assist you with determining your sample size, compiling a mailing list, designing the questionnaire, and using techniques that promote a higher response rate. Surveys are often costly and time consuming, but if done well, they can be an effective method of collecting information. You also may wish to consult books<sup>12</sup> on the topic. An excellent resource is *How to Conduct Your Own Survey*, by Priscilla A. Salant and Don A. Dillman. This book is written for people with no formal survey training and covers topics such as choosing a survey method, selecting a sample, writing good questions, questionnaire design, and analyzing and reporting results.

Section IV of this workbook provides sample cover letters and survey questions that have been designed for use by watershed groups. These questions have been used and tested in prior survey research; thus it is best not to significantly alter the individual questions. Following each question is an explanation of how your watershed committee can use the results. In most cases, it will not be necessary to use all of the provided questions in your survey. Depending on the circumstances in your watershed, your committee may select questions of interest and assemble a unique questionnaire for your watershed. However, an expert should be consulted to assist with the overall questionnaire design and the ordering and arrangement of questions. Although we are providing you with questions to use in your watershed survey, we wish to underscore the importance of familiarizing yourself with survey methodology before you begin. The questions alone are not sufficient for an accurate accounting of opinions. The proper methods must be employed to yield accurate responses to your survey.

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<sup>12</sup> Recommended sources:

Dillman, Don A., and Priscilla Salant. 1994. *How to conduct your own survey*. New York: John Wiley & Sons, Inc.

*Guidebook: Information gathering techniques*. 1994. National Association of Conservation Districts in Cooperation with National Association of State Conservation Agencies, USDA Natural Resources Conservation Service.

The results of your mail survey will be most reliable when combined with another method (such as focus groups or personal or telephone interviews) that provides an interactive response and information from residents who did not respond to the mail survey. For a general landowner survey, a response rate between 40 and 80 percent is normal. However, for response rates under 70 percent, you will want to randomly contact a sampling of non-respondents from the mail survey to determine if they hold different opinions from those who initially responded to the survey. The non-respondents may hold different views that, if not accounted for, could lead to a bias in your survey results. Surveying of non-respondents could be done through telephone interviews that ask most of the same questions as the mail survey.

Along with your data collected from secondary sources, your survey data can serve as a baseline description of your watershed. Surveys can be re-administered later in time to measure changes in social parameters and attitudes. Keep in mind that you don't have to gather all the needed survey data with one survey, particularly if resources won't allow doing so. Multiple succinct surveys may ultimately be more effective than one comprehensive survey.

### Six Steps to Conducting a Social Profile

Step 1

Determine Purpose and Scope

Step 2

Select Indicators

Step 3

Select Data Collection Methods

Step 4

Collect Data

Step 5

Analyze Data

Step 6

Report Findings

### Step 4: Collecting Data

#### Outcomes for Step 4:

- **Plan how data will be collected** (its organization, format, etc.).
- **Assign responsibility** to each committee member for collecting data from secondary sources.
- **Set a tentative timeline**, with specific deadlines and task assignments, for completing the social profile process.
- **Prepare and complete surveys or studies** (if these data collection methods were chosen in Step 3).

Once the purpose of the profile is clear and the data collection methods are identified and developed, the data collection process begins. Be sure that appropriate steps are taken to eliminate any suggestion of bias or invalid results. Bias can occur when you rely too heavily on one source

of data, such as a personal interview with one landowner, or on published guides that support an organization's agenda. To avoid bias in interviews and mail or telephone surveys, consult resources that specifically describe the process necessary for each methodology. (Please refer to the previous Step.)

As you begin to collect and assess social data pertinent to your watershed, it is important to consider the following aspects of data collection: allotting adequate time to locate data, using the most effective research tools, planning data collection trips, and assessing trustworthiness of data sources. Emphasis on these factors can help your watershed planning committee col-

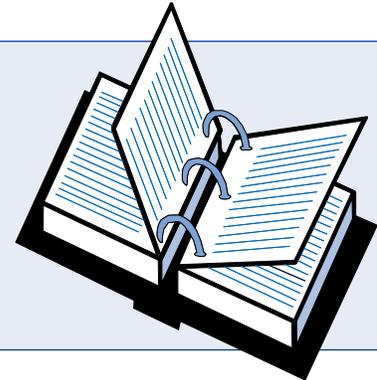
lect the highest quality data available on the communities in your watershed and limit the frustration associated with data collection. The collection of quality social data is an integral part of your watershed planning committee's responsibility for understanding the watershed's identity, communicating the needs and interests of the watershed, and making better decisions in the best interest of communities in the watershed.

## Set a Tentative Timeline

Before you begin to collect and assess social data pertinent to your watershed, it is important to develop a timeline for completing the social profile. Spend some time to determine which social issues you will address; how much time you will spend researching each one; who will collect the data; and how much time is needed to analyze the data and prepare a written report. Create a schedule with specific dates for completing each step, and reevaluate and modify the schedule as you move through the social profile process. It may not always be practical to complete a full social profile at once. You may wish to create a timeline that prioritizes what information is needed when. The timeline can span over several phases of data collection as volunteers and financial resources become available.

### Time

- Plan ahead
- Allow enough time
- Set limits on pursuing a piece of data
- Dead ends are a natural part of the data collection process



Collecting social data for your watershed's social profile can be a time-consuming and tedious process. Therefore, *patience is essential* for effective social data collection. At times, you should expect to feel frustrated by the amount of time it takes to track down an essential piece of data. As with most long-term projects, a little planning and forethought can save a lot of time and frustration. Consult your watershed planning committee, and perhaps your local reference librarian, to formulate a plan for collecting your social profile data in a timely and efficient fashion. Prioritize social profile data collection with respect to real and perceived needs of the watershed planning committee. (Refer to your outcomes from Steps 1, 2, and 3. This is where much of this planning needs to take place.)

At times you will find it necessary to order information or documents from distant places. Identify early what kinds of data will need to be ordered and allow enough time for their delivery. Keep a list of information and documents that must be ordered and waste no time ordering them. Use this list to track information that has not been received so you can follow up at regular intervals.

There will be times when you may spend a half hour, an hour, or perhaps longer searching for one piece of data. If this sounds unreasonable to you, set a limit for how much time you are willing to spend searching for a particular piece of data. Once you reach that limit, begin searching for other data that you need; you may stumble across the elusive piece of data while pursuing other necessary information.

The availability of data varies by geographic region, population size, or, in other words, by demand for the data. You may be searching for a particular type of data and then suddenly

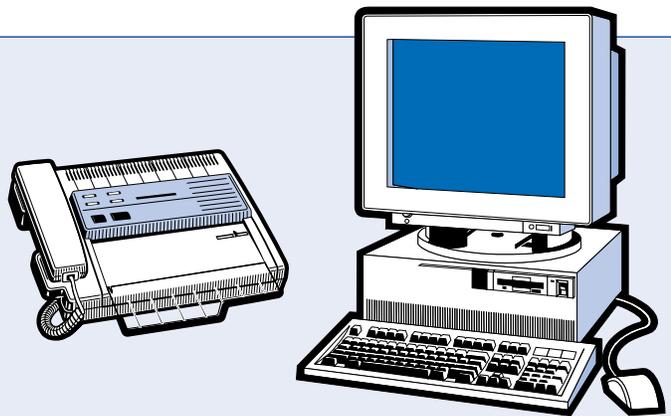
realize that it does not exist for your geographic area or community. Understand that such dead ends are a natural part of the data collection process. The value of finding dead ends in collecting data for watershed planning is this: knowing which data are not available is as important as knowing which data is available. Recognizing a “gap” in social data begins with a need for data and ends with knowing that the data does not exist. Consider approaching state agencies or universities to fill such gaps in information.

## Tools

With any job, the right tools can make all the difference in the quality of the job. It’s no different for social data collection, where the right tools can reduce frustration and improve the quality of the end results. Some tools may be more beneficial than others, but here’s a list that will likely help.

### Tools

- Telephone and answering machine
- Fax machine
- Computer with internet access
- Adobe Acrobat software
- Printer and printer paper
- “Profile partner”
- Change for photocopying machines



- **Maps.** Maps can be important data sources. Your group should obtain a 1:100,000 USGS map of the watershed to see the big picture and cut and paste together 1:24,000 USGS maps to see the details.
- **Portable Document File (PDF).** Most data sets available on the internet are stored as “PDF” (Portable Document Format) files. If you plan to collect data from the internet, which is often the quickest and most convenient approach to collecting data, it is essential to have Adobe Acrobat software loaded onto your computer so you can access and read PDF files. You may download Adobe Acrobat Reader software free from this web site: <http://www.adobe.com/products/acrobat/readstep.html>
- **Profile Partner.** Having a profile partner during the social profile data collection process can be beneficial in a variety of ways. At times, you may find it necessary and efficient to “divide and conquer” during your search for information. Many times it is convenient for one person to read the data (say, from government documents) while the other person records. Also when using the internet to search for data there is a tendency to spend a lot of time exploring a particular internet site or wandering to other sites. A profile partner can help limit the degree of “wandering” and keep the search focused on finding the particular information or indicator of interest. A compatible profile partner can also provide stress relief during the tough times or doldrums of the data collection process. Select a compatible partner that will help you get the job done, otherwise a profile partner can be an additional source of stress.

More advanced tools:

- **Hardware and software to view and use data sets in Geographic Information Systems (GIS).** In the past, “hardware” meant obtaining an expensive Sun Microsystems work station, and “software” meant purchasing a license to use the complex “ArcView” software. GIS software now can run very well on a Pentium III processor, and less expensive and easier-to-use software such as MapInfo and Maptitude are now available. Contact state agencies or university staff to understand the feasibility of obtaining and using such tools.

## Trips

The internet can reduce the number of places you must travel to obtain social profile data. However, for those who do not have access to the internet or prefer not to use the internet, or for the times when data is simply not available via the internet, it becomes necessary to travel to where social data is stored. Fortunately, much of the data can be found at local offices and agencies. But more than likely it will be necessary to travel some distance to gather data. Plan on making a few day trips during the social profile data collection process. And be sure to plan ahead. Call the offices or agencies and find out where they are located, where the data is stored, their hours of operations, and verify that they have the information you require.

### Trips

- University, college, or junior college libraries
- SWCD and NRCS offices
- FSA or IFB offices
- Chambers of Commerce
- Municipal or county offices (e.g., County Clerk’s Office)
- State Departments of Natural Resources or Environmental Protection
- State Scientific surveys: Geological Survey, Natural History Survey, Water Survey, and Waste Management Resources Center



## Trustworthiness: Is the Social Profile Data Credible and Relevant to Our Goals and Objectives?

Your social profile is only as good as the data upon which it is built. “Is this data trustworthy?” is a question that should be asked at all times during data collection. In terms of social data, what does “trustworthiness” mean? First, it means that the data is *credible*, that it accurately reflects the conditions of the populations from which it was collected. In most cases, as with most census data, the accuracy of data is difficult to control (however, data collection agencies give detailed descriptions as to how the data was collected, offering a chance for the accuracy of the data to be judged). But judging the trustworthiness of data also means that you must determine that the data is *relevant* for its intended use: planning the future of your watershed. Persons collecting data for watershed planning committees do have a degree of control in monitoring the appropriateness of social data.

*Trustworthiness (For Secondary Data Sources)*

- How was the data collected?
- For what purpose was it collected?
- When was the data collected?
- Who collected the data?
- How will the data aid in identifying and addressing issues in our watershed?
- Is this data in a format that can be used for our purposes?
- Can I contact the original collector of the data if I need more information?
- What if the data I need does not exist?

**Data Collection Worksheets**

Use the following worksheets to organize the data as you collect it and to help ensure consistency in how various members of your data collection team record their findings. You may wish to develop other forms to facilitate accurate, complete, and consistent data collection. (If you have internet access, you may use this workbook's web-based tools to print these worksheets. See page iv for details.)





1f. Local groups that are active in community affairs

- Chamber of Commerce, Local Office of Community Development
- Phone Book
- Interviews

Civic \_\_\_\_\_

Economic or Business \_\_\_\_\_

Environmental \_\_\_\_\_

Historical or Preservation \_\_\_\_\_

Neighborhood \_\_\_\_\_

Recreation or Hobby \_\_\_\_\_

Religious \_\_\_\_\_

Youth or Seniors \_\_\_\_\_

Other \_\_\_\_\_

1g. Key government decision-makers and active agencies in the watershed

- Carroll's County and Municipal Directories
- Phone Book
- Interviews

Conservation Districts \_\_\_\_\_

County Board \_\_\_\_\_

Economic Development Office \_\_\_\_\_

Federal Offices – Natural Resources, Environmental, Agricultural \_\_\_\_\_

Mayor's Office / City Manager \_\_\_\_\_

Parks and Recreation Departments \_\_\_\_\_

Planning Boards \_\_\_\_\_

Pollution Control \_\_\_\_\_

State Offices – Natural Resources, Environmental, Agricultural \_\_\_\_\_

Tourism Office \_\_\_\_\_

## Minimum Data Set

### 2. How Do Residents Earn Their Livelihood?



- 2a. Number of family farms and percentage change in last 5-10 years  
 USCB - Census of Agriculture – Illinois Table 11. Tenure and Characteristics of Operator and Type of Organization
- \_\_\_\_\_ Family Farms in Watershed
- \_\_\_\_\_ % Change in Last 5-10 Years
- 2b. Number of corporate farms and percentage change in last 5-10 years  
 USCB - Census of Agriculture – Illinois Table 11. Tenure and Characteristics of Operator and Type of Organization
- \_\_\_\_\_ Corporate Farms in Watershed
- \_\_\_\_\_ % Change in Last 5-10 Years
- 2c. Average farm income in watershed and percentage change in last 5-10 years  
 USCB - Census of Agriculture - Part 13 – Illinois, Table 1. County Summary Highlights
- \_\_\_\_\_ Average Annual Farm Income
- \_\_\_\_\_ % Change in Last 5-10 Years
- 2d. Percentage of watershed income earned from government employment and percentage change in the last 5-10 years  
 GISP - Regional Economic Information  
 Illinois Statistical Abstract, Table 7-19. Government and Government Enterprises Employment, Table 7-2. Total Employment
- \_\_\_\_\_ % Watershed Income Earned from Government Employment
- \_\_\_\_\_ % Change in Last 5-10 Years
- 2e. Percentage of watershed income earned from industrial employment and percentage change in the last 5-10 years  
 GISP - Regional Economic Information  
 Illinois Statistical Abstract, Tables in Section 7 - Employment by Industry, Table 7-2. Total Employment to calculate percentage
- \_\_\_\_\_ % Watershed Income Earned from Industrial Employment
- \_\_\_\_\_ % Change in Last 5-10 Years



2f. Percentage of watershed residents who worked outside of watershed and percentage change in the last 5-10 years

- Regional Planning Commission
- Surveys, Interviews
- Section IV. E-1

\_\_\_\_\_ % of Watershed Residents Who Worked Outside of Watershed

\_\_\_\_\_ % Change in Last 5-10 Years

2g. Ten largest employers in watershed and number employed at each

- GISP - Regional Economic Information
- Chamber of Commerce

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2h. Percentage of community employment by ten largest employers

- GISP - Regional Economic Information
- Chamber of Commerce

\_\_\_\_\_ % of Community Employed at the Ten Largest Employers

2i. Average community unemployment rate and annual percentage change in last 10 years

- USCB - USA Counties
- Illinois Statistical Abstract, Table 6-3. Unemployment Rates by County

\_\_\_\_\_ Average Unemployment Rate

\_\_\_\_\_ % Change in Last 5-10 Years

2j. Number and percentage of community population below the poverty level

- USCB - USA Counties
- Illinois Statistical Abstract, Table 1-8 Poverty Status

\_\_\_\_\_ Number and Percentage Below Poverty Level

2k. Property tax base and annual percentage change

- IDR - Illinois Property Tax Statistics

\_\_\_\_\_ Property Tax Base

\_\_\_\_\_ % Change in Last 5-10 Years

- 2l. Number of new full-time jobs created in past year and annual percentage change

 GISP - Regional Economic Information

\_\_\_\_\_ Number of New Full-Time Jobs

\_\_\_\_\_ % Change in Last 5-10 Years

- 2m. Number of new temporary jobs created in past year and annual percentage change

 GISP - Regional Economic Information

\_\_\_\_\_ Number of New Temporary Jobs

\_\_\_\_\_ % Change in Last 5-10 Years



## Minimum Data Set

### 3. How Do Residents Use and Impact the Natural Resources of the Watershed?

- 3a. Percentage of time spent in outdoor activities (gardening, fishing, hunting, running, walking for exercise, hiking, boating, camping, biking, snowmobiles, golfing, team sports)

 Surveys, Interviews

 Section IV. C-1, 2

\_\_\_\_\_ % of Time Spent in Outdoor Activities

- 3b. Number of acres and percentage of land in row crops

 IDNR Illinois Critical Trends Assessment Land Cover Database

 NRCS Illinois Natural Resources Inventory - Broad cover / Land use by county

 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Row Crops

\_\_\_\_\_ Percentage of Land in Row Crops

- 3c. Number of acres and percentage of land in livestock

 IDNR Illinois Critical Trends Assessment Land Cover Database

 NRCS Illinois Natural Resources Inventory - Broad cover / Land use by county

 IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Livestock

\_\_\_\_\_ Percentage of Land in Livestock



3d. Percentage of land in forest

- IDNR Illinois Critical Trends Assessment Land Cover Database
- NRCS Illinois Natural Resources Inventory - Broad cover/ Land use by county
- IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Forest

\_\_\_\_\_ Percentage of Land in Forest

3e. Percentage of land in prairie

- IDNR Illinois Critical Trends Assessment Land Cover Database
- NRCS Illinois Natural Resources Inventory - Broad cover/ Land use by county
- IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Prairie

\_\_\_\_\_ Percentage of Land in Prairie

3f. Percentage of land in wetlands

- IDNR Illinois Critical Trends Assessment Land Cover Database
- NRCS Illinois Natural Resources Inventory - Broad cover/ Land use by county
- IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Wetlands

\_\_\_\_\_ Percentage of Land in Wetlands

3g. Percentage of land in riparian cover

- IDNR Illinois Critical Trends Assessment Land Cover Database
- NRCS Illinois Natural Resources Inventory - Broad cover/ Land use by county
- IDNR Ecosystem Partnership Assessment Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Riparian Cover

\_\_\_\_\_ Percentage of Land in Riparian Cover

3h. Percentage of land in industrial uses

- IDNR Illinois Critical Trends Assessment Land Cover Database
- IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Industrial Uses

\_\_\_\_\_ Percentage of Land in Industrial Uses

## 3i. Percentage of land in urban uses

-  IDNR Illinois Critical Trends Assessment Land Cover Database
-  NRCS Illinois Natural Resources Inventory - Broad cover/ Land use by county
-  IDNR Ecosystem Partnership Assessment Area Reports - Volume 1 – Geology

\_\_\_\_\_ Number of Acres in Urban Uses

\_\_\_\_\_ Percentage of Land in Urban Uses

## 3j. Percentage of eligible land enrolled in conservation programs such as CRP

-  NRCS Local/State offices
-  FSA Conservation - Conservation Reserve Program, CRP Reports

\_\_\_\_\_ % Eligible Land Enrolled in Conservation Programs

## 3k. Total acres enrolled in conservation programs such as CRP and CREP

-    USCB – Census of Agriculture – Illinois, Table 6. Farms, Land in Farms, Value of Land and Buildings and Land Use

\_\_\_\_\_ Number of Acres Enrolled in Conservation Programs

## 3l. Number of farms enrolled in CRP

-    USCB – Census of Agriculture – Illinois, State Annual Summary

\_\_\_\_\_ Number of Farms Enrolled in CRP

## 3m. Number of fish and/or swimming advisories in the past year and percentage change in the last 5-10 years

-  Local Water Company
-  IEPA Regional offices
-  IDPH Regional offices

\_\_\_\_\_ Number of Fish and/or Swimming Advisories

\_\_\_\_\_ % Change in Last 5-10 Years

## 3n. Prairie, forest, and wetlands converted to other uses annually and percentage change in last 5-10 years

-  NRCS/SWCD Regional offices

\_\_\_\_\_ Acres Converted

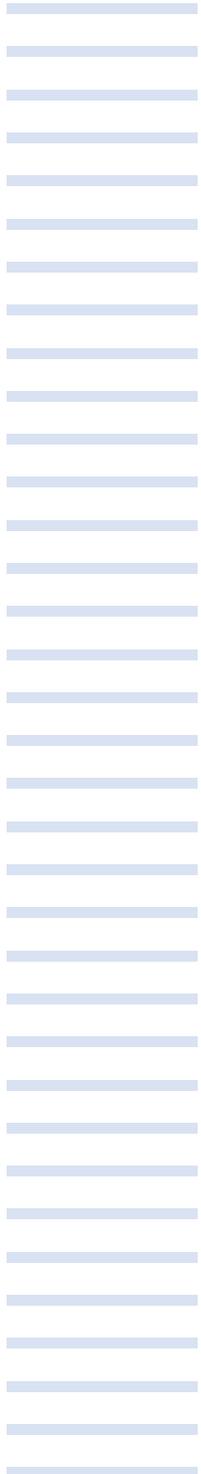
\_\_\_\_\_ % Change in Last 5-10 Years

## 3o. Agricultural land converted to development annually and percentage change in last 5-10 years

-  NRCS/SWCD Regional offices

\_\_\_\_\_ Acres Converted

\_\_\_\_\_ % Change in Last 5-10 Years





3p. Annual approval for rezoning from rural to urban use or percentage of impervious surfaces and percentage change in last 5-10 years

Regional Zoning/Planning Commission

\_\_\_\_\_ Acres Rezoned

\_\_\_\_\_ Amount of Impervious Surface

\_\_\_\_\_ % Change in Last 5-10 Years

3q. Percentage of natural areas that are not in protected status and percentage change in last 5-10 years

INHS Natural Areas Inventory

\_\_\_\_\_ % Natural Areas Not Protected

\_\_\_\_\_ % Change in Last 5-10 Years

3r. Number of extraction companies [mining, fisheries, farming, forestry, heavy water use (processors, breweries)]

USCB - Census of Agriculture - Illinois - Part 13 – Illinois, Table 1.  
County Summary Highlights

\_\_\_\_\_ Extraction Companies

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### Minimum Data Set

#### 4. How Do the Conditions of the Natural Resources Impact Residents?

4a. Annual revenue and/or employment in local outdoor recreation businesses (e.g., boat rentals, bait shops, nature guides, hunting lodges/leases, cross-country skiing, horse stables, resorts)

GISP - Population and Housing

Illinois Statistical Abstract - Table 28 - Parks and Recreation

\_\_\_\_\_ Annual Revenue and/or Employment in Outdoor Recreation

4b. Ambient air odor problems and location

City, County Regulatory Board

Regional IEPA

\_\_\_\_\_  
\_\_\_\_\_

4c. Number of days with high particulate matter in air

City, County Regulatory Board

Regional IEPA

Regional IDH

\_\_\_\_\_ Days With High Particulate Matter





### Minimum Data Set

#### 6. What Are Residents' Opinions About the Proposed Watershed Management Plan?

6a. Attitudes of nongovernment decision-makers and local leaders about the watershed effort

- Surveys, Interviews
- Section IV. G-1, 2, 3, 4, 5

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6b. Percentage of landowners who have participated in a government-sponsored conservation program

- SWCD, FS, NRCS local offices
- Surveys, Interviews
- Section IV. D-1, 4

\_\_\_\_\_ % Participated in Conservation Program

6c. Number and percentage of watershed landowners with an approved conservation plan

- SWCD, FS, NRCS local offices
- Surveys, Interviews
- Section IV. D-4

\_\_\_\_\_ Number of Landowners with an Approved Conservation Plan

\_\_\_\_\_ Percentage of Landowners with an Approved Conservation Plan

6d. Conflicts between the watershed management plan and existing local or county comprehensive plans

- City/County Zoning or Planning Boards

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6e. Regulations having implications for watershed management

- City/County Regulatory Board
- Regional IEPA

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### Additional Indicators

Indicator \_\_\_\_\_  
\_\_\_\_\_

Data Source \_\_\_\_\_  
\_\_\_\_\_

Data \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Indicator \_\_\_\_\_  
\_\_\_\_\_

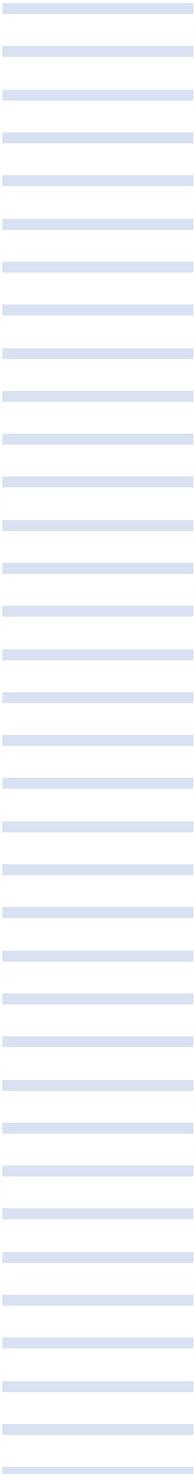
Data Source \_\_\_\_\_  
\_\_\_\_\_

Data \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Indicator \_\_\_\_\_  
\_\_\_\_\_

Data Source \_\_\_\_\_  
\_\_\_\_\_

Data \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## 5 Step

### Step 5: Analyzing Data

#### Outcomes for Step 5:

- Analyze and interpret data.

Data analysis follows the collection stage. It is important to note that the analysis of data should be closely connected with the overall purpose and scope of the profile. The data should relate to and answer the social issues questions identified in Step 1. If statistical comparisons or inferences are to be made, a consultant familiar with statistical techniques should review the results. Agency or County Extension personnel or university researchers serving on a technical advisory committee could be utilized for this purpose.

### Selective Interpretation

Once the indicator data is found, questions about its interpretation should arise. You may wonder if the data has a positive or negative meaning. For example, you may ask how many employment types in the community determines a diverse economy; or does this level of citizen involvement mean that our community will be able to support a watershed effort? Comparing your data to state and national averages might be interesting, but it is not going to help you answer these questions. When information about a variety of conditions is combined to form a social profile, each community becomes unique and beyond comparison. In essence, you will rely on your own subjective interpretation of the indicator data and create your own unique standard of comparison, based on your personal familiarity with your community and the goals and values in your community. The more involved the watershed manager and committee are in the creation of the profile, the more their expertise can contribute to analysis and interpretation of the data as either positive or negative.



### Six Steps to Conducting a Social Profile

- 1 Step Determine Purpose and Scope
- 2 Step Select Indicators
- 3 Step Select Data Collection Methods
- 4 Step Collect Data
- 5 Step Analyze Data
- 6 Step Report Findings

## Trends

Another strategy might be to focus on trends. Declining or growing trends in land use, community capacity, and economic vitality often can be interpreted easily as good or bad depending on community values and goals. Classifying landowner attitudes as positive, neutral, or negative is part of the questioning process itself. Most survey questions ask the respondents to summarize and express their opinions on a positive-negative attitudinal scale that, again, is interpreted easily as good or bad, depending on community values and goals.

At this point it is good to recall the purpose and scope of your social profile. The purpose of your profile and your collected data is to provide a snapshot of current conditions and issues in the community that will help the watershed committee identify stakeholders; identify issues and concerns that are to be addressed in the plan or planning process; and identify strategies for implementing the plan.

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## Survey Analysis

You should also consult with your survey professional when it is time to analyze and interpret your survey results. Depending on the size of your questionnaire and sample, it may be necessary to use specially designed computer software for this task. For smaller samples and for those proficient with basic spreadsheet software, programs such as *Microsoft Excel* may suffice. Using programs such as *Excel*, however, will require special attention to detail in setting up your worksheets and entering your data. On the *Tools* menu, *Excel* provides *Data Analysis* options that perform basic statistical analyses. The data analysis options are available by loading the *Analysis ToolPak* from the program disk. Again, you should be familiar with each statistic to determine what is the best way to analyze and represent your data.

In most cases, you will want to know the mean response and standard deviation for each question. However, the mean alone often does not tell the whole story. A mean can be derived from several different response patterns. For example, identical means can result when most respondents answer the same way or also when respondents reply equally to opposite extremes. So although the same mean resulted, the former pattern indicates an agreement on the issue while the later response pattern indicates a division in opinion on the issue. For this reason, you also will want to report the percentage of respondents who replied to each response category (i.e., the percentages of respondents who answered each question positively, negatively, and neutral). Sometimes you may also want to compare the reply of one type of respondent to another type of respondent. In this case, your consultant can help you determine if this is feasible based on the sample size of each respondent type and can help you determine which statistic to use to make the comparison.

If you have internet access, you may use this workbook's web-based tools to collect your survey data and perform simple statistical analyses on the survey results. See page iv for details.



## Step 6: Reporting Findings

### Outcomes for Step 6:

- Prepare written summaries of the data collected.

A summary of your data and analysis usually can suffice as the *human or social dimensions* section of your watershed management plan. Be sure to include all information that your funding agency specifically requires and follow formatting guidelines. Generally, the most effective way to present the social profile is through the use of appropriate tables and figures accompanied by a narrative. The narrative should describe the information depicted in the tables, graphs, and figures of the social profile and should relate the meaning of this data to the social issues that you identified in Step 1. This part of the narrative should be objective and factual in tone and interpretation. If the management plan will be your long-term recording or “storage” device for this data, you will need to be as thorough as possible and include all raw data in tables or charts. This information can later serve as benchmark or baseline data against which you can compare future conditions.

### Six Steps to Conducting a Social Profile

Step 1

Determine  
Purpose and Scope

Step 2

Select Indicators

Step 3

Select Data  
Collection Methods

Step 4

Collect Data

Step 5

Analyze Data

Step 6

Report Findings





# Section **III**

## Data Source Locations

Data Icon	Data Sources
	Published sources
	Local records
	Web site
	CD-ROM
	Surveys or interviews
	Survey question provided in Section IV

### CARROLL'S COUNTY AND MUNICIPAL DIRECTORIES

 Public Libraries

 UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL 61801 – 200D Library (Main Library Building)  
<http://www.library.uiuc.edu/doc/>

### COUNTY PLAT BOOKS

 ISGS Geographic Records Unit: (217)244-2499

 UIUC Map and Geography Library: (217)333-0827; 1408 West Gregory Drive, Urbana, IL, 61801 - 418 Library (main library building);  
<http://www.library.uiuc.edu/max/default.asp>

 County SWCD and NRCS Offices

### FEMA - FEDERAL EMERGENCY MANAGEMENT AGENCY

 <http://www.fema.gov/Reg-V/index.htm>

For Economic value of property loss due to flood events, contact:  
FEMA Regional Partner:

Michael Chamnes  
 Director, Illinois Emergency Management Agency  
 110 East Adams Street, Springfield, IL 62701  
 (217)782-2700; <http://www.state.il.us/iema/>

### **FSA - FARM SERVICE AGENCY**

-  <http://www.fsa.usda.gov/pas/default.asp>  
 For “Percentage of eligible land enrolled in conservation programs such as CRP”
- Single-click on “Conservation Programs”
  - Single-click on “Summary of acreage by land eligibility category by program years XXXX”
  - Single-click on “Illinois”
- For “Total acres enrolled in conservation programs such as CRP and CREP”
- Single-click on “Conservation Programs”
  - Single-click on “Practice Summary for Active CREP Contracts by Program Year XXXX”
  - Single-click on “Illinois”

### **GISP - GOVERNMENT INFORMATION SHARING PROJECT**

 <http://govinfo.kerr.orst.edu/index.html>

- For each of the databases at this site,
- Single-click on the logo of the database of interest
  - On the U.S. map, single-click on the State of Illinois
  - Select the location (County or Municipality of interest)
    - CENSUS OF POPULATION AND HOUSING
    - REGIONAL ECONOMIC INFORMATION
    - USA COUNTIES
    - CENSUS OF AGRICULTURE

### **IDNR - ILLINOIS DEPARTMENT OF NATURAL RESOURCES**

 **IDNR DATABASES**  
 CRITICAL TRENDS ASSESSMENT LAND COVER DATABASE

INHS - general phone: (217)333-6880; ask for Center for Wildlife Ecology, Geographic Information Systems, or dial direct (217)244-4289;  
<http://www.inhs.uiuc.edu/>

ISGS - general phone: (217)333-4747; ask for Information Delivery Group, Geospatial Analysis and Modelling Section; <http://www.isgs.uiuc.edu/>

IDNR Publications: (217)782-7498, TDD (217)782-9175, fax (217)782-9552;  
<http://dnr.state.il.us/publicservices/publications/>

 **ECOSYSTEM PARTNERSHIP AREAS ASSESSMENT REPORTS**

IDNR Conservation 2000 Ecosystems Program  
 (217)782-7940 for reports  
<http://dnr.state.il.us/orep/c2000/manage/partner.htm>

- Volume 1. Geological resources
- Volume 2. Water resources
- Volume 3. Living resources

- Volume 4. Socio-economic profile, environmental quality, and archaeological resources
- Volume 5. Historical accounts - available in limited areas

 ILLINOIS NATURAL AREAS INVENTORY  
INHS Library; 607 East Peabody Drive, Champaign, IL 61820; (217)333-6892;  
<http://www.inhs.uiuc.edu/>

 LAND AND WATER REPORT  
IDNR OFFICE OF PUBLIC AFFAIRS: (217)785-0970;  
<http://dnr.state.il.us/pubaffairs/pubaffrs.htm>

- Acreage, attendance figures on state parks and natural areas

### **IDNR DIVISIONS, SECTIONS, AND SCIENTIFIC SURVEYS**

Geospatial and Modeling Section: (217)244-2414, (Topographic Maps)

WMRC –Waste Management Resource Center: (217)333-8940  
<http://www.hazard.uiuc.edu/wmrc/>

INHS –Illinois Natural History Survey: (217)333-6880;  
<http://www.inhs.uiuc.edu/>

ISGS –Illinois State Geological Survey: (217)333-4747;  
<http://www.isgs.uiuc.edu/>

ISWS –Illinois State Water Survey: (217)333-2210;  
<http://www.sws.uiuc.edu/>

Watershed Management Section, Office of Resource Conservation: (217)782-8287;  
Springfield, IL

Ecosystems Division, Office of Realty and Environmental Planning: (217) 782-7940

Conservation 2000 Web site  
<http://dnr.state.il.us/oreplc2000/manage/partner.htm>

Systems and Licensing: (217)782-2965; [permits1@dnrmail.state.il.us](mailto:permits1@dnrmail.state.il.us)

### **IDOA - ILLINOIS DEPARTMENT OF AGRICULTURE**

P.O. Box 19281, State Fairgrounds, Springfield, IL 62784-9281  
(217)782-2172 or 800-273-4763  
<http://www.agr.state.il.us/>

News and Publications:  
Illinois Agricultural Organizations Directory  
Soil and Water Conservation District Directory

### **IDOT - ILLINOIS DEPARTMENT OF TRANSPORTATION**

2300 South Dirksen Parkway, Springfield, IL 62764  
Office of Public Affairs: (217)782-6953  
<http://dot.state.il.us/>

**IDPH - ILLINOIS DEPARTMENT OF PUBLIC HEALTH**

535 West Jefferson Street, Springfield, IL 62761  
 (217)523-2648  
 TTY: 800-547-0466  
<http://www.idph.state.il.us/>

Online Publications - databases, publications

**IDR - ILLINOIS DEPARTMENT OF REVENUE**

Taxpayer Correspondence Section  
 P.O. Box 19044, Springfield, IL 62794-9010  
 (217)782-3336  
<http://www.revenue.state.il.us/>

Tax information, tax reports

**IEPA - ILLINOIS ENVIRONMENTAL PROTECTION AGENCY**

1021 North Grand Avenue East, Springfield, IL 62702  
 (217)782-3397  
<http://www.epa.state.il.us>

**INRGDC - ILLINOIS NATURAL RESOURCES GEOSPATIAL DATA CLEARINGHOUSE**

-  Web: <http://www.isgs.uiuc.edu/nsdihome/ISGSindex.html>
- Under "Browse Data", single-click on "County"

County GIS Data, Archaeological Resource Potential, County, Municipal

**ILLINOIS STATISTICAL ABSTRACT**

-  CD-ROM Format  
 UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL, 61801 - 200D Library (main library building);  
<http://www.library.uiuc.edu/doc/>
-  Hardcopy Format  
 UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL, 61801 - 200D Library (main library building);  
<http://www.library.uiuc.edu/doc/>

**NRCS – USDA NATURAL RESOURCES CONSERVATION SERVICE**

Natural Resources Conservation Service - Illinois State Office: (217)353-6600;  
<http://www.il.nrcs.usda.gov/>

-  ILLINOIS NATURAL RESOURCES INVENTORY  
<http://www.il.nrcs.usda.gov/soils/nri>  
 For Broad cover / Land use by county
- Single-click on "Data Tables"
  - Single-click on "Broad cover / Land use by county"

## SWCD - SOIL AND WATER CONSERVATION DISTRICTS

Association of Illinois Soil and Water Conservation Districts: (217)744-3414;  
<http://aiswcd.org/index.htm>

## USCB - U.S. CENSUS BUREAU

### CENSUS OF AGRICULTURE - ILLINOIS



#### Web Format

USDA - National Agricultural Statistics Service - <http://www.nass.usda.gov/census/>

- Single-click on “Complete Volume (PDF)” under the heading “Volume 1 Geographic Area Series”, “U.S., State, and County” [The acronym “PDF” means that the data is in a “Portable Document Format”. To access information in this format it is necessary to have software that can process this format (i.e., Adobe Acrobat Reader).]
- Single-click on “Illinois”



#### Web Format

American Farmland Trust - Farmland Information Library,

<http://farmlandinfo.org/>

- “State Information” is located near the bottom of the homepage
- Single-click on “Illinois”
- Single-click on “County information”, under the heading “ILLINOIS” to the left of the page, to access information for the area in which your watershed is located
- “County information” gives select statistics on percentages and rankings of county resources relative to other counties
- “County information” also provides links to other useful data sources



#### CD-ROM Format

UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL, 61801 - 200D Library (main library building);

<http://www.library.uiuc.edu/doc/>



#### Hardcopy Format

UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL, 61801 - 200D Library (main library building);

<http://www.library.uiuc.edu/doc/>

### CENSUS OF POPULATION - SOCIAL AND ECONOMIC CHARACTERISTICS - IL



#### CD-ROM Format

UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL, 61801 - 200D Library (main library building);

<http://www.library.uiuc.edu/doc/>



#### Hardcopy Format

UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL, 61801 - 200D Library (main library building);

<http://www.library.uiuc.edu/doc/>

### USA COUNTIES

-  Web Format - <http://www.census.gov>
  - At the Census homepage, single-click on “Statistical Abstract” under the heading “Special Topics”
  - Scroll down and single-click on “USA Counties”
  - Scroll down again and single-click on “USA Counties 1998 (database)”
  - Select “Illinois” in the request box and single-click “Submit”
  - Select the appropriate county and table (e.g., “Building permits - New Private Housing Units, by Units in Structure”)
-  CD-ROM Format  
 UIUC Government Documents Library: (217)244-6445; 1408 West Gregory Drive, Urbana, IL, 61801 - 200D Library (main library building);  
<http://www.library.uiuc.edu/doc/>

### STATE AND COUNTY QUICKFACTS

-  Web Format - <http://www.census.gov>
  - Single-click on “State and County Quick Facts”
  - Single-click on the State of Illinois on national map
  - Select the appropriate county in the request box and single-click on “Go”

## OTHER SOURCES

### CHAMBERS OF COMMERCE

-  Local Phone Book
  - See “Chamber of Commerce” or “Associations”
-  The Online Chambers - <http://online-chamber.com/>
  - Single-click on “United States and Cities”
  - Single-click on “Illinois”
  - Single-click on the appropriate Chamber of Commerce

If you fail to find an appropriate Chamber of Commerce listed on this site:  
 Illinois Department of Commerce and Community Affairs, Springfield: (217)782-7500, TDD (217)785-0211; Chicago: (312)814-7179, TDD (800) 419-0667;  
<http://www.commerce.state.il.us/>

- Single-click on “Communities”
- Single-click on “What information is available for specific communities?”
- Single-click on “On-Line Communities”
- Single-click on appropriate communities

 Look for links to local Chamber of Commerce or equivalent

### CONSERVATION DISTRICTS

Illinois Conservation Districts  
<http://www.il.nacdnet.org/>

Illinois Department of Commerce and Community Affairs

<http://www.commerce.state.il.us/>

- Community profiles for municipalities
- Economic, transportation, utilities, health, education, employment, facilities, and tax structure data

#### **ILLINOIS DEPARTMENT OF COMMERCE AND COMMUNITY AFFAIRS**

Business and Industry Data Center Program (BIDC Network)

<http://www.commerce.state.il.us/doingbusiness/research/BIDC/aboutthe.htm>

BIDC affiliates provide basic census and demographic information and offer assistance in data interpretation

#### **ILLINOIS INSTITUTE FOR RURAL AFFAIRS**

<http://www.iira.org/>

Illinois Info Atlas

County level demographics, retail trade information, and thematic county maps

Northern Illinois Business and Industry Data Center

<http://www.niu.edu/bidc/>

- Community profiles
- Statistical reports for municipalities
- NW Illinois Market Facts
- Statistical reports for counties

#### **PARK DISTRICTS**

Illinois Association of Park Districts; 211 East Monroe Street, Springfield, IL 62701-1186; (217)523-4554; <http://ilparks.org/>

#### **USDA NATURAL RESOURCES CONSERVATION SERVICE, SOCIAL SCIENCES INSTITUTE**

<http://people.nrcs.wisc.edu/socsciinstitute/>

- Data Sets
- County level data sets of 200+ variables from general population census
- People, Partnerships, and Communities Information Sheets
- Over 30 sheets including topics such as running effective meetings, managing conflict, gathering community information, and working with difficult people

US Environmental Protection Agency

<http://www.epa.gov/epahome/comm.htm>

- Envirofacts: pollution, hazardous waste sites, regulatory information
- Enviromapper: computer-generated maps
- Surf Your Watershed: environmental information for your watershed

# Section **IV**

## Sample Survey for Watershed Planning

The following cover letters, follow-up postcard, and survey questions will help you conduct a mail survey in your watershed. It is essential that your group consult with agency, county extension, or university staff who are familiar with survey techniques.



**All questionnaires should include the following introductory statement:**

The purpose of this survey is to identify the needs and concerns of residents in your watershed community. Please read each question carefully. Unless otherwise instructed, please circle the number that corresponds to the answer category that best describes you and your situation or opinion. The questionnaire should take approximately xx minutes to complete.

**All questionnaires should include the following closing statement:**

Please use the back page for any comments you have about issues addressed in the questionnaire. If you would like more information about the XXXX Watershed Committee, please include your name and phone number.

Thank You For Completing This Questionnaire!

**Survey questions are arranged by topic:**

**Page**

A. Identifying Watershed Landowners .....	70
B. Identifying Watershed Problems and Goals .....	71
C. Identifying Recreation Needs .....	77
D. Identifying Community Capacity .....	81
E. Identifying Economic Vitality .....	83
F. Identifying Landowner Attitudes .....	85
G. Identifying Landowner Reaction to a Watershed Management Plan .....	86
H. Identifying Landowner Knowledge of Environmental Issues .....	88
I. Identifying Communication Strategies .....	89

## Sample Cover Letter

Little River Watershed Planning Committee  
Mumford County Field Office  
233 S. 1507th Road  
Turner, IL 00000

March 16, 2001

Dear Little River Landowner,

As a resident of Little River Watershed, you or your neighbors may have concerns about flooding, soil erosion, loss of wildlife habitat or land-use regulations. The Little River Watershed Planning Committee—a committee composed solely of Little River residents—was established in 1998 to explore ways to voluntarily address natural resource issues in the watershed.

Local, state, and federal resource agencies have provided the Committee with technical assistance in assessing resource concerns and with funding that is being distributed to local landowners to install best management practices. Knowing how Little River residents view the importance of natural resource issues in the watershed—and what kinds of strategies should be considered—is essential for the Little River Watershed Planning Committee to effectively represent stakeholders like you in decisions and actions.

As an important stakeholder in the watershed, your household was randomly selected to participate in a study of landowner opinions about the watershed. Researchers from the University of Illinois, in close collaboration with the Little River Watershed Planning Committee, developed the enclosed questionnaire to 1) provide landowners in the Little River Watershed an opportunity to voice their needs and concerns and 2) evaluate the accuracy with which current Little River Watershed Planning Committee efforts reflect the interests of their constituents in the watershed.

As a participant in this study, you are assured of complete confidentiality. The questionnaire has an identification number for mailing purposes only. This is so we can check your name off the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire itself, nor will it ever be used in any written or oral discussion of questionnaire results.

I would be happy to answer any questions you may have about this study. Please leave a message for me at the Mumford County field office, 555-555-5555.

Thank you for your assistance!

John Doe  
Committee Chairperson

Bill Smith  
Jane Johnson  
Sandy and Mike Brown  
Committee Members

## Sample Follow-Up Postcard

Dear Little River Landowner,

Recently a questionnaire asking for your opinions of land management issues was mailed to you. Your response is important to accurately represent the opinions of citizens about these issues in Little River Watershed.

If you have already completed the questionnaire, please accept my sincere thanks. If not, please take approximately 20 minutes to complete and mail it today. If you did not receive the questionnaire, if it was misplaced, or if you have any questions about the study, please call me at 555-555-5555. I am glad to answer your questions or to mail you another copy of the questionnaire.

Thank you for your help!

John Doe  
Little River Watershed Planning Committee  
Mumford County Field Office  
233 S. 1507th Road  
Turner, IL 00000

## Sample Cover Letter for Second Mailing

April 11, 2001

Dear Little River Stakeholder,

About four weeks ago I sent a questionnaire to you asking for your input on Little River Watershed planning efforts and on your preferences for managing land and water resources in the Little River Watershed. As of today, we have not yet received your completed questionnaire.

We are writing again because your response is critical to the accuracy of the survey research results. To be sure that the results are truly representative of stakeholder interests, we need to hear from you. The people who have already responded have expressed their concerns and preferences for conservation practices and ideal cost-share reimbursement, but we also also need to know your concerns and preferences!

Your response to this survey is important if you live in the watershed, own land in the watershed, or make management decisions for land in the watershed. If none of these situations apply to you, please return your questionnaire in the postage-paid envelope so your name may be taken off our mailing list.

When responding to the survey, you are assured complete confidentiality. The questionnaire has an identification number for mailing purposes only. This is so we can check your name off the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire itself, nor will it ever be used in any written or oral discussion of survey results.

Results of the survey will be available to the watershed later this summer. Your response will provide information to help the Little River Watershed Committee make decisions that reflect how you and other watershed residents want the watershed to be managed and will inform natural resource agencies in your area on how to design programs to better suit your needs.

I would be happy to answer any questions you may have about this study. Please write me at the address above or call (555) 555-5555.

Sincerely,

John Doe, Chairperson  
Little River Watershed  
Planning Committee

## Survey Questions

These questions are accessible on the workbook's web site, where you may select questions to create a customized survey. The web site also includes a database for entering your survey data and provides tools for performing simple statistics on the survey results. See page iv of this workbook for details.

### A. Identifying Watershed Landowners

**A-1. How long have you lived in the xx watershed? Please refer to the provided diagram.**

*(Insert diagram with watershed boundaries and reference points delineated or include as graphic on front cover of the questionnaire.)*

0 – 2 Years	3 – 5 Years	6 – 15 Years	16 – 30 Years	More than 30 Years	I own land in the watershed but don't live in the watershed.
__1__	__2__	__3__	__4__	__5__	__6__



*Results will indicate if the community is composed primarily of long-time residents or a newer population. Attitudes held by long-time residents may be stronger and based on a historical or cultural basis that may be more difficult to change. Results also can be used to categorize all responses by the number of years lived in the community to determine if "newcomers" have opinions different from "old-timers."*

**A-2. Please indicate the title that best describes your situation.**

\_\_1\_\_ Non-Farm Landowner  
 \_\_2\_\_ Landowner / Farm Operator  
 \_\_3\_\_ Absentee Landowner  
 \_\_4\_\_ Tenant Farm Operator  
 \_\_5\_\_ Landowner / Farm Operator / Tenant Farm Operator  
 \_\_6\_\_ Other (specify) \_\_\_\_\_



*Results can be used to categorize responses by the type of landowner to determine if different types of landowners have different opinions.*

**A-3. Do you make land management decisions for property that borders a stream or river?**

\_\_1\_\_ Yes    \_\_2\_\_ No    \_\_3\_\_ Not Sure



*Results can be used to identify "priority" landowners and to separate their survey responses from those of other types of landowners.*

## B. Identifying Watershed Problems and Goals

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### B-1. Please rank your top three concerns related to your land.

A rank of 1 would represent your most important concern, a rank of 2 would represent your next most important concern, and a rank of 3 would represent the least of your top three most important concerns.

Concerns for My Land

1st Concern \_\_\_\_\_

2nd Concern \_\_\_\_\_

3rd Concern \_\_\_\_\_



*Results can be used to identify watershed problems and goals.*

### B-2. Please rank your top three concerns related to your watershed.

A rank of 1 would represent your most important concern, a rank of 2 would represent your next most important concern, and a rank of 3 would represent the least of your top three most important concerns.

1st Concern \_\_\_\_\_

2nd Concern \_\_\_\_\_

3rd Concern \_\_\_\_\_



*Results can be used to identify watershed problems and goals.*

### B-3. In your opinion, what should be done to address the watershed concerns that you identified in question B-2?

---



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*Results can be used to identify watershed problems and goals.*

**B-4. In your opinion, who should be most responsible for addressing the watershed concerns that you identified in question B-2?**

Please select only one.

- |       |                    |       |                      |
|-------|--------------------|-------|----------------------|
| __1__ | Federal Government | __6__ | Farm Groups          |
| __2__ | State Government   | __7__ | Environmental Groups |
| __3__ | County Government  | __8__ | Industry/Business    |
| __4__ | Local Municipality | __9__ | Other_____           |
| __5__ | Local Landowners   | __0__ | Don't Know           |



*Results can be used to identify which groups stakeholders perceive to be accountable for watershed problems and groups to engage as watershed partners.*

**B-5. Please estimate how much of a problem you think each of the following issues will be in your community in the next 5 to 10 years.**

	Not a Problem	Slight Problem	Moderate Problem	Serious Problem	Don't Know
a. Nitrate levels in streams, rivers, and lakes.....	1	2	3	4	0
b. Nitrate levels in groundwater .....	1	2	3	4	0
c. Pesticide levels in streams, rivers, and lakes ....	1	2	3	4	0
d. Pesticide levels in groundwater .....	1	2	3	4	0
e. Soil deposition in streams, rivers, and lakes ....	1	2	3	4	0
f. Drinking water quality .....	1	2	3	4	0
g. Soil loss from agricultural fields .....	1	2	3	4	0
h. Rivers and streams with eroding banks .....	1	2	3	4	0
i. Invasive weed growth .....	1	2	3	4	0
j. Smells, noise, or dust from livestock operations..	1	2	3	4	0
k. Smells, noise, or dust from nonagricultural businesses.....	1	2	3	4	0
l. Property damage from wildlife .....	1	2	3	4	0
m. Sewage treatment plant discharge.....	1	2	3	4	0
n. Seepage from septic tanks.....	1	2	3	4	0
o. Solid waste disposal.....	1	2	3	4	0
p. Frequency of flooding .....	1	2	3	4	0
q. Economic losses due to flooding .....	1	2	3	4	0
r. Economic costs of complying with land-use regulations .....	1	2	3	4	0
s. Soil loss from developed sites .....	1	2	3	4	0

**B-5. continued**

	Not a Problem	Slight Problem	Moderate Problem	Serious Problem	Don't Know
t. Loss of wetlands.....	1	2	3	4	0
u. Loss of forested or wooded areas .....	1	2	3	4	0
v. Loss of wildlife .....	1	2	3	4	0
w. Loss of family farms .....	1	2	3	4	0
x. Loss of agricultural land to development .....	1	2	3	4	0
y. Loss of agricultural land to natural land .....	1	2	3	4	0
z. Loss of natural land to development .....	1	2	3	4	0
aa. Loss of natural land to agricultural production..	1	2	3	4	0



*Results can be used to identify watershed problems and goals.*

**B-6. Please indicate for each land use listed below whether you would like to see less, more, or about the same of each in your watershed.**

	Less	About the Same	More	Don't Know
a. Forests or woodlands .....	1	2	3	0
b. Prairies or grasslands .....	1	2	3	0
c. Wetlands .....	1	2	3	0
d. River floodplains that have been maintained or restored to their natural state, free of structures and agricultural production .....	1	2	3	0
e. Rivers or streams that have been straightened or channeled .....	1	2	3	0
f. Outdoor recreational areas.....	1	2	3	0
g. Wildlife habitat .....	1	2	3	0
h. Land in agricultural production .....	1	2	3	0
i. Developed urban areas.....	1	2	3	0



*Results can be used to identify desired land uses and watershed goals.*

**B-7. In your opinion, how important is preserving the agricultural industry in your community?**

Not That Important	Somewhat Important	Extremely Important	Don't Know
_1_	_2_	_3_	_0_



*Results can be used to describe the importance of agriculture to the community and identify watershed goals.*

**B-8. In your opinion, how would you rate the following aspects of your local community as it exists now?**

	Bad	Poor	Fair	Good	Excellent	Don't Know
a. The overall image of your community .....	1	2	3	4	5	0
b. The friendliness of your community.....	1	2	3	4	5	0
c. The visual attractiveness of your community.....	1	2	3	4	5	0
d. The availability of conservation funding programs .....	1	2	3	4	5	0
e. The availability of conservation technical assistance .....	1	2	3	4	5	0
f. Opportunities for economic growth in the community.....	1	2	3	4	5	0
g. The image "outsiders" have of your community.....	1	2	3	4	5	0
h. The quality of drinking water in your community.....	1	2	3	4	5	0
i. Air quality in your community .....	1	2	3	4	5	0
j. The amount of wildlife habitat in your community.....	1	2	3	4	5	0
k. The quality of water in rivers, streams, or lakes in your area for catching and eating fish and/or swimming .....	1	2	3	4	5	0



*Results can be used to identify watershed problems and goals and to characterize community capacity in the watershed (i.e., the community's ability to work together to solve common problems).*

**B-9. Please rate your level of satisfaction with the following local issues.**

	Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Unsure
a. The ability of local government to protect natural resources .....	1	2	3	4	5	0
b. The ability of local government to administer landowner programs .....	1	2	3	4	5	0
c. The ability of local government to provide technical assistance ..	1	2	3	4	5	0
d. The effectiveness of current land-use laws to protect natural resources .....	1	2	3	4	5	0
e. The effectiveness of current zoning to protect natural resources	1	2	3	4	5	0
f. The ability of land-owners to protect natural resources .....	1	2	3	4	5	0



*Results can be used to identify community capacity in terms of available resources and the nature of the community's relationship with government offices. Results can also indicate watershed problems.*

**B-10. Please rate your level of satisfaction with the performance of state government.**

	Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Unsure
a. The ability of state government to protect natural resources .....	1	2	3	4	5	0
b. The ability of state government to administer landowner programs.....	1	2	3	4	5	0
c. The ability of state government to provide technical assistance ....	1	2	3	4	5	0



*Results can be used to identify community capacity in terms of available resources and the nature of the community's relationship with government offices. Results can also indicate watershed problems.*



Results can be used to identify community capacity in terms of available resources and the nature of the community's relationship with government offices. Results can also indicate watershed problems.

**B-11. Please rate your level of satisfaction with the performance of federal government.**

	Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Unsure
a. The ability of the federal government to protect natural resources .....	1	2	3	4	5	0
b. The ability of the federal government to administer landowner programs.....	1	2	3	4	5	0
c. The ability of the federal government to provide technical assistance ....	1	2	3	4	5	0

**B-12. In your opinion, was is the impact the following entities are having on the natural environment in your community?**

	Extremely Positive Impact	Positive Impact	Neutral Impact	Negative Impact	Extremely Negative Impact	Don't Know
a. Factories in your community .....	1	2	3	4	5	0
b. Local businesses in your community .....	1	2	3	4	5	0
c. Homeowners in your community .....	1	2	3	4	5	0
d. Farmers in your community .....	1	2	3	4	5	0
e. Environmentalists in your community .....	1	2	3	4	5	0
f. Government agencies in your community .....	1	2	3	4	5	0
g. Activity outside of your community .....	1	2	3	4	5	0



Results can be used to identify watershed problems.

**B-13. What is your opinion about (insert actual name of cultural site) located in (insert county name)?**

(Insert Site Name)	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
a. is visually attractive.....	1	2	3	4	5
b. is a unique site .....	1	2	3	4	5
c. is historically and/or educationally important.....	1	2	3	4	5
d. is an important site to the area .....	1	2	3	4	5
e. should be preserved in its current condition .....	1	2	3	4	5
f. should be enhanced to a "better" condition .....	1	2	3	4	5



*Results can be used to identify watershed goals.*

### C. Identifying Recreation Needs

**C-1. On average, how many hours per week do you devote to leisure activities?**

\_\_\_\_\_ Hours



*Results can be used to determine if recreational issues need to be addressed by the watershed management plan.*

**C-2. How often do you partake in the following outdoor leisure and recreational activities?**

	At Least 1-2 Times Per <u>Year</u>	At Least 1-2 Times Per <u>Month</u>	At Least 1-2 Times Per <u>Week</u>	Not At All
a. Home Gardening .....	1	2	3	0
b. Walking/Running.....	1	2	3	0
c. Nature/Bird Observation .....	1	2	3	0
d. Picnicking .....	1	2	3	0
e. Golfing .....	1	2	3	0
f. Biking .....	1	2	3	0
g. Hiking.....	1	2	3	0
h. Hunting .....	1	2	3	0
i. Fishing .....	1	2	3	0
j. Boating .....	1	2	3	0
k. Camping.....	1	2	3	0
l. Snowmobiling .....	1	2	3	0
m. Cross-Country Skiing.....	1	2	3	0
n. Team Sports .....	1	2	3	0
o. Other (specify).....	1	2	3	0



*Results can be used to determine if recreational issues need to be addressed by the watershed management plan.*

**C-3. How would you rate the importance of outdoor leisure and recreational activities to your overall quality of life (overall satisfaction and happiness)?**

Not Important	Somewhat Important	Important	Very Important	Don't Know
<u>  1  </u>	<u>  2  </u>	<u>  3  </u>	<u>  4  </u>	<u>  0  </u>



*Results can be used to determine if recreational issues need to be addressed by the watershed management plan.*

**C-4. What is the average distance you drive to participate in your favorite outdoor leisure activities?**

- a. 5 miles or less ..... 1
- b. 6 - 15 miles ..... 2
- c. 16 – 30 miles ..... 3
- d. 31 – 60 miles ..... 4
- e. Over 60 miles ..... 5
- f. Recreate at home ..... 6
- g. Don't partake in outdoor recreational activities..... 7



*Results can be used to determine if recreational issues need to be addressed by the watershed management plan.*

**C-5. Please rate your level of satisfaction with the following aspects related to recreation in your area.**

	Highly Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied	No Opinion
a. Distance traveled to recreation sites .....	1	2	3	4	5	0
b. Number of available recreation sites .....	1	2	3	4	5	0
c. Types of available recreation sites .....	1	2	3	4	5	0



*Results can be used to determine if recreational issues need to be addressed by the watershed management plan.*

**C-6. Please rate the following features of (insert name of recreational site in your watershed) in (insert county name)?**

(Insert Site Name)	Poor	Fair	Good	Excellent	Don't Know
a. Visual attractiveness of the site .....	1	2	3	4	0
b. Number of recreational activities at the site.....	1	2	3	4	0
c. Quality of recreational activities at the site .....	1	2	3	4	0
d. Number of trees at the site .....	1	2	3	4	0
e. Variety of trees at the site .....	1	2	3	4	0
f. Amount of wildlife at the site.....	1	2	3	4	0
g. Variety of wildlife at the site .....	1	2	3	4	0
h. Quality of stream at the site .....	1	2	3	4	0
i. Quality of lake at the site.....	1	2	3	4	0
j. Condition of shelters, restrooms, playgrounds, and boat docks .....	1	2	3	4	0
k. Crowdedness of the site.....	1	2	3	4	0
l. Distance to travel to the site .....	1	2	3	4	0
m. Personal safety at the site .....	1	2	3	4	0
n. Overall quality of the site .....	1	2	3	4	0



Results can be used to determine if recreational issues need to be addressed by the watershed management plan.

**C-7. How much influence do the following issues have on your use of recreational areas in your watershed?**

	No Influence	Somewhat Influence	An Influence	Don't Know
a. Types of recreational activities at the site .....	1	2	3	0
b. Distance to the site.....	1	2	3	0
c. Safety of the site .....	1	2	3	0
d. Condition/quality of the site .....	1	2	3	0
e. Crowdedness of the site .....	1	2	3	0
f. Lack of time .....	1	2	3	0
g. Lack of interest .....	1	2	3	0
h. Health .....	1	2	3	0
i. Other (specify)_____ .....	1	2	3	0



Results can be used to determine if recreational issues need to be addressed by the watershed management plan.

C-8. Please indicate the types of recreation that you or others enjoy on the land you own or rent.

Type of Recreation	Recreation Users			
	Self/ Family	Friends/ Others	Both Self/ Others	None
a. Nature/Bird Observation.....	1	2	3	0
b. Picnicking .....	1	2	3	0
c. Hiking .....	1	2	3	0
d. Hunting.....	1	2	3	0
e. Fishing.....	1	2	3	0
f. Boating .....	1	2	3	0
g. Camping .....	1	2	3	0
h. Snowmobiling .....	1	2	3	0
i. Cross-Country Skiing .....	1	2	3	0
j. Other (specify).....	1	2	3	0
k. Other (specify).....	1	2	3	0



Results can be used to determine if recreational issues need to be addressed by the watershed management plan.

### D. Identifying Community Capacity

D-1. Please indicate your rate of involvement in the following activities.

	Number of Times		
	0	1 – 4	Over 4
a. On average how many <u>hours per month</u> do you devote to actively participating in civic or community organizations? Please do not include time devoted to religious activities.....	0	1	2
b. Approximately how many local governmental <u>meetings</u> have you attended in the <u>past year</u> ? .....	0	1	2
c. How many <u>times</u> in the <u>past 5 years</u> have you participated in a local group to address a specific community problem? .....	0	1	2
d. How many <u>times</u> in the <u>past 5 years</u> have you cooperated with a neighbor to solve a common problem? .....	0	1	2
e. In the <u>past 5 years</u> , how many <u>conservation programs</u> did you enroll in?.....	0	1	2
f. In the <u>past 5 years</u> , how many times have you talked with public officials in your community about your natural resource concerns? .....	0	1	2



Results can be used to determine the ability of the community to work together and solve common problems (i.e., community capacity). Past behavior can be a good predictor of future behavior.

**D-2. If you have a conservation plan for your land, how would rate your level of success at implementing management practices and achieving goals defined in your plan?**

Not Successful	Somewhat Successful	Successful	Extremely Successful	Don't Know	Don't Have a Plan
_1_	_2_	_3_	_4_	_5_	_6_

**D-3. What is your greatest obstacle to implementing the management practices and achieving the goals of your conservation plan?**

\_\_\_\_\_

\_\_\_\_\_



*Results can be used to determine the ability of the community to solve natural resource problems and participate in the watershed effort. Past behavior can be a good predictor of future behavior. Results can also indicate watershed concerns and problems.*

**D-4. Please indicate if your plan has been approved by any of the following agencies.**

- |  |  |
|--|--|
| _1_ NRCS<br>Natural Resources Conservation Service | _4_ IDNR<br>Illinois Department of Natural Resources |
| _2_ FSA<br>Farm Service Agency                     | _5_ OTHER<br>(specify)_____                          |
| _3_ SWCD<br>Soil & Water Conservation District     | _6_ NO Agency Approval                               |



*Because everyone has different concepts of conservation, agency-approved plans help to standardize the definition of conservation. Because past behavior is a good predictor of future behavior, participation in a government program could also be an indication of future willingness to participate in the watershed effort. Results can be used to determine the ability of the community to work together and solve common problems (i.e., community capacity).*

**D-5. In your opinion, how would you characterize the relationship between farmers and non-farmers in the area you consider your home community?**

Strained	Somewhat Strained	Neutral	Good	Excellent	Don't Know
_1_	_2_	_3_	_4_	_5_	_0_



*Results can be used to determine the ability of the community to work together and solve common problems (i.e., community capacity).*

D-6. Of the following types of people, to whom would you recommend your community as a “good place to live”?

	Yes	Maybe	No	Don't Know
a. Retirees .....	1	2	3	0
b. College Graduates .....	1	2	3	0
c. Young Families .....	1	2	3	0
d. Outdoor Enthusiasts .....	1	2	3	0
e. Progressive-Minded People .....	1	2	3	0
f. Conservative-Minded People .....	1	2	3	0
g. Farm Families .....	1	2	3	0
h. Entrepreneurs .....	1	2	3	0
i. Environmentalists.....	1	2	3	0
j. Other (specify).....	1	2	3	0



Results can be used to characterize community identity and the ability to work together and solve problems.

### E. Identifying Economic Vitality

E-1. Do you work within the boundaries of your watershed? Please refer to the provided diagram (*insert diagram with watershed boundaries and reference points delineated*).

  1   Yes        2   No        0   Not Sure



Results can be used to characterize economic opportunities and vitality in the watershed.

E-2. On average, how many hours per week do you devote to earning your livelihood?

           Hours



Results can be used to characterize economic vitality in the watershed.

**E-3. On average how many times per month do you patronize the following places in your local community?**

	0 Times	1 Time	2 – 3 Times	4 or More Times	Store Not Available
a. Local Grocery Store .....	0	1	2	3	4
b. Local Hardware Store .....	0	1	2	3	4
c. National Chain Discount Store .....	0	1	2	3	4
d. National Chain Department Store.....	0	1	2	3	4
e. Locally Owned Clothing Store .....	0	1	2	3	4
f. Locally Owned Gift Shop .....	0	1	2	3	4
g. Locally Owned Restaurant.....	0	1	2	3	4
h. National Chain Restaurant.....	0	1	2	3	4



*Results can be used to characterize economic vitality and investment in the watershed and loyalty to the community.*

**E-4. Please indicate your level of agreement or disagreement with the following statements.**

	Strongly Disagree	Mildly Disagree	Neutral	Mildly Agree	Strongly Agree	Don't Know
a. Sometimes it is OK to degrade the environment to promote economic development .....	1	2	3	4	5	0
b. Cost should be an important consideration in making decisions about preserving natural resources .....	1	2	3	4	5	0
c. A healthy economy depends on a healthy environment ....	1	2	3	4	5	0
d. When managing public lands, the economic health of my community should be given highest priority .....	1	2	3	4	5	0
e. New retail or residential development should be restricted to areas adjacent to existing urban centers .....	1	2	3	4	5	0



*Results can be used to characterize economic and environmental attitudes that might indicate participation in the watershed effort. Results can also identify watershed problems and goals.*

## F. Identifying Landowner Attitudes

F-1. On a scale of 1 to 5, where 1 equals *Strongly Disagree* and 5 equals *Strongly Agree*, to what extent do you agree or disagree with the following?

1 = Strongly Disagree; 2 = Disagree; 3 = Unsure; 4 = Agree; 5 = Strongly Agree

	SD	D	U	A	SA
a. The way my neighbor manages her/his land has no impact on my land .....	1	2	3	4	5
b. Land can be managed <u>simultaneously</u> for commodity products, recreational opportunities, water quality, and wildlife habitat .....	1	2	3	4	5
c. Floodplain land should act as a natural buffer or sponge to absorb flood waters .....	1	2	3	4	5
d. Laws or regulations are the only way that most landowners will consider water quality and wildlife habitat when they manage their land .....	1	2	3	4	5
e. Regulations concerning the protection of natural resources are too strict.....	1	2	3	4	5
f. Chemical inputs can maintain good soil and agricultural production into the next fifty years .....	1	2	3	4	5
g. Filtering systems and treatment facilities are the best way to address water quality problems .....	1	2	3	4	5
h. Local officials and the local water company are able to take care of any problems with drinking water quality.....	1	2	3	4	5
i. In fifty years, the soil will be just as productive as it is now .....	1	2	3	4	5
j. I would be willing to retire streambank areas from crop production in exchange for acreage payments .....	1	2	3	4	5
k. I can do very little to control soil erosion on my farm.....	1	2	3	4	5
l. A commitment to conservation puts the farmer at an economic disadvantage.....	1	2	3	4	5
m. I believe in leaving the land and water in better shape than when I received it.....	1	2	3	4	5



*Results can be used to characterize watershed attitudes: what people think of the watershed and how it should be managed. May predict participation in the watershed effort.*

## G. Identifying Landowner Reaction to a Watershed Management Plan

G-1. Please read the following scenario and answer the following questions.

Realizing that our natural resources are key to long-term productivity, suppose landowners in your county or watershed participated in a collective planning effort and agreed to do a better job of protecting and restoring soil and water resources and wildlife habitat. This type of land management would require a cooperative effort by all landowners to adopt reduced tillage practices, stabilize streambanks, install grass filter strips, plant windbreaks, restore wetlands, and reduce fertilizer and pesticide applications to recommended levels. An important part of the plan would be to establish buffer zones on both sides of all streams. There would be government programs in place to offer technical assistance, financial incentives that pay the average soil rental rate, and cost-share dollars to install the conservation practices.

Supposing this plan were implemented in your watershed, please indicate which of the following issues might influence your decision to participate in the program.

	Strongly Influence	Influence	No Influence	Don't Know
a. The economic cost not reimbursed by cost-share programs .....	1	2	3	0
b. The need for more management information and effort .....	1	2	3	0
c. Working with government agencies.....	1	2	3	0
d. Participating in government programs .....	1	2	3	0
e. Interference with cropping activities on other land.....	1	2	3	0
f. My flexibility to change land uses as conditions warrant .....	1	2	3	0
g. The sale value of my farm .....	1	2	3	0
h. Restrictions on the person who inherits the farm..	1	2	3	0
i. The ability of the plan to reduce soil erosion .....	1	2	3	0
j. The ability of the plan to improve water quality ..	1	2	3	0
k. The ability of the plan to reduce flooding .....	1	2	3	0
l. The ability of the plan to improve wildlife habitat .....	1	2	3	0
m. My interests not being represented by the plan ....	1	2	3	0



Results can be used to document opinions about specific details of a watershed plan and identify possible impacts and barriers to implementation.

G-2. Please use this space to comment on your concerns.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

G-3. If the scenario described in the preceding question were implemented, what impact would it have on your watershed or county?

	Decrease	No Impact	Increase	Don't Know
a. Soil loss from agricultural fields .....	1	2	3	0
b. Streambank erosion .....	1	2	3	0
c. Soil entering streams .....	1	2	3	0
d. Nitrates entering streams .....	1	2	3	0
e. Pesticides entering streams.....	1	2	3	0
f. Wildlife populations .....	1	2	3	0
g. Drinking water quality .....	1	2	3	0
h. Flooding.....	1	2	3	0
i. Recreational opportunities .....	1	2	3	0
j. Economic growth .....	1	2	3	0
k. Pride in the community.....	1	2	3	0
l. Attractiveness of community .....	1	2	3	0
m. Uniqueness of community .....	1	2	3	0
n. Overall quality of life.....	1	2	3	0



*Results can be used to document opinions about specific details of a watershed plan and identify possible impacts.*

G-4. Please indicate the statement that best summarizes your opinion of the scenario you read.

- 1 I would participate in the program for a cost-share reimbursement of \_\_\_\_\_% for any practices that I install. (Please specify percentage of cost-share.)
- 2 I need more information to determine if I would participate.
- 3 Under no circumstances would I participate.
- 4 Other.
- 0 Not sure.



*Results can be used to document opinions about specific details of a watershed plan, predict possible participation in watershed effort, and identify the amount of cost-share reimbursement that will be needed.*

G-5. Do you have any other comments about this issue?

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### H. Identifying Landowner Knowledge of Environmental Issues

H-1. In your opinion, which of the following statements are true and which are false?

	True	False	Don't Know
a. In Illinois, more species of fish and mussels are threatened and endangered than species of mammals .....	1	2	0
b. Habitat loss and impairment due to urban sprawl, rural development, and agriculture is the greatest cause of wildlife and fish declines in Illinois.....	1	2	0
c. Agricultural production in the Midwest is contributing to a hypoxic zone (area of low oxygen) that threatens aquatic life in the Gulf of Mexico.....	1	2	0
d. In Illinois, less than one-half of one percent of original prairie remains .....	1	2	0
e. Areas of grass, trees, and wetlands around streams and tile outlets can “capture” and store nitrates and soil that erode from agricultural fields.....	1	2	0
f. Areas of grass, trees, and wetlands around streams can absorb flood waters and reduce flooding damage .....	1	2	0
g. It takes around 500 years to replace one inch of top soil .....	1	2	0
h. In the past 200 years, the United States has lost about one-third of its topsoil.....	1	2	0



*Results can be used to document natural resource and conservation knowledge and identify topics for education of watershed residents.*

**H-2. Please rank the top three problems with soil erosion in your watershed from the list below.**

A rank of 1 would represent the most important problem, a rank of 2 would represent the next most important problem, and so on.

Problem	Ranking
a. Loss or displacement of seed or fertilizer .....	_____
b. Decrease in efficiency of field operation .....	_____
c. Can't farm area because of erosion gullies .....	_____
d. Filling in of drainage ditches.....	_____
e. Losing agricultural productivity .....	_____
f. Siltation in the river system impairing drinking water.....	_____
g. Siltation in the river system impairing fish and other aquatic life .....	_____
h. Siltation in the river systems increasing flooding impacts and impairing river travel.....	_____
i. Reduction in the quality of the soil resource base .....	_____
j. Other .....	_____



*Results can be used to document natural resource and conservation knowledge and identify topics for education of watershed residents.*

**I. Identifying Communication Strategies**

**I-1. How do you prefer to obtain information about your community and watershed? Please circle all that apply.**

- 1 Local radio program (please indicate which program)\_\_\_\_\_
- 2 Local television program (please indicate which program)\_\_\_\_\_
- 3 Local newspaper (please indicate which newspaper)\_\_\_\_\_
- 4 Direct mail newsletter
- 5 Email
- 6 Web Site
- 7 Personal communication with family or friends
- 8 Public meetings
- 9 Local FSA, NRCS, IDNR, or Extension Offices
- 10 Meetings of local groups and organizations (i.e., SWCD, Farm Bureau, Hunting Club, etc.)
- 11 Other (please specify)\_\_\_\_\_
- 0 None



*Results can be used to identify the best way to communicate with watershed residents.*

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