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Authors:

## 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

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

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

## Social Profile Task Sheet

Use this sheet to track your progress.

_____ 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

## Preliminary Preparations: Before You Begin

Before you begin the social profile, there are several important things to consider.

### Discuss With Watershed Planning Committee

_____ Obtain "go ahead" from Planning Committee.

_____ Determine level of involvement of planning committee.

_____ Determine decision-making authority of data collection team.

_____ Determine what assistance is available from consultants or agency or academic personnel.

_____ Determine social data collection budget.

### Form a Social Profile Team

_____ Gain commitments from 2-3 volunteers with interest in collecting social data (one person should be a member of the watershed planning committee).

_____ Solicit and confirm assistance from outside consultant.

### Direct Social Profile Team

_____Set time and budget limits.

_____Outline expectations.

_____Discuss quality control of data.

_____Determine interests and knowledge of team members.

_____Determine tasks to be completed.

_____Assign tasks to team members.

# Step 1: Determining Purpose and Scope

**Outcomes of Step 1:**

-

[2] 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.

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 hap2vD wnT au 5. cto(esid2.)Tj-2.7064 -105 Tc0es impact residers
5. edge pe sociposemmunity and managem resid2.

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.

Step 1

## Defining Purpose of the Social Profile

Use this worksheet to define your goals.

The purpose of the social profile is to provide 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 data and trends 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.

### D W at a Soc a P l Ca D F Y

- Identify important stakeholders who should be included in your watershed efforts.
- Identify citizen needs and concerns that will help you form your watershed management goals.
- Identify obstacles that may hinder the implementation of your watershed management plan.
- Serve as the human dimensions section of your watershed management plan.
- _____
  _____
- _____
  _____
- _____
  _____
- _____
  _____
- _____
  _____
- _____
  _____

## Defining Scope of the Social Profile

Use this worksheet to define your scope.

> The scope of your social profile relates to the type of information you will seek and the extent to which you will pursue this information. To define the scope of your social

# Step 2:
# Selecting Indicators

## Outcomes of Step 2:

- Identify the specific indicators

# Minimum Data Set for Conducting a Social Profile

3h. Percentage of land in industrial uses

IDNR Illinois Critical Trends Assessment Land Cover Database

# Stakeholders in the Watershed

## Community Capacity

Exploring community capacity[5] city

13d. Percentage of citizens who have participated in a local group to address a specific community problem

- Surveys, Interviews
- Section IV. D-1

## Economic Vitality

Indicators of economic vitality[7]

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. A

# Political Structures

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

## Education and Communication Outreach

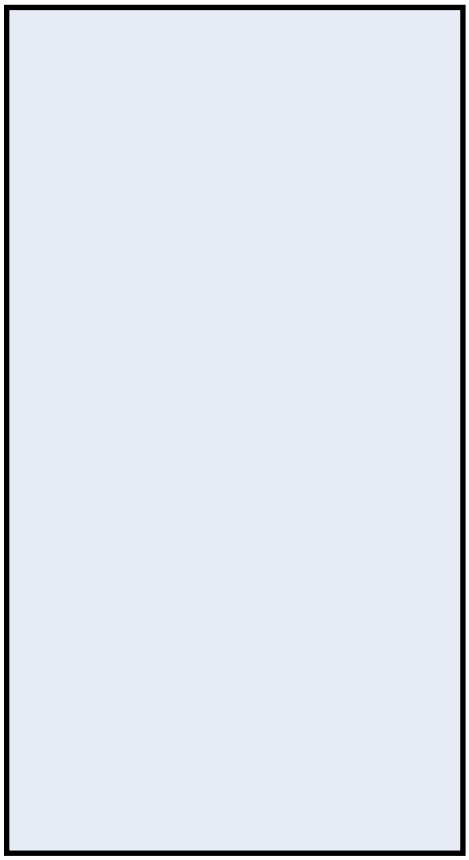
Education and public outreach are essential components of the watershed planning process.

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



## Step 3: Selecting Data Collection Methods

### Outcomes of 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."

### Primary Data

Social profiles usually depend on both primary and secondary data. Primary data are

Recognizing the imperfections in each data collection method, social sciences research

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

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

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

- 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 (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.)

## Minimum Data Set

### 1. W[illegible] L[illegible]'[illegible]t Wat[illegible]d?

1a. Percentage of landowners who live in rural and urban areas
USCB - USA Counties
Illinois Statistical Abstracts, Table 1-7 Components of Population Change

_____% Rural Landowners

_____% Urban Landowners

1b. Percentage of landowners who are full-time, part-time, absentee, and tenant

Worksheet

# Minimum Data Set

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 Recreational Uses Impact Natural Resources and Water Quality?

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

Worksheet

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

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

4d. Number of complaints to water company about poor water taste, appearance, smell
City, County Regulatory Board
Regional IEPA
Regional IDH

_____ Number of Complaints to Water Company

## Minimum Data Set

### 5. What Views Do Residents Have About 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. Environmental goals in existing local government strategic plan
City/County Zoning or Planning Boards
SWCD, FS, NRCS local offices
City/County Environmental Manager

Worksheet

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

_____ % Favorable

_____ % Unfavorable

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

_____ Number of Citizens

6h. Resident's perceptions of the impacts the proposed plan would have on the envi-
r

## Additional Indicators

Indicator _____

_____

## 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.

## 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 internat 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.

## Organization of a Written Report

1. An Executive Summary: a brief, interesting summary of the report's highlights.
2. A statement of the purpose or objective of the report.
3. A description of the data collection process, sample size, types, sources, and related information.
4. The data, presented in a simple tabular format, organized by issue.
5. A description and interpretation of the most relevant or significant findings, drawn from both primary and secondary data. Interpretations are provided by issue.
6. Recommendations for the planning committee to consider, issue by issue.

[13] van Es, J., and A. Heinze Silvis. 1995. Assessing needs and resources in your community. Laboratory for Community and

partic pD[(;-1(-)members)(nt findSocial Pr)6 Tf7ilvi81904 TD

# Data Source Locations

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/

IDNPub-clrmatisne: (217)787498,08 De: (217)789175, faxe: (217)789552;es

- 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

**IDPH - ILLINOIS DEPARTMENT OF PUBLIC HEALTH**

535 West Jefferson Street, Springfield, IL 62761
(217)523-2648
TTY: 800-547-0466

## 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”

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

## 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!

## 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 prApI would.854happ 0 TDanswe190 ofqwill itsET2ing 8(espobuest -1.21tudw 00Y)Tj0.5752 0.00001 TDsigr

# 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.

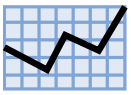
(Insert diagram with watershed boundaries and reference points delineated or include as graphic on front cover of the questionnaire.)

| 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

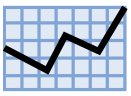
B-1. Please rank your top three concerns related to your land.

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

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 |

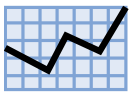


Results can be used to identify which groups stakeholders perceive to be accountable for watershed problems and groups to engage as watershed partners.

a. Nitrate levels in streams, rivers, and lakes.....
b. Nitrate levels in groundwater .....
c. Pesticide levels in streams, rivers, and lakes ....
d. Pesticide levels in groundwater.....
e. Soil deposition in streams, rivers, and lakes ....
f. Drinking water quality .....
g. Soil loss from agricultural fields .....
h. Rivers and streams with eroding banks .....
i. Invasive weed growth .....
j. Smells, noise, or dust from livestock operations..
k. Smells, noise, or dust from nonagricultural businesses.....
l. Property damage from wildlife .....

B-5. continued

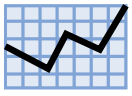
| | Not a Problem | Slight Problem | Moderate Problem | Serious Problem | Don't Know |
|---|---|---|---|---|---|
| t. Loss of wetlands | 1 | 2 | 3 | 4 | 0 |
| u. Loss of forested or wooded areas | 1 | 2 | 3 | 4 | 0 |
| v. Loss of wildlife | 1 | 2 | 3 | 4 | 0 |
| w. Loss of family farms | 1 | 2 | 3 | 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.

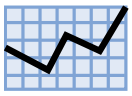
B-9. Please rate your level of satisfaction with the following local issues.

| | Very Dissatisfied | Dissatisfied | Somewhat Satisfied | Satisfied | Very Satisfied | Unsure |
|---|---|---|---|---|---|---|
| a. The ability of local government to protect | 1 | 2 | 3 | 4 | 5 | 0 |
| | 1 | 2 | 3 | 4 | 5 | 0 |
| | 1 | 2 | 3 | 4 | 5 | 0 |
| | 1 | 2 | 3 | 4 | 5 | 0 |
| | 1 | 2 | 3 | 4 | 5 | 0 |
| | 1 | 2 | 3 | 4 | 5 | 0 |

| | Extremely Positive Impact | Positive Impact | Neutral Impact | Negative Impact | Extremely Negative Impact | Don't Know |
|---|---|---|---|---|---|---|
| 1 | | | | | | |

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 |

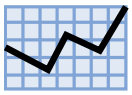


Results can be used to identify watershed goals.

## C. Identifying Recreation Needs

C-1. On average, how many hours <u>per week</u> 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.

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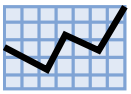
C-6. Please rate the following features of (insert name of recreational site in your watershed) in (insert county name)?

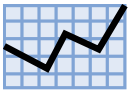
| (Insert Site Name) | Poor | Fair | Good | Excellent | Don't Know |
|---|---|---|---|---|---|
| a. Visual attractiveness of the site | 1 | 2 | 3 | 4 | 0 |
| b. Number of recreational activities at the site | 1 | 2 | 3 | 4 | 0 |
| c. Quality of recreational activities at the site | 1 | 2 | 3 | 4 | 0 |
| 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.

| | 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 |
| | 1 | 2 | 3 | 0 |
| | 1 | 2 | 3 | 0 |

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

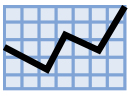
D-2. If you have a conservation plan for your land, how would rate your level of success at implementing management practices and achieving goals defined in your plan?

| 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
Natural Resources Conservation Service

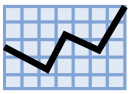
__2__ FSA
Farm Service Agency

__3__ SWCD
Soil & Water Conservation District

__4__ IDNR
Illinois Department of Natural Resources

__5__ OTHER
(specify)_____

__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”?

a. Retirees.....
b. College Graduates .....
c. Young Families .....
d. Outdoor Enthusiasts .....
e. Progressive-Minded People .....
f. Conservative-Minded People.....
g. Farm Families .....
h. Entrepreneurs .....
i. Environmentalists.....
j. Other (specify)_____....

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

## E. Identifying Economic V

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

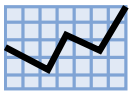
a. Local Grocery Store .....
b. Local Hardware Store .....
c. National Chain Discount Store .....
d. National Chain Department Store.....

## 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 simultaneously 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 in my community | 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-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 | | |
| f. Wildlife populations | | | 123 | 0 |
| g. Drinking water quality | | | | |
| h. Flooding | | | | |
| i. Recreational opportunities | | | | |
| j. Economic growth | | | | |
| k. Pride in the community | | | | |
| l. Attractiveness of community | | | | |
| m. Uniqueness of community | | | | |
| n. Overall quality of life | | | | |

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

_____

_____

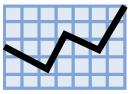
_____

_____

## 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. | 1 | 2 | 0 |
| | 1 | 2 | 0 |
| | 1 | 2 | 0 |
| | 1 | 2 | 0 |
| | 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 |
| --- | --- |
| | |

## I. Identifying Communication Strategies

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

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

Jakes, P., and J. Harms. 1995. Report on the socioeconomic roundtable convened by the Chequamegon and Nicolet National Forests. Gen. Tech. Rep. NC-177. St. Paul, MN: U.S. Department of Agriculture, Forest Service, North Central Forest Experiment Station.

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van Es, J., and A. Heinze Silvis. 1995. Assessing needs and resources in your community. Laboratory for Community and Economic Development. University of Illinois.