

FINAL REPORT



Green Lake Social Science Assessment Grant #: LPL157916



University of Wisconsin-Stevens Point
College of Natural Resources





University of Wisconsin-Stevens Point
College of Natural Resources



EXECUTIVE SUMMARY: GREEN LAKE SOCIAL SCIENCE ASSESSMENT

Green Lake Social Science Assessment

Grant #: LPL157916

December 31, 2017

I. Background and Introduction

The WDNR awarded the Green Lake Association a \$9,999 Lake Planning Grant (Grant # LPL157916) in March 2016 to conduct a social science survey of farmers and landowners within the Green Lake watershed. Aaron Thompson from the University of Wisconsin – Stevens Point guided this work in collaboration with the Green Lake Association and members of the Lake Management Planning Team for Green Lake.

Lake Management Planning partners have been aggressively implementing agricultural best management practices (BMPs) in the Big Green Lake watershed. While these practices are beneficial for nutrient reductions, the scale and location of these efforts have not been associated with water quality goals or any sort of prioritization model. In response, the Green Lake Association recently completed a Phosphorus Prioritization Plan to identify 12 nutrient loading priority areas in the watershed. The purpose of the Phosphorus Prioritization Plan is guide BMP decision-making, so that BMPs can first be implemented in the watershed where they are most needed based on erosion vulnerability.

However, this hypothetical exercise, while useful, relies on voluntary landowner participation on private property for its success. The willingness of landowners to implement BMPs on his/her property is not well understood, as these decisions are made based on a spectrum of beliefs and attitudinal factors.

The purpose of this survey is to better understand agricultural stakeholders responsible for and impacted by watershed management decisions. This project aimed to:

1. Identify obstacles of watershed improvements,
2. Provide clarity for landowners' priorities,

3. Ultimately increase participation in conservation programs,
4. Foster reductions in external loading from agricultural lands, and
5. Guide watershed management decisions to support implementation of water quality management efforts in the Green Lake watershed.

II. Project Summary

This project utilized a farmer survey to develop a social profile of agricultural landowners to understand current behaviors (i.e. adoption of conservation practices), assess attitudinal factors motivating support or opposition to watershed management, and inform discussion of governance alternatives (i.e. support for farmer-led initiatives) for decision-making about conservation.

Data was collected using an eight-page mail questionnaire administered using a five-contact contact process with a follow-up non-response bias questionnaire. Agricultural landowners were recruited to participate in the voluntary survey using the following contacts:

1. Advance Letter (Page 22)
2. Survey Packet #1 (Page 24)
3. Reminder Postcard #1 (Page 33)
4. Survey Packet #2
5. Reminder Postcard #2
6. Non-Response Bias Survey (Page 36)

Surveys were sent to **459 landowners** within and just beyond the 107 square mile extents of the Big Green Lake watershed. Over **184 surveys** were returned, representing a **40.1% response rate**. Of those 184 surveys, 38.8% were from individual landowners, 30.3% from business addresses and LLCs and 48.5% from living and revocable trusts. An additional 39 non-response bias surveys (14.2%) were returned, totaling 223 valid responses.

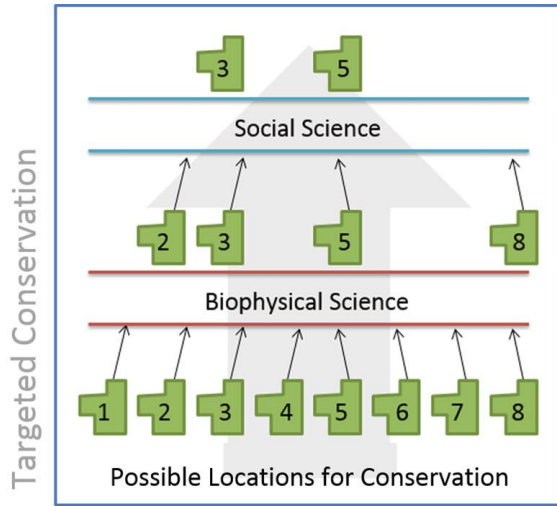
III. Major Conclusions

A detailed summary of the Green Lake Social Science Assessment begins on Page 39.

CONCLUSION #1: RESPOND TO SOCIAL CONDITIONS ON THE GROUND

In order to support the development of landscape strategies based on the social science assessment, participants were asked to provide an approximation of their location. These results were then summarized into seven areas of the watershed to maintain confidentiality. Rough 60% of survey respondents (111 individuals) provided enough information to locate their approximate area of the watershed. The result is seven unique areas representing responses from more than 25,000 acres of agricultural lands in the Green Lake watershed. For each area, a landscape strategy is presented considering: Barriers to conservation, practices, trusted partners and willingness for a farmer-led approach.

CONCLUSION #2: INTEGRATE SOCIAL AND ECOLOGICAL DATA



Adapted from Walter et al. (2007)

Lake Management Planning team members have a series of biophysical science data – including the Phosphorus Prioritization Plan and stream buffer assessment survey, among other data – that identify where landscape strategies can effectively resolve or mitigate conditions that are leading to impairments on local waterways. To maximize participation and water quality results, the social and ecological data should be integrated in future studies to allow for identification of areas where priority areas for BMPs and willing landowners intersect.

CONCLUSION #3: BUILD RELATIONSHIPS AND AWARENESS

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

- Continuing to create outreach opportunities, such as the recent Green Lake Area Conservation Field Day and Green Lake producer video documentary (Video link here: <https://tinyurl.com/GreenLakeFarmers2017>).
- Investing in expanding Green Lake Association efforts, or supporting other community (non-governmental) programming to coordinate conservation.



CONCLUSION #4: RESPOND TO EMERGING OPPORTUNITIES

Support for Women Who Own Farmland

The prevalence of non-farming households (landlords) in the Green Lake watershed presents unique challenges. For Green Lake, this type of landowner is also more likely to be older and has a higher percentage of females. This presents an excellent opportunity to include a new group in the conversation – specifically, female landlords – while also addressing the challenge that only one in four landlords have clear plans for the future of their land. Green Lake is not completely unique and existing “women in agriculture” programs could be contacted for support and resources.

Building Relationships with the Next Generation

While the average age of those surveyed is over 60 years, it is important to note that active farms (especially high sales) had a slightly lower age and that 70% plan to have a family member continue their operation in the future. If the Green Lake Association and/or Lake Management Planning Team wants improved relationships with farmers in the future, it is important to begin investing in relationship building with the next generation today. This may include efforts through 4-H or FFA programming to youth, but perhaps most importantly is focusing on identifying ways to support producers who are actively transitioning into farm management roles.

CONCLUSION #5: DEFINE “CONSERVATION AGRICULTURE” FOR GREEN LAKE

A more detailed landscape plan for Green Lake, developed with input from agricultural stakeholders, could provide a stronger plan for protection of Green Lake. This may provide some needed clarity for agricultural landowners regarding what is being asked of them to protect local waterways. Additionally, the survey revealed the following design challenges:

- Unlike production area practices (high experience and interest), riparian area practices did not generate significant interest from landowners. There is a belief that they are beneficial to the watershed. However, how do we improve the design of these practices so that they are acceptable and generate interest from landowners?
- Related to the landscape-scale challenge above, how can we show agricultural landowners in the future what we need in order to protect Green Lake? Would partnering with a few landowners in the watershed to work through design challenges benefit all outreach efforts?

IV. Next Steps

1. Share results with and get feedback from the Green Lake Management Planning Team on January 25, including emerging opportunities (i.e. women in agriculture, legacy planning and conservation agriculture definitions).
2. Investigate the possibility of pursuing funding for “layering” the Phosphorus Prioritization Plan and Green Lake Social Science Assessment to maximize success of conservation practice adoption.
3. Continue to host the Green Lake Area Conservation Field Day and other outreach strategies in the Green Lake watershed.



GRANT DOCUMENTATION

Green Lake Social Science Assessment
Grant #: LPL157916

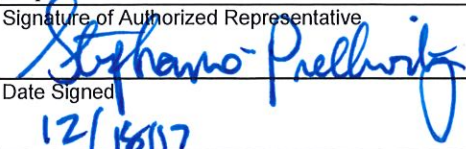
Notice: Project Sponsors are required to provide information requested on this form when applying for payment of a grant funded by the Department. See Reporting Requirements on reverse. The Department will not process your payment request unless you provide all information requested. This information will be used to determine the amount of your payment and issue your check. Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Open Records law [ss. 19.31-19.39, Wis. Stats.].

Submit one copy of this request form, your completed Grant Payment Worksheet (Form 8700-002), and required documentation, listed on reverse, to your DNR Grant Specialist. See the DNR web site for additional information: <http://dnr.wi.gov/Aid>

Project Sponsor Information	
Project Sponsor / Management Unit Name Green Lake Association	Grant Number LPL157916
Project Name Green Lake Social Science Assessment	County Green Lake
The DNR will mail the check to the name identified on the application as "Check Recipient." Questions? Contact DNR Grant Specialist.	Type of Request: <input type="radio"/> Partial <input checked="" type="radio"/> Final

Payment Information (see reverse for instructions)		
A. Payment Record to Date	Amount	This Column for DNR Use Only
1. Amount of Grant (from original or amended Grant Agreement)	9,999.00	
2.a. Advance Payment Received, if any	7,499.25	
2.b. Total Payments Received after Advance Payment (if any) or Escrow Payment	0.00	
2.c. Total Payments Received to Date (Lines 2.a. + 2.b.)	7,499.25	
3. Funds Remaining (Line 1 minus Line 2.c.)	2,499.75	
B. Cost Share Amount		
4. Total Eligible Project Costs this Period. Transfer data from "Total Project Costs" field on Worksheet (Form 8700-002)	\$ 17,363.23	
5. Your Share of Costs. See Line 5 instructions on reverse.	\$ 5,729.87	
6. State Share of Costs (Line 4 minus Line 5) NOTE: This line cannot exceed the amount in Line 1.	\$ 9,999.00	
C. This Payment Request and Grant Balance Remaining		
7. Amount of Advance Payment Received (from Line 2a) (if no advance payment received or already accounted for, enter \$0)	\$ 7,499.25	
8. Amount Eligible this Claim (Line 6 minus Line 7) NOTE: This line cannot exceed the amount in Line 3.	\$ 2,499.75	Amount approved this claim →
9. Grant Balance Remaining (Line 3 minus Line 8)	\$ 0.00	

Lake & River Grants Only: Does project include State Lab of Hygiene Sample Analysis? Yes No

Certification	
I certify that, to the best of my knowledge and belief, the eligible costs requested are in accordance with the terms of the grant agreement and that all expenditures are based on actual payments of record. This reimbursement represents the grant share due that has not been previously requested.	
Name of Authorized Representative - type or print Stephanie Prellwitz	(Area Code) Telephone Number (920) 294-6480
Signature of Authorized Representative 	(Area Code) FAX Number N/A
Date Signed 12/15/17	Email Address stephanie@greenlakeassociation.com
Space Below this Line for DNR Use Only	
Grant Specialist Signature	Reimbursement Approval Date

INSTRUCTIONS

Line 1: Amount of Grant (from original or amended Grant Agreement). Enter amount on the first page of your grant agreement, often called "State Aid Amount" or "Total Project Funds Awarded."

Line 2. A: Advance Payment Received, if any. Some grant programs allow project sponsors to request up-front grant funds (advances) at the beginning of the grant period, even before expenses are incurred. If you had no advanced payment, enter \$0 on line 2.A. If you received an advance, this amount is generally on the signature page of your grant agreement.

Line 2. B.: Total Payments Received after Advance Payment (if any) or for Escrow Payment. Some grant programs allow partial payments after the advance payment was received. If you have received partial payments, enter the total amount of all payments after the Advance Payment on line 2.B. If you received an escrow payment, enter amount on this line.

Line 2. C.: Total Payments Received to Date. Enter the total amount of lines 2. A. + 2. B.

Line 3. Funds Remaining. This amount is the balance of your grant award after subtracting all payments made before the date of this request.

Line 4. Total Eligible Project Costs this Period. Transfer amount from "Total Project Cost" field on Grant Payment Worksheet, Form 8700-002. This is the total of all eligible expenses claimed for this payment request.

Line 5. Your Share of Costs. This is the portion of eligible costs that are your responsibility. See your grant agreement. If your grant agreement shows "Fund Support" as a percentage instead of a \$ amount, complete steps 1 and 2 below:

			"Fund Support" % from Grant Agreement	=	Your Share %
Step 1:	100 %	-	67 %	=	33 %
	"Total Project Costs" amount		"Your Share %" from Step 1		Step 2 Total
Step 2:	\$ 17,363.23	x	33 %	=	\$ 5,729.87

Enter "Step 2 Total" in Line 5 on front. Questions? Contact your grant specialist.

Line 6. State Share of Costs. This is the portion of eligible costs that are the State's responsibility (Line 4 minus Line 5). This amount cannot exceed the grant balance remaining, as shown on Line 3, or the amount of money expended by the grant sponsor.

Line 7. Amount of Advance Payment Received. Some grant programs allow project sponsors to request up-front funds (advances) at the beginning of the grant period. The amount of your advanced payment needs to be supported with eligible expenses. Also list those expenses on your worksheet (Form 8700-002). If you did not receive an advance payment enter \$0 in this area. If your advanced payment has already been accounted for in a previous payment request, enter \$0 in this area. Do not list partial payments on Line 7.

Line 8. Amount Eligible This Claim. Enter the amount you are requesting for this payment request. Do not include eligible expenses reimbursed through prior partial payments on this claim. On line 8, show the amount you calculate to be your payment on this claim. DNR staff will audit reimbursement claims before payment is sent.

Line 9. Grant Balance Remaining. This is the amount of grant funds available to you for future partial payments. If your claim is a final reimbursement request, any balance appearing on Line 9 is not available for your use in the future.

Lake & River Grants Only. Account for State Lab of Hygiene (SLOH) sample analysis. The amount of money available under your grant will be reduced by the amount of payments to SLOH.

Certification: This payment request cannot be processed unless this form is signed by the authorized representative named in your resolution.

Questions? Contact your grant specialist at the DNR. That person is identified in the cover letter of your grant agreement.

REPORTING REQUIREMENTS

Under authorities cited, use of this form is authorized for the following grants.

- All-Terrain Vehicles: s. 23.33, Wis. Stats., and ch. NR 64, Wis. Adm. Code
- Clean Vessel: Sec. 5604 of the federal Clean Vessel Act of 1992
- County Conservation Aids: s. 23.09 (12), Wis. Stats., and ch. NR 50.14, Wis. Adm. Code
- Lake Planning: s. 281.68, Wis. Stats., and ch. NR 190, Wis. Adm. Code
- Lake Protection: ss. 281.69 and 281.71, Wis. Stats., and ch. NR 191, Wis. Adm. Code
- Land and Water Conservation Fund-Land Acquisition & Development: Act of 1965, Public Law 88-578, and ch. NR 50, Wis. Adm. Code
- Landowner Incentive Program; ch. 58, subch. III, Wis. Adm. Code
- Recreational Boating Facilities: s. 30.92, Wis. Stats., and ch. NR 7, Wis. Adm. Code
- Recreational Trails: federal 1998 Transportation Equity Act for the 21st Century
- River Planning: ss. 281.70 and 281.71, Wis. Stats., and ch. NR 195, Wis. Adm. Code
- River Protection: ss. 281.70 and 281.71, Wis. Stats., and ch. NR 195, Wis. Adm. Code
- Sports Fish Restoration: Federal Aid in Sport Fish Restoration Act
- Stewardship (NCOs) - Land Acquisition & Development: ss. 23.096 and 23.098, Wis. Stats., and ch. NR 51, Wis. Adm. Code
- Stewardship (Local Units of Government) - Acquisition & Development: s. 23.09, Wis. Stats., and ch. NR 51, Wis. Adm. Code.
- Urban Wildlife Damage/Abatement Control (UWDAC) Program: ss. 20.370(5)(fr) and 29.887, Wis. Stats. and NR 50.23 Wis. Adm. Code.

REQUIRED DOCUMENTATION

Include one copy of the following attachments (* if applicable) and other documentation required by your grant program.

ACQUISITION:

1. Grant Payment Worksheet, Form 8700-002.
2. Copy of deed.
3. Copy of title insurance policy.
4. Closing statement/canceled check(s).
5. Offer to purchase.
6. Just compensation.
7. Statement of relocation payments.
- 8.* WI Department of Commerce relocation statement.
- 9.* Statement of program revenue; i.e., sale of buildings, etc.

DEVELOPMENT:

1. Grant Payment Worksheet, Form 8700-002.
2. Copy of invoices, vouchers and canceled checks.
- 3.* Copy of bid specifications, certified bid tabulations, accepted bid proposal(s), contracts and change orders.
- 4.* Force account labor/equipment records.
- 5.* Donation labor/equipment records.
- 6.* Copy of affidavit of publication or bid notice.

MAINTENANCE:

1. Grant Payment Worksheet, Form 8700-002.
2. Copy of vendors invoices, vouchers and canceled checks.
- 3.* Copy of bid specifications, certified bid tabulations, accepted bid proposal(s), contracts and change orders.

Grant Payment Worksheet

Notice: Information requested on this form is required by the Department when applying for a reimbursement of eligible expenses. The Department will not consider your payment request unless you complete and submit this form.

Instructions: Itemize all project expenses, including donated labor, and attach photocopies of proof of expenses and payments for each item listed. See reverse for instructions. Use additional worksheets as necessary, numbering each. Submit with Grant Payment Request, Form 8700-001, or specific grant reimbursement form, to your DNR Grant Specialist.

Does this grant project include State Lab of Hygiene sample analysis costs? Yes No

Project Sponsor / Management Unit Name Green Lake Association
Grant Number LPL157916

Date Expense Incurred	Invoice #	Proof of Payment #	Payee	Eligible Project Cost Description (Check Grant Agreement)	Amount Paid	Amount Donated
05/01/2017	AAB9975-1	Check 7015	University of Wisconsin - Stevens Point	Supplies and services	2,006.00	
08/01/2017	AAB9975-2	Check 7016	University of Wisconsin - Stevens Point	Survey development, sample development, survey printing and postage, processing	12,585.68	
			University of Wisconsin-Stevens Point	Reimbursement for overpayment (Invoice AAB9975-2)	-1,733.25	
			Green Lake Association	Donated professional services		4,472.80

Grant Begin Date 02/15/2016	Grant End Date 12/31/2017
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Total Project Costs: Please sum all pages manually. (Sum of Paid Subtotal and Donated Subtotal for all pages)	\$ 17,363.23
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Paid Subtotal 12,858.43	Donated Subtotal 4,472.80
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Grant Payment Worksheet

Form 8700-002 (R 8/03)

Use the worksheet to itemize all project expenses, including donated labor and donated expenses.

- Attach photocopies of proof of expenses and payments for each item listed.
- Use additional worksheets as necessary. Include Grant Number on each sheet.
- Submit Worksheet(s) and attachments with Grant Payment Request, Form 8700-001, or specific grant reimbursement form, to your DNR Grant Specialist.

Date Field and Column Definitions

Date Expense Incurred: Date of invoice, purchase, or service rendered.

- Costs incurred prior to the beginning date or after the ending date of the grant agreement are not eligible for reimbursement, except as noted below.
- Exceptions: Certain land acquisition, design costs, and navigational aids may be available retroactively. Check with your DNR Grant Specialist.

Invoice #: Number on vendor invoice or bill associated with the purchase or service.

- Combined Costs: If an invoice combines costs for multiple grants or expenses, identify and explain specific costs associated with each grant expense. Attach a copy of this invoice, as well as proof of payment identified below. Use as many lines as necessary.
- Donated Expenses: Include invoice number if donated expenses are included on an invoice or bill. Otherwise, leave this field blank and go to "Proof of Payment" column.

Proof of Payment #: Number on check or money order used to pay the expense. If no proof of payment number, leave blank. Attachments required:

- Expenditure Proof of Payment Examples: Canceled check, with front side of check containing the amount of the check digitally printed by the bank under the signature line; Non canceled check with bank statement showing check cleared account; County payroll vouchers; Credit card statements. For acquisition expenditures, acquisition closing statements.
- Combined Proofs of Payment: If a proof of payment covers multiple expenses or grants, identify payments related to the particular grant expense on a copy.
- Donated Expenses: Volunteer Labor Log Sheet, or other donated labor/services documentation. Include volunteer names, type of work, hours worked, pay rate and totals. Log sheets require signatures of volunteer(s) and supervisor(s).

Payee: Name of consultant, contractor, vendor, supplier, etc. to whom payment was made.

Eligible Project Cost Description (Check Grant Agreement): Describe expense briefly. Include only eligible expenses as specified in the particular project grant application and grant agreement.

- Acquisition Grant Possible Eligible Expense Examples: Land/Conservation Easement, Recording Fees, Appraisal, Title Insurance, etc.
- Development Grant Possible Eligible Expense Examples: Construction, Equipment Rental, Landscape seed, Mulch, Demolition, etc.
- Other Grant Type Possible Eligible Expense Examples: Materials, Supplies, Maintenance-Grooming; Maintenance-Signage, Maintenance-Other, etc.

Amount Paid: The amount of the project cost expense paid out-of-pocket. Enter only actual expenditures in this column.

Amount Donated: The amount of value for donated services, labor, equipment, etc. Enter donated amounts in this column.

Grant Begin Date /Grant End Date: Dates specified on the first page of your grant agreement or grant amendment.

Paid Subtotal: The sum of all paid expenditures listed in this column, on this page.

Donated Subtotal: The sum of the value of each donated item listed in this column, on this page.

Total Project Cost: (Paid Subtotals all pages) + (Donated Subtotals all pages) = Total Project Costs

- Enter this total on page one of the Grant Payment Worksheet.
- Transfer amount to line 4, "Total Eligible Project Costs This Period" of Form 8700-001, Grant Payment Request.

NOTICE: Some DNR grant programs allow donated professional services to contribute toward the sponsor's match. Donated services are valued at market rate. If you choose to use donated professional services as part of your match, you may use this form to document those values. The value of donated professional services maybe also be documented with an invoice from the donor on business letterhead, including the donor's name and professional title, name and number of the grant project the services are contributed to, dates of work, nature of work, and hours logged by date multiplied by hourly rate. The invoice should include a statement verifying the value of the services is being donated to the project, and must include the donor's signature.

Either an invoice or this completed form must be submitted with the grantee's reimbursement request. Personal information collected will be used for administrative purposes and may be provided to requesters to the extent required by Wisconsin's Open Records Law (ss. 19.31-19.39, Wis. Stats.).

DONATED VOLUNTEER LABOR WORKSHEET - 1

Last Name Prellwitz	First Stephanie	MI	DNR Grant Project Number LPL157916
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Professional Title <i>Executive Director, Green Lake Assoc</i> <small>Green Lake Association Executive Director</small>	Project Name Green Lake Social Science Assessment
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Indicate the time interval covered by this report by selecting the option that is a best fit. Doing so will open calendars from which you can select start and end dates.	Fiscal Quarterly Reporting <input type="radio"/> From	To	Rate
	Time Period Reporting <input checked="" type="radio"/>	02/15/2016	12/31/2017 \$25.20

Date	Description of Work Performed	Hours	X	Rate*	=	Total	Signature of Donating Professional
02/15/2016	Planning call w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
09/23/2016	Planning call w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
09/27/2016	Planning call w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
12/02/2016	Planning call w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
12/09/2016	Planning call w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
03/03/2017	Conference call w/ Aaron Thompson re: LMP Team input for draft survey	3.0	X	\$25.20	=	\$75.60	
06/06/2017	Planning call w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
11/21/2017	Planning call w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
10/20/2017	GLA Board Workshop Planning re: Survey Results	1.5	X	\$25.20	=	\$37.80	
10/25/2017	GLA Board Workshop re: Survey Results	4.0	X	\$25.20	=	\$100.80	
02/23/2016	Project Planning	1.0	X	\$25.20	=	\$25.20	
03/29/2016	Project Planning	1.0	X	\$25.20	=	\$25.20	
04/12/2016	Project Planning	2.0	X	\$25.20	=	\$50.40	
04/14/2016	Project Planning: Survey Meeting w/ LMP Team	4.0	X	\$25.20	=	\$100.80	
04/15/2016	Project Planning	1.0	X	\$25.20	=	\$25.20	
07/27/2016	Project Planning: UW-Stevens Point Contract	2.0	X	\$25.20	=	\$50.40	
11/29/2016	Project Planning	1.0	X	\$25.20	=	\$25.20	
01/16/2017	Project Planning	1.0	X	\$25.20	=	\$25.20	
01/26/2017	Draft Survey Review	2.5	X	\$25.20	=	\$63.00	
02/06/2017	Project Planning: UW-Stevens Point Contract	1.0	X	\$25.20	=	\$25.20	

Donated Professional Services Used as Grant Match

Form 8700-350 (R 12/15)

Page 2 of 7

Date	Description of Work Performed	Hours		Rate*		Total	Signature
02/28/2017	Project Planning: Prep for Draft Survey Conference Call w/ LMP Team	1.5	X	\$25.20	=	\$37.80	
04/25/2017	Communication with GLA Board re: Draft Survey	1.0	X	\$25.20	=	\$25.20	
05/01/2017	Project Planning	1.0	X	\$25.20	=	\$25.20	
05/18/2017	Project Planning re: Oral Interview Internships	2.0	X	\$25.20	=	\$50.40	
07/01/2017	Internship Training w/ Aaron Thompson	1.5	X	\$25.20	=	\$37.80	
10/24/2017	Review of Final Report	3.0	X	\$25.20	=	\$75.60	
11/21/2017	Communication w/ UW-Stevens Point re: Payment Schedules	1.0	X	\$25.20	=	\$25.20	
12/01/2017	Grant Closeout Planning w/ Aaron Thompson	1.0	X	\$25.20	=	\$25.20	
06/26/2017	Oral interview internship training	4.0	X	\$25.20	=	\$100.80	
06/27/2017	Oral interview internship training	1.0	X	\$25.20	=	\$25.20	
06/28/2017	Oral interview overview	2.0	X	\$25.20	=	\$50.40	
08/01/2017	Oral interview video review	3.0	X	\$25.20	=	\$75.60	
08/02/2017	Oral interview video review	2.0	X	\$25.20	=	\$50.40	
06/23/2017	Project Planning: Oral Interviews	2.0	X	\$25.20	=	\$50.40	
07/07/2017	Project Planning: Oral Interviews	2.0	X	\$25.20	=	\$50.40	
07/21/2017	Project Planning: Oral Interviews	2.0	X	\$25.20	=	\$50.40	
08/04/2017	Project Planning: Oral Interviews	2.0	X	\$25.20	=	\$50.40	
Total Value of Services Performed:		64.0				\$1,612.80	

I certify that the donated services identified above have been performed by a professional.

_____ 12/18/17
 Signature of Donating Professional Date Signed

I certify that the donated services have been performed and that this claim is fair and correct.

_____ 12/18/17
 Signature of Project Manager Date Signed

NOTICE: Some DNR grant programs allow donated professional services to contribute toward the sponsor's match. Donated services are valued at market rate. If you choose to use donated professional services as part of your match, you may use this form to document those values. The value of donated professional services may also be documented with an invoice from the donor on business letterhead, including the donor's name and professional title, name and number of the grant project the services are contributed to, dates of work, nature of work, and hours logged by date multiplied by hourly rate. The invoice should include a statement verifying the value of the services is being donated to the project, and must include the donor's signature.

Either an invoice or this completed form must be submitted with the grantee's reimbursement request. Personal information collected will be used for administrative purposes and may be provided to requesters to the extent required by Wisconsin's Open Records Law (ss. 19.31-19.39, Wis. Stats.).

DONATED VOLUNTEER LABOR WORKSHEET - 2			
Last Name	First	MI	DNR Grant Project Number
Lyke	Chris		LPL157916

Donated Professional Services Used as Grant Match
Form 8700-350 (R 12/15) Page 3 of 7

Date	Description of Work Performed	Hours	Rate*	Total	Signature
Professional Title <i>Intern, Green Lake Association</i> <i>Green Lake Association Executive Director</i>			Project Name Green Lake Social Science Assessment		

Indicate the time interval covered by this report by selecting the option that is a best fit. Doing so will open calendars from which you can select start and end dates.

Fiscal Quarterly Reporting From _____ To _____ Rate _____
 Time Period Reporting 02/15/2016 12/31/2017 \$8.00

Date	Description of Work Performed	Hours	Rate*	Total	Signature of Donating Professional
06/06/2017	Oral interview and farmer video prep	5.0	X \$8.00 =	\$40.00	
06/07/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
06/08/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
06/09/2017	Oral interview and farmer video prep	3.0	X \$8.00 =	\$24.00	
06/12/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
06/13/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
06/14/2017	Oral interview and farmer video prep	1.0	X \$8.00 =	\$8.00	
06/15/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
06/19/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
06/20/2017	Oral interview and farmer video prep	8.0	X \$8.00 =	\$64.00	
06/21/2017	Oral interview and farmer video prep	7.0	X \$8.00 =	\$56.00	
06/22/2017	Oral interview and farmer video prep	2.5	X \$8.00 =	\$20.00	
06/23/2017	Oral interview and farmer video prep	6.0	X \$8.00 =	\$48.00	
06/26/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
07/05/2017	Oral interview and farmer video prep	2.0	X \$8.00 =	\$16.00	
07/06/2017	Oral interview and farmer video prep	3.5	X \$8.00 =	\$28.00	
07/07/2017	Oral interview and farmer video prep	2.5	X \$8.00 =	\$20.00	
07/10/2017	Oral interview and farmer video prep	4.5	X \$8.00 =	\$36.00	
07/12/2017	Oral interview and farmer video prep	7.0	X \$8.00 =	\$56.00	
07/13/2017	Oral interview and farmer video prep	5.0	X \$8.00 =	\$40.00	
07/14/2017	Oral interview and farmer video prep	4.5	X \$8.00 =	\$36.00	
07/17/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
07/18/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
07/19/2017	Oral interview and farmer video prep	3.0	X \$8.00 =	\$24.00	
07/20/2017	Oral interview and farmer video prep	3.5	X \$8.00 =	\$28.00	
07/21/2017	Oral interview and farmer video prep	3.0	X \$8.00 =	\$24.00	
07/24/2017	Oral interview and farmer video prep	3.0	X \$8.00 =	\$24.00	
07/25/2017	Oral interview and farmer video prep	7.0	X \$8.00 =	\$56.00	
07/26/2017	Oral interview and farmer video prep	4.0	X \$8.00 =	\$32.00	
07/27/2017	Oral interview and farmer video prep	8.0	X \$8.00 =	\$64.00	
07/30/2017	Oral interview and farmer video prep	3.0	X \$8.00 =	\$24.00	
07/31/2017	Oral interview and farmer video prep	6.0	X \$8.00 =	\$48.00	
08/02/2017	Oral interview and farmer video prep	3.5	X \$8.00 =	\$28.00	

Donated Professional Services Used as Grant Match

Form 8700-350 (R 12/15)

Page 4 of 7

Date	Description of Work Performed	Hours		Rate*		Total	Signature
08/03/2017	Oral interview and farmer video prep	8.5	X	\$8.00	=	\$68.00	
08/04/2017	Oral interview and farmer video prep	8.0	X	\$8.00	=	\$64.00	
08/05/2017	Oral interview and farmer video prep	7.0	X	\$8.00	=	\$56.00	
08/07/2017	Oral interview and farmer video prep	3.5	X	\$8.00	=	\$28.00	
08/08/2017	Oral interview and farmer video prep	5.0	X	\$8.00	=	\$40.00	
08/09/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
08/10/2017	Oral interview and farmer video prep	3.0	X	\$8.00	=	\$24.00	
Total Value of Services Performed:		180.5				\$1,444.00	

I certify that the donated services identified above have been performed by a professional.

Carl Luke 12/18/2017

Signature of Donating Professional Date Signed

I certify that the donated services have been performed and that this claim is fair and correct.

Stephano Puelwitz 12/18/17

Signature of Project Manager Date Signed

NOTICE: Some DNR grant programs allow donated professional services to contribute toward the sponsor's match. Donated services are valued at market rate. If you choose to use donated professional services as part of your match, you may use this form to document those values. The value of donated professional services maybe also be documented with an invoice from the donor on business letterhead, including the donor's name and professional title, name and number of the grant project the services are contributed to, dates of work, nature of work, and hours logged by date multiplied by hourly rate. The invoice should include a statement verifying the value of the services is being donated to the project, and must include the donor's signature.

Either an invoice or this completed form must be submitted with the grantee's reimbursement request. Personal information collected will be used for administrative purposes and may be provided to requesters to the extent required by Wisconsin's Open Records Law (ss. 19.31-19.39, Wis. Stats.).

Section 1.a DONATED PROFESSIONAL SERVICE WORKSHEET - 3

Last Name Gundrum	First Abby	MI	DNR Grant Project Number LPL157916
Professional Title <i>Intern, Green Lake Association</i> <small>Green Lake Association Executive Director</small>		Project Name Green Lake Social Science Assessment	

Indicate the time interval covered by this report by selecting the option that is a best fit. Doing so will open calendars from which you can select start and end dates.

Fiscal Quarterly Reporting From _____ To _____
 Time Period Reporting 02/15/2016 12/31/2017 Rate \$8.00

Date	Description of Work Performed	Hours		Rate*		Total	Signature of Donating Professional
06/06/2017	Oral interview and farmer video prep	5.0	X	\$8.00	=	\$40.00	
06/07/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
06/08/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
06/09/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
06/12/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
06/13/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
06/14/2017	Oral interview and farmer video prep	1.0	X	\$8.00	=	\$8.00	
06/15/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
06/16/2017	Oral interview and farmer video prep	1.0	X	\$8.00	=	\$8.00	
06/19/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	

Donated Professional Services Used as Grant Match

Form 8700-350 (R 12/15)

Page 5 of 7

Date	Description of Work Performed	Hours		Rate*	=	Total	Signature
06/20/2017	Oral interview and farmer video prep	8.0	X	\$8.00	=	\$64.00	
06/21/2017	Oral interview and farmer video prep	7.0	X	\$8.00	=	\$56.00	
06/22/2017	Oral interview and farmer video prep	2.5	X	\$8.00	=	\$20.00	
06/23/2017	Oral interview and farmer video prep	6.0	X	\$8.00	=	\$48.00	
06/26/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
07/05/2017	Oral interview and farmer video prep	2.5	X	\$8.00	=	\$20.00	
07/10/2017	Oral interview and farmer video prep	4.5	X	\$8.00	=	\$36.00	
07/12/2017	Oral interview and farmer video prep	7.0	X	\$8.00	=	\$56.00	
07/13/2017	Oral interview and farmer video prep	5.0	X	\$8.00	=	\$40.00	
07/14/2017	Oral interview and farmer video prep	4.5	X	\$8.00	=	\$36.00	
07/15/2017	Oral interview and farmer video prep	6.0	X	\$8.00	=	\$48.00	
07/17/2017	Oral interview and farmer video prep	7.0	X	\$8.00	=	\$56.00	
07/18/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
07/26/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
07/27/2017	Oral interview and farmer video prep	8.0	X	\$8.00	=	\$64.00	
07/28/2017	Oral interview and farmer video prep	8.5	X	\$8.00	=	\$68.00	
07/31/2017	Oral interview and farmer video prep	6.0	X	\$8.00	=	\$48.00	
08/02/2017	Oral interview and farmer video prep	1.5	X	\$8.00	=	\$12.00	
08/03/2017	Oral interview and farmer video prep	8.5	X	\$8.00	=	\$68.00	
08/04/2017	Oral interview and farmer video prep	8.0	X	\$8.00	=	\$64.00	
08/05/2017	Oral interview and farmer video prep	7.0	X	\$8.00	=	\$56.00	
08/07/2017	Oral interview and farmer video prep	3.5	X	\$8.00	=	\$28.00	
08/08/2017	Oral interview and farmer video prep	8.0	X	\$8.00	=	\$64.00	
08/09/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
08/10/2017	Oral interview and farmer video prep	3.0	X	\$8.00	=	\$24.00	
08/11/2017	Oral interview and farmer video prep	4.0	X	\$8.00	=	\$32.00	
Total Value of Services Performed:		177.0				\$1,416.00	

I certify that the donated services identified above have been performed by a professional.

Aligail Gundrum 12/18/2017

Signature of Donating Professional Date Signed

I certify that the donated services have been performed and that this claim is fair and correct.

Stephano Prellwitz 12/18/17

Signature of Project Manager Date Signed

Donated Professional Services Used as Grant Match

Form 8700-350 (R 12/15)

Page 6 of 7

Notice: Use this summary sheet to tally all professional labor donation per reporting period. This page will auto-populate totals from all page one worksheets completed electronically.


Section 1.b DONATED PROFESSIONAL SERVICES SUMMARY

Project Sponsor: Green Lake Association DNR Grant Project Number (from page one) LPL157916

Project Name (from page one) Green Lake Social Science Assessment Fiscal Quarterly Reporting From _____ To _____
 Time Period Reporting 02/15/2016 12/31/2017

Name of Professional Donating Services	Hours		Rate		Total
Prellwitz, Stephanie	64.00	X	\$25.20	=	\$ 1,612.80
Lyke, Chris	180.50	X	\$8.00	=	\$ 1,444.00
Gundrum, Abby	177.00	X	\$8.00	=	\$ 1,416.00
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
		X		=	
Total Value of Services Performed:				= \$	4,472.80

I certify that the donated services identified in Section 1.a. have been performed and that this claim is fair and correct.

Signature of Project Manager  Date 12/18/17

Donated Professional Services Used as Grant Match

Form 8700-350 (R 12/15)

Page 7 of 7

Notice: Professionals donating services to more than one DNR funded grant project during the reimbursement request time period must complete a Section 1.c. below to identified all hours, both paid and donated, contributed to those projects during the time period. It is recommended these reports be completed on a fiscal quarterly basis (Jan-March, April-June, etc.) to support quarterly, semi-annual, or annual reimbursement requests. Staff and Professional Service Providers contributing to multiple projects must submit a signed original of this form along with their invoice(s) or Donated Professional Services worksheet(s).

Section 1.c Force Account / Professional Services Report (Multiple Projects)

Staff/Professional Services Provider:	Hourly (Wages + Benefit Rate)
---------------------------------------	-------------------------------

Professional Title:	Fiscal Quarterly Reporting <input type="radio"/>
	Time Period Reporting <input type="radio"/>

Project/Grant Number	Total # Hours	Services Provided
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		

Certification: This report accurately reflects my professional wage/benefit rate and the number of hours I contributed to Wisconsin DNR grant-funded projects during the time period/fiscal quarter indicated. It identifies all Wis. DNR grant projects I contributed to during this period and is submitted so the value of these hours may be cost-shared or used as match for the grant project(s) indicated. Hours listed are specific to the grant project identified, and are not being billed toward or used as match for any other grant project funded by DNR.

Signature of Professional Service Provider _____ Date _____



University of Wisconsin-Stevens Point

General Ledger
Business Affairs

Stevens Point WI 54481-3897
715-346-2051; Fax 715-346-4011
www.uwsp.edu/genledger

INVOICE

TO: Green Lake Association
PO Box 394
Green Lake, WI 54941

INVOICE DATE: 08/01/2017
INVOICE NUMBER: AAB9975-2
PERIOD: 05/01/2017 – 07/31/2017
DNR AGREEMENT NO: LPL 157916
PRINCIPAL INVESTIGATOR: Aaron Thompson

FOR: Expenditures incurred under the agreement between the Green Lake Association and the University of Wisconsin-Stevens Point for the project entitled, "Green Lake: Social Science Assessment of Agricultural Landowners."

BUDGET CATEGORY	EXPENDITURES THIS PERIOD	CUMULATIVE EXPENDITURES
Salary	\$5,091.87	\$5,091.87
Fringe	\$2,594.61	\$2,594.61
Travel	\$0.00	\$0.00
Supplies and Service	\$2,893.20	\$4,899.20
TOTAL	\$10,579.68	\$12,585.68

TOTAL DUE: \$10,579.68

**Please note we have not yet received payment on Invoice AAB9975-1 in the amount of \$2,006.00.

REMIT TO: UNIVERSITY OF WISCONSIN - STEVENS POINT
C/O BURSAR
2100 MAIN STREET
STEVENS POINT, WI 54481

cc: Aaron Thompson
Bursar
File

Bursar Use: 133-4 909102 AAB9975-9504

University of Wisconsin - Stevens Point

8/11/2017

Farmer Survey Salary	5,091.87
Farmer Survey Fringe	2,594.61
Farmer Survey Supplies and Services	4,899.20

PAYMENT
RECORD

GLSB CHECKING

AAB9975-2

12,585.68



Rev 3/11



University of Wisconsin-Stevens Point

General Ledger
Business Affairs

Stevens Point WI 54481-3897
715-346-2051; Fax 715-346-4011
www.uwsp.edu/genledger

INVOICE

TO: Green Lake Association
PO Box 394
Green Lake, WI 54941

INVOICE DATE: 05/01/2017
INVOICE NUMBER: AAB9975-1
PERIOD: 02/15/2017 – 04/30/2017
DNR AGREEMENT NO: LPL 157916
PRINCIPAL INVESTIGATOR: Aaron Thompson

FOR: Expenditures incurred under the agreement between the Green Lake Association and the University of Wisconsin-Stevens Point for the project entitled, "Green Lake: Social Science Assessment of Agricultural Landowners."

BUDGET CATEGORY	EXPENDITURES THIS PERIOD	CUMULATIVE EXPENDITURES
Salary	\$0.00	\$0.00
Fringe	\$0.00	\$0.00
Travel	\$0.00	\$0.00
Supplies and Service	\$2,006.00	\$2,006.00
TOTAL	\$2,006.00	\$2,006.00

TOTAL DUE: \$2,006.00

REMIT TO: UNIVERSITY OF WISCONSIN - STEVENS POINT
C/O BURSAR
2100 MAIN STREET
STEVENS POINT, WI 54481

cc: Aaron Thompson
Bursar
File

Bursar Use: AAB9975-9504

University of Wisconsin - Stevens Point

Farmer Survey Supplies and Service

8/11/2017

2,006.00

PAYMENT
RECORD

GLSB CHECKING

AAB9975-1

2,006.00

Rev 3/11

ADVANCE LETTER

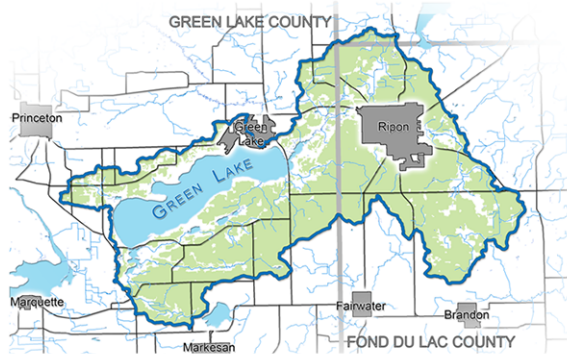


Green Lake Social Science Assessment
Grant #: LPL157916



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

**The survey booklet will arrive
in the mail in about 7 -10 days.**



This advance letter is simply intended to let you know about this opportunity to contribute, but it also helps us keep costs down by confirming valid mailing addresses.

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

Here are a few important notes about this study:

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

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

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

A handwritten signature in black ink, appearing to read "Aaron Thompson".

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

SURVEY QUESTIONNAIRE



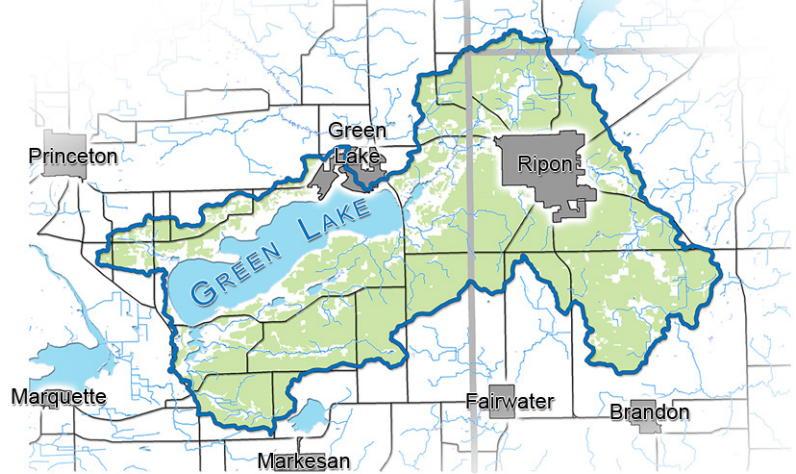
Green Lake Social Science Assessment
Grant #: LPL157916

Green Lake Farmer Survey



College of Natural Resources
University of Wisconsin - Stevens Point

GREEN LAKE COUNTY



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

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

Here are a few important notes about this study:

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

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

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

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

PLEASE READ BEFORE BEGINNING THIS SURVEY:

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

Please mark all answers clearly, in pen or pencil, as indicated below.

Example "A"

Example "B"

CONSERVATION PRIORITIES

To begin we'd like to understand your priorities for the Green Lake Watershed. Please indicate whether you support each of the following goals by responding Yes or No.



YES <input type="checkbox"/>	NO <input type="checkbox"/>	Encouraging land management practices that promote good soil health.
YES <input type="checkbox"/>	NO <input type="checkbox"/>	Reducing soil erosion entering into waterways from both shoreline and upland sources.
YES <input type="checkbox"/>	NO <input type="checkbox"/>	Funding practices on local farms that help reduce phosphorus runoff, which can improve local water quality.
YES <input type="checkbox"/>	NO <input type="checkbox"/>	Promoting the protection and restoration of riparian wetlands and marshes.
YES <input type="checkbox"/>	NO <input type="checkbox"/>	Reducing habitat fragmentation and promoting the protection and restoration of areas for wildlife.
YES <input type="checkbox"/>	NO <input type="checkbox"/>	Ensuring that someone who can provide technical assistance for installing conservation practices is available to come out to my property and meet with me.

FARMERS AND THE ENVIRONMENT

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

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
	SD	D	N	A	SA	DK
Good farming requires using all available acreage as efficiently as possible to maximize yields.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
To protect the rural landscape, farmers must move away from conventional agricultural practices to approaches that more closely mimic natural processes.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Modifications to my farm that increase production, such as the removal of grasslands, fence rows, or grass field buffers have little impact on the environment.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Programs to protect soil and water resources should emphasize approaches that primarily benefit agricultural production.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
As a result of modern agricultural practices, farmers must exert more effort now to protect the environment than was necessary in the past.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
The primary role of farms is the production of food and related agricultural products; the protection of the environment is separate from this purpose.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Good farming results from placing equal importance on the management of both the agricultural and natural areas of my farm.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
A successful farmer is someone who continuously evaluates the environmental impact of their farm and adopts new approaches to protect the environment.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>

GOVERNMENT INVOLVEMENT

This series of questions ask about your beliefs regarding how government should be involved in private land management. **Please indicate whether you agree or disagree with each of the following statements:**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't Know
	SD	D	N	A	SA	DK
Government expertise is essential to addressing problems facing resource management in my community.	-2	-1	0	1	2	<input type="checkbox"/>
Local residents are better able to address issues that concern the management of the rural landscape than the government.	-2	-1	0	1	2	<input type="checkbox"/>
Solving problems currently facing farming like agricultural runoff affecting local water quality must rely on the innovation and ingenuity of farmers, not the government.	-2	-1	0	1	2	<input type="checkbox"/>
Government agencies are an important partner who assists me in the management of my land.	-2	-1	0	1	2	<input type="checkbox"/>
Government programs do not provide me the flexibility that is needed to appropriately manage my land.	-2	-1	0	1	2	<input type="checkbox"/>
Government payments are necessary to ensure that farmland is appropriately managed for the benefit of the community.	-2	-1	0	1	2	<input type="checkbox"/>
Private property is a right created by government that can be changed over time according to changing needs of society.	-2	-1	0	1	2	<input type="checkbox"/>
The government should not be allowed to regulate land management practices on private property, even if current activities have the potential to negatively impact others.	-2	-1	0	1	2	<input type="checkbox"/>

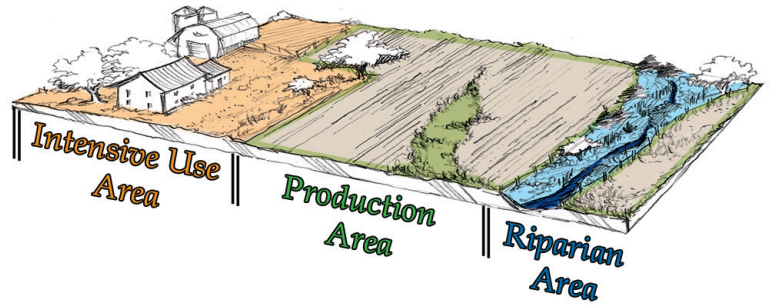
MANAGEMENT DECISIONS

Many agencies and groups are working with farmers to improve land management practices to improve water quality. These efforts often offer cost sharing or expertise to implement new practices; however, there are many valid reasons why people aren't interested in these programs. **How important are each of following reasons when you make decisions about changing land management practices on your farm?**

	Very Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important	Don't Know
	-2	-1	0	1	2	<input type="checkbox"/>
Uncertainty about whether the money I invest will result in improvements in local water quality.	-2	-1	0	1	2	<input type="checkbox"/>
Concern that changing land management practices might reduce yields or overall farm productivity.	-2	-1	0	1	2	<input type="checkbox"/>
The lack of a source of funding to install or maintain these practices.	-2	-1	0	1	2	<input type="checkbox"/>
Concern that I don't have the skills and knowledge necessary to install or maintain these practices on my property.	-2	-1	0	1	2	<input type="checkbox"/>
Uncertainty about whether installing these practices on my property is likely to reduce undesirable water quality problems in nearby waterways.	-2	-1	0	1	2	<input type="checkbox"/>
The additional time spent doing paperwork isn't worth the cost share provided by organizations working to improve land management practices.	-2	-1	0	1	2	<input type="checkbox"/>
Not wanting to invest my own money in water quality practices, as I'd be more likely to participate if someone else covers 100 percent of the costs.	-2	-1	0	1	2	<input type="checkbox"/>

CONSERVATION PRACTICES

We'd like to know more about your experience with conservation practices that have the potential to improve water quality in your area. *The practices presented below (and on the next page) are appropriate for different parts of a farm property and have been organized into the 3 groups shown in the diagram here.*



Please read the practice descriptions provided below and respond to these 3 questions for each:

EXPERIENCE: What is your experience using each practice on your land? *Please rate from (0) unfamiliar -- I have not heard of this before to (3) very experienced -- currently use this practice extensively on my farm.*

INTEREST: What is your level of interest in trying, or expanding the use of, each practice? *Please rate from (0) no interest -- would not work on my farm to (3) very interested -- would be a good fit for my farm.*

BENEFIT: How much benefit to water quality do you believe would come from funding installations of each practice on farms across the Green Lake Watershed? *Please rate from (0) no benefit -- would not improve water quality to (3) very beneficial -- would significantly improve water quality.*

Intensive Use Area Practices

	EXPERIENCE on your land	INTEREST in trying practice	BENEFIT to the watershed
BARNYARD WATER MANAGEMENT is a set of practices, such as gutters, roof structures over barnyards, or other methods that divert clean water (rainfall) away from possible sources of contamination.	<input type="checkbox"/> 3 Very Experienced	<input type="checkbox"/> 3 Very Interested	<input type="checkbox"/> 3 Very Beneficial
	<input type="checkbox"/> 2 Some Experience	<input type="checkbox"/> 2 Some Interest	<input type="checkbox"/> 2 Some Benefit
	<input type="checkbox"/> 1 Little Experience	<input type="checkbox"/> 1 Little Interest	<input type="checkbox"/> 1 Little Benefit
	<input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 0 No Benefit
WASTE STORAGE are constructed structures put in place to temporarily store animal waste until it can be properly applied to fields.	<input type="checkbox"/> 3 Very Experienced	<input type="checkbox"/> 3 Very Interested	<input type="checkbox"/> 3 Very Beneficial
	<input type="checkbox"/> 2 Some Experience	<input type="checkbox"/> 2 Some Interest	<input type="checkbox"/> 2 Some Benefit
	<input type="checkbox"/> 1 Little Experience	<input type="checkbox"/> 1 Little Interest	<input type="checkbox"/> 1 Little Benefit
	<input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 0 No Benefit

Production Area Practices

	EXPERIENCE on your land	INTEREST in trying practice	BENEFIT to the watershed
GRADE STABILIZATION STRUCTURES are constructed retaining walls, or retention ponds, used to stabilize areas within a field that are highly susceptible to erosion.	<input type="checkbox"/> 3 Very Experienced	<input type="checkbox"/> 3 Very Interested	<input type="checkbox"/> 3 Very Beneficial
	<input type="checkbox"/> 2 Some Experience	<input type="checkbox"/> 2 Some Interest	<input type="checkbox"/> 2 Some Benefit
	<input type="checkbox"/> 1 Little Experience	<input type="checkbox"/> 1 Little Interest	<input type="checkbox"/> 1 Little Benefit
	<input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 0 No Benefit
TERRACE SYSTEM is used to farm uneven or hilly terrain using terraced fields to decrease erosion and surface runoff.	<input type="checkbox"/> 3 Very Experienced	<input type="checkbox"/> 3 Very Interested	<input type="checkbox"/> 3 Very Beneficial
	<input type="checkbox"/> 2 Some Experience	<input type="checkbox"/> 2 Some Interest	<input type="checkbox"/> 2 Some Benefit
	<input type="checkbox"/> 1 Little Experience	<input type="checkbox"/> 1 Little Interest	<input type="checkbox"/> 1 Little Benefit
	<input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 0 No Benefit
GRASSED WATERWAYS are intentionally graded shallow channels that are seeded with grass to protect natural drainage ways from gully erosion during a stormwater runoff event.	<input type="checkbox"/> 3 Very Experienced	<input type="checkbox"/> 3 Very Interested	<input type="checkbox"/> 3 Very Beneficial
	<input type="checkbox"/> 2 Some Experience	<input type="checkbox"/> 2 Some Interest	<input type="checkbox"/> 2 Some Benefit
	<input type="checkbox"/> 1 Little Experience	<input type="checkbox"/> 1 Little Interest	<input type="checkbox"/> 1 Little Benefit
	<input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 0 No Benefit

<i>Production Area Practices (continued)</i>	EXPERIENCE <i>on your land</i>	INTEREST <i>in trying practice</i>	BENEFIT <i>to the watershed</i>
NO TILL PLANTING is a practice that limits soil disturbance and erosion by allowing planting to occur directly into the previous year's crop residues without tilling.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit
NUTRIENT MANAGEMENT involves adjusting the method (i.e. injection or incorporation), rate, or timing of applications to minimize the potential for contaminated runoff into nearby waterways or field tiles.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit
COVER CROPS are plants that are seeded into a field alongside the commercial crop primarily to manage soil erosion or improve soil health.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit
CONTOUR FARMING encourages row cropping practices, such as tillage ridges and furrows, that work to prevent stormwater from flowing downslope in order to decrease erosion and surface runoff.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit

<i>Riparian Area Practices</i>	EXPERIENCE <i>on your land</i>	INTEREST <i>in trying practice</i>	BENEFIT <i>to the watershed</i>
STREAM FENCING are practices that help reduce soil erosion by using fencing, or other field improvements, to provide a very specific place for people, animals, and vehicles to access or cross streams or other water bodies.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit
STREAMBANK STABILIZATION are practices designed to restore, stabilize, or protect the bank of the stream by seeding, planting, or using other forms of sediment control in critical areas.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit
WETLAND SCRAPES are practices that provide for water quality improvement, reduce flooding, and provide habitat for wildlife by restoring the conditions necessary for the reestablishment of wetland plants.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit
VEGETATIVE BUFFERS are permanent plantings of trees and grasses along a stream or ditch that are designed to prevent stormwater runoff from carrying soil or other pollutants directly into the waterway.	<input type="checkbox"/> 3 Very Experienced <input type="checkbox"/> 2 Some Experience <input type="checkbox"/> 1 Little Experience <input type="checkbox"/> 0 Unfamiliar	<input type="checkbox"/> 3 Very Interested <input type="checkbox"/> 2 Some Interest <input type="checkbox"/> 1 Little Interest <input type="checkbox"/> 0 No Interest	<input type="checkbox"/> 3 Very Beneficial <input type="checkbox"/> 2 Some Benefit <input type="checkbox"/> 1 Little Benefit <input type="checkbox"/> 0 No Benefit

MAKING CONSERVATION WORK FOR YOU

Please respond to the questions below to help us understand changes that could make new programs a better fit for you.

	INTEREST <i>in trying practice</i>	BENEFIT <i>to the watershed</i>
HARVESTABLE BUFFER PROGRAM is a proposed county government program that would provide funding to establish perennial grass cover along streams and ditches. The grass reduces stormwater runoff impacts and may also be harvested and used by the landowner.	<input type="checkbox"/> 3	<input type="checkbox"/> 3
	<input type="checkbox"/> 2	<input type="checkbox"/> 2
	<input type="checkbox"/> 1	<input type="checkbox"/> 1
	<input type="checkbox"/> 0	<input type="checkbox"/> 0

- 3 Very Interested
- 2 Some Interest
- 1 Little Interest
- 0 No Interest

- 3 Very Beneficial
- 2 Some Benefit
- 1 Little Benefit
- 0 No Benefit

YES	NO	Would you be more interested in trying Harvestable Buffers if ...
<input type="checkbox"/> Y	<input type="checkbox"/> N	<i>more interested if ... all the costs to install the harvestable buffer are paid by the County?</i>
<input type="checkbox"/> Y	<input type="checkbox"/> N	<i>more interested if ... the County occasionally inspected and handled any necessary maintenance?</i>
<input type="checkbox"/> Y	<input type="checkbox"/> N	<i>more interested if ... a long-term (25 years, 50 years, or permanent) contract were available -- assuming that longer contracts would receive a better rate (more years = more money)?</i>
<input type="checkbox"/> Y	<input type="checkbox"/> N	<i>more interested if ... a short-term (5 years or 15 years) contract were available -- even if it paid less?</i>

WORKING TOGETHER FOR WATER QUALITY

Input from local stakeholders is critical in natural resource management. Local knowledge of people, places and resources can only be obtained if local landowners are given the opportunity to be heard and participate. **This section asks about a new way that you as a rural landowner could participate in water quality management.**

FARMER-LED COUNCILS

Description: A Farmer-Led Council ...

- A. Relies on the participation of interested landowners and parallels a farm advocacy group.
- B. The council of local farmers would work with interested landowners to get water quality projects completed on private properties.
- C. This group would primarily consist of individual landowners with a vested interest in this landscape with support from individuals with technical expertise.

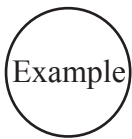
Question: How likely are you to participate in an effort that uses FARMER-LED COUNCILS for informing decisions that impact how water quality is managed in the Green Lake Watershed?

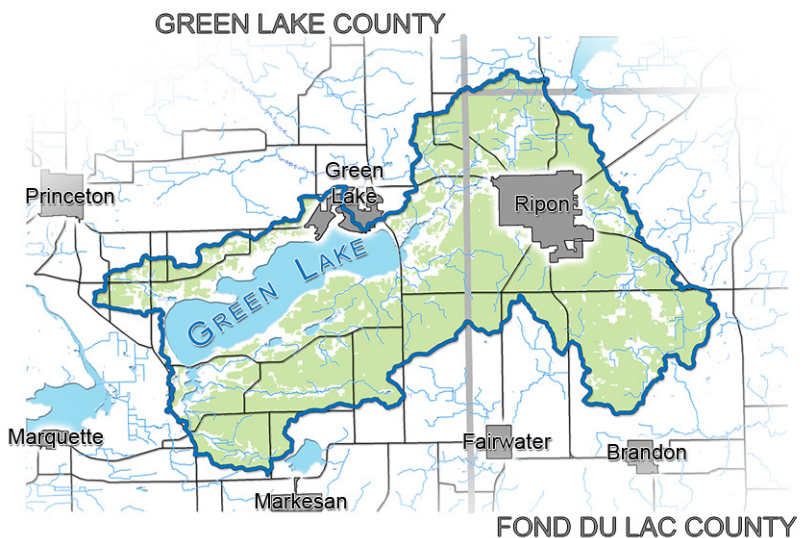
Extremely Unlikely		Neutral		Extremely Likely	Don't Know				
<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> DK

WHICH PART OF THE WATERSHED IS YOURS?

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

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





Green Lake Association

Have you heard about Green Lake Association’s efforts? They work to promote the conservation of Green Lake by addressing negative water quality trends before they become a critical issue that will affect this lake over the long term. **Please select the response that best describes your familiarity.**

Never heard about these efforts
 Heard of them, but don’t know much about them
 Heard of them and know what they are doing
 I’ve attended meetings or events in the past

BENEFITS OF GREEN LAKE

The following series of questions asks about possible community benefits of Green Lake. **Please indicate your level of agreement with the following statements, which begin with “I personally benefit from ...”**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don’t Know
	SD	D	N	A	SA	DK
<i>I personally benefit from ...</i> access to fishing or hunting opportunities on Big Green Lake.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
<i>... local tax dollars generated by shoreline development on Green Lake.</i>	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
<i>... access to customers for local products, such as Farmers Markets, who are attracted to the area by amenities around Green Lake.</i>	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
<i>... opportunities for water-based recreation, such as boating or swimming, on Green Lake.</i>	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
<i>... places for friends, family, or other groups to gather and enjoy leisure time together around Green Lake.</i>	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>

TRUST IN ORGANIZATIONS

We would like to know your level of trust in organizations that are working to address water quality issues in the Green Lake Watershed. **For each of the following how likely are you to work with the organization to identify new opportunities to address issues on your land?**

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	Don’t Know
	VUL	UL	N	L	VL	DK
USDA Natural Resource Conservation Services (NRCS) - A federal agency that provides landowners with financial and technical assistance to support the installation and upkeep of conservation practices.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Wisconsin Department of Natural Resources (WDNR) - A state agency that provides landowners with financial and technical assistance to support the installation and upkeep of conservation practices.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Green Lake County Land Conservation Department - A local agency that provides landowners with financial and technical assistance to support the installation and upkeep of conservation practices.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Fond du Lac County Land and Water Conservation Department - A local agency that provides landowners with financial and technical assistance to support the installation and upkeep of conservation practices.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Green Lake Sanitary District - A local district created to protect Green Lake by providing leadership on sanitation and related air, land, and water quality matters.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
Green Lake Association - A group of local citizens who are interested in addressing water quality challenges.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>
University of Wisconsin Extension - Local university professionals that provides landowners with educational programs and publications.	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/>

DEMOGRAPHIC INFORMATION

Please answer the following questions about yourself, the **information will be used for classification purposes only.**

What is your gender? _____ Male
 Female

In what year were you born? _____

What is your highest level of formal education?

- Some high school
- High school graduate or GED
- Some college
- 2 year degree
- 4 year degree
- Graduate degree
- Other (specify)

In 2016 how many acres of land did you:

a. Own (Total)

b. Rent from others.....

c. Set aside for conservation.....

Please indicate which best describes your farm operation based on **gross farm sales.**

- Less than \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$250,000
- \$250,000 - \$499,999
- More than \$500,000
- Do not farm

Describe your farming operation by marking the response that best describes you.

- Farmer -- primarily row crops
- Farmer -- primarily dairy
- Farmer -- other: not dairy or row crops
- Primarily a landlord -- do not farm
- Hobby farm -- full-time, off-farm job

Which of these responses best describes your retirement plans?

- I will never fully retire from farming (retaining control of management and providing some labor).
- I will semi-retire from farming (providing some management and / or labor).
- I will fully retire from farming (leaving all management and labor to others).

What would you consider to be the most likely outcome for your farm when you decide to quit farming?

- A family member will continue the farm operation.
- Sell my land to another farmer.
- Sell all or part of the land to a developer.
- Sell all or part of the land for conservation.
- I don't know what options are available for my land.

Check all that apply.

YOUR VIEWS

Please record any additional thoughts and any comments about this survey in the space provided.

Thank you!

For completing this survey, please return it to us in the included pre-paid envelope.

POST CARD



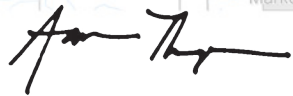
Green Lake Social Science Assessment
Grant #: LPL157916

Dear Green Lake Watershed Landowner,

I am sending you this reminder because your input is extremely valuable. We haven't heard back from you on the Green Lake Watershed Survey seeking your opinions about how landowners in your community should be included in making water quality decisions in this watershed. Hearing from everyone is important as your opinions and experiences are unique from those who have already responded.

If you've already taken the time to complete the survey thank you for your assistance, if not please take this opportunity to complete the survey in order to inform this important work.

Sincerely,



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

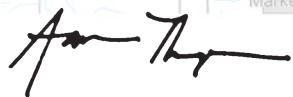
Green Lake Watershed

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Green Lake Watershed



College of Natural Resources
University of Wisconsin - Stevens Point

Dr. Aaron Thompson

UWSP Center for Land Use Education -- TNR 207
800 Reserve St
Stevens Point, WI 54481



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NON-RESPONSE BIAS



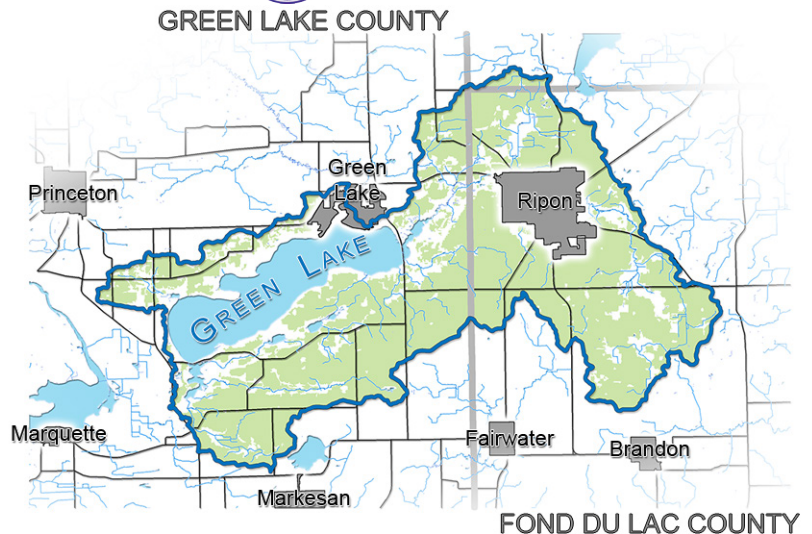
Green Lake Social Science Assessment
Grant #: LPL157916

Green Lake Farmer Survey



College of Natural Resources
University of Wisconsin - Stevens Point

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



FINAL OPPORTUNITY TO CONTRIBUTE:

We haven't heard back from you on the Green Lake Watershed Survey seeking your opinions about how landowners in your community should be included in making water quality decisions in this watershed. Hearing from everyone is important as your opinions and experiences are unique from those who have already responded.

If you've already taken the time to complete the survey thank you for your assistance, if not please take this final opportunity to contribute by completing and return this 1-page version of the survey that helps us learn a little about how your farm compares with others in the watershed.

We want your input on the priorities of those who know the land best: agricultural producers and landowners in the Green Lake watershed. We are asking you to complete this survey, which should take about 5 minutes of your time. The survey is being conducted by the UW-Extension Center for Land Use Education at UW-Stevens Point that assists communities in understanding the priorities of key stakeholders. Please contribute to this effort by completing the survey and returning it in the enclosed postage paid envelope.

Here are a few important notes about this study:

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

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

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

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

TELL US ABOUT YOURSELF

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

Tell us briefly why you didn't complete the survey? The Green Lake Farmer Survey relies on landowners volunteering their time and we understand that not everyone has time to fill out the 8-page booklet. **Please let us know why you didn't participate by selecting the response below that best describes your reason.**

<input type="checkbox"/> The survey didn't apply to me as I'm not actively involved in making land management decisions on agricultural land in the Green Lake watershed.	<input type="checkbox"/> I'm involved in making land management decisions on agricultural land in the Green Lake watershed, but not interested in filling out surveys about these decisions.	<input type="checkbox"/> I completed the survey and returned it in the postage paid envelope. THANK YOU! <i>If you've mailed in your survey booklet, you don't need to complete or return this form.</i>
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Please answer the following questions about yourself, the **information will be used for classification purposes only.**

What is your gender? _____

Male
 Female

In what year were you born? _____

In 2016 how many acres of land did you:

a. Own (Total)

b. Rent from others.....

c. Set aside for conservation.....

Describe your farming operation by marking the response that best describes you.

Farmer -- primarily row crops
 Farmer -- primarily dairy
 Farmer -- other: not dairy or row crops
 Primarily a landlord -- do not farm
 Hobby farm -- full-time, off-farm job

YOUR VIEWS

Please record any additional thoughts and any comments about this survey in the space provided.

Thank you!

For completing this survey, please return it to us in the included pre-paid envelope.

FINAL REPORT



A digital version of this report is available at:
<https://tinyurl.com/GreenLakeFarmerSurvey2017>

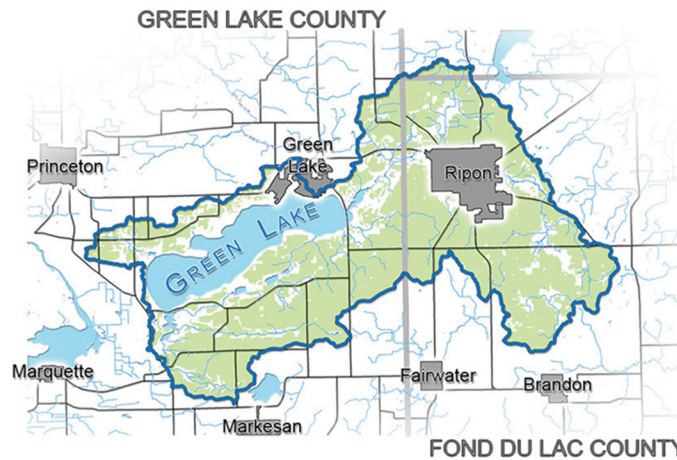


Green Lake Watershed Social Science Assessment

FARMER SURVEY REPORT

Survey Invitation Letter

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



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

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- We do not anticipate any potential for risk or harm due to participation in this study; however, if you have any complaints about your treatment as a participant in this study please contact Dr. Debbie Palmer, IRB Chair at (715) 346-3953, e-mail at irbchair@uwsp.edu, or mail at University of Wisconsin-Stevens Point, Science Building D240, Stevens Point Wisconsin 54481.

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

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

GREEN LAKE SOCIAL SCIENCE ASSESSMENT

Factors Motivating Conservation Agriculture

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I would also like to thank many individuals who were involved in the development of the Green Lake Farmer Survey. First and foremost this project was initiated and funded by the Green Lake Association and without the support of Stephanie Prellwitz and her team it would not be possible to do this type of community driven research. Additionally, thank you to Karen Blaha who managed the data collection process and provided administrative support throughout the data collection process. Finally, the purpose of this research effort is to help stakeholders in the Green Lake watershed share their voice and opinions to inform the watershed protection and restoration efforts – this work is not possible without those individuals who took the time to complete the survey and a big thank you is well deserved for the agricultural landowners and producers who contributed their time to share their views!

SUGGESTED CITATION

Thompson, Aaron (2017). Green Lake Watershed Social Science Assessment: Factors Motivating Conservation Agriculture. Retrieved from the University of Wisconsin-Stevens Point, UWEX Center for Land Use Education website: <http://www.uwsp.edu/cnr/landcenter/>

For additional information, requests for permission to use materials contained within, or if you have questions about the work contained in this report contact:

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Factors Motivating Conservation Agriculture



PROBLEM STATEMENT

The goal of protecting water quality in our lakes, rivers, and streams drives significant investment of time, money, and other resources in rural Wisconsin. The challenge of carrying out this work in an agriculturally dominated landscape, like the Green Lake watershed, requires an understanding that this is a multi-functional place that means different things to different groups of people. Those working to protect lakes and streams must also consider the goals of those earning a living from the land, because these are critical partners necessary for the success of their efforts. This relationship is critical and often the needs of the agricultural community are not well understood. This report is designed to answer some of these questions and support relationship building between stakeholders in the Green Lake watershed by sharing the results of a confidential survey of agricultural landowners designed to support the development of strategies to improve participation in conservation agriculture initiatives.

PROJECT DESCRIPTION

This research has been led by Dr. Aaron Thompson to support efforts cited in the Green Lake Management Plan to improve agricultural operations performance with NR151 by focusing on understanding the needs and priorities of this community. Using data collected from an attempted census of agricultural landowners, a stakeholder profile has been developed to provide a better understanding of their current behaviors (i.e. adoption of conservation practices), attitudinal factors motivating support or opposition to watershed management, and informs discussion of governance alternatives (i.e. support for farmer-led initiatives) for decision-making about conservation efforts on agricultural lands. This report begins by examining who responded to the survey and comparing this with information about agricultural landowners and producers in the region to evaluate the potential for bias in the survey results. Once this basic level of demographic analysis is completed, the process uses attitude information measured by the survey questionnaire to differentiate amongst producers based on their goals and priorities. These groups are then analyzed to determine their preference for different application variables, such as experience and interest in conservation practices, perceived barriers to participation, and trusted partners working within the watershed. Finally, the report summarized what is known about landowners in 7 unique areas within the watershed to support the development of landscape strategies that are responsive to the needs of those who live and work the land in these areas.

PROJECT OVERVIEW



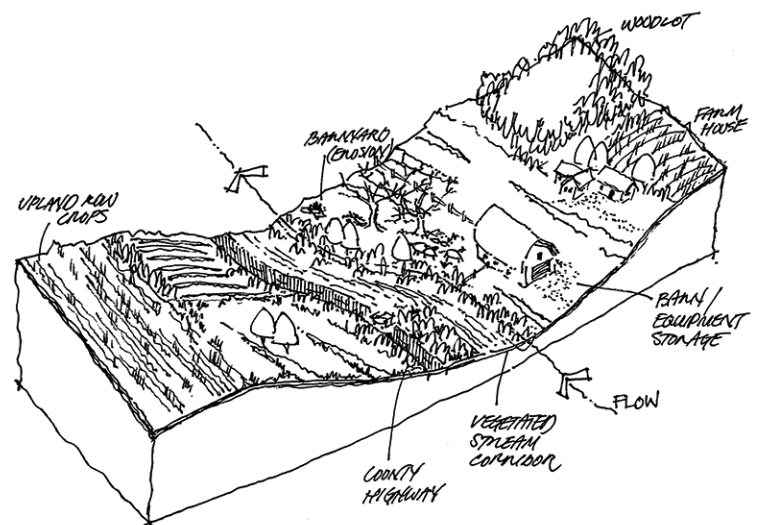
PROJECT TIMELINE

A goal of this work is to provide community-driven research that will enhance the ability of local partners to work together on complex challenges, such as meeting water quality goals in the Green Lake watershed. Beginning in early 2015 conversations with Green Lake Association staff generated the idea of conducting this survey of agricultural producers to address specific outreach needs. Since approval of the WDNR grant in early 2016 the key steps in the survey research process are provided below:

- April 2016: Coordination meeting with local agricultural specialists, including representatives from local, state and federal agencies.
- Fall 2017: National political campaign closed window for survey data collection.
- March - April 2017: Development of final survey instrument and Human Subject Protection (IRB) approval (UWSP Protocol #16-17.051).
- April - June 2017: Data collection phase of the project.
- July-September 2017: Initial review of survey results with GLA board and survey analysis.
- October 2017: Development of survey report.

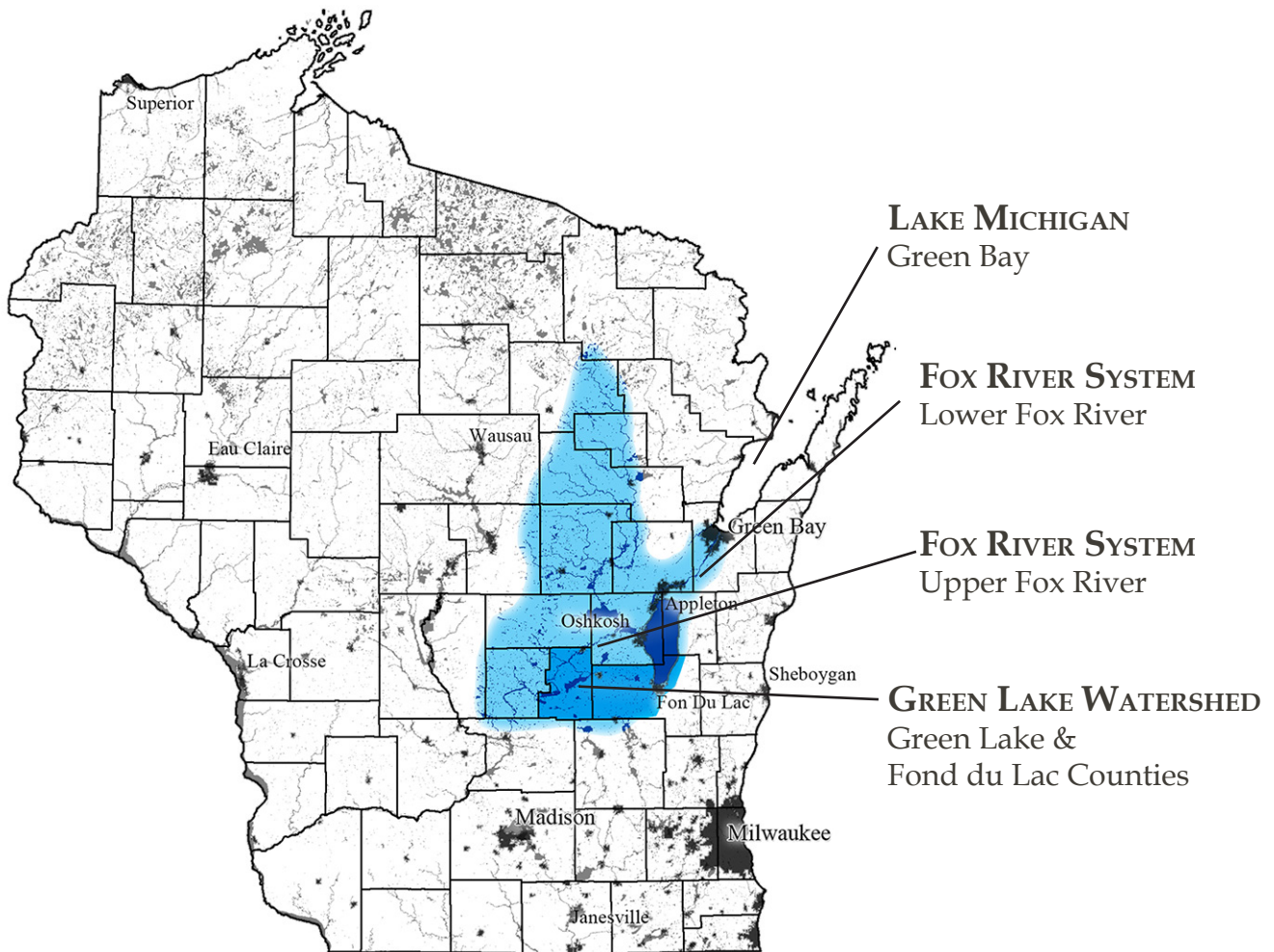
CONSERVATION AGRICULTURE

The sub-title for this report addresses the need to identify factors motivating “conservation agriculture”. This terminology was selected as it broadly frames the challenge while suggesting the desire to support a multi-functional landscape. The intent is simply that both conservation initiatives (especially those designed to support the protection of water quality) and agriculture can both thrive when a community works together toward a common strategy for their landscape (Cornell University, 2017).



Factors Motivating Conservation Agriculture

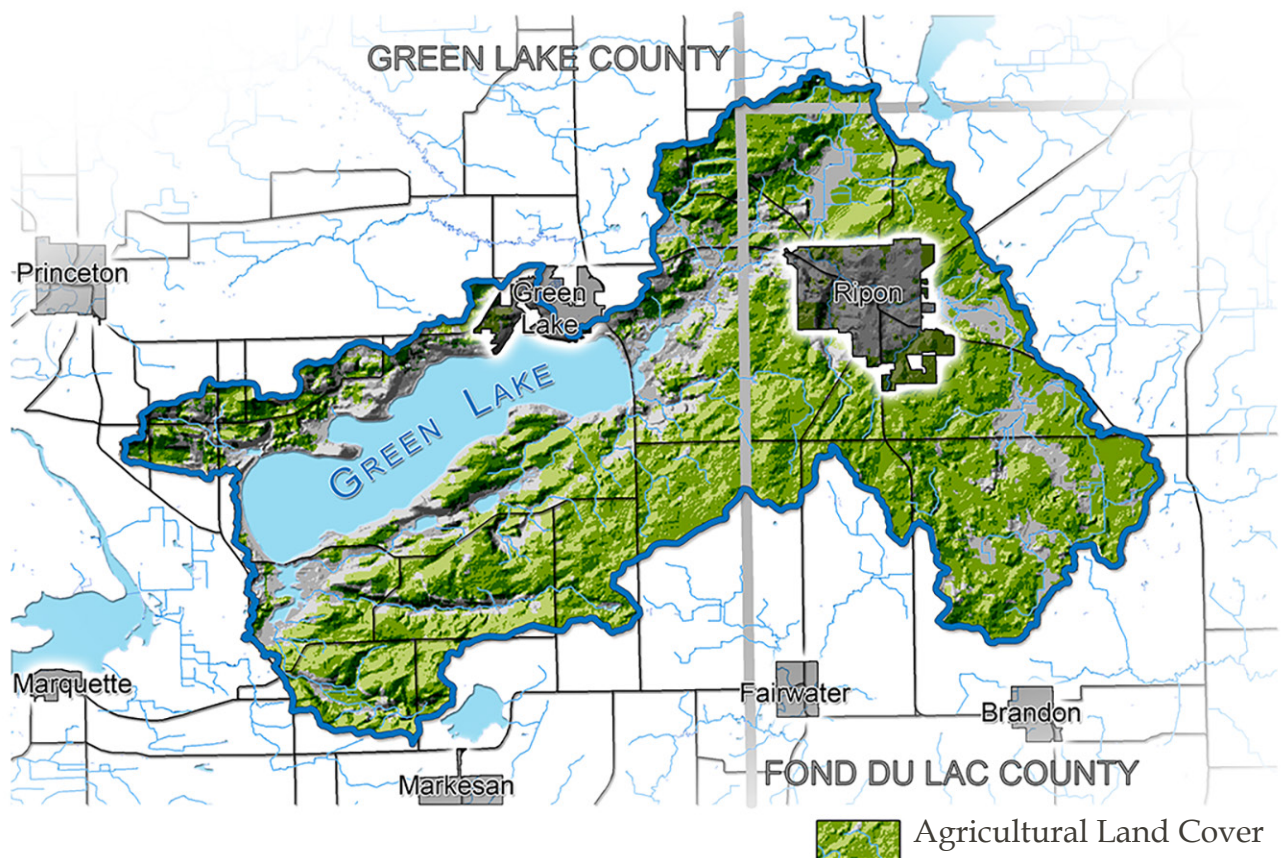
PROJECT LOCATION



The Social Science Assessment project is focused on the Big Green Lake (‘Green Lake’) watershed located in portions of Fond du Lac and Green Lake Counties. Green Lake is a large drainage lake (7,346 acres) and is the deepest natural inland lake in Wisconsin, reaching a maximum depth of 236 feet and an average depth of 100 feet. Green Lake stratifies and maintains a two-story fishery (Sesing, 2013).

GREEN LAKE WATERSHED LAND COVER

The Green Lake watershed (68,676 acres) is dominated by agriculture with only 3% developed land use. In 2014, Green Lake was listed as impaired for low DO caused by TP loading (Sesing, 2013). In response, the Lake Management Planning team for Green Lake has been aggressively implementing agricultural BMPs in the watershed. The social science assessment is intended to support these efforts and enhance approaches to build lasting relationships with agricultural producers in the region.



Study notes:

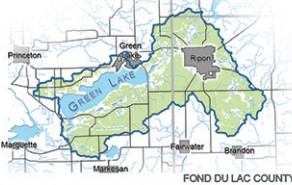
The map above highlights the areas of agricultural land cover in green, which have been overlaid on top of the topographic information to highlight elevation changes. Of particular interest is the limited area of agricultural land cover directly north of Green Lake that is within the watershed. However, the overall trend is that agricultural land use clearly dominates the landscape.

Factors Motivating Conservation Agriculture

Green Lake Farmer Survey



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



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

Here are a few important notes about this study:

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

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

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PLEASE READ BEFORE BEGINNING THIS SURVEY:

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

Please mark all answers clearly, in pen or pencil, as indicated below.

Example "A" Example "B"

SURVEY PROCESS

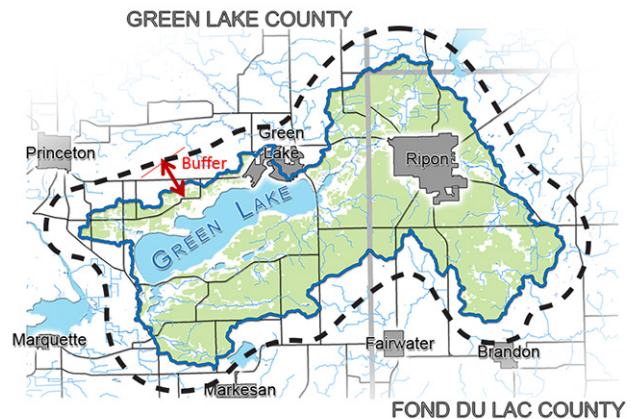
Data was collected using an 8-page mail questionnaire that was administered using a 5-contact process, adapted from Dillman's Tailored Design Method (2000). Agricultural landowners were recruited to participate in the voluntary survey using the following contacts:

- Introductory Letter
- Survey Packet #1
- Reminder Postcard #1
- Survey Packet #2
- Reminder Postcard #2

The multiple contact approach is intended primarily to raise awareness and recruit participation with prompts and reminders; as the quality of the final dataset is dependent upon participation from a large enough group of agricultural landowners to represent the diversity of views held by this community.

SAMPLE DEVELOPMENT

The survey "sample" is the list of individuals recruited to participate in the study. The intent was to collect data from all households owning more than 40 acres of agricultural land within the watershed, or in close proximity to its boundary. Additionally, the list was screened to remove any non-agricultural landowners (such as forest landowners with less than 50 percent agricultural landcover). As shown in the Table on the next page a total of 459 valid addresses were identified along with their ownership type -- individual, business, or trusts.



Study notes:

All agricultural landowners within 1 mile of the HUC 10 watershed boundary were included in the survey. The purpose of extending this boundary was to ensure that those individuals who live outside the watershed and either own or rent land inside the boundary were eligible to participate.

SURVEY SAMPLE

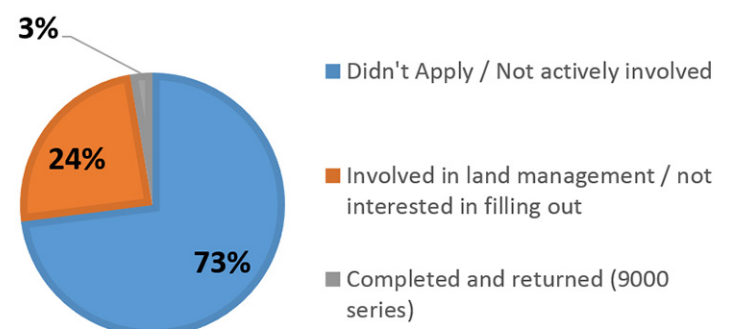
RESPONSE RATE

- As shown in the table below out of more than 450 agricultural landowners slightly more than 40 percent of those invited to participate completed survey.
- Based on comparing reports of land ownership from survey participants with total available agricultural lands approximately 50 to 60 percent of all agricultural land in the study area is represented by survey responses.
- There is strong representation from different ownership types (individual, business, or trusts); however, the higher participation of trusts is likely responsible for the slightly elevated participation in the survey by non-farming households (landlords).

Response Rate			
Valid Responses	Valid Addresses		
184	459	Total	40.09%
141	358	1000 series	38.83% Individual Landowners
10	33	3000 series	30.30% Business addresses, LLCs
33	68	5000 series	48.53% Trusts (Living & Revocable)
Refusal Rate		Total	4.36%
(Refusal / Total Addresses)			
Non-Response Participation		Total	14.18%
Valid Responses	Sent		
39	275		
Total involvement:			
Valid Responses	Valid Addresses	Total	48.58%
223	459		

NON-RESPONSE CHECK

Following the survey collection phase all non-participating households were mailed a 1-page questionnaire asking why they didn't participate. The demographics of this group are similar to those of that completed the survey, except that a higher rate of females (39 percent) completed the non-response form. Additionally, as the chart shows primary reason is that they aren't actively involved in farm management decisions.



Green Lake Watershed

SAMPLE ANALYSIS

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

While the non-response check didn't reveal any significant issues with the survey data, it is always important to determine the similarities and differences between those that responded and the rest of the community the results are intended to represent. Using U.S. Census of Agriculture (2012) data the table above compares the demographic characteristics of survey participants to state and county trends. These results demonstrate that the survey performed extremely well in terms of capturing a representative group of agricultural landowners. However, as noted previously the slightly elevated participation of non-farming households (landlords) is also evident here by a smaller percentage who reported pursuing farming as their primary occupation.