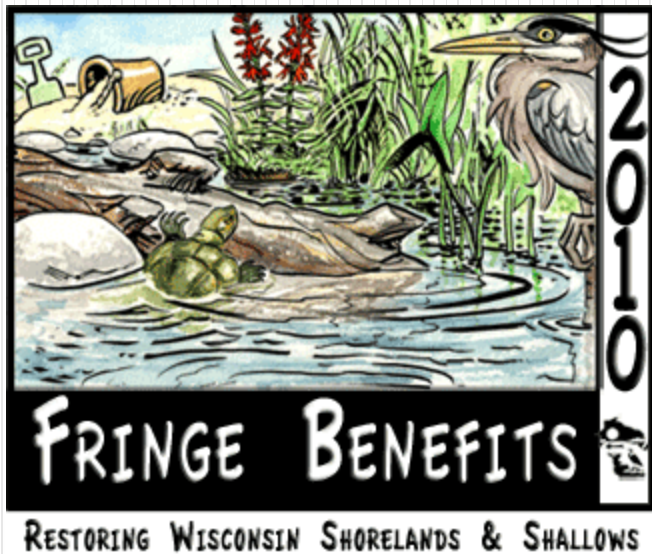


Collecting Data for Understanding Human Dimensions of Shorelands and Shallows



Jake Blasczyk

University of Wisconsin-Extension

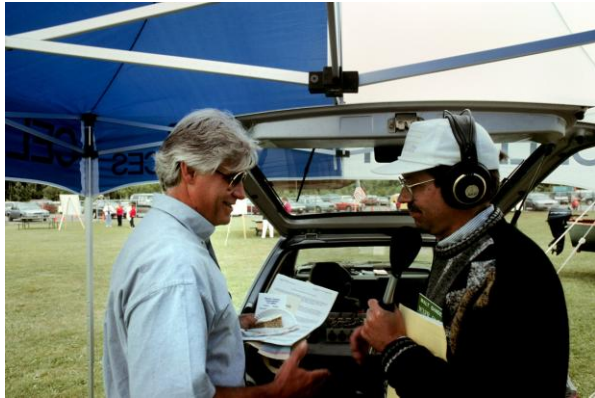
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Human Dimensions



Attitudes



Opinions

Behaviors



Our Aims

- Review lessons about data collection
- Review some ways to collect data
- Introduce “Do’s and Don’t” of surveying
- Introduce WDNR Role in Funded Surveys
- Tips to develop and deploy mailed surveys
- Answer your questions



Agenda

- Jake: Lessons & Three Data Collection Methods
- Jordan: Surveys & WDNR Rule
- Chad: Tips to Develop & Deploy Surveys
- Your Questions

Lessons and Three Data Collection Methods



Six Lessons: Mead Lake Experience

- Decide first what you want to learn and why it's important then talk about methods
- Use existing studies and reports
- Only collect what you will actually use
- Be intentional & systematic
- Seek assistance and partners
- Methods have requirements & trade-offs

Focus Groups: Group Guided Discussion (8-10)

Requirements

- Facilitation skills
- Criteria for selecting individuals
- Time for selecting individuals and making arrangements
- Knowing how to analyze information
- Make a record

Trade-offs

- In-depth information VS coverage or quantity
- Dependent on leader's facilitation skills
- Relatively inexpensive compared to survey

Personal Interviews: Intentional Interactions Guided By A Purpose

Requirements

- Interviewer skills
- Selection criteria – who is the best source? Different opinions
- Make a record
- Knowing how to analyze information

Trade - Offs

- In-depth information on a topic VS coverage or quantity
- Biased if rigged criteria
- Shorter time for planning VS longer time for collection

Listening Sessions: Organized Discussion of Topics or Issues

Requirements

- Well designed process
- Leader with facilitation skills
- Criteria: Who's invited
- Record keeping
- Analysis

Trade-Offs

- Informality VS Official
- In-depth information on a topic VS coverage or quantity
- Biased if rigged criteria
- Quick way of receiving information

Surveys and WDNR Role



Pointers on Developing an Effective Questionnaire: Easing the DNR's Survey Manual Code

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*“Smithers,
release the
Manual Code!”*

Getting started

- Write “War and Peace” first...then edit.
- Look beyond the four walls of your office – talk to people!
- *“If you are going to learn you need to forget what you know.”*
 - Christopher Moore, *Coyote Blue*

Simple wording

- “What is your annual frequency of consumption of fish caught on Lake Jordan?”

Revise: “Approximately how often in a year do you eat fish caught from Lake Jordan?”

- Do not assume respondent knowledge:
“Biological control”, “Macrophytes”,
“Channelization”, “Upstream impoundment”

Avoid ambiguity

“Please tell us if you think each activity should be pursued by the Lake District.”

“**Expand** ‘slow no-wake’ zones”

“Greater control of **aquatic plants** in Lake Jordan”

“How many years have you owned your **property** on Lake Jordan?”

Write neutral, non-leading questions

“Lake Jordan has seen **a lot** of shoreland development in recent years. Such development can cause **excessive** runoff of pollutants into the lake which can **lead to more** aquatic plants and algae **harming** our water quality. It can also **increase** crowding on the lake.

How do you feel about the amount of shoreland development on Lake Jordan over the past 10 years?”

Avoid “double-barreled questions

“Please tell us whether each of the following *negatively* affects your **use and enjoyment** of Lake Jordan.”

“Would you agree or disagree that regulations should be developed to control **boat wake and motor size**?”

Sequential questioning

- Follow a logical and sequential order.
Ask about familiarity *prior to* asking about consequences.

“Aquatic Invasive species (AIS) are...”

Q1: “EWM has been found in Lake Jordan...Have you decreased your recreation time on Lake Jordan because of EWM?”

Q2: “Are you aware of any AIS in Lake Jordan?”

Consider question format: open-ended or close-ended

“In the space below, please tell us what information you would like to receive from the Lake District about Lake Jordan.”

Consider question format: open-ended or close-ended

“From the list below, please check any topic about Lake Jordan which you would like to learn more about.” (check all that apply)

topic

topic

topic

topic

topic

No interest in any of the

topics

topic

topic

Another

topic? _____

Consider question format: open-ended or close-ended

“How many years have you owned your Lake Jordan property?” (check one)

- 1-5 years
- 5-10 years
- 10-15 years
- 15-20 years
- 20+ years

OR... “How many years have you owned your Lake Jordan property?” If less than 1 year please write 1.
_____ year(s)

Using rating scales

“How satisfied are you with the boat access on Lake Jordan?” (circle one)

Not at all 1 2 3 4 5 6 Very

Revise the question AND the scale:

Very dissatisfied

Fairly satisfied

Fairly dissatisfied

Unsure

Very satisfied

Using rating scales

“How would you rate the overall water quality of Lake Jordan?” (check one)

Poor Fair Good Very good Excellent

Revise for balance:

Very poor

Poor

Fair

Unsure

Good

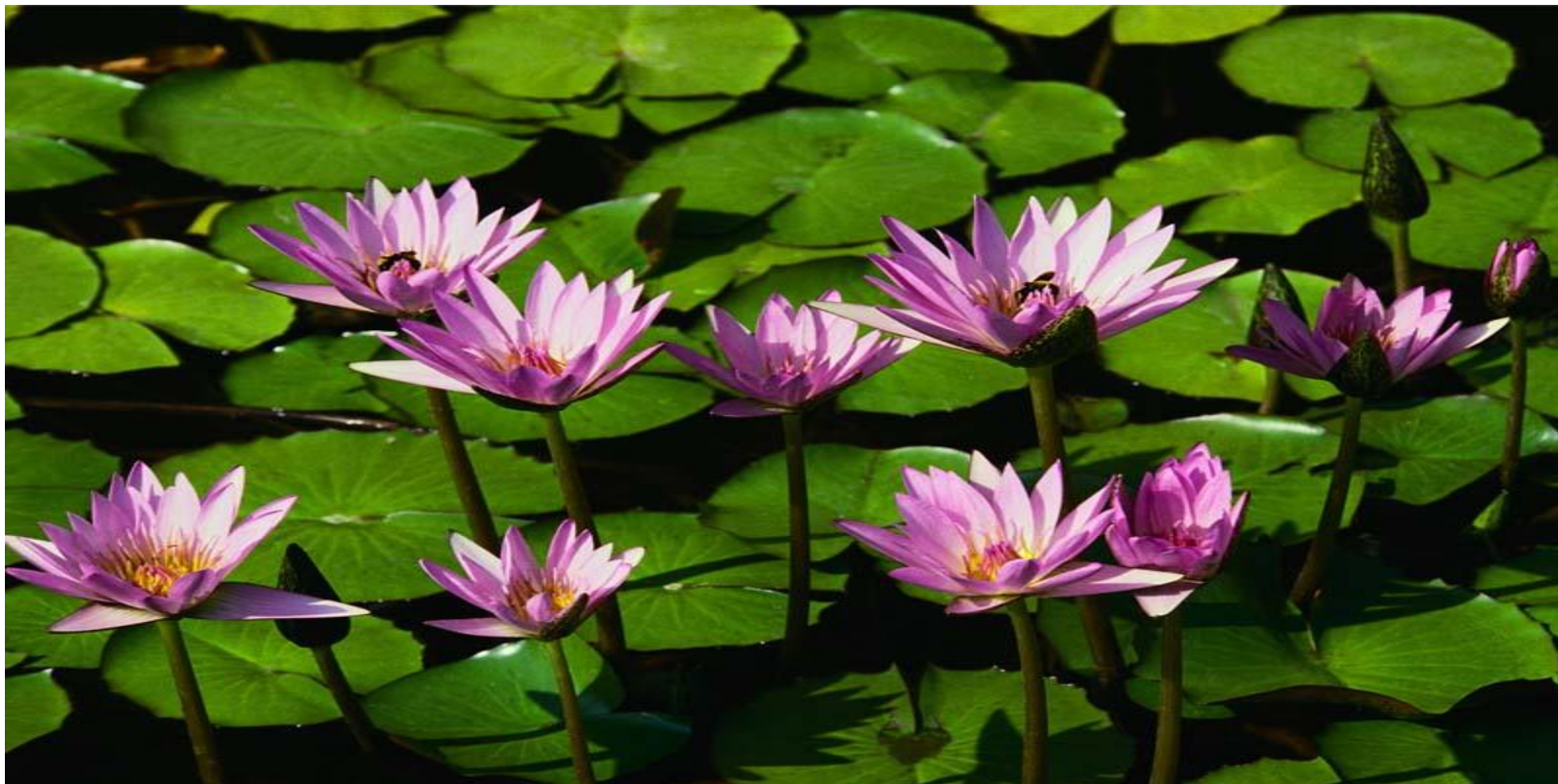
Very good

Excellent

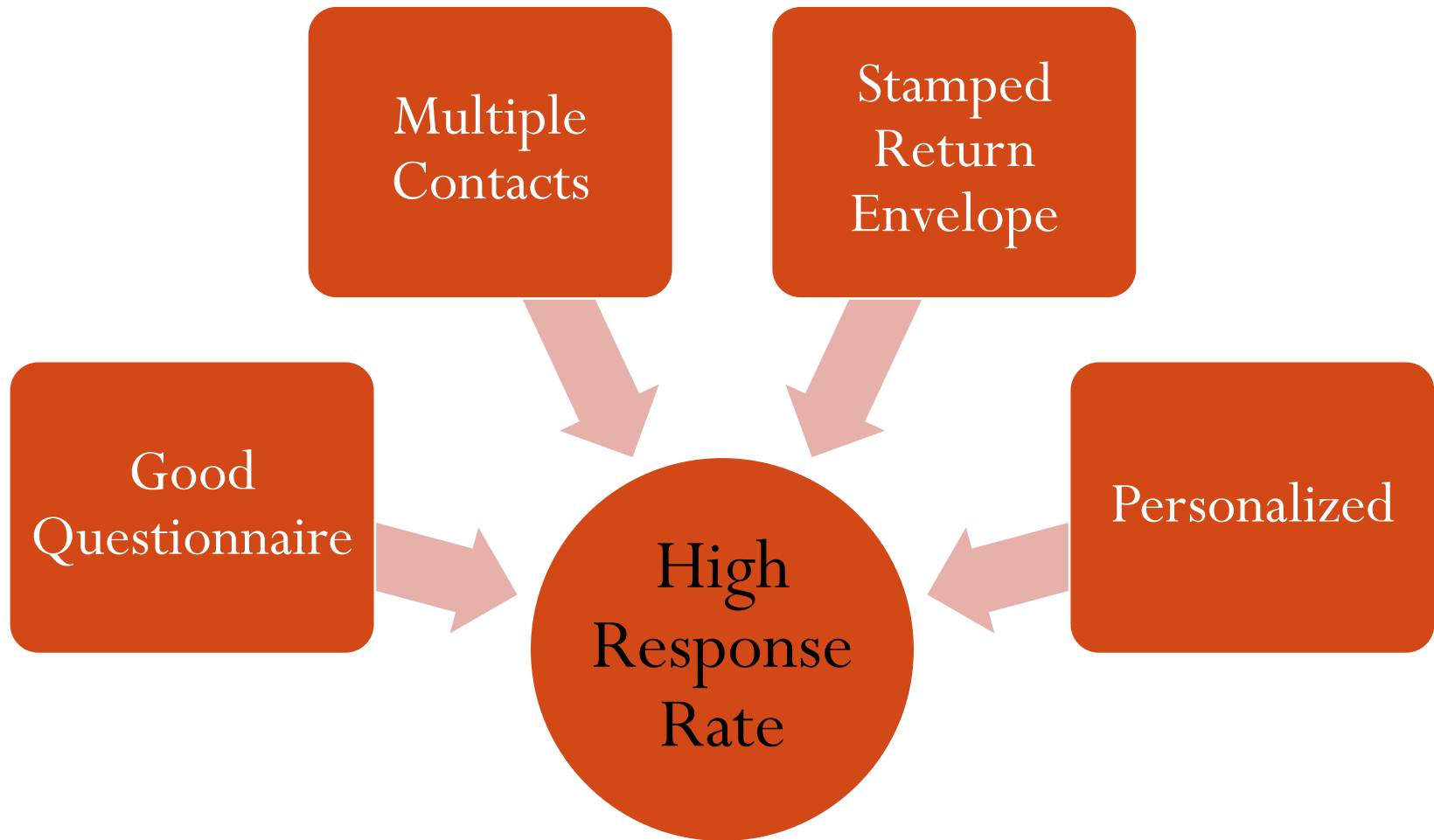
Concluding thoughts

- Go **s l o w** ...
in order to finish **f a s t**.
- Do not go “live” without pre-testing.
- Consider your software capabilities.

Beyond the Questionnaire...



Distribution Plan



Good Questionnaire

- Focused topic
- Appropriate length
- Good questions

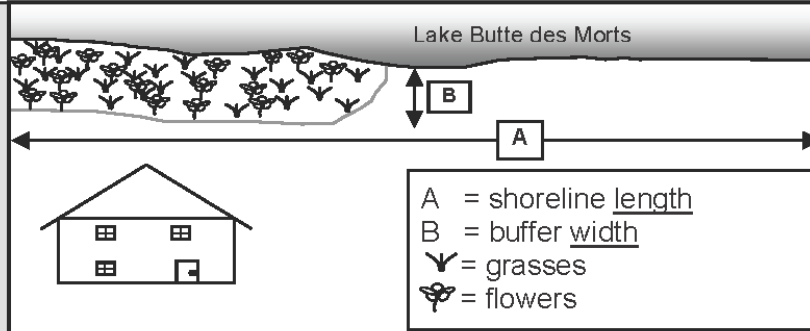
Good
Questionnaire



Clear Terminology

What is a buffer?

Definition: A buffer is vegetation, such as flowers, tall grasses, shrubs, or trees, along the edge of the lake, just above the shoreline.



13. Do you have a buffer along your waterfront? (Check “no” if you have lawn all the way to the shore)

- No (Skip to question 14)
- Yes

13a: About how much of your total waterfront length has a buffer?

- All
- Most
- Some
- Small Amount

13b: What is the average buffer width?

- Less than 5 feet
- 6 to 15 feet
- 16 to 25 feet
- 26 to 35 feet
- 36 feet or more
- Don't know

7. How would you classify the height of the bank at the shoreline?

- High bank (greater than 10 feet)
- Low bank (less than 10 feet)

8. Are any of these types of shore features part of your shoreline?

Types	Yes	No
Riprap (rock)	<input type="radio"/>	<input type="radio"/>
Concrete seawall	<input type="radio"/>	<input type="radio"/>
Wooden seawall	<input type="radio"/>	<input type="radio"/>
Sheet piling seawall	<input type="radio"/>	<input type="radio"/>
Beach (sand/gravel)	<input type="radio"/>	<input type="radio"/>
Wetlands, marsh	<input type="radio"/>	<input type="radio"/>

Definition: *Shoreline* refers to the area where the water and land meet.

Definition: *Seawall* refers to an artificial erosion control measure placed at the shoreline.

Contacts

\$500 postage, \$200 supplies



```
graph LR; A[Pre-Survey Announcement] --> B[Survey Packet]; B --> C[Thank You & Reminder]; C --> D[2nd Survey Packet]; D --> E[Final Reminder]; E --> F[70% Response Rate]
```

Survey
Packet

Thank
You
&
Reminder

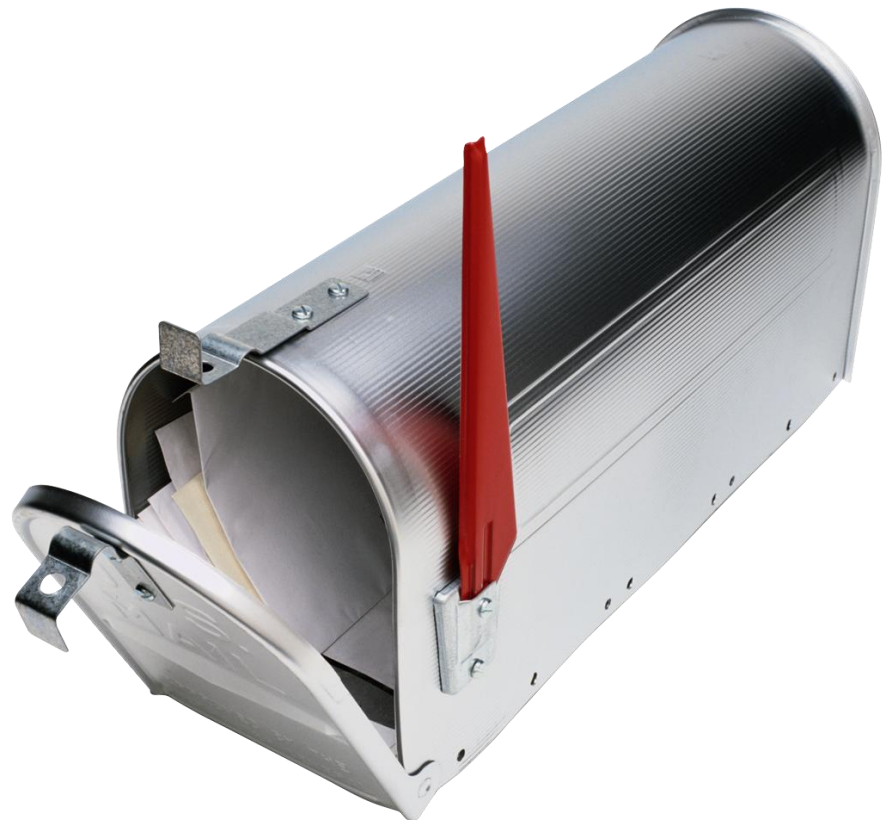
2nd Survey
Packet

Final
Reminder

70%
Response
Rate

Return envelope with stamp

- Shows commitment
- Goodwill gesture
- Something of value
- Reciprocal obligation



Personalize

- Start with the request
- Why you were selected
- Usefulness of the survey
- Confidentiality
- Willingness to answer questions
- Thank you
- Real signature



Thoughts from the Trenches...



Thoughts from the Trenches...

- Partnerships are key
 - Funding
 - Skill set
 - Credibility
 - Organizational bias
- It takes time to develop a good questionnaire
 - Many drafts, many eyes
 - Test it out!
- “If money and time were no object” versus “we have limited resources”

Comments

Additional Comments

Get rid of the Zebra Muscles !!!
 Besides that Lake Butte des Morts is
 Beautiful!

Additional Comments

THE NUMBER ONE CONCERN NOT ADDRESSED
 IS POWER BOAT TRAFFIC! I AM A
 CONSERVATIONIST, ENVIRONMENTALIST AND TAKE
 A HARD LOOK EVERYDAY AT MY PROPERTY. I
 BOAT, KAYAK EVERYTHING! BOAT DO THE
 BIG GAS POWER BOAT RUN THE BUSY (SP??)?

NO! THEY RUN WITHIN 100-150 FT OF THE
 SHORELINE TO SHOW OFF OR LOOK AT THE
 HOUSES! THEY POLLUTE WITH NOISE AND
 MAKE SO MUCH NOISE AND MAKE SO MUCH
 AS THEY RUN OFF!

ERORING WAVE ACTAR! THOSE PEOPLE
 plant all year & IT
 won't help til you police these people!

Questions & Comments?

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