

Watershed Summit 2011

Prioritizing and Targeting Rural Projects



Troy Kuphal, Manager

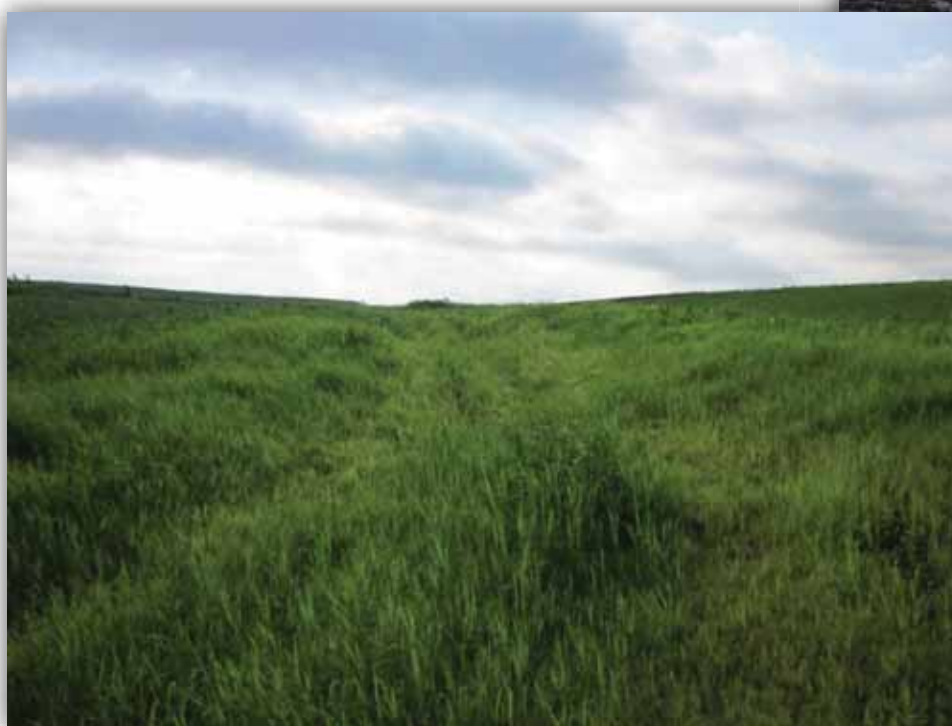


Prioritizing and Targeting Rural Projects



Rural Practices...

- Grassed Waterways



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Rural Practices...

- Grade Stabilization



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Rural Practices...

- Wetland Restoration



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Rural Practices...

- Vegetative Filter Strips



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Rural Practices...

- Native Prairie Restoration



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Rural Practices...

- Conservation Farming

Nutrient Management



Cover Crops



Residue Management

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Rural Practices...

- Streambank Stabilization



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Why?

- Responsibility to taxpayers
- Limited time and resources
- Desire to have impact

How?

- Science and Tools
- Marketing Strategy
- Dedicated Staff
- Willing Landowners
- Learn and Adapt
- Economic Resources

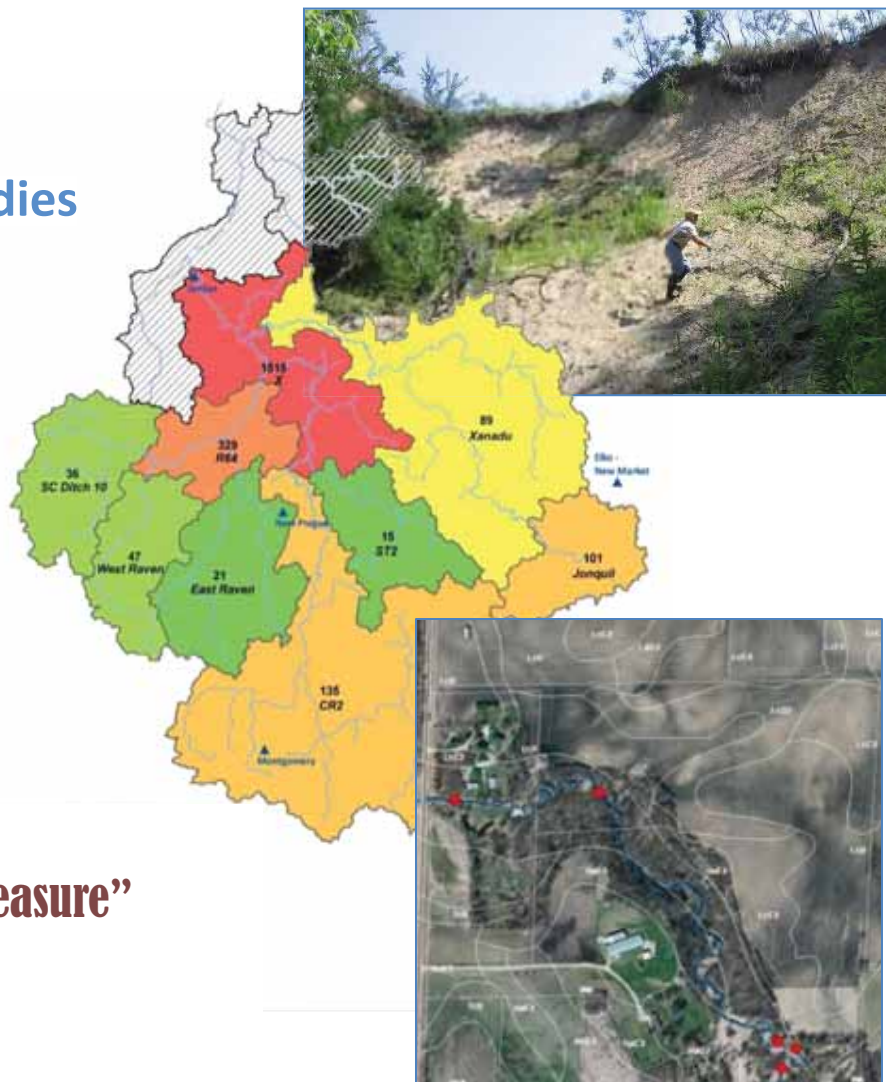


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Science and Tools

- Watershed Impairment/TMDL Studies
- Geomorphic Assessments
- Erosion Surveys
- Land Use/Land Cover Data
- LiDAR and Aerial photography and
- Water Quality Models

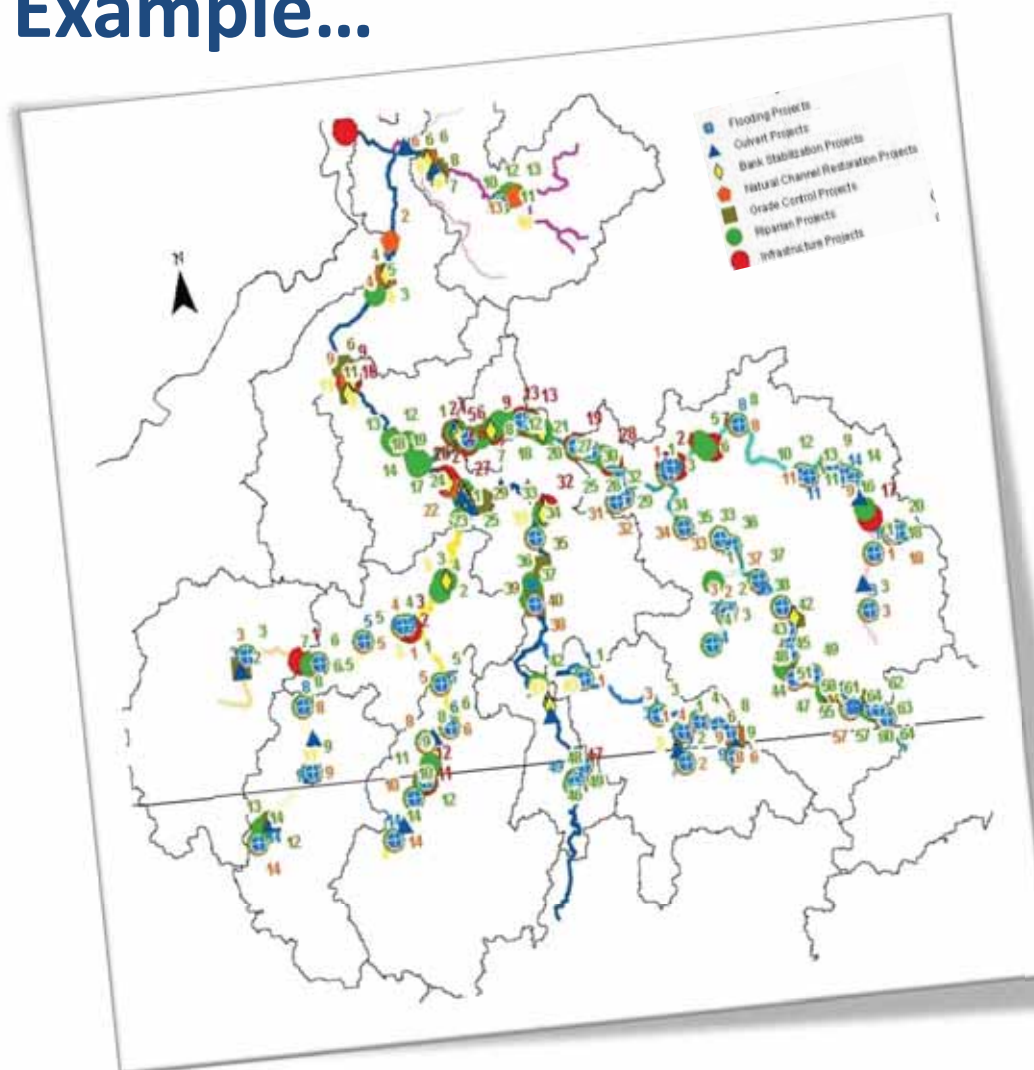


“You can’t manage what you can’t measure”

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Example...



Sand Creek Geomorphologic Study

(Scott WMO)

- Over 1,200 instances of stream bank erosion totaling more than 30 miles
- 70% of sediment from stream banks
- Identified 240 potential (geomorphic) projects
- 5 to 10 times more sediment from the Middle Sand Creek Subwatershed

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Sand Creek Geomorphologic Study
(Scott WMO)

2008 TSS Yield
(Lbs/acre)

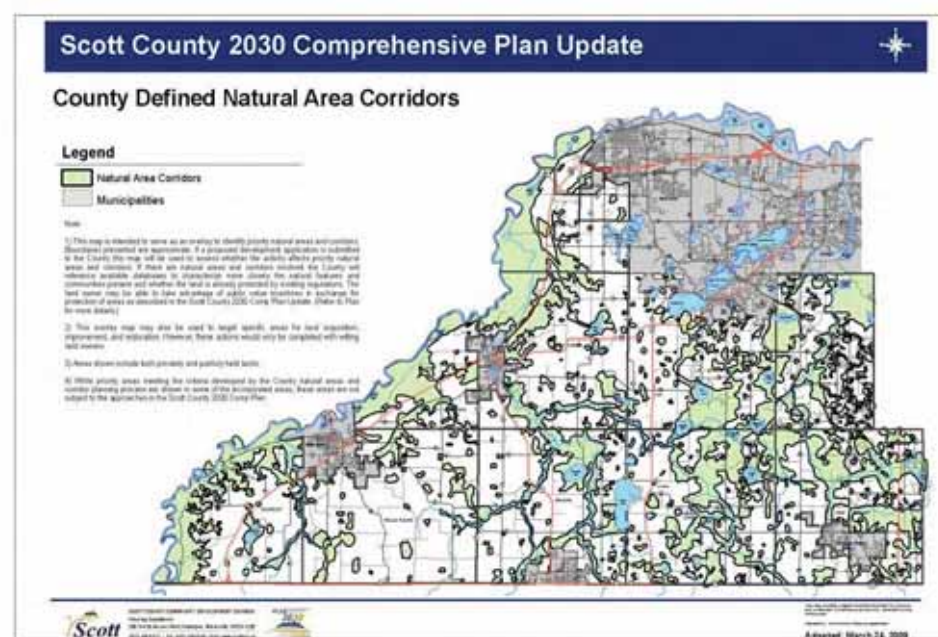


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Marketing

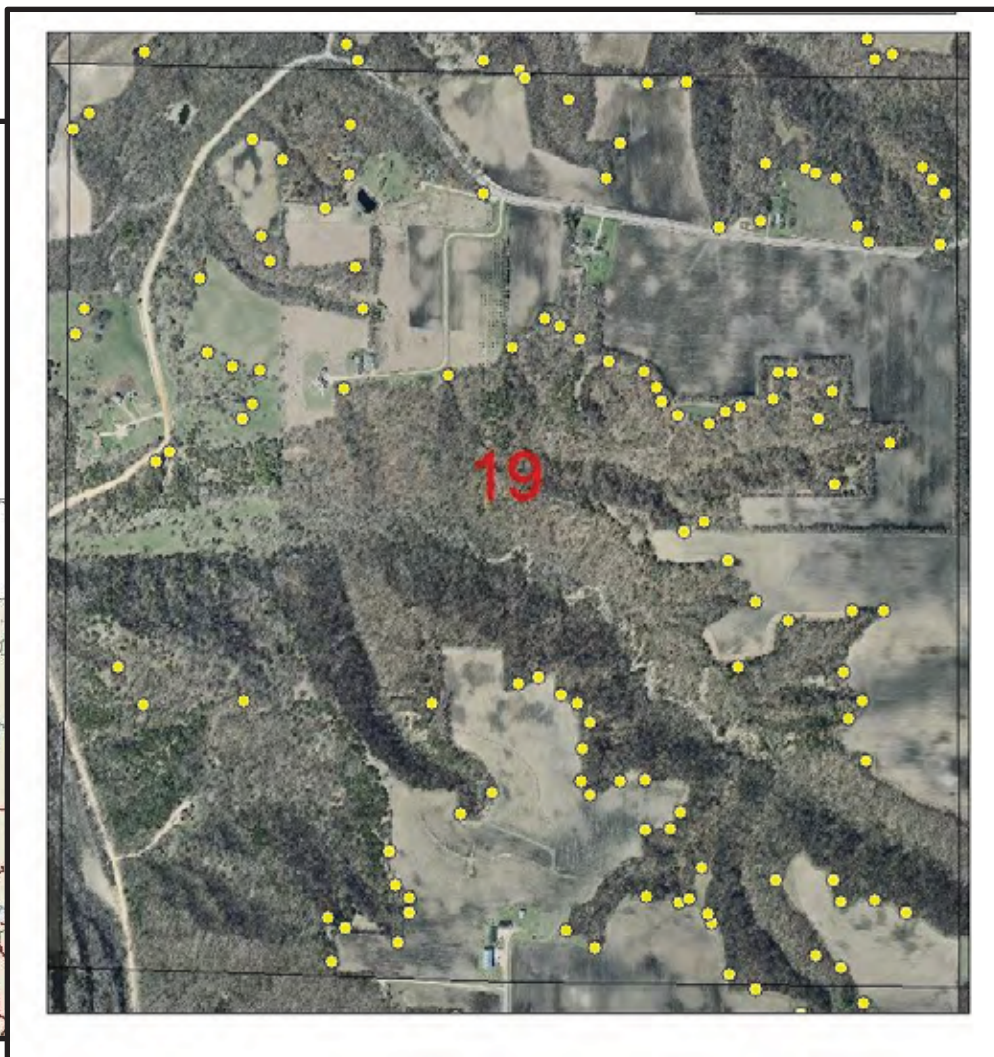
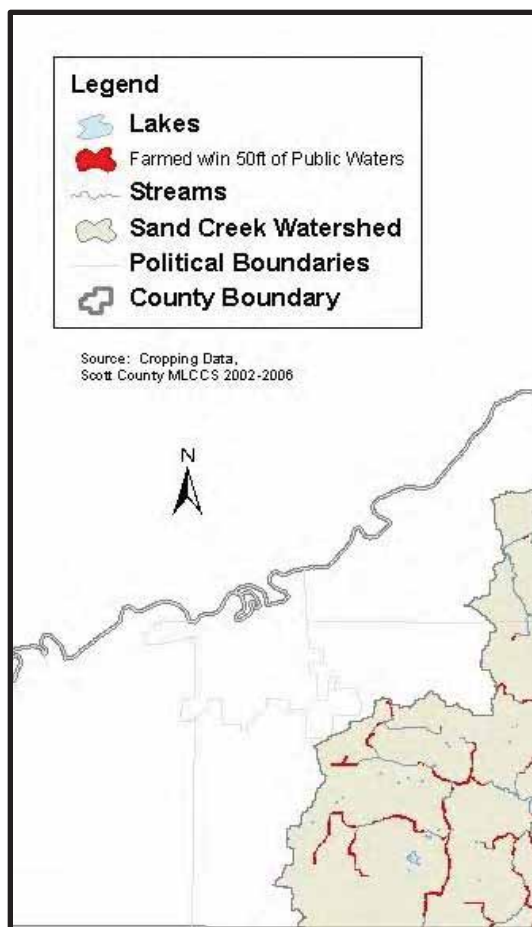
- Directed by science
- Tailored by feasibility
- Limited by available resources
 - Human and economic
- Modern tools (e.g. GIS) allow precise and efficient targeting
 - Pinpoint vs. shotgun
 - Strategic vs. Random



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Marketing w/GIS...



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Marketing...

- ID specific properties and owners
- Do our homework
 - Research/gather information
- Develop custom proposals
- Invitation letters/follow up calls
 - “Personal touch”

Our Results...

- Over 700 direct mailing (over 3 yrs)
- Average success rate = 33%



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Marketing...

- **One-on-one meetings**
 - Professional conservationist
 - At first just “get to know”
 - Explain issues/science
 - Discover landowner goals & objectives
 - Discover barriers and opportunities
- **Follow up**
 - Depends on interest/reception
 - Thank you letter (min)



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Dedicated Staff...

- **Human resources are essential**
 - Most landowners don't know how to implement conservation on their own
 - Is a major barrier
- **Knowledgeable**
 - Marketing is about building relationships
 - Must know your stuff to build trust and credibility
- **Diverse/unique skills**
 - Strong interpersonal skills
 - Ability to plan, survey, design
 - Familiar with construction methods
 - Administer \$\$\$ programs



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Willing Landowners

- Trust and relationships
- Belief that their action will make a difference
 - Linked to the science
- Recognition



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Learning and Adapting

- **Review programs annually**
 - The cost share and incentive program amounts
 - The practices advanced
 - Target areas
 - What worked and what didn't
- **U of M Study – Riparian Land Owner and Local Watershed Capacity (Mae Davenport)**
- **Monitoring program**



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Summary...

- **Have responsibility to spend taxpayer dollars wisely**
- **Must be armed with science**
- **Have the modern tools**
 - Precise and efficient
- **Need dedicated staff**
 - Interpersonal AND technical skills
- **Need landowners**
 - Willing to trust gov't
 - Believe they can make a difference
- **Need to learn and adapt**
 - Nothing is static



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**“It’s all about getting
conservation on the land”...**

