

Watershed Planning Project
Survey Development Subcommittee Meeting
Minutes
1/9/24

1. Introductions (Marli, Kathy, Cory, Kate, Marie)
2. Overview of Purpose and Timeline
3. Items We Can Decide Today:
 - a. Survey Content: What Do We Want to Know?
 - i. Survey introduction - narrow practices down to explain that we are focused on what will reduce Nitrogen.
 1. Sections
 - a. What are they doing now?
 - b. What do they think would be effective?
 - c. What would incentivize you to do it?
 - ii. What do you know about Nitrogen and BMPs?
 - iii. Who do you work with to secure funding or project management for implementing BMPs?
 - iv. Have you or are you implementing any BMPs?
 1. Are they funded or self-funded?
 2. If you were doing it and are not now, why did you stop?
 - v. Find out what BMPs they think will be most environmentally valuable.
 - vi. What BMPs would be most economically valuable to them?
 - vii. What are they currently using/ doing?
 - viii. Determine BMPs used - describe BMPs (agroforestry, silvopasture, stream buffers [riparian and filter strips], stream fencing, continuous no till, multi species cover crops, cover cropping, rotational grazing, grassed waterways or infield ditch management, wetlands enhancement/ restoration, critical area planting, contour farming)
 1. We should expand the list of BMPs - what is there is based on Chesapeake. Need to clarify which ones we want to pursue first for running N testing.
 2. Possible way to list practices and then have respondents indicate if they know what it is, would they use it, economical?
 - ix. What impact does irrigation practices vs. tillage practices
 - x. Explore CSP program questions?
 - xi. What would convince you to try a new practice? (Neighbor, money was good, easy to install, trusted partner)
 - xii. What are the barriers to implementing a new practice? (Why aren't you doing cover crops?) - drag and reorder barriers?
 - xiii. Identify what farming they do? Dairy, veg, etc?
 - xiv. Ask about fertilizer or irrigation practices?
 - xv. Ask if they have an NMP or if not what they are doing?

- xvi. Determine level of funding needed?
- xvii. Ask if they are willing to be a test farm. - ask for contact information for that
- b. Survey Format: Length, Structure
 - i. Try to keep all questions on a likert scale 1-5 or 1-7 and standard
 - ii. Would be good to have Steering Committee test it and maybe some of the CRWFA members.
 - iii. Keep it to 15 questions
- c. Other Topics to Discuss?
 - i. Survey population to reach out to?
 - ii. Survey response rate?
 - iii. Survey recipients?
 - iv. Consider non-english speakers? Literacy?
 - v. Do we want to pay for responses? - support of identifying funds to pay survey takers
 - vi. Marli has another survey example to share
 - vii. Might be interesting to take 10% of the responses and do a follow up interview to dig into questions.
- 4. Additional Members of this Group?
 - a. Reach out to Meredith Niles at UVM to possibly take a look at a draft survey or if she has templates for other examples
 - b. Cory would like to have a farmer on this group?
- 5. Next Steps and Future Meetings
 - a. Mention upcoming survey at CRFWA meeting - ask for thoughts on how best to distribute it (mail? email? One on one? Phone calls?). Are you willing to put your name on it? Ask if they are willing to be one of the test farms for practices? Would someone be willing to be on a few calls to develop a survey?
 - b. Marli to put out feelers to soil and conservation folks in the central US for example.
 - c. Cory will develop daft survey
 - d. Meet again the last week of January?