
AWRA 2011 ANNUAL WATER RESOURCES CONFERENCE
Albuquerque, New Mexico

November 7-10, 2011

Copyright © 2011 AWRA

SOCIAL INDICATORS AS A PLANNING AND EVALUATION TOOL FOR NON POINT SOURCE PROJECTS

Linda Prokopy*, Ken Genskow

ABSTRACT: Recognizing the influence of individual management and behavioral decisions on non point source (NPS) pollution, state and federal programs fund projects that directly address environmental management, such as the installation of various best management practices, as well as more socially oriented projects that increase individual and community capacity to manage water bodies to meet designated uses. Many involved with NPS projects have expertise and knowledge necessary to plan, implement, and evaluate their projects'; physical and environmental components, yet addressing and evaluating the social and human-dimension components presents new challenges. In response to this situation, EPA Region 5, state environmental agencies, and the USDA-NIFA Great Lakes Regional Water Quality Program (GLRWQP) initiated a project five years ago to incorporate a social component into NPS project planning and evaluation for the region. The effort involved an inter-organizational team drawing from EPA, state environmental agencies, land grant universities in the Great Lakes Region, and others. The team developed a framework for tracking indicators of individual change, such as knowledge, awareness, capacity, constraints and behavior. This presentation will present results from a three year pilot phase of the system and discuss how social indicators can be used in other regions.

* Associate Professor, Purdue University, 195 Marsteller Street, West Lafayette, IN 47907 USA, Phone: 765-496-2221, Fax: 765-496-2422, Email: lprokopy@purdue.edu