



**It's all about the people:  
Using social science to begin a  
community discussion**

2015 Wisconsin River  
Water Quality Improvement  
Symposium

**Aaron W. Thompson,**  
Assistant Professor &  
Extension Specialist - UWEX  
Center for Land Use Education  
College of Natural Resources  
UW-Stevens Point  
Stevens Point, WI 54481

**“A conservation action that is highly  
desired by some segments of society  
may be vigorously opposed by other  
segments.”**

*(Walter et al., 2007)*



**University of Wisconsin-Stevens Point**  
College of Natural Resources

1. Collaborative Planning
2. Social Science
3. Community Conversations

## Aaron Thompson

**Title:** Assistant Professor of Natural Resource Planning and UW-Extension Specialist

**Degrees:**

BS - Landscape Architecture, Purdue University  
MS - Natural Resource Planning, Purdue University  
PhD - Natural Resource Social Science, Purdue University

**Hometown:** West Lafayette, Indiana

**Greatest Accomplishment:** I've been able to help launch the careers of some pretty amazing students and through UW-Extension I get to work with citizens across Wisconsin every day to find local solutions to natural resource challenges facing their communities.

**Fun Facts:** I've come to really enjoy snowshoeing, a new experience for someone from further south, but you'll often find me carrying one of my daughters through the woods as their energy always seems to disappear at the furthest possible point from the car.



# *PLANNING: ACTIVE DECISION MAKING*

## **Making Firm Commitments of Resources**



# *PLANNING: COMMUNITY DIALOGUE*

## **Capacity (Coalition) Building**

# *Landscape Planning: Applying Social-Ecological Analysis to Support Natural Resource Management Initiatives*

*on lakes / rivers*



*water quality*

*agriculture*

*Issues*

**ACT 1:  
Collaborative  
Planning**

# So whose priorities matter?

A. This question speaks directly to why we plan, because there are no simple answers

B. Purpose of planning efforts is to improve conditions and / or to address issues in the landscape

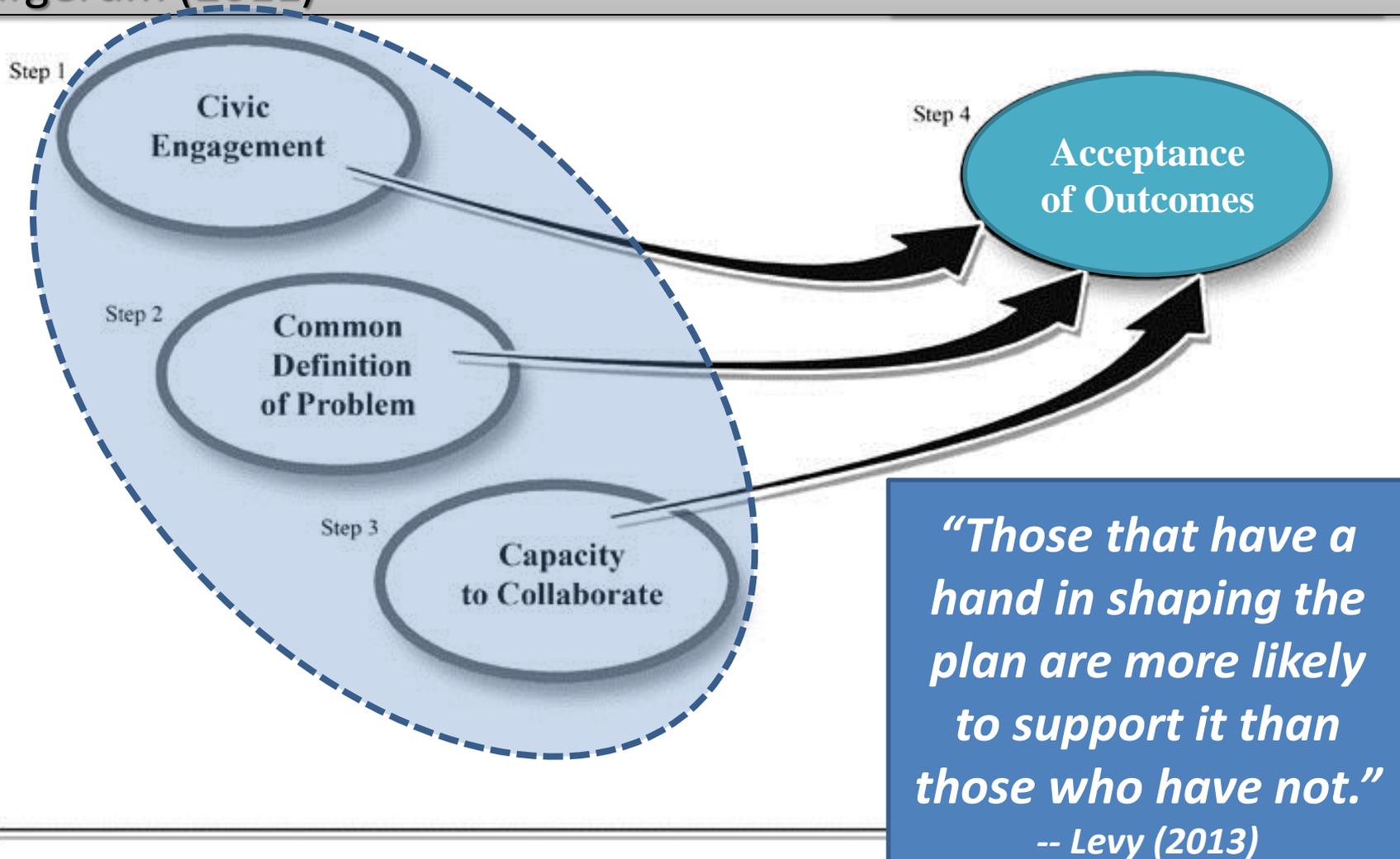
C. To achieve this our work must produce outcomes that are acceptable to:

Those who will be responsible for implementation

Those who will be affected by our actions

Others with a stake in the community

- Collaborative planning is an approach to solving complex problems in which a diverse group of autonomous stakeholders deliberate to build consensus and **develop networks for translating consensus into results.**
- Margerum (2011)





*“The biggest influence for me occurred the first time I viewed the phosphorus results from water samples I had taken on the lake. The levels of phosphorus were so much higher than other water bodies I had sampled, that I had to double check the results because I thought the lab may have made a mistake.”*

## Individual Capacity

Record your story here:

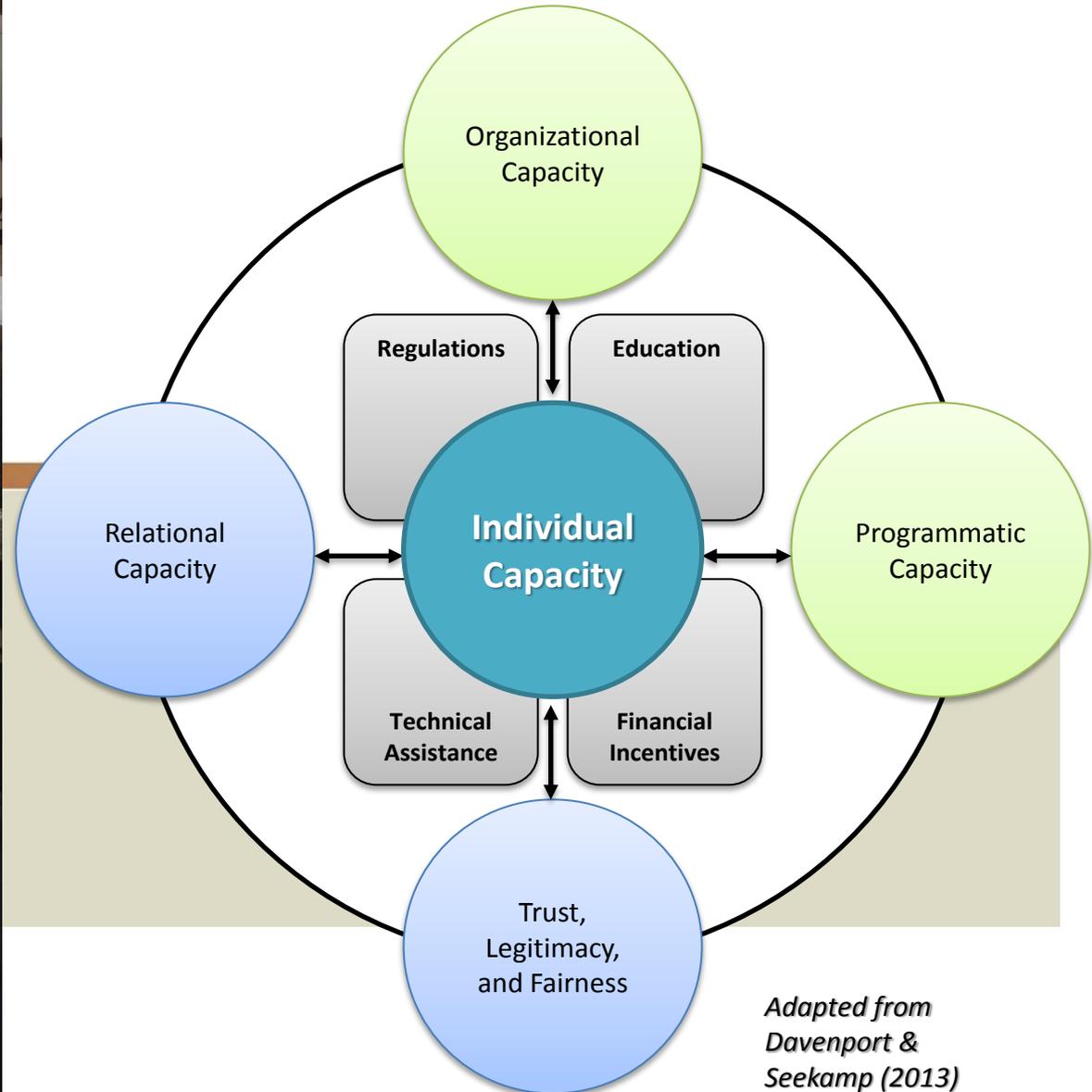
The biggest influence for me occurred the first time I viewed the phosphorus results from water samples I had taken on the lake. The levels of phosphorus were so much higher than other water bodies I had sampled, that I had to double check the results because I thought ~~they may have~~ the lab may had made a mistake.

# Collaborative Planning: Sustainable Watershed Management

**Strengths:** Characteristics of the stakeholder group / community that give efforts a relative advantage for success



**Weaknesses:** Characteristics of the stakeholder group / community that reduce the likelihood of successful action to address issues



*Adapted from  
Davenport &  
Seekamp (2013)*

# Rational Comprehensive Planning -- Phases

RESEARCH / LEARNING

*Current Conditions*

DECISION MAKING

*Visioning*

*Selecting Priorities*

TAKING ACTION

*Implementation Program*

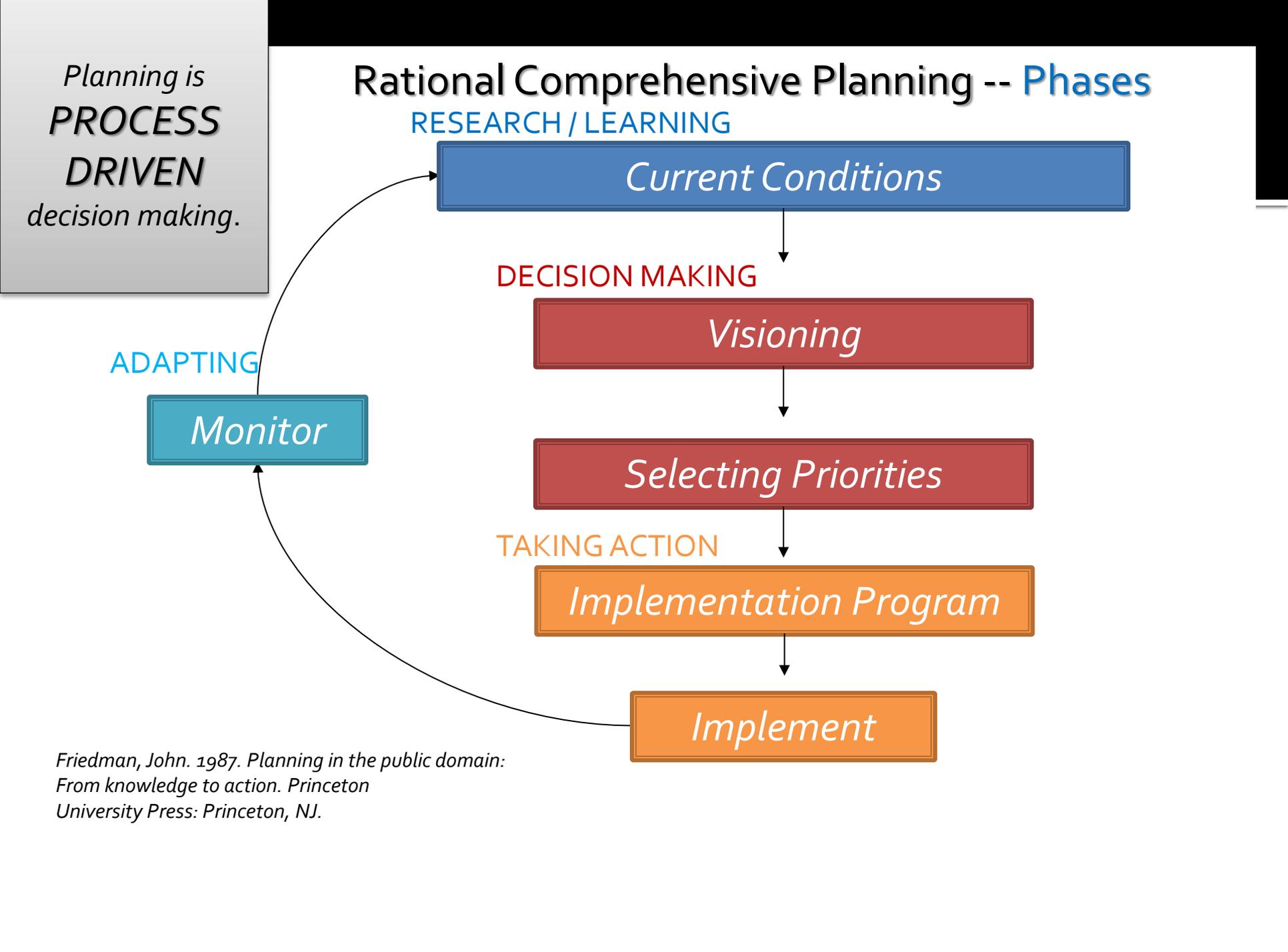
*Implement*

*Monitor*

ADAPTING

*Planning is  
PROCESS  
DRIVEN  
decision making.*

*Friedman, John. 1987. Planning in the public domain:  
From knowledge to action. Princeton  
University Press: Princeton, NJ.*



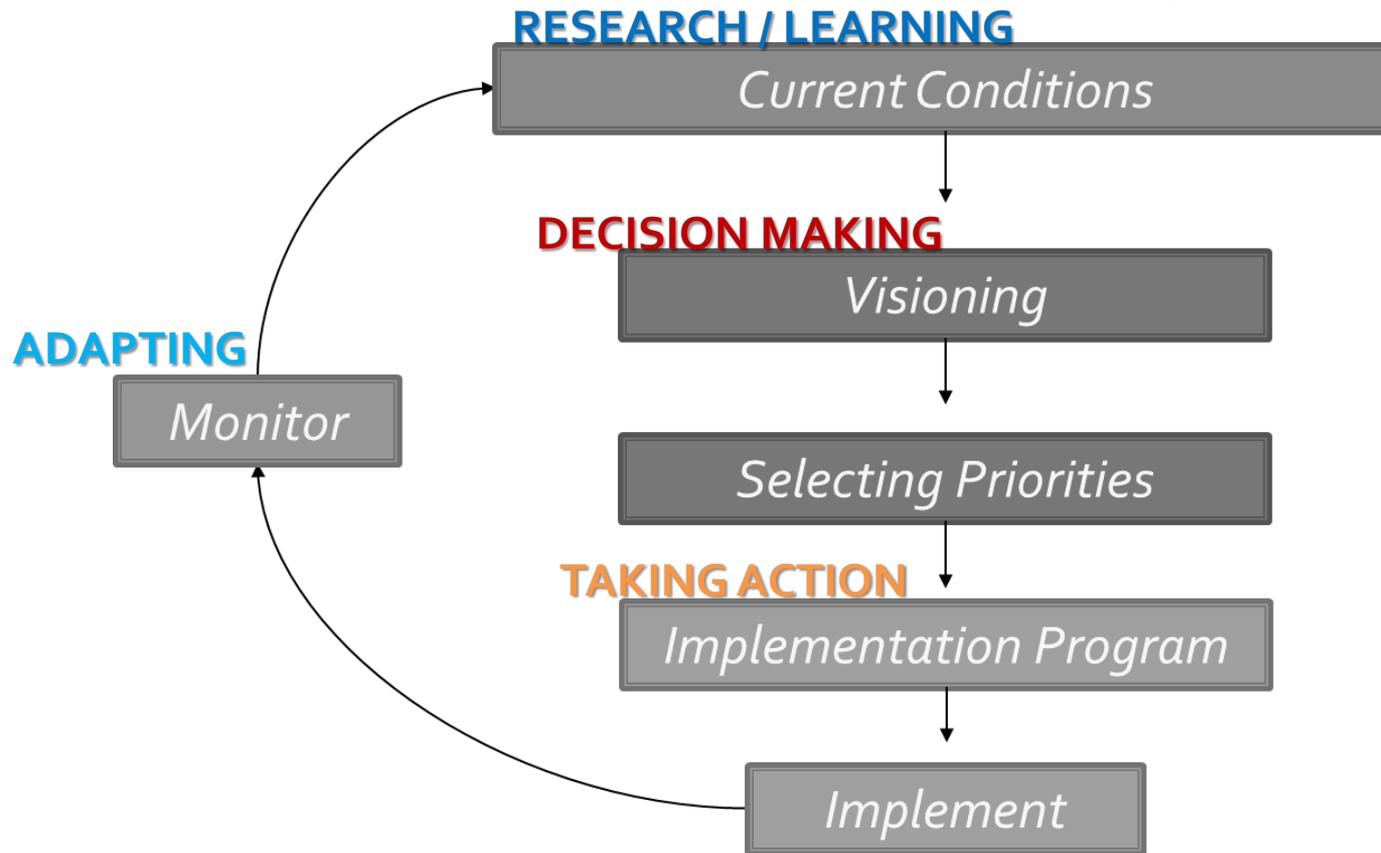
# Public participation needs change throughout the process!



How do we  
access  
information?



# Rational Comprehensive Planning -- Phases



**Our information needs change -- the type of SOCIAL DATA necessary to inform our work depends on where we're at in the process!**



## Big Eau Pleine Farmer Survey



University of Wisconsin-Stevens Point  
College of Natural Resources



## Lake Wausau Community Survey



University of Wisconsin-Stevens Point  
College of Natural Resources

Dear Central Wisconsin Landowners,

We feel fortunate to have recreational options, and a Wisconsin nearly 1 million agricultural practices on private land.

It's clear that farmers and ranchers are the most important things are many groups have been wo and wildlife. As part of an that will influence the future important to you, the landowners

We know your time is important. We will take only 20 minutes of your time, so or that you don't know how study please contact Dr. De questions feel free to contact

Dear Central Wisconsin Landowners,

As a resident living near Lake Wausau, we are conducting the UW-Extension community to support local efforts to understand community and the health of this water body.

You can contribute to this important research. Your responses will be treated as anonymous and will be destroyed prior to the release of any information for risk or harm of treatment as a participant in this research. Thank you, Debbie Palmer, who can be reached at 715.346.2278.

Your voluntary participation in this survey is appreciated. We will be about your views of efforts to be about any questions or comments. Thank you for your time and we

Thank you for your time and we

Jacob C. Herna  
Graduate Researcher  
E-mail: Jhern08@uwsp.edu  
College of Natural Resources  
University of Wisconsin-Stevens Point WI, 54481

As a resident of one of the communities that surround Lake Wausau, we are conducting a survey concerning efforts to improve the conservation of the lake. The survey is being conducted by faculty in the College of Natural Resources at the University of Wisconsin-Stevens Point in partnership with the Lake Wausau Association and sponsoring local government groups understand how residents in the Wausau area interact with and value the lake. Results will inform ongoing research and activities to improve water quality. **Kept confidential** and if you have any concerns about the treatment of your information, please contact the UWSP Institutional Review Board that can be reached at (715) 346-4598.

Your voluntary participation in this survey is a chance to be a part of the Lake Wausau community. Please take the time to share your views about this important issue and returning the survey in the enclosed postage paid envelope. If you have any questions, please contact one of the members of the research using the information provided below.

Thank you for your assistance,

Dr. Aaron Thompson  
Assistant Professor  
aaron.thompson@uwsp.edu  
715.346.2278

**“One cannot plan ... if one does not have a sense of the present state of events and their probable future direction.” -- Levy (2013)**

PLEASE READ BEFORE RETURNING

The survey must be completed by April 15, 2014.

Please mark all answers clearly, in pencil.

Example "A"

Have you heard of the Lake Wausau Association?

Never heard of them  Heard of them, but don't know what they do

Lake Wausau Association's (LWA) mission is "to protect, maintain, and enhance values on Lake Wausau and its surroundings; to organize and conduct activities that promote the ecology, water quality, fishing, and recreational use of Lake Wausau."

Do you agree with the priorities that the Lake Wausau Association has put forth?

Strongly Disagree  -3  -2  -1  0  1

### IDEAS & INNOVATIONS

doi:10.2489/jswc.69.2.57A

### People, place, behavior, and context: A research agenda for expanding our understanding of what motivates farmers' conservation behaviors

Adam Reimer, Aaron Thompson, Linda Stalker Prokopy, J. Gordon Arbuckle, Ken Genskow, Douglas Jackson-Smith, Gary Lynne, Laura McCann, Lois Wright Morton, and Pete Nowak

Social scientists have explored why farmers engage in conservation activities for a number of decades, yet there is still a large degree of unexplained variation and a lack of understanding about the factors that contribute to, or inhibit, farmer conservation. Our goal with this article is to outline an agenda for future social science research exploring conservation behaviors in agricultural systems. We believe that greater reflection on what avenues need further exploration will lead to improved scientific understanding and ultimately greater uptake in conservation by farmers.

Subsequently, as indicated by earlier reviews of this literature, there are few variables that consistently explain adoption decisions. In addition to high variability in determinants of behavior, physical and temporal variation in the characteristics of the practices themselves complicate research efforts.

Farm and farmer-level factors are not the only important pieces of information to understand when researching conservation behavior. Farmers' conservation behaviors are more than individual decisions about isolated practices; they are scale dependent and influenced by

social networks. Surprisingly difficult, and researchers should focus their efforts toward operationalizing conservation behavior in a way that better captures the complexities of real world behaviors. Typically, adoption studies, especially those in the Diffusion of Innovations vein of research (Rogers 1995), ask whether people have adopted a specific practice but do not measure the extent (e.g., acres, linear feet, or frequency), intensiveness, or variability of the adoption activity. For example, surveys often frame adoption of practices as straightforward, discrete choices. Conservation tillage, for example, can mean continuous

Copyright © 2014 Soil and Water Conservation Society. All rights reserved. Journal of Soil and Water Conservation 69(2):57A-61A. www.socwsc.org

**ACT 2: Natural Resources Social Science**

# Collaborative Process: *LEARNING*

**Public Meetings / Field Trips:**  
*Opportunities to gather information and collect meaningful input*



**Resource Teams:** *Small groups tasked with answering key questions / collecting input and reporting back to the community*

# *Collaborative Process: LEARNING*

## CAPACITY Issues

RESEARCH

Define the problem / Identify Issues

What do stakeholders want?

What will they support / won't support?

What is currently being done?

Who is looked to for leadership?

What ideas are already out there?

DECISION MAKING

Select goals and outcomes



# LEARNING: Community Awareness Survey

**Representative Sample:** Mailed to 1000 Tippecanoe residents in the Fall of 2006

**Designed for Response:** 38% response rate

**Focus:** Questions focused on awareness, attitudes and behaviors about the Wabash and water quality

Nearly 80% of respondents feel the Wabash River is important to them, and majority would like to continue living near it.

Less than 30% of respondents feel the Wabash provides opportunities to engage in their favorite activities.

## Wabash River in Tippecanoe County

The following questions test your knowledge about the environment. Please remember that you are not being judged on the correctness of your answer. Please indicate whether the following statements are generally true, generally false, or you don't know.

	Generally true			Generally false			Don't know		
	T	F	DK	T	F	DK	T	F	DK
32. Most water pollution today comes from factories.	<input type="checkbox"/>								
33. Vegetation along stream banks helps improve water quality.	<input type="checkbox"/>								
34. In terms of water quality, it is best to use a commercial car wash to clean your vehicle instead of washing it at home.	<input type="checkbox"/>								
35. Paint, solvents, or used motor oil may be disposed of safely into a storm drain.	<input type="checkbox"/>								
36. Grass clippings, garden trimmings, and fallen leaves can be a source of water pollution.	<input type="checkbox"/>								
37. A properly functioning septic system should be pumped, cleaned and inspected every 3 to 5 years.	<input type="checkbox"/>								
38. Most streets and parking lots drain without being treated into a nearby creek, river, or lake.	<input type="checkbox"/>								
39. Pet waste should be picked up only as a courtesy to others.	<input type="checkbox"/>								
40. All fertilizers and chemicals applied to lawns stay within the yard.	<input type="checkbox"/>								
41. Habitat loss and impairment due to urban sprawl is the greatest cause of wildlife and fish declines in the Wabash River.	<input type="checkbox"/>								
42. Habitat loss and impairment due to agriculture is the greatest cause of wildlife and fish declines in the Wabash River.	<input type="checkbox"/>								
43. Agricultural production in the Midwest is contributing to a hypoxic zone (area of low oxygen) that threatens aquatic life in the Gulf of Mexico.	<input type="checkbox"/>								
44. Areas of grass, trees, and wetlands around streams can 'capture' and store pollutants and soil that erode from agricultural fields.	<input type="checkbox"/>								
45. Areas of grass, trees, and wetlands around streams can absorb flood waters and reduce flooding damage.	<input type="checkbox"/>								
46. Underground tiles that drain agricultural fields channel pollutants directly into	<input type="checkbox"/>								

*Instructions: As you participate in the talks, breakout sessions, and conversations with others today we'd like you to think about the following questions. **So throughout the day please take time to write down your notes / responses to these questions – then you'll have the opportunity to share your ideas as part of regional discussions at the end of the day!***

## **BUILDING AWARENESS**

**Self-Awareness:** What motivates you to get involved in water quality improvement?

**Other-Awareness:** How does your motivation make your priorities different than other members of your community?

# *Collaborative Process: DECIDING*



**Developing Criteria:** *Use of goal-defined criteria to assess alternative land use scenarios*

**Seeking Input:** *Many ways to seek public feedback – emphasis needs to be on what the community as a whole will support, not simply who has the loudest voice*

## ***OPPORTUNITIES FOR COMMUNITY INPUT:***

*Household surveys, resource commissions (quasi-governmental decision making boards), public meetings, advisory votes, and ...*

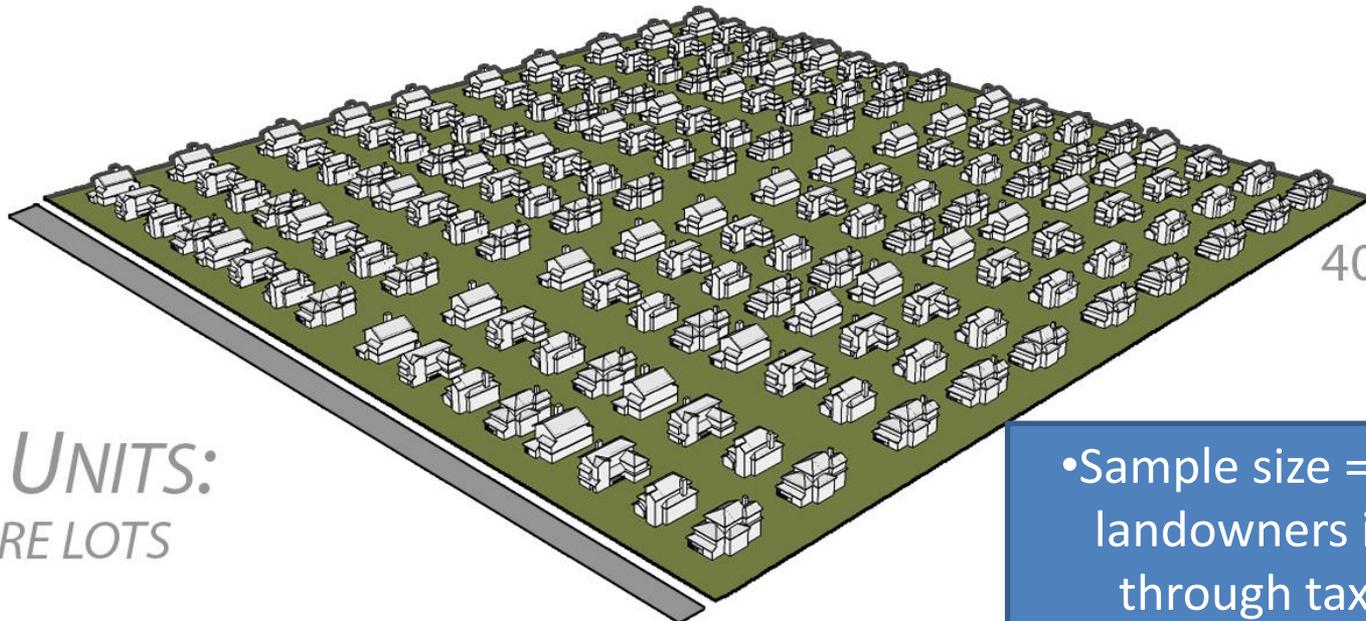
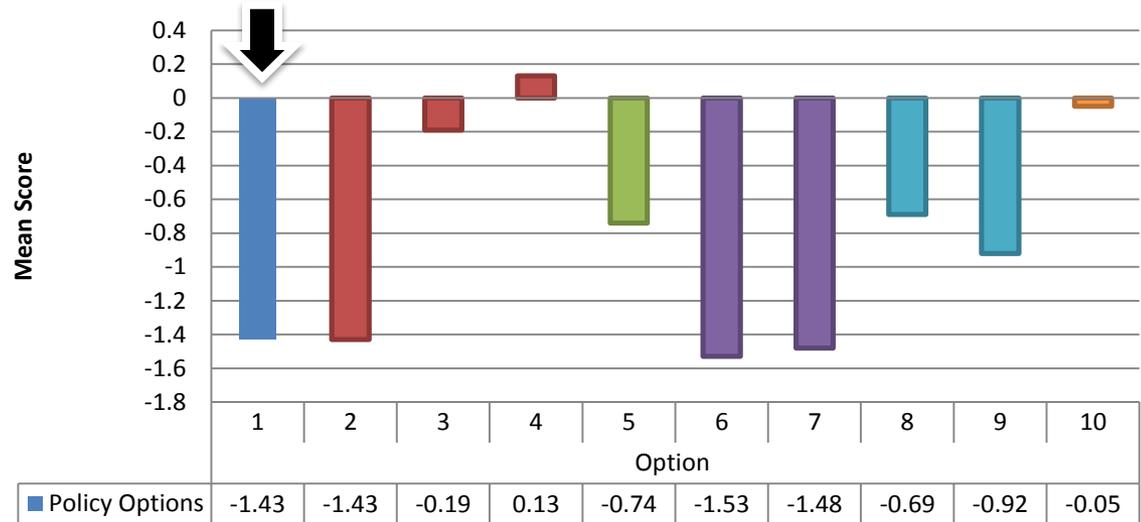
# Collaborative Process: *DECIDING*

No Regulation

1

Not restrict development, which would allow landowners to develop as many new homes as they would like.

Policy Options



40 ACRES

160 UNITS:  
1/4 ACRE LOTS

- Sample size = 402 forest landowners identified through tax records
- Response rate of 51.4%.

# Collaborative Process: *DECIDING*

## Minimum Lot Sizes

2

Require a minimum lot size of 1 acre, which would allow up to 40 new homes to be built on this property.

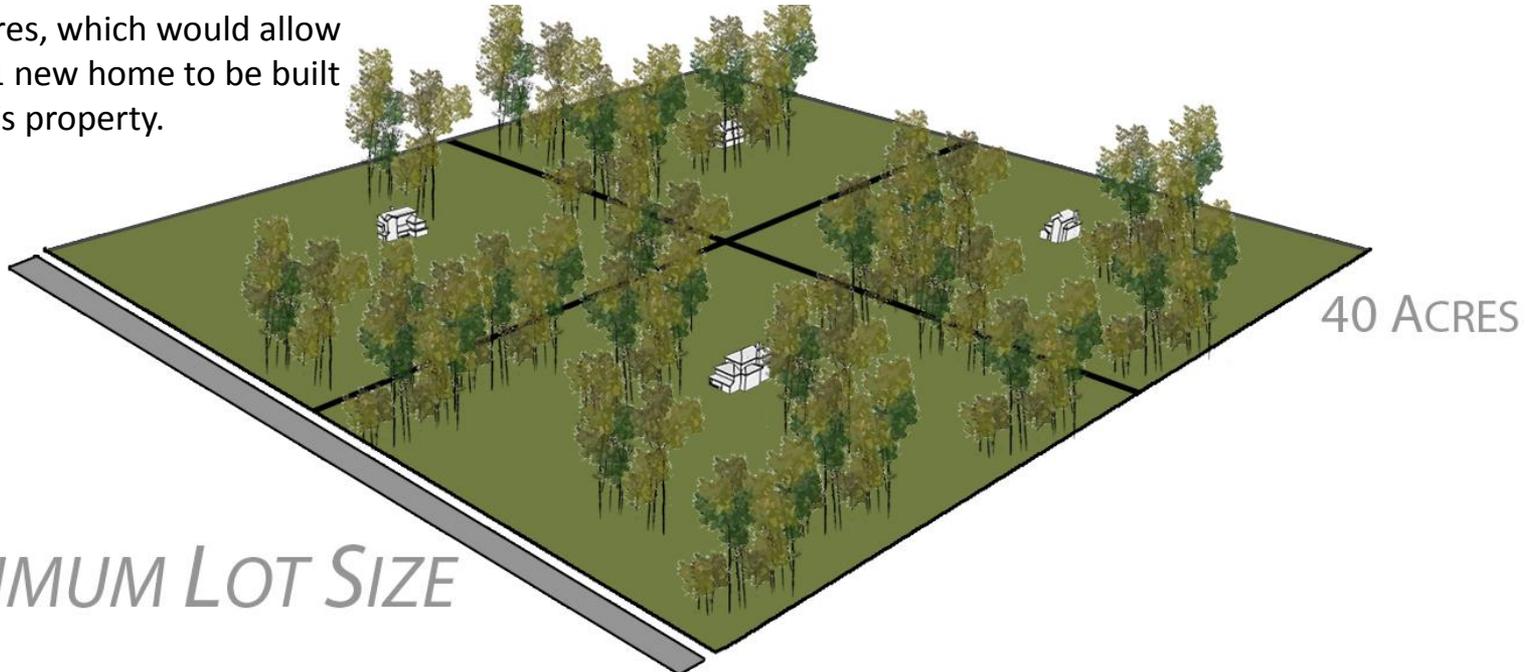
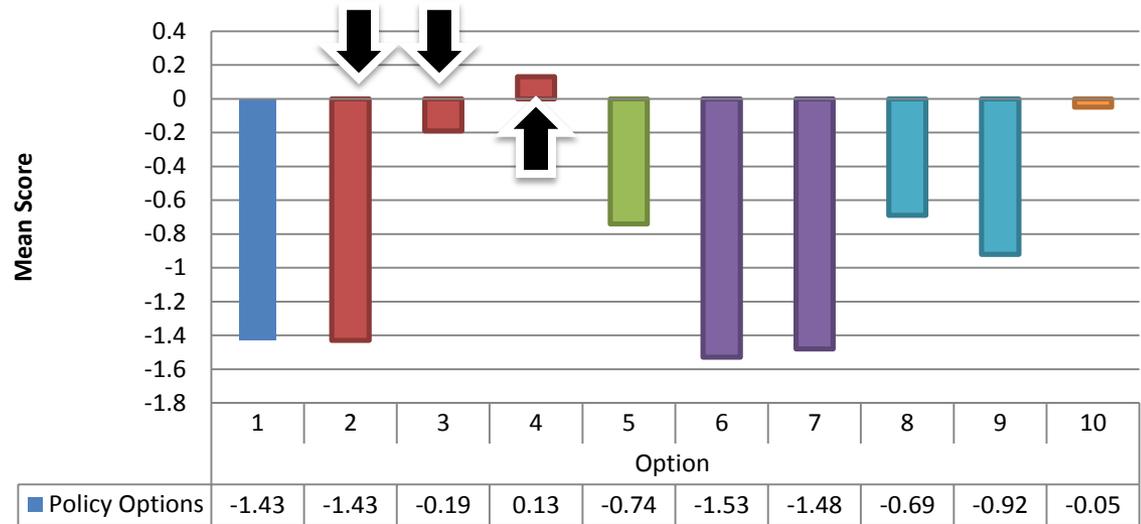
3

Require a minimum lot size of 10 acres, which would allow up to 4 new homes to be built on this property.

4

Require a minimum lot size of 40 acres, which would allow only 1 new home to be built on this property.

## Policy Options



3. When you think of successful water quality efforts in your community how is the word being spread and who is spreading it?

## *ACTIVITY*

**Community-Awareness:** How does impaired water quality negatively impact your community?

**Community-Criteria:** How does addressing these 'negative impacts' improve the lives of different stakeholders in your community?

# Collaborative Process: **TAKING ACTION**

Future of Agriculture in Tippecanoe County

**PURDUE**  
UNIVERSITY



Looking back, we see the dramatic transition American agriculture has experienced over the last two generations. As a result, we can expect that new challenges will affect farming and the rural landscape. Whether these challenges represent new economic opportunities, like the development of wind farms, or increased public attention to environmental management of farmland, these factors are likely to impact how farmland is valued and managed in Tippecanoe County.

As part of an on-going research project, we would greatly appreciate your participation in this survey to help us understand the views and priorities of the local agricultural community. While your participation is voluntary, as a farmer, producer, or landowner in Tippecanoe County your input is essential to finding responsible, practical ways to meet these challenges.

Due to the complexity of the issues we are asking about, it will take approximately twenty-five minutes to respond to our questions. Please complete as much of the survey as possible; however, you are welcome to skip questions that make you feel uncomfortable. We understand that this is asking a lot of you, but your response is extremely valuable to beginning this important work in Tippecanoe County.

If you have any questions about the survey or this research, please feel free to contact us using the information provided below. Thank you for your help.

Sincerely,

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

Aaron W. Thompson  
Graduate Research Assistant  
E-mail: awthomps@purdue.edu

A handwritten signature in black ink, appearing to read 'Linda Stalker Prokopy'.

Linda Stalker Prokopy, Ph.D.  
Assistant Professor of Natural Resources Planning  
E-mail: lprokopy@purdue.edu  
Phone: 765-496-2221

Department of Forestry and Natural Resources  
Purdue University

## Survey of Farmers

A census of all landowners who have received subsidy payments on farmland in Tippecanoe County, Indiana.

- Mail survey AND drop-off /pick-up

## Methods

- Sample size = 715 individuals
- 429 surveys were returned either fully or partially completed, resulting in a response rate of 60.0%.

# Tippecanoe County

- Size: 321,200 acres
- 68.0% of land is in agricultural production (or approximately 218,300 acres).
- 2007 Census of Agriculture reported 757 farms
- Average farm size is 288 acres

*Study Area*

**Tippecanoe County**

**Result:**

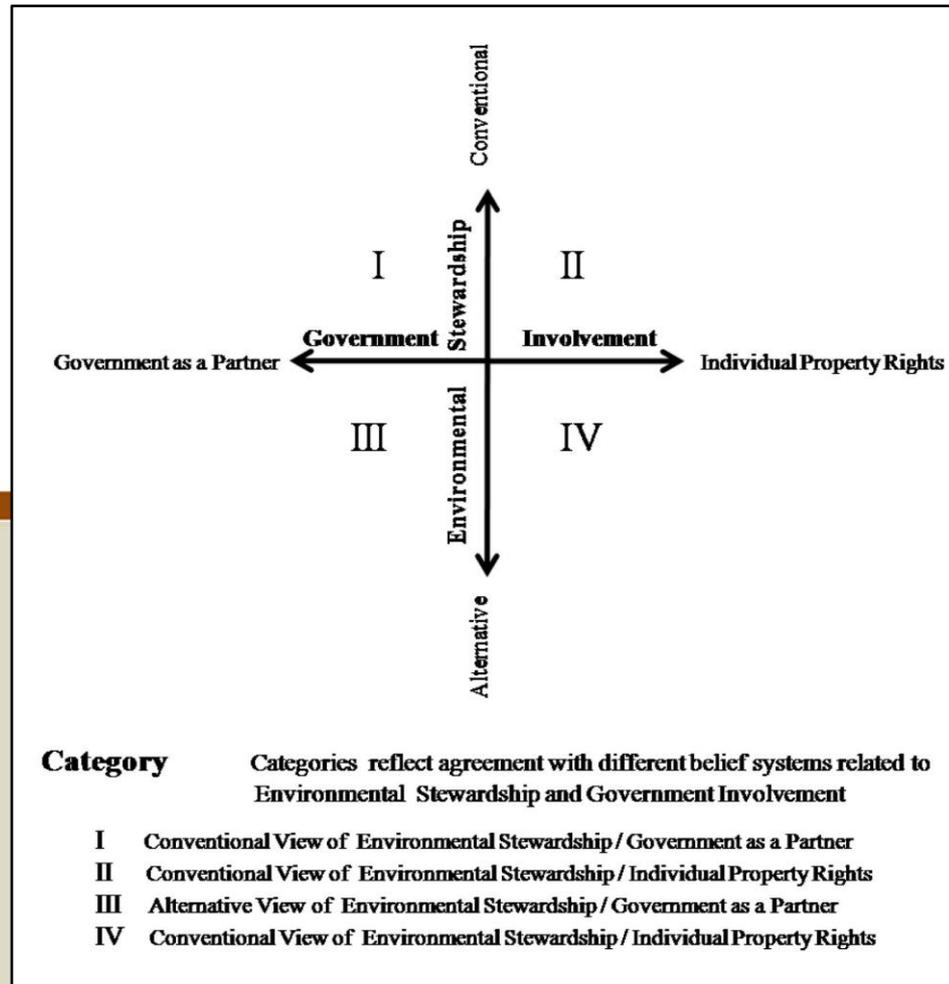
**+Farmers are key stakeholders  
in any local planning activities**

Note: Colors = % cultivated  
(USDA, 2010)

[http://www.agcensus.usda.gov/Publications/2007/Online\\_Highlights/County\\_Profiles/Indiana/cp18157.pdf](http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/County_Profiles/Indiana/cp18157.pdf)

What attitudinal factors influence farmers' willingness to participate in efforts to restore the rural landscape?

## Scale Development



### Environmental Stewardship

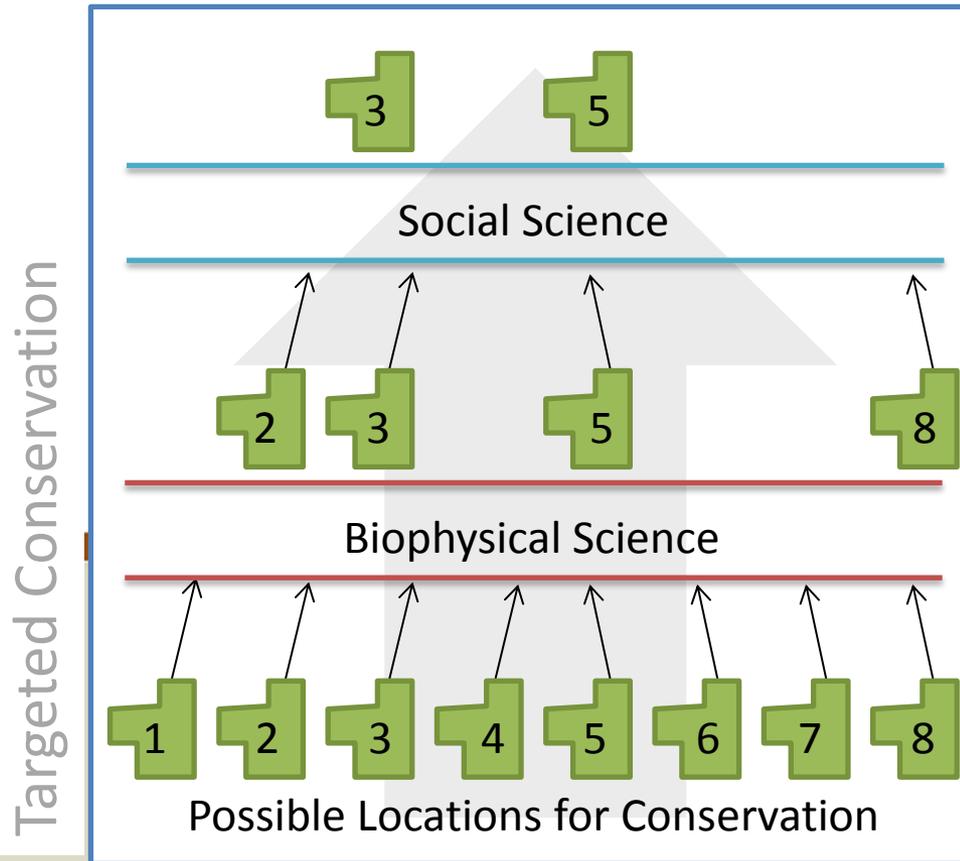
- (Positive Views) Alternative Environmental Stewardship scale
- (Negative Views) Conventional Environmental Stewardship scale

### Government Involvement

- (Positive Views) Government as a Partner scale
- (Negative Views) Individual Property Rights scale

# Disproportionality

Social



## Science of Targeting:

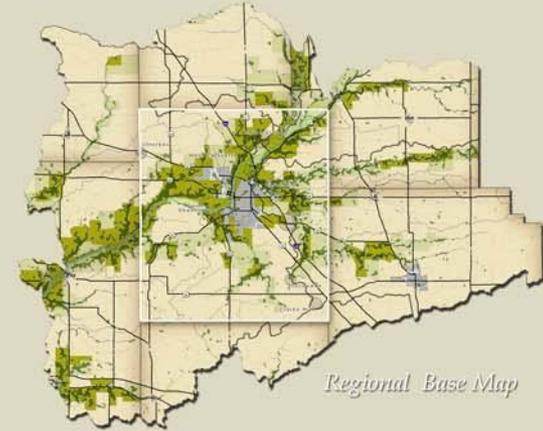
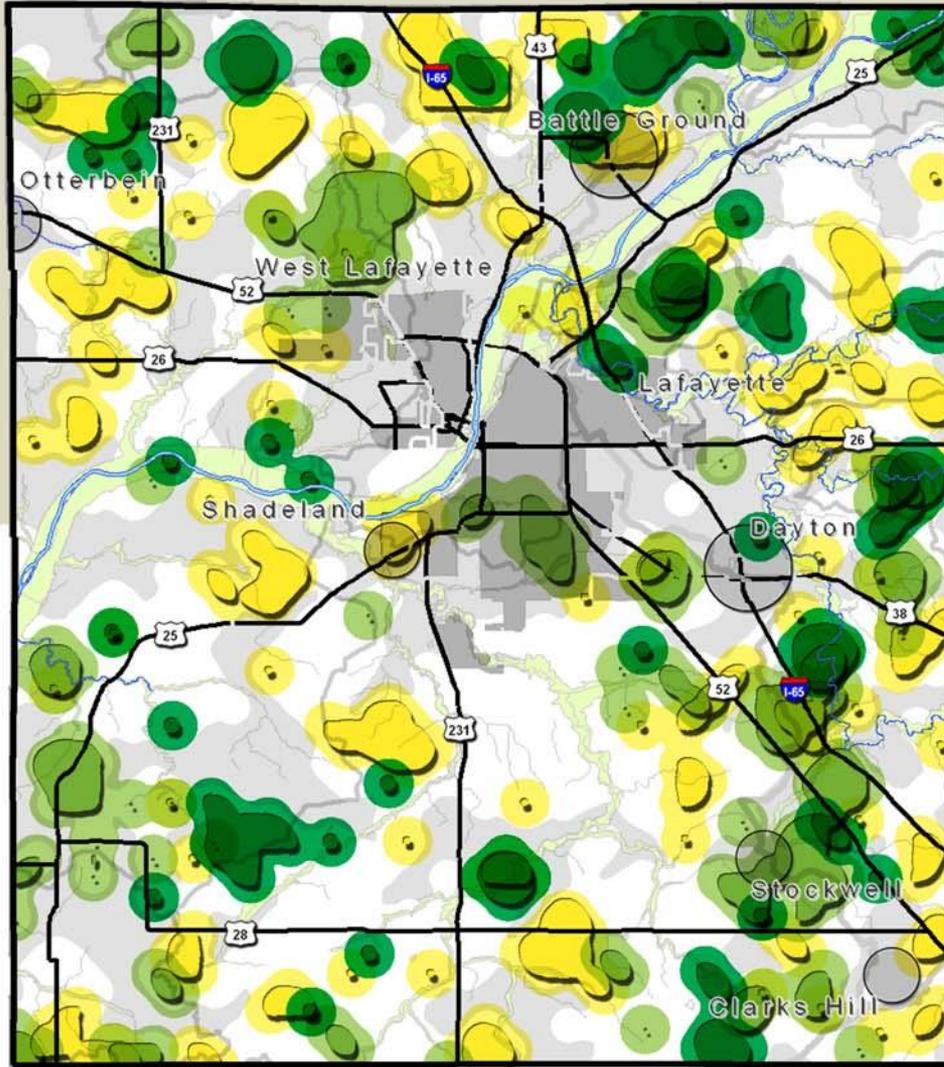
Biophysical science provides the foundation for conservation decision making, socioeconomic and political realities determine which actions are actually implemented.

*Adapted from Walter et al. (2007)*

→ **Role for Social Science:** Emphasis on understanding within-group variation of attitudes toward landscape planning efforts



## Support for Environmental Outcomes



### LEGEND

-  Density Estimate for Category
-  Upper 50 percent of Distribution -- High Density (Percent Volume Contour)

Least supportive  Most supportive  
Continuum of support for Environmental Outcomes

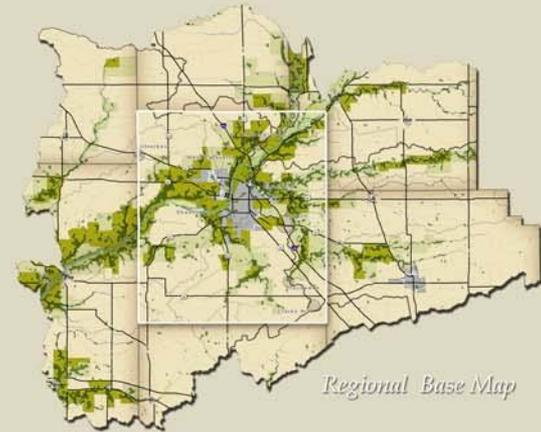
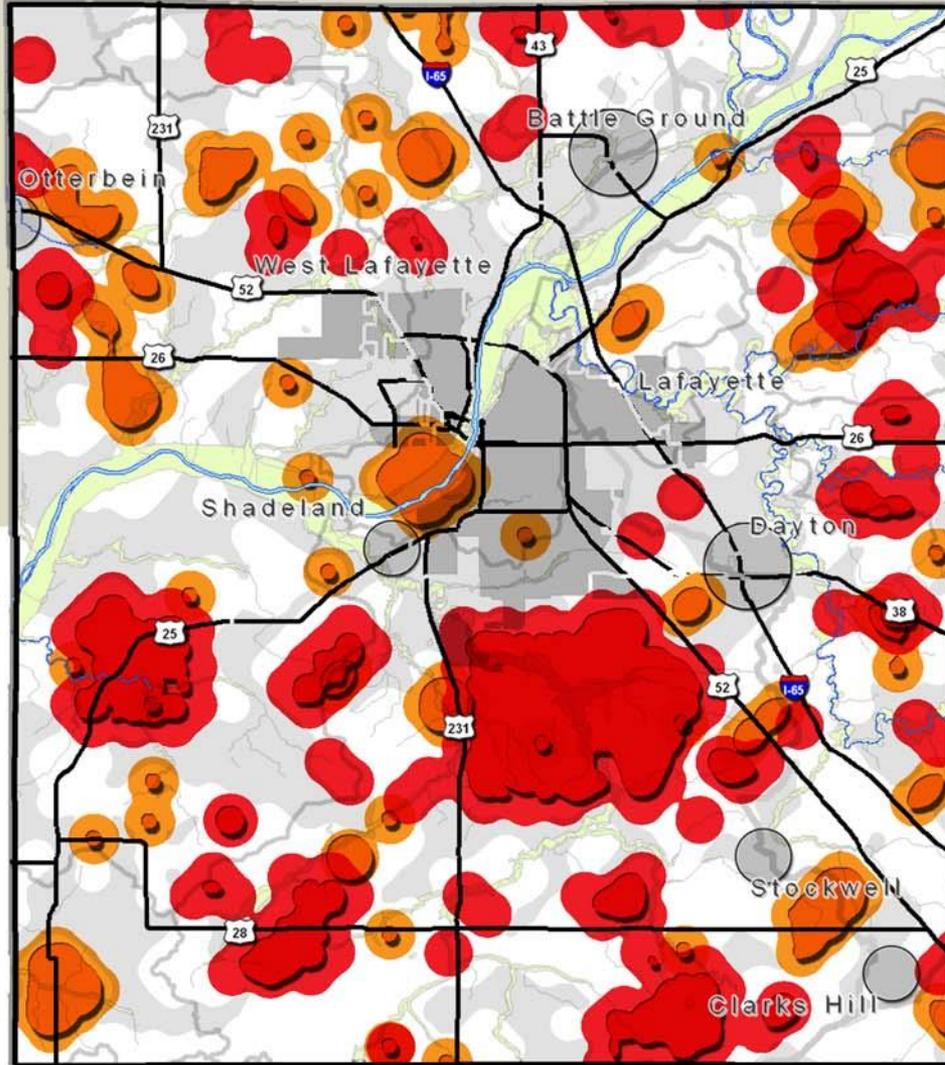
Tippecanoe County

Aaron Thompson  
Linda S. Prokopy





## Support for Environmental Outcomes



### LEGEND

-  Density Estimate for Category
-  Upper 50 percent of Distribution -- High Density (Percent Volume Contour)

Least supportive  Most supportive  
Continuum of support for Environmental Outcomes

Tippecanoe County

Aaron Thompson  
Linda S. Prokopy



# Perspectives on Planning

## *Areas of agreement*

III

### **Category 3: Engaged Land Stewards**

- All landowners should be allowed to participate
- Approach should emphasize addressing issues that affect the entire county
- Focus should be on the preservation of farmland

## *Summary*

- Decisions should not be left to local officials
- Approach should emphasize regular meetings and providing small groups of neighboring landowners with incentives to work together to
- Focus is on improving the quality of working lands.

II

### **Category 2: Individualistic, Production Focused Farmers**

# USING SOCIAL DATA TO ENGAGE FARMERS IN RURAL LANDSCAPE PLANING

## *Objectives*



Lesson #1: Need to meet farmers where they're at ... create opportunities for dialogue



Lesson #3: Get them involved – farmer led wq sampling



Lesson #4: Share decision making authority



Lesson #2: Recognize and respond to diversity



**Misconception: We do social science to confirm that our hunches are correct.**

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**Purpose: We do social science to ensure that valid perspectives that exist in the community are not ignored by our planning efforts.**

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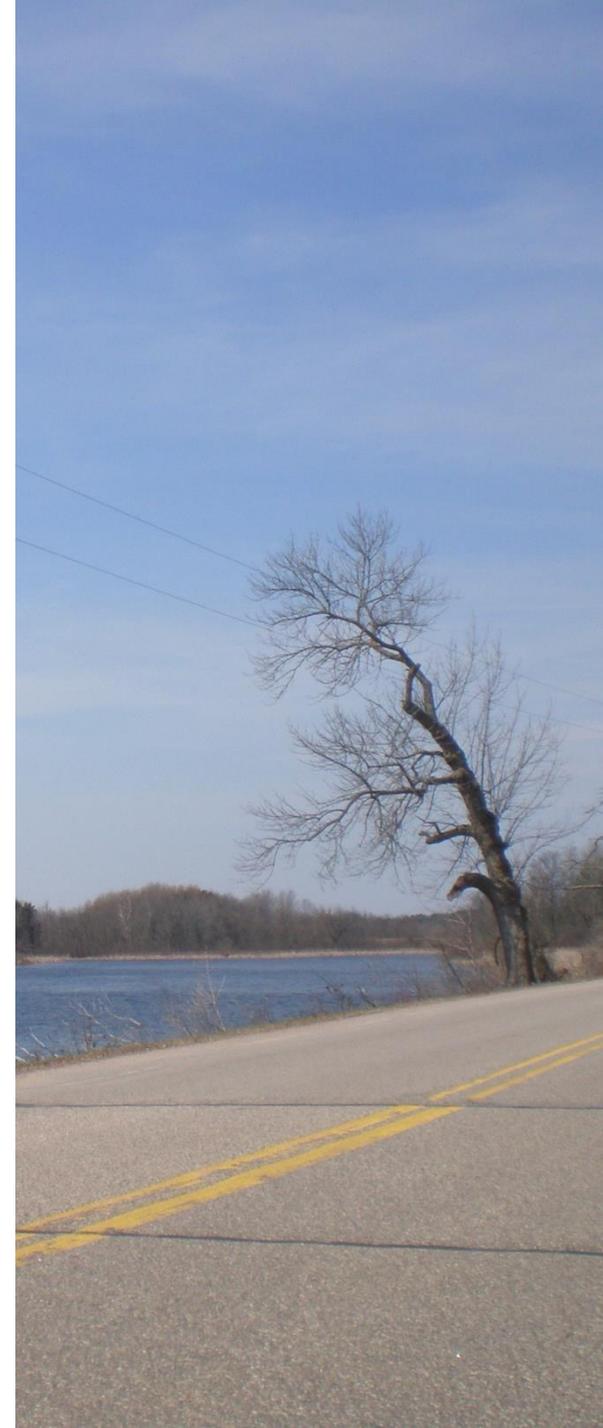
## Better, less divisive decision can be made:

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**AVOID QUICK DECISIONS:** a community needs adequate time to understand issues, explore options, and work toward consensus

**PROCESS IS GOAL FOCUSED:** a community that first decides on what values are the most important and works toward these goals can benefit from a more flexibility and a broader range of options; the alternative usually forces a community into a false choice between fixed options

**DECISIONS MUST BE COMMUNITY DRIVEN:** use appropriate expertise when needed, but community members must be allowed to decide what is best and how to move forward



*Beginning a community discussion ...*



## BEGINNING A COMMUNITY DISCUSSION ...

*Applied Social Science Lessons:*

*1. No marketing firm would attempt to 'sell something' without first knowing something about their customers -- we need to learn from this example.*



## Topics Covered:

Introductory Questions

-Lake Wausau  
Association

-Water Quality  
Knowledge

Governance & Policy

Community  
Perspectives

Economic Variables:  
Tied to lake activities

Mapping: Issues,  
improvement,  
recommendations

Demographics

# Lake Wausau Community Survey



University of Wisconsin-Stevens Point  
College of Natural Resources

As a resident of one of the communities that surround Lake Wausau you have been randomly selected to receive a survey concerning efforts to improve the community resource of Lake Wausau. This survey is being conducted by faculty in the College of Natural Resources at the University of Wisconsin--Stevens Point in partnership with the Lake Wausau Association and sponsoring local governments. Survey results will help these groups understand how residents in the Wausau area interact with and value Lake Wausau and the Wisconsin River. Results will inform ongoing research and activities to improve water quality in Lake Wausau. **All results will be kept confidential** and if you have any concerns about the treatment of research participants please contact the UWSP Institutional Review Board that can be reached at (715) 346-4598.

Your voluntary participation in this survey is a chance to be a part of the process of determining the future for Lake Wausau. Please take the time to share your views about this important community resource by completing and returning the survey in the enclosed postage paid envelope. If you have questions about the survey, please feel free to contact one of the members of the research using the informations provided below.

Thank you for your assistance,

Dr. Aaron Thompson  
Assistant Professor  
aaron.thompson@uwsp.edu  
715.346.2278

Dr. Melinda Vokoun  
Assistant Professor  
melinda.vokoun@uwsp.edu

Dr. Kristin Floress  
Assistant Professor  
kristin.floress@uwsp.edu

### PLEASE READ BEFORE BEGINNING THIS SURVEY:

The survey must be completed by an adult member of your household 18 years of age or older.

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

Example "A"

Example "B"

### The Lake Wausau Association

Have you heard of the Lake Wausau Association?

Never heard of them

Heard of them, but don't  
know what they do

Heard of them, and  
know what they do

Lake Wausau Association's (LWA) mission is "to protect, maintain, and enhance environmental and recreational values on Lake Wausau and its surroundings; to organize and conduct activities intended to maintain or improve the ecology, water quality, fishing, and recreational use of Lake Wausau." — lakewausau.org

Do you agree with the priorities that the Lake Wausau Association has put forth in their mission statement?

Strongly Disagree  -3  -2  -1  0  1  2  3 Strongly Agree



## Sample:

Developed 'in-house' using parcel data provided by Marathon County focusing on homeowners within these communities

Total: 850 participants  
Representative sample:  
-160 randomly selected households from each community: Wausau, Schofield, Rothschild, & Rib Mountain

Oversample:  
-210 randomly selected households from near lake neighborhoods

Response Rate

836

358

44.31%



## LWA Familiarity Results:

(-) There is a general lack of familiarity with the Lake Wausau Association – **41% of respondents had not heard of the organization.**

(+) Respondents are very supportive of the abbreviated mission statement included in the survey – **82% agreed with their priorities.**

## The Lake Wausau Association

Have you heard of the Lake Wausau Association?

Never heard of them

Heard of them, but don't know what they do

Heard of them, and know what they do

Lake Wausau Association's (LWA) mission is *"to protect, maintain, and enhance environmental and recreational values on Lake Wausau and its surroundings; to organize and conduct activities intended to maintain or improve the ecology, water quality, fishing, and recreational use of Lake Wausau."* — lakewausau.org

Do you agree with the priorities that the Lake Wausau Association has put forth in their mission statement?

Strongly Disagree

-3

-2

-1

0

1

2

3

Strongly Agree



### Perception of the resource:

+Respondents ranked 30 statements representing various attributes of the lake and surrounding community facilities

+Analyzed using a 'Inverted-R' factor analysis procedure (Thompson et al., 2013)

Statement #2: It is important for community members to take an active role in determining the future of the Lake Wausau.



Please describe your level of agreement on the following scale for each of the statements that relate to general views of Lake Wausau; **in general the questions relate to areas on, along, or around the lake and Wisconsin River.**

**Statement #7: The scenic and natural beauty of Lake Wausau contributes to our community's ability to attract new residents and employers.**



## Perception of the resource:

+ 'Inverted-R' process revealed 4 distinct belief systems among respondents

+ Process also identified commonalities, including that all groups:

1. Strongly agree that Lake Wausau adds to the beauty of the community (Item #1).
2. Strongly agree that community members must take an active role in the future of Lake Wausau (Item #2).
3. Agree that Lake Wausau contributes to the community's ability to attract new residents and employers (Item #7).
4. Agree that local funding to revitalize Lake Wausau is a good investment in the future (Item #8).



## Perception of the resource:

### *Group 01: At home on Lake Wausau*

Residents who hold this view **enjoy spending time on Lake Wausau**, seeing plentiful outdoor recreation options and good fishing as some of the high points of their time spent here. For many they view **recreating at Lake Wausau as part of a tradition that keeps them coming back** over and over again. They disagree with others who think the lake is dirty and getting worse and for most hold the opposite **opinion that the water is safe for recreating and they are willing to eat fish caught there**. These individuals believe that the parks on Lake Wausau represent some of the most beautiful places in the county and disagree that there is an unpleasant odor that prevents them from recreating here. When it comes to who is responsible this group **sees that both the DNR and local government have appropriately responding** to the conditions on Lake Wausau.

## BEGINNING A COMMUNITY DISCUSSION ...

*Applied Social Science Lessons:*

*2. We need to arm ourselves with information -- What do you know about your audience?*

- a. Who do they trust for information?*
- b. What do they know?*
- c. What motivates their involvement?*



Conclusion



Communication and messaging strategies – how can LWA engage the community in a productive discussion about the lake?

Group 01: Tradition

Wausau:	37.0%
Schofield:	56.9%
Rothschild:	54.1%
Rib Mountain:	41.9%
Near Lake:	52.0%

Group 02: Industry

Wausau:	21.7%
Schofield:	10.3%
Rothschild:	16.4%
Rib Mountain:	20.2%
Near Lake:	17.3%

Group 03: Not on Lake Wausau

Wausau:	17.4%
Schofield:	10.3%
Rothschild:	16.4%
Rib Mountain:	12.1%
Near Lake:	14.7%

Group 04: Dirty

Wausau:	13.0%
Schofield:	15.5%
Rothschild:	6.6%
Rib Mountain:	13.5%
Near Lake:	14.7%

## BEGINNING A COMMUNITY DISCUSSION ...

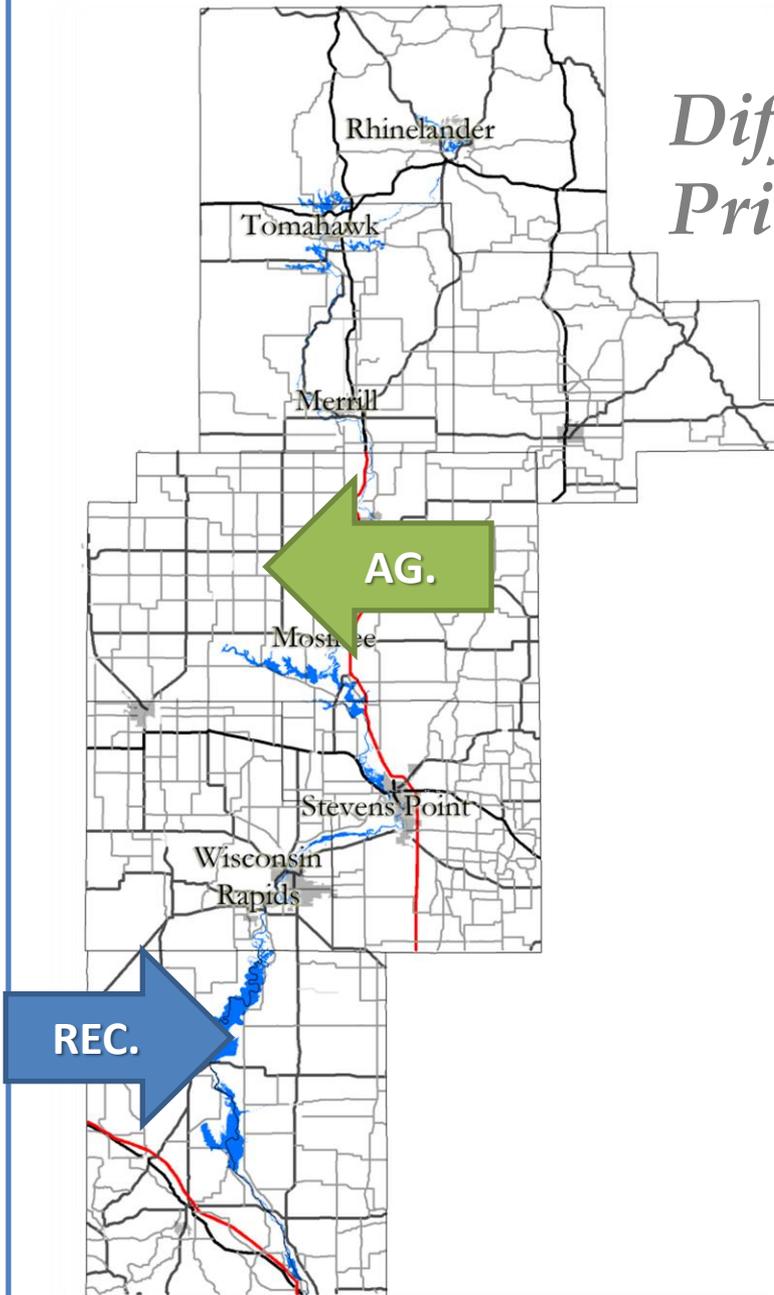
### *Applied Social Science Lessons:*

#### 3. *Where to begin:*

- a. Create opportunities for dialogue*
- b. Collect 'community perspectives' toward the resource*
- c. Work with a social scientist – set goals, do your homework first*

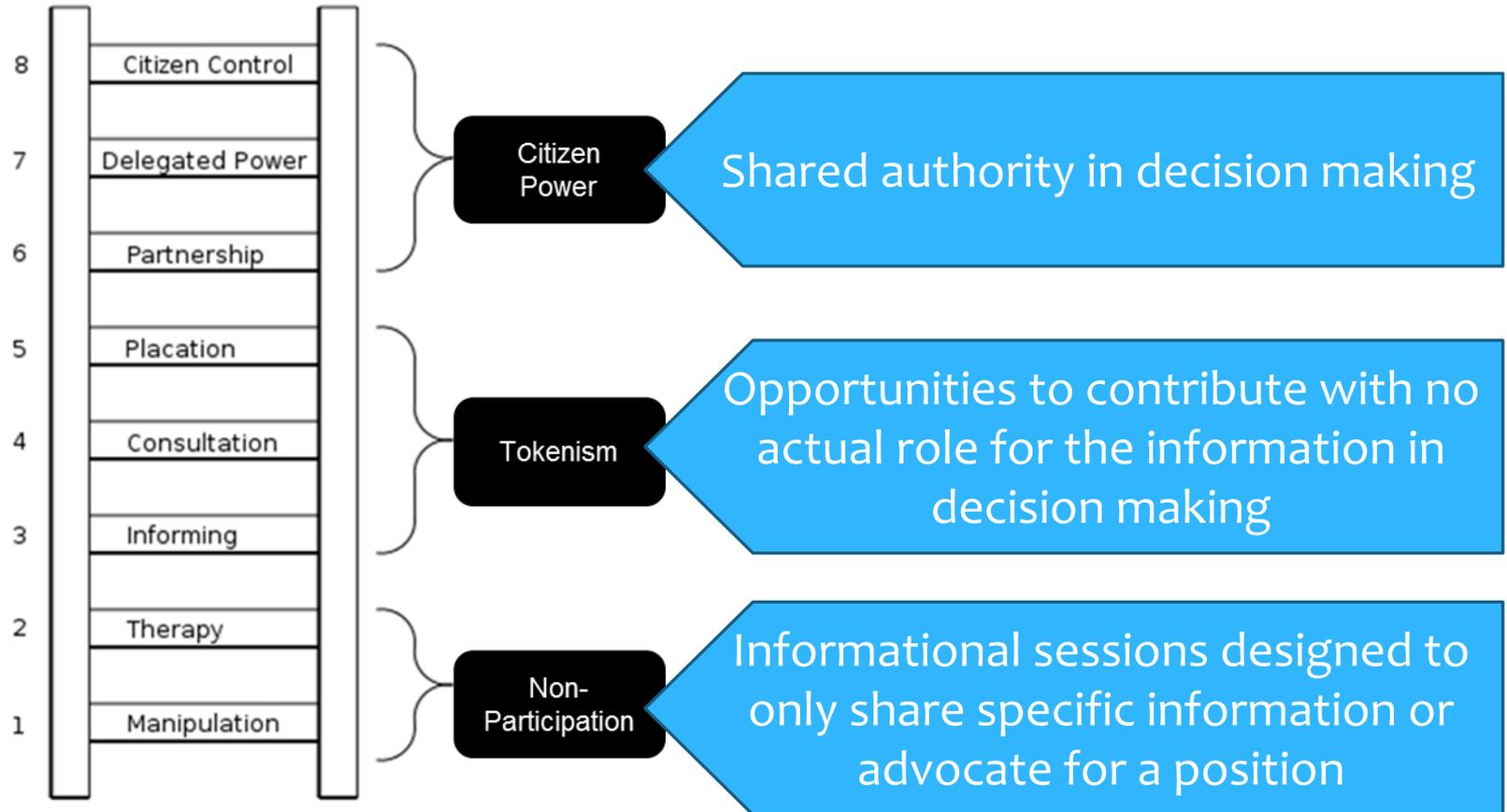


## *Different Priorities*



**Regional-Awareness:**  
In order to address the important water quality issues facing the Wisconsin River basin, how do we move forward when faced with the 'people challenge' of competing priorities for this watershed?

# Citizen Participation = Citizen Power (Sherry Arnstein, 1969)



Conclusion

## Questions?



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Conclusion