

Project Description

Wonder Lake/Nippersink Creek Watershed Master Plan Development and Implementation

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I. Problem Statement

This section may use information/statements already developed in the Nippersink Creek Watershed Plan document. (particularly from Chapter 2)

II. Project Description and Purpose:

Outcomes: Sustainable, watershed-scale stewardship of water quality and natural resources, implemented through the following program elements:

- Community Assessment - Work closely with Town governments and residents to enhance the natural resource-based "quality of life" that is the engine of economic growth for the Nippersink Creek Watershed region. Assess current levels of awareness and attitudes towards non-point source pollution within the Nippersink Creek watershed. Assess current constraints and capacity to using appropriate practices to address non-point source pollution.
- Outreach and Education - Utilize the Nippersink Creek watershed region as an "outdoor classroom" for schools and colleges in the region, as well as for the residents and visitors to the area, to create an enduring sense of stewardship. Develop outreach and education programs to enhance the capacity and adoption of non-point source management practices among watershed residents.
- Communications Strategies - Strengthen public visibility and awareness of the project, as well as broader knowledge and engagement of watershed issues, through continual communication using multiple media formats and outlets.
- Evaluation of Outcomes (Phase 2 of project, years 3-4. Will involve re-application for funding) – Assess the effectiveness of the outreach and education efforts in meeting the goals, intended outcomes and core social indicators for non-point source pollution management:
 - Increased awareness among a target audience
 - Attitudes among residents supportive of non-point source management actions
 - Reduced constraints for using appropriate practices
 - Increased capacity to address non-point source management issues in the Nippersink Creek Watershed area.
 - Increased adoption of non-point source management practices by residents.

III. Scope of Work and Schedule:

Community Assessment:

In the first phase of the research (years 1-2) social science research will be conducted in four sub-watersheds of the Nippersink Creek Watershed to examine social factors relevant to efforts to maintain water quality, with a particular emphasis on Wonder Lake. The findings will provide information for use in the design and delivery of education and outreach programs. These education and outreach programs will be implemented in year 2 of the proposed project. The second stage of the research (proposed for years 3-4) will provide additional information for those efforts and will also be used to evaluate outcomes of the project overall, and specifically the outcomes of the education and outreach programs.

Community Assessment Sampling/Scope:

There are a total of 12 sub-watersheds in the Nippersink Creek Watershed. However, for the purpose and manageability of this project, we have identified four sub-watersheds of primary interest due to potential future development pressures and relative influence on the water quality in Wonder Lake. In addition, those households with lake rights have been identified as a fifth target audience group. Therefore, a total of five sampling groups have been identified as the primary target audience for this phase of the project. These include:

- All households in the Wonder Lake Property Management Association (those with lake rights)
- Wonder Lake sub-watershed
- Lower Nippersink Creek sub-watershed
- Glacial Park sub-watershed
- Vander Karr Creek sub-watershed

A scientifically random sample of 1,000 households from the WMPOA group will be drawn for the survey. From the remaining four sub-watersheds, a random sample of 300 households in each sub-watershed will be drawn, for a total of 1,200 households from the four sub-watersheds. The total sample for the survey will be 2,200 households.

Outreach and Education:

Using survey data, the project will discover and maintain “quality of life” values that are shared by watershed residents and visitors. Use these findings to help strengthen a “sense of place” among stakeholders. Survey findings and expert knowledge will be used to develop and deliver educational and outreach programs to community residents within the watershed, with specific focus on the four sub-watersheds noted above.

Using data and information from other project activities members of the project will engage in community outreach and education designed to maintain water quality. Survey findings and expert knowledge will be utilized to contribute to the development of technical seminars related to land use management, natural resource protection and water quality. Seminars will be presented to Town Boards, with sample ordinance language to submit for voter approval.

Communication and Public Relations Activities:

Throughout the project activities will generate awareness of the project among the public and identify opportunities for citizens to participate and provide input. Through consultation with PSU's Public Relations staff, the project leader will develop and implement a communications strategy for the project that includes upgrading the existing Nippersink Creek Watershed Web site (<http://nippersink.org/>) to include project-specific pages and links. The media strategy will provide articles and press releases to local media throughout the project including invitations to public meetings, regular dialogue with local reporters to keep them abreast of project activities, routine news releases, and media events. In addition, public relations events will be organized in collaboration with other stakeholders to share communications platforms (e.g. inserts/articles in newsletters and reports).

Schedule of Tasks and Timeline:

Brief Description of Task	Timeline	Primary Responsible Party(s)
Initial Community Survey Preparation (Consult with working group about survey content)	Months 1-2	Dr. Joan Brehm Randy Stowe Wonder Lake Master Property Owners Assoc. (WMPOA)
Survey Administration Preparation (development of questionnaire, sampling of households, printing, supplies)	Months 3-5	Dr. Joan Brehm
Survey Administration (mailing and returns)	Months 6-8	Dr. Joan Brehm
Data Entry and Analysis	Months 8-10	Dr. Joan Brehm ISU Graduate Research Assistants (2)
Write Draft Report	Months 11-12	Dr. Joan Brehm
Review Draft Report with Nippersink Creek Watershed Planning Committee	Months 12-13	Dr. Joan Brehm Randy Stowe
Write Final Report	Months 13-14	Dr. Joan Brehm
Participate in Design of Education/ Outreach with Nippersink Creek Watershed Planning Committee	Months 15-16	Dr. Joan Brehm Nippersink Creek Watershed Planning Committee WMPOA
Conducting Outreach/ Seminars (time and travel)	Months 17-22	Dr. Joan Brehm Nippersink Creek Watershed Planning Committee WMPOA
Develop Communications Strategy including Website Consultation	Months 17-22	Dr. Joan Brehm Nippersink Creek Watershed Planning Committee WMPOA
Press Releases	Continuous	Dr. Joan Brehm

		Nippersink Creek Watershed Planning Committee WMPOA
Public Relation Events	Continuous	Dr. Joan Brehm Nippersink Creek Watershed Planning Committee WMPOA
Publication Development, Production, and Coordination	Months 20-24	Dr. Joan Brehm Nippersink Creek Watershed Planning Committee

Estimated Costs:

	Brief Description of Task	Timeline	Requested Grant Amount	Non-Federal Match	Total Cost of Task
	Initial Community Survey Preparation	Months 1-2	0	575	575.00
	Survey Administration Preparation (development of questionnaire, sampling of households, printing, supplies)	Months 3-5	10,450	500	7,950.00
	Survey Administration (mailing and returns)	Months 6-8	6,757	750	4,507.00
	Data Entry and Analysis	Months 8-10	1,440	750	2,190.00
	Write Draft Report	Months 11-12	5,700	1425	7,125.00
	Review Draft Report with Nippersink Creek Watershed Planning Committee	Months 12-13	0	500	500.00
	Write Final Report	Months 13-14	0	1000	1,000.00
	Participate in Design of Education/ Outreach with Nippersink Creek Watershed Planning Committee	Months 15-16	0	2,000	2,000.00
	Conducting Outreach/ Seminars (time and travel)	Months 17-19	4,000	2,850	5,850.00
	Develop Communications	Months	0	2,400	2,400

	Strategy including Website Consultation	15-19			
	Press Releases	Continuous	0	3,500	3,500
	Public Relation Events	Continuous	2,240.00	3,500	6,740.00
	Publication Development, Production, and Coordination	Months 20-24	3,703.00	2,000	7,703.00
	TOTAL		35,290.00	21,750	52,040