#### Framing the Case for Habitat in Rights-of-Way Kristine Nemec, IRVM Program Manager University of Northern Iowa Tallgrass Prairie Center



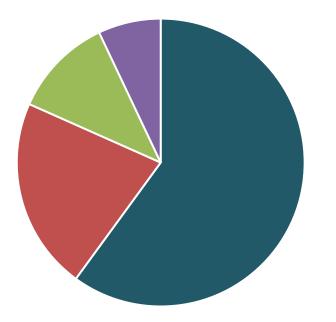








#### Public land in Iowa: 1.73 million acres (~4.7% of state)



Roadsides

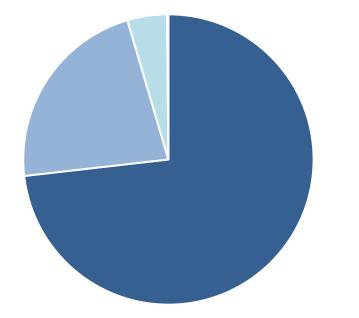
 Iowa Dept. of Natural Resources
 Iowa county conservation

Federal public lands

Vincent et al. 2014, Iowa DOT 2015, IACCB 2016, Iowa DNR 2017



#### Land in Roadsides: ~ 1 million acres



County roadsides

State roadsides

City roadsides

Mark Masteller, Iowa DOT 2015



### **IRVM Legislation 1988**

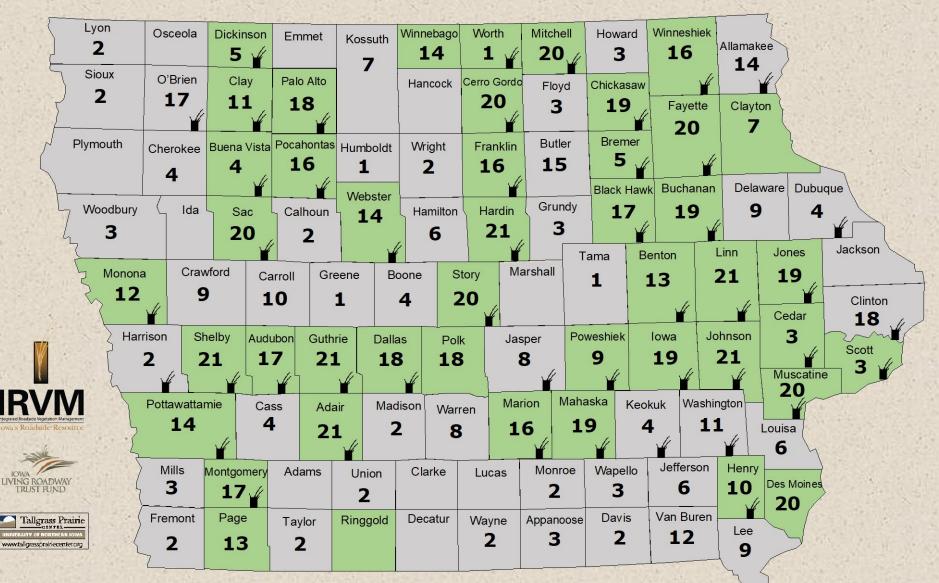
#### Iowa Code

#### 314.22 Integrated Roadside Vegetation Management

**1.** *Objectives.* It is declared to be in the general public welfare of Iowa and a highway purpose for the vegetation of Iowa's roadsides to be preserved, planted, and maintained to be safe, visually interesting, ecologically integrated, and useful for many purposes.

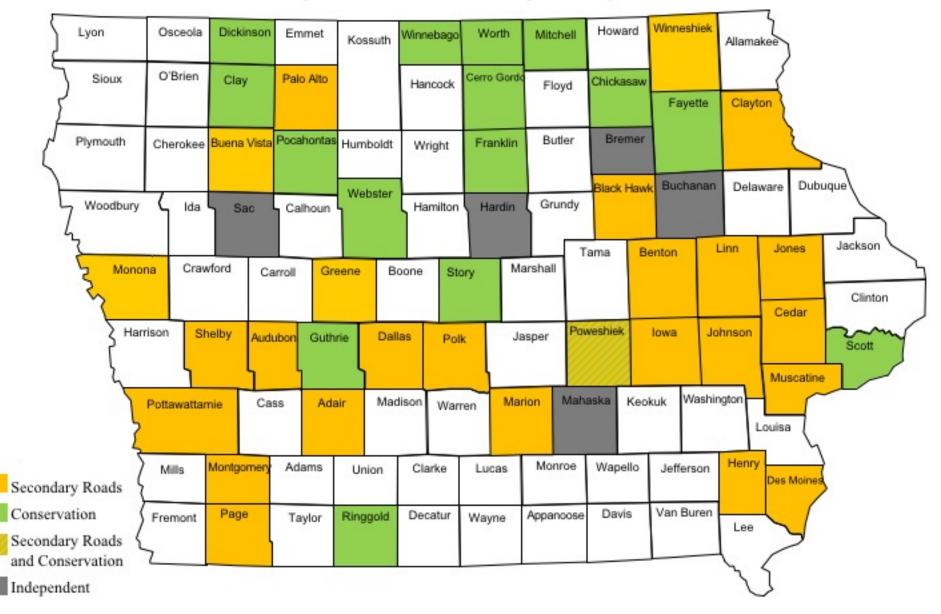


#### **COUNTY INVOLVEMENT WITH NATIVE ROADSIDE VEGETATION**



NUMBER = # of years each county has received FHWA native seed mixes, 1998-2018 = Roadside vegetation manager = IRVM plan on file with Iowa DOT Living Roadway Trust Fund

#### 2019 County Roadside Manager Departments



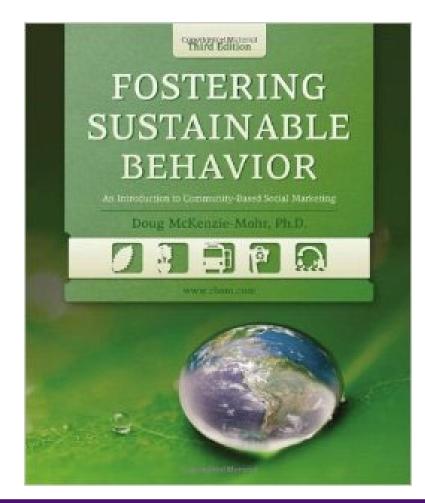
### **Key Decision Makers**

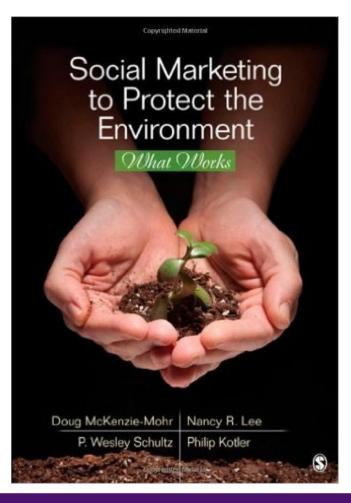
#### **Boards of Supervisors** Conservation Boards





#### **Community-Based Social Marketing**







### **Community-Based Social Marketing**

### **PSYCHOLOGY** habits, perceptions, change

### **SOCIAL MARKETING** peers, community, culture

= Behavior Change

Credit photo-dictfaquorg, Geller, 1989; Andreasen, 1995; McKenzie-Mohr, 2000

- Radio
- Television
- Internet
- Newsprint
- Brochures

Increase awareness,

affect attitudes,



#### but less effective with affecting behaviors

Mildenberger, M. et al. 2013. Beyond the information campaign: community-based energy behavioral change at the University of Toronto. Environmental Practice 15:147-155. Monroe. 2003. Two avenues for encouraging conservation behaviors. Human Ecology Review 10(2):113-125.



Community-Based Social Marketing Turning attitudes into action

- Delivered at community level
- Focuses on removing barriers
- Enhances the activity's benefits



2017: Survey of county conservation board directors and chairs of county board of supervisors

- 98 county conservation board directors
- 99 chairs of county boards of supervisors





Dr. Mary Losch Dr. Eva Aizpurua





Andrew Stephenson



2017: Survey of county conservation board directors and chairs of county board of supervisors

Response rate

County conservation board directors: 64% (63/98)

Chairs of county boards of supervisors: 51% (50/99)





#### Managing Iowa's Rights-of-Way: A Survey of County Administrators

Prepared by Andrew Stephenson, MS Eva Aizpurua Gonzalez, PhD Mary Losch, PhD

Center for Social and Behavioral Research University of Northern Iowa

#### Prepared for

University of Northern Iowa Tallgrass Prairie Center

Project funded by



November 15, 2017



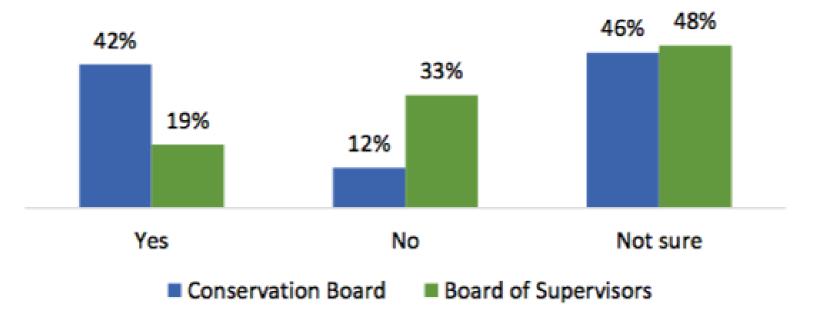


#### How much impact does each of the following items have on your county's decisions about roadside veg. management?

Consideration of safety	Conservation Board n=5 Board of Supervisors n=4		61% 67%
Maintence cost savings	Conservation Board n=4 Board of Supervisors n=4		53% 53%
Public feedback	Conservation Board n=5 Board of Supervisors n=4		40% 49% 31%
Snow control	Conservation Board n=5 Board of Supervisors n=4		% <u>38%</u> 48%
Soil erosion concerns	Conservation Board n=5 Board of Supervisors n=4		41% 33% 64%
Invasive species	Conservation Board n=5 Board of Supervisors n=4		40% <u>32%</u> 56%
Water quality	Conservation Board n=5 Board of Supervisors n=4	21/0	32% 30% % 38%
Time spent mowing*	Conservation Board n=1: Board of Supervisors n=2	2070	54%         23%           50%         30%
Stormwater management regulations	Conservation Board n=4 Board of Supervisors n=4		30%         19%           51%         23%
Pollinators and other wildlife	Conservation Board n=5 Board of Supervisors n=4	12 2070 0770	29%         19%           44%         24%
Consideration of aesthetics	Conservation Board n=5 Board of Supervisors n=4		44%         17%           56%         20%
	No impact	Very little impact Som	e impact Quite a bit of impact

#### Conservation Board Board of Supervisors

# Are there, or were there, any barriers to your county's implementation of IRVM practices?





## Which of the following have been or currently are barriers to your county's implementation of IRVM practices?

Lack of elected officials	Conservation Board	n=24	17%	21%	17%	46%					
or staff support	Board of Supervisors	n=9	22%	22%		33%		%			
	Committee Deced	- 25									
Lack of staff	Conservation Board	n=25	16%	36%			44%				
capacity/support	Board of Supervisors	n=9	11% 11%		44%		33%				
Other concerns in the county are a higher priority	Conservation Board	n=24	38%		29%		33%				
					2370						
	Board of Supervisors	n=9	11%	33%		56	%				
Cost of starting a	Conservation Board	n=25	8% 36%		2	28% 28					
program	Board of Supervisors	n=9	11% 22	2%	22%		44%	44%			
Lack of community/ resident support	Conservation Board	n=24	4	6%		25%	17%	13%			
	<b>Board of Supervisors</b>	n=9	22% 22%			44%		11%			
Insufficient proof of cost savings	Conservation Board	n=25	20% 36%		6	32%		12%			
	Board of Supervisors	n=9	11% 11%		67	%		11%			
Not a barrier Somewhat of a barrier Moderate barrier Significant barrier											
Conservation Board Board of Supervisors											

Rather than educating the public, we perhaps first need the public to educate us a bit.

- Thomas A. Heberlein, *Navigating Environmental Attitudes* 



### **Pilot Strategies**

• Workshops to give public something of value, and identify key influencers within community



Source: Trees Forever



### Resources

- "The Science of What Makes People Care," by Ann Christiano and Annie Neimand
- "Stop Raising Awareness Already," by Ann Christiano and Annie Neimand
- "The Back of the Envelope Guide to Communications Strategy," by Ann Christiano and Annie Neimand

