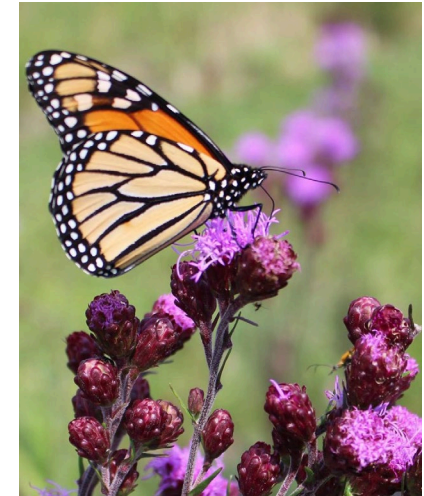
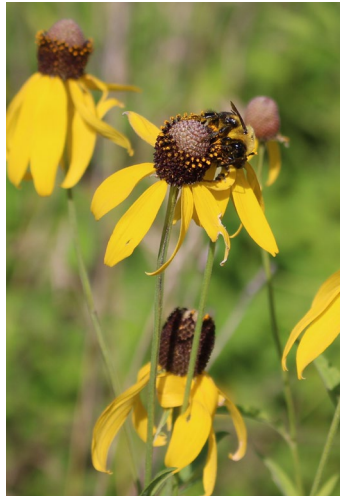


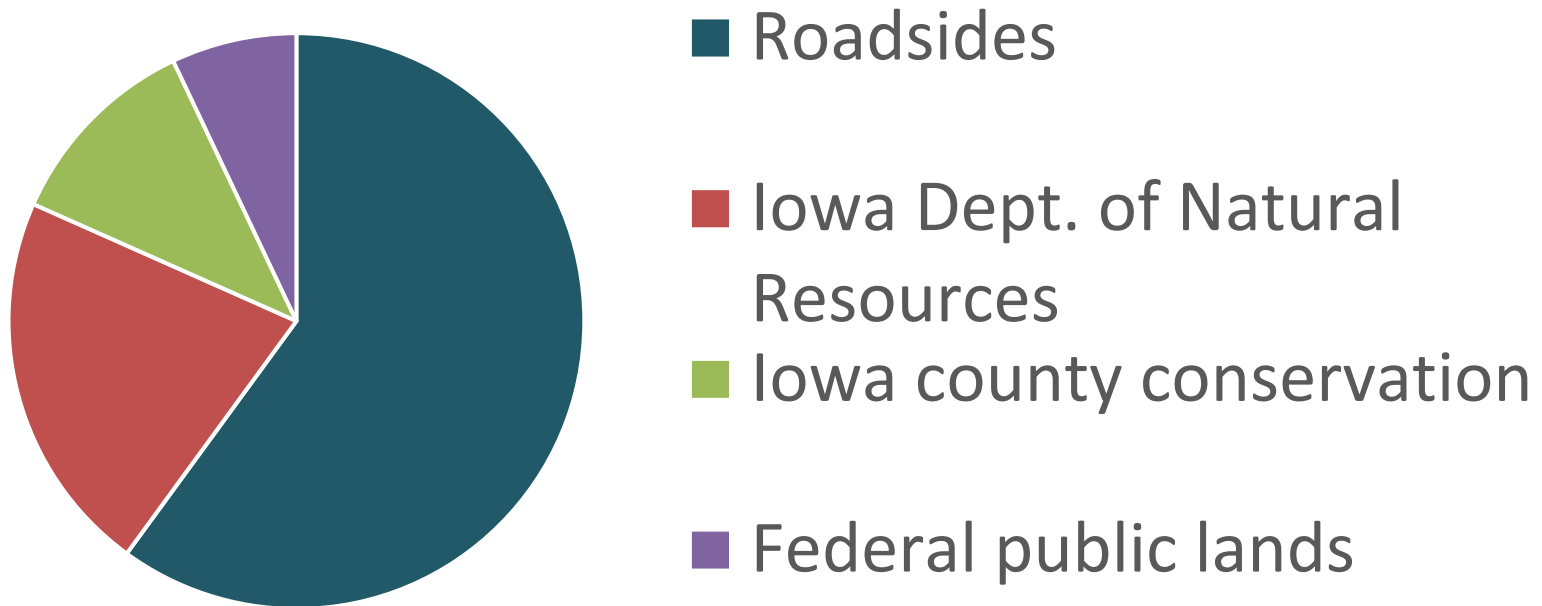
# Framing the Case for Habitat in Rights-of-Way

Kristine Nemec, IRVM Program Manager

University of Northern Iowa Tallgrass Prairie Center

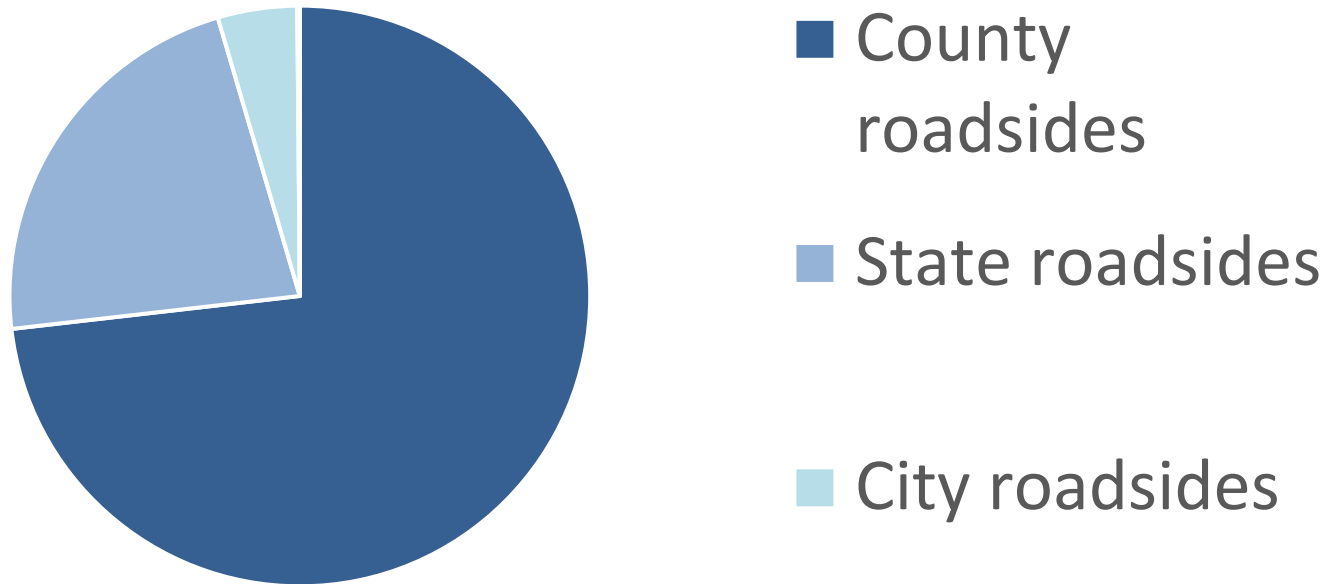


## Public land in Iowa: 1.73 million acres (~4.7% of state)



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

## Land in Roadsides: ~ 1 million acres



Mark Masteller, Iowa DOT 2015

# IRVM Legislation 1988

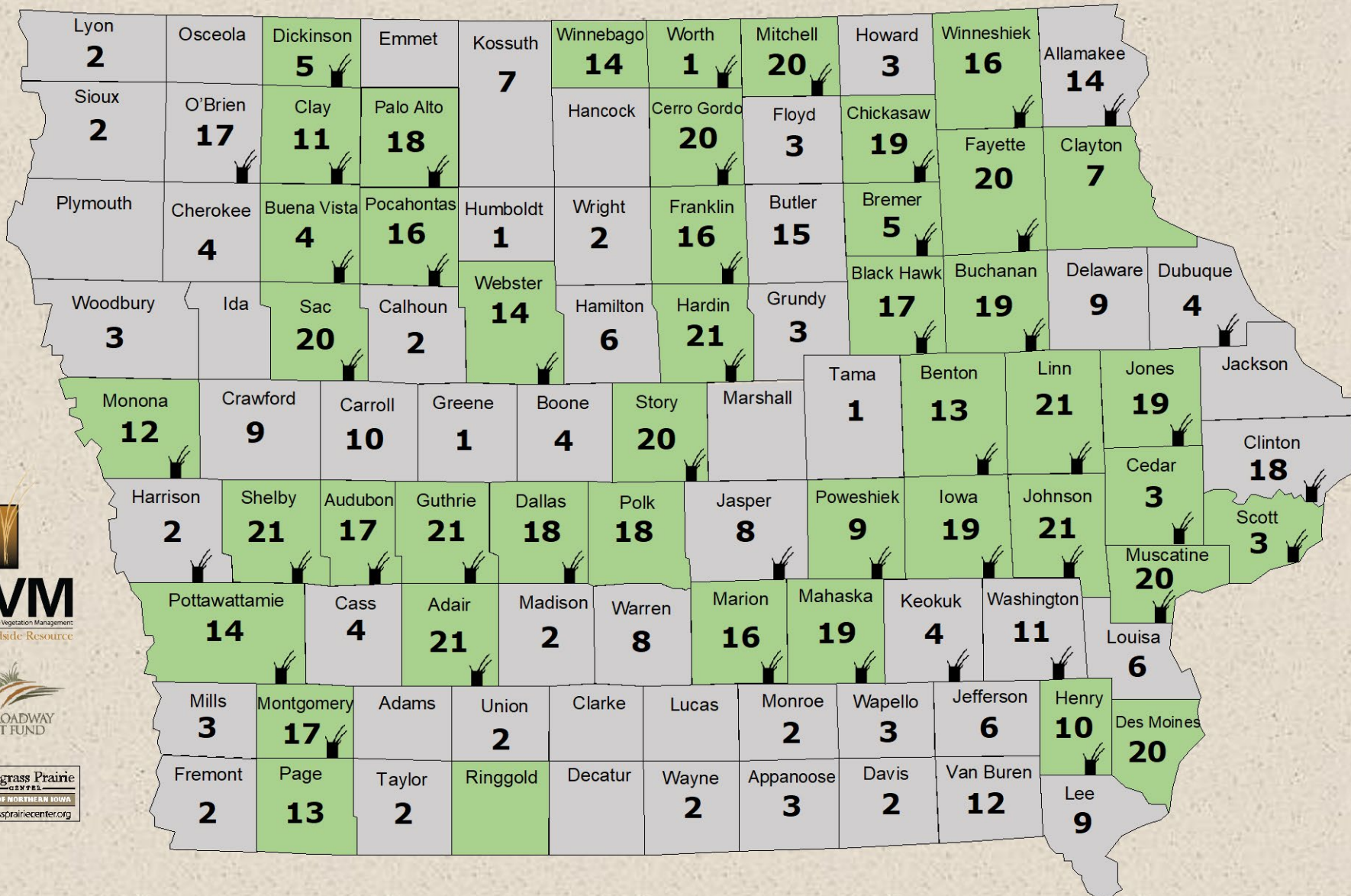
## Iowa Code

### 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.



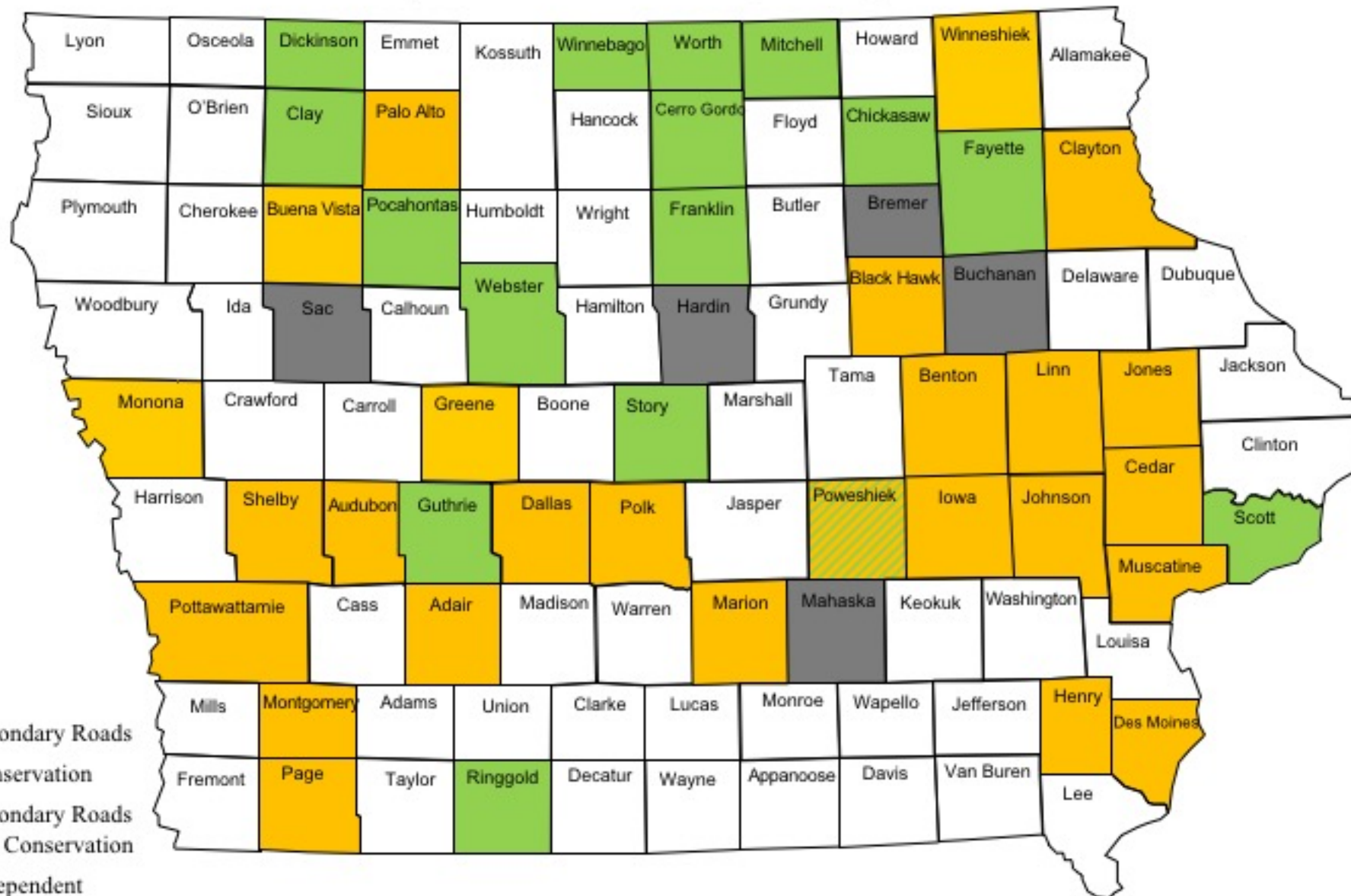
# COUNTY INVOLVEMENT WITH NATIVE ROADSIDE VEGETATION



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

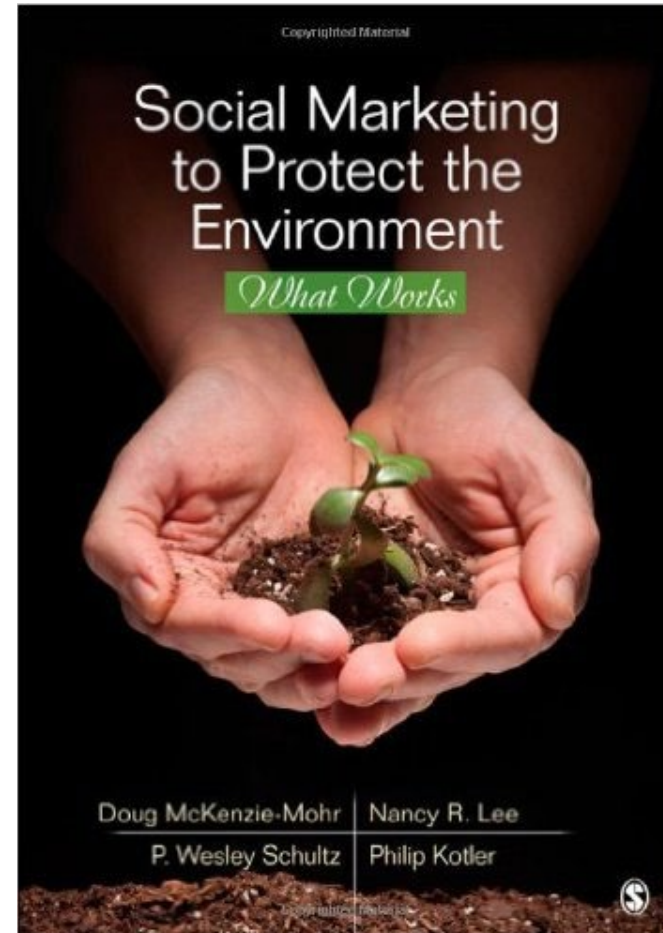
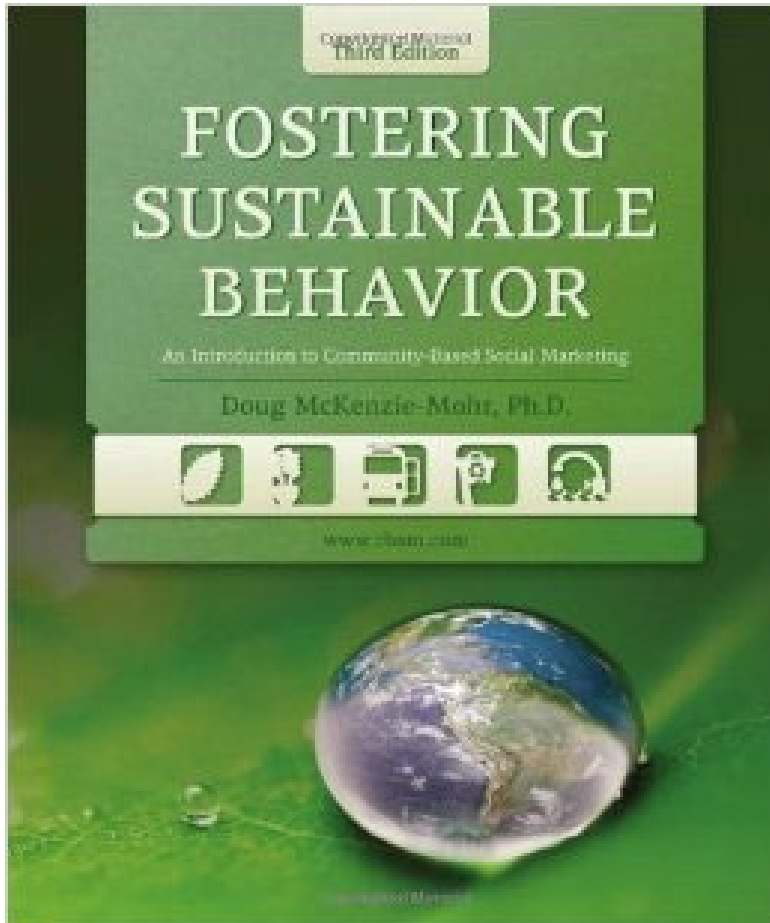
## Boards of Supervisors



## Conservation Boards



# Community-Based Social Marketing





# Community-Based Social Marketing

**PSYCHOLOGY**

*habits, perceptions, change*

**+ SOCIAL MARKETING**

*peers, community, culture*

---

**= Behavior Change**

- 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

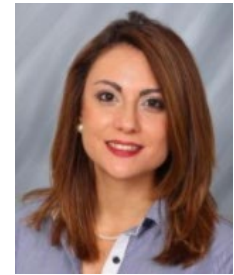
- Delivered at **community level**
- Focuses on **removing barriers**
- Enhances the **activity's benefits**

# 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

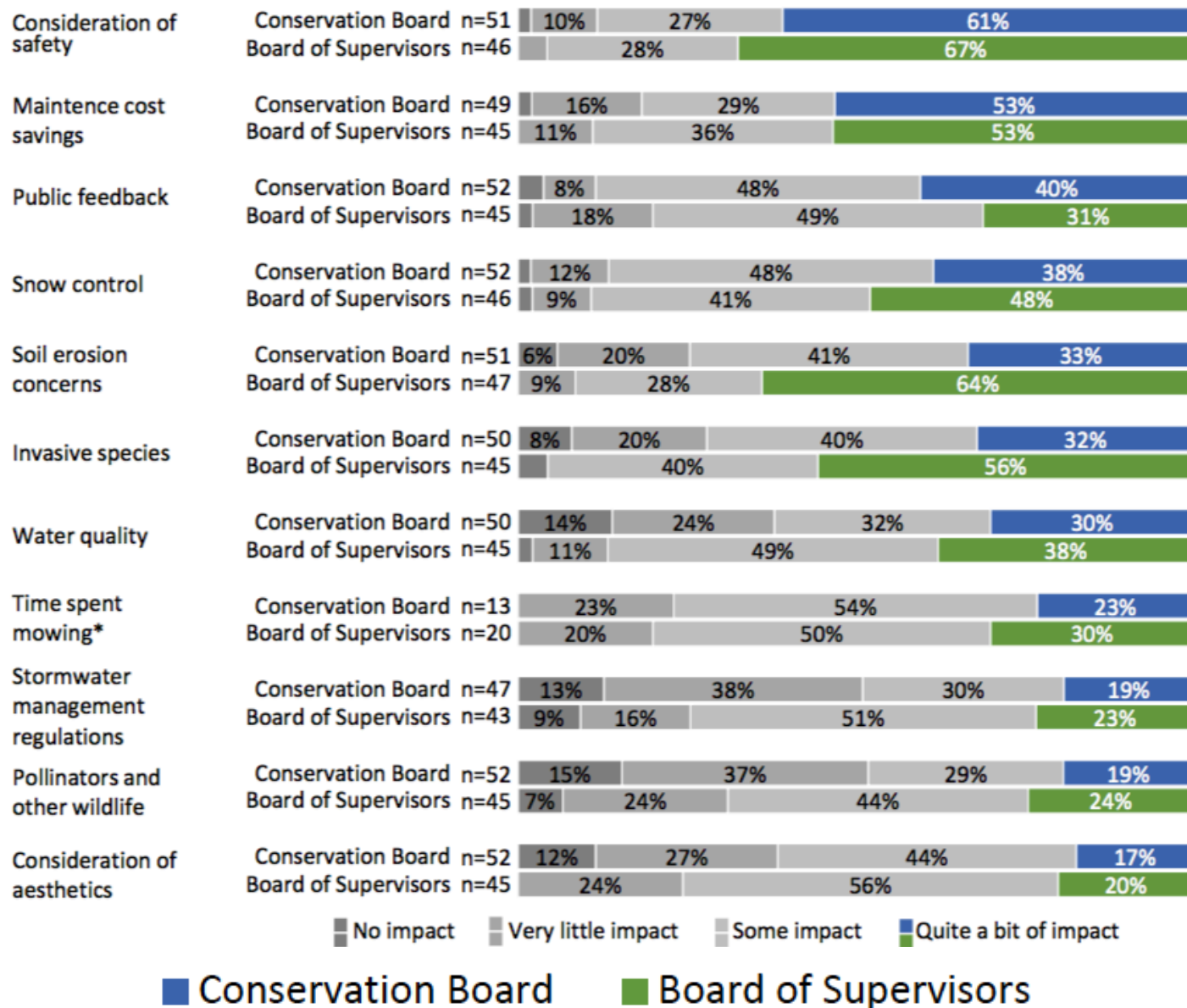
**Project funded by**



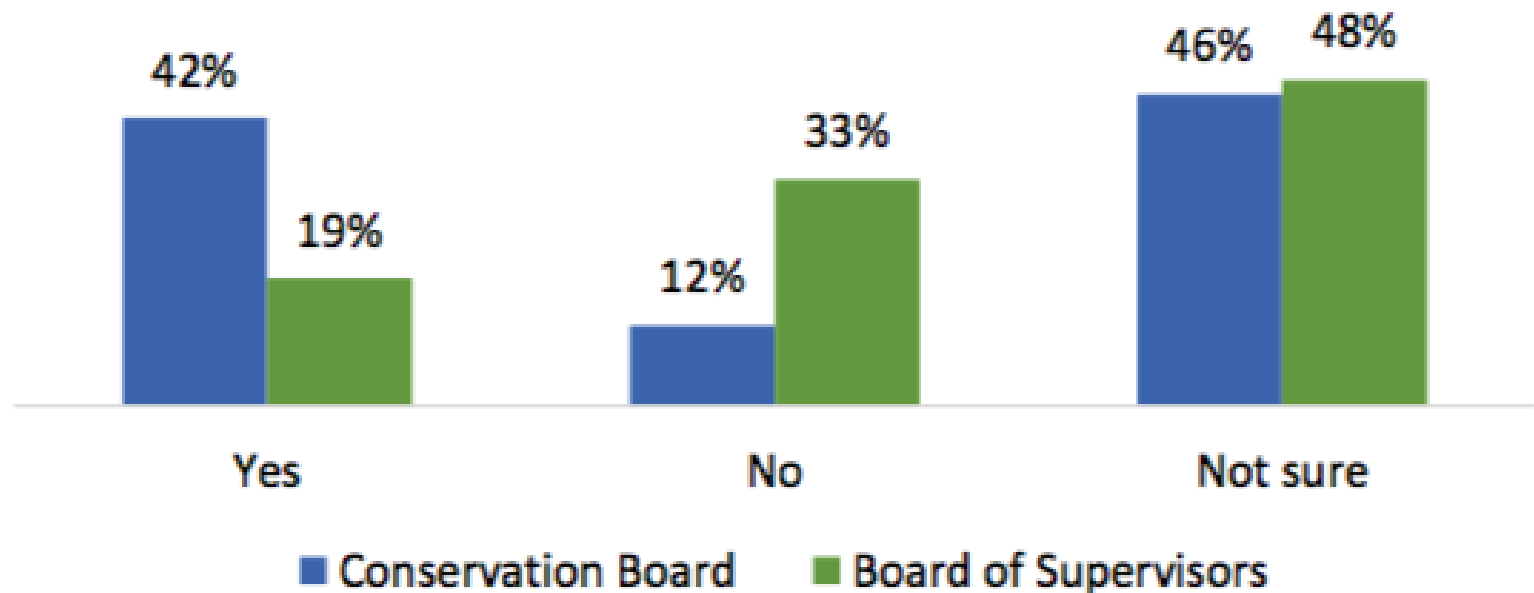
November 15, 2017



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

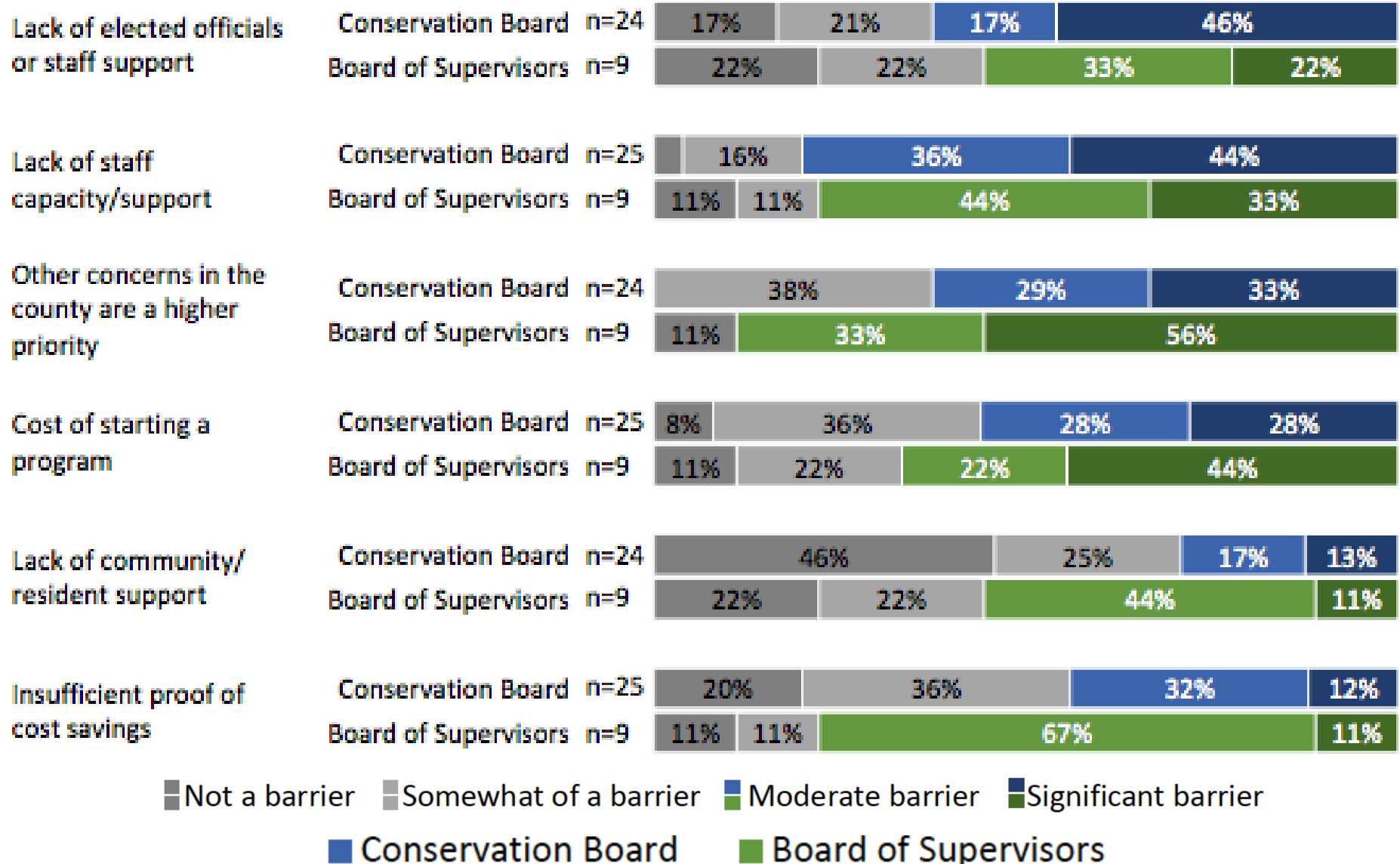


# Are there, or were there, any barriers to your county's implementation of IRVM practices?





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



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