

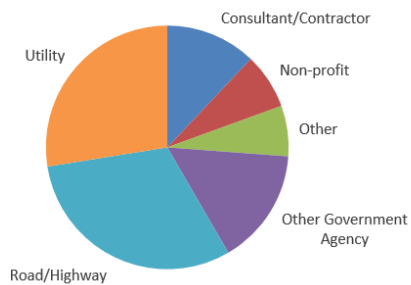


BUILDING INSTITUTIONAL BUY-IN FOR HABITAT CONSERVATION PRACTICES

RESULTS FROM THE 2019 SURVEY

The Rights-of-Way Habitat Working Group (ROWHWG) received positive input and participation in response to its 2019 online survey that captured organization-level buy-in for habitat conservation practices across the energy and transportation sectors.

GENERAL SUPPORT FOR HABITAT PROGRAMS



Across all 149 respondents, the 2019 survey shows high levels of institutional buy-in and managerial support for habitat conservation in rights-of-way and other lands. However, when survey results are filtered to show feedback from respondents who represent utility companies or departments of transportation (DOTs) only, support for habitat conservation drops.

Figure 1: Industries of survey respondents.

Once additional input is received, the ROWHWG will work to better understand how support for habitat conservation has shifted. These questions will include:

- Which factors caused habitat conservation support to increase over the years?
- What factors resulted in support remaining stagnant?

INCREASING INSTITUTIONAL BUY-IN

From a pool of options, survey respondents were asked to rank, from 1 (most effective) to 5 (least effective), five methods for institutional buy-in for habitat conservation and management support. While additional data will help differentiate the results, the methods, from most to least effective, are:

- 1 Articulating how habitat management makes good business sense
- 2 Integrating habitat practices into formal organization policies, contracts, sustainability, and biodiversity strategies, and/or public reporting (e.g., Environmental Social Governance indices.)
- 3 Improving public relations and community engagement through habitat initiatives and sustainable vegetation management practices
- 4 Partnering with external leaders and influencers (e.g., conservation NGOs, government agencies, or other partners) on habitat initiatives
- 5 Enrolling in the monarch butterfly Candidate Conservation Agreement with Assurances (CCAA) as a means of institutionalizing conservation-minded practices (like IVM, native seed mixes, habitat set-asides, etc.) while providing regulatory certainty



BARRIERS TO HABITAT

For participants of the ROWHWG, the benefits of habitat conservation are widely understood and embraced. To help support organizations increase implementation of pollinator-friendly practices on their rights-of-ways and other lands, the 2019 survey asked respondents to identify key barriers that prevented potential support of habitat conservation initiatives. The 2019 results were as follows (in descending order):

- Low priority compared to other operational needs
- Perceived higher cost or belief that habitat management will not provide an immediate return on investment
- Business as usual or a desire to manage vegetation as you always have
- Lack of awareness
- Concern about additional regulation (e.g., Endangered Species Act)
- Concern that the initiative will not be successful or well-received by the public, employees, or other stakeholders.
- Other (Please specify)

ROUTES OF COMMUNICATION OF VALUE/IMPORTANCE OF HABITAT CONSERVATION/IVM

From a pool of options, survey respondents were asked to rank, from 1 (most influential) to 7 (least influential), seven routes for communicating to senior leadership and decision makers at their organization (or energy companies or transportation organizations in general) the value and importance of habitat conservation and IVM practices. While additional data will help differentiate the results, the routes, from most to least influential, are:

- 1 Internal: Operations/Vegetation Management Departments
- 2 Internal: Environmental/Sustainability Departments
- 3 External: Investors and/or customers
- 4 External: Government regulators
- 5 External: Peer organizations
- 6 External: Reputable community leaders and/or conservation organizations
- 7 Internal: Communications/Marketing Departments

PRODUCTS FOR EDUCATION ON HABITAT CONSERVATION/IVM

From a pool of options, survey respondents were asked to select any combination of products they believed would be most helpful to educate and influence leaders and decision makers at their organization (or energy companies and transportation organizations in general) in favor of habitat conservation and IVM practices. While additional data will help differentiate the results, the products, from most desired, to least desired, are:

- 1 Cost-benefit analysis tool
- 2 Case studies from industry peers

- 3 Recognition by government agencies and/or reputable conservation organizations
- 4 Letters or formal requests from customers, investors, or the public
- 5 Published white papers/fact sheets
- 6 Videos and/or prepared presentation materials
- 7 Social media campaigns

JOIN THE CONVERSATION

Please let us know your thoughts regarding the 2019 survey results. The Building Buy-In discussion board will allow you to provide your feedback. [Click here to post on the discussion board.](#) Thank you for your continued support of the ROWHWG!

2019 ROWHWG SURVEY SPONSORED BY:

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