



Overcoming the Hurdle:
Addressing Implementation of Agricultural Best Management Practices (BMPs)
Through a *Social Science* Lens

July
13 · 14 · 20
2021

WELCOME (BACK)!

Steering Committee

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Quick Reminder: *Why We Are Here*

Behavioral Change

Improve Engagement Among Hesitant BMP Adopters

Increase Adoption of Cost-Effective BMPs

3-Day Road Map

Day 1: Listen & Learn (July 13)

Envisioning the Future (great water quality, resilient & profitable farms)

Day 2: Listen & Learn (Today!)

Solutions: How Do We Get There?

Day 3: Okay. Now What? (July 20)

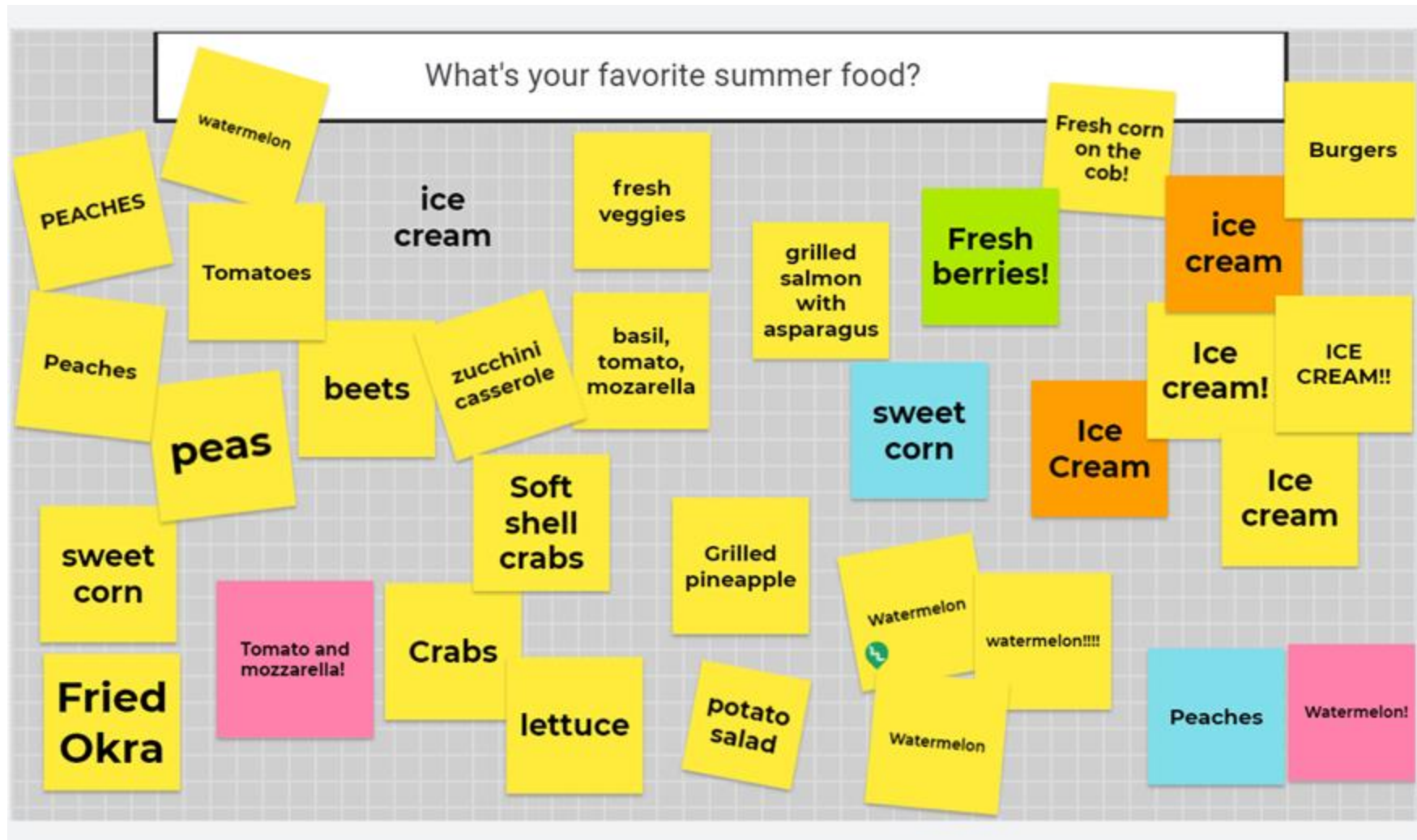
Translate Real-World Experience Into Concrete Policy Recommendations

Detailed Agenda:

Day 2, Wednesday, July 14

- | | |
|----------|--|
| 9:00 AM | Review key messages from Day 1 and polling guidance |
| 9:30 AM | Work session #2: developing solutions by exploring scenarios |
| ~10:30 | Break |
| 10:45 AM | Quick report back, discussion, and exploration of scenarios |
| 11:45 AM | Summarize and prepare for Day 3 |
| Noon | End |

What We Learned Yesterday: *how to use “Jamboard” & our favorite summer foods*



Yesterday's Question:

What do we want to see in 2031?

- **Farms are Sustainable & Profitable**
 - Soils are Healthy
 - Nutrient-Rich Food is Standard
 - Farmers are Paid for Maintaining/Restoring/Protecting Clean Waters & Climate Resiliency
- **Funding & Effort is Targeted Effectively**
 - Critical Source Areas Identified
- **Programs are Flexible & Streamlined**
 - Pay 4 Performance: Learning from Private Funding Models
 - Ease Participation Hurdles for Farmers, Less Frustration, Fewer Bottlenecks & Quicker Turn-Around
- **Robust Community Support at Multiple Levels:**
 - Peer-2-Peer Outreach, Engagement; Transition Planning
 - Ag & Water groups in Local Watersheds
 - Celebration of Accomplishments (Tailored to Meet Farmer Needs/Preferences)

How Do (how did) We Get There?

Some emerging themes from Day 1

Agency-Level Change

- Fast Approval of New Technology
- Lower Barriers to Adoption (New Technology, Practices)
- More Straightforward Messaging
- Fund Larger Projects that provide nutrient reduction on a broader scale

Technical Service Providers, Ag Retailers

- “Gateway” Practices Build Trust With Service Providers, Ag Retailers
- Training Programs (Community Colleges, Universities, etc.)
 - Development of Technical Expertise
 - Engagement with People

How Do (how did) We Get There?

Some emerging themes from Day 1

Farmer-Focused

- ❖ Make Use of Marginal Lands with Flexible & Innovative BMPs
- ❖ Adoption of BMPs Resilient to Drought, Flood & Market Upsets
- ❖ Diversity of Options to Meet Farmer, Local Watershed Needs
- ❖ Manure Universally Viewed as a Valuable Resource
- ❖ “Gateway” Practices Open the Door & Build Trust (Energy Audits, etc.)
- ❖ Consideration of Cultural Factors (“always done it this way”) & Transition Planning
- ❖ Tailor Work within Specific Communities (Plain Sect, Different Types of Ag)
- ❖ Good Monitoring: *Are Actions Making a Difference?*

How Do (how did) We Get There?

Some emerging themes from Day 1

Community Support: Financial

Positive Incentives:

- Price Premiums for Stewardship
- Discounts for Services (Loans, Insurance)
- Equitable Pay for Farm Products

Community Support: Engagement

Development Need:

- Peer-2-Peer Education & Networks
- Local Watershed-Based Groups Focused on Water & Ag
- Celebration of Success

Today:

How Do We Address Some of These Challenges?

Engaging farmers who have not previously prioritized BMPs (i.e., reluctant adopters).

Improving adoption of BMPs with high public (WQ) benefits, but low private (on-farm) benefits.

Implementing BMPs *in* landscapes and *by* farmers that can generate cost-effective reductions with limited budgets (i.e., "Bang-for-the-Buck").

For Today:

Digging Deeper by Exploring Different Scenarios

Scenario 1: Expanded use of spatial prioritization (Technical Targeting Tools)

Scenario 2: More flexible financial incentives

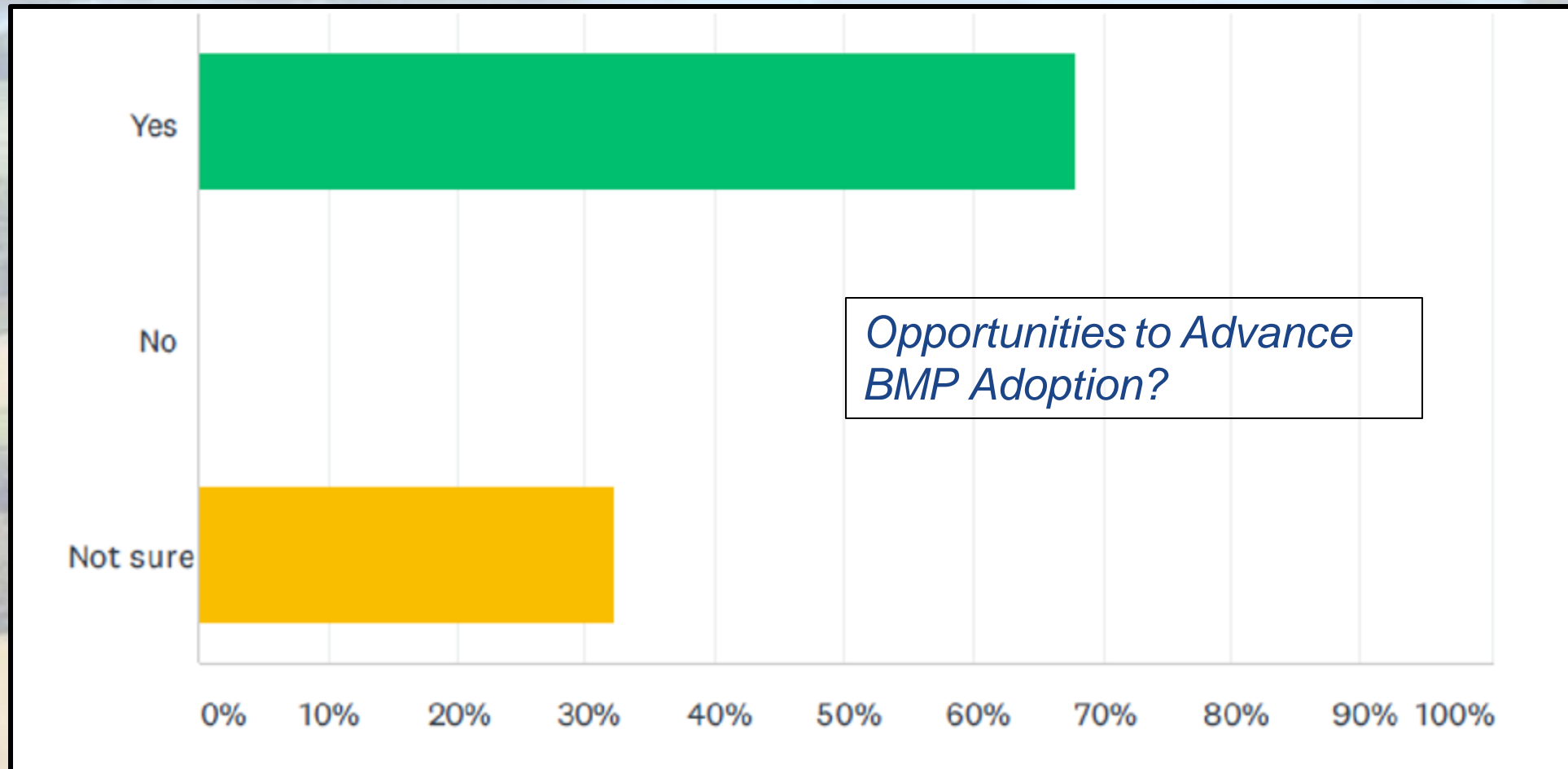
Scenario 3: Using insights from behavioral science to plan outreach efforts & design conservation programs

Scenario 4: Rewarding conservation professionals for reducing nutrient & sediment loss from ag land

Scenario 5: A mix of actions

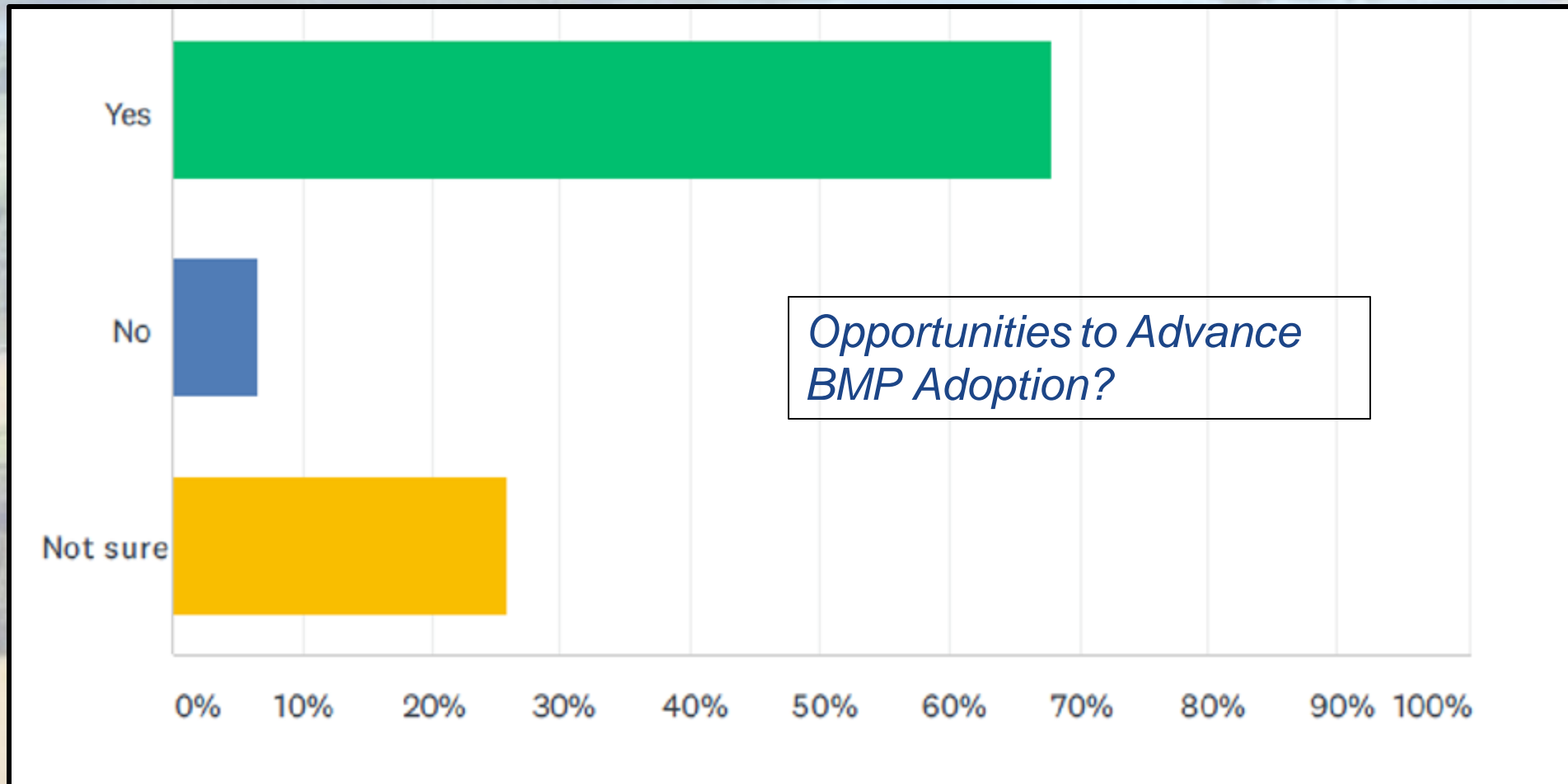
Spatial Prioritization:

use precision conservation tools to target BMP implementation in ag landscapes where it will be most effective



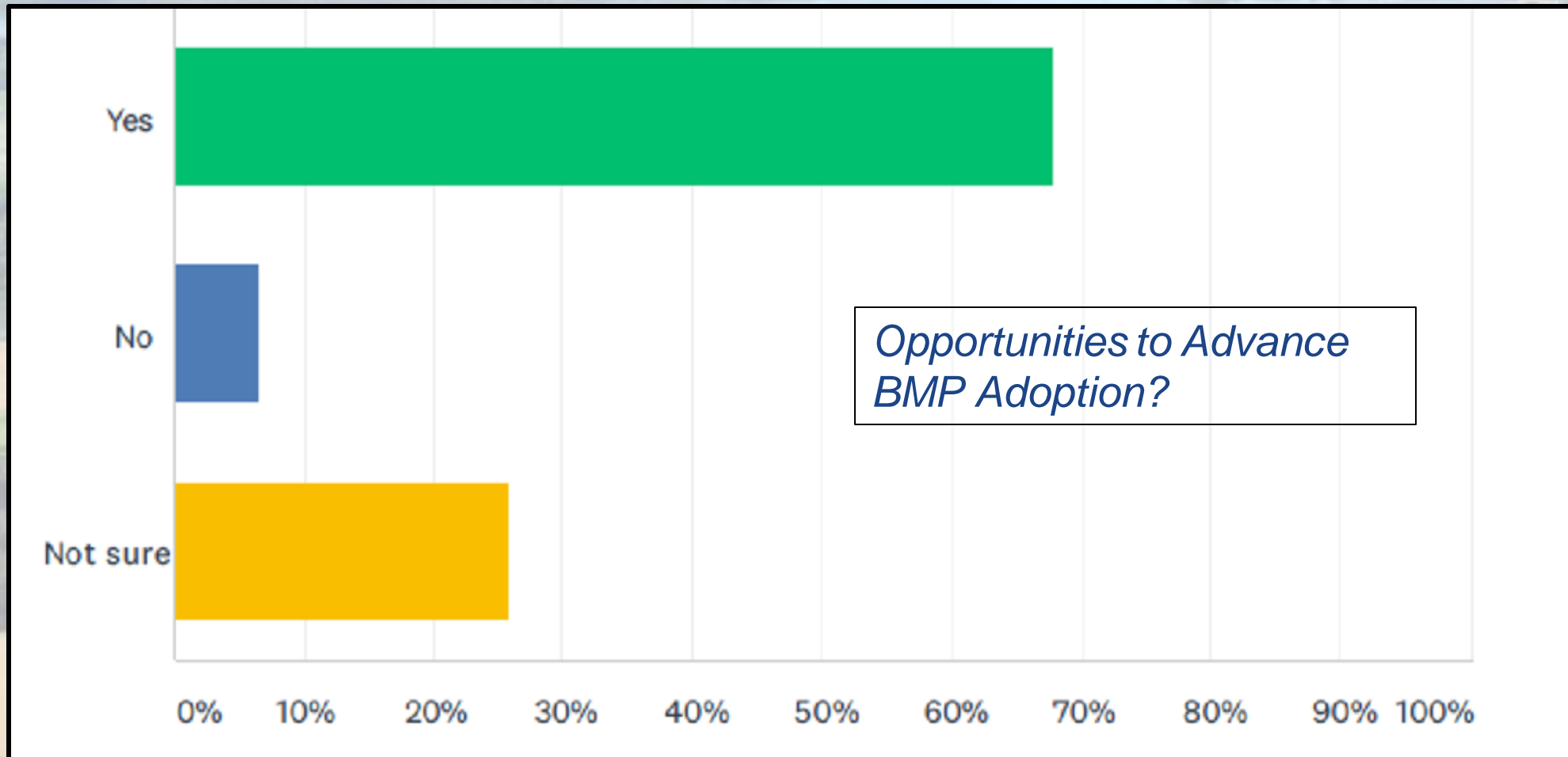
Alternative/Flexible Financial Incentives:

reward farmers/land managers for reducing nutrient losses (i.e., pay-for-performance programs)



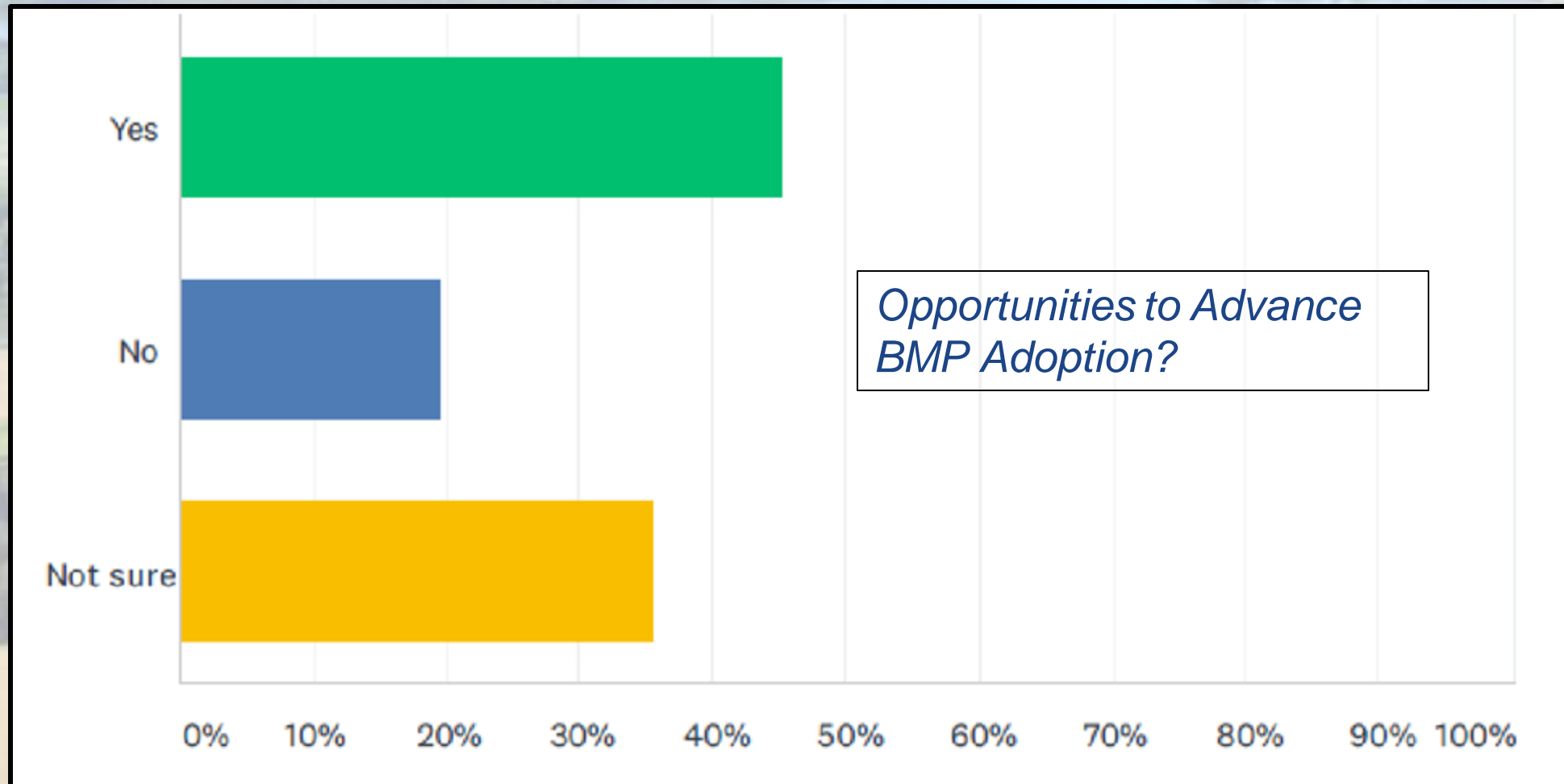
Apply Insights from Behavioral Science:

examples include using influential messengers, publicly recognizing stewardship actions, asking for pre-commitments



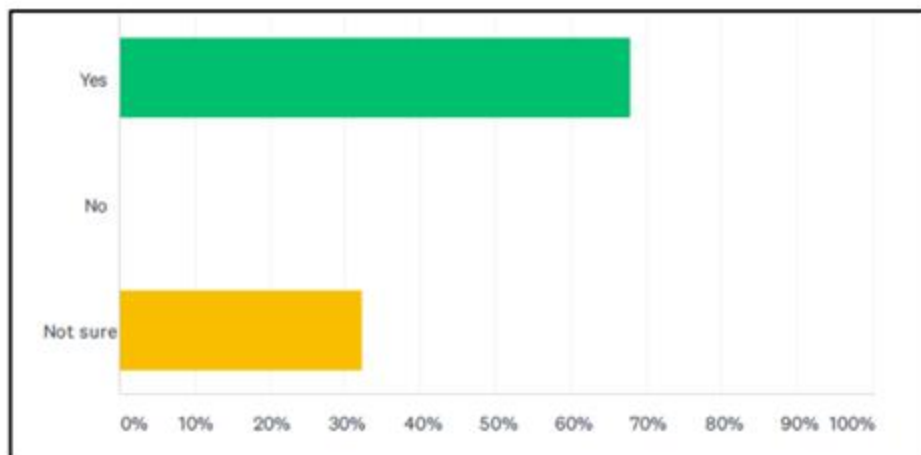
Reward Effective Conservation Professionals:

offering incentives based on estimated nutrient and sediment loss reductions resulting from BMPs they helped install.



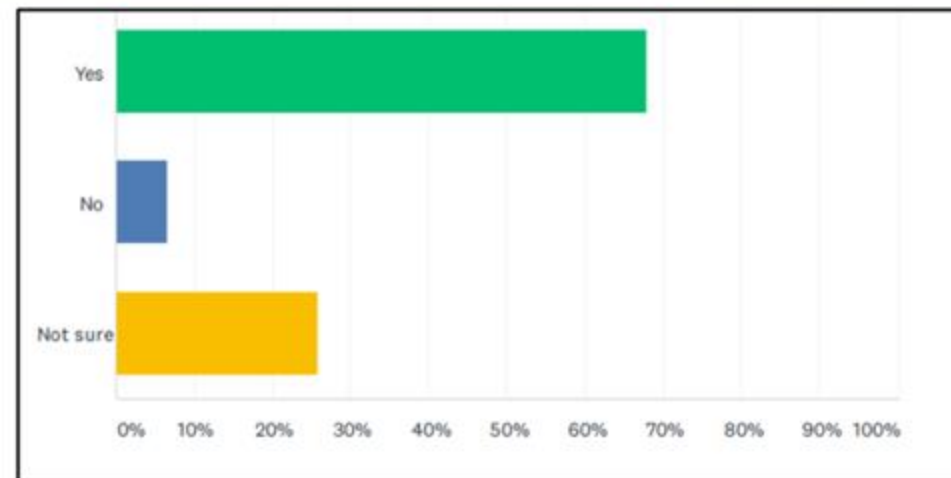
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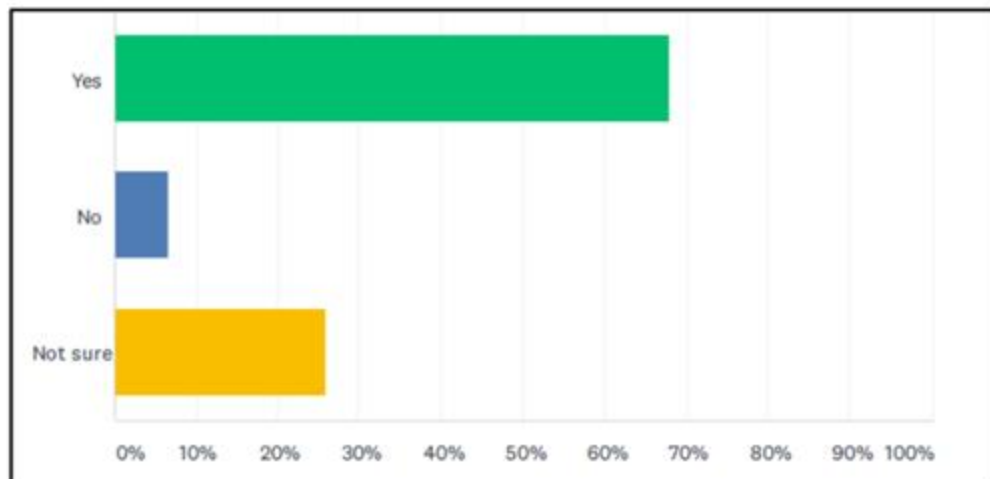
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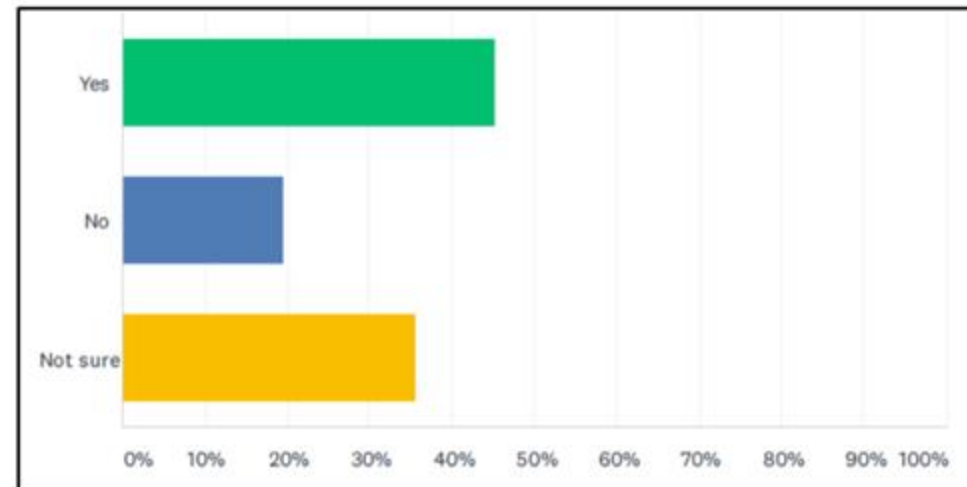
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Polling guidance to take your temperature today

Questions:

1. Who is here today?
2. When it comes to reluctant BMP adopters and **financial incentives**, what is most important? (select two)
3. When it comes to reluctant BMP adopters and **programs/policy**, what is most important? (select two)
4. When it comes to reluctant BMP adopters and **education/outreach**, what is most important? (select two)

Work Session #2 (9:30-10:30 EST):

Developing Solutions by Exploring Scenarios

Developing solutions by exploring scenarios

Group #1: Technical targeting tools (Lisa Wainger)

Group #2: Flexible financial incentives (Kristen Saacke Blunk)

Group #3: Insights from behavioral science (Leah Palm-Forester)

Group #4: Rewarding conservation professionals (Dan Read)

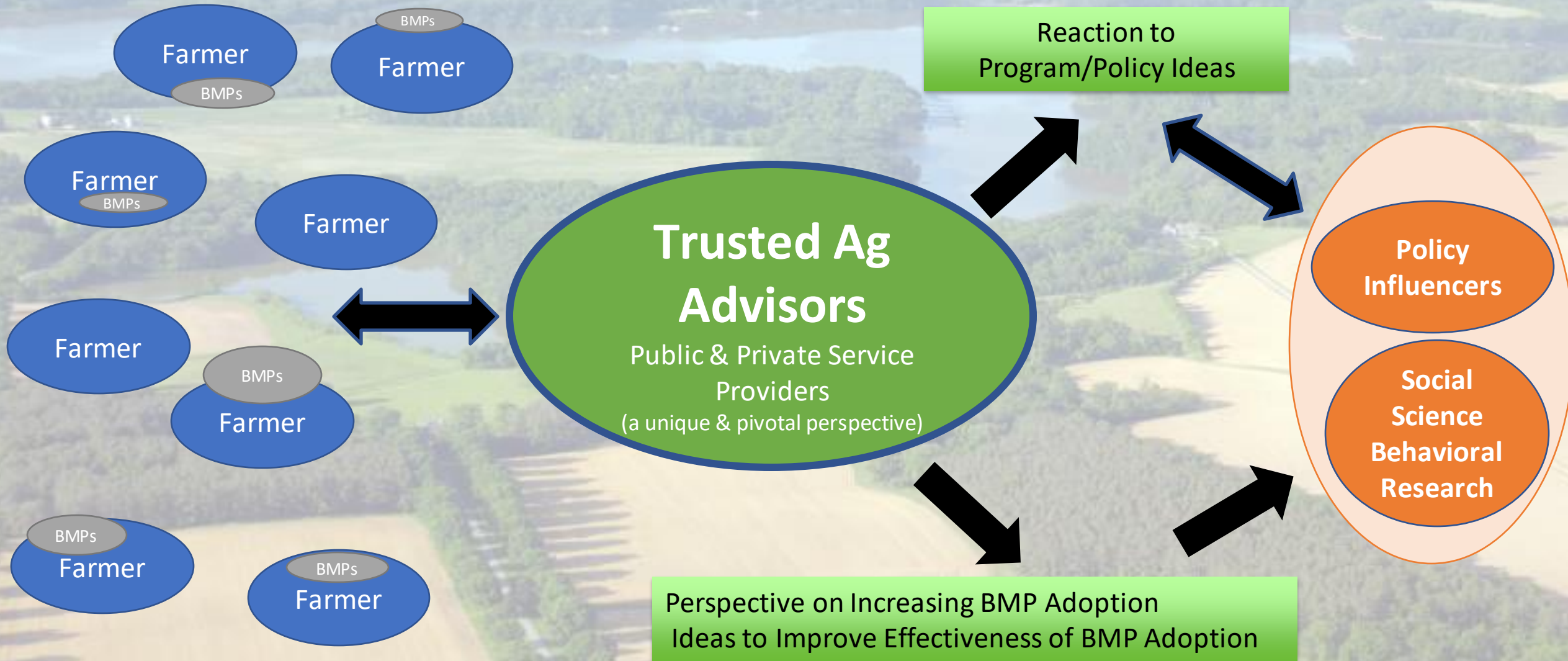
Group #5: A mix of the above, including enforcement, other tools (Denice Wardrop)

Questions:

- What are the opportunities and pitfalls to implementing these types of solutions?
- If you have first-hand experience with similar approaches, what can you share about your experiences?
- Are there other ideas that you have considered based on your work?

Reminder:

You Have Valuable Experience & We'd Love to Hear About It



Reminder of Ground Rules

#1. There are no dumb questions.

Speaking the same language & speaking the same terms are different
Please ask: “what does this mean to you?”

#2 There are no dumb ideas.

Our goal is to think creatively about solutions and ways forward.
To foster this candidness, we will be taking notes but will not attribute ideas to anyone.

#3 Privacy is important & will be respected.

Ideas from the workshop can be shared but without attribution. Names and affiliations are kept private.
If you would like to share an idea but not have it attributed to you, you can chat directly to me (Lara Fowler), post a note to the Jamboard, or email me (lbf10@psu.edu)

#4 Contribute to effective communication.

Please mute yourself when not speaking.
Speak as clearly as possible.
Leave your camera on if possible

Working Session #2

Working Session #1 (60 min)

Group members self-selected

Each group has a facilitator & a note-taker

If you want to change groups, you can do so

BREAK (15 min: around 10:30 EST)

Stretch. Caffeinate. Scream. Power Nap. Whatever Helps...

Return to Full Group...

Report back from session #2

Scenario 1 (technical targeting tools):

- Use tools to avoid a lot of paperwork to confirm eligibility (esp. early in the process)
- Who is adopting, who is not
- Building on biophysical work + who might be most likely to adopt (more prone to adopt, different messaging)
 - Also think about economic need- match w/ equipment/funding
- Tools could help people avoid overspending on projects
- Challenges:
 - renters/landowners (need to engage w/ both)
 - Lack of trust in tools- need to ensure accuracy, groundtruthing

Report back from session #2

Scenario 2 (more flexible financial incentives):

- Focus on producers who are reluctant adopters (vs. early adopters)
- Pay for performance
 - Explore ideas outside cost share framework (or as an add on)
 - Think about maintenance questions (think about design, per/lb value over time, continued payment for practice over time → steady income)
 - Target high loss, target areas: Useful to rank projects? How
- Challenges
 - How can we use tool if there is a problem (e.g., overstocking)? Target to areas with challenges (overstocking + proximity to water)
 - Devils in the detail to get this done
 - Spread money around to other areas (some people repeat players for \$)
- Other financial projects? More interest in Pay for performance vs. other models

Report back from session #2

Scenario 3 (outreach/engagement):

- Away from a program centered approach to a farmer centered approach
 - Individual farms, managers, communities unique. Different values, perceptions, needs– need to tap into these different issues
 - Can build up networks, ambassadors within communities
 - 1:1, focus engagement- combined w/ approaches to bring snowball effect
- Specific needs
 - Outreach professionals– need to coordinate to share bigger picture, consistent message
 - Catalogue of professionals (success, costs, contacts)– “BMP success”
 - Frame water quality narrative differently- farmers part of solution– do more, build trust, new social norms– critical for long run impact
 - Incentivize consumer- demand for more sustainable products (price premiums, niche markets)
 - Goal for

Report back from session #2

Scenario 4 (rewarding effective conservation professionals):

- Good idea to reward people, but moved away from rewarding effective conservation professionals
 - Cons. Districts already work to spread workload evenly across staff- a lot of BMP implementation = team effort (hard to reward individuals vs. a team)
 - Lot of individuals do education/outreach- would be left out
- Reward teams?
 - Maybe not- reward those already doing well, leave other offices behind
 - Hard to ensure bonuses get to staff vs. used for equipment
 - Relative improvements based on office itself?
- Alternative ideas
 - Districts need more consistent/reliable funding, esp. for those w/ critical source/high impact areas
 - Public recognition of good work maybe more helpful (building relationships, on the ground work)
 - Farmers in community- selected b/c good communities. They receive compensation for talking with other producers, making referrals, do ground work. Producers w/ trust in community, ear to the ground

Report back from session #2

Scenario 5 (a mix of all the above):

- Single idea necessary but not sufficient– need synthesis
- Targeting
 - Spatial and temporal hot spots (hot moments)
 - Takes collaboration of a # of partners to take advantage of targeting- outreach key
 - Then need to talk about monitoring- trust in model insufficient/complex assumptions not incentivizing conservation. Need partner monitoring effort at same temporal/spatial scale (need to think about effective spatial scale- small catchment size or 10-20 farms)
 - What targeting? What metric? E.g., streambank erosion? Example from Lancaster Clean Water P.
- Financial incentives
 - P4P: design criteria: 1) for those already implementing BMPs; 2) monitoring critical- incentive to monitor at same spatial scale as P4P payments; 3) holistic approach to assessing “performance”- beyond BMP by BMP, but collective/holistic sense; 4) support in ag community for increased enforcement of existing regs (context specific, negative incentives)
- Behavioral strategies
 - Take advantage of teachable moment- someone wins an award, share links to the award/BMPs

Discussion

Lots of great ideas both shared out loud + on chat--- working to synthesize!

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