



North American Bird Conservation Initiative

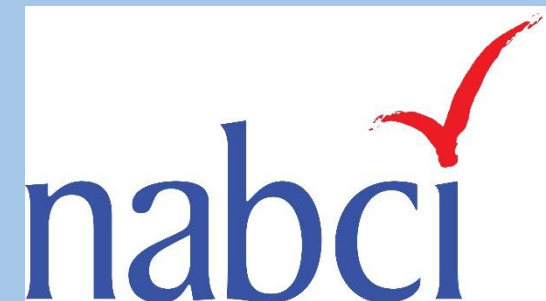
Summer 2018 US Committee Meeting



Human Dimensions Subcommittee
Ashley Gramza, Social Science Coordinator
Tammy VerCauteren, Chair
Ashley Dayer, Virginia Tech



Top to bottom: Barn Swallow, Andrew Don Carlos;
Recreationists near a Piping Plover nest, Joel Jorgensen;
Sandhill Cranes in an ag field in CO, Andrew Don Carlos



Summary of Accomplishments



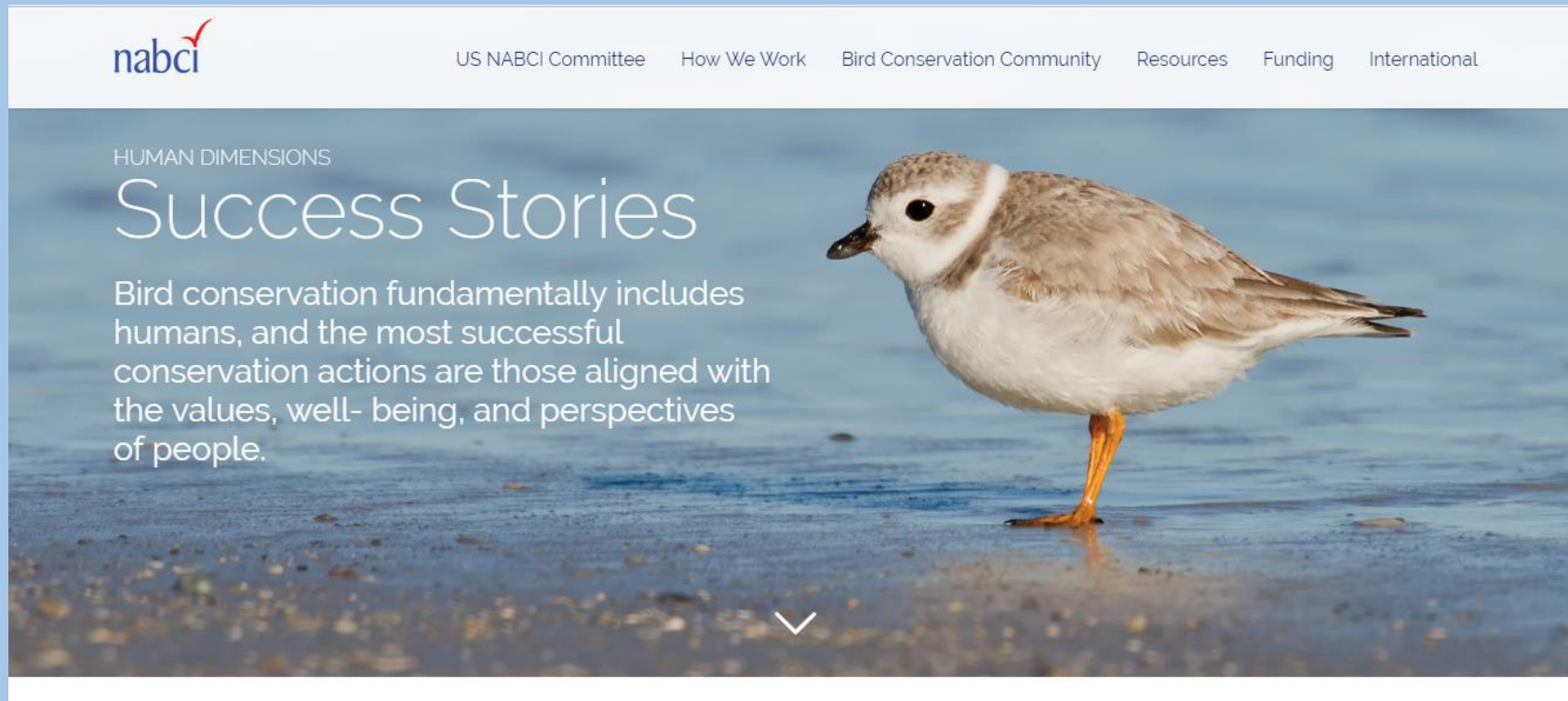
Facilitate science based conservation efforts and advancing the use of social science in design and evaluation of conservation practices

- HD Success Story Map
- JV Guidance Document
- Coordinator Succession Plan
- CRP Project

Top to bottom: Prothonotary Warbler; Mountain Bluebird, Andrew Don Carlos

HD Success Story Map

- Highlighting 13 stories this year
- Sub-subcommittee that helped with project
 - Ashley Dayer, Chris Deets, Jennie Duberstein, Kelly VanBeek, Megan Jones, Scott Anderson



HD Success Stories Next Steps

- Communication Strategy
- Disseminate widely early Fall
- Monitor web traffic; gather feedback

The screenshot shows a web gallery interface. At the top, the title "Bird Conservation Human Dimensions Success Stories" is displayed in a dark blue header. To the right of the title are icons for "Edit", "NABCI", and social media links (Facebook, Twitter, and a share icon). Below the header is a map of North America with red numbered pins (1-13) indicating the location of various success stories. A large, semi-transparent preview window is overlaid on the map, showing a photograph of four people standing in a field. The text in the preview window reads: "Landowner Survey Changes Playa Lakes Joint Venture's Approach to Playa Conservation" followed by a brief description: "conduct a survey of landowners to determine baseline knowledge of playas and interest in enrolling in conservation programs or implementing restoration practices." Below the text is a "More info" link and a photo credit: "Photo: Landowner Playa Workshop, Texas, by Ogallala Commons". At the bottom of the gallery, there is a horizontal row of nine small thumbnail images, each with a red numbered pin (1-9) and a caption below it. The captions are: "1 Changing Dog Owner", "2 Human Behavior Increases", "3 Relationships Between Bird", "4 Satisfaction, not Payments", "5 Science and Outreach", "6 Human Geographic Data", "7 Human Dimensions", "8 Effectively Engaging Land", and "9 Landowner Survey Changes". A right-pointing arrow is visible at the end of the thumbnail row.



JV Guidance Document



- Integrate HD into Implementation Plans

Content

- Why HD integration important,
- JV integration examples
- Existing sources of HD Info



How can this product be useful outside JVs?

Top to bottom: White Pelican, Andrew Don Carlos; conservationists looking at playa, Ashley Gramza



North American Bird Conservation Initiative

UST HD Webinar Series



- 3 webinars in early 2018 on:
 - Intro to HD in bird conservation world
 - Integrating HD into planning
 - Integrating HD into delivery



Web recordings of webinars can be found at:

<https://training.fws.gov/resources/knowledge-resources/video-gallery/human-dimensions.html#HD-webinars>



Coordinator Transition



- Thank you Gramza!
- Last day as Coordinator Aug 17



Top to bottom: birders in marsh, Kevin Murphy; ducks in rice, Mike Checkett

New Coordinator Search



- Search Committee: Dayer, Anderson, Fearer, Scarl
- Adjustments to job description
- Preferred date for applicants: Jul 16
- First round interviews via phone
- Second round interviews in – person
- Goal: candidate selected in late Sep/Oct



Top to bottom: Western Kingbird; Andrew Don Carlos, Sandhill Cranes; Andrew Don Carlos



Coordinator Transition Specifics

- New coordinator will do calls/survey to re-assess where bird conservation community is with regards to HD knowledge/need
- New workplan for HD Subcommittee
- Shifting to translation of science focus, along with outreach/capacity building

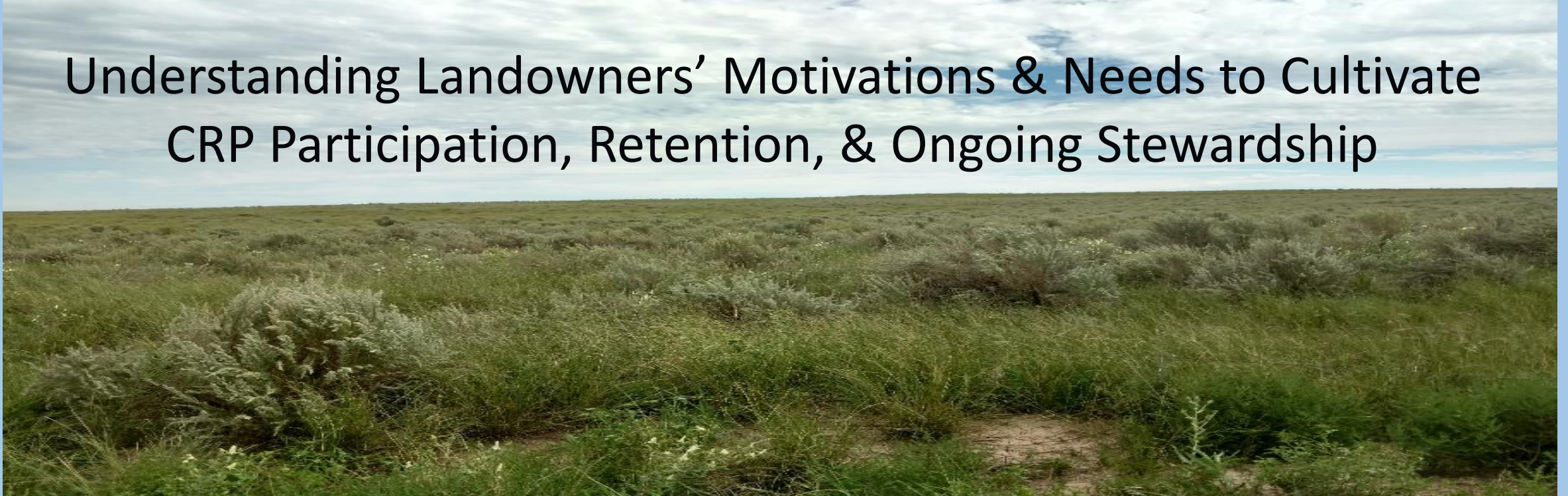


Funding Thank You



Playa Lakes Region CRP Project

Understanding Landowners' Motivations & Needs to Cultivate
CRP Participation, Retention, & Ongoing Stewardship



COLLEGE OF NATURAL
RESOURCES AND ENVIRONMENT
FISH AND WILDLIFE
CONSERVATION
VIRGINIA TECH.

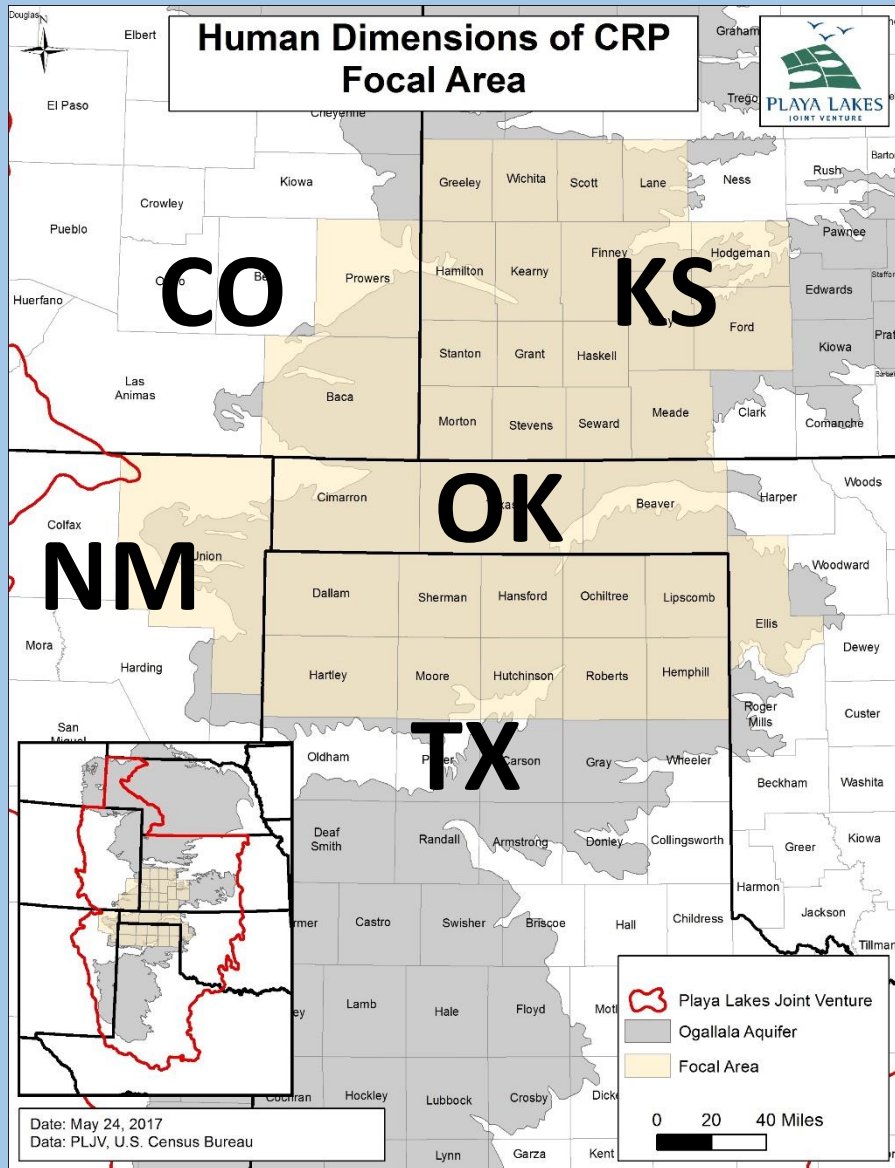


Research Objectives

Private lands conservation success hinges on program participation; therefore, there is a need to understand CRP through the *landowners' point of view*

- Why do landowners participate in the Conservation Reserve Program?
- Do those who no longer participate in CRP continue to manage their land consistent with CRP guidelines?
- What do landowners need that would help catalyze stewardship behavior after CRP contracts end?

Methods



- Focus groups
 - TX, KS, CO
 - 27 participants
- Interviews & Observation
 - 44 participants
- Surveys
 - 363 current participants (RR 32%)
 - 370 past participants (RR 21%)
 - 176 paired participants (RR 29%)



Money is important in decisions, but CRP is part of an entire land management portfolio.



Natural resource considerations in management decisions, such as erodibility and slope.



Overall interest in re-enrolling, but unsure about prospects.



If no CRP, need to make some return from the land through either grazing or crops.

Next steps

- Co-produce recommendations through regional workshop
- Insights to enhance the conservation benefits of CRP beyond contract
- Share results with NABCI in January



What is Human Dimensions?

Human dimensions is a field of study that applies the social sciences to examine research questions that have implications for wildlife conservation efforts. Combining expertise from the fields of human dimensions and ornithology can improve bird conservation approaches and outcomes. It can lead to a better understanding of why people implement conservation actions or support funding for habitat conservation. It can also help inform where actions should be taken to benefit birds.





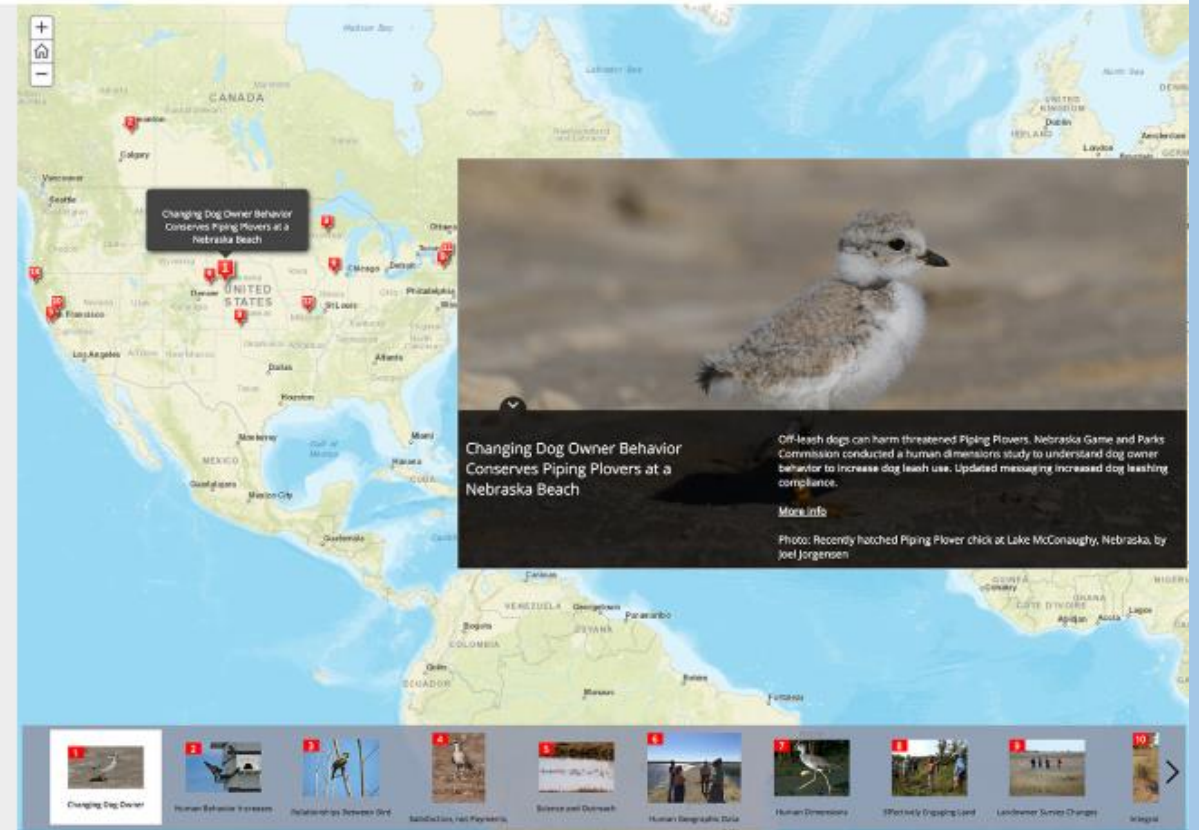
Integrating Social and Ecological Understanding Increases Success

Human dimensions research can maximize limited financial and staff capacity by supporting the design of conservation programs that work with and for people. Such information can aid practitioners in determining the best ways to motivate and engage citizens to care about and support bird conservation.

People, Birds, Conservation.

The greater bird conservation community identified a need for human dimensions success stories to be shared broadly to communicate the utility and importance of integrating social science in bird conservation. In 2017, we received success stories from across North America from Canada to the Caribbean. In the map to the right, we've highlighted 12 stories from this inaugural request for success stories that showcase the sheer breadth and depth of social science integration within the bird conservation community. These stories utilize a range of social science disciplines, involve a plethora of organizations and cover a diversity of bird species and habitats!

» [View the Success Stories Story Map](#)





Landowner Survey Changes Playa Lakes Joint Venture's Approach to Playa Conservation

conduct a survey of landowners to determine baseline knowledge of playas and interest in enrolling in conservation programs or implementing restoration practices.

[More info](#)

Photo: Landowner Playa Workshop, Texas, by Ogallala Commons



1 Changing Dog Owner



2 Human Behavior Increases



3 Relationships Between Bird



4 Satisfaction, not Payments,



5 Science and Outreach



6 Human Geographic Data



7 Human Dimensions



8 Effectively Engaging Land



9 Landowner Survey Changes



Satisfaction, not Payment, Drives Farmers to Conserve Mountain Plover
Landowner Motivations for Conserving Mountain Plover on Farmlands in Nebraska
Mountain Plovers (*Charadrius montanus*) are migratory North American shorebirds that [...]



Science and Outreach Together Secure Ballot Measure Funding for Wetland Conservation
The San Francisco Bay is a rich wetland ecosystem that is home to many species of waterfowl, shorebirds, and other [...]



Human Geographic Data Helps Prioritize Conservation on Landscape
Human Geographic Data Helps Prioritize Conservation on Landscape
What is the most effective way to conserve waterfowl habitat across 240 [...]



Tubbs breach restoration project - photo by Beth Huring

Science and Outreach Together Secure Ballot Measure Funding for Wetland Conservation

By INSERT AUTHOR

The San Francisco Bay is a rich wetland ecosystem that is home to many species of waterfowl, shorebirds, and other waterbirds. It is also home to threatened and endangered species such as the Ridgway's Rail and salt marsh harvest mouse. The San Francisco Bay ecosystem suffers from a range of environmental degradations, including dramatic loss of wetland habitat from development, high levels of pesticides, metals and other toxic substances in the water, invasive fish species, and high demand for water on the Sacramento and San Joaquin rivers. The San Francisco Bay Joint Venture (SFBJV) is tasked with conserving this ecosystem, and works to balance the needs of birds with the needs of the public to enjoy open spaces in this urban area.

Since funding protection and restoration of the San Francisco Bay had proved challenging, SFBJV partners helped pass state legislation that created a regional authority, the San Francisco Bay Restoration Authority, specifically to raise money for wetland restoration projects, including those supported by the SFBJV. SFBJV and partner organizations sought to put forward a ballot measure that would use parcel assessments to generate funds for tidal wetlands restoration. This parcel tax would be assessed by the San Francisco Bay Restoration Authority on each parcel of taxable real estate within the nine Bay Area counties. Proceeds from the tax would go to wetland habitat projects to restore bird habitat reduce trash and pollution, improve water quality, mitigate flooding, and increase public shoreline access. Since this would change property taxes, two thirds of voters would need to approve the measure.

