

Sustainability of the Upper Iowa River

by the Marketing Field Studies Class
at the University of Iowa

Agenda/Overview

Identify Objective

Research and findings

Recommendations

Implementation

The Issue at Hand

To review and understand the impacts on the long term sustainability of the Upper Iowa River.

Objective

To understand the issues we talked to the following stakeholders: landowners, upper iowa steering community, winneshiek county conservation staff, Northeast Iowa Resource Conservation & Development, Winneshiek and Howard counties convention visitors bureau, and livery owners.

Objective

Based on our research, which included primary, secondary and observational methodologies, we determined there are three significant threats:

- 1) agricultural practices
- 2) state policy
- 3) recreational impact

Objective

Due to our limited timeline and resources we focused the scope to **the recreational impact** on the Upper Iowa River.

Parties involved

RC&D

involved in community with all natural resources and conservation, large community members have large influence over them

Winneshiek County Conservation Board (non-profit)

educates parts of the community (boy scouts, schools), new access port, put up new bridge signs

Winneshiek County Conventions and Visitors Bureau/Howard County Business and Tourism

Market festivals and county tourism

Liveries

most connected to tourists in terms of communication, distribute trash/recycling bags to customers

Current Community Assessment

Concerns from stakeholders:

- Littering on the river
- Frequent unsafe behavior on river
- Not livery customers- locals (with their own equipment)
- Younger kids (under drinking age)
- Saturdays are the worst day

Stakeholders Take

Landowners:

- Issues presented by MJ:
 - Agricultural problems
- Issues presented by Kirsten:
 - Witnesses of life-threatening river behavior
 - Need of additional enforcement

Stakeholders Take: Local Government Agencies & NGO's:

- Tourist behavior
- Safety
- Cleanliness
- Tourist marketing
 - Marketing of river
- Potential Solutions

Stakeholders Take: Livery Owners

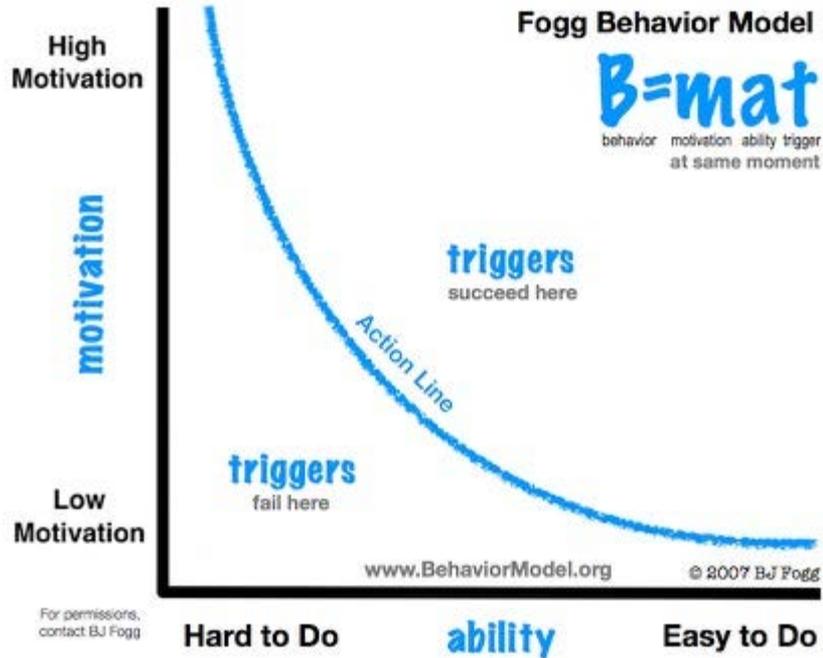
- Communication
 - Need for improved communication
 - Need for uniform guidelines for river users
- Safety
 - Dangerous areas of river
 - Parking areas
- Cleanliness
 - Trash bags & trash cans
 - Recyclable materials disposal
- Problem Users
 - View more as local users

Research and Development

Methods to change behavior

- Fostering a positive new environment
- Factual messages
- Association Strategy - Role Models
- Building respect, *Unilever Sustainable Living Plan - 5 Steps*

Behavioral Change Model



Foster a Positive New Environment

Academic meta analysis of 48 media health campaigns,

- Behavior change typically takes place in 1/10 people in the target audience.

- Good for gaining awareness of cause, not the most effective in changing behavior.

Sub-analysis found that campaigns seeking adoption of a new behavior were twice as effective as campaigns positioning for the cessation of current habits (12% vs 5% impacted).

Results show that PSA's are a lot better at getting people to add something new to their routine than take something out.

Foster a Positive New Environment

Relevance - focus messaging on new routines/practices citizens can adopt to make the river a healthier environment rather than what they should stop doing. (Bring a garbage bag with you on the river for cans rather than stop drinking on the river)

Rollison, Curt. "Do PSAs Change Behavior?" *Triple Pundit People Planet Profit*. N.p., 26 Dec. 2012. Web. 14 Apr. 2015.

Use Factual Messages

Positive behavioral change is more productive than campaigns that promote stopping or taking out behavior (Do PSAs change behavior?)

DePaul University Study: *The Effects of Messages of Environmental Behavior*

Field study conducted on campus focused on environmental messaging in regards to recycling.

Use Factual Messages

Four different pro-recycling signs (educational, emotional, negative descriptive, & positive descriptive) were placed next to recycling bins to test the effectiveness of each message on students' behavior over a 10 week period, each message being on display for 4 weeks.

Results: It was found overwhelmingly that the educational message was rated to be the most effective in promoting recycling (most recycled materials by students). Students look for the most fact filled, attractive (bullet points, not a lot of text), non-common knowledge statements.

Educational Message in study: Recycle because recycling..... (reduces need for landfills, protects wildlife habitats/biodiversity, reduces water use, reduces use of toxic chemicals, creates jobs). **Use messaging that shows unknown benefits of reducing littering on the river in a concise and appealing manner.**

Association Strategy - Role models

Modeling - Social proof: if people see a similar person doing something, they might assume it is the norm.

Study - Arson & O'Leary put signs in showers asking people to turn off the shower while 'soaping up'. This was not effective. But, when an unknown person with their back to the participant did it, the participant copied this modelled behavior in 49% of cases. When two models did it, 67% conformed.

Building respect for the river

Message checklist

Unilever Sustainable Living Plan

1. Make it understood
2. Make it desirable
3. Make it easy
4. Make it rewarding
5. Make it a habit

Demographics

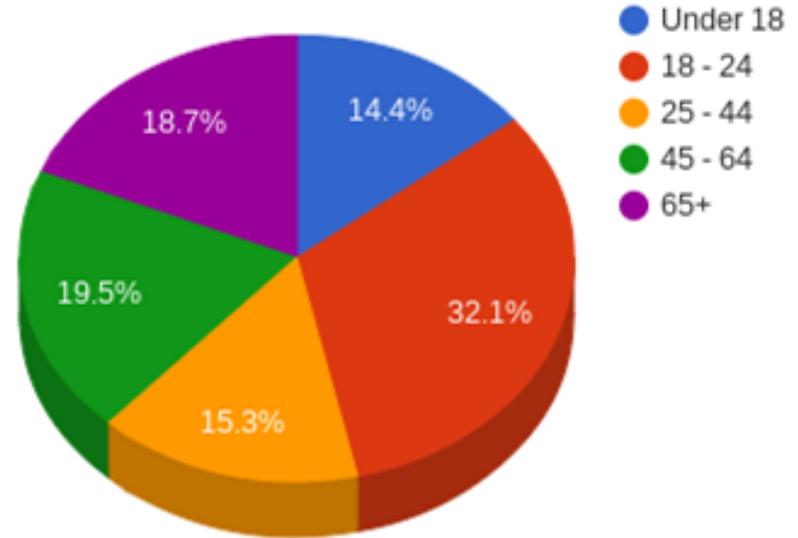
Median age 29.6 years
46.1% male, 53.9% female

Current Attitudes

14-24 environmentalists

25-40 less concerned about environment

Winneshiek County Age Demographics



Recommendations

Short term and Long term

Signage

Signage along the way

- large stated facts
- creating an impactful experience

Signage and stop areas (sandbars) - promote stopping and reading signs while throwing away trash and taking a break off river

Support

Prompts - prompts are most effective if specific and close to where/when the desired behavior occurs. **Place signs along the river/on campgrounds reminding people to not litter and collect all their waste.**

Study - Introducing more conveniently located recycling containers and using prompts increased the amount of newspaper recycled in apartment complexes from 50 to 100%

Study Example - Can recycling. Signs above aluminum can recycling containers that provided feedback about the number of cans that had been recycled during the previous weeks increased capture rates by 65%.

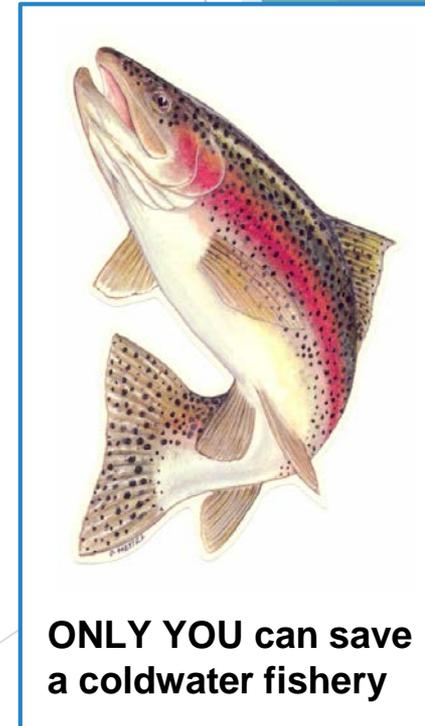
Web Content and Social Media

Local Involvement

- Pledge
- Local Competitions
- River Adoption
- Updated Information
- Blog

Unilever Sustainable Living Plan

1. Make it understood
2. Make it desirable
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Support- Pledge

Commitment - Studies show that people are more likely to commit to a behavior after making a pledge to do so (social pressure to be consistent). Research suggests that commitments work best if they are personal (to someone), meaningful (to the person requesting the pledge), written, made public, and require some effort.

Study - People who did not ride the bus and were asked to make a verbal commitment to ride it twice a week were just as likely to change their behavior as those given an incentive (free bus tickets).

Support

Identity is part of the reason why commitments are so effective. After making a commitment, we immediately perceive ourselves as caring more about the environment. This makes people more amenable to larger changes in the future. **Community events encouraging people to take pledge to be more environmentally conscious?**

Feedback - feedback reduces anxiety, reinforces behaviour, and helps people know that they are making a difference. **Update social media accounts with status updates on the river's health and amount of waste collected.**

Survey of Best Practices

Security Deposit on Coolers

- \$5 security deposit on bringing cooler onto river
- Deposit returned upon receipt of a full trashbag (all of trash brought onto river)

http://www.appleriver.com/tubing_76467.html

Situational Change - We can actively change the situation to make sustainable behaviors less costly and more desirable, using both monetary incentives (**discount river/camp ground passes, memberships, etc**) and non-monetary incentives (**waste gathering competitions, 'adopt a river'**)

Presence on the River

Establish a routine presence on the river - “Friends of the River”

- Positive outreach/reinforcement
- Informative conversation
- “Kill with kindness”

Iowa DNR: 10 Safety and responsible paddle tips, e.g.:

- Learn about and study your route in advance, especially hazards that are beyond your skill level.
- Watch out for newer paddlers. Offer advice, be supportive, share your knowledge and make them feel welcome.

Friends of the River

Enhancing Communication
Provide Necessary Resources

A project for the future...

Reaching Out

Get responsible organizations on the river

- Outward Bound
- Iowa Sierra Club
- Iowa and Wisconsin Kayaking
- Iowa Paddlers' Association

River Cleanup Project

- Project AWARE

 - Iowa DNR, contact: Lynette Seigley

 - 7 day, 7 night river cleanup hosted by the IOWATER program

 - Wapsipinicon 2015 River

 - Survey Volunteers after clean-up each year on next years river prospects

- Local Project

 - <http://www.americanrivers.org/take-action/cleanup/>

Summary

Recommendations:

- Fostering a positive new environment by engaging responsible river user groups
- Factual messages through signage/infographics
- Association strategy with role models through local engagement
- Building respect with a regular online presence

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, layered effect. The rest of the background is plain white.

Questions?

Appendix

http://sustainability.berkeley.edu/sites/default/files/Promoting_Sustain_Behavior_Primer.pdf

<http://www.iowadnr.gov/Recreation/CanoeingKayaking/PaddlerResources/InstructionSafety.aspx>

http://www.appleriver.com/tubing_76467.html

Rollison, Curt. "Do PSAs Change Behavior?" *Triple Pundit People Planet Profit*. N.p., 26 Dec. 2012. Web. 14 Apr. 2015.

Laws and Regulations of Iowa

Meandered, Non-Meandered, and Navigable Rivers

A *Meandered* river is one in which adjacent landowners own the land above the high water mark.

- The Upper Iowa River is considered a meandered river, giving landowners less control of what happens on the land below a high water mark
- Land below the high water mark is public, giving citizens the right to explore sandbars at leisure without worry of trespassing. Land above that level is usually private, and should not be utilized by people navigating streams except when portaging around an obstruction.

[http://www
age-grc](http://www.age-grc)

CHART

DATA

	All Internet users	Ages 18-29	Ages 30-49	Ages 50-64	Ages 65+
2/1/2005	8%	9%	7%	6%	
8/1/2006	16%	49%	8%	4%	1%
5/1/2008	29%	67%	25%	11%	7%
4/1/2009	46%	76%	48%	24%	13%
5/1/2010	61%	86%	61%	47%	26%
8/1/2011	64%	87%	68%	49%	29%
2/1/2012	66%	86%	72%	50%	34%
8/1/2012	69%	92%	73%	57%	38%
12/1/2012	67%	83%	77%	52%	32%
5/1/2013	72%	89%	78%	60%	43%
9/1/2013	73%	90%	78%	65%	46%
1/1/2014	74%	89%	82%	65%	49%

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21*
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Meeting April 15th with Group A



Group 1 Visits Decorah

