

# Outcomes Estimation Tools Training Webinar Series

## Featuring:

The Social Indicator Planning & Evaluation System (SIPES) Method  
Social Indicators Data Management and Analysis (SIDMA) Tool

January 10, 2024  
Noon to 1:30 pm eastern

**Michelle Perez, PhD**  
Water Initiative  
Director

**Aysha Tapp Ross**  
Water & Soil  
Health Scientist

# Agenda



- Welcome, Poll (5 min)
- SIPES/SIDMA Presentation (35 min)
- SIDMA Demonstration (30 min)
- Q&A (20 min)



WALTON FAMILY  
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American Farmland Trust



# Zoom Webinar Reminders

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- Use Q&A Box - last 20 minutes (Vote up!)
- Use Zoom Direct Message feature to Aysha if having technical difficulties
- Email with resources to follow each webinar
- Recordings posted on the webinar series site the following Monday
- **Evaluation survey in the Chat Box**
  - **Complete to be entered to win a \$25 gift card!!**



**Time for 3 polls!**

## Tools in 2023 Trainings\*

[May 3: Webinar Launch & PCOC](#) (recording)

[June 7: Model My Watershed](#) (recording)


[July 12: Nutrient Tracking Tool \(NTT\)](#) (recording)

[August 2: NRCS Cover Crop Economics Tool \(economic\)](#) (recording)

[September 6: FieldPrint Platform](#) (recording)

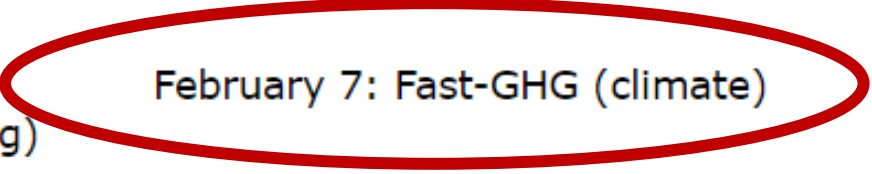
[October 4: EPA PLET \(water quality\)](#) (recording)

[November 1: PTMApp Web Tool \(water quality\)](#) (recording)


 [December 6: AFT Retrospective-Soil Health Economic Calculator \(R-SHEC\) Tool](#) (recording)

## Tools in 2024 Trainings\*

**January 10: SIPES Method/SIDMA Tool (social)**

 February 7: Fast-GHG (climate)

March 6: Cool Farm Tool (climate)

April 3: **NEW!!** Critical Source Area Identification and Management 

May 1: COMET-Farm & COMET-Planner (climate)

June 5: CAST Tool (water quality)

July 3: TBD

\*Subject to change



# SIPES Method and SIDMA

American Farmland Trust  
Outcomes Estimation Tools Training Webinar Series

January 10, 2024

# Presenters

**Ken Genskow, Ph.D.**  
Professor & Extension Specialist  
Department of Planning and Landscape Architecture  
University of Wisconsin-Madison



**Glenn O'Neil, Ph.D.**  
Environmental Scientist and GIS Specialist  
Institute of Water Research  
Michigan State University



SIPES: Social Indicator Planning & Evaluation System

SIDMA: Social Indicator Data Management & Analysis [tool]

## Agenda

- SIPES/SIDMA Introduction & Overview
  - definitions
  - snapshot
  - strengths/limitations
- SIPES method and background
- SIDMA components
- Project profiles
- Training resources
- SIDMA demo



# What are Social Indicators?

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- **Generally**  
Measures that provide information about people tied to a specific policy goal or objective
- Examples
  - Education
  - Employment
  - Health

## For Conservation Initiatives

- Measures that provide information about people tied to goals for improved environmental conditions
- Examples
  - Awareness
  - Attitudes
  - Constraints
  - Capacity
  - Behaviors

# What are SIPES and SIDMA?

## SIPES

### Social Indicators Planning & Evaluation System

- A system for incorporating social indicators into planning and evaluation of conservation/watershed management projects with goals of protecting or improving environmental conditions

## SIDMA

### Social Indicators Data Management & Analysis

- An online tool to aid in processing social data used in the SIPES approach
- Customizable questionnaires, data entry, analysis for social information

# History

- SIPES/SIDMA designed together to help evaluate 'nonpoint' water quality management efforts in Great Lakes Region/EPA Region 5
- Partnership with USEPA, state water quality agencies, and land grant universities; included pilot projects with NRCS through GLRI (developed 2005-2011)
- Initial purpose: assistance & support to state programs and EPA-funded state '319' projects
- Complements existing evaluation data from “administrative” and “environmental” indicators
- Uses surveys, interviews, and additional planning data



# Snapshot

Snap Shot of Features	SIPES/SIDMA
Scale & level of specificity	<b>Watersheds:</b> focused on measuring social indicators within watersheds, but it is not a requirement. The system can and has been used from city to statewide scales.
Outcomes	<b>Measures of progress towards improving awareness attitudes, capacity, and behaviors regarding water quality improvement:</b> SIDMA helps users utilize the SIPES method to evaluate whether planning and outreach activities improve social indicators of water quality improvement.
Conservation practices	<b>Many:</b> SIDMA surveys can include questions evaluating familiarity, willingness to adopt, and capacity to adopt a large range of agricultural and urban conservation practices. Users can also create their own questions to a survey, if a particular conservation practice isn't represented in SIDMA's databank of survey questions.
Land uses & production systems	<b>All land uses:</b> SIDMA's questions database includes items tailored for both agricultural and urban settings.
States & territories	<b>Anywhere:</b> Though many of the questions in SIDMA's databank are focused on the U.S. (e.g. Attitudes towards US EPA), there is no formal requirement that a survey be designed for a US location.
How much time, data, & skills needed to generate an outcome estimate	<b>Variable:</b> Time is needed to consider a set of project questions, develop a survey, administer the survey, and analyze/interpret. Project questions require knowledge of water quality challenges to be addressed, critical areas contributing to those problems, actors influencing those areas, and practices/actions being encouraged.
Special note	<b>SIDMA Upgrades:</b> By the end of 2024: modernizing the front end, survey import/export functions, backend updates.



# SIPES: Social Indicators Planning & Evaluation System

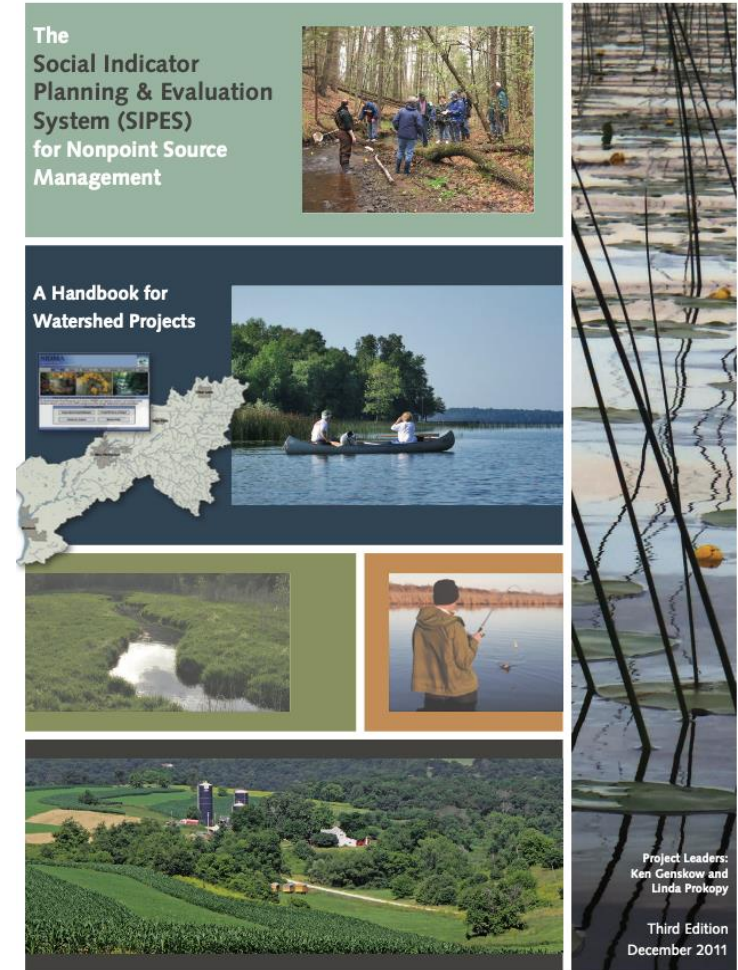
## Strengths and Limitations

### Strengths

- Vetted process with guidance aimed at project managers
- Lays out steps and rationale
- Integrates with USEPA watershed planning & implementation process
- Examples and references

### Limitations

- Guidance is from 2011
- Could improve online survey integration
- Lacking detail on working with watershed organizations to build capacity



# SIDMA Strengths and Limitations

## Strengths

- Free to use
- Not many conservation/water quality tools focus on social indicators – this does
- No geographic limitations
- Existing databank of questions, but also able to add your own

## Limitations

- Customizable in some sections, fixed in others
- Unable to import survey data
- Looks 15 years old
- Limited spatial analysis

# SIPES Method: Background & Underlying Concepts

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## The Need:

EPA and state agencies needed more information to focus **planning and evaluation** efforts of grant-funded projects aimed at reducing diffuse/nonpoint sources of water quality impairment

## *They were already collecting:*

- Environmental Indicators
  - Nutrient loads, water quality measures, soil health
- Administrative Indicators
  - Numbers... plans, newsletters, participants

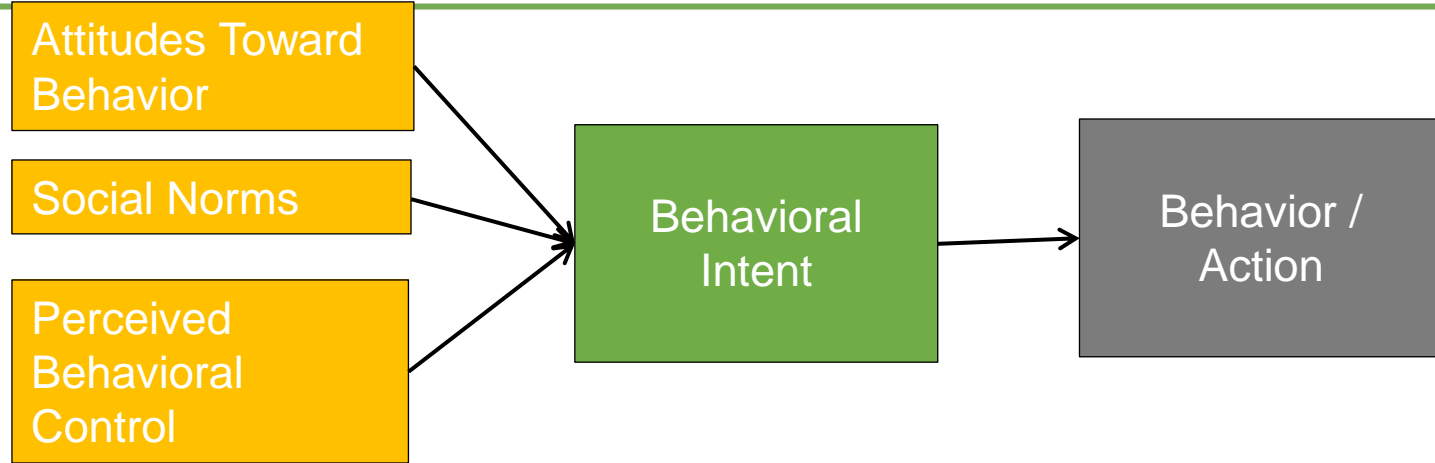
## The Response:

- **Social Indicators**
  - **Measures that provide information about people tied to goals for behavior change and improved water quality**

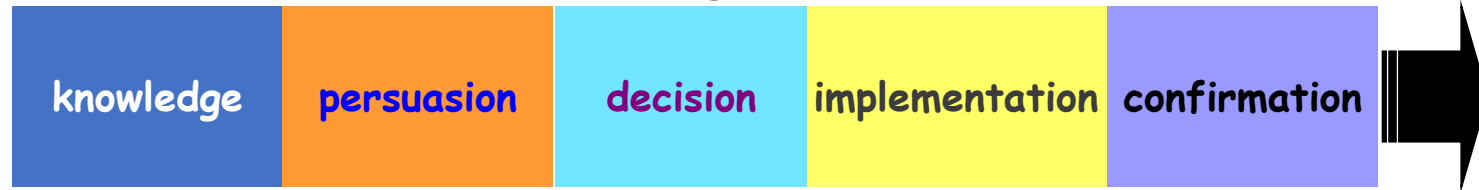
# Behavior Change

- Theory of Planned Behavior (Ajzen)

There are many theories about people and their behavior to draw from, including these...



- Diffusion of Innovations (Rogers)



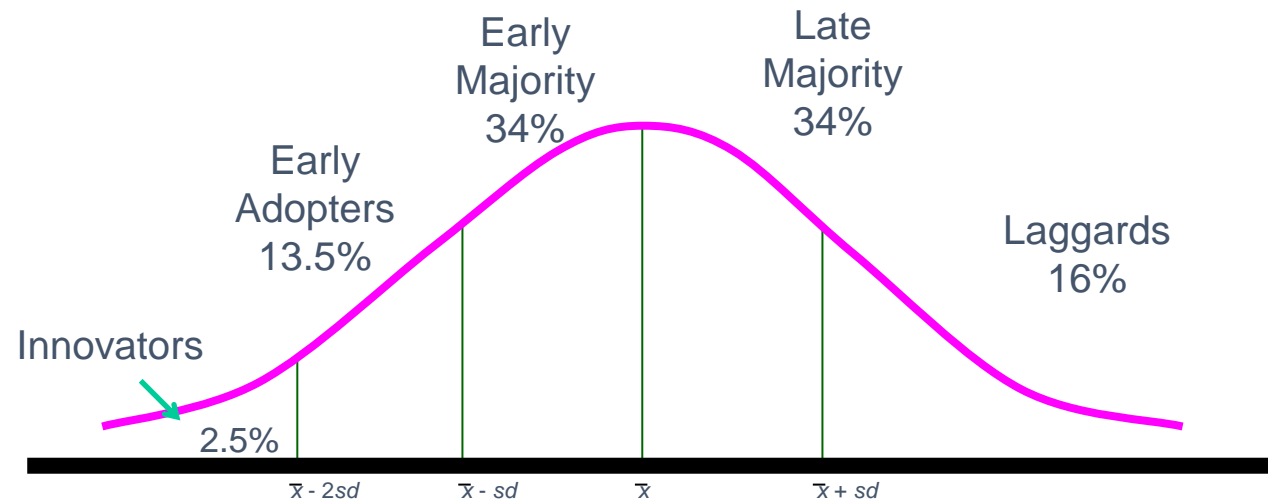
- Stages of Change (Prochaska)





# Rate of change? Who leads? Who follows?

Diffusion curves show rates at which technologies are adopted across a population. Everett Rogers applied to agricultural conservation practices:



'Innovators' often experiment with new ideas, but ...

'early adopters' may be the influential leaders that trigger wider acceptance

*Everett Rogers. 1995. Diffusion of Innovations*

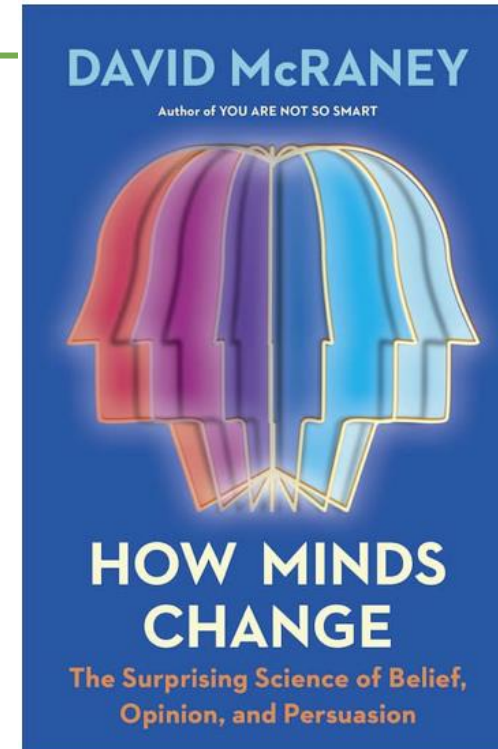
# Why Change? What can help lead to a change?

## Main questions for individuals considering a behavior change:

- Is action/behavior worth it? -- Motivation
- Can I do it? -- Ability

## Tips for effective persuasion:

- Focus on limited set of behaviors that matter
- Must consider the message, the messenger, and the delivery
- Often must "See it to believe it"
  - More than just saying words
  - More than just sharing facts
  - Opportunity to try

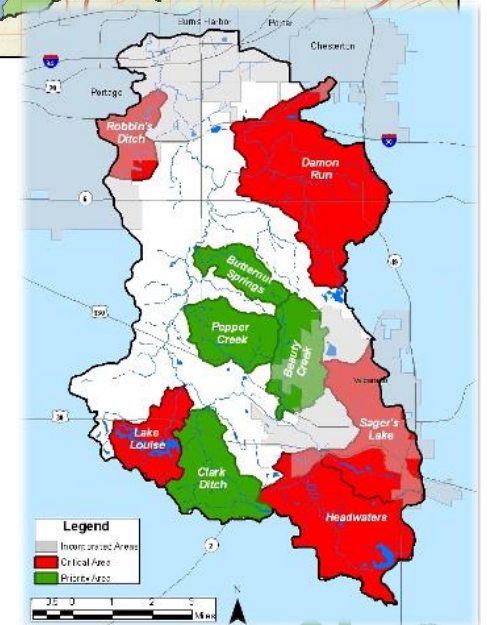
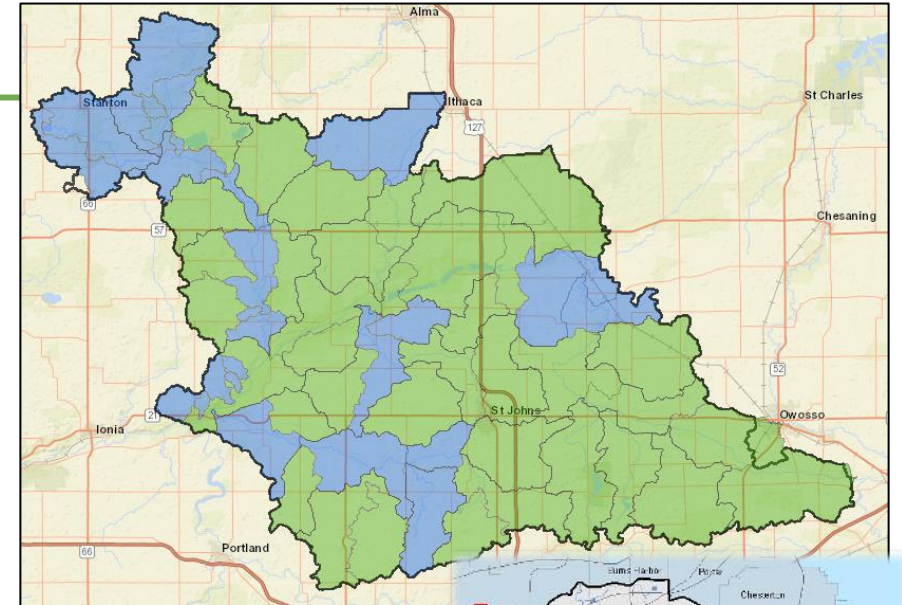


Recommended Reading



# Targeting actions for behavior change

- The location of actions/practices matters
- High-impact behaviors on highly vulnerable landscapes can have a disproportionate impact
- Focus efforts on area of greatest impact
  - Specific audience
  - Specific geographic area(s)



# Targeting in SIPES

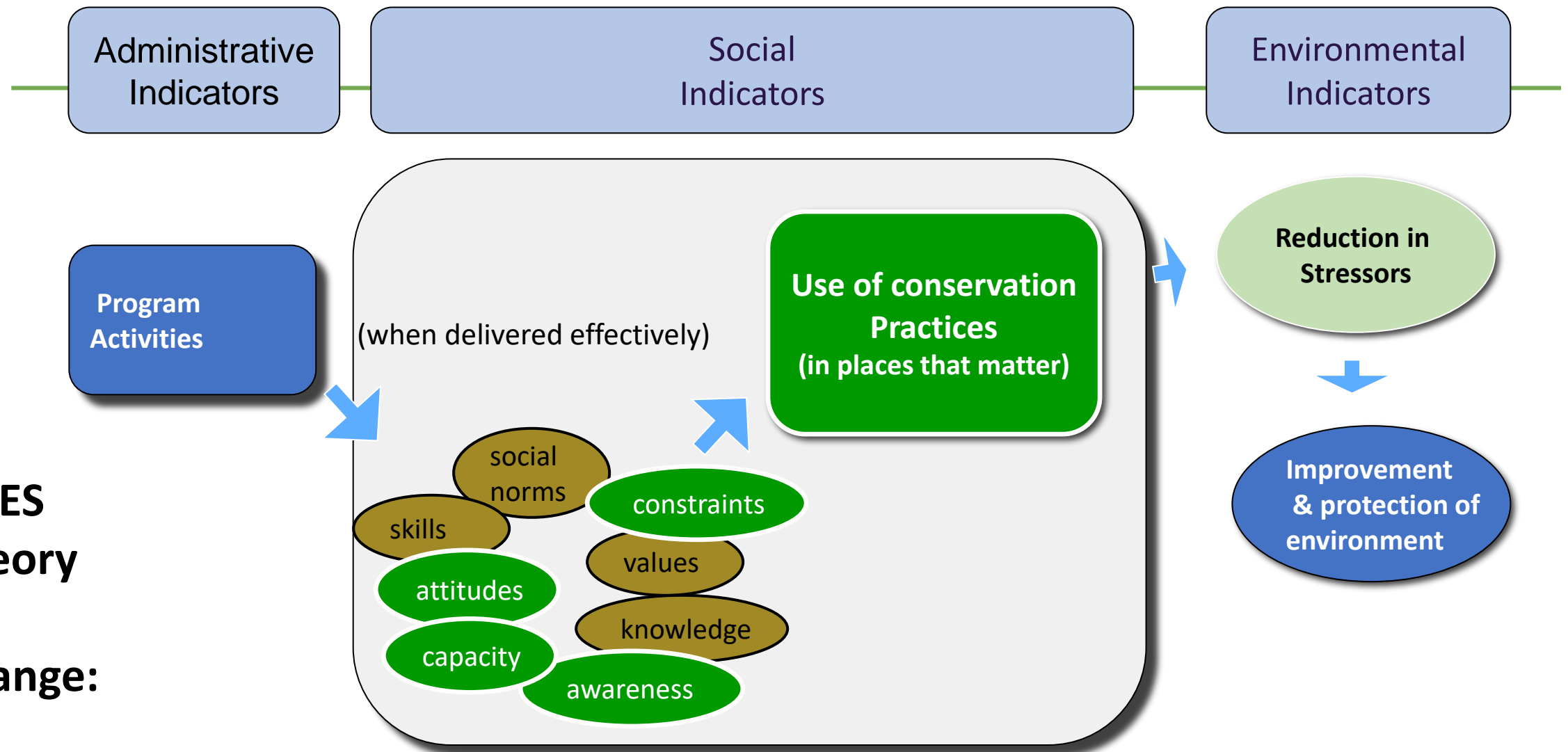
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## Four focusing questions must be answered before using social indicators in SIPES/SIDMA:

1. What are the **specific NPS problems** this project is trying to address?
2. What are the **critical areas** that contribute to the problem?
3. Who are the **target audience(s)** for the NPS problem(s) your project will address?
4. **What actions** do you want the target audience(s) to take regarding the NPS problems



**SIPES  
Theory  
Of  
Change:**



Green = social indicators in SIPES/SIDMA

Social Goals, Outcomes, Indicators

For program activities to reduce environmental stressors

And improve/protect environmental conditions

## GOAL 1: INCREASE TARGET AUDIENCE AWARENESS

- Awareness Outcome 1:** Increase awareness of relevant technical issues and/or recommended practices in critical areas
- Awareness Indicator 1:** Awareness of consequences of pollutants to water quality
- Awareness Indicator 2:** Awareness of pollutant types impairing water quality
- Awareness Indicator 3:** Awareness of pollutant sources impairing water quality
- Awareness Indicator 4:** Awareness of appropriate practices to improve water quality

## GOAL 2: CHANGE TARGET AUDIENCE ATTITUDES

- Attitudes Outcome 1:** Change attitudes to facilitate desired behavior change in critical area
- Attitudes Indicator 1:** General water-quality-related attitudes
- Attitudes Indicator 2:** Willingness to take action to improve water quality

## GOAL 3: REDUCE TARGET AUDIENCE CONSTRAINTS

- Constraints Outcome 1:** Reduce constraints to behavior change
- Constraints Indicator 1:** Constraints to behavior change

## GOAL 4: INCREASE ORGANIZATIONAL CAPACITY

<b>Capacity <u>Outcome</u> 1:</b>	Increase capacity to leverage resources in critical areas
<b>Capacity Indicator 1:</b>	Resources leveraged by grant recipient in the watershed as a result of project funding (including cash and in-kind resources)
<b>Capacity <u>Outcome</u> 2:</b>	Increase capacity to support appropriate practices in critical areas
<b>Capacity Indicator 2:</b>	Funding available to support NPS practices in critical areas
<b>Capacity Indicator 3:</b>	Technical support available for NPS practices in critical areas
<b>Capacity Indicator 4:</b>	Ability to monitor practices in critical areas

## GOAL 5: INCREASE TARGET AUDIENCE ADOPTION OF NPS MANAGEMENT PRACTICES

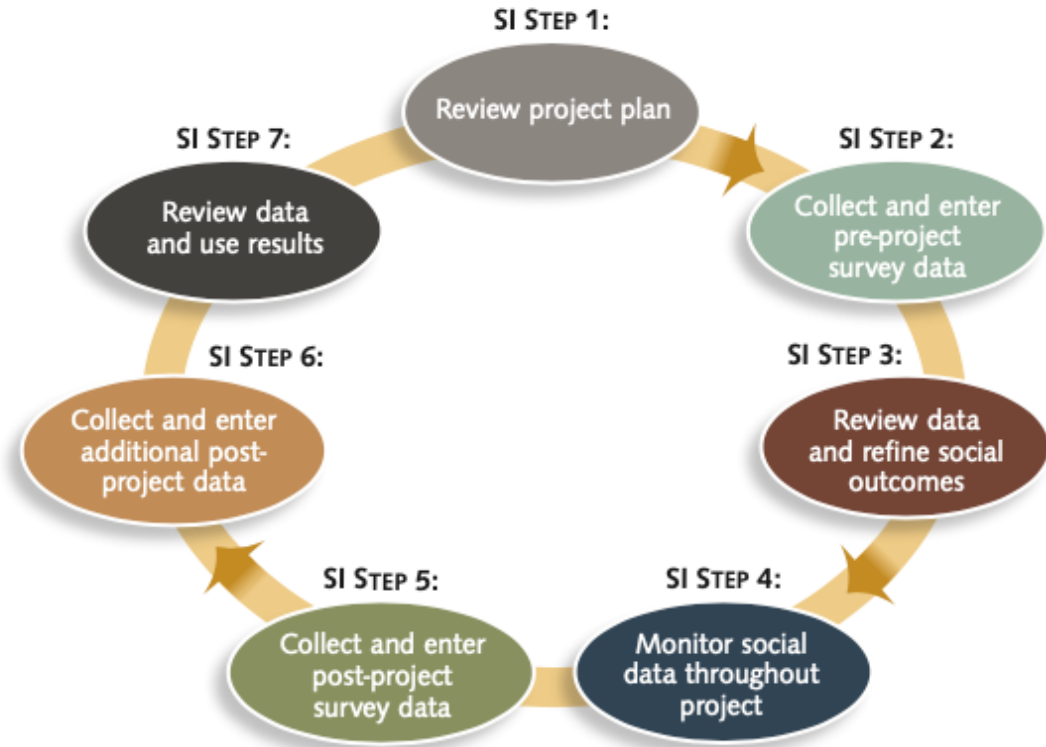
<b>Behavior <u>Outcome</u> 1:</b>	Increase adoption of practices to maintain or improve water quality in critical areas.
<b>Behavior Indicator 1:</b>	Percentage of critical area receiving treatment
<b>Behavior Indicator 2:</b>	Percentage of target audience implementing practices in critical areas

Social Goals, Outcomes, Indicators

For program activities to reduce environmental stressors

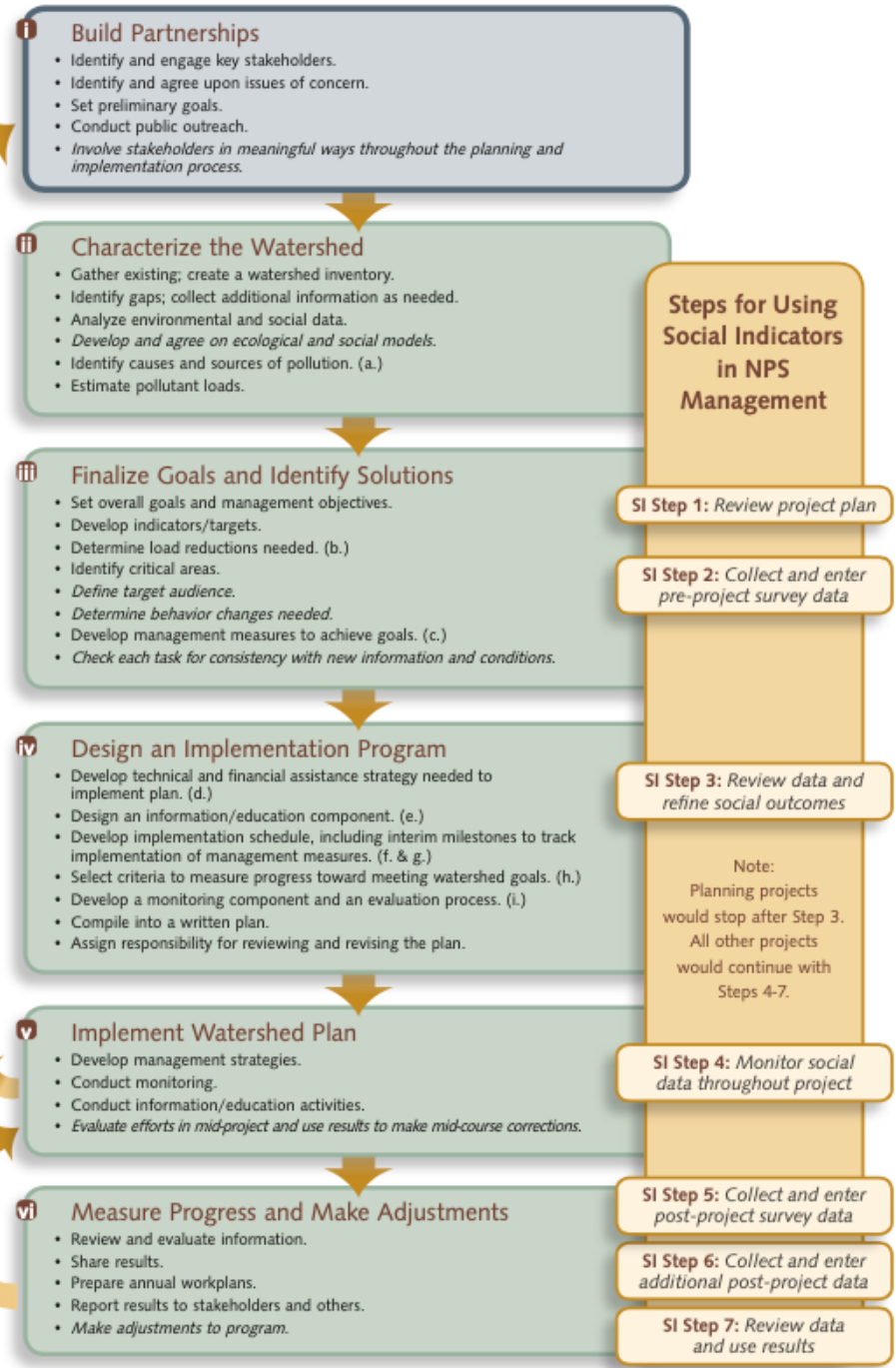
And improve/protect environmental conditions

# SIPES planning and evaluation cycle



fits with EPA 9-key-element watershed planning and implementation process

## EPA WATERSHED PLANNING & IMPLEMENTATION PROCESS



## **SIPES to SIDMA**

SIDMA is an online tool that supports the SIPES process by helping users collect and analyze social data for their project areas and evaluate changes over time.

# SIDMA tool components

## Survey Building

- Content is organized within a project
- Surveys can be created from scratch or copied from another survey on the system

The screenshot displays the SIDMA web application interface. At the top, there is a navigation menu with buttons for Home, About, Projects (highlighted), Map, Account, Help, Contact Us, and Log out. Below the menu, the breadcrumb path is '> Projects'. The main content area is titled 'Project Information' and contains the following details:

- Name:** *SIDMA Demo*
- State:** MI
- Watershed:** Grand River (0405000607)
- Date Created:** 8/20/2012 2:59:31 PM
- Project Type:** Watershed Planning
- Target Audience:** Farmer
- Organization:** MSU
- Contact:** Glenn ONeil
- Phone:** (123) 456-7890
- Email:** oneilg@msu.edu

There are two links at the top of the project information section: 'Edit project info' (blue) and 'Delete project' (red). Below the project information, there are four numbered questions, each followed by the answer 'No.':

1. Identified specific NPS problem(s)?  
No.
2. Identified critical area(s)?  
No.
3. Identified target audience(s)?  
No.
4. Identified actions for target audience(s)?  
No.

At the bottom of the interface, there is a 'Surveys' section with two buttons: 'Create New Survey' and 'Copy SIDMA Survey'. These two buttons are highlighted with a red rectangular box.



# SIDMA tool components

## Survey Building

- Surveys are built by selecting from a database of questions, organized into various categories

Survey Name:

Filter questions by:

### Rating of Water Quality

*This category is strongly encouraged as a collection of "warm-up" questions. It prompts respondents' thinking about water quality issues and orients them to the subject matter. These questions also measure your target audience's awareness of water quality problems in your watershed.*

**Overall, how would you rate the quality of the water in your area?**

	Poor	Okay	Good	Don't Know
<input type="checkbox"/> 1. For canoeing / kayaking / other boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 2. For eating locally caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 3. For swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 4. For picnicking and family activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 5. For fish habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 6. For scenic beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# SIDMA tool components

## Survey Building

- Surveys are built by selecting from a database of questions, organized into various categories
- Some of the categories have more questions to choose from than others

### Practices to Improve Water Quality

*This category is intended to measure overall awareness, experience, and willingness to use practices tied to improved water quality. Locate and select the practices that you will be promoting through your project. The next step of the survey building process will ask you to specify which of these practices should be included in the Specific Practices section, where the constraints of adopting the selected practices will be explored in greater depth.*

*Please indicate which statement most accurately describes your level of experience with each practice listed below.*

	Not relevant for my property	Never heard of it	Somewhat familiar with it	Know how to use it; not using it	Currently use it
--	------------------------------	-------------------	---------------------------	----------------------------------	------------------



Other					
<input type="checkbox"/>	175. Monitor well	○	○	○	○
<input type="checkbox"/>	176. Decommission well	○	○	○	○
<input type="checkbox"/>	177. Plug well / Cap well	○	○	○	○
<input type="checkbox"/>	178. Conservation Tillage, including no-till, strip-till and ridge till	○	○	○	○
<input type="checkbox"/>	179. Create and/or restore vegetated sinkhole buffer	○	○	○	○
<input type="checkbox"/>	180. Manage runoff from roofs	○	○	○	○
<input type="checkbox"/>	181. Create and/or maintain snow fence	○	○	○	○
<input type="checkbox"/>	182. Harvest snow	○	○	○	○
<input type="checkbox"/>	183. Transition to organic production	○	○	○	○
<input type="checkbox"/>	184. Restore compacted soils	○	○	○	○
<input type="checkbox"/>	185. Use prescribed burning	○	○	○	○

# SIDMA tool components

## Survey Building

- Surveys are built by selecting from a database of questions, organized into various categories
- Some of the categories have more questions to choose from than others
- The type/structure of questions vary



### About You

*This category includes demographic and household information. This type of information will be helpful for you when targeting your management education efforts. For example, you may find out that the lowest levels of awareness and adoption are present in one demographic segment of your target audience. The questions that are included have been shown in research to be related to adoption decisions.*

- 1. Do you make the home and lawn care decisions in your household?
  - Yes
  - No
- 2. What is your gender?
  - Male
  - Female
- 3. What is your age?
- 4. What is the highest grade in school you have completed?
  - Some formal schooling
  - High school diploma/GED
  - Some college
  - 2 year college degree
  - 4 year college degree
  - Post-graduate degree

# SIDMA tool components

## Survey Building

- Surveys are built by selecting from a database of questions, organized into various categories
- Some of the categories have more questions to choose from than others
- The type/structure of questions vary
- Custom questions can be added within categories

Table Header: Overall, how would you rate the quality of the water in your area?

Likert Text ('|' delimited): Poor|Okay|Good|Don't Know

Likert Values ('|' delimited): 1|2|3|9

Questions and audience:

1.	For canoeing / kayaking / other boating
2.	For eating locally caught fish
3.	For swimming
4.	For picnicking and family activities
5.	For fish habitat
6.	For scenic beauty

Delete 7 For water skiing

Add Question to Table

Delete Table

Table Header: This is my new table

Likert Text ('|' delimited): Option1|Option2|Options3

Likert Values ('|' delimited): 1|2|3

Questions and audience:

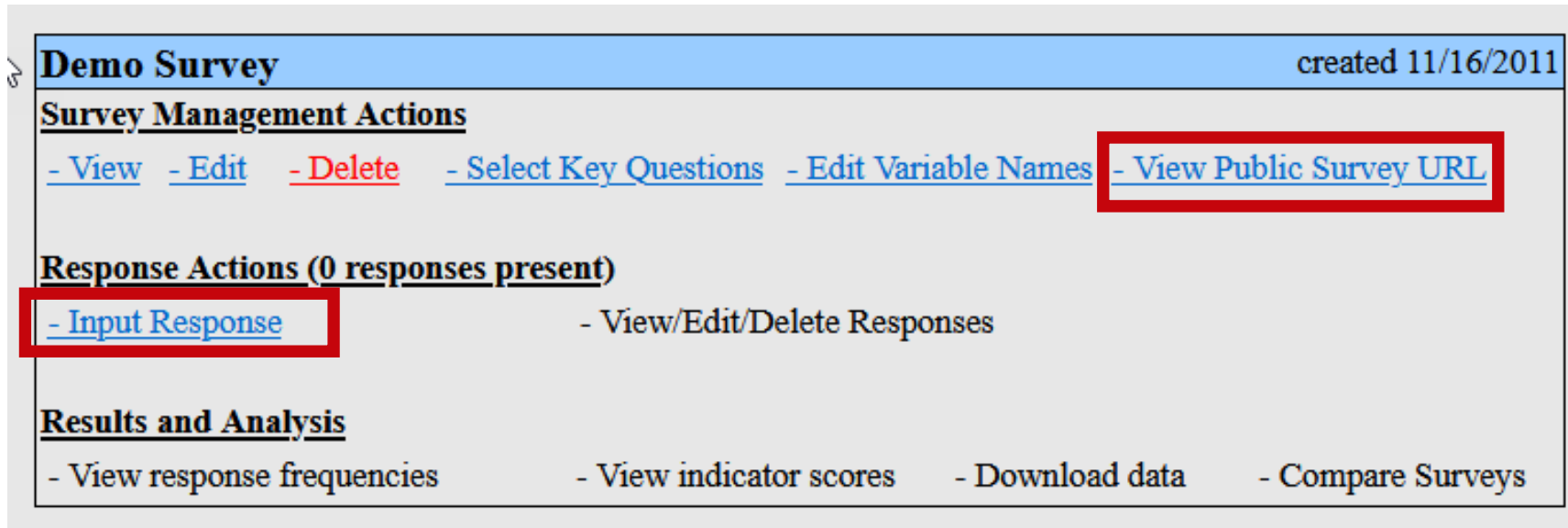
Delete 1	Question 1
Delete 2	Question 2

Add Question to Table

# SIDMA tool components

## Survey Administration

- Surveys can be input manually, or via a public URL



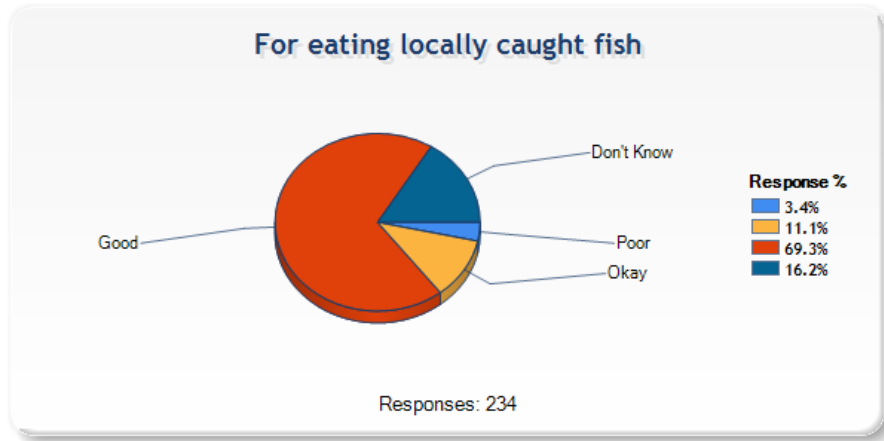
The screenshot shows the SIDMA tool interface for a 'Demo Survey' created on 11/16/2011. The interface is organized into several sections:

- Survey Management Actions:** Includes links for - View, - Edit, - Delete, - Select Key Questions, - Edit Variable Names, and - View Public Survey URL (highlighted with a red box).
- Response Actions (0 responses present):** Includes a link for - Input Response (highlighted with a red box) and - View/Edit/Delete Responses.
- Results and Analysis:** Includes links for - View response frequencies, - View indicator scores, - Download data, and - Compare Surveys.

# SIDMA components

## Survey Analysis

- Authors can view response statistics for each question



## Rating of Water Quality

Overall, how would you rate the quality of the water in your area?

Question #	Poor (1)	Okay (2)	Good (3)	Don't Know (9)	Mean (SD)	Valid Responses / Total Responses
1. For canoeing / kayaking / other boating	0	0.9	98.7	0.4	2.99 (0.09)	234 / 235
2. For eating locally caught fish	3.4	11.1	69.2	16.2	2.79 (0.5)	196 / 234
3. For swimming	0.4	13.6	86	0	2.86 (0.36)	235 / 235
4. For picnicking and family activities	0	2.1	97	0.9	2.98 (0.15)	233 / 235
5. For fish habitat	3	23.5	55.1	18.4	2.64 (0.55)	191 / 234
6. For scenic beauty	0	2.1	97	0.8	2.98 (0.14)	234 / 236

## Your Water Resources

1. Do you know where the rain water goes when it runs off of your property? (Responses: 229)

8.3% No

91.7% Yes

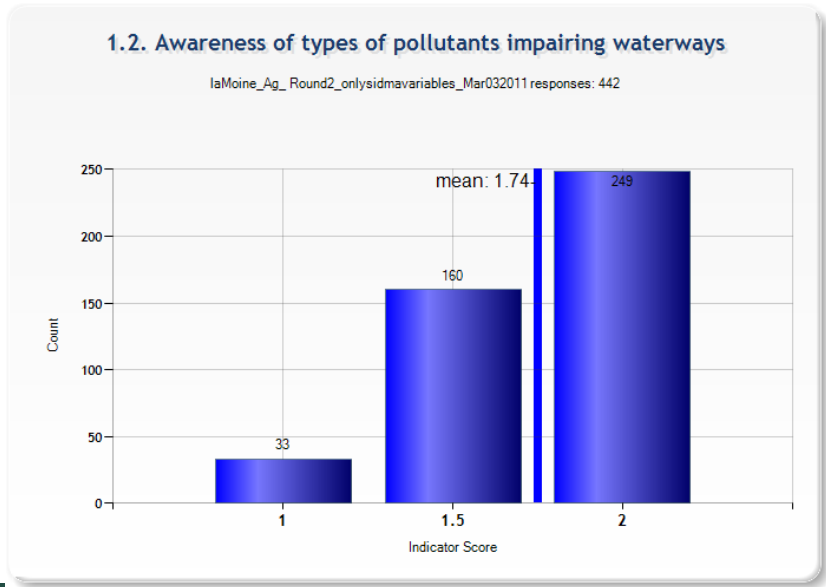
2. If you answered 'Yes' above, where does your rain water drain to?



# SIDMA components

## Survey Analysis

- Authors can view response statistics for each question
- Social indicator scores



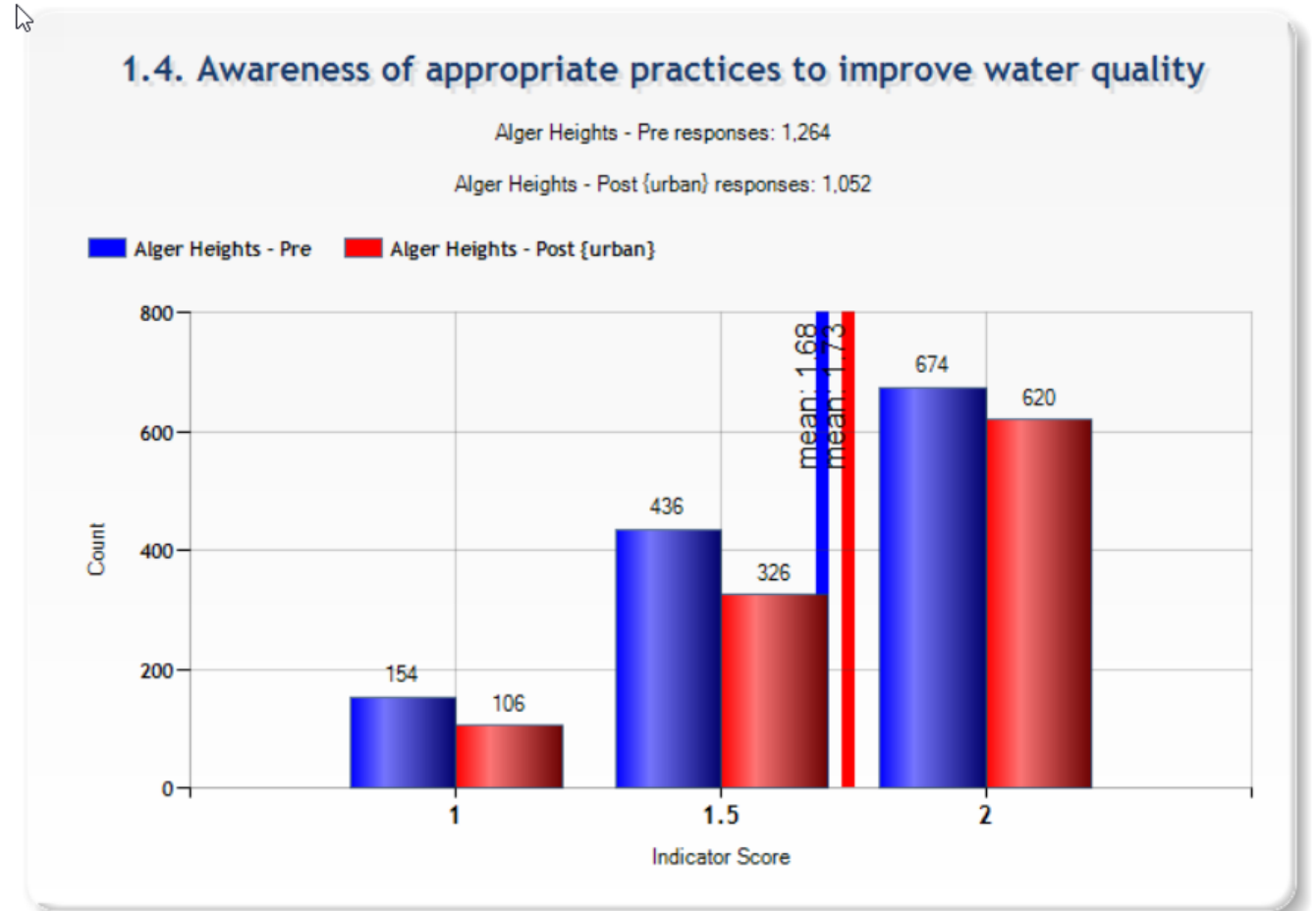
AWARENESS						
Ind. #	Indicator	Mean	SD	Valid Responses	Total Responses	View Graph
1.1	Awareness of consequences of pollutants to water quality (value range 1-2, less aware - more aware)	1.58	0.41	460	604	Bar graph
1.2	Awareness of types of pollutants impairing waterways (value range 1-2, less aware - more aware)	1.74	0.32	442	597	Bar graph
1.3	Awareness of sources of pollutants impairing waterways (value range 1-2, less aware - more aware)	1.44	0.42	455	605	Bar graph
1.4	Awareness of appropriate practices to improve water quality (value range 1-2, less aware - more aware)	1.75	0.32	1,646	1,646	Bar graph

ATTITUDES						
Ind. #	Indicator	Mean	SD	Valid Responses	Total Responses	View Graph
2.1	General water-quality-related attitudes (value range 1-5, less positive - more positive)	3.27	1	2,247	2,247	Bar graph
2.2	Willingness to take action to improve water quality (value range 1-2, less positive - more positive)	1.72	0.38	1,788	1,788	Bar graph

# SIDMA components

## Survey Analysis

- Authors can view response statistics for each question
- Social indicator scores
- Compare statistics and indicator scores across surveys
- Test indicator score differences for statistical significance



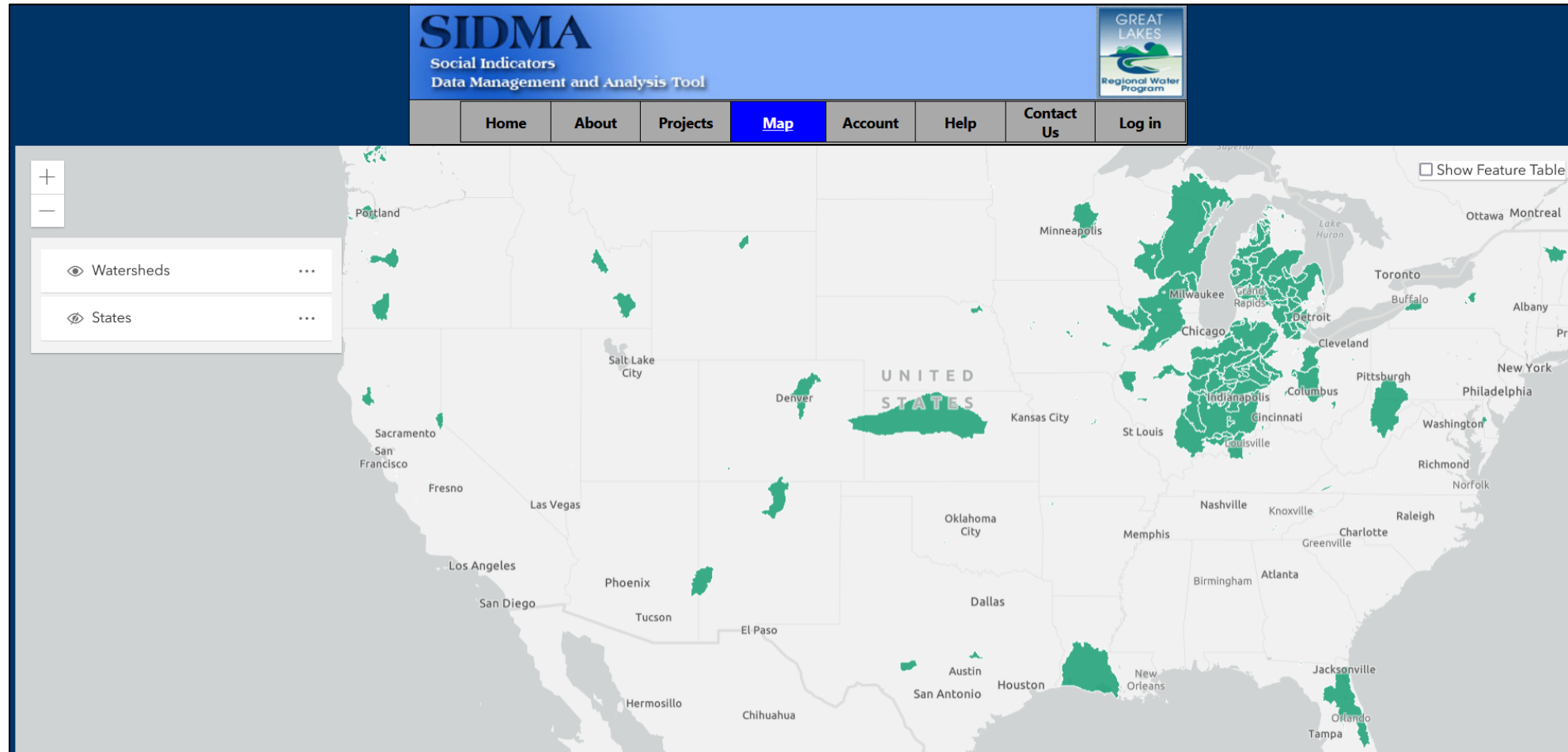
Indicator scores on *Alger Heights - Post {urban}* were significantly higher ( $M = 1.73$ ,  $SD = 0.33$ ) than scores on *Alger Heights - Pre* ( $M = 1.68$ ,  $SD = 0.34$ ),  $t(2314) = 3.5695$ ,  $p < 0.001$ .

This analysis assumes the two surveys were independent of one another.

Calculation of  $t$  used a two-tailed test and a pooled variance,  $F(1263, 1051) = 1.0615$ ,  $p = 0.157$ .

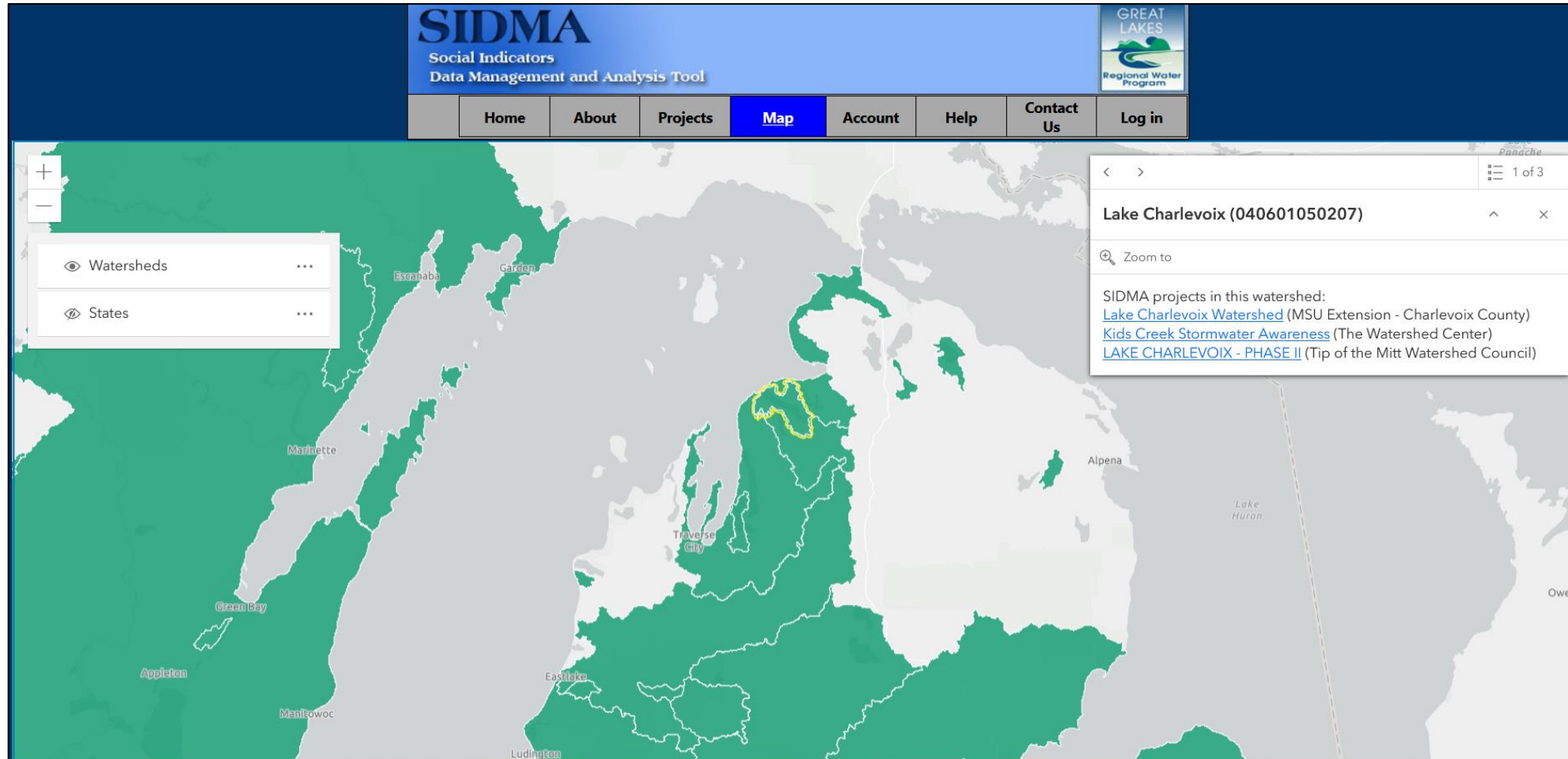
# Project Profiles

- 200+ surveys have been generated on SIDMA
- 39,000+ surveys have been submitted
- 20 states represented



# Project Profiles

- 200+ surveys have been generated on SIDMA
- 39,000+ surveys have been submitted
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# Project Profiles

## Lake Charlevoix – Michigan’s Tip of the Mitt

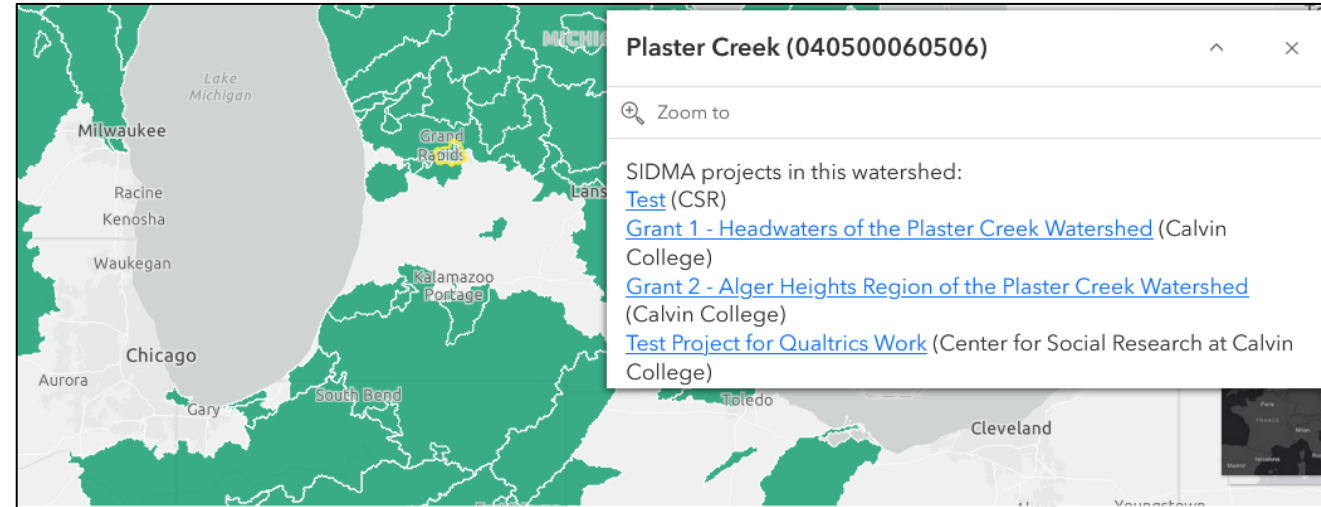
- 2010 –Management Plan for Lake Charlevoix developed by the Tip of the Mitt Watershed Council
- 3 different surveys:
  - Residents
  - Shoreline property owners
  - Local officials
- Re-administered 10 years later
- Managers able to document increased awareness of water quality threats and willingness to implement conservation



# Project Profiles

## Plaster Creek Stewards

- Plaster Creek Stewards and DataWise used SIDMA to evaluate outreach efforts in the watershed
- 2014 - 2022: multiple surveys administered to two groups (outreach participants and general population)
- Outreach participants had higher levels of awareness of water quality impacts, greater familiarity with water quality improvement practices, and were more likely to have implemented those practices



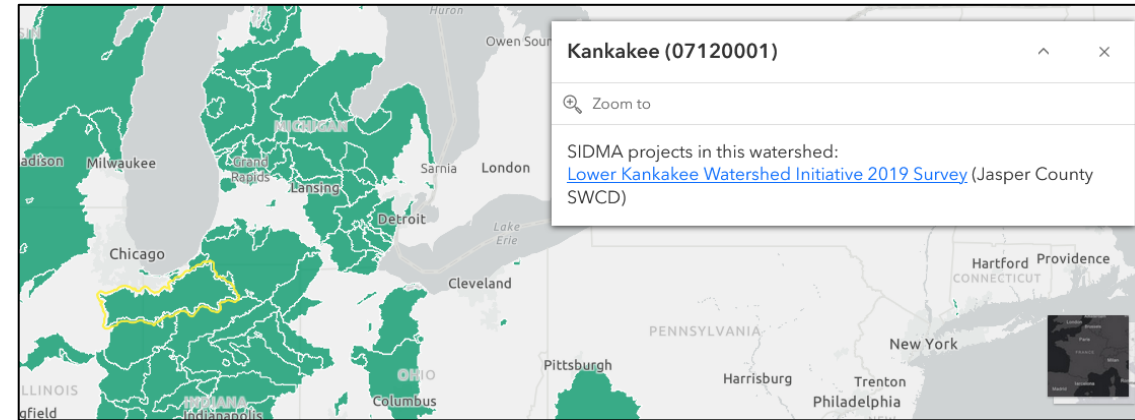
datawise



# Project Profiles

## The Lower Kankakee Watershed Initiative

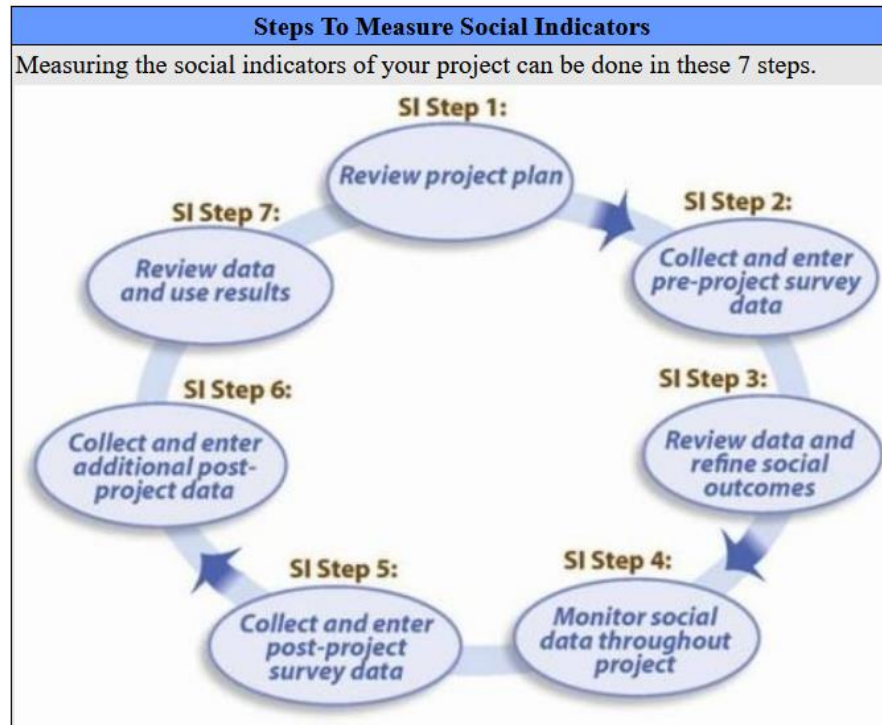
- 2022 – JCSWCD utilized SIDMA to support the development of the Lower Kankakee River watershed management plan
- 2 surveys (ag, urban/suburban)
- To better understand “how people feel about local water resources, how much they know about water quality concerns, the types of practices they adopt on the land they manage, and what factors affect their land management decisions”
- Results will serve as a baseline for progress tracking



# Training Resources

- The SIPES Handbook can be downloaded on SIDMA
- <https://iwr.msu.edu/sidma/Info/About.aspx>

For a more detailed description of the Social Indicators system, please [download the Handbook](#).



The Social Indicator Planning & Evaluation System (SIPES) for Nonpoint Source Management



A Handbook for Watershed Projects



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Third Edition  
December 2011

# Training Resources

- A 10-part video series on how to use SIDMA is accessible on the Help page
- <https://iwr.msu.edu/sidma/Info/Help.aspx>
- A link to a briefer overview from the Indiana Watersheds Webinar Series is also provided

The videos below are a 10-part tutorial series on SIDMA. Click on "Playlist" in the viewer below to access a listing of all of the tutorial chapters.



A briefer SIDMA tutorial is available through the [Indiana Watersheds Webinar Series](#).



# SIDMA Demo

## Create a project

- Start on the *Home* tab

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Social Indicators  
Data Management and Analysis Tool

GREAT LAKES  
Regional Water Program

[Home](#) [About](#) [Projects](#) [Map](#) [Account](#) [Help](#) [Contact Us](#) [Log out](#)

Using Social Indicators for Evaluating Nonpoint Source (NPS) Management Efforts

The Social Indicators Data Management and Analysis (SIDMA) tool organizes, analyzes, and visualizes social indicators related to nonpoint source (NPS) management efforts through statistical and spatial relationships.

**Start Using SIDMA**

[Learn about Social Indicators](#) [Create/Work on a Project](#)

[Create an Account](#) [Browse Maps](#)

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# SIDMA Demo

## Create a project

- Start on the *Home* tab
- Click *Create Project*

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Using Social Indicators for Evaluating Nonpoint Source (NPS) Management Efforts

Click the 'Create Project' button to make a new SIDMA Project through which you can create and administer surveys and view various statistics on user responses. Click the 'View / Edit / an Existing Project' button to view projects and surveys that you have permission to access, and view or edit your existing projects and surveys.

**Exploring / Creating / Editing Projects**

Create Project View / Edit an Existing Project

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# SIDMA Demo

## Create a project

- Start on the *Home* tab
- Click *Create Project*
- Provide project details

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### Create a Project

**\*(required fields)**

**Project Information**

\*Project name: AFT Demo

\*Organization: MSU-IWR

\*State: Michigan

\*Watershed name: Red Cedar

HUC: 0405000405

candidates: Coon Creek-Red Cedar River (040500040503 - MI)  
Red Cedar River (040500040508 - MI)  
Headwaters Red Cedar River (0405000404 - MI)  
Red Cedar River (0405000405 - MI)

**Contact Information**

\*First name: Sidma

\*Last name: User

\*Phone: ( 123 ) 456 - 7890 x

\*E-mail: sidma@iwr.msu.edu

**Project Type (check all that apply)**

Watershed Planning

TMDL Implementation

Implementation

Outreach

Training

**Target Audience**

Farmer

Non-farmer

Both

Clear Form Submit

**Plan Review Questions**

\*1. Have you identified the specific NPS problem(s) the project is trying to address?

No

Yes (please describe the problem(s) in the space below)

Sediment  
~~Phosphorus~~  
E. coli

\*2. Have you identified the critical area(s) that contribute to the problem(s)?

No

Yes (please describe these areas in the space below)

CAFOs  
~~Un-buffered~~ agricultural drains  
CSOs  
Street runoff

\*3. Have you identified target audiences for the NPS problem(s) your project will address? (target audiences are the people that influence management decisions for the critical area)

No

Yes (please describe these audiences in the space below)

Residents  
Farmers  
City managers

\*4. Have you identified the actions you want the target audience(s) to take to address the NPS problems?

No

Yes (please list these actions in the space below)



# SIDMA Demo

## Create a survey

- Start on the new project's page
- Click *Create New Survey*

The screenshot displays the SIDMA (Social Indicators Data Management and Analysis Tool) web application. The header includes the SIDMA logo and the Great Lakes Regional Water Program logo. A navigation menu contains links for Home, About, Projects (highlighted), Map, Account, Help, Contact Us, and Log out. The main content area is titled 'Project Information' and shows details for a project named 'AFT Demo'. Below the project details are four numbered questions regarding NPS problems, critical areas, target audiences, and actions. At the bottom, a 'Surveys' section contains two buttons: 'Create New Survey' (highlighted with a red box) and 'Copy SIDMA Survey'.

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Home About **Projects** Map Account Help Contact Us Log out

> [Projects](#)

**Project Information**

[Edit project info](#) [Delete project](#)

**Name:** *AFT Demo*

**State:** MI

**Watershed:** Red Cedar (0405000405)

**Date Created:** 1/3/2024 2:32:35 PM

**Project Type:** Watershed Planning, Outreach

**Target Audience:** All

**Organization:** MSU-IWR

**Contact:** Sidma User

**Phone:** (123) 456-7890

**Email:** sidma@iwr.msu.edu

**1. Identified specific NPS problem(s)?**  
Yes. Sediment Phosphorus E. coli

**2. Identified critical area(s)?**  
Yes. CAFOs Un-buffered agricultural drains CSOs Street runoff

**3. Identified target audience(s)?**  
Yes. Residents Farmers City managers

**4. Identified actions for target audience(s)?**  
No.

**Surveys**

Create New Survey Copy SIDMA Survey

# SIDMA Demo

## Create a survey

- Start on the new project's page
- Click *Create New Survey*
- Follow the blue italicized instructions and select the survey's questions (we'll add custom questions later)
- Click *Continue* at the bottom when done

The screenshot shows the SIDMA (Social Indicators Data Management and Analysis Tool) web interface. At the top, there is a navigation menu with buttons for Home, About, Projects (highlighted), Map, Account, Help, Contact Us, and Log out. Below the menu, the breadcrumb path is > Projects > Project: AFT Demo. The main content area contains several paragraphs of instructions in blue italicized text, explaining how to use checkboxes to select survey items and how to save progress or submit the survey. Below the instructions, there is a form for 'Survey Name' with the value 'AFT Demo pre-survey' and a 'Filter questions by:' dropdown menu set to 'None'. A blue header bar indicates the current category is 'Rating of Water Quality'. Below this, there is a descriptive paragraph and a question: 'Overall, how would you rate the quality of the water in your area?'. This question is followed by a table with five rows of survey items and five columns of response options: Poor, Okay, Good, and Don't Know. Each cell in the table contains a radio button.

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Home About **Projects** Map Account Help Contact Us Log out

> Projects > Project: AFT Demo

The instructions in *blue* will not be included in the final version of the survey.

Use the checkboxes to the left of the questions to select the items of your survey. Then click the 'Continue' button at the bottom of the page to continue the Survey Building process.

If you need to save your progress, submit the survey and return later to finish it in editing mode. To submit, click 'Continue' below (you may have to select some placeholder questions to meet the minimum selection requirements for particular categories). On the subsequent page, select the specific practices to include in the final survey (or just select placeholders and revise your selections in editing mode) and click the 'Submit' button. To finish the survey, access the project page for that survey and click on the survey's 'Edit' link.

If you need to add your own custom questions to the survey, you can do this on a category by category basis in the survey 'Edit' page. On each category's banner ("Rating of Water Quality" for example), you can click on 'Add/edit/remove custom questions,' which will take you to a separate page where you can add your own questions to that category. You can also create your own tables, or append questions to existing tables. In general, on the final version of the survey, these questions will appear at the end of their respective categories. Also, note that these custom questions will only be visible on the custom editing page, the 'View' survey page, and the 'Input Response' page; they will not be visible on the 'Build' survey page nor the 'Edit' survey page.

**Survey Name:** AFT Demo pre-survey

Filter questions by: None

**Rating of Water Quality**

This category is strongly encouraged as a collection of "warm-up" questions. It prompts respondents' thinking about water quality issues and orients them to the subject matter. These questions also measure your target audience's awareness of water quality problems in your watershed.

Overall, how would you rate the quality of the water in your area?

	Poor	Okay	Good	Don't Know
<input type="checkbox"/> 1. For canoeing / kayaking / other boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 2. For eating locally caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 3. For swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 4. For picnicking and family activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 5. For fish habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# SIDMA Demo

## Create a survey

- Start on the new project's page
- Click *Create New Survey*
- Follow the blue italicized instructions and select the survey's questions (we'll add custom questions later)
- Click *Continue* at the bottom when done
- Select a subset of options from the *Practices to Improve Water Quality* section, which will get a more in-depth assessment in the final survey

### Practices to Improve Water Quality

Select at least 2, but no more than 4, of the Practices questions to include in the Specific Constraints section, where users will be asked a series of more detailed questions regarding the practice. The selected questions will not appear in the format below, but in a separate section following the Practice section.

	Not relevant for my property	Never heard of it	Somewhat familiar with it	Know how to use it; not using it	Currently use it
<input type="checkbox"/> 1. Following the manufacturer's instructions when fertilizing lawn or garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 2. Use a mulching lawn mower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 3. Keep grass clippings and leaves out of the roads, ditches, and gutters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 4. Follow a comprehensive nutrient management plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 5. Conduct regular soil tests for pH, phosphorus, nitrogen and potassium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 6. Follow university recommendations for fertilization rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 7. Divert surface water away from feedlots using filter strips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 8. Divert surface water away from feedlots using grassed waterways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 9. Construct a wetland for waste treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 10. Use mulch till to reduce erosion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 11. Use no-till to reduce erosion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 12. Use strip-till to reduce erosion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 13. Construct a sediment basin to reduce erosion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 14. Rotate crops to maintain or improve soil tilth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 15. Use cover crops for erosion protection and soil improvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 16. Use vegetated filter strips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Save

# SIDMA Demo

## View the survey

- Find the new survey on the project page
- Click *View*

**Project Information**

[Edit project info](#) [Delete project](#)

**Name:** *AFT Demo*

**State:** MI

**Watershed:** Red Cedar (0405000405)

**Date Created:** 1/3/2024 2:32:35 PM

**Project Type:** Watershed Planning, Outreach

**Target Audience:** All

**Organization:** MSU-IWR

**Contact:** Sidma User

**Phone:** (123) 456-7890

**Email:** sidma@iwr.msu.edu

**1. Identified specific NPS problem(s)?**  
Yes. Sediment Phosphorus E. coli

**2. Identified critical area(s)?**  
Yes. CAFOs Un-buffered agricultural drains CSOs Street runoff

**3. Identified target audience(s)?**  
Yes. Residents Farmers City managers

**4. Identified actions for target audience(s)?**  
No.

**Surveys**

[Create New Survey](#) [Copy SIDMA Survey](#)

**AFT Demo pre-survey** created 1/3/2024

**Survey Management Actions**

[- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) [- Edit Variable Names](#) [- View Public Survey URL](#)

**Response Actions (0 responses present)**

[- Input Response](#) [- View/Edit/Delete Responses](#)

**Results and Analysis**

[- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)

# SIDMA Demo

## View the survey

- Find the new survey on the project page
- Click *View*
- The selected questions are displayed
- If necessary, click the *View in MS Word Friendly* format link to access a page that can more easily be copied and pasted into a Word document

The screenshot shows the SIDMA (Social Indicators Data Management and Analysis Tool) web interface. The header includes the SIDMA logo and the Great Lakes Regional Water Program logo. A navigation menu contains links for Home, About, Projects (selected), Map, Account, Help, Contact Us, and Log out. The breadcrumb trail is > Projects > Project: AFT Demo. The main heading is 'AFT Demo pre-survey', with a red-bordered link 'View in MS Word-friendly format' to its right. Below this is a blue header for 'Rating of Water Quality'. The question is 'Overall, how would you rate the quality of the water in your area?'. A table follows with columns for 'Poor', 'Okay', 'Good', and 'Don't Know', and rows for six activities: 1. For canoeing / kayaking / other boating, 2. For eating locally caught fish, 3. For swimming, 4. For picnicking and family activities, 5. For fish habitat, and 6. For scenic beauty. Each cell contains a radio button. Below the table is another blue header for 'Your Water Resources' with a question: '1. Of these activities, which is the most important to you?' followed by radio buttons for each of the six activities.

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> Projects > Project: AFT Demo

**AFT Demo pre-survey** [View in MS Word-friendly format](#)

**Rating of Water Quality**

Overall, how would you rate the quality of the water in your area?

	Poor	Okay	Good	Don't Know
1. For canoeing / kayaking / other boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. For eating locally caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. For swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. For picnicking and family activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. For fish habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. For scenic beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Your Water Resources**

1. Of these activities, which is the most important to you?

- For canoeing / kayaking / other boating
- For eating locally caught fish
- For swimming
- For picnicking and family activities
- For fish habitat
- For scenic beauty

# SIDMA Demo

## View the survey

- Find the new survey on the project page
- Click *View*
- The selected questions are displayed
- If necessary, click the *View in MS Word friendly format* link to access a page that can more easily be copied and pasted into a Word document
- Note the *Specific Constraints of Practices* section
  - This is how the subset of options selected from *Practices to Improve Water Quality* are presented in more depth

### Specific Constraints of Practices

**No-Till:** Planting seed into narrow tilled strips in soil previously untilled by full-width inversion implements to reduce soil erosion.

1. How familiar are you with this practice?

- Not relevant
- Never heard of it
- Somewhat familiar with it
- Know how to use it; not using it
- Currently use it

2. If the practice is not relevant, please explain why.

3. Are you willing to try this practice?

- Yes or already do
- Maybe
- No

*How much do the following factors limit your ability to implement this practice?*

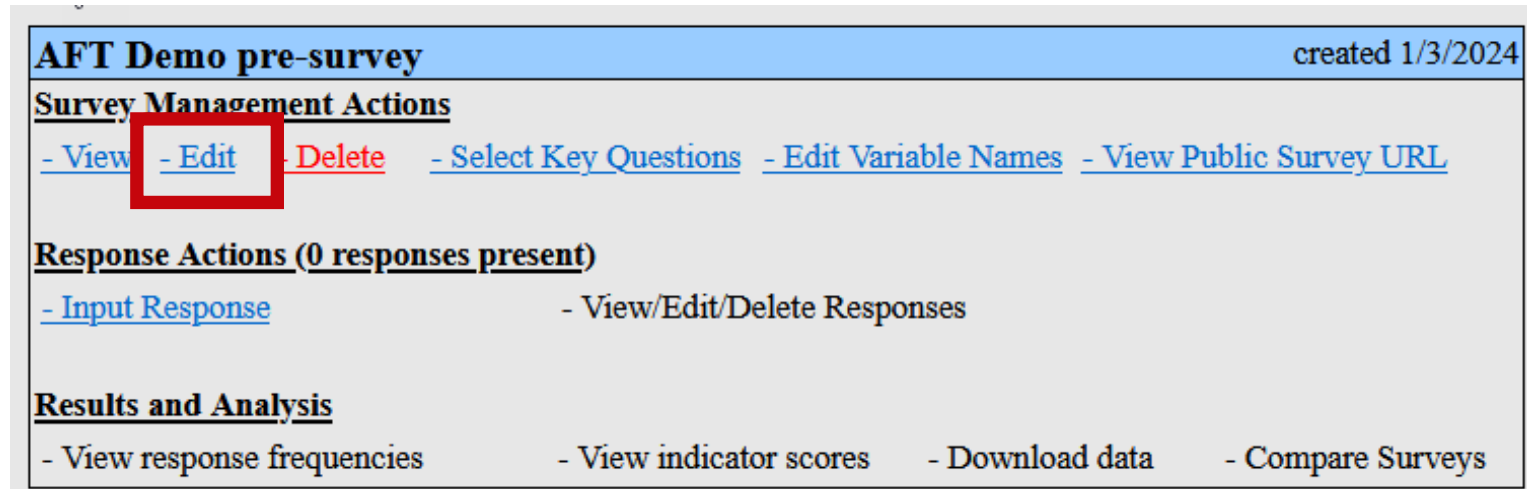
	Not at all	A little	Some	A lot	Don't Know
4. Don't know how to do it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Time required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The features of my property make it difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Insufficient proof of water quality benefit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Desire to keep things the way they are	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Hard to use with my farming system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Lack of equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# SIDMA Demo

## Edit the survey

- Click *Edit* under the survey management actions



The screenshot displays the SIDMA interface for a survey titled "AFT Demo pre-survey", which was created on 1/3/2024. The interface is organized into three main sections: "Survey Management Actions", "Response Actions (0 responses present)", and "Results and Analysis".

**Survey Management Actions**

- [View](#)
- [Edit](#) (highlighted with a red box)
- [Delete](#)
- [Select Key Questions](#)
- [Edit Variable Names](#)
- [View Public Survey URL](#)

**Response Actions (0 responses present)**

- [Input Response](#)
- [View/Edit/Delete Responses](#)

**Results and Analysis**

- [View response frequencies](#)
- [View indicator scores](#)
- [Download data](#)
- [Compare Surveys](#)

# SIDMA Demo

## Edit the survey

- Click *Edit* under the survey management actions
- As long no responses have been submitted, the survey can be edited

Survey Name:

Filter questions by:

### Rating of Water Quality

[Add/edit/remove custom questions](#)

*This category is strongly encouraged as a collection of "warm-up" questions. It prompts respondents' thinking about water quality issues and orients them to the subject matter. These questions also measure your target audience's awareness of water quality problems in your watershed.*

*Overall, how would you rate the quality of the water in your area?*

	Poor	Okay	Good	Don't Know
<input checked="" type="checkbox"/> 1. For canoeing / kayaking / other boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 2. For eating locally caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 3. For swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 4. For picnicking and family activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 5. For fish habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 6. For scenic beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# SIDMA Demo

## Edit the survey

- Click *Edit* under the survey management actions
- As long no responses have been submitted, the survey can be edited
- Click the *Add/edit/remove custom questions* link to edit the questions in the relevant section further

Survey Name:

Filter questions by:

### Rating of Water Quality

[Add/edit/remove custom questions](#)

*This category is strongly encouraged as a collection of "warm-up" questions. It prompts respondents thinking about water quality issues and orients them to the subject matter. These questions also measure your target audience's awareness of water quality problems in your watershed.*

*Overall, how would you rate the quality of the water in your area?*

	Poor	Okay	Good	Don't Know
<input checked="" type="checkbox"/> 1. For canoeing / kayaking / other boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 2. For eating locally caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 3. For swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 4. For picnicking and family activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 5. For fish habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 6. For scenic beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# SIDMA Demo

## Custom questions

- Custom questions can be added one section (e.g. Rating of Water Quality) at a time
- Users can add a question to an existing table of questions

## AFT Demo pre-survey - Custom Edits

*Make your edits and click the 'Save Edits' button below.*

*Note: your custom questions will only be visible on this page, the 'View' survey page, and the 'Input Response' page.*

Category Name: **Rating of Water Quality**

Table Header:	Overall, how would you rate the quality of the water in your area?
Likert Text (' ' delimited):	Poor Okay Good Don't Know
Likert Values (' ' delimited):	1 2 3 9
Questions and audience:	
1.	For canoeing / kayaking / other boating
2.	For eating locally caught fish
3.	For swimming
4.	For picnicking and family activities
5.	For fish habitat
6.	For scenic beauty
<input type="button" value="Add Question to Table"/>	

# SIDMA Demo

## Custom questions

- Custom questions can be added one section (e.g., Rating of Water Quality) at a time
- Users can add a question to an existing table of questions, add a new table, or a new block of direct questions (i.e., not organized into a table)

## AFT Demo pre-survey - Custom Edits

*Make your edits and click the 'Save Edits' button below.*

*Note: your custom questions will only be visible on this page, the 'View' survey page, and the 'Input Response' page.*

Category Name: **Rating of Water Quality**

Table Header:	Overall, how would you rate the quality of the water in your area?
Likert Text (' ' delimited):	Poor Okay Good Don't Know
Likert Values (' ' delimited):	1 2 3 9
Questions and audience:	
1.	For canoeing / kayaking / other boating
2.	For eating locally caught fish
3.	For swimming
4.	For picnicking and family activities
5.	For fish habitat
6.	For scenic beauty
<input type="button" value="Add Question to Table"/>	

# SIDMA Demo

## Custom questions

- Custom questions can be added one section (e.g., Rating of Water Quality) at a time
- Users can add a question to an existing table of questions, add a new table, or a new block of direct questions (i.e., not organized into a table)

Delete Table

Table Header:

Likert Text ('|' delimited):

Likert Values ('|' delimited):

Questions and audience:

Delete 1

Delete 2

Delete 3

Delete 4

Add Question to Table

Add a Table

Add a Question Block

Save Edits



# SIDMA Demo

## Custom questions

- Custom questions can be added one section (e.g., Rating of Water Quality) at a time
- Users can add a question to an existing table of questions, add a new table, or a new block of direct questions (i.e., not organized into a table)
- Go back to the project page and click *View* under the survey management actions to see the newly added questions

### Rating of Water Quality

*Overall, how would you rate the quality of the water in your area?*

	Poor	Okay	Good	Don't Know
1. For canoeing / kayaking / other boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. For eating locally caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. For swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. For picnicking and family activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. For fish habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. For scenic beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*How would you rate the quality of the water for each of the following -*

	Poor	Okay	Good	Do not Know
1. Red Cedar River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Lake Lansing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Maple River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The Looking Glass River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# SIDMA Demo

## Key questions

- Use the *Select Key Questions* option to define the most important questions in selected categories
- These selections are utilized in the indicator score calculations
- You can select all the applicable questions if desired

**AFT Demo pre-survey** created 1/3/2024

**Survey Management Actions**

[- View](#) [- Edit](#) [- Delete](#) **[- Select Key Questions](#)** [- Edit Variable Names](#) [- View Public Survey URL](#)

**Response Actions (0 responses present)**

[- Input Response](#) [- View/Edit/Delete Responses](#)

**Results and Analysis**

[- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)

### AFT Demo pre-survey

#### Water Impairments

Below is a list of water pollutants and conditions that are generally present in water bodies to some extent. The pollutants and conditions become a problem when present in excessive amounts. In your opinion, how much of a problem are the following water impairments in your area?

	Not a Problem	Slight Problem	Moderate Problem	Severe Problem	Don't Know
<input checked="" type="checkbox"/> 1. Sedimentation (dirt and soil) in the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 2. Nitrogen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 3. Phosphorus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 4. Bacteria and viruses in the water (such as E.coli / coliform)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 5. Trash or debris in the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> 6. Salt / TDS / Chlorides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 7. Heavy metals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 8. Algae in the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> 9. Not enough oxygen in the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# SIDMA Demo

## Public survey URL

- If your survey will be distributed online, you can use the *View Public Survey URL* option to view a passcode protected option that limits spamming potential
- Alternatively, survey responses can be input manually with the *Input Response* option

**AFT Demo pre-survey** created 1/3/2024

Survey Management Actions

[- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) [- Edit Variable Names](#) [- View Public Survey URL](#)

Response Actions (0 responses present)

[- Input Response](#) [- View/Edit/Delete Responses](#)

Results and Analysis

[- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)

**Distribute this URL to potential respondents:**

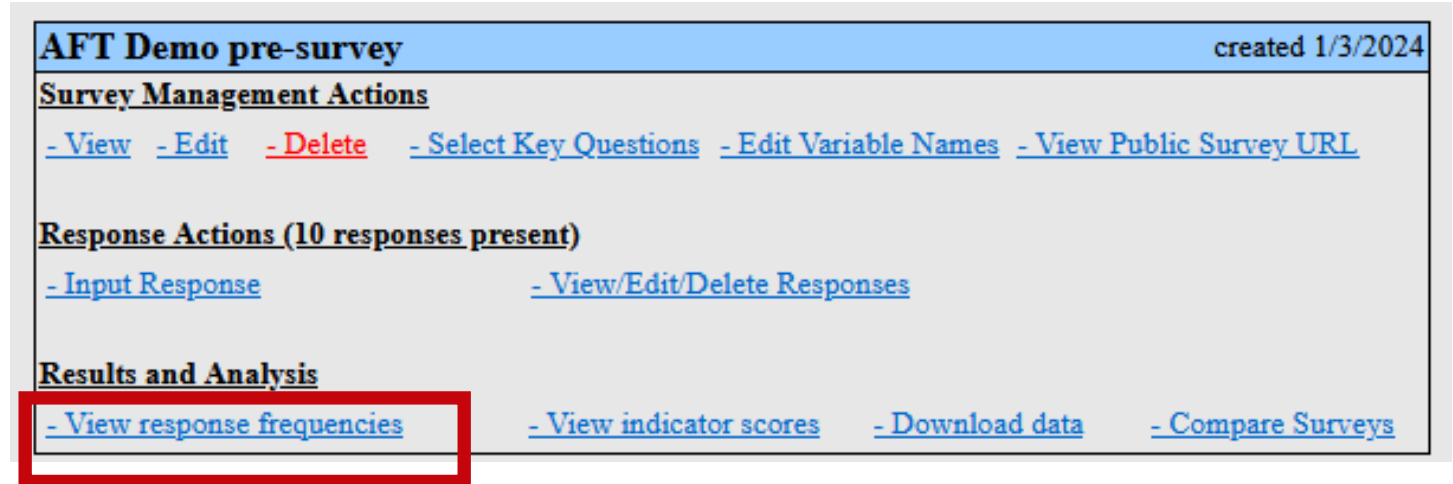
`https://iwr.msu.edu/sidma/Survey/InputSurvey.aspx?  
SurveyID=787&Passcode=7acc6d35-49e6-4b9f-85df-  
fb410c4cdf2b`

Close

# SIDMA Demo

## View Response Data

- When responses have been submitted, you can view frequency data



**AFT Demo pre-survey** created 1/3/2024

**Survey Management Actions**  
[- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) [- Edit Variable Names](#) [- View Public Survey URL](#)

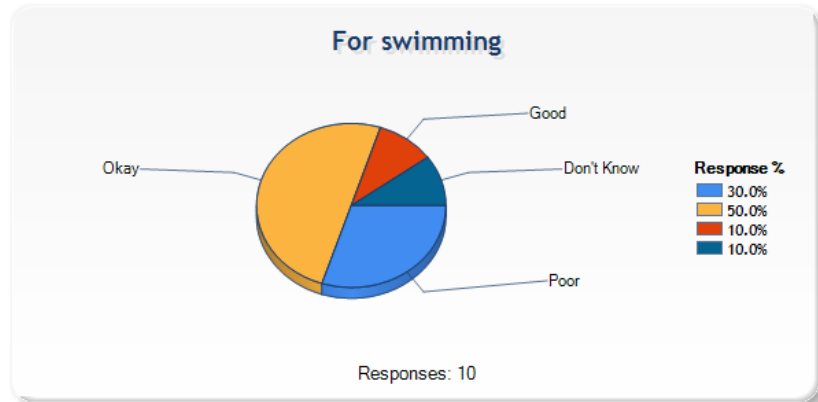
**Response Actions (10 responses present)**  
[- Input Response](#) [- View/Edit/Delete Responses](#)

**Results and Analysis**  
[- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)

# SIDMA Demo

## View Response Data

- When responses have been submitted, you can view frequency data
- Tables can be sorted by clicking on arrows
- View graphs by clicking on question text



### Survey Response Frequencies

Tabular results can be sorted by clicking on the appropriate arrow. Chart results can be viewed for each question by clicking on its text. The numeric values used in calculating mean and standard deviations are presented in parentheses. 'Total Responses' refers to the number of users that provided an answer to a particular question. 'Valid Responses' refers to the number of users that provided an answer that was not "Don't Know" or "Not Relevant."

### AFT Demo pre-survey

#### Rating of Water Quality

Overall, how would you rate the quality of the water in your area?

Question # ↓↑	Poor (1) ↓↑	Okay (2) ↓↑	Good (3) ↓↑	Don't Know (9) ↓↑	Mean ↓↑ (SD) ↓↑	Valid Responses ↓↑ / Total Responses ↓↑
1. For canoeing / kayaking / other boating	20	40	40	0	2.2 (0.79)	10 / 10
2. For eating locally caught fish	30	50	20	0	1.9 (0.74)	10 / 10
3. For swimming	30	50	10	10	1.78 (0.67)	9 / 10
4. For picnicking and family activities	50	30	10	10	1.56 (0.73)	9 / 10
5. For fish habitat	50	20	20	10	1.67 (0.87)	9 / 10
6. For scenic beauty	50	20	30	0	1.8 (0.92)	10 / 10

# SIDMA Demo

## View Indicator Scores

- When responses have been submitted and key questions identified, you can view indicator scores

**AFT Demo pre-survey** created 1/3/2024

**Survey Management Actions**  
[- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) [- Edit Variable Names](#) [- View Public Survey URL](#)

**Response Actions (10 responses present)**  
[- Input Response](#) [- View/Edit/Delete Responses](#)

**Results and Analysis**  
[- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)



# SIDMA Demo

## View Indicator Scores

- When responses have been submitted and key questions identified, you can view indicator scores
- Click on the indicator text to see how it was calculated

**Indicator 1.2:** Awareness of types of pollutants impairing waterways

**Water Impairments**

*Below is a list of water pollutants and conditions that are generally present in water bodies to some extent. The pollutants and conditions become a problem when present in excessive amounts. In your opinion, how much of a problem are the following water impairments in your area?*

	Not a Problem	Slight Problem	Moderate Problem	Severe Problem	Don't Know
Original value:	1	2	3	4	9
Indicator re-coding:	1	1.5	2	2	0

Total Responses = total number of responses to questions in this category.

Valid Responses = number of non-"Don't Know" responses

Mean = sum of re-coded response values divided by valid responses

SD = standard deviation of re-coded values from valid responses

### Indicator Score Differences

The results below represent the scores (Mean) for the particular survey on various social indicators.

Click on the indicator name to see how that particular indicator is calculated.

"N/A" values are displayed when an indicator could not be calculated, either due to the survey lacking the questions that contribute to that indicator or because no responses are present for those questions.

Note: the Awareness indicators are only calculated only calculated on questions that have been identified as "Key Questions" by the user [here](#).

### AFT Demo pre-survey

AWARENESS						
Ind. #	Indicator	Mean	SD	Valid Responses	Total Responses	View Graph
1.1	<a href="#">Awareness of consequences of pollutants to water quality</a> (value range 1-2, less aware - more aware)	1.39	0.39	76	80	<a href="#">Bar graph</a>
1.2	<a href="#">Awareness of types of pollutants impairing waterways</a> (value range 1-2, less aware - more aware)	1.38	0.43	49	50	<a href="#">Bar graph</a>
1.3	<a href="#">Awareness of sources of pollutants impairing waterways</a> (value range 1-2, less aware - more aware)	1.4	0.41	101	109	<a href="#">Bar graph</a>
1.4	<a href="#">Awareness of appropriate practices to improve water quality</a> (value range 1-2, less aware - more aware)	1.39	0.41	147	159	<a href="#">Bar graph</a>

ATTITUDES						
Ind. #	Indicator	Mean	SD	Valid Responses	Total Responses	View Graph
2.1	<a href="#">General water-quality-related attitudes</a> (value range 1-5, less positive - more positive)	2.07	1.23	90	90	<a href="#">Bar graph</a>
2.2	<a href="#">Willingness to take action to improve water quality</a> (value range 1-2, less positive - more positive)	1.25	0.41	20	20	<a href="#">Bar graph</a>

# SIDMA Demo

## Download Data

- When responses have been submitted, you can download the data for offline analysis

**AFT Demo pre-survey** created 1/3/2024

**Survey Management Actions**

[- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) [- Edit Variable Names](#) [- View Public Survey URL](#)

**Response Actions (10 responses present)**

[- Input Response](#) [- View/Edit/Delete Responses](#)

**Results and Analysis**

[- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)

### AFT Demo pre-survey

The textbox below contains the tab-delimited response data for this survey. The first row contains column headers, including the variable names for each question and, where applicable, checkbox item. To view the data in a spreadsheet application follow these steps:

1. Press the 'Select Data' button below
2. Copy the selected data by pressing 'Ctl-C' on your keyboard or right-clicking on the selected data and clicking 'Copy'
3. Open a text editor
4. Paste the data into the editor by pressing 'Ctl-V' or right-clicking and selecting 'Paste'
5. Save the text file to your computer
6. Open the text file in your spreadsheet application, specifying the data as tab delimited

Select Data

ResponseID	TimeStamp	WQBOAT	WQEATFISH	WQSWIM	WQFAM	WQHABITAT		
1	1/3/2024 5:23:18 PM	3	1	2	3	2	3	2
2	1/3/2024 5:33:18 PM	2	2	1	1	2	2	1
3	1/3/2024 5:44:14 PM	3	2	2	1	1	1	2
4	1/4/2024 11:50:47 AM	2	2	2	2	1	1	2
5	1/4/2024 11:54:30 AM	1	1	1	1	3	1	2
6	1/4/2024 12:05:09 PM	1	1	1	1	1	1	2
7	1/4/2024 12:08:28 PM	3	3	3	2	3	3	2
8	1/4/2024 12:11:36 PM	2	2	2	1	1	2	2
9	1/4/2024 12:18:18 PM	3	3	9	9	9	3	3

# SIDMA Demo

## Download Data

- When responses have been submitted, you can download the data for offline analysis
- The variable names can be viewed and edited by clicking on the *Edit Variable Names* option

**AFT Demo pre-survey** created 1/3/2024

**Survey Management Actions**

[- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) **[- Edit Variable Names](#)** [- View Public Survey URL](#)

**Response Actions**

[- Input Response](#)

**Results and Analysis**

[- View response frequency](#)

**AFT Demo pre-survey**

This page allows you to view the variable names associated with the questions on the survey, and edit the variable names of custom questions added to the survey. Variable names are utilized to organize survey responses when downloaded through the 'Download' action on the survey menu of the project page.

When the survey's custom questions were added, placeholder variable names were assigned to them. These placeholder variable names were structured as follows:

**CustS** implies that the question is from a custom sub-category (e.g. a separate table or question block)

**CoreS** implies that the question is from one of SIDMA's core sub-categories (i.e. not a custom sub-category created by the user)

**CustQ** implies that the question is a custom question created by the user

**CoreQ** implies that the question is from SIDMA's core database of questions (i.e. not created by the user)

**X.Y.Z** is the unique identifier if the question with X referring the category number, Y the sub-category number, and Z the question number

**X.Y.Z-a** is the structure that uniquely identifies a checkbox variable, with 'a' referring the ordered number of the particular checkbox within the parent question's options.

Make the desired changes and press the 'Save Variable Names' button at the bottom of the page.

**Rating of Water Quality**

Overall, how would you rate the quality of the water in your area?

Variable Name	Question	Poor	Okay	Good	Don't Know
WQBOAT	1. For canoeing / kayaking / other boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WQEATFISH	2. For eating locally caught fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WQSWIM	3. For swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WQFAM	4. For picnicking and family activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WQHABITAT	5. For fish habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WQBEAUTY	6. For scenic beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

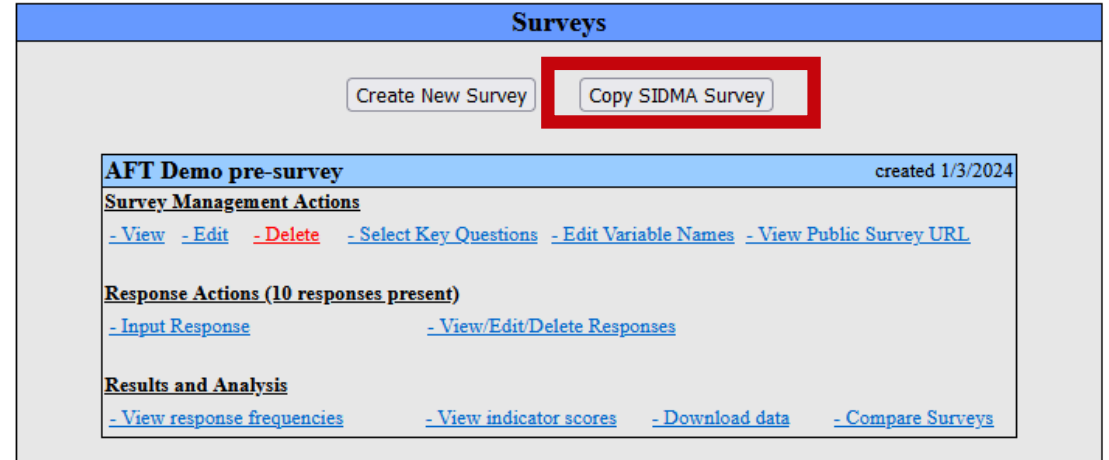
How would you rate the quality of the water for each of the following -

Variable Name	Question	Poor	Okay	Good	Do not Know
CustSCustQ1.1.1	1. Red Cedar River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CustSCustQ1.1.2	2. Lake Lansing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CustSCustQ1.1.3	3. Maple River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CustSCustQ1.1.4	4. The Looking Glass River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

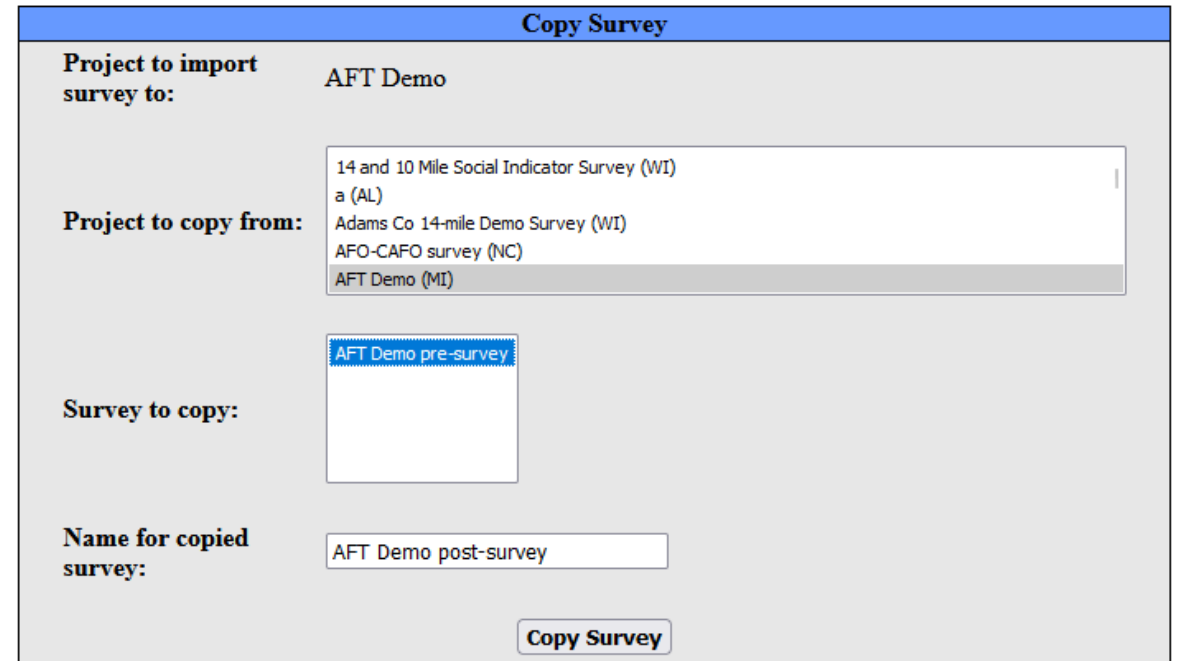
# SIDMA Demo

## Set up a post survey

- After an outreach/implementation project is complete, use the *Copy SIDMA Survey* button to create a post survey
- You can copy a survey from any SIDMA project
- Useful approach for creating template survey utilized in multiple projects



The screenshot shows the 'Surveys' management interface. At the top, there are two buttons: 'Create New Survey' and 'Copy SIDMA Survey', with the latter highlighted by a red rectangular box. Below the buttons, a survey entry for 'AFT Demo pre-survey' is displayed, including creation date (1/3/2024) and various management actions like View, Edit, Delete, and View Public Survey URL.



The screenshot shows the 'Copy Survey' form. It includes fields for 'Project to import survey to:' (AFT Demo), 'Project to copy from:' (a dropdown menu with 'AFT Demo (MI)' selected), 'Survey to copy:' (a dropdown menu with 'AFT Demo pre-survey' selected), and 'Name for copied survey:' (AFT Demo post-survey). A 'Copy Survey' button is located at the bottom right of the form.

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# SIDMA Demo

## Set up a post survey

- After an outreach/implementation project is complete, use the *Copy SIDMA Survey* button to create a post survey
- You can copy a survey from any SIDMA project
- Useful approach for creating a template survey utilized in multiple projects
- Copies selected questions, custom questions, key question selections, and variable names, but not responses

The screenshot displays the 'Surveys' management interface. At the top, there are two buttons: 'Create New Survey' and 'Copy SIDMA Survey'. Below this, two survey entries are listed:

- AFT Demo post-survey** (created 1/3/2024)
  - Survey Management Actions:** [- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) [- Edit Variable Names](#) [- View Public Survey URL](#)
  - Response Actions (0 responses present):** [- Input Response](#) [- View/Edit/Delete Responses](#)
  - Results and Analysis:** [- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)
- AFT Demo pre-survey** (created 1/3/2024)
  - Survey Management Actions:** [- View](#) [- Edit](#) [- Delete](#) [- Select Key Questions](#) [- Edit Variable Names](#) [- View Public Survey URL](#)
  - Response Actions (10 responses present):** [- Input Response](#) [- View/Edit/Delete Responses](#)
  - Results and Analysis:** [- View response frequencies](#) [- View indicator scores](#) [- Download data](#) [- Compare Surveys](#)

# SIDMA Demo

## Compare surveys

- After post survey responses are recorded, response frequencies and indicator scores can be compared

The screenshot displays two survey cards in a list. The top card is titled "AFT Demo post-survey" and was created on 1/3/2024. It features three main sections: "Survey Management Actions" with links for View, Edit, Delete, Select Key Questions, Edit Variable Names, and View Public Survey URL; "Response Actions (10 responses present)" with links for Input Response and View/Edit/Delete Responses; and "Results and Analysis" with links for View response frequencies, View indicator scores, Download data, and Compare Surveys. The "Compare Surveys" link is highlighted with a red rectangular box. The bottom card is titled "AFT Demo pre-survey" and was also created on 1/3/2024. It has the same structure as the post-survey card, but the "Compare Surveys" link is not highlighted.



# SIDMA Demo

## Compare surveys

- After post survey responses are recorded, response frequencies and indicator scores can be compared

### Select Surveys to Compare

#### Survey 1

**Survey 1 Project:** 14 and 10 Mile Social Indicator Survey (WI)  
a (AL)  
Adams Co 14-mile Demo Survey (WI)  
AFO-CAFO survey (NC)  
AFT Demo (MI)

**Survey 1:** AFT Demo post-survey  
AFT Demo pre-survey

#### Survey 2

**Survey 2 Project:** 14 and 10 Mile Social Indicator Survey (WI)  
a (AL)  
Adams Co 14-mile Demo Survey (WI)  
AFO-CAFO survey (NC)  
AFT Demo (MI)

**Survey 2:** AFT Demo post-survey  
AFT Demo pre-survey

# SIDMA Demo

## Compare surveys

- After post survey responses are recorded, response frequencies and indicator scores can be compared
- In this example, positive values reflect higher scores on the post survey

### Survey Response Differences

The results below represent the differences in response frequencies and statistics on questions common to the two surveys. They were calculated by subtracting the frequency percentage or statistic from AFT Demo pre-survey from the corresponding value in AFT Demo post-survey. For example, a negative frequency percentage means that more respondents selected the particular option on AFT Demo pre-survey than on AFT Demo post-survey. Conversely, a positive value for Total Response Count means that, for a particular question, more respondents provided an answer on AFT Demo post-survey than on AFT Demo pre-survey.

Tabular results can be sorted by clicking on the appropriate arrow. Charts of difference can be viewed for select questions by clicking on its text. The numeric values used in calculating mean and standard deviations are presented in parentheses. 'Total Responses' refers to the number of users that provided an answer to a particular question. 'Valid Responses' refers to the number of users that provided a answer that was not "Don't Know" or "Not Relevant."

(AFT Demo post-survey) - (AFT Demo pre-survey)

### Rating of Water Quality

Overall, how would you rate the quality of the water in your area?

Question # ↓↑	Poor (1) ↓↑	Okay (2) ↓↑	Good (3) ↓↑	Don't Know (9) ↓↑	Mean ↓↑ (SD) ↓↑	Valid Responses ↓↑ / Total Responses ↓↑
1. For canoeing / kayaking / other boating	-20	-20	30	10	0.6 (-0.34)	-2 / 0
2. For eating locally caught fish	-30	-10	40	N/A	0.7 (-0.22)	0 / 0
3. For swimming	-20	-20	50	-10	0.7 (0.04)	2 / 0
4. For picnicking and family activities	-40	-20	60	0	1.1 (-0.01)	0 / 0
5. For fish habitat	-50	10	50	-10	1 (-0.37)	2 / 0
6. For scenic beauty	-40	-10	30	20	0.8 (-0.17)	-4 / 0

# SIDMA Demo

## Compare surveys

- After post survey responses are recorded, response frequencies and indicator scores can be compared
- In this example, positive values reflect higher scores on the post survey
- Statistical significance is calculated for indicator scores

### Indicator Score Differences

The results below represent the differences in indicator scores and other statistics between the two surveys. They were calculated by subtracting the indicator score or statistic from AFT Demo pre-survey from the corresponding value in AFT Demo post-survey. For example, a negative Mean value for an Awareness indicator means that respondents to AFT Demo pre-survey exhibited more awareness (as measured by SIDMA) on the particular indicator than on AFT Demo post-survey. Conversely, a positive value for Total Response Count means that, for a particular indicator, more respondents of AFT Demo post-survey provided an answer to the questions that contribute to that indicator than on AFT Demo pre-survey.

The reporting of statistical significance is only applicable if the two surveys are independent of one another (i.e. randomly sampled).

Click on the indicator name to see how that particular indicator is calculated.

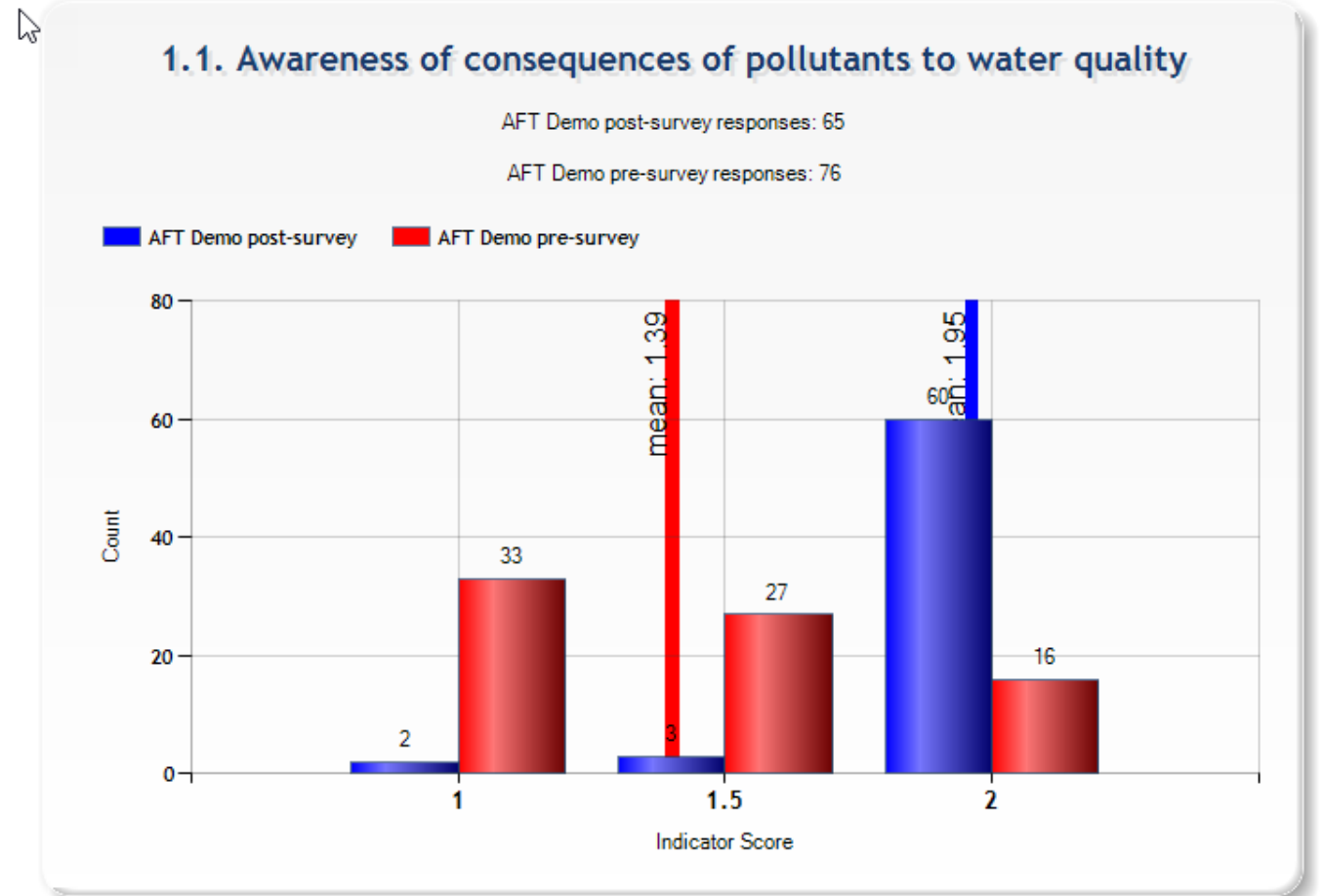
### (AFT Demo post-survey) - (AFT Demo pre-survey)

AWARENESS						
Ind. #	Indicator	Mean	SD	Valid Responses	Total Responses	Statistically Significant
1.1	<a href="#">Awareness of consequences of pollutants to water quality</a> (value range -1 to 1: more awareness on AFT Demo pre-survey to more awareness on AFT Demo post-survey)	0.56	-0.19	-11	-8	Yes <a href="#">view results</a>
1.2	<a href="#">Awareness of types of pollutants impairing waterways</a> (value range -1 to 1: more awareness on AFT Demo pre-survey to more awareness on AFT Demo post-survey)	0.51	-0.15	-7		Yes <a href="#">view results</a>
1.3	<a href="#">Awareness of sources of pollutants impairing waterways</a> (value range -1 to 1: more awareness on AFT Demo pre-survey to more awareness on AFT Demo post-survey)	0.53	-0.18	-6	1	Yes <a href="#">view results</a>
1.4	<a href="#">Awareness of appropriate practices to improve water quality</a> (value range -1 to 1: more awareness on AFT Demo pre-survey to more awareness on AFT Demo post-survey)	0.50	-0.13	10	1	Yes <a href="#">view results</a>

# SIDMA Demo

## Compare surveys

- After post survey responses are recorded, response frequencies and indicator scores can be compared
- In this example, positive values reflect higher scores on the post survey
- Statistical significance is calculated for indicator scores



Indicator scores on *AFT Demo post-survey* were significantly higher ( $M = 1.95$ ,  $SD = 0.2$ ) than scores on *AFT Demo pre-survey* ( $M = 1.39$ ,  $SD = 0.39$ ),  $t(113) = 10.8722$ ,  $p < 0.001$ .

This analysis assumes the two surveys were independent of one another.

Calculation of  $t$  used a two-tailed test and an un-pooled variance,  $F(75, 64) = 3.8025$ ,  $p < 0.001$ .

# Contact Us

For questions about **SIPES**

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For questions about **SIDMA**

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(609) 557-3017

**Thank you to AFT for the opportunity to  
share SIPES and SIDMA through their  
Outcomes Estimation Tools Training  
Webinar Series**



# Snapshot

Snap Shot of Features	SIPES/SIDMA
Scale & level of specificity	<b>Watersheds:</b> focused on measuring social indicators within watersheds, but it is not a requirement. The system can and has been used from city to statewide scales.
Outcomes	<b>Measures of progress towards improving awareness attitudes, capacity, and behaviors regarding water quality improvement:</b> SIDMA helps users utilize the SIPES method to evaluate whether planning and outreach activities improve social indicators of water quality improvement.
Conservation practices	<b>Many:</b> SIDMA surveys can include questions evaluating familiarity, willingness to adopt, and capacity to adopt a large range of agricultural and urban conservation practices. Users can also create their own questions to a survey, if a particular conservation practice isn't represented in SIDMA's databank of survey questions.
Land uses & production systems	<b>All land uses:</b> SIDMA's questions database includes items tailored for both agricultural and urban settings.
States & territories	<b>Anywhere:</b> Though many of the questions in SIDMA's databank are focused on the U.S. (e.g. Attitudes towards US EPA), there is no formal requirement that a survey be designed for a US location.
How much time, data, & skills needed to generate an outcome estimate	<b>Variable:</b> Time is needed to consider a set of project questions, develop a survey, administer the survey, and analyze/interpret. Project questions require knowledge of water quality challenges to be addressed, critical areas contributing to those problems, actors influencing those areas, and practices/actions being encouraged.
Special note	<b>SIDMA Upgrades:</b> By the end of 2024: modernizing the front end, survey import/export functions, backend updates.

# Next steps in our outcomes estimation journey

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- Join February 7 for the FAST-GHG webinar
- Fill out the 8-question (2-min) online evaluation survey
- Schedule a free “coaching” session with us
  - Email [atappross@farmland.org](mailto:atappross@farmland.org), RE: Coaching Request
- Order a free print copy of the OET Guide
  - Keyword: “AFT outcomes tools”



*Please keep in touch:  
[outcomestools@farmland.org](mailto:outcomestools@farmland.org)*