

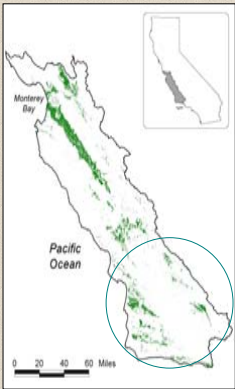


Attitudes and Actions on California's Central Coast:

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Project Location: California

Central Coast Hydrologic Region



San Luis Obispo and Santa Barbara Counties
Green represents areas of ag activity

Project Background:

2004 – Central Coast Conditional Waiver of Waste Discharge Requirements for Discharges from Irrigated Lands requires irrigated agriculture producers to:

- 1) Individually enroll in waiver,
- 2) Participate in 15 hours WQ education,
- 3) Complete a WQ management plan,
- 4) Report WQ management practices,
- 5) Participate in WQ monitoring

<http://www.waterboards.ca.gov/centralcoast/AGWaivers/documents/OrderR3-2004-0117/AgWaiver.pdf>

2030 producers took Farm WQ Short Course (a UC, NRCS, SLO/SB Coalition collaboration) designed to facilitate completion of WQ Plans
<http://waterquality.ucanr.org/>

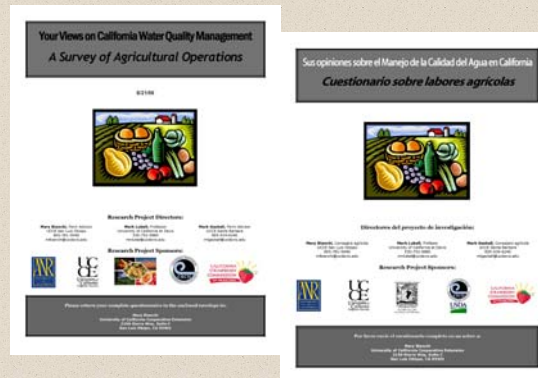
Research Objectives

Identify factors explaining producer attitudes and actions regarding water quality as influenced by education in farm water quality planning – did our six-year, 62-course collaboration change attitudes and actions?

Enhance ANR delivery of science-based watershed information – value for statewide application?

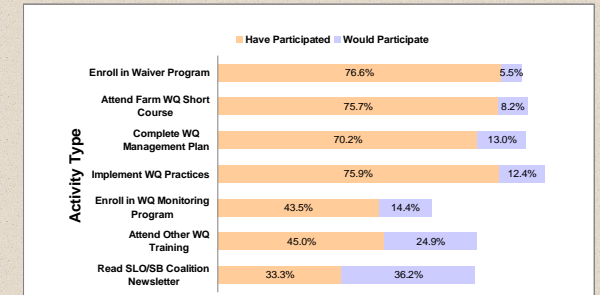
Survey Methods

- Delivered to subset of regional producers
- Delivered by mail to a total of 1750 non-Hispanic producers
- Delivered in a Spanish language workshop to 244 Hispanic producers
- Survey used standard Dillman's approach
- Response rate of 27% for non-Hispanic growers and 12% for Hispanic growers (American Association of Public Opinion Research)
- Of respondents:
 - 34% farm in Santa Barbara County
 - 54% farm in San Luis Obispo County
 - 8% farm in both counties.



Participation in WQ Management activities

Question: There are a variety of WQ management activities available to you in SLO/SB counties.



Attitudes related to Water Quality Education

Water quality education programs help me to decide which additional management practices to implement

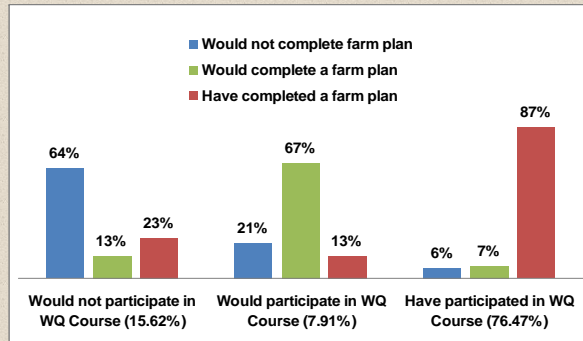
	Would Participate In WQ course	Have Participated In WQ course
Strongly Disagree	15 %	7%
Disagree	23 %	8%
Agree	54 %	62%
Strongly Agree	8%	13%

The Conditional Waiver successfully promotes the implementation of WQ management practices

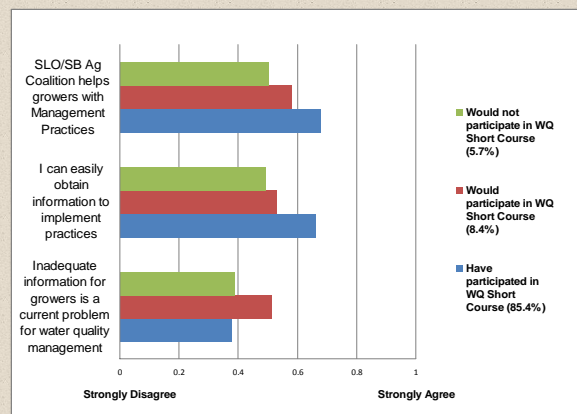
Strongly Disagree	10%	4%
Disagree	17%	10%
Agree	55%	73%
Strongly Agree	18%	13%

Evaluating Producer Responses to Water Quality Education

Participation in WQ Education Programs and Development of WQ Farm Plans

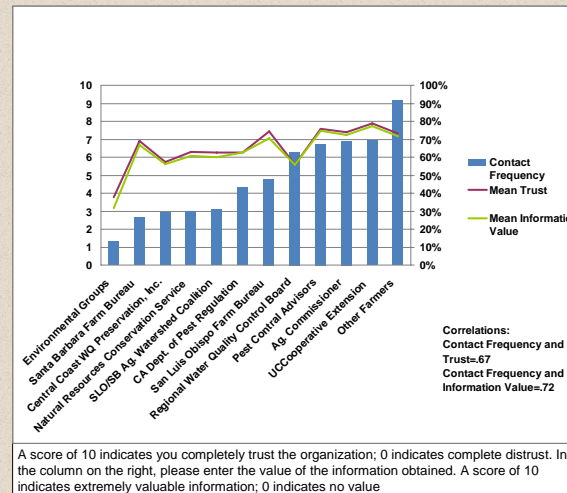


Participation in WQ Education Programs And Information Access



Trusted Sources of Information

Questions: We are interested in the extent to which you have contact with and trust in each organization and the value of the information obtained about WQ management



Results

Respondents reported:

- ✓ A high level of participation in the required elements of the Conditional Waiver, including education and WQ practices planning
- ✓ Education programs have been effective in increasing the quality and availability of information about management practice implementation
- ✓ WQ education helps with management practices decisions

Results, cont.

✓ Participation in WQ education resulted in a significant increase in farm WQ plan completion (87% of education participants versus 23% of those who would not participate in a WQ short course)

✓ Producers contact each other frequently about water quality but do not value the information they received any more highly than any other group

✓ UC ANR Cooperative Extension is the most trusted source of water quality information.

✓ The Central Coast Regional Board was contacted and provided trusted information, compared to results from a sister project in California's Sacramento Valley

Next Steps

Correlate education and farm plan completion with reported implementation of on-farm WQ management practices

Acknowledgements

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