



Agricultural and Resource Policy Report

Colorado
State
University

Department of Agricultural and Resource Economics, Fort Collins, CO 80523-1172

February 2000-APR 00-06

Materials used for the 1999 survey of Colorado Professionals' Concerns, Abilities, and Needs for Land Use Planning

By Andrew Seidl¹

"Colorado State University-Cooperative Extension, Colorado State Forest Service and American Farmland Trust collaborated on this skills, abilities and needs assessment of Colorado agriculture and natural resource management professionals."

"822 six-page surveys were mailed and an overall return rate of 67% was achieved."

In the spring of 1999, a skills, abilities and needs assessment of Colorado professionals with agriculture and natural resource managing responsibilities was undertaken. Ultimately, 822 six-page surveys were mailed and the Dillman (1978) method was followed with one adaptation. An overall return rate of 67% (550 usable surveys) was reached employing the common adaptation of the inclusion of a \$1 courtesy incentive for completion of the survey in the first mailing to all recipients except Extension personnel. The first mailing (introductory letter, survey, and \$1) was followed by a postcard reminder to nonrespondents after 2-3 weeks, which was followed by a second survey mailing (reminder letter, and survey) to remaining nonrespondents after 2-3 additional weeks. Two clear "protest" surveys were received and 16 surveys were returned as "undeliverable."

This document contains two of the three letters and the needs assessment mail survey used in the 1999 survey of Colorado Professionals' concerns, abilities and needs for land use planning. The results of this survey can be found in APR00-03, APR00-04, and APR00-05. It is hoped that providing these documents will help extension personnel and other professionals to engage in successful survey efforts in the future.

The Colorado State Forest Service, American Farmland Trust and Colorado State University Cooperative Extension enabled this study. Substantial time and effort in crafting the survey instrument, mailing list and in reviewing the results were expended by the following individuals: Phil Schwolert, Jeff Jones, Martha Sullins, Bob Hamblen, Elizabeth Garner, Sheila Knop, and Dennis Lamm. Administrative support was provided by Jessica Wells and by a number of students and staff in the CSU-Department of Agricultural and Resource Economics. The author is indebted to these individuals and institutions for their support of this project. However, as usual, all errors of interpretation and omission remain mine.

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Initial Letter (not Extension personnel)

Dear Colorado Agriculture or Natural Resource Professional:

Land (and other natural resource) use and planning pose particular challenges to the people and communities of Colorado. Communities, particularly in rural or formerly rural areas, are facing changing demographics, values, and demands on their human and natural resources. Recent research shows that growth, budgetary concerns and economic development needs are the most pressing county-level issues in Colorado. Land use issues and increasing demands on social services, particularly for aging and immigrant resident populations, were shown to be the most challenging growth concerns facing Colorado counties.

Tools and strategies exist for communities to plan for and guide their futures. A variety of educationally-oriented public and private, state, federal, and local agencies might provide training, insight or information to their clientele or constituencies regarding the tools and strategies available to them. In this survey, Cooperative Extension at Colorado State University in cooperation with the Colorado State Forest Service and American Farmland Trust is polling individuals, like you, whose professional responsibilities might include expertise in the broad area of resource use planning. We are hoping to estimate current abilities, skills, needs, and desires and to develop educational programming using preferred delivery methods and locations. We strive to provide the people of Colorado with useful and objective information in a timely manner. We need your help in understanding whether, how, what, where, and when we should gather expertise and provide programming in this area.

Please take about 15 minutes of your time within the next week to provide us with your thoughts. We recognize your time is valuable and have enclosed a one dollar bill as a token of our appreciation for your participation in this survey. There are no correct or incorrect answers. Your responses are voluntary and will be kept in strict confidence, reported only in conjunction with many other individual responses. If you have any questions, please feel free to contact me at any of the addresses listed below.

Thank you for helping us to provide superior service, education, and training programs for the people of Colorado.

Sincerely,
Andrew F. Seidl

Follow-up letter (3rd mailing)

Dear Colorado Agriculture or Natural Resource Professional:

A few weeks ago, I sent you a survey addressing the broad area of community resource use and planning. When I didn't receive a response from you, I sent you a reminder postcard. Now, I make a final request for you to spend a few minutes of your time to help me in this information gathering effort. In this survey, we are hoping to estimate current abilities, skills, needs, and desires and to develop educational programming using preferred delivery methods and locations. We strive to provide the people of Colorado with useful and objective information in a timely manner. We need your help in understanding whether, how, what, where, and when we should gather expertise and provide programming in this area.

Please take about 15 minutes of your time within the next week to provide us with your thoughts. There are no correct or incorrect answers. Your responses are voluntary and will be kept in strict confidence, reported only in conjunction with many other individual responses. If you have any questions, please feel free to contact me at any of the addresses listed below.

Thank you for helping us to provide superior service, education, and training programs for the people of Colorado.

Sincerely,
Andrew F. Seidl

**Survey instrument: Natural Resource Use & Planning:
Skills, Abilities and Needs Assessment Survey**

We are interested in understanding the current state of knowledge, the perceived need for training, and attitudes toward natural resource use, planning and management in order to design effective programs and to estimate potential participation. You have been selected as a leader in your organization, agency or association or an individual with professional responsibilities in this area. As a result, we ask you to respond for yourself, or preferably, if you are in a position to speak for your office or unit (e.g., county extension office, regional RC&D office), please do so.

(1) I will respond for myself, OR on behalf of my office or unit (please circle one).

CONCERNS: We are interested in information about your degree of concern over particular issues potentially affecting you, your neighbors, community, region and/or state. Please respond to the following statements based upon either your or your office's current perspective. Respond by circling the number that most closely reflects that position (e.g., 1= not concerned; 7=very concerned).

How concerned are your clientele about...					Not concerned ...	Very concerned
(2)	Rural/Urban sprawl.	.	.	.	1	2 3 4 5 6 7
(3)	Agricultural profitability	1	2 3 4 5 6 7
(4)	Land speculation	1	2 3 4 5 6 7
(5)	Agricultural land conversion	1	2 3 4 5 6 7
(6)	Forest land conversion	1	2 3 4 5 6 7
(7)	Wildlife habitat conversion	1	2 3 4 5 6 7
(8)	Multi-jurisdictional planning	1	2 3 4 5 6 7
(9)	Public finance (e.g. roads, schools)	.	.	.	1	2 3 4 5 6 7
(10)	Open space preservation.	.	.	.	1	2 3 4 5 6 7
(11)	Affordable housing (e.g. for seniors or immigrants)	.	.	.	1	2 3 4 5 6 7
(12)	Preservation of public outdoor recreation.	.	.	.	1	2 3 4 5 6 7
(13)	Large lot, low density development	1	2 3 4 5 6 7
(14)	Air quality	1	2 3 4 5 6 7
(15)	Water quality	1	2 3 4 5 6 7
(16)	Water quantity	1	2 3 4 5 6 7
(17)	Preservation of the "rural lifestyle"	.	.	.	1	2 3 4 5 6 7

KNOWLEDGE, ABILITIES & SKILLS: We are interested in information about your current level of knowledge, abilities and skill regarding the tools of land and other natural resource management currently available to individuals and communities. Please respond to the following statements based upon your or your office's perspective by circling the number that most closely reflects that position (e.g., 1=no knowledge; 7=expert knowledge).

How knowledgeable are you (is your office) about...	No knowledge ...	Expert knowledge
(18) Strategic planning	1	2 3 4 5 6 7
(19) Land purchases	1	2 3 4 5 6 7
(20) Purchase of development rights (PDR)	1	2 3 4 5 6 7
(21) Land banking	1	2 3 4 5 6 7
(22) Zoning (e.g., agricultural, performance, subdivision).	1	2 3 4 5 6 7
(23) Cluster development	1	2 3 4 5 6 7
(24) Planned unit development (PUD)	1	2 3 4 5 6 7
(25) Capital improvement programming (CIP)	1	2 3 4 5 6 7
(26) Impact fees and exactions	1	2 3 4 5 6 7
(27) Development timing (phased)	1	2 3 4 5 6 7
(28) Cooperative agreements (e.g., tax-base sharing)	1	2 3 4 5 6 7
(29) Environmental impact assessment (EIS)	1	2 3 4 5 6 7
(30) Moratoria	1	2 3 4 5 6 7
(31) Tax credits	1	2 3 4 5 6 7
(32) Special designations	1	2 3 4 5 6 7
(33) "Bargain" land sales	1	2 3 4 5 6 7
(34) Conservation easements	1	2 3 4 5 6 7
(35) Transferable development rights (TDR)	1	2 3 4 5 6 7
(36) Land trusts	1	2 3 4 5 6 7
(37) Water banking/trusts	1	2 3 4 5 6 7
(38) Housing land trusts	1	2 3 4 5 6 7
(39) Outright donations of property	1	2 3 4 5 6 7
(40) Innovative private-public partnerships	1	2 3 4 5 6 7
(41) Holistic framing of public issues	1	2 3 4 5 6 7
(42) Civic participation and dialogue approaches	1	2 3 4 5 6 7
(43) Multi-jurisdictional or regional planning approaches	1	2 3 4 5 6 7
(44) Overall land and other natural resource management tools	1	2 3 4 5 6 7

INTEREST: We are interested in understanding your degree of interest in participating in educational programming or in receiving prepared materials of these topical areas in view of your current level of skill, abilities and knowledge. Please respond to the following statements based upon your or your office's current perspective. Respond by circling the number that most closely reflects that position (e.g., 1=not interested; 7=very interested).

How interested are you (is your office) in an educational program or materials on...

					Not interested ... Very interested								
(45)	Strategic planning	1	2	3	4	5	6	7
(46)	Land purchases	1	2	3	4	5	6	7
(47)	Purchase of development rights (PDR)	1	2	3	4	5	6	7
(48)	Land banking	1	2	3	4	5	6	7
(49)	Zoning (e.g., agricultural, performance, subdivision).	1	2	3	4	5	6	7
(50)	Cluster development	1	2	3	4	5	6	7
(51)	Planned unit development (PUD)	1	2	3	4	5	6	7
(52)	Capital improvement programming (CIP)	1	2	3	4	5	6	7
(53)	Impact fees and exactions	1	2	3	4	5	6	7
(54)	Development timing (phased)	1	2	3	4	5	6	7
(55)	Cooperative agreements (e.g., tax-base sharing)	1	2	3	4	5	6	7
(56)	Environmental impact assessment (EIS)	1	2	3	4	5	6	7
(57)	Moratoria	1	2	3	4	5	6	7
(58)	Tax credits	1	2	3	4	5	6	7
(59)	Special designations	1	2	3	4	5	6	7
(60)	"Bargain" land sales	1	2	3	4	5	6	7
(61)	Conservation easements	1	2	3	4	5	6	7
(62)	Transferable development rights (TDR)	1	2	3	4	5	6	7
(63)	Land trusts	1	2	3	4	5	6	7
(64)	Water banking/trusts	1	2	3	4	5	6	7
(65)	Housing land trusts	1	2	3	4	5	6	7
(66)	Outright donations of property	1	2	3	4	5	6	7
(67)	Innovative private-public partnerships	1	2	3	4	5	6	7
(68)	Holistic framing of public issues	1	2	3	4	5	6	7
(69)	Civic participation and dialogue approaches	1	2	3	4	5	6	7
(70)	Multi-jurisdictional or regional planning approaches	1	2	3	4	5	6	7
(71)	Overall land and other natural resource management tools.	1	2	3	4	5	6	7

EDUCATIONAL PREFERENCES: We are interested in how you prefer to receive educational information. Please respond to each of the following statements based upon either your or your office's preferences. Respond by circling the number that most closely reflects that position (e.g., 1=not likely to use; 7=very likely to use).

How likely are you to use the following types of information?		Not likely...Very likely						
(72)	Fact sheets.	1	2	3	4	5	6	7
(73)	Formal course work	1	2	3	4	5	6	7
(74)	Workshops and field days	1	2	3	4	5	6	7
(75)	Professional meetings	1	2	3	4	5	6	7
(76)	World Wide Web or Internet	1	2	3	4	5	6	7
(77)	Radio	1	2	3	4	5	6	7
(78)	Television	1	2	3	4	5	6	7
(79)	Telephone	1	2	3	4	5	6	7
(80)	Popular press	1	2	3	4	5	6	7
(81)	Professional publications	1	2	3	4	5	6	7
(82)	Satellite/Video conference	1	2	3	4	5	6	7
(83)	Video or audio tapes	1	2	3	4	5	6	7
(84)	Other (please specify)_____							

How likely are you to use information from the following sources?		Not likely...Very likely						
(85)	Consultants/Other professionals	1	2	3	4	5	6	7
(86)	Friends, family, neighbors	1	2	3	4	5	6	7
(87)	Universities/Community Colleges	1	2	3	4	5	6	7
(88)	Community College	1	2	3	4	5	6	7
(89)	Trade associations	1	2	3	4	5	6	7
(90)	Governmental agencies/personnel	1	2	3	4	5	6	7
(91)	Non profit organizations.	1	2	3	4	5	6	7
(92)	Other (please specify)_____							

We are interested in information about other features of your educational preferences. Knowing your preferences for educational programming will help us to guide our planning.

Please respond to the following statements based upon either your or your office's current perspective. Respond by circling the number that most closely reflects that position (e.g., 1=not convenient; 7=very convenient).



What times of year are convenient for you (your office) to participate in educational programs? (please respond to

EACH question)		Not convenient ... Very convenient						
(93)	January - February	1	2	3	4	5	6	7
(94)	March - April	1	2	3	4	5	6	7
(95)	May - June	1	2	3	4	5	6	7
(96)	July - August	1	2	3	4	5	6	7
(97)	September - October	1	2	3	4	5	6	7
(98)	November - December	1	2	3	4	5	6	7

Which areas of Colorado are convenient for you to attend educational events?

(please respond to EACH question)		Not convenient ... Very convenient						
(99)	Northeast Colorado	1	2	3	4	5	6	7
(100)	Southeast Colorado	1	2	3	4	5	6	7
(101)	Northwest Colorado	1	2	3	4	5	6	7
(102)	Southwest Colorado	1	2	3	4	5	6	7
(103)	Denver Metro Area	1	2	3	4	5	6	7

What educational program length do you (your office) prefer? Least preferred... Most preferred

(104)	1 day or less	1	2	3	4	5	6	7
(105)	2 days	1	2	3	4	5	6	7
(106)	3 days	1	2	3	4	5	6	7
(107)	3 days or more spread over weeks or months	1	2	3	4	5	6	7

(108) At most, how much time would you (your office) be willing to travel for a program on land or other natural resource use, planning and management? (circle one)

A) 0.5 hr B) 1 hr C) 1.5 hrs D) 2 hrs E) 2.5 hrs F) More than 2.5 hrs

(109) What would you (your office) be willing to pay to participate in a full-day program including reference materials and refreshments? (circle one)

A) \$0 B) \$25 C) \$50 D) \$75 E) \$100 F) \$125+

(110) What would you estimate as the likelihood that you (your office) will attend an educational event on land or other natural resource use, planning and management?

Highly unlikely 1 2 3 4 5 6 7 Highly likely

(111) What is the service area or client base of your (your office's) position? (circle one)

- A) Town/City B) County C) Region/Multi-county D) State

(112) Please indicate the name of your organization _____.

(113) Please indicate the number of people for whom you are responding _____.

(114) Please provide any other comments or information on the back of this survey.

Thank you for your time and assistance in providing the best, most timely and needed information to the citizens of Colorado. Please return your completed survey in the enclosed postage-paid envelope within 7 days. If you would like a copy of the results of this survey or more information please feel free to contact me at the address provided.

Sincerely,

Andrew Seidl, Ph.D.

Assistant Professor/Extension Economist--Public Policy

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Ft. Collins, CO, USA, 80523-1172

(115) Survey code _____(Office use only).

If you or one of your colleagues are willing to serve as a resource, instructor, trainer, or speaker on some aspect of land and other natural resource use, planning and management please check all that apply on this tear-off sheet and send it to us with your name and address.

I am willing to serve as a ___resource; ___organizer; ___speaker; ___instructor.

Name:_____

Address:_____

Mail to: Andrew Seidl, Ph.D., Department of Agricultural and Resource Economics, Colorado State University, Ft. Collins, CO, USA, 80523-1172.

