

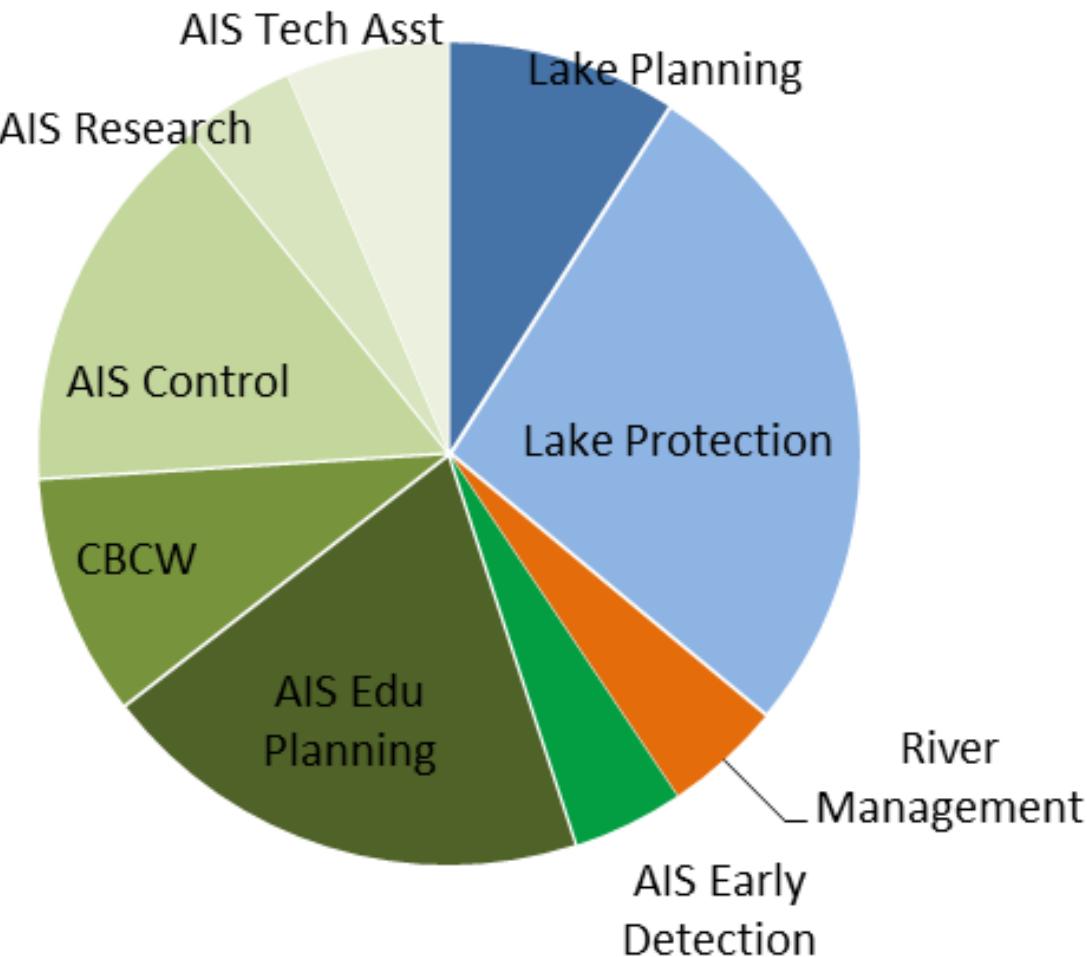
Using Conjoint Analysis to Inform Changes to WI AIS Grants Program

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WI Grants - \$6.5 mill





Improve AIS program

- What do **stakeholders** and **managers** value in an AIS management program?
- AIS management program:
 - prevention activities
 - monitoring activities
 - control activities
 - outreach activities





We could ask...

- On a scale from 1-5, how important is it that you have CBCW staff at your boat launch every weekend?
- How important is it to have a professional monitor your lake for AIS?
- Issues
 - Straightlining
 - Lack of differentiation between variables
 - Difficulty in comparisons
 - What people say and what people do aren't always the same





What is conjoint?

- **Conjoint Analysis**- Statistical technique used in market research to determine how people value different attributes
- Conjoint analysis requires participants to make a series of trade-offs. Analysis of these trade-offs reveal relative importance of attributes.
 - Example – Golf Balls





How we did this for AIS?

- Local AIS Contact
 - No local contact
 - Limited local contact
 - Involved local contact
- Monitoring
 - No monitoring
 - Citizens
 - Professionals
- Control
 - No control
 - Response control
 - Management plan control
 - Every year
- Boat inspections
 - No inspections
 - Weekends
 - Everyday

Added a validation question – “Would you actually implement your chosen program?”



Sample

Stakeholder Groups that Received Survey

DNR Water Staff

DNR Fisheries Staff

Wisconsin AIS Partnership Email List

Wisconsin Lakes Membership (citizens)

Grant Sponsors (2011-2015)

Wisconsin Lakes Partnership Conference Attendees

Clean Boats Clean Waters Volunteers

Citizen Lake Monitoring Volunteers

UWEX Lake Tides Subscribers

~3,000 recipients, 750 respondents



Survey Information

- $N > 750$
- Sensitivity analysis to remove 100 least reliable respondents
- Two fixed tasks





Conjoint Task

Which AIS management program do you believe would be better for Wisconsin?

	Program A	Program B	Program C
Control	AIS removal upon discovery	AIS removal only when abundance exceeds predetermined levels	No AIS removal efforts
Local Contact	Local contact available to answer AIS questions	Local contact available to answer AIS questions, educate citizens, and perform field work	No local contact available
AIS Lake and River Monitoring	Trained citizens documenting presence or absence of AIS	Trained professionals assessing presence or absence of AIS	No AIS monitoring
AIS Boat Inspections	AIS boat inspections every day	No AIS boat inspections	No AIS boat inspections
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Given limited state resources, would the program you just chose be acceptable to implement on your home lake or river?

Yes
 No





Fixed Task

Which AIS management program do you believe would be better for Wisconsin?

	Program A	Program B	Program C
Control	AIS removal upon discovery	No AIS removal efforts	AIS removal upon discovery
Local Contact	Local contact available to answer AIS questions	No local contact available	No local contact available
AIS Lake and River Monitoring	Trained professionals assessing presence or absence of AIS	Trained citizens documenting presence or absence of AIS	No AIS monitoring
AIS Boat Inspections	AIS boat inspections every day	AIS boat inspections on the weekend	No AIS boat inspections
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Given limited state resources, would the program you just chose be acceptable to implement on your home lake or river?

Yes

No

11/13/2013





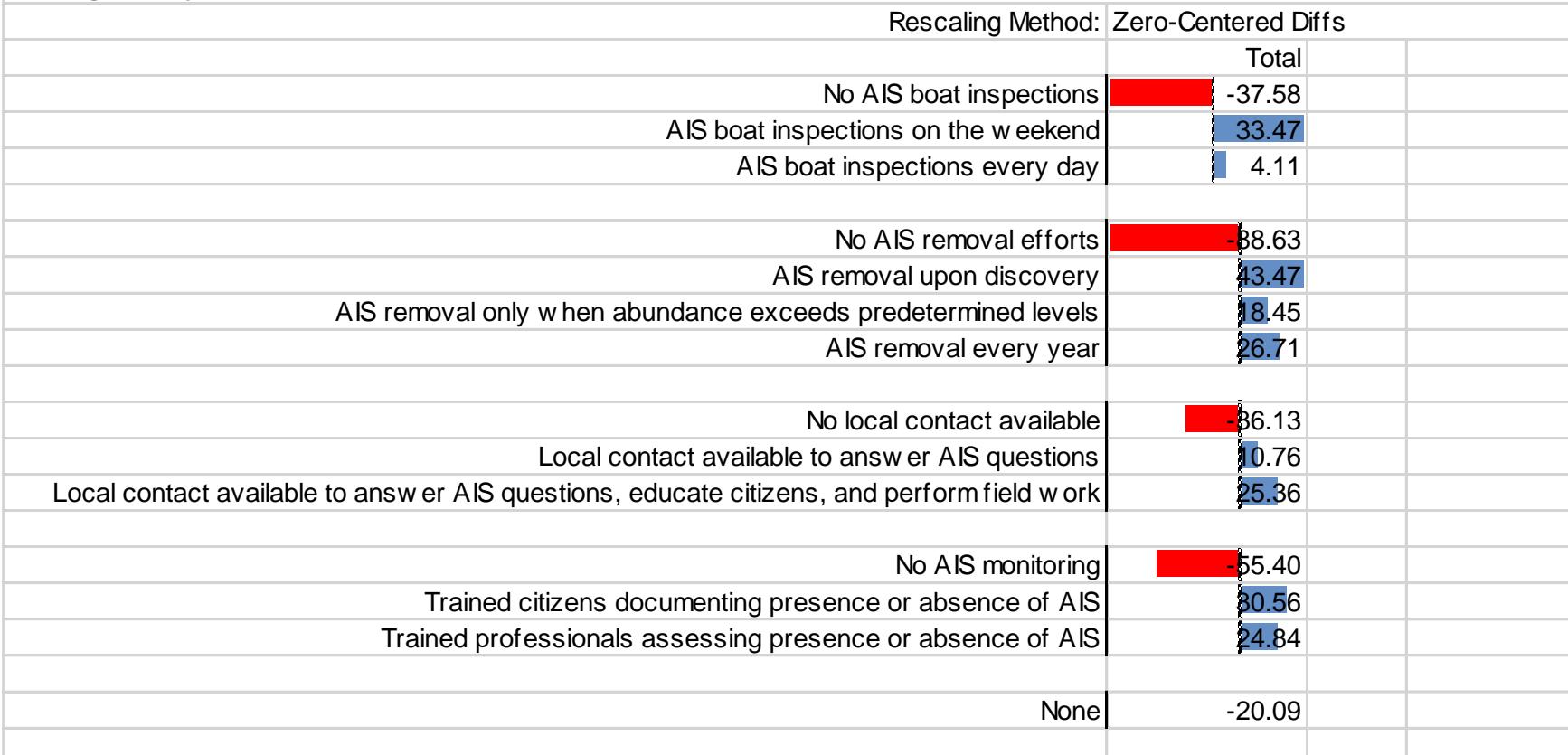
Top Plan

- Control in response to a new finding
- CBCW on the weekend
- Citizen monitoring
- Engaged local contact

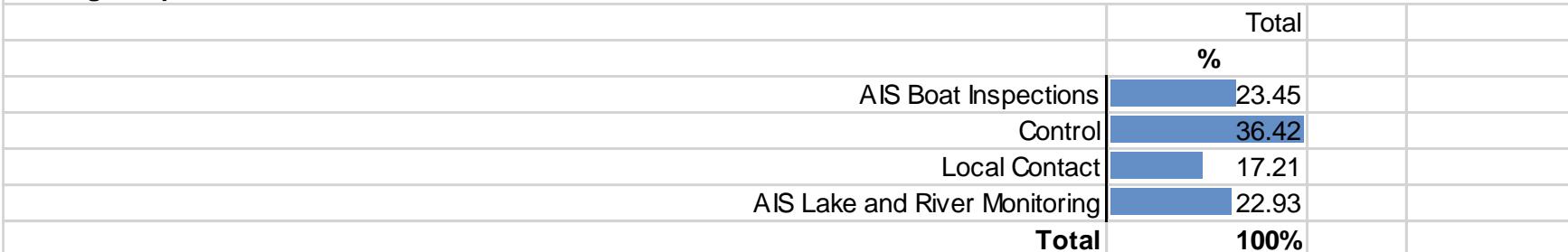
- But that's not the whole story!



Average Utility Values

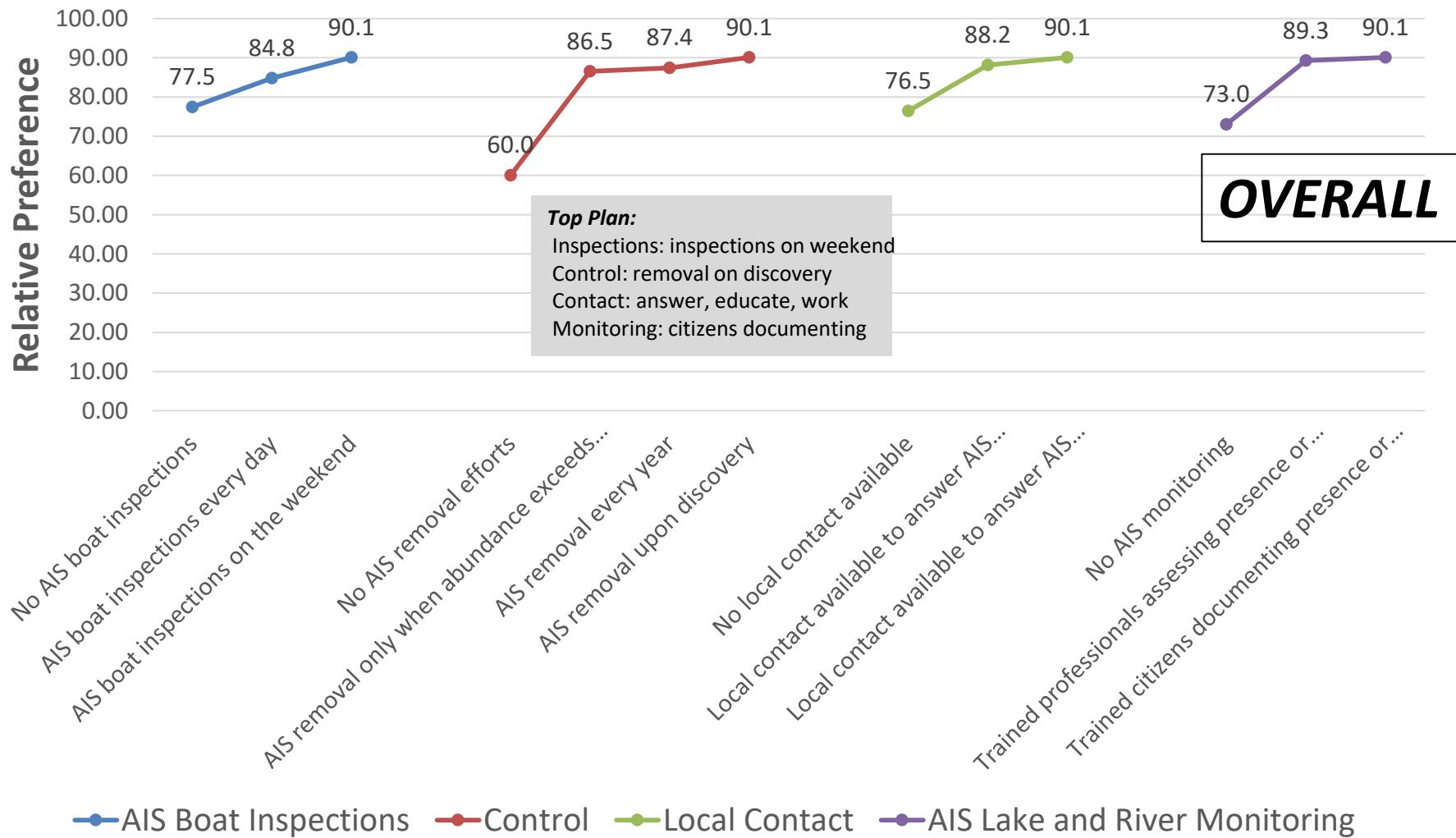


Average Importances



Estimated Market Share







Differences across stakeholders?

- DNR/UW
- Citizens/Volunteers
- Gov, County, Consultants

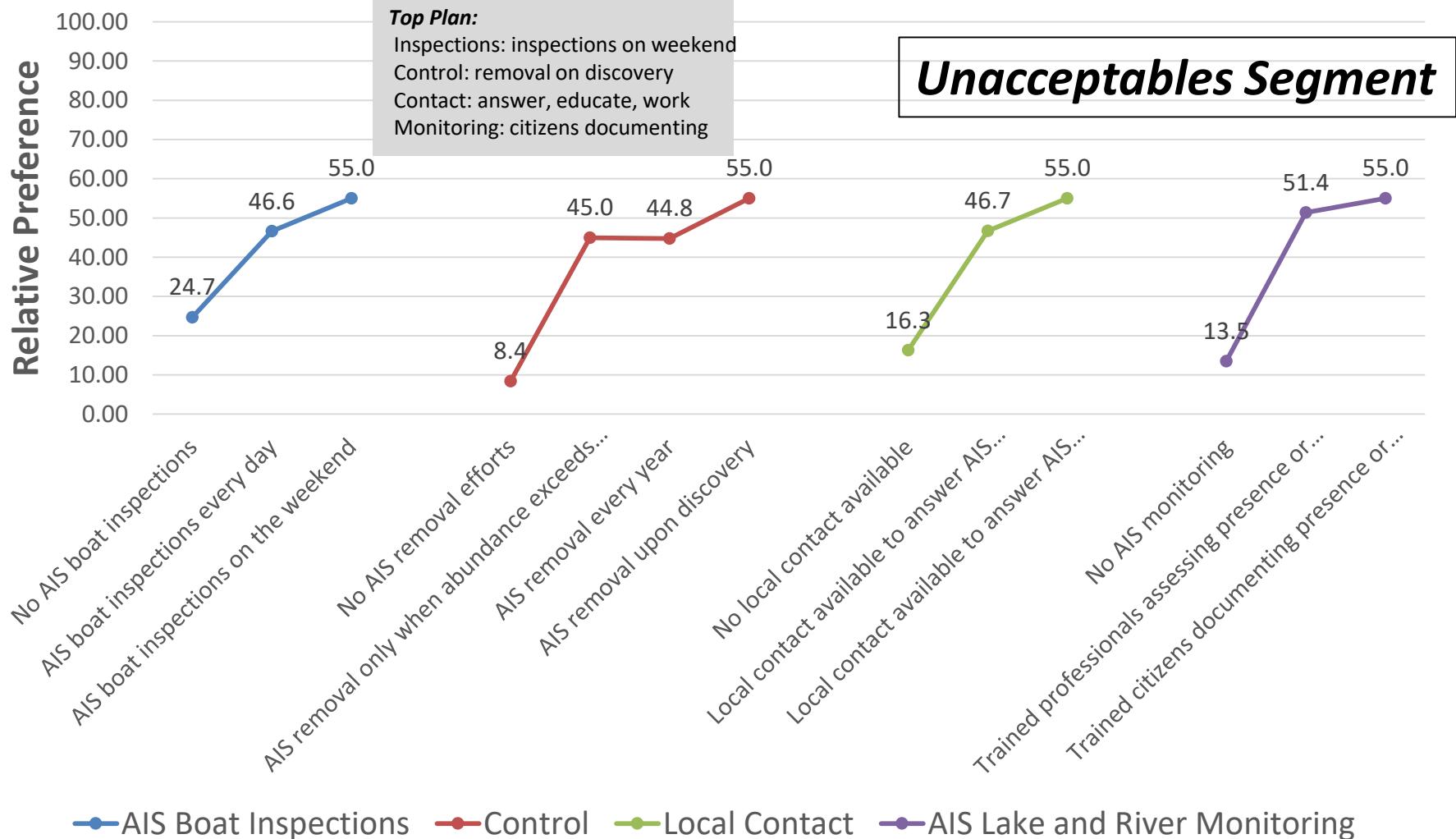




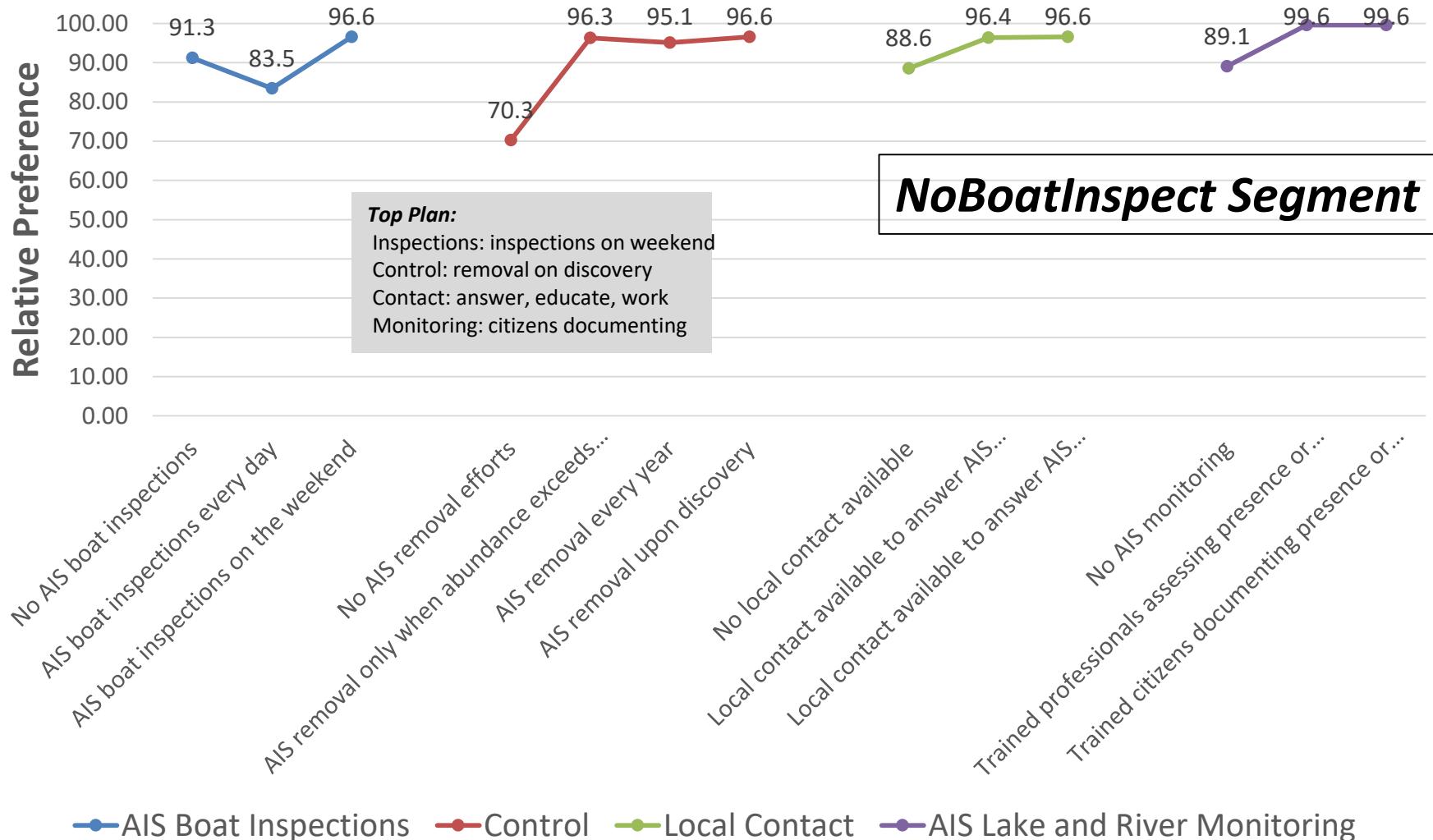
Latent Class Analysis

- Sample segmented out into three groups
 - All still prefer the same “top plan”
 - Differences in 2nd choice and approval



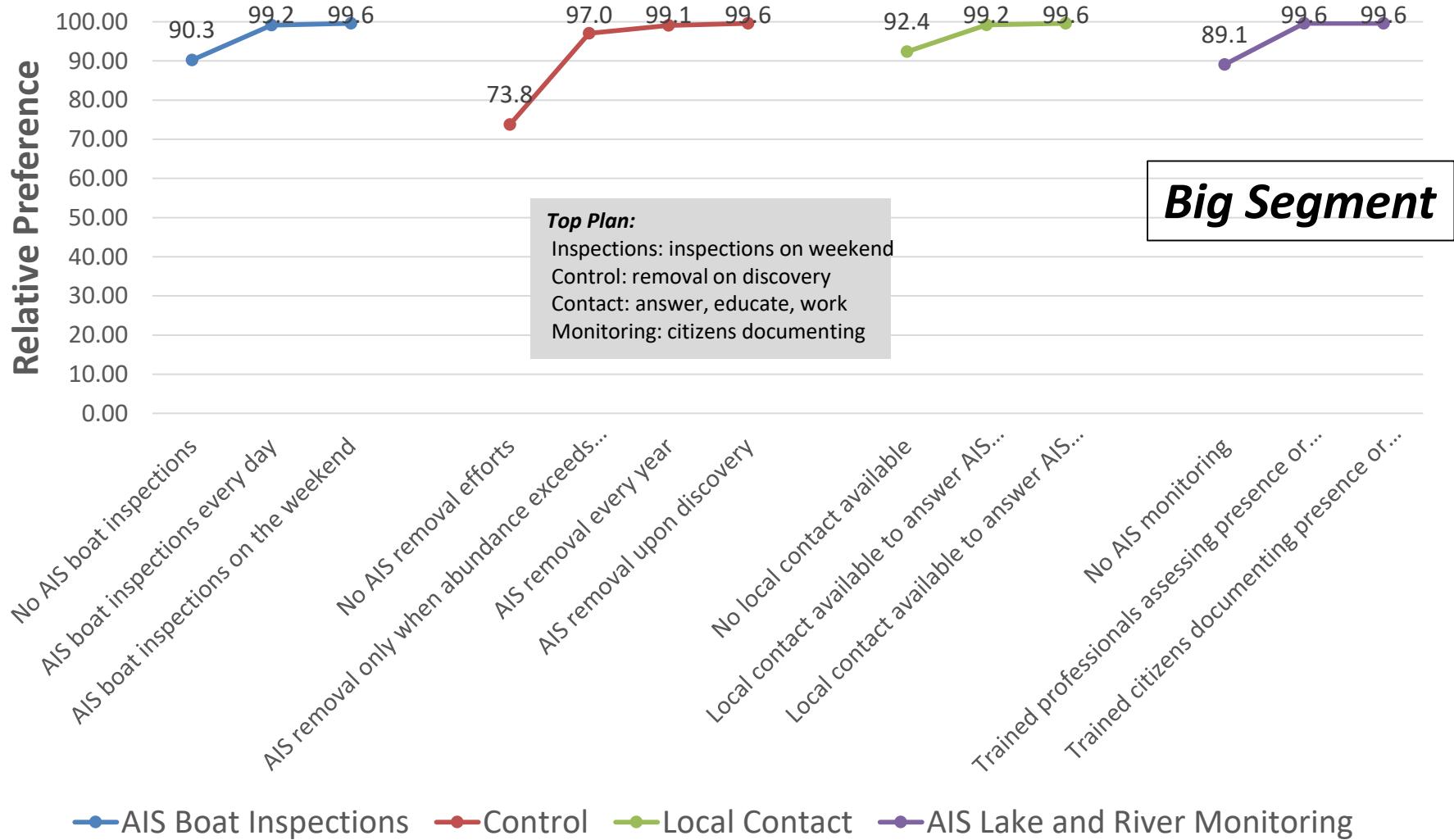


Not statistically different from whole sample, but tends to be younger and professional with more education



NoBoatInspect Segment

Not statistically different from whole sample, but tends to be older and less professional





Take home thoughts

- AIS management is important – you have to do something
- 90% find the top plan acceptable
- Control explains the most variation
- CBCW and Monitoring essentially equal
- Local contact explains least variation
- Nuances, folks

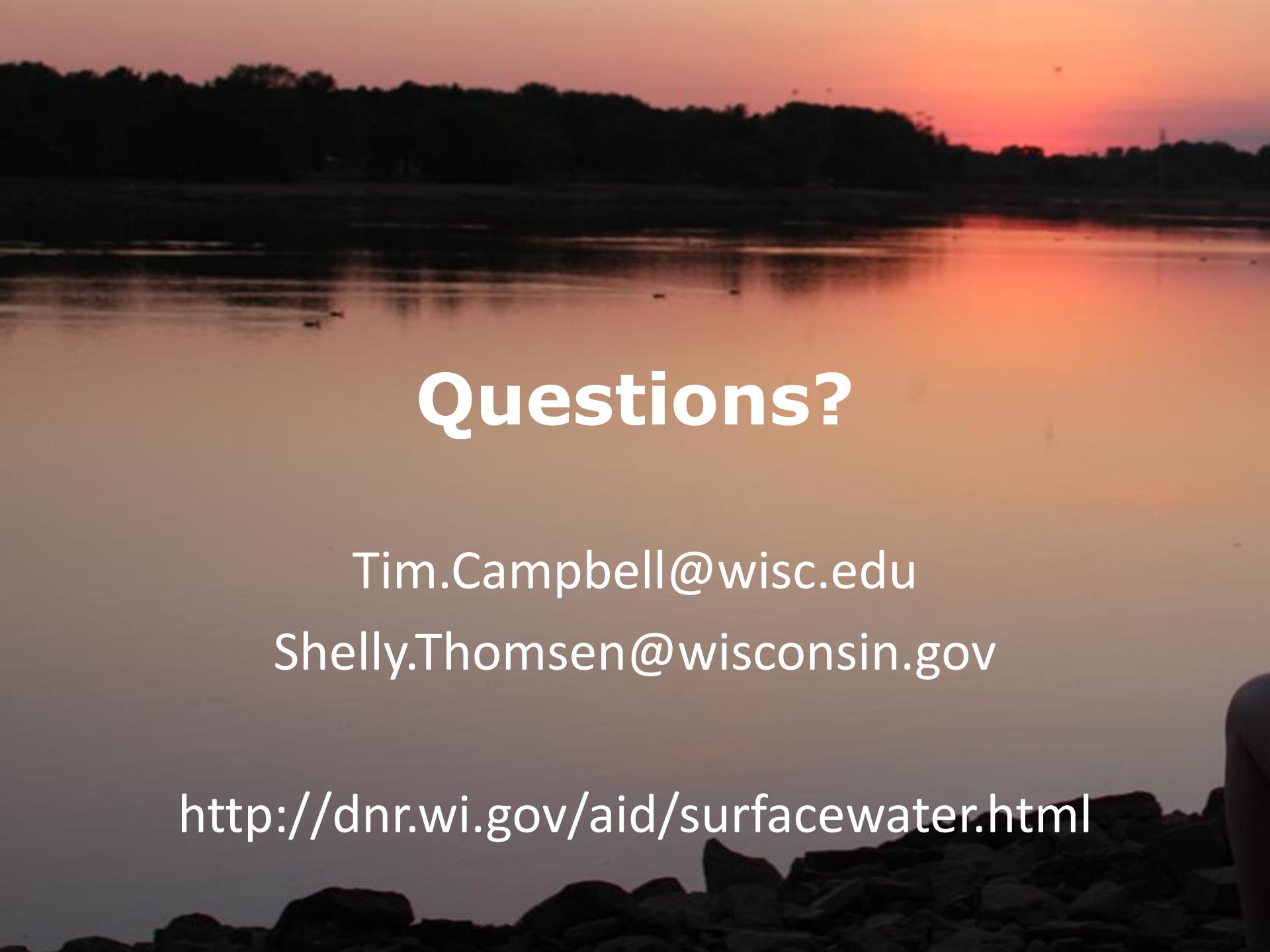




Future Changes

- Revising the administrative code that governs the grant program
 - Increase allocation for early detection
 - Increase support for volunteer monitors
 - Incorporate CBCW into code
 - Revise AIS Coordinator program to have consistent coverage statewide



A photograph of a sunset over a body of water. The sky is a gradient of orange, yellow, and blue. The water reflects the colors of the sky. In the background, there is a dark silhouette of trees and hills. The overall atmosphere is peaceful and scenic.

Questions?

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<http://dnr.wi.gov/aid/surfacewater.html>

- Barry Meeting notes
- Focus on sensitivity analysis & set that up; minor differences
- Average utility values best described as ranks rather than comparable values (CBCW wknd, no CBCW, everyday)
- Unacceptables – gave “less” options and they didn’t gravitate towards that; perhaps a more extreme/protective program is what they are looking for