

# Targeting Critical Areas and Scheduling Implementation

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Treat the Right Problems with the  
Right Solutions in the  
Right Places

How do we get there?



## Solving Water Problems

Use biophysical measures to identify vulnerable locations within problem area.



Assess salient behaviors in these locations to determine where disproportionality may be occurring.



Gain understanding why inappropriate behaviors are occurring in these locations.



Design intervention effort based on this understanding.

## Objective

To remediate a significant amount of water quality degradation from nonpoint sources using existing policy, knowledge, and methods through the incorporation of the “human dimension” in a rigorous and scientifically valid fashion.

So what are some options for identifying critical areas?

## Critical Area Types

- Restoration:
- Protection:

## Critical Areas Identification

“Within a WMP and following the EPA guidelines, critical areas should be identified as one or a combination of the following descriptions:

1. 12 digit HUCs or smaller geographic areas where a particular pollutant needs to be addressed to meet the water quality goals of the WMP.
2. Specific region within a 12 digit HUC or smaller geographic area where a particular source(s) is contributing a pollutant of concern and needs to be addressed to meet the water quality goals of the WMP.
3. Specific source(s), anywhere in the project area, that are contributing a pollutant of concern.”

## Critical Areas Identification Options

1  
Defined by  
geographic area  
(usually HUCs  
or  
subwatersheds)

**Example:**  
Mudbug  
Watershed

2  
Combination

**Example:**  
Livestock  
access to  
streams in  
Mudbug  
Watershed

3  
Defined by  
Source

**Example:**  
Locations where  
livestock have  
access to  
streams

# Critical Areas Identification Options

1

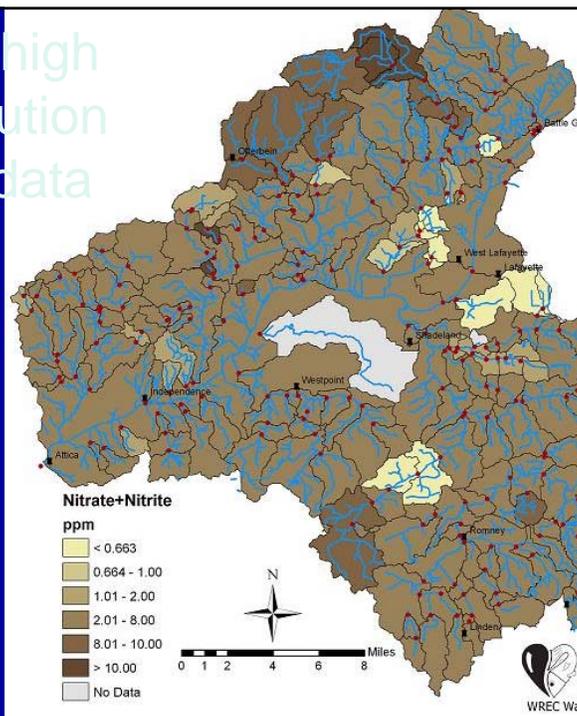
Defined by geographic area (usually HUC or subwatershed)

Makes sense if you

- Have monitoring data that differentiates locations
  - high spatial resolution
  - shows one watershed with higher yields (concentration or load/area)
- Have a very homogenous land use

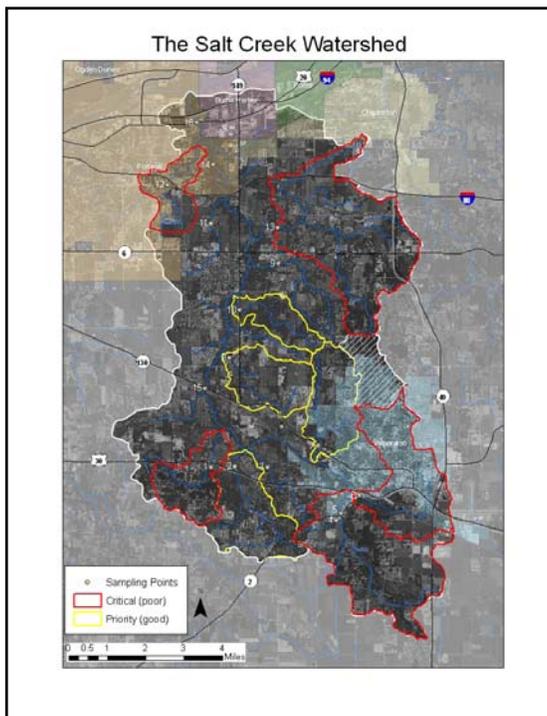
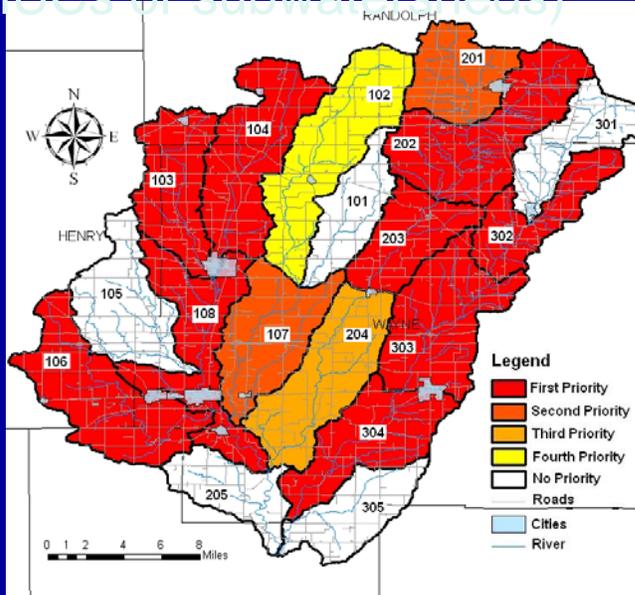
Example of high spatial resolution monitoring data

- Define geographic areas if you have monitoring data that can differentiate locations



# 1. Defined by geographic area (usually HUCs or subwatersheds)

**Example:**  
Five priority levels of HUCs defined in a large watershed



## Critical and Priority Areas

### Critical Areas (Red)

- Need treatment to improve existing poor water quality

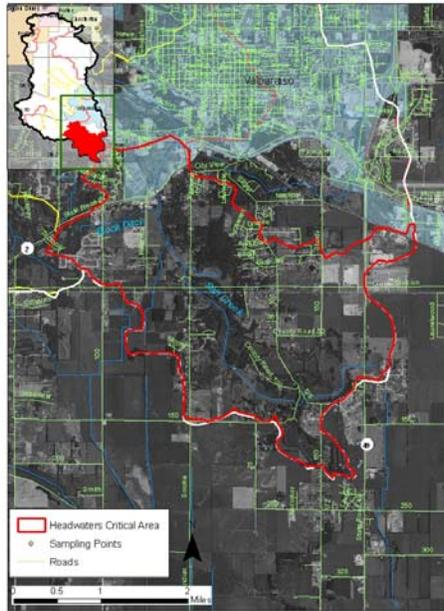
### Priority Areas (Yellow)

- Need protection to protect relatively good water quality

Based upon:

- historic water quality data,
- current water quality data,
- confirmed sources,
- projected future development,
- and causes of impairment.

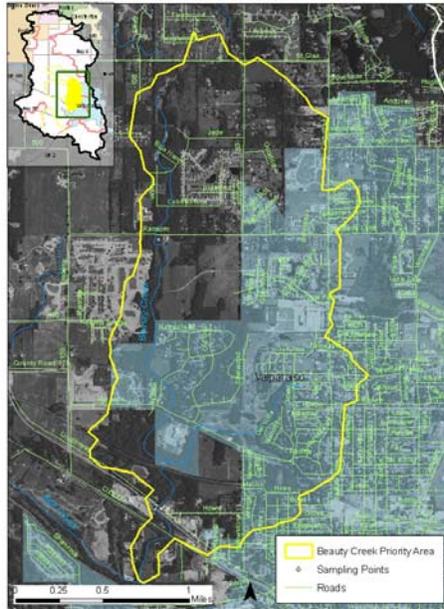
Headwaters Critical Area



### Salt Creek Headwaters

- Highest average *E. coli* concentration
- Highest average TSS concentration and loading rate
- High nutrient loading rates
- Low DO
- Poor habitat rating

Beauty Creek Priority Area



### Beauty Creek

- Lowest average *E. coli* concentration
- Lowest average TSS concentration and areal loading rate
- Relatively low nutrient concentrations
- Highest habitat rating

## Critical Areas Identification Options

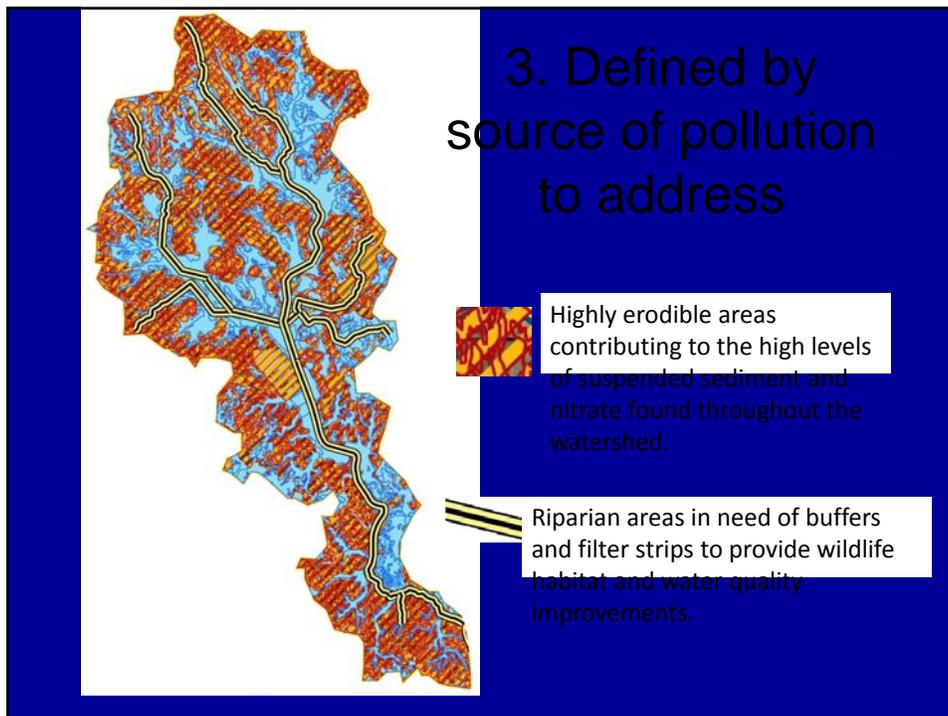
Makes sense if

- you know that there are particular behaviors that people are willing to change
- "the time is right" for grants to fund a particular solution to a source
- your monitoring data is sparse or concentrations in all areas are similar

3

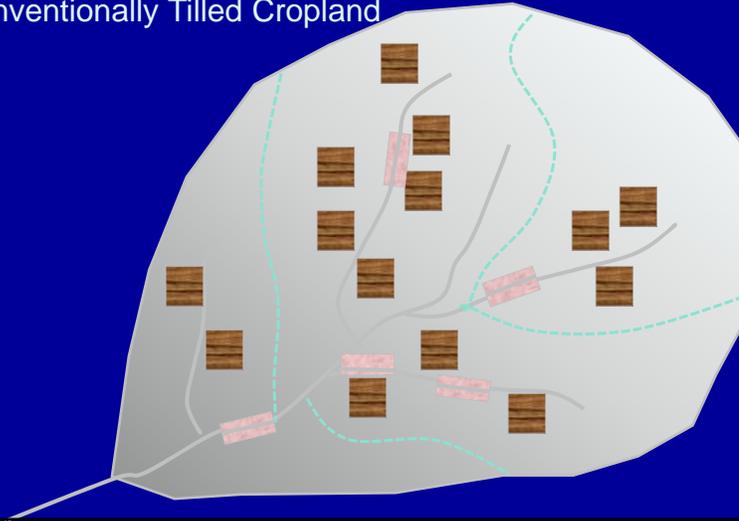
Defined by source of pollution to address

**Examples:**  
Cropped fields without cover crops  
Lawns that receive P fertilizer



## Where are the critical areas?

- Unbuffered Streambank
- Conventionally Tilled Cropland



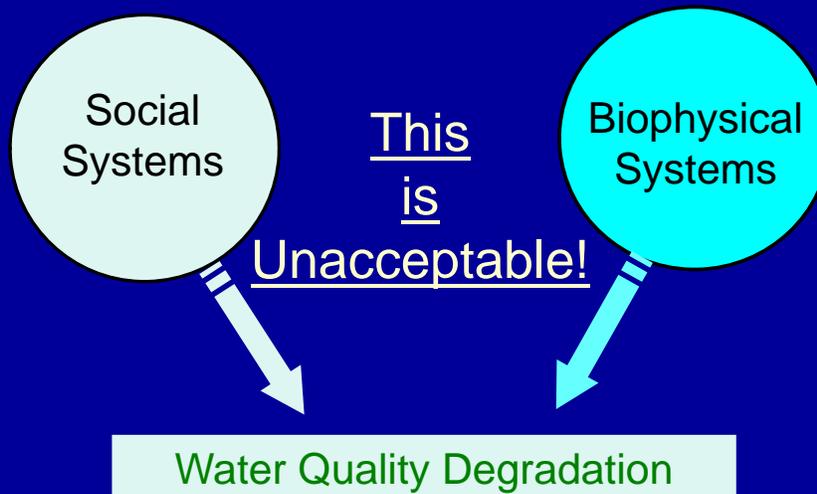
## Biophysical Approaches to NPS Pollution

1. Heterogeneity between agricultural systems is recognized along biophysical dimensions. Variation is examined on the dimensions of climate, hydrology, soils, biology, and prevailing agronomic techniques. The human element is assumed to be a constant relative to profit maximizing behavior. Aquatic system impacts are determined by the interaction between the biophysical characteristics and system-wide production techniques.

## Social Approaches to NPS Pollution

2. A social science perspective where the emphasis is on markets, institutions, economic behavior, culture, and technology adoption processes all of which are examined largely independent of the biophysical setting. Variation in attitudes, beliefs, institutional structures, and market processes are viewed as the primary determinant of agriculture's impact on aquatic systems while largely ignoring specific biophysical settings.

## Approaches to NPS Pollution



## How to Address This Dilemma

1. Base planning efforts on the fact that land user behaviors vary significantly, even when engaging in the same type of land use.
2. Use biophysical models and science to determine what land user behaviors need to be assessed.
3. Focus on disproportionality in your initial efforts.

## Disproportionality

Any assessment in a water quality or quantity program needs to try and account for disproportionality as it should become the focus of any intervention effort that is intended to solve problems.

## Why Assess Behaviors?

Behavior relative to the environment varies significantly – from saint to sinner.

- \* If we want to advance science, then we need to assess the full spectrum.
- \* If we want to manage programs, then we need to assess receptive audiences within the program area.
- \* If we want to solve water problems, then we begin with those making disproportionate contributions.

## Inappropriate Behaviors

What is the explanation for inappropriate behavior in vulnerable or susceptible biophysical settings?

1. Technological “leakage”
2. Tradition/Community norms
3. Market Rationality
4. Ignorance
5. Scale Incongruence
6. Others?

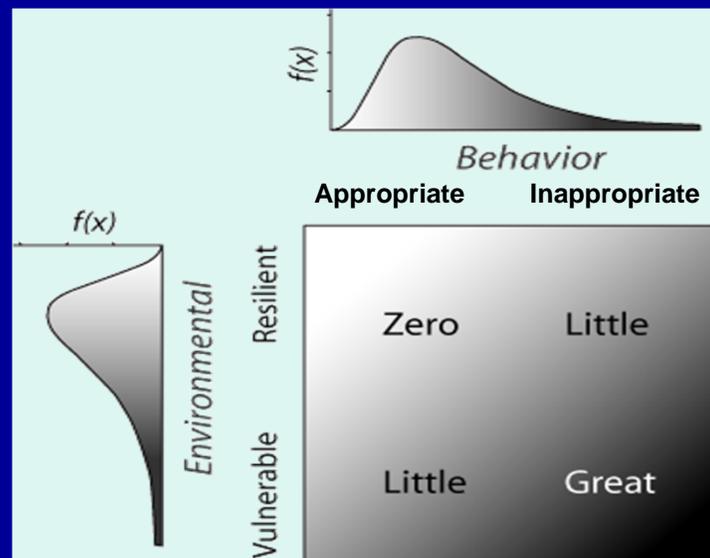
# Disproportionality

Egregious behaviors in a well-buffered setting may have an insignificant impact on degradation processes.

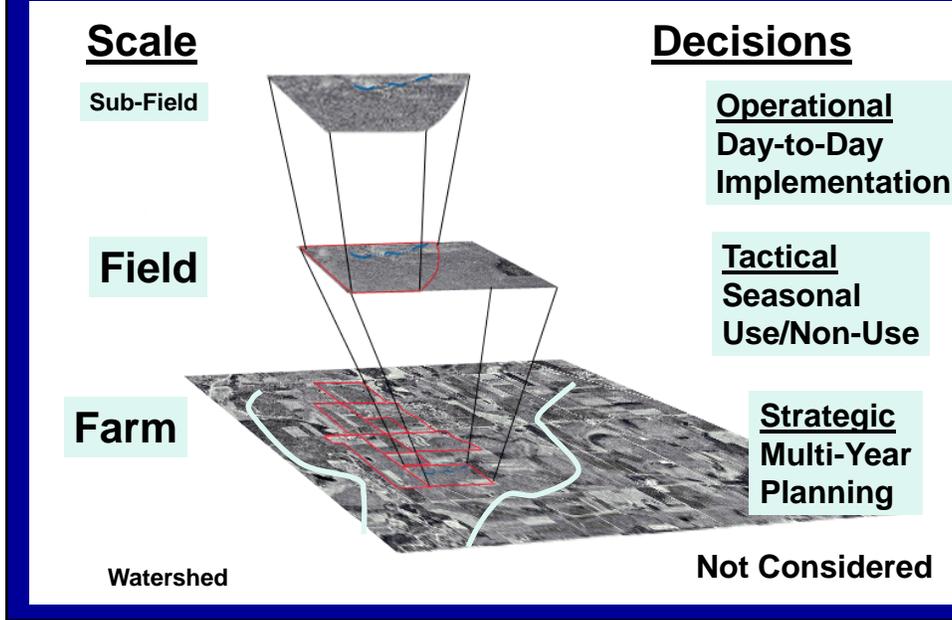
“Normal” behaviors in a vulnerable setting may have a significant impact on degradation processes.

Disproportionality emerges out of scale-specific interactions between human and biophysical attributes.

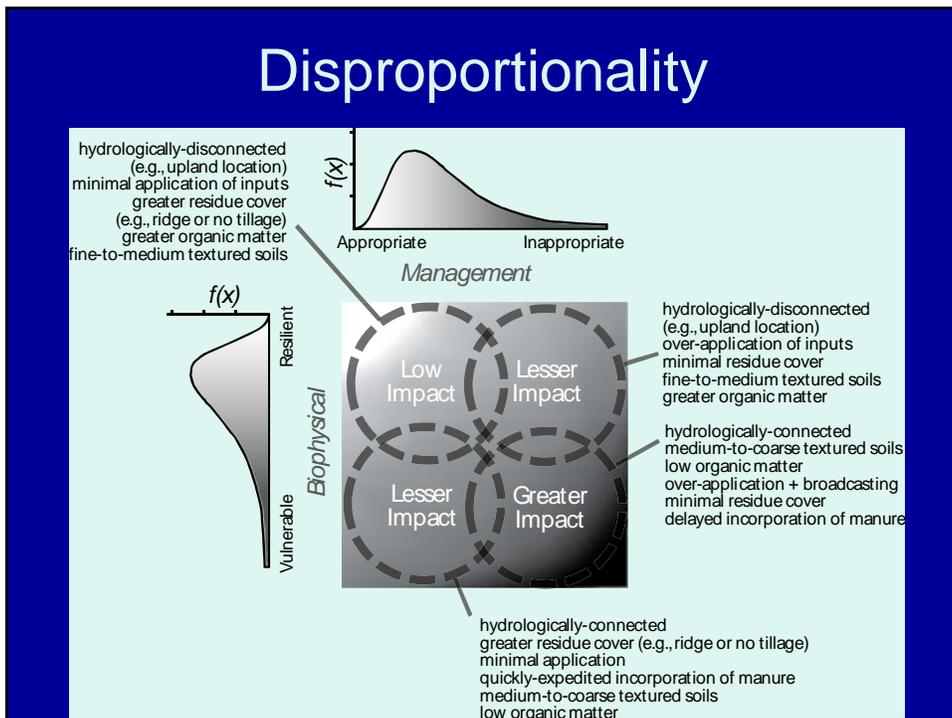
# Disproportionality



# Scales of Management

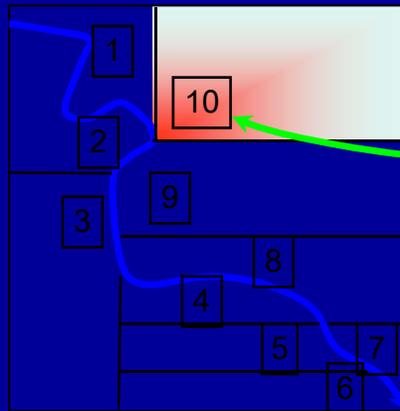


# Disproportionality

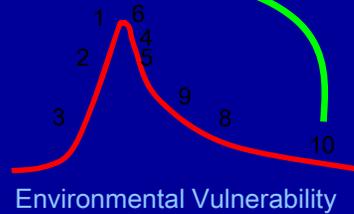


## Example of Diverse Biophysical Resources

Loading in the XYZ Watershed

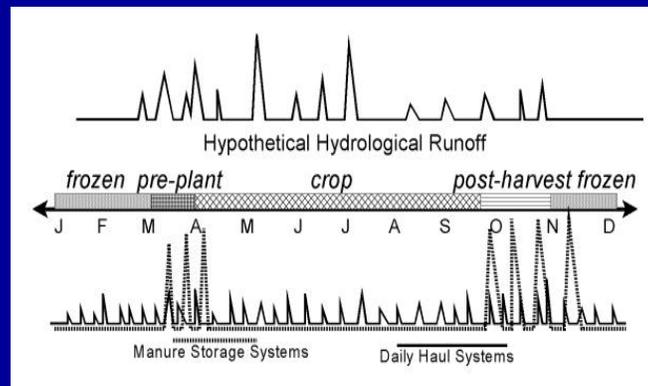


The vulnerability of field #10 can nullify or negate the “conservation gains” from the other 9 fields.



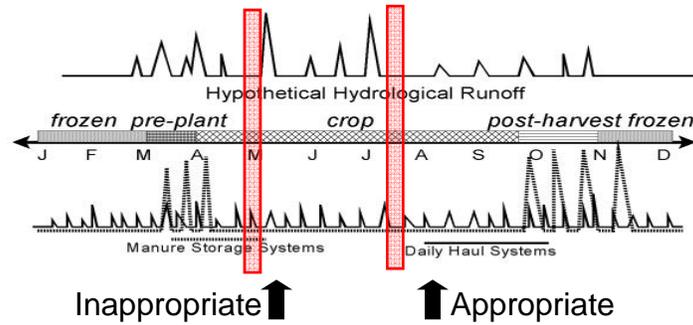
Assume “behavior” measure is constant

## Temporal Scales of Management

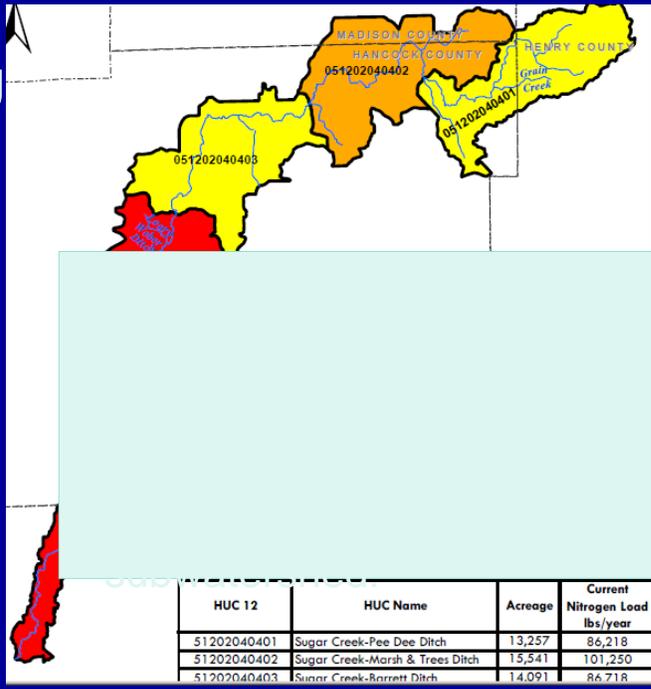


Variation in climate and hydrologic patterns induce changes in the spatial and temporal attributes of manure distribution decisions.

# Same Behavior, Different Time



Does modeling help define critical areas?





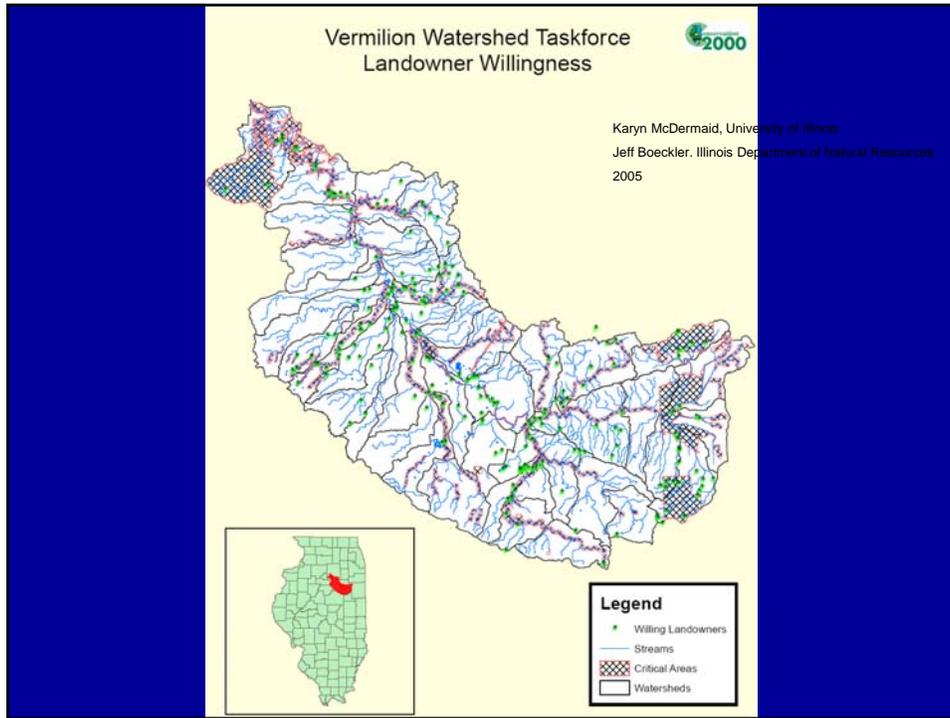


Table 21. Landowner survey: Willingness to install best management practices (N = 606).

BEST MANAGEMENT PRACTICES	PERCENT RESPONDING	
	Willing to install, with both technical and financial assistance	
<b>Cropland</b>		
Habitat improvement	23	
Nutrient management	15	
Conservation easements	13	
Wetland installation	12	
Reduced-tillage program	10	
<b>Grassland</b>		
Habitat improvement	17	
Pest management	14	
Native grass planting	12	
Nutrient management	13	
Conservation easements	10	
Burning grassland	6	
<b>Woodland</b>		
Habitat improvement	15	
Timber stand improvement	13	
Tree planting	13	
Pest management	11	
Conservation easements	8	
Timber harvest	4	
Burning	4	
<b>Streamside</b>		
Plant a buffer with trees and/or shrubs	19	
Route field tile drainage to a treatment wetland	18	

Karyn McDermaid, University of Illinois  
2005

Table 23. Landowner survey: Interest in letting volunteer groups install practices (N = 606).

INTEREST	PERCENT RESPONDING			
	Yes	Maybe	No	No response/ don't know
Let a volunteer group install a grassland/prairie	8	19	52	22
Let a volunteer group install a wetland	5	14	58	23
Let a volunteer group install a riparian buffer	8	19	50	23
Let land be used for research demonstrations	9	28	45	17

Karyn McDermaid, University of Illinois  
2005

Table 26. Landowner survey: Self-reported obstacles to implementing conservation practices (N = 317).

OBSTACLE	Number of comments
Lack of money/costs	124
Maintaining productivity	37
Lack of government funding/incentives	30
Lack of time	17
Problems with cost-share	14
Lack of knowledge	12
Government regulations/interference	12
Lack of technical assistance	12
Lack of equipment	9
Drainage	9
Absentee landowner won't approve	8
Uncooperative neighbors	6
Erosion	6
Lack of labor	4
Flooding	4
Taxes	4
Red tape with government assistance	3
Wildlife damage	2
Tillage	2
Weeds	1
Tenant won't do	1

Karyn McDermaid, University of Illinois  
2005

# Identifying Implementation Sites in Critical and Priority Areas

## Challenges

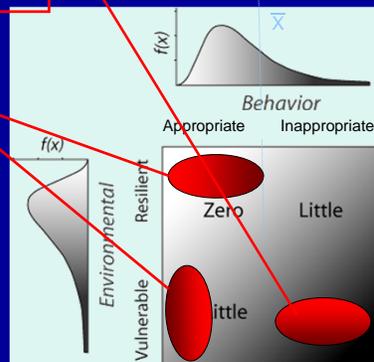
- ★ *Logistically difficult - ownership, physical requirements*
- ★ *Potentially expensive - cheaper to prevent*



## What Should be the Focus of NPS Control Efforts?

Focus on Solving Problems

Focus on Managing Programs



## What characteristics cause watershed efforts to have the greatest impact on water quality?

- A source of pollution is causing a real problem
- We can identify the location it comes from
- A possible solution exists
- Land owner is willing to make a change



- This location or source is the **biggest** problem

## Conclusion

We have the capacity and knowledge to address the “human dimension” of water problems in a robust and valid fashion.

