

## **Social and Economic Aspects of Planning Inventory Data Data Collection**

PRESENTER: Parts of this are going to be a little boring. I'll tell you right now. But I'll try and move through those parts quickly, okay? Because data collection is not necessarily all that interesting, you know. And analyzing data is kind of fun, but collecting it can be kind of tedious, depending on how you go about doing it.

What we're going to do here is I'm going to talk about secondary sources of data, existing data, and where to go get it, with a primarily social but with a little economics thrown in, and then Roy is going to talk about the economic profile system, which is a good method of taking advantage of already compiled existing data that is primarily economic in nature but also has some social information in it also. And then after that we're going to talk about new data, collecting primary data, and we're going to review some ways of doing that, first for the economic arena and then for the social arena.

So this is, you know, okay, you know, Charise said, "Well, where do we go?" And John said, "The literature," which I didn't think was that great an answer really. I'll give you a little more detail on that.

But I want to remind us that the purpose here is to really keep -- what helps me anyway is to keep two things in mind. One is, you know, we want to in our documentation, in our EIS or our EA, as part of our RMP, we want to be able to explain the social and economic environment to people who may not be that familiar with it. And even people who think they're familiar with the place they live, as we'll see in the economic profile system discussion, can be surprised. There's a lot of, you know, misperceptions or just things people have never thought about in conjunction even with places they live and

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things they do regularly.

But, you know, it helps me to say, "Okay, well, what do I need to describe about this place and this plan and the social impacts? What kind of baseline do I need to set"? And so people will say, "Oh, okay, I kind of have an idea of what this social setting is like" if they aren't very familiar with it. So that's one purpose.

And then the second purpose, of course, is to lay the groundwork for assessing impacts. We'll talk about this later, but there's a really potential here for a major disconnect because it's easy to talk about -- throw lots of census data in an Affected Environment Section, because it's there. You can just pull it off the web. It's easy. You can have vacant housing statistics, and you can have all kinds of stuff that may or may not be relevant to a given action and a given set of issues associated with it.

And then what you see is, you know, a lot of data, good description of the affected environment, and then you look in the impact section and it's like it was written by a different person.

So the second reason we collect data is to lay the groundwork for assessing impacts. And we already know what those data are going to be because we have -- we've done our issue identification and we have our prep plan, you know. So, you know, we should be thinking along the right lines by now of what types of data we might need.

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### **Data Collection**

When you guys were talking about the results of that exercise, what I was doing mentally, and maybe some of you were doing, too, was saying, okay, so the next step is what data do I need and how do I collect it? So you might take a look at your seats and say, "Okay, what next? Where could I get this data? Could I get it from an existing source? Would I have to go collect it? And what would I be measuring?"

And then once again, you know, this third point here is that we -- you know, as social scientists in particular we even depend on the economists, because some of their outputs are our inputs, right, to our impact analysis. We need to know what's going to happen to the local economy, how that's going to change, before we can translate those impacts into people and into lifestyles and into households, and so social analyses are kind of at the low end of the totem pole, you could say, because in a lot of cases we depend on inputs from everyone.

So I have argued very unsuccessfully might I add in a number of situations that I should be given more time to do my impact analysis because I have to wait for everybody else's to be done before I can do some mine, and they say, you know, "March 30th," which is the same as everybody else's. But it's a valid point in theory.

So, I have several slides here of potential data sources, and then I'm going to ask you guys for some sources that you have turned to or know that others have turned to when they're trying to find relevant social data and relevant social analyses.

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The first couple I'm not going to say a single word about. They're in here for the sake of comprehensiveness and Roy is going to talk about them next.

The census -- and I put and related state agencies whose job it is to collect and compile census information for specific areas. The census, although it's online and is fairly easy to access can be a little confusing if you're not used to using it, but in most states there are agencies whose job it is to analyze census data and package it in a way that it can be used for a state or for a given area and those people are at -- maybe it's a

Department of community and regional affairs. Maybe it's a Department of Labor.

When I worked in Alaska, I would give little contracts, two, \$3,000, nothing, to a state agency and I'd get a person's time for a week, and they would just do this neat packaged analysis of whatever I wanted as long as they already had the data, and it was so cool and it was so cheap, and I think that's kind of a -- it would be nice to see agencies move in a way that they could get -- know enough about the total picture so they could say "I'm going to contract out this and this and maybe a set of focus groups and then, and then I'm going to put them all together." But that's tough to do without that bigger picture. But don't necessarily try and go into the census yourself or totally rely on EPS. Go to those state agencies also.

I mentioned EIS's earlier, and the first thing I do whenever I'm -- I have to do the social section of an EIS is look and see if there's another contemporary EIS that covers the same area or the same topic that some other agency has done, and in a lot of cases I've used a lot of that information if it's still relevant and still contemporary. And the

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Forest Service is a real obvious one to look for for a lot of us here.

New analyses of existing data... you know, you might become aware of a data set that seems kind of interesting but it was analyzed just for one purpose. And here's another possible use for a small contract maybe to a university, something a grad student could do would be to take a set of data that's relevant to your issue and your planning area and do a special analysis of it for you. That's just a cool way of getting -- kind of getting new information from existing data. And there's always data floating around.

In Alaska another good source of information was tribal government incorporation plans, or elsewhere, county comprehensive plans or economic development plans, local plans, vision statements, any kind of local exercise that's been undertaken and is in print and is published, whether it's any one of these types of documents is going to be kind of useful as long as it's not, you know, 20 years old.

Another first thing I do -- I do a lot of first things -- is look for a relevant local plan and see if it -- you know, you just say, "I hope it wasn't done in 1974. I hope that's not the current one. You know, I hope it was 2006. Or even 2005. Or 2004." And you can get a lot of information about that, you know, and impact assessment, one thing I'll talk about, one kind of relatively easy way of assessing some types of impacts is to say, "Okay, well, we have this county plan and here are its goals, here are its objectives, and is what we're going to do in this plan, is that going to conflict with these objectives? Is it going to facilitate their goals? Is there no relationship whatsoever?" So it depends what's in the plan, but a lot of times that's a fairly good way of doing an impact

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assessment, and so in your affected environment when -- in your collect section when you're collecting data you want to mention that, yeah, there's this local plan, and here's what it covers, and here's the county goals for economic development, and then later on you can say, "Okay, well, we're not going to affect any of these with this set of actions." And that's a positive statement. Sometimes you want to not just view impacts as negative but the lack of impacts can be a positive thing, too.

Public comments received during scoping... you know, you're going to have your public outreach plan and your results of that, and that may feed into some data, some data needs, but you can also view public comments as a data source, and I'm familiar with several efforts where an additional analysis has been done of public comments. For example, a qualitative content analysis has been contracted out to somebody who does qualitative content analysis, and that information can become a source of social data. You have to say where it comes from. You know, it's not representative of a certain population, but as long as you say what data it is, where it came from, how you're using it, that's okay.

There's all kinds of -- these are kind of more recreation related, but there's a lot of baseline information on recreational hunting and fishing and wildlife viewing. There's state comprehensive outdoor recreation plans which can be a source of baseline data from which to assess effects.

And then there's -- the next few are -- really relate to literature, and I just want to give

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you one example here online of kind of a useful literature source. We're going to end this. I already have this fired up. Do you guys use this at all? TreeSearch? No? This is Forest Service. It's limited to Forest Service publications, but the Forest Service has had a fair number of social scientists, economists and noneconomists, around for a long time. So let's try something. So give me a social topic that you might want information about and let's 73 there's something that's been published on it here.

CLASS PARTICIPANT: Subsistence.

PRESENTER: Subsistence. All right. 26. Sociocultural Effects of Tourism in Hoonah by Lee Cerveny. Social History of Wild Huckleberry Harvesting. Monitoring Patagonian Rangelands. That's an interesting one. Non-Timber Forest Product Opportunities in Alaska. History of Missouri Forests in an Era of Exploitation and Conservation. Mushrooms in the Mist: Stalking the Wild chanterelle. And here's a Pacific one, A Review of Traditional Agroforestry in Micronesia.

Okay. How about another one?

CLASS PARTICIPANT: Fisheries.

PRESENTER: Fisheries. Let's add a human aspect to that.

CLASS PARTICIPANT: [inaudible]

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PRESENTER: How about --

CLASS PARTICIPANT: Fish studies [inaudible]

PRESENTER: How about fishing? That's a little more -- adds that human element, although other species are capable of fishing, I guess, isn't it?

Look at this first one. Estimating the Economic Impacts of Exogenous Events on a Local Community, Bob Ditton, Texas. Connecting West Virginia Fee Fishing Businesses. Human Ecological -- this is -- you can also tell what an agency has focused on by looking at these, huh? Sociocultural Effects of Tourism in Hoonah. Well, there we are again. So Lee did it all. Some of these are proceedings. So there might be articles in there. We would have to click on this. The thing I'll add about this that's kind of cool is nearly all of these are available as PDF's, so you can click on any one of these and it will say, do you want to download it as a PDF? And you say, sure. And there it is. You know, you can have data over -- you can go from no data to data overload in an hour.

How about another one? How about -- I'll toss one out because I know there's a tremendous amount of stuff on this. I'm going to do "fire attitudes," because there's a huge literature, enormous literature, on human dimensions of fire, wildfires and prescribed fires. So let's see what we come up with here, and then I'll quit, even though I do like cruising around online.

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Twenty-one. Okay. And some of these are going to be collections, and it's just dealing with attitudes. So Communicating with Homeowners in the Interface about Defensible Space. Well, that's something we just heard about here from one of the groups. Trends in Public Attitudes Towards the Use of Wildland Fire. Look at the dates on these. They're ordered by date. These are all contemporary studies. A Changing Landscape in the Wildland-urban Interface: Permanent and Seasonal Homeowners, Recreation and Fuel Management.

So, you know, I mean, all of these studies may not be directly applicable to you and your plan and your study area, but there's certainly some principles that are going to apply, right? And you can gain an understanding of the context of the issue, and there may even be some stuff that's directly relevant, too. So -- and we'll give you some examples of other useful websites kind of more toward the end, but this one was particularly good for published literature that's immediately accessible. So I wanted to make sure you knew about that.