

Figure 1.

Goals, Intended Outcomes, and Core Social Indicators for NPS Management

Goal 1:	Increased target audience awareness
	Awareness Outcome 1: Increase awareness of relevant technical issues and/or recommended practices of the target audience in critical areas
	Awareness Indicator 1: Awareness of consequences of pollutants to water quality
	Awareness Indicator 2: Awareness of pollutant types impairing water quality
	Awareness Indicator 3: Awareness of pollutant sources impairing water quality
	Awareness Indicator 4: Awareness of appropriate practices to improve water quality
Goal 2:	Change target audience attitudes
	Attitudes Outcome 1: Change attitudes to facilitate desired behavior change in critical areas
	Attitudes Indicator 1: General water-quality-related attitudes
	Attitudes Indicator 2: Willingness to take action to improve water quality
Goal 3:	Reduce target audience constraints
	Constraints Outcome 1: Reduce constraints to behavior change
	Constraints Indicator 1: Constraints to behavior change
Goal 4:	Increased organizational capacity
	Capacity Outcome 1: Increase capacity to leverage resources in critical areas
	Capacity Indicator 1: Resources leveraged by grant recipient in the watershed as a result of project funding (including cash and in-kind resources)
	Capacity Outcome 2: Increase capacity to support appropriate practices in critical areas
	Capacity Indicator 2: Funding available to support NPS practices in critical areas
	Capacity Indicator 3: Technical support available for NPS practices in critical areas
	Capacity Indicator 4: Ability to monitor practices in critical areas
Goal 5:	Increased target audience adoption of NPS management practices
	Behavior Outcome 1: Increase adoption of practices to maintain or improve water quality in critical areas
	Behavior Indicator 1: Percentage of critical area receiving treatment
	Behavior Indicator 2: Percentage of target audience implementing practices in critical areas
	Behavior Indicator 3: Ordinances in place that will reduce nonpoint source stressors

Excerpt from “Designing a Regional System of Social Indicators to Evaluate Nonpoint Source Water Projects” LS Prokopy et al, Journal of Extension, Volume 47, April 2009.