



## FACETS Project Objective 2

# Stakeholder Engagement & Social Science Research

Annual Meeting Presentation 20 Sept. 2018



1. Designing and Facilitating a Participatory Modeling Process (PMP)



2. Social Learning Research  
... about PMP



3. Communications Research  
... beyond PMP



The Floridan Aquifer Collaborative Engagement for Sustainability (FACETS) project is a Coordinated Agricultural Project funded by the USDA National Institute of Food and Agriculture



# GOALS

## Participatory Modeling Process (PMP)

To bring scientists and stakeholders together in a participatory process and envision alternative future scenarios for N Florida and S Georgia

- Explore economic-environmental tradeoffs among these scenarios
- Understand changes needed to achieve agricultural water security and environmental protection



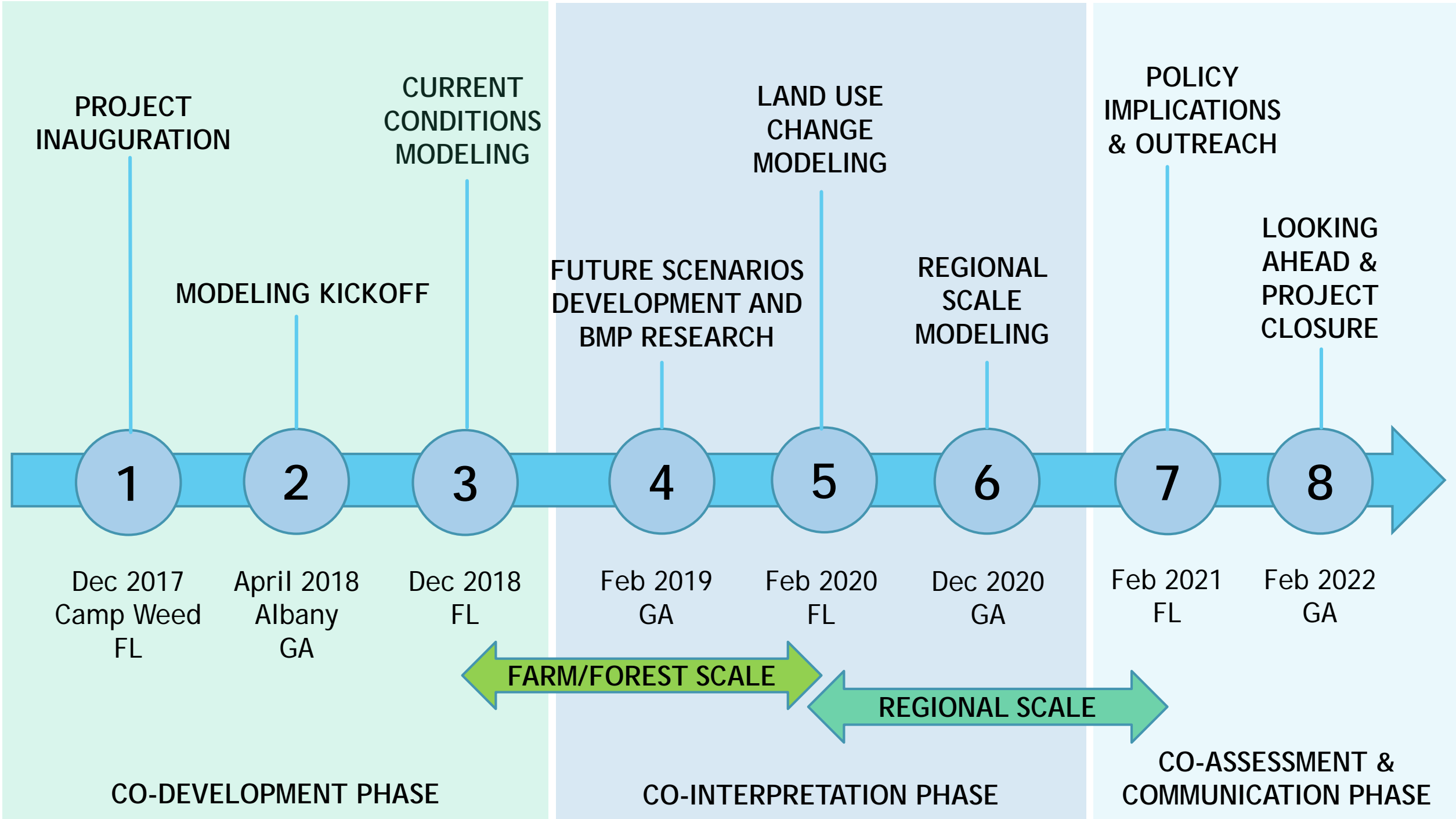
# PMP PARTICIPANTS

10 PROJECT TEAM MEMBERS

25 STAKEHOLDERS



- 17 Florida, 17 Georgia, 1 Alabama
- Representing
  - Agriculture & Forestry
  - Government Institutions
  - Conservation Organizations
  - Academia



# WHY INVOLVE STAKEHOLDERS?



**“This means a major change to the computer model.”**

- Ground models in real world conditions
- Provide guidance on baseline information
- Co-create future scenarios & discuss incentives
- Collaboratively interpret results & help researchers to understand the implications of the findings
- Ensure the work is directed to meaningful outcomes

# Social Learning Research

## OVERARCHING RESEARCH OBJECTIVES

Document the process and outcomes of the participatory modeling process (PMP):

- 1) Assess the quality of PMP involvement, collaboration and learning;
- 2) Communicate results to the facilitation team to assist in the management of the engagement process.

## METHODS

Data is collected during PMP workshops and at strategic points in between.

Data to date:

- Surveys
- Post workshop exit surveys
- Phone Interviews
- Participant Observation
- Debriefing Discussions with Facilitation Team

*it's always interesting to get a group of people in the room and talk honestly and openly. When you can see everybody nodding approval. Or just hear a story from somebody that you thought was probably not your closest friend and you nod as if you've experienced the same thing...*  
FACETS Stakeholder, 2018

*...real impressed with how the team coordinates [they] represent a wide variety of disciplines and it seems like there is good expertise and a good knowledge base...*  
FACETS Stakeholder, 2018

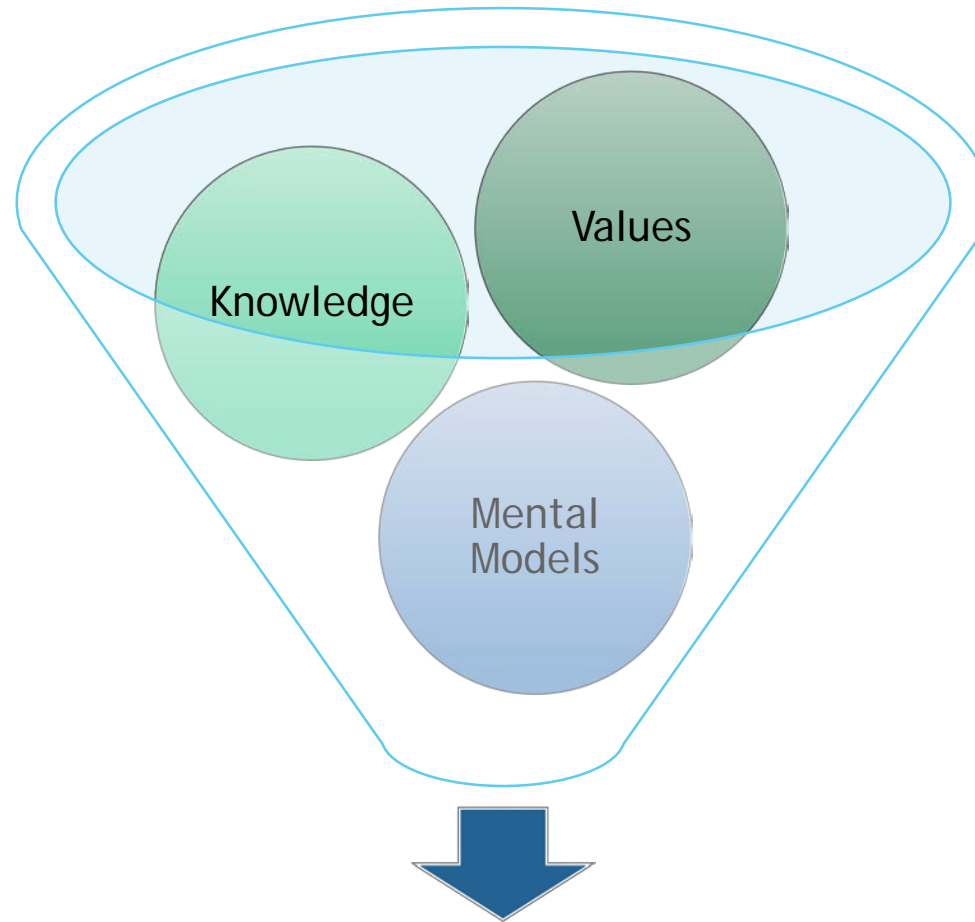
# Communications Research

## COMMUNICATION TEAM

Understanding perceptions.

Developing communication tools that resonate across audiences who think about water in different ways ... and who don't think about water at all.

Researching the impact of framing surveys and messages by values.



Communication materials

Workshop 1



QUESTIONS?

Workshop 2

