**ACPF Interview Guide for Conservation Planners**

**Category 1 – Approach to conservation planning**

Before we talk about the ACPF toolbox in detail, I would like to know more generally about your thoughts on the following

1. What is your approach to conservation planning & which tools, if any, do you use to inform your approach?

[*Probe: Identifying and promoting conservation opportunities in most vulnerable areas in the watershed and/or most vulnerable areas on-farm; rationale behind using a given approach/tool*]

1. How do you see the role of Geographic Information System (GIS)/geospatial analysis in conservation planning?

[*Probe: Overall, in your opinion, what is the role of computer models in conservation planning? Can they effectively identify conservation opportunities on-farm and/or in the watershed?*]

**Category 2 - ACPF toolbox (usage, roles and conservation planning)**

Now let’s talk about the ACPF toolbox

1. From whom/how did you first hear about the Agricultural Conservation Planning Framework (ACPF)? What motivated you to learn about the ACPF?
2. Who all was involved and how, in running the ACPF toolbox and creating output maps? How involved were you in this process? What was your role?

[*Probe: Role in deciding about inclusion/exclusion of data, preparing the elevation data layer, hydroconditioning approach, etc.*]

1. Who all was involved and how, in deciding what information/data to include on the output maps? How involved were you in this process? What was your role?
2. Please tell me more about your experience of using the ACPF toolbox.

[*Probe: Easy/difficult to use, time consumption/efficiency, advantages/disadvantages, what helped/hindered your usage of the toolbox, concerns, suggested improvements, etc.*]

1. How, if at all, do you think does the ACPF support/oppose your approach to conservation planning?

[*Probe: Helps identify conservation opportunities on-farm and/or in the watershed, helps/hinders informing producers about conservation opportunities, etc.*]

**Category 3 – ACPF & producer engagement**

Now let’s talk about producer engagement using results from the ACPF

1. How, if at all, are you or your organization using results from the ACPF (output maps/tables, etc.), to engage with producers?

[*Probe: Bringing ACPF output maps/tables to meetings (one-on-one and/or group) with producers, using maps to inform producers about conservation opportunities on their land, etc.*]

1. Who all are involved and how, if at all, in using results from the ACPF (output maps/tables, etc.), to engage with producers? How involved are you in this process? What is your role? [*Probe: Role in deciding about education/outreach programs, other strategies to engage with producers*]
2. How receptive, if at all, do you think producers have been regarding ACPF results in your watershed? Why/Why not?
3. Have you heard of any producers in the watershed who are willing or planning to adopt any new conservation practices due to results from the ACPF?

[*Probe: If yes, why? If no, then why not?*]

1. How, if at all, do you think results from the ACPF complements watershed planning initiatives?
2. Have you or your organization taken any steps and/or developed any strategies to use results from the ACPF to encourage producer engagement in watershed planning?

[*Probe: If yes, ask for more information. If no, then ask if any such steps/strategies are being planned; For example: Using ACPF output maps to help producers understand watershed scale conservation needs and opportunities, encouraging outreach for high-impact sites in the watershed, etc.*]

**Category 4 – GIS/geospatial analysis experience**

Given the reliance of using ACPF on understanding of GIS, I am interested in learning about the following

1. Do you hold any degree and/or certification in Geographic Information System (GIS)/geospatial analysis?

[*Probe: If no, ask for any other experience with GIS/geospatial analysis*]

1. How proficient do you consider yourself in ArcGIS?
2. How, if at all, do you think your educational/professional background in GIS/geospatial analysis helps you in conversing with producers about results from the ACPF?

**Category 5 – Perceptions of ACPF usefulness & future directions/recommendations**

1. How would you define/perceive ACPF’s usefulness in your watershed?

[*Probe: Who do you think finds it most useful and why?*]

1. How, if at all, do you think ACPF encourages watershed thinking among conservation planners? How, if at all, does it encourage watershed thinking among producers?

[*Probe: Subsequently, how does watershed thinking influence education and outreach strategies for conservationists?*]

1. Overall, how useful, if at all, would you say ACPF has been in your watershed, with respect to the following:
2. Identifying conservation opportunities in your watershed
3. Encouraging producer engagement in watershed planning
4. Encouraging adoption of conservation practices
5. Actual adoption of conservation practices
6. On a scale of 1 to 5, with 1 being not at all willing and 5 being very willing, how willing are you to use the ACPF toolbox to promote identification of conservation opportunities in your watershed?
7. What would you tell a conservation planner in another watershed that’s interested in using the ACPF? Lessons learned? Recommendations?
8. If ACPF was to be promoted in other watersheds in your state, what would be your recommendation/s for promoting it?
9. If you could change/improve anything about the ACPF toolbox, what would it be?

**Category 6 – Interview leads**

1. Can you recommend any other person in this watershed that I should talk with regarding their perception of the ACPF?

[*Confirm whether the recommended person is a conservation planner or a producer; ask for contact information*]

**Thank you! Final Comments?** Thank you very much for your time and information! Are there any final comments that you would like to add? We’re always trying to improve the interview process: Are there any questions I didn’t ask that you think I should have? Are there any questions I asked that you think I shouldn’t have asked?