

Summary Results - 2013 Keystone Cooperator Activity Survey

The Keystone Project is time and resource intensive and therefore needs periodic evaluation to determine if the impacts justify the inputs. Every other year I evaluate the program's effectiveness through a mail survey to approximately 500 Keystone Cooperators using the Dillman Total Survey Design Method. The survey seeks to quantify the total impact that Cooperators made in the previous 12-month period. Below are some of the key results of the 2013 evaluation:

- Average number of years since Cooperator training: **9.9**. Once trained, cooperators contribute for many years.
- Keystone Cooperators own or are involved with the management decisions on **143,840 total acres** of land.
- Keystone Cooperators made contact with **15,033** people about forest conservation.
- Keystone Cooperators made **1,742** referrals to conservation information resources. Referrals to land trusts, government programs, private foresters, and public foresters were most common.
- Keystone Cooperators contributed **44,636 hours** to conservation-related activities, **63%** of which were volunteer hours.
- Keystone Cooperator activity is equivalent to **>22 full-time** conservation positions, of which **nearly 14 positions were volunteer**.
- To determine the impact of our training on Cooperator activity, we asked Cooperators to estimate the percentage of their time that they wouldn't have done if not for their training. Keystone Cooperator activities most influenced by the Keystone Project (50+% total hours influenced by Keystone Project) included planning educational events for woodland owners (92%), harvesting timber on land with which they are involved (86%), referring woodland owners to other sources of information resources (83%), providing information to media about forest conservation (76%), distributing forest conservation information (75%), doing other types of conservation work (e.g. NEFF) (62%), improving timber stands (56%), and conducting watershed-related activities (56%).