

2009 REAP Assembly Information

Harrison, 11/17/09

650 attended in 2009 vs. 700 in 2007

35 legislators attended in 2009 vs. 37 in 2007

Rainy weather occurred at about ½ of the 2009 Assemblies early in the schedule; harvest activity became heavy in dryer period near end of schedule

REAP Knowledge of Assembly Participants*

Approx. 250 questionnaires completed (no incentive in 2009 vs. free T-shirt in 2007)

	2009	2007
None	7%	8%
Limited	32	49
Fairly Good	43	43
Extensive	18	8

*27% raised hands at Assemblies saying this was their 1st time to attend

Discussion: Assembly audiences were a little more informed about REAP in 2009 with 61% saying they were fairly or extensively knowledgeable vs. 51% in 2007. 39% in 2009 said they had no or little knowledge vs. 57% in 2007

How participants heard of opportunity to attend Assembly

Letter from DNR	26%
REAP web site	6
News media	6
Conservation organization email	37
Word of mouth	15
Other	10

Discussion: Three weeks in advance of each Assembly, invitation letters were sent to each of the regions' following officials: 933 city clerks, 379 county board of supervisors members, 150 legislators, 122 Iowa Park and Recreation members, 20 Iowa Councils of Government, 197 REAP delegates/alternates from 2007 and the 2009 county REAP chairs. Unlike prior 2 Assemblies, invitations were not sent to approx. 18,000 Pheasants Forever members.

Three weeks in advance of each Assembly, news releases were emailed and each followed with a phone call to all newspapers in each region.

Prior to the Assemblies beginning, the schedule for all meetings was provided to the REAP Alliance, League of Cities, Iowa State Association of Counties, County Conservation Boards, and many other organizations.

Prior to the Assemblies beginning and at mid-term, the schedule for all meetings was provided to the 600+ REAP list serve compiled in previous 2 years.

The REAP Alliance and several of its member organizations issued widespread emails to individual members, alerting them to attend Assemblies throughout the schedule.

The Dept. of Agriculture and Land Stewardship invited all SWCD commissioners to the Assemblies.