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LANDSAT RANGE RESOURCE INFORMATION SYSTEM

By

W. E. Boyd, Project Manager
J. Clifford Harlan, Principal Investigator

Final Report for Period
October 1979 - January 1981

Prepared for
National Aeronautics and Space Administration
Johnson Space Center
Houston, Texas 77058
Contract No. NAS9-15468

TEXAS A&M UNIVERSITY
REMOTE SENSING CENTER
COLLEGE STATION, TEXAS
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College Station, Texas 77843

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A series of test products were developed from data sets for North Central Texas that paralleled the needs of ranchers, technical personnel and the media. These needs are enumerated in RSC 3697-4 (Chilton et al., 1978). The products were mailed to approximately 150 ranchers who had reported an interest in evaluating new information systems. In addition to the rancher group, fourteen media people were sent samples of the products. A thirty-three member group in the agri-business/technical community was also chosen to receive test products. Examples of the test products and associated questionnaires are included for reference in Appendix A.

Ranchers

Of the approximately 150 ranchers queried, 53 returned the questionnaires. Figure 1 illustrates the distribution of the replies by acreage size class. The ranchers were asked to evaluate two test products. One was a series of three contour maps showing the total accumulated rainfall for periods of 30, 60 and 90 days prior to August 8, 1975. The other was a map showing the increase or decrease in green forage (grass & forbs) in pounds per acre for the period from June 15 to August 8, 1975. Both products referenced the same area in North Central Texas.

Rainfall - The first question asked for a ranking of the value of rainfall information to the rancher's particular operation. Ninety-four percent (48/53) of the replies ranked rainfall information either moderately (23.5%) or highly (40.6%) valuable.
FIGURE 1: Questionnaire replies by acreage class.
Question two inquired for which time period (30, 60, or 90 days) rainfall information would be of most value in forecasting green forage production. The 30 day period drew the highest response (41%) followed by 60 and 90 days (25% each).

Only 22% (12) of the rancher replies came from ranches within the product coverage area. Eighty-two percent of those ranchers thought there were sufficient landmarks to locate their general area. The 17% who found the landmarks insufficient suggested such improvements as adding county seat names, mapping a larger area or adding more major highways.

The 41 ranchers (77%) whose operations were not in the map area were asked if a map of similar style and accuracy for their locations would be of value. Ninety five percent replied in the affirmative.

Questions 4, 6 and 7 dealt specifically with the information content of the maps. Question 5 dealt with the clarity of the material. Ninety-three percent of the ranchers found the material either highly (56%) or moderately (37%) understandable.

In question 6, 91% of the respondents said it was very easy (55%) or moderately easy (37%) to determine the rainfall received in a specific area. When asked to determine the specific amount of rainfall at a specific spot (Stamford), 88% chose the correct amount (2 to 3 inches).

Question 8 inquired about improvements to the map for clarity or value. The responses suggested: adding landmarks, 37%; adding more detailed rainfall, 29%; reducing the area of coverage, 12%; enlarging the area of coverage, 25%. Other suggestions included using color codes, county names and seats, and placing all three maps on the same sheet.
The respondents preferred to receive the information by direct mail (79%, 41/52), radio (31%, 16/52) and magazines (29%, 15/52).

Eighty-six percent of the respondents thought current rainfall information would be either highly (51%) or moderately (35%) valuable.

Green Forage - A similar set of questions were asked about the forage maps. Eighty percent of the respondents' operations were not in the area of map coverage. Of the respondents whose area was covered, 83% felt there was sufficient detail on the maps. The modifications most frequently asked for included adding county names and seats and more highways. For those not covered in the map area, 95% (41/43) would like similar format maps for their own areas.

Questions 3 through 5 were concerned specifically with the forage data. Question 3 inquired as to the clarity of the data. Eighty-six percent (44/51) thought the data either moderately (51%) or highly (35%) understandable. Question 4 queried the ease of determining the amount of green forage in a specific location. Eighty-two percent (42/51) said they found the data either moderately (43%) or very easily (39%) determinable. When asked to find the amount of forage at a specific site, 79% checked the proper response. The most common error was a sign change (- for +), where (-) indicated a decrease in forage and (+) indicated an increase.

Questions 6 through 8 concerned the format and availability of the data. When asked about changes in format to improve clarity or accuracy, 40% (21/52) asked for more landmarks and 35% (18/52) asked for more detail. The respondents to question 7 prefer monthly (66%)
or quarterly (16%) data availability and seem to favor direct mail (41/52), magazines (13/52) and newspapers (12/52) as the method of reception.

Eighty-six percent of the respondents to question 9 thought this type of information to be very (38%) or moderately (48%) valuable in managing their respective operations.

Technical Personnel

Evaluation of the test products by technical personnel produced trends similar to those of the ranchers. In addition to the rainfall and forage contour maps this group also received a regional vegetation type map.

The group of 33 people who were asked to evaluate the products consisted of two commodities specialists, six lending institution representatives, six SCS personnel, three resource consultants, two ranchers, seven university personnel, a recreational land leasing organization representative, five professional land managers and the Remote Sensing staff of the Texas Parks and Wildlife Department. The level of replies from this group averaged about 55%.

Rainfall - Replies concerning the rainfall maps will be considered first. Rainfall information was considered highly valuable (8/15) or moderately valuable (3/15) by 73% of those replying. The most frequently specified time period for data was 30 days (7/15) with 6 of 14 replies asking for an update biweekly.

Fifty-five percent of those replying to question 4 were not in the area of map coverage. Sixty-three percent of those that were
covered felt that the maps contained sufficient detail. Of those not working in the area, 85% would like to have similar maps for their respective areas.

Questions 5, 6 and 7 dealt with the ability to obtain data from the map. All of the respondents (15) found the map either highly or moderately understandable. Eighty-seven percent could determine the rainfall received in a specific area very or moderately easily. All fifteen respondents read the map correctly for the rainfall amount at Stamford for the period 30 days prior to August 8.

When asked about improvements regarding clarity or value, four asked for more landmarks, three for more rainfall information, five wanted a reduced area of coverage, and five wanted an enlarged area of coverage. Several checked more than one response and other comments requested historical averages for the reporting period and/or year.

Preferred placement of the data, ranked in order of response, were: direct mail 9, newspapers 6, and magazines 2. Other methods suggested were placement at the local SCS and Extension Service offices.

Forty-three percent (7/15) thought current rainfall information to be of moderate or high value.

Green Forage - Fifty-five percent of those replying to the questionnaire were in the map area. Half thought there were sufficient landmarks to locate their general area. Of those not covered by this map, 70% would like a map of similar format and accuracy for their areas. Eighty-five percent found the map forage information either highly or moderately understandable. Seventy-six percent found it very or moderately easy to determine the amount of green forage in a
specific area. When asked to interpret the map, eighty-seven percent checked the proper response.

When queried about improvements concerning value or clarity, six respondents asked for more landmarks, four for more detailed information, six for reduced coverage and three for enlarged coverage. Other comments from respondents asked for more highways and county names and seats.

The most common reporting frequency asked for was monthly, followed by quarterly and biweekly. Most respondents wanted the information by direct mail (9/15) or newspaper (6/15). Other sources for receiving the information included the local SCS or Extension Service. Eight of 13 found the information to be either very or moderately valuable for managing their operation.

**Regional Vegetation Map** - Seventy-four percent of the respondents did not operate in the area covered in the sample products. Of those covered, most (3/4) found their areas of interest identifiable. For those not covered (14), 70% would like a map of a similar type for their areas. Less than half (44%) thought there was sufficient geographic detail. Suggestions for additional detail included highways and towns (5), larger scale (2) and county seats and lines (2).

Data transmission preferences were direct mailing to: business address (9/13), county SCS office (7/13), and county agent (3/13). Seventy percent would be willing to pay at least $10 for a map of this type.
The attached map for an area in North Central Texas shows the increase or decrease in green forage (grass + forbs) in pounds per acre from June 15 to August 8, 1975. Negative numbers (and dashed lines) mean less green vegetation in August than June. Positive numbers (and solid lines) mean more green vegetation in August than June. 0 indicates no change. The map shows an area approximately 150 miles long and 150 miles wide. Please evaluate the map as if it were current information and complete the questions below. Your response will help us determine the value of this type of information to you and other ranchers in West Texas.

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>TYPE OF OPERATION</th>
<th>SIZE (ACRES)</th>
</tr>
</thead>
</table>

1. Is the location of your operation covered by the attached map? Yes ______ No ______
   - If yes, are there sufficient landmarks (highways, lakes, towns) on the map for you to locate your general area? Yes ______ No ______
   - If the landmarks are insufficient, what others should be added? ____________________________

2. If your ranch location is not shown on this map, would a map of the same format and accuracy covering your operation be valuable? Yes ______ No ______

3. Is the information on the availability of green forage understandable? Highly understandable ______ Moderately understandable ______ Slightly understandable ______ Not understandable ______

4. Can you determine the amount of green forage produced from June to August in a specific area? Very easy ______ Moderately easy ______ Easy ______ Not at all ______

5. Using the data on this map, approximately how much change in green forage was there immediately south of Lake Kemp?
   - 0 lbs/acre (no change)
   - 200-400 lbs/acre more
   - 200-400 lbs/acre less
   - 400-600 lbs/acre more
   - 400-600 lbs/acre less

6. What improvements should be made to the green forage map to improve the value or clarity? (you may check more than one)
   - More landmarks ______
   - More detailed vegetation information ______
   - Reduce area of coverage ______
   - Enlarge area of coverage ______
   - Other (please specify) ____________________________

7. How often would you like to have similar vegetation information?
   - Weekly ______
   - Biweekly ______
   - Monthly ______
   - Quarterly ______
   - Annually ______

8. Where would you like to see this information?
   - Newspaper ______
   - TV ______
   - Direct mail on subscription basis ______
   - Magazines ______
   - Other (please specify) ____________________________

9. How valuable would information like this be to you in managing your operation?
   - Very valuable ______
   - Moderately valuable ______
   - Slightly valuable ______
   - Not valuable ______

Thank you for your assistance. The map is yours to keep. Please place the completed questionnaire in the enclosed self-addressed postage paid envelope and place in the mail. You will be receiving a copy of the final report in a few weeks.
Summary

In general, the responses were pleasingly positive. Most respondents felt that they could use the data and could read it fairly easily, and a good number could interpret it correctly without prior instruction. Minor objections were raised about the kind and amount of detail. These problems appear to be easily solvable. Most who reviewed the vegetation maps would pay at least $10 for them.

Specific points which should be emphasized are:

1. Most of those queried were outside the area of map coverage yet were still interested in a similar product.

2. Direct mail to the user is largely preferred. Only for the regional vegetation map was the Extension Service/SCS mentioned.

3. The media repeatedly emphasized rapid, timely transmission by the fastest possible means, with some local interpretation added.

4. Product frequency requested was thirty days for both rainfall and green forage.

5. Product preference broke along two lines: local, meaning very small area (county or less), and regional (several counties at least). At both scales, the amount of detail needed to be increased. At the small scale, more detailed product information and base geography were suggested. At the large scale, more county name and seat locations and major roads were requested.
BIBLIOGRAPHY

EVALUATION OF RAINFALL MAPS

The attached maps for an area in North Central Texas show the amount of rainfall in inches that was reported during the periods shown on each map. Map #1 shows the accumulated rainfall for the 30 days prior to August 8, 1975. Map #2 shows the accumulated rainfall for the 60 days prior to August 8, 1975 and Map #3 shows the accumulated rainfall for the 90 days prior to August 8, 1975. The maps show an area approximately 150 miles long and 150 miles wide. Please evaluate the attached maps as if they were current information and complete the questions below. Your response will help us determine the value of this type of information to you and other ranchers in West Texas.

NAME

ADDRESS

TYPE OF OPERATION

SIZE (Acres)

1. How valuable is rainfall information to your operation?
   
   Highly Valuable
   Moderately Valuable
   Slightly Valuable
   Not Valuable

2. The attached maps show accumulated rainfall for a 30, 60 or a 90 day period prior to a specific date. Which of these time periods would be most valuable to you in forecasting green forage production?
   
   Less than 30 days
   30 days
   60 days
   90 days
   More than 90 days

3. For the period you have checked above, how often would you like to receive this information? (For example, if you wanted a map showing the accumulated rainfall over a 30 day period published every two weeks, you would check (X) 30 days in Question #2 and check (X) biweekly in Question #3.)
   
   Weekly
   Biweekly
   Monthly
   Bimonthly
   Quarterly

4. Is the location of your operation covered by the enclosed maps?
   
   Yes
   No

   If yes, are there sufficient landmarks (highways, lakes, towns) on each of the maps for you to locate the general area of your operation?
   
   Yes
   No

   If the landmarks are insufficient, what others should be added?

   If your ranch location is not shown on these maps, would maps of the same type format and accuracy covering your operation be valuable?
   
   Yes
   No

5. Is the rainfall information on the maps understandable?
   
   Highly Understandable
   Moderately Understandable
   Slightly Understandable
   Not Understandable

6. Can you determine the rainfall received in a specific area:
   
   Very Easy
   Moderately Easy
   Slightly Easy
   Not at all

7. Using the data on this map, approximately how much rain fell during the 30 days prior to August 8 at Stamford?
   
   0 inches
   1 to 2 inches
   2 to 3 inches
   3 to 4 inches

8. What improvements should be made to the rainfall maps to improve their value or clarity? (You may check more than one)
   
   More landmarks
   More detailed rainfall information
   Reduce area of coverage
   Enlarge area of coverage
   Other (please specify)

9. Where would you like to see this information? (You may check more than one)
   
   Newspaper
   TV
   Direct mail on subscription basis
   Magazines
   Other (please specify)

(over)
10. How valuable would current rainfall information be to you if it were presented on similar maps for your area?

<table>
<thead>
<tr>
<th>Level</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very</td>
<td>Valuable</td>
</tr>
<tr>
<td>Moderately</td>
<td>Valuable</td>
</tr>
<tr>
<td>Slightly</td>
<td>Valuable</td>
</tr>
<tr>
<td>Not</td>
<td>Valuable</td>
</tr>
<tr>
<td>No</td>
<td>Opinion</td>
</tr>
</tbody>
</table>

Thank you for your assistance. The maps are yours to keep. Please place the completed questionnaire in the enclosed self-addressed postage paid envelope and place in the mail. You will be receiving a copy of the final report in a few weeks.
MAP 1
RAINFALL (INCHES) ACCUMULATED DURING THE 30 DAYS PRIOR TO AUGUST 8
MAP 2
RAINFALL (INCHES) ACCUMULATED DURING
THE 60 DAYS PRIOR TO AUGUST 8
MAP 3
RAINFALL (INCHES) ACCUMULATED DURING THE 90 DAYS PRIOR TO AUGUST 8
EVALUATION OF A MAP SHOWING THE CHANGE IN THE AVAILABILITY OF GREEN FORAGE

The attached map for an area in North Central Texas shows the increase or decrease in green forage (grass + forbs) in pounds per acre from June 15 to August 13, 1975. Negative numbers (and dashed lines) mean less green vegetation in August than June. Positive numbers (and solid lines) mean more green vegetation in August than June. 0 indicates no change. The map shows an area approximately 150 miles long and 150 miles wide. Please evaluate the map as if it were current information and complete the questions below. Your response will help us determine the value of this type of information to you and other ranchers in West Texas.

NAME__________________________________________________________

ADDRESS________________________________________________________________________

TYPE OF OPERATION________________________________________________________ SIZE (ACRES)______________________________

1. Is the location of your operation covered by the attached map?  Yes   No

If yes, are there sufficient landmarks (highways, lakes, towns) on the map for you to locate your general area? Yes   No

If the landmarks are insufficient, what others should be added?

2. If your ranch location is not shown on this map, would a map of the same format and accuracy covering your operation be valuable? Yes   No

3. Is the information on the availability of green forage understandable? Highly understandable   Moderately understandable   Slightly understandable   Not understandable

4. Can you determine the amount of green forage produced from June to August in a specific area? Very easy   Moderately easy   Easy   Not at all

5. Using the data on this map, approximately how much change in green forage was there immediately south of Lake Kemp? 0 lbs/acre (no change) 200-400 lbs/acre more 200-400 lbs/acre less 400-600 lbs/acre more 400-600 lbs/acre less

6. What improvements should be made to the green forage map to improve the value or clarity? (you may check more than one) More landmarks   More detailed vegetation information   Reduce area of coverage

Enlarge area of coverage   Other (please specify)

7. How often would you like to have similar vegetation information? Weekly   Biweekly   Monthly   Quarterly   Annually

8. Where would you like to see this information? Newspaper   TV   Direct mail on subscription basis   Magazines   Other (please specify)

9. How valuable would information like this be to you in managing your operation? Very valuable   Moderately valuable   Slightly valuable   Not valuable

Thank you for your assistance. The map is yours to keep. Please place the completed questionnaire in the enclosed self addressed postage paid envelope and place in the mail. You will be receiving a copy of the final report in a few weeks.
CHANGE IN GREEN FORAGE IN POUNDS
PER ACRE FROM JUNE 15 TO AUGUST 8
Regional Vegetation Type Map

The attached is a prototype regional vegetation type map developed at Texas A&M University for an area in north Central Texas. The area covered by the map is approximately 98 miles by 112 miles. A classification by manual image interpretation has been done on a Landsat image from October, 1973. Similar classification can be done and a product generated for almost any area at a variety of scales on a regular interval.

Please review the information presented on the map and legend and evaluate the contents in terms of the value of such a map for your region to your particular business.

You may keep the map. Please complete the product evaluation form, tear on the dotted line and return in the enclosed envelope.

Name_________________________ Address_________________________

Type of business_____________________

Is your area of interest covered by this map? yes____ no____

If yes, is your area of interest identifiable?

easily identifiable____ identifiable____ not identifiable____

If your area is not covered by this map would a similar map covering your area be of value? yes____ no____

Are sufficient geographic features (lakes, towns, roads, etc.) shown for specific reference? yes____ no____

If no, what other features would you suggest?

___________________________________________

For your area, how valuable would a vegetation type map be to you?

extremely valuable____ moderately valuable____ valuable____ no value____

If map from vegetation type information is valuable to you, where would you like to have it available?

a. sent directly to your business address____
b. County SCS Office____
c. County Extension Agent____
d. Regional Experiment Station____
e. other (specify)____

Would you be willing to pay at least $10 for a map of this type covering your area(s) of interest? yes____ no____
Media Evaluation of Green Forage Map

The attached contour map for an area in North Central Texas was developed from satellite information to show the change in green forage from June 15 to August 8, 1975.

Please evaluate the attached map and narrative as if they were current information and complete the appropriate questions below. Your response will help us to determine the value of this data to the media in Texas. If this type of data proves valuable, it could be made available every 9 days depending upon cloud cover. If clouds prevented satellite picture acquisition, then the next available period would be 9 days later.

Name_________________________ Address_________________________

Media type_________________________

Map
1. Is the location of your service area covered by the enclosed map? yes____ no____

If "yes", are there sufficient landmarks (highways, lakes, towns, etc.) on the map for it to be of value to your audience? yes____ no____

If landmarks are insufficient, what others should be added?

_________________________

If your service area is not covered, would a map of the same format and accuracy be of value to your audience? yes____ no____

2. Is forage information on the maps understandable? Highly understandable____ Moderately understandable____

Slightly understandable____ Not understandable____

3. Can you determine green forage levels in a specific area? Very easy____ Moderately easy____ Easy____ Not at all____

4. What improvements should be made to green forage maps to improve their value or clarity (you may check more than one)

More landmarks____ More detailed information____
Reduce area of coverage____ Enlarge area of coverage____

Other (specify)____

Narrative

1. Is the narrative detailed enough? yes____ no____

2. Is the terminology in the narrative appropriate to your audience intelligence level?

Highly appropriate____ Moderately appropriate____

Slightly appropriate____ Not at all____
3. Is the length of copy sufficient? yes  no
If no, specify appropriate changes: ____________________________

TV
Would you prefer to have a color slide format map and written narrative or a color video tape with voice over delivered to you?

Print Media
What would be the best map format for us to deliver to you?
   8x10  5x7  other (specify) ____________________________
How would you prefer to receive this data?
1. Direct mail (map and narrative) from College Station ______
2. Pick up (map and narrative) from County Extension Agent with his local update ______
3. Have County Agent deliver map and narrative to you with his local update ______
4. Other (specify) ____________________________

Radio
Would you prefer receiving a tape recording of the narrative or do you prefer voicing your own material ______?
Media Evaluation of Rainfall Map

The attached rainfall contour map for an area in North Central Texas was developed to show the total accumulated rainfall in inches for the 30 days prior to August 8, 1975.

Please evaluate the attached map and narrative as if they were current information and complete the appropriate questions below. Your response will help us to determine the value of this data to the media in Texas. If this type of data proves valuable, it could be made available every 9 days.

Name_________________________________ Address__________________________________________

Media Type________________________________________________________

Map

1. Is the location of your service area covered by the enclosed map? yes____ no____
   If "yes", are there sufficient landmarks (highways, lakes, towns, etc.) on the map for it to be of value to your audience? yes____ no____
   If landmarks are insufficient, what others should be added?

   __________________________________________________________

   If your service area is not covered, would a map of the same format and accuracy be of value to your audience? yes____ no____

2. Is rainfall information on the maps understandable? Highly understandable_____ Moderately understandable_____
   Slightly understandable_____ Not understandable_____

3. Can you determine rainfall received in a specific area? very easy____ moderately easy____ easy____ not at all____

4. What improvements should be made to rainfall maps to improve their value or clarity (you may check more than one)?
   More landmarks_____ More detailed information_____ 
   Reduce area of coverage_____ Enlarge area of coverage_____
   Other (specify)________________________________________

Narrative
1. Is the narrative detailed enough? Yes____ no____
2. Is the terminology in the narrative appropriate to your audience intelligence level?
   Highly appropriate____ Slightly appropriate____
   Moderately appropriate____ Not appropriate____
3. Is the length of copy sufficient? Yes____ no____
   If no, specify appropriate changes______________________________

TV
Would you prefer to have a - color slide format map and written narrative____ or a color video tape with voice over____ delivered to you?

Print Media
What would be the best map format for us to deliver to you?
   8x10____ 5x7____ other(specify)____

How would you prefer to receive this data?
   1. Direct mail (map and narrative) from College Station____
   2. Pick up (map and narrative) from County Extension Agent with his local update____
   3. Have County Agent deliver map and narrative to you with his local update____
   4. Other (specify)________________________________________

Radio
Would you prefer receiving a tape recording of the narrative____ or do you prefer voicing your own material?