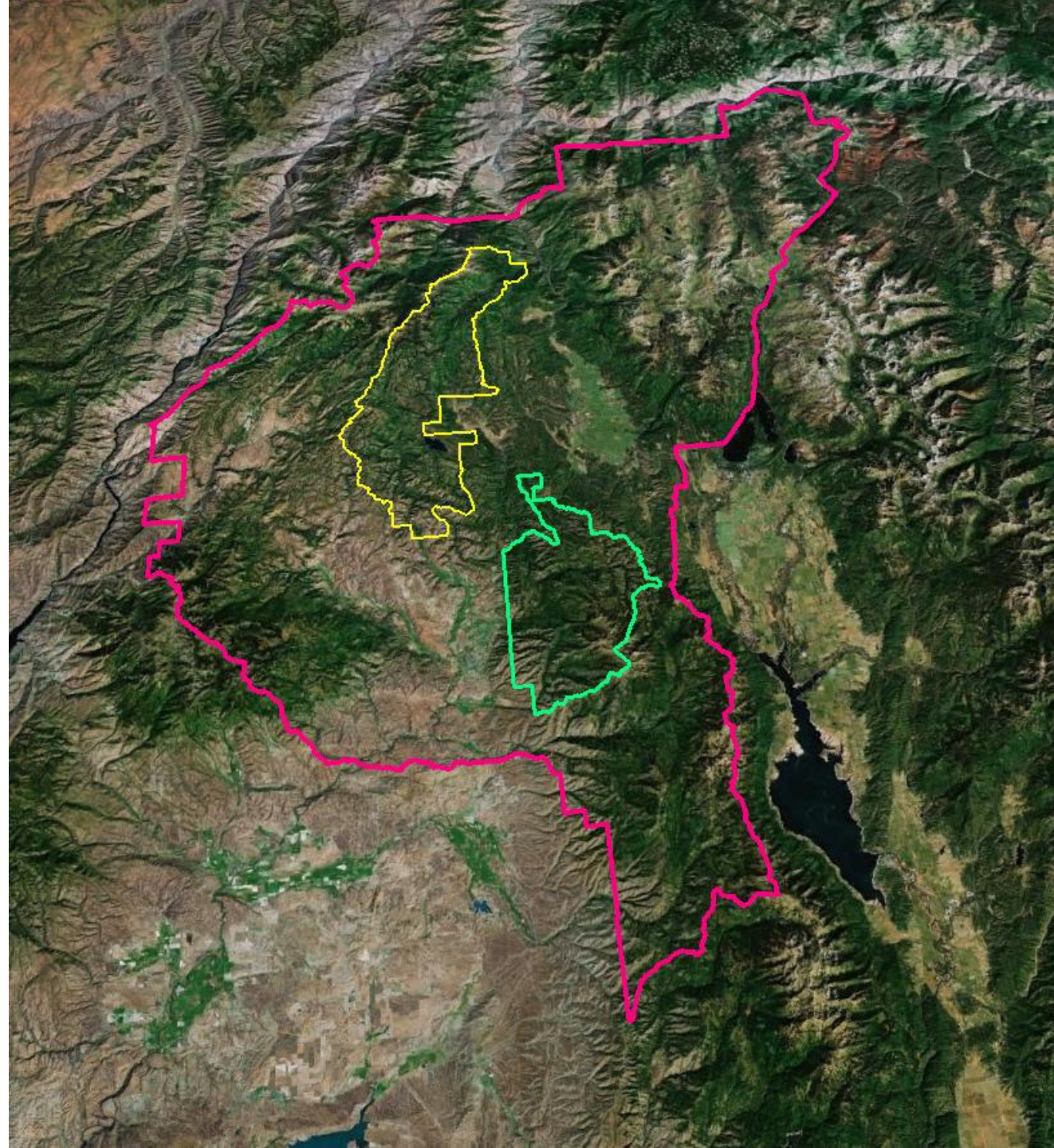


# Sharing our Accelerating Restoration Story:

*Weiser - Little Salmon  
Headwaters Collaborative  
Forest Landscape Restoration  
Communications Plan*

Sandy Kollenberg  
Payette National Forest, USFS  
R4 Intermountain Region





# Presentation Goals

1. Introduce our Collaborative Forest Landscape Restoration Project.
2. Partnership with the Payette Forest Coalition.
3. To provide an overview of the Communication Plan.
4. Introduce goals.
5. Introduce key messages.
6. Present the strategy – and status of progress.
7. Wrap up – conclusion.



# Introduction:

## Weiser – Little Salmon Headwaters Collaborative Forest Landscape Restoration Project

- Landscape scale approach at managing area 970,000 acres spanning three ranger districts on the Payette National Forest.
- One of 10 nationally selected projects into the Collaborative Forest Restoration Program (CFLR) in 2012. Project life will be 2012 – September 2019.
- A combination of timber harvest, restoration, and recreation improvement activities to improve watershed condition, improve wildlife habitat by restoring forested landscape to within historic range of variability, and promote the development of ponderosa pine habitat.
- A collaborative effort working with the Payette Forest Coalition (PFC).

# Partnership with Payette Forest Coalition

Citizen-led coalition representing a broad range of local interests and groups:

- Environmental community
- Forestry groups
- Timber industry
- Motorized recreation groups
- Non-motorized recreation groups
- Tribes
- County government
- State government



# Sections of the Communications Plan

- Objective
- Background
- Goals – Communications Objectives and Strategy
- Key Messages
- Issue and Opportunity Statements
- Audiences
- Communications Actions Table

# Plan Goals and Objectives

- Maintain and enhance awareness and support for the Collaborative Forest Landscape Restoration Project goal of performing accelerated landscape scale restoration across the project area.
- Maintain and enhance public awareness of this project at all phases: NFMA, NEPA and implementation.
- Maintain and enhance partner engagement.

# Plan Goals and Objectives (cont.)

- Ensure access to project information online. *Digital Storytelling*
- Information sharing of the project based learning.
- Highlight accomplishments and successes. *Share the good news.*
- Highlight, share and acknowledge the good work of the Payette Forest Coalition.



# Key Messages

- Accelerating Restoration – what is ecological restoration?
  - Wildlife Habitat Improvement
  - Watershed restoration
  - Improving fish passage
- Collaboration – What is collaboration?
- Partnering
  - Payette Forest Coalition
- Improve Economic Vitality
  - Recreation Enhancement
  - Private sector job maintenance
  - Private sector job creation
  - Increased collaboration with industry partners







# Issues and opportunities

- Benefits of vegetation treatments to terrestrial habitat is not broadly acknowledged.
- Public Perception of road decommissioning.
- Draft versus final Wildlife Conservation Strategy (WCS).
- Revision of significant utilization opportunities linked to this project: bioenergy and sawlogs.
- Maintaining and improving relationships with partners.

# Communications Strategy Table



Date Planned	Activity	Purpose	Responsible Official	Date Completed
2/25/2013	Press Release	Announcement of LCBC project proposed action and beginning of public scoping period	District Ranger, NEPA Coordinator, and PAO	3/01/2013
2/28/2013	Participate in PFS Group Meetings		PAO and Forest Employees	2/28/2013 3/26/2013
3/20/2013	Public Meeting	Announcement of LCBC project proposed action and public scoping period. Answer Questions.	District Ranger, Interdisciplinary Team, Forest Supervisor, PAO	3/20/2013
5/1/2013	Create and Maintain Forest Service WLSH-CFLRP Internal/Sharepoint Site	Team site with write permissions.	Jake Strohmeyer, REALM Staff Officer	3/7/2013
4/30/2013	Update Briefing Paper	Include LCBC Proposed Action, implementation update for upcoming field season	PAO with assistance from DRs, NEPA Coordinators	



# Communications Strategy Table



Date Planned	Activity	Purpose	Responsible Official
4/30/2013	Create and Maintain Forest Services WLSH-CFLRP www website	Create a WLSH-CFLRP page of our website, complete with scaleable map. Create/serve from our external website. Great example <a href="http://www.fs.usda.gov/main/4fri/home">http://www.fs.usda.gov/main/4fri/home</a>	PAO
5/21/2013	Field Trip	WLSH Field Trip	Rehberg, Anderton, Kollenberg
Late May/June	Press Release	Informing public of this season's planned and on-going implementation on MCCM.	REALM Staff
Summer 2013	Implementation	Shingle Hall Public works package/contract advertised	PAO
TBD	Start Payette National Forest Twitter Account	Use for info sharing, announcing press releases, milestones, maps, etc. Get on local media feeds, Rocky Barker, Missoulain, etc.	PAO
TBD	Twitter – Social Media	Investigate and adopt / implement a social media press release format.	PAO

Create project website

Twitter account and cast network. Social Media press release format



# Communications Strategy Table



Date Planned	Activity	Purpose	Responsible Official
	Create WLSH-CFLRP brochure		PAO
	Create WLSH-CFLRP Poster		PAO
	Create Logo	Suggest something that also works in B&W as well as color.	PAO
Summer 2013	Implementation	Shingle Hall Stewardship project advertised. MCCM ITRC	NRM Staff
Summer 2013	Press Release	Highlight on-going / upcoming implementation	PAO with NRM Staff
Field Season	Photography / Videography	Need to obtain before pictures this season! Start obtaining after implementation pictures?	PAO and District Personnel
	Field Trip	Site visit to MCCM and active implementation. Take photographs.	PAO with district personnel
Summer 2013	Implementation – Roads package	Cottonwood – public works road package / improvements	

Create a Logo

Press releases about implementation

Obtain pre-treatment photos/video

# Communications Strategy Table



Date Planned	Activity	Purpose	Responsible Official
Summer 2013	NEPA	LCBC Alternative Development	
August 2013	Implementation	Spring Creek – MCCM Stewardship contract – small sale advertised	NRM Staff
9/30/2013	Interactive Web-served Map	Map of entire CFLRP that is scaleable to smaller project areas, MCCM, LCBC, etc. RSAC may have a project currently in the works.	PAO
Ongoing	News Releases for key WLSH-CFLRP milestones		PAO
	Develop/Update/ Maintain WLSH-CFLRP overview presentation		
Fall – TBD	NEPA	Middle Fork Weiser River Landscape Restoration Scoping	
Fall 2013	NEPA	LCBC write DEIS	NEPA Coordinator
Fall 2013	Implementation – Harvest Activity	Cottonwood – Harvest Activities begin. MCCM ITRC (Integrated Timber Resource Contract)	
Winter 2013	NEPA	LCBC – Revise DEIS – FEIS	ID Team – New

Interactive Map

About 4,400,000 results (0.39 seconds)

[DOC] [Weiser-Little Salmon Headwaters CFLRP - USDA Forest Service](#)  
[www.fs.fed.us/restoration/documents/.../PayetteCFLRPproposal.docx](http://www.fs.fed.us/restoration/documents/.../PayetteCFLRPproposal.docx)  
The headwaters of the Weiser and Little Salmon Rivers encompass working forests of west-central Idaho. Long considered the breadbasket of the Payette ...

[Weiser - Little Salmon Headwaters CFLRP - USDA Forest Service](#)  
[www.fs.usda.gov/detail/payette/landmanagement/?cid=stelprdb5417842](http://www.fs.usda.gov/detail/payette/landmanagement/?cid=stelprdb5417842)  
Weiser - Little Salmon Headwaters CFLRP. Restoration through Community Based Collaboration. Payette National Forest's Weiser - Little Salmon Headwaters ...

[PDF] [Weiser-Little Salmon Headwaters CFLRP - USDA Forest Service](#)  
[www.fs.usda.gov/Internet/FSE\\_DOCUMENTS/stelprdb5403930.pdf](http://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb5403930.pdf)  
Feb 14, 2011 – WEISER-LITTLE SALMON HEADWATERS CFLRP. Submitted by the Payette National Forest with the Payette Forest Coalition. Suzanne ...

[CFLRP Funding of \\$2.45 million Awarded to Payette National Forest](#)  
[www.fs.usda.gov/detail/payette/news-events/?cid=STELPRDB5351380](http://www.fs.usda.gov/detail/payette/news-events/?cid=STELPRDB5351380)  
Feb 3, 2012 – The Weiser-Little Salmon Headwaters CFLRP encompasses 800,000 acres of national forest system lands in the Council and New Meadows ...

[U.S. Forest Service Highlights Expansion of Restoration of National ...](#)  
[www.usda.gov/wps/portal/usda/usdahome?contentid=2012/02/0039...](http://www.usda.gov/wps/portal/usda/usdahome?contentid=2012/02/0039...)  
Feb 2, 2012 – Shortleaf-Bluestem Community Project, Arkansas and Oklahoma - \$342,000. Weiser-Little Salmon Headwaters Project, Idaho - \$2,450,000 ...

[Payette National Forest - Land & Resources Management](#)  
[www.fs.usda.gov/detail/payette/landmanagement/?cid...](http://www.fs.usda.gov/detail/payette/landmanagement/?cid...)  
Lost Creek - Boulder Creek Landscape Restoration Project is part of the Payette National Forest's Weiser Little Salmon Headwaters Collaborative Forest ...

[PDF] [Little Salmon CFLRP, Payette National Forest, 2012 progress re...](#)  
[www.mrs.nau.edu/.../PAID\\_CFLRP\\_2012\\_monitoring\\_report\\_final.pdf](http://www.mrs.nau.edu/.../PAID_CFLRP_2012_monitoring_report_final.pdf)  
Weiser-Little Salmon Headwaters project on the Payette National Forest, a dry mixed-conifer forest within the range of this species. Prescribed burning and ...

# What happens when we google Weiser – Little Salmon Headwaters?

- 4 links and half of them to our 2011 proposal document.
- Now a link to our Forest Webpage is in the top 4.
- PFC does not even make the google search.



four forests restoration initiative



**Web** Images Maps Shopping News More Search tools

About 8,460,000 results (0.31 seconds)

**[Four Forest Restoration Initiative - Home - USDA Forest Service](#)**

[www.fs.usda.gov/4fri](http://www.fs.usda.gov/4fri)

Four national forests are actively engaged in a collaborative, landscape-scale initiative designed to restore fire-adapted ecosystems in the Southwestern Region ...

**[Four Forest Restoration Initiative - Planning Documents](#)**

[www.fs.usda.gov/main/4fri/planning](http://www.fs.usda.gov/main/4fri/planning)

The Coconino and Kaibab National Forests have prepared a Four-Forest Restoration Initiative Draft Environmental Impact Statement (DEIS). The DEIS proposes ...

**[Four Forests Restoration Initiative - USDA Forest Service](#)**

[www.fs.usda.gov/.../04\\_SB8K8xLLM9MSSzPy8xBz9CP0os3gjAwhwtD...](http://www.fs.usda.gov/.../04_SB8K8xLLM9MSSzPy8xBz9CP0os3gjAwhwtD...)

Four Forest Restoration Initiative. The overall goal of the four-forest effort is to create landscape-scale restoration approaches that will provide for fuels reduction, ...

**[Four Forest Restoration Initiative \(4FRI\)](#)**

[www.4fri.org/](http://www.4fri.org/)

The Four Forest Restoration Initiative A Collaborative Effort to Restore Forest Ecosystems on Four National Forests in Arizona ...

**[4FRI: The Four Forests Restoration Initiative - Grand Canyon Trust](#)**

[www.grandcanyontrust.org](http://www.grandcanyontrust.org) > ... > Forest Restoration > Actions & Projects

4FRI: The Four Forest Restoration Initiative. 4FRI Phase 1 area In the late 1990s, we began working with pivotal partners to accelerate collaborative, ...

**[U.S. Starts Massive Forest-Thinning Project: Scientific American](#)**

[www.scientificamerican.com](http://www.scientificamerican.com) > Energy & Sustainability > Climatewire

Mar 22, 2013 – Fleishman is the assistant team leader of the Four Forests Restoration Initiative, called 4FRI. It is the largest forest stewardship project in the ...

**[4-Forests Restoration Initiative Update: A sinking feeling the Forest ...](#)**

# What happens when we google Four Forests Initiative?

- Entire page+ of links.
- Agency hosted are first three.
- The Partners/Coalition is the 4th.
- Project has its own agency hosted website.

# Logo Example



## Search

◦ [Site Map](#)

## Payette National Forest

▶ [Home](#)

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▶ [Recreation](#)

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▶ [Working Together](#)

▶ [About the Forest](#)

▶ [News & Events](#)

## Contact Information

**Payette National Forest**  
800 West Lakeside Ave  
McCall, ID 83638-3602

(208) 634-0700

[Contact Us](#)

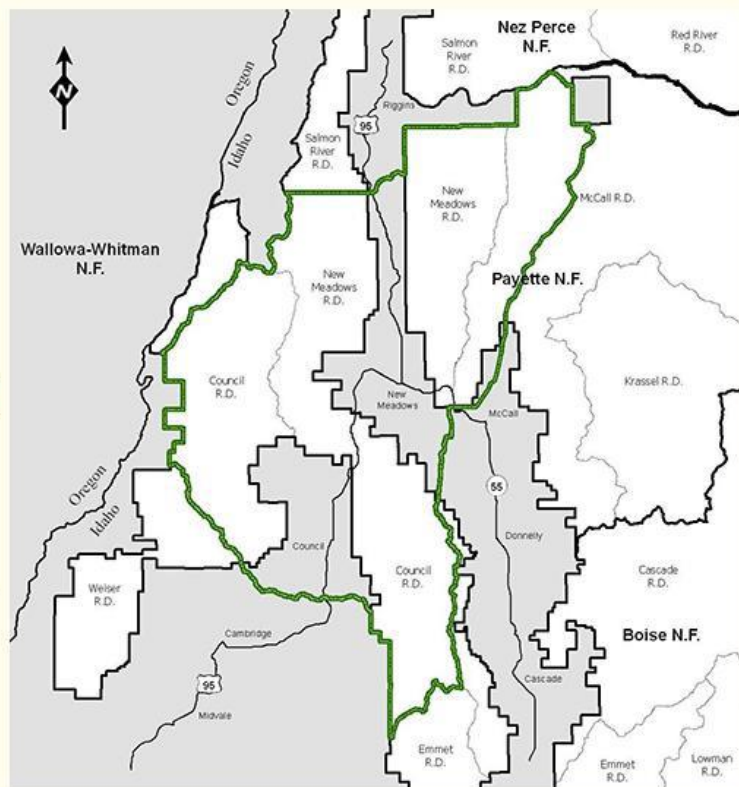
## Weiser - Little Salmon Headwaters CFLRP

Restoration through Community Based Collaboration

Payette National Forest's Weiser - Little Salmon Headwaters Collaborative Forest Landscape Restoration Project.

Selected in February 2012 as one of ten new projects to receive annual funding from the national Collaborative Forest Landscape Restoration Program [CFLR](#).

This project is a landscape scale approach at managing an area over 970,000 acres in size spanning three ranger districts on the Payette National Forest.



Projects within the Weiser - Little Salmon Headwaters CFLRP Area:

Project 1 - [Mill Creek](#) - [Council Mountain](#) Landscape Restoration Project

Project 2 - [Lost Creek](#) - [Boulder Creek](#) Landscape Restoration Project

Weiser - Lower Salmon Headwaters CFLRP is a collaborative effort working with the [Payette Forest Coalition](#) - PFC. PFC is comprised of representatives from a broad range of local interests including:

- ▶ environmental community
- ▶ forestry groups
- ▶ timber industry
- ▶ motorized recreation groups

Page I created on forest agency website.

- Very simple right now.
- This puts a link to current project information in the google search. Helps our SEO.



## Search

[Go](#)[Site Map](#)

## Payette National Forest

- › [Home](#)
- › [Special Places](#)
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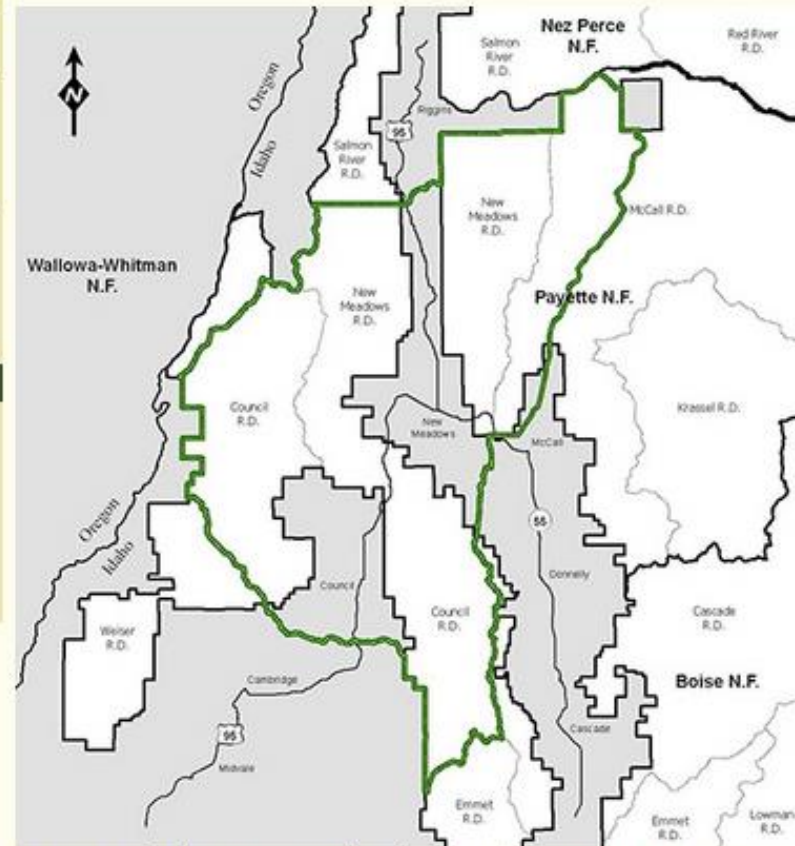
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Search

Go

◦ [Site Map](#)

Four Forest Restoration Initiative

▼ Home

- ▶ [History of 4FRI](#)
- ▶ [Newsroom](#)
- ▶ [Timeline](#)
- ▶ [Planning Documents](#)
- ▶ [Collaboration & Public Involvement](#)
- ▶ [Geospatial Data](#)
- ▶ [FAQs](#)

Contact Information

Four Forest Supervisors:

Jim Zornes, Forest Supervisor, Apache-Sitgreaves National Forests, (928) 333-4301

Earl Stewart, Forest Supervisor, Coconino National Forest, (928) 527-3600

Mike Williams, Forest Supervisor, Kaibab National Forest, (928) 635-8200

Neil Bosworth, Forest Supervisor, Tonto National Forest, (602) 225-5200

[Contact Us](#)

Four Forest Restoration Initiative

Four national forests are actively engaged in a collaborative, landscape-scale initiative designed to restore fire-adapted ecosystems in the **Southwestern Region**. Those forests are the **Kaibab, Coconino, Apache-Sitgreaves** and **Tonto**. Together with a diverse group of stakeholders, the four forests are working to collaboratively plan and carry out landscape-scale restoration of ponderosa pine forests in northern Arizona.

The overall goal of the Four Forest Restoration Initiative (4FRI) is to restore the structure, pattern and composition of fire-adapted ecosystems, which will provide for fuels reduction, forest health, and wildlife and plant diversity. A key objective is doing this while creating sustainable ecosystems and industries in the long term. Appropriately-scaled businesses will likely play a key role in the effort by harvesting, processing and selling wood products. The restoration-based work opportunities are expected to create jobs across northern Arizona.



Features

[4FRI Draft Environmental Impact Statement \(DEIS\)](#)



The Coconino and Kaibab National Forests have prepared a Four-Forest Restoration Initiative DEIS. The DEIS proposes a suite of restoration actions across the forests over a period of 10 years. The DEIS was developed in collaboration with many individuals, groups, and agencies. We invite you to review and comment on the DEIS.

[The Lorax Partnership](#)



As an enduring symbol of forest conservation, Dr. Seuss' The Lorax offers a message of hope and renewal.

Quick Links

- [4FRI NEPA Project Tracking \(PALS\)](#)
- [4FRI Stakeholder Group Site](#)
- [4FRI Public Reading Room](#)

Highlights

- [Status Reports](#)
- [4FRI Overview Poster 1](#)
- [4FRI Overview Poster 2](#)
- [4FRI Brochure](#)

Key Contacts

The Forest Service has staffed a core team focused on advancing the first 4FRI project through the collaborative process, planning and implementation.

- Henry Provencio, Team Leader
- Dick Fleishman, Assistant Team Leader
- Bill Noble, Wildlife Biologist
- Neil McCusker, Silviculturist
- Mary Lata, Fire Ecologist
- Paula Cote, National Environmental Policy Act Specialist
- Mark Nigrelli, GIS Specialist

The 4FRI Team is stationed at the Coconino National Forest Supervisor's Office, (928) 527-3600.



# Conclusions – Wrap Up

What does successful implementation of the Communication Plan look like?



- Enhanced coverage in larger media outlets: Idaho Statesman, Lewiston Tribune, (Idaho papers) and Missoulian.
- Clear and descriptive (user friendly) information available to the public via the WWW.
- Anticipate and provide answers before the public knows to ask the questions.
- Present information to the public in a controlled, planned fashion.



# Conclusions – Wrap Up (cont.)

- On-going learning process for forest personnel on project and Payette Forest Coalition. Currently in year 2 of an 8 year project.
- Presented this to FS steering committee on May 15 and incorporated their comments into this presentation - 2nd logo resulted from that presentation.
- Public Affairs staff on forest has begun implementing this communications plan.

