

NOTES

Ashland Forest Resiliency Multiparty Monitoring *Public Engagement Workshop* August 7, 2009, Ashland Community Center, 10 am – 2 pm

Participants: Mark Shibley, Darren Borgias, Vicky Sturtevant, John Karns, Molly Sullivan, Chris Chambers, Marty Main, Rachel Werling, Melody Noraas, Kari Geis, Sam Whitridge, Rich Whitley, Paul Galloway, Neil Benson, John Stromberg, Carol Voisin, George McKinley, Joseph Vaile, Richard Best

- Welcome comments were offered by Mayor John Stromberg, and Fire Chief John Karns
- Darren Borgias reviewed the agenda and hand outs
- Marty Main gave a history of City involvement in the watershed and development of the community alternative for AFR
- Darren Borgias provided background on FS monitoring and supplemental monitoring prioritized by a stakeholder group of technically inclined community members on June 12
- Vicky Sturtevant reviewed the results of the social capital workshop held on July 23.
- Darren described the small group process to brainstorm and then prioritize strategies and resources to support public engagement in monitoring to optimize social and ecological results of AFR.



- Individuals brainstormed, prioritized, shared in small group, and then shared with the large group. All ideas were included on the wall on sticky notes. Large group discussed organization and differentiation of ideas. Individuals voted for top three priority ideas using sticky dots, and one additional item for urgent implementation.

Results of the brainstorming, organization, and prioritization follow.

Public engagement strategies, specific nominations with votes, and summary of other nominated ideas.	1st 3 pts	2nd 2 pts	3rd 1 pt	total votes	total pts	Urgent
Hold informative tours, including stakeholder led walks	2	1	3	6	15	0
<i>Informative tours in the watershed woods</i>	3		3	6	12	
<i>Stakeholder led informative walking tours</i>		1	1	2	3	
Eco-recreation trips, harvest trips, Parks trip, Parks exhibit						
SOU volunteer program for work and long-term monitoring	3	1	3	7	14	2
<i>SOU manage volunteer program (e.g. AmeriCorps)</i>	2	1	1	4	9	1
<i>Establish Long-term monitoring program</i>	1		2	3	5	1
Establish Ashland Schools-SOU-FS monitoring partnership	1	5	0	6	13	5
<i>Establish Partnership Ashland Schools/SOU/FS and monitoring agreement</i>	1	5		6	13	5
Place-based ed. (fire ecol., climate change), adopt-a-plot, watershed study book, branded restoration byproducts used locally						
Create education-outreach plan, establish funding committee	2	2	2	6	12	4
<i>Create education/outreach plan and funding</i>	2	2	1	5	11	3
<i>Establish fund-raising committee</i>			1	1	1	1
FS to hold vision, implement, starting with demonstration scale	2	2	2	6	12	0
<i>Demonstration sites with signs explaining treatment</i>	1	2	2	5	9	
<i>Vision (accomplishment and progress)</i>	1		0	1	3	
Ranger visible in community, aggressive implementation						
Communicate using bulletin boards, discussions, material w/logo	0	2	5	7	9	1
<i>Watershed bulletin boards (to inform watershed visitors)</i>		2		2	4	
<i>Embrace discussion with those with opposing viewpoints</i>			3	3	3	1
<i>Create logo</i>			2	2	2	
YouTube, RVTV, Facebook, animation on website, news column, FAQs, Neighborhoods, simulations, meeting place, forum, stage a play, AFR festival, branded byproducts from project used locally, speakers bureau.						
Volunteer workdays and monitoring for adults and students	2	0	0	2	6	1
<i>Adult / student volunteers for work days (brushing/burning) and monitoring</i>	2			2	6	1
Citizen vols. from NGO's, retirees, CERT. Establish vol./outreach coordinator, engage interface neighborhoods						
Identify coordinating body, committee	1	0	1	2	4	1

Providing watershed forest tours for community members ranked highest, however several more urgent strategies followed closely in priority. These included establishing a new partnership among SOU, the FS, and Ashland Schools to provide monitoring program and place-based education opportunity tied to AFR. A similar priority and urgency was placed on developing a plan for education and outreach, and funding. Developing communication materials with a logo, such as bulletin boards in the watershed, and holding discussions with those opposed to the project was a lower priority. Volunteer workdays were elevated among the list of strategies but lower than the more institutional educational involvement in monitoring. The Forest Service was recognized for its role of vision keeper and implementer, and encouraged to start with demonstration treatments.

Subsequent roundtable discussion emphasized need for a strategic education and outreach plan incorporating the identified strategies and priorities and including contacts and partners, and effective “marketing” or outreach using a variety of tools, including a logo/name to increase recognition. This plan should be drafted for review by a larger group. Attendees also stressed

finding funding for an outreach effort and forming an education/outreach committee to perpetuate this effort. Chris Chambers, Rich Whitley, and Paul Galloway were listed as conveners of the committee.

The group discussed importance of volunteerism as an aspect of community involvement, and the need for organization and coordination of volunteer efforts. Establishing an Americorps volunteer position was considered favorably by the group—to help build the relationships among partners. A local person with understanding of the issues and people could provide advantages. Subsequent discussion considered who would host/supervise an Americorp volunteer—both The Nature Conservancy and N. Mt. Park have Americorps positions right now and other possibilities include SOU, the City of Ashland (Public Works?), but not Forest Service as explained by Paul Galloway. Another possible avenue for staff/funding is through a Jackson County Title III grant.

In order to advance key strategies, clearly defined roles for the partners and key contacts with responsibility for coordinating need to be identified in a O-E plan. Chris Chambers was nominated and he accepted appointment to draft the plan.