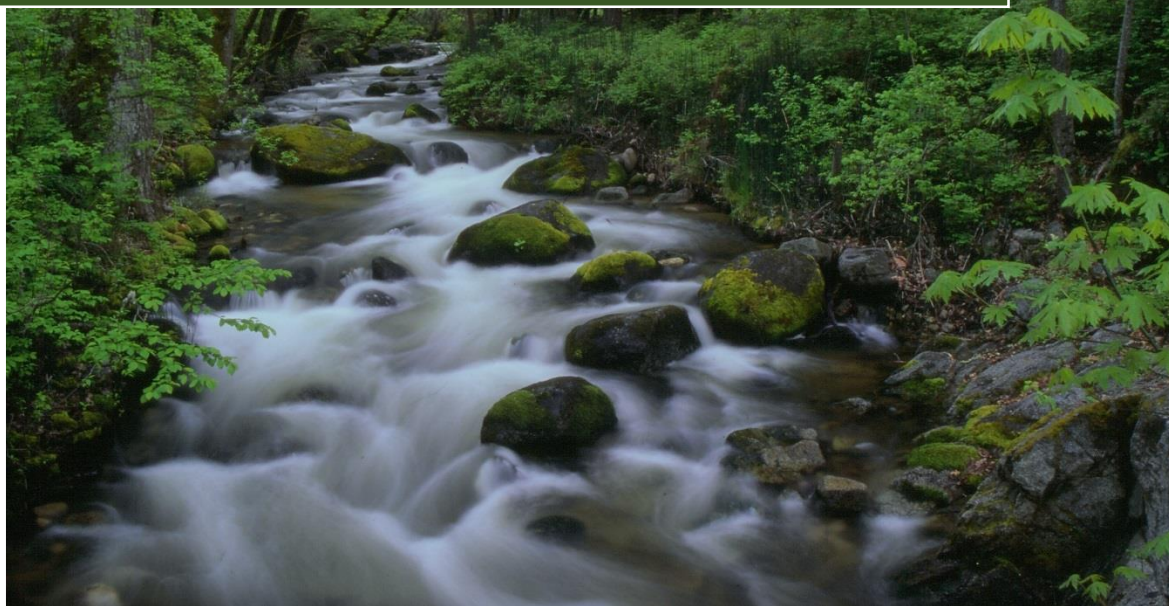




2017

# Ashland Forest Resiliency Community Engagement Plan



4/13/2017

## Mission Statement:

*Connect people to the watershed by instilling a greater understanding of the Ashland Forest Resiliency Stewardship Project (AFR) and our goal to reduce the risk of severe wildfire to protect water quality, older forests, wildlife, people, property and our quality of life.*

With extensive community input, AFR partners completed a Community Engagement Plan (CEP) in 2009, which has been periodically updated. This newly updated CEP builds on past accomplishments and adds a new set of collaboratively developed goals. Community engagement assists the Ashland Forest Resiliency partnership with:

- **the public** in developing a greater understanding of the AFR project and its mission while incorporating public input into our planning, implementation, and monitoring phases.
- **our partners** in determining the best approaches for involving volunteers and students in opportunities that give back to the watershed and benefit the community.
- **everyone** in learning more about the important role our forests and watershed serve in our quality of life and how to best steward them.

*Community engagement builds relationships through communication and working together where citizens and partners contribute conceptual input and action for optimal outcomes.*

The **AFR CEP** outlines strategies and actions to support collaboration between the Ashland Forest Resiliency Stewardship Project partners and stakeholder groups, citizens, agencies, and institutions for the mutually beneficial exchange of knowledge and resources. These CEP goals are both refined and renewed from the previous CEP, with input from community stakeholders in two meetings. One meeting held in November of 2016 was for input on the overall CEP and one held in January of 2017 provided action items specifically to address smoke from controlled burning and wildfire. See Appendix A and Appendix C for the raw input captured at the workshops. Appendix B summarizes the AFR partnership's work with the community over the past 6 years.

## Prioritization Process

After the November 2016 community input session, AFR partners aggregated feedback into common themes and values (totals of colored dot exercise). Topics that fell outside the responsibility or jurisdiction of the AFR Project (homeless camping, gun use) were set aside or passed along to an appropriate entity. Due to limits on funding and capacity, each strategy was ranked according to its importance, timeliness, and feasibility. The final ranking process took into account community stakeholder priorities, ongoing strategies, and priorities

derived from operational needs (like smoke communications). The top two community stakeholder topics related to media and communications and educational opportunities are in the top five strategies.

AFR Partners identified actions that are a priority for April 2017 through October 2018 as follows:

- Increase communication leading up to burn season
- Promote the website and develop social media campaign
- Schedule hikes and tours
- Identify strategic monitoring activities
- Provide resources and communication to meet the needs of smoke sensitive populations
- Develop educational materials to include story map and blog posts on monitoring
- Make an informational video to share in community
- Provide opportunities for outdoor education
- Produce infographics/print media
- Develop new partnerships with recreation community

Each year partners will review the progress of the CEP Plans implementation to set a new work plan.

## **AFR CEP Desired Outcomes**

- reflects current overall project status and partner strategies to further AFR
- is responsive to community social needs
- aligns participating organizations around strategy, goals and desired outcomes, and timeline for actions
- identifies funding needs
- builds community ownership in AFR through engagement by participants

## **2017 AFR Community Engagement SMART Goals**

The CEP outlines a suite of strategies to advance our engagement, and then applied SMART goals<sup>1</sup> and actions to organize the CEP:

### **STRATEGY 1: Maintain a Relevant and Vibrant Community Engagement Plan**

#### **GOALS**

- 1) Citizens, stakeholders and partners work together on the CEP, updating it as we learn, measured by trend in participant and organization count
- 2) CEP responds to new opportunities, measured in subjective evaluation
- 3) CEP reflects regular reviews and integration of citizen input, updated annually (See Appendix A for the unfiltered input captured at the December CEP workshop)

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<sup>1</sup> *Specific*: concrete; who or what is expected to change, *Measurable*: can see, hear, count it, *Attainable*: likely to be achieved, *Results-oriented*: meaningful, valued results; *Timed*: target date for progress and completion

ACTIONS	Sub-actions	Area of Support	Progress/ DUE DATE	Lead/ Team
<b>1.1</b> Quarterly review the CEP and progress on action items, outcomes	<ul style="list-style-type: none"> <li>a. Partners participate in regular weekly meetings, quarterly reporting and ad hoc meetings as needed.</li> <li>b. Include short briefs in quarterly MSA SPA reporting. (COA: community engagement, TNC: multi-party monitoring, LRP: education &amp; implementation,</li> <li>c. COA collates annual brief from quarterly reports</li> </ul>	Organization Support	Ongoing  Deliver first short form update March 2017	COA, AFR Partners
<b>1.2</b> Assign responsibilities, action items and timeline for CEP goals	<ul style="list-style-type: none"> <li>a. COA convenes AFR Partners to review CEP and approve partner specific action items and timelines.</li> <li>b. Stakeholders will give input on actions and help as appropriate.</li> </ul>	Organization Support	Ongoing, 1/31/2017	COA, TNC, LRP, USFS
<b>1.3</b> Stakeholders meet for visioning and partners integrate input with partnership internal goals	<ul style="list-style-type: none"> <li>a. Hire facilitator to capture stakeholder input</li> <li>b. Integrate input with plan to reflect language and goals established in external stakeholder meeting</li> <li>c. Deliver draft to stakeholders for review</li> <li>d. Integrate stakeholder review.</li> <li>e. Format final and distribute</li> </ul>	Engage Stakeholders and Citizens	Completed external input 1/1/2017	COA, TNC, LRP, USFS
<b>1.4</b> Establish a CEP revision process	COA to document a multi-year timeline for revision that can be adopted by participating partners (TNC, COA, LRP, USFS)	Organization Support	6/30/2017	COA, TNC, LRP, USFS

## STRATEGY 2: Maintain staff capacity to implement the CEP

Robust community engagement under the CEP is sustained largely by AFR Partner staff work leveraged with stakeholder input of ideas and investments from stakeholders and citizens.

### GOALS

- 1) CEP implementation increases education opportunities by audience type and participant count
- 2) Cooperative efforts to complete community engagement goals show increased partnerships

## 3) Funding and capacity needs identified and sources pursued

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
<b>2.1</b> Establish financial plans for partner CEP implementation	a. Support the CEP implementation through budgeting and financial planning b. Capture in supplemental project agreements to the AFR MSA and other agreements.	Funding and Capacity	On Going	COA coordinates input from each partner
<b>2.2</b> Identify potential funding sources	Share a quarterly brief with information on grant opportunities	Funding and Capacity	quarterly	COA and OPS COM
<b>2.3</b> Network in the community for cooperative grants that further AFR education efforts	a. Establish list of potential partners b. Meet one-on-one for programs development and support	Education	On Going 12/31/2018	COA and Partners

**STRATEGY 3: Use Diverse Media; emerging modes of communication and make timely AFR project information available to the community**
**GOALS**

- 1) Public is well-informed about project goals, strategy and timelines, and the need for restoration as measured by surveys.
- 2) The public, including specialized groups, feel they have accurate information pertaining to project goals and strategies, and that timely notice for closure and work notifications is communicated appropriately to enable an information network that benefits the community, as a whole.
- 3) Increased number of citizens who receive high-quality messaging through an expanding and diverse array of sources, including: social media, print media, radio, television, website, printed materials, email, phone messages, alerts and videos.

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
<b>3.1</b> Improve alert protocols, tools and planning	a. Develop a strategy for more accurate, trail/area specific and timely communication b. Coordinate with partners	Alerts and Communication	On Going	COA, TNC, LRP, USFS

<b>3.2</b> Launch a text messaging service for alerts, closure, trail information and smoke event notices	<ul style="list-style-type: none"> <li>a. COA will evaluate cost/benefits and hire a company for text alerts</li> <li>b. Collaboratively launch campaign</li> </ul>	Alerts and Communication	3/15/2017	COA and Partners
<b>3.3</b> Promote the website and develop social media campaign	<ul style="list-style-type: none"> <li>a. COA community engagement coordinator (CEC) and contractor will promote the AFR website</li> <li>b. Perform social media campaign</li> </ul>	Social Media and Electronic Communication	1/31/2017	COA and Media Consultant
<b>3.4</b> Produce a story map to tell the AFR story and include monitoring data.	<ul style="list-style-type: none"> <li>a. City of Ashland will lead design of the story map with partner input</li> </ul>	Social Media and Electronic Communication	1/31/2017	COA and Partners
<b>3.5</b> Develop materials (infographics, other print media) which build a cohesive story for AFR and its importance	<ul style="list-style-type: none"> <li>a. Marketing services will be contracted</li> <li>b. Coordinate messaging developed through regular partner meetings</li> </ul>	Print/Social Media	1/15/2017	COA and Media Consultant
<b>3.6</b> Develop an application or geo linked map	Create demonstration stops that can give visitors a guided tour of the Ashland Watershed	Recreation and Tourism	12/1/2018	USFS, COA, LRP, TNC
<b>3.7</b> Create an AFR blog	<ul style="list-style-type: none"> <li>a. Communicate need for the project</li> <li>b. Provide updates and in-depth stories</li> <li>c. Highlight local natural history through text, photos and videos</li> </ul>	Print/Social media	6/1/2017	COA and TNC

**STRATEGY 4: Engage community on smoke communications; assist in providing information in diverse modes to address concerns of interested audiences including healthcare providers, the smoke sensitive population, local businesses, recreationists, educators and others**





Pile Burning on Private Land

## GOALS

- 1) CEP integrates recommendations from a smoke communications and marketing plan developed through community partnerships
  - 2) Community is well informed about the options for protecting their health from controlled burning or wildfire smoke
- AFR success restoring fire is communicated across the region to leverage broader support for increasing quality, pace, and scale of

- 3) forest restoration
- 4) Education informs community and strengthens buy-in on the need, purpose and results from controlled burning
- 5) Research on smoke tradeoffs (severe wildfire versus controlled burning) can increase public awareness and support for proactive controlled burning.
  - a. Emphasize the role of natural fire in the Ashland Watershed and highlight through guided tours
  - b. Build an understanding of the Rogue Valley air shed and work across the landscape to reduce wildfire risk
- 6) Public receives timely and specific communications on health for smoke events to increase understanding, trust and support of AFR fire and smoke management.

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
<b>4.1</b> Convene community partners to develop a marketing and communications plan to address smoke from controlled burning and wildfire  AFR partners collaborate with the stakeholder to help develop and disseminate information guided by a comprehensive marketing plan	a. Establish community partners in a sub-committee b. Develop a marketing and communications plan that reflects Ashland's unique community values c. Produce products and refine marketing and communications plans with existing funds provided by the Fire Learning Network (FLN)	Organization Support, Engage Community Partners	4/1/2017	COA, TNC, LRP, USFS and Community Partners

	d. Use Marketing and communications plan to inform activities established in the CEP			
<b>4.2</b> Provide more direct education for students and families about fire ecology and AFR.	a. Develop the education needs based on the public input gathered from the community dialogue b. Develop youth education so they can educate their families c. Expand the number of tours that emphasize fire ecology	K-12, Higher Ed and Adult Education	On Going	COA, Community and Partners
<b>4.3</b> Make an informational video to share on the website, through social media and on screen at tabling events  Develop social media and increase community participation	a. Contract services with media consultant and COA b. Develop Information Campaign to improve understanding of burn process/parameters prior to burn season c. Highlight proactive vs. reactive fire responses and important role of fire in the watershed	Community Education	2/15/2017	COA and Media Consultant
<b>4.4</b> Develop education event or forum through the Ashland Prescribed Fire Training Exchange	Coordinate with Fire Learning Network and The Nature Conservancy, and agency partners	Community Education	10/31/2017	COA, TNC
<b>4.5</b> Training for 'tour assistants' that emphasizes role of fire in the Ashland Watershed	a. The Nature Conservancy can hold a training workshop for tour assistants who will regularly help lead tours for visitors and local citizens during summer months b. Provide tours with direct education on fire ecology through summer tourism season c. Train volunteer guides from Ashland High School (AHS) or SOU	Community Education	10/31/2017	COA, TNC
<b>4.6</b> Strategy/plan to increase number of public displays emphasizing role of fire in	a. Emphasize fire ecology	Community Education	6/1/2017	COA, NMP, SOU and Partners



Ashland Watershed and Rogue Valley  Develop a fire ecology, geo-linked trail and promote with public displays/interpretive signs	<ul style="list-style-type: none"> <li>b. Interpretation at Ashland Parks, North Mountain Park</li> <li>c. Exhibit at new visitors center</li> <li>d. Include fire ecology with watershed art walk</li> <li>e. Demonstrate how fire shapes the landscape</li> </ul>			
<b>4.7</b> Provide resources and communication to meet the needs of smoke sensitive populations	<ul style="list-style-type: none"> <li>a. Advisories for smoke sensitive population and health recommendations</li> <li>b. Gather information from community volunteers on how to craft messages for groups like retirees, youth and vulnerable people</li> <li>c. Educate retirees who have relocated to Ashland about AFR and history of fire in the region</li> </ul>	Community Education	12/31/2017	COA, TNC and partners
<b>4.8</b> Provide service learning opportunities and curriculum designed to emphasize value of watershed and fire ecology	<ul style="list-style-type: none"> <li>a. Coordinate effort with North Mountain Park and community programs to assist with outreach</li> <li>b. Include environmental education students from SOU</li> </ul>	Community Education	Begin as soon as possible - 2019	COA, NMP, SOU and Partners
<b>4.9</b> Develop a strategy and protocols to provide more timely and accurate smoke communications and alerts  Improve use of technology for community alerts and unified command  Issue consistent messaging guided by the smoke communications and marketing plan	<ul style="list-style-type: none"> <li>a. Partners will develop internal protocols for issuing alerts</li> <li>b. Communication strategy for all citizens will be developed through partners and broader community</li> <li>c. Explore most effective way to deploy 'unified command'</li> <li>d. Increase strategic signage and include LED signs</li> </ul>	Organization Support and Alerts/ Communication	6/1/2017	Community Partners and AFR
<b>4.10</b> Issue press releases, communication leading up to burn season	<ul style="list-style-type: none"> <li>a. Explore and adopt useful technologies and messaging developed through marketing plan</li> </ul>	Alerts & Communication	6/1/2017	Community Partners and AFR

Provide public information with regional information on air shed of smoke sources that extend beyond our local area, emphasize forest restoration work across the landscape	b. Education for local meteorologists c. Public education to address air stagnation d. Regional advisories for need and purpose through Jefferson Public Radio			
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*Forester Marty Main Leads Tour of the Watershed*

**STRATEGY 5: Create and offer opportunities for community to participate in educational activities like tours, presentations and public events**

**GOALS**

- 1) Citizens and community leaders see forest conditions and better understand the AFR plan; building support (social and financial) for completing and maintaining restoration and is measured by number of participants
- 2) Regular education opportunities connect the community through forums and events; AFR, partners will hold general public tours of project sites, and educational forums annually on need, purpose and progress of AFR

- 3) Public connects and relates to the watershed through eco-recreation tours (hikes, mountain biking or skiing tours in the winter), increasing long-term awareness of the stewardship and maintenance needs in the Ashland watershed – “recreation is part of resiliency”

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
<b>5.1</b> Schedule hikes and tours during major steps in project design and implementation	Community Engagement Coordinator(CEC) and partners will schedule tours as needed	Public Tours	On Going	COA and Partners
<b>5.2</b> Invite decision makers to an annual tour to see and discuss ecological outcomes in the field	Partners will include tours for planning with state and regional partners	Public Tours	On Going	COA and Partners
<b>5.3</b> Host science forums or public lectures each year to further community education on forest restoration	a. Explore strategic dates, knowledge needs and optimal modes for delivery (via pub talks, SOU Science Auditorium). b. Develop partnerships with organizations like Science Works.	Forums and Lectures	Spring and Fall Lecture, 2017	COA and TNC
<b>5.4</b> Promote eco-tourism and visits to Ashland Forest Resiliency Stewardship Project; Look for additional opportunities for visitor education	a. Facilitate eco-tourism with direct marketing, tabling at recreation events in the watershed b. Develop community partnerships with Chamber of Commerce and other community organizations	Recreation and Tourism	12/31/2017	COA and USFS
<b>5.5</b> Develop post activities tours with Ashland Parks and Recreation Commission	a. COA will host and lead tours of watershed & explain to visitors the AFR project during the summer months through guided hikes; b. Promote through the Ashland Parks and Recreation Guide	Recreation and Tourism	12/31/2017	COA and Partners

**STRATEGY 6: AFR partners integrate stakeholders in providing dynamic education opportunities that: highlight, further develop relationship with Southern Oregon University, and facilitate opportunities for local schools to learn about the project and their watershed**

#### GOALS

- 1) AFR strengthens education offerings with the Ashland School District and provides curriculum for one grade level
- 2) SOU enlisted for a formal role as a project partner for education and engagement of higher learning students
- 3) Maintain a 20-25 student participation rate in Youth Training and Employment Program for Ashland Watershed each year
- 4) Classes for specific audiences are established and reoccur each year to benefit local community to include outdoor education, adult education, K-12, pre-school and higher education
- 5) Increase coordination with established programs and secure new funding for education support

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
<b>6.1</b> Continue to engage with Ashland School District to provide educational opportunities and re-visit lobby for K-12 watershed curriculum	COA community engagement coordinator will begin networking opportunities with ASD under guidance of partners	Education	Begin as soon as possible - 2018	COA and Partners
<b>6.2</b> Establish long-term funding mechanism for education and workforce training of students in the AFR Project	<ol style="list-style-type: none"> <li>a. Coordinate education opportunities and grants with partners local, state, and federal funding</li> <li>b. Organize effort with the North Mountain Park</li> </ol>	Education	12/31/2018	LRP and Partners
<b>6.3</b> Strategize and coordinate efforts for education and outreach	Coordinate education opportunities among partners, (SOREEL event, classes for Ashland School District students)	K- 12 Education	1/31/2017	LRP, COA, TNC

<b>6.4</b> Host and develop one education event or class with Southern Oregon University (SOU)	<ul style="list-style-type: none"> <li>a. CEC will follow up with professors who are working in environmental education at SOU</li> <li>b. Coordinate with The Nature Conservancy</li> </ul>	Higher Education	12/31/2017	COA and TNC
<b>6.5</b> Establish a class series through Osher Life-Long Learning Institute (OLLI)	CEC will develop a proposal for class series and network for presenter with assistance from partners	Adult Education	12/31/2017	COA and Partners
<b>6.6</b> Develop an education story board for library to use in their toddler and wobbler class	CEC will lead coordination of project with oversight from COA	Pre-school Education	12/31/2017	COA
<b>6.7</b> Increase collaboration with K-Higher education students, including on-the-ground work	CEC and COA will pursue with Ashland High School environmental education teachers to promote 'adopt a plot' on the ground data collection	K-12 Education	2/2/2017	COA
<b>6.8</b> Develop opportunities for outdoor education	<ul style="list-style-type: none"> <li>a. CEC will work with 'Oregon Outdoor Education Coalition'</li> <li>b. CEC can attend the outdoor education summit in spring of 2017</li> <li>c. CEC pursue grant to support outdoor education for watershed</li> </ul>	K-12 Education	Begin as soon as possible - 2018	COA
<b>6.9</b> Create program for delivering education to neighborhoods, businesses, libraries and community clubs; Support business leaders in AFR outreach 'teach the teacher.'	<ul style="list-style-type: none"> <li>a. Share widely the benefits of the AFR project in communication to business community with newsletters</li> <li>b. Produce print materials and social media for public service announcements</li> </ul>	Community Education	Begin as soon as possible - 2019	COA and Partners





Example of Art in the Watershed 'Marty' the Fisher Sculpture

## STRATEGY 7: Celebrate Watershed and Our Work

### GOALS

- 1) News of significant accomplishments is shared widely with local and national leaders to build funding support as measured by number of contacts made
- 2) Efforts are coordinated to share successes more broadly to increase public awareness for project accomplishments and future needs by measure of collaboratively developed communication pieces by print, social and electronic media
- 3) Integrate messaging from the National Cohesive Wildland Fire Management Strategy in AFR and AFAR endeavors
- 4) Community and stakeholders articulate a clear and accurate vision with objectives for AFR Project and posts are made via social media, blog and in videos

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
7.1 Develop new partnerships with recreation community	Work with project partners and advocates who can also share the story of AFR	Organization Support	12/31/2018	COA and Recreation Comm.

<b>7.2</b> Look for additional opportunities to support visitor education and Expand Outreach to Include Mt. Ashland	<ul style="list-style-type: none"> <li>a. Begin disseminating print materials for AFR Project at Mt. Ashland</li> <li>b. develop a winter activity sponsored by AFR Partners</li> </ul>	Community Education	12/31/2018	COA and Partners
<b>7.3</b> Create a demonstration area along trails using a virtual tour mechanisms (application or story map)	Coordinate with SOU, Monitoring Team and TNC	Community Education	12/31/2018	TNC, SOU, Monitoring Team
<b>7.4</b> Review Interpretive signs and add new installations: to maximize contact with public using interpretive signs and complete periodic sign updates	<ul style="list-style-type: none"> <li>a. Re-convene stakeholder committee to review and update</li> <li>b. Rotate existing signs and connect virtual tour to places citizens can find in watershed with new signs</li> </ul>	Community Education	12/31/2018	COA and Partners



*Volunteers Completing Duff Raking*

**STRATEGY 8: Create a robust and well known Volunteer Program to foster public participation, understanding and support for AFR, AFAR and forest restoration more broadly.**

## GOALS

- 1) Increase community member and research professional participation in events and offer opportunities for volunteerism on various aspects of AFR, AFAR; measured by hours contributed and number of participants
- 2) Provide volunteers with sufficient training, organization, instruction, and supervision to make a meaningful difference in the project outcomes
- 3) Conduct focused volunteer outreach for K-12 students and young adults to increase awareness of the project with next generation
- 4) Foster volunteer retention by promoting a sense of community; social, career development and learning opportunities; and volunteer recognition

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
<b>8.1</b> Scheduled volunteer events (tabling, hikes, tours, etc.) and develop and implement online signup & alerts	Convene partner planning meetings to develop events and structure for volunteers	Connect to Watershed	6/30/2017	COA and Partners
<b>8.2</b> Hold a 2-6 week summer volunteer opportunity for high school students	Partner with Ashland Parks and Recreation and with City of Ashland to begin coordinating volunteer opportunities	Connect to Watershed	6/30/2018	COA
<b>8.3</b> Develop list of professional speakers and topics for tours, presentations and events	Network through partners and external stakeholders	Organization Support	12/31/2017	COA
<b>8.4</b> Provide opportunity for citizen science	Develop volunteer program and provide training	Connect to watershed	12/31/2018	COA and TNC
<b>8.5</b> Organize work parties	Set dates, recruit and retain volunteers	Connect to watershed	12/31/2018	COA and TNC
<b>8.6</b> Recruit and engage professional volunteers in impactful positions	<ol style="list-style-type: none"> <li>a. Review AFR work plans, i.d. projects where volunteers with professional skills can be an asset (research, land management, education, communications)</li> <li>b. Identify project contact, write volunteer job description and market through networks</li> </ol>	Connect to Watershed and Organizational Support	6/30/2018	COA and Partners



	c. Use volunteer project list to engage professionals; recruit through SOU environmental studies program			
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*Citizen Monitoring*

## STRATEGY 9: Provide opportunities for citizens to engage in Multi-party Monitoring.

### GOALS

- 1) Provide transparency with varied and timely monitoring opportunities which engage community in evaluating implementation, social perspectives, and informing project development as measured by number of electronic, traditional print, radio/television and public presentations
- 2) Increase citizen knowledge of and support for AFR stewardship through citizen science opportunities primarily for educational value as measured by number of participants
- 3) Increase community understanding of and access to monitoring results and data, along with the science behind forest restoration and AFR design as measured by surveys

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
9.1 Identify strategic monitoring activities to increase community support	Meet with partners and the monitoring advisory committee to explore ways for more citizen engagement	Monitoring	3/1/2017	TNC, SOU, Monitoring Advisory Committee

Host three monitoring and inventory field days/events and increase in year two				
<b>9.2</b> Update the multi-party monitoring plan to include opportunities for citizen science and how citizen science products will be utilized.	a. Draft plan b. Review with MAC and partners to finalize	Monitoring	05/31/2017	TNC TNC, SOU, Monitoring Team
<b>9.3</b> Develop three citizen science monitoring protocols	a. Convene committee to develop and review proposals b. Vet with engaged citizens c. Finalize protocols	Monitoring	08/31/2017	TNC TNC, SOU, Monitoring Team
<b>9.4</b> Develop relationships and dialogue with SOU leaders and outreach to engage SOU students	a. Create more opportunity for student to participate in monitoring b. Create an electronic data collection interface	Monitoring	12/31/2017	TNC TNC, SOU, Monitoring Team
<b>9.5</b> Develop educational materials, a Story Board, and monthly Blog posts	a. Make monitoring reports accessible to better inform public	Monitoring	12/31/2017	TNC, SOU, Monitoring Team
<b>9.6</b> GIS trail: develop concept, budget and secure funding	a. Develop concept around physical and temporal opportunities. b. Explore similar projects, budgets, timeframe c. Secure grant to fund development	Monitoring	Plan 12/31/17 Implement 2018	TNC, USFS, SOU
<b>9.6</b> Develop Citizen Science tab on AFR website to provide participation opportunities and results	Provide access for partners to update and add events	Monitoring	3/1/18	TNC
<b>9.7</b> Conduct quarterly public presentations explaining monitoring results and purposes.	Partner through SOU environmental education	Public Engagement/ Monitoring	ongoing	TNC, partners, MAC, SOU, etc.





The Rogue Valley, Photo by Graham Lewis

## STRATEGY 10: Integrate and strategize opportunities to address greenhouse gas emissions

### GOALS

- 1) Coordinate with local efforts to mitigate and prepare for drought, floods, increased fire and fire frequency with an all lands approach to increase resiliency to climate change as measured by number of meetings attended
- 2) Present data and science on climate change and resiliency of Ashland Watershed

ACTIONS	Sub-actions	Area of Support	Progress	Team/ Person
<b>10.1</b> Develop a fact sheet from research conducted on the AFR Project	TNC and Partners will integrate data from fire history work of Dr. Kerry Metlen	Community Education	6/30/2017	TNC, COA and Partners
<b>10.2</b> Include climate data on our website, story map and develop tours	<ol style="list-style-type: none"> <li>a. COA and Partners will include data and research in electronic formats and share (infographic or story map)</li> <li>b. Provide tours with demonstration areas</li> </ol>	Community Education	12/31/2017	COA and Partners
<b>10.3</b> Begin coordination with local efforts to integrate our strategy and response to changing climate	TNC, COA and Partners will look for opportunities to partner with regional efforts to address climate change	Organization Support	12/31/2018	TNC, COA and Partners

## Appendix A

### AFR Community Engagement Input Session (Pioneer Hall, 17 November 2016)

Item	Topic	Red (4 pts)	Green (3 pts)	Yellow (2 pts)	Blue (1 pt.)	Total Points	Total Votes
A	Increase law enforcement presence and strategies to address illegal campfires, fire arms and dumping	1	3	4	3	24	11
B	More education for students about smoke and AFR. Increase collaboration with K-Higher education students, including on-the-ground work. Outdoor ed.	2	2	3	3	23	10
D	Strategy for more accurate, trail/area specific, and timely communication - text alerts, social media, etc.	2	3	1	1	20	7
E	Minimize risk and damage of wildfire and of fire starting	3	2			18	5
F	Continue to monitor ecological succession and communicate with public, including citizen science where possible or appropriate	3		1	1	15	5
G	Develop greater focus on impacts to recreational activities (economic) & effect on town. Improved infrastructure (recreation is part of resiliency!)	2			4	12	6
H	Increase citizen connection to the watershed and its stewardship. Includes access for those with reduced experience or comfort levels (more accessibility for all) - wider population base including handicapped		3		2	11	5
I	Maximize contact with public using interpretive signs - periodic sign updates	1	1	1		9	3
J	Re-visit lobby for K-12 watershed curriculum			4	1	9	5
K	Eliminate Backlog Burning Acres	1	1		1	8	3
L	Create program for delivering education for neighborhoods and businesses, libraries & community clubs	1		1		6	2
M	Look for additional opportunities for visitor education		1	1	1	6	3
N	Improved safety with AFR contractors while work is being done (fast driving) risk to the public.	1			1	5	2

O	Integrate AFR effort with Greenway Expansion		1	1		5	2
P	Develop strategies that incorporate /consider greenhouse gas emissions	1				4	1
Q	Promote the AFR Website		1			3	1
R	Address conflict on trails between extreme bikers & other users			1		2	1
S	Road awareness for recreationists and homeowners					0	0
T	Support business leaders in AFR outreach ("teach the teacher")					0	
U	Share Successes more broadly					0	
V	Expand outreach beyond Ashland community members - i.e. Medford and beyond including Mt. Ashland					0	

	Red	Green	Yellow	Blue	PTS	Votes
	4	3	2	1		
<b>Total</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>180</b>	<b>72</b>

We had 18 participants in total. 21 topics made to voting session with sticky dots.

## Appendix B



### COMMUNITY ENGAGEMENT PLAN – ASHLAND FOREST RESILIENCY (AFR)

#### Goals, Accomplishments and Review, 2009 to 2016

**Create and update the Community Engagement Plan** In 2009, a community collaborative designed the initial AFR Community Engagement Plan goals and actions, which lead to work by several subcommittees described below. Short revisions to the overall plan were done in 2011, 2012 and 2013 to track progress.

**Fund and hire a Community Engagement Coordinator** In addition to the City's dedicated staff representative, a part-time AFR engagement coordinator held the position from mid-2010 until 2014, when funding expired. Recently, the City of Ashland hired a full-time coordinator funded through U.S. Forest Service grants combined with State of Oregon Watershed Enhancement Board funds.

#### **Bring the Watershed to the people using traditional and emerging modes of communication**

- "Art in the Watershed" encouraged Ashland artists to draw inspiration from the watershed for their art and resulted in some beautiful works. A sculpture of "Marty," a Pacific fisher was the first installation with more planned.
- Traditional Media Coverage: Since August of 2016, AFR had three print articles in the *Daily Tidings*, a News Channel 5 story and an appearance on Jefferson Public Radio. An estimated 3-5 *Daily Tidings* articles were written each year with in-depth coverage of the project. A search on the *Daily Tidings* website found 122 news articles, 75 city articles and an additional 75 mentions in other categories for 'Ashland Forest Resiliency'. Local TV news has also covered AFR extensively during this time.
- In 2012 and 2014, a social survey conducted by SOU Professor Mark Shibley found most respondents received information for AFR through the local newspaper (66%), and partners continue to emphasize traditional media outreach along with email, Facebook, and websites.
- The AFR Facebook page each week reaches an average of 300 people, with 2,700 organic impressions in news feed and ticker on our page for the last 28 days.
- AFR Partners produced 4 videos that were put on YouTube and Facebook.
- An email list of 400 subscribers is maintained and updates are regularly sent on topics like trail and road closures, work accomplishments, and controlled burn notifications.



Figure 1. Example of Art in the Watershed, Sculpture of Marty the Fisher

- Recently, the City of Ashland began a contract for services with a media consultant to enhance social media use, video editing, and graphic design.

**Create and offer opportunities for community participation** AFR partners lead tours for the public, funding organizations, government leaders and visitors from around the world. From 2009 to 2016, **300-600 people each year have participated in AFR tours.** Partners view the tours as an important tool for sharing and discussing our model of forest restoration and stewardship. Partners fielded an increasing number of requests from professional representatives of agencies who want to see the Ashland model and learn about the robust community engagement and support.

**Create a volunteer work and monitoring program through Southern Oregon University (SOU)** The City of Ashland and The Nature Conservancy have mentored college and high school students on senior/capstone projects, and continue to coordinate with students on aquatic/water quality monitoring. Two social surveys were completed in partnership with SOU, with a third planned, to conduct additional social monitoring. There remains untapped potential for greater engagement with SOU.

**Establish AFR monitoring partnership between the Ashland School District (ASD), SOU, and the Rogue River-Siskiyou National Forest**

- Capstone students with SOU completed research studies for monitoring within the AFR Project.
- A Watershed-based curriculum developed for all grade levels for ASD did not get implemented; however, students visit the watershed each year at all grade levels. Since 2010, **over 2500 local students have visited the watershed.**

**AFR Partnership articulates a clear vision for AFR project and launches implementation with demonstration areas** Interpretive Signs were completed and installed in four strategic locations in the watershed. The first work began under close review by the AFR partners in conjunction with public field trips and meetings. An AFR Review Process was created and has been followed throughout the life of the project.

**Create volunteer involvement opportunities**

AFR's restoration and fuels reduction work comes with known hazards and requires extensive training. We have engaged volunteers in our communications planning and delivery, and in the relatively less hazardous work of duff raking to help protect legacy pine trees from fire damage.

**Secure Funding for Community Engagement Work**

- Federal funding was allocated for AFR community engagement work over the past 6 years. In addition to staff time, funding supported interpretive signs, the Chamber of Commerce "Ashland Map", events, flyers and brochures, the AFR website ([www.ashlandwatershed.org](http://www.ashlandwatershed.org)), video production, and advertising.
- Lomakatsi Restoration Project developed and implemented the Ashland Watershed Youth Education and Training Program. A four week intensive education and workforce training program employed twenty high school students from the Rogue Valley each year for the last four years. The program utilized the Ashland Watershed as an outdoor classroom, where students gained hands-on experience in all aspects of watershed health and stewardship.



Figure 2. AFR Partners Lead a Tour of the Watershed in August, 2015.  
Photo: Ashland Daily Tidings



Figure 3. AHS Students Survey Trees



Figure 4. Work Crew trained through Lomakatsi Restoration Project



### Appendix C

#### AFR Smoke Communications Workshop (Ashland Community Center, 20 January 2017)

Item	Topic	Red (4 pts)	Green (3 pts)	Yellow (2 pts)	Blue (1 pt)	Total Points	Total Votes
H	Look at social media, film to reach audiences; enlisting community on social media	4	2	1	0	24	7
S	Overall marketing plan, Provide education that is not alarmist	3	1	1	2	19	7
D	More Timely and Specific Communications on Health & Smoke Events, Issuing press releases about burns - when, where - AHEAD	1	3	0	3	16	7
Y	Educational Trail, including watershed art walk	0	0	4	3	11	7
F	Exhibit at the new visitors center	0	1	3	2	11	6
R	Advisories for smoke sensitive population & health recommendations	2	0	2	1	13	5
E	Explain process, parameters and information campaign at the beginning of burn season	0	1	1	3	8	5
A	Unified Command During Smoke Events	3	0	0	1	13	4
Q	Using a notification system similar to what the school districts use (opt-in) for smoke and controlled burns. Technology use to dispense information	1	3	0	0	13	4
K	Educating - local meteorology and how that drives the process. TV	0	2	1	0	8	3

	channels could use our info to further inform - much like the weather report.						
B	Expand the number of tours	0	1	1	0	5	2
M	Obtain info from volunteers about how to craft messaging for groups like retirees & youth, also homeless and more vulnerable people, & other specific groups.	0	1	1	0	5	2
I	Discuss difference between proactive vs. reactive fire responses	1	0	0	0	4	1
J	Educating youth about the value of the watershed so that they might educate their families. Provide hands-on (service) or curriculum learning.	1	0	0	0	4	1
N	Educating the older, retirees who have relocated here about AFR, history of fire, etc.	0	1	0	0	3	1
W	Interpretation via displays, panels at NMP or Ashland Parks	0	0	1	0	2	1
G	Continuous Conversation and Dialogue	0	0	0	1	1	1
L	Add regional smoke advisory info of controlled burning on JPR	0	0	0	0	0	0
O	Canvassing neighborhoods - Door-to-door education	0	0	0	0	0	0
P	Issuing press releases about burns - when, where - AHEAD	0	0	0	0	0	0

T	Use environmental students from Southern Oregon University (Flyers)	0	0	0	0	0	0
U	Increase strategic signage (e.g. LED signs)	0	0	0	0	0	0
V	Connect recreationists and industry	0	0	0	0	0	0
X	NMP/Community Programs to assist outreach	0	0	0	0	0	0
Z	Air Stagnation, Smoke sources that extend beyond our localized area	0	0	0	0	0	0

We had 16 participants in total. 26 topics made to voting session with sticky dots.

	Red	Green	Yellow	Blue	PTS	Votes
	4	3	2	1		
<b>Total</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>160</b>	<b>64</b>