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A Social Marketing Approach to Forest Land Conservation

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A Social Marketing Approach to Forest Land Conservation

A Report on the Use of “Tools for Engaging Landowners Effectively” developed
by the Sustainable Family Forest Initiative

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5/10/2012

Submitted to the Graduate Faculty of Muskie School of Public Service in partial fulfillment of
the requirements for the Degree of Master of Community Planning and Development

Portland, Maine

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Abstract

Northern York County holds some of the most ecologically diverse forests and productive timberland in the State of Maine. It is also the boundary of the Wildland-Urban Interface which continually expands resulting in the conversion of forest land for non-forest uses such as development. Land use conversion is exacerbated by an increasing number of “new” owners with little knowledge of best forestry practices who hold smaller parcels which makes developing effective conservation programs difficult. In an effort to develop conservation objectives with the purpose of protect working forest land, the Southwestern Maine Forest Fragmentation Coalition elected to utilize the outreach tool *Tools for Engaging Landowners Effectively* developed by the Sustaining Family Forests Initiative. A detailed communication plan was created with specific targeted messages which use a social marketing approach in identifying landowners in a 10-town focus area that would be most likely to be receptive to stewardship practices and actively engage in the conservation easement program.

Introduction

Maine's forests have historically been a driving force in rural economies. But all that is changing. Long held beliefs that woodland would always be an important source for industry revolved around traditional markets such as lumber, pulp, and paper. But this industry is in decline and Maine has steadily lost manufacturing jobs over the past few decades (Brookings Institution, 2006, p.29). As industrial owners divested much of their lands, these woods, which were once used primarily for supplying raw materials, have become a complex network of new landowners with many different reasons and associated values for owning forest (LeVert, Colgan and Lawton, 2008, p. 1). This pattern reflects the direction and magnitude of changes in family forest ownership trends across the northern United States. The network of new owners created a situation which has played itself out in numerous towns and counties throughout Maine and especially the southern counties such as York County. As urban growth expands from the service center areas, the result is the conversion of forestland to non-forest uses, or forest fragmentation. Federal, state, regional and local agencies and groups are continually faced with trying to develop and prompt the factors that might lead people to rate keeping land as working forests more acceptable than the development alternative. Private forest owners are a diverse group with small individual parcels but they can have a large collective impact on forests and forestry. To promote sustainable forest management and land conservation, additional efforts are needed to develop innovative programs to address the needs and concerns of landowners with small forest holdings who may not be attracted to traditional programs (Zhao et al., 2011, p. 57). To increase the numbers of owners with working forest conservation easements in northwestern York County, the Southwestern Maine Forest Fragmentation Coalition focuses on streamlining communication efforts and targeting specific landowners through the use of social marketing

strategies. Social marketing plans will help the Coalition in its efforts in identifying, communicating with, and engage private forest owners that are most receptive to stewardship practices. It is the hope that by applying this approach to forestry, the Coalition can increase the amount of protected working forest land in northern York County through conservation easements.

This paper will examine the statistical profile, characteristics, and motivations of Maine's private woodland owners. Using information from the National Woodland Owner Survey, the Sustainable Family Forest Initiative, and the outreach tool "Tools for Engaging Landowners Effectively", the goal is to identify and effectively communicate with family woodland owners that have a stewardship mindset to consider placing their woodland in a working-forest conservation easement.

What is Fragmentation?

There is uncertainty in rural areas regarding the role that private lands will play in future supplies of wood products, recreational land, and ecosystem services in addition to maintaining the social and economic viability of these regions. Considerable pressure is placed on resource managers, conservation trusts, municipalities and landowners to maintain the well-being of the community, the environment and the local economy-the three pillars of sustainability. One of the main agents fueling this tension is forest fragmentation. Forest fragmentation is the subdivision of larger landholdings into smaller ones. It occurs when large blocks of forest are divided either by roads, urbanization, or other human development. As forested stands become smaller, they are less apt to be managed for timber, recreation, habitat and public resources such as groundwater protection and stormwater mitigation. All are negative factors associated with growth and

development (Moldenhauer and Bolding, 2008, p.1). Fragmentation results in less total habitat as well as smaller, more isolated stands and is a major component of sprawl in southern Maine. The Maine Forest Service lists forest fragmentation as one of the critical challenges facing the future of the forests (Maine Forest Service, 1999, p.10).

Definitions of forest fragmentation vary due to the complexities associated with it. Different disciplines such as land-use planning, resource protection or wildlife management can all act as qualifying indicators. And the cause can result from a number of factors such as development pressures, a shift in growth management strategies and changes in property ownership. In the Northeast, the major factor leading to fragmentation is urban sprawl. More and more people are moving or desiring to move into the area between the city and the country, also known as ex-urbanization (Crim, et al, 2002, p. 8). As urban centers grow outward, concerns over an ever expanding Wildland-Urban Interface (WUI) places these areas most at risk of being fragmented and converted for development. Since a majority of forest land is privately owned in the northeast United States, a significant amount of timberland is potentially at risk from forest fragmentation. In Maine, an estimated 85,000 landowners own over 4.5 million acres of forest land (SFFI, 2009). The WUI is the margin where concepts of sustainability can extend to private landowners and the forests. As urban centers sprawl, new and ever enlarging WUI boundaries are drawn, often with the loss of forest land.

Effects

Forest fragmentation has a wide range of effects on ecosystem services and urbanization is influencing forest ecosystems by changing their structure, function, and composition, as well as

the benefits derived from them. In addition to providing wood products, fuel, and recreation, forests also:

- Reduce fire risk
- Provide habitat to a large diversity of life forms
- Regulate climate through carbon sequestration
- Maintain soil health
- Absorb and filter pollutants
- Provide an opportunity for a wide range of educational opportunities

When forests are fragmented and divided into ever smaller sized parcels, the biological diversity of native plants and animals is diminished, hydrologic cycles are altered, nonnative invasive plants and animals are introduced, and air and water quality are affected. Forests weakened by fragmentation become more susceptible to damage from insects and diseases, and when stressed, often decline in productivity. (Macie and Hermansen, 2005, pp. 92-95). The process of fragmentation has occurred in the US on private forest lands since the 1900s, but the rate and extent have increased in recent decades (Sampson and DeCoster, 2000).

Who Owns the Forest?

Over the past two decades, patterns of forest ownership in the US have changed dramatically. While the forest industry has divested itself of forest holdings, the number of family forest owners nationwide has risen (Butler and Leatherberry, 2004, p.2). Over half of the US forestland is privately owned and nearly two-thirds is owned by individuals, families, estates, trusts, and other unincorporated groups of individuals collectively referred to as “family forest

owners” (Butler, 2008). The future of much of US forests lies, then, in the hands of these owners whose mixture and dynamics create a complex mosaic of philosophies in which traditional approaches to management and conservation are unproven. Family forest owners have historically been treated as a homogeneous group, but recent changes in patterns of ownership and trends in ownership motivations are the key to understanding family forest owners and designing programs and services that meet their needs (Bengston, Asah and Butler, 2010, p. 340-341). Given the large number of family forest owners and the expectation that their numbers will continue to increase, research involving landowner values, motivations and reasons for owning forestland is collected through the National Woodland Owner Survey (NWOS). The NWOS is a national-level survey of family forest owners that is scientifically based and has been completed for multiple iterations (i.e., 1993 and 2006). This recurring and comprehensive national survey of US private forest owners, including family forest owners, involves an open-ended question format that allows respondents to express their frame of reference in their own words providing insight into their underlying drive and motivations.

National Woodland Owners Survey

The National Woodland Owner Survey (NWOS) has been conducted on an annual basis since 2002 by the U.S. Department of Agriculture, the U.S. Forest Service, and the Forest Inventory and Analysis (FIA) program. The purpose of this survey is "to increase our understanding of private woodland owners - the critical link between forests and society landowners are a part of a larger social fabric that has written rules and unwritten norms about how land should be used” (USDA Forest Service, 2008). While serving as the complement to the biophysical forest inventories conducted by the FIA, the NWOS is an attempt to more fully understand the people

and groups who privately own over half of the 751 million acres of total forest land in the United States (U.S. Forest Service, 2008, p.1). The USDA Forest Service uses the survey as an opportunity to create a dialogue between forest landowners and society at large so that needs and concerns of the landowners can be heard and addressed. The first national survey of private forest owners was conducted by the U.S. Forest Service in 1953 and focused primarily on quantifying the number of landowners and the size of their holdings. Later years saw more robust studies transitioning to the current survey conducted today (see Appendix A). In 2007, the USDA Forest Service published the results from the first 5-year cycle (between 2002 and 2006) which collected summaries and responses from 15,440 family forest owners who participated. Specifically, the NWOS quantified:

- Types of ownership of forests of the United States
- Motives for ownership
- How landowners are using their forest land
- Future plans (next 5 years) for their forest land

To collect the data, NWOS randomly selects 6,000 private landowners from across the United States to participate every year. These owners are chosen using an area-based, systematic random sampling design where random points are selected and for those points determined to be forested, the owner is determined from tax records and are first contacted through a pre-notice postcard (U.S. Forest Service, 2008, p.1). Following the pre-notice postcard, a self-administered survey is mailed to each of these owners. The FIA implements standard survey protocols, follow-up mailings and telephone interviews to maximize the cooperation rate, which currently averages fifty-one percent (p. 1). Data collected is based on stakeholder input and relates to:

A Social Marketing Approach to Working Forest Land Conservation

- Forest characteristics
- Ownership objectives
- Ownership history
- Forest use
- Forest management
- Information sources
- Concerns
- Intentions
- Demographics

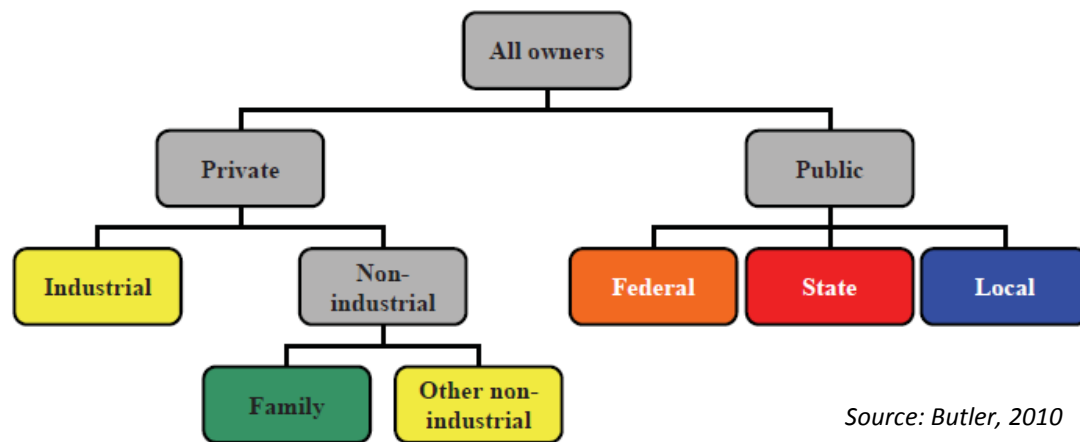
Stakeholders are categorized into two primary groups (private and public) and a number of subgroups based on their association (see Figure 1 for stakeholder tree):

- **Private forest owners**-Families, individuals, corporations, and other private groups that own forest land.
 - **Industrial**
 - **Non-industrial**
 - **Other private forest owners**-Forest industry and forest management companies, including timber investment management organizations (TIMOs) and timber-oriented real estate investment trusts (REITs), land conservation groups, real estate companies, and other private corporations and groups
 - **Family forest owners**-families, individuals, trusts, estates, family partnerships, and other unincorporated groups of individuals that own forest land

- **Public forest owners**

- **Federal**-National forests
- **State**-State forests and parks
- **Local**-Town and community forests owned by municipalities, land trusts and conservation groups who hold land in conservation easements

Figure 1 Forest Landowner Stakeholder Group



Source: Butler, 2010

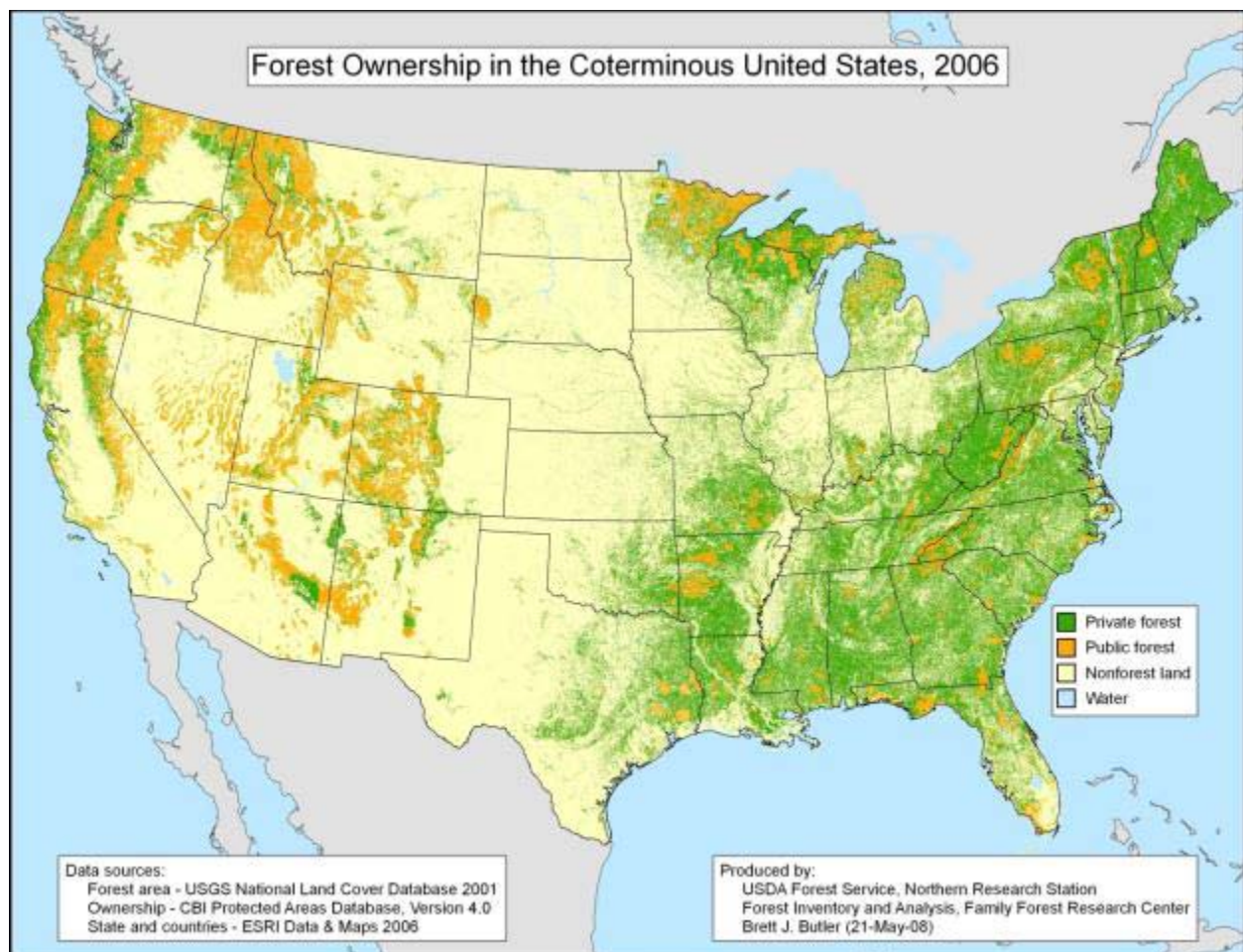
Changes in Ownership Patterns Nationally

Over half of forestland in the US is privately owned. Of this, 62% (264 million acres) are owned by a variety of groups which include families, individuals, trusts, estates, family partnerships, and other unincorporated groups of individuals (USDA, 2008, p. 2). Together they are referred to as “family forest owners”. Most hold relatively small tracts of land but collectively, their behavior could have a significant impact on the sustainability of forested landscape across the country. A number of programs and policies have been established by governments and non-profit organizations (NGOs) to encourage sustainable forest management and land conservation. These include tax incentives, cost-share programs, forest certification, conservation easements,

and education. However, less than 6% of the family forest owners have participated in a cost-share program, less than 1% has certified their land, and less than 2% have a conservation easement. (Ma, *et all*, 2010, p. 1-2). Figure 2 shows the majority of private forests concentrated along eastern United States and areas in the Northeast region are particularly dense with private owners of forest land.

Between 1993 and 2006, the number of acres owned by family forest owners increased slightly across the northern United States, but more telling is that the number of family forest owners increased noticeably. The amount of acres in family forestland increased from 93.5 million acres in 1993 to 94 million acres in 2006 but during the same period, family forest owners

Figure 2 Forest Ownership across the United States, 2006



Source: Butler, 2010

increased from 3.8 million to 4.7 million while the average size of family forest holdings decreased from 25 to 20 acres, a decrease of 20% (Butler and Ma, 2008, p. 14). The trend in private forestland ownership shows an increase in private ownership with landowners purchasing smaller forest blocks, fueling forest fragmentation in these areas.

Changes in Relationships with the Land

Changes in ownership patterns also reflect a change in the relationship that private landowner share with their land. 17% of land purchases are by “new” landowners who are more likely to own smaller parcels and less apt to engage in timber harvesting and forest management activities (p.14). This behavior is reflected in respondent’s top reasons for owning land and issues and concerns most important to them (Figure 3). Most family forest owners are interested in non-priced amenities such as beauty, scenery, and privacy. Given the trend in decreasing the size of forest holdings and other factors such as ex-urbanization and proximity to the WUI, these amenities are likely to increase in importance. Timber production is not a primary objective of

Figure 3 NWOA Top Ten Rankings for Ownership and Issues

Reasons for Owning Family Forests	Issues or Concerns
1. Beauty and scenery	1. Insects or tree diseases
2. Family heritage	2. Keeping land intact for future generations
3. Privacy	3. Wildfire
4. Nature protection	4. Trespassing
5. Connected to home or cabin	5. High property taxes
6. Investment	6. Vandalism or illegal dumping
7. Hunting or fishing	7. Wind or ice storms
8. Part of farm or ranch	8. Air or water pollution
9. Hiking, snowmobiling, and other recreation	9. Undesirable plants and weeds
10. Timber production	10. Development of nearby lands

USDA Forest Service, 2008

most family forest owners and is ranked lowest when compared to the top ten. This has implications going forward on designing effective programs and policy which speak to current motivations while encouraging the greatest participation possible.

The Southwestern Maine Forest Fragmentation Coalition

Overview

This change in patterns of ownership and with it changes in philosophies regarding landuse and management are especially evident in Maine's southern counties. In recent years substantial time and resources have been devoted to the conservation of farm land and agricultural productivity within the landscape and economies of rural communities of Maine. Organizations such as Maine Farmland Trust and Growsmart Maine have been instrumental in their attempts at preserving farmland and promoting regional planning as a method to balance growth and landuse. While this attention has been directed over concerns of suburban sprawl, the contribution of forests and forest stewardship is rarely mentioned within any of these conversations at the federal, state, or local level. Southern Maine and York County in particular, has experienced the largest population growth in Maine outside traditional regional hubs (Brookings Institution, 2006, p. 24). Maine's Southern Forest Inventory and Analysis Megaregion, which includes York County, had the highest percentage of timber land and forest land converted to development in the State (James W. Sewall Company, 2012, p.6). Coupled with this conversion of forest land for development is the high level of ecological biodiversity currently assessed for this area by the "Beginning With Habitat Program", a collaborative program of federal, state and local agencies and non-governmental organizations utilizing a habitat-based approach to conserving wildlife and plant habitat on a landscape scale.

Because of its location at the intersection of two ecological zones, York County has some of the greatest biodiversity of any county in Maine. Major portions of northern York County are classified as a “Priority Landscape Area” identified in Maine's State Forest Assessment. This area contains 20 focus areas of “Statewide Ecological Significance” identified in the State of Maine’s “Wildlife Action Plan”. Northern areas are considered a Conservation Focus Area in the “Piscataqua Region Estuary Partnership's Strategic Conservation Plan”. Eleven of the twenty Focus Areas lie in a 10 town region bordering Oxford County and the State of New Hampshire. Thousands of acres of private forest lands surround these focus areas and are considered some of the largest and last contiguous forests blocks in York County. It is in this area that forest fragmentation, or the conversion of forestland to residential housing and other non-forest uses is viewed as one of the greatest threat to these woodlands by local and state groups.

To address these issues and concerns, in October of 2009, a small assembly of landowners, nonprofits, state and federal agencies met to discuss forest fragmentation issues and the lack of a sustained effort in addressing this issue in southern and western Maine. The result was the formation of the Southwestern Maine Forest Fragmentation Coalition (SWMFFC). The role of the Coalition was to develop strategies and actions addressing the causes of fragmentation while striving to preserve large blocks of unfragmented forestland. The “Core Group” of the Coalition consists of private landowners, representatives from local Land Trusts (3 Rivers Land Trust and Francis Small Heritage Trust), Maine Forest Service, US Forest Service, Small Woodlot Owners Association of Maine (SWOAM), Natural Resources Conservation Service (NRCS), York County Soil and Water Conservation District (YCSWCD), Nonpoint Education for Municipal Officials (NEMO), and the Maine Association of Conservation Commissions. In 2011, the Coalition planned an initiative, the “York County Working Forest Protection Project” under the

US Forest Service's Northeastern Area State and Private Forestry (S&PF) Competitive Allocation Request for Proposals. The main goal of the proposal was to protect private forest land as a method of conservation in a ten town region of northern York County. The ten towns comprise the northern and western fringe of York County and include Lebanon, Sanford, Alfred, Waterboro, Shapleigh, Acton, Newfield, Limerick, Limington, Cornish and Parsonsfield (see Figure 4). The November 2011, proposal was awarded a one year contract with the purpose of:

- Developing an outreach program for engaging private landowners to spur interest in a working forest conservation easement program
- Provide workshops and education brochure/workbook to encourage towns and private landowners to develop sustainable forest management plans; use best management forestry practices to protect habitat for Species of Greatest Conservation Need based on Maine's Wildlife Action Plan
- Produce a landscape scale plan of the 10 town region to outline strategic conservation objectives based on an assessment of current forest conditions, habitat linkages and priority habitat and species occurrences
- Partner with 2 local land trusts (3 Rivers Land Trust and Francis Small Heritage Trust) to increase organizational capacity to engage in strategic conservation activities outlined in the landscape scale plan

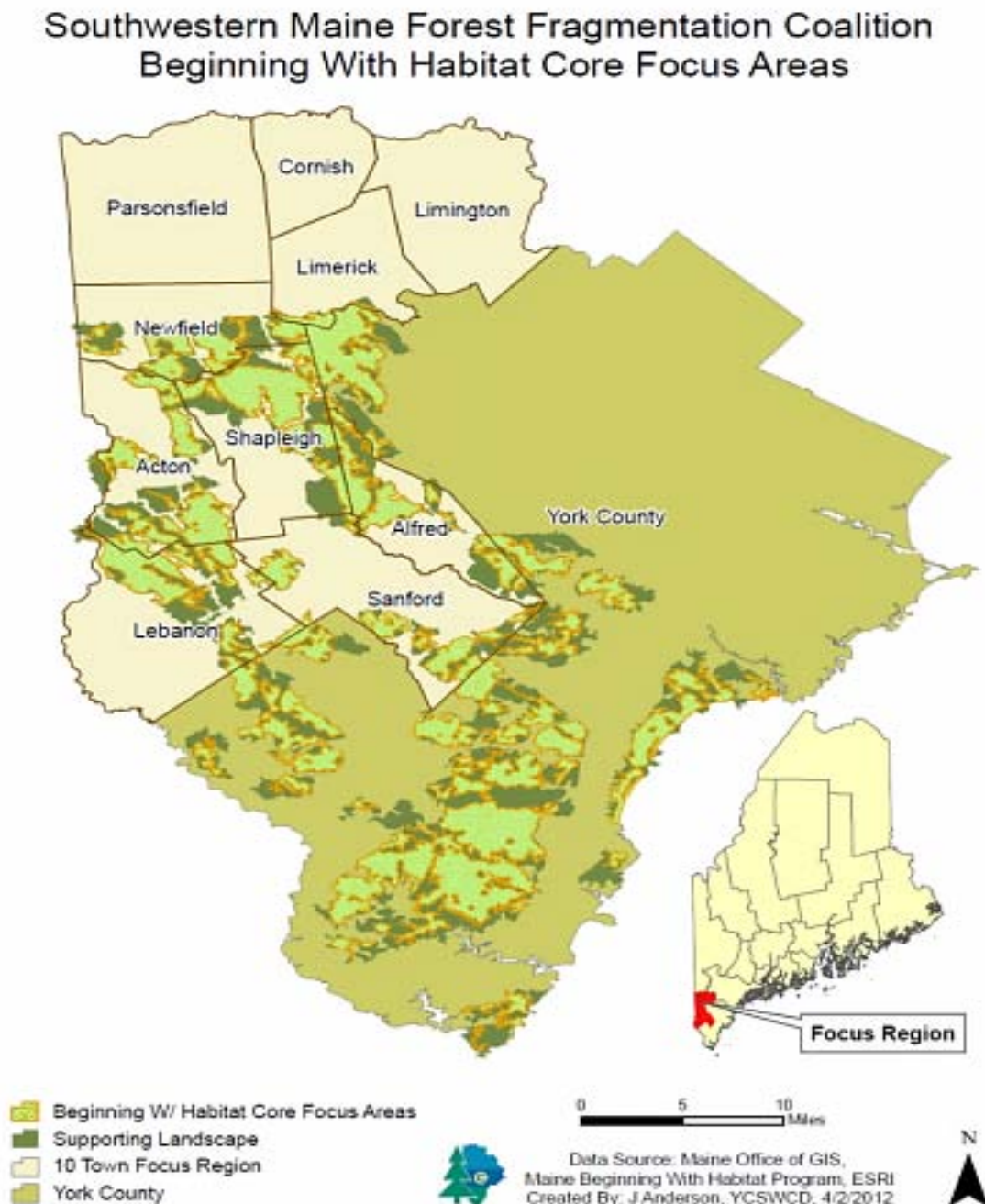
Figure 4 SWMFFC Focus Area

Southwestern Maine Forest Fragmentation Coalition 10 Town Focus Region



Specifically, under the direction of the US Forest proposal, an outreach program will be focused at private forest landowners with the purpose of engaging them to consider placing their land into easements as a method of conserving and managing working forest landscapes for multiple

Figure 5 SWMFFC Core Focus Areas



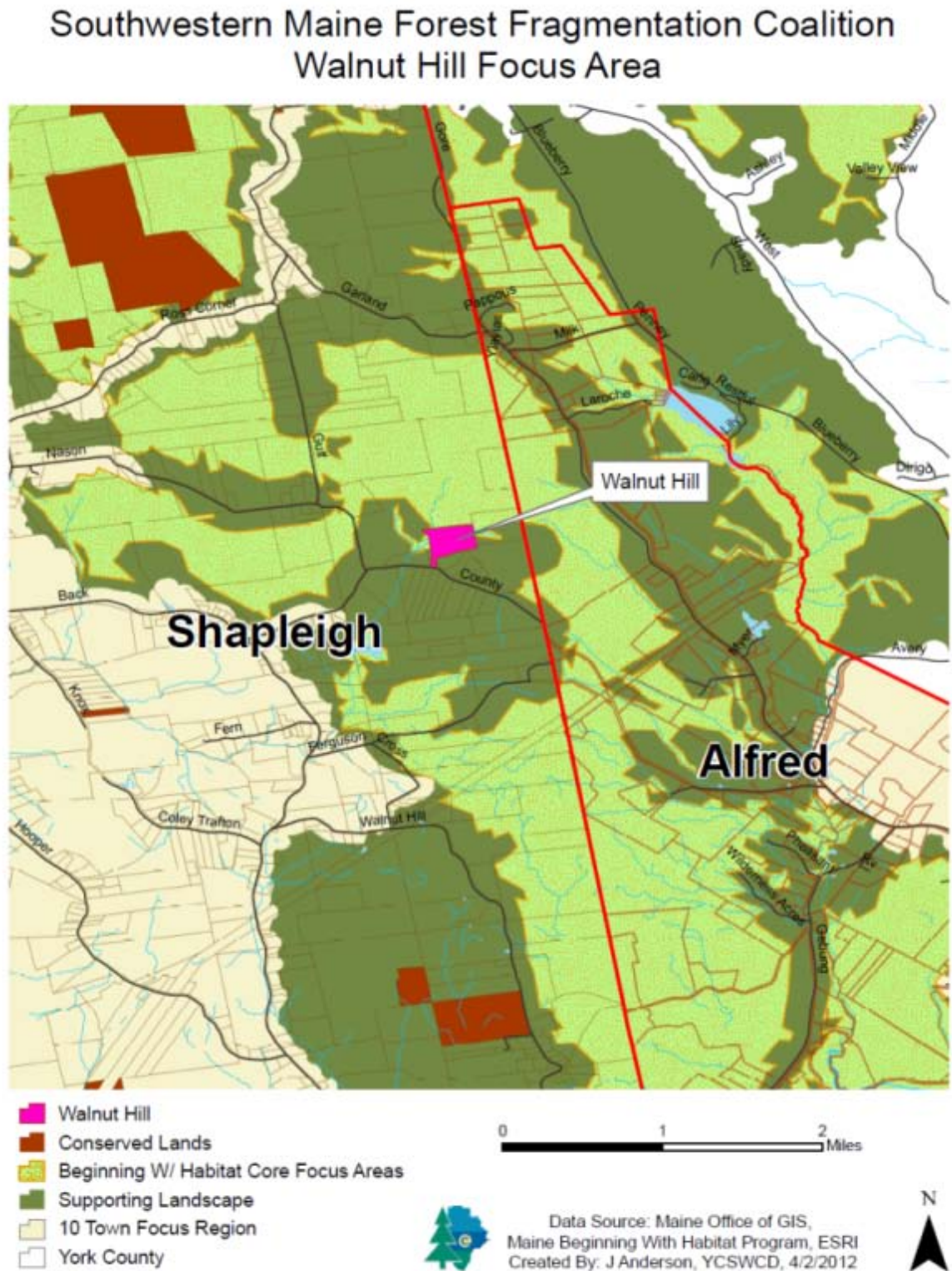
Source: SWMFFC, 2012

uses and values. Conservation easements are negotiated, legally binding land protection tools in which a landowner sells or donates property ownership rights while maintaining ownership over the property, potentially receiving tax breaks for the decrease in property value. Conservation easements are held by a public agency or non-governmental organization (NGO) such as land trusts which has stewardship responsibility to ensure the easement tenets are upheld (Mackenzie-Mohr, 2002, p.1). Lands and landowners for consideration will be located in strategic areas delineated by a landscape scale plan with geographic information systems (GIS)-based assessment and landscape ecological principles to assess the environmental sensitivity to prioritize lands for conservation protection.

It was decided through steering committee discussions to utilize the outreach tool “TELE” (Tools for Engaging Landowners Effectively) as a method to develop communications to approach forest landowners. This decision was partly based on lower than expected outcomes resulting from a previous outreach effort within the Salmon Falls watershed bordering the states of Maine and New Hampshire. Mass marketing (in the form of postcards) was employed to encourage private forest landowners (who held 10 acres or more) to enroll in an NRCS initiative that funded conservation plans 100% in an effort to utilize managed forest land to protect drinking water sources. In a 6 town region, only 3 landowners took part while over 2,000 were contacted (6% success rate). By utilizing TELE as an outreach tool, the desire is to focus limited resources (funding and capacity) by tailoring educational materials and financial options on landowners who may be more willing to participate in easement discussions and forest management objectives. The project will focus on one town to evaluate the process in engaging landowners. In the town of Shapleigh, Maine, the focus area is Walnut Hill, an 80 acre property which was recently purchased by Three Rivers Land Trust, one of the project partners. The

property was purchased with a \$162,800.00 contribution from the Maine Natural Resources Conservation Program. The area contains community forests owned by both Shapleigh and its border town Alfred and encompasses sites identified as containing populations of Blanding's Turtle (*Emys blandingii*) and the Northern Black Racer Snake (*Coluber constrictor constrictor*), both of which are listed as State Endangered species (Maine Department of Conservation, 2010). This area also contains significant wildlife habitat, rare and exemplary communities, undeveloped habitat blocks core and supporting landscapes and water resources as identified by the Beginning with Habitat program (Figure 6).

Figure 6 SWMFFC Walnut Hill Focus Area



Source: SWMFFC, 2012

Tools for Engaging Landowners Effectively (TELE)

Tools for Engaging Landowners Effectively (TELE) is a venture of the Sustaining Family Forests Initiative (SFFI), an ad hoc partnership of universities, government agencies, industry, conservation organizations, certification systems, and landowners. The SFFI was organized in 2004 and is managed jointly by the Yale School of Forestry & Environmental Studies and the USDA Forest Service Family Forest Research Center, in cooperation with the American Forest Foundation, MeadWestvaco, and USDA National Institute of Food and Agriculture. The objective of the program is to provide a practical set of tools to help conservation and forestry professionals reach more landowners with effective stewardship messages. TELE employs a method of community-based social marketing which means designing communications to bring about a specific behavior and change in a targeted group of people. This method of targeted social marketing differs from traditional mass marketing in that it seeks to reach small groups of people with messages that are most likely to appeal to the people in each group based on an understanding of that group's values, preferences, and other characteristics.

The emergence of community-based social marketing over the past decade is traced to a growing understanding that programs which rely heavily on mass media advertising can be effective in creating public awareness and generating understanding of issues related to sustainability, but are limited in their ability to foster actual behavior change (McKenzie-Mohr, 2002, p. 1). A well-known and enduring social marketing campaign promoted by the US Forest Service is the use of "Smokey the Bear" to create awareness and institute behavioral change in reducing forest fires (Butler, 2007).

Behind the TELE approach is a statistical delineation of private landowner types and preferences generated through results of the National Woodland Owner Survey (NWOS) which was used to identify key variables that help to predict landowners' decisions and actions. These variables are:

- **Reasons for owning land**

This is the single most significant factor that defines landowners' orientation and behavior.

The reasons for owning forest land vary substantially among family forest owners but a common trend is that most owners have multiple objectives (Butler, 2010, p. 15).

- **Size of land holding**

People with larger plots tend to see woodlands as a financial asset and often have a family tradition of land ownership. Larger plots are associated with regular timber harvests, employment and use of foresters, participation in government and incentive programs, and greater concern for restrictions on land use (Sustainable Family Forests Initiative, 2009).

- **Tenure or tradition of land holding**

Owners who have inherited their land are often most concerned about its legacy-keeping it intact and passing it on to their heirs. New owners tend to be less knowledgeable but also more open to advice and information.

- **Residence on the land**

People who live on their woodland are usually more emotionally attached to it than people who don't. They spend more time in their woods, and may know their woods better.

- **Farming background**

Farmers tend to have a deep understanding of land management and a pragmatic approach to tending and managing woodland. However, they value farm land more than woods, and prefer to attend to their agricultural holdings.

Attitudinal Segmentation of Family Forest Owners

To identify how family-forest owner groups group with regard to their land-related attitudes and goals, a number of multivariate, hierarchical cluster analyses were performed on the NWOS dataset which produced four-segments of family forest owners based on their reasons for owning woodlands (Fienberg and Butler, 2007, pp. 11-13):

- Woodland Retreat Owners (WR)
- Working the Land Owners (WTL)
- Supplemental Income Owners (SI)
- Uninvolved Owners (UI)

Each has specific characteristics, preferences and stewardship activities based on the variables above. An additional segment, the Prime Prospect Landowners, are those landowners not currently practicing active land stewardship but indicated they would like to and show a strong interest in managing and/or conserving their land. Family forest owners may share many attitudinal and demographic characteristics, but they have different reasons for owning land and differing levels of engagement with it. Understanding family forest owner's motives and preferences is critical to developing a focused and effective communications program.

Woodland Retreat Owners

Woodland Retreat owners (WR) own their land primarily for the sake of beauty, privacy, conservation, and for legacy giving. They are particularly likely to have purchased the land themselves (relatively small plots =<25 acres), and to live on it (SFFI, 2009). Commercial use of the land, including harvesting, is less common in this segment, but is still practiced by half.

- Messaging should be that maintaining privacy, beauty, and natural diversity is best accomplished through knowledgeable stewardship that will keep the land intact and in good health for legacy giving. Motivators such as commercial harvesting should be downplayed but not absent from any such messaging (Fienberg and Butler, 2009, p.13).

Working the Land Owners

Working the Land owners (WTL) cite a wide variety of reasons for owning their land such as commercial, recreation, and conservation, and recreational. They are the most likely to have harvested trees within the past five years and have plans for their land over the next five years. However, they are not more likely than other owners to have participated in cost-share and certification programs. They are most concerned about a range of potential restrictions on the use of their land. They are the youngest segment, likely purchased the land themselves and own larger plots (>25 acres). They are the youngest segment, the most likely to be working, least educated, and report the lowest incomes on average.

- Messaging should occur on many fronts due to the variety of reasons for owning land. Since the segment is particularly engaged with the land they will likely appreciate the need to place additional sustainably measures to manage their woodlands and should focus on the holistic benefits of good land stewardship (p. 14).

Supplemental Income

Supplemental Income owners (SI), on average, own the largest plots of woodland. They are the most likely to have inherited it and own their land for investment purposes and for the production of timber products. Legacy ownership is important to this segment as they are likely to have

inherited the land themselves and they expect to pass it on to their heirs. Concerns about insect and plant diseases, and the possibility of fire on their land rank high as issues. This segment is the most likely to have a cost-share program in place, but still are unlikely to have taken concrete steps like certification, easements, etc.

- Messaging needs to relate investment/commercial interests and the maintenance of privacy, beauty, and natural diversity are best accomplished through knowledgeable land stewardship. Stewardship will also help keep the land intact and in good health (reduce insect/plant disease and fire hazard) legacy giving, a prime concern of this segment (p. 15).

Uninvolved Land Owners

Uninvolved Land owners (UI) show the least amount of engagement with their land (as their segment name implies). They are less likely than other groups to offer significant reasons for owning their land, to have future plans for it, or to have concerns about its landuse restrictions or health. Furthermore, they show little interest in learning how to better manage their land. They are the least likely segment to live within a mile of their land and are the oldest group demographically (white males generally are not college educated). The main difference that this segment distinguishes itself from other segments is their lack of interest in their land and their lack of plans for their land.

- Messaging for this segment will be difficult given their lack of proximity and engagement with their land. The message should be that there are resources to help them better manage their lands without their having to get deeply involved and, given their advanced age, could maximize the value of their investment to pass on to heirs or to sell (p. 15).

Prime Prospect Analysis

The Prime Prospect Analysis helps with understanding what proportion of landowners are in the region of interest and when referenced with Attitudinal Segments, what approaches can be developed to influence them. Understanding what proportion of landowners in the region fall into this category is intended to managers in determining how many people that can be expected to be influenced through outreach. This can be referenced with what attitudinal segments they fall into to develop ideas about how to influence them into taking action.

- **Prime Prospects** are landowners who have a stewardship mindset but are not presently engaged in managing their woods (e.g., no management plans, they do not consult foresters, and do not participate in programs such as cost-shares and easements).
- **Model Owners** have a stewardship mindset and are already taking many of the actions that natural resource professionals recommend.
- **Opportunists** are doing some management activities but not really out of a stewardship orientation--they may find these actions to be financially beneficial or otherwise convenient.
- **Write-Offs** are people who are not managing their land sustainably and don't demonstrate a stewardship mindset toward their land (SFFI, 2009).

Outreach is likely to have the greatest impact on Prime Prospects but other groups might have overlapping concerns and issues. For example, persuading Model Owners to become more active in their communities could help reach other landowners just as working with Opportunists to positively reinforce some of the good decisions they have made could highlight the financial benefits of additional practices. Write-Offs generally don't seek information on stewardship and

forest management but they may be receptive to information on specific topics such as land transfers or easements.

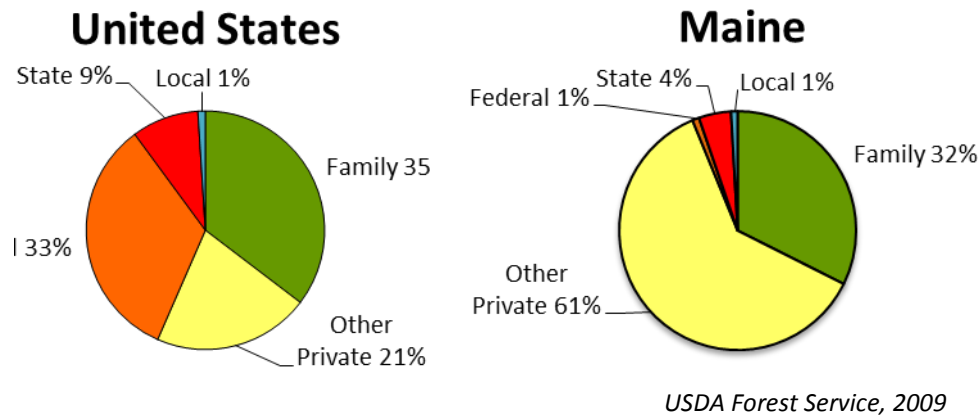
Who Owns York County Forests?

Overview of Woodland Owners in Maine

The landowner profiles below use data from the National Woodland Owner Survey (NWOS) conducted by the US Forest Service. The family forest results below are a summary of the 419 owners from Maine who participated between 2002 and 2006 and own between 10 and 999 acres of woodland based on data collected between 2002 and 2006 (Sustaining Family Forests Initiative, 2009). Data for State and US comparisons based on NWOS summary tables (2002-2006) and data for the SWMFFC 10-town focus region are based on SFFI Survey Unit Region 5, which includes York, Cumberland, Sagadahoc and Androscoggin Counties.

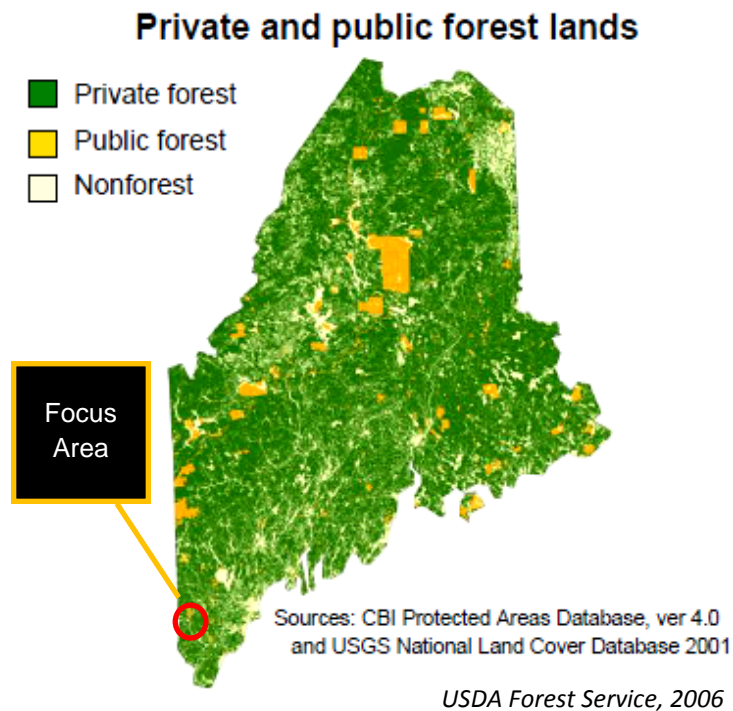
Privately owned forests dominate the eastern US and are prevalent in Maine particularly. Private landowners make up 93% of all forest landowners Maine. When comparing the distribution of forest land owners between the US and Maine one clear difference stands out. Nationally, 42% of forests are under federal and state control while private and family forest owners comprise 56%. As a result of divestment of timberland assets by industrial owners, a large portion of the northern forests (61%) are held by private investment firms such as Timber Investment Management Organizations (TIMOs) and Real Estate Investment Trusts (REITs) (SFFI, 2009). This ownership pattern is reflected in Figure 7.

Figure 7 Comparison of Distribution of Forest Landowners, United States and Maine



The focus of the SWMFFC is the family forest owner, whose percentage of ownership is comparable with national levels. These are also the predominant landowner in the focus region. While broad national comparisons are useful when discussing state economic development strategies and policy, TELE is especially effective to quickly reference further analysis of landowner types, holdings, behaviors and future plans in sub-regions where these characteristics may differ.

Figure 8 Private and Public Forest Lands Distribution in Maine, 2006



Utilizing the statistical profile provided by TELE, going beyond the broad brush strokes of State and National landowner percentage comparisons facilitates the targeted marketing approach that quickly identifies family forest

landowners of interest by the type of attitudinal segment rather than by distribution. Included are overviews of all woodland owners and SFFI landowner types or segments defined by specific behaviors, which then can be selected by the geographic area of interest (regions and sub regions). While statistical analysis is provided for overall state breakdowns, analysis for sub regions within states is not provided aside from percentage of landowners by survey unit. For the purposes of this dialogue, landowner analysis for Region 5 will only profile attitudinal segment distribution and further statistical analysis will rely on State of Maine overviews of individual attitudinal segments.

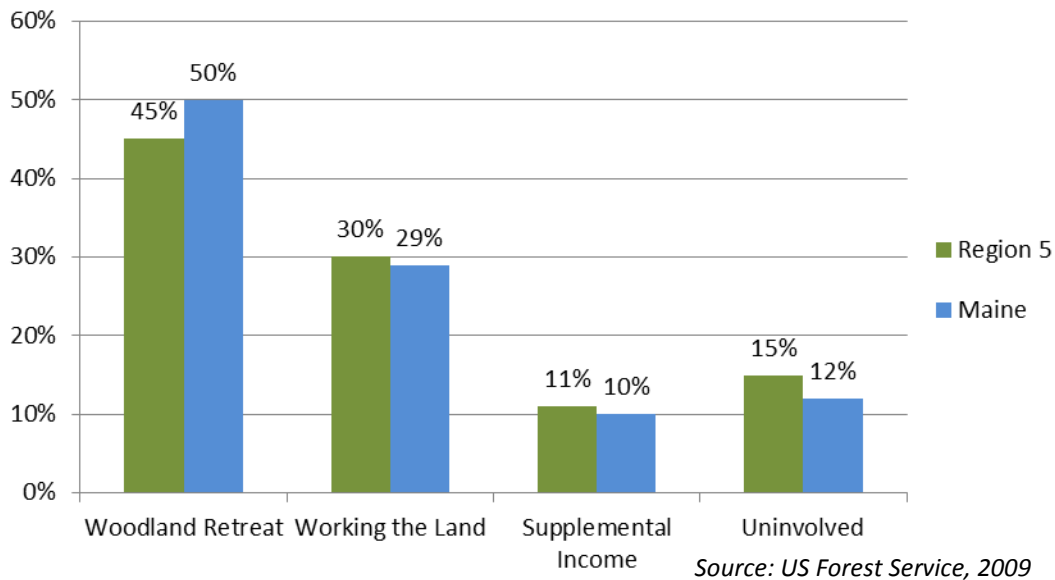
Landowner Analysis

Region 5, Casco Bay

Looking deeper into the Casco Bay Region 5 statistical profile, the four county areas the area is made up of 20252 woodland owners a total of 24% of all landowners. Though totals differ slightly from individual regional State distributions, trends reflect similar patterns with WR (45%) and WTL (30%) owners comprising the majority of family forest landowners (SFFI, 2009).

Figure 9 Comparison of Region 5 and State Attitudinal Segments

Percentage Comparisons of Attitudinal Segments of Casco Bay Region 5 and Maine



Prime Prospect Analysis

Knowing the distribution of attitudinal segments is important to developing a makeup of the region, but central to the TELE process is the Prime Prospect Analysis. This additional tool is designed help identify woodland owners who are most likely to adopt stewardship behaviors. The Prime Prospect Analysis is not available for state subregions such as Region 5. Data is based on state averages and one disadvantage to using the provided charts and statistics is that data labels are not included. It is made for quick reference which helps save time but is oversimplified and the user is not able to pull specific relative data such as exact figure and percentages (Figures 9-15 are pulled directly from the TELE website to give insight into how data is displayed and depicted).

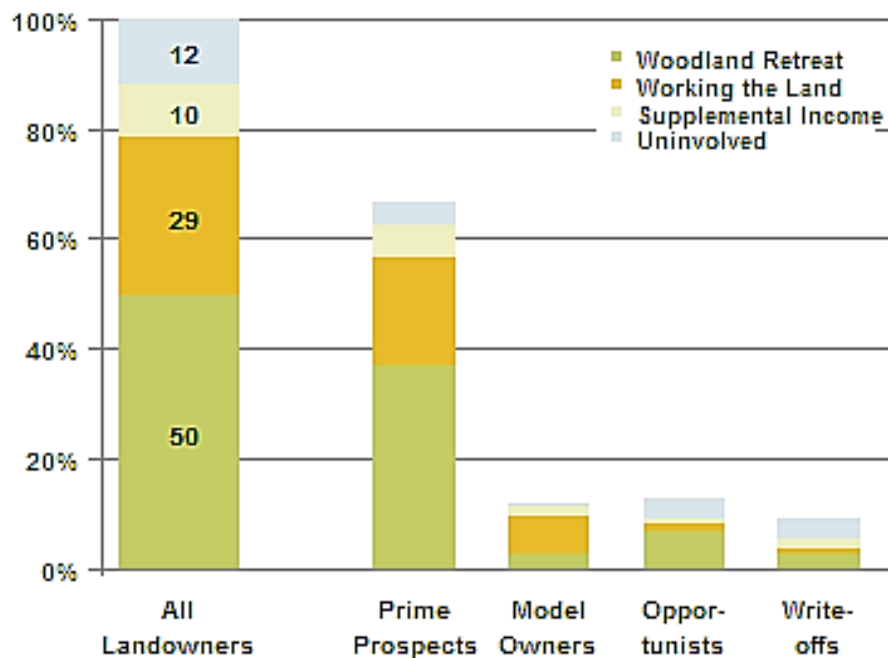
In an effort to market conservation easements as a viable forest management tool, utilizing the statistical data and charts provided through TELE is intended to help focus efforts at targeting and engaging Prime Prospect landowners to reach woodland goals. Specifically, it is designed to answer three questions:

- Who should sustainability/conservation initiatives target?
- What should the message be?
- What is the best way to reach them with the message?

Who should sustainability/conservation initiatives target?

The profile makeup for Maine shows private forest landowners that are most likely to respond to a targeted engagement campaign are WR and WTL owners. Together these landowners make up

Figure 9 Percent Distribution of Prime Prospect Analysis Forest Landowners



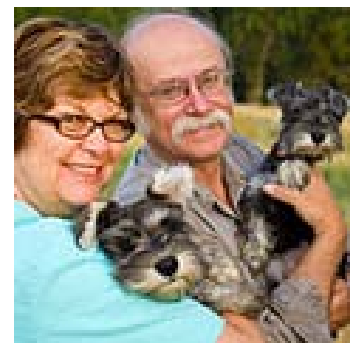
Source: TELE, 2009

more than 50% of the Prime Prospect population (WR approximately 35%, WTL approximately 15%). Prime Prospects account for over 60% of the total distribution types of landowners with Model Owners, Opportunists, and Write-offs comprise the remaining percentage (Figure 9). It is noteworthy to recognize that WTL owners make up a large share of Model Owners and WR owners dominate Opportunists. These categories are associated in that landowners are either already engaged in stewardship activities or may be encouraged to develop or augment stewardship programs through cost-share programs or financial motivations such as fee-for-purchase conservation easement.

Targeting landowners with these profiles, professionals will have a better chance at increasing the number of forested acres through the Maine Tree Growth tax law, developing forest management plans, and purchasing or donating easements. The following two profiles for WR and WTL landowners provide information on demographics, reasons for owning land, top concerns, and management motivations and communications methods to best reach these groups.

Woodland Retreat Owners

WR landowners represent the largest attitudinal segment in which to target conservation efforts on at approximately 35%. 37,000 owners hold 1.8 million acres in Maine (SFFI, 2009). These landowners are predominantly retirees with their woodland home being their second property. TELE offers the opportunity to look deeper into individual attitudinal segments which can be beneficial to finely tune outreach materials and communications. Categories for profile comparison in relation to Prime Prospect Analysis include new owners, absentee owners, farmers, harvested



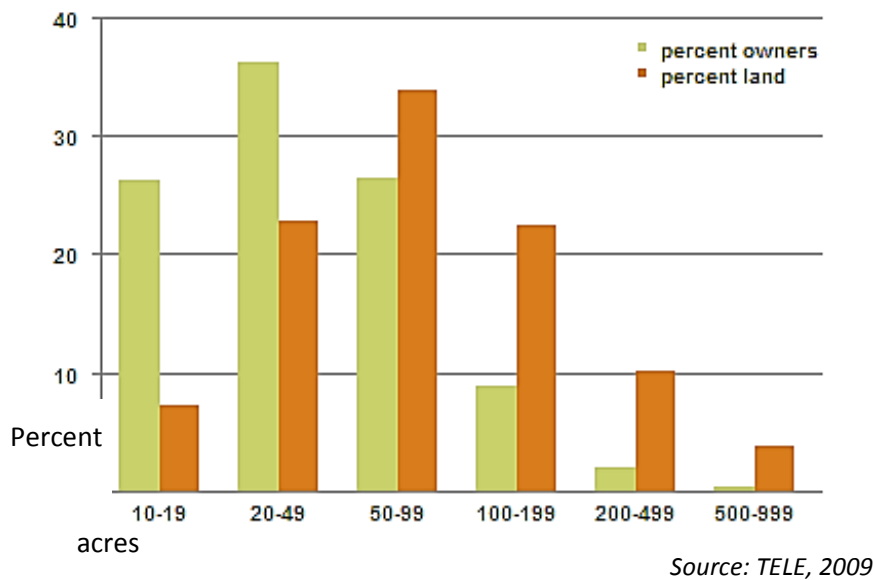
Source: TELE, 2009

trees, received advise, management plan, and conservation easement. These categories are available in national statistics only although new owners, absentee owners, farmers and harvested trees can be broken down in 4 regions; North, South, East, and West.

Paralleling national trends in land ownership, Maine shows a high percentage of WR landowners holding forest land in size less than fifty acres. As smaller parcels are less likely to be managed for timber, this creates a dilemma when trying to conserve critical mass sufficient to support management activities (Butler 2008).

WR owners are also older. 53% are between 45 and 64 years of age and 44% are over 65 (SFFI, 2009). The implications are that with more than a third of family forest owners 65 years or older, a large number of intergenerational land transfers are to be expected in the next 10–20 years (Zhao, et al, 2011, p. 59) Compounding ownership by an older generation with high potential for transfer and parcel splits is that 55% of these individuals earn less than \$50,000 per

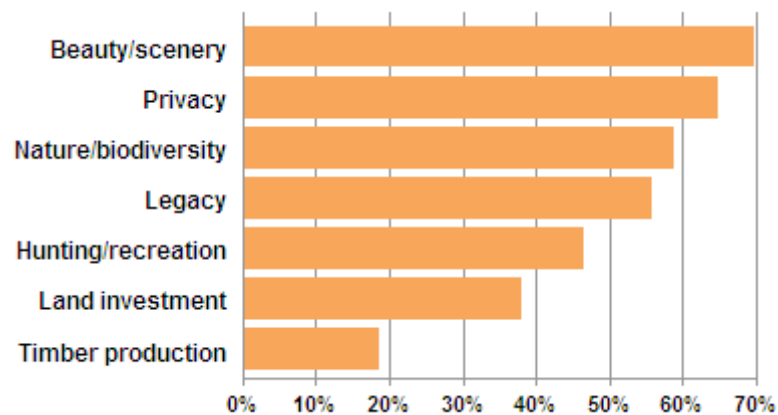
Figure 10 Comparison of Percent Woodland Retreat Owners with Acreage of Land Holdings



year and 32% earn between \$50,000 and \$99,000 per year (SFFI, 2009). It is not surprising topping the list of their concerns are property taxes. Air and water pollution follows and third is family legacy, specifically, what will become of the land once these owners are gone.

When it comes to participating in cost-share programs, forest certification or having an active forest management plan, WR owners have some of the lowest rates of good land management behaviors like having a management plan, consulting foresters, getting forest certifications, or putting their land in conservation easements (SFFI, 2009). Though they assign lower importance to financial reasons for owning woodland such as investment and timber income, their main motivators for owning forest land are beauty, biodiversity, privacy, hunting and recreation. Timber production ranks lowest among motivators (Figure 11).

Figure 11 Overview of Percentage for Reasons for Owning Woodland, Woodland Retreat Owners

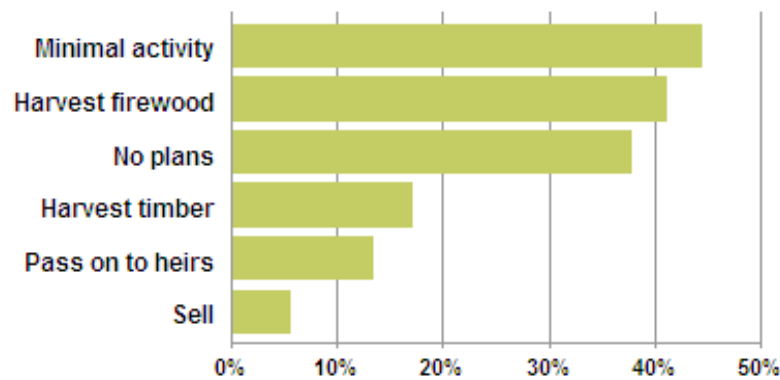


Source: TELE, 2009

It stands to reason that in addition to holding smaller parcels and placing more emphasis on amenities, Woodland Retreat owners have little or no management plans with the perception that woods manage themselves. Many believe minimal human activity and interference is the best way to promote woodland health (SFFI, 2009). Only a minority (21%) of WR owners say they

have received woodland management advice and most frequently cite their state foresters and forestry departments, followed by other landowners, the NRCS, extension services, and loggers. 46% of WR owners say they would like to receive woodland information through print materials like publications, books, or pamphlets, and a similar number (42%) say that talking with a forester or other resource professional would be useful. Newsletters, magazines, or newspapers (38%); videos (27%); and the Internet (26%) were also mentioned as modes for receiving and seeking more information (SFFI, 2009). In addition, WR owners are more likely than other segments to mention the Internet as a preferred source for resource information.

Figure 12 Overview of Percentage of 5-Year Plans, Woodland Retreat Owners



Source: TELE, 2009

Working-the-Land Owners

WTL owners are the second largest segment of family forest owners and some 23,000 owners in Maine own nearly 1.5million acres of forest land in Maine (SFFI, 2009). These owners are distinguished from the Woodland Retreat segment by their strong and multi-faceted interests in the multiple uses of their woodland. This segment gives the highest rating for importance of all



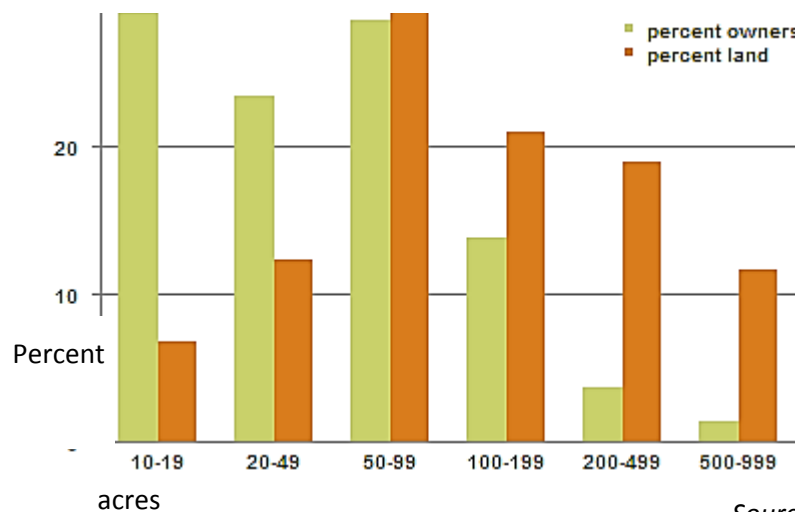
Source: TELE, 2009

reasons for owning woodland (except income through timber harvest in which they are second) and try to use the land in ways that balance their different objectives.

WTL owners do share some similarities with Woodland Retreat owners. The average plot size for this group is 58 acres and the majority own less than 100 acres (Figure 13). Almost half of WTL owners have two or more parcels of woodland and, as with WR owners, WTL owners are most likely to be retired and have a second home or a cabin on their woodland living more than a mile from their woodland (SFFI, 2009).

WTL owners are similar demographically as well. 63% are between the ages of 45 and 65 with 22% over the age of 65. WTL owners' education and income levels do not vary far from other family forest owners overall with 42% having a college degree or better. 48% of WTL owners earn less than \$50,000 per year with 28% earning between \$50,000 and \$99,000 and 24% earning over \$100,000 per year.

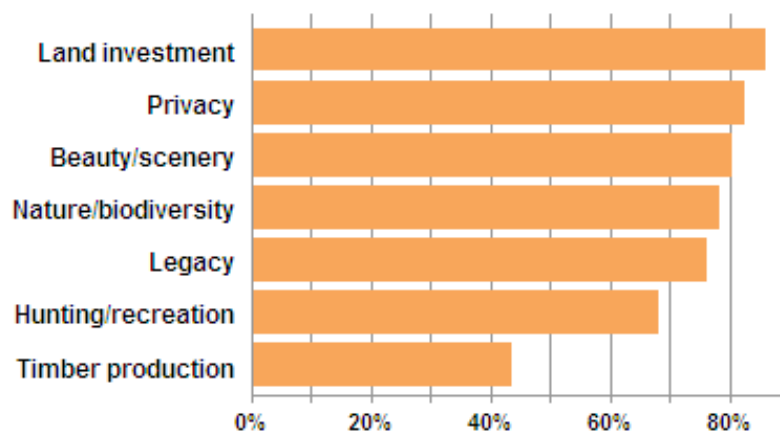
Figure 13 Comparison of Percent Work-the-Land Owners with Acreage of Land Holdings



Source: TELE, 2009

The main difference separating WTL and WR owners in the values they assign to their land. Though timber production ranked lowest, its percentage of importance among other values was comparable. Topping the list of reason for owning forest land was land investment. This profile is more receptive to conventional management schemes that focus on the woodland being a productive asset, investment, and opportunity for family legacy.

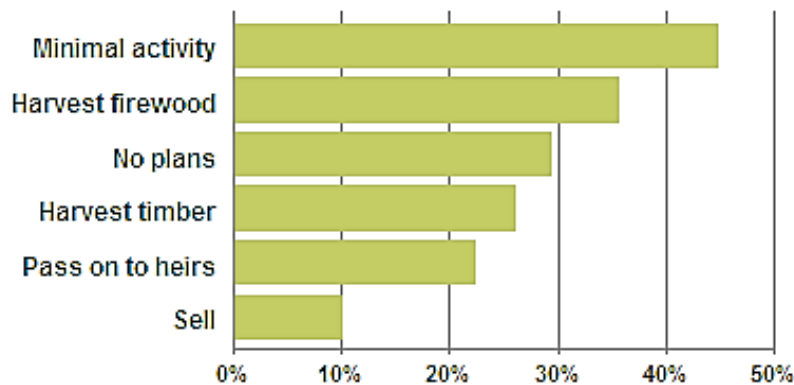
Figure 14 Overview of Percentage for Reasons for Owning Woodland, WTL Owners



Source: TELE, 2009

What is surprising in this segment is that though investment and forest production are important to WTL owner, they are still not likely to engage in any planning activities and have no specific plans for their woods. One in four WTL owners say they have received woodland management advice and typically mention the same sources of advice as other landowner segments (state foresters and forestry departments, other landowners, the NRCS, loggers, and the extension service). Information and advice were from a variety of sources such as print material (publications, books, or pamphlets) and from foresters or other natural resource professionals. Newsletters, magazines, or newspapers (43%), loggers (33%), and videos (29%) are their top five sources of information (SFFI, 2009).

Figure 15 Overview of Percentage of 5-Year Plans, WTL Owners



Source: TELE, 2009

What should the message be? Reaching Woodland Retreat and Working-the-Land Owners

The social marketing strategy behind TELE has the potential to motivate people because it attempts to model the sought after behavior instead of trying to directly convince the landowner. Using a social marketing approach, by accurately identify Prime Prospect profiles, professionals can begin to communicate with these landowners, and initiate engagement of them into programs. If the end goal of the Forest Works! project is to identify private forest owners in the focus area who are interested in selling or donating easements, engaging them to consider such measures will require careful consideration of the initial conversation and materials used to reach them once identified.

Key Motivations and Barriers to Action

WR and WTL forest owners draw great pleasure and satisfaction from their land and both have a strong emotional bond with it. But as seen in the rankings of values placed on their land, these two segments differ in the way they perceive benefits that are obtained from it. Still, with the

large percentage of Prime Prospects derived from those two populations, to reach the greatest number of potential landowners, finding similarities and differences in key motivations and barriers to action will aid in the construction of the outreach materials (Table 1).

Table 1 Comparisons of Key Motivators and Barriers to Action Among Woodland Retreat and Work the Land Attitudinal Segments.		
Attitudinal Segment	Key Motivators	Barriers to Action
Woodland Retreat (WR)	Stewardship	Lack of knowledge and inability to prioritize recommendations
	Beauty and wildlife protection	Perception that woods should be left to themselves
	Recreation	Financial constraints
	Legacy, enjoyment with family members	Lack of confidence and fear of taking actions that will damage wood
Work the Land (WTL)	Preserving ecological health and financial value of land	Fixed ideas about what is good for their woods—feel they know best
	An ethic of respectful and judicious land use	Mistrust of authority and expertise, and anyone who is promoting a particular ideology or interest
	Recreation, including hunting	

SFFI, 2009

Both WR and WTL have a strong stewardship ethic and incentive to preserve the ecological health of their forest land. Though the sophistication of their level of stewardship is limited by their lack of knowledge and participation in various forest management programs, woodland ownership represents a highly valued lifestyle for this group. Messages that integrate woodland health with ideas for recreational uses are likely to be well received as are messages or programs that have a conservation focus, especially those that highlight biodiversity and making woods healthier and more attractive to wildlife.

Messages that convey a strategy for financial considerations or benefits can also have an effect.

WR owners list financial constraints as a barrier to action and WTL owners value financial uses of woodland. WR owners do not see their woodland as a source of income and highlighting a working forest conservation easement program as a viable alternative to ease financial pressures which would still allow access and recreation that integrate stewardship and wise management of resources are likely to resonate.

Communications that promote environmentalism or ones that have an altruistic tone will work with WR but WTL owners have a very practical traditional farming philosophy of valuing the land and messaging in this manner is unlikely to persuade them. Both groups tend to be cautious and thoughtful when making decisions about their land and are protective of their rights when making these decisions. They seek out information and are open to other's opinions, but have their own ideas regarding the use of their land and the value that it produces for them. Communicators need to acknowledge this independence and the distrust placed on outside professionals. Communication is best delivered by local professionals if it is to be received and acknowledged by the two groups (SFFI, 2009). Below are some examples of words and phrasings that worked well in focus groups of both segments:

- “Woodlands are valuable”
 - WR owners value their woods highly, especially for aesthetic and environmental reasons
 - WTL owners see their land as a valuable asset and it is a source of pride and financial security to them
- “Enjoy the woods, alone and with family”
 - WR see recreational use of woods as very important

- WTL owners love spending time in their woods, not only recreationally, but also working there to improve the land
- “Do right by the land; respect the land and use it wisely”
 - This is important to WR owners, although most of them don't have definite ideas about what is right for their woods
 - WTL owners don't see themselves as environmentalists, but they subscribe to traditional farming values of respectful use. These phrases make more sense to them than terms such as "sustainable use" or "conservation"
- “Healthy woods, good for wildlife”
 - WR owners acknowledge that they need more information on how to look after their woods to keep them healthy and beautiful
 - To WTL owners, the health of their trees and woods is very important—more so than facilitating recreation in the woods, maximizing timber sales, or having beautiful woods
- “Manage woods for future harvests”
 - For WR owners this is a new idea, but they liked it and wanted to know more about how they can do this
 - WTL owners like the idea that trees should be harvested at the right time and in a way that rejuvenates the forest
- “Expert advice”
 - WR owners liked the idea of getting advice from an expert, although they reserved the right to disregard that advice. Others were a little skeptical of what

constitutes expert advice and how people can be sure that it is, indeed, the right course of action

- WTL owners are careful people who like to make carefully considered decisions. They like to seek out information from various sources but feel that they are the best-qualified to make decisions about their land

(Adapted from focus group research, SFFI, 2009)

What is the best way to reach them with the message?

Of both groups, only a quarter of woodland owners say they have received woodland management advice. When they do seek advice, most frequently cited are state foresters, the NRCS, extension service and loggers. It is common with all attitudinal segments that no one avenue is best or likely to reach them all. Of all groups, WR owners are more likely to utilize the internet as a preferred source. Close to half of WR and WTL owners say they would like to receive information through print materials such as books, pamphlets, and publications and nearly half said that talking with a forester or resource professional would be useful (SFFI, 2009). Given the recent addition of cable access television to a number of town's municipal functions, it is also possible to televise announcements of workshops and events through this medium.

Figure 16 Six-Step Process for TELE Work Plan



Source: SFFI, 2009

Developing a Plan

The final stage of the TELE platform is a guided six step work plan (see Figure 16) for developing a focused and targeted communication plan to distribute among colleagues and consultants regarding the target audience, message, purpose and mediums of communication. At each step, the user is guided through decisions and the program records inputs at each stage and compiles it into a communication plan. There are sample communications plans available from previous groups. See Appendix B for the completed plan.

Conclusions

Considering the large number of family forest owners in western York County and the low rate of participation in forest management plans, cost-share incentives, forest certification, and conservation easements, three questions stand out:

1. What are the characteristics of private family forest owners who choose to participate in forest conservation programs?

2. How can we draw on these landowner characteristics to develop policies and activities that recognize that different cultural needs are essential for effective management of forest resources?
3. Are the objectives of the SWMFFC achievable given the recent trends in land ownership patterns and shift in values and use of the forest?

Developing methods for achieving sustainable development in concert with maintaining working forests will have to incorporate private landowners through education as the primary means of effecting changed landuse patterns. Landowners of small forest parcel owners need information to effectively manage their land and that message needs to be tailored to their individual characteristics, motivations and values for owning woodland. With additional people owning forestland there will be an opportunity to educate more landowners about the benefits and responsibilities associated with forest stewardship. Developing effective communication that utilizes innovative and refined methods of interacting with forest landowners is crucial. These new owners will have different backgrounds and be less aware of the potential benefits of good forest management than previous owners. With smaller sized parcels and weak markets for timber, management options become limited. With new ownership and a new set of value judgments, contrasting expectations for future landuse is sure to confront professionals on all fronts. Conclusions drawn from the NWOS that impact any engagement of private forest landowners will have to consider:

- Forest fragmentation is ongoing and forestry and the natural resource community must adapt to this situation. It is expected that this trend will continue and the issues associated with it will be further intensified.

- Family forest ownership patterns are changing and there is a continual turnover of new landowners who are likely to own smaller parcels limiting management options and effectiveness.
- These new landowners are not likely to be farmers and therefore have a different relationship with the land.
- Amenity values are principal for family forest owners and will, in all likelihood, continue to be.
- Respondents owning more forestland were more likely to participate in cost-share, forest certification, and conservation easement programs. When promoting these programs, it may be a good idea to concentrate their outreach efforts on landowners with large land holdings, for example, 100 acres or more (Butler and Ma, 2010, p. 17)

The TELE process of landowner engagement through social marketing as a method to identify and engage private forest landowners to lessen the impact of forest fragmentation is a critical tool to aid both professionals and non-professionals. By placing in their hands statistically derived and aggregated data, it is possible for a range of organizations to process this data and use it to define their target audience and provide insight into key values and motivations to prompt change in behavior. The data is readily accessible and easily assimilated into design. The limitations of generalized data in the statistical profile of landowners in the region can be overcome by going directly to the US Forest Service NWOS site which has incorporated a “Table Maker” site (<http://apps.fs.fed.us/fia/nwos/tablemaker.jsp>) to provide a range of additional statistical information which can be adapted to fit the parameters of most any policy program. Initiated by the Sustainable Family Forest Initiative, “Tools for Engaging Landowners Effectively” presents solid trend information for family forest owners of the Maine and can aid

forestry and the resource community by lowering costs of data assemblage, interpretation, and finally, a focused implementation plan targeting those most likely to listen and institute change.

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Appendix A

National Woodland Owners Survey

**Comments or questions?
Please contact us:**

National Woodland Owner Survey
USDA Forest Service
11 Campus Blvd.
Newtown Square, PA 19073

Toll-Free Telephone: (866) 396-6967

Fax: (610) 557-4250

Internet: www.fs.fed.us/woodlandowners

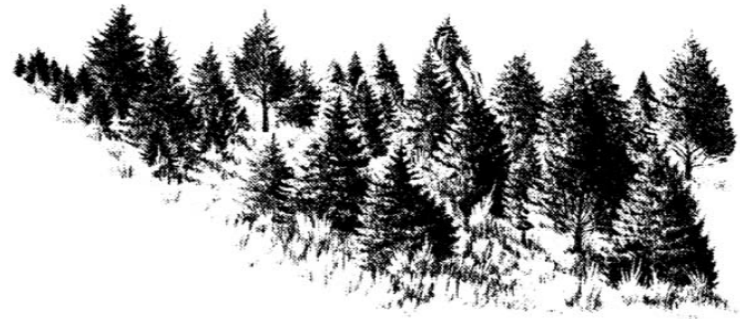


Public reporting burden for this collection of information is estimated to average 20 minutes per respondent, including time for reviewing instructions, searching existing data sources, gathering and maintaining data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Department of Agriculture, Clearance Officer, OIRM, Room 404-W, Washington, DC 20250; and to the Office of Management and Budget, Paperwork Reduction Project (OMB#0596-0078), Washington, DC 20503.

Version: Maine 4.5



National Woodland Owner Survey



National Woodland Owner Survey, USDA Forest Service



11 Campus Blvd., Newtown Square, PA 19073

Phone (toll-free): (866) 396-6967

Internet: www.fs.fed.us/woodlandowners



OMB No. 0596-0078 Approval Expires Dec. 31, 2006

If there are any additional comments or concerns that you would like to share, please write them below.

Instructions

- ✓ Please provide answers for all of the woodland that you own in Maine.
- ✓ The owner who makes most of the decisions about your woodland should answer this questionnaire.
- ✓ If this questionnaire is received by a company or other organization, please have a person knowledgeable about the organization's woodlands in Maine answer this questionnaire.
- ✓ If you do not own any woodland in Maine, please return this questionnaire in the postage-paid envelope provided. Thank you!

General Questions about Your Woodland

1. **Woodland** covers 90% of Maine.

Woodland includes:

- Land at least one (1) acre in size, 120 feet wide, and has at least ten (10) well-spaced trees per acre; and
- Land at least one (1) acre in size, where trees were removed and trees will grow again (not converted to another use, such as cropland, pasture land, or residential).

Woodland does *not* include:

- Christmas tree farms, orchards, or nurseries; or
- Land that is mowed for lawn.

- a. How many acres of *land* do you own in Maine?

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 Acres of land in Maine

- b. How many acres of *woodland* do you own in Maine?

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 Acres of woodland in Maine

- c. How many unconnected parcels or tracts of woodland do you own in Maine?

If you own more than 10 parcels, please estimate to the nearest 10 parcels.

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 Parcels with woodland in Maine

- d. How many acres of woodland do you own outside of Maine?

--	--	--	--	--	--	--	--

 Acres of woodland outside of Maine

36051

Thank you for participating in this survey!

Please return the questionnaire in the postage-paid envelope provided.

2. How many acres of woodland do you own in the following counties/regions of Maine?

See map below.

Aroostook county.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Hancock county.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Penobscot county.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Piscataquis county.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Somerset county.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Washington county.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Capital Region including Kennebec, Knox, Lincoln, and Waldo counties.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Casco Bay Region including Androscoggin, Cumberland, Sagadahoc, and York counties.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres
Western Maine Region including Franklin and Oxford counties.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Acres



27. What is your household's annual income?

- ☐ Less than \$25,000
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$199,999
☐ \$200,000 or more

28. What is your sex?

- ☐ Male ☐ Female

29. a. Are you Spanish/Hispanic/Latino?

- ☐ Yes, I am Spanish/Hispanic/Latino
☐ No, I am not Spanish/Hispanic/Latino

b. What is your race?

Please select one or more.

- ☐ American Indian
☐ Asian
☐ Black or African-American
☐ Native Hawaiian or other Pacific Islander
☐ White

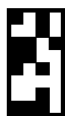
30. Do you have any of the following long-lasting conditions:

a. Blindness, deafness, or a severe vision or hearing impairment?

- ☐ Yes ☐ No

b. A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying?

- ☐ Yes ☐ No



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General Questions About You

Finally we would like to ask a few questions about you. As with the rest of this questionnaire, all of your answers are strictly confidential.

If you are answering this questionnaire on behalf of an organization, please skip the "Questions About You" section and go to the last page of this questionnaire.

24. a. What is your main occupation (if retired, what was your main occupation)?

- b. Are you retired?

☐ Yes ☐ No ☐ Semi-retired

25. What is your age?

- ☐ Under 25 years
☐ 25 to 34 years
☐ 35 to 44 years
☐ 45 to 54 years
☐ 55 to 64 years
☐ 65 to 74 years
☐ 75 years or over

26. What is the highest degree or level of school that you have COMPLETED?

Check only ONE. If currently enrolled, mark the previous grade or highest degree received.

- ☐ Less than 12th grade
☐ High school graduate or GED
☐ Some college
☐ Associate or technical degree
☐ Bachelor's degree
☐ Graduate degree

3. a. How did you get your woodland in Maine?

Check ALL that apply.

- ☐ Bought it
☐ Inherited it
☐ Got it as a gift
☐ Other (please specify): _____

- b. From whom did you get your woodland?

Check ALL that apply.

- ☐ My parents, spouse, or other family members
☐ Other individual(s)
☐ Land investor/developer
☐ A forestry company
☐ A local, state, or federal government agency
☐ Other (please specify): _____

- c. In what year did you first get woodland in Maine?

--	--	--	--

Year ☐ I don't remember

4. a. How many times have you sold or given away woodland in Maine?

Check only ONE.

- ☐ Never **➡ If never, go to question 5.**
☐ Once (1 time)
☐ 2 to 5 times
☐ 6 or more times

- b. Who got the woodland that you sold or gave away?

Check ALL that apply.

- ☐ My children or other family members
☐ Other individual(s)
☐ Land investor/developer
☐ A forestry company
☐ A local, state, or federal government agency
☐ Other (please specify): _____

- c. Have you sold or given away woodland in Maine in the **last 5 years?**

☐ Yes ☐ No



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5. There are many different types of ownerships that hold woodland. How would you describe the type of ownership in which your Maine woodland is held?

Check **ALL** that apply.

- ☐ Individual or joint ownership
☐ Family partnership or corporation
☐ Business partnership
☐ A corporation that produces forest products
☐ A corporation that does not produce forest products
☐ Forest management company (manage for private clients)
☐ Timber investment management org. (institutional clients)
☐ Nonprofit organization
☐ Club or association
☐ Trust or estate
☐ Other (please specify): _____

6. For the purpose of this survey, a farm or ranch is a place where, in most years, \$1,000 or more is earned from the sale of crops (other than forest products) or animals.

Do you own a farm or ranch that is within one (1) mile of any of the woodland that you own in Maine?

- ☐ Yes ☐ No ➡ If no, go to question 7.

➡ If yes, how many acres do you farm or ranch?

--	--	--	--	--	--	--

 acres

7. a. Is your home (primary residence) within one (1) mile of any of the woodland that you own in Maine?
☐ Yes ☐ No ☐ Not Applicable
- b. Do you have a vacation home or cabin within one (1) mile of any of the woodland that you own in Maine?
☐ Yes ☐ No ☐ Not Applicable

Your Reasons for Owning Woodland

8. What is the main reason that you own woodland in Maine?
 Please write your answer below.

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22. There are many things that can affect the health of woodlands. Below are issues that are affecting the health of some woodlands.

Please indicate your level of concern by marking **ONE** box for **EACH** issue.

	Great Concern No Concern						
	1	2	3	4	5	6	7
Air and water pollution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Undesirable plants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Domestic animals, such as cattle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild animals, such as deer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insects or plant diseases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of new trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wind or ice storms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Future of Your Woodland

23. What are your plans for your woodland in Maine in the next five (5) years?

Check **ALL** that apply.

- ☐ Leave it as is - no activity
☐ Minimum activity to maintain woodland
☐ Harvest firewood
☐ Harvest sawlogs or pulpwood
☐ Collect non-timber forest products
☐ Sell some or all of my woodland
☐ Give some or all of my woodland to my children or other heirs
☐ Divide all or part of my woodland and sell the subdivisions
☐ Buy more woodland
☐ Convert some or all of my woodland to another use
☐ Convert another land use to woodland
☐ No plans at this time
☐ I don't know
☐ Other (please specify): _____

Concerns and Issues

21. Sometimes people are not able to use their woodland as they want. Below are some issues that are affecting some people's ability to use and enjoy their woodland.

Please indicate your level of concern by *marking ONE box for EACH issue.*

	Great Concern					No Concern	
	1	2	3	4	5	6	7
Dealing with an endangered species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High property taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping land intact for my children or other heirs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lawsuits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulations that restrict harvests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of nearby lands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Damage or noise from motorized vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trespassing or poaching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People stealing my trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Misuse of woodland, such as vandalism or dumping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. People own woodland for many reasons. How important are the following as reasons for why you own woodland in Maine?

Mark **ONE** box for **EACH** item.

	Very Important					Not Important	
	1	2	3	4	5	6	7
To enjoy beauty or scenery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To protect nature and biologic diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For land investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part of my home or vacation home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part of my farm or ranch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For privacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To pass land on to my children or other heirs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For cultivation/collection of non-timber forest products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For production of firewood or biofuel (energy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For production of sawlogs, pulpwood or other timber products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For hunting or fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For recreation, other than hunting or fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Uses of Your Woodland

10. Have you ever leased or collected money (other than from logging) for allowing people to use the woodland that you own in Maine?

☐ Yes ☐ No ➡ **If no**, go to question 11.

➡ **If yes**, please answer questions **a** and **b**.

- a. What did they use it for?

Check **ALL** that apply.

- ☐ Hunting
☐ Recreation (other than hunting)
☐ To graze/pasture livestock
☐ Timber production
☐ To cultivate/collect non-timber forest products
☐ Other (please specify): _____

- b. Have you leased or collected money for allowing people to use the woodland that you own in Maine in the **last 5 years**?

☐ Yes ☐ No ☐ I don't remember

11. **Conservation easements** are legally binding agreements (sometimes the result of a payment to the owner) that restrict land from being used for certain, designated purposes, such as development.

Is there a **conservation easement** on any of the woodland that you own in Maine?

☐ Yes ➡ **If yes**, what types of activities are restricted?

Check **ALL** that apply.

- ☐ Conversion of woodland to another land use
☐ Splitting of woodland into smaller land holdings
☐ Harvesting of trees
☐ Other (please specify): _____

☐ No ➡ **If no**, do you plan to get a conservation easement?
 Check only **ONE**.

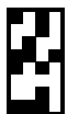
- ☐ Yes ☐ No
☐ Maybe ☐ Don't know

20. There are many different ways to learn about managing woodlands - what to do and how to do it.

How useful would the following ways of learning about managing your woodlands be for you?

Mark **ONE** box for **EACH** item.

	Very Useful	1	2	3	4	5	6	7	Not Useful	Don't Know
Publications, books, or pamphlets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters, magazines, or newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet/Web	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences, workshops, or video conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video tapes for home viewing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television or radio programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting other woodlands or field trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking with a forester or other natural resource professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking with other woodland owners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking with a logging contractor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membership in a land owner organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



17. Do you have a written management or stewardship plan for any of the woodland that you own in Maine?
☐ Yes ☐ No ☐ I don't remember

18. In the last 5 years, have any of the following activities occurred on any of the woodland that you own in Maine?

Check ALL that apply.

- ☐ Prepared land for new trees - "site prep"
- ☐ Planted trees
- ☐ Reduced fire hazard
- ☐ Applied herbicides, pesticides, or fertilizers
- ☐ Built or performed maintenance on roads or trails
- ☐ Wildlife habitat/fisheries improvement projects
- ☐ Posted land to restrict public access
- ☐ Recreation or hunting by me, my family, or friends
- ☐ Recreation or hunting by the general public with my permission
- ☐ None of the above

Sources of Information

19. In the last 5 years, have you received advice or information about the woodland that you own in Maine?

☐ Yes ☐ No ➡ **If no**, go to question 20.

➡ **If yes**, who did you get advice or information from?
Check ALL that apply.

- ☐ Maine Forest Service forester
- ☐ Extension forester or other university employee
- ☐ Other state employee
- ☐ Natural Resource Conservation Service, Soil and Water Conservation District or Farm Service Agency employee
- ☐ Private consultant, such as a forester or wildlife biologist
- ☐ A forester from a company that produces forest products
- ☐ Logging contractor
- ☐ Employee of a non-profit group
- ☐ Other forest landowner, neighbor, or friend
- ☐ I don't remember who
- ☐ Other (please specify): _____

12. To encourage good woodland management, groups have created **green certification** programs to recognize woodland owners that comply with a group's standards. Examples include Tree Farm, Green Tag, SmartWood, and the Sustainable Forestry Initiative.

Have you ever heard or read about **green certification** before?

☐ Yes ☐ No ➡ **If no**, go to question 13.

➡ **If yes**, is any of your woodland in Maine currently green certified?

☐ Yes ➡ **If yes**, go to question 13.

☐ No ➡ **If no**, are you planning to get any of your woodland in Maine green certified?

☐ Yes ☐ No

☐ Maybe ☐ Don't know

13. **Cost-share programs** provide landowners with money to help plant trees or manage their woodland. Examples include the Conservation Reserve Program, Stewardship Incentive Program, and Forestry Incentives Program.

Have you ever used a state or federal sponsored cost-share program to help you manage your woodland in Maine?

☐ Yes ☐ No ➡ **If no**, go to question 14.

➡ **If yes**, have you used a cost-share program to help you manage your woodland in Maine in the **last 5 years**?

☐ Yes ☐ No ☐ I don't remember

➡ **If yes**, please list the program(s)? _____

Management of Your Woodland

14. Who makes most of the decisions, such as whether or not to harvest trees, for your woodland in Maine?

Check ALL that apply.

- ☐ Me and/or my spouse
- ☐ My children, parents, or other relatives
- ☐ My business partner (including associations and clubs)
- ☐ My land manager or forester
- ☐ My logging contractor
- ☐ Other (please specify): _____



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15. Have trees ever been harvested or removed from any of the woodland that you own in Maine since you have owned it?

☐ Yes ☐ No ➡ If no, go to question 16.

➡ If yes, please answer a, b, c, and d.

a. What types of products were harvested?

Check **ALL** that apply.

☐ Veneer logs

☐ Sawlogs

☐ Pulpwood

☐ Firewood ➡ _____ Cords per year

☐ Post or poles

☐ Other (please specify): _____

b. Why were trees harvested or removed?

Check **ALL** that apply.

☐ To achieve objectives in my management plan

☐ Trees were mature

☐ To clear land for conversion to another use

☐ Needed the money

☐ Needed wood for own use

☐ Price was right

☐ To improve hunting opportunities

☐ To improve scenic and recreational opportunities

☐ To remove trees damaged by a natural catastrophe

☐ To improve quality of remaining trees

☐ Other (please specify): _____

c. During the most recent harvest, did a professional forester help plan, mark, or contract the harvest?

☐ Yes ☐ No ☐ I don't remember

d. Have trees been harvested or removed in the **last 5 years**?

☐ Yes ☐ No ☐ I don't remember

16. **Non-timber forest products** are products other than logs, pulpwood, firewood, posts, or poles that are collected from woodlands.

Non-timber forest products include:

Edibles such as berries, fiddleheads, and maple syrup

Medicinal and dietary supplements such as Ginseng, St. John's wort, and willow bark

Decorative, floral, or craft products such as boughs, birch bark, and landscaping transplants

Items of cultural or religious importance such as sweetgrass, woodland sage, and sauna switches

Have non-timber forest products been collected from any of the woodland that you own in Maine since you have owned it?

☐ Yes ☐ No ➡ If no, go to question 17.

➡ If yes, please answer a, b, and c.

a. What types of products were collected?

Check **ALL** that apply.

☐ Edibles

☐ Medicinal and dietary supplements

☐ Decorative, floral, or craft products

☐ Items of cultural or religious importance

☐ Other (please specify): _____

b. Why were these products collected?

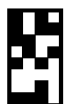
Check **ALL** that apply.

☐ For sale

☐ For personal use or gifts

c. Have any of these products been collected in the **last 5 years**?

☐ Yes ☐ No ☐ I don't remember



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Appendix B

Forest Works! Work Plan

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Published on *TELE - Tools for Engaging Landowners Effectively*(
<http://www.engaginglandowners.org>)

[Home](#) > Forest Works!

Forest Works!

By *Joseph Anderson*

Created *2012-03-15 16:51*

Organization or Campaign:
SWMFFC

Communication Objective

Goals & Objectives:

Outreach to landowners and municipalities will focus on:

- 9 Identifying private forest owners in the project area who are interested in selling or donating easements.
- 9 Encourage towns to develop sustainable forest management plans and donate easements to local land trusts as a model for private landowners.
- 9 Connect interested parties to resource professionals such as foresters, wildlife biologists, financial planners and attorneys.

The main outcome of the project is to conserve as working forest land thousands of acres of private land in the 10-town area of northern York County.

Audience Definition

Primary Audience:

The primary target audience for the Forest Works! campaign is Woodland Retreat Owners based on the their high percentage in the regional profile overview of types of landowners (45%), high corresponding percentage among prime prospects, percentage of land owned and their low rate of management plans and land management behavior (consulting a forester, putting land in easements, getting certifications). Combined with other identified outcomes such as protection of core Focus Areas and surrounding lands, Woodland Retreat Owners have a deep affinity for stewardship of healthy forests yet lack knowledge about actions to take which promote these ideas.

Other Audiences:

Working with the Land owners are also an audience which can be reached with similar outreach methods that appeal to ethical and judicious use of woodlands for both productivity and resource management. Further, Uninvolved landowners can be an untapped resource considering legacy to be one of their main goals.

Audience Profile

General orientation toward woodland:

This segment lacks knowledge about what actions to take regarding forest management and have a perception that woods manage themselves. They believe that minimal human activity and interference is the best way to promote woodland health. As a whole, this segment has some of the lowest rates of land management and does not consult foresters or other natural resource professionals in addition to having very little land in conservation easements.

Beliefs about the target behavior:

The main motivator for Woodland Retreat owners is primarily using woodland for beauty and recreational value. They have a stewardship ethic that is concentrated on natural beauty and wildlife protection and enjoy their woods for hiking, fishing, and camping.

Motives and barriers:

Their main reasons for taking action are to preserve the natural beauty and ecological benefits of woodlands. The main barriers to acting on donating easements or developing management plans are financial constraints, a number have small parcels making management impractical or more expensive, and the prevailing thought that the woodlands are best left unmanaged.

Demographic and lifestyle information:

Since WR owners do not receive financial benefits from their woodland, they are less likely to seek information out regarding timber harvesting and forest production. 53% are ages 45-64, and 44% are over 65 (similar to all private woodland owners). 53% have a college degree or better. 55% earn less than \$50K per year while 32% earn between \$50K and \$99K per year. Financial constraints are a real concern. They are more likely to be white collar and service workers and tend to be younger than SI or UN owners. The woodland is most likely to be a second home and not their primary residence. WR owners are more likely to seek information through the internet, but nearly half say they would utilize print communication (pamphlets, magazines, publications). WR owners are not trusting of agency professionals and local approach works best.

Message Strategy

Summary of Message Argument:

Your woodland is your legacy. Western York County holds some of the best forests in the State. It is known for its tall trees, rich soil, abundant wildlife and clean, clear water. The choices you make about your woodland will benefit you and future generations for years to come. Forest Works! can assist you and help with your questions whether its finding a forester, exploring conservation easements or getting local and professional advice on cost-share programs and tax-incentives that will shape the future of your land. The decisions you make now can last forever in a forest if you plan well.

Needs, problems and values addressed:

WR and WTL landowners have many concerns including financial considerations, dealing with local trusted professionals, healthy woodlands and their legacy. Recreation and forest health with financial support will aid in sustainable forestry efforts.

Channels & Materials

Primary materials:

The primary materials for the Forest Works! campaign are a Web site, poster, brochure, landowner booklet, presentation and a landscape scale management plan for the 10-town region. These materials will direct qualified landowners (i.e., private forest owners interested in selling or donating easements) to the campaign's Web site to request additional information or reach a project partner.

- A poster for use at community sites and events
- brochure for people to read more about the campaign, what it provides, and whom it is designed to help
- A booklet which will provide conservation options for landowners, lists of foresters and natural resource partners for assistance and BMPs to protect and improve wildlife habitat and biodiversity
- A presentation for use in community setting
- Landscape scale conservation management plan which will identify through a natural resource assessment regional ecological significant areas outlining forestry management practices which will improve existing knowledge of regional ecological values

Supporting materials:

Partner literature

Look & Feel:

- Peer-to-peer, non-preachy, respectful tone
- Simple and direct style; common-sense,

- practical ideas
- Truthful and authentic--no exaggeration, hype or fear-mongering
- Use of examples, and testimonials to persuade or make a point (preferred to arguments based on expertise, scientific explanations, and statistics)
- Project caution and thoughtfulness
- Visuals reflect audience members' love of the land and the various ways in which they enjoy their woods with their families

Evaluation

Primary Outcome:

The primary outcome indicator for the campaign is the number of landowners who donate or sell easements to the representative land trust. Secondary outcome indicators landowners that contact foresters to help plan and/or manage their timber harvests, calls to campaign partners inquiring more information regarding the project and number of hits on the website.

Process Intermediate Indicators:

Each partner will assess the cumulative impact of the outreach by monitoring the number of people who call to request additional information about the project. Additionally, they will also monitor:

- How the number of calls compares with similar requests before the campaign?
- What proportion of these calls is from people who are actually thinking about conservation easements in the near future?
- The number of packets of information about timber harvesting was mailed out to callers.
- Monitor process indicators that are tailored to their specific outreach activities, e.g., attendance at meetings, media impressions, etc.

Impact Indicators:

Long-term indicators would include total acreage placed in conservation easements as a result of the campaign. A secondary indicator would be an increased number of acres listed as tree growth.

Source URL: <http://www.engaginglandowners.org/make-a-new-plan/plans/1283>