

PARTNERSHIP REPORT

- PARTNERSHIP NAME
- LANDSCAPE
 - a. FOREST THREATS
 - b. CONSERVATION FOCUS AREAS
 - c. MAP OF LANDSCAPE
 - d. MAP OF FOCUS AREA
- PARTNERSHIP
 - a. MEMBERS AND KEY ROLES
 - i. COORDINATOR – NUMBERS OF MEETINGS (ATTACH AGENDAS)
 - ii. FOCUS AREA LEADERS
 - iii. OTHER VENDORS AND ROLES
 - iv. OTHER PARTNERS
- **FOCUS AREA (1-TOTAL NUMBER OF FOCUS AREAS)**
 - a. **STRATEGY # (1- TOTAL NUMBER OF STRATEGIES): 1**
 - b. **LANDOWNER GROUP TARGETED:** Woodland Retreat Owners.
 - c. **DESIRED OUTCOMES FROM STRATEGY**
 - Increase in awareness of conservation and management options.
 - Attendance by foresters in Foresters for the Birds Training.
 - Engagement of forests by family forest owners.
 - Engagement of management and or conservation practices by family forest owners.
 - Acres of bird assessments on family forests.
 - Acres of NRCS cost-share for bird habitat improvements.
 - Adaptation of Vermont’s Foresters for the Birds Toolkit for Massachusetts.
 - d. **MESSAGES USED (AND HOW THIS TIES TO YOUR TARGET AUDIENCE)**

Managing forests to maintain or improve forest breeding bird habitat especially for species of regional priority. We highlighted the importance of Vermont and Massachusetts forests due to the fact that we have the some of the highest diversity of bird species breeding in the country and most of those are breeding in family owned woodlots. This message connected with our primary landowner target: Woodland Retreat Owners because they place a high value on forests as wildlife habitat.
 - e. **MATERIALS AND CHANNELS USED (DISCUSS WHICH CHANNELS AND MATERIALS WERE USED AND WHY, REFERRING TO THE TELE WORKSHOP)**

This project focused on outreach programs that would appeal primarily to Woodland Retreat landowners, which constitute the majority of landowners in the study region. Concern for and interest in wildlife (birds particularly) can be an effective hook for engaging these landowners in a dialogue about how managing their woods can actually be better for wildlife than just “leaving them alone.” Having foresters available who are trained and prepared to work with clients wanting to improve bird habitat on their properties allows these landowners to connect with a professional who can best help them achieve their goals.

Bird Habitat Assessments:

Franklin Land Trust put together a list of landowners who owned more than 25 acres of land, were not already managing for wildlife, and who they thought would be good candidates for the habitat assessments (based on

interest in birds and conservation). Mass Audubon created some fliers and a short application for the bird habitat assessments that Franklin Land Trust sent out either via email or via mail. A few landowners became interested in the assessments after speaking with Mass Audubon about them during a Habitat Walkover held in 2013. Landowners received Vermont’s “Managing Your Woods with Birds in Mind” guide, as well as fact sheets for the Birder’s Dozen and Responsibility Birds. A list of additional sources to read for more information was also sent to the landowners.

Foresters Workshop: The Foresters Workshop was promoted to Foresters by the DCR Service Foresters involved with the project, Pete Grima and Alison Wright-Hunter, who also helped to get the workshop approved for forester continuing education credits. Key foresters like Scott Sylvester also promoted the program to their colleagues. Stu Watson and Matthew Kamm introduced and advertised the workshop to foresters as part of a Master Logger’s Biodiversity Workshop.

Habitat Walkover: The habitat walkover was advertised by Franklin Land Trust in a spring postcard sent out to selected landowners.

Bird Workshop for landowners: A flier was created detailing the “Woods Walk”. The flier was sent out to landowners in the area either via email or mail.

f. TIMELINE AND BUDGET

Timeline: September 1, 2012 – May 30, 2014

	2012	2013	2014	Totals
Staff time total cost (\$24/hour)	\$768	\$4572	\$385	\$5,736
Direct Expenses	\$125	\$2475	\$	\$2,600
Workshop expenses (rental, refreshments, \$500)				
Forester Toolkit (\$1,000)				
Landowner Guide (\$1,000)				
Assessment Reports (\$100)				
Travel miles 3845 (@ 0.55/mile)	\$293	\$1815	\$	\$2,108
Total Costs	\$1,186	\$8,874	\$385	\$10,444

g. SUMMARY OF WHAT HAPPENED

A training workshop for foresters was held on May 3, 2013. There was great attendance and a lot of interest in the forester community. We received positive reviews of the workshop and suggestions for adapting the Vermont Toolkit materials for Massachusetts. A Habitat Walkover for landowner was held on May 12, 2013 and was also well attended. Five bird habitat assessments were completed in 2013 and another five were completed in 2014. The landowners who received the assessments were actively engaged and enthusiastic about the prospect of improving the bird habitat on their land. A bird workshop for landowners was held on May 3, 2014 and was well attended. The workshop for landowners was held instead of a second forester training workshop due to the fact that the Massachusetts Woodlands Institute (MWI) and the Massachusetts Department of Conservation and Recreation (DCR) are holding 2 similar forester trainings in 2014 and 2015 as part of a separate project that was inspired by this project. An adapted version of Vermont’s Foresters for the Birds Toolkit was created for Massachusetts as part of both this project and the MWI and DCR project.

h. CHALLENGES AND SOLUTIONS/ ADAPTATIONS

Getting in touch with landowners in this region was definitely a challenge, since we did not have already established relationships with local land trusts and foresters in this region. We contacted several organizations that operate in that area, including The Nature Conservancy, Sheffield Land Trust, The MA Division of

Conservation and Recreation, and the Berkshire Natural Resources Council. From those contacts we were able to put together a short list (~12 landowners), to contact about the habitat assessments.

i. ACTUAL OUTCOMES:

i. BY THE NUMBERS (SEE FORM B) - WHAT WERE THEY AND WHAT DO THEY SAY

- 39 foresters were trained to manage with birds in mind at the May 3, 2013 training workshop.
- 12 landowners attended the habitat walkover on May 12, 2013.
- 10 landowners received bird habitat assessments in the MA portion of the target region. Together these landowners own 885 acres of land.
- 15 landowners attended the bird workshop on May 3, 2014.

ii. MEDIA AND PRODUCTS (POST CARDS, FLYERS, LETTERS USED)

- Fliers were used for both workshops and the habitat assessments. Direct mail postcards were sent to target landowners for the habitat walkover.

iii. EVENT PRESS COVERAGE

- The habitat walkover got a nice write-up in the Berkshire Recorder. It can be viewed here: http://images.burrellesluce.com/image/30637/30637_10969.

j. LESSONS

- Word-of-mouth approaches from local land trusts (or other local organizations) and neighbors is the most effective form of landowner engagement.
- All in all the programming, workshops and assessments have been very well received by participants.

k. BENEFITS

Birds are a very effective “hook” for getting landowners interested in taking a more active role in managing their woodland property. Almost every landowner who was contacted about the bird habitat assessments was very enthusiastic and interested in having one completed on their property. The landowners seem to really love finding out what birds are nesting on their property, how “friendly” their woods are for birds and other wildlife, and how they can improve the habitat on their property. This strategy is a great way to get a sense of bird habitat on private land in MA, reach out to landowners, and increase awareness of forest birds and the habitat they need.

I. RECOMMENDATIONS

- More training for the staff conducting the assessments about Ch.61 and other ways for the landowners to move forward so the staff could have more informed conversations with the landowners about why they should proceed with our recommendations for their property.
- It would be good to institute some sort of follow-up phone call with the landowners a few months after the report has been sent to hear if they have any questions or want help following through with our suggestions.

**FOCUS AREA #1: “12-Town VT-MA Forest Block Greenway”
OUTCOMES BY THE NUMBERS (Ex. MA-VT Woodlands Partnership)**

FORM B

Strategy 1 Family Forest Owner Intergenerational Transfer	Numbers of Landowners
In Focus Area	
Received Post Card	
Were called before Woods Forum	
Attended Woods Forum	
% Attendees in Target Attitudinal Group	
Attendees who received a postcard	
Attendees who got a postcard plus phone call	
Attendees who received a post card and who read about event in paper	
Attendees who signed up to meet with an attorney	
Attendees who were called and encouraged to move forward (Outcome Indicator calls/How many did move forward)	
Attendees who met with an attorney	
Attendees who then met with a land trust	
\$ acres/in process for protection	

Strategy 2: Promoting Silviculture with Birds in Mind	Numbers of Landowners
In Focus Area	unknown
Attended Woods Forum (WF)	0
Attended Bird Workshop	15
% Attendees in Target Attitudinal Group	100%
Foresters who were trained in Silviculture for the Birds	39
Foresters who helped their landowners get assessments	0
Early Adopter Assessments	0
Total Bird Habitat Assessments (BHA)	10
Number of Acres with BHAs	885
% owners of BHAs from private foresters	0
% owners of BHAs that first attended a Woods Forum	0
Attendees who were called and encouraged to move forward (Outcome Indicator calls/How many did move forward)	0
Number of owners/acres who met with foresters to discuss options	unknown
Number of owners/acres with new management plans	unknown
Number of owners/acres who met with land trusts to discuss options	unknown
\$ per acres/in process for stewardship/protection	\$4.02/acre

Strategy 3 New Family Forest Owner Intergenerational Outreach	Numbers of Landowners
In Focus Area	
New Landowners who received postcard/bucket	
Current Use Landowners who received a post card/bucked	
Attended Woods Forum on Current Use	
% Attendees in Target Attitudinal Group	
Attendees who received a post card	
Attendees who got a post card plus bucket	
Attendees who were called and encouraged to move forward (Outcome Indicator calls/How many did move forward)	
Attendees who then met with a land trust	
Attendees who then met with a forester	
\$ acres/in process for stewardship/protection	

OVERALL REPORT OF THE REGIONAL PILOT DEMONSTRATION PROJECT

FORM C

- 1) OVERALL GOALS AND OBJECTIVES
- 2) KEY OUTCOMES DESIRED
- 3) OUTLINE OF PROJECT AS INTENDED
- 4) KEY PARTICIPANTS AND ROLES
- 5) WHAT ACTUALLY HAPPENED? ACTIVITIES, ISSUES, SOLUTIONS, BENEFITS OVERALL
 - a) ACTIVITIES
 - i) TRAINING – STRATEGIES AND TELE
 - ii) ALL-LANDSCAPE GROUP MEETINGS AND RCP GATHERINGS
 - iii) RCP MEETINGS
 - iv) WORK PLANS AND CONTRACTS
 - v) LOCAL MATCH TRACKING
 - vi) RCPS IMPLEMENTING THEIR WORK PLANS AND SOLVING PROBLEMS
 - vii) NEED FOR COORDINATION CAPACITY
 - viii) EVALUATION PROTOCOL
 - (1) DEVELOPMENT, REVIEW, AND TOOLS
 - (a) PROCESS INDICATORS
 - (b) OUTCOME INDICATORS
 - (c) IMPACT INDICATORS - PLANS
 - b) ISSUES AND SOLUTIONS
 - i) WORKING WITH 3 NEW RCPS: CONTINUOUS ENGAGEMENT AND COORDINATION BY EEA, NEFA, HIGHSTEAD
 - ii) EVALUATION CHALLENGED BY DIVERSE ACTIVITIES: REACH CONSENSUS ON OUR OWN EVALUATION PROTOCOL WITH SUPPORT FROM SFFI
 - iii) LACK OF A MA PARTNER IN THE TACONICS BEYOND MASS AUDUBON
 - c) BENEFITS OVERALL (**TAKEN IN PART FROM YALE'S EVALUATION INTERVIEWS**)
 - i) CROSS BOUNDARY COLLABORATION
 - ii) STATE FORESTER/LAND TRUST/FORESTRY ORG ENGAGEMENT
 - iii) TELE TRAINING – REWIRING THINKING ON LANDOWNER ENGAGEMENT
 - iv) PEER-TO-PEER LANDOWNER EDUCATION
 - v) RESULTS THAT POINT TO BEST STRATEGIES FOR ENGAGING FAMILY FOREST OWNERS IN CONVERSATIONS ABOUT THE STEWARDSHIP AND CONSERVATION OF THEIR LAND AND GETTING THEM TO MOVE FORWARD AND TAKE THE NEXT STEP TOWARDS STEWARDSHIP/CONSERVATION.
 - vi) ANALYSIS OF THE RCP REPORTS
 - (1) BY THE NUMBERS- WHAT WERE THEY AND WHAT DO THEY SAY?
 - (2) CHALLENGES, ADAPTATIONS
 - (3) LESSONS
 - (4) RECOMMENDATIONS