

PARTNERSHIP REPORT

Submitted by:

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 Tim Fleury, UNH Cooperative Extension
 Emily Hague, Mondanock Conservancy
 Beth McGuinn, Ausbon Sargent Land Preservation Trust (Ausbon Sargent)
 Steve Roberge, UNH Cooperative Extension

1. **PARTNERSHIP NAME:** Engaging Landowners in New Hampshire Quabbin to Cardigan (Q2C) Focus Area

2. **LANDSCAPE**

a. **FOREST THREATS—**

The Q2C's private forests are undergoing widespread subdivision into smaller tracts; some areas are already experiencing significant development and unsustainable timber harvesting. If present trends continue with no parallel effort to conserve large forest ownerships while they are still relatively intact, the result will be the irreversible fragmentation of the region's forests, and degradation of its exceptional habitat, watershed, recreational and economic values. Quabbin to Cardigan Partnership website <http://www.q2cpartnership.org/> accessed 5/30/14.

b. **CONSERVATION FOCUS AREAS—**

- i. Monadnock Conservancy Project—Cheshire County, western Hillsborough County (including all Q2C landscape not just Q2C focus areas)
- ii. Ausbon Sargent Project— Focus areas and supporting landscape in the Q2C that overlaps with
 - 1.) Mt Kearsarge and 2.) Pillsbury/Sunapee to Low State Forest focus areas for Ausbon Sargent.

c. **MAP OF LANDSCAPE—**see appendix

d. **MAP OF FOCUS AREA—**see appendix

3. **PARTNERSHIP**

a. **MEMBERS AND KEY ROLES**

- i. **COORDINATOR – NUMBERS OF MEETINGS** (ATTACH AGENDAS- Note: agendas not attached. Instead the primary meeting focus listed below.)
 1. Meetings (many meetings of sub-groups not included here)
 - a. December 7, 2011: All-Landscape Group Meeting at Harvard Forest for exposure to possible projects
 - b. January 5, 2012: MA and NH meeting to develop plans
 - c. February 24, 2012: MA and NH meeting to develop plans
 - d. March 9, 2012: MA and NH meeting to develop plans
 - e. May 9 and 10, 2012: All-Landscape Group Meeting at Harvard Forest for TELE training
 - f. June 11, 2012: MA and NH meeting to develop plans
 - g. June 22, 2012: Q2C Partnership conference call- update partnership on project
 - h. November 13, 2012: RCP meeting to update project status
 - i. December 4, 2012: Ausbon Sargent Partnership Meeting to review accomplishments and finalize “to-do’s”
 - j. December 14, 2012: Q2C Partnership meeting- update partnership on project
 - k. January 10, 2013: Monadnock Conservancy Partnership Meeting to review accomplishments and finalize “to-do’s”
 - l. March 22, 2013: Q2C Partnership conference call- update partnership on project

- m. May 1, 2013: All-Landscape Group Meeting at Harvard Forest to review accomplishments
- n. December 20, 2013: Q2C Partnership conference call- update partnership on project
- o. January 10, 2014: To review accomplishments and finalize “to-do’s”
- p. May 14, 2014: All-Landscape Group Meeting at Harvard Forest to review accomplishments

ii. FOCUS AREA LEADERS and participants

- 1. Karen Bennett—maintained communications within and between project areas; reported on partnership progress at required meetings; helped organize Woods Forums and other educational workshops (i.e. Foresters for the Birds and Red Oak Management); wrote some information sheets and edited, laid-out and web-published all information sheets and landowner profiles; evaluated the Woods Forums; wrote the final report.
- 2. Rick Brackett—in the Monadnock Conservancy Area: helped with establishment and management of demonstration forest and workshops.
- 3. Andy Deegan (Ausbon Sargent)—helped organize and conduct Ausbon Sargent Woods Forum and help conduct landowner follow-through.
- 4. Tim Fleury—helped organize and conduct Ausbon Sargent Woods Forum and helped conduct landowner follow-through.
- 5. Emily Hague—in Monadnock Conservancy area: provided leadership for Woods Forums and field trips (i.e. Foresters for the Birds and Red Oak Management) planning and execution; wrote some information sheets; wrote landowner profiles; provided leadership for planning and execution of landowner video; provided leadership and execution of management of demonstration forest and kiosk; and conducted landowner follow-through.
- 6. Beth McGuinn—in Ausbon Sargent area: conducted landscape analysis, provided leadership for Woods Forums planning and execution; wrote information sheets; and conducted landowner follow-through.
- 7. Steve Roberge— helped organize and conduct Monadnock Conservancy Woods Forum and field trips (Red Oak and Forestry for the Birds); helped conduct landowner follow-through; wrote some information sheets and appeared in video.
- 8. Chris Wells (Society for the Protection of NH Forests)—convened early planning meetings for MA and NH and included project updates in quarterly Q2C Partnership meetings.
- 9. Support from other staff supplied by Ausbon Sargent, Monadnock Conservancy, and UNH Cooperative Extension

iii. OTHER VENDORS AND ROLES—no other vendors

iv. OTHER PARTNERS

- 1. Alstead Conservation Commission—cosponsored two Woods Forums in Alstead
- 2. Harris Center—cosponsored two Woods Forums in Alstead
- 3. Society for the Protection of NH Forests—cosponsored two Woods Forums in Alstead
- 4. Each Woods Forum had at least one landowner host
- 5. NH Timberland Owners Association cosponsored the Red Oak Management workshop

4. **FOCUS AREA:** Monadnock Conservancy—Reaching Out to Landowners Who Own Land with Conservation Easements

a. STRATEGY #:

• Woods Forums (3)

- Engage “model owners” to host Woods Forums, to invite peers and to share “take away” resources.
- Invite all Monadnock Conservancy landowners with easements (estimated at 140) to participate in a Woods Forum.
- Develop “take away” resources for attendees (*More than a Woodlot*, landowners stories, and the landowner information kit)
- Printed materials for use for face-to-face distribution, mailings, and on websites and social media (facebook and twitter)
- Personalized letters to easement holders inviting them to a Woods Forum and informing them of sources of information and assistance
- Landowner stories (3 printed and/or video for website and hard copy use)
- Develop a landowner information kit on specialized management topics (getting started, invasives, field management, how important are important forest and agricultural soils, managing forests in and around water)
- Develop a landowner resources section of the Monadnock Conservancy website
- Establish a demonstration Forest—The Maynard Forest in Gilsum is a 90-acre forest owned by the Conservancy. It is managed by a consulting forester; has a forest stewardship plan; a timber sale; and the beneficiary of EQIP federal financial assistance.
- Erect kiosk with maps, descriptions of management activities, and QRcode
- Conduct field tours, signage, etc.

b. **LANDOWNER GROUP TARGETED-**

- woodland retreaters (Woods Forums and printed materials)
- working the landers (printed material, workshops and demonstration forest)

c. **DESIRED OUTCOMES FROM STRATEGIES**

- 10 request a visit from their County Forester
- 10 engage the services of a forester
- 5 have a forest management plan written
- 10 conduct at least one management activity

d. **MESSAGES USED (AND HOW THIS TIES TO YOUR TARGET AUDIENCE)**

Message	Relation to Audience
Got Woods? Got questions?	Non-technical reference to woods
...hear land ownership stories from other owners of conserved forest	Learn from your peers

e. **MATERIALS AND CHANNELS USED (DISCUSS WHICH CHANNELS AND MATERIALS WERE USED AND WHY, REFERRING TO THE TELE WORKSHOP)**

- Primary materials and channels—Woods Forums for woodland retreaters

- For all Woods Forums, we engaged at least one landowner peer to host the forum. In many instances, they also invited other woodlot owners. We used Woods Forums as a means to attract woodland retreaters who are less likely to be interested in technical and traditional topics about woodlot management and who were more likely to be interested in hearing from other woodland owners.
- Secondary materials and channels—Information kits for woodland retreaters and working the landers
 - We developed an information kit for participants to take away from Woods Forums to supplement the Woods Forum experience and to add to their knowledge. Information sheets were about topics we have received inquiries from landowners about and as a result of questions received at the first two Woods Forums. All materials were also published on the Monadnock Conservancy landowner resources and the www.nhwoods.org websites. Materials developed used non-technical language as recommended by TELE.
- Secondary materials and channels—Promoting Woods Forums for woodland retreaters
 - We promoted the Woods Forums through multiple avenues using non-technical and welcoming language (see appendix for an example of a post-card mailing)—all were promoted on the www.nhwoods.org web calendar and through Extension facebook and twitter. Evites were sent to 190 Monadnock Conservancy landowners which was our targeted group. Post cards were sent. Follow-up phone calls were made in some instances. Press releases were used and at least one feature article appeared. Personal contacts were made. The Alstead Conservation Commission gave personal invitations to an estimated 150 additional landowners. **Personal invitations proved to be the most fruitful recruiting technique.**
- Secondary materials and channels—The demonstration forest, kiosk, qrcode, woodlot field trips
 - The Gilsum Forest is managed in an integrated fashion for wood, water, wildlife, recreation, and aesthetics and is also the site of an applied research project on openings and invasives and American chestnut restoration. The Red Oak Management and the Foresters for the Birds workshops targeted “working the lander’s” and the professionals who help them. The topics and workshop content were information-heavy and technical.

f. TIMELINE AND BUDGET

Strategy Tasks UNH Cooperative Extension & Monadnock Conservancy	July-Dec. 2012	Jan-June 2013	July-Dec. 2013	Jan-May 2014	Total
Woods Forums	\$2,880	\$1,440	\$	\$	\$4,320
Develop Printed Materials	\$4,265	\$2,400	\$ 2,500	\$1,340	\$ 10,505
Demonstration Forest			\$1,892	\$439	\$2,331
<i>Total UNH Cooperative Extension & Monadnock Conservancy</i>	<i>\$7,145</i>	<i>\$3, 840</i>	<i>\$4,392</i>	<i>\$1,779</i>	<i>\$17,156</i>

g. SUMMARY OF WHAT HAPPENED

- Woods Forums
 - Oct 18, 2012 Blanchard Hill Farm in Greenfield
 - October 25, 2012 Parker Rd in Jaffrey
 - September 12, 2013 Orchard Hill Breadworks in Alstead
 - October 9, 2013 Orchard Hill Breadworks in Alstead
- Printed Materials

- *Woods Forum Landowner Information Packet* distributed at Woods Forums and posted to www.nhwoods.org and (available at: http://extension.unh.edu/resources/resource/3678/Woods_Forum_Landowner_Information_Packet)
Draft handouts were available at earlier Woods Forums and adaptations were made to the information packet with the final version available at the last two Woods Forums.
- All Woods Forums participants received *More Than a Woodlot* as part of the information packet.
- The Monadnock Conservancy established a *landowner resources* section of their website: <http://www.monadnockconservancy.org/what-we-do/steward-land.html>
- Video *Managing Your Woodlot: Making Informed Decisions* developed and available at: <http://www.monadnockconservancy.org/protected-lands/photos-and-videos.html>
- Three landowner profiles written (available at: http://extension.unh.edu/resources/resource/3678/Woods_Forum_Landowner_Information_Packet)
- Demonstration Forest
 - Kiosk erected—signs are in process
 - QRcodes established referring people to the *Woods Forum Landowner Information Packet* and other relevant websites (Monadnock Conservancy, nhwoods.org, and nhbugs.org)
 - *Red Oak Management* workshop- November 3, 2012
 - *Foresters for the Birds* workshop- September 27, 2013

h. CHALLENGES AND SOLUTIONS/ ADAPTATIONS

- The challenge: The initial conception of the grant was that landowners would relate to the Quabbin to Cardigan area and want to act as a result of being inspired by the need to care for the Q2C area. Q2C is a huge landscape and the effort needed to “brand” the landscape for this project was deemed beyond the scope of the funding and timing. Also TELE indicated landowners needed more tangible motivations to act. The solution: We worked in more local landscapes within the large Q2C area, using local peers and experts.
- The challenge: Keeping the Woods Forums informal yet facilitated. The solution: Practice. We got better as we did them.
- The challenge: Attracting participants who are busy with competing activities for their time. The solution: Use as many avenues to promote the Woods Forum as possible. E-vites and press releases alone didn’t work, but phone calls and feature news articles increased attendance. Partnering with a local conservation commission that helped with promotion increased our attendance.

i. ACTUAL OUTCOMES:

- 91 landowners, 15 foresters attended the Red Oak and Forester for the Bird workshop. See appendix for abridged results of Forester for the Birds evaluation indicating the majority would be more likely to take positive action as a result of the workshop. The red oak workshop wasn’t evaluated. No follow-up done with these workshops.
- 31 landowners attended Woods Forums
- 10 contacted a county extension forester for assistance with their land
- 9 engaged the services of a licensed forester
- 6 had a forest management plan written
- 11 conducted a management activity on their property
- 1 landowner became a Coverts Cooperator

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

ii. MEDIA AND PRODUCTS (POST CARDS, FLYERS, LETTERS USED)—see appendix for example

iii. EVENT PRESS COVERAGE—none presented

j. LESSONS

We learned with targeted and intensive outreach using non-technical language, we can appeal to the woodland retreat demographic more effectively.

- Landowner identification is time-consuming AND valuable
- Targeting message to desired audience works
- Personal invitations turn out landowners
- Community partners are essential: easement donors, conservation commissioners; Coverts volunteers; land trust board members
- Informal message brings a different audience
- Food helps break the ice!

k. BENEFITS

Monadnock Conservancy, Ausbon Sargent and UNH Cooperative Extension have long-standing and deep relationships built over many years. All have well-established peer networks (for example Coverts, land trust volunteers). This project enabled us to test the value of Woods Forums and targeted and intensive outreach helping us to learn new techniques and practice and improve on new and old outreach techniques.

l. RECOMMENDATIONS

For Landowner outreach

- Create partnerships between the State service forestry program, a land trust, and local conservation commissions
- Enlist landowner peers to recruit people to attend programs, but also to share knowledge and experiences outside of the “official” outreach settings.

For Woods Forums

- Identify a focus area and target audience of landowners.
- Design simple messages to attract your audience to a Woods Forum.
- Use peer to peer networking and desire to help them with problem-solving.
- Identify community members who will call, visit and write notes on invitations.
- Limit attendance to 15-20 for best interaction.
- Provide food and time for networking before and after the sit down portion of the forum.
- Have a map of the focus area available so folks can show where their land is located.
- Follow-up after the meeting with information about topics of interest to individual landowners.
- Touch base periodically to see what progress is being made.

5. FOCUS AREA: Ausbon Sargent Land Preservation Trust—Reaching Out to Landowners Who Haven’t Permanently Protected Their Land

a. STRATEGY #

1. Conduct a landscape analysis to identify landowners for targeted contact in the Q2C focus areas and Q2C supporting landscape with potentially high quality conservation projects through tax maps and aerial photography.
2. Woods Forums (5)
 - Engage “model owners” to host Woods Forums, to invite peers and to share “take away” resources.
 - Using the landowners identified in the landscape analysis, conduct targeted outreach inviting them to one of the Woods Forums through personal letters, emails and phone calls.
 - Develop “take away” resources for attendees

- 3. Printed materials for use for face-to-face distribution, mailings, and on websites.
 - Personalized letters or cards to targeted landowners inviting them to a Woods Forum and informing them of sources of information and assistance.
 - 3 Landowners stories
 - “Should You Protect Your Land and Why?” and “Talking with Family Members about Land Protection”
- b. **LANDOWNER GROUP TARGETED**—woodland retreaters
- c. **DESIRED OUTCOMES FROM STRATEGY**
 - 15 landowners agreeing to be contacted by staff
 - 7 site visits by land trust staff
 - 2 commitments to conserve land
- d. **MESSAGES USED (AND HOW THIS TIES TO YOUR TARGET AUDIENCE)** see appendix for example of promotional material

Message	Relation to Audience
Do you love your land and value your woods?	Appeal to landowner interests
Discuss how to care for your woods today and plan for the future of your land.	Appeal to landowner interests
Talk with other local landowners, hear about their experiences	Learn from your peers
Share your questions, concern, advice	Become part of a peer group
Meet local conservation and forestry professionals	Become part of a peer group
Light refreshments served.	Informal, non-threatening atmosphere

- e. **MATERIALS AND CHANNELS USED (DISCUSS WHICH CHANNELS AND MATERIALS WERE USED AND WHY, REFERRING TO THE TELE WORKSHOP)**
 - Primary materials and channels—Woods Forums for woodland retreaters
 - For all Woods Forums, we engaged at least one landowner peer to host the forum. In many instances, they also invited other woodlot owners. We used Woods Forums as a means to attract woodland retreaters who are less likely to be interested in technical and traditional topics about woodlot management and who were more likely to be interested in hearing from other woodland owners.
 - Secondary materials and channels—Information kits for woodland retreaters
 - We developed an information kit for participants to take away from Woods Forums to supplement the Woods Forum experience and to add to their knowledge. Information sheets were about topics we have received inquiries from landowners and were focused on topics and questions landowners who haven’t yet conserved their land may have. We used a landowner stories to impart our message to appeal to woodland retreaters interest in learning from peers. All materials were also published on the www.nhwoods.org website. Materials developed used non-technical language as recommended by TELE.
 - Secondary materials and channels—Promoting Woods Forums for woodland retreaters.
 - We promoted the Woods Forums through multiple avenues using non-technical and welcoming language (see appendix for an example of a flyer)—all were promoted on the www.nhwoods.org web calendar and through the Extension facebook and twitter. Invitations were sent to the 400 landowners identified through the landscape analysis. Follow-up phone calls were made in some

instances. Press releases where used. Personal contacts were made by hosts and other peers. Personal invitations proved to be the most fruitful recruiting technique.

f. TIMELINE AND BUDGET

Strategy Tasks	July-Dec. 2012	Jan-June 2013	July-Dec. 2013	Jan-May 2014	Total
UNH Cooperative Extension and Ausbon Sargent					
Landscape analysis to identify high quality conservation projects	\$3,000	\$	\$	\$	\$3,000
Woods Forums	\$5,557	\$	\$	\$	\$ 5,557
Follow up inquiries				\$3,799	\$3,799
Printed materials	\$3,400	\$1,400			\$4,800
<i>Total Ausbon Sargent</i>	<i>11,957</i>	<i>\$1,400</i>		<i>\$3,799</i>	<i>\$17,156</i>

g. SUMMARY OF WHAT HAPPENED

- Landscape Analysis completed—400 landowners were identified in the Ausbon Sargent and Q2C focus areas and they were contacted personally and invited to attend either through a mailing, phone call or some combination of both.
- Woods Forums
 - March 21, 2013 Howlett Rd in Bradford
 - April 11, 2013 Burnt Hill Rd in Warner
 - July 18, 2013 Shaker St in New London
 - July 30, 2013 Center Rd in Bradford
 - August 1, 2013, Rowe Mt St., Bradford (follow woodlot field trip)
 - August 13, 2013 Bluewater Farm in Andover
- Follow-up inquiries—
 - 18 new landowner relationships started
 - 10 landowner visits
 - 8 landowners actively considering conserving their land
 - We anticipate continued relations and activities with Woods Forums attendees beyond the timeline of this project.
- Printed material—the focus of the printed materials varied somewhat from initial plans. Five information sheets were written and posted at <http://extension.unh.edu/resources/index.cfm?e=app.resource&resourceID=4069&updated=true>. Only the “helpful information for woodland owners” sheet was distributed at the Woods Forum and plans are to distribute the remaining information sheets to attendees and others. The titles are:
 - A Family's Concern--Conserving The Shoreline of a Pond
 - Conservation Options for Landowners
 - Friends Conserve 476 acres in Bradford
 - Helpful Information for Woodland Owners
 - Landowners Encourage Neighborhood Conservation

h. CHALLENGES AND SOLUTIONS/ ADAPTATIONS

- The challenge: The initial conception of the grant was that landowners would relate to the Quabbin to Cardigan area and want to act as a result of being inspired by the need to care for the Q2C area. Q2C is a huge landscape and the effort needed to “brand” the landscape for this project was deemed beyond the scope of

the funding and timing. Also TELE indicated landowners needed more tangible motivations to act. The solution: We worked in more local landscapes within the large Q2C area, using local peers and experts.

- The challenge: Keeping the Woods Forums informal yet facilitated. The solution: Practice. We got better as we did them.
- The challenge: Attracting participants owning land with a high-conservation value for land protection. The solution: Conducting the landscape analysis using the tax maps helped us develop an up-to-date list of names and addresses that staff and peer volunteers could use to mail invitations and make phone calls. The analysis included a mapping component and high-value conservation lands such as those abutting already protected lands could be identified and special attention given to inviting those landowners.

i. ACTUAL OUTCOMES:

- ~400 landowners identified through tax maps
- 49 landowner families attended
- 18 new landowner relationships started
- 10 landowner visits
- 8 landowners actively considering conserving their land

- BY THE NUMBERS (**SEE FORM B**) - WHAT WERE THEY AND WHAT DO THEY SAY
- MEDIA AND PRODUCTS (POST CARDS, FLYERS, LETTERS USED)—see appendix for example
- EVENT PRESS COVERAGE—none presented

j. LESSONS

We learned with targeted and intensive outreach using non-technical language, we can appeal to the woodland retreat demographic more effectively.

- Landowner identification is time-consuming AND valuable
- Targeting message to desired audience works
- Personal invitations turn out landowners
- Community partners are essential: easement donors, conservation commissioners; Coverts volunteers; land trust board members
- Informal message brings a different audience
- Food helps break the ice!

k. BENEFITS

Monadnock Conservancy, Ausbon Sargent and UNH Cooperative Extension have long-standing and deep relationships built over many years. All have well-established peer networks (for example Coverts, land trust volunteers). This project enabled us to test the value of Woods Forums and targeted and intensive outreach helping us to learn new techniques and practice and improve on new and old outreach techniques.

I. RECOMMENDATIONS

For Landowner outreach

- Create partnerships between the State service forestry program a land trust and local conservation commissions

For Woods Forums

- Identify a focus area and target audience of landowners.
- Using tax maps and other resources, identify the landowners who meet your target, within your focus area.

- Design simple messages to attract your audience to a Woods Forum (Peer to peer networking and problem solving).
- Identify community members who will call, visit and write notes on invitations to encourage identified landowners to attend.
- Hold Forums in private homes within the focus area.
- Limit attendance to 15-20 for best interaction.
- Provide food and time for networking before and after the sit down portion of the forum.
- Have a map of the focus area available so folks can show where their land is located.
- Follow-up after the meeting with information about topics of interest to individual landowners.
- Touch base periodically to see what progress is being made.

FORM B

Monadnock Conservancy—Reaching Out to Landowners Who Own Land with Conservation Easements

Strategy 1 Woods Forum	Numbers of Landowners
In Focus Area	190
Received Post Card	340
Were called before Woods Forum	30 est.
Attended Woods Forum	31
% Attendees in Target Attitudinal Group	75%
Attendees who received a postcard	31 est.
Attendees who got a postcard plus phone call	Unknown
Attendees who received a post card and who read about event in paper	Unknown
Attendees who signed up to meet with an attorney	NA
Attendees who were called and encouraged to move forward (Outcome Indicator calls/How many did move forward)	31/20
Attendees who met with an attorney	NA
Attendees who then met with a land trust	NA
\$ acres/in process for protection	NA

Ausbon Sargent Land Preservation Trust—Reaching Out to Landowners Who Haven't Permanently Protected Their Land

Strategy 1 Woods Forum	Numbers of Landowners
In Focus Area	400
Received Post Card	400
Were called before Woods Forum	30 est.
Attended Woods Forum	49 families
% Attendees in Target Attitudinal Group	75%
Attendees who received a postcard	49 est.
Attendees who got a postcard plus phone call	Unknown
Attendees who received a post card and who read about event in paper	Unknown
Attendees who signed up to meet with an attorney	NA
Attendees who were called and encouraged to move forward (Outcome Indicator calls/How many did move forward)	49/18
Attendees who met with an attorney	NA
Attendees who then met with a land trust	10
\$ acres/in process for protection	NA

OVERALL REPORT OF THE REGIONAL PILOT DEMONSTRATION PROJECT

- 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

FORM C

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

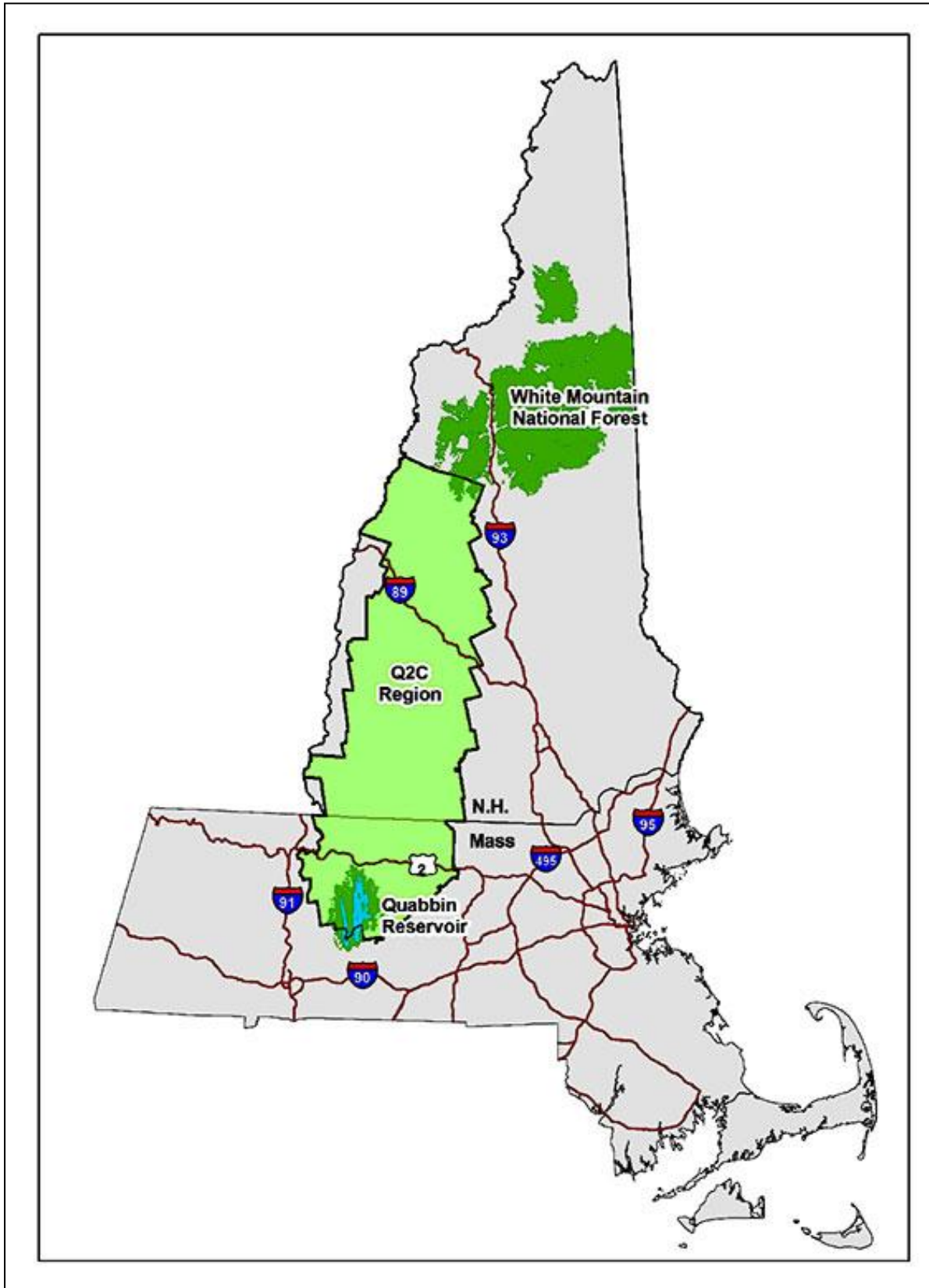
c) BENEFITS OVERALL (**TAKEN IN PART FROM YALE'S EVALUATION INTERVIEWS**)

- 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

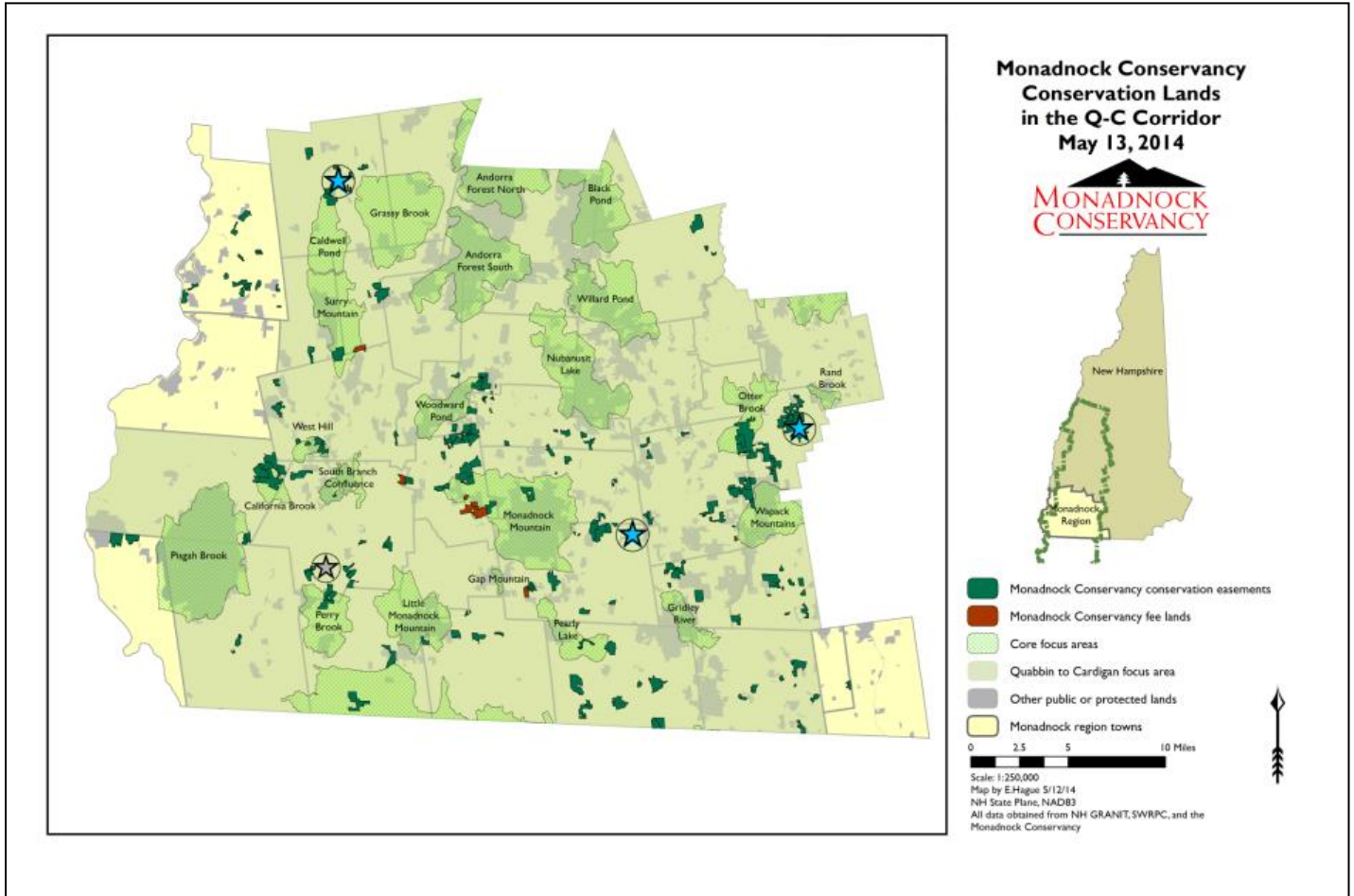
APPENDIX

Engaging Landowners in New Hampshire Quabbin to Cardigan (Q2C) Focus Area

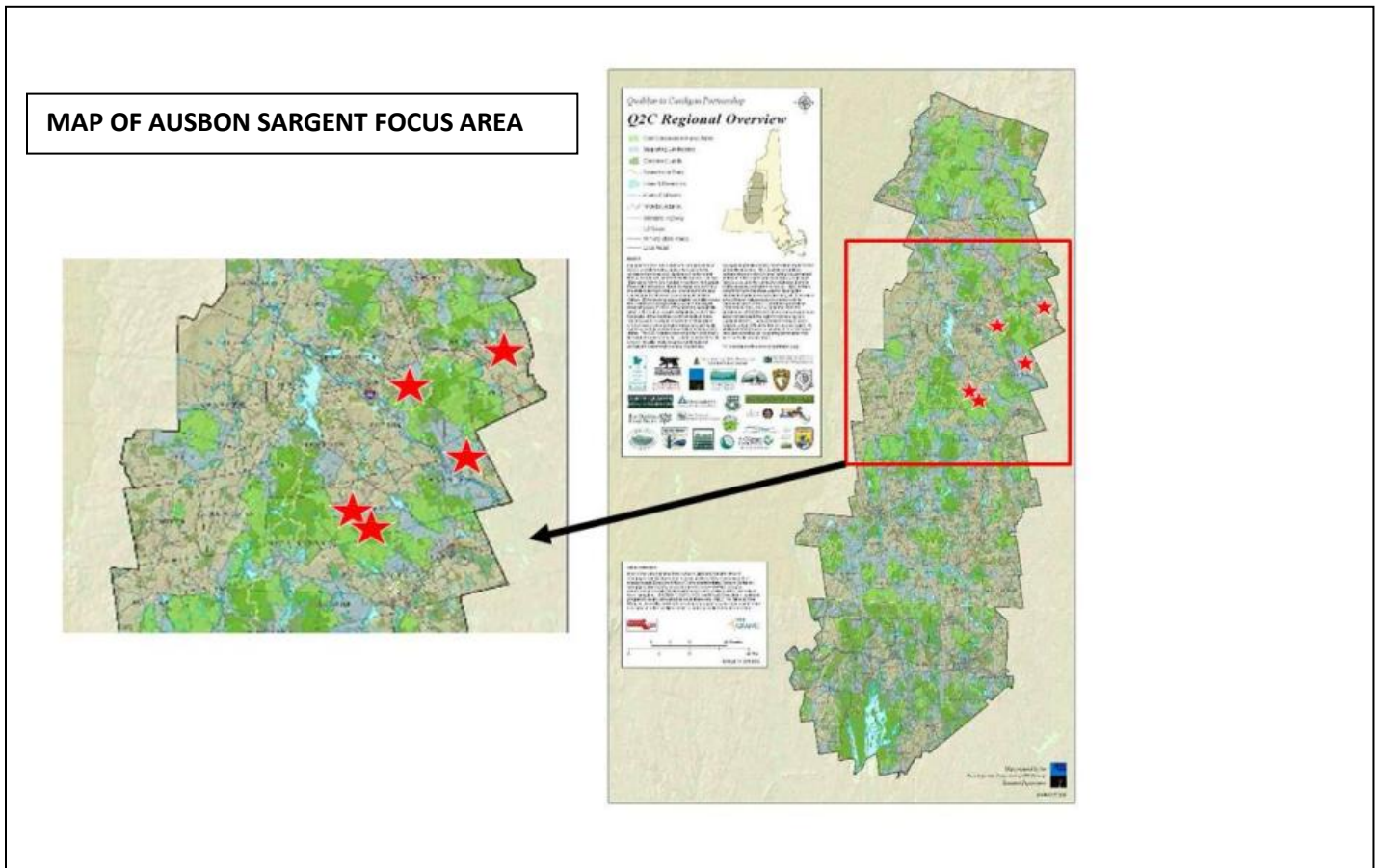
MAP OF LANDSCAPE



MAP OF MONADNOCK CONSERVANCY FOCUS AREA



MAP OF AUSBON SARGENT FOCUS AREA



POST CARD TO INVITE LANDOWNERS TO A WOODS FORUM IN MONADNOCK CONSERVANCY FOCUS AREA (other promotional materials such as Evites, newsletter announcements, twitter, facebook and press releases used similar language and tone).



Got woods?

Got questions?



You're invited
to a
Woods Forum
Thursday, November 15
7-9 p.m.
at Orchard Hill Breadworks
125 Old Settlers Road, Alstead, NH

Woods Forums are an opportunity to learn more about working forest easements, ask questions about woodlot management, and hear land ownership stories from other owners of conserved forests. We hope you'll join us!

Please RSVP to Emily Hague at (603) 357-0600, or email Emily@MonadnockConservancy.org.

This event is co-sponsored by the Monadnock Conservancy and UNH Cooperative Extension.


PO Box 337
Keene, NH 03431



FLYER TO INVITE LANDOWNERS TO A WOODS FORUM IN AUSBON SARGENT FOCUS AREA (other promotional materials such as Evites, newsletter announcements, twitter, facebook and press releases used similar language and tone).

Do You Love Your Land and Value Your Woods?

Attend one of three upcoming

Woods Forums

*Discuss how to care for your woods **today**
and plan for the **future** of your land*

Talk with other local landowners, hear about their experiences

Share your questions, concerns and advice

Meet local conservation and forestry professionals

Light refreshments will be served

Three Woods Forums Near You!

BRADFORD

Thurs., March 21, 7 - 8:30 pm

Location: Howlett Road

Hosted by: George Beaton
& Kim Lowe

ANDOVER

Thurs., April 4, 7 - 8:30 pm

Location: Street

Hosted by:

WARNER

Thurs., April 11, 7 - 8:30 pm

Location: Burnt Hill Rd

Hosted by: Alice Chamberlin & Steve Brown

Space is limited!

Please RSVP to save your spot today!

- Call 526-6555 x 0
- Leave your Name, Town, E-mail and Phone Number
- We'll be in touch with details about location.



*The Ausbon Sargent
Land
Preservation
Trust*



 UNIVERSITY
of NEW HAMPSHIRE
Cooperative Extension

*UNH
Cooperative Extension*

Please contact us if you have questions:

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Tim Fleury

EVALUATION OF WOODS FORUMS FOR THE MONADNOCK CONSERVANCY AND AUSBON SARGENT FOCUS AREAS COMBINED—sent to 58 attendees, 23 respondents started the survey and 19 completed.

What did you like about the *Woods Forum*?

Beth - These Forums introduced us to new landowners. Informal atmosphere was nice.

Hearing about other people are managing their woodlots.

meeting like-minded people

The location, the people and the information. It was a nice open discussion. Very comfortable

Coordinating UNH and assorted land trusts into one forum.

Everything

informal, but informative lots of expertise from UNH and Land Conservancy friendly

The Woods Forum was very well done and had a sophisticated feel to it.

local group with similiar issues

Opportunity to hear about trends and concerns in the field Opportunity to meet other large tract landowners

What suggestions do you have for us to improve the *Woods Forum*?

Beth - Cap attendance at 20.

Using a whiteboard to write down ideas from the participants to be distributed later a minutes to the attendees.

If it works, don't fix it!

Explaining the costs associated with placing your land into a land trust.

better moderation, so a few people in audience don't dominate.

invite members of NL conservation commission and other local recreation orgs. like rail trails, oarfs , new london town recreation dir. etc. and ourselves Pine Hill XC Ski Club

None

More events

Very well done, no suggestions. (maybe more chairs)

Perhaps, a more structured introduction about the need for stewardship and forest management. Examples of how to to it and the results of different actions illustrated by slides.

What actions did you take or are you likely to take as a result of attending the *Woods Forum*? Check all that apply.

Actions taken

#	Question	Response
1	Attracting wildlife	4
2	Creating trails or ponds	5
3	Detecting and reducing invasive species	2
4	Keeping the woods healthy	4
5	Choosing professionals (wildlife biologist, forester,...)	1
6	Exploring options for conserving my land	1
7	Estate planning to transfer my land to the next generation	3
8	Selling timber	1
9	Cutting firewood	1
10	Forest management	2
11	Participate in government funding programs	1
12	Other actions not listed here	2


Actions taken before I attended Woods Forum

#	Question	Response
1	Attracting wildlife	5
2	Creating trails or ponds	9
3	Detecting and reducing invasive species	4
4	Keeping the woods healthy	8
5	Choosing professionals (wildlife biologist, forester,...)	5
6	Exploring options for conserving my land	6
7	Estate planning to transfer my land to the next generation	4
8	Selling timber	4
9	Cutting firewood	4
10	Forest management	4
11	Participate in government funding programs	3
12	Other actions not listed here	2





Actions I will likely take

#	Question	Response
1	Attracting wildlife	3
2	Creating trails or ponds	2
3	Detecting and reducing invasive species	6
4	Keeping the woods healthy	3
5	Choosing professionals (wildlife biologist, forester,...)	6
6	Exploring options for conserving my land	6
7	Estate planning to transfer my land to the next generation	2
8	Selling timber	5
9	Cutting firewood	4
10	Forest management	5
11	Participate in government funding programs	3
12	Other actions not listed here	2

Perhaps you aren't ready to take action, if so check the statement or statements that best describe you.

#	Answer	Bar	Response	%
1	I'm not ready to act now or in the near future		2	100.00%
2	I probably never will take any action		0	0.00%
	Total		2	100.00%

Please check all that apply.

#	Answer	Bar	Response	%
1	My land is in current use		10	66.67%
2	I have a forest stewardship plan		5	33.33%
3	I work with a forester		4	26.67%
4	I belong to a conservation organization		6	40.00%
5	I'm a Tree Farmer		3	20.00%
6	My land is under a conservation easement		6	40.00%
7	I know my County Extension Forester		8	53.33%
8	I walk more land regularly		13	86.67%
	Total		55	100.00%

People own land for a variety of reasons. How well does each of the following statements describe you, where 10 means it describes you perfectly and 1 means it doesn't describe you at all?

#	Question	Doesn't describe me at all 1	2	3	4	5	6	7	8	9	Perfect description 10	Response	Average Value
1	I generate income from my land	6	3	-	1	-	-	1	-	-	1	12	2.75
2	I own my land for financial investment	6	-	2	1	1	-	1	1	-	-	12	3.00
3	I own my land for the enjoyment of the scenery	-	-	-	-	1	1	2	-	3	7	14	8.71
4	I own my land for the enjoyment of the wildlife	-	1	-	1	-	1	-	1	4	5	13	8.15
5	I own my land for the privacy it affords	-	1	-	-	-	1	1	3	2	4	12	8.08
6	I use my land for recreation	-	-	-	-	2	-	1	1	4	6	14	8.64
7	I'm not particularly involved with my land	7	2	-	-	-	-	-	-	-	-	9	1.22
8	Other	1	-	-	-	-	-	-	-	1	1	3	6.67

If you checked "other," please list other reasons you own your land.



my sanity and my spirituality

i enjoy sharing the land with other recreators.

I inherited my land from an uncle who inherited it from my grandfather. I walk it a few times a year as it's a nice hike and always a treat to climb up West Hill in Swanzey.






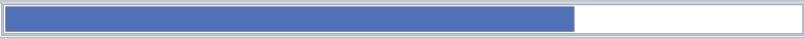


primarily because I enjoy forestry and working trees.

I would like information about the following topics (Check all that apply, even if you don't provide your contact information):

#	Answer	Bar	Response	%
1	Attracting wildlife		5	35.71%
2	Creating trails or ponds		6	42.86%
3	Keeping the woods healthy		6	42.86%
4	Detecting and reducing invasive species		5	35.71%
5	Choosing professionals (wildlife biologist, forester,...)		3	21.43%
6	Options for conserving my land		4	28.57%
7	Estate planning to transfer my land to the next generation		2	14.29%
8	Timber markets		4	28.57%
9	Forest management		5	35.71%
10	Government funding programs		3	21.43%
11	No thanks, I don't need more information		5	35.71%
12	Other:		0	0.00%
	Total		48	100.00%

FORESTER FOR THE BIRDS WORKSHOP HELD ON SEPTEMBER 27, 2013—SELECTED QUESTION RELATED TO INTENTIONS TO ACT—26 RESPONDENTS OUT OF 27 ATTENDEES

How much more likely are you to do the following after the workshop?

	Less Likely	No Change	More Likely	I already do this	Mean
Identify forest birds in the woods					3.23
Assess forest bird habitat during forest inventory					3.2
Talk with landowners about options for integrating timber and forest bird habitat management					3.1
Recommend UNH Cooperative Extension or Audubon VT as a resource to interested landowners					3.2
Contact UNH Cooperative Extension or Audubon VT with questions or for advice and resources					3.23
Incorporate bird information and habitat goals into forest management plans					3.15
					3.11
Use the "Foresters for the Birds" toolkit					3.05