

A Bigger Vision Needs a Bigger Team: The New Wildlands & Woodlands Report as Guide

Session 1B – Main Ballroom
2017 RCP Network Gathering

Speakers: Susan Adams, Charlie Baeder

Moderator: Cheryl Daigle

Introductory presentations

Workshop goals

- Generate ideas for community engagement, reaching out to nontraditional partners
- Consider tools available (to create) to support our efforts
- Begin conversation around the conversations, community outreach, that sustains support for conservation: two models of community engagement shared by speakers

Introduction: Cheryl Daigle, Communications Manager, Highstead

- Information in the updated report, released in September: we want it to be relevant to you
- The updated report emphasizes the need to bring in people from all communities
- Stories: urban farming, restoration, engaging young people, land trusts and farms

Susan Adams, Recreation Manager, Elliotsville Plantation

- People in my region (Penobscot River) are hungry – used to be a high-paid area with the mill economy
- Often people on lands with natural resources are the hardest to sell, esp. Mainers
- How to build bridges: listen to locals, interact one on one, share passion
- Events
 - Partnering with “nontraditional” partners (Patten Lumbermen’s Museum): invite nonprofits to provide food and get money, free arts and crafts, auction by the museum
 - After-school events, skiing
- Create and bring out passion, agree to disagree, get to know your people

Charlie Baeder, Belgrade Regional Conservation Alliance

- Belgrade Regional Conservation Alliance: partnership between Kennebec Highlands and BRCA Land Trust
- 319 Program is an EPA Clean Water Act grant program addressing watershed erosion to improve water quality
 - Funds work by homeowners, road associations, businesses, and towns
 - \$650k in 319 funding since 1999, including >\$300k in 2017
 - Long Pond 319 NPS Watershed Grant 2016: had lots of support, across political boundaries
- East Pond Bathymetry: controlling algal blooms, but also business investment
- Partnership opportunities
 - Academia: natural and social sciences, outdoor classrooms, wood sourcing

- Roads: erosion control, road associations, MassDOT, Kennebec Soil & Water District
- Sportsmen & recreation
- Government: funding for erosion and invasive control, planning, ordinances and enforcement
- Businesses: camps, building supplies, car dealership, JOBS construction, hospitality, tourism, etc.)
- Conservation
- Healthcare

Small group discussions

Transition to small group discussions

- Split room in half to dig in deeper around two issues; one half talking about water and the other half about climate resilience and storm water management. Discuss the following three topics:
 - What are the stories? How do we get the message out?
 - Existing and needed resources
 - Finding partners and activities: Where do you find partners? What activities inspire dialogue?
- Cheryl: I hope next steps come out of this in identifying gaps in where we're not reaching people. I'd like to have a 3-month call to discuss where we're at, and more calls to build on our successes. I also want to think about a workshop in 2018. I will send a follow-up email to this workshop's attendees.

Small group discussions: outcomes

- Forest to Faucets, resources
 - Existing: various maps and data, e.g., Mass Audubon MAPPR, watershed maps, LULC maps, LIDAR data. Landscape conservation design – CT river. Watershed management optimization support tool (WMOST, from EPA)
 - Needed resources: making tools and maps more specific, applicable to a specific problem. Better understanding of relevance, how to use these tools – trainings. Simpler maps/photos, and storymaps.
 - Language we use isn't necessarily resonant with homeowners. Find a language that speaks to what is important with stakeholders.
 - Local champions, getting local communities to act
 - RCPs as a resource for local landowners, organizations, others. We need to understand data, vision, and assist these people with our knowledge.
- Forest to Faucets, activities and unexpected partners
 - Businesses that are dependent on water: hotels, restaurants, breweries, hospitals, laundromats, tourism, etc. Link economics to conservation.
 - RPAs already work with municipalities, and DOT
 - Development permitting
 - Videos and good graphics, story maps, interactive displays, props to begin conversations
 - E.g., water cycle: where does the water go after drinking? Rains?

- Education for kids, gets parents involved as well. Get them to understand the landscape and buy in
 - Different languages (accessibility)
 - Co-benefits (flooding, stormwater, etc.)
 - Climate resilience, messaging
 - Connect real world experiences (e.g., what flooded in Irene)
 - Connect to cost, emergency management
 - Wild & scenic
 - Legislative advocacy
 - Peer to peer, farmer to farmer, joint problem-solving (instead of getting the message heard, address a problem together)
 - Climate resilience, activities and unexpected partners
 - Hands-on demonstrations of climate effects e.g., beach erosion, seawall effects, wetlands mitigation
 - Bring in insurance professionals: impact of climate change on insurance costs
 - Citizen science (monitoring and study, data collection) can get non-scientists involved in their own area
 - Attend other events (ski industry, insurance, trade shows, conferences, etc.)
 - Sustainable development, speaking with designers, engineers, and developers about upfront costs leading to saving money in long run
 - Climate resilience, resources
 - Soil health, emphasis on farmland
 - Need: climate change projection modeling for increased rainfall/flood events in upland areas
 - Discussion on do we need more science? Effective elevator pitches tailored to audiences, marketing might be more useful
 - Cost and benefits of stormwater management to speak to things with more solid backing. Economic arguments are useful.
 - Renewables, local foods, invest in NE
 - Build a New England brand in stormwater management – why does NE matter?