

**PARTNERSHIP REPORT**

1. PARTNERSHIP NAME : Taconic Ridge Partnership
2. LANDSCAPE
  - a. FOREST THREATS: (Forest Fragmentation; Forest Perforation; Invasive Plants, Pests, Pathogens)
  - b. CONSERVATION FOCUS AREAS
  - c. MAP OF LANDSCAPE
  - d. MAP OF FOCUS AREA (Please see attached map for Southern Taconics Focus Area)
3. PARTNERSHIP
  - a. MEMBERS AND KEY ROLES
    - i. COORDINATOR – NUMBERS OF MEETINGS (ATTACH AGENDAS)
    - ii. FOCUS AREA LEADERS: Tim Abbott, HVA (Southern Taconics Focus Area)
    - iii. OTHER VENDORS AND ROLES Columbia Land Conservancy, Audubon Connecticut, Audubon Massachusetts
    - iv. OTHER PARTNERS: Franklin Land Trust (Southern Taconics Estate Planning Workshop); Sheffield Land Trust, Berkshire Natural Resources Council; Salisbury Land Trust



4. Southern Taconics FOCUS AREA # 3 (3<sup>rd</sup> of 3 FOCUS AREAS in Landscape)
  - a. STRATEGY # 1 of 3: NAME: **Family Forest Owner Intergenerational Transfer (Estate Planning Workshop)**
  - b. LANDOWNER GROUP TARGETED: Woodland Retreat (Primary)in MA, CT and NY
  - c. DESIRED OUTCOMES FROM STRATEGY: Landowners attend free Estate Planning Workshop for forest landowners at strategically convenient location (Simon’s Rock College of Bard, Great Barrington, MA), take advantage of free follow up consultation with estate planning attorney and/or work with local land trust toward a conservation outcome for their properties. We engaged attorney Elizabeth Wroblicka as both a presenter and

to give follow up consultations (45 minutes each) with interested landowners.

- d. MESSAGES USED (AND HOW THIS TIES TO YOUR TARGET AUDIENCE): We partnered with Franklin Land Trust (not a Vendor under this Grant but a recipient of MA EOEAFunding for duplicate workshops in the same region) We used the template that Franklin land Trust had developed for the postcard, which emphasized free expertise and the themes: “ Love Your Land? Make a Plan” and “ Your Land. Your Estate Plan: A Free Workshop”. These messages reflect the TELE principles identified with the values of Woodland Retreat owners.
- e. MATERIALS AND CHANNELS USED (DISCUSS WHICH CHANNELS AND MATERIALS WERE USED AND WHY, REFERRING TO THE TELE WORKSHOP): We partnered with the Franklin Land Trust, Columbia Land Conservancy, Berkshire Natural Resources Council and Sheffield Land Trust to reach out to Massachusetts and New York Landowners. We used the landowner database we compiled to bulk mail 800 postcards (**see attached**) to targeted woodland owners in all three states. We also took the advice of Sheffield Land Trust and advertized in local media and put up fliers in every area post office. We developed a poster (**see attached**) which was posted in public places in every community within the Focal Area. Both Franklin Land Trust and Columbia Land Conservancy made phone calls prior to the workshop to at least 100 people who received the postcard, but none of them attended the workshop.
- f. TIMELINE AND BUDGET: The workshop was held on March 30<sup>th</sup>, 2013 at Bard College at Simon’s Rock in Great Barrington, MA, with follow up consultations with the attorney scheduled for April 27<sup>th</sup> and June 8<sup>th</sup>, 2013. This project happened very early in the NEFA Grant cycle due to the timetable of our partner Franklin land Trust which was nearing the end of its duplicative and overlapping estate planning workshop grant from MA EOEAF. As a result, we held this workshop on a shorter timetable than optimal, and the only date that worked was the day before Easter. Bulk mailing (handled by our partner Franklin land Trust through one of its vendors) was scheduled to go out three weeks in advance but actually was processed less than 10 days before the event.

We were able to realize significant savings, however, by tapping into Franklin Land Trust’s own budget of \$750 for this workshop, reducing some of our budgeted NEFA costs. In our actual NEFA costs we saved at total of \$350 from our Printed Materials budget, \$100 in Postage, \$160 in event publicity, \$400 in food, and \$1,600 in attorney consultation Fees, and had one budgeted expense (\$100 in technology fees from the venue). Franklin Land Trust’s \$750 is considered part of the overall \$5,000 in HVA’s match requirements under this Grant.

- g. SUMMARY OF WHAT HAPPENED: Out of 800 postcards bulk mailed to Woodland Retreat Owners we had three recipients who attended. A fourth read about the workshop in the shoppers guide. A fifth could not attend but was one of the three landowners who subsequently took advantage of the estate planning follow up consultation. One landowner came from Connecticut and the rest came from Massachusetts. We were unsuccessful in attracting any landowners from New York. No one mentioned seeing any of the posters.

Those who did attend the workshop were engaged and interested. We were also joined by representatives of Sheffield Land Trust and Berkshire Natural Resources Council. Three of the four landowners who attended were known to one or more of the conservation organizations, as was the fifth who took advantage of the estate planning consultation after a follow up call from us. They are all owners of woodlands and fit the general profile of woodland retreat owners with one difference. Two of them are people of modest means who share the values of woodland retreat owners but for whom these are primary residences.

Three landowners (two who attended the workshop and a fifth who knew about it but was unable to attend) took advantage of the free follow up consultations with attorney Wroblinka. One of these also received a follow up property visit from HVA to discuss conservation options.

- h. CHALLENGES AND SOLUTIONS/ ADAPTATIONS: The timeline for this workshop was accelerated in order to take advantage of a partnership opportunity and to avoid oversaturation by duplicative estate planning workshops under separate grants. Holding it on the day before Easter was also a mistake. The fact that MA EOEA had been running a series of estate planning workshops with Franklin land Trust in the southern Berkshires may have had a dampening effect and had we known of it when we made our NEFA grant proposal we would have shifted our emphasis to another portion of the focal area in NY or CT. Finally, while we are accustomed to working and thinking across multiple state boundaries, our potential NY audience was not. In hindsight, we would have needed a second estate planning workshop, held in Ancram or Copake NY, to reach this audience.
- i. ACTUAL OUTCOMES:
  - i. BY THE NUMBERS (**SEE FORM B**) - WHAT WERE THEY AND WHAT DO THEY SAY: The numbers indicate a significant expenditure of outreach effort to get 5 landowners to either attend a workshop, consult with an attorney, or both (0.625% response rate). On the other hand, half of those who did attend (2/4 individuals) had a follow up consultation with our attorney (3 overall) and one took the additional step of consulting with HVA on land protection possibilities for their property. For a total outlay of \$4,012.45 in NEFA funding and \$750 in Franklin land Trust matching funds, this amounts to \$802.49 in NEFA funds or \$952.50 with Franklin Land Trust funding included per desired landowner outcome. The total woodland acreage represented by these five landowners, though, is 243 acres, or \$16.51/acre in NEFA funds ( \$19.60/acre overall) for those either attending the workshop or taking the next step.
  - ii. MEDIA AND PRODUCTS (POST CARDS, FLYERS, LETTERS USED) (**see attached**).
  - iii. EVENT PRESS COVERAGE : There was no press coverage of this event.
- j. LESSONS: As stated above, we leveraged \$750 in unanticipated partner matching funds by combining our workshop with Franklin land Trust's under their MA EOEA grant. It would have required a second workshop in New York to reach those landowners, and MA was fairly well saturated by previous workshops under the MA EOEA grant. Bulk mailing was not effective.
- k. BENEFITS. Estate Planning is a long and complicated process, and it is not realistic to expect that landowners who are not already considerably down the road toward estate planning would make a commitment toward land protection during the Grant reporting period. In fact, while none have done as of this final report, neither have they developed their land and the door is open for further conversations. To that end, the service we provided was valuable.
- l. RECOMMENDATIONS: Better understanding and communication among the State Forestry/Conservation agencies prior to establishing the Estate Planning Workshop deliverable might have helped avoid the duplication we experienced with Franklin land Trust's MA EOEA grant in our Focus Region.
  - a. STRATEGY # 2 of 3: NAME: **Family Forest Owner Outreach (Woods Forum)**
  - b. LANDOWNER GROUP TARGETED: Woodland Retreat (Primary)in CT and NY

- c. DESIRED OUTCOMES FROM STRATEGY: Landowners attend free Woods Forum for forest landowners at strategically convenient location (Indian Mountain School, Lakeville, CT), take advantage of free follow up consultation with naturalists/foresters and promote subsequent Forests for the Birds workshop (Strategy #3).
- d. MESSAGES USED (AND HOW THIS TIES TO YOUR TARGET AUDIENCE): We partnered with Salisbury Land Trust and Audubon Connecticut. We used our own the template for the postcard (**see attached**), including the lesson learned by Highstead that a big picture of a bird and the offer of pie were big draws for their Woods Forum. We incorporated other TELE best practices, including the phrases “*I care about my land. How can I care for my woods?*” which seemed to resonate well with our target audience of Woodland Retreat owners. We emphasized getting information from experts, bird habitat assessments, and managing woods while benefiting wildlife.
- e. MATERIALS AND CHANNELS USED (DISCUSS WHICH CHANNELS AND MATERIALS WERE USED AND WHY, REFERRING TO THE TELE WORKSHOP): We reached out to Connecticut and New York Landowners. We used the landowner database we compiled to mail 275 postcards (**see attached**) first class to targeted woodland owners in these two states. We also took advantage of the opportunity to publicize the workshop through the Nature’s Notebook column that Tim Abbott writes for the local Lakeville Journal weekly. About half a dozen additional landowners were contacted directly by either Salisbury Land Trust or HVA and invited to attend.
- f. TIMELINE AND BUDGET: The workshop was initially expected to be held in the second half of 2013. However, key staff turnover at Audubon and the desire to have this workshop support Audubon ‘s Forests for the Birds bird habitat workshop(Strategy #3) caused us to delay until the 1<sup>st</sup> quarter on 2014. The Woods Forum was held on March 30<sup>th</sup>, 2014 at Indian Mountain School in Lakeville, CT.

We were able to realize significant savings by partnering with Indian Mountain School, which provided the use of their Student Center facility to us at no cost (a budget savings of \$300). The presenters, who included Tim Abbott from HVA and two staff persons from Audubon Connecticut, and both regional state service foresters from NY and CT respectively, did not require additional fees (a savings of \$500 on presenters). Food came in at \$150 (a savings of \$250) and included five pies that were very popular with attendees. Event Publicity costs were zero due to the use of postcard and Tim’s article in the *Lakeville Journal* . First Class Postage came to \$100, a savings of \$250. We provided each attendee or couple who attended with a copy of *More than a Woodlot* (\$300 for 16 copies), reducing some of our budgeted NEFA costs.

Follow up visits were either covered by Audubon’s bird habitat assessment (Strategy #3) or as in kind match by Salisbury Land Trust or HVA (a savings of \$2,500, of which 3 Land Trust site visits valued at \$1,500 count as partner match).

- g. SUMMARY OF WHAT HAPPENED: Out of 275 postcards mailed first class to Woodland Retreat Owners (17 returned undeliverable), we had 10 landowners (16 individuals) who attended. We had an additional 6 landowners (10 individuals) who read the article in the paper, and 1 who responded to a personal invitation to attend by phone. We drew landowners from three NY communities (Pine Plains, Northeast and Copake, NY) and five Connecticut communities (Salisbury, Sharon, North Canaan, Colebrook and Cornwall). 8 property owners filled out surveys that indicate that they have lived in the area for an average of 15 years (one as long as 33) and that their total acreage exceeds 1,800. We do not have complete acreage information on the remainder, whose properties lie in communities adjacent to but not within the boundaries of our Southern Taconics Focus Area. Nonetheless they all had a minimum of 25 acres (some many hundreds).

The workshop was a resounding success. Our target demographic of woodland retreat owners was reached in both states, a number of whom were individuals new to us and to the state foresters. A minority of them reported conducting any forest management on their properties, but most were keenly interested in what they could do to benefit wildlife and combat invasive species.

Eight of the 17 properties represented by the landowners at the Forum experienced a further desired outcome after the workshop. State foresters visited at least two properties and land trusts visited three. Five indicated a desire for a bird habitat assessment and three attended Audubon's workshop with at least one having the assessment done (discussed under Strategy 3). Participants expressed their desire to get together for future workshops of this kind, and found the discussion with experts extremely interesting and valuable.

- h. CHALLENGES AND SOLUTIONS/ ADAPTATIONS: Combining our effort to attract landowners to the Woods Forum with Audubon's separate vendor contract to conduct bird habitat assessments avoided the problems of duplication experienced with the Estate Planning workshop in Great Barrington. Birds and pie were the big draw for our forum, but once in the door the participants had many questions, which our diverse array of experts were together able to address. Turnover in key staff at Audubon necessitated delaying this Forum by six months until near the end of the Grant period, leaving a limited amount of time to follow up with landowners, though this has been done.
- i. ACTUAL OUTCOMES:
  - i. BY THE NUMBERS (**SEE FORM B**) - WHAT WERE THEY AND WHAT DO THEY SAY: The numbers indicate a successful outreach effort to get 25 landowners (17 properties) to either attend a workshop, have a follow up site visit/habitat assessment, or both(9% response rate to the postcard). 7 of the 17 properties represented by the 25 attendees received a follow up site visit by a forester (at least 2), a site visit by a naturalist from a land trust (3) or attended Forests for the Birds and/or received a bird habitat assessment (2). For a total outlay of \$3,390 in NEFA funding, this amounts to \$484.29 per property represented at the workshop, or at least \$1.88/acre (for the subtotal of properties for which acreage is known).
  - ii. MEDIA AND PRODUCTS (POST CARDS, FLYERS, LETTERS USED) (**see attached**).
  - iii. EVENT PRESS COVERAGE : There was no press coverage of this event. The article published by Tim announcing the event is attached to this report.



- j. LESSONS: It was a very good idea to choose a site very near the state line which was well aligned with local cultural assumptions about their “community” and where it would be reasonable to travel for a meeting. It worked well to combine the Audubon bird assessments with the Woods Forum. I cannot underscore enough the power of pie and pretty pictures of birds to get people in the door and keep them talking.
- k. BENEFITS. This Woods Forum created a new landowner constituency for woodlands that lie across local and regional administrative boundaries. The single most valuable outcome is the desire for these landowners to meet again and we intend to convene further Fora even beyond this grant cycle. We and our partners made new connections to landowners and strengthened old ones.
- l. RECOMMENDATIONS: Woods Fora that combine bird habitat assessments with a friendly meeting environment and excellent food offerings worked well for a meeting held on a Sunday afternoon. It kept some of the second home owners from heading back to Manhattan because they thought the Forum would be worthwhile.



Photo: Tim Abbott

- a. STRATEGY # 3 of 3: NAME: **Promoting Silviculture with Birds in Mind (Audubon Bird Habitat Workshop)**
- b. LANDOWNER GROUP TARGETED: Woodland Retreat (Primary) in CT and MA, whose properties lie within the

Southern Taconic Focus Area or adjacent towns (see attached Audubon Bird Area Map).

- c. DESIRED OUTCOMES FROM STRATEGY: 20 Landowners attend free Forests for the Birds Workshop for forest landowners at strategically convenient location in Salisbury, CT, 14 take advantage of free follow up bird habitat assessment on their properties. Audubon Connecticut and Audubon Massachusetts were the vendors for this workshop and the assessments and were entirely responsible for implementing this Strategy. Related desired outcomes include:
- Increase in awareness of conservation and management options.
  - Attendance by family forest owners to Bird Workshop.
  - Engagement of forests by family forest owners.
  - Engagement of management and/or conservation practices by family forest owners.
  - Acres of bird habitat assessments on family forests.
  - Acres of NRCS cost-share for bird habitat improvements.
- d. MESSAGES USED (AND HOW THIS TIES TO YOUR TARGET AUDIENCE): By far the most effective message seems to be that experts from Audubon, the Connecticut Agricultural Experiment Station and certified foresters will provide a free assessment for what you can do to improve habitat for birds on their properties. It is important to stress that all information gathered will be confidential. **See attached flyer** for additional information. We emphasized managing forests to maintain or improve forest breeding bird habitat especially for species of regional priority. We highlighted the importance of Connecticut 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. By far the most effective message seems to be that experts from Audubon, the Connecticut Agricultural Experiment Station and certified foresters will provide a free assessment for what you can do to improve habitat for birds on their properties. It is important to stress that all information gathered will be confidential and that they are under no obligation to apply our recommendations.
- e. MATERIALS AND CHANNELS USED (DISCUSS WHICH CHANNELS AND MATERIALS WERE USED AND WHY, REFERRING TO THE TELE WORKSHOP): We mailed the attached postcard to ~250 landowners within the greater focal area, but did not receive many participants from that mailing. We did an email blast to our Audubon Sharon listserv (text below), which went to ~950 email addresses. 12 participants signed up from that effort. During the week leading up to the workshop we needed additional participants and mailed messages to the Connecticut Environmental Leader List, the CTBirds listserve and posted a notice on our Facebook page to attend. Mass Audubon sent the postcard to about a dozen landowners in the target region. Unfortunately Mass Audubon did not have a good list of landowners developed for that region and Audubon CT was already sending to some MA residents and organizations. Mass Audubon connected with several conservation-minded organizations in the target region to compile a list of landowners who might be interested in the assessments. Margo Servison then called each landowner personally to describe the program and inquire if they would be interested. Emails were not available for the landowners and mailing out fliers or postcards did not seem to be the most effective way to garner interest in the limited time window we ended up having to schedule them.

f. TIMELINE AND BUDGET:

Timeline: September 1, 2012-May 30, 2014

Total Budget: \$4,566

	2012	2013	2014	Totals

Staff time total cost (\$24/hour)	\$	\$2616	\$408	<b>\$3,024</b>
Direct Expenses	\$	\$295	\$92	<b>\$387</b>
Post cards and postage for mailing (\$160)				
Food and handouts for Bird Workshop (\$75)				
Assessment Reports (\$60)				
NRCS materials (\$92)				
Travel miles 2100 (@ 0.55/mile)	\$	\$1155		<b>\$1,155</b>
<b>Total Costs</b>	<b>\$0</b>	<b>\$4,066</b>	<b>\$500</b>	<b>\$4,566 (not all spent)</b>

- g. **SUMMARY OF WHAT HAPPENED:** More details above, but we gave two presentations for land trusts and forestry professionals, mailed a postcard to ~250 potential landowners, and spoke at a forest landowner gathering sponsored by the Connecticut Forest and Park Association. We participated in the Housatonic Valley Association's "Woods Forum". A Forests for the Birds workshop was held on May 3, 2014 at Mt. Riga, CT. 12 landowners attended the workshop. Of those 12 at least 3 had attended the Woods Forum held in March in CT. During the week of May 11, 2014, Matt Kamm completed six habitat assessments on 750 acres total in the target region in MA. Participants in the assessments will be provided a written report, which will include information on federal programs that can assist with habitat management on private property.
- h. **CHALLENGES AND SOLUTIONS/ ADAPTATIONS:** What were the challenges and how did you overcome them? 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 Department 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.

Our main challenges were logistical. It was suggested that we wait until after the Woods Forum to begin scheduling assessments. The forum did not occur until March, 2014 and field conditions in SW Massachusetts are not favorable for habitat assessments until late May. In order to fit in our assessments before the end of May, we scheduled them right after our May 3<sup>rd</sup> workshop. In Massachusetts the habitat assessments were scheduled well before the workshop occurred due to the limited time the staff who were trained to do the assessments had. All six of the Massachusetts habitat assessments were completed before the end of the contract period.

i. **ACTUAL OUTCOMES:**

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

- 12 landowners attended the Bird Workshop on May 3, 2014.
- 6 landowners received habitat assessments in the MA portion of the target region. Together these landowners own 750 acres of forested land. Though only half a dozen landowners received habitat assessments, a large amount of forest was assessed for bird habitat that most likely would not otherwise been looked at with this purpose in mind.

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

- Postcards were sent out for the Bird Workshop.



- Flyers were created by both Mass Audubon and Audubon CT that detailed the bird habitat assessment program.
- Massachusetts landowners received the Vermont “Managing Your Woods with Birds in Mind” guide and some fact sheets about the MA Birder’s Dozen and MA Priority Forest Birds. They were also given Mass Audubon’s State of the Birds 2013 report.

**iii. EVENT PRESS COVERAGE**

None.

**j. LESSONS**

- Word-of-mouth approaches from local land trusts (or other local organizations) and neighbors was the most effective form of landowner engagement.
- The main lesson we have learned is that you need to conduct these efforts over a longer timeframe to allow for completion of assessments within the favorable window of opportunity for field work to assess breeding birds.

**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.

All in all the programming, workshops and assessments have been very well received by participants.

**l. 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 #3: “Southern Taconics”  
OUTCOMES BY THE NUMBERS**

**FORM B**

<b>Strategy 1 Family Forest Owner Intergenerational Transfer</b>	<b>Numbers of Landowners</b>
In Focus Area	800
Received Post Card	720
Were called before Estate Planning Workshop	100
Attended Estate Planning Workshop on 4/30/2013 in Great Barrington	4
% Attendees in Target Attitudinal Group	75%
Attendees who read about event in Shopper’s Guide	1
Attendees who signed up to meet with an attorney	2
Total Acres represented by Participants	243
Invitee who could not attend but was called and encouraged to move forward (Outcome Indicator calls/How many did move forward)	1/1
Attendees /Invitees who met with an attorney	3/153aces
Attendees who then met with a land trust	1/25 aces
NEFA \$acre of engaged landowners	\$16.51/acre

<b>Strategy 2 Forest Owner Outreach (Woods Forum)</b>	<b>Numbers of Landowners</b>
In Focus Area	275
Landowners who received postcard about Woods Forum at Indian Mt.	263/10
Landowners who received phone call about Woods Forum	5
Attended Woods Forum	25 individuals / 17 properties
% Attendees in Target Attitudinal Group	100%
Attendees who received a post card	16 individuals /10 properties
Attendees who read about event in paper	10 individuals / 6 properties
Attendees who were called about the event	1 individual / 1 property
Attendees who were encouraged to move forward and those who did so	8/8
Attendees who then met with a land trust	3
Attendees who then met with a forester	2
Attendees who then had a bird habitat assessment	3
\$ acres/in process for stewardship/protection* *Acres data is incomplete	at least \$1.88/acre

<b>Strategy 3: Promoting Silviculture with Birds in Mind in MA and CT</b>	<b>Numbers of Landowners</b>
In Focus Area	295
Attended Bird Workshop	12
% Attendees in Target Attitudinal Group	100%
Total Bird Habitat Assessments (BHA)	6* (MA), 14 (CT)
Number of Acres with BHAs	750 (MA), 1,242.50 (CT)
% owners of BHAs that first attended a Woods Forum	0% (MA), though one attendee referred a family member who did get an assessment done); 25% (CT);
\$ per acres/in process for stewardship/protection	\$6.45/acre

**\*Note:** MAS completed 6 assessments in MA. None of the MA attendees of the Bird Workshop received habitat assessments from MAS. MAS’ Servison had spoken to one couple who attended the Workshop (Ben and Cheryl Barrett) about the habitat assessment program, but as they are already managing for birds and wildlife on their property they referred me to Ben’s sister who also owns forest in the target area. We did an assessment on Ben’s sister’s property. I told Ben and Cheryl about the Bird Workshop and I’m glad they were able to attend.

MAS Cost: \$4,566, CT cost: \$8,287.00. Total Cost: \$12,853.00. CT Audubon completed assessments for 14 landowners, three of whom had attended the Bird Workshop.

## 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
  - 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

FORM C

- (1) BY THE NUMBERS- WHAT WERE THEY AND WHAT DO THEY SAY?
- (2) CHALLENGES, ADAPTATIONS
- (3) LESSONS
- (4) RECOMMENDATIONS