

# Planning for Growth and Open Space Conservation

This webinar series is sponsored by:  
USDA Forest Service  
State and Private Forestry - Cooperative Forestry

Organized by  
Susan Stein, Sara Comas, Susan Guynn (Clemson University)  
and the  
Forest Service National Open Space Conservation Group

July 30, 2014

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the Computer



**This webinar is being recorded**

# Learn About the Series

Listen to past webinars!



## Listen to our past webinars:

- ▶ [Session #9:](#) Private land conservation programs from the Farm Bill: Natural Resources Conservation Service, Farm Service Agency, and US Forest Service.
- ▶ [Session #8:](#) Landscape Conservation Initiatives: US Fish and Wildlife Service, Bureau of Land Management, Department of Defense, Natural Resources Conservation Service
- ▶ [Session #7:](#) Science to inform Open Space Conservation: Land use changes, forest fragmentation, and the Wildland-Urban Interface
- ▶ [Session #6:](#) Facilitating Large Landscape Conservation Efforts: Working effectively across boundaries in the Northeast and Crown of the Continent
- ▶ [Session #5:](#) Local and Regional Land Trusts: Essential partners and the tools they provide
- ▶ [Session #4:](#) The Forest Service Toolbox: Conservation easement and land acquisition programs
- ▶ [Session #3:](#) Green Infrastructure Planning: Connecting partners and greenspaces
- ▶ [Session #2:](#) YES YOU CAN! Participating in Growth Planning Beyond the Green Line
- ▶ [Session #1:](#) National Forest Management in the Face of Housing Growth

Learn about future topics!



## Future Topics:

Please [register](#) in advance if you would like to attend these presentations.

- ▶ [Session #11:](#) An All Lands Approach to Ecosystem Services for Water

Submit feedback about the series!



Please submit your feedback [here](#)

# Learn About the Series

Click on the session titles for more info on recordings, slide presentations, and featured resources



## Listen to our past webinars:

### ▾ [Session #13: City and County Open Space Programs](#)

This program presents growth and open space conservation planning for cities and counties. Speakers will present the Trust for Public Land's Conservation Almanac and LandVote resources that are available online for researching conservation activities, and public funding for land conservation. We will also learn about open space conservation planning processes, ordinances, funding mechanisms, and partnerships employed in Missoula, Montana, and Baltimore County, Maryland.

- [Mary Bruce Alford Trust for Public Land](#)
- [Jackie Corday City of Missoula, Montana](#)
- [Don Outen Baltimore County, Maryland](#)

[Link to video presentation](#)

[Link to PDF Presentation](#)

[Link to resources from this webinar](#)

▸ [Session #12: Greening Grey Infrastructure: Federal Highway Administration's Eco-Logical Approach and Case Studies from National Forests in Ohio and Washington](#)

▸ [Session #11: An All Lands Approach to Ecosystem Services for Water](#)

▸ [Session #10: Tools for Conservation Planning](#)

# Webinar Resources and Tools



USDA United States Department of Agriculture Forest Service

## Open Space Conservation

Forest Service Home | About the Forest Service

Browse by Subject You are here: [Home](#) | Resources

- ▶ National Strategy
- ▶ Loss of Open Space
- ▶ Success Stories
- ▶ What the Forest Service can do!
- ▶ **Resources & Tools**
- ▶ Cooperating Across Boundaries
- ▶ Forests On The Edge
- ▶ Publications

### Resources and Tools

The resources and tools shared below correspond with topics from our [Planning for Growth and Open Space Conservation webinar series](#).

Want to add tools to this list? Contact [Rick Pringle](#) with a link

#### Legal Authorities for Forest Service Engagement in Open Space

- ▶ [Forest Service Handbook 1509 Grants and Agreements](#)
- ▶ [Partnership Guide](#)
- ▶ [Partnership Resource Center](#)
- ▶ [Principles of Ethical Conduct for Government Officers and Employees](#)

Find relevant resources for each webinar session here!  
If you have relevant resources to share please send them to us!

# Session #26: Using Social Marketing and Micro Targeting to Engage and Move Woodland Owners to Stewardship



**Jerry Greenberg**  
American Forest  
Foundation

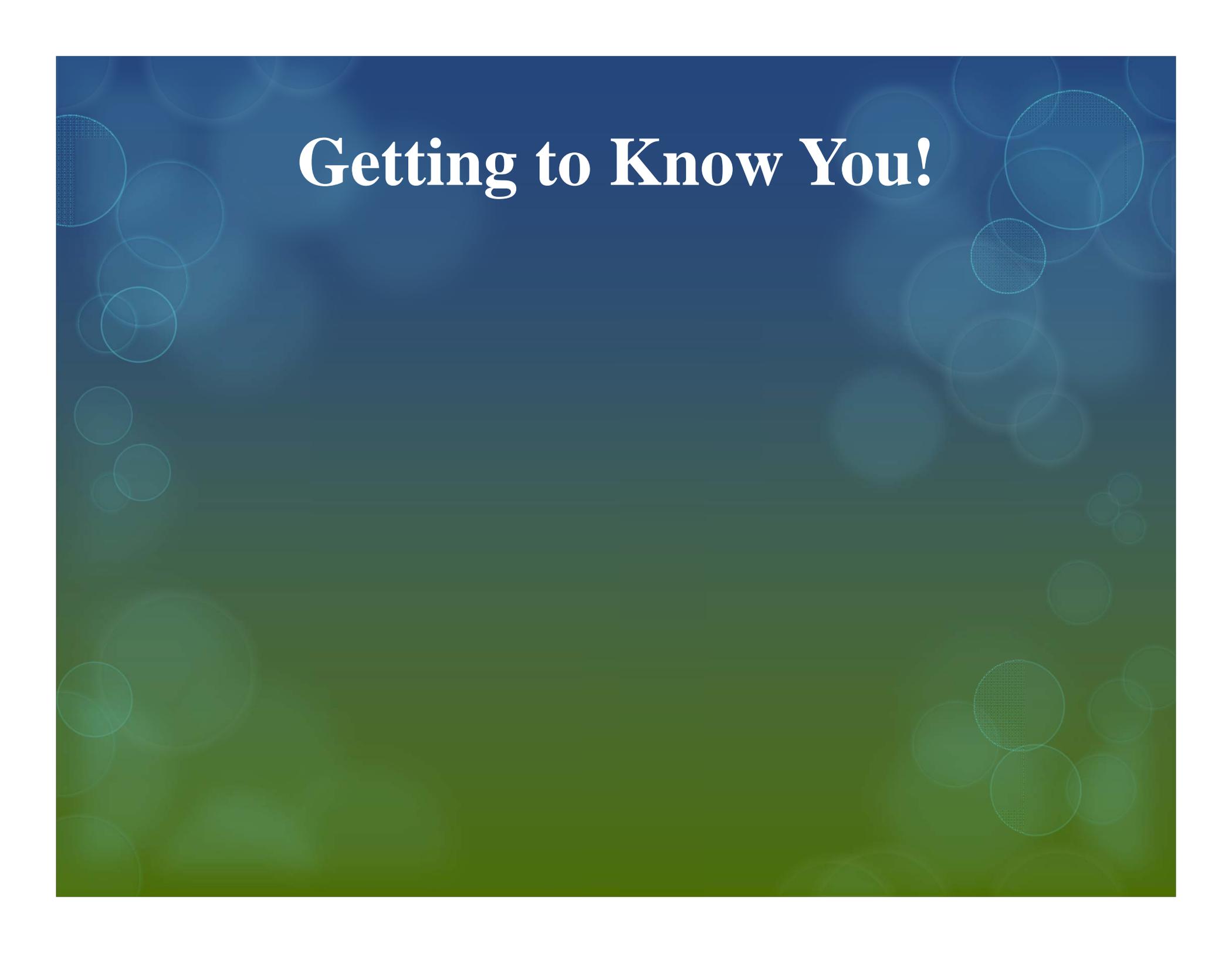


**Mary Tyrrell**  
Yale School of Forestry and  
Environmental Studies

# Logistics – Q&A

- **Continuing Education Credits**
  - Attend **entire** presentation (including Q&A)
- **Questions for speakers – chat pod**
- **Technical difficulties – chat pod or email Susan Guynn:  
**SGUYNN@clemson.edu****

# Getting to Know You!

The background features a vertical color gradient from dark blue at the top to a vibrant green at the bottom. Scattered across this gradient are numerous overlapping circles of varying sizes and opacities. Some circles are solid, while others are semi-transparent, creating a layered, bokeh-like effect. The overall aesthetic is clean and modern.



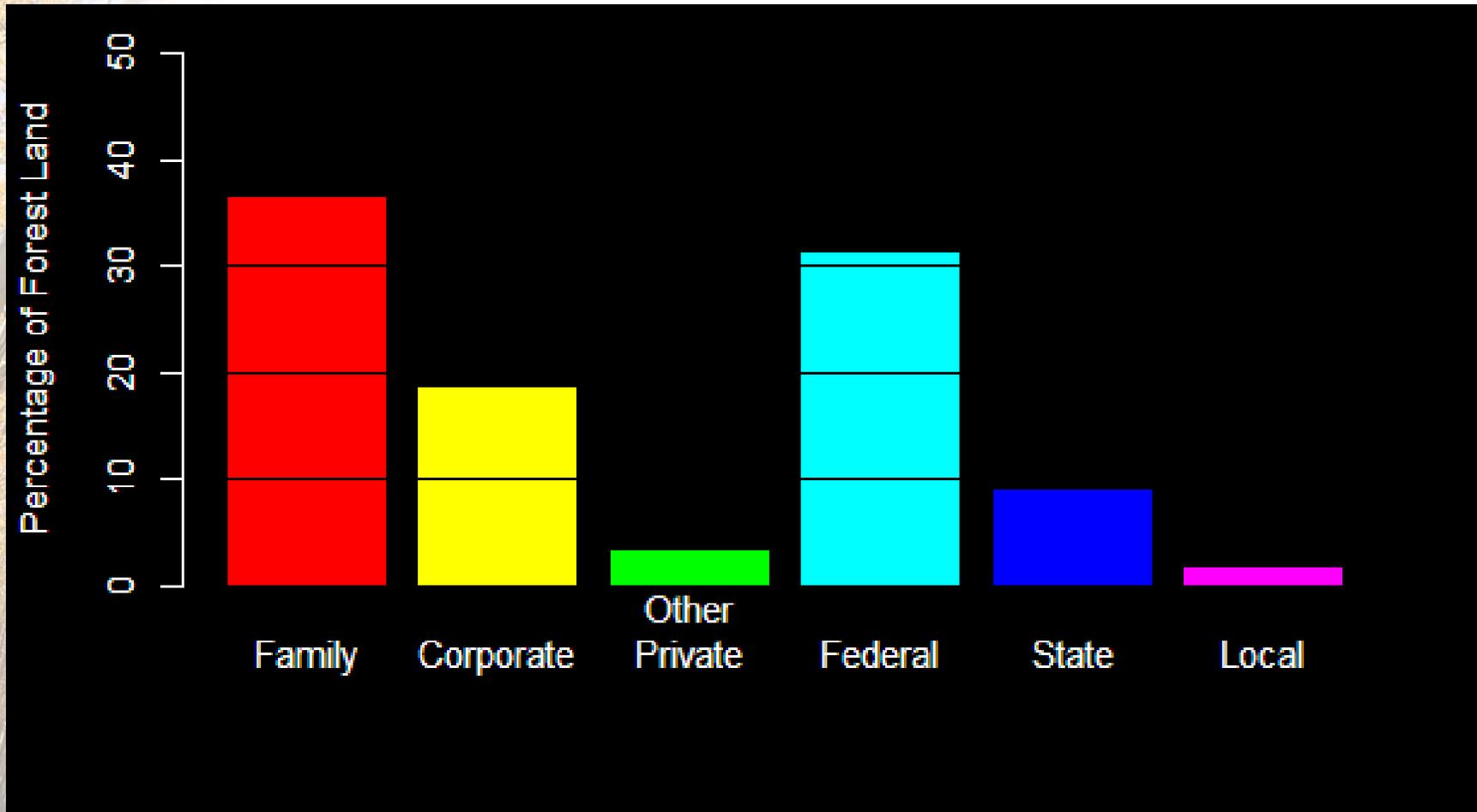
**Jerry Greenberg**  
American Forest  
Foundation



# Using Targeted Marketing to Reach and Engage Small Woodland Owners



# Forest Ownership in US



# The Challenge

3.6 million with 10 acres or more

Largest Network is only 80,000

Same story in every state

Why?

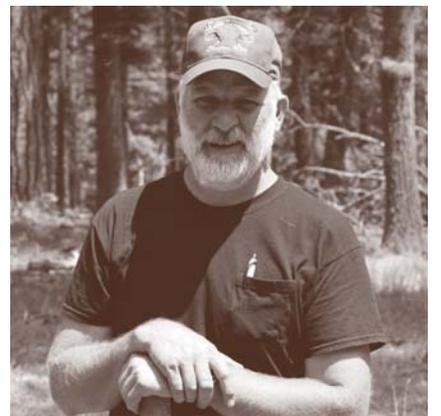
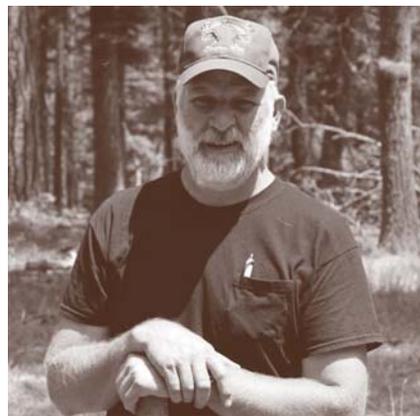
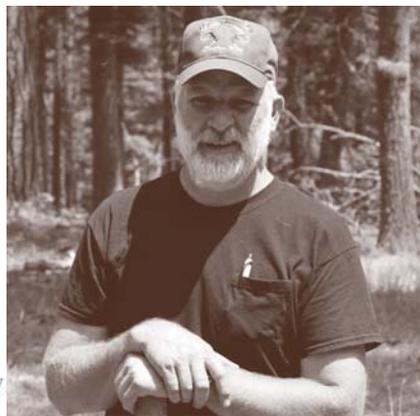
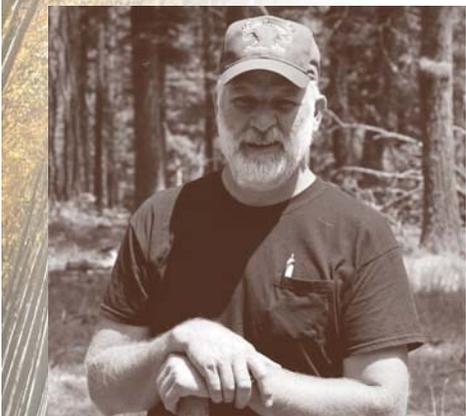
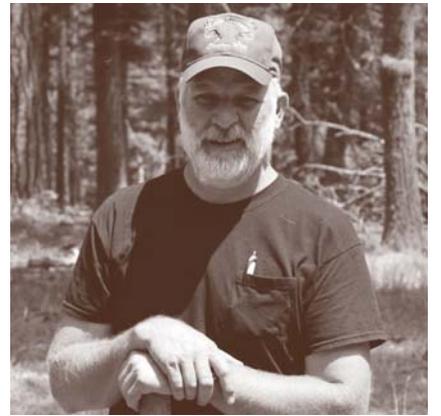
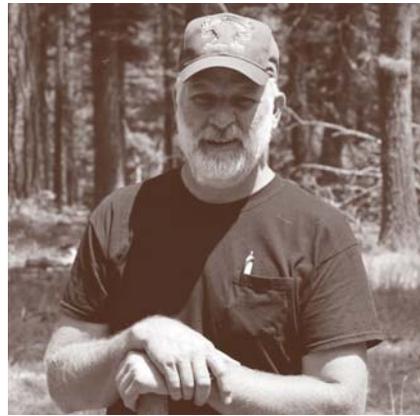
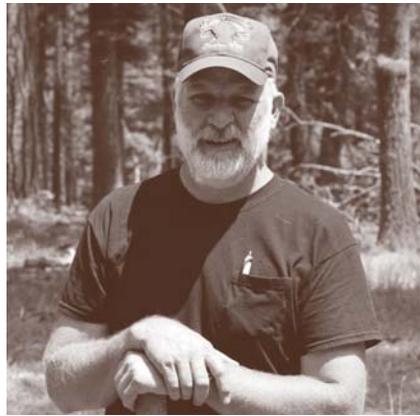
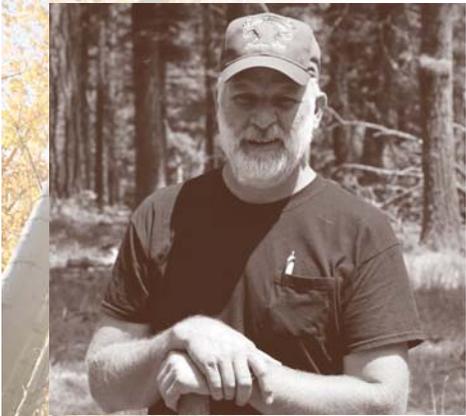
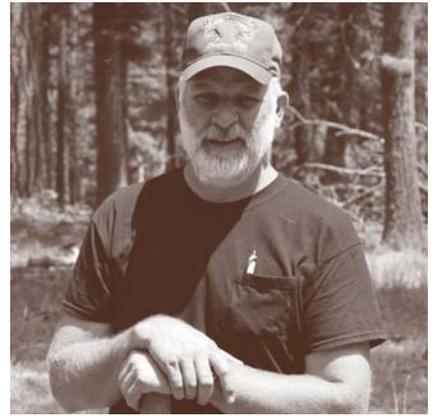
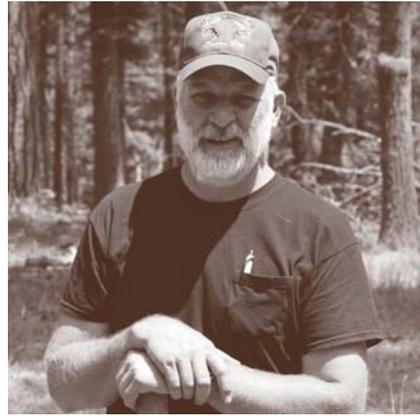
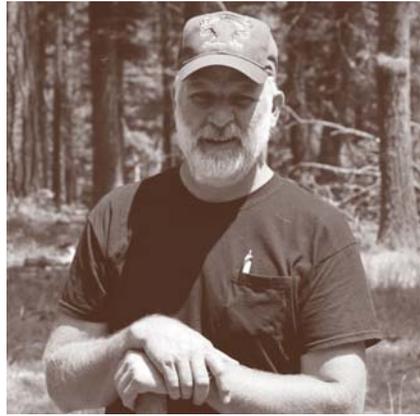
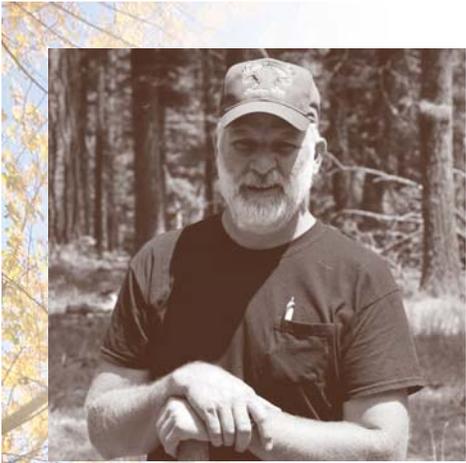


# Two Core Reasons

One size fits all marketing

No systematic, sustained follow up





TEW

# Reasons for Owning Land

- Beauty & scenery
- Part of home or cabin
- Nature protection
- Privacy
- Pass land to heirs
- Land Investment
- Recreation
- Timber



# Concerns of Landowners

- Insects & diseases
- Keeping land intact for heirs
- Fire
- Trespassing
- High property taxes
- Misuse of forest land





# Social Marketing

Marketing designed to achieve specific behavioral goals for a social good

- Healthier eating
- Using seat belts
- Quitting smoking
- Smokey Bear



# SOCIAL MARKETING STEPS

Outcomes

Actions to outcomes

Prime prospects

Barriers to actions

Strategies for those barriers

Sustain

Evaluate & repeat



# Data & Prime Prospects

- Move away from “carpet bombing”
- More effective marketing dollars
- Micro data allows us to do this
- Database also allows for sustaining



# How Does This Work?

## Traditional Rural

Hunting License

More critters to shoot

National Wild Turkey

## Conservation-Minded Absentee

Audubon Magazine

More critters to view

DNR Wildlife Biologist





**Mary Tyrrell**  
Yale School of Forestry and  
Environmental Studies



Research from the Sustaining Family Forests Initiative and the  
USDA Forest Service National Woodland Owner Survey

# Engaging Woodland Owners

## Using Landowner Research to Understand Your Audience

Mary Tyrrell, Yale School of Forestry & Environmental Studies  
July 30, 2014

# Acknowledgements and Caveat

- Brett Butler and the USFS National Woodland Owner Survey
- Sustaining Family Forests Initiative of the Yale School of Forestry & Environmental Studies

Data are **preliminary** and not to be copied or cited!!

Stay tuned to <http://www.fia.fs.fed.us/nwos/> and [www. engaginglandowners.org](http://www.engaginglandowners.org) for final data

*National  
Woodland  
Owner  
Survey*



USDA Forest Service, National Woodland Owner Survey



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Internet: [www.fia.fs.fed.us/nwos](http://www.fia.fs.fed.us/nwos)



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Focus Groups

*Colorado  
Connecticut  
Indiana  
Iowa  
Massachusetts  
Mississippi  
North Carolina  
Ohio  
Oregon  
Pennsylvania  
South Carolina  
Texas  
Wisconsin*

# Sustaining Family Forests Initiative

If we want to  
**Keep Forest as Forest**  
and  
**Achieve a sustainable landscape**

We need to ask

**Who are the 4.1 million people who own  
268.6 million acres of America's forests?  
And what do they care about?**



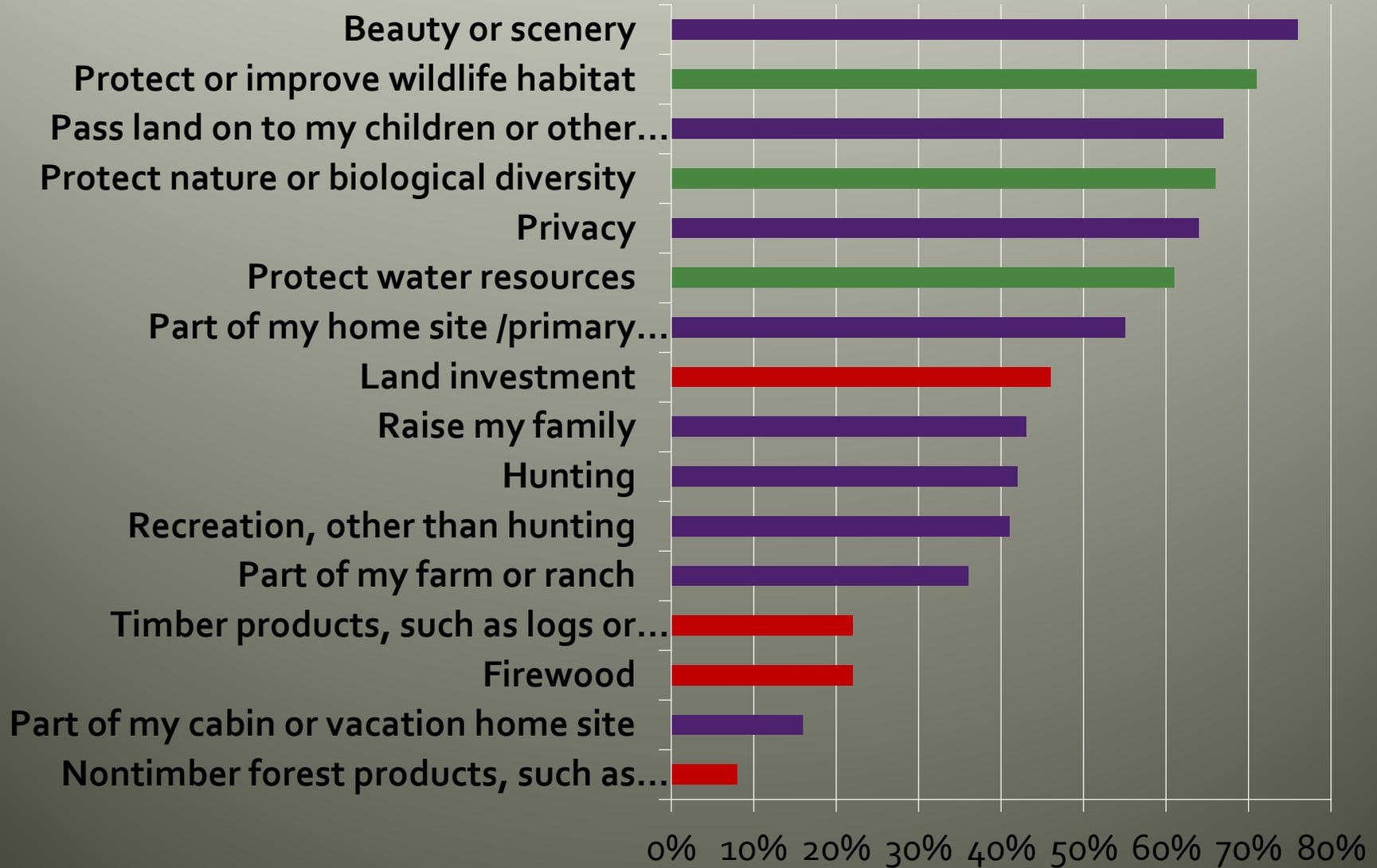
# Tools for Engaging Landowners Effectively

[Engaginglandowners.org](http://Engaginglandowners.org)

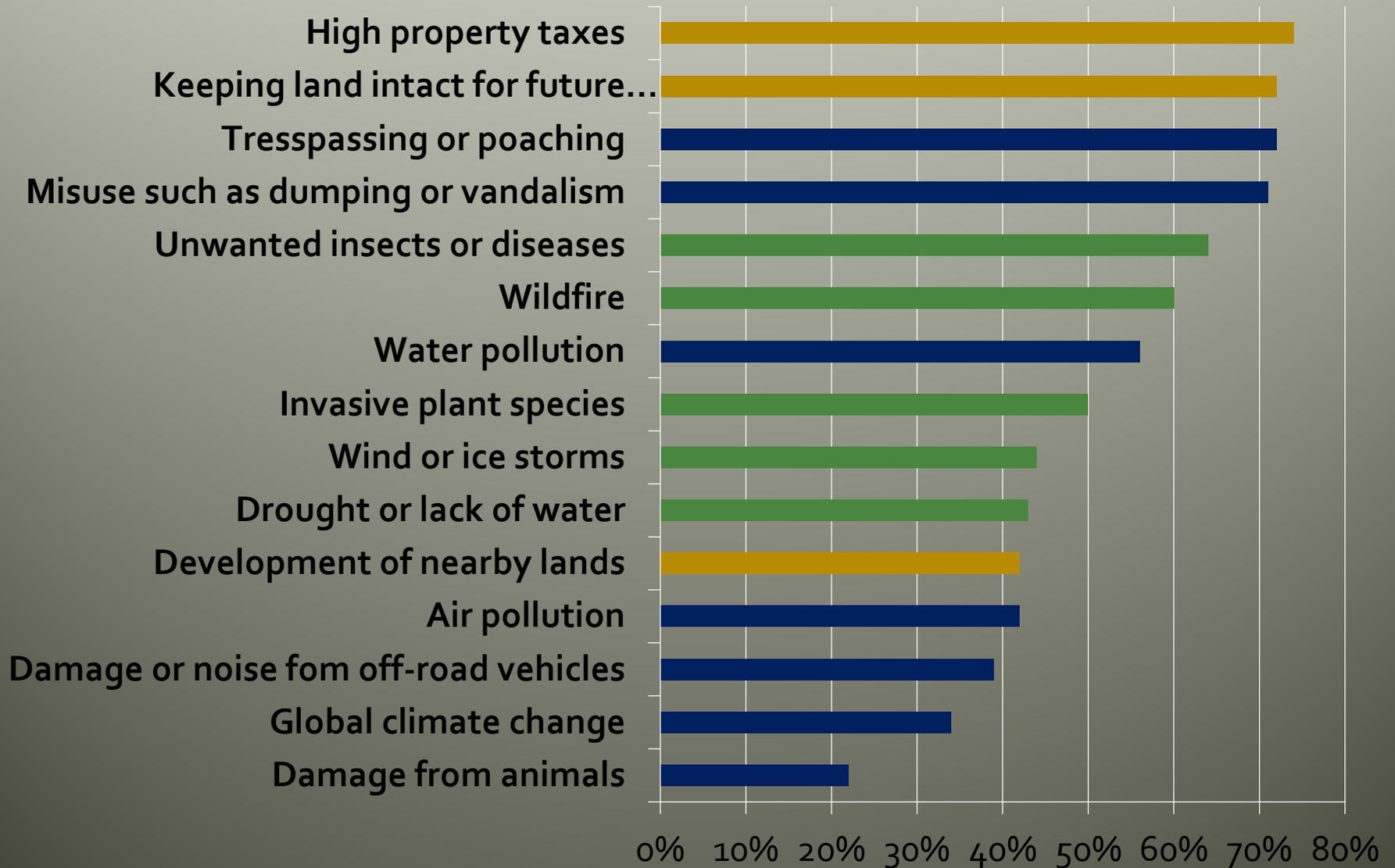
# Effective Programs and Outreach

- Solve their problems
- Connect through shared values
- Appeal to their sense of their “social selves”
- Lead strongly
- Be realistic
- Recognize differences
- Avoid jargon

# Reasons for Owning Woodland



# Concerns

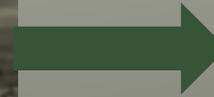


# How helpful .....

	Helpful/ very helpful
More favorable tax policies	58%
Advice on woodland management	43%
Advice on how to transfer land to the next generation	41%
Cost-sharing for woodland management	30%
Stronger timber markets	28%
Advice on selling or giving away development rights	18%

84% I want my wooded land to stay wooded

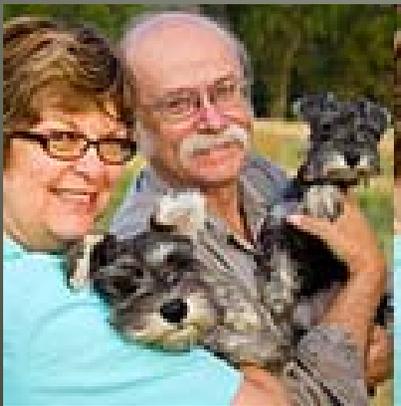
22% I would sell my land if I was offered a reasonable price (56 million acres)



# Landowner Groups

SFFI Attitudinal Groups  
based on reasons for owning woodland

Woodland Retreat



Supplemental Income

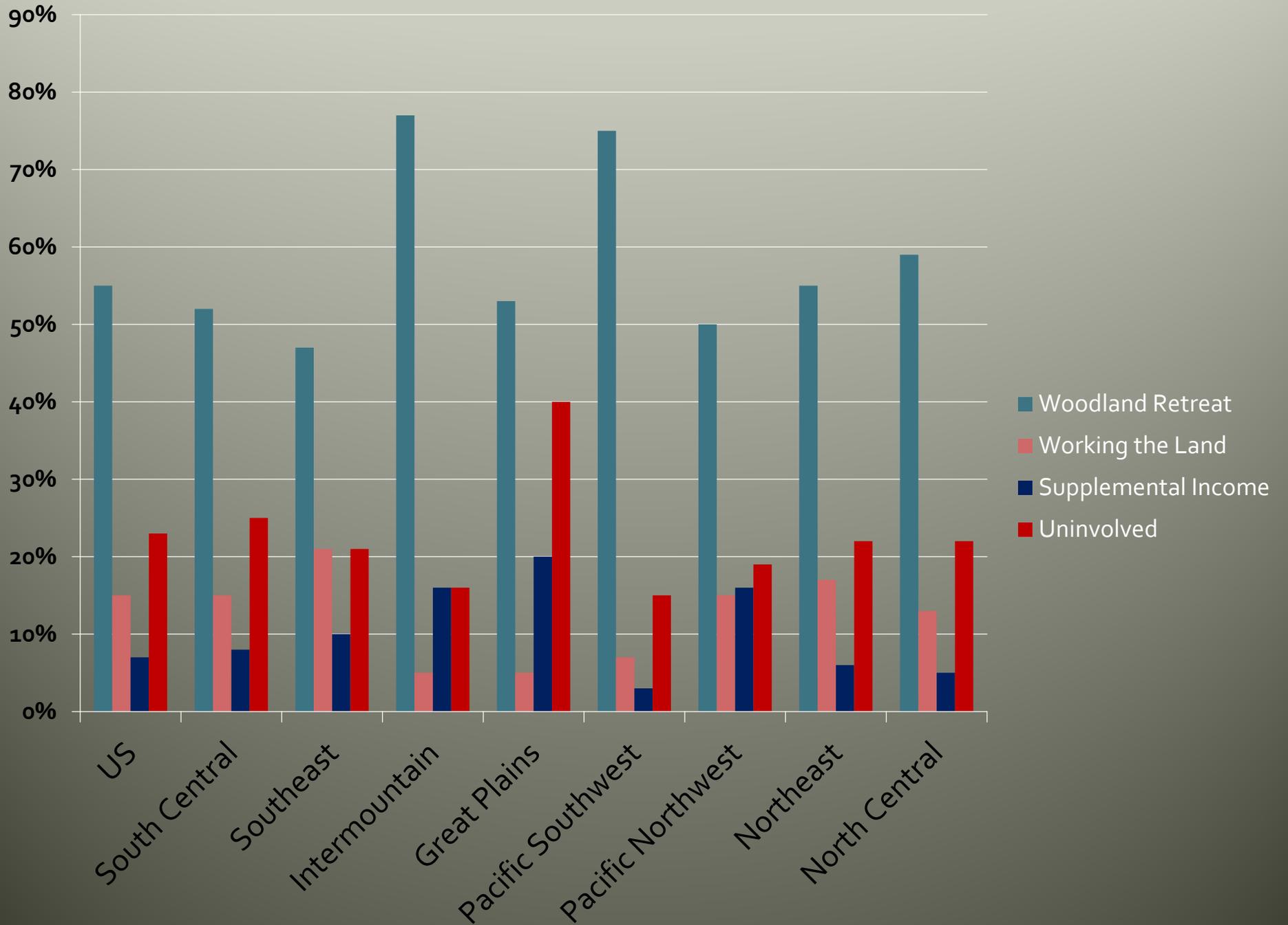


Working the Land



Uninvolved





# Woodland Retreat Owners

# Woodland Retreat Owners

- Lifestyle
- Aesthetics and conservation
- Recreation
- Nature and biodiversity



# Providing Value to Woodland Retreat Owners

- Keep their woodlands healthy
- Enhance wildlife habitat
- Enhance recreation value
- Preserve nature and biodiversity
- Keep their woodlands intact for future generations



# For More Information

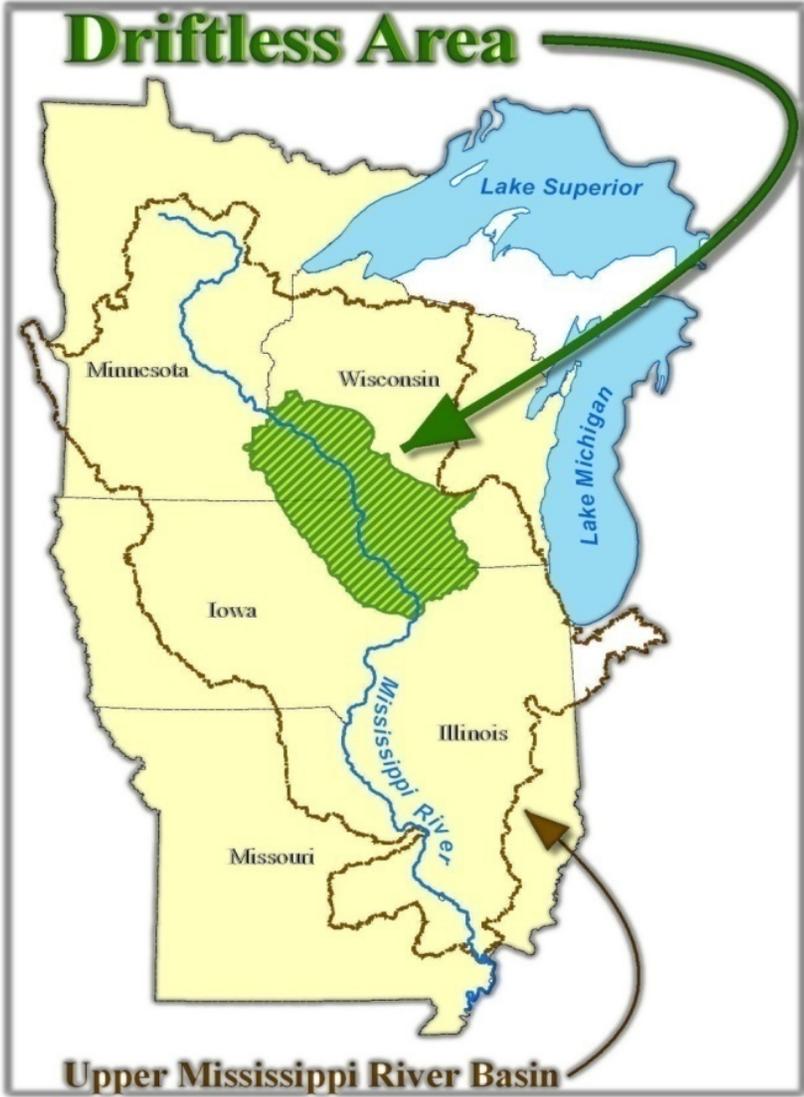
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Engaginglandowners.org  
<http://www.fia.fs.fed.us/nwos/>



**Jerry Greenberg**  
American Forest  
Foundation



# An Iconic Place



# Outcome

- 4,000 acres of oak regeneration by 2016
- 1,000 landowners on the continuum of engagement by 2016



# Driftless Forest Network

**Wisconsin Woodland Owners  
Association**

**Wisconsin Tree Farm**

**UW Extension**

**Aldo Leopold Foundation**

**Department of Natural  
Resources**

**The Nature Conservancy**



**Southwest Badger RC&D**

**Kickapoo Woods Cooperative**

**National Wild Turkey  
Federation**

**US Forest Service**

**Natural Resources  
Conservation Service**

**US Fish and Wildlife Service**

# My Wisconsin Woods



American Forest Foundation WE GROW STEWARDSHIP EVERY DAY

# Progress

- Landowners marketed 12,500
- Number responding 2,064
- Average response rate 16%
- No previous engagement 80%



# Marketing Tests

- Forester response 5%
- Peer response 9%
- Information 20%
- Trust & visuals matter:
  - Log decks
  - Logos

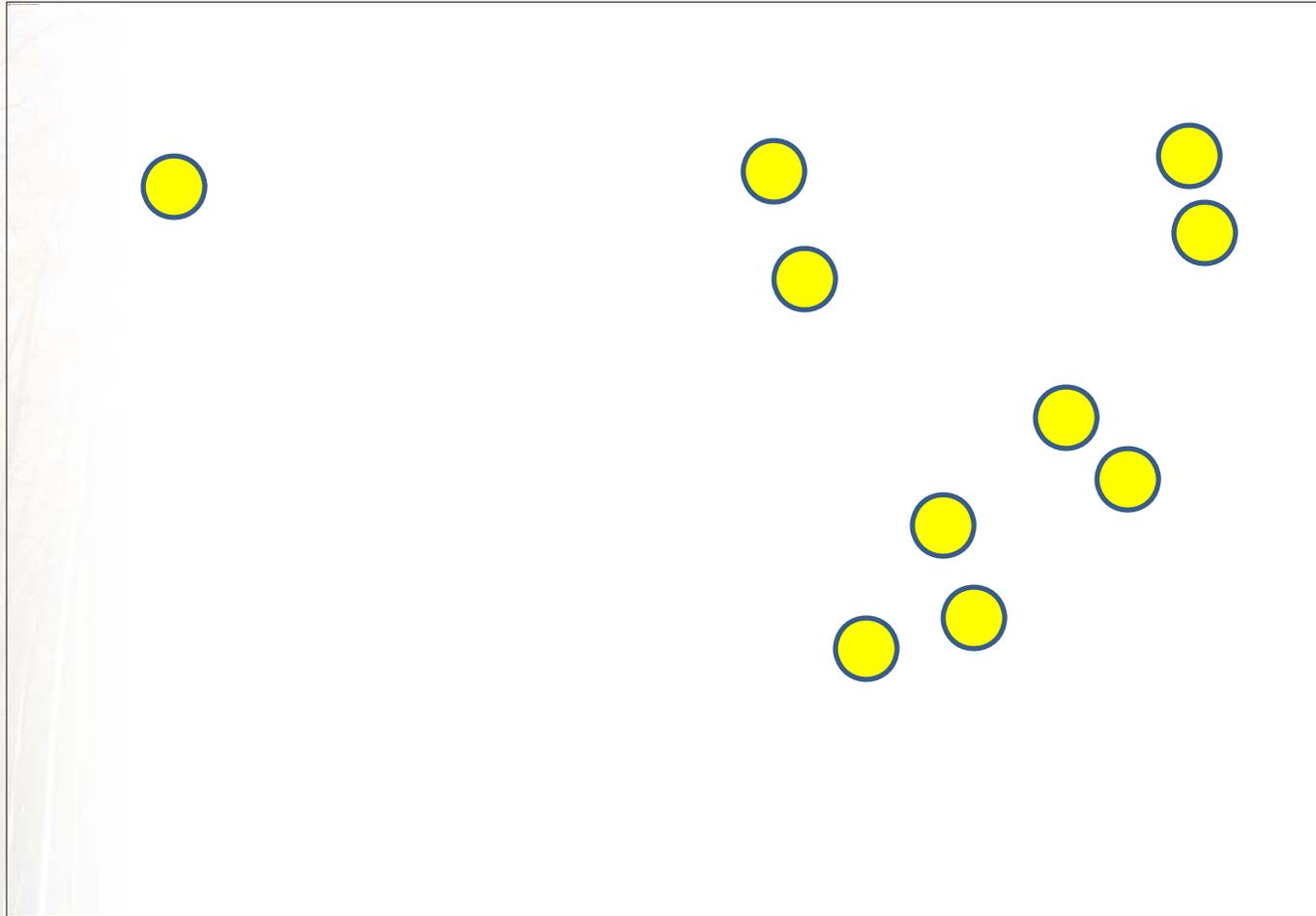


# Getting to Action: 500

Forester visits occurred	195
Neighbor woods walks	49
Other professional visit	2
Stewardship plans written	13
Received cost-share	54
Enrolled in tax program	8
Attended a partner event	169
Timber stand improvement	7



# Landscapes Across the Country



# Questions and Answers

Ask questions through the chat pod

**Foresters:** Type your FULL NAME, email address and Licensing Number or SAF Membership/CF Number in the chat pod in order to receive CFE credit.

**General Audience:** If you would like a general certificate of attendance, please download the file in the “Files Pod.”

**Give us your feedback!**

**[www.fs.fed.us/openspace/webinars](http://www.fs.fed.us/openspace/webinars)**

Or Contact

Sara Comas - **[scomas@fs.fed.us](mailto:scomas@fs.fed.us)**