Chapter 9 Author Team

Lee K. Cerveny, USFS Pacific Northwest Research Station
Emily Jane Davis, Oregon State University
Rebecca McLain, Portland State University
Clare M. Ryan, University of Washington
Debra R. Whitall, USDA Forest Service, Region 6
Eric M. White, USFS Pacific Northwest Research Station
Conservation initiatives are more likely to lead to better informed decisions when ecological and social elements are linked.
Chapter 9 Contents

9.1 Public Values, Attitudes and Beliefs
9.2 Valuing Place
9.3 Cultural Ecosystem Services
9.4 Outdoor Recreation
9.5 Trust
9.6 Involving the Public
9.7 Agency-Citizen Collaboration
**Public Values, Attitudes and Beliefs**

**Values:** Guiding principles formed at an early age that are enduring and consistent over time.

**Beliefs:** Judgments about what is true or false - shaped by science, experiences, or social norms.

**Attitudes:** Learned tendencies to react favorably or unfavorably to situations, conditions, people, or policies.

Values are not malleable, but can shift gradually as a result of learning and exposure to new ideas.
Systemic monitoring of public values, attitudes, and beliefs about the environment is critical for understanding what is important to those with a stake in the NWFP area.
Values and Attitudes towards Forest Management

- Studies in the NWFP area indicate public support for harvest strategies that mimic natural processes, especially when old-growth can be avoided.
- In locales studied, respondents did not support clear-cutting as a harvest strategy.
• People can form strong emotional attachments to places based on repeated visits, shared experiences, stories and memories.

• Place attachments can affect public attitudes toward management of those places and trigger place-protective behaviors.

• Place meanings are dynamic and constantly being renegotiated.

• Placed-based planning is a tool enabling managers to recognize deep bonds and develop strategies with these ties in mind.

The bonds that people have with places can motivate them to engage in forest stewardship projects.
Participatory Mapping is a Tool for Understanding Connections to Place

Participatory mapping is designed to reach out to a broad spectrum of the public to capture the range of connections to a place.
Cultural Ecosystem Services (CES)

- "Cultural ecosystem services are the nonmaterial benefits people obtain from ecosystems through spiritual enrichment, cognitive development, reflection, recreation, and aesthetic experiences."
  - Millenium Ecosystem Assessment

- CES are the product of people’s interactions with landscapes. They are perceived by the senses, and shaped by human values, norms and beliefs.

- CES are sometimes intangible and difficult to quantify.

- Recent studies in the NWFP area have used an ecosystem services framework to assess benefits, develop metrics and monitor outcomes (Deal et al. 2017)

Fish et al. 2016
Nation-wide, participation in outdoor recreation will increase in the coming decades with continued population growth.

The National Visitor Use Monitoring Program runs on 5 year cycles. National-level visit estimates are calculated for these five-year periods.
Outdoor Recreation

- Recreation visits are expected to grow in day-use settings and developed facilities.
- Popular activities in NWFP forests are: hiking, viewing nature, visiting nature centers, and viewing wildlife.
- Barriers to participating in outdoor recreation include: lack of discretionary time and distance to national forests.

Outdoor experiences are seen as important to the health and well-being of children and adults.
Research has identified many types of trust:

- **Dispositional** (one’s natural inclination to trust)
- **Rational** (based on predictable behavior, past performance, and reasoned logic)
- **Affinitive** (based on personal relationships developed through repeated encounters)
- **Procedural** (based on processes viewed as fair, just, and open)

For broader trust in natural agencies to be activated, at least three of the four types of trust are needed.
Public Involvement

- Participation in land management planning processes is required by various laws, regulations, and policies.¹

- Factors that expand the public’s ability to influence decision-making: values, time, trust, prior experience, and the skill to provide comments.

- Participation without a clearly defined public role can lead to frustration.

# IAP2’s Public Participation Spectrum

The IAP2 Federation has developed the Spectrum to help groups define the public’s role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

## Increasing Impact on the Decision

<table>
<thead>
<tr>
<th>PUBLIC PARTICIPATION GOAL</th>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision-making in the hands of the public.</td>
<td></td>
</tr>
</tbody>
</table>

## Promise to the Public

<table>
<thead>
<tr>
<th>PUBLIC PARTICIPATION GOAL</th>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.</td>
<td>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.</td>
<td>We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</td>
<td>We will implement what you decide.</td>
<td></td>
</tr>
</tbody>
</table>

© IAP2 International Federation 2014. All rights reserved.
Public Involvement Best Practices

- Clear objectives, timelines, and parameters; skilled facilitation
- Philosophy of empowerment, equity, and inclusiveness
- Strategies to encourage stakeholder participation
- Engaging stakeholders early in the process
- Iterative or frequent engagement throughout the process
- Integrating local and scientific knowledge
- Enduring agency commitment to the process

The quality of a resource management decision is dependent on the quality of the process that leads to it.
Collaboration

- Collaborative management embraces a diversity of values in working toward a common goal for land management.
- Collaborative groups incorporate new knowledge and generate mutual understanding.
- Collaborative approaches require significant investment in time and resources.
- No guarantee that collaborative efforts will result in an outcome that is widely embraced.

Collaborative processes can enhance trust through relationship building.
Collaboration: Success Factors

**Inputs**
- Clear goals
- Available information
- Appropriate scale & scope
- Appropriate authority & legitimacy

**Process**
- Shared vision
- Shared information
- Decision & process rules
- Skilled facilitation
- Diverse membership

**Outputs**
- Definable project or plan
- Implementation plan
- Monitoring plan
- Intervention strategy

Field trip with South Santiam All-Lands Collaborative
Summary

- Values, attitudes and beliefs about forest management are changing.
- Outdoor recreation is connecting more and more people with public lands.
- People form attachments to places and assign meanings to the landscape.
- Trust can be strengthened by relationships, transparency, and predictability.
- Effective public involvement can improve awareness of diverse public needs and lead to better decisions.
- Collaboration can enhance trust and improve citizen participation, but requires a long-term investment.

The social-ecological system of the NWFP area is complex, dynamic, and adaptive in response to shifts in human values, societal needs, and natural forces.