Managing the Impacts of Changes in Wisconsin's Land Use and Forest Ownership



APPENDIX B: Action Plans

OUTCOMES

Champion: Lisa MacKinnon Lead Facilitator: Suzanne Wade Total number of participants:

Goals addressed in Action Plans

Goal 1: Maintain and expand viable tracts of forest land for ecological, economic and social values

Goal 2: Promote public understanding and appreciation of forests and the need to prevent forest fragmentation

Goal 3: Identify economically and socially important forest lands.

Goal 1: Maintain and expand viable tracts of forest land for ecological, economic and social values

Action Plan #1: Continue to Educate Policy Makers re: public benefits of forests/forestry

Action Category: Outreach

Who worked on action plan: Jolene Ackermann, Heather Mann, 3 others Relationship to other sessions: Private Forest owners, Forest Economy

Overall Indicator of Success: Increased understanding of public benefits of forests and forestry and policies that reflect that

understanding.

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
1. Develop an outreach program for county, towns and mayors associations, plus, league of municipalities, aliiance of cities and legislators.	DNR, community open space partnership	coalition of NGOs, woodland owners	mid-term	- Person or group to spearhead effort, - Technical assistance, Printed materials,	Money and time for organizing
Develop outreach to APA, ASLA, APA Arborists, etc.		APA, Landscape architects, arborists	mid term	same	same
3. Develop outreach strategy for UW system; evolve forestry planning curriculum		Universities, colleges, tech schools	mid-term	same	same
4. Empower and mobilize grassroots education efforts to influence at the moment of decision and promote forestry through alliances and campaigns.		NGOs, industry, woodland owners association.	mid-term	same	same

Action Plan #2: Promote Use of Conservation Easements on Working Forest Lands

Action Category: Policy and Outreach

Who worked on action plan: Pam Felt and Joe Timmerman

Relationship to other sessions: Assistance to Private Forest Owners

Overall Indicator of Success: Increased use of conservation easements for working forests and/or development of program to assist

forest land owners with creation of conservation easements for working forests

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Gathering Waters Land Trust and other land trusts can provide educational materials to organizations and agencies with regular contact with forest owners	North Woods Land Trust Gathering Waters DNR	Other land trust	Dec 31, 2005 (mid term) Benchmark:: Brochure about easements or working forest lands	Time, materials, money, technical assistance	Time, resources to support educators, etc.
Train information providers (other land trusts, etc) re: easements so they can answer forest owner questions	DNR Nature Conservancy Gathering Waters		mid term	same	same
3. Investigate the possibility of a statewide PDR program for working lands (Forest and Agricultural)	DOR DATCP DNR NCOs	Universities, colleges, tech schools	Proposal drafted by June 2006 (mid term)	Information, technical assistance	Potential for political opposition
4. Institute a landowner incentive fund to offset the costs of donating conservation easements –perhaps as part of the proposed state forest legacy program [NOTE: This action was also discussed in the private landowner assistance session]	DNR	Land trusts.	(mid term) When state forest legacy program is created?	Existence of the fund	Money and political opposition

Action Plan #3: Enact Tax Incentives for Forested Lands

Action Category: Policy

Who worked on action plan: Bud Jordahl, Althea Dotzur, Paul Bader, Geary L., Ray G.

Relationship to other sessions: Forest economy

Overall Indicator of Success: Incentives created that are directly attributable to increase in maintenance and expansion of forestlands.

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
1. Link use of a Stewardship management plan with a property tax incentive (ex: "Light" MFL—check out Minnesota program).		Assessors, DNR foresters, Minnesota program people?	mid to long- term		Low feasibility in this political environment
DNR promotes the leasing of private lands for public recreation areas (income opportunity)		DNR, Natural Resources Board	mid to long- term	Technical assistance; staff resources	Agency resistance
3. Change the "highest best use" standards for forested lands (as a way around use value assessment issues)		DNR; Forestry stakeholders	mid term		

Action Plan #4: Create a Governor's Task Force on Industrial Forest Retention

Action Category: Policy

Who worked on action plan: Sally Kefer, Gary Halpin, Bryan Pierce, Rob Kudick

Relationship to other sessions: Forest economy, recreational users

Overall Indicator of Success: Task Force Established and report produced with recommendations.

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Ask Council on Forestry to consider the feasibility of recommending creating a Governor's task force on industrial forest retention.		Council Members	Short term		Not all agree with the need for a task force beyond the use of current programs
Recommendation to the Governor to create a task force on industrial forest retention		Council on forestry & all forestry stakeholders would need to be involved.	Early-mid 2005 (short-term)	Experts on the issue;	Competing with other "asks" during the legislative session
 3. Task force could: Evaluate the effectiveness of current programs (ex. Fed forest legacy; •consider other strategies (ex: support for new state forest legacy program, sale of industrial forest lands with conservation subdivisions; • assess impacts on the public of sale of industrial lands on jobs/ future of forest products industry/ public access (recreation) and other resource values; • investigate costs and funding availability; • track availability of industrial forest lands 			mid term	Technical assistance; materials;	time; staffing resources

Action Plan #5: Consider use value assessment for forest lands

Action Category: Policy

Who worked on action plan: Bryan Pierce, etc.

Relationship to other sessions:

Overall Indicator of Success: Recommendation / report on use value assessment for forest lands

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Ask Council on Forestry to endorse investigation of use value assessment on forest lands and secure funding/ identify grant sources		Fred Souba, Jeff Stier	Short term		funding
2. Investigate use value assessment for forest lands. We need real numbers for costs/benefits: Where and how much is the tax shift? Impacts in different parts of the state? Negative impacts of current ag use value on forest lands?		DNR, DATCP, forestry stakeholders, forestry council?	Mid term (by June 2006)	Time. Technical assistance, staffing resources	
3. Look at current work being done (by Wisconsin Wetlands Assoc.) on the impacts of ag use value assessment on conservation		same	same	same	Tax shifting
4. Look at how ag use value money amounts are set		same	same	same	
5. Brainstorm / anticipate unintended consequences (ex. Grazing of woodlands due to ag use value, also look at other states)		same	same	same	
6. Secure accurate data on amount of forest lands affected versus ag woodlands already created		same	same	same	

7. Create partnerships or organizations who	WWOA, WI	same	same	
could champion the concept	family forests,			
	Lake States			
	Lumber Assoc			
	and Resource			
	Alliance			
8. Need lobbyists, political leadership and	Same. Possibly			
champions if use value assessment for forest	SFI creates a			
lands is to move forward	lobbying			
	segment for a			
	new organization			
	being formed			

Action Plan #6: Analyze effects of restrictions by local governments on forest management

Action Category: Planning

Who worked on action plan: Lynn Markham, WI county forests assoc, etc.

Relationship to other sessions: Forest economy

Overall Indicator of Success:

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Create workshop to ID issues and put together a draft survey	WI County Forests Assoc.	Local gov'ts WPLA, DNR, TPA, UWEX, WWOA, WDOT	mid term	Technical assistance; money, materials	
2. Implement survey	same	same		same	
3. ID ways to resolve restrictions	same	same	mid term		
4. Introduce state law for right to practice forestry	same	same	mid to long term	Legislative and local leadership	Political / industry opposition; unforeseen consequences of such a law

Action Plan #7: Provide adequate professional forestry assistance to landowners

Action Category: Planning

Who worked on action plan: Lynn Markham, Dreux Watermolen,. Mike Luedke, Don Nelson, Gene Francisco

Relationship to other sessions: Assistance to private forest owners session

Overall Indicator of Success: Increase in certified, professional forestry personnel in the field

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Include <u>trained</u> loggers as resource professional. (Master logger certification).	WPLA	Commerce could provide training progam	Short term- immediate	Technical assistance; database	
Provide incentives for loggers to get master logger certification. <u>Examples:</u> State and county forests could require master loggers for harvests.		State, county forest administrators	Mid term		Opposition by those who are not certified
3. Encourage Technical schools to offer degrees in timber harvesting/truck driving		Forestry industry, loggers assoc., Technical colleges	Mid term to long term	Communication strategy; person/org to take the lead; materials	
4. Have more direct employees in place of contract loggers		same	Mid term		
5. Encourage landowner groups (WFF)/ coops to spearhead educational effort (educate neighbors, do technical training by DNR, assist with forest certification)		WFF, coops, DNR	Mid term	Technical assistance, materials	

6. Creation of state/ DNR grant program to provide funding for groups to do this (perhaps change admin code for WI forest landowner program and/or increase funding)	DNR,	Mid term		Budget/ political opposition
7. Encourage industry, coops, DNR and landowner groups to list resources on websites (certified master loggers)	Industry stakehold loggers as	· ·	Technical assistance, web design services, database access	
8. Basin educators to help build capacity of landowner groups.		Mid term	Technical assistance, staff resources	Money, time

Action Plan #8: Develop and promote best practices for development in forested areas

Action Category: Planning

Who worked on action plan: Lynn Markham, Dreux Watermolen, Mike Luedke, Don Nelson, Gene Francisco

Relationship to other sessions: Invasives, biodiversity

Overall Indicator of Success: Development, promotion and adoption of comprehensive best practices for development in forested areas.

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Publicize information from cost of community services study (s)	CLUE	Planners, DNR	Short to mid term	Resources for printing and disseminating materials	
2. Develop best practices for public infrastructure in forested areas (roads, water, sewers, zoning issues, maximum lot size). Describe pros and cons of different approaches.		WCCA, WAPA, WCHA	mid term	Staff time; materials	Opposition of private property rights groups
3. Promote firewise program		DNR, WUI coordinator; local landowner groups	Short to mid term	Staff time; materials	
4. Use firewise as a model for developing other landowner outreach programs		DNR	Mid term		money

Action Plan #8: Promote the use of the Managed Forest Law

Action Category : Outreach

Who worked on action plan: Jolene Ackermann, Heather Mann, etc.

Relationship to other sessions: Forest economy

Overall Indicator of Success: Increased forest owner use of MFL

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Inventory WI woodland owner demographics and develop a process of tracking ownership		UW graduate student(s)	Short to mid term	Time,	
2. Explore involving counties to share MFL workload, including the administration		DNR, counties, WI county Forests Assoc.	Mid term	Planning, technical assistance, staff resources	Money/ political opposition from counties?
3. Get UWEX more involved in forestry		DNR, WWOA, Wis Paper Council, SFI		Tech assistance	UWEX resistance
4. Explore group program for MFL entry		MFL administration			
5. Increase staffing (including non-DNR) to have more consulting time between foresters and land owners	WWOA	DNR		money	Money; political opposition with budget

Action Plan #9: Encourage sustainable forest management for clean water

Action Category: Outreach

Who worked on action plan: Jolene Ackermann, Heather Mann, etc. Relationship to other sessions: recreational users?, private landowners Overall Indicator of Success: Maintained and improved water quality

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Develop outreach program for private		River Alliance,	Short to mid	Materials, tech	
property owners		WI Assoc. of	term	assistance	
		Lakes, Forest			
		landowner			
		groups, UWEX			
		basin educators			
2. Research BMPs and launch model projects		Sewerage	Mid term		
for non-engineered solutions		districts, UW			
3. Establish state matching program for clean water and sustainable forestry planning (green infrastructure planning)		COSP, DNR, legislators	Mid term		money

Goal 2: Promote public understanding and appreciation of forests and the need to prevent forest fragmentation

Action Plan #1: Conduct poll of public to determine the most effective messages about forest uses/ values

Action Category: Research / Focused Programming

Who worked on action plan: Lisa MacKinnon, Mary Jean Huston (TNC), Shaun Hamilton (MN-TPL), Bobbie Webster (CLUE),

Dale Zaug (WWOA)

Relationship to other sessions: All sessions

Overall Indicator of Success: Completed comprehensive marketing campaign that leads to increased awareness and support for

forest values and understanding of impacts of forest fragmentation and parcelization.

	Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
1.	Convene leadership group to determine parameters of campaign and polling	Shaun H (TPL and MN Forestry Council); Mary Jean and Lisa M.	Legislative liaison, DNR forestry, tourism—Jim Holperin, Industry (Fred Souba, Plum Creek), marketing professional	6-12 months	Technical assistance; marketing professional resource	Money and time
2.	Determine constituencies to reach (I.e., statewide poll of citizens?)		Same plus expanded to other stakeholders WWOA,WCFA	Mid-term— after 1 st mtg Spring 2005		Getting a good, comprehensive focus

3.	Frame issues	same	same	Mid term		Getting bogged down in process
4.	Determine polling / survey methods (i.e., focus groups or phone polls or written survey or combo)	Bobbie Webster (CLUE)	Marketing pro	Mid term	Technical assistance	Money, time human resources
5.	Determine funding sources (multiple stages –start up, etc.)		Leadership group, state agencies	Mid term— after completion of initial planning	Technical assistance; information on possible grants, etc.	money
6.	Create materials / survey tools	Bobbie Webster (CLUE)	Marketing pro ad leadership group to respond	Mid term	Technical assistance and time	money
7.	Complete polling		Marketing consultant?	Mid term (2006)	People to do polling	money
8.	Compile data, cross tab and incorporate into comprehensive marketing campaign		Marketing pro and leadership team	Mid to long-term		Money, political acceptance of message

NOTE: Other benchmarks of success from this outcome would be : 1) Increased focus on forests in community planning efforts 2) Positive actions that decrease/mitigate forest fragmentation and parcelization (by local govt's, individuals, etc.)

Action Plan #2: Include forests in community planning

Action Category: Planning

Who worked on action plan: Mark Rickenbach, Al Hastreiter, Steve Hiniker, Jim Hoppe, Marv Meier, Lynn Wilson, Warren Gaskill

Relationship to other sessions: All sessions

Overall Indicator of Success: Forests and forestry issues incorporated into local comprehensive plans.

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Do inventory of available information resources (could be people) that are appropriate and usable	UWEX & CLUE	Agencies that have info (DOA, NHI, DNR, etc.)	Short term (1 st quarter of 2005)	People to compile information	 Who will lead? Ability to use info Funding computers of info
2. Where are communities/ counties in the process and individual people that are involved in the process	County planners, basin educators	Sports clubs, planning professionals	Short term (1 st quarter of 2005)		
3. Make information available	CLUE, basin educators	All of the above	Short to mid term	Materials; people to disseminate info; good map with current data	1) lack of trust by audience (2) lack of realization of value of information (3) funding (4) lack of good map with current data

Action Plan #3: Commission white paper study on impact of parcelization and loss of industrial lands

Action Category: Policy, Planning & Inventory

Who worked on action plan: Mark Rickenbach, Al Hastreiter, Steve Hiniker, Jim Hoppe, Marv Meier, Lynn Wilson, Warren Gaskill

Relationship to other sessions: Assistance to forest land owners, recreational users, forest economy

Overall Indicator of Success: Study commissioned, completed and communicated

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Governor's Council on Forestry will engage all stakeholders in setting parameters of the study	UW Madison Forest Ecology and Mgt		Short term		
2. Commission report	same		Short to mid term	Information; person(s) to take lead	Money and time

Action Plan #4: Provide information at time of sale to new forest land owners about sustainable use

Action Category: Policy, Planning & Inventory

Who worked on action plan: Mark Rickenbach, Al Hastreiter, Steve Hiniker, Jim Hoppe, Marv Meier, Lynn Wilson, Warren Gaskill

Relationship to other sessions: Assistance to forest land owners, invasives, recreational users, forest economy

Overall Indicator of Success: Information consistently provided to new forest landowners across the state

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Determine existing disclosure requirements	ID who is responsible	Realtors, title companies	Short term (1 st quarter of 2005)	information	• political barriers if mandatory • recipients not understanding value of information provided
2. Identify what information to provide	CLUE, UWEX, DNR	Realtors, title companies, local govts (registrar of deeds?)	Short term (1 st quarter of 2005)	Information and materials, people to disseminate info	

<u>Action Plan #5:</u> Educate on how forest fragmentation affects forest ecosystems and multiple forest uses **Action Category**: General Outreach

Who worked on action plan: Genny Fannuchi, Sterling Strathe, Bob Manwell, Cindy Gaskill, Dick Rideout, Gerry Mich, Ruck Wojciak, Bill Klase, Tim Tollefson

Relationship to other sessions: Assistance to forest land owners, recreational users, invasives, biodiversity, forest economy **Overall Indicator of Success**: Decrease in # of parcels sold off, increase in parcel size, minimized effect of fragmentation /parcelization

Action Steps	Who Committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
ID critical audiences and prioritize	Community Forest Resource center, 1000 Friends of WI	UWEX, rural sociologists	Short term	People to compile information	Time, interest, money, who takes the lead?
Develop target messages for target audiences		Marketing firm that understands the issue	Short to mid term	Good marketing consultant	funding
3. Delivery of messages to target audiences done by audience-specific groups		Realtors, landowner orgs (WWOA, WFF), timber coops, DNR forestry, forest industry, bankers, investment planners, appraisors, LEAF, trees for tomorrow, etc.	mid term	Materials, technical assistance	Funding, individual interest, time
4. Evaluation of awareness and behavior		UW, UWEX	Long term (awareness-2.5 yrs and behavior 5yrs)	People to do the evaluation; evaluation criteria	Funding, staff

Goal 3: Identify economically and socially important forest lands.

Action Plan #1: Identify water recharge areas (groundwater)

Action Category: Planning

Who worked on action plan: Teague Prichard, et al.

Relationship to other sessions: biodiversity, private landowner assistance, forest economy

Overall Indicator of Success: All state water recharge areas identified, mapped and accessible to public

	Action Steps	Who committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
1.	Contact agencies and identify if water recharge areas have been defined and mapped	UW, USGS, DNR water division, regional planning commissions, Randy Hoffman		Short term	Information, maps	time

Action Plan #2: Identify lands where parcelization / fragmentation would mean lost opportunities for land protection

Action Category: Planning

Who worked on action plan: Teague Prichard, et al.

Relationship to other sessions: Biodiversity, invasives, recreational users, forest economy

Overall Indicator of Success: Identification of opportunities for filling in the fragmented gaps, Better understanding by local governments and state about forestry values, Consideration of social values in forest planning. Agreed upon criteria re: important values, Overlay maps

	Action Steps	Who committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
1.	ID economically important forest lands including recreation and ecological factors that influence economics	DNR planning / analysis	Forest service, SCORP (Jeff Prey-DNR), Georgy Steele, WBCI	Short term— urgent * Get on stewardship radar screen	Data, staff to compile data	Time, funding
2.	ID minimum size of forest for economic viability (economies of scale, forest products)	DNR planning / analysis	Forest service, FPL business center, SFI	Short term-within a year of doing #1	Data, staff to compile data	Changing markets
3.	ID socially important forest areas including urban, riparian, cultural and archeological, recreational (bird watching, etc.)	DNR planning / analysis	UW surveys	Locally: Short term State: longer term	Data, staff to compile data	Time, funding
4.	Provide information to local gov'ts on econ, ecol and social values of forests for planning process	DNR planning / analysis	Local gov'ts units, UWEX, regional plan commissions, local landowner groups	Short term ASAP for use in local planning	Data, staff to compile data, outreach materials	Time, funding
5.	ID ecological values. There is already a process—have counties, private landowners, and industry assess and evaluate the state and federal processes to use for themselves to get a more consistent process across the state.	DNR planning / analysis	County, industry, private landowners, feds	Short term Especially for certification	Data, staff to compile data, outreach materials	Time

Action Plan #3: Develop and disseminate "State of the forests" reports on a multi-county, regional basis

Action Category: General Outreach

Who worked on action plan: Bill DeReu, et al. Relationship to other sessions: All sessions

Overall Indicator of Success: Comprehensive reports made with a regional focus on a regular basis.

Action Steps	Who committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
1. Develop and disseminate "State of the forests" reports on a multi-county,		UWEX, Sustainable Forestry Business	mid term	Data, staff to compile data, web	Time, funding, someone to take the
regional basis including the water-		Center with		site availability	lead
forest connection (how changes in		Forestry Council			
state of forests has affected changes		backing, tourism			
in water quality/quantity)		industry, economic			
		development			

Action Plan #4: Identify what drives parcelization and fragmentation in the state

Action Category: General Outreach

Who worked on action plan: Bill DeReu, et al. Relationship to other sessions: All sessions

Overall Indicator of Success: Completed survey providing detailed information on factors that drive parcelization and fragmentation

Action Steps	Who committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Survey of non-industrial private owners and industrial private owners		UW, WWOA, DNR, forestry council, local landowner groups, realtors, tourism, land mgt agencies and large owners	mid term	Data, staff to compile data, web site availability	Funding, getting a good response to surveys, timing (election cycle, etc.) to take the lead

Action Plan #5: Develop a statewide GIS layer for land ownership

Action Category: Inventory and Analysis

Who worked on action plan: Matt Dallman, et al. Relationship to other sessions: All sessions

Overall Indicator of Success: Completed development of a statewide GIS layer that is updated on a consistent basis.

Action Steps	Who committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Governor's council on Forestry and a development committee to identify funding mechanisms		UW, UWEX, DNR, Governor's Council, FPL sustainable forestry business center, NGOs, DOT, regional planning commissions	Mid term	Data, staff to compile data	Funding,
Governor's council on Forestry and a development committee to identify funding mechanisms		UW, UWEX, DNR, Governor's Council, FPL sustainable forestry business center, NGOs, DOT, regional planning commissions	Mid to long term	Data, staff to compile data	Funding,
Gather agencies and develop criteria and GIS layer		UW, DNR, Forest service, DATCP, NGOs	mid to long term	Data, staff to compile data	Funding, time

Action Plan #5: Define important and unique forest lands
Action Category: Inventory and Analysis
Who worked on action plan: Matt Dallman, et al.

Relationship to other sessions: All sessions

Overall Indicator of Success: Agreed upon criteria for "important" and "unique" forest lands and mapped inventory

Action Steps	Who committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Governor's council on Forestry forms committee		Governor's council	Mid term	People, time	time
Committee synthesizes existing research and identifies information gaps from regional plan comms, statewide forestry assessment, etc.)	DNR	NGOs, forest service, recreation and forest products industries, regional plan commissions,	Mid to long term	People to take the lead, data sources, technical assistance	 Funding, trust between agencies willingness to share data different interpretations among groups

Action Plan #6: Develop landscape level analysis to identify core areas and corridors

Action Category: Inventory and Analysis

Who worked on action plan: Matt Dallman, et al.

Relationship to other sessions: All sessions

Overall Indicator of Success: White paper completed and disseminated and core areas and corridors identified and mapped

Action Steps	Who committed?	Others to involve	Timeline	Resources Needed	Barriers or Obstacles
Governor's council on forestry forms subcommittee		Governor's council	Short to mid term	People, time	time
Subcommittee forms groups to identify priorities and funding		DNR, UW, TNC, IBA	Mid term	Technical assistance, data, funding source	Funding sources
Subcommittee develops white paper on importance of corridors		To be determined by subcommittee and forestry council	Mid term	People to take the lead, data sources, technical assistance	Time, money
4. GIS analysis		DNR, UW, forest service, NGOs	Mid term	Staff technical assistance	Funding