

Appendix D

Public Involvement and Collaboration Information

Chequamegon-Nicolet National Forest Public Engagement for Travel Management Subpart A – Travel Analysis

The following summarizes the public engagement that the Chequamegon-Nicolet National Forest implemented throughout the Subpart A - Travel Analysis Process (TAP) of Travel Management. It was imperative to keep people educated, informed and included with respect to the Travel Analysis Process. Our unit utilized key messages, strategies, frequently asked questions and answers, and other materials that were developed by the Eastern Region of the USDA Forest Service. This helped us communicate a consistent message across the Forest with all audiences throughout the process. See below for an overview of our unit's public engagement:

Internal Audience

Before any communication was shared with the public, Chequamegon-Nicolet National Forest spoke with employees and the adjacent National Forest, the Ottawa National Forest. Employees can be an organization's greatest ambassadors and it's not necessary to develop new communication materials, just keeping employees informed on who, what, where, when and why.

A TMR Subpart A coordination team was established to put together a communications plan as well as be the POC for each District/Office.

- All employees and the adjacent National Forest were kept informed throughout the process. Information was provided through:
 - E-mails
 - October 6, 2014 – email kicking off TMR Subpart A sent to all CNNF employees (241 employees)
 - October 7, 2014 – email message sent to CNNF Front liners regarding materials to have available at front desks
 - October 7, 2014 – email message sent to Washburn Ranger District with answers and additional information from October Safety Meeting at Washburn Ranger District
 - Employee meetings
 - October Forest Safety Meetings – TMR Subpart A points of contact discussed the launch of TMR Subpart A at all Forest Safety Meetings (one at each of the 5 Ranger Districts and 1 at the Supervisor's Office)
 - October 1, 2014 – Meeting with staff from Eagle River-Florence Ranger District on TMR Subpart A
 - Forest Leadership Team Meetings
 - March 12, 2014 – FLT Meeting Update on TMR Subpart A
 - May 28, 2014 – FLT Meeting Update and discussion on communication plan
 - July 16, 2014 – FLT Meeting Update and discussion and approval of communications plan and timeline
 - September 24, 2015 – FLT Meeting Update on readiness to launch public engagement October 6
 - In addition, from October to December regular updates were shared on FLT Monday Morning Coordination calls – including a status update on the amount of public participation and synopsis of comments received.
 - CNNF SharePoint site - <https://ems-team.usda.gov/sites/fs-r09-cnf-pao/SitePages/TMR%20Subpart%20A.aspx>

- A SharePoint site with all TMR Subpart A documents for communication was created in July 2014
- Documents were posted to the site July 31, September 23, September 29, October 6, October 9, December 06, 2014

External Audience (Public included citizens, stakeholders, adjacent landowners, interest groups)

It was imperative that our communications instill trust and confidence with the public. Efforts were made to make sure that the Chequamegon-Nicolet National Forest engaged with the public about this process.

- Information sharing was ongoing and included the following:
 - Press releases
 - October 6, 2014 – Forest-wide news release sent announcing beginning of TMR Subpart A
 - Distributed to more than 170 different contacts representing news outlets, area chamber of commerce’s, convention and visitor bureaus, and federal partners including tribal news POCs
 - December 1, 2014 – Forest-wide news release sent announcing extension of public comment period for TMR Subpart A
 - Distributed to more than 170 different contacts representing news outlets, area chamber of commerce’s, convention and visitor bureaus, and federal partners including tribal news POC
 - Stories appearing in news media:
 - WXPR Radio (Northwest Region, Superior), Rhinelander, Dec. 3, 2014, story aired on radio and posted to WXPR website.
 - WPR Radio (Northwest Region, Superior), Wisconsin, October 11, 2014, story aired on radio and posted to WPR website.
 - WXPR Radio, Rhinelander, October 7, 2014, story aired on radio and posted to WXPR website.
 - Appleton Post Crescent, Appleton, October 7, 2014, story printed in newspaper and posted to Post Crescent website; circulation: 38,244
 - WJFW TV Station, Rhinelander, December 5, 2015; story aired and posted to WJFW website.
 - The Northwoods River News, Rhinelander, October 11, 2014 edition, news release printed in newspaper and posted to website (October 13, 2014); circulation: 5,302
 - Ashland Daily Press, Ashland, December 7, 2014, story printed in newspaper and posted to website; circulation: 6,153
 - Ashland Daily Press, Ashland, October 13, story printed in newspaper and posted to website; circulation: 6,153
 - Sawyer County Record, October 13, 2014, story printed in newspaper and posted to website; circulation: 4,000
 - Bottomline News, December 16, 2014, story printed in newspaper
 - Florence County Mining News; December 3, 2014; story printed in newspaper and posted to website; circulation: 1,900
 - Forest Republican; December 3, 2014; story printed in newspaper; circulation 3,158

- Events (*i.e.* open houses, small meeting with interest groups, small guided tours, etc.) along with a comment form
 - Eagle River-Florence – Oct. 15 from 3-7 p.m. at the Lincoln Town Hall in Eagle River, WI; 15 people attended
 - Great Divide – Oct. 17 from 2-7 p.m. at the Hayward Public Library Community Room in Hayward, WI; 5 people attended
 - Lakewood-Laona- Oct. 22 from 1-5 p.m. at the Laona Office in Laona, WI; 17 people attended
 - Medford-Park Falls – Oct. 23 from 2-7 p.m. at the Park Falls Office in Park Falls, WI; 9 people attended
 - Washburn – Oct. 16 from 2-7 p.m. at the Northern Great Lakes Visitor Center in Ashland, WI; 5 people attended
- External Forest website
 - Website included – TMR Subpart A Fact Sheet, News Releases, fillable pdf Comment Card, link to Collaborative Mapping Tool, Contact information for Public Affairs Officer, Hilary Markin
 - The CNNF used the Collaborative Mapping Tool to gather comments on the road study - <https://my.usgs.gov/ppgis/studio/launch/19944>.
- Mailings
 - Oct. 6, 2015 - A letter from the Forest Supervisor was sent to interested parties from TMR Subpart B mailing list who wanted to be notified of travel management activities (142); all local Sherriff's Offices (11), all town chairs and clerks on the CNNF (129), the 11 County Forest Administrators and the Association Executive Director (12) and a Key Contacts List that was developed during TMR Subpart B with key partners and organizations (65 recipients).
- E-mailing
 - October 14, 2014 - An email was sent to 413 email address who indicated during TMR Subpart B that they would like to be notified of travel management activities

Congressional Engagement

It is imperative to keep congressional staffers up-to-date on important items happening on the Chequamegon-Nicolet National Forest in a timely fashion.

- Information sharing was ongoing and included the following:
 - E-mailing
 - October 7, 2014 - A CNNF Update regarding TMR Subpart A was sent to staff in the offices of Congressman Sean Duffy, Congressman Reid Ribble, Senator Tammy Baldwin and Senator Ron Johnson.
 - January 28, 2015 – A CNNF Update was sent to staff in the offices of Congressman Sean Duffy, Congressman Reid Ribble, Senator Tammy Baldwin and Senator Ron Johnson – updating them on the current status of TMR Subpart A

Local/County/State/Other Federal Agencies

It is imperative that the communications instill trust and confidence. Efforts were made to make sure that the Chequamegon-Nicolet National Forest has made every opportunity to inform them about this process.

- Information sharing has been ongoing and included the following:

- Information regarding the launch of TMR Subpart A and public comment period was mentioned at various meetings including PFRG, Council on Forestry, meetings with Town Chairs, ATV Clubs, the Wisconsin ATV UTV Association (WATVA)
- Mailings
 - October 6, 2014 - A letter from the Forest Supervisor was sent to all local Sherriff's Offices (11), all town chairs and clerks on the CNNF (129), the 11 County Forest Administrators and the Association Executive Director (12) and a Key Contacts List that was developed during TMR Subpart B with key partners and organizations (65 recipients).
- E-mails
 - October 6, 2014 – Information was shared with the Wisconsin Department of Natural Resources regarding the launch of the Road Study – as they prepare for a similar study on state lands

Tribal Relations

The tribal audience is separate and distinct from other audiences; information received from tribes was not aggregated with input from other groups. The Forest PAO worked with the Regional Tribal Relations Specialist, Forest Tribal Liaison and the District Rangers to keep information sharing an ongoing process with tribes. It was imperative to work with tribes from the beginning of the process, in a collaborative manner, through the completion of the report to overcome perceptions of the restricted access to traditional places and protected activities. Information sharing included the following:

- Engaging in early meaningful consultation and collaboration with tribal officials, leaders, members and traditional practitioners
 - On-going, two-way, meaningful and in-person/face-to-face conversations that occur as early as possible in the process that may affect treaty rights and access to treaty resources, traditional practices, and access to Sacred Sites and Sacred Places.
 - Information regarding TMR Subpart A was shared with the Great Lakes Indian Fish and Wildlife Commission during meetings and through email messages
 - Information regarding TMR Subpart A was shared at the Voigt Inter-Tribal Task Force Meetings
 - Information regarding TMR Subpart A (including a fact sheet) was shared at numerous WTCAT meetings
 - (August 2014 – February 2015) - Each Line Officer, made several phone calls and sent emails to the Tribal Chair and or their Natural Resources staff inviting participation and engagement in TMR Subpart A
 - External Forest/Prairie & Regional Tribal Relations websites
 - The CNNF created a Collaborative Mapping Tool just for comments on the road study from Tribes - <https://my.usgs.gov/ppgis/studio/launch/19944>.
 - Mailings
 - March 14, 2014 – Formal letter was sent to tribal chairs by Eastern Region Regional Forester Kathleen Atkinson, notifying tribes that the FS would be engaging in Subpart A of the TMR
 - July 29, 2014 – Formal letter was sent to tribal chairs inviting engagement with the CNNF on TMR Subpart A (Tribes included: Bad River Band of Lake Superior Chippewa Indians, Lac Coultre Orielles Band of Lake Superior Chippewa Indians, Oneida Tribe of Indians of Wisconsin, Sokaogon Chippewa Community, Forest County Potawatomi Community, Lac du Flambeau Band of Lake Superior Chippewa Indians, Red Cliff Chippewa Tribe, St. Croix

Chippewa Indians of Wisconsin, Ho-Chunk Nation of Wisconsin, Menominee Indian Tribe of Wisconsin, Lac Vieux Desert Band of Lake Superior Chippewa Indians, Stockbridge-Munsee Band of Mohican Indians)

- E-mails
 - The CNNF Tribal Liaison shared information with tribal contacts via email

- **Communication materials used included the following:**

- Frequently Asked Questions & Answers (internal)
- Comment form for open houses/website
- Formal Letter (announcing opening house, tours, small meetings, etc.)
- E-mails (mailings announcing open house, tours, small meetings, etc.)
- Press Releases
- Fact Sheets
- Internal & External Forest/Prairie websites
 - Internal website (Intranet)
 - Background information
 - Updates on the process
 - Upcoming events (posting of open houses, tours, etc.)
 - External website (Portal)
 - Background information of the travel analysis
 - Public comment form
 - Updates on the process in a timely manner
 - Dates of open houses, tours, etc.
 - Press Release/s
 - Collaborative Mapping Tool