

Cibola National Forest and Grasslands

Forest Plan Revision Communication Strategy

Overview

The Cibola National Forest is currently revising the 1985 Forest Plan (Land and Resource Management Plan) for the four mountain ranger districts (Sandia, Mountainair, Magdalena and Mt. Taylor). The Forest is one of eight national forests selected to be an early adopter of the 2012 Planning Rule.

The plan revision process on the Forest was initiated in Fall 2012 and consists of four phases during an approximate four-year timeframe: 1) Assessment; 2) Plan Revision and Scoping for Alternatives; 3) National Environmental Policy Act (NEPA) Analysis of Alternatives, Public Review and Comment, and Endangered Species Act Compliance; and, 4) Objection process.

The draft Communication Strategy represents a framework of a current approach to engaging diverse stakeholders in plan revision. As the process evolves, it is anticipated that additional approaches will be identified and added to the overall strategy.

Stakeholders

The 2012 Planning Rule requires an early and extensive collaboration process to ensure that all stakeholder groups (i.e. tribes; land grant communities; Congressional delegations; other federal agencies; state and local governments; public and private organizations and interested individuals) are identified and included in the FPR process. The Rule specifically identified that forests seek out and engage youth, low-income and minority populations and landowners whose lands are within or adjacent to the Forest boundaries.

Table 1.1: Identified stakeholder groups with techniques used to engage them in FPR		
Stakeholder	Approach/Techniques to Engage them in FPR	Responsible Party
All Stakeholders	<ul style="list-style-type: none"> ▪ Create and maintain FPR website. This site should provide background materials, updates, notices, schedules, contact information, comment forms, etc.) ▪ Use social media, such as Twitter; blogs or Flickr. If appropriate, work with a cooperator to post information on their Facebook pages or web pages ▪ Host public meetings and collaborative work sessions at identified locations. Encourage self-convened work groups around resource topic areas that will inform the collaborative work sessions. ▪ Host- conference calls on selected topics to reach stakeholders who are unable to attend public meetings ▪ Create FPR fliers/displays to post at all districts & the SO and at locations throughout the communities 	<ul style="list-style-type: none"> ▪ Core Planning Team ▪ Forest Supervisor ▪ District Rangers ▪ PAO/FS webmaster <p>Note: KTB Decision Resources will assist the Cibola complete activities identified in this table</p>
Interested members of the public (incl. organizations & interest groups affected by planning have an interest in the process)	<p>Use approaches identified for All Stakeholders. In addition:</p> <ul style="list-style-type: none"> ▪ Send letter or e-mail to individuals and organizations that explains the planning effort and opportunities for involvement ▪ Request to make FS presentation at meetings 	<ul style="list-style-type: none"> ▪ Core Planning Team ▪ Forest Supervisor ▪ District Rangers ▪ PAO
Land grant communities (Mt. Taylor, Sandia, Mountainair RDs)	<p>Use approaches identified for All Stakeholders. In addition:</p> <ul style="list-style-type: none"> ▪ Outreach to NM Land Grant Council and individual land grant communities near the Forest to get input on how and when they would like to be involved ▪ Request to make presentations at meetings 	<ul style="list-style-type: none"> ▪ District Rangers ▪ Forest Supervisor ▪ Core Planning Team ▪ Forest Archaeologist

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Tribes	<p>Use approaches identified for All Stakeholders. In addition:</p> <ul style="list-style-type: none"> ▪ Government-to-Government consultation with individual tribes to get input on how and when they would like to be involved. ▪ Establish collaboratives of willing tribes based on tribal locations (i.e., Rio Grande corridor tribes, western area tribes) and design work sessions and meetings for these collaboratives that are specific to tribal interests. ▪ For tribes not interested in participating in tribal collaboratives, seek meetings with individual tribes ▪ Identify tribal representatives who will consistently engage with the Cibola FPR effort. 	<ul style="list-style-type: none"> ▪ Forest Supervisor ▪ District Rangers ▪ Forest Tribal Liaison ▪ Core Planning Team
Private landowners affected by Plan Revision or whose actions may impact future FS management	<p>Use approaches identified for All Stakeholders. In addition:</p> <ul style="list-style-type: none"> ▪ Identify appropriate adjacent/affected landowners ▪ Send letters or e-mails regarding forest plan revision, inviting them to participate in the process ▪ Consider holding meetings or focus groups to discuss existing conditions, issues and concerns, and use of the forest 	<ul style="list-style-type: none"> ▪ District Rangers ▪ Core Planning Team ▪ Forest Supervisor
Congressional	<ul style="list-style-type: none"> ▪ One-on-one meetings with Congressionals and/or their staff to update them on FPR and to request how they wish to be kept informed of issues and status of the FPR process 	<ul style="list-style-type: none"> ▪ Forest Supervisor ▪ District Rangers ▪ Core Planning Team
F.S. Washington Office	<ul style="list-style-type: none"> ▪ Participate in monthly Early Adopter Calls ▪ Complete briefing papers and other materials as needed ▪ Conduct briefings as needed 	<ul style="list-style-type: none"> ▪ Core Planning Team ▪ Forest Supervisor
F.S. Regional Office	<ul style="list-style-type: none"> ▪ Participate in monthly meetings ▪ Complete briefing papers and other materials as needed, submit documents for review ▪ Conduct briefings as needed 	<ul style="list-style-type: none"> ▪ Core Planning Team ▪ Forest Supervisor

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Stakeholder	Approach/Techniques to Engage them in FPR	Responsible Party
Cibola _Staff	<ul style="list-style-type: none"> ▪ Hold meetings for Mountain District staff to explain forest plan revision; the 2012 Planning Rule and what their roles will be; ask for their suggestions/ideas/comments ▪ Provide updates at monthly staff meetings 	<ul style="list-style-type: none"> ▪ Forest Supervisor ▪ District Rangers ▪ Core Planning Team ▪ PAO/Webmaster
Federal land management agencies	<ul style="list-style-type: none"> ▪ Use established channels to involve federal land management agencies in the planning process ▪ Conduct meetings to discuss issues, concerns, management plans consistent with the all lands approach 	<ul style="list-style-type: none"> ▪ Core Planning Team
State land management agencies	<ul style="list-style-type: none"> ▪ Use established channels to involve state land management agencies in the planning process ▪ Conduct meetings to discuss issues, concerns, management plans consistent with the all lands approach 	<ul style="list-style-type: none"> ▪ Core Planning Team
Counties/local governments	<ul style="list-style-type: none"> ▪ Use established channels to involve in the planning process ▪ Request to make presentations at meetings ▪ Conduct meetings to discuss issues, concerns, management plans consistent with the all lands approach 	<ul style="list-style-type: none"> ▪ District Rangers ▪ Forest Supervisor ▪ Core Planning Team
Youth (high school and college age)*	<ul style="list-style-type: none"> ▪ Identify youth organizations which have natural ties with the forest to engage them in FPR. Groups could include: YCC; Boy & Girl Scouts; Talking Talons; 4H; Forestry Camp; Forest Guild ▪ Identify student leadership in Mountain Districts' high schools, community colleges to engage them in FPR ▪ Use forums/listening sessions sponsored by youth groups to discuss existing conditions, use patterns, issues and concerns ▪ Contact Natural Resources teachers to discuss opportunities to include FPR in their lessons ▪ Use web/social media 	<ul style="list-style-type: none"> ▪ District Rangers ▪ Forest Supervisor ▪ Core Planning Team ▪ PAO/Webmaster

* Youth, low income and minority populations were identified in the 2012 Planning Rule as groups that forests should actively engage during forest plan revision.

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Stakeholder	Approach/Techniques to Engage them in FPR	Responsible Party
Low Income Populations*	<ul style="list-style-type: none"> ▪ Identify leaders in district communities to suggest possible approaches ▪ Identify non-profits and social services organizations that provide support to low-income populations ▪ Consider pulling addresses from the forest woodcutting permit database ▪ Identify opportunities and locations to hold listening sessions and discussions about how they use the forest 	<ul style="list-style-type: none"> ▪ Steering Committee ▪ Cibola staff ▪ KTB Decision Resources to support
Minority Populations*	<ul style="list-style-type: none"> ▪ Identify leaders in communities to suggest possible approaches for effective engagement in Cibola FPR ▪ Work with community leadership to identify opportunities, gathering places to hold listening sessions, dialogue and discussions about use of the Forest ▪ Tailor approach to the minority population, e.g. offer bi-lingual discussion groups and provide bi-lingual materials/handouts 	<ul style="list-style-type: none"> ▪ Steering Committee ▪ Cibola staff ▪ KTB Decision Resources to support
F.S. Retirees	<ul style="list-style-type: none"> ▪ Contact the Southwest Amigos ▪ Request to speak at their meetings. The meetings are generally held each month in Albuquerque ▪ Request to have information and/or a link about FPR posted to their website. 	<ul style="list-style-type: none"> ▪ Forest Supervisor ▪ District Rangers ▪ Core Planning Team
Civic Organizations	<ul style="list-style-type: none"> ▪ Identify at least one key civic organization in the districts' communities ▪ Request to speak at their meetings (when appropriate) ▪ Request to add a link to our FPR page on their website 	<ul style="list-style-type: none"> ▪ District Rangers ▪ Forest Supervisor ▪ Core Planning Team ▪ Cibola staff

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Table 1.2: Communication Activity Timeline			
Activity	Target Audience	Dissemination Method	Responsible Party
Prior to Launch			
<p>1. Create FPR informational pieces</p> <ul style="list-style-type: none"> ▪ Overview of FPR flier* ▪ Table/matrix highlighting major differences between the 1982 and the 2012 Planning rules* ▪ FAQs* ▪ FPR process map graphically displaying opportunities for public involvement within a timeline* ▪ Media kit (will include press release; FAQs; information sheet; etc.) ▪ Flier that describes the mountain districts... include: size; maps; special features/activities, veg. types, etc. ▪ Make FPR more dominant on the web <p>*Consider translating these documents into Spanish to more reach minorities</p>	Use as resource information for various contacts/activities	<ul style="list-style-type: none"> ▪ print ▪ e-mail ▪ post on the web 	<ul style="list-style-type: none"> ▪ PAO ▪ Core Planning Team ▪ Forest Tribal Liason

Table 1.2: Communication Activity Timeline			
Activity	Target Audience	Dissemination Method	Responsible Party
At Launch/Early Stages of FPR			
<p>1. Create & send letters announcing FPR and inviting stakeholders to participate</p> <ul style="list-style-type: none"> ▪ Letter should also include public meeting/webinar schedule if possible 	<ul style="list-style-type: none"> ▪ One for general public ▪ One for Tribes ▪ State/federal agencies* ▪ State/local government* ▪ NM Congressional delegation 	<ul style="list-style-type: none"> ▪ Print/mailed ▪ e-mail ▪ Post the general letter on the web 	<ul style="list-style-type: none"> ▪ Core Planning Team ▪ Forest Tribal Liaison ▪ PAO ▪ District Rangers
<p>2. Create & send media releases/ media kits</p>	<ul style="list-style-type: none"> ▪ Selected newspapers, radio & TV stations 	<ul style="list-style-type: none"> ▪ e-mail ▪ post releases on the web 	<ul style="list-style-type: none"> ▪ PAO ▪ Core Planning Team

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At Launch/Early Stages of FPR			
3. Create & post informational displays describing FPR <ul style="list-style-type: none"> This will include some of the informational pieces identified in the pre-launch section 	<ul style="list-style-type: none"> District & SO offices Kiosks Community sites identified by District Rangers & staff 	<ul style="list-style-type: none"> Print web 	<ul style="list-style-type: none"> PAO Core Planning Team District Rangers
4. Host Public Informational Meetings <ul style="list-style-type: none"> Focus on introducing FPR; how public can be involved; etc. Dates & locations determined by Steering Committee 	<ul style="list-style-type: none"> General public and any interested parties 	<ul style="list-style-type: none"> Info to be included in the first letter Send press releases Post on the web/other social media 	<ul style="list-style-type: none"> Steering Committee
5. Host Webinars/Conference call Public meetings <ul style="list-style-type: none"> Focus on introducing FPR; how public can be involved; etc. 	<ul style="list-style-type: none"> General public who may not be able to travel 	<ul style="list-style-type: none"> Info to be included in the first letter Send press releases Post on the web/other social media 	<ul style="list-style-type: none"> Steering Committee
6. Hold employee meetings	<ul style="list-style-type: none"> Cibola employees Volunteers 	<ul style="list-style-type: none"> Initial meeting to be held at time of launch Updates at monthly family meetings 	<ul style="list-style-type: none"> Steering Committee
7. Initiate outreach to federal/ state land management agencies <ul style="list-style-type: none"> Focus on introducing FPR and their roles in the process 	<ul style="list-style-type: none"> Fish & Wildlife BLM National Park Service NM Game & Fish NM Dept. of Forestry 	<ul style="list-style-type: none"> Make phone contact after letter goes out to answer questions Schedule meetings with key employees 	<ul style="list-style-type: none"> Steering Committee

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At Launch/Early Stages of FPR			
8. Initiate outreach to county and local governments <ul style="list-style-type: none"> ▪ Focus on introducing FPR; how local governments can be involved; etc. 	<ul style="list-style-type: none"> ▪ County and local governments within the mountain districts and Albuquerque. 	<ul style="list-style-type: none"> ▪ Make phone contact after letter goes out to answer questions ▪ Request informational meetings with leaders ▪ Request to make presentation at government meetings 	<ul style="list-style-type: none"> ▪ Steering Committee
9. Continue government-to-government consultations with Tribes	<ul style="list-style-type: none"> ▪ Tribes with current or historic ties to the mountain districts 	<ul style="list-style-type: none"> ▪ Phone calls to schedule face-to-face meetings ▪ Hold face-to-face meetings with intertribal representatives or individual tribal governments. 	<ul style="list-style-type: none"> ▪ Forest Supervisor ▪ Forest Tribal Liaison ▪ Core Team
10. Initiate outreach to Land Grant Communities	<ul style="list-style-type: none"> ▪ Land Grant communities 	<ul style="list-style-type: none"> ▪ Make phone contact after letter goes out to answer questions and to request to make presentations at meetings 	<ul style="list-style-type: none"> ▪ Steering Committee
11. Initiate outreach to minorities <ul style="list-style-type: none"> ▪ Contact names/organizations gathered from information gathered by the steering committee ▪ Focus on introducing FPR and how this group can be involved & how they use the forest They may have people who can help translate FPR information 	<ul style="list-style-type: none"> ▪ Minority groups: Hispanic; African Americans; Asians, American Indians ▪ American Indians will be contacted through their tribes 	<ul style="list-style-type: none"> ▪ Make phone contact after letter goes out to answer questions ▪ Request assistance in getting information out ▪ Offer to make presentations to their groups 	<ul style="list-style-type: none"> ▪ Steering Committee

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At Launch/Early Stages of FPR			
<p>12. Initiate outreach to youth</p> <ul style="list-style-type: none"> ▪ Contact names/organizations gathered from information gathered by the steering committee ▪ Focus on introducing FPR and how this group can be involved & how they use the Forest 	<ul style="list-style-type: none"> ▪ Groups could include: YCC; Boy & Girl Scouts; Talking Talons; 4H; Forestry Camp; Forest Guild ▪ Colleges. Initially focus on life science, recreation, cultural and heritage students ; 	<ul style="list-style-type: none"> ▪ Make phone contact after letter goes out to answer questions ▪ Request assistance in getting information out ▪ Offer to make presentations to their groups ▪ Contact high school science/ natural resource teachers to create lesson plans about FPR. (perhaps a college education major can assist) 	<ul style="list-style-type: none"> ▪ Steering Committee
<p>13. Initiate outreach to low-income communities</p> <ul style="list-style-type: none"> ▪ Contact names/organizations gathered from information gathered by the steering committee members ▪ Focus on introducing FPR and how these communities can be involved & how they use the forest 	<ul style="list-style-type: none"> ▪ Many of our counties in the mountain districts have a large population of low-income families, so we may be able to reach them 	<ul style="list-style-type: none"> ▪ Webinars/conference calls may be a good way to reach them ▪ Information posted at high traffic areas in low income communities 	<ul style="list-style-type: none"> ▪ Steering Committee
<p>14. Congressionals</p>	<ul style="list-style-type: none"> ▪ Senator Udall ▪ Senator Heinrich ▪ Rep. Grisham ▪ Rep. Lujan ▪ Rep. Pearce 	<ul style="list-style-type: none"> ▪ Request meetings with the Congressionals or their staff to explain the process and identify some of the issues we'll address 	<ul style="list-style-type: none"> ▪ Forest Supervisor ▪ Support from the Steering Committee

Table 1.2: Communication Activity Timeline			
Activity	Target Audience	Dissemination Method	Responsible Party
Ongoing			
<p>Ongoing communication will be important to ensure the success of FPR.</p> <p>Using social media will be important to keep people involved.</p>	<ul style="list-style-type: none"> ▪ All Stakeholders 	<ul style="list-style-type: none"> ▪ Create a web link called “ask the expert.” This could be as simple as having an e-mail address set up and then posting a document with the questions and answers in it. ▪ Twitter “Tweets” after posting updates on the web ▪ Use Flickr to post pictures that are tied in to issues. For example, for watershed, we could have pictures of watershed areas and perhaps have information about how the forest will address watershed during FPR. 	<ul style="list-style-type: none"> ▪ Steering Committee
<p>The Steering Committee will determine at what stages in the revision process where we need to formally reach out to our stakeholders such as:</p> <ul style="list-style-type: none"> ▪ When resource assessments are completed, including identification of species of conservation concern ▪ Right before the NOI is published ▪ Before the DEIS is published ▪ During the DEIS comment period ▪ Before the FPEIS ▪ After the ROD is signed 	<ul style="list-style-type: none"> ▪ All Stakeholders 	<ul style="list-style-type: none"> ▪ Federal Register Notices ▪ Web postings, email, and traditional mailings ▪ Newspapers of record ▪ Public meetings ▪ Webinars/conference calls ▪ Face-to-face meetings ▪ Media Releases ▪ Newsletters ▪ Social media 	<ul style="list-style-type: none"> ▪ Steering Committee