

2013 USDA Forest Service Region 5 Forest Plan Revision Regional Collaboration & Communication Plan

Dated: 1/10/2013

1) Purpose

The purpose of the Collaboration & Communication Plan is to ensure effective communication to support a collaborative and science-based planning process. Forest Plans will guide management so National Forests are ecologically sustainable and contribute to social and economic sustainability. This Collaboration & Communication Plan concentrates on internal Forest Service communication for the Regional Office and the Inyo, Sierra, and Sequoia National Forests and externally with stakeholders interested in Regional activities.

2) About this Plan

After analyzing issues and concerns regarding Forest Plan revision and ideas for effective communication, the Center for Collaborative Policy, Sacramento State University, in cooperation with the Regional Office Planning staff developed the initial Collaboration & Communication Plan. The Regional Office Planning staff and the Center then refined the Collaboration & Communication Plan with the Steering Committee and Regional Office staff and the core planning team. The planning milestones and activities schedule will change each year to reflect the needs of the Forest Service to achieve the purpose stated above.

3) Defining Collaboration for Forest Plan Revision

The goal of each National Forest's plan revision process is to develop a forest plan that is responsive to those who are affected by or have an interest in the management of the national forests, consistent with legal mandates. **The Planning Rule requires each National Forest to provide meaningful opportunities for public participation throughout the plan revision process (36 CFR § 219.4). The Planning Rule defines a collaborative process as a structured manner in which a collection of people with diverse interests share knowledge, ideas, and resources while working together in an inclusive and cooperative manner toward a common purpose (36 CFR § 219.19).**

As part of a collaborative process, the Regional Office and National Forests will engage people who participate in the plan revision process ("participants") through a spectrum of public participation methods. The Forest will determine which methods are the most appropriate depending on the phase of planning, work product being developed, budget, and staff capacity. Public participation methods identified in the Planning Rule include informing, consulting, involving, and collaborating, as described here:

- Informing – Providing participants and the general public with balanced and objective information, and assist them in understanding work products prepared as part of the planning process.

- Consulting – Obtaining participants’ feedback on draft work products at various points in the planning process.
- Involving – Working directly with participants to ensure that their concerns and aspirations are consistently understood and considered in the development of work products.
- Collaborating – Working directly with participants in preparing to make decisions at various points within the planning process, including (but not limited to) the development of alternatives and the identification of a preferred alternative. The Forest will create opportunities for dialogue to explore different perspectives, balance a variety of needs, and identify areas of common ground that can inform draft work products

Work products may include, for example, information on legal and regulatory requirements and the planning process; lists of available scientific information; summaries of trends in forest conditions and drivers of forest change; and alternatives for analysis.

4) Planning Milestones

2012	Complete the Science Synthesis for Region 5 of the Forest Service
Fall 2012	Develop Collaboration & Communication Plans Fall 2012: Develop Collaboration & Communication Plan Jan-Feb: Vet Collaboration & Communication Plan, provide overview of plan revision process, and solicit input on additional references and characterization of current conditions for the Bioregional Assessment
2012-2013	Develop the Bioregional Assessment & 3 National Forests Assessment
2013-2015	Develop the Forest Plan and Conduct the Environmental Analysis Timeline to be Announced 2013-2014: Initiate scoping process Develop and vet <i>Need for Change, Desired Conditions, Alternatives</i> 2014: Conduct environmental analysis and issue draft EIS 2015: Analyze comments and finalize EIS

5) Audiences/Constituencies and Effective Communication Tools

	Effective Tools to Communicate with Audience	Role in Communication Outreach
Internal		
Regional Office Planning Staff	N/A	Responsible for implementing communication and outreach associated with planning
Regional Forester & Deputy Regional Foresters	Briefings & Talking Points	Provide information to leaders in California and in the Forest Service in the Washington Office and Region 5
Regional Office Directors	Monthly Directors' Meeting Email Updates Blogs	Communicate priorities to staff
Forest Supervisors	Steering Committee Meetings Emails as Needed	Communicating overall approach to National Forest staff and public stakeholders
Regional Office Staff – Engaged in Forest Plan Revision	Meetings & Webinars Team Leaders' Meetings Sierra Cascades Dialog Blogs	Communicating overall approach through Forest Supervisor to National Forests staff and to public stakeholders
National Forest Staff – Engaged in Forest Plan Revision	Meetings & Webinars Sierra Cascades Dialog Blogs Standing Meetings: Monthly Public Affairs Officer Calls	Communicating overall approach to National Forest staff and to public stakeholders
Regional Office Staff – Not directly involved in Forest Plan Revision	Video Podcast Web Sites Milestone Emails Print Posters Brown Bags	
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External		
R5 Stakeholder Forum: Stakeholders Interested in national and Region 5 issues. Also, stakeholders interested in more than 1 National Forest. The R5 Stakeholder Forum includes national forest stakeholders.	Video Podcast Email Updates Web Sites Webinars Informational Workshops Sierra Cascades Dialog Briefings Blogs	Sharing information with constituents and colleagues
Local Elected Officials	In-Person Meetings RCRC Meetings	Board of Supervisors' meetings provide a public meeting venue
State Agencies Leadership Staff	Biodiversity Council Meetings Sierra Nevada Community & Forest Initiative Coordinating Council Briefings Web Sites Email Updates Sierra Cascades Dialog	

6) Communication Strategies and Tools

Message Development

Regional Office planning staff and National Forest staff working on plan revision will develop messages, as a group, at each key milestone. This will ensure that everyone agrees on the key messages at each milestone. Also, each National Forest can then tailor those messages for its stakeholder community.

Information Sharing

Our Forest Place and Region 5 Web Site: Use the Forest Service **wiki website** as a clearinghouse for all the information and materials associated with the Forest's plan revision process.

Video Podcast

Email

Internal: Create email distribution lists for the different groups.

External: Develop and maintain an **interested parties' email distribution list**.

Blogs

Print Posters

Talking Points for Regional Forester and Deputy Regional Forester

Webinars and Informational Workshops

Discussion and Feedback

Sierra Cascades Dialog: The Dialog is useful in early phases of product development when in the information gathering and exploratory phase for topics that merit region-wide discussion.

Workshops and Webinars: These are particularly useful for sharing and explaining products or seeking focused, specific feedback.

Briefings / Focus Group Meetings

Internal

- Monthly Regional Leadership Team Meetings
- Monthly Public Affairs Officer Calls

External

- Elected Officials: Coordinate with National Forests on outreach to Supervisors and other Elected Officials
- RCRC Meetings to reach County Supervisors:
- State Agencies
- State Elected Officials

Regional Office Brown Bags

Graphic Brochure / Fact Sheets

7) Timeline / Schedule of Activities

Quick Overview

	2012	2013			
	12/1	1/10	3/1	5/1	9/1
Web Site	X	X	X	X	X
Video Podcast	X				X
Email Update	X	X	X	X	X
Blog					
Print Poster		X			X
Talking Points	X	X	X		X
Press Release				X	
Dialog		X			
Meetings Internal	X	X	X		X
Meetings External	X			X	X
Webinar		X	X	X	X

Communication by Milestone

Date	Milestone /Audience	Tool	Message
Assessment Process Underway			
12/15	All	Our Forest Place R5 Web Site National Forests tailor and share info with stakeholders	Timeline and overview of all assessment activities. Update on Science Synthesis
12/15	Internal <u>All Staff</u>	Email – Fact Sheet Format Print Posters	Timeline and overview of all assessment activities Update on Science Synthesis
12/15	Regional Forester & Deputy RF –	Brief and Provide Talking Points for them to use during meetings	Timeline and Overview
Done: Nov.	FS Leadership	RLT Update PAO Call Update	Timeline and Overview Priorities for Staff Role and update on Regional Planning Team Plans for next milestone
Nov / Dec / Jan	External Briefings	RCRC State Agencies National Forests—Meet with Local Elected	Timeline and Process Overview: Assessments Solicit Feedback Announce Workshops at Early Adopters Explain role and purpose of Science Synthesis

Date	Milestone /Audience	Tool	Message
Jan	Bioregional Assessment Underway: Reference Materials Posted Science Synthesis Available & RO Collab & Comm. Plan		
Jan 11	All Audiences	1/11: Notice in Federal Register Press Release Our Forest Place R5 Web Site (link to Our Forest Place)	References posted and available for comment Collaboration & Communication Plans available—process for feedback & refinement Link to all upcoming public workshops: forests, webinars, Dialog
		National Forests tailor info for Forest stakeholder audience	References posted and available for comment Offer opportunity for feedback on Collaboration & Communication Plan
12/15	Internal	PAO Call Update	Timeline and Overview Priorities for Staff Role and update on Regional Planning Team
12/15	Internal	RLT Update	Timeline and Overview Priorities for Staff Role and update on Regional Planning Team
	Internal – All Staff External -- All	Email – Fact Sheet Format	References posted and available for comment Collaboration & Communication Plans available – process for feedback & refinement Links to all upcoming meetings
Jan 24-25 2013	External & Internal	Sierra Cascades Dialog	Science Synthesis Bioregional Assessment Overview and Conditions & Citations
		??Webinar ?? In-person workshop in Bakersfield	Science Synthesis
March	Draft Topic Papers--Bioregional Assessment		
3/4	External & Internal	Our Forest Place Publish workshop dates	All materials posted Announce all workshop dates: date, time,

Date	Milestone /Audience	Tool	Message
		Press Release	location & purpose
	Internal	RLT Update PAO Call Update	
	Regional Forester & Deputy RF	Brief and Provide Talking Points for them to use during meetings	
March 4-22	External-Region-Wide & National Stakeholders	Webinar Public Workshops in Sacramento & Bakersfield & Clovis?	
April	Final Topic Papers Bioregional Section AND Draft Bioregional Assessment Report		
April 8	All	Our Forest Place Email	Post Final Topic Papers Purpose of Topic Paper Schedule of activities What's the next step
April 1	Internal	RLT Update PAO Call Update	
April 8	Regional Forester & Deputy RFs	Regional Forester & Deputy RF – Brief and Provide Talking Points for them to use during meetings	
May 20	All	Our Forest Place Email	Draft Bioregional Assessment Report
May 20-31	External: Regional & National	Webinar on Topic Papers Workshops	Draft Bioregional Assessment Report
	External Briefings	RCRC State Agencies National Forests—Meet with Local Elected	
July	Final Bioregional Assessment Report		
7/15		Our Forest Place R5 Web Site Email Announcements Blogs	Announce Assessment Report Next Steps – Forest Plan Revision

Date	Milestone /Audience	Tool	Message
		Video Podcast Press Release	
	Internal	RLT Update PAO Call Update	
	Regional Forester & Deputy RF	Brief and Provide Talking Points for them to use during meetings	
	External	Webinar Public Information Workshop: Sacramento and Bakersfield	
Dec 31	Three Forest Assessments Reports Final		
		Our Forest Place R5 Web Site Email Announcements Blogs Video Podcast Press Release	
	Regional Forester & Deputy RF	Brief and Provide Talking Points for them to use during meetings	
	Internal	Debrief and Process Evaluation	

8) Decision Making

The Regional Planning Director is the project sponsor and responsible for overall leadership and management of the revision process as well as direction and policy development for forest plan revision.

The Forest Supervisor is the responsible official for developing the forest plans.

9) Working Together: Agreements & Guidelines for Participating in Meetings

Use Common Conversational Courtesy

All Ideas and Points of View Have Value: All ideas have value in this setting. The goal is to achieve understanding. Simply listen, you do not have to agree. If you hear something you do not agree with or you think is "silly" or "wrong," please remember that the purpose of the workshop is to share ideas.

Be Honest, Fair, and as Candid as Possible: Help others understand you and work to understand others.

Avoid Editorials: It will be tempting to analyze the motives of others or offer editorial comments. Please talk about YOUR ideas and thoughts. Avoid commenting on why you believe another participant thinks something.

Honor Time: People's time is precious; treat it with respect.

Think Innovatively and Welcome New Ideas: Creative thinking and problem solving are essential to success. "Climb out of the box" and attempt to think about the problem in a new way.

Invite Humor and Good Will

Be Comfortable: Please feel help yourself to refreshments or take personal breaks. If you have other needs, please inform the meeting organizer.