Maryland Forestry Boards

Forest Landowner Outreach Training
June 29, 2018
Accelerate Forest Protection & Stewardship through Landowner Outreach

- Engage private forest landowners
- Develop locally tailored outreach plans
- Equip Boards with tools for forest planning, fundraising, rural economic growth
- Maintain and restore more forest acres in MD
Maryland Forests

- Historically 90% forested, now 40% forested – 2.47 million acres
- 72% in private ownership
- Forest growth outpaces removal 2:1
- Parcelization: smaller parcels = less forest management

Source: MD FAP 2015
Maryland Forest Economics

• $4 Billion industry in MD
• 4th largest sector in the State
• 5,000 – 30,000 jobs, $248 million in wages
• Wood products generate 8% of state tax receipts
Maryland Forest Owners

• 175,000+ forest landowners and rising

• 8 in 10 own fewer than 10 acres

• Population to expand to 6.8 million by 2040
Tools for Engaging Landowners Effectively (TELE)

• Targeted Marketing for more effective outreach

• Marketing = Education + Motivation to Act

• TELE works because people are different and respond to different products and messages
“Worms? Look, pal, if you want to catch a shark, you need to use the right lure.”
National Woodland Owner Survey

• 16 Reasons for Ownership

• 15 Landowner Concerns

• 11 Past and Future Forest Activities

• 6 Management Activities
Maryland Forest Values

1. Wildlife
2. Beauty
3. Privacy
4. Nature
5. Water
6. Legacy
7. Family
8. Investment
9. Recreation
10. Hunting
11. Firewood
12. Timber
Maryland Forest Owner Concerns

1. Property Taxes
2. Trespassing
3. Vandalism
4. Keeping land intact
5. Insects/diseases
6. Water pollution
7. Wildfire
8. Invasive Plants
9. Nearby Development
10. Storms
11. Off-Road Vehicles
12. Air Pollution
13. Drought
14. Climate Change
15. Animal Damage
TELE Landowner Types

- Woodland Retreat – protecting nature (40%)
- Working the Land – lifestyle & income (30%)
- Supplemental Income - financial (8%)
- Uninvolved – typically absentee (22%)
Tools for Engaging Landowners Effectively (TELE)

• Prime Prospects: Have a Stewardship mindset, but are not engaged in managing their forests.

• 66% of landowners nationwide are Prime Prospects

• 82% of landowners in Maryland are Prime Prospects
Six Steps to Effective Communication

1. Set your Objective
2. Choose an Audience Segment
3. Develop an Audience Profile
4. Develop Your Message
5. Choose Channels and Materials
6. Implement, Evaluate, Adapt
1. Set Your Objective

• What do you want landowners to do after receiving your message?

• Ladder of Engagement
  - Attend a meeting
  - Talk to a Forester
  - Develop Forest Plan
  - Apply for Cost-Share
  - Host Woods Forum
2. Choose an Audience Segment

• Use one of the four TELE segments
  – Woodland Retreat
  – Working the Land
  – Supplemental Income
  – Uninvolved

• Other considerations
  – Landowners whose lands have the highest conservation values
  – Landowners furthest along engagement ladder toward desired actions
  – Landowners with strong stewardship mindset
3. Develop an Audience Profile

What’s Important to Them?

What do they know and believe about the desired action?

What do they do? How do they spend their time?

What gets their attention?
4. Develop Your Message

How will you convince your audience to take action?

Core Content – Main action, attention getter

Supplemental Content – added benefits, proof points

Personality – style & tone to evoke emotion
5. Choose Channels and Materials

• How will you reach members of your target audience?

• Think local

• Repeat (and do it again)

• Timing is important

• Partner strategically
6. Implement, Evaluate, Adapt

- Are you reaching members of your target audience and are they taking the desired action? What can you do better?
- Process Measures
- Outcome Measures
- Impact Measures
Potential Measures

• Goal: Forestry Boards reach more of the expanding private forest ownership of Maryland

• Process Measure = number of forest landowners reached as a % of total forest landowners

• Outcome Measure = number of forest stewardship plans developed increases over time.

• Impact Measure = number of acres of forest protected and managed as forest increases over time.
TELE Materials

• TELE Workbook

• TELE Factsheets on Regions and States

• TELE Case Studies

www.engaginglandowners.org
What Works

• Peer to Peer (with professionals as needed)
• Know the area and culture
• Develop communication plan
• Message matters – audience segmentation
• Examples and Data
• Bring Food to meetings!
GreenPrint

Targeted Ecological Areas
Lands and watersheds of high ecological value that have been identified as conservation priorities by the Maryland Department of Natural Resources.

Maryland

How many acres have been identified as Targeted Ecological Areas, and how much is protected?

Since 2007, which state conservation programs are protecting the Targeted Ecological Areas?

Protected and Unprotected Targeted Ecological Areas

2007-2008 Land Conservation In and Out of Targeted Ecological Areas

Martin O’Malley
Governor
Anthony G. Brown
Lt. Governor
Locally Defined Green Infrastructure

Howard County

Prince George’s County
Figure 1: Priority areas to address forest fragmentation and risk of development
Regional Context

• Chesapeake Bay – Forests for the Bay
• Central Appalachians – Highlands Action Program
• Delmarva Peninsula – Conservation Network
• Shortleaf Pine Initiative – 22 states
• Greater Baltimore Wilderness – Green Infrastructure Vision
Shortleaf Pine
Greater Baltimore Wilderness

Resilient Strategy Opportunities:
- Protect Natural Resources
- Enhance and Restore Tree Canopy
- Implement Multi-Benefit Green Stormwater Infrastructure
- Implement Multi-Benefit Green Stormwater Infrastructure - Baltimore
- Protect Critical Infrastructure
- Defend the Coast: Preservation
- Defend the Coast: Restoration
- Defend the Coast: Enhancement

Reference maps:
- Boundaries and roads
  - Municipal boundaries
  - Protected lands
Strategic Opportunism

Aligning Landowner Outreach with High Priority Forest Blocks
Training Discussion
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