



Photo by Doug Davidovich

Communications Assessment for the East Cascades Oak Partnership

Prepared for Columbia Land Trust
by Pitchfork Communications & Scheinberg Consulting
December 2018

TABLE OF CONTENTS

BACKGROUND	3
I. RESEARCH METHODOLOGY	4
A. Assessment Strategy.....	4
B. Scope.....	5
II. KEY FINDINGS/RECOMMENDATIONS	7
A. What benefits or values do stakeholders perceive oak woodlands provide? Are there ways that conserving oak woodlands habitat might support stakeholders’ personal or professional goals?.....	7
B. What organizations and sources do stakeholders deem credible for providing guidance on land management decisions, and for managing oak habitat systems specifically?	15
C. Which organizations and sources do stakeholders not trust? Why?	17
D. What media sources do people consume?.....	17
E. What forms of communication are the most and least effective? Why?.....	19
F. DO’s: What language, actions and tactics invite people to learn about and engage in conservation?.....	21
G. DON’Ts: What language, actions and tactics are important to avoid and why?	25
III. OBSTACLES TO OVERCOME	30
IV. APPENDIX	34
References.....	34
Survey Results.....	36

BACKGROUND

A communications assessment provides a factual basis for developing communications objectives, including what communications messages and tactics should be used when, and how those messages should be tailored to best reach and influence different stakeholder groups.

A communications assessment involves several steps to gather qualitative and quantitative data in order to evaluate and make recommendations on what is needed for communicators to get their work done effectively and efficiently, such as language, tactics and techniques.

In November 2018, Columbia Land Trust hired Pitchfork Communications and Scheinberg Consulting to conduct a communications assessment for the East Cascades Oak Partnership (ECOP). The purpose of this work is to understand the communication styles, preferences, and values of the specific stakeholder groups that ECOP might be engaging with when implementing its strategic plan.

How to Read This Assessment

This assessment is organized into four sections:

- I. Research Methodology
- II. Key Findings/Recommendations
- III. Obstacles to Overcome
- IV. Appendix

The Research Methodology section describes how we approached this assessment, including who we reached out to, what we asked and the research methods we used. The Key Findings/Recommendations section contains our high-level conclusions for each of the main questions as well as backup from our qualitative (e.g., interview and listening session quotes) and quantitative research (survey results). It also contains key findings from a selection of relevant national polls and reports. Because ECOP is currently in the process of conducting strategic planning, and the conservation strategies around which the partnership will build messaging have not yet been identified, our recommendations are overarching. Where relevant, we highlight recommendations that pertain to specific stakeholder groups. Otherwise, recommendations are meant to provide global context and guidance.

The Obstacles to Overcome section is a reminder of some of the external factors and perceptions that will likely impact ECOP's ability to communicate its messages to certain stakeholder groups. This section could be useful in the context of ECOP's emerging strategic plan and the evaluation of strategies and tactics. The Appendix includes a list of national communications research and polls referenced in this assessment. Many of these reports include great tools for developing value-based communications. The Appendix also includes the online survey results.

I. RESEARCH METHODOLOGY

A. Assessment Strategy

For this assessment, we set out to answer the following questions:

- a. What benefits or values do stakeholders perceive oak woodlands provide? Are there ways that conserving oak woodlands habitat might support stakeholders' personal or professional goals?
- b. What organizations and sources do stakeholders deem credible for providing guidance on land management decisions, and for managing oak habitat systems specifically?
- c. What organizations and sources do stakeholders not trust and why?
- d. What media sources do people consume?
- e. What forms of communication are the most and least effective? Why?
- f. DO's: What language, actions and tactics invite people to learn about and engage in conservation?
- g. DON'Ts: What language, actions and tactics are important to avoid and why?
- h. What are some things we can learn from other organizations working regionally and nationally to engage landowners in oak woodlands conservation, or conservation of natural areas in general?
- i. What can we learn from other communications research or polling that relates to ECOP's targeted stakeholder groups?

Our research process involved several steps, which are outlined under Scope on the next page. In each of these steps, we set out to answer the above questions for the following groups:

- a. Vineyards/orchardists/farmers
- b. Rural residential development/private landowners
- c. Small timber lot owners
- d. Large-scale timber lot owners
- e. Incompatible grazing/ranchers
- f. Fire policy and management
- g. Energy development
- h. Recreation



B. Scope

We carried out the following activities, which informed the assessment:

- a. Conducted nine interviews between November 29, 2018, and December 21, 2018, with key stakeholders from the eastern Columbia River Gorge, from both Oregon and Washington. Two of the people we interviewed were partners of ECOP. Interviewees included:
 - 2 orchardists
 - 2 timber lot owners
 - 1 rancher
 - 1 public agency forester
 - 1 public agency wildlife area manager
 - 1 conservation district employee
 - 1 private landowner

Note: We did not interview anyone from the energy industry. It's possible that this stakeholder group could provide a unique perspective, and we advise reaching out to them if the goals or strategies of the strategic plan intersect with the energy sector.

Note: We interviewed a few small timber lot owners, but we did not interview anyone who owns or manages a large-scale commercial forestry operation. In our research these two groups emerged as having distinct perspectives. Because commercial tree operations control some of the largest tracts of land, we advise reaching out to them to learn about their values, needs and communications preferences in the future.

Additionally, it's important to note that many of the individuals we interviewed fall into multiple stakeholder categories. For example, an individual might be an orchardist who also owns a small timber lot and/or runs cattle.

- b. Conducted three interviews with oak woodland preservation coalitions in Oregon that have successfully engaged a diverse population of landowners in oak woodlands conservation. They included: Willamette Partnership (Portland), Greenbelt Land Trust (Corvallis), and Yamhill Soil & Water Conservation District (McMinnville).

- c. Conducted an in-person listening session exercise at ECOP's meeting in Hood River on Dec. 4, 2018. More than 30 people participated in the exercise. They included ECOP partners in addition to several members of the general public. In this session we sought to draw on the wisdom of the group, which collectively has extensive experience working with many of the targeted stakeholder groups.

We sought input on two areas:

Communication "DO's"

We asked: Based on your experience communicating with stakeholders, what specific messages do you feel resonate the most when introducing conservation-oriented management strategies, and specifically in encouraging the preservation of oak woodlands? What language, tactics and communications approaches have you found to be most effective?

Communication "DON'Ts"

We asked: Based on your experience communicating with stakeholders, what specific messages do you feel are off-putting when introducing conservation management strategies, and specifically in encouraging the preservation of oak woodlands? What language, tactics and communications approaches are ineffective and should be avoided?

This listening session helped inform the list of DO's and DON'Ts that is incorporated in the Key Findings/ Recommendations section of this report.

- d. Analyzed the data collected by a survey sent out by Columbia Land Trust between December 12, 2018, and December 23, 2018. The survey was sent to the community at large via ECOP partners, and 167 people completed it.

Notes about survey: The goal of the survey was to offer a large enough sampling of stakeholders to provide a good representation of the target audiences. However, a large number of survey respondents (38%) self identified as "private landowners" and as "tourism/recreation" (33%). Only 7% of people identified as "orchardists," 6% identified as "farmers," 4% identified as "ranchers" and 0% identified as vintners/grape growers. Therefore, the survey results might more accurately be interpreted as a reflection of the views of landowners who are not engaged in traditional agricultural pursuits (i.e., orchardists, timber lot owners, ranchers). This is further reinforced by the fact that a statistically large number of respondents said they read the High Country News, which is considered a conservation-oriented journal with a more liberal bent. It was impossible to distinguish between ECOP partners (friendlies) and stakeholders because the same survey link went to all respondents (rather than one unique link for each group). However, 77% of respondents indicated they had not attended an ECOP meeting prior to completing the survey. People were given the opportunity to select more than one primary identifier. Therefore, it's also hard to distinguish which of the primary stakeholder groups each respondent most identified with. See the Appendix for complete survey findings.

- e. Reviewed and evaluated a sampling of the communications methods of select members of the partnership and/or trusted resources. The results are incorporated into the Key Findings/ Recommendations section of this assessment.
- f. Reviewed existing strategic planning materials, including the findings of stakeholder interviews conducted previously in 2018 by ECOP volunteers.
- g. Reviewed findings from relevant national polls and communications research to determine if our findings were consistent with others' conclusions; and to provide additional guidance about communications best practices with the targeted stakeholder groups. The national communications research and polls referenced in this assessment are listed in the Appendix under Resources.

II. KEY FINDINGS/ RECOMMENDATIONS

In this section, we share the themes and concepts that have come to the forefront in our research—ideas that consistently emerge in the stakeholder interviews, ECOP partner listening session, online



A. What benefits or values do stakeholders perceive oak woodlands provide? Are there ways that conserving oak woodlands habitat might support stakeholders' personal or professional goals?

Four overarching themes come up repeatedly when people are asked what they value about oak woodlands: **scenic beauty/leaving a legacy**, **wildlife**, **fire resistance** and **outdoor recreation**. For a more complete overview of perspectives on the value of oak woodlands, see Table 1, Varying Stakeholder Perspectives on the Value of Oak Woodlands, on page 14.

Scenic Beauty/Leaving a Legacy/Pride of Place

The concepts of scenic beauty, leaving a legacy for future generations, and pride of place appear to resonate across multiple stakeholder groups. This is reflected in the survey, in which people were asked to select three benefits or values of oak woodlands from a list, and 54% chose “beautiful scenery.”

Individuals interviewed who are associated with traditional forms of agriculture and multi-generational farms also seem to connect deeply with the concept of stewardship and continuing a legacy, reflecting a desire to propel their cherished way of life into the future.

“I like my place looking nice, like a park.”

– Timber lot owner (interview)

“From an early age, it got drilled into my brothers, sisters and I that there are certain things that we need to protect, and [certain things] that are important. And we have to take care of those. We have a family mission with this place.”

– Rancher (interview)

“People love living in Oregon because of the nature and beauty of it. Oak prairie is part of that beauty. [Some landowners] want their kids to experience what they’ve experienced ... ancient, 300-year-old oaks are unique.”

– External oak woodland preservation coalition (interview)

“I believe man was put on earth to make things better and make things productive. ... We are here to be good stewards of the ground.”

– Timber lot owner (interview)

Reinforced by findings from national research:

Protecting “our quality of life” is one of the few non-water-related goals that breaks into the top tier as a priority (70% of American voters regard this as very important).

Often, we see that conserving the resources that traditional livelihoods rely upon helps to convey way of life.

More specifically, retaining a rural way of life often connects in many types of communities. Conserving “working farms and ranches” continues to be deemed an important goal for conservation (59% very important overall; 68% among rural residents).

“Future generations” resonates with rural, conservative voters, as does images of children in the outdoors. It also tends to resonate more with some key audiences such as sportsmen and conservatives, especially when we use language that evokes passing on “outdoor traditions” to the next generation.

– Excerpted from *The Language of Conservation* (2018), The Nature Conservancy

Wildlife

One of the dominant themes that emerges in the research (with the greatest repetition and strongest emphasis) is wildlife and the concept of preserving land that supports wildlife. The stakeholders we interviewed repeatedly talk about the role that oak woodlands play in attracting wildlife, especially large game species, either for hunting or for viewing. Some agricultural landowners say that merely knowing that wildlife is present is satisfying to them. While game species (deer, elk, bear, quail, turkey, etc.) are mentioned most frequently, two orchardists interviewed mentioned the positive role oak woodlands play in attracting beneficial insects.

The value oak woodlands play in sustaining viable wildlife populations was reinforced in the listening session, where many ECOP partners described the stakeholder groups they work with as valuing oaks because they attract wildlife and birds, and provide natural landscapes and open spaces. This value is reinforced in the survey, in which people were asked to select three benefits or values of oak woodlands from a list, and 69% of respondents selected “habitat for beneficial insects and wildlife.”

“Oaks are the single-most valuable tree for wildlife.”

– Recreation/stewardship coordinator (interview)

“Find out if landowner is interested in any particular taxa or species (i.e., turkeys) and relate the benefits oaks provide (acorn, cavity nests).”

– Unnamed 6 (listening session)

“Oak woodlands provide critical habitat for huntable wildlife species.”

– Orchardist (interview)

“Orchardists love to hunt. Many drop everything in October.”

– Orchardist (interview)

“The benefit that wildlife get is huge. One of the reasons that the large elk herd stays here is that acorns is one of the main parts of their diet.”

– Rancher (interview)

“People are lined up as far as the eye can see to hunt turkeys on my land.”

– Timber lot owner (interview)

“Too much wildlife in the orchards is a problem, so anything that draws wildlife to other areas is good.”

– Orchardist (interview)



Reinforced by findings from national research:

Wildlife, including pollinators, is a key message among a vast majority of American voters.

At the state or national level, more often than not, what voters enjoy or appreciate about their location involves something about the land, wildlife or natural setting.

Nearly two-thirds of American voters (65%) say that “protecting wildlife habitat” should be a very important goal of conservation efforts. Concern has been increasing about “loss of habitat for fish and wildlife” as the economy has rebounded and pace of development increased (50% now say it is an “extremely” or “very serious” problem, up from 34% in 2012).

Voters are increasingly aware of and concerned about pollinators, adding a new element to their concern about wildlife. Again, nearly two-thirds (65%) say that helping to “conserve habitat for disappearing pollinators like bees and monarch butterflies” is a very important goal for a conservation effort.

– Excerpted from *The Language of Conservation* (2018), The Nature Conservancy



Fire Resistance

Many landowners interviewed, in addition to ECOP partners who participated in the listening session exercise, comment on the important role that oak woodlands play in resisting forest fires. This value is also reinforced in the survey, in which 28% of respondents selected “fire adapted plant community” as one of their top three reasons for valuing oak woodlands. As wildfires become more prevalent in the eastern Gorge, this will likely remain an important value of oak woodlands in people’s minds. It is important, however, that the creation of defensible space itself may lead to habitat destruction if not carried out in an ecologically sensitive manner.

“Oaks have tenacity. They are very fire resistant. I worked with the Fire Wise program to thin 13 acres on my property, preserving larger oaks.”

– Private landowner (interview)

“Oak woodlands are resistant to fire, making them critical with the increase in fires and climate change in the future.”

– Public agency wildlife area manager (interview)

“Oaks are much less fire-prone, less liable to burn or carry wildfire than pines or firs.”

– Unnamed 6 (listening session)

“We need to clean brush up so that if we have a fire we’d have half a chance.”

– Timber lot owner (interview)

“Creating fire resistance is the primary motivator for most people in thinking about how to manage their land.”

– Public agency forester (interview)



Outdoor Recreation

Many conclusions in this assessment apply broadly to most of the stakeholder groups we investigated. However, there are a few areas where stakeholder groups seem to differ in their viewpoints, and one of them is in the value placed on recreation. To some degree that difference can be understood based on how that term is defined.

In the survey, a sizable percentage (39%) of respondents chose “recreation: hiking/biking” as a feature of life they value about living, working and playing in the Gorge. However, “recreation” as described as hiking/biking did not show up as an important value in the interviews, which had high representation from timber lot owners, orchardists and ranchers. Nor did it come up in the listening session exercise, where ECOP partners discussed the issues and messages that resonate most with traditional agricultural stakeholder groups. Instead, as discussed in the above Wildlife section, the more traditional outdoor recreational pursuits such as hunting and fishing are repeatedly mentioned as resonant issues. One can imply, therefore, that how recreation is defined impacts whether it’s named as an important value, and by which stakeholder group.

Reinforced by findings from national research:

Outdoor recreation, while not a resonant message with general audiences, is resonant for sportsmen.

– Excerpted from *The Language of Conservation* (2018), The Nature Conservancy

Voters of all political stripes view themselves as outdoor recreationists. A majority of voters in every state view outdoor recreation as very important.

– Excerpted from *Conservation in the West Poll* (2018), Weigel, Metz/Fairbank, Maslin, Maullin

Water

While water did not emerge as a theme in the interviews or survey (5% selected “clean water” as a top reason for living, working or playing in the Columbia River Gorge), it came up predominantly in national research as an issue that influences people’s views about land management and natural resource protection. It’s very possible that people are not making a connection between the oak woodlands on their property and the role it plays in retaining moisture and filtering pollutants. The question asked in the survey could be interpreted many ways, including that people don’t perceive the water in the Gorge to be “clean”, don’t associate the term “clean water” with adequate water supplies, or ranked “scenic beauty” as a higher value thinking it encompasses water as well as land. A more detailed survey could reveal that water is an important value. We feel, therefore, it is important to share findings from national research.

Reinforced by findings from national research:

Water should always be communicated as the primary element or impact of a project. Ensuring reliable supplies of clean water cannot be stressed enough as a primary rationale for conservation. When asked what they think of when they hear the phrase “the environment,” more voters point to “water” than anything else. Voters prioritize water as a critical reason to engage in conservation, no matter how it is expressed. Vast majorities of those polled see it as “very important” to ...

- *Protect our drinking water quality (87%);*
- *Protect oceans and the fish that live in them (73%);*
- *Protect lakes, rivers and streams (72%);*
- *Prevent pesticides and fertilizers from running off farmland and into rivers and streams (68%); and*
- *Act as natural filters for air and help keep pollutants out of drinking water, fish and other foods (67%).*

The fact that “drinking water” is highest is consistent in nearly all our research. Protecting “drinking water” implies a connection to public health which resonates on a deeper level with voters than any other formulation. In addition, the most compelling rationale for investment in conservation out of the 16 that we tested also evokes drinking water.

Another element of this message has been affirmed by our research time and time again. We have found a clear understanding that land—be it forests, wetlands, or any natural areas—helps to filter out pollutants from water. In past research we have found widespread agreement that “protecting land around rivers, lakes, and streams, will keep pollution from flowing into these waters and prevent it from eventually contaminating our drinking water.” Concern about water...has increased substantially in the last six years. Today, 64 percent say that “pollution of rivers, lakes and streams” is an extremely or very serious problem, up from 41 percent in 2012.

– Excerpted from *The Language of Conservation* (2018), The Nature Conservancy

In the most recent Conservation of the West Poll (2018), 50% of respondents said inadequate water supply is an extremely or very serious problem—a 10% increase over the last Conservation of the West poll in 2011—showing that it’s an issue of increasing concern to many people.

Oaks occur in riparian areas and in dry uplands. ECOP might work to better understand oaks’ relationship with water and develop communications messages accordingly.

Table 1: Varying Stakeholder Perspectives on the Value of Oak Woodlands

This table provides an overview of our findings from stakeholder interviews, the listening session with ECOP partners, and the online survey results (sent to the community at large). We did not interview anyone from the large-scale timber or energy development sectors, nor did anyone in the listening exercise or survey identify as members of those industries.

	Recreation/Tourism	Rural Residential Development	Vineyards/Orchardists/Farmers	Small Timber Lot Owners	Large-Scale Timber	Incompat. Grazing/Ranchers	Fire Policy/Mgmt.	Energy Dev.
Outdoor recreation (hiking, biking, etc.)	X	X			N/A			N/A
Scenic beauty/leaving a legacy	X	X	X	X	N/A	X		N/A
Attract wildlife (for hunting, viewing, etc.)	X	X	X	X	N/A	X		N/A
Fire resilience	X	X	X	X	N/A	X	X	N/A
Attracting beneficial insects		X	X		N/A		X	N/A
Buffer (dust, wind, privacy, etc.)		X	X	X	N/A	X		N/A
Soil integrity			X	X	N/A			N/A



B. What organizations and sources do stakeholders deem credible for providing guidance on land management decisions, and for managing oak habitat systems specifically?

In the survey, in which people were asked where they go for information related to their primary interactions with oak woodlands, 44% selected “workshops/trainings/conferences,” 42% selected “work colleagues and peers,” 39% selected “conservation districts,” 35% “selected family, friends and neighbors,” and 14% selected “extension service.”

In interviews, people were asked to name specific sources that they turn to for management guidance. Certain organizations came up repeatedly and with special emphasis in these conversations. The organizations mentioned with the most frequency and fervor include:

- Columbia Gorge Fruit Growers Association
- Conservation Districts
- Department of Forestry (OR and WA)
- Natural Resources Conservation Service
- Extension Service (OR and WA)

It is also clear from both the interviews and listening session that the credibility of an organization is highly dependent on the staff who work with that organization, and the personal relationships that are established. A list of specific staff from land management agencies that are mentioned as trustworthy and credible sources has been provided to Columbia Land Trust separately from this report.

The intimate nature of land management decision-making is also reflected by interview participants who attribute their environmental ethic and land management style to their parents and grandparents. Survey results reinforce this view: 35% of survey respondents cite “family, friends and neighbors” as points of influence.

Given the relationship-oriented nature of how people are influenced in land management decisions, its not surprising, therefore, that communication methods involving face-to-face and personal interactions are described as preferred and most effective. This is more fully discussed in the DO’s and DON’Ts section (F and G).

“My dad started logging in the 40’s. I started managing our place in the 80’s. My dad told us how we are going to do it. He said, ‘We are not going to destroy the forest.’”

– Timber lot owner (interview)

“Conservation districts are well regarded. They try to remain politically neutral.”

– Public agency wildlife area manager (interview)

“Try to include experts that bridge the gap like extension services, NRCS, conservation districts, etc.”

– Unnamed5 (listening exercise)

“I remind people that I am from a local soil and water conservation district. [Landowners] want to know what strings are attached.”

– External oak woodland preservation coalition (interview)

“When I go to get my annual operating permit, I am usually hooked up with the forester assigned to my area. I usually invite them out for a tour, and they call me to follow up. I’m all for it. Because professors, foresters, everyone has something to offer.”

– Timber landowner (interview)

“People hear about what we are doing by word of mouth. They see and watch what the neighbors are doing.”

– Public agency forester (interview)

“The lead agency for Wasco County on the east side of Cascades is the conservation district. They are co-located with NRCS so they end up being closely partnered. ODFW also cross pollinates with NRCS. One of their employees is loaned out to help with oak habitat. It’s smart to have them housed together. That’s the main contact for me and the people I know.”

– Rancher (interview)

Organizations Cited as Credible Resources by Stakeholder Group

(During stakeholder interviews)

Vineyards and Orchardists

- Columbia Gorge Fruit Growers Association
- Conservation Districts
- Extension Service (OR and WA)
- Farm Bureau (OR and WA)
- Pacific Birds

Rural Residential Development/ Private Landowners

- Conservation Districts
- Columbia Land Trust
- Department of Forestry (OR and WA)

Commercial Timber Operations/ Small Timber Lot Owners

- Conservation Districts
- Department of Forestry (OR and WA)
- Natural Resources Conservation Service

Incompatible Grazing/Ranchers

- Conservation Districts

Fire Policy and Management

- Conservation Districts
- Department of Fish and Wildlife (OR and WA)
- Department of Forestry (OR and WA)
- Department of Natural Resources (OR and WA)
- Natural Resources Conservation Service

C. Which organizations and sources do stakeholders not trust? Why?

No specific organizations emerge in the research as being untrustworthy sources of information. People tended to respond to this question with feedback on tactics and language that they found ineffective and off putting. This information is covered in the DO's and DON'Ts section (F and G).

D. What media sources do people consume?

The list of media sources varies by stakeholder group. Yet, there is also a fair amount of crossover. Table 2: Top Media Sources Consumed by Various Stakeholder Groups on page 18 shows what we learned in our research about the media sources people turn to for information. Note, key informants interviewed were asked to share what sources they turn to for information about land management and/or their industry while survey respondents were asked what they read for enjoyment/find useful. The "top" media sources listed in the chart were mentioned by two or more stakeholders interviewed and/or at least five survey respondents. A complete list of media sources mentioned in the survey can be found in the Appendix.

Table 2: Top Media Sources Consumed by Various Stakeholder Groups

	Rural Residential Dev./Private Landowners	Recreation/Tourism	Vineyards/Orchardists/Farmers	Small Timber Lot Owners	Large-Scale Timber	Incompat. Grazing/Ranchers	Fire Policy/Mgmt.	Energy Dev.
Local radio***	X	X	X	X	N/A	X	X	N/A
Local newspapers***	X	X	X	X	N/A	X	X	N/A
Conservation districts' newsletters***	X	X	X	X	N/A	X	X	N/A
Soil and water districts' newsletters***	X	X	X	X	N/A	X	X	N/A
Capital Press***		X	X	X	N/A	X	X	N/A
Oregon Grower**			X		N/A			N/A
Good Fruit Grower**			X		N/A			N/A
Hunting and fishing magazines**	X	X			N/A			N/A
Columbia Insight*	X	X			N/A			N/A
High Country News*	X	X			N/A			N/A
National Geographic*	X	X			N/A			N/A
New York Times*	X	X			N/A			N/A
The Nature Conservancy Magazine*	X	X			N/A			N/A
The Gorge Magazine*	X	X			N/A			N/A
Columbia Land Trust newsletter*	X	X			N/A			N/A
Friends of the Columbia Gorge newsletter*	X	X			N/A			N/A

*** Denotes this source was prominent in both stakeholder interviews and the survey.

** Denotes this source was prominent in the stakeholder interviews but not the survey.

* Denotes this source was prominent in the survey but not in the stakeholder interviews.

Note, the following stakeholder groups were not represented in the survey (fewer than five participants): vintner/grape grower, energy development.



E. What forms of communication are the most and least effective? Why?

Our interviews and the online survey confirm that most people are online and are technically adept. They prefer email and the internet rather than mail, phone calls, and in-person meetings as a means for receiving “nuts and bolts” information. But when it comes to learning about and contemplating new approaches to land management, they tend to prefer in-person interactions, whether that be a workshop, tour or personal visit.

It’s also important to note that while social media is gaining speed in mainstream society, it is generally not considered to be an effective way to communicate with ECOP’s targeted stakeholders about land management decisions. This was stated by multiple people in the stakeholder interviews and reaffirmed in the survey.

Asked to select their three preferred ways to receive information, survey respondents ranked the following forms of communication highest:

1. Email (83%)
2. Websites (55%)
3. Face-to-face (50%)
4. Printed newsletters/newspapers (27%)
5. Social media, mail and mobile/text (13%)

When stakeholders were asked during interviews and via the online survey what specific forms of communication were most and least effective, some chose to elaborate. This question was not specifically asked of ECOP partners during the listening session on Dec. 4, 2018. Below are some of their responses.

Most Effective

"I'm not really going to pay a lot of heed to a newsletter—paper or electronic. My learning is on the ground. ...I don't see landowners making their decisions based on newsletters, either. It's very personal, up front between neighbors."

– Forester (interview)

"Places like county fairs and farmers markets are good places to interact with locals."

– Forester (interview)

"Talk to the folks who are easier to reach first. As the word gets out we'll have more luck bringing in people who are skeptical. Personal observations and contacts are important to people."

– Public agency wild area manager (interview)

"People attend annual gatherings by trusted agencies. Winter presentations in February are generally well attended by growers, whereas they are hard to reach at other times of the year."

– Orchardist (interview)

"Really it's the face-to-face thing. Community meetings in the dead of winter. In the middle of February, they [NRCS, Conservation District] get together and come to the little communities and do a two- to three-hour presentation on what they have available. And they bring their complete staff. Usually it's really well attended. From there, they'll figure out how they are going to remain in contact. ODWF and the Department of Forestry tag along with those."

– Rancher/timber lot owner (interview)

Least Effective

"Twitter and Facebook are probably not going to hit a lot of people."

– Timber lot owner (interview)

"Phone messages, robo calls, mailings."

– Small timber landowner (survey)

"I'm not a good talker or phone person. I would rather do it in person. ...I get more out of things that way."

– Timber lot owner (interview)

"I am put off by paper newsletters that I did not request. Also if science is misleading for the sake of brevity. I like simple, but accurate."

– Outdoor recreation/tourism (survey)

F. DO's: What language, actions and tactics invite people to learn and engage in conservation?

The following themes emerged from our research as the top recommendations for what one should say and do when reaching out to your broad group of stakeholders in order to inspire openness and conservation practices.

DO listen more than you talk. Ask questions to discover values and build a rapport.

Asking questions allows you to learn about people's values, understand their vision for their property, and the legacy they wish to leave. Before asking them to make any changes, focus on developing a relationship and building trust.

"Connect with people to find out what their values are. Then build your approach based on what they care about."

– Public agency employee (listening session)

"You need to form a rapport before delving into the specifics."

– Public agency employee (listening session)

"We want to hear your ideas about what you want for your property. Tell me what you want your property to look like."

– External oak woodland preservation coalition (interview)

"Relate to what they like to do such as hunting/wildlife. I always ask what they want to do with their land and then relate it back to what [they] would like to accomplish."

– Public agency employee (listening session)

Reinforced by findings from national research:

Listening means letting go of assumptions so you can better understand the community you work in, who they trust, what they care about and what messages and facts move them. Effective conservationists know how to listen. They empathize with their neighbors, local businesspeople, property owners and other community members, even when they disagree on certain issues.

– Excerpted from Bridging the Divide (2009), Resource Media

DO use words that reflect their values, and terms they can relate to.

Stakeholders interviewed were asked if there was specific language they relate to, and they offered suggestions as well as general guidance, which are included in Table 3, DO's and DON'Ts Language (page 28). Findings from our national research are also included in Table 3.

"Talk about legacy, talk about leaving options for man to use in the future ... resource security for future generations."

– Land trust employee (listening session)

"Don't use statements that don't connect any value for the audiences, i.e., 'regulated' or because 'animals need them.'"

– Public agency employee (listening session)

DO meet with people face-to-face.

People are influenced by information that they get firsthand. Face-to-face meetings and interactions are the most effective way to build relationships, and subsequently to influence behavior.

“If we have worked on their neighbor’s property, they can look across the fence and see the potential.”

– External oak woodland preservation coalition (interview)

“Get out there, on the site.”

– Nonprofit conservation organization (listening session)

DO provide tangible solutions, specific action steps people can take.

Tangible solutions, combined with hope, motivate people to take action.

“Most of the time they say, ‘Just tell me what I can do.’”

– Public agency forester (interview)

Reinforced by findings from national research:

... People are more inclined to act if they know what they can do about a given problem, feel personally responsible for the problem, believe that their actions will help solve the problem, and are confident that they can actually carry out the required behavior (i.e., self-efficacy). Environmental psychologists recommended empowering people to take action on environmental issues through both individual-level and community-level communication strategies. For example, for individuals who are confused about appropriate actions or who might not have the confidence to do something, communicators might create messages incorporating specific action alternatives and “showing that it’s kind of easy, cost effective to do something.”

– Excerpted from Best Practices in Environmental Communication (2015)

DO use localized examples that people can relate to.

People are influenced by their neighbors, friends and family. Local stories enhance a sense of place and a sense of belonging.

“It’s important to share success stories. Give presentations where you can show before and after pictures. Give tours of properties. People will sometimes say they are interested in oak restoration, for example, but they don’t want to go forward until they see someone else’s property.”

– External oak woodland preservation coalition (interview)

Do evoke localized examples that speak to how conservation efforts preserve a “way of life” important and unique to your area. Sharing success stories that people can relate to can be a particularly effective way of making the concepts accessible and concrete for people.

– Excerpted from The Language of Conservation (2018), The Nature Conservancy

Local messaging should also incorporate “real people” to communicate urgency. The term “real people” refers to talking about real life experiences to which lay readers can relate. This concept is also described in the journalistic community as personalization, and considered to be a fundamental journalistic norm in science communication.

– Excerpted from Best Practices in Environmental Communication (2015)



DO take the long view. Be patient.

People's viewpoints may change over time. Try to have realistic expectations about timelines and process. If someone is proud of the end-product and the process it took to get there, they are more likely to share their experience with others. If you move on, take the time to share the local knowledge you've gained over time with new staff and volunteers.

"Don't expect change immediately or give up on a landowner who is resistant."

– Public agency employee (listening session)

"Be patient while changing someone's world view of oaks."

– Public agency employee (listening session)

"Sometimes I have to wait a generation. The next generation might be more willing to listen."

– External oak woodland preservation coalition (interview)

Reinforced by findings from national research:

And while time is of the essence, we recognize that patience, empathy, and persistence are crucial to achieving sustainable social and ecological change.

– Excerpted from Diversity and the Conservation Movement (2015), National Audubon Society

DO leverage the influencers.

Use messengers that people trust, such as peers (other farmers, orchardists, etc.), and resource management professionals. Seeing that others in the community are taking a conservation approach to land management can influence them to join in as well.

“Get the support of people they already trust.”

– Timber lot owner (interview)

“People hear about what we are doing by word of mouth. They see and watch what the neighbors are doing.”

– Forester (interview)

“The Oak Accord is a good example. The message [about the importance of oak preservation and restoration] is coming from winemakers to other winemakers, not from us.”

– External oak woodland preservation coalition (interview)

“Having local representatives delivering the message can be critical and [you’ll be less likely to be] seen as an outsider.

– Nonprofit organization (survey)

Reinforced by findings from national research:

Use “front-line” messengers to communicate in support of conservation efforts. Obviously, a messenger needs to have a logical connection to the message they are communicating, but messengers viewed as being on the “front lines”—either as out on the land or independent examiners of an issue with no financial stake in the outcome—are seen as most credible. Firefighters are the most trustworthy, followed by nurses and scientists. And, while voters generally dislike “government” these days (primarily with reference to elected officials), state agencies which deal with natural resources are seen as extremely credible.

– Excerpted from *The Language of Conservation* (2018), The Nature Conservancy

Because people are highly guided by social comparison, they may choose to do as others are doing rather than to set themselves up as paragons” (Clayton & Myers, 2011, p. 9). Psychology researchers have shown that normative messaging highlighting pro-environmental social norms significantly promotes positive behavior toward energy use (Goldstein, Cialdini, & Griskevicius, 2008; Schultz, Nolan, Cialdini, Goldstein, & Griskevicius, 2007).

– Excerpted from *Best Practices in Environmental Communication* (2015)

Several years of polling and field experience across the West indicate over and over again that “environmentalists” enjoy only low-to-medium credibility with voters. Without credible spokespeople, the most finely tuned message is useless. While polls vary, Resource Media has reviewed a number of polls from the West that show repeatedly that voters are generally more likely to trust local park rangers, scientists, hunters and anglers, farmers and ranchers, and health care professionals. The irony is many of these trusted people are, at heart, environmentalists. It’s our job to give them a voice.

– Excerpted from *Bridging the Divide* (2009), Resource Media

G. DON'Ts: What language, actions and tactics are important to avoid and why?

The following themes emerged from our research as the top recommendations for what NOT to say and do when reaching out to your broad group of stakeholders.

DON'T use highly technical terms or jargon.

A word or phrase that's specific to your industry or field can have a different or no meaning to someone outside your industry. Speaking in plain language helps people feel included.

"Don't use too much scientific jargon or technical information unless audience shows interest in that level of detail."

– Land trust employee (listening session)

Reinforced by findings from national research:

Good communications means using everyday language, short sentences and vivid nouns and verbs. Get rid of acronyms and jargon. Instead of "biodiversity" or "ecosystems," talk about favorite local areas and cherished local wildlife. "Strategic communications requires taking complicated, nuanced issues and simplifying them—presenting them honestly, but in black-and-white.

– Excerpted from Bridging the Divide (2009)

DON'T use fear tactics or judgmental language.

Respect different points of view. Build skills that help you interact effectively and appropriately with people of differing cultures and backgrounds.

"Don't use language that frames issues as good versus evil—evil often being some business sector that we all rely on and support in the marketplace."

– Private landowner (survey)

"Prefer a positive orientation to a fear-inducing approach."

– Private landowner (survey)

"Don't characterize people's behaviors as threats."

– (listening session)

Reinforced by findings from national research:

Explaining how voters will benefit from a policy beats describing how they will be threatened by its absence every time. There's a place for highlighting the problems that conservation will solve—but only if you also articulate the solution.

– Excerpted from The Language of Conservation (2018), The Nature Conservancy

DON'T use loaded or controversial words, or emphasize regulations as the top motivator.

While regulations might be a reality that stakeholders must respond to, placing them at the forefront of the conversation can make people feel threatened and can be counterproductive.

"Don't tie the cause too strongly to environmentalism."

– Land trust employee (exercise)

"Don't start with contentious content (i.e., wolves, not cutting trees) or use terminology that's alienating and too science-intensive. Don't talk about regulatory actions in a positive manner."

– Land trust employee (exercise)

"Don't start out with onerous regulations. Wait until the education process has had a chance to sink in (years?) before seeing where regulation might be needed to protect the most important oak communities, and then carefully craft the regulations in order to avoid unintended consequences."

– Public agency employee (listening session)

"Don't emphasize federal- or state-listed wildlife species that are dependent on oak habitat, push my beliefs on them, be negative."

– Unnamed2 (listening session)

"Don't say oak habitats are 'rare' if they are concerned about limitations due to the ESA (Endangered Species Act)."

– Private landowner (listening session)

DON'T disrespect people's knowledge.

Put your ego aside and be open to learning. Admit that there is a lack of collective knowledge about oak woodlands systems, and that you are all learning together. Show deference to people's direct experience and wisdom. If you make mistakes, be the first to admit it.

"When one 'side' is the only side that matters—cost often seems to be forgotten. Also, scientists who read but have no hands-on experience and want to tell experienced people they are wrong."

– Private landowner (survey)

"Farmers and ranchers have a long history of managing their land."

– External oak woodland preservation coalition (interview)

"Don't tell them exactly what they should do. Instead provide options."

– Public agency employee (listening session)

"Don't demand that they do something to their land. Don't tell them they have been doing it wrong."

– Public agency employee (listening session)

Reinforced by findings from national research:

Improve cultural competency to enable you to work with people who have different backgrounds, approaches, and worldviews than you do. By acknowledging, appreciating, and learning from others, you can work together on creative solutions that integrate multiple perspectives. You can also work with your partners to marry traditional knowledge with scientific findings.

– Excerpted from Diversity and the Conservation Movement (2015), National Audubon Society

DON'T make global warming/climate change the primary rationale for conservation.

While climate change didn't come up frequently in our research, oak adaptability to changing climate conditions is a key reason why many in the conservation community are pushing for its preservation. However, climate change does not resonate positively among voters broadly, as revealed in our findings from national research. Likewise, climate change can be a polarizing issue among rural stakeholders with conservative political leanings.

Reinforced by findings from national research:

The most politically polarizing goals or rationales for conservation are those that position climate change as the primary reason for conserving. More conservative voters rate these significantly lower than other rationales in support of conservation. For example, even very soft language such as helping "conserve areas threatened by changes in the climate" provokes a partisan response. While it is seen as very important by 55% of American voters, responses break out along party lines: 75% of Democrats say it is very important, compared to 54% of independents and just 32% of Republicans. Among strong Republicans, it ranks 26th of the 30 goals we tested. At the same time, this research shows that climate change is one of the most top-of-mind conservation problems for Democratic voters, providing a real tightrope for conservation organizations to walk in broad-based public communications.

– Excerpted from *The Language of Conservation* (2018), The Nature Conservancy



Photo by Cor Cellars

Table 3: DO’s and DON’T’s Language

WORDS TO AVOID	BETTER WORDS TO USE
Agricultural land	Working farms and ranches
Aquifer	Groundwater
Biodiversity	Fish; wildlife (deer, elk, bear, turkey, quail); plants resilient to fire
Conservation	Leaving a legacy; future generations; way of life
Easement, locking up the land	Leaving a legacy
Ecosystems	Natural areas
Ecosystem services	Providing clean air, water and soils; more productive land; nature’s benefits
Environment	Land, air and water
Environmental groups	Conservation groups; organizations protecting land, air and water
Green jobs	Clean energy jobs; jobs protecting water quality
Habitat	Sanctuary for wildlife; game preserve; shade, moisture retention
Landscape	Lands, mountains
Landscape-scale conservation	Large, connected natural areas
Logging	Tree/forest management
Nutrient loading	Harmful levels of nutrients like nitrogen and phosphorous
Oak woodlands	Oak hills, oak rangeland
Old-growth, ancient forest	Mature forest, abundant
Rare and endangered species	Vulnerable animals
Rare or endangered	Unique asset
Regulations	Safeguards/protections
Resilience	Creating prepared communities (for flood, fire, etc.)
Riparian	Water, drinking water; land along lakes, rivers and streams; low-lying areas
Scrub oak	Oregon white oak, oak stand, oak trees
Sediment runoff	Soil protection
Thicket, weed trees	Fire-resistant plants/landscape
Urban sprawl	Poorly planned growth/development
Watershed	Land around lakes, rivers and streams

Sources: Local stakeholder interviews; The Language of Conservation (2018), The Nature Conservancy

Table 4: DO's and DON'Ts Summary of Tactics

TACTICS TO AVOID	TACTICS TO USE
Don't use highly technical terms or jargon.	Use words that reflect people's values and terms they can relate to.
Don't use fear tactics or judgmental language.	Do motivate people by using peers as models and by providing concrete, tangible solutions.
Don't use loaded or controversial terms, or emphasize regulations as the top motivator.	Do get to know people's values and try to use your common interests and values to relate to them.
Don't disrespect people's knowledge of their own land.	Do show deference to people's life experience and wisdom.
Don't rely on electronic communications to persuade or change people's behaviors.	Do create opportunities that allow people to meet face-to-face (tours, personal visits, etc.).
Don't use "environmentalists" as key messengers.	Do leverage the influencers—the trusted peers and people who are considered the experts by your stakeholders.
Don't over-rely on examples from other regions or language from national organizations when messaging.	Do keep it local. As much as possible, use local people (influencers) as your spokespeople and local places as your success stories.
Don't give answers.	Do ask questions.
Don't jump in right away with a big ask. Don't get impatient or easily discouraged.	Do establish a relationship. Build a rapport. Take the long view.
Don't make assumptions.	Do ask questions to discover people's viewpoints and values.
Don't talk too much.	Do listen. Ask questions.
Don't talk about your own needs, desires or organizational goals.	Do highlight their values that overlap with your conservation goals.
Don't provide broad solutions.	Do provide tangible actions people can take.
Don't make climate change the focus.	Do focus on other reasons for conservation.

Sources: Stakeholder interviews and listening session

III. OBSTACLES TO OVERCOME

The following is a discussion of some of the external factors and perceptions that will likely impact ECOP's ability to communicate messages to certain stakeholder groups. The recommendations below supplement the strategies in the DO's and DON'Ts section of the Key Findings/Recommendations. This was not a primary focus of our research. We recommend that ECOP further explore strategies for addressing these perceptions and issues.



1. Scrub oak is a weed tree not worth protecting or planting.

Many people do not see Oregon white oak having an inherent value. While the original “old growth” stands are seen as having value, most of the remaining oak are described as worthless “thickets,” “too dense,” and “scrubby”—and a problem needing to be fixed.

Shared by stakeholders and partners:

“Not all oaks are created equal. Some are brushy and dense and small. What value is there to that? The value is in the large oaks that produce acorns, that have canopy.”

– Public agency forester (interview)

“It’s not a true oak savannah. We don’t have soil depth and moisture and don’t get the same park effect. It’s the same species, but the topography and climatology—people don’t think it’s the same species.”

– Timber lot owner (interview)

“People want to get rid of ‘thickets’ [that are] too dense, ‘scrubby,’ ‘too thick,’ ‘brushy.’”

– Orchardist (interview)

“The oaks are not in their natural state.”

– Orchardist (interview)

Perspectives from stakeholders and partners around language, actions or tactics to use to overcome this perception:

“Explain that ‘scrub’ oak has value and plays an important role in creating a functioning landscape.”

– (interview)

“Don’t refer to scrub oak. Sounds like a weed.”

– Unnamed4 (listening session)

“Explain that it’s meant to be here. It’s the right tree for the right place.”

– Public agency land manager (listening session)

“Consider that oaks are the single most valuable tree for wildlife.”

– Orchardist (interview)

“If land is scrubby, it’s just because no other trees will grow there well. But oaks are tough survivors on poor soil.”

– Unnamed6 (listening session)

“Be very thoughtful before cutting or removing; that oaks are tough, disease-resistant and drought-hardy.”

– Public agency forester (listening session)

“Value of preserving oak is about forest soil, and the need to have a mixed species stand. Forest health.”

– Timber lot owner (interview)

“Using the term ‘Oregon white oak’—gets more respect than simply ‘oak.’”

2. Lack of economic incentives for retaining oak.

While participants appreciate oak landscapes, leaving a legacy, and the wildlife and hunting opportunities that oak woodlands provide, most research participants struggle to describe ways that protecting oak woodlands could benefit them economically. With the exception of fire resilience, people say that the existing incentives (i.e., real estate taxes) are weighted toward eradication of oaks as opposed to retaining them. Whether or not research respondents pursue conservation management practices despite a lack of financial incentive is dependent upon a complex mix of issues that includes personal financial capacity and the dominance of some of the values listed in the Key Findings/Recommendations section. When retaining oaks is perceived to be an economically neutral activity, most people express an openness and willingness to protect them.

Shared by stakeholders and partners:

“Most of the time they say, ‘Just tell me what I can do.’”

– Public agency forester (interview)

“There are perverse incentives in the Wasco/Oregon state real estate tax law. If you don’t have enough acres in ‘merchantable timber,’ you cannot obtain a farming or forest use tax deferral. The county refuses to classify oak as a commercial species, so by keeping oak, you will pay. If you want a forest tax exemption—you have to plant so many acres of conifer species. This incentivizes people to try to get trees to grow in sites that aren’t capable. I’ve been complaining to Wasco County about this for years.”

– Timber lot owner (interview)

Perspectives from stakeholders and partners around language, actions or tactics to use to overcome this perception:

“I try to talk about economics and their finances. Are there areas of your property that aren’t bringing an economic return? How can we address that while improving wildlife habitat?”

– External oak woodland preservation coalition (interview)

“Don’t speak of limiting how a landowner uses their property for financial gain; say anything that may give impression we want to impact their livelihood.”

– Public agency employee (listening session)

“The single most constructive thing that you could do would be to get that real estate tax changed. We need different guidance and to make the counties follow the guidance. They don’t like losing real estate revenue...Forest referral should be indigenous forest type. It should be recognized that having forest in indigenous state is a public good, and that should be valued as much as commercial purpose.” - - - Timber lot owner (interview)

“You could pay people to do nothing with their land. People would gladly take \$1 an acre a year to leave the oak alone. But that’s got to be funded. If you do it long enough, people get in the habit of not cutting it down.”

– Timber lot owner (interview)

3. To create a fire-resilient landscape, one must get rid of all potential ladder fuels, including younger oak.

Perspectives from stakeholders and partners around language, actions or tactics to use to overcome this perception:

“Don’t encourage thinning oaks for wildfire. No evidence that’s beneficial. Rather if appropriate, thin out pines (or firs) and release oaks.”

– Unnamed (listening session)

“Potential conflict between fire resiliency and habitat goals is an important issue to be aware of and work to address.”

– Land trust employee (listening session)

4. Oak trees make great firewood.

Perspectives from stakeholders and partners around language, actions or tactics to use to overcome this perception:

“Don’t suggest oaks for firewood. Use something faster-growing (maple?). Oaks are too valuable.”

– Unnamed (listening session)

5. The land must be cleared to plant a new vineyard, build a house, etc.

Perspectives from stakeholders and partners around language, actions or tactics to use to overcome this perception:

“Getting to those people in time before they clear everything is so important. ...How do you find out who is going to buy that property? Realtors are hesitant to talk to a purchaser about that because they don’t want to scare them off.”

– External oak woodland preservation coalition (interview)

“Send a welcome letter ... to new property owners, similar to the idea of a lead notification letter that comes with the deed—but take a much warmer and positive approach; exciting people and encouraging them to contact agencies, rather than a warning.”

– Private landowner, vineyard owner (ECOP stakeholder interview)

“Consider creating a Good Neighbor Handbook to help new residents get ideas and guidelines about living here. Make it available electronically or in print and offer it for free to realtors, chambers of commerce, conservation districts and others. Example: www.methowconservancy.org/gnh.html.”

– Private landowner (interview)

IV. APPENDIX

REFERENCES

The Language of Conservation (2018)

This is a memo that includes recommendations for communicating effectively to build support for conservation. The recommendations are based on two representative national surveys of American voters commissioned by The Nature Conservancy in 2018 and conducted by a bipartisan research team: Democratic polling firm FM3 (Fairbank, Maslin, Maullin, Metz & Associates) and Republican polling firm Public Opinion Strategies. These findings build on national research in 2004, 2009, and 2012 that informed the initial “Language of Conservation” communications guidelines, as well as significant regional and state research conducted over the last few years on behalf of TNC and its partner organizations to further illuminate the data.

Download: https://alliancerally.org/wp-content/uploads/2018/05/Rally2018_C05-Language-of-Conservation.pdf

Bridging the Divide: Strategic Conservation for Today’s Rural West (2009)

This is a road map for how conservationists can develop strategies that help rural communities and safeguard diverse Western landscapes. The report is based on years of fieldwork throughout the rural West coupled with extensive interviews with leading public opinion researchers, elected officials and conservation leaders. By Resource Media.

Download: www.resource-media.org/wp-content/uploads/2012/07/Bridging-The-Divide.pdf

Best Practices in Environmental Communication: A Case Study of Louisiana's Coastal Crisis (2015)

Louisiana's coastal crisis is used as a case study for best practices in environmental communication using environmental psychology and conservation psychology as a lens. Among other questions, they investigated how environmental communicators in coastal Louisiana can better integrate lessons from environmental psychology.

By Jarreau, Paige Brown, Zeynep Altinay, and Amy Reynolds. Research conclusions (including sources referenced below) summarized on following webpage.

Download: www.fromthelabbench.com/from-the-lab-bench-science-blog/2015/11/8/best-practices-in-environmental-communication-a-scientific-paper

Full article available at: www.tandfonline.com/doi/abs/10.1080/17524032.2015.1094103?journalCode=renc20

Conservation in the West poll (2018)

This is a survey of the attitudes of voters in eight Western states. It was conducted by Lori Weigel/Public Opinion Strategies and Dave Metz/Fairbank, Maslin, Maullin, Metz & Associates. Explores bipartisan opinions in each state and for the Rocky Mountain West region concerning conservation, environment, energy, the role of government, trade-offs with economies, and citizen priorities. The survey now includes polling in the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming.

Download: www.coloradocollege.edu/newsevents/newsroom/2018-conservation-in-the-west-poll-released#.XBPs389Kifc

Direct link to poll: www.coloradocollege.edu/stateoftherockies/conservationinthewest/2018

Diversity and the Conservation Movement (2015)

Diversity and the Conservation Movement was developed by the National Audubon Society in partnership with the North American Association for Environmental Education, as well as ToyotaTogetherGreen, the U.S. Fish and Wildlife Service, and EECapacity. It evolved out of the sincere desire of conservation and education leaders to create a more diverse and equitable conservation movement. Most of the examples are drawn from the experiences of conservation groups that have worked to diversify along racial and socioeconomic lines.

Download: https://cdn.naaee.org/sites/default/files/eepro/resource/files/diversity_module.9.22.15.pdf

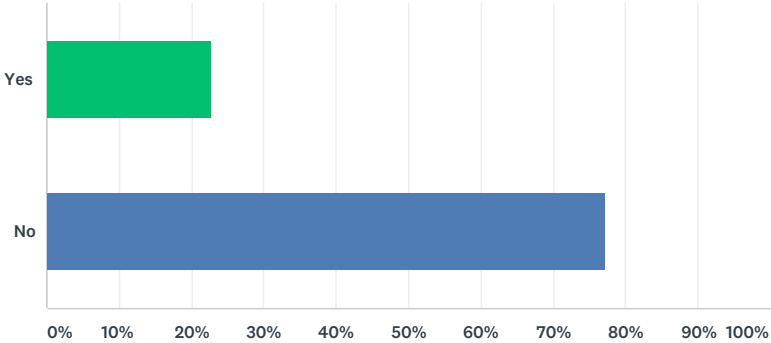
SURVEY RESULTS

East Cascades Oak Partnership Stakeholder Communication Survey

SurveyMonkey

Q1 Have you attended an East Cascades Oak Partnership meeting before?

Answered: 166 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes	22.89% 38
No	77.11% 128
TOTAL	166

Q2 Where is your primary residence (city, state)?

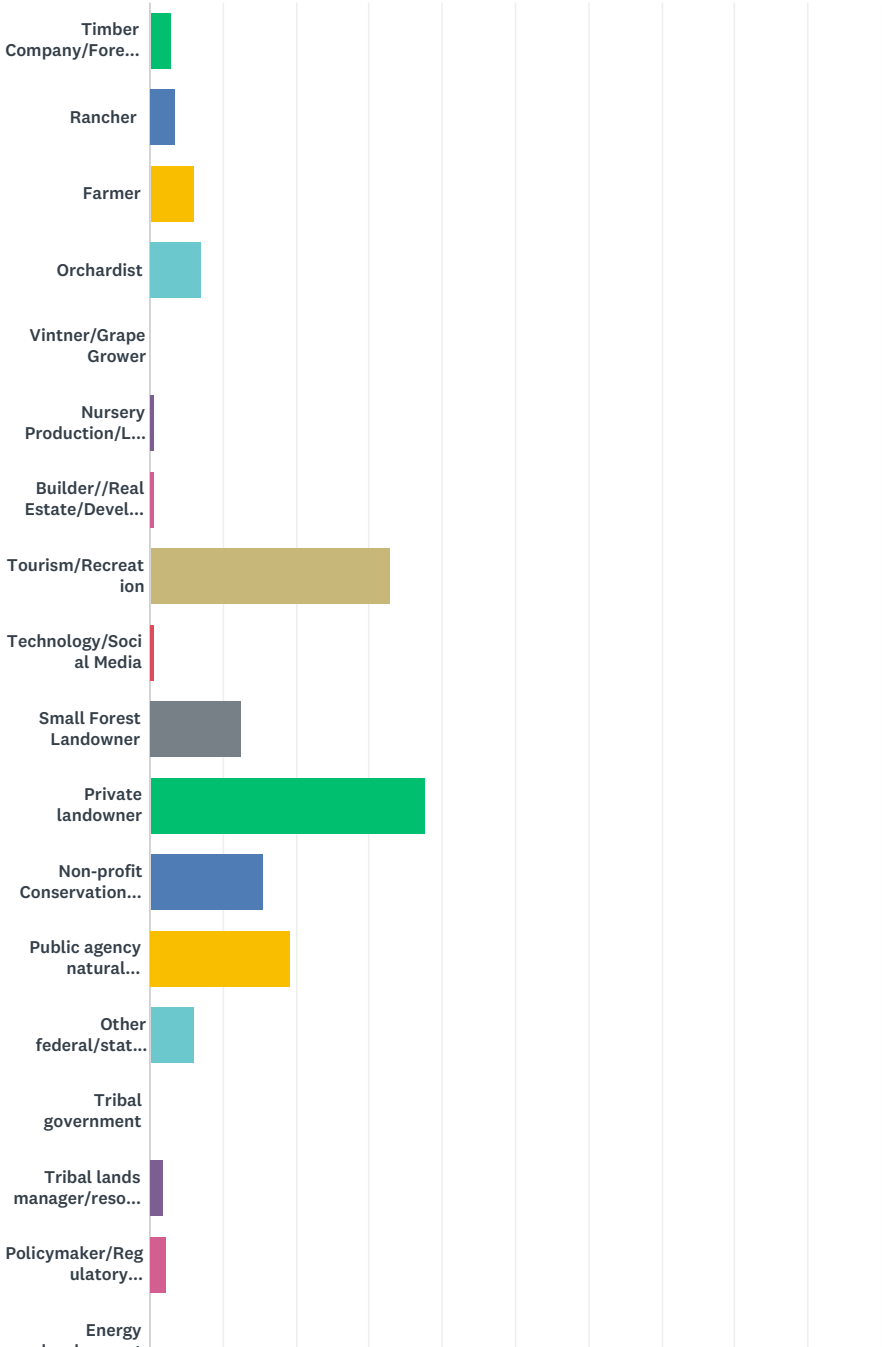
Answered: 167 Skipped: 0

(Responses listed in alpha order)

Albany, OR	Portland, OR (x10)
Bend, OR	Rhododendron, OR
Bingen, WA	Rowena, OR
Centerville, WA	Seattle, WA
Dee, OR	Skamania County, WA
Dufur, OR (x3)	Snowden, WA (x2)
Goldendale, WA (x12)	Stevenson, WA)
High Prairie, WA	Tacoma, WA
Hillsboro, OR	The Dalles, OR (x23)
Hood River, OR (x38)	Trout Lake, WA (x2)
Hood River County, OR (x2)	Tygh Valley, OR
Klickitat, WA (x2)	Underwood, WA (x3)
Lake Oswego, OR	Lyle, WA
Lyle, WA (x2)	Vancouver, WA (x2)
Maupin, OR	Wamic, OR
Mosier, OR (x14)	Washougal, WA
Parkdale, OR (x4)	White Salmon, WA (x24)
Philomath, OR	

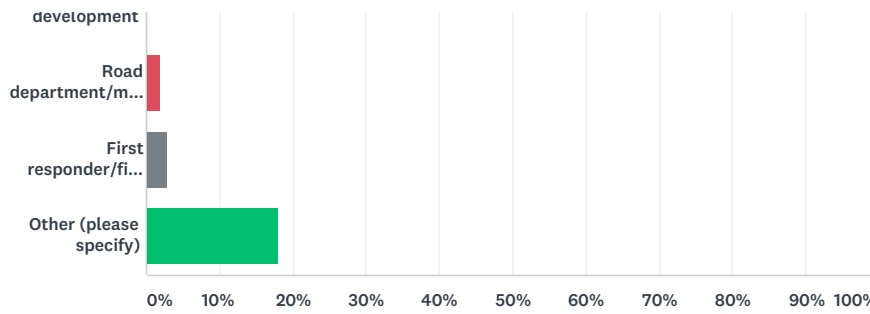
Q3 Think about the primary way you interact with land and natural resources. Please choose one or two of the following descriptors that you most identify with.

Answered: 167 Skipped: 0



East Cascades Oak Partnership Stakeholder Communication Survey

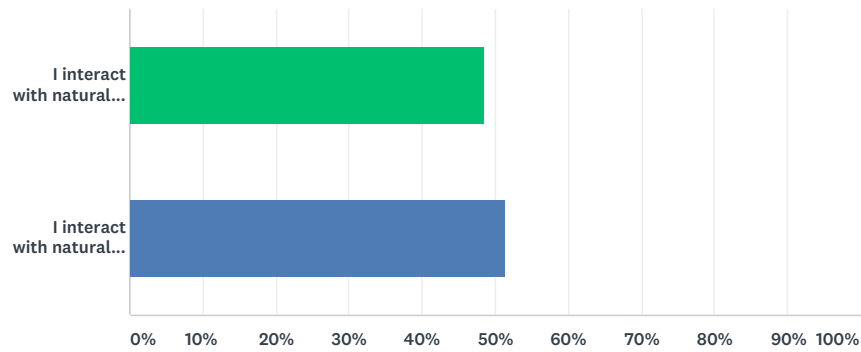
SurveyMonkey



ANSWER CHOICES	RESPONSES	
Timber Company/Forest Products	2.99%	5
Rancher	3.59%	6
Farmer	5.99%	10
Orchardist	7.19%	12
Vintner/Grape Grower	0.00%	0
Nursery Production/Landscaper	0.60%	1
Builder//Real Estate/Developer	0.60%	1
Tourism/Recreation	32.93%	55
Technology/Social Media	0.60%	1
Small Forest Landowner	12.57%	21
Private landowner	37.72%	63
Non-profit Conservation Organization	15.57%	26
Public agency natural resource professional	19.16%	32
Other federal/state/local government employee	5.99%	10
Tribal government	0.00%	0
Tribal lands manager/resource professional	1.80%	3
Policymaker/Regulatory authority	2.40%	4
Energy development	0.00%	0
Road department/maintenance	1.80%	3
First responder/fire personnel	2.99%	5
Other (please specify)	17.96%	30
Total Respondents: 167		

Q4 Check the box next to the sentence that best applies to you.

Answered: 167 Skipped: 0



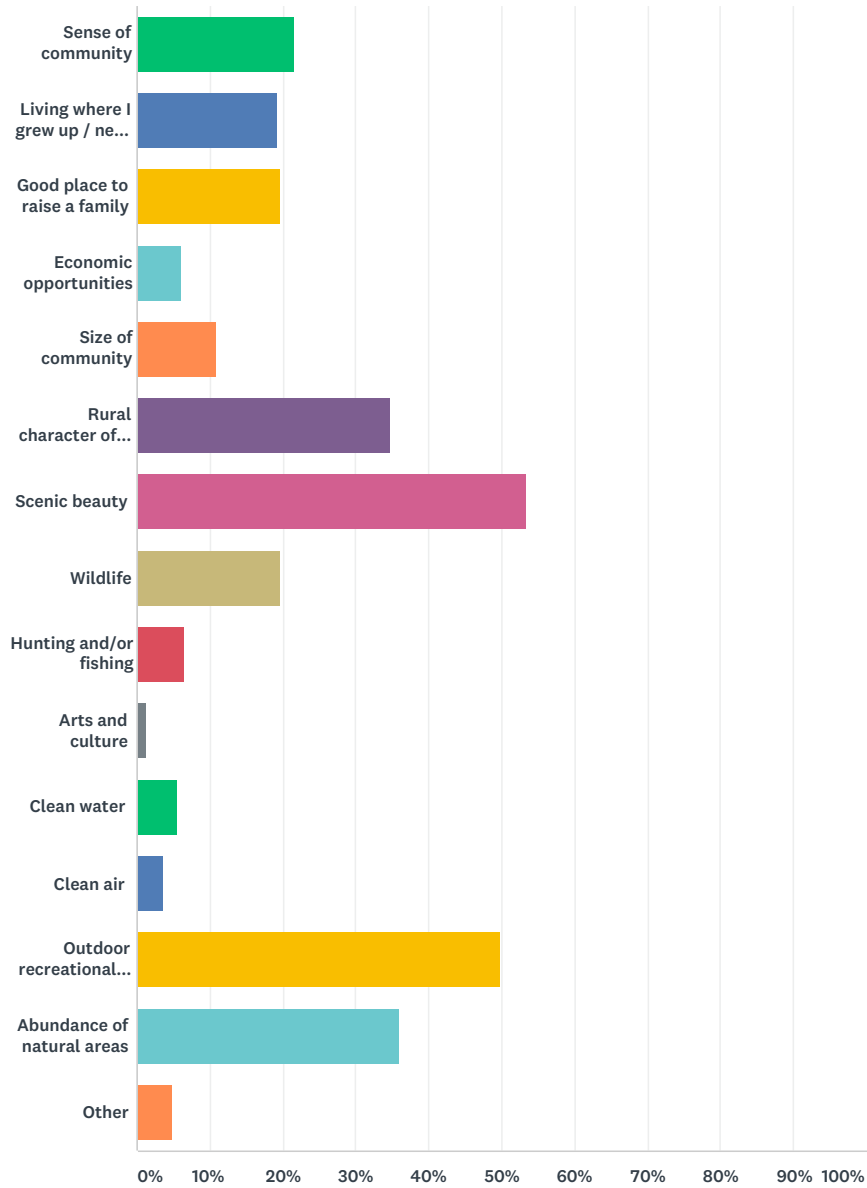
ANSWER CHOICES	RESPONSES	
I interact with natural resources predominantly through my affiliation with my business, an agency or an organization.	48.50%	81
I interact with natural resources predominantly as a member of the general public/private landowner.	51.50%	86
TOTAL		167

Q5 If you feel comfortable, please list the name of the agency, business or organization you're affiliated with.

Answered: 124 Skipped: 43

Q6 Tell us the top three reasons you live, work or play in the gorge and East Cascades. Please check only three boxes.

Answered: 167 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sense of community	21.56%	36
Living where I grew up / near family	19.16%	32

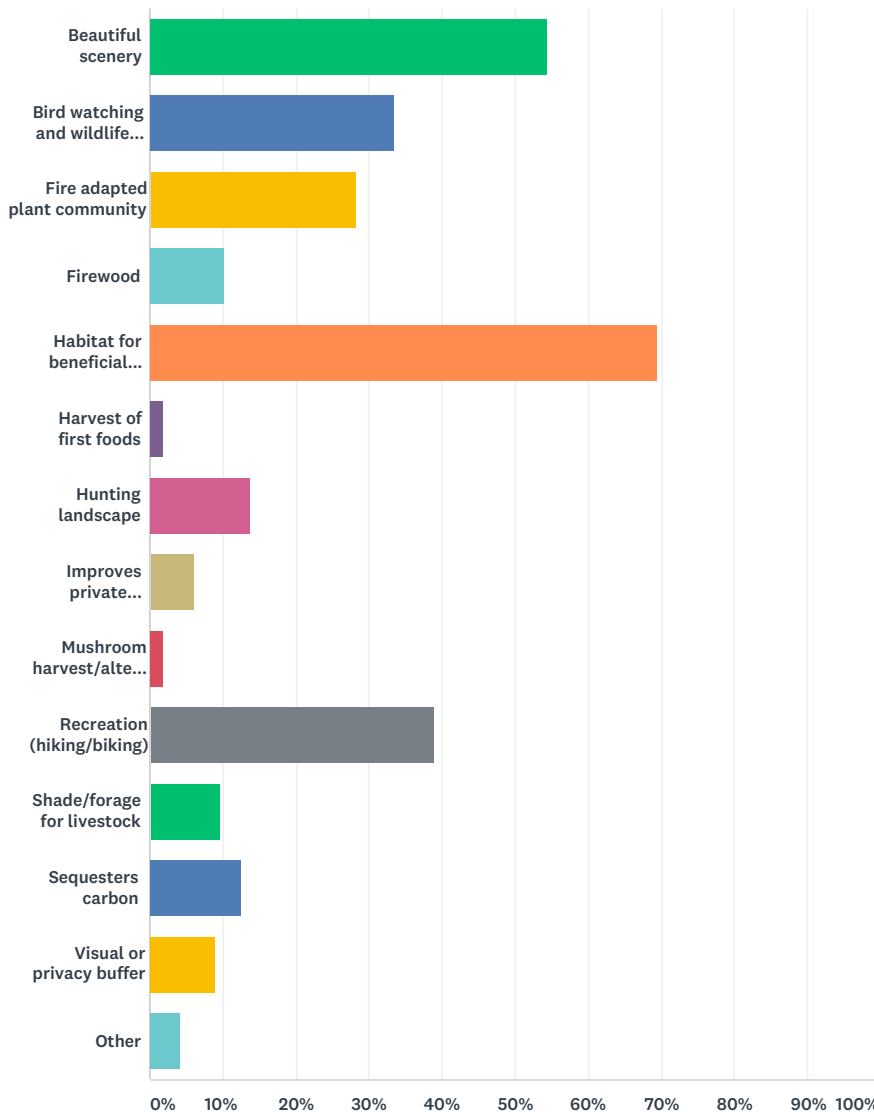
East Cascades Oak Partnership Stakeholder Communication Survey

SurveyMonkey

Good place to raise a family	19.76%	33
Economic opportunities	5.99%	10
Size of community	10.78%	18
Rural character of the area	34.73%	58
Scenic beauty	53.29%	89
Wildlife	19.76%	33
Hunting and/or fishing	6.59%	11
Arts and culture	1.20%	2
Clean water	5.39%	9
Clean air	3.59%	6
Outdoor recreational opportunities	49.70%	83
Abundance of natural areas	35.93%	60
Other	4.79%	8
Total Respondents: 167		

Q7 If you had to pick three benefits or values oak woodlands provide, what would they be?

Answered: 167 Skipped: 0



ANSWER CHOICES	RESPONSES	
Beautiful scenery	54.49%	91
Bird watching and wildlife viewing	33.53%	56
Fire adapted plant community	28.14%	47
Firewood	10.18%	17

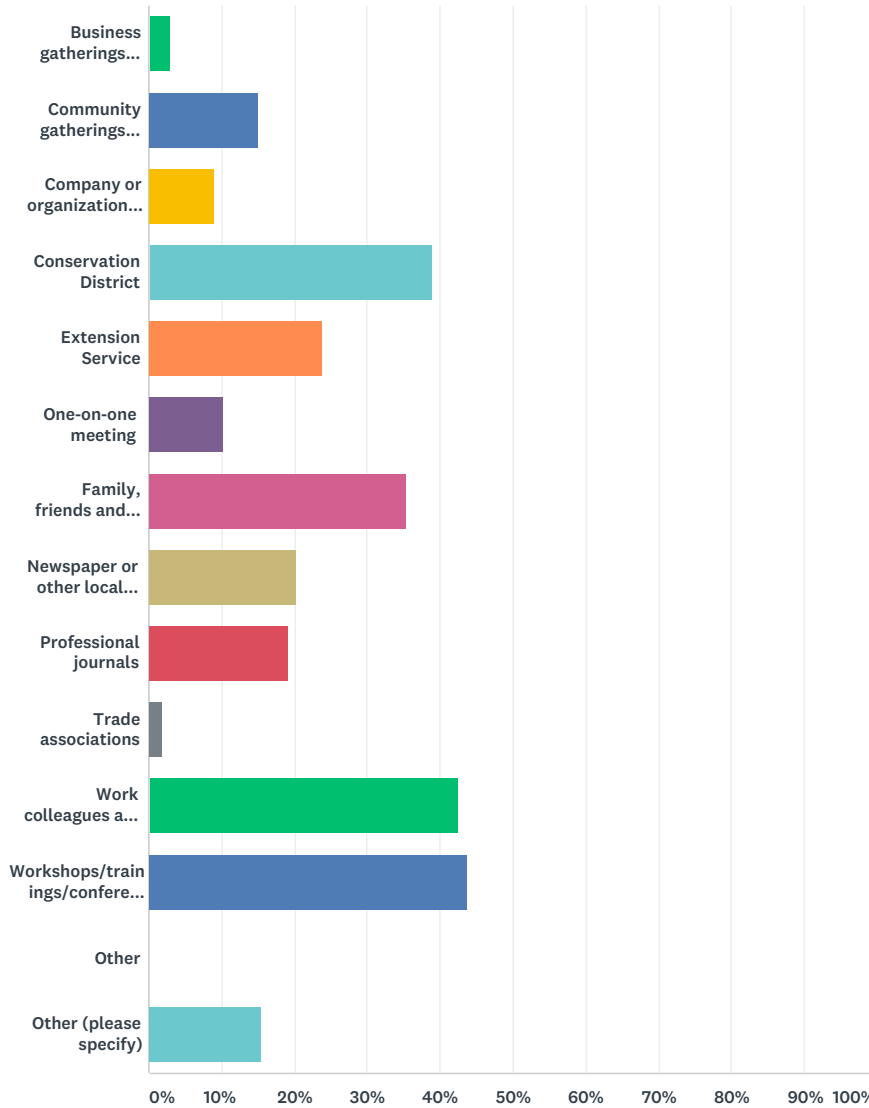
East Cascades Oak Partnership Stakeholder Communication Survey

SurveyMonkey

Habitat for beneficial insects and wildlife	69.46%	116
Harvest of first foods	1.80%	3
Hunting landscape	13.77%	23
Improves private property value	5.99%	10
Mushroom harvest/alternative forest products	1.80%	3
Recreation (hiking/biking)	38.92%	65
Shade/forage for livestock	9.58%	16
Sequesters carbon	12.57%	21
Visual or privacy buffer	8.98%	15
Other	4.19%	7
Total Respondents: 167		

Q8 Think about your primary interactions with land. Where do you go for information you trust about those interactions? Select your top three.

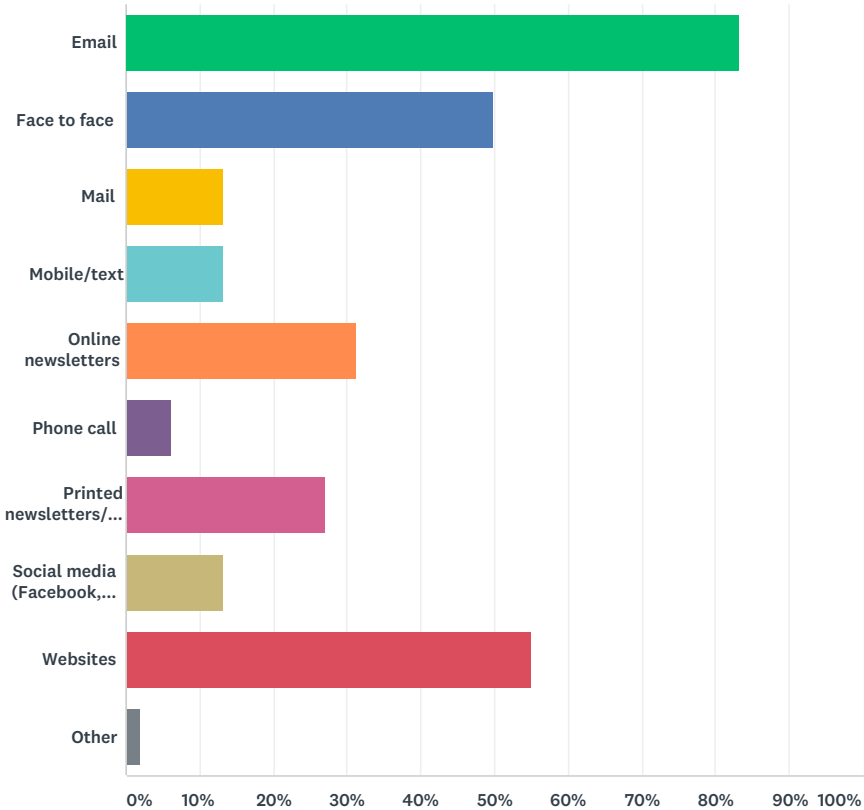
Answered: 167 Skipped: 0



ANSWER CHOICES	RESPONSES
Business gatherings (e.g. chambers of commerce)	2.99% 5
Community gatherings (e.g. grange, 4H)	14.97% 25
Company or organization leadership	8.98% 15
Conservation District	38.92% 65

Q9 What are your top three preferred ways to receive information?

Answered: 167 Skipped: 0



ANSWER CHOICES	RESPONSES	
Email	83.23%	139
Face to face	49.70%	83
Mail	13.17%	22
Mobile/text	13.17%	22
Online newsletters	31.14%	52
Phone call	5.99%	10
Printed newsletters/newspapers	26.95%	45
Social media (Facebook, Twitter, etc.)	13.17%	22
Websites	55.09%	92
Other	1.80%	3
Total Respondents: 167		

Q10 Please list any magazines or publications that you enjoy or find useful.

Answered: 118 Skipped: 49

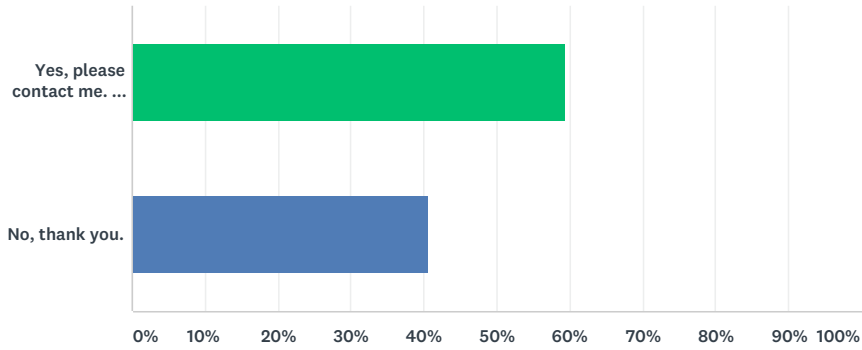
(Responses listed in alpha order)

American Fisheries Society journals	Ecology
American Whitewater	Extension Publications
Arborist News	Fisheries
Atlantic (x3)	fishing and hunting magazines
Backcountry	Forest Ecology and Management
BBC	Forest Guild
Boy Scouts	Friends of the Columbia Gorge newsletter (x7)
Bugle	Good Fruit Grower (x2)
Capital Press (x7)	Gorge Owned newsletter
Columbia Basin Bulletin	Growing Oregon
Columbia Gorge Master Naturalist Program	High Country News (x19)
Columbia Insight (x6)	Hood River News (x7)
Columbia Land Trust Newsletter (x8)	Hood River SWCD newsletter (x3)
Columbia Riverkeeper posts	Journal of Forestry
Conservancy newsletters	Livestock
Conservation Biolog	Local newspapers (x8)
Conservationist	Local social media pages
Cornell Lab of Ornithology	Mid-Columbia Farmer's Newsletter (OSU Extension)
CPOP website	Mosier Valley News
dirtrag	Mother Earth News
Discover	Mother Jones Magazine
Earthjustice	Mountain Times
EarthNote	National Geographic (x9)

National Wildlife	The Economist (x3)
Native Plant Society of Oregon	The Goldendale Sentinel
Natural Areas Journal	The Gorge Is My Gym
Nature (x3)	The Gorge Magazine (x7)
The Nature Conservancy Magazine (x5)	The Guardian
NW Fire Science Consortium	The New York Times (x8)
NW Woodlands	The New Yorker
Online news forums	The Oregonian (x3)
OPB	The Wildlife Professional
Oregon Humanities	The Wildlife Society Magazine
Oregon Hunter	Time
Osprey	Trout Unlimited
OSU's EESC	US Forest Service Science Findings
Outside	Washington Native Plant Society Journal: Douglasia (x2)
Pacific Standard	Wasco SWCD newsletter
PLOS One	Wash State Univ newsletter (used to be called Hilltopics)
Ruralite (x3)	Washington farmer
Salmon Trout Steelheader Mags	Washington Post
Scientific American	Washington Trails (x3)
Sierra Magazine (x4)	Wetlands Conservancy newsletter
Skamania County Pioneer	White Salmon Enterprise
Smithsonian	Wildlife Professional
Society of American Forester quarterly	WNPS magazine
Sunset magazine (x2)	Yes Magazine (x3)
The Dalles Chronicle (x3)	

Q11 Are you interested in learning about specific actions you or your business/agency could take to help enhance and protect oak woodlands in your community?

Answered: 163 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes, please contact me. I will provide my contact information below in question #13.	59.51%	97
No, thank you.	40.49%	66
TOTAL		163

Q12 Are there issues, language and/or tactics that people use to promote natural resource protection that is off-putting to you? If yes, please share some examples.

Answered: 167 Skipped: 0

Responses are incorporated into the Recommendations/Key Findings section of this report.

Q13 Would you like to be added to the list for the East Cascades Oak Partnership communciations? If yes, please provide your contact info below. You can expect to receive an email a month with information about upcoming meetings and events, publications and other resources about Oregon white oak woodlands.

Answered: 115 Skipped: 52

ANSWER CHOICES	RESPONSES	
Name	98.26%	113
Email Address	89.57%	103
Mailing Address	77.39%	89

Q14 Thank you very much for your time and attention. If you would like to be entered into a drawing for one of two \$50 VISA cash cards, please provide your name and preferred contact information below. It will not be used to contact you for any purpose other than to notify you if you win a cash card! Winners will be contacted shortly after the New Year. Happy New Year and thank you!

Answered: 97 Skipped: 70

ANSWER CHOICES	RESPONSES	
Name	100.00%	97
Contact Information	100.00%	97