

# AGENDA

- Requests for Committee Action
  - Principles
  - Guidelines for Committee Communication
  - Guidelines for Input to the Committee
- Update
  - Working Group's Review of the Forest Service Outreach to Young People of Color

**Communications Working Group**

## Requests for Committee Action

- Affirm the Principles
- Adopt Guidelines for Committee Communication
- Adopt Guidelines for Input to the Committee

Discussion

**Communications Working Group**

# Update

Working Group – Learning About Forest Service Outreach to Communities of Color and to Young People

- Video Clip
- Curriculum
- Multicultural Transformation Initiative
- Latino Outreach - Webinar

Outside the Working Group – Forest Service Recruitment Video - Candice

**Communications Working Group**

# Working Group's Scope of Work Going Forward

Discussion

**Communications Working Group**

**USFS National Planning Rule Advisory Committee – Communication Working Group  
September 2012 – February 2013**

**I. Scope of Work**

- Statement of Principles – high-level statement of the goals the Forest Service should aspire to
- Examples – successful communication strategies for engaging members of the public, young people, a broad and diverse set of the public, etc. in land management processes and planning efforts
- Recommendations (aligned with the recommendations with those of the collaboration working group) for Forest Service messaging and communication with new stakeholders, with the general public and with a broader and more diverse public
- Recommendations for communicating about the work of the National Planning Rule Advisory Committee

**II. Principles**

*Collaboration* – moving out of an era of conflict and into a new era of cooperation to advance common goals

*Shared Commitment to Restoration* – working together to sustain the public lands that are important to all of us

*Serving as a Model* – the committee itself should be a model of the transition to a more cooperative way of making forest plans

*Accessibility* – ensuring that the public have access to Forest Service processes, to information, and ultimately of national forest land – making sure that the process of making a plan for each forest isn't a closed one or a mysterious one – it is open and inclusive

*Future Orientation* – demonstrate a concern for the long-term future – for our children and grandchildren – contributing to a better life for our communities and a better country

*Essential Content* – It is important to communicate clearly and concisely the great importance of public lands; at the same time, it is important to convey the depth and complexity of the issues

*Two-way Communication* – the public need to be able to have a straightforward way to communicate their needs and concerns to the agency

**III. Guidelines for Communicating about the Committee's Efforts**

Remember the committee's operating protocol that limits any message *attributed to the whole committee* to those items that the committee has agreed to or to a consensus statement

That leaves a great deal to talk about:

- When communicating about your own view of the committee's work, keep these in mind:
  - o Always communicate in ways that enhance trust among committee members
  - o Advocate for the committee as you communicate about its deliberations – making note of its depth and breadth
  - o Explain what the rule is, why the committee was convened and what your goals are
  - o Explain what the committee has accomplished
- Make it personal as well
  - o Talk about why you wanted to be a member and what you hope the committee can do
  - o Talk about why the national forests (and their ability to plan effectively) matter to you
- Ask your audience what matters to them and offer them the opportunity to send a message to the committee

Early Adopter Participation and Other Work:

- The committee members are likely to be engaged in Forest Service efforts outside of the committee including, for example, participating in collaboratives that are working with early adopter forests. It is important to distinguish between the role of a committee participant and any other role and to ensure that participation outside of the committee is never characterized as representing the view of the

committee. It is important to remember that the committee is not empowered to advise individual forests.

- At the same time, a committee member may, through that participation, learn things that the committee may find useful. S/he should offer those observations to the appropriate working group or to the committee as a whole – not as a way of influencing a particular forest, rather as a way to help the Forest Service implement the rule effectively across the country.
- If a committee member is concerned that the rule is not being implemented properly in a specific location, the committee member should raise this concern with the advisory committee's DFO.

#### Talking Points:

- The Committee's Mission Statement

The committee will provide recommendations to the U.S. Forest Service concerning implementation of the 2012 Planning Rule. The committee will:

- Review the content of and provide recommendations on directives related to implementation of the planning rule
- Offer recommendations on implementation of the planning rule, based on lessons learned and best practices
- Offer recommendations for consistent interpretation of the rule where ambiguities cause difficulty in implementation of the rule
- Offer recommendations for effective ongoing monitoring and evaluation, including broad-scale monitoring, for implementation of the planning rule
- Offer recommendations on how to foster an effective ongoing collaborative framework to ensure engagement of federal, state, local and Tribal governments; private organizations and affected interests; the scientific community; and other stakeholders
- Offer recommendations for integrating the land management planning process with landscape scale restoration activities through implementation of the planning rule

- Communication Working Group Principles – See those listed above

#### **IV. Draft Protocol for Obtaining Comments, Presentations or Interaction With Members of the Public Beyond the Standard Public Comment Periods and Procedures**

Every public meeting of the USFS Planning Rule Federal Advisory Committee will have opportunities for members of the public to submit written comments and provide oral comments, at appropriate predetermined points in each meeting agenda. Through its own initiative or through suggestion by other parties, the committee may wish to solicit additional information or receive additional comments and information from specific members of the public. This protocol has been adopted by the committee in order to (1) provide the committee with mechanisms for soliciting or obtaining additional input, presentations, discussion or communication with members of the public who may have expert or other specialized knowledge or information deemed pertinent and valuable to the committee's operations, and (2) provide members of the public a clear way of making known to the committee any desire to provide such information to the committee. This protocol is designed to be an additional method of gaining public input into the committee's work and is not meant to limit in any way the normal and standard public input methods required by FACA, NEPA, the APA or any other federal law or regulation.

#### **Methods of Interaction with the Committee**

There are several ways in which members of the public can submit information and have interaction with the committee. These include, but are not limited to:

- Providing extensive written materials, either on paper or in electronic format, photographs, videos or other information the person wishes to bring to the committee's attention.

- Providing extensive written materials, either on paper or in electronic format, photographs, videos or other information the person wishes to bring to the attention of a specific working group of the committee. These working groups are made up of committee members, but they are not the committee in full and do not act on behalf of the committee. The working groups collect information and formulate suggestions that will later be reviewed by the full committee.
- Speaking to a working group of the committee on one of the working group's monthly telephone conference calls.
- Putting together a panel to discuss an issue before the full committee at a regularly-scheduled meeting of the committee.
- Providing information of a scientific or technical nature by an expert or experts in the field at a regularly-scheduled meeting of the committee.
- Providing a panel of persons involved with early adopter forests to give information to the full committee about that forest's planning efforts.
- Providing a panel of an established collaborative or collaboratives dealing with an early adopter forest to give information to the full committee about the collaborative work in that forest's planning efforts.

### **Members of the Public Wishing to Present to the Committee**

At any time, any member of the public may submit a written request (either by letter or email) to the Designated Federal Official (DFO) at the address below alerting the DFO and the committee that the person has information they wish to submit to the committee, the nature of that information and why it cannot be submitted effectively during the standard public comment methods for committee meetings. The DFO will review the request and then forward it, with any additional information the DFO deems appropriate, to the committee's facilitators and the committee's co-chairs. The DFO, facilitators and co-chairs will then make the decision to forward the request to all members of the committee or to ask the requester for more information or explanation.

Requests to provide information or to speak to just a working group of the committee, rather than the full committee, shall be submitted to the DFO, reviewed by the DFO, the facilitator and the co-chairs and then forwarded to that working group's members. At the next available, scheduled phone call of that working group, the working group will decide whether to review the information and/or schedule a time at a later call to speak with the requester. At the suggestion of either the DFO, the facilitators, the co-chairs, any staff person of the U.S. Forest Service assigned to the committee or the working group, or any working group member, the working group may extend invitations to other people to provide information or speak to the working group, if having the input of those other people is needed or wanted by any working group member to provide balance and a different perspective to the information being submitted by the original requester.

If a requester wishes to have the working group give their information to the full committee, they may so request, and the working group will decide if it is appropriate or needed to do so. The working group may also decide on its own accord to forward the information to the full committee if it so desires. Even if the information is not forwarded on to the full committee, the working group will inform the full committee about the input and give a brief summary of it during the next meeting of the committee. Any member of the committee may request the full information from the working group at any time.

Requests to speak to the full committee will be entertained by the full committee at its next public meeting or during any scheduled administrative conference calls for the full committee. The requester will be informed by the DFO, the facilitators or the co-chairs of the committee's decision on any such requests.

### **Committee Requests to Invite Presentations**

The full committee may, in response to a request or on its own initiative, invite persons with expert or other specialized knowledge or information deemed pertinent and valuable to the committee's operations or deliberations to come speak to the committee individually or as part of a panel at a regularly-scheduled meeting of the committee. The committee may request information or panels of presenters from certain organizations, government agencies, tribes or other entities.

## **Balance and Fairness**

In dealing with all requests from the public or requests to members of the public originated by the committee's members, the committee will use its best efforts to make the requested presentation and information balanced and fair to all interests involved in the issues dealt with by the requested information. If any issue of fairness and balance raised by a committee member cannot be resolved, then the committee will default to not allowing the information or presentation rather than create a conflict within the committee. If a member of the public is denied the opportunity to make a special presentation to the committee, that person may still provide that information in written form to the committee through the standard public comment procedures provided to all members of the public.

Reviewing information or hearing a presentation by a member of the public, even if requested by the committee, does not indicate that the committee gives any deference or special treatment to that person or their input. This protocol is merely a method to give the committee the means to supplement the information it has with additional resources, if needed or desired, and to give the public an opportunity to provide more detailed information than the standard procedures provide.

## **V. Working Group's Attention to Communication with Young People and the People of Color**

- A. Video <http://www.youtube.com/watch?v=NHganyoBdmk&feature=youtu.be&hd=1>
  - Working with the Central California Consortium – designed to bring Fresno-area young people from all backgrounds into the Forest Service's activities
  - The young people we worked with were instrumental in getting language into the rule's preamble about reaching out to young people from diverse backgrounds
  - The film the working group reviewed was designed for Forest Service employees to encourage them to reach out to young people in their planning processes.
- B. Curriculum
  - We have a curriculum for a one-day workshop to help young people make the connection between their lives and families and the forest and to get them to talk about desired conditions
  - We worked with the CCC and their connections with the schools to organize the workshop – we did this at the supervisor's office in the Sierra National Forest – the schools contributed lunches and transportation during a school day
  - We get them to talk about Gross National Happiness
- C. Multicultural Transformation Initiative – focused on the Latino community, primarily, but also picking up on the Hmong and African-American communities
  - Sequoia and Sierra National Forests near a community that is 50% Latino – and though they can see the mountains in the distance, most have no idea that these are national forests
  - Created a toolkit for the forest to use to reach out
  - Identify key leaders/connectors who are the effective liaisons to the community
  - A webinar to dig into these details – Jan 29<sup>th</sup>