

Private Forests Division
DRAFT COMMUNICATIONS PLAN FOR FOREST RESOURCE TRUST

(Numbering relates to draft of Private Forests Division Communications Action Plan)

4.6 Promote participation in the Oregon Forest Resource Trust

SITUATION ANALYSIS

Established by the 1993 Oregon Legislature, the Forest Resource Trust provides funds for financial, technical and related assistance to qualified private and local government forestland owners for stand establishment and the improved management of forestlands for timber production, wildlife, water quality and other environmental purposes. To date, only one program has been established under the Forest Resource Trust – the Forest Establishment Program. Beginning in 2006, the Forest Resource Trust Advisory Committee has made several recommendations to simplify, strengthen and expand Forest Resource Trust programs. These recommendations led to:

- 1) The Board's January 2007 adoption of revised administrative rules that simplified the Forest Establishment Program,
- 2) The 2007 Oregon State Legislature's passage of House Bill 2293 – which generalized the Forest Establishment Program's loan structure to include any activity that leads to the improved management of forestlands and allowed the Forest Resource Trust to deliver financial assistance through cost-share, and
- 3) Proposed final administrative rules for implementing House Bill 2293 which are expected to be adopted by the Board in January 2009.

Given these changes, the Forest Resource Trust has a tremendous potential to develop new and innovative incentive programs for private forest landowners. The Forest Resource Trust needs to establish funding stream for new programs and develop a new 'brand' for the Forest Resource Trust during 2009-2010. To develop a strong future funding base, the Trust needs to communicate the success of the existing Forest Establishment Program based on the forest carbon offset funding received from the Klamath Cogeneration Project.

STRATEGIES & TACTICS

4.6.1 Communicate current successes of the Forest Resource Trust's Forest Establishment Program

- A) From the Landowner's Perspective – Demonstrate the win-win approach of the benefit to landowners from creating new forests on lands that historically may have been forested, but were converted to agriculture, range or pasture, through landowner testimonials.
- B) From the Oregonian Perspective – Demonstrate that increasing the area of private forestland benefit all Oregonians by providing environmental, social and economic values such as carbon sequestration and storage, water quality, fish and wildlife and

local production of timber, through web content, success stories and PowerPoint presentations.

- C) From the Marketing Perspective – Market the Forest Establishment Program to prospective landowner applicants through brochures, landowner meetings and other outreach efforts.

4.6.2 Sell the Forest Resource Trust to potential funders

- A) Develop Key Messages (*Attached*) on why potential funders should invest in Forest Resource Trust Programs.
- B) Develop fund raising tools that position Forest Resource Trust programs as a proven means to deliver assistance to private forestland owners.

4.6.3 Once funding is secured, market new program areas of the Forest Resource Trust to qualified landowners.

DELIVERABLES FOR ODF STAFF

- Updated Forest Establishment Program Brochure
- Brochure Template for for additional Forest Resource Trust Programs
- PowerPoint Presentations available for use by staff and stakeholders
- Updated Forest Resource Trust content on Private Forests website
- Grund-Clampit Landowner Testimonials and Project Success Story
- Report to the 76th Oregon Legislature in 2011 as directed by ORS 526.730

TIMELINES

- Forest Establishment Program Brochure – Expected December 2008
- Additional Brochures for New Program Areas – As Needed
- PowerPoint Presentation Pool - Early 2009
- Web Content - 2009-2010
- Success Stories - 2009-2011 (5 new story projects per year)
- Grund-Clampit Landowner Testimonial – 2009
- Draft Report to the 76th Oregon Legislature – September 2010

BARRIERS

- Agency Affairs Staff Time to Manage and Complete Deliverables
- Reduction in Stewardship Forester Positions to Assist with Success Stories
- Poor Economic Climate will Limit Securing Funding Despite Best Efforts

MEASUREMENT

- Increase in landowner applications to Forest Resource Trust programs
- Amount of funding received for Forest Resource Trust programs
- Web site visit measurement for *Forestresourcetrust.oregon.gov* site

ATTACHMENT

**Forest Resource Trust
KEY MESSAGES to Potential Funders**

Simple

Cost-Share Program is a tried and true way to provide financial and technical assistance delivery system to family forest landowners.

Proven

The Oregon Department of Forestry provides the established infrastructure and delivery mechanism to administer Forest Resource Trust programs.

Flexible

The Forest Resource Trust can enter into agreements to receive funds and tailor the use of funds to meet the needs of the funder.

Accountable

Measurement and monitoring of Forest Resource Trust program accomplishments documents the return on the funder's investment by providing feedback on how well the funder's goals are being met.

Innovative

The Loan Program structure provides an alternative financial assistance delivery mechanism to address needs not suited for cost-share. The program is designed to meet the diverse forest management needs of Oregon's landowners.