

June 2016

# Survey of Forest Landowners' Engagement in Voluntary Practices in the Oregon Coast Range

ONLINE SURVEY

**Oregon Department  
of Forestry**

**Oregon Watershed  
Enhancement Board**

**Oregon Forest  
Resources Institute**



Prepared by **DHM Research**

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# Introduction & Methods

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From May 19 - June 15, 2016, DHM Research conducted an online survey of private forest landowners owning 10 or more acres in Oregon's Coast Range on behalf of the Oregon Department of Forestry (ODF), the Oregon Watershed Enhancement Board (OWEB) and the Oregon Forest Resources Institute (OFRI). The purpose of the survey was to determine landowners' current engagement with completing and reporting voluntary projects to improve watershed conditions in response to the Oregon Plan for Salmon and Watersheds, and to identify barriers to engagement.

**Research Methods:** The survey was focused on forest landowners in the Oregon Coast Range with names drawn from county records maintained by the Partnership for Forestry Education (PFE) and persons who had previously reported voluntary projects to the Oregon Watershed Restoration Inventory (OWRI). The invitation to participate in the online survey was mailed by postcard to all 2,385 private forest landowners on the PFE list and sent by email to 100 landowners on the OWRI list. A reminder postcard and email were also sent. In all, 236 private forest landowners completed the survey – nearly a 10 percent response rate. To ensure confidentiality, each participant was assigned a unique password.

A majority of the survey participants were males (77%), older than 55 years (75%), and have more than 10 years of experience managing forest resources (77%). One half (48%) of the participants managed 70 acres or less of forestland, and the other half (52%) managed more than 70 acres.

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and live-monitoring of results. In the annotated questionnaire, results may add to 99% or 101%.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. In this case, the population at hand is all of those included on the initial outreach lists provided by ODF, OWEB and the Oregon Forest Resources Institute. The margin of error for this survey is  $\pm 6.1\%$ .

While the results of this survey will assist in understanding the decline in reporting of voluntary projects and planning initiatives that seek to mitigate this decline, some qualifiers should be noted. Due to the engagement approach of the survey there is an unavoidable amount of self-selection bias at play, leading to a potentially biased sample. While it is impossible to say exactly how the population of those who chose to participate differs from the population of small forest landowners at large, we know enough to caution that all findings from this survey should be taken as instructive, rather than prescriptive.

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

# Summary & Observations

# 2

**While participants are only somewhat familiar with the Oregon Plan for Salmon and Watersheds, commonly called the “Oregon Plan,” they are knowledgeable and well-aware of the types of improvements considered to be voluntary projects. Many are completing these projects as part of their management practices.**

- Slightly over half (53%) were at least somewhat familiar with the Oregon Plan.
- Almost all landowners were able to list enhancements that would be considered voluntary projects, but those who had completed such projects did so with more specificity.
- Three quarters (75%) had completed voluntary projects.
  - Almost all (94%) of those managing plots over 370 acres had done so, and 69% of those landowners had completed more than 10 projects.
  - Those who had not completed a project often said that their land was not suitable for any voluntary projects. Others were unaware that voluntary projects were an option.

**Landowners largely consider voluntary projects the “right thing to do” when it comes to managing their land. The primary factor in deciding to complete projects was ecological benefit, while other specifics played a supporting role.**

- Open-ended responses often noted the common sense nature of making improvements to one's land with a variety of motivations: ecological, economic, personal. Others focused on the nitty gritty requirements including cost, time, and difficulty.
- Some 62% listed ecological benefits as an important deciding factor, followed closely by financial costs (56%) and probability of successful completion (52%).

**Relatively few landowners had reported voluntary projects to the Oregon Watershed Restoration Inventory, with many explicitly noting that they had completed and not reported projects. While lack of awareness of the option to report was the most frequently mentioned reason, there were a variety of other explanations given for this behavior.**

- Just 20% of all survey participants had reported a voluntary project.
- A majority (58%) said they completed a project they did not report.
  - Some 79% of those who had completed and reported a project, and 72% of those who had completed but not reported a project said they completed a voluntary project that went unreported at least once. This suggests that reporting is an inconsistent practice.
- The most common reason given for not reporting was lack of awareness (56%), with an additional 29% saying that they were unsure of how to report. On the other side, some questioned the value of doing so, or the efficacy or trustworthiness of the agencies in charge of the process.

**Survey participants were asked about initiatives to increase their willingness to complete and report voluntary projects. Initiatives that reduced costs or provided financial benefits tested well. That said, when landowners were asked about incentives in an open-ended fashion, they focused on other motivation strategies such as education, training, a simplification of the process, and effectively communicating the value of completing and reporting projects.**

- The two most popular initiatives to increase willingness to complete voluntary projects were cost sharing (55%) and tax incentives (50%)
- Equal proportions said incentives would be effective in increasing reporting (42%) or were uncertain (43%). As such, they should be viewed as a secondary tactic to encourage reporting.

**Very few landowners had used the Oregon Watershed Restoration Inventory's online reporting tool. Suggestions for improvement focused on clarity and simplification. Complexity in the reporting process was seen as a barrier for doing so.**

### Conclusions and Recommendations

While many have completed voluntary projects (75%), relatively few have ever reported them to OWRI (20%). Even among those who have ever reported at least one project, a strong majority (79%) had completed projects that they did not report. Although landowners see the inherent value to completing these types of enhancements to their land, they do not always connect them to the Oregon Plan, instead viewing them as "the right thing to do." Connecting this sentiment – tied to the ecological, economic, and social value of preserving and improving one's land – to the mission and specifics of the Oregon Plan serves as a valuable avenue. Many, especially newer and smaller landowners, are unaware of the plan details, and may be encouraged to complete more projects through education, training, and outreach efforts.

Getting buy-in for reporting projects is a larger hill to climb. Two distinct camps emerged. On one hand, less experienced and smaller landowners are by and large unaware of the Oregon Plan, let alone the reporting process. Educating and supporting these landowners could prove invaluable in encouraging a new wave of project completion and reporting. One strategy may be to target those with new land holdings who might be easily encouraged to make improvements. These landowners were more likely to respond well to the idea of online resources.

Landowners with more experience and larger ownerships were more aware of the Oregon Plan, and more likely to have completed and reported projects. That said, many noted reasons for a decline in both of these practices. For some, what had once been voluntary projects had become best practices. Through this process of normalization, they had ceased reporting, often citing the difficulties of reporting. These landowners preferred initiatives that lowered the barriers to project completion and reporting, such as tax breaks, cost sharing, and regulatory assurances. With this group, lowering perceived barriers will help to increase buy-in to the Oregon Plan. Much of this work should focus on building and strengthening relationships with landowners across the state. They value honest, forthright, and conciliatory communication, and ODF is well regarded despite general gripes toward government. Some were skeptical about sharing their information with government, and doubted the efficacy of governmental organizations.

Across both of these groups, many made note of the fact that they were unsure of the value of reporting projects (to themselves and in general). Educational efforts about the successes of past projects and of the value of reporting could prove helpful in convincing landowners to report. Participants mentioned the Oregon Small Woodland Association, watershed council publications, Stewardship Foresters, and soil and water conservation districts as possible outreach partners.

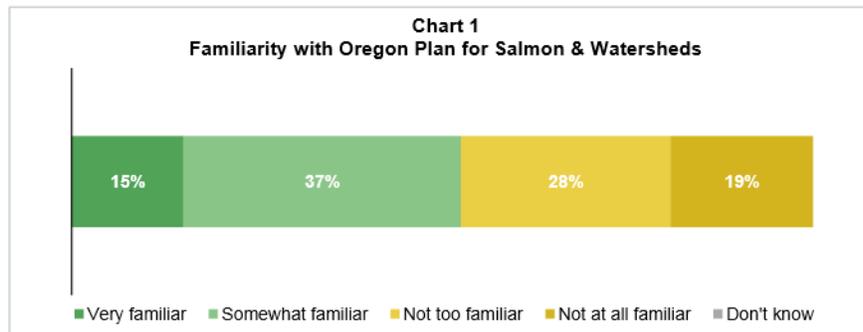
Some said they believe the drop in project completion and reporting was a result of all the "low-hanging fruits" having been picked already. In their mind, the easiest or most impactful projects had already been completed. Communicating about the importance of smaller projects, and continuing to improve upon one's land may prove effective with these landowners.

# Key Findings

The following report highlights key findings and takeaways from an online survey of small forest landowners across the state of Oregon. The main goal of this analysis is to understand landowners' current engagement with completing and reporting voluntary projects to improve watershed conditions in response to the Oregon Plan, and to identify barriers to further engagement. All analysis is conducted in the aggregate, and no identifying information is provided for individual responses. Throughout this report, demographic sub-group analysis is provided where appropriate.

## 3.1 General Awareness

Participants were asked if they were familiar with the Oregon Plan (Q1). Some 53% said they were at least somewhat familiar, while 47% were less aware of the Oregon Plan. Relatively few were very familiar.



Source: DHM Research, June 2016

**Demographic Differences:** Landowners managing over 370 acres (as set by an approximation of quartiles), were the most likely (78%) to be familiar with the Oregon Plan. Those with over ten years of experience managing, maintaining, or restoring natural resources were more familiar (58%) than those with less experience (35%). Unsurprisingly, familiarity was higher for those who had completed a voluntary project (59%), and even more so for those who had reported one (77%).

Both those who had never completed a voluntary project (38%) and landowners with fewer than ten years' experience (37%) were not at all familiar with the Oregon Plan.

To further investigate understanding of the Oregon Plan for Salmon and Watersheds, participants were asked in an open-ended manner to describe some voluntary projects that landowners could choose to complete under the plan (Q2). Answers ranged in their specificity, but nearly all were able to describe the types of projects that could be undertaken. Those who had completed projects tended to be more specific in their descriptions, but those who had not completed projects still exhibited a sense of the types of improvements encouraged by the Oregon Plan. Some even noted that while they were not aware of the

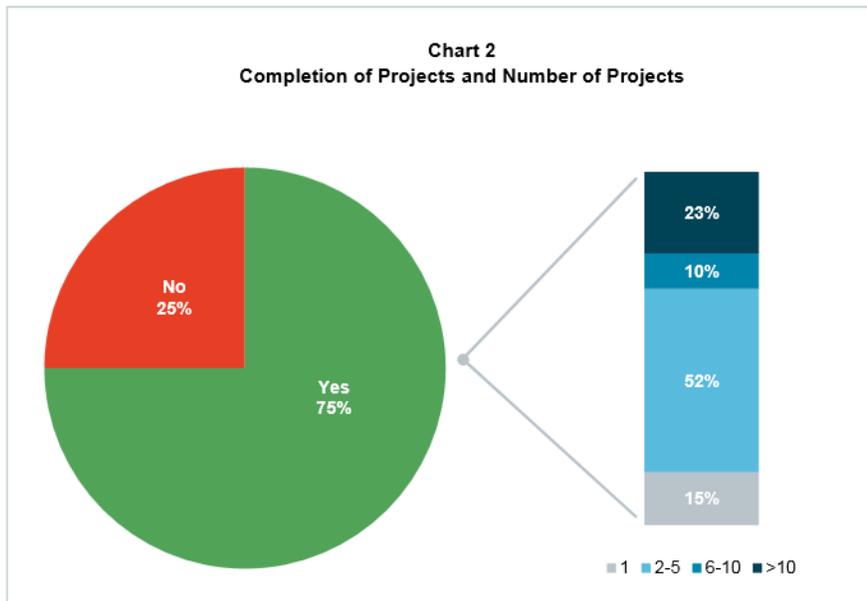


### 3.2 Completion of Voluntary Projects

Landowners were presented with a series of questions assessing their past completion of voluntary projects, factors in deciding to complete projects, willingness to pursue further projects, and potential barriers (Q3-Q8).

#### Past Completion and Barriers

After being presented with a list of twelve examples of voluntary projects included in the Oregon Plan, participants were asked if they had ever completed a similar project on their land, or land they were managing at the time (Q3). Three quarters (75%) had completed such a project.



Source: DHM Research, June 2016

**Demographic Differences:** Some 79% of those with more than 10 years' experience had completed a project, as compared to 65% of less-experienced landowners. An overwhelming 94% of those who managed more than 370 acres of land had completed a project, as compared to 70% of those who managed smaller land holdings.

Those who said they had completed a project were then asked how many voluntary projects they had completed since 1995 (Q4). The majority (52%) had completed between 2-5 projects, and almost one in four (23%) had completed more than 10 projects since 1995.

As a general trend, those who managed larger plots of land were more likely to have completed more projects. For instance, 69% of those managing more than 370 acres said they had completed ten or more projects, as compared to just 6% of all other respondents.

Those who had not completed a project since 1995 were asked what had prevented them from doing so (Q5). Some 24% said that they were unaware that there were options for voluntary projects, and an additional 12% noted that they lacked the expertise and training. Other frequent responses included believing that these projects would not benefit landowners (12%) or benefit salmon and improve watersheds (12%).

Response Category	N=58
I was not aware that options were available for voluntary projects	24%
I do not believe that completing voluntary projects would benefit me as a landowner	12%
I do not believe that voluntary projects would benefit salmon and improve watersheds	12%
I lacked the expertise and training to complete voluntary projects	12%
Project was too expensive	9%
Project required a permit	7%
Lack of financial incentives	7%
Lack of technical assistance	5%
Project was too complicated	2%
Project was likely to fail	3%
Don't know/Not sure	9%
Other (Open)	55%

A majority chose to write in their own response category to answer this question. The two most frequent responses were that there was no running water or water that would be sufficient for salmon runs on their property, and that they had owned their land for too short of a length of time to have pursued voluntary projects.

*My land is above where these things would be useful. There is a small stream running through my property which flows freely to the next property but no salmon could get up the stream to my property.*  
 -- Male, >10 Years, 0-35 Acres

### Factors to Consider and Willingness

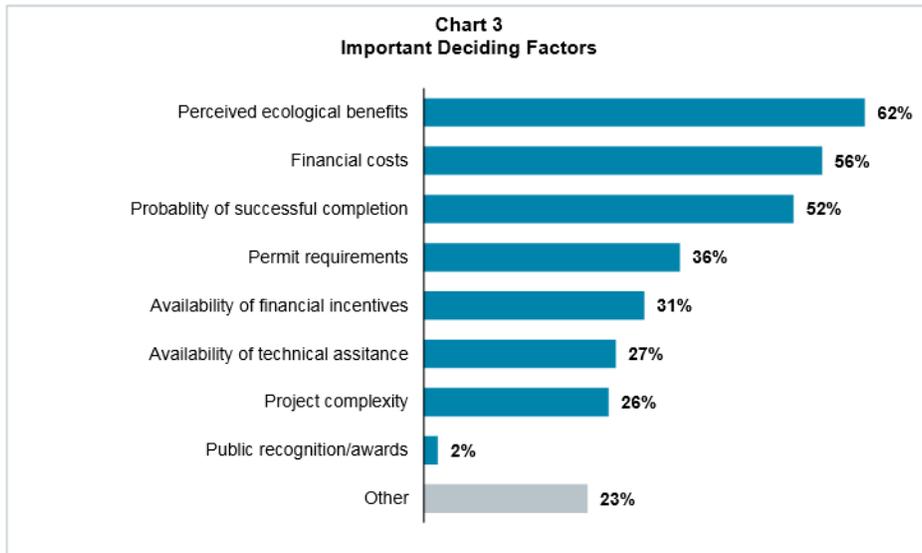
Participants were first asked in an open-ended fashion what they considered to be the most important factors when deciding to do a voluntary project (Q6). Some common themes emerged in their responses.

Overwhelmingly, participants said they consider voluntary projects as a part of "doing the right thing." Many noted being stewards of the land, and the ecological benefits of preserving and restoring watersheds. Others mentioned societal or economic benefits, emphasizing that these projects were consistent with good forest management practices that would lead to symbiotic relationships with natural resources and increased property values. Some focused on the nitty-gritty of projects, including cost, feasibility, and the time commitment required. Finally, some highlighted the importance of aesthetics.

*As part of managing my woodland, I remove exotic invasive plants such as Scotch Broom, plant new timber-producing trees, and leave many trees that could be legally harvested. However, I do all of these things simply as part of good woodland management, and not with any awareness of the Salmon and Watersheds Plan.*  
 --Female, Completed, Not Reported, >10 Years

*I have to be honest and say that keeping the value of our land at a premium is always in the back of my mind, but being good stewards of the land involves all aspects.*





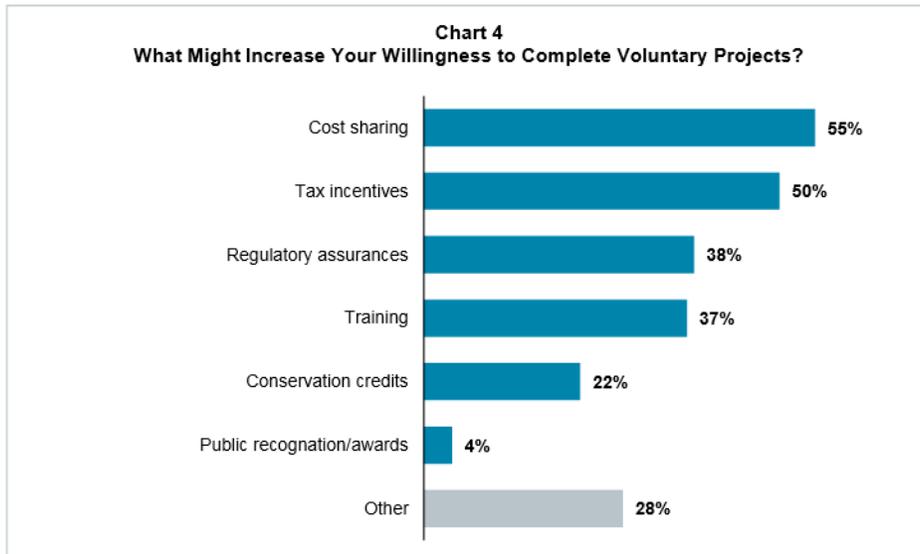
Source: DHM Research, June 2016

**Demographic Differences:** Those who had completed a voluntary project were more likely to say that ecological benefits (67%) and the chance of the project being a success (61%) were the most important factors.

Those who had reported a voluntary project to the Oregon Watershed Restoration Inventory were more likely to place importance on the “*Availability of financial incentives*” (44%) and “*technical assistance*” (44%). This suggests that these landowners may be more aware of the availability of support for the completion of voluntary projects.

Landowners who managed more than 370 acres called out “*financial cost*” (73%) as most important in determining whether to do a voluntary project more often than those managing smaller plots (51%). This is likely due to the fact that projects pursued by these landowners would be of a larger scale.

As a follow up, landowners were asked what might increase their willingness to do voluntary projects (Q8). Majorities said that “cost sharing” (55%) and “tax incentives” (50%) would encourage participation. Slightly fewer selected “regulatory assurances” (38%) and “training in how to properly conduct voluntary projects” (37%).



Source: DHM Research, June 2016

**Demographic Differences:** Training was mentioned more frequently by landowners with fewer than 10 years' experience (57%), those who were not familiar with the Oregon Plan (47%), and participants managing fewer than 370 acres (43%). Efforts to educate landowners should be aimed at less experienced landowners, and those managing ownerships. This will be an effective strategy in encouraging new participation in the completion and reporting of voluntary projects.

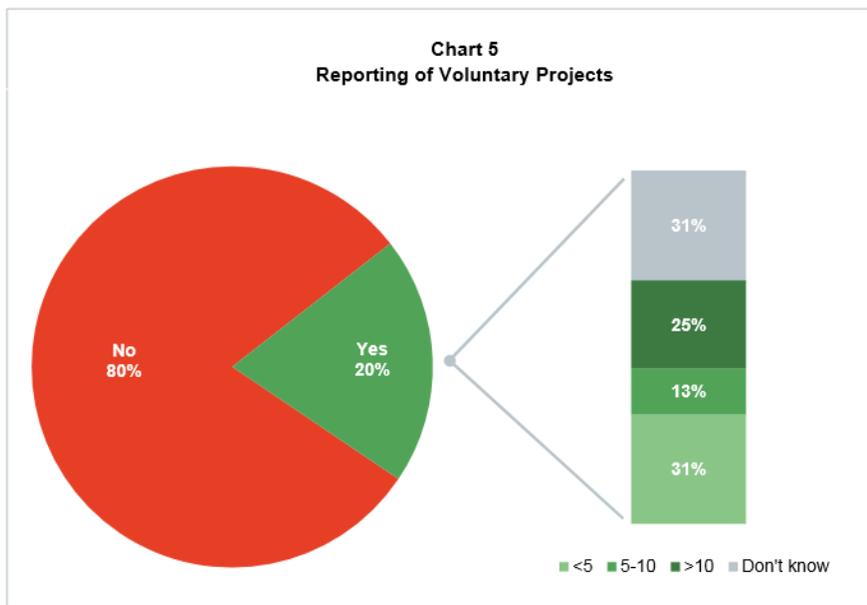
Landowners who had already completed a voluntary project were more likely to say “tax incentives” and “cost sharing” would increase their willingness to pursue projects. Similar trends were observed for those who had reported projects versus those who had not. These landowners also mentioned “regulatory assurances” (54%) and conservation credits (38%) at higher rates. As such, these strategies should be viewed as ways to encourage continued participation.

### 3.3 Reporting of Voluntary Projects

Participants were also asked about their past behavior as it relates to reporting voluntary projects, the Oregon Watershed Restoration Inventory's online reporting tool, and the possibility of incentivizing reportage (Q9-Q18).

#### Past Reporting and Barriers

Just 20% of participants indicated that they or a third-party representing them had ever reported a voluntary project to the Oregon Watershed Restoration Inventory (Q9). Of those who had reported a project, there was a wide range in the number of reported projects (Q10).



Source: DHM Research, June 2016

**Demographic Differences:** Acreage again played a significant role, with almost half (49%) of those managing lands above 370 acres having reported a project, as compared to 12% of all others. They were also more likely to have reported more than ten projects—11 out of 25 who had reported any projects had done so.

Landowners under 65 were more likely to have reported a voluntary project (28%) than those over 65 (11%).

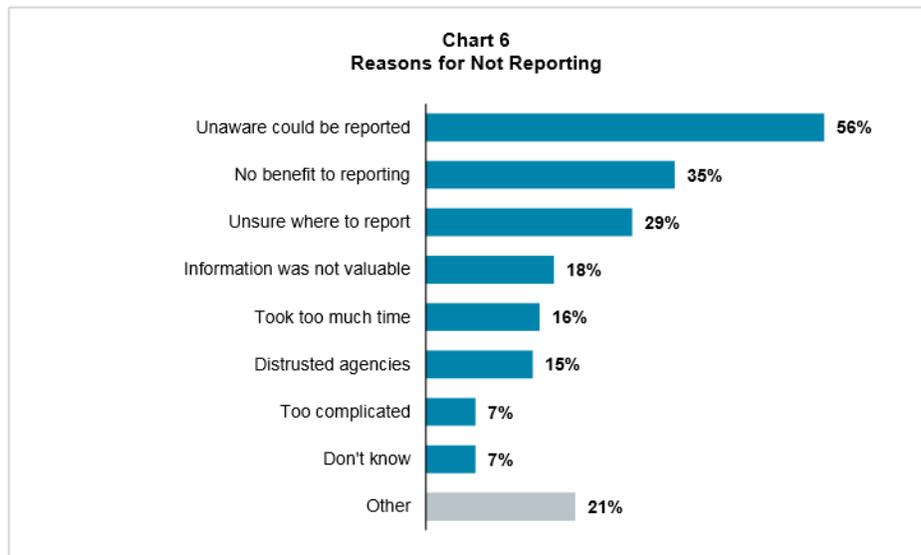
Landowners were also asked if they had ever completed a voluntary project but did not report to OWRI (Q11). A slight majority (58%) had completed a project that went unreported.

Response Category	N=236
Yes	58%
No	42%

**Demographic Differences:** Of those who had completed projects in the past, 72% had completed a project that was not reported. The same held true for 79% of those who had completed and reported a project. Taken together, these results suggest that even those who are aware of the Oregon Plan and have reported in the past, do not report each voluntary project they complete.

Those with over ten years' experience were more likely (62%) to say that they had completed and not reported a project than those with less experience (43%).

Respondents who had completed, but not reported, a voluntary project were then asked what had prevented them from reporting to OWRI (Q12). A majority (56%) said they were unaware they could report, by far the most frequent response. An additional 29% did not know where to report projects. Some doubted the value of reporting, with 35% indicating they got no benefit from doing so, and 18% saying they did not believe the information was valuable.



Some provided open-ended answers to this question, with a common theme being the limited size or scope of projects. One response highlights an important sentiment related to the "do the right thing" theme observed previously:

*Projects that we used to report have become best practices so we don't see them as "extra" or beyond what we should be doing.*

*--Male, Completed, Reported, >10 Years*

**Demographic Differences:** Those with ownerships smaller than 370 acres (63%) were more likely to respond they were unaware of the option to report than those with larger ownerships (37%). Those with the largest ownerships were more likely to indicate that "reporting took too much time" (34%).

### **OWRI Online Reporting Tool**

This next section focuses on those who have used the Oregon Watershed Restoration Inventory's online data entry tool to report a voluntary project. Just 6% of surveyed landowners (N=14) had used the tool (Q13). As such, findings from this section should be interpreted with caution.

**Demographic Differences:** Twelve out of 14 who had used the online tool were responsible for managing over 370 acres. Of those who said they had reported a project, 25% said they had used the online tool.

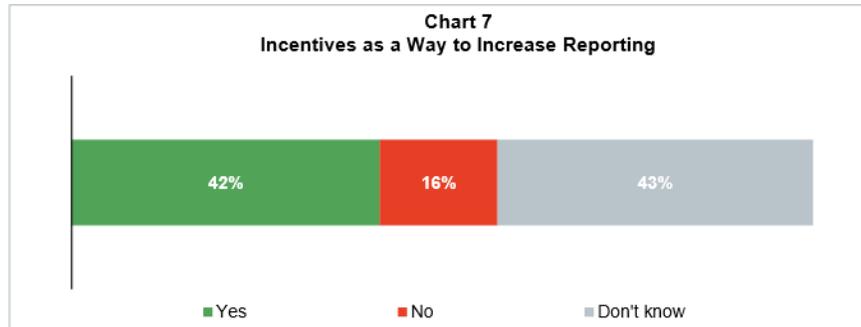
Those who had used the tool were relatively ambivalent, with 9 of the 14 saying they were neither satisfied nor unsatisfied with the current online reporting system (Q14). When asked how the system could be improved (Q15), past users focused on streamlining through "simplifying the reporting form" (11 out of 14) and reducing the amount of time the process takes (10 out of 14). Eight said that the inclusion of "a mapping tool to easily map project sites" would improve the online reporting system. Open-ended responses about improvements to the system focused on reducing the granularity of information required, and simplifying the process generally (Q16).

*The system works OK. But the detail desired is too granular. It takes a long time to report, it is difficult to navigate the website, and each action requires so many inputs found in so many different places within the website, reporting gets very frustrating. We do our reporting once a year, so the complexity of the website is an enemy to accurate reporting. I think you could collect less data and get a better result.*

*--Female, Completed, Reported, >10 Years*

## Incentives for Reporting

After being provided with some background information on offering incentives for those who report their voluntary projects, participants were asked if they considered the use of incentives to be an effective way to increase reporting (Q17). While 43% said they were unsure, 42% believe that incentives would be effective.



Source: DHM Research, June 2016

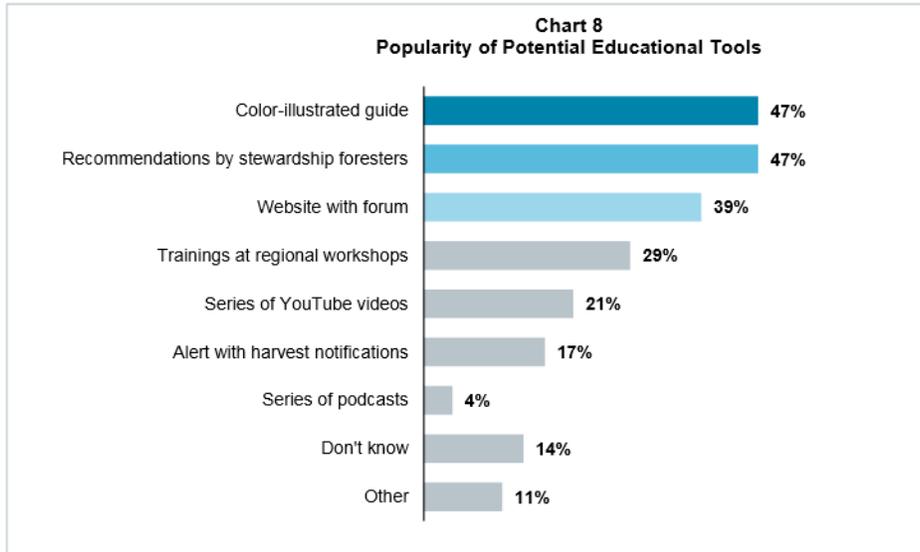
**Demographic Differences:** Those with fewer than ten years' experience (56%) were more likely to see incentives as effective than those with more experience (37%).

Participants were also given the opportunity in an open-ended manner to share any suggestions for incentives that would increase their willingness to report voluntary projects (Q18). Common themes included recognition and thanks for the completion of projects, general financial incentives, and tax incentives, credits or benefits.

In response to this question, many focused on non-incentive initiatives that would encourage them to participate. A common theme was education, both in terms of general information about the program, and more targeted information (such as specific data on effectiveness) or training to support the completion of projects. Others advocated for a reduction in regulation or a simplification of the process. Another sizable population indicated they did not think it was government's place to be involved in the management of private lands.

## Landowner Education

Participants were asked to select three useful educational tools from a list of seven. These were tools they were most likely to use to become informed about voluntary project options (Q19). The three most frequently mentioned tools were "A color-illustrated guide describing best practices" (47%), "Recommendations made by stewardship foresters to landowners" (47%), and "A website dedicated to voluntary projects with a forum for landowners to share advice on voluntary projects" (39%).



Source: DHM Research, June 2016

**Demographic Differences:** Again, differences emerged between groups based on ownership size. Those with ownerships smaller than 370 acres were more likely to say they would use an interactive website or YouTube videos to educate themselves about voluntary projects. Landowners with larger ownerships were more likely to mention trainings at regional workshops, and recommendations by stewardship foresters.

### 3.4 Landowner Comments

Participants were given the option to share their final thoughts about why the number of reported projects has declined, and how the Oregon Department of Forestry could best support forest landowners in completing and reporting voluntary projects (Q20).

A common thread of argument focused on the completion of past projects. On one hand, participants noted that "low-hanging fruit" or the majority of projects overall had been completed by landowners already. Additionally, some mentioned that smaller projects had been incorporated into best practices and normalized, reducing reportage.

*Personally, we do these projects because we care about the health of our creeks and so I don't even think of reporting the small projects. Maybe emphasize that no project is too small and it does not need to coincide with logging activity to report.*

*--Male, Completed, Reported, 1-5 Years*

Others focused on the educational nature. They mentioned that new and smaller landowners often did not know about the potential to complete or report voluntary projects. Some also made note of the fact that they were unsure of the value of reporting projects (to themselves and in general), and that educational

efforts about the successes of past projects could prove helpful in convincing landowners to report. Potential pathways for education included the Oregon Small Woodland Association, watershed council publications, Stewardship Foresters, and soil and water conservation districts.

*A lot of people have done the all things they want to do so are not doing new projects. Sending information on programs and reporting to new landowners would probably bring in more projects and more reporting. New owners often want to make changes and could use guidance on what is helpful. They are also more likely to be interested in correcting a problem that someone else created.*

*--Male, Completed, Reported, >10 Years*

*Many landowners are unaware that there is a reporting system; they don't understand how some of the actions that they take on their forest lands affect salmon and watersheds; and they don't realize how this information is being used to demonstrate the progress landowners are making and the success of the "voluntary" approach to salmon recovery and water quality.*

*--Female, Completed, Reported, >10 Years*

Distrust of government was expressed by many participants. Beyond a general skepticism, they critiqued specific instances of mismanagement, what they perceived as an accusatory stance to landowners, overly rigid and punitive regulations, and intrusions into the rights of private landowners. Mitigating these concerns by building trust and communicating openly with landowners will be crucial in encouraging further participation.

Finally, some mentioned economic limitations, both with respect to shifts in the logging industry and the Great Recession of 2008.

# Appendix

# 4

**Landowners Survey**  
**May 19-June 15, 2016; N=236**  
**Private Forest Landowners**  
**Margin of Error: ±6.1%**  
**DHM Research**  
**Project #00395**

Voluntary projects are conservation activities done by forest landowners as part of the Oregon Plan to improve watershed conditions and that go “above and beyond” the rules in the Oregon Forest Practices Act.

1. Prior to this survey, how familiar were you with the Oregon Plan for Salmon and Watersheds?

Response Category	N= 236
Very familiar	15%
Somewhat familiar	37%
Not too familiar	28%
Not at all familiar	19%
Don't know	0%

2. In a few sentences, do your best to list some of the voluntary projects that forest landowners can do as part of the Oregon Plan for Salmon and Watersheds. *See verbatim file for complete set of responses.*

Some of the Oregon Plan for Salmon and Watersheds voluntary projects include:

- Survey roads
- Close roads
- Relocate roads
- Improve drainage of roads
- Plant trees
- Leave trees that could be legally harvested
- Control invasive plants
- Install livestock fences
- Remove/replace culverts that restrict fish movements
- Place large wood in streams
- Place boulders, root wads, and brush bundles in streams
- Install weirs in streams

3. Have you ever completed a voluntary project like these on your land or land that you manage?

Response Category	N=236
Yes (Go to Q4)	75%
No (Go to Q5)	25%

4. (If “Yes” to Q3) About how many voluntary projects have you completed since 1995?

Response Category	N=178
1	15%
2-5	52%
6-10	10%
More than 10	23%

5. (If “No” to Q3) What has prevented you from completing voluntary projects on your land or land that you manage? **Select all that apply.**

Response Category	N=58
I was not aware that options were available for voluntary projects	24%
I do not believe that completing voluntary projects would benefit me as a landowner	12%
I do not believe that voluntary projects would benefit salmon and improve watersheds	12%
I lacked the expertise and training to complete voluntary projects	12%
Project was too expensive	9%
Project required a permit	7%
Lack of financial incentives	7%
Lack of technical assistance	5%
Project was too complicated	2%
Project was likely to fail	3%
Don't know/Not sure	9%
Other (Open)	55%

6. Forest landowners have different reasons for completing voluntary projects. Please use the space below to share one or two of the most important factors you consider when deciding to do a voluntary project. (Open) See *verbatim file* for complete set of responses.

In conversations across Oregon, the Oregon Department of Forestry has heard different ideas about why forest landowners complete voluntary projects. We would like to get your opinion.

7. What are the most important factors in determining whether you decide to do a voluntary project? **Select all that apply**

Response Category	N=236
Perceived ecological benefits for salmon and watersheds	62%
Financial costs	56%
Probability of successful completion	52%
Permit requirements	36%
Availability of financial incentives	31%
Availability of technical assistance	27%
Project complexity	26%
Public recognition/awards	2%
Other (Open)	23%

8. What might increase your willingness to do voluntary projects? **Select all that apply**

Response Category	N=236
Cost sharing (e.g., 75 % paid by state and 25% paid by landowner)	55%
Tax incentives (e.g., income tax deductions or credits)	50%
Regulatory assurances	38%
Training in how to properly conduct voluntary projects	37%
Conservation credits that could be traded or sold by the landowner	22%
Public recognition/awards	4%
Other (Open)	28%

9. Have you or a third-party representing you ever reported a voluntary project to the Oregon Watershed Restoration Inventory?

Response Category	N=236
Yes	20%
No	80%

10. (If “Yes” to Q9) How many projects have you reported to the Oregon Watershed Restoration Inventory?

Response Category	N=48
Less than five	31%
5-10	13%
More than 10	25%
Don't know/Not sure	31%

11. Have you ever completed a voluntary project that you did not report to the Oregon Watershed Restoration Inventory?

Response Category	N=236
Yes	58%
No	42%

12. (If “Yes” to Q11) If voluntary projects were completed but not reported, why were they not reported?  
Select all that apply

Response Category	N=136
I was unaware that voluntary projects could be reported	56%
Reporting did not provide any benefit to me as a landowner	35%
I didn't know where to report projects	29%
I did not believe the information was valuable	18%
Reporting took too much time	16%
I distrusted the agencies I was sharing the information with	15%
Reporting was too complicated	7%
Don't know/Not sure	7%
Other	21%

13. Have you used the Oregon Watershed Restoration Inventory's online data entry tool to report a voluntary project?

Response Category	N=236
Yes	6%
No	94%

14. (If “Yes” to Q13) How satisfied are you with the current online reporting system?

Response Category	N=14
Very satisfied	0%
Satisfied	21%
Neither satisfied nor dissatisfied	64%
Unsatisfied	7%
Very unsatisfied	7%

15. (If “Yes to Q13) How could the online reporting system be improved? **Select all that apply.**

Response Category	N=14
Reduce the amount of time it takes to complete a report	71%
Create a smartphone/tablet based app for reporting projects in the field	7%
Create a mapping tool to easily map project sites	57%
Simplify the reporting form	79%
Provide assistance to landowners who are new to reporting	14%
Don't know/Not sure	0%

16. (If “Yes” to Q13) Please use the space to share any thoughts about what else, if anything, could be done to improve the current online report system for voluntary projects (**Open ended – Record all responses**) See *verbatim file for complete set of responses.*

Some have suggested that forest landowners would report more of their voluntary projects if there were incentives for reporting their projects. Incentives could include anything from recognition from the state, participation in a raffle, or a small financial reward.

17. Do you believe that incentives would be an effective way increase reporting of voluntary projects by landowners?

Response Category	N=236
Yes	42%
No	16%
Don't know/not sure	43%

18. Please list any suggestions for incentives that would increase your willingness to report voluntary projects? (**Open**) See *verbatim file for complete set of responses.*

The Oregon Department of Forestry would like to improve how it communicates with forest landowners about voluntary reporting.

19. Select the three educational tools you are most likely to use to become informed about voluntary project options?

Response Category	N=236
A color-illustrated guide describing best practices	47%
Recommendations made by stewardship foresters to landowners	47%
A website dedicated to voluntary projects with a forum for landowners to share advice on voluntary projects	39%
Trainings by forest industry groups at regional workshops	29%
A series of short YouTube videos	21%
An alert provided to landowners when they electronically submit their harvest notifications	17%
A series of podcasts available on the Internet	4%
Don't know/Not sure	14%
Other	11%

20. The number of voluntary projects reported to the Oregon Watershed Restoration Inventory have declined over the last decade. One purpose of this survey was to help the Oregon Department of Forestry learn more from landowners about why they do – or do not – report their voluntary projects.

Please use the space below to add any final thoughts about why you believe the number of reported projects have declined, and what the Oregon Department of Forestry can do to support forest landowners complete and report more projects. **(Open)** See *verbatim file for complete set of responses*.

21. What is your gender?

Response Category	N=236
Male	77%
Female	25%

22. What is your age?

Response Category	N=236
18-24	<1%
25-34	3%
35-44	8%
45-54	13%
55-64	29%
65+	46%

23. How many years of experience do you have managing, maintaining, or restoring natural resources on your land or land that you manage?

Response Category	N=236
Less than 1 year	3%
1 to 5 years	9%
5 to 10 years	11%
More than 10 years	77%

24. About how many acres of forestland do you or your organization manage in Oregon? Enter number

Response Category	N=236
0 – 35 acres	28%
36 – 70 acres	20%
71 – 370 acres	30%
Over 370 acres	22%