

## **REDESIGNING STATE AND PRIVATE FORESTRY**

### **A Timeline**

- **March 2006      Hull-Hubbard Kitchen Cabinet**
  - Began exploring **whether or not it made sense to “re-invent”** State and Private Forestry so that it better addressed current situations on the ground – as well as in our nation’s capital and statehouses.
  
- **May 2006            Briefing to NASF Executive Committee / S&PF Leadership**
  - Presented reinvention of State and Private Forestry as part of same effort to legislatively establish a national interest in and, eventually, a national policy on, sustainable forests (SAF/ NASF Sustainability Task Force).
  - Desired outcome: **An agreed upon national interest in sustainable forests** that provides a benchmark for measuring and demonstrating the positive contributions of State and Private Forestry, that guides the design of state and federal forestry programs and that allows for prioritized investment of associated funding.
  - NASF Executive Committee gave support for continued pursuit of this effort.
  
- **May – July 2006 Briefings to State Forestry Regional Organizations**
  - Presented joint S&PF Reinvention and National Policy concept to CWSF, NAASF and SGSF and sought input.
  
- **July 2006            S&PF “July Team” Develops Threats & Benefits Information**
  - A team of S&PF staff lead by Ken Arney worked to quantify and develop concise public messages on **key threats to forests and public benefits provided by forests**. This work subsequently informed the joint SAF & NASF Sustainability Task Force’s “Rationale for Sustainable Forest Management.”
  
- **August 2006      NASF Input Compiled on Forest Threats and Benefits**
  - **Threats:**
    - Development, conversion, fragmentation
    - Insects, disease, invasive species
    - Lack of markets, changing world trade conditions
    - Lack of public understanding / engagement
    - Wildfire, fuels, WUI
  - **What Needs to Be Done:**
    - Help landowners keep forests in forests. / conserve. easements
    - Increase involvement of natural resource professionals in local planning.
    - Increase public awareness / engagement / support.
    - Strengthen forest industry at all levels.
    - Increase proactive emphasis on invasive species.
    - Implement forest management on a landscape scale.
    - Improve forest inventory, monitoring, overall data available.

- **August 2006 Kitchen Cabinet Reconvenes to Prepare for NASF Annual Mtg**
  - Review of NASF Input, July Team work, current status of SAF/NASF Sustainability Task Force, and impending Farm Bill action.
  - Key Messages:
    - Highlight issues facing forests on all ownerships but focus on programs for **non-federal lands** that we can directly influence.
    - Key principles should include: **focus + priority + outcome**.
    - Core components: national **landscape assessment, critical resource areas**, state forest resource management plans.
    - Maximize the **public benefits** derived through public investment.
    - Involve non-traditional partners
    - Explore regional investment model
  
- **September 2006 Presentation at NASF Annual Meeting**
  - S&PF Reinvention described as complementary to but separate from Sustainability Task Force.
  - Described case for change, concepts of focus-priority-outcome, critical landscapes, and capacity.
  
- **November 2006 Board of Directors Convened (Denver)**
  - Board establishes Case for Change, Purpose Statement, 9 Guiding Principles, and 5 components of change. Draft recommendations circulated to NASF and S&PF for review along with Questions for Discussion.
  - **Purpose:** The purpose of a new approach for the nation's forests is to *shape and influence forest land use on a scale and in a way that optimizes public benefits from trees and forests for both current and future generations.*
  - **Guiding Principles:**
    - Be focused on **public benefits of national scope** and importance.
    - Emphasize action across boundaries and on a **meaningful scale**.
    - Involve **prioritization** of resources toward measurable outcomes.
    - Allow states the **flexibility** to address unique priorities and circumstances.
    - Be delivered through a more coherent and integrated suite of programs at the federal level.
    - Motivate implementation through **collaboration** and partnerships.
    - Make better use of **technology** for planning, reporting and communicating.
    - Maintain an effective level of capacity or "**institutional infrastructure.**"
    - Be supported by an up-to-date and strategically placed **skill base**.
  - **Components of Change:**
    - Foundation of Consistent and Meaningful Nationwide Information
    - Plan and Act at Landscape and Regional Scales
    - Motivate Behavior that Optimizes Public Benefits
    - Maintain and Enhance Resource Protection
    - Demonstrate Results

- **November – December 2006      Review by WFLC, SGSF, NAASF, and NASF**
  - Time given at each regional meeting and NASF Executive Committee meeting for discussion of initial Board recommendations.
  
- **January 2007      Board of Directors Reconvenes (DC)**
  - Board confirmed the key public benefits and further refined national themes to form the foundation of an S&PF Redesign.
  - Board discussed and confirmed the need for a national assessment and information system to guide focused investment. Emphasized need to identify values and opportunities as well as threats.
  - Board spent significant time fleshing out the idea of **state assessments and response plans**, minimum requirements and use in resource allocation.
  - Other topics included: Programs and Staffing, Resource Allocation, Monitoring and Demonstrating Results, Tribal and Island interests, Communications, and Timelines.
  
- **March 2007      Redesign Work Teams Established & External Briefing Distributed**
  - Redesign Board members along with other NASF and S&PF representatives are assigned to several small working teams focused on the key components of a Redesign approach.
  
- **April 2007      Redesign Board Reconvenes (DC)**
  - Board members confirmed purpose for **National Themes** as a way to focus both work and resources and as a marketing tool for communicating national relevance of S&PF programs. Board agreed on three National Themes and asked working group to clarify the type of activities that would occur within each theme:
    - Conserve Working Forest Landscapes
    - Protect Forests From Harm
    - Enhance Public Benefits from Trees and Forests
  - Board members spent considerable time reviewing the proposed strategy from the **Competitive Allocation** working group. Decided to move forward with a recommendation that 15% of the net available S&PF allocation be handled through a competitive process in FY 2008. The competitive processes would be implemented at the geographic regional level with national level guidance.
  - Other topics included reports from and related discussion about working groups on the National Assessment, State Assessments, Integrating Federal Programs, and Communications.
  - The Board also discussed plans for presenting their recommendations at the upcoming state forestry regional meetings.
  
- **April 2007      Redesign Briefing to S&PF National Leadership Team**
  
- **May – July 2007      Redesign Briefings to WFLC, SGSF and NAASF**
  - Time given at each state forestry regional meeting for a presentation on the Board's full suite of recommendations and related discussion by state foresters and partners.
  
- **May – July 2007      Internal and External Redesign Briefings**

- Redesign Board members began providing external briefings on the Redesign concepts in May 2007 and continued throughout the summer. A specific briefing packet and request for input was sent to all of the participants in the Chief's Challenge Roundtables. Deputy Chief Jim Hubbard briefed Congressional appropriations staff and the Office of Management and Budget. Other audiences included urban forestry, forest stewardship and forest legacy coordinators; tribal interests; diverse landowner, industry, wildlife and conservation organizations in DC; and organizations representing forest landowners, conservation districts, urban forestry and others outside of DC.
- **June 2007                      Redesign Presentation Sent to State Foresters**
  - A power point presentation outlining the proposed Redesign approach, along with corresponding talking points, was sent to all NASF members with a request that they review the presentation with their personnel and partners and provide any appropriate feedback.
- **August 2007                      Redesign Board Reconvenes (DC)**
  - After several cycles of review, the Board finalized the National Direction for the FY 2008 Competitive Allocation process.
  - Board members reviewed and refined their recommendations for national direction related to State Assessments and Response Plans. Board confirmed that Direction should be minimal while still allowing for nationwide consistency.
  - Board members spent considerable time exploring the concepts presented by the **Demonstrating and Communicating Results** working group. Key components of the proposed approach include: 1) Visual demonstrations of progress; 2) Performance indicators and tracking; 3) Success stories. These three components will be packaged into an Annual Report Card that provides a compelling message on the significance of S&PF accomplishments.

**Planned**

- September 2007                      Redesign Briefing at NASF Annual Meeting
- October 2007                      Initial Redesign Approach Implemented for FY 2008