

**Rocky Mountain Restoration Initiative (RMRI)
 October 4, 2021, from 1:30 pm to 3:30 pm
 RMRI Social License Subcommittee
 Meeting Summary – FINAL**

RMRI SOCIAL LICENSE SUBCOMMITTEE	
ATTENDANCE: Rod Addington, Patt Dorsey, Tim Kylo, Katherine McIntire, Becca Samulski, Izzy Sofio, Chris Sukach, and Nathan Van Schaik	
ACTION ITEMS	
Patt Dorsey	See if RMRI can assist in any way regarding an upcoming burn outside of Durango, Colorado.
Patt Dorsey, Kate McIntire, and Nathan Van Schaik	Work together to create the agenda for the November meeting.
Tim Kylo and Nathan Van Schaik	Coordinate about messaging for an upcoming contract that will increase logging traffic through the town of Dolores, Colorado.
Becca Samulski	Reach out to Danny Margoles from the Dolores Watershed Resilient Forest Collaborative (DWRF) to see if he would be comfortable sharing DWRF’s Outreach Committee’s outreach plan and if DWRF would like additional support from RMRI with the follow up for the last DWRF tour.
Nathan Van Schaik	<ul style="list-style-type: none"> • Integrate the USFS annual events calendar and the social license calendar and distribute the combined calendar to the Social License Subcommittee. • Include information about a DWRF tour on one of Montrose Forest Products’ logging jobs on the Lone Pine Vegetation Project Environmental Assessment (EA) scheduled for November 3 into the RMRI Monthly Update.
Samuel Wallace	<ul style="list-style-type: none"> • Add Chris Sukach to the Social License Subcommittee distribution list. • Distribute information Tim Kylo will share about the U.S. Forest Service (USFS) six-month timber plan for several forests in Colorado to the Subcommittee.
MEETING SUMMARY	
DISCUSSION TOPIC: Potential Strategies to Increase Social License	
<p>Discussion Points: Patt Dorsey and Samuel Wallace developed a list of five potential strategies to increase social license based on discussions from the August 2 and September 8 Social License Subcommittee meetings.</p> <p>Messaging Topics:</p> <ul style="list-style-type: none"> • Members of the timber industry are working on “developing a messaging strategy and materials to reach out to the recreational community.” It would be beneficial if communication with recreational groups prior to forest treatment work improved or increased. There was a tour 	<p>Decisions/Action Items:</p> <ul style="list-style-type: none"> • Tim Kylo and Nathan Van Schaik: Coordinate messaging for an upcoming contract that will increase logging traffic through the town of Dolores, Colorado. • Tim Kylo: Send Samuel Wallace the link to information about the six-month timber plan throughout several forests including, the Rio Grande National Forest, Pike National Forest, San Isabel National Forest, amongst others, posted by the USFS.

on the San Juan National Forest focused on a timber sale that was logged for a Nordic ski trail in response to treatment work on Nordic skiing trails that was not sufficient in the eyes of the Nordic skiing community. In response, the USFS invited timber industry members and members of the Nordic community to discuss the issues together. Montrose Forest Products recently negotiated with a Nordic recreational group in Grand Mesa, CO, to delay winter operations until next year to develop an alternative route that would not go directly through established Nordic ski trails. Additionally, a few groups are opposed to the Salter Vegetation Management Project EA.

- Anything RMRI can do to support appropriate signage and outreach materials for the timber industry when attempting to communicate with recreational groups would be helpful. In some instances, RMRI's support may be more objective than support from the USFS, the timber industry, or local collaboratives.
- There are large amounts of post-fire restoration materials, which creates an opportunity for messaging around these materials. Dave Sitton brought this matter up at the Colorado Wildland Fire Conference. Supporting and promoting these resources could be another way to address social license.

Messaging Campaigns:

- The fourth strategy provides the opportunity to intertwine social license calendar events with existing messaging campaigns, like Wildfire Awareness Month in May, to promote the message and RMRI's presence.
- Creating additional information may not be as effective as amplifying one or several pre-existing messaging campaigns similar to RMRI's values.

Shared Success Stories and Lessons Learned:

- Having a repository for success stories would be helpful resources for RMRI and RMRI partners. There are several success stories already collected that have not been shared. Sharing success stories and lessons learned could be a way to mitigate confusion around differing statements about the effectiveness of forest

- **Samuel Wallace:** Send out information from Tim Kyllö regarding the six-month USFS timber plan to the Subcommittee members.
- **Patt Dorsey:** See if RMRI can assist in any way regarding an upcoming burn outside of Durango, Colorado.
- **Becca Samulski:** Reach out to Danny Margoles from DWRP to see if he would be comfortable with sharing DWRP's Outreach Committee's outreach plan and if DWRP would like additional support from RMRI with the follow up for the last DWRP tour.
- **Nathan Van Shaik:** Include information about a DWRP tour on one of Montrose Forest Products' logging jobs on the Lone Pine Vegetation Project EA scheduled for November 3 into the RMRI Monthly Update.

treatment that have recently arisen. Here are a few links to some success stories and lessons learned: [success story about trout species rescued from 2016 Hayden Pass Fire](#) and [lessons learned about the impacts of wildfire on hunting heritage](#).

- If RMRI provided the most scientifically accepted information on a topic, then some confusion around the effectiveness of forest treatments, for example, could be avoided. RMRI could create a column-like mode of communication called the “RMRI Explainer” to share information, success stories, and lessons learned regularly.

Work with Local Landscapes to Develop Locally-Tailored Materials:

- In the past, the Subcommittee discussed developing maps to connect local treatments to RMRI values. Chris Sukach, USFS, has experience creating storyboards, which would be useful for developing maps in the future. The Colorado State Forest Service (CSFS) has the Forest Atlas, which has some maps of past and current treatments. RMRI could utilize the Forest Atlas to build upon a pre-existing tool.
- One strategy could be for RMRI to create a local liaison or “RMRI Local Champion” role that would know the local landscape and distribute information tailored to each landscape coming from RMRI. The integration of RMRI and the local landscapes is important because RMRI can better respond to the needs of local landscapes in a productive manner while also understanding which communication pathways reach the public of each landscape. This approach is more bottom-up and could assist in identifying potential problems in local landscapes before they become problems. Additionally, it incorporates more than one of the potential strategies.

Next Steps:

- There may be an opportunity to bring in guest speakers with expertise or insight on some potential strategies. Samantha Albert, Dave Sitton, Tim Casey, Phil Ayres, Molly Pitts, or someone from the Southwest Colorado Cycling Association (SWCCA) could come to speak.

<p>Subcommittee members noted that guest speakers are helpful and motivational.</p> <ul style="list-style-type: none"> • The Subcommittee will continue to develop the potential strategies to increase social license by identifying and stating each strategy’s purpose, what the Subcommittee hopes to accomplish, who should deliver the message, who the intended audience should be, and who should help the Subcommittee with this work, while also keeping SMART specific, measurable, assignable, realistic, and time-related (SMART) goals in mind. 	
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DISCUSSION TOPIC: Meeting with the Communications Subcommittee in the Future

<p>Discussion Points:</p> <ul style="list-style-type: none"> • In the past, the Subcommittee discussed whether it would be beneficial to meet with the Communications Subcommittee due to the frequent overlap of content and some overlap between Subcommittee members. • The Subcommittees could meet quarterly, bi-monthly, or during the first hour of each Social License Subcommittee meeting. (In the last year, the Communications Subcommittee has met on a need-related basis, rather than consistently.) • Social License Subcommittee members supported this idea. Going forward, the two Subcommittees will consistently meet. All Communications Subcommittee members were invited to the next Social License Subcommittee meeting in November. 	<p>Decisions/Action Items:</p> <ul style="list-style-type: none"> • Patt Dorsey, Kate McIntire, Nathan Van Schaik: Work together to create the agenda for the November meeting.
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DISCUSSION TOPIC: Review of Social License Calendar

<p>Discussion Points:</p> <ul style="list-style-type: none"> • Patt Dorsey and Samuel Wallace created a social license calendar that includes various nationwide and statewide events and holidays that the group could utilize. Nathan Van Schaik shared the U.S. Forest Service annual events calendar, which lists additional international, national, and statewide events. • In addition to the holidays and events already listed on both calendars, there are more the calendar should include. Subcommittee brainstormed additional holidays, awareness months/weeks, etc. • Indigenous Peoples’ Day provides the opportunity to educate the public about native forest management practices. 	<p>Decisions/Action Items:</p> <ul style="list-style-type: none"> • Nathan Van Schaik: Combine the USFS calendar with the calendar that Patt Dorsey and Samuel Wallace created, and he will distribute that to the Subcommittee once it is complete.
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- TNC established the “OktoberForest” campaign to draw the connection between beer and forest and water health. This event was predominately in-person, so since COVID-19, it has not been as popular. Usually, TNC ties in with local breweries and local partners for this campaign. Here is the [link](#) to TNC’s OktoberForest page.
- There are many popular holidays this group could include. For example, Christmas provides the opportunity to promote naturally grown trees as opposed to artificial trees, and Thanksgiving provides the opportunity to connect turkeys to healthy forests.
- Other events to add to the calendar include World Water Day on March 22/23 and Volunteer Week and Environmental Education Week, both during the week of April 18 – 25.
- The calendar should include climate change-related days and events, more water-related days and events, and some clean air-related days and events.
- In the meantime, Subcommittee members should continue to think about other holidays, events, etc., to add to the calendar.

NEXT STEPS

- Subcommittee members will develop the themes/ potential strategies for increasing social license further.
- The next Social License Subcommittee meeting is on November 1, from 1:30 pm to 3:30 pm. Nick Smith from Healthy Forests, Healthy Communities will be the guest speaker at the meeting, and the Communications Subcommittee will also join the meeting.