

Rocky Mountain Restoration Initiative (RMRI)
January 20, 2023, from 9:00 AM to 11:00 AM
RMRI Social License/Communications Subcommittee
Meeting Summary – FINAL

RMRI SOCIAL LICENSE/COMMUNICATIONS SUBCOMMITTEE	
ATTENDANCE: Rob Addington, Kristy Burnett, Patt Dorsey, Liz Dowling, Sonja Merryman, Audrey Miles-Cherney, David Nikonow, Scott Owen, Molly Pitts, Todd Ruffner, Tara Umphries, Nathan Van Schaik, Kirk Will	
ACTION ITEMS	
Nathan Van Schaik, Kristy Burnett, and Sonja Merryman	Develop guidelines for RMRI partner-produced videos to be featured on RMRI social media and in the monthly newsletter.
Molly Pitts and Sonja Merryman	Discuss industry challenges with social license and brainstorm opportunities to address the challenges for Subcommittee discussion.
MEETING SUMMARY	
DISCUSSION TOPIC: Partner Video Editing and Producing	
Discussion Points: <ul style="list-style-type: none"> • Liz Dowling, National Wild Turkey Federation (NWTf), created a video sharing an experience she had cross-country skiing in December and her relationship with the forest. • One idea from the last Social License/Communications Subcommittee meeting is to have partners create ~1-minute videos to post on social media and in the monthly RMRI newsletter. The videos would be branded as a series – the “Faces of RMRI.” Partners can talk about ongoing projects and why they work in forestry. • Developing video guidelines (e.g., duration, content, etc.) would be helpful. The videos do not have to be professionally made, and cell phone videos would be adequate for the series. • Potential ideas for videos include: <ul style="list-style-type: none"> ○ Prescribed fire ○ Colorado State Forest Service (CSFS) nursery 	Action Items/Decisions: <ul style="list-style-type: none"> • Nathan Van Schaik, Kristy Burnett, and Sonja Merryman: Develop guidelines for RMRI partner-produced videos to be featured on RMRI social media and in the monthly newsletter.
DISCUSSION TOPIC: Subcommittee Partner Updates	
Discussion Points: <ul style="list-style-type: none"> • The Nature Conservancy (TNC) and Aspen Institute held a conference in September. The conference culminated in the development of the Wildfire Resilience Roadmap, which includes policy recommendations primarily at the federal level. A series of geographically based roundtables leading up to the conference also informed the roadmap. The 	Action Items/Decisions: None.

<p>roadmap is anticipated to be published in early March.</p> <ul style="list-style-type: none"> • The Upper South Platte Partnership (USPP) is having a General Partnership meeting on February 16. The meeting is open to a general audience. The meeting will be at the Colorado State University (CSU) Spur campus in Denver. The meeting will be in a hybrid format. The CSU Spur campus is an opportunity to connect the Denver urban center to the mountains by telling the story of how the forests are connected to water supply. Speakers from the Bird Conservancy of the Rockies and CSFS will present new tools to help model forest management projects and wildfire risk. • The USPP is working on relaunching the Education, Communications, and Outreach (ECO) Team. The first task of the ECO Team is to create an independent website to tell the story of the watershed and landscape. There may be opportunities to collaborate between the ECO Team and the RMRI Social License/Communications Subcommittee. • The US Department of Agriculture has announced several more priority landscapes in Arizona, California, Idaho, Nevada, Oregon, Utah, and Washington as part of the Wildfire Crisis Strategy. • The CSFS published a news release highlighting three projects, two of which are in RMRI focal landscapes. • Nathan Van Schaik will publish the next of The Source over the next few days. This issue will focus on projects. The next issue will focus on accomplishments. • Nathan Van Schaik is working on redesigning the RMRI monthly update. The monthly updates will be less text heavy and focus specifically on RMRI partners and projects. The updates will also highlight upcoming grant opportunities, events, and conferences. Partner videos can also be featured in the new version of the RMRI monthly updates. 	
<p>DISCUSSION TOPIC: Social License/Communications Subcommittee 2022-2023 Action Plan</p>	
<p>Discussion Points:</p> <ul style="list-style-type: none"> • Over the past several meetings, the Social License/Communications Subcommittee partners have identified strategies and actions to take. The discussions have resulted in the development of external, internal, and landscape-focused strategies. Patt Dorsey, Samuel Wallace, Nathan Van Schaik, and 	<p>Action Items/Decisions:</p> <ul style="list-style-type: none"> • Meeting participants supported bringing in landscape partners to share their success stories. The plan is for Subcommittee members to use their stories to develop written and video material.

<p>Liz Dowling put together a draft calendar with discussion topics to outline the work for 2023.</p> <ul style="list-style-type: none"> • The Subcommittee is scheduled to talk about Wildfire Awareness Month in early March. Talking about the Wildfire Awareness Campaign in early March is perfect timing to position RMRI partners to engage with the campaign. • One strategy to better work with the landscapes to gather and share success stories is to invite landscapes to present at RMRI Social License/ Communications Subcommittee meetings. Hearing stories from the landscapes can help the Subcommittee champion the landscapes. One expectation with bringing in landscape partners to share their success stories is that Subcommittee members would use those stories to develop written and video materials to share on social media platforms and monthly updates. • There should be multiple avenues for gathering success stories. One way to collect success stories is to create a way for partners to nominate each other. Sometimes, partners are unaware that the project they are working on is worth sharing. • Not all success stories need to have a quantitative component. Telling success stories is often about going beyond the total number of acres treated. • Another opportunity is for the Subcommittee to discuss industry challenges with social license. • The RMRI Social License/Communications Subcommittee work is important considering the increased number of acres treated expected under the Wildfire Crisis Strategy. The public is going to become more aware of forest treatments. More equipment will be in the woods, and more logging trucks will be on the road. It is important to prompt conversations in advance through signage. • One potential opportunity to explore is including signage that directs people to a website to compare the 1800s landscape with today's landscape. The website could also show what the landscape will look like in five years. These images would be helpful as the landscape following a treatment is not aesthetically pleasing. RMRI could create a webpage that gives a historical perspective of forests in Colorado and how treatments will look in five and ten years. • The Subcommittee should consider how to address wildfire misinformation that has arisen across the West. 	<ul style="list-style-type: none"> • Molly Pitts and Sonja Merryman: Discuss industry challenges with social license and brainstorm opportunities to address the challenges for Subcommittee discussion.
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DISCUSSION TOPIC: Brown Bag Lunches	
<p>Discussion Points:</p> <ul style="list-style-type: none"> • The audience for the brown bag lunches is RMRI partners. Subcommittee members can assume familiarity with forest health and management topics when brainstorming ideas for brown bag lunches. • It would be beneficial to record brown bag lunches. • Potential topics for brown bag lunches include: <ul style="list-style-type: none"> ○ Updating RMRI communications, particularly the FAQ factsheet ○ USFS contracting, including types of contracts and what happens when contractors cut the wrong tree ○ Colorado Water Conservation Board (CWCB) Wildfire Ready Watersheds assessment (potential presenter: Chris Sturm from CWCB) ○ Smoke permits and air quality (potential presenter: Boyd Lebeda from the Air Quality Division) ○ New, innovative forest management technologies (e.g., drones, steep-slope logging) (potential presenter: Chuck Rhoades from Rocky Mountain Research Station) ○ CSFS Wildfire Risk Assessment and Colorado Forest Atlas update ○ Proposal to establish an urban forestry program on the CSU Spur Campus and connect communities to forest health concepts 	<p>Action Items/Decisions:</p> <p>None.</p>
NEXT STEPS	
<ul style="list-style-type: none"> • The next subcommittee meeting will be in late to mid-March. At the next meeting, subcommittee members will discuss the following: <ul style="list-style-type: none"> ○ Wildfire Awareness Month and how the Subcommittee can coordinate with that campaign ○ Success stories from the Upper Arkansas landscape ○ Developing messaging to build social license for industry 	