

**Environment and Natural Resources Trust Fund
2017 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 168-F

Promoting Active Management of Privately Owned Woodlands

Category: F. Methods to Protect, Restore, and Enhance Land, Water, and Habitat

Total Project Budget: \$ 484,100

Proposed Project Time Period for the Funding Requested: 3 years, July 2017 - June 2020

Summary:

Promote active management of privately owned woodlands which account for one third of Minnesotas 17 million acres of forestland. Benefits will accrue to the environment, wildlife and industry.

Name: John OReilly

Sponsoring Organization: Minnesota Forestry Association

Address: PO Box 496
Grand Rapids MN 55744

Telephone Number: (218) 326-6486

Email John.OReilly@MinnesotaForestry.org

Web Address MinnesotaForestry.org

Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

None

| | | | |
|--------------------------|-------------------------|-----------------------------|----------------------|
| _____ Funding Priorities | _____ Multiple Benefits | _____ Outcomes | _____ Knowledge Base |
| _____ Extent of Impact | _____ Innovation | _____ Scientific/Tech Basis | _____ Urgency |
| _____ Capacity Readiness | _____ Leverage | _____ TOTAL | _____ % |



PROJECT TITLE: Promoting Active Management of Privately Owned Woodlands

I. PROJECT STATEMENT

The goal of this project is to engage private woodland owners in actively managing their woodland and to connect them with professional foresters who can help.

Private individuals own one-third of Minnesota’s 17 million acres of forestland. Eighty-thousand individuals own 20 or more acres. Of these, fewer than half have done any management on their land and less than 20% have obtained a professionally produced plan with recommended actions based on the landowner’s goals.

Actively managed woodland is good for the environment, for wildlife and for the economy.

- Active management increases landscape-level species diversity, which can hedge against damage from drought, wind, insects, and other disturbances.
- It provides habitat diversity, including early-successional habitat on which both game (deer, grouse, etc.) and non-game species (golden-winged warbler, others) depend.
- Management can increase growth rate, which directly increases carbon sequestration.
- Harvesting wood to produce long-lived wood products keeps that carbon out of the atmosphere.
- Timber sales enable treatments that would otherwise be prohibitively expensive including wildlife habitat improvement, invasive species control, proactive management to maintain healthy forested systems in ash-dominated stands threatened by EAB, salvage operations, etc.
- Management produces renewable products that support Minnesota's forest industry and rural economies.

The goal will be achieved by communicating with private woodland owners in multiple ways, providing them with information on the benefits of forest management, and where to go for more information and assistance. This will result in an increase in the number of woodland owners who:

- have a professionally produced management plan for their land,
- work with a professional forester, and
- carry out management actions recommended in their plan.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Mail List

Budget: \$15,000

Compile a list of 25,000 private individuals who own 20 or more acres of woodland.

| Outcome | Completion Date |
|--|-----------------|
| The list is completed and resides on a computer capable of producing mail labels, etc. | Nov. 30, 2017 |
| The list is updated with new names added and “bad” names deleted. | Nov. 30, 2018 |
| The list is updated with new names added and “bad” names deleted. | Nov. 30, 2019 |

Activity 2: Newsletter Production and Distribution

Budget: \$160,500

Produce an 8-page newsletter with content of interest to private woodland owners. Include information on the value of active woodland management and where to get help. Distribute to 25,000 woodland owners.

| Outcome | Completion Date |
|---------------------------------------|------------------|
| Newsletter completed and distributed. | January 15, 2018 |
| Newsletter completed and distributed. | June 15, 2018 |
| Newsletter completed and distributed. | January 15, 2019 |



Environment and Natural Resources Trust Fund (ENRTF)

2017 Main Proposal

Project Title: Promoting Active Management of Privately Owned Woodlands

| | |
|---------------------------------------|------------------|
| Newsletter completed and distributed. | June 15, 2019 |
| Newsletter completed and distributed. | January 15, 2020 |
| Newsletter completed and distributed. | June 15, 2020 |

Activity 3: Forester Phone Line

Budget: \$27,000

Establish a system by which woodland owners can consult with a professional forester over the phone at no charge.

| Outcome | Completion Date |
|--------------------------------------|-----------------|
| 200 calls received and responded to. | June 15, 2018 |
| 200 calls received and responded to. | June 15, 2019 |
| 200 calls received and responded to. | June 15, 2020 |

Activity 4: Call Before You Cut Packets

Budget: \$3,000

Produce a packet of information of value to landowners who are thinking of harvesting timber on their land. A central theme of the packet is to get professional help. Distribute the packets without charge to landowners who specifically request one.

| Outcome | Completion Date |
|--------------------------|-----------------|
| 100 packets distributed. | June 15, 2018 |
| 100 packets distributed. | June 15, 2019 |
| 100 packets distributed. | June 15, 2020 |

Activity 5: Landowner Meetings

Budget: \$39,600

Organize informal meetings of landowners to discuss the value and methods of active management with emphasis on peer-to-peer idea and information exchanges.

| Outcome | Completion Date |
|---|-----------------|
| 12 meetings complete with average attendance of 40. | June 15, 2018 |
| 12 meetings complete with average attendance of 40. | June 15, 2019 |
| 12 meetings complete with average attendance of 40. | June 15, 2020 |

Activity 6: Articles and News Releases

Budget: \$4,200

Produce and distribute four news releases and two articles per year dealing with some aspect of active woodland management. The news releases go to newspapers and the articles go to outdoor-related publications.

| Outcome | Completion Date |
|---|-----------------|
| 4 news releases and 2 articles completed and distributed. | June 15, 2018 |
| 4 news releases and 2 articles completed and distributed. | June 15, 2019 |
| 4 news releases and 2 articles completed and distributed. | June 15, 2020 |

Activity 7: Forester Introductory Visits

Budget: \$125,000

Offer woodland owners a two-hour visit by a professional forester. This is NOT a sales visit but a walk over the land during which the landowner can ask questions, discuss plans and consider options. The landowner contributes \$50 toward the cost of this visit.

| Outcome | Completion Date |
|-----------------------|-----------------|
| 100 visits completed. | June 15, 2018 |
| 200 visits completed. | June 15, 2019 |
| 200 visits completed. | June 15, 2020 |



Environment and Natural Resources Trust Fund (ENRTF)

2017 Main Proposal

Project Title: Promoting Active Management of Privately Owned Woodlands

III. PROJECT STRATEGY

A. Project Team/Partners

The project will be conducted and managed by the Minnesota Forestry Association. The individuals involved will be project leader John W. O'Reilly and Carol Cartie, the association's administrative assistant who will be paid for her work. They will be supported by the association's members and board of directors who will contribute time on a voluntary basis.

The association will seek partnerships with Minnesota DNR Forestry, University of Minnesota Department of Forest Resources, and U of M Extension and Landscape Committees which operate under the Minnesota Forest Resource Council.

The association will consult with Purnima Chawla, Director of the Center for Nonprofit Strategies to help craft and evaluate effective messages. Ms. Chawla will be paid for her work.

Questions:

1. Doesn't DNR already provide assistance to private landowners?

- a. DNR does have a Private Forest Management group but the budget is small and does not provide for the capacity to serve more than a handful of Minnesota's private woodland owners. It is unlikely the budget will ever be increased substantially, especially on a long-term basis.

2. If DNR can't do it, how can you?

- a. The big source of money for management of private woodland is in the pockets of the private woodland owners who pay consulting foresters for services received. The goal here is to show woodland owners the value of managing their woodland and of working with a professional forester, thereby making them willing to pay for the services.
- b. There is a small industry of private consulting foresters consisting of approximately 40 full-time equivalents. Like all private industries, once an opportunity is identified, it will expand to meet the need.

3. Doesn't the proposal cover things MFA is already doing?

- a. Yes, this is simply on a larger scale. MFA has more than 800 members almost all of whom are highly engaged in managing their woodland. This proposal is to serve 25,000. The good news is that MFA has experience in this area and knows many of the opportunities and difficulties in engaging private woodland owners. One thing we do know is that engaging private woodland owners in managing their land, particularly when they are asked to pay for services, is not easy and requires repeated, targeted contacts.

B. Project Impact and Long-Term Strategy

As woodland owners become engaged in managing their land and see the benefits, they will influence family members and neighbors through peer-to-peer exchanges. Eventually, people actively managing their woodland will become the norm, not the exception.

C. Timeline Requirements

This is a stand-alone project. The project is planned to extend over 36 months with at least six contacts of target landowners because experience and research show that multiple contacts over time are needed to influence behavior.

2017 Detailed Project Budget

Project Title: Promoting Active Mangement of Privately Owned Woodlands

IV. TOTAL ENRTF REQUEST BUDGET: three years

| <u>BUDGET ITEM</u> | <u>AMOUNT</u> |
|--|-------------------|
| Personnel: | \$0.00 |
| Professional/Technical/Service Contracts: | \$ - |
| Project management: John O'Reilly, \$500 per month for three years: | \$ 18,000 |
| Adminstrative work: Carol Cartie, 10 hours per week for three years: includes keeping database up-to-date; preparing newsletter mailings for distribution; coordinating Forester Phone Line, forester-landowner visits; taking requests for Call Before You Cut packets: | \$ 62,400 |
| Database manager: create and populate the database with contact information on 25,000 landowners: | \$ 15,000 |
| Purnima Chawla, Director of the Center for Nonprofit Strategies, consulting fees to craft and evaluate messages: | \$ 15,000 |
| Writer and designer to produce the newsletter: six issues x \$8,000 / issue: | \$ 48,000 |
| Newsletter printing and postage: six issues x \$18,750 / issue: | \$ 112,500 |
| Consultant to produce and distribute four news releases and two articles per year x three years: | \$ 4,200 |
| Foresters doing landowner visits: 500 visits x \$250: | \$ 125,000 |
| Forester Phone Line: 600 calls x \$45: | \$ 27,000 |
| Printing and distribution of Call Before You Cut packets: | \$ 3,000 |
| Landowner meetings: Coordinator: \$200; Forester on hand: \$100; Meeting Room: \$100; Promotion: \$500 = \$900 x 36: | \$ 32,400 |
| Annual one-day meeting of project participants including foresters and partners. Meeting space, lunch and presenters: three meetings x \$3,000: | \$ 9,000 |
| Equipment/Tools/Supplies: <i>In this column, list out general descriptions of item(s) or item type(s) and their purpose - one row per item/item type.</i> | \$0.00 |
| Acquisition (Fee Title or Permanent Easements): <i>In this column, indicate proposed number of acres and and name of organization or entity who will hold title.</i> | \$0.00 |
| Travel: <i>Be specific. Generally, only in-state travel essential to completing project activities can be included.</i> | |
| Coordinator of landowner meetings: 36 x \$200: | \$ 7,200 |
| Project manager in-state travel: 36 x \$150: | \$ 5,400 |
| Additional Budget Items: <i>In this column, list any additional budget items that do not fit above categories. List by item(s) or item type(s) and explain how number was determined One row per type/category.</i> | \$ - |
| TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST = | \$ 484,100 |

| <u>SOURCE OF FUNDS</u> | <u>AMOUNT</u> | <u>Status</u> |
|---|---------------|-----------------------------|
| Other Non-State \$ To Be Applied To Project During Project Period: <i>Contribution from landowners receiving introductory forester visits: 500 visits x \$50:</i> | \$ 25,000 | <i>Pending</i> |
| Other State \$ To Be Applied To Project During Project Period: <i>N/A</i> | \$ - | <i>Indicate: Secured or</i> |
| In-kind Services To Be Applied To Project During Project Period: <i>Minnesota Forestry Association officers and Board of Directors volunteering at landowner meetings: 36 x \$200:</i> | \$ 7,200 | <i>Pending</i> |
| Funding History: <i>N/A</i> | \$ - | |
| Remaining \$ From Current ENRTF Appropriation: <i>N/A</i> | \$ - | <i>Indicate: Unspent?</i> |

MINNESOTA FORESTRY ASSOCIATION





Environment and Natural Resources Trust Fund (ENRTF)

2017 Main Proposal

Project Title: *Engaging Private Woodland Owners in Sustainable Management of their Land*

Project Manager Qualifications

The manager for this project is John W. O'Reilly, 40361 Grace Lake Road, Hinckley MN 55037. Phone: 320-655-4411; cell 612-590-7375.

O'Reilly is the immediate past president of the Minnesota Forestry Association described below. O'Reilly held the position for eight years, through January, 2016.

O'Reilly is the retired president and CEO of Plunkett's Pest Control, Inc., (Plunketts.net) a regional pest control service company. O'Reilly held the position for 35 years from 1968 to 2003 when his daughter, Stacy, took over. O'Reilly remains on the board of directors and holds the title of vice president. Currently, Plunkett's employs 350 people and has clients in 11 Midwestern states.

Organization Description

The Minnesota Forestry Association (MFA) is a non-profit, 501c(3) organization of private woodland owners with just over 800 members.

MFA is Minnesota oldest conservation organization, having been founded in 1876.

Mission statement: *MFA works on behalf of family forest owners, through education and advocacy, to permute stewardship of woodlands.*

MFA is financially sound with assets of approximately \$900,000.

