

**Rocky Mountain Restoration Initiative (RMRI)
January 11, 2021, 1:30 PM - 3:00 PM
RMRI Social License Subcommittee
Meeting Summary - FINAL**

ATTENDANCE

Participants: Daniel Beveridge, Cindy Dozier, Tim Killo, Matt Lindler, Tara Umphries, and Nathan Van Schaik

Facilitation: Patt Dorsey and Samuel Wallace

ACTION ITEMS

Nathan Van Schaik and Matt Lindler	Work with Patt Dorsey to identify a time for a joint meeting between the Social License Subcommittee and Communications Subcommittee.
Cindy Dozier	Give the Social License Subcommittee update during the full RMRI meeting with support from Tim Killo.
Tara Umphries	Determine the status of different environmental assessments in the RMRI priority landscapes.

SOCIAL LICENSE SUBCOMMITTEE AND COMMUNICATIONS SUBCOMMITTEE DISCUSSION

Meeting participants discussed ways for the Social License Subcommittee and Communications Subcommittee to interface in 2021. Their comments are summarized below.

- Outside of a Social License Subcommittee meeting, Nathan Van Schaik and Cindy Dozier talked about how they can dovetail the Social License Subcommittee and Communications Subcommittee's work. Their discussion focused on how to share messages in a way that the general public can understand. Cindy Dozier is joining the Communications Subcommittee to help dovetail the efforts between the Social License and Communications Subcommittee.
- Teddy Parker-Renga and Daniel Beveridge from the Colorado State Forest Service (CSFS) serve on the Communications Subcommittee and Social License Subcommittee, respectively. There may be an opportunity for Teddy and Daniel to coordinate CSFS's participation on the two subcommittees.
- Nathan Van Schaik and Matt Lindler will work with Patt Dorsey to identify a time for a joint meeting between the Social License Subcommittee and Communications Subcommittee.

FULL RMRI MEETING UPDATE DISCUSSION

Meeting participants discussed the update on the Social License Subcommittee they will share at the full RMRI meeting. Their comments are summarized below.

- Samuel Wallace developed a slide presentation for the Social License Subcommittee update. The presentation has several polling questions that will ask the audience what they think the biggest barriers are to social license, whether they think the Social License Subcommittee is on the right track, and what they think is the next best step for the Subcommittee. The presentation also provides updates on the membership, 2020 accomplishments, and 2021 work plan of the Social License Subcommittee.
- The presentation should mention that one goal for the Social License Subcommittee in 2021 is to interface with the Communications Subcommittee and hold shared meetings. Samuel Wallace will add a bullet point to the "Next Steps" slide on how the Social License Subcommittee will interface with the Communications Subcommittee in 2021.
- In 2021, it will be easier for the Social License Subcommittee to identify the best tools and target audiences as more RMRI-supported projects come to fruition. In February, the

Intermountain Forest Association will be meeting to create a list of timber programs and shared contracts for the San Juan Forest in 2021. That list could help identify projects for the Social License Subcommittee to focus on.

- Cindy Dozier will give the Social License Subcommittee update, and Tim Kylo will add information on the on-the-ground projects at the end of the presentation.

MESSAGING STRATEGY AND APPROACH DISCUSSION

Meeting participants discussed the strategy and approach for distributing messages now that they have developed key messages. Their comments are summarized below.

- There are a couple of options for the Social License Subcommittee to consider when determining how to distribute key messages. The Subcommittee can begin identifying target audiences and developing communication materials with the Communications Subcommittee. They could also reach out to different organizations and stakeholders to determine what messages would be most effective for their community.
- The Social License Subcommittee could identify target audiences, develop communication materials, and gather input from organizations and stakeholders simultaneously. The communication material should be relevant to agencies and landscapes, so it is important to gather their input. The Social License Subcommittee should be in contact with collaboratives.
- There is a challenge in the scalability of messages. Because regions and stakeholders are so diverse, not every message can be applied universally. The CSFS often struggles with administering the same programs across different regions because partners are incredibly diverse.
- For input from the CSFS, Teddy Parker-Renga, Associate Director of Communications and Communities, would be a good resource.
- As the US Forest Service (USFS) begins to plan and implement its summer programs and environmental assessments, it will be good for the Social License Subcommittee to be aware of the status of ongoing environmental assessments, such as the Salter Vegetation Management Program. Tara Umphries will determine the status of different environmental assessments in the RMRI priority landscapes.
- The Communications Subcommittee is working on developing a logo and brand. A brand and logo will help develop communication materials.
- The Social License Subcommittee would need to know the types of media that different audiences use to consume their information (e.g., radio stations, opinion leaders) as a first step to developing communications material.
- The Social License Subcommittee should consider messages that are a call to action. People will buy into the message if they feel invested in it.
- The Social License Subcommittee should focus on distributing messaging in the three landscapes. Given the 2020 fire season, the Social License Subcommittee should also consider messages that impact Coloradoans at large.

KEY MESSENGER DISCUSSION

Meeting participants discussed who the key messengers should be for different audiences. Their comments are summarized below.

- Different audiences for the social license key messages and their associated potential messengers include:
 - Real estate and insurance:
 - Industry peers from other places (e.g., California)
 - Homeowner Associations

- Local wildfire councils
 - Individual homeowners
- Decision and policy-makers
 - Constituents
 - Agency experts
 - Partners (e.g., industry, other agencies, collaboratives, NGOs)
 - All RMRI partner organizations
 - Legislative affair officers for USFS
 - Partners with a lobbying arm
- Water community
 - Mike Preston and Travis Smith
 - Denver Water (Christina Burri)
 - Basin Roundtables
 - Conservation Districts
 - Colorado Water Congress
 - Colorado River District
 - Water Education Colorado
 - Colorado Water Conservation Board
 - Natural Resources Conservation Service
- Funding sources/donors (private and public)
 - National Forest Foundation
 - Civic-based groups (for capacity)
 - Blue Forest Conservation
- Livestock associations/agricultural community
 - Natural Resources Conservation Service
 - Farm Bureau
 - FFA (youth engagement)
 - Colorado Cattlemen's Association
 - Colorado Rural Water Association
 - Colorado Wool Growers
 - Colorado Department of Agriculture
 - Willie Nelson (or other celebrities)
- Urban/WUI communities
 - Fire Adapted Colorado
 - City and municipality planning and zoning departments
 - County commissioners
 - Insurance and real estate
- Colorado Counties, Inc. and Colorado Municipal League
 - County commissioners
 - Town leadership
 - NGOs (e.g., Club 20)
 - Influential county commissioners (Merrit Linke, Dan Gibbs, Tim Mauck)
- Youth/school programs
 - Teachers
 - School boards

KEY MESSAGES AND MEDIA DISCUSSION

Meeting participants discussed the key messages and media for different audiences. Their comments are summarized below.

- Private landowners think about their insurance rates and real estate value. One message for private landowners is that mitigating the forest around one's property will increase the real estate value and lower insurance costs. The message could include the insurance rate before and after mitigation.
- There is a California law that requires real estate agents to disclose the risk of a property when selling it. People are often interested in how to determine the risk of a property when they are purchasing it.
- For decision-makers and policy leaders, it is helpful to have talking points so that the messaging remains consistent regardless of the messenger. When trying to influence decision-makers and policy leadership, the Social License Subcommittee should focus on developing the message as much as identifying the messenger. The messages also need to be brief and concise because decision-makers and policy leaders are busy. Media that are appropriate for decision-makers and policy leadership include one-page factsheets and email blasts.
- There are programs, such as Votility, that help reach voters at a local level when there is a relevant policy or regulation up for consideration. RMRI partners should be careful in taking stances on policy, given the vast diversity of partners in RMRI.
- Partners with external affairs and lobbying staff, such as the USFS or Intermountain Forestry Association, could help craft messages for decision-makers and policy leadership.
- Decision-makers and policy leadership can help build social license among their constituents. The Social License Subcommittee should consider reaching out to Colorado's congressional delegation and state legislators to see if they support the efforts of RMRI.
- The Social License Subcommittee needs to consider how to share information on forest health and RMRI to conservation districts and basin roundtables to reach the water community better. If the Social License Subcommittee wrote a piece, they could send it to conservation districts and basin roundtables to include in their emails and newsletters.
- One message for urban and wildland-urban interface (WUI) communities is that it takes management and hard work to maintain the forests they use for recreation. The urban and WUI communities should be aware that they need to invest in forests for them to have access to recreation. The message should be that work is necessary to protect the values on the land (water, wildlife habitat and forests, recreation, and communities). The Social License Subcommittee could set up one-on-one conversations with homeowner associations and landowners to deliver messages to these communities.
- The influx of people into the forests is impacting forest health. Many urban and WUI recreators are open to messages as they come to recreate on public lands. The messaging for urban and WUI communities should focus on changing the behaviors of urban and WUI recreators.
- The Social License Subcommittee should focus on educating commissioners and the public at the same time. RMRI should partner with commissioners to present at Colorado Counties Inc. and Colorado Municipal League meetings. The Social License Subcommittee could also set up presentations in the RMRI landscapes to educate citizens on RMRI's efforts. Educating citizens would get the attention of commissioners.
- Club 20 hosted a town hall on innovations in forestry. One of the presentations during the town hall was about RMRI. The RMRI Social License Subcommittee should consider ways to involve Club 20 to spread messages.
- Club 20 hosts Washington trips to meet with Colorado's congressional officials. They also hold the Rural Voices of Colorado meeting with state legislatures in Denver. The Social License Subcommittee should consider becoming involved in the Rural Voices of Colorado event to distribute forest health messages to state officials.

- The Colorado Cooperation Conference is a diverse group of individuals that holds an informational event twice a year for Colorado leaders. The event includes presentations on important topics for Colorado officials to consider and act upon. There could be a potential to have an RMRI presentation on forest health at the conference.
- The Social License Subcommittee could consider having pre-written letters sent to legislators and county commissioners. These letters are not generally effective; elected officials will count 1,500 copies of the same letter as one letter. The strategy of sending out a pre-written letter could be utilized when there is an immediate response or vote (i.e., sending the letters on the day of a vote).

NEXT STEPS

- Potential topics for the next Social License Subcommittee meeting include:
 - Whether to have members of the public submit anecdotal stories to include in the success stories database
 - Identifying key audiences, messengers, and messaging media