



Sonoma County Forest Conservation Working Group Work Plan

November 2018 – October 2020

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Introduction

The Sonoma County Forest Conservation Working Group (Working Group) Work Plan will be comprised of fulfilling the activities of the Working Group in meeting its mission of protecting forests across landscapes and through generations. The Working Group provides forest landowners with access to information, forestry expertise, and funding information and opportunities. Working Group members represent multiple organizations with differing roles within the fields of forestry and conservation and leverage one another’s knowledge and technical expertise for achieving the Working Group’s goal to protect and sustain healthy forests, woodlands, and watersheds in Sonoma County. The work plan seeks to advance the Working Group’s May 2018 – April 2023 Strategic Plan.

Education and Outreach

The Working Group will continue to provide education and outreach services in Sonoma County to meet our mission. Education and outreach will be comprised of the following activities:

EDU 1. Provide education on the topics of water conservation, wildfire protection, biodiversity, wildlife habitats and species, and restoration.

- Collaborate with the Sonoma County Office of Recovery and Resiliency on post-fire education efforts.
 - Align education and outreach tasks to support the Sonoma County Office of Recovery and Resiliency's *Recovery and Resiliency Framework*.
- Utilize products of the *Living With Fire in California's Coast Ranges: Promoting Fire-Resilient Communities and Landscapes in an Era of Global Change (Living With Fire In California's Coast Ranges)* symposium as tools to educate target audiences and conduct outreach.

EDU 2. Focus education efforts around specific topics in targeted locations.

- Collaborate with partner agencies and organizations, and leverage partner efforts, to educate target audiences, including the FireSmart Lake Sonoma project being carried out by Ag Innovations and the Sonoma County Water Agency; Pepperwood Foundation's Fire Mitigation and Forest Health Dashboard; Sonoma County Agricultural Preservation and Open Space District's Vital Lands Initiative; and other partners and projects.

EDU 3. Conduct outreach with organizations, agencies, and other stakeholders in Sonoma County watersheds to target education efforts relevant to natural resource concerns and needs of constituents in each watershed.

- Target education efforts geographically as defined below and seek support of the following Working Group member organizations present throughout Sonoma County: Baseline Consulting; California Department of Fish and Wildlife; California Department of Forestry and Fire Protection; Fire Safe Sonoma; Forest, Soil & Water, Inc.; Greenbelt Alliance; Natural Resources Conservation Service; Permit Sonoma; Sonoma County Agricultural Preservation and Open Space District; Sonoma County Water Agency; Sonoma Land Trust; University of California, Berkeley; and University of California Cooperative Extension.
- Target education efforts in the following high priority watersheds and seek support of the subsequently listed Working Group member organizations present in these watersheds:
 - Russian River
 - Seek outreach support from California Department of Parks and Recreation; Gold Ridge Resource Conservation District; Santa Rosa Junior College; Sonoma Resource Conservation District; and The Wildlands Conservancy.
 - Gualala River

- Seek outreach support from California Department of Parks and Recreation; Coast Ridge Community Forest; Gualala River Watershed Council; and Sonoma Resource Conservation District.
 - Sonoma Creek
 - Seek outreach support from Audubon Canyon Ranch; California Department of Parks and Recreation; Sonoma Ecology Center; and Sonoma Resource Conservation District.
 - Mark West Creek
 - Seek outreach support from California Department of Parks and Recreation; Friends of the Mark West Watershed; Laguna de Santa Rosa Foundation; LandPaths; Pepperwood Foundation; Santa Rosa Junior College; and Sonoma Resource Conservation District.
 - Laguna de Santa Rosa
 - Seek outreach support from California Department of Parks and Recreation; Gold Ridge Resource Conservation District; Laguna de Santa Rosa Foundation; and Sonoma Resource Conservation District.
 - Dry Creek/Warm Springs/Lake Sonoma
 - Seek outreach support from California Department of Parks and Recreation; LandPaths; Santa Rosa Junior College; and Sonoma Resource Conservation District.
- Target education efforts in the following priority watersheds and seek support of subsequently listed Working Group member organizations present in these watersheds:
 - Austin Creek
 - Seek outreach support from California Department of Parks and Recreation; Coast Ridge Community Forest; and Sonoma Resource Conservation District.
 - Jenner Gulch
 - Seek outreach support from California Department of Parks and Recreation; Sonoma Resource Conservation District; and The Wildlands Conservancy.
 - Sheephouse Creek
 - Seek outreach support from California Department of Parks and Recreation; Sonoma Resource Conservation District; and The Wildlands Conservancy.
 - Maacama Creek
 - Seek outreach support from Audubon Canyon Ranch; California Department of Parks and Recreation; and Sonoma Resource Conservation District.
 - Russian Gulch
 - Seek outreach support from California Department of Parks and Recreation; Coast Ridge Community Forest; Sonoma Resource Conservation District; and The Wildlands Conservancy.
 - Green Valley-Atascadero

- Seek outreach support from Gold Ridge Resource Conservation District.
- Willow Creek
 - Seek outreach support from California Department of Parks and Recreation; Gold Ridge Resource Conservation District; and LandPaths.
- Dutch Bill Creek
 - Seek outreach support from Gold Ridge Resource Conservation District and LandPaths.
- Mill Creek
 - Seek outreach support from LandPaths and Sonoma Resource Conservation District.

EDU 4. Facilitate three or more brown bags, workshops, or community meetings per year, focused on the following topics, in addition to other topics as issues and/or opportunities arise:

- Community Wildfire Protection Plans with Caerleon Safford, FireSafe Sonoma
- Implementing Large Scale Thinning in Sonoma County
- Prescribed Burn Associations and Prescribed Burns, How They Work, Timing, and By Whom
- Working Together: How to Have Stronger Collaborations with Neighbors
- Riparian Habitat, Species, Understanding Forest Hydrology, and Lake and Streambed Alteration 1600 Permits
- Forest Habitat and Species
- Forest Management for Erosion Control, Fish and Wildlife Habitat Improvement, Fuels Reduction, and Forest Health

EDU 5. Provide information on available resources (e.g. The Department of Forestry and Fire Protection’s [CAL FIRE] California Forest Improvement Program [CFIP] funds, the Natural Resources Conservation Service’s [NRCS] Environmental Quality Incentives Program [EQIP] funds, local Resource Conservation District [RCD] assistance, University of California Cooperative Extension [UCCE] Forest Stewardship workshops, conservation easements provided by various organizations, etc.) to forest landowners across Sonoma County.

- Conduct outreach to landowners to promote forest management services of member and partner agencies and organizations.
- Encourage the Sonoma County Office of Recovery and Resiliency to map the presence of forest management activities in Sonoma County, with Working Group support, and encourage the assessment of resulting successes and remaining forest management needs.

EDU 6. Maintain and update the Sonoma County Forest Conservation Working Group website.

EDU 7. Manage social media outreach.

- Update the Working Group’s Facebook page monthly or as appropriate.
- Manage the Working Group’s Yahoo! group and listserve.
- Adopt other social media platforms and conduct outreach: Instagram.

EDU 8. Explore nexuses and ways to collaborate with new partners. Identified potential opportunities to explore further, include:

- Identify landowners and appropriate lands that can serve as demonstration sites for forest management.
 - Potential landowners who have expressed interest where further exploration could be pursued are the California Department of Parks and Recreation and the Sonoma County Agricultural Preservation and Open Space District.
- Leverage wildlife and plant monitoring work of Stewards of the Coast and Redwoods into Working Group education activities.
 - Invite Stewards of the Coast and Redwoods to propose the best way(s) to integrate their monitoring work with the activities of the Working Group.
- Present on relevant topics to Stewards of the Coast and Redwood's seminar series for its docents.
 - Discuss and plan appropriate topics with Stewards of the Coast and Redwoods.
- Work with the Salmon Creek Watershed Council to bring relevant forest conservation education to the Salmon Creek Watershed community.
 - Discuss with Salmon Creek Watershed Council members how to best engage Salmon Creek Watershed communities in relevant forestry education.
- Engage the agricultural community and landowners in forest management efforts.
 - Engage the Sonoma County Farm Bureau, Winegrape grower groups, and Jackson Family Wines to determine potential opportunities.

EDU 9. Continue to seek education for the Working Group on how to best assist public and private forest landowners in acquiring the resources necessary for restoring and conserving healthy forests.

- Keep track of self-education examples occurring within the Working Group.

EDU 10. Promote the formation of landowner groups for the pursuance of collaborative forest management.

- Seek partnerships with local fire departments and solicit the use of local fire departments as hubs for community gathering and preparedness.

EDU 11. Explore opportunities to acknowledge partner contributions that advance the mission of the Working Group.

- Highlight Working Group member and partner accomplishments via the Working Group website or a newsletter.

Operations

The Working Group will carry out operational activities to enhance its effectiveness and efficiency. Operations activities will be comprised of the following:

OP 1. Collection and management of the following data:

- Working Group members and contact information.
 - Make distinct lists of regular attendees and casual attendees in the Yahoo! group listserv or other method of communication to make internal communications more efficient.
 - Explore and potentially adopt a new form of communicating internally in lieu of the Yahoo! group listserv.
- Working Group sponsors and contact information.
- Working Group meeting and Steering Committee meeting minutes.
- Working Group event attendees and their contact information.
 - *Living With Fire In California's Coast Ranges* symposium attendee contact information.
 - Brownbag attendee contact information.
 - Workshop attendee contact information.
 - North Coast Forest Conservation Conference attendee contact information.
- Forestland owners' contact information who have worked with the Working Group.

OP 2. Archive and chronicle documentation of Working Group brown bags, workshops, and other events.

- Produce videos of Working Group events and post them with links from the Working Group website.
- Take photos at Working Group events and use these photos for the Working Group website and other outreach materials.
- Write summaries of Working Group events and publish through various means of communication.

OP 3. Continue utilizing Working Group members and internships to carry out Working Group coordination and other tasks as appropriate.

- Request feedback from past interns on the benefits, weaknesses, and recommendations for improvement of the internship.
- Brainstorm additional schools or other institutions to reach out to in order to expand internships with the Working Group.

OP 4. Explore how to best document in-kind contributions from Working Group members to leverage and match grants and other funding.

- Propose using a shared spreadsheet that Working Group members can populate with in-kind hours expended.

- Utilize hours expended and documented by interns not covered by funding to account for intern in-kind contributions.

OP 5. Build network of landowners and external stakeholders.

- Begin creating distinct emailing lists in the Working Group's MailChimp account to create efficient communication to landowners and other external stakeholders.
- Leverage Working Group member network listserves for events and to prompt their audiences to join the Working Group mailing list.
- Carry out activities on social media outlets to build the Working Group network.
- Assess most efficient and productive means of communication to attract forest landowners and other key constituents.

Services

In addition to the Working Group's traditional role as an education and outreach service provider, Working Group members will explore new opportunities, roles, and tools for the advancement of its mission.

SER 1. Participate in the process of updating Sonoma County's General Plan as it pertains to the protection of forests and oak woodlands.

- Attend Sonoma County General Plan update meetings and workshops held by the Sonoma County Permit and Resource Management Department and Board of Supervisors.
- Provide input on the General Plan update via surveys and comments.
- Stay informed on how the General Plan update process is being managed and where Working Group intervention is appropriate.
- Engage with the Permit Sonoma Department and Sonoma County Board of Supervisors regarding the General Plan update at opportune times.

SER 2. Explore opportunities to improve the efficiency and cost effectiveness of permitting processes for sustainable forest management practices. Research options for the preparation of Program Timberland Environmental Impact Reports for forests in Sonoma County.

- Stay informed on progress towards Program Timberland Environmental Impact Report development in Sonoma County.
- Support lead organizations developing Program Timberland Environmental Impact Reports in Sonoma County.
- Create momentum for Program Timberland Environmental Impact Report development where possible via education.

SER 3. Seek opportunities to advance market-based approaches for ecosystem services enhancement where appropriate.

- Host a brownbag for the presentation of a case study from an organization or individual who has participated in a carbon market.
 - Seek participation from The Conservation Fund to present the case study of Buckeye Forest.
- Self-educate on the best use of the California Air Resources Board's Cap-and-Trade Program and alternative carbon markets, such as the Climate Action Reserve's voluntary carbon market, to best inform landowners.
- Explore opportunities beyond carbon for utilizing markets to enhance ecosystem services, such as biodiversity, watershed protection, and landscape beauty.
 - Utilize local analysis of water protection and scenic hillside protection, such as the Healthy Lands, Healthy Economies study by Ag + Open Space, to understand market dynamics and true value of protected lands in the economic well-being of Sonoma County.

SER 4. Support partners for future joint projects and/or enhancing outreach efforts.

- Support the Sonoma County Board of Supervisors and Office of Recovery and Resiliency in an event focused around the 2017 Tubbs, Nuns, and Pocket wildfires.
- Collaborate with the Sonoma County Office of Recovery and Resiliency on their development of a Recovery and Resiliency Framework for the implementation of the Watershed Collaborative's *Living in a Fire-Adapted Landscape: Priorities for Resiliency* as well as information gathered at the May 2018 *Living with Fire in California's Coast Ranges* symposium.
 - Attend Sonoma County Office of Recovery and Resiliency public meetings to support needs of private forestland owners.
 - Review proceedings of the *Living With Fire in California's Coast Ranges* symposium and apply recommendations and information as appropriate to the Sonoma County Office of Recovery and Resiliency's *Draft Recovery and Resiliency Framework*.
 - Encourage partners to submit comments on the Sonoma County Office of Recovery and Resiliency's *Draft Recovery and Resiliency Framework*.
 - Support "white paper" development to inform the Sonoma County Office of Recovery and Resiliency *Recovery and Resiliency Framework*.
 - Use the structure, development, and momentum created by the Fire-Resilient Forests Initiative (FRFI) to support the Sonoma County Office of Recovery and Resiliency.

SER 5. Engage forest groups in other counties to leverage opportunities and/or assist interested stakeholders in other counties in initiating a forest group for their county, watershed, or region.

- Invite individuals and organizations interested in forming forest groups in other counties to attend Working Group meetings and events.
- Stay apprised of the potential development of a forest health institution in the region and its expansion into neighboring counties.

SER 6. Put forest landowners in contact with tree service providers, certified loggers, forest management certifiers, and Registered Professional Foresters.

- Compile a list of consultants and encourage the creation of a database among Working Group members.

SER 7. Participate in Sonoma County Agricultural Preservation and Open Space District's Vital Lands Initiative by providing Working Group feedback.

- Provide feedback on final version of the Vital Land Initiative implementation plan.
- Support the Vital Lands Initiative implementation plan where possible.

SER 8. Promote forest conservation by highlighting climate change adaptation and mitigation benefits.

- Keep constituents informed on climate change science and its implications for forests in Sonoma County.

- Use educational tools to educate the general public on climate change science.

Fundraising

FUN 1. The Working Group will carry out fundraising activities in relation to group-defined goals. Seek funding for ongoing Working Group coordination.

- Research and seek funding from additional sources

FUN 2. Continue seeking funding through collaborations with State Senators and Sonoma County Supervisors for local and state funding sources.

FUN 3. Identify additional monetary needs of the Working Group and support partners and landowners in attaining funding for projects.

- Develop proposals and budgets for project needs and educational events per Work Plan tasks.

FUN 4. Research and apply to applicable grant programs.

- Seek funding to support outreach efforts to forestland owners and other stakeholders that includes social media activity, telephone communication, direct mailings, and disseminating information about the Working Group and forest health issues through partners in direct contact with landowners.
- Seek funding to conduct a gap analysis for the Working Group to determine where education and outreach targeting is needed.

FUN 5. Serve as a clearinghouse for information on funding sources for forest health.

- Leverage the knowledge of members of the Working Group who are fundraisers, to compile existing funding sources for forest management, and determine a central location for providing comprehensive funding information to potential applicants.
- Communicate with elected officials to stay apprised of funding sources.

Meeting Agenda – Facilitation 2019-2020

Facilitator: Facilitator will be responsible for developing agenda and contacting technical experts, if applicable, for Brown Bag sessions. Facilitator will set the agenda, review outcomes of previous meetings, manage team verbosity and keep track of time.

Scribe: Scribe is responsible for note-taking and proposing Action Items and agenda items for next month’s meeting. Scribe will distribute minutes to Working Group members after meeting. Scribe will facilitate the subsequent Working Group meeting.

Snack Purveyor: Self explanatory.

Meeting Location: Sonoma County Agricultural Preservation and Open Space District Large Conference Room (Default). Facilitator is welcome to propose an alternative site and arrange for logistics.

Annual Meeting Dates: (Third Thursday of the month – 10am-12noon)

Tentative **Brown Bag Dates** highlighted in **bold text**. On those dates the meetings will be held from 11:00am to 1:00pm.

Date	Time	Facilitator	Scribe	Snacks
January 17, 2019	11am-1pm	Arthur	Kim	Jeanne
February 21, 2019	10-12pm	Kim	Jeanne	Devyn
March 21, 2019	11am-1pm	Jeanne	Devyn	Earle
April 18, 2019	10-12pm	Devyn	Earle	Caitlin
May 16, 2019	10-12pm	Earle	Caitlin	Penny
June 20, 2019	10-12pm	Caitlin	Penny	Judy
July 18, 2019	11am-1pm	Penny	Judy	Ariel
August 15, 2019	10-12pm	Judy	Ariel	Dee
September 19, 2019	10-12pm	Ariel	Dee	Jeff
October 17, 2019	11am-1pm	Dee	Jeff	Jill
November 21, 2019	10-12pm	Jeff	Jill	Fred
December 19, 2019	TBD	End of the Year Celebration		
January 16, 2020	10-12pm	Jill	Fred	Steve
February 20, 2020	10-12pm	Fred	Steve	Kasey
March 19, 2020	11am-1pm	Steve	Kasey	Caerleon
April 16, 2020	10-12pm	Kasey	Caerleon	Jason
May 21, 2020	11am-1pm	Caerleon	Jason	Rob
June 18, 2020	10-12pm	Jason	Rob	Rich
July 16, 2020	10-12pm	Rob	Rich	Bill
August 20, 2020	10-12pm	Rich	Bill	Ron
September 17, 2020	11am-1pm	Bill	Ron	Brook
October 15, 2020	10-12pm	Ron	Brook	Susan
November 19, 2020	11am-1pm	Brook	Susan	Tom

December 17, 2020	TBD	End of the Year Celebration
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