

Meeting Notes for the Sustainable Rangelands Roundtable (SRR)
Fort Myers, FL – January 15-16, 2003
Facilitated by Lou Romero, DeLaPorte & Associates, Inc.

Welcome Remarks – Tom Bartlett, Roundtable Host/Convener

Thank you for the level of support and participation you have shown by your attendance at this and previous meetings. During this meeting we hope to complete the draft chapters for each criterion in preparation for internal Intergroup review, finalize report outline, timeline, and writing assignments, and continue working on data set identification and acquisition.

Participant self-introductions – led by Lou Romero, Roundtable Facilitator

Welcome to the new participants. New participants introduced themselves, answering the following questions:

- Name, organization, position?
- Familiarity with subject matter?
- Familiarity with Roundtable's Progress

A list of participants can be found in Appendix A.

SRR Overview – Tom Bartlett (See Appendix B)

SRR Strategic Plan as edited from Phoenix Meeting – Tim Reuwsaat (See Appendix C)

Revisit and review to reach consensus on report format and writing guidelines – John Mitchell:

- JRM will produce a special issue of our SRR articles with two stipulations: Each paper is peer reviewed and accepted on its own merit and we pay for the special issue.
- The special issue will be 100 pages in length total with 16-17 pp. per paper. Each group can have a 55-60pp double-spaced manuscript.

Differences between the May report and the journal articles:

- The biggest difference will be scientific rigor. May publication will be less rigorous and have a modified external review based on the questions below:

Indicator Review Questions

1. Do the current indicators describe the Criterion?
2. Is there a critical indicator that is necessary to describe this criterion, i.e., are we missing something?
3. Have we adequately captured the importance of this indicator to the criterion?
4. Have we adequately described how this indicator is meaningful at different geographic regions?
5. Have we adequately described how this indicator is meaningful at different spatial and temporal scales?
6. Have we adequately described the level of data availability for this indicator?
 - a. The four choices were:
 - A. Methods and procedures for data collecting and reporting; and data sets of useable quality exist at the regional-national level

- B. Standardized methods and procedures for data collecting and reporting exist at the regional-national level, but useable data set(s) do not exist at the regional-national level.
 - C. Some data set(s) exist at the regional-national level, but methods and procedures are not standardized at the regional-national level.
 - D. Conceptually feasible or initially promising, but no regional-national methods, procedures or data sets currently exist.
7. Have we adequately described the understanding of this indicator by stakeholders?
- The JRM articles will require a more extensive literature review and have a traditional peer review.
 - The matrix itself could be published perhaps under an agency document and referred to in the journal write up.
 - It is undecided as to the format of the data matrix for the May report and the journal article.
 - We plan to post the May report in an easily read format on the web.
 - Perhaps we could synthesize the data matrix into a one-page sheet describing the availability of the data.

Updates from Criterion Groups:

Legal and Institutional: Stan Hamilton

We have a fair start towards write-ups. Tom Lustig couldn't make it because he is in the hospital.

Soil and Water: David Pyke

Most of the indicators are not framed. The report looks like it was written by committee. It needs editing.

Plant and Animal: Lori Hiding

Some indicators are more developed than others. We are now struggling with the data matrix.

Social and Economic: John Tanaka

We are framing out the indicators. Haven't thought about the data matrix.

Productive Capacity: Gary Evans

May consolidate some indicators. Some are framed out. Three need a lot of work.

Criterion groups continue work on indicator write-ups and chapters

Reconvene for agreement on the internal review – led by Lou Romero

- Use 7 external reviewer questions (see above) for the internal review.
- Reviewers will present their edits using Microsoft track changes or Word perfect with colored font and bold.

Internal review 2/15-3/1

Criteria Group	Reviewers
Legal/Institutional	Lori Hiding John Mitchell Steve Borchard Lou Swanson

Plant/Animal	Tim Reuwsaat Paul Tueller Brian Czech Dan McCollum
Productive Capacity	Larry Strong John Tanaka Ken Nelson Jerry Schuman
Social and Economic	Brian Czech Robert Washington-Allen David Pyke Ken Nelson
Soil/Water	Bill Fox Gary Evans Allen Torell Stan Hamilton

1. Send reminder to group leaders 2/7.
2. Draft report due to Helen by 2/14; send them out with the instructions to external reviewers to the 20 reviewers 2/15. Give instruction for track changes or color in Word Perfect. Also put it on unlinked website and send out URL to Roundtable participants.
3. All reviews should be sent to Helen by March 1.
4. Helen will send reviews to Criterion Group Leaders March 2.

Data Matrix: Is this part of the report and should it be ready for the internal review? Steering Committee will meet to discuss this issue.

Steering Committee agrees that, by February 14th:

1. Each group should have, as a minimum, one indicator with data sets as an example.
2. For the draft report, each group should identify as many data sources as possible.
3. We do not expect groups to extensively research data sets. We do expect contact name, website name, and any easily accessible information from the website.
4. Need a field on the data matrix for a 1-2 sentence abstract of each data set.
5. Presentation of the data matrix for the review is up to each Criterion Group.

This might be expanded by the outcome of the SRM workshop. .

In Albuquerque we will revisit data matrix issues.

Thursday, January 16, 2002

Draft Communication Plan Overview and Discussion – Lori Hiding (See Appendix D)

RCS State and Transition Models for Ecological Sites – Dennis Thompson

NRCS is working on a standard for classifying rangelands. Ecological site descriptions describe the multiple plant and animal communities, climate, water, soil, and recreational uses that occur on a defined site given multiple management actions. These site descriptions can serve as:

- A common framework for communication of resource information among disciplines, agencies and organizations
- Information describing the interactions among soils, vegetation, and land management.

- A foundation to assess the condition of current resources and monitor changes.
- A framework to assess management opportunities and predict the outcome of management decisions.
- A way to transfer experience and knowledge.

Efforts are underway between multiple agencies and academia to define minimum standards for ecological site description development using a common format. To see a similar presentation please see the website: <http://www.ftw.nrcs.usda.gov/glti/presentations.html> and select ecological site descriptions, foundation for resource management decisions.

Q&A

Is there a way to predict how successful you would be to transition from one site to another?
No, research is needed.

What percentage of the country has an ecological site description written for it? Currently about a third and the Northern plains will be on-line soon. The Heritage programs are working to correlate soils to cover.

Criterion groups work on indicator write-ups and chapters (*includes break*)

Lunch meeting: SRM Workshop Planning – led by Tom Bartlett

Criterion group reports.

Productive Capacity

Status; accomplished this meeting?

- Now we have 6 shorter indicators
- Some of the matrix has been completed for SRM meeting
- On target for 14 Feb 2003 paper deadline

Needs from others:

- Ghost writers?

Plant and Animal

Status; accomplished this meeting?

- Much of data matrix is filled out, but more to go. On track.

Soil and Water

Status; accomplished this meeting?

- Lacking few write ups, but can incorporate these into paper by February 14.
- Assignments made for additional information or modifications.
- Worked on walking through data matrix. Confident that some of the data matrix can be filled by SRM meeting.

Economic and Social

Status; accomplished this meeting?

- Indicators re-categorized into four groupings.
- Working on the data matrix, do have quite a bit identified.
- Access database: Change data to memo that gives unlimited space. Change cost number to text. Add combinations of A, B, C, D (rather than singly).

Needs from others:

- Rangeland Counties need to be defined.
- Definition of rangeland needed.
- Threshold to be considered a rangeland county.
- Population density.

Legal, Institutional and Economic

Status; accomplished this meeting?

- Expanded to ten indicators.
- 6-point framework up to speed for May paper.
- Matrix—serious trouble. Try to develop. Will use Supreme Court and appeals court decisions.
- Homework assignments made.

Needs from others:

- Need to comment on costs of all the other indicator data collection.

Draft strategic plan (Appendix C):

The general intent: Comments; Questions; Agreement?

1. How are we going to get this put into regulation? Can we create political will? Each agency will get together to do this.
2. Sustainability roundtables should be a forum for educating public on the concept of sustainability. That has to be the predecessor to implementation of these C&I.
3. The sustainable roundtables should be championing the sustainability of resources and rangelands are just one part of the message.

Tactics: Comments; Questions; Agreement?

1. Tactic: Convene workshop of scientists to collect data in the next 6 months. Is this for another report? What is the outcome and goal? Are we revisiting what we are currently doing?
2. D. Stable and adequate funding goal: development of a budget needs to be highlighted by moving it to one of the first tactics.

Obvious gaps?

1. No explicit goal that has anything to do with the C&I after finishing final report. [Tom has written this into a revised version as a primary goal.]
2. Research needs associated with the data collection.

Overall approach?

Is there no need for such approach? Do you agree that it's a good idea, generally? Do you fully agree with this approach?

- People voted between good idea and full support.

If you have any more specific edits/ideas, send them to Tim Reuwsaat by February 8, 2003.

Preliminary Draft Agenda for Albuquerque Meeting, March 19-20, 2003 (Appendix E.)

Appendix A: Fort Myers Participants

1. Barbara Allen-Diaz, UC Berkeley
2. Tom Bartlett, Colorado State University
3. Ben Bobowski, National Park Service
4. Steve Borchard, DOI-Bureau of Land Management
5. Larry Bryant, USDA-Forest Service
6. Dennis Child, Colorado State University
7. Brian Czech, U.S. Fish and Wildlife Service
8. Pete Deal, NRCS
9. Gary Evans, se4 consulting, inc.
10. Bill Fox, Texas A&M University
11. Paul Geissler, USGS
12. Stan Hamilton, National Association of State Foresters (NASF)
13. H. Theodore Heintz, Jr., U.S. Department of the Interior
14. Lori Hiding, Ecological Society of America
15. Nelroy Jackson, Invasive Species Advisory Committee
16. Sherm Karl, DOI-Bureau of Land Management
17. Mike Kemmerer, Florida Fish & Wildlife Conservation Commission
18. Kristie Maczko, Colorado State University
19. Dan McCollum, USDA-FS
20. John Mitchell, USDA Forest Service, Rocky Mountain Research Station
21. Ken Nelson, USDA-Economic Research Service
22. David Pyke, USGS
23. Tim Reuwsaat, USDI-BLM
24. Lou Romero, DeLaPorte and Associates
25. Helen Rowe, Colorado State University
26. Jerry Schuman, High Plains Grasslands Research Station
27. Ronald Shafer, EPA
28. John Spence, National Park Service
29. Lawrence Strong, Northern Prairie Wildlife Research Center
30. Lou Swanson, Colorado State University
31. John Tanaka, Eastern Oregon Agricultural Research Center
32. Dennis Thompson, NRCS
33. Paul Tueller, University of Nevada
34. Robert Washington-Allen, Oak Ridge National Laboratory
35. Bob Welling, Ridley Block Operations

Appendix B

SRR Overview - Tom Bartlett

The purpose of the Sustainable Rangelands Roundtable (SRR) is to identify indicators for sustainable rangelands. These C&I should provide a common framework for monitoring and assessing progress towards sustainable rangeland management, expand the understanding of rangeland sustainability, and enhance the quality of debate about rangeland management issues. We hope that the C&I will improve the coordination, efficiency and quality of monitoring and data collection on our nation's rangelands. SRR gains from links with other indicator efforts, such as the Heinz Report, Roundtable on Sustainable Forests, Sustainable Minerals Roundtable, and others. The process values and respects all opinions and contributions of members and is intended to be open, positive, future focused, and dynamic.

We held a planning meeting in Phoenix December 17-18 with steering committee and at least one representative from each group. We had a productive meeting in which we created a new strategic plan and modified our vision and mission statements (See Appendix C).

The SRR has held four meetings in 2001, five in 2002, and has three planned for 2003. We have over 100 members from Federal state and local agencies, representatives from 16 universities, non-governmental groups & organizations. In addition to our broad membership, the SRR has worked hard to get outside feedback on our work through symposia (SRM annual meeting, 2002) and workshops (ESA 2002, Society for Natural Resources International meeting 2002). We will present next week in Tampa for the American Farm Bureau and the SRM meeting in Casper next month. The SRR will publish a report on US Sustainable Rangelands in Spring 2003. .

Time line:

- Jan. 14-16 - First draft of report chapters ready for editing
- Feb. 3-5 – SRM Workshop
- Feb. 15 – Chapters ready for SRR internal review
- March 1 – SRR internal review completed
- March 18-19 – Revised chapters completed. Submit to external reviewers.
- April 11 – Receive external reviews and incorporate changes
- May 2, 2003 – Deadline for final chapters
- May 5-9 – Create Executive Summary (Briefing Document) and prepare report
- May – SRR Briefing in Washington, DC
- December – submit chapters to journal and complete technical edits

Appendix C: Draft Strategic Plan Sustainable Rangelands Roundtable

The quality of life we enjoy in this country depends in part upon our Nation's rangelands (grasslands, shrublands, deserts, tundra and alpine meadows). However, most Americans are not aware of the contributions that these lands (which make up one third of the country) make to our every day lives. Reliable sources of clean water, habitat for wildlife, forage for livestock, minerals and energy, a wide variety of recreational opportunities, and areas for solitude and spiritual interaction are some of the goods and resource values derived from rangelands. Growing demands for these goods and values have led to a need to better understand the relationships among environmental, social, and economic factors related to sustaining these rangelands. Key to this understanding is being able to measure the components of these factors.

Accordingly, a group of resource professionals, government policy makers, academics, researchers, conservation and environmental groups, and industry representatives met in Denver in April 2001. Participants at that meeting provided strong support for begin the work to develop measures of the environmental, economic and social components of rangeland sustainability (called criteria and indicators (C&I)) that would apply to all U.S. rangelands.

The Sustainable Rangelands Roundtable was born. Since that time, nine meetings have been held in a variety of locations across the country. The meetings have been open to anyone that wished to contribute or just become aware of the ongoing effort. During this two-year period, the participants have successfully developed the criteria and indicators and are nearing completion of that task with a report targeted for completion in May 2003.

In December 2002, the Steering Committee and the leaders of the criterion groups met to review the original mission and vision of the Roundtable and to determine if its work had been completed. This group decided that while the C&I were nearing completion, they were still not yet *widely accepted* as specified in our vision statement; thus, much work remained to meet this vision. In fact, the group felt that the C&I not only needed broad acceptance, but also needed to be *widely used*. The group went further by developing strategic goals, objectives and action plans necessary to achieve the revised mission and vision for the SRR. What follows is that product, which is being submitted to the Roundtable for their consideration.

I. Mission

The SRR will promote social, ecological, and economic sustainability of rangelands through the development and widespread use of the criteria and indicators for rangeland assessments, and by providing a forum for dialogue on sustainability of rangelands.

II. Vision

We envision a future in which:

- Rangelands in the U.S. provide a desired mix of economic, ecological, and social benefits to current and future generations.
- Criteria and indicators for monitoring and assessing the economic, social, and ecological sustainability of rangelands are widely accepted and used.

III. Guiding Principles:

1. Collectively, indicators should guide monitoring efforts to assess rangeland sustainability in the U.S. at the national scale. Where possible, indicators should guide monitoring efforts to measure rangeland sustainability at multiple scales.
2. Indicators must employ the appropriate temporal and spatial scales for assessing their associated criteria.
3. Collectively, criteria and indicators will address social, ecological, and economic aspects of sustainability.
4. A criteria and indicator framework is used as a common language and operational framework for defining and assessing sustainability. We began by considering the criteria and indicator framework of the RSF.
5. We reviewed and considered, as appropriate, other indicator initiatives.
6. There are numerous policy questions related to rangelands. We continue to focus on the vision-mission agreed to by the SRR.
7. The Roundtable process will feature outreach to stakeholders, open dialogue, and respect for differing opinions.
8. The SRR will be supportive of and compatible with improve on-the-ground management of rangelands.

IV. Strategic Goals -- Key Objectives/Commitments -- Tactical Actions

What happened to the “SUPERGOAL”? Weren't we going to include a goal that dealt with finishing the C&Is, finishing the report, establishing an on-going system for periodic updating and publishing of indicators and data, establishing a process for stakeholder participation in a dialogue on rangeland sustainability based on the C&I, beginning to do some interpretation of the C&I data in terms of rangeland sustainability and evaluating the indicators based on use?

A. *Coordination Goal – The SRR will:*

- *Within the next year, participate in the establishment of institutional arrangements among key organizations supporting C&I efforts to develop a national strategy for C&I/Assessment programs that integrates across (does not mean combine) environmental and natural resource systems and that defines the role of SRR and other efforts within the next year;*
- *Initiate a review of the data acquisition and assessment efforts of various organizations addressing rangeland C&I to be completed within 2 years; and*
- *Continue to provide a forum for dialogue among stakeholders addressing criteria, indicators and assessment of rangeland sustainability at different scales for the next 3 years.*

Objective 1. Obtain commitment from Federal government agencies to establish formal agreements with sustainable roundtables and sponsoring entities to describe their roles and responsibilities, within 6 months, which includes implementation of periodic reporting for interpretation and assessment of rangeland sustainability.

Tactics - Discuss the institutional arrangements with other roundtables at next roundtable network meeting or conference call.

- Develop and promote assessment capabilities among a wide range of users.

Objective 2. Convene a workshop of scientists and organizations collecting data to identify available data, data gaps, data incompatibilities, and data quality.

Tactic - Obtain commitment from agencies in next 6 months, in principal, to support and sponsor some costs of the workshop. Consider a symposium with registration.

Objective 3. SRR will reach out to ongoing C&I/assessment efforts at local/regional levels to engage in a dialogue with the local/regional stakeholders to determine acceptance and use of national-level C&I and their relationship for assessing on-the-ground management needs.

Tactics - Initiate one pilot by early 2004. A pilot project could be contracted by a sponsor(s)/agency(ies) instead of initiated by SRR.

- Identify stakeholders doing their own thing plus those organizations not yet involved.
- Use SRR report to reach out to stakeholders.
- Initiate a cooperative program with agencies developing local, management-unit C&I to better understand how the C&I are interrelated across multiple scales.
- Use empirical data to facilitate dialogue on rangeland sustainability.
- Allow any pilot to continue over a two-year period.
- Consider scope involving scale, natural resources and other to be defined.

B. Outreach Goal – The SRR will conduct bold and aggressive outreach and marketing that results in the recognition of the importance of sustainable rangelands and the wide acceptance and use of SRR ecological, economic, and social C&I for rangeland sustainability, so that, by June 2005, SRR is viewed as the source of sustainable rangeland information; there is an increase in the number of publications involving SRR C&I and their use; education entities recognize the value of SRR C&I and use them and associated information in their curricula; SRR C&I are used by government agencies, environmental organizations, industry, and researchers to assess rangelands and associated human communities; and a constituency exists that actively champions the use of SRR C&I within agencies

Objective 1. The Outreach Working Group and Steering Committee will finalize the communications plan by March 2003.

Tactics - Communications Plan outline was completed on 19 Dec 2002.

- It identifies the different constituencies and stakeholders, and prioritizes efforts.
- Draft Communications Plan will be sent to Outreach working group for feedback.
- Finalize Communications Plan.

Objective 2. Implement Communications Plan

Tactics - Identify budget needs by month and activities for 2003 to implement Communications Plan.

- Implement Communications Plan timeline in 2003 by assigning appropriate members to tasks.

Objective 3. Develop suite of materials for different constituencies and stakeholders over the next year.

Tactics- Characterize groups by mission/vision and personal contacts by March 2003.

- Identify relationship between each group and SRR mission/vision by March 2003.
- Identify best method to reach each group and SRR contact by March 2003.

- Draft and finalize materials and presentations by May 2003 and revise over 2003.
- Polish and develop the summary of the 2003 report into four pages. Needs to be professional and succinct. Hire writer, marketer to help draft this package. Summary must be finished in time for the briefing.
- Distribute/present over 2003 and beyond.

Objective 4. Develop examples of interpretations and assessments using SRR C&I at multiple scales by June 2005.

Tactics – **Begin with first approximation report.**

- **Task each criterion group to identify a person to work with an Example Working Group by March 2003.**

- Example Working Group develops and provides tentative examples by June 2003.
- Incorporate into future communications plans and materials/presentations (as appropriate).

Objective 5. Meet individually with agency heads and relevant Congressional staff once a year.

Tactics - Identify by January 2003 relevant agencies and Hill staffers with whom it is important for us to meet (BLM, FS, USGS, EPA, FWS, ARS, NRCS, Ag Stats, NPS, DoD, BIA, BoR, etc.).

- Identify relationship between each agency and SRR mission/vision by March 2003.
- Identify the appropriate SRR representative(s) and other partners to meet with each agency head by March 2003.
- Develop schedule for meetings for 2003 by March 2003.
- Identify agency contacts to help set up meetings with agencies and Hill staffers (grease the skids) by March 2003.
- Set up meetings and go wow them during the week of May 19, 2003, over the course of 2003, and annually.

Objective 6. Encourage environmental, scientific, academic and producer groups to champion the importance of ecological, social and economic sustainability of rangelands in the U. S. throughout 2003.

Tactics - Package good product that synthesizes the 2003 report (See objective 3)

- Assess who is not involved now that should be brought into this process as champions. Include state agricultural directors, Western Governors, Sportsmen's caucus.
- Sell our product to the leadership of our SRR participants to make them champions. Also target others not included in our participation as champions. Invite leadership of our participants and targeted others to May briefing in DC to unveil the product—the making of champions. Our participants must make sure their leadership attends May briefing.
- Championing must be done by August for 2004 budgets and November for 2005 budgets. Champions will inform Congress and the Administration of the importance of C&I for sustainable rangelands.
- Follow up, prod, plead our champions to take up the cause.

C. Sustainability Research Goal

The SRR will promote research to develop methodologies in which to measure and collect data for sustainable rangeland indicators, as well as identify priority research on the interrelationships of ecological, economic, and social indicators and their appropriateness to sustainability of rangeland systems.

Objective 1. By 2008 all research funding organizations will have a defined, stable and long-term program targeted for sustainable rangeland C&I research.

- Tactics** - Develop a national database of rangeland indicator protocols and indicator research projects from existing sources to supplement similar private sector information sources (relates to coordination workshop objective 2).
- Assess the proportion of ongoing research and funding that now support SRR indicators.
 - Set priorities for researchable questions related to SRR indicators and encourage the shifting of rangeland research to provide the understanding required in this goal. Factors to be considered in setting priorities include determining the greatest benefit for effort invested, assessing the greatest probability for successful application of an indicator and stakeholder acceptance of C&I.
 - Work with NAS, USDA, USGS, NSF, and other research or research-funding groups to implement changes in existing natural resource research programs. This includes foundations, NGO's, and appropriate agencies.
 - Work with research agencies (universities, labs, etc.) to shift priorities.
 - Periodically review developed C&I and determine through research methods if improvements can be made to the indicators and methodologies to measure the indicators.

D. Stable and Adequate Funding Goal

SRR will secure stable and adequate funding over the next five years to 1) promote sustainability of rangelands through the development and widespread use of C&I, and 2) provide a forum for continued and expanded dialogue on sustainability of rangelands. Funding would be used for the current SRR efforts, to further implement SRR's revised vision, and to allow for future reporting needs.

Objective 1. Increase the amount of funding from current federal agencies supporting SRR.

Tactic - Utilize SRR agency personnel to secure continued funding (this should be supported by SRR participants via letters of institutional and personal support, public presentations, website, professional organizations, etc.)

Objective 2. Expand the number of agencies funding SRR.

Tactic - Utilize SRR agency personnel to secure continued funding (this should be supported by SRR participants via letters of institutional and personal support, public presentations, website, professional organizations, etc.)

Objective 3. Establish recurring federal multi-agency cooperation and pooling of funding to complete SRR goals

Tactic - Institutionalize inter-agency cooperation through MOUs tied to line item budget allocations (these should be pooled to support SRR activities)

Objective 4. Establish recurring NGO cooperation and pooling of funding to support dialogue on usefulness of C&I for rangeland sustainability.

Tactics - Recruit private groups – industry and NGOs – and foundation involvement with explicit intention for them to cooperatively provide funds and other resources to support broad stakeholder forums (from local to national scales) that integrate SRR

- Identify one or more NGOs and/or Foundations committed to sustainable rangeland use and establish a five-year grant dedicated to public forums on C&I usefulness for different scales.

Objective 6. Provide champions (agency, industry, NGOs, and Congressional) with convincing information on SRR funding needs.

Tactic - Develop a detailed long-term (5 year) budget which includes all funding needs to accomplish the mission, vision, strategic goals and objectives to show a well thought out plan (for example, how much needed for reports, workshops, marketing items, etc.)

Comment [L1]: Move to Goal B on Outreach? Or rewrite in context of saving money

Appendix D
Draft Communications Plan

Draft Outline for SRR Communications Plan
January 9, 2002

- I. Introduction and Background on Sustainable Rangelands Roundtable
 - a. Mission: The SRR will promote social, ecological, and economic sustainability of rangelands through the development and widespread use of the criteria and indicators for rangeland assessments, and by providing a forum for dialogue on rangeland sustainability
 - b. Vision: We envision a future in which
 - Rangelands in the U.S. provide a desired mix of economic, ecological, and social benefits to current and future generations
 - Criteria and indicators for monitoring and assessing the economic, social and ecological sustainability of rangelands are widely accepted and used.
- II. Communication Plan Goals and Objectives

The SRR will conduct bold and aggressive outreach and marketing that results in the recognition of the importance of sustainable rangelands and the wide acceptance and use of SRR ecological, economic, and social C&I for rangeland sustainability, so that, by June 2005, SRR is viewed as the source of sustainable rangeland information; there is an increase in the number of publications involving SRR C&I and their use; education entities recognize the value of SRR C&I and use them and associated information in their curricula; SRR C&I are used by government agencies, environmental organizations, industry, and researchers to assess rangelands and associated human communities; and a constituency exists that actively champions the use of SRR C&I within agencies

 - a. Make key constituencies aware of SRR and the report
 - b. Profile target audiences
 - c. Identify most effect forms of communication to reach each audience
 - d. Describe communication materials to be created and used to make the contents of the report accessible to a diversity of users and applications
 - e. Assess effectiveness of outreach efforts
 - f. Identify "Champions" to carry the SRR message
 - g. Challenges
 - i. Finding the time and resources to design and deliver communication and outreach tools
 - ii. Reaching ranchers and other stakeholders and garnering their support
- III. Overview of Plan (see Appendix B)
 - a. To reach Congress
 - b. To reach Agency Leadership
 - c. To reach Agency line staff
 - d. To reach public rangeland managers
 - e. To reach private rangeland managers
 - f. To reach scientific societies
 - g. To reach environmental organizations
 - h. To reach industry groups

- i. To reach policy makers
 - j. To reach research funding organizations
 - k. To reach extension personnel
 - l. To reach educators
 - m. Benefits to SRR of communicating with each group
- IV. Message (what SRR can do for audience and what want audience to do for us)
- More discussion needed: Steering Committee and Outreach Working Group input**
- V. Activities
- a. Presentations and Exhibits/Posters
 - b. Briefings
 - c. Hill and Agency Visits
 - d. Launch Lunch
- VI. Materials
- a. 4-pager (*revised Jan 2003, Kristie, Tom, Lori*)
 - b. White Paper (*revised Jan 2003, Kristie, Tom, Lori*)
 - c. Poster (*Jan 2003, Kristie*)
 - d. Slick Executive Summary as stand alone document (*developed by mid-May, Kristie, Lori, Larry, Tom*)
 - e. Press releases (*Tom and Lori*)
 - f. Website (<http://SustainableRangelands.cnr.colostate.edu/>, *Helen*)
 - g. Peer-reviewed publication (*special issue of journal?, John M., Tom, Criteria Group Leaders*)
 - h. Technical report (*May 1, 2003, includes data and gaps, Tom, John M., Criteria Group Leaders*)
 - i. Information packet for extension and educators
 - j. PLC Task Force Handout (*January 2, 2003, Kristie and Tom*)
- VII. Research and Evaluation
- a. Success of communication plan
 - b. How to assess
- VIII. Proposed Budget
- a. Overall
 - b. By Audience
 - c. By Material/Product/Activity
- IX. Links to other efforts

Including Inter-relationship of SRR to other efforts—rangeland inventory and monitoring, GRPA, etc. how feed into

The SRR will participate in the establishment of institutional arrangements among key organizations supporting C&I efforts to develop a national strategy for C&I/Assessment programs that integrates across (does not mean combine) environmental and natural resource systems and that defines the role of SRR and other efforts within the next year; initiate a review of the data acquisition and assessment efforts of various organizations addressing rangeland C&I to be completed within 2 years; and continue to provide a forum for dialogue among stakeholders addressing criteria, indicators and assessment of rangeland sustainability at different scales for the next 3 years

- a. Roundtables
 - i. Roundtable on Sustainable Forests
 - ii. Sustainable Minerals Roundtable

- iii. Sustainable Water Resources Roundtable
- b. Government Programs, Projects, and Reports
 - i. USDA ARS
 - 1. Indicators of Great Basin Rangeland Health
 - ii. USDA Forest Service
 - 1. National Projections of Forest and Rangeland Condition Indicators (Hof et al 1999)
 - iii. EPA
 - 1. Environmental Monitoring and Assessment Program
 - 2. Evaluation Guidelines for Ecological Indicators (Jackson et al 2000)
 - 3. "Report on the Environment" and ongoing indicator initiative
 - iv. NRCS
 - 1. Interpreting Indicators of Rangeland Health (version 3, Pellant et al 2000)
 - 2. Rangeland Soil Quality Indicators for Assessment and Monitoring 2001
 - v. National Academy of Science/National Research Council
 - 1. Rangeland Health: New Methods to Classify, Inventory, and Monitor Rangelands 1994
 - 2. Ecological Indicators for the Nation 2000
 - vi. USGS
 - 1. Our Living Resources 1995
 - 2. Status and Trends of the Nation's Biological Resources 1998
- c. Non-Profit Programs and Reports
 - i. Heinz Center for Science, Economics, and the Environment
 - 1. State of the Nation's Ecosystems: Measuring the Lands, Waters, and Living Resources of the U.S.
- d. State Programs
 - i. California Legacy Project: Resource Health and Condition Assessment
- e. International Indicator Programs
 - i. Montreal Process 1995
 - ii. Rangeland Desertification International Workshop 1997
 - iii. National Land and Water Resources Audit, Australia
 - iv. Sustainability of Terrestrial Ecosystems, National State of the Environment Report, South Africa 1999

Appendix A: Past Accomplishments and Potential Commitments (will be integrated into Plan)

Completed:

- NCBA Federal Lands Committee-August 2001-background
- SRM Symposium-February 2002 - background
- DC Briefing I - May 2002 - Agency and NGO leadership - background
- NCBA Federal Lands Committee - July 2002 - background
- ESA Workshop - August 2002 - background and feedback on indicators
- NACD Meeting - August 2002 (Dennis T.) - background
- Department of Defense's Conservation Committee - October 8, 2002 (Deen Boe) - background

Society and Natural Resource Management – October 2002 (Mark Brunson) – background and feedback on indicators
 Florida Outreach Session – January 13 (Fort Meyers, FL) – background for private landowners
 American Farm Bureau (exhibit) – January 18-20, 2003 (Tampa FL) – background
Committed:
 SRM workshop – February 2-6, 2003 (Casper, WY) – background and feedback on data sources
 American Farmland Trust (exhibit)–March 10-18, 2003 (Monterey, CA)-background
 Agency visits – May 19-22, 2003
 DC Briefing II (Launch Lunch)– May 22, 2003 – Congress, agencies, NGOs
 Soil and Water Conservation Society—July 2003 (Spokane, WA)—Soil and Water Criterion Group presenting a poster
 AAEE/RSS – late July (Montreal)--work with Lou Swanson to present poster
 IRC – July 26 – Aug 1, 2003 (Durbin) – background
 ESA – August 3-9, 2003 (Savannah) – rollout and evening discussion session
 The Wildlife Society—September 2003—session on sustainability which will include a discussion of the roundtables (Dave Radloff?)
Potential:
 NACD – Summer Committee Meetings
 PLC – April 9-12 (DC)
 Society for Conservation Biology – June 28-July2, 2003 (Duluth, MN) poster?
 NCBA Summer Meeting – July 20-26, 2003 (Dallas)
 GLCI Conference – December 7-10, 2003 (Nashville) – background (Feb 1st abstract deadline)

Appendix B Potential Organizations to Target

Federal Agencies:

Office of Science and Technology Policy
 Council on Environmental Quality – Ted Heinz
 US Department of Agriculture
 Agricultural Research Service (1)
 Cooperative State Research, Education, and Economics Service (1)
 Economic Research Service
 Forest Service (1)
 National Agricultural Statistics Service
 Natural Resources Conservation Service (1)
 Sustainable Development Office
 US Department of Interior
 Bureau of Indian Affairs (1)
 Bureau of Land Management (1)
 Bureau of Reclamation
 National Park Service (1)
 US Fish and Wildlife Service (1)
 US Geological Survey (1)
 Environmental Protection Agency (1) – Jeff Frithsen
 Department of Defense – Tommy Wright

Department of Energy
Department of Transportation
National Ocean and Atmospheric Administration
National Science Foundation
State Department

Congress:

Senate Appropriations Committee, Subcommittee on Interior and Related Agencies (1)
House Appropriations Committee, Subcommittee on Interior and Related Agencies (1)
Senate Appropriations Committee, Subcommittee on Agriculture, Rural Development,
FDA and Related Agencies (1)
House Appropriations Committee, Subcommittee on Agriculture, Rural Development,
FDA and Related Agencies (1)
House Subcommittee on Environment, Technology, and Standards
Senate Subcommittee on Environment, Technology, and Standards
House Committee on Agriculture
House Committee on Science (1)
Senate Committee on Agriculture
Senate Committee on Science (1)
Specific members?

Scientific Societies:

Ecological Society of America – On-line Bulletin, Ecolog, Frontiers? (1)
Society for Range Management – Trail Boss, Rangelands? (1)
American Agriculture Economics Association
American Fisheries Society
American Institute of Biological Sciences
Consortium of Social Science Associations
George Wright Society
International Society and Natural Resource Management
International Society for Ecological Economics/ U.S. Society for Ecological Economics
Natural Areas Association
Rural Sociological Society
Society for Conservation Biology
Society for Ecological Restoration
Society of American Foresters
Soil and Water Conservation Society
The Wildlife Society
Tri-Societies (ASA/CSSA/SSA)
Weed Science Society

Industry:

National Cattlemen's Beef Association (1)
Public Lands Council (1)
American Farm Bureau (1)
American Sheep Industry

Environmental NGOs:

California Rangeland Trust
Defenders of Wildlife
Gray Ranch and Malpai Borderlands Group

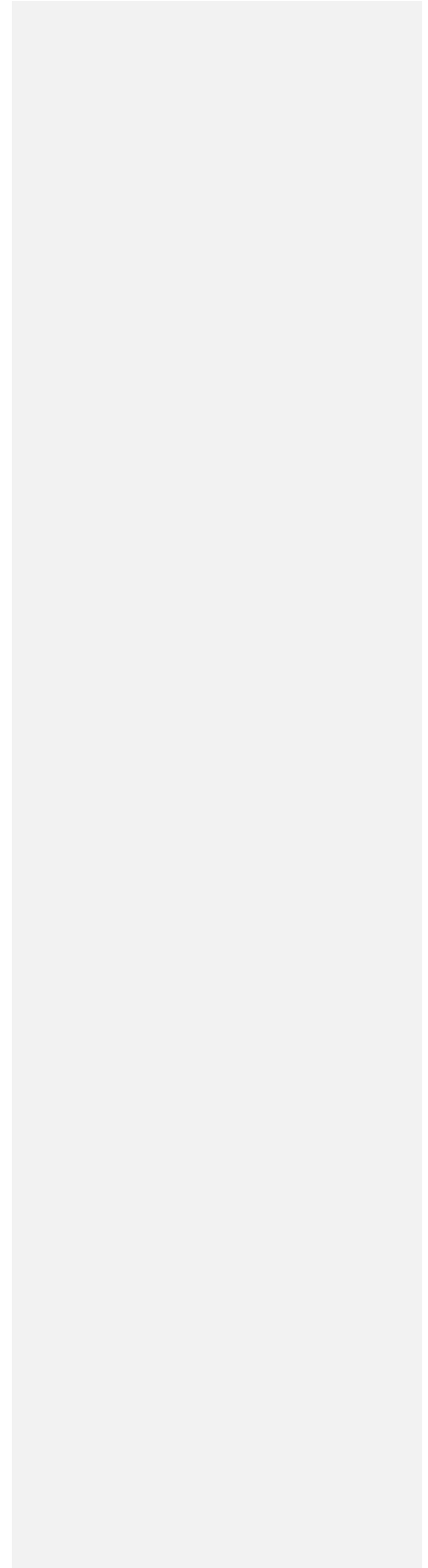
Idaho Conservation League
Izaak Walton League of America
National Association of State Foresters (1)
National Audubon Society
National Wildlife Federation (1)
NatureServe
The Nature Conservancy (1)
The Wilderness Society
Tread Lightly
Trust for Public Land

Other:

American Farmland Trust (1)
Grazing Lands Conservation Initiative (1)
Heinz Center for Science, Economics, and the Environment
National Associations of Conservation Districts (1)
National Association of Land Grant Universities and Colleges
National Fish and Wildlife Foundation
National Wilderness Institute
Public Lands Foundation
Water Environment Federation
Western States Land Commissioners Association (1)
Western Organization of Resource Councils
Wildlife Management Institute

State, Tribal, and Local Governments

National Association of Counties (1)
Western Governors Association (1)
National Governors Association
U.S. Conference of Mayors
National Association of State Departments of Agriculture
International Association of Fish and Wildlife Agencies



Appendix E
Sustainable Rangelands Roundtable
Draft Agenda as of January Meeting
Albuquerque, New Mexico
March 19 and 20, 2003

Objectives:

1. Incorporate internal reviews into draft criterion chapters.
2. Finalize criterion chapters for external review.
3. Identify participants for future work.

Wednesday, March 19, 2003

- 8:00 am Welcome and self-introductions – **Tom Bartlett and Lou Romero**
8:20 am SRR Overview – **Tom Bartlett**
8:30 am *Working Group Activity Reports:*
Coordination Working Group Report – **Duncan Patten**
Outreach Working Group Report – **Lori Hidinger**
9:00 am Data Matrix and Data Set Discussion – led by **Tom Bartlett**
9:30 am **Break**
10:00 am Criterion groups assess review comments and necessary chapter revisions
(includes lunch and afternoon break)
4:00 pm Reconvene for presentation and discussion on Connectivity of Ecological,
Economic, and Institutional Criteria of Sustainability – **Brian Czech**
4:45 pm **Adjourn Day 1**

Thursday, March 20, 2003

- 8:00 am Open space for airing individual topics – led by **Lou Romero**
9:30 am **Break**
10:00 am Review Strategic Course for the Future – **Tom Bartlett**
10:30 am Brainstorm potential new participants for Course for the Future work – led by
Lou Romero
11:00 am Criterion groups finalize chapters for external review *(includes lunch and
afternoon break)*
3:00 pm Reconvene for criterion group chapter status reports – led by **Lou Romero**
4:00 pm Review plans for Washington D.C. briefings and outreach – **Tom Bartlett**
4:30 pm Next Steps – **Lou Romero and Tom Bartlett**
Jackson Hole Celebration/Transition Meeting
5:00 pm **Adjourn Day 2**