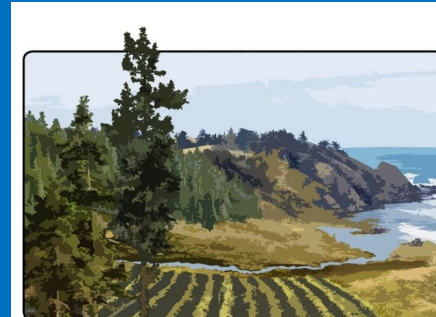


# Incentive Programs on Private Lands:

How an information tool is catalyzing a statewide network to link working lands with conservation and connectivity

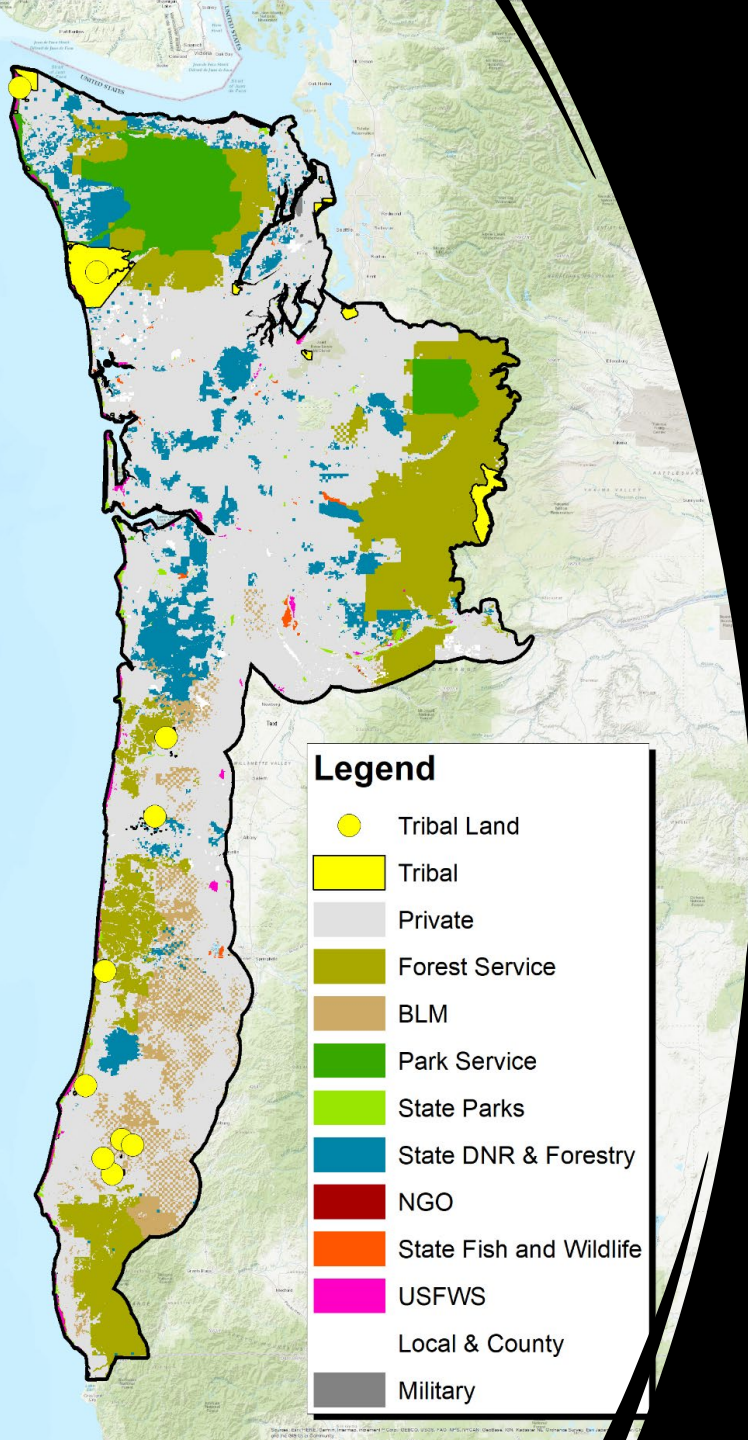
Ann Edwards, Partnership Facilitator  
Rachel Santa Olalla, CPE Program Lead

SW WA Connectivity Summit  
May 22, 2024



## Cascades to Coast Landscape Collaborative

*designing for resilience*



## Cascades to Coast = Diverse biomes and landownership matrix

### CCLC principles focused on

- Landscape Design (SE Conservation Blueprint as a model)
- Landscape to local, 2-way dialogue
  - shared values, shared metrics, shared outcomes
- IDing and sharing STRATEGIES/OPPORTUNITIES = Collective Impact

### CCLC is a collaborative

- **Voluntary partnership**
- **Change moves at the speed of the partnership**

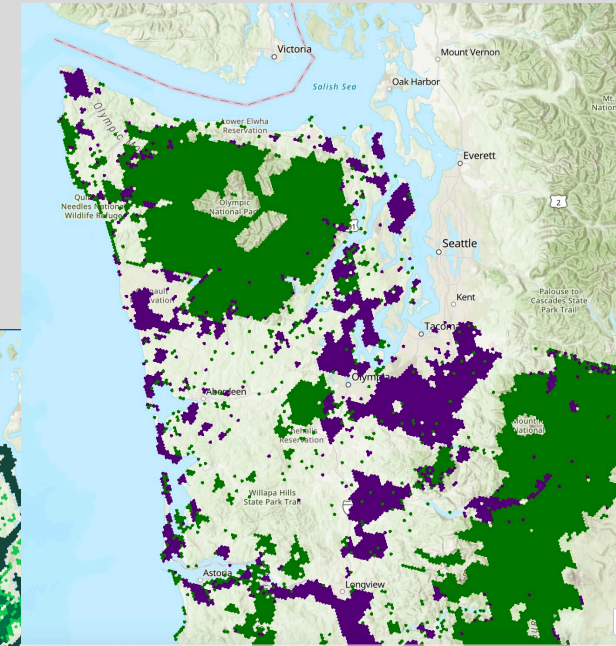
### CCLC can be nimble and innovative

- **pioneer contributor to connectivity analysis in SW WA**
- **Conservation Mapper Tool – mapping shared values**
- **core capacity to develop Conservation Program Explorer**

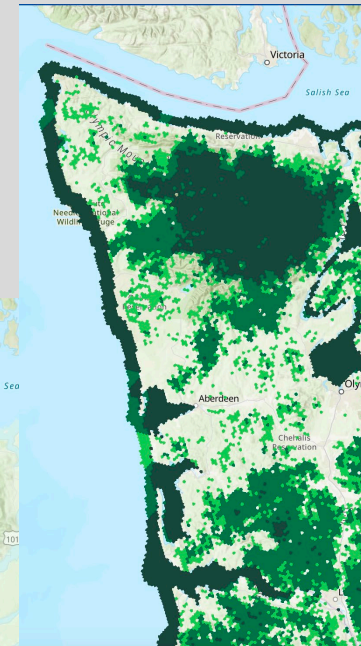
# Convening to ID Shared Values towards a Shared Landscape Design

USFWS Science Applications  
and partner workgroups

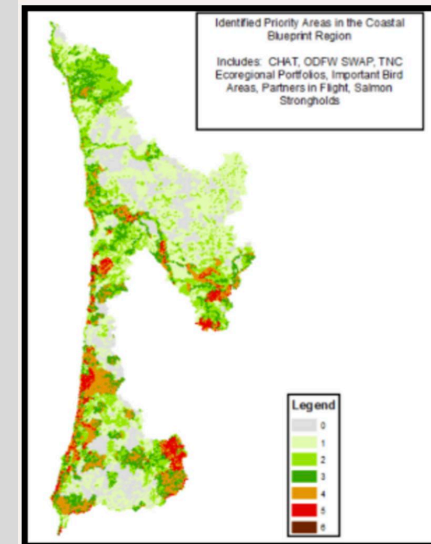
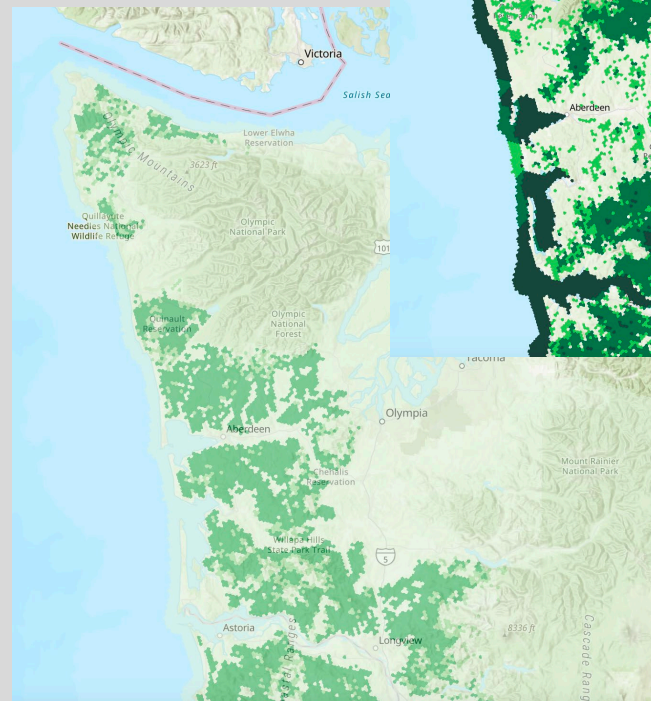
## Conservation Priorities



## Ecosystem Services



## Working Lands

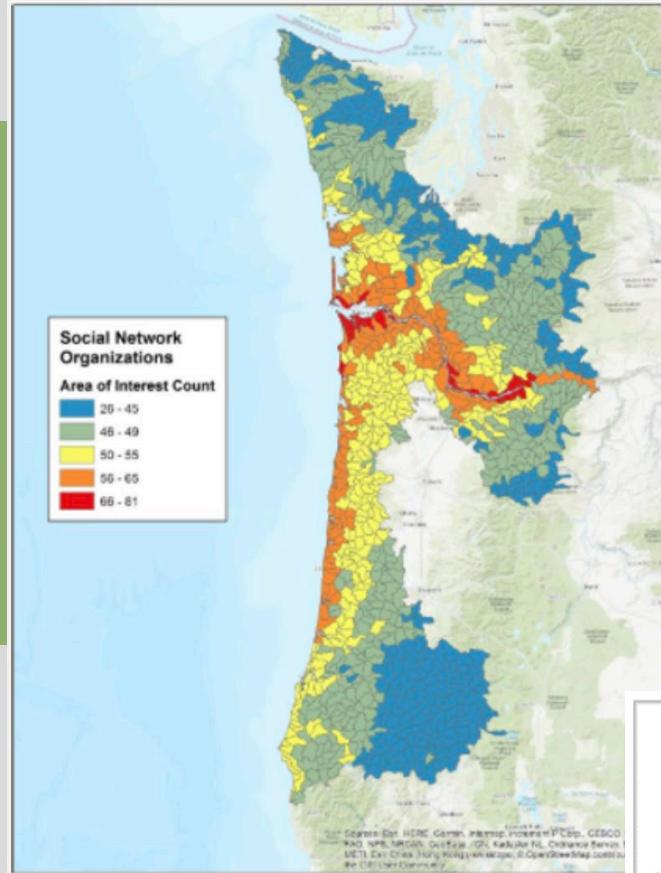


Conservation Priority Area  
Synthesis

# Understanding Collaborations

## Social Network Analysis

- Geospatial layer of collaborators
- Network connections analysis



Social Network Collaboration

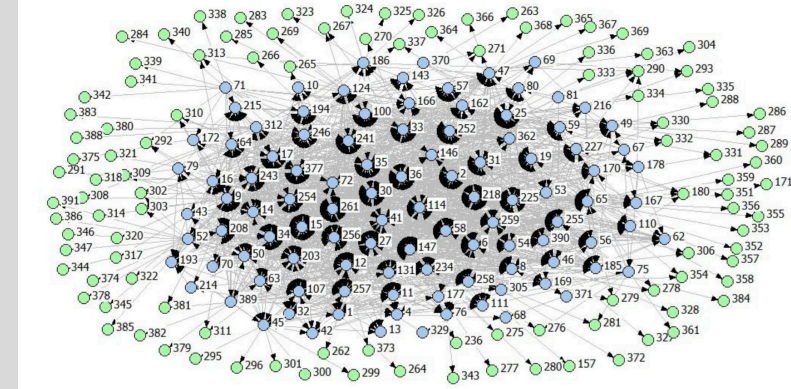


Figure 3. The PNC-LCD organizational collaboration network.

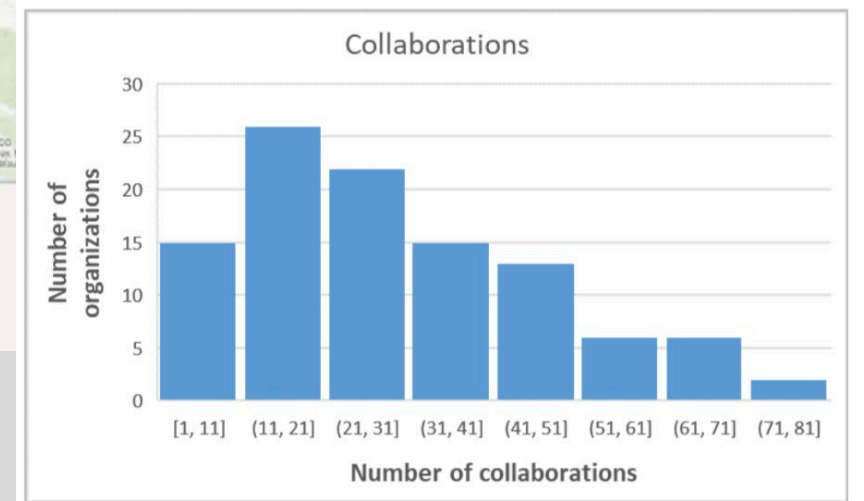
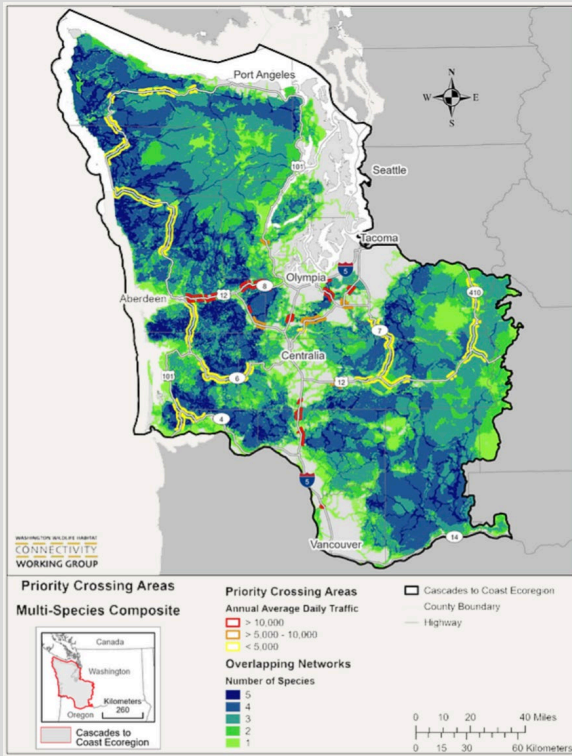


Figure . Organizational collaborations.

# Convening in support of Connectivity Science



**Cascades to Coast  
Landscape Collaborative**  
*designing for resilience*

**Wildlife Habitat Connectivity in  
Western Washington  
Science to Implementation**

**Webinar starting momentarily**

Video player

Cascades to Coast Landscape Collaborative

CCLC connectivity webinar (July, 2022)

CCLC joined others to provide Technical Support for the SW WA Connectivity Analysis

Technical Advisory Team for WAHC AP

**July 20-22**

5525 S 11th St  
**Ridgefield, WA**  
WASHINGTON DEPARTMENT OF FISH AND WILDLIFE  
REGIONAL OFFICE BUILDING

WASHINGTON DEPARTMENT OF Fish & Wildlife, U.S. Fish and Wildlife Service, Cascades to Coast Landscape Collaborative, Defenders of Wildlife, Conservation Northwest, Lewis County Conservation District, Wildlands Network and The Evergreen State College Masters of Environmental Studies Program.

**Southwest & Coastal  
Washington  
Inaugural Biannual  
Connectivity Summit:**  
focused on landscape connectivity for people and the environment.

CCLC was one of the conveners for the 1<sup>st</sup> SW WA Connectivity Summit (2022)

# Convening multi-sectorial, regional stakeholder meetings

2017-2018

Chehalis, WA    Warrenton, OR

## Panel members

- Industrial Forest Landowners
- Family Forest Landowners
- Agriculture (including shellfish)
- Conservation Organizations
- Government Agencies

## Panel topics

- Conservation and land management values
- Relationships to quality of life
- Near- and long-term goals
- Impediments to achieving goals
- Ideas on how to overcome impediments



WORKING LANDS AND CONSERVATION  
COMMUNITY MEETING



1-2 NOVEMBER 2018

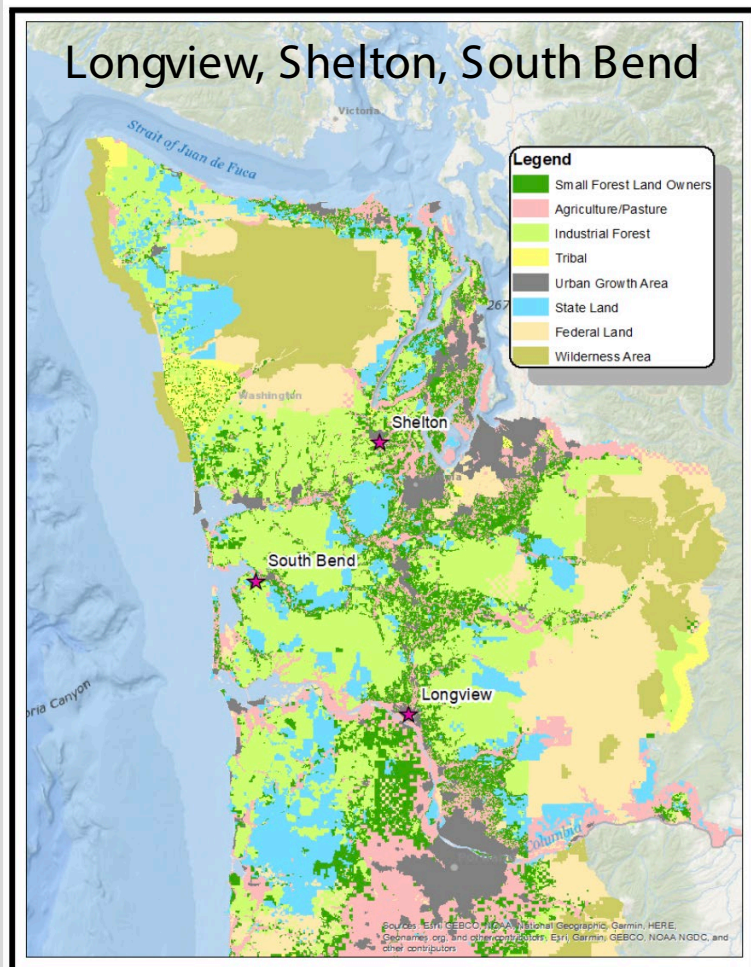
## Take-home messages

- Working lands
- Sustainability
- Long-term, multi-generation perspective
- Voluntary (non-regulatory) approaches to conservation
- Strong working relationships
- Excellent communications
- Stable, reasonable regulatory environment
- Improved social license to operate
- Avoid litigation
- Build trust, strengthen relationships
- Work toward a set of shared working lands and conservation goals
- Move forward together

# Convening to increase use of incentive programs on private lands - 2019

CCLC Partners:

USFWS, SW WA CDs, WDFW, Defenders of Wildlife



## Take-home messages

- Incentive programs need to be advertised further, despite strong outreach efforts by agencies.
- Incentive programs need to be more easily accessible.
- Outreach and trust are built through formal and informal channels.
- A lot of communication is through word of mouth.
- Farm and Forest Associations are a good way to distribute information through a network.

## 2024: Statewide connectivity science and policy have advanced rapidly

OCAMP – Oregon Connectivity Assessment and Mapping Project (2019-2022)

- Priority Wildlife Connectivity Areas

WAHCAP - Washington Habitat Connectivity Action Plan (2024-25)

- road crossings
- landscape connectivity

CCLC is currently engaged with:

WAHCAP Technical Advisory Group – Priority setting process  
ID spatial priorities for connectivity

WAHCAP Implementation Advisory Group – Priority setting process  
ID implementation projects that support connectivity...  
including private lands.



In alignment with the WAHCAP Implementation Advisory Group's priority assessment process, the CCLC partnership would like to:

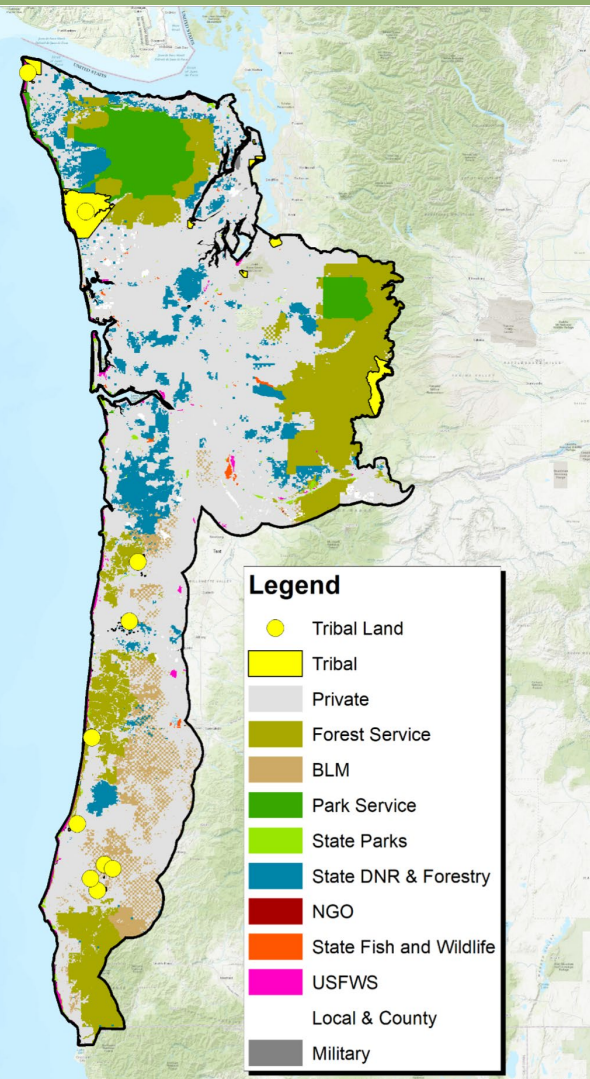
1. engage with partners
2. to ID opportunities for the action plan, and to write supporting grants
3. to leverage the Conservation Program Explorer tool and its network
4. to support voluntary stewardship on private lands
5. within priority locations for connectivity in SW WA  
(as determined by WAHCAP Technical Advisory Group).



**Cascades to Coast  
Landscape Collaborative**

*designing for resilience*

# Why the Conservation Program Explorer Tool?



- A requested support tool – private landowners want to do the right thing but were overwhelmed
- Lack of awareness of conservation incentive programs
- Large amount of unused funds for conservation incentive programs
- CCLC is the neutral party that's needed to host this (nonregulatory, not an agency)
- Conservation incentive programs are **voluntary** and there are many to choose from



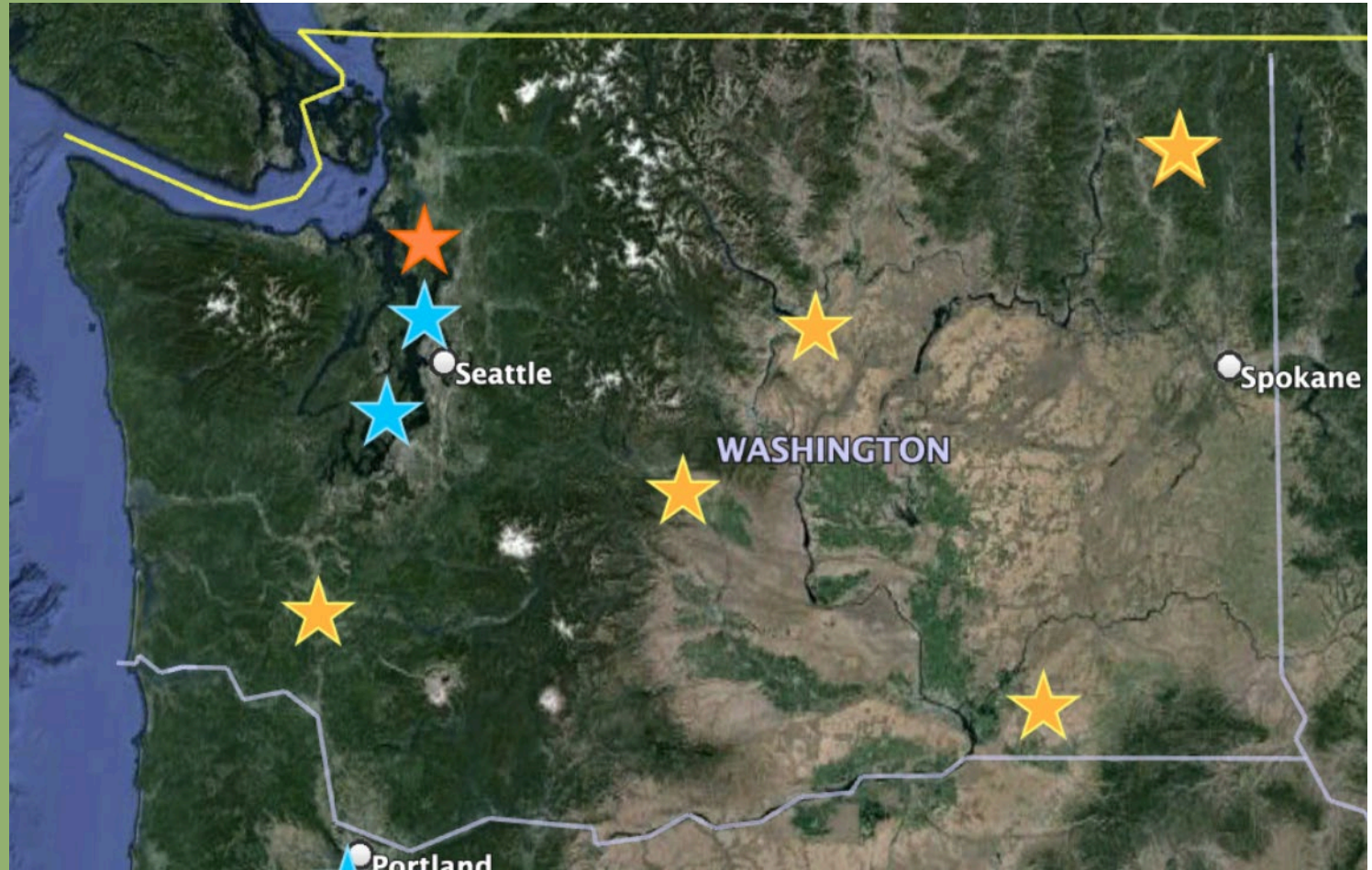
# Start of the CPE network

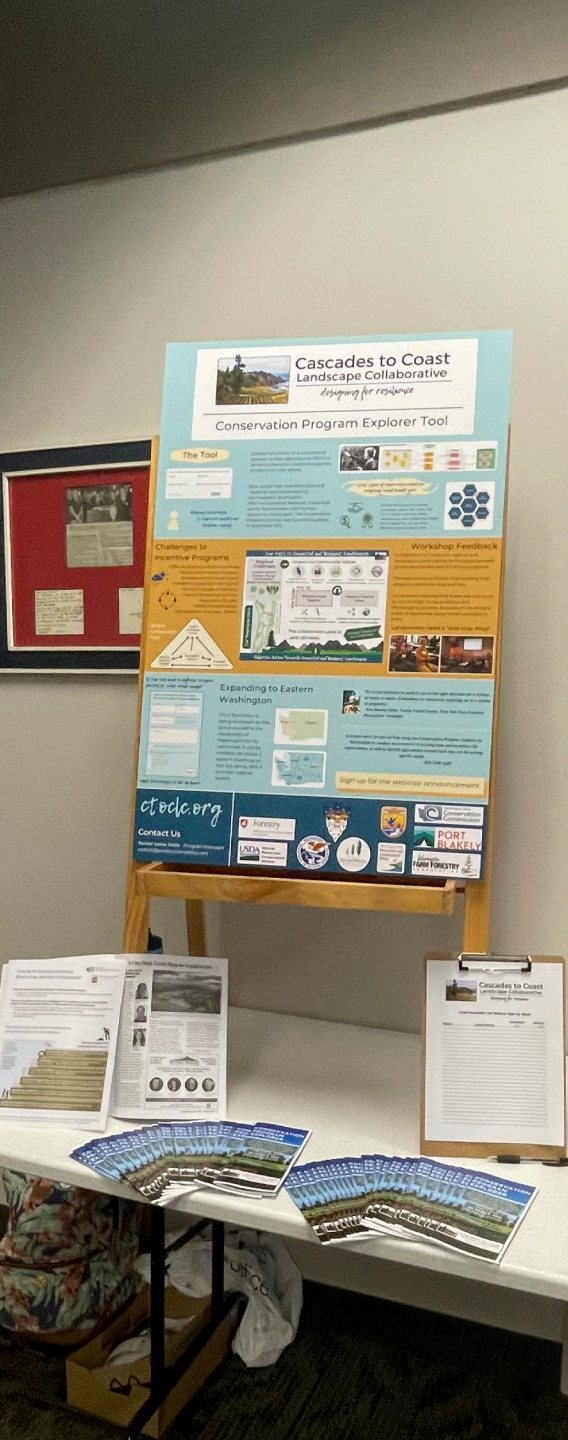
- Cascades to Coast Landscape Collaborative Partnership – **Leadership Team** members
- **Advisory Team** Members – WDFW, DNR, RCO USFWS, WSU Ext. Forestry, SCC, NRCS, WFFA
- **Program Database Buildout:** making connection with all program managers on the CPE  
> RFEGs and funding funnels, IE: Chehalis Basin Fisheries Task Force



# Network Development by Geography

Each event we attended  
expanded this network  
by both LO's and agencies







 **NRCS**  
Natural Resources  
Conservation Service

Cascades to Coast  
Cascades to Coast  
Cascades to Coast

# Partnership in Action

- Relying on partners because of our limited capacity highlighted the ability they leverage their existing relationships that have already been established.
- They are excited about the CPE, and they want to share it. It helps them provide comprehensive resources.
- These are the “Conservation Brokers”



# What we've learned, and continue to learn, about **this network**

- Where the boundaries of work are both in geography and the services provided
- How collaborative the work is amongst agencies to conduct large scale projects, or even small but complex projects
- What work is being done, who is doing what, and where they are doing it (IE: STEW-Map)
- There was a need for a “directory” of conservation incentive program contacts
- This network needs to be accessible and visible for those working with cons. incentive programs on private lands
- There are existing “pre-applications” that exist for grouped programs to facilitate paperwork process
- There are several supporting organizations to work with (WFFA, WTFP...)
- **There is so much more to learn, especially regarding the specifics**

There is still room to  
broaden this network



# The boots on the ground are agents of change



# What we've learned from **private landowners**

*Private landowners find relief when they hear that the CPE exists.*

- People want to do the right thing
- Communication barriers – returned calls, phone/internet service, (added effort)
- Capacity constraints - grant writing, working FT
- Personal overwhelm – how much there is to learn within the process of inheriting land (amidst grieving the loss of a family member)
- Process overwhelm - due to large number of programs to choose from and the amount of paperwork required for each one
- Making visible the process of enrolling in CI programs helps to conceptualize the process and the commitment requirement

## Technical assistance steps that are required before conservation project construction begins...



### GROUND BREAKS ON A CONSERVATION PROJECT

#### TECHNICAL ASSISTANCE PROVIDED BY CONSERVATION DISTRICTS

(often funded by state operating dollars through the Conservation Commission)

APPLY

**APPLYING FOR FUNDING.** Districts assist landowners with completing applications for project funding, when needed.



**ENGINEERING.** By law, some projects must be designed and overseen by a licensed engineer — this is another service districts provide.



**ASSISTING WITH PERMITS.** Many projects require permits and cultural resource surveys. Conservation districts often coordinate these logistics.



**DEVELOPING CONSERVATION PLANS.** Staff work with landowners to write conservation plans for their property, which are required in order to apply for most state and federal grant programs.



**EMPOWERING LANDOWNERS.** Conservation districts serve as responsive, local hubs of information. They connect landowners to voluntary actions they can take to conserve resources and potential funding sources.



**BUILDING RELATIONSHIPS AND TRUST.** Conservation district staff make several one-on-one site visits with landowners. They take the time to listen to and understand landowners' unique goals.



CONSERVATION DISTRICTS  
OF WASHINGTON STATE

*your window to healthy lands*



*Conservation districts are trusted, locally led hubs of natural resource expertise and support that empower Washingtonians to voluntarily practice conservation on their properties. Learn more: [scc.wa.gov/about\\_conservationdistricts](https://scc.wa.gov/about_conservationdistricts)*

# What we've learned from **private landowners**

Long-term owners have seen  
and have a sense of change in  
the landscape; “weirdness”

- How to use programs together? In what order? What worked for others “like me”?
- LO's want to know how it worked for someone who went through the program they're considering
- Motivated private landowners want to work together to design proposed programs that will work for them (IE: Forest Carbon Program Working group lead by John Hendrikson)
- Many report positive experiences with conservation incentive programs
- **Time with private landowners helps understand their challenges first-hand.**



# Key Messages:

- “Boots on the ground” capacity and training in the human dimensions of natural resources management.
  - supply them with communication materials as part of the implementation plan
- This network would benefit from further communication amongst this network:
  - a place to share successes with CIP’s beyond the landowner-based orgs
  - a place for interagency discussion and responses
  - a need for centralized discussions



Which  
landowners  
are the other  
landowners  
listening to?



Are we all practicing the same stewardship?





# CPE next steps with the Network

- 2-way formal agreement for shared implementation, structured support
  - > Can act as a gateway to fostering implementation, with the right partners engaged
- The landscape collaborative changes based on relevancy; evolving partners
- Conduct user interface workshops for refinement – will foster the idea of voluntary conservation on private lands in general and can set the stage for further collaboration
- Support partners as a convening tool
- WAHCAP to ID specific locations of landscape connectivity implementation
- Coordinated support with spatial prioritization



# Takeaways

Please continue to spread awareness of the Conservation Program Explorer tool amongst your colleagues.

- People care - encourage them by making current conservation efforts visible (success stories)
- Use the CPE for its programs and network
- Education and awareness is necessary but limited
- CIPs are *voluntary*, a big effort and commitment, and people want to be crystal-clear about what they can expect with the process from start to finish
- The network's unmet needs: STEW-Map, Conversation Hub
- CCLC is neutral, well-positioned. A collaborative thrives with partner support, and we want to collaborate with you. Can you support with capacity from your staff?

Let's stay connected. Visit [ctoclc.org](http://ctoclc.org)



**Rachel SantaOlalla**

Conservation Program Explorer Tool Manager

360-436-6412

[rachelo@peaksustainability.com](mailto:rachelo@peaksustainability.com)

> Ask me about co-designing conservation, communications, and behavior change



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