

June 1, 2010

**TO:** Oregon Forest Resources Institute (OFRI) & Oregon Department of Forestry (ODF)

**FR:** Davis, Hibbitts & Midghall, Inc. (DHM Research)

**RE:** Community focus groups

## **I. INTRODUCTION & METHODOLOGY**

We conducted two focus groups on May 15, 2010, for the Oregon Forest Resources Institute (OFRI) and the Oregon Department of Forestry (ODF). One group was with people who live in urban areas of the Portland metro region, and the other group was with people who live in the region's rural areas near forestlands. The main purpose of the focus groups was to understand the public's knowledge, values, and beliefs regarding Oregon forests and forest policy. Specific topics included forest management, sustainability, logging, replanting, and the use of herbicides and pesticides. A secondary aim of the project was to identify how the views of urban and rural residents differ and where they are similar.

There were 10 participants in the urban group, nine from Multnomah County and one from Washington County. Eight had some college or a two-year degree and two had at least a college degree. Three had household incomes of \$30,000 or less, three between \$30,000 – \$75,000, and four \$75,000 or more. They were evenly split between males and females and ranged in age from 25-54. Seven were Caucasian and three were African-American. Politically, four identified themselves as Democrats, four as independents, and two were not registered to vote.

Nine people were in the rural group. Four lived in Clackamas County, three in Washington County, and two in Columbia County. Five had some college or a two-year degree, one had a high school diploma, and three had at least a college degree. Two had household incomes of \$30,000 or less, four between \$30,000 – \$75,000, and three \$75,000 or more. They were about even between genders, ranged in age from 25-64, and all nine were Caucasian. Three identified Democrats, three Republicans, two were affiliated with some other party, and one was not registered to vote. See Appendix A for the complete demographic information.

Although research of this type is not designed to measure with statistical reliability the attitudes of a particular group, it is valuable in giving a sense of the attitudes and opinions of the populations from which the samples were drawn.

This memo highlights key findings from the discussions. Each section reviews a major topic from the group discussions and includes representative quotations as well as evaluative commentary. The quotes and commentary are drawn from both written exercises and group discussion.<sup>1</sup> The referenced Appendices provide complete responses to all written exercises.

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<sup>1</sup> Quotations were selected to represent the range of opinions regarding a topic, and not to represent quantitatively the expressed attitudes.

## II. SUMMARY & OBSERVATIONS

- **The participants valued Oregon forests for their natural beauty, recreational activities, and economic benefits.** They used the word “balance” over and over again to describe proper forest management. They said it’s possible to “do it all.”
- **They were not interested in severely restricting logging if it is done with respect to natural habitats and if replanting occurs.** The participants recognized the importance of logging for Oregon’s economy and for jobs. They said it can be done sustainably but are weary of the impact of clearcutting on habitats and watersheds.
- **They were aware of the tradeoffs of clearcutting versus selective logging practices.** They felt that clearcutting is unattractive and they were concerned about its impact on wildlife, watersheds, and forest fires. But they recognized that alternative logging methods may be more expensive, which has an impact on the cost of lumber, wood products, and whether or not the timber industry can be a vital part of the state’s economy.
- **Replanting and careful management of the size and rate of timber harvests were important elements of “sustainable forestry.”** When discussing sustainable forestry the participants largely focused on logging. They believed Oregon’s forests should grow or at least not diminish in size and that it is necessary to replant and not cut too many trees too quickly. It was also important to protect watersheds from erosion and to provide habitat for wildlife, including predator species.
- **The participants believed that replanting is occurring but were concerned that is not enough.** Many had volunteered to replant, visited areas with replanted trees, or seen signs along highways with information about replanting. Some also said that replanting is required by law. But they questioned whether timber companies do enough replanting. Their doubt stemmed more from a lack of information than specific knowledge. Several suggested getting more information to the public about the number of trees harvested and replanted. Suggestions included daily updates in the newspaper, quarterly newsletters to the public, and webcams in replanted areas.
- **Rural residents were leery of further regulations on logging and private lands.** They acknowledged that past generations practiced irresponsible logging and were not sensitive to forest’s ecosystem. But many felt that the pendulum had swung too far the other way. Forest management has become too restrictive and policy has been too influenced by “radicals,” “tree huggers,” and “environmentalists.” A specific change they would like is more timber salvaging after forest fires and wind storms.
- **The participants did not know the amount of herbicides and pesticides used in Oregon forests.** Nor were herbicides and pesticides in Oregon forests a major concern. They did not bring it up as an issue without prompting from the moderator.
- **The participants believed the best messengers on forest management and policies were either a mix of stakeholders or independent outsiders.** They said they would not trust any one individual, organization, or governmental body because they expected each to spin the facts according to their own biases. They would accept messages from a consortium of stakeholders if they believed their individual biases were balanced out. Some also felt that outside and independent experts could be trusted. This is an opportunity for the Oregon Forest Resources Institute and the Oregon Board of Forestry to educate the public that their leadership comes from a diverse set of stakeholders with a diverse set of interests.

### **III. KEY FINDINGS**

#### **A. Most Important Message for the Oregon Board of Forestry (OBF)**

*“Make sure that what you do keeps our forests healthy for generations to come.” – Urban*

*“What is the Oregon Board of Forestry?” – Urban*

*“I hope you guys are planting and creating more forests for the future.” – Urban*

*“Let’s get some reasonable controls on radical groups hamstringing the use of our forests. – Rural*

*“We have way too much clearcut hills in our area and it doesn’t seem to be getting replanted.” – Rural*

*“It’s imperative that the practice be sustainable, this is a resource that must be replaced to continue to be used in the best way possible.” – Rural*

We started the focus groups by asking the participants their most important message for the Oregon Board of Forestry (Appendix B). The intent of this question was to provide a baseline of the participant’s attitudes and knowledge of Oregon forests and their management. As discussed later in the report, we concluded the focus groups with the same question to assess if and how their views changed.

In the written comments only two of the urban participants specifically mentioned not knowing who or what the OBF is. However, during the group discussions it was evident that most did not have direct knowledge of the OBF. Their comments were based on their assumptions of what it is or should be. That said, the urban participants’ main messages were that they value Oregon’s forests and want to see them protected. They want the OBF to maintain forests with diverse ecosystems, free from invasive species, and to protect old growth. They felt that Oregon forests should be available for a variety of public and commercial uses, including camping, hiking, tourism, and logging.

The rural residents were more focused on opening up the forests for commercial purposes, especially logging and salvaging timber from windstorms and forest fires. They wanted the OBF to know that utilizing the natural resources of forest can be done sustainably and doing so would benefit the Oregon’s economy and revitalize logging communities. They were also concerned about replanting, protecting wildlife habitat, and maintaining healthy watersheds. Some also felt that OBF should do more to stand up to “junk science,” “activists,” and “radical groups.”

## **B. Most Important Forest Values**

*“It is beneficial for the populace of Oregon to be able to have opportunities to connect with nature.” – Urban*

*“I would say the environmental benefit. I come from big cities so I know how it is not to breathe good. And when I moved to Oregon I could just breathe better. I think this is because of all the trees.” – Urban*

*“My spirit feels more peaceful when I’m walking in the forest, away from the craziness of urban environment. It’s beautiful.” – Urban*

*“Public access. A wide variety of people can camp, they can hike. But they can also cut wood, they can gather things. Just public access in general.” – Rural*

*“That they are harvestable and well managed.” – Rural*

*“I value the chance to be able to get out and spend time where my ancestors would have.” – Rural*

We asked the participants what they value about Oregon’s forests (Appendix C). The mix of values was quite similar between the urban and rural groups, but rural participants emphasized the forests as a natural resource.

Each group valued the forest’s natural beauty and serenity. They appreciated getting away from the hustle and bustle of their everyday lives and to the forest. We heard comments such as the forest is “peaceful” and that it “lifts your spirit.” A couple participants said that the forest is a connection to the past because they can see the same landscapes and wildlife, and walk the same trails as their ancestors did.

Both groups commented on the forest’s “cleanliness.” This had a couple of meanings. One was the forest itself was literally clean, with a minimum of litter and well maintained campsites and trails. The other was that the plants and trees of the forest produce clean air for people to breath and the water that flows to rivers and streams.

The participants valued the forest’s recreational opportunities. Specific activities they mentioned were camping, hiking, fishing and hunting, and skiing. A few participants stressed the importance of public access to the forest and worried about regulations that limit the areas citizens can use.

Both groups said they valued the ability to exploit the forest’s natural resources. They supported logging and the timber industry for jobs they produce and the economic benefit to the state and rural communities. Each group stressed, however, that logging can and should be done sustainably and that it’s necessary to replant afterwards.

“Balance” was a word repeated throughout, meaning that with planning and the right rules Oregon forests can sustain timber harvests, recreational uses, and preservation. Priorities differed between individuals and groups (the rural group stressed commercial uses more) but there were not any absolutists among the participants. They did not argue for prohibitions on logging, for example. One urban participant summarized it this way,

*“I’m not against cutting down trees because we obviously need it, the wood and timber and whatnot. Our entire country is suffering from a bad economy and I think that is a completely legitimate way to boost Oregon’s economy and the county’s economy. As long as more trees are being planted in their place and it’s not being done in a way that’s destroying species and killing animals.”*

### **C. Forestry Issues in Oregon**

*“There’s all these different types of areas and you need to balance that so that we can continue to preserve and grow trees and have people make money off of tourism and all that kind of stuff. So you kind of balance it.” – Urban*

*“I recently heard about the ivy. I think I remember someone saying it was brought from South America and that it’s spreading like crazy. I don’t know how true that is.” – Urban*

*“There is a kind of social thing in the forests. As far as hikers and backpackers don’t like downhill mountain bikers; downhill mountain bikers don’t like motorcyclists; motorcyclists don’t like four-wheelers; four-wheelers don’t like jeeps.” – Urban*

*“There needs to be a balance between private and public land use. I also think it needs to be more locally controlled than federally controlled.” – Rural*

*“Logging clearcut should be cleaned up and not have slash piles left everywhere” – Rural*

*“I think the tree huggers make too many of the rules.” – Rural*

After talking about values, we asked the participants to list and discuss forestry issues in Oregon (Appendix D). Overall, urban and rural residents shared many of the same concerns. One notable difference, however, was that rural participants were more likely to say that regulations on land owners have become too restrictive.

Urban and rural participants stressed the need to balance various forest uses. In particular, they said that there is a tension between logging and preserving healthy forests. They were concerned about clearcutting but were not sure how much is happening today. Urban participants described seeing clearcut lands while driving to the coast, and some rural participants complained about clearcut areas with slash piles left to rot. They described them as an “eyesore” and also worried about their impact on the ecosystem. Both groups believed that clearcuts caused erosion and damaged watersheds. Also that they displaced wildlife and put native species at risk. However, they were not naïve to the economic reasons for clearcutting. One urban participant put it this way,

*“It can't be very cost effective either for the logging companies or the consumers that use the lumber to stand back and say, 'I want that tree, that tree, and that tree.' Because you have to access each of those points. You're astronomically increasing the cost for the lumber. As a society we have to kind of take a little bit. There is going to be an impact. It's going to be a negative impact. But that's part of keeping the society going.”*

Another concern shared by both groups was urban development creeping into forest lands. Urban residents were concerned that large animals like cougars, bear, and deer are venturing into cities looking for food and shelter. And both groups questioned if development of forest lands upset the balance between predator and prey species.

People in both groups brought up invasive species as an issue in Oregon's forests. They said the pine beetle had destroyed large areas in Eastern Oregon and Colorado. They worried about it spreading and that dead and dying trees increased the risk of forest fire. Some felt confident that it did, and encouraged more logging and salvaging of dead trees in infected areas. A couple of urban residents said that ivy is a problem, with one person specifically mentioning the problem of English Ivy in Portland's Forest Park.

Relatively speaking, forest fire was not a top concern for the participants and they tended to not bring it up without prompting from the moderator. Part of this was because they felt that they are a natural process and inevitable. For example, one rural participant said, *“I thought about it but it just seemed like a natural thing. What can you do about wildfires?”* Some also felt that forest fires may be a problem but mostly for Eastern and Southern Oregon not the wet Northwest corner of the state.

That said, once prompted by the moderator, they did have opinions about forest fire prevention and management. Rural participants in particular felt that forest managers make the risk of forest fire greater by not allowing more timber harvests and selective thinning. They felt that this allowed the forests to become unnaturally dense with trees and underbrush. Moreover, that when forest fires occur they are not allowed to burn naturally. However, they recognized that with urban development coming nearer and nearer to forest lands, it might not be possible to allow this. A rural participant put it this way,

*“I think they are putting them out too fast. I think they should let the underbrush burn to replenish the nutrients. But I know people are building closer and closer to the forest. I don't know how it can be fixed, but I think they are being put out too fast.”*

Rural participants felt—some strongly—that forest managers should allow more timber salvaging after forest fires and wind storms. They saw this as an economic and employment opportunity. Some also said that leaving the dead timber on the forest floor was simply adding to the fuel for the next forest fire. Both groups supported doing “controlled burns” to manage forest fire risks.

Rural participants believed that there are too many regulations and restrictions on forest use. They recognized the need for “reasonable” restrictions on logging—e.g., protecting watersheds and old growth—but felt that more timber harvests should be permitted. They tended to be less suspicious of the timber industry than urban participants and more confident that logging can be done sustainably. They were also more likely to have had direct experience with the decline of Oregon's timber industry, which they said influenced their opinions. A representative quote from a rural participant:

*“Because the people who are using it [timber products] are not out there taking care of the forest. They weren't the one out growing it, managing it, working it. And I think that those farmers are the people that do love it and sustain it.”*

Other forest issues mentioned by the participants were conflicts between user groups, spotted owl, forest education in schools, proper use and maintenance of campsites, and biomass for energy.

#### **D. Forest Management**

*“I would need regular updates that could be both a written publication and a website with photos, statistics, data, and endorsements from groups such as the Sierra Club and Audubon Society.” – Urban*

*“I would have to hear that the forests are being cared for and protected and also used to benefit people.” – Urban*

*“The messenger I would trust is an everyday citizen who knew what was being done to improve and save the forests.” – Urban*

*“Accurate measurements of improved forest growth, expansions, and cleaner living for all human beings.” – Rural*

*“Replanting. More old growth woods. Animal protection of bears, cougars, coyotes.” – Rural*

*“Mixed input from commercial industry and public service as well as the private sector and those who use the forests recreationally.” – Rural*

We asked the participants what would prove to them that Oregon's forests are being well managed and who would be best to deliver that message (Appendix E). There was not a consensus among either group about what evidence they needed but there were similarities regarding the messenger.

A theme among the urban participants was the need for campaigns to inform the public about what management is being done. They suggested stories in newspapers, on television, and quarterly newsletters to citizens detailing facts about logging, restoration, and preservation. These comments were rooted in their awareness of their ignorance of forest management. Many didn't feel they had enough basic knowledge of what a healthy forest is to be able to say what evidence they need. An expectation, however, is replanting in clearcut areas. Clearcuts are distinctly visible. Less visible are the young trees growing to replace them.

The ideas were similar among the rural participants with the addition of jobs and economic activity. Evidence that the forests are being well managed was not only the health of the habitat, wildlife, and watersheds, but that forests are providing economic prosperity and jobs. They would like to see management that favors sustainable logging and jobs.

The participants believed the best messengers on forest management and policies were either a mix of stakeholders or independent outsiders. They said they would not trust any one individual, organization, or governmental body because they expected each to spin the facts according to their own biases. They would accept messages from a consortium of stakeholders if they believed their individual biases were balanced out. Some also felt that outside and independent experts could be trusted.

This finding is an opportunity for Oregon Forest Resources Institute and the Oregon Board of Forestry. The participants were unaware of OFRI and OBF, their missions, or their organizational structures. In our experience, without directly explaining this to everyday citizens, they will assume that they are political groups or made up of governmental bureaucrats. OFRI and OBF should consider highlighting in every publication the fact that they're made up of a diverse group of forest stakeholders with a diverse set of interests. Also, that board members serve for limited terms as unpaid volunteers. This would give both organizations more credibility with the public.

Participants felt that they could trust some groups on one forest issue but not others. A specific example was a participant who said he would trust a group like the Sierra Club if they said that management practices are sufficient but not if they said they were inadequate. The assumption was that the Sierra Club and similarly minded advocacy organizations have a bias towards preserving the forest in a "natural" state. On the other hand, this participant would presumably be more willing to trust the timber industry if they argued, say, for more restrictions on logging of public lands.

In the written comments five participants (three urban, two rural) said the governor is a trustworthy messenger and two said "the President" or Barack Obama. Other suggestions were "everyday" people and Native Americans.

## **E. Sustainability**

*"Sustainable forestry is the method by which cutting down trees is matched with replanting trees so that our impact on the forest's ecology is minimized. – Urban*

*"I just think it's like a constant cycle. So you never run out. There is always good balance. So you can take some out but there is always something coming up soon enough you can harvest that." –Urban*

*"I don't really know what that means...To refrain from cutting too many trees down?" -- Urban*

*"Sustainable means you can continue it in a similar fashion." – Rural*

*"Keeping it as natural as possible while allowing logging and public access." – Rural*

*"Sustainability is unobtainable in today's world as human populations grow, so does destruction of natural habitat." – Rural*

Next, we asked the participants what the phrase "sustainable forestry" meant to them (Appendix F).

The answers among the urban and rural participants were similar. They both tended to focus more on trees than other aspects of forests. There was an assumption in their answers that logging will happen *and* that it is compatible with sustainable forestry—but it must be accompanied with sufficient replanting and management. In the written comments, nearly every comment included words like logging, replanting, replenishing, using, cutting, reusable, and reproduction.

A couple rural participants disliked the word “sustainability.” There was sense that the word and ideas behind it are being forced upon them by outsiders. One participant put it this way, *“I feel like sustainability has become for me a negative word. Because the people who are using it are not out there taking care of the forest.”* From their perspective, people who live and rely on the forests for their livelihood have the most incentive to protect and maintain it and they didn’t need “experts” telling them what’s best. But this was a minority opinion.

## **F. Replanting**

*“I’d have to see it myself.” – Urban*

*“To be convinced that enough replanting was being done, I’d need to hear it from an environmental organization.” – Urban*

*“I have seen it done. I have watched some of the processes. You see it in education, news, and volunteer work.” – Rural*

*“Quantitative measurements showing the increase of forest replanting and habitat, streams, and land.” – Rural*

We asked the groups what would cause them to believe that replanting is occurring (Appendix G). Overall, there was relatively little doubt among the participants that replanting is occurring. As one urban participant said, *“I don’t think the public or our government would allow harvesting of trees without some form of sustainability in replanting...”* Several of the rural participants said they’ve seen replanting done or volunteered themselves to do it. There was some question, however, if enough replanting happens. During the discussions, a few of the participants said that least two trees should be planted for every one taken down. And one participant suggested that at least five trees should be planted if an old growth tree is removed.

Although there was some skepticism about the timber industry, their doubt was mostly borne from their lack of knowledge about the rules and regulations of replanting and what is best for the forest’s health. Because of this, participants asked that statistics, maps, and charts that document the number of trees cut down and number of trees replanted be published online. Other ideas included **daily updates in newspapers and quarterly newsletters to the public.** . One participant suggested that the Oregon Department of Forestry install webcams in areas where replanting has occurred and post the video on the ODF website. This would give citizens evidence of what has been accomplished around the state.

A number of participants during the group discussions said they have seen signs along the highways near timber operations that report the number of trees replanted in the area. They liked these signs and would like more, particularly near clearcut areas where the impact of logging is most obvious.

## **G. Herbicides and Pesticides**

*"I have no idea." – Urban*

*"I was going to say none, but I thought some accidentally might slip in there." – Rural*

*"I think that there are areas that are being overrun by noxious plants that have to be eradicated. They do spray." – Rural*

We asked each group about herbicide and pesticide use on forest lands in slightly different ways. For the urban group we asked for their estimation of the forest industry's contribution to the total percentage of pesticides, including herbicides, being used on private and public lands in Oregon. For the rural group we asked the percent of pesticides and herbicides applied across all landscapes—forest, agriculture, urban, golf courses, etc. would they ascribe to forests. According to the Oregon Pesticide Use Reporting system maintained by the Oregon Department of Agriculture forest land owners accounted for 4.2% of the total quantity of all pesticides and herbicides applied in Oregon in 2008. (Appendix H).

Answers for urban participants ranged from 10% - 80% with one-half saying 40% or more. Estimates from rural participants ranged from 5% - 20%, with three saying 5% or less. That the rural participants' estimates were lower and closer to the actual value could be because of the different wording of the question or their knowledge of the forests. It could also just be chance. During the group discussions it was clear that participants in both the rural and urban groups were guessing wildly. They had no informed basis for their answers. Moreover, herbicides and pesticides did not come up as an issue in either group before prompting from the moderator. It was not something that they were knowledgeable or particularly concerned about.

## **H. Final Messages**

*"Please concentrate on the following two issues—urban sprawl and its effects on sustainable forests and habitat protection, especially for larger predator species like cougar, wolves, and bears." – Urban*

*"Prove to Oregon's citizens that our forests are being well managed for the future including jobs, recreation, preservation, and ecology." – Urban*

*"Who is on the Board of Forestry? Who are you representing? How credible is the group?" – Urban*

*"Re-growth is still very important. We need to make sure that what we take, we put back. Also, educate everyone on the importance of harvesting." – Rural*

*"You need to remove the red tape and make things happen." – Rural*

*"Rather than create a fear of using our forests, can we better utilize the forest we have now?" – Rural*

The focus groups concluded by asking the participants to revisit their opening comments about their most important message for the Oregon Board of Forestry and to record their message again (Appendix I). The purpose was to examine if and how their opinions shifted during the focus group.

Their opening and closing messages were mostly consistent. They were still concerned with balancing forest preservation with recreational and economic uses. They valued the forests for their beauty, diversity, and as places to commune with nature. They also recognized the forests are important to Oregon's economy and as a source of jobs. Rural participants continued to be concerned about excessive regulation and "red tape."

A significant addition to the closing messages was a greater concern about communicating with the public. They wanted the public to be better informed about forest ecosystems, management, user etiquette, logging practices, and replanting. They suggested publishing logging and replanting data online, with newsletters, in newspapers, and on television. After talking with their peers for a couple hours about forest issues, they wanted to make sure the conversation gets extended to the entire state. A few other new concerns were the impact of urban sprawl on forests, protecting the habitat of predator species, and supporting biomass for energy.

**Appendix A  
Demographics**

<b>County</b>	<b>Urban Group</b>	<b>Rural Group</b>
Multnomah	9	0
Clackamas	0	4
Washington	1	3
Columbia	0	2

<b>Occupation</b>	
<b>Urban Group</b>	<b>Rural Group</b>
Construction plasterer	Retail
Medical secretary	Substitute classified instructional asst.
Warehouse	IT Security Architect
Architecture	Glass Company safety director
Homemaker	Construction worker
Self employed	Homemaker
Self employed	Unemployed—Construction project mgr
Teacher and contractor	Paralegal
Network administrator	Veterinary technician
Warehousing/distribution	

<b>Education</b>	<b>Urban Group</b>	<b>Rural Group</b>
Less than HS grad (1-11)	0	0
HS graduate	0	1
Some college, technical school, community college, 2 year degree	8	5
College graduate/4 year degree	1	2
Post college	1	1

<b>Income</b>	<b>Urban Group</b>	<b>Rural Group</b>
Under \$15,000	0	0
\$15,000-\$30,000	3	2
\$30,000-\$50,000	1	2
\$50,000-\$75,000	2	2
\$75,000-\$100,000	3	1
\$100,000+	1	2
<b>Age</b>	<b>Urban Group</b>	<b>Rural Group</b>
18-24	0	0
25-34	3	1
35-44	5	2
45-54	2	5
55-64	0	1
65-74	0	0
75+	0	0

<b>Gender</b>	<b>Urban Group</b>	<b>Rural Group</b>
Male	5	5
Female	5	4

<b>Ethnicity</b>	<b>Urban Group</b>	<b>Rural Group</b>
White/Caucasian	7	9
Black/African American	3	0
Spanish/Hispanic	0	0
Asian/Pacific Islander	0	0
Native American	0	0

<b>Party Registration</b>	<b>Urban Group</b>	<b>Rural Group</b>
Democrat	4	3
Republican	0	3
Independent	4	0
Other	0	2
Not registered	2	1

## Appendix B

### What is the most important message you have for the Oregon Board of Forestry? (Initial Association//Elaboration)

#### Urban Group

- How do we solve the problem of dependence on plastic bags? Number of trees cut down.//Plant more trees than we cut down. Stop the use of chemicals on trees. Stop the cutting of trees all together for about 15 years.
- Be mindful of sustainable practices. Make sure that what you do keeps our forests healthy for generations to come.//Be mindful of keeping various species healthy and non-threatened.
- Lower campsite prices//park day rates.
- Balanced, ecology management, environment, recreation, business.//Healthy future, tourism, etc.
- Message for Oregon Board of Forestry—please allow us to log! It improves the economy and can definitely be done in an environmentally friendly way.//Love the forests here and proud to live in such a beautiful place!
- What is the Oregon Board of Forestry about?//How come I don't know more about your group?
- Minimize vehicular travel/four-wheel drive roads in Oregon forests.//Keep off-road vehicles on specific trails only—enforcement.
- How do you ensure the livelihood of old growth forests/trees? Is clearcutting the way of the past?
- Thank you for existing! Oregon's forests are beautiful. Please do all you can to preserve as many forests as possible.//I hope that you guys are planting and creating more forests for the future.
- Oregon Board of Forestry—what services can you provide?//Since the timber industry in Oregon has nearly disappeared.

#### Rural Group

- We need to watch streams in rural areas that have been logged and demand that loggers are aware of keeping fish alive.//Open up national forests for logging to boost state economy and create new funds from timber sales.
- Take care of our forests, trees, wildlife, and recreation areas. Teach our young people about our forests. Ask for more funding, get people educated, and on your side.//Develop programs that engage more of the populace, especially our school age people. Create a love for and care for our lands.
- Sustainable environments that provide clean, healthy, productive ecological farming. How can or are you providing this?//How significant is this towards your forest governance strategies? Rarely is old growth considered vital to healthy forests.
- Open up more logging jobs. Open more land to public access.//Respect needs to be given to endangered species, but activists go too far. If a bird can live in one type of tree, it can adapt to another.
- Logging should still continue with replanting and care.//Clean rivers, animal protection, and more campgrounds.
- Let us use our forests' resources effectively—allow salvage logging, private and public land logging—stop the frivolous lawsuits and waste that comes from junk science and deliberation in courts. Get our loggers and mills back to work.//Let's get some reasonable controls on radical

groups hamstringing the use of our forests. We need to allow public use (camping and hiking access) as well as harvesting.

- How come we are not removing some of the downed timber from wind storms—along Highway 26?//Is it left for habitat? Are we trying to stay out of wetlands? No market for the timber? It's fuel for future forest fires.
- Re-growth needs to be done. We have way too much clearcut hills in our area and it doesn't seem to be getting replanted.//I love the beauty of Oregon until I look across the hills and see the bare hillsides and dead trees lying down and not being used, or at least it seems to be wasted.
- Sustainable practices, multi-usage including public access.//It is imperative that the practice be sustainable, this is a resource that must be replaced to continue to be used in the best way possible.

## Appendix C

### What do you value about Oregon's forests?

(\* One star for value the most, \*\* Two stars for value second)

#### Urban Group

- The environmental benefit of trees. The landscape. Scenery. Odor.
- Healthy habitat for wild species\*. Recreational opportunities for Oregonians; chance to appreciate and connect with nature\*\*. Abundance of green trees. Diversity of trees from forests around Mt. Hood to Eastern Oregon.
- Nice get away from the city\*. Beauty\*\*. All in all, they are very clean.
- Recreation\*. Wildlife\*\*. Preservation. Resources. Air quality. History.
- A natural resource\*. Beauty\*\*. Recreation opportunities and diversity. Rich resource of jobs.
- Cleanness\*. Trees and wildlife\*\*. Vastness. Accessibility. Location. Green and lush.
- Vastness—a lot of area to explore\*. Fishing and camping\*\*. Varied landscape and animal life.
- Fresh air\*. Ability to clean water\*\*. The greenery. Density. Ability to provide habitat for wildlife. Ability to provide medicinal products. Places for hiking and camping and recreation. Moss. A link to our past and Native Americans.
- They make our air a lot fresher\*. They are awesome looking\*\*. They boost Oregon's economy and jobs (lumber, paper, etc.)
- Tranquility\*. Mother Nature's resources\*\*. The beauty. The view and looks of landscape. Inherited fact of biological necessities.

#### Rural Group

- The natural ecosystem\*. Wildlife\*\*.
- That we have forests for industry and recreation. That the forests are accessible to the public. That they are harvestable and well managed.
- Environmental filters, oxygen production, and beauty of the trees\*. Wildlife conservation and habitat\*\*.
- Trees produce oxygen\*. Fine natural get away\*\*. Wildlife habitat. Jobs for loggers. Timber resources.
- I value the chance to be able to get out and spend time where my ancestors would have\*. Fishing in streams\*\*. Scenery.
- Renewable resource—can we grow trees or what\*. Rich wildlife\*\*. Incredible beauty. Incredible wood products. Tremendous spirit lifter.
- Beauty\*. Wildlife habitat\*\*. Something that a lot of states don't have.
- The beauty\*. Animals\*\*. The history of growth.
- I value the extent of the forest lands that exist\*. I value the diversity of the forestland\*\*. I value the accessibility to the people of Oregon. I value the resources available in the forest.

## Appendix D

### Make a list of any forestry issues in Oregon? (\* One star the biggest concern, \*\* Two stars for the second)

#### Urban Group

- The recycling of trees\*. Finding ways to not use so much trees\*\*. Help restore the numbers in animals dependent on trees.
- The battle over jobs/logging vs. protection habitat\*. Responsible management of forests for recreational purposes, i.e., access to public lands vs. protection of sensitive habitat of wild species\*\*.
- Cutting of trees that aren't supposed to be cut\*. Pollution and dumping\*\*.
- Materials, logging, preservation, etc\*\*. States jobs and employment\*\*. Recreation management.
- Environmental impact of logging\*. Logging. Animal habitat. Preservation. Industry.
- Displacement of wildlife\*. Deforestation\*\*. Forest fires. Litter and pollution.
- I don't know. I have only lived here since September 2009. I haven't really gotten involved at all with forestry issues.
- Industry vs. preservation\*. Maintaining precious natural resources\*\*. Land/commercial and have development vs. preservation. Long term planning/thinking vs. short term planning and thinking. Habitat preservation vs. human development.
- Wildlife animals losing their homes when forests are cut down\*. Zone contrasts with development\*\*. Fire prevention.
- Conserve or preserve forest areas\*. Maintenance of forests\*\*. Invasive species issues. Corporate vs. environmentalist issues vs. government.

#### Rural Group

- Funding\*. Stream corrosion and spill offs\*\*. Wildfires, dumping, littering, poaching, and dams.
- How are their products taxed and what do those taxes go for\*? How we harvest our forests\*\*? How are forests regulated? What portion of the forest is used for recreation?
- Environment\*. Replanting of continuous grow-harvest approach and preservation\*\*. Overharvesting of old growth. Climate and air quality impacts due to overharvesting.
- Logging clearcut should be cleaned up and not have slash piles left everywhere\*. Dead old growth should be logged.
- Over-logging\*. Wildlife\*\*. Litter.
- Not being able to salvage burns or storm downed trees. State and federal owned forests becoming off limits to more and more activity. Environmentalism thwarting effective usage of natural resource. Federal control over our state.
- Erosion control\*/Methods of harvest\*\*. Replacement schedules. Effects on habitat of wildlife. Effects on fish habitat.
- Wildfires fought quickly—I think they should be let go so nature can take its course.
- Logging provides needed jobs, resources but pits opposite sides of spectrum against each other, i.e., loggers vs. environmentalists, developers vs. conservationists.

## Appendix E

### What would prove to you that Oregon's forests are being well managed?//Message//Messenger

#### Urban Group

- In this case, I must say looks. The forest looks good. I have no scientific proof.//News, media, etc. lends help but still does not prove anything.//The Governor planting more trees than cutting them.
- Public campaigns and advertisements on the importance of protecting habitat for the next generations. Campaigns on how to be responsible when recreating in the forests. Public commitment to health of forests over profits.//Statement from top officials at the board declaring that the health of our forests is more important than profiting from clearcutting, etc. and how they're going to make this happen.//The Governor.
- Report some of it on television news and/or the newspaper so we know what's going on.//One sentence.//Head of the Board of Forestry.
- Healthy trees and ecology, replanting management, healthy wildlife, and good air quality.//Quality management between recreation, logging, and tourism leading to future preservation of resources, air and water quality, and recreation.//Barack Obama.
- Would prove good management—a trusted researcher or spokesman says so and can demonstrate or explain how.//I would have to hear that the forests are being cared for and protected and also used to benefit people.//I would want to hear this from someone who's NOT a politician, but a conservative voice with forestry education.
- Cleanness, lots of trees and some wildlife, clean lakes and rivers, and replanting of more trees.//Oregon forests are important and this is why and what we are doing for Oregonians. //An everyday citizen who had doubts and was shown what was being done to improve and save the forests and delivered the message.
- The maintenance of our forest's ecology is very important. I think that if greater effort were put into public awareness, that would be the best.//Tell more people how to help with forest management individually and get them involved.//The public in general, and they should be backed by state government.
- Quarterly publication update on acreage undeveloped and intact or on remaining old growth and forest acreage left. Update a multi-purpose project on how the forest land is being used.//To convince me that Oregon's forestland is being well managed, I would need regular updates that could be both a written publication and a website with photos, statistics, data, and endorsements from groups such as the Sierra Club and Audubon Society.//The Governor with positive acknowledgement from the President, or maybe a prominent environmentalist who works for preservation.
- If I knew there was a group of passionate people in somewhat of a position of power working to keep the forests from being destroyed in a way that was harmful to animals and fighting to keep development from getting out of hand, and was planting new trees a lot.//To be convinced that Oregon's forests are being well-managed, I would have to know that passionate people are fighting to keep development from destroying forests faster than they are being planted and animals are safe.//The messenger would need to be a non-biased, non-controlled by an organization news source like NPR or BBC.
- Forest size increased with trees! Not just land increase. Reduce fees to state parks. Increased tourism in forests.//Managing practices have led to an increased population of forestry areas, with reduced costs for access.//Messenger should be Native American or grassroots group or nature/forest related non-profit.

## Rural Group

- Need regulation, people going in and out of key parks with permits or have people go to a class or test to use parks. Maybe host an event in Portland.//Bring the forest to the people, maybe with fundraising.//Governor or private environmental group.
- Maintenance of parks. Job opportunities. Different stages of growth in a variety of areas.//Our forests would have ample caretakers for all areas of forests, industrial and recreational.//Mixed input from commercial industry and public service as well as the private sector and those who use the forests recreationally.
- Environmental measurements on the tree, forest artifacts, and climate and air impacts due to forest abuse. Global comparisons of other forest management techniques—good vs. bad.//Accurate measurements of improved forest growth, expansions, and cleaner living for all human beings.//Global team of habitat and conservation groups and air quality and pollution advocates.
- More jobs specific to reproduction, erosion, and dumping illegally.//I see illegal dumping everywhere and also see clearcutting with trash left behind from logging activities. It also seems I don't see as many trees going back as coming out and the land erodes away.//Governor, designated forestry official, quarterly report on the website.
- To see where my lottery dollars really go. Replanting. More old growth woods. Animal protection of bears, cougars, coyotes.//More visible wildlife.//A forest land management group or organization.
- More revenue for state issues like schools. Affordable building materials. Fewer losses from forest fires. More industry for our resource like mills, logging and tourism.//Our state should be leading the pack on timber and the timber industry.//Need a spokesman with private and public experience in the timber industry with credible educational background in Oregon's history and geographical make-up.
- A healthy forest—backed by some professional research, study, etc.//I don't know.//An independent private organization.
- I would see less clearcutting and the trees lying and dying where they were cut.//Stop allowing wasted cutting.//I don't know.
- Hearing about sustainable practices like re-planting, etc. Being careful of runoff. Taking into consideration pests and blights, what is needed to deal with those in a practical manner (related to managing potential burn hazards and salvage).//Good communication from the state and private companies regarding solutions.//Don't know.

## Appendix F

### What does the phrase “sustainable forestry” mean to you?

#### Urban Group

- If used right now, it means that the forest will not get any worse. May not get better, but it will not get worse.
- The ability to use forests for our own needs, but doing so in a responsible way so that it doesn't adversely affect the health of the forests now or in years to come.
- Don't know—not very much cutting allowed?
- To replenish for the future—a constant cycle of forest.
- Using and cutting the forests in such a way (method) and rate that replenishment is taking place and can continue to take place.
- Environmentally sound, replacing and replanting trees, caring about wildlife, and coming up with new ideas on planting trees.
- Sustainable forestry is the method by which cutting down trees is matched with replanting trees so that our impact on the forest's ecology is minimized.
- Longevity. A smart way to manage forest growth and old growth forest with the goal of maintaining a healthy forest habitat and environment. Reusable. Non-toxic. Balanced. Happiness for all parties involved.
- I would think it means planting more trees than are being cut down, being selective about where and how cutting trees is done and keeping all animals safe and not polluting forests with smog from tractors, etc.
- Being able to use and maintain forests without losing forest, e.g., if hiking is allowed then proper maintenance of forest to sustain the forest environment.

#### Rural Group

- Sustainability is unobtainable in today's world as human populations grow, so does destruction of natural habitat.
- The ability to put back what has been taken. Example is when trees are harvested, they should be replaced.
- Continuous growth and harvesting of forest habitat and products that provides future growth and expansion of forest ecosystems.
- Long term reproduction from good management, putting more new trees back than was harvested.
- Planting as much if not more than you take.
- Harvesting, replanting, keeping careful track of percentages numbers and fair reporting, allowing big and small logging operations, water, salvage, etc.
- Sustainable forestry is a healthy forest through proven practices to perpetuate the forest.
- Keeping it as natural as possible while allowing logging and public access.
- Sustainable forestry is looking at the larger picture regarding our forestlands. Re-planting, not letting an area be overused and abused to a point that puts it at risk.

## Appendix G

### What would cause you to believe replanting is occurring?

#### Urban Group

- I'd have to see it for myself. People are saying planting is happening now and I can't tell so I need to see it for myself.
- I have anecdotally heard this probably from the media. I haven't seen only the forms. I would want to either see the forms or hear from media/government campaign that it's being done.
- I have seen some of the replanting.
- Weyerhaeuser commercials. Personal observations. Erosion control.
- Again, a trusted, non-political leader to tell me so, since I wouldn't be able to recognize replanted trees from naturally occurring new growth, although I and my children have personally participated in replanting so I know of some taking place.
- An obligation to the forest! It's necessary and needed.
- I don't think the public or our government would allow harvesting of trees without some form of sustainability in replanting and in forest maintenance and in being responsible for re-growth.
- Report updates on planting. Signage alongside clearcut areas explain this is/has happened. Public education on the issue. Signage outlining stats on replanting efforts.
- I would be convinced if I was told by any news source or someone who personally replanted trees. To be convinced that enough replanting was being done, I'd need to hear it from an environmental organization.
- Friends of Trees. More environmental/nature grassroots groups. Shows on television for plants and gardening. More mainstream—talk about it! People/consumers buying garden and planting goods, seeds, soil.

#### Rural Group

- Would have to see it since some clearcut areas have been untouched for years.
- I see trees are growing at different stages and in different areas. Both public and private.
- Quantitative measurements showing the increase of forest replanting and habitat, streams, and land. We should replace more than we take.
- You can see when trees are planted. Most people use the little orange or yellow plastic protectors.
- I've seen it with my own eyes in areas where it was demanded.
- Go out and see it. Satellite maps. Statistics, give forums, debates. From commercial and state representatives. Experts in the field, not politicians or environmental groups.
- I have seen it done. I have watched some of the processes. You see it in education, news, and volunteer work.
- You can see the new growth.
- Seeing the seedlings in the forest. Signs to acknowledge when a field is replanted—could have notes to go to Google Earth to see how large an area is.

## Appendix H

### Herbicide/Pesticide Use

#### Urban Group

Of the total amount of pesticides, including herbicides, being used on private and public lands in Oregon, what is the forest industry's contribution? Record percentage.

- 80%.
- 20%.
- 50%.
- 15-25%.
- 10%.
- 65%.
- 15%.
- 50%.
- I have no idea.
- 40%.

#### Rural Group

Thinking about pesticides and herbicides applied across all landscapes—forest, agriculture, urban, golf courses, etc.-what percentage—one through 100—would you ascribe to forests? Record percentage.

- 
- 20%.
- No idea.
- 15%.
- Maybe 10%.
- 10%.
- 5%.
- Less than 5%.
- 5%.
- 15%.

## Appendix I

### (Revisiting Worksheet 1) What is the most important message you now have for the Oregon Board of Forestry? (Beginning of Discussion/End of Discussion)

#### Urban Group

- How do we solve the problem of dependence on plastic bags? Number of trees cut down.//Plant more trees than we cut down. Stop the use of chemicals on trees. Stop the cutting of trees all together for about 15 years.//**Plant more trees than we cut down. Stop the use of chemicals on trees. Stop the cutting of trees all together for about 15 years.**
- Be mindful of sustainable practices. Make sure that what you do keeps our forests healthy for generations to come.//Be mindful of keeping various species healthy and non-threatened.//**Please concentrate on the following two issues—urban sprawl and its effects on sustainable forests and habitat protection, especially for larger predator species like cougar, wolves, and bears.**
- Lower campsite prices//park day rates.//**We want fair campsite/park rates. We want to hear what's going on as far as forestry issues, what's going on in the forest maintenance, cutting of trees, replanting, etc.**
- Balanced, ecology management, environment, recreation, business.//Healthy future, tourism, etc.//**Prove to Oregon's citizens that our forests are being well managed for the future including jobs, recreation, preservation, and ecology.**
- Message for Oregon Board of Forestry—please allow us to log! It improves the economy and can definitely be done in an environmentally friendly way.//Love the forests here and proud to live in such a beautiful place!//**People as a whole are good, trusting, and will do the right thing if someone will lead them. Logging is OK.**
- What is the Oregon Board of Forestry about?//How come I don't know more about your group?//**Who is on the Board of Forestry? Who are you representing? How credible is the group?**
- Minimize vehicular travel/4 wheel drive roads in Oregon forests.//Keep off-road vehicles on specific trails only—enforcement.//**Deforestation, water quality, re-growth, forestry etiquette among recreational users, appropriate forestry representation, and job stimulation.**
- How do you ensure the livelihood of old growth forests/trees? Is clearcutting the way of the past?//**What are you doing to preserve the richness of Oregon's forestland and old growth forests and how can we trust your actions in the forest's long-term interest of preservation?**
- Thank you for existing! Oregon's forests are beautiful. Please do all you can to preserve as many forests as possible.//I hope that you guys are planting and creating more forests for the future.//**Please mandate and enforce sustainable forestry practices and require all cutting of trees to require some type of permit, even on private properties for more than 10 trees, and PLEASE publish this information to the public in local newspapers and news, etc. Many trees are actually being cut every week and how many have been replanted, and keep a year-to-date record so we can keep track, so the public can keep the timber industry accountable.**
- Oregon Board of Forestry—what services can you provide?//Since the timber industry in Oregon has nearly disappeared.//**I would like a credible source such as a local Native American tribesman or grassroots group such as Friends of Trees to announce substantive changes that have occurred such as more trees grown, new forestry management methodologies are in place, etc. Also, state other relevant information such as local forest problems and resolutions for them.**

## Rural Group

- We need to watch streams in rural areas that have been logged and demand that loggers are aware of keeping fish alive.//Open up national forests for logging to boost state economy and create new funds from timber sales.//**Let the people in all walks of life experience the forest. Web or podcast shows from OBP. Get people involved.**
- Take care of our forests; trees, wildlife, and recreation areas. Teach our young people about our forest. Ask for more funding, get people educated, and on your side.//Develop programs that engage more of the populace, especially our school age people. Create a love for and care for our lands.//**Rather than create a fear of using our forests, can we better utilize the forest we have now? What are the differences between private owned forests and public forest?**
- Sustainable environments that provide clean, healthy, productive ecological farming. How can or are you providing this?//How significant is this towards your forest governance strategies? Rarely is old growth considered vital to healthy forests.//**Oregon forests provide more natural resources for the global economy than people are aware of.**
- Open up more logging jobs. Open more land to public access.//Respect needs to be given to endangered species, but activists go too far. If a bird can live in one type of tree, it can adapt to another.//**Same as my first answer.**
- Logging should still continue with replanting and care.//Clean rivers, animal protection, and more campgrounds.//**Same as my first answer.**
- Let us use our forest's resources effectively—allow salvage logging, private and public land logging—stop the frivolous lawsuits and waste that comes from junk science and deliberation in courts. Get our loggers and mills back to work.//Let's get some reasonable controls on radical groups hamstringing the use of our forests. We need to allow public use (camping and hiking access) as well as harvesting.//**Please get some more education on how we can do it all with technology—use our biomass, control invasive species and pests, tell people we are replanting and creating jobs and revenue for the state. Show accountability of lawsuits and environmental road blocks.**
- How come we are not removing some of the downed timber from wind storms—along Highway 26?//Is it left for habitat? Are we trying to stay out of wetlands? No market for the timber? It's fuel for future forest fires.//**You need to remove the red tape and make things happen.**
- Re-growth needs to be done. We have way too much clearcut hills in our area and it doesn't seem to be getting replanted.//I love the beauty of Oregon until I look across the hills and see the bare hillsides and dead trees lying down and not being used, or at least it seems to be wasted.//**Re-growth is still very important. We need to make sure that what we take, we put back. Also, educate everyone on the importance of harvesting.**
- Sustainable practices, multi-usage including public access.//It is imperative that the practice be sustainable, this is a resource that must be replaced to continue to be used in the best way possible.//**Importance of education and forest etiquette so more people are aware of what current processes are. The public could use a way of having input on the practices. Still comes down to sustainability.**