

Board of Forestry State Forests Performance Measures

**An Evaluation of the Achievement of all Nine Performance Measures for
Two Management Approaches on the Tillamook and Clatsop State Forests:**

**The 2001 Forest Management Plan
with draft Habitat Conservation Strategies**

compared to

**A Modified 2001 Forest Management Plan
with Proposed Species of Concern Strategies**

Introduction

This document reports on the likely achievement of all nine performance measures under two different management approaches, and the relative difference between the approaches. The metrics reported are those that have data available, or for which surrogate data sources are used. The area covered by this analysis includes the Astoria, Forest Grove, and Tillamook Districts.

The management approaches compared are based on two model scenarios that characterize: 1) the current 2001 Forest Management Plan implemented with draft Habitat Conservation Plan strategies (Base Case); and 2) a modified 2001 management plan implemented with proposed draft species of concern strategies (Performance Measure with SOC). Table 1 characterizes how the scenarios were modeled. These model descriptions are also found in the Staff Report Agenda Item 4, Attachment 1 of the April 24, 2009 Board of Forestry Meeting. For a full description of species of concern strategies, refer to the Staff Report Agenda Item 5, Attachment 1 of the April 24, 2009 Board of Forestry Meeting.

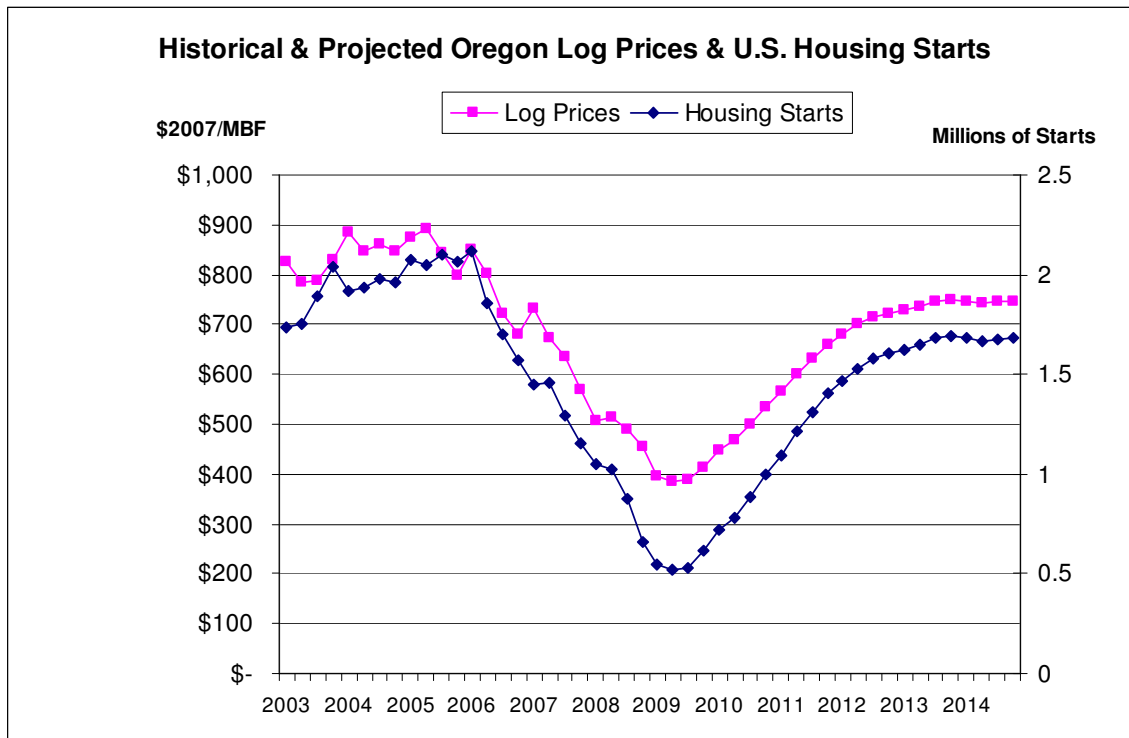
Table 1: Model scenario strategies characterizing two management approaches

Base Case	Performance Measure with SOC
Applies the 2001 <i>Northwest Oregon State Forests Management Plan</i> and district implementation plans.	Applies the Structure Based Management and Landscape Design concepts from the <i>Northwest Oregon State Forests Management Plan</i> .
<i>Northwest Oregon State Forests Management Plan</i> Appendix J, Aquatic and Riparian Strategies. Continue <i>Salmon Anchor Habitat Strategies</i> through 2012.	
Species of Concern strategies: <ul style="list-style-type: none"> • The State Forest Take-Avoidance Strategies for the first five-years. • Draft HCP strategies for subsequent years: <ul style="list-style-type: none"> ▪ Northern Spotted Owls – large clusters of habitat and priority circles until the long-term complex structure goal is attained; and ▪ Marbled Murrelets – each occupied stand and a buffer protected (size variable) until the long-term complex structure goal attained. 	Species of Concern strategies: <ul style="list-style-type: none"> • State Forest Take-Avoidance Strategies: <ul style="list-style-type: none"> ▪ Northern Spotted Owls – the 40% “best habitat” within each 1.5 mile circle is protected; and ▪ Marbled Murrelets – each occupied stand and a buffer is protected (the size of each area is variable) Strategies proposed to replace draft HCP strategies: <ul style="list-style-type: none"> • Terrestrial Anchor Sites: distributed across all three districts; the following apply for 80 years: <ul style="list-style-type: none"> ▪ No clear cuts allowed; ▪ If already in a LYR or OFS condition (complex structure), limit thinning activities to light thin prescriptions. • Aquatic Anchor Watersheds (17 watersheds) wherein no harvest within 100 feet of fish-bearing and large and medium non-fish bearing streams and 50 feet of perennial non fish-bearing streams when clear-cut harvesting. • Marbled murrelet areas (occupied stand and buffer) are protected for the first 80 years.
Forest Practices Act Resource Site Protection Rules for bald eagles, osprey, and great blue herons	
A goal for 50% long-term complex structure.	A goal for 20% complex structure in 20 years and 30% in the long-term.
The landscape design designates approximately 50% of the district for the development of complex structure.	The landscape design designates 20% (to be achieved in 20-years) of the district for the development of complex structure.

For Performance Measures 1 through 3, this evaluation compares the financial efficiency, economic impacts and returns to local and state governments. Resource output levels and prices are key variables needed to populate performance measure metrics 1-3. The Department has limited information about recreation usage and values, better information about historical and projected timber outputs and prices, and little information about ecosystem services and other noncommodity values. For these three measures, the information and analysis reflected in this evaluation is preliminary and will change. Additionally, more geographic-specific economic modeling may be available in the fall of 2009 to refine estimates of the economic impacts of Plan scenarios.

The economic models and analysis use year 2007 as a baseline. Analysis of the Scenarios assumes full plan implementation for each Scenario by 2013. Log and stumpage prices are highly correlated with U.S. housing starts (Figure 1). Log and stumpage prices are projected to rebound to above 2007 levels by 2013. Using 2007 values is reasonable, but conservative for the long-term (2013) and perhaps optimistic for 2010 to 2012. Housing start forecasts used in Figure 1 are from Global Insights Inc.; log prices are in constant 2007 dollars and are adjusted for species, grade, and location of harvest.

Figure 1



Performance Measure One

Net return on return on asset value (ROAV) on Board of Forestry Lands and Common School Fund land calculated across all state forestlands and for each forest

Target: Achieve a ROAV (five-year average) consistent with the achievement of the target established for performance measure #3 (financial contributions to government services). At the next performance measure review, evaluate current information relative to this measure and whether or not a more specific target should be considered.

This measure currently reflects the net return on the timber asset value¹. Given that asset values remain the same in this analysis, key variables in this analysis include cost of timber management, stumpage values, and timber volumes harvested. Stumpage prices and timber management costs are assumed to return to 2007 levels. To minimize the number of assumptions, ROAV is calculated for all three districts combined, rather than individually (Table 2).

Table 2. Net return on asset value from Northwest Oregon State Forests by Scenario – metrics a

	2002-2007 Plan Objectives	Base Case	Performance Measure with SOC
Annual calculation expressed as a percentage (net returns/asset value) in year 2013 for Northwest Oregon State Forests	1.3%	1.0%	1.4%

Performance Measure Two

Direct and indirect financial contributions from the State Forests Division to support communities

Target: Maintain or improve this measure, consistent with other performance measures targets. At the next performance measure review, present the most recent results and/or progress on the ecosystem services/non-market valuation study currently underway in coordination with Oregon State University. Evaluate the most current information relative to this measure and whether or not more specific targets should be considered.

Direct and indirect financial contributions listed in Table 5 are primarily determined from changes in timber harvest levels between the scenarios. Important but unmeasured are economic impacts resulting from other ecosystem services and products such as clean water, and carbon sequestration. Information is available, but incomplete for economic impacts of recreation outputs from the scenarios. Until better information becomes available, the other ecosystem services and products would be better measured as quantity/quality of the resources themselves, which are being developed in the Oregon Indicators of Forest Sustainability.

¹ Timber asset value is based on Net Present Value of short-rotation (50-year) forestry under Forest Practices Act

Timber Harvest

Figure 2 shows historical and projected timber harvest. With full plan implementation in 2013, annual planned harvests would be 183 MMBF (million board feet) under 2002-2007 plan objectives, 142 under the Base Case Scenario and 196 MMBF under the Species of Concern Scenario (Table 3).

Figure 2

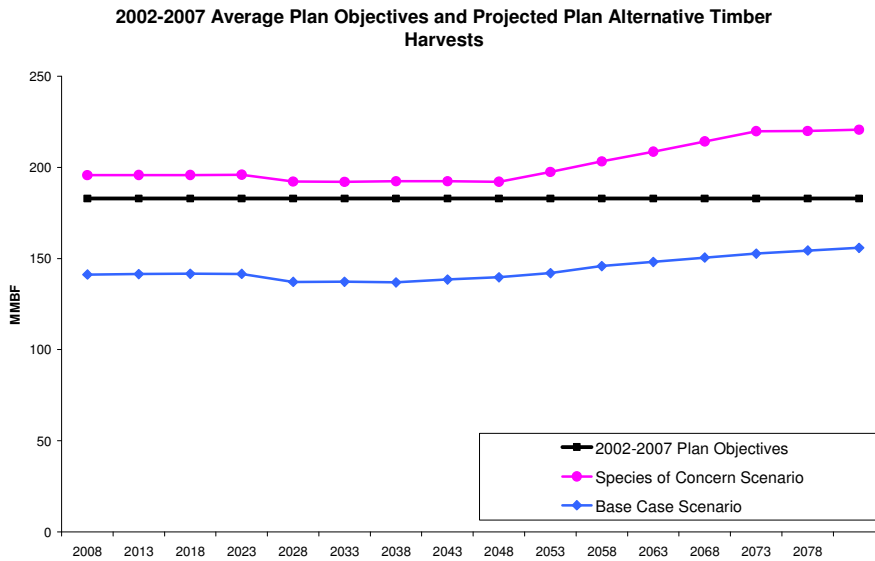


Table 3. Timber Volume Harvested – metric a

	2002-2007 Plan Objectives	Base Case	Performance Measure with SOC
Total timber volume harvested	183	142	196

Log Flows to Rural Communities

Approximately 90 percent of logs from Northwest Oregon State Forests flow to rural Oregon communities. These log flows patterns are consistent over time. As shown in Table 4, there is a significant difference between the scenarios in logs flowing to lumber and plywood mills in rural communities.

Table 4. Annual Log Flow to Rural Communities by Scenario – metric b

	2002-2007 Plan Objectives	Base Case	Performance Measure with SOC
Annual log flow from State Forests in MMBF	165	127	176

Economic Impacts of Timber Harvesting

Consistent with log flows, most changes in employment resulting from changing timber harvests in Northwest Oregon State Forests would occur in rural communities. Table 5 shows the additional employment and employee compensation that would result from increasing timber harvest levels in year 2013 from volumes projected for the Base Case Scenario to volumes projected in the Species of Concern Scenario, an increase of 54 million board feet per year (an increase of 49 million going to mills in rural communities).

Most of the family-wage direct employment from processing Northwest Oregon State Forest timber occurs in rural communities in western Oregon. Each MMBF of State Forest timber processed annually by a western Oregon mill would employ three mill workers. In addition to mill workers, direct lumber and wood products employment would be generated in transportation, sales, and other sectors in Oregon’s forest cluster.

Economic impact estimates in Table 5 are conservative because they do not fully account for changes in expenditures from state and local governments. State and local government expenditures have large economic impacts because a large percentage of their revenues are used for wages and salaries, or are spent locally. This keeps money circulating in local economies. Before December 2009, additional analysis should refine locations of economic impacts and better track state and local government expenditures.

Table 5. Additional Annual Economic Impacts of Timber Harvests for Performance Measure with Species of Concern Scenario Relative to Base Case Scenario – metrics c, d and e surrogates

	Western Oregon			
	Direct	Indirect	Induced	Total
Employment	256	185	180	620
Total Employee Compensation	\$12,896,000	\$7,839,000	\$6,283,000	\$27,017,000
Average Employee Compensation	\$50,000	\$42,000	\$35,000	\$44,000
	Western Oregon Rural Areas			
	Direct	Indirect	Induced	Total
Employment	228	169	152	549
Total Employee Compensation	\$11,779,000	\$6,477,000	\$4,557,000	\$22,813,000
Average Employee Compensation	\$51,000	\$38,000	\$30,000	\$42,000

- Notes:
1. Results are in dollars, except for employment.
 2. Impacts are from one million board feet harvested in one year and jobs are for that year only.
 3. Results are additional impacts from increasing timber harvests in year 2013 from 141.5 MMBF in Base Case Scenario to 195.9 MMBF in Species of Concern Scenario.

- Definitions:
1. Direct effects are the economic impacts resulting from wood being processed into lumber, plywood, and other wood products.
 2. Indirect effects are the economic impacts from mills purchasing services and supplies.
 3. Induced effects are the economic impacts on all local industries caused by the expenditure of new household income generated by the direct and indirect effects.

Recreation

Recreation on Northwest Oregon state forests has economic impacts on local and state economies, and has economic value to the recreationists themselves. Out-of-area visitors were found to add economic impacts to northwest Oregon that varied between two and five jobs per 1,000 visits, depending upon the recreation activity. A 1996 survey of recreationists in Northwest Oregon state forests showed the economic value—updated for inflation to 2007 dollars—to recreationists to be \$170 for each user per visit. Economic tradeoffs, if any, between timber management practices and recreation economic values and economic impacts are unknown.

Performance Measure Three

Direct and indirect State Forests Division financial contributions to local and state government

Target: Increase the annual revenues (five-year average), adjusted for inflation, produced by BOF lands by 30-35 percent within the next ten years, and meet or exceed that level for the subsequent ten years.

Revenue from state forests plays an important role in sustaining and enhancing government services from schools and local and state governments. Annual distributions to Trust Land counties and the common school fund are direct and easily identified financial benefits to schools and local and state governments. Other revenues to local and state governments resulting from state forests are indirect and more difficult to track. These indirect revenues include taxes paid by businesses utilizing State Forest timber harvests and their employees. Examples of these indirect revenues include corporate and personal income taxes, harvest taxes, property taxes on mills, and the weight-mile tax on trucks.

Annual Distributions to Trust Lands

Annual timber harvests from Northwest Oregon State Forests in year 2013 are projected to be 54.4 million board feet higher in the Species of Concern Scenario than in the Base Case Scenario (Table 6). This increased timber harvest would result in annual distributions to Trust Land counties in 2013 that would be 11.6 million dollars higher in the Species of Concern Scenario than in the Base Case Scenario.

Table 6. Annual Distributions to Trust Land Counties and State of Performance Measure Scenario compared to Base Case Scenario – metric a

	Base Case	Performance Measure with SOC	Difference
Volume Harvested (MMBF)	141.5	195.9	54.4
Return to Counties (Million Dollars)	30.3	41.9	11.6
Return to State (Million Dollars)	17.2	23.8	6.6

Returns to State Government

Revenues are also distributed to the State (Oregon Department of Forestry) for forest management and fire protection on Northwest Oregon State Forests. These revenues (Table 6) provide direct, indirect, and induced employment and employee compensation to communities throughout western Oregon. Economic impacts of forest management and fire protection on Northwest Oregon State Forests are included in the comparisons of the economic impacts of the scenario made in Table 5.

Indirect Contributions to State and Local Governments

Information is currently available to compare differences in likely indirect contributions to state and local governments between the Base Case and Species of Concern Scenarios for harvest taxes and other more indirect taxes such as the weight-mile tax for log trucks.

With 54.4 million more board feet of timber expected to be harvested under the Species of Concern Scenario from Northwest Oregon State Forests in 2013, there would be an additional 210 thousand dollars of harvest tax revenue going to state agencies and education in comparison to the Base Case Scenario. When revenue from other more indirect taxes is included, the indirect contributions to State and local governments under the Species of Concern Scenario are 650 thousand dollars more than under the Base Case Scenario (Table 7).

Table 7. Total Indirect Tax Contributions to Local and State Governments of Performance Measure with Species of Concern Scenario Compared to Base Case Scenario – metric b

	Base Case	Performance Measure with SOC	Difference
Volume Harvested (MMBF)	141.5	195.9	54.4
Return to Local and State Governments from Indirect Contributions (Million Dollars)	1.69	2.34	0.65

Note: Data to estimate impacts of changes in personal income taxes are not available.

Performance Measure Four

State forest area affected by or at risk of invasive species, pests, disease and fire

Target: Maintain or improve, consistent with other performance measures targets. At the next performance measure review, evaluate the most current information relative to these measures and whether or not more specific targets should be considered.

Both management approaches move the overall forests to more diverse conditions over time. Both management approaches would continue to employ smaller scale forest health strategies, such as: planting diverse tree species; conducting active stand management and disease surveys; and employing Swiss needle cast strategies. Tree species diversity is a good basis for measuring forest health potential as a diverse species mix acts as a buffer against disease outbreaks, and can minimize damage when infestations do occur. Both management approaches employ a full range of silvicultural tools (regeneration harvest, thinning, etc.) to actively manage the forest, with the

objective of developing a diverse forest that is resilient to biotic and abiotic influences. Cyclical outbreaks and disturbances will occur under either management approach.

Over time and space the forest area affected by pests and disease may be the same for both approaches. Caveats are that the strategies and outputs are at a very coarse scale, and do not account for disturbance factors that may occur. Major disturbances that would move the forest away from the target are possible under both management approaches.

Table 8. Forest Area Affected by Pests and Diseases – metric a

Metric	Base Case	Performance Measure with SOC
a. Forest area affected by pests and disease	Results from I&D surveys indicate general alignment with the target “maintain or improve.” Current FMP meant to produce diverse resilient stands over time. If this management is applied over time, target should be met. Cyclical outbreaks may occur, but structurally and compositionally diverse forests will be more resilient to outbreaks.	Likely to be similar to Base Case Scenario.

Forest management can influence the amount of area affected by pests and disease to some degree by changing the overall structure and species composition of stands. For example, a lack of tree species diversity can provide ideal conditions for the spread of both foliar and root diseases. Rapid salvage of substantial windthrow can reduce the risk of damage by certain bark beetles. However, the metrics are not completely within the control of forest management. For example, many pest population dynamics are influenced by weather patterns, inherent biological cycles, or other factors. Invasive species are a great threat to the health of Oregon’s forests, and the Division is developing coordinated approaches to invasive species management, and associated performance measures.

Performance Measure Five

Forest road risks to water quality and fish habitat

Target: Reduce the miles of hydrologically connected roads to less-than 15 percent of the road network within the next ten years, and maintain or improve that level of reduction for the following ten years. Reduce the number of road crossings that are barriers to fish passage to less-than 2% within the next ten years, and maintain or improve that level of reduction for the subsequent ten years.

This performance measure is correlated with the effects of roads on fish and water quality. Target achievement is tied more closely to timber sale value than to harvest level. As described below, there is probably little difference in meeting the targets between the current forest management approach and the Base Case Scenario. State Forests are very close to meeting the target for hydrologic connectivity (metric a), while meeting the target for barriers to fish passage (metric b) will probably take the most resources. Given the current forest products market and

timber sale prices, the timeframe for meeting the fish passage target will probably be close to the end of the ten-year period expressed in the target.

Table 9. Forest Road Risks to Water Quality and Fish Habitat – metrics a and b

Metric	Base Case	Performance Measure with SOC
a. Percent of SF roads that have hydrologic connection to stream networks	Target will be met in ten years, sooner if timber prices increase.	
b. Percent of SF stream crossings on fish streams with barriers to adult or juvenile migration	Target achievement may be delayed if forest product markets remain depressed for an extended period.	

This performance measure is also a Board adopted indicator of sustainable forest management, specifically measure D.c “Forest Road Risks to Soil and Water Resources.” The survey developed for this sustainable indicator would put all roads on forestlands into a similar context. The survey may also be delayed because of current economic conditions. The reliability of metric b depends on the accuracy of the fish presence data, which needs to be improved statewide. With the current extremely depressed market, project work, including roads, will occur at a minimum level to prevent serious loss of road asset value, and to comply with the Forest Practices Act, Forest Management Plan, and applicable Federal law. A pending stimulus package submitted to the National Oceanographic and Atmospheric Administration (NOAA), if approved, could facilitate meeting the target for metric b more quickly.

Performance Measure Six

Quantities of habitat by FMP stand-structure type and habitat components, and the use of those areas by native fish and wildlife

Target: Increase the percent of the landscape in complex structure to at least 17-20 percent over the next two decades, with at least half of the increase occurring within the first ten years. Grow and maintain levels of the other forest types needed to achieve this target. Within the percent of the landscape providing complex structure, achieve the following: Develop and maintain complex structure in those areas where it is anticipated to result in the greatest benefits to both aquatic and terrestrial species of concern, and complete a process by fall 2008 that identifies specific strategies (including landscape design modifications) to maintain, enhance, and restore habitats for species of concern.

There are six metrics identified for tracking success in this performance measure. No data are available for “a” or “e” at this time. Conclusions for metrics “b,” and “c” are based on modeled scenarios of the two management approaches. The conclusions for metric “d” and “f” (habitat use) are based on an evaluation of habitat “surrogates” (June Board meeting, agenda item 2) that estimates the probability that modeled forest management approaches will maintain or enhance habitat for fish and wildlife.

When evaluated at large scales (Clatsop and Tillamook Forests), both management approaches have moderate to high probabilities of maintaining and enhancing habitat for species of concern. There is some variability by individual habitat surrogates, species, and scale of evaluation. For example, there are individual habitat surrogates for which the Base Case Scenario has a low probability to enhance habitat. Conversely, the Base Case Scenario is likely to produce greater amounts of complex structure in a shorter time frame than would the PM with SOC Scenario. For the PM with SOC Scenario, there are individual surrogates for which the model has a low probability to maintain or enhance fish habitat. The lower probabilities for the PM with SOC Scenario are due to more clearcutting and a greater percentage of the forest in a young age class.

Both management approaches are likely to maintain and, to some degree, enhance habitat for fish and wildlife species of concern and therefore meet the performance measure targets. However, there is a greater probability the Base Case Scenario will result in a greater quantity of complex habitats and sooner than the PM with SOC Scenario.

Table 10. Quantities of Habitat – metrics a, b, and c; d and f surrogates

Metric	Base Case	Performance Measure with SOC
a. Live tree and snag retention and downed wood in harvest units	Data are not available; however, no differences are expected between the two approaches because the standards and strategies remains the same.	
b. Stand structure percent	Results in 26% complex structure after 20 years.	Results in 22% complex structure after 20 years.
c. Acres of SF by FMP structure type	Achieves the 2001 Forest Management Plan’s long range goals for all structure classes; for complex structure 40 to 60%, and 5 to 15% for regeneration.	Achieves a long range balance of structure classes different from the 2001 Forest Management Plan’s; achieves 32% complex structure, and climbs to 20% regeneration structure.
d. Landscape averages of the number of snags and amount of downed wood (Amount of Older Forest Structure used as a surrogate)	There is a high probability to maintain and enhance snag and downed wood habitat as the percent of older forest structure increases.	There is a high probability to maintain and enhance snag and downed wood habitat as the percent of older forest structure increases; the achievement of improved quantities would be slower.
f. Use of stand structure types and habitat components by wildlife- data not available for habitat “use”; report on probability that the model will maintain and enhance habitat - several surrogates were evaluated for 40 species	FISH: There is a high probability to maintain and a moderate probability to enhance habitat for fish species of concern. Some variability exists when evaluated by individual species.	FISH: There is a moderate probability to maintain and enhance habitat for fish species of concern. In general lower probabilities are associated with younger forest structure and greater amounts of clearcutting. Some variability exists when evaluated by individual species.
	WILDLIFE: There is a high probability to maintain and enhance habitat for wildlife species of concern. Some variability exists when evaluated by individual species.	WILDLIFE: There is a high probability to maintain and enhance habitat for all but two wildlife species of concern. Some variability exists when evaluated by individual species.

Performance Measure Seven

Availability, quality and public use of recreational opportunities and educational programs

Target: Maintain current recreational benefits consistent with existing and anticipated future resources.

State Forests have seen a marked growth in the recreation-education-interpretation infrastructure in the last 10 years to keep pace with a significant increase in public use. Additional plans—developed in context with user groups and local advisory committees—have charted ongoing development of the recreation infrastructure.

While the range of harvest levels and on-the-ground management prescriptions for both of these approaches will shape the overall recreation infrastructure in slightly different ways, by the far the most influential and distinguishing factor relates to the funding they make available to operate, develop and maintain recreation, education and interpretation related investments. Currently, the primary source of funding for operation of this program is tied to timber revenues.

Achievement of these performance measures is linked most closely to Department’s ability to deliver a sought-after recreation-education experience, but is also determined by broader recreation and use trends associated with a changing public user demographic. The quantity of public use is an important factor in understanding progress to meet these performance targets, but so is the quality of the experience, which is more difficult to measure and is not currently contemplated by the existing metrics.

Table 11. Recreational Opportunities and Education Programs – metrics a, b, c, and d

Metric	Base Case	Performance Measure with SOC
a. Number of facilities and trails developed and maintained for interpretation, education, and recreation	The Division is functioning at capacity under this approach, but continues to struggle with achieving these targets, particularly as it relates to facility and trail development and maintenance. Implementing recent modeling results of the Base Case would mean a reduction in investments in this benefit area.	The additional revenue generated by this approach would enable this metric to perform at higher levels. Some additional adjustments may be necessary regarding trail protection or realignment to minimize conflict with harvest operations.
b. Annual visitation to the TFC compared to five- and ten-year averages	The Division is functioning at capacity under this approach, and is on track to meet these targets. Implementing recent modeling results of the Base Case would mean a reduction in investments in this benefit area.	The additional revenue generated by this approach would enable this metric to perform at higher levels.
c. Annual participation in formal educational programs compared to five- and ten-year averages		
d. Annual user days for the various types of recreational use on SF		

It is important to note that due to the economic downturn and related staffing and funding reductions—even under the Base Case Scenario—our ability to meet these performance measure targets has been constrained.

Performance Measure Eight

Degree of public and stakeholder involvement in state forestland activities and processes

Target: Maintain or improve, consistent with other performance measures targets. At the next performance measure review, evaluate the most current information relative to these measures and whether or not more specific targets should be considered.

The most significant determining factor for either of the model approaches on this Performance Measure relates to funding levels and available staffing, and resources to work with volunteers, user groups and stakeholders. Given the current funding model, higher revenue levels would likely translate into higher levels of staffing, which would enable greater involvement with volunteers, stakeholders and the general public.

The Department has enjoyed—and all forest users have benefitted from—an active and engaged volunteer and partner group presence on State Forests, resulting in tens of thousands of volunteer hours invested each year. Volunteers provide an important level of service to the public and to ongoing trail maintenance. Public involvement processes that enable the Department to connect with stakeholders are an essential and high priority part of State Forests business.

Table 12. Public and Stakeholder Involvement – metrics a and b

Metric	Base Case	Performance Measure with SOC
a. Hours committed by volunteers, community participants and partners, as well as report on progress on specific volunteer projects	The Division is functioning at capacity under this approach and is on track to meet these targets.	The additional revenue generated by this approach would enable this metric to perform at higher levels.
b. Annual survey of SFAC and FTLAC members	Likely to be consistent with previous surveys.	Likely to be similar to the Base Case Scenario. Possibly higher level of engagement with stakeholder groups.

It is important to note that due to the economic downturn and related staffing and funding reductions—even under the Base Case Scenario—our ability to meet these performance measure targets has been constrained. The planned elimination of the Division’s public involvement and communications resources will significantly reduce our ability to address these needs in the near term.

Performance Measure Nine

Customer awareness and support of the management of state lands

Target: Maintain or improve, consistent with other performance measures targets. At the next performance measure review, evaluate the most current information relative to these measures and whether or not more specific targets should be considered.

The Division’s ability to administer, analyze and track responses to survey questions is probably not greatly affected one way or the other by either of these models. Theoretically, increased revenues under the Performance Measure approach could enable more resources to focus on the survey—or perhaps to extend the reach of the survey. One challenge in the past has been identifying and surveying an informed selection of the public familiar with State Forests.

Providing a longitudinal look at the general public’s views on State Forest management can be a helpful tool for policy development and for identifying specific information gaps or needs that could be targeted through ongoing information, education and interpretation efforts. In the past, the Division has had mixed results in establishing a solid baseline of useful information and currently piggy-backs as one small component of other existing public opinion research.

Table 13. Customer Awareness and Support of Management – metric a

Metric	Base Case	Performance Measure with SOC
a. Oregonian’s responses to biennial survey questions	Under this approach, the program is able to meet this metric, though improvements are needed to maximize the usefulness of the survey mechanism.	Under this approach, the Division is able to meet this metric. Possible enhancements to survey participation and depth; possible use of a focus group.

It is important to note that due to the economic downturn and related staffing and funding reductions—even in the the Base Case Scenario—our ability to meet these performance measure targets has been constrained.