



2012 SNAMP PPT IT Meeting: PPT Update

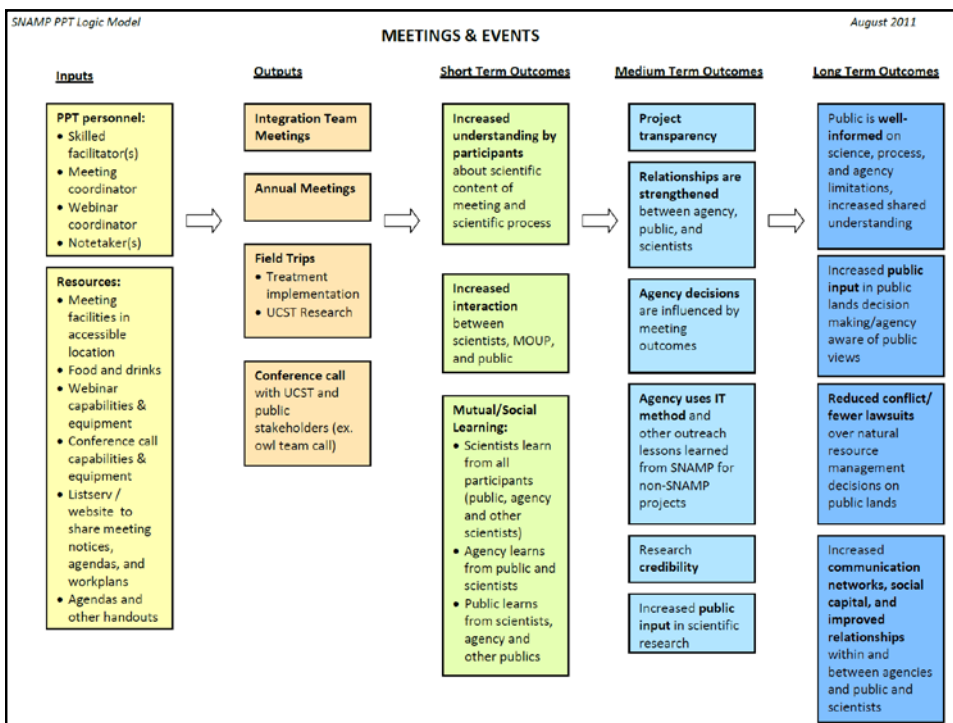
Outreach and evaluation, interactive web, surveys and interviews

June 22 2012



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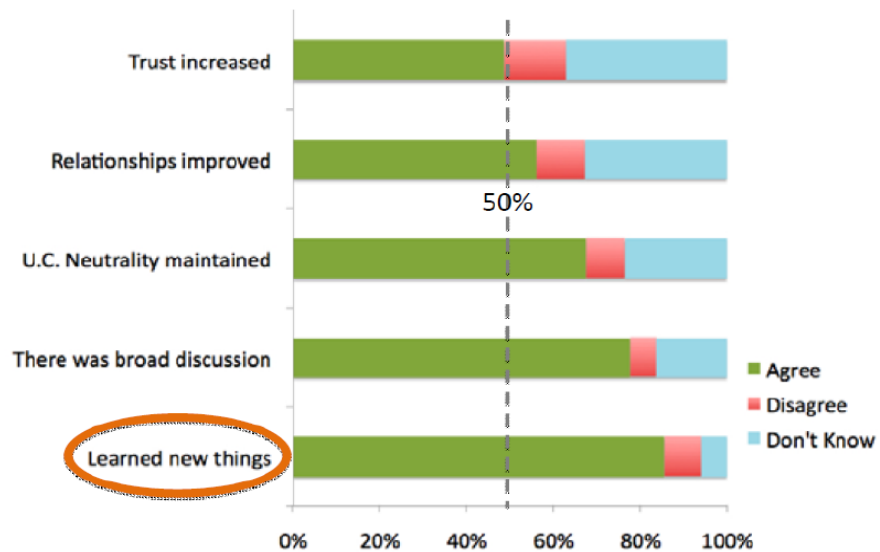


Evaluation Plan based on Logic Model

PPT Activity 1 – Develop and host interactive meetings and events to allow integration of the MOUP and public in the project

Outcome	Indicator	Data source	Responsible for collection	Collection timeline
1.1 Increased understanding by participants about scientific content and process	Participants self-report of increased understanding	Event evaluation forms	UCCE	On-going
		2009 on-line evaluation survey	Adrianna	2009
		Final on-line evaluation survey	UCCE	January 2015
		Forest health paper conclusions	Adriana	2012
1.2 Increased interaction between scientists, MOUP, and public	Participants self-report of increased interaction	Event attendance records and evaluation forms	UCCE	Fall 2014
		2009 on-line evaluation survey	Adrianna	2009
		Final on-line evaluation survey	UCCE	January 2015
		Final interviews	Adriana, Shufei	Fall 2013
1.3 Mutual learning occurs between scientists, partners and public	Participants self-report of mutual learning	Event evaluation forms	UCCE	Fall 2014
		2009 on-line evaluation survey	Adrianna	2009
		Final on-line evaluation survey	UCCE/Adrianna	January 2015
		Social network analysis	Shufei	2013
		Mid-term and final interviews	Adrianna, Shufei	Spring 2012, Fall 2013

Outcomes of Participation Email Survey



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**New SNAMP
Paper: Public
Participation and
the Web**

Expanding the table: The web as a tool for participatory adaptive management in California forests
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Provides a review of literature about the web, and information flow, and participatory work

Case Study: how has the website helped to facilitate participation in SNAMP?
➤ *communication – consultation - participation*

Method

1. Content & usage analysis
2. Email survey (questions about the website)
3. Discussion Board content analysis

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Results & Conclusions

- Usage and Content Analysis: Oct 1, 2008 - Dec 31, 2011
 - Quarterly “web updates” were important.
 - The most visited landing pages besides the home page were Fisher, Features, Documents, Photos, About and Events.
- Email survey
 - Most survey respondents (72.2%) had visited our website, and it helped inform, increase information transparency, was easy to use, and was a good source of information.
- Discussion Board
 - Low use, as only 8% of the survey respondents had posted comments to the website; many concentrated on wildlife issues.
- Conclusions
 - Public participation is most effective when a combination of participatory tools are used; web, public meetings, active outreach, and open channels of communication.

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Website Recommendations and Lessons Learned

These are all in the Appendix of our new paper.

- Emphasize and articulate the *role* of the website.
- Assess and understand *available* resources and limitations.
- Keep participants *actively* involved in the website.
- Incorporate *dynamism*.
- Funding*.
- Implement *multi-modal* participation.
- Follow protocols developed by information technology disciplines.
- These key guidelines were used in creating the SNAMP website:
 - Define website goals.
 - Perform a user needs assessment.
 - Competitive/comparative analysis.
 - Usability.
 - Aesthetics.



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Forest Health – Journal of Forestry

Conclusions:

- More possibility for convergence: we found considerable overlap among the interviewees and none advocated the complete hands-off approach.
- Distrust of term: While improving forest health is an attractive concept for many, proponents should be aware that it is a turn off for some and that to reach this group, they need another term.
- High intensity fires: Those that see this as beneficial have little motivation to participate in a program aimed at reducing such fires.
- Hybrid culture: Developing shared meanings, norms for operations, and expectations about the process of working together.
- Criterion for success: process and biodiversity = difficult-to-measure concepts - flexibility could leave more room for compromise.

RESEARCH ARTICLE

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social sciences

Perceptions of Forest Health among Stakeholders in an Adaptive Management Project in the Sierra Nevada of California

Adriano Salak and Lynn Huntsinger

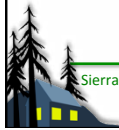


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Learning – Mid Course Interviews

- AM literature
 - SNAMP Interviews
 - SNAMP email survey
- } Learning is
cornerstone of AM
- What and how do participants learn through SNAMP?
 - Evidence of mutual and social learning in SNAMP?
 - Data: Mid course interviews (27) and post-event evaluations



Example: What and how do participants learn through SNAMP?

- “I have come to recognize that...simply going back to a forest from 1850 or 1870 may not be the sole criteria... I had an overly romanticized idea of what an ideal sierra forest should be in terms of re-creation.”

