FRPA Resource Evaluation Program: Communications Plan

July 2005

BRITISH COLUMBIA
Ministry of Forests and Range
Ministry of Environment
Ministry of Agriculture and Lands

Purpose of FRPA Resource Evaluation Program

The FRPA Resource Evaluation Program (FREP) was established in 2003 by the Ministry of Forests and Range (MOFR), the Ministry of Environment (MOE), and the Ministry of Agriculture and Lands (MAL). The purpose of the evaluation program is to determine whether forest and range practices in British Columbia are achieving government's objectives for resource values identified in the *Forest and Range Practices Act* (FRPA).

The objectives of FREP are to:

- evaluate the status or trends of resource values and determining causal factors;
- determine whether resource values are being managed in a sustainable manner through proven or alternative forest practices; and,
- recommend changes to forest and range policies and legislation, where required.

To achieve these objectives, FREP internal and external partners will:

- identify, prioritise and re-assess evaluation questions that need addressing;
- develop measurable, cost-effective indicators, methodologies, and quality assurance protocols for testing evaluation questions;
- evaluate priority questions through intensive, extensive and routine evaluations;
- communicate the results of evaluations; and,
- develop recommendations for changes to legislation and policy, for consideration by the FRPA Joint Management Committee (JMC) and the Program Sponsor (Chief Forester).

For more information on the purpose, objectives, scope, deliverables, stakeholders, structure, and management of the FRPA Resource Evaluation Program, please visit the FREP web site at: http://www.for.gov.bc.ca/hfp/frep/ or contact any member of the FRPA Resource Evaluation Working Group (FREWG). **Attachment 1** lists FREWG members and their contact information. The FREP Evaluation and Monitoring Strategy (see web site) provides a comprehensive program overview. Along with links to detailed program documents.

Purpose of Communications Plan

This document outlines communication objectives for the FRPA Resource Evaluation Program, and details on planned communication of FREP activities and products.

FREP communication objectives include:

- communicating the purpose and benefits of FREP to partners and the public;
- encouraging acceptance, financial support, and participation in FREP by internal and external partners;
- communicating FREP activities and evaluation results to partners and the public; and,
- facilitating continuous improvement of the FRPA, by communicating evaluation results and recommending follow-up actions to the FRPA Joint Management Committee, the Program Sponsor (Chief Forester), Operations Division Management Team, Forest Stewardship Division Management Team and the Minister's Practices Advisory Council.

While not a direct objective of FREP communications, a positive by-product will be increased awareness of FRPA objectives, and of the successes and challenges associated with achieving those objectives, by internal and external partners.

The remainder of this document provides guidance on:

- communication of program management activities and products;
- communication of evaluation project activities and products; and,
- distribution of FREP communication products.

Program Management and Evaluation Projects

Table 1 provides guidance on communication of program management and evaluation project activities and products. For each activity/product, the table specifies: responsible individual/position; FREP partners that will be consulted; the audience; the vehicle(s) for communication; and, the timing of the activity/product.

FREP partners include: FRPA Joint Steering Committee (JSC); FREP sponsor (Chief Forester); FRPA Practices Advisory Council (PAC); FRPA Joint Management Committee (JMC); FREP Working Group (FREWG); Academic Advisory Committee (AAC); Resource Value Teams (RV teams); Evaluation Teams (E teams); forest regions and districts; local offices of MoE and MAL; agreement holders; external partners (non-government organizations); and, the Forest Practices Board. Refer to the FREP Strategic Plan for a comprehensive list of roles and responsibilities of each of these groups.

Table 1 – Communication of program management and evaluation project activities/products

#	Activity/Product	Responsibility	Consultation	Audience	Vehicle	Timing
1	Detailed updates on program management activities	Program leader	FREWG	FREP sponsor JMC	Email Presentations	Quarterly
2	General updates on program management activities	Program leader	FREWG	All FREP partners	Year in Review FRPA Evaluator FREP web site	Annually Quarterly Ongoing
3	Distribution of TORs and protocols for FREP working groups	Program leader	FREWG	Affected working group(s)	FREP web site FREP FTP site	Upon approval
4	Distribution of prioritized evaluation questions	Program leader	FREWG	All FREP partners	FRPA Evaluator FREP web site	Annually
5	Distribution of annual evaluation project plan	Program leader	FREWG	All FREP partners	FREP web site	Annually
6	Distribution of indicators and methodologies	Program leader	FREWG	All FREP partners	Email FREP web site	Upon approval
7	Distribution of QA protocols for evaluation projects and data management	Program leader	FREWG	All FREP partners	Email FREP web site	Upon approval
8	Detailed updates on evaluation projects and follow-up activities	E team leader	RV team	FREWG	Presentations Briefing notes Email	Quarterly
9	General updates on evaluation projects and follow-up activities	Program leader	FREWG	All FREP partners	Year in Review FRPA Evaluator FREP web site	Annually Quarterly Ongoing
10	Distribution of evaluation project TORs	E team leader	FREWG	All FREP partners	Email FREP web site	Upon approval
11	Distribution of evaluation project reports	E team leader	FREWG	All FREP partners	Email FREP web site Limited mail out	Upon approval
12	Distribution of reports on evaluation follow-up	RV team leader	FREWG	All FREP partners	Email FREP web site	Upon approval

FREP Communications

General activities under FREP will be communicated to internal and external FREP partners, non-government organisations, and the public via: (a) the FRPA Evaluator; (b) the FREP Year in Review; (c) FREP FTP sites, SharePoint and, (d) the FREP web page. Technical extension information under FREP will be communicated to appropriate internal and external audiences through (e) FREP Technical Notes, (f) FREP Reports and (g) FREP Protocols.

All FREP products suitable for broad agency and stakeholder release will be distributed to the Agency and Stakeholder Distribution List (**Attachment 2**). Broad circulation of FREP products such as evaluation reports, the FRPA Evaluator, and the FREP Year in Review will encourage awareness of, support for, and participation in the program by internal and external partners.

(a) The FRPA Evaluator

The FRPA Evaluator is a quarterly publication on FREP activities, presented in an aesthetic newsletter format that has text, graphics, and photographs.

Publications of the FRPA Evaluator will be distributed by email to the Agency and Stakeholder Distribution List. As well, a limited number of paper copies will be produced and distributed, as required. Each year, one edition of the FRPA Evaluator will comprise the FREP Year in Review.

(b) FREP Year in Review

A FREP Year in Review, summarizing activities under FREP for each fiscal year, will be prepared. The report will be in an aesthetic format, with text, graphics, tables and photographs. It may include, for example:

- program goals, objectives, and processes;
- accomplishments and lessons learned over fiscal year;
- detailed summaries of evaluations and planned follow-up actions;
- activities of external FREP partners (e.g., Forest Practices Board);
- projects planned for the upcoming year;
- list of prioritized evaluation questions;
- status of resource value indicators and methodologies;
- status of quality assurance protocols for evaluation projects and data management;
- members of the FREWG, and contact information;
- expenditures over the year, with a project breakdown; and
- links to the FREP web site for more information.

The FREP Year in Review will be an edition of the FRPA Evaluator, and will be distributed by email to the Agency and Stakeholder Distribution List.

(c) FREP FTP Site and SharePoint

The FREP FTP Site (FTP/HFP/gov-internal/publish/FRPA Resource Evaluation Program) will post the following internal information and products:

- meeting minutes;
- draft review documents for review;
- workplans;
- presentations; and
- document distribution lists.

(d) FREP Web Site

The FREP web site (http://www.for.gov.bc.ca/hfp/frep) will post the following information and products:

- description of the program and activities;
- all program documents suitable for public release, including:
  - FREP charter and other program management documents;
  - terms of reference and protocols for FREP partners;
  - prioritized evaluation questions;
  - evaluation and monitoring indicators, methodologies, rationales, and sampling protocols;
  - terms of reference for evaluation projects;
  - evaluation reports;
  - reports on evaluation follow-up;
  - quality assurance protocols for evaluations and data management;
  - FREP Monitoring and Evaluation Strategy
  - FREP Resource Stewardship Monitoring Framework
  - FREP Technical Notes
  - FREP Reports
  - project plans, terms of reference for each team
  - editions of the FRPA Evaluator, including the Year in Review; and,
  - other related documents;
  - discussion of upcoming events and activities;
  - list of FREWG members and contact information; and,
  - links to related sites, including other evaluation initiatives and data sources.

(e) FREP Technical Notes

FREP Technical Notes will be produced on an as-needed basis. The technical notes will be presented in an aesthetic technical format that has text, graphics, and photographs.

Publications of FREP Technical Notes will be distributed by email to the Agency and Stakeholder Distribution List. As well, a limited number of paper copies will be produced and distributed, as required.

(f) FREP Reports

The findings, conclusions and recommendations from FREP evaluation and monitoring projects will be published in a FREP Reports series. These reports will be made available on the FREP web site.

(g) FREP Protocols

FREP protocols will be developed for many aspects of the program including:

- quality assurance;
- site selection (guidance on which sites to sample);
- evaluation and monitoring indicators and protocols.

All FREP protocols will be made available on the FREP web site.

Table 2 summarizes specific FREP communication events planned for 2005/06. In addition to the events listed in Table 2, regular FRPA Resource Evaluation Working Group (FREWG) meetings will be held every three weeks. Regional monitoring teams will meet on a regular basis.

Table 2 – FREP Communication Events for 2005/06

Audience	Timing	Key Message	Expected Outcome
JMC	Ongoing April–June 2005	• Program update • Reporting of FREP results from 2004/05	• Increase awareness of the program as a whole • Awareness of the early RSM pilot results and potential for long-term impact on continuous improvement of FREP
	September–October 2005	• Program update • Funding direction	• Input to developing resource options ($ and staff) for FREP implementation in 2006/07 and beyond
	March 2006	• Initial 2005 RSM results	• Refinement of the continuous improvement cycle in anticipation of 2005/06 RSM results
Chief Forester	Quarterly	• Program update • Program guidance	• Keeping FREP sponsor fully informed • Timely program direction

Audience	Timing	Key Message	Expected Outcome
ODMT	Quarterly	• Program update • Funding direction	• Ensure FREP awareness • Timely program direction • Early identification and resolution of resource ($ and staff) issues
FSDMT	Quarterly	• Program update • Funding direction	• Ensure FREP awareness • Timely program direction
PAC	June 2005 February 2006	• Program update • RSM pilot results • Program update • Planning for 2006/07	• Confirm the role of PAC • Program support • PAC input to evaluation and monitoring priorities (evaluation questions)
Forest/ranching industry • COFI • CLMA • CFI • BC Cattelmen's Assoc. • CFLA	Ongoing staring in September	• Program update • Roles of industry	• Identify opportunities for collaboration • Program support • Increased participation • Increased understanding of the program and it's objectives
ENGOs • Sierra Club • Suzuki Foundation • SLDF • BC Environ-mental Network	Ongoing starting in May	• Program update • Roles of ENGOs	• Identify opportunities for collaboration • Program support • Increased participation • Increased understanding of the program and its objectives
Forest Practices Board	Twice yearly	• Planning of activities • Cooperative projects • Technical financial support • Priority setting	• Enhanced partnership • Improved coordination of indicator development and testing for areas of mutal interest
Regional Management Teams and/or Regional BA2 Teams	Twice yearly	• Program updates • Risk mitigation • Communication of results • Program planning and improvement	• Key program support • Early identification and resolution of issues and concerns • Enhanced resource requirements planning • Enhanced regional and district use of monitoring and evaluation results

Contact:

Questions or comments related to this communications plan should be directed to:

Frank Barber, Forest Practices Branch, MoFR, at 250-387-8910
Peter Bradford, Forest Practices Branch, MoFR, at 250-356-2134.

Attachment 1

For more information on the FRPA Resource Evaluation Program, please contact any member of the FRPA Resource Evaluation Working Group:

Frank Barber	MoFR – Forest Practices Branch	Frank.Barber@gov.bc.ca	250 387-8910
Peter Bradford	MoFR – Forest Practices Branch	Peter.Bradford@gov.bc.ca	250 356-2134
Denis Collins	MoFR – Coast Forest Region	Denis.Collins@gov.bc.ca	250 751-7121
Greg Jones	MoE – Biodiversity Branch	Greg.Jones@gov.bc.ca	250 356-8186
Shirley Mah	MoFR – Research Branch	Shirley.Mah@gov.bc.ca	250 356-2180
Wayne Martin	MoFR – Northern Interior Region	Wayne.Martin@gov.bc.ca	250 565-6102
Brian Nyberg	MoFR – Forest Practices Branch	Brian.Nyberg@gov.bc.ca	250 387-3144
Hal Reveley	MoFR – Coast Forest Region	Hal.Reveley@gov.bc.ca	250 751-7097
Ken Soneff	Southern Interior Forest Region	Ken.Soneff@gov.bc.ca	250 828-4164
Gerry Still	MoFR – Research Branch	Gerry.Still@gov.bc.ca	250 387-6579
Jim Dunkley	MoFR – Coast Forest Region	Jim.Dunkley@gov.bc.ca	250 751-7352
Richard Thompson	MoE – Biodiversity Branch	Richard.Thompson@gov.bc.ca	250 356-5467
Kristine Weese	MoFR – Forest Practices Branch	Kristine.Weese@gov.bc.ca	250 558-1760
Charlie Western	MoFR – Resource Tenures and Engineering Branch	Charlie.Western@gov.bc.ca	250 387-8360
Dave Wilford	MoFR – Northern Interior Region	Dave.Wilford@gov.bc.ca	250 847-6392

Attachment 2

Agency and Stakeholder Distribution List

All FREP products suitable for broad agency and stakeholder release will be distributed by email to the following organizations. If you believe an organization should be added to or deleted from this list, please contact Frank Barber, Forest Practices Branch, MoFR, at 250-387-8910.

Government Agencies

Ministry of Forests and Range:
- Executive
- Minister's Practices Advisory Council
- Forest Practices Resource Tenures and Engineering Branch
- Compliance and Enforcement Branch
- Research Branch
- Forest Regions
- Forest Districts
- FRPA Resource Value Team Leads

Forest Practices Board

Federal Government:
- Department of Fisheries and Oceans
- Forestry Canada

USDA Forest Service Serials Branch

Forestry Bureau CAB International

Ministry of Environment:
- Executive
- Biodiversity Branch
- Habitat Branch
- MoE Regions
- Water Protection Branch
- Wildlife Branch

Associations

Association of B.C. Forest Professionals

Association of Professional Biologists

Association of Professional Engineers and Geoscientists of B.C.

Applied Science Technologists and Technicians of B.C.

B.C. Institute of Agrologists

College of Applied Biology

Environmental Non-Governmental Organizations

B.C. Environmental Network

Greenspirit for a Sustainable Future

Sierra Club of Canada

Sierra Legal Defence Fund

The Forest Stewardship Council

Western Canada Wilderness Committee

Universities and Colleges

Faculty of Forestry, UBC

Forest Biology Centre, UVIC

Malaspina University College

Physical and Environmental Resources Royal Roads

Simon Fraser University

University College of the Cariboo

University of Northern BC

Industry

B.C. Cattlemen's Association

Cariboo Lumber Manufacturing Association

Central Interior Logging Association

Coast Forest and Lumber Association

Council of Forest Industries

Federation of B.C. Woodlot Associations

Interior Logging Association

Interior Lumber Manufacturer's Association

Interior Lumber Manufacturing Association

North West Loggers Association

Libraries

Finnish Forest Research Institute Library

Forestry Library Swedish University of Agric. Sciences Library

Government Acquisitions Unit, Legal Deposit Section, Library and Archives Canada

Malaspina University College Campus Library

Ministry of Forests Library

Pacific Forestry Centre Library

Science Technology and Business, The British Library

The Legislative Library

University of B.C. Macmillian Library

University of Northern B.C. Geoffrey R. Weller Library

University of the Cariboo, Williams Lake Campus Library

USDA Forest Service Serials Branch. Natl. Agricultural Library