

# Public Outreach Update for Maine's 2015 Wildlife Action Plan

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# Presentation Overview



1. Overview and updates (15 minutes)
2. Group discussion: Identify focus groups and members (15 minutes)
3. Group discussion: Identify partner capacity/ideas for assisting with focus groups (5 minutes)
4. Group discussion: How to incorporate information from focus groups (10 minutes)

# 1. Overview and Updates We've Identified Our Public



- Constituents of conservation partner groups
- Members of the general public that are interested in/affected by wildlife issues





## 1. Overview and Updates

# We've Identified What We Want From the Public

- We want to make the public aware of the revision and plan.
- We want their input on conservation actions.



## 1. Overview and Updates

# We've Identified the Tools to Get There



## Two-tiered Approach

Education:



Make Public Aware  
of the Plan

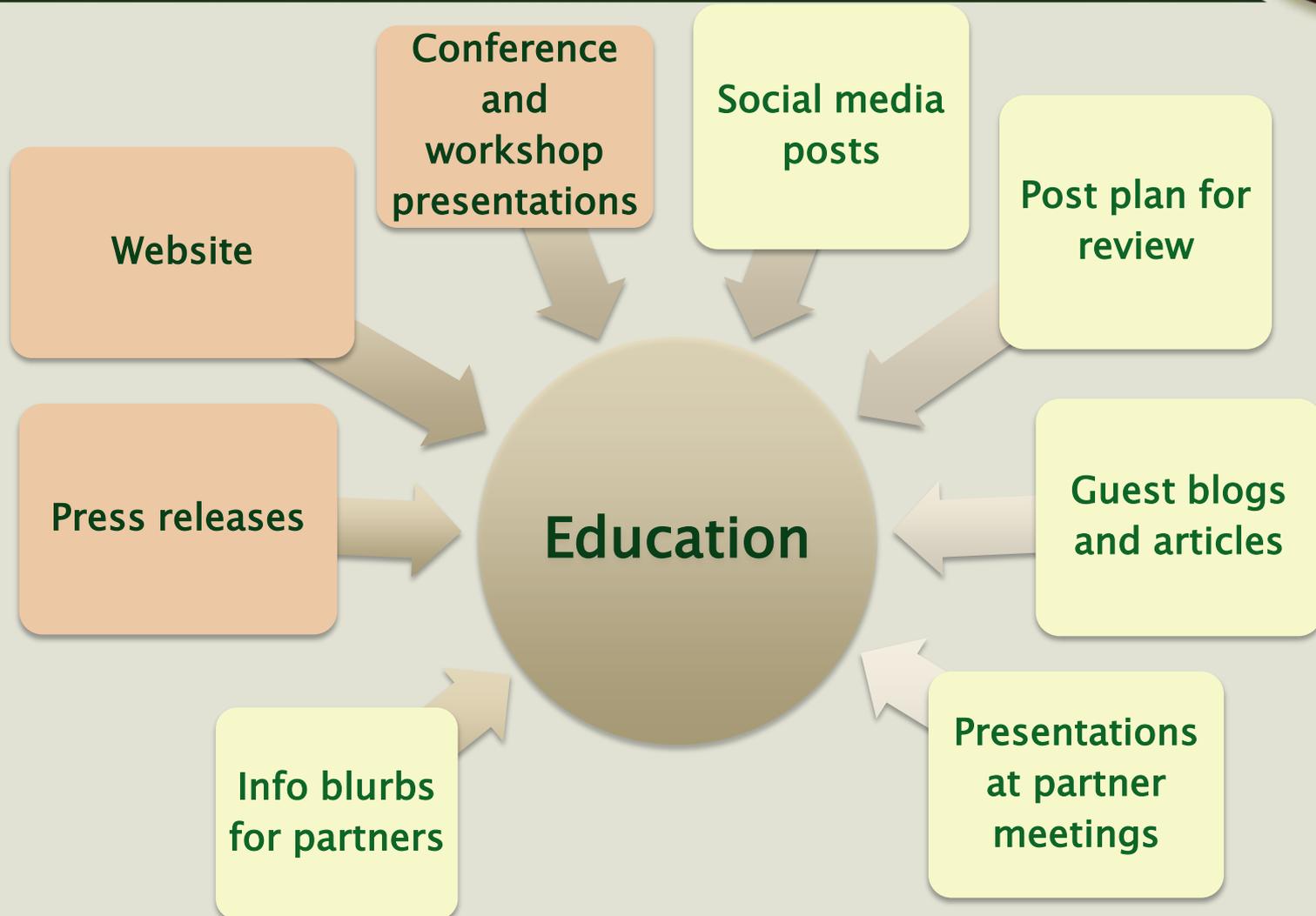
Soliciting Input:



Use Public Input to  
Help Inform  
Conservation  
Actions

# 1. Overview and Updates

## Tier 1: Education →



## 1. Overview and Updates

# Tier 2: Soliciting Input ↔



- Develop conservation actions with partners
- Get public input on:
  - Preferences
  - Practicability
  - Add, modify, or delete



## 1. Overview and Updates

# The Cadillac (Range Rover?) Approach



- Develop input mechanisms
  - Guidance
    - Dr. Faren Wolter, UMO
  - Targeted surveys
  - Focus groups



# 1. Overview and Updates

## Why Focus Groups?



### Opportunities

- Education
- Group dynamics
  - Build trust
- Multi-directional discussions
- Greater buy-in
- Test assumptions, new ideas



### Challenges

- Time consuming
- Group dynamics
  - Distrust
- Skilled facilitator



## 1. Overview and Updates

# Do We Need Conservation Actions First?



# 1. Overview and Updates Broad Conservation Actions



- **Examples**
  - Habitat conservation
  - Habitat management
  - Information and education
  - Research
  - Species management
- **Considerations**
  - Spatial representations
  - Key groups
    - Implementation
    - Buy-in and support
    - Knowledge



# 1. Overview and Updates Proposed Timeline



<u>Month</u>	<u>Activity</u>	<u>Responsible</u>
January	Begin conservation action discussion, identify focus groups	MDIFW, partners
February	Begin conservation action development; plan focus groups	MDIFW, partners, possible UMO assist
March	Conservation action development; invite focus group participants	MDIFW, partners
April	Finish conservation actions, schedule focus groups	MDIFW, partners
May	Begin focus group meetings	MDIFW, partners, facilitator
June	Continue focus group meetings	MDIFW, partners, facilitator
July	Incorporate focus group results into plan	MDIFW

## 2. Group Discussion

# Identifying Focus Groups



## Broad Stakeholder Categories

### Goals:

- Preferences
- Practicability
- Add, modify, or delete

### Considerations:

- Relevant to conservation actions; spatial distribution
- Implementation, buy-in, knowledge

## 2. Group Discussion

# Identifying Focus Groups



**Broad Stakeholder  
Categories**

**Groups**

### **Goals:**

- Preferences
- Practicability
- Add, modify, or delete

### **Considerations:**

- Relevant to conservation actions; spatial distribution
- Implementation, buy-in, knowledge

## 2. Group Discussion

# Identifying Focus Groups



**Broad Stakeholder  
Categories**

**Groups**

**Members**

### **Goals:**

- Preferences
- Practicability
- Add, modify, or delete

### **Considerations:**

- Relevant to conservation actions; spatial distribution
- Implementation, buy-in, knowledge

## 2. Group Discussion For Example



# Land Trusts

Southern, Coastal,  
Northern, Downeast,  
Central, Small, Large

Ironman, Dora the  
Explorer,  
Benny the Lego  
Astronaut

### Goals:

- Preferences
- Practicability
- Add, modify, or delete

### Considerations:

- Relevant to conservation actions; spatial distribution
- Implementation, buy-in, knowledge

## 2. Group Discussion Let's Brainstorm



# Broad Stakeholder Categories: 6-10

### Goals:

- Preferences
- Practicability
- Add, modify, or delete

### Considerations:

- Relevant to conservation actions; spatial distribution
- Implementation, buy-in, knowledge

## 2. Group Discussion Let's Brainstorm



**Broad Stakeholder  
Categories** ✓

**Groups: 6-12** →

**Key  
Attributes**

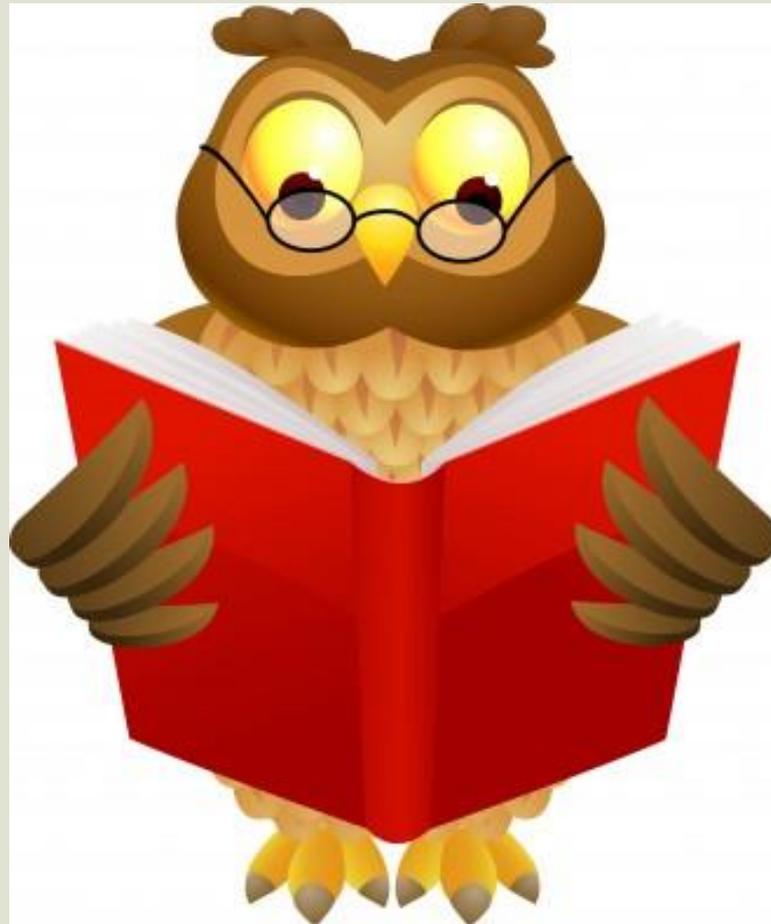
### **Goals:**

- Preferences
- Practicability
- Add, modify, or delete

### **Considerations:**

- Relevant to conservation actions; spatial distribution
- Implementation, buy-in, knowledge

### 3. Group Discussion Capacity/Ideas for Focus Groups



## 4. Group Discussion

# How to Incorporate Focus Group Ideas



# Thank You for Your Continued Involvement



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