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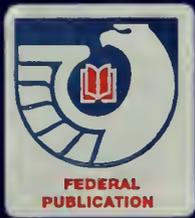
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# U.S. PRAIRIE POTHOLE JOINT VENTURE

## IMPLEMENTATION PLAN



A Component of the North American Waterfowl Management Plan

April 1989



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**IMPLEMENTATION PLAN**



A Component of the North American Waterfowl Management Plan

April 1989



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## PREFACE

The decade of the nineties and the year 2000 are rapidly approaching. Current trends seem to indicate that concern for the state of the environment and the need for positive action will be of high priority as we approach the turn of the century. Within the last year, for instance, two major reports have received wide distribution: "Protecting America's Wetlands: An Action Agenda" (The Final Report of the National Wetlands Policy Forum--1988) and "Blueprint For The Environment" (November 1988). Both reports reflect a common concern for degradation of the environment in the last half century, and both call for new cooperative initiatives to address the situation.

Wildlife species are often considered barometers of environmental health and it comes as no surprise, perhaps, that a drastic decline in waterfowl and other migratory bird populations has been noted in recent years. Destruction of habitat, including both wetlands and forests throughout the Western Hemisphere is partially responsible. The need for overall environmental conservation and wetland protection in particular, is recognized by governments and private conservation organizations on a global basis.

The North American Waterfowl Management Plan (NAWMP), signed in May 1986 between the United States and Canada, and including Mexico through a cooperative agreement, is one of several recent national and international initiatives designed to bring new approaches to environmental problems. Its major premise is the building of partnerships, called joint ventures, to address loss of wetlands, declining waterfowl populations, water quality, soil loss, and other environmental issues.

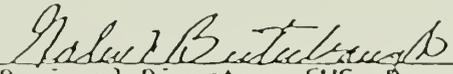
Federal agencies, State wildlife management agencies, and private conservation organizations, along with concerned individuals and corporations are key players in the NAWMP partnership. NAWMP is unique in that it brings together specific concern for declining waterfowl populations with strategies for habitat protection.

Government agencies in the past have often worked at cross purposes in activities that affect wetlands and waterfowl. NAWMP provides a framework for better coordination and planning efforts as well as for sharing of resources between Plan partners. As many of the organizations that form the U.S. Prairie Pothole Joint Venture (PPJV) do not have waterfowl management as their priority program or area of primary responsibility, they will not routinely employ each strategy or action discussed in the PPJV Plan. However, they all agree with its overall thrust and the urgent need to implement the strategies and actions expressed by the NAWMP and PPJV at the earliest opportunity.

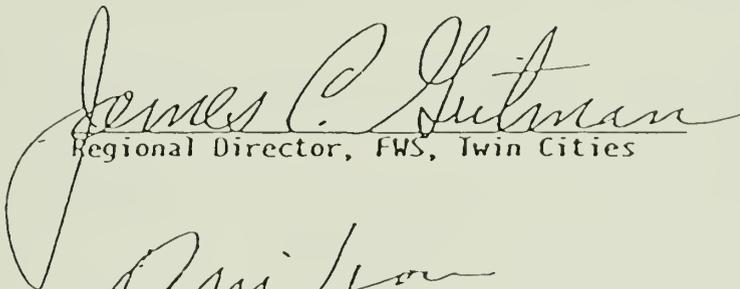
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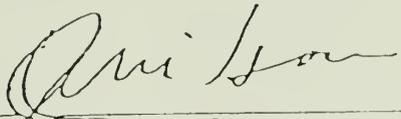
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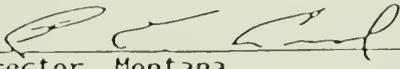
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Date

  
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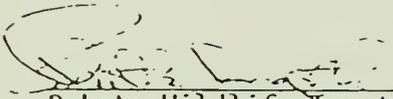
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Commissioner, North Dakota  
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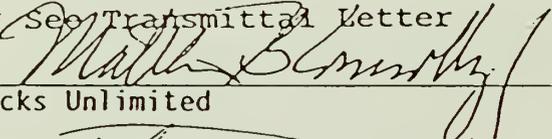
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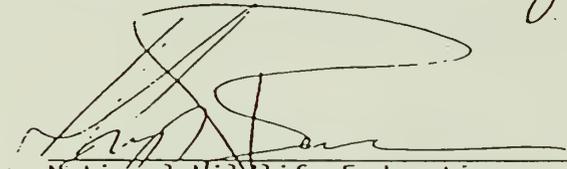
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Dakota Wildlife Trust

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\* See Transmittal Letter  
  
Ducks Unlimited

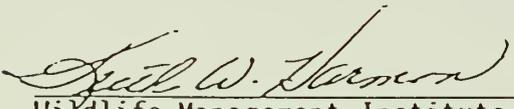
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National Wildlife Federation

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The Nature Conservancy

MAY 2, 1989  
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Wildlife Management Institute

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## EXECUTIVE SUMMARY

The Prairie Pothole Region of the north central United States and south central Canada is the most important waterfowl producing region on the continent, generating almost half of North America's ducks. Nearly 15 percent of the continental population comes from the U.S. Prairie Pothole Region (Montana, the Dakotas, Minnesota, and Iowa). In pristine times, millions of small wetlands, mostly surrounded by grasslands, provided ideal habitat and waterfowl populations flourished throughout the region.

Since the mid-1950s, duck populations have shown sporadic fluctuations related to weather and land use changes. By the mid-1980s, however, breeding populations and fall flights were approximately 30 percent below long-term averages. Much of this reduction can be attributed to habitat loss (including drainage and intensive agriculture) that has reduced the quantity and quality of wetlands and surrounding upland nesting habitat.

Concerned over the decline in duck populations, the United States and Canadian Federal governments developed and signed the North American Waterfowl Management Plan (NAWMP) in 1986. Implementation of the Plan is the responsibility of designated joint ventures, one of which is located in the U.S. portion of the Prairie Pothole Region. Partners in the U.S. Prairie Pothole Joint Venture (PPJV) include Federal and State resource agencies, private organizations, and concerned individuals who have made a commitment to work for the conservation of wetlands and waterfowl.

The NAWMP establishes a continental breeding population goal of 62 million ducks, including 8.7 million mallards and 6.3 million pintails, and a fall flight of 100 million ducks during years of average environmental conditions. These goals are based on average continental duck populations from 1970-79 in surveyed areas.

The annual contribution by the PPJV to the continental breeding population will average 6.8 million breeding ducks, including 1.2 million mallards and 1.1 million pintails, and a fall flight of 13.6 million ducks. Achieving PPJV waterfowl objectives will benefit other game and nongame wildlife species as well as providing significant wetland values to people, including groundwater recharge, water quality, and recreational opportunities.

To achieve the objective of the PPJV, the U.S. Fish and Wildlife Service "Concept Plan for Waterfowl Habitat Protection-Prairie Potholes and Parklands" calls for the permanent protection and improvement of 1.1 million acres in the U.S. Prairie Pothole Region over the next 15 years. These acres are in addition to those protected prior to 1985. In addition to this long-term habitat protection effort, 5.0 million acres of habitat on private land will be sustained using consecutive short-term agreements with landowners.

Priority actions and emphasis of the PPJV will include strategies to protect, enhance, restore, create, and manage habitats for multiple wildlife and human benefits. The PPJV will seek to build a strong constituency among landowners, citizens, and nontraditional partners in wildlife conservation efforts. Programs that combine profitable agriculture with wetland values and abundant wildlife will be given major emphasis and support. Strategies will consist of the following:

1. Manage existing and newly acquired public land to increase waterfowl production and other wildlife and wetland values
2. Develop and sustain habitat on private land to increase waterfowl production and other wildlife and wetland values
3. Develop a communication/education program that will inform and educate private landowners and targeted audiences regarding the multiple values of wetlands
4. Protect additional habitat using fee title acquisition and perpetual easements
5. Strengthen and enforce Federal and State laws and regulations concerning wetlands, and
6. Minimize loss of adult ducks and broods by reducing physical and environmental hazards

The cost to implement the strategies described is estimated at \$37 million per year during the next 15 years. These costs will be shared by Federal and State agencies, private organizations, and individuals dedicated to achieving the objectives of the PPJV.

Initial planning for the PPJV will focus on waterfowl objectives, habitat protection strategies, and building a broad partnership in the U.S. Prairie Pothole Region. Future emphasis will include expanded wetland and upland habitat initiatives, (including integration of Section 404 of the Clean Water Act), protection of priority wetlands under the Emergency Wetlands Resources Act, and stressing wetlands protection in future farm programs.

The PPJV Implementation Plan will be updated with scheduled NAWMP revisions or as otherwise appropriate. Such updates will be at least at 5-year intervals beginning no later than 1993.

## INTRODUCTION

The North American Waterfowl Management Plan (NAWMP) was signed on May 14, 1986, by the United States and Canada. Recognizing that waterfowl populations are an indicator of environmental health, the Plan provides a framework for recovery of declining waterfowl populations, and reversing overall wetland destruction. Specific objectives are to increase and restore duck populations to the levels averaged in the 1970's, i.e., 62 million breeding ducks and a fall flight of 100 million ducks. Broad strategies outlined in the Plan to achieve these objectives involve reversing destruction of habitat. The Plan recommends joint ventures as a means for governments, private organizations, and individuals to cooperate in the planning, funding and implementation of projects to conserve and enhance waterfowl habitat.

The Prairie Pothole Region (Figure 1), was identified in the NAWMP as a priority waterfowl breeding area. The United States portion of this region (Figure 2) has been identified as one of the six initial joint ventures.

In late 1987, the U.S. Prairie Pothole Joint Venture (PPJV) Steering Committee was organized to refine waterfowl population objectives and habitat protection and enhancement needs. The Steering Committee consists of Federal and State wildlife agencies, private organizations, and individuals with management responsibilities for, and interest in, the prairie pothole waterfowl resource. Appendix A provides a brief description of roles and responsibilities in the joint venture.

Prior to the establishment of the PPJV, the U.S. Fish and Wildlife Service had directed the Region 6 Regional Office to prepare a "Concept Plan for Waterfowl Habitat Protection" for the U.S. Portion of Prairie Potholes and Parklands. This plan was finalized and distributed to all PPJV members in June 1988, and has served as a basic document for framing the overall design of the PPJV.

The Concept Plan provides a detailed description of prairie pothole habitat, including waterfowl use, benefits to other species, and habitat protection strategies. It recognizes that habitat protection alone (fee title or easement) will not provide enough waterfowl habitat to meet population objectives. The Concept Plan clearly identifies that the cooperation of private landowners and other government agencies that influence land use is essential to successfully restoring waterfowl populations.

The PPJV Plan is a step-down of the NAWMP, providing the necessary detail on goals, objectives, strategies, and tasks needed to meet the established levels for mallards, pintails, and other duck species. While geese and swans are not specifically addressed in the PPJV Plan, the strategies and actions as implemented, will complement overall management for these species. Basic descriptions of habitat, waterfowl use, benefits to other species and emphasis on private landowner cooperation is found in the Concept Plan and therefore not reiterated as part of the PPJV Plan. The "Central Flyway Mallard Management Plan," March 1985 also provides background information for the PPJV Plan.

Further stepping down of the process to State and local levels will be achieved through the preparation and implementation of PPJV State Action Plans and Project Plans. Specific guidance for the development of these plans are found in Appendix B and Appendix C respectively.

Although annual harvest is an important component of the overall waterfowl population equation, this plan addresses only production and habitat issues. Hunting regulations are, and will continue to be, addressed by the existing process for establishing annual hunting regulations.

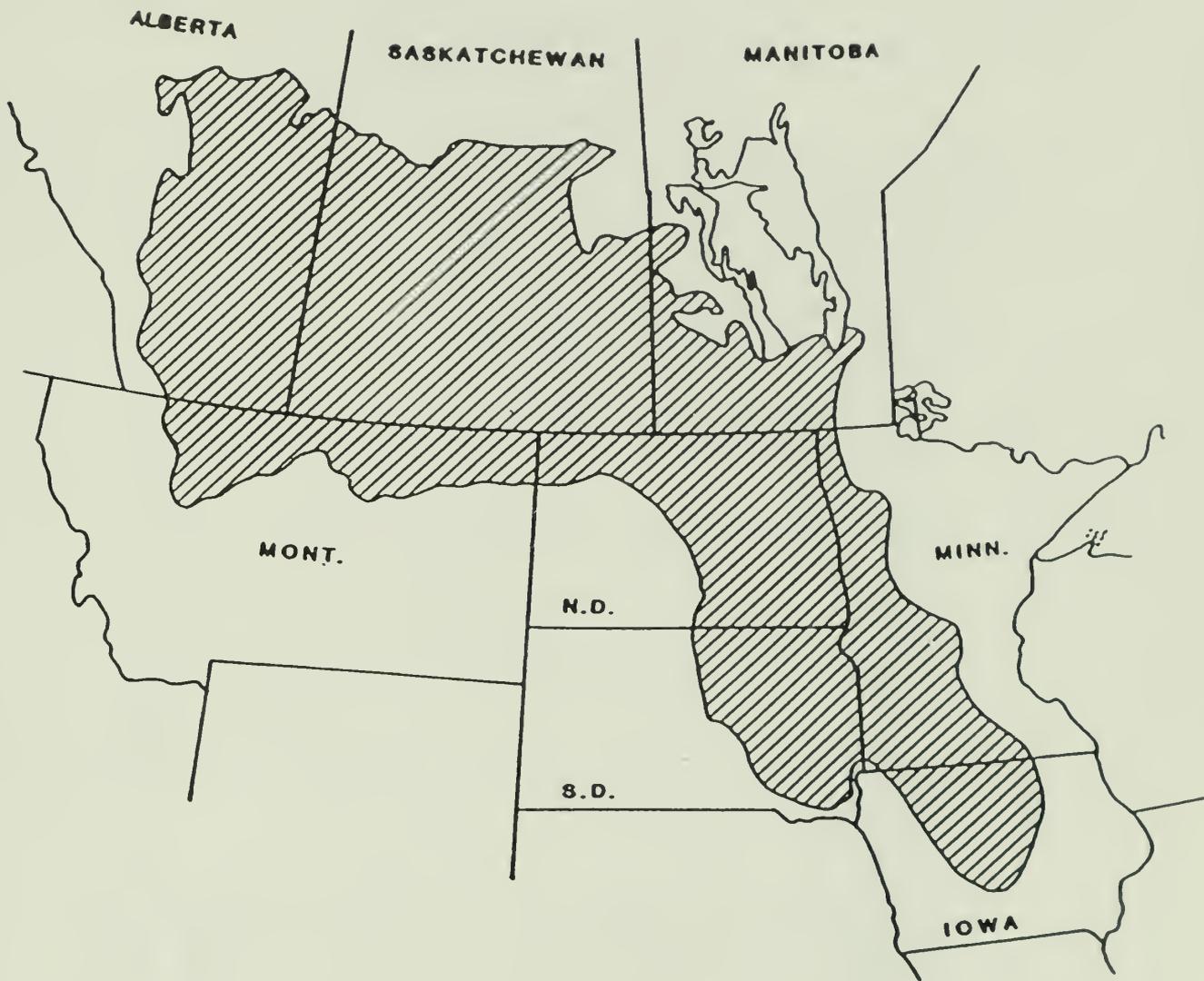


FIGURE 1  
PRAIRIE POTHOLE REGION

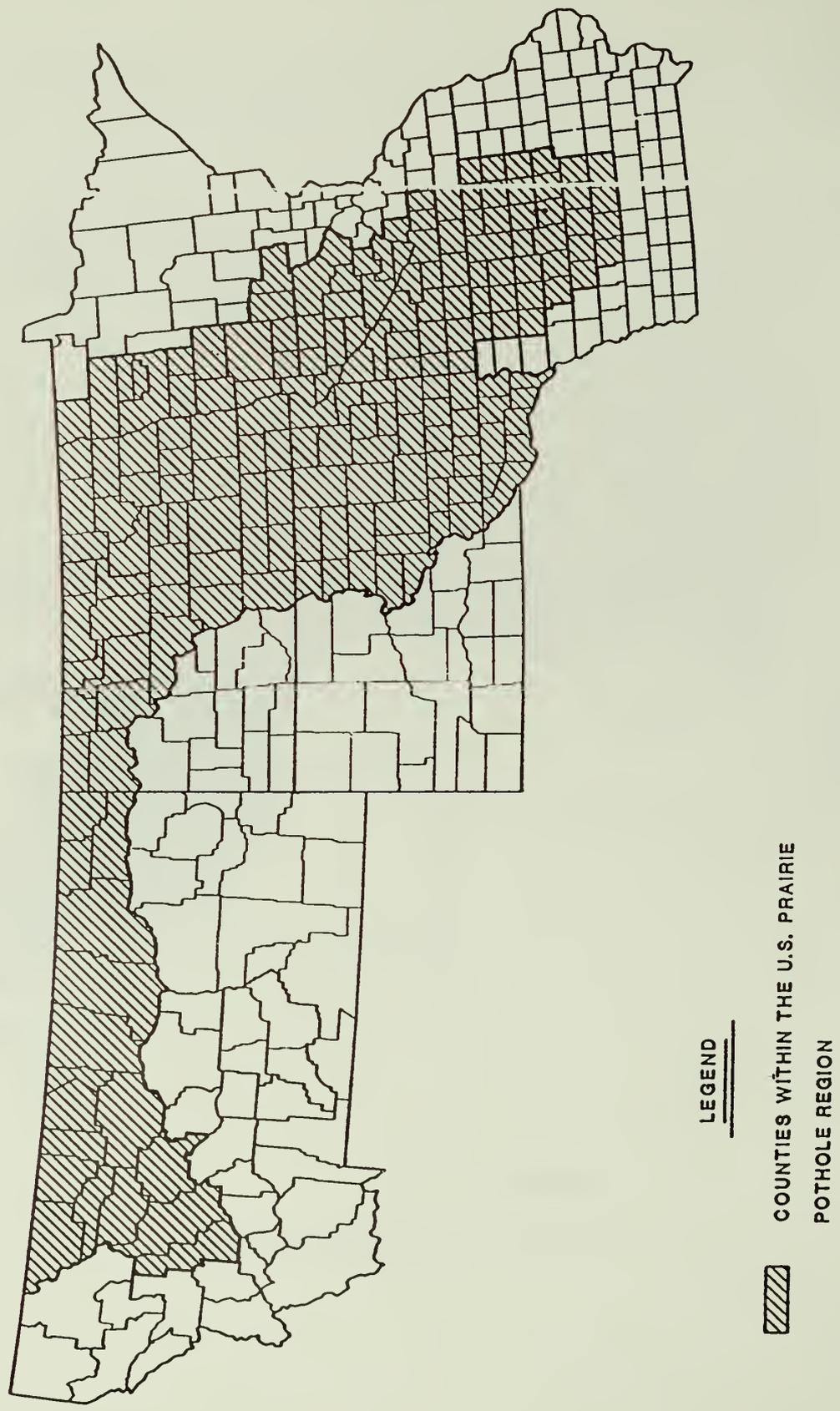


Figure 2: U. S. Portion of the Prairie Pothole Region

## ATTITUDES AND ISSUES

Building a working partnership to reverse declining waterfowl populations and increasing loss of habitat is a big challenge. Attitudes, ideas, and ways of doing business must be integrated to form a sense of purpose and direction that all involved can support. Public and private agenda must sometimes be negotiated, reformed, or redirected to complement the "big picture."

Issues such as refuge revenue-sharing, obtaining Governor's approval for fee title land acquisition, lack of funding, and on-going habitat degradation create roadblocks and frustrations. Still, in creating and maintaining a "joint venture," resource issues that are common to us all can be addressed. It is some of the less obvious questions and concerns that will, in the end, make or break the partnership . . .

1. How to build a spirit of cooperation, and most importantly, trust between partners in the Prairie Pothole Joint Venture (PPJV)?
2. How to change traditional waterfowl management philosophy from strictly habitat management on public land to management on public and private lands?
3. Where to find funding for the nontraditional approaches of paying landowners to conserve wildlife?
4. How to build trust between landowners and wildlife agencies?
5. How to change public attitudes regarding wildlife management and find a balance with agricultural economics?

The fact that the NAWMP was conceived and implemented is evidence that business as usual is inadequate. The actual function of habitat protection and management may not change significantly, but the manner in which wildlife management is conducted MUST change.

State wildlife agencies and the Fish and Wildlife Service must realign traditional programs and attitudes to bring about a more effective coordination of management efforts. NAWMP provides the opportunity for new ways of "doing business" through partnerships at all levels. Traditional program activities, as well as new initiatives, must not be allowed to become or remain separate and distinct undertakings. They should be integrated as a total package, reflecting strong commitments to meeting NAWMP objectives.

More dollars and personnel have been expended on waterfowl than any other migratory bird species in this century. In spite of this effort, duck populations are in severe decline. The answer perhaps, lies not in what has been done, but in what has not been done.

Public apathy, lack of public support for wildlife protection, and overall public attitudes regarding wildlife management agencies and programs are part of the problem. As biologists, we simply have not heeded the maxim that "10 percent of wildlife management is biology, the other 90 percent is people management." Our public relations and education programs are generally poorly developed and supported, our "outreach" efforts few, if attempted at all, and our style tends towards the dominant and conflictive when dealing with "the public." We have limited our audiences to those with whom we feel most closely allied--hunters, fishermen, and of late, birdwatchers. Bring up the "animal rights" groups as a potential partner and our reaction is an immediate negative.

Regardless of which habitat programs or projects are funded, or how many paper or electronic ducks we produce, the long-term success of the PPJV will depend on building a strong constituency among landowners, local politicians, local citizens, and local joint venture cooperators. Additional partners must include nontraditional audiences and corporate support. PPJV partners must understand regional socio-economic needs and find ways to integrate agriculture, economic development, and wildlife. We cannot receive community support if we are unwilling to negotiate. We must find common ground and winning solutions for all the players.

The priority of building a broad constituency and changing public attitudes must move from a "should do" priority to a "must do" priority. For the last half-century, wildlife agencies have known that people are an important component of the conservation equation. Yet, we reluctantly recognize that fact publicly, and rarely actually "do" anything to change the status quo.

Conservation programs do work that involve landowners, the local community, wildlife agencies, other land management agencies, politicians, a variety of conservation groups, and civic groups. Critical to our success in the PPJV are clearly defined goals and objectives, a willingness to work with local communities and interested parties, an ability to motivate action and support, and an ability to demonstrate that we are concerned for people's as well as wildlife's needs.

The PPJV as a component of the NAWMP, has an unparalleled opportunity to create a legacy of wildlife and wetland habitat for the Prairie Pothole Region. It is an unprecedented cooperative effort of diverse groups, agencies, and interests that have come together in a common cause to reverse declining duck populations. Given that nontraditional beginning, we can hope that new ideas and strategies will be developed and implemented. The face of the Prairie Pothole Region is rapidly changing. The future of wildlife, and particularly ducks, in the region may partially lie in our ability to meet and constructively address those changes.

## GOALS, OBJECTIVES, AND STRATEGIES

THE GOAL OF THE PRAIRIE POTHOLE JOINT VENTURE (PPJV) IS TO INVOLVE THE PUBLIC IN A BROAD-SCALE UNIFIED EFFORT TO INCREASE WATERFOWL POPULATIONS BY PRESERVING, RESTORING, CREATING, AND ENHANCING WILDLIFE HABITAT IN THE PRAIRIE POTHOLE REGION OF THE UNITED STATES.

This effort involves not only the preservation of wetland and upland habitats, and the fish, plant life, and wildlife they support, but also initiating actions that address broader concerns for soil and water conservation. The goal, while intended to enhance all aspects of the natural environment, will strive to strike a balance with socio-economic development in the region.

The PPJV provides a framework for waterfowl conservation in the Prairie Pothole Region. Although its primary objective is waterfowl, numerous other ecological, social, and economic benefits will accrue locally and nationally.

The Migratory Bird Management Office, Fish and Wildlife Service, estimates there are over 800 migratory nongame bird species in North America, of which 225 breed in the Prairie Pothole Region. A number of these species are in severe population declines and are of particular interest to the PPJV. Over 60 percent of all adult Americans actively participated in nonconsumptive wildlife related activities in 1985, indicating a substantial national interest in migratory nongame species that depend on this region for a portion of their life cycle.

The strategies outlined in this plan provide general guidance for future management actions that will benefit at least 10 key duck species as well as migratory nongame birds that breed in the Region; contribute towards countless hours of consumptive and nonconsumptive wildlife related activities; and contribute millions of dollars to regional, national, and international economies. Through the step-down planning process, State Plans will include those strategies and action items for implementation that are most appropriate for each respective State within the PPJV area.

OBJECTIVE            MAINTAIN AN AVERAGE BREEDING POPULATION IN YEARS OF AVERAGE ENVIRONMENTAL CONDITIONS OF 6.8 MILLION DUCKS (1.2 MILLION MALLARDS AND 1.1 MILLION PINTAILS) AND 13.6 MILLION DUCKS IN THE FALL FLIGHT BY THE YEAR 2000.

This objective is based on the average duck populations from 1970-79 in the U. S. Prairie Pothole Region surveyed areas. A recruitment rate ranging from 1.25 fledged immatures per breeding female, at 25 percent nesting success, to 2.0 at 50 percent nesting success is necessary to meet this objective. Progress towards this objective will be measured based on a 5-year running average.

Strategy A-1 Increase duck breeding populations and recruitment on existing and future public land held in fee title by:

- a. increasing wetland acreage using level ditching, dredging, water level control, creating new wetlands, and restoring drained wetlands;
- b. cooperating with Bureau of Land Management, U.S. Forest Service, Bureau of Reclamation, U.S. Army Corps of Engineers, State Land boards, Bureau of Indian Affairs, and other Federal and State land managing agencies to improve wetland and upland habitat (i.e., benefiting wildlife through delayed haying, reduced grazing, reduced chemical use, etc.);
- c. optimizing upland and wetland cover by selective use of haying, grazing, burning, mechanical and chemical control, and other methods;
- d. removing predators from islands;
- e. constructing predator fences and removing predators from within the enclosed protected areas;
- f. installing nesting structures;
- g. constructing islands in newly created or restored wetlands wherever cost effective;
- h. planting brush cover on islands to reduce avian predation and maximize nest densities;
- i. developing and implementing programs to manage shallow-water lakes for waterfowl production, resting, and feeding areas.

Rationale (A-1): Intensive management of lands under public control is imperative to realizing population goals. Actions listed include a variety of techniques which, to date, offer proven opportunities to increase production on intensively managed areas in the Prairie Pothole Region. These actions are intended to increase waterfowl nesting success to 50 percent (Mayfield) during years of normal wetland conditions. ("Mayfield" is a technique for estimating nest success based on the estimated daily survival for the interval that nests are exposed to risk or loss).

Strategy A-2 Manage and develop an additional 5.0 million acres\* of habitat on perpetual easement and other private land using short-term management agreements that will maintain soil stability, agricultural economies, and increase waterfowl productivity. These agreements will involve the following:

- a. restore wetlands;
- b. create new wetlands (stockponds, dams, etc.);
- c. develop wetlands by dredging, level ditching, low level diking, etc.;
- d. manipulate marsh vegetation;
- e. manipulate water levels utilizing control structures;
- f. manage grazing;
- g. delay hay cutting;
- h. promote no-till farming;
- i. plant cover crops on annual set-aside acres;
- j. establish perennial nesting cover;
- k. plant winter wheat and other fall-seeded crops as opposed to spring-seeded crops;
- l. conduct selective controlled burns to enhance nesting cover;
- m. manage predators on islands;
- n. construct predator fences where appropriate; and
- o. install nesting structures.

\* These lands may be over and above the 1.1 million acres referred to in Strategy A-4; however, there will be some acreage duplication because some management agreements will overlay on perpetual easement lands.

Rationale (A-2): It is recognized that the majority of duck production occurs on private land. These techniques are intended to maximize waterfowl production and increase nesting success to 25 percent (Mayfield) within the confines of operating profitable agriculture on private land. These short-term incentive programs should be coupled with long-term habitat protection strategies. Together, they will provide adequate compensation to landowners and provide an economic alternative to intensive farming or grazing.

- Strategy A-3     Involve the public and land management agencies in a broad-scale unified effort to induce positive, long-term changes in land use on private and public lands that will benefit waterfowl and other wildlife:
- a.    develop and implement the PPJV Communications Strategy and Action Items (Appendix F);
  - b.    implement a technical assistance and environmental education program in cooperation with Soil Conservation Service Districts and State Extension Services;
  - c.    utilize sportsman's clubs and other private wildlife groups to initiate wildlife projects on private land;
  - d.    discourage wetland drainage and destruction of upland cover;
  - e.    change tillage, mowing, pesticides use, and other farming techniques and timing of operations to make them less detrimental to nesting ducks and other wildlife;
  - f.    reduce or eliminate exposure to contaminants by increasing public and chemical applicator awareness as to problems created by certain chemicals and the improper application of others, and by cleaning up major sources of contaminants that affect wetlands.

Rationale (A-3): "As sustainable development and conservation of biological diversity have arisen as important issues for the 1980's, it has become increasingly clear that economic and social progress must be built on a development strategy that manages natural resources to ensure their long-term availability. In most cases, effective resource management depends on the support and cooperation of an informed and motivated public." (Field Manual for International Resource Development)

While the above quote is taken from a field manual for international resource development, its message is equally applicable to the PPJV. An informed public--both internal and external, is vital to the success of the PPJV and our ultimate goal--waterfowl and wetlands.

Strategy A-4 Create, restore, and protect a minimum of 1.1 million additional acres of habitat in perpetuity with a 3:1 upland cover to wetland ratio by the year 2000. These acres are in addition to those protected prior to 1985.

- a. Acquire fee title to an additional 610,000 acres to protect and create wetland and upland habitats for intensive wildlife management.

Rationale [A-4(a)]: The acquisition of land in "fee title" is usually the most secure method of ensuring wetland and upland cover protection. Long-term intensive management is critical to achieve maximum duck recruitment to maintain populations at objective level. The preservation and management of prairie grasslands in association with wetlands is also critical to population maintenance of migratory nongame species, including threatened and endangered species. Permanent protection and management will play a key role in the Region's hydrologic cycle--lessening flood damage, recharging and purifying groundwater, reducing erosion, filtering sediments, and abating pollution.

- b. Protect habitat on an additional 490,000 acres of private land to increase waterfowl production and recruitment using perpetual wetland, flowage, and grassland easements to the extent possible:
  1. protection of existing wetlands;
  2. restoration of wetlands;
  3. creation of wetlands;
  4. development of semi-permanent wetlands for brood habitat; and
  5. protection of existing grassland and Conservation Reserve Program (CRP) and Water Bank lands adjacent to wetland complexes.

Rationale [A-4 (b)]: Perpetual conservation easements can preserve wetlands and prairie grasslands at a lower cost and without many of the management and political problems that may accompany fee title acquisition. Since most of the region is in private ownership, strategies should be implemented to assure long-term protection on private land. Restoring and creating wetlands, where feasible, to increase the quality and

quantity of the wetland resource base, is particularly important where a lack of semi-permanent brood-rearing habitat is limiting duckling survival. A portion of the associated grasslands enrolled in U.S. Department of Agriculture set-aside programs, and other private grasslands, need to be perpetuated.

- Strategy A-5 Protect existing waterfowl habitat and mitigate for losses through Federal and State regulations (See Appendix G for list of laws) by:
- a. strengthening existing wetland protection and drainage laws;
  - b. promoting enforceable wetland legislation in States where it does not currently exist;
  - c. increasing enforcement efforts of Federal and State laws;
  - d. strengthening coordination with regulatory agencies to assure that wetland mitigation and enhancement features are incorporated in all appropriate projects;
  - e. increasing input into development of future national farm legislation and other activities to increase these programs' continuity related to wildlife habitat issues;
  - f. promoting a national no-net-loss program for wetlands.

- Strategy A-6 Minimize loss of adult ducks and broods by:
- a. controlling disease outbreaks where practical;
  - b. minimizing exposure to toxicants by:
    1. providing information on alternatives to highly toxic pesticides through an educational program targeted at aerial applicators, retailers, and users.
    2. requiring the use of nontoxic shot for waterfowl hunting;
    3. properly flagging and skimming oil field pits to minimize accidental exposure of waterfowl;
  - c. reducing losses from physical hazards such as power lines crossing wetlands, etc.; and
  - d. emphasizing development and management of wetland and upland complexes to minimize loss of hens and broods to predation.

## PRIORITY ACTIONS 1988-93

This chapter lists tasks (actions) that should be accomplished during the first five years of the PPJV program. The list should be recognized as flexible, and not all inclusive, since the future is uncertain and subject to change.

Partners in the PPJV recognize that large amounts of additional fee title acquisition will not be readily accepted by some publics within the five-State region; however, some additional acquisition is planned. It is further recognized that the majority of waterfowl and other wildlife depend on private lands for most of their needs. Hence, future PPJV habitat programs will focus on increasing waterfowl production and other wildlife benefits on existing public land using intensive habitat management practices; secondly, the program will attempt to increase wetlands and other wildlife habitat on private land, and finally, the program will protect and intensively manage additional habitat using traditional fee title land acquisition.

The Joint Venture will accomplish the following actions by 1993. These actions are grouped into general categories for easy identification and reading. Actions have been assigned an implementation or completion date reflecting relative priority.

### PLANNING AND EVALUATION

- o State Directors, acting through the State Action Groups will complete State Joint Venture Plans by the end of calendar year 1989. These Plans will step-down North American Waterfowl Management Plan (NAWMP) objectives to specific actions at the State level. Project Plans developed after 1990 will utilize the Mallard Model as a tool to develop and evaluate habitat protection and enhancement strategies. (Reference--All strategies)
- o Fish and Wildlife Service (FWS) Regional Directors and State Directors will ensure that PPJV plans are integrated into FWS and State day-to-day waterfowl resource management activities. These plans should not be allowed to become an entity unto themselves, but rather must be effectively integrated with existing management. FWS Regional Directors and State Directors will assign responsibility within their respective agencies to carry out the details of the PPJV Plan, State Joint Venture Plans and Project Plans. (Reference--All Strategies)
- o. FWS Regional Directors will continue to develop and implement a computerized modeling technique (Mallard Model) for planning use beginning in 1990 and operational use by Project Leaders beginning in 1991. State wildlife agencies will begin to collect the resource inventory data for priority projects during 1989. This technique will help waterfowl managers determine which management tools have the most potential to produce the most ducks and at what cost. (Reference--Strategies A-1, A-2, and A-4)

- o. FWS Regional Directors with assistance from the U.S. NAWMP office will develop a computer data base by 1990 to track habitat protection and enhancement accomplishments. (Reference--Strategies A-1, A-2, and A-4)
  
- o FWS Regional Directors, with assistance from the Waterfowl Technical Committee, will participate in developing an evaluation system by 1991 that relates habitat objectives and PPJV accomplishments toward waterfowl objectives. This effort will be closely coordinated with the Migratory Bird Management Office-Washington and the U.S. NAWMP office. (Reference--Strategies A-1, A-2, and A-4)
  
- o FWS Regional Directors will produce and digitize final National Wetland Inventory wetland maps of the Prairie Pothole Region from corrected photo enlargements by 1993. (Reference--Strategy A-5)

#### MANAGE AND ENHANCE PUBLIC LANDS

- o FWS Regional Directors will enact cooperative agreements with appropriate Federal land management agencies within each State beginning in 1989. These agreements will provide for improving land management practices to enhance wetlands and uplands for waterfowl and other wildlife species on Federal land. They should include, but not necessarily be limited to, the following agencies where appropriate: Bureau of Land Management, Bureau of Indian Affairs, Bureau of Reclamation, U.S. Army Corps of Engineers, U.S. Forest Service, and Federal Highway Administration. (Reference--Strategy A-1 and A-6)
  
- o State Directors will enact cooperative agreements with State land management agencies and other appropriate PPJV partners in their respective States beginning in 1989. These agreements will provide for improved land management practices to enhance wetlands and uplands for waterfowl and other species on State lands. Agreements with the following agencies should include, but not necessarily be limited to the following: State Land Board, State Forestry Department, State Parks Department. (Reference--Strategy A-1 and A-6)

### MANAGE AND ENHANCE PRIVATE LANDS

- o FWS Regional Directors will implement a private lands program that will be fully operational and funded by the end of FY-1991. This program will include wildlife extension and technical assistance to landowners willing to develop wetland and upland habitat and water quality projects on 350,000 acres of private land each year (5,000,000 over 15-year period). It will involve an additional 28 FTE's and cost an estimated \$7.0 million per year. An educational program targeted at pesticide aerial applicators, retailers, and landowners should be a component of this program. (Reference--Strategies A-2, A-3, and A-6)
  
- o State Directors, acting through the State Action Groups, will enlist the cooperation of Agricultural Stabilization and Conservation Service, Soil Conservation Service, and State Extension Service at State and County levels, and formulate a Memorandum of Understanding with those parties to enlist their cooperation in joint venture habitat projects by 1991. (Reference--Strategies A-2, A-3, and A-6)

### COMMUNICATION/EDUCATION

- o State Directors and FWS Regional Directors, acting through the State Action Group, will activate a citizen participation program in each State by 1990 with the intensity deemed appropriate by the State Action Group. The State Action Group, through its multi-disciplinary membership, will serve as the core support group and facilitator for PPJV programs and projects. (Reference--Strategy A-3)
  
- o Conservation organizations, acting through the State Action Group, will develop and implement a strategy by 1990 for periodic communications with local Congressional delegations and State legislators regarding activities of the PPJV, including coordination with agricultural policies, water management projects, refuge revenue sharing, and other related PPJV issues and concerns. (Reference--Strategy A-3)
  
- o The PPJV Communication Strategy and Action Items will be activated by joint venture partners in accordance with the schedule outlined in Appendix F. (Reference--All Strategies)

## LAND ACQUISITION

- o Federal, State, and private organizations will collectively protect 74,000 acres of wetland and associated upland habitat each year using fee title (41,000 acres/year) and perpetual easement (33,000 acres/year) acquisition in accordance with a 3:1 upland/wetland ratio described in the objectives shown in Appendix H. (Reference--Strategy A-4)
- o FWS Regional Directors will coordinate the identification of priority wetland projects that qualify for State Comprehensive Outdoor Recreation Plan (SCORP) cost-sharing (LWCF) under the Emergency Wetlands Resources Act. At least one new project will be proposed and funding requested each year in each State beginning in 1990. (Reference--Strategy A-4)

## FUNDING

- o The Nature Conservancy, Ducks Unlimited, Inc., National Wildlife Federation, Dakota Wildlife Trust, and other private organizations represented within the PPJV will raise private funds for expenditures in 1989 and subsequent years for projects approved by the PPJV Steering Committee. (Estimated \$11.6 million per year). (Reference--Strategies A-1, A-2, A-3, A-4, and A-6)
- o Beginning in 1989 and each year thereafter, State Directors will seek funding from the State legislature to enhance new and existing State programs for priority PPJV projects and activities. (Estimated \$8.3 million per year). (Reference--Strategies A-1, A-2, A-3, A-4, and A-6)
- o Beginning in 1989 and each year thereafter, FWS Regional Directors will request additional funds from Congress through the Service's budget process for priority PPJV projects and programs. (Estimated \$17.6 million per year). (Reference--Strategies A-1, A-2, A-3, A-4, and A-6)

## LEGISLATION/REGULATION

- o Each State Action Group shall review current State wetland legislation and if appropriate, initiate needed wetland legislation by 1993. This legislation should clearly establish a wetland protection policy that guides all government and private programs affecting wetlands. The legislation should establish an effective and enforceable no-net-loss of the State's remaining wetlands, and create and restore wetlands, where feasible, to increase the quality and quantity of the State's current wetlands resource base. (Reference--Strategy A-5)

- o Conservation organizations will provide the leadership to influence future agricultural legislation, particularly the Farm Bill, to secure additional program benefits for wildlife.  
(Reference--Strategy A-5)
  
- o FWS Regional Directors, with assistance from the Revenue-Sharing Committee, will seek to resolve the existing problems with refuge revenue-sharing payments to counties by 1991.  
(Reference--Strategy A-4)

The following two priority actions encompass more than one of the above-mentioned categories and, therefore, are listed separately:

- o FWS Regional Directors and State Directors annually will schedule needed water development and other specific habitat projects on existing and newly acquired public lands and private lands with management agreements held by wildlife agencies. These projects will be coordinated with Ducks Unlimited and others for funding and implementation. (Reference--Strategy A-1, and A-2)
  
- o The first stage habitat projects in each State are Comertown--MT; Chase Lake Prairie--ND; Lake Thompson--SD; Heron Lake--MN; 4-County-IA. These priority projects should show notable accomplishments by 1991. To the extent possible, available habitat protection and enhancement funds from all joint venture partners should focus in these and other PPJV project areas identified in State Joint Venture Plans and Project Plans.  
(Reference--Strategies A-1, A-2, A-3, A-4, and A-6)

## FUNDING

Financing wetland habitat protection and enhancement programs in the United States traditionally has been provided by the U.S. Fish and Wildlife Service (FWS) and State wildlife agencies. While other State and Federal lands provide an abundance of wildlife habitat, few other resource agencies have undertaken management practices specifically to improve habitat for waterfowl. In recent years, however, private conservation organizations, trusts, and foundations have developed funding sources of significant magnitude to help preserve wetlands and additional wildlife habitats.

Responsibilities for achieving the PPJV actions, strategies, and objectives identified in previous chapters must be shared by Federal and State governments and nongovernmental organizations who are the principal partners in this Joint Venture. Costs of achieving these objectives greatly exceed the levels currently budgeted by States and FWS, and major budget increases probably should not be anticipated in the near term. One of the primary sources of increased funding for this plan must be through private organizations and individuals who enjoy and benefit from the consumptive and nonconsumptive uses of wildlife.

An article in the September/October 1988 Ducks Unlimited (DU) magazine (pages 81-84) shows the level of commitment that DU has made to the North American Waterfowl Management Plan--one that is a model for government and other nongovernment organizations alike. "No matter the hard work or good intentions, the (North American Waterfowl Management Plan) Plan can go nowhere without funding . . . DU is rising to this monetary challenge by offering a challenge of its own. Over the next 15 years, DU's Challenge Plus Program intends to expend \$300 million for Plan projects (U.S. and Canada). This money will be in addition to the \$500 million DU plans to invest in its ongoing habitat programs in North America over the same time period. This is a total of \$800 million, more than any organization or government body has ever committed to waterfowl conservation."

Fund raising will be a responsibility at all levels within the structure of the North American Plan organization. State wildlife agencies, FWS, and other Federal agencies must pursue new funding to enhance existing budgets for their respective new and existing programs. Private organizations must assist with promoting these budgets through Congress and the State legislatures. Furthermore, they must also strengthen private fund raising capabilities to generate additional new dollars. A major new initiative is required on all fronts to capture public support for soil, water, and wildlife conservation measures and provide the funding support that will guarantee success.

The future estimated annual financial needs for the PPJV are summarized in Table 1. These fund estimates DO NOT include existing base operating and management funds currently received by State and Federal agencies. They reflect only future annual funding increases needed to protect and enhance additional habitats, and bring current managed lands up to full wildlife production potential.

TABLE 1. FUTURE ANNUAL FUNDING NEEDS

HABITAT ENHANCEMENT ON EXISTING AND NEWLY ACQUIRED PUBLIC LAND<sup>1</sup> (Strategy A-1, A-6)

Existing Land (2.9 million acres):	<u>Est. Cost</u>	<u>Probable Funding Source</u>
Operations and Maintenance-Deficit	4.0 million	
Enhancement and Development	3.0 million	
<b>Newly Acquired Lands (74,000 acres/yr:</b>		
Initial Seeding, fences, etc.— Fee Title	2.5 million	
Maintenance and Enforcement (Fee title (\$10/ac) and Perpetual Easement (\$2/ac) <sup>2</sup>	0.5 million	
<b>Subtotal</b>	<b>10.0 million</b>	}FWS-55% }States-15% }Private-30%

HABITAT ENHANCEMENT ON PRIVATE LAND—350,000 acres/year (Strategy A-2, A-5, A-6)

<b>Wildlife Extension/Technical</b>		
Assistance	1.7 million	
Agreements/Leases <sup>3</sup>	5.3 million	
<b>Subtotal</b>	<b>7.0 million</b>	}USDA-30% }FWS-25% }States-25% }Private-20%

COMMUNICATIONS PRODUCTS—5 STATES (All Strategies)

<b>Subtotal</b>	<b>0.25 million</b>	}FWS-33% }States-33% }Private-33%
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LAND ACQUISITION—75,000 acres/year (Strategy A-4)

Fee title and Perpetual Easement (Appendix H)	20.4 million	}FWS-50% }States-14% }Private-31% }Other-5%
<b>GRAND TOTAL</b>	<b>37.65 million</b>	}FWS-47% }States-22% }Private-31%

<sup>1</sup> The magnitude of the potential on non-FWS public land is not known. Figures include existing deficit for Refuge Revenue-Sharing but not future estimates for new lands acquired.

<sup>2</sup> Based on average operating and maintenance (O&M) costs for FWS land. Acreage: 41,000 acres fee title per year and 33,000 acres of perpetual easement per year.

<sup>3</sup> These costs include construction, development, and habitat enhancement costs, including lease payments.

Of the costs listed above, obtaining the \$7.0 million annually for a program to enhance habitat on private land (Strategy A-2) will be the most important to the overall success of the entire PPJV program. Its importance lies in the fact that incentives to sustain habitat on private land are necessary to meet waterfowl objectives, but more importantly, working closely with private landowners will help gain public and landowner support for other habitat programs, particularly the land acquisition program.

Wildlife and wildlife habitats are important but often overlooked components of the nation's farm policy. Initiatives discussed in the 1985 Farm Bill to promote soil conservation and reduce agricultural contamination of wetlands and groundwater, as well as other legislative initiatives, have enormous potential to benefit wildlife populations.

There is a great need to combine U.S. Department of Agriculture programs with long-term habitat protection programs supported by the Fish and Wildlife Service and State wildlife agencies. The Extension Service, Soil Conservation Service, County and State Agricultural Stabilization and Conservation Service, and wildlife agencies all have a wildlife network to work with private lands, but most are poorly funded compared to agricultural production programs. Redirecting funds for the existing programs could increase the ability of these agencies to reach landowners with wildlife habitat incentives. Federal and State support through appropriation of funds is needed for these programs. Combining these programs with long-term protection programs will ensure the success of achieving multi-purpose soil, water, and wildlife objectives.

## EVALUATION OF THE PRAIRIE POTHOLE JOINT VENTURE

The PPJV is a complex undertaking that will require intensified effort and cooperation from diverse governmental entities and private conservation organizations if it is to succeed. The waterfowl objectives detailed in this plan cannot be met without active participation by all partners in the activities of accelerated fund raising, land acquisition/protection, and intensified land management. In order to assure this continued participation, all parties must have an understanding of the PPJV's accomplishments and how they relate to achieving the plan's objectives. This will require continual evaluation of strategies and achievements.

A habitat protection and improvement data base will be established and updated annually. The data base will include facts and figures such as:

Acres of wetlands and uplands acquired in fee title.

Acres of privately-owned wetlands and uplands protected through perpetual or other long-term easements.

Acres of private land enhanced through short-term management agreements.

Habitat improvements on new or existing wetlands and uplands managed for waterfowl production: dikes, water control structures, nesting structures, predator barriers, acres of nesting cover created or improved, etc.

These items are tangible evidence that the PPJV is progressing towards its objectives and will serve as a rallying point to sustain interest in the program.

Of greater importance to waterfowl populations, however, is the evaluation of actual gains in waterfowl recruitment that result from habitat protection and improvement strategies. No matter how successful the efforts to meet the fund-raising objectives of this plan, funding and manpower to carry out activities will be at a premium. Dollars should be directed to those projects that produce the waterfowl necessary to reach NAWMP's breeding and full flight population objectives. To guide decision-making, the Fish and Wildlife Service's Mallard Management Model, or derivations of it, should be used to select management options that maximize production of target waterfowl species. Because of the diversity of land-use practices and waterfowl habitat found in the prairie pothole region, models will have to be developed for each ecological subregion. Evaluation of the plan can be accomplished by measuring actual gains in recruitment that result from activities suggested by the model.

Evaluation of waterfowl recruitment should center on new, restored or improved wetlands and uplands, or specific management practices (e.g., nesting cover establishment, nest structures, predator barriers) implemented as a result of the plan. Evaluations should concentrate on measuring waterfowl production parameters impacted by these practices, such as breeding-pair usage, nest

success, hen success, duckling survival, and recruitment. Measurement of incremental gains in recruitment that result will aid in validating the Mallard Management Model and refining it to improve future management decisions.

The PPJV recognizes the importance of and need for, evaluation. It is considered an integral part of the program planning and decision making process of the entire joint venture. However, there can be no meaningful evaluation until sufficient progress towards PPJV goals and objectives has occurred.

The primary thrust of the PPJV during the first five years will be towards implementing plan strategies and accompanying habitat projects, as well as ensuring a strong communications and education program. Concurrently, the PPJV will collaborate with the U.S. NAWMP office and the Migratory Bird Management Office to develop valid evaluation processes and procedures to link habitat requirements with duck populations. Such an evaluation system will most certainly not be operational until after 1991. Progress towards the waterfowl objectives of the PPJV, will, however, be informally monitored throughout the interim period.

## REFERENCES

- Canadian Wildlife Service and U.S. Fish and Wildlife Service. 1986. North American Waterfowl Management Plan. 31 pp.
- Central Flyway Waterfowl Technical Committee 1985. Central Flyway Mallard Management Plan.
- Cowardin, et al, 1988. Application of a Simulated Model to Decisions in Mallard Management. 28 pp.
- U.S. Fish and Wildlife Service. 1988. Concept Plan For Waterfowl Habitat Protection-Prairie Potholes and Parklands (U.S. Portion). 30 pp.
- \_\_\_\_\_, undated, but distributed in 1988. Analysis of Selected Migratory Bird Species Associated with the U.S. and Canadian Prairie Habitat Joint Venture. Unpublished.

## Appendix A

## ORGANIZATION AND RESPONSIBILITIES FOR PLAN IMPLEMENTATION

The Prairie Pothole Joint Venture (PPJV) is a major component of the North American Waterfowl Management Plan (NAWMP) requiring the coordinated commitment of both personnel and funds from participating private organizations and State and Federal agencies. The PPJV involves various groups in its hierarchy of organization (Figure 3). Other organizations and agencies may become involved as general participants in the development of specific projects within each State or as needs arise for additional working committees or specialty team participation.

## PRAIRIE POTHOLE JOINT VENTURE STEERING COMMITTEE

The PPJV STEERING COMMITTEE provides general oversight and guidance for the Joint Venture. It is a broad policy making group, interpreting international goals and objectives for the NAWMP into direction and instruction for the PPJV. Specific responsibilities include:

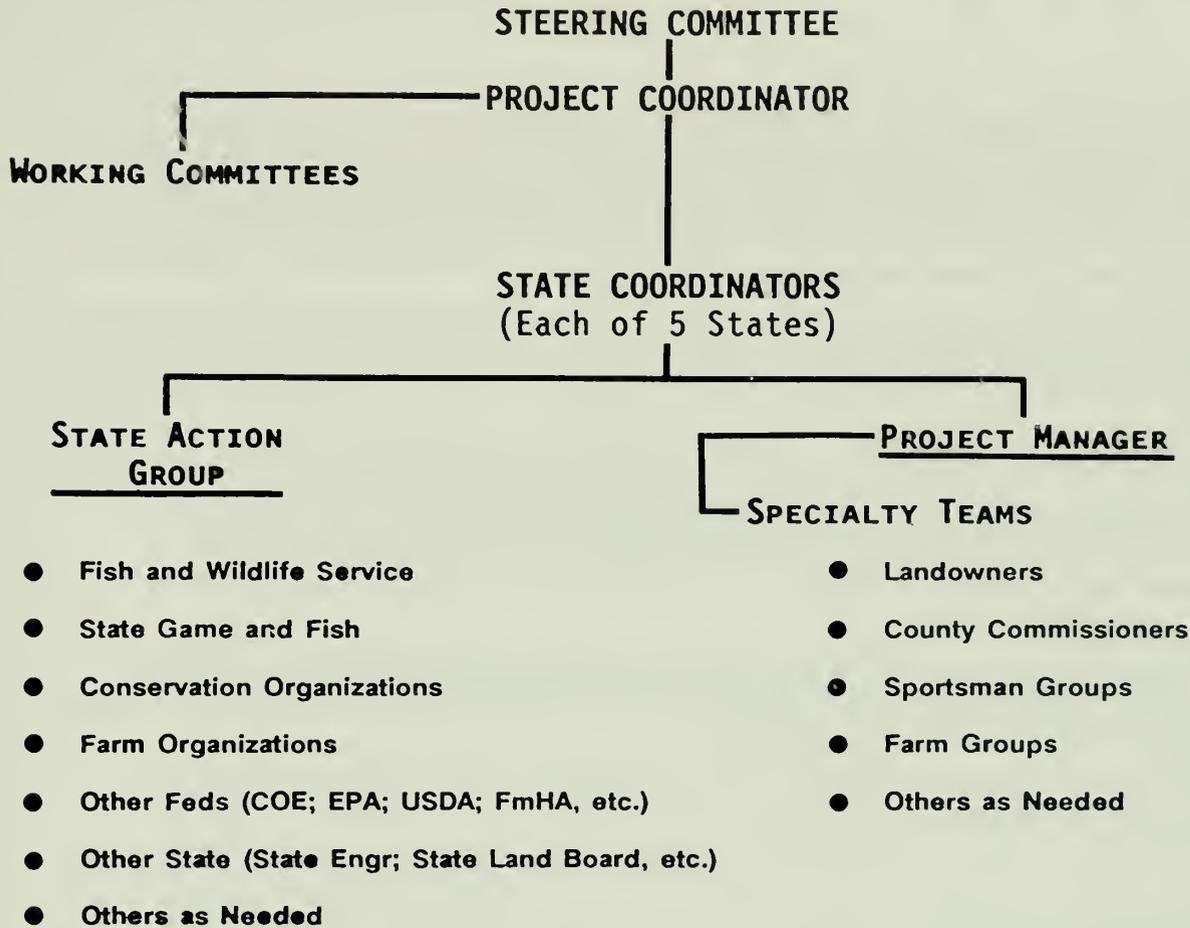
1. Annually prioritizing PPJV projects
2. Serving as a conduit for communications among Federal, State, and private PPJV participants
3. Alleviating and mediating conflicts among the various PPJV cooperators, working committees, and specialty teams
4. Reviewing committee and specialty team recommendations
5. Determining policy and guiding implementation of PPJV projects

The CHAIRPERSON of the PPJV Steering Committee is responsible for organizing regular meetings of the committee, assigning tasks and providing agendas for meetings, facilitating group decision making, and evaluating progress of the working committees and specialty teams. The Chairperson instructs, directs, and participates in the decisions of the Steering Committee. The Chairperson functions as spokesperson for the PPJV in public relation efforts, particularly in high-level meetings, annual meetings, banquets, and other public gatherings where the Joint Venture efforts will be promoted.

STEERING COMMITTEE MEMBERS are responsible for participating on the working committees and specialty teams of the PPJV, participating in State Action Groups and providing up-to-date information and review on PPJV projects. Members also assist in bringing new initiatives to the Steering Committee, ensuring good internal communications on PPJV efforts within their respective organizations, providing assistance on external communications and fund raising efforts, and providing regular feedback and evaluation both to their organizations and to the Steering Committee on PPJV efforts.

The PROJECT COORDINATOR is responsible for coordinating and directing activities in support of the goals and objectives of the NAWMP within the PPJV. The Coordinator must ensure the integration of conservation needs, agendas, and activities of all member organizations of the Steering Committee and with other cooperators of the PPJV. The Coordinator delineates work assignments for working committees and specialty teams, provides direction and technical assistance, and evaluates, reviews, and approves planning recommendations and reports. The Coordinator guides, encourages, and stimulates positive action at all levels of the PPJV.

# U.S. PRAIRIE POTHOLE JOINT VENTURE



## STEERING COMMITTEE MEMBERS

- FWS, Regional Director, Denver
- FWS, Regional Director, Twin Cities
- FWS, PPJV Project Coordinator
- Iowa Department of Natural Resources
- Minnesota Department of Natural Resources
- Montana Department of Fish, Wildlife and Parks
- North Dakota Game and Fish Department
- South Dakota Department of Game, Fish and Parks
- Dakota Wildlife Trust
- Ducks Unlimited
- National Wildlife Federation
- The Nature Conservancy
- Wildlife Management Institute

## WORKING COMMITTEES

- Implementation Plan
- Communications
- Funding
- Waterfowl Modeling
- Revenue Sharing

**WORKING COMMITTEES/SPECIALTY TEAMS** of the PPJV are the "action arms" of the Steering Committee. They are constituted and approved by the Steering Committee and their charges are determined with the assistance of the Project Coordinator. Working Committees or Specialty Teams have specific goals and assignments and additional committees/teams may be formed as needs arise. Current PPJV Working Committees/Specialty Teams and assignments include:

**IMPLEMENTATION PLAN COMMITTEE** - Develops and updates the PPJV Plan that steps down the waterfowl and habitat objectives from the NAWMP to specific goals and action strategies for the PPJV.

**COMMUNICATIONS COMMITTEE** - Plans, develops, conducts, and evaluates a communications/education program for internal and external audiences of the PPJV. Includes the development of plans and strategies, communication products, and evaluation techniques. Promotes development of informal networking system for information and education programs, extension programs, and media and environmental education efforts at the Federal, State, and private levels for PPJV communications efforts.

**FUNDING COMMITTEE** - Develops and implements funding strategies to meet the needs for habitat protection, management, and development; communication products; and other financial needs of the PPJV .

**WATERFOWL TECHNICAL COMMITTEE** - Provides technical waterfowl management guidance to the Steering Committee. Tests and evaluates the Mallard Model developed at Northern Prairie Wildlife Research Center to determine applicable use for the PPJV; develops criteria for setting land acquisition priorities between projects within the PPJV; plans, develops, and monitors an evaluation program to review land management practices and provides a cost analysis for State and Federal Lands managed principally for waterfowl; and makes recommendations to the Project Coordinator regarding approval of Project Plans and State Joint Venture Plans.

**REVENUE SHARING COMMITTEE** - Addresses the problem of inadequate U.S. Fish and Wildlife Service (FWS) funds to make 100 percent entitlement payments to counties for National Wildlife Refuge System lands. Considers all reasonable long-term solutions and formulates a strategy for resolution of the issue.

#### **STATE COORDINATORS, STATE ACTION GROUPS, AND PROJECT MANAGERS**

The **STATE COORDINATOR** is responsible for coordinating and directing the activities of the State Action Group as it supports the goals and objectives set forth in the PPJV Concept and Implementation Plans and the individual State's Implementation Plan. The State Coordinator assists with the organization of the State Action Group and its meeting agendas, and provides technical assistance and positive direction to all levels of the State Action Group and its participants. The State Coordinator reviews and approves State Action Group recommendations, and serves as a liaison between the State Action Group, its participants and the PPJV Project Coordinator. He/she will be the State's representative on the Steering Committee.

The STATE ACTION GROUP is a broad-based board whose members support the purpose of the NAWMP and the PPJV. Membership is open to private, State, and Federal entities willing to participate, in an active manner, by contributing resources (funds and manpower), and other expertise toward the goals established by the PPJV Steering Committee and the State Action Group itself. Membership is apt to change from time to time as planning and implementation efforts progress.

The purpose of the State Action Group is to form a coalition of private, State, and Federal organizations within each State to develop and implement a cooperative effort directed to protect, restore, create, and enhance waterfowl habitat, and by doing so, provide benefits to soil, water, and wildlife resources. The basic strategy used will integrate wildlife, agriculture, water development, and other land uses into a plan of action on public and private land that will provide long-term benefits to wildlife. The State Action Group will:

1. Coordinate all wildlife and other resource programs to avoid duplication and determine how each specific program can complement others to the benefit of all.
2. Define and prioritize the specific actions necessary to implement the NAWMP in the State. This entails developing plans and carrying out specific actions that have the effect of implementing the strategies for achieving the waterfowl objectives. These activities will be laid out in a State Joint Venture Plan that provides guidance and direction for the State Action Group; spells out agency responsibilities and commitments; and identifies costs and manpower needs for implementation.
3. Develop and implement specific habitat protection, restoration, management, and enhancement projects.
4. Serve as the conduit for communications for the PPJV, both internally among all the partners and externally with the general public. Communications between the State Action Group and the State Legislators, Governor, and other local government officials is vitally important for the success of the NAWMP, the PPJV and specific State projects.
5. Provide the PPJV Steering Committee with priority needs, including funding needs for projects, communications products, and other matters.

Each State Action Group is encouraged to use its own initiative to identify priorities that it deems most appropriate to achieve the PPJV goals and objectives.

The PROJECT MANAGER is responsible for coordinating the activities within each specific habitat project.

### Project Selection

The PPJV focuses on using new and existing programs within a designated geographic area so that these programs may complement each other and enhance the entire eco-region. Acquisition and habitat programs used in the past have been randomly applied and have not produced desired waterfowl population levels. If the waterfowl population objective stated in this plan is to be met, it will be primarily through development and other enhancement actions more systematically applied on both private and public lands. Future management efforts must be regionalized in order to produce maximum incremental benefits.

Criteria for project selection have been established, and are outlined in Appendix C. These project areas should be large geographic areas that have potential for maximizing biological diversity and waterfowl benefits, and they should involve a broad base of participants.

#### **Participant Responsibilities**

Current PPJV participants and a brief list of responsibilities and strategies for meeting PPJV objectives include but are not limited to the following:

##### **U.S. FISH AND WILDLIFE SERVICE:**

- o Serves as primary coordinating agency and as a conduit for FWS fund allocations to PPJV Projects.
- o Cooperates with other Federal and State agencies, private organizations, and private landowners to enhance and protect waterfowl habitat.
- o Continues to utilize existing long-term programs to protect waterfowl habitat (i.e., Small Wetlands Acquisition Program, National Wildlife Refuge System, etc.).
- o Determines nongame migratory bird status and distribution using existing surveys.
- o Utilizes intensive management to enhance and protect waterfowl habitat on existing fee title lands as outlined in Strategy A-1.
- o Utilizes existing and newly developed short-term and long-term programs to enhance and protect waterfowl habitat on perpetual easement lands and other private lands as outlined in Strategies A-2 and A-4 (i.e., Perpetual Grassland Easements, Extension Agreements, etc.), using USDA programs and FWS programs in combination whenever possible.
- o Provides technical assistance, information and education materials, and education programs to enhance wildlife habitat on private lands as outlined in Strategies A-3 and A-6.

#### STATE WILDLIFE AGENCIES:

- o Provide the leadership in each respective State to organize a working group to complete State Joint Venture Plans and Project Plans.
- o Serve as the conduit for State funds allocation to PPJV projects.
- o Create new and expand existing programs to more intensively manage waterfowl habitat on State-owned and managed lands as outlined in Strategy A-1.
- o Establish or expand private lands programs which enhance and/or protect waterfowl habitat as outlined in Strategies A-2 and A-4 using USDA programs whenever possible.
- o Provide technical assistance and information, and education programs which promote protection and enhancement of waterfowl habitat as outlined in Strategies A-3 and A-6.
- o Utilize the State Wildlife Agency waterfowl habitat enhancement and protection programs listed in Appendix D to bring about more effective coordination of Federal and State waterfowl programs to achieve NAWMP objects.

#### PRIVATE ORGANIZATIONS:

##### DUCKS UNLIMITED, INC.

- o Continues waterfowl habitat enhancement and protection projects on Federal and State owned lands under the Habitat U.S.A. and M.A.R.S.H Programs.
- o Continues to expand the Habitat U.S.A. Program to private land, utilizing State and Federal Wildlife Agencies as intermediaries to secure land management control.
- o Continues Wetland Inventory Program to develop digitized wetlands data for the Prairie Pothole Region.
- o Continues with Challenge Plus Program and other financial support to initiate participation of other private organizations and corporations under the NAWMP.

##### THE NATURE CONSERVANCY

- o Continues protecting waterfowl habitat through all State chapter and field office land protection initiatives.
- o Coordinates waterfowl enhancement projects with State and Federal agencies and other private organizations.
- o Participates in fund raising efforts for PPJV projects.

#### THE NATIONAL WILDLIFE FEDERATION

- o Assists in addressing legislative programs concerning agriculture and wetland drainage in order to promote waterfowl habitat preservation.
- o Provides technical assistance and education to the general public via the Prairie Wetland Resource Center.
- o Participates in fund raising efforts of PPJV projects.
- o Cooperates with State and Federal agencies to fund positions and/or studies dealing with waterfowl habitat and management.
- o Initiates legal disputes involving wetland drainage, farm program violations, etc.

#### THE WILDLIFE MANAGEMENT INSTITUTE

- o Continues to solicit support for funding FWS programs, PPJV programs/projects, and activities concerning waterfowl and wildlife management.
- o Provides support at Federal and State levels for various agriculture and wetlands legislation and other NAWMP and PPJV policy and procedure matters that enhance the capabilities of State and Federal agencies to meet NAWMP objectives.

#### DAKOTA WILDLIFE TRUST

- o Provides fund raising expertise and secures funds from private and corporate entities for identified waterfowl habitat projects.
- o Serves as a depository for donated funds and other contributions to the PPJV.

#### ANNUAL OPERATING BUDGETS

In order to coordinate funding for individual PPJV projects, Project Managers, in association with their State Action Groups and State Coordinators, shall be responsible for submitting annual operating budget requests to the PPJV Steering Committee for consideration. The Steering Committee shall review PPJV project budget requests and shall prioritize and coordinate efforts to secure the appropriate levels of funding deemed necessary.

**PRAIRIE POTHOLE JOINT VENTURE (PPJV)  
REPORT OUTLINE  
FOR  
STATE JOINT VENTURE PLAN**

**Title Page**

**Executive Summary**

**I. Introduction**

- o Reference to North American Waterfowl Management Plan (NAWMP) objectives
- o Statement of the problem
- o Describe the concept of PPJV and how it is intended to resolve the problem
- o Purpose of this plan--plan provides for more than just waterfowl, etc.

**II. Description of the Prairie Pothole Region in (State)**

- o Location and boundaries (include maps, etc.)
- o Physical characteristics of the area and the importance to waterfowl and other species
- o Additional wetland values

**III. Priority Waterfowl/Wetland Habitat**

- o Identify and describe the location of the highest priority waterfowl habitats in the State. These areas should represent future "target areas or project areas." Where should ALL PPJV partners concentrate their limited funds to achieve most benefits for waterfowl, other species, and wetland values? These areas could be as large as the Missouri Coteau or as small as subregions within the Coteau

**IV. Goals, Objectives, and Strategies (applicable to your State)**

- o Quantify objectives
- o Describe strategies and specific tasks to accomplish the objectives

**V. Priority Tasks for 1988-93**

- o Propose a schedule for implementation and completion
- o Describe roles and responsibilities. This section should identify who will do what and when

**VI. Funding**

- o Total cost and proposed source of funding for each priority task
- o Identify where new funding is needed
- o Describe if fund raising (private) is needed and for what

**VII. Research**

**VIII. Legislation**

**IX. Evaluation**

## OUTLINE FOR PROJECT PROSPECTUS

Title Page

Executive Summary

I. Introduction

- o Reference to North American Waterfowl Management Plan
- o Who are the partners in the joint venture proposal

II. Description of Project Area

- o Location (include maps, etc.)
- o Acreage
- o Physical characteristics
- o Ownership (private; public)

III. Project Proposal

- o Statement of purpose and objective
- o Contribution to waterfowl objectives
- o Contribution to nongame and other species, especially endangered/threatened species, and other ecosystem values

IV. Habitat Management, Development, and Enhancement for Public Lands Within the Project Area

- o Describe the extent of future management, development and enhancement needs for project lands
- o Who will manage
- o Who will develop
- o What are the estimated costs and the funding sources

V. Habitat Development and Enhancement for Private Lands Within the Project Area

- o Describe the extent of future management, development, and enhancement needs for project lands
- o Who will manage
- o Who will develop
- o What are the estimated costs and the funding sources

VI. Habitat Protection

- o Threats
- o Methods of protection (fee, easement, lease, etc.)
- o Priority areas within project (map)
- o Agency (joint venture) roles in acquisition/protection (who does what)
- o Estimated acquisition cost for each agency
- o Time-frame for acquisition/protection

VII. Summary and Conclusions

## Appendix D

**SUGGESTIONS FOR ESTABLISHING  
PRAIRIE POTHOLE JOINT VENTURE (PPJV) PROJECTS**

1. **Select proposed project areas having greatest potential for maximizing waterfowl production based on the following existing criteria:**
  - A. **Maximum wetland density**
  - B. **Maximum grassland density**
  - C. **Most WPA easements**
  - D. **Most State and Federal land**
2. **Conduct detailed inventory of data base for the project area (i.e., acres of grassland, cropland, hayland, and wetland) with identification of land ownership.**
3. **Apply Mallard Model to estimate natural waterfowl output based on various scenarios of additional habitat provided and management techniques applied.**
4. **Develop project plan based on additional habitat and management needs as predicted by the Mallard Model, professional judgement, and good common sense.**
5. **Identify, in the project plan, existing Federal, State, and private programs that can accomplish Number 4 above and indicate responsibility and appropriate cost estimates (i.e., who will do what and what it will cost).**
6. **Organize all the participants in the project, develop an implementation schedule, and activate the Plan. There must be a total commitment from each identified participant in order to plan and accomplish PPJV habitat projects.**
7. **Obtain State and local political support and community interest in the project using various communication and educational tools.**
8. **Evaluate results on an annual basis.**

## Appendix E

STATE WILDLIFE AGENCY WATERFOWL HABITAT ENHANCEMENT  
AND PROTECTION PROGRAMS

## South Dakota

- o Present land acquisition program (includes wetland and upland acquisition);
- o Pheasants for Everyone Program (includes some acquisition of wetland and upland habitat and some upland habitat enhancement);
- o Conservation Partners Program (includes a variety of wildlife habitat cooperative management and enhancement projects such as waterfowl nesting structure projects, wetland development projects, and upland habitat development and enhancement projects);
- o Cooperation with Ducks Unlimited through its conservation programs;
- o Lake Thompson Watershed Project (identified by State Action Group as State's primary NAWMP/PPJV Project.

## North Dakota

- o Existing Land Acquisition Program;
- o Habitat Plot Program
  - Rented cropland is seeded to dense nesting cover
  - Wetland restoration work;
- o Interest Money Program
  - Restoration of wetlands on Conservation Reserve Program;
- o State Water Bank Program
  - Private funding for wetland leases/restorations;
- o ASCS ACP Cost-share Program for shallow water developments (WL-2);
- o Cooperation with Ducks Unlimited through its conservation programs;
- o D. J. Case and Associates
  - Consultants hired to formalize a plan for implementing Prairie Pothole Joint Venture activities.

## Montana

- o Existing Land Acquisition and Easement Program;
- o State Duck Stamp Program
  - Wetland and upland habitat enhancement (Comprehensive Plan);
- o Cooperation with Ducks Unlimited through its conservation programs;
- o Comertown and Beaver Creek Projects identified under Prairie Pothole Joint Venture.

## Iowa

- o Existing Land Acquisition Program (limited program funded through General License Funds);
- o State Property Tax Abatement Law (Slough Bill)
  - Eliminates property tax on undisturbed wildlife habitat (i.e., wetlands, native prairie, ungrazed forest land, etc.);
- o Wildlife Habitat Stamp
  - A portion of the stamp proceeds are dedicated to wetland restoration and enhancement work;
- o State Waterfowl Stamp
  - Revenue used for waterfowl habitat work;
- o Cooperation with Ducks Unlimited through its conservation programs;
- o 4-County and 31-County Prairie Pothole Joint Venture Projects.

## Minnesota

- o Wildlife Land Acquisition Program
  - Includes both wetland and upland;
- o Reinvest in Minnesota Program (RIM)
  - Critical Habitat Matching Program
    - matching monies for wildlife habitat acquisition
  - RIM Reserve
    - similar to CRP - 20-year or perpetual easement on agricultural land
    - wetland restoration - perpetual easement/cost share restoration;

- o **Native Prairie Bank Program**
  - Upland habitat, 20-year or perpetual easement on native prairie;
- o **Game Lake Designation Program**
  - Designates waterfowl lakes for water level management purposes;
- o **State Water Bank Program**
  - Compensates landowners for nondrainage of wetlands - 20-year or perpetual easement or fee title acquisition;
- o **Protected Waters Statutes**
  - Permitting process for protecting wetlands over 10 acres in size;
- o **Wetland Tax Credit Program**
  - Property tax abatements on wetlands;
- o **Native Prairie Tax Abatement Program**
  - Property tax abatements on native prairie areas;
- o **Cooperation with Ducks Unlimited through its conservation programs;**
- o **Swan Lake, Roseau Lake, and Elm Lake Projects identified under the Prairie Pothole Joint Venture.**

## Appendix F

**U.S. PRAIRIE POTHOLE JOINT VENTURE  
COMMUNICATIONS STRATEGY AND ACTION ITEMS****INTRODUCTION**

The goals of conservation education are to improve natural resource management and reduce threats, conflicts, and damage to the environment. A good program:

1. Makes people aware of the value of natural resources and the complex processes that maintain them.
2. Educates people as to the threats to their environment and what they can do to better manage natural resources, and
3. Motivates people into taking positive action to change and improve environmental management.

Essential to the success of any conservation education program is effective communication. Effective communication involves sending, receiving, and understanding of messages. Both the message and means of delivery must be tailored to the intended audience.

The ability to communicate messages effectively is the key to survival, be it in the banking business or the business of conserving our natural resources. If the PPJV is to be successful in achieving its goals and objectives under the NAWMP, the development of an effective internal and external communication program is essential.

To accomplish this, the PPJV established the Communications Committee and gave the committee the following assignment:

"Communication Committee--Plans, develops, conducts, and evaluates a communications/education program for internal and external audiences of the PPJV. Includes the development of objectives and strategies, communication products, and evaluation techniques. Promotes development of informal networking system for information and education programs, extension programs, and media and environmental education efforts at the Federal, State, and private levels for PPJV communications efforts."

The Communications/Education Plan for the U.S. Prairie Pothole Joint Venture provides basic guidance in the development of an informed and motivated public on waterfowl and wildlife problems, and on habitat issues. The Plan has been developed to be flexible and to take advantage of, as well as implement, creative ideas as the Joint Venture matures.

## GOALS OF THE U.S. PRAIRIE POTHOLE JOINT VENTURE COMMUNICATIONS PROGRAM

To generate understanding, involvement, funding, and support among constituents to achieve the goals and objectives of the U.S. Prairie Pothole Joint Venture and the North American Waterfowl Management Plan.

To educate about wetland values and how best to undertake management and protection efforts.

To develop a public wetlands conservation ethic and increase citizen participation in wetlands conservation.

## AUDIENCES OF THE U.S. PRAIRIE POTHOLE JOINT VENTURE

There are many diverse publics that will have potential interest in or will potentially support the Joint Venture. Each public has its own information network which should be used to transmit information to the greatest extent possible.

Specific means of addressing each of these audiences will ultimately depend on the objectives we wish to achieve with each group. As the Joint Venture Plan is finalized and guidance regarding fund raising and other issues is provided, specific messages can be developed for certain target audiences such as Corporate and Foundation.

Audiences have been divided into two major groupings for easier targeting: internal and external audiences. Internal are primarily working partners in the joint venture and part of the organizational structure. External are those audiences not directly involved in the joint venture, but who will be the targets of joint venture messages that create awareness and stimulate attitude changes.

Although the external section lists a diverse grouping of audiences that are potential contacts, chief target audiences for the PPJV will be landowners and agricultural groups, media, and members of private organizations with conservation interests.

INTERNAL AUDIENCES consist of those cooperators involved in some degree of management decision-making in the U.S. Prairie Pothole Joint Venture.

Internal audiences need information (technical, management, planning, policy, updates, status reports) on Joint Venture activities, as well as "products" that can be used to communicate to "external" publics.

Internal audiences include, but are not limited to, the following:

- North American Waterfowl Management Plan Office
- Prairie Pothole Joint Venture Steering Committee
- State Action Groups--PPJV
- State Fish and Wildlife Division personnel
- Federal Agency resource management and public affairs personnel
  - [U.S. Forest Service (USFS), Bureau of Land Management (BLM)]
- Other Joint Ventures
- National Conservation Groups
- Fish and Wildlife Foundation
- Communications and other contract personnel

EXTERNAL AUDIENCES consist of those target groups that are potential supporters and cooperators in Prairie Pothole Joint Venture activities, but who are generally not involved in management decision-making activities. They have been grouped into general categories for easier reference:

#### AGRICULTURAL GROUPS (PRIVATE)

Farmers Organizations  
Rural Electric Corporation (REC)  
Landowners  
    Farmers, ranchers, other  
Commissions/Growers  
    Beef, Stockman's, Corn, Dairy  
Commodity Groups  
Implement Dealers

#### POTENTIAL INTERESTS/NEEDS

Increasing income  
Sustainable agriculture  
Resource (soil, water) protection  
Human health-safety and hazards  
"Way-of-life/rural values"  
Values in diversity of wildlife  
Values of wetlands  
Management techniques

#### POLITICAL

U.S. and State Legislators  
Executive Branch (Governors Office)  
League of Women Voters  
National Conference of Governors  
Organization Lobbyists  
League of Cities  
Mayor's office  
City ordinance and zoning commissions  
United Sportsman  
International Association of Fish and  
    Wildlife Agencies

#### POTENTIAL INTERESTS/NEEDS

Increase budget and program support  
Legislation  
Refuge revenue sharing  
Environmental Trust Funds  
Increasing tourism dollars  
Image and economic development

#### MEDIA

Associated Press  
Radio & Television  
Public Service Announcements (PSA)  
    Talk shows  
    Educational television programs  
    General new stories  
Sports writers  
    Outdoor magazines  
United Press International  
Interpretation and Education (I&E)  
    programs at State level  
    Outdoor magazines  
    Radio/television  
Press Associations  
    Local media outlets  
    Fairs special events  
    Public exhibits  
    Conferences  
    In-house newsletters  
Sportsman's Shows  
    National Hunting & Fishing Day

#### POTENTIAL INTEREST/NEEDS

Publicity  
Program awareness and support  
General public understanding  
"Cause" oriented and/or issue  
    oriented information  
Fund raising  
Education  
Image

FEDERAL AGENCIES

FmHA  
 Extension Service  
 Soil Conservation Service  
 Environmental Protection Agency (EPA)  
 Bureau of Reclamation  
 U.S. Army Corps of Engineers  
 U.S. Forest Service  
 National Park Service  
 U.S. Department of Agriculture (USDA)  
 Bureau of Land Management  
 Bureau of Indian Affairs

STATE

Agriculture Departments  
 Department of Natural Resources (DNR)  
   Water Quality  
 State Engineer  
 Highway Department  
 Tourism  
 Parks  
 Conservation Districts  
 Water Commissions

EDUCATION

Universities  
 Jr./Voc. Ag./Grade school  
 Hunter Education  
 Project Wildlife in Learning Design  
   (WILD)  
 Teacher Associations  
 Principals/Superintendents  
 4-H  
 Extension Agents  
   Science Teachers Association  
 Continuing Education  
 National Wildlife Federation  
   Ranger Rick/National Wildlife Week  
 Educational Programs/Centers  
 Libraries  
 County fairs

COUNTY AND LOCAL

Commissioners  
 Water Boards  
 Township Supervisors  
 County Park Boards  
 Chamber of Commerce  
 Planning Commissions

POTENTIAL INTERESTS/NEEDS

Cooperative program activities  
 New Program Development  
 Basic resource  
 Regulation and procedures

POTENTIAL INTERESTS/NEEDS

Increasing tourism dollars  
 Broad tax base  
 Economic development  
 Road/ditches maintenance/flood  
   protection  
 Water quality  
 Program support

POTENTIAL INTEREST/NEEDS

Improved understanding of ecology  
 Wildlife management techniques  
 Sound agricultural practices  
 Profitable farming/ranching  
 Abundant/diverse wildlife  
 Understanding wetland values  
 Sound wildlife management  
 Integrating development, agriculture  
   and wildlife interests

POTENTIAL INTERESTS/NEEDS

Community Image  
 Economic development  
 Sound tax base  
 Improving and increasing tourism  
 Quality of life  
 Community safety  
 Water quality  
 Retaining "local" land control

PRIVATE

Sportsman's Clubs  
 Garden Clubs  
 Societies  
 Pheasants Forever  
 Hospitality Associations  
 Service Groups  
 Fraternal Organizations  
 Scouts  
 Waterfowl Associations  
 Wildlife Artists/Photographers  
 State Federations  
 The Wildlife Society  
 Medical Association  
 Legal Association

CORPORATE AND FOUNDATIONS

Corporate organizations that have  
 "wildlife ties"  
 Beer and liquor companies  
 Sporting goods chains  
 Ammunition companies  
 (messages on shell boxes)  
 Supermarkets (shopping bag messages)  
 Companies with undeveloped land holdings  
 (potential conservation easements)  
 Corporations and Foundations  
 with philanthropic programs  
 for conservation  
 (See Foundation Directory)  
 Banks

POTENTIAL INTERESTS/NEEDS

Quality of life  
 Recreation opportunities  
 Increased wildlife populations  
 Protection of endangered species  
 Conservation of natural habitat  
 Conservation ethics  
 Abundance and diversity of wildlife  
 Fund raising  
 Conservation issues

POTENTIAL INTERESTS/NEEDS

Image  
 Increased sales  
 Tax benefits  
 Contribution to "conservation cause"  
 Community support  
 Competition

## PROGRAM DEVELOPMENT

Communications will focus on a phased development process. A majority of the audiences identified as potential cooperators in the joint venture have little to no awareness of the joint venture. Through a process of awareness activities and products, target audiences will become aware of waterfowl and habitat problems and of joint venture efforts.

The following stage to be implemented will be an education and action stage. Education activities, products and programs will be designed to:

1. develop concern for declining waterfowl and prairie wildlife and the disappearance wetlands
2. develop an understanding of the problems and of the efforts underway to provide positive solutions
3. assist in bringing about attitude and behavior changes that result in improved land management, sustainable agriculture, increased wildlife populations and recreational opportunities

As part of the communications strategy, a Theme for Each Year will be selected and communications efforts including products, public events, and articles will be developed around those themes.

- 1989— The North American Waterfowl Management Plan Responds to Declining Waterfowl and Wetlands
- 1990— Private Land Enhancement--Potential Solutions for Profitable Agriculture and Abundant Wildlife
- 1991— Agricultural Chemicals--Effects on Your Health and Your Environment
- 1992— A Wetlands Retrospective--and A Look to the Future

## PRODUCT DEVELOPMENT

Initial efforts of the PPJV communications program will center on distribution of already existing NAWMP materials. Product development will be the next phase.

While products are not and should not be the entire focus of a communications program, they are extremely important as tools for conveying messages and as complements to one-on-one or group contacts with targeted audiences. The products indicated in the plan are designed to be used with already existing information networks such as agricultural extension, U.S. Fish and Wildlife Service and State extension programs, Project WILD, conservation clubs, and similar organized efforts. Should a private lands enhancement program become reality, products developed as part of the communications plan will be integrated into the new system.

Product development will be a continuing effort with updates and revisions scheduled as necessary. New product development will occur as needed.

## DISTRIBUTION

Equally important as creating products with sound messages is a mechanism for distribution. Central distribution points will be the PPJV office in Denver, all communications committee members, and the regional office of U.S. Fish and Wildlife Service in Minneapolis in conjunction with the PPJV office.

Steering committee members will be responsible for facilitating distribution to their respective organizations, State Action Groups, and additional external audiences. State Action Groups will be chiefly responsible for ensuring wide distribution and use of communication products developed. (As State Action Groups generally include extension, education, resource, media, agriculture, and political organizational representation, a variety of distribution networks should be readily available).

Key components for distribution/dissemination efforts already exist. (I&E personnel, Federal, State, and nongovernmental; outdoor and agricultural writer/editor associations; Agricultural Extension). Full use should be made of these networks in development and distribution.

Where products are developed by individual State Action Groups or PPJV partner organizations, distribution will be facilitated by the PPJV office.

Feedback on usefulness of product, changes needed, and additional information needed should be coordinated through the PPJV office.

## SPECIAL EVENTS, DEDICATIONS, OPEN HOUSES, AND RECOGNITION

Special events are considered as part of the Education/Action stage. Because of their importance and the need to focus on implementation however, they have been separated from product development.

In order to use existing and potential communications resources (time, money, and people) most productively, broad strategies for public events must be considered. Public events offer the advantages of targeting specific audiences (depending on the event), concentrating resources, providing alternatives to "products" only, involving PPJV partners in teamwork situations with specified objectives, and timeframes and being theme specific.

Additionally, public events can generate tremendous media coverage, provide opportunities for fund raising, and public recognition of individuals and organizations. In short, they can be designed to "focus" communications.

A number of public event opportunities exist—from fairs and conferences, to mall shows, to telethons, to open houses, and major thematic weekends. Recent public events such as Bosque Days—Socorro, New Mexico; the Crane Festival—Monte Vista, Colorado; and Wings Over the Platte—Nebraska are joint ventures within the local and often regional communities. They are focused specifically on a theme—cranes—and generally last an entire weekend, bringing publicity, revenue, and an opportunity to distribute a tremendous amount of information.

Public events should be tied as closely as possible with the Theme of the Year for the Prairie Pothole Joint Venture.

## PUBLIC PARTICIPATION IN DECISION MAKING

Involving the "public" in decision making processes is critical to establishing legitimacy and credibility for programs. When people do not understand the process, they do not trust the program. Decisions are suspect, people generally feel that consideration was not given to all points of view, and program support may be seriously lacking.

Interviews, hot lines, public meetings, advisory groups, surveys, citizen training programs, and technical assistance are all techniques for public involvement. Displays, exhibits, and information and education publications are also valuable tools.

Public participation programs communicate how much you value or desire the public's involvement. If communities or partners are consulted so late in the process that basic commitments have been made, if participation does not result in any tangible change, or if alternatives accepted are only consistent with predetermined values, the message is clear: "We are going through the motions but don't expect anything to come of it." Programs should be designed to encourage public participation from the very beginning.

The following sections are divided into AWARENESS, EDUCATION/ACTION, PUBLIC EVENTS, PRAIRIE WETLANDS INTERPRETIVE CENTER, AND EVALUATION AND FEEDBACK.

## AWARENESS STRATEGIES/PRODUCTS

Products developed as part of the Awareness effort will provide identified target audiences with basic information on the North American Waterfowl Management Plan and the U.S. Prairie Pothole Joint Venture to increase the level of awareness about the plight of continental waterfowl populations and the wetland resource in order to stimulate interest and concern for program efforts.

MESSAGES will focus on: What is the Problem? Why does it exist? Why do Something? What is being done? Some brief answers: "waterfowl is at an all-time low," what is good for waterfowl is good for wildlife in general, wetlands have many values to society (flood control, water quality, erosion prevention, education/research, recreation, esthetic). Waterfowl is in trouble because--intensive agriculture and grazing, drainage, urbanization. Prairie potholes are crucial to continental waterfowl populations, wetland/water quality are issues, quality of life is an issue. What is the Joint Venture? Who is participating? What are the Projects? How will this effort help?

## ACTION ITEMS TO BE ACCOMPLISHED

- \* Distribute the North American Waterfowl Management Plan brochure in all States participating in the U.S. Prairie Pothole Joint Venture. (Reference--Strategy A-3, PPJV Plan)

Target: Internal and external audiences, including Media, Private, Federal, Political, State, Local

Responsible: State Action Group--A cover letter, signed by members of the State Action Group should accompany the brochure.

Time Frame: By October 1, 1988 (Capitalize on the drought situation and scarcity of waterfowl).

Funding: Printing completed by United States Fish and Wildlife Service (USFWS)

Status: Distributed to all States

- \* Develop and distribute:

- A. NAWMP Exhibit
- B. Portable PPJV Exhibit
- C. PPJV interpretive sign for use on FWS Field Stations.

(Reference--Strategy A-3, PPJV Plan)

Target: Sports shows, conferences, public spaces, fairs, special events for portable exhibits; National Wildlife Refuge visitors for interpretive panel.

Responsible: Promotion and use of exhibits--State Action Groups, partners in the Joint Venture.  
Development of new exhibits--Communications Committee/Lively

Time Frame: Immediate distribution of two NAWMP exhibits in Joint Venture--on going--bookings are continuous  
Development of PPJV exhibit--1989  
Development of interpretive sign--February 1989

Funding: USFWS/States/Conservation Organizations

Status: A--Complete  
B--on-going  
C--Complete

- \* **Video Tape--Waterfowl for the Future**--ensure distribution to all State Action Groups, Fish and Wildlife Service (FWS) Field Stations, conservation organization cooperators, media. A cover letter is essential as part of the distribution package. (Reference--Strategy A-3, PPJV Plan)

**Target:** Agency field personnel, sportsman groups, teachers, internal-external audience

**Responsible:** State Action Groups for local distribution  
Communications Committee for major distribution and followup on use.

**Time Frame:** Immediately/on-going

**Funding:** USFWS

**Status:** Complete--Mailed.

- \* **Develop and distribute a Prairie Pothole Joint Venture Slide Show.** The show will be developed around the general North American Plan slide show, provide an overview of Prairie Pothole Joint Venture activities and each state will be invited to add their "trailer" to the program. An audible pulse and inaudible pulse tape will be provided. The show will be developed for use with one projector only. A written script will also be provided. (Reference--Strategy A-3, PPJV Plan)

**Target:** Internal and external audiences including  
Private, Federal Agricultural Groups, County/Local Political Education

**Responsible:** PPJV general overview and text--Lively  
Audio-tape with music and pulse--Messmer/Bureau of Land Management (BLM)

**Time Frame:** February 1989

**Funding:** USFWS/BLM/North Dakota State University (NDSU) Extension

**Status:** Completed--Mailed to PPJV participants  
Video format transfer to be completed April 1989

- \* **Develop and distribute the U.S. Prairie Pothole Joint Venture Brochure** (Wetland values, waterfowl and wildlife issues, importance of Joint Venture actions, how you can help). Provides overview of Joint Venture Four-color, leaflet format, must be easy to mail. (Reference--Strategy A-3, PPJV Plan)

**Target:** Internal and external audiences including  
Federal, Private, Media, Ag Groups, Political, County/Local

**Responsible:** Development of text and layout/design  
Communications Committee

**Time Frame:** Text Draft and Review--August 16, 1988  
Final to Washington, D.C. for approval, December 1988  
Printing April 1989

FWS, PPJV State Partners

**Status:** To press--April 1989

- \* **Public Service Announcements and Television/Radio Spots--should be message oriented--(1 minute/30 second) featuring wildlife species of special interest and/or well known personalities at local, regional, and national levels. Messages will focus on plight of waterfowl/wetland resources. (Reference--Strategy A-3, PPJV Plan)**

**Target:** Television and radio audiences in the midwest for PPJV spots. Use key stations for distribution. National level will focus primarily on general network television viewer.

**Responsible:** Scripts for two spots--Messmer

**Time Frame:** November 1, 1989

**Funding:** USFWS/NDSU Extension

**Status:** Work scheduled to begin on script as soon as the PPJV Plan is finalized.

- \* **Develop and distribute four-color glossy poster on the U.S. Prairie Pothole Joint Venture, available upon donation of money or in-kind from Joint Venture cooperators. (Reference--Strategy A-3)**

**Target:** Potential benefactors to be used. A potential fund raising item by State Action Group

**Responsible:** Lively

**Time Frame:** May 1, 1989

**Funding:** Donation of service by Jeff McLaughlin, funded by private donations

**Status:** Draft completed

- \* **Develop a general two-color poster on Joint Venture as give-away. (Reference--Strategy A-3 PPJV Plan)**

**Target:** Educators, private citizens

**Responsible:** Messmer

**Time Frame:** August 1, 1989

**Status:** Draft submitted, need to redefine  
Potential for use of FWS, Region 4, "Wetlands Warning" Poster

## EDUCATION/ACTION AND PRODUCTS

The intent of education/action efforts are to initiate change in attitude and resulting positive action regarding natural resources. ARE PEOPLE AWARE OF A PROBLEM BUT NOT OF A SOLUTION? ARE PEOPLE AWARE OF THE PROBLEMS AND SOLUTIONS BUT NOT MOTIVATED TO DO ANYTHING ABOUT THEM?

The products to be developed under this section are designed to identify specific actions or solutions that individual and groups can participate in to assist in achieving specific PPJV Plan objectives as well as improved understanding of the need for concerning wetlands and seeking sustainable agriculture.

As in the awareness section of this plan, these objectives are referenced to those identified in the PPJV Plan. This section will focus on What can be done? What can YOU do? We are part of the problem and we are part of the solution.

- \* Development of a Wildlife Project Idea Book, user manual and accompanying video tapes to involve local civic groups, sportsman's groups, 4-H, and similar project-oriented organizations or groups in habitat development and protection activities. The Project Idea Book will provide "how to" information projects that will assist groups and individuals in benefiting local and regional wildlife. In addition, the package will provide information, and step-by-step procedures on how to effectively raise funds, lobby, work with landowners and youth as well as guidelines as how to organize and maintain activity levels of conservation/wildlife groups/clubs. (Reference--Strategy A-1, a,b,c,f,g,h,i; Strategy A-2, a,b,c,d,j,o; Strategy A-3, a,b,c,d. Strategy A-4, PPJV-Plan)

Target: Civic groups, sportsman's groups, 4-H, project oriented organizations, i.e., Kiwanis, etc.

Responsible: Development--Messmer, Lively and a cast of hundreds

Distribution: State Waterfowl Action Groups

Time Frame: December 1, 1989

Funding: USFWS Office of Extension, private donations

Status: Funding received February 1. Topics have been selected and timetables established. Contacts are being made, script development and taping are underway.

- \* Develop and distribute four-part video package and supplementary materials on wetlands identification, the benefits of wetlands, wetland issues in the Prairie Pothole Region, and the laws, regulations, and rules governing use of wetlands as well as identifying the various State and Federal agencies for enforcement responsibilities.

The package will be marketed under the title, "Prairie Potholes are For People."  
(Reference--Strategy A-1, b; Strategy A-3, a,b,c,d; Strategy A-5, a,b,c,d,e,f; Strategy A-4)

Target: Teachers, students grades 8-10, 4-H clubs, sportsmen, civic groups, water resource district and water users, associations and members, county commissioners, media, Legislators

**Responsible:** Messmer

**Time Frame:** December 1, 1989

**Funding:** EPA, USFWS Office of Extension

**Status:** Video Part 1: Wetland ID; Part 2: Wetland Benefits; Part 3: Wetland Issues. Have been completed and circulated for review. Funding to complete video Part 4 and supplemental materials (student workbooks) is being arranged with EPA

A Handbook of Wetland Regulations focusing on programs, Legislators, the law and need for compliance will accompany Part 4.

- \* Produce video profiles for five Joint Venture projects. These videos will provide a historical perspective of the project and stress how through cooperation, solutions were achieved that will benefit wetlands wildlife and people. (Reference--Strategy A-1, b; Strategy A-2, a,b,c,d,e; Strategy A-3, a,b,c,d; Strategy A-4, c,d,f)

**Target:** Legislators, landowners, local governments, State governments, media, water users, land managers, water resource districts (drain boards), resource agency personnel

**Responsible:** Development--Messmer/Lively

**Distribution:** Messmer/Lively

**Time Frame:** 1989-92

**Funding:** USFWS/NDSU Extension

**Status:** Lake Thompson video in final scripting. Preliminary footage gathered. Final editing and product July 1989.

- \* Development of Agricultural Chemical Information Project to bring about attitude change in use of agricultural chemicals, including information on detrimental effects on wildlife and wildlife ecosystems, need for reduction in use, alternatives and improved land use. Develop brochure and traveling exhibit; develop Toxicity Chart; conduct attitude surveys; develop safety information sheets; provide basic training program for landowners and applicators. (Strategy A-3)

**Target:** Landowners, Agricultural Advisors and Applicators, Youth, General Public

**Responsible:** Lively/Communications Committee  
FWS--core group

**Time Frame:** 1989-92

**Funding:** FWS/State/Nongovernmental organizations (NGO)/Corporate/EPA

**Status:** Exhibit/brochure in progress  
Funding proposal being developed  
Funding being sought

- \* Develop, collaborate, and cooperate in Dedications for all PPJV project areas, including production of all materials, brochures, exhibits, acquiring speakers, determining logistics, and press coverage. (Reference--Strategy A-3)

Target: Media, Political, Landowner, Internal, Agriculture  
 Responsible: Communication Committee/State/NGO's  
 Time Frame: On-going  
 Funding: Agency/Organization  
 Status: Lake Thompson  
 Crystal Springs  
 Chase Lake Prairie Project  
 (tentatively in 1989)

- \* Develop specific brochures for each PPJV project that briefly describe the project and its values. Develop targeted inserts with budget and resource information in detail. (Reference--Strategy A-1, Strategy A-2, A-3, Strategy A-4)

Target: Landowners, Corporation/Foundations, Federal Agencies, Political  
 Responsible: Lively/State Representatives  
 Time Frame: 1989-91  
 Funding: FWS/States/Conservation Organizations  
 Status: Lake Thompson in press  
 4-County/31-County in progress  
 Comertown--pending

- \* Development of a package (brochures, maps, information, slides) on Migration of Birds in the Western Hemisphere, focusing on the Neotropics--i.e., wintering habitat. Will promote what FWS is doing in Western Hemisphere, provide examples of Latin American conservation efforts focus on specific problems of migratory birds, including threats to habitat and provide comparisons of wintering areas and breeding areas for selected species of waterfowl shorebirds, passerines, and raptors. (Reference--Strategy A-3, a,b,c,d,e,f)

Target: Legislators, media, teachers, students, sportsman's groups, land managers  
 Responsible: Development--Lively, Herb Raffaele--USFWS/Potential National Park Service, World Wildlife Fund  
 Time Frame: 1989-92  
 Status: In progress  
 Funding: FWS--Office of International Affairs--Phase I: Brochure and Slide Show, National Park Service, World Wildlife Fund

- \* Develop and distribute video on wetland restoration under CRP program and promotion video on wetland restoration that can be used by field personnel with prospective clients to let them know what is involved in wetland restoration. NOTE: a brochure that explains existing programs available to landowners for wetland and upland protection and development will accompany this video.

(Reference--Strategy A-1, a; Strategy A-2, a,b,c,e; Strategy A-3, a,b,c,d)

**Target:** Landowners

**Responsible:** Messmer/Lively/Worthington

**Time Frame:** 1989-90

**Funding:** Video I, EPA  
Video II/Brochure, USFWS/Region 3

**Status:** Video I is complete--need to add credits  
Video II/Brochure--contract is being negotiated

- \* Develop news and magazine articles for Prairie Pothole region--State Monthly Magazines, Agricultural Press, News Column/NGO newsletters. (Reference--Strategy A-3, a-f)

**Target:** Educators/Landowners/Private/Political

**Responsible:** Communications Committee  
State Action Groups  
PPJV Steering Committee

**Time Frame:** On-going

**Funding:** Per agency/organization

**Status:** Completed:  
Iowa Natural Heritage Magazine  
Minnesota Volunteer Magazine  
Iowa Conservationist  
South Dakota Hunting Regulations  
Kevin Wooster's South Dakota Outdoors  
The Leader--National Wildlife Federation

Pending:  
Montana, North Dakota Agricultural magazines  
Agriculture Press

- \* Develop a motivational, highly visible four-color brochure on benefits of USFWS easement program. This four-color brochure will then be distributed throughout the PPJV region. Consider annual mailing of information targeting each Theme of the Year. (Reference--Strategy A-3, a,b,c; Strategy A-4; Strategy A-4)

Target: Landowners  
 Responsible: Development--Messmer  
 Distribution: USFWS  
 Time Frame: March 31, 1989-90  
 Funding: USFWS Office of Extension  
 Status: In progress

- \* Develop and distribute video on positive effects that implementing a sound grass-management plan on private grazing lands can yield for the producers, wildlife, livestock, and rangeland plant communities. (Reference--Strategy A-1, b,g; Strategy A-2, d,p; Strategy A-3, b,c,d)

Target: Landowners, land managers  
 Responsible: Development--Messmer  
 Time Frame: June 1989  
 Funding: Provided by USFWS  
 Status: Video completed and ready for distribution. Will need to add PPJV-NAWMP credits to current credit list.

- \* In conjunction with efforts on-going with the FWS Office of Information Transfer, catalog and inventory existing "how to" materials which will be provided as part of technical assistance packages and used with one-on-one meetings or in workshop/seminars. (Reference--Strategy A-1, b; Strategy A-3, b,c; Strategy A-5, a,b,c,d,e,f; Strategy A-6, a,b,c,d; Strategy A-4)

Target: Landowners, land managers, internal--FWS, States  
 Responsible: Development--Office of Information Transfer  
 Distribution: Communications Committee  
 Time Frame: January 1, 1989  
 Funding: USFWS  
 Status: Completed--to be updated as additional materials/products become available

- \* **Develop video on value of temporary wetlands (Reference--Strategy A-1, a,b,c; Strategy A-3, a,c,d; Strategy A-4, a,b,c,d,e,f)**

**Target:** Legislators, educators, farm organizations, water groups,civic organizations, wildlife clubs, media conservation groups

**Responsible:** Messmer/Jones/Stromstad

**Time Frame:** 1989-91

**Funding:** USFWS, WO, WHO

**Status:** Contract negotiated

- \* **Develop a "Cookbook of Fund Raising Methods and Techniques" to include strategies on marketing the NAWMP (Reference--Strategy A-3, a,b,c; Strategy A-4, e,f; PPJV Plan)**

**Target:** Wildlife professional, wildlife and conservation groups

**Responsible:** Communication Committee (no specific assignment to date)

**Time Frame:** To be determined

**Funding:** Yet to be identified

**Status:** Pending action of PPJV Steering Committee

**NOTE:** All products/materials produced as part of the USPPJV communications strategy will use the following phase as part of the credits or acknowledgement sections.

"This \_\_\_\_\_ has been developed in conjunction with or by the U.S. Prairie Pothole Joint Venture, a component of the North American Waterfowl Management Plan."

## PUBLIC EVENTS

The intent of public events is to attract visitors and the media so that specific messages can be effectively transmitted. They are an excellent mechanism to create face-to-face communication, create a sense of participation, and will generally build goodwill if carefully planned and carried out.

The public events listed in this section should be closely tied-in with the PPJV Theme of the Year. They are recommended as broad-based activities that will involve a majority of joint venture partners in the planning and participation, provide an excellent distribution mechanism for specific joint venture messages and create opportunities for one-to-one as well as group contacts with critical audiences--landowners, agriculturally related individuals or groups, media, and city, county, or State officials.

Planning is a critical factor for successful public events. Early involvement of joint venture partners, specifically Steering Committee members, Communications Committee members, State Action Groups, FWS and State personnel, and local media and political contacts will be necessary. Networking and intensive use of volunteers will be critical to a successful event, as will publicity--plenty of it and at well-timed intervals. Public events should be well-planned with plenty of lead time or they should not be done at all.

The following are Public Events which will be targeted and/or developed as part of the PPJV communications process. Some of the events may stand alone as specifically PPJV efforts. Others may incorporate NAWMP and PPJV messages into a broader based event.

**FAIRS, MALL SHOWS, SPORTSMAN'S SHOWS, MEETINGS, AND CONFERENCES--use existing and to-be-developed traveling exhibits, leaflets, audio-visual materials, and personal contacts to disseminate PPJV messages, using Theme of the Year as a basis for exhibit. Major effort should be made to develop one-to-one communication with individuals. (All Strategies, PPJV Plan)**

<b>Target:</b>	Land owners, sportsmen, agricultural, private, corporate
<b>Responsible:</b>	State Action Groups, FWS and State managers and staff, volunteers  Communications committee to provide basic products, exhibit development, and distribution
<b>Time Frame:</b>	On-going, year-around
<b>Funding:</b>	PPJV partners, FWS, and State

PPJV PROJECT AREA DEDICATIONS/OPEN HOUSES AT PPJV FEDERAL, STATE, OR NONGOVERNMENTAL CONSERVATION GROUP FACILITY--exhibits, displays, demonstrations, guided tours, talks, special group projects, speeches. Specific facilities include refuge and enhancement facilities (FWS), State Department of Natural Resources offices or field sites, nongovernmental offices or field sites. Also included are PPJV specific sites for dedications. Messages and activities should be related around the PPJV Theme of the Year. All station personnel and State Action Group members as well as local volunteers should participate in the organization and carrying out of this event. (All Strategies, PPJV Plan)

**Target:** Field station neighbors and cooperators, land owners, media, agricultural, political, private, education

**Responsible:** Project leaders and staff, State Action Groups, local volunteers

**Time Frame:** At least two in each PPJV project area per year.

**Funding:** PPJV office, respective agency, and field station

**Status:** Begin in September 1989

THEME WEEK OR WEEKENDS--NORTH AMERICAN WATERFOWL MANAGEMENT PROGRAM WEEK, RECOGNIZE WETLANDS WEEK--PPJV PROGRAM WEEK--create an "official" week by proclamation in each PPJV State using a specific theme that ties in with the Theme of the Year. All PPJV partners and cooperators would become involved in developing programs and presentations, special recognition ceremonies, and tours, workshops, exhibits, talks, and displays. Dedication of specific PPJV projects could be tied in as part of the theme week.

THEME WEEKENDS such as "Wings over the Platte" can also be part of this category where a specific wildlife theme is chosen to highlight some PPJV message. (All Strategies, PPJV Plan)

**Target:** Landowners, political, media, education, private, agency, corporate

**Responsible:** Steering Committee, Communications Committee, State Action Group, FWS and State managers and staff, volunteers

**Time Frame:** A coordinated 5-State "Official PPJV Theme Week" in 1990.

**Funding:** PPJV, Respective agencies and partners, corporate and foundation support

**Status:** Idea to be presented at May 1989 PPJV Steering Committee Meeting

**CEREMONIES, RECOGNITION, AWARDS**--take advantage of already existing opportunities, or create new opportunities to highlight PPJV programs and messages. Recognition of individuals and organizations that have contributed to the program, those who are involved in unique and different efforts, and good work in general, should be publicly recognized for their efforts. These types of events are excellent for recognition of volunteer work and are valuable in targeting specific audiences and well as building goodwill. Recognition may also draw needed talent and interest as well as support for programs. Local and regional media coverage is generally assured if planned in advance. Signs, plaques, and special awards are additional tools for recognition. (All Strategies, PPJV Plan)

<b>Target:</b>	Land owners and agriculturalists, Farmers of the Year, Conservationists of the Year, Wildlife Clubs, Sportsman's Clubs, corporations, political figures, media figures, educators
<b>Responsible:</b>	State Action Groups
<b>Time Frame:</b>	On-going--one major award a year per State special recognition letters, plaques, invitations for speaking engagements, participation on planning teams, and general involvement are on-going
<b>Funding:</b>	State Action Groups, Corporate funding
<b>Status:</b>	Begin immediately

**MEDIA EVENTS, TOURS AND WORKSHOPS, MOBILE SEMINARS**--plan and encourage the development of mobile seminars, demonstration workshops, or general tours of PPJV project and associated areas. These types of events are extremely good for building public relations, fund raising efforts, creating media interest, and focusing on specific information or themes. Key to successful programs of this type are sound logistical planning, good tour leaders and staff support for information and briefings, visits to areas that have something to "show," and an environment that facilitates group relations, communications, and the learning process. (All Strategies, PPJV Plan)

<b>Target:</b>	Media, landowners, political, educators, corporate
<b>Responsible:</b>	Steering Committee, Communications Committee, State Action Groups, FWS and State managers and staff, nongovernmental conservation organizations, volunteers
<b>Time Frame:</b>	Spring and Fall for the Prairie Pothole Region
<b>Funding:</b>	PPJV, Respective agencies, corporate or nongovernmental
<b>Status:</b>	In progress--DU/PPJV tour potential in May 1989, Outdoor Writers Conference-Des Moines, Iowa, and associated tours

## PRAIRIE WETLANDS INTERPRETIVE CENTER

The development and construction of a prairie wetlands interpretive center would provide a much needed focus on the economic, educational, and aesthetic values of wetlands throughout the Prairie Pothole Region.

As part of the Chase Lake Prairie Project (North Dakota), it has been suggested that the Crystal Springs Rest Area along I-94 be a possible site for the interpretive center. The center would have exhibits, audio-visual presentations, general facilities, and perhaps a demonstration area and/or interpretive trails. Staffing of the center would provide excellent opportunities for environmental education.

The development of an interpretive center has many possibilities, including a joint effort between both the Canadian and the U.S. Prairie Pothole Joint Ventures, a center for wildlife technical assistance, and general education on the North American Waterfowl Management Plan, sustainable agriculture, agricultural chemicals, wetland values, and prairie habitat. Audio-visuals could be rather unique, utilizing for instance, the IMAX large screen format, and creation of a 30 minute "Wetlands" film. This film might also be rented to other IMAX theaters across the country, bringing in revenue to the center.

An interpretive center has the opportunity to reach large numbers of both a U.S. and Canadian audience, provide very specific messages on prairie pothole wetlands, and provide economic revenue to the State's economy. Concept development will begin shortly. (All Strategies, PPJV Plan)

## INTERNAL COMMUNICATIONS MAINTENANCE STRATEGIES

### ACTION ITEMS for Internal Communications:

1. Maintain PROGRESS NOTES--provide every 2 months--giving updates on Joint Venture and focusing in depth on projects being implemented in States.
2. Photos, videos, and progress reports on all project developments will be maintained and used for internal and external updates.
3. DEMONSTRATION SITES will be developed and used for awareness, education, and training of internal as well as external audiences, particularly for wetland restoration, reduction in agricultural chemicals.
4. STAFF MEETINGS, PROJECT LEADER MEETINGS, INTER-AGENCY MEETINGS, and other similar PUBLIC FORUMS will be used to inform audiences of Joint Ventures activities. "FACT SHEETS" may be developed in conjunction with this effort.
5. MEETINGS, MEMOS, PHONE CALLS are considered part of the communications process. Complete and up-to-date information will be provided and a basic objective will be moving the Joint Venture forward.
6. Coordination and distribution of State Action Group meeting minutes to other State Action Groups and the NAWMP office will be provided as necessary.

## EVALUATION

The test of a communications/education program is whether or not it has led to improved wildlife management and overall habitat protection. The program can be considered successful when it is reflected favorably in people's behavior. This may be many years in the future--but progression towards this overall goal can be measured as the program is implemented.

**QUALITY** of materials and information produced in a communications effort is critical, but the effectiveness of the program is measured by the following: How well do the materials contribute to meeting the program's goals? How well are the products being distributed? Are they being used? Understood? Is there a behavioral change? Has the problem improved as a result of implementation of the program? Evaluation is a vital part of an effective communications/education program.

"Benchmarks" for progress and evaluation criteria are currently being developed and will become part of the communications strategy. Preliminary review questions will include:

### Effective Communication....

- \* Have messages been communicated effectively to the target audience?
- \* Have messages been understood?
- \* Do target audiences trust the message/messenger?

### Is Behavioral Change taking place in Target Audiences?

- \* Is there pressure against change?
- \* Are actions presented/advocated unrealistic or economically unsound?
- \* Is there concern about consequences?

### Has there been any improvement in the declining waterfowl and wetlands situation?

- \* Have technological solutions advocated by the program been appropriate?
- \* Has the communication program reached target audiences?
- \* Is more time needed to evaluate the situation?

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COMMUNICATIONS PLAN 5-YEAR MATRIX

	1988	1989	1990	1991	1992
<b>AWARENESS</b>	<ul style="list-style-type: none"> <li>*Formation of Communications Committee</li> <li>*Distribution NAWMP brochure and video</li> <li>*Draft Communications Plan developed</li> <li>*NAWMP Exhibit distributed</li> <li>*News/Magazine Articles</li> <li>*Develop Communications Network</li> </ul>	<ul style="list-style-type: none"> <li>*Communications Plan completed</li> <li>*Slide Show PPJV</li> <li>*PPJV Brochure</li> <li>*Interpretive Sign</li> <li>*Project brochures</li> <li>*4-Color Poster</li> <li>*PPJV Exhibit</li> <li>*New Releases</li> <li>*2-Color Poster</li> <li>*Catalog of materials</li> <li>*Networking</li> <li>*Public Involvement</li> </ul>	<ul style="list-style-type: none"> <li>*Traveling Exhibits</li> <li>*Networking</li> <li>*Update slide/videos</li> <li>*Project Brochures</li> <li>*News releases and Articles</li> <li>*Revise Exhibits</li> <li>*Fact Sheets</li> <li>*Presentations</li> <li>*Networking</li> <li>*Public Involvement</li> </ul>	<ul style="list-style-type: none"> <li>*Exhibits</li> <li>*Networking</li> <li>*Revise brochure</li> <li>*News Articles and Magazine</li> <li>*Video news releases</li> <li>*PSA's</li> <li>*Posters/brochures</li> <li>*Presentations</li> <li>*Networking</li> <li>*Public Involvement</li> </ul>	<ul style="list-style-type: none"> <li>*Exhibits</li> <li>*Networking</li> <li>*Revise brochure</li> <li>*News Articles and Magazines</li> <li>*Video news releases</li> <li>*PSA's</li> <li>*Posters/brochures</li> <li>*Presentations</li> <li>*Networking</li> <li>*Public Involvement</li> </ul>
<b>EDUCATION/ ACTION</b>	<ul style="list-style-type: none"> <li>*Meetings, Presentations, Informal talks</li> <li>*Progress Notes</li> <li>*PPJV overview and Directory</li> </ul>	<ul style="list-style-type: none"> <li>*Grazing Video</li> <li>*Wildlife Project Idea Book</li> <li>*Wetland Restoration Video</li> <li>*Lake Thompson video profile</li> <li>*Agriculture Chemical Exhibit</li> <li>*Theme Videos</li> <li>*Migratory Birds ** in Western Hemisphere package</li> <li>*PSA's</li> <li>*Easement brochure</li> <li>*Dedications</li> <li>*Special Events</li> </ul>	<ul style="list-style-type: none"> <li>*Agricultural Chemical Project</li> <li>*Western Hemisphere Package</li> <li>*Wildlife Idea</li> <li>*Video profiles</li> <li>*Specific Theme Videos</li> <li>*Fund Raising cookbook</li> <li>*Develop Demonstration sites</li> <li>*Dedications</li> <li>*Special Events</li> </ul>	<ul style="list-style-type: none"> <li>*Agricultural Chemical Project</li> <li>*Training/Extension Programs</li> <li>*Demonstration Sites</li> <li>*Tours</li> <li>*Video-Specific topics</li> <li>*Education Packages</li> <li>*Dedications</li> <li>*Special Events</li> </ul>	<ul style="list-style-type: none"> <li>*Develop historical perspective of projects recreation/wildlife oriented</li> <li>*500-Year Retrospective on European Impact on the Environment</li> <li>*Additional Education Packages</li> <li>*Dedications</li> <li>*Special Events</li> </ul>
<b>EVALUATION</b>	<ul style="list-style-type: none"> <li>*Tracking of Exhibit/Brochure use</li> <li>*Increase in level of understanding at all levels</li> </ul>	<ul style="list-style-type: none"> <li>*Develop Evaluation Criteria</li> <li>*Maintain Quality Control</li> </ul>	<ul style="list-style-type: none"> <li>*Review Plan--revise where needed</li> </ul>	<ul style="list-style-type: none"> <li>*Conduct overall evaluation</li> </ul>	<ul style="list-style-type: none"> <li>*Maintain quality control</li> <li>*Evaluate as needed</li> </ul>

**SUMMARY OF FEDERAL AND STATE LAWS THAT PROTECT WETLANDS****FEDERAL****Regulatory Programs**

1. **Rivers and Harbors Act of 1899 (Section 10)**
2. **Fish and Wildlife Coordination Act of 1934**
3. **National Environmental Policy Act of 1969**
4. **Federal Water Pollution Control Act of 1972 (Clean Water Act) Section 404)**
5. **Endangered Species Act of 1973**
6. **Executive Order 11988 (Flood Plain)**
7. **Executive Order 11990 (Wetlands)**
8. **Water Quality Act of 1987**

**Development Programs**

1. **Watershed Protection and Flood Prevention Act of 1956**
2. **Food Security Act of 1985**
3. **Water Resources Development Act of 1986**
4. **Garrison Diversion Reformulation Act of 1986**

**Wetlands Acquisition**

1. **Migratory Bird Hunting and Conservation Stamp Act of 1934**
2. **Federal Aid to Wildlife Restoration Act of 1937**
3. **Wetlands Loan Act of 1961**
4. **Lands and Water Conservation Fund Act of 1965**
5. **Water Bank Act of 1970**
6. **Food Security Act of 1985**
7. **Emergency Wetlands Resources Act of 1986**

**Other Federal Programs**

1. **Tax Reform Act of 1986**

**STATES****North Dakota**

1. Game and Fish Department authority to acquire wetlands
2. Senate Bill No. 2035, enacted April 21, 1987, (No-net-loss), North Dakota Century Code 61-16
3. State Waterbank Program, North Dakota Century Code, Section 61-31 (not funded)
4. Property Tax Exemption for Wetlands, North Dakota Century Code, Chapter 665 (not funded)

**South Dakota**

1. Game, Fish, and Parks Department authority to acquire wetlands

**Montana**

1. Department of Fish, Wildlife, and Parks authority to acquire wetlands
2. Montana Stream Protection Act

**Minnesota**

1. Protected Waters Program
2. Save Minnesota Wetlands Program
3. DNR Resource 2000 Program
4. State Waterbank Program
5. Reinvest in Minnesota
6. State Tax Abatement Law for Wetland and Native Prairie

**Iowa**

1. State Tax Abatement Law
2. State Property Tax
3. Wildlife Habitat Stamp
4. State Waterfowl Hunting Stamp

## Appendix H

**WATERFOWL HABITAT PROTECTION OBJECTIVES THROUGH YEAR 2000  
FOR THE U.S. PRAIRIE POTHOLE REGION<sup>1</sup>  
(Acres)**

State	Total Objectives	Wetland	Upland
ND	510,000	130,200	379,800
SD	205,000	50,000	155,000
MT	50,000	12,300	37,700
MN	305,000	75,000	230,000
IA	30,000	7,500	22,500
<b>Total</b>	<b>1,100,000</b>	<b>275,000</b>	<b>825,000</b>

<sup>1</sup>These acres are in addition to those acquired (fee title and perpetual wetland easements) prior to 1985.

U.S.:Prairie Pothole Joint Venture  
Habitat Objectives and Costs  
1986-2000

	<u>Wetland</u>	<u>Upland</u>	<u>Total Acq.</u>	<u>Est. Cost(1) (millions)</u>	<u>Est.(1) Annual Cost</u>
<u>Fish &amp; Wildlife Services</u>					
Small Wetlands Acq Program (5-States) Fee Title/Wet. Ease.	225,000	150,000	375,000	\$107.0	\$ 7.1 million
Grassland Ease.	-	<u>340,000</u>	<u>340,000</u>	<u>45.0</u>	<u>3.0</u>
Subtotal	225,000	490,000	715,000	\$152.0	\$ 10.1 million
<u>State Game &amp; Fish Agencies</u>					
Iowa	2,000	5,500	7,500	6.0	0.4
Minn.	10,700	32,100	42,800	17.0	1.2
Mont.	3,000	12,000	15,000	3.0	0.2
N. Dak.	1,200	3,300	4,500	1.0	0.007
S. Dak.	<u>12,500</u>	<u>37,500</u>	<u>50,000</u>	<u>15.0</u>	<u>1.0</u>
Subtotal	29,400	90,400	119,800	42.0	2.807
<u>Private</u>					
N. Dak. Wetland Trust	3,750	11,250	15,000	4.5	0.4
Dakota Trust	3,750	11,250	15,000	4.5	0.4
TNC			?	?	?
<u>Other Fed.</u>					
Bur. Rec. (ND)	13,100	36,700	49,800	21.0	1.4
<u>Joint Venture Project (5-states)</u>					
	-	185,400	185,400	82.0	5.5
GRAND TOTAL	275,000	825,000	1,100,000	306.0	20.4

(1) Based on 1988 land costs--does not include overhead



