

Roles And Responsibilities Of Prairie Pothole Joint Venture Board Members

AUDUBON

Participation in the Prairie Pothole Joint Venture (PPJV) through our ongoing work with the Management Board, the Farm Bill subcommittee, and other avenues as appropriate is a high priority for Audubon. Audubon is pleased to be one of the PPJV partners committed to the ongoing protection, enhancement and restoration of the unparalleled wetland complexes in the Prairie Pothole Region, to benefit the myriad of waterfowl and other avian species that are dependent upon the region.

Audubon is excited about working under the auspices of the new PPJV Implementation Plan. Toward that end, we are committed to building capacity to assist the PPJV partnership in the implementation of integrated conservation strategies for all migratory birds, with emphasis on declining species that coincide with Audubon's bird conservation priorities. As the U.S. partner for Birdlife International, Audubon's bird conservation priorities are established in conjunction with the IUCN/Birdlife redlist of globally threatened species, and with the Audubon Watchlist of avian species at risk, formulated in conjunction with data from Birdlife and Partners In Flight.

As the US-designated partner of Birdlife International, Audubon is actively implementing the Important Bird Areas (IBA) Program across the U.S., to foster stewardship and conservation of essential wildlife habitat in 46 states. Through a science-based process of site identification, prioritization, outreach and education, and monitoring, Audubon's IBA program lays the groundwork for community-based conservation. Audubon will work through the IBA program to benefit the PPJV in the identification of new stakeholders, including policy-makers, private landowners, government agencies, and volunteers for monitoring, to promote and implement land-management practices that recognize the ecological importance of these lands for birds consistent with the PPJV implementation plan. Audubon will work to expand the potential partners for the Joint Venture as we implement a state-based IBA program. The expertise, experience, and spatial data housed within the PPJV will be essential in an evolving IBA program.

Audubon's partnership with Birdlife International also provides a potential opportunity for the PPJV to increase the effectiveness of bird conservation beyond our borders. Through Audubon's work with the international bird conservation community, we are working to link the PPJV with the Southern Cone Grasslands Bird Conservation Initiative, which includes Southern Brazil, Argentina, Paraguay, and Uruguay.

In addition, Audubon will continue to be an active advocate at the national and state level for the PPJV and for the policies and programs that fund and/or facilitate on-the-ground avian conservation. This includes funding for Joint Ventures, NAWCA, and the Neotropical Migratory Bird Conservation Act, lobbying for the Conservation Title of Farm Bill 2007, and other programmatic and fiscal program needs.

Audubon is excited to embark on this new implementation phase of the PPJV, in conjunction with our existing and new partners on the Management Board and beyond.

BUREAU OF LAND MANAGEMENT

The Bureau of Land Management (BLM) supports the PPJV Board member roles and responsibilities as outlined in the 2005 Implementation Plan. BLM's niche in the PPJV is characterized by both routine management and proactive activities. BLM administers significant surface and "split" (private surface, federal mineral) estate acres in the western PPJV. BLM's land management (through law, policy, and guidance) contributes to the achievement of general habitat goals and objectives. BLM also funds and conducts proactive activities to implement and monitor wetland and upland habitat improvements.

BLM lands are managed for multiple use under programmatic Resource Management Plans (RMPs). The BLM is currently on a 10-year schedule to revise its RMPs. Pertinent to the PPJV, the Montana/Dakotas BLM Havre office plans to begin revising the West Hiline RMP in 2005.

Proposed actions on BLM administered lands (both surface and split estate) are subject to Endangered Species Act consultation, site-specific environmental analysis, compliance with Migratory Bird Treaty Act, and conformance to BLM's Special Status Species policies. For PPJV, this is particularly important as energy development has been identified as having the potential to impact various priority species. Interest in federal oil and gas leasing and exploration continues to grow throughout the region. A new wind energy facility has recently been proposed on private and BLM-administered lands near Glasgow, MT.

The BLM is systematically assessing BLM-administered lands to evaluate whether they are meeting land health standards and guidelines for grazing management. This process includes watershed and wildlife habitat assessments.

The Land Bird Conservation Plan particularly noted noxious weed infestations as a threat. BLM Montana/Dakotas plays a regional leadership role and has a proactive Integrated Weed Management program, working in partnership with counties, state, and other federal agencies in cooperative efforts to prevent and treat weed infestations.

In summary, the PPJV Implementation Plan will be an important source of information for the BLM to evaluate RMP level management alternatives, analyze site-specific proposed actions, and determine whether lands are meeting land health standards. These are the mechanisms by which BLM will integrate the goals of the PPJV into programmatic and site-specific management decisions. Additionally, BLM is an active partner in NAWCA grants and MT Wetlands Legacy, and conducts inventory, habitat improvement, and monitoring through base funding and Challenge Cost Share partnerships.

DELTA WATERFOWL FOUNDATION

Delta Waterfowl has been conducting cutting-edge wetland and waterfowl research since 1937. Two products from this research, trained biologists and information, will comprise a major contribution to the PPJV from Delta Waterfowl. Delta intends to expand its research program to meet the growing information needs of the PPJV and the PHJV. Delta's strategic focus includes the PHJV.

Of particular importance to the PPJV is the advancement of knowledge in the areas of landowner attitudes and behavior as well as the impact of predation on ground-nesting birds. Delta believes that these areas are not currently well studied but are factors that probably present the two greatest barriers to the success of the PPJV. Delta will focus its research within the PPJV on landowner behavior/attitudes and predation. In the case of landowners, Delta intends to embark on a social research project over the life span of the 2005 Implementation Plan to learn more about producer's attitudes within the PPJV region.

The spring of 2005 will see the launch of the "Second Generation" of our ongoing research on the efficacy of large block predator removal as a new waterfowl management tool. Over the next several years, Delta will embark on social research of both rural and urban U.S. populations to determine the perceptions of citizens towards predator removal.

Delta Waterfowl will take the lead on updating our knowledge of the cost, social, and biological effectiveness of all habitat enhancement tools currently used within the PPJV. Over the life span of the 2005 Implementation Plan, Delta will strive to replicate Lokemoen's work (1980-cost comparison of waterfowl management techniques) to provide guidance to waterfowl managers within the PPJV.

Delta is positioned to advocate on behalf of ducks and duck hunters in the PPJV and broader community, critical to ensuring the PPJV's long-term success. Delta's strategic approach is to avoid widespread program delivery. It is uniquely positioned to advocate on behalf of the PPJV on contentious but critical issues such as the re-allocation of funds from other regions to the PPJV.

Some of Delta's largest contributions to the PPJV will take place in Canada. Current evidence suggests that the PPJV is successful in protecting and enhancing continental waterfowl populations as evidenced by the impact of programs such as Conservation Reserve Program and the Migratory Bird Conservation Fund. Delta is focusing its limited resources to bring a landscape set-aside program to Canada. Alternative Land Use Services (ALUS) has been created in partnership with Canadian farm groups and is being advanced. Over the life span of the updated PPJV Implementation Plan, Delta will work aggressively to bring ALUS to the ground in Canada to contribute to the conservation of continental waterfowl populations.

Over the next five years, Delta will also expand its agricultural policy staff team within the U.S. including representation within the PPJV and in Washington D.C.

DUCKS UNLIMITED, INC.

Ducks Unlimited, Inc. (DU) endorses the PPJV Implementation Plan, and is fully supportive of its goals and objectives. DU believes that the PPJV is integral to the success of the North American Waterfowl Management Plan (NAWMP), and therefore is central to the mission of Ducks Unlimited.

DU will continue to actively participate on the PPJV Management Board and Technical Committee, as well as offer assistance on special projects as warranted. Many elements of the PPJV Implementation Plan are also reflected in DU's "Grasslands for Tomorrow" Initiative plan; therefore, we envision opportunities to collaborate in many areas. Our focus will be on programs that are most beneficial to waterfowl populations, and our investments will be prioritized towards projects that provide perpetual or long-term benefits.

DU's overarching priority for the PPJV is to maintain the current duck production capacity of intact habitats, particularly in the Dakotas. Purchased easements, fee title acquisitions, and effective public policies—particularly related to the U.S. Farm Bill and the Clean Water Act—will be our primary approaches to securing the habitat base. We are prepared to dedicate significant staff and financial resources to these endeavors. Moreover, many of these funds, which are derived from private sources, can and will be offered up as match for NAWCA and other programs.

In addition to habitat protection, DU offers expertise in wetland and upland restoration and enhancement. Our staff of biologists, surveyors, engineers, and construction managers will continue to work in partnership with other agencies and organizations on projects that provide meaningful benefits to waterfowl and other birds.

DU's Bismarck office is also staffed with researchers and GIS analysts that can and will conduct original research and analyses in support of programs of mutual interest to DU and the PPJV. In doing so, we look forward to continuing our collaboration with scientists at the HAPET Offices, Northern Prairie Wildlife Research Center, as well as faculty and researchers at various universities.

Effective communications and marketing will be important to the success of the PPJV. Ducks Unlimited employs professional communications staff at both the Bismarck office and our national headquarters who are willing and able to assist the PPJV in these endeavors. DU also has a history and experience in conducting "human dimensions" research in the PPJV, aimed at enhancing our understanding of societal attitudes towards conservation. We believe it will be important to continue this work in the future, and look forward to collaborating with our PPJV partners in this effort.

Farm Service Agency

The Farm Service Agency (FSA) administers the Conservation Reserve Program (CRP), America's largest conservation program. CRP compensates landowners who volunteer to place cropland into conservation covers for 10 to 15 years. Currently over 11 million acres are enrolled

in CRP in Iowa, Minnesota, Montana, North Dakota, and South Dakota. Of these lands over 1.6 million acres are in wetlands or wetland buffers, while most of the remaining CRP land is planted to grass.

An intent of FSA is to administer the CRP in a manner that conserves natural resources and enhances the environment. Because this goal is fully consistent with the mission of the PPJV, and because cooperation and communication will help us enhance the populations of prairie avian populations, and the sustainability of both the prairie ecosystems and rural communities, FSA views participation in the PPJV as an opportunity to enhance the benefits from the CRP.

As a member of the PPJV, FSA will participate in the preparation and review of PPJV documents, share data whenever disclosure rules permit, and participate in analysis of conservation options. FSA will attend PPJV meetings whenever possible. If conflicts or budgets prohibit attendance, FSA will assure participation through correspondence.

IOWA

The Iowa Department of Natural Resources (IDNR) has placed a high priority on the responsibilities and opportunities afforded our agency and the state of Iowa through the Prairie Pothole Joint Venture (PPJV). We are pleased to have this opportunity to re-affirm our commitment to the PPR through the goals and objectives of the PPJV.

The PPJV has stimulated significant and impressive wetland and prairie restoration efforts in the Prairie Pothole Region (PPR) of Iowa. The key to our past success has been cooperation and coordination with other conservation organizations, NGOs, private business and industry, local groups, and individual citizens and landowners. IDNR has worked with partners to identify priority areas for restoration of wetland/grassland complexes, and has made significant progress toward those objectives. Since 1987, 42,656 acres have been acquired by IDNR and the U.S. Fish & Wildlife Service as WMAs or WPAs. All of these acres are managed by IDNR. This represents 35% of the total public acres managed by the IDNR wildlife bureau within the PPR.

Iowa supports the PPJV region-wide planning approach and agrees with the conservation priority placed on the Missouri and Prairie Coteaus. However, IDNR also recognizes the importance of wetland protection, restoration, and enhancement of wetland habitats in the eastern portion of the PPJV, and takes responsibility for coordinating these efforts within the PPR of Iowa. Conservation of existing habitats, alone, will not lead to the accomplishments of PPJV bird conservation objectives. To meet objectives, we must place additional habitats on the landscape through a combination of public land acquisition and effective delivery of USDA conservation programs.

In Iowa, we are successfully implementing wetland restoration programs in the most intensively modified part of the PPR and reversing the trend of continued habitat loss. The resulting landscape could impact how row-crop agriculture eventually impacts wetland habitats in other states. IDNR is working to stop, and hopefully reverse, trends in breeding range contraction of many species of migratory birds. IDNR values the opportunity to participate in PPR research

and monitoring efforts, and to evaluate the impacts of Iowa wetland restoration and enhancement accomplishments on migratory bird populations.

Our goal is to integrate wetland/grassland complexes into the agricultural landscape. It is important for both rural and urban communities to be able to observe how agriculture and wetlands can co-exist to the mutual benefit of all people. Our success is evident from the broad base of support that currently exists for wetland restoration activities in Iowa. The extent to which wetland conservation and restoration is identified as part of the water quality solution has huge implications for the future of wildlife habitat across the PPR.

MINNESOTA

The Minnesota Department of Natural Resources' (DNR) Division of Fish and Wildlife (DFAW) supports the roles and responsibilities of the Prairie Pothole Joint Venture (PPJV) Board members as outlined in the 2005 Implementation Plan. The DFAW's ongoing and proactive management activities fit into and support the PPJV plan.

This Minnesota agency, launching the first North American "Save the Wetlands" program in 1951, now manages and administers 1.1 million acres of wetland, grassland, and woody cover habitat in almost 1,400 wildlife management areas (WMAs). It also administers almost 37,000 acres in aquatic management areas (AMAs), mostly riparian lands with the focus of benefiting fisheries resources, but many of which provide streamside (150 miles), lakeshore (83 miles), wetland and upland wildlife habitat. This agency administers an aggressive private lands program providing cooperators with wildlife habitat technical assistance and financial incentives. The DFAW also advocated initiation of a 2005 wetlands monitoring program to determine "no net loss" of wetlands status in Minnesota. Finally, it assists and supports other agencies on beneficial wildlife habitat efforts through law, policy, guidance, and political support, including influencing U.S. Department of Agriculture farm programs.

WMAs, containing over 500,000 acres of wetlands, and over 600,000 acres of uplands, contribute directly to the goals and objectives of the PPJV. Management includes wetland protection, restoration, and enhancement. Protection includes fee title acquisition from willing sellers for which during the next biennium there is likely to be \$10+ million in legislative bonding, \$6 million in critical habitat license plate funding to be matched by private donations, \$6 million from charitable gambling, \$3 million in state critical habitat to be matched by private donations, \$4+ million in license surcharge split between acquisition and development and \$1.1 million for Aquatic Management Areas.

The DFAW, U.S. Fish and Wildlife Service, Minnesota Board of Water and Soil Resources, and many non-governmental organizations are in the process of building a broad partnership to launch a "Working Lands Initiative" focusing on Minnesota's largest wetland/tall grass prairie complexes. The Working Lands Initiative will identify, map, and protect the state's most productive wetland/grassland complexes and focus implementation programs in the most comprehensive and effective manner possible to benefit a variety of wildlife species, improve water quality, and reduce runoff and sedimentation. Funding so far for the next two years includes \$1.85 million from MNDNR, \$1.3 million from USFWS, and \$2 million from The

Nature Conservancy (more partners and funding are expected in the near future). Restoration and enhancement activities include shallow lake level management, wetland restoration, wetland level manipulation, moist soil management, prairie restoration, prescribed burning, refuge establishment, fish barriers, etc. In addition to the Working Lands Initiative, the Comprehensive Wetland Assessment, Monitoring and Mapping strategy will provide an objective, ongoing assessment of the status and trends in the quality and quantity of Minnesota's wetlands to determine if the state's goals of no-net-loss and net increases in wetlands are being achieved.

In summary, the goals and objectives of the DFAW are closely aligned with those of the PPJV plan. Accomplishments will contribute substantially to PPJV goals and objectives. This agency will work in broad partnerships that include federal, state, and local government, non-governmental organizations, and public and private land managers on a larger-than-past scale.

MONTANA

Montana Fish, Wildlife and Parks (FWP) is responsible to provide a representative to the PPJV Management Board, assist with the content and conduct of meetings, review and comment on plans, review, comment and rank NAWCA projects from the PPJV twice annually, and coordinate and ensure project delivery of migratory bird and wetland conservation projects throughout the PPJV area of Montana. Through a cooperative agreement with the USFWS, FWP is further responsible to coordinate the Montana Wetlands Legacy, a statewide wetland conservation partnership. The Legacy in part is responsible to facilitate project activity within the PPJV area, including implementing new wetland projects by FWP and its partner organizations including USFWS, BLM, BOR, Ducks Unlimited, and others.

FWP will provide both a Board representative and, as funding is available, a technical representative to assist the PPJV in conducting its activities. It will also assist in writing and reviewing plans, monitoring joint venture progress within the state, encouraging new partnerships, and facilitating NAWCA project proposal development. It will also work with BLM, the American Bird Conservancy, and other PPJV Board member organizations to collaborate on activities as directed or needed by the Board, the PPJV Technical Committee, the PPJV Implementation Plan and the state action plan. FWP will coordinate with the Montana BLM state office, USFWS personnel in Montana, American Bird Conservancy in Montana, and other Board member organizations to host PPJV meetings periodically and to assist the Board and PPJV as needed.

FWP will provide matching funds for PPJV field personnel activities, NAWCA projects, and other wetland/migratory bird-related projects from its migratory bird stamp fund. Further, large projects may result from FWP's contribution of Habitat Montana funds to protect critical wildlife habitat such a 15,000-acre easement protecting native prairie in north Blaine County which FWP secured in December 2003. Finally, as a partner in and coordinator of the Montana Wetlands Legacy, FWP will ensure networking and resource-sharing throughout the PPJV area, enhancing Montana's ability to conserve as much quality wetland, waterfowl, and migratory bird habitat as possible in the PPJV area.

NATURAL RESOURCES CONSERVATION SERVICE

Natural Resources Conservation Service's (NRCS) role is to be involved and participate in the discussions of the Prairie Pothole Joint Venture (PPJV) and provide input in coordination with the President's wetland agenda of one million acres each of wetlands created, restored, and protected for a total of three million acres.

NRCS responsibilities are to provide an open dialog with the PPJV offering science-based information and ideas in regard to NRCS programs and technical resources science-based.

NRCS will contribute the most current data through the National Resources Inventory (NRI). This data was used in identifying wetlands nationwide and is the basis by which the President's wetland agenda was decided. NRCS offers the NRI data for use by the PPJV as an educational tool in communicating ideas.

THE NATURE CONSERVANCY

The Nature Conservancy (TNC) is fully supportive of the objectives and actions identified in the 2005 PPJV Implementation Plan. To assist in the attainment of these objectives, TNC will participate as appropriate in the following ways.

Direct land conservation – Consistent with TNC Ecoregional Plans, TNC will acquire key tracts, hold or transfer these tracts to other conservation organizations, manage lands that are retained for their native biological diversity, and work with other landowners to optimize land management for biodiversity. TNC has 7 field offices in the PPJV region, and owns more than 50,000 acres of land there for conservation purposes. These land acquisition and management activities will be largely in support of PPJV Implementation Plan goals, and will continue and accelerate in future years.

Government relations – TNC employs a staff of government relations specialists that work closely with legislation and elected officials to achieve policy goals and funding for government partners in support of conservation. These employees are found both in regional locations (e.g., Minneapolis for MN, SD, ND) and in worldwide headquarters in Arlington, VA. They are highly effective at working through legislative processes to secure funds and policy initiatives (e.g., funding for Northern Tallgrass NWR, MN CREP, etc.). A key activity in the next several years will be development and promotion of a new Farm Bill—this is the single most important issue facing the PPJV today.

Science and planning – TNC has staff capacity to address relevant scientific issues, identify key conservation landscapes, and produce spatially-explicit models and maps to prioritize conservation efforts. These staff and tools are regularly used in support of TNC field activities, and can be easily merged with other partner efforts to optimize collaboration.

Collaboration and leverage – TNC collaborates with many other PPJV partners to achieve conservation goals, and will continue to do so in the future. In some cases, TNC non-federal expenditures have been used to provide match for NAWCA funds to other partners. We expect

to continue that in the future, and look for other creative ways to provide funding for conservation – especially in the Dakotas.

Marketing – TNC also maintains a staff of specialists in marketing and public relations. While their primary responsibilities are to ensure communication needs of TNC are met, where participation in marketing of PPJV accomplishments is relevant, their expertise can be used.

In summary, TNC has a sincere and compelling interest in conservation across the PPJV. We are committed to collaborating with other conservation partners to advance conservation in the region consistent with the goals of the Implementation Plan. We look with great excitement to a renewed effort on behalf of PPJV partners in achieving ambitious goals.

NORTH DAKOTA

The North Dakota Game and Fish Department (NDGFD) has been involved in the development and implementation of the North American Waterfowl Management Plan and Prairie Pothole Joint Venture from their inception. NDGFD is responsible for integrating the needs, concerns of and benefits to the State into the planning and actions of the PPJV in North Dakota. NDGFD is also responsible in large part for informing citizens, legislators, and other interests in North Dakota relative to waterfowl conservation needs and opportunities in ND, and to the purposes of the NAWMP and PPJV. NDGFD has had a major role in organizing and supporting the PPJV and promoting the partnerships, coordination and cooperation needed to make the objectives and actions of the PPJV compatible with other needs and interests of the State, and thus acceptable to the people of North Dakota.

NDGFD provides substantial personnel and waterfowl management expertise to assist with a wide variety of Central Flyway, National Flyway Council, and PPJV endeavors and committees.

In support of the PPJV, NDGFD has provided, since 1990, a full-time position to lead and coordinate the state steering committee for the NAWMP/PPJV – The North Dakota Action Group (NDAG). The major functions of the NDAG and the coordinator have been:

1. To foster the development, maintenance, and implementation of a waterfowl conservation plan for North Dakota which “steps down” the NAWMP and PPJV plans.
2. To provide forums for coordination, cooperation, and information exchanges among the North Dakota partner/members supporting the PPJV.
3. To develop and submit grant proposals for funding under the North American Wetlands Conservation Act (NAWCA).
4. To monitor and input to the Farm Bill and other federal and state legislation impacting wetland and waterfowl conservation.

To support NAWCA project funding and implementation, NDGFD has provided more than \$5 million in non-federal grant match. In addition, since 1997, the NDGFD in a partnership with Ducks Unlimited and the USFWS has provided four full-time positions to assist in the development and implementation of NAWCA grants. NDGFD has had a major role in obtaining 36 NAWCA grants, which have awarded more than \$20 million in NAWCA funds and produced

more than \$30 million in matching funds, resulting in the conservation of more than 600,000 acres of waterfowl habitat in ND.

NDGFD has had the opportunity to represent the PPJV and the Central Flyway on the North American Wetlands Conservation Council (1995-96) and to provide a staff person for the Council from 1995 to the present. NDGFD has played, and will continue to play, a major role in both developing NAWCA funding and in guiding the NA Wetlands Conservation Council toward policies that accommodate the interests of the NAWMP and PPJV in administration of the NAWCA.

NORTH DAKOTA NATURAL RESOURCES TRUST

The North Dakota Natural Resources Trust (NDNRT) has played an active role in the Prairie Pothole Joint Venture (PPJV) since its inception, and has been represented on the management board since 2001. As a non-governmental organization (NGO), the NDNRT brings a variety of capabilities to the PPJV.

The NDNRT works cooperatively with PPJV partners and other conservation and agricultural partners outside the PPJV to deliver on-the-ground conservation projects and provides small grants to others to do both on-the-ground and educational projects. In addition, the NDNRT plays a key communications role in interacting with agricultural groups and elected and appointed policy makers. As an NGO, the NDNRT brings a flexibility and autonomy to the PPJV that can help the organization deliver both its conservation products and its conservation message.

All dollars spent by the NDNRT are non-federal, and thus provide much needed "match" dollars for NAWCA projects all across North Dakota. To date, the NDNRT has provided over \$2.5 million dollars in match on approximately 25 NAWCA projects across North Dakota. As a North Dakota based NGO, the NDNRT can only engage directly in on-the-ground work within the confines of that state, but can and does assist with planning, education and policy level contacts and discussions that benefit the entire PPJV area.

The NDNRT has been an integral partner in preparing and implementing all aspects of the PPJV's strategic plan. In keeping with that involvement, the NDNRT keeps PPJV needs in mind as it develops its own strategic and operational plans, conducts its own projects and provides grants to other partnership organizations.

In summary, the NDNRT views implementation of the North American Waterfowl Management Plan, in the current context of an all bird initiative, and delivered through the PPJV, as a corollary to its own mission. The funding, effective partnerships and real on-the-ground accomplishments, combined with opportunities to work directly with farmer and rancher to deliver meaningful conservation, set this effort and this delivery mechanism apart. The NDNRT is proud to be a part of this successful and groundbreaking conservation effort.

PHEASANTS FOREVER

Pheasants Forever (PF) supports the PPJV Board member roles and responsibilities as outlined in the 2005 Implementation Plan. PF is involved in several activities that contribute to the goals and objectives of the PPJV through projects that PF funds and implements. PF roles range from being the primary or lead partner to that of being a secondary supporter with funding and/or in-kind support.

PF's personnel involvement comes through both staff and local PF chapters. Because of PF's structure with funding at the chapter level, the grass-roots local level of support is often engaged on specific projects through project identification and subsequent funding. This grass-roots support is often times critical for the successful implementation of a project.

PF is actively involved in activities that support and enhance efforts to achieve the goals of the PPJV, including support of Federal Farm Bill conservation programs and support of state programs and policies that have impacts on these goals.

In addition, PF, through its publications and other public outreach mechanisms, shares information regarding the importance of achieving the goals and objectives of the PPJV/NAWMP and other bird conservation initiatives.

SOUTH DAKOTA

SDGFP Wildlife Division staff's intent is to participate fully in all PPJV activities. We will attend, participate in and remain an active member of the PPJV Management Board and its various working committees as assigned. We will host meetings when it is our turn in the rotation. SDGFP is an original member of the PPJV Management Board and will continue its history of strong support and participation in the PPJV partnership and activities as outlined in the 2005 Implementation Plan.

The SDGFP Wildlife Division recognizes our unique geographic role in helping to ensure success of the North American Waterfowl Management Plan. Our agency is committed to the protection, restoration, establishment and management of waterfowl habitat in South Dakota. We place a high value on our game and non-game bird resources and are especially proud of our role in managing habitats for upland nesting birds. We have a longstanding, strong tradition of waterfowl management in South Dakota. We will continue to play an active leadership role in all aspects of waterfowl habitat, management and regulations. Our staff will continue their assertive efforts to improve grassland and wetland habitats on both private and public lands. SDGFP staff will also continue it's involvement in the NAWCA grant program by providing important matching contributions to project partners, or when appropriate, seeking grant funds for specific department sponsored projects.

SDGFP recognizes the critical role of USDA conservation programs in the success of attaining and maintaining our PPJV habitat goals. We will continue to play a role in the development and implementation of these conservation programs. Our vision is to make full use of these conservation provisions and use them to provide upland nesting cover on a landscape scale in

South Dakota. It will remain a high priority for us that all USDA programs continue to provide protection of our remaining wetland habitat base, as well as provide options for willing landowners to restore wetlands through programs such as WRP and CRP.

Finally, we look forward to working with our neighboring states, federal agency partners and NGO friends as a team to achieve the goals of the PPJV Implementation Plan.

SWAROVSKI BIRDING and THE NATIONAL WILDLIFE REFUGE ASSOCIATION

Swarovski Birding and the National Wildlife Refuge Association approach the support for the PPJV in a unique way. Swarovski Birding as a project of Swarovski Optik of North America is intended to promote the pleasures and responsibilities of bird appreciation. The National Wildlife Refuge Association has as its mission to protect, enhance, and expand the National Wildlife Refuge System.

The two entities - a for-profit company and a non-governmental organization - have joined in a series of projects including on-line information and education, engaging the public in activities to appreciate the Refuge System, and broadening the security of refuge lands and waters set aside to protect our diverse bird-and-wildlife heritage. As such, they approach the PPJV in tandem, not delivering on-the-ground conservation projects but assisting in the promotion and understanding of those conservation actions.

The high density of NWRs and WMDs in the Prairie Pothole region alone would justify enthusiasm and cooperation for the objectives and actions identified in the 2005 PPJV Implementation Plan. But it is also the recognition that refuges alone cannot sustain appropriate populations of waterfowl and other birds; a much broader regional approach is required.

The joint efforts of Swarovski Birding and the National Wildlife Refuge Association are best suited to complement the PPJV goals in the area of communications, outreach, local stewardship support (e.g., through refuge "Friends" groups), and related education efforts. This is also integral to the development of a new communications strategy for the PPJV.

Insofar as the on-the-ground efforts of the PPJV continue to need broader acceptance, understanding, and citizen involvement, Swarovski Birding and the National Wildlife Refuge Association stand ready to make contributions.

Moreover, the positioning of some of the staff of Swarovski Birding and the National Wildlife Refuge Association in the Washington DC area can support in some Congressional dialogue, related to the goals of the PPJV.

In summary, Swarovski Birding and the National Wildlife Refuge Association are eager to work for an all-bird vision with the PPJV, delivered in creative ways and blending the goals of the varied bird conservation initiatives. We are enthusiastic over shared goals and winning more people over to the PPJV approach to integrated and innovative conservation.

U.S. FISH AND WILDLIFE SERVICE

The Regional Directors (Regions 3 & 6) of the U.S. Fish and Wildlife Service (FWS), as members of and Co-chairs of the PPJV Management Board, agree with and support the roles and responsibilities as described in the 2005 PPJV Implementation Plan.

Region 6 will continue to support and maintain the PPJV Coordinator and its responsibilities as the lead FWS region for the PPJV. The Coordinator will be responsible for ensuring the full implementation, partnership development and successful advances of the PPJV as a whole. To the maximum extent possible, the Region 3 Joint Venture (JV) Office will assist the PPJV Coordinator (FWS Region 6, Denver, CO) and the PPJV Management Board in a manner that is consistent with accomplishing the goals and objectives identified in the 2005 Implementation Plan.

The FWS will continue to serve in a leadership role and to strongly support, promote, and facilitate all PPJV activities. FWS Region 3 and Region 6 program areas (Refuges, Private Lands, Realty, Migratory Birds & State Programs, Ecological Services and Fisheries) will (within their respective program priorities) work with the PPJV in developing and implementing partnerships and on-the-ground projects. Protection, restoration and enhancement of PPJV landscapes will continue to be a priority in both regions. Program areas and personnel will collaborate and coordinate across regional boundaries where feasible and where opportunities and partnerships can be developed.

FWS (R3 & 6 respectively) will continue to provide major funding support for the Habitat and Population Evaluation Team (HAPET) offices in Fergus Falls, Minnesota and in Bismarck, North Dakota, to ensure development of strategic planning efforts, development and use of spatial analysis and Geographic Information System technology, and development of decision support tools to address landscape level habitat and population problems for PPJV partners. Recognizing that the differing portions of the PPR often require different conservation strategies and actions, the two HAPET offices will regularly coordinate and cooperate on PPJV/PPR-wide conservation issues including planning, monitoring, and cooperative research.

FWS (R3 & 6) is pleased to continue its support of the North American Waterfowl Management Plan and of the new migratory bird conservation initiatives including the Partners In Flight Landbird Plan, the U.S. Shorebird Conservation Plan and the Waterbird Conservation for the Americas Plan. The FWS (R3&6) strongly supports the PPJV partnership in its continued focus on waterfowl and in its leadership role in developing the biological foundations for integrated bird conservation.

FWS (R3&6) is proud of the PPJV's successful conservation record and look forward to continuing their role as integral partners under the 2005 Implementation Plan.

PLAN FOUNDATION APPENDIX B

International Collaboration

Background

In 1986, with the signature of the North American Waterfowl Management Plan, a truly international collaborative effort that involved Canada, the U.S., and Mexico was initiated on behalf of waterfowl. The Plan's vision included strategies for coordinated planning and cooperative management of habitat, with Joint Ventures as the major delivery system.

In the last 10 years, there has been increasing interest in developing cooperative strategies for conservation of migratory birds in the Western Hemisphere. The Partners In Flight Plan recognized migration across international boundaries and is currently strengthening its international component; the U.S. and Canadian Shorebird Conservation Plans recognize the importance of hemispheric conservation; and the newest of the bird plans, the North American Waterbird Conservation Plan, encourages international conservation of waterbirds throughout the Americas. There will soon be a shorebird conservation plan for Mexico.

In 2004, the Western Hemisphere Migratory Bird Conference was held in Chile. Heads of wildlife conservation for 25 countries re-affirmed the need to work together to conserve migratory birds of the Americas. The new Canadian-based Boreal Songbird Initiative observes that one of every four birds in North America depend on the boreal forests of Canada and interior Alaska.

The U.S. and Canada have long history of collaboration, largely through existing partnerships for waterfowl, shared language, and to some extent, shared economies. Many active conservation partnerships have also long existed in Latin America and the Caribbean. In recent years, however, recognition of our shared migratory bird resources and the tremendous importance of Latin America and the Caribbean to global biological diversity have grown significantly. Countries such as Mexico, Venezuela, Colombia, Peru, and Brazil provide habitat for hundreds of migratory and endemic species. In the U.S., over 300 bird species are migratory, nesting in the U.S. or Canada and flying to Mexico, the Caribbean, and Central and South America. These migrants include waterfowl to Mexico, the Caribbean, and northern South America, shorebirds to Mexico, Central and South America, grassland birds to Central and Northern Mexico, and thrushes and warblers and many other landbirds to the tropics.

It is clear that many of the species that breed in the Prairie Pothole Region spend the non-breeding season outside the U.S. The hard work, energy, and money that goes into conserving breeding and migration habitat in the U.S. and Canada may be for naught if bird populations face limiting factors on the wintering grounds or during migration. Human population growth, habitat loss, and other threats are increasing much faster in Latin American than in the U.S. Indeed, threats in the Western Hemisphere are similar from Canada to Argentina: fragmentation and loss of forests, grasslands and wetlands, invasive species, human population growth, urbanization, and energy development. Citizens of the Western Hemisphere highly value birds.

The millions of dollars we invest in bird conservation here at home can be lost if a species' needs outside the U.S. are not met.

Fortunately, there is increasing recognition that we must increase our work across entire bird ranges through conservation at the landscape scale via effective conservation partnerships. As noted in the agenda of the Western Hemisphere Migratory Bird Conference: *“Modern threats to wildlife in the Western Hemisphere present challenges that can only be addressed effectively by the strategic alignment of stakeholders in wildlife conservation throughout North America, Latin America and the Caribbean.”*

Activities to Date

Partners in the Prairie Pothole Joint Venture have recognized that conservation activities in the prairies are paramount to meeting the goals of the NAWMP and other bird plans. PPJV partners have also recognized that teaming internationally is needed and will contribute to successful conservation in the U.S. and Canada as well as on a broader scale. Teaming internationally brings positive benefits to the partners of the PPJV. Capability and organizational capacity for conservation action is enhanced, the scientific and ecological basis for priority bird conservation is strengthened, and skills, experience, personal education, and growth of PPJV partners is expanded through international contact and communication.

The PPJV has been active in working with Canada's Prairie Habitat Joint Venture (PHJV) in development and exchange of biological and technical information and in assisting the PHJV in crafting agricultural legislation that will positively impact birds of Canada's prairie provinces. The PPJV is also actively working with Mexico, assisting in the presentation of workshops on shorebird management, in shorebird research, and in helping develop organizational models and experience for joint venture-like organizations with Mexican partners. The PPJV is assisting in the development of organizational models and landscape approaches to conservation of grasslands in the Southern Cone of South America. The PPJV has been a long-term participant with the Western Hemisphere Shorebird Reserve Network and an active participant in a variety of international meetings and workshops related to bird conservation.

Action Items

The PPJV has accepted the challenge of delivering all-bird conservation as outlined in the national and international plans. PPJV financial resources and partner efforts will be devoted primarily to meeting various plan goals for conservation in the PPJV. However, the PPJV also recognizes the need for and benefits of international cooperation to attain our collective conservation objectives. In the Prairie Pothole Region, a collaborative approach with the PHJV has benefited both joint ventures and has contributed to a more coordinated approach in prairie conservation.

The following are international activities in which the PPJV will play a role when partnership opportunities exist and/or when requested:

- Develop “border free” landscape planning tools. The PPJV and the PHJV have jointly identified the merit of developing a standardized landscape model of the entire Prairie

Pothole Region. Over the past decade the PPJV and PHJV have independently developed an impressive suite of landscape assessment, planning, and modeling tools for their respective sides of the border. The challenge is now to standardize and integrate these products. Immediate needs consist of standardizing wetland and grassland mapping conventions and developing seamless GIS coverage that transcend state, provincial, and international borders. With this information, the PPJV and the PHJV can jointly monitor and model the temporal and spatial shifts that occur in prairie bird populations as they respond to the dynamic landscape and climate changes so common to the region.

- Provide assistance to Latin American partners with organizational development of joint venture-like partnership, technical assistance and training, strategic planning, landscape planning and design, GIS, education and public awareness, inventory and monitoring, research design, and habitat restoration recommendations.
- Continue participation in international networks such as the Western Hemisphere Shorebird Reserve Network, with agency programs such as the international programs of the U.S. Fish and Wildlife Service and U.S. Forest Service, with non-governmental organization international programs such as The Nature Conservancy's Migratory Bird Program, Pronatura of Mexico, Ducks Unlimited Mexico, and the Council on Environmental Cooperation's Grasslands Program. Participate in new international networking and partnership opportunities as they arise and are congruent with PPJV objectives.
- Develop internships and/or opportunities for exchange of personnel and volunteers to participate in hands-on opportunities for learning methods, techniques, general operations in respective conservation programs such as on National Wildlife Refuges and Fish and Wildlife Service Partners for Fish and Wildlife program in the PPJV, in the PPJV HAPET offices, in PPJV partner programs and activities such as with the States or Ducks Unlimited, Pheasants Forever, The Nature Conservancy, and in various conferences, workshops, seminars, sites and programs in Canada and Latin America, including North American Wetlands Conservation Act meetings and site visits, and Neotropical Migratory Bird Conservation Act meetings and site visits.

The PPJV has a tremendous wealth of information, experience, resources and energy to enhance international bird conservation. Our goals for conservation in the PPJV alone are daunting. However, the PPJV is aware of its position in the larger context of shared threats to birds in the Western Hemisphere and of its unique ability to contribute to conservation partnerships. Although assistance will have a cost, the PPJV recognizes that teaming internationally is part of its vision and operation. By partnering with support and assistance where requested and possible, the PPJV will be truly helping achieve the broad-based goals not only of the PPJV but of all-bird conservation.

PLAN FOUNDATION APPENDIX C

Communications Strategy

Background

In 1987, the Prairie Pothole Joint Venture Management Board established a Communications Committee to plan, develop, conduct, and evaluate a communications/education program for internal and external audiences of the PPJV. In the first PPJV Implementation plan, target audiences and messages were identified. Activities focused on: wetland values and the protection and management of wetlands, highlighting the activities of the PPJV and the North American Waterfowl Management Plan, and highlighting partnerships and the benefits of working in partnerships.

A number of programs and projects were completed from 1987-1995, including: wetland easement brochures, wetland restoration videos, a Wildlife Project Idea Book and a pesticide training program in direct response to landowners and private lands coordinators. Additionally, a number of educational products designed to provide technical recommendations for landowners and wildlife managers were produced and included wildlife calendars, management practices for waterfowl and shorebirds, a newsletter that reached both internal and external audiences: “Progress Notes” and a variety of educational newspapers. Evaluation programs indicated that both the calendars and newspapers were of value in reaching and involving target audiences.

In the 1995 PPJV Implementation Plan, the PPJV Communications Strategy again defined target audiences and messages. Areas of emphasis were broadened to include grassland values and protection, more holistic messages on the need for protection, restoration and enhancement in the Prairie Pothole Region, educational programs involving integrated migratory bird management, funding and fund raising, fostering better understanding of the Prairie Pothole Region and activities of the PPJV and the NAWMP as well as the development of shorebird, waterbird and landbird conservation initiatives and the North American Bird Conservation Initiative (NABCI).

1995 to 2005, a broad array of projects and programs were developed including a catalog of funding opportunities in the PPJV, several video programs for K-8 including “Do Your Part” and “The Amazing Journey of the Migrating Shorebirds,” along with workbooks for teachers and students, a video and accompanying materials on the Prairie Pothole Region and the PPJV, numerous funding packages for the North American Wetlands Conservation Act, informational materials on wetlands, grasslands, and cultivating cooperation for wildlife and agriculture, information on partnership development and implementation for conservation, and various technical assistance programs.

The PPJV has worked with an extensive and diverse network of partners to achieve its goals in the last 18 years. Primary target audiences have been landowners, natural resource managers, decision makers, students and potential funding partners. The PPJV Communications Strategy has focused on: promoting partnerships, providing information to landowners, informing decision makers, advancing research and training, and educating school children and the general

public about the region's ecology, wildlife, and conservation programs. Communications products and programs have been practical, productive, and critical in highlighting the mission, objectives and activities of the PPJV and eliciting positive responses from target audiences.

Emphasis

The 2005 PPJV Implementation Plan notes the dynamic social and climatic nature of the U.S. Prairie Pothole Region. Depopulation and changing economies, new land uses and energy development, globalization and competition are bringing major changes to both rural and urban communities of the region.

Protection of existing habitat and restoration of lost or degraded habitats are two of the principal strategies outlined in the new PPJV Implementation Plan. Addressing new and emerging threats to the prairies via science and partnerships will be an additional strategy.

The PPJV Communications Strategy will parallel the 2005 Implementation Plan and will emphasize the following areas:

- Information and education on the *critical need and window of opportunity for wetland and grassland protection and the tremendous long-term cost savings of protection now rather than restoration later*. Importance of conservation provisions in the **Farm Bill**...keep Swampbuster and need for strong Sodbuster. Focus on keeping unbroken native prairie intact.
- Information and education on the need for restoration and enhancement.
- Information and education about the changing nature of conservation in the prairies and the need for landowners and interested parties (both local and out-of state) to play a significant role in conservation of habitat and maintenance of a diversity of avian species through programs using *wetland and grassland easements*, fee title acquisition, and restoration.
- Information and education about regional needs, current and future impacts of funding and legislation including *Farm Bill, the North American Wetlands Conservation Act, Joint Venture Funding, Neotropical Migratory Bird Conservation Act* funding and the need for non-Federal matching funds.
- Information and education on the role the PPJV is taking in advancing scientific foundations, furthering integrated bird conservation and using an international perspective that demonstrates the critical nature of the Prairie Pothole Region in continental bird migration.
- Emphasis on the fact that PPJV programs are voluntary and, where appropriate, incentive-based and pay fair market value for the practices implemented.

External Target Audiences

- Landowners, ranchers, farmers, agricultural, and local conservation groups (in and out of PPR)
- Legislators and congressional contacts
- In- and out-of-region hunters, bird watchers, conservation groups
- Local, regional, national media outlets, conservation organization news outlets, friends groups

Messages and Actions

Priority messages typically contain the following elements:

Landowners and Potential Landowners (in and out of the PPR) – There is a window of opportunity to protect wetland and grassland resources at a reasonable cost, still remaining in the Prairie Pothole Region, and opportunities for restoration and enhancement. Conserving the prairies provides economic, recreational, health and aesthetic benefits to you and your family.

We can help you economically and you can help with conservation through use of easement, restoration, and enhancement programs. Join us if you can through partnership opportunities and speak out in favor of conservation providing economic stability and support for the future. There are economic alternatives to plowing and there are values to conserving wetlands and grasslands. Consider and support conservation provisions in the Farm Bill.

Actions: PPJV will develop materials with this information on a limited basis, and will work with all partners to assist with promotional/informational materials with these messages.

Legislators and Congressional Contacts – Understand the importance of conservation in the prairies (socio-economic, tourism) and the need to support legislation that provides protection (Farm Bill) and funding (NAWCA and others). Understand how PPJV uses scientific information to target the most important areas for protection, restoration and enhancement, the number of landowners willing to participate in easement programs, the partnership process that brings many diverse interests and non-Federal money to the table, the non-regulatory aspects of PPJV activities. *Understand that the window of opportunity is NOW to protect remaining wetland/grassland habitat and keep landowners on the land.*

Actions: PPJV partners will make direct contact with legislators, develop informational and educational materials, and provide opportunities for workshops, field tours, and seminars to demonstrate activities and benefits of conservation activities through partnerships in the PPR.

Hunters, Birders, and Conservation Groups (within and outside of region) – Understand the biological significance of the PPR, the threats and the challenges, the socio-economic changes,

the need to conserve grasslands and wetlands, the benefits of doing so and the short window or opportunity to do so at a reasonable cost. Join us if you can (through partnership opportunities) and speak out in favor of conservation programs and legislation that protect prairie ecosystems. The window of opportunity is *now* to protect remaining wetland/grassland habitat. Support conservation provisions in the Farm Bill, the North American Wetlands Conservation Act, Neotropical Migratory Bird Conservation Act funding to the prairies for conservation through a long-term easement program.

Actions: PPJV will work through partner organizations and networks to ensure messages reach target audiences. PPJV website will be used. Educational materials may be developed where appropriate.

Media, Conservation Organization News Outlets, and Friends Groups (local, regional, and national) – Understand the threats and challenges to the prairies and the short window of opportunity for conservation, scientific advances in targeting areas and programs. Understand the positive benefits of partnerships and the need for additional partners in other areas of the country to assist in conservation efforts, advances from the PPJV in integrated bird conservation, need for effective conservation legislation for the prairies, keep landowners on the land.

Actions -- PPJV will work through partners and networks to ensure messages reach desired audiences. PPJV will use website and may develop specific educational materials where appropriate.

Internal Target Audiences – These are the agencies and organizations of the partners who may or may not be up-to-date on the activities of the PPJV. They should be familiar with the Accomplishments of the PPJV and the 2005 Implementation Plan, the PPJV website and have regular briefings on the role each Management Board member plays in the PPJV.

Messages –

- The PPJV is an effective partnership that has leveraged Federal and non-Federal dollars to protect, restore and enhance over 6 million acres in the last 18 years. However, that is a fraction of the landscape that needs to be conserved if populations of migratory birds are to be sustained at objective levels. We have a relative short window of opportunity to continue making a difference. Changes in economics, demographics, farming techniques, and globalization are impacting the prairie landscape. Federal agency budgets are declining. Working in partnership is a proven technique for achieving prairie conservation. Our organization/agency is critical to prairie conservation. Here is what we have done...here is what needs to be done...here are the commitments we need to make.
- There is a need for expanded Migratory Bird Conservation Funding, increased North American Wetlands Conservation Act Funding, increased Neotropical Migratory Bird Conservation funds, use and availability of other Federal and State funding mechanisms such as State Wildlife Grants, addressing the needs for matching funds via the southern states, and additional fund raising outside the PPJV.

Actions: Individual partners will be responsible for ensuring messages regarding distribution of funding, additional needs for funding, matching and fund raising are current and well understood within their respective organization.

Fund raising will be conducted by individual partners and applied to PPJV projects where appropriate through the organizations' budget process. *The PPJV as an organization will not be a fund raising entity.* However, PPJV partners will collaborate where appropriate on fund raising issues such as NAWCA, MBCF and others as they arise.

PPJV Partners Responsible for Actions

Priority Actions –

- Draft Farm Bill language to protect grasslands and work with colleagues at local, regional, and national levels to ensure it appears in 2007 Farm Bill.
- Increase funding for grassland easement work through fund raising, enhanced Federal and State Funding
- Increase understanding of wetland/grassland status in PPJV by updating landcover mapping and completing wetland loss assessment.

On-going Actions –

- The PPJV Coordinator will work with all Board members, the Communications Committee and various contractors as needed in the development of a variety of techniques (best suited to the task) to convey the messages we believe to be priority.
- PPJV Management Board members will be responsible for participating in the Association of Joint Venture Management Boards meetings and trips to Washington, DC to ensure that legislative and Congressional contacts are made concerning the PPJV and its messages. They will also be responsible for contacting legislators for signatures on letters supporting various legislation pertinent to the PPJV.
- PPJV Board members and Coordinator will be responsible for developing letters, memos and position statements to be distributed to targeted audiences on matters of policy and legislation that affect the PPJV.
- PPJV Board members will be responsible for working through their respective agency and/or organization to further understanding and support for the PPJV, and to further enhance or support legislation pertinent to PPJV interests.

Current Programs and Activities

- The development of a PPJV website is underway and was launched in August. The site will have information on the background, mission/goals, key activities, and history of the

PPJV with “hot links” to a variety of web pages. It will also contain information on the Farm Bill, the HAPETs, Implementation Plan, Accomplishment Report, “Prairies to Patagonia website,” and other important information. The website will be maintained through a contractor and updated as necessary at: www.ppjv.org

- PPJV Management Board members are increasing their participation in the Association of Joint Venture Management Board’s meeting in Washington regarding funding for JV activities, NAWCA, and the Neotropical Migratory Bird Conservation Act.
- Promote the possibilities and advantages of a new Wetlands Loan Act.
- PPJV Management Board partners are engaged in a variety of activities pertaining to the Farm Bill, support for NAWCA, MBCF funding, Neotrop Act funding, matching funding from regions outside the JV, and support and funding for various program efforts.
- PPPJV Management Board partners are engaged in working with the media at various levels (newspaper, TV, magazine articles) to tell the critical prairie story. This is an area that will require additional work and targeted communication.
- PPJV Management Board members, the Coordinator and members of the Technical Committee will continue to participate in a variety of conferences and seminars to showcase PPJV activities; partners will continue to use field trips demonstrations, open houses and dedications to bring together many of our target audiences. We will continue to use existing outlets such as the NABCI *All Bird Bulletin* to highlight activities and accomplishments. The Coordinator will continue to work closely with each of the existing bird conservation plans (NAWMP, PIF, USSCP, NAWCP) to promote the concerns and activities of the PPJV.

Monitoring and Evaluation

The PPJV Coordinator and the Communications Committee will be responsible for the overall monitoring and evaluation of the effectiveness of the communications program. Some of the indicators will be: funding increases to the PPJV, funding increases within the respective programs of the partners, number of profiles, favorable news stories and articles, overall news stories and articles that present the critical situation for conservation in the prairies, number of landowners willing to work in partnership and speak out on behalf of conservation, number of acres protected, restored, enhanced and overall health of the prairie ecosystem after five years.