MWTP SC
Notes November 28th, 2022

SC: Tom Martin (MDT), Dwane Kailey (MDT), Kylie Paul (MSWP), Stephanie Adams (MSWP) Deb O'Neill (FWP), Ken McDonald (MDT)
PIT Crew: Deb Wambach (MDT)

1. Introductions and agenda 9/6 (All 5 min)
    a. Topics?
    b. Approve notes 11/17 - **approved**
2. Share and discuss progress on Communication Plan ahead of 12/9 meeting with PIOs (XX min)
    a. Define audience(s)

Two types of audiences/campaigns

Awareness campaign – general public, private landowners adjacent to roadway, people who have hit wildlife, who like wildlife, hunters, working lands and larger ranches, media people. Media – need to be informed with consistent messaging.

Application campaign - NGOs, tribal and local governments, private landowners adjacent to roadway, sport groups

    b. Articulate the issues (wildlife/transportation)

Biological, economic, social considerations
Animal getting hit on road (direct injury/mortality)
Highway corridors as impediments to animal movements
Roads pose problems for rare species, game animals, common species
Human health and safety
Negative emotional response to conflict
Economic component - expense, down time, insurance.

There are solutions to these projects with proven success. Can reference general/national research, and also include Montana-specific projects and results. Science, technology, materials, etc. (tools available, state of the practice) to address the problems are becoming more sophisticated and we continue to grow our understanding of effectiveness and success

This effort/this group is working on solutions to these issues in Montana with a broader group of collaborators – wildlife accommodation projects

Benefit/cost - Crossing structures/accommodations can pay for themselves over time.

Why now? Traffic is increasing, AVC is increasing, development is increasing in wildlife habitat, human population is increasing – problem is going to get worse if we don't do anything - opportunities for successful implementation are vanishing

New, increased federal funding opportunities are available – MT should be taking advantage of this funding

Landowners are an important piece and have a lot to offer to solutions - we need to recognize their value, their landowner rights. Some landowners are sensitive to their land being identified as important or a problem for wildlife habitat/movement – reluctance to get involved – frame involvement for inclusion and be part of the solution.

This issue extends well beyond the highway – need for partnerships and collaboration, leveraging capacity and funding

Good land use planning is needed for living with wildlife over the long-term, appropriate location for wildlife accommodation projects

Suggestion: Develop a one-pager for wildlife accommodations and relevant research that has been done in MT, and results. Can pull text from it in our outreach, and the document by itself would also be useful.

c. Understand and identify our objectives

Make the audiences aware of the Planning Tool and the Program

Want (public, tax payers) agreement that wildlife-transportation conflict is a problem and support (not oppose) our efforts

Want people to understand that there are proven and cost effective solutions to this problem

Want people to believe/feel that action/solutions are necessary

Get people to apply for wildlife accommodation project proposals through the program available on-line

Want people to use the mapping tool to inform project planning

Want people to form partnerships and collaborations to propose projects to the program

Want to reduce animal vehicle collisions in MT and improve wildlife movement across MT highways

What does Program success look like?

Have stakeholder driven projects implemented on the ground by spring 2024 and yearly after that for the foreseeable future

Receive multiple project proposals per cycle and at least one that is appropriate for selection and implementation

Garner recognition or award for the Program (MT, national)

What does Planning Tool success look like?

Regular use (visits) of the tool by ….

Appropriate use and reference of the tool in project proposals

Tool is used to catalyze partnerships for project planning in areas of need

See the tool referenced in other programs or processes (e.g. land trusts, WHIP grants) as a source of wildlife and transportation information

Garnering recognition or award for the Tool (MT, national)

d. Distill an elevator pitch (issues, message, why should "they" care?, what do we want "them" to do?)

PIOs to help develop messaging and tactics…

e. Identify next steps for work with PIOs
    i. Refine work above
    ii. Key messaging and messenger(s)– tailored to the target audience(s)
    iii. Communication tactics – tailored to the target audience(s) tail
    iv. Revise Communication Plan
        1. Consider capacity and expertise – bring on Big Sky PI firm, or another? Discuss input received from respective Communication Teams with the PIOs
    v. Understand DI revisions to the Tool based on PIO feedback
    vi. Logos for use in MWTP efforts/products
    vii. Other??

3. Review and discuss comments/edits to Draft Schedule (Tom M., XX min)
   Keep editing this. Download as spreadsheet, then re-upload it, with edits.
    a. November 2022 – May 2023
    b. May 2023 – November 2023 (and beyond?)

4. Review and discuss status of revisions to the Contact List for outreach (Dwane K., XX min)

   MDT will share this.

5. Review and discuss status of Budget Template for use in program application (Dwane K., XX min)

   It will be edited a bit by MDT.

6. Status of PIT Crew review of the following for QA/QC and formatting: (XX min)
    a. *DI Tool Description (one-pager)* **They are working on it**
    b. *DI Summary Document (background and methodologies to accompany Tool)*
    c. *SC Combined Documents*

7. Next Meetings: (XX min)
    a. December 9 (9-11) SC/PIO coordination
    b. December 22 (1-3 pm) SC Working Meeting
    c. January 11 (1-3 pm)
    d. January 25 (1-3 pm)
    e. February 8 (1-3 pm)

8. Next Steps (XX min)
    a. Action Item: Revise Communications Plan for release of Planning Tool and Wildlife Accommodation Project Partnership Program (application process and documents)
        i. Who is doing what?
        ii. Are we still on track for December 2022 release?
    b. Action Item: PIT crew to finalize documents and prepare for release
        i. How will these be linked on the website? MDT
        ii. Does SC want all/some the documents included? As appendices? Separated?
            1. Application Guidance (main document)
            2. Detailed Application Guidance (include with main document?)
            3. Budget Worksheet (Appendix A?)
            4. Application Attachments (Appendix B?)
            5. SC Selection Criteria (Appendix C, or separate document?)
            6. Program Application Outline (Appendix D, or separate document? Will be a fillable form on the web for applicants)

Do we want them all combined, or separate? Decided want them separate for website, but can have a combined version too.

    c. Action Item: Revise/Finalize contact list Draft contact list – partner additions

    d. Action Item: Revise/Finalize schedule for Goals and Tasks

    e. Action item: Revise/Finalize budget template and Funding language in Guidance docs

    f. Action item: Develop weblinks for December release
        i. Develop webform for May application cycle