

GOAL (designated with letters), STRATEGY (designated with whole number), ACTION (nested under Strategies)

A FOREST LAND

The amount of forest land increases and is focused in desired landscapes.

1	Encourage planting to enhance, protect, and connect larger tracts of forested land in appropriate locations consistent with ecological landscapes.	
	1.1	Provide tax credits for landowners who conduct forest reclamation. (Reclamation refers to changing land in uses such as abandoned brownfields, mines or borrow pits and restoring them to forests.)
	1.2	Encourage the afforestation of abandoned and marginal agricultural lands to expand the benefits from forests and enhance, protect, and connect larger tracts of forested land.
	1.3	Coordinate landscape-scale planting projects in targeted areas.
	1.4	Increase cost-share for tree planting and seeding in areas identified as priority for enhancing and protecting larger tracts of forested land in cases where natural regeneration methods have been found to be insufficient.
2	Reduce the rate of conversion of forestland to alternative uses.	
	2.1	Utilize comprehensive planning and zoning restrictions to prevent conversion of forestland.
	2.2	Monitor and respond to effects of agriculture use assessment on conversion of high value forests to agriculture.
	2.3	Increase the number of working forest easements and land trusts.
	2.4	Consider regulations, incentives and easements to discourage the deforestation of wooded wetlands.

B PARCEL SIZE

The rate of forest land parcelized is reduced.

3	Reduce the rate of ownership parcelization of large forest blocks (i.e. greater than 500 acres).	
	3.1	Identify and seek to acquire easements or fee title on forests that provide the highest conservation and recreation benefits and are most at risk of parcelization.
	3.2	Link financial incentive programs to the quality of conservation and recreation benefits provided.
4	Reduce the rate of ownership parcelization of small forest blocks (i.e. less than 500 acres).	
	4.1	Work with regional planning commissions and local land use and zoning offices to enact policies that discourage parcelization.
	4.2	Increase enrollment in sustainable forest management incentive programs (e.g., tax credits, cost-share).
	4.3	Provide investment tax credits and property tax credits to landowners who do not convert their forest to other land uses.
	4.4	Develop educational and outreach materials, tools, and resources to understand the ecological and economic benefits of maintaining larger ownership blocks.
	4.5	Provide higher incentive (bonus) payments for larger ownership blocks enrolled in a sustainable forest management program.
	4.6	Increase incentives for longer incentive program plan lengths.
4.7	Establish disincentives to parcelization through a fee on ownership subdivisions.	

4.8	Identify and seek to acquire easements (including development rights) or fee title on forests that provide the highest conservation and recreation benefits and are most at risk of parcelization.
4.9	Create a taxing structure that is a disincentive to subdivision.
4.10	Draft new legislation that addresses fragmentation and parcelization similar to the Working Lands Initiative for agriculture.
4.11	Develop educational and outreach materials, tools, and resources on succession planning (e.g. Ties to the Land).
4.12	Create tax categories for forested land that adequately reflect their cost to the local government(s) providing services.
4.13	Research the true impact of tax burden on the decision of landowners to sell/develop forest land.

C LARGE BLOCKS of FORESTS

Large blocks of forest are maintained/increase.

5	Pursue the conservation and protection of large, unfragmented blocks of forest lands.
5.1	Identify remote forests with minimal adjacent development and infrastructure.
5.2	Increase the amount of reserved forest that is committed to be passively managed.
5.3	Continue to identify opportunities to purchase easements through the Forest Legacy program and pursue existing Forest Legacy projects.
5.4	Public agencies continue to acquire land within planned public property boundaries.
5.5	Limit the road density in large blocks of forests in the north.
5.6	Provide tax credits or structure that favors large block forest landowners for the continual ownership and proper management of the resource.
5.7	Create a grant or loan program for large land holding industrial companies in exchange for a long-term commitment of ownership and proper management.
5.8	Provide education and outreach to landowners and the public on the benefits of large blocks of forests.
6	Strengthen collaborative and large scale planning at the town, county, state and federal levels.
6.1	Increase local aid payments for those units of government that have completed landscape level planning and implemented conservation strategies.
6.2	Work with local units of government to influence zoning ordinances that favor conservation of large blocks of forestland.

D LANDSCAPE SCALE MANAGEMENT

An increasing amount of land management at small scales is in alignment with landscape scale plans. Small forest parcels will be effectively managed forests at a landscape scale that accounts for multiple benefits such as ecosystem services and risks such as wildfire.

7	Increase the functional size of forest blocks by encouraging coordination of management of clusters of forest ownerships.
7.1	Establish criteria that identify where blocks of forest in fragmented ownership could feasibly be managed to achieve broader landscape-scale goals, particularly related to ecosystem services and wildfire.

7.2	Provide incentives for landowners to collectively develop and implement management plans (e.g., provide bonus payments or reduce costs to landowners that manage their forest land as a larger block).
7.3	Encourage that plans for private and public lands incorporate 1) the management plans of adjacent and nearby public lands and lands enrolled in conservation programs and 2) appropriate ecological opportunities as described in the ecosystem management handbook and the Wildlife Action Plan.
7.4	Provide incentives to writers of property management plans to coordinate larger clusters of landowners into a unified management approach.
7.5	Provide incentives to private contracting foresters, loggers and others involved in harvests to coordinate management actions with nearby landowners and incorporate broader forest management goals into harvest actions.
7.6	Educate landowners on the benefits of landscape scale management and how this can be done in a manner that respects landowner rights.

E SUSTAINABLY MANAGED FOREST

The percentage of sustainably managed forest land will steadily increase.

8	Encourage a tax structure that favors well managed forests.
	8.1 Evaluate forest tax incentive programs for inefficiencies, disincentives, effectiveness, and inclusion of other management opportunities.
	8.2 Adjust forest land property taxes to accurately reflect the price of public services (e.g., roads, water, utilities) required for forests.
9	Increase acreage of privately owned forests managed based on generally accepted forest management practices.
	9.1 Implement procedures to quickly and easily re-enroll MFL properties when expiring.
	9.2 Seek opportunities that provide premium pricing on products harvested from properties practicing sustainable forestry.
	9.3 Develop programs with the forest certification systems that would target forest landowners not interested in joining other programs.
	9.4 Develop incentive programs that benefit landowners for managing for ecosystem services.
	9.5 Educate landowners on how to manage based on accepted forest management practices.
10	Increase acreage of publicly owned forests managed based on generally accepted forest management practices.
	10.1 Increase third party certification of public forest lands.
	10.2 Invest in the management of public lands to produce the desired values and goals the public has outlined in property plans.

F IMPROVING FORESTED COMMUNITIES

Improve all forest communities and increase in quality and extent forest communities that are under-represented.

11	Encourage the management of under-represented forest communities.
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	11.1	Locate under represented forest communities by ecological landscape and develop a process to define the viable level of under represented communities.
	11.2	Provide incentives to landowners who manage under represented forest communities in appropriate areas identified in the Wildlife Action Plan's Conservation Opportunity Areas.
12	Improve all forested communities with a landscape management approach that considers the representation of all successional stages.	
	12.1	At the ecological landscape scale, identify, develop guidelines, and manage appropriate blend of early, mid, and late successional stages.
13	Increase forest structure and diversity.	
	13.1	Encourage landowners and forest managers to include management for coarse woody debris, large trees, snags / cavity trees, and, where appropriate, the restoration and protection of ephemeral ponds.
	13.2	Develop science based guidance on forest structural components.
	13.3	Monitor the results of increased forest structure.
	13.4	Encourage landowners and forest managers to follow appropriate regeneration techniques for timber types that require un-even aged management.
14	Encourage the use of disturbance mechanisms to maintain diverse forest communities.	
	14.1	Encourage a multi-agency and landowner prescribed burn team that promotes burning where appropriate across ownerships.
	14.2	Provide incentives to landowners that allow disturbance for regeneration and forest community maintenance in appropriate areas identified in the Wildlife Action Plan's Conservation Opportunity Areas.
	14.3	Promote under represented forest communities on public lands.
	14.4	Develop Natural Range of Variation models for Wisconsin forest types.
	14.5	Encourage the training and participation of local fire departments in prescribed burning.
	14.6	Where approaches are lacking to regenerate less common forest types (e.g. lowland white cedar), encourage landowners to not conduct practices that may not maintain the species/forest type on the landscape.

G LANDSCAPE SCALE PLANNING

More forest land is being managed and protected under landscape scale plans, or consistent with landscape scale considerations. Management on the ground is increasingly being made within the landscape scale context.

15	Maintain the appropriate forest types for the ecological landscape while protecting forest health and function.	
	15.1	Develop forest management guidelines at the landscape level that incorporate the Wildlife Action Plan and Ecological Landscapes Handbook (and others as appropriate).
	15.2	Develop incentives for forest owners to manage based on ecological landscape goals.
	15.3	Communicate ecological landscape goals to audiences ranging from the public to professional foresters.
16	Encourage multi-state landscape scale planning.	

16.1	Establish a process that facilitates conversation and development of regional forest management guidelines between regional forest stakeholders
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H DEER

Deer populations are managed to protect and enhance forest ecosystem functions while considering the full balance of impacts.

17	Increase scientific knowledge needed to understand the economic, ecological and social impacts of various deer populations (and associated deer herbivory) on forests.
17.1	Conduct studies that determine the impacts of deer herbivory at different population levels.
17.2	Develop readily measurable indices for determining the impact of deer in forests by utilizing existing inventory systems (e.g. FIA, CFI, etc.)
17.3	Invest in economic analysis expertise that can study the economic impacts of deer related to forests.
17.4	Communicate applicable science to stakeholder groups regarding the impact of deer herbivory on Wisconsin forests through laymen publications workshops, etc.
18	Encourage the forestry community to be engaged in deer management issues with an understanding of the long term significance of deer impacts on sustainable forestry.
18.1	Identify the forest based interest groups that should be included in wider deer density discussions.
18.2	Institute a multi-stakeholder, forestry advisory group that advises the Natural Resource Board, legislature and various publics focused on understanding and providing a forestry perspective on deer impacts to the forest.
19	Adapt forest management practices to sustainably manage forests with locally high deer populations.
19.1	Identify applied forest management alternatives at the stand level in light of high deer populations (fencing, deer repellents, etc.).
19.2	Decrease practices that enhance deer habitat where necessary and appropriate (e.g., edge, food plots, baiting, feeding).
19.3	Allow for permits to shoot deer that have caused forest damage similar to permits for damage to agricultural crops.
19.4	Develop practices that will tolerate or prevent damage from deer.
19.5	Improve incentives for landowners to use deer abatement measures (e.g., fencing).

I URBAN

Urban forests are more species diverse with greater tree canopy

20	Characterize and assess urban and community forests.
20.1	Establish a statewide continuous urban forest inventory and assessment designed to characterize Wisconsin's urban forests (e.g. composition, structure, cover type, habitat, threatened species, invasives), quantify ecological, economic and social benefits, monitor trends and evaluate success of management strategies.
20.2	Evaluate urban forestry inventory data to identify and prioritize management strategies to address priority outcomes.
20.3	Establish inventory and assessment tools for local municipalities that direct and prioritize urban tree management decisions.
21	Expand and manage a diverse urban tree canopy cover to provide multiple public benefits.

21.1	Plant a wide diversity of appropriate tree species in urban areas that will increase the social, ecological, and economic benefits from urban forests by creating jobs through "green infrastructure"; promoting energy conservation; preventing storm water run-off; mitigating the effects of air pollution; sequestering carbon; improving habitat for resident and migrant wildlife; and improving the quality of life for human inhabitants.
21.2	Develop a wide variety of age and size class structures in the urban forest.
21.3	Protect and care for the new and existing public and private tree canopy to maintain and expand benefits as trees grow over time.
21.4	Develop guidelines and support tools to help public and private land owner's plant and maintain their urban tree canopy.
21.5	Approve tree planting by municipalities as a credit towards NR151 in reducing stormwater runoff.
21.6	Include tree planting as a part of all state road projects in urban areas.
21.7	Plant abandoned urban brownfields and establish corridors between urban tracts.
21.8	Businesses (nurseries and retail) and agencies communicate on species composition and availability.
21.9	Develop a template for tree preservation during road construction projects in urban areas.

J INVASIVES

The spectrum of native and exotic invasive species is being addressed to minimize loss of forested ecosystem functions.

22	Strive to prevent infestations of invasive species before they arrive.
22.1	Work in public/private partnerships to conduct species risk assessments and identify priority invasive species for regulatory action consistent with NR40. (Current examples include Emerald Ash Borer, Gypsy Moth, Beech Bark Disease)
22.1	Partner inside and outside the state to educate and build awareness of invasive species and their threat at all levels and jurisdictions.
22.3	Develop a statewide data base and inventory of the locations of invasive species in Wisconsin.
22.4	Reduce susceptibility to invasive species in native and urban forests by increasing species diversity and managing to reduce other stressors to improve resilience against infestation.
22.5	Promote utilization by land managers of the BMPs for Invasive Species.
22.6	Enforcement of laws related to the transport and introduction of invasive species
22.7	Based on risk assessment, implement Best Management Practices for preventing infestation with prohibited species and protecting priority areas.
23	Work to detect new infestations early and respond rapidly to minimize impacts to forests.
23.1	Establish guidelines and criteria for responding to new introductions of invasive species and applying the best and most current information toward preventing their spread.
23.2	Working with partners, develop rapid response incident teams that cross jurisdictional lines and respond quickly to invasive species outbreaks. (Example: Partner with Cooperative Weed Management Areas where they exist and encourage formation of CWMA's throughout the state)
23.3	Develop citizen based monitoring opportunities.
24	Control and management of existing infestations.

	24.1	Complete the comprehensive inventory and mapping of all priority invasives in forests.
	24.2	Conduct a comprehensive risk assessment based on existing information for the purpose of identifying priority species and areas of focus.
	24.3	Focus resources on priority species control, in priority areas, as identified through risk assessments.
	24.4	Develop and implement biological, cultural, chemical and physical controls for priority species.
	24.5	Encourage development of a multi-agency and landowner invasive species control team that promotes the use of proven tools to control invasives.
	24.6	Provide technical and/or financial assistance to landowners who work to control and manage invasive species on their property and who rehabilitate and restore their forests.
	24.7	Implement forest management guidelines that minimize the impact of invasives to the ecological landscape. Management activities should focus on reducing the forest's susceptibility to mortality.
	24.8	Monitor long-term invasive species population trends and effectiveness treatments. Make this information readily available to all stakeholders.
25	Rehabilitate, restore, or adapt native forest habitats and ecosystems.	
	25.1	Learn from past success and failure: Compile, highlight and share information about existing restoration and rehabilitation successes about invasive species.
	25.2	Encourage and develop sources for native seed (based on ecological zone) for use in restoration projects.
	25.3	Tie incentive programs and cost-share to areas with the greatest threat or environmentally important areas such as Conservation Opportunity Areas identified in the Wildlife Action Plan.

K BIOMASS

Forests provide raw materials for energy and traditional forest products at a level that sustains forest ecosystems and the productive capacity of the land. Use of woody biomass for energy is done in a way that produces a high energy return on biomass input.

26	Collect information and develop policy to ensure efficient and sustainable use of our forest resources in regards to energy production	
	26.1	Conduct life cycle analysis of wood products to determine value provided in terms of energy efficiency, environmental impacts and reduction in greenhouse gases.
	26.2	Determine the environmental impacts and benefits of various methods of biomass production (harvesting from naturally managed forests vs. plantations vs. short rotation woody crops).
	26.3	Provide guidelines for determining preferred species, locations and methods for growing woody biomass. Monitor effectiveness of existing guidelines for harvesting woody biomass.
	26.4	Analyze the various policies for agroforestry produced biomass and subsequent policy implications.
27	Encourage establishment of sustainable renewable energy industries (or use of renewable energy by industries) which use woody biomass while improving or maintaining the health of the existing forest products industry	

27.1	Develop a Forest BioEconomy Strategic Map that provides clarity and direction to ensure timely and sound development of the forest biomass resource by, 1) Providing market participants with sound information on the size and nature of the forest biomass supply, 2) Providing policy makers with recommendations to expand the supply of biomass in ways that are complimentary to the policy framework, 3) Evaluating bioenergy market opportunities and their contribution to Wisconsin, 4) Providing policy makers with recommendations to advance priority bioenergy market opportunities. Identify regions where bioenergy industry is lacking, but resource is available.
27.2	Increase amount of readily available biomass from non-industrial private forests, plantations, reforestation, under-utilized species, commercial thinning, urban/waste sources and hazardous mitigation projects in WUI areas

L ADAPTATION

Forests are established and managed in a manner that increases their resilience and ability to facilitate adaptation of associated species and communities to changing climatic conditions.

28	Seek to understand the probability and severity of future climate change impacts
28.1	Develop mapping tools and models and monitor sensitive sites for early climate change impacts.
28.2	Promote an understanding of characteristics that would impact forest vulnerability (e.g. genetics, seed transfer, site, and fire severity).
28.3	Facilitate regional collaboration, sharing of information, and recommendations for adaptation strategies for climate change.
28.4	Model the impacts of adding canopy cover to urban areas on a 5% additive increase to 100% canopy cover to assess the mitigation value versus cost at various levels.
28.5	Integrate state actions with regional and national adaptation activities
28.6	As knowledge is gained regarding the impacts of climate change, communicate with the public and educate them on adaptation measures.
28.7	Evaluate the costs of policy choices in terms of risk mitigation (i.e. cost of doing nothing and/or cost of being wrong).
29	Attempt to improve the defenses of the forest and increase the resilience of natural systems to future climate change impacts
29.1	Evaluate the resilience of high conservation value forests and their ability to persist in climate change.
29.2	Promote the use of existing forest management best practices that improve the current vigor of forests.
29.3	Increase diversity (age, species evenness) in urban and rural forests.
29.4	Facilitate rapid regeneration for appropriate forest types following disturbance or harvest.
30	Intentionally accommodate change and enable forest ecosystems to adaptively respond.
30.1	Evaluate whether the various actions, policies or laws regarding managing forests for adaptation and mitigation, biomass, energy, etc conflict with one another.
30.2	Promote system connectivity to provide migration (seed) routes or evaluate assisted species migration.
30.3	Develop, utilize and track seed zones in producing and distributing forest seedlings.
30.4	Encourage a re-evaluation of site management goals to accommodate species diversity and adaptation to a changing climate.
31	Realign forest ecosystems to new conditions caused by climate change.

31.1	Develop protocol for managing areas that can no longer sustain forest cover types due to climate change (e.g. tamarack swamp).
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M MITIGATION

Forests will increasingly be used as a tool to mitigate climate change.

32	Manage the forest ecosystems (rural and urban) to sequester additional carbon while retaining the abundance of other benefits forests provide
32.1	Increase and maintain existing urban tree canopies (this is for both carbon sequestration and mitigating heating/cooling).
32.2	Facilitate partnerships between public and private sectors that foster initiatives for increasing carbon sequestration while supporting other sustainable forest management goals.
32.3	Connect landowners with incentive programs for forest management that include ecosystem services.
32.4	Establish a balance of forest vigor and the production of durable wood products.
32.5	Quantify stormwater mitigation from urban forests.
32.6	Identify appropriate land areas where forest carbon sequestration can be easily increased (e.g. increase stocking, afforestation).
33	Reduce green house gas emissions by substituting wood for products that have a more energy intensive carbon footprint (i.e. non-wood building materials such as steel and concrete).
33.1	Develop industry opportunities that produce long-lived, durable wood products, while minimizing the carbon output it takes to get raw products to mills.
33.2	Develop incentive programs that encourage purchasing long-lived products (e.g. tax credits people get when they buy appliances (similar to energy star): "wood credits")
34	Utilize best management practices to minimize emissions from forest-based activities and production.
34.1	Advocate for policy choices that minimize carbon lifecycle emissions.
34.2	Reduce the carbon footprint of forest operations through actions such as biofuel alternatives to carbon based fuels and lubricants in equipment.
34.3	Reduce forest land conversions that result in deforestation.
34.4	Aggressively suppress wildfires to reduce carbon emissions.
34.5	Promote the reduced emissions benefits of low impact forest recreational activities.
35	Increase the awareness of carbon markets by private forest landowners and facilitate their participation in established carbon markets.
35.1	Facilitate partnerships which enable non-industrial private forest owner's participation in carbon markets.
35.2	Increase non-industrial private forest owner's accessibility to third party certification systems for sustainably managed lands in order to facilitate participating in carbon markets.
35.3	Promote sustainable management including afforestation and planting as a way to participate in carbon markets or reduce GHG impact.
35.4	Increase affordable assistance for non-industrial private forest owners to develop forest management plans at the level of detail needed to participate in carbon markets.

	35.5	Increase the capacity of professional foresters to assist landowners in learning about and entering into carbon markets.
36	Ensure that climate policy reflects the potential positive contributions that forest conservation and sustainable management can make to achieving substantial net reductions in greenhouse gas emissions.	
	36.1	In order to make the most informed decisions, increase the understanding of forestry organizations and landowners on the items being debated for participation in carbon markets (e.g. additionality, permanence).
	36.2	Increase coordination between regional forestry interests (government, partners, and industry) in order to provide recommendations and comments on proposed federal legislation and policies from a regional perspective. (i.e. a unified regional voice)

N FOREST VALUE

Forest ecosystem services have economic values that are realized and managed to maximize the benefits to society and improve quality of life. (Ecosystem services are functions performed by natural ecosystems that benefit human society, such as hydrological services, protection of the soil, biomass, carbon sequestration, habitat for wild species, and recreation opportunities.)

37	Invest in forest conservation to contribute to a strong economy and provide clean water and air, wildlife, and other ecosystem services.	
	37.1	Develop data sets to characterize and estimate potential benefits/forest values (e.g. water and wildlife) by ecological landscape, watershed, or other common unit of measure.
	37.2	Develop regional long-term plans to provide for conservation (i.e. maintenance, development, and enhancement) of forest benefits.
	37.3	Support efforts to address forest conservation in local comprehensive planning and implementation process.
	37.4	Identify key source water protection opportunities that can be protected through forest conservation.
	37.5	Protect and sustainably manage forest lands to produce the benefits of ecosystem services (e.g., water conservation, carbon sequestration, improving air quality)
38	Encourage communities to invest in their urban forest canopy as part of a long-term plan for a community's quality of life.	
	38.1	Develop urban forest plans for all communities.
	38.2	Implement tree maintenance programs in all communities.
	38.3	Encourage collaboration and participation among governments, businesses, nonprofit organizations, citizens, and communities to plant and manage local urban trees and the tree canopy.
	38.4	Develop regional and community foundations/funds to receive and disperse tree planting and management funds from individual and corporate philanthropists and leverage investments.
	38.5	Exempt urban forestry expenditures from property tax levy limits.
	38.6	Provide funding for community to sustainably manage their urban forests.
	38.7	Encourage communities to create and enact aggressive tree preservation/protection.

38.8	Encourage communities and the state to change "generally accepted accounting principles" to allow designation of their trees as a capital asset.
39	Build public understanding about the benefits provided from investing in forest conservation.
39.1	Develop stable funding for forestry K-12 education programs.
39.2	Promote general awareness of forestry-related contributions in Wisconsin, including development of a center for forestry education.
39.3	Target marketing to the public using ideas people have shown interest and understanding in (e.g. water quality).
39.4	Connect forest investments to the broad range of benefits such as improved health, protection of water quality, sustainable timber products, and energy conservation.
39.5	Increase the number of municipalities that promote the benefits of their urban forestry programs.

O MARKETS

Wisconsin is a hub of green forest product markets, producing a diversity of value added solid wood, fiber, energy and ecosystem services.

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Support existing forest products companies so that they are competitive domestically and internationally.	
40.1	Fund participation for WI representatives in international trade missions.
40.2	Develop annual reporting methods to provide reliable Timber Product Output data.
40.3	Provide business development services for process improvement, business capital, technology improvements, and planning and permitting to streamline business expansion.
40.4	Develop a unified forest products trade organization to represent the industry.
40.5	Regularly produce data to characterize the potential supply of primary and secondary forest product raw materials.
40.6	Produce sustainably managed forest products to add value to the marketplace.

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Encourage the development of new markets and companies that leverage sustainable (e.g. third-party certified) supply and ecosystem services in emerging markets.	
41.1	Determine the feasibility of developing a cooperative biomass energy facility.
41.2	Facilitate new partnerships between green building organizations and trade associations for both rural and urban wood.
41.3	Build a forest products research community that can focus on opportunities for Wisconsin companies (e.g. biomass, composites, advanced fuels, chemical feedstock development, etc.)
41.4	Develop Great Lakes regional branding to market sustainably produced products.
41.5	Create a Great Lakes Biomass Exchange.
41.6	Develop a state agency strategy (Dept of Administration, Dept of Commerce, Dept of Agriculture, Trade, and Consumer Protection, DNR) to support new forestry business development and a positive business climate.
41.7	Establish incentive programs that encourage market development for energy and ecosystem services (e.g. carbon, water).
41.8	Adopt policies that encourage communities and institutions to use sustainable wood supply for construction, heat, and power.
41.9	Develop new markets for urban wood including potential uses in biomass and bioenergy.

P CAPACITY

Forest management/protection providers, business, and other organizations in the forestry community have increased capacity to protect and sustainably manage forests.

42	Develop collaborations and partnerships to engage all forestry stakeholders	
	42.1	Support and expand the role of the Wisconsin Urban Forestry Council in representing the voice of urban forests in the state.
	42.2	Create a Wisconsin Forestry Association that represents the forestry community and which helps set direction while fostering greater involvement and buy-in to collaboratively address items and issues facing both the resource and owners of that resource.
	42.3	Establish research priorities for forestry and mechanisms to implement those priorities.
	42.4	Establish clear roles and common goals between public agencies and non-governmental organizations.
	42.5	Continue providing fire departments with needed resources so that they remain a strong partner for wildfire initial attack.
	42.6	Develop partnerships to more efficiently deliver and expand public land management and outreach programs.
	42.7	Continue to provide training and tools for public agencies and partners to administer programs efficiently and effectively.
	42.8	Continue to improve consultation with Native American tribes to insure their rights on lands and protection and management of natural resources.
	42.9	Develop and implement a communication strategy to inform public officials, business, nonprofits, and residents of the value and services trees provide them.
	42.10	Increase the membership in forestry landowner organizations and forestry cooperatives.
	42.11	Develop forestry ambassador programs in local communities.
42.12	Grow partnerships between organizations, agencies and landowners working to fight invasive species.	
43	Increase the number of students who enter forestry related studies or a forestry profession in order to recruit and hire high quality and diverse individuals	
	43.1	Provide low interest education loans, grants, or scholarships for students who choose a career in a forestry-related profession.
	43.2	Provide information on careers at high schools, job fairs, etc. to encourage people to enter the forestry profession.
	43.3	Provide stable funding source for programs to encourage students to enter forest product manufacturing programs.
	43.4	Promote Wisconsin as being a great place to be a forester or other forestry-related professional.
	43.5	Provide more opportunities for students to gain field forestry skills (e.g., through internships with professional foresters or field courses).
	43.6	Work with educational institutions to promote forestry as a green career.
44	Increase the number of private businesses (loggers, cooperating forester firms, tree planters, arborists, timber stand improvement contractors, etc.) that provide high quality goods and services to effectively and efficiently reach more forest landowners and sustainably manage more forest.	
	44.1	Develop and deliver courses on business management for forestry related businesses.

44.2	Provide incentives for cooperating foresters to work on the large number of practices that public foresters are not able to take on due to workload and often are not implemented because of their low commercial value.
44.3	Provide low interest business loans for forestry-related companies just starting up or expanding capacity, including hiring of new employees.
44.4	Provide incentives for foresters, arborists, loggers and other forestry-related professionals to attend high quality, certified training courses.
44.5	Increase the number of private foresters practicing sustainable forestry.
44.6	Provide incentives to landowners to hire private consulting foresters.
44.7	Develop programs to maintain and strengthen the professional logging industry.
44.8	Educate the public and landowners on the benefits of professional resource managers (rural and urban).

Q RECREATION

Diverse recreational opportunities are available and have minimal impacts on forest ecosystems.

45	Plan for a range of recreation opportunities at a statewide level suitable to the capability of the land and with minimal long term impacts.
	45.1 Determine the types of individual or group recreational activities and where additional facilities should be located that are easily accessible to the public, paying particular attention to those areas close to urban areas.
	45.2 Determine if recreational areas and activities can be best provided by public or private entities.
	45.3 Foster communication amongst recreational user groups to accommodate a variety of forest recreational activities and educate users on why not all activities should be provided everywhere.
	45.4 Provide educational materials and outreach to inform recreationists what impacts the resource and how to reduce it.
	45.5 Support communities in developing forest recreation opportunities to increase local economic diversity.
46	Provide sustainable recreation opportunities on forested public lands.
	46.1 Continue to purchase or lease lands that provide recreational opportunities for the public.
	46.2 Complete and keep up to date master plans on public forests.
	46.3 Design, construct, and maintain trails and other recreational facilities using funding sources that adequately meet the financial and personnel needs of the facility.
	46.4 Research, develop, and share sustainable recreation design, construction, and maintenance practices.
	46.5 Increase capacity for friends groups to build, maintain, and manage facilities and trails.
47	Increase the acreage of lands open to public recreation in areas where public land is not abundant.
	47.1 Continue providing incentives for private landowners to open lands for public recreation.

R FIRE, SAFETY, AND LAW ENFORCEMENT

Human life, property, and forest resources are at reduced risk of harm or loss.

48	Improve safety for the forest-based workforce and forest users
	48.1 Make firefighter and public safety the number one priority in protecting life and property from wildland fire.

	48.2	Ensure safety training opportunities are available to all occupations within the forest workforce (e.g. fire, logging, industry, and arborists).
	48.3	Work with insurance companies to develop affordable insurance rates for forest workers.
	48.4	Ensure use of risk management processes prior to all activities to identify and assess hazards, establish controls, make decisions and evaluate success.
	48.5	Investigate, report, and mitigate accidents and fatalities. Develop lessons learned products to share situational awareness messages.
	48.6	Manage urban hazard trees to reduce risk to citizens.
	48.7	Ensure visitors' safety and protection on rural lands with public access as well as urban areas such as community sidewalks, streets, trails, and parks.
49	Provide for early detection and rapid initial attack for all forest fires within the state	
	49.1	Employ an efficient and effective fire preparedness process that meets fire readiness standards.
	49.2	Enhance statewide forest fire suppression coordination and capabilities by utilizing partnerships between state and federal agencies and local volunteer fire departments to provide wildland fire suppression assistance.
	49.3	Ensure that wildland fires and natural resource disasters are managed with the Incident Command System (ICS), through trained and qualified Incident Management Teams (IMT).
	49.4	Focus wildland-specific suppression capabilities in areas identified as having the greatest risk/exposure to wildland fire.
	49.5	Establish a mechanism to track and monitor wildland fire occurrence information statewide, to enable continuous assessment of changes in wildland fire risk/exposure.
50	Reduce wildland fire ignitions and minimize loss from fire	
	50.1	Landowners are educated about wildland fire and effectively mitigate the dangers of wildfire on their property.
	50.2	Encourage wildland urban interface-preventative local zoning ordinances that direct development away from fire prone areas.
	50.3	Encourage owners/builders to conduct hazard reduction before selling or constructing.
	50.4	Increase the number of Community Wildfire Protection Plans.
	50.5	Work with insurance industry to provide economic incentives for landowners to conduct fire protection practices.
	50.6	Encourage the inclusion of wildland urban interface objectives in incentive programs to make the area adjacent to the home Firewise (e.g. limited stocking, branches pruned, ground fuels cleared, etc.)
	50.7	Develop and conduct fire prevention messages and education programs targeted at the highest human caused fire problems.
	50.8	Develop and implement a methodology for analysis of fire occurrence.
	50.9	Develop voluntary fire best management practices to reduce risk and losses from fires.
	50.10	Develop burning permit systems that are easily available to people.
51	Protect the public and natural resource from unlawful practices	
	51.1	Gain compliance in forest recreation and protection laws by investigation, enforcing violations, and charging fire suppression costs.
	51.2	Take a proactive approach to preventing illegal harvesting through contracts and other mechanisms.
	51.3	Investigate illegal harvesting and other unlawful business practices to protect landowners and the forest resource.

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51.4	Develop materials that educate the public on forest based laws and administrative rules while also encouraging voluntary compliance.
51.5	Educate K-12 students on the value and importance of urban forests, and laws governing these forests.