

ecent policy changes for the management of federal forestlands in the Pacific

Northwest have called for ecosystem-

based practices with greater cooperation between federal and local agencies, pri-

vate forest landowners, and the general public. Impetus for these changes came

out of President Clinton's 1993 North-

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west Forest Conference, which addressed human and environmental needs served by federal forests. The resulting Northwest Forest Plan places an emphasis on community-oriented forestry-management that takes into account the economic and social interests of forest-proximate communities. The plan embraces Lee's (1993) ideas about adaptive management, which applies experimentation to the design and implementation of natural resource and environmental policies. Lee calls an adaptive policy one that is designed "to test clearly formulated hypotheses about the behavior of an ecosystem being changed by human use" (p. 53).

In order to facilitate forest management that is both ecosystem-based and community-oriented, the Northwest

Forest Plan has designated 10 sites in Washington, Oregon, and Northern California as adaptive management areas (AMA). These AMAs range in size from 92,000 to 500,000 acres. A central theme of the AMA experiment is to encourage management approaches that rely on the experience and ingenuity of resource managers and communities working together, rather than on the traditional, tightly prescriptive approaches generally applied to forest management (FEMAT 1993). Researchers also play a primary role in AMAs because objectives encompass scientific and technical innovation and experimentation. Thus, adaptive management is rooted in the need for responsive decisionmaking structures that incorporate scientific principles and meaningful public participation at the local community level.

Given these objectives, it seems important to understand local community interest in forests, as well as public perceptions of adaptive management concepts and their social acceptability. This paper describes opinion research

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Photo courtesy of Salem, Oregon BLM

# Public Judgments of Adaptive Management

## A Response from Forest Communities

on ecosystem and adaptive management conducted among the communities proximate to Oregon's Central Cascades AMA in the spring of 1994, shortly after formation of the Northwest Forest Plan. Specifically, it addresses the characteristics of AMA communities, describes citizen views on current federal forest decisionmaking, and assesses public preferences for adaptive management strategies.

#### AMA Setting and Research Design

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Jointly managed under cooperative arrangement, most of the Central Cascades AMA's 138,600 acres is under USDA Forest Service management in the Willamette National Forest, with about 15,500 acres falling under Bureau of Land Management (BLM) jurisdiction. An additional 1,660 acres includes state, tribal, and private lands. One integral component of ecosystem management is the concept that watersheds represent a physically and ecologically relevant—and socially acceptable—scale for managing forest resources. In both physiographic and socioeconomic terms, the Central Cascades AMA communities fall within two major watersheds—the South Santiam and the McKenzie rivers (*fig. 1, p. 6*). These areas are described as having distinct transportation corridors and distinct community structures (Doak 1994).

The South Santiam River drainage to the north includes the upriver communities of Sweet Home and Lebanon, which are linked to the larger downriver town of Albany (population 29,000) by State Route 20. These communities are basically resource-extraction based, although Albany is more economically diversified. The McKenzie River Valley to the south includes a string of small unincorporated communities (e.g., McKenzie Bridge and Blue River) along State Route 126. Residents here include those employed in the natural resource economy (either extraction or recreation based), retirees, and commuters to the much larger population centers of Springfield (pop. 45,000) and Eugene (pop. 112,000). These downriver communities have a diverse economy ranging from large lumber and pulp mill operations to the state's liberal arts university. While somewhat further from the adaptive management area, these urban centers are important because they have both a substantial interest in and effect on forest policy for nearby federal lands.

Taking a more community-oriented approach to forest management requires some understanding of the extent to which local citizens share attitudes and preferences. Geographical residence is often a quick and easy point of reference for understanding AMA communities because we can identify these places spatially on a map and visually compare them.

Some academic research suggests that the further we get away from urban areas, the more likely we are to find citizens with traditional (commodity-based) attitudes about forests (Tichenor et al. 1971; Tremblay and Dunlap 1978). For example, rural residents may support more intensive management practices and believe that forest decisions should be made by forest agency professionals. But more recent empirical research (Rasker 1993; Brunson et al. 1994) indicates other social factors are also important and may have a greater influence on public opinion than the urban/rural dichotomy. In addition to place of residence, attributes such as age, education, political beliefs, and economic dependence on the timber industry are associated with attitudes and preferences for forest management policies. Increased mobility has also contributed to shifts in where people reside or derive their economic livelihood. As public attitudes become more diverse and cross-sectional, they also become more complex and difficult to interpret.

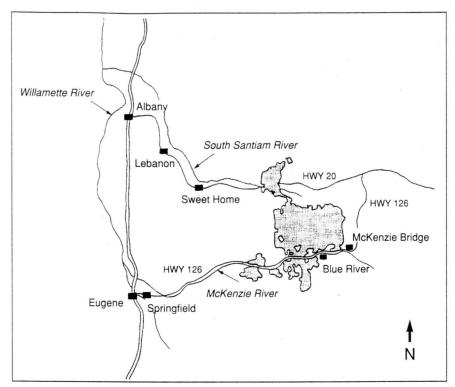


Figure 1. Central Cascades Adaptive Management Area.

Table 1. AMA-proximate con	nmunity members	s' awareness/involve	ement in
forestry issues.			

	Eugene	Santiam	McKenzie	Chi-squar
			%	
Give a moderate or high level of attention to federal forestry issues.	92	88	89	ns
Moderately or well informed about President's Northwest Forest Plan.	45	44	58	10.5*
Important information sources on federal forest management are:1				
Newspapers	88	84	87	ns
Television	79	78	74	ns
Radio	61	49	52	7.5*
Magazines/books	58	50	48	ns
Friends/relatives	44	40	39	ns
Interest groups	48	26	30	27.9**
Natural resource agencies	17	14	21	ns
Public's role in federal forest management should be:				45.3**
None, let USFS and BLM decide.	2	9	3	
Provide suggestions and let USFS and BLM decide.	14	21	31	
Serve on advisory review boards.	49	34	37	
Act as full and equal partner.	30	25	22	
Public should make decisions.	4	10	7	

\*Significantly different at p < .05; \*\*significantly different at p < .01.

To assess public perspectives on the basic concepts of adaptive management, a random mail survey of 744 residents of the McKenzie River and South Santiam River communities was conducted. An important component of such social assessment research is to find a meaningful framework for analyzing and presenting data. In this case, data were initially stratified by zip code to analyze responses from individual AMA-proximate communities. A common practice is to aggregate data categories where practical and when central tendencies statistically allow for aggregation. ANOVA Multiple Range Analysis tests were conducted on key variables to look for similarities and differences among zip code groupings. Significance tests showed that aggregation was not only possible, but desirable as a way to interpret data. Three geographical groupings emerged: (1) communities within the South Santiam Valley drainage including Albany, Lebanon, and Sweet Home (n = 363); (2) communities within the McKenzie River Valley drainage, including Springfield and all points east of Eugene (n = 183); and (3) the city of Eugene (n = 198).

#### **Community Characteristics**

Research findings indicate that while the three aggregated AMA communities have socioeconomic characteristics in common, key differences exist. Residents seem fairly well entrenched in the South Santiam, McKenzie, and Eugene areas. Average length of local residence is 32 years, with only 6% of all respondents having moved into these communities in the last 5 years. Such longevity suggests that these people have a good sense of the surrounding forest landscape and may have a strong interest in how it is allocated and managed. For instance, 96% of all residents indicated they use the Willamette National Forest for some leisure activity at least once annually; many use it on a monthly or weekly basis. It is a reasonable assumption that personal attachments have formed around some of the forest's special places.

Although average annual family income is about the same for each community at \$22,000, differences are ap-

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Not only do citizens closely follow forestry issues, they expect to have a role in deciding how resources are allocated.

parent in income origins. Substantially more South Santiam and McKenzie families (40%) report they are dependent on the timber industry than the households in Eugene (23%). At the same time, more retirees reside in the South Santiam and McKenzie areas— 39% in each versus 29% in Eugene.

There is also a difference between the communities in political orientation, a factor which, in this study, may be larger than usual because the Northwest Forest Plan is perceived as the Clinton Forest Plan. Although all three communities described themselves as politically moderate—and Eugene does include a true mix of liberals and conservatives—the South Santiam and McKenzie areas lean toward conservative politics.

#### Involvement in Forest Issues

An informed citizenry is essential to publicly made resource decisions. Findings that reflect the public's general awareness of and involvement in forestry issues are reported in *table 1*. About 90% of all community residents said they give a moderate or great deal of attention to federal forestry issues. About half overall (48%) reported being moderately to well informed about the Northwest Forest Plan, even though the plan was relatively new at the time of the survey.

The most important sources of information about forestry issues tend to be newspaper and television, followed by radio, other printed materials, friends and relatives, and interest groups. Only 16% overall considered natural resource agencies to be important sources. These findings may be particularly disconcerting to forest managers at a time when competing sources of technical information are a concern for policymakers. It could be that the traditional communication channels selected by forest agencies simply are ineffective or that the credibility of the govern-

ment as an information source is being questioned. The adaptive management experiment may have to consider alternative, or even more contemporary, forms of communication. For example, interest groups on both sides of the forest debate have campaigned effectively using local television networks, and even Oregon State University's College of Forestry has introduced a series of television spots to promote forestry research.

The involvement of local publics is a central element in the formation of adaptive management sites. To validate this approach, residents were asked about the value of citizen participation in federal forest management, even if it increased government costs. *Figure 2* shows in aggregate (no differences exist between communities) that a solid majority of citizens support the public involvement approach. Knopp and Caldbeck (1990) offer two disparate

reasons that ordinary citizens want to be part of resource policy decisionmaking. The first is the widely held belief that decision quality improves if the public is more effectively included, while the second is that today's informed public increasingly distrusts government bureaucracies. Some of each of these factors probably prevail in the AMA communities. But whatever the reason, there is an expectation among local citizens that they will be involved in resource decisions and allocation.

In a more specific line of questioning, respondents were asked what role the public should play in federal forest management. Of the models listed in table 1, the one that most closely resembles the National Environmental Policy Act (NEPA) process as it was used in the 1970s and 1980s occurs when the public makes suggestions and resource professionals decide what to do. Clearly that approach entails less participation than the public feels is appropriate. This is particularly evident in Eugene where more than threefourths (79%) of the community see themselves playing a greater role. Overall, it may be encouraging to the agencies that the public's preferred approaches resemble models more suited to adaptive management.

#### Decisionmaking

The success of plans for adaptive management may also be influenced by how well local communities think federal forest decisionmaking has been conducted in recent years, and thus how much they believe new approaches are needed. Specifically, the authors asked citizens about their level of confidence in the ability of government organizations and public institutions to actually contribute to good forest management

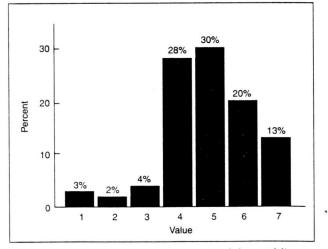


Figure 2. AMA-proximate communities' (n = 744) support for citizen participation in forest planning, taking into account government costs. Value is based on a 7-point scale: 1 = no value; 4 = neutral; and 7 = great value. Mean score = 4.9.

decisions. Because trust and credibility issues have become widespread concerns, citizens were also asked how much influence should be entrusted to such organizations. Aggregate findings are shown in *figures 3 and 4*.

The organizations and publics in which people have the most confidence include the Forest Service, the Fish and Wildlife Service, the AMA community residents themselves, and to a lesser extent the BLM and university researchers. On the other end of the spectrum, little confidence was expressed for more national organizations and institutions including the Clinton administration, federal courts, national public opinion, and Congress. A similar ranking resulted when respondents were asked how much influence each of these groups should have in forest decisions (*fig. 4*). In this case, however, a stronger degree of support was given to the more highly rated organizations.

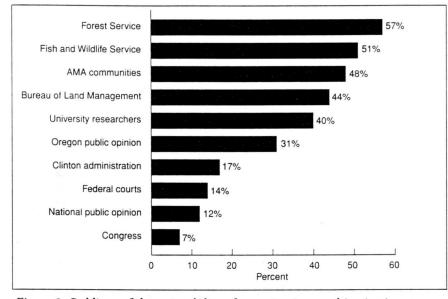


Figure 3. Public confidence in ability of organizations and institutions to contribute to good forest management decisions, as measured by a survey of Central Cascades AMA communities (n = 744).

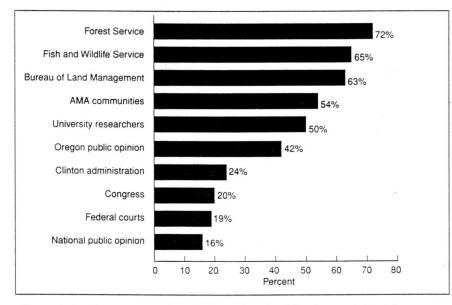


Figure 4. Organizations and institutions that should influence federal forest management, as measured by the Central Cascades AMA communities survey (n = 744).

Taken together, these findings indicate that people in these AMA communities have the most confidence in, and also the highest expectations for, institutions that have traditionally had long-term involvement in federal forest management in their area. Local citizens express the least confidence in the institutions that, in the last few years, have become highly influential in the federal forest management arena—the executive branch, federal courts, and Congress—who often act in response to organized interest groups and political motives.

These beliefs likely reflect local frustration with managing forests by lawsuit and court decree, and in some measure demonstrate the effect that these federal institutions have had recently on people's lives and economic wellbeing. They also seem to affirm what we believe is now a common perception among the general public: that politics, not forest health or concern for local communities, is the driving factor in federal forest management decisions. Moreover, while local feelings and frustrations about political decisions may align with traditional forest industry or environmental group positions, few people are happy with the pace and progress of federal forest management in the Northwest.

Public concerns over the effectiveness of existing institutions are evident in opinions about who should influence federal forest policy. The AMA communities think policy should be the responsibility of federal forest agencies, above all others. But they also believe its formation should include university experts and local citizens. Regardless of their position on the issues, it may be that people recognize that our federal forest agencies-while being far from perfect—are the only organizations that can realistically carry out new forms of management in the future (Wondolleck and Yaffee 1994). The desire for inclusion of researchers and citizens in decisionmaking groups suggests an interest in three possible outcomes: better answers to ecological questions generated by the forestry debate, more local control,

#### Table 2. AMA-proximate community members' opinions regarding adaptive management.

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Chatamant	AMA	Agree <sup>1</sup>	Neutral	Disagree <sup>2</sup>	Chi-
Statement	Community	Agree		Disagree	square
Reliable knowledge about forest ecosystems is lacking.	Eugene Santiam McKenzie	55 41 47	% 16 33 22	29 26 31	28.4
Scientific experimentation with ecosystems is appropriate on selected forestlands.	Eugene Santiam McKenzie	63 54 64	27 34 22	10 12 14	25.5
Science, not politics, should decide environmental issues.	Eugene Santiam McKenzie	82 66 62	10 23 23	8 11 15	30.0
Federal forest management systems need major changes, not minor adjustments.	Eugene Santiam McKenzie	72 57 63	19 25 19	9 18 18	29.3
Forest Service and BLM are open to public input and use it in making decisions.	Eugene Santiam McKenzie	30 29 36	33 40 33	37 31 31	ns
Government officials usually create plans without input from local communities.	Eugene Santiam McKenzie	47 70 62	27 21 24	26 9 14	38.8
I feel like I don't have much to contribute to forest planning.	Eugene Santiam McKenzie	38 39 35	27 35 32	35 26 33	ns
The best forest plan is one that is a compromise between all parties.	Eugene Santiam McKenzie	45 57 51	9 18 14	46 25 35	38.2
I would likely support a community decision, even if it's against my personal preference.	Eugene Santiam McKenzie	37 42 45	31 37 20	32 21 35	25.7
Survival of timber workers should be the most important goal of AMAs.	Eugene Santiam McKenzie	29 56 51	19 13 15	52 31 34	38.3
Private forestlands should not be part of long-term federal planning.	Eugene Santiam McKenzie	33 55 56	25 16 12	42 29 32	48.5
In general, AMAs seem like a responsible approach.	Eugene Santiam McKenzie	77 50 57	17 42 36	6 8 7	47.2

NOTE: Percentages are based on a 5-point scale.

<sup>1</sup>Sum of "agree" and "strongly agree" responses.

<sup>2</sup>Sum of "disagree" and "strongly disagree" responses.

<sup>3</sup>Responses are significantly different at p < .01, except those noted (ns).

and more effective implementation of forest decisions. A critical element for successful AMAs thus will be to establish an efficient management system that more directly involves scientists and promotes local community participation without undue interference from national political actors.

#### Preferences for Adaptive Management

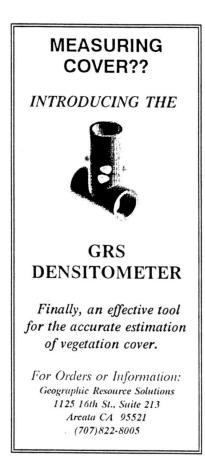
The opinion survey also provided an opportunity to ask questions specific to adaptive management. First, respondents read a paragraph outlining the adaptive management approach:

Adaptive management is based on a continuing process of planning, monitoring, and evaluation, and then adjusting actions to meet forest objectives. The plan includes provisions for 10 adaptive management areas throughout the Northwest, with one located in the Central Cascades near Blue River (see map [fig. 1, p. 6]). These areas would be used to develop and test new ideas concerning longterm forest management, economic stability, and public participation in decisionmaking. We'd like your opinions on this approach.

A series of statements was provided and respondents were asked about their level of agreement with each item. Results are reported in table 2. A number of inferences can be drawn from these responses. First, the public in this AMA area is generally positive toward science and experimentation. Although relatively divided over whether we have enough information about our forest ecosystems, most respondents believe that experimentation is appropriate on selected federal lands. This support for research may be a product of questions (from both sides of the forest debate) about past and present land management practices, but is also indicative of greater public attention being given to forest resources in the Northwest. In any case, there is a tendency across communities to put more faith in science than in politics, suggesting that people are fed up with politics as usual and want to try another approach. If







this is true, and if more effective decision processes do not materialize under adaptive management, the apparent support for research and experimentation might be short-lived.

Public frustration leads to the second, rather strong belief, particularly among Eugene respondents, that federal forest management systems need major changes. If people think the old management approaches are no longer satisfactory, then adaptive management areas might satisfy their desire to see things done in a different way. Previous opinion surveys in Oregon and nationwide support a movement toward more holistic, ecosystem-based management (Shindler et al. 1993). When coupled with previous findings, these opinions provide support for forest agencies playing a leadership role as long as the experience and advice of local residents are also used. However, gaining public acceptance may be a "tough sell" since many citizens (table 2, p. 9) do not believe the agencies are open to public input. This belief is especially evident in the upriver communities where most forest decisions are carried out.

A third observation centers on compromise and consensual agreements. Each AMA community seems reluctant to relinquish too much control, either to the resource agencies or other participants in the decisionmaking process. There is not overwhelming support for compromise or community-made decisions that go against personal preferences, especially in Eugene. In sum, these responses probably reflect just how pervasive lack of trust is today—even toward communities other than one's own. The public is suspicious of how willing the federal forest agencies are to integrate local communities into the planning process. It seems clear, then, that any new approaches to forest management will have to overcome citizens' doubts about government officials. Not only will local citizens have to be taken more seriously and have a larger voice in decisions, but agencies will also have to incorporate methods that can unify constituent groups who are often divided against one another.

This last point can be illustrated by public preferences regarding economic and private landowner issues, in which support tends to follow the traditional urban/rural dichotomy. The more rural, timber-dependent, upriver communities favor policies that support the plight of timber workers and that keep federal planning decisions away from private forestlands, while Eugene residents seem to favor an environmentalist approach that takes a more holistic view. Eugene residents also seem more favorable toward scientific solutions and more receptive to the overall idea of adaptive management. This suggests that the urban community is more likely to listen to scientists and less likely to attempt compromises with their upriver counterparts. Thus, resolution of problems may be achievable only through a process that allows both citizens and scientists to help craft solutions.

Finally, one must literally read between the lines of agreement and disagreement to see that there are few decisive opinions generated by the 12 statements in *table 2*. This is evidenced by the high number of neutral responses. Survey researchers usually interpret neutral responses to mean that people either do not know or do not care, but in the case of adaptive management we should probably interpret these answers to mean that people do not fully understand these complex issues and have not made up their minds about them.

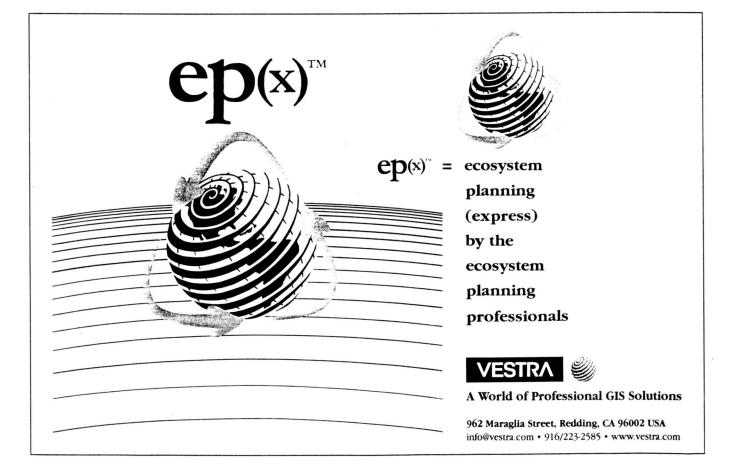
For example, many people are neutral on whether the Forest Service and the BLM are open to public opinion. These tend to be people who have had little contact with forest agencies and therefore have little to base a judgment on. Similarly, the high degree of neutrality in the South Santiam and McKenzie communities about whether adaptive management is a responsible approach likely indicates uncertainty about an unproven system. On the balance, the public may be willing to allow some time for action, testing, and evaluation before they approve or disapprove. It is likely that some adaptive management activities and experimentation will gain support—depending on how relevant the outcomes are to public concerns—while others will not. One avenue open to resource agencies is to view this indecisiveness as an opportunity to engage local communities more directly in forest management decisions and to help shape public attitudes.

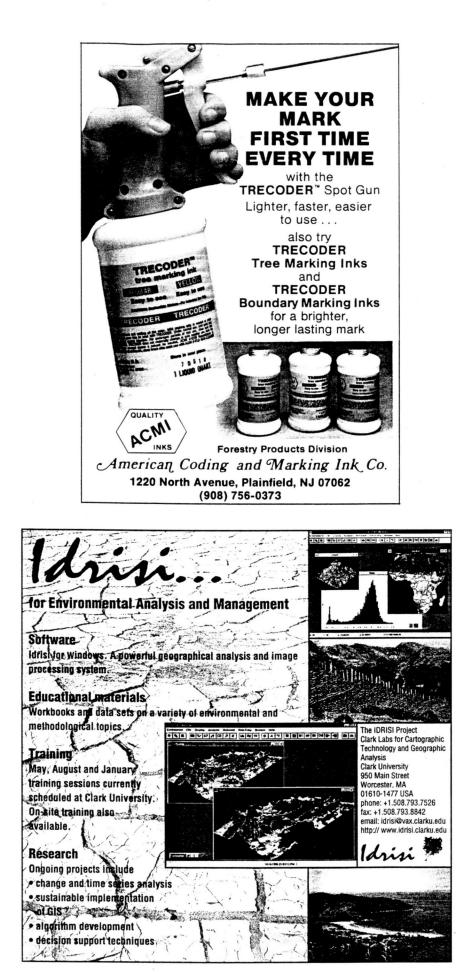
#### Conclusions

Overall, it appears that the AMA communities in central Oregon are receptive to the idea of adaptive management, but will be waiting to see how well it works locally before making final judgments. It is unlikely that many citizens would unequivocally approve of adaptive approaches without seeing what forest practices and conditions will result. If adaptive management is to succeed, it will be important to determine how to include people in real-life decisions in which the consequences of choices—and their scientific uncertainty-are out on the table.

The authors believe that public support for ecosystem (and adaptive) management is related more to a group of factors rather than any single element. For example, people are more likely to find forest practices acceptable if they can visualize how they will look, understand how they will sustain both the local economy and the forest's natural characteristics, believe in the information they receive from resource agencies, and have a meaningful role in the planning process. According to Ehrenhalt (1994), for people to make a rational choice about public policy issues, they have to be given a rational menu. This means that resource managers and politicians will have to learn how to frame choices more openly and more clearly-even ones that now offer limited possibilities because we have already used up the most attractive options-in order to make difficult but necessary tradeoffs.

The adaptive management concept





appears to allow for some of this give and take, or social *jujitsu*. According to this survey, federal forest managers have a basis of public support for proceeding with AMAs. But given the general skepticism about government, technology, and bureaucracy in this country, the AMA experiment will have to win over a doubtful public through timely accomplishments and public participation.

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