<u>Western Cuyahoga Audubon Society</u>
"Vision 2020" for the Rocky River IBA
November 16, 2009

I. VISION 2020 – AREAS OF CONCERN AND INTEREST IDENTIFIED DURING GROUP BRAIN-STORMING SESSION ORGANIZED INTO SIMILAR FOCUS AND GIVEN A TITLE.

Team lists generated during the group brain-storming session were copied from flip-charts onto Post-it notes and then reorganized and sorted to place similar concerns together. An overall title was then generated to describe the grouped points. All material is from flip-chart lists created during the Vision 2020 session by participants on November 16, 2009.

<u>**LAND ACQUISITION, CONSERVATION AND RESTORATION.**</u>

Invasive species removed and controlled.
Removal of invasive species (exotics); plants, animals, terrestrials and aquatics.
Stabile and improved water quality.
See a definite increase in bird population due to conservation efforts.
Initiate razing blighted properties and turn into natural areas.
Aiding cities by volunteering to plant trees and bird houses through volunteering and street tree inventory monitoring.
Maintain and increase the quantity and quality of wetlands and all habitats in the IBA-forests, meadows, etc.
Increase in native aquatic species and their respective habitats – and decrease in non-natives.
Goals of RR WAP are fully realized.
Increase in backyard wildlife habitat.
Significant restoration will be completed – wetlands, meadow, and stream corridor.
Conservation of urban habitats.
Focus on the edges as well as on the river itself.
Protection of the entire EBRR main stem.
Acquire more land for CMP.
Conservation of whole IBA, make contiguous.
Connect IBA's in region through viable corridors.
Green connected areas along the entire IBA – protected land of high ecological value.
IBA includes the western watershed of the Cuyahoga River.
IBA holdings (acreage) will grow by 50%.
Land set aside for pure research not public access.
Limit clearing of land for baseball and soccer fields.
Known as an active, vibrant conservation program.
Management goals for bird population and plan to achieve goals for bird population.
Establish a parcel-level database of all landowners in IBA.

Citizens of RR watershed sign, 'Pledge to Be Green' certification program for backyards – soil and water.
Area of protection expands, whether by public or private lands.

EDUCATION AND STEWARDSHIP

Weekly programs of one kind or another in the IBA – Educational, adult, citizen science, schools – involving multiple organizations.
Results of the IBA study published for the public and in a scientific publication.
Public education of IBA and their relationship to conservation.
Program to teach/build-capacity to support efforts in IBA is established for young people and young adults.
Natural resource and conservation curriculum is standard in K-12 curriculum with specific information related to local IBA.
Youth stewardship program.
WCAS is the authority for backyard bird habitat and WCAS being the "go-to" organization when an industrial site is considered.
Citizen science kits, ID charts, others join surveys, on-going involvements.
Everyone knows they live in a watershed.
An IBA is not just birds. How do we get people to see their role? Have a sense of ownership?
Education of public as to what invasive species are.
Awareness of land use and its impacts.
Each school will have a junior Audubon program.
Better use of Metroparks and zoo. To increase awareness and educational opportunities.
Organized effort to educate communities, schools, citizens about the IBA.
School curriculum.
WCAS is still energized.
WCAS in the classroom all levels for getting volunteers.

PARTNERSHIPS

Partnership with the airport.
More easements on private property – education.
All conservation agencies working together as a unified whole.
Would like to see partnerships with groups present and more.
Network of conservation-minded groups.
Other National wildlife and conservation organizations will promote and support the IBA efforts.
Development of new environmental group who over-sees area wide environmental issues. Inner-disciplinary.

PRACTICES AND POLICIES

All cities within the IBA adopt tree canopy goals/urban forestry.
To aid cities in planting certain amount of trees and install bird houses (incentives, volunteers, community outreach).
IBA is included in each community's land use plan.

Tree preservation requirements incorporated in building permits.
Cities incorporate sound tree planting programs (native and diverse).
City officials have plans in place to protect watershed.
Mandatory easement of property adjacent to the IBA.
Communities which understand their responsibilities with conserving habitat.
Local politicians practice good conservation and implement Best Management Practices for conservation.
Regional adoption and enforcement of riparian initiative or program.
NE Ohio will have a viable Urban Forestry program.
Anti-sprawl ordinances (Portland, Oregon model) – urban growth, boundaries, state ordered.
New legislation protecting habitats.
All political entities will have a conservation representative.
Less use of pesticides.
Environmentally conscious governor.
Conservation bill boards.
EPA involvement with industrial discharges.
Central location for studies so know where to access.
Picketing against new development.
Annual new recruitment of volunteers.
Public debates.
Designated bird sanctuaries by city council ordinances.
Site guides as to where to go to see different things.
Recognition of volunteers.
Create earth day projects (such as cleaning up a river).

APPLIED RESEARCH

IBA data collection is part of a regional monitoring and assessment program (for forests, streams, wetlands, etc.)
More wetland studies.
200 active volunteers collecting credible information.
Enough data to determine habitat value for 50+ species of birds.
Bird and habitat data used to decrease urban sprawl.
Incorporate bird nesting and sighting data into biological index.
Science based land protection priority list.
Full understanding of the bird species in this IBA and how they use the habitat.
Continuing point counts in other areas of IBA. Wetlands, urban, etc.
Completed bird surveys for all land uses (forest, wetlands, urban, agricultural, etc.).
Complete vegetation survey and compare bird statistics with vegetation statistics and put all this in a form that will influence the public.
Know the effects of wind turbines on birds, migration habits etc. and be able to influence location of wind turbines.
More volunteers adopt sections of river to monitor and remove trash.

MARKETING THE IBA

IBA boundaries will provide instant recognition as an important area.
Everybody will know what in IBA is.
More signage in watershed. What people can/cannot do and what they should know.
Twitter, Facebook, new technology communication network.
Make birding cool.
The IBA has a mascot/ambassador and branding.
National recognition. Streaming video of Peregrine nests or other bird nests.
Become a model for adopting IBA's.

II. INDIVIDUAL TEAM IDEA LISTS CREATED DURING BRAIN-STORMING SESSION FOR VISION 2020.

Four teams each created a team wish list for 2020. All statements were written on flip-charts. Those team flip-charts are recreated in the text below.   From those charts, first team, then all participants were asked to identify statements they felt were of concern to them and place a mark next to that statement. In the following text, those tallies on the flip-chart sheets are indicated following each line statement listed. The purpose of this selection exercise was to identify primary issues of concern of the participants and attempt to narrow the scope with this general ranking system. To accomplish this, participants were only to mark a specific limited number of concerns. Statements which have 5 or greater tally marks are underlined. The highest ranking has 12 marks and indicates a need for development plans to fund the conservation, environmental, educational, etc. efforts identified. Those items with lesser tallies also represent concerns. Given that participants were limited in the number they were allowed to select, items with lesser tallies should not be automatically diminished in importance. Issues selected involved all participants. The ultimate goal is to enhance the environmental efforts currently in place, heightening public and private awareness for the future.

<u>**Group 1 - Green Team**</u>

<u>2020</u>
   1. <u>Acquire more land for CMP. 6</u>
   2. <u>City officials have plans in place to protect watershed. 8</u>
   3. Conservation Billboards. 0
   4. Mgt. goals – mgt plan to achieve goals for bird population. 1
   5. 200 active volunteers collecting credible info. 3
   6. Known as active, vibrant conservation program. 2
   7. Become a model for adopting IBA's. 3
   8. Limit the clearing of land for baseball/soccer fields. 1
   9. Network of conservation minded group. 4
  10. EPA involvement with discharges (industrial and community). 0

11. Requiring cities to plant certain number of trees and install bird houses. 1
12. WCAS is authority for backyard bird habitat - and development when industrial site is considered. 1
13. WCAS is energized. 1
14. More birding events in CMP. 1
15. More wetland studies. 2
16. Results of studies are published. 4
17. Central location for studies so know where to access. 0
18. Bird and habitat data used to decrease sprawl. 1
19. More land set aside for pure research – not publicly accessible. 1
20 Picketing against new development. 0
21. <u>Anti-sprawl ordinances. 5</u>
22. New legislation protecting habitat. 1
23. Development of new environmental group who oversees community wide environmental issues, inter-agency task force. 1
24. Environmental conscious political leaders. 2
25. Twitter, Facebook to communicate.
25a. New technical communication network. 3
26. Annual recruitment of new volunteers. 0
27. WCAS in the classroom at all levels, college, secondary, etc. (Volunteers) 4
28. Funding/aiding cities with planting trees and installing birdhouses (use of vol.). Street tree inventory monitoring. 2
29. Public debates about proposed change or impacts. 0
30. <u>Removal of exotic species – plants, animals, terrestrial and aquatic. 5</u>
31. Education of Joe public as to what invasives are. 1
32. Less use of pesticides. 1
33. Citizens of Rocky River Watershed sign pledge to be green. Certification program for backyards (oil, water, etc.) 2
34. More volunteers adopt sections of river to monitor and remove trash. 3
35. More signage in watershed about watershed, what people can do, what they should know. 1
36. Bird sanctuary in IBA. 0
37. Continue point counts in other areas of IBA – wetlands, urban, etc. 2
38. Site guide as to where to go to see different things. 0
39. Computer program that centralizes funding sites. 1
40. Recognition of volunteers. 0
41. Initiative to raze blighted property and turn into natural areas. 1
42. IBA to include the western portion of the Cuyahoga River. 1
43. Create Earth Day projects such as cleaning up portions of the river. 0

Group 2 - Guardians of the EBRR

<u>It's 2020 -</u>
  1. Community views, fish, water quality, forests, etc. function as a system and need to be preserved/restored. 4
  2. More awareness of land use, and its impacts. 3
  3. Completed bird surveys for all land uses (forests, wetlands, urban, agricultural, etc.). 1

4. Complete vegetative survey and its comparison with bird stats to influence society. 1
5. Connect the IBA's in the region, through viable corridors. 2
6. IBA data collection is a part of a regional monitoring program for forests, streams, wetlands, etc. 4
7. Incorporating bird data (nesting and sighting) into biological index that is used for decision-making, biology, etc.   8
8. IBA is an economic driver. 1
9. Know the impacts of wind turbines on birds, migration habits, etc. and be able to influence locations of wind turbines. 4
10. Green connected areas along the entire IBA – protected land of high ecological value. 7
11. Know the causes of the impacts and trends in the IBA. 0
12. Increase in bird populations within the IBA, through conservation efforts. 2
13. Stable and improving water quality. 2
14. Maintain and increase quantity and quality of wetlands and all habitats in the IBA, forests, meadow. 8
15. All conservation agencies working together as a unified whole. 3
16. More public access to the EBRR. 0
17. Well-developed, baseline data of bird populations before climate change kicks in. 0
18. All cities within the IBA adopt tree canopy goals/urban forestry. 3
19. Public education of IBA, bird populations, and their relationship to conservation. 4
20. Increase in native aquatic species and their respective habitat; and decrease in non-natives. 2
21. Tree preservation requirements incorporated (IBA layer on subdivision plans). 1
22. Bird, aquatic and IBA data/surveys be in a national database. 0
23. Increase in backyard wildlife habitat. 1
24. Funding program to be able to implement and continue conservation and restoration.   6
25. Significant reduction in erosion throughout the EBRR watershed. 0
26. Goals of RRWAP are fully realized. 1
27. Adoption of riparian ordinances regionally and enforcement. 8
28. Protection of the entire EBRR main stem. 1
29. Cities incorporate sound tree planting programs (native, diverse). 3

Group 3 – Chic...adees.

What does 2020 look like?
1. Everyone will know what an IBA is. 0
2. IBA will grow (land/acreage) by 50 percent. 4
3. Enough data collected to determine habitat value for 50+ bird species. 3
4. Citizen science research will include wetlands and field (other) habitats. 0
5. Develop a partnership with the airport. (Note: Number 5 and 6 are combined) 7
6. Airport partnership is education based. (Note: Number 5 and 6 are combined.)
7. Partnership with all stakeholder groups and collaborations. 2
8. Identify group projects and strategize. 0
9. Partnerships with other state wide IBA's for data comparisons. 0
10. Preservation of natural resources (ie. Wetlands). 0
11. The public is more involved in preservation on private lands. 2
12. Establish a parcel-level data base of all landowners in the IBA. 7

13. Program to teach/build capacity to support efforts in the IBA is established – young people (Students), young adults. 6
14. The program participants mirror the general population in the IBA.   1
15. Utilize Zoo and Metroparks to educate/train the public about IBA issues. 2
16. We will have a land protection priority list. 2
17. Significant restoration will be completed – wetlands, meadow and stream corridor. 2
18. IBA is included in each community's land use plan. 7
19. Each political entity will have a conservation representative. 2
20. Natural resource and conservation curriculum is standard in K-12 curriculum with specific information related to the local IBA. 5
21. Information about the IBA will be linked to stakeholders through internet, distance learning and other media outlets. 0
22. The IBA has a mascot/ambassador and branding. (Note: Number 22 and Number 23 are combined). 2
23. The IBA slogan is catchy, well known. (Note: Number 22 and Number 23 are combined)
24. A super celebrity promotes the IBA. 0
25. Local political entities practice good conservation and implement best management practices for conservation. 6
26. NE Ohio will have a viable urban forestry program. 4
27. National Audubon will support IBA efforts. 0
28. Each school will have a junior Audubon program. 2
29. Other National wildlife and conservation organizations will promote and support the IBA efforts. 2
30. IBA boundaries will provide instant recognition as an important area. 1
31. Signage will alert citizens entering the IBA. 0

Group 4 - Cordi – Neighbors

2020
 1. Communities understand responsibility about preserving habitat. 9
 2. Encourage private property easements. 2
 3. Conservation of urban habitats. 4
 4. Making IBA contiguous. 3
 5. Model IBA in US. 0
 6. Full understanding of species and how they use habitat. 2
 7. Weekly education opportunity - Scouts, schools… etc. 2
 8. Curriculum in schools. 5
 9. Use IBA as land lab. 0
10. National recognition. 1
11. Awareness that IBA is not just birds. 2
12. Sense of ownership. 2
13. Awareness of IBA. 0
14. Everyone knows they live in a watershed. 3
15. Protected area expands – corridor widens. 3
16. Citizen science kits – ongoing involvements; adults and children. 2
17. Youth stewardship program. 1

18. Certification for backyard habitats. 0
19. More organizations working together. 0
20. Make birding cool. 2
21. In media once a month. 0
22. Contests with int**.** travel(?) prize. 1
23. Connect snowbirds with specific migratory species. 0
24. <u>Organized effort to educate communities, schools, citizens about the watershed and IBA. 6</u>
25. Organize an adopt a bird or something (mammal) program in each community. 1
26. Adopt sections of the river to monitor and cleanup. 0
27. "Streaming video" from bird nests (or whatever) to IBA website. 1
28. **<u>Development plan to fund these efforts</u>**<u>. **12**   *******Highest number**********</u>
29. Educate about and conserve edges of IBA, as well as the river. 3
30. Easement owner must be mandated or convinced(?) to protect habitat. 0
31. Greenspace levy to channel funding to preserve natural resources. 0
32. Invasive species control program in place. 3

LIST OF PARTICIPANTS

List to be added here.