

July 2018

Quinn Thomas Stimson Lumber

FOCUS GROUPS



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Introduction & Methodology

1

DHM Research conducted two focus groups with Tillamook County residents to gauge perceptions about natural resources, forest management, and Stimson Lumber. The purpose of the research was to inform planning and communications.

Research Methodology: The two focus groups were held on July 14, 2018 in Tillamook, Oregon. Twenty people participated in the groups, with ten in each group. Participants were recruited from a random sample of registered voters and professionally maintained databases. Efforts were made to ensure representativeness by age, gender, and income level. See Appendix A for complete participant demographics.

Statement of Limitations: The focus groups were led by a professional moderator and consisted of both written exercises and group discussions. Although research of this type is not designed to measure with statistical reliability the attitudes of a particular group, it is valuable for giving a sense of the attitudes and opinions of the population from which the sample was drawn.

This report highlights key findings from the focus groups. Each section reviews a major topic from the group discussions and includes representative quotations, as well as evaluative commentary. The quotes and commentary are drawn from both written exercises and transcripts produced from recordings of the group discussions.¹ The referenced appendices provide the complete responses to all written exercises.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

¹ Quotations were selected to represent the range of opinions regarding a topic, and not to quantitatively represent expressed attitudes. Some have been edited for clarity to ensure correct punctuation and to eliminate non-relevant or intervening comments.

Summary & Observations

2

Tillamook County residents strongly value the area’s sense of community and place. They have deep connections to their neighbors and environment and tend to have an ecological understanding of the world.

Residents like living in Tillamook County for its slower pace, smaller scale, and the entwined relationships—family, friends, neighbors—that flourish in such environments. They draw contrasts to the anonymity and bustle of living in more developed areas. They place deep importance on communal support. People living in the county also feel strongly connected to the oceans, beaches, and forests that make up the area’s natural environment. They appreciate the surroundings for their beauty, recreational opportunities, and economic benefits such as tourism and natural resource industries.

Housing is far and away the top concern in the county, though it is understood to be connected with other challenges the community faces.

Seven of the 20 participants listed a housing-related issue as their biggest concern, and nearly all mentioned housing as a problem in the county. Residents decry the lack of affordable rentals, which they partially attribute to an increase in tourism and short-term rentals. They note an increase in homelessness and precarious housing situations. Housing is seen as tethered to a suite of economic concerns such as poverty, the lack of living wage jobs, and businesses struggling to grow due to limited housing stock. Residents also draw connections between housing, mental health issues, and addiction.

Residents rate the quality of natural resources in Tillamook County highly, forests among them. They say things have improved recently and call for balanced approaches.

Residents compare Tillamook County’s natural resources very favorably to other places. Worries around air quality are primarily about agricultural practices or car exhaust and are overshadowed by appreciation for the area’s clean air. Residents laud the drinking water’s taste, excellent sourcing, and trusted relationships with their water districts, but they have concerns about aging infrastructure, agricultural practices, and herbicides. Likewise, they rate rivers and streams well, but communicate worries about littering, runoff from agriculture, and, to a lesser degree, timber harvesting. Unprompted, herbicides from forest management are rarely mentioned as a concern.

The forests in Tillamook County are seen as “bountiful and beautiful,” sites for recreation, and as a renewable economic resource. Balancing these considerations is a major priority for residents, and some note the challenge of new community members who are less familiar with forest management. Other top of mind concerns include wildfires and the impacts of clear-cutting, such as the destruction of natural beauty, wildlife habitats, the risk of landslides, and negative effects on water quality.

Speaking broadly, residents expressed more concern about agricultural and dairy practices than those related to forest management. In all cases, they say the quality of natural resources has benefitted from changes to policy (such as setbacks from rivers), practices, and the dedication of community groups such as watershed councils. They want to see continued advances while taking into consideration the economic well-being of their community.

Residents call for a “balanced” approach to forest management in the county, say they aren’t very knowledgeable about the topic, and ask wide-ranging questions.

Throughout the groups, residents emphasized the importance of balancing competing priorities for forest management. Residents generally agree that water quality, human health, economic growth, and the natural environment are important considerations, though each has their own idea of the right balance to strike. All agree on the need for informed debate on the topic.

That said, knowledge of forest management is relatively limited. Many residents don’t know who owns the land that timber companies harvest and they have questions about how decisions are made as to how land will be used. Residents also have questions about what practices are used and how often, who determines best practices, and how laws impact forest management. They call for transparency and checks and balances in the form of government and community involvement, but more often these calls come from their general distrust of government and large business than specific experience.

Residents have concerns about the impacts of clear-cutting and herbicide use. While clear-cutting was mentioned more frequently as an unprompted concern, residents have strong negative reactions when asked directly about herbicide use.

Many critique clear-cuts from a visual perspective, calling them “ugly” or “scars” and noting negative impacts on the area’s natural beauty and tourism. Residents also call attention to the destruction of habitat, the danger of landslides, and increased runoff caused by clear-cutting. Some ask that clear-cutting be replaced by selective cutting, others view it as a “necessary evil” that should be kept out of sight, and others still say it’s a commonsense technique for harvesting a crop of trees.

While less visible, residents have concerns about herbicides. Many view herbicides as a “poison” and worry about water and air quality, long-term health impacts, and ecosystems being irreparably harmed. Residents don’t feel that they have good information about what compounds are used, what the expected impacts are, and when and how they’re applied. They want transparent and proactive communication. Residents largely believe that alternatives such as natural compounds, hand-application of herbicides, and selective burns can and should replace the aerial spraying of herbicides, though they recognize these choices will likely come with tradeoffs such as increased costs. While many residents don’t know why herbicides are used, they see invasive plant and fire control as compelling reasons.

When it comes to forest management, residents trust drinking water providers and local watershed councils most. Few trust timber companies, especially national ones.

Local drinking water providers are trusted by Tillamook County residents due to the personal relationships they hold and the multigenerational knowledge of employees. They are also seen as data driven and largely unbiased. Watershed councils are trusted highly because the council members are often well-known community members. On the other end of the spectrum, timber companies were the least trusted as residents believe they place their profits above other considerations.

Stimson is not very well known, though residents are more likely to have positive impressions than negative ones. Residents say Stimson can earn their trust through community engagement and they are somewhat skeptical of marketing.

Stimson was the least well known of all large employers tested. Those who do have impressions are mostly positive due to the firm being a good community partner, steward of the land, job creator, and because of personal connections. They ask for Stimson to consider the needs of the community as a whole through continued job creation, increased access to land, protecting the environment, and being good neighbors.

Residents responded well to messaging about the firm being family owned and having a 160-year history, and place importance on Stimson being a part of the fabric of their community. On the other hand, the mention of Home Depot in the messaging was polarizing due to divided opinions on large corporations. Residents call for Stimson to go beyond philanthropy and job creation in supporting the community, with an emphasis on having a presence at local events and participating in civic institutions. They also want Stimson to educate Tillamook County residents—especially young people—about forest management and they suggested strategies such as field trips, career education, a visitor's center, pamphlets, or visible markers noting Stimson land and information about forest management practices.

Residents are skeptical of traditional marketing which they see as empty, misleading, or biased information. They share the values emphasized in the messaging tested, but call for more specifics, particularly in the section of bullet points. They want Stimson to show residents what they're doing rather than just tell them. They also want to see Stimpson more active in community activities.

DHM Research conducted two focus groups with Tillamook County residents to gauge perceptions about natural resources, forest management, and Stimson Lumber. In addition to broad considerations, the research also focused on residents' perceptions of the use of herbicides. Participants completed a series of written exercises (WE1–8) as a part of a two-hour group discussion.

3.1 Living in Tillamook County

To begin the focus groups, participants were asked what they valued about living in Tillamook County (WE1) and what concerns or problems they would like to see addressed (WE2).

Residents strongly value the sense of community in Tillamook County. They laud the area for its slower pace of life, smaller scale, and intertwined relationships and often draw contrasts to the anonymity of living in Portland, or other more densely populated areas. They are grateful for their friends and consider the county to be a great place to raise a family, with some intentionally moving there to do so. Many describe a sense of belonging in Tillamook and solidarity among members of their community.

“Tillamook County is a community of communities, whether by geography or affinity. When there are tough times we stick together and support one another.”

“We could put together a team to do anything we need to. In Tillamook County—or maybe it’s everywhere in these small towns—when things go wrong, neighbors get together and solve problems.”

While this sentiment is prevalent in communities across Oregon, the intensity was notably stronger in these focus groups than in other recent research conducted by DHM. It strongly influenced their opinions of who they trusted about water quality and forest management issues, as well as their expectations of Stimson’s community engagement.

Residents also show deep appreciation for the natural environment in Tillamook County including the ocean, beaches, and forests. Some focus on the beauty and peace of living in such a place, while others mention outdoor recreation or natural resources. With regards to natural resources, a few participants mentioned that they value the timber industry and the economic benefits it brings to the area.

Housing is clearly a top concern among Tillamook County residents: 17 of 20 included it in their list, and 7 of 20 noted an issue related to housing as their most pressing concern. While they view housing as a multi-faceted and interconnected problem, at its root is a lack of affordable rentals; some participants mentioned waiting lists for apartments up to two years long.

Many connect the lack of affordable housing to shifts in Tillamook County towards tourism and short-term rentals, as well as an influx of retirees moving from other areas. While most are welcoming of new residents, they acknowledge the challenges of a changing community.

“There are a lot of people moving here who are retiring...and it definitely enhances our community, but I think sometimes there’s polarization around values.”

Many note that the cost of living—not just of housing—has recently increased, making it hard for people to make ends meet. Some say they work multiple jobs to do so, and almost all call for higher-paying employment in the area. Some note a double bind, wherein employment and economic growth are stifled by the housing shortage.

“Businesses struggle. They can’t keep employees because there isn’t any affordable housing. It’s something that impacts and ripples throughout the economy.”

Residents draw connections between the affordability of housing, the lack of living wage jobs, homelessness, mental health issues such as addiction, and people finding themselves stuck in dangerous situations for fear of losing housing.

“[Poverty] impacts a lot of the other things that we’ve talked about with housing and higher-paying jobs. A lot of families are staying with other family members or friends and just kind of bunking up.”

Residents call attention to a relative lack of services, support, and infrastructure. They desire more mental health services, increased community resources for vulnerable populations, and further public safety infrastructure. They care about their neighbors and want a safe and prosperous community for all.

Other concerns include roads and traffic, disagreement with decisions made by elected officials, and fewer goods and services in comparison to more developed areas.

3.2 Natural Resources in Tillamook County

In line with their earlier appreciation for the environment of Tillamook County, participants rate the quality of natural resources positively across the board (WE4).

Table 1
Quality of Natural Resources in Tillamook County

Response Category	Very good	Good	Poor	Very poor	NA/DK
Agricultural land	8	10	1	--	1
Air quality	9	9	1	1	--
Drinking water	12	4	1	2	1
Fish and wildlife	14	4	2	--	--
Forests	10	7	1	2	--
Rivers and streams	11	8	1	--	--

Source: DHM Research, July 2018

Residents say agricultural land in the county is good, and express gratitude for farmers and the land they work. Some wonder if current rules and regulations are appropriately balanced.

While residents say air quality is better than in larger metropolises, they have some complaints including one mention of the aerial spraying of herbicides. More common concerns include car exhaust on the weekends when tourists are visiting and the smell of manure.

“On a really hot, humid day driving through here, you can breathe that stuff and feel your lungs and sinuses tighten up.”

The drinking water quality in Tillamook County was rated as very good by more than half of participants. Many compare it favorably to other places they've lived, often making their assessments based on taste. Residents laud the local water systems and the excellent sources of water utilized. That said, concerns include aging infrastructure and the impact of agriculture and timber harvesting, particularly from erosion from clear-cutting and forest roads. Residents note the importance of testing and the trusted relationships with those directly involved in the management of their community's drinking water.

"I know the guys that work for the treatment plant there personally. I talk to them almost on a daily basis...It seems like they're really on top of it."

Residents applaud the high quality of fish and wildlife in their community for recreational opportunities and express a general appreciation for living alongside other creatures.

As with other natural resources, residents largely assess the forest based on their personal experiences and what they can see. In all, they think forests in the county are "bountiful and beautiful" and place importance on having access to the forest for recreational purposes. Many residents also view forests as a renewable resource and source of economic benefits. The proper balance of these uses and benefits is an open question to most.

"I still rated forests as very good, but I guess I just have questions about the balance between using the forest and preserving the forest. And I just don't know what that balance is."

Some note differing values among newer community members and lower comfort levels with traditional forest management tactics such as clear-cutting. However, worries about clear-cutting are not limited to newcomers. While some are concerned with the aesthetics and destruction of natural beauty in the area, others note risks such as landslides and increased runoff as a result of clear-cutting.

"A lot more clear-cutting it seems like, around here. It's taking away from the natural beauty of what we stand for as far as what people come to look at. It just seems like it's getting worse and not getting better."

"The problem with clear-cuts, for me, is more about landslide risk. We have several communities where the runoff does affect drinking water sources, but the landslide risk is significant given the fact that we have substantial rainfall."

Other areas for improvement mentioned by residents include more management to prevent fires, increasing harvest levels to avoid rot and fuel creation, and replanting trees a variety of tree species.

Rivers and streams are also viewed positively by residents who cite their personal experiences with the sights and smells of the waterways in the county. That said, they have a number of concerns, such as littering and runoff. While concerns about runoff are most often with regards to agriculture and the dairy industry, some mentioned forest management practices.

"The forest practices, they do as best they can, and I know that if something is logged, there's always going to be more runoff."

Residents note improvements to rivers and streams resulting from increased regulations and rehabilitation programs. They call for continued improvements.

“There are a lot of programs in place. I agree they’re not all working well, but the fencing to keep the cows 100 feet back, the forestry to keep away from the rivers so many feet, I think there are a lot more programs in place that are helping mitigate what goes into the river.”

“It’s going to take a long time for the things that we’re doing now to fix the problems that have been happening over the last 50 to 100 years.”

A few participants noted the importance of local organizations in protecting and rehabilitating rivers, streams, and other bodies of water in Tillamook County.

“We have great watershed councils and the estuary partnership and the water conservation district that do a lot of really good work protecting and repairing our streams and riversides.”

3.3 Forest Management in Tillamook County

Residents in Tillamook County are only moderately familiar with forest management in the area (WE5). Six of 20 consider themselves to be at least somewhat knowledgeable—almost as many say they’re not knowledgeable at all.

Table 2
Knowledge of Forest Management

Response Category	Group 1	Group 2	Total
Very knowledgeable	1	1	2
Somewhat knowledgeable	1	3	4
Not too knowledgeable	3	6	9
Not at all knowledgeable	5	--	5

Source: DHM Research, July 2018

Residents have many questions about forest management, starting with whether the land being logged is public or private. They wonder if there are different rules for each scenario and what responsibility timber companies have to the public.

“If it’s a private business, do they pay taxes on the land? If they all of the sudden own the land, they should be paying taxes on it back to the community.”

They also wonder who is involved in making decisions about the ways land will be used. Will it be logged? Will it be preserved for public use? Some assume that businesses are large players in these decisions or that a more broad and amorphous ruling class makes these decisions with profit as their main motivation.

“I think it’s likely very financially driven. Whoever is in charge of it, how are they going to make the most money from the land.”

“I want to know how they make decisions regarding logging. Who are they? The powers that be. The management or the people making the rules of where logging can be done and how much, that is the ‘they’ I’m speaking of.”

Residents also ask how decisions are made and note the importance of transparency as well as checks and balances. Residents want local and community involvement in decision-making. They largely view government as a necessary counterbalance to private interests, though some say that agencies and politicians have too close of a relationship with the timber industry.

“I expect a businessman to want to make a profit. But I expect whatever agencies, public groups, or citizen groups that are involved to sort of be the checks and balances. And are we in the middle where we need to be?”

The final sentence of the above quote encapsulates a broader question that many residents have: how should we balance short-term economic impacts with long-term ecological impacts? While each individual has their own perception of the appropriate balance for these considerations, almost all agree that there is a need for continued debate on the topic. Some express worries about a lack of information among their community and even disinformation campaigns by proverbial “guys in the black suits”: media, business people, politicians. They want specifics about the economic (jobs, county funding) and ecological impacts, so they can make informed decisions.

“I am always interested in a balanced approach, and my fear is that because we are broadly uninformed on the issues as a community, that we become at risk of being influenced, unduly influenced, to one extreme or the other.”

Residents also have questions about the nitty-gritty of forest management itself. What methods and practices are used, and how often? What are the applicable laws that shape these practices? Who participated in conducting research into best practices and impacts of those practices?

Residents have questions regarding the use of clear-cutting in particular. Many wonder if there are alternatives to clear-cutting that are economically viable, such as selective harvesting. In short, they want to know why timber companies clear-cut.

“I don’t know. I think it has to do with economics...There’s probably laws about how much and where.”

In an impromptu written exercise, the second group of participants was asked what values they think should guide forest management. They emphasized a commitment to an approach that balances considerations such as environmental health and quality of life for humans.

“The quality of life for people living there and the sustainability of the forest itself. There has to be moderation between the two things. One is not more important than the other.”

This presents a communication challenge that must be addressed. Residents have limited knowledge of how forests are managed. But they do have concerns about how forest management practices affect air and water quality, wildlife habitat, and human health. This makes them susceptible to messages (and misinformation) from others. Particularly if they hear negative information from fellow community members, whom they are apt to trust.

Water quality is an important value for Tillamook County residents. They say timber companies have a responsibility to prioritize clean water for flora, fauna, and humans. One noted the negative interaction between organics from timber harvests and EPA guidelines requiring water chlorination and called for headwaters of watersheds to be held by water systems rather than timber companies.

“If you’re a timber company or if you have business in the woods, one of the things you have to keep in mind is people are drinking that water. What are you going to do about it?”

Most residents also believe that economic considerations should be among the guiding principles for forest management in the county. Some see timber harvesting as a sustainable agricultural practice.

“Renewable crops providing a sustainable, steady economy. That is my primary value. My trade-off was that clear-cuts are okay because you’re going to plant and it’s a renewable crop. That’s the way I look at the forest. It’s a renewable crop. I’m a farmer, so I look at regrowing things.”

In all, residents ask that the principles of stewardship, responsibility, and integrity serve as primary values for forest management.

“Integrity involves having the public involved, transparency on what is going on and how funds are allocated. What will be the impact on the health of the trees and the animals and the people?”

Words and Phrases

Participants were asked to write their first reactions to a series of words and phrases related to forest management in Tillamook County (WE6). The bulk of the conversation that followed focused on herbicide use.

While herbicide use was less likely to come up unprompted in the groups than clear-cutting, residents do harbor concerns about herbicides. A few participants say that the relative silence in comparison to clear-cutting was because herbicide use is less visible, or often discussed in terms of broader concerns for water quality.

“I think to that point, clear-cutting is a lot easier to see than someone spreading herbicides, or a plane that, who knows what it’s doing! It could be aerial spraying. It might not be.”

When asked to consider herbicides directly, residents have strong reactions. About one in four residents’ first reaction included the word “poison,” and many expressed worries about the impacts of their use on water quality and air quality for humans and nature alike. Fears about water quality are compounded by the large number of springs, creeks, and rivers in the area, and water systems’ reliance on surface water. In terms of human impact, they fear long-term harm such as cancer and note uncertainty about the eventual effects. Residents also worry that animals will perish, habitats be altered, and the ecological well-being will be irreparably harmed.

“We feel that they’re incredibly toxic and would prefer not to be around them...Everything floats in the air and we see it going on, and it doesn’t make us feel safe.”

“It’s killing insects and wildlife, that’s what came to my mind when I wrote ‘poison.’ It’s bad for insects and wildlife, which in my mind throws off the natural balance of our forests.”

“The thing to me about [herbicides] is that we’re all interacting. We’re all together. And by ‘we,’ I mean the animals, the water, the air, everything.”

Some concerns that residents have are due to a lack of information about herbicides and their use. Residents want clear advance notice about herbicide application, so they can make informed decisions about their potential for contact. On a more fundamental level, residents don’t know what compounds are used, and in the absence of information assume the worst. Some associate herbicides broadly with

Roundup and Monsanto, which they have a decidedly negative impression of. In both cases, they want information to be widely available, shared proactively, and easily understandable.

“Where is the information? Do we have to go out and find this, or could there be more of a PR campaign to educate people who need more information about it? This goes back to transparency. ‘This is what we’re doing. This is how often we’re doing it. This is how you can be affected. This is how you can take care of yourself.’”

As with clear-cutting, residents desire alternatives to current practices of herbicide use, or at least clear explanations as to why and how they are used. Proposed alternatives include selective burns and other more labor-intensive methods of application of vegetation management than aerial spraying of herbicides. Some wonder why less harmful or more natural compounds aren’t used. In all, residents broadly think that some suite of new practices can manage undergrowth effectively without utilizing the aerial spraying of herbicides. They do acknowledge that these changes will likely come with tradeoffs.

“[The big evil is] the really bad herbicides that are getting into the drinking water or affecting the wildlife. Okay, it’s labor intensive. So? You kind of balance that out with using a different herbicide and some burning, a combination of it all.”

“You have hand crews going out there to cut the brush. And it costs more. The trade-off is if you do that, your lumber products are going to cost more, and your toilet paper is going to cost more. Is it worth it to you? It sure is worth it to me. But that’s the bottom-line question.”

While the need for herbicide use isn’t self-evident to many, some participants note their utility in giving newly planted trees a chance to grow to maturity, particularly when in competition with invasive plant life. In an ad-hoc written exercise with the first focus group, participants cited invasive species and fire control as the biggest benefits of herbicide use. Invasive species are seen as a blight to habitat and the economics of timber harvests alike.

Residents’ reactions to aerial spraying were likewise negative. They again responded with words like “poison” and expressed worries about impacts on air and water quality, wildlife, and humans. They called for better notifications and more judicious use, such as avoiding windy days.

While residents have concerns about herbicide use and aerial spraying, they do see the need for vegetation management, particularly to prevent fires and the spread of invasive species. Some residents wonder how vegetation management is done, if it’s done well, and in some cases, what the phrase means.

They are even less clear as to the meaning of carbon sequestration, though some draw connections to wildfires and sustainability. Even those who are familiar with carbon sequestration are largely indifferent.

As noted throughout, residents are very aware of clear-cutting, with a particular focus on the visual effect they have. Residents’ first reactions included words such as “ugly” and “scars.” They also note negative impacts such as landslides, runoff, and the destruction of habitat. Some residents view responsible clear-cutting—including replanting—as a “necessary evil” in forest management. Others view it as a commonsense technique to maximize economic benefits and see timber as a crop.

Reactions to the phrase “sustainably managed forests” was notably positive, as it aligns with residents’ desire for balance. Sustainability functions as a broad umbrella that encompasses more ecologically and

economically based perspectives. For some, this ambiguity brings up questions of who gets to define sustainability and what actions are being taken to uphold its promises.

“The trees are replanted so that they will grow again, so the vegetation is maintained, so that the little trees can grow, so that the animals have a life in there. That is part of the sustainability, so that is perpetuated on and on.”

“Continue to plant and harvest so they have constantly got things at a different stage of growing and reproducing, so it constantly is creating jobs, and constantly feeding wildlife, and constantly making money, and constantly regrowing so they can do the same thing over again.”

Reactions to the scientifically proven forest practices were similar: sounds good, but what does it really mean? Some residents wonder whether biased science is used to determine these practices, while a few are distrustful of science broadly and prefer the knowledge of those who have generational experience living and working in the forest.

Trusted Sources about Forest Management

Participants were asked how much they trust certain groups when it comes to forest management in Tillamook County (WE7). Drinking water providers were the most trusted of the groups tested, with almost half of participants rating their trust level as *a great deal* or *quite a lot*.

Table 3
Trust of Groups on Forest Management

Response Category	A great deal	Quite a lot	Some	Very little	No answer	Most trust	Least trust
<i>Drinking water providers in Tillamook County</i>	7	5	4	4	--	8	--
<i>Oregon Department of Forestry (ODF)</i>	2	11	5	2	--	2	1
<i>Oregon Depart of Fish and Wildlife (ODFW)</i>	2	8	7	3	--	1	--
<i>Oregon Department of Environmental Quality (DEQ)</i>	2	4	8	6	--	--	1
<i>Oregon State University, Department of Forestry</i>	4	8	6	1	1	4	--
Local nonprofit environmental protection groups	4	4	7	4	1	1	2
Local sportsmen’s organization (hunting, fishing, etc.)	3	3	11	2	1	3	1
Locally-owned timber companies	1	1	10	8	--	--	5
Nationally-owned timber companies	--	--	3	16	1	--	7
<i>Tillamook County Commission</i>	--	7	9	4	--	--	3
<i>United States Forest Service (USFS)</i>	--	5	9	4	1	2	1

Source: DHM Research, July 2018

In large part, residents trust drinking water providers because their employees are members of their communities. They describe deep-seated personal relationships and knowledge passed down from generation to generation about the forest.

“I know them. I trust them. A lot of the individuals are three, four, five generations back. Their dads and grandfathers logged the place. And most of them are hunters. They know what’s going on out there.”

“I personally know the people that are on the board of directors for my drinking water. These are people I know and trust. They’re not going to lie to me. They might not have the right information, but they’re not going to lie to me.”

They also see water providers as grounded in data and relatively unbiased sources of information. A few said that they might have a narrow view of forest management due to their focus on water quality.

“If you’re doing your job right, you are going to learn a lot about forest management. The people who do this have data, and they don’t have opinions about how to manage a forest. They simply have data and they know how to use it.”

Government agencies are trusted to varying degrees, with the Department of Forestry at Oregon State University rated most positively. This may be due to the relative proximity of OSU and their close relationships in Tillamook county. ODF and ODFW are trusted slightly less so, with some citing turnover at positions and their distance from Tillamook County. ODF was described by one participant as “neutral, but I feel they have a good understanding of best forest practices.” DEQ is less trusted than other state agencies, and the USFS even less so. Trust for the Tillamook County Commission is also low, with three participants rating the commission as the least trusted group.

Local nonprofit environmental protection groups and sportsmen’s organizations both have core groups of supporters as well as detractors. Some note that they’d trust other nonprofits, particularly local watershed councils which are seen as embodying the collaborative approach residents think is necessary to balance competing priorities for the forest. The second focus group was the only one to rate their local watershed councils in the written exercise, and over half of those who provided a response said they had a great deal of trust.

“I think there are some nonprofit stakeholder groups that are very knowledgeable about forest management or natural resource management but shouldn’t necessarily be looked at as environmental protection groups.”

“Everybody who is involved in the issue, whether it’s timber harvest or recreation, anybody who has a vested interest in the health of our natural resources should be sitting around the table, so you get a really balanced opinion of things.”

Residents have less trust in timber companies, particularly those with a national ownership. Twelve of the 20 participants marked timber companies as the organizations they would trust the least to speak about forest management in Tillamook County.

3.4 Stimson Lumber and Messaging

Early in the group, participants gave their impressions of large employees in Tillamook County, including Stimson Lumber (WE3). This written exercise was discussed later in the group, alongside a marketing statement that participants provided feedback on (WE8).

Table 4
Impressions of Large Employers in Tillamook County

Response Category	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	NA/DK
<i>Adventist Health (Tillamook County General Hospital)</i>	4	8	4	2	2	--
<i>Fred Meyer</i>	4	6	3	7	--	--
<i>Oregon Department of Forestry</i>	3	7	7	2	--	1
<i>Stimson Lumber</i>	3	2	10	--	1	4
<i>Tillamook County Creamery</i>	5	8	2	3	--	2
<i>Tillamook County Smoker</i>	3	5	7	3	--	2

Source: DHM Research, July 2018

Stimson Lumber was the least well known of all employers tested, with four participants having no impression and ten a neutral impression. In discussions, some noted that they said they were neutral about Stimson because they didn't know enough to have an opinion. Residents are more likely to have positive than negative impressions of Stimson.

“Great community partner, good stewards of the resource.”

“Just for the amount of employees they probably hire, that’s why I’d be favorable for them.”

Participants largely responded positively to the values behind the content of the marketing statement but want to know if it is representative of “actually what has happened and is happening.” To this point, many appreciated the use of specifics in the first three paragraphs: 160-year history, 50 foresters, 500 forest professionals, 500,000 acres of timberlands, seven mills. While they broadly agree with the values asserted in the bullet points, they call for specifics.

“I know it’s a business, and their endgame is to make a profit. So, I have questions about how specifically they are prioritizing their clear air and water quality and protecting the wildlife.”

“I want a specific example, like how they talked about Home Depot. I want to know they’re a valued partner to businesses and residents. What businesses? What youth are they teaching about the industry?”

Residents express broad skepticism about marketing and view the statement squarely through that lens. They used phrases to describe the statement such as “empty words,” “smoke and mirrors,” and “corporate media-marketing.” Some critiqued the information in the *future generations* bullet, questioning the validity of a 45-year life cycle for trees and highlighting the subjectivity of science.

“It’s just a lot of buzzwords strung together in a couple of paragraphs. But say, ‘We teach youth by X, Y, and Z,’ or ‘We donate this many hours,’ to have a few more metrics listed here. When it gets down to these bullet points there are no quantities listed other than the ‘45-year life cycle.’ Or ‘scientifically proven’ stuff; what science? How is it proved?”

One possible antidote to this skepticism is to ground Stimson in place as a local presence. Residents responded well to the information about the firm being family owned and having a 160-year history in forestry. On the other hand, the mention of Home Depot served as a polarizing force due to residents’ strong stances on large corporations.

“I personally have never heard of [Stimson]. I did not know this company owned Home Depot. By and large I think large companies cut too many corners and aren’t completely trustworthy.”

“We tend to have a sense of pride about [Tillamook’s] cheese. But the statistic that you just mentioned [about Home Depot] is something that makes me really proud of a company like Stimson and the fact that they are part of the fabric of this community.”

Residents deeply value community involvement and want to know what Stimson is doing on that front: the causes they support, the jobs and wages they provide, and the steps they take to educate the public about forest management and Stimson. In-person communication is strongly preferred and seen as a way of building trust and community.

“If you are what you just said, prove it to the community. Educate Tillamook County more. Educate young kids. Put yourself out there so more people can learn more.”

“Maybe they could do community presentations in the various towns. We have attended many that have gone on in the back room at Pelican and the watershed council. They’re excellent. So many people go, and the information is excellent. It establishes more of a camaraderie.”

3.5 Final Messages

To close the focus groups, participants offered their final advice to Stimson Lumber (WE9).

Many urged Stimson to prioritize wholistic community involvement. While they view philanthropic support such as scholarships positively, many say it is insufficient. They call for Stimson to participate in community events, engage with civic institutions, and make their leadership more visible. This kind of involvement will likely help to quell skepticism about corporate practices.

“Be involved in the community in all ways, not just monetary ones. It’s easy to just throw money and not be involved.”

Residents ask Stimson to make sure that the community benefits from their harvesting, such as through sustainable employment opportunities and increased public access to Stimson’s land. They also call for the firm to make good on their promises to behave in a way that balances short-term economic gain with long-term ecological health.

“Create as many possible ways to ensure that the benefits of the lumber industry go to the people of this county since it is our lumber and environment.”

Communication is also key, and residents suggest that Stimson do more to educate the public about their goals, successes, and forest management practices. Some ask Stimson to make detailed information about herbicide use and aerial spraying more readily available and easy to understand. Other suggestions for outreach include field trips, career education, experiential learning, a visitor center, pamphlets, and visible markers indicating Stimson's land and how they care for it.

"I don't know about your company or its practices after 13+ years living in this community. I would like to see more visible efforts to educate our community on your practices and how you care for our lands."

Appendix A Participant Demographics

City and Zip Code

Group 1	Group 2
[Nothing written], 97141	Bay City, 97104
Bay City, 97107	Beaver, Cloverdale, 97112
Bay City, 97107	Cloverdale, 97112
Bay City, 97107	Cloverdale, 97112
Cloverdale, 97112	Garibaldi, 97118
Manzanita, 97130	Rockaway Beach, 97136
Nehalem, 97131	Tillamook, 9714
Pacific City, 97135	Tillamook, 97141
Tierra del Mar/Cloverdale, 97112	Tillamook, 97141
Tillamook, 97141	Tillamook, 97141

Length of Residency

Response Category	Group 1	Group 2
1–10	4	4
11–20	3	3
21–30	3	--
31+	--	3

Occupation

Group 1	Group 2
Artist, rental home maintenance	Cake artist
Elementary school principal	Contractor, handyman, appliance repair
Hairdresser	Nonprofit coordinator
Homemaker	Packaging
Homemaker	Retired city manager, writer, musician
Machine operator	Retired custodian
Regional coordinator	Retired landlord, dairy farmer
Retired research engineer	Therapist, glass artist, proprietor
Restaurant assistant manager	Truck driver
Retired sheriff's deputy, current fire chief	Unemployed

Education Level

Response Category	Group 1	Group 2
Less than high school graduate	--	--
High school diploma	--	2
Some college; 2-year degree	6	6
College degree; 4-year degree	2	1
Master's degree or equivalent	2	--
Doctorate degree or equivalent	--	1

Household Income

Response Category	Group 1	Group 2
Less than \$25,000	1	2
\$25,000–\$49,999	5	6
\$50,000–\$74,999	2	1
\$75,000–\$99,999	--	1
\$100,000–\$150,000	2	--
More than \$150,000	--	--

Political Party

Response Category	Group 1	Group 2
Democrat	3	4
Republican	2	2
No political party	4	3
Other: [Nothing written]	1	--
Other: Non-affiliated	--	1

Age

Response Category	Group 1	Group 2
18–24	--	--
25–34	--	--
35–44	1	2
45–54	5	1
55–64	3	3
65–74	--	4
75+	1	--

Gender

Response Category	Group 1	Group 2
Male	4	5
Female	6	5
Non-Binary or Gender Non-Conforming	--	--
Other:	--	--

Where They Live

Response Category	Group 1	Group 2
Urban	--	1
Suburban	--	1
Rural	10	7
Rural changing to Suburban	--	1

Racial or Ethnic Identity

Response Category	Group 1	Group 2
White	9	9
American Indian, Alaska Native or First Nations	--	1
Asian	--	--
Hispanic or Latino	1	--
Middle Eastern or North African	--	--
Black or African American	--	--
African	--	--
Native Hawaiian or Pacific Islander	--	--

Appendix B Written Exercise 1

Make list of what you most value about living in Tillamook County. Star (*) the most important

Group 1

- ♣ *Community; size; social programs; education; neutral area; diverse
- ♣ *Freedom from traffic; clean air; great people; beautiful landscapes
- ♣ *Friends; Small community, get to know people; beach; able to get involved in/attend local matters
- ♣ *Job; fishing; location on the west coast; location to Portland and Salem
- ♣ *Know everyone; small town/country values; small government (negatively), poor national government.
- ♣ *Natural surroundings; small community; good place to raise kids; family friendly
- ♣ *Sense of community; beauty/recreation; rural; school system
- ♣ *Sense of community; the people, diverse perspectives and backgrounds; outdoor activities, beach, hiking, photography; pace of life
- ♣ *The small-town atmosphere, we didn't want to raise our kids in Portland; near the beach; knowing the neighbors
- ♣ *Weather; quiet; wildlife; slower pace of living

Group 2

- ♣ *Friends; quiet; beach
- ♣ *Living next to the ocean; living in the mountains; living in small communities as opposed to big city.
- ♣ *Ocean; nature; coast
- ♣ *Peaceful; quiet; beauty, nature; friendly; economically doable
- ♣ *Rural, not overpopulated; green and blue trees and waters; recreational; farm values; everything I need in one small town.
- ♣ *Sense of community; abundant natural resources, access to natural resources, recreation
- ♣ *Small town; rural
- ♣ *The people; weather; beach; mountains; many waters
- ♣ *Things don't change very fast; people are mostly friendly and tolerant; people help each other
- ♣ *Trees, wood industry

For the starred item you most value, add a few sentences about why it is important to you

Group 1

- ♣ [Community] With my children: allows the ability to share ideas and know who I live around and talk to as being like-minded.
- ♣ [Freedom from traffic] The ability to have a low population density and space enough for everyone to enjoy a laid back, stress-free life.
- ♣ [Friends] [Nothing written]
- ♣ [Job] Provides me with a comfortable way of living. Allows me to do things like travel, fishing and spending time with friends.
- ♣ [Know everyone] Knowing everyone allows me to have a relationship with lots of neighbors, friends.
- ♣ [Natural surroundings] Being able to enjoy outdoors and maintain smaller communities. Allows for activities for adults and kids. Supports my other reason I like to live here.
- ♣ [Sense of community] Close ties, close knit; kids grow up with sense of community; support; friendships
- ♣ [Sense of community] Tillamook County is a community of communities, whether by geography or affinity. When there are tough times we stick together and support one another.
- ♣ [The small-town atmosphere] To raise our kids away from the big city and have a little space for them to run.
- ♣ [Weather] Love the rain and the storms in the winter. Cooler than Portland in the summer.

Group 2

- ♣ [Friends] Friends of 40 years are locals. Moved here basically because of them
- ♣ [Living next to the ocean] Because I like to fish, swim, scuba dive, crab, etc.
- ♣ [Ocean] Healing (I'm a Pisces) the awe, feeling
- ♣ [Peaceful] I live rurally, and the sounds are not harsh. They are Zen and meditative. I breathe easy with no noise.
- ♣ [Rural, not overpopulated] I am autistic and cannot stand crowds, no crowded spaces. I don't have to wait in line often. Easy to get around. Tillamook has all I need close by. Clean air, grows veggies well.
- ♣ [Sense of community] A sense of community means you are not (or not as likely) to feel anonymous. It also helps to feel a part of the decision-making process and who makes the decisions.
- ♣ [Small town] Lived in big cities, retired so am glad to slow down and watch life by. Out of the rat race.
- ♣ [The people] The people come from a long background. Settled here for a reason. Cows make cheese.
- ♣ [Things don't change very fast] As a born-again country boy, I don't like change. Most of my career, I concentrated on making things not change very much.
- ♣ [Trees] The [illegible] and the standard to keep the forest healthy

Appendix C Written Exercise 2

Make a list of the concerns or problems in Tillamook County that you would like to see addressed. Star (*) the most important.

Group 1

- ♣ *Affordable housing; cost of living here; keeping professionals here; potholes!; drugs; poverty
- ♣ *Balance between population increase and maintenance of small-community feel; housing availability and cost
- ♣ *Changing demographics: increasing retiree and second homeowners to full-time residents, brings differences of values; housing, lack of affordable full-time residences
- ♣ *Housing long-term and affordable; traffic snarls in certain areas; lack of maintenance of roads
- ♣ *Hunger in children; housing/homelessness; rental housing
- ♣ *Jobs for pre-teen to 14-year-olds and wages too high; housing; handicap availability
- ♣ *Lack of housing available and affordable for working families; few options for childcare
- ♣ *More controversial ideas taught; value of homes and living areas; transparency of government
- ♣ *Need higher-paying jobs to meet the higher cost of living here on the coast; housing, need more low-income/senior housing
- ♣ *Public safety infrastructure not up to calls for service; housing, or lack of housing; road infrastructure; transition lodging is occupying increasing amount of housing inventory.

Group 2

- ♣ *Access to healthcare; access to services; access to products/supplies
- ♣ *City official decision making
- ♣ *Community resources; affordable housing; livable-wage jobs/cost of living; buying options—food, clothing, housewares, cans, homes, etc.
- ♣ *Disparity (growing) between local income and housing expenses; lack of decent-paying private-sector jobs, amount of land and resources outside local control.
- ♣ *Drug problem; housing; things for kids to do
- ♣ *Having to pay for day-use on top of the allotted money for parks and recreation
- ♣ *Homelessness; drugs, domestic violence
- ♣ *Housing costs and availability; alternative, complementary health services; education re: diversity in public schools; more people of color; well-paying jobs
- ♣ *Housing; jobs; planning
- ♣ *Safety of the people (drugs, violence, assaults, disturbances, lack of mental health resources, thefts); infrastructure; overcrowded roads; lack of housing.

For the starred concern or problem, add a few sentences about why it is important to you and what you would like done about it.

Group 1

- ♣ [Affordable housing] This is an expensive place to live. Young families or single-parent families can't afford it. New teachers can't find long-term rentals.
- ♣ [Balance between population increase and maintenance of small-community feel] [Nothing written]
- ♣ [Changing demographics] We need to be talking about this more and discussing differences.
- ♣ [Housing long-term and affordable] Lack of affordable housing impacts so many facets of life. Existing businesses cannot retain employees. New businesses may not want to expand into the area because of no housing.
- ♣ [Hunger in children] Children's programs for food in the summer and breakfast for all kids in school.
- ♣ [Jobs for pre-teen to 14-year-olds] My kids want to work, but they have been cut short of it because of regulations. Would also add that handicap access is important.
- ♣ [Lack of housing available and affordable for working families] Families/long-term residents need options in order to maintain strong communities. Regulate vacation rentals?

- ♣ [More controversial ideas taught] I would like the more controversial in education i.e. give the other side's opinion.
- ♣ [Need hiring paying jobs] The cost of living here on the coast is higher. It is hard to find a job to make ends meet. Sometimes I work three jobs to help me out.
- ♣ [Public safety infrastructure not up to calls for service] Many service calls handled by volunteers that are harder and harder to find; increased call volume is diminishing resources.

Group 2

- ♣ [Access to healthcare] Healthcare options (especially for seniors)
- ♣ [City official decision making] Changing city rules and guidelines to benefit the city, not the residents.
- ♣ [Community resources] Increased community resources. Communities like Portland, have more resources, specifically for vulnerable populations.
- ♣ [Disparity (growing) between local income and housing expenses] Has been an endemic problem for years. Need to both raise wages and reduce the cost of housing.
- ♣ [Drug problem] There is a huge drug problem in Tillamook. It's important that we have more drug awareness for young kids and everyone. It would be better for all of us.
- ♣ [Having to pay for day-use on top of the allotted money for parks and recreation] Stop day-use fees.
- ♣ [Homelessness] More low-income apartments for people. More government help.
- ♣ [Housing costs and availability] Many of my clients cannot escape abuse because of lack of money and housing.
- ♣ [Housing] Waitlists are at least two years at apartments. Homes are not affordable due to no jobs with living wages.
- ♣ [Safety of the people] Lack of enough law enforcement; rude people; crazy drivers; thefts from homes; revenues for drug money.

**Appendix D
Written Exercise 3**

Below is a list of some of the largest employers in Tillamook County. For each, indicate if your overall impression is favorable or unfavorable. Add a sentence or two about your rating.

Response Category	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	No answer, don't know
<i>Adventist Health (Tillamook County General Hospital)</i>						
Group 1	3	5	2	--	--	--
Group 2	1	3	2	2	2	--
Total:	4	8	4	2	2	--
<i>Fred Meyer</i>						
Group 1	2	3	3	2	--	--
Group 2	2	3	--	5	--	--
Total:	4	6	3	7	--	--
<i>Oregon Department of Forestry</i>						
Group 1	--	6	4	--	--	--
Group 2	3	1	3	2	--	1
Total:	3	7	7	2	--	1
<i>Stimson Lumber</i>						
Group 1	1	2	6	--	1	--
Group 2	2	--	4	--	--	4
Total:	3	2	10	--	1	4
<i>Tillamook County Creamery</i>						
Group 1	4	5	1	--	--	--
Group 2	1	3	1	3	--	2
Total:	5	8	2	3	--	2
<i>Tillamook County Smoker</i>						
Group 1	2	3	4	1	--	--
Group 2	1	2	3	2	--	2
Total:	3	5	7	3	--	2

Adventist Health (Tillamook County General Hospital)

Group 1	Group 2
♣ [Very favorable] [Nothing written]	♣ [Very favorable] Services in some areas very good—and increasing
♣ [Very favorable] For a small-town hospital, we've had good experience with it.	♣ [Somewhat favorable] Con: the only game in town
♣ [Very favorable] Really helped with financial burden of surgeries	♣ [Somewhat favorable] For emergencies?
♣ [Somewhat favorable] [Nothing written] [x3]	♣ [Neutral] [Nothing written]
♣ [Somewhat favorable] Only care provider in our area	♣ [Neutral] Been here a long time. 40 years. Over the years, very poor service. Last ten years, a lot better.
♣ [Somewhat favorable] Supplier of fine service as well as outreach	♣ [Somewhat favorable] Limited resources. Have been referred to Portland a couple of times.
♣ [Neutral] I have never used.	♣ [Somewhat unfavorable] Outrageous cost
♣ [Neutral] Not aware of any issues negative or positive	♣ [Somewhat unfavorable] Prices too high; too snobby
	♣ [Very unfavorable] Too many horror stories
	♣ [Very unfavorable] Vet clinic

Fred Meyer

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very favorable] [Nothing written] [x2] ♣ [Somewhat favorable] Best option other than LC or Portland/Salem ♣ [Somewhat favorable] Provides jobs and multifaceted shopping ♣ [Somewhat favorable] Seem to be a fair place for employment ♣ [Neutral] [Nothing written] ♣ [Neutral] It's a place to shop and good prices, but small businesses closed ♣ [Neutral] Positive as employer/Zero as community supporter ♣ [Somewhat unfavorable] Crowded, high prices, employees don't always seem happy ♣ [Somewhat unfavorable] Friends have talked about keeping employees part time to not have to pay insurance 	<ul style="list-style-type: none"> ♣ [Very favorable] Always friendly ♣ [Very favorable] Good customer service ♣ [Somewhat favorable] [Nothing written] ♣ [Somewhat favorable] Only place available for organic/vegan food ♣ [Somewhat favorable] Put a lot of small businesses out. ♣ [Somewhat unfavorable] Bad experiences. ♣ [Somewhat unfavorable] High prices, limited selection ♣ [Somewhat unfavorable] No place charges MSRP, but Fred Meyer does! ♣ [Somewhat unfavorable] Rumors of keeping people just below full time to avoid paying benefits. ♣ [Somewhat unfavorable] Very few people get benefits

Oregon Department of Forestry

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Somewhat favorable] [Nothing written] [x4] ♣ [Somewhat favorable] Government cost is high/blame prevention, management (politics), Fire protection (politics) ♣ [Somewhat favorable] Neutral but feel they have a good understanding of best forest practices ♣ [Neutral] Don't know them ♣ [Neutral] How do I find out more about what they do? Are there public information meetings in all parts of the county? ♣ [Neutral] No personal experience with them ♣ [Neutral] No real interaction with persons 	<ul style="list-style-type: none"> ♣ [Very favorable] Former employer ♣ [Very favorable] [Nothing written] ♣ [Somewhat favorable] They seem to do a good job. ♣ [Neutral] [Nothing written] ♣ [Neutral] Does a good job, but too many restrictions for locals. ♣ [Neutral] Very competent people working for them ♣ [Somewhat unfavorable] Logging see no too much ♣ [Somewhat unfavorable] [Nothing written] ♣ [No answer don't know] [Nothing written] ♣ [No answer don't know] Don't know

Stimson Lumber

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very favorable] Great community partner, good stewards of the resource ♣ [Somewhat favorable] [Nothing written] [x2] ♣ [Neutral] Never heard of them ♣ [Neutral] No real interaction with employees ♣ [Neutral] Don't know much about them, I'm in north county ♣ [Neutral] Don't know them ♣ [Neutral] Good jobs/zero flexibility for water ♣ [Neutral] No personal experience with them ♣ [Very unfavorable] Do not agree with their business practices 	<ul style="list-style-type: none"> ♣ [Very favorable] [Nothing written] ♣ [Very favorable] Good job ♣ [Neutral] [Nothing written] [x3] ♣ [Neutral] Not familiar with them ♣ [No Answer don't know] [Nothing written] ♣ [No answer don't know] [Nothing written] ♣ [No answer don't know] Don't know ♣ [No answer don't know] Really not much knowledge to base an opinion on. Unsure.

Tillamook County Creamery

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very favorable] Brings in jobs for community ♣ [Very favorable] Great community partner ♣ [Very favorable] Largest employer with good benefits ♣ [Very favorable] They seem very supportive ♣ [Somewhat favorable] [Nothing written] [x3] ♣ [Somewhat favorable] Great employer ♣ [Somewhat favorable] Having worked here for [specific number of] years I know there are higher paying jobs and lesser paying jobs if I were to lose my job ♣ [Neutral] [Nothing written] 	<ul style="list-style-type: none"> ♣ [Very favorable] I love the benefits, money ♣ [Somewhat favorable] [Nothing written] ♣ [Somewhat favorable] Employees a lot of people in our community—very competitive to get in—sometimes heard you have to know someone to get in. ♣ [Somewhat favorable] The smell. ♣ [Neutral] [Nothing written] ♣ [Somewhat unfavorable] Attempt to control too much. Remember the orange cow. ♣ [Somewhat unfavorable] Not allowing new farmers to join and old ones to rejoin. ♣ [Somewhat unfavorable] Criminal organization ♣ [No Answer don't know] [Nothing written] [x2]

Tillamook County Smoker

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very favorable] [Nothing written] ♣ [Very favorable] Great employer. Supports community ♣ [Somewhat favorable] [Nothing written] [x3] ♣ [Neutral] [Nothing written] ♣ [Neutral] Don't know them ♣ [Neutral] Neutral, not aware of any issues. ♣ [Neutral] Recently sold, no longer locally owned ♣ [Somewhat unfavorable] Overworked employees 	<ul style="list-style-type: none"> ♣ [Very favorable] Always great. Allows a lot of folks to have jobs. ♣ [Somewhat favorable] Came a long way in the last couple of years ♣ [Somewhat favorable] Great product ♣ [Natural] [Nothing written] [x2] ♣ [Neutral] Not familiar with them. ♣ [Somewhat unfavorable] Heard of trouble since being sold ♣ [Somewhat unfavorable] Nothing written] ♣ [No Answer don't know] [Nothing written] ♣ [No answer don't know] [Nothing written]

**Appendix E
Written Exercise 4**

Rate the quality of each of the following in Tillamook County. Add a sentence or two about your rating.

Response Category	Very good	Good	Poor	Very poor	No answer, don't know
<i>Agricultural land</i>					
Group 1	5	5	--	--	--
Group 2	3	5	1	--	1
Total:	8	10	1	--	1
<i>Air quality</i>					
Group 1	6	4	--	--	--
Group 2	3	5	1	1	--
Total:	9	9	1	1	--
<i>Drinking water</i>					
Group 1	8	2	--	--	--
Group 2	4	2	1	2	1
Total:	12	4	1	2	1
<i>Fish and wildlife</i>					
Group 1	8	2	--	--	--
Group 2	6	2	2	--	--
Total:	14	4	2	--	--
<i>Forests</i>					
Group 1	5	5	--	--	--
Group 2	5	2	1	2	--
Total:	10	7	1	2	--
<i>Rivers and streams</i>					
Group 1	6	4	--	--	--
Group 2	5	4	1	--	--
Total:	11	8	1	--	--

Agricultural land

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] [x3] ♣ [Very good] In Nehalem it appears the locals are taking care of them. ♣ [Very good] Not very knowledgeable. The cows seem to like it. ♣ [Good] [Nothing written] [x2] ♣ [Good] Commercial practices are outdated ♣ [Good] Concerned that we are losing it with wetland forced regulations—farmers ♣ [Good] Seems well used 	<ul style="list-style-type: none"> ♣ [Very good] [illegible] ♣ [Very good] Love the land ♣ [Very good] Well cared for by farmers ♣ [Good] [Nothing written] [x2] ♣ [Good] Depends on what you're growing, of course ♣ [Good] Ran efficiently ♣ [Good] Well managed ♣ [Poor] Grazing practices on unfavorable land. Owners don't always follow rules. Concerns over how HB517 will be implemented. ♣ [No answer, don't know] [Nothing written]

Air quality

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] ♣ [Very good] Breathes good ♣ [Very good] Except for occasional cow smell (which is to be expected) ♣ [Very good] Great, no light pollution at night ♣ [Very good] It's obvious coming in from Portland. ♣ [Very good] Lots of fresh air ♣ [Good] [Nothing written] [x2] ♣ [Good] Better than Portland. ♣ [Good] Spray by plane affects all others 	<ul style="list-style-type: none"> ♣ [Very good] Because the population is low ♣ [Very good] Compared to metro areas it's excellent, even when you smell manure ♣ [Very good] Excellent, except on crowded weekends with car exhaust ♣ [Good] Breweries downtown stink ♣ [Good] Depends on which way the wind blows ♣ [Good] Great except for people burning toxic items ♣ [Good] Rain cleansed ♣ [Good] Sure is better than Portland ♣ [Poor] Manure digesters smell awful!!! ♣ [Very poor] Especially in the summer

Drinking water

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] [x2] ♣ [Very good] Bay City. ♣ [Very good] Moving from Portland and other places, the water is wonderful ♣ [Very good] Really good. ♣ [Very good] Tastes good in Pacific City ♣ [Very good] Tastes wonderful ♣ [Very good] We source our water in Tierra del Mar from a mountain stream. It's good. ♣ [Good] [Nothing written] ♣ [Good] Nehalem is always testing, it appears. 	<ul style="list-style-type: none"> ♣ [Very good] Depends on area and community ♣ [Very good] Great community water systems who work well together ♣ [Very good] [Nothing written] ♣ [Very good] Tastes good ♣ [Good] [Nothing written] [x2] ♣ [Poor] Use a filter for streams ♣ [Very poor] Like bleach ♣ [Very poor] Parts of Tillamook County are great, others are not protected from timber and spraying ♣ [No answer, don't know] I have a well so only know friends' opinions on city water

Fish and wildlife

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] [x6] ♣ [Very good] Lots of deer in the morning ♣ [Very good] Love to watch wildlife and also fishing, crabbing. ♣ [Good] [Nothing written] [x2] 	<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] [x2] ♣ [Very good] Abundant to the point of being a nuisance (Elk and fences) ♣ [Very good] Doing a great job ♣ [Very good] Great fishing and hunting ♣ [Very good] Oodles of them ♣ [Good] [Nothing written] [x2] ♣ [Poor] Depleting numbers—too many rules. ♣ [Poor] Overharvested

Forests

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] ♣ [Very good] Bountiful and beautiful ♣ [Very good] Dense and green but being clear-cut ♣ [Very good] See a lot of the replant signs ♣ [Very good] Well maintained. ♣ [Good] Management of tourism US, harvesting, sell more. ♣ [Good] [Nothing written] [x2] ♣ [Good] Love the forests ♣ [Good] Example of disparate values/perspectives. Challenges managing community impacts; clear-cutting and runoff and landslide risks in particular 	<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] [x2] ♣ [Very good] Fabulous ♣ [Very good] Green and managed for sustained growth. ♣ [Very good] Replanting wrong trees ♣ [Good] [Nothing written] ♣ [Good] Timberland seems well-managed ♣ [Poor] Forests on coast never did grow very good trees. And it's hard to get them to market. ♣ [Very poor] [Nothing written] ♣ [Very poor] More and more restrictions

Rivers and streams

Group 1	Group 2
<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] [x4] ♣ [Very good] Bountiful and beautiful ♣ [Very good] Scenic, clean ♣ [Good] [Nothing written] ♣ [Good] Always clean ♣ [Good] Beautiful and clean. Sometimes public places are a little full of doggy-doo ♣ [Good] Litter and runoff would be my only concerns 	<ul style="list-style-type: none"> ♣ [Very good] [Nothing written] [x3] ♣ [Very good] Blue, but muddy in winter and flood control not working. Need to dredge bay. ♣ [Very good] Fabulous ♣ [Good] [Nothing written] ♣ [Good] Dairy runoff ♣ [Good] Human pollution ♣ [Good] Seem to be in good shape ♣ [Poor] Habitat issues are a huge concern. Lack of diversity

Appendix F
Written Exercise 5

How knowledgeable do you consider yourself about how forests are managed in Tillamook County?

Response Category	Group 1	Group 2	Total
Very knowledgeable	1	1	2
Somewhat knowledgeable	1	3	4
Not too knowledgeable	3	6	9
Not at all knowledgeable	5	--	5

Make a list of questions that you have about forest management in Tillamook County.

Group 1

- ♣ 1. Who owns the land that is logged, and do they pay taxes on it? 2. Is priority given to lumber purchasers? 3. How can a public land be controlled by a business?
- ♣ Can local forest management practices differ from state rules and regulations (i.e. avoid contiguous clear-cut)? Is there an opportunity to talk about a balanced approach?
- ♣ How do they decide what forest get clear-cut? Do animals play a role in what they cut? How do cows versus forest for run off?
- ♣ How much are public land? How much are private land? How much private land is commercial wood growing? Who controls when harvesting occurs and how?
- ♣ How often is an area used for logging? Methods? Who decides?
- ♣ Is clear-cutting the only option to logging? Is pro-commercial thinning economically viable? How can we, if possible, re-introduce diversity into the forest? Our economy is rooted in forestry, how to use best practices?
- ♣ Is it locally controlled or through the state? How much local control is there? How and who is it decided about where and how much area to log? What is the balance between logging/preservation on land? Do they always replant? What are the laws regarding forest wildlife preservation?
- ♣ What are the manager's major concerns? How is data gathered? How much authority does each group have?
- ♣ What studies are done to determine that current practices are beneficial? Who determines or how is it determined what is done with forests i.e. which areas are used for camping, hiking trails, clear-cutting?
- ♣ Why clear-cut? Are selective cuts more sustainable? Why so much wood and timber left behind in huge piles? What is the runoff impact? Can lumber mills be retrofitted to use offcut?

Group 2

- ♣ [Nothing written]
- ♣ How are decisions made regarding logging? Are officials biased because of the local network of friends? How is the public appraised at where logging occurs? How many employees?
- ♣ Personally, I'd like to know when Federal "management" is going to change.
- ♣ Protect old growth? Reforestation? Land trust benefits?
- ♣ Seems like a lot more clear-cutting. Why? Roads are closed. How does the forest management get their money?
- ♣ Spraying guidelines for tansy
- ♣ The feds decimating our parks. Cutbacks in funding.
- ♣ Why are so many yellow gates closed during hunting season? How do you continue to make a living at it (with all the rules now)? Tillamook money for schools?
- ♣ Why are we being denied access to our forests?
- ♣ Why aren't campgrounds/forests in general closed more readily during high fire danger?

What values should guide forest management? Place a star next to the value that is your highest priority. Make an X next the value you are willing to make a tradeoff

This question was not asked to Group 1

Starred value and other listed values

Group 2

- ♣ *Care for all (human/animal/nature); sustainable; environmental
- ♣ *Drinking water quality; employment and taxes; wildlife management
- ♣ *Environment—healthy forests/streams, wildlife populations; Economy—stable income
- ♣ *Freedom of access; harvesting-to-planting ratio; where and how we are going to be able to make our forests and timber the most profitable
- ♣ *Good, sound stewardship; animal habitat
- ♣ *Integrity, transparency, health of forests and people and animals within; Wise use of money; honor for the trees; respect
- ♣ *Quality of life for those living in the forest and the sustainability of the forest itself
- ♣ *Renewable crops providing a sustainable, steady economy; Money we can count on for school funding
- ♣ *The wildlife; consider the scenic routes; the waterways
- ♣ *Water quality, streams; reforestation

Values willing to make a tradeoff

Group 2

- ♣ ??
- ♣ [Nothing written]
- ♣ Beauty, wildlife and home. Clear-cuts are okay. It's like cutting a hay crop. It grows back.
- ♣ Economy
- ♣ Herbicide spraying
- ♣ Recreation
- ♣ Recreation
- ♣ The roadway
- ♣ Trees
- ♣ Well-educated employees

Appendix G Written Exercise 6

Write down your first reactions to the following words and phrases when it comes to forest management in Tillamook County:

Carbon sequestration

Group 1

- ♣ [Nothing written] [x2]
- ♣ How much carbon the tree absorbs while growing
- ♣ Huh? Don't understand
- ♣ Indifferent
- ♣ Never heard of it
- ♣ No knowledge of what this is
- ♣ Sounds like we have too many trees
- ♣ What is this?
- ♣ What?! Does this mean fires?

Group 2

- ♣ [Nothing written]
- ♣ Campfires?
- ♣ Carbon is important for healthy forests
- ♣ Don't know
- ♣ Is this a fancy word/phrase for "don't cut"?
- ♣ No clue
- ♣ Sustainable
- ♣ We should be doing more
- ♣ What can be done about this?
- ♣ What? I've never heard the term before

Clear-cutting

Group 1

- ♣ Bad both visually and as to slides and runoff
- ♣ Danger of landslides, ugly until replanted
- ♣ If done right and replanted it's okay
- ♣ In patches and replanted I think it's great
- ♣ Landslide risk and runoff
- ♣ Okay when needed
- ♣ Ouch and should be managed
- ♣ Replanting? Wildlife?
- ♣ Ugly
- ♣ Ugly scars on the hillside

Group 2

- ♣ Good idea for economy if done properly
- ♣ I don't like it
- ♣ Necessary "evil" in forest management, to get us back on the right track
- ♣ Necessary for Douglas fir. Immediate replanting necessary too.
- ♣ Need to be done cleanly
- ♣ No!
- ♣ Okay with replanting. Renewable crop
- ♣ Questionable/poor process

- ♣ Ugly looking
- ♣ Why is this allowed to the extent I see it

Herbicides

Group 1

- ♣ Unknown? Where, when, what?
- ♣ Bad, poisonous runoff
- ♣ Important tool
- ♣ Not sure
- ♣ Okay
- ♣ Poison
- ♣ Poison, not healthy for animals and humans
- ♣ Poisoning our insects/wildlife and water source
- ♣ Should not be used
- ♣ Understand the need and sometimes frustrated in my own gardening

Group 2

- ♣ Bad for your health
- ♣ Bad. What is the [...]
- ♣ I'm against it as a general rule
- ♣ Keep away from rivers/waters. When did controlled burns go out?
- ♣ Need to be applied before seeded
- ♣ No!
- ♣ Poison
- ♣ There are better—though more labor intensive—ways to control brush in newly planted stands.
- ♣ Used too much
- ♣ Why are they needed and are they toxic?

Vegetation management

Group 1

- ♣ ?
- ♣ Recovering, planting?
- ♣ Good, important to reduce fire risk
- ♣ How is it managed?
- ♣ Keep out bad/not indigenous plants
- ♣ Necessary but sometimes sloppy
- ♣ Needed done
- ♣ No massive forest fires
- ♣ Plant as needed
- ♣ Should be done

Group 2

- ♣ ?
- ♣ Don't know
- ♣ How can you do that? Is it even feasible
- ♣ Important
- ♣ Is it managed with fire possibilities in mind?
- ♣ Must be done. Fire okay for regrowth.
- ♣ Needs to be done
- ♣ Poor
- ♣ See above

♣ Unnecessary most often

Aerial spraying

Group 1

- ♣ [Nothing written]
- ♣ Bad
- ♣ Bad, poisonous runoff
- ♣ How does that impact air quality?
- ♣ Improved notifications for fragile populations
- ♣ More poison
- ♣ Okay with this
- ♣ Poisoning our insects/wildlife and water sources
- ♣ Scary
- ♣ Should not do this

Group 2

- ♣ Bad for drinking water quality
- ♣ Don't know
- ♣ Don't know enough for an opinion
- ♣ Need more notice to residents. Used very judiciously
- ♣ No!
- ♣ Nope. Winds carry too far
- ♣ Not sure
- ♣ Okay
- ♣ Poison air
- ♣ STOP

Sustainably managed forests

Group 1

- ♣ Balance, allow forest to prosper without overtaxing the resource
- ♣ Good, sustainability is a virtue
- ♣ Good. Help the natural cycle.
- ♣ I like this
- ♣ Need a balanced approach
- ♣ Needed for our forest
- ♣ Positive for all parties
- ♣ Sustainably toward what goal?
- ♣ Who and how much
- ♣ Would be good

Group 2

- ♣ [Nothing written]
- ♣ A dream
- ♣ Don't know
- ♣ Don't know
- ♣ Good
- ♣ Good idea from what I gather
- ♣ ODF/Tillamook State Forest is doing well
- ♣ Very nice if you could use it
- ♣ Would be great if somebody would do it
- ♣ Yeehaw! Renewable crop. 30-year cycle. Good crop.

Scientifically proven forest practices

Group 1

- ♣ ?
- ♣ Glad they work on it
- ♣ Good for the best use of harvest of resources
- ♣ Good. Keep our practices in check.
- ♣ Means nothing; based upon what?
- ♣ Positive thing for forest
- ♣ Science for a government agency is not really science.
- ♣ What are they?
- ♣ Who's science?
- ♣ Yes

Group 2

- ♣ [Nothing written]
- ♣ Could be incorporated more—not anecdotal or what works in other regions
- ♣ Don't know
- ♣ Don't know
- ♣ Go for it
- ♣ Not sure
- ♣ Okay
- ♣ Skeptical
- ♣ Sometimes commonsense is better. Ask the old boys. They have the knowledge you need.
- ♣ There are some?

**Written Exercise 6.5
(Group 1 only)**

What are the biggest benefits of herbicides

Group 1

- ♣ Better wood crop; control of fire danger
- ♣ Control invasive plant species
- ♣ Control invasive species and/or insects, control fire danger zone, transportation access.
- ♣ Control/kill weeds, unwanted plants
- ♣ Controls undergrowth
- ♣ Eradicate invasive species of plants (Scotch broom, etc.); Eradicate invasive species of insects (Asian beetle)
- ♣ Get most value out of resources
- ♣ Pine fuel control
- ♣ Vegetation management (reduce disease, improve forest health), fuel management (reduce fire risk), control invasives
- ♣ Weed control, as in non-native plants taking over (kudzu in North Carolina)

What are your biggest concerns about herbicides

Group 1

- ♣ DNA/cancer, altering of plant/animal; poison of water systems
- ♣ Harm to people; harm to wildlife; future resources impact
- ♣ Not good for people and animals; not sure what is in it; who decides to use it
- ♣ Notifications and availability of information
- ♣ Poison runoff. Kills beneficial insect life (bees, etc.)
- ♣ Runoff to water/food supply. Could cause long term hard to animals (wildlife) and community (people)
- ♣ Snowball effect to other plants, animals, humans; communication around aerial spraying; health impact
- ♣ The typical: What are the herbicides doing to the environment as far as animal life?
- ♣ Unhealthy to humans (carcinogen), unhealthy to fish/wildlife, runoff to ocean/streams
- ♣ Water quality effects; air quality; natural chain of how will this impact down the line

**Appendix H
Written Exercise 7**

The following are groups that speak about forest management in Tillamook County. Please indicate how much trust you have in each of them. Place a star (*) by the group that you trust most, and an (X) by the one you trust least. Add any other people or organizations that you would trust.

Response Category	A great deal	Quite a lot	Some	Very little	No response	*	X
<i>Drinking water providers in Tillamook County</i>							
Group 1	6	3	1	--	--	6	--
Group 2	1	2	3	4	--	2	--
Total:	7	5	4	4	--	9	--
<i>Oregon Department of Forestry (ODF)</i>							
Group 1	--	8	2	--	--	1	--
Group 2	2	3	3	2	--	1	1
Total:	2	11	5	2	--	2	1
<i>Oregon Depart of Fish and Wildlife (ODFW)</i>							
Group 1	2	5	3	--	--	--	--
Group 2	--	3	4	3	--	1	--
Total:	2	8	7	3	--	1	--
<i>Oregon Department of Environmental Quality (DEQ)</i>							
Group 1	2	2	5	1	--	--	1
Group 2	0	2	3	5	--	--	--
Total:	2	4	8	6	--	--	--
<i>Oregon State University, Department of Forestry</i>							
Group 1	3	5	2	--	--	2	--
Group 2	1	3	4	1	1	2	--
Total:	4	8	6	1	1	4	--
<i>Local nonprofit environmental protection groups</i>							
Group 1	1	2	6	--	1	--	2
Group 2	3	2	1	4	--	1	--
Total:	4	4	7	4	1	1	2
<i>Local sportsmen's organization (hunting, fishing, etc.)</i>							
Group 1	2	1	6	1	--	--	--
Group 2	1	2	5	1	1	3	1
Total:	3	3	11	2	1	3	1
<i>Locally-owned timber companies</i>							
Group 1	1	1	5	3	--	--	1
Group 2	--	--	5	5	--	--	4
Total:	1	1	10	8	--	--	5
<i>Nationally-owned timber companies</i>							
Group 1	--	--	3	7	--	--	5
Group 2	--	--	--	9	1	--	2
Total:	--	--	3	16	1	--	7
<i>Tillamook County Commission</i>							
Group 1	--	6	4	--	--	--	1
Group 2	--	1	5	4	--	--	2
Total:	--	7	9	4	--	--	3
<i>United States Forest Service (USFS)</i>							
Group 1	--	3	5	1	1	1	--
Group 2	--	2	4	3	--	--	1
Total:	--	5	9	4	1	1	1

<i>Local Watershed Council [Group 2 only]</i>							
Group 2	5	1	1	--	3	--	--

List any other people or organizations that you would trust.

Group 1

- ♣ [Nothing written] [x 8]
- ♣ Local ag/natural resource management professionals/organizations (“Working Lands” group)
- ♣ Watershed Council

Group 2

- ♣ [Nothing written] [x 8]
- ♣ Board of directors of Wilson River Water District and Kilchis Water District
- ♣ Nonprofit community groups. Not necessarily specifically environmental protection. Watershed councils are nonprofit community stakeholder groups

Appendix I Written Exercise 8

Please read the following statement about Stimson Lumber. Circle anything that you think is positive, strike out anything that is negative, and put a question mark by anything that you have question about.

Stimson Lumber Company

Stimson is a family owned company with a 160-year history in forestry and the forest products industry. We are proud to be a leader in Oregon and one of the oldest continuously operating integrated wood products companies in the United States.

Across the northwest we employ nearly 50 foresters and 500 forest professionals. We are committed to sustainably nurturing over 500,000 acres of timberlands in our care. We operate seven mills in the region, producing building materials across the nation.

Whether you are purchasing our products in Home Depot or visiting our lands in Tillamook, there are three things you should know about Stimson:

- ♣ ***We sustainably manage our land.*** *We prioritize clean water and air quality and protect fish and wildlife.*
- ♣ ***We are committed to our community.*** *We donate our time, teach youth about our industry, open our land for recreation, and serve as a valued partner to businesses and residents.*
- ♣ ***We are invested in future generations.*** *Our scientifically proven 45-year life cycle of forestry practices is grounded in our vision of investing in the forest to benefit future generations.*

Write down your first reactions to the statement as a whole.

Group 1

- ♣ All sounds positive. I wonder what actions are actually taken to prioritize clean water, air quality. Who makes the determination for the company on best practices?
- ♣ Community criticism? Great jobs equals no accountability for volunteers. Even discourage participation in a volunteer fire department. Pursue outreach, fire protection [illegible]. Pursue outreach, transparency with putting into practices, include spraying or not.
- ♣ I have a difficult time seeing this statement as anything but corporate media/marketing. I have not educated myself to Stimson's current business practices, but know that in the past I have disagreed with their priorities and values.
- ♣ It reads very well, community and environment great, though the big box store involvement really turns it bad!
- ♣ Positive. Makes me want examples of the three things. Be more specific, helps me believe/trust it. Well written. Represents the family, close-knit feel of Tillamook County.
- ♣ Sounds well-intentioned
- ♣ This all sounds good on paper but is it actually what has happened and is happening for years to come? What is meant by scientifically proven, how long and when is this done?
- ♣ Why are we doing this (reading and calculating Stimpson's statement)? And who is behind this survey? Why are we not doing this across the board?
- ♣ Would like to know how they prioritize fish and wildlife.
- ♣ Yes! How is Stimpson a "leader"? What is an "integrated wood products company"? How does Stimpson "prioritize clean water and air quality" etc.?

Group 2

- ♣ How do they accomplish the sustainability of our land? Where is this land open for recreation at? There are yellow gates to all access and you can't even pick mushrooms.
- ♣ I am happy you are a part of our community! And I hope you stay for a long, long, time. My first job in Tillamook County was a secretary at Louisiana Pacific at the Pat. 1978. I stand 100% behind the timber, farming, and fishing industries! My grandson-in-law, new to the area, needs a job there. Simson is a good neighbor! Thank you! Open more yellow gates for hunting when possible. Donate to local causes. The Latimer Center could use a grant to sustain.
- ♣ I don't know if these "statements" are factual or not.
- ♣ I personally have never heard of this company. I did not know this company owed Home Depot. By and large I think that large companies cut too many corners and aren't completely trustworthy.
- ♣ If you are what you just said, prove it to the community. Educate Tillamook County more. Educate young kids. Put yourself out there more so people can learn more. Maybe get positive feedback.
- ♣ It sounds good. If true. No pesticides or aerial spray
- ♣ Lip service. Feels good, but what does it really mean other than lots of buzzwords. Define "forest professionals"; define "sustainability nurturing"; What do you mean by "in our care"? How do they donate their time and or teach youth? How are things "scientifically proven"? 45-year lifecycle isn't nearly long enough!
- ♣ Local logging sites are a mess. Clean your shit up.
- ♣ Nice statements. Would have liked to hear you say something about your employees (and I wish you paid them more). Life cycle of Douglas firs used to be 80-120 years. What happened?
- ♣ The marketing pro who wrote this did a good job

Appendix J Written Exercise 9

What final message do you have for Stimson Lumber?

Group 1

- ♣ Be the educator. Be involved in the community in all ways and not only throwing money at a cause. Support local infrastructure. Fund infrastructure.
- ♣ Communicate with the public more about your company and the forest industry. Work with all Tillamook County school districts to educate youth, families, locals. Field trips? Career education? Volunteer in schools? Be involved. Do you have a Visitors Center? This could be a way to gain support and get info out. Tours?
- ♣ I don't know about your company or its practices after 13+ years living in this community. I would like to see more visible efforts to educate our community on your practices and how you care for our lands.
- ♣ I feel tricked. We came in unsure of what we were discussing, then moved on a little into the unknown, to finally find out this whole question time seems to be for Stimson Lumber. I appreciate forestry and managing forest harvesting. I'm for lumber harvesting, but would like more honesty. More youth involvement would be nice. Was wondering who was funding this and why.
- ♣ Show people your community involvement, give back to community. Make it known with more paper pamphlets information.
- ♣ Specific public outreach, education of your accomplishments, practices, and company and business goals. TK. Quit leaving your plants (mills) to the money of brand new college graduates with little real-world experience.
- ♣ Tell me more about what is your 45-year life cycle.
- ♣ Thank you for asking my opinion. Show somehow (maybe placards), how you are part of the community.
- ♣ Thank you for taking initiative on this issue. I was anxious about who was sponsoring the study and how our opinions would be used (particularly when we began discussion forest practices and aerial spraying.) I was relieved to know it was a local company and land management professional. Tell us more. Be a leader in educating the community. Provide experiential learning (working lands tours, etc.) Expand opportunities to educate at all levels. Maybe engage TBCC Ag/Nat Res students in teaching at elementary schools.
- ♣ What herbicides are you using? How often do you spray? Be more clear with your statements on how you do those things.

Group 2

- ♣ A war story, back from when I was a lobbyist. A mining engineer I knew in Southern California told the miners in this area, "look, there are groups out there that want to close down your family mine. Get your Boy Scout Troops out here. Give tours of your mine. Sponsor a kid little league team. So when the people show up to shut down your mine. The folks in town will say, 'You can't do that—they're my neighbor.'" Be the local folks' neighbor
- ♣ Be a better community partner: donate more, be more philanthropic; open up your property more; participate on watershed councils more; be more transparent; be more accessible (leadership) to communities. Take cues from Greenwood Resources, Lewis & Clark Timber. They've been amazing partners in Clatsop County
- ♣ Clean up the Cape. Dirtiest logging operation I've ever laid my eyes on.
- ♣ For you to make sure that the lumber continues to be available continually into the future and make the lumber as affordable as possible and create as many ways possible to ensure that the benefits of the lumber industry go to the people of this county since it is our lumber and environment.
- ♣ More community-level visibility. Simpler easy access to spraying times, places and practices in general. Invest in the community and they'll invest in you!
- ♣ Please do as you imply. Safe, sustainable minimally impacting operation good for all animal, human, natural. For future generations.

- ♣ See prior page [I am happy you are a part of our community! etc] Stay in our community and keep doing what you need to do to provide jobs here in the forest and in the mills. Thank you for being a good neighbor. More ads saying contributions. I very much enjoyed being a part of this opinion survey. Contract me for more information [name, phone number and address redacted] Keep gates open during hunting! More woodcutting permits!
- ♣ Speak to your public; answer questions; relate; contributor lists; hire a writer to make your business statement; shine; be a business that shines.
- ♣ Transparency in your business practices. Better pay to your workers. Be better shepherds of this earth.
- ♣ We are going to run out of trees at this pace. Hope you are nice and rich by then. Please open some of those roads back up. Don't forget about the little guy. Pay it forward.