



FY19 PLAN

The Business Plan is intended to provide direction for the organization over the next three years. The Plan will be reviewed and updated by the Board as appropriate.

MISSION STATEMENT

FIRM's mission is to promote and preserve multiple uses of public lands through research, education, and advocating for the benefits of multiple use management and sound public lands policy.



PRINCIPLES AND BELIEFS

- **Multiple Use is critical to the federal, state, and local economies**
- **Multiple use management preserves enjoyment of public lands**
- **Extensive public access is a key element of multiple use management**
- **Traditional multiple uses are an important part of the lifestyle and economy of Western states and counties**
- **Proper public lands planning includes serious attention to local input including local elected officials**

Situational Analysis

These are FIRM's assumptions about the factors which create opportunities or limitations for FIRM. We will monitor these assumptions to identify trends as they develop and needs as they arise so FIRM may respond appropriately.

Economic

- Eliminating types of use from multiple use management will have a detrimental effect on local, state and national economies
- Tourism not a sustainable primary economic foundation
- Extractive types of multiple use can contribute to a vibrant economy

Political/Regulatory

- Federal agencies are trending toward limiting multiple uses
- State's rights to multiple use of public lands is not considered in management decisions
- Environmental groups are successfully using false narratives that sway public opinion against multiple use management

Demographics

- Rural western state communities most affected by the trend away from multiple use management
- Out of state advocates having impact on public opinion of western public lands that doesn't reflect the reality on the ground
- Most Americans are unfamiliar with the concept of multiple use management
- Urban and Eastern Americans believe the false narratives of special interest groups

Knowledge

- FIRM has access to several resources for information to disseminate
- Solid research is lacking
- FIRM should partner with like minded organizations to produce original research when possible

Social Values

- Multiple use has been vilified by special interest groups
- Proper management has waned as the concept of multiple use has become less popular

- Concepts such as wilderness and pristine landscapes have been romanticized in ways that do not reflect scientific and economic realities

Public Lands Environment

- Groups like FIRM that support multiple use management tend to have less data and research to back their policy positions because the research isn't being done
- Large corporate entities have joined the environmentalist groups in seeking "wilderness"

Technology

- Use of social media to promote policy, data, and research
- Development of databases for membership, targeted membership, education audience, potential donors, and sources of solid data.
- Need ready and cost effective access to information

Key Success Factors

- Educating the public to minimize the impacts of misinformation.
- Conducting and supporting research
- Building effective relationships with other organizations supporting multiple use of public lands
- Focusing on specific Goals and Objectives.
- Providing efficient operations.
- Maintaining adequate funding sources.
- Advocating at state and federal levels
- Taking legal action when necessary

GOALS

- 1. Educate elected officials, agency officials, policy makers, and the public on multiple use of public lands**
- 2. Conduct and support research on multiple use of public lands**
- 3. Develop Policy Institute in partnership with a University to develop and communicate sound policy on multiple use**
- 4. Influence public lands policy by advocating for sustainable multiple use**

ACTION PLAN

GOAL #1

Educate elected officials, agency officials and the public on multiple use of public lands.

OBJECTIVES

1. Develop and maintain effective education delivery systems
2. Develop resources for information gathering and fact checking of educational information
3. Develop original educational content

GOAL #2

Conduct or support research on multiple use of public lands

OBJECTIVES

1. Identify critical needs for research
2. Obtain financial resources to support research
3. Identify research partners

GOAL #3

Develop Policy Institute in partnership with a University to develop and communicate sound policy on multiple use

OBJECTIVES

1. Develop agreement with University
2. Secure funding for Policy Institute
3. Develop policies related to activities of Policy Institute

GOAL #4

Influence public lands policy by advocating for sustainable multiple use

OBJECTIVES

1. Define permissible advocacy activities allowed under FIRM's structure and funding
2. Create legislative tracking procedures
3. Develop policies on effective legislative advocacy activities

PERFORMANCE INDICATORS

- 1. Develop Educational Plan by December, 2018**
 - a. Conduct Public Lands Summit by September 2019
- 2. Develop Research Plan by December 2018**
 - a. Identify and conduct/support prioritized research project by June, 2019
- 3. Develop Policy Institute Development Plan by April, 2018**
 - a. Enter into Policy Institute agreements by August, 2019
 - b. Implement Policy Institute by December, 2019
- 4. Develop Advocacy Plan by December 2018**