



Rights-of-Way as Habitat

First Steps for Developing a Habitat Program



About WHC

- The Wildlife Habitat Council (WHC) promotes and certifies habitat conservation and management on working lands through partnerships and education.
- Builds habitat enhancement and community engagement programs on a wide variety of working lands
- Fosters voluntary employee involvement and community engagement



First steps

- Organizations that are new to conservation projects on ROWs
- How to assess your footprint for habitat opportunities



Step 1 – Why?



- Goal setting
- Options
- Examples

Step 2 - Where?

- Assessing footprint
 - Where to start
 - How to make decision
 - Greatest opportunities



Tools & Partnerships



Step 3 - What?



Step 4 - How?

- Integration into operation
- Partnerships
- Stakeholders



General Business Values

Themes	Topics
Remediation (Innovation and Cost Savings)	Change in ROD, facilitation with agencies, significant cost savings, lost term success within community, delisting of Superfund status, project management
Community Relations (Social License to Operate)	Increase community's positive feeling towards the facility, positive connection, sense of place, decrease in complaints, neighborhood advisory committees
Government Relations	Programs giving framework for a different conversation with agencies, tool to navigate some regulations, facilitation with federal agencies.
Permitting (Facilitation, New Ideas in Design)	Participation in public meetings, discussions with several regulatory agencies, review of permitting documents, suggestions of aspect to going above and beyond requirements.
Biodiversity - Positive impact	High credibility of projects and programs, recognition by experts, measurable results, scale of resources involvement.
Connectivity - Beyond property line	Connectivity, building upon existing progress, sharing of resources, landscape-scale approach, collaboration
Hands on STEM (Alignment w/ Standard-based Ed)	Link to existing curriculum, parallel with themes important nationally and supported by government efforts, working on improving next generation
Employee Relation s/ Morale	Sense of pride, volunteer groups, retention, work / life balance, core value recognition
Driver of Sustainability	Measure at corporate level, implementation at larger scale, reporting, internal driver
Integration into Operations	Integrating programs within operations ensure long term success of initiatives, parallel to EMS, continuity through personnel change, shelter from difficult economic times.
Rehabilitation / Site Closure	Post closure use, programs at discontinued operations, strategies where there are no employees, budgets
HQ / Campus Participation (low to no footprint)	More formal / aesthetic approach to projects, high volume volunteer use, volunteer recruitment & retention, use of events.
International	Applicability of model to other settings, countries, regulatory framework, similar success, same benefits
Partnerships	Programs offer framework and reasoning to reach out, can facilitate introductions, provides benefits, technical expertise as resource, source of volunteers and leaders, voice in community, credibility



WHC Conservation Certification

- Recognizes biodiversity and conservation education activities and outcomes
- Certifies a suite of actions under conservation themes
- Each set of actions is scored based on context, alignments, quality, longevity, scope, etc.
- Based on the acquisition of points towards tiers of recognition
- Feedback loop mechanism



Contact Information



Sara Barnas
Wildlife Biologist
240.247.0908
sbarnas@wildlifehc.org

