

# Public Outreach in Forestry

10 Insights from the UBC Malcolm Knapp Research Forest



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YIELD TO LOG TRUCKS  
WHEN LIGHT IS FLASHING.  
DO NOT STOP - DO NOT PASS.  
BEHIND TRUCKS.  
TOTAL WGT. 32,270.

TRANSWOOD

KENWORTH

KENWORTH

# LAND ACKNOWLEDGEMENT

We acknowledge that the UBC Malcolm Knapp Research Forest is located in the core unceded, traditional and ancestral territory of the Katzie (qí'cəy) First Nation, as well as other Coast Salish Nations, including Kwikwetlem, Kwantlen and Tsawwassen First Nations.



# UBC'S TWO RESEARCH FORESTS



# OUR MISSION & PURPOSE SINCE 1949

Research, education, demonstration and innovation in forest management

Diverse business development and 70 jobs + contractor employment



# LONG HISTORY OF OUTREACH – 744 ATTENDEES SUMMER OF 1984 WHAT LESSONS CAN WE SHARE?

<u>WEEK DAY TOURS</u>		
<u>DATE</u>	<u>ORGANIZATION</u>	<u>ATTENDANCE</u>
	Pitt Meadows Elementary	25
	Golden Ears Special Education	23
May 14	S.F.U. Elementary Sci. Teachers	12
15	S.F.U. Sec. Sci. Teachers	12
17	Merritt Indian Band	15
23	Ridgeview Comm. School, Surrey. Gd.10	20
	Mount Crescent School	31
	Gladstone, Grade 11	6
25	Eric Landen School	30
29	Kennedy Howe Senior Activity Centre, Surrey	11
June 1	Boy Scouts (Overnight)	80
15	Dogwood Outdoors Club, Coquitlam	21
17	Holly School, Surrey. Gd.3	63
20	North Poplar Height, Abbotsford	53
	Yennadoh Kindergarten	44
21	Pitt Meadows Kindergarten	41
	Orienteering Group	20
24	Brookmere Elem., Coquitlam. Gd.5	21
27	West Van. Senior Centre	13
July 3	Surrey Parks and Rec.	15
4	Baptist Day Care	20
17	Valley Outdoor Club	11
18	Maple Ridge Day Care	14
20	Ruskin Summer Fun	38
23	Maple Ridge Parks and Rec.	20
27	Abbotsford Recreation	15
	Mission Mental Health Centre	6
	Dandy Lion Day Care Centre	23
	Poco Day Care	19
31	Abbotsford Air Show	22
Aug. 9	Maple Ridge Parks and Recreation	10
11		
21		
	<b>Total for the Summer of 1984</b>	<b>744</b>

## 1984 CIF Sunday Tours

### III PUBLIC TOURS

The U.B.C. Research Forest Summer Tour Program commenced on May 20, 1987. A total of 22 organized tours were conducted in the 1987 season, involving 613 participants (Appendix 2d).

A. SUNDAY AND HOLIDAY C.I.F. TOURS:

The 1986 Sunday and Holiday Monday C.I.F. Tour Program began on May 20, 1987, and ran until September 7, 1987.

This is the ninth straight year this free service has been offered to members of the public. Volunteer Registered Professional Foresters from the C.I.F. guided two hour tours along the Demonstration Forest yellow trail (see map in Appendix 4f). All tours commenced at 2 pm.




Figure 2. Sunday C.I.F. tour participants receive information from guide, Dave Lloyd (pointing).

This recruitment of guides was carried out by telephone by

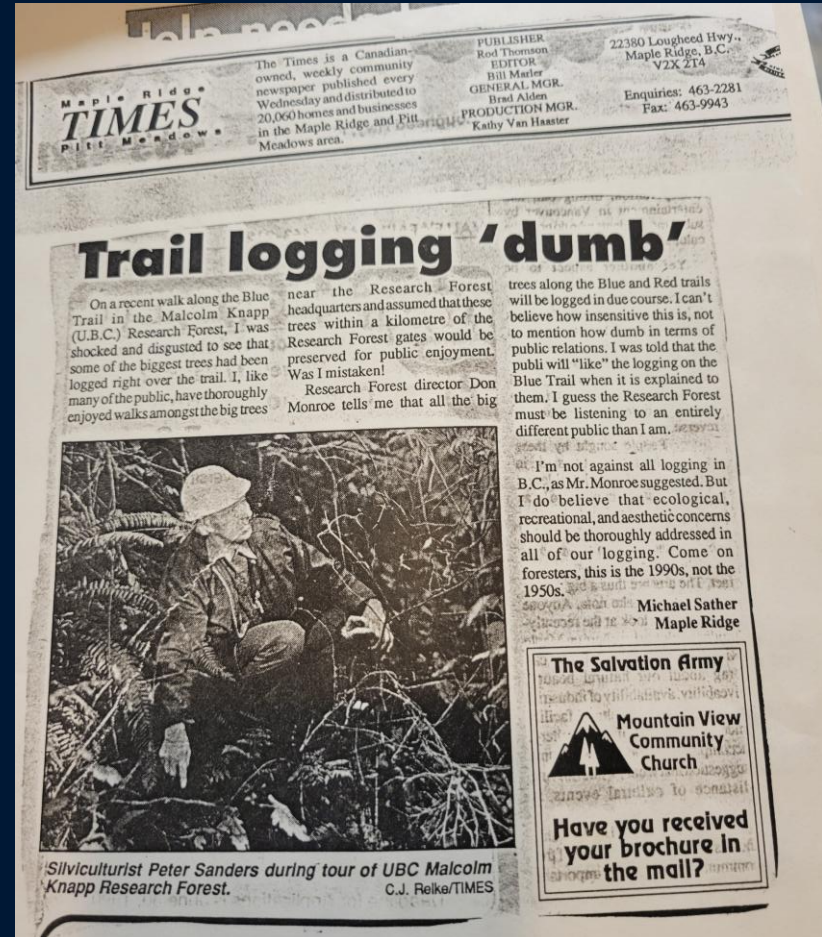
4



# LESSON #1 - PROACTIVE COMMUNITY OUTREACH VS REACTIVE

« Research Forest Director Don Munroe tells me that all the big trees along the blue and red trails will be logged in due course. I can't believe how insensitive this is, not to mention how dumb in terms of public relations. »

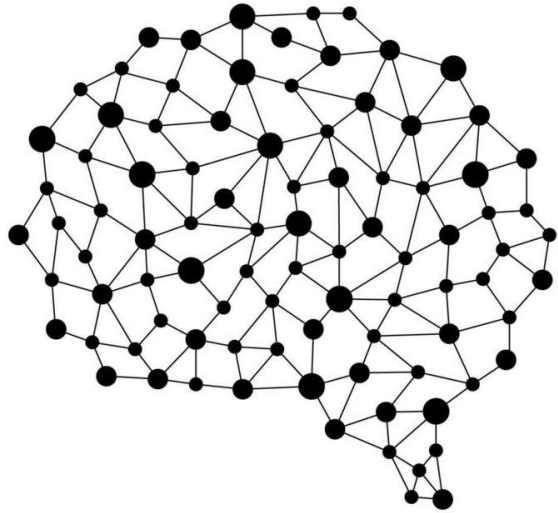
(quote from Michael Sather, 1990s)



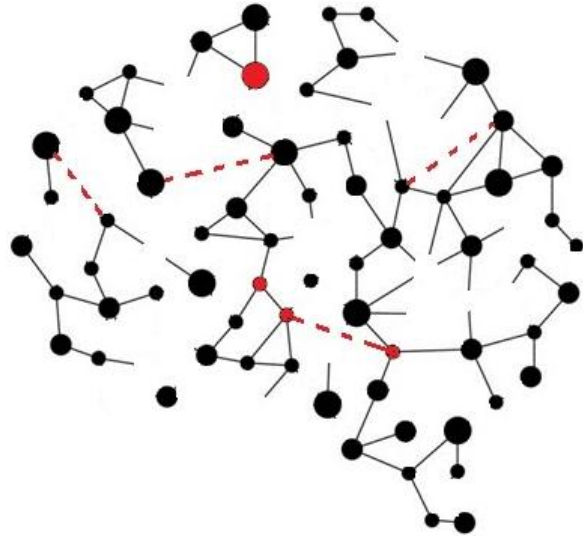
## LESSON #2 – BRING STAKEHOLDERS ON A TOUR OF THE FOREST



# LESSON #3 - KNOW YOUR AUDIENCE



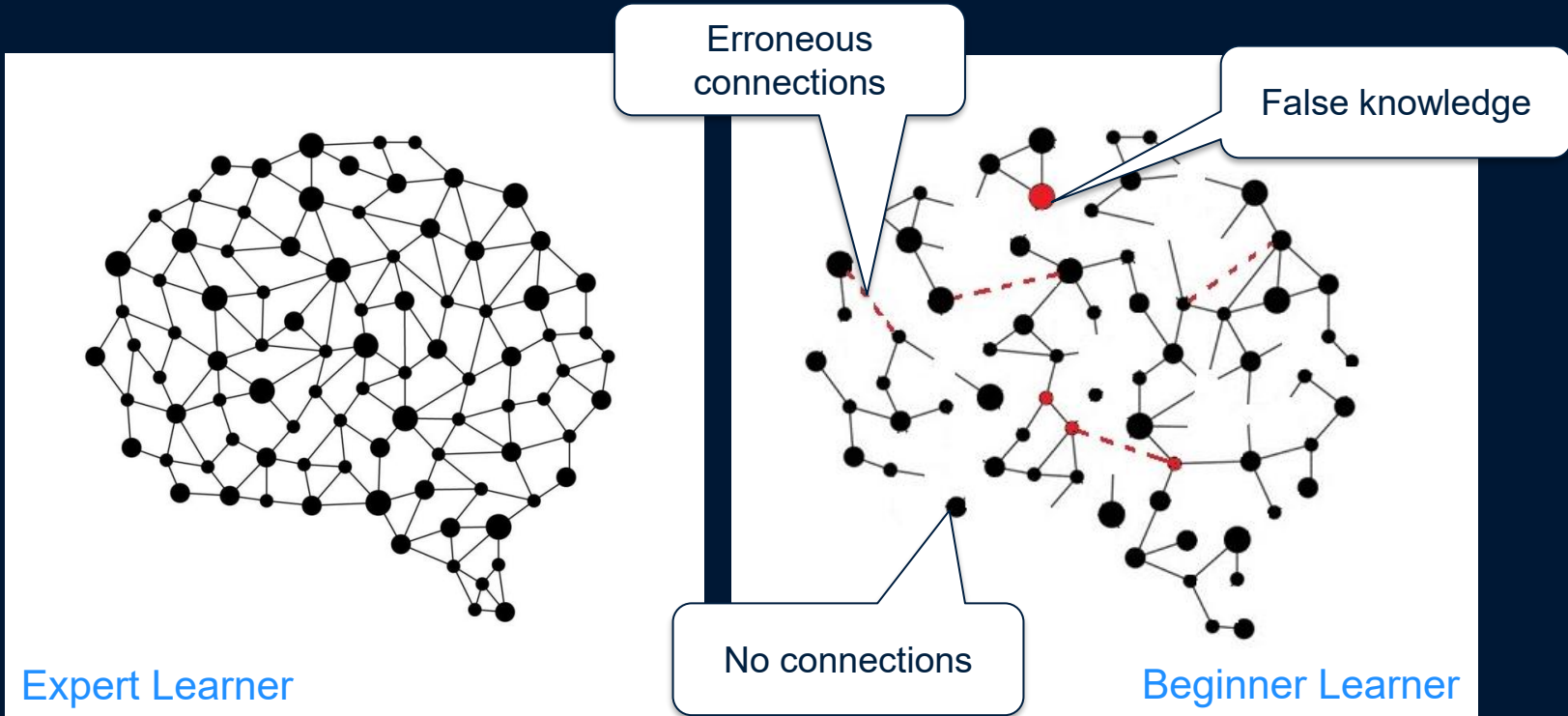
Expert Learner



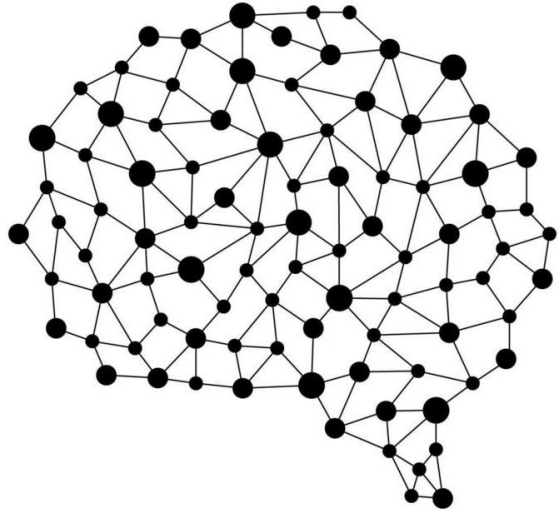
Beginner Learner



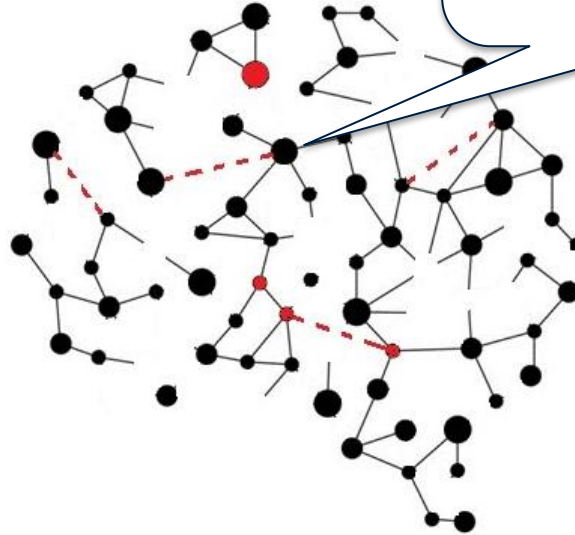
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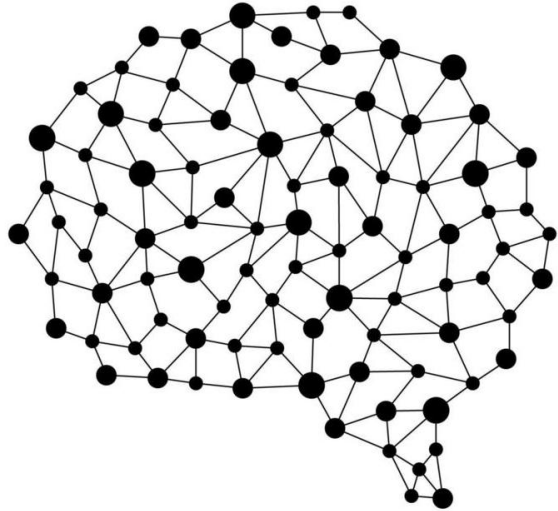
Expert Learner



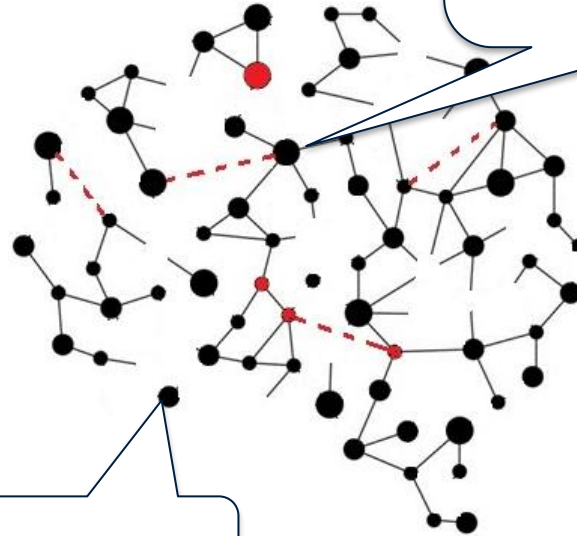
Beginner Learner

????  
BCCFA, FLP, TSA, RMA,  
TFL, TSR, WHA, BCTS,  
FSP, VRI, AAC, THLB  
???

# LESSON #3 - KNOW YOUR AUDIENCE



Expert Learner



?? WTF ??

Beginner Learner

????  
BCCFA, FLP, TSA, RMA,  
TFL, TSR, WHA, BCTS,  
FSP, VRI, AAC, THLB  
???

# LESSON #4 - LEVERAGE THE ART OF STORYTELLING

Special Events

## From No Growth to Old Growth

SATURDAY APRIL 6, 2024 | MAPLE RIDGE



### Event Details

DATES: April 6, 2024

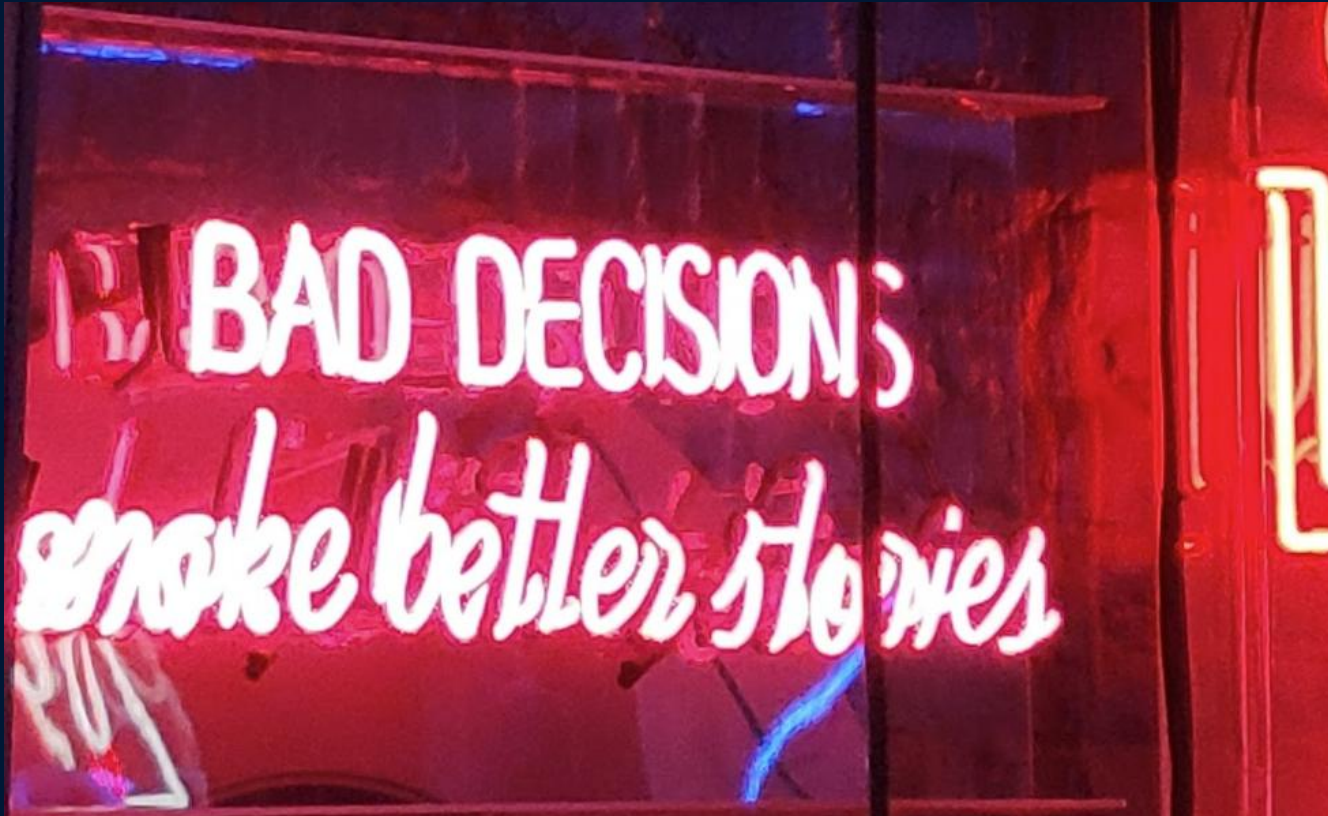
TIME: 9:00am - 12:00pm

COST: \$20 +gst

[Email for Waitlist →](#)



## LESSON #4 - LEVERAGE THE ART OF STORYTELLING



# LESSON #5 - CREATE PARTNERSHIPS, CREATE PARTNERSHIPS, CREATE PARTNERSHIPS

Katzie (q'íc'áy), meaning "land of moss"

Special Events

## The Land of Moss Ecology Workshop | Malcolm Knapp Research Forest

OCTOBER 23 & 26, 2024 | MAPLE RIDGE



### Event Details

#### DATES & TIMES:

##### Level 1 (Online)

Date: Wednesday October 23

Time: 7pm-8:15pm

Cost: \$10 per person

##### Level 2 (field) – FULL

Date: Saturday October 26

Time: 9am-12pm

Cost: \$35 per person (includes level 1)

##### Level 3 (field) – FULL

Date: Saturday October 26

Time: 1pm-4pm

Cost: \$55 per person (includes levels 1 & 2)

Maple Ridge Museum



**MALCOLM KNAPP RESEARCH FOREST: Past & Present**

**SATURDAY SEPTEMBER 3RD 10AM - 2PM**

Malcolm Knapp Research Forest Arboretum  
14500 Silver Valley Rd. Maple Ridge

# LESSON #5 - CREATE PARTNERSHIPS

Maple Ridge SD42 Environmental School



RCMP Tactical Unit



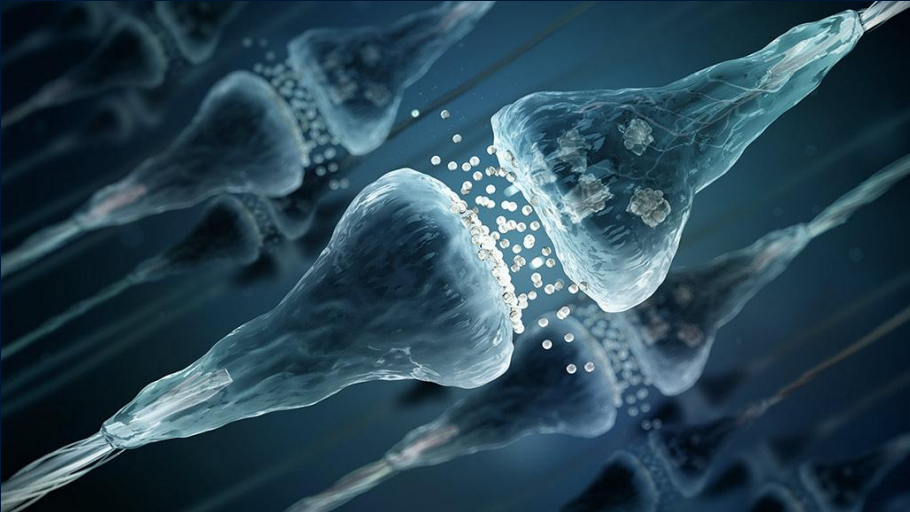
Royal Astronomical Society of Canada



# LESSON #6 - FOSTER AH-HA MOMENTS



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# LESSON #6 - FOSTER AH-HA MOMENTS



## Not-So-Clear-Cut: Rethinking How We Harvest Forests



### Guided walk facilitated by:

Dr. Suzanne Simard & H el ene Marcoux, RPF

More information  
and to register:



- Learn about tree retention forestry and how alternatives to clear-cutting support soil carbon and ecosystem resilience.
- See recent forest operations and explore the challenges and trade-offs of logging in a living ecosystem.
- Discuss how logging equipment and harvest decisions shape the land.

February 21, 2026

10am-12pm OR 1pm-3pm

\$35 +gst per person

UBC Malcolm Knapp Research Forest  
14500 Silver Valley Rd. Maple Ridge



# LESSON #6 - FOSTER AH-HA MOMENTS



# LESSON #7 - CULTIVATE JOY WITH FOOD AND UNIQUE EXPERIENCES...



UBC Faculty of Forestry  
Malcolm Knapp Research Forest

wild & immersive  
PROGRAMS SPOOLED IN NATURE



## Wild Bar

📍 UBC Malcolm Knapp Research Forest  
14500 Silver Valley Rd. Maple Ridge

A cocktail bar in the forest.

Facilitated by  
Chef/Sommelier Robin Kort

📅 Saturday June 8, 2024

🕒 Arrival times: 4pm, 5pm or 6pm

💰 \$35 +gst per person

- Enjoy Chef Robin Kort's summer wild harvest in the form of a forests cocktail.
- Syrups, tonics and bitters make an immersive forest cocktail menu.
- Identify edibles throughout the forest.

More information  
and to register:



# LESSON #7 - CULTIVATE JOY WITH FOOD AND UNIQUE EXPERIENCES... PAIRED WITH PASSIVE FORESTRY EDUCATION



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wild & immersive  
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More information  
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wildandimmersive.ubc.ca

✉ wild.immersive@ubc.ca

## LESSON #8 - EARLIER THE BETTER



Year-round  
outdoor  
programs

16,800+  
participants  
since 2019

152 programs  
in 2024



# LESSON #9 – GET TO KNOW YOUR AUDIENCE WITH INTERACTION (AKA LET PEOPLE TRY AND... FAIL?)



## Tree ID – Common Trees on the South Coast

### Instructions

Match the numbers with the samples provided & rank by shade tolerance!

Shade tolerance can be described as:

- HIGH – greatest amount of tolerance for the shade
- MEDIUM – moderate tolerance for the shade
- LOW – no or limited tolerance for the shade

#### 1. Conifers / Evergreens

Name	Number	Shade tolerance
Coastal Douglas-fir		
Western red cedar		
Western hemlock		

#### 2. Deciduous / "Hardwoods"

Name	Number	Shade tolerance
Vine maple		
Big leaf maple		
Paper birch		
Red alder		

3. Can you name other species of South Coast / Pacific Northwest trees?



# LESSON #10 - IF ALL ELSE FAILS... BABIES AND POOP ARE THE GREAT UNIFIER



# VISION OF GREATER FORESTRY OUTREACH – *NEW FORESTRY LEARNING CENTRE*

12,000 sq ft facility,  
showcasing wood innovation

Self-guided exhibition space  
open to the public

Multipurpose classroom

2027 construction start



**THANK YOU!**

