

Recommendation 5: FWP should more strategically communicate the value and availability of FWP landowner and/or access programs to landowners and other stakeholders.

1. Develop a booklet that identifies that range of options available to landowners who could provide public recreation access. The booklet should explain, with specific examples, how many of the programs can be tailored to each landowner. Include landowner liability information. should include mention of various working groups.
2. Develop a website geared towards landowners, which makes the “landowner toolbox” easy to understand. One section of the website should be used to clarify landowner liability protections under current statute.
3. Develop a commercial/series of commercials that markets relationships between hunters and landowners in order to “re-brand” these relationships. The vision is of a landowner and hunter standing and working together.
4. Encourage and support development of local working groups of stakeholders where appropriate.

Rationale

Private landowners own approximately 64 million acres of land in Montana and are stewards of the public wildlife resource. They provide important wildlife habitat and control access to public wildlife resources on private land. Good relationships among all stakeholders are a strong cornerstone for increasing access to private and public lands, and rely on trust, good communication, and cooperation among all parties.