

Appendix J: Strategy Ranking Criteria and Methods (after TNC 2007)

Benefit

Contribution

The degree to which the proposed strategic action, if successfully implemented, will contribute to the achievement of the objective(s)

Very High: The strategic action, in itself, achieves one or more objectives.

High: The strategic action makes a substantial contribution towards achieving one or more objectives, but is not by itself sufficient.

Medium: The strategic action makes an important contribution towards achieving one or more objectives.

Low: The strategic action makes a relatively small contribution towards achieving one or more objectives.

Threat Abatement

Select threats (from the previously generated list) which can reasonably be expected to be abated for one or more of the targets over ten years, should the proposed strategic action be successfully implemented. Then, select targets for each threat. A Threat Abatement rank can be generated by considering the degree to which the strategic action will reduce future threat ranks and for how many targets.

Viability Enhancement

Estimate any improvement of key ecological attributes to the targets that might reasonably be expected to occur over ten years if the strategy is successfully implemented. A Viability Enhancement rank can be generated by considering if the strategic action will improve the key ecological attribute by one or more grade levels for a target, and if grade levels of multiple key ecological attributes are improved.

Duration of Outcome

The degree to which the proposed strategy, if successfully implemented, is likely to secure a long-lasting outcome.

Very High: The strategy, if successfully implemented, is likely to achieve an

enduring, long-lasting outcome (e.g. acquisition of fee interest in land; an ongoing management practice; a very secure public policy).

High: The strategy, if successfully implemented, is likely to achieve an outcome with a relatively long (e.g. 10 year) duration (e.g. partial interest in land; solid but potentially vulnerable public policy change).

Medium: The strategy, if successfully implemented, is likely to achieve an outcome of moderate duration (e.g. 3 year management agreement).

Low: The strategy, if successfully implemented, is likely to achieve an outcome with a very short duration (e.g. handshake agreement; 1 year management plan; stopgap policy).

Leverage

Estimate any leverage towards other High-impact strategies (Default = Low)

Very High: Immediate, visible, tangible results and High leverage towards another High impact strategy.

High: Immediate, visible, tangible results or High leverage towards another High impact strategy.

Medium: Moderate leverage.

Low: No apparent leverage.

Feasibility

Lead Individual / Institution

Very High: A lead individual ("champion") with sufficient time, proven talent, substantial relevant experience and institutional support is reasonably available and committed to lead implementation of the strategy.

High: An individual with sufficient time, promising talent, some relevant experience and institutional support is reasonably available and committed to lead implementation of the strategy.

Medium: An individual with promising talent and sufficient time is reasonably available, but lacks relevant experience or institutional support.

Low: No lead individual currently available.

Ease of Implementation

Very High: Implementing the strategy is very straightforward; this type of strategy has been done often before.

High: Implementing the strategy is relatively straightforward, but not certain; this type of strategy has been done before.

Medium: Implementing the strategy involves a fair number of complexities, hurdles and/or uncertainties; this type of strategy has rarely been done before.

Low: Implementing the strategy involves many complexities, hurdles and/or uncertainties; this type of strategy has never been done before.

Ability to Motivate

To what degree are the key constituencies (e.g. landowners, public officials, interest groups) whose involvement is critical to implementing the strategic action well understood, and the strategic action is likely to appeal to their key motives.

Very High: The key constituencies and their motives are well understood and the strategic action is likely to appeal to their key motives.

High: The key constituencies are well understood and the strategic action may appeal to their key motives.

Medium: The key constituencies are somewhat understood and the strategic action may appeal to their key motives.

Low: The key constituencies are not well understood and it is uncertain whether the strategic action will appeal to their key motives.

Cost

Strategic action costs should be estimated for the time horizon of implementing the strategy, but no longer than 10 years. Cost estimates should be focused on the use of discretionary or unrestricted dollars. The following four factors should be considered, as applicable:

- One Time Cost -- One-time direct cost, such as for land purchase.
- Annual Costs -- Labor and other costs. Consider the average number of staff and staff time required to implement the strategic action or action step, and the average cost per person per year. Also consider non-staff costs such as the average annual cost of an ongoing management strategy such as fire.
- Number of Years - Consider the number of years the strategic action will require staff time or annual costs for implementation (maximum of 10 years).

Cost ranks can be generated according to the criteria below.

Ranking Criteria: Total cost of implementing the strategy, including staff time – in unrestricted or discretionary dollars (i.e. dollars that might be applied to other purposes) is:

<u>Very High:</u>	\$100,000 or more.
<u>High:</u>	\$50,00-\$100,000
<u>Medium:</u>	\$10,000-\$50,000
<u>Low:</u>	up to \$1,000