

FARMLAND & PRAIRIE CAMPAIGN

Overarching Goal	Type	Performance Measure
Viable Populations	Outcome	Focal Species abundance (or relative abundance) is maintained or increased
	Outcome	Implement monitoring for Focal Species and SGCN that are not currently monitored at statewide or finer spatial scales (natural division)
	Output	Through direct acquisition or conservation easement, acquire (and manage) tracts large enough to support area-sensitive SGCN in priority areas.
	Output	Develop and begin implementation of 1 Recovery Plan per year for SGCN species
Habitat Management	Outcome	Manage existing grassland and shrubland habitat to maximize habitat quality and increase populations of SGCN
	Output	Net gain of grassland and shrubland acres within important natural divisions
	Output	Increased management/disturbance (prescribed fire, herbicide application, strip disking, fallowing) of grasslands (e.g., warm-season grasses and forbs) to increase quality and diversity
	Outcome	Improve water quality and reduce sediment delivery to wetlands and streams through upland management
Habitat resiliency and connectedness	Outcome	Enhanced size and quality of grassland and shrubland communities
	Outcome	Increased ecological connectivity among habitat patches that support populations of less mobile species (e.g., herpetofauna)
Public Awareness, Appreciation, Connection	Output	Targeted grassland and shrubland education to increase support for these habitats that benefit wildlife and society
	Output	Work with Partners to implement existing plans that can benefit Campaign Goals (e.g., Nutrient Loss Reduction Strategy)
	Output	Work with partners and the public to develop and implement a public relations campaign about nesting grassland birds and the need to delay mowing (roadside and recreational) until after August 1