

Appendix 6.14

Summary of Public Outreach Efforts for the 2025 Revision of Connecticut's Wildlife Action Plan

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Overview

Outreach to foster public awareness and engagement with the 2025 revision of Connecticut's Wildlife Action Plan occurred through 1) newsletters, 2) webpages, 3) social media, and 4) live in-person events and talks. The following includes summaries of completed outreach and is organized by these four categories. The time period of outreach for this report spans from November 2023 through April 2025. Surveys for public input were key items to highlight, along with general information to boost public awareness and understanding of the purpose of our Wildlife Action Plan, Species of Greatest Conservation Need, as well as ongoing work to implement the Plan by CT DEEP and conservation partners.

Newsletters

Outreach pertaining to Connecticut's Wildlife Action Plan was incorporated in multiple electronic newsletters sent out by CT DEEP Wildlife Division. Prior to 2025, newsletters were sent using the platform Constant Contact. By 2025, the Wildlife Division had migrated to the platform Campaign Monitor for all of its newsletters. The Wildlife Action Plan was primarily featured in two newsletters: Wildlife Highlights, and beginning in the Fall of 2024, the Wildlife Action Plan Partner Network Newsletter. However, features on the revision of Connecticut's Wildlife Action Plan were also included in the [Spring 2024 issue](#) of the Hunter Highlights newsletter, and the [July 2024 issue](#) of the Equity and Environmental Justice newsletter.

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Wildlife Highlights is the Connecticut DEEP Wildlife Division’s primary electronic newsletter, with 7,335 subscribers as of February 2025 ([Wildlife Highlights webpage](#)). It is sent via email near the beginning of each month. Information about the revision of CT’s Wildlife Action Plan and Species of Greatest Conservation Need (SGCN) were regularly featured in this newsletter, along with other general information about wildlife and Wildlife Division activities that form the main content of the newsletter.

Table 1. Features involving Connecticut’s Wildlife Action Plan in CT DEEP’s Wildlife Highlights monthly e-newsletter and corresponding newsletter issues. Each feature contained a related hyperlink. The number of unique hyperlink clicks is provided in the rightmost column (“unique” means that subsequent clicks from the same individual are not counted).

Issue	Description of Feature	Included hyperlinks	Link clicks
Jan 2024	Invitation to public survey on SGCN and overview of what CT’s Wildlife Action Plan is and does	Public input form for SGCN	45
Mar 2024	Invitation to public survey for draft list of Species of Greatest Conservation Need	Public input form for draft list of SGCN	55
Apr 2024	Overview of Wood Turtle life history and conservation issues to highlight role of Wildlife Action Plan and SGCN	CT Wildlife Action Plan Revision and Public Input webpage	36
May 2024	Story on partnership with Great Hollow Nature Preserve and Ecological Research Center to monitor bats on SGCN list	CT Wildlife Action Plan Revision and Public Input webpage	25
Sep 2024	Story on Aspetuck Land Trust’s work to create Miyawaki Forests and address threats identified in CT’s 2015 Wildlife Action Plan	CT Wildlife Action Plan Landing Page	18
Oct 2024	Invitation to public survey for draft lists of Habitats, Issues, and Actions	Public survey form for Habitats, Issues, and Actions	162
Nov 2024	Story on Great Hollow Nature Preserve’s Research on the impact of light pollution on bat SGCN and relevance to Wildlife Action Plan	Partner Stories webpage	29
Dec 2024	Overview of the importance of young	SGCN webpage	31

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forest habitat to SGCN

Jan 2025	Results of habitat question from Habitats, Issues, and Actions survey	CT Wildlife Action Plan Revision and Public Input webpage	46
Mar 2025	Results of issues question from Habitats, Issues, and Actions survey	CT Wildlife Action Plan Revision and Public Input webpage	23

In October 2024, we launched a quarterly newsletter to inform and engage CT DEEP’s conservation partners on the revision and implementation of Connecticut’s Wildlife Action Plan. The Connecticut Wildlife Action Plan Partner Network Newsletter has featured updates on the Plan’s revision, examples of how partner feedback was incorporated, stories about Plan implementation work that our partners are engaged in, revision milestones, upcoming events, and a biography section that introduces readers to staff on the Wildlife Action Plan Team. Table 2 provides numbers of recipients for each issue of this newsletter, along with the numbers of recipients who opened and clicked within each issue.

Table 2. Numbers of recipients who received, opened, and clicked hyperlinks within each issue of the Partner Network Newsletter. The Issue column contains hyperlinks to view each newsletter issue.

Issue	Received	Opened	Clicked
Fall 2024	407	219	22
Winter 2025	442	279	21
Spring 2025	451	199	17

Webpages

Numerous webpages have been created and updated throughout the revision process to help the public understand Connecticut’s Wildlife Action Plan. The following provides an overview of CT DEEP webpages that are most relevant to the 2025 Wildlife Action Plan and revision process, including webpage titles, hyperlinks, descriptions of content, and any key updates that were made during the revision process. Other webpages pertaining to the history of Connecticut’s Wildlife Action Plan and previous versions can be accessed via the Connecticut Wildlife Action Plan main page: <https://portal.ct.gov/deep/wildlife/connecticut-wildlife-action-plan>.

Connecticut’s Wildlife Action Plan: Public Input and the 2025 Revision

<https://portal.ct.gov/deep/wildlife/ct-wildlife-action-plan/provide-input-to-the-ct-wildlife-action-plan>

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Provides an overview of what a state wildlife action plan is, a brief overview of Connecticut's Wildlife Action Plan, information on how the public can provide input, and a timeline of the revision process.

- Nov 2023 - Webpage published under the title "Provide Input to the CT Wildlife Action Plan" and described the Plan's purpose, revision process, and details on how the public would be able to provide input.
- Feb 2024 - Webpage updated to solicit public input on SGCN draft list
- Sep 2024 - Webpage updated to solicit public input on Habitats, Issues, and Actions survey
- Feb 2025 - Revision timeline added to webpage

Species of Greatest Conservation Need

<https://portal.ct.gov/deep/wildlife/ct-wildlife-action-plan/species-of-greatest-conservation-need>

Describes what a Species of Greatest Conservation Need is, the role of SGCN in Connecticut's Wildlife Action Plan, the addition of State Assessment Priority Species to the 2025 revision, and provides the draft list of SGCN for the 2025 revision.

- Feb 2024 - Webpage updated to include the draft list of SGCN for the 2025 revision
- Sep 2024 - Webpage updated to incorporate a clearer and more thorough description of SGCN, SAPS, and to summarize the 2025 Draft List of SGCN

Habitats, Issues, and Actions

<https://portal.ct.gov/deep/wildlife/ct-wildlife-action-plan/habitats-issues-and-actions>

Provides an explanation of the purpose and function of draft lists for habitat, issues, and actions as they pertain to SGCN and the Wildlife Action Plan.

- Sep 2024 - Webpage created to feature a request for public input on our Habitats, Issues, and Actions survey, as well as a link to the survey.
- Oct 2024 - Webpage updated to reflect closure of the survey and to add a thank you message for respondents.

Stories from our Conservation Partners

<https://portal.ct.gov/deep/wildlife/ct-wildlife-action-plan/partner-stories>

Highlights the necessity of partnerships and various organizations working together to implement Connecticut's Wildlife Action Plan.

- Sep 2024 - Webpage launched featuring a story from Aspetuck Land Trust about their work to create urban microforests that help implement the Plan by addressing issues for SGCN including habitat loss and climate change.
- Oct 2024 - Webpage updated to highlight research by Great Hollow Nature Preserve and Ecological Research Center that investigates the impact of artificial nighttime lighting to bats on our SGCN list.
- Jan 2025 - Webpage updated to include a story about the work of a small nonprofit to restore native tree cover on an offshore island and provide breeding habitat for birds on the SGCN list.

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- Apr 2024 - Webpage updated to include a story about a new publication on the biodiversity of bees in Connecticut and how it helps advance Connecticut's Wildlife Action Plan.

History of the CT Wildlife Action Plan

<https://portal.ct.gov/deep/wildlife/ct-wildlife-action-plan/history-of-the-ct-wildlife-action-plan>

Provides an overview of the history of State Wildlife Action Plans and Connecticut's involvement in the program.

- Nov 2023 - Webpage published.

Frequently Asked Questions About the CT Wildlife Action Plan

<https://portal.ct.gov/deep/wildlife/ct-wildlife-action-plan/faqs-about-the-ct-wildlife-action-plan>

Addresses frequently asked questions pertaining to the relevance and significance of Connecticut's Wildlife Action Plan.

Social Media

Social media posts featuring Connecticut's Wildlife Action Plan regularly occurred on the Wildlife Divisions Facebook ([Facebook.com/CTFishAndWildlife](https://www.facebook.com/CTFishAndWildlife)) and Instagram ([Instagram.com/CTFishAndWildlife](https://www.instagram.com/CTFishAndWildlife)) pages. On Instagram, posts received between 87 and 192 likes as of April 2025.

Table 3. Social media posts involving Connecticut's Wildlife Action Plan. Social media posts were shared on Facebook (FB) and, where indicated, Instagram (IG). The *Platform* column contains links to individual posts. Hyperlinks included in posts are provided in the rightmost column.

Month	Description of post	Platform	Hyperlink
Dec 2023	Invitation to initial public input form for SGCN list	FB	Public input form for SGCN
Feb 2024	Invitation to public review of draft list of Species of Greatest Conservation Need	FB , IG	Public input form for draft list of SGCN
Apr/May 2024	Story about partnership with a nature preserve to monitor SGCN bat species	FB , IG	CT Wildlife Action Plan Revision and Public Input webpage
May 2024	Story about Endangered Species Day role of Wildlife Action Plan	FB	CT Wildlife Action Plan Revision and Public Input webpage

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Oct 2024	Invitation to public survey on habitats, issues, and actions	FB , IG	Public Input Form for Habitat, Issues, and Actions
Oct 2024	Story about work of local land trust implementing Wildlife Action Plan by creating habitat	FB , IG	Partner Stories webpage
Oct 2024	Story about research by a local nonprofit on impacts to bat SGCN	FB , IG	Partner Stories webpage
Jan 2025	Shared results of responses to public input on important habitats for SGCN	FB	CT Wildlife Action Plan Revision and Public Input webpage
Mar 2025	Shared results of responses to public input on important issues SGCN face	FB	CT Wildlife Action Plan Revision and Public Input webpage

Events and Talks

Information on the Connecticut Wildlife Action Plan and its revision was included in a number of public outreach events attended by Wildlife Division staff and volunteers from 2024-2025. Division staff regularly attend public events such as fairs and festivals, where they will be stationed at a table to engage with the public. The tables generally include interactive wildlife artifacts, handouts, and educational materials. Information on the Wildlife Action Plan was displayed and shared with the public on multiple occasions (Table 4). At Bat Appreciation Day, a Wildlife Action Plan table was included, where attendees had the opportunity to talk to Wildlife Division staff about the Wildlife Action Plan, look through the draft SGCN list, and then receive a bat poster (Fig. 1).

Table 4. Public events where the Wildlife Action Plan information was featured.

Event	Dates	Location	Town
Connecticut Fishing and Outdoor Show	Mar 22-24, 2024; Mar 21-23, 2025	Mohegan Sun Convention Center	Uncasville, CT

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Annual Celebration for the Bats	Jul 20, 2024	White Memorial Conservation Center	Litchfield, CT
Bat Appreciation Day	Sep 15, 2024	Old Newgate Prison and Copper Mine	East Granby, CT
Durham Fair	Sep 26-29, 2024	Durham Fairgrounds	Durham, CT
National Hunting and Fishing Day	Sep 28	Blackrock State Park	Watertown, CT



Figure 1. Wildlife Action Plan Outreach Table at Bat Appreciation Day in September 2024 including bat posters, Wildlife Action Plan flier, message triangle, SGCN handouts, and a sample of Connecticut's 2025 SGCN list, featuring bats. The table also included a signup form for the Wildlife Highlights e-newsletter, which regularly features the Wildlife Action Plan.

Multiple slide presentations provided by Wildlife Division staff and volunteers included a slide to boost awareness of the Wildlife Action Plan and solicit public engagement (Fig. 2). Beginning in

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2024, this slide was also included in slide presentations that are given to the public by a group of Master Wildlife Conservationist volunteers who received training from CT DEEP staff and regularly assist with outreach. Table 5 includes a sample of talks that featured Action Plan content. The *Supporting Connecticut's Native Biodiversity* and *Wildlife in Connecticut* talks also included multiple slides to introduce the Wildlife Action Plan, explain what a SGCN is, and featured photos of multiple SGCN in various taxonomic groups. In early 2025, we added the

Table 5. Examples of talks given by Wildlife Division staff or volunteers that included information in Connecticut's Wildlife Action Plan.

Talk	Date	Audience	Location	Town
Supporting Connecticut's Native Biodiversity	May 1, 2024	Public / land trust members	Bethlehem Public Library	Bethlehem, CT
Wildlife in Connecticut	Nov 6, 2024	University students and faculty	University of New Haven	West Haven, CT
Sharing the Land with Connecticut's Wildlife	Mar 5, 2025	Public	Flanders Nature Center	Woodbury, CT

Connecticut State Wildlife Action Plan

- Provides guidance and vision for wildlife conservation in Connecticut
- Revised every 10 years
- Identifies imperiled species, important habitats, threats, and conservation actions



(scan here)

Follow and provide input!



CONNECTICUT SWAP 2025





Connecticut's Wildlife Action Plan

- Provides guidance and vision for wildlife conservation in CT
- Revised every 10 years
- Identifies Species of Greatest Conservation Need, important habitats, issues, and conservation actions



Scan to follow and get involved!



Fig. 2. Wildlife Action Plan slide incorporated in multiple Wildlife Division presentations. The 2024 version (upper) was updated in 2025 (lower) to incorporate a new logo and avoid usage of the SWAP acronym.