



PROPOSED Salmon Recovery Funding Board Meeting Agenda

June 4, 2014

Natural Resources Building, Room 172, Olympia, WA

Time: Opening sessions will begin as shown; all other times are approximate.

Order of Presentation: In general, each agenda item will include a presentation, followed by board discussion and then public comment. The board makes decisions following the public comment portion of the agenda item.

Public Comment: If you wish to comment at a meeting, please fill out a comment card and provide it to staff. Please be sure to note on the card if you are speaking about a particular agenda topic. The chair will call you to the front at the appropriate time.

You also may submit written comments to the Board by mailing them to the RCO, attn: Jen Masterson at the address above or at jennifer.masterson@rco.wa.gov.

Special Accommodations:

If you need special accommodations to participate in this meeting, please notify us at 360/725-3943 or TDD 360/902-1996.

June 4, 2014

OPENING AND WELCOME

- 9:00 a.m. Call to Order** *Chair*
- Determine Quorum
 - Review and Approve Agenda (**Decision**)
 - Approve December Meeting Minutes (**Decision**)
-

MANAGEMENT AND PARTNER REPORTS

- 9:10 a.m. 1. Management Report** *Kaleen Cottingham
Scott Robinson*
- A. Director's Report
 - Building Safety Evacuation Plan
 - Legislative and Policy Updates
 - B. Financial Report (written only)
 - C. Performance Update (written only)
-
- 9:25 a.m. 2. Salmon Recovery Report** *Tara Galuska
Brian Abbott
Staff*
- A. Salmon Section Report
 - B. GSRO Report
 - C. Projects of Note
-
- 10:00 a.m. 3. Reports from Partners** *Jeff Breckel
Darcy Batura
Colleen Thompson
SRFB Agency Representatives*
- A. Council of Regions Report
 - B. Washington Salmon Coalition Report
 - C. Regional Fisheries Enhancement Groups
 - D. Board Roundtable: Other Agency Updates
-
- 10:30 a.m. General Public Comment:** *Please limit comments to 3 minutes*
-

BOARD BUSINESS: BRIEFINGS

10:35 a.m. BREAK

10:50 a.m. 4. Presentation by Washington Coast Sustainable Partnership *Miles Batchelder*

11:20 a.m. 5. Overview of RCO's PRISM System *Scott Robinson*
Scott Chapman
Mark Jarasitis
Myra Barker

- PRISM Online
- E-Billing
- Compliance Workbench

11:40 a.m. 6. Communication Plan Update *Brian Abbott*
Darcy Batura
Jeff Breckel

- Pyramid Communications

12:10 p.m. LUNCH

12:45 p.m. 7. Habitat Work Schedule and How it's Being Used to Tell the Salmon Recovery Story *Jennifer Johnson*
Kiri Kreamer

1:30 p.m. 8. Invasive Species *Wendy Brown*
Tara Galuska

- Invasive Species Council Overview
- Threats to Salmon Recovery
- Types of Projects the Board Funds

2:00 p.m. 9. Preview of the Salmon-Related Budget for 2015-2017 *Brian Abbott*

- Region Delisting Monitoring
- Lead Entity Capacity
- Habitat Work Schedule
- Capital Budget

2:30 p.m. BREAK

BOARD BUSINESS: DECISIONS

2:45 p.m. 10. Lead Entity and Regional Organization Allocation of Year Two Capacity Funds *Brian Abbott*

3:00 p.m. 11. Monitoring Funding *Brian Abbott*
Keith Dublanica

- A. IMW Contract Extension—Bridge Funding for Remainder of Federal Fiscal Year
- B. Update to the 2003 Monitoring Evaluation Strategy

3:15 p.m. 12. Adoption of Washington Administrative Code (WAC) Changes *Leslie Connelly*

3:30 p.m. 13. Riparian Buffer Guidelines *Leslie Connelly*

BOARD BUSINESS: BRIEFINGS

4:15 p.m. 14. Department of Fish and Wildlife's 21st Century Salmon *WDFW Staff*

5:00 p.m. ADJOURN

SALMON RECOVERY FUNDING BOARD SUMMARIZED MEETING AGENDA AND ACTIONS
March 20, 2014

Agenda Items without Formal Action

Item	Follow-up Actions
Item 1: Management Report	An annual presentation by fiscal and performance management staff was requested.
Item 2: Salmon Recovery Management Report	A presentation on the Habitat Work Schedule was requested for a future board meeting.
Item 3: Reports from Partners	No follow-up action requested.
Item 4: Puget Sound Steelhead Plan Status	No follow-up action requested.
Item 5: Riparian Buffer Update	Staff will initiate public comment on a proposed riparian buffer guideline.
Item 9: Overview of WDFW's Habitat Program	No follow-up action requested.

Agenda Items with Formal Action

Item	Formal Action	Follow-up Actions
Minutes	Approved December meeting minutes	No follow-up action requested.
Item 6: Early Action PSAR Project Approval	Approved Skagit River System Cooperative Project (#14-1058)	No follow-up action requested.
Item 7: Monitoring	<p>Approved revised strategic plan language.</p> <p>Approved an initial annual budget of \$50,000 for the creation and recruitment of the Salmon Recovery Funding Board Monitoring Panel.</p> <p>Approved the role/assignments for the Monitoring Panel.</p> <p>Approved up to \$2 million of returned funds per year over three years to implement projects within three Intensively Monitored Watersheds (Lower Columbia, Straits, and Hood Canal).</p>	No follow-up action requested.

	<p>Approved recommendations to advance the overall recovery monitoring needs for the board and the regional recovery delisting requirements.</p> <p>Approved Tetra Tech effectiveness monitoring contract.</p> <p>Approved funding for monitoring video.</p>	
Item 8: Conference and Lead Entity Support	<p>Approved \$99,800 for the Salmon Recovery Conference.</p> <p>Approved \$1,000 for the Future of Our Salmon Conference.</p> <p>Approved up to \$50,000 for reallocation of Lead Entity funds to support the priorities of the Washington Salmon Coalition.</p>	No follow-up action requested.

SALMON RECOVERY FUNDING BOARD SUMMARY MINUTES

Date: March 20, 2014

Place: Olympia, WA

Salmon Recovery Funding Board Members Participating:

David Troutt, Chair	Olympia	Megan Duffy	Department of Natural Resources
Phil Rockefeller	NWPCC	Bob Cusimano	Department of Ecology
Nancy Biery	Quilcene	Jennifer Quan	Department of Fish and Wildlife
Bob Bugert	Wenatchee	Susan Cierebiej	Department of Transportation
Sam Mace	Spokane		

It is intended that this summary be used with the materials provided in advance of the meeting. The Recreation and Conservation Office (RCO) retains a recording as the formal record of the meeting.

Board member Carol Smith was excused.

Opening and Welcome

Chair David Troutt called the meeting to order at 9:03 a.m. and a quorum was determined.

Sam Mace, new citizen member, introduced herself. Member Mace is from Spokane and has 20 years of salmon recovery experience.

Bob Cusimano, new representative of the Washington Department of Ecology (Ecology), introduced himself. Member Cusimano is Ecology's Environmental Assessment acting Program Manager.

The remaining members of the Salmon Recovery Funding Board (board) introduced themselves, followed by staff and other members of the audience.

Bob Bugert moved to adopt the agenda.

Seconded by: Nancy Biery

Motion: APPROVED

Bob Bugert moved to approve the minutes from December 2013.

Seconded by: Nancy Biery

Motion: APPROVED

Briefings

Item 1: Management Report

Director Cottingham introduced Cindy Gower, who is filling in as the administrative support for the meeting. Ameer Bahr will join RCO in early April and will provide board meeting support in the future.

Director Cottingham is looking forward to a meeting next week with Governor Inslee. Chair Troutt, RCO staff member Dave Caudill, and small forest landowner Sam Madsen will present information related to culvert removal, salmon recovery, and inter-agency efforts to provide excellent customer service.

Governor Inslee surprised RCO staff by dropping by for a visit to celebrate the agency's fiftieth anniversary in January.

Director Cottingham updated the board on the Public Lands Inventory. RCO has contracted a consultant to design the Public Lands Inventory Web site, which will be completed by June 2014.

RCO staff will support the newly created Governor's Blue Ribbon Task Force on Outdoor Recreation. The Task Force will complete a report by September 2014.

Director Cottingham summarized that this will be a busy summer for RCO.

Budget, Legislative, and Policy Update

Nona Snell, Policy Director, shared that the Legislature adjourned on March 13th. Legislators passed a supplemental operating budget that made changes to the biennial budget. The changes to RCO's budget were mainly technical, although it included additional funding for the Outdoor Recreation Task Force and for an economic study of outdoor recreation. This was the first time since 1996 that a capital budget was not passed.

A culvert removal bill passed, which Brian Abbott will address during his presentation. An Invasive Species bill also passed. This bill helps the Washington Department of Fish and Wildlife (WDFW) respond to aquatic invasive species in coordination with the Invasive Species Council.

Two bills were passed that may impact the board and board members. Meeting agendas must now be posted online 24 hours in advance. RCO generally posts agendas two weeks in advance of meetings, so this bill should not have an impact on the board. Another bill will require board members to participate in public records and open public meeting training. No explicit guidance was provided for existing board members, although new members are expected to complete training within 90 days of assuming the duties of office. The Attorney General's office has already launched initial training videos on their website and RCO staff will communicate more information as it becomes available.

Additionally, changes to the administrative code are currently in the queue. Leslie Connelly, Policy Specialist, will work with the board to make changes that include an update to the name of RCO (formally changing it from the Interagency Committee for Outdoor Recreation to the Recreation and Conservation Office). There is a minimum 45-day public comment period for changes to the administrative code. If there are no objections from the public, the board can adopt changes and staff will post them in the public register. A formal public hearing will address any objections from the public; this process will take approximately 5 months.

Director Cottingham pointed out that the management report includes written financial and performance

reports. Member Bugert suggested that staff make an annual fiscal and performance management presentation to the board after the end of each fiscal year.

Item 2: Salmon Recovery Management Report

Tara Galuska, Salmon Section Manager, shared that last year the board funded approximately 140 projects. Some early action projects will be presented throughout the year, with the majority of funding decisions scheduled in December.

Manual 18 is updated and has gone out to stakeholders for review. It is now posted to the RCO website. Staff and the review panel recently met and will schedule site visits. The upcoming grant round has an application webinar scheduled. The Family Forest Fish Passage Program (FFFPP), run by RCO staff member Dave Caudill, received \$10 million in 2012 and \$2 million in 2013 for project funding. Mr. Caudill is placing 52 projects under agreement, with construction scheduled in the coming year.

The Estuary and Salmon Restoration Program (ESRP), staffed by RCO's Mike Ramsey, includes \$10 million in state funding. Mr. Ramsey is placing 14 estuary projects under contract. An additional eight projects under that program received over \$2.3 million in funding from the Environmental Protection Agency's National Estuary Program for beach restoration projects.

Included in the board materials was a list of recently closed projects with links to the RCO website. Forty-seven projects closed since the last board meeting. Included is a list of amendments, which include project cost changes.

Member Bugert asked if the number of amendments listed was typical. Ms. Galuska responded in the affirmative, and clarified that minor amendments such as time extensions are not included in the board materials because they are director-approved. Director Cottingham clarified that a subcommittee previously approved all amendments, but the board decided that the Director should have discretion to approve minor amendments.

Governor's Salmon Recovery Office

Brian Abbott, Executive Coordinator of the Governor's Salmon Recovery Office (GSRO), shared that the competitive procurement process for the GSRO communications plan was completed. Pyramid Communications was the chosen consultant and a work group was established. The work group includes two board members (Biery and Quan), RCO and Puget Sound Partnership communication staff, Darcy Batura of the Washington Salmon Coalition, and two members of the Council of Regions. The work group asked the Executive Directors from the regional organizations to review materials. Some initial work products are expected by May.

Member Biery confirmed that she felt the work group is making good progress. Mr. Abbott confirmed, in response to a question from Chair Troutt, that Barbara Cairns is the project lead for Pyramid. Member Bugert inquired whether the monitoring video (Item 7C of the board materials) would be coordinated with the communication plan work group. Mr. Abbott responded in the affirmative.

Mr. Abbott updated the board on the Mitigation Matching Project, initially funded with \$100,000 earmarked in the salmon capital budget passed last July. The pilot project will attempt to match transportation mitigation obligations with local salmon habitat restoration projects, using existing state technologies. The consultant

selected for this project is Eldred and Associates of Everett. Previous attempts at this work have not been successful, but there are now additional tools available. A product is expected by the end of the year.

Chair Troutt asked if the pilot project will improve the habitat baseline, instead of just holding steady with mitigation. Mr. Abbott responded that, although he couldn't answer yet, that concept had been discussed.

The Pacific Coastal Salmon Recovery Fund (PCSRF) application was submitted March 19; RCO requested the maximum of \$25 million. Last year RCO received \$20 million. RCO should know the funding level in June or later.

Mr. Abbott related that GSRO asked each regional organization to identify, for budget request purposes: A) specific monitoring activities, B) who will implement the monitoring work, C) the gaps between state and local monitoring, and D) the monitoring needs for 10 years.

Member Cusimano asked what the final budget request document would look like. Mr. Abbott and Director Cottingham confirmed that there is a template, provided by the Office of Financial Management.

Member Quan stated that the need for monitoring is greater than what is reasonable given the current budget situation. She suggested that all members coordinate closely. Director Cottingham said she hopes we will have final, coordinated budget requests complete for the August board meeting so the board can review and prioritize them before they are due to the Office of Financial Management in September.

Mr. Abbott informed the board that a fish passage bill (HB 2251) passed this session. The bill is currently a policy bill that lays out a statewide fish passage program. This aligns with the "extinction is not an option" statewide strategy. WDFW will occupy a leadership position on a board that will replace the fish passage task force. The goal of the legislation is to coordinate and combine resources. The GSRO will participate in this effort and commit to its success.

State of Salmon and Habitat Work Schedule

Jennifer Johnson, Implementation Coordinator for the Governor's Salmon Recovery Office, gave a summary of the status of the State of Salmon Report and the Habitat Work Schedule (HWS) data system. In 2012, the hard-copy State of Salmon report transitioned over to a Web site. For the 2014 update, the goal is to work with WDFW and Washington tribes to better align data and messages. HWS is currently integrating data from the existing PRISM data management system. New staff member Kiri Kreamer will work with Ms. Johnson to increase data quality and consistency.

Chair Troutt asked if staff are working with HWS system users. Ms. Johnson responded in the affirmative.

Member Bugert asked if legislators use the State of Salmon report. Ms. Johnson responded that, although it is hard to quantify its use, the executive summary (16 pages) is widely distributed. Regional organizations and others take the report to Washington, D.C. In addition, the salmon recovery videos posted on the Web site communicate a similar message.

Member Cierebiej asked if HWS only captures data related to board grants. Ms. Johnson responded that one of the main differences between HWS and PRISM is that HWS intends to include all salmon recovery-related projects in the state of Washington. GSRO staff are working with Ecology staff to get additional data on regulatory programs. Member Biery asked if the State of Salmon report executive summary is on RCO's Web

site. Ms. Johnson responded in the affirmative and agreed to distribute the report URL and hard copies to board members before their departure from the meeting.

Director Cottingham related that the U.S. Fish and Wildlife Service pays for HWS. As federal funding is vulnerable, RCO is hoping to get funding from the state to support the system into the future. Funding totals approximate \$620,000 annually.

Chair Troutt asked for a presentation on HWS at a future board meeting.

Data Exchange Network

Keith Dublanica, Science Coordinator for the Governor's Salmon Recovery Office, presented information on juvenile and adult salmon data networks. GSRO participated in the administration of the Juvenile Migrant Exchange (JMX) contract, funded by the US Environmental Protection Agency (EPA). This data exchange between agencies allows for better co-management of Washington state fisheries. While the JMX is not a public data portal, the public are able to access information gleaned from the JMX through the WDFW's Salmonscape. The Adult Migrant Exchange (AMX) is currently a proposal under consideration by the EPA. GSRO joined the Northwest Indian Fisheries Commission and (NWIFC) the WDFW to submit a proposal to EPA to assess spawning ground and hatchery returns of adult salmon. A decision from EPA is expected in late spring. If this nearly \$500,000 request is awarded it will go into effect October 1, 2014. The award will be for three years. This project, like others in the data exchange, builds on previous successful projects.

Chair Troutt asked if real-time harvest data would be included in the data exchange, to which Mr. Dublanica responded that was a possibility.

Member Bugert commented that this presentation on data networks brought to mind the amount of coordination necessary for salmon recovery.

Item 3: Reports from Partners

Jeff Breckel, Council of Regions, noted that the fish passage bill mentioned during the Salmon Recovery Report is of interest to the Council of Regions because the council has been working to better coordinate priorities related to barrier removal on private vs. public roads. Mr. Breckel is involved in the communications plan (outlined during the Salmon Recovery Report) and agrees that much progress has been made. He stated that the Council of Regions wants more than just a public relations effort for the communications plan and that he believes the work group will create some useful tools. In the future, the board may need to consider how best to implement those tools. Additionally, Mr. Breckel said he anticipates working with GSRO on monitoring efforts to make both projects and programs more effective. For the State of the Salmon report, Council of Regions is working with GSRO to consider how to better report progress and translate data outputs into outcomes, despite data gaps and other reporting challenges.

Darcy Batura, Washington Salmon Coalition, invited Amy Hatch-Winecka to join her for the Washington Salmon Coalition report. Ms. Batura reminded the board that Lead Entities are currently completing pre-work to ensure that proposed projects are well thought out and will be implemented as proposed. In addition, legislative outreach was successfully completed January 22-23. Lead Entities were highlighted as the backbone of salmon recovery efforts during outreach activities. Ms. Hatch-Winecka updated the board on the lead entity retreat, which focused on training, fostering communication, and building partnerships. The training was held

February 25-27 at Lake Quinault Lodge. In closing, Ms. Batura recognized new Lead Entity coordinators. She shared with the board that there has recently been 44 percent turnover in Lead Entity coordinator positions, which emphasizes the need for training.

Lance Winecka, Regional Fisheries Enhancement Groups, introduced Colleen Thompson, the new managing director for the Regional Fisheries Enhancement Group (RFEG) Coalition, who will attend future meetings on Mr. Winecka's behalf. Based on direction from the legislature, RFEGs and WDFW have met to address their budgeting challenges. It appears RFEGs will receive some federal funding for fiscal year 2014 to support local restoration and communities. RFEGs continue to work with Sen. Murray and others to highlight achievements, since there is no guarantee for funding. RFEGs have completed 411 board-funded projects since 1999, totaling over \$70 million. RFEGs would like to provide comments on any potential decision on the implementation of riparian buffer guidelines.

Chair Troutt thanked RFEGs for implementing 20 percent of the board's total projects; Member Bugert additionally thanked RFEGs for their efforts, specifically in volunteer coordination.

Phil Rockefeller shared some background on the Northwest Power and Conservation Council (NWPCC), created in 1980. NWPCC hopes to have a draft fish and wildlife program released in April or May 2014. So far, the NWPCC has gathered public responses on their fish and wildlife program from over 400 individuals. In the latest draft program, the NWPCC plans to address adaptive management, water quality and toxics issues, and mitigation for river blockages. Member Rockefeller also introduced the Columbia River Inter-tribal Fish Commission Future of Our Salmon Conference (discussed under Item 8B). He shared that NWPCC recently released a report on the state of the Columbia River Basin.

Megan Duffy, Department of Natural Resources, shared information about the Teanaway Community Forest Trust, which purchased over 50,000 acres as first state-owned community forest in Washington. The Department of Natural Resources and WDFW will jointly manage the community forest. An advisory committee is working on a management plan, with a first meeting scheduled for March 31. During the legislative session there were several bills of interest to the Department of Natural Resources. These included funding for ocean acidification efforts and direction related to derelict vessels. The Department of Natural Resources is working to meet the 2016 deadline for the removal of fish barriers. A small percentage of barriers were suggested for a time extension.

Jennifer Quan, Department of Fish and Wildlife, shared additional information about the stakeholders involved in the Teanaway Community Forest and how it fits in with the Governor's environmental priorities. Member Quan suggested that the Teanaway is unique in that it is working to balance habitat and fish needs with human water needs. The Teanaway was the state's first step in implementation of the Yakima Basin Integrated Plan. Member Quan also shared that a treaty is being worked out with Canada to address cross-border fish takes. WDFW recently re-launched the spatial database called Salmonscape, which is on a GIS server platform. Salmonscape and WDFW's Salmon Conservation Reporting Engine (SCoRE) provide data to the public and are inputs to the State of Salmon Report.

Chair Troutt commented that the Columbia Basin seems to be the best current example of a salmon recovery success story.

Bob Cusimano, Department of Ecology, shared that the new water quality program manager, Heather Bartlett, has an interest in highlighting the linkages between fish recovery and water quality. Ecology is interested in ocean acidification and working with EPA and others to look at modeling techniques to understand the sources that contribute to ocean acidification.

Member Rockefeller commented that ocean acidification might have an impact on the food web, particularly in areas such as the Columbia River plume. Members Cusimano and Rockefeller agreed that both adaptation and mitigation strategies need to be considered.

Susan Cierebiej, Washington Department of Transportation, highlighted an engineered logjam that is under construction on the Skagit River. Construction is going well and the project is on-track to finish in April. Observation shows that juvenile fish use the site. There has been notable media coverage of the project on KING5 news and KPLU.

General Public Comment:

There was no public comment.

Break from 10:55-11:00am.

BRIEFINGS

Item 4: Puget Sound Steelhead Status

Elizabeth Babcock, National Oceanic and Atmospheric Administration (NOAA) Fisheries; Jeanette Dorner and Tristan Peter-Contesse, Puget Sound Partnership; jointly presented information on the current status of steelhead in Puget Sound. The official fish of the State of Washington is the steelhead, which was listed as threatened in 2007. We continue to see troubling declines in most steelhead populations in Washington. Primary factors identified as contributing to steelhead decline include habitat loss and degradation, followed by hatchery management. The presenters updated the board on the formation of the Steelhead Recovery Team, implementation of watershed pilot projects, and the timeline and process to create a steelhead recovery plan.

Member Bugert asked a question on funding. The presenters responded that the board approved \$250,000 of funding, with \$50,000 for the recovery work plan.

Member Rockefeller commented that in Columbia Basin steelhead are a particular concern and one factor contributing to their decline appears to be avian predation.

Member Cierebiej asked whether part of this effort included the study of Columbia River steelhead survival. The presenters responded in the affirmative and added that there is an emphasis on open dialogue and sharing lessons learned.

Member Quan commented that freshwater factors influencing the steelhead population are being examined. Steelhead represent a major WDFW priority and the agency is excited to take an active role in recovery efforts.

Chair Troutt shared that the Nisqually freshwater habitat is currently in a better place than it has been in 100 years, but some of its at-risk populations are not bouncing back as expected. He agrees that avian predation is

potentially an issue. He shared that an increase in harbor porpoise populations may also have an impact.

Member Cusimano commented that, from a water quality perspective, it seems that algal blooms and plankton communities may also have an impact on steelhead populations.

Item 5: Riparian Buffer Update

Leslie Connelly, RCO; Jim Weber, NW Indian Fisheries Commission (NWIFC); and Steve Landino, NOAA; presented options related to riparian buffer guidelines. Ms. Connelly presented a case study that compared riparian buffers for recently funded projects with NOAA's buffer width recommendations for Puget Sound agricultural lands and Ecology's buffer width criteria for western and eastern Washington. This case study showed that a riparian buffer guideline would not have significantly impacted riparian restoration projects approved during the last grant cycle.

Member Bugert asked whether Ms. Connelly noted the reasons why the three projects in the case study did not meet the riparian buffer recommendations. Ms. Connelly responded that one project had recent fires and degraded soil conditions. The other two had Conservation Reserve Enhancement Program (CREP) elements leveraged as match.

Member Rockefeller commented that public feedback at a previous meeting suggested that projects might not get off the ground if there were buffer requirements. He asked if this was considered in the case study, as owners might be scared away from participating in programs. Ms. Connelly responded that the retrospective nature of this study could not address this issue as there was no requirement at the time and staff could not determine whether landowners would have been discouraged.

Chair Troutt thanked Ms. Connelly for her hard work on this challenging project. He commented that we have created a "risk-reward" process for project approval, where projects with issues do not clear early hurdles towards approval.

Ms. Connelly summarized for the board a variety of options related to the implementation of riparian buffers widths. The suggested questions for consideration included: *Does the board want to implement a minimum buffer width, and if so should they be a guideline or criteria? What buffer widths should be implemented? For what type of land use should they be applied?*

After a question from Member Cusimano, Ms. Connelly clarified that project applications do not currently collect riparian buffer width data.

Member Quan asked a question about how projects are currently evaluated for riparian buffer widths. Ms. Galuska clarified that each lead entity has its own evaluation point system. If we provided a guideline, lead entities could potentially incorporate that into their point systems for the evaluation of project applications.

Ms. Connelly's recommendation was for the board to adopt a policy that applies NOAA's recommended minimum riparian buffer widths as a guideline for projects with a riparian habitat objective in the Puget Sound region for all landscapes. Project sponsors in Puget Sound would include a written justification as to why the proposal is for a smaller buffer if the proposed riparian project does not meet NOAA's minimum buffer width recommendations. Ms. Connelly also recommend the board encourage the other regions to work with NOAA and the Governor's Salmon Recovery Office to develop minimum buffer width guidelines, as needed by region,

in order to address regional landscapes and riparian buffer needs. Ms. Connelly suggested that the board's next step be to solicit public comment on their adopted path forward.

Jim Weber, NWIFC, commented that tribes would like to work with state and federal partners to make sure diverse government programs align with overall salmon recovery goals. Mr. Weber stated that voluntary and regulatory standards should be consistent when it comes to land use, water quality, and salmon recovery efforts. As there are a number of landowners who do not believe they are legally bound to be good stewards, Mr. Weber pointed out that salmon recovery programs should focus on voluntary participation. He reminded the board not to make the perfect the enemy of the good.

As Chinook continue to decline, Mr. Weber stated that tribes are asking agencies to send clear signals. Mr. Weber urged the board to take the lead and communicate the minimum acceptable buffer. NWIFC thinks there is a market for grants that call for good stewardship. In closing, Mr. Weber stated that although the staff recommendation wouldn't have been his first choice, he believes it makes a lot of sense for Puget Sound and would send a clear signal but still leaves some flexibility.

Member Cusimano commented that Ecology has not had any difficulty finding projects that meet the riparian buffer requirements adopted by Ecology. Additionally, he believes that CREP projects will often exceed Ecology's requirements.

Steve Landino, NOAA Fisheries, commented that in the early 2000's several federal agencies and other stakeholders participated and drafted a science-based buffer proposal document. That proposal led to the creation of the table included in the board materials called the "NOAA Buffer Table." Stakeholders negotiated the buffer widths in the table and, although based on science, widths are lower than originally suggested due to compromise with stakeholders. When created, these buffer widths were not intended to only apply to Puget Sound. Mr. Landino also stated that NOAA is discussing how to incentivize states incorporating NOAA recommendations when it distributes its Pacific Coast Salmon Recovery Funds. In closing, Mr. Landino said that he supports the staff recommendation.

Member Cusimano asked a question about NOAA's buffer table and why the staff recommendation includes only Puget Sound. Ms. Connelly clarified that staff took a conservative approach and NOAA's recommendations are explicitly for only Puget Sound. Mr. Landino agreed that NOAA's official recommendations are for only Puget Sound, but those recommendations were designed with the entire state in mind.

Chair Troutt asked if NOAA would support statewide implementation. Mr. Landino responded he believed so, but could not definitively respond at this time.

General Public Comment:

Jeff Breckel, Lower Columbia Fish Recovery Board, is generally supportive of this recommendation but believes there are other factors for consideration. He recommended guidelines as a pilot approach, paired with deliberative monitoring. Depending on the project sponsor, this riparian buffer guideline might or might not have an impact. Mr. Breckel shared that the Lower Columbia Fish Recovery Board collects riparian buffer width metrics on applications and then looks at soils, invasives, diversity of plant types, and other factors to understand the big picture at a proposed project site. Mr. Breckel agreed there are benefits to riparian buffers, but his board is struggling with how to implement them in the context of a voluntary program.

Darcy Batura, Yakima Basin Fish & Wildlife Recovery Board, commented that it seems that around the state riparian buffer benefits are sometimes included in other project types. Ms. Batura asked about the interaction between riparian buffers and areas with fruit trees and perennials. In summary, Ms. Batura shares the board's desire to approve projects with sufficient riparian buffers. However, she is concerned that setting new standards may alienate partners and accomplish little that is not already included in project reviews. Ms. Batura stated that landowners make decisions based on their perception of the program and their role in it. She urged the board to communicate that riparian buffer widths are an issue in salmon recovery instead of adding requirements.

Ms. Connelly clarified that the staff recommendation would only apply to projects with a riparian habitat objective.

Todd Bolster, NWIFC, provided comment related to landowner desire to implement projects. Mr. Bolster quoted the Washington State Constitution, which states that use of public funds are for public benefit, not private benefit. NWIFC supports the current staff recommendation.

Member Rockefeller would like RCO staff to include some questions for the public to consider when it releases the recommendation to the public, particularly related to the flexible review process of projects that will not meet the minimum guideline and reasons why a buffer might be smaller than the guideline.

Member Quan asked whether board guidelines should be consistent with Ecology's. Chair Troutt added that, if NOAA is looking to add riparian buffer criteria for their funds in the next couple of years, we might want to expand the recommendations across the state. Member Mace agreed that we might want to strive for a statewide approach.

Member Quan asked, for purposes of board discussion, if we are being too prescriptive.

Member Bugert agreed that he would like to hear from the public on what types of landowner incentives might be effective to encourage their participation in salmon recovery.

Member Duffy pointed out that it would be helpful to know what the range of requirements are for each region. Chair Troutt agreed.

The board asked staff to collect public comment on statewide riparian buffer guidelines. Staff were instructed to ask the public what would be a good reason for a smaller buffer and how to improve landowner incentives. Feedback was also requested on how to incentivize funding projects with larger buffers (such as lowering the match requirement or scoring things differently at the lead entity level).

Lunch 1:10-1:45 p.m.

Item 6: Early Action PSAR Project Approval Request

RCO staff member Marc Duboiski informed the board that Skagit River System Cooperative has applied for a feasibility and preliminary design grant through their lead entity, the Skagit Watershed Council. The Similk Beach Estuary Restoration Feasibility project (#14-1058), requests \$284,750 in Puget Sound Acquisition and Restoration (PSAR funds). With a match of \$50,250, the total project cost equals \$335,000. The project proposes to analyze and design an approach to reconnect a salt marsh measuring approximately 17 acres to Similk Bay in north Puget Sound. This project would create pocket estuary habitat critical to the rearing of

juvenile Chinook salmon as they out-migrate from the Skagit River. A county road currently disconnects the project site from the bay.

Mr. Duboiski responded to a board member question that the county road (Satterlee Rd), built approximately 8 feet above sea level, currently keeps water out of the estuary. He clarified that the project could move forward without completely removing the road.

Member Cierebiej asked a question about whether natural processes would keep the estuary open. Mr. Duboiski acknowledged her concern and said that analysis would include review of that issue.

Member Cusimano asked about limiting factors on the Skagit River.

Bob Bugert moved to approve up to \$284,750 to fund the early action Skagit River System Cooperative Project (#14-1058).

Seconded by: Nancy Biery

Motion: APPROVED

Item 7A: Revised Monitoring Recommendations from the Stillwater Report and Subcommittee Discussions

GSRO staff members Brian Abbott and Keith Dublanica presented revised monitoring recommendations from the Stillwater Report and subcommittee discussions. They suggested the board update the board strategic plan, create a monitoring panel, update and finalize the board monitoring strategy, create a functional adaptive management system, implement projects within intensively monitored watersheds (IMWs), and coordinate with other statewide monitoring efforts such as the Pacific Northwest Aquatic Monitoring Partnership (PNAMP). Staff also recommended that the board align all monitoring funding or program decisions with the federal fiscal year and explore monitoring as an eligible grant round project type.

On the suggestion that the board allocate up to \$2 million of returned funds per year over three years to projects within three Intensively Monitored Watersheds (Lower Columbia, Straits, and Hood Canal), Member Quan commented that she felt that funding stability for Lead Entities would be helpful, as it is difficult to plan from year to year.

Mr. Abbott clarified that current expected restoration projects presented to the board do not yet total \$2 million, but he anticipates additional projects may emerge for future consideration.

Member Bugert asked about the likelihood that the budget request for additional funds in the state salmon capital budget for the 2015-17 biennium would be successful. Director Cottingham responded that is unknown at this time, and that the board will discuss budgets in August.

General Public Comment:

Jeff Breckel, Council of Regions, supports the creation of a Monitoring Panel. He related that the regions do not agree on the IMW funding. Additionally, Mr. Breckel requested that the board focus on project effectiveness to get more value out of projects. He is concerned about the use of returned funds for Fish In/Fish Out efforts. Mr. Breckel related that the COR would like to see monitoring as a grant-eligible project type.

Phil Rockefeller moved to approve the revised strategic plan language included in Attachment C of the board materials.

Seconded by: Bob Bugert

Motion: APPROVED

Phil Rockefeller moved to approve an initial annual budget of \$50,000 for the creation and recruitment of the Salmon Recovery Funding Board Monitoring Panel, to be made up of people with relevant monitoring credentials and practical policy experience.

Seconded by: Nancy Biery

Motion: APPROVED

Phil Rockefeller moved that the Monitoring Panel update and finalize the board's draft monitoring strategy, with staffing from GSRO.

Seconded by: Nancy Biery

Motion: APPROVED

Phil Rockefeller moved that the Monitoring Panel develop an adaptive management program per the recommendations of the board subcommittee, including guidance from GSRO.

Seconded by: Bob Bugert

Motion: APPROVED

Bob Bugert moved that the board adopt the recommendations outlined in Memo 7A (#5) to implement projects within three Intensively Monitored Watersheds (Lower Columbia, Straits, and Hood Canal) by allocating up to \$2 million of returned funds per year over three years.

Seconded by: Phil Rockefeller

Motion: APPROVED

Phil Rockefeller moved that the board adopt the recommendations outlined in Memo 7A (#6) to advance the overall recovery monitoring needs for the board and the regional recovery delisting requirements.

Seconded by: Nancy Biery

Motion: APPROVED

The board decided by consensus that they will align all monitoring funding or program decisions with the federal fiscal year. They will explore making monitoring an eligible grant round project type.

Item 7B: Tetra Tech Effectiveness Monitoring Contract 2014 Scope of Work

GSRO staff member Keith Dublanica and Jennifer O'Neal of Tetra Tech provided details of the requested time extension and budget increase for Tetra Tech's effectiveness monitoring contract. Tetra Tech proposed to complete monitoring at 19 total sites in 2014 and 21 sites in 2015.

Phil Rockefeller moved to approve \$225,463 of PCSRF funds to continue the existing project effectiveness program with Tetra Tech through September 30, 2014.

Seconded by: Nancy Biery

Motion: APPROVED

Item 7C: Funding for Monitoring Video

GSRO staff members Brian Abbott and Keith Dublanica presented a request for funding of a monitoring video. The message of the video will reinforce the themes the board endorsed from the Stillwater Sciences Report and tell the story of inter-agency monitoring collaboration.

Mr. Abbott responded to a question that the previous video on salmon recovery cost approximately \$42,000.

Bob Bugert moved to approve \$32,000 of PCSRF return funds for the development of a video to highlight board monitoring program goals and the role of monitoring in getting to a delisting decision.

Seconded by: Nancy Biery

Motion: APPROVED

Break from 10:55-11:00 am.

Item 8C: Reallocation of Lead Entity Funds to Support the Priorities of the Washington Salmon Coalition

(This item was presented out of order to accommodate participant schedules.)

GSRO staff members Brian Abbott and Lloyd Moody presented a request to approve the use of up to \$50,000 in anticipated unspent lead entity capacity funds between May 1, 2014 and June 30, 2015 to support the statewide efforts of the Washington Salmon Coalition.

Director Cottingham clarified that she created this proposal based on feedback at the Lead Entity retreat.

Bob Bugert moved to approve up to \$50,000 in anticipated unspent lead entity capacity funds to support WSC's mission and Action Plan.

Seconded by: Sam Mace

Motion: APPROVED

Recognition of Lloyd Moody

GSRO Executive Coordinator Brian Abbott recognized Lloyd Moody for the five years he dedicated to the GSRO, particularly for his work with Lead Entities. Chair Troutt added his praise of Mr. Moody for his commitment and passion for salmon recovery. Member Bugert thanked Mr. Moody for his friendship and mentorship. Member Duffy additionally praised Mr. Moody for his dedication and hard work. Mr. Moody was presented with a plaque.

Item 8A: Salmon Recovery Conference 2015 Funding Request

GSRO Executive Coordinator Brian Abbott and RCO Salmon Section Manger Tara Galuska recommend that the board fund a portion of the salmon recovery conference for up to \$99,800 for a three-day event, held in May or June 2015. Some of this funding was written into the 2014 PCSRF application. The board contribution will cover the cost of RCO conference planning staff, the facility rental and meals, materials and advertising, and a video recording of conference sessions.

Staff are discussing a joint management approach to the conference with WDFW and Long Live the Kings.

Mr. Abbott responded to a question from Chair Troutt that RCO will host the event, but will contract help from other organizations. Member Quan commented that a co-management approach is an important process to better align our salmon recovery efforts with other organizations.

Member Biery asked whether the conference is consistent with the communications plan highlighted in the Salmon Recovery Management Report. Mr. Abbott confirmed. Member Biery also urged tribal participation.

Director Cottingham clarified that the costs of the conference covered the registration and participation of lead entity representatives.

Member Bugert asked how the cost of this proposed conference compared to the last conference. Mr. Abbott responded that there has been an increase from a cost of \$84,000 last year.

Nancy Biery moved to approve \$99,800 of PCSRF funds for the 2015 Salmon Recovery Conference, to be held in May or June 2015.

Seconded by: Phil Rockefeller

Motion: APPROVED

Item 8B: Funding for Future of Our Salmon Conference

GSRO Executive Coordinator Brian Abbott and RCO Salmon Section Manager Tara Galuska recommended the board sponsor the Columbia River Inter-tribal Fish Commission Future of Our Salmon Conference scheduled for April 23-24 at the Oregon Convention Center in Portland, Oregon. Mr. Abbott and Ms. Galuska requested the board consider sponsoring the conference at the \$1,000 level.

Bob Bugert moved to approve \$1,000 of returned PCSRF funds for sponsorship of the Columbia River Inter-tribal Fish Commission's Future of Our Salmon Conference.

Seconded by: Sam Mace

Motion: APPROVED

Chair Troutt was excused from the meeting at 4:13 pm.

Item 9: Overview of WDFW's Habitat Program

Lisa Veneroso, Margen Carlson, Tim Quinn, and Dave Price of WDFW presented highlights of their agency's habitat program. The program's three strategic priorities include fish passage, priority habitat and species work, and hydraulic permit authority.

Two policy priorities were summarized by Ms. Veneroso, including the fish passage federal culvert injunction and the recently passed fish passage legislation (2SHB 2251).

Mr. Price summarized WDFW's restoration efforts. Ms. Carlson discussed the WDFW's Priority Habitat and Species (PHS) section, particularly their work assisting local governments. The Growth Management Act and the Shoreline Management Act cite the use of the PHS. Although the use of PHS is not required, it receives heavy consideration by the courts.

Mr. Quinn discussed the science behind monitoring and highlighted Hydraulic Project Approval (HPA) compliance and effectiveness monitoring and adaptive management.

Member Rockefeller asked about the Salmon and Steelhead Habitat Inventory and Assessment Program (SSHAP). The presenters responded that they have developed tools associated with SSHAP and data collection, but they are still working on the management of SSHAP components. Watershed characterization is an example from the presentation that is consistent with the “next generation” of SSHAP.

Member Bugert summarized the riparian buffer conversation earlier in the meeting and asked for WDFW feedback on public incentives to increase riparian buffer widths.

Meeting adjourned at 4:56 p.m.

Minutes approved by:

David Troutt, Chair

Date

April 1, 2014

**Mr. David Troutt, Chairman
Salmon Recovery Funding Board
P O Box 40917
Olympia, Washington 98504-0917**

RECEIVED
APR - 4 2014
**WA STATE
RECREATION AND CONSERVATION OFFICE**

Dear Mr. Troutt,

My wife and I live at 817 Shorecrest Drive, Oak Harbor, Washington, with our home located in the Dugualla Bay Community on Skagit Bay. This location places us smack dab in the middle of Whatcom Camano Land Trust and your infamous Salmon Recovery Project proposed for our community lagoon.

We are aware that WCLT has insinuated that all Dugualla Bay residents are in favor of said project. This is blatantly untrue! The fact is; all of the residents directly affected are adamantly opposed. It is also my understanding that Ms. Powell has voiced that perhaps, at a later date, she may renegotiate a higher water level for the lagoon. AIN'T GONNA HAPPEN!

My garden area is within three to four feet of the lagoon; consequently, I see a few of the lagoon's fish, mostly bullheads and shiners (smolt, smelt or herring types). The majority of the times they are in the mouths of herons, several different species of mergansers, five or six different types of fish ducks, cormorants, osprey, eagles or king fishers. We also have a resident family of otters, (as many as seven) who also frequent the lagoon. There are also feral cats, raccoons and coyotes. All of these predators in a condensed area?

Why are we opposed to a rise in lagoon water levels? Several years ago, the lagoon's drain pipe became clogged, causing the

lagoon's water level to rise two feet. At the same time, a storm hit our area with gusts up to 60 MPH. There were times during the storm, that the lagoon's water level actually rose approximately four feet, causing damage to several properties. Of greater concern, it may have come very close to compromising our septic systems.

Exposed tide flats have also been mentioned as part of your proposed project. What a stinking mess that would be!

In closing, we say to continue this ill-advised (Tribes?) project is a huge waste of tax payer's money and opens the door to legal recourse.

Sincerely,



**Gary and Claudean (Davis) Talbert
817 Shorecrest
Oak Harbor, WA 98277
Phone 360-679-2067**

RECEIVED

APR - 4 2014

WA STATE
RECREATION AND CONSERVATION OFFICE

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Director's Report

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

This memo is the director's report on key agency activities, including operations, agency policy issues, and legislation. Information specific to salmon grant management, performance management, and the fiscal report are in separate board memos.

Board Action Requested

This item will be a:

<input type="checkbox"/>	Request for Decision
<input type="checkbox"/>	Request for Direction
<input checked="" type="checkbox"/>	Briefing

In this Report

- Agency operations
- Legislative, budget, and policy updates
- Update on sister boards

Agency Operations

RCO Adds a New Grant Program to Protect Marine Shorelines

RCO is accepting applications in a new grant program: The Marine Shoreline Protection Program. This program is supported by funds from the Environmental Protection Agency (EPA). RCO is jointly managing this program with the Washington Departments of Fish and Wildlife and Natural Resources. RCO will accept the applications and manage the grants once awarded. The other agencies will evaluate the grant proposals and award the grants. This grant program aims to protect high-priority, Puget Sound marine shoreline from the impacts of development through land purchases and voluntary land preservation agreements. Preference will be given for projects that protect intact habitat in areas that are rapidly developing. The Marine Shoreline Protection program is part of the larger [Puget Sound Marine and Nearshore Grant Program](#), which funds projects to protect and restore marine shorelines. Applications are due June 2.

RCO Staff on the Move

- **Nona Snell**, RCO's Policy Director/Legislative Liaison, will be leaving at the end of June. She has accepted a position with the Office of Financial Management (OFM) to be the Senior Budget Assistant for the Capital Budget. The positive aspect to this loss is that we will have a Senior Budget Assistant at OFM who is very familiar with all of our programs. We have not yet decided how to replace Nona.
- **Amee Bahr** has joined the Salmon Section as an administrative assistant. She has her degree in environmental science from The Evergreen State College. Amee worked at Sound Native Plants for 10 years. Amee most recently was a secretary for the Department of Ecology in the Nuclear Waste Program.
- **Kiko Freeman** has joined RCO as a new fiscal analyst. Kiko previously worked for the Department of Enterprise Services as a payroll analyst and has many years of experience working in accounts payable with Washington State Patrol and Department of Enterprise Services.
- **Sarah Gage** stepped into the lead entity manager role in the Governor's Salmon Recovery Office replacing **Lloyd Moody** who retired in April. Lloyd has spent the past 5 years guiding the lead entity program in the Governor's Salmon Recovery Office. His knowledge of salmon recovery and the history of Washington's efforts will be missed greatly by all. Sarah is no stranger to lead entities or salmon recovery. She coordinated a very successful Salmon Recovery Conference in 2013 and also was the lead on updating the metrics for more than 1,200 salmon recovery projects.
- **Brent Hedden** has been promoted to the agency's chief accountant. He will supervise two fiscal analysts and lead work with the Department of Enterprise Services in all accounting, payroll, travel, and accounts payable.
- **Wendy Loosle** will join RCO in June as a management analyst. She will have three primary duties: Board liaison, agency records officer, and lead on public disclosure requests. Wendy comes to us from the Washington Department of Early Learning, where she was a professional development coordinator. She is currently is getting a master's degree in environmental studies from The Evergreen State College.
- **Justine Sharp** has been hired as an administrative assistant. Justine is working to scan all old grant documents into digital form for permanent storage in our PRISM database. She has held several administrative positions, most recently at Companion Veterinary Hospital in Lacey.

One of Our Own gets Recognition with Governor Award

Scott Robinson has been selected to receive the Governor's Award for Leadership in Management. High praise for the excellent work he does for us every day. The Governor's award is an annual award that recognizes managers in state government who demonstrate extraordinary leadership through performance results in the previous year. I nominated Scott because he has driven the agency's development of its technology and performance management systems, while ensuring staff remain motivated and customers happy. Scott led RCO in developing technology that transparently showed where the money was going and what

it accomplished through new online tools. He managed those same tools to measure staff performance, holding staff accountable for getting money out the door quickly and closing projects timely. Scott recognized that looking forward and positioning our technology for the future is key to remaining open, transparent, accountable, and efficient. Managing through budget cuts, Scott's positive attitude and open communication style ensured that employee morale and customer satisfaction stayed high as measured in statewide surveys. Scott is the kind of independent, self-starting, motivated employee that every manager dreams of having to supervise. His reward, beside our eternal gratitude, is lunch with the Governor.

RCO Teams Up for Salmon Recovery Presentation to Governor

On April 14, RCO teamed up with our partners at the Department of Fish and Wildlife to share data about fish barrier removal with the Governor and his staff. I coordinated a "customer focus" panel to highlight salmon recovery efforts. Participants included David Troutt, chair of the Salmon Recovery Funding Board; Dave Caudill, RCO outdoor grants manager; and Sam Madsen, a participant in the Family Forest Fish Passage Program. See TVW's coverage of the event at www.tvw.org/index.php?option=com_tvwplayer&eventID=2014040047. The salmon discussion starts about 36 minutes into the recording.

50th Anniversary Plan Set

To commemorate RCO's 50th anniversary this year, the agency will be hosting a formal reception for RCO staff, partners, and former employees and board members set for late afternoon on October 29 in the State Capitol Building. Staff committees are meeting to develop the details so more will follow.

RCO and IT Strategy

RCO and the Puget Sound Partnership have an agreement for sharing information technology staff, resources, and support services. We hired a contractor to look at our systems, staffing, hardware, and other things and make recommendations to guide us in developing a strategic plan. With that first phase complete, we are set to hire a contractor to develop the strategic plan, which will guide us for 3-5 years, and a work plan for the next biennium. The process and plans will be centered on:

- Our systems and applications such as PRISM, Habitat Work Schedule, mapping, *State of Salmon in Watersheds* report, and mobile apps.
- Our information and data.
- Web sites, project snapshot, project atlas, report card, project search, and land inventory
- Our hardware, support, storage, etc.

Our goal is to have the plan completed by the end of the year.

Salmon Recovery Monitoring Panel

An assessment of salmon monitoring efforts earlier this winter resulted in a recommendation to create a monitoring panel. RCO recruited for panel members through a Request for Qualifications and Quotations and received eight proposals. Evaluators will be scoring the proposals on the candidate's credentials, expertise, project schedule, and cost. Interviews with most of the candidates are expected in mid-May with contracts developed by early June. The panel is expected to be in place by June. The panel will: Create an adaptive management framework; evaluate the performance of the board's monitoring program and make policy or funding recommendations; and see if there are any lessons in other monitoring efforts could be applied to board programs.

Staff Attending the Salish Sea Ecosystem Conference

Several Salmon Section staff members attended the Salish Sea Ecosystem Conference in Seattle. The conference is the largest, most comprehensive event of its kind in the region. The purpose of the conference is to assemble scientists, First Nations and tribal government representatives, resource managers, community and business leaders, policymakers, educators, and students to present the latest scientific research on the state of the ecosystem, and to guide future actions for protecting and restoring the Salish Sea ecosystem.

Legislative, Budget, and Policy Updates

Budget Update

The Office of Financial Management is expected to complete budget instructions in early July. The instructions will provide direction for the Recreation and Conservation Office's budget requests. See Item 9 for more budget-related information.

Mitigation Matching Project Update

In 2013, The Washington State Legislature provided RCO \$100,000 to identify opportunities to optimize salmon habitat restoration and minimize permit delays for transportation mitigation projects. The Governor's Salmon Recovery Office (GSRO) met with the Department of Transportation to explore a partnership between the agencies using our existing data systems to identify mitigation and salmon projects. GSRO hired Eldred and Associates to help develop a search tool that matches transportation projects with salmon projects. This project will show how state-of-the-art technology can streamline permitting by providing easy access to habitat project lists and mapped locations, which can help permitting agencies and applicants implement projects more efficiently. The contract runs through the end of the year.

Update on Sister Boards

Washington Invasive Species Council

The council's invasive species reporting app, 'WA Invasives,' is available now for free download in the iTunes store and Google Play. The council anticipates a full rollout of the app later this spring. At the March 13 meeting, members voted to create an Industry Advisory Panel that would represent the various industry sectors that are impacted by invasive species. The panel would advise on agenda items and other related invasive species current issues. The council also is beginning to develop a decontamination and prevention training video to be used by state and local agencies, and an update to its 2008 statewide strategic plan. Staff also participated in a Washington Department of Fish and Wildlife-led field tour for Congresswoman Jamie Herrera-Buetler's staff to discuss fishery issues and invasive species threats in the Columbia River.

Habitat and Recreation Lands Coordinating Group

The Lands Group held its quarterly meeting and the acquisition forum in March. The group discussed including more information about the use of lands and future costs in reports. The forum was well attended by county commissions, legislators, citizens, and state agencies. State agencies gave presentations about the habitat and recreation lands they anticipate purchasing with appropriations from the 2015-17 Biennial Budget.

The focus of the next quarterly meeting of the Habitat and Recreation Lands Coordinating Group on June 19th will be identification of measurable goals and future costs of land acquisitions and completing the 2014 State Land Acquisition Forecast Report.

Recreation and Conservation Funding Board

The Recreation and Conservation Funding Board met April 16. Assistant Attorney General Brian Faller briefed the board on the potential for board or board member liability, RCO staff gave an update on several high-profile conversion projects, and the board held a public hearing for non-substantial changes to the Washington Administrative Code.

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Management Status Report: Financial Report
Prepared By: Mark Jarasitis, Chief Financial Officer

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

This financial report reflects Salmon Recovery Funding Board activities as of April 2014.

The available balance (funds to be committed) is \$48.4 million, with the majority of these funds to be awarded to projects by the December 2014 board meeting. The amount for the board to allocate is approximately \$40.2 million, primarily in new state and federal funds as well as returned funds. The amount for other entities to allocate is \$8.2 million.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Balance Summary

Fund	Balance
Current State Balance	9,544,781
Current Federal Balance – Projects, Hatchery Reform, Monitoring	802,017
Current Federal Balance – Activities	3,462,607
Lead Entities	187,923
Puget Sound Acquisition and Restoration (PSAR) & Puget Sound Restoration (PSR)	29,866,640
Estuary and Salmon Restoration	2,038,318
Family Forest Fish Passage Program (FFFPP)	2,210,269
Puget Sound Critical Stock	296,840

Salmon Recovery Funding Board Budget Summary

For the Period of July 1, 2013 - June 30, 2015, actuals through 2/18/2014 (fiscal month 07).

Percentage of biennium reported: 29.2

	BUDGET	COMMITTED		TO BE COMMITTED		EXPENDITURES	
	new & reapp. 2013-15	Dollars	% of budget	Dollars	% of budget	Dollars	% of completed
GRANT PROGRAMS							
State Funded 03-05	\$159,127	\$159,127	100%	\$0	0%	\$159,127	100%
State Funded 05-07	\$947,980	\$936,749	99%	\$11,231	1%	\$160,614	17%
State Funded 07-09	\$1,892,914	\$1,862,914	98%	\$30,000	2%	\$495,064	27%
State Funded 09-11	\$210,888	\$205,363	97%	\$5,525	3%	\$189,426	92%
State Funded 11-13	\$7,238,131	\$5,950,602	82%	\$1,287,529	18%	\$2,329,642	39%
State Funded 13-15	\$14,382,000	\$6,171,504	43%	\$8,210,496	57%	\$71,731	1%
State Funded Total	24,831,040	15,286,259	62%	\$9,544,781	38%	3,405,604	22%
Federal Funded 2009	\$4,221,630	\$3,928,644	93%	\$292,986	7%	\$2,096,568	53%
Federal Funded 2010	\$12,820,920	\$12,657,316	99%	\$163,605	1%	\$5,224,758	41%
Federal Funded 2011	\$12,544,842	\$12,544,842	100%	\$0	0%	\$4,717,583	38%
Federal Funded 2012	\$19,224,074	\$17,978,056	94%	\$1,246,018	6%	\$4,867,893	27%
Federal Funded 2013	\$18,284,837	\$15,722,825	86%	\$2,562,012	14%	\$1,418,097	9%
Federal Funded Total	67,096,304	62,831,683	94%	\$4,264,621	6%	18,324,899	29%
Lead Entities	6,204,166	6,016,244	97%	187,923	3%	1,981,885	33%
Puget Sound Acquisition and Restoration	83,787,108	53,920,468	64%	29,866,640	36%	11,312,576	21%
Estuary and Salmon Restoration	16,749,076	14,710,758	88%	2,038,318	12%	2,937,074	20%
Family Forest Fish Passage Program	11,911,409	9,701,140	81%	2,210,269	19%	3,763,057	39%
Puget Sound Critical Stock	2,395,012	2,098,171	88%	296,840	12%	1,300,718	62%
Subtotal Grant Programs	212,974,114	164,564,724	77%	48,409,390	23%	43,025,813	26%
ADMINISTRATION							
Salmon Recovery Funding Board Admin/Staff	4,265,478	4,265,478	100%	-	0%	1,359,800	32%
Review Panel	684,516	684,516	100%	-	0%	167,503	24%
Subtotal Administration	4,949,994	4,949,994	100%	-	0%	1,527,303	31%
GRANT AND ADMINISTRATION TOTAL	\$217,924,108	\$169,514,718	78%	\$48,409,390	22%	\$44,553,116	26%

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Performance Report
Prepared by: Jennifer Masterson, Performance Analyst

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

This memo summarizes fiscal year-to-date grant management and project impact performance measures for projects funded by the Salmon Recovery Funding Board.

Board Action Requested

This item will be a:

<input type="checkbox"/>	Request for Decision
<input type="checkbox"/>	Request for Direction
<input checked="" type="checkbox"/>	Briefing

In this Report

- Project Impact Performance Measures
- Grant Management Performance Measures

The data included in this memo are specific to projects funded by the Salmon Recovery Funding Board. Data are current as of May 5, 2014.

Project Impact Performance Measures

The following tables provide an overview of fish passage accomplishments funded by the Salmon Recovery Funding Board in fiscal year 2014. Grant sponsors submit these performance measure data for blockages removed, fish passages installed, and stream miles made accessible when a project is completed and in the process of closing.

Twenty-nine salmon blockages have been removed so far this fiscal year (July 1, 2013 to June 30, 2014), with 19 passageways installed (Table 1C-1). These projects have cumulatively opened over 48 miles of streams (Table 1C-2).

Table 1C-1 SRFB-Funded Fish Passage Metrics

Measure	FY 2014 Performance
Blockages Removed	29
Bridges Installed	8
Culverts Installed	5
Fish Ladders Installed	0
Fishway Chutes Installed	6

Table 1C-2 Stream Miles Made Accessible

Project #	Project Name	Primary Sponsor	Stream Miles
07-1676	Historic Skamokawa Creek Restoration	Wahkiakum Conservation Dist	2.2
09-1232	Wickett Flood Plain Connection/Barrier Removal	Chehalis Confederated Tribes	14.15
10-1504	Middle Branch LeClerc Creek Restoration	Kalispel Tribe	0.25
10-1750	Little Bear Creek - 132nd Ave Barrier Removal	Adopt A Stream Foundation	8
10-1776	Midway Creek Fish Barrier Removal Project	South Puget Sound SEG	0.6
10-1794	Camp Creek Culvert Replacement	Pacific Coast Salmon Coalition	3.2
10-1847	Teaway River - Red Bridge Road Project	Kittitas Co Conservation Dist	2.8
10-1916	Green Creek Weir Removal	Pacific County Anglers	5.89
11-1250	Cedar Creek Road Barrier Culvert Correction	Chehalis Basin FTF	2
11-1285	McDonald Creek Restoration	Chehalis Basin FTF	0.62
11-1340	Christmas Creek Drainage Restoration	Pacific Coast Salmon Coalition	1.04
11-1441	Upper Chumstick Barrier Removal	Chelan Co Natural Resource	0.3
11-1441	Upper Chumstick Barrier Removal	Chelan Co Natural Resource	0.1
11-1441	Upper Chumstick Barrier Removal	Chelan Co Natural Resource	1
11-1441	Upper Chumstick Barrier Removal	Chelan Co Natural Resource	0.5
11-1441	Upper Chumstick Barrier Removal	Chelan Co Natural Resource	1.1
11-1516	Middle Branch LeClerc Creek Restoration Phase II	Kalispel Tribe	3
11-1597	Ellsworth Creek Fish Passage Project	The Nature Conservancy	1
12-1456	Schoolhouse Creek Culvert Replacements	Pierce Co Water Programs Div	0.5
Total Miles			48.25

Grant Management Performance Measures

Table 1C-3 summarizes fiscal year 2014 operational performance measures to date. Recreation and Conservation Office grant managers and fiscal staff continue to meet or exceed performance targets related to timely issuance of project agreements, response to progress reports, and project closure.

Table 1C-3 SRFB-Funded Grants: Management Performance Measures

Measure	FY Target	FY 2014 Performance	Indicator	Notes
Percent of Salmon Projects Issued Agreement within 120 Days of Board Funding	85-95%	87%	●	Staff have mailed a total of 125 agreements so far this fiscal year for SRFB-funded projects. Staff mail agreements on average 59 days after a project is approved.
Percent of Salmon Progress Reports Responded to On Time (15 days or less)	65-75%	86%	●	A total of 367 progress reports have been due so far this fiscal year for SRFB-funded projects. Staff responded to 316 in 15 days or less.
Percent of Salmon Bills Paid within 30 days	100%	91%	●	This fiscal year-to-date, 905 bills have come due for SRFB-funded projects. 828 bills were paid. Bills may not be paid on time because of incomplete sponsor paperwork or lack of proper documentation.
Percent of Projects Closed on Time	60-70%	70%	●	A total of 115 SRFB-funded projects were scheduled to close so far this fiscal year. Eighty of these projects closed on time.
Number of Projects in Project Backlog	0	12	●	Twelve SRFB-funded projects are currently in the backlog.
Number of Post-Completion Inspections Done	No target set	41	NA	

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Salmon Recovery Management Report
Prepared By: Brian Abbott, Governor's Salmon Recovery Office Executive Coordinator
Tara Galuska, Salmon Recovery Section Manager

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

The following are some highlights of work being done by the staff in the Recreation and Conservation Office and the Governor's Salmon Recovery Office.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Grant Management

2013 Grant Cycle Update

As of May 15, 2014, there are 28 projects in funded status and grant management staff are working to get agreements signed for these projects. Of those projects funded in 2013, a total of 111 are under agreement and in active status. Our performance measure is to have all 2013 board funded projects in active status by June 4, 2014. Of the active projects, some sponsors are well underway in implementing their projects.

Starting the 2014 Grant Cycle

As of May 1, 2014, 189 applications for the 2014 grant cycle are entered into PRISM, the Recreation and Conservation Office (RCO) project database. Staff are busy reviewing applications and working with project sponsors. Lead entities are coordinating project site visits with the review panel and staff. All project review site visits occur between April and June. Six out of 25 lead entity site visits are completed. The lead entity site visits are an opportunity for staff and the review panel to see the project sites, learn about the projects, and provide feedback to the project sponsor.

There is an early action process to allocate the remaining 2013-2015 Puget Sound Acquisition and Restoration (PSAR) funds. As of May 15, there is \$9.2 million remaining to be allocated in

the regular PSAR account and two large capital PSAR projects to be funded in the amount of \$15 million. Staff anticipate that all of the PSAR funds will be allocated as part of the early action process. Those “early action” projects must have a complete application loaded in PRISM prior to the site visit, and will come before the board for funding at the September meeting in Winthrop, WA. All other projects submit draft applications, with the full application due in PRISM by August 15, 2014.

Family Forest Fish Passage Program Projects Underway

Dave Caudill, RCO outdoor grants manager for the Family Forest Fish Passage Program (FFFPP), presented information on the efficiencies and benefits of the FFFPP to Governor Inslee and his staff. More information on this presentation is included in the Director’s Report.

RCO staff are working closely with partner agencies to get the 2014 Family Forest Fish Passage projects underway, including the remainder of the \$10 million in funding from 2012 and \$2 million in 2013. Staff continue to close out the 42 projects that were constructed during the 2013 summer. There are 52 new projects staff are working with in preparation for construction during the summer 2014. These projects remove fish passage barriers on small, private forestlands. Even with these new projects, there are 458 eligible landowners with 678 crossings on the waiting list.

Estuary and Salmon Restoration Program

Staff are currently placing \$12 million in funding under contract for 20 Estuary and Salmon Restoration Program (ESRP) projects funded in 2013. Six additional projects received \$2.3 million through the Environmental Protection Agency’s National Estuary Program for beach restoration projects.

The Washington Department of Fish and Wildlife (WDFW) hired a new staff person, Jay Krienitz, to replace Betsy Lyons, the former ESRP Program Manager. Betsy moved to a position with Seattle Public Utilities. Jay comes to WDFW from the Minnesota Department of Natural Resources. ESRP staff are preparing for the next grant round in fall of 2014. They are working on the timeline for proposals and will develop and prioritize a project list for the next legislative session.

Viewing Closed Projects

Attachment A lists projects that have closed between February 10, 2014 and May 5, 2014. To view information about a project, click on the blue project number. From that link, you can open and view the project attachments (e.g., designs, photos, maps, and final report).

Amendments Approved by the Director

The table below shows the major amendments approved between February 15, 2014 and May 1, 2014. Staff processed a total of 48 project related amendments during this period, but most were minor revisions related to project scope or time extensions.

Number	Name	Sponsor	Program	Type	Amount/Notes
09-1705	Skamokawa Creek Community Watershed Implementation	Wahkiakum Conservation Dist	Salmon State Projects	Project Type Change	Change from Combination (Acq/Rest) to Restoration only and remove acquisition piece
12-1663	Twisp River-Poorman Creek RM 4.75	Methow Salmon Recovery Found	Salmon Federal Projects	Project Type Change	Change from Acquisition only to Combination Acq/Planning to do feasibility study and design
11-1343	Meadowbrook Creek and Dungeness River Reconnection	North Olympic Salmon Coalition	Puget Sound Acq. & Restoration	Project Type Change	Change from restoration to Combination Res/Planning due to addition of ESRP Planning funds.

Grant Administration

The following table shows projects funded by the board and administered by staff since 1999. The information is current as of May 15, 2014.

- Staff are working with sponsors to place "pending" projects under agreement, following approval at the March 2014 board meeting.
- Active projects are under agreement. Sponsors are working on implementation with RCO support for grant administration and compliance.

	Pending Projects	Active Projects	Completed Projects	Total Funded Projects
Salmon Projects to Date	26	375	1,482	1,883
Percent of Total	1.4%	19.9%	78.7%	

This table does not include projects funded through the Family Forest Fish Passage Program or the Estuary and Salmon Restoration Program. Although RCO staff support these programs through grant administration, the board does not review and approve projects under these programs.

Records Retention Project

RCO's records retention project is a Lean initiative that updates the agency's process for maintaining current project records and handling old records. Lean is a management philosophy that identifies what is valuable to the agency's customers and eliminates unnecessary steps and processes that decrease efficiency. Records are currently stored in multiple places, which is challenging for contract compliance and risk management. Additionally, staff time is spent scanning paper documents that could be received and managed electronically. The records retention project is moving forward in two stages: the first stage will update the retention process for new records, the second will update the process for old records. The first stage is

complete and the retention process has been updated, effective May 1, 2014. The second stage is underway and the process should be developed by July 2014.

Governor's Salmon Recovery Office

Lead Entity Program Manager Position

Lloyd Moody of the Governor's Salmon Recovery Office (GSRO) retired April 30, 2014. Lloyd will be missed but luckily Sarah Gage stepped into the full-time role of Lead Entity Manager on May 1, 2014. Sarah is no stranger to lead entities or salmon recovery. She coordinated a very successful Salmon Recovery Conference in 2013 and was also the lead on updating the National Oceanic and Atmospheric Administration (NOAA) metrics for over 1,200 salmon recovery projects. Sarah brings a wealth of knowledge, passion, enthusiasm, and science to the position. She is looking forward to working with the 25 lead entities across the state and the Washington Salmon Coalition.

Communications Plan

GSRO completed a competitive procurement for a consulting firm to develop a communications plan on behalf of regional organizations and recovery partners. Pyramid Communications was selected from a pool of twelve applicants. There have been two meetings of a work group to assist Pyramid with the development of appropriate messaging. A draft communications plan and a summary report of recommendations will be presented at the board's June meeting.

Mitigation Matching Demonstration Project

GSRO solicited contractor proposals in early February for a mitigation matching project that matches transportation projects with habitat restoration and protection projects. Funding for this project was included in the state salmon capital budget in the amount of \$100,000. RCO received three proposals and with the help of an evaluation team selected Eldred and Associates.

This project is to develop a system that enables a landscape mitigation approach and evaluates compensatory mitigation in an ecosystem context. Mitigation matching can both minimize permit delays and optimize salmon habitat restoration for compensatory mitigation. This project will show how state-of-the-art technology can streamline permitting by providing easy access to habitat project lists and mapped locations, which can help permitting agencies and permit applicants implement projects more efficiently. Mitigation matching can assist the State of Washington and RCO optimize the benefits of their salmon recovery and habitat protection and restoration planning by identifying proposed projects and actions that align with transportation mitigation obligations.

RCO's salmon restoration project tracking and reporting system, Habitat Work Schedule (HWS), will help make mitigation matching in Washington State possible. HWS tracks nearly 8500 habitat restoration and protection projects, of which 2,000 are proposed or conceptual projects that are either partially or not yet funded. Paired with the sophistication of the State Department of Transportation's planning products and technologies, HWS creates an excellent opportunity

to test the benefits of mitigation matching. The contract with Eldred and Associates will run through the end of the year.

Washington Salmon Coalition

The board approved \$50,000 of return funds to provide capacity support for the Washington Salmon Coalition (WSC). WSC is a collection of lead entity coordinators across the state that meet regularly. The purpose of WSC is to provide a statewide forum to collectively discuss and address emerging issues in salmon recovery and provide members training and advice for the development of their local salmon recovery program. GSRO prepared request for proposal (RFP) and the contract was awarded to Long Live the Kings. This funding will assist the WSC in implementing their action plan.

Regional Organization Monitoring Budget Request

Regional organizations have consistently expressed a need for additional funding to meet de-listing requirements. Monitoring activities can be funded only through federal funds or state operating funds; state capital (bond) funds cannot be used for monitoring. The GSRO has committed to work with regional organizations to develop a state general fund budget request to submit to the Office of Financial Management for potential inclusion in the Governor's proposed budget for the 2015-2017 biennium. Such budget requests are submitted by a state agency in early September of even-numbered years. To be successful, regional organizations will need to work with RCO staff to:

1. Identify specific monitoring activities that will be necessary to achieve de-listing under the Endangered Species Act, by region and the time period;
2. Describe who will implement the monitoring work within each region;
3. Identify gaps between current state and local monitoring and the monitoring necessary to achieve de-listing;
4. Detail overall monitoring needs for the next 10 years in 2 year (biennial) increments.

The regions had a meeting on May 12, 2014 where they prioritized their budget needs. Memo 9 describes the budget requests.

Salmon Recovery Funding Board Monitoring Panel

The board approved the creation of a 3-5 member monitoring panel. GSRO/RCO recently released a call for monitoring panel members. Eight responded to the request for qualifications that were due April 30, 2014. The panel is expected to be in place by the end of June and will fill four important roles:

1. Create a functional adaptive management framework with clearly written expectations and a process for timely implementation;
2. Evaluate, by component, the performance of the board's monitoring program and provide guidance and funding recommendations to the board;

3. Review project effectiveness monitoring and Intensively Monitored Watersheds monitoring results to recommend changes in policy or funding criteria;
4. Compare and share monitoring results to see if lessons learned in other monitoring efforts could be applied to board programs.

A small team will be interviewing seven candidates on May 21. Staff will provide an update at the board meeting in June.

State of Salmon Report

The Department of Ecology and WDFW produced data for several State of Salmon indicators. They are publishing their data to data.wa.gov, the state's web-based tool for charting and tracking live data that feeds into the State of Salmon report web site. Our web designer is pulling this data into our development site.

GSRO staff met with the Northwest Indian Fisheries Commission (NWIFC), the Puget Sound Partnership (PSP), and WDFW to increase coordination of data, technologies, and messages for our respective reports: The State of Our Watersheds report (NWIFC), the State of the Sound report (PSP), and our State of Salmon report. All three documents report similar indicators. This coordination will also decrease pressure on our data sources in the long term.

Habitat Work Schedule

GSRO recently held its first HWS Action Committee meeting with lead entity coordinators who will help inform GSRO about what system users need, how metrics can be more clarified and streamlined in the system, and what outside data would be useful to bring into HWS. GSRO staff conducted two trainings with contractor Paladin Data Systems, lead entities, and sponsors. Staff continue to work with lead entities to align HWS and RCO's PRISM grant management data system for historic projects where the data had been out of sync. GSRO and the lead entities are identifying priority HWS metrics to report across the state at various scales, including in the SOS at the state scale. GSRO and lead entities are also working with PSP to report Puget Sound Action Agenda targets using specific PSP metrics that lead entities tracked in HWS.

Salmon Projects Completed and Closed from February 10, 2014-May 15, 2014

Number	Name	Sponsor	Program	Closed On
11-1441	Upper Chumstick Barrier Removal	Chelan Co Natural Resource	Salmon State Projects	2/12/2014
09-1232	Wickett Flood Plain Connection/Barrier Removal	Chehalis Confederated Tribes	Salmon State Projects	2/13/2014
09-1418	Riverview Park Ecosystem Restoration	Kent City of	Puget Sound Acq. & Restoration	2/18/2014
09-1673	Knotweed Survey and Management - Nooksack River	Whatcom County Noxious Weed	Salmon Federal Projects	2/19/2014
09-1461	Tepee Creek Restoration - Phase 2 Construction	Yakama Nation	Salmon Federal Projects	2/21/2014
07-1676	Historic Skamokawa Creek Restoration	Wahkiakum Conservation Dist	Salmon State Projects	2/25/2014
12-1189	Wiens Farm Riparian Acquisition Project	Heernett Environmental Found	Salmon Federal Projects	3/6/2014
11-1553	Willow Creek daylighting	Edmonds City of	Puget Sound Acq. & Restoration	3/7/2014
11-1219	Downey Farmstead Final Design	Kent City of	Puget Sound Acq. & Restoration	3/7/2014
12-1191	Cedar River Belmondo Reach Acquisition	Seattle Public Utilities	Salmon Federal Projects	3/7/2014
08-1948	Upper Wapato Reach Restoration	Yakima County Public Services	Salmon Federal Projects	3/11/2014
10-1794	Camp Creek Culvert Replacement	Pacific Coast Salmon Coalition	Salmon State Projects	3/11/2014
11-1526	Mission Creek Estuary Restoration	Olympia Port of	Salmon Federal Projects	3/12/2014
11-1597	Ellsworth Creek Fish Passage Project	The Nature Conservancy	Salmon State Projects	3/12/2014
09-1524	Barlow Bay Nearshore Ecosystem Restoration	Friends of the San Juans	Puget Sound Acq. & Restoration	3/14/2014
10-1842	Nooksack Forks & Tributaries Riparian Restoration	Nooksack Salmon Enhance Assn	Puget Sound Acq. & Restoration	3/20/2014
10-1496	Dungeness Habitat Protection	Jamestown S'Klallam Tribe	Puget Sound Acq. & Restoration	3/21/2014
11-1335	Elwha River Salmon and Steelhead Weir	Fish & Wildlife Dept of	Puget Sound Acq. & Restoration	3/24/2014
11-1285	McDonald Creek Restoration	Chehalis Basin FTF	Salmon Federal Projects	3/25/2014
09-1390	Lower Quinault Major Tributaries Knotweed Control	Quinault Indian Nation	Salmon Federal Projects	3/27/2014
11-1377	Tree Farm Hole Acquisition	Stillaguamish Tribe of Indians	Salmon Federal Projects	3/31/2014
08-2001	Large Wood Replenishment	Mid-Columbia RFEG	Salmon Federal Projects	3/31/2014
11-1567	WRIA2 Derelict Fishing Gear Removal	NW Straits Marine Cons Found	Salmon State Projects	4/3/2014
10-1365	Stillwater Floodplain Restoration - Construction	Wild Fish Conservancy	Salmon Federal Projects	4/4/2014
11-1296	Derelict Fishing Net Removal in WRIA6	NW Straits Marine Cons Found	Salmon State Projects	4/4/2014
09-1590	Matson Barrier Removal and Trust Water Project	North Yakima Conserv Dist	Salmon Federal Projects	4/15/2014

Number	Name	Sponsor	Program	Closed On
09-1648	Calistoga Setback Levee - Final Design	Orting City of	Puget Sound Acq. & Restoration	4/15/2014
08-1741	Monahan Creek Restoration	Cowlitz Conservation Dist	Salmon Federal Projects	4/15/2014
13-1103	Royal Arch Reach Protection - Selland	Seattle Public Utilities	Puget Sound Acq. & Restoration	4/17/2014
11-1250	Cedar Creek Road Barrier Culvert Correction	Chehalis Basin FTF	Salmon State Projects	4/17/2014
12-1456	Schoolhouse Creek Culvert Replacements	Pierce Co Water Programs Div	Salmon Federal Projects	4/18/2014
11-1554	Upper Goldsborough Habitat Acquisition Phase 2	Capitol Land Trust	Puget Sound Acq. & Restoration	4/21/2014
11-1450	SF Nooksack Cavanaugh Island Restoration	Lummi Nation	Puget Sound Acq. & Restoration	4/25/2014
10-1481	Canyon Creek Barrier Removal	Whatcom County FCZD	Puget Sound Critical Stock	4/28/2014
10-1859	Middle Boise Creek Restoration	King County DNR & Parks	Salmon Federal Projects	4/30/2014
10-1827	Mill Creek Japanese Knotweed Removal	Walla Walla Co Cons Dist	Salmon Federal Projects	5/6/2014
12-1208	Davis Slough Hydrologic Connectivity Final Design	Skagit Fish Enhancement Group	Salmon Federal Projects	5/6/2014
09-1726	North Powell Complex Riparian Restoration	Nisqually Land Trust	Salmon Federal Projects	5/7/2014
12-1635	NF Touchet R Fish Passage Improvement at Road 650	Umatilla Confederated Tribes	Salmon Federal Projects	5/14/2014

**Washington Council of Salmon Recovery Regions
Report to the Salmon Recovery Funding Board
June 2014**

The regional directors met in April and May to work on the following topics.

- **Communications and Outreach Strategy**

In April Pyramid Communications provided an update on their efforts to craft a salmon recovery communications and outreach strategy. Examples of messaging and outreach strategies developed for other organizations were presented. Pyramid explained that the salmon recovery strategy will present a high-level statewide approach in identifying key messaging, audiences, and outreach methods. In May, the nearly final strategy and messaging materials were presented. The directors were pleased with the Pyramid's approach, but recognize that it just the first step in fully developing and implementing an outreach strategy on both the state and regional scales. It was agreed that it was important to maintain the momentum. Each region will now begin to tailor the message for their particular needs.

In the course of the discussions, the directors expressed a desire to ensure that WDFW programs are in line with regional recovery efforts. The directors asked Brian Abbott to pursue a setting up a meeting with the senior WDFW program managers.

- **2015-17 Monitoring Budget Request**

The directors are working with GSRO and RCO's policy staff to develop a monitoring budget request for inclusion in RCO's operating budget for the next biennium. This is an important request to fill high priority data gaps that will answer key questions and help in working with NOAA for the next 5-year status review. In developing the budget package the regions agreed that both VSP and habitat status and trends monitoring are priorities. Each region has completed a series of exercises to identify and prioritize their gaps. The final budget request and accompanying narrative will be completed with GSRO with assistance from the regions by the end of June.

- **Potential Washington Coast Sustainable Salmon Partnership Funding Request**

The Washington Coast Sustainable Salmon Partnership asked the regional directors to endorse their request to the SRFB for \$50,000 in regional organization contract return funds to help fund development of an implementation "business plan" for its sustainable salmon plan. The WA Coast Partnership is working with National Fish and Wildlife Foundation to secure funding for this effort. NFWF hopes to provide a 1:1 match to the SRFB funds. They have secured a private donor. The regions are supportive of the Washington Coast Partnership's effort but are unsure of the amount of unused regional organization funds that will be available.

- **2015-17 Capacity Coordinated Budget Request**

WDFW is leading the development of a combined salmon recovery capacity proposal for the next biennium. The regions, lead entities, and regional fish enhancement groups, along with GSRO are working together to complete a capacity needs worksheet template. The parties agree this effort is important and timely, but they have concerns that it may not be possible to garner the level of support needed from each of the numerous groups to prepare a 2015-17 biennial funding proposal. Nevertheless, the directors believe that it is important and will continue to help refine the approach and template details.

WSC Officers

Darcy Batura, Chair
Yakima Basin Fish & Wildlife
Recovery Board Lead Entity

Amy Hatch-Winecka, Vice Chair
WRIA 13 & 14 Salmon Recovery
Lead Entities

Cheryl Baumann, Past Chair
N.Olympic Lead Entity for Salmon

John Foltz
Snake River Salmon Recovery
Board Lead Entity

Rich Osborne
N. Pacific Coast & Quinault
Indian Nation Lead Entities

Nick Bean
Kalispell-Pend Oreille Lead Entity

Dawn Pucci
Island County Lead Entity

Jason Mulvihill-Kuntz
Lake Washington, Cedar,
Sammamish Watershed (WRIA 8)
Lead Entity

Members

Todd Andersen
Kalispell-Pend Oreille Lead Entity

Jane Atha
Chehalis Basin Lead Entity

Jeff Breckel
Lower Columbia Lead Entity

Alicia Olivias
Hood Canal Lead Entity

Richard Brocksmith
Skagit Watershed Council

Ann Bylin
Co-Lead for the Stillaguamish
Watershed Lead Entity

Ashley Von Essen
Nisqually Lead Entity

Joy Juelson
Upper Columbia Salmon
Recovery Board Lead Entity

Greg Schuler
Klickitat Lead Entity

Mike Nordin
Pacific County Lead Entity

Doug Osterman
Green, Duwamish and Central
Puget Sound Watershed (WRIA
9) Lead Entity

Kathy Peters
Westsound Watershed Council

Becky Peterson
WRIA 1 Salmon Recovery Board

Barbara Rosenkotter
San Juan Lead Entity

Lisa Spurrier
Pierce County Lead Entity

Pat Stevenson
Stillaguamish Tribe Lead Entity

WASHINGTON SALMON COALITION



Community-Based Salmon Recovery

May 20, 2014

David Troutt, Chairman
Salmon Recovery Funding Board
WA Recreation and Conservation Office
PO Box 40917
Olympia, WA 98504-0917

Dear Chairman Troutt and Board Members,

2014 Grant Round Update

The statewide grant review is now in full swing! At this point in our process, the Lead Entity coordinators are organizing and facilitating project site visits in a manner that makes the best use of the state review panel's time. The purpose of a site visit is to allow individuals who will be evaluating the project to get a better sense of the problem and the project sponsor's proposed solution. In addition to the two state review panel members, other participants include the Lead Entity Coordinator and an RCO Outdoor Grants Manager. Other individuals who may also be present are board members, staff and/or members of the Technical Advisory Groups and Citizen's Committees.

This is an excellent opportunity for applicants to gather advice from attendees on ways to improve the proposal before the final review, and applicants are encouraged to revise their applications in response to feedback. After the site visits conducted, the review panel team will complete project comment forms with directions on how the applicant can improve the project before the final application deadline. Grant applicants must address review panel comments in their final applications.

Thank you for your Support!

During the March SRFB meeting, you unanimously approved the Washington Salmon Coalition request to use \$50k in anticipated unspent lead entity SRFB capacity grant funds to support WSC's statewide efforts as outlined in our Action Plan. Following that decision, we worked with GSRO/RCO to incorporate our scope of work into an RFQQ in order to hire a consultant and put those dollars to work as quickly as possible.

Reponses were reviewed by representatives from GSRC, RCO, and WSC. The contract was awarded to a collaborative approach proposed by Long Live the Kings and Cascadia Consulting. These organizations bring a strong skill set into our group and we are working together to ensure that we hit the ground running. Long Live the Kings and Cascadia Consulting will join WSC for their June in-person meeting to help with meeting logistics and facilitation. We are thrilled to have this support and eager to see how the support will aid WSC in meeting its short and long-term goals and objectives.

WASHINGTON SALMON COALITION



Community-Based Salmon Recovery

Updating WSC Goals and Objectives

You may recall that the WSC completed a significant revision to our Mission, Structure, and Action Plan in 2013. As part of that process, we agreed to revisit both our short and long-term goals annually, during our last meeting of the fiscal year. By doing so, we hope that this guidance document continues to be actively consulted and employed to advance our mission, and is nimble enough to respond to changing needs. Our Communications, Funding, and Habitat Work Schedule committees are working to update their goals and objectives now. Our consultant will update the document to reflect those revisions and we will ask for consensus on the revised document in June.

Statewide Lead Entity News and Updates:

Kennedy/Goldsborough (WRIA 14) project success:

Upper Goldsborough Habitat Acquisition, Phase 2 (11-1554)



Sponsored by Capitol Land Trust and supported by numerous partners including the Squaxin Island Tribe, this project protects 145 pristine acres of Mason County. The property is comprised of wetlands with pockets of forest nearing old-growth conditions, and contains 1 1/3 miles of Goldsborough Creek, which provides high quality habitat for Coho, steelhead and cutthroat.

Goldsborough Creek is a rain-fed system that begins in numerous, depressional lakes and hundreds of acres of floodplain wetlands in the Little Egypt Valley west of Shelton. It increases in gradient and flow downstream as it cuts down through the underlying hydrostratigraphic units to discharge into the Shelton Harbor area. As it flows downstream, summer water temperatures cool from the influx of groundwater. The cooler lower reaches and associated harbor area form critical refugia for numerous resident and migrant fish and wildlife species (including several ESA listed or candidate species like steelhead, orca and coho).

Goldsborough Creek represents an exceptional opportunity for Coho recovery. Returning spawners and out-migrating juvenile populations continue to plummet everywhere around Puget Sound except in Goldsborough Creek. This is the result of removal of a blocking dam at RM 2.2 in 2001 which opened 25 miles of prime fish habitat to spawning and rearing.

Coho benefit tremendously from the fact that the Goldsborough basin is relatively undeveloped. Including the urban growth area, impervious surface is ~8%. Almost all impervious surfaces are located along the lower two miles of stream channel inside the city limits. Much of the basin is managed as industrial timberland which provides extensive forest cover. On the majority of those lands, riparian and instream ecological functions are being restored and protected through a landmark Habitat Conservation Plan/TMDL Technical Report & Implementation Plan.

WASHINGTON SALMON COALITION



Community-Based Salmon Recovery

Yakima Basin (WIRA 37, 38 & 39) Project Success:

Eschbach Park Levee Setback and Restoration Project (10-1765)



Eschbach Park has a long and rich history in the Yakima Basin as a place for rest, refuge, and public open space for recreation and the appreciation of Yakima's natural beauty. Eschbach became a popular park in the 1920s and '30s, thanks to its dance hall, swimming hole and homemade ice cream. For nearly 90 years the park attracted users from around the state for camping, celebrations, or to simply to escape the heat and float on tubes through the lazy side channel.

The park is located in the floodplain of the Naches River and was protected by a large levee. Over the past few decades flood events had weakened the levee and it was clear that the levee as a man-made constriction on the river was contributing to problems downstream, including the loss of private land. Yakima County was also forced to make the hard decision to close Eschbach in 2009 due to challenging budget realities.

In 2010, Yakima County Public Services was awarded a Salmon Recovery Funding Board (SRFB) grant to implement their vision to turn Eschbach Park into a nature preserve. The 50-acre park, located five miles west of Yakima on the Naches River (RM 9.1), features a two-acre pond with a free-flowing stream. The County's vision involved removal of the old levee, allowing the river to recapture some of its historic floodplain, and create fish habitat. This SRFB project ensures that Eschbach will continue to offer public benefits as a place for rest and refuge; however, now the target users are endangered fish and wildlife.

Project partners have worked hard for four years on planning and design, permitting, and looking at cultural resources. Project construction was finally implemented this spring. Project implementation removed the Eschbach Park Levee and reconstructed a new levee 800 to 1100 ft. landward from the original location. The project provides fish access to over 37 acres of high quality, mature riparian habitat in the Naches River and reconnects two side channels that had been cut off by the original levee construction in 1974. Other key benefits include:

- Levee removal – reduction of private property losses.
 - Reduces flood elevations to the City of Yakima Water Treatment Plant (Critical Public Facility) and US 12, both located on the opposite bank from the removed levee.
 - Reduces erosion risk to Kerhsaw Lane and the potential for the channel to move into abandoned gravel pits downstream.
- Irrigation modifications modernized the infrastructure to increase irrigation Efficiencies.

Yakima County takes an innovative approach to implementing projects on its rivers; they consider the river itself to be a key part of the workforce by doing its job of flooding and reshaping the floodplain. Their approach involves a fairly light touch for a project of this size. They provide access by levee removal and create pilot channels directing the river to some of

WASHINGTON SALMON COALITION



Community-Based Salmon Recovery

*Continued from page 3:
Eschbach Park Levee Setback and Restoration Project (10-1765)*

the historic side channels, then allow the river to do the majority of the work. Over time, they expect the river to reconnect a larger reach (2.1 miles) of the Naches River to its historic floodplain. The construction phase of this project was completed on March 15, 2014. Increasing spring runoff has already allowed the river to begin its work by eroding the levee removal area and directing more water into the side channels. Large woody debris was added to the new overflow channel as it became available during the construction process.

The Yakima Basin Steelhead Recovery Plan recognizes the importance of floodplain habitats to the survival of salmon and the health of the aquatic ecosystem overall. This area is used by ESA-listed (threatened) Mid-Columbia Steelhead and Bull Trout, as well as Coho and spring Chinook. Historic conditions in this reach would have favored spawning and rearing for Steelhead and Summer/spring Chinook, and Coho as documented by recent surveys by the Mid-Columbia Fisheries Enhancement Group. The types of habitat located in and downstream of Eschbach Park are especially important to Chinook and Coho, due to numerous spring-fed channels that exist on the site. As these habitats become reconnected to the river at multiple points and expand spatially, habitat quality and quantity will increase dramatically in the Lower Naches River. All of the floodplain areas affected are already in conservation status, thus the habitat will be protected in perpetuity.

This project is one of the two the RCO selected to forward to NOAA for the PACSRF report to Congress. Please join us in congratulating Yakima County Public Services and their partners RCO, YBFWRB, USFWS, YVCC, and Mike McClung Construction for a great job on implementing a fantastic project!



After Levee Removal - river moving toward
Right Bank



Overflow Channel with wood from onsite
clearing

On behalf of the Washington Salmon Coalition, I thank you for your continued support,

Darcy Batura
Yakima Basin Lead Entity Coordinator & WSC Chair

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Overview of RCO's PRISM System
Prepared By: Scott Robinson, Deputy Director
Scott Chapman, PRISM System Administrator
Myra Barker, Compliance Specialist
Mark Jarasitis, Chief Financial Officer

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

The Recreation and Conservation Office (RCO) continues to enhance and improve its PRISM data system. In the last three years, staff have focused on developing new system features using web-based technology so sponsors and RCO staff can more readily access the information they need to make informed decisions and better manage projects. RCO calls this system enhancement PRISM Online. In 2012, RCO built the first phase of PRISM Online, the Application Wizard. Since then, staff completed the Compliance Workbench and are in the process of developing a new electronic billing module. These technological improvements help RCO achieve two of its organizing principles -- ensuring for fair and accountable grant management and providing innovative support services. At the June Salmon Recovery Funding Board meeting, staff will present information about the efficiencies created by these new systems.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

PRISM Online – Application Wizard

The Recreation and Conservation Office (RCO) first developed PRISM in 1996 to allow sponsors to submit their applications electronically and as a grant management tool for staff. To use the system, applicants were required to download the PRISM program onto their computer. Users of Macintosh computers could not use PRISM unless they ran a Windows operating system.

Over the years, project applicants have consistently mentioned two areas of concern about PRISM:

- Downloading and installing PRISM can be difficult because of the increased security requirements of many organizations.
- Using PRISM to complete applications is not intuitive and can be frustrating to first-time and infrequent users.

In 2011 RCO started the design process to develop a new grant application system, PRISM Online, that sponsors can easily access and use with any web browser (e.g., Internet Explorer, Firefox, Google, Chrome, Safari, and Opera). Because the application is web-based, users can access PRISM from PCs, Macs, and mobile devices such as iPads and other tablets.

PRISM Online was designed by a team of RCO staff, PRISM users and contracted developers from Rudeen and Associates. Designed as an Application Wizard, the system guides applicants step-by-step through the application process. As they complete each page, applicants are able to check for errors and determine if they have successfully completed that portion of their application. Required application attachments are identified by the system, and a mapping tool allows applicants to map the location of their projects with a point.

Other features of PRISM Online include customized screens to show applicants and sponsors the projects associated with their organizations. Users can also see the location of their projects on a map. These new features help sponsors to fully complete their applications and save RCO staff time previously spent mapping and reviewing applications for completeness.

PRISM Online was implemented in December 2012 and was used for the first time by applicants applying for Salmon Recovery Funding Board grants in 2013.

Compliance Workbench

The Compliance Workbench (workbench) is a new web-based component of PRISM Online that is used by RCO staff to more efficiently conduct project compliance inspections and to track project compliance concerns and conversions.

The workbench has many key features, including:

- Assigning project inspections geographically instead of by individual project.
- Allowing grant managers to fill out compliance forms electronically in the field for multiple projects, which gives project sponsors more timely inspection results.
- Tracking compliance issues until they are resolved by RCO staff.

The workbench was developed partially in response to a National Park Service recommendation that RCO improve the tracking of long-term stewardship issues at funded sites. The workbench was funded with a grant from the Land and Water Conservation Fund and RCO administrative dollars.

The Compliance Workbench was implemented in January 2014. A total of 46 inspections¹ have been completed to date using this new tool.

E-Billing

For more than 10 years, RCO has considered an electronic billing (e-billing) system that allows project sponsors to submit bills online. This reduces the need for paper billing forms and the mailing of documents.

The development of PRISM Online made it cost-effective and feasible for RCO to move forward with e-billing. In order to develop e-billing, RCO assembled a project team made up of staff, grant recipients, and contractors to assist in the scoping, planning, and building of the final product.

The e-billing system is now about 60 percent complete and the first round of testing was a success. More work remains. Further testing will be conducted in September, with a target project completion date of June 2015.

¹ As of May 5, 2014.

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Communication Plan Update
Prepared By: Brian Abbott, Governor's Salmon Recovery Office Executive Coordinator

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

The communication plan funded by the Salmon Recovery Funding Board was completed in early May. Staff from the Governor's Salmon Recovery Office and Pyramid Communications will present recommendations for salmon recovery communications and potential next steps for the board to consider at the June meeting.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Background

At the August 2013 Salmon Recovery Funding Board (board) meeting, the Council of Regions (COR) presented a request for the board to fund a communications plan for regional organizations. The board discussed the proposal, generating several ideas about how to engage other parties with the ultimate goal of maintaining or increasing funding for salmon recovery. The board asked the Governor's Salmon Recovery Office (GSRO) to prepare options to consider for the October 2013 meeting.

The GSRO worked with the Washington Department of Fish and Wildlife (WDFW) and the COR to prepare options for the board's consideration. Board Chair David Troutt and member Nancy Biery additionally advised GSRO during this process. One of the main themes of these planning conversations was the concept of "salmon fatigue." As recovery will take years or decades in some watersheds, it is imperative to show progress and tell the salmon recovery story in order to unify stakeholders, decision-makers, and funders invested in long-term recovery work.

Based on planning discussions, GSRO presented three options to the board for its consideration:

1. Regional Communication Plan Proposed by COR

Broad salmon recovery themes, funding, and general support.

2. Capacity Assessment and Plan 2014-2019

Articulate the capacity/non-project strategies, actions, and funding necessary to carry out salmon recovery through 2019.

3. Board Strategic Funding and Communication Plan

Develop a strategy to build support for increasing public and private salmon recovery funding.

Ultimately, the board chose to fund the original COR proposal with the understanding that the other two options would also be researched if time and funds allowed.

The GSRO completed a competitive procurement for a consulting firm to develop a communications plan on behalf of regional organizations and recovery partners. Pyramid Communications was selected from a pool of twelve applicants. A small work group of various representatives met twice and reviewed interim work products. The work group membership is noted below.

Name	Organization
Nancy Biery	Salmon Recovery Funding Board Member
Susan Zemek	RCO Communication Director
Darcy Batura	Washington Salmon Coalition Chair and Yakima Lead Entity Coordinator
Jeff Breckel	Council of Regions Chair and Lower Columbia Fish Recovery Board Executive Director
Derek Van Marter	Upper Columbia Salmon Recovery Board Executive Director
Alicia Lawver	Puget Sound Partnership Public Information Officer
Jennifer Quan	Washington Department of Fish and Wildlife Special Assistant to the Director-Salmon Recovery
Brian Abbott	GSRO Executive Coordinator
Alex Conley*	Yakima Fish and Wildlife Recovery Board, Executive Director
Jeanette Dorner*	Puget Sound Partnership, Salmon Program Manager
Miles Batchelder*	Washington Coast Sustainable Salmon Partnership, Executive Director
Scott Brewer*	Hood Canal Coordinating Council, Executive Director
Steve Martin*	Snake River Recovery Board, Executive Director

*Regional Organization Executive Director; will participate as needed.

The final communications plan was delivered in May. GSRO extended Pyramid's contract and asked them to explore the other communication plan concepts for which the board had earlier expressed interest. Pyramid Communications will summarize proposed next steps at the June board meeting.

Analysis

The board's primary mission is to provide and develop funding programs for salmon recovery. Several times over the last decade, the board has discussed its role and purpose in salmon recovery. The framework developed in the communication plan provides a broad framework for the board, regional organizations, and lead entities to build on. The communications plan was well received by regional organizations and lead entities.

Next Steps

GSRO and Pyramid Communications will present recommendations for salmon recovery communications and potential next steps for the board to consider at the June meeting.

GSRO plans to formally share the communications plan and the board's next steps with partner organizations including WDFW, Northwest Indian Fish Commission, Columbia River Inter-Tribal Fish Commission, Regional Fisheries Enhancement Groups, Conservation Commission, and interested non-governmental organizations.

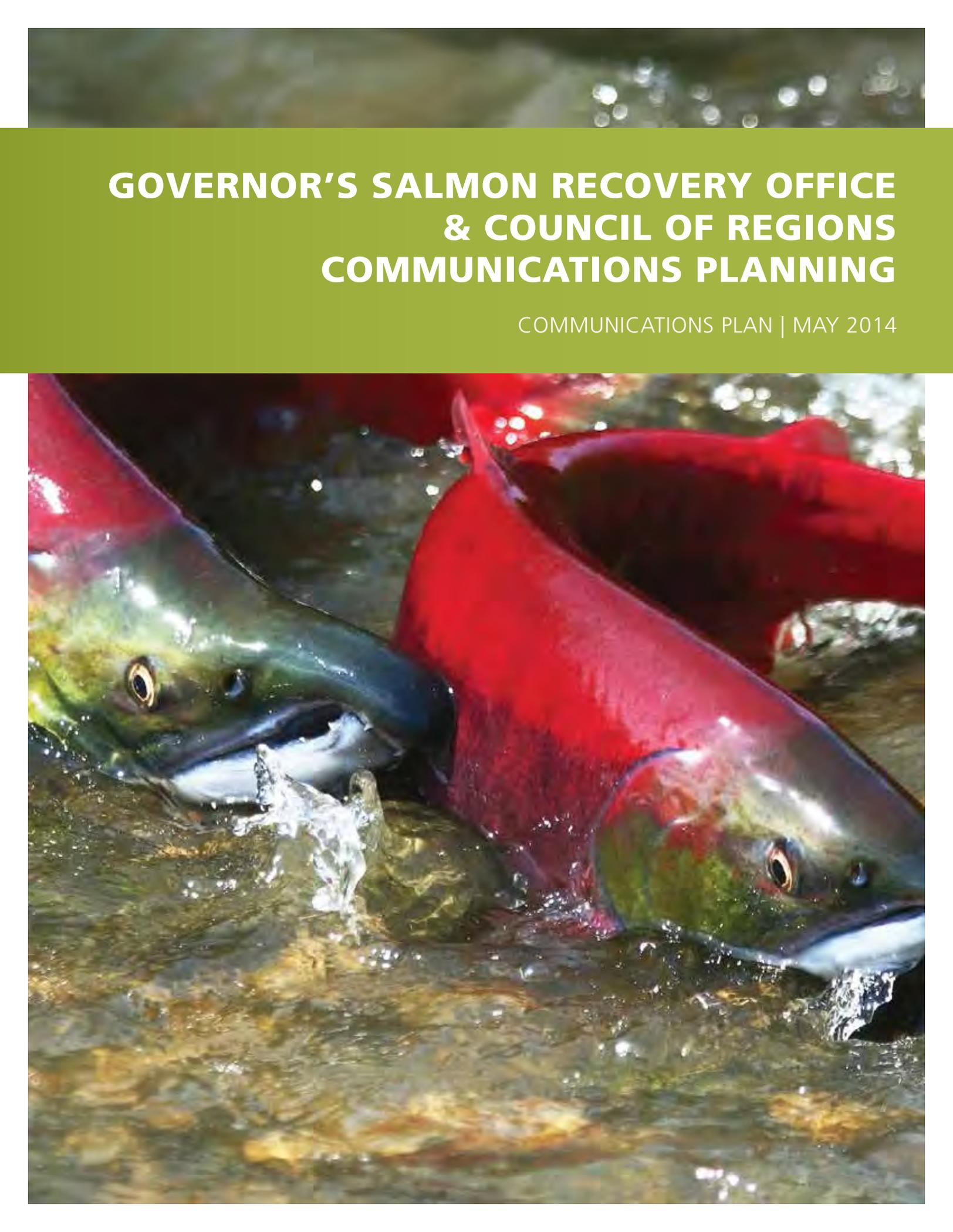
The communication plan is included as Attachment A. Also attached is a salmon recovery message framework and a summary of findings and recommendations prepared by Pyramid Communications (Attachments B and C).

Attachments

- A. Communications Plan
- B. Salmon Recovery Message Framework
- B. Summary of Findings and Recommendations

Attachment A

Communications Plan



GOVERNOR'S SALMON RECOVERY OFFICE & COUNCIL OF REGIONS COMMUNICATIONS PLANNING

COMMUNICATIONS PLAN | MAY 2014

INTRODUCTION

The purpose of this communications plan is to assist Washington State's seven regional salmon recovery organizations to continue to build support for and coordinate the implementation of locally-written, federally approved, scientifically credible recovery and sustainability plans for at-risk salmon and steelhead (six of them for ESA-listed salmonids).

This communications plan with message framework, findings, and recommendations report should be of additional assistance to other members of Washington State's infrastructure for regionally-led salmon recovery: the Governor's Salmon Recovery Office (GSRO) and Recreation and Conservation Office (RCO); the Salmon Recovery Funding Board (SRFB); and the Lead Entities, now organized as the Washington Salmon Coalition (WSC), who work within regions to coordinate and implement on the ground salmon recovery projects.

The plan was developed by Pyramid Communications and based on workshops, meetings, interviews, research, and our own experience with salmon recovery in the state of Washington. Our work was guided by a communications working group assembled by the Governor's Salmon Recovery Office: Brian Abbott (GSRO); Jeff Breckel (Lower Columbia Salmon Recovery Board); Derek Van Marter (Upper Columbia Salmon Recovery Board); Alicia Lawver (Puget Sound Partnership); Darcy Batura (WSC); Susan Zemek (RCO); Nancy Biery (SRFB); and Jennifer Quan (WDFW). Additional assistance was provided by Alex Conley (Yakima Fish and Wildlife Recovery Board); Jeanette Dorner (Puget Sound Partnership Salmon Program Manager); Miles Batchelder (Washington Coast Sustainable Salmon Partnership); Scott Brewer (Hood Canal Coordinating Council); and Steve Martin (Snake River Recovery Board). Methodology is described in the attached Findings and Recommendations Report.

OVERVIEW

Robust salmon migrating in healthy rivers connect the marine environment and the communities of our coasts to those of our mountains and high deserts. When the decline of multiple species of salmon caused the federal government to list them as threatened and endangered, the citizens of Washington state got to restore salmon and the rivers, forests, shorelines, and other features of the natural world upon which they and we depend.

This collective and local response to federal ESA listings in the late 1990's was unprecedented. Washington State created a new infrastructure of regional salmon recovery organizations to coordinate the efforts of thousands of local professionals and volunteers working in concert with federal, tribal, and state agency scientists and policy makers to create our own regional salmon recovery and sustainability plans.

With the plans completed, the regional organizations have turned their focus to implementation. They review and make recommendations to the Salmon Recovery Funding Board for projects submitted by Lead Entities that will help implement recovery. They have created well-respected processes for public participation. They partner with other organizations to conduct necessary science; they coordinate the efforts of multiple government agencies; and they monitor progress and work with the Governor's Salmon Recovery Office to report biennially to the legislature and public. Funding for the regional organizations is sourced from the federal Pacific Coastal Salmon Recovery Fund. Washington State competes with four other states for this funding. Some regions have begun to diversify their sources of financial support.

The story of this unique approach and new infrastructure was widely reported and well-known in the early years when the ESA listings themselves were received as dramatic news, as was the decision to craft our own recovery plans. But in the fifteen years since, as the regions and local leads have been implementing their plans, reporting on the story has shifted and become more about individual projects or threats, fights among interest groups, or questions about how much is being spent and when we'll be done. There's also a lot of confusion inherent in the salmon recovery story. It's difficult to explain how we can continue to allow harvest on listed species; most people don't realize that there are different species of salmon and within those species, different Ecologically Significant Units that were listed. Very few understand the complications surrounding the use of hatchery fish to supplement fisheries and, in some cases, help rebuild naturally spawning populations. The general public also has limited understanding of the co-manager relationship between the treaty tribes and the state of Washington—another unusual government arrangement.

In part, this is because there was little perceived need on the part of the regions to keep telling this complex story. We'd been successful: the lawsuits and economic upheaval that we feared ESA listings would prompt did not come to pass. Federal funding for implementation was all but assured by our federal congressional delegation who understood the necessity of regional coordination to ensure funds were effectively spent. The regions left the storytelling to the partner organizations and individuals who undertook the salmon recovery projects and to the representative state agencies to make the case for continued federal and state funding.

Fifteen years in, it's time to retell the story. Thousands of people across our state are working together to restore salmon that we might recover and protect a Pacific Northwest in which we want to continue to live. We want to be able to explain to county, legislative, state, federal, congressional, and tribal decision makers and their constituents what the past 15 years have bought us, and what multiple benefits will continue to accrue to all of us now and into the future from an investment in the restoration of salmon and the unique landscapes and waterways they inhabit.

GOAL

To ensure continued support for scientifically credible, regionally-led, locally implemented salmon recovery in Washington State so that we might enjoy abundant and healthy salmon populations, all the multiple additional benefits of functional ecosystems, and a Pacific Northwest we recognize into the future.

OBJECTIVES AND STRATEGIES

The recommended activities in this plan are designed to help regional directors and others in Washington's salmon recovery network work toward the following eight objectives and strategies:

OBJECTIVE #1: COMMUNITY MEMBERS KNOW THE MULTIPLE BENEFITS OF INVESTING IN SALMON RECOVERY.

Strategies:

- Articulate the multiple tangible benefits of investment in salmon recovery, locally
- Stay positive and future-oriented, but be clear about the cost of not acting

OBJECTIVE #2: KEY DECISION MAKERS ADVOCATE FOR AND FUND REGIONALLY LED SALMON RECOVERY.

Strategies:

- Provide clear, consistent, usable updates to elected and agency officials and staff and their influencers, primarily those in the local media
- Invite elected officials to salmon recovery projects to witness multiple benefits
- Help regional stakeholders understand who makes decisions that impact recovery

OBJECTIVE #3: LEAD ENTITY STAFF AND VOLUNTEERS REMAIN ENTHUSIASTIC, COMMITTED, AND RELIABLE.

Strategies:

- Ensure lead entity views are well-incorporated in regional decision-making
- Create opportunities for recognition and celebration
- Provide staff and volunteers clear information and relevant communications tools

OBJECTIVE #4: PRIVATE LANDOWNERS CONTINUE TO EMBRACE AND VOLUNTARILY IMPLEMENT SALMON HABITAT RECOVERY STRATEGIES.

Strategies:

- Provide a platform for landowners who undertake recovery projects to tell their stories
- Foster improved conversation and relationship between landowners and agency staff
- Continue to support NGO partners working with private landowners

OBJECTIVE #5: STATE AGENCY ACTIONS RELATED TO SALMON HEALTH ARE FULLY FUNDED AND MORE CLOSELY INTEGRATED WITH APPROVED REGIONAL RECOVERY PLANS.

Strategies:

- Educate all stakeholders on the need for full funding and implementation of Hatchery Reform principles of All-H integration and program change recommendations
- Continue to encourage better integration at the regional scale of DNR, Ecology, and WDFW activities related to hatchery and harvest management, water quality and quantity, forest health, and other actions impacting salmon recovery.

OBJECTIVE #6: FEDERAL AGENCY OBLIGATIONS TO SALMON RECOVERY ARE BEING IMPLEMENTED AND ARE WELL UNDERSTOOD BY AFFECTED COMMUNITIES.

Strategies:

- Provide forum for federal agency staff to update communities on their plans and responsibilities
- Continue to include participation of federal agency staff in regional collaboration

OBJECTIVE #7: RELATIONSHIPS WITH TRIBES AT REGIONAL SCALE ARE BASED ON MUTUAL TRUST AND SHARED ACCOMPLISHMENT.

Strategies:

- Understand and communicate tribal salmon recovery plans and actions
- Help stakeholders better understand the co-manager relationship
- Work with tribes at regional scale to review recommendations for integrating habitat, hatchery, and harvest decisions for greater recovery benefits

OBJECTIVE #8: PROFESSIONALS TASKED WITH SALMON RECOVERY SPEAK WITH ONE VOICE AND WORK TOWARD COMMONLY UNDERSTOOD OBJECTIVES.

Strategies:

- Coalesce as the network of salmon recovery professionals (RCO, GSRO, Regional Boards, SRFB, Lead Entities) created 15 years ago to identify and pursue shared priorities
- Invest in better mutual understanding of roles and responsibilities and opportunities with WDFW Olympia and regional leaders
- Use the Message Framework: Frame the story of salmon recovery with our shared values, identify the multiple benefits of investments in recovery, and then explain the projects and the financial asks

PRIORITY AUDIENCES

Support from the following audiences is essential to achievement of the key objectives and employment of identified strategies above and the priority actions, that follow.

Tier one audiences are foundational. Once these are updated and on message, they can become effective messengers to influence tier two and tier three audiences.

TIER ONE

- The seven regional salmon recovery organizations (with tribal and county representatives)
- Lead Entities (Washington Salmon Coalition)
- Salmon Recovery Funding Board
- GSRO/RCO
- Washington Department of Fish and Wildlife
- Regional Fisheries Enhancement Groups
- Governor's natural resources policy staff

TIER TWO

- Washington legislative leaders relevant to salmon recovery
- Washington Congressional Delegation
- WA Department of Ecology; DNR; and other state agencies impacting salmon recovery
- Fishing and other recreational organizations
- Local media

TIER THREE

- Private landowners
- Federal Agencies, primarily NOAA, USFS, USFWS, EPA, and Army COE
- Potential partners
- Civic and community groups, eg: Rotary, faith, veterans, school

KEY MESSENGERS & MESSAGES

Regional Salmon Recovery Boards, GSRO/RCO, Lead Entities, and the SRFB will need to identify within their own organizations whom is primarily responsible for sharing the story of salmon recovery in Washington State.

It is recommended that all messengers use the attached message framework to introduce the specific content or points they want to convey—whether they be intended as informational or persuasive.

By framing local and regional or organizational messages in the same way, we can amplify the impact of our story. We want multiple messengers to be understood as representing a movement of many, not just many messengers with many different stories or requests.

PRIORITY ACTIONS

The following four sets of actions are recommended to implement the strategies and achieve the outcomes identified above. Individual actions may help implement multiple strategies.

1. IMPROVE INTERNAL NETWORK COMMUNICATIONS

The Council of Regions and the Washington Salmon Coalition are important new elements for coordination and support, but the network as a whole needs and wants better synchronization and internal communication before it can best tell its story to others.

- Create a biennial system to identify and communicate shared statewide priorities—perhaps in tandem with the biennial State of the Salmon report—which would then lead to identifying target decision makers and empowering key messengers and influencers to carry requests and expectations forward.
- Improve WDFW and other state agencies’ understanding of regionally-led salmon recovery and better synchronize with the WDFW regional offices
 - Meet with WDFW to scope a process for regional scale conversations about how habitat recovery investments can work in tandem with hatchery and harvest decisions to recover at-risk salmonids.
 - Help educate legislative and congressional funders and the public about the need for fully funding WDFW salmon recovery programs, as well as regional salmon recovery organizations.
- Train key messengers (RCO, GSRO, SRFB, WSC) in the use of the Message Framework and how to tailor it to their needs.
 - SRFB, GSRO, RCO, and the regions all need to update their communications to make use of unifying language in the message framework.
- Prepare for May 2015 Salmon Recovery Conference.
 - Present message framework and communications plan and conduct message and communications training for interested participants

2. STRENGTHEN CAPACITY FOR REGIONS TO LEAD

Regional organizations are essential as resources and conveners to the community of professionals and volunteers working on recovery, and increasingly are viewed as trusted sources of information and safe places for conversation about natural resource issues of concern to the broader community.

- Regional directors and everyone associated with the organization need to be able to explain the purpose of salmon recovery and its multiple benefits for their communities.
 - Convene lead entities and RFEs, other partners to synchronize regional priorities.
 - Create regional and local messages using the message framework as the foundation.
 - Convene staff to identify communications expectations for the organization and for individual staff for the coming year, and write them into performance contracts.
- When regional board members—tribal leaders and county commissioners—speak with one voice in Washington D.C. or Olympia, the power of their shared voices is unmatched.
 - Look for areas of agreement on regional recovery boards and create opportunities for them to share that with elected officials and other decision makers.
- Identify the top 20 influencers in your region who need to understand the value of what the regional organizations and their partners are doing. Commit to talk to or spend time with two of them each month.
- Provide forums at appropriate level of formality and scale for tribal leaders or staff to share their salmon recovery project work.
- Convene lead entities and other partners at regional scale to understand status of all-H integration (focus of conference) in each region, and develop questions and recommendations to take to the conference.
- Convene or co-host as advisable forums for discussion of recovery-related issues of particular importance to the community.

3. BUILD RELATIONSHIPS THAT EXTEND YOUR REACH

Salmon recovery is a lifetime commitment and will require all of us to make changes. We need the support of relationships and community with all stakeholders to succeed.

- Participate in local recovery-related events in your communities. Create additional opportunities where possible and strategic.
 - Create a calendar of events that mimics the salmon’s life history; organize or join others’ celebration of homecoming, spring planting of refugia, hatchery releases and out-migrations, and fishing.
 - Build alliances with local civic, business, veterans, first-responders, or faith-based organizations.
 - Visit a variety of recovery projects—on tribal, private, public lands, at dams and on farms, take partners with you.
 - Create a forum (on-line, via social media platform, earned media or recognition-event) for partners to tell their stories; share those stories with your network.

- Identify with project partners the best way to keep potentially affected citizens informed consistently and proactively as large projects are being designed and before implementation.
 - Use social media, post card mailers, radio talk show interviews, or other means of communicating that will most likely reach potentially affected stakeholders.

4. CREATE AND USE EFFECTIVE MESSAGES AND TOOLS

Creating the necessary tools that effectively reach key audiences is essential. Tools that articulate agreed upon messages in a simple, concise, and visually effective manner will go a long way to engage audiences we have to reach.

- Use attached Message Framework across all mediums (materials, speeches, media, etc.) to introduce consistently the rationale, benefits, and organizational structure of salmon recovery in Washington State.
- Prepare and share necessary informational tools with partners and key messengers for target audiences including:
 - Update diagram that illustrates the relationships between Lead Entities, Regional Recovery Organizations, GSRO and RCO, and the SRFB;
 - Expand Lead Entities Directory to include all members of the network and explain how the network functions;
 - Prepare infographic fact sheets for easy distribution online or in person;
 - Prepare briefing pages on local priorities that can easily be repurposed for use electronically;
 - Prepare simple maps that identify projects within the regions and highlight the migratory routes of at-risk salmon;
 - Post 1-2 minute video clips or links on regional and lead entity, GSRO websites to enable people to see salmon and the excitement they generate up close;
 - Develop on-line regional media packets with up to date, digestible information and contact information for reporters.
- Design, by region, social and earned media strategies tied to key local priorities.
- Consider new logo, font, color palette, design framework to hold and amplify the story and infrastructure of salmon recovery in Washington State.

TIMELINE

Communications efforts designed to achieve specific outcomes from specific events or decisions are most effective. Recognizing that regional recovery organizations have little capacity at present for communications and that most of the responsibility for this will fall to the directors, the following calendar is designed to help distribute the intensity of the effort over the next year.

Each of these milestones is an opportunity to use the message framework and, if developed in time, new visual aids and print and online collateral.

Recommended new communications activities by regions are presented in bolded italics.

2014

- | | |
|-----------|---|
| May | <ul style="list-style-type: none">▪ Information for Governor's biennial State of the Salmon Report compiled▪ Compile information on monitoring and capacity needs for GSRO▪ Communications Plan delivered to GSRO and Council of Regions |
| June/July | <ul style="list-style-type: none">▪ <i>Regional Recovery Directors meet with staff and identify communications planning targets (audiences, messengers, needed training, events, materials) for their regions</i>▪ <i>ID top 20 people you want to relay salmon recovery message to in the coming year; commit to 1-2 conversations per month</i>▪ <i>Visit recovery projects with key audiences</i> |
| August | <ul style="list-style-type: none">▪ Regional boards make recommendations for project funding to SRFB▪ <i>Regional Recovery Boards visit Congressional Delegation in district</i>▪ <i>Review communications strategies for potentially affected citizens</i> |
| September | <ul style="list-style-type: none">▪ <i>Visit Salmon Homecoming celebrations with key audiences</i>▪ <i>Network meets to determine shared priorities</i>▪ <i>Host regional forums as applicable and immediately impactful (issue- focused, built around release of a new federal agency plan, to highlight the work of a particular partner, or education/update purposed)</i> |
| October | <ul style="list-style-type: none">▪ <i>Host open house or brown bag forum with tribal partner to share tribe's salmon recovery strategies/key projects with community of partners</i> |
| November | <ul style="list-style-type: none">▪ Draft State of the Salmon Report |
| December | <ul style="list-style-type: none">▪ SRFB announces funding decisions▪ Governor's budget released▪ <i>Regions highlight local projects and partners—holiday/year end recognition of new funding awards and project milestones of note</i> |

2015

- January
 - Governor's Biennial State of the Salmon Report (2014) released
 - GSRO & RCO organize state requests for 2015 federal funding
 - State legislative session begins—through April
- February
 - ***Convene working groups by region to review integration of habitat with hatchery and harvest decisions, in anticipation of conference in May: how can we best use this conference to tell our story and get what we need to be successful?***
- March
 - Western Governors and others support of PCSRF delivered to Congress
- April
 - ***Finalize materials, message, presentations for Salmon Recovery Conference***
- May
 - ***Salmon Recovery Conference*** hosted by SRF Board through RCO and GSRO with WDFW and Long Live the Kings: All H Integration is a major theme
 - ***Regional Recovery Boards visit Congressional Reps and agencies in WDC as able***

RECOMMENDED NEXT STEPS

Several of the recommendations in this Communications Plan may require further communications planning and expertise:

- Training the seven regional salmon recovery organizations and RCO, GSRO, SRFB and WSC to use the message framework;
- Assisting the seven regional organizations with building tailored and more detailed outreach and media plans, audience maps, messages, and implementation calendars;
- Assisting the seven regional organizations and/or the SRFB to develop funding strategies that will require more targeted communications strategies and tools;
- Designing a visual framework for the salmon recovery network that would help convey connectivity, unity, organization, professionalism, and instill confidence in partners, funders, critics, and the public;
- Designing and producing collateral materials and on-line content for all members of the network (FAQs; infographic fact sheets; maps; network diagrams; backgrounders; etc.)

CONCLUSION

The advent of salmon recovery and its multiple benefits for our communities and our state may have been imposed upon us by federal ESA listings, but the thousands of citizens who've come together across the state to restore salmon and the natural systems upon which they and we depend are leading an effort to define our own future. This process has been fortunate to have the right leaders for the right tasks at the right times. Today, with the implementation of locally drafted recovery plans underway and requiring sustained support, it is the directors of the regional salmon recovery organizations who must step forward and coordinate a new telling of the salmon recovery story. Supporting them and the other members of the network of salmon recovery professionals and volunteers across Washington state is the aim of this plan.

ATTACHMENTS

- Message Framework
- Findings and Recommendations Summary

Attachment B

Salmon Recovery Message Framework



GOVERNOR'S SALMON RECOVERY OFFICE & COUNCIL OF REGIONS

MESSAGE FRAMEWORK | APRIL 2014



INTRODUCTION

While the message framework is designed primarily for the regional salmon recovery organizations, all members of the salmon recovery network can use it to introduce their stories or requests, highlight the supporting arguments that best make their case, and fill in with specifics unique to their watersheds or their organizations.

The Framework holds the supporting arguments that best make our case. And it helps ensure that we begin every communication with:

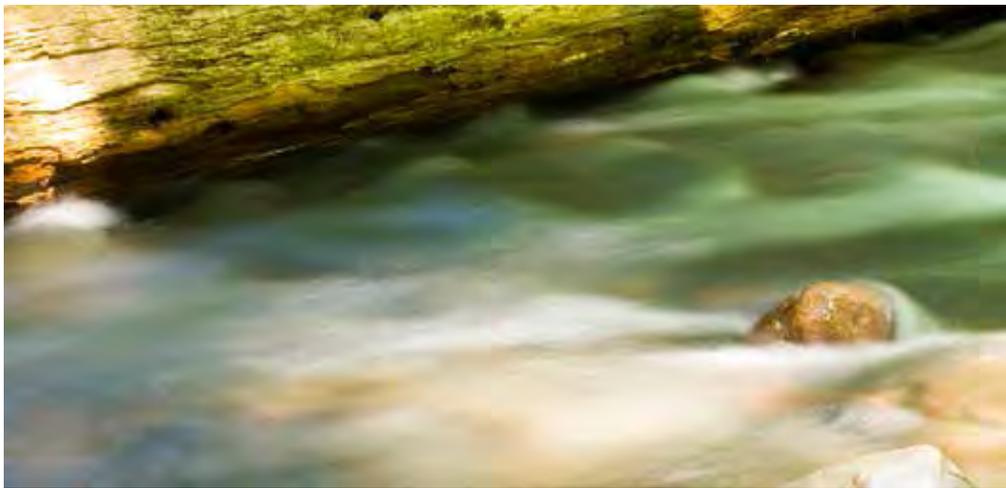
- the values we share
- our identity as Northwesterners
- our fealty to this place and to our communities
- how working together to ensure a future we want to live in connects us
- that this is why we are working to recover salmon

It names the multiple benefits that salmon recovery provides our communities, and it acknowledges that this is a lifetime commitment.



What the organization values in the world that motivates and inspires its work.

- Clean water and air, a healthy Pacific Northwest we can all enjoy
- Our identity as residents of this unique place
- Our connection to one another
- Our commitment to strong and vibrant communities
- Safe and healthy food (salmon)
- Using our resources sustainably so they persist for the future generations
- The independence that allows us to chart our own future



PRIORITY AUDIENCES

VISION

How the world would be different if the organization achieved its mission.

Our rivers would be cleaner and less likely to flood; our forests would be healthier; we'd have more fish and wildlife, generally, with sustainable harvests of salmon. We could take our grandchildren fishing where we used to fish. Our natural systems would provide protection from the excesses of a changing climate. We could continue to live in a Pacific Northwest we recognize.

MISSION

A one-sentence, overarching description of the organization's purpose, what it does, and how. It's the big-picture summary, not a laundry list of activities.

Washington's regional salmon recovery organizations coordinate the work of thousands of volunteers and professionals implementing recovery and sustainability plans to restore salmon to our landscape.

Priority audiences are those groups or individuals with the authority, responsibility and capacity to make decisions that will directly benefit or hinder progress toward key objectives. Targeting outreach, relationship-building, education, and messaging to these audiences is the most effective use of limited resources. Tier One audiences with time and attention become key messengers.

TIER ONE

- The seven regional salmon recovery organizations (with tribal and county representatives)
- Lead Entities (Washington Salmon Coalition)
- Salmon Recovery Funding Board
- GSRO/RCO
- Washington Department of Fish and Wildlife
- Regional Fisheries Enhancement Groups
- Governor's natural resources policy staff

TIER TWO

- Washington legislative leaders relevant to salmon recovery
- Washington and Congressional delegation
- WA Department of Ecology; DNR; and other state agencies impacting salmon recovery
- Fishing and other recreational organizations
- Local media

TIER THREE

- Private Landowners
- Federal agencies, primarily NOAA, USFS, USFWS, EPA, and Army COE
- Potential partners
- Civic and community groups, e.g., Rotary, faith, veterans, school

KEY MESSAGES

SALMON BIND US TO THIS REGION AND TO ONE ANOTHER

Salmon are a symbol of resilience, strength, and survival in the dramatic and changing landscape we share.

For millennia, the annual return of salmon has been revered and celebrated by Native American tribes.

By treaty alone, we are honor-bound to restore salmon to abundance and support sustainable fisheries. In turn, we are helping to ensure a future we all want to live in.

Today, thousands of people gather to witness the salmon's homecoming in rivers across our state.

RESTORING SALMON EASES A STRESSED PACIFIC NORTHWEST

For 100 years, we put salmon at risk: we blocked fish passage with dams, overdrew water from streams and rivers, let runoff carry pollutants into our shorelines, and managed our forests primarily for harvest.

We also managed salmon harvest and hatchery production in ways that kept salmon populations depressed.

The good news is that by correcting the mistakes of our past, we can better prepare ourselves for a whole new set of challenges in our future. Waters and forests, shorelines and riverbanks healthy enough to support salmon also help our communities be more resilient in the face of,

- Fluctuating temperatures
- Shrinking snowpack
- Wetter springs and winters
- Drier summers and falls

- Flood & forest fire risk
- Dead zones in our estuaries (low dissolved oxygen)
- Acidification of our oceans (absorbing excess carbon from the atmosphere)

INVESTMENTS IN SALMON RECOVERY PROVIDE MULTIPLE BENEFITS

Clean and reliably available water is essential for safe drinking, sustaining our farms and gardens, and swimming and boating.

Free flowing rivers provide fish passage and great rafting.

Reconnecting streams to their flood plains lessens flood risks for our communities.

Healthy forests absorb carbon and improve the air; they provide shade, cooler temperatures, and refuge for wildlife. Healthy forests hold water—essential for areas with shrinking snow pack. They provide economic opportunity for rural communities, and recreation for hikers, packers, hunters, and foragers.

Unarmored shorelines filter pollution, support shellfish, shelter salmon, and aid all species challenged by rising sea levels.

Tourism, hospitality, and recreational fishing feed our economy; all are driven by a healthy Pacific Northwest and salmon safe to eat.

WE ARE SHAPING OUR OWN FUTURES: SALMON RECOVERY IS LOCALLY DESIGNED AND LED

Clean and reliably available water is essential for safe drinking, sustaining our farms and gardens, and swimming and boating.

Free flowing rivers provide fish passage and great rafting.

Reconnecting streams to their flood plains lower flood risk for our communities.

Healthy forests absorb carbon and improve the air; they provide shade, cooler temperatures, and refuge for wildlife. Healthy forests hold water—essential for areas with shrinking snow pack. They provide economic opportunity for rural communities, and recreation for hikers, packers, hunters, and foragers.

Unarmored shorelines filter pollution, support shellfish, shelter salmon, and aid all species challenged by rising sea levels.

Tourism, hospitality, and recreational fishing feed our economy; all are driven by a healthy Pacific Northwest and salmon safe to eat.

RESTORING SALMON IS WORKING, BUT THERE IS MUCH MORE TO DO

With the implementation of strong recovery plans, we've lessened the threats to our economy and livelihoods that we feared a federal ESA listing would provoke.

Our goal is ambitious: natural systems that can support healthy, sustainably harvestable salmon populations.

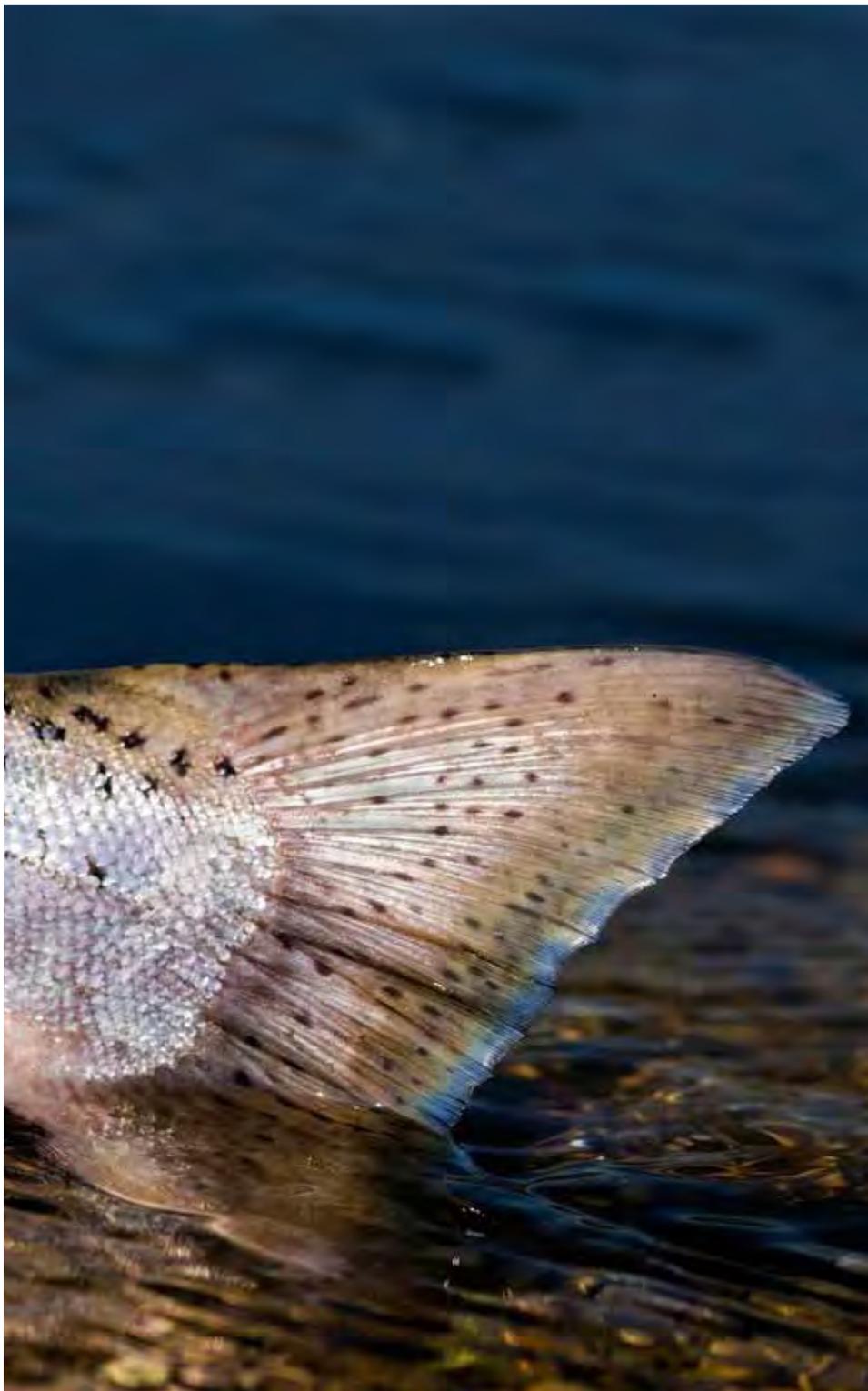
We've recovered a lot of habitat, and returns have increased, but we're still only at a fraction of what we had 100 years ago.

Restoring habitat must be met with equal commitment to protect the best of the rest.

Integrating hatchery and harvest reforms with habitat recovery is essential: WDFW funding must be restored.

It took a human lifetime to bring salmon to the brink of extinction; it will take at least that long to bring them back.

This is a lifetime commitment.



WHERE DOES MY ORGANIZATION'S MESSAGING FIT IN?

You can tailor the messaging in this booklet to show how the work of your organization relates to the larger statewide salmon recovery effort and to frame up specific messages unique to your region. To demonstrate unity and the size of the network, try to stay true to the primary (bolded) messages and tailor or add to second- and third-level messages. To help you think about how your work and messages connect to the larger effort, you might ask:

- Which of our shared values most guide the thinking of my organization or audience?
- What does my organization contribute uniquely to the salmon recovery network?
- What specific results will my organization's work lead to?
- How are we doing that work?
- What can others do to support it?

An elevator statement is a concise and compelling statement about an organization, initiative, or cause, which you would verbally use as a lead in to a conversation. You can revise this elevator statement to feel comfortable in your own words and reflect your organization's work.

When Washington's salmon populations were listed as endangered in the late 1990s, we decided to write our own regionally-specific recovery and sustainability plans. Seven regional salmon recovery organizations now coordinate the work of thousands of people working across our state to restore our rivers, streams, forests, and shorelines. What's good for salmon is good for us all. Investing in this work now helps ensure we'll maintain what we love about the Pacific Northwest into the future.



EXAMPLE NARRATIVE

Salmon are a symbol of what connects us.

Salmon bind together the unique features of our landscape and our communities: the salmon's migration brings the ocean to our mountains and high deserts.

Salmon inspire us: they persist across a dynamic and sometimes cataclysmic geography of landslides, earthquakes, roaring rivers, skyscraper trees; they cross busy ports and highways, heavily populated cities and suburban backyards, and hundreds of miles of farmland.

We need and want our shorelines, rivers, and forests to be as healthy as salmon need them to be.

Our communities are made stronger and our lives enriched by the multiple returns from our investments in salmon recovery: cleaner air and water, less flooding, stronger river banks, fewer forest fires, more refuge from hotter temperatures, healthier shellfish farms, more fishing, better hiking, continued tourism, and salmon safe to eat.

And so we have come together by the thousands across Washington in an unprecedented network of regional recovery organizations coordinating the efforts of volunteers, private landowners, farmers and fishers, scientists and restaurateurs, working with Native American tribes and state and federal agency staff to protect and restore what's good for all of us.

It's working because we are committed to making decisions that allow our natural world to function for the greatest number of shared benefits.

This is a lifetime commitment. We are changing how we live today so that we will all have the Washington we love in the future.



SALMON CONNECT US: We're working together to restore wild salmon and retain the Pacific Northwest we love.

Salmon are a symbol of the abundance and vitality of the Pacific Northwest. Saving them means we must respect and restore our natural environment to a condition that can support them—and us. Thousands of people across Washington are working together through regional recovery organizations to restore our rivers, streams, forests, and shorelines. We are building the future we want to live in.

Attachment C

Summary of Findings and Recommendations

GOVERNOR'S SALMON RECOVERY OFFICE & COUNCIL OF REGIONS COMMUNICATIONS PLANNING

SUMMARY OF FINDINGS AND RECOMMENDATIONS AT A GLANCE | MARCH 2014

TO RECOVER SALMON SPECIES AND THEIR HABITAT, A SUCCESSFUL COMMUNICATIONS PLAN WOULD HELP ENSURE:

- More Washingtonians understand why salmon recovery is a priority
- Elected officials and others continue to fund salmon recovery, as a priority
- Volunteers remain enthusiastic, committed, reliable
- Private landowners embrace and execute salmon habitat recovery, and know full benefits
- Salmon professionals speak with one voice toward commonly understood goals
- Relationships with American Indian tribes would be positive and mutually supporting

WHAT NEEDS TO BE IN PLACE TO ACCOMPLISH THE ABOVE?

- Washingtonians make the link between salmon recovery and our quality of life
- Washingtonians understand the connection between salmon and our Northwest identity
- Washingtonians know their salmon recovery region, watershed, and priorities
- Washingtonians believe it's possible to protect, recover, and restore wild salmon to our waters
- Elected decision makers feel accountable to thousands working toward salmon recovery
- Salmon recovery remains grounded in local and regionally-led efforts by citizens
- County and other local governments consider salmon in growth management and shoreline master plans and

elsewhere and know where to get information

- Federal agencies fulfill obligations to manage federal lands and implement federal laws to protect and recover salmon
- State and tribal co-manager decisions on harvest and hatcheries are understood in connection with habitat recovery actions to help recover wild salmon
- State agencies want to integrate their activities with regional salmon recovery organizations
- GSRO has closer working relationship with tribal governments and staff
- Tribal governments and staff continue to work closely with regional organizations, lead entities

WHAT COMMUNICATIONS EFFORTS BY GSRO, RCO, REGIONAL, AND LEAD ENTITIES ARE CURRENTLY IN PLACE?

- Most region messaging is about progress on implementation of ESA recovery plans, is technical, and describes the "what" but not the "why" or the "so-what"; emphasizes stats without baselines or context
- Media and public are confused by lack of context, story (where we are compared to where we've been, where we're going); limited public education or outreach
- Relationship between GSRO, RCO, Council of Regions, and lead entities is hard to discern from multiple websites, "brands," organizational structure; does not convey a network
- GSRO website good clearing house; RCO has made best attempt at sharing logo, look & feel; State of the Salmon website much improved by standardized reporting and user-friendly graphics

- Communications from regions varies; outreach a requirement but ill-defined; varied look and feel
- Capacity to implement external communications/outreach is low
- Washington Salmon Coalition taking first steps; materials need messaging work; education efforts would benefit from coordination and shared effort from regions, GSRO, WDFW, and perhaps RFEs and others
- Native American Tribes are seldom mentioned in GSRO, regions, and lead entities messaging or materials
- Legislature and others are hearing dozens of different messages rather than evidence of dozens of supporters of same effort
- No visible attempt to explain or contextualize competing or just siloed salmon-related messages

RECOMMENDATIONS

- Empower regional organizations and lead entities to lead us through this phase of salmon recovery (Washington Way; forum for All-H integration; tribal membership and support)
- Update local partners on regional salmon recovery status
- Connect the dots for people; ID multiple benefits of salmon recovery for our communities
- Remind audiences of how we connect around salmon; how salmon in our streams is essential to our identity as Northwesterners
- Recruit messengers who are not salmon professionals and help them tell their stories
- Identify ways for communities to connect and share positive experiences related to salmon
- Prioritize and speak to need as Council of Regions
- Improve internal and inter-agency/entity communications
- Support lead entities as critical outreach engines
- Maintain, stabilize, and increase federal sources of funding while developing alternatives
- Partner to educate the public on basics of conservation biology

- Develop region-specific messages in context of new shared statewide message framework
- Target collateral materials to specific audiences

PRIORITY AUDIENCES

TIER ONE

- The seven regional salmon recovery organizations (with tribal and county representatives)
- Lead Entities (Washington Salmon Coalition)
- Salmon Recovery Funding Board
- GSRO/RCO
- Washington Department of Fish and Wildlife
- Regional Fisheries Enhancement Groups
- Governor's natural resources policy staff

TIER TWO

- Washington legislative leaders relevant to salmon recovery
- Washington and Congressional delegation
- WA Department of Ecology; DNR; and other state agencies impacting salmon recovery
- Fishing and other recreational organizations
- Local media

TIER THREE

- Private Landowners
- Federal agencies, primarily NOAA, USFS, USFWS, EPA, and Army COE
- Potential partners
- Civic and community groups, e.g., Rotary, faith, veterans, school

GSRO & COUNCIL OF REGIONS COMMUNICATIONS WORKING GROUP

Brian Abbott (GSRO), Darcy Batura (WSC), Nancy Biery (SRF BD), Jeff Breckel (LCSRB), Jeanette Dorner (PSP), Alicia Lawver (PSP), Jennifer Quan (WDFW), Derek Van Marter (UCSRB), Susan Zemek (RCO).



GOVERNOR'S SALMON RECOVERY OFFICE & COUNCIL OF REGIONS COMMUNICATIONS PLANNING

SUMMARY OF FINDINGS AND RECOMMENDATIONS | MARCH 2014





INTRODUCTION

The Governor's Salmon Recovery Office (GSRO), on behalf of the Council of Regions, contracted with Pyramid Communications to develop a communications plan to help the seven regional salmon recovery organizations, as well as other salmon recovery professionals and advocates, tell the story of salmon recovery and why it matters, more effectively. This document is a draft summary of key findings and recommendations toward that end, including:

- 1** Methodology
- 1** Inquiry
- 6** Recommendations and key audiences
- 11** Conclusion
- 12** Appendix
- 12 List of interviews
- 13 List of collateral reviewed

OVERARCHING GOAL

The state wide recovery and sustainability of salmon species and the habitats upon which they and we depend.

METHODOLOGY

The following summary identifies key findings and recommendations to guide development of a message framework and communications plan for the Council of Regions and Governor's Salmon Recovery Office. This summary is based on information provided to Pyramid Communications by salmon recovery leaders and others through the following:

- Communications workshop with the GSRO & Council of Regions communications working group
- 16 interviews with salmon recovery leaders, funders, and volunteers (see appendix)
- Review of websites, videos, recovery plans, reports, fact sheets, and other existing materials that presently tell the story of regional salmon recovery (see appendix)
- In-house Pyramid Communications expertise

INQUIRY

The inquiry phase of this project was framed by three questions:

- 1) We sought to clarify the ends toward which a communications plan should be constructed: What would success look like to the regional salmon recovery organization directors, primarily, but also to their partners in salmon recovery?
- 2) We also wanted to break those goals into more measurable outcomes toward which to target new strategies: How would we know we were making progress?
- 3) We asked what communications strategies and activities were currently in place: Who needs to know what? Which messages resonate across the regions?

The answers to these questions come primarily from our interviews (see appendix) and a workshop with the communications working group for this project assembled by GSRO, as well as our review of relevant communications collateral.



FINDINGS

Q1: IF THIS COMMUNICATIONS PLAN IS SUCCESSFUL, WHAT WILL IT HAVE HELPED ENABLE YOU TO ACCOMPLISH?

- More Washingtonians would have a shared understanding of why regional salmon recovery is a priority
- Elected officials and others would know the importance of regional salmon recovery and continue to fund it
- Volunteers would remain enthusiastic, committed, and reliable
- Private landowners would continue to embrace and implement voluntary salmon habitat recovery, knowing they were delivering multiple benefits for their property and their community
- Professionals tasked with salmon recovery would speak with one voice and work toward commonly understood objectives
- Relationships between regional organizations, lead entities, and American Indian tribes would be positive and mutually supporting

Q2: WHAT WOULD NEED TO HAPPEN FOR THESE RESULTS TO BE REALIZED?

With this question, we identify some more measurable results toward which to target our communications strategies.

- Washingtonians would make the link between salmon recovery and our quality of life
- We would understand the connection between salmon and our identity as Northwesterners, Washingtonians
- Washingtonians would know in which salmon recovery region and watershed they live, and they'd understand the priority recovery actions for their region and watershed
- Washingtonians would believe it's possible to protect, recover, and restore salmon
- Elected decision makers would feel accountable to thousands of people across the state working toward the same goal: recovering healthy salmon populations and watersheds

- Washington State salmon recovery would remain grounded in local and regionally-led efforts by citizens
- County and other local governments would automatically consider salmon impacts when making decisions related to habitat—from growth management and shoreline master plans to permitting individual activities—and know who to call to get a good assessment of impact
- Federal agencies would be fulfilling their obligations to manage federal lands and implement federal laws in ways that help protect and recover wild salmon
- State agencies (primarily Washington’s Departments of Fish and Wildlife, Ecology, and Natural Resources) would want to integrate their activities at the regional scale more closely with regional salmon recovery organizations
- GSRO would have a closer working relationship with tribal governments and staff
- Tribal governments and staff would continue to work closely with regional organizations and lead entities to coordinate and implement priorities for salmon recovery

Q3: WHAT IS THE STATUS OF PRESENT COMMUNICATIONS EFFORTS BY GSRO, RECREATION AND CONSERVATION OFFICE, AND REGIONS?

We wanted to examine how successful current communications efforts by GSRO, the seven regional recovery organizations, and the lead entities were toward achieving the key outcomes the practitioners had identified as necessary for success. The findings below are based on interviews about current communications activities and capacity, Pyramid’s review of communications materials, and our twenty-plus years of expertise working on salmon and communications in the Pacific Northwest.

- Most communications about salmon recovery provided by the GSRO and Council of Regions reads as if directed to NOAA for the purpose of demonstrating progress on implementing ESA salmon recovery plans. Messaging tends to:
 - Be technical or written in the language of ESA recovery plans (using phrases like, “limiting factors; riparian areas; ecosystem function” without definition)
 - Generally be limited to a description of the specifics of a particular project (the what, but not the why or the so-what)
 - Emphasize statistics (how many river miles restored) without baselines or context
- The media, and by extension general public, but also most non-professionals involved in salmon recovery find the salmon recovery story complex and confusing. Failure to provide context, connect dots, or frame a narrative lends to this.
 - If 1.6 million Chinook are returning to the Columbia River this year, aren’t we done? Why should it matter that they are hatchery Chinook? We need to tell the story of the necessity of wild stocks as brood for hatchery fish as well as critical to functional ecosystems
 - Recreation and Conservation Office (RCO) and GSRO do not generally receive media inquiries about salmon. These are likely going to Washington Department of Fish and Wildlife and individual American Indian tribes
 - General public education provided by GSRO is limited to press releases announcing Salmon Recovery Funding Board grants

- The GSRO video is engaging, high energy, and features lots of different faces intent on salmon recovery but is not yet reinforced by messaging or outreach/engagement activities
- The relationship between GSRO, RCO, and the regional recovery organizations/boards is not lent clarity by the current configuration of websites
 - The RCO has done the most to “brand” salmon recovery by incorporating the titles of GSRO and the Salmon Recovery Funding Board in its logo on some documents related to or used by those organizations
 - The GSRO is housed in the Washington State Recreation and Conservation Office and has a page on the RCO website. The GSRO page serves as a good one-stop-shop for most relevant state-generated reports and policies related to salmon recovery. It provides additional links to:
 - *Region-specific landing pages and to the regions’ individual websites*
 - *The separate website established for the Governor’s State of the Salmon reports.*
 - A separate website hosts the Governor’s State of the Salmon in Watersheds reports, and it offers similar links and information about each of the regions. Recent standardization of reporting is helpful.
- Communications by regional organizations varies
 - The regional organizations each have their own websites. While the websites vary—some regional recovery boards are 501©3 organizations: one is a state agency; others are government entities or public-private partnerships—all appear to be directed primarily toward recovery project implementers and professional salmon managers or volunteers already familiar with this infrastructure of salmon recovery efforts
 - The seven regional salmon recovery organizations are required by the terms of their funding contracts with RCO to engage in communications and outreach activities, but activities are not defined, and they vary widely from region to region
- Capacity to develop and implement communications strategies is low
 - The SRFB is one of many multiple resource-related entities reliant on RCO for communications support; GSRO as an office within RCO is similarly dependent
 - None of the seven regional salmon recovery organizations has a full-time dedicated communications staff person, nor do the lead entities
- The lead entities have come together across regions to self-identify as “The Washington Salmon Coalition” (WSC) and this year have developed limited materials and messaging to enable them to speak as a group of many with a shared language and shared set of measures of success
 - The lead entities feel “The Washington Way” is one of their strongest messages with legislators
 - Language on lead entity printed materials tends to be statistic-heavy and inside-baseball
 - Participation in broader education efforts in Olympia is limited to a small group, including the WSC chair, primarily, though training and support has been offered to entice others

- Native American Tribes' contributions toward salmon recovery receive little mention on the GSRO or regional organization/board websites
 - As co-managers of the salmon resource, the state of Washington might be expected to reference that partnership through all of its agencies' communications
 - Tribes have membership on all of the regional recovery organization/boards; those relationships do not seem to be well understood by the general public

- There has never been a communications plan designed to integrate messaging across the state, among agencies, regional organizations, and lead entities, to generate a shared vocabulary, or to tie messaging and outreach activities to the pursuit and accomplishment of particular outcomes for salmon recovery
 - Because the messaging is so diverse, a legislator hearing from fifty salmon recovery advocates may be less impressed by the size and relative power of that constituency than overwhelmed by having to choose among fifty different requests for assistance
 - This is a relatively new need—we used to have the Chair of the U.S. House of Representatives Committee on Appropriations carrying this for the state at a time when the Congress was making line-item appropriations. We continue to have the leadership support of our senior U.S. Senator, but support is uncoordinated

- Current messages and communications activities among different professionals are not coordinated, consistent, or reinforcing
 - While most Native American tribes in Washington participate in the regional recovery organizations and boards and several are designated as lead entities, their additional communications activities and messaging may complicate these shared endeavors
 - Sport fishing groups are delivering additional sets of messages—from those who self identify as “wild fish advocates” who argue against hatchery fish of any stripe to those who advocate a significant increase in hatchery production and management of hatchery fish for the purpose of increased recreational fishing and its contributions to the economy
 - There is a need to tell the story of how state and tribal co-management of hatchery and harvest improvements is beginning to be integrated with habitat recovery and how it needs to continue



Pyramid offers these draft recommendations as a starting point for conversation. We based them on our understanding of the targets and outcomes our interviewees identified as critical, as well as on our review of communications activities and products currently in use by GSRO and the regional recovery organizations/boards and lead entities. We have also drawn on our collective experience working on communications and salmon recovery in the Pacific Northwest for two decades.

EMPOWER REGIONAL SALMON RECOVERY ORGANIZATIONS/BOARDS AND LEAD ENTITIES TO LEAD US THROUGH THIS PHASE OF SALMON RECOVERY

- While governors, Native American tribal chairs, ambassadors, congressional appropriators, U.S. senators, and county executives were out front and vocal when the task was to get in front of Endangered Species Act listings and develop our own plans for recovery, fifteen years into implementation it will be regional and local leaders who can best tell our shared story and motivate change
- To build a groundswell, educate a new generation, hold local decision-makers accountable for changes necessary to restore our watersheds to levels of health adequate to restore salmon and provide the benefits we expect, we need to support local and regional leaders to communicate the changes that will be made and implemented at the local, municipal, and county scale. They,
 - Embody the Washington Way
 - Provide our best forum for land use negotiations, involving county officials and private landowners
 - Can engage WDFW and Ecology to help them integrate their activities with local habitat recovery efforts for maximum benefit
 - Enjoy tribal membership and support

WE NEED TO UPDATE LOCAL PARTNERS ON REGIONAL SALMON RECOVERY STATUS

- Each region should consider the best way to convene locals and elected officials at that scale to re-frame the story of salmon recovery, share what’s been accomplished to date, and be candid about what needs to be done

MESSAGING NEEDS TO CONNECT THE DOTS BETWEEN SALMON RECOVERY AND MULTIPLE BENEFITS TO OUR COMMUNITIES, OURSELVES

- We hike swim, boat, fish, enjoy the views, rely on the clean air and water that healthy rivers and streams, forests, wetlands, estuaries, and shorelines provide us and which are necessary as well for salmon
- River banks planted for salmon strengthen hillsides, allowing plants and trees to grow alongside streams provides more habitat for birds and insects important to farmers and filters pesticides or street pollutants when it rains. Streams reconnected to flood plains provide flood control; streams cooled by vegetation provide refuge from warm temperatures
- Stable streams increase property values, and the healthy rivers and forests necessary for salmon support robust economic contributions by fish and wildlife-dependent industries (fishing, recreation, tourism, hospitality), particularly benefitting rural communities

MESSAGING NEEDS TO REMIND US OF HOW CENTRAL THE FACT AND IMAGE OF HEALTHY SALMON IN OUR WATERSHEDS IS TO OUR IDENTITY AS NORTHWESTERNERS

- This isn't Kansas. We live in a place marked by big geography, dynamic ecological systems, charismatic animals, big mountains and rivers, ocean and rain forest and high desert. We live in rural areas, farming and fishing communities, and in vibrant urban centers. And salmon swim through all of them
- Most of the Pacific Northwest American Indian tribes are salmon tribes. Honoring, celebrating, and harvesting salmon shapes their religion, culture, and art and in turn shapes that of the entire region. Many of the images, colors, and forms we immediately recognize as "Pacific Northwest" come from salmon-dependent cultures

RECRUIT MESSENGERS WHO ARE NOT SALMON PROFESSIONALS AND HELP THEM TELL THEIR STORIES

- Salmon recovery stories can get stale. Fresh voices from landowners who have seen their property values increase as a result of habitat improvements on their lands; veterans groups who've embraced new fish and wildlife recreational opportunities; faith communities who have embraced salmon habitat as an act of stewardship; rotary members who volunteer for salmon, school kids whose salmon reports can be posted on-line—look for new faces and voices to tell the story

LOOK FOR WAYS TO MAKE SALMON RECOVERY A WAY FOR YOUR COMMUNITY TO CONNECT AND SHARE A POSITIVE EXPERIENCE.

- "Salmon fatigue" may be more of an issue for professional salmon managers who've been at this since the beginning (15 years since first listings) than for the general public. Consider:
 - Hundreds of people fill a theater in downtown Tacoma to watch a salmon film series
 - Issaquah Salmon Days is a premiere tourist attraction—thousands of people shut down a city to visit a hatchery and a bit of restored stream to see and celebrate the return of salmon each fall. Find a way for real-life encounters with salmon for more people

REGIONAL LEADERS NEED TO BE ABLE TO SAY AND PRIORITIZE WHAT HAS YET TO BE ACCOMPLISHED—AS A COUNCIL

- Acknowledge what we've done—created this unique extraordinary infrastructure, created our own recovery plans with scientists and community members, government policy staff and private landowners, tribes, and the dozens of different stakeholder groups who see salmon through one particular lens or another. But we're not done. Make a fair statement about hatchery, harvest, pollution, development, and passage issues. Break it out by region—for Puget Sound and parts of southwest Washington, development is a huge pressure. Not so much in Upper Columbia. There, the issues are...On the coast, we...

TO ACHIEVE RECOVERY GOALS, WASHINGTON'S SALMON PROFESSIONALS MUST IMPROVE COMMUNICATIONS INTERNALLY

- Consider a policy summit similar to what the Washington Environmental Council does once a year, where they pull together across the environmental community and identify what their priorities are. Consider a forum that would include Lead Entities, RFEs, SRF Board, RCO, and GSRO, WDFW
- Coming together around shared objectives and requests for funding will necessitate agreement on priorities and better integrate efforts; it will also provide up-to-date messaging
- The regional recovery organization boards are experiencing turnover—newly elected county commissioners, tribal chairs, etc. New participants bring fresh perspectives and opportunities to refine message

LEAD ENTITIES ARE CRITICAL OUTREACH ENGINES AND NEED SUPPORT

- The lead entities are a potentially significant unified statewide voice. We need lead entities to help regional recovery organizations build relationships across jurisdictions to make tough choices
- Rural areas can feel like they're carrying the burden for urban ones on salmon recovery; less so when they have a lead entity that speaks for them

FEDERAL AND STATE SOURCES OF FUNDING ARE STILL OUR MOST RELIABLE AND GENEROUS SOURCES; WE NEED TO MAINTAIN, STABILIZE, AND INCREASE THEM WHILE DEVELOPING ALTERNATIVES

- We need to better explain the relationship between funding and recovery
 - This is an investment: We're preserving a way of life and building resilience for the future
 - Widespread support across every region of the state and every economic sector
- There's a perception that salmon habitat is well funded, and compared to other species protection, it is; but we are far short of what we need to accomplish what is recommended in our recovery plans
 - Senator Murray leads the fight to secure salmon-related federal funds, but the public doesn't really know about this effort, much less that the money is not guaranteed

- Every region should have the capacity to tell its story to appropriators and other funders, describe its piece of the statewide effort to safeguard our watersheds, preserve ecosystem function, recover endangered species, and build resilience for our communities in the face of a changing climate

DESPITE ENTHUSIASM FOR THE PACIFIC NORTHWEST AND FOR SALMON, THE GENERAL PUBLIC IS INCONSISTENTLY EDUCATED ON THE BASICS OF CONSERVATION BIOLOGY, THE LINK BETWEEN SALMON AND THE HABITAT THAT SUSTAINS THEM AND US

- A consistent, repetitive approach to ecosystem education and conservation biology is needed; partner where possible with local educators
- Most of the messaging right now focuses on listed species—but even the salmonids not on ESA lists are under threat because all of our watersheds are under threat. We need to know what to manage for as much as what to manage against
- Help people understand: We want to restore fully functioning natural systems that will bring back salmon populations on their own
- We want to change behavior, give people ways to live differently on the land, make different choices—understand the connection between taking a bus to work and lessening the diesel runoff into a shoreline where juvenile salmon go to rest and feed
 - Consider a state-wide poll to fully assess the public’s knowledge and perspectives on salmon recovery, watershed health, ecosystem function, climate change resilience
 - Look for opportunities to build identity and ownership at the watershed scale: this is my watershed; where I live, where I get water to drink, water my garden, where I work, where I play
 - A message to the 60% of Washingtonians who have moved here from somewhere else: Washington isn’t trashed yet. You left somewhere else to come here; why?
- To live here you need to engage to preserve the quality of life that drew you here and defines this place
- Salmon recovery is an exercise of citizenship

COLLATERAL MATERIALS SHOULD BE VARIED BUT TARGETED TO SPECIFIC AUDIENCES

- People love seeing fish; video is an effective way to demonstrate before and after, connection, change, excitement; short video clips on line are a good investment and many people can now take them with their phones
- Coordinate messaging between print, web, social media, and video productions to reinforce
- Materials don’t need to be glossy or expensive; let the story and the examples do the work
- More specific recommendations on this topic will be provided in the Communications Plan

A STATEWIDE CAMPAIGN TO EDUCATE THE GENERAL PUBLIC WOULD BE VERY EXPENSIVE TO LAUNCH AND TO MAINTAIN; TARGET MESSAGING TO KEY DECISION MAKERS AND INFLUENCERS



PRIORITY AUDIENCES

Priority audiences are those groups or individuals with the authority and responsibility and capacity to make decisions that will directly benefit or hinder progress toward key objectives. Targeting outreach, relationship-building, education, and messaging to these audiences is the most effective use of limited resources. Tier One audiences with time and attention become key messengers.

TIER ONE

- The seven regional salmon recovery organizations (with tribal and county representatives)
- Lead Entities (Washington Salmon Coalition)
- Salmon Recovery Funding Board
- GSRO/RCO
- Washington Department of Fish and Wildlife
- Regional Fisheries Enhancement Groups
- Governor's natural resources policy staff

TIER TWO

- Washington legislative leaders relevant to salmon recovery
- Washington and Congressional delegation
- WA Department of Ecology; DNR; and other state agencies impacting salmon recovery
- Fishing and other recreational organizations
- Local media

TIER THREE

- Private Landowners
- Federal agencies, primarily NOAA, USFS, USFWS, EPA, and Army COE
- Potential partners
- Civic and community groups, eg: Rotary, faith, veterans, school



CONCLUSION

This findings and recommendations report will serve as the basis for development of a communications plan and message framework. This suite of documents is designed to assist, primarily, the seven regional salmon recovery organizations. It should also serve the other members of Washington's salmon recovery network, chiefly, the Governor's Salmon Recovery Office, the Washington State Recreation and Conservation Office, the Washington Salmon Coalition (Lead Entities), and the Salmon Recovery Funding Board.

This project is guided by a Communications Working Group assembled by the Governor's Salmon Recovery Office,

- Brian Abbott, *Governor's Salmon Recovery Office*
- Jeff Breckel, *Lower Columbia Salmon Recovery Board*
- Derek Van Marter, *Upper Columbia Salmon Recovery Board*
- Nancy Biery, *Salmon Recovery Funding Board*
- Darcy Batura, *Washington Salmon Coalition*
- Alicia Lawver, *Puget Sound Partnership*
- Susan Zemek, *Washington State Recreation and Conservation Office*
- Jennifer Quan, *Washington Department of Fish and Wildlife*

With assistance from,

- Alex Conley, *Yakima Fish and Wildlife Recovery Board*
- Jeanette Dorner, *Puget Sound Partnership, Salmon Program Manager*
- Miles Batchelder, *Washington Coast Sustainable Salmon Partnership*
- Scott Brewer, *Hood Canal Coordinating Council*
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- 7 Regional organizations
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 - Lower Columbia Fish Recovery Board website <<http://www.lcfrb.gen.wa.us>>
 - Yakima Basin Fish and Wildlife Recovery Board website <<http://www.ybfwrp.org>>
 - Puget Sound Partnership website <<http://www.psp.wa.gov>>
 - Snake River Salmon Recovery website<<http://snakeriverboard.org/wpi/>>
 - Upper Columbia Salmon Recovery Board website <<http://www.ucsrp.com>>
 - Washington Coast Sustainable Salmon Partnership website <<http://www.wcssp.org>>

RECOVERY PLANS:

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- Lower Columbia River Bull Trout, Chinook, Chum, Coho, and Steelhead Recovery Plan
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OTHER MATERIALS:

- State of Salmon in Watersheds 2012 report
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- Millie Judge report to NOAA on Implementation of Puget Sound Chinook Recovery Plan
- Funding for Salmon Recovery in Washington State, Dennis Canty report
- The Washington Way 2006 report
- Extinction is Not an Option 1999 report
- Lead Entity Directory
- Various agency, regional and lead entity briefing documents, fact sheets, hand outs

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- Native American Tribes' contributions toward salmon recovery receive little mention on the GSRO or regional organization/board websites
 - As co-managers of the salmon resource, the state of Washington might be expected to reference that partnership through all of its agencies' communications
 - Tribes have membership on all of the regional recovery organization/boards; those relationships do not seem to be well understood by the general public

- There has never been a communications plan designed to integrate messaging across the state, among agencies, regional organizations, and lead entities, to generate a shared vocabulary, or to tie messaging and outreach activities to the pursuit and accomplishment of particular outcomes for salmon recovery
 - Because the messaging is so diverse, a legislator hearing from fifty salmon recovery advocates may be less impressed by the size and relative power of that constituency than overwhelmed by having to choose among fifty different requests for assistance
 - This is a relatively new need—we used to have the Chair of the U.S. House of Representatives Committee on Appropriations carrying this for the state at a time when the Congress was making line-item appropriations. We continue to have the leadership support of our senior U.S. Senator, but support is uncoordinated

- Current messages and communications activities among different professionals are not coordinated, consistent, or reinforcing
 - While most Native American tribes in Washington participate in the regional recovery organizations and boards and several are designated as lead entities, their additional communications activities and messaging may complicate these shared endeavors
 - Sport fishing groups are delivering additional sets of messages—from those who self identify as “wild fish advocates” who argue against hatchery fish of any stripe to those who advocate a significant increase in hatchery production and management of hatchery fish for the purpose of increased recreational fishing and its contributions to the economy
 - There is a need to tell the story of how state and tribal co-management of hatchery and harvest improvements is beginning to be integrated with habitat recovery and how it needs to continue



Pyramid offers these draft recommendations as a starting point for conversation. We based them on our understanding of the targets and outcomes our interviewees identified as critical, as well as on our review of communications activities and products currently in use by GSRO and the regional recovery organizations/boards and lead entities. We have also drawn on our collective experience working on communications and salmon recovery in the Pacific Northwest for two decades.

EMPOWER REGIONAL SALMON RECOVERY ORGANIZATIONS/BOARDS AND LEAD ENTITIES TO LEAD US THROUGH THIS PHASE OF SALMON RECOVERY

- While governors, Native American tribal chairs, ambassadors, congressional appropriators, U.S. senators, and county executives were out front and vocal when the task was to get in front of Endangered Species Act listings and develop our own plans for recovery, fifteen years into implementation it will be regional and local leaders who can best tell our shared story and motivate change
- To build a groundswell, educate a new generation, hold local decision-makers accountable for changes necessary to restore our watersheds to levels of health adequate to restore salmon and provide the benefits we expect, we need to support local and regional leaders to communicate the changes that will be made and implemented at the local, municipal, and county scale. They,
 - Embody the Washington Way
 - Provide our best forum for land use negotiations, involving county officials and private landowners
 - Can engage WDFW and Ecology to help them integrate their activities with local habitat recovery efforts for maximum benefit
 - Enjoy tribal membership and support

WE NEED TO UPDATE LOCAL PARTNERS ON REGIONAL SALMON RECOVERY STATUS

- Each region should consider the best way to convene locals and elected officials at that scale to re-frame the story of salmon recovery, share what’s been accomplished to date, and be candid about what needs to be done

MESSAGING NEEDS TO CONNECT THE DOTS BETWEEN SALMON RECOVERY AND MULTIPLE BENEFITS TO OUR COMMUNITIES, OURSELVES

- We hike swim, boat, fish, enjoy the views, rely on the clean air and water that healthy rivers and streams, forests, wetlands, estuaries, and shorelines provide us and which are necessary as well for salmon
- River banks planted for salmon strengthen hillsides, allowing plants and trees to grow alongside streams provides more habitat for birds and insects important to farmers and filters pesticides or street pollutants when it rains. Streams reconnected to flood plains provide flood control; streams cooled by vegetation provide refuge from warm temperatures
- Stable streams increase property values, and the healthy rivers and forests necessary for salmon support robust economic contributions by fish and wildlife-dependent industries (fishing, recreation, tourism, hospitality), particularly benefitting rural communities

MESSAGING NEEDS TO REMIND US OF HOW CENTRAL THE FACT AND IMAGE OF HEALTHY SALMON IN OUR WATERSHEDS IS TO OUR IDENTITY AS NORTHWESTERNERS

- This isn't Kansas. We live in a place marked by big geography, dynamic ecological systems, charismatic animals, big mountains and rivers, ocean and rain forest and high desert. We live in rural areas, farming and fishing communities, and in vibrant urban centers. And salmon swim through all of them
- Most of the Pacific Northwest American Indian tribes are salmon tribes. Honoring, celebrating, and harvesting salmon shapes their religion, culture, and art and in turn shapes that of the entire region. Many of the images, colors, and forms we immediately recognize as "Pacific Northwest" come from salmon-dependent cultures

RECRUIT MESSENGERS WHO ARE NOT SALMON PROFESSIONALS AND HELP THEM TELL THEIR STORIES

- Salmon recovery stories can get stale. Fresh voices from landowners who have seen their property values increase as a result of habitat improvements on their lands; veterans groups who've embraced new fish and wildlife recreational opportunities; faith communities who have embraced salmon habitat as an act of stewardship; rotary members who volunteer for salmon, school kids whose salmon reports can be posted on-line—look for new faces and voices to tell the story

LOOK FOR WAYS TO MAKE SALMON RECOVERY A WAY FOR YOUR COMMUNITY TO CONNECT AND SHARE A POSITIVE EXPERIENCE.

- "Salmon fatigue" may be more of an issue for professional salmon managers who've been at this since the beginning (15 years since first listings) than for the general public. Consider:
 - Hundreds of people fill a theater in downtown Tacoma to watch a salmon film series
 - Issaquah Salmon Days is a premiere tourist attraction—thousands of people shut down a city to visit a hatchery and a bit of restored stream to see and celebrate the return of salmon each fall. Find a way for real-life encounters with salmon for more people

REGIONAL LEADERS NEED TO BE ABLE TO SAY AND PRIORITIZE WHAT HAS YET TO BE ACCOMPLISHED—AS A COUNCIL

- Acknowledge what we've done—created this unique extraordinary infrastructure, created our own recovery plans with scientists and community members, government policy staff and private landowners, tribes, and the dozens of different stakeholder groups who see salmon through one particular lens or another. But we're not done. Make a fair statement about hatchery, harvest, pollution, development, and passage issues. Break it out by region—for Puget Sound and parts of southwest Washington, development is a huge pressure. Not so much in Upper Columbia. There, the issues are...On the coast, we...

TO ACHIEVE RECOVERY GOALS, WASHINGTON'S SALMON PROFESSIONALS MUST IMPROVE COMMUNICATIONS INTERNALLY

- Consider a policy summit similar to what the Washington Environmental Council does once a year, where they pull together across the environmental community and identify what their priorities are. Consider a forum that would include Lead Entities, RFEs, SRF Board, RCO, and GSRO, WDFW
- Coming together around shared objectives and requests for funding will necessitate agreement on priorities and better integrate efforts; it will also provide up-to-date messaging
- The regional recovery organization boards are experiencing turnover—newly elected county commissioners, tribal chairs, etc. New participants bring fresh perspectives and opportunities to refine message

LEAD ENTITIES ARE CRITICAL OUTREACH ENGINES AND NEED SUPPORT

- The lead entities are a potentially significant unified statewide voice. We need lead entities to help regional recovery organizations build relationships across jurisdictions to make tough choices
- Rural areas can feel like they're carrying the burden for urban ones on salmon recovery; less so when they have a lead entity that speaks for them

FEDERAL AND STATE SOURCES OF FUNDING ARE STILL OUR MOST RELIABLE AND GENEROUS SOURCES; WE NEED TO MAINTAIN, STABILIZE, AND INCREASE THEM WHILE DEVELOPING ALTERNATIVES

- We need to better explain the relationship between funding and recovery
 - This is an investment: We're preserving a way of life and building resilience for the future
 - Widespread support across every region of the state and every economic sector
- There's a perception that salmon habitat is well funded, and compared to other species protection, it is; but we are far short of what we need to accomplish what is recommended in our recovery plans
 - Senator Murray leads the fight to secure salmon-related federal funds, but the public doesn't really know about this effort, much less that the money is not guaranteed

- Every region should have the capacity to tell its story to appropriators and other funders, describe its piece of the statewide effort to safeguard our watersheds, preserve ecosystem function, recover endangered species, and build resilience for our communities in the face of a changing climate

DESPITE ENTHUSIASM FOR THE PACIFIC NORTHWEST AND FOR SALMON, THE GENERAL PUBLIC IS INCONSISTENTLY EDUCATED ON THE BASICS OF CONSERVATION BIOLOGY, THE LINK BETWEEN SALMON AND THE HABITAT THAT SUSTAINS THEM AND US

- A consistent, repetitive approach to ecosystem education and conservation biology is needed; partner where possible with local educators
- Most of the messaging right now focuses on listed species—but even the salmonids not on ESA lists are under threat because all of our watersheds are under threat. We need to know what to manage for as much as what to manage against
- Help people understand: We want to restore fully functioning natural systems that will bring back salmon populations on their own
- We want to change behavior, give people ways to live differently on the land, make different choices—understand the connection between taking a bus to work and lessening the diesel runoff into a shoreline where juvenile salmon go to rest and feed
 - Consider a state-wide poll to fully assess the public’s knowledge and perspectives on salmon recovery, watershed health, ecosystem function, climate change resilience
 - Look for opportunities to build identity and ownership at the watershed scale: this is my watershed; where I live, where I get water to drink, water my garden, where I work, where I play
 - A message to the 60% of Washingtonians who have moved here from somewhere else: Washington isn’t trashed yet. You left somewhere else to come here; why?
- To live here you need to engage to preserve the quality of life that drew you here and defines this place
- Salmon recovery is an exercise of citizenship

COLLATERAL MATERIALS SHOULD BE VARIED BUT TARGETED TO SPECIFIC AUDIENCES

- People love seeing fish; video is an effective way to demonstrate before and after, connection, change, excitement; short video clips on line are a good investment and many people can now take them with their phones
- Coordinate messaging between print, web, social media, and video productions to reinforce
- Materials don’t need to be glossy or expensive; let the story and the examples do the work
- More specific recommendations on this topic will be provided in the Communications Plan

A STATEWIDE CAMPAIGN TO EDUCATE THE GENERAL PUBLIC WOULD BE VERY EXPENSIVE TO LAUNCH AND TO MAINTAIN; TARGET MESSAGING TO KEY DECISION MAKERS AND INFLUENCERS



PRIORITY AUDIENCES

Priority audiences are those groups or individuals with the authority and responsibility and capacity to make decisions that will directly benefit or hinder progress toward key objectives. Targeting outreach, relationship-building, education, and messaging to these audiences is the most effective use of limited resources. Tier One audiences with time and attention become key messengers.

TIER ONE

- The seven regional salmon recovery organizations (with tribal and county representatives)
- Lead Entities (Washington Salmon Coalition)
- Salmon Recovery Funding Board
- GSRO/RCO
- Washington Department of Fish and Wildlife
- Regional Fisheries Enhancement Groups
- Governor's natural resources policy staff

TIER TWO

- Washington legislative leaders relevant to salmon recovery
- Washington and Congressional delegation
- Current NGO partners
- Local media

TIER THREE

- Private Landowners
- Federal agencies, primarily NOAA, USFS, USFWS, EPA, and Army COE
- Potential partners
- Civic and community groups, eg: Rotary, faith, veterans, school



CONCLUSION

This findings and recommendations report will serve as the basis for development of a communications plan and message framework. This suite of documents is designed to assist, primarily, the seven regional salmon recovery organizations. It should also serve the other members of Washington's salmon recovery network, chiefly, the Governor's Salmon Recovery Office, the Washington State Recreation and Conservation Office, the Washington Salmon Coalition (Lead Entities), and the Salmon Recovery Funding Board.

This project is guided by a Communications Working Group assembled by the Governor's Salmon Recovery Office,

- Brian Abbott, *Governor's Salmon Recovery Office*
- Jeff Breckel, *Lower Columbia Salmon Recovery Board*
- Derek Van Marter, *Upper Columbia Salmon Recovery Board*
- Nancy Biery, *Salmon Recovery Funding Board*
- Darcy Batura, *Washington Salmon Coalition*
- Alicia Lawver, *Puget Sound Partnership*
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Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Habitat Work Schedule and How it's Being Used to Tell the Salmon Recovery Story
Prepared By: Jennifer Johnson, Governor's Salmon Recovery Office Implementation Coordinator

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

Habitat Work Schedule (HWS) is an online database that stores and displays data related to salmon recovery actions and goals. In collaboration with two lead entities, staff from the Governor's Salmon Recovery Office (GSRO) will brief the board on how HWS can be used to tell the recovery story.

Board Action Requested

This item will be a:

<input type="checkbox"/>	Request for Decision
<input type="checkbox"/>	Request for Direction
<input checked="" type="checkbox"/>	Briefing

Background

Habitat Work Schedule

Habitat Work Schedule (HWS) is an online database that stores and displays data related to salmon recovery actions and goals. The 1998 Salmon Recovery Act requires that salmon recovery projects be coordinated and sequenced. Before this legislation, granting agencies and organizations didn't have a system to track salmon recovery activities funded across multiple programs and agencies. Congress asked the U.S. Fish and Wildlife Service to bring transparency, accountability, efficiency, and effectiveness to salmon recovery in Washington State by funding a data system to track recovery actions and coordinate work across hundreds of jurisdictions. As a result, HWS was developed by the Washington State Department of Fish and Wildlife in 2006, co-managed with the Recreation and Conservation Office (RCO) beginning in 2010, and transferred to RCO in 2012. HWS allows salmon recovery stakeholders to show the relationship between projects, prioritize next steps in salmon recovery, and track progress in addressing the problems harming salmon. HWS also stores contact information to improve communication between agencies and organizations. This online tool makes information accessible on more

than 8,300 projects statewide and helps the lead entities more efficiently manage public's money for salmon recovery and more effectively communicate about salmon recovery projects.

Habitat Work Schedule Highlight – San Juan Lead Entity

Barbara Rosenkotter, the San Juan Lead Entity Coordinator, expanded the San Juan HWS data site to track and communicate detailed information about the area's species, habitat, and sea level rise to inform salmon recovery project prioritization. The data in the site will also inform the Puget Sound adaptive management process and future recovery plan updates.

Habitat Work Schedule Highlight – Hood Canal Lead Entity

The Hood Canal Coordinating Council expanded their HWS data site and continues to be a leader in data quality. Hood Canal projects are arranged in a three-tier hierarchy by county and watershed, then by project type, then by specific project. The Council works closely with project sponsors to ensure that the data they track are consistent and can be accurately reported. They are standardizing habitat metrics, providing guidance to sponsors, and working to eventually tie the project implementation information with a larger cross-regional implementation assessment effort. In addition, once the region establishes their new habitat goals in the coming year, HWS will help communicate those goals to the public. The accurate implementation data will be used to track progress made towards habitat goals. The Council and its partners are also in the process of inputting additional project metrics for other activity types on previous and current projects for the Hood Canal region.

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Invasive Species
Prepared By: Wendy Brown, Executive Coordinator, Washington Invasive Species Council

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

Staff from the Washington Invasive Species Council (council) will provide information to the Salmon Recovery Funding Board (board) during its June meeting on invasive species issues in Washington and the region, particularly those that threaten salmon recovery. In addition to information sharing, the council is available to serve as a resource for the board on projects that include an invasive species component. The council is also willing to assist the regional organizations and lead entities, if needed, to prioritize invasive species-related projects, as well as the technical review panel in determining the benefit and certainty of a particular project related to invasive species.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Background

In 2006, the Washington State Legislature created the Washington Invasive Species Council (council). In response to the toll invasive species take on natural resources and cost to local economies, the council was formed to provide statewide strategic direction and greater collaboration among federal, state, tribal, local, and non-governmental partners on invasive species.

The council, housed in the Recreation and Conservation Office, consists of 19 members (Attachment A) that meet on a quarterly basis to discuss emerging hot topics and work on implementing their strategic plan. The plan prioritizes actions that result in greater invasive species prevention and enhanced capacity to respond rapidly when a new detection is made. Over the past eight years, the council has accomplished a lot. Some examples include:

- Programmatic prevention measures included in State Environmental Policy Act, Hydraulic Project Approval permits in known New Zealand mud snail infestation areas, and salmon recovery guidelines in Manual 18 and Bonneville Power Administration's fish and wildlife mitigation contracts.
- Identifying and filling key gaps in statewide legislation on invasive species – including control of invasive marine algae and important new authorities to address invasive animal species.
- Increased federal funding to reduce the spread of invasive species from infested, federally-managed water bodies such as Lake Mead and Lake Havasu.
- Developed a risk analysis tool to identify the top 50 invasive species threats in and around Washington; conducted a baseline assessment in the Puget Sound Basin of species location, methods of spread, and resources at risk for most of those 50 species.
- Collaborated with Oregon and Idaho on several region-wide invasive species outreach campaigns and created a smartphone invasive species reporting app (WA Invasives).

Invasive Species Threats

The spread and proliferation of invasive species harms our national and local economies and the environment in which we live. These species range from weeds and insect pests that reduce crop and timber yields to aquatic species that change the ecology of our lakes and rivers, the health of our fisheries, and capacity of our power-producing and water-delivery systems.

In addition to damages on ecosystems, there are enormous monetary costs caused by invasive species. The annual U.S. cost from invasive species is estimated to be \$120 billion – partially including \$20 million from Asian gypsy moth impacts and control in western forests, \$26 million to eliminate the threat of *Spartina* on the Washington aquaculture industry, and \$3.1 billion in long-term costs to the hydropower industry in the Great Lakes region.

For salmon, in particular, the negative impacts of invasive species, both plant and animal, are numerous and well-documented.

- Submerged aquatic plant species, such as **Brazilian elodea** and **Eurasian watermilfoil**, form dense mats in rivers that choke out native aquatic plants. These invasive species markedly reduce dissolved oxygen levels, create shallow areas and increased water temperatures, and block passage of juvenile salmon.
- Riparian invasive species, such as the **invasive knotweed complex**, threaten salmon populations through loss of insects and sediment erosion that can smother salmon eggs. Knotweeds do not out-compete established trees, but dense knotweed inhibits growth of tree seedlings. Over time this leads to fewer trees and less shade in infested riparian areas, and therefore higher water temperatures which impact salmon health. Lack of

trees will also eventually mean less large woody debris, which is an important component of healthy salmon habitat, creating pools and cover from predators. Knotweed spreads fast in riparian areas, and current management efforts are not keeping up with the invasion.

- **Zebra** and **quagga mussels** pose a significant threat to salmon populations. These freshwater filter-feeders form huge colonies that have effectively crashed the food web, including fish populations, in the Great Lakes and lower Colorado River ecosystems. In addition to removing productivity in the water column, these invasive mussels are severe biofoulers – encrusting any solid surface in the water in a very short amount of time. For the Pacific Northwest, this will include fish ladders, culverts, screens, and any other man-made structure that salmonids rely on for migration.
- In the March 2009 issue of *BioScience*, Sanderson et al. conclude that the negative impacts of **introduced fish species** (e.g., shad, smallmouth bass, walleye) on salmon could equal or exceed that of habitat alteration, harvest, hatcheries, and hydropower facilities.
- Although their impacts have yet to be quantified, **New Zealand mud snails** are thought to outcompete high-quality food sources such as larval mayflies, stoneflies, and caddisflies.

These and other invasive species that threaten salmon recovery efforts will be discussed in more detail during the June Salmon Recovery Funding Board (board) meeting.

Salmon Recovery Funding Board Funding for Invasive Species Removal

Invasive species removal is eligible in the board's grant program, either as a component of a larger project or as a stand-alone project. The board is an important funding source for the treatment of invasive plant infestations to improve salmon habitat.

Twenty-seven percent of all board-funded project applications have some small portion of the grant dedicated to invasive species removal. The majority of these projects involve the treatment of invasive plants within a restoration project. Less than one percent of all board projects are stand-alone invasive species removal projects, and, of those, the majority are knotweed removal projects.

Detailed information on two invasive species projects will be discussed during the June board meeting.

Attachments

- A. Members of the Washington Invasive Species Council

Attachment A: Members of the Washington Invasive Species Council

Washington Invasive Species Council Members include:

Washington State Department of Agriculture	U.S. Customs and Border Protection
Washington Department of Ecology	U.S. Department of Agriculture
Washington Department of Fish and Wildlife	U.S. Environmental Protection Agency
Washington Department of Natural Resources	U.S. Fish and Wildlife Service
Washington State Department of Transportation	U.S. Forest Service
Washington State Noxious Weed Control Board	Chelan County
Puget Sound Partnership	Stillaguamish Tribe/Squaxin Island Tribe
Washington State Parks and Recreation Commission	The Nature Conservancy
U.S Coast Guard	Northwest Power and Conservation Council

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Preview of Salmon-Related Budget for 2015-2017
Prepared By: Nona Snell, Policy Director
Brian Abbott, Governor's Salmon Recovery Office Executive Coordinator

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

The Recreation and Conservation Office (RCO) will submit its 2015-17 biennial budget request to the Office of Financial Management in early September. The Salmon Recovery Funding Board (board) will decide on certain aspects of the budget proposal in August. The board will make recommendations on the amount of state funds RCO should include in its operating and capital budget requests related to funds that flow through the board or which match or complement other salmon activities and programs.

Board Action Requested

This item will be a:

<input type="checkbox"/>	Request for Decision
<input type="checkbox"/>	Request for Direction
<input checked="" type="checkbox"/>	Briefing

Background

The Recreation and Conservation Office (RCO) will submit its 2015-17 biennial budget request to the Office of Financial Management (OFM) in early September. The Salmon Recovery Funding Board (board) must decide in August on the amount of state funds RCO should include in its operating and capital budget requests related to salmon activities and programs. The Recreation and Conservation Funding Board will also make decisions in August about the funding levels for other RCO administered grant programs, such as the Washington Wildlife and Recreation Program and the Youth Athletic Facilities program.

Washington State enacts budgets on a two-year cycle, beginning on July 1 of each odd-numbered year. The budget approved for the 2015-17 biennium will be effective from July 1, 2015 through June 30, 2017.

RCO must submit the budget requests for the 2015-17 biennium to OFM in early September. OFM staff will analyze the proposals and develop budget recommendations for the Governor,

who must propose a budget to the Legislature for the upcoming biennium in December. The Legislature then prepares a final budget sometime in the spring before they adjourn their 2015 session. That budget becomes effective July 1, 2015.

The 2015-17 operating budget outlook is predicted to be challenging because of increased state obligations for maintaining current programs, potential increases in caseload (number of prisoners, students, entitlement recipients, etc.), and to address court rulings on education funding.

In the operating budget related to salmon activities and programs, RCO is exploring requests to fund: 1) monitoring necessary to achieve de-listing of certain salmon populations; 2) lead entity capacity so as to improve our competitiveness for federal funds; and 3) the Habitat Work Schedule data system in the event federal funds should be reduced or eliminated.

The capital budget outlook will likely be stable, barring spikes in interest rates or drastic changes in economic factors. In the capital budget, RCO is exploring requests to strategically increase state funding for salmon recovery and protection grant programs and other salmon programs. This memorandum focuses on the funding for the Salmon Recovery Funding Board grant program. Other salmon grant program funding level requests will be decided based on recommendations from other state agencies who jointly manage those programs (Estuary and Salmon Restoration Program, Puget Sound Acquisition and Restoration Program, Family Forest Fish Passage Program).

Operating Budget Requests

Monitoring to Achieve De-listing of Certain Salmon Populations

The development of federally approved recovery plans brought with it the responsibility of regional organizations and the state of Washington to monitor progress made toward recovery plan goals and the response of listed and at-risk salmon populations. The National Oceanic and Atmospheric Administration (NOAA) determines the status of recovery. Based on NOAA's five-year status review, they may: (1) remove or "de-list" salmon from the endangered species list; (2) change the status from "endangered" to "threatened" status; (3) change the status from "threatened" to "endangered" status; or (4) maintain the current ESA-listing for salmon.

In January 2011, NOAA published *Guidance for Monitoring Recovery of Pacific Northwest Salmon and Steelhead Listed Under the Federal Endangered Species Act*. Regional recovery organizations and partners use this guidance to develop a monitoring framework. NOAA reviews the status of listed salmon every five years with the best scientific and commercial data available. NOAA determines whether a species warrants de-listing based on these reviews. There is currently insufficient monitoring data to meet the NOAA threshold for de-listing.

This proposal for funding has been coordinated with the regional recovery organizations and is specifically tailored to meet de-listing requirements. Of the three types of funding managed by

RCO, monitoring activities can only be funded with federal funds or state operating funds; state capital (bond) funds cannot be used for monitoring.

Regional recovery organizations and the Governor’s Salmon Recovery Office have worked together over the last several months to inventory and prioritize monitoring gaps. This effort includes the following components:

1. Identify specific monitoring activities, by region and time period, that will be necessary to achieve de-listing;
2. Describe who is responsible for implementing the monitoring activities within each region;
3. Identify gaps between current monitoring efforts and those necessary to achieve de-listing;
4. Detail overall monitoring needs for the next 10 years in biennial increments.

RCO, on behalf of regional organizations, is considering requesting state operating funds to fill important monitoring gaps for those salmon populations believed to be nearing recovery and thus most likely to be considered for de-listing (Table 1).

Details on the proposed cost estimates will be provided in advance of the August Board meeting once these numbers are more fully reviewed. As of today, the amounts identified by the regions come to approximately \$2.8 million for monitoring.

Table 1: Request for State Operating Funds to Fill Monitoring Gaps

Regional Organization	Activity
Hood Canal Coordinating Council	Juvenile Summer Chum nearshore use
Lower Columbia Fish Recovery Board	Adult Abundance Winter/Summer Steelhead Adult abundance Coho
Puget Sound Partnership	NOAA Status and Trends WDFW Land Cover Analysis Steelhead Population Monitoring
Upper Columbia Salmon Recovery Board	Adult Steelhead productivity and smolt abundance
Washington Coast Sustainable Salmon Foundation	Juvenile fish monitoring Willapa Bay Baseline monitoring 5 systems for Coho
Snake River Salmon Recovery Board	Five specific monitoring projects including stream flow, adult abundance and habitat status and trends
Yakima Basin Fish & Wildlife Recovery Board	Steelhead and bull trout red surveys

Lead Entity Capacity

There are 25 lead entities that perform an essential role in salmon recovery in Washington State. The lead entities are integral to the "Washington Way" of empowering local communities' participation in salmon recovery. The lead entities are responsible for recruiting, reviewing, and prioritizing projects funded by the board. They are responsible for making sure local communities are engaged and supportive of these projects. They are also responsible for developing the three year work plans for future projects consistent with the approved regional recovery plans.

Established in law (Revised Code of Washington 77.85), lead entities consist of:

- A lead entity coordinator (staff person)
- A committee of local, technical experts (technical committee)
- A committee of local citizens representing a variety of interests (citizen committee)
- A lead entity grant administrator (the fiscal agent)

One of the board's objectives is to enhance the current capacity for lead entities. However, since the lead entity program was first created in 1999, the board has not been able to significantly increase funding for the program.

Lead entities are funded by a combination of state and federal funds from the board. Originally, when the lead entities were administered by the Department of Fish and Wildlife, they were supported 48% with state funds and 52% with federal PCSRF funds. Beginning in 2009, state funds were reduced and the board agreed to offset that reduction with federal funds. The proportion of state and federal funds has changed over time, with state funding increasingly a smaller piece of the total as Washington weathered the economic downturn. Overall funding for lead entity capacity has not kept pace with inflation and several lead entities struggle to maintain effectiveness.

In 2012, NOAA changed the application requirements and now applicants must separate their request into three priority categories:

1. Projects that address factors limiting the productivity of Pacific salmon listed under the Endangered Species Act or those populations necessary for the exercise of tribal treaty fishing rights or native subsistence fishing.
2. Effectiveness monitoring of habitat restoration actions at a watershed or larger scale for ESA listed salmon, status of monitoring projects that directly contribute to the population viability assessment for ESA-listed salmon, or monitoring necessary for the exercise of tribal-treaty rights or native-subsistence fishing on salmon.
3. Other projects consistent with the Congressional authorization with demonstrated need for PCSRF funding.

Capacity funding falls in the third priority category. Our competitive position with the other five states that compete for these federal funds is at a disadvantage because we use federal funds to

support these capacity expenses. The other states load a majority of their PCSRF requests into priority one. RCO's budget proposal is intended to rebalance state and federal funding in order to regain our competitive edge for these federal funds.

The continued downturn in federal funding and pressures on the state budget could have a significant impact on the future capacity of lead entities. At this critical juncture, RCO is proposing to request state funding on behalf of the lead entities in the amount of approximately \$1.8 million to regain our competitive edge for federal project funds and to continue the lead entities' important work in community-based salmon restoration.

Habitat Work Schedule

The Habitat Work Schedule (HWS) is a data system administered by RCO. All 25 lead entities and seven salmon recovery regions use HWS to track, sequence, and report their salmon recovery projects. These groups have invested significant time and resources into HWS, as has the state which relies on HWS for monitoring and reporting (e.g. the State of Salmon Report) the progress of salmon recovery efforts. For lead entities, tracking project data using habitat work schedule is a specific deliverable required under their contracts administered by the Governor's Salmon Recovery Office.

HWS is funded exclusively by a grant from the US Fish and Wildlife Service (USFWS). This funding has been reduced from \$643,000 in 2012 to \$609,000 for 2013. Funds for 2014 have been applied for but not yet received. USFWS funds are distributed based on the federal fiscal year. In recent years, USFWS indicated that this funding was not intended as long-term operational funding and that we should expect it will be eliminated.

Further complicating this is that the HWS system is a proprietary program owned by a private vendor. RCO uses the USFWS grant to pay for the right to use the software (the licensing agreement), maintenance, training, software improvements or enhancements, user support, and data quality assurance.

During a 2011 review, the state's chief information officer noted several areas where we should improve this contractor/vendor arrangement. They questioned the cost of HWS and whether the state was best served by a proprietary system. Others have questioned the platform on which HWS is built and whether it could be better integrated with RCO's PRISM data system for grant management. HWS is not currently a duplication of PRISM, as it tracks more than just RCO-funded projects. It tracks data for projects funded by others, conceptual future projects, data about fish and habitat changes related to projects, and progress towards meeting salmon recovery goals.

Given the uncertainty of future federal funds, it is prudent to further strategize how to address the need for this or a similar database for salmon recovery projects. RCO is currently updating its IT strategic plan (in conjunction with the Puget Sound Partnership; HWS is just one part of the strategic plan update).

RCO is considering requesting up to \$1.3 million aimed at preparing for the loss of federal funding for HWS (Table 1). A portion of this funding will be used to assess the potential benefits of moving to a non-proprietary software program in the event that federal funding is eliminated or significantly reduced.

Table 1. Historic Funding Levels for HWS (all figures shown in millions)

Biennium	Amount Requested	Governor's Budget	Appropriation	Federally Funded
09-11	\$0	\$0	\$0	\$1.2 (FFY10-11)
11-13	\$0	\$0	\$0	\$1.2 (FFY12-13)
13-15	\$1.3	\$0	\$0	\$1.2 (FFY14 projected)
15-17	\$1.3	-	-	

RCO will be asking the board to support seeking an alternative approach to funding HWS.

Capital Budget Request

RCO administers four salmon grant programs: Salmon Recovery Funding Board grant program (SRFB), Estuary and Salmon Restoration Program (ESRP), Puget Sound Acquisition and Restoration Program (PSAR), and the Family Forest Fish Passage Program (FFFPP). The Salmon Recovery Funding Board has exclusive authority over the SRFB grant program and shares authority over the PSAR Program with the Puget Sound Partnership (PSP). RCO jointly manages the ESRP program with WDFW and PSP and jointly manages FFFPP with DNR and WDFW. This memo will focus on the Salmon Recovery Funding Board grant program. Budget requests for the other grant programs will be set in consultation with the other managing agencies.

Salmon Recovery Funding Board Grant Program

Several factors influence the amount of funding RCO requests for the state portion of the Salmon Recovery Funding Board grant program:

1. The amount needed to match federal Pacific Coastal Recovery Funds (PCSRF);
2. The number of project applications and their requested funding amounts; and
3. The amount of available bond funding.

Federal Pacific Coastal Recovery Funds Match

PCSRF provides a significant portion of the funds necessary for salmon recovery in Washington and requires a minimum 33 percent match from the state. The state bond funds appropriated for the Salmon Recovery Funding Board grant program are used for match, along with a portion

of the bonds appropriated for the Puget Sound Acquisition and Restoration and Family Forest Fish Passage programs.

If the PCSRF awards received during the 2015-17 biennium are the same as the current biennium, we would receive \$42 million in federal funds, which would require a minimum state match of \$13.86 million.

Given the current NOAA guidelines, which have an annual grant maximum of \$25 million, the highest PCSRF award would be \$50 million, which would require a minimum match of \$16.5 million. The historical average biennial federal award to Washington State has been \$51.2 million (Table 2). The PCSRF grant amount is announced annually in August.

Table 2. Historic Funding Levels for Salmon Projects (all figures shown in millions)

Biennium	State Request	State Appropriation	Federal Award	State Match Required
03-05	\$36.0	\$12.0	\$53.4	\$17.6
05-07	\$30.0	\$18.0	\$47.9	\$15.8
07-09	\$42.0	\$18.0	\$46.9	\$15.5
09-11	\$24.0	\$10.0	\$56.5	\$18.6
11-13	\$19.8	\$10.0	\$45	\$14.9
13-15	\$40.0	\$15.0	Estimate: \$45	\$14.9

Requests for Grant Funding

The number and amount of grant requests for salmon recovery projects is a factor in determining the amount of money that should be requested in the next biennium.

In total the salmon grant programs only fund about one-third of the salmon recovery habitat projects needed, according to a study commissioned by regional recovery organizations in March 2011. Also, project design and construction costs have risen significantly over the last decade due to inflation and increases in project complexity and size.

Amount of Available Bond Capacity

The projected available bond capacity for the entire 2015-17 capital budget is \$1.9 billion. This is an increase from the last biennium. Although an average of approximately 0.75 percent of the total amount of bonds appropriated have been appropriated for the Salmon Recovery Funding Board grant program, the 2015-17 biennium will include new challenges due to the school funding lawsuit. There is the potential for a significant amount of bonds to be appropriated for smaller class sizes and all-day kindergarten. The final decision about this will likely not be known until the end of the 2015 legislative session.

Staff Recommendations-

Staff is still reviewing some of the proposal and will likely recommend submission of the following budget requests to OFM. The staff seeks the board's discussion on three aspects of these proposals: 1) is the topic acceptable; 2) does the amount appear reasonable; 3) what should be the order of priority.

Region De-listing Monitoring: Request up to \$2.8 million in operating budget funding to fill important monitoring gaps identified by regional recovery organizations and the Governor's Salmon Recovery Office.

Lead Entity Capacity: Request up to \$1.8 million in operating budget funding to support the implementation of salmon recovery projects and to continue the lead entities' important work in community-based salmon restoration.

Habitat Work Schedule: Request up to \$1.3 million in operating budget funding to assess the potential benefits of moving the Habitat Work Schedule data system, owned by a private company, to a non-proprietary software program in the event that federal funding is eliminated or significantly reduced.

Salmon Recovery Funding Board Grant Program: Request up to \$40 million in capital budget funding for the state portion of the Salmon Recovery Funding Board grant program to protect or restore salmon habitat.

Next Steps

Based on the direction of the board, RCO staff will present draft operating and capital budget requests to the board for a decision at the August meeting. RCO will submit its 2015-17 biennial budget request to OFM in early September.

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Lead Entity and Regional Organization Allocation of Two Year Capacity Funds
Prepared By: Brian Abbott, Governor's Salmon Recovery Office Executive Coordinator

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

The Salmon Recovery Funding Board annually requests capacity funding from the Pacific Coastal Salmon Recovery Fund to support salmon recovery at the grassroots level. These funds maintain a network of regional organizations and lead entities. Staff requested \$1,677,000 for lead entities and \$2,828,685 of capacity funding for regional organizations in fiscal year 2015, the second year of biennial funding. This totals \$4,505,685 of capacity funding.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Proposed Motion Language

Move to approve capacity funding of \$1,677,000 for lead entities and \$2,828,685 for regional organizations in fiscal year 2015, to be allocated as described in briefing memo 10, Attachments A and B.

Background

Each year, the Recreation and Conservation Office (RCO) submits a single Washington State application to the National Oceanic and Atmospheric Administration (NOAA) for Pacific Coastal Salmon Recovery Fund (PCSRF) grant funding. The application is prepared in cooperation with the board, Washington Department of Fish and Wildlife (WDFW), and the Northwest Indian Fisheries Commission.

The Salmon Recovery Funding Board (board) portion of the PCSRF application includes funding for habitat projects, monitoring (required by NOAA), administration, and capacity. Capacity is described as the established organizational foundation that allows for salmon recovery to take

place at the grassroots level by maintaining a network of regional organizations and lead entities.

Change to Request Schedule for Capacity Funds

Historically the state budgeted for capacity costs on a biennial basis, beginning on July 1 of each odd-numbered year. The federal budget cycle is annual, beginning on October 1, but due to the grant cycle funds are not available to the state until later in the federal fiscal year. To ensure continuity and predictability for the regions and lead entities, the state has historically requested two years of capacity funding in every other PCSRF application. Habitat projects, monitoring, and administration are requested annually.

Change in NOAA Application Requirements

In 2012 and 2014 NOAA changed the PCSRF application process to require that costs be allocated according to the newly-articulated PCSRF priorities:

1. Projects that address factors limiting the productivity of Endangered Species Act (ESA)-listed Pacific salmonids as detailed in recovery plans. Projects that restore or protect habitat of salmonids that are at-risk of being ESA-listed or are necessary for exercise of tribal treaty rights.
2. Effectiveness monitoring of habitat restoration projects at the watershed or larger scales for listed salmon, or status monitoring projects that directly contribute to population viability assessments for listed salmon.
3. Other projects consistent with the Congressional authorization with demonstrated need for funding.

The state's application must now clearly identify the portion of PCSRF funding that will be allocated to each priority. Within each priority, funding must be further allocated to projects, capacity, and other elements. Previous applications allowed for more general discussions.

Biennial capacity requests and the new application format created a situation that could lessen the state's competitiveness for funding. At its September 2012 meeting, the board decided to allocate capacity funds on an annual basis to improve alignment with the PCSRF grant process.

Spent and Available Funds, 2013-2015

The board funds its grants with state and federal funding it receives for salmon recovery. Most of these funds are allocated to capacity, projects, and monitoring.

Funding is determined annually in light of Washington's annual PCSRF grant award and the state dollars appropriated by the Washington State Legislature each biennium. A summary table of spent and available funds for 2013-2015 is included below (Table 1).

Table 1: Funds for the 2013-15 Biennium

Purpose	Source	State Fiscal Year 2014 Totals	Projected State Fiscal Year 2015
Capacity (Lead Entities and Regional Organizations)			
	State operating budget	\$456,614	\$456,614
	PCSRF	\$3,330,000	Staff estimate \$3.3 - \$4.1 million (of \$20 - \$25 million total)
	Return Funds from 2009-2013 PCSRF	\$648,571	\$548,571
		\$4,435,185	\$4.30 - \$4.55 million
Salmon Recovery Funding Board Projects			
	State capital budget	\$6,082,000	\$8,200,000
	PCSRF	\$10,550,000	Staff estimate \$10.55 - \$12.3 million (of \$20 - \$25 million total)
	Return Funds from 2009-2013 PCSRF/State Capital	\$1,368,000	
		\$18,000,000	\$18.75 - \$20.50 million
Available Return Funds			
	Unallocated Return Funds 2009-2014 ¹		\$2,540,000
Returned Funds Reserved for 2014 IMW² Projects			
Up to \$2.0 million			

General Capacity Funding for Lead Entities and Regional Organizations

The board authorized an \$18 million grant round in 2013 and provided the lead entities and regions with similar funding as in previous biennia. In August 2013 the board approved a funding increase of \$50,000 each for the Coastal Washington and Lower Columbia regional organizations. In October 2013 the board also increased lead entity support by \$133,000 to bring all lead entities up to a minimum baseline of \$60,000 annually. The funding totals for

¹ As of May 5, 2014

² SRFB decision on March 20, 2014 to use up to \$2 million for projects that advance the purposes of three of the Intensively Monitored Watersheds

fiscal year 2014 are included in Table 2 in the staff recommendation section and also summarized in funding tables included as Attachments A and B.

RCO will know the 2014 PCSRF award amount by the end of June or first week of July. Based on current information and not factoring in any additional return funds between May 2014 and December 2014, staff estimates the board will have at least an \$18 million grant round. This estimate takes into account reserving \$2 million for projects within intensively monitored watersheds.

Capacity Opportunity for Washington Coast Regional Organization

In addition to the annual capacity funded noted above, an opportunity exists to jump start the implementation of the Washington Coast Sustainable Salmon Plan with an additional capacity grant of \$50,000 (to be matched by several other partners).

The Washington Coast Regional Organization (the Washington Coast Sustainable Salmon Partnership) recently completed their sustainability plan and is currently developing a three-year work plan. The next logical step for the Washington Coast in the implementation of their sustainability plan is to develop a business plan that builds on the three-year work plan and clearly identifies targets and conservation outcomes.

A 10 to 12-year business plan provides specific and concise conservation information to those (e.g., prospective investors) not familiar with the existing issues, including identifying goals, the management strategy, and financial and other resources necessary to attain those goals. A business plan also provides internal guidance to those who are active in the operation of the organization, allowing all individuals and entities to understand the direction and path of the organization. Finally, a business plan process is an accounting framework to track and evaluate the progress of the initiative in reaching the goals identified through a "scorecard" updated annually.

The National Fish and Wildlife Foundation (NFWF), who partnered with the board for a decade to manage the Community Salmon Fund, has developed a business plan template and applied it to Hood Canal Summer chum and Russian River Coho recovery efforts. They are currently developing a business plan for Oregon coastal Coho, with support from the Oregon Watershed Enhancement Board and the National Oceanic and Atmospheric Administration, and are interested in doing the same for Washington coast watersheds.

An additional \$50,000 in capacity funding for the Washington Coast Sustainable Salmon Partnership would match NFWF funds to complete this work. Additionally, NFWF and the Washington Coast Sustainable Salmon Foundation will work together to raise up to \$100,000 in the next 18 months from a combination of private and federal funds. The [Wild Salmon Center](#) is also a partner on this project and was instrumental in helping the region develop the [Washington Coast Sustainability Plan](#).

If successful, this business plan/implementation approach could be a model for other regional organizations to develop specific implementation strategies, track progress, and pull in additional public and private support for operationalizing salmon recovery plans. The Washington Coast Sustainable Salmon proposal for this business plan is included as Attachment C.

Staff Recommendation

Staff recommend the board fund capacity at a total of \$4,505,685, which includes \$1,677,000 for lead entities and \$2,828,685 for regional organizations in fiscal year 2015. This will retain last year's base funding and incorporate the additional \$133,000 in capacity funds the board allocated to lead entities and \$50,000 to the coastal region for the business plan in fiscal year 2014. Table 2 summarizes the request; Attachment A details the allocations by regional organization and Attachment B summarizes allocations by lead entity.

Table 2. Proposed Lead Entity and Regional Organization Funding for Fiscal Year 2014

Purpose	Total Funding FY 2014	Proposed Funding FY 2015
Lead Entities	\$1,677,000	\$1,677,000
Regions	\$2,878,685	\$2,828,685
Projects	\$18,000,000	\$18,000,000 ³
Projects in IMWs	\$0	Up to \$2,000,000

Next Steps

If approved by the board, GSRO staff will amend regional organization and lead entity contracts to add in funding for the second year of the biennium. Amendments will be effective July 1, 2014.

Attachments

- A. Funding Table for Regional Organizations
- B. Funding Table for Lead Entities
- C. Washington Coast Sustainable Salmon Business Plan Proposal

³ Staff expect the PCSRF grant to come in between \$20 million and \$25 million. Based on this assumption, the board would have at least an \$18 million dollar grant round for fiscal year 2015.

Attachment A: Funding Table for Regional Organizations

Regional Organization	Board Funding Adopted August 2013	Board Funding Added August 2013	Total Funding FY 2014	Proposed Funding FY 2015
Lower Columbia	\$406,850	\$50,000	\$456,850	\$406,850
Hood Canal	375,000		375,000	375,000
Puget Sound	689,162		689,162	689,162
Snake	333,588		333,588	333,588
Upper Columbia	435,000		435,000	435,000
Washington Coast	254,085	\$50,000	304,085	304,085
Yakima	285,000		285,000	285,000
Total	\$2,778,685	\$100,000	\$2,878,685	\$2,828,685

Attachment B: Funding Table for Lead Entities

Lead Entity	Board Funding Adopted December 2013	Board Funding Added October 2013	Total Funding FY 2014	Proposed Funding FY 2015
WRIA 1 Salmon Recovery Board Lead Entity	\$65,000		\$65,000	\$65,000
San Juan County Lead Entity	50,000	\$10,000	60,000	60,000
Skagit Watershed Council Lead Entity	80,000		80,000	80,000
Stillaguamish Co-Lead Entity (Stillaguamish Tribe)	25,000		25,000	25,000
Stillaguamish Co-Lead Entity (Snohomish County)	37,000		37,000	37,000
Island County Lead Entity	50,000	10,000	60,000	60,000
Snohomish Basin Lead Entity	62,500		62,500	62,500
Lake WA/Cedar/Sammamish Watershed Lead Entity	60,000		60,000	60,000
Green/Duwamish & Central PS Watershed Lead Entity	60,000		60,000	60,000
Pierce County Lead Entity	55,000	5,000	60,000	60,000
Nisqually River Salmon Recovery Lead Entity	62,500		62,500	62,500
Thurston Conservation District Lead Entity	40,000	20,000	60,000	60,000
Mason Conservation District Lead Entity	42,000	18,000	60,000	60,000
West Sound Watersheds Council Lead Entity	50,000	10,000	60,000	60,000
North Olympic Peninsula Lead Entity	80,000		80,000	80,000
North Pacific Coast Lead Entity	45,000	15,000	60,000	60,000
Quinalt Indian Nation Lead Entity	45,000	15,000	60,000	60,000
Grays Harbor County Lead Entity	55,000	5,000	60,000	60,000
Pacific County Lead Entity	50,000	10,000	60,000	60,000
Klickitat County Lead Entity	55,000	5,000	60,000	60,000
Pend Oreille Lead Entity	50,000	10,000	60,000	60,000
Upper Columbia Regional Salmon Recovery	135,000		135,000	135,000
Yakima Basin Regional Salmon Recovery	65,000		65,000	65,000
Snake River Regional Salmon Recovery	65,000		65,000	65,000
Lower Columbia Regional Salmon Recovery	80,000		80,000	80,000
Hood Canal Regional Salmon Recovery	80,000		80,000	80,000
Total	\$1,544,000	\$133,000	\$1,677,000	\$1,677,000

Attachment C

Washington Coast Sustainable Salmon Business Plan Proposal

PROPOSAL
Salmon Recovery Funding Board

Washington Coast Sustainable Salmon Business Plan Initiative
Phase One: Washington Coast Coho Salmon (*Oncorhynchus kisutch*)

Proposal Summary

The Washington Coast Sustainable Salmon Partnership (Partnership) proposes to work with the National Fish and Wildlife Foundation (NFWF) to develop a business plan that would operationalize the implementation of the Washington Coast Sustainable Salmon Plan in order to protect and enhance existing populations of salmon and steelhead. Phase 1 will focus on the Washington Coast coho salmon. The business plan model is a science-based approach that NFWF has employed successfully throughout the country with fish and wildlife conservation initiatives to: 1) articulate shared and achievable conservation outcomes; 2) describe a path for implementation priorities that is measurable and accountable; 3) leverage and focus public and private investments; and 4) benefit the communities economically and socially, as well as with natural resources management. The goal of the business plan will be to demonstrate replicable processes to prioritize and incentivize the conservation of high value habitats sufficient to achieve ecological and economic viability, and to track conservation outcomes using metrics appropriate for site specific results. We propose to develop a business plan process for the Washington coast, with a focus on 3-5 pilot watersheds, in order to build on the current Washington Coast Sustainable Salmon Plan and demonstrate how to further refine the actions and convert the stated objectives into concise and measureable outcomes by working with local communities and private landowners in achieving the goals for Washington Coast coho salmon. Once the pilot watershed business plans are completed, we will then scale up to a broader coast wide business plan that can be used in all watersheds for all species of salmonids in the next decade.

Background

The Partnership was formed in 2008 as a voluntary regional coalition of local, watershed-based salmon recovery groups known in Washington as Lead Entities for Salmon Recovery. Since 15 of the 16 federally recognized species of salmon and steelhead of the Washington coast are not yet listed under ESA, the Partnership formed in order “to prevent additional ESA listings of

Washington Coast salmon populations through sustainability instead of ESA recovery planning.”¹

Even though the salmon and steelhead populations do not warrant ESA listing at this time due to abundance estimates, they have been dramatically reduced from their historic levels. If left unchecked, they will warrant listing if measures are not implemented immediately to prevent further decline. Since the majority of funding in Washington state focuses on recovery of ESA listed species, the Washington coast populations have not been as high of a priority for project funding. The Partnership was formed in order to promote the concept of effective and cost-efficient investment of limited resources to protect and restore habitats for the healthier populations before their levels are reduced and become listed species, when it then becomes more costly to manage their recovery.

To address the challenges and opportunities of this situation, as well as to supplement very limited funding for salmon recovery in general, the Washington Coast Sustainable Salmon Foundation [a 501(c)(3) corporation] was created in 2013 to support the Partnership by providing a vehicle for funding and to mobilize other resources to support the Partnership’s mission and the implementation of the recently-completed *Washington Coast Sustainable Salmon Plan* (Plan).

The Plan’s Vision states:

All watersheds in the Washington Coast Region contain healthy, diverse and self-sustaining populations of salmon², maintained by healthy habitats and ecosystems, which also support the ecological, cultural, social, and economic needs of human communities.

Current Situation and Need:

The Washington Coast Region represents the last best chance for the Pacific Northwest to protect largely intact watersheds. The Partnership motto, “Protect the Best” and “Restore the Rest,” effectively summarizes their approach and promotes the concept of *salmon strongholds*, those core centers of abundance and diversity where habitat is still relatively intact and can support multiple species of salmon. Although healthy salmon populations still exist in these places, there are significant areas with degraded habitats that need restoration immediately in order to prevent the further decline of these populations to the point of an eventual ESA listing. Salmon are a key component and indicator of healthy freshwater and estuarine ecosystems. More natural, diverse

¹ *Report on the Consideration of Forming a Coastal Governance Unit for Salmon Sustainability*, Triangle Associates, June 2007.

² The general term “salmon” was used throughout the Plan and was defined to include fish of the genus *Oncorhynchus* (salmon, steelhead, and coastal cutthroat) and bull trout.

and productive ecosystems support healthier and more diverse salmon populations; less healthy ecosystems have less capacity to support growth and survival of juvenile salmon.

The *Washington Coast Sustainable Salmon Plan* was conceived and developed as an ecosystem-based Plan to achieve salmon population viability and sustainability. All eight salmon species native to Washington are found in the coastal watersheds; only pink salmon (*Oncorhynchus gorbuscha*) are not known to spawn here. The State of Washington recognizes 118 individual populations, or stocks, of anadromous salmon and steelhead, twelve (12) of coastal cutthroat, and three (3) of bull trout in Coast Region watersheds. The Washington Department of Fish and Wildlife's Salmonid Stock Inventory (SaSI) and the Wild Salmon Center's North American Salmon Stronghold Ratings suggest healthy or strong populations have diminished from 58% to 42%, while depressed or weak stocks have *increased* from 7% to 19% since 1992. The status of nearly 40% of the Region's populations is listed as unknown or needing research.

Supported by twenty-four distinct strategies and more than 200 specific action steps, the Plan's Goals are:

- All of the region's salmon habitats and offshore waters are in a condition that will sustain healthy salmon populations.
- Regional land use decisions are considerate of conserving priority salmon habitats and any habitat degradation resulting from those decisions is effectively mitigated.
- Regional hatchery practices do not impair wild fish populations and, where appropriate, will help to protect them.
- Harvest of salmon – commercial, recreational, subsistence and ceremonial – help to support vibrant economies and communities without negatively impacting the sustainability of salmon populations.

The objective in the Plan speaking directly to salmon populations is:

- By 2040, salmon populations that comprise all or portions of the seven Evolutionarily Significant Units of sockeye, coho, chum and Chinook salmon and two Distinct Populations Segments of steelhead within the Washington Coast Region consistently meet intrinsic habitat potential and exceed sustainable harvest.

The Washington Coast Region's onshore land area is more than 3.75 million acres and contains more than 6,500 miles³ of fish-bearing rivers and streams. With the attention of federal and state salmon managers and restoration dollars focused on ESA recovery plans, data for the Coast Region's unlisted salmon populations is relatively poor and tracking the impact of Plan

³ Salmonid stream miles listed by WDFW are widely considered to under-represent the actual number due to the methodology for stream identification relying on 10 meter digital elevation model GIS databases.

implementation on salmon populations will be an ongoing challenge. Under current funding levels, it may be impossible.

The Partnership is actively working to develop an Implementation Strategy for the Plan, including identifying specific metrics and objectives for salmon populations and their habitats with which to track implementation progress and effectiveness of Plan strategies and actions. Methods and means to measure and track the response of salmon populations to plan implementation are urgently needed. With the Plan as a solid foundation, the Partnership and NFWF will examine how to operationalize the implementation of the Plan through NFWF's business planning process which will provide a concise 10 year roadmap to achieve and track measureable outcomes. We propose to start with Washington Coast coho salmon as a focal species.

Why Coho?

Coho can be found in virtually every small coastal stream and large river in the Coast Region. Coast Region Coho are part of two ESUs, Olympic Peninsula Coho and Southwest Washington Coho. The Olympic Peninsula Coho ESU extends beyond the Coast Region to include populations along the Strait of Juan de Fuca west of the Elwha River. Southwest Washington Coho were originally considered part of the larger Lower Columbia/Southwest Washington ESU. When the Lower Columbia portion of the ESU was listed as threatened on June 28, 2005, the Southwest Washington portion was separated from the Lower Columbia populations. However, because the "new" Southwest Washington ESU was never formally evaluated by NOAA Fisheries, its status is listed as "undetermined" and it remains a "candidate" for listing under the Endangered Species Act.

Between the two ESUs, twenty-three (23) separate populations of coho salmon are present in Washington Coast watersheds. Nearly half of these populations have not been evaluated for their stock status, and while the other half are considered "healthy" by the State of Washington, this classification is widely disputed by the Native American tribes and fisheries biologists in the region. A subsequent evaluation conducted by the Wild Salmon Center in 2011 found that 6 of the coho populations were "weak" and 9 needed further research to evaluate status. The remaining populations were considered "strong."

The Partnership and NFWF are proposing to focus the first phase of the business plan process on coho salmon because of their potential as a candidate for listing, however their decline can likely be reversed with targeted habitat conservation. The Washington Coast Sustainable Salmon Business Plan Initiative with a focus on coho salmon would also form an integral component of NFWF's broader Pacific Coast salmon strategy, which includes coho recovery initiatives in the Russian River watershed and the Lower Klamath basin in California. NFWF is also initiating a

new Oregon Coast Coho Business Plan Initiative with the Oregon Watershed Enhancement Board, NOAA and other partners. Each business plan NFWF develops with state and regional partners includes involvement of local stakeholders and communities to assure there is buy-in and engagement for effective implementation. A collaborative and integrated Pacific coast program for coho salmon conservation that includes Washington, Oregon and California would be a unique regional effort that focuses on actions to protect strongholds and prevent ESA listing in Washington while restoring habitats with the goals of de-listing coho salmon in California and Oregon.

Methodology

The business plan development process will advance strategies focused on creating models that can be replicated in other coastal watersheds. These include: 1) utilizing the best available science to identify and prioritize habitat protection, enhancement and restoration needs; 2) designing a deadline-specific roadmap to address these needs; and 3) identifying locally supported projects that create and demonstrate social and/or economic incentives for landowner participation. In addition to discussions of ESU status, watershed health, intended conservation outcomes/metrics, and implementation costs, the core of the business plan will describe how local partnerships are advancing these strategies within a few pilot coastal watersheds.

The process will begin with the Partnership and NFWF's selection of the pilot areas. NFWF and the Partnership will work with coastal Lead Entities and tribes to ensure interest and participation in this process. The Lead Entities will summarize project concepts in a Letter of Interest that describes their capacity, with tribal and other partners, to engage in a rigorous prioritization process and to conceptualize projects that advance the triple bottom line approach for coho salmon: social, economic, and environmental objectives.

The Partnership enjoys well established working relationships with the Wild Salmon Center, The Nature Conservancy, state and federal agencies, and coastal Native American Tribes, all of which directly benefited the development of the *Washington Coast Sustainable Salmon Plan*. These relationships will also benefit the preparation of the proposed business plan.

NFWF has extensive experience in preparing conservation business plans with a team of experts and local communities across the U.S. Each business plan is designed to develop specific species outcomes and has a focus on conservation strategies that address key limiting factors, with metrics for monitoring progress over time towards specific goals. The business plans recognize the importance of prioritizing conservation actions and monitoring results. The data are then used to populate a score card which displays the status of strategy implementation and provides accountability for the funding invested and the conservation outcomes achieved in a systematic way. The Hood Canal Coordinating Council recently completed a Hood Canal

Summer Chum Business Plan to operationalize their recovery plans. In addition, NFWF has other examples of business plans such as the Russian River Coho Salmon Business Plan that can be used as a template for the Washington Coast coho salmon business plan development process.

The success of the Washington Coast Sustainable Salmon Business Plan Initiative will be measured by the level of involvement of the local watershed entities, and consensus with the landowners on how best to move forward with a set of priority actions that will achieve measureable ecological goals for habitat protection, enhancement and restoration, while also considering economic and social factors to reach those goals. NFWF's Director for Strategic Planning and Evaluation will be an advisor to assure that the Washington Coast Sustainable Salmon Business Plan will be developed to meet local conditions, while also being consistent with other plans adopted by NFWF's Board of Directors.

Budget Request

NFWF and the Washington Coast Sustainable Salmon Foundation are requesting \$50,000 from the Salmon Recovery Funding Board to be matched with up to \$100,000 of public and private funds to develop the Phase 1 business plan for coho salmon. These funds will be used to assist the Partnership to engage their local community partners in the business planning process, contract with experts needed to assess the best tools to use (such as NetMap) and the metrics to use to further refine the conservation framework and priority actions needed to reverse the decline of the populations, and utilize a technical writer to clearly communicate the roadmap for a 10 year implementation plan.

NFWF will also utilize our internal science team expertise to provide technical input into the business plan development process. NFWF's Director for Strategic Planning and Evaluation will provide the framework for the business plan. In addition to NFWF's expertise, we will also work with lead coho salmon scientists with local knowledge to review data and provide guidance for the design to assure that the plan is achievable based on the specific Washington coastal habitat conditions. NFWF and the Partnership will also reach out to state and federal agencies, tribes and universities to consult with the best team of scientists to review the business plan.

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Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Intensively Monitored Watershed Contract Extension and Bridge Funding
Prepared By: Keith Dublanica, Governor's Salmon Recovery Office Science Coordinator

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

Staff request a contract extension and interim funding for Washington Department of Ecology's Intensively Monitored Watersheds (IMW) monitoring. These steps are required to align the IMW program contract with the federal fiscal year, one of a series of recommendations from the Salmon Recovery Funding Board's monitoring subcommittee that were approved at the March board meeting.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Proposed Motion Language

Move to approve a contract time extension through September 30, 2014 and a cost-change increase of \$463,000 from return funds for the board's Intensively Monitored Watershed monitoring program, which is contracted to the Department of Ecology.

Background

At the March Salmon Recovery Funding Board (board) meeting the board approved several recommendations from its monitoring subcommittee and the Stillwater Sciences report titled "Monitoring Investment Strategy for the Salmon Recovery Funding Board." One recommendation was to align all the monitoring contracts (effectiveness monitoring, monitoring status and trends, and Intensively Monitored Watersheds [IMWs]) to coincide with the federal fiscal year, which starts each October 1st.

The board passed an amendment at its March meeting to provide a contract extension and “bridge funding” for the effectiveness monitoring performed by TetraTech. Staff are now requesting a similar contract extension and funding for the IMW monitoring contract with the Department of Ecology.

Analysis

As the federal fiscal year starts October 1, staff request the board pass an amendment to extend the current IMW monitoring contract from June 30, 2014 to September 30, 2014 and add \$463,000 of funding (from returned funds). New monitoring contracts for each IMW will be presented to the board for approval in September, with an anticipated effective date of October 1, 2014.

There are four board-funded IMW complexes in Washington State, which receive an annual allotment of \$1.4 million. The table below illustrates the activities that will receive “bridge funding” through this contract extension if the requested amendment is approved.

Intensively Monitored Watershed	Activity	Bridge Funding July 1-September 30, 2014
Skagit River Estuary	Habitat monitoring	\$38,134
	Fish Monitoring	70,000
	Dept. of Ecology	4,200
Hood Canal <i>Little Anderson, Seabeck, Stavis and Big Beef Creeks</i>	Fish monitoring	47,809
	Habitat monitoring	38,947
	Dept. of Ecology	4,200
Strait of Juan de Fuca <i>East and West Twin Rivers and Deep Creek</i>	Fish monitoring: trawler	68,000
	Fish monitoring: beach seines	21,125
	Habitat monitoring	51,929
	Dept. of Ecology	12,600
Lower Columbia <i>Germany, Abernathy, Mill Creeks</i>	Fish monitoring	46,163
	Habitat monitoring	38,947
	Dept. of Ecology	21,000
Total		\$463,054

Staff Recommendation

Staff recommends the board move to approve changes to the IMW contract to extend the current Ecology IMW monitoring contract from June 30, 2014 to September 30, 2014 and add \$463,000 of funding.

Next Steps

Upon approval by the board, staff will amend the IMW monitoring contract to provide a time extension and bridge funding through September 30, 2014.

The Governor's Salmon Recovery Office is recruiting the board's monitoring panel, which staff expect to have in place by early summer. The monitoring panel will make recommendations on new monitoring contracts to take effect October 1, 2014.

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Update to the 2003 Monitoring Evaluation Strategy
Prepared By: Keith Dublanica, Governor's Salmon Recovery Office Science Coordinator
Brian Abbott, Governor's Salmon Recovery Office Executive Coordinator

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

The Salmon Recovery Funding Board (board) Monitoring Subcommittee recommended that the board update and finalize the draft monitoring evaluation strategy from 2003 as a high priority. Staff originally proposed having the monitoring panel update this strategy. However, staff now believe hiring a contractor to complete this work will expedite the strategy's review by the monitoring panel and, ultimately, its presentation to the board for approval. It is expected that a contractor can complete this task by October 2014 for a fee not to exceed \$10,000. The final draft and updated monitoring evaluation strategy will be reviewed by the monitoring panel and then presented to the board at its September meeting for review and feedback.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Proposed Motion Language

Move to approve up to \$10,000 in Pacific Coastal Salmon Recovery Fund unallocated monitoring funds to hire a contractor to update and finalize the board's monitoring and evaluation strategy.

Background

The Salmon Recovery Funding Board (board) Monitoring Subcommittee recommended that the board update and finalize the draft monitoring evaluation strategy from 2003. Updates to the monitoring evaluation strategy will clarify the board's role in monitoring, funding activities, reporting requirements, information exchange, and adaptive management. The subcommittee

considered this a high priority recommendation and suggested implementation by October 2014.

Although the 2003 monitoring evaluation strategy is currently in use, it remains in draft form. The draft version provided great utility in the last decade, particularly in the realm of effectiveness monitoring, monitoring status and trends (Fish-in/Fish-out), and the Intensively Monitored Watersheds. Staff desire to modify and formalize the document so a revised draft can be reviewed by the board's monitoring panel and a final draft presented for board approval at the September meeting.

Analysis

Staff believe it may be most efficient to hire a contractor for the high-priority task of updating the monitoring evaluation strategy, as the board's monitoring panel will have many tasks assigned to it when it forms in early summer. Contracting out the update and finalization of the monitoring evaluation strategy will expedite the strategy's review by the monitoring panel and, ultimately, its presentation to the board for approval. It is expected that a contractor can complete this task by October 2014 for a fee not to exceed \$10,000.

Staff Recommendation

Staff recommend approving up to \$10,000 in Pacific Coastal Salmon Recovery Fund returned monitoring funds to hire a contractor to update and finalize the board's monitoring and evaluation strategy. The document will be reviewed by the monitoring panel before it is presented to the board at its September meeting.

Next Steps

Following approval by the board, staff will enter into a personal services contract with a qualified contractor, who will initiate updates to the board's monitoring evaluation strategy.

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Adoption of Washington Administrative Code Changes
Prepared By: Leslie Connelly, Natural Resource Policy Specialist

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

This memo presents a staff recommendation for proposed amendments to the administrative rules in Title 420 of the Washington Administrative Code. The amendments change the name of the agency from the Interagency Committee for Outdoor Recreation to the Recreation and Conservation Office and correct statutory references.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Proposed Motion Language

Move to approve resolution 2014-01 to adopt amendments to Title 420 of the Washington Administrative Code.

Background

Administrative rules are executive branch agency regulations authorized by state law. The Salmon Recovery Funding Board (board) has statutory authority to adopt administrative rules to carry out the purposes of the Salmon Recovery Act.¹ The board first adopted rules for the purposes of the salmon recovery grant program in 2001 and later amended them in 2002.

The board's administrative rules are found in Title 420 of the Washington Administrative Code (WAC). The rules cover general grant program requirements of the board and the

¹ RCW 77.85.120(1)(d)

administration of the grant program by the Recreation and Conservation Office (RCO). The rules are organized into two chapters:

Chapter	Title
420-04	General
420-12	General Grant Assistance

The administrative rules are broad in scope and apply to the board's salmon recovery and Puget Sound Acquisition and Restoration grant programs and RCO's administration.

Agency's Name Changed

In 2007, the name of the agency was changed in state law from the Interagency Committee for Outdoor Recreation to the Recreation and Conservation Office.² Although this change was implemented by state law, it was not updated in the WAC.

Rule-making Moratorium

All non-critical rule-making was suspended from October 11, 2011 through December 31, 2012 by [Governor's Executive Order 11-03](#). The agency name change was considered non-critical rule-making; therefore, the board could not update the administrative rules to reflect the name change. Since the order expired at the end of 2012, non-critical rule-making may now be filed with the Office of the Code Reviser.

Two Phases of Planned Rule-Making

Staff propose a phased approach to updating the board's administrative rules.

Phase I: The subject of this memo is the first phase, which is an expedited rule-making to change the agency's name and update statutory references which have changed since 2001.

Phase II: The second phase will consider substantive changes, such as reviewing definitions and amending rules for grant agreements and long-term grant compliance. Staff plan to launch phase II in 2015, with a public hearing scheduled at a regular board meeting.

Analysis

Proposed Amendments for Phase I

The purpose of the proposed phase I amendments to Title 420 WAC is to update the agency's name and correct statutory references. The Recreation and Conservation Office, formerly called the Interagency Committee for Outdoor Recreation, provides administrative support to the

² Section 39, Chapter 241, Laws of 2007.

Salmon Recovery Funding Board. The agency's name was changed in 2007. The changes to the WAC will bring the agency's name in alignment with state law and update statutory references which have changed since 2001.

The text of the proposed amendments is included as Attachment A. The amendments are presented in a table format with an explanatory statement for each section. The explanations are meant to be a reference on the types of changes made in the section. In general, there are two types of changes: name change or updated reference.

Expedited Rule-making

The proposed rule-making meets one or more of the criteria for an expedited rule-making process.³ Agencies may file notice for an expedited adoption of rules if it meets one of the following criteria:

- a) The proposed rules related to internal operations only,
- b) The proposed rules adopt or incorporate by reference other federal laws or regulations, state laws or rules from other state agencies,
- c) The proposed rules correct typographical errors, makes address or name changes, or clarifies language of a rule without changing its effect,
- d) The content is explicitly and specifically dictated by statute,
- e) The proposed rules have been the subject of negotiated rule-making, pilot rule-making, or other process that involved substantial participation of interested parties, or
- f) The proposed rule is being amended after a review of a cost-benefit analysis.

The expedited rule-making process allows the agency to conduct a faster adoption process than a regular rule-making action. The steps for expedited rule-making are:

1. File notice of expedited rule-making in the Washington State Register,
2. Provide the public 45 days to object to the expedited rule-making process,
3. Adopt the rule if there are no public objections received, and
4. File notice of permanent rule-making in the Washington State Register.

Should any member of the public object to the expedited rule-making process, the process starts over and must follow the regular rule-making requirements in the Administrative Procedures Act.⁴

Public Review

Prior to the board meeting, the public was made aware of the expedited rule-making on the following occasions:

- Notice of Expedited Rule-making (CR-105, Attachment B) filed April 1, 2014 and published in issue #14-08-087 of the Washington State Register on April 16, 2014,
- Agenda item at the June 2014 board meeting posted on RCO's Web site,

³ RCW 34.05.353

⁴ Chapter 34.05 RCW

- Posting of proposed rule-making on RCO's Web site, and
- Email notification sent to interested persons.

As of the writing of this memo, no objections to the expedited rule-making process have been received. The deadline for the public to file an objection is June 3, 2014.

Staff Recommendation

Staff recommend adoption of the expedited rule-making filed April 1, 2014 and published in issue #14-08-087 of the Washington State Register on April 16, 2014.

Decision Requested

Resolution 2014-01 is provided for the board's consideration.

Strategic Plan Link

The proposed WAC changes reflect the board's value for citizen oversight and accountability of the expenditure of public funds and to conduct its work with openness and integrity.

Next Steps

Should the board adopt the expedited rule-making, staff will prepare a Concise Explanatory Statement and file a permanent rule notice for publication in the next available Washington State Register. Adopted rules are effective 31 days after they are filed with the Office of the Code Reviser.

Attachments

- A. Proposed Amendments to Title 420 WAC
- B. Notice of Expedited Rule-making (CR-105)
- C. Concise Explanatory Statement (to be distributed at the board meeting)

Salmon Recovery Funding Board
Resolution #2014-01
2014 Administrative Rule Changes Phase I

WHEREAS, pursuant to RCW 77.85.120(1)(d), the Salmon Recovery Funding Board (board) adopts administrative rules in the Washington Administrative Code (WAC) that govern its salmon recovery grant program which is administered by the Recreation and Conservation Office (RCO); and

WHEREAS, the name of the agency was changed in Section 39, Chapter 241, Laws of 2007, from the Interagency Committee for Outdoor Recreation to the Recreation and Conservation Office, and various state and federal law references have changed since 2001 which need to be updated in the WAC; and

WHEREAS, RCO filed an expedited rule-making with the Office of the Code Reviser on April 1, 2014 and it was published in issue #14-08-087 of the Washington State Register on April 16, 2014; and

WHEREAS, RCO posted notice of the expedited rule-making on its Web site and sent an e-mail notification to interested persons, and

WHEREAS, the public was given an opportunity to object to the expedited rule-making process from April 16 to June 3, 2014 during which time no objections were filed by the public, and

WHEREAS, the rule changes meet the criteria for an expedited rule-making because they are responsive to statutory changes made in 2007 and correct statutory references which has changed since 2001;

NOW, THEREFORE BE IT RESOLVED, that the board does hereby adopt the expedited rule-making as filed with the Office of the Code Reviser on April 1, 2014 and it was published in issue #14-08-087 of the Washington State Register on April 16, 2014; and

BE IT FURTHER RESOLVED that the board directs RCO staff to file a permanent rule adoption with the Office of Code Reviser with an effective date of 31 days after it is filed.

Resolution moved by: _____

Resolution seconded by: _____

Adopted/Defeated/Deferred (underline one)

Date: _____

Attachment A

Proposed Amendments to Title 420 Washington Administrative Code

Amendment Text	Explanatory Statement
<p>WAC 420-04-010 Definitions. For purposes of Title 420 WAC, the definitions in RCW 77.85.010 apply. In addition, unless the context clearly indicates otherwise, the following definitions also apply:</p> <p>"Acquisition" means the gaining of rights of public ownership by purchase, negotiation, or other means, of fee or less than fee interests in real property, and related interests such as water or mineral claims and use rights.</p> <p>"Applicant" means any agency, person or organization that meets qualifying standards, including deadlines, for submission of an application soliciting a grant of funds from the board. Generally, eligible applicants for ((SRFB)) <u>board</u> funds include a state, local, tribal or special purpose government, a nonprofit organization, a combination of such governments, or a landowner for projects on its land.</p> <p>"Application" means the form(s) developed and implemented for use by applicants in soliciting project funds administered by the board.</p> <p>"Board" means the <u>salmon recovery funding board</u> ((SRFB)) created by chapter 13, Laws of 1999 1st sp. sess. (2E2SSB 5595), now codified as ((chapter 77.85)) RCW <u>77.85.110</u>.</p> <p>"Chair" means the chair of the board.</p> <p>"Development" means the construction or alteration of facilities, the placement or removal of materials, or other physical activity to restore or enhance salmon habitat resources.</p>	<p>Name change. Update references.</p>

Amendment Text	Explanatory Statement
<p>"Director" means the director of the ((IAC)) <u>office</u> or that person's designee, <u>as described in RCW 79A.25.150</u>, responsible for implementation of board activities under chapter ((s 79A.25 and)) 77.85 RCW.</p> <p>("IAC" means the interagency committee for outdoor recreation (IAC), an executive state agency established under chapter 79A.25 RCW.)</p> <p>"Lead entity" means the local organization or group designated under RCW 77.85.050.</p> <p>"Manual(s)" means a compilation of state and federal policies, procedures, rules, forms, and instructions that have been assembled in manual form and which have been approved by the ((board)) <u>office</u> for dissemination by paper, electronic or other formats to all who may wish to participate in the board's grant program(s).</p> <p><u>"Office" means the recreation and conservation office or the office of recreation and conservation as described in RCW 79A.25.010.</u></p> <p>"Preliminary expense" means project costs incurred prior to board approval, other than site preparation/development costs, necessary for the preparation of a development project.</p> <p>"Project" means the undertaking which is, or may be, funded in whole or in part with funds administered by the ((IAC)) <u>office</u> on behalf of the board.</p> <p>"Project agreement" means a project agreement, supplemental agreement, intergovernmental agreement, or project contract between the ((IAC)) <u>office</u> acting on behalf of the board, and a project sponsor.</p> <p>"Project sponsor" means an applicant under RCW 77.85.010(6) who has been awarded a grant of funds, and has a signed project agreement.</p>	

Amendment Text	Explanatory Statement
<p>WAC 420-04-015 Address. All communications with the board shall be directed to the ((IAC offices)) <u>recreation and conservation office</u> at the Natural Resources Building, 1111 Washington Street S.E., P.O. Box 40917, Olympia, Washington 98504-0917. Telephone ((360) 902-3000. Web site: www.wa.gov/iac/salmonmain)) <u>360-902-3000.</u></p>	<p>Name change. Contact information update.</p>
<p>WAC 420-04-020 Organization and operations. The board:</p> <p>(1) Is an unsalaried body of ten members. Five members are citizens appointed by the governor from the public-at-large, with the consent of the senate, for a term of three years each. The other members are the:</p> <ul style="list-style-type: none"> (a) Commissioner of public lands; (b) Director of the department of fish and wildlife; (c) Director of the state conservation commission; (d) Director of the department of ecology; and (e) Secretary of transportation (or the designees of these individuals). <p>The five citizen members, including the chair, are voting members. The chair of the board is appointed by the governor from among the five citizen members.</p> <p>(2) Is authorized and obligated to administer grant programs for salmon recovery, and related programs and policies.</p> <p>(3) Performs and accomplishes work by a staff under the supervision of the ((IAC)) director appointed by the governor.</p> <p>(4)(a) Conducts regular meetings, pursuant to RCW 42.30.075, according to a schedule it adopts in an open public meeting.</p> <p>(b) May conduct special meetings at any time, pursuant to RCW 42.30.080, if called by the chair.</p>	<p>Name change.</p>

Amendment Text	Explanatory Statement
<p>(c) Maintains an official record of its meetings in a recorded audio format, unless written minutes are otherwise indicated for logistical reasons.</p> <p>(5) Defines a quorum as three of its voting members, with a preference that at least two of the agency members shall also be present.</p> <p>(6) Adopts parliamentary meeting procedure generally as described in <i>Robert's Rules of Order</i>. Only voting members may make motions or formal amendments, but agency members may request the chair for leave to present a proposal for board consideration.</p>	
<p>WAC 420-04-030 Manuals and waivers—Guidance. (1) The board shall adopt one or more manuals that describe its general administrative policies, for use by grant applicants, potential applicants, project sponsors, and others. The board shall inform all applicants in any given grant cycle of the specific project application process and methods of review, including current evaluation tests and instruments, by explaining these items in the manuals or other publicly available formats. Manuals may be adopted for each grant cycle, or for a topical issue, and shall contain a clear statement of the applicability of the policies outlined. The board also instructs the director to use applicable ((IAC)) office administrative manuals for general guidance in the implementation of ((SRFB)) <u>board</u> grant contracts. These include ((IAC)) manuals regarding land acquisition, conservation easements, funded projects, and reimbursement procedures.</p> <p>(2) Board policies, including those referenced in the manuals, shall be considered and approved by the board in an open public meeting. Notice of such considerations will be given by distribution of the agenda for the meeting, press releases, meeting notice in the <i>Washington State Register</i>, or other means.</p>	<p>Name change.</p>

Amendment Text	Explanatory Statement
<p>(3) Project applicants, project sponsors, or other interested parties may petition the director for a waiver or waivers of those items within the manuals dealing with general administrative matters and procedures. Determinations on petitions for such waivers made by the director are subject to review by the board at the request of the petitioner.</p> <p>(4) Petitions for waivers of subjects regarding board policy, and those petitions that in the judgment of the director require board review, shall be referred to the board for deliberation. Policy waivers may be granted after consideration by the board at an open public meeting.</p>	
<p>WAC 420-04-060 Delegated authority. Consistent with RCW 79A.25.240 and other applicable laws, the director is delegated the authority and responsibility to carry out policies and administrative functions of the board. This includes, but is not limited to, the authority to:</p> <ul style="list-style-type: none"> (1) Administer board programs (at the offices of the IAC); (2) Administer all applicable rules, regulations and requirements established by the board or reflected in the laws of the state; (3) Implement board decisions; and (4) Approve certain waiver requests or other administrative matters. 	<p>Name change.</p>
<p>WAC 420-04-100 Public records access. (1) The board is committed to public access to its public records. All public records of the board, as defined in RCW ((42.17.260)) <u>42.56.070</u> as now or hereafter amended, are available for public inspection and copying pursuant to this regulation, except as otherwise provided by law, including, but not limited to, RCW ((42.17.310 and 42.17.255 (Exemptions))) <u>42.56.050 and 42.56.210</u>.</p> <p>(2) The board's public records shall be available through the public records officer designated by the director. All records access for board records shall be conducted in the same manner as records access for (IAC) <u>office</u> records,</p>	<p>Name change. Update references.</p>

Amendment Text	Explanatory Statement
<p>including office location, hours, copy fee and request forms. The board adopts by reference the records access procedures of the ((IAC)) <u>office</u> and charges the director to administer for access purposes the board's records in the same manner as records of the ((IAC)) <u>office</u> are administered, pursuant to chapter 286-06 WAC.</p> <p>(3) Any person who objects to the denial of a request for a public record of the board may petition the director for review by submitting a written request. The request shall specifically refer to the written statement which constituted or accompanied the denial.</p> <p>(4) After receiving a written request for review of a decision denying inspection of a public record, the director, or designee, will either affirm or reverse the denial by the end of the second business day following receipt according to RCW ((42.17.320)) <u>42.56.520</u>. This shall constitute final board action. Whenever possible in such matters, the director or designee shall consult with the board's chair and members.</p>	
<p>WAC 420-12-040 Eligible matching resources. (1) Applicant resources used to match board funds may include: Cash, certain federal funds, the value of privately owned donated real estate, equipment, equipment use, materials, labor, or any combination thereof. The specific eligible matches for any given grant cycle shall be detailed in the published manual. The director shall require documentation of values.</p> <p>(2) Agencies and organizations may match board funds with other state funds, including ((IAC)) <u>recreation and conservation funding board</u> funds, so long as the other state funds are not administered by the board and if otherwise allowed by state law. For the purposes of this subsection, grants issued by other agencies under the Jobs for Environment program and the Forests & Fish program are not considered to be administered by the board.</p> <p>(3) Private donated real property, or the value of that property, must consist of real property (land and facilities) that would otherwise qualify for board grant funding.</p>	<p>Name change.</p>

Amendment Text	Explanatory Statement
(4) The eligibility of federal funds to be used as a match is governed by federal requirements and thus may vary with individual proposals and grant cycles.	

Attachment B

Notice of Expedited Rule-making (CR-105)



EXPEDITED RULE MAKING

CR-105 (June 2004)
(Implements RCW 34.05.353)
EXPEDITED RULE MAKING ONLY

Agency: Recreation and Conservation Office on behalf of the Salmon Recovery Funding Board

Title of rule and other identifying information: (Describe Subject):

Updating references and the agency's name in Title 420 WAC, Salmon Recovery.

NOTICE

THIS RULE IS BEING PROPOSED UNDER AN EXPEDITED RULE-MAKING PROCESS THAT WILL ELIMINATE THE NEED FOR THE AGENCY TO HOLD PUBLIC HEARINGS, PREPARE A SMALL BUSINESS ECONOMIC IMPACT STATEMENT, OR PROVIDE RESPONSES TO THE CRITERIA FOR A SIGNIFICANT LEGISLATIVE RULE. IF YOU OBJECT TO THIS USE OF THE EXPEDITED RULE-MAKING PROCESS, YOU MUST EXPRESS YOUR OBJECTIONS IN WRITING AND THEY MUST BE SENT TO

Name: Leslie Connelly

Agency: Recreation and Conservation Office

Address: 1111 Washington St. SE, PO Box 40917, Olympia, WA 98504-0917

AND RECEIVED BY (Date) June 3, 2014

Purpose of the proposal and its anticipated effects, including any changes in existing rules: Makes changes to Title 420 WAC to update the agency's name and statutory references. The Recreation and Conservation Office, formerly called the Interagency Committee for Outdoor Recreation, provides administrative support to the Salmon Recovery Funding Board. The agency's name was changed in 2007. The changes to the WAC will bring the agency's name in alignment with state law and update other statutory references which have changed since 2001.

Reasons supporting proposal: Chapter 241, Section 39, Laws of 2007, changed the agency's name from the Interagency Committee for Outdoor Recreation to the Recreation and Conservation Office.

Statutory authority for adoption: RCW 77.85.120(1)(d)

Statute being implemented: Chapter 77.85 RCW

Is rule necessary because of a:

Federal Law?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Federal Court Decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
State Court Decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

If yes, CITATION:

DATE
April 1, 2014

NAME (TYPE OR PRINT)
Leslie Connelly

SIGNATURE

TITLE
Rules Coordinator/Natural Resources Policy Specialist

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STATE OF WASHINGTON
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DATE: April 01, 2014
TIME: 2:38 PM

WSR 14-08-087

Name of proponent: (person or organization) Recreation and Conservation Office

- Private
- Public
- Governmental

Name of agency personnel responsible for:

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Agency comments or recommendations, if any, as to statutory language, implementation, enforcement, and fiscal matters:

None.

Salmon Recovery Funding Board Briefing Memo

Meeting Date: June 2014
Title: Riparian Guidelines
Prepared By: Leslie Connelly, Natural Resources Policy Specialist

APPROVED BY RCO DIRECTOR KALEEN COTTINGHAM

Summary

As requested by the Salmon Recovery Funding Board during its March meeting, Recreation and Conservation Office staff solicited comments from the public on whether the board should adopt guidelines for riparian restoration projects. This memo describes the analysis of the comments received and presents options for the board's consideration.

Staff recommend the board expand the data collected for riparian restoration projects, maintain its current process for evaluating riparian restoration projects until new or revised guidelines are available, and pursue additional methods to incentivize private landowners to allow salmon recovery projects on their property.

Board Action Requested

This item will be a:

- Request for Decision
- Request for Direction
- Briefing

Proposed Motion Language

Move to adopt option numbers one through five and continue to explore option twelve.

Background

Staff provided a briefing at the [December](#) Salmon Recovery Funding Board (board) meeting on recommendations from the National Oceanic and Atmospheric Administration (NOAA) for minimum riparian habitat widths on Puget Sound agricultural lowlands. The briefing also presented how the recommendations were being implemented by the Washington State Department of Ecology (Ecology) as eligibility criteria for its projects in western and eastern Washington in all landscape settings.

Also in December, staff recommended the board solicit comments from the public on whether the board should adopt NOAA's recommendations and Ecology's criteria for projects focused on restoring riparian habitat areas. After significant discussion and comments from the public at the meeting, the board directed staff to research the potential implications of applying riparian habitat widths to past grant cycles to see how many projects would have met them and how many would not.

Staff provided results of this retrospective analysis at the [March](#) board meeting. In summary, the majority of the funded projects in fiscal year 2014 did not focus on riparian restoration habitat objectives. For those projects that did have a riparian restoration habitat objective, the majority of projects in western Washington met or exceeded the restoration area widths recommended by NOAA. Of the two projects with a riparian restoration habitat objective in eastern Washington, one met Ecology's criteria.

In March, the board asked staff to collect public comment on whether the board should adopt statewide guidelines for the width of a riparian restoration project. Staff were instructed to ask the public for reasons that would justify a smaller riparian width than those recommended by NOAA, how to improve landowner incentives for participating in riparian restoration projects, and how to incentivize funding projects with larger riparian widths.

Staff prepared four questions, based on the board's direction, for the public's consideration and comment. The complete solicitation announcement is included as Attachment A. The four main questions are listed below.

Question 1 - Should the board adopt guidelines for minimum buffer widths for projects with a specific objective to improve riparian habitat? If yes, should the guidelines apply to Puget Sound only, western Washington only, or statewide?

Question 2 - What constraints would be reasonable justification for smaller riparian habitat buffers that are less than the guidelines?

Question 3 - What types of conservation incentives should be offered to landowners who allow salmon recovery projects on their property? Which types of incentives should be eligible for salmon recovery funding through the Salmon Recovery Funding Board?

Question 4 - Should the board encourage prioritizing funding for riparian habitat projects that meet the guidelines? If so, how could the board encourage such prioritization at the local, regional or state level?

Staff posted the public comment notice on RCO's Web site and sent an e-mail notification to over 1,800 individuals. Comments were accepted from April 10-30, 2014.

Summary of Comments Received

In response to the request for comments, 57 individuals and organizations provided feedback on the proposal to adopt guidelines for a minimum riparian width for riparian restoration projects. The table below (Table 1) summarizes the main points of each individual's comment and whether they would support guidelines for a minimum riparian width for riparian restoration projects. The complete set of comments received is included as Attachment B.

In general, there was support for the guidelines from the Northwest Indian Fisheries Commission, U. S. Fish and Wildlife Service, Department of Ecology, and three citizens. The remaining comments expressed a lack of support or had concerns about the guidelines. In general the main reasons for not adopting guidelines were: 1) concerns over landowner participation, 2) the need for flexibility to design and implement riparian restoration projects, and 3) the desire to maintain the current local review process to prioritize applications.

There also appeared to be misperceptions about the proposed guidelines. Some commenters believed the guidelines would make a project ineligible for funding, which was not reflective of the proposals from December or March. Also, there was concern about taking land away from landowners, which is contrary to the voluntary nature of the board's salmon recovery program. Finally, there was confusion with regards to how the guidelines for riparian restoration projects would interact with local and state regulations for critical areas, shoreline master programs, and forest practices. These are requirements that must be met when an entity is conducting site development or forestry. Such site impacts are different than the riparian restoration projects funded in the board's salmon recovery projects.

Finally, there was general support for increasing the types of landowner incentives eligible for board funding, with the concern that doing so would increase project costs and result in funding less projects. There were few comments about how the board could fund projects that provided larger riparian habitat areas than the minimum recommendations.

Table 1: Comments Received on Guidelines for Minimum Riparian Habitat Buffer Widths

Individual or organization	Brief Summary of Comments	Support
State-wide Perspectives and Citizens		
Ben Rau, Water Quality Program, Watershed Planning Unit, WA Department of Ecology	We support the adoption of guidelines for minimum buffer widths.	Yes
Heather Bartlett, Water Quality Program Manager, WA Department of Ecology	We supported the proposed guidelines.	Yes
Curtis D. Tanner, Acting Manager, Environmental Restoration and Assessment Division, U.S. Fish and Wildlife Service	We support the work of the board to establish minimum buffer widths for riparian habitat restoration projects.	Yes
Michael Grayum, Executive Director, Northwest Indian Fisheries Commission	The guidelines provide an essential “bookend” to the recommendations contained in the Aquatic Habitat Guidelines, Stream Habitat Restoration Guidance. Governments at all levels and the public justifiably expect that the board will provide key leadership on what is necessary to recover salmon.	Yes
Thomas Woodruff, Real Estate Acquisition Supervisor, WA Department of Fish and Wildlife	Yes, adopt guidelines for Western WA.	Yes
Jim Hansen, Citizen	I find the new guidelines to be highly reasonable. I like the emphasis on water quality for smaller tribs and ditches.	Yes
Margo DeVries, Citizen	There should be expectations for a reasonable exchange between project funding and project results. Standards should be established in guidelines. These guidelines should be structured to accommodate and accomplish the intended outcome of habitat projects for targeted species across the state.	Yes
Richard Dyrland, Citizen	Updated buffer-width guidelines are needed.	Yes
Ann Stanton, Citizen	Perhaps in support, but not the NOAA Fisheries Interim Riparian Buffer Recommendations. Each project may differ in what buffer width is feasible.	Maybe
Allen Estep, Assistant Division Manager, Forest Resources Division, WA Department of Natural Resources	A specific description of what constitutes a project area and where a minimum buffer should be applied should be articulated.	Neutral – provided technical guidance

Individual or organization	Brief Summary of Comments	Support
Jim Brennan, WA Sea Grant	The definition of riparian only includes freshwater systems. There has been substantial work on marine riparian areas and standards now include the riparian area.	Neutral – provided technical guidance
Larry Zalaznik, Board President, and Colleen Thompson, Managing Director, Regional Fisheries Enhancement Groups Coalition	Given the diversity of projects within each RFEG [Regional Fisheries Enhancement Group] region, our members are responding to the request for comment individually rather than collectively. We appreciate the time and effort you have committed to carefully reviewing the proposal.	Neutral
Phil Anderson, Director, WA Department of Fish and Wildlife	Establishing minimum buffers shifts attention from processed-based stream restoration as set in the Stream Habitat Restoration Guidelines. We would value additional discussion to identity strategies and incentives projects that do more than the minimum.	Concerns
Karen Terwilleger, Senior Director of Forest and Environmental Policy, WA Forest Protection Association (WFPA)	WFPA respectfully requests that if minimum buffer guidelines are established, buffer regimes under Habitat Conservation Plans be incorporated into your minimum guidelines.	Concerns
Mark Indrebo, Citizen	I am concerned that these new guidelines will end up making the perfect become the enemy of the good. I would suggest that the proposed guidelines be revised to allow the review panel to classify smaller-buffer projects as POC's [Projects of Concern] only when there is clear evidence that the project, as a whole, has low habitat value or a low certainty of success.	Concerns
Senator Doug Erickson, 42 nd Legislative District Senator Jim Honeyford, 15 th Legislative District Senator Kirk Pearson, 39 th Legislative District Senator Mark Schoesler, 9 th Legislative District	The guidelines should not be adopted for three reasons: riparian buffers on are ditches take away productive farmland, ditches are a low priority for salmon, and projects hinge on site-specific variables.	No
Casey Baldwin, Citizen	I do not believe that minimum buffer widths need to be adopted by the board because it is not possible to pre-determine an effective width.	No
Douglas M. Stienbarger, Citizen	It seems disingenuous to propose the project sponsor justify not using a required buffer width when the minimum buffer width is not tailored to a site to begin with. More significantly, such a policy would likely drastically decrease the number of "willing landowners" interested in riparian projects.	No

Individual or organization	Brief Summary of Comments	Support
Evan Bauder, Citizen	These guidelines will undoubtedly and substantially reduce landowner participation in regards to riparian planting. The ability to stay flexible while developing a riparian restoration plan is what allows practitioners to begin conversations with landowners.	No
George Brady, Citizen	I want to be on record as opposing any setbacks on temporary streams and irrigation ditches.	No
Jerry Barnes, Citizen	I would like to express my opposition to any proposal to inject mandatory buffer widths as a condition of board funded projects.	No
John Richmond, Citizen	Buffer widths are already built-in on riparian property on forested land through DNR [Department of Natural Resources] forest management regulations and through Critical Area ordinances and shoreline management regulations implemented by Ecology.	No
Tom Slocum, Citizen	The guidelines would not improve the benefit and certainty of the majority of individual riparian projects nor the aggregate effectiveness of the program.	No
Dan Wood, Director of Government Affairs, Washington State Dairy Federation	While the size of the proposed buffers may vary, the rigid approach does not. A flexible, site-specific program that empowers positive changes across a wide landscape will be the best approach to make improvements to the environment and, at the same time, help maintain the viability of our farms.	No
Jack Field, Executive Vice President, WA Cattlemen's Association (WCA)	The WCA respectfully requests that the board not adopt any buffer requirements as a condition of receiving funding.	No
John Small, Anchor QEA	Projects should be evaluated only on the impact to salmon recovery. Buffers are one tool to do this, but the lack of a minimum buffer as defined generally does not indicate if a specific project will or will not benefit salmon recovery.	No
Lower Columbia Region		
Darin Houpt, Forest Hydrologist, Cowlitz and Wahkiakum Conservation District	We strongly encourage the board to not adopt the guidelines. The buffer guidelines represent a one-size-fits-all mentality.	No
Eli Asher, Restoration Ecologist, Natural Resources Department, Cowlitz Indian Tribe	I respectfully recommend that the board avoid adopting any policy regarding minimum buffer widths.	No

Individual or organization	Brief Summary of Comments	Support
Jeff Breckel, Executive Director, Lower Columbia Salmon Recovery Board (LCSRB)	The LCFRB recommends that the Salmon Recovery Funding Board table consideration of minimum buffer width guidelines and consider a more thorough and careful evaluation of board-funded riparian buffer restoration efforts to date with the goal of identifying ways to improve the effectiveness of future projects.	No
Pete Ringen, Director, Wahkiakum County Public Works	The proposed policy change is that prescriptive formulas often have unintended consequences, making it more difficult to implement the things we would like to accomplish. Prescriptive formulas can also impact the rightful use of property for those families who gain their livelihood from it.	No
Tony Meyer, Lower Columbia Regional Fisheries Enhancement Group (RFEF)	The Lower Columbia RFEF does not support policy changes of any kind that result in limiting a project sponsor's ability to work with landowners.	No
Mid-Columbia Region		
Deborah Burksfield, LSL Properties	While the minimum buffer widths in Table 1 appear to be reasonable for many riparian improvement projects, minimum buffers should be land use zoning site-specific, in my opinion.	Concerns
Alex Conley, Executive Director, Yakima Basin Fish and Wildlife Recovery Board (YBFWRB)	The YBFWRB does not see a pressing need for riparian buffer requirements in our area. We would recommend that any guidelines adopted by the board use a less ambiguous means other than historic fish use to classify water bodies.	No
Scott Revell, Board Chair, Yakima Basin Joint Board	We do not support the proposed minimum buffer width requirements for salmon recovery grants.	No
Northeast Region		
Eric Berntsen, Habitat Restoration Biologist, Natural Resources Department, Kalispel Tribe	The board should adopt guidelines, and the guidelines should apply statewide.	Yes
Puget Sound and Hood Canal Region		
Bill Blake, Stillaguamish Watershed Council Co-chair	Although we agree that wider buffers provide more function and are preferable from a habitat perspective, the proposed policy does not explicitly acknowledge land use constraints.	Concerns
Jason Mulvihill-Kuntz, Watershed Coordinator, Lake Washington/Cedar/Sammamish Watershed (WRIA 8)	While we agree that larger buffers are preferable from a habitat perspective, the proposed policy as written does not explicitly acknowledge land use constraints preventing large buffers in an urban context.	Concerns
Stephanie Martine, Habitat Division Manager, Makah Tribe Fisheries	The guidelines should allow for local regulations as exceptions.	Concerns

Individual or organization	Brief Summary of Comments	Support
Mark A. Palmer, Engineer, City of Puyallup	Project selection criteria still allows too much room for interpretation, allowing projects to be rejected based on personal bias instead of merit.	Concerns about local process
Bill Pierce, Soaring Swallow Farm	I do not feel minimum guidelines should be adopted. Since each project is different and is the result of balancing many competing goals, I feel it should be left to the discretion of the project lead to determine what buffers are most appropriate.	No
David Swindale, Director, Planning and Development Services, City of University Place	We would not support 100' buffers on [fish-bearing] intermittent or ephemeral waterways.	No
Judy Blanco, Cedar River Restoration Project Manager, Forterra	It is unlikely that our programs would be able to recruit landowners if the minimum planting width requirement is increased to 100'.	No
Mark Isaacson, Director, King County Water and Land Resources Division	We support the science behind NOAA National Marine Fisheries Service's guidance for larger buffer sizes. However, we do not support the board adopting minimum riparian buffer guidelines requiring 100 foot buffers on fish bearing streams because it will result in less acres of habitat being protected and restored.	No
Marlla Mhoon, Councilmember, City of Covington and Bill Peloza, Councilmember, City of Auburn, Co-chairs, Watershed Ecosystem Forum Co-chair	WRIA [Water Resources Inventory Area] 9 does not support the new guidelines and we would like to specifically voice our concern about the board's proposed large riparian minimum buffer widths.	No
Mendy Harlow, Executive Director, Hood Canal Salmon Enhancement Group	If a minimum buffer width for planting projects within a riparian habitat were to be required, it would severely jeopardize overall project progression and ultimately harm salmon habitat restoration efforts in these project areas.	No
Monte Marti, Manager, Snohomish Conservation District	The adoption of the new buffer widths as a required minimum for board projects will negatively impact our ability to not only get trees in the ground, but also to implement in-stream salmon habitat projects.	No
Robert Sendrey, Executive Director and Phil Taylor, Board President, Sounds Salmon Solutions	We are very concerned that adoption of the requirements would be an unrealistic policy and will potentially deter voluntary stewardship actions by private landowners.	No
Terry Williams, Tulalip Tribes, Snohomish Basin Salmon Recovery Forum Chair	The Forum asks that these project-specific decisions be left to the technical experts and board-committee members in the Snohomish Basin.	No

Individual or organization	Brief Summary of Comments	Support
Snake River Region		
Bradley Johnson, Watershed Planning Director, Asotin Public Utility District	How should it be done? There definitely needs to be different standards for the west and eastside of the Cascades for the differing natural conditions.	Concerns
Del Groat, Chairman, Snake River Salmon Recovery Board	We believe that existing intensive local and state project reviews have resulted in sufficient buffer widths that meet project goals.	No
Judith Johnson, Kooskooskie Commons	The new increased buffer requirement of a minimum of 75 feet in width makes it impossible to continue improving water quality and fish passage in the urban streams and spring fed creeks.	No
Larry Hooker, Agricultural Projects Coordinator, Walla Walla Conservation District	If funding hinges upon whether or not a landowner has or will install buffers meeting new guidelines, not only will there be far fewer buffers implemented but it will also result in far fewer salmon recovery projects implemented.	No
Upper Columbia Region		
Derek Van Marter, Executive Director, Upper Columbia Salmon Recovery Board	We recommend delaying implementation of guidelines for riparian improvement projects in Eastern Washington until the criteria can be refined for the geography and needs of populations in the region.	No
Washington Coast Region		
Janet Strong, Chehalis River Basin Land Trust Board Member	I support the minimum guidelines as they appear in the table and think they should be applied statewide, or at a minimum, throughout western Washington.	Yes

Options for Consideration

Based on the comments received, the following options are offered for the board's consideration. See Attachment C for an analysis of the options listed below.

1. Defer adopting any minimum riparian restoration widths pending the Washington Department of Fish and Wildlife (WDFW)'s update to its management recommendations for riparian habitat.
2. Continue to use the 2012 WDFW Stream Habitat Restoration Guidelines as the board's preferred guidelines for all of the board's restoration projects.
3. Collect riparian restoration width information in the application to better understand the scope of the riparian restoration project.
4. Remind lead entity organizations of their critical role in evaluating riparian restoration projects to ensure riparian habitat area widths are appropriate for the site and represent a clear benefit to salmon recovery as articulated in the regional recovery plans.
5. Provide generic guidance to the board's technical review panel that they must evaluate riparian restoration projects for salmon benefit and certainty as appropriate for the site and as articulated in the regional recovery plans.
6. Incorporate the guidelines in the local prioritization process conducted by the regional organizations.
7. Adopt riparian restoration width guidelines for projects on agricultural land in the Puget Sound region only.
8. Adopt riparian restoration width guidelines for projects on any land use type in the Puget Sound region only.
9. Adopt riparian restoration width guidelines for projects in western Washington.
10. Adopt riparian restoration width guidelines for projects statewide.
11. Apply site-specific riparian restoration widths based on soil type and potential vegetation height.
12. Allow funding for additional types of incentives to encourage landowner participation such as temporary construction easements, short-term conservation easements, and leases.

Staff Recommendation

Staff recommend the board adopt options one through five and option twelve, as described in the previous section. This recommendation maintains the practice of using the 2012 WDFW Stream Habitat Restoration Guidelines as the preferred guidelines for all of the board's restoration projects until new or revised best management practices are available. In addition to the riparian restoration area length along a stream, RCO would collect riparian restoration area width as part of the application data to more accurately capture the scope of a project. Lead entities would maintain their responsibilities as the local evaluation teams responsible for ensuring riparian restoration projects clearly provide a net benefit to meeting salmon recovery goals as outlined in the regional recovery plans. The board's technical review panel would be

instructed to evaluate each riparian restoration project for benefits to salmon recovery. Finally, to encourage the participation of private landowners in salmon recovery, staff recommend the board pursue option twelve to allow additional types of financial incentives for the use of private land for salmon recovery projects.

Next Steps

Staff will implement the direction provided by the board for new grant applications starting in 2015 and will bring back to the board any additional action items for future discussion and decision.

Attachments

- A. Proposed Changes to Salmon Recovery Grant Program
- B. Public Comments on Riparian Guidelines ([Included as a link](#))
- C. Analysis of Options for Board Consideration

Attachment A

Proposed Changes to Salmon Recovery Grant Program

Proposed Changes to the Salmon Recovery Grant Program

Background

The Salmon Recovery Funding Board (board) is considering whether to implement guidelines for minimum buffer widths for projects with a specific objective to improve riparian habitat. The board would like input on the proposal before making a decision.

How to Comment

Public comments on the proposed changes are being accepted through Wednesday, April 30, 2014. Send comments to policychanges@rco.wa.gov or to ask questions. Please include in the subject line the following text: **SRFB riparian guideline comments**.

Definition of Riparian Project

Riparian projects are projects implemented above the ordinary high water mark and within the floodplain of streams that improve the environmental conditions necessary to sustain salmonids throughout their life cycle¹. The proposed guidelines under consideration would be applied to riparian projects that include riparian planting as a primary habitat objective.

The guidelines would not apply to projects that conduct plantings to mitigate for construction impacts at other projects such as levee setbacks, fish passages or in-stream improvements.

Proposed Changes for Public Comment

The proposal is outlined below in four parts in a question/answer format. Please respond to the questions as directly as possible. Other comments are welcome and should be provided separately from your answer to the questions.

Question 1 - Should the board adopt guidelines for minimum buffer widths for projects with a specific objective to improve riparian habitat? If yes, should the guidelines apply to Puget Sound only, western Washington only, or statewide?

The guidelines under consideration are presented in Table 1 below.

¹ Definition of riparian projects for SRFB grants.

Table 1: Proposed Minimum Riparian Buffer Width Guidelines for Riparian Habitat Projects

Category	Functions	Minimum Buffer Width West of Cascades	Minimum Buffer Width East of Cascades
A. Constructed ditches, intermittent streams, and ephemeral streams that are not identified as being accessed and were historically not accessed by anadromous or Endangered Species Act (ESA) listed fish species	Water quality, shade, source control and delivery reduction	35' minimum	35' minimum
B. Perennial waters that are not identified as being accessed and were historically not accessed by anadromous or ESA listed fish species	Water quality, shade, source control, and delivery reduction	50' minimum	50' minimum
C. Perennial, intermittent, and ephemeral waters that are identified as being accessed or were historically accessed by anadromous or ESA listed fish species	Water quality, large wood debris for cover, complexity and shade, and microclimate cooling, source control and delivery reduction	100' minimum	75' minimum
D. Intertidal and estuarine streams and channels that are identified as being accessed or were historically accessed by anadromous or ESA listed fish species	Water quality, habitat complexity	35'-75' minimum, or more as necessary to meet water quality standards	N/A

Table reflects NOAA Fisheries Interim Riparian Buffer Recommendations for Streams in Puget Sound Agricultural Landscapes (December 2013) and Minimum Buffer Requirements for Surface Waters for Grants Awarded through the Washington State Department of Ecology for Nonpoint Source Pollution (October 2013).

Question 2 - What constraints would be reasonable justification for smaller riparian habitat buffers that are less than the guidelines?

If a proposed riparian project is not designed to meet the minimum buffer widths in the guidelines in Table 1, the applicant would be required to provide a written justification with the grant application as to why the proposal is for a smaller buffer. The written justification would document how the smaller buffer will improve the environmental conditions necessary to sustain salmonids throughout their life cycle and describe the constraints that prohibit achieving the adopted guideline for the stream type where the proposal is located.

Examples of reasonable constraints may include:

- Transportation corridors such as roads or bridges,
- Structures such as homes, barns, or sheds,
- Naturally occurring conditions such as geology and soil types, or

- If the guidelines would lead to declassification of the land as farmland as defined in the state's Open Space Act (RCW 84.34.020).

Review Process

Applications with buffer widths smaller than the guidelines would remain eligible for grant funding. The application, including the written justification for the smaller buffer, would be reviewed by the board's technical review panel in the approved application review process for the grant cycle. If the technical review panel finds a lack of support for the smaller buffer; it may deem the application a project of concern. Applications that are projects of concern remain on the funding list provided to the board. The board would consider whether to fund the application at the funding meeting.

Question 3 - What types of conservation incentives should be offered to landowners who allow salmon recovery projects on their property? Which types of incentives should be eligible for salmon recovery funding through the Salmon Recovery Funding Board?

The board allows project sponsors to acquire riparian conservation easements in perpetuity to provide compensation to landowners who voluntarily allow their property to be used for salmon recovery projects. Restoration projects are required to be maintained for ten years after the project is complete.

What are conservation incentives²?

Conservation incentives are inducements offered by government or private providers to encourage private landowners to undertake voluntary conservation actions on their property. There are six basic categories of incentives:

- Financial assistance: grant, loan, and lease programs that provide cost-share funding for, or reduce expenses of, conservation actions,
- Technical assistance: advice, hand-on help, and training for landowners on conservation tools or techniques,
- Tax relief: tax reductions for landowners undertaking conservation actions,
- Marketing: programs to add market value to products that support conservation on private land,
- Recognition: identification and promotion of landowners undertaking conservation actions, and
- Conservation banking: financial assistance to landowners provided as a condition of permitting for construction projects.

² Adapted from *Conservation Incentive Programs in Washington State: Trends, Gaps, and Opportunities* Prepared for the Washington Biodiversity Council By Evergreen Funding Consultants

Question 4 - Should the board encourage prioritizing funding for riparian habitat projects that meet the guidelines? If so, how could the board encourage such prioritization at the local, regional or state level?

The board gives preference to funding certain types of projects through its eligibility and evaluation criteria as published in [Manual 18: Salmon Recovery Grants](#) and as required through statutory direction. Statutory requirements for awarding grants funds are outlined below.

Statutory Criteria³

In evaluating, ranking, and awarding funds for projects and activities the board must give preference to projects that:

- Are based upon the limiting factors analysis;
- Provide a greater benefit to salmon recovery based upon the stock status information contained in the Department of Fish and Wildlife’s salmonid stock inventory (SASSI), the salmon and steelhead habitat inventory and assessment project (SSHIAP), and any comparable science-based assessment when available;
- Will benefit listed species and other fish species;
- Will preserve high quality salmonid habitat;
- Are included in a regional or watershed-based salmon recovery plan that accords the project, action, or area a high priority for funding;
- Are sponsored by an entity that is a Puget Sound partner; and
- Are projects referenced in the action agenda developed by the Puget Sound Partnership under RCW 90.71.310.

In evaluating, ranking, and awarding funds for projects and activities the board shall also give consideration to projects that:

- Are the most cost-effective;
- Have the greatest matched or in-kind funding;
- Will be implemented by a sponsor with a successful record of project implementation;
- Involve members of the Washington Conservation Corps or the Veterans Conservation Corps established in RCW 43.60A.150; and
- Are part of a region wide list developed by lead entities.

Strategic Plan Link

The proposed changes reflect the opportunity to make policy improvements that support the board’s mission to provide funds to achieve overall salmon recovery, including habitat projects and other activities that result in sustainable and measurable benefits for salmon and other fish species.

The proposed changes also reflect the board’s goals to:

³ RCW 77.85.130

- Fund the best possible salmon recovery activities and projects through a fair process that considers science, community values and priorities, and coordination of efforts;
- Be accountable for board investments by promoting public oversight, effective projects, and actions that result in the economical and efficient use of resources; and
- Build understanding, acceptance, and support of salmon recovery efforts.

Next Steps

Comments received will be reviewed and included with a staff report to the board at its public meeting on June 4, 2014 in Olympia. When possible, the proposal will be revised to address the comments received. At that meeting, the board may approve the proposal as presented or direct staff to revise it based upon the comments received.

Attachment B

Public Comments on Riparian Guidelines ([Link](#))

Attachment C

Analysis of Options and Pros and Cons

OPTIONS	PROS	CONS
<p>Option 1: Defer adopting any minimum riparian restoration widths pending the Washington Department of Fish and Wildlife (WDFW)'s update to its management recommendations for riparian habitat.</p>	<p>WDFW's research may provide new information on the riparian habitat area needed to support salmon recovery efforts.</p> <p>Doesn't place additional application requirements on landowners, project sponsors, lead entities or regional organizations.</p> <p>Supports current policy that encourages projects to implement the maximum buffer widths in the 2012 Stream Habitat Restoration Guidelines.</p>	<p>Doesn't implement advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>WDFW's research may not specifically address salmon recovery needs as it relates to riparian restoration projects.</p> <p>We may see more applications with smaller buffers, especially if those projects are ineligible for funding in other state or federal programs.</p> <p>We could be perceived as behind the curve as other agencies move ahead with some form of implementation of minimum riparian width guidelines or requirements.</p>
<p>Option 2: Continue to use the 2012 WDFW Stream Habitat Restoration Guidelines as the board's preferred guidelines for all of the board's restoration projects.</p>	<p>Utilizes the most current statewide best management practices for stream restoration projects. Supports current policy that encourages projects to implement the maximum riparian habitat area widths in the 2012 Stream Habitat Restoration Guidelines.</p> <p>Doesn't place additional application requirements on landowners, project sponsors, lead entities or regional organizations.</p>	<p>Doesn't implement advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>Guidelines were carried forward from 1997 so they may be outdated and they don't reflect differences in the landscapes across the state (same guidelines apply to eastern and western Washington regardless of site specific conditions).</p> <p>We may see more applications with smaller buffers, especially if those projects are ineligible for funding in other state or federal programs.</p> <p>We could be perceived as behind the curve as other agencies move ahead with some form of implementation of minimum riparian width guidelines</p>

OPTIONS	PROS	CONS
		or requirements.
<p>Option 3: Collect riparian restoration width information in the application to better understand the scope of the riparian restoration project.</p>	<p>Collects valuable information in the application on riparian habitat area widths.</p> <p>Gathers additional information in the grant application to identify any issues that may evolve in the future regarding the riparian habitat areas being restored.</p>	<p>Doesn't implement advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>We may see more applications with smaller buffers, especially if those projects are ineligible for funding in other state or federal programs.</p> <p>We could be perceived as behind the curve as other agencies move ahead with some form of implementation of minimum riparian width guidelines or requirements.</p>
<p>Option 4: Remind lead entity organizations of their critical role in evaluating riparian restoration projects to ensure riparian habitat area widths are appropriate for the site and represent a clear benefit to salmon recovery as articulated in the regional recovery plans.</p>	<p>Lead entities remain responsible to evaluate projects for salmon benefit and certainty and meeting recovery plan objectives.</p> <p>Allows for site specific analysis to determine the appropriate width for riparian restoration projects.</p> <p>Provides for flexibility to work with landowners on the amount of riparian area they are willing to contribute to a riparian restoration project.</p>	<p>Doesn't implement advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>Lack of guidance or criteria from the state to lead entities on how to evaluate riparian restoration projects for salmon benefit and certainty.</p> <p>We may see more applications with smaller buffers, especially if those projects are ineligible for funding in other state or federal programs.</p> <p>We could be perceived as behind the curve as other agencies move ahead with some form of implementation of minimum riparian width guidelines or requirements.</p>
<p>Option 5: Provide generic guidance to the board's technical review panel that they must evaluate riparian restoration projects for salmon benefit and certainty as appropriate for the site and as articulated in the regional recovery plans..</p>	<p>Provides direction to the technical review panel on the importance of evaluating the benefit and certainty associated with riparian habitat areas.</p> <p>Allows for site specific analysis to determine the</p>	<p>Doesn't implement advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>We may see more applications with smaller buffers,</p>

OPTIONS	PROS	CONS
	<p>appropriate width for riparian restoration projects.</p>	<p>especially if those projects are ineligible for funding in other state or federal programs.</p>
<p>Option 6: Incorporate the guidelines in the local prioritization process conducted by the regional organizations.</p>	<p>Implements advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>Maintains the evaluation and prioritization of projects with the regional technical and citizen review process.</p> <p>Provides a screen for meeting minimum riparian habitat area widths, with flexibility to allow for smaller buffer widths based on justification in the application.</p> <p>Riparian restoration projects would be more likely to meet the board’s evaluation criteria for the technical review panel.</p> <p>Provides consistency with other state and federal voluntary incentive programs.</p>	<p>We may see fewer projects submitted for riparian restoration efforts.</p> <p>Creates the perception that those projects which provide at less than the minimum riparian habitat area would not get done.</p> <p>Project sponsors would need to provide justification for why a minimum riparian restoration area was not achievable.</p>
<p>Option 7: Adopt riparian restoration width guidelines for projects on agricultural land in the Puget Sound region only.</p>	<p>Implements advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>Focuses on the specific geography that is the subject of NOAA’s recommendations.</p> <p>Implies that smaller riparian areas in other locations are not a problem for salmon recovery.</p> <p>Recognizes that other state and local laws already provide riparian buffer protections on other land use types (e.g., critical areas ordinances, shoreline master programs, and forest practices).</p> <p>Recognizes that some local jurisdictions have not adopted riparian buffer protections for agricultural land uses.</p> <p>Focuses on the specific land use that is the subject of</p>	<p>Creates a disparity on application requirements based on the property’s current land use which may or may not be appropriate based upon the land use type.</p> <p>Implies that minimum riparian habitat area widths are not needed for other land use types to support salmon recovery</p> <p>May undercut minimum riparian buffers adopted by local jurisdictions for other land use types if those buffers are larger than the guidelines applied by the board.</p>

OPTIONS	PROS	CONS
	<p>NOAA's recommendations.</p> <p>Implies that smaller riparian habitat areas on other land use types are not a problem for salmon recovery.</p>	
<p>Option 8: Adopt riparian restoration width guidelines for projects on any land use type in the Puget Sound region only.</p>	<p>Implements advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>Focuses on the specific geography that is the subject of NOAA's recommendations.</p> <p>Implies that smaller riparian areas in other locations are not a problem for salmon recovery.</p>	<p>NOAA's recommendations were developed with other entities for specific purposes which may not be directly applicable to board projects.</p> <p>Implies that minimum riparian areas widths are not needed in other locations to support salmon recovery.</p> <p>Creates a disparity on application requirements based on the project's location.</p> <p>Applies recommendations for the agricultural landscape to all land use types.</p>
<p>Option 9: Adopt riparian restoration width guidelines for projects in western Washington.</p>	<p>Implements advice from NOAA on minimum requirements needed to support aquatic functions for salmon recovery.</p> <p>Creates consistency in western Washington on minimum buffer widths.</p> <p>Implies that smaller riparian habitat area widths in other locations are not a problem for salmon recovery.</p>	<p>NOAA's recommendations are specifically targeted to the Puget Sound region, so they may not be applicable to other regions.</p> <p>NOAA's recommendations were developed with other entities for specific purposes, which may not be directly applicable to board projects.</p> <p>Implies that minimum riparian areas widths are not needed in other locations to support salmon recovery.</p> <p>Creates disparity on application requirements based on the project's location.</p>
<p>Option 10: Adopt riparian restoration width guidelines for projects statewide.</p>	<p>Applies a minimum riparian habitat area widths statewide while recognizing the different landscapes on the west and east sides.</p> <p>Applies Ecology's width criteria to improve water quality which is also important for salmon recovery.</p>	<p>Ecology's width criteria were developed with other entities for specific purposes which may not be directly applicable to board projects.</p>
<p>Option 11: Apply site-specific riparian restoration widths based on soil type and potential vegetation height.</p>	<p>Applies a minimum riparian habitat area width statewide based on site potential which would support favorable conditions for salmon recovery.</p>	<p>May require the applicant to obtain technical assistance to determine what the minimum riparian habitat area width should be at the project site.</p>

OPTIONS	PROS	CONS
<p>Option 12: Allow funding for additional types of incentives to encourage landowner participation such as temporary construction easements, short-term conservation easements, and leases.</p>	<p>Increases the incentives available to landowners for use of the property.</p> <p>Compensates landowners for participating in salmon recovery efforts.</p> <p>Mimics how other public work projects are typically conducted on private property.</p>	<p>Would likely increase project costs and result in funding fewer projects.</p>