

# KOKANEE COMMUNICATIONS PLAN CONSIDERATIONS

April 2025

## WHERE WE'VE BEEN

- **Spring 2024:** KWG work session – How do we enhance awareness of kokanee conservation and develop shared messages?
  - Took inventory of print materials, reports, existing videos and story maps, and partner websites that reference kokanee.
  - Surveyed KWG membership to rank use of existing materials, target audiences, and the strategies and tactics that make the most sense for our target audiences.
- **Summer 2024:** Kokanee ILA Management Committee provides \$25,000 in funding for the 2025 ILA Budget to develop a KWG Communications Plan and an accompanying story map of the Ecological Survey Update, that we anticipated would be complete by the end of 2024.
- **Winter - Spring 2025:** The Ecological Survey is delayed and not ready for public review, but we can still move forward with developing a Communications Framework in the meantime. We need to reserve funding to potentially support completing the Ecological Survey in 2025 (TBD) and/or developing an accompanying story map in 2026. Let's see what we can do on our own for now.

## WHAT CAN WE DO?

- Review our work to date,
- Review comparable plans to inform our approach,
- Determine level of detail for a KWG plan,
- Develop an outline,
- Create implementation matrices matching goals with communication priorities, key audiences, strategies/activities, and responsible parties (see WRIA 8 plan example)

## IS OUR COMMUNICATION VISION/GOALS THE SAME AS WRIA 8?

- Review the WRIA 8 Communications and Outreach Framework (2020)
- Would we adopt the same vision/goals/purpose but in a smaller geography of the watershed? Do we limit outreach interests to kokanee or aim to lift up all salmon recovery within the kokanee geography?
- Would we aim to reach the same key audiences as WRIA 8, potentially with the exception of federal elected officials?
- Should we start with the WRIA 8 list of Outreach Priorities to find alignment before engaging further in refining our own?

# LET'S TAKE A MINUTE TO DIVE INTO THE WRIA 8 PLAN

## Vision

Decision-makers and people who live, work, and play in the watershed value salmon recovery and support policies and funding to protect and restore habitat, adopt and implement protective land use regulations, take personal actions to reduce impacts to salmon and improve the health of the WRIA 8 watershed.

## Goals

1. Establish and maintain shared watershed salmon recovery messaging and integrate messages into communications and outreach for other related priority topics (e.g., stormwater management, Orca recovery, open space protection, etc.)
2. Build and sustain decision-maker support for salmon recovery funding and policy priorities
3. Raise awareness of people who live work, and play in the watershed about salmon recovery needs and priorities
4. Motivate people who live, work and play in the watershed to take actions supporting salmon recovery needs and priorities

## Key Audiences and Purpose for Communicating With Them

**WRIA 8 partners** – share information and coordinate messaging

- Tribes
- Local government staff
- State agencies and special purpose districts
- Community organizations and businesses

**People who live, work, and play in the watershed** – raise awareness, build support, and promote behavior change

**Decision-makers** (local, state, and federal elected officials) – raise awareness and build support

**Shoreline and waterfront property owners** – educate and promote behavior change for improved stewardship

## Purpose / Background

The WRIA 8 Communications and Outreach Framework provides the vision, goals, and strategies to guide WRIA 8 communications and outreach through 2025. The framework's purpose is to:

- Direct investment of resources to highest communications, education and outreach priorities
- Coordinate salmon recovery messaging
- Inform local partners' communications, education and outreach programs
- Guide ongoing WRIA 8 staff communications

The WRIA 8 Implementation Committee will annually review and update this document, as needed, and create work plans to implement priority strategies. The Implementation Committee will seek Salmon Recovery Council approval for substantive changes to this framework. Strategies guided by the framework will be completed by the WRIA 8 staff team, WRIA 8 partners, and other jurisdictions and community organizations. WRIA 8 partners can use the framework to help ensure their local programs and actions align with watershed priorities.

# LET'S TAKE A MINUTE TO DIVE INTO THE WRIA 8 PLAN

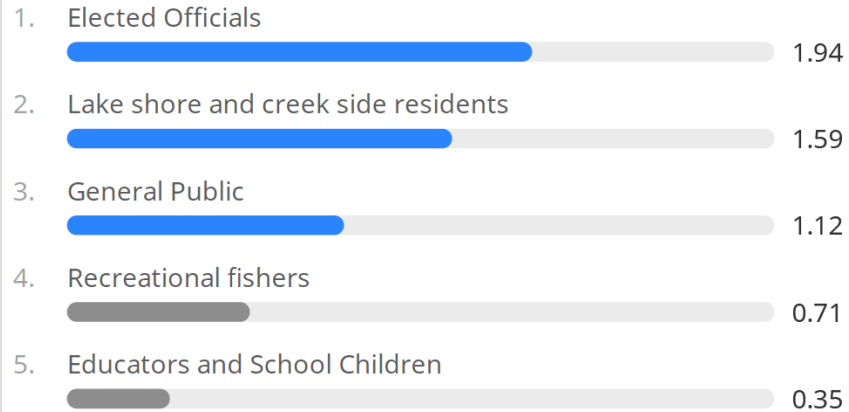
## WRIA 8 Plan Priorities

The 2017 update to the WRIA 8 Chinook Salmon Conservation Plan (WRIA 8 Plan) includes a recovery strategy to increase awareness of and support for salmon recovery, as well as the following recommended education and outreach (EO) actions to advance salmon recovery in the watershed:

- **EO-1:** Develop project-specific outreach (e.g., fact sheets, media, tours, etc.) to support site-specific projects.
- **EO-2:** Promote riparian stewardship through non-profit and jurisdictional programs and landowner outreach.
- **EO-3:** Promote lakeshore restoration messages and outreach/social marketing programs and efforts (e.g., Green Shorelines handbook, Green Shores for Homes, etc.).
- **EO-4:** Conduct outreach (e.g. briefings, factsheets, media, tours, etc.) to state legislators, Congress, and federal agencies to improve fish passage and water quality conditions at the Ballard Locks and in the Ship Canal.
- **EO-5:** Promote water conservation programs to protect stream flows and raise awareness about the impacts of low stream flows and elevated water temperatures.
- **EO-6:** Promote water quality BMP's (e.g., tree planting, improved infiltration, etc.) and green infrastructure incentive programs (e.g., Rainwise) in key areas to improve water quality.
- **EO-7:** Promote marine shoreline restoration messages and outreach/social marketing programs and efforts (e.g., Green Shores for Homes, Shore Friendly, Your Marine Waterfront guide, etc.).
- **EO-8:** Promote source control BMP's to protect water and sediment quality.
- **EO-9:** Support use of WRIA 8 Plan as best available science (by partners in assessing impacts to salmon and in developing land use regulations).
- **EO-10:** Conduct salmon biology/recovery-related outreach and education programs (e.g., Salmon SEEson, Cedar River Salmon Journey, Beach Naturalists, etc.) to build

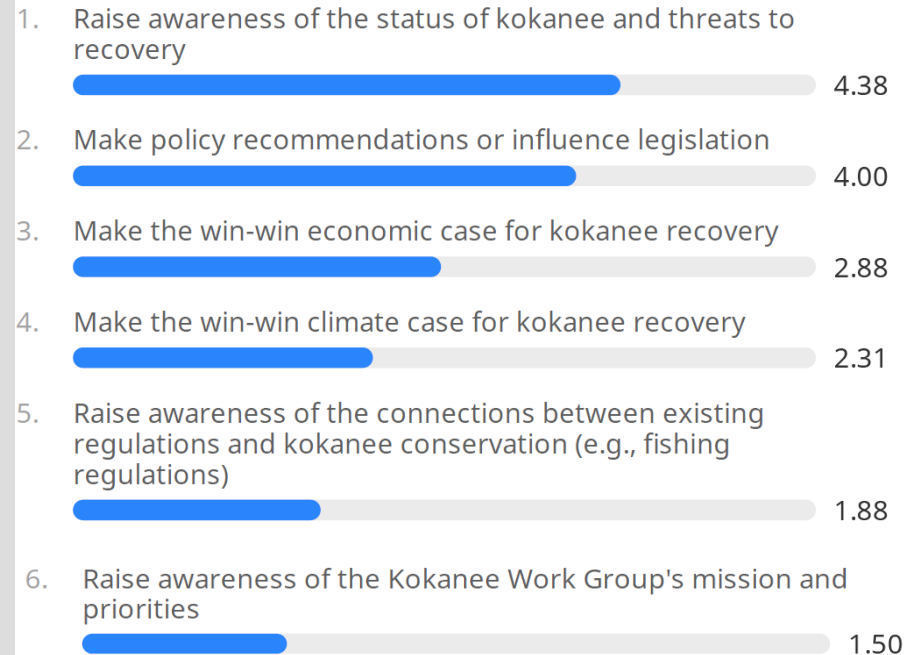
# HOW DOES THE WRIA 8 PLAN COMPARE WITH SOME OF THE KWG SURVEY RESPONSES?

## Who needs to hear it? Rank the top three target audiences



Some overlap, but also some differences.

## What strategies make sense? Rank in order of importance based on the target audiences you selected previously.



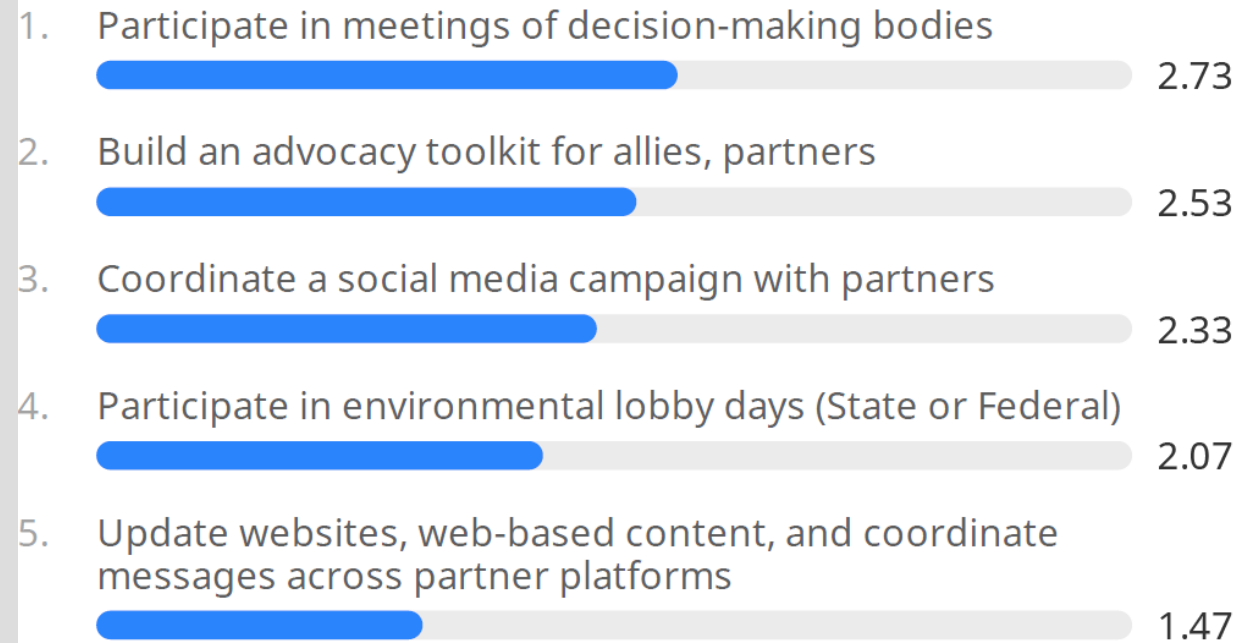
Not a lot of overlap at this stage

# HOW DOES THE WRIA 8 PLAN COMPARE WITH SOME OF THE KWG SURVEY RESPONSES?

Rank the top five outreach tactics to achieve the strategies and reach the target audiences you selected previously

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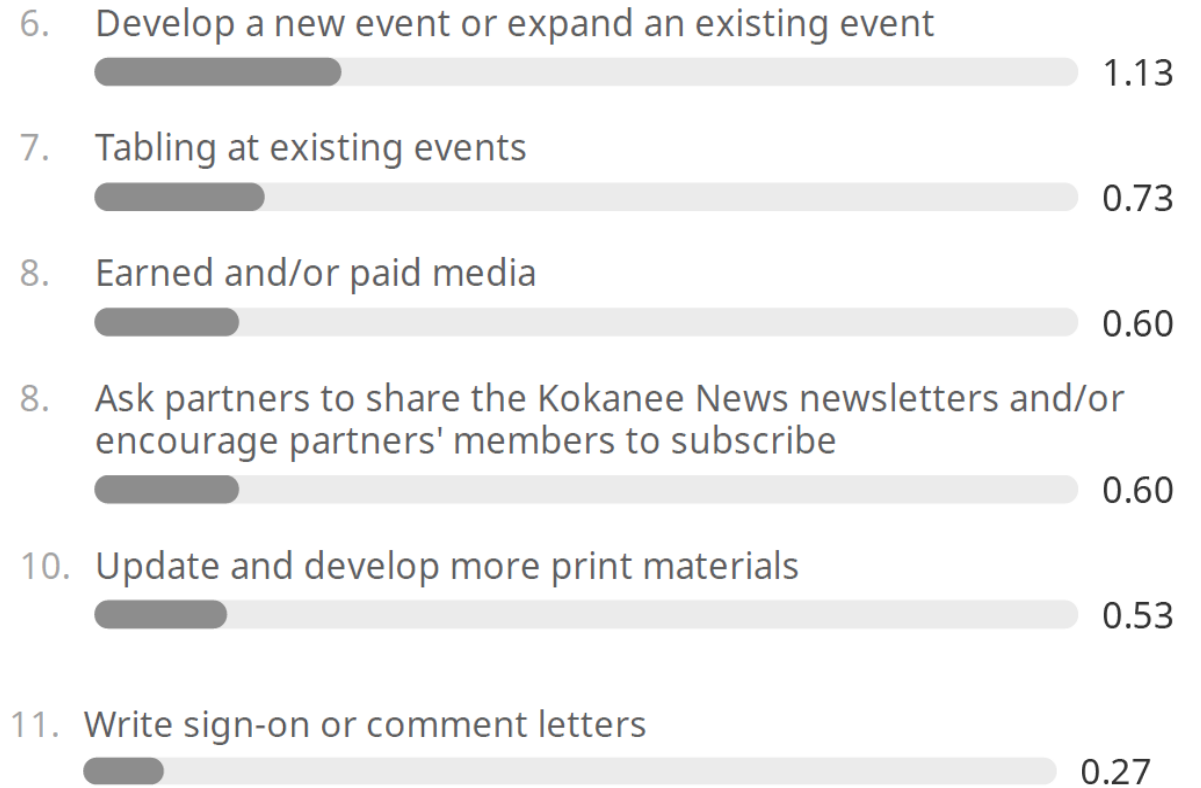
(1/3)



Rank the top five outreach tactics to achieve the strategies and reach the target audiences you selected previously

0 1 5

(2/3)



Again, some overlap, but quite a bit of difference, too.

## WHAT'S NEXT?

- Are there other plans we should consider as template?
- Benefits of aligning with WRIA 8, where possible, yes?
- What's next? Engaging with a communications expert(s) from our membership? Convene a committee around developing a draft plan outline?  
Task Alison to draft a plan outline for feedback?
  - Committee composed of communications staff from local jurisdictions, plus education subcommittee of KWG.
  - OR, convene work sessions at the next couple of KWG meetings (summer/fall) to complete the draft plan together here and then go out to local jurisdictions/education subcommittee for comment?
- Thoughts?