

# Yakima Basin Fish and Wildlife Recovery Board

## OUTREACH PLAN

OUR MISSION: TO RESTORE SUSTAINABLE AND HARVESTABLE POPULATIONS OF SALMON, STEELHEAD, BULL TROUT AND OTHER AT-RISK FISH AND WILDLIFE SPECIES THROUGH COLLABORATIVE, ECONOMICALLY SENSITIVE EFFORTS, COMBINED RESOURCES, AND WISE RESOURCE MANAGEMENT OF THE YAKIMA RIVER BASIN.

“OUTREACH IS DEFINED AS TWO-WAY COMMUNICATION BETWEEN THE ORGANIZATION AND THE PUBLIC TO ESTABLISH AND FOSTER MUTUAL UNDERSTANDING, PROMOTE PUBLIC INVOLVEMENT, AND INFLUENCE BEHAVIORS, ATTITUDES AND ACTIONS WITH THE GOAL OF IMPROVING THE FOUNDATIONS FOR STEWARDSHIP.” *(NOAA FISHERIES)*

### **Our Outreach Program should:**

- BUILD A UNIFIED UNDERSTANDING OF THE ORGANIZATION’S MISSION
- CREATE VISIBILITY
- PROMOTE THE YAKIMA BASIN FISH AND WILDLIFE RECOVERY BOARD IMAGE
- DEVELOP PARTNERSHIPS

### **Outreach strategies should:**

- PROVIDE TIMELY AND ACCURATE INFORMATION
- MAINTAIN A CLEAR AND CONSISTENT MESSAGE
- INCREASE AWARENESS OF WHO WE ARE, WHAT WE DO, AND HOW IT BENEFITS THE REGION

## TABLE OF CONTENTS

Background.....	3
Summary.....	3
Outreach Goals and Messages .....	4
<b>Goal 1: Communicate how collaborative work is restoring fish in the Yakima Basin</b> .....	4
<b>Goal 2: Explain what the Salmon Recovery Funding Board (SRFB) grant program is, what it can fund, and how to apply</b> .....	6
<b>Goal 3: Increase understanding of what the YBFWRB is and what it accomplishes</b> .....	7
Outreach Strategies.....	8
<b>PRIORITY ONE – Immediate</b> .....	8
<b>1A) Quarterly Newsletter</b> .....	8
<b>1B) Social Media</b> .....	9
<b>1C) Video Campaign</b> .....	9
<b>1D) Project Tours and Open House</b> .....	10
<b>1E) Presentations</b> .....	11
<b>PRIORITY TWO – Mid-Range</b> .....	11
<b>2A) Salmon Festival or “Salmon Run”</b> .....	11
<b>2B) Lecture Series</b> .....	12
<b>2C) Fairs and Farmers Markets</b> .....	13
<b>2D) Local Educational Events</b> .....	13
<b>PRIORITY THREE – Low or Long-Range</b> .....	14
<b>3A) Watershed Tours</b> .....	14
<b>3B) Direct Mailing</b> .....	14
<b>3C) Yakima Basin Watershed Steward Training</b> .....	15
<b>3D) Conference Summit</b> .....	16
Appendix.....	17
<b>Appendix A: Outreach Matrix</b> .....	17

**Appendix B: Audiences** .....18

**Appendix C: Materials and Tools**.....19

Appendix D: List of Annual Events and Projects in the Yakima Basin .....21

**BACKGROUND**

The Yakima Basin Fish & Wildlife Recovery Board's (YBFWRB) mission is to restore sustainable and harvestable populations of salmon, steelhead, bull trout and other at-risk fish and wildlife species through collaborative, economically sensitive efforts, combined resources, and wise resource management of the Yakima River Basin.

The YBFWRB coordinates funding for fish and wildlife restoration projects in the Yakima Basin, develops strategic plans to guide fish and wildlife recovery efforts in the Yakima Basin, supports efforts to implement priorities identified in its strategic plans, and fosters public awareness and engagement in fish and wildlife recovery issues. The YBFWRB operates as a 501(c)3 non-profit corporation led by a 10-member Board of Directors selected from representatives of 22 member governments which include the three counties within its geographical borders, the Yakama Nation, and 18 cities that all signed an Interlocal Agreement in 2006 to form the organization.

**SUMMARY**

The Outreach Plan is a guiding document for the YBFWRB, designed to identify opportunities that may be implemented over the next five years, 2013-2017. The YBFWRB is dedicated to working closely with recovery partners to tell the story of salmon recovery in our region. We need to approach this task strategically to make the best use of limited resources and achieve the biggest impact.

The three identified primary goals of equal importance to this organization include: communicating how collaborative work is restoring fish and their habitats in the Yakima Basin; explaining what the Salmon Recovery Funding Board (SRFB) grant program is, what it can fund, and how to apply; and increasing the understanding of what the YBFWRB is. Within each goal, the specific outreach messages are outlined to ensure consistent messaging in all outreach endeavors. The plan then identifies specific strategies that will communicate the goals and messages. For each strategy, the plan identifies target audiences, key messages, needed resources, timing, first steps to be taken and the value and potential outcomes of the strategy. The strategies to achieve these goals are listed in three priority categories: priority one strategies are immediate activities to be pursued as soon as possible; priority two strategies are mid-range activities to be researched and planned for in the near future; and priority three strategies are long-range activities or would require significant efforts that are not realistic with current staffing. The appendix includes a matrix of the strategies to the goals and audiences, an expanded list and description

of the audience groups, a list of needed tools and materials, and non-exhaustive list of events and educational projects in the Yakima Basin. Development of the materials and tools will be vital to the success of the identified strategies.

An annual work plan will be developed from the outreach plan with a schedule, budget, and staff responsibility with guidance from the Board of Directors as to which projects are priorities for the organization. The Operations Manager is responsible for working with staff to develop these plans.

## OUTREACH GOALS AND MESSAGES

### GOAL 1: COMMUNICATE HOW COLLABORATIVE WORK IS RESTORING FISH IN THE YAKIMA BASIN

#### **A. Fish are an important part of local cultures, economies, and ecosystems**

1. Fishing has been, and still is, at the heart of local tribal cultures.
2. Recreational Fishing is a big part of local residents' lives.
3. Healthy watershed that support wild fish also best provide the water our agricultural economy depends on.

#### **B. The Yakima Basin once supported large runs of salmon, steelhead, bull trout, and lamprey, but they nearly disappeared over the last 150 years.**

1. Many factors including overfishing, the loss of fish into unscreened irrigation systems, the drying up of many streams and rivers, habitat degradation, and dams on the Columbia River, combined to cause the decline of fish in the Yakima Basin.
2. By the late twentieth century coho, sockeye, and summer Chinook were gone, and spring and fall Chinook, bull trout and steelhead were reduced to runs of under 1,000 fish each per species.
3. As a result of these declines, in 1999, steelhead and bull trout were listed under the federal Endangered Species Act.

#### **C. Tribal, local, state, and federal partners are working together to bring back salmon and steelhead**

1. Tribes, local governments, conservation districts, and non-profits are all working together with landowners and managers to identify and complete habitat projects.
2. Project sponsors are working together in partnerships and making use of diverse funding sources.
3. The Washington State Salmon Recovery Funding Board has been funding voluntary habitat projects since 1999.
4. The Bonneville Power Administration has been funding hatcheries, monitoring, research, and habitat projects since the 1980s.
5. The Bureau of Reclamation's Yakima River Basin Water Enhancement Program focuses on irrigation water conservation projects, improving instream flows, and restoring floodplains.
6. Work in the Yakima basin is driven by strategic plans like the Yakima Steelhead Recovery Plan and the Bull Trout Action Plan, both developed by local teams led by the YBFWRB.

#### **D. It's working, and the fish are coming back**

1. Habitat conditions have improved in the Yakima Basin

- a) Since 1980, there have been big improvements in how the Bureau of Reclamation runs the Yakima Project irrigation system.
- b) The last 20 years have seen changes in land management - better protection of streams on both public and private forests, improvements in agricultural practices and reduction of runoff and contamination. There is increasing recognition that protecting and restoring flood plains reduces flood risks to communities and benefits fish, and increased protection of streams and rivers in development regulations.
- c) The recent investments in habitat improvement projects are creating results. Barriers have been removed, reopening many streams; improved fish screening means far fewer fish are going into irrigation systems; instream flow projects with irrigators leave more water in many of our streams; and habitat projects are leaving streams in better condition.

2. We're focused on improvements within the Yakima basin, but we're counting on other efforts to continue to improve conditions outside the Yakima basin.

- a) The Yakima River is a principle tributary to the Columbia River.
- b) Fish survival through Columbia River dams is improving due to changes in dam operations and new infrastructure.
- c) Fisheries in the Columbia River and ocean are now heavily regulated to allow recovery

3. Well-managed hatcheries in the Yakima Basin are helping support salmon runs while allowing for harvest

- a) The Yakima Klickitat Fisheries Project (YKFP) is supplementing fall and spring chinook runs and reintroducing coho, summer chinook, and sockeye.
- b) Yakima steelhead are managed as a wild population, and few hatchery strays show up in the Yakima Basin.

4. Since the 1990s, steelhead and Chinook runs have increased dramatically, and coho have returned to the basin.

**E. The Yakima Basin has the potential to support much larger runs than it does today.**

- 1. Restoring steelhead runs to levels that allow delisting and support a recreational fishery in the basin is a priority.
- 2. Passage at Cle Elum Lake and other dams is the key to restoring large sockeye runs.
- 3. Summer chinook and coho are just starting to return to the Basin thanks to hatchery-based reintroduction programs and habitat improvements.
- 4. The Yakima Nation is leading efforts to restore lamprey in the Yakima River.

**F. Continuing the successes in restoring salmon, steelhead and other native fish requires ongoing commitment**

- 1. Restoration efforts need ongoing funding support from the Bonneville Power Administration (BPA) and the Salmon Recovery Funding Board (SRFB).
- 2. The Bureau of Reclamation and its partners need to continue to improve how flows in the Yakima River are managed.
- 3. The Yakima Basin needs significant new investments in floodplain restoration and passage at Bureau

of Reclamation dams.

4. Recovery partners in the Yakima Basin need to guide new development so communities can grow without negatively impacting important habitat.
5. Recovery partners in the Yakima Basin need to react proactively to climate change to avoid negative impacts to habitat and water management.
6. The Yakima Basin Integrated Plan is a collaborative effort to bring together diverse interests to solve water issues in the Yakima basin. The plan includes an ambitious package of flow and habitat improvements.
7. Credit should be given to those who have helped make the Yakima Basin a salmon recovery success story.
8. Everyone has a part to play in protecting and improving our watershed.

**GOAL 2: EXPLAIN WHAT THE SALMON RECOVERY FUNDING BOARD (SRFB) GRANT PROGRAM IS, WHAT IT CAN FUND, AND HOW TO APPLY**

**A. The YBFWRB is a local Lead Entity for the Washington SRFB**

1. The SRFB was created in 1999 and distributes a mix of federal and state funding to habitat projects around the state, based on the recommendations of local Lead Entities.
2. We are under contract with the SRFB to be the Lead Entity for the Yakima Basin.
3. As a Lead Entity, we release the annual request for proposals for SRFB funding, run local technical and citizen reviews of proposed projects, and recommend to the state which projects should be funded.

**B. As of 2012, the SRFB has partnered on 103 habitat projects in the Yakima Basin since 1999**

2012 summary statistics

Category	SRFB Funding	Local Match	Total including Match	Percent (%)
Restoration	\$ 13,091,933	\$ 10,105,263	\$ 23,197,196	79.3%
Combined Acquisition & Restoration	\$ 1,232,292	\$ 379,819	\$ 1,612,111	5.5%
Acquisition	\$ 1,539,019	\$ 332,356	\$ 1,871,375	6.4%
Planning	\$ 1,908,801	\$ 667,490	\$ 2,576,291	8.8%
<b>Total</b>	<b>\$ 17,772,045</b>	<b>\$ 11,484,928</b>	<b>\$ 29,256,973</b>	<b>100.0%</b>

Funding by County	Number of Projects	Percent (%)
Benton	7	7%
Kittitas	50	49%
Yakima	40	39%
Multiple Counties	6	6%
<b>Total</b>	<b>103</b>	<b>100%</b>

**C. A broad array of projects that protect and restore fish habitat are eligible for SRFB funding.**

1. Typical projects include;
  - Replacing barriers to fish migration

- Replanting stream banks
  - Removing dikes and levies
  - Installing large woody material to slow rivers and create habitat
  - Buying high-quality habitat
2. Eligible applicants include;
- Local agencies
  - State agencies
  - Tribes
  - Private landowners
  - Nonprofits
  - Conservation Districts
  - Regional Fisheries Enhancement Groups

**D. How to apply for a SRFB grant**

1. To find more information on how and when to apply, see [www.ybfwrb.org](http://www.ybfwrb.org) or contact our Lead Entity Coordinator at [info@ybfwrb.org](mailto:info@ybfwrb.org) or (509) 453-4104.
2. Landowners and managers can receive help from many partners with experience developing and sponsoring a habitat project.

**E. The YBFWRB works with partners to identify priorities for future habitat projects**

1. The YBFWRB develops recovery plans and implementation schedules that identify priority actions.
2. The YBFWRB works with sponsors and other partners to coordinate project development.

**GOAL 3: INCREASE UNDERSTANDING OF WHAT THE YBFWRB IS AND WHAT IT ACCOMPLISHES**

**A. The YBFWRB's mission is to restore sustainable and harvestable populations of salmon, steelhead, bull trout and other at-risk fish and wildlife species through collaborative, economically sensitive efforts, combined resources, and wise resource management of the Yakima River Basin.**

1. While our current focus is on recovering at-risk fish species, we believe this work has broad benefits for our eco-systems, communities, and economies.
2. Our mission also includes recovering at-risk wildlife species though this has not been the primary focus to date.

**B. The YBFWRB is a non-profit organization created and run by local government (tribal, county, city)**

1. The YBFWRB's 10-member board of directors includes representatives from the Yakama Nation; Benton, Kittitas, and Yakima Counties; and two cities from each county.
2. Decisions are made by consensus
3. The YBFWRB has a staff of four and an office in Yakima, Washington

**C. The YBFWRB works closely with state and federal programs to ensure they are implemented in a locally-appropriate way**

1. The YBFWRB wrote the Yakima chapter of the Middle Columbia Steelhead Recovery Plan, a plan required by the Endangered Species Act.
2. The YBFWRB's Lead Entity program provides locally-vetted funding recommendations to the State's SRFB, ensuring that SRFB funds are spent on high quality, locally-supported projects in the Yakima Basin

3. The YBFWRB works together with diverse partners to ensure habitat improvement work addresses high priority needs in a cost effective way

**D. The YBFWRB works with partners around the state to promote the "Washington Way"**

1. The YBFWRB is one of 7 regional salmon recovery boards in the state that focus on planning and implementing locally-developed ways of meeting state and federal salmon recovery mandates.
2. The YBFWRB coordinates local partners, city, county, tribal governments, and interested citizens to find solutions to tough problems.
3. The YBFWRB has strong support from state agencies, such as the Washington Dept. of Fish and Wildlife, the Recreation and Conservation Office, and the Governor’s office.

**OUTREACH STRATEGIES**

**PRIORITY ONE – IMMEDIATE**

**1A) MONTHLY ELECTRONIC NEWSLETTER**

*Distribute a newsletter each month that describes the activities of the Yakima Basin Fish and Wildlife Recovery Board and highlights a fish or wildlife species, partner, and/or SRFB project.*

**Audience:** The YBFWRB website allows visitors to subscribe to the newsletter, and many of the subscribers are apt to be our partners. However, the articles should be targeted to the interested general public. The “open rate” statistic of non-profit electronic newsletters is 22%, and YBFWRB announcements have a higher open rate of 40%, demonstrating that our audience is engaged and interested.

**Key Messages:** The purpose of this newsletter is to increase public understanding of who we are and what we do. Secondary goals are the regional coordination and the SRFB grants.

**Resources:** This effort would require time from all staff to write articles for the newsletter.

**Timing:** This project is a priority because it is one of the few ways to specifically target Goal #3.

**Implementation:** The newsletter would describe Board activities and give an overview of salmon recovery efforts throughout the basin. The newsletter would be sent to a broad-based mailing list, be posted online, and be available in hard copy at select public locations. The Operations Manager would lead this process, with submitted articles from staff.

---

## 1B) SOCIAL MEDIA

*Expand the influence of the YBFWRB using Facebook, Flickr, and YouTube.*



**Audience:** Social media appeals mainly to the younger demographic of our targeted audiences, ages 13-40, and other organizations that are also marketing on these sites including recovery partners, watershed groups, interest groups, and the media.

**Key Messages:** Goals #1, #2, and #3 are of equal importance for this strategy.

**Resources:** Staff time to track trends and post meaningful messages, photo libraries, and share videos produced by the YBFWRB and recovery partners.

**Timing:** Ongoing

**Implementation:** The Operations Manager is responsible for maintaining these sites and keeping them current and substantive.

---

## 1C) VIDEO CAMPAIGN

*Produce videos addressing topics such as “Fish and Farming”, SRFB projects, and the collaborative recovery efforts to delist threatened species.*

**Audience:** Videos would be produced to reach out to various audiences. A video on the relationship between fish and agriculture would have a target audience of the general public, landowners, fishermen, and farmers. A video about SRFB projects would be more appropriate for an audience of recovery partners, shoreline landowners, and the general public. A video about the collaborative recovery efforts to restore fish runs in the Yakima basin would appeal to a more general audience.

**Key Messages:** The messages of Goal #1 and #2 would all apply, and the messages of Goal #3 would be indirectly addressed during the promotion of the completed videos.

**Resources:** While a YouTube account is free and linking to other videos would only require a few hours of staff time, producing videos could cost ~\$5-20k each and staff time for contracting, implementation, and marketing of the finished product.

**Timing:** The YBFWRB is currently working on a joint video project on the relationship between fish and agriculture in our region. With the release of the video, a campaign would begin that would direct viewers to the YBFWRB YouTube page. The budget would be evaluated to see if it can support producing more videos in the future.

**Implementation:** The Operations Manager would use the existing company Youtube channel and link to partner videos with promotion on Facebook, website, and electronic announcements. Videos would be produced collaboratively with partners with the benefit of providing a richer message and sharing the

cost. The videos would be promoted on Facebook and the web, played as introductions at meetings and conferences, and aired on local cable and community programming station. Short campaigns on larger television networks would be researched and may be carried out if the cost is deemed appropriate.

---

## 1D) PROJECT TOURS AND OPEN HOUSE

*Host 1-2 day project tours with an evening open house reception.*

**Audience:** This event would be open to the public and provide a platform for us to reach elected delegates and community leaders while promoting the good work of our project sponsors. By including an awards ceremony, where an honor is awarded such as “Yakima River Basin Habitat Champion 2013”, it could provide an opportunity for a press release and exposure for the lead entity process.

**Key Messages:** The focus of the project tours would mostly focus on Goal #2, but ending the event with an open house connects all goals and presents a cohesive message to the audience that many organizations are working together to make things happens, what things are happening, and who we are in particular.

**Resources:** This coordinated project tour would work best with rented tour buses, which is approximately \$400 each, per day, including driver. The necessary refreshments would be purchased within per diem. An appropriate award would be purchased for the honoree. The time of the Lead Entity Coordinator and Operations Manager would be needed to coordinate the project tour and the Executive Director and Operations Manager would jointly organize the open house presentations.

**Timing:** This event would be appropriate as part of the annual meeting in June, but could easily be adapted to any fair-weather timeframe.

**Implementation:** All staff would participate in the planning of this event, allowing approximately two months before the scheduled event to reserve the tour buses and publicize the event. Tours would provide both a general overview of recovery board efforts and project-specific information. Virtual tours based on photos taken in the field can be developed and made available online.



## 1E) PRESENTATIONS

*Schedule presentations to city councils, county commissions, and other community organizations.*

**Audience:** City councils, county commissioners, and members of community organizations

**Key Messages:** Primary Goal #3, Secondary Goal #1 and #2

**Resources:** Staff time for development of PowerPoint and materials and presentation time.

**Timing:** Ongoing

**Implementation:** The Operations Manager would schedule presentations by the Executive Director with at least six organizations annually. Member organizations would be notified of the opportunity to host a presentation at least once a year.



## PRIORITY TWO – MID-RANGE

### 2A) SALMON FESTIVAL OR “SALMON RUN”

*Create a community event that raises the awareness of the collaborative recovery efforts in our region.*

**Audience:** A well-organized and engaging salmon festival would draw the attention of families – families of our recovery partners, families of interest groups such as fishermen, rural families, and families of the elusive “general audience” – and provide a platform from which to reach people with a variety of views and introduce them to the collaborative efforts in our community. While there are events that specifically target schoolchildren up to 5th grade, our basin does not have the equivalent of the Wenatchee River Salmon Festival that appeals to all ages. If a Salmon Run (walk/run/bike event) was included as part of the festivities, it would draw an audience to the event that might not otherwise attend.

**Key Messages:** A large venture like a festival would require the support of many organizations that would work together to tell the story of the cultural history of the river and salmon runs with native dances and music, storytelling, and an exhibit of early agriculture machinery and fish screens from the Central Washington Agriculture Museum. Rather than having a booth area where each organization tells their individual story, the planning committee of



this event would compile the multiple viewpoints into a unified message for the audience that would emphasize how habitat improvements, management improvements, and agriculture improvements are bringing the fish back to the Yakima Basin.

**Resources:** A salmon festival is an ideal program to be funded by grants and donations from community businesses. Adding a race to the event would attract local gyms and running/biking clubs as sponsors. A start-up festival may cost \$5-20k, and would be an investment of time over six months for staff, partners, and volunteers to organize the fundraising, volunteers, planning committee, marketing, and implementation, especially the first year.

**Timing:** The timing of large event such as this would require pre-planning of approximately two years the first time to allow a year for grant searches and applications with an additional year to assemble a committee and plan the event.

**Implementation:** The Operations Manager would write grants for the cost of the start-up event and coordinate a planning committee that consists of recovery partners, community leaders, and other interested parties. The committee would determine the budget, location, schedule, and assign leads within the committee for the coordination of volunteers, publicity, vendors, activities, and facilities.

---

## 2B) LECTURE SERIES

*Organize a lecture series that educates the public about fish recovery and the Yakima Basin watershed.*

**Audience:** The series would target the interested general audience that is curious about the environment and community in which we live.

**Key Messages:** Each engagement within the series can focus on various topics, but the most important subject should be primarily Goals #1 and secondarily #3.

**Resources:** There may be some facility cost and AV equipment rental, since this particular audience might be more attracted to the event based on its location, but attempts would be made to find free locations. Staff time would be needed to research topics and potential speakers.

**Timing:** As time allows and opportunities emerge, this is a good use of our resources and is aligned with our goals.

**Implementation:** Potential speakers and topics would be collected, as well as ideas for location and marketing strategies to reach the appropriate audience. All staff would participate in the implementation of this project as appropriate. Staff would look into the option of partnering with YVCC or YELF.

---

## 2C) FAIRS AND FARMERS MARKETS

*Attend fairs, farmers markets, and other community events across the entire geographical region of the Yakima basin.*

**Audience:** This strategy has the ability to reach a broad range of audiences, ranging from the attendees at the Wiley City Rodeo, a farmers market in West Richland, or a student event at CWU. The materials at the booth would need to be varied and interchangeable to reach different audiences.

**Key Messages:** The key message would be Goal #1 and #3.

**Resources:** Attending these events requires staff time, mileage and the cost of additional materials.

**Timing:** This is a strategy that YBFWRB has done a fair job with in past years, but has not been strategic in reaching a variety of audiences across the entire geographical region. This is an ongoing effort.

**Implementation:** Staff would review the list of annual events and evaluate the value of attendance at the events.



---

## 2D) LOCAL EDUCATIONAL EVENTS

*Participate in local river ecology and salmon recovery educational events for schoolchildren.*



**Audience:** School age children

**Key Messages:** Education about river ecology, conservation, and salmon recovery. Goal #1

**Resources:** Staff time for the development of educational outreach activities and participation.

**Timing:** Ongoing

**Implementation:** Staff would work with county conservation districts, federal, tribal, and state resource agencies, water purveyors, school districts and others to identify opportunities to leverage resources in a way that brings educational materials and learning opportunities directly to classrooms.

## PRIORITY THREE – LOW OR LONG-RANGE

### 3A) WATERSHED TOURS

*Create self-guided tours of the Yakima Basin watershed as well as coordinate physical tours of the region.*

**Audience:** This program would research and develop a self-guided tour and possibly guided tours of the Yakima Basin watershed using the Ice Age Flood Tours as an example. This would appeal to a general audience, recovery partners, watershed groups, and interest groups.

**Key Messages:** Goal #1 and #3

**Resources:** Staff time to develop an app, map, or printable tour available from the YBFWRB website.

**Timing:** As time allows and opportunities emerge, this is a good use of our resources and is aligned with our goals.

**Implementation:** The Operations Manager would research existing organized bike rides along the Yakima River that we could participate in as a component of their event, and work with staff to organize the event and recruit volunteers.



### 3B) DIRECT MAILING

*Mail materials to shoreline property owners, providing information about riparian vegetation and the lead entity grant program.*



**Audience:** This direct mailing program would specifically target shoreline property owners from each City Council or Board of County Commissioners.

**Key Messages:** The primary message is Goal #2, but we would also accomplish Goal #3 with this mailing program. The letter or brochure would provide information on the biological, physical, and habitat values of the natural shoreline and the importance of those functions for water supply, water quality, shoreline stability, flood protection, and fish and wildlife

habitat.

**Resources:** Staff time for the development of the letter and additional materials, as well as printing and postage costs.

**Timing:** As time allows, this is a good use of our resources and is aligned with our goals.

**Implementation:** The Operations Manager would work with each jurisdiction to develop a letter from the City Council or Board of County Commissioners and work with staff and potential partnership with the Mid-Columbia River Fisheries Enhancement Group and Conservation Districts to develop additional materials to include. The Operations Manager would also manage the printing and mailing process.

---

### 3C) YAKIMA BASIN WATERSHED STEWARD TRAINING

*Train volunteers as “natural resource stewards” using WSU curriculum based on work supported by the Cooperative State Research, Education, and Extension Service and U.S. Department of Agriculture.*

**Audience:** The series would target the general public that is curious about the environment and community in which we live and are motivated to use this educational opportunity as a chance to teach others about sustainable land-use practices that reduce human impacts in the Yakima Basin.

**Key Messages:** Focusing primarily on Goals #1 and secondarily #3, the training would provide a coordinated approach for training volunteers about preserving water quality and quantity across a diversity of land uses. Participants would learn what they can do to maintain healthy watersheds for your community, fish and wildlife and future generations.

After the training, volunteers would work on a variety of projects with our Yakima Basin Watershed Steward Program and local environmental partners in public outreach and education, stream restoration, water-quality monitoring, classroom presentations, or community workshops.

**Resources:** This project would require grant funded staff time dedicated to organizing the training, booking presenters, recruiting participants, and overseeing volunteer coordination with our partners in the Yakima Basin. Potential funding sources include the Urban Waters Small Grants program and the Environmental Education Regional grants – both available through the EPA.

**Timing:** Implementation of this training is entirely dependent on grant funding. If funded, the staff person would need about 3 months to organize the program and another 8 to 10 weeks to execute the training sessions. After the training, staff time would focus on supporting the volunteers by working with our partners to identify volunteer opportunities.

**Implementation:** Staff would discuss the idea with our Yakima Basin partners. If the idea has support, staff would apply for grants and if awarded, hire staff to coordinate the proposed training.

---

### 3D) CONFERENCE SUMMIT

*Present information and create dialogue about progress in fish recovery.*

**Audience:** This conference could be marketed towards our partners, local governments, and the general public.

**Key Messages:** The key messages of the conference would be Goals #1 primarily, and Goal #3 secondarily.

**Resources:** Planning a large conference will require considerable staff time, space, presenters, and funding.

**Timing:** The event could be planned in conjunction with other events, annual meeting, YKFP, S&M conference on an annual or bi-annual basis.

**Implementation:** The Executive Director would lead this effort with staff support.

## APPENDIX

### APPENDIX A: OUTREACH MATRIX

Strategy	Primary Goal	Secondary Goals		Recovery Partners	Watershed Groups	Interest Groups	General Public	Rural Public	Grades K-5	Grades 6-12	College Students	Business Community	Elected Officials	Media
1A	3	1,2	Monthly newsletter	x	x	x	x	x				x	x	x
1B	1,2,3		Social Media	x	x	x	x	x				x		x
1C	1,3	2	Video Campaign	x	x	x	x	x				x		x
1D	2	1,3	Project Tours/Open House	x	x	x	x	x				x	x	x
1E	3	1,2	Presentations	x	x	x	x	x	x	x	x	x	x	x
2A	1	3	Salmon Festival	x	x	x	x	x	x	x				x
2B	1	2,3	Lecture Series	x	x	x	x				x		x	x
2C	3	1,2	Fairs and Farmers Markets			x	x	x	x	x	x			x
2D	1	3	Educational Events						x	x				x
3A	1	3	Watershed Tours	x	x	x	x							x
3B	2	1,3	Direct Mailing				x							x
3C	1	3	Steward Training	x	x	x	x	x			x	x		x
3D	1	3	Conference Summit	x	x		x						x	x

## APPENDIX B: AUDIENCES

### Recovery Partners

- <http://www.ybfwrb.org/partners/>

### Watershed (Place-Specific) Groups

- Working Groups
- Irrigation Districts
- Landowners Associations

### Interest Groups

- Hunting/Fishing
- Agriculture
- Mining
- Boating
- Construction
- Environmental Education

### General Public

### Rural Public

### K-5 Schoolchildren, Teachers

### 6-12 Schoolchildren, Teachers

### University Students, Professors

### Business Community

- Chamber of Commerce
- Visitors Bureau

### Elected Officials

- State/Federal Agencies
- City Councils

### Media

- Newspaper
- Radio
- TV
- Social Media

## APPENDIX C: MATERIALS AND TOOLS

### PRINTED MATERIALS

---

- **General Brochure on YBFWRB:** Keep the general brochure up to date and have copies available in the lobby, for meetings, and outreach events.
- **Display Board:** Create a display board that is visually appealing and informative for a general audience. Have an interchangeable board for the third section that would be more relevant to the specific audience.
- **Fact Sheet:** Create a fact sheet about the Yakima River Basin that children grades 5-8 could use as a reference for school reports. Specific information such as how many miles of river, number of fish species, population concentrations, where the dams are, which fish are “listed,” which fish are not native that are living in the river, etc. Trivia that is interesting and educational.
- **Annual Report:** An annual report of measurable accomplishments and budget, published during the 1<sup>st</sup> Quarter of each fiscal year.
- **Newsletter/Blog:** A regularly-published message to the general public
- **Articles:** Articles written by staff or about staff in the newspaper or partners’ publications.
- **Posters:** Posters developed to tell a short story: Yakima River, History of the Yakima Salmon, Before/After Projects
- **Project Book:** Annual project list available electronically and in hard copy
- **State of the Yakima:** An attractive 10-page report that outlines the status of salmon recovery in the Yakima basin with graphs and charts in an easily-readable format.

### ELECTRONIC

---

- **Website:** Keep the website fresh with announcements and accomplishments. Develop the Education page. Increase traffic to the site, monitoring Google Analytics to improve site.
- **Facebook:** Increase the number of fans to improve the reach of social outreach. Consistent posts to increase engagement.

- **Electronic Announcements:** Consistent messages to a subscription contact list. Build templates for announcements that would establish a “brand” for YBFWRB.
- **Press Releases:** Timely press releases to a broad list of media contacts. Coordinate with RCO to localize the press release for the funded project announcement.
- **Photo Gallery database:** Flickr account linked to Website and Facebook with regional, species, and project photos. Museum has many salmon photos and information that are not yet in their archives. Work with them to make it public and link from our website, especially as it relates to the history of the river and the salmon runs.
- **Videos:** Create videos of speakers series, video competition with YV Tech, fisheries webcam

#### OTHER

---

- **Children’s Crafts/Games:** Crafts/Games that have an educational purpose that would be easy to assist children with from a booth and lend to teachers

APPENDIX D: LIST OF ANNUAL EVENTS AND PROJECTS IN THE YAKIMA BASIN

EVENTS

Event	Audience	Location	Lead Organization	Timeframe
<b>Tri-Cities Sportsman Show</b>	Interest Groups	Pasco (TRAC)	Shuyler Productions	January
<b>Central WA Sportsmen Show</b>	Interest Groups	Yakima (Yakima Sun Dome)	Shuyler Productions	February
<b>Regional Home &amp; Garden Show</b>	Home/Land Owners	Pasco (TRAC)	Home Builders Association of Tri-Cities	February
<b>Expanding Horizons</b>	Students	Ellensburg (Central Washington University)	Central Washington University	March
<b>Home &amp; Garden Show</b>	Home/Land Owners	Yakima (Yakima Sundome)	Central Washington Homebuilders Association	March
<b>Arbor Festival</b>	Students/Parents	Yakima (Yakima Area Arboretum)	Yakima Area Arboretum	April
<b>Earth Day/Salmon Release</b>	Students	Ellensburg (Holmes Property)	Mid-Columbia Fisheries Enhancement Group and Yakama Nation	April
<b>Kids' Fish In</b>	Schoolchildren	Yakima (Sarg Hubbard Park)	Yakima Greenway	April
<b>Wildflower and Wind Power Hike</b>	General Public	Ellensburg	Puget Sound Energy	April
<b>Kittitas County Farmers Market</b>	General Public	Ellensburg	Various Sponsors	May – October
<b>Prosser Farmers Market</b>	General Public	Prosser	Various Sponsors	May – October (soon to be year-round)
<b>Salmon Summit</b>	Students	Kennewick (Columbia Park)	Benton Conservation District	May
<b>Getting Intimate with the Shrub</b>	General Public	Ellensburg	KEEN	May

<b>Steppe</b>				
<b>Zillah Community Days</b>	General Public	Zillah	City of Zillah	May
<b>Kids! Fishing Day</b>	Students	Kennewick	Several Sponsors	May
<b>Lake Cle Elum Mackinaw Derby</b>	Fishermen, General Public	Cle Elum	Yakama Nation, Washington Dept. of Fish and Wildlife	May
<b>Cle Elum Farmers Market</b>	General Public	Cle Elum	Several Sponsors	May - November
<b>Roslyn Sunday Market</b>	General Public	Roslyn	Several Sponsors	June - September
<b>Yakima Basin Science &amp; Management Conference (Opportunity for add-on outreach events)</b>	Partners	Ellensburg (Central Washington University)	Yakama Nation, others	June
<b>Arboretum Day Camp</b>	Elementary school students	Yakima (Yakima Area Arboretum)	Yakima Area Arboretum	June – August
<b>Richland Farmers Market</b>	General Public	Richland (The Parkway)	Various Sponsors	June - October
<b>Cle Elum Hatchery Open House</b>	General Public	Cle Elum Hatchery	Yakama Nation	July
<b>Nile Days</b>	General Public	Naches (Sprik Park)	Chinook Pass Community Assoc.	July
<b>Teanaway River Festival</b>	General Public, schoolchildren, Partners	Cle Elum (Swauk-Teanaway Grange)	Washington Water Trust and Forterra	Postponed – being reevaluated
<b>Benton Franklin Fair &amp; Rodeo</b>	General Public	Kennewick (Benton Franklin Fairgrounds)	Various Sponsors	August
<b>Central Washington State Fair</b>	General Public	Yakima (State Fair Park)	Various Sponsors	September
<b>Public Salmon Walk</b>	General Public	Cle Elum (Cle Elum Ranger Station)	YBEEP	September
<b>Naches Sportsmen Days</b>	General Public	Naches	Naches Lions Club	September

<b>River Festival</b>	4 <sup>th</sup> and 5 <sup>th</sup> grade students	Yakima (Sarg Hubbard Park)	Yakima Greenway	October
<b>“Wild about Salmon” Teachers Workshop</b>	Teachers	Yakima / Tri-Cities	Joint	October
<b>Youth Environmental Summit</b>	6 <sup>th</sup> 12 <sup>th</sup> grade students	Yakima (Yakima Convention Center)	Yakima County Solid Waste	November

EDUCATIONAL PROGRAMS AND PROJECTS

<p><b>Yakima WATERS</b> (Watershed Activities To Enhance Education Research in Schools)</p>	<p><a href="mailto:waters@cwu.edu">waters@cwu.edu</a> 509-963-2935 <a href="http://www.cwu.edu/waters">www.cwu.edu/waters</a></p>	<p>The Yakima WATERS Project is a National Science Foundation program funded at Central Washington University (CWU) to infuse authentic interdisciplinary watershed research into elementary through high school curriculum in public schools. Under the guidance of a CWU faculty mentor, participating graduate fellows conduct watershed-related research for his/her Masters in Science degree and are teamed with a local K-12 teacher to incorporate a facet of the thesis project into K-12 curriculum. All participating public schools are part of the Yakima River watershed, a tributary of the Columbia River that drains eastward from the crest of the Cascades.</p>
<p><b>YBEEP</b> (Yakima Basin Environmental Education Program)</p>	<p>270 Westridge Rd. Selah, WA 98942 509-945-7250</p>	<p>Provide environmental education for Central Washington K-12 public, private and home-school teachers, students, and the public; and to facilitate fish and wildlife habitat preservation and restoration.</p>
<p><b>KEEN</b> (Kittitas Environmental Education Network)</p>	<p>kittitasee@gmail.com 509-962-1654  421 North Pearl Street Suite 216 Ellensburg, WA 98926</p>	<p>“Connecting Community to Nature”</p>
<p><b>E3 Washington –</b> Education for Sustainable Communities</p>	<p><a href="mailto:e3info@e3washington.org">e3info@e3washington.org</a> 360-943-6643  P.O. Box 6277 Olympia, WA 98507</p>	<p>E3 Washington is coordinated by the <a href="#">Environmental Education Association of Washington</a>.</p>