

**Lake Washington/Cedar/Sammamish (WRIA 8)
Communications/Outreach Strategy Matrix, 9-12-08**

Key salmon recovery issues	Key behaviors affecting issues	Importance to salmon recovery*	Key audiences	Ease of behavior change**	Can partners work together?	Can WRIA 8 team affect?	Working on issue/ behavior	Notes
Support for salmon recovery	Willingness to pay, accept regulation, change behaviors, help restoration	5	Watershed residents, streamside & lakeshore residents	2-3	Redmond supports		Salmon SEEson, several cities, NGOs, PSP (Acronyms defined below)***	More an attitudinal change than behavior change. Barriers: "salmon fatigue" (tired message); salmon aren't warm & fuzzy. Can you relate to climate change? Water quality?
Political, financial support	Funding, policies	5	Grantors, elected officials, taxpayers, ratepayers	2-3				Closely related to above.
Stormwater flows (too much; not enough)	Low-impact development	5	A. Construction industry: builders, architects, engineers, developers B. Green industry: landscape architects and designers, contractors C. Property purchasers	A=1 B=2 C=2	Cities are in different places	Help promote Master Builder/ Cedar R. LID workshop	80% of jurisdictions; STORM, GMA	A: Financial barriers; need to mandate through permits or regulations B: Depends on customer commitment & willingness to pay C: Altruistic motives; tough sell in a tight economy
Stormwater flows	Groundwater: recharge, illegal withdrawals	3, locally important, e.g. Bear, Rock, N. Fork Issaquah	Property owners with wells	??			RWSS, GPP, GMA	Don't know enough to speculate on ease of behavior change.
Stormwater flows	Water conservation	3	Watershed residents	4			RWSS, GPP, SWP, CWA	Easy to educate people; easy steps to take
Stormwater flows	Natural yard care, compost use, salmon-friendly landscape design,	4-	A. Homeowners B. Groundskeepers, landscape maintenance firms, arborists C. Nurseries D. Home & garden stores	A=3-4 B, C, D=see note		Liaise w/ or mentor Sno Co	50% of jurisdictions (not in Sno Co); NPDES	A: Can build on outreach already done. Higher-income (e.g., lakeshore) residents are harder to reach than other homeowners. B, C, D: These audiences need more discussion, e.g., nurseries are much more open than home & garden stores

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Stormwater flows	Rainwater capture (Graywater capture)	3+	A. Homeowners B. Commercial property owners C. Green industry: landscape architects and designers, contractors	A=2-3; see notes B&C=1-3			RWSS; Seattle has rainwater harvesting permit	A: Depends on specific behavior. Rain barrels are “feel good,” not much value. Cisterns are expensive. Rain gardens & swales can be sold & educated. B&C: Depends on customer demand. LEED points could increase to 3. Graywater capture: health, psychological, cost & technical issues make it impractical.
Water quality	Low-impact development	5	A. Construction industry: builders, architects, engineers, developers B. Green industry: landscape architects and designers, contractors, arborists, C. Property owners: streamside/riverfront, lakeshore	See LID above				See LID above
Water quality	Natural yard care, compost use, salmon-friendly landscape design	4-	A. Homeowners B. Groundskeepers, landscape maintenance firms, arborists C. Nurseries D. Home & garden stores	See NYC above				See NYC above
Water quality	Auto maintenance Car washing	4+	A. Car owners B. Auto maintenance industry C. Corporate fleets	A=2-3 max B=see note C=4			NEP; car washing is a priority for STORM	Auto maintenance: fixing oil leak is expensive, lack of awareness Car washing: some don't have access to yard to wash car; some object to cost of commercial car wash B: Regulated disposal C: Likely have proper facilities & equipment
Water quality	Livestock BMPs	1	Property owners, farmers				GMA, KCD	
Water quality	Stormwater BMPs: parking lots, storm drains, roads	4+	Property managers, local business community	?			STORM; NPDES will require; Bellevue doing SW outreach	Are business parking lots & drains regulated? What are technical & maintenance issues? Combine regulation, incentive, outreach?
Water quality	Pet waste	1	Pet owners				STORM	

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Water quality	Septic system maint.	2	Septic system owners & maint companies					
Water quality	Aquatic weed control	? unknown	Lakeshore property owners					
Forest cover	Voluntary stewardship, restoration	5	Property owners, children, land trusts, nonprofits, watershed residents	3-4		Yes (see notes)	Several local nonprofits; GSP	Volunteer events: lots of potential w/schools & nonprofits Current use taxation/PBRS: do we need to raise awareness? WRIA 8 could help promote & coordinate volunteer opportunities, help promote PBRS
Woody debris	Acceptance, retention; awareness of rules, public safety, salmon benefit	5	A. Recreational boaters B. Streamside/riverfront property owners	A=1-2 B=see note	Perhaps; important & hard to address	Perhaps; very hot/ politically tough	Seattle matching grants; KCD grants	A: People are selfish; safety issue trumps salmon. Find rec boaters who like rivers & will be spokespeople. B: Vested interest in property value; salmon & wildlife contribute to value, unless debris is perceived as ugly. Need to explore people's perceptions; key area for research.
Habitat for shelter, rearing, migration	Lakes: shoreline design and maintenance (docks, pilings, bulkheads), slope stabilization	5	A. Construction industry: builders, architects, engineers, developers B. Green industry: landscape architects and designers, contractors C. Marine contractors & designers D. Lakeshore property owners	A, B, C=see note D=3?	Very good; crosses boundaries		A few cities currently; effort underway with Seattle, UW, others	A, B, C: Could be trained how to do it to meet customer demand D: Key is to address barriers ID in UW research. Salmon-friendly design & maintenance may be more expensive.
Habitat for shelter, rearing, migration	Rivers and streams: shoreline design, stream bank armoring, slope stabilization	5	A. Construction industry: builders, architects, engineers, developers B. Green industry: landscape architects and designers, contractors C. Marine contractors & designers D. Streamside/riverfront property owners** especially important	A, B, C, D=see note	Redmond, Issaquah, Sno Co are interested		Habitat grant program; good work in Sno Co; Bellevue did work related to CAO	A, B, C: Could be trained how to do it to meet customer demand D: Need research to ID barriers & willingness to change. Create education for new residents, realtors. Reprint & update Streamside Savvy & Lake Sammamish Waltz? Create overall piece that could be tailored for local area?
Habitat for shelter, rearing, migration	Voluntary stewardship; restoration	5	Property owners, children, land trusts, nonprofits, watershed residents	See above				

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Native vegetation, shoreline vegetation, invasive plants	Plant shorelines with native or other appropriate plants; control invasive plants	5	Streamside, riverfront, lakeshore property owners	See note				Need research to ID barriers & willingness to change
Wetlands, seeps (beavers)	Co-exist with beavers	3	Streamside/riverfront property owners					Need research: what are current perceptions & behaviors related to beavers?
Other?								

*Importance to salmon recovery: scale of 1-5; 5 is highest and 1 is lowest.

**Ease of behavior change could include how simple behavior is to change, how ready audience is to change, whether it builds on other behaviors that have been changed, etc. Use a scale of 1-5; 1=Tough to change; 5=Easy to change.

***Acronyms (in alphabetical order): CWA=Cascade Water Alliance; GMA=Growth Management Act; GPP=Groundwater Protection Program; GSP=Green Seattle Partnership; KCD=King Conservation District; NEP=National Estuary Program; NGO=nongovernmental organization (nonprofit organization); NPDES=National Pollutant Discharge Elimination System; RWSS=Regional Water Supply System; STORM=Stormwater Outreach for Regional Municipalities; SWP=Saving Water Partnership; UW=University of Washington

KEY QUESTIONS

- Are current efforts adequately addressing habitat issues and key behaviors?
- What is most effective approach (i.e., is this a problem that lends itself to a communications/education approach)?
- What is being done that could be done better? Where are opportunities to improve?
- Which issues would be addressed most effectively through a social marketing approach?
- What audience research is needed (e.g., riparian property owners)?
- What makes sense for WRIA 8 participants to work on together?
- Given limited dollars and staff, where can WRIA 8 make the most effective contribution?
- What grants or other funding should we pursue?

GENERAL PRIORITIES FOR WRIA 8

- Provide tools to participants, e.g., workshops, tips for how to do things better, presentations, recommendations, examples, printed materials, web-based info
- Market salmon recovery: increase public awareness to increase support, funding
- Linkages are important: forest cover, sustainability, related issues (not necessarily salmon-related). Is there a way to connect to global climate change, carbon footprint? Is there potential for partnering?
- Bring participants together to talk about key messages
- Need short messages for jurisdictions about what is most important to do