



# Snoqualmie Watershed Forum Communications Plan: 2020-2024

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## Contents

Summary .....	4
Background .....	5
The Snoqualmie Watershed Forum .....	5
Why Communicate?.....	5
Communications Vision .....	5
Communications Action Plan .....	6
Ongoing Forum Communications .....	6
Communications Priorities.....	7
Communication Methods .....	9
Social Media .....	9
Working with Decision-makers .....	9
Inspiring Local Actions to Improve Habitat.....	10
Audiences.....	10
Outreach .....	14
Salmon SEEson .....	14
Communications Actions .....	16
Launching the Communications Plan.....	16
Appendix 1: Communications Plan Action List .....	17

*Cover photo: Three Forks Natural Area, 2006, by Janne Kaje*

## Table of Figures

Figure 1. Forum members at a Snoqualmie Watershed Forum meeting in Carnation in January, 2018. .... 6

Figure 2. Survey results show the Forum was interested in influencing many types of behaviors in a social marketing campaign, with the exception of reducing recreation on rivers to lessen impacts on salmon and salmon habitat (Communications Survey, October 2018). ..... 12

Figure 3. Salmon habitat video reach on Facebook by age and gender. .... 13

Figure 4. Salmon Habitat video placement results from Facebook in summer 2019. The fact that most people viewed the video on mobile devices is important in developing web pages that are also compatible with mobile devices. .... 13

Figure 5. Salmon habitat video results from Facebook, including audience and location. With the top location in Washington, the video is largely reaching people in our state, which is good for developing support for regional salmon recovery efforts. .... 14

Figure 6. The Communications Survey of Forum members conducted in October, 2018 indicated the top three preferred communication tools were 1) video storytelling highlighting habitat and restoration work, 2) Storymaps (map-based story-telling tools that uses photos and videos), and 3) interpretive signs. The response under the “Other” category was infographics. .... 15

## Summary

The Snoqualmie Watershed Forum (Forum) is an enduring partnership between the Snoqualmie Tribe, the Tulalip Tribes, King County, the cities of Duvall, Carnation, North Bend and Snoqualmie, the Town of Skykomish and other entities. The Forum works to protect and restore the health of the Snoqualmie watershed in harmony with the cultural and community needs of the Snoqualmie Valley. The habitat work enabled by the Forum benefits salmon recovery, reduces flood risks, and maintains the quality of life in our region by protecting the environment for people to use and enjoy. Salmon recovery efforts are hampered by population growth and rapidly changing environmental conditions, and it is a challenge to maintain public support for the efforts and investments needed to meet the Forum's goals. This communications plan was developed in order to provide Forum staff and partners with a focused set of priorities and measurable actions to increase public support for improving watershed health. At the back of this document is a list of communications actions for Forum staff and partners to select from.

The Forum has long prioritized communications and outreach in the staff work program. Ongoing communications work includes delivering three e-newsletters each year, promoting salmon viewing along rivers during "Salmon SEEson," and organizing an annual tour of active project sites for Forum members, partners, and state legislators. More recently, the Forum has been promoting legislative priorities with Congress by visiting Washington, D.C. and with state legislators by visiting Olympia during legislative sessions.

New communications priorities for the Forum include:

1. Grow the audience for Forum communications, including email subscribers to the Snoqualmie E-news, visitors to salmon viewing sites, and Valley residents attending Forum meetings;
2. Increase government support for Forum priorities, with an emphasis on funding for habitat restoration and policies that protect habitat; and
3. Inspire local actions that improve watershed health.

The Forum plans to continue its ongoing communications efforts while growing its efforts with both face-to-face and online communications. The email platform used for sending e-newsletters has a large reach with 1,180 subscribers. As this list is promoted, emails can engage audiences in various Forum activities. The Forum will not create its own social media accounts since it will be more efficient and effective to provide content to partners who already have large social media audiences.

The list of actions in Appendix 1 is meant for Forum staff and partners to select, implement and evaluate for effectiveness. Forum staff plan to pursue several new actions in 2020, including using emails to invite people to science talks at Forum meetings, announcing public meetings about upcoming habitat projects, and directing people to salmon viewing sites; setting up tables to share Forum-related information at events that Snoqualmie Valley residents attend, such as farmers' markets; and engaging decision-makers through field tours of project sites and sending legislative priorities to the Governor and state legislators.

## Background

### The Snoqualmie Watershed Forum

Established in 1998, the Snoqualmie Watershed Forum (Forum) is a partnership between the Snoqualmie Tribe, the Tulalip Tribes, King County, the cities of Duvall, Carnation, North Bend and Snoqualmie, and the Town of Skykomish. The Forum also includes citizen representatives, a non-governmental organization representative and the King Conservation District. King County is the service provider to the Forum, and one of the eight partners to an Inter Local Agreement (ILA). The ILA partners each contribute funding that supports a staff team of 2.7, including a full-time manager, full-time project coordinator, half-time technical coordinator, and part-time (1 day/week) administrative specialist. As funding allows, a community engagement specialist can be hired as an employee or on contract.

The Forum's goal is to protect and restore the health of the Snoqualmie Watershed in harmony with the cultural and community needs of the Snoqualmie Valley. To achieve this, the Forum provides leadership on key issues and implements projects to aid in salmon recovery, protect water quality and address flooding.

### Why Communicate?

The work of the Snoqualmie Watershed Forum is crucial in the regional effort to recover salmon, keep waters safe for recreation, reduce the impacts of flooding, and maintain the region's nature-based industries and quality of life. Habitat restoration work is expensive, and currently only 10-15% of the funding needed to fully implement necessary actions to recover salmon is available. In addition, there are many threats and behaviors that destroy or degrade habitat. The population of our region is growing rapidly, and there is a great need to influence the culture of the region so that there is an awareness of how individual and collective actions can contribute towards salmon recovery. The Forum advocates to local, state and federal governments to fund grant programs that support habitat restoration and protection projects and programs. It is important that people in the region understand and support the work of the Forum and the salmon recovery community as well as the work being done to protect and restore habitat. This would ideally give decision-makers clear directives to provide funding and create policies to protect and restore forests and waterways. The Forum's staff team is small, so it is important that we are strategic in our communications. For this reason, our communication priorities are intended to raise awareness about who the Forum is, why its work is essential, how individuals can participate in the effort, and increase the funding available for habitat restoration.

### Communications Vision

The Forum has consistently indicated that communication is a high priority. This communications plan was developed using input from several staff meetings, a survey of Forum members, and research on past communications work the Forum has undertaken. In addition, Forum members and staff from local governments and tribal partners reviewed and commented on this plan.

In late 2018, Forum staff met several times to strategize about the Forum's priorities in terms of communications needed and issues to tackle. A communications survey completed by 13 Forum members in October 2018 revealed an interest in multimedia communications solutions, pollution and

climate change awareness, behavioral change and salmon habitat education (Figure 6). Forum members and partners have also consistently indicated they support communications and outreach efforts by the staff team in the annual Snoqualmie Watershed Forum client satisfaction survey.

The Forum’s vision is intended to inspire our actions and guide our communication goals:

**Cultivate regional support for habitat protection, habitat restoration, and personal actions benefitting salmon and their habitat in the Snoqualmie and South Fork Skykomish rivers and contributing to the health of the Snohomish Basin.**

## Communications Action Plan

### Ongoing Forum Communications

The Forum staff team has a number of ongoing communication efforts that have largely targeted adults living in the Snoqualmie Valley. Most communications, including web pages, e-newsletters, emails, logo items, and legislative priorities have been with city and tribal councils and staff and others who have signed up for Forum emails. More recently, two Forum videos were posted on social media (Facebook, Twitter and YouTube), where the audience was larger and included both national and international reach. Existing Forum communications include:



Figure 1. Forum members at a Snoqualmie Watershed Forum meeting in Carnation in January, 2018.

- Six Forum meetings each year, generally two hours long (Figure 1); a field trip held annually to visit active project sites; and six meetings with Forum partner staff members each year.
- Web pages with news, videos, Forum membership, meeting locations, agendas and summaries; relevant plans, studies and maps; funding opportunities, contact information, and lists of actions for residents to contribute to salmon recovery and watershed health;
- E-newsletter published three times per year, including announcements and events of the Forum and partners, relevant news items, and funding updates. These are posted on the web site and emailed to the mailing list using GovDelivery. The mailing list currently has over 1,180 subscribers;
- Salmon SEEson, where selected sites for viewing spawning salmon are highlighted on posters, mailers and web sites each fall. People are encouraged to visit these sites, and docents are sometimes available to offer more information about spawning salmon;
- Emails regarding grant notifications, Forum meetings, Snoqualmie Valley Planning Committee meetings, and announcements about local planning efforts, news items and state and federal policy changes relevant to watershed health, targeted to subsets of an overall email list of 269 people, depending on the topic;
- Logo items for distribution to Forum members, staff and partners, including water bottles, reusable tote bags, hats, notepads, and others;

- Project fact sheets and stakeholder outreach meetings, customized for individual projects in development;
- Legislative priorities for advocating for state and federal funding and policies that support habitat protection and restoration, and lobbying for these priorities in Olympia and Washington, D.C.;
- Two videos, produced in 2019 and distributed via social media; one video highlighted five things for improving salmon habitat, and the other spotlighted Forum partner Nature Vision and their education programs in schools.

These communications efforts have been conducted in large part by the existing Forum staff team. However communications specialists have been hired intermittently. Communications intern Wadii Boughdir was on staff part-time from August 2018-August 2019, and Communications Specialist Polly Freeman worked part-time from 2016-2017 on the Salmon SEEson program.

Forum staff are generally skilled in aquatic and restoration ecology, planning, policy analysis, and maintaining collaborative partnerships with diverse groups. Staff are also expected to be excellent communicators in terms of writing, speaking, and presenting. However, with the growth of social media and opportunities in social marketing (research-based behavior change for good), it is important to take a fresh look at the Forum's communication channels and evaluate the best way to achieve Forum goals.

## Communications Priorities

Given the fact that the Forum has been working to restore watershed health for over 20 years and Chinook and other salmonids in WRIA 7 remain at low numbers, and given limited staff resources, there is a need to improve communications to accelerate progress in salmon recovery. Current communications efforts (e.g., web pages, e-newsletters, email notifications of grant opportunities and meetings) remain important in order to maintain connections with current partners and supporters. However, current efforts have a limited audience, and for the most part reach adults who have opted in to receive Forum communications. Based on Forum survey results and input from staff and Forum members, three main priorities are proposed for this communications plan. These priorities will influence the Forum's communications actions and help meet its communications vision.

### Grow audience for Forum communications

Communicate the Forum's goals, actions and achievements to a larger audience, especially adults who own land, farm, and/or live, work and play in the Snohomish basin, Snoqualmie Valley, or King County. The goal is to grow the number of people who are aware of the Forum and support its work to recover salmon and protect and restore their habitat.

## PRIORITIES FOR OUTREACH

### GROW AUDIENCE FOR FORUM COMMUNICATIONS

- Expand local and regional outreach network
- Partner with others to spread messages
- Continue creating e-newsletters, announcements, information
- 

### INCREASE GOVERNMENT SUPPORT

- Increased state, local and federal funding for restoration
- Habitat protections

### INSPIRE LOCAL ACTIONS

- Reduce driving and emissions
- Prevent pollution
- Conserve water
- Plant trees and remove invasive weeds
- Reduce flood risk
- Support for habitat restoration

Measures of success:

- Surveys of King County residents and/or GovDelivery email subscribers show increasing awareness of the Snoqualmie Watershed Forum and the projects we promote
- The number of subscribers to the Forum’s e-newsletter increases
- Decision-makers at local, state, tribal and federal levels recognize the Snoqualmie Watershed Forum and are familiar with our work
- Salmon SEEson sites are visited during the spawning season by King County residents

### **Increase government support for habitat restoration and protection**

Produce legislative priorities with partners to increase local, state and federal government funding, policies and regulations for restoring and protecting watershed health. Lobby for state and federal legislative support.

Measures of success:

- Increased funding for the Forum’s grant program, currently funded by the King County Flood Control District
- State and federal support increases for important regional salmon recovery grant programs and groups, such as Pacific Coast Salmon Recovery Fund, Salmon Recovery Funding Board, Floodplains by Design, and Puget Sound Acquisition and Restoration Program
- Decision-makers attend habitat project tours in Snoqualmie Valley

### **Inspire local actions that improve watershed health**

Climate change, forestry, agriculture, development, and other activities can directly affect the health of the Snoqualmie watershed. Communicating effectively about the impacts and risks to the natural environment from natural resource-based industries and people that the Valley faces and the ways we can individually and collectively help restore, create resilience, and reduce the impacts is an important role of the Forum.

Measures of success:

- Fish, Farm, Flood agreements and local funding align to allow implementation of large habitat projects and riparian buffer plantings in the Snoqualmie Agricultural Production Districts with support from landowners.
- Land use practices continue to improve in ways that lessen negative impacts on the environment.
- Land continues to be purchased in the Snoqualmie watershed for protection and restoration.
- Residents take actions to improve the environment, such as driving less, using fuel-efficient cars, volunteering to restore habitat, removing invasive weeds from private properties, driving recreational boats on the rivers at low speeds and with minimal impact to gravel bar edges, etc.
- Individual social marketing programs will develop specific metrics based on surveys and audience research.



Volunteers planting native trees at McCormick Park.

## Communication Methods

In order to meet priorities of growing the Forum's audience, increasing awareness of the Forum, increasing government support for watershed health, and inspiring actions to improve habitat, the Forum will continue doing many of the actions that are already being done, and also consider new ways to share its work and salmon habitat expertise with communities face-to-face and online. For face-to-face communications, Forum and Snoqualmie Valley Planning Committee meetings continue to be very effective for reaching Forum members, staff, and a small group of residents, agency staff, and other interested parties. As staff time allows, tabling at events such as farmer's markets and music festivals in the Snoqualmie Valley could be timed in order to direct people to events such as Salmon SEEson and public meetings for habitat projects. In addition, more could be done to increase the number of e-newsletter subscribers, such as directing people to the web site where they can sign up, increasing the frequency of the newsletter publication, and bringing sign-up sheets to events and add people to the email lists at their request. Staff can also publicize Forum meetings more widely to encourage people to attend and hear about local science and projects.

### Social Media

The Forum has only recently begun to use social media (e.g., Facebook, Twitter, YouTube) for communications. Using social media has benefits such as ability to rapidly grow an audience, ease of determining audience demographics, and some channels allow targeting particular neighborhoods. It also has drawbacks, such as the time to create and manage content, and difficulty in growing an audience if you are not posting at least several times a week. Considerations include staff capacity to manage accounts, develop content and manage comments, and return for the work that would be required.

When the Forum uses a partner's channels, that partner will review, screen and post the proposed content, which takes time. Forum posts will not always be approved or posted immediately. On the other hand, creating Forum social media accounts would require a significant investment of time to post content on a regular basis and monitor responses. For the time being, the Forum has decided to generate occasional content for social media channels that already exist among partners rather than building its own social media presence. Existing social media channels at King County, for example, include Facebook, Twitter, NextDoor, and blogs. Forum staff plan to develop social media content and send to partners to post – e.g. videos, photo of projects, blogs, paragraphs, fact sheets, flyers, announcements, posters, drone footage, etc., and point back to the web site for web content and e-newsletter subscriptions. Social media goals could include creating a blog post or a certain number of posts and shares on partner's social media accounts. Blog posts could be written by various Forum members or partners, or staff could write them based on interviews and other experiences. Messages can be sent via NextDoor to particular neighborhoods to announce Forum meeting topics of interest, public meetings, Salmon SEEson, and other items of interest.

### Working with Decision-makers

Increasing government support for habitat protection and restoration involves both direct outreach to decision-makers on local and tribal councils, at the state legislature, and in Congress. Local and tribal councilmembers and mayors currently participate as Forum members, but these members are often challenged by the lack of time at council meetings to share the Forum's work with the rest of council.

Forum staff could offer annual presentations to city and tribal councils in order to share priorities, especially when new strategies or agreements are in the works. Collaborating with Forum partners to visit state legislators in Olympia during legislative sessions, inviting legislators on project tours, and advocating for regional and project-specific funding are strategies that have worked in the past to secure funding for Snoqualmie projects. Staff and Forum members can also visit Congress members at their local offices and participate in Puget Sound Day on the Hill with Puget Sound Partnership to advocate for federal funding, which supports state grant programs. These methods can also be used to advocate for legislation that protects habitat, such as banning suction dredge mining or fin fish net pens in Puget Sound.

### Inspiring Local Actions to Improve Habitat

Social marketing is a research-based technique for conducting public outreach to inspire people to change their behavior to benefit the public good. There are frequently multi-day training opportunities in the area to learn about social marketing. There are several groups who have been implementing social marketing campaigns in the Puget Sound for a number of years, most notably stormwater managers from municipalities (a group called STORM). Steps involved in a successful social marketing program include 1) conducting research on existing behaviors linked with demographics, 2) identifying an audience open to changing behavior, 3) using various outreach tools to promote the desired new behavior; and 4) measuring the resulting behavior change. Social marketing campaigns can be time-intensive, but are one of the most effective ways to change behavior and use before and after data to track outcomes. The Forum could consider assisting with social marketing campaigns with partners as funding and capacity allows.

Results of the 2018 Communication Survey showed, in the eventuality of a social marketing campaign that would aim to change behaviors, several Forum members were interested in targeting invasive species removal, natural yard care practices, water conservation, and stormwater runoff control (Figure 2). Behaviors such as reducing emissions by driving less or using electric or hybrid vehicles, conserving water, and removing invasive weeds and replacing them with native trees and shrubs will help reduce risks from increasing water temperatures resulting from climate change and population growth.

### Audiences

Preferred audiences will vary widely, depending on the topic and desired outcome. For example, adults in Snoqualmie Valley may be the audience for information about an upcoming in-river project, whereas state legislators may be the audience for the Forum's legislative priorities. Details about audiences can be found in the actions list in the appendix. Methods for measuring the number of people reached and doing audience research depend on the type of communications used.

- In-person events such as music festivals, farmer's markets, Forum meetings, project tours, and others could be used to gather email addresses to grow the reach of the newsletter and engage people in Snoqualmie Valley in Salmon SEEson and public meetings for habitat projects.
- Public notices in local newspapers, using NextDoor, and on partner's social media accounts could be used to advertise Forum meetings and tours to increase participation from the community.
- Articles in the Valley Record could help raise awareness about the Forum.

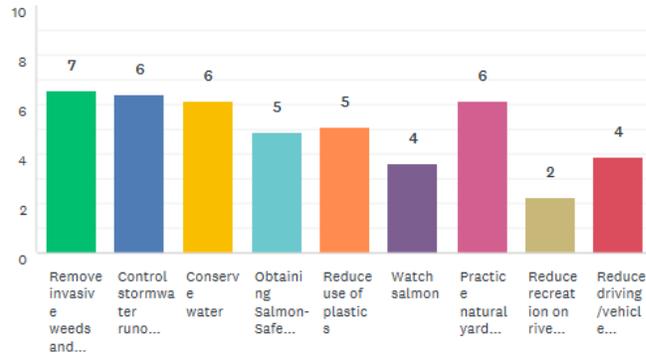
- The Forum’s newsletter has 1,180 subscribers; it is currently the biggest direct platform. GovDelivery is the email platform.
- Newsletter audience research can be done by reading and analyzing GovDelivery engagement reports, including open rates and click rate per topics. Quizzes and surveys could be sent to the email list occasionally to learn more about demographics and topics of interest.
- When King County WLRD’s Facebook page is used for Forum postings, audiences can be analyzed specific to the Forum’s content. For example, see Figure 3.
- Facebook’s newest video insight platform, Creator Studio, allows the content creator to learn about their audience’s interests and other pages and videos they like (Figure 4 and Figure 5). This kind of data helps reveal the type of topics and visual content the Forum can offer King County’s WLRD audience on Facebook.
- More data can be collected through the development and distribution of surveys that can be sent in the newsletter. Offering gift cards and prizes could improve response rates.
- Surveys should include questions about demographic, socioeconomic, online behavior and preferences, and topics of interest to help optimize the information provided. Quizzes can accompany surveys to gauge knowledge and interest in habitat-related topics.



Carnation Farmer’s Market opening day in 2008.

Please rank these behaviors by order of importance as the focus of a targeted outreach campaign that would attempt to change behavior for good

Answered: 13 Skipped: 0



	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Remove invasive weeds and install native plantings (public and/or private lands)	38.46% 5	0.00% 0	7.69% 1	23.08% 3	7.69% 1	7.69% 1	15.38% 2	0.00% 0	0.00% 0	13	6.54
Control stormwater runoff (e.g., build rain gardens, fix oil leaks in cars)	23.08% 3	7.69% 1	30.77% 4	7.69% 1	15.38% 2	0.00% 0	0.00% 0	15.38% 2	0.00% 0	13	6.38
Conserve water	15.38% 2	38.46% 5	0.00% 0	15.38% 2	7.69% 1	0.00% 0	7.69% 1	0.00% 0	15.38% 2	13	6.15
Obtaining Salmon-Safe certification of businesses and farms	7.69% 1	7.69% 1	7.69% 1	15.38% 2	7.69% 1	23.08% 3	23.08% 3	7.69% 1	0.00% 0	13	4.92
Reduce use of plastics	7.69% 1	7.69% 1	15.38% 2	23.08% 3	0.00% 0	15.38% 2	15.38% 2	7.69% 1	7.69% 1	13	5.08
Watch salmon	7.69% 1	0.00% 0	0.00% 0	7.69% 1	15.38% 2	15.38% 2	7.69% 1	38.46% 5	7.69% 1	13	3.62
Practice natural yard care	0.00% 0	30.77% 4	30.77% 4	7.69% 1	15.38% 2	0.00% 0	0.00% 0	15.38% 2	0.00% 0	13	6.15
Reduce recreation on rivers to lessen impacts on salmon/salmon habitat	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.69% 1	15.38% 2	15.38% 2	15.38% 2	46.15% 6	13	2.23
Reduce driving/vehicle emissions	0.00% 0	7.69% 1	7.69% 1	0.00% 0	23.08% 3	23.08% 3	15.38% 2	0.00% 0	23.08% 3	13	3.92

Figure 2. Survey results show the Forum was interested in influencing many types of behaviors in a social marketing campaign, with the exception of reducing recreation on rivers to lessen impacts on salmon and salmon habitat (Communications Survey, October 2018).

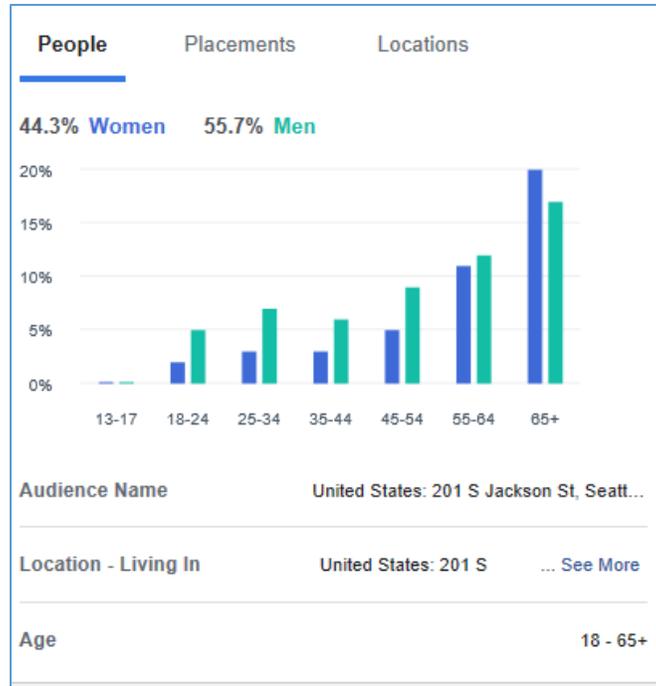


Figure 3. Salmon habitat video reach on Facebook by age and gender.

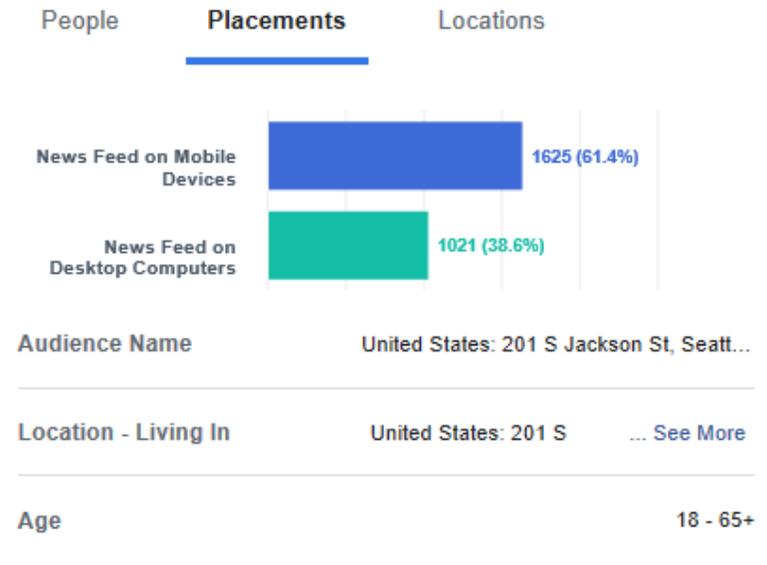


Figure 4. Salmon Habitat video placement results from Facebook in summer 2019. The fact that most people viewed the video on mobile devices is important in developing web pages that are also compatible with mobile devices.

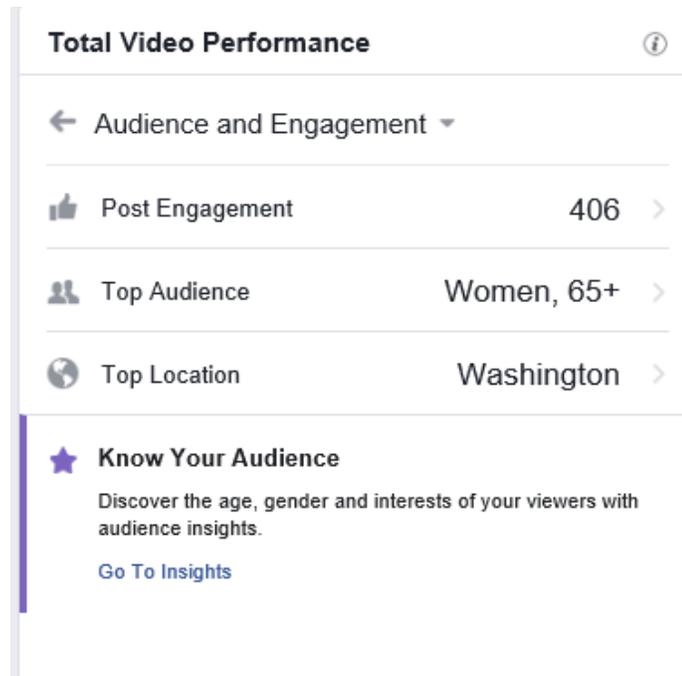


Figure 5. Salmon habitat video results from Facebook, including audience and location. With the top location in Washington, the video is largely reaching people in our state, which is good for developing support for regional salmon recovery efforts.

## Outreach

The Forum could consider interactive ways to engage with offline communities, as has been done in the past. Whether during farmer’s market or festivals, the Forum should consider providing interactive salmon habitat education to different types of audiences. Co-organizing with existing Forum partners such as Nature Vision, Sound Salmon Solutions, Mountains to Sound Greenway Trust, Oxbow Farm, Stewardship Partners would yield better public reach and a diverse array of content to share.

### Salmon SEEson

Salmon SEEson is an excellent opportunity to boost the Forum’s presence both offline and online in the valley. Salmon SEEson offers posters, mailers and a web page that highlight three sites in the watershed for viewing salmon during the spawning season. Docents could be recruited to be available at these sites at pre-arranged times to be on site to answer questions or provide current status.

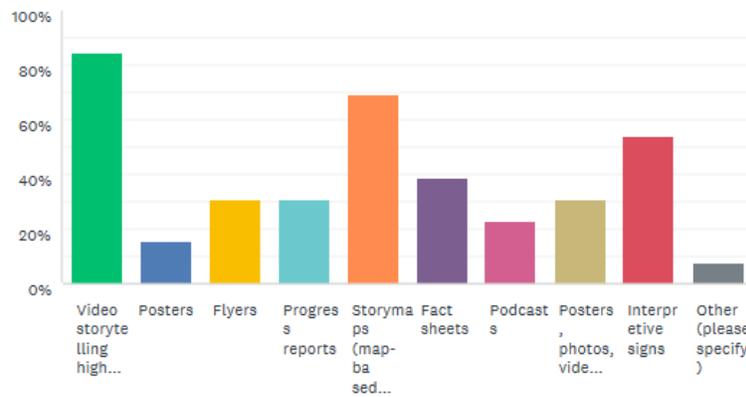
As mentioned above, Forum partners and/or staff could go to farmer’s events and other events in the Valley during Salmon SEEson to direct people to salmon watching sites or project outreach events.

As shown in Figure 6, there was great interest among the Forum members in multimedia content and visual illustrations based on the fall 2018 Communications Survey. The use of storytelling in its different formats to interact with the public was also of interest. The Forum could consider investing its communication budget in public outreach efforts, online content creation (videos and post), and collaboration with other WRIAs and non-profits to create a yearly celebration of salmon and habitat

work. Showcasing the Forum’s achievements (e.g., the number of habitat acres saved and restored) would go hand-in-hand with the return of the salmon as a symbol of recovery success. For a portion of the public that suffers from climate change and salmon fatigue, these kind of events bring hope and an opportunity to engage with a positive message.

We are in the process of planning and developing communication materials to highlight habitat restoration and salmon recovery initiatives in the Snoqualmie Valley. What kinds of communication tools would you want to see us use that you could share in your communications to your social media followers or via other avenues?(4 at most)

Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
Video storytelling highlighting habitat and restoration work	84.62% 11
Posters	15.38% 2
Flyers	30.77% 4
Progress reports	30.77% 4
Storymaps (map-based story-telling tool that uses photos and videos)	69.23% 9
Fact sheets	38.46% 5
Podcasts	23.08% 3
Posters, photos, videos, and graphs for Social Media use (Twitter, Facebook, Instagram)	30.77% 4
Interpretive signs	53.85% 7
Other (please specify)	Responses 7.69% 1
<b>Total Respondents: 13</b>	

Figure 6. The Communications Survey of Forum members conducted in October, 2018 indicated the top three preferred communication tools were 1) video storytelling highlighting habitat and restoration work, 2) Storymaps (map-based story-telling tools that uses photos and videos), and 3) interpretive signs. The response under the “Other” category was infographics.

## Communications Actions

The detailed list of communications actions in Appendix 1 includes potential communication solutions that aim to tackle the priorities considered for the 2019-2024 period. Many of these ideas have been carried out by the Forum in recent years. These actions have been initially categorized as high, mid or low priority, but this is subject to change.

- This document should serve as a tracker for actions that are planned or ongoing, and an inspiration for potential communications actions that aim to boost the Forum’s reach and help salmon restoration efforts.
- Forum staff will implement many of these communications actions, but partners doing restoration work in the Snoqualmie Valley are encouraged to use this list to inspire or inform their own communications, as well as for actions to explore in partnership with Forum staff.
- Some communications actions such as Salmon SEEson promotion, tour outreach, or tabling at public events could become the Forum’s yearly cornerstone actions that occur with the resources already available.
- Each communications solution includes the audiences it needs to address, the desired outcome and reach and other details that serve as planning guidance.
- Reach and results of actions started this year or earlier would serve as a benchmark for similar activities in the future. Planned outcomes could be revised depending on available resources and unexpected changes.
- Partnering with other people or groups could expand the reach of communications actions and provide more resources for robust surveys and outreach programs. For example, within King County, the Noxious Weeds Control group, basin stewards, and the Division Director’s office could be good partners. External partners could include the non-profit groups mentioned above, the Tulalip Tribes, the Snoqualmie Tribe, city partners including Carnation, Duvall, North Bend, Snoqualmie, and the town of Skykomish, the Washington Department of Fish and Wildlife, Snohomish County, King Conservation District, STORM, and others.

## Launching the Communications Plan

In 2020, Forum staff will continue ongoing, successful communications actions such as the Snoqualmie E-news and Salmon SEEson while growing email subscriptions. Forum staff will also work to increase government support and inspire local actions to improve watershed health. New work will include:

- Engage partner councils by presenting about the accomplishments of the Forum partnership.
- Increase Valley resident engagement in Forum-related topics by using social media and email to send invitations to science topics at Forum meetings, promoting Salmon SEEson and seeking docents for salmon viewing sites, and hosting tables at Valley events that attract residents in partnership with NGOs and other partners.
- Develop the Forum’s 2021 priorities for the state legislature beginning in July, and send them to Governor Inslee prior to his budget being released.
- Invite state legislators to visit project sites that will be seeking funding during the 2021 budget session.

**Appendix 1: Communications Plan Action List**

Snoqualmie Watershed Forum Communications Actions: 2019-2024												
Priority: Grow Audience for Forum Communications												
Action	Goals	Description	Audiences	Delivery method	Frequency	Assumptions	Start	End	Status	Priority level	Target reach	Result
Create a salmon habitat educational video	Educate the public about salmon habitat threats and actions needed to improve salmon recovery efforts in the region; reach new audience members	Create a video explaining elements of salmon habitat and restoration that serves as an informational tool to share on available social media channels and in public meetings	*General public *Salmon and orcas' advocates	*Online *Live for public meetings	*Share once on social media *Snoqualmie e-Newsletter (GovDelivery) *Snoqualmie web site	*Visual content is effective or conveying messages *People would watch the video to learn about salmon habitat threats and would be inspired to get involved in the recovery efforts	Jan-19	Apr-19	Done	High	Reach 3000 *500 views online *100 direct views (public meetings)	<b>As of 8/22/19 on FaceBook: Reach 14,822, 4,800 views, 116 shares</b>
Create written watershed-related content for Valley residents	Educate the public about salmon habitat threats and actions needed to improve salmon recovery efforts in the region	Create watershed-related content such as short social media posts, essays, and public notices for partners' social media accounts, blogs, and the Valley Record. Content could include a scientific topic of interest, habitat project status, news about salmon or orcas, or local actions that can improve habitat	Snoqualmie Valley residents and workers Visitors to Snoqualmie Valley	Online, Valley Record	1-3 times/year	Valley residents read local information sources, such as partners' social media accounts, the Valley Record, and local blogs	May-20	tbd	Not started	Mid		<b>As of 11/18/2019, FaceBook: 1,000 views, 18 shares</b>
Participate in and/or organize meetings or events with landowners and residents in the Snoqualmie Valley	Increase awareness about the Snoqualmie Watershed Forum among farmers and landowners in the valley	Introduce the Forum, what we can offer landowners, and the farm/land related benefits of habitat work Potential orgs to work with: (Fall City Community Association, Snoqualmie Valley Government Assoc, Snoqualmie Valley Protection Alliance, KC Ag Commission) 8/22/2019: GovDelivery audience is 1,180.	Valley residents, including farmers and landowners	Public meeting or co-organized event	Once a year event/meeting	*Direct outreach would increase farmers' and Valley landowners' the Forum. *People will attend meetings if they can build connections, get access to benefits and information, and get free things	tbd		Not started	Mid	Present to/interact with at least 30 Valley residents per year	
Tabling at public events (e.g., farmers markets, Timber Music Festival, etc.)	Increase Snoqualmie Watershed Forum reach among the general public in the valley	*Communicate about the Forum, what we do, what we achieved so far, where do we want to go. *Habitat, restoration, climate change awareness, impact on individuals and on the valley, and what they can do to help mitigate its effect *Salmon and habitat education through interactive activities (Partnering with non-profit organizations)	General Public	Public	Once a year event/meeting	Farmers markets and festivals are great occasions to interact with the public, influence behaviors, and advocate for a cause.	May	Sept/Oct	Not started	Low	Grow GovDelivery email list by 100/year	<b>As of 11/18/2019: GovDelivery 1,180 subscribers who receive the Snoqualmie Forum's e-newsletter, published 3 times/year</b>

<b>Priority: Increase Government Support for Habitat Restoration and Protection</b>												
Action	Goals	Description	Audiences	Delivery method	Frequency	Assumptions	Start	End	Status	Priority level	Target reach	Result
Create a branding video for the Snoqualmie Watershed Forum	Increase awareness about what the Snoqualmie Watershed Forum (Forum) is and what it does	Create a video introducing the Forum, its role in the region, why what we do matters, and how people can support it	*General public *Salmon and orcas' advocates	*Online *Live for public meetings	*Share once on social media *web page *e-Newsletter	*Visual content is more effective at conveying messages *People would watch the video to learn about SWF	tbd		Not started	High	Reach 3000 *500 views online *100 direct views (public meetings)	
Tour with officials	Increase SWF notoriety among legislators and decision makers	Showcasing Forum work, salmon habitat education, and the need for more funding to better the watershed	*Legislators *Decision-makers *Funders	Private and Public tours	At least annually in summer/fall	Decision-makers learn about our work on tours and it helps build regional and funding support for projects	May	October	Not started	High	1-2 legislators or council members per year	
Partners videos	Communicate about the work we fund and the need for more funding	Create Videos showcasing the value of the work we fund and support and the necessity for more funding (Example: Nature Vision, Snoqualmie Tribe, etc.)	*General public *Partners *Funders	*Online *Public meetings	*Share on social media *Govlink *Newsletter	*Visual content is more effective at conveying messages *Video would be effective at showcasing our work and conveying the need for more funding	Jun-19	Aug-19	One partner video done (Nature Vision)	High	Reach 5000 500 views online 100 viewers during public events	
Forum Project Tour	Keep Forum members and local partners engaged with the Forum's project work	Host an annual 2-hour tour for Forum members, staff, and interested parties to showcase current project work	Forum members, project sponsors, Valley staff	In person	Annual in July	Forum members learn about our work on tours and it helps build local support for projects	May	July	Planned	High	35 tour participants per year	<b>40 participants in 2018; 35 participants in 2019</b>
Promote legislative priorities	*Public support for salmon habitat is widespread *State and federal legislators and the governor hear from local elected officials, Forum partners, and Puget Sound residents about habitat priorities	Develop legislative priorities with the region (WRIA 7 lead entity and Puget Sound Partnership) and distribute to the Forum and public. Encourage people to contact state and federal legislators about supporting habitat funding and legislation. Write letters and emails to decision-makers about these priorities, and visit councils, Olympia, and Washington DC to meet with legislators in person.	Forum members, Puget Sound adults; councils and state and federal legislators	Online & Forum meetings	Annually starting in early fall	State legislative session starts in mid-January. Odd years are a priority due to the state's biennial budget cycle. Federal budget decided annually, FY is Oct-Sept. May is Puget Sound Day on the Hill in Washington DC.	Sept	May	Ongoing	High	100 people see legislative priorities and request to contact lawmakers	

<b>Priority: Inspire Local Actions that Improve Watershed Health</b>												
Action	Goals	Description	Audiences	Delivery method	Frequency	Assumptions	Start	End	Status	Priority level	Target reach	Result
Fact sheets and posters about threats to habitat and what people can do to make a difference for habitat	Increase Snoqualmie Watershed forum reach among the general public Inform people about watershed health and how local actions impact the Valley, salmon and public health	Create posters, fact sheet and flyers to showcase facts about salmon habitat and public health in the valley Using plain English and illustrations is highly recommended in all publications Connecting and tying local safety and public health concerns to watershed and climate threats might yield better engagement from the general public	General Public	Public	Once and update when needed	Fact sheet and posters will help spread the message and improve the Forum's notoriety; These publications will help raise awareness on habitat and climate	N/A	N/A	Not started	High	*Number of posters distributed To be used in public events	
Social Marketing Campaign	Change a behavior that is directly contributing to salmon habitat deterioration	Social Marketing steps: 1) Research potential behaviors 2) Select Behaviors 3) Uncover Barriers & Benefits 4) Develop Strategy 5) Pilot Strategy 6) Implement Broadly & Evaluate	Behavior specific	TBD - requires funding and co-sponsor	TBD	Social marketing is an effective approach to achieving sustainable behavior in our communities.	TBD	TBD	TBD	Low	TBD	
Tabling at public events ( Farmers market, festivals, and others)	Increase Snoqualmie Watershed forum reach among the general public in the valley	*Communicate about SWF, what we do, what we achieved so far, where do we want to go. *Healthy salmon habitat awareness, impact on individuals and on the Valley, and what they can do to help	General Public	Public	3 to 4 events	Farmers market and festivals are great occasions to interact with the public, influence behaviors, and advocate for a cause.	May	September	Not started	Low	*Attend 3-4 events *x number of pledges	
Fact sheet and posters about forum's achievements, current work and priorities, and salmon habitat education	Increase Snoqualmie Watershed Forum reach among the general public Inform people about the habitat component in the salmon restoration effort and engage them to participate in this endeavor	Create posters, fact sheet and flyers to communicate about the Forum's work, achievements, and facts about salmon habitat and restoration in the Valley	General Public	Public	Update when needed	Fact sheet and posters will help spread the message and improve the forum's notoriety			Fact sheet done - 2016	High	*Number of flyers/posters distributed To be used in public events	
Salmon SEEson promotion	Promote Salmon SEEson in the valley Increase Snoqualmie Watershed Forum reach	Participate in the collective promotion of Salmon SEEson Create online content(videos and posters) for online outreach Recruit docents to monitor Salmon SEEson viewing sites, take calls from the public, and have scheduled viewing days	Valley residents and visitors	Online Public	Annually - late summer through fall	Salmon SEEson is a great opportunity to reach out to the public and communicate positively about salmon habitat topics	Jul-18	Dec	Annual event - ongoing	Mid	Number of views of Salmon SEEson web page, use of SnapChat filters, etc.	<b>4th Quarter 2018 Salmon SEEson web page: 528 page views, 457 unique page views, 3:14 avg time on page</b>