

Puget Sound Ecosystem Coordination Board Meeting Summary

February 8, 2008
SW WA Pipe Trades Training Center, Lacey

Strait of Juan de Fuca	Steve	Tharinger
San Juan Islands	Bob	Kelly
Whidbey Island	Gary	Rowe
Hood Canal	Teri	King
North Central Puget Sound	Steve	Bauer
South Central Puget Sound	Ron	Sims
South Puget Sound	Dan	Wrye
Business Interest	Samuel	Anderson
Small Business	Bill	Dewey
Environmental Interest	Kathy	Fletcher
Environmental Interest	Jacques	White
Cities	Jeanne	Burbidge
Counties - Alt	Dave	Somers
Ports	John	Calhoun
Tribal Government	David	Troutt
Tribal Government	Randy	Kinley
Tribal Government	Dave	Herrera
Legislative caucus	Bob	Sump
Federal Government	Bob	Lohn
Federal Government	Mary	Mahaffy
Federal Government	Tom	Eaton
Washington State Agencies	Jay	Manning (p.m.)
	Josh	Baldi (a.m.)
Washington State Agencies	Tim	Smith
Washington State Agencies	Fran	McNair

Leadership Council Members Present:

- Bill Ruckelshaus
- Bill Wilkerson
- Steve Sakuma
- Martha Kongsgaard

Staff:

- David Dicks, Executive Director
- Martha Neuman, Action Agenda Director
- Paul Bergman, Communications Manager
- Tammy Owings, Special Assistant to the Leadership Council
- Ron Kreizenbeck, Policy Assistant
- John Camblik, Regional Liaison
- Linda Lyshall, Regional Liaison
- Diane Hodgson, Management Assistant to Bill Ruckelshaus

*It is intended that this summary be used along with notebook materials provided for the meeting.
A full recording of this meeting is retained by Puget Sound Partnership*

Agenda Action Items:

- Selection of Vice-Chairs
- Clarification of Process for Identification of Alternates
- Approval of 2008 Meeting Schedule
- Approval of December 14, 2007 Meeting Summary

Meeting Summary:

- Action Agenda Development – Update and Board Guidance
- Puget Sound Status, Treats, and Indicators – Briefing
- Outreach and Overall Communication Strategy – Update
- General Council Business

10:05 a.m. CALL TO ORDER – Ron Sims, Chair

Ecosystem Coordination Board Chair, King County Executive Ron Sims, welcomed everyone to the meeting and had members and audience introduce themselves.

He then asked Leadership Council Chair, Bill Ruckelshaus, to say a few words.

Mr. Ruckelshaus explained that his role, as well as other Leadership Council members in attendance at this meeting, is to be one of observer. He then provided an overview of his thoughts on the role of the Partnership, Leadership Council, and Ecosystem Coordination Board (ECB). Restoring and maintaining the Puget Sound is the common goal we all share and it will be an ongoing process: We can't walk away once we meet our goals.

WELCOME AND OVERVIEW OF ECOSYSTEM COORDINATION BOARD ROLE

Chair Sims provided his thoughts on the role of the ECB and how everyone on the ECB, as a team, will need to know their role.

He assumes the role of this board is the "How" not the "What." The ECB will provide feedback and suggestions to the Leadership Council on how to get the recommended actions and changes outlined in the Action Agenda implemented. In the past the problem has been the silos that have been built around a topic, and there has not been a central place for bringing in feedback on "how" the work could and should be done. This group needs to remain the "how" committee and not to get distracted with other topics or objectives.

There are a variety of different skills and abilities on this board and all need to be respected. The Board will provide important feedback and ideas, and will not be expected to agree on everything. Ultimately the Leadership Council will have responsibility for making the critical decision that will form the Action Agenda and its implementation.

Vice Chair

David Troutt **NOMINATED** David Herrera as vice chair. Teri King **SECONDED** the nomination.

Chair Sims noted that the role of the vice chair is to fill in for any meetings that he is unable to attend.

Tim Smith **NOMINATED** Sam Anderson as a second vice chair for the Board. Steve Tharinger **SECONDED** this nomination.

Dan Wrye voiced support for having a second vice chair for this board.

BOARD APPROVED the two vice chairs, Dave Herrera and Sam Anderson.

Minutes of December 14, 2007

Steve Tharinger **MOVED** to approve the December 14, 2007, meeting summary. Steve Bauer **SECONDED**. The Board **APPROVED** the meeting summary as presented.

Proposed 2008 Meeting Schedule

Steve Bauer made the **MOTION** to approve the proposed 2008 meeting schedule. Teri King **SECONDED**. Board **APPROVED** as presented.

Alternates

Each Board member is able to identify one alternate to cover for them if they are unable to attend a meeting. There will be no rotating or substitute alternates.

Kathy Fletcher asked about two alternates for the Environmental Caucus. She was informed that as there are two Environmental Caucus representatives on the Board, two alternates are appropriate.

Board members will provide the alternate names and contact information to Tammy Owings.

THE PARTNERSHIP AND THE ECOSYSTEM COORDINATION BOARD

David Dicks provided an overview and status of the Leadership Council, Ecosystem Coordination Board, Science Panel, and staff work on the various activities of the agency.

- Working on public engagement – usually complete the document first and then take out for public comment – we are providing opportunities for public involvement through the whole process
- Will have briefings on the Action Agenda and communications later today

- He has been getting out to talk about the Puget Sound and the Action Agenda. There has been good attendance at these meetings. One meeting with over 500 attendees
- Jim Cahill has been looking at the budget and accountability side of the agency
- Work on the monitoring system has been progressing
- Getting close to fully staffed – introduced Ron Kreizenbeck as policy assistant, Chris Townsend special assistant to David, Joe Ryan the salmon recovery manager, and Rebecca Ponzio, who will be working with Joe
- Salmon integration work has been progressing
- First meeting of the Science Panel was held on January 25. Good group and will bring a lot of credibility to the process as they provide peer review
- Legislature has been in session. The supplemental budget is still going through the process

ACTION AGENDA – Martha Neuman, Action Agenda Director (See meeting materials for details.)

Martha provided an overview of the Action Agenda development:

- There is now a web-based inventory form on the web and people can use either the Excel spreadsheet or the web form to fill out their inventory information
- A Sharepoint site with all of the inventory information is now available for the Ecosystem Coordination Board. If any Board members would like to have access to this site let Martha know
- Will be synthesizing the inventory information after the February 29 deadline
- Will have six topic forums (Habitat and Land Use, Human Health and Prosperity, Water Quality, Water Quantity, Species/Food Web) that match the goals listed in the legislation

The Board discussed the various topic forums and how some topics cross into others and there may not be a clear forum for all the issues. They also talked about the number of meetings and how difficult it will be to get to all the meetings.

Martha recognized that there are issues that fit under more than one topic forum and that there will be the six individual topic forums and then one large workshop across all topics to look across the board. The ECB will see results of the topic forum work done to date at the April 11 meeting.

The Board then discussed the need to get the topic forum papers on each of the topics out for the ECB members to review. They would also like to have a master schedule of events so that everyone will be able to see what is coming up and the various caucuses and workgroups can be prepared for the meetings.

Martha reported that the timing will be very tight but that the plan is for a smaller workgroup to organize the information that comes in through the various sources (inventories, workshops, public comment, etc.) and write the first draft papers. These papers will then go out to the larger groups for review and comment.

The group asked if they would be developing the list of “hows” or if they will be provided with a menu of options. Although they would rather not be given a menu, with the tight timeline, it might be better. There are many activities being done around the Sound already and this group may not know everything that is going on. Good progress has been made so far and the timeline is critical to get through all this work; the only way this will work is to have the groups buy in. Will need to figure out how to make sure all the linkages are made.

Action Areas will have a series of workshops and public meetings. Some of the Action Areas have had their initial meetings.

Martha was reminded to make sure the topic forum framing papers are as value neutral as possible to be able to give the larger forum groups the opportunity to discuss so they don't feel they need to be on the smaller workgroup to make sure their points are included.

The group talked more on how hard it will be to draw the line between the “how” and the “what” and saw some of the topic issues, such as funding, as a “how.” Cross-cutting issues will be brought before ECB for the “how” such as the funding.

It was noted that originally there were more topic groups and now there are only the six. Martha reported that the Science Panel suggested fewer topic groups.

Bill Ruckelshaus reminded the group that, just like between science and policy, there is a gray area and it may not always break down neatly into the “what” and “how.” It is not necessary for this group to come to a consensus on everything but it would be wonderful if they could reach a consensus on major “how” issues. The Leadership Council will need to make the final decisions.

Action Items:

- PSP staff will send the ECB a master schedule of events to include (but not be limited to) the Action Agenda and the topic forums
- PSP staff will send the ECB topic papers (related to the topic forums) as they are available
- PSP staff will bring cross-cutting issues such as funding to the ECB for consideration and feedback

ROUNDTABLE REPORTS BY ECOSYSTEM COORDINATION BOARD MEMBERS

San Juan: Martha Neuman provided the overview for Bob Kelly and Diana Gale. This area has had its initial meeting.

Strait of Juan de Fuca: Steve Tharinger reported that this area had an initial meeting where 90 people attended. It was a good mix and productive meeting. They heard people's stories on what has been going on in their areas. Bill Wilkerson attended this meeting. Steve had some concerns with the Partnership being a new agency and is happy to find that the agency is flexible and not dictating what they need to do in the Action Areas. John Cambalik is very aware of the area and is a good resource.

Whidbey Island: Gary Rowe reported that he has had a meeting Linda Lyshall and Steve Sakuma. About 35 people attended the meeting with good discussion and participation. The next meeting for this Action Area is February 27.

Hood Canal: Teri King reported that she had a lot of meetings at the beginning of the month. They have been receiving inventories. She has been getting out and meeting with groups around the Action Area. Dan O'Neal is the Leadership Council member representing this Action Area. Teri has set up a listserv to get the information out to people in her area.

North Central: Steve Bauer reported that on the 24th of January they had a meeting where about 65 attended. They discussed the inventory and needs and found that many issues centered around people and need to educate the public. Education will be a focus on in this Action Area. Steve thanked Martha Kongsgaard and John Camblik for helping to make this meeting a success.

South Puget Sound: Dan Wrye reported on this Action Area providing a handout giving an overview of the work being done in this area and those involved. A Core Group has organized to forge regional consensus, influence the development and implementation of the Puget Sound Action Area, and facilitate ongoing and long-term coordination. This Core group includes a wide range of interests in the South Puget Sound Action Area including members of the ECB, government agencies, tribes, and citizen groups. The Core Group's 2008 workplan includes identification and prioritization of issues affecting recovery in South Puget Sound and a South Sound Science Symposium that is scheduled for March 26, 2008.

Federal Caucus: Tom Eaton reported there will be a Federal Caucus strategy meeting on February 26. Looking over the various PSP meeting schedules, there will be well over 50 meetings between now and September 1. The Federal Caucus does not want to have to send everyone to all these meetings so having a strategic plan is critical as well as a calendar of upcoming meetings. He is working with David Dicks on the federal funds to figure out how this money can best assist the Puget Sound Partnership.

Board members discussed the need for a funding strategy. It was reported that Jim Cahill is working on this issue and will provide a briefing to the Board at its next meeting.

OPEN PUBLIC COMMENT

No Public Comment

PUGET SOUND STATUS, THREATS, AND INDICATORS

Martha Neuman introduced this agenda item. (See meeting materials for details.)

Mary Ruckelshaus provided an overview of the Risk Assessment project.

The Risk Assessment will be used to help answer policy questions including:

- What does a healthy ecosystem look like? How can we measure progress?
- What is the current health of PS? How much improvement in ecosystem elements is needed to meet targets? What are the biggest impediments to indicator health? Where should we focus our strategies first?
- What actions should be considered (e.g. priority toxic sources to limit/abate, nearshore protection sites and approaches, stormwater approaches)?
- What should we do, at what level of effort, and where?

To develop an ecosystem assessment for the PSP work there needs to be an ecosystem model. The ecosystem model is under development, but it will take approximately 2 years before it is complete. In the meantime, the scientific community can provide qualitative or semi-quantitative results from existing and new assessments.

Risk analyses for the Puget Sound ecosystem will use qualitative and quantitative approaches estimating the current status of each of the ecosystem components, and conducting a vulnerability assessment to ascertain the degree of threats facing each component and the resiliency of the components

Tracy Collier reviewed the provisional indicators work.

- The Risk Assessment and Indicator work is going on simultaneously
- Good indicators are based on clearly defined goals and objectives that are developed and selected according to a logical process
- Good indicators must be understood, reflect interest of many people, and tell a story that resonates with the public and policy makers
- DPSIR – Drivers, Pressures, State, Impact, and Response – is a way to look at the indicators

- Indicator selection involves iterative dialogue between policy and science working to bring the issues closer together over time
- NOAA hopes to have the selected provisional list of indicators by April 30
- NOAA will then start working on the Phase 2 work where the indicators and conceptual models will be refined

The Board talked about different indicators and the need for public understanding of what the indicator is and why each indicator was chosen. Some of the topics will have more indicators than others. We will need an understanding of the risk and threats to Puget Sound to make sure the correct items are monitored to make sure we can see if we are getting anywhere by tracking indicators over time. We can't say we don't know the answer when a legislator asks how we are doing. This is how we will be held accountable, therefore it is important to understand this and also how the pieces fit together. It will also help us to hold other agencies involved accountable.

ACTION AGENDA OUTREACH AND OVERALL COMMUNICATION STRATEGY and ECB ENGAGEMENT IN DISCUSSING MAJOR PRIORITIES AND MAJOR IMPLEMENTATION ISSUES

Paul Bergman presented this agenda item. (See meeting materials for details.)

The goal is to raise public awareness regarding threats to the Sound and channel energy and resources into necessary actions.

Paul has found that different things are being communicated through various activities. All this energy needs to be channeled into a more focused approach but we first need to figure out what to focus on – change behavior, plant trees, etc. – in order to have the public awareness side of things.

There is currently low public awareness on the threats to the Sound relative to other highly visible issues in the state. A sustained multi-year communication effort about the Sound's threats is needed.

Chair Sims suggested going to a solution message, instead of focusing on the problems. He has found that when you talk about issues, such as climate change, people glaze over but when you give them solutions they can do then people get involved and engaged.

Paul noted that Chair Sims' comment is in line with the communication staff's thinking and that the good news is that there is strong public support for Puget Sound.

There are two phases to the overarching communication strategy:

- Action Agenda development and delivery

- Raise public awareness of problems and actions needed

The Board talked about how the early/previous Partnership did a survey and it showed that the Sound is important to the people but that due to the way the questions were asked not many people thought the Sound was in trouble. With the publicity that has been out lately, Paul wondered if this has changed. Paul reported that there will be another poll in the spring.

Chair Sims asked if the NOAA Risk Assessment report will be shared widely. Paul noted that he is working closely with Mary Ruckelshaus and will be getting wide publicity out as soon as the report is released in February. This work will be used during the workshops. The indicators work will also be used in the workshops when they come out in April.

Dave Somers noted that public engagement is key. He wondered if it is that people aren't aware of the problem or is it that they have lost their connection to the Sound. Paul is looking into this but doesn't believe they have lost their connection. There is a lot of work to do research-wise, education-wise, and partnership wise to get everyone working together with the same message. We have the right ingredients but now need to figure out how to do it. We will need to provide both the education of the problem and solutions to behavioral changes to be successful.

The Board discussed the need for all the Board members to be out talking with people about the issues but that to do this they need to have the information to provide to people. Paul talked about the educational materials staff are working on. In two weeks all elected officials will receive a handout on what the Partnership is. We will also have a video that everyone will be able to use when giving presentations. The Board discussed the need to reconcile the message to get to the local level without localizing so much that the public loses the regional vision. This issue is still being worked on.

Paul talked about the working group of public information officers (PIOs) and asked members of the ECB to let him know if they have a PIO that should be included in this group.

Paul talked about ECONet, a group of environmental educators that will develop an on-the-ground program to get people out to do things and get kids involved.

Martha Neuman provided an update on the March 3 and 4 Leadership Council meeting and workshop that will be held on the morning of the March 4. The workshop on the 4th will be a combined workshop for members of the Leadership Council, Ecosystem Coordination Board, and Science Panel. This workshop will focus on work being done by the World Resource Institute, The Nature Conservancy, and NOAA on valuing ecosystem goods and services in the Puget Sound.

Bill Ross reviewed his observations for the day:

- This group will be ambassadors for the Action Agenda
- The need for accountability
- Short timeframe with only two ECB meetings before the draft Action Agenda is released
- The ECB will have a lot of things coming at them at once

Chair Sims provided his thoughts:

- The next meeting agenda will start having the “hows” and substantial discussions
- In May there will be more data from NOAA
- He wants people to look at the Action Agenda and see if there are too many “hows” on it
- The Science Panel will be key for this group and will want to get their priorities
- The next meeting will be a meeting with work to do

3:05 p.m. ADJOURN

Ecosystem Coordination Board Approval



Ron Sims, Chair

Date

May 29, 2008

Next Meeting: April 11, 2008
South Puget Sound Action Area