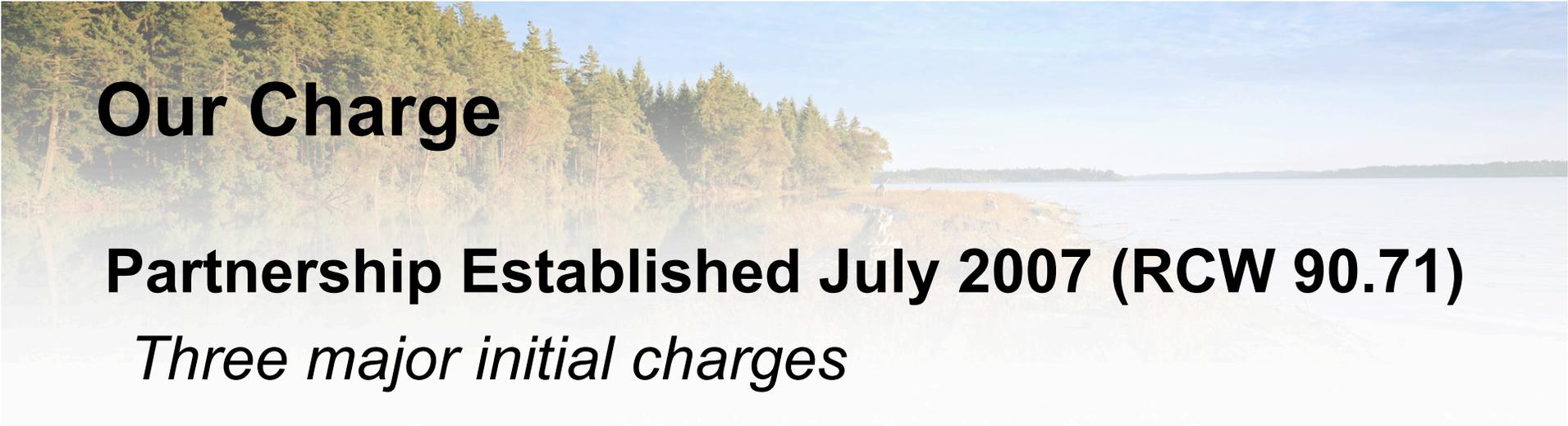




# Action Agenda Implementation

Ecosystem Coordination Board | April 23, 2009

**PugetSoundPartnership**  
our sound, our community, our chance



# Our Charge

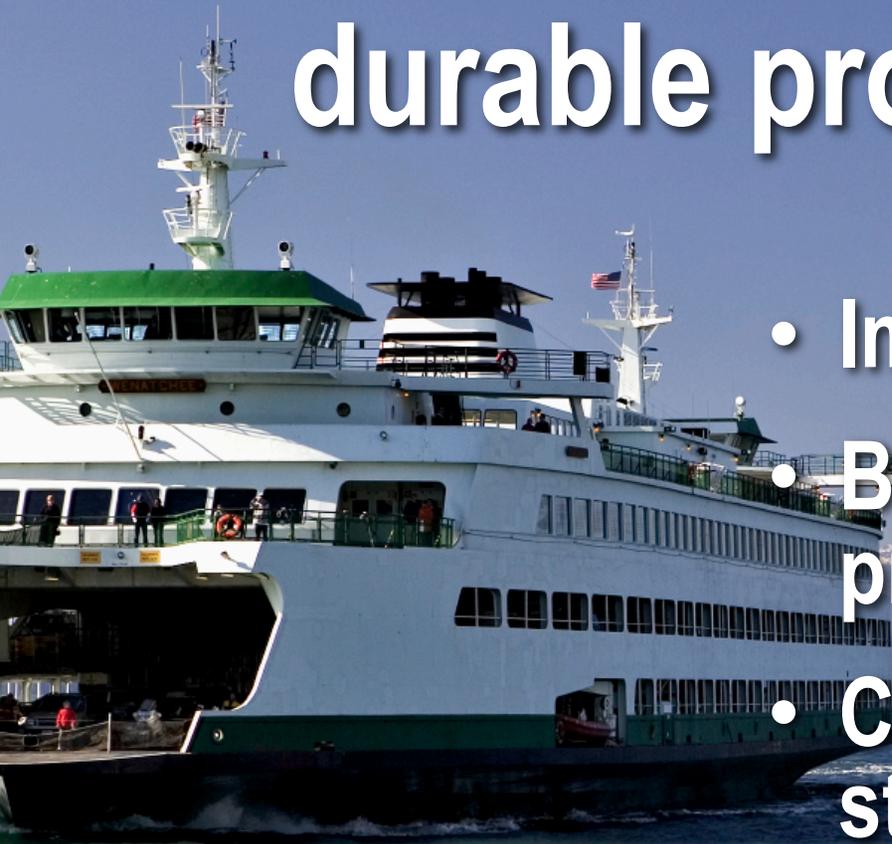
## Partnership Established July 2007 (RCW 90.71)

### *Three major initial charges*

1. Create a single, unified Action Agenda based upon science to guide the protection and restoration of Puget Sound by 2020.
2. Raise public awareness regarding threats to the Sound and channel energy and resources into necessary actions.
3. Hold the entire system accountable for results

# 2009 = Implementation and laying the foundation for durable progress

- Implement near-term actions
- Build and roll out accountability program
- Communicate with public, stakeholders, and between Partnership staff and boards



# Setting the Context

- Action Agenda contains hundreds of actions, projects, and policy proposals
- Thousands of local, state, federal, tribal, non-profit, and volunteer implementers
- More and different things need to be done but a lot of good work has been happening for years. We need to honor this history while pressing for change when needed
- We are being challenged to enhance existing efforts and add value.
- PSP has a strong and clear role in state activities.
- Federal, local, and tribal participation dependant on aligning resources, effective communications, belief that the Action Agenda will work
- Local actions key to our success – but requires strong support, coordination and resources

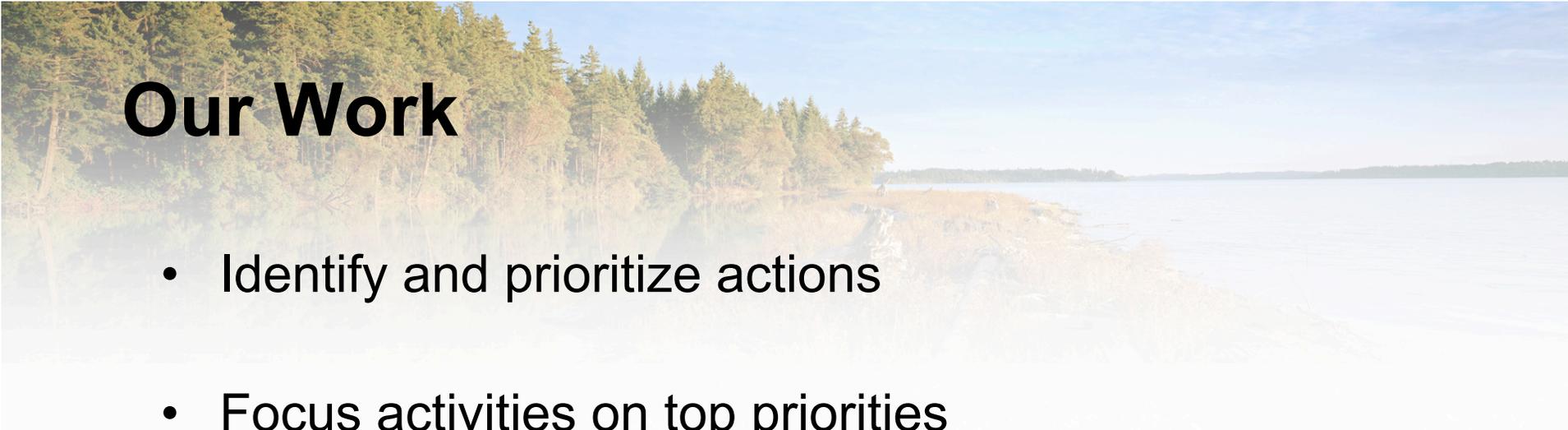
# 2009 – 2011 Work Priorities

1. **Integrate** Action Agenda into local and regional restoration, protection and pollution control programs and efforts.
2. **Implement** key actions in the Action Agenda with PSP playing a variety of roles:
  - a. Lead– executive role of running project or process
  - b. Fund – appropriator role of providing resources (directly or indirectly) to others to implement key priorities in Action Agenda
  - c. Support and highlight existing good efforts
  - d. Convene key players to advance key issues
3. **Build** a foundation for success
  - a. Performance Management- Accountability
  - b. Public Engagement and Communication
  - c. Implement Biennial Science Work plan
  - d. Fix monitoring



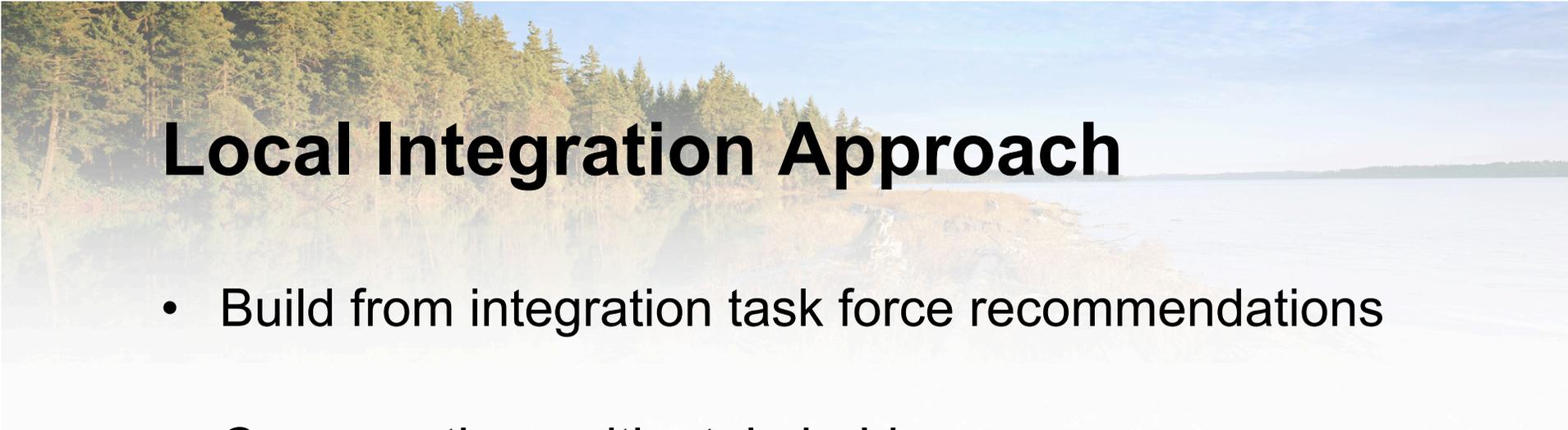
# Assets

- Puget Sound
- Right people
- Strong and compelling plan
- Partner designation process
- State budget role
- Convening power
- Funding advocacy and influence
- Investment influence
- Science
- Engaged parties
- Foundation for Puget Sound
- National spotlight



# Our Work

- Identify and prioritize actions
- Focus activities on top priorities
- Drive funding and resources to top priorities
- Maintain ecosystem perspective
- Force accountability for actions and results
- Engage the public



# Local Integration Approach

- Build from integration task force recommendations
- Conversations with stakeholders
- Identify local groups
- Establish role, scope, deliverables
- Reach agreements on priorities, structure, support and reporting



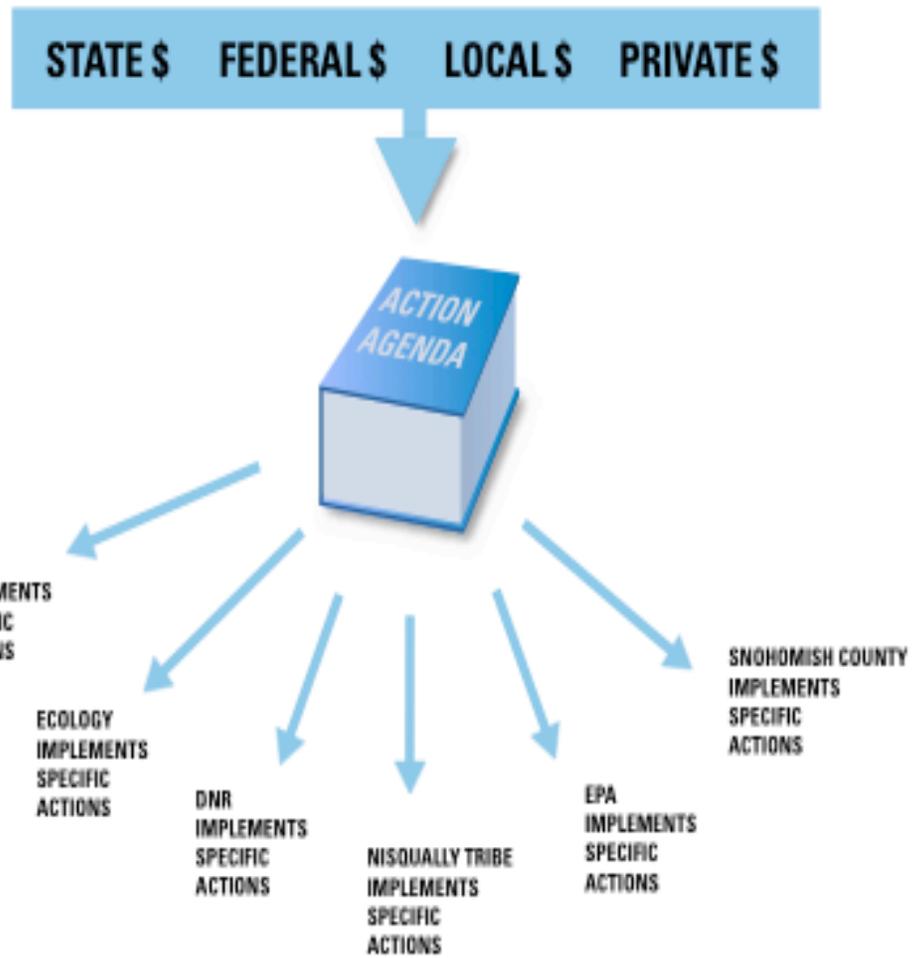
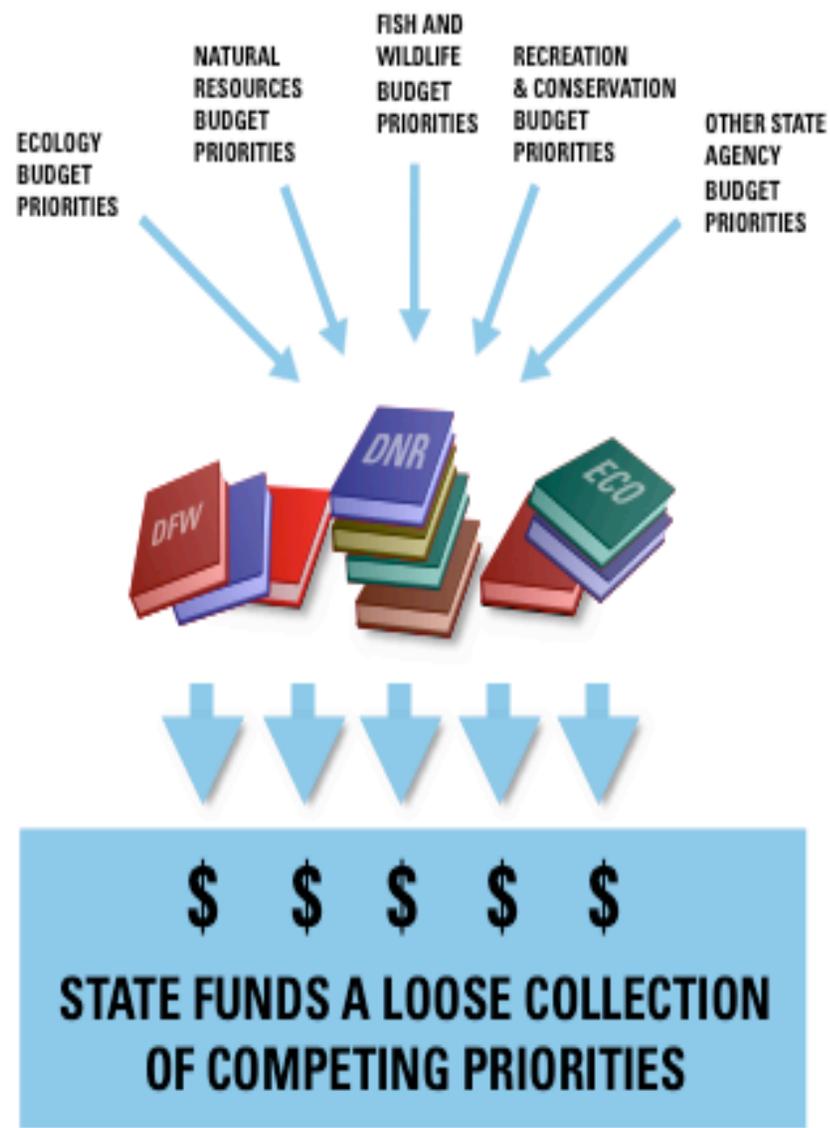
# State, Federal, Tribal Approach

- Initiate discussions with state and federal implementing organizations
- Identify leads for near term actions and ongoing actions
- Identify contributors to near term actions and ongoing actions
- Define a process and timeline for defining commitments (actions) and developing performance measures.

# FORMER FUNDING METHOD

vs.

# PROPOSED FUNDING METHOD





# Action Agenda Funding Strategy

- Substantial increased investment is critical for the implementation of the Action Agenda
- Funding should be shared by Federal, State and Local sources
- Three approaches:
  1. Leverage existing funding
  2. Raise new revenue at the state, regional, federal levels
  3. Use incentives and ecosystem market based mechanisms

# Spending Existing Funding Wisely

- Insure through Performance Management system that actions are aligned and dollars tracked and performance measured.
- Work with state grant and loan programs as required by statute to insure that programs and projects
  - Are not in conflict with the Action Agenda
  - Fund projects referenced in the Action Agenda
  - Provide preference for Puget Sound Partners as designated by the Partnership
- Prepare for 2011-13 Biennial budget process



# Finding New Revenues

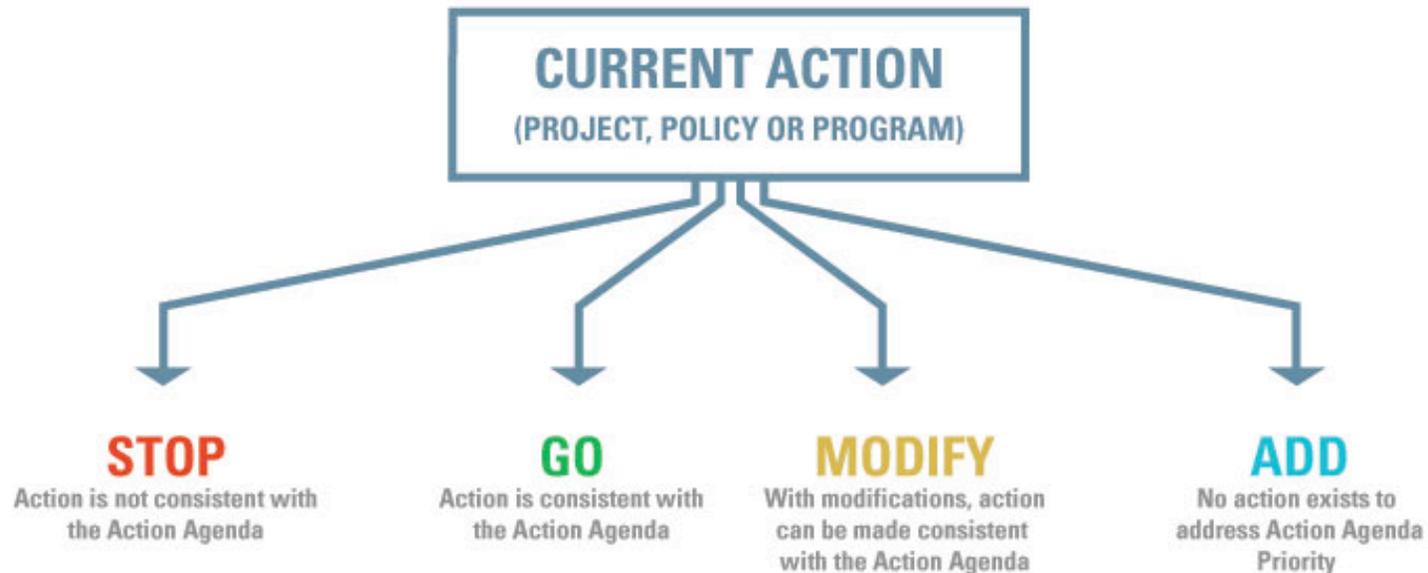
- Develop process to allocate additional federal funding to implement high priority actions.
- Look for and apply for federal funding opportunities for high priority actions in the Action Agenda.
- Develop options for legislation to establish a special purpose district for Puget Sound.

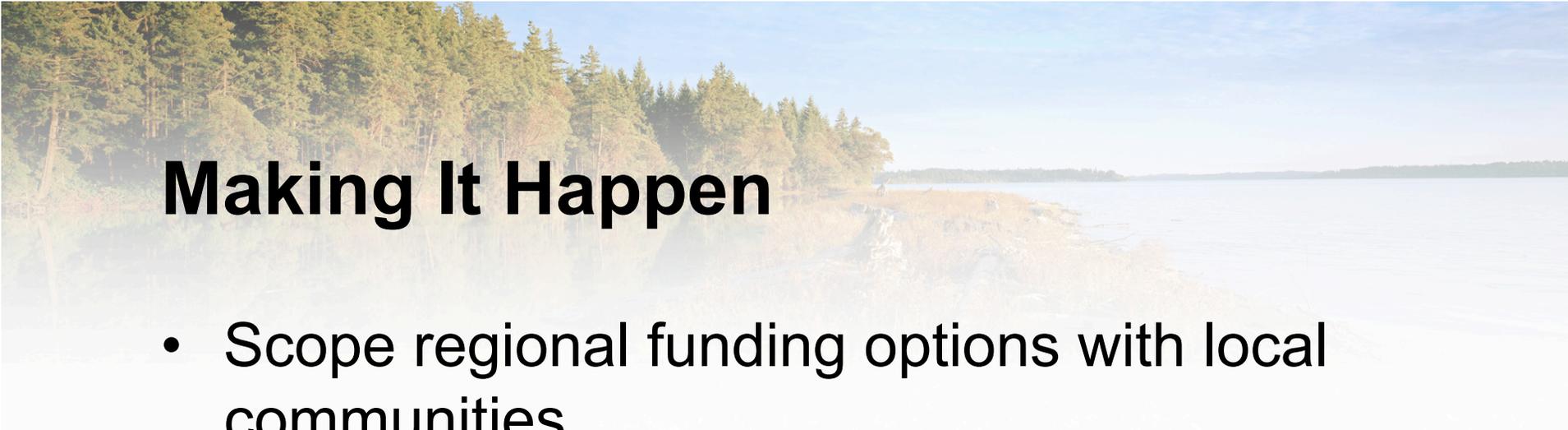


# General Process for District Legislation

- Work in conjunction with implementers to refine overall funding needs and sources.
- Assess existing sources against current and future work
- Scope regional funding options with local communities
- Seek regional consensus on special purpose district legislation.

# Funding Alignment Process

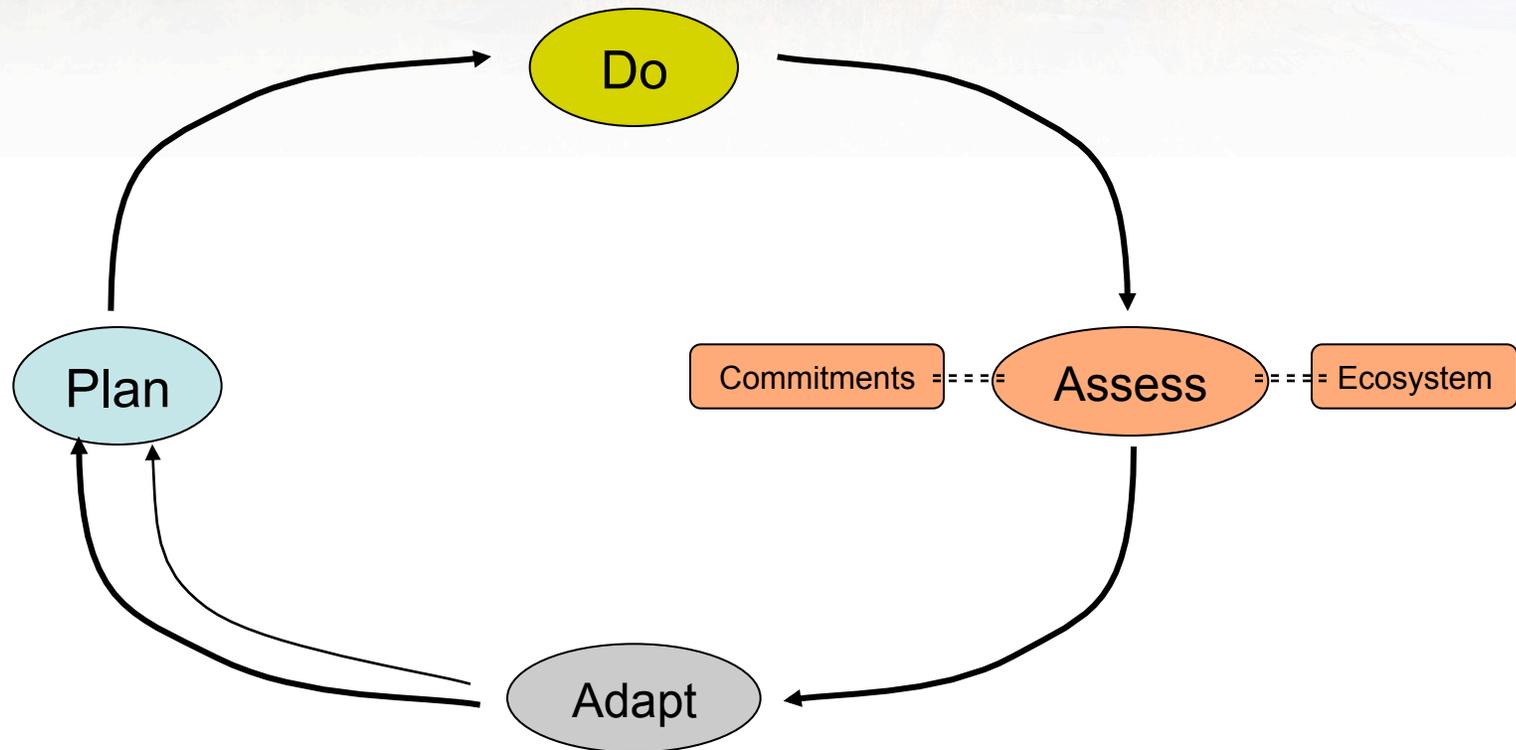




# Making It Happen

- Scope regional funding options with local communities
- Seek regional consensus on legislation
- Work with legislature over summer and fall of 2009
- Finalize negotiations on concept and enter 2010 session with consensus

# Performance Management Implementation Framework



# Performance Management Implementation Components

## Plan

- Provide a goal that can be measured
- Articulate a set of activities that can be tracked
- Provide links between goals and activities
- Gain buy in from implementers
- Create an information management strategy

## Do

- Implement activities
- Track and report progress
- Provide a system to hold the data

## Assess

- Build capacity for analysis
- Provide a forum and format for reporting out findings

## Adapt

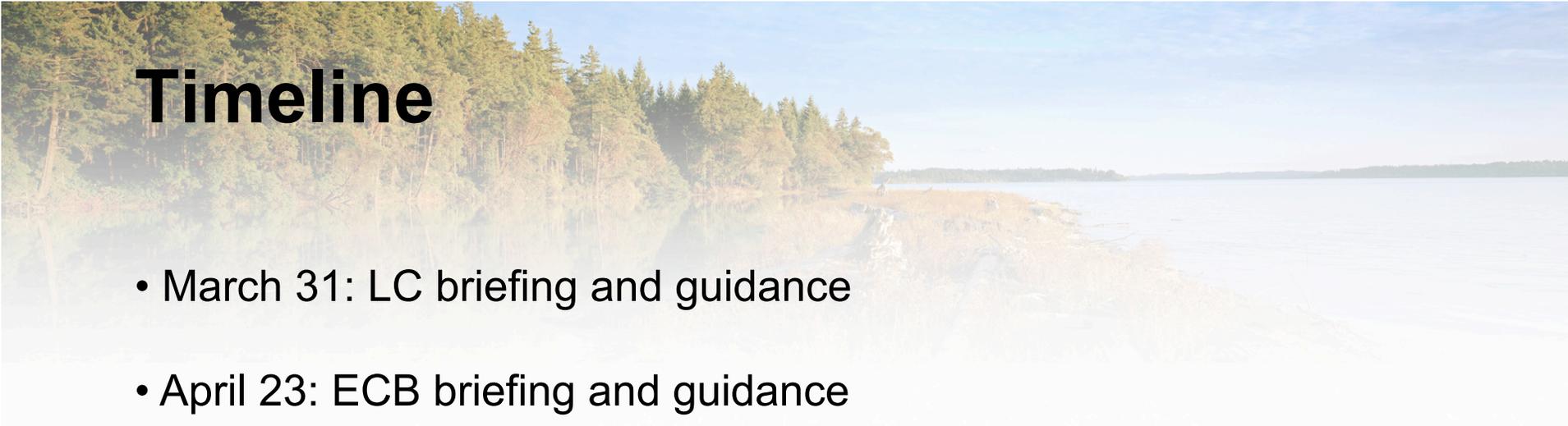
- Change strategies and actions based on analysis

# Performance Management by Nov 1

- Framework to link actions and investments to intermediate outcomes
- Near-term actions aligned with intermediate outcomes
- Adaptive management system and cycle
- 2009 report on ecosystem status



Web-based reporting and information system



# Timeline

- March 31: LC briefing and guidance
- April 23: ECB briefing and guidance
- April – May: Input from stakeholders on implementation
- May- June: staff work on performance framework
- July – August: Input from stakeholders on performance framework, implementation
- September - October: Refinement of performance framework
- Nov 1 – Progress report, Key Outcomes