2020 Action Agenda Process
Leadership Council Discussion Draft
October 1, 2007

Recommended principles to use in developing the Action Agenda (recap from Sept 21)

The following principles should be used to help guide the development of the Action Agenda:

- **Interested parties are essential participants in the process.** Participation and broad engagement is vital for developing a high quality, well-supported Action Agenda. The diversity of interests, governments and the public should be significantly engaged in the development of the Action Agenda to:
    - Include local knowledge and experience in developing the Action Agenda.
    - Increase ownership of and enthusiasm and support for implementation and progress, as well as long-term accountability
    - Increase the ability to make decisions about priorities and resolve problems and conflicts
    - Establish credibility for the Partnership as a collaborative, inclusive entity that gets things done
    - Expand and diversify the base of public support needed over the long-term.

- **Collaboration and cooperation across sectors and interests is vital.** The Partnership will strive to encourage constructive, inclusive conversations, as well as foster creative ways to make decisions that benefit multiple needs. In addition, many public agencies and other organizations are ready to offer expert staff assistance. Harnessing this enthusiasm in a constructive way could increase ownership, significantly help accomplish the work, and diversify the expertise available to the Partnership.

- **The Action Agenda creation process should be clear and transparent from the beginning.** Interested parties and the public should understand the process including how decisions will be made and when and how to participate.

- **Public engagement is critical and should be tied to the Partnership's broader public campaign.**

- **The process should strive to include a scientific review of proposed actions.** This will ensure that the collective action gives us the results we want.

- **In the action areas, the focus will be on working with implementers rather than creating new organizing structures at the action area level.**

Action Agenda Process Discussion (new)

The following concepts need Leadership Council input before being further developed.

A. Action Agenda staff working group

B. A few important sectors need caucuses or other support to help be engaged and participate
   - Business (large, small, and environmental consultants)
   - Agriculture
   - Others?

C. Approach for the action areas

D. "Task forces"

E. Public engagement plan that dovetails with the Partnership broader communication strategy.

F. Scientists will need to be engaged along the way

G. Staffing

Content

- Action Agenda outline
- Identify all tasks needed
- Outline scopes of work for major tasks using preliminary scoping conducted earlier this year and discussions with core working team. Includes steps to get the work done and links and flow between tasks
    - Document management and writing (includes report style, e.g., graphics?, 911 style, writing process – one writer).
    - Healthy Puget Sound: Ecosystem measures subtasks of measurable outcomes, measurable benchmarks, indicators
    - Status of ecosystem health (coordination with NOAA Fisheries work on risks and threats and how to description)
    - Priority approaches to problems by topic and by action area (needs process to figure this out)
    - Actions to include (includes plan integration work and process to get the information and prioritize it)
    - Funding: includes cost estimates and funding strategy (separate tasks)
    - Science Plan and biennial science work plan (I have ideas about this but it needs significant ownership by the Science Panel. It's in the Action Agenda scope because the actions need to go into the Agenda).
    - Public engagement plan for the Action Agenda that is tied to broader efforts.

Process (not in order)

- Overall process and content piece that is widely available and easy to find on the web; slide show or talk with key messages

- Web structure for people to see where to plug in

- Action Agenda steps and timeline
    - Overall process and steps
    - Topics to bring to LC and when

- Develop proposed Action Agenda management structure
    - Role, Names of core working team (regular Wed a.m. meetings have been set)
    - Role, names staff working group organizations, staff names

- Think through roles and information flow between ED, LC, ECB, and SP in Action Agenda development. Need a clear and explainable decision-making process.

- Overall approach to working with the “Action Areas” esp with local governments. The caucuses don’t quite exist (too big). Need to identify what support they need and how to do this so that they see benefit to themselves by participating.

- Identify skills needed for tasks and people to match those skills from either in-house PSP staff, loaned staff from other agencies and organizations, consultants. Process for using loaned staff (contracts, agreements about reporting and getting rid of people that don’t work out)

- Action Agenda budget:
    - How much will it cost to develop (estimates for in-house, loaned, contracted staff)

- Coordination with NEP re getting PSP to be designated as the NEP entity and processes for Action Agenda to become the new CCMP.

- Organize review of the RFQQ to create PSP consultant roster. This needs a team for the management and technical work and a different team for the communications/media work.

Track research needs that needs to begin now or continue

- Two scopes of work more or less in place re food-web model and circulation model.