

**Puget Sound Partnership  
Proposed Process to Create the 2020 Action Agenda  
Leadership Council Meeting November 9-10, 2007**

The Puget Sound Partnership is mandated to create a 2020 Action Agenda by September 1, 2008. This Action Agenda will be the document that implementers individually and collectively use to identify, prioritize and motivate effective action and to hold themselves accountable for achieving a healthy Puget Sound by 2020.

At the October 1, 2007 meeting, the Leadership Council agreed upon high level direction for the Action Agenda and a draft Outline to be shared and discussed throughout the region. In order to be successful, the Action Agenda must be scientifically-based and widely supported. This means that the implementers and interests throughout the region must help create it.

This document summarizes:

- What are the recommended principles to use in developing the Action Agenda? (recap from earlier Leadership Council guidance)
- What is the proposed process to create the Action Agenda?
- How do implementers around the region participate and contribute?
- How will developing the Action Agenda be managed?

A companion PowerPoint slide show is attached. *Please note that the slide show is animated to show points and types of public engagement at each step. The slide show in the packet does not show the engagement components.*

**What are the recommended principles to use in developing the Action Agenda?** (recap from earlier Leadership Council guidance)

The following principles will 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.
  - Highlight and build on creative local solutions to similar challenges faced in other areas around Puget Sound
  - 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 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.**

## **What is the Proposed Process to create the 2020 Action Agenda?**

**The Action Agenda will be designed to answer three questions:**

- What is the status of and threats to Puget Sound's health? (We must start with a clear understanding of the Sound's baseline condition.)
- What is a healthy Puget Sound ecosystem?
- What actions must we take to move from where we are today to a healthy Puget Sound by 2020?

**A four-phase process is proposed.** Note that elements of the Strategic Science Plan (in particular, the prioritized research agenda and monitoring and adaptive management plan) will be produced as part of the Action Agenda process. *The slide show illustrates the questions to be addressed in each step.*

Phase I. Synthesize existing data and information:

- Status of Puget Sound health

- Indicators to measure ecosystem health
- Current programs and efforts, opportunities (capital, policy, education/outreach, science)

Phase II. Conduct a gap analysis to highlight what more is needed (uses results of Phase I)

Phase III. Identify priorities, actions, assignments (uses results for Phase I and II)

- Ecosystem (capital, policy, education/outreach, science)
- Local (capital, policy, education/outreach, science)

Phase IV. Roll up, review draft Action Agenda, and approve

**Extensive engagement of implementers and interests.** Each phase is being designed to engage scientific and policy experts, implementers, interests, and the public. Thorough review along the way will help minimize the potential for last minute surprises and provide a sound basis for implementers to commit to action. *The animated slide show illustrates opportunities for participation.* The engagement will include:

- Scientific peer-review for all science related draft products. This includes, but is not limited to, the Science Panel.
- Broad opportunities for implementers and interests to discuss the draft science-related products.
- Focused task teams on specific issues, particularly in the Phase I Synthesis Work and Phase II Gap Analysis to help identify priorities. This will include:
  - Small focused analytic teams that prepare work for broader discussion with regional experts and interests
  - Focused, facilitated workshops to refine analytic work to move to the next stage. Regional experts and implementers would be asked and encouraged to participate.
- Focused input from the Ecosystem Coordination Board.
- “Charrette” style workshops at both the ecosystem-level and in each Action Area to identify actions and responsibilities. These workshops will be highly interactive and designed to accomplish significant content work in a short time period (such as over two days). The workshops will include:
  - Significant input from implementers to identify actions and responsibilities
  - Teams of scientific and policy experts working with the Action Area implementers
  - Interactive workshops with broader interests

- Formal public review of the “roll up” of the Action Agenda. This will include follow up workshops in the Action Areas.

### **How will implementers and interests participate and contribute?**

- Partnership staff will help implementers and interests:
  - Be up-to-date on the Action Agenda content, process, how they can participate, helping make sure people can participate in their local charrette workshop.
  - Work closely with implementers to conduct the analytic work needed (support will vary depending on tasks and need).
- All implementers and interests should identify a key staff contact who can:
  - Speak for their agency and organizations
  - Help identify expertise (policy, scientists, political) in their agencies and organizations to participate in various tasks (ranging from analytic teams focused workshops, and review of draft products)
  - Occasionally subsets of these people may need to meet related to specific tasks.
- The Partnership will work with caucuses where possible.
  - Caucus leads should work back through their members to make sure that agencies and organizations are informed and know how to participate in each step.
- Ecosystem Coordination Board representatives can serve as conduits for information and guidance.
- The Partnership will build and maintain an interactive, up-to-date website.

### **How will developing the Action Agenda be managed?**

Project management of the 2020 Action Agenda will include a combination of Partnership in-house staff, loaned/donated staff expertise from around the region, and private sector consultants. This design will help create an atmosphere of working collaboratively across interests for our common goal for a healthy Puget Sound. *This is illustrated in the slide show.*

- An Action Agenda Strategic Management Team will work under the Executive Director. The role of this small team is to advise the Executive Director on the overall Action Agenda strategy, direction and integration of major work tasks, and solving problems.
- The Science Panel and Ecosystem Coordination Board will advise the Leadership Council on specific questions.

- Specific tasks under the Action Agenda will be lead by private sector consultants, loaned/donated staff, and Partnership in-house staff. Task leads will be determined based on skills needed and estimated time to complete the task.

Examples include:

- Puget Sound Risk Analysis (donated lead NOAA Fisheries Science Center)
- Analytic work to determine opportunities for action
  - Task leads (to be determined, many will be consultants working closely with implementers)
  - Participation in focused workshops (donated regional expertise)
- Management of the overall document (consultant)
- Overall Action Agenda management (Partnership staff)