



Puget Sound Partnership Outreach Update

Leadership Council • July 17, 2009

PugetSoundPartnership
our sound, our community, our chance



Action Agenda – Social Actions

E.4 Use outreach and education to foster long-term changes in public attitudes and behavior.

“Public support, engagement, and a broad shift in public behavior is critical and central to achieving the long-term, multiple objectives of the Action Agenda. Puget Sound recovery is ultimately a social challenge, with virtually every impact and recovery strategy rooted in the interaction between the Sound’s natural resources and its human residents.”



E.4 Components and Strategy

“ ... three-pronged approach, grounded in social science, and supported by the broad range of stakeholders engaged in this work.”

•**E.4.1** Increase focus and capacity of education/outreach infrastructure, networks and change agents.

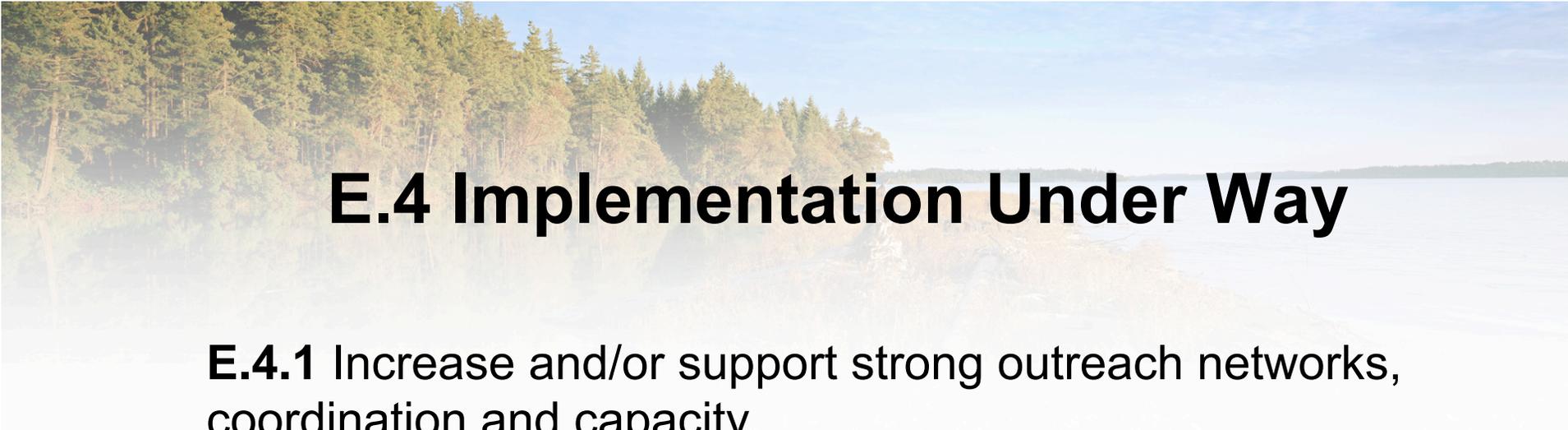
- Near-term Actions: E.4 (1-9, 15)

•**E.4.2** Advance broad, deep citizen understanding and engagement.

- Near-term Actions: E.4 (6-8, 10-14)

•**E.4.3** Cultivate broad-scale, citizen-based BMPs via use of social marketing concepts.

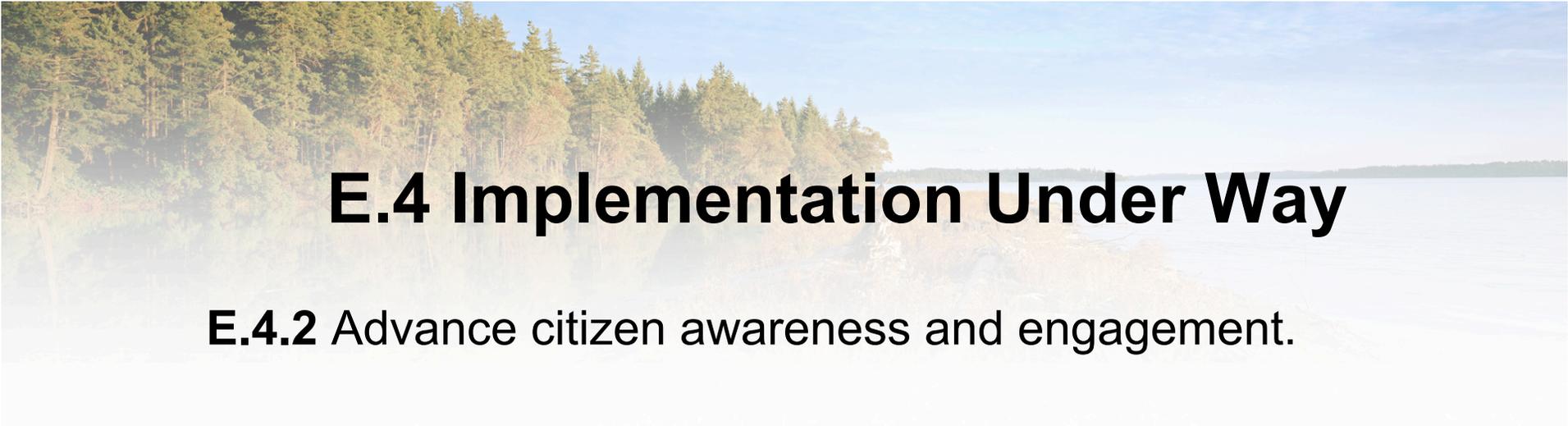
- Near-term Actions: E.4 (6-8, 14)



E.4 Implementation Under Way

E.4.1 Increase and/or support strong outreach networks, coordination and capacity.

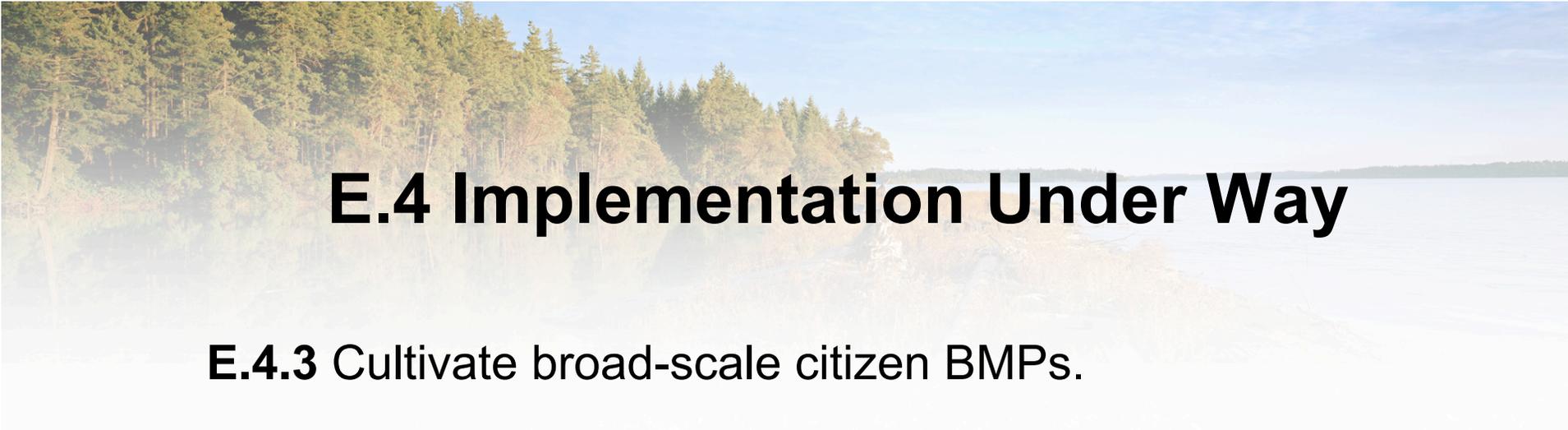
- Current Work
 - ECONet, STORM, BeachWatchers and others (4, 5, 6, 8, 9)
 - Cross-PSP work group: social and outreach strategies (1, 2, 3)
 - Communications infrastructure, social media, web interface (7)
 - State grant funds (15)



E.4 Implementation Under Way

E.4.2 Advance citizen awareness and engagement.

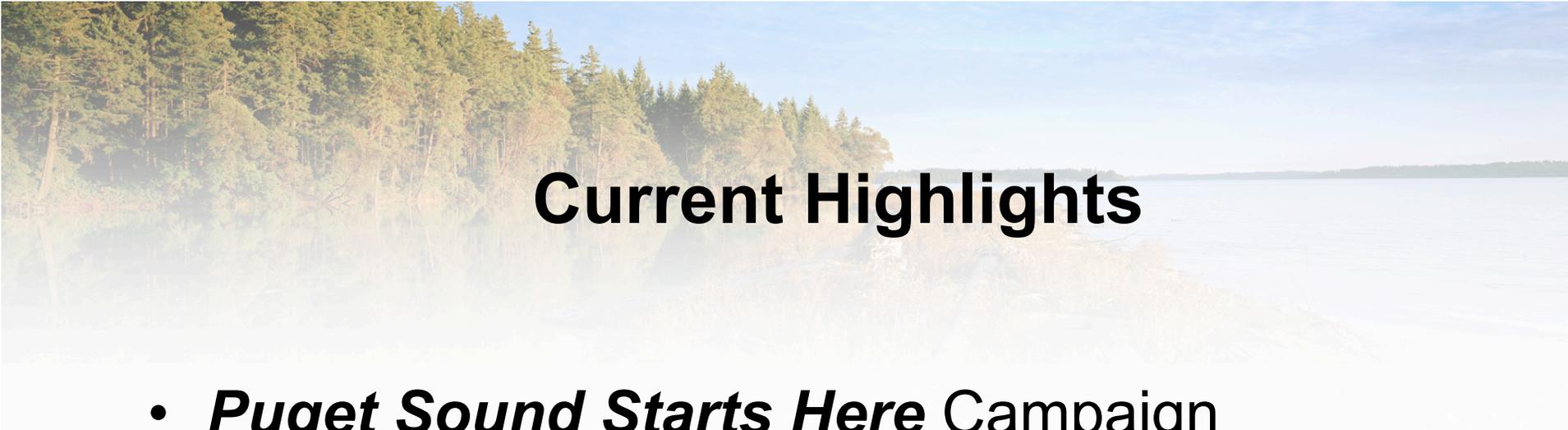
- Current Work
 - *Puget Sound Starts Here* campaign, with local and regional partners (6, 7, 8)
 - Toolbox development and dissemination (14)
 - Puget Sound curricula integration in K-12 programs (10, 12)
 - Citizen-science opportunities (11)
 - Washington State Ferries pilot (13)



E.4 Implementation Under Way

E.4.3 Cultivate broad-scale citizen BMPs.

- Current Work
 - *Puget Sound Starts Here* campaign, with local and regional partners (6, 7, 8)
 - Toolbox development and dissemination (14)



Current Highlights

- ***Puget Sound Starts Here*** Campaign
- WA State Ferry Pilot
- ECO Network
- K-12
- Citizen Science

Puget Sound Starts Here Campaign

- ***Puget Sound Starts Here*** campaign
 - Background
 - PSP/STORM/DOE collaboration
 - Links to ECO Network
 - Upcoming campaign
 - Toolbox and Website

Puget Sound 
Starts Here.org

STORM – Participating Jurisdictions

COUNTIES	Bremerton	Lacey	Port Orchard
Clallam	Burien	Lake Forest Park	Poulsbo
Clark	Centralia	Lakewood	Puyallup
King	Covington	Lynnwood	Redmond
Kitsap	Des Moines	Maple Valley	Renton
Pierce	Duvall	Marysville	Sammamish
Skagit	Edgewood	Mercer Island	SeaTac
Snohomish	Edmonds	Mill Creek	Seattle
Thurston	Everett	Milton	Shoreline
Whatcom	Federal Way	Monroe	Snohomish
CITIES	Gig Harbor	Mount Vernon	Tacoma
Auburn	Granite Falls	Newcastle	Tukwila
Bellevue	Issaquah	Oak Harbor	Tumwater
Bellingham	Kelso	Olympia	Woodinville
Black Diamond	Kent	Pacific	
Bothell	Kirkland	Port Angeles	

PSSH Campaign

"A DAMN GOOD SPOT" :30 TV 6.5.09



Puget Sound starts here.



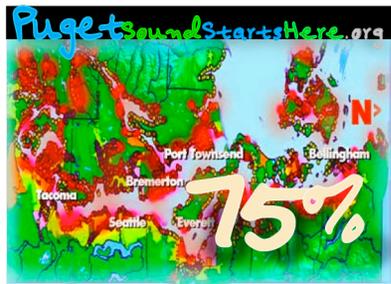
And here.



And here.



But is it going to end up here, as a vast dead zone? Well the damage is already underway.



More than [75%] of the pollution comes from stormwater... ..8 million gallons of oil from our cars!



So go to PugetSoundStartsHere for ways to fix the sound...like a beautiful yard with fewer chemicals...car washes that treat water...



...poop scoopers and more.



Puget Sound Starts here. So let's get started



"Dude! Check the site for COOL kids' stuff TOO!"

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PSSH Website

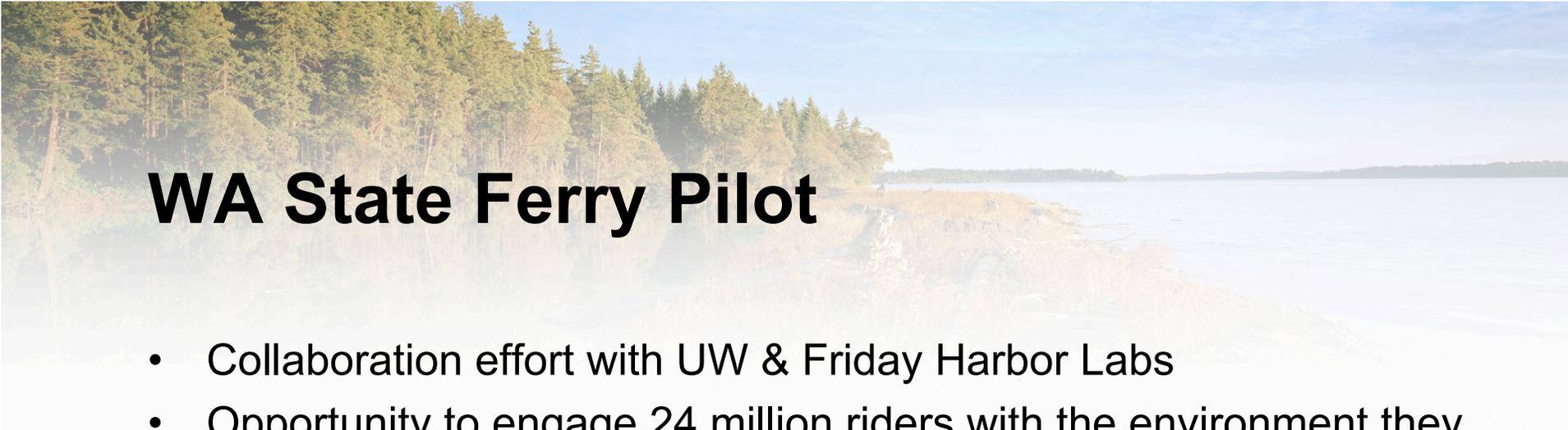
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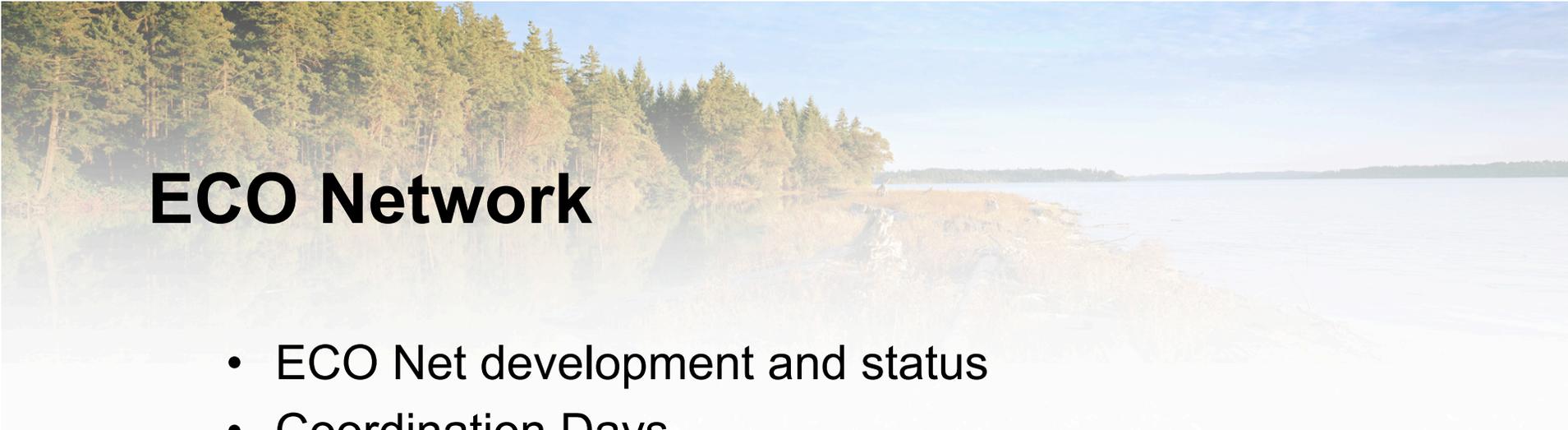
***PSSH* Toolbox – for ECO Net Partners**

- Branded template, style guide
- Customized, geographic PowerPoint presentations
- Speakers' guide
- Posters, stickers, etc
- Other



WA State Ferry Pilot

- Collaboration effort with UW & Friday Harbor Labs
- Opportunity to engage 24 million riders with the environment they are traveling through
- Will use electronic screens on ferries and in waiting areas
- Incorporates computer, satellite and bathometric imagery to highlight the Sound, its history, critters, current issues, impacts, solutions, etc.
- Phase I: Concept development (completed)
Phase II: Raise funds, implementation in San Juan Islands
Phase III: Raise funds, expand to entire system



ECO Network

- ECO Net development and status
- Coordination Days
- Regional Network
- AA Implementation
- Next Steps for Local Networks
- Communication Needs



K-12

- Puget Sound, project based curriculum in schools across Puget Sound
- Nine school districts (Federal Way, Seattle, Highline, Bellevue, Issaquah, Tahoma, Auburn, Kent and Skykomish) and two Skills Centers (Puget Sound Skills Center, New Market Skills Center) and Puget Sound Educational Service District are involved as of now.
- Race to the Top grant



Citizen Science

- Citizen Science Advisory Panel
- Recommendations
- Funding



Questions?

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