

Summit Evaluation Summary

Thanks very much to those of you who took the time to provide us with your thoughtful ideas, insights, and responses to the questions posed in our Shared Strategy Summit Comment and Evaluation forms. We value your feedback, and will use it as a resource as we complete the planning process, and transition to the implementation phase of the Puget Sound salmon recovery plan.

Feedback Results:

46 people completed the Comment and Evaluation form we provided at the Summit. Of those who responded, 11 attended the Nearshore breakout session, 7 participated in the Protection session, 5 in Implementation, and 2-4 each from the Financing, Federal Assurances, Farms, Forestry, Hatcheries, and Water Quantity sessions. Many people read multiple platform statements and used the evaluation form to contribute thoughts, ideas, and suggestions not only to those breakout sessions they attended, but also to sessions they were unable to participate in. Breakout session-specific comments submitted via evaluation forms have been added to the end of each session's notes.

Following is a summary of responses to broader questions posed on the survey.

What worked? Highlights:

When asked what aspects of the Summit were most valuable, our survey respondents almost universally noted the breakout sessions. Breakouts were highlighted for several reasons: for the opportunity to engage in dialogue with people representing diverse stakeholder groups; for the chance to meet new people and exchange ideas; and for the opportunity to make progress on issues that cross watershed boundaries. Many expressed regrets that they had to choose just one session.

As a result, respondents found the Day 2 General Session breakout summaries very helpful. The overview offered Summit participants a better perspective on the range of issues at hand, provided an update on progress that was made during each breakout session, and gave an indication of the work that remains to be done.

In general, people appreciated:

- The atmosphere created by poetry and art
- The sense of community
- Meeting others from around the region
- Presence of diverse stakeholder groups, and the balance of local, state, tribal and federal representatives

What didn't work? Advice for next time:

Some felt the focus of the Summit was not specific enough, and should have been less structured around process and more focused on generating specific comments and recommendations. People requested more time to talk about the hard issues, digest and reflect on the conversations, and then respond to them.

What questions should be addressed as we finalize the regional plan?

Suggestions for additional topics of discussion ranged from harvest, to habitat restoration, to the effects of hydropower, to enforcement. Above all, maintain the current commitment to transparency, and extend it into new areas.

What will make it possible to create a future for both people and salmon?

Many respondents felt that a continued grassroots approach to planning and implementation is critical to the success of this effort, because it will ensure continued trust, relationships, and participation over time. While maintaining the watershed planning framework, develop greater coordination with other regional entities, (for example, PSAT, PSNERP, and the MRCs.)

Over and over, respondents pointed to the need to reach out to new audiences and broaden the scope of participation in salmon recovery efforts. Many had ideas for ways to educate and engage the wider community:

- Create strategic and synergistic partnerships with different demographic groups.
- Create and fund a public relations group that uses social marketing principles and generates compelling stories.
- Use fresh symbols and images to emotionally connect people to salmon.
- Use tools like cutting edge socio-economic reports that quantify and qualify the economic benefits generated by healthy ecosystems. Ecosystems that support strong salmon populations also provide a multitude of economic benefits that can engage new audiences.
- Provide structure and funding support for watershed based stewardship and education programs.

People enjoyed and appreciated the 5-part DVD *Creating a Future for People and Salmon*, and felt it was just the kind of tool for the outreach needed. It was suggested that we broadcast it on local TV stations, make it available to watersheds and salmon recovery groups, show it to the legislature, and distribute regionally to schools and colleges.

Again, thanks to all who took the time to respond!