

2014 STORM Workplan - STORM Tasks

Category	Task	Responsible persons	Actions/ Expectations	Deliverables/ Desired Outcome	Timeline	2014	2015	Strategic Plan Reference
Essential On-Going Actions	Quarterly Meetings	Logistics Committee	Schedule and find locations for quarterly meetings, Designate note takers for each meeting, Obtain feedback, designate speakers for each topic, establish training opportunities and discussion to assist members in meeting permit education and outreach requirements, provide research and evaluation as available	Dates and locations posted in advance List of note takers for each meeting List of topics and speakers Agendas with speakers STORM introduction, new member greeting, and sharing on each agenda High membership participation	Meetings scheduled: 2/12/15- Edmonds 5/14/15-Tacoma 9/10/15- Edmonds 11/5/15- Brightwater	Complete	Include what STORM is in beginning of quarterly meetings along with sharing time 2015 Schedule: 2/12/15- Edmonds 5/14/15-Tacoma 9/10/15- Edmonds 11/5/15- Brightwater (Woodinville)	Goal 1; 1-4
			Complete agendas two weeks in advance and send to membership	Agendas for quarterly meetings	2 weeks prior to each quarterly			
			Provide training opportunities, sharing opportunities, and discuss permit requirements and STORM business as necessary	Report of Training	As needed			
Actions scheduled for completion in 2015	Priority BMP selection	Peter Holte	Review and alter 2009 BMP selection process	Outlines and vetted BMP selection process	January	First 3 complete, Waiting on prioritized list, vetted facts sheet, and list of funding sources	Push to 2015 - Produce prioritized list of BMP's using science, social science, capacity and support that STORM will take on Update vetted facts sheet for dissemination	Goal 2; 2-2 and 2-3 Goal 6; 1-1
			Coordinate process selection process with EcoNets, PSP, Ecology					
	All Members	Create list of potential BMP's (through a facilitated group process)	BMP list with STORM members	February				
	Priority BMP selection (contd)	Work group	Form work group	Working meeting with "science experts" and interested STORM members	March			
			Produce prioritized list of BMP's using science, social science, capacity and support that STORM will take on	Prioritized list of STORM-wide BMPs Prioritized list for Salmon Recovery	August			
			Update vetted facts sheet for dissemination	Updated vetted fact sheet	Fall 2014			
Create list of funding sources based on prioritized BMP list			List of potential funding sources based on BMP's	Fall 2014				

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Actions sheduled for completion in 2015 (contd)	Gross Grant: Don't Drip and Drive Phase II	Steering Committee	Propose strategies, work with contractor to create implementation process and implement regional campaign elements	Project administration, Social marketing strategy, Outreach tools and products; multi-media campaign, targeted outreach actions, evaluation, final report	Planning: January Launch: July-Sept Grant Complete: Feb 28, 2015; see DD&D Timeline	12 jurisdictions and 12 Econets participated See DD&D timeline	Tiffany make adjustments to 2014 2015 schedule, and then add centennial grant info Provide report at STORM Quarterly May 2015	Goal 3; all
			Evaluate campaign effectiveness	Evaluate all elements of campaign; produce evaluation report with recommendations for future phases	Evaluation- fall 2014			
			Develop long-term funding strategy to support ongoing, continuous campaign annually	Develop long-term funding strategy report	Long-term funding strategy- fall 2014			
		Advisory Committee	Form advisory committee	Advisory committee comprised of STORM & EcoNet members	Present to STORM at 2/12/15 Quarterly Mtg			
			Participate in meetings as necessary in person or via conference call	Meetings scheduled by steering committee, as needed				
			Provide input on outreach strategies and creative products developed by campaign	Notes from meetings, feedback incorporated into campaign deliverables				
		Capacity-funding recipients	Apply for funding to host leak detection events	Completed & submitted proposals	Completed & submitted proposals			
			Identify, scope, vet, pre-test and implement vehicle leak detection events; test prioritized intervention/promotional strategies	Vehicle leak detection events advertised & administered throughout the PS region				
		STORM members	Participate; disseminate materials	Present to STORM at 5/12/15 Qtr Mtg	Present to STORM at 5/12/15 Qtr Mtg			
		Gross Grant: Natural Yard Care	Snohomish County Membership	Provide updates on program, Complete north and south sound programs, Evaluate effectiveness, final report	Presentation at 2/12/15 Qtrly Meeting			
Peer review strategies, materials and results	Feedback, validation and positive criticism			Grant complete: Feb 28, 2015	Evaluation ongoing 2015; complete by Dec 31. 2015 Reports to STORM Feb 2015; possibly at Symposuim; look into region wide compilation of natural yard care findings and recommendations			

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Actions scheduled for completion in 2015 (contd)	STORM Website	Suzi Wong Swint	Identify needs	A functioning website for the use of STORM membership	Completed	Discussed at February and May Quarterly, Symposium, and sent out in multiple emails for reference	Ongoing updates in 2015	Goal 4
			Create, provide, and post STORM functioning documents	Links to basic STORM documents and materials	Update as needed		Need to organize the information	
			Coordinator meeting to determine roles and responsibilities	Document with roles and responsibilities Communicate w/ STORM and coordinators	March		Need to have someone trained to takeover before Suzi retires; meet with Suzi to discuss before Sept	
			Provide links to relevant content and materials	Links to social marketing & campaign materials	Update as information is available			
			Provide pages for local SOG's	Pages provided for SOG's to fill with pertinent content	Completed			
Actions that will be completed if STORM Coordinator position is created and filled	STORM Symposium	Work group	Coordinate when, where, themes, break-out sessions, etc.	Well attended symposium by STORM members	Formed work group in June, met July and Aug	Complete	11/5/15 at Brightwater	Goal 5; 1-3
			Coordinate with partners for topics and speakers and to encourage attendance	Summary of event for annual report				
		STORM membership	Evaluate and make recommendations	Report to work group with recommendations on survey	Symposium on 11/5			

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Actions that will be completed if STORM Coordinator position is created and filled (contd)	Promoting STORM	Communication Committee	Present to Leadership Council, APWA, Permit Coordinators on an annual basis, Ecology Mgmt	Presentations at councils, APWA, Permit Coordinator meetings	Update as opportunities arise with various meetings	ongoing	Ongoing	Goal 7; 1-1
			Designate speakers for standing meetings and coordinate topics Identify opportunities to share our needs and messages at conferences, within state agencies, and, when appropriate, lobbyist	Presentations at conferences, to State agencies, Russell Family Foundation, and when appropriate, lobbyist				
	Review and Update Strategic Plan	Work Group	Review strategic plan and update as needed Provide to membership in meeting and electronically for comments and revisions Set up working meeting to discuss any changes Report to membership on changes	Draft document Final draft to membership Post draft to website		Dependent on hiring of STORM Coordinator position		
STORM Funding Strategy	Funding Committee	Identify possible funding sources and strategies to support STORM logistic needs and programmatic development Create process and communicate with membership/Core Define capacity and programmatic needs Coordinate with Ecology and PSP Present plan to membership for approval Attempt to secure funding through identified sources	List of annual grants List of additional potential funding sources List of plug-n-play BMP's		STORM coordinator funding strategy ongoing, met with Ecology Mgmt, PSP and EPA, developing a proposal for Ecology	Send coordinator proposal to Ecology early 2015 COORDINATOR RFP Spring 2015 Hire coordinator, Ecology contract July	Goal 1; 7-1 to 7-5	

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Actions that will be completed as time and capacity allow	PSSH Brand Awareness	Work group	Disseminate materials to support launch of Phase II	A variety of outputs from STORM members	Update and disseminate as information is available	More detail will be provided once funding strategy is completed	PSSH Month May 2015 with Earth Week push	Goal 2 and Goal 3; 3-2
			Coordinate annual push for PSSH Month	List of activities, events, outreach				
			Participate in providing feedback for future PSSH program development	Theme: volunteerism				
		Membership	Evaluation/Critique					
		Coordinate efforts with ECONets	Report of events and outreach for annual					
	PSSH Campaign Funding Strategy: Secure funding to implement next round of PSSH campaign	Work group	Work with PSSH committee to develop action plan and funding strategy	Action Plan Strategy	Ecology Mgmt, APWA, Coordinator Mtgs	More detail once funding strategy is completed		Goal 2, Goal 3, 3-2
			Determine administrative champion(s) among PSSH committee	handout at quarterly	Reference core work plan	More detail once funding strategy is completed		Goal 2, Goal 3, 3-2
			Secure funding and implement			More detail once funding strategy is completed		Goal 2, Goal 3, 3-2
	Update Vetted Facts	Work Group	Review previous vetted facts from 2010 and update as necessary (based on BMP selection process)	List of vetted facts	Begin work after BMP selection process completed	on hold until BMP selection process is complete	Update after BMP selection process is complete; identify priority BMPs for Salmon recovery BMP prioritization Feb. 3	
			Look for additional facts or research to include in existing fact document					
Review facts through vetting process								
Develop Wish List of potential STORM Activities	Membership	Develop Wish List of potential activities and programs, including jurisdictions interested in being a potential partner. Activities include long term coalition funding/survival, internal training, which jurisdictions are implementing which programs, report comparison, how to maintain existing programs when funding is limited. Program Wish List items to consider: Regional Awareness Programs, Youth Education, IDDE regional hotline, mobile business, stewardship activities, etc.	List and basic description of activities and programs, including STORM jurisdictions that have expressed an interest in potentially partnering to implement	Will only completed if other priority activities are underway and additional capacity allows		Will only completed if other priority activities are underway and additional capacity allows		

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Items that will activate as funding becomes available	NPDES Overview	Work Group	Establish training opportunities and discussions to help members meet NPDES permit education and outreach requirements	Identification of needs Recommended trainings		Phase I Meeting	Seek funding 2015; include trainings on topics that members are most likely to coordinate on	Goal 4 Goal 4; 3-2
	Evaluation/ Behavior Research Sound Index	Work Group	Review and present on data and research as it becomes available as well as define training opportunities to increase the knowledge of the collective	Report to membership when available		Source material	Seek funding 2015	Goal 6; 2-1 and 2-2
	SOG Capacity		Work with SOG leads to build strength, connect groups, seek funding to encourage them to work together, offer assistance to help facilitate cooperation	Recommendation for funding and/or capacity building at SOG level		No funding available 2014	Seek funding 2015	Goal 3; 3
	Electronic Library	Work Group	Form work group Create process and communicate with core Create functional repository Work with members, state agencies, and others to determine funding and sponsorship opportunities	A repository with outreach related materials, basic webstie	Contingent on administration needs, maintenance, and funding	No funding available 2014	Seek funding 2015	Goal 5; 1-2