

DISCUSSION DRAFT AGENDA
SNOHOMISH SUSTAINABLE LANDS STRATEGY
EXECUTIVE COMMITTEE 2018 ANNUAL MEETING (3.8.1 JAN)
Wed, Jan. 10, 2018 10:00 – 12:30, Tulalip Tribal Admin Center
(6406 Marine Drive, Tulalip, WA 98271)

PARTICIPANTS

Adam Pfundt - NOAA	Jay Krienitz – WA Dept. of Fish and Wildlife
Amy Windrope – WA Dept. of Fish and Wildlife	Josh Chamberlin - NOAA
Bob Bernhard - Snohomish County SWM	Kristin Kelly - Pilchuck Audubon Society
Brian Bookey - National Foods, EC Ag rep	Linda Neunzig - Snohomish County
Cindy Dittbrenner - Snohomish Conservation District	Lindsey Desmul – WA Dept. of Fish and Wildlife
CK Eidem - Ducks Unlimited, EC Fish rep	Meg Bommarito - Department of Ecology
Dan Bartelheimer - Snohomish Valley Farms	Monte Marti - Snohomish Conservation District, EC Ag rep
Dan Calvert - Puget Sound Partnership	Morgan Ruff – Tulalip Tribes, for Co-chair (Fish) Terry Williams
Dan Evans, Consulting, SLS Facilitator	Nick Bratton - Forterra
David Vliet - Bothell Planning Commission	Paul Cereghino – NOAA Restoration Center
Diane Hennessey - Department of Ecology	Robin Fay - PCC Farmland Trust
Erik Stockdale - Snohomish County SWM	Seth Ballhorn - Washington Dept. of Fish and Wildlife
Heather Cole - The Nature Conservancy	Shana Joy - SCC
Hilary Aten - PCC Farmland Trust	Tristan Klesick – Klesick Family Farms, Co-chair (Ag)

PURPOSE: The purpose of the January annual meeting was to review SLS foundational “basics” (mission, goals, objectives, approach); communications strategy; elect SLS officers and consider revisions to bylaws; and receive updates on and briefly discuss 2017 strategic objectives.

1. WELCOME, INTRODUCTION (10:00-10:10)

After participants introduced themselves, Josh Chamberlin (NOAA NW Fisheries Science Center – watershed program) described the work he and others in his program do. Josh will be giving a presentation next month about the work they do within the Snohomish watershed. Josh was asked to include in the presentation findings relevant to farm, fish, and flood communities in the Snohomish, and where applicable by extension, the Lower Stillaguamish floodplain and estuary. Participants were asked to mention topics and questions relevant to SLS that Josh may address in next month’s presentation.

2. SLS FOUNDATIONAL “BASICS” – EC PLAN MTG REPT (10:10-10:30)

Dan Evans opened the meeting and reviewed the session outcomes/agenda. A recap of the Executive Committee’s extended planning session in December was given and participants not present in December were asked to

review the handouts at their convenience. Documents from December's session include: [Integrated Visions for Agriculture and Fish](#), [SLS Core Elements and Value Proposition](#), [SLS Executive Committee and Key Partner Interview Highlights](#), [SLS Priority Objectives Worksheet](#), [SLS Structure](#), [2018 Executive Committee Meeting Schedule](#), and the [SLS Communication Efforts Outline](#).

3. SLS COMMUNICATIONS STRATEGY CONCEPTS (10:30-11:20)

a. 2018 Draft Work Plan Outline

Lindsey Desmul reviewed the communication strategy to draft goals and objectives for SLS from which outreach events, activities, and products can be created. The Communication group consists of Lindsey, Kate Riley, Kristin Kelly, with counsel provided by Dan, Erik, and others. The issue was raised that volunteers are needed for strategic planning. Some participants commented that a 'team' is needed to effectively implement SLS communications. Lindsey then led a discussion on proposed events and times for activities in the [2018 Draft Work Plan Outline](#).

Tier 1: Legislators, decision makers, policy makers

February – Legislative Day on the Hill: use the 2017 one-pager (updated with 2018 numbers and impacts of budget reduction/loss) along with the SLS pamphlet to demonstrate the importance of issues addressed by SLS.

August/September – Farm to table dinner: Kristin Kelly volunteered her resources for the event this year. It was suggested that the Farm Bureau and the tribes co-sponsor the event. A communication piece needs to clarify the reason for the dinner.

Monte proposed

1. legislative tours in the summer/fall (smaller, intimate tours), and
2. presentations to Dave Somers and the county council

Tier 2: Landowners

February – *SVPI*: 3 outreach events (10/17, 2/18, TBD), need communication materials to include SLS

Tier 3: "the public"

-- Not discussed

b. Communications NTA Overview

Pre-registration has been submitted, a narrower proposal (1-2 tasks) may be submitted for a better chance of funding.

4. FUNDING UPDATE AND PRIORITIES (11:20-11:45)

a. NTAs

NTA pre-registration deadline was 12/22/17 with final fact sheets due 3/30/18. The pre-registration for the 2018-2022 Action Agenda exceeded expectations. There were 805 near term action (NTAs = proposal for funding) pre-registered sound-wide of which 127 NTAs were in the Sno-Stilly LIO — 103 locally and

24 regionally (occurring in 3 or more LIOs). The 24 regional NTAs have strategic initiatives in habitat and Chinook (16), stormwater (5), and shellfish (3). There were 62 NTAs (56 habitat and Chinook, and 6 stormwater) submitted for the Snohomish watershed, 17 NTAs (14 habitat and Chinook, and 3 shellfish) submitted for the Stillaguamish watershed, and 24 NTAs (16 habitat and Chinook, 5 stormwater and 3 shellfish) submitted for both the Snohomish and Stillaguamish watersheds. NTAs may have more than one strategic initiative. Note: the numbers above are the revised numbers, which may differ from the originally reported numbers at the January EC meeting.

Monte suggested that SLS discuss NTAs and FbD more in-depth during future SLS meetings.

b. Legislature & Capital Budget/FbD

After the Capital Budget stalled out last year over the *Hirst* water rights case, and recipients were faced with a non-budget, the logjam broke January 18th with the Legislature's enactment of the Capital Budget. The Capital Budget includes \$35 million for Floodplains by Design, \$80M for Washington Wildlife and Recreation Program; \$70M for Salmon Recovery Funding Program; \$40M for Puget Sound Acquisition and Restoration program, \$8M for the Estuary and Salmon Restoration Program, and \$12M for the Washington Coast Restoration Initiative; \$4M to test a new clean water Dairy Distillation technology; and \$2M for Regional Conservation Partnership Program.

Morgan Ruff, Cindy Dittbrenner, and Gretchen Glaub (Snohomish County – SWM) have been working on a FbD proposal for 2D modeling to better understand flooding within the Snohomish mainstem. This could then help identify projects needed within subreach 4 of the Lower Skykomish Reach-scale plan.

c. Other funding priorities

Co-chair Tristan Klesick requested a calendar listing relevant due dates and milestones for grants. Paul Cereghino mentioned the state calendar available at <http://fundfinder.wa.gov>.

5. SLS ANNUAL MEETING AGENDA (11:45-11:55)

a. Election of officers: Fish / Farm Co-Chairs; Sec-Treasurer

Tristan Klesick was re-elected co-chair (agriculture caucus) with a nomination from Brian Bookey and a second from Monte Marti. Terry Williams was re-elected Co-chair (fish caucus) with a nomination from CK Eidem and a second from Monte Marti. Kristin Kelly was re-elected secretary-treasurer with a nomination from Tristan Klesick and a second from Monte Marti. The EC voted unanimously in favor for all positions.

b. Bylaws: Term issues – expectations, EC member terms

The EC will amend the calendar so that in October, members on the EC will be asked if they wish to remain on the EC for the following year and the fish and farm caucuses can begin work filling upcoming openings.

6. SLS PRIORITY OBJECTIVES, PROGRESS REPORTS (11:35-12:15)

- a. **Task Group progress reports:** It was suggested that Task Group progress reports be sent out prior to the monthly EC meetings so members can be prepared to ask questions about progress during the EC meeting.

- **Resource Lands Protection** (Heather Cole)

Information will be posted on the website. PCC Farmland Trust working on Snohomish County Farmland Conservation Strategy. A draft of the strategy will be sent out to the EC and discussed at a later time.

SVPI grower meeting on February 6th to explain the process of PDR, TDR options, tax initiatives, and other related issues.

Johnson property flexible easement template is currently going through legal review.

Nick Bratton spoke to the EC about the potential development of a TDR bank. Forterra will be presenting the findings on the TDR study to the Snohomish County Planning Committee on January 16th. Nick asked for letters of support to pursue a TDR bank. See Key SLS Updates below.

- **Reg Efficiency** (Paul Cereghino)

Paul sent out a [one page write up](#) on recent progress.

- **Reach Plans** (Erik Stockdale)

Erik prepared a [progress report](#) on the Mainstem Stillaguamish Reach-scale plan. The internal draft will be circulated on 2/9/18 with comments due to Anchor QEA on 2/23/18.

- **Ag Resilience** (Cindy Dittbrenner)

Modelling work is continuing to move forward.

- **Confluence projects** (Morgan Ruff)

Meeting on 1/11/18 for the confluence project.

7. KEY SLS UPDATES -- FISH, FARM, FLOOD CONTROL (12:15-12:25)

- a. **Participant updates:**

TDR letter of support and phone calls (Nick Bratton): County is considering expanding the TDR program. A multi-family rezone to create a new TDR in SW Snohomish County. Nick asked the EC to send a letter of support to the Planning Commission, and asked members of SLS to call members of the County Council directly. A draft letter has been created and EC members have been asked to approve the letter before it is sent to the Planning Commission.

8. WRAP UP, ADJOURN (12:40)

February Executive Committee Meeting Items – Preparations

- Inclusion of NTA and FbD discussion to the agenda
- Snohomish County Farmland Conservation Strategy update
- Priority objective progress reports sent out prior to next meeting (2/13/18)

1 - Ag, Fish, Integrated Visions

Agriculture Vision (20 yrs from now)

- Land base protected
 - o Lowland (floodplains): critical mass of unfragmented farmland
 - o Uplands: additional land for high productivity use (future > greenhouses, hydroponics, poultry, intensive production with insured infrastructure)
 - o Identify areas needed to sustain critical mass/ag resiliency
 - Every acre counts in the Stillaguamish
 - o % of resource land base for ag (total flex vs assured % of land in ag use)
 - o Funding and policies (zoning, Code) that protect resource land base, ag %
 - o Without protections, resource land base will soon be lost to development
- No net loss of ag productivity/profitability
- New farmers and new technology along with traditional farming practices
- Water management infrastructure
 - o Drainage
 - o Water rights regs flexible, rational transfers not restricted
 - o Supply (groundwater, dams, pumped)
- Diking districts restructured for new realities, resilience
- Local food security/supply
- Regulatory efficiency/accommodation of viable agriculture
- Indicators/targets for ag resiliency
 - o Farmers, others focus on acres as primary indicator
 - o Other practical indicators also needed to determine ag net gain or loss
- Rewards for 'Stewardship' (habitat/water quality gains above reg baseline)
- Expanded SLS participation: to forestry & development communities, PS region
- Resilient ag community
 - o Information
 - o Access to funds
 - o Markets: local, regional, high-value
- Sustain ag services infrastructure (critical mass)
- Agriculture Enterprise Zone(s) allowing co-location of ag production/processing

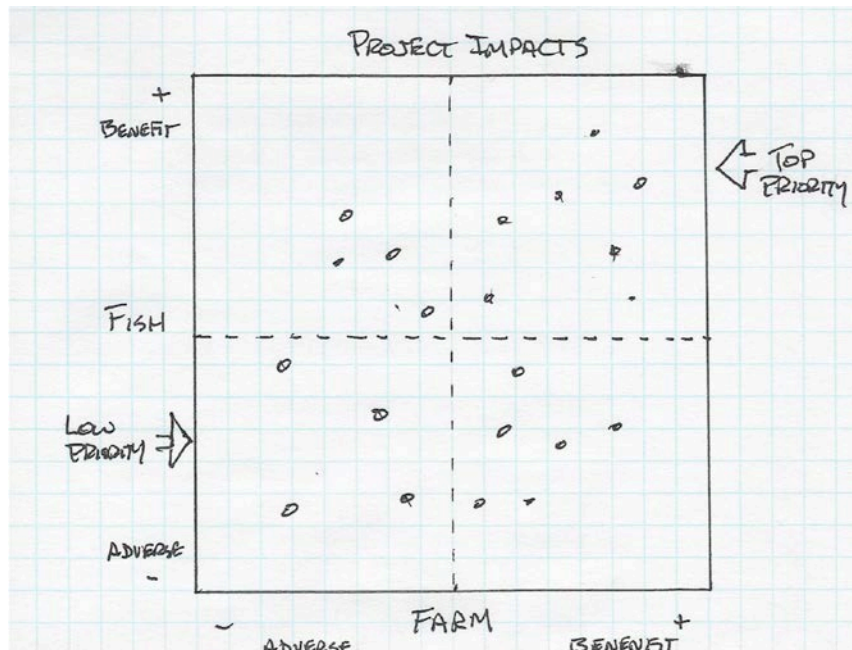
Fish Vision (20 years from now)

- Salmon plan implementation
 - o Identify areas that have biggest effects on fish with lesser impacts to agricultural community
 - o Productivity
 - o Create list of projects to be referenced by all players
- Evolving needs, issues identified (e.g., climate, hydrograph, flood frequency)
- Community buy-in/ownership
 - o Community involved through float trips or similar, highlighting F3 approach
- Integrated approach – F3 mutual respect (habitat on farms)
- Proactive solutions (vs. litigation/court)
- River processes (let river plow its own field)
- Environmental water storage (surface/groundwater)
 - o Infrastructure to mimic natural flow/timing of surface water

- Better water management rules
- More productive wild fish stocks/fishing on hatchery stocks
- Protect/restore strategies for different stretches of water
 - Habitat for some
 - Flow/water quality for others (urban waters where habitat unlikely)
- Prevent losses

Integrated Farm-Fish-Flood Management Vision (20 years from now)

- Synergistic integration of Farm, Fish, Flood Visions
 - Overlay ag areas and needs with those of fish and water mgt
 - Common needs and priorities identified, e.g., water storage (ground, surface) for fish flows & irrigation, flexible management of meander zone and erosion
 - Create list of projects to be referenced by all players
- Better definition of evolving needs (e.g., climate)
- **Project Evaluation Matrix:** focus on projects / packages that improve both fish & farm conditions



- Examine value of seasonally flooded ag land
 - Valuable for birding community
 - Infrastructure to create more seasonally flooded lands (multi-benefits)
 - City of Sacramento – one area used for:
 - Flood protection
 - Rice, barley, other grain production
 - Chinook production

2 - SLS CORE ELEMENTS AND VALUE PROPOSITION

“WHAT MAKES THE SLS TICK?”

UPDATED OCTOBER 12, 2017 (FOLLOWING EXEC CMTE DISCUSSION)

CORE ELEMENTS

- Mutual respect for multiple mandates: Participants must respect the need for fish, farms, flood control in the same geography.
- Neutral and balanced forum: “Switzerland” for farm, fish, flood interests and agencies with different goals to communicate, coordinate, collaborate > trust, constructive connection to each other (farmers, agency leads, tribes, districts); offering stakeholders and agencies access to each other in a collaborative setting.
- Integrated information and Technical Assistance: Access to best available information and technical assistance for project proponents and interests -- planners, designers, implementers, policy makers using GIS, web, overlays:
 - o Reach assessments, hydro/geo studies, modeling
 - o Salmon recovery plans, reach priorities
 - o Ag priorities, cropping,
 - o Flood inundation mapping, climate impacts, resilience studies
 - o Integrated goals & objectives, monitoring & evaluate progress
- Net gain: simultaneous improvement for fish, farms, flood control; long-term (seven generations) perspective; collaborative multi-benefit approach
- Packages: combinations of projects and measures based on common information that offer F3 net gain as a whole, and benefit from broad support.
- Bring together fragmented / stove-piped programs and regulatory processes to achieve greater efficiency and effectiveness.
- Build coalition and voice / advocacy for F3 collaborative conservation policies

VALUE PROPOSITION

Projects and initiatives that come out of this approach are well informed and designed, address multiple needs in a coordinated and efficient manner, and enjoy broad stakeholder and agency support, providing priority, streamlined access to approvals (permits) and funding, and avert wasteful process friction and appeals.

3 - SLS EC & KEY PARTNER INTERVIEW “HIGHLIGHTS” (DECEMBER 12, 2017)

SLS MISSION AND DEFINING GOALS

- Principles
 - Get to know other’s stories, essential needs
 - Build trust and mutual respect
 - Commit to farm-fish-flood (F3) net gain, “carry each other’s burdens”
 - Demonstrate power of integrated, cooperative net gain approach
- Mission -- Farm-Fish-Flood “net gain”
 - Generally still resonates, but...
 - Each F needs to see that participation in SLS generates “gain”
 - SLS in unique position to demonstrate net gain, multi-benefit model
 - Show (measure) “tangible results,” support multi-benefit projects / pkgs
- Goals
 - Integrate, advance F3 needs (define Farm needs, elevate Flood mgt)
 - Resource lands protection is a primary, unifying goal
 - Broaden engagement? Forests (F4)? Development reps?
 - Advocate for funding for multi-benefit projects = key goal / role
 - Create and highlight “win-win” outcomes

SLS ROLE IN PROJECTS, GENERATING “NET GAIN” ACTIONS

- SLS has “soft power” that can be difficult to see, appreciate
 - “Opportunity, not an obligation”
 - Bring agencies to table to support net gain projects / pkgs
 - Value prop: integrated, broadly supported action is rewarded
- SLS does not “own” projects, it’s partners do (some diversity of opinion)
- SLS creates forum (EC, task groups, reach plans) to “integrate” F3 interests
- Reach scale, or smaller, best for integrating projects & initiatives
- SLS “4 corners” 1) info, 2) F3 table, 3) integrate net gain, 4) show progress
- SLS “hub” role key, take stronger role in integrating, balancing F3 gains
- SLS brings “big picture” to resource mgt, requires time for creative thinking
- 2017 Strategic Objectives (res lands, reg effic, reach plans, ag resil...) good
- Funding & multi-benefit tools (e.g., easement, permit paths) key focus
- Outcomes should drive SLS structure & process (“continuous disturbance”)

SLS COMMUNICATIONS PLAN

- SLS is all about communication, need a plan or strategy & capacity
- Identify, prioritize audiences: policy and tech leads, key stakeholders, public
- Clearly communicate SLS approach, role, contributions > “reputation”
- Needs to be grounded in vision of integrated net gain, SLS “basics”
- Essential communications tasks include:
 - Reaching out to and engaging F3 stakeholders
 - Facilitating a collaborative forum (EC table), task groups
 - Annual dinner (Farm & Fish to table)
 - SLS Website
 - Funding and policy advocacy
 - Produce (with partners) specific communications products (flyer)

Highlight compelling “stories,” examples of F3 coll

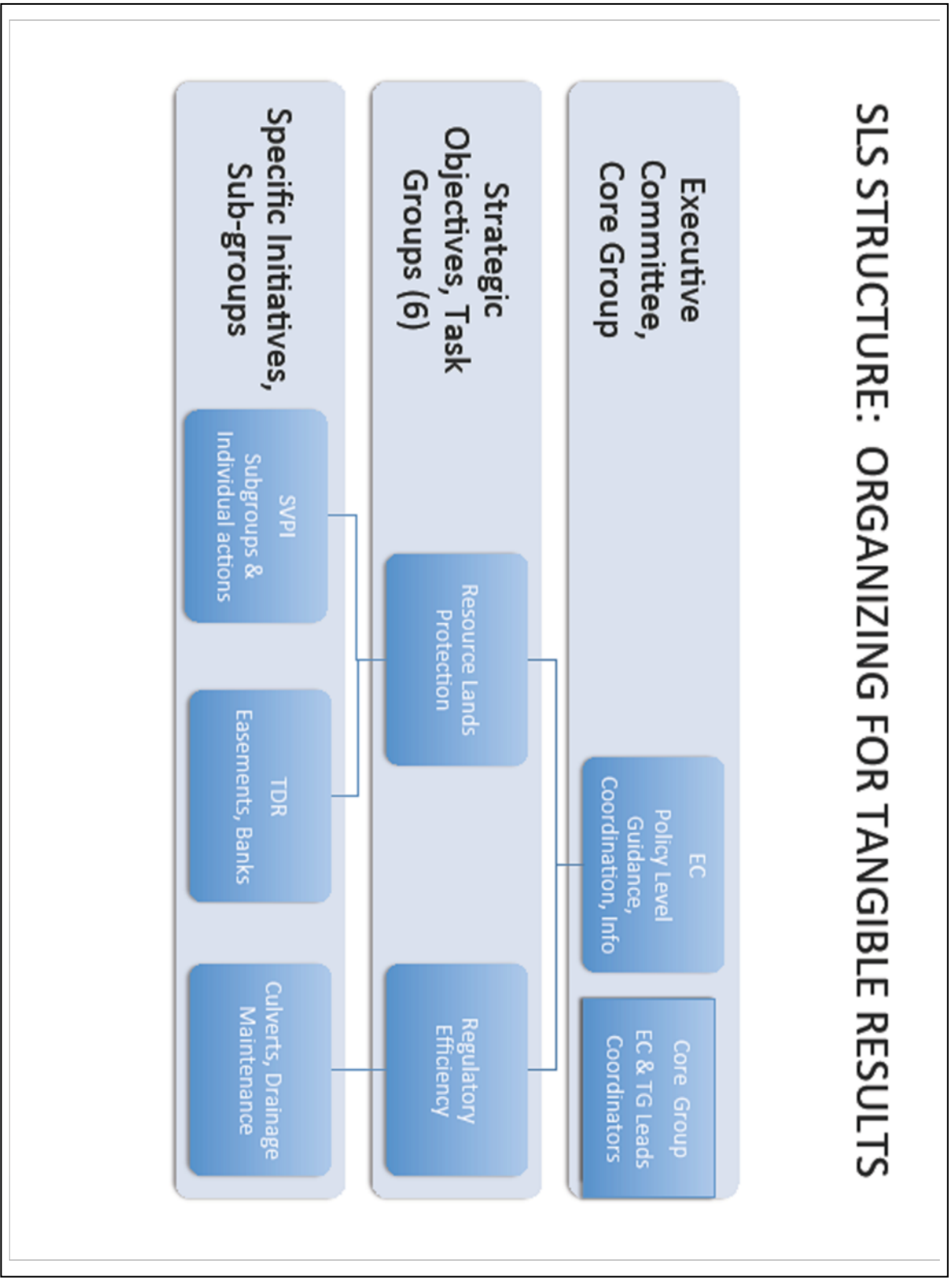
4 - SLS PRIORITY OBJECTIVES WORKSHEET (work-in-progress draft)

September 18, 2017

Priority Objective	Description	Tasks	Task Group, Lead (policy, <i>tech</i>)
<p>1. Regulatory Efficiency</p> <p>(a) Culvert Replacement Permitting Strategy</p> <p>(b) French Slough Drainage Maintenance Permitting Strategy</p>	<p>(a) Reduce the cost per culvert of regulatory review.</p> <p>(b) Obtain permits for drainage maintenance and test mechanism for more efficient reach scale regulatory assessment.</p>	<ul style="list-style-type: none"> Summarize regulatory regime Assess protected resources (water types, etc.) Scope impacts Define stewardship approach and document net-gain <p>Secure permits</p>	<p>Paul Cereghino (NOAA, lead) Monte Marti (SCD) Erik Stockdale (SnoCo) Dan Evans (SLS) Kirk Lakey (WDFW) Janet Curran (NOAA) Diane Hennessey (Ecology) Frank Nichols (USACE) Morgan Ruff (Tulalip) Sean Curran (SnoCo)</p>
<p>2. Reach-scale Plans</p> <p>(a) Lower Skykomish</p> <p>(b) Lower Stillaguamish</p> <p>(c) Snohomish River & Estuary</p>	<p>Complete Lower Sky reach-scale plan (Aug)</p> <p>Launch reach-scale plans for:</p> <p>(b) Lower Stillaguamish River in July 2017 (due end of year)</p> <p>(c) Snohomish River & Estuary (combined) in fall 2017</p>	<ul style="list-style-type: none"> Use Sky reach plan template & lessons to develop scope, structure ID team, key stakeholders (S/H) Engage S/Hs Develop draft RP with team Review/revise draft with S/H input 	<p>(a) Erik Stockdale <i>Anchor QEA</i></p> <p>(b) Stilly Reach Plan: Erik Stockdale & Kit Crump SnoCo Pat Stevenson stilly Erik Stockdale <i>AnchorQEA</i> Others TBD</p> <p>(c) Snohomish/Estuary Reach Plan: Erik Stockdale SnoCo <i>AnchorQEA</i> Others TBD</p>
<p>3. Resource Land Protection</p> <p>(a) Betcher farm (ASD)</p> <p>(b) TDR / easement</p> <p>(c) Sky farmland easement swap (RN 10-13)</p>	<p>Task groups tackle specific Res Land Protection objectives: a-c</p>	<ul style="list-style-type: none"> Define scope, WP, personnel, budget ID team, key stakeholders (S/H) Engage S/Hs Develop draft Res Land Protect Strat & specific objectives Pursue, implement 	<p>(a) Betcher: Brian Bookey</p> <p>(b) Easement: Heather Cole / Tristan Klesick / Hilary Aten</p> <p>(c) Sky farmland easement / exchange: Linda Neunzig</p>

		approved objectives	
<p>4. Ag Resilience Plan</p> <p>(a) Ag Resilience Report</p> <p>(b) Farmland protection prioritization</p>	<p>(a) Ag Resilience Plan:</p> <p>ii. Develop plan of priority ag resilience projects</p> <p>iii. Secure funding for project implementation</p> <p>(b) Land Prioritization: County-wide analysis of farmland protection opportunities to inform Res Land Prot Strat and Ag Resilience Plan</p>	<ul style="list-style-type: none"> Engage shareholders Complete flood, groundwater, and crop impacts modeling Scope and design priority ag resilience projects Implement priority objectives 	<p>(a) Ag Resilience: Cindy Dittbrenner, SCD</p> <p>(b) PCC Prioritization: Hilary Aten, PCC FT</p>
<p>5. Confluence Project (Lower Sky RM 0-9)</p>	<p>Private landowner-tribal joint venture to demo subreach farm-fish-flood net gain action plan</p>	<ul style="list-style-type: none"> Define scope, WP, personnel, structure ID / engage team, key stakeholder S/H Review Meadow Wd Protect / enhance Confluence site Dev subreach strat 	<p>Dave Remlinger / Tulalip</p>
<p>6. Communications & Engagement</p>	<p>Develop SLS communications strategy and tackle key objectives</p>	<ul style="list-style-type: none"> Define scope, WP, personnel, budget ID / engage team, key stakeholder S/H Tackle key tasks -- i. Overviews, flyer ii. Website, o/l info iii. Focused outreach iv. Annual dinner v. Advocacy 	<p>Kate Riley scd Kristin Kelly pas Lindsey Desmul wdfw Others...</p>

5 - SLS Structure: Organizing for Tangible Results



Sustainable Lands Strategy Executive Committee Meeting

Working together for farm, fish and flood net gain



2018 SLS Executive Committee Meeting Schedule

Date	Time	Location	Room
Wed Jan 10	10-noon	Tulalip Tribes	Training Room 162
Tues Feb 13	10-noon	Snohomish County *	Admin East 6A04
Wed March 21	10-noon	Stillaguamish Tribe	Natural Resources Conference Room
Tue April 10	10-noon	Snohomish County *	Admin East 6A04
Wed May 9	10-noon	Tulalip Tribes	Training Room 162
Tue June 12	10-noon	Snohomish County *	Admin East 6A04
Wed July 18	10-noon	Stillaguamish Tribe	Natural Resources Conference Room
Tue Aug 14	10-noon	Snohomish County *	Admin East 6A04
Wed Sept 12	10-noon	Tulalip Tribes	Training Room 162
Tue Oct 9	10-noon	Snohomish County *	Admin East 6A04
Wed Nov 7	10-noon	Stillaguamish Tribe	Natural Resources Conference Room
Tue Dec 11	10-noon	Snohomish County *	Admin East 6A04

*= same day as Ag Board

For March 21, July 18, and Nov 7 meetings:

Stillaguamish Tribe Natural Resources Conference Room

22712 6th Ave NE- Arlington, WA 98223

Directions to meeting location: From I-5: Take exit 210. Turn west on 236th street. Turn left at the first road, Nygaard Road (6th Ave). Follow Nygaard to the end and turn right at the last driveway. Visitor parking is on the north side of the building nearest the main entrance. If all of the parking spots are taken, please part on Nygaard, on the section that is south of the driveway leading into our parking lot.

For January 10, May 9, and Sept 12 meetings:

Tulalip Tribes, Training Room 162

6406 Marine Drive, Tulalip, WA 98271

3000 Rockefeller Avenue, M/S 607, Everett, WA 98201 | www.snohomishcountywa.gov/SLS | sls@snoco.org

THINGS TO DISCUSS

What is SLS's role in projects? Will we implement them, or are we simply a support system?

Who is our audience? Do we ever intend to reach out to landowners/public? (For example, will our communications involve working with SVPI?)

MISSION

Reach out to, convene, and help coordinate SLS farm-fish-flood (F3) partners to achieve F3 net gain and shine a light on the benefits of this collaborative model.

COMMUNICATIONS GOALS / OBJECTIVES

1. Reach out to & engage F3 interests, govt'l leaders, decision makers, legislators, other SLS partners
2. "Move the needle" – reach potential partners who haven't bought into F3
3. Regain and build upon momentum with partners, Farm Bureau, etc. that was realized after the first Farm to Table
4. Convene & facilitate communications, collaboration among SLS partners
5. Harmonize SLS partners voices, support for common priorities
6. Promote specific SLS initiatives, e.g., Resource Lands Protection / SVPI campaign (this question needs resolution. How does the SLS brand work with projects and therefore landowners?)
7. Advocate for SLS policy and funding initiatives (FbD, ESRP, grant \$)
8. Host annual dinner w/ policy leads, ptrs (e.g., 8/16/17 Farm to Table)
9. Coordinate, create, and leverage partner communications products (maps, graphics, video, Story Maps, PhotoVoice, presentations). How?
10. Launch and maintain SLS website, continue it for the lifespan of SLS (and who is main audience).
11. Publicize the work that SLS does to reduce the frequency of "what's SLS?"
12. Create an elevator speech that can be tailored to different situations to answer "what's SLS and why should I care?"

CURRENT COMMUNICATIONS STATUS: WHERE ARE WE NOW?

- Largely ad hoc actions through partners or task group
- Lack of consensus on when, where, how to use SLS brand
- Key partners shouldering communications tasks (SnoCo, SCD, WDFW...)
- Little direct funding for SLS communications (only thru partner actions)
- SLS facilitation currently limited to 13 hours/month
- County hosting SLS webpage, ESRP funding and producing independent SLS website
- Last-minute scramble to fund and produce products/events

LOOKING OUT 1 YEAR, 4 YEARS: WHERE DO WE WANT TO BE?

2018 Objectives:

- Continue & expand outreach to F3 interests, partners, public (this needs to be discussed)
- Continue to host & facilitate SLS table and task groups
- Advocate for and secure key policy & funding requests
- Host annual dinner
- Produce (with partners) communications products

Tier 1: Legislators, decision makers, policy makers

February – No Legislative Day on the Hill representation

August/September – Farm to table dinner

Some of SLS “Conveners” are legislative aids – how do we take advantage of that?

Newsletters?

Tours?

Continued outreach with Dave Somers & staff?

Tier 2: Landowners

February – SVPI meeting

Do we want to expand SVPI to Snohomish as well?

Will SLS be in charge of outreach?

Do we want to embark on any other landowner outreach?

Tier 3: “the public”

March – Website draft due

February/March – video work will begin highlighting multi-benefit work

New story map work will be included

Do we want to build upon Photo Voice? Creative Narrations is interested in doing a video workshop, but cost is around \$8,000.

9 - SLS Outreach Activities (brainstorming list)

Regulatory Workshops – Invite regulatory agencies to give presentations and advice to farmers and land owners about the various regulatory processes. Possibly create

step-by-step booklets or web tool that can tell someone exactly what permits they need for work on their land.

Landowner Outreach - Reach out to large riparian land owners to determine if they would be interested in projects/ land swaps/ easements. Create database of those who are interested with detailed land information. Can help inform future "SVPI"-type projects

Leadership database – Create a database of various local decision makers, legislators, commissioners, etc. Create social marketing campaign to reach out to these individuals.

Social science survey - tracking willingness to allow access to private property for ecological survey work, planting project, land swap due to flooding, etc.

Land stewardship incentive program – Create an incentive program that creates a reward system for good land stewardship in a way that benefits habitat, resilience, and productivity.

Website funding

Annual Farm to Table Dinners (legislative audience, agricultural audience, other?)

Immersive Fieldtrips – Do a few field trips each year that will highlight a day in the life of. Possibilities include taking farmers out to float the river so they can see redds, erosion, salmon, beach seining, etc.; agency staff can work on a farm for a few hours; attend a tribal ceremony when salmon return (if given permission). Literally put each other in different shoes.

Touring presentations – Create an interactive and multimedia presentation about how each facet of SLS is working together. Similar to "Era of Megafires". Perform presentation at dinners, local libraries, schools, etc.

Storytelling - Work with Creative Narrations on video story telling project, piggybacking on Photo Voice. Use videos in various ways – think big! Partner with local TV station, show in schools, create film festival with discussion panel (estimated cost ~\$8,000).

Focus on the Future Workshop - Workshop to involve legislators and home builders highlighting urban expansion, population growth, sea level rise, drought, flooding.

10 - Regulatory Efficiency Progress Report

January 2018 – paul.r.cereghino@noaa.gov

Priority Objective	Description	Tasks	Work Group
7. Regulatory Efficiency (a) Culvert Replacement Permitting Strategy (b) French Slough Drainage Maintenance Permitting Strategy	(a) Reduce the cost per culvert of regulatory review. (b) Obtain permits for drainage maintenance and test mechanism for more efficient reach scale regulatory assessment.	<ul style="list-style-type: none"> • Summarize regulatory regime • Assess protected resources (water types, etc.) • Scope impacts • Define stewardship approach and document net-gain • Secure permits 	Paul Cereghino (NOAA, lead) Monte Marti (SCD) Erik Stockdale (SnoCo) Dan Evans (SLS) Kirk Lakey (WDFW) Janet Currna (NOAA) Diane Hennessey (Ecology) Frank Nichols (USACE) Morgan Ruff (Tulalip) Sean Curran (SnoCo)

CULVERTS

We had an initial meeting at USACE—with SnoCo, Tulalip, ECY, WDFW, USACE, NOAA all present. The county shared their existing program for quality control and adaptive management in road maintenance. We clarified our current understanding of regulatory processes and have that in writing upon your request. We identified a focus moving forward: 1) clarifying mechanisms for early consultation, particularly with tribes, 2) developing standard methods for describing projects to facilitate review (checklists), and 3) clarify the triggers that create more involved review, and evaluate the ability to submit batches of projects, including low risk projects that don't need federal review.

NEXT STEPS – We will develop the draft culvert project description checklist, which will include key thresholds and information. We will schedule a follow up meeting to refine that checklist and revisit a batching process. We anticipate a 2nd (final?) meeting in Feb-Mar to test assumptions.

DRAINAGE MAINTENANCE

After a check in with some land owners in December, NOAA and DU are agreed to work together to define a project that picks up where the county left off with the Otak report, to chart a course soliciting leadership by the French Creek District. The goal is to define a set of ecological improvement that would be submitted with a maintenance proposal to result in a “self-mitigating” ecosystem management effort. We have completed an initial inventory of water crossings. I have an introduction to ECY staff working on the French Slough TMDL, for the purpose of seeing if that analysis can support design.

NEXT STEPS – DU and NOAA will draft a concept, and then work with District commissioners, staff and partners to refine and implement. This will include working with district contractors to prepare a JARPA for the ecosystem management plan. We may developing an application for NFWF funding Due Jan 30 to help fully engage DU and match NRCS funding. We will need to talk with USACE and ECY and Tribal representatives about the use of the Whatcom Model for drainage planning.

Priority Objective	Description	Tasks	Work Group
8. Reach-scale Plans (a) Lower Skykomish (b) Lower Stillaguamish (c) Snohomish River & Estuary	(a) Lower Sky reach-scale plan (completed Aug 2017) Launch reach-scale plans for: (b) Lower Stillaguamish River in July 2017 (due end of year) (c) Snohomish River & Estuary (combined) January-Nov 2018	<ul style="list-style-type: none"> • Use Sky reach plan template & lessons to develop scope, structure • ID team, key stakeholders (S/H) • Engage S/Hs • Develop draft RP with team • Review/revise draft with S/H input 	(a) Erik Stockdale <i>Anchor QEA</i> (b) Stilly Reach Plan: Erik Stockdale & Kit Crump SnoCo Pat Stevenson stilly <i>AnchorQEA</i> Others TBD (c) Snohomish/Estuary Reach Plan: Erik Stockdale Sno <i>AnchorQEA</i> Others TBD

LOWER STILLAGUAMISH REACH SCALE PLAN

PROGRESS: Schedule adjusted.

- Chapters 1 (Background), 2 (Conditions), 3.1 (Ag), 3.2 (Fish), 4.2 (past progress), 4.3 (funding), and 5 (measuring success) due to Lynn Turner (Anchor QEA, Technical Editor) this Friday (January 12th).
- Other chapters underway.
- January 18 team meeting with authors of Chapter 2 & 3 sections to discuss multi-benefit approaches from various evaluations for Section 3.4; finalize projects listed in Section 4.1 (Cindy Dittbrenner; others interested in attending?)
- Rebecca Samy (PDS Floodplain Planner) writing subchapter on Density Fringe
- Maps continue to be refined as we identify details

NEXT STEPS:

- January 28: Draft Section 3.4 (F3 crosswalk) and 4.1 (progress in reach) due from authors to Lynn Turner.
- Feb 2nd: Draft Chapter 6 (next steps) due from authors to Lynn Turner.
- Feb 9th: First draft delivered to SWM (minus Exec Summary)
- Feb 23rd: County comments due to Lynn.
- March 9: Lynn delivers second draft (External Draft) and first draft of Exec Summary.
- SLS briefing on Stilly reach plan at March meeting (Stillaguamish Tribe)
- Week of March 12 and March 19: Partners review External Draft
- March 30th: Lynn delivers final draft.
- April 2 and April 9: SLS Executive Committee review final draft.
- April 16: Comment resolution meeting.
- April 17-19: Edits TBD based on comments received.
- April 20th: Lynn delivers final reach plan.
- Parallel track: Landowner engagement: Stilly Flood Control District, key landowners.

SNOHOMISH RIVER AND ESTUARY REACH SCALE PLAN

Initial scoping meeting with key County staff: January 18.

More details at the February meeting.