Sustainable Lands Strategy (SLS) Communication and Outreach
With a little help from my friend
What is SLS?

SLS is a forum of organizations, agencies, and individuals that are working to balance the need to restore vital salmon habitat while also protecting the viability of local agriculture in Snohomish County.
What prompted this Near Term Action (NTA)?

10+ years of existence and people still ask “What is SLS?”

We need OUTREACH
What are we doing with this NTA?

Listen
Audio stories from generations affected by lynching.

Watch
A film exploring one family’s painful past and journey south.

Explore
Interactive maps on the impact of lynching.

Learn More
Join our efforts to fight racial injustice today.

The Report
The full report with additional research and materials for educators.

About
More about the project and the Equal Justice Initiative.
What are we doing with this NTA?
What are we doing with this NTA?

CaravanLab
What are we doing with this NTA?

Video Storytelling Workshop
What are we doing with this NTA?
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What are we doing with this NTA?
What are we doing with this NTA?
What has slowed us down?
## Outreach Timeline

<table>
<thead>
<tr>
<th>Winter 2020</th>
<th>Spring/Summer 2021</th>
<th>Fall 2021</th>
<th>Winter 2021/2022</th>
<th>Spring 2022</th>
<th>Summer 2022</th>
<th>Fall 2022</th>
<th>Winter 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SLS Website</strong></td>
<td>Release RFP for web production</td>
<td>Website development</td>
<td>Website development</td>
<td>Website finalized</td>
<td>Website reveal</td>
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<tr>
<td><strong>Animation</strong></td>
<td>Release RFP for animation production</td>
<td>Animation complete</td>
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<tr>
<td><strong>Floodplains Video</strong></td>
<td>Release RFP for web and video production</td>
<td>Find Participants for video / filming</td>
<td>Video production</td>
<td>Video complete</td>
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<tr>
<td><strong>Outreach Materials</strong></td>
<td>Create event materials (buttons, stickers, handouts)</td>
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<tr>
<td><strong>Engagement and Outreach Events/Workshops</strong></td>
<td>• Host table at Everett Farmers Market and others • Fair Outreach (COVID dependent)</td>
<td>• Focus on Farming presentation</td>
<td>• Video Storytelling virtual workshop • Country Living Expo presentation</td>
<td>• Film showings with participant panel (x2) • Virtual Adaptive Mgmt Farm Tours (x3) • Host table at Farmers Markets</td>
<td>• Snohomish Basin BBQ (video showing)** • Host table at Farmers Markets</td>
<td>• Farm-to-Table Dinner and Tour • Puget Sound Farm, Fish, Flood Workshop</td>
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<tr>
<td><strong>Consumer Survey</strong></td>
<td>Create survey</td>
<td>Analyze survey results</td>
<td>Present survey results to producers</td>
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<tr>
<td><strong>Quarterly Newsletter</strong></td>
<td>Newsletter #1 Newsletter #2 Newsletter #3</td>
<td>Newsletter #4 Newsletter #5</td>
<td>Newsletter #6 Newsletter #7 Newsletter #8 Newsletter #9</td>
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### Funding

- **NTA Funding**
- **FbD Funding**
- **TBD Funding**
KEEP CALM AND HURRY UP AND WAIT
Thank you!
Any Questions