

Sustainable Lands Strategy (SLS) –

<http://www.farmfishflood.org>



Purpose:

Weaving local cultures together and finding ways to sustain and benefit them in a changing future.

Vision:

Healthy and vibrant cultures and ecosystems in our watersheds with economically viable agriculture and fisheries.

Mission:

Setting the table to develop understanding, relationships, and strategies to create and achieve a shared vision and beneficial outcomes for our watersheds.



Outreach Timeline

NTA Funding	Mixed Funding
Fbd Funding	TBD Funding

	Winter 2020	Spring/Summer 2021	Fall 2021	Winter 2021/2022	Spring 2022	Summer 2022	Fall 2022	Winter 2022
SLS Website	Release RFP for web production		Website development	Website development	Website finalized	Website reveal		
Animation	Release RFP for animation production		Animation complete					
Floodplains Video	Release RFP for web and video production	Find Participants for video/filming	Release RFP for video production	Find Participants for video/filming	Video Production	Video Complete		
Outreach Materials	Create event materials (buttons, stickers, handouts)						Create legislative outreach materials	
Engagement and Outreach Events/Workshops		<ul style="list-style-type: none"> Host table at Everett Farmers Market and others Fair Outreach (COVID dependent) 	<ul style="list-style-type: none"> Focus on Farming presentation 	<ul style="list-style-type: none"> Video Storytelling virtual workshop Country Living Expo presentation Cultivating Success 	<ul style="list-style-type: none"> Film show ings with participant panel (x2) Virtual Adaptive Mgmt Farm Tours (x3) Host table at Farmers Markets 	<ul style="list-style-type: none"> Snohomish Basin BBQ (video show ing)** Host table at Farmers Markets 	<ul style="list-style-type: none"> Farm-to-Table Dinner and Tour Puget Sound Farm, Fish, Flood Workshop 	
Consumer Survey	Create survey	Survey sent via farmers markets, CSAs, and co-op	Analyze survey results	Present survey results to producers				
Quarterly Newsletter	New sletter #1	New sletter #2 Newsletter #3	Newsletter #4	New sletter #5	New sletter #6	New sletter #7	New sletter #8	New sletter #9

Sustainable Land Strategy (SLS) Outreach through FbD

Communications and Outreach - \$60K

- Farm to Table Dinner (Summer BBQ)
- Video Production - The Story of Living in the Floodplain
- SLS Website
- Digital Storytelling Stipends for Snohomish Basin participants
- SLS Partner Meetings and Engagement

Fall 2020-Fall 2022 - focus on broader engagement with local community



Sustainable Land Strategy (SLS) Outreach through NTA

Communications and Outreach - \$175K

- ~~Farm to Table Dinner~~
- Multi-Media Website / SLS Website
- Digital Storytelling
- Workshops and Presentations
 - Salish Sea Conference – April 2022 (app submitted)
 - Cultivating Success – January/February 2022 to present on the Consumer Survey Data

Fall 2020-Fall 2022 - focus on broader engagement with local community



New SLS Website



Watch

A video exploring one county's efforts to move from combative to collaborative land use planning in the Puget Sound



Listen

Audio stories from people with deep connections to the land and its well-being



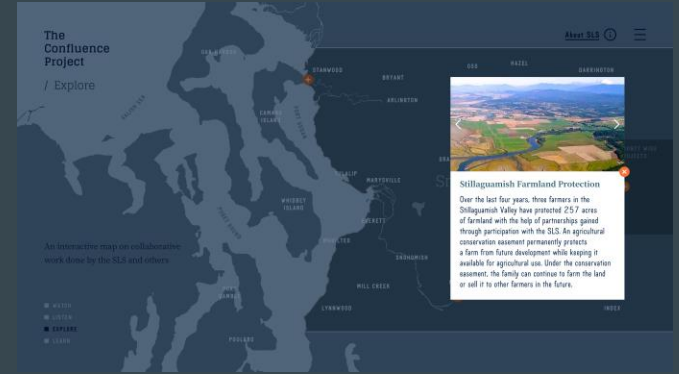
Explore

An interactive map on collaborative work done by the SLS and others



Learn

Article on the history of the land in Snohomish County and why the SLS was created



Consumer Survey

Where do you buy your food and why?

Take our 15-minute survey about food purchasing choices and be entered into a **\$75 prize draw** for a credit at a Snohomish County farmers market, CSA, or farm stand.



This study is being conducted by researchers at The University of British Columbia in partnership with the Snohomish County Sustainable Lands Strategy. The Principal Investigator is Dr. Kai Chan. *If you choose to "like", "follow", or comment on posts about this study on social media, you may be publicly identified with the study.*

Floodplain Video



Input on Floodplain Video

Who are the most representational voices for the floodplain in/near the Lower Skykomish / Snohomish River Basin?

Michele Spector (behind Fern Bluff), Jon Schweigler, Chris G., - would be good to ask Brett and Adrienne as they just spoke with a bunch of Mann Rd landowners

Andy Werkoven?

Landowners! I think it's important to get the more technical side of the story as well, but emotional stories pack a bigger punch and will move more towards change. ie Chris Groenfeld

Check the CFS landowner tracking sheet for potential landowner names (including Ms. Finley - Mann Road)

Who needs to be involved in telling the story of the floodplain from the agency, government, and nonprofit side?

Snohomish County, potentially search and rescue or other safety-type team.

← That is an interesting idea

Aaron Kopp - Skykomish flooding

Note that the search and rescue community hasn't really been a part of our work to date, so we would need to get their buy-in on the CFS approach, which I think is a good idea. I think some SnoCo folks have been in communication with Dept of Emergency management.

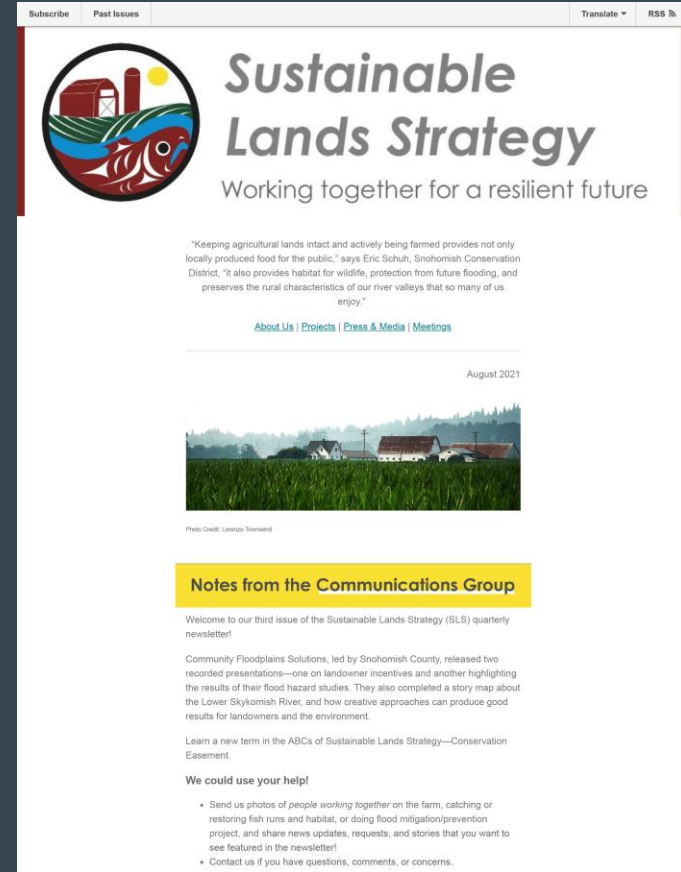
City of Sultan?

City of Monroe?

SLS Quarterly Newsletter


Updates on SLS Partner Projects

- Next issue – November 30, 2021
- Deadline to submit updates/stories is Friday, November 12, 2021
- Sno Co Interactive Floodplain Map
- Digital Storytelling Ask
- <https://mailchi.mp/3058e21b4cd4/sls-newsletter-q3>



The screenshot shows the homepage of the Sustainable Lands Strategy (SLS) quarterly newsletter website. At the top, there are navigation links for "Subscribe", "Past Issues", "Translate", and "RSS". The main header features a circular logo on the left depicting a red barn, a yellow sun, green hills, and a blue fish. To the right of the logo, the text reads "Sustainable Lands Strategy" in a large, bold, dark grey font, followed by the tagline "Working together for a resilient future" in a smaller, lighter grey font. Below the header, there is a quote from Eric Schuh, Snohomish Conservation District, about the benefits of agricultural lands. A navigation bar with links for "About Us", "Projects", "Press & Media", and "Meetings" is positioned below the quote. The date "August 2021" is displayed on the right side. A photograph of a farm with several white buildings and green fields is shown below the date. A yellow banner with the text "Notes from the Communications Group" is located below the photo. The main content area contains a welcome message, information about Community Floodplains Solutions, a new term "Conservation Easement", and a section titled "We could use your help!" with a bulleted list of requests for photos, news updates, and contact information.

Subscribe Past Issues Translate RSS



Sustainable Lands Strategy

Working together for a resilient future

"Keeping agricultural lands intact and actively being farmed provides not only locally produced food for the public," says Eric Schuh, Snohomish Conservation District, "it also provides habitat for wildlife, protection from future flooding, and preserves the rural characteristics of our river valleys that so many of us enjoy."

[About Us](#) | [Projects](#) | [Press & Media](#) | [Meetings](#)

August 2021




Photo Credit: Lorenzo Townsend

Notes from the Communications Group

Welcome to our third issue of the Sustainable Lands Strategy (SLS) quarterly newsletter!

Community Floodplains Solutions, led by Snohomish County, released two recorded presentations—one on landowner incentives and another highlighting the results of their flood hazard studies. They also completed a story map about the Lower Skykomish River, and how creative approaches can produce good results for landowners and the environment.

Learn a new term in the ABCs of Sustainable Lands Strategy—Conservation Easement.

We could use your help!

- Send us photos of people working together on the farm, catching or restoring fish runs and habitat, or doing flood mitigation/prevention project, and share news updates, requests, and stories that you want to see featured in the newsletter!
- Contact us if you have questions, comments, or concerns.

Water Discussion / Carbon Crushers

Climate change discussion tied to the Project
Drawdown Framework

- Too much water - flood
- Too little water - drought

Tuesday, November 9, at 7pm

Zoom Meeting

<https://snohomishcd.org/carbon-crushers>



Asks of the SLS Partners

- Support and engagement for the communication plan
- Names of people you believe to be champions of SLS and representational voices for Fish, Farm and Floodplain
- Utilization of the tools we create
- Continued funding sources - always think of communication in grant asks
- Early communication of things that seem pertinent to SLS
 - Farmland up for sale
 - Fall flood damage
 - Salmon projects
 - Grants
- Who needs to hear these stories?
- FarmFishFlood.org - advocacy

Reach out to us

- Lindsey Desmul, Department of Fish and Wildlife, Region 4
 - Lindsey.desmul@dfw.wa.gov
 - 206-496-9142
- Kari Quaas, Snohomish Conservation District
 - kquaas@snohomishcd.org
 - 425-377-7021

