California Fish Passage Forum 2019 Work Plan

**Outreach and Education Committee**

**Chair(s):** Alicia Marrs

**Members:** Anne Elston, Anna Halligan, Alex Jones, Megan Sheely and Natalie Staufer-Olsen

The California Fish Passage Forum Outreach and Education Committee addresses high priority outreach actions associated with Forum initiatives. Working with Forum committees and working groups, this committee develops short- and long-term strategic actions to advance understanding, awareness, and appreciation of the role of the Forum in making strategic investments in fish passage barrier removal in the State of California.

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| **GOAL #1. Engage counties and local restoration consortiums in Forum activities** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status** |
| **Task #1:** Co-host a workshop/session or activities with:   * SRF Annual Meeting 2019 * 2019 AFS/TWS Conference in Reno, NV * Other opportunities? | April 2019  Sept 29 – Oct 3, 2019 | NA | Alicia Marrs, Anne Elston, Anna Halligan | **Completed.**  Anne and Alicia presented a poster and showed a ppt preview of FISH*Pass* during the poster session at SRF 2019.  Brett Holycross and Alicia gave a presentation on FISH*Pass* and the Forum at the National AFS Meeting in Reno, NV Oct 3 2019. |
| **Task #2:** Conduct a data call to request PAD and cost data updates to better inform FISH*Pass*. | June 2019 | NA | Anne Elston, Alex Jones | **Completed.**  Worked with the S&D Committee to reach out directly to partners/stakeholders that have this information. |
| **GOAL #2: Maintain and improve the Forum website.** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status** |
| **Task 1:** Maintain the Forum website and intranet on a weekly basis so that content is relevant and updated. | Ongoing | NA | Alicia Marrs, Alex Jones | **Ongoing/Completed.**  Site is maintained weekly.  Alex is helping Alicia track down missing historic documents. |
| **GOAL #3: Develop and update fact sheets and briefing documents on the Forum and fish passage accomplishments and priorities** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status** |
| **Task 1.1:** As new information becomes available from PAD, update the strategic framework and Forum documents with new information and tables and post to the website; particularly as it relates to progress associated with barrier remediation numbers | December 2019 | NA | Alicia Marrs, Anne Elston | **Complete.**  2018 update completed Jan 2019 and Alicia worked with NFHP staff and Kate Sherman to get updated documents etc. on NFHP website. |
| **Task 1.2:** Host a CA Fish Passage Summit in the winter of 2019-2020 to convene entities working on fish passage barrier remediation in the state, and develop enhance strategies for collaboration, data sharing, and tracking of progress | Sometime in 2020 | $15K has been requested | Alicia Marrs, Anna Halligan | **Incomplete.**  Funding was not received by any of the NFHP FHPs through the MSCG program this year. This project has been put on hold pending other funding options. |
| **GOAL #4: Ensure NFHP-funded Forum project outcomes are available.** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status** |
| **Task 1.1:** Solicit biennial updates on Forum-funded projects, and update Forum public website and intranet. | Twice Annually (May & November) | NA | Alicia Marrs | **Ongoing.**  Alicia created a new JotForm and sent out emails requesting updates from each of the projects. She is also creating a new spreadsheet to track these projects (contact info, status etc.) and will post on intranet.  We decided to request progress updates three times/year (April 1, Aug 1, Dec 1) to correspond with USFWS and NFHP reporting requirements |
| **Task 1.2:** Create webpage on Forum intranet to house progress reports from NFHP-funded projects. | January 2019 | NA | Alicia Marrs | **Completed**  Completed Jan 2019. Updating as progress reports are received. |
| **GOAL #5: Promote Forum products and deliverables.** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status/Comments** |
| **Task 1.1:** Produce three monitoring case studies in 2019 | December 2019 | NA | Alicia Marrs | **Incomplete.**  Waiting on direction from the S&D Committee. |
| **Task 1.2:** Produce periodic email blasts/updates to Forum listserv about Forum led products/activities, and those of Forum member organizations. | December 2019 | NA | Alicia Marrs | **Ongoing.** |
| **Task 1.3:** Introduce FISH*Pass* to fish passage remediation experts throughout the United States, with a focus on California, once production of the online tool is complete  **Task 1.3(a):** Webinars  **Task 1.3(b):** Targeted training roadshow | December 2019 | NA | Alicia Marrs | **Completed.**  Rollout strategy has been developed.  Ecotrust handed off the tool to PSMFC and the S&D Committee and FPWG worked to refine it for release Oct 2019.  October 24 webinar conducted. More than 40 participants and recording is posted on Forum website. |
| **Task 1.4:** Produce an annual report describing the Forum’s work to advance fish passage barrier remediation accomplishments in California | December 2019/January 2020 | NA | Alicia Marrs | **Completed.**  2018 report was developed using last year’s template. |
| **Task 1.5:** Nominate a project to 2019 NFHP Waters to Watch. If selected develop/execute outreach strategy to promote project and its partners. | December 2019 | NA | Alicia Marrs | **Completed**  Per the Forum’s nomination, Alicia submitted Upper Green Valley Creek and it was selected to the 2019 Waters to Watch. It was announced July 2019 and amplified by CFPF partners (USFWS SW & CalTrout) |
| **Task 1.6:** Evaluate current Forum outreach materials (ie branding/style guide, fact sheet, handouts) and update as needed. | Fall 2019 | TBD | Alicia Marrs | **Ongoing.**  Alicia created a new interim fact sheet for use at SRF and has updated periodically. Alex created some youth focused outreach materials for the Coleman National Hatchery Fish Festival in October.  Considering developing a style guide before developing other formal outreach materials. |
| **GOAL #6: Goal #6: Collaborate with the Pacific lamprey FHP (PLFHP), PMEP and WNTI (and other coastal FHPs) to achieve mutual goals.** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status** |
| **Task 1.1.** Work with PLFHP to support First Pass Barrier Assessment for Pacific Lamprey in the Sacramento Basin project | December 2019 | TBD | Alicia Marrs | **Partially Complete.**  The Forum decided to fund a portion of this project with the additional FY19 NFHP funds. This project has been dogeared for additional funding if/when the Forum has funding available in 2020. |
| **Task 1.2:** Coordinate with other FHPs on outreach activity (film festivals and NFHP booth) at AFS/TWS 2019 in Reno, NV (related to Goal #1 Task 1.1) | Sept 29 – Oct 3, 2019 | NA | Alicia Marrs | **Ongoing**.  Alicia developed web form for film submissions for the festival. Alicia is part of the festival planning and film review team. Also had an abstract accepted to give presentation on the Forum and FISH*Pass.* |
| **Task 1.3:** Participate with PMEP and PLFHP in a tidegate summit in 2020; between now and then, work with them to plan, obtain science and data, etc. | December 2019 | $60,000 across all three FHPs | Alicia Marrs | **Ongoing.**  Alicia is working with PMEP and PLFHP on this project. Brett and Damon are the current Forum reps for the Inter-FHP working group). GIS work by PSMFC and USFWS is underway. Summit planned for September29-30, 2020 at TNC Oregon’s Portland office. |