California Fish Passage Forum 2020 Work Plan

**Outreach and Education Committee**

**Chair(s):** Alicia Marrs

**Members:** Anne Elston, 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 partner on outreach activities with: * World Fish Migration Day (May 16)
* Coleman Return of the Salmon Fest (Oct)
* Other opportunities?
 | Ongoing | NA | Alicia Marrs, Anne Elston, Alex Jones | Open to adding other events as opportunities arise. |
| **Task #2:** Conduct a data call to request PAD and cost data updates to better inform FISH*Pass.* | Ongoing (at least 2x/year) | NA | Anne Elston, Alex Jones | Consider focusing on tide gates and fish passage facilities in 2020. Contact Brett about the GIS data collection for the BTC project. |
| **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.* Consider adding a page focused on youth outreach/education surrounding fish passage
 | Ongoing  | NA | Alicia Marrs | Site is maintained weekly. |
| **Task 2:** Migrate Forum website from Wix to WordPress | July 2020 | NA | Alicia Marrs | Alicia will work with PSMFC and the rest of the E&O Committee to complete this task. |
| **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 2020 | NA | Alicia Marrs, Anne Elston | Anne will send Alicia updates for 2019 in Feb 2020 |
| **Task 1.2:** Continue to explore the concept of hosting a CA Fish Passage Summit 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 2021 | TBD | Alicia Marrs, Alex Jones | Explore funding/partnership options within Forum member organizations, other FHPs, and partners. |
| **GOAL #4: Ensure NFHP-funded Forum project outcomes are available.** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status** |
| **Task 1.1:** Solicit triannual updates on Forum-funded projects, and update Forum public website and intranet. | Three Times Annually (April 1, Aug 1, Dec 1) | NA | Alicia Marrs | Upon receiving notification of funding from the Forum, recipients are provided with information on these reporting deadlines etc. |
| **Task 1.2:** Build out the Forum intranet with progress/final reports from past NFHP-funded projects.  | Ongoing  | NA | Alicia Marrs | Alex is continuing to help Alicia track down missing past reports and other documents. |
| **Task 1.3:** Update the NFHP Project Tracking Database with information from progress and final reports as received. | Ongoing | NA | Alicia Marrs |  |
| **GOAL #5: Promote Forum products and deliverables.** | **Timeline** | **Funding** | **O&E Committee Contact** | **Status/Comments** |
| **Task 1.1:** Produce three monitoring case studies in 2020 | December 2020 | NA | Alicia Marrs, Alex Jones | Will work with members of the S&D Committee to identify potential case studies |
| **Task 1.2:** Produce periodic email blasts/updates to Forum listserv about Forum led products/activities, and those of Forum member organizations. | December 2020 | NA | Alicia Marrs | Ongoing.  |
| **Task 1.3:** Continue targeted outreach for FISH*Pass* to fish passage remediation experts throughout the United States, with a focus on California, implementing elements in the FISH*Pass* rollout strategy including: **Task 1.3 (a):** Webinar trainings **Task 1.3 (b):** Targeted training roadshow **Task 1.3 (c):** Information sharing with other FHPs/groups also working on similar tools | December 2020 | NA | Alicia Marrs | **Task 1.3(b):** holding a FISH*Pass* demonstration and training in Santa Cruz in conjunction with Winter Forum meeting**Task 1.3(c):** Webinar presentation/discussion with Oregon TNC on their tide gate optimization decision support tool with PMEP and the Inter-FHP BTC Working Group.  |
| **Task 1.4:** Produce an annual report describing the Forum’s work to advance fish passage barrier remediation accomplishments in California | February 2020 | NA | Alicia Marrs | 2019 Annual Report under development |
| **Task 1.5:** Nominate a project to 2020 NFHP Waters to Watch (which will be announced by NFHP in concordance with World Fish Migration Day (May 16, 2020). If selected develop/execute outreach strategy to promote project and its partners. | May 2020 | NA | Alicia Marrs | W2W 2020 Nominations are due Feb 28 |
| **Task 1.6:** Evaluate current Forum outreach materials (ie branding/style guide, fact sheet, handouts) and update as needed. Including refining the youth outreach materials that Alex developed for Coleman | Spring 2020 | TBD | Alicia Marrs |   |
| **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 2020 | TBD | Alicia Marrs | 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 activities. | December 2020 | NA | Alicia Marrs | The Forum submitted  |
| **Task 1.3:** Participate with PMEP and PLFHP in a tide gate summit in 2020; between now and then, work with them to plan, obtain science and data, etc. as part of the Barriers to Tidal Connectivity (BTC) project (MSCG 2019) | December 2020 | $60,000 across all three FHPs | Alicia Marrs | Alicia 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. Webinar being hosted Feb 10 for the Inter-FHP Working Group that will include a presentation on Oregon TNC’s tide gate decision support tool (also based on OptiPass). Forum S&D Committee was also invited. BTC Summit planned for September29-30, 2020 at TNC Oregon’s Portland office. |