

Regional Communications Team - Collective Outreach summary 2017

category	issue/promotion/goal	audience (s)	tool/venue	organizations
Connect People To Nature/Access	Bay Nature magazine articles	EVERYONE - locals, Bay Area residents	web, email, social media	Bay Nature
	Ask the Naturalist	EVERYONE - locals, Bay Area residents, JV partners	web, email, social media	Bay Nature
	Bay Nature Hikes	locals	web, email, social media	Bay Nature
	Trailfinder 2.0 app	bay area residents	social, email, print	Bay Nature
	Refuge Events and programs	surrounding communities	films, social media, print	USFWS
...	expand awareness about value of wetlands/habitat	electorate, elected	project tours, newsletter, hill visits, fact sheet	SFBJV
Partner participation/	Data entry - Project Tracker/Eco Atlas	JV partners	workshops, direct calls, meetings, summary reports and maps (products of tool that serve as incentive)	SFBJV, SFEI
	Awareness of Refuges	SF Bay residents	websites social media, live cam, newsletter, stories in news outlets, fairs	USFWS
	Bay Nature Event Calendar	SFBJV community to submit and resident/visitors to be aware or	social media, email	Bay Nature - and any who have things to post
self/organization promotion	SFBJV IP revision	partners - understand it and use it	tbd ... committee meetings	SFBJV
	2017-22 Strategic plan	legislators,	social media, leg relations, digital assets	SCC*
	Estuary Blueprint	Partners/interested public	conferences, social media, direct email/traditional media, website, ?	SFEP
	Plan Bay Area	Interested Public, Elected Officials, Advocacy Groups	Comment letters, emails, meetings	SCC?*
	celebrate and promote JV partner accomplishments	partners, electeds, Bay Area electorate	video shorts, events, featured partner/project, newsletter, website,	SFBJV
	Project Tracker - data entry	SFBJV project managers	trainings, newsletters, direct calls, meetings	SFBJV with SFEI and CVJV
	Need for Volunteers	communities surrounding refuge	outreach events, social media, websites	USFWS
	Current Coastal Conservancy efforts/news	stakeholders, general public	FB, Twitter, INstagram	SCC
Human Disturbance	Impacts	surrounding communities	signage, Env Ed,	USFWS
	wildlife disturbance	regulators, planners, designers	information sharing, alternative design options	SFBJV - Beth
	wildlife disturbance	trail and waterway users, access advocates	publications/stories, alignment maps, signs, brochures	SFBJV - Beth
	invasive plants reduction	adjacent landowners		USFWS*
	reduction of predators/mice	neighboring cities/Farallon Islands	pamphlets, tours, EE/local media news,	USFWS
Enviro Justice	Public Access/Social Equity	Low income community, electeds	strategic plan, community outreach	State Coastal Conservancy
	Increasing Diversity in Conservation	young, early career scientist	internships	Pt Blue Cons Science, SCC
	low cost accommodations	legislators, "public"	Leg relations, media	*SCC
	Incorporating Environmental Justice in Conservancy work	conservancy staff, partner agency staff (SFEP Waterboard)	brownbag lunch series	SCC

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Restoration Projects	Making Stream restoration climate smart	restoration planners, managers	workshop, planning tool, website	Pt Blue Cons Science
	Community Based Restoration	teachers, schools, landowners, community	STRAW, website, social media, workshops	Pt Blue
	Habitat Restoration Projects	Bay Area NGOs, funders, "general public"	EcoAtlas, Project Tracker, Embedded maps, websites	SFEI, SFBJV, ...
	Conserve Wetlands for shorebirds and people	Conservation groups, scientists and funders	workshops, website publications	Pt Blue
	Tidal Marsh Restoration	donors	science news, email	Pt Blue
	wetland restoration - overall support	residents, kids	local media, interpretive programing and Env Ed	USFWS
	Sediment Management/Sedimatch	Flood Control Agencies, Dredgers, Bay Agencies	social media, meetings, online tools, newsletters	SFEI, SFBJV
	Lessons learned in climate projects - SLR, overcoming obstacles, coastal access)	SLR planners, grantees, local stakeholders	climate ready webinar series	SCC
climate change related	Climate Change (and SLR)	regulators, local governments	maps, scenarios that illustration decisions	Beth*/SFBJV
	Impacts to Alameda County and Adaptation Planning	Alameda County Staff	Climate Ready Technical Assistance Grant Workshop Series	SCC
	Climate Science Literacy	Bay Area Educators	Bay CLIC database, science news email, teacher trainings	Pt Blue
	SLR Adaptation	Bay Agencies, Counties, Cities	ONline Tools (map viewers) social media, reports	SFEI
	Resilient by Design Challenge	designers, architects/ science community	online, meetings, events,	SFEI with others
... tools for planning	Resilience Strategies	EVERYONE -	Resilience Atlas, Printed Reports	SFEI*
	SLR tools - (Lifting the Fog)	planners, local jurisdictions, organization planners	revamp of website and lifting the fog matrix	?*
	Optimizing Data Management	Public agencies, private interests, policymakers	white paper, legislation, conferences	SFEI
	Tool Facilitation and Development	South Bay Salt Pond restoration, SFEP, BCDC, other partners	web sites, newsletters, GIS tools, training	SFEI
Green INfrastructure	promoting a variety of designs/options (stormwater programs)	media, planners, scientists, coastal managers	onsite visits, social media, online tools publications/ media, workshops, printed reports	SCC*, Pt Blue*, (SFEI)
	urban greening	non-profits, planners	grants, project profiles	SCC
	urban greening that addresses climate impacts	LA - possibly soon SF - elected and "general public"	website, story map	SCC
Funding	Bond Funding	legislators,	social media, leg relations	SCC
	secure \$ for JV	legislators, Bay Area voters, homeowners, college students, businesses along S Bay	tours, wetland restoration IS working video shorts campaign, Hill visits	SFBJV
	SF Bay Restoration Authority	Bay Area Stakeholders, ngos electeds	website, local media,email	SCC
	For project Delivery - as an appropriation	congress, administration, advocates	project stats, maps, budgets, accomplishment summaries, fact sheets	SFBJV
other	Forage Fish Protection from Overharvest	Ocean Managers, Fishermen	publications, working groups,	PT Blue
	Rangeland Conservation for H2O storage and wildlife and carbon sequestration	Private Landowners	person-person training, workshops, website	Pt Blue

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	Bay Delta Connectedness	Peers & Colleagues		Friends for Estuary *
	Highway 37 Widening/Realignment Project	MTC, elected officials, county planners	maps, vision document/ statement for SP Bay wetlands, vision alternatives for transportation issues that solve traffic and promote wetland restoration	SFBJV with many others
	Nutrients	Sanitations District, related partners	regional monitoring program, print publication	SFEI
	Trash Monitoring	stakeholders - including WQ non-profits, waste management agencies and storm water? agencies	conferences, sites	SFEI*
	Whale Ship Strikes	Bay Area Residents	media - print and social	Pt Blue
	Fishing Line Entanglement	Fishermen, public	website, social, email	Pt Blue
	Fresh Water Flows	Elected Officials	Events Meetings Newsletters	SFEP
		Interested Public,	Social media, newsletters, talks	SFEP