

Southern Resident Killer Whale Executive Order Immediate Action Report June 14, 2018

Executive Order Task	
Prioritize existing outreach resources to support Southern Resident recovery. Collaborate with the Governor's Office to develop a public education program and identify needed resources.	

Completion Date	July 1, 2018		
Lead Agency	Puget Sound Partnership		
Agency Contact	Cathy Cochran	Agency Contact E-mail	cathy.cochrane@psp.wa.gov
Supporting Agencies, if applicable	Washington Department of Fish and Wildlife (WDFW) Governor's Salmon Recovery Office (GSRO) Washington State Parks and Recreation Commission (WSPRC) Washington State Department of Licensing (DOL)		

Outcomes/Progress Narrative	
<p>The Governor's Office in May convened a meeting of the supporting agencies and discussed the following issues:</p> <ul style="list-style-type: none"> • Development of consistent messages about topics that potentially involve conflicting opinions • Need for orca recovery messages that resonate with people in Eastern Washington • Opportunities to amplify individual agency outreach and education events relating to orca recovery • Need for task force and agencies of situational awareness: news coverage and public comment regarding orca recovery and issues affecting orca recovery • Coordination of orca recovery information posted to agency websites and sharing of resource links • Availability of agency support for task force communications and orca recovery outreach and education • Availability of Governor's Office outreach and education staff to support orca recovery <p>The communications support group met again June 7 and will continue to meet every other week to discuss and guide outreach and education efforts.</p> <p>COLLABORATIVE ACCOMPLISHMENTS</p> <p><u>Media and Events</u></p> <ul style="list-style-type: none"> • Orca Awareness Month kickoff event. Les Purce and Stephanie Solien were the featured speakers at this event, held in Seattle's Golden Gardens Park. 	

- [Town Hall Seattle](#), featuring a lecture by Jason Colby, author of “How we came to know and love the orca.” Les Purce spoke about the Governor’s Executive Order, the orca situation, and goals of the Task Force and participated in audience Q&A
- The Seattle Times published an [editorial by Governor Inslee](#) highlighting the threat to orcas and salmon posed by the Kinder Morgan Pipeline purchase by the Canadian government
- Federal decision makers received education about the orca situation via [Puget Sound Day on The Hill](#) (May 23) and Salmon Day on The Hill (June 12). A contingent of organizations and agencies concerned about Puget Sound recovery, as well as statewide salmon recovery and orca recovery, travelled to Washington D.C. to meet with federal agency representatives and elected officials.
- The Puget Sound Partnership has established a shared electronic resource of link to media coverage about orca recovery. Anyone with the following link can access the Word file, updated weekly by Partnership staff:
<https://pspwa.box.com/s/92p59m25qwtqaup3opczjm91myif7u2>

Shared resource for talking points and speeches

- Puget Sound Partnership staff are supporting the co-chairs in developing a library of speeches and talking points.
- GSRO volunteered to work with the Governor’s Office to develop messaging and talking points about specific topics related to statewide salmon recovery.

Central distribution point for sharing information

- The Puget Sound Partnership volunteered to establish an email distribution list via GovDelivery for people interested in receiving information about orca recovery, the task force, and the executive order. The Partnership distributed the sign up link to all supporting agencies for posting on agency websites and in other materials.
- GovDelivery sign up link [Sign up for information on the Southern Resident Orca Task Force](#)

Coordinated strategies and actions

- Parks volunteered to manage a communications plan that lists suggested outreach and education actions proposed by the group.
- Ecology volunteered to research and propose effective social media hashtags that interested parties could use to amplify social media posts for orca outreach and education.
- A standing agenda item on upcoming communication meetings will be a round robin to hear about planned blogs and social media posts that all can collaborate in sharing and amplifying. Advance notice helps ensure wider participation in sharing.
- Ecology and the Partnership will meet with the [Puget Sound Starts Here](#) steering committee to discuss the possibility of involving that campaign to guide the public in taking individual action to protect and recover Puget Sound. On the east side of the state, Ecology has the [Washington Waters](#) campaign, which could potentially be used similarly to PSSH.

Expanding to a broader communications network

- By July 1, the agency support communications group plans to call together communications professionals from the interested parties email distribution list to collaborate in broadening and coordinating orca recovery outreach and education.