

Let's Get Connected – Tools for Getting Meaningful Public Input and Participation

A Workshop at the 34th Annual Salmonid Restoration Conference held in Fortuna, CA from April 6-9, 2016

+ Workshop Overview

- Workshop Coordinators:
 - Anna Halligan, Trout Unlimited
 - Natalie Arroyo, Senior Planner at Redwood Community Action Agency, City Councilwoman in Eureka CA, and SRF Board Member

Many of us in the world of watershed work find ourselves needing public input. It may be a grant requirement, or perhaps it is key to implementing a project with public support. Often, we don't have the best tools to describe our work to the general public, receive feedback and ideas, and get buy-in from the people who are affected most. This workshop will help to define the issues many of us face, will provide guidance about how to reach the public with an emphasis on the hardest-to-reach audiences, will provide demonstrations of helpful facilitation techniques, and will give you a chance to practice them. At the beginning of the workshop, we will use a real-world scenario as practice for our day. We will get up, move, talk to one another, and hear each other's ideas, all while practicing and modeling effective public process. You'll come away with techniques for spreading the word more broadly and handling the challenges of "talking fish" (or insert your specialty here) with total strangers!



Presentations (Morning)

(Slide 5) What keeps people from participating in recovery efforts?

(Slide 9) Elements of Diagnosis and Design, Anna Halligan, Trout Unlimited

(Slide 23) Compassionate Communication, Steph Wald, Watershed Projects Manager, Central Coast Salmon Enhancement

(Slide 32) The Mattole Field Institute: An Incidentally Novel Approach to Engaging the Public in a Rural Watershed, Flora Brain, Mattole Restoration Council

(Slide 56) Bridging the Divide Between Policy and People
Jennifer Savage, California Policy Director, Surfrider Foundation

(Slide 72) How Service Programs Create a Legacy of Stewardship
Jennifer Catsos, Director, AmeriCorps Watershed Stewards Project

(Slide 87) Building Trust Within a Project Area Through Meaningful Public Engagement and Outreach,
Sara Schremmer, Program Manager, SRF

(Slide 110) Involving Multiple Landowners in a Large Scale Restoration Projects, Doreen Hansen,
Humboldt County Resource Conservation District

(Slide 118) Rollout of the SONCC Coho Salmon Recovery Plan: the Vision and Lessons Learned, Julie Weeder, SONCC Coho Salmon Recovery Coordinator, NOAA Fisheries

What keeps people
from participating in
recovery efforts?



Basic but important:

1. Primary language other than English (either no language interpretation provided or ineffectual interpretation)
2. Too much “technical-ese” – 5th grade English is **golden**
3. Barriers to participation – physical (not accessible), logistical (far from transit or town, no childcare), cultural (not relevant, goes against norms, offends)
4. There is no way for people to give real meaningful input because it’s too late in the game or their input really isn’t wanted

Who's your audience?



Adapt or miss out:

- Technology
- Preparation and thinking carefully about what you want to achieve and tools to get you there
- Cultural understanding and historical trauma
- Do you need to call a public meeting?
Consider the alternatives!



Anna Halligan
North Coast Coho Project
ahalligan@tu.org

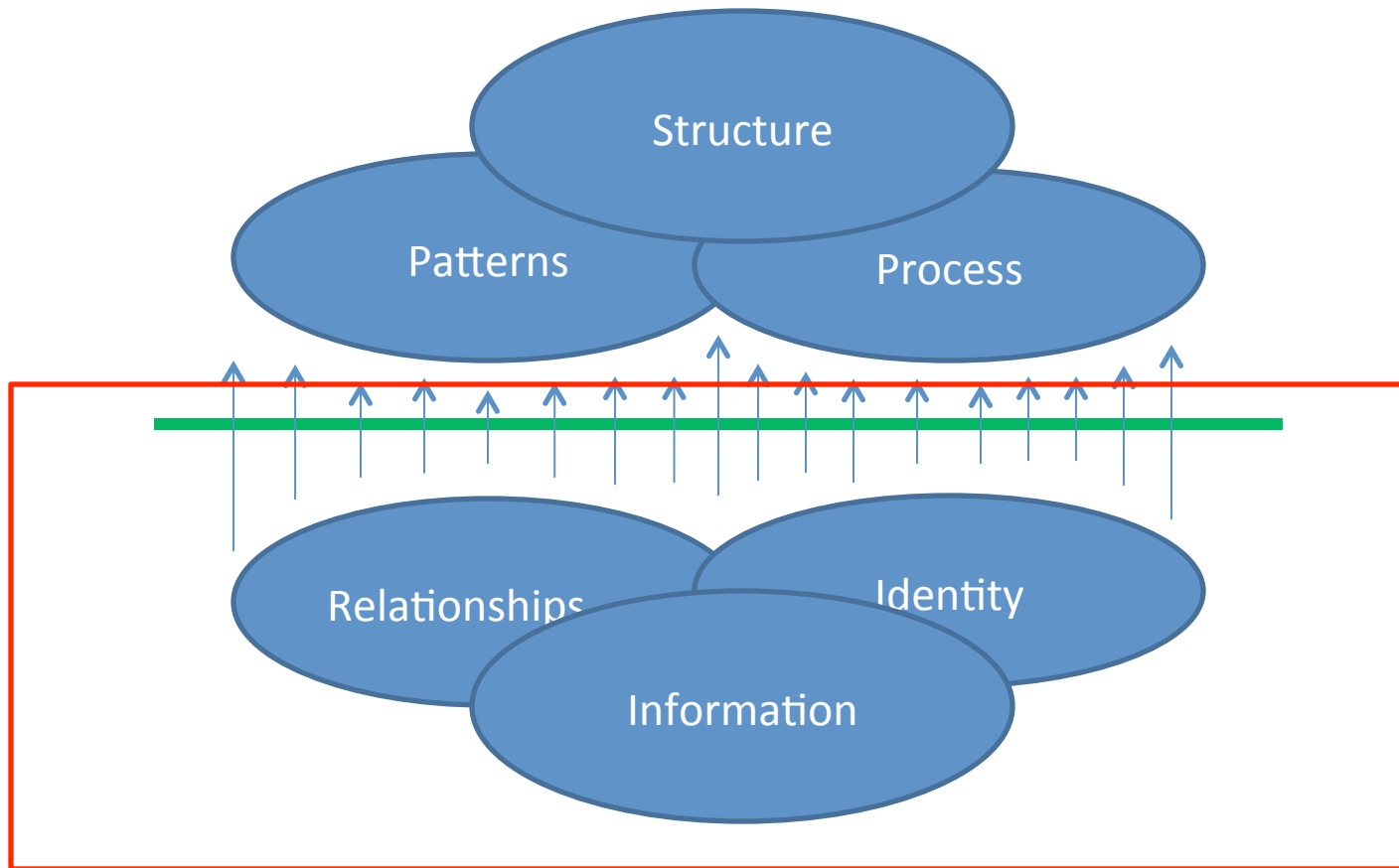
Elements of Diagnosis and Design

Salmonid Restoration Conference April 6, 2016

Key Elements of Design

- Understand the current realities in the overall system
- Develop clarity around the rational and experiential outcomes
- Look at past experiences with groups that had similar dynamics and outcomes
- Step into the shoes of various individuals within the group in order to imagine possible dynamics and reactions.
- Identify specific prevention and preparation strategies.

Six Circle Model



-Margaret
Wheatley, 1992

Identity



- What data currently exists about the group? Is it relative to your outcomes?
- How is this effort positioned within the group?
- What main events and people have shaped the group?
- Who in the group is passionate and really cares about this work?
- What trends are occurring in the community, in the field and globally that might impact the work of the group.



Relationships

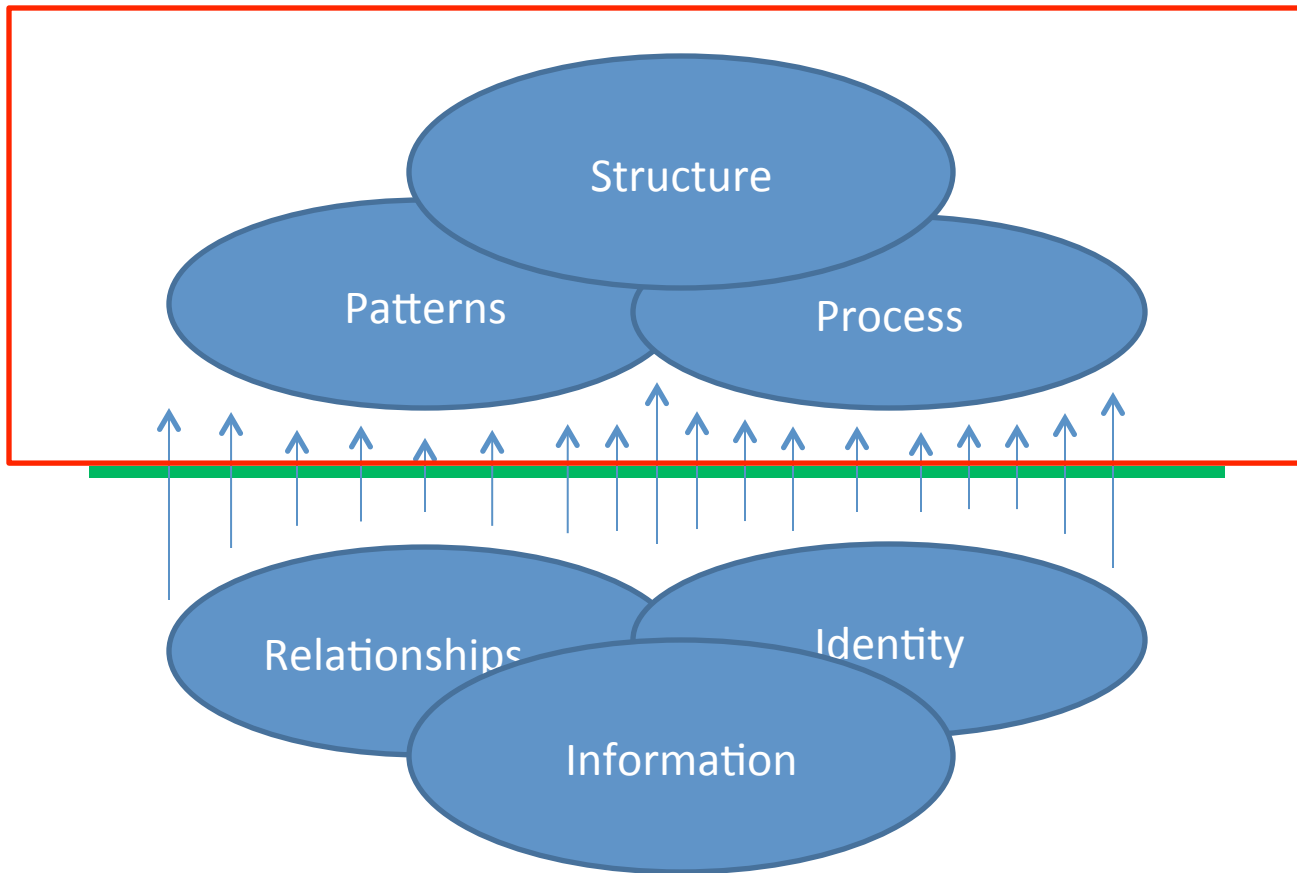
- Are there any current relationship dynamics that largely form the culture of the group?
- How does the group currently define its stakeholders? What is the nature and quality of relationships between the group and all its stakeholders?
- What types of mechanisms are in place that support people in continuing to learn and adapt to the work?

Information

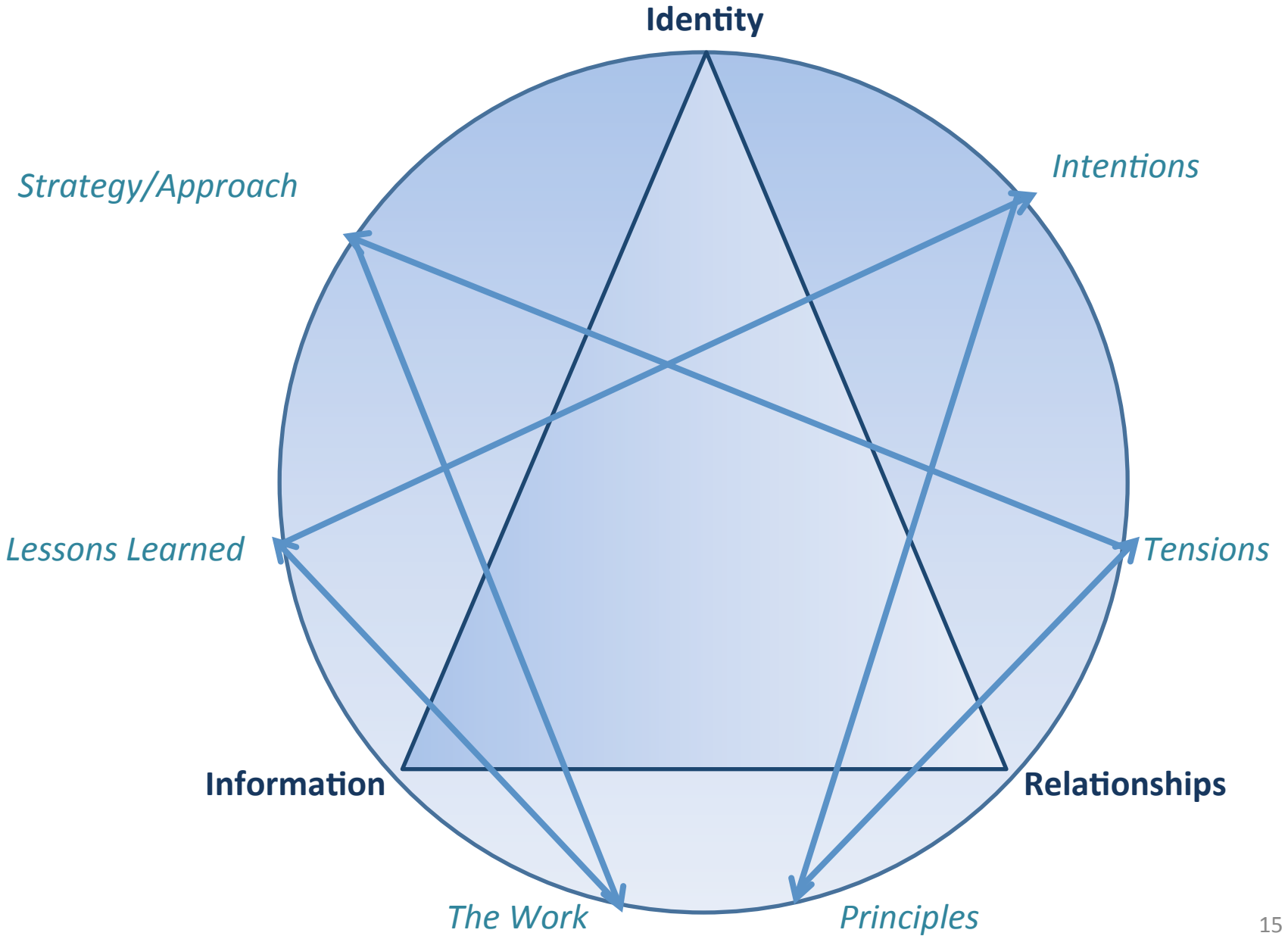


- How is data currently utilized?
- How do people access information – what processes are in place?
- What is the culture around information sharing? Is some information held back from wide-scale dissemination, and why?
- Which stakeholder groups have access to information?

Six Circle Model



-Margaret
Wheatley, 1992





Intentions

- What are the current measurable outcomes and what does the data tell us about success?
- What levels of support or resistance currently exist relative to the desired outcomes?
- What part do the various stakeholders currently play in designing and delivering the outcomes
- How congruent are the current goals of the group to the directions of the community, employees state and global community?

Principles

- How are the current values and principles specifically embedded into the processes of the group?
- What are the actual principles that govern the group? (based on what really is happening)
- Who set the values and principles, and how were they established?



Restraining Patterns



- What consistent negative patterns are highlighted by the current data?
- What are the operational assumptions behind the current system and structure of the group?
- What types of unintended outcomes are arising from the current mode of operating?
- What kinds of repeating issues arise based on the level and breadth of stakeholder involvement?



Strategies

- What primary strategies are in place that demonstrate significant results relative to the outcomes?
- What primary processes have been put in place that are intended to support the desired outcomes?
- What processes or strategies have been put in place that support the culture that you wish to have?
- What are the primary mechanisms for stakeholder involvement and input?
- What specific strategies and processes are in place that support adaptability, learning and connectivity?

The Work



- What elements of the current plan are most directed to generating results? How are these working?
- What is in the current plan that adjusts operations to support the desired outcomes?
- What steps are currently being taken to support or move the culture to the desired state?
- What is currently being implemented that enhances stakeholder involvement?
- What is in the plan that is assisting in redesign the system to respond to organizational sustainability.



Lessons Learned

- How are specific results being monitored, tracked and utilized?
- What processes are institutionalized for continuous learning and improvement?
- How does the organizational community reflect on its own patterns and make changes?
- What processes are in place to continually involve the various stakeholder groups in ongoing project designs?
- What mechanisms are in place to connect the group to itself and its larger (professional) communities?

Key Facilitation Design Tips

- **Create Safety for individuals to be open and honest .**
- **Build on common ground based on mutual self-interest**
- **Delay decisions and actions until the group becomes a team**
- **Focus on preventions rather than relying on interventions**
- **Always look to build and nurture ownership**
- **Build learning and reflection into all that you do**
- **Use straw-man approaches whenever possible to accelerate progress**
- **Create opportunities for group members to act as stewards for the whole**



A tiny taste of... **Compassionate
Communication**

A Way to Listen for the Need Behind the 'No'



- Reflect on a facilitation failure, and a success, and an epic success—what did or would define each of those?

Opening Activity

- Reflect on a facilitation failure, and a success, and an epic success—what did or would define each of those?

Compassionate Communication Arises From...

- Who we are and how we cope is not our fault.

-Paul Gilbert, *The Compassionate Mind*

- To see and be seen: that is the question, and that is the answer.

-Ken Benau, PhD

Compassionate Communication Process

Feelings when needs are satisfied

- The concrete actions we **OBSERVE** that affect our well-being
- How we **FEEL** in relation to what we observe
- The **NEEDS**, values, desires, etc. that create our feelings
- The concrete actions we **REQUEST** in order to enrich our lives

Feelings when needs are not satisfied

- Two parts of compassionate communication
 1. Expressing honestly through the four components
 2. Receiving empathically through the four components

Compassionate Communication Process

Activity

- Make a note of the most challenging “colorful” personality you’ve encountered
 - Write down what the you/other did/said as though watching it from the POV of a movie (observation),
 - How you were feeling while it was happening,
 - What need wasn’t being met when it was happening,
 - What concrete action you might request to satisfy/meet the unmet need

Using the process as facilitator

- Translation into NEEDS language
- Reflective Listening
- Disagreeing with respect
- Distinguishing among
 - Discussion—solve a problem; achieve preset goals
 - Debate—win the argument
 - Dialogue—build relationships

Using the process as a facilitator

- The NEED behind the NO
 - EXAMPLE: compassionate communication in action

Using the process as a facilitator

How would you use these ideas/process?

With another person, dialogue at least 2
ways you could see using compassionate
communication in a meeting, in your job, in
your personal life, etc.



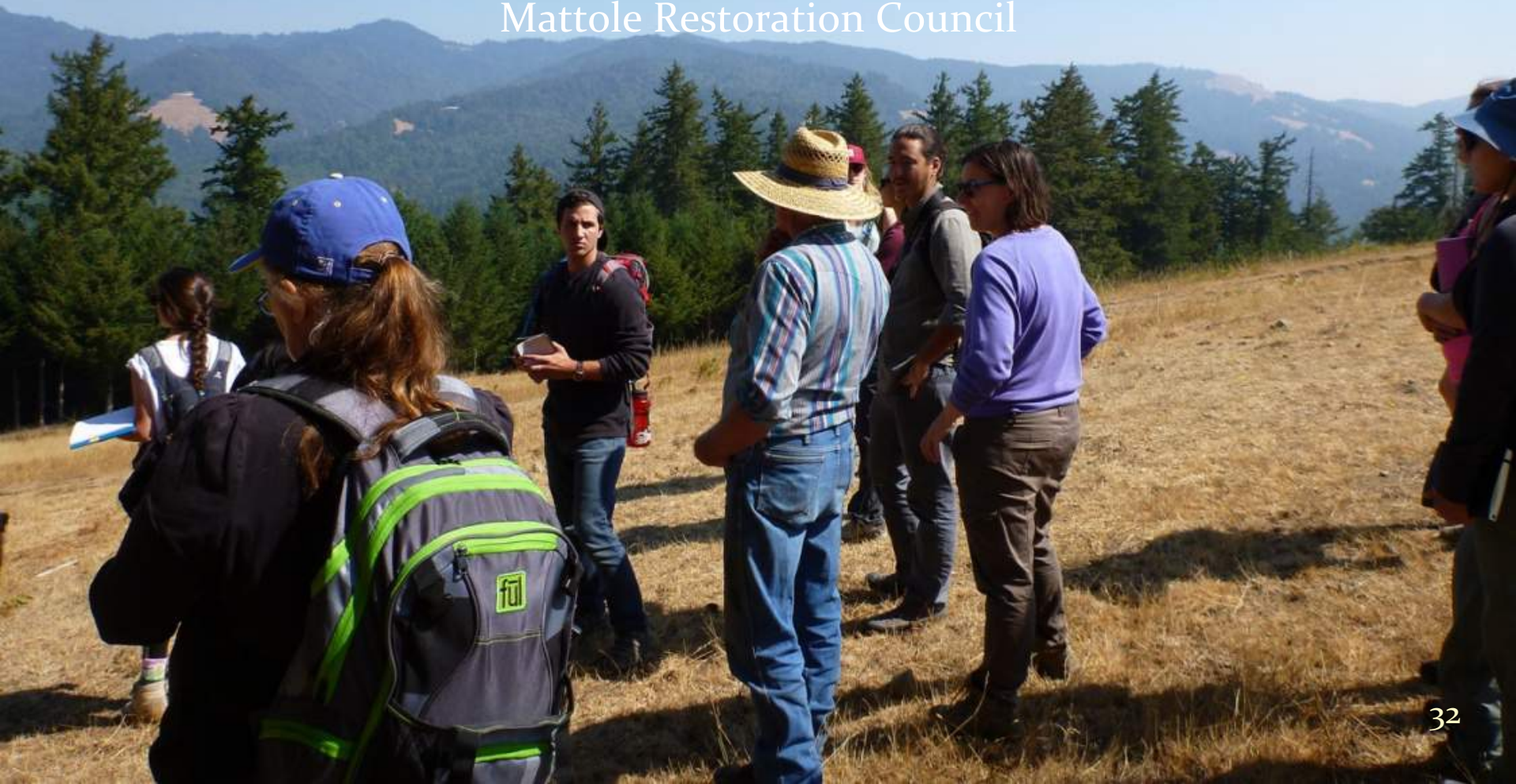
Wrap Up Activity

Compassionately Expressing Gratitude (thank you!)

- When you _____,
- I feel _____,
- When my need for _____ is met.

The Mattole Field Institute: Engaging the Public in a Rural Watershed

Flora Brain
Mattole Restoration Council



What MFI is and does



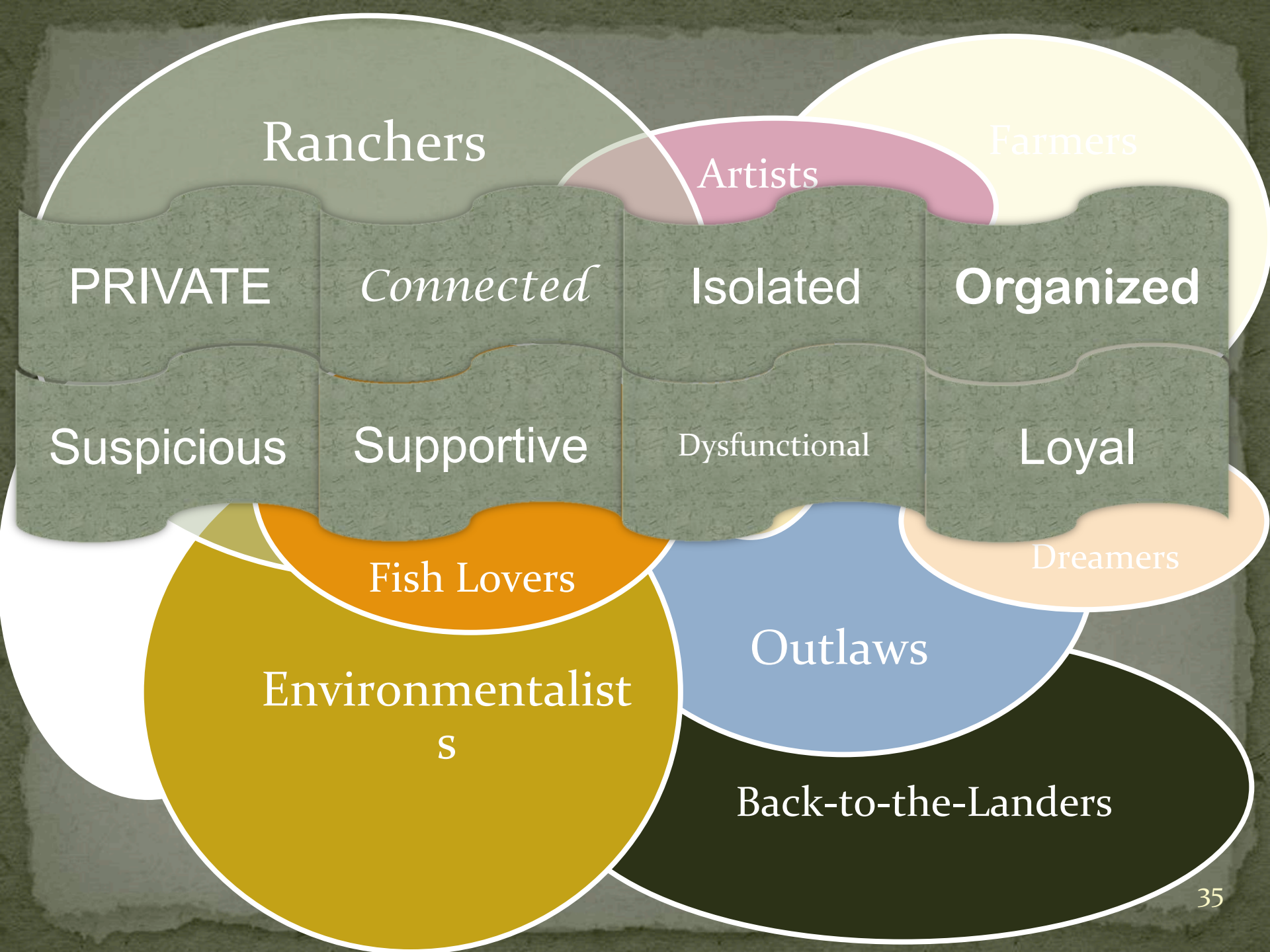
- Mattole Restoration Council program
- Partnership with HSU to provide hands-on training and exploration of restoration and related topics for adult students

Where we work:



Mattole River watershed: native salmon, ecological splendor, complex culture





Ranchers

Farmers

Artists

PRIVATE

Connected

Isolated

Organized

Suspicious

Supportive

Dysfunctional

Loyal

Fish Lovers

Dreamers

Environmentalists

Outlaws

Back-to-the-Landers



August 2015







from MRC Vision Statement:

“We look forward to a Mattole that has healthy, self-sustaining, productive forests, meadows, and streams, with abundant native fish and wildlife populations.

We envision a community that draws its sustenance from, and lives in harmony with the environment.”



August 2015



Benefits to Students

"This course was extremely worthwhile because we discussed such a variety of environmental + social justice issues."



Diversity of Ideas



"The most valuable aspect of the field course was the diverse groups of individuals we met. They shared a variety of perspectives and worldviews..."

Insights into Rural Life



"It gave me insight into the attitudes, needs, and challenges of rural communities."

Honesty and Trust

"how open and honest people were with us - and the trust they demonstrated in sharing their stories."



Benefits to Students



"It's a fantastic way to learn about Humboldt County in a way that may not be possible if you don't have connections to the Mattole Valley."

Benefits to Students...and to All?

Did this course inspire you to pursue research on issues affecting rural communities and/or natural resources?

"Yes, I am now interested in studying the ways in which shame and shunning are used as social control. My experience here pointed me towards this research question."

"It definitely did. I have already formulated a research question, where I will be comparing and contrasting the Mattole community to a Latino community in Fortuna - in regards to how the Mattole community has created self-identity centered on restoration/stewardship which positively affect our environments."

"Yes. Self governing rural communities. Dynamics of adolescence in rural communities."

Benefits to Community



"You brought together quite a gathering there in the apple orchard. It was rare to bring "outsiders" in to a circle of our community leaders.

Because it was sponsored by the MRC, I thought the focus would be on the environment, but the discussion was much broader.

A lasting memory for me was a moment when several shared thoughts on the struggles of at-risk families here and what help can be developed by individuals and the new Community Resource Center.

Thanks for mixing us in with all those great listeners from HSU. I bet they will help build better communities wherever they go."

Benefits to Community



“It’s nice to talk to intelligent and curious people.”

Challenges



Challenges



Using this Approach





Thanks

Mattole landowners and residents & Mattole Field Institute students

Erin Kelly, Professor of Forestry, Humboldt State University

Mark Baker, Environment & Community Graduate Program Coordinator, HSU

Alison O'Dowd, Environmental Science Program Coordinator, HSU

Bella Vista Foundation

Grace US Foundation



"Continue to listen to one another and the earth. This community has such an amazing variety of individuals with unique experiences and beliefs and ideas. If the community continues to listen to one another the restoration process will be spurred by new ideas and perspectives."

- Mattole Field Institute student

Bridging the Divide Between Policy and People

Jennifer Savage
Surfrider Foundation
California Policy Manager





Two If By Sea


An effort to create offshore wilderness areas has some fishermen sharpening their spears

BY HEIDI WALTERS

From 'spear sharpening' to 'remarkable agreement'

Thursday, June 7, 2012

Marine Protected Areas Adopted

POSTED BY RYAN BURNS  ON THU, JUN 7, 2012 AT 1:46 PM

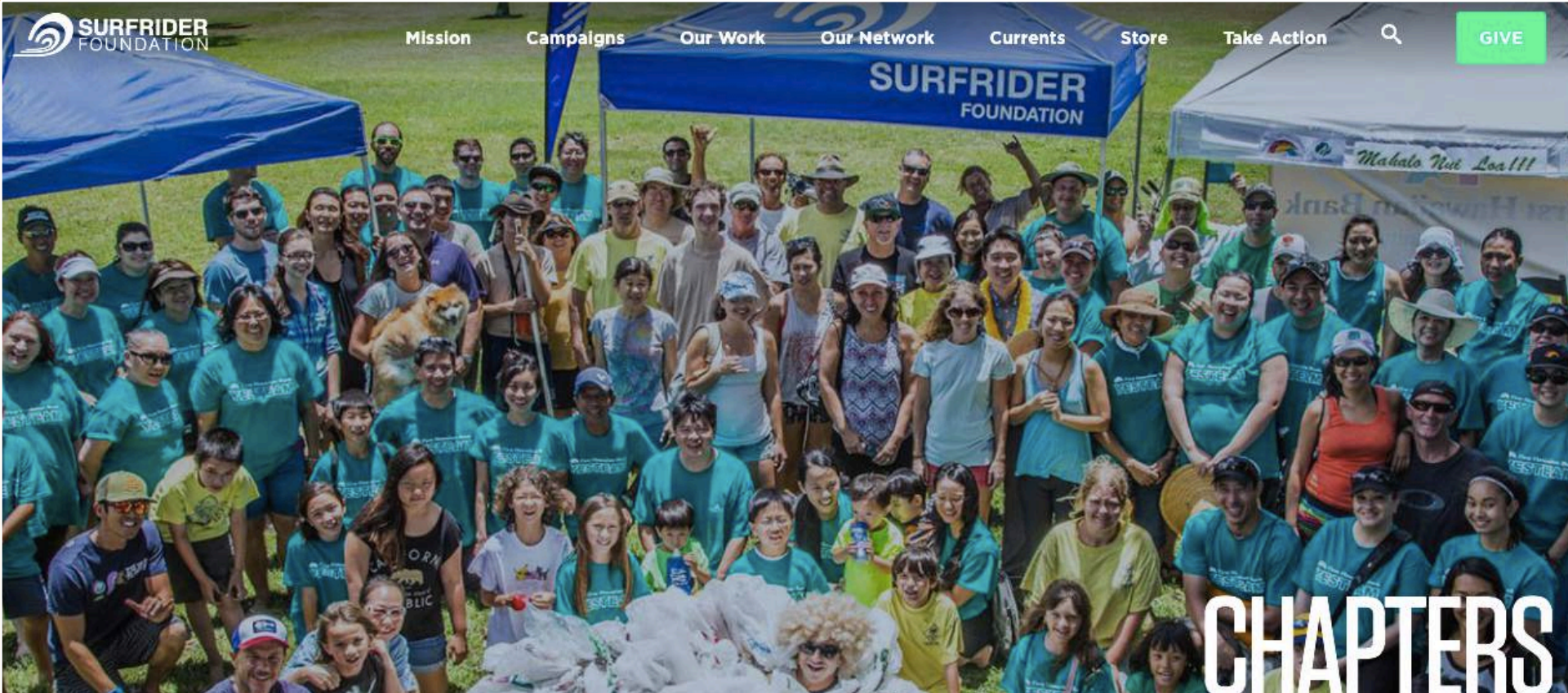
click to enlarge



Do rockfish breathe sighs of relief? No? How about shorebirds? Or sea lions? Perhaps razor clams? (How do those things even breathe?)

Okay, well, whether or not they know it, marine life on the North Coast will now enjoy protection in a new network of underwater parks. Yesterday, in a conference room at the Eureka Red Lion, the Fish and Game Commission voted to adopt a network of marine protected areas that, remarkably, had been agreed upon by a diverse group of local stakeholders, including environmentalists, fishermen, scientists, native tribes and government

More people, more victories



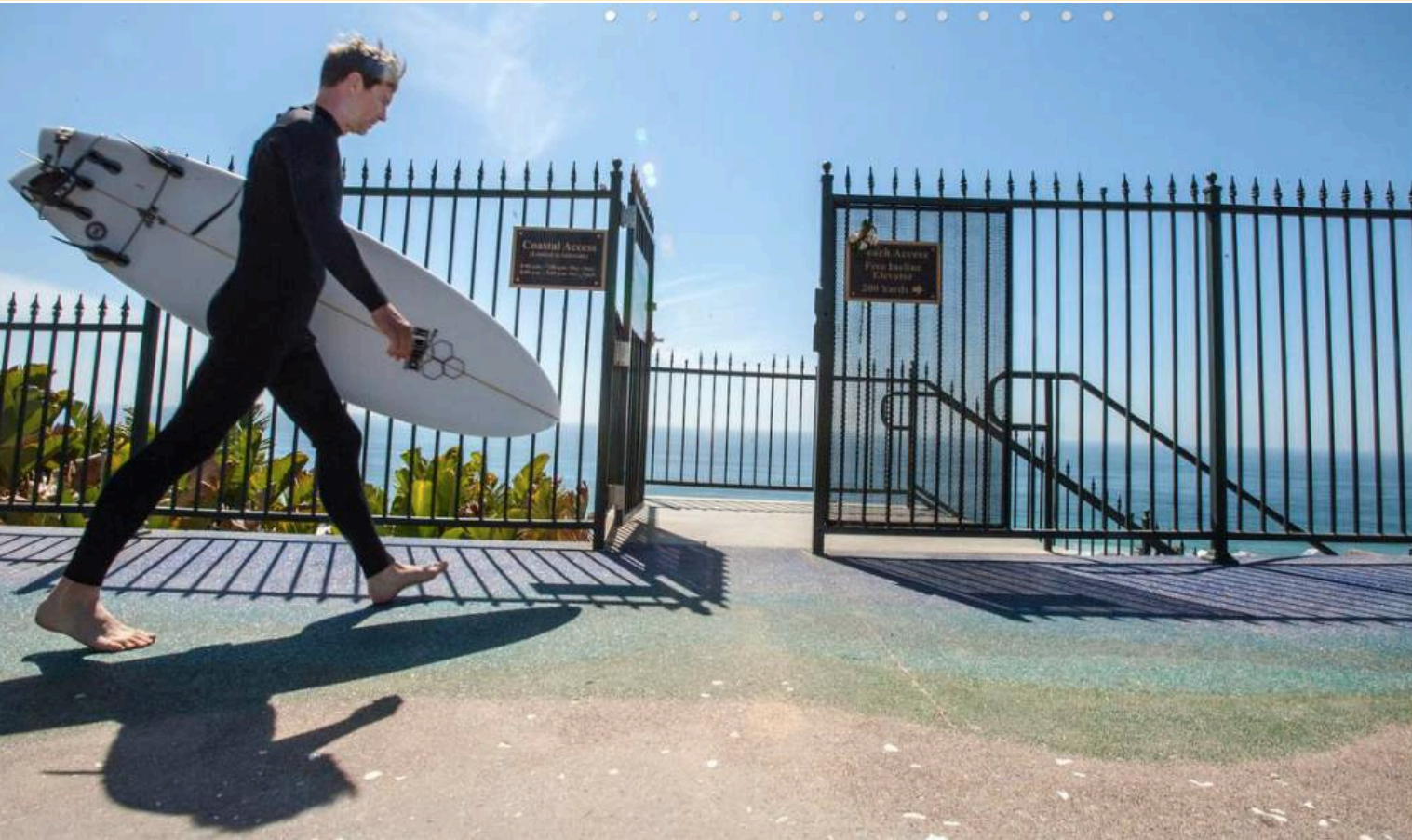
Policy is sooooo boring



Without public engagement...



With public engagement...



1 of 13

Chris Schereth of Laguna Niguel makes his way through the gate that is the beach access to Strands Beach from Salt Creek Beach Park in Dana Point Monday afternoon. After a six-year legal battle with the Surfrider Foundation and the California Coastal Commission, the City of Dana Point finally signed a Settlement Agreement to lift the restrictive beach access hours and gated access-ways.

MARK RIGHTMIRE, STAFF PHOTOGRAPHER



The building of the bridge

- ❁ Name the problem
- ❁ Identify the solution
- ❁ Know who has the power to make it happen
- ❁ Reach out to your people



How you talk matters

- ❁ No Acronyms! Get Out Of The Weeds and Into The Real World.
- ❁ You can't boost something boring to make people care about it.

 explain like I'm five

- ❁ “Assume no knowledge beyond a typical secondary education program. Avoid unexplained technical terms. (Don't condescend; ‘like I'm five’ is a figure of speech meaning “keep it clear and simple.”)”)

On reaching out to the people

- ❁ “The California Coastal Commission, a land-use agency governing development in California, is made up of 12 Commissioners, four appointed by the Assembly Pro Tem, four appointed by the Speaker of the Senate and four appointed by the governor. The ones appointed by the governor are particularly dangerous for several reasons, which we’re seeing manifest right now in an attempt to fire the Commission’s executive director, which would be a real loss for the public because he and his staff are beholden to the Coastal Act, a law that passed in 1972 stating how California’s coast is to be used and codifying the public trust.

SAVE OUR COAST

40+ years of coastal preservation of our California iconic coastline is under serious threat. We must be diligent to hold the CA Coastal Commission to the Coastal Act principles. Support our effort to fight for public access.

[HELP #SAVEOURCOAST](#)

#SaveOurCoast



#SaveOurCoast





+ Values
+ Threat
+ Solution

= Message

What story does your audience need to hear to help you achieve your goal?





❁ Emotions > Facts

❁ Facts = Credibility

❁ Successful messaging utilizes emotional reactions to interest people in the facts (You can't go wrong with an inflatable sea turtle!)

Now that they care...action!

1. Sign this petition **“Sign Here then Share”**
2. Send comments to **comments@email.com**
(talking points)
3. Attend the hearing on Wednesday, April 13
at 1 p.m. at the Santa Rosa Veteran’s
Building in Sonoma County. (talking points)
4. More links to background information
5. Join/donate

Questions?



HOW SERVICE PROGRAMS CREATE A LEGACY OF STEWARDSHIP.

Jennifer Catsos – Program Manager, Watershed
Stewardship Program







WHAT DOES STEWARDSHIP MEAN TO YOU?

STEWARDSHIP:

ACTION THAT ARISES FROM
CARING AND INFORMED
RELATIONSHIPS IN ONE'S
NATURAL AND CULTURAL
COMMUNITIES.

WITHOUT A LEGACY OF
STEWARDSHIP, THERE IS NO FUTURE
OF THIS ENVIRONMENTAL
MOVEMENT.

HOW DO SERVICE
PROGRAMS CREATE A
LEGACY OF STEWARDSHIP?

THEY CULTIVATE CONTINUED CARE FOR THE WORK WE ARE DOING!

1. They bring new people into the environmental movement.
2. They educate them about why they should care.
3. They give them a clear way to take action.

**SERVICE PROGRAMS
ARE NOT THE ONLY
ONES THAT CAN, AND
SHOULD, CREATE A
LEGACY OF
STEWARDSHIP.**

OBJECTIVES:

- IDENTIFY WAYS BRING MORE PEOPLE INTO THIS WORK.
- HARNESS OUR PASSION AND EXCITEMENT FOR THIS WORK.
- DEVELOP A SPEECH TO EDUCATE AND INSPIRE FUTURE STEWARDS!

STEP 1: IDENTIFY WAYS TO BRING
MORE PEOPLE INTO THIS WORK.

STEP 2: HARNESS OUR PASSION AND EXCITEMENT FOR THIS WORK

STEP 3: DEVELOP A SPEECH TO EXCITE THE MASSES!

I help developing conservationists get jobs, so they can continue the important environmental work of our time. I am inspired everyday by their enthusiasm, energy, and positive outlook. The work they do improves salmonid habitat and watersheds, and educates elementary-age students.

If you want to get involved, you can come out and volunteer at an event, or join our program as a Member.



Building Trust Within a Project Area Through Meaningful Public Engagement and Outreach

Presented By Sara Schremmer
Program Manager, Salmonid Restoration Federation

Presentation Overview

- A case study of the Redwood Creek Water Conservation Project as an example of how to build trust in a rural watershed with a hard-to-reach population:
 - Assessing data collection needs
 - Sociological framework
 - Outreach and community engagement strategies
 - Obstacles identified and lessons learned
 - Recommended steps for building an effective public outreach strategy

Salmonid Restoration Federation

- Non-profit organization founded in 1986
- Mission: “To help practitioners advance the art and science of habitat restoration. SRF promotes watershed restoration, stewardship, and recovery of California's native salmon, steelhead, and trout populations through education, collaboration, and advocacy.



How can we become resilient in a time of drought, and what can we do to keep more water in our rivers, tributaries, and streams so that people and fish have enough to survive?



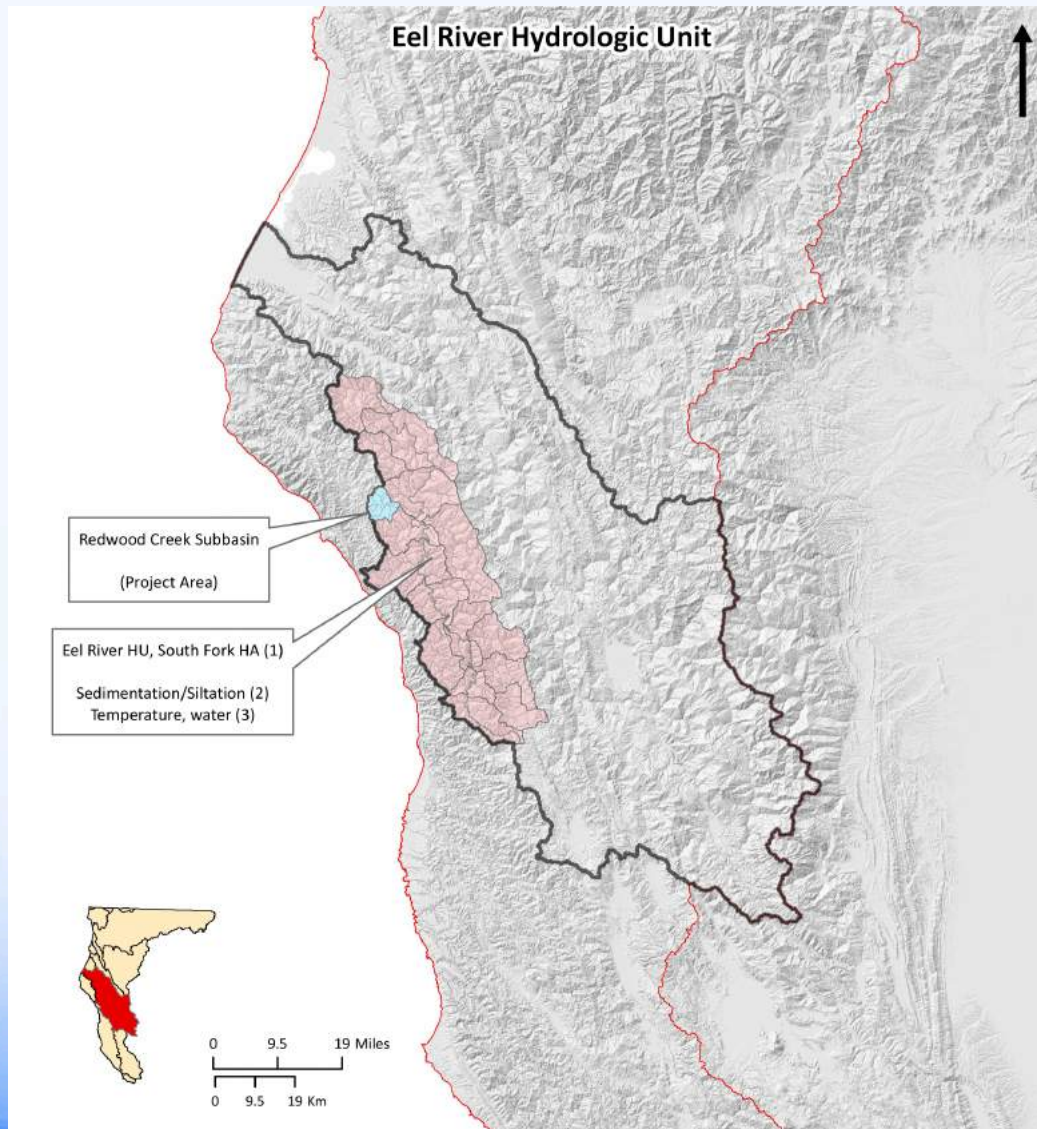
Photo Credit: Eel River Recovery Project

Photo Credit: Scott Bauer

The Redwood Creek Water Conservation Project

- A collaboration between Salmonid Restoration Federation and Sanctuary Forest with funding from Humboldt Area Foundation, CDFW, the North Coast Regional Quality Control Board, and the Bella Vista Foundation
- Purpose: To study the feasibility of scaling-out Sanctuary Forest’s “water storage and forbearance” strategy for collectively managing residential water diversions to a neighboring watershed
- Goals: Improve streamflows for people and salmon, and foster a paradigm shift toward watershed stewardship within the project area
- Methods used during the feasibility study provided the basis for the steps outlined in a step-by-step technology transfer guide that is available for free online

Research Setting



Why Redwood Creek?

- 5 populated tributaries
- All have historically supported strong salmon runs
- Proven record of community stewardship and engagement
- Long-term residents have concerns about low instream flows during summer months



Photo Credit: Dana Stolzman

Ecological Component

- Monitor streamflows
- Establish potential impact on streamflows of storage and forbearance versus other forms of water conservation
- Compile a list of high priority salmonid refugia in the watershed



Community Outreach Component

- Gather data on human water use patterns in the watershed
- Gauge community interest in establishing a voluntary water conservation program for the watershed
- Collect and synthesize local knowledge (anecdotal and quantitative)
- Assess barriers to participation and potential incentives for encouraging voluntary changes in human water use
- Gain access to potential streamflow monitoring sites on privately owned properties
- Provide avenues for public engagement, solutions-oriented dialogue, and capacity building for local water conservation implementation projects

Sociological Framework

- Participatory Action Research
- Recognition that “legitimate” knowledge was produced by all of the stakeholders of this project, whether resource professionals, scientists, non-profit staff, or rural residents
- Triangulation: Using distinct and intertwined modes of inquiry, theories, and multiple investigators to bring together different forms of data and address threats to validity identified in each

Gaining Access and Building Trust

- Include local stakeholders and residents in all phases of the project
- Demystify the research process by limiting the use of academic jargon in written and verbal communications
- Encourage bilateral sharing of skills and knowledge
- Understand and be sensitive to the cultural context of the watershed(s) where you are attempting to work
- Be aware of the Insider / Outsider dynamic

Timeline of Applied Outreach & Engagement Strategies

2013	2014	2015	2016
Stakeholder meetings	Water Conservation Workshop	Two water rights clinics	Water Conservation Workshop
Survey	Water Rights Clinic	Water Rights Workshop	
2 house meetings	Water Rights Forum	Stakeholder meeting	
Focus group		Two house meetings	

Survey Questionnaire Considerations

- Single- or mixed-mode?
- What is your budget?
- Where will your mailing list(s) come from?
- Will the survey be anonymous or confidential?
- What kind of information do you need?
- Will the results be made public, and if so, how?

Salmonid Restoration Federation
PO Box 784
Redway, California 95560

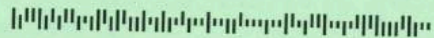


www.calsalmon.org

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Dear Redwood Creek Area Resident,

Salmonid Restoration Federation and Sanctuary Forest are collaborating with a Humboldt State University graduate student to conduct an anonymous and confidential study on residential water use patterns in the Redwood Creek area.

We are writing in advance to inform you that in the next few days, you will receive a survey in the mail with pre-paid return postage that will ask questions related to how your household uses and stores water. The surveys will be used to inform important restoration efforts in the Redwood Creek area and your participation will be greatly appreciated.

As part of this study, two voluntary house meetings will be hosted in your area to provide a forum where neighbors can discuss potential solutions to the low flow problem on Redwood Creek, and to learn about the project. **House meetings** will be from 5-7pm on **January 10** at the Lester residence at 951 Miller Creek Road, Briceland, and from 5-7pm on **Thursday, January 31** at the home of Wally West, of Wally's Westside Repair, at 3125 Briceland Thorn Road, Redway.

If you are interested in attending a meeting or finding out more about this study, please call the SRF office at (707)923-7501 or email water@calsalmon.org

Thank you for your participation,

Dana Stolzman

Dana Stolzman
Executive Director, Salmonid Restoration Federation

Sample House Meeting Agenda

Time	Agenda Item	Who/How	Desired Outcomes
5pm	Introductions: Name, tributary, reason for attending	Roundtable: Give each person a turn to speak without cross-talk	Get acquainted, Learn what is of concern to rural landowners
5:20pm	Introduce the project	Sara Schremmer explains need for data	Emphasize the need for landowner participation
5:30pm	Explain SRF's role in the project	Dana Stolzman, SRF Executive Director	Explain the trajectory of the project
5:40pm	Background on Sanctuary Forest's program	Tony Fair, Sanctuary Forest	Answer questions about the program for landowners
5:50pm	Introduce value of community engagement	Hezekiah Allen, Former ED Mattole Restoration Council	Create constructive environment for discussing options
6pm	Discussion of potential solutions	Group brainstorm	Learn about community ideas
6:45pm	Next steps	Dana / Sara	Identify volunteers

Focus Group

“Information has been used against us a lot. If everyone says ‘we use X amount of water’, this goes into your thesis project, it becomes public information, it comes back from Fish and Game and they say, these people are using the water. They are the problem. We are going to go to their springs and make them pay for it. Or try to get them not to live on the land. So it is a genuine and justified thing for people to be defensive against information gathering without much of a promise or a chance of it leading somewhere. Because there is often a lot more high-mindedness and enthusiasm than there is in reality anything happening.”

–Focus Group Participant A

Focus Group

“There is a lot of defensiveness with younger folks because there is a lot of finger pointing. And our generation was raised, basically with the knowledge, ‘Your world is destroyed’ and there's not much you can do about it. That is, I think, a lot of the information that young kids are coming to the table with. It seems insurmountable.”

-Focus Group Participant B

Focus Group

“In terms of information, there is some weirdness in the county. What are those people up North going to do with it? You go to the county courthouse, and everyone is running around in suits, and they look like they just moved here from New York or somewhere.”

-Focus Group Participant C

Redwood Creek Water Conservation Project

Redwood Creek is a 26-mile watershed that flows into the South Fork of the Eel River. The five tributaries of Redwood Creek have historically supported strong runs of Chinook, coho salmon, and steelhead. Salmonid Restoration Federation, Sanctuary Forest, and a HSU sociology graduate student are researching the feasibility of instituting a water conservation project modeled after the Mattole headwaters successful water storage and forbearance program. Water usage surveys were mailed to all landowners in Redwood Creek. If you are a landowner or resident, please take a moment to fill out and return these anonymous surveys. If you are Redwood Creek resident and did not receive a survey, you can download one at www.calsalmon.org.

Thank you for your valued participation in this exciting effort.



Community House Parties

January 10, [redacted] Miller Creek Road, Briceland

January 31, [redacted] Briceland Thorn Road, Redway

Water Conservation Workshop & Tour

Saturday, February 2, 10am - 4pm Beginnings Octagon

Speakers Include:

Tasha McKee, Executive Director, Sanctuary Forest

Hezekiah Allen, Executive Director, Mattole Restoration Council

Sungnoe Madrone, Executive Director, Mattole Salmon Group

Sara Camp Shremmet, HSU Sociology Graduate Student conducting the Redwood Creek Feasibility Study

Kyle Keegan, Permaculture Advocate

Afternoon tour of water conservation projects. This workshop & tour is free.

For more information, please contact SRF at water@calsalmon.org or (707)923-7501 www.calsalmon.org
Check-out the Redwood Creek pages of our website for a project overview, the water surveys, and FAQs



Save the Date!

Mattole & Eel River Water Conservation Workshop

February 2, Beginnings Octagon, Briceland, CA

SRF and Sanctuary Forest will host a water conservation workshop to share water conservation techniques for rural residents in the Mattole and Eel river watersheds. This workshop will explore the feasibility of transferring the Mattole headwaters water storage and forbearance program to Redwood Creek, a tributary of the South Fork Eel river watershed.

Community House Parties

As part of this study, two voluntary house meetings will be hosted in your area to provide a forum where neighbors can discuss potential solutions to the low flow problem on Redwood Creek, and to learn about the project. House meetings will be from 5-7pm on January 10 at the Lester residence at 951 Miller Creek Road, Briceland, and from 5-7pm on Thursday, January 31 at the home of Wally West, of Wally's Westside Repair, at 3127 Briceland Thorn Road, Redway.

The Redwood Creek Water Conservation Project, South Fork Eel River: Report & Updates



A Project of Salmonid Restoration Federation

Early in 2013, Salmonid Restoration Federation in collaboration with a Humboldt State University sociology graduate student, Sara Camp Schermer, initiated a study to determine the feasibility of conducting a "technology transfer" of Sanctuary Forest's successful Mattole headwaters water storage and forbearance program to Redwood Creek on the South Fork Eel River.

The Redwood Creek watershed spans 26 square miles and has historically supported strong runs of coho, Chinook and steelhead. Juveniles of these species are routinely found throughout the watershed in spring and early summer, with Coho and steelhead rearing in the watershed until migrating to the ocean the following spring. Today, the watersheds, tributaries, and drainages of the South Fork Eel River basin are suffering from the legacy impacts of industrial timber management, extensive road networks and rural sub-divisions. Residential water diversions appear to be compounding the problem. Native salmon populations are now endangered and rural communities have virtually no baseline information or data about historic flows in the small creeks which many local residents depend upon.

To address these concerns, the Redwood Creek Water Conservation Project was designed in order to gather baseline data about human water use and low flows in the watershed, to gauge community interest in establishing a voluntary water conservation program, and to understand the type of water conservation program that might be appropriate for the Redwood Creek watershed and its rural residents. The project is based on the methods employed in Sanctuary Forest's innovative Mattole headwaters water storage and forbearance program, where during the period from 2007-2012, sixteen participating landowners signed a legal agreement with Sanctuary Forest to store water from the Mattole River during high flows, and to use stored water from their tanks during the low flow season. The program has successfully engaged the community in water conservation efforts and has increased flows in that one-mile reach of the Mattole by 40%, according to data monitored by the CA Department of Fish and Wildlife.



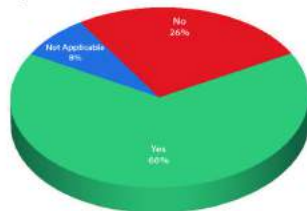
Surveys & Data Analysis

In the first phase of the feasibility study, an anonymous survey was mailed to the approximately 400 owners of parcels in the Redwood Creek watershed. In order to gather baseline data and obtain a clear understanding of human water use patterns in the watershed, the survey contained questions related to water source(s), withdrawal rates and current on-site storage capacity. Questions on community perceptions and values regarding Redwood Creek were also included, in order to gauge the level of interest that residents have in participating in a voluntary water conservation program.

As of May 2013, 70 people completed and sent in a questionnaire, resulting in a 17.5% response rate. In outreach efforts were made through local media outlets, handking, and word-of-mouth to ensure the highest response possible, and while the feasibility study coordinators are 1 with the results, we have also done an assessment of the that may have kept more residents from participating in the survey.

For our mailing list, we could only obtain the name addresses of the owners of parcels in the watershed. C who did not live on their parcel and/or had a primary tree caretaker living on their lot have not completed the survey. In other instances, residents who have received the survey 1 lived on a sub-divided parcel were not technically an Also, many Southern HU residents travel during the survey. Other residents n have felt that the survey ap not have completed the survey 1 other instances, residents n have received the survey 1 lived on a sub-divided parcel were not technically an Also, many Southern HU residents travel during the survey. Other residents n have felt that the survey ap not have completed the survey 1

Figure 1: Do you have any mechanisms in place to prevent tank overflows?



what about Redwood Creek and to share any observations of changes that they have observed in the watershed that may be contributing to low summertime flows.

An interesting finding surfaced when we analyzed the results in Table 1. There is a significant relationship between a respondent valuing the aesthetic beauty of the creek and valuing the creek for habitat for salmon when compared to the respondent's level of interest in volunteering in flow restoration efforts. Values concerning fresh drinking water and water for irrigation did not have a significant impact on levels of interest in volunteering. From this information, we could conclude that the emphasis of community outreach efforts for the Redwood Creek Water Conservation Project should be on restoring and preserving the natural beauty of the creek and the vital habitat for salmon that it provides.

Figure 1 shows a breakdown of the percentage of survey respondents who have mechanisms in place to prevent tank overflows. While 66% reported that they do have mechanisms in place to prevent overflows, 26% reported that they do not, and 8% indicated that the question was not applicable to them. With

Table 1: Please tell us what you value about Redwood Creek by marking each scale provided below.

	% Agree*	% Neutral	% Disagree*	Mean**	Number of Responses***
Aesthetic Beauty	92.8	2.9	1.4	1.26	68
Habitat for Salmon	88.5	10.0	1.5	1.33	70
Fresh Drinking Water	57.1	15.7	24.2	2.37	68
Water for Irrigation	50.0	15.7	32.8	2.68	69

over one-quarter of respondents indicating that they do not have mechanisms in place to prevent tank overflows, the Redwood Creek Water Conservation Project should work to ensure that information is available to all residents about the affordable and accessible options that can help prevent water loss, including the installation of automatic shut-off valves and installing an overflow pipe back to the water source.

Figure 2 illustrates a comparison between two questions: How frequently or infrequently do you talk to other people in your community about the health of Redwood Creek? and How interested or uninterested are you in participating in voluntary flow restoration efforts in Redwood Creek? We found that there is a significant correlation between how often respondents talk about the health of the creek and how interested or uninterested in restoration efforts. One interesting finding suggests that future efforts to increase engagement in the community would more likely be more to provide additional forums for public residents of the watershed.

Lastly, Figure 3 describes respondents' water irrigation and household use. Just over half of reported that they obtain their water for irrigation and nearly 70% use springs for their water for irrigation. This information will help inform the low flow strategy happening in the summer of 2013.

If you are interested in learning more about results, or if you have any questions or analysis in this report, please contact Sara.sard@salmonid.org

Community Outreach

In the second phase of the feasibility study, meetings were hosted in Miller Creek and Seelye 4 a forum where Redwood Creek residents could the decision-making process regarding the scope of the Redwood Creek Water Conservation Project. Presentations were given by local staff highlighting the concerns about the watershed

system perspective feedback was given by residents on the participating in water conservation versus water storage.

At the Miller meeting, 40 per attendance with a distribution of me The Seelye Creek meeting was attended by 11 me Both meetings were mostly of residents to be in their mid-older. The meeting to provide a web

community engagement in the design of a water conservation project, and additional efforts will be made in the future to ensure that younger residents are invited to attend and participate.

Below is a summary of some of the points that were discussed at both meetings:

- The factors that made the Mattole Flow Program successful, including the development of a feasibility study very similar to the one being implemented in Redwood Creek.
- What a low flow study in the Redwood Creek watershed might look like, beginning in the summer of 2013.
- Suggestions for water conservation methods (such as installing flow valves) that can be implemented right away by residents.
- Options for incentivizing water storage, such as instituting a revolving low-interest loan fund for storage tanks.
- Increasing community awareness during the low flow season. Specific suggestions included "Water Conservation Corners" at local hardware stores and low-flow road signs for Seelye, Dinner, China and Miller Creek.
- The pros and cons of different storage tank options. For example, 5,000 gallon polyethylene tanks are relatively easy to install and do not require a permit.

From the house meetings, we learned that a couple of obstacles currently stand in the way for rural residents who want to add winter water storage to their properties. In addition to the initial expense of purchasing a new tank, the current policy in Humboldt County is to increase a landowner's property taxes when additional water storage is installed, resulting in a financial disincentive. To address this problem, a few non-profits in the region are working together to explore the options for passing an ordinance or new tax policy that would provide a financial incentive for Humboldt County residents who want to install winter water storage.

Additionally, the issue of water rights presents a significant hurdle for residents who want to legally add water storage to their properties. According to the New California Water Atlas, only two residents have established water rights in the Redwood Creek watershed, yet hundreds of families in the region currently divert water for domestic and agricultural purposes. A recent "enforcement sweep" initiated by The State Water Resources Control Board Division of Water Rights has left many residents confused about their water rights and concerned about state

Table 2: Please tell us about changes you have observed over the years in Redwood Creek and the surrounding area that you think may be contributing to low summertime flows.

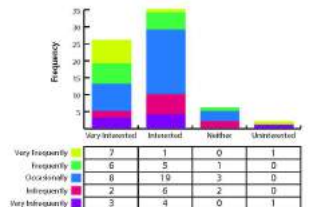
	% Agree*	% Neutral	% Disagree*	Mean**	Number of Responses***
Fewer pools	57.1	27.1	7.1	2.14	64
Changes in length of dry season	44.3	46.0	8.6	2.32	65
More gullies, landslides, or roads	37.2	34.3	15.7	2.56	61
Changes in forest cover	40.0	31.4	20.7	2.57	63
Fewer logs in the creek	14.3	52.9	22.8	3.13	65

* Respondents who selected Strongly Agree or Agree were included in the % Agree column. Respondents who selected Disagree or Strongly Disagree were included in the % Disagree column. Missing responses were included in the percentage total.
 ** - The mean was calculated based on a scale of 1 (Strongly Agree) through 5 (Strongly Disagree).
 *** - Total number of survey responses was 70.

agencies coming onto their land. Several non-profits in the area, including SRF, have responded by putting together a public forum where residents can learn about their water rights and how to come into compliance with state water law so that they can legally divert and store water without fear of legal repercussions.

Landowner Surveys Indicate Strong Stewardship Ethic

Figure 2: Interest in volunteering in restoration efforts compared to how frequently the respondent talks to their neighbors about the health of the watershed.



* - Example: Out of the 27 respondents who indicated that they are Very Interested in participating in voluntary efforts to restore flows in Redwood Creek, 7 also talk Very Frequently with others in their community about the health of Redwood Creek.

Obstacles Identified

- Economic disincentives for landowners
- Securing project funding
- Continuous streamflow data collection
- Lack of clarity regarding state water laws
- Landowner attitudes about water use, water rights, and responsibilities

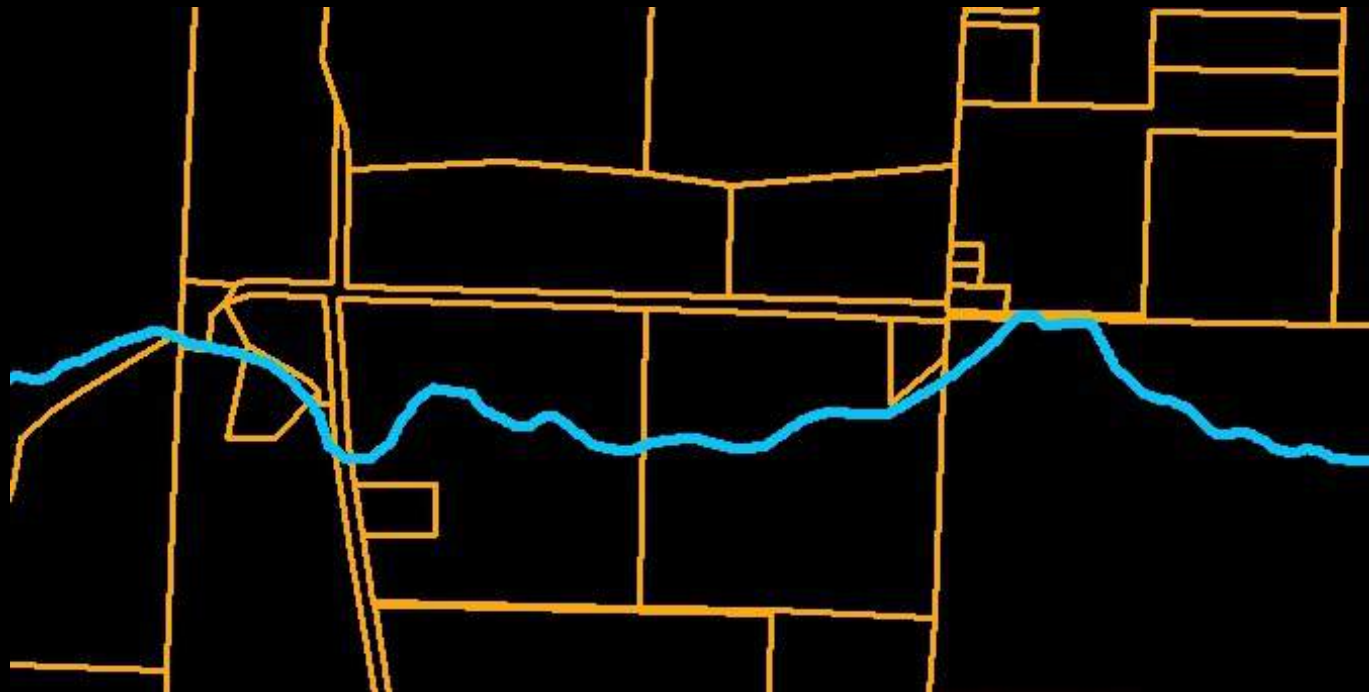
Steps for Building an Effective Public Outreach and Engagement Strategy

- Build partnerships with local stakeholders and groups doing similar work
- Identify obstacles to public participation early on
- Utilize local media for public outreach
- Make the project visible, accessible, and inclusive by providing frequent opportunities for public input
- Maintain an ongoing list of local residents who attend public events or contact you with questions about your project
- Keep local residents informed about your progress

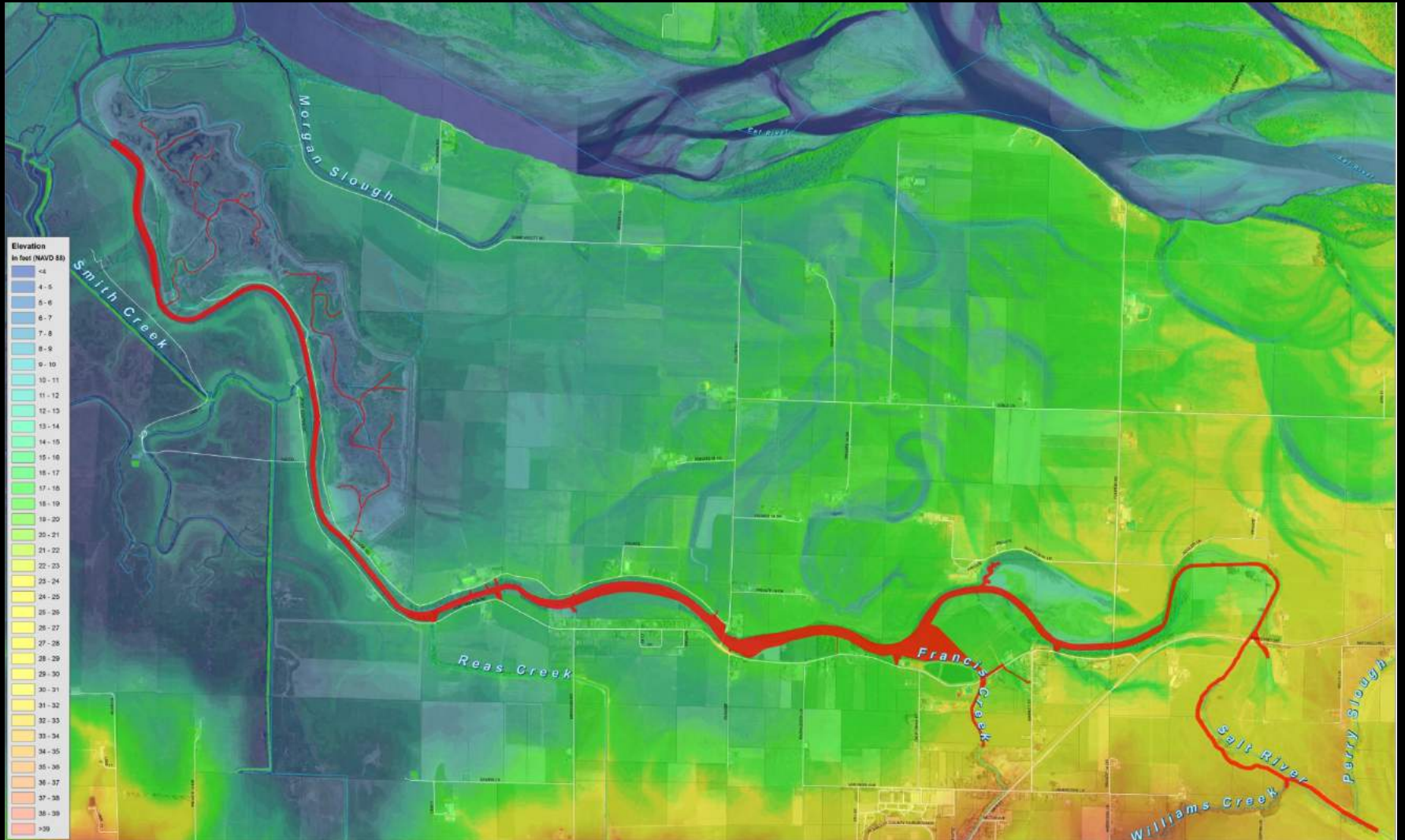
Thank you!



Involving Multiple Landowners in a Large Scale Restoration Project



Salt River Project



Who to Outreach to... pretty much EVERYONE

- Adjacent Landowners and Managers
- Potential Interest Groups



How to Initially Outreach

- 40 Landowners – Hold a Public Meeting
- Few Landowners – Local Introduction



What to Present at the First Meeting

- **DON'T** come with a Project Already Designed!
- Bring broad ideas
- Ask landowner his ideas
- Develop goals and objectives with the landowner
- Identify unrealistic expectations
- Explain process

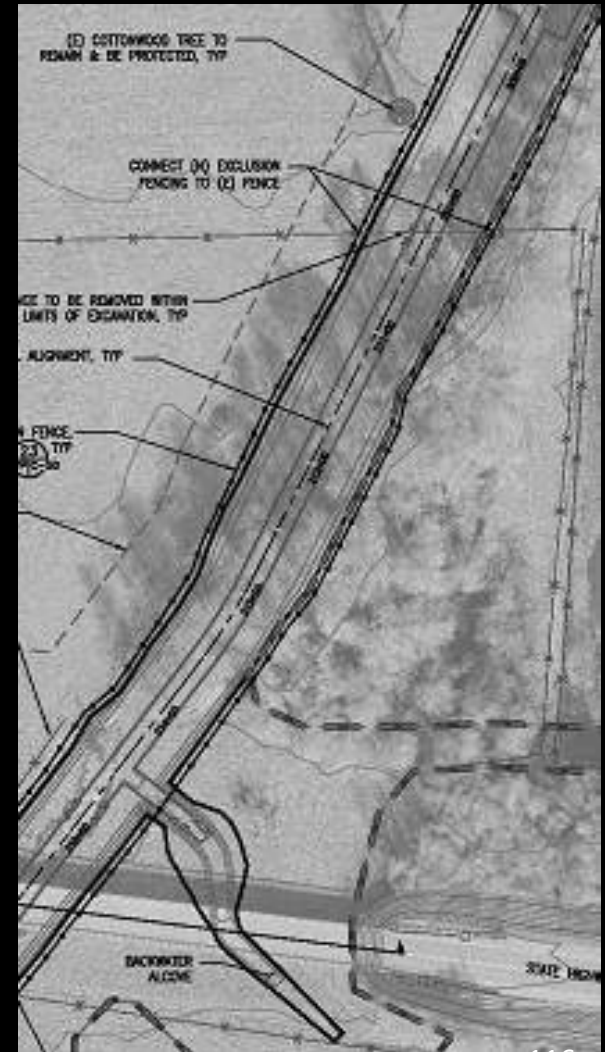
Meetings

- Landowner and Agency meetings
 - Technical meetings
 - Landowner meetings
 - LO representative attend both
- Gather Input from All Parties
- Provide Constraints



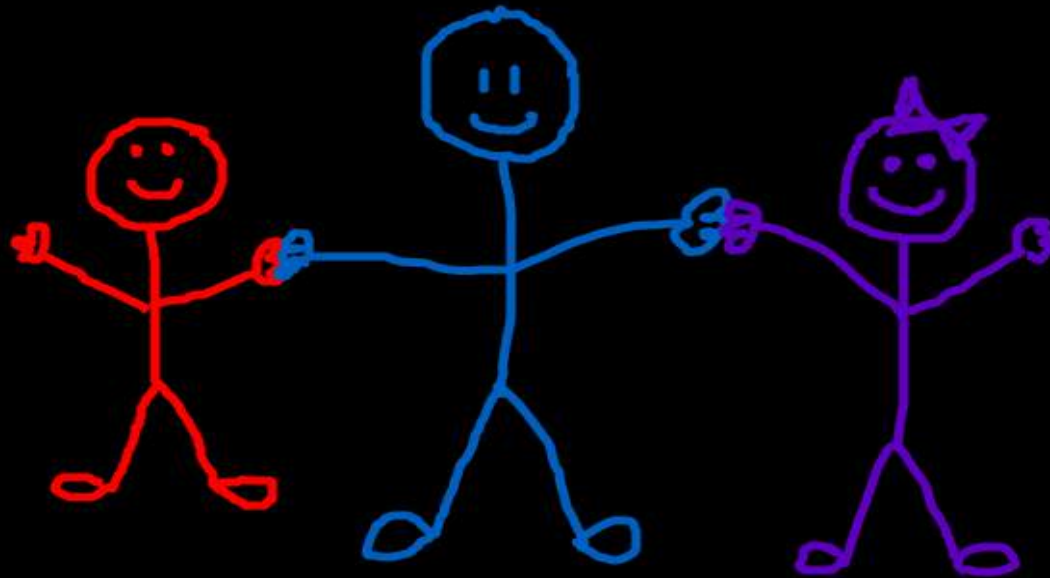
Check Back In, Check Back In, Check Back In

- Landowner Changes
- Advancement in Project
 - design plans
 - funding proposal
 - implementation schedule
- Landowner Agreements
- Final design plans
 - bring copies
 - review
 - initial



Is This Feasible?

- This takes A Lot of Time
- Takes A Lot of Money



Public Meetings for the SONCC coho salmon recovery plan: Goals and lessons learned



Julie Weeder
Northern California Recovery Coordinator

Credit: Thomas Dunklin



Presentation objectives

- **Provide overview of purpose of meetings**
- **Results of meetings**
- **Lessons Learned**
- **Discussion about the best way to get public participation in public meetings**

What is a federal recovery plan?

- A plan that describes how to recover a species listed under the Endangered Species Act.
- A roadmap to recovery.
- A guidance document – non-regulatory.
- ESA envisions plan as the central organizing tool for guiding the recovery of the species.

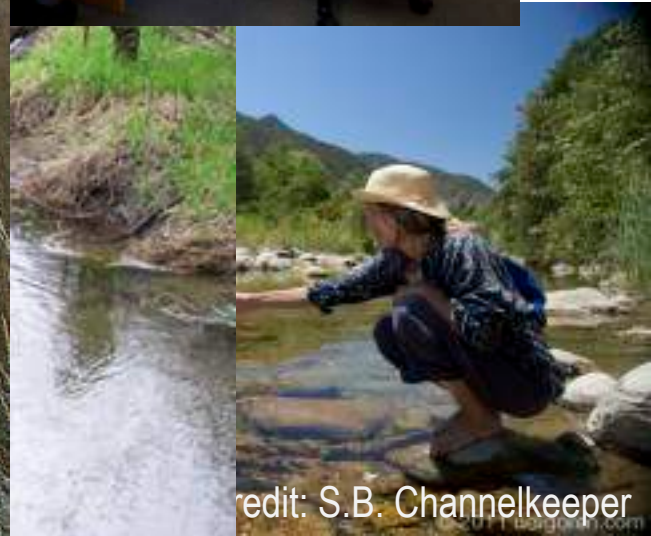


Credit: Halogen Software

Who implements a federal recovery plan?



Credit: USFWS



Credit: S.B. Channelkeeper



Credit: NOAA

SONCC Coho Salmon ESU

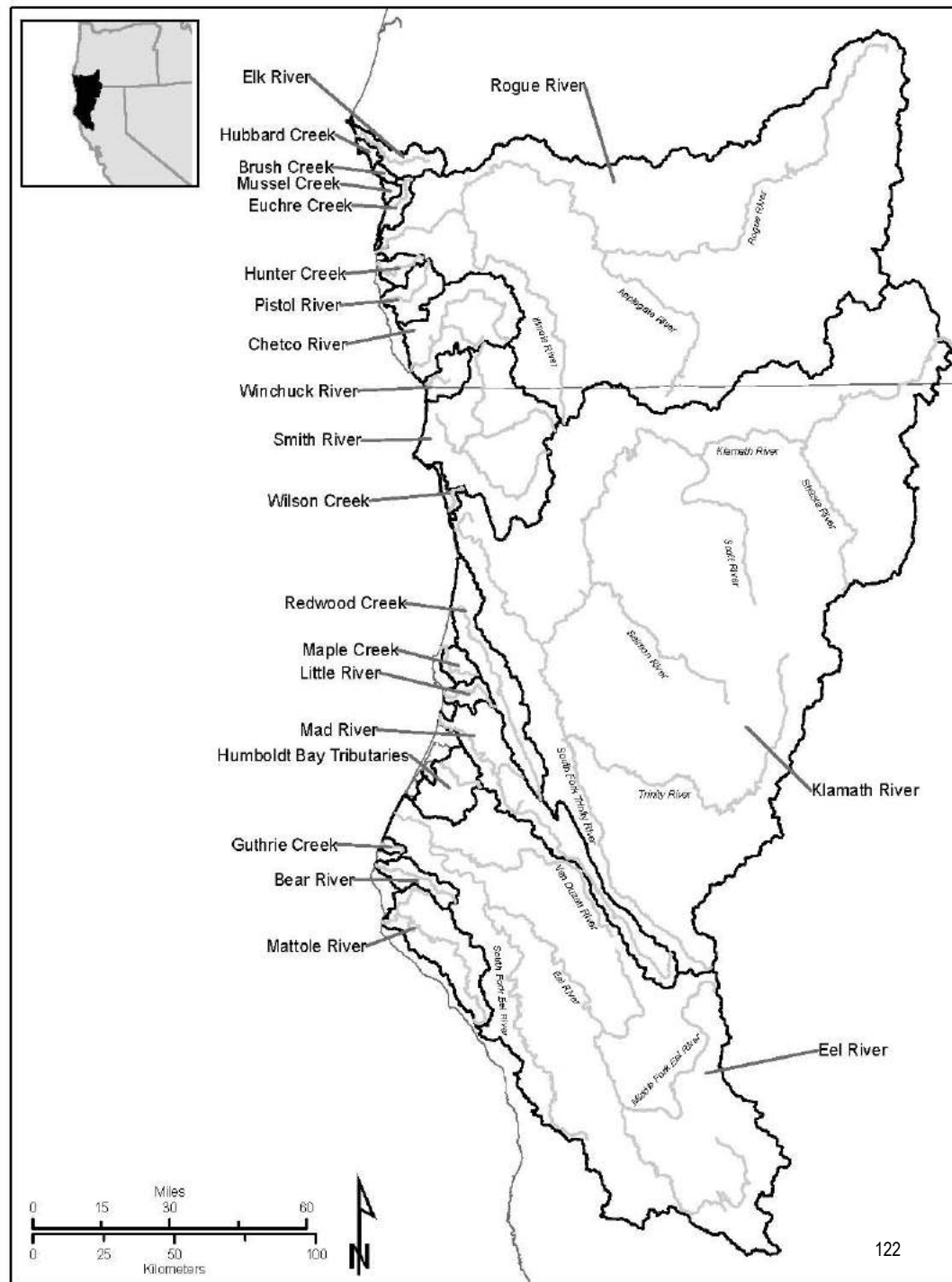
40 populations

7 million acres

20 counties

2 states

Klamath, Trinity,
Rogue, Eel





Importance of public input

- **Recovery plans are voluntary, non-regulatory documents.**
- **Nothing is required to be done just because it is in a recovery plan.**
- **If nobody believes the findings of the plan, or if they think it is fatally flawed, they will not want to implement it.**



Importance of public input

- **Much of the land upon which recovery will occur is privately owned.**
- **Comments on the public draft resulted in improvements reflected in the final plan(e.g., new prioritization system for recovery actions, new timber harvest analysis, revisions to intrinsic potential)**

Meetings

5 meetings during winter 2012

- **Bayside, CA**
- **Willits, CA**
- **Yreka, CA**
- **Brookings, OR**
- **Medford,OR**

Meetings

5 meetings during winter 2012

- **Professionally facilitated**
- **Facilitation only really required at Yreka meeting**



Purpose of public meetings

- **Encourage review of plan**
- **Explain plan so attendees can better comment on it later.**
- **Collect public comments.**

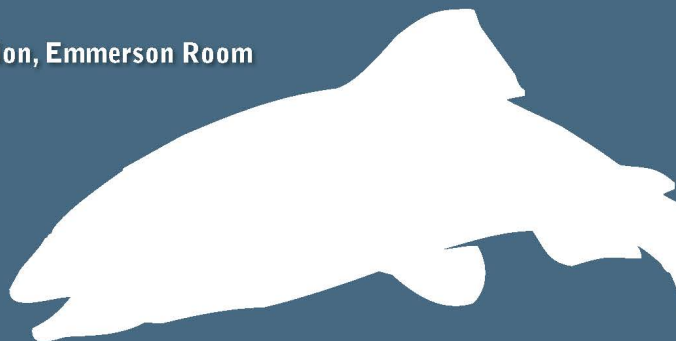


NOAA FISHERIES SERVICE
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Public Meeting on the Draft Recovery Plan for Southern Oregon/Northern California Coast Coho Salmon

January 31, 6–8:30 PM
Humboldt Area Foundation, Emerson Room
373 Indianola Road
Bayside, CA 95524

PLEASE
ATTEND!



NOAA Fisheries Service invites you to participate in discussions on the Draft Recovery Plan. Meetings will provide an opportunity to hear an overview on the Plan, offer comments, and ask clarifying questions.

“This draft recovery plan is the blueprint for rebuilding coho salmon species in the watersheds of Southern Oregon and Northern California,” said Irma Lagomarsino, NOAA Fisheries Service supervisor for Northern California. **The ability to implement a plan that will recover and protect the species is in the hands of all who inhabit this region, hence public input on the plan is essential to success.**

Electronic copies of the Draft Plan are available at <http://swr.nmfs.noaa.gov/recovery> or on a CD by contacting Cynthia Anderson by phone at (707) 825-5162 or by sending an email with “CD ROM request for SONCC coho salmon draft recovery plan” to cynthia.anderson@noaa.gov. Public comment and information relevant to this recovery plan may be submitted before 5:00 p.m. on March 5, 2012. See details on the NOAA Fisheries Service website: http://swr.nmfs.noaa.gov/recovery/soncc_draft/SONCC_Coho_DRAFT_Recovery_Plan_January_2012.htm on how to submit comments.



How we used the media to help publicize meeting

- **Press release resulted in print stories.**
- **Radio interviews raised awareness.**



Attendees

- **State and federal government representatives**
- **Local government**
- **NGOs**
- **Landowners concerned about how the plan would affect them**
- **Interested members of the public associated with environmental groups**

Participation

- **Bayside, CA – 30 people**
- **Willits, CA – 3 people**
- **Yreka, CA – 30+ people**
- **Brookings, OR – 10 people**
- **Medford, OR – 20 people**



Possible reasons for low attendance

- **It is difficult to notify all affected people of your meetings with an area as large as the SONCC Range**
- **Without a compelling threat to their livelihood or property, many members of the public don't engage in public meetings**
- **Public meetings about dry government documents are not the most popular places to go on a free evening**



Lessons Learned

- **It would have been a good idea to have more meetings – then even if attendance is not great, can still reach a lot of people. Must balance workload and travel abilities though.**



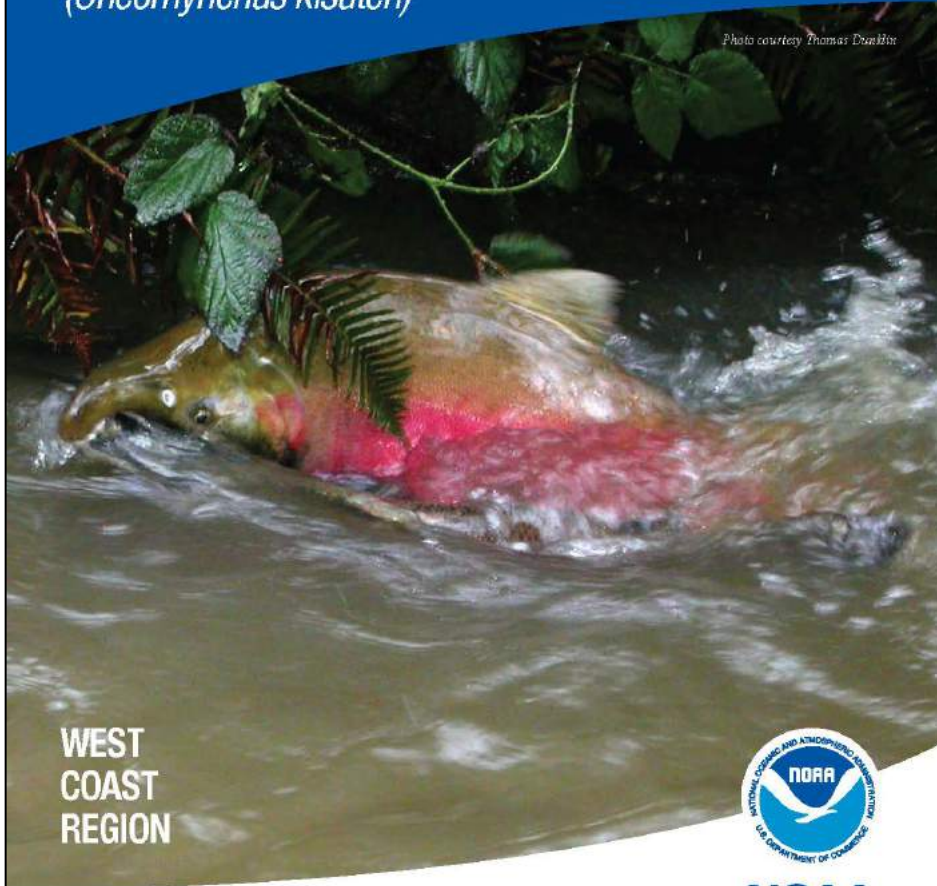
Lessons Learned

- **If we had coordinated with local partners better, we could have had better attendance**
- **Not everyone can be reached with the public meeting format – be open to other opportunities to engage**

Final Recovery Plan for the Southern Oregon/
Northern California Coast Evolutionarily
Significant Unit of Coho Salmon
(Oncorhynchus kisutch)

2014

Photo courtesy Thomas Drenth

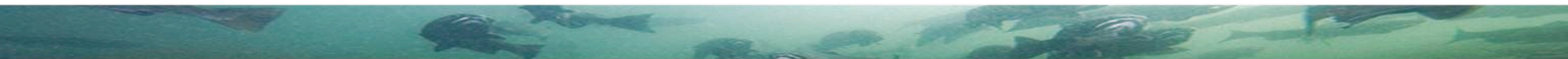


WEST
COAST
REGION



NOAA
FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

An underwater scene showing several fish swimming in clear, greenish water. The fish are of various sizes and colors, including dark and lighter shades. The background is a soft, out-of-focus green, suggesting a natural aquatic environment.

“The public is invited to share knowledge of Rogue River watersheds and learn about coho salmon recovery needs as described in the recently released federal recovery plan. There will be a presentation followed by an open house where participants can share information about their watershed and learn about site-specific habitat restoration opportunities”



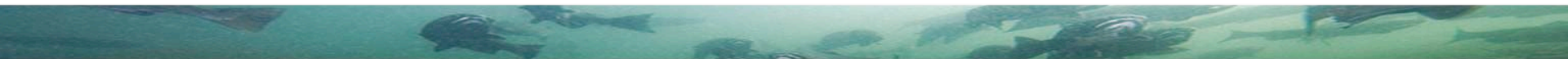
Purpose of Recovery Open Houses

- **Notify potential partners (especially local government and landowners) about existence of plan and how it can be used**
- **Identify partners who may implement plan**
- **Encourage partners to implement plan and establish relationships to facilitate, especially through local implementation planning**



Recovery Plan Implementation Meetings

- **Ongoing**
- **Two dedicated open houses – Oregon**
- **Four more meetings sponsored by entities which provided audience –**
 - **More engagement**
 - **Interested people wanting to work on implementation**



How can we best engage the public in planning?

Themes

- **Coho aren't a native species, they are here now because of planting of out-of-basin hatchery fish.**
- **The model predicting habitat potential doesn't match with current conditions and should have been “groundtruthed”.**
- **The spawner targets are far too high and not achievable – can't return to pre-European settlement conditions**
- **There were never that many coho here.**

Themes

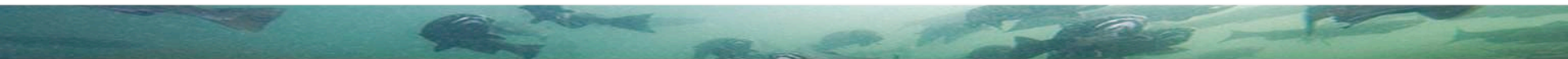
- **Much of the area identified as having high potential to support rearing fish is not fish rearing habitat and never has been (Model wrong)**
- **NMFS says the plan is not a regulatory document, but the document will be used by regulators so is disingenuous to say it isn't regulatory**
- **Concern that land or water will be taken away as a result of the plan**

Sample of public comments

- **Kay Harrison** (local citizen): Disappointed in plan's lack of science and assumptions. Wants strong salmon populations but plan needs better rationale. Would like to see economic impact analysis that includes agricultural lands. Believes water is for fish **and** humans.
- **Jerri Carsey** (local citizen): Everyone agrees improvements can be made. Believes utopia is NMFS goal and feels plan doesn't represent those who rely on water for livelihood. Wants agricultural representation, wants to know ODFW disagreements, and wants data showing coho are indigenous and how we know they're threatened if we have a lack of data.

Sample of public comments

- **John Roach** (local citizen): Purchased local land that was destroyed by agriculture and restored it with riparian planting. Feels restoring ag land is not a “loss” as many in the audience have said. A loss to him would be the loss of fish.
- **Leslie Adams** (Rogue Riverkeeper): Addressed the coho not-indigenous issue by stating that they have been here for thousands of years. Salmon have been under fire for 150 years and believes the species has significant cultural/economic value. Encouraged audience to live lifestyle in harmony with nature, keep open mind and try to work together for the betterment of the Rogue Valley.



NOAA Fisheries Service invites you to participate in discussions on the Draft Recovery Plan. Meetings will provide an opportunity to hear an overview on the Plan, offer comments, and ask clarifying questions.

“This draft recovery plan is the blueprint for rebuilding coho salmon species in the watersheds of Southern Oregon and Northern California,” said Irma Lagomarsino, NOAA Fisheries Service supervisor for Northern California. The ability to implement a plan that will recover and protect the species is in the hands of all who inhabit this region, hence public input on the plan is essential to success.

How public input was considered

- **NMFS considered every comment individually (thousands total)**
- **Kept spreadsheet with responses to comments, ranging from “comment considered, no change made” to new section of plan created to address comment.**



NOAA
FISHERIES

West Coast
Region

Open House: Coho Salmon Recovery on the Rogue River

Tuesday, February 17th

6pm to 8pm

JC Parks Building

7520 Table Rock Road, Central Point

The public is invited to share knowledge of Rogue River watersheds and learn about coho salmon recovery needs as identified in a recently released federal recovery plan for coho in Southern Oregon and Northern California. There will be a presentation followed by an open house where participants can share information about their watershed and learn about site specific habitat restoration opportunities.

For more information about the recovery plan: <http://go.usa.gov/fYz3>