

Green-Duwamish River Revegetation Outreach and Engagement Plan

GREEN DUWAMISH REVEGETATION

Prepared by





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Published June 5th, 2019

This plan was developed by Samara Group as a set of recommendations for Green the Green Network partners who include at the time of publication: American Rivers, City of Auburn, City of Kent, City of Seattle, City of Tukwila, Dirt Corps, Duwamish Alive Coalition, EarthCorps, Emerald Alliance, Forterra, Green River Coalition, King Conservation District, King County, Muckleshoot Indian Tribe, Nicoterra Trails, Urban Waters Federal Partnership, Washington Department of Ecology, and WRIA 9.

Funding provided by the U.S. Department of Agriculture, Forest Service, Pacific Northwest Research Station, and State and Private Forestry Pacific Northwest Region. In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. Fiscal sponsorship provided by Willamette Partnership.



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INTRODUCTION

BACKGROUND

The Green-Duwamish River (“River”) provides important ecological, social, and economic resources for people in and around King County, WA. The River flows over 93 miles from the Cascade Mountain range to Elliott Bay, through the traditional territories of the Muckleshoot, Squamish, Duwamish, Upper Puyallup, and Puget Sound Salish peoples. The River provides critical habitat for endangered Puget Sound Chinook salmon¹ as well as three other species of salmon. It has also been identified as the 4th most threatened river in the United States by American Rivers². High water temperatures are one of the main issues affecting Chinook salmon populations, especially in the Green-Duwamish River watershed, primarily from lack of trees and shrubs and the shade they provide. High water temperatures affect salmon health in all life stages³ and sends ripple effects throughout the watershed, including decreased health and food supply for Orca whales⁴ and other wildlife. One of the main actions to support Chinook populations is to “keep streams shaded.”^{5,6,7} Planting and maintaining trees and shrubs in priority planting areas⁸ along the riparian corridor will provide

1 – <https://www.epa.gov/salish-sea/chinook-salmon>

2 – America’s Most Endangered Rivers. American Rivers, 2019, America’s Most Endangered Rivers.

3 – Coffin, Chris, and Sinang Lee. Green River Temperature Total Maximum Daily Load: Water Quality Improvement Report. Washington Department of Ecology, 2011, page xii-xiii.

4 – Southern Resident Killer Whale Priority Chinook Stocks Report. NOAA Fisheries West Coast Region and Washington Department of Fish and Wildlife, June 2018.

5 – <https://www.epa.gov/salish-sea/chinook-salmon>

6 – Coffin, Chris, and Sinang Lee. Green River Temperature Total Maximum Daily Load: Water Quality Improvement Report. Washington Department of Ecology, 2011, pages 84-86.

7 – Re-Green the Green: Riparian Revegetation Strategy for the Green/Duwamish and Central Puget Sound Watershed. WRIA 9, 2016.

8 – As outlined in the Revegetation Tracker: <http://gismaps.kingcounty.gov/revegTracker/>



The Green-Duwamish River at Fenster Nature Park. Auburn, Washington

shade and protect cool water as well as create habitat for native fish, pollinators, and other wildlife. Intact riparian corridors also provide significant ecosystem services for local communities, such as reduction of heat and air pollution and filtration of stormwater.⁹

GREEN THE GREEN NETWORK

The Green the Green Network (“Network”) is a coordinated group of non-profit organizations, non-governmental organizations, and federal, tribal, state, county, and city agencies convening to strengthen riparian revegetation work along the Green-Duwamish River.

While multiple coalitions have been developed to support the health of the Green-Duwamish River, the Green the Green Network focuses specifically on revegetation and is motivated by the need to create conditions for river water to remain below 60° F. Above this temperature, Chinook salmon cannot survive. Coordinated efforts and actions are a must to address this critical issue.

9 – Livesley, S. J., et al. “The Urban Forest and Ecosystem Services: Impacts on Urban Water, Heat, and Pollution Cycles at the Tree, Street, and City Scale.” *Journal of Environment Quality*, vol. 45, no. 1, 2016, p. 119., doi:10.2134/jeq2015.11.0567.

VISION

Multiple agencies, organizations, and people have been implementing riparian revegetation work in the region. While leaders have increased collaboration and coordination between these groups, public audiences continue to have a hard time seeing the need for additional support or cumulative impact each project has throughout the watershed.

Each organization is operating with various motives, capacities, and strategies, but a few common goals demonstrate a shared vision to support a healthy and resilient present and future for the Green-Duwamish River. While communication efforts in this plan are focused on revegetation, Network partners must remain considerate of the various missions that bring partners—and community members—to the table that range from as stormwater pollution to invasive species and climate adaptation.

(See Appendix A for a summary of information collected at the Network's March 2019 visioning workshop.)



Graphic recording capturing themes and ideas expressed in the large group discussion at the Green the Green Network meeting on March 4th, 2019.

PLAN PROCESS

Samara Group was hired in January 2019 to recommend strategies for a coordinated community engagement and outreach effort for the Green the Green Network (“Network”). Each agency or organization has their own revegetation program and communicates with the public in different ways. Without a coordinated outreach strategy, neighbors, community members, and other members of the public can be left confused and uncertain about the scope and scale of riparian revegetation work occurring throughout the Green-Duwamish River watershed. This Green-Duwamish River Revegetation Outreach & Engagement Plan is a first step for the Network to address that gap in communications.

This document and supporting appendices are the result of engagement with available individuals from Network organizations between January - May 2019. Our process begins with an understanding of the current state of communications, assets, and ideas. To achieve this, Samara Group reviewed materials, engaged in multiple conversations, conducted seven informal interviews, organized an online questionnaire, toured seven restoration sites, and facilitated an exploratory workshop with over 20 participants. Overall, representatives from the following organizations contributed in person:

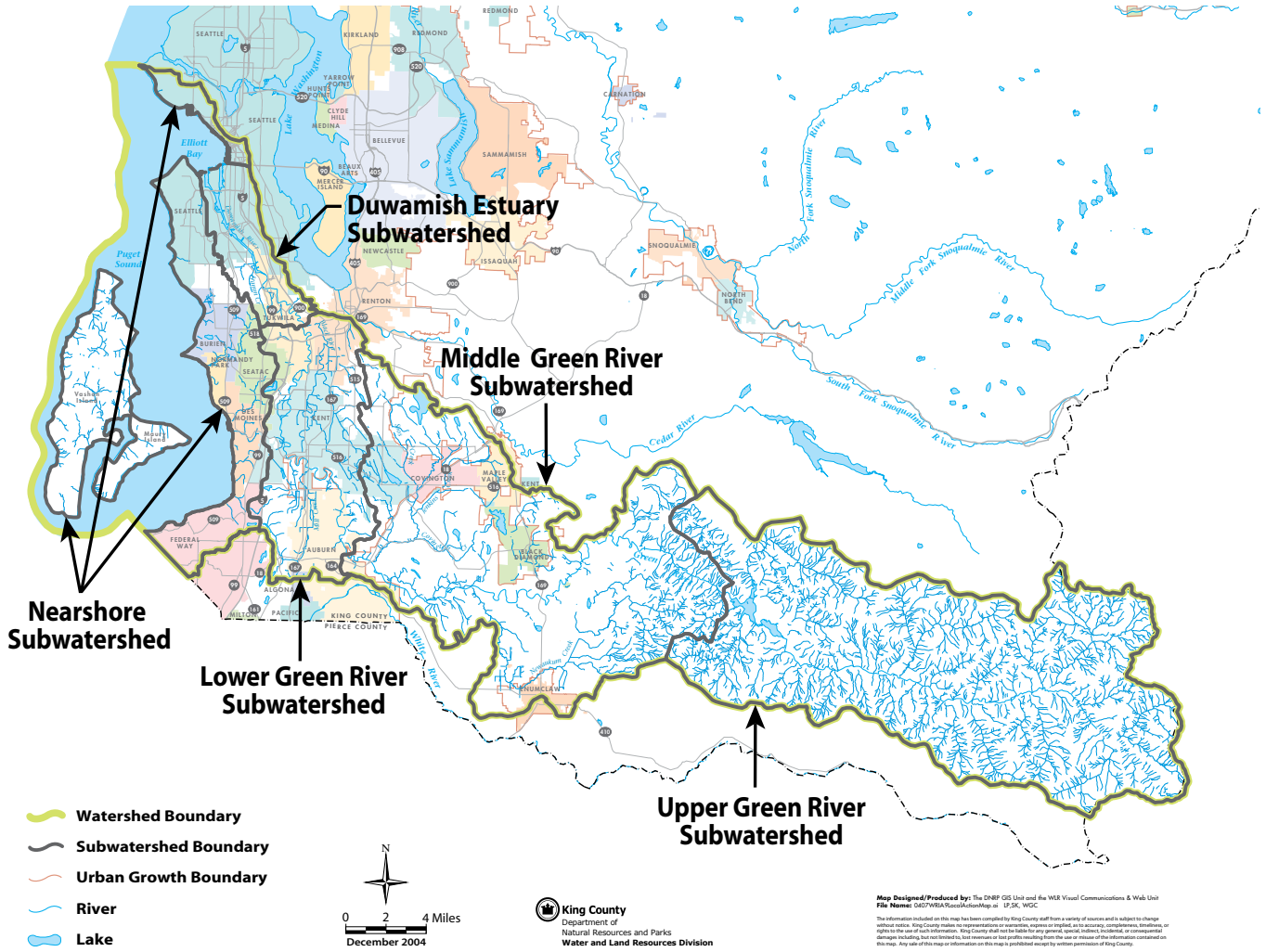
- King County
- Seattle Parks & Recreation
- King County River & Floodplain Management Section (RFMS)
- City of Tukwila
- King Conservation District
- Urban Waters Federal Partnership
- Green River Coalition
- Duwamish Alive Coalition

- Forterra
- EarthCorps
- Dirt Corps
- WA Department of Ecology
- WRIA 9
- American Rivers
- Emerald Alliance

Next, we identified themes, trends, and possible gaps in what has been effective (or not effective) in outreach and engagement efforts. It is clear that Network organizations share a similar vision, hold the expertise needed to achieve revegetation goals and have programs in place to implement revegetation projects. Network organizations and other organizations in the area have strong branding, long-standing history in the area, and relationships with various communities. The challenge for the Network is strategically filling in gaps or aligning certain efforts to enhance revegetation activities. While not comprehensive, we found a theory of change framework to be a useful approach to fill in the gap between the strengths of the current programs and desired outcomes.

Our findings are multi-faceted but largely centered around community-based social marketing principles to prioritize localized leadership and localized solutions. We emphasize simple materials, a clear message that is adapted to meet the needs of the local community and engaging leaders in the community to carry forward the message.

For more information about the people, organizations, and resources we consulted, please see resources available in the Appendices.



Restoration work within the Green-Duwamish Watershed must address its diverse ecological and social contexts



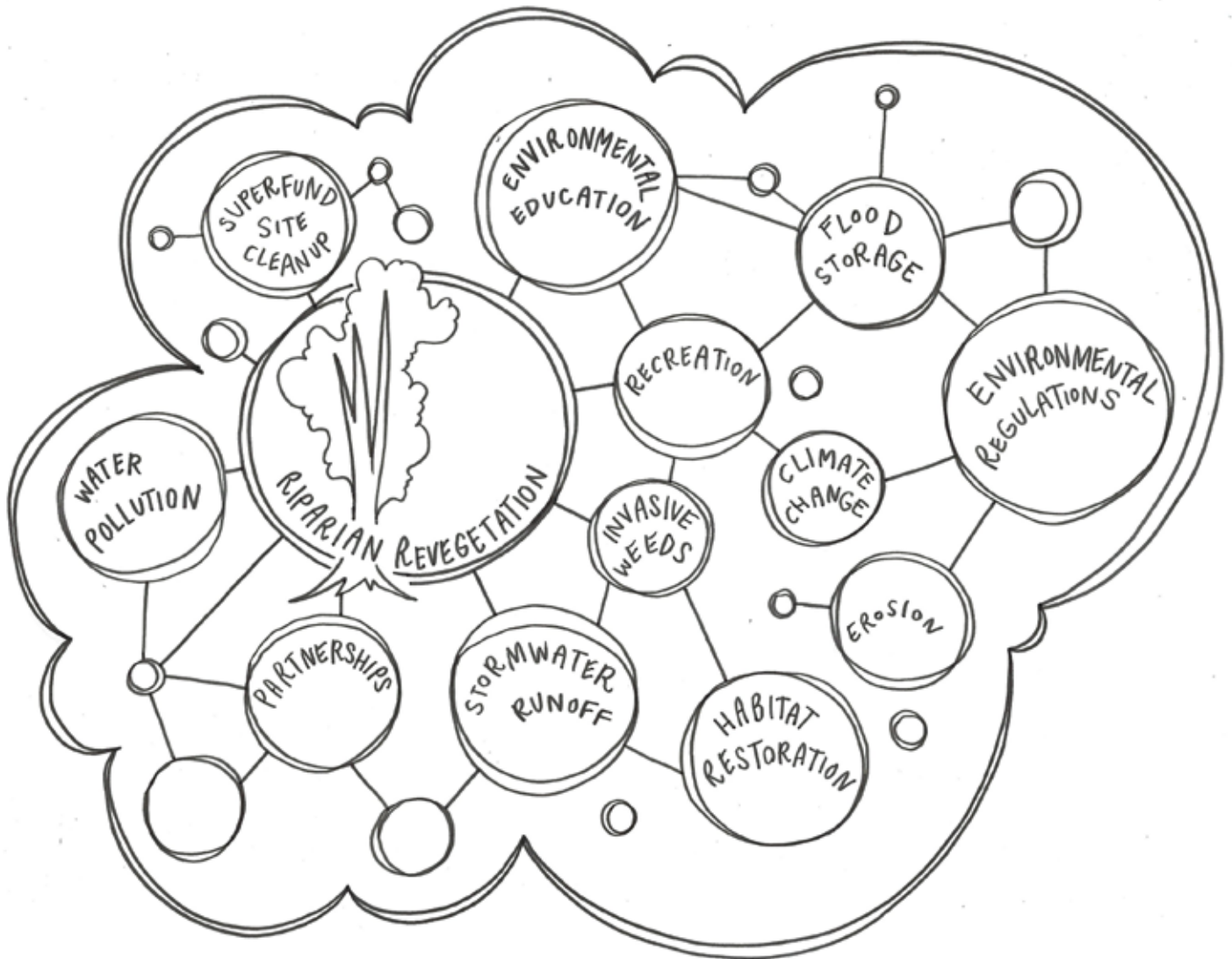
PLAN

PURPOSE

This plan provides a useful set of recommendations for Network partners to implement together. The strategies, tactics and tools were developed to elevate and enhance the work of individual organizations participating in coordinated outreach efforts.

While this plan is not comprehensive due to limited scope and engagement, it provides some practical strategies and tactics as a first step towards coordinated messaging and inclusive engagement including:

- **Recommended key messages to frame the revegetation conversation**
- **Strategies to engage community members within three key audiences around issues of riparian revegetation along the Green-Duwamish River**
- **A model for adaptive outreach and community engagement and developing localized solutions**
- **Concepts, tools and tips for planning coordinated outreach efforts**



Connecting the dots for watershed resilience

Riparian revegetation is one of many important issues impacting the health of the Green-Duwamish River and salmon recovery. Building connections between riparian revegetation and other issues can enhance relationships with key stakeholders to generate collective successes.

COMMONLY USED TERMS

Here are a few of the commonly used terms in this document and definitions of how they are being used in this context of this plan.

AUDIENCE A specific group of people you are trying to reach. To be successful, communication strategies need to be more targeted than the “public.” In this context, we are trying to influence groups of people to act on revegetation efforts in various ways. We have prioritized four key audiences in this plan.¹

OUTREACH The act of delivering information and “reaching out” to people in various ways. Outreach involves adapting communication to the changing needs of the audience such as different levels of understanding, print and electronic communication channels, and language translation. Outreach can build awareness by sharing information, offering incentives for people to implement a certain behavior, or inviting people to engage in other ways.

ENGAGEMENT Two-way interactions with people and communities in various ways. Engagement involves adapting interactions to the needs of people or organizations. Engagement offers an opportunity to build reciprocal relationships, extend outreach through community leaders, and increase long-term success of revegetation efforts. Activities can include one-on-one conversations, meetings, events, and partnerships.

STRATEGY A plan of action to achieve an overall objective over time. We recommend three key strategies for each key audience to build awareness, influence stewardship, and increase advocacy.

TACTIC A strategic and targeted action. We recommended a set of tactics for each key audience strategy to provide a practical direction for the Network to take immediate action. The list of tactics is not comprehensive. Additional tactics can be implemented to meet strategic goals as individual organizations or Network partners test and refine recommended tactics.

KEY MESSAGE Messages with various uses and formats in communication strategy and are often restricted to a short, concise set of statements. In this context, there are a diverse set of factors that will determine how key messages are used to describe the efforts such as jurisdiction or interests. We developed a set of useful phrases and ideas to frame the conversation around the River and revegetation. Additionally, we prioritized key messages for each audience to provide a direction for targeted materials and communication.

¹ – For a more in-depth discussion about why we use the term ‘audience’ and why it is useful in a science communication context, please see <https://www.nature.com/scitable/topicpage/audience-and-purpose-13952663>.



PARTNER At the time of this plan’s development, the Green the Green Network does not have a formal agreement regarding the definition of who can join the network or what determines a “partner” organization. For the purpose of this plan, we have used the following terms:

NETWORK Partner An individual representing an effort or organization implementing or supporting revegetation projects and participating regularly in Green the Green Network activities, either at the time or after this plan was released.

OUTREACH Partner An individual representing an effort or organization implementing outreach and engagement efforts. This may be a new or existing person/organization working with a Network partner to engage with or reach community members.

REVEGETATION A technical term meaning to ‘grow again,’ referring to planting trees, shrubs, and groundcover. We want to embrace this word for three reasons. First, it is a very accurate and concise word for the work Network partners are doing. Second, providing a short and simple definition of ‘revegetation’ can be a great opportunity to build a connection and knowledge with someone. Lastly, the first part of the word, “re” implies the practice of returning vegetation—specifically in this case to the riparian areas along the river.

RIVER CHAMPION A person who takes direct action to build awareness, stewardship, and/or advocacy for the health of the river and how it affects their communities. Champions can extend outreach and engagement efforts to new community members through informal and formal ways. Sometimes, the best way to reach a group of people is through a trusted contact.

THEORY OF CHANGE

Our goal is for Network partners to enhance and coordinate efforts together using a set of new and existing strategies. To outline the stepwise process and strategically fill gaps, we used a theory of change framework. Similar to a logic model, a theory of change framework is typically used to evaluate organizations, systems, and complex problems to fill in “the ‘missing middle’ between what a program or change initiative does and how those lead to desired goals being achieved”.¹

MISSION

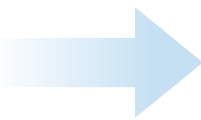
Strengthen and coordinate riparian revegetation efforts on the Green-Duwamish River.



1 – Web Source. 2019 Center for Theory of Change: <https://www.theoryofchange.org/what-is-theory-of-change/>



OUTPUTS



INTERMEDIATE OUTCOMES



SUCCESS LOOKS LIKE

- Understanding of community concerns and barriers to involvement
- Access to the river and revegetation sites
- Accessible and relatable resources
- Transparent and trusting relationships

- Increased awareness of the river, issues, and solutions
- Increased stewardship of the river and revegetation sites
- Increased advocacy to support funding revegetation efforts

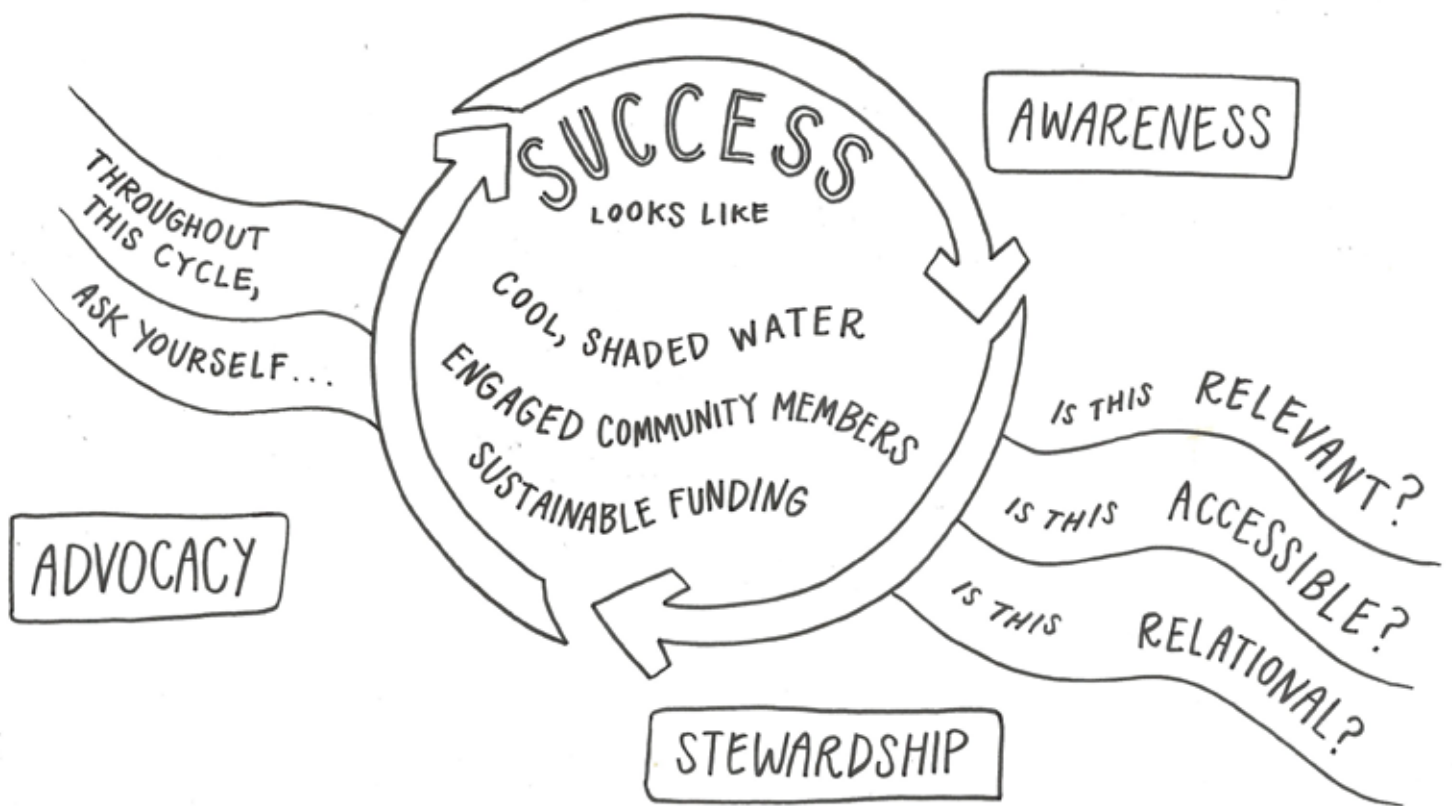
- Increased tree canopy
- Increased shade on the river
- Decreased water temperature
- Community and governmental investment in riparian revegetation

CONTEXT AND CONDITIONS

- **Many different landowners, land uses, and interests**
- **State and federal policies and regulations**
- **Managed river flow including levees**

ENGAGEMENT STRATEGY

Building off of the theory of change framework, the engagement strategies outlined in this plan center around the intermediate outcomes of building awareness, stewardship, and advocacy within these key audiences. As many partners have experienced, the success of revegetation efforts depend heavily on the knowledge, support, and investment of various groups of people (or audiences) throughout the watershed. Because these audiences have different motives and interests, outreach and engagement efforts need to be tailored to address their specific interests and concerns. Each outcome supports the next to build a scalable, resilient feedback loop.



The strategy outlined in this engagement plan supports three outcomes: building awareness, building stewardship, and building advocacy among your audiences. This is a cyclical process and each effort builds on the last to create a resilient system.

BUILDING AWARENESS

Awareness of an issue and the opportunity to be part of the solution is an important component of outreach and engagement. Building awareness about the benefits of riparian revegetation demands more than providing information. Engage with people to build relationships and ask questions to learn about how they relate to the issues. Respond with information and opportunities that are accessible, relatable, and trustworthy for them.

BUILDING STEWARDSHIP

All partners envision a region where community members value and practice an ethic of environmental stewardship. Once people are aware of an issue, they need attainable, accessible opportunities to address it. Opportunities for audiences to take tangible actions should be created collaboratively with communities and offer a wide variety of incentives such as paid work, mutually-beneficial partnerships, culturally-relevant events, and recognition.

BUILDING ADVOCACY

River champions are leaders in their community. With the right tools, champions are powerful advocates for revegetation efforts. They are instrumental to bringing more people into the loop and generate more interest and resources for riparian revegetation efforts. The primary strategy will be to support, connect, and elevate the work of champions across sectors so that they can better advocate for additional resources (including people, time, and money) for revegetation efforts.

KEY MESSAGES

These key messages provide direction for the visual language, product content, and key words to use with coordinated outreach and engagement materials. These messages are not meant to be a comprehensive text for a 'copy+paste' solution. Instead, these messages are meant to highlight common threads that tie your coordinated outreach efforts together. Over time, use feedback from community members to develop and adapt key messages or phrasing to create increasingly relatable and audience-centered materials.

AWARENESS OF THE RIVER

The Green-Duwamish River is part of your daily life, even if you don't know it!

The Green-Duwamish River flows through 93 miles from the Cascade Mountains to the Elliott Bay through rural, agricultural, suburban, urban, and industrial land.

The Green-Duwamish River is an important ecological, cultural, and economic resource in the region for people, plants, and wildlife.

The Green-Duwamish River provides critical habitat for endangered salmon which are an important food supply for Orca whales and other wildlife.

WHAT IS THE PROBLEM?

The removal of native trees and shrubs along the Green-Duwamish River over the last 150 years means that large portions of the river are exposed to the sun, leading to warmer water.

Higher water temperatures create conditions that are unhealthy—or even deadly—for endangered and culturally-important native species, such as Chinook salmon.

Planting and maintaining trees and shrubs in and around the water's edge creates healthy wildlife habitat.

We need more trees and shrubs along the river to keep it healthy, cool, and clean for people and wildlife.

WHY SHOULD I CARE?

Planting and maintaining trees along the river improves the quality of life for you and your family, neighbors, and community.

Trees along the river not only keep the river healthy for wildlife, they also keep our neighborhoods cool, healthy, beautiful, and thriving.

Revegetation of land along the river protects the health of the river for future generations.

Planting trees and shrubs along the river creates positive ripple effects for the whole region: from helping salmon upstream to the orcas downstream, and your community right here!

Revegetation along the river banks can provide engaging, shaded, and safe trail conditions for families and recreationalists.



WHAT CAN I DO?

You are an important part of the solution.

Plant trees to keep cool waters at safe temperatures for salmon.

Even small actions add up to big impacts as people get involved in their communities along the river.

Become a river champion! Plant a tree, spread the word, help your community.

SHARED BRANDING STRATEGY

Samara Group recommends using a simple term to unify revegetation efforts, such as of 'Green-Duwamish Revegetation.' The term 'Green-Duwamish' is being recommended because efforts to improve watershed health can be strengthened when there is a public understanding that the Green River and the Duwamish River are connected. The word 'revegetation' is a technical term meaning to 'grow again,' referring to planting trees, shrubs, and ground cover where they used to grow. We want to embrace this word for three reasons. First, it is an accurate and concise word to describe the goal held by Green the Green Network. Second, providing a short and simple definition of 'revegetation' can be a great opportunity to build a connection and share knowledge with someone. Lastly, the first part of the word, "re" implies the practice of returning vegetation—specifically in this case to the riparian areas along the river. This can be a source of hope and inspiration across audiences.

GREEN-DUWAMISH REVEGETATION

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LOGO

Samara Group recommends using a simple logo to act as a common thread that weaves all Green-Duwamish Revegetation outreach materials together without conflicting with the visual aesthetic or branding of partner organizations. The logo that Samara Group designed for this plan is a simple idea, intended to convey a message of growth and riverside revegetation. The Green the Green Network is encouraged to use this logo as a starting point for a branding solution that involved stakeholders can accept.

NEW REVEGETATION-CENTRIC MATERIALS

¹New materials with a sole purpose to support revegetation efforts would be best suited to use the shared branding and messaging. For materials used in a collaborative project, consider using partner logos. Shared materials should be easily accessible through an online resource for all partners to use and distribute. When applicable, consider using Creative Commons copyright licensing so that other organizations across the region can access them as well.

OTHER NEW MATERIALS

There are circumstances when it will be more strategic for materials to be created under a partner's brand. For example, materials collaboratively developed with Washington State University (WSU) Extension or another trusted organization, training materials put on

¹ – To learn more about Creative Commons and information about sharing resources, visit <https://creativecommons.org/share-your-work/>

by a community-based organization, or a PowerPoint presentation delivered by a river champion to their peers would be best developed under another brand. In these cases, by working through an agreed upon collaborative process, the champion organization should be allowed to add the shared logo to the materials.

EXISTING MATERIALS

It may not be feasible to update existing materials in the near term. However, when a partner organization creates a new brochure or is reprinting an existing material, encourage the use of the shared brand logo and/or supporting messaging on the material. This could include something like "Proud Supporter of Green-Duwamish Revegetation." Use of the shared logo acts as a symbol of your work in the context of the greater regional efforts. Encourage partners to use shared materials when possible, learn from each other,

KEEP IN MIND

Ever find yourself saying, "If only we had a [insert dream outreach material here]..."? Great ideas address a need! Write (or draw) out these ideas for new outreach materials and bring them to the larger group.

All Network partners are River Champions! Highlight existing partners' work as well as new river champions engaged through strategies outlined in this plan.



SHARED BRANDING STRATEGY (cont)

and adopt shared messages.

RECOMMENDATIONS FOR SHARED BRANDED MATERIALS

Here are some select examples of recommended new outreach materials. A wider list of materials is outlined for each key audience in the following sections.

One-page HANDOUTS or BROCHURES

- Highlight the economic, social, political, and ecological benefits of revegetation projects on commercial and residential properties
- “Re-vegetation 101”, including imagery, how-to info, regulations, incentives, and resources, in different languages as needed
- District-focused fact sheets for elected officials

Direct MAILERS

- Request one-on-one meetings in priority areas for commercial land managers or elected officials

Content for TALKING POINTS and ARTICLES

- List 5 easy ways to “how to be a ‘river champion’
- Collect testimonials: “I support the river because...”

INFOGRAPHICS

- Explaining “triple bottom-line benefits” of riparian revegetation
- Describing how the ecological and social benefits of riparian revegetation affect each other
- Demonstrating the process of a ‘successful’

revegetation project

SIGNAGE

- Highlight individual projects in public places
- River map highlighting champions
- Explain how the process of riparian revegetation improves quality of life for humans and wildlife throughout the watershed, including salmon and orcas

BRANDED materials for river champions

- Yard signs, shirts or hats, and stickers or magnets with fun slogans
- ‘River Champion’ award, signage, and sponsorship badge for supportive business owners and land managers
- Kid-friendly activities that demonstrate and/or promote riverside tree planting: coloring pages, stickers, interactive games

DIGITAL resources

- Online web page to provide a digital landing page to download materials and brand assets



Public can view the Green-Duwamish river from SE Auburn-Black Diamond Road in Auburn, Washington.

The Green-Duwamish River at Schneider and Schneider Business Park in Tukwila, Washington



AUDIENCE-CENTERED ENGAGEMENT APPROACH

An audience-centered approach is important to foster outcomes of awareness, stewardship, and advocacy. In this plan, “key audiences” are defined as priority groups of people to reach. Key audiences help to narrow the focus of messaging, outreach, and engagement for productive and thoughtful community and stakeholder involvement. Each audience approach is organized by outcomes of building awareness, stewardship, and advocacy and includes one primary objective, strategy and a list of focused tactics to implement.

KEY AUDIENCES

The following key audiences have been identified in this plan:

- **Riverside Commercial Property Owners & Managers**
- **Riverside Residents & Landowners**
- **Elected Officials**
- **Riverside Trail Users**

RIVERSIDE COMMERCIAL PROPERTY OWNERS AND MANAGERS

Why a priority audience? Business parks line the lower Green-Duwamish River and own or manage riparian areas along many priority planting areas in the watershed. While engaging property or business owners is important for buy-in, property managers and landscape contractors are included here as well because they are often the day-to-day land management decision makers.

OBJECTIVES

STRATEGIES

AWARENESS

Leadership recognizes economic and social value (along with ecological benefits) of revegetation and shade along the River

Build relationships with local leaders across various sectors and locations along the River

STEWARDSHIP

Leadership and employees are involved in making decisions about healthy landscaping and getting involved

Provide resources and incentives to riverside commercial property owners and managers to revegetate their riverside land

ADVOCACY

Leadership promotes the importance of Green-Duwamish River restoration and shading within their professional networks.

Recognize champions and provide useful materials for champions to spread the word to their networks

TACTICS

OUTREACH MATERIALS

AWARENESS

Engage with networks and associations through interactive tabling and presentation materials, focusing on listening to questions and issues from participants

Connect directly with property managers and landscapers (in addition to landowners) who make on-the-ground decisions about land management practices

- Triple-bottom line Infographic
- Direct mailers or email to request one-on-one meetings in priority areas
- One-page handout about the economic, social, political, and ecological benefits of revegetation projects on their properties
- Workshop topics: "Landscape design using native trees and shrubs" or "Landscaper's guide to riverside vegetation management"

STEWARDSHIP

Reach out to leaders in the field (landscaping, property management) - ask questions about what information will be most helpful

Develop materials with practical information about revegetation

Implement skill-building, networking and/or planning workshops with landscape associations or property manager networks

- "Re-vegetation 101" brochure. Including imagery, regulations, incentives, and resources
- "Incentives inventory" one-pager. Includes list and descriptions of revegetation, restoration, and conservation incentive programs in the region.
- List of landscape contractors that provide native landscaping or restoration services

ADVOCACY

Schedule one-on-one meetings with current champions to learn about what business networks they are in, what media they engage in and what resources might be helpful for them to promote both their river efforts and why it is important

Provide materials for business champions to present to their networks, associations, etc.

Promote champions by nominating for an established award and/or create an award to recognize river champions

- Templates for PowerPoint slides & talking points
- Recognition: Signage and Sponsorship badge "Supporter of..."
- River map highlighting champions
- River Champion Award
- Pre-drafted content for newsletter articles highlighting riparian revegetation projects

Priority Audience

RIVERSIDE COMMERCIAL
PROPERTY OWNERS
AND MANAGERS



KEEP IN MIND

Approach businesses with a business mindset, a clear ask, and an opportunity for both parties to directly benefit from activities.

Commercial and residential landowners are concerned about complying with state, county, and city regulations. When engaging these audiences, be transparent about your role within and/or in relationship to regulatory agencies in your first interaction with them. If appropriate/applicable, offer support for navigating the regulations.



KEY MESSAGES

Planting trees and shrubs along your shoreline property can create economic benefits for your business such as benefiting land value, reduced landscaping maintenance costs or discounts, employee attraction / retention and/or promotion.

Planting and maintaining riparian vegetation along your property can create attractive benefits for your employees: health and wellness, natural beauty, and stress-reducing environment.

You have an important part to play in riverside restoration. Be a leader in your region for sustainable business practices that create lasting economic and social benefits.

MEASURABLE OUTCOMES

- Number of employee volunteer groups and employer-sponsored work parties
- Number of developed and number of distributed materials
- Number of people and businesses reached
- Signage designed and installed
- Number of river champions and sites sponsored

POTENTIAL OUTREACH PARTNERS

Building Owners and Managers Association - King County, Seattle
<https://www.bomaseattle.org>

Business Associations or Chamber of Commerce

Washington Association of Landscape Professionals
<https://www.walp.org/>

Washington State Nursery and Landscape Association
<https://www.wsnla.org>

Architect, builder, and birder organizations

Priority Audience

RIVERSIDE RESIDENTS AND LANDOWNERS

Why a priority audience? Residential landowners can make decisions about their own properties. Many renters, especially long-term renters, are also interested in investing in the land on which they live.

OBJECTIVES

STRATEGIES

AWARENESS

Riverside residents recognize and accept the positive impacts of revegetation along and shading of the Green-Duwamish River

Build relationships through one-on-one or peer connections.

STEWARDSHIP

Riverside residents take steps to plant trees and shrubs along their riverside land, creating shade for both people and wildlife

Provide easy-to-understand resources about planting trees and shrubs that address desires for varied landscaping aesthetics and maintenance abilities.

ADVOCACY

Residents demonstrate support for a healthy river as a core component of the health of their community

Generate enthusiasm among residential neighbors for becoming a 'champion' for riverside revegetation.

TACTICS

OUTREACH MATERIALS

AWARENESS

Work closely with a trusted neighborhood group or community-based organization to connect with residents through methods appropriate to the area including door-to-door outreach, HOA, or other neighborhood meetings

Partner with 'trusted messenger' organizations like WSU extension or community-based organizations to create education and outreach materials

Send mailers and follow-up mailers about events and opportunities in residents' areas

Provide free on-site consultation or site visits from staff

- Mailers and follow-up mailers
- Listening questions: assess community concerns, understanding of the river, and motivations
- Infographic demonstrating ecological and social benefits of revegetation
- Visual about what 'successful' revegetation looks like over time
- Collaboratively develop or adapt outreach materials with community-based organizations

STEWARDSHIP

Host small group work parties with learning and food/celebration components

Partner with community organizations to host workshops and demonstrations about planting trees and shrubs

Host a plant sale with low/no-cost native plants. Work with a partner to raise money for a meaningful cause

- Easy instructions in one-page handouts, possibly multi-lingual and based on the community's motivations such as 'revegetation 101', 'planting for a view,' or 'maintaining a natural landscape'
- Engaging materials for workshops, including resources in multiple languages and visuals for different age groups

ADVOCACY

Reconnect with previous landowner partners about the positives and challenges of their experience and what could be improved

Recognize river champions in ways they feel comfortable such as before/after photos, articles in local newsletters websites, etc.

Share progress and communicate regularly through non-property specific maps showing context and importance of the work for the river

- River champion promotional materials, such as yard signs, shirts or hats, and stickers or magnets with fun and simple slogans
- List of "5 easy ways to be a 'river champion'" for partner websites, mailers, articles
- Maps showing context for the bigger picture in areas of outreach
- Collect testimonials: "I support the river because..."

Priority Audience

RIVERSIDE RESIDENTS AND LANDOWNERS

KEEP IN MIND



Research and partner anecdotes suggest that making personal contact with audience members in-person or through trusted community organizations is the best way to provide opportunities for engagement.

The ways we describe the riparian revegetation may change in different geographic areas. Ask local community organizations if the language you are using is clear. Keep an open mind about adapting language to meet their needs.

Know your audience! Do demographic and community research. What is the average income? What language(s) do they speak? What are family sizes? This type of information must guide the types of events and materials your organization creates.



KEY MESSAGES

Planting trees and shrubs along rivers improves the quality of life for our kids, families, neighbors, and community

Plant trees and shrubs along the river to create a more interesting landscape that provides a new view every season

You can be a river champion by planting or maintaining trees to shade the river

There are native landscaping options to fit your needs

MEASUREABLE OUTCOMES

- Number of doors knocked
- Number of riverside residents talked to
- Number of responses from riverside land owners, renters
- Number of consulting visits conducted with follow-up
- Promotional materials designed, produced, and distributed
- Number of people reached
- Number of river champions

POTENTIAL OUTREACH PARTNERS

Community based organizations working in the area

Homeowner Associations

WSU Extension

Washington Native Plant Society-Central Puget Sound Chapter

<https://www.wnps.org/central-puget-sound>

ELECTED OFFICIALS

Why a priority audience? Often elected officials can make or break an initiative. Elected officials make decisions about land use, development, management of resources, and natural resource programs. They have a responsibility to respond to constituents ideas and concerns.

OBJECTIVES

STRATEGIES

AWARENESS

Local elected officials understand riparian revegetation is critical to salmon recovery, and possible solutions.

Maintain relationships with elected officials as a group of experts with sound information and community connections

STEWARDSHIP

Local elected officials demonstrate support for community's livability and revegetation efforts, and connect these issues to larger social, ecological, and economic context.

Connect elected officials with revegetation impacts on community members and the larger ecological context in their service district

ADVOCACY

Local elected officials take actions to increase funding for revegetation efforts and salmon recovery efforts

Provide information about program benefits, successes, challenges, and funding needs

TACTICS

OUTREACH MATERIALS

AWARENESS

Maintain an active list of elected officials and their staff contacts, district representation, and initiatives

Identify the best person(s) to communicate with elected officials and set up

Use number-based facts and emotionally-compelling stories to demonstrate economic, cultural and ecological benefits of revegetation

- Contact lists
- Fact sheet one-pagers for district-relevant information
- Compelling talking points with district-relevant information
- Powerpoint slide templates to demonstrate revegetation projects already happening, celebrate wins, and demonstrate need for resources

STEWARDSHIP

Invite elected officials and/or staff to revegetation sites with river champions

Recognize elected officials' support of revegetation efforts with their constituents through joint press, articles, or photo opportunities

Gather and share compelling testimonials or support from their constituents

Meet with elected officials! Present at public meetings, meet with them one-on-one, etc.

- Press releases, photos, articles
- Letters of support and templates for testimonials
- Talking points with district-relevant information
- Powerpoint slide templates to demonstrate revegetation projects already happening, celebrate wins, and demonstrate need for resources

ADVOCACY

Communicate progress updates with elected officials and their staff on a regular basis

Document program successes and return on investment

Highlight compelling information about program challenges, possible solutions, and funding needs

Support river champions to meet with elected officials! Present at public meetings, meet with them one-on-one, etc.

- Email updates
- Talking points with district-relevant information
- Powerpoint slide templates to demonstrate revegetation projects already happening, celebrate wins, and demonstrate need for resources

Priority Audience

ELECTED
OFFICIALS



KEEP IN MIND

Elected officials are inundated with requests and documents to read. Make it easy for them to understand your cause. Provide quick reference material that includes innovative solutions, statistics, and costs.

Riparian revegetation work is just one component of efforts and interests in the watershed. How are you demonstrating that riparian revegetation work can support other priority issues?



KEY MESSAGES

Planting trees and shrubs along the river improve air and water quality for everyone

Planting trees and shrubs along the river improve the quality of life for our kids, families, neighbors, businesses, coworkers, and community

Riparian revegetation offers triple-bottom line benefits for the community you serve

Revegetation along the Green-Duwamish directly benefits salmon recovery

MEASUREABLE OUTCOMES

- Planting trees and shrubs along the river improve air and water quality for everyone
- Planting trees and shrubs along the river improve the quality of life for our kids, families, neighbors, businesses, coworkers, and community
- Riparian revegetation offers triple-bottom line benefits for the community you serve
- Revegetation along the Green-Duwamish directly benefits salmon recovery

POTENTIAL OUTREACH PARTNERS

Elected officials staff members

Community-based organizations that have staff working on policy or advocacy

WRIA 9, Watershed Ecosystem Forum

Priority Audience

TRAIL USERS: RUNNERS,
BIKERS, FAMILIES/PARENTS,
FISHERFOLK, VOLUNTEERS,
NEIGHBORS ADJACENT TO THE
GREEN-DUWAMISH RIVER

Why a priority audience? Trails along or near the river serve as a connecting feature for people who care about environmental issues or enjoy spending time outdoors, even if they are not currently directly connected to the river itself. For the purpose of this plan, trail users includes users of riverside trails and greenspaces for recreation, access to nature, river access for fishing, volunteer, or a variety of other uses. While this group typically doesn't have decision-making power over revegetating riverside land, engaged trail users can generate momentum for a cultural shift towards an ethic of river and land stewardship.

OBJECTIVES

STRATEGIES

AWARENESS

Trail users develop an understanding that the health of the river is an important part of the resources they access

Develop meaningful and mutually-beneficial partnerships with community-based organizations to create appropriate engagement opportunities and generate buy-in for revegetation efforts.

STEWARDSHIP

Expand trail users to include "non-traditional stakeholders" and create opportunities for them to develop a sense of place and pride in the health of the River

Identify and prioritize the barriers to participation for members of the community who are, for example, people of color, non-native English speakers, immigrants or refugees, low-income, or parents. Then, take tangible actions to remove those barriers to participating in revegetation effort in places of interest to them.

ADVOCACY

Trail users demonstrate their support as river champions

Collaborate with existing and new community partners to create culturally-relevant community gathering events that grow a culture of celebration of, and action for the health for, the Green-Duwamish River.

TACTICS

OUTREACH MATERIALS

AWARENESS

Work with partners to increase accessibility to educational and cultural information about revegetating riparian areas

Partner with or hire a community engagement organization to meaningfully engage historically marginalized communities

Create educational partnerships with students to understand the benefit of riparian revegetation for salmon & native habitat

- Educational materials (in multiple languages as needed) including one page handouts “River access points in your neighborhood” or “What is revegetation and why is it important”
- Trail-side and green space signage
- Kid-friendly activities that demonstrate and/or promote riverside tree planting: coloring pages, stickers, interactive games
- Elementary-, middle-, and high-school-level revegetation education activity

STEWARDSHIP

Identify community members who are already using and loving the river and ask how they’re interested in growing their impact

Create signage that is educational, directional, and multilingual that informs viewers about the area and makes the area feel safer, welcoming, and easy to navigate

Offer paid stewardship training opportunities to residents of riverside neighborhoods

- Training materials for paid stewardship opportunities
- Infographics demonstrating how revegetation influences salmon recovery (with ripple affects to other species, like Orca whales)

ADVOCACY

Expand opportunities & engagement events that are easily accessible and include free childcare, free food, a celebratory mood, and activities for a wide-range of ages, physical abilities, and language access

Organize a series of advocacy workshops about resource allocation for riparian revegetation

Create channels of communication for trail users to connect with their elected officials

- River champion promotional materials, such as yard signs, shirts or hats, and stickers or magnets
- “Five easy ways to be a ‘river champion’” information
- Advocacy 101 workshop materials

Priority Audience

TRAIL USERS: RUNNERS,
BIKERS, FAMILIES/PARENTS,
FISHERFOLK, VOLUNTEERS,
NEIGHBORS ADJACENT TO THE
GREEN-DUWAMISH RIVER



KEEP IN MIND

Research shows that many people in South Seattle (lower Green-Duwamish and Duwamish Estuary subwatersheds) are concerned about environmental issues and climate change, but there are many structural barriers to them getting involved (for example, lack of access to affordable housing, resources in native language, and adequate public transit options, and disposable time for volunteering).¹ In order to effectively engage these communities, engagement must start with identifying, addressing, and dismantling structural barriers to access and participation.

Ask, “What matters to you, and what can we do together?”

In your work with partners, how are you relating riparian revegetation work with other restoration or community health work? Are you reaching out to partners across sectors and community bases to implement in your work?

¹ – http://gotgreenseattle.org/wp-content/uploads/2016/03/OurPeopleOurPlanetOurPower_GotGreen_Sage_Final1.pdf



KEY MESSAGES

Planting trees and shrubs along rivers improve the quality of life for our kids, families, neighbors, and community

We need to plant trees and shrubs to keep the River's water cool and improve its health

Trees and shrubs along the river trail create more interesting landscapes that provides something new every season

Become a river champion and support your community!

MEASUREABLE OUTCOMES

- Relationships or partnerships with community-based organizations
- Number of people reached
- Number of people attend events
- Number of students engaged
- Demographics information in outreach areas is collected and understood in social, political, and economic context

POTENTIAL OUTREACH PARTNERS

Salmon Homecoming Alliance—Muckleshoot Indian Tribe
<https://salmonhomecoming.org/>

Front & Centered partners or the coalition itself
<https://frontandcentered.org/>

ECOSS
<https://ecoss.org/>

Other community-based organizations in the watershed

Sports associations or clubs

CONSIDERATIONS

ACCESSIBLE LANGUAGE

Terms like ‘riparian’ are technical terms. While these terms are appropriate to describe this work, always provide multiple variations of description or definition depending on who you are reaching out to. We have used various terms throughout the plan, including:

- riverside tree planting
- planting native trees & plants on the river banks, in the floodplain, or along the river
- and more!

When explaining revegetation to community members, keep explanations simple and your tone humble so that you don’t lose them (For example, “Revegetation just means planting trees and shrubs where they used to grow but haven’t been for a while.”). A great way to start a conversation is to follow up your short definition with a question about their favorite tree, what is their favorite kind of tree (species), or if they have ever heard of or go to a nearby restoration project site.

Ask questions about the usefulness and understanding of your messages and materials. Maintain an adaptive approach to respond to feedback about how to adapt messages to meet the needs of your audience.

HISTORY OF FLOOD MANAGEMENT & COMMUNITY IMPACTS

Flood management was a recurring theme in conversations with partners, but outside the scope of this plan. It is important to note the history of how decisions about flood management systemically impact low-income communities and communities of

color (for example, the flooding of the lower ninth ward during Hurricane Katrina in New Orleans, LA in 2005, as well as the Vanport Flood in Portland, OR in 1948). When discussing flood storage, ecologists, elected officials, and agency officials must pair discussions of flood storage planning with serious concern and planning for the safety and health of communities historically left out of these conversations.

HONORING NATIVE PEOPLE

Despite settlement, displacement, and significant systemic barriers to economic and cultural health, native peoples and community organizations and governments that represent them are actively protecting and restoring our natural resources. Building momentum of the riparian revegetation efforts not only has ecological benefits, it also strengthens federal, state, county, and city government’s ability to honor agreements and support indigenous connections to the land. Build and enhance mutually-beneficial relationships with tribal representatives and communities as the plan is implemented.

DIGITAL RESOURCES & SOCIAL MEDIA

While most Network partners we talked with have limited or no capacity to administer social media accounts, they are well versed in using in-person, word of mouth, and printed outreach and engagement materials and strategies. Therefore, this outreach and engagement plan builds on and supplements the knowledge and experience that partners already have.

While digital outreach and engagement is not the focus of this plan, there are two suggestions to develop shared online outreach efforts. First, we suggest setting up a webpage, hosted by King County, to house all of these newly branded outreach materials online. This will serve as a central landing page to find out more information and practical resources to support revegetation efforts. In addition to a webpage, you might also consider having one shared social media account, like Instagram, where partners participate in periodic account 'takeovers', highlighting their work, partnerships, and telling accessible stories about why they love the Green-Duwamish. This could be a great way to grow a shared identity online and engage new partnerships.

Members of the Green the Green Network take a walk through the Duwamish Hill Preserve in Tukwila, Washington.



NEXT STEPS

Getting started can be the hardest part of working collaboratively. Here are a few suggestions to get started implementing this plan as a Network.

SHORT-TERM GOALS (6 MONTHS - 1 YEAR)

- 1. Prioritize communication and collaboration.** Within the Network, build the strength of the group through relationship building, generating trust, and focusing on collaboration. Meet in person to discuss ideas, strategies and values to help generate new ideas for working together. Work diligently to build trust, listen to differing views, generate consensus, and maintain excellent communication. Increasing communication will make collaboration for revegetation and outreach easier between partners. These practices will make the Network stronger, resilient, and more attractive to new partners.
- 2. Review existing materials.** Collect your organizations' outreach materials and program strategies to review together. Which materials and programs support objectives, strategies, and tactics outlined in sections of this plan? How might they be improved to meet these objectives? How might they be adapted to expand their reach, share with partner organizations or adopt shared branding? Being honest and open to adapting materials will yield outcomes that can more effectively address your challenges and generate engagement successes.
- 3. Develop a work plan.** Identify which of tactics identified here will be priority to start immediately. Identify leads, align resources, and develop tasks to achieve SMART goals.
- 4. Develop shared materials.** Using the recommendations in this audience-centered plan, create new informational and inspirational materials that can be shared between partners. Ask people you are engaging with if the materials are useful. Listen and respond to feedback with edits or new materials.
- 5. Set up demonstration sites.** Agree on at least 3 key sites that partners will invest time and energy into. Test new strategies and tactics through events, signage, and showcasing progress.
- 6. Implement audience-centered strategies and tactics.** Create new opportunities for your organization and its partners to listen to community leaders, develop relationships with "non-traditional" stakeholders, and build creative ways of working together.
- 7. Agree on shared tracking tools and communication norms.** Work together to stay organized and measure progress.
- 8. Have fun and enjoy the process!** Remember, we're talking about a cyclical process of outreach and engagement to grow awareness, stewardship, and advocacy with key audiences. Practice patience and enjoy learning new things and meeting new people.

MID-RANGE GOALS (~1-3 YEARS)

1. **Showcase progress.** Track and showcase measurable outcomes and progress on SMART goals with partners.
2. **Pool resources.** Pool resources to leverage funding and achieve community engagement goals through innovative partnerships, creation of materials, activation of a river champion network, and engagement of historically marginalized communities.
3. **Track new ideas.** Build on this plan with an adaptive approach by incorporating information from new partners, city officials, tribal representatives, and community members from key audiences into the framework in this plan. Listen and respond to feedback about engagement approaches and partnerships.
4. **Develop new strategies.** Build out strategies for engaging other key audiences identified in this planning process including developers, new residents, college professors and students, and developed parks managers.

Members of the Green the Green Network gather around an educational kiosk at the entrance to the Duwamish Hill Preserve in Tukwila, Washington.



LIST OF APPENDICES

*Provided to Katie Beaver (Lower Green River Basin Steward,
King County Natural Resources and Parks) in June 2019.*

Appendix A

Resources & People Consulted

Appendix B

Inventory of Current Outreach Materials

Appendix C

March 4th Green the Green Network Meeting Brainstorm and Discussion Data

Appendix D

Audience Engagement Research Summary

Appendix E

Online Questionnaire Form

Appendix F

Samara Group Project Timeline



**GREEN
DUWAMISH
REVEGETATION**