Meeting Objectives:
- Review federal and state funding sources for Tier 1 Strategies in the Walla Walla 2050 Strategic Plan.
- Review existing outreach materials and discuss outreach needs for building support for the implementation of the Strategic Plan.

Attendees:
In person: Jeff Dengel, Tim Poppleton, Annie Byerly, Renee Hadley, Michael Fredrickson, Lind Herbert, Judith Johnson, Steve Martin, Jerry Norquist, Jaime Short, Brooke Beeler, Eric Hartwig
Via Phone: Andrew Purkey, Chris Kowitz, James Kraft, Sarah Dymecki, Tyler McCroskey, Troy Baker, Todd Kimball, Melissa Downes, Stephanie May, Adriane Borgias

Summary

Funding
- Andrew Purkey provided a presentation of Federal and State Funding Sources by Tier 1 Strategy Category.
- WG participants asked questions and discussed various options. Key points include:
  - The USACE Floodplain Management Program is not focused on water quality, though that MIGHT be an outcome. A proposal to FPMS for water quality would not be approved.
  - CREP is federal, VSP is under state conservation commission. $50k cap per landowner per year so sometimes seeking federal doesn’t fit.
  - The group discussed various strategies to request funding from federal or state lawmakers through appropriations. This is an option in addition to applying for grants or other funding opportunities.
- It could be useful to have a spreadsheet of who is doing what, what strategies project need funding and where that funding may be available.

Next steps include:
- Consultant team will draft up a funding spreadsheet for review by the PFO/Implementation WG

Outreach Discussion
- Tim Poppleton shared the Walla Walla Storymap that was prepared during Phase I and other materials—both within the basin and materials used in other basins. Susan will share these with the mailing list, along with a sample provided by Renee.
- WG participants agreed that an updated Storymap could be a useful tool and is worth updating.
- It is important to clearly define the audience and message for all outreach materials. You need different messages/methods for the general public vs elected officials. The general public doesn’t understand that there is a problem and need to understand the economic and environmental threats to basin. The elected officials need to understand how specific funding can fix a problem. These will require different outreach materials.
- Videos can be useful but are also very expensive to produce. Short video clips within a Storymap or other materials may be better than a professionally produced video.
- A lot of information is shared informally and through local media. It is important to have speakers go to local groups, do radio interviews and get pieces in local newspapers.
- QR codes to access materials on phones could be really useful.
- The fair and other community events are great places to reach large numbers of people but it is difficult for agencies or NGOs to provide staff for these long events.
- Judith and Linda shared a suggestion for a full-time local outreach staff to be housed in Walla Walla.
- WA and OR will each have outreach staff available to focus time on Walla Walla outreach.
- The PFO WG will discuss the staffing proposal in more detail at the next WG meeting. It is unclear how this can be funded. The WG will also discuss the efforts/role of state outreach staff and whether the proposal for a full-time local outreach person needs to be revised based on new state staff resources.
The WG looked at some examples of how to show projects on a map. The WG thinks this is a valuable tool. Perhaps a simple map showing projects with an option to click on a project to get more detailed information. The WG will continue to work on this concept.

Key takeaways of the discussion
- There is a strong need to communicate with the public what the problem is. It would be helpful for the WW BAC to have a clear problem statement that all can use (a common elevator speech on the problem)
- The basin needs a lot more help with the outreach
- To start, we will look at updating and refining the Storymap. But we also need to be thinking of other needs and tools.

Next steps:
- Susan will email the materials shared at the meeting to the WG mailing list.
- The consulting team will send out a short survey to gather ideas for updates to the Walla Walla Basin Storymap
- At the next PFO Working Group meeting we will:
  - Share and discuss the compiled Storymap ideas
  - Discuss Linda and Judith's proposal regarding a local outreach position and learn more about outreach efforts that WA and OR staff can provide